



The Billboard

PRICE:
35 CENTS

JULY 14, 1958  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

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By BOB DIETMEIER

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Measured against the total investment the average operator has in equipment, these figures themselves seem modest.

Personal income from operating figures disclosed by the study include receipts from amusement games—as well as juke boxes—for nearly nine in 10 operators. The average operator in the study has more than \$60,000 tied up in equipment alone, not counting the

immeasurable value of the locations in good will.

But even this does not tell the whole story on operating income. The study also shows that half of the operators make \$7,500 a year or less from operating; one in four less than \$5,000 a year. Two out of three have personal incomes from operating of \$10,000 a year or less.

Big Ops

Pulling up the average are a small group of operators who make \$15,000 or more annually in personal income from routes. The study shows that in 1956 this group totaled 21 per cent; in 1957, 13 per cent. The group reporting more than \$25,000 a year from operating accounted for 7 per cent of the total in 1956; 5.6 per cent in 1957.

The average dollar value of the routes owned by operators polled was nearly \$65,000 (\$63,831), a tabulation of their reports shows.

The dollar value of routes ranged from an average of \$35,092 for operators reporting personal income of under \$5,000 to an average of \$137,500 for operators with personal incomes over \$25,000.

Twenty-two operators out of 144 surveyed for 1957 (or 15.7 per cent) set dollar values for their routes in excess of \$100,000 and almost that many—21 operators—gave dollar values of between \$75,000 and \$100,000. Nine set the value of theirs as between \$150,000 and \$250,000; two operators reported their routes worth more than \$300,000.

The average dollar value set on
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'STEREO, IT IS A PUZZLEMENT' SAYS A&R EXEC

NEW YORK — "When a small firm like Audio Fidelity can force the majors into stereo, it shows how confused we all are," says Ward Botsford, a&r. exec at Vox Records. "For instance, the slow processing is causing slower delivery. Disk rejection rates are up 100 per cent. Many monaural platters are indistinguishable from stereo when played thru two speakers. Orders are coming in from Lebanon and Hong Kong, where there's no stereo equipment. We've sold more pressings of a single disk than there are cartridges. Who's buying them? All in all, it is a puzzlement."

Botsford is campaigning for disks to be wrapped in aluminum foil. "It protects against dust and warping, hazards much more serious for stereo than monaural. Besides, it's so attractive." Classical etchings won't be as effective as pop till engineering (especially playback) problems are licked, the veepee thinks. Still, Vox, whose business has always been greater on the Continent than in the U. S., plans to crack the local market with new classical stereo disks which won't be released monaurally "to compete with the majors" for months.

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Gains Remarkable

The rating gains were particularly remarkable in Pittsburgh and Cleveland, where Westinghouse faced its most formidable competition. For example, two years ago at this time, KYW, Cleveland,

ranked third, (Pulse) running considerably behind the city's long-time top-rated outlet WERE. Today, the most recent local Metropolitan Pulse survey (for May-June) gives KYW an over-all average share of audience of 23 per cent, as compared to WERE's 19.6, with a 26.6 share from sign-on to sign-off on Sundays.

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3-Step Success Story

Dick Pack, Westinghouse's veepee-programs chief, attributes the two-year success story to 1) program-oriented management both at the station level and Westinghouse headquarters; 2) well-paid, hand-picked talent — both deejay and executive; 3) stepped-up promotion. He also points out that the orientation of WBC toward showmanly programming of music and news on a local level was begun four years ago by Chris Witting (then WBC veepee and now with the parent company) and later carried on by the present WBC veepee Don McGannon.

Under the Westinghouse blueprint for successful local radio operation, the program director assumes considerable importance, and Pack bemoans the fact that there are some local radio stations operating today without full-time program directors. While he thinks deejays "should have a major part in picking their own records," Pack believes all record programming "should be subject to guidance" by the program director. "We give our jocks a great deal of freedom but not license," he said.

"Westinghouse hasn't expanded
(Continued on page 4)

Vending Ratio Holds Constant

CHICAGO—Size of operation apparently has little bearing on whether a juke box operator operates vending machines.

A survey of 137 operating companies, included in a two-year study of operator income, indicates that the percentage of juke box operators with cigarette venders in the \$5,000 to \$7,000 income bracket (27 per cent) is almost as great as that in the \$10,000 and \$15,000 income group (31.4 per cent), and the over-\$25,000 group (33.3 per cent).

At the same time, the percentage of juke box operators in the \$15,000 to \$25,000 group operating cigarette machines was only 13.3 per cent, less than that in the under-\$5,000 group (18.4 per cent).

A high percentage of all juke box operators with cigarette venders also indicated they operated other types of venders. The other types were not specified.

The number of cigarette machines operated by firms in each income group was not included in the survey.

NEWS OF THE WEEK

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Mercury Plots Major Snare For TV Platter Show Plugs

Diskery's Artists Chant Hits On Film for D.J. TV Promotion

By BERNIE ASBELL

CHICAGO — Mercury Records is quietly working on a major new technique for getting plugs via the mushrooming media of TV platter shows. The Billboard has learned authoritatively.

The label has produced two three-minute films, one of the Platters and one of the Diamonds, performing their current plug tunes, which they will rush to make available to a list of almost 200 local TV deejays. The Diamonds perform "Kathy-O," and the Platters, "You're Making a Mistake."

Still under wraps, the project is being piloted by Art Talmadge, a.&r. chief, and Tommy Schlesinger, publicity director.

If successful, the films will be a potential weapon in helping to equalize the local platter party with the audience draw enjoyed by Dick Clark, whose network exposure entices appearances by top-drawer names.

Merc brass is scheduled to audition samples of the film today (14) to choose between two lip-synch methods which might be employed. The first method involves dubbing the hit disk into a sound track directly on the film. The second method is preferred—if it works—

because production would be simpler and cheaper. It involves synchronizing the videofilm with a tape of the his disk. Synchronization is obtained by an inaudible, high-frequency beep in the tape which automatically triggers the unreeling of the film.

Because production of these films is necessarily expensive, Merc's thinking so far, according to the source, is to restrict the gimmick to tunes that have shown unmistakable early action.

As an indication of how seriously Mercury regards the promotional value of these films, it was learned that Ed Sullivan had offered to buy the Platters' film for several thousand dollars for use on his TV stanza. Once the promotional use was rained out, however, Talmadge decided not to sell but to reap its value by giving it away to the afternoon teen-age programs. Once this course was undertaken, Talmadge moved ahead with the Diamonds film, which still was in production late last week.

Col. Grabs Hit-Maker Johnny Cash

NEW YORK — Columbia Records may have come up with one of the top names of the season with the signing of Johnny Cash. Lad was pacted by the label last week after prolonged negotiations and it is understood that the former Sun Records artist was signed at a substantial guarantee. Signing of Cash is a plum for the label in that the singer has had two smash hits since the start of 1958, his current "Come in Stranger" and "Ballad of a Teen-Age Queen."

This makes the third important artist signed by a major label who started on Sam Phillips' Sun label down in Memphis. The biggest of all time of course is Elvis Presley who was nurtured and brought to RCA Victor's attention via his Sun hits. Another Sun artist recently signed by Columbia is Carl Perkins who had a number of hits on the Phillips label.

Sam Phillips has carved himself a remarkable niche in the current record business as the man who has discovered and developed some of the hottest artists in the record business. At the moment on the Sun label he still has Jerry Lee Lewis, and on the Phillips International label, Bill Justis.

Trade Rumors Cue New BMI Pubbery

NEW YORK—At press time, Tin Pan Alley was buzzing with reports that executives of Shapiro-Bernstein had been conducting talks with Broadcast Music, Inc., relative to the formation of a new BMI pubbery.

Involved in the talkfest, it is understood, were Dick Vollter and Al Gallico, of Shapiro, Bernstein, and Bob Burton of BMI. A recent meeting was understood to have taken place at a ball game.

Prime speculation centered upon whether the talks had the sanction of the music business patriarch, Louis Bernstein, chief of firm.

Col. Sales Meet Tees-Off July 17

NEW YORK — More than 400 representatives of Columbia Records, including executives from the home office, distributors and distributor salesmen, and heads of affiliates in Europe and South America will convene at Estes Park, Colo., starting Thursday (17) for the four-day Columbia sales convention. Early birds like sales chief Bill Gallagher and others have already taken off to get things in order for the sales clambake.

The theme of the forthcoming Columbia convention will be "Columbia Means Business" and the entire four days will be spent in going over sales and merchandising techniques. Feeling among diskery execs is that the easy days of being order takers are over and that everyone connected with the label has to get out and sell.

There will be two days of business sessions and on Saturday night a number of Columbia artists will appear at a show. Business sessions, which will be run in the form of seminars will cover singles, EP's, LP's, stereo disks and tape. Sales talks will also cover the label's Date and Harmony lines. Show will feature a list of the label's top names, such as Frankie Laine and Andre Kostelanetz.

After the Columbia Estes Park

affair, there will be a convention in New York of the label's Latin-American subsidiaries and affiliates. Reps from Columbia's Argentina, Mexico and Brazil subsidiaries and from the label's affiliates in Cuba and Colombia will attend. These meetings will cover the firm's new product for the L-A market. It is interesting to note that Columbia intends to up the percentage of L-A styled music for its Columbia, Epic and Harmony labels during the rest of the year, due to the great increase in sales of this type of music.

CHEF KAYE TO REPEAT RECIPE

HOLLYWOOD — Will lightning strike twice? While such a phenomenon is rare, both in and out of the music business, nevertheless M-G-M's West Coast chief is seeking to repeat the success he enjoyed with Sheb Wooley's "Purple People Eater." In an effort to once again attract that lucky strike, Jesse Kaye is reassembling all the ingredients which went into "Purple People Eater" for another recording session.

It will be another novelty ditty featuring, once again, Sheb Wooley. It'll be the same instrumental group, once again conducted by Neeley Plumb. It will be recorded at Radio Recorders, scene of the "Purple" bolt, using the same mixer as before with arrangements again provided by Wooley and Plumb. And, of course, Jesse Kaye whose talented hand guided "Purple People Eater" into a disk hit will be there to a.&r. the new session. This ditty, by the way, won't concern itself with out-of-space maneaters. Subject of the new one is a monkey.

New Rack Org Holds Meet

ATLANTIC CITY—The Service Merchandisers of America, a new rack jobber association, held its first annual convention in Atlantic City, N. J., July 4 and 5. As in other rack jobber association conventions held this year (TMA and ARMI), records were an important part of the program. Stereo was the most controversial subject discussed, but again the number of jobbers who do not yet handle records as part of their operation that seemed intent on getting a full line as soon as possible was surprising.

The two-day get-together of approximately 35 active members plus many manufacturer associate

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CONFUSION REIGNS IN STEREO DISK RECIPES

NEW YORK—Purchasers of the new stereo albums are apt to get pretty confused if they read what the record companies say on the album jackets about the kind of equipment needed to play the disks. Altho the industry has accepted a single technical standard (Westrex 45-45), you'd never know it from the way the compatibility story is told by the various companies. For example, London puts it this way, with typical British economy of language: "This record must be played only on stereophonic equipment."

But Counterpoint is just as firm in having its jacket note that its stereo records "may be played on any long-playing phonograph (but not reproduced stereophonically), with the resultant sound being the ultimate in high-fidelity."

Stereo-Fidelity jackets this, saying: "We do not claim full fidelity when played on a monaural phonograph."

RCA Victor agrees, saying its disks are "specifically designed to be played only on phonographs equipped for stereophonic reproduction. This record will also give outstanding monaural performance on many conventional high-fidelity

phonographs by a replacement of the cartridge."

Omega, the tape outfit, plans to use a warning which states flatly on its forthcoming disks: "Caution—Do not play disk with conventional stylus. This is a non-compatible stereophonic disk to be played only with stereophonic reproduction equipment."

But Elektra takes a different view: "Can be played stereophonically. . . . It can also be played, with excellent results, on most standard (non-stereo or monaural) phonographs of good quality."

Urania denies this, saying "Use stereophonic cartridge only for this record." And Cameo says: "You must play this record on a 33 1/3 r.p.m. phonograph equipped with a stereo cartridge." Vox, too, recommends use of a "45 degree stereophonic cartridge," but takes no position on the use of a monaural cartridge.

Decca's jackets say its stereo records "can be played only on a phonograph engineered for stereo reproduction," adding that it can be played monaurally "with a change to a stereo cartridge."

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WPR Sets Buyer LP Bonus Plan

HOLLYWOOD — World Pacific Records is launching a bonus album plan to consumers aimed at stimulating dealer traffic and boosting interest in its own product. The plan goes into effect on July 15 and will continue indefinitely. Each World Pacific 12-inch LP will contain an inner sleeve with an imprinted coupon. Offer calls for the record buyer to send in three of the coupons plus \$1 and he will receive a 12-inch World Pacific album of his choice from any of 21 albums listed on the inner sleeve. The coupons and the buck are sent in directly to World Pacific's Hollywood headquarters.

Explanatory material on the inner sleeve directs the customer to his "favorite dealer" for the purchase of additional World Pacific albums. Label expects the bonus offer to prompt the buyer to return to the disk dealer for more World Pacific coupon-bearing LP's and thus increase store traffic for the dealer while boosting sales for the manufacturer. World Pacific decided to handle the exchange of coupons for bonus disks itself rather than burden dealers with the task of servicing the give-aways.

The bonus coupons carry an ex- (Continued on page 18)

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Robt. Dietmeier . . . Coin Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Zhitto . . . Western Music Ed., L. A.

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Tight Credit Policies Curb Diskery Free-Wheeling

NEW YORK — A measure of sanity is returning to the record business. The free-wheeling record manufacturers, who less than a year ago were giving away records, guaranteeing all product, making special deals with rack operators, one stops and mail order deejays have turned into solid, conservative businessmen. As predicted in The Billboard many weeks ago (The Billboard, May 26) record manufacturers have tightened up their credit policies with distributors since they were tired on running their record firms on a consignment basis.

All of this has not happened by itself. The recession starting in December of last year forced record companies to take a new look at the way they were running their business. And as they did, and as the loot became harder to collect, and sales suffered, manufacturers found that they could not run their establishments under the same rules as when the disk industry was reaping fabulous sales and excellent profits.

Belt Tightening Vogue

Among the firms who have publicly tightened up their policies and practices in reference to distributors, one stops, rack jobbers, etc., are such firms as Chess, Imperial, Columbia, Mercury, and Roulette. And many other firms

A GONG FOR MISS WONG

NEW YORK—A mild, but noticeable upsurge in Oriental flavored disks is upon us. The most recent illustration being "Clazy Man" on the Knick label. There's been a run on musicians who can handle gongs, Chinese percussion instruments, etc. It was learned this week that Miss Jadine Wong, oriental thrush and exotic dancer, is desirous of bringing the true sound to the Western World and has been looking for a samisen player. "This will fracture them," says Miss Wong.

have quietly done the same thing. It is known that another major manufacturing and a group of indies will tighten their financial procedures during the summer.

The changes that have been instituted by these firms include a smaller return privilege, cutting down and sometimes even elimination of the old 100 per cent guarantee on records to distributors, and the cutting down or elimination of the bonus disks, or freebees to one stops.

The return policy, which under

the 100 per cent guarantee was virtually atrophied, is back to a 5 to 10 per cent policy. Mercury, for instance, has made it 5 per cent. Chess has set it at 6 1/2 per cent with a 3 per cent promotional discount. Columbia Records has eliminated the 5 per cent return privilege altogether, compensating for it by guaranteeing only top selling disks.

The 100 per cent guarantee, which was instituted by the "swing-in" indies originally and later copied by the larger firms has been strictly limited by some firms. Some have stressed that one stop and rack jobbers are no longer on guarantee. Other diskeries have even extended it, tentatively at least, to distributors.

But the unanimous tightening has been on the free disks to one stops. This was, and in some cases still is, the system whereby a one stop that ordered 1,000 records would pay for only 700 and get the other 300 free. Or else they would pay for 1,000 and get another 300 free. Tougher times, payment of invoices with returns of these records, have all helped the manufacturers to decide on the new "get tough" policy.

Credit Breeds No Hits

The thinking among many manufacturers now is that liberal credit policies and liberal deals can not make a record a hit. If it is going to be a hit it will happen without the deals, reason these diskeries, altho they will admit that it will not happen as fast. And they have decided that there is much too much risk—in today's market anyway—in pressing loads of records, and giving a third of

(Continued on page 12)

Victor Launches New EP Program

NEW YORK — RCA Victor is launching its new EP program this week (as previously reported in the Billboard) via the release of two EP's by Perez Prado and Don Gibson. The label's new EP program involves the release of EP covers of Victor disks which have a current sale of over 250,000 copies.

The EP's will be merchandised like single records and aimed at the singles market, according to Ray Clark, planning and merchandising manager of singles for the label. Each EP—retailing at \$1.29—will feature a current singles hit by a Victor artist plus three other sides — newly recorded repertoire wherever possible. Majority of the jackets will be in four-process color.

Clark pointed out that these EP covers would not be a substitute or interrupt the label's regular singles releases. "EP's," said Clark, "are no longer merely the equivalent of an LP album. They have a market all their own—the same teen-age (10-16) audience that buys single records."

The new Prado EP features his best-seller "Patricia," plus "Mood Indigo," "Whistling Rock," and "Pretty Doll." The Gibson EP spotlights his best-selling single "Blue, Blue Day," plus "Bad, Bad Boy," "Sweet, Sweet Girl," and "Heart-break Avenue."

Meanwhile, as part of a "general face-lifting job" for EP merchandising, RCA Victor is stepping up its Gold Standard EP series, with approximately 30 EP's scheduled for release this fall. Packages will feature all-time best-sellers by Benny Goodman, Tommy Dorsey, Perry Como, and others.

Clark observed that altho EP's have been looked upon in some circles as an item primarily for rack jobbers, he expects the new releases will sell just as strongly thru regular distributor channels. He added that RCA Victor distributors have moved as many, if not more, of the Gold Standard EP's during this past year than the rack jobbers, with heavy sales at both the dealer and consumer level.

AGAC Warns On Misuse Of Contract

NEW YORK — The American Guild of Authors & Composers (AGAC) last week sent out to all publishers a letter concerning the use of the AGAC contract by unauthorized persons. According to the letter, written by Burton Lane, the AGAC contract can only be used by signatories to the AGAC basic agreement. The latter goes on to point out that a recent decision of the Federal District Court of Appeals . . . "makes it clear that a contract such as ours is entitled to protection under the copyright laws."

The letter goes on to say that "AGAC expects its right to be respected and in case of unauthorized use will have no alternative but to protect its interests and that of its members."

MAXIN BRINGS NEW LP MATERIAL FROM EUROPE

NEW YORK — M-G-M president, Arnold Maxin, returned from a four-week European trip with considerable new album material derived from England and the Continent. The M-G-M chief, who also improved and streamlined the firm's relationship with EMI, acquired a German classical catalog, Electrola. Latter is an extensive line, which M-G-M hopes to make available here this year.

In addition, Maxin acquired much album material of a local color nature, which will form the basis of a new series to be called "Adventures Around the World." Some of this comes from behind the Iron Curtain countries, such as Czechoslovakia.

More than ever, Maxin stated, the disk business is an international one and the European market is

becoming larger. England and Germany together are equal to the United States in sales potential, the M-G-M chief stated, adding that in some countries, notably the aforementioned, the concept of records as home entertainment is even more firmly embedded than in the United States.

There is much interest in stereo abroad, and considerable equipment in England and Germany, altho it may not have the impact it is having here owing to the high cost of LP's, according to Maxin. He states that altho European countries show anxiety over the recession in America, thus far the disk business abroad is untouched by this.

More big-money syndicates and individuals are entering the disk business abroad, recognizing its expanded potential.

ABC-TV Set for Climb on Music Show Bandwagon

By BOB BERNSTEIN

NEW YORK — While CBS and NBC are brooding over the poor ratings and high cancellation incidence of last season's music telecasts, ABC-TV is moving further out on the music programming limb with "Operation Daybreak," its foray into all-day networking. Liberace, Peter Lind Hayes and perhaps Freddy Martin will host daily stanzas, beginning October 6.

It's all part of a \$13,600,000 package deal between the network and Young and Rubicam. The ad agency is supplying the spon-

sors, General Foods, Bristol-Myers, Drackett, Beech-Nut, Johnson & Johnson and American Home Food and will have a hand in the production of six half-hour shows in the 11 a.m.-3:30 p.m. block of time. Dick Clark's "American Bandstand" gets cut back to 60 minutes (4-5 p.m.) when Operation Daybreak is launched.

Topping the six new entries will be the Liberace show, live from Hollywood, slotted 2-2:30 p.m. Informal chats with housewives and celebrities will supplement piano, songs, guest acts and com-

munity sings. Brother George and the candelabra will be absent. Hayes will emcee a variety stint with frequent appearances by his thrush-wife, Mary Healy, plus a regular ork and vocalists. Slotting will be 12-12:30 p.m., live from N. Y.

Freddy Martin's probable show will be "Luncheon at the Coconut Grove, live from Hollywood. Also pencilled in are two audience participation formats and "For Better or For Worse," a dramatized marriage counselling series. All the

(Continued on page 12)

JAZZ SUCCUMBS TO BOX OFFICE

When Loot Comes in at the Door, Art Flies Out at the Window

By BOB ROLONTZ

NEW YORK — The Newport Jazz Festival is now undoubtedly the largest and most successful outdoor jazz bash in the world. This was proved conclusively last weekend, when the fifth annual Newport clambake pulled close to 60,000 customers, almost 10,000 more than last year, and cleared well over the \$50,000 net of last season in four days, in spite of occasional rain. But altho the Festival was commercially solid, it is doubtful if anyone could call it an artistic success.

Perhaps when a jazz festival grows as big as the Newport bash, it has to become more commercial and less arty. But this year, even more noticeably than last, the concerts were remarkable for their lack of excitement, creativity and imaginative programming. Even the afternoon concerts, once the "experimental" and truly interesting parts of the show, were "commercial" this season.

As the Newport has turned more toward commercial attractions and increasingly ignored the creative aspects of jazz, the audience that the Festival attracts has changed too. Many of the college kids who come to the Festival now and sit in the cheap (\$3) seats, are more interested in the opposite sex, beer, and a night on the town than in music. And the same can be said of many of the college lassies as well. The action taking place in the back of Freebody Park is reminiscent to this reporter of the type of "rat-race" that used to go on in bars and saloons that soldiers and sailors haunted during World War II. Much of the young crowd that attends the concerts are similar to the wild characters that used to follow the fortunes of the old "Jazz at the Philharmonic" show in the early fifties.

This year's group of concerts had few high spots and few creative programs. There were three attempts, one the bringing over of the international youth band, another the concert titled "Blues in the Night" and the third the "Critics Choice." Unfortunately the

TV R&R Satire To Go Legit

NEW YORK — "Love Me to Pieces," rock and roll satire aired by CBS-TV last fall on "Studio One," will be brought to Broadway by the Playwrights Company and CBS casting director Marc Merson in January. Romeo Muller, the author, is adapting the script under the new title "Like Wonderful." The plot centers around the confusion of the publishing and recording worlds when a 14-year-old girl writes a smash hit song. Jill Corey, who waxed the title song for Columbia, is a possibility for the lead role. Other disks were Janis Martin (Victor) and Rusty and Doug (Hickory).

Kapp Pacts Two Artists

NEW YORK — Kapp Records prexy Dave Kapp announced the pacting of two artists to the Kapp talent roster this week. Well-known European violinist-conductor Laszo Somogyi has been added to the line-up of the label's classical artists. Mr. Somogyi is a noted exponent of Bartok.

Bill Hayes has been inked in the pop division. His first sides for the label, due to be released soon, are "Summer Love" and "He'll Take You as You Are."

youth band never lived up to its promise, partly because of dissension between the band and ork leader Marshall Brown, and partly because of trouble with the book. The Sunday night concert by the band was much better, however, than the Friday afternoon session. As for the blues show, sloppy support by the so-called "Newport Blues Band" hurt badly the shouting of both Joe Turner and Big Maybelle even tho both sang well. Ray Charles failed to achieve a rapport with the audience partly due to ragged programming and partly due to an attempt to play jazz that did not succeed. As for Chuck Berry, he got the most plaudits from the younger set, and the least from the serious jazz fans. Chuck performed in great fashion but he was out of place on the Newport jazz program.

Critics choice, at least, achieved

the honor, at an afternoon session, of showing off some of the newer and lesser known talent, and some of the acts, especially the Herb Pomeroy ork from Boston, impressed solidly. The Randy Weston Trio and the Bernard Peiffer Trio also were worth hearing.

Probably the high spot of the entire concert was achieved by an artist who certainly can't be called a jazz singer by any stretch of the imagination, Miss Mahalia Jackson. The great gospel singer received the richest acclaim of any act that appeared, due to her outstanding ability and sincerity with every gospel tune. And this was in spite of rain and cold during her midnight appearance.

The concerts were broadcast over CBS radio from eight to nine even tho the programs didn't start until eight-thirty. This meant that

(Continued on page 12)

Music Bills to Get Axe This Session

Smathers Unlikely to Re-Introduce Measure; O'Mahoney Bill Amended

By MILDRED HALL

WASHINGTON — Action resumes this week on the two bills most strongly affecting music interests, and at the same time, the most likely to die, in this Congress. They are the Smathers (D., Fla.) bill to divorce broadcasters from any ownership in music publishing or recording, and the O'Mahoney (D., Wyo.) bill to cancel the juke performance royalty exemption in the 1909 Copyright Law. (See story in Music Machines.)

More in the nature of an epitaph than a rebuttal, will be Tuesday's (15) final testimony of John Schulman, counsel for the American Guild of Authors and Composers (formerly SPA), before the Pastore (D., R.I.) Senate Communications Subcommittee, which has been holding hearings on the generally condemned Smathers bill. Sur-rebuttal by opponent Sidney Kaye, board chairman and counsel for Broadcast Music, Inc., is set for July 22.

Smathers turned up at only one hearing session on his bill, and indications are that he will not re-introduce the badly-trounced legis-

lation in the next Congress. The bill was introduced at the behest of ASCAP songwriters in the then-Songwriters' Protective Association, who claimed that BMI music was being promoted by broadcasters and BMI at the expense of ASCAP music. Heavy testimony to the contrary came from streams of performers, songwriters, deejays, indie broadcasters, record and music publishing spokesmen. All vehemently disclaimed using any

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WBC SETS A PACE

Local Radio Success

• Continued from page 1

its station personnel," said Pack, "on the whole we operate with smaller staffs today than we did two years ago." However, he noted Westinghouse is spending considerably more now on deejay talent and its news operation. WBC has added at least one new jockey — and in some cases two — to each of its six radio stations during the last two years.

Westinghouse deejays are expected to take part in community affairs, and strongly encouraged to emcee record hops, charity affairs, and participate in various civic events. "The disk jockey," maintains Pack, "should be an important man in his community. His

for two years, and WBC deems it essential that each outlet have a promotion director and a publicity director.

"Listen, listen, listen," is WBC's motto on record programming. Jockeys and program directors at

(Continued on page 44)

Hayes said the Post will concentrate more heavily on its television station WMBR - TV in the area. Strouse said the new ownership would continue to "uphold the high standards of broadcasting which WMBR radio has set for many years."

Bandera New C.&W. Label

CHICAGO — A new c.&w. label makes its bow here this week with the issuance of its first release by Bandera Records, affiliate of the recently formed Bandera Enterprises, 2437 West 34th Place. Partnered in the firm are Bernie Harville and Vi Muszynski, the latter well known in the country music field.

Bandera's initial release spots 19-year-old Bob Perry on a pair of country tunes, "I Can't Hardly Wait" and "Two Tiny Rings." Session was cut at the RCA Studio in Nashville, with Chet Atkins supervising. The Jordanaires do the backing on the first-named tune, with Jim Day supplying the steel on the flip.

Harville and Miss Muszynski were responsible for Jerry Butler and the Impressions waxing "For Your Precious Love" on Abner, which is showing up well in the charts.

British Tab April Big LP Month

LONDON — Latest industry figures released by the Government reveal that sales of LP disks in this country during April made a total return of just over \$3,000,000 — \$550,000 more than in the same month last year.

On the other hand production of 78 r.p.m. disks was down by 30 per cent, with a total turnout figure of 2,291,000 platters.

BIG TALENT ACTION HITS JERSEY SHORE

ATLANTIC CITY — The South Jersey Shore is growing as a market for record and TV talent. More and more clubs, motels and lounges are opening, and the competition for talent is on the upswing.

This city, a vacation Mecca, has been long noted for the summer entertainment provided by attractions like George Hamid's Steel Pier which used Red Buttons, Eileen Rodgers and the Tommy Dorsey orchestra as a Fourth of July season opener. Subsequent attractions include the McGuire Sisters,

Jimmy Rodgers, Guy Lombardo, Les Paul and Mary Ford, Dorothy Collins and Russell Arms and Ray McKinley and the Miller orchestra.

The 500 Club here showcased Toni Arden and Jack E. Leonard over the Fourth. The Brigatón Hotel had the Buddy Greco Quartet. The President Hotel has Ramon Argueso and his Latin group for the summer while Noro Morales holds down the stand at the Traymore. Lonnie Sattin headlined the show at the Cotton Club while the

(Continued on page 12)

Report on Copyright Revision Studies

WASHINGTON — The whole subject of Performing Rights Societies is included in the Copyright Office three-year study program for revision of the 1909 Copyright Act, according to a report made by A. A. Goldman, Chief of Research of the Copyright Office. Report was made to the May meeting of the National Music Council.

The American Performing Rights Society, for its part, recommends that Performing Rights Societies should be "freed from provisions of the Antitrust Act." The Performing Rights Society, an NMC member, has submitted its views on copyright revision, along with a number of other member-associations. All have been urged by Library of Congress music chief Harold Spivacke to get comments in mail before a proposed revision law reaches hearing stage.

In mechanical areas, the performing rights group wants the compulsory license clause eliminated, and "any and all means of recording sounds" to be protected. It wants re-recording in any form, without specific license — prohibited. Rights to arrange or include a work in a medley — prohibited, unless separate rights are granted. Recording in any form shall not be considered a copy. This would prevent re per se from being entitled to copyright.

Performance rights members want every form of performance, for profit direct or indirect, and by juke, tape, wire or what have you, to be controlled by the author or his assignee. Society would make both the owners of the transmitting apparatus (or juke boxes), and location owners, jointly liable.

Movie theaters should again be liable for performance fees, and usage by the Government should be deemed commercial, if performance is to instruct or entertain Government employees, says APRS. Finally, the group wants a life-and-fifty years copyright term.

Music Publishers' Association wants a whole new copyright law written on "liberal and broad concepts." They'd want the new law to confer statutory copyright on any work published or unpublished, and abolition of formal copyright on any work as necessary to protection.

The publishers want the compulsory recording license provision thrown out, together with the juke performance royalty exemption. They want present minimum damages clause maintained, according to reports published in the National Music Council Bulletin.

The Music Library Association said its members are particularly

worried about "fair use" responsibility. They'd like any new law to state if it is a violation to "copy parts, for performance, from a work published only in score."

Music libraries tread on thin copyright ice in responding to requests for photo-copies, which they try to furnish rapidly as possible.

"Is it the Library's responsibility to investigate the status of each publication in question, and reject orders for protected material," they ask, "and if infringement comes of such a case, can the Library, altho only a service agency in this case, be held responsible?"

Funds for the Copyright Office's three-year study program were allocated to June 30, this year. However, study of the copyright labyrinth is expected to go ahead without additional funds until a working draft of a new copyright bill is drawn up.

Fair Trade Hearings Set For July 21

WASHINGTON — Record dealers and manufacturers will be interested in upcoming hearings on fair trade legislation to be held by the Bible (D., Nev.) special subcommittee of the Senate Commerce Committee. Hearings have been set for July 21, and 22.

No witness list has been compiled as yet. Committee staffers, queried by The Billboard as to whether any spokesmen for the record dealers had asked to testify, said "No — and frankly we're rather surprised that we haven't heard something from them on this." Record retailers have complained bitterly of price cutting by discounters, drug chains, and other outlets.

The bill under consideration, S. 3850, amends the Federal Trade Commission Act to equalize rights in distribution of merchandise and maintain prices set by manufacturers, and is co-authored by Sens. Hubert Humphrey (D., Minn.) and William Proxmire (D., Wis.)

The bill, which has been spearheaded by drugstore owners and small businesses, would let manufacturers set minimum prices which must be charged by all retail distributors, without running afoul of the antitrust laws.

Also serving on the Bible Committee will be Sens. Butler (R., Md.), Cotton (R., N. H.), Thurmond (D., S. C.) and Yarborough (D., Tex.).

Grand Award Sales Zoom

NEW YORK — Grand Award Records stated last week that its incentive agreement with its distributors had jumped the firm's sales for the first six months of 1958 100 per cent over the first six months of last year. Grand Award's incentive agreement called for a cash bonus payment according to the individual distributor's sales increase. Enoch Light, Grand Award chief, will distribute the bonus checks to GA distributors on July 22 in Chicago at the Palmer House at the NAMM Meetings.

Specialty Label Set Philly Office

NEW YORK — Specialty Records, that swinging coast label, is setting up an eastern office. It will be headed by Bob Van Metre, and the office will be in Philadelphia. Van Metre will handle all sales and promotion for the eastern U. S.

DISTRIBUTOR NEWS

By HOWARD COOK

Mrs. Helen Vine of Vine Record Shop in Louisville, Ky., tucky reports heavy action on "Early in the Morning" by Buddy Holly on Coral. "Stupid Cupid" by Connie Francis on M-G-M is also big. "Born Too Late" by the Poni Tails on ABC-Paramount is also going well. "When the Purple People Eater Meets the Witch Doctor" by Big Bopper on Mercury is starting. Hottest c&w items are "Jealousy" by Kitty Wells on Decca and "Alone With You" by Faron Young on Capitol. "When" by the Kalin Twins on Decca is still strong. "Left Right Out of Your Heart" by Patti Page on Mercury is a big hit. "Where My Sweet Baby Goes" by Jimmie Skinner on Mercury is doing well. Mrs. Vine also reports that the stereo disks have been moving very well. Her hottest stereo line is Audio Fidelity.

Mike Lipton of Cosnat Distributing Corporation in Cleveland lists "Rock-in' Robin" by Bobby Day on Class as his strongest platter. It's number two in Cleveland according to Lipton. Other strong items include "Hey, Boy! Hey, Girl!" by Oscar McLollie on Class, "Delicious" by Jim Backus on Jubilee and Bobby Freeman's latest Josie platter, "Betty Lou Got a New Pair of Shoes." "By the Light of the Silvery Moon" by Jimmy Bowen on Roulette has been going well. "Just When We're Falling in Love" by Jeri Southern on Roulette is also hot. Jack Scott's Carlton platter is starting all over with "My True Love" now showing as the most requested side. "Vacation Time" by Chuck Berry on Chess is moving strongly. "Op" by the Honeycones on Ember is clicking. Chuck Willis' "What Am I Living For" on Atlantic is still big. Hottest LP's are "At Midnight" by Jose Melis on Seeco, "Soul Brothers" by Ray Charles and Milt Jackson on Atlantic, "A Date With Chris" by Chris Connor on Atlantic and "Jimmie Rodgers Sings" on Roulette. Lipton stated that five Cleveland distributors have joined forces to produce the "Northern Ohio Record Review," a booklet containing each distributor's top records. The booklet is mailed to customers weekly and is proving an excellent buying guide.

Henry Friedman of Midwest-Mercury Record Distributors, Inc., in Chicago lists "One Summer Night" by the Danleers as his top disk. Following are "Kathy-O" by the Diamonds, "Mama Mama Marie" by the Gaylords, "When the Purple People Eater Meets the Witch Doctor" by Big Bopper, "You're Making a Mistake" by the Platters and "Kissin' at the Drive-In" by Gary Shelton. Strongest albums are "The Waltz Queen" by Patti Page, "Songs From Great Films" by Herman Clebanoff, "It's Just the Gypsy in My Soul" by David Romaine, "Dance and Stay Young" by David Carroll and "The Flying Platters Around the World."

Ted Kellen of Marnel Distributing Company in Philadelphia has several disks that are going well. These include "Leroy" b-w "My True Love" by Jack Scott on Carlton, "Poor Little Fool" by Ricky Nelson on Imperial, "Little Mary" by Fats Domino on Imperial, "Ooh! My Soul" by Little Richard on Specialty, "Dream World" by the Four Coins on Epic, "Hootchy Koo" b-w "The Dummy" by Larry Williams on Specialty, "Buttermilk" by Joe Sherman on Epic and "Rock and Roll Age" by the Four Jays on United Artists. Kellen reports that the sound track album of "The Vikings" on United Artists has been moving. "A Twist of Lemmon" by Jack Lemmon on Epic is also a strong new LP. "They're Playing Our Song" by Ralph Flanagan on Imperial is also hot.

NEW YORK SCENE: Al Hirsch of Malverne Distributors, Inc. writes that their biggest disk is "Endless Sleep" by Jody Reynolds on Demon. "Over the Weekend" by the Playboys on Cameo is selling well. "Bird on My Head" by David Seville is clicking. "My Foolish Heart" by the Upbeats on Swan is going well. "Born Too Late" by the Poni Tails on ABC-Paramount is big. Comers include "Speak Up" by Sammy Lowe on Newport, "Sapphire" by Big Denny Oliver on Trend, "Somebody Else Is Taking My Place" by Frankie Castro on 20th Fox and "Ya Ya Wunderbar" by Shorty Allen on ABC-Paramount. Newer releases that are showing well include "Midnight" b-w "Verboten" by Paul Anka and "Gotta Have Rain" by Eydie Gorme on ABC-Paramount, "Western Movies" by the Olympics on Demon, "Who Are They to Say" by The DeCastro Sisters on ABC-Paramount and "It's Easy" by Julie London on Liberty. Other promising newer releases include "La Santa Venuta" by Laure Leslie on Hanover, "Down Thunder Road" by Randy Sparks on Verve,

(Continued on page 10)

Rank Climbs 'Title Tune' Bandwagon

NEW YORK—Now exploring the U. S. pattern of underlining picture titles with a "title tune" later released as a single, Britain's J. Arthur Rank, via the Rank Film Distributors of America, has made its first tie-up with the Capitol label for release of Michael Holliday's vocalizing of "Rooney," from the filmed-in-Ireland comedy of the same name.

National release of the platter is set for today (14), with Capitol having already sent out some 3,000 deejay copies. It has already been released in Britain on the Columbia label. The film itself, which stars Barry Fitzgerald and an Abbey Players cast, has just wound up its premiere playdate at New York's Sutton Theater.

Coming next week . . .

THE BILLBOARD'S NAMM ISSUE

Dated July 21

- Everyone out to sell more records and equipment will want to be absolutely sure to read this issue.
- It wraps up the whole business of music merchandising . . . and gives you vital information on how to develop more sales.

Col. Makes 2 Appointments

NEW YORK — Dick Sherman was appointed Columbia Records district sales manager this week by Jim Turnbull, field sales manager of the firm. Sherman will handle the Kansas City, Minneapolis and Des Moines markets.

Arthur Miller was appointed branch manager of Columbia Record Distributors in Cincinnati. His appointment was made by Ken Glancy, general manager of the Columbia Records owned distributing firms. Miller succeeds Maurice Rose, who has joined the Columbia Records Sales Corporation.

NIGHT CLUB

Betty Johnson Has Voice, Will Travel

Betty Johnson, the girl we all took to the prom, made her big-time nitery debut last week at the Copa, New York, where she began her local career as production singer. The jump to stardom finds her almost completely equipped for a great career. Her air of good-natured charm, Wellesley looks and onstage poise make a perfect backdrop for a strong, silken voice.

The missing ingredient is an act. The individual numbers are mostly excellent, including "All the Way," "Tenderly" and the chick's disk clicks, and a sweet medley packaged within a "Songs You Heard When You Fell in Love" format captured the table-squatters. What needs work is the routining, with chatter added, to build interest and to let patrons

NETWORK TV

Andy Williams in Cool Summer Stint

Andy Williams
Star, Andy Williams. Producer-director, Bill Hobin. Sponsor, Chevrolet. ABC-TV, July 3, 9-9:30 p.m., EDT.

Cadence Records' Andy Williams, one of three alumni of the early Steve Allen "Tonight" Show in the summer replacement spotlight, kicked off his warm weather Chevy Showroom stint in smooth, personable, low-pressure style. Filling in for the movie-making Pat Boone, Williams handled commercials with equal adeptness.

Highlight of Williams' vocal work was a handsome rendition of the ballad "When I Fall in Love." The number featured an interesting offbeat visual backing of a pair of cube figures made to move as a couple dancing and wooing by the deft fingers of puppeteers Bill and Cora Baird. Another pleasant musical portion was a "Memory Lane" seg, where Williams, backed by the Corvettes, a mixed vocal sextet, offered "Swingin' Down the Lane,"

NIGHT CLUB

Two Gifted Chanters in N. Y. Debuts

Avant-garde entertainment is the entree at this continental bistro named after the gardens in Firenze, Italy. The In Boboli features two singers, Pat Paterno and Dean Sheldon, with Dick Hankinson at the keys during and in-between the acts. Informality and intimacy is the theme. Using a plain backdrop, pinpoint spotlights and having the playing area at audience level all lend to effective staging.

Pat Paterno, a handsome dashing Latin-type is a smooth singer of ballads well suited for the room. He's definitely the romantic type that appeals to the weaker sex and runs the gamut of pained expressions which give feeling to each love ballad and command attention. His voice is well trained and has good control but he's probably a much better visual than disk act. A little more stage presence to chat

NIGHT CLUB

The Subtle Art of Carmen McRae

Carmen McRae, the cool cats' Lotte Lehman, applied her good taste, excellent diction and own individual style to a group of Noel Coward and Rodgers and Hart songs at the Village Vanguard, N. Y., July 9. The Decca artist sang many of the tunes from her latest album with the subtle phrasing of her wonderful narrative art. Everything Carmen does is done meticulously and purposefully, without a wasted

warble or gesture. Her support consisted of piano, bass and drums, and the boys provided her with good, clean accompaniment. Sharing the bill with the songstress was the Randy Weston Trio. This happy group is becoming increasingly more pleasant to listen to. Weston, George Joiner on bass, and G. T. Hogan showed remarkable musical ingenuity and all have excellent command of their instruments.

REVIEWED IN BRIEF

Polka-Go-Round

Amid yodeling and yells of "Yahoo!" there's a pleasant folk potpourri in ABC-TV's new "Polka-Go-Round" series on Monday nights. Stanza caught included dances by Lithuanian guests, the Italian "Ciribiribin," Polish polkas, an American ballad and Cole Porter's "Wunderbar," announced as an "old German waltz." Emcee Bob Lewandowski keeps things rolling cheerfully and busily and George Paul's directions spotlights swirling skirts and clapping hands in the same vein. It's relaxing fare. (Bernstein)

Mr. Adams and Eve

Ida Lupino and Howard Duff's excursion into rock and roll last week ("Mr. Adams and Eve," CBS-TV, 8-8:30 p.m., July 8) was notable for the appearance of John Wayne's handsome young son, Pat. As a studious teen-ager trying to ape the mannerisms

of his idol, a rocking singer tagged Swivelhips Jackson, Wayne was a sock bobby-sox attraction. It's difficult to understand why his appealing vocal stint wasn't tied up with a record plug. Script-wise, the filmed show was plainly slanted for an adult audience, approaching r.&r. in a broadly satiric, patronizing manner. (Bundy)

All-Rachmaninoff

Thomas Scherman renders New Yorkers fine service by conducting seldom-heard works. He opened the all-Rachmaninoff night at Lewisohn Stadium with the Third Symphony. Unfortunately, one rehearsal for a difficult piece is not adequate preparation. There was much confusion, with Scherman giving the wrong beat and warm weather causing intonation slips. Benno Moiseiwitsch made his Stadium debut as soloist in the Second Piano Concerto and Rhapsody on a Theme of Paga-

mini. He has a singular technique and personal interpretations. The latter was especially apparent in the 19th Paganine variation where he really jazzed up his rubato. An audience of 5,500 was polite but didn't look as if it would clamor for his Rachmaninoff waxings. (Hodes)

Duke Lloyd

One of the items served up by Ed Sullivan in a live special from Las Vegas, July 6, was Duke Lloyd, son of silent cinecomic, Harold Lloyd, now comfortably retired. The younger Lloyd is a clean-cut, well scrubbed type who looks like an honor student taking a show biz plunge. For his TV bow, he handled "Gigi" fairly well in a gentlemanly, restrained tenor. The opening bars were unfortunately marred by a burst of sound track from a Mercury film spot being cued up. Also on hand were Carol Burnett, who was delightful as a girl singing "Old Black Magic" with dental braces, and Esther Williams, who swam. (Sinclair)

Pomeroy Tops Among Big Bands at Newport

By BOB ROLONTZ

The Newport Jazz Festival which concluded last Sunday (6) featured five big bands at the various concerts at Freebody Park. These were the Duke Ellington ork, the Benny Goodman crew, the International Jazz Band, the Maynard Ferguson ork and the Herb Pomeroy band from Boston. Of the five, only the Herb Pomeroy outfit lived up to its initial promise, altho the International band and the Duke Ellington crew offered some listenable and occasionally exciting music.

Duke Ellington's ork led off the band festivities Thursday night (3) and sounded better than it has in a long time. Perhaps one of the reasons was that Duke led a program of brand new selections, as he was cutting an LP for Columbia Records at the concert. No matter what, the band hit clean and played with a spirit that made for good listening. Probably the most disappointing ork was the Benny Goodman crew, which was featured for the entire evening on Friday (4). This could have been, but was not, a swinging Goodman band. Part of it was due to a hassle between Benny and some of the members of the band, but the trumpets were missing and the band itself was rather sluggish. The crowd enjoyed vocalists Jimmy Rushing and Martha Tilton as well as the Goodman clarinet. And the final "Sing, Sing, Sing" brought the best applause.

The International Youth Band, made up of jazzmen from 20 countries, never quite fulfilled its potentialities. Nervousness and book trouble were evident on Friday afternoon, but Sunday the crew came off a lot better. And on one tune with Louis Armstrong Sunday night (6) they finally swung. With more time together this band could be exciting. The brightest spot was the Pomeroy ork, which played with a drive and incisiveness that fractured a Saturday (5) afternoon audience and more than lived up to charts crisply and sharply and wound up with a sock version of a Lunceford-styled tune. More will and should be heard from this crew. The Ferguson band played everything with all the stops out, led by Maynard's screaming horn work. This band has to learn that there are other words than fortissimo.

Armstrong, Hampton, Anita Stage Fine Jazz Fireworks

By CHARLIE SINCLAIR

As tho staging her own Manhattan version of the Newport bash, Mrs. Minnie Cuggenheimer, indefatigable chairman of the Stadium Concerts, rounded up Louis Armstrong and His All Stars, Lionel Hampton and his crew, and Anita O'Day and Her Trio to stage a July 5th display of jazz fireworks. The results drew one of the heaviest crowds for the Lewisohn season and provided a fine, swinging evening with many a nostalgic touch.

Miss O'Day showed that her great sense of phrasing and rhythm was more than equal to the vast stadium's tricky acoustics, bringing appreciative applause for a solid two-beat version of "Varsity Drag," a bongo-backed "Sweet Georgia Brown," and a "Tea for Two" with an inventive scat chorus.

Hampton put plenty of showmanship into numbers like "The Man I Love" and an audience-requested "One o'Clock Jump," backed strongly by his hard-driving band, returning later to ripple smoothly on vibes in "Midnight Sun" and, of course, his ever-popular version of "Flying Home."

But it was for Louis Armstrong, whose big trumpet sound floated mellow and clear in the cool night air, that the Lewisohnites reserved their loudest huzzahs as he and his horn got together with "Back Home in Indiana," "Lazy River," "Hold That Tiger," "That's Jazz," "Saints," and others. His clowning between numbers had its usual rich, earthy streak.

Featured vocalist with the Armstrong ensemble was Velma Middleton, who took full advantage of her amplitude by wearing a fringed green cocktail dress that shook, during her belt-it-out numbers, like all the lampshades of the Roaring Twenties.

Charming La Grayson Is at Operatic Best in N. Y. Debut

By HOWARD COOK

The Latin Quarter is presenting another fine, sparkling Donn Arden revue. Headlining the latest "International Holiday for Love" show is lovely Kathryn Grayson in her first New York nitery appearance. Comedian Jack Durant is featured.

Miss Grayson's opening number, "The Night They Invented Champagne," showed a disturbing lack of unity between the singer and the Latin Quarter ork. She later explained that her original arrangements were lost while traveling to New York. Her other numbers were delivered beautifully. Selections included "So in Love," a sort of production number built around "I Wish I Could Shimmy Like My Sister Kate" with an assist from the LQ cuties, the "Vissi D'Arte" aria from "Tosca" and "Un Bel Di" from "Madame Butterfly." It was on the operatic arias that she scored best, presenting them with charm and good voice.

Jack Durant seemed to enjoy his humor as much as the audience. Some of his patter is amusing, tho he calls on burlesque falls and rather worn gimmicks to provoke laughter in some instances. Nonetheless, the crowd seemed to enjoy it. The Bob DeVoye trio are agile dancers whose routines are interesting and a pleasure to watch. Flamenco singer-dancer Queti Clavijo is wonderfully rhythmic and precise. The St. Leon Troupe, an Australian crew, are excellent and nimble tumblers. Featured singers in the lavish and handsome production numbers are Gina Genardi, Marthe Errole and John Juliano. The show is well staged. The costumes and lack of costumes are dazzling.

DISK MERCHANDISING

Are You Getting Your Money's Worth From Direct Mailings?

By RALPH FREAS

A big dealer I know, one of the biggest record dealers in the country, is a consistent user of direct mail promotions. I asked him one day how effective his direct mail promotion was going. Are you getting any value out of it? Has it increased your album business?

"Increased business?" he said. "I dunno. I send out the direct mail. It's got lots of pictures of albums, album reviews and listings. I figure it has to do me some good."

A Common Attitude

It must be admitted that the dealer in question approaches the promotion problem with anything but a scientific attitude. And his approach is certainly a bit too luxurious for most dealers. Instead of thinking "it has to do me some good," the average dealer wants to know precisely what good, if any, the promotion will do before he lays down any cash to kick it off.

Let's take the case of an imaginary dealer in East Ammpit, Ark. He has tried various kinds of advertising and promotion to get the local citizenry steamed up about buying mood music albums without seeing any appreciable business gain. He hasn't tried direct mail advertising but is considering it. He wants to hit a thousand homes with a direct mail piece that will cost him a nickel a copy. That figures out to \$50 without including postage, addressing and envelopes. We'll assume that he already has a mailing list of a thousand names and doesn't have to buy the list from some mailing house. We'll also assume it's a good, clean list.

A Few Questions

What he wants to know can be simply stated as follows:

- Will the business I get from the promotion be worth the more than \$50 I'm going to spend?
- Will the prospect read the promotion?
- If he reads it and is interested will he buy what he wants from me?
- Will the direct mail piece end in the waste basket before it is even opened?

These seem like fair questions. But they aren't really. They imply that you can measure the effectiveness of direct mail by applying a simple yardstick of immediate sales. You can't.

In the first place, a direct mail piece can result in sales that the dealer has no knowledge of simply because the customer doesn't mention the mailing. Secondly, the promotion may result in inquiries that do not immediately result in sales. The sale may come later. Thirdly, the dealer gains identification with the products he sells even if the promotion results in neither inquiries nor sales. This product identification is always working for him. Sales, therefore, may arise but little if any credit goes to the promotion that is responsible.

Convincing the Dealer

The dealer may be perfectly reasonable and accept the premise that immediate sales do not indicate the success or failure of a promotion. Still, there is a nagging doubt that the \$50 wasn't really \$50 worth. How can you convince him?

The Direct Mail Division of the Reuben H. Donnelley Corporation (Chicago) recently went to a lot of trouble to prove a point about direct mail. Before a campaign started, they sent out a questionnaire to a big prospect list, scheduled to receive the mailings. The questionnaire asked the consumers to name from memory the dealers who handled a specific product in the area. Only 15 per cent were able to do so.

A week after the direct mail campaign had ended, an identical questionnaire was sent to another large consumer group who had received the mailings. This time, more than 45 per cent knew the name of the dealer who had sent the mailings. This means that three times the number of consumers knew the dealer who handled the product after they received a direct mail piece.

What Dealers Thought

After the direct mail campaign closed, the firm surveyed the dealers who had participated. When the results were tabulated they found that 53 per cent of the dealers said they would use as many or more direct mail pieces the next time. Asked about effectiveness, 12 per cent said "very good," 35 per cent said "fair." The others said "poor" or "don't know." But asked if any sales could be credited to the mailings, 87 per cent said "yes."

It's true that the promotion didn't work, in the opinion of 13 per cent of the dealers. But the rest are convinced that the money spent for direct mail was well worth it.

Across-Board Price Cuts by Nippon Col.

YOKOHAMA — Nippon Columbia, Japanese associate of both the American and British Columbia labels as well as of M-G-M, has carried out a substantial across-the-board price cut on LP's, as exclusively predicted in The Billboard (June 23 issue).

Under the new structure, the firm will offer cuts of 15 to 25 per cent to buyers. The reductions became effective July 1. The movement to slash prices was sparked by Nippon Victor over six months ago. More recently the Victor move was followed by Angel and Capitol, which move was reported to have caused a spectacular shock among other segments of the industry here, particularly Columbia, in view of the label's large stocks of inventory in stores.

New price scales are as follows: Classical 12-inch LP's: \$6.39 to \$5.28; Classical 10-inch LP's: \$4.72 to \$3.61; Pop 12-inch LP's: \$5.56 to \$4.72; and Pop 10-inch LP's: \$4.45 to \$3.61.

LONDON — London branches of Capitol Records are being opened here next month.

Joe Zerga, the company's vice-president, recently visited Britain to make the arrangements and will be returning shortly from the Continent to finalize details.

Newport Costs Irk Diskeries

NEWPORT, R. I. — Altho little of it came to the surface this year, there was a lot of grumbling on the part of some of the record firms waxing at Newport about the high cost of recording here. These diskeries who waxed their own artists at the festival, were not complaining about musicians' recording costs, but about the fact that at Newport they had to pick up both the talent cost and the recording cost. The Newport directors won't allow any diskery to wax their artists at the festival unless they assume the talent cost of that artist for one festival as well.

This means that if an artist with his orchestra or group receives for example, \$2,000 to appear at the festival, if his record firm wants to record him he must pay the \$2,000 talent fee in addition to whatever it may cost to make the records. The Newport chiefs claim that the use of the Newport tag adds extra commercial values to a jazz disk; recording men aren't so sure.

The recording men would like to eliminate picking up the talent cost when they record their artists at Newport. Instead they would like to pay the festival to record the entire concert, pay the festival for this recording service for their own artists and then pay the Newport Festival a royalty on every record sold. This, they claim, would give the festival a long-term income and would relieve the diskery of steep costs before the record has even been out. It is understood that next year a number of diskeries will try to sell this idea to the festival bosses.

Rosenberg to Col L. A. Post

NEW YORK — Theodore (Teddy) Rosenberg has been appointed manager of Columbia Records Los Angeles Branch, it was announced last week by Kenneth B. Glancy, general manager of Columbia Records Distributors, Inc. Rosenberg will be responsible for the entire Los Angeles operation and will report to Glancy.

Rosenberg has been a West Coast field sales representative for RCA Victor for the past 18 months. Previously he was associated for about 12 years with Columbia distribution in the Boston area. His last position with Columbia was sales manager for Allied Appliance Company in Boston. In the new post, Rosenberg replaces Norm Goodwin, who recently resigned to accept a post with the Warner Bros. record operation.

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

**The Billboard Weekly Index
RECORD SALES
IN RETAIL STORES**

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

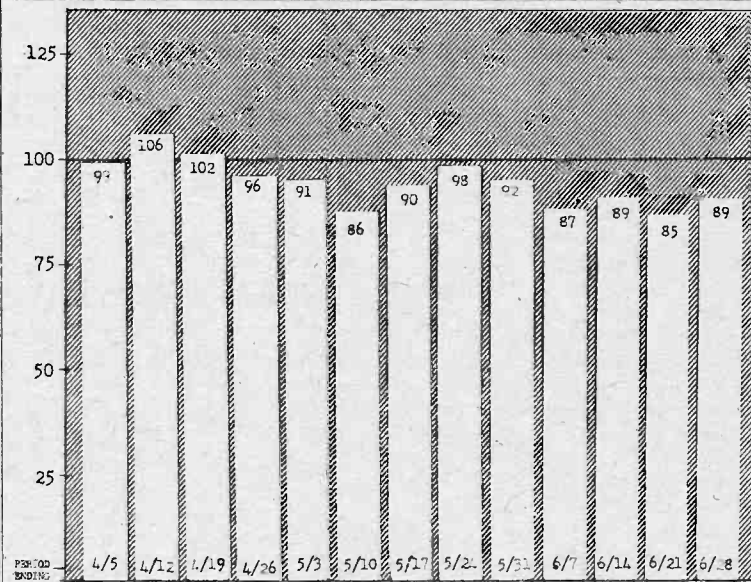


While 45 EP's dropped in unit sales for the current period, all other speeds either held their own or showed an increase, thereby upping the total unit sales. The 33 1/3 r.p.m. (LP's) was the speed that remained at the same level as the week previous and has maintained a steady sales pattern around par the past seven weeks. It is undoubtedly the most consistent sales pattern of any

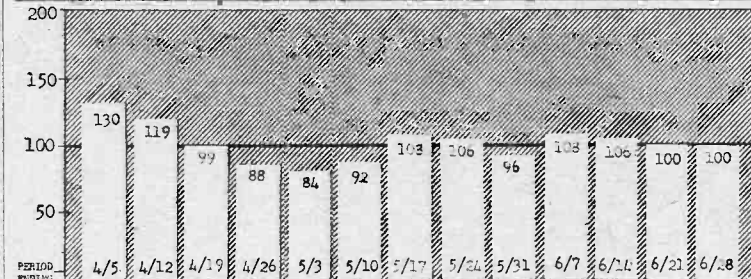
speed. The speeds showing an increase were 45 and 78 singles, altho the latter speed's gain is a minor one and cannot be considered important.

With LP's at par and both EP's and 45 singles close, the over-all business during the period most times referred to the record dog days is holding up fairly well.

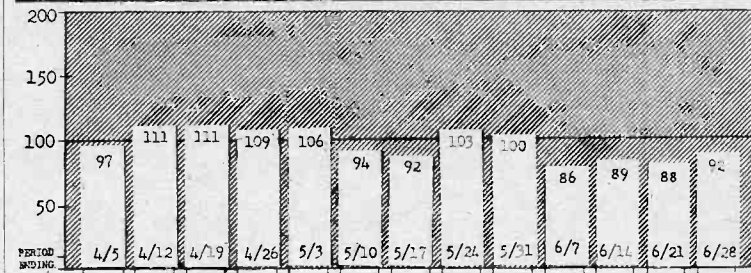
TOTAL UNIT RECORD SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



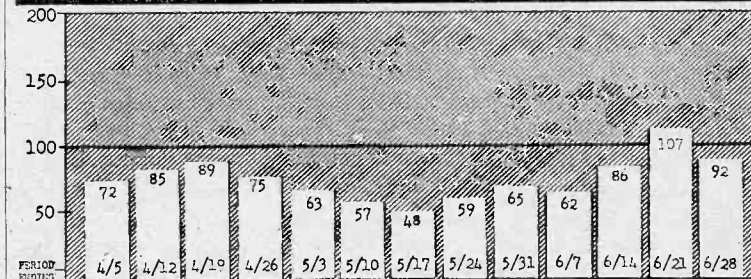
33 1/3-12" UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



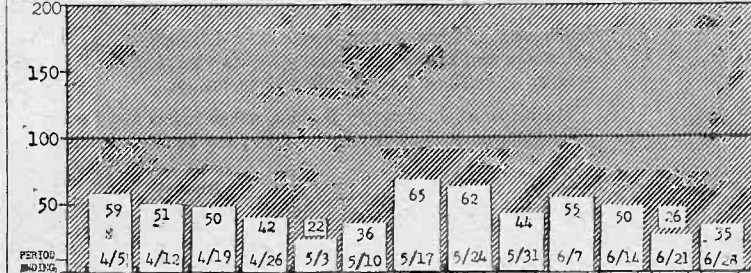
45 SINGLES UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



45 EP UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



MGA Moves to End Pic Strike

HOLLYWOOD — The Music Guild of America last week immediately started working on an interim contract with the motion picture studios in the hope of bringing to a fast conclusion the 20-week-old strike of movie musicians.

This was MGA's first act following the National Labor Relations Board's victory over the American Federation of Musicians last Friday (1). MGA was certified as bargaining agents for the studio musicians on a vote of 580 against 484. MGA's certification exists only in Los Angeles County and only in the movie studio field. The MGA is an independent union not

affiliated with the AFL-CIO national union.

MGA's Cecil Read told The Billboard that he will seek the interim contract so as to bring musicians back to work without further loss of earnings while MGA and the studios negotiate terms of their contract. Read said MGA will seek certification in fields other than the motion picture studios—here and thruout the U. S.

Herman Kenin, AFM prexy, issued a statement expressing disappointment at the outcome of the election and said that under terms of the Taft-Hartley Act a state of strike no longer existed between the Federation and the motion picture studios and that, consequently strike benefits will be terminated immediately.

Members of the Federation remained closeted in meeting at press time—obviously mapping new strategy moves, and a number of questions remained unanswered.

WAX RACE ON 'VALARE' TUNE

NEW YORK — A sizable wax race is shaping up on Robbins Music's new Italian tune "Valare," with seven versions of the song hitting the market this month.

In addition to the original Italian waxing by Umberto Marcato out here on Kapp, the tune has been cut by Jesse Belvin on RCA Victor, Nelson Riddle on Capitol, Dean Martin on M-G-M, Domenick Modugno on Decca, and Nilla Pizzi on Victor's International label.

While the AFM charter forbids dual unionsim, the Taft-Hartley Act will force the AFM to permit MGA members to work in fields other than motion picture studios provided they pay AFM dues.

Seeco Preps \$1.98 LP Line

NEW YORK — Seeco Records will issue a \$1.98 LP line, called Tropical, for the Latin America and South American markets. According to Sid Seigel, head of Seeco, the line will be previewed at the label's home offices here in August, with reps of the Seeco line attending from Argentina, Brazil, Peru, Chile, Colombia, Venezuela, Mexico, Puerto Rico, Cuba, Dominican Republic, Panama, El Savador, Guatemala, and Dutch West Indies.

The Tropical line is to feature name Latin talent and will carry four color covers. Seigel hopes to sell these low price LP's via racks in supermarkets, newsstands, chains and bookstores as well as record dealers.

Challenge Inks Bohanan to Exec Post

HOLLYWOOD — Don Bohanan this week was named as assistant to Johnny Thompson, Challenge and Jackpot Records vice-president and general sales manager. Bohanan will headquarter in Detroit covering the Eastern and Midwestern territories for Challenge and Jackpot. He will operate in an exec capacity, working as Thompson's right hand man on the national level and will be in charge of sales and sales promotion in the Eastern and Midwestern areas.

Bohanan, still in his twenties, climbed rapidly to responsible positions in the disk business. To join the Challenge-Jackpot team, Bohanan resigns his post as divisional manager for Coral records, headquartering in Detroit. Prior to the divisional management position, he served as Coral's Detroit branch manager. Before coming with Coral, Bohanan was assistant national sales manager with King records. He joined King as a record salesman.

The appointment of Bohanan gives Challenge its first resident sales exec in the Midwestern and Eastern territories. In this capacity, Bohanan will have the authority to realign distribution for both the Challenge and Jackpot labels where and when this is necessary. For the most part, both labels operate thru separate distributor channels and only in several instances does the same distributor handle both lines. Challenge has 37 distributors while Jackpot operates thru 35. During his first week as Thompson's assistant, Bohanan moved the Challenge and Jackpot lines to Scan Distributing in Buffalo to service the upper New York State area. Previously, Buffalo's Lyric Distributing handled both labels in that territory.

Challenge to date has released three LP packages. Eight more will be released for the fall-winter market. According to Thompson, 90 per cent of the label's package releases will be issued simultaneously in stereo and monaural form.

AGAC & MPPA Mull Contract

NEW YORK — A brief meeting was held Tuesday (8) between executives of the American Guild of Authors and Composers and members of the executive board of the Music Publishers Protective Association. At the meeting the two sides talked about procedures for negotiating a new contract which the AGAC execs want for their writer members. It can be expected that there will be much more negotiating before a contract is finally decided upon and ratified by both sides. Another meeting is set for the near future.

Csida-Grean Pact Darin

NEW YORK — Bobby Darin, whose Atco disk, "Spish Splash," is No. 5 on The Billboard's best seller charts, has signed an exclusive, long-term, personal-management contract with Csida-Grean Associates. At the same time he inked a booking pact with General Artists Corporation.

Darin will appear on Dick Clark's ABC-TV Saturday night show July 19 and on the Bob Crosby NBC-TV ainer (summer replacement for Perry Como) August 23. Darin, a songwriter as well as performer, penned "Spish Splash" and "Early in the Morning," recorded by the Rinky Dinks and Buddy Holly.



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- 2. More jobs . . .** Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be 22 million more in 1975 than today.
- 3. More income . . .** Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. More production . . . U. S. production doubles every 20 years. We will require millions more people to make, sell and distribute our products.

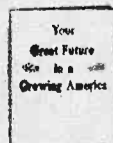
5. More savings . . . Individual savings are at highest level ever—\$340 billion—a record amount available for spending.

6. More research . . . \$10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. More needs . . . In the next few years we will need \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big up-swing. Wise planners, builders and buyers will act now to get ready for it.

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THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

MUSIC AS WRITTEN

By BOB ROLONTZ

FRED AND THE BOYS

As is usual about this time each year, Fred Waring held open house last week for the song pluggers. The open house was at Waring's country club in the Poconos, Shawnee-on-the-Delaware. With the contact men were their guests, publishers, deejays, band leaders, singers, et al. The gang played golf, swam, played at cards and enjoyed themselves no end in this lovely corner of Pennsylvania. Over 100 guys competed in the golf tourney over Shawnee's championship course. Here is a list of the winners in order of finish: Contact men, low gross: Kelly Camarata, Joe Linhart, Mickey Glass, Marvin Fisher, and Paul Barry. Low net: Mac Goldman, Joe Linhart, Kelly Camarata, Jack Bregman, Johnny Marks, and Warren Brown. Kickers: Mac Goldman, H. Wilson, Bernie Pollack. Guests, low gross: Bill Magin, Don Cherry, Ken Carson, Lou Del Gurcio, Ed Weiner, Mitch Ayres, Eddie Gallagher, Henry Onorati, Jack Philbin, Sammy Kaye and Bob Leder. Low net: Bill Magin, Ken Carson, Don Cherry, Lou Del Gurcio, Ed Weiner, Bob Leder, Mitch Ayres, Henry Onorati, Eddie Gallagher, Jackie Gleason, Sammy Kaye and Jack Philbin. Altho some of the overenthusiastic golfers, swimmers, ball players and bones players may have felt tired the next day, a good time was had.

ENGLISH LYRIC FOR ITALIAN HIT

Mitch Parrish has written a new lyric to the Italian tune "Nel Blu Dipinto Di Blu," which won the San Remo music festival award this winter. With the new English lyric by Parrish the song will be called "Volare." Composer of the tune is Dominick Modugno. Tune is published in the U. S. by the Big Three.

GREAT SOUTH BAY JAZZ

The talent lineup for the Great South Bay Jazz Festival has been set. The Festival will be held on two successive weekends, July 26 and 27, and August 1, 2, and 3. Here are the names of the artists that will appear: Rex Stewart Seven, Modern Jazz Quartet, Joe Turner, Chris Conner, Gerry Mulligan, Willie (The Lion) Smith Septet, Maxine Sullivan, Charles Mingus Jazz Workshop, Dave Lambert Singers, Fletcher Henderson All Stars, Big Miller, Slim Gaillard and Slam Stewart, Cecil Taylor Quartet, Dave Brubeck Quartet, Pepper Adams Quartet, Mose Allison Trio, Duke Ellington Ork.

HARRY CARLSON HOSTS MUSIC FOLK

To kick off Fraternity Records' new platter by Nick Noble, "The Fountains Cry," written by Abner Spéctor, Fraternity prexy Harry Carlson played host Thursday (10) to some 40 area deejays, librarians and music men at a luncheon and cocktail session at the swank Maisonette in downtown Cincinnati. Noble and Lou Douglas, arranger-composer, hopped in from Chicago for the occasion and were honored guests. The occasion also marked a bon voyage party for the veteran music plugger, Danny Engel, Chappell Music rep, who leaves this week on an Hawaiian vacation. "The Fountains Cry" disk will be released nationally this week. Flip side is "There's a Church in Your Heart," penned by Eddie White and Mack Wolfrom. Noble shifted from Mercury to Fraternity two weeks ago.

New York

Elliot Lawrence and wife Amy became the parents of a boy, Daniel, last Thursday 3. This is the Lawrence's second youngster. . . Jackie Lee is spending the summer playing piano at Dot's Spot in Wildwood, N. J. . . Singer John Darcy has cut the composition he penned with Bud Green titled "Rockin' the Ark," for Sycamore Records. Tune is published by Mills Music. . . The Three "C's," who have a new recording on Columbia titled "Wild Man" and "Let's Go Steady for the Summer," are out promoting the disk on deejays shows. They will appear on the Dick Clark Show out of WFIL-TV, Philadelphia, the Herb Knight Show at WONE in Dayton, O., the Pee Wee King Show over WAVE-TV in Louisville, the Easy Gwynn Show at WIBC in Indianapolis, the Bob Emwal Show at WCPO in Cincinnati, and the Bob Braun Show over WLW-TV during the month of July.

A new label Hide-A-Way Records has been formed by Vic Van, Joe Miyasaki and Cathy Basic. First release is by the Four Winds. . . Neal Hefti conducted and arranged the tunes for the new Sallie Blair album for M-G-M Records. . . Ann Cerami, music director of Station WVNJ in Newark, N. J., became engaged last week to Tony Baffa, non pro, of Livingston, N. J. . . Billy Vaughn and arranger Adam Roth and actor Eddie Albert will appear as guests artists on a commercial for Westinghouse on the July 28 Studio One TV show.

Cleffer Eddie Dean was injured in an auto accident this week. Fortunately he suffered only minor facial cuts. Dean is co-writer of "Nee Nee," etc., "Flip Top Box," and "A Teen-Ager Sings the Blues." . . Epic a.&c. chief Joe Sherman bought two masters last week from The Friends of American Jazz, who sponsor the forthcoming Great South Bay Jazz Festival, will award a scholarship to the school of jazz in Lenox, Mass., to a Long Island jazz student this summer. Students must be between 15 and 21 and live in Long Island. Auditions will be held at the South Bay Festival grounds on July 27. . . Feature attraction at the Stratford, Ontario's, Music Festival starting July 22 will be the Festival Singers, a group of professional Torontonians.

Stan Kenton, Dizzy Gillespie, Eddie Condon and Chris Connor have been added to the jazz festival at French Lick, Ind. Other acts previously announced for the August festival include Duke Ellington and ork, Gerry Mulligan, Erroll Garner, Gene Krupa and the Four Freshmen.

The Jazz Festival to be held at Stratford, Ontario, will yield a large number of on-the-spot jazz LP's. The Stratford Festival starts in August, and Atlantic Records will cut Wilbur De Paris there, and Roulette will wax Maynard Ferguson there, too. Both Duke Ellington and Oscar Peterson have been recorded at previous Stratford jazz shows. . . Al Hibbler will play the Cotton Club in Atlantic City in August.

VOX JOX

By JUNE BUNDY

THE BOTTOM 40: Jim Westover, latest addition to the KDKA, Pittsburgh, staff, has cooked up a special feature for Westinghouse's "Program PM," which is aired from 8 to 10 p.m. Tagged "The Bottom 40," the feature (Fridays at 9:05 p.m.) spotlights "recordings of tunes that have never been accorded rightful recognition." On the first program he played "A Toujours," a number which was cut from "Gigi" before the movie was released.

GAB BAG: Tom Edwards, WERE, Cleveland, has signed to record two of his own narrations for Dot Records. He'll cut the sides this week. Edwards' first waxing, "What Is a Teen-Age Girl," and "What Is a Teen-Age Boy" on Coral stirred up considerable action.

Sterling (S o u p) Campbell, WFDF, Flint, Mich., writes "Dick Webb and I created a stir last

Saturday strolling thru downtown Flint wearing our red WFDF jackets, Lester Lanin beanies and Elvis Presley dog tags. In fact, Dick was asked to leave one place we visited."

In reference to Sage Magazine's recent article on deejays, Campbell comments, "I didn't realize that we disk jockeys 'monopolized' 70 per cent of the radio time. I guess station managers are taking a back-seat these days and not paying attention to their properties. I imagine that soon deejays will be investigated by a joint Senate-House committee. Also to try out the (Sage) theory that we are arbiters of modern musical tastes, I think I'll try playing some music from the Falkland Islands. Maybe I can change the entire face of popular music this year."

VAN CLIBURN: Pianist Van Cliburn caused quite a stir in pop music circles, as well as classical.

For instance, WMGM, New York, in a one-time departure from the station's regular programming, selected Cliburn's new RCA Victor album as its "Headline Album of the Day" last Sunday (6). The show, a daily program feature of WMGM, spotlights selections from one new album (heretofore pop) each day, and the LP is also featured on all WMGM deejav shows during the day.

CHANGE OF THEME: Effective July 31, Rudy Ruderman has been appointed program director of WHK, Cleveland, newly acquired station by WNEW, New York. Ruderman served as writer-producer at WNEW for five years. . . Alan Fredericks, WGBB, Freeport, L. I., has added two hours to his daily programming schedule and is now heard from 1-3 p.m. and 6:30 - 8:30 across - the - board. . . Newest deejay at

(Continued on page 39)

ON THE BEAT

By REN GREVATT

As everyone knows by now, The Newport Jazz Festival deviated from its normal jazz programming on one concert night to present a program of blues called "Blues in the Night." The blues program was inspired by the tireless work of John Hammond, who has been preaching the blues for many years, and who has been trying to sell it to the Newport folk for the past four years. This year, finally, the board of the NJF succumbed and okayed a program consisting of Ray Charles, Joe Turner, Big Maybelle and Chuck Berry.

In the news section of this week's Billboard there is a story about the NJF and that story notes that the blues program did not make it - succinctly, that it did not come off. All blues lovers, of which this writer is one, were aggrieved to hear this and the big question on everyone's lips

was "Why?" There were lots of reasons and the best way to explain it is to approach them in order.

To start with, the NJF audience is a very diversified group. They are made up of followers of modern jazz or mainstream, swing, New Orleans and even Dixieland. Naturally the artist on the program attracts his own followers; when Louis is on, he pulls his own audience, not a modern jazz audience; when Stan Kenton is on, he pulls his followers, not New Orleans fans, etc. In making up the program for the festival, the blues night was the first half of a three-part program; the second part belonged to Maynard Ferguson's big band and the last half to the great Mahalia Jackson. The first mistake, it seems to this writer, was to have such a varied concert. The NJF probably felt that blues fans would also be fans of Mahalia, and

in that they are probably right, but it is difficult to believe that this same group would also enjoy the Ferguson big band, which is in the modern-and way out modern at that-groove. Thus the audience was split before the concert even started.

Let it be said here and now that all of the performers involved here, Ray Charles, Joe Turner, Big Maybelle and Chuck Berry, performed splendidly. The failure of rapport between them and the audience (except in the case of Chuck Berry who did get a reaction) was not wholly the fault of the artists. The program started with Charles and his combo. For some inexplicable reason, Charles decided to play three jazz selections before he played any blues. Charles is a good jazz-

(Continued on page 46)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

"I found the audiences in Russia, Rumania and Poland enthusiastic and extremely intelligent listeners," says Eugene Ormandy, who just brought his Philadelphia Orchestra home from a 44-concert tour of Europe. "Many people came carrying scores and made constant notes. Local conductors and critics asked for scores of American works in order to follow the performances. The Communist country audiences clap their hands and stamp feet in rhythm, shouting 'Bis, bis,' meaning 'Encore.' We were bewildered by the thunderous noise till we learned that it got louder until we gave them an encore.

"The local people showed great interest in examining all our instruments, while many musicians followed our members to their hotels to question them on the number of rehearsals and concerts they play, life in the U. S., etc. We also got enormous quantities of flowers after each concert." Ormandy, now vacationing in California, wants to repeat the tour next year under State Dept. aegis.

RADIO-TV BEEPS: Israel's first operetta, "Shulamit" by Moshe Wilensky, gets a live U. S. debut on WBAI, N. Y., July 17. . . Florence Henderson and Margaret O'Brien will star in the CBS-TV musical version of "Little Women" October 16. . . Red Foley signed for a third season of country music stanzas incorporated into NBC Radio's "Monitor." . . The third U. S. Time Corporation jazz spectacular, November 10, will star Anita O'Day, Louis Armstrong and Les Brown. . . "Lawrence Welk's Dancing Party" is the new name of the Saturday night series. . . Press release of the week: "ABC Film Syndication Welcomes Alaska to the Union." . . Flamingo Telefilm syndication firm which just began network selling, looking for music series ideas.

LONGHAIR: Verdi's Requiem will replace "Parsifal" next season as the traditional Easter Week event at the Met-opera. Zinka Milanov, Giorgio Tozzi, Rosalind Elias and Carlo Bergonzi are the soloists. . . Sol Hurok is importing Puccini's "Tosca," new Italian film, for U. S. art houses on

the centenary of the composer's birth. . . AGMA's second free N. Y. summer event will be a July 21 performance of two one-acters by the After Dinner Opera Company in Central Park.

CINEMATTERS: Rank Films has effected a national tie-up with Angel Records for the distribution of the recording of "Ciselle" used in the Bolshoi Ballet feature pic. . . Dimitri Tiomkin reportedly has an Oscar nominee in "Deguello," song featured in Warners' upcoming "Rio Bravo." . . The Commission for the Brussels Exposition has selected "Homer the Horse" as the outstanding TV short subject to be shown at the Fair. Ray Carter clefled the score, harmonica cat Eddie Manson is featured.

Simon and Shuster will publish in October, "The Rodgers and Hammerstein Songbook," containing the stories of all the musical plays by the team and the words and music of 41 songs. At \$9.95, it should duplicate the success of the Rodgers and Hart, Noel Coward and Gilbert and Sullivan songbooks

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"BORN TOO LATE"



THE PONI TAILS

ABC PARAMOUNT 9934

MANSION MUSIC CORPORATION

Sole Selling Agent

EDWARD B. MARKS MUSIC COMPANY

To Stage Live Jazz Show With Film

NEW YORK — The concept of live musical stageshows as part of a movie theater program is being revived here by Rank Film Distributors of America, which has set show and feature film double-bill to play 10 film houses in the Skouras chain in metropolitan New York starting today (14).

Tickets are being handled on an "advance reservation" basis for the music-and-film program, which features Jimmy McPartland and his combo, songstress Lynn Roberts, Dick Fales, Joe Devoe, Arnie Cordts, and Jack Keller and the Masked Drummer. Feature film attraction is the British-made "The Secret Pace," starring Belinda Lee.

The show will play on a one-a-day basis thru July 29.

Rank Film Distributors of America has become increasingly music-conscious in recent weeks, exploring the possibilities of launching a U. S. version of the new Rank Records label currently on the market in Great Britain. The movie firm has also set its first big U. S. push on a title tune from a British film, "Rooney," which is being distributed in this country in a deal with Capitol Records.

Roulette's Sales Plan Hits Snag

NEW YORK — Roulette Records' projected new sales plan, "aimed at ending the growing problems of heavy returns from rack jobbers and one-stops," ran into a snag last week.

Altho distributors, one-stops and rack jobbers reportedly were in favor of it, Roulette encountered some unexpected opposition from dealers. Many retailers objected to the fact that the plan calls for all Roulette merchandise sold to one-stops and rack jobbers to be sold at distributor's cost at net terms (48 cents rather than 60 cents). At the same time their return privilege would be limited to 5 per cent, while Roulette distributors would receive a 10 per cent discount on their total billing.

Roulette execs said they were studying the plan and were trying to work out a compromise arrangement to obviate dealer objections. However, the label's sales veepee, Joe Kolsky, said that if he finds this is not possible, then he may have to shelve the plan altogether.

'Kwai' Sells 1 Mil. In Germany; Tops U. S. Sales Mark

NEW YORK — Mitch Miller's record of "The Bridge on the River Kwai" has sold over one million copies in Germany, according to the Philips Corporation, the Columbia affiliate in Europe. This marks the second million seller for Germany, the other being Belafonte's "Day-O." And the "River Kwai" dishing has also sold 250,000 EP's in France. The sales of one million copies in Germany is more than the record has sold in the United States.

What makes this so intriguing is that, according to Columbia spokesmen, a record that is a hit in the United States has a chance to sell in European markets as much as 50 per cent more than it sells here. "Que Sera, Sera," for example, sold twice as many copies in Europe as in the U. S. and it was close to a million seller here. Obviously, this makes the foreign markets, which have only started to be tapped, more and more important for American diskeries.

DISTRIBUTOR NEWS

• Continued from page 6

"Somebody Else is Taking My Place" by Maxine Daniels on Trend and "Are You Nervous" by the Instrumentals on Trend. Best selling LP's are "Like Someone in Love" and "Ella Fitzgerald Sings the Duke Ellington Songbook" by Ella Fitzgerald on Verve, "Till" and "Roger Williams Plays Gershwin" by Roger Williams on Kapp, "Eydie Gorme Vamps the Roaring Twenties" and "Paul Anka" on ABC-Paramount. Others are "All the Way" by Jane Morgan on Kapp, "Julie" by Julie London on Liberty and "The Fabulous Kate" by Kate Smith and "Ole Buttermilk Sky" by Hoagy Carmichael on Kapp.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company, Inc. in Philadelphia writes that the new Co-Star albums are moving extremely well. Hottest in the group is the "Basil Rathbone." Top platters are "Itchy Twitchy Feeling" by Bobby Hendricks on Sue and "Just Like in the Movies" by the Upbeats on Swan. . . . Word from Universal-International Records is that Ann Weldon's platter of "You're Hurting Me" looks like a winner. The company has set the following distributors: Sterling Music Distributors, Cleveland; Arc Distributors, Detroit; Superior Record Sales, New York; Schwartz Bros., Washington; Tru-tone, Miami; Scan, Buffalo; Music Suppliers of New England, Boston; Garmisa, Chicago; Lawrence Distributors, Pittsburgh; Dixie Distributors, Atlanta; Whirling Disc, Cincinnati; Allied Distributors, Hartford, Conn.; Jaybird Distributors, Los Angeles and Essex Distributors in Newark, N. J.

Century Records, new Pittsburgh diskery, has set distributors in the following cities: Newark, N. J., Cosnat; Albany, N. Y., Seaboard; New York, Malverne; Utica, N. Y., Mid-State; Los Angeles, Universe; Cleveland, Benart; Indianapolis, Indianapolis Record Distributors; Boston, Record Distributors; Philadelphia, Chips; El Paso, Frontier; Omaha, Choice; Kansas City, Mo., Choice; St. Louis, Choice and Pittsburgh, Astor. The firm's first release is "My First Love" by the Tune Tailors.

EMI June Sales Jump on LP's, 45's; 78's Off

LONDON — In the first three weeks of June EMI reports LP sales up by nearly 20 per cent, and 45 r.p.m. disks (both singles and EP's) up by 400 per cent, compared with the corresponding period for 1957.

The company admits a slight decrease in demand for 78 r.p.m. disks but says it is more than compensated by the exceptionally large increase in the 45's which are now rapidly overhauling the 78's in popularity.

Bell to Back TV Music Segs

NEW YORK — Bell Telephone will sponsor four hour-long music-and-dance specials on NBC-TV this winter, originating in N. Y. and backed by Donald Voorhees' ork. Henry Jaffe, producer, is signing classical, folk and pop stars. Dates for the series are to be announced. Bell is also underwriting a similar series of science spectaculars.

PREVIN TO CUT JAZZ, LONGHAIR

HOLLYWOOD — Musically ambidextrous Andre Previn will perform on both sides of the disk fence in two upcoming LP recording sessions. One features Previn's jazz personality when he combines with Shelly Manne and Red Mitchell for real-gone versions from the film score of "Gigi" for the Contemporary label. The other will spotlight Previn's more serious side when he joins the Roth Quartet to record Ernest Chausson's "Quartet in A Major." This will be the work's first known recording and will be released under Contemporary's new Society for Forgotten Music labels.

Sarnoff Heads NBC Board

NEW YORK — Robert W. Sarnoff, has been elected chairman of the board and chief executive officer of NBC, after two-years-plus in the presidency. Robert E. Kintner, exec veepee of NBC-TV, succeeds him as prexy. His replacement will be announced shortly.

Olé!

CERVEZA

47/20-7269

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 DI BLU**

(NELL-BLUE-DEE-PEENTO DE BLUE)

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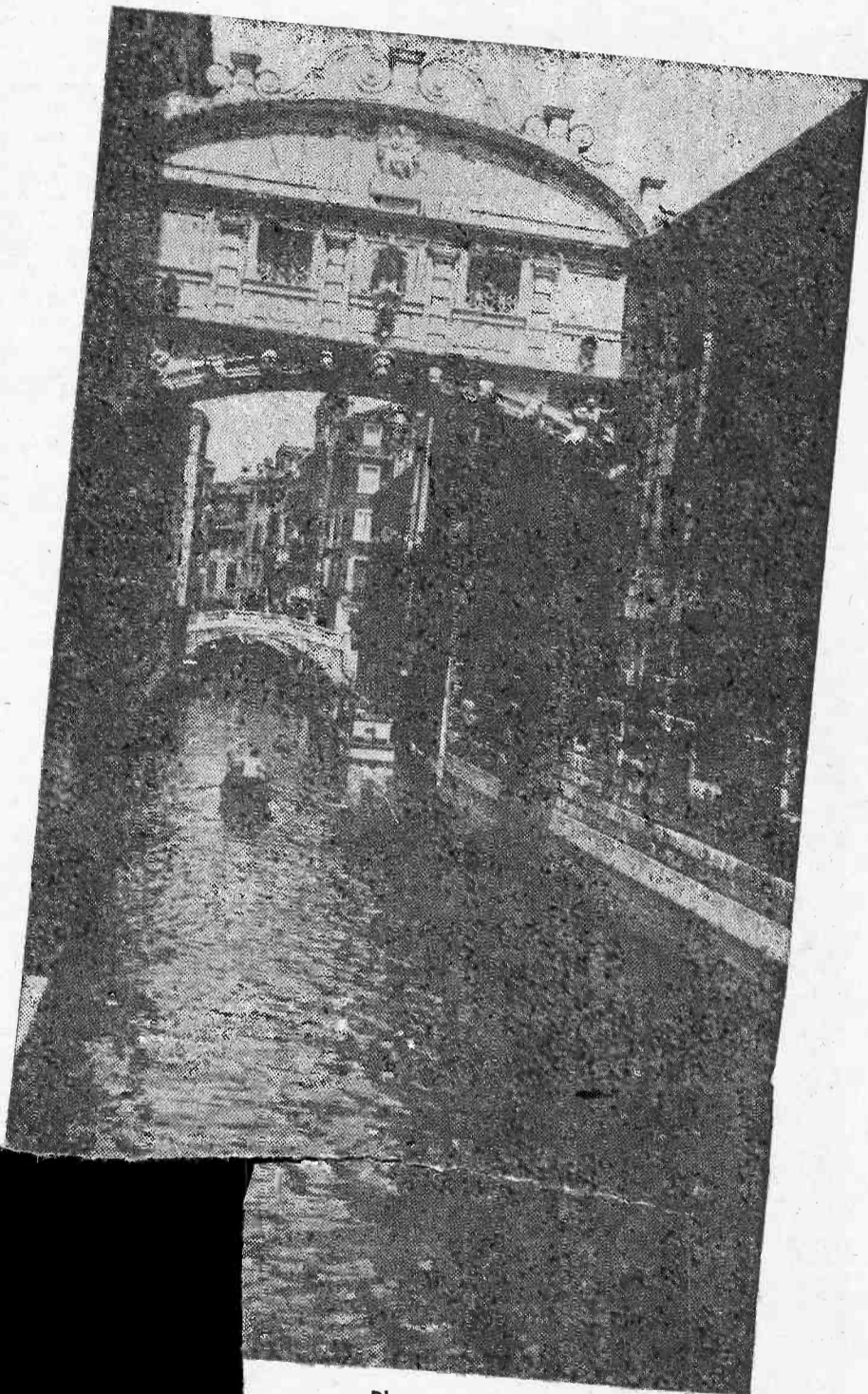


Photo: Italian State Tourist Office

DECCA
 9-30677

A
already

HIT!
advance orders



Tight Credits Curb Diskeries

• Continued from page 3

them away for free. As one manufacturer put it: "You can get killed."

Another way in which manufacturers have trimmed their costs in a slow market is with the cutting down of allocations of records to distributors, and in the case of the larger firms the slashing of standing orders. Columbia, for instance, has virtually eliminated standing orders. Allocating records, once

standard practice, is now limited to only hot artists.

Of course not all record firms ran amok during the period of zooming sales. There are some firms that always tread a cautious financial path. These firms had little fat to trim during recent months. But there were others who ran their diskeries as tho there was no tomorrow and some of them had a rude awakening during the past six months.

It is too early to say whether the safe and sane financial policy now being followed by many firms will become permanent, or whether it is an ephemeral policy that will vanish when record sales jump again as is being predicted for the fall. Much of it depends on the types of pressure that each firm feels from its current and forthcoming competition.

In a rough, competitive business filled with innumerable small firms, as the record business is today, there is no end to the new types of merchandising tactics that are constantly being devised. The guy with one release is often willing to give away hundreds of records in order to get his product exposed. He is willing to sell some records at below distributor cost to get them on juke boxes and to get them enclosed in mail order radio packages. As long as small firms can come up with hits, and they often do, larger or established firms must always find some way to meet this type of competition.

And as long as distributors, one stops and rack jobbers are willing to play one firm against another, push one label rather than another, etc., pressures build on the firm that tries to work on a conservative financial policy. Only having top product at all times enables established firms to follow a sane merchandising plan.

Jazz Succumbs

• Continued from page 4

the stage was used for radio programming even before the concerts got underway, taking the edge off the concerts and making for awkward pauses for commercials, etc.

In addition to concerts the Newport Jazz Festival directors held some free lectures, which were good, and also held a critics symposium which was not as good. Many of the papers read appeared to exacerbate the relations between critics and musicians instead of smoothing them.

What the Newport Jazz Festival needs — since it no longer needs money—is some creative programming and less symposiums. It might get back on the artistic track if the afternoon concerts were used for original and even outre works, played for satisfaction and a hearing rather than for box-office appeal. That would still leave the evenings open for the commercial attractions. And who knows, it might even be important to the world of jazz rather than just to the box-office. It might even bring back an audience that listens.

Big Talent Action Hits Jersey

• Continued from page 4

DeJohn Sisters were featured at The Swamp.

Moving southward, one finds The Dunes, a new club, on the road to Ocean City. This spot features three rock 'n' roll groups, the Kingpins, Billy Duke and His Dukes and the Jets. Further along the coast is Sea Isle City. It's Casino, renamed the Red Hill Casino, was taken over this year by Joe De Luca, operator of the Red Hill Inn, a well-known jazz room in the Camden-Philadelphia area. Maynard Ferguson and band opened the season at the spot July 1. Because of his Newport Jazz Festival commitment, Ferguson cut out for one day (5) and was covered by Dave Brubeck and his group. De Luca has set Duke Ellington for July 8, Lionel Hampton for July 15 and Woody Herman for July 24. At Trevascio's, well-known Sea Isle City restaurant, Art Hinett is featured at the organ nightly. At Busch's, two miles south at Townsend's Inlet, Ray Hottinger is at the console.

But even further south at Wildwood is where bidding for big-name talent is high. Johnny Mathis opened the season at Ben Martin's Bolero. He was followed by the Andrews Sisters on July 11 and subsequent stanzas will showcase Connie Francis, the Treniers and Louis Jordan. Peggy Lee started the big-name season lineup at The Manor supper club. Steve Gibson and His Red Caps are in for the season at The Martinique.

The 3,200-seat Diamond Beach Lodge opened its second season with Lou Monte and Corinne Calvet. Dick Haymes and Kaye Ballard opened for a week on July 11 and Monte returns on July 18 along with songstress Peggy King. Others set for week-long stanzas include Martha Raye, Denise Dar-

ABC-TV Set

• Continued from page 3

stanzas will be spelled irregularly by videotape.

On the nighttime front, WBC and Firestone have agreed on the overhaul of "Voice of Firestone," which will wed three areas of music in a rotating format. The September 8 opener will be a sampler, after which classical, semi-classical and pops stars will alternate. Fred Waring heads the second telecast, followed by pianist Van Cliburn, Benny Goodman, Roberta Peters and Mantovani.

The new potency of the long-gun, quiet Firestone series will be further enlarged by non-New York originations. The Boston Pops Ork will be featured on one stanza, from Boston, and Eugene Ormandy and the Philadelphia Ork will play for another from Philadelphia's Academy of Music. Producer Fred Heider has a number of other star surprises up his sleeve.

"Country Music Jubilee," retitled Jubilee, U. S. A., will continue into the winter in its current Saturday 8-9 p.m. berth, with Red Foley returning as host around Labor Day.

Currently being offered to sponsors is "The Mad Show," creation of Sylvester (Pat) Weaver, former ABC proxy, headed for a Monday 8-8:30 p.m. slot. It's an hour of satire, including musical comedy and Top 40 parodies, comic trials and burlesque bits. ABC is aiming for participating advertisers of 20 seconds each.

ABC brass having been proved in chancing Lawrence Welk three years ago, the web has steadily increased its music programming to an all-time network high come fall of 15 hours per week, with the promise of more. NBC slated for four-hours per week, three.

cel, Jonathan Winters, Johnny Puleo and his Harmonica Rascals, Henny Youngman, Gypsy Rose Lee and Ben Yost's Guardsmen. The club has parking for 1,500 cars and no cover, no minimum and the highest priced drink is 90 cents.

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SCARLET RIBBONS

The Kingston Trio — Capitol

THE SHEIK OF ARABY

Lou Monte — RCA-Victor

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(THE WHOLE WORLD SMILES WITH YOU)

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SARAH VAUGHAN Mercury

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A CERTAIN SMILE

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with the music of David Seville—Liberty

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BOOTS BROWN

RCA RCA VICTOR

BLUE BOY

47/20-7266

JIM REEVES

RCA RCA VICTOR

EH, WHAT A HIT!

EH, MARIE!

47/20-7265

LOU MONTE

RCA RCA VICTOR

THE HIT of The CONTINENT!

NOW The HIT of THIS COUNTRY!!

The CHALLENGE RECORD of...

**"NEL BLU
DIPINTO
DI BLU"**

by ROSA LINDA



#59016

BEST SELLERS!

Jerry Wallace

HOW THE TIME FLIES

#59013

Huelyn Duvall

LITTLE BOY BLUE

—AND—

3 MONTHS TO KILL

#59014

Diane Maxwell

DREAMY

#59011

CHALLENGE



CONTROVERSY STILL HOT ON STEREO CARTRIDGES

Three-Lead Models Work as Well as Four-Prong Types, Proponents Argue

By CHARLES SINCLAIR

NEW YORK—What's the best output system on stereo cartridges—three terminals, or four?

This question continues to stir up heated discussion among dealers, audio engineers, manufacturers and even rank-and-audiophile consumers.

And there's every indication the question will be around to confront the equipment industry for quite some time, simply because there's no such thing as a simple answer, checkup by The Billboard among firms ranging from Ronette (see box, this page) to Fairchild, and from Webcor to the sound equipment department of Sam Goody's, clearly shows.

What It's About

As most dealers are now quite aware, there are two basic wiring variations in the output terminals of stereo cartridges, both crystal and magnetic.

Some, like those of Audiogersh (Elac) and Ronette (which makes two models) are three-terminal units, in which there are two "hot" leads and the third lead is a "common" or shared ground.

Some, like those of Fairchild (which is regarded as the Cadillac of cartridges), General Electric and the four-pronged Ronettes, have four terminals, with the two channels being entirely separate.

STEREO 'BUG' TO DO A GOLDFINE?

CHICAGO—A new vista in electronic eavesdropping is about to open, thanks to Stereo-Ette's newest gadget, the \$16.95 "Gold Bug" stereo attachment.

Unit is a low-powered "transmitter" which will "broadcast" the second channel of a stereo cartridge across the living room to a "dead channel" on an AM radio.

There's nothing, however, to stop a nosy neighbor from finding the same spot on HIS dial and monitoring one-half of YOUR stereo playback.

Quipped one Chicago audio dealer: "They should have called it the 'Gold-fine Bug.'"

The terminal hookup has little or no effect on the cartridge itself, with response and other characteristics being virtually identical in both cases (alho one school of engineering thought maintains that three-terminal models run a risk of increasing "crosstalk" between channels).

The question is, to put it in basic terms, one of hum levels and—in certain specific cases—of electrical hazards.

Correct Hookups

From the standpoint of the manufacturer of stereo phonos, the three-vs.-four question is largely on the academic side. Packaged

phonos can be designed around one or the other cartridge types, and will function without headaches when the original planning of the phono is in good engineering hands.

From the dealer's standpoint, the question is anything but academic, in the opinion of veteran audiomen.

That's because the "shared ground" aspect of the three-terminal cartridge calls for certain precautions and pointers for both seller and buyer, such as:

When a three-terminal cartridge is used in a "conversion" of

(Continued on page 16)

New Route to Stereo Via \$16.75 "Gold Bug"

CHICAGO — An electronic unit, actually a low-powered radio transmitter, which converts any electrical phonograph to stereo playback using any AM radio as the second stereo channel, will debut at the N.A.M.M. convention July 21.

Stereo-Ette Inc., local electronics firm, helmed by Karl Kopetzky, veteran parts jobber and electronics engineer, will market the "Gold Bug" and any of 13 different stereo cartridges as a conversion unit to retail from \$23.50 for a "Gold Bug" and an Electro-Voice Power Point two-sapphire stereo cartridge to \$36.50 with an Electro-Voice diamond-sapphire stereo cartridge and the "Bug." Among the 13 cartridges available with the "Bug" are those made by Sonotone and Webster-Electric. The price of the "Gold Bug" sans cartridge is \$16.75.

Kopetzky, in an exclusive demonstration for The Billboard, emphasized that no soldering or mechanical skill is necessary to convert to stereo with the "Gold Bug" conversion unit. Using only a small screw driver, Kopetzky removed the monaural cartridge from a 1957 portable and then replaced it with an E-V diamond-sapphire stereo cartridge. He then snaked a lead into the phono tone-arm attaching it to the terminals in the stereo cartridge.

The "Gold Bug," which weighs 8½ ounces and is 4 inches long, 2¾ inches wide and 1¼ inches high, was fastened to the back of the phonographs with two screws. On the opposite end of the "Gold Bug" from the lead into the stereo cartridge was an 8-foot piece of shielded aerial or antenna wire. The end of this wire attached to the "Gold Bug" he laid about two feet from a 1955 AM radio. This piece of wire can be laid anywhere from four to six feet from the AM radio serving as the second stereo channel. The wire is not

(Continued on page 18)

MOPPET MART

Latest in Music, Phono Toy Items Previewed

NEW YORK — Kiddie phonos priced up to \$29.95, record packages of moppet waxings, musical games, and play-it-yourself toy instruments are a featured part of the preview of juvenile playthings being unveiled here by the Toy Guidance Council and the Toy Guidance Exhibit.

There's even a TV slant to some of the musical toys. Veteran gamesman Milton Bradley is due

RONETTE STILL IN 3-PRONG BIZ

NEW YORK—Ronette is not, as reported earlier in The Billboard, dropping its three-lead stereo crystal cartridge, alho the firm has added a four-lead model.

According to Ronette v.p. R. J. Mahler, Ronette's three-lead version is "outselling the four-lead model by about 4 to 1." Such sales, reportedly are largely to phono manufacturers who have designed stereo units from scratch around the three-lead unit.

For the latest developments on stereo cartridges, see story elsewhere on this page.

Dynavox Will Show 18 New Models in Chi

NEW YORK — Eighteen new phonograph units, including a two-piece stereo portable, will be shown to the trade by Dynavox Corporation at the upcoming N.A.M.M. meeting in Chicago next week, ranging in price from \$19.95 to \$179.95.

Since it's the view of Dynavox execs that "a space problem in most apartments and in homes with established furnishings" will result with dual-unit stereo gear, two fully-stereo models will be self-contained units.

Priced at \$99.95 and \$139.95, these two units have detachable speaker lids, linked to the main units with 15-foot cables. Top of the stereo line is the \$179.95 unit, which comes in two complete units. Several other four-speed, changer-equipped models can be used as part of a stereo system, since they have stereo jacks and switches for conversion.

Grundig Bows Stereo Kit At \$59.95

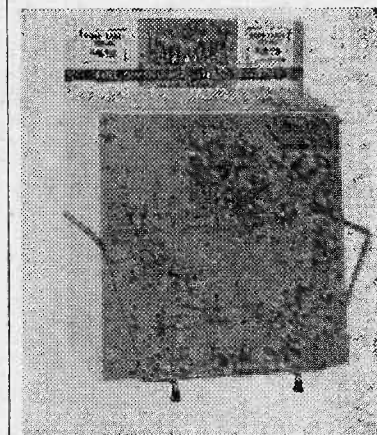
CHICAGO — Grundig-Majestic here this week announced a simple stereo conversion kit to retail at \$59.95, intended to augment all monaural Grundig-Majestic hi-fi disk playbacks to two channel.

Sam Jenkins, sales manager for the firm, stressed that the only soldering necessary was that of permanently linking the leads for the cartridge to the pickup arm. The conversion kit consists of an AC amplifier and controls, tone arm with stereo cartridge, simple wire and the second stereo channel speaker, which is a table model. It is designed to match all existing Majestic-Grundig monaural equipment.

Grundig-Majestic will debut the conversion unit at the N.A.M.M. show and delivery to distributors will start about August 15.

Hallmark's Latest: Stereo Rack Unit

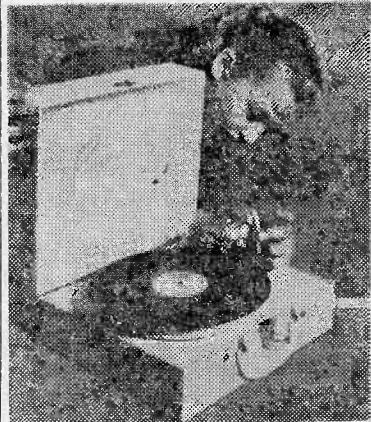
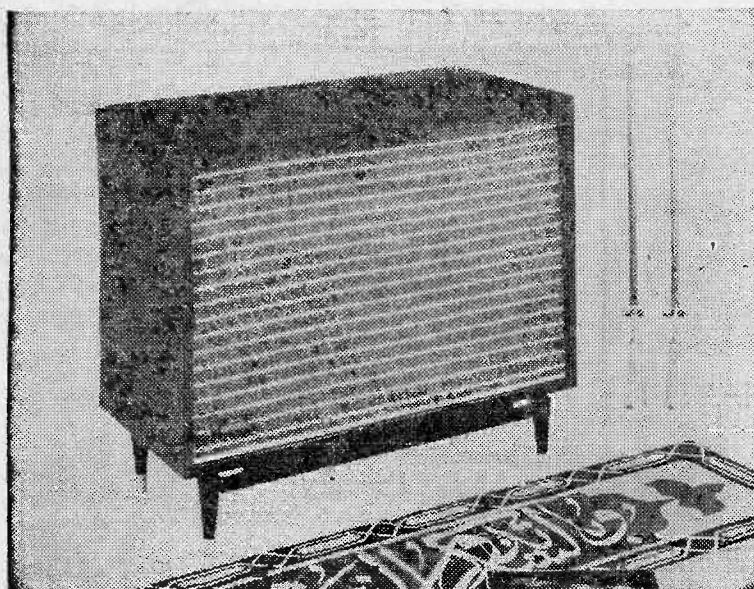
NEW YORK — A new merchandising aid designed to display the complete catalog of Hallmark stereo records is being made available to record and/or equipment dealers by Hallmark Electronics, makers of the Hallmark line of



phonos and one of the newest disk labels in the stereo field.

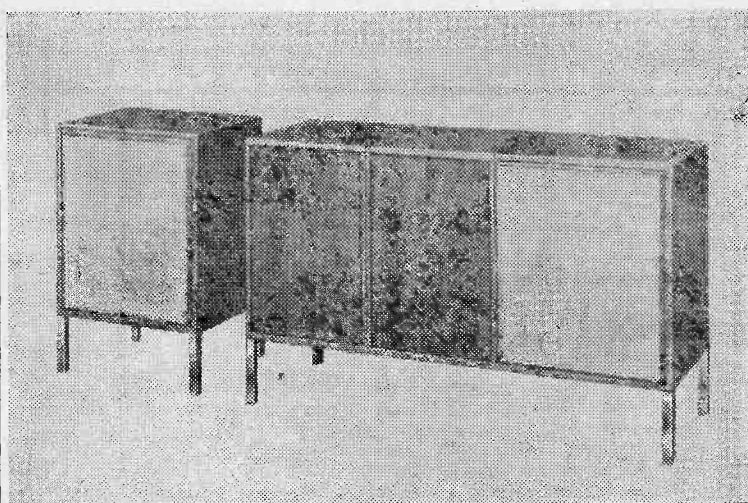
The all-metal unit, topped by a lithographed sign, is set up as a "browser rack" to be placed on top of counters, and requires a minimum of space. It will hold up to 50 Hallmark 12-inch stereo platters.

New Capitol Phono Model



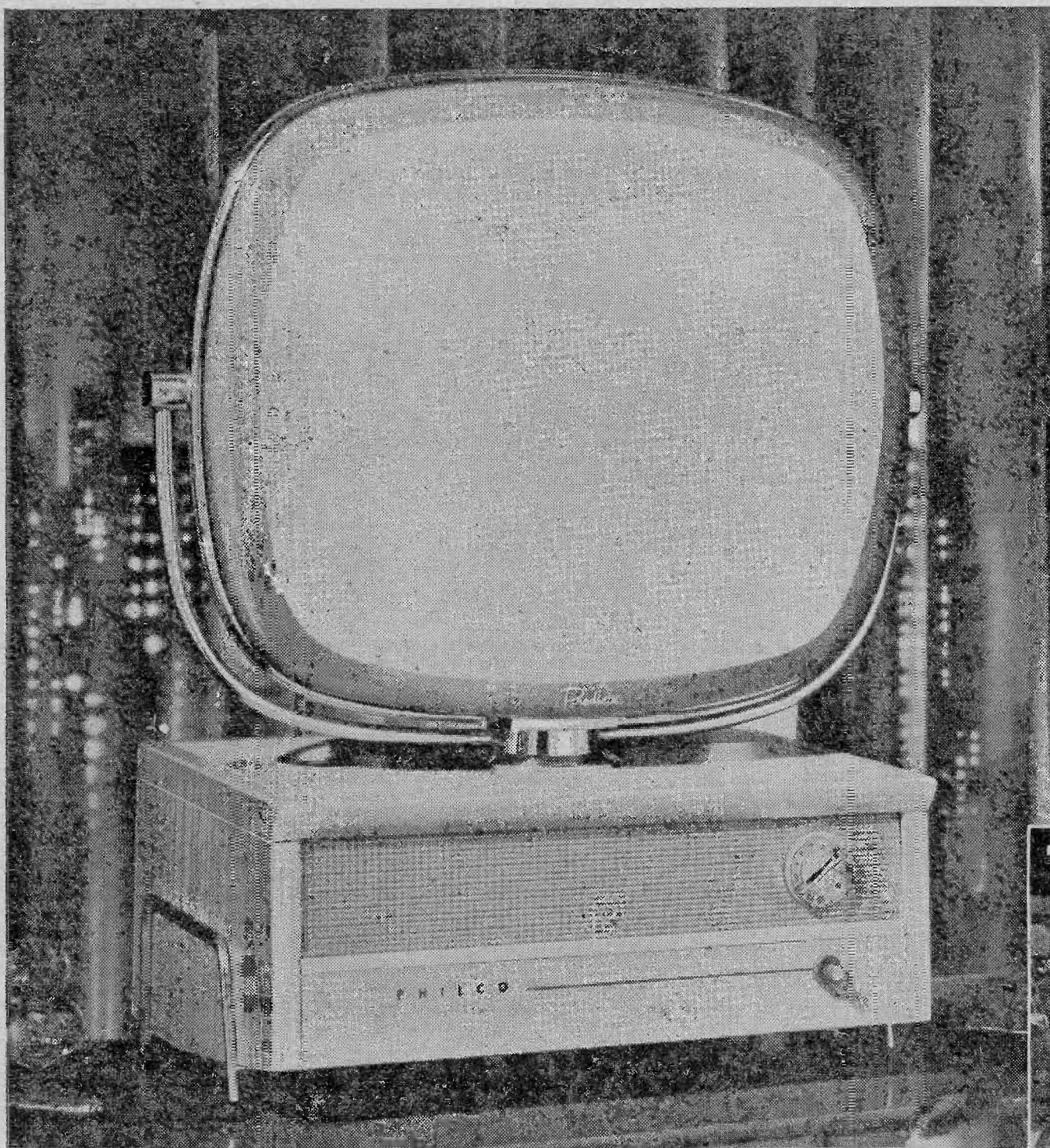
to bow this season with a "Name That Tune" game that's a tie-up with the CBS-TV show, and which is priced—complete with a Columbia-pressed 10-inch LP of tunes to be guessed—for \$2.98. And, there are "educator-approved" Wyatt Earp and Gene Autry plastic guitars, with six strings and tuning pegs, by Philadelphia's Jefferson Manufacturing

New Symphonic Stereo Unit



TOP O' THE LINE! Here's Symphonic's Model 1588, a complete stereo ensemble with AM-EM tuner. The two speaker systems (containing 15-inch woofer, two 5-inch mid-range and 3½-inch tweeter in each) are driven by separate 30-watt amplifiers. The tuner receives AM and FM separately for stereo broadcast reception.

Fabulous new PHILCO PREDICTA TV is here!



From the
World of Tomorrow
— yours to show
and sell today!

In one bold stroke of scientific research Philco engineers have brought an entirely new freedom to television design. In creating the Semi-Flat picture tube (which measures less from front to back than any other), and the compact Predicta chassis (which puts more power in less space than ever before), Philco makes possible revolutionary departures from conventional design! Here are whole new avenues of approach to the use and enjoyment of television. This is the kind of sales excitement that will make '59 a year of profit for every Philco dealer!

◀ "Floating" 21-inch overall diagonal measurement "S-F" picture tube enclosed in a swivel case! Predicta chassis. All front controls—plus out-front sound. Cabinet is 8 inches high—chassis slides out back! In mahogany, Zone 1 list price: \$259.95
MODEL 4242-L



"BRIEF-CASE" PORTABLE TV!

MODEL 9052-L

It's true! Now portable TV is "thin as a brief case"! It features the exclusive "S-F" picture tube—plus an amazing new chassis that actually hugs the picture tube! Famous "beautiful back." Top Front Tuning. Exclusive "Scan-Tenna" handle that hides 39-inch antenna. Here's the most slender, most exciting portable TV made, and only Philco TV dealers have it!

See these amazing, new Philco TV sets at space 409-410 in "400-Room" at the NAMM Show, Palmer House, July 21-24!

Amazing New PHILCO Separate Screen TV!

Predicta Tandem



Keep the set beside your chair...

For the first time ever, Philco separates picture tube and chassis—gives you stationary chair-side TV set with all controls and a picture that can be moved anywhere up to 25 feet away! Fully enclosed, 21-inch overall diagonal measurement, "S-F" tube with carry-handle weighs less than a portable TV set!
MODEL 4710-L



Put the picture anywhere!

LOOK AHEAD...
and you'll choose
PHILCO®

Controversy Still Hot On Stereo Cartridges

• Continued from page 14

an existing phono, the new extra channel must NOT be plugged into a phono jack on any AC-DC unit that has a "hot" chassis, such as certain portable TV sets and some table model radios, to make a second outlet. There's a first-rate chance of a shock hazard if the second chassis is wired so that one side of the B-minus voltage is on it. The three-terminal cartridge, incidentally, is reportedly not approved by insurance underwriters for just this reason, although packaged units can be tailored to avoid the hazard completely. (Problem does not apply to the four-terminal version, although any stereo-wired hookup between a straight-AC unit and an AC-DC unit will nearly always produce hum.) Dealers should query customers closely on just what the second unit will be when selling three-terminal cartridges for stereo conversions, it's felt.

Even when two matched AC-only amplifiers are to be used in a stereo rig—such as a conversion of a really good monaural rig in which a customer buys "satellite" equipment to match his original set-up—there is another problem: HUM. This can be extremely annoying (to put it mildly) to a customer who has just invested in stereo gear. Dealers should advise customers to check the polarity of the AC plugs on the amplifiers (or preamps) when using three-terminal cartridges, according to the consensus of those queried by

The Billboard. Turning one—but not both—plugs will generally cut down the hum level on crystal cartridges. Three-terminal low-level magnetics, however, may barge up against tricky hum problems caused by internal "ground loops" WITHIN the amplifiers—a situation almost nothing can cure.

The above problems are admitted to by the three-terminal partisans, who add, however, that the solutions (also above) are enough to remedy the situation.

Divided Opinions

This is the point at which the scrap with the four-terminal proponents begins.

In its recent booklet, "Stereo—The Easy Way," Fairchild Recording Equipment Corporation states flatly:

"It is much safer to keep the two grounds isolated since the connection of the input grounds of two separate preamplifiers to a common ground will often result in a 'ground loop' causing a hum which cannot be eliminated."

Adds Rein Narma, the firm's chief engineer:

"Our own tests show that it's almost impossible to get two amplifiers or preamplifiers at exactly the same ground potential. On high-quality equipment, the hum is invariably less with a four-terminal stereo cartridge as against a three-terminal."

This is a statement the three-terminal proponents do not take lying down.

Says R. J. Mahler, one of Ronette's execs:

"We are not making a four-terminal cartridge because a three-terminal cartridge is said to 'create hum' in a stereo installation. In fact, a three-terminal cartridge when properly installed is less likely to cause trouble, and the only virtue of a four-terminal unit is to comply with certain regulations of insurance underwriters."

British in Act

Audio dealers puzzled by the situation might do well to get hold of a candid equipment report in the June issue of the British publication "Hi-Fi News."

The three-terminal stereo Ronette cartridge was tested and (although the magazine didn't like the 1-mil stylus on the test model, saying "tracing distortion is considerably increased" and suggesting a .5-mil tip) was summed up as "confidently recommended as a medium-priced crystal cartridge."

Also tested was the three-terminal Elac (Audiogersh) unit, which was highly praised, but

recommended with the following caution:

"We are very impressed with the Elac stereo pickup, and we have only one criticism—that is the common connection between the two coils. Using two high gain amplifiers—and admittedly a not very efficient earth (British audio-ese for "ground.") connection — we found that the signal-to-noise ratio due to hum was inadequate."

"Disconnecting the common lead from the cartridge and running two completely separate shielded pairs to the two amplifiers, cleared this trouble—which was obviously due to a hum loop. This problem would possibly not exist where a specially designed stereo amplifier on a common chassis . . . is used; but for some time at least many people will want to make do with existing equipment by purchasing the minimum additional apparatus and we can foresee some trouble unless adequate precautions are taken at this stage."

There, apparently, the situation seem to rest—for the moment.

Basic Stereo Preamp Debs

NEW YORK — Fisher Radio Corporation has updated its well-known basic preamplifier unit long used with magnetic cartridges and microphones. A new stereo version, the PR-66, has been launched, containing two self-contained, self-powered basic preamps on one chassis. There are no tone controls, with this function relegated to a control-switching center.

The new unit is said to provide necessary boost for low-level stereo cartridges, as well as correct equalization for stereo records. With simple modification, the unit may be used as a tape or microphone preamp.

Monaurally, the unit can serve as a two-channel basic preamp for cartridges, tape or microphones, since there are two inputs and two outputs, with a hum balance potentiometer.

Price for the unit is \$29.95.

ACCESSORY MERCHANDISING

How to Turn Complaints Into Profitable Accessory Sales

By BOB LATIMER

ST. LOUIS—Not one customer out of 10 is familiar with accessories to increase phonograph performance. Consequently, the way to build a profitable accessories volume is to "educate the customer," according to John Marshall, owner of The High Fidelity Showroom in suburban Creighton here.

Marshall, although his primary interest is selling custom-engineered high fidelity sound systems, operates a record shop with a \$15,000 record inventory. He also maintains a \$2,000 stock of accessories, and has maintained about the same ratio since the record department was introduced.

Look for Complaints

"We never mind hearing a customer complain," reports Marshall. "Since complaints of scratchy play back, hum, wow, etc., lead to the subject of which accessories the customer needs."

The High Fidelity Showroom maintains its big stock at the most logical point, in two modern steel and glass display cases, one on either side of the cash register in the record department. As shown, the cases are six-foot models, almost entirely glass, so that customers can't fail to notice the displays.

The inventory brings forth questions. Marshall prides himself on the fact that he carries every possible accessory which fits into the "Better Music" category, many of which are not obtainable anywhere in the city. Included, for example, are mercury dischargers to eliminate dust, at least a half dozen types of static brushes and cloths, isolation pads, record changer covers for turntables, leveling arms, several timers, albums, cases, a huge choice of cartridges, needle brushes, plus all of the more standard items. Every item in the inventory is there because Marshall feels that there is specific need for it. One of the reasons for the heavy dollar volume of his accessory inventory is that it includes such items as \$59 stereo cartridges, and two major lines of diamond needles.

The store, incidentally, sells between four and five new diamond needles every day, as a result of heavy, concentrated salesmanship and sponsorship of two disk jockey radio programs. On the disk jockey shows, dedicated to "good music" exclusively, there is always a commercial on the difference between ordinary needles and diamonds, which is a real "convincer." Marshall uses plenty of newspaper advertising, averaging one display per week as well. Accessories always account for one-third of the ad space, with diamond needles heavily headlined.



This six-foot case spotlights accessories. Located next to the cash register, the customer can't miss seeing it.

Sales Technique

"Naturally, we don't expect to sell \$50 worth of accessories to every customer who comes in to buy records," Marshall said. "We do, however, insure that he knows plenty about the subject by the time he leaves the store, and this, we found, will bring him back the minute he becomes dissatisfied with the results he is getting with his records."

One of the best methods of selling accessories is to ask the customer to bring along an old record from his collection the next time he calls. Usually, the customer will bring a record which has accumulated dust, scratches, and other sound-wrecking faults. Cleaning the record thoroughly with the proper cleaner, putting it on a well-tuned player with a diamond needle brings forth rich volumes of sound from the record which are real "eye openers" for the customer.

The New Customer

Accessories always make an excellent "conversation opener" with new customers, Marshall also pointed out. Asking a visitor whether he has high-fidelity leads to demonstrating such items as the mercury discharger, still a brand-new subject to most record buyers, and bound to "make sense" when demonstrated.

"We don't care how the customer regards us as long as he knows that we are accessories specialists," Marshall grinned. "Records can be purchased anywhere but we know that few stores in the Middle West make the effort which we do to push accessories. Once the customer realizes it, he has to concede that our high fidelity lines, phonographs, radios, records, etc., will be tops."

Marshall did \$300,000 in 1957, and expects to boost it considerably thru 1958. His accessory sales figures, rising and falling, are actually an "index" to success of the whole sales structure. Consequently, the Missouri dealer can be counted on to "put accessories first."

VOLARE

(NEL BLU DIPINTO DI BLU)

JESSE

BELVIN

47/20-7310



RCA VICTOR



BLUE BOY

47/20-7266

JIM

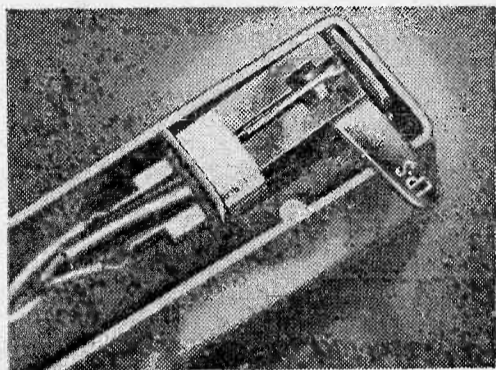
REEVES



RCA VICTOR



New PHILCO High Fidelity gives you completely compatible stereophonic sound in every model at every price!



ALL '59 PHILCO STEREOPHONIC HIGH FIDELITY INCLUDES A DIAMOND STYLUS! Compatible diamond stylus plays both regular and stereo records. It assures the finest sound quality, and longest record life possible.

EVERY PHILCO HIGH FIDELITY HAS A BUILT-IN FOLLOW-UP SALE!

Philco brings you the most compatible stereo system *in the entire world!* And Philco offers this *completely* compatible stereo system in *every model* throughout its '59 high fidelity line! All Philco models play regular records, all speeds, *plus* sensational new stereo records — and *all* automatically! Philco's exclusive system even plays *stereo* records *monaurally!* Because, a new Function Control Switch enables *both* sound tracks of a stereo record to play through *one* amplifier. Result, with a Philco —

your customer can start buying stereo records *right away* and play them *right away* without sacrificing sound quality.

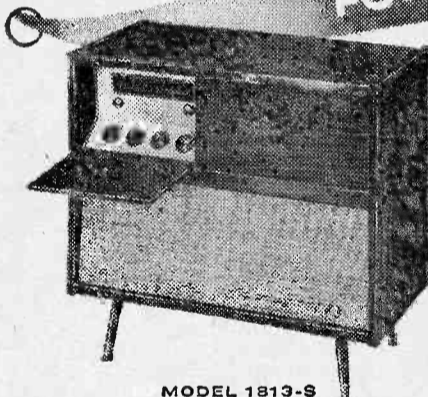
You've got a big built-in follow-up sale in every set too! When a customer is ready to buy genuine stereophonic sound, you sell one of Philco's second speaker-amplifier assemblies and plug it in — there's *absolutely nothing* to change and nothing more to add. Here's the most advanced, sell-able stereo sound system made — *and it's yours right now from Philco!*

FOLLOW-UP SALE!



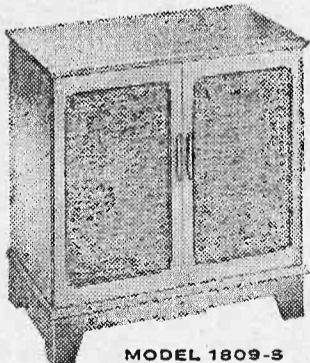
MODEL 1907-S

Gorgeous "Miss America." Fidelitron Sound System. 30-watts of output. AM-FM tuner with stabilized frequency control. Equipped for compatible record and tape stereo. Mahogany, blond oak or fruitwood solids and veneers.



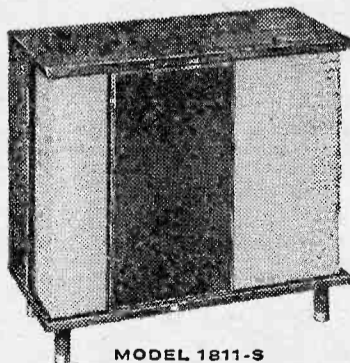
MODEL 1813-S

New European styling. Finest of all import styles. Completely equipped for stereo. Fidelitron Sound System. 20-watts of output. Powerful AM-FM radio. Tape and record stereo jacks. Elegant hand-rubbed walnut wood cabinet.



MODEL 1809-S

Fresh contemporary provincial. Crisp and stylish new lines. Features Fidelitron Sound System. 20-watts of output. Function Control Center. Equipped for record or tape stereo. AM-FM radio. Real walnut or blond oak cabinets.

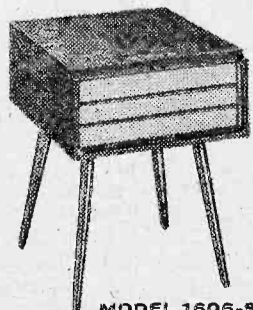


MODEL 1811-S

Exclusive Wrap-Around Sound. Features Fidelitron Sound System. 20-watt amplifier. Separate tape and record stereo jacks. Built-in AM-FM radio. Beautiful Function Control Center. Mahogany or walnut solids and veneers.



MODEL SA-2000
One of several matching stereo speaker-amplifier assemblies. Has Fidelitron Sound System. Control center. 20-watt amplifier. 12-in. woofer. Mahogany, walnut or blond oak cabinets.

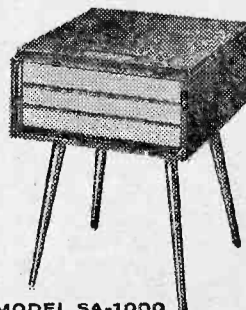


MODEL 1606-S

STEREO TWINS

MODEL 1606-S is a fully automatic 4-speed high fidelity instrument with completely compatible stereo system. Has complete control center. Separate tuner, tape and record stereo jacks.

MODEL SA-1000. A complete matching amplifier-speaker system. Combined, these units reproduce flawless stereophonic sound. In price, performance and compatibility they're a natural for *all* high fidelity buyers! Expertly crafted mahogany, walnut or blond oak cabinets.



MODEL SA-1000

FIDELITRON SOUND SYSTEM!

Heart of Philco's new sound system is the Fidelitron Sound Projector . . . a whole new concept in the reproduction of mid-range and high-frequency sound. It adds two full octaves to ordinary high fidelity — and, coupled with a 15-inch woofer, provides the finest balanced "sound system" ever assembled!

LOOK AHEAD... and you'll choose **PHILCO.**

New Route to Stereo Sound Via New \$16.75 "Gold Bug"

• Continued from page 14

fastened in any way to the AM radio, merely laid near it, he stressed.

Kopetzky turned on the AM radio and tuned the radio receiver to a "dead" spot on the dial not assigned to a station frequency. To make the finest possible adjustment of the sound thru the AM radio, Kopetzky illustrated that thru turning a small screw in the "Gold Bug" the second stereo channel thru the AM radio's reception could be improved. The record player, using stereo records, was turned on, along with the "On" switch in the "Gold Bug" and the AM radio receiver and clear definition of the two stereo channels was heard. The "Gold Bug" also will play monaural records, with the same sound coming thru both the phono speaker and AM radio speaker.

Not only will the "Gold Bug" convert present AM radio and

phonographs to stereo reproduction but the electronic unit will convert certain tape recorders, which have either stereo heads



plus the extra pre-amp or only the extra pre-amp and stereo heads must be added. Stereo-Ette, Inc., lists 32 tape playback units on the market from 12 different makers which can be converted with the aid of the "Gold Bug."

The "Gold Bug" is a self-sustained, factory sealed unit powered by two transistors and a six-volt battery, which plays 600 hours. Kopetzky said that the "Gold Bug" meets the FCC regulation for radiating devices.

Stereo-Ette sells the stereo cartridges with a 90-day guarantee

and any "Gold Bug" which proves defective will be replaced with a new unit. At present, Kopetzky is working with 16 manufacturers' reps thru the country in setting up distributors and "Gold Bug" service stations. Electronic Engineers, Chicago, are first service outfit and will install and convert the phonograph and AM radio for a \$5 service charge if the customer doesn't wish to do it himself. First distributors appointed thru reps by Kopetzky are MS Distributing, Chicago; and Sherkov Dist., Milwaukee, both record and tape houses.

Lafayette Offers A 'Stereo Meter'

NEW YORK — A new dual audio output level indicator, incorporating two independent damped AC meter movements with scales calibrated in VU and per cent, is now being offered for stereo high-fidelity system balancing by Lafayette Radio.

The Model TM-40 stereo balance indicator has a separate continuously variable attenuator for up to 20 db of attenuation in each channel, and a switch to permit calibrating one meter against the other. Input impedance is 10,000 ohms per channel, and sensitivity is 1.4 volts for "O" VU. Blocking capacitors are internally installed to prevent meter damage by dc.

The damped meter movements respond to average values of music or speech voltage waveforms and are useful for maintaining control of recording level on tape recorders or output level on stereo tuners, preamps, paging or music distribution amplifiers, or for comparing levels in any two audio channels. Entire unit is housed in a slim rectangular case and sells for \$8.95.

Stereo Recipes

• Continued from page 2

World Wide Stereo recommends use of a 45-degree stereo playback cartridge, but qualifies this by saying that "a standard high-fidelity monaural pick-up cartridge may be used in many instances without damage to the record, providing its stylus weight, compliance, etc., are compatible."

Audio Fidelity, which has maintained from the first that its disks are compatible, puts it this way: "Altho any 33 1/2 r.p.m. record-playing equipment may be used in playing this record, it is recommended that playback equipment of extreme wide range and fidelity be used so that the recording may be enjoyed to their utmost."

Columbia, succinctly, will say: "This Columbia stereo fidelity recording is designed for us on 33 1/2 r.p.m. stereophonic reproducers." Companies like Atlantic and Hallmark have made no jacket comment at all, thus far, on equipment.

While you couldn't tell, from the semantics of the situation, that all these firms are using the same recording system, Columbia has adopted a unique approach to its monaural disks. They will henceforth carry the following: "If you are the owner of a new stereophonic system, this record will play with even more brilliant, true-to-life fidelity. In short, you can purchase this record with no fear of its becoming obsolete in the future."

WPR Bonus Plan

• Continued from page 2

expiration date of December 31, 1959 which gives the plan at least an 18-month life span. However, from all indications, the record company will continue the three-and-a-buck-for-one bonus even beyond the 1959 cut-off date.

All new World Pacific releases will contain the new sleeves and WPR salesmen and distributors will receive bulk shipments of the

EDITORIAL

Do Yourself a Favor

As the stereo picture shapes up for fall, it's obvious that there's going to be a lot of confusion. Different phono firms took different routes in producing stereo units. Dealers have to know more than ever about the equipment they handle if they hope to turn prospects into sales.

Throwing some light on the subject are the Commercial Service Division of RCA Victor and the Long Island City, New York, cartridge firm, Fairchild Recording Equipment Corporation. Both firms have turned out information booklets on the subject of stereo and both give the dealers who trouble to read them plenty of sales ammunition.

The RCA Victor book runs 20 pages long and has the special virtue of being amply illustrated. As one might expect, a portion of the book is descriptive of the RCA product but much of the material applies to stereo in general.

The Fairchild booklet has the better text. It is literate and doesn't lapse into "engineer's language" as, unfortunately, many such booklets do. Neither is the booklet an out-and-out plug for Fairchild. The only fault one might find is the presentation of the text on the page which is awkward. And the illustrations are more decorative than informative.

Actually, the two booklets complement each other and a reading of both is highly recommended. The firms that published them have made a valuable contribution to stereo literature. Do yourself a favor and read them.

Set Senate Hearings On Tape Recorder Tax

WASHINGTON — Hearings on a proposal to levy a 10 per cent tax on tape and wire recorders, players and a recorder-player will be held by the Senate Finance Committee this week (15 and 16). Proposal is incorporated in the Forand (D., R. I.) Excise Tax Technical Changes Act, which passed the House in June, 1957. (The Billboard, June 24, 1957.)

A report issued earlier on the measure by the House Ways and Means Committee pointed out that since tape and wire recorders, players and recorder-players are "indirect competition with phonographs, they should be subject to

the same 10 per cent manufacturer's tax."

It could not be determined at press time whether any spokesmen for tape recorder makers would testify. Committee sources said "interested parties" had been notified of the hearings. Announcement of the hearings was made Thursday (10) and since the hearings are to be held the 15th, there is not much time to prepare statements. Committee spokesmen said, however, that interested persons may submit written statements to the Senate tax writers.

Lengthy hearings were held on the measure by the House Ways and Means Committee last year. Senate Finance Committee hearings will be brief, apparently in an attempt to push the bill thru the Senate before this session ends. Under the law, all bills not passed by both houses by the end of the session, die and must be reintroduced next session.

Moppet Mart

• Continued from page 6

for \$18.95 and an all-electric job at \$29.95.

In the realm of toy instruments, a highlight of the show is the Emenee Company (Flushing, Long Island) "Electric Golden Pipe Organ" at \$19.95. Housed in a model of a Bavarian-style upright organ, it is driven by a small electric air compressor, has a two-octave range, and sounds something like a small concertina.

There are various toy pianos, by Schoenhut, ranging from a \$4.95 table-top model to a floor model at \$24.95, and other Emenee music toys such as a "Roll Harmonica" (which works, like a player piano, from a small paper roll) at \$3.45; a toy drum with a built-in drum roll; a \$5.95 toy snare drum set; as well as a toy belfry and toy trumpets.

In the realm of non-musical items, much jazzier strides have been made, by comparison, with music playing a definite second fiddle to outer space.

There is, for instance, an accessory for electric trains which sets up a rocket on a launching pad, counts down the seconds, and blasts the rocket into the air—by remote control. There are (via tie-ups with Walt Disney's "Man in Space"), authentic-looking scale models of rocket ships, space stations and other science-fiction gear, as well as a grim-looking, large-sized model of a mobile military rocket launcher that gives promise of a hard time this Christmas for fragile objects d'art in the family living room.



LOVE SONG FROM
**HOUSE
BOAT** 47/20-7286

JOE REISMAN

RCA **RCA VICTOR** AUDIO CORPORATION OF AMERICA

VOLARE
(NEL BLU DIPINTO DI BLU)
**JESSE
BELVIN**

47/20-7310

RCA **RCA VICTOR** AUDIO CORPORATION OF AMERICA

Audio Feedback

By CHARLES SINCLAIR

COVERS GET GALLERY SHOW

Album covers have come a long way from the old cardboard sleeves that enclosed the first LP records. Now an exhibit of more than 500 record album covers by a list of top photographers is slated to open in New York next month "to dramatically illustrate the vast outlet for creative photography created by this comparatively new medium." Show will be at Photo-Library Galleries, 149 East 69th Street. Roy Pinney, director of P-L, says "theatricality is the basic ingredient for selecting cover photographs that succeed."

EXPLORING IN FM MULTIPLEX

FM multiplexing, now being widely discussed as an upcoming major factor in stereo broadcasting, is being explored by the Federal Communications Commission as one of the ideas that may give FM a big boost this season. FCC expects to round up comment on the topic by the beginning of September. One idea already proposed is that an all-FM brand of stereo be sold on a pay-as-you-hear basis.

UPBEAT IN AUTO NOISES

There's likely to be plenty of auto noises around for audiophiles to enjoy in wide-range reproduction. For one thing, Audio Fidelity's Sid Frey spent his Fourth of July holiday busily recording the sounds of the famed Hell Drivers act, in which they gleefully smash up new cars before a paying crowd, and intends to issue a stereo album on it shortly. For another, indie New York outlet WBAL-FM is starting a new show on Thursday evenings, in which John Griffin will present a session titled "Sports Cars in Hi-Fi." Griffin is due to interview sports car drivers at racing events with, according to the station, "the hi-fi sounds of roaring motors and screeching tires lending an authentic background."

LOOK, MA—NO HANDS!

TV, it seems, is beginning to be a lazy man's delight. RCA has just announced the Wireless Wizard, a remote control unit for the firm's fancier color TV sets that will handle tuning functions up to a distance of 40 feet from the set. The unit works on ultrasonic signals, which activate relays that work the controls. Zenith notes that keen interest was shown at the recent Zenith sales convention in the firm's Space Command remote control TV, and that it is likely to "continue to represent a substantial percentage of the company's total television business."

THE PRINTED CIRCUIT

Herbert Baker Advertising, Chicago, is now handling the Electro-Voice account. The agency was appointed last February for part of the line, now handles the whole works. . . . Edward C. Caliguri has been appointed assistant sales promotion manager of Zenith Radio Corporation. . . . Ed Cornfield has resigned as secretary of the Institute of High-Fidelity Manufacturers, with Abraham Schwartzman named to succeed him in August. . . . Irving Woolf was recently host to 150 at a recent "Pleasurama Night" for salesmen who racked up the greatest score on selling V-M Corporation units. . . . Olympic Radio & Television recently waged a highly successful radio-TV sales promotion campaign in conjunction with White's Auto Stores, of Wichita Falls, Tex., one of the largest appliance chains in the Southwest. Prizes went to the top salesmen. . . . An important prestige gain has been made by Claser-Steers, makers of one of the top U. S. changer models. Sromberg-Carlson is using their changers in the top-of-the-line packaged units. Formerly, Garrard changers were used.

THE UBIQUITOUS HI-FI BIT

The use of hi-fi as a commercial adjective continues to get lots of play in other-than-audio uses. There is, of course, Max Factor's make-up of that name, a soft drink, and Paramount's Vista-Vision process described as "motion picture high-fidelity." Now, there's yet another one. Last weekend, I opened a quart package of a new flavor of ice cream and discovered the brand name for the fold-open container in which it came to be Hi-Fi Ice Cream Pack. When stereophonic sound really arrives this fall, the effect may be even more drastic, with possibilities of everything from Joe's Stereo Bar & Grill to a zinged-up breakfast food called (why not?) StereOats.

BRIGHT IDEA DEPARTMENT

Every column should have periodic features, so here's a new one for you tradesters to play around with: Ideas-for-Audio. The first is one I'd like to contribute to the cause. It's simply this. The more de luxe monaural and stereo gear is certainly approaching automobiles in value, but no one has yet taken the same simple precaution against unauthorized use that is in every car—an ignition switch.

Why not a key-in-lock AC switch built into the front panel of a preamp or amplifier or tuner that functions like the ignition key for your car? A fancy, crested key (like Ford's) might have a snob sales appeal to audiophiles and would be an unusual advertising gimmick. Secondly, nobody's bothered to do it yet. And such a switch might have certain practical values in keeping Junior and his pals, wives, mothers-in-law, well-meaning but inept friends, etc., from being able to turn on the rig when you're not around. (It would at least be better than my own sometimes-futile remedy, i.e. pulling out the AC plug at the wall socket. My two youngsters, Scott and Lorna, are catching on to this ruse.)

So there's the first brainstorm product. Let's hear from you on others. Perhaps at the end of a year, we'll have a judging of the best Idea-for-Audio, and award a slightly-used, long-playing, high-fidelity Edison wax cylinder, suitably engraved.

MG Records

CONNIE FRANCIS

STUPID CUPID

and
CAROLINA MOON

K12683



MARVIN RAINWATER

I DIG YOU BABY

MOANIN' THE BLUES

K12665

MUSIC VENDOR PICK



MORTY CRAFT And His Orchestra

PAGAN LOVE SONG

K12672 on 45 & 78 rpm



DICK ROMAN

LOVE IS A MANY SPLENDORED THING

and
VAGABOND SHOES

K12686



Smash Novelty Follow-Up To "The Purple People Eater"

MILDRED, OUR CHOIR DIRECTOR

Featuring
ROLLO & BOLLIVER

K12684



THE SERENADERS

DANCE DARLING DANCE

K12666

CASH BOX PICK



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JULY 8

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

This Week	Last Week	Weeks on Chart
1. The Music Man Original Cast, Capitol WAO 990	3	20
2. Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	1	14
3. My Fair Lady Original Cast, Columbia OL 5090	2	119
4. South Pacific Sound Track, RCA Victor LOC 1032	4	16
5. The Late, Late Show Dakota Staton, Capitol T 876	14	18
6. Nearer the Cross Tennessee Ernie Ford, Capitol T 1005	8	6
7. Warm Johnny Mathis, Columbia CL 1078	15	30
8. Film Encores Mantovani, London LL 1700	6	51
9. South Pacific Original Cast, Columbia OL 4180	5	224
10. Oklahoma! Sound Track, Capitol SAO 595	9	145
11. Sing Along With Mitch Mitch Miller, Columbia CL 1160	—	1
12. Around the World in 80 Days Sound Track, Decca DL 9046	10	66
13. Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	12	13
14. Gigi Original Cast, M-G-M E 3641 ST	7	4
15. Sail Along Silvery Moon Billy Vaughn, Dot DLP 3100	13	13
16. Hymns Tennessee Ernie Ford, Capitol T 756	—	80
17. Ricky Ricky Nelson, Imperial IMP 9048	11	30
18. Till Roger Williams, Kapp KL 1081	—	15
19. Eydie Gorme Vamps the Roaring Twenties ABC-Paramount 218	—	3
20. 'S AWFUL NICE Ray Conniff, Columbia CL 1137	18	4
21. The King and I Sound Track, Capitol W 740	16	101
22. Come Fly With Me Frank Sinatra, Capitol W 920	17	24
23. Taboo in Hi-Fi Arthur Lyman, Hi Fi Record R 806	19	8
24. Lester Lanin Goes to College Epic LN 3474	23	3
25. Goodnight, Dear Lord Johnny Mathis, Columbia CL 1119	20	10

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Jazz Special Merit Album

SONNY ROLLINS: FREEDOM SUITE (1-12")
Riverside RLP 12-258

"Freedom Suite" represents Rollins' first entry into extended composition. Actually, the suite is a form of theme and variations. One blues-like theme is expanded upon in several melodic and rhythmic patterns. The work itself is not particularly challenging, but the execution by Rollins on tenor, Max Roach on drums and Oscar Pettiford on bass is excellent. Flip side offers four standards also done by the trio, however, the suite is the side that will attract. Platter merits exposure.

Classical Special Merit Album

TCHAIKOVSKY: VIOLIN CONCERTO; MENDELSSOHN: VIOLIN CONCERTO (1-12")
— Christian Ferras, Violin with Philharmonia Orch. (Silvestri). Angel 35606

Young Ferras makes a highly auspicious debut on Angel with this disk. Brilliance of his technique is usually matched with sensitivity and lyricism on these two standards, giving them a feeling of freshness despite their familiarity. The coupling is attractive, too. All but two of Ferras' previous works for other labels are now out of the catalog, so in a sense this is a new beginning for the young artist, whose maturing has readied him for a move into the very top rank of concert violinists.

Opera Album

WAGNER: DIE MEISTERSINGER (5-12")—Various Artists with the Berlin Philharmonic Orch. (Kempe). Angel 3572 E/L

This is the third and finest complete waxing of Wagner's comic masterpiece, with superb sound and unusually clean, exciting choral work. Ferdinand Frantz repeats his sonorous, deft characterization of Hans Sachs, with mellow, manly support from Rudolf Schock and Gottlob Frick. Benno Kusche a delight as Beckmesser. Kempe's baton keeps things

vigorous and crisp but allows melting, reflective passages. A must for opera buffs. Excellent line-by-line libretto.

Spoken Word Album

GREAT AMERICAN SPEECHES (2-12")—Melvyn Douglas, Vincent Price, Ed Begley & Carl Sandburg. Caedmon TC 2016

Caedmon has produced another quality package with strong name value for the spoken-word market in this excellent collection of memorable addresses by famous Americans—Patrick Henry, Lincoln, Washington, Henry Clay, Charles Sumner, Robert E. Lee, etc. All four readers offer thoughtful, effective interpretations.

Pop Stereo Album

DAVE GARROWAY'S ORCHESTRA (1-12")
Cameo 1001. Stereo and Monaural

This fresh-sounding, smoothly played instrumental album is one of the best in the new stereo crop. Basically, it is "mood music," but the stereo-slanted arrangements by Frank Hunter, Marion Evans and Kermit Leslie are lilting, string-filled and serve as fine showpieces for two-channel phonos. Best tracks: "Arrivederci, Roma," with mandolins spotlighted across from the rhythm backing; "Sacred Elephant," with its rice drums and elephant bells. A nice package for buyers who don't want "gimmick" sound. Album is also available monaurally.

Jazz Stereo Album

NO SUN IN VENICE (1-12")—The Modern Jazz Quartet. Atlantic SD 1284. Stereo and Monaural

Monaural version of John Lewis' sound-track score has been selling well. Of the six numbers

(Continued on page 22)

— Album Cover of the Week —

NO SELECTIONS THIS WEEK.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 8

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

1. **COME FLY WITH ME**
Frank SinatraCapitol W 920
2. **SOUNDS OF THE GREAT BANDS**
Glenn Gray and the Casa Loma
OrkCapitol W 1022
3. **JOHNNY'S GREATEST HITS**
Johnny MathisColumbia CL 1133
4. **NEARER THE CROSS**
Tennessee Ernie FordCapitol T 1005
5. **LESTER LANIN GOES TO COLLEGE**
Lester LaninEpic LN 3474
6. **SING ALONG WITH MITCH**
Mitch MillerColumbia CL 1160
7. **SATURDAY NIGHT WITH MR. C.**
Perry ComoVictor LOP 1004
8. **SWINGIN' ON BROADWAY**
Jonah JonesCapitol T 963
9. **'S AWFUL NICE**
Ray Conniff OrkColumbia CL 1137
10. **THE LATE, LATE SHOW**
Dakota StatonCapitol T 876
10. **JUMP FOR JOY**
Peggy LeeCapitol T 979



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JULY 8

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1. **UNCHAINED MELODY**
Ricky NelsonImperial EP 158
2. **RICKY**
Ricky NelsonImperial EP 153
3. **WARM**
Johnny MathisColumbia EP B-10781
4. **HYMNS**
Tennessee Ernie FordCapitol EAP 1-756
5. **NEARER THE CROSS**
Tennessee Ernie FordCapitol EAP 1-1005
6. **THE LATE, LATE SHOW**
Dakota StatonCapitol EAP 1-876
7. **ELVIS**
Elvis PresleyRCA Victor EPA 992
8. **HONKY TONK PIANO**
Knuckles O'TooleGrand Award EP 2001
9. **LOVE IS THE THING**
Nat King ColeCapitol EAP 1-824
10. **ST. LOUIS BLUES**
Nat King ColeCapitol EAP 1-993

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PARAMOUNT PRESENTS

ELVIS PRESLEY


IN
A HAL WALLIS PRODUCTION

KING CREOLE

45 EP | ECONOMY PACKAGE

RCA VICTOR 
EPA-4319

Hear Elvis sing these great hits from the film
King Creole
New Orleans
As Long as I Have You
Lover Doll



A SPLASH MILLION-SELLER EP!

FOUR SENSATIONAL SONGS AVAILABLE ONLY IN THIS EP ALBUM. DIRECT FROM THE SOUND TRACK OF "KING CREOLE," OPENING THIS MONTH IN OVER 500 THEATERS COAST-TO-COAST! ELVIS SINGS: **KING CREOLE · NEW ORLEANS · AS LONG AS I HAVE YOU · LOVER DOLL**

PLUS THIS TERRIFIC NEW SINGLE, FEATURING ELVIS IN TWO MORE OF HIS RED-HOT SONGS FROM "KING CREOLE": **HARD HEADED WOMAN** c/w **DON'T ASK ME WHY** 47/20-7280



Reviews and Ratings of New Popular Albums

Review Spotlight on Albums . . .

Continued from page 20

EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

POPULAR ★★★★★

THE EAST SIDE
Patti Page with Pete Rugolo Ork (1-12")
Mercury MG 12-100

A smooth, svelte Miss Page in black spangled gown adorns both sides of this de luxe, dual-LP package, which is given over to two distinctive music styles. On the "East" side, she offers nine of the typical sophisticated torch tunes, familiar in the expensive east side Manhattan niteries, while the west side disk has a considerably more jazzy and swinging approach. In all cases, Pete Rugolo offers backings that seem just right for the mood. Cover alone can do a lot of business.

GIRLS I HAVE KNOWN

Jim Reeves (1-12") RCA Victor LPM 1685
Jim Reeves comes thru with a fine reading of a group of first rate standards all featuring girls' names on this attractive new album. Reeves sells every song with the same honesty and sin-

cerety that have made him a top singles star. Tunes include "Marie," "Mona Lisa," "Sweet Sue," and "Maria Elena."

POPULAR ★★★

HONKY TONKY PIANO
Pete Handy (1-12") Mercury 20344

A good Gay Ninetyish cover sets the tone of this fine honky tonker by Pete Handy, who gets support from rhythm group and various other instruments with the turn of the century flavor. Tunes are the kind that devotees of this sound like—"Stumbling," "Dardanella," "Hunoresque," etc. Cover has a salable motif, with mustachioed pianist ogling the gal sitting on the piano.

THE BEST OF NOEL COWARD

Harry Arnold Ork (1-12") Mercury MG 20278

The wonderful tunes of Noel Coward are played in smooth, lush fashion on this new LP by the Harry Arnold orchestra. The tunes include "Mad About the Boy," "Someday I'll Find You," "I'll Follow My Secret Heart," etc. They are all handled instrumentally and tastefully by the band. The cover is eye-catching.

GREAT MOTION PICTURE THEMES OF VICTOR YOUNG

Richard Hayman & His Ork (1-12")
Mercury MG 20369

Some of Victor Young's most memorable movie themes are romantically presented by the Hayman ork. Hayman displays his harmonica virtuosity against lush accompaniment on such fare as "When I Fall in Love," "Love Letters," "Stella by Starlight," etc. It's a good deejay programming set for late hour segs.

ROCKIN' CHA

Joe Loco (1-12") Mercury MG 20373

A nice combination of rock and roll and Latin rhythms are presented by Loco with big band backing. Most of the tunes are obscure. It can score with dancers who have mastered the South American steps. It's a much hipper sound than usual by Loco. Good potential in both pop and Latin American markets.

TIME REMEMBERED

Vernon Duke, Piano with Pete Rugolo Ork (1-12") Mercury MG 20380

Charming, programmatic background incidental score by Vernon Duke is tastefully interpreted with the composer at the piano with ork help by Pete Rugolo. It's a romantic score with some vocals by Tony Travis. It will score best, of

in the album, stereo especially enhances the last, which, in the form of a triple fugue, lends itself beautifully to split channels. John Lewis' delicate, introverted style of composition does not stress on the sharp dramatic contrasts which are specially glorified by stereo. However, set should click with MJQ fans who are equipped to play stereo.

Sound Stereo Albums

THE MUSIC MAN (1-12")—Jimmy Giuffre & His Music Men. Atlantic SD 1276. Stereo and Monaural

Monaural version of this album was reviewed in issue of February 3, 1958, and was given a jazz spotlight review. It's almost as the stereo was developed the better to showcase this album. The very happiest of marriages of sound and science is the result, with the two channels blending and separating Jimmy Giuffre's remarkable music in thrilling fashion. An absolute must for dealers carrying stereo as a jazz demo disk.

HALLMARK STEREO DEMONSTRATION RECORD (1-12")—Narrated by Del Sharbutt. Hallmark HLP 310. Stereo only

Dealers and audiophiles will get plenty of mileage from this dramatic-sounding demonstration stereo waxing; the second side is a duplicate of the first, allowing alternate plays to save wear and tear. The album, narrated by Del Sharbutt, shows off basic stereo disk

course, with those who have seen the Jean Anouilh play. Cover should help attract buys.

HOT CARGO!

Ernestine Anderson with Harry Arnold Ork (1-12") Mercury MG 20354

Ernestine Anderson, who has sung with many key bands and groups such as Lionel Hampton's Ork and the Russell Jacquet and Eddie Heywood crew, has a good album here. She sings a fine group of standards with feeling and warmth, showing off first rate phrasing on both rhythm tunes and ballads. Tunes include "Mad About the Boy," "Love for Sale," "Ill Wind." She is backed warmly by the Harry Arnold Ork.

POPULAR ★★

I WANT TO BE HAPPY!

Emil Stern Ork (1-12") Mercury MG 20341

Pianist Emil Stern devotes himself to the rickety-tick, honky-tonk flavor of the 'twenties in this set of tunes typifying that period. The piano, of course, is goofed up with that barroom sound and Stern is accompanied by a small band with emphasis on rhythm. Sides include "Twelfth Street Rag," "Rose Marie," etc. Fair enough wax in its school.

SOCIETY DANCES

Milt Shaw Ork (1-12") USD 1005

Monaural version of this album has been available for a few months. The single-track version was priced at a \$2.98 "Buy of the Month." Since its collection of 37 vintage show tunes and pop favorites are styled for adults, the two-channel platter may appeal to the well-heeled buyers who are likely to be early on the stereo phono purchasing scene.

IT'S JUST THE GYPSY IN MY SOUL

David Romaine Ork (1-12") Mercury MG 20361

David Romaine, who taught himself to play violin while a lad in Europe, plays a group of popular tunes in gypsy style on this LP. Romaine, who plays the violin in typical gypsy-styled manner, does a good job with "Autumn Leaves," "Hot Canary," and "Tango Tzigane." For fanciers of the Hungarian-gypsy style.

TORCH TIME

The Ink Spots (1-12") Decca DL 8768

Fans of the Ink Spots will like this package. It is in their typically smooth, mellow style, with talking choruses. Ballad material includes great songs, as "When the Swallows Come Back to Capistrano," "My Prayer," "It's a Sin to Tell a Lie."

TOO MUCH, TOO SOON

Sound Track (1-12") Mercury MG 20381

John Barrymore's daughter Diana has led a tragic life, and this sound-track score by Ernest Gold from her movie bio is also on the somber side. Little here for jocks, but album may appeal to movie fans as souvenir package.

I REMEMBER ENGLAND

Dennis Wilson, His Piano & Ork (1-12")
Fiesta FLP 1232

British bandleader Wilson offers pleasant, dreamy instrumental treatments of 12 nostalgic standards, many penned by English cliffters—"The Very Thought of

sound with some good sonic effects (trains, planes, etc.), then provides a well-chosen sampling of available Hallmark stereo platters in both the pop and classical vein.

AROUND THE WORLD IN STEREO (1-12")

Various artists. Elektra SMP 4X. Stereo only
One of the best of the two-channel "samplers" tailored along more intimate lines than most. Selections vary from a lively Dixieland "Tiger Rag" by Ken Davern and a flashing "Sevillanas" by Sabicas to various European folk music groups and a Trinidad steel band. Recording and stereo work are of top-notch quality, and dealers and audio fans alike will find plenty of use for this platter as a show-piece. Some of the "sampled" records have already been released monaurally.

Low-Priced Stereo Sound Album

A HI-FI BAND CONCERT (1-12")—Pride of the '48. Stereo-Fidelity SF 6500. Stereo and Monaural

Stirring renditions of some of the most familiar marches in clear, lifelike sound featuring a band which turns out crisp and biting music. A brass band with teeth, if this disk is a criterion, provides especially good stereo demonstration material, abetted by the simple two-part harmonies usually employed. This disk, in particular, is a model of its type, with vivid channel separation. Striking cover.

You," "I'll See You Again," etc. Romantic jockey wax. Bosomy blonde on cover is featured on Fiesta's entire "I Remember" LP series—an eye-catching display line.

Tunes include "Song from Moulins Rouge," "Lisbon Antigua" and "Petticoats of Portugal." Low-price tag should lure buys.

LOW PRICE-POPULAR ★★★★★

101 STRINGS PLAY THE BLUES

(1-12") Stereo-Fidelity SF 5800

STEREO & MONAURAL VERSIONS

The blues may not have been written with a performance by such a large string group in mind, and purists will likely see little logic in such performances. But a sizable chunk of the population prefers string-heavy arrangements of whatever it hears, and this disk will certainly please them. If equipped for stereo, they should also enjoy the sound of half the group, coming from the left speaker, and the rest of the orchestra's sound from the right. Good channel separation. Set has been a good monaural seller.

A TRIBUTE TO GLENN MILLER

The Hamburg Philharmonia Ork. (Kuhn) (1-12") Stereo-Fidelity SF 5800

STEREO & MONAURAL VERSIONS

Monaural version of this album has been on the market a while. The stereo version gains a bit with the two-channel voicing, but is still just another of the many "salutes" to the late bandleader. Engineering work is fair, with the channel balances calling for frequent home knob-twiddling.

HITS FROM SOUTH PACIFIC AND THE MUSIC MAN

Hollywood Sound Stage Chorus with The Theater Ork (1-12") Stereo-Fidelity SSP 77

STEREO & MONAURAL VERSIONS

Monaural version of this album has been selling well. In stereo, it should prove a fairly strong entry in the low-priced two-channel record market, although stereo merely spreads out the same orchestra-and-chorus sound of the monaural version, with no unusual effects.

SONG HITS FROM SOUTH PACIFIC

(1-12") Colortone C33-4931

Here's another excellent low-priced package of "South Pacific" tunes, featuring listenable, professional vocals and lush musical backgrounds, presented very much as they were in the original. Cover, (an eye-catching version of the hair-washing bit) has sock display value.

LOW PRICE-POPULAR ★★★

HIT SONGS FROM OKLAHOMA & THE KING AND I AND OTHER GREAT SHOWS

(1-12") Colortone C33-4930

A good deal for the price. Package has a colorful cover. In addition to music from the Rodgers and Hammerstein shows, there are also songs from "Babes in Arms," "On Your Toes," "Roberta" and "Very Warm for May." First side, containing the featured material, is done by boy and girl duet, with chorus; much of the second is instrumental. Good sound and performance altho artists are unbilled.

LUSH INSTRUMENTALS

Vincent Lopez Ork.; Rod Gregory Ork.; and Various Other Orks (1-12") Colortone C33-4934

Set includes several international standards, most of which are in Latin tempos. All are given full ork, romantic settings. Some have chorus vocals.

HAMMOND ORGAN IN HI FI - VOL. 2
Leslie Carter, Organist (1-12") Colortone C33-4933

"Deep Purple," "Villa," "Summertime" and other standards are given a mood of warmth and charm by the organist. Low price and the quality of Vol. 1 should help brisk sales.

LOW PRICE-POPULAR ★★

SONGS FROM GIGI

Various Artists with Colortone Studio Ork & Chorus (1-12") Colortone C33-4932

Soloists in this, another of the numerous "Gigi" music sets on the market, are Dottie Evans, Michael Stewart, Jack Brown and Lois Winter, who collectively leave a bit to be desired. Eight songs from the pic are presented but the orkings and the vocal work somehow seem to lack that "on stage" feel. Fair prospects only, particularly in view of heavy competition.

FOLK ★★★★★

FOLLOW THE DRINKING GOURD

Michel Larue, Alex Foster & The Drinking Gourds (1-12") Counterpoint CPST 560

STEREO & MONAURAL VERSIONS

An unusual and effective stereo entry, featuring a richly flavored collection of American Negro folk vocals with rhythmic backings. Channel separations are extremely well handled thru first-class engineering, adding lots of emotional impact to the album's collection of field hollers, early blues, work chants



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THE SIDE-SPLITTER
Redd Foxx—DTL #253

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9512 South Central Ave.
Los Angeles 2, Calif.

**GIVE TO DAMON RUNYON
CANCER FUND**

SUMMER'S STEADIEST SELLER!
HOW WILL I KNOW MY LOVE?
by Annette
F-102
DISNEYLAND RECORDS
BURBANK, CALIFORNIA

Album of the Week
"MELIS AT MIDNIGHT"
CELP-414
39 West 60th Street
New York 23, N. Y.
JUdson 6-3620
SEECO

NO. 7 BEST SELLER IN DOWNBEAT'S JAZZ LONG PLAY POLL!
AHMED JAMAL Trio
at the Pershing Lounge, Chicago
"BUT NOT FOR ME"
ARGO LP-628
Hit EP from the JAMAL LP
ARGO EP-1076
WATCH FOR NEW RAMSEY LEWIS SINGLE
"CARMEN"
Argo 5303
CHESS PRODUCING CORPORATION
CHESS CHECKER ARGO
2120 S. Michigan, Chicago 16, Ill. Phone: CA 5-2770

and religious numbers. Many of the songs become intensely dramatic because of positioning of vocalists and chorus and are fine stereo "show off" pieces.

SONGS OF A RUSSIAN GYPSY

Theodore Bikel (1-12") Elektra 150
Spirited Russian songs sung with clarity, emotion and an engaging primitive quality by Bikel, whose reputation is growing. "Kak Stranno" and "Dve Gitari" are among the best. Excellent balalaika, violin and guitar backing. Booklet with full text and translations.

LATIN AMERICAN ★★★★★

LATIN AMERICAN RHYTHMS
The Guarani (1-12") Mercury MG 20337
Here is an authentic-sounding, exciting collection of Latin American folk songs—representing (mostly sung in Spanish) ranging in mood from romantic and melancholy to verveful danceable tempos. Group offers solid interpretations with expressive solo segs by lead singer. A strong entry in the market.

LATIN AMERICAN ★★★

VIVA! CHA CHA CHA
Monchito Ork (1-12") Fiesta FLP 1233
A dozen bands are here presented which include mambos and cha cha chas of both the uptempo and slow, seductive variety. Each contains a vocal, either with male soloist, male group or combination of both. Well recorded, danceable wax for those with a yen for these rhythms. In this field it rates interest.

CHA CHA, MAMBO AND MERENGUE

Simon Bolivar Band (1-12") Mercury MG 20177
Bolivar, rising batoner, leads two orks with great flair in "Irma," "Do It Yourself Merengue," "Three Blind Mice" and other slick examples of the title dances. Should do very well in this market plus some pop sales.

INTERNATIONAL ★★★

I REMEMBER GERMANY
Various Artists (1-12") Fiesta FLP 1230
German popular songs from Bavaria to the Baltic, guaranteed to remind listeners of the good old days. Arrangements, varied for dancing and listening, are smooth, and renditions by various hands authentic. Classically trained tenor with beautifully produced tones is outstanding. Absence of translations will restrict sales, but album will sell
(Continued on page 47)

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★

SAINT SAENS: SYMPHONY NO. 3 (1-12")—Hans Eibner, Organ with Vienna Philharmonic Symphony Orch. (Swarowsky). Urania USD 1901
STEREO & MONAURAL VERSIONS
The up against stern competition from a whole batch of other new monaural versions, especially from the Grmandy-Biggs album for Columbia, this ranks with the best in performance value. The monaural version, out for some time, is aided dramatically by pressing it in stereo. The full breadth of the massive work is realized with force and brilliance, the second movement, particularly, taking on sonic vitamins. The second side of the album makes an outstanding classical demonstrator.

BOCCHERINI: CELLO CONCERTO; VIVALDI: 2 CELLO CONCERTOS (1-12")—Aldo Parisot, Cello with Baltimore Conservatory Orch. (Stewart). Counterpoint CPT 555
STEREO & MONAURAL VERSIONS
The youthful Brazilian virtuoso turns in a gorgeously rich tonal treatment of the Boccherini in what must be the top version of this familiar work since the Casals disk went out of the catalog some time back. The seldom played Vivaldis also are played with both force and finesse. The stereo sound should please some but may disturb others, since the channel separation is so broad that the soloist seems virtually alone on one side with the orchestra dominating the other. To those who object, a lovely natural sound results from playing the album monaurally, thru a single amplifier.

SEMI-CLASSICAL ★★

STRAUSS SPARKS IN HI-FI
Vienna Philharmonic Symphony Orch. (Hagen). (1-12") Urania USD 1003
STEREO & MONAURAL VERSIONS
Hagen's conducting stresses smoothness and facility rather than emphasis on

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

the shock values of orchestral contrasts to which the younger Strauss' miniatures lend themselves. For those desiring durability rather than color, this will be a satisfactory album, altho confronted with heavy competition from such as the Hollywood Bowl Symphony and Arthur Fiedler. Because of the reading, stereo is less effective than it would be with a more vigorous delineation of color.

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★

ALONE TOGETHER
The Dave Appell Quintet (1-12") Cameo 1004
STEREO & MONAURAL VERSIONS
Dave Appell sets a cool, relaxed pace thruout on his original title penning, and eleven fine standards like "Easy to Remember," "Little Girl Blue," "Street of Dreams," and "I've Got It Bad." It's fine "mood jazz," with some great vibes work by Eddie Costa and thoughtful solos by Buddy Savitt (tenor), and Appell (guitar). The album does a lot to show that a good jazz group, plus good stereo, is quite a combination.

I SWING FOR YOU
Lennie Niehaus (1-12") Mercury MG 36118

Lennie Niehaus has gathered a good group of jazz musicians about him for this new set, and he and the group turn in some pleasant work on eight tunes, four originals and four evergreens. The men with Niehaus are B. Perkins on tenor; L. Levy on piano; R. Kelly on bass; S. Perlow on bary; K. Shroyer on trumpet and J. McKensie on drums. The music is somewhat in the Ellington tradition with arrangements by both Niehaus and Perkins. The jazz is fluid, colorful and cool. Best sides are "P. & L." & "Four Eleven West."

(Continued on page 47)

• Reviews of New Stereo-Only Albums

POPULAR

MARDI GRAS
Fred Martin Ork (1-12") Hallmark HLG 505
This is not, apparently, the Freddy Martin who has been a fixture in hotel niteries for many seasons and who waxes for Capitol, despite the similarity in ork names. Tunes are a collection of tropic-flavored oldies like "La Cumparsita," "Dreams of South Seas," and "Blue Tango," plus some ringers like "Roll Out the Barrel." Stereo sound work is generally good, and is effective in string passages.

DANCE PARTY
Lenny Herman Quintet (1-12") Hallmark HLP 311

Clear-cut channel separations add a sparkle to these pleasant, dance-tempo oldies by Lenny Herman's group, but the performance basically is on the routine side in tunes like "Chinatown," "Meet Me in St. Louis," "You Tell Me Your Dream" and is not unlike the stylings of the Three Suns group. May find buyers among "society tempo" fanciers.

JAZZ

WILBUR DE PARIS AT SYMPHONY HALL (1-12") Atlantic SD 1253

Dixieland and progressive jazz may be nearing an era of peaceful coexistence. This recording of the October 1956 Boston concert shows that DeParis is bringing the two together in what he himself calls "new sounds in traditional classic jazz." Emphasis is the blues idiom, but there are also some exciting new sounds. DeParis and group seem at home in any style, and the entire album is a jolter. Stereo lends some aid to perhaps half the numbers, but the others would be just as effective monaurally.

DIXIELAND JAZZ IN STEREO
The Empire City Six (1-12") Hallmark HLP 312

Spectacular is the word for Dixieland in stereo, and Hallmark has done a splendid job of proving that—at least on this disk. Clean channel separation between soloist and ensemble, and between melody and harmony, is achieved

less artificially on small groups than with full orchestras. The Empire City Six blow up a hurricane with a batch of old New Orleans favorites which turn this into a near-perfect stereo demonstration disk.

PORTRAIT OF PEE WEE

Pee Wee Russell, Clarinet, & Various Artists (1-12") Counterpoint CPST 562
Pee Wee Russell, aided by such stalwarts as Rudy Braff on trumpet, Bud Freeman on tenor sax and Vic Dickenson on trombone, present a package which features striking harmonies, exciting ensemble work and some spectacular solo flights. While some numbers verge on New Orleans style, others seem as modern as today. Heard in stereo, contrast is greatly heightened, with much of the album featuring soloists against rhythm background, which makes for good two-speaker fare.

THE SPIRIT OF CHARLIE PARKER

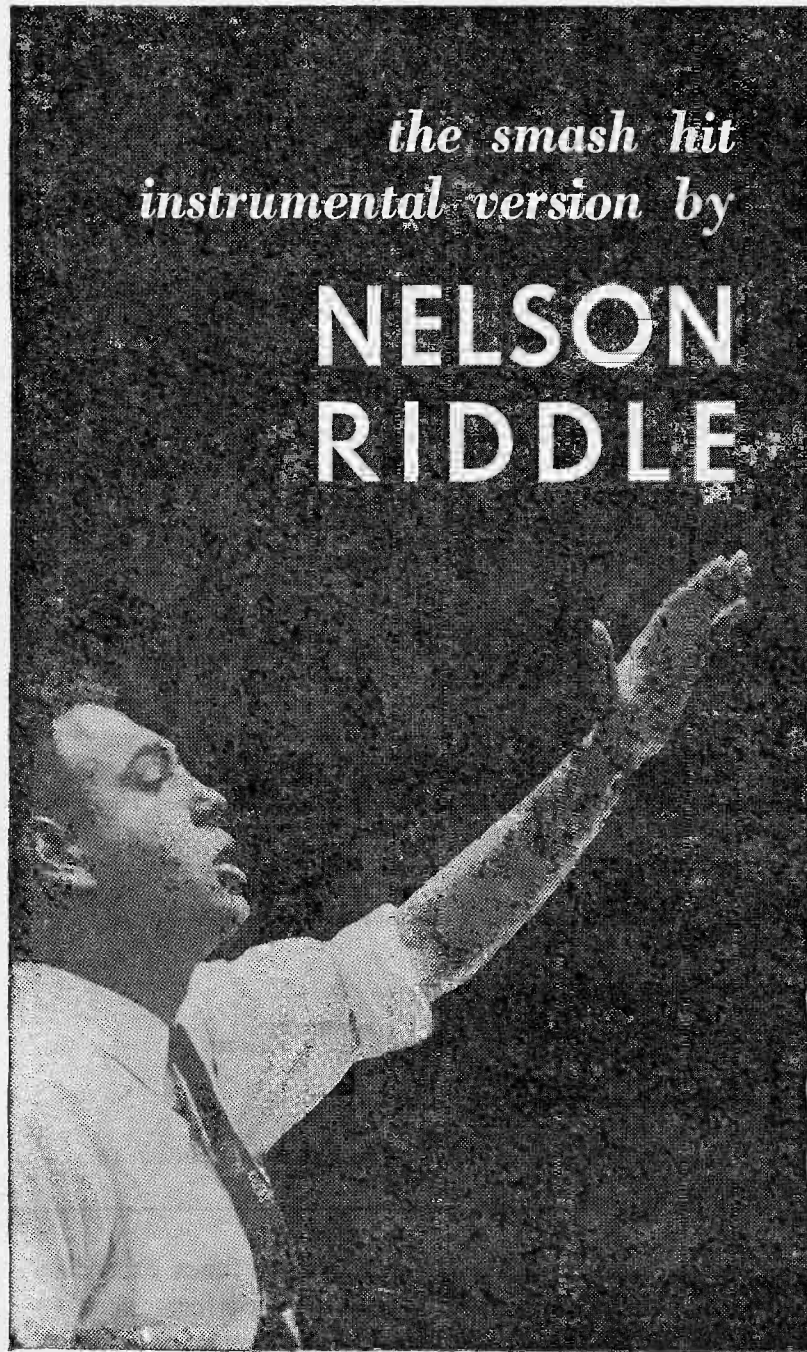
Various Artists (1-12") World Wide MGS 20003
A flute trio, composed of Frank Wess, Bobby Jaspar, and Seldon Powell, provide much of this fine jazz album's freshness and originality in saluting the late "Bird," whose influence on modern group work has been profound. Aided by Rudy Van Gelder's superb engineering, as well as Billy Ver Planck's arranging, the septet explores four of Parker's best musical ideas with skill and taste, specifically with stereo in mind. It's a "must" for jazz buffs with stereo gear.

INTERNATIONAL

PASO DOBLE!
Antonio Tain & Los Banderillos (1-12") World Wide MGS 20004

Excellent sound and good channel separation are the features of this disk of standard paso dobles. The renditions are unusual in that they bypass the usual brass band approach to bullfight music. The steady beat, underscored with castenets, makes the renditions danceable, moreover, and the album bears the subtitle: "Dance of the Bullfighters." Tain supplies some gaudy solo trumpet embellishments. Cover has impact, too.

(Continued on page 47)



the smash hit instrumental version by

NELSON RIDDLE

**NEL BLU
DI PINTO
DI BLU**

(Blue Painted on Blue)

e/w Walkin'

record no. 4024



HONOR ROLL OF HITS

TRADE MARK REC.

THE NATION'S TOP TUNES For survey week ending July 5

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Purple People Eater By Sheb Wooley—Published by Cordial (BMI) BEST SELLING RECORD: Sheb Wooley, M-G-M 12651.	1	7	6. Patricia By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORD AVAILABLE: Morty Craft Ork, M-G-M 12672.	10	3
2. Yakety Yak By Jerry Leiber and Mike Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6116. RECORD AVAILABLE: Tompall and the Glasers, Robbins 1006.	3	6	7. Splish Splash By Darin-Murray—Published by Portrait (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6117.	15	3
3. Hard Headed Woman By Claude De Metzruis—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7280.	6	3	8. Poor Little Fool By S. Sheeley—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 3528. RECORD AVAILABLE: Johnny Angel & the Dodgers, Sky 119.	24	2
4. Secretly By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.	4	9	9. Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854.	5	14
5. All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.	2	12	10. Padre By Alain Romans-Paul Francis Webster—Published by Ross-Jungnickel (ASCAP) BEST SELLING RECORD: Toni Arden, Decca 30628. RECORDS AVAILABLE: Valerie Carr, Roulette 4066; Erin O'Brien, Coral 61976; Sarah Vaughan, Mer 71303.	12	7

Second Ten

11. Endless Sleep By Jody Reynolds-Dolores Nance—Published by Johnston-Montei-Elizabeth (BMI) BEST SELLING RECORD: Jody Reynolds, Demon 1507. RECORDS AVAILABLE: Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126.	9	7	16. Big Man By Bruce Belland & Glenn Larson—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3960.	14	10
12. Sugar Moon By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750.	7	10	17. Do You Want to Dance? By Bobby Freeman—Published by Clockus (BMI) BEST SELLING RECORD: Bobby Freeman, Josie 835.	13	8
13. What Am I Living For? By Jay-Harris—Published by Progressive Rush (BMI) BEST SELLING RECORD: Chuck Willis, Atlantic 1179.	18	9	18. Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.	11	13
14. When By Jack Reardon-Paul Evans—Published by Sounds & Michele (ASCAP) BEST SELLING RECORD: Kalin Twins, Decca 30642.	19	2	19. A Certain Smile By Francis Webster and Sammy Fain—Published by Miller (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41193. RECORDS AVAILABLE: Leni Barteri, Big B-1012; Jerry Fuller, Lin 5015; Sonny Gale, Dec 30670; Montenegro Ork and Chorus, 20th Fox 107; Ray Rivera, Patio 100; Andy Russell, Vic 7299; Milton Sparks, Hunt 320; Sandy Stewart, Atco 6118.	-	1
15. Rebel-Rouser By Duane Eddy-Lee Hazlewood—Published by Gregmark (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1104.	28	2	20. Willie and the Hand Jive By Johnny Otis—Published by El Dorado (BMI) BEST SELLING RECORD: Johnny Otis Show, Cap 3966.	-	1

Third Ten

21. You Need Hands By Roy Irwin—Published by Lakeview (ASCAP) RECORDS AVAILABLE: Max Bygraves, London 1801; Eydie Gorme, ABC-Paramount 9925.	23	6	26. Jennie Lee By Berry-Ginsburg—Published by Daywin (BMI) RECORDS AVAILABLE: Jan and Arnie, Arwin 108; Moon Mulligan, Coral 61994; Billy Ward and His Dominoes, Liberty 55136.	16	7
22. For Your Precious Love By Brooks & Butler—Published by Gladstone (ASCAP) RECORD AVAILABLE: Jerry Butler & the Impressions, Abner 1013.	24	2	27. Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) RECORDS AVAILABLE: Earl Bostic, King 5136; Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Platters, Mercury 71289; Three Suns, Vic 447-0026.	8	14
23. He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Laurie London, Cap 3891; Jo March, Kapp 215; Barbara McNair, Coral, 61972; Statesmen Quartet, Vic 7253; Travelers, Anxex 4012.	20	16	28. My True Love By Jack Scott—Published by Starfire-Peer International (BMI) RECORD AVAILABLE: Jack Scott, Carlton 462.	-	1
24. Guess Things Happen That Way By Jack Clement—Published by Knox (BMI) RECORD AVAILABLE: Johnny Cash, Sun 295.	21	5	29. Enchanted Island By Robert Allen and Al Stillman—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Col 41194; Jane Morgan, Kapp 221.	-	1
25. Left Right Out of Your Heart By Mort Garson — Earl Shuman—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Vaughn Monroe, Vic 7284; Patti Page, Mer 71331.	24	2	30. Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Don Gibson, Vic 7125; Swallows, Federal 12319; Jackie Walker, Imperial 5490.	22	14

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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.

Chalk Up

THREE REALLY BIG ONES!



MARTY ROBBINS
SHE WAS ONLY SEVENTEEN

(He Was One Year More)

c/w

SITTIN' IN A TREE HOUSE

COLUMBIA 4-41208



GEORGE MORGAN
I'M NOT AFRAID

c/w

LOVABLE YOU

COLUMBIA 4-41188

HEAR THIS NEW GREAT— — REALLY GREAT VOICE!

JIM ("The Voice") SWEENEY

SICK, SICK, SICK c/w GONNA FIND MY SWEETHEART

COLUMBIA 4-41201

COLUMBIA RECORDS



© Columbia 1958

Eydie says:

THANK YOU, THANK YOU, THANK YOU
for the helping hand you gave to "You Need Hands" —
here's hopin' you like our new one

GOTTA' HAVE RAIN

b/w **TO YOU, FROM ME**

ABC 9944

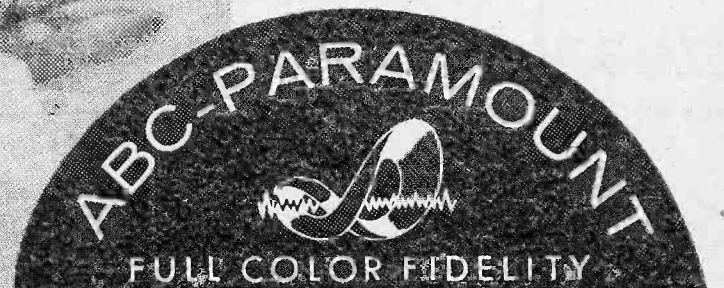
sung by

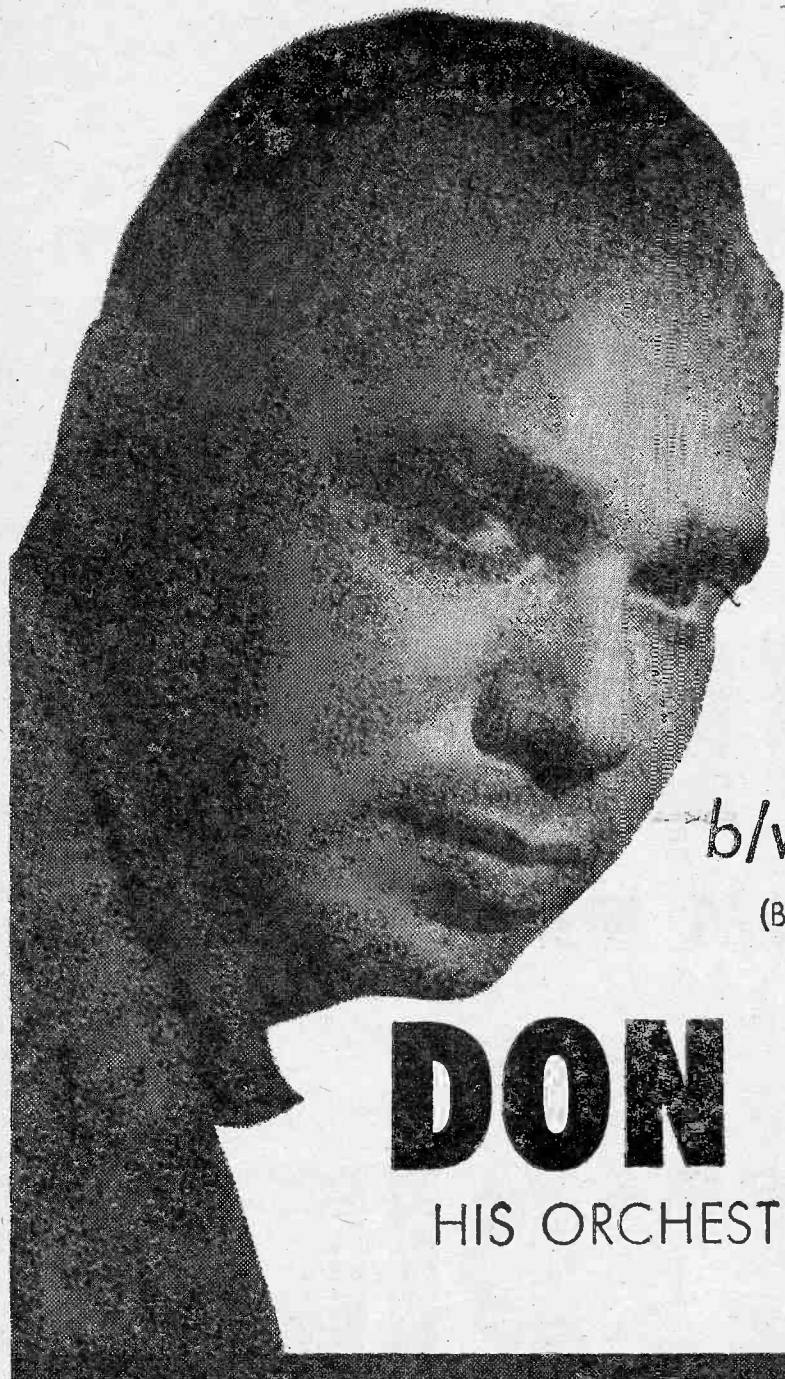
EYDIE GORMÉ

Arranged and conducted
by DON COSTA

See Eydie sell it on
"The Steve Lawrence-Eydie Gormé
Show" on NBC-TV!
"Gotta' Have Rain" has
gotta be big!

Distributed in Canada
by Sparton of Canada, Ltd.





Everyone* loves Don Costa's way with
**LOVE SONG
FROM
"HOUSEBOAT"**

b/w **BING, BANG, BONG** ABC 9943

(BOTH SONGS FROM THE PARAMOUNT PICTURE "HOUSEBOAT")

DON COSTA

HIS ORCHESTRA AND CHORUS

*Including Billboard —
"There are several
versions but this is
the most spinnable!"

You're Looking At A Big Hit In The Making!

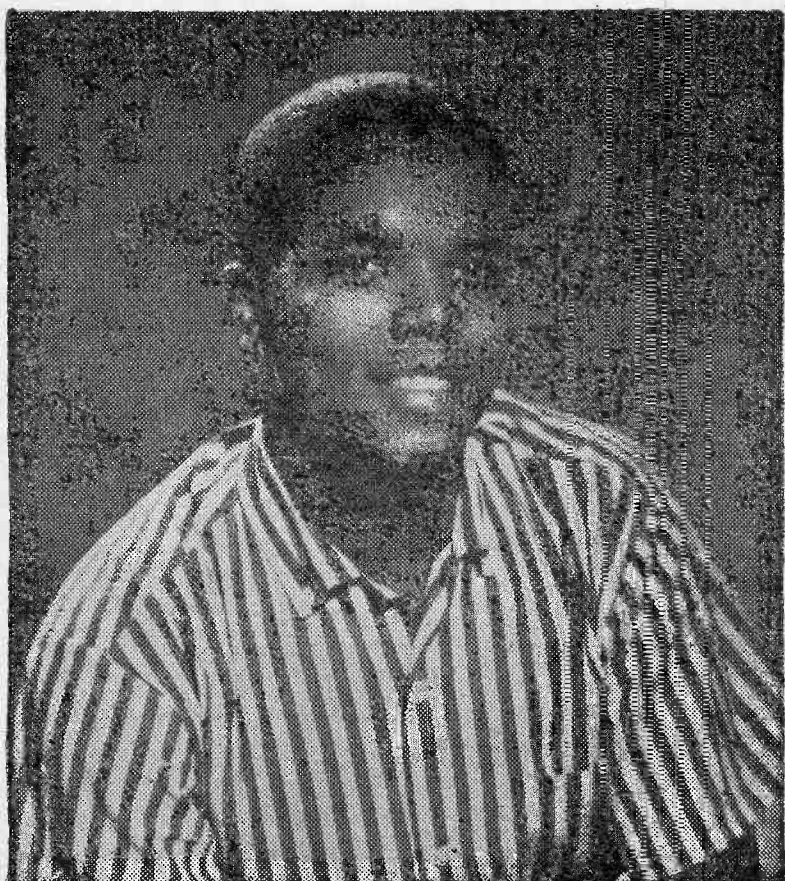
YOU'RE LOOKING AT ME

b/w **TRULY LOVE** ABC 9942

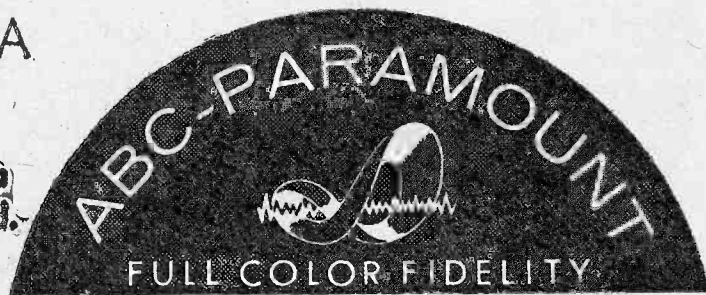
excitingly sung by

**JOHNNY
NASH**

Arranged and conducted
by DON COSTA



Distributed in Canada
by Spartan of Canada, Ltd.





BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail 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.

FOR SURVEY WEEK ENDING JULY 5, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. PURPLE PEOPLE EATER (BMI)— Sheb Wooley	1	7	17. WITCH DOCTOR (ASCAP)— David Seville	10	14	34. YOU NEED HANDS (ASCAP)— Eydie Gorme	38	6
I Can't Believe You're Mine (ASCAP)— M-G-M 12651			Don't Whistle at Me, Baby (ASCAP)— Liberty 55132			Dormi, Dormi, Dormi (ASCAP)— ABC-Paramount 9925		
2. HARD HEADED WOMAN (ASCAP)— Elvis Presley	3	3	18. LEROY (BMI)—Jack Scott	21	5	35. A CERTAIN SMILE (ASCAP)— Johnny Mathis	45	2
DON'T ASK ME WHY (ASCAP)— Vic 7280			MY TRUE LOVE (BMI)—Carlton 462			Let It Rain (ASCAP)—Col 41193		
3. YAKETY YAK (BMI)—Coasters	2	6	19. LOOKING BACK (BMI)—Nat King Cole	13	14	36. OOH? MY SOUL (BMI)—Little Richard	31	4
Zing! Went the Strings of My Heart (ASCAP)— Atco 6116			Do I Like It (BMI)—Cap 3939			TRUE, FINE MAMA (BMI)— Specialty 633		
4. POOR LITTLE FOOL (BMI)— Ricky Nelson	18	2	20. BIG MAN (BMI)—Four Preps	15	10	37. IF DREAMS 'CAME TRUE (ASCAP)— Pat Boone	—	1
Don't Leave Me This Way (BMI)—Imperial 5528			Stop, Baby (ASCAP)—Cap 3960			THAT'S HOW MUCH I LOVE YOU— (BMI)—Dot 15785		
5. SPLISH SPLASH (BMI)—Bobby Darin	8	4	21. JENNIE LEE (BMI)—Jan and Arnie	12	8	38. ZORRO (BMI)—Chordettes	36	8
Judy, Don't Be Moody (BMI)—Atco 6117			Gotta Getta Date (BMI)—Arwin 108			Love's a Two-Way Street (BMI)—Cadence 1349		
6. PATRICIA (ASCAP)—Perez Prado	6	4	22. TWILIGHT TIME (BMI)—Platters	14	14	39. ONE SUMMER NIGHT (BMI)— Danleers	41	2
Why Wait? (BMI)—Vic 7245			Out of My Mind (BMI)—Mer 71289			Wheelin' and A-Dealin' (BMI)—Mercury 71322		
7. ALL I HAVE TO DO IS DREAM (BMI) Everly Brothers	4	12	23. WILLIE AND THE HAND JIVE (BMI) —Johnny Otis Show	29	3	40. BLUE BLUE DAY (BMI)—Don Gibson	—	1
CLAUDETTE (BMI)—Cadence 1348			Ring-a-Ling (BMI)—Cap 3966			Too Soon to Know (BMI)—Vic 7010		
8. ENDLESS SLEEP (ASCAP)— Jody Reynolds	5	8	24. SUGAR MOON (BMI)—Pat Boone	16	10	40. THE BIRD ON MY HEAD (ASCAP)— David Seville	—	1
Tight Capris (BMI)—Demon 1507			Cherie, I Love You (ASCAP)—Dot 15750			Hey There, Moon (ASCAP)—Liberty 55140		
9. SECRETLY (ASCAP)—Jimmie Rodgers	7	10	25. PADRE (ASCAP)—Toni Arden	25	8	42. RUMBLE (BMI)— Link Wray and His Ray Men	33	11
MAKE ME A MIRACLE (ASCAP)— Roulette 4070			All at Once (ASCAP)—Dec 30628			The Swag (BMI)—Cadence 1347		
10. REBEL-ROUSER (BMI)—Duane Eddy	22	2	26. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis	26	7	43. TALK TO ME, TALK TO ME (BMI) —Little Willie John	—	12
Stalkin' (BMI)—Jamie 1104			Fools Like Me (BMI)—Sun 296			Spasms (BMI)—King 5108		
11. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman	11	9	27. OH, LONESOME ME (BMI)— Don Gibson	32	18	44. EL RANCHO ROCK (BMI)—Champs	40	7
Big Fat Woman (BMI)—Josie 835			I Can't Stop Loving You (BMI)—Vic 7133			Midnighter (BMI)—Challenge 59007		
12. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	17	5	28. JOHNNY B. GOODE (BMI)— Chuck Berry	24	11	45. ENCHANTED ISLAND (ASCAP)— Four Lads	—	1
Sweet Was the Wine (ASCAP)—Abner 1013			Around and Around (BMI)—Chess 1691			Guess What the Neighbors'll Say (BMI)—Col 41194		
13. WHEN (ASCAP)—Kalin Twins	19	3	29. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	27	13	46. DON'T GO HOME? (BMI)—Playmates	43	4
Three o'Clock Thrill (BMI)—Dec 30642			Doncha' Think It's Time (BMI)—Vic 7240			Can't You Get It Through Your Head (BMI)— Roulette 4072		
14. RETURN TO ME (ASCAP)— Dean Martin	9	14	30. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page	35	2	47. COME WHAT MAY (BMI)— Clyde McPhatter	50	2
Forgetting You (ASCAP)—Cap 3894			Longing to Hold You Again (ASCAP)— Mercury 71331			Let Me Know (BMI)—Atlantic 1185		
15. WHAT AM I LIVING FOR? (BMI)— Chuck Willis	23	10	31. NO CHEMISE, PLEASE (BMI)— Gerry Granahan	30	5	48. LITTLE MARY (BMI)—Fats Domino	—	1
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179			Girl of My Dreams (ASCAP)—Sunbeam 102			Prisoner's Song (ASCAP)—Imperial 5526		
16. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	20	7	32. I WONDER WHY (ASCAP)— Dion and the Belmonts	28	8	49. DOTTIE (BMI)— Danny and the Juniors	48	3
COME IN, STRANGER (BMI)—Sun 295			Teen Angel (ASCAP)—Laurie 3013			In the Meantime (BMI)—ABC-Paramount 9926		
			33. FOR YOUR LOVE (BMI)— Ed Townsend	34	13	50. JUST A DREAM (BMI)—Jimmy Clanton	—	1
			Over and Over Again (BMI)—Cap 3926			You Aim to Please (BMI)—Ace 546		

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

THE FREEZE (Warman, BMI)—Tony and Joe—Era 1075—Gonna Get a Little Kissin' Tonight (Hilliary, BMI)

A previous Billboard Spotlight pick.

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

LITTLE MARY (Travis, BMI)—Fats Domino—Imperial 5526—Prisoner's Song (Shapiro-Bernstein, ASCAP)

A previous Billboard Spotlight pick.

JUST A DREAM (Ace, BMI)—Jimmy Clanton—Ace 546—You Aim to Please (ACE, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JULY 5

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Fever **Peggy Lee**
(BMI) Capitol 3998

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

A New Novelty for Hot Sales!

Chantilly Lace

Solidly Coupled With

“Purple People Eater
Meets The Witch Doctor”

by the **BIG BOPPER**

MERCURY 71343

THE BIG HITS ARE ON

TODAY'S HIT TRADEMARK



PATTI PAGE
Left Right Out of Your Heart
MERCURY 71331

THE DANLEERS
One Summer Night
MERCURY 71322

THE PLATTERS
You're Making A Mistake
MERCURY 71320

THE DIAMONDS
Kathy-O
MERCURY 71330

THE GAYLORDS
Ma-Ma-Marie
MERCURY 71337

BUSINESS IS GOOD

Hit #1

NO CHEMISE, PLEASE

e/w

GIRL OF MY DREAMS

102

Gerry Granahan

Hit #3

STRAIGHTEN UP AND FLY RIGHT

e/w

WRONG GUY

108

De John Sisters

SUNBEAM RECORDS INC.

ON SUNBEAM

Hit #2

COME HERE

b/w

WILL WE MEET AGAIN

104

Lillian Briggs

Hit #4

NOTHIN' SHAKIN'

b/w

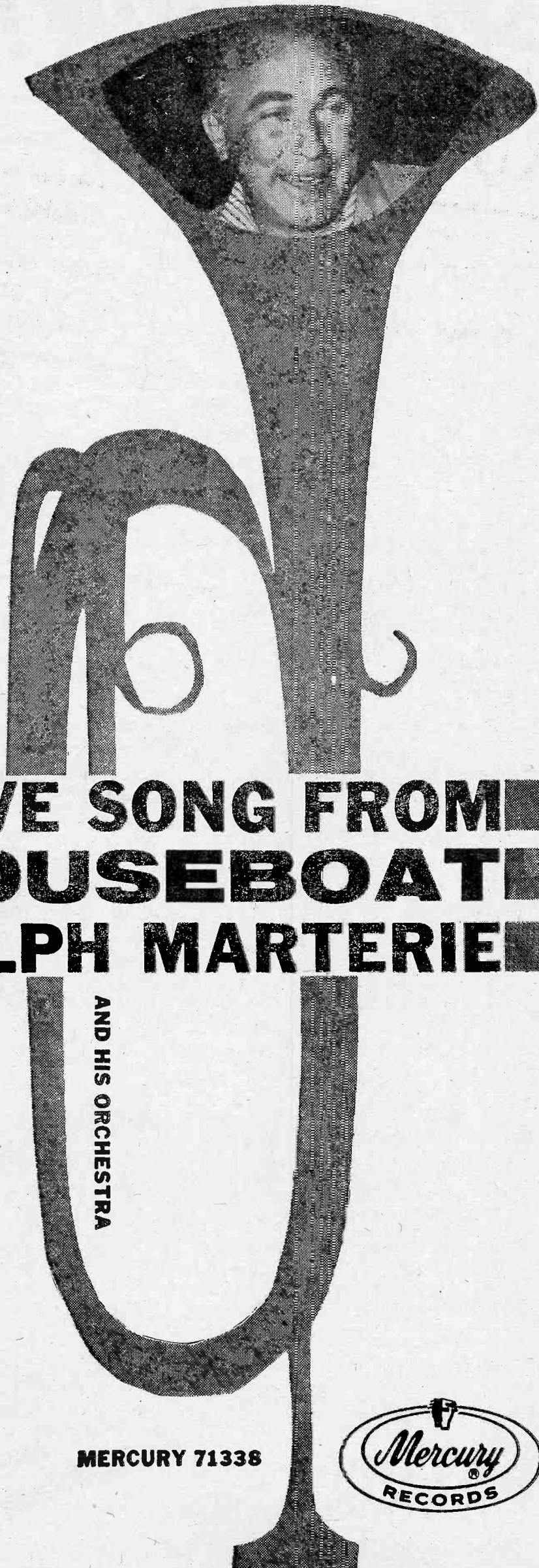
OH, WONDERFUL NIGHT

105

Eddie Fontaine

225 W. 57th St. N.Y.C.

*marterie's
trumpet magic
makes it a winner*



**LOVE SONG FROM
HOUSEBOAT
RALPH MARTERIE**

AND HIS ORCHESTRA

MERCURY 71338

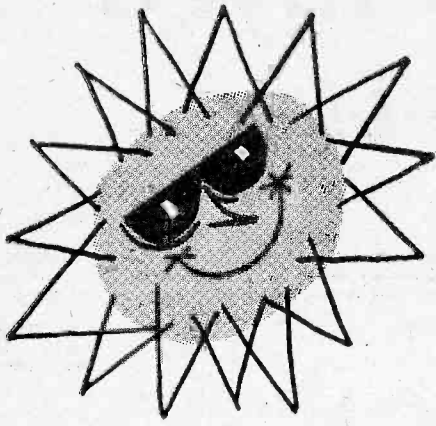


Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. PURPLE PEOPLE EATER (BMI)—Sheb Wooley... I Can't Believe You're Mine (ASCAP)—M-G-M 12651	1	7
2. YAKETY YAK (BMI)—Coasters Zing! Went the Strings of My Heart (ASCAP)—Atco 6116	3	5
3. SECRETLY (ASCAP)—Jimmie Rodgers..... Make Me a Miracle (ASCAP)—Roulette 4070	4	9
4. HARD HEADED WOMAN (ASCAP)—Elvis Presley.. Don't Ask Me Why (ASCAP)—Vic 7280	10	3
5. PATRICIA (ASCAP)—Perez Prado Why Wait? (BMI)—Vic 7245	13	3
6. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers Claudette (BMI)—Cadence 1348	2	12
7. SPLISH SPLASH (BMI)—Bobby Darin Judy, Don't Be Moody (BMI)—Atco 6117	14	2
8. POOR LITTLE FOOL (BMI)—Ricky Nelson..... Don't Leave Me This Way (BMI)—Imperial 5528	—	1
9. RETURN TO ME (ASCAP)—Dean Martin..... Forgetting You (ASCAP)—Cap 3894	5	15
10. BIG MAN (BMI)—Four Preps..... Stop, Baby (ASCAP)—Cap 3960	7	11
11. ENDLESS SLEEP (BMI)—Jody Reynolds..... Tight Capris (BMI)—Demon 1507	8	6
12. WHAT AM I LIVING FOR? (BMI)—Chuck Willis... Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179	9	9
13. MY TRUE LOVE (BMI)—Jack Scott..... Leroy (BMI)—Carlton 462	—	1
14. SUGAR MOON (BMI)—Pat Boone..... Cherie, I Love You (ASCAP)—Dot 15750	6	10
15. LEFT RIGHT OUT OF YOUR HEART (ASCAP)— Patti Page Longing to Hold You Again (ASCAP)—Mercury 71331	21	3
16. WHEN (ASCAP)—Kalin Twins Three o'Clock Thrill (BMI)—Dec 30642	20	3
17. WILLIE AND THE HAND JIVE (BMI) Johnny Otis Show Ring-a-Ling (BMI)—Cap 3966	—	2
18. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman Big Fat Woman (BMI)—Josie 835	11	6
19. ENCHANTED ISLAND (ASCAP)—Four Lads..... Guess What the Neighbors'll Say (BMI)—Col 41194	—	1
20. PADRE (ASCAP)—Toni Arden All at Once (ASCAP)—Dec 30628	15	5
21. CERTAIN SMILE (ASCAP)—Johnny Mathis..... Let It Rain (ASCAP)—Col 41193	—	1
22. KEWPIE DOLL (ASCAP)—Perry Como..... Dance Only With Me (ASCAP)—Vic 7202	—	11
23. ONE SUMMER NIGHT (BMI)—Danleers..... Wheelin' and a-Dealin' (BMI)—Mercury 71322	—	2
24. YOU NEED HANDS (ASCAP)—Eydie Gorme..... Dormi, Dormi, Dormi (ASCAP)—ABC-Paramount 9925	19	8
25. DON'T ASK ME WHY (ASCAP)—Elvis Presley..... Hard Headed Woman (ASCAP)—Vic 7280	25	2



Join the summer SMASH WAGON!

JULY - AUGUST

Hit Nationally
"REBEL-'ROUSER"
b/w

"Stalkin'"
DUANE EDDY
JAMIE #1104



Breaking New York, Philadelphia,
Boston

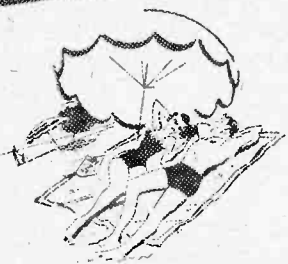
"BE SURE (MY LOVE)"
b/w

"Song in My Heart"
THE DUBS
GONE #5034

"IT DON'T PAY"
b/w
"One of These Days"
TRACEY
PENDARVIS
and the Blue Notes
SCOTT #1202

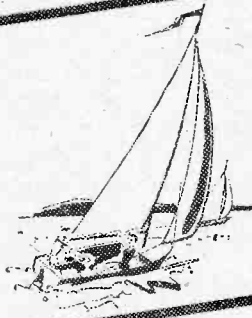
Breaking New York
"CHAROCK"
b/w

"Summer Romance"
THE MELODEARS
GONE #5033



Breaking New York and New Jersey
"TRICKLE, TRICKLE"
b/w

"Moonglow You Know"
THE VIDEOS
CASINO #102

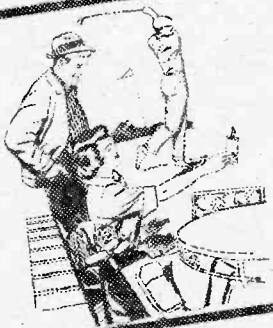


Breaking Chicago, Buffalo
"GATES OF HEAVEN"
b/w
"Someone to
Love Me"
RONNIE BAXTER
GONE #5036

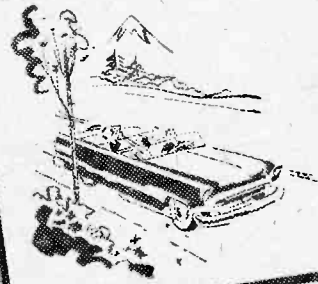


Brand New But Great
"I'M NOBODY'S
BABY NOW"
b/w

"I Really, Really
Love You"
JO ANN CAMPBELL
GONE #5037



Smash in Boston
"MAYBE YOU'LL
BE MINE"
b/w
"Cool, Cool, Baby"
CONNIE AND LEE
GONE #5035



Smash in Detroit
"CHILI LINDA"
b/w
"Tara's Theme"
GEE GEE &
HIS ORCH.
MODERN SOUND #6904



Great Potential
"BLABBER MOUTH"
b/w
"Baby, Baby"
THE FIVE STARS
END #1028

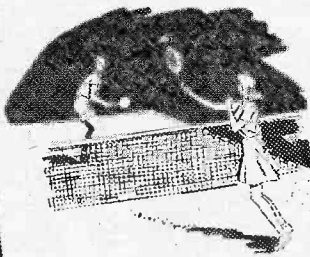


Smash in New York, Philadelphia
"TEARS ON MY
PILLOW"
b/w
"Two People in
the World"
THE IMPERIALS
END #1027



Breaking Florida and New York
"THE HAND OF FATE"
b/w

"Ask Me No
Questions"
SONNY BLOCH
& The Coralairs
REGAL #7503



PLUS EXTRA BONUS!
BRAND NEW SMASH!
"IF YOU TRY"
b/w
"Ilic"
THE CHANTELS
END #1030

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George
Goldner

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ROCKETING
SUMMER
SMASH!**



MERCURY
71322



Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 5

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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Do You Want to Dance?
Bobby Freeman, Jos.
For Your Precious Love
Jerry Butler and the Impressions, Abn.
Looking Back/Do I Like It?
Nat King Cole, Cap.
One Summer Night, Danleers, Mer.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
True, Fine Mama/Ooh! My Soul
Little Richard, Spe.
Yakety Yak, Coasters, Ateo

CHICAGO

Do You Want to Dance?
Bobby Freeman, Jos.
Don't Ask Me Why/Hard Headed Woman
Elvis Presley, Vic.
Endless Sleep, Jody Reynolds, Dem.
For Your Precious Love
Jerry Butler & the Impressions, Abn.
Jennie Lee, Jan & Arnie, Arw.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Yakety Yak, Coasters, Atco

DETROIT

Endless Sleep, Jody Reynolds, Dem.
Hard Headed Woman, Elvis Presley, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M
Rebel-Rouser, Duane Eddy, Jam.
Splish Splash, Bobby Darin, Atco
Willie and the Hand Jive
Johnny Otis Show, Cap.
Yakety Yak, Coasters, Atco

EAST TEXAS

Do You Want to Dance?
Bobby Freeman, Jos.
Endless Sleep, Jody Reynolds, Dem.
For Your Precious Love
Jerry Butler & the Impressions, Abn.
Hard Headed Woman, Elvis Presley, Vic.

NORTHERN NEW YORK STATE

Big Man, Four Preps, Cap.
Endless Sleep, Jody Reynolds, Dem.
Hard Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
Padre, Toni Arden, Dec.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Secretly, Jimmie Rodgers, Rit.

NORTHERN OHIO

All I Have to Do Is Dream
Everly Brothers, Cdc.
Endless Sleep, Jody Reynolds, Dem.
Jennie Lee, Jan & Arnie, Arw.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Sugar Moon, Pat Boone, Dot
Twilight Time, Platters, Mer.
Yakety Yak, Coasters, Atco

NORTHWEST

All I Have to Do Is Dream
Everly Brothers, Cdc.
Hard Headed Woman, Elvis Presley, Vic.
Jennie Lee, Jan & Arnie, Arw.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M
Rumble, Link Wray & His Ray Men, Cdc.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

PHILADELPHIA

Endless Sleep, Jody Reynolds, Dem.
Hard Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Secretly, Jimmie Rodgers, Rit.
Splish Splash, Bobby Darin, Atco
Yakety Yak, Coasters, Atco

ST. LOUIS AND KANSAS CITY

Do You Want to Dance?
Bobby Freeman, Jos.

**ALL TITLES ARE LISTED
IN ALPHABETICAL ORDER**

Poor Little Fool, Ricky Nelson, Imp.
Rebel-Rouser, Duane Eddy, Jam.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Yakety Yak, Coasters, Atco

FLORIDA

Cha Hua Hua, Eddie Platt, Gone
Do You Want to Dance?
Bobby Freeman, Jos.
No Chemise, Please
Gerry Granahan, Sunbeam
Purple People Eater, Sheb Wooley, M-G-M
When, Kalin Twins, Dec.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

LOS ANGELES

All I Have to Do Is Dream
Everly Brothers, Cdc.
For Your Love, Ed Townsend, Cap.
Hard Headed Woman, Elvis Presley, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Rebel Rouser, Duane Eddy, Jam.
Secretly/Make Me a Miracle
Jimmie Rodgers, Rit.
Splish Splash, Bobby Darin, Atco
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

NEW YORK AND NEWARK

All I Have to Do Is Dream
Everly Brothers, Cdc.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Return to Me, Dean Martin, Cap.
Secretly/Make Me a Miracle
Jimmie Rodgers, Rit.
When, Kalin Twins, Dec.
Witch Doctor, David Seville, Lib.
Yakety Yak, Coasters, Atco

Endless Sleep, Jody Reynolds, Dem.
Hard Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M
Rumble, Link Wray & His Ray Men, Cdc.
Splish Splash, Bobby Darin, Atco
Yakety Yak, Coasters, Atco

SAN FRANCISCO AND OAKLAND

All I Have to Do Is Dream
Everly Brothers, Cdc.
For Your Precious Love
Jerry Butler & the Impressions, Abn.
Looking Back, Nat King Cole, Cap.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Splish Splash, Bobby Darin, Atco
Willie and the Hand Jive
Johnny Otis Show, Cap.
Yakety Yak, Coasters, Atco

SOUTHERN OHIO

All I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos.
Hard Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M
Splish Splash, Bobby Darin, Atco
When, Kalin Twins, Dec.
Yakety Yak, Coasters, Atco

WASHINGTON AND BALTIMORE

Blue Blue Day, Don Gibson, Vic.
Do You Want to Dance?
Bobby Freeman, Jos.
For Your Precious Love
Jerry Butler & the Impressions, Abn.
Hard Headed Woman, Elvis Presley, Vic.
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Secretly, Jimmie Rodgers, Rit.
Yakety Yak, Coasters, Atco

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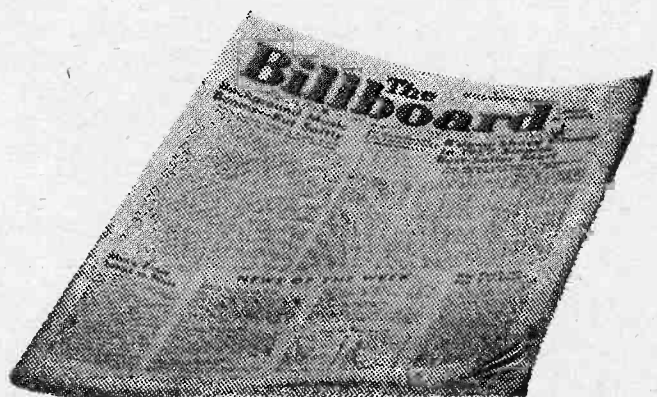
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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

BOBBY FREEMAN . . . Josie 841. **BETTY LOU GOT A NEW PAIR OF SHOES** (Bennell-Clockus, BMI)

"Betty Lou" is a rhythmic swinger that is delivered with verve and zest by Freeman. It's a powerful performance that should attract buys. Flip, "Starlight," is a rockaballad that is also nicely treated. Good follow-up to "Do You Want to Dance" with strong potential in both pop and r.&b. marts.

THE FOUR PREPS . . . Capitol 4023. **LAZY SUMMER NIGHT** (Rooney-Spina, ASCAP)

SUMMERTIME LIES . . . (Morris, ASCAP)

"Lazy Summer Night" is an effective change of pace in material for the Preps who are currently riding with "Big Man." The tune is a seasonal ballad that is given a highly pleasant warble with good ork support. Flip, "Summertime Lies," is also in the ballad groove, and the tune is handed an equally winning vocal.

JAN & ARNIE . . . Arwin 111. **BONNIE LOU** (Daywin, BMI)

GAS MONEY . . . (Daywin, BMI)

The duo scored heavily with "Jennie Lee," and this similarly styled tune (also an old Civil War ballad) should keep them on top. "Gas Money," the flip, is a novelty rocker with a good vocal and catchy instrumental segs. Either side can go all the way.

MARTY ROBBINS . . . Columbia 41208. **SHE WAS ONLY SEVENTEEN (HE WAS ONE YEAR MORE)** (Acuff-Rose, BMI)

SITTIN' IN A TREE HOUSE . . . (Famous, ASCAP)

"Seventeen" is an appealing rockaballad strongly warbled by Robbins. It has a strong teen message and appears a likely pop and c.&w. click. "Sittin'" is a bright bouncy theme that is also well chanted by the artist. Two strong sides.

THE SHADES; THE KNOTT SISTERS . . . Big Top 3003. **SUN GLASSES** (Aberbach, BMI)

UNDIVIDED ATTENTION . . . (Rumbalero, BMI)

"Sun Glasses" is a rocker blues that is given a pounding vocal by the Shades with the Knott Sisters featured on the contagious tune. Side has lots of cute vocal gimmicks. The Knott Sisters handle the flip, "Undivided Attention," in a very pleasing way. The tune is also a rocker, but has more of a c.&w. flavor. Strong coupling.

POP NOVELTY

THE WILD ONES . . . Madison 102. **SHUT-UPS** (Monument, BMI)

The group presents the novelty in frantic fashion. The "Shut-Up" joke fad is spotlighted with gags thrown in amid driving instrumental segs. It's a topical side and very much in the current hit groove. Flip, "The Martian Band," is an instrumental (Monument, BMI).

POP DISK JOCKEY PROGRAMMING

NELSON RIDDLE . . . Capitol 4024. **NEL BLU DI PINTO DI BLU** (Robbins, ASCAP)

Riddle's version of the much-recorded Italian theme is smooth and danceable. A chorus presents the attractive theme with excellent ork support. Very spinnable wax. Flip, "Walkin," is a slow instrumental (Dornelle).

SOMETHIN' SMITH & THE REDHEADS . . . Epic 9288. **I DON'T WANT TO SET THE WORLD ON FIRE** (Broadway, ASCAP)

The Smith crew chants the oldie in their usual winning style. First chorus is done straight with ricky-tick accompaniment; second is with a topical talk twist. Listeners should like. Flip is "You Made Me Love You" (Cherio, BMI).

THE DAZZLERS . . . Knick 1717. **CHICKY-CHA** (Coliseum, BMI)

Well-orked instrumental is given an effective whirl by the group. Side is rhythmic and has a catchy theme. The danceable side should find favor with the kids. Flip, "Oo-Clazy," is a tune with an Oriental flavor and a weird voice interjecting the title at intervals (Coliseum, BMI).

• Reviews of New Pop Records

BILL JUSTIS
Callywampus 81
PHILLIPS 3529—Pounding rocker instrumental in walk tempo in the "Raunchy" idiom with growling tenor lead. Good jock and juke item with big coin potential. (Knox, BMI)
Summer Holiday 79
Seasonal instrumental gets light, cheerful sound featuring altos. Tho flip appears stronger, this could break thru. (Hi Lo, BMI)

EYDIE GORME
Gotta Have Rain 80
ABC-PARAMOUNT 9944 — Cute, perky vocal on a cheerful, shuffle rhythm song. Child's voice joins in midway. Good follow-up to "You Need Hands." (Leeds, ASCAP)
To You, From Me 78
Warm chanting on a pretty new ballad with lush ork support from Don Costa. Flip appears more likely. (Corda, ASCAP)

SAM COOKE
Love Song from "Houseboat" 80
KEEN 2006—Pretty tune from the flick "Houseboat" is handed a potent piping by Sam Cooke that could turn into a big one for the chanter. Tune and strong vocal add up to a coin-catcher. (Famous, ASCAP)
Win Your Love for Me 75
Sam Cooke does a good job on this side with a listenable calypso tune, backed by a vocal group. (Hermosa, BMI)

ARY AND DOTTY TODD
An Revoir Amour 80
ERA 1076 — Sequel to "Chanson D'Amour" has the same winning sound. A pretty disk which rates heavy spins. Strong prospects. (Thunderbird, ASCAP)
Der Glockenspiel 75
A cute novelty with duo humming against a hip glockenspiel. Flip seems stronger. (Chadwick, ASCAP)

JOHNNY NASH
You're Looking at Me 80
ABC-PARAMOUNT 9942 — Warm, sincere reading on tasteful ballad. Both sides have solid potential. (Kahl, BMI)
Truly Love 80
Wistful ballad is warbled with taste and feeling. (Winneton, BMI)

BILLY VAUGHN
La Paloma 80
DOT 15795 — Dreamy instrumental treatment of poignant oldie with rockaballad beat. (Randy - Smith, ASCAP)
Here Is My Love 75
Moving choral work on solemn theme with churchy flavor. (Randy-Smith, ASCAP)

ROYAL TEENS
Harvey's Got a Girl Friend 79
ABC-PARAMOUNT 9945 — Driving rocker based on moppet chant gets a strong hand-clapping performance by the group. Could break thru. (Admiration, BMI)
Hangin' Around 78
Rockaballad is handled nicely by husky lead and attractive group backing. Flip seems stronger. (Admiration, BMI)

GENE VINCENT
Rocky Road Blues 79
CAPITOL 4010—Feelingful vocal by Vincent on rockabilly blues with fast, zesty beat and solid piano solo work. (Peer, BMI)
Yes I Love You, Baby 77
Unusual instrumental opening on catchy rockabilly rhythm item. Flip, tho, appears stronger. (Central Songs, BMI)

BARBARA PITTMAN
Everlasting Love 79
PHILLIPS 3527—A rockabilly whopped out by chantage with verve and style amid much excitement. Excellent potential. (Crystal, BMI)
Cold Cold Heart 77
Thrush sings this country oldie with fine feeling and good group support. (Acuff-Rose, BMI)

CARL PERKINS
Levi Jacket 78
COLUMBIA 41207—Perkins warbles exuberantly on amusing rockabilly item about a gal who wears "Levi jacket with a long-tailed shirt." Considerable teen-appeal. (H. Williams, BMI)
Pop, Let Me Have the Car 76
Bouncy rocker revolves around guy's need for car to take his gal to record hop. Flip is stronger side, but this merits spins. (Peer, BMI)

LONNIE DONEGAN
The Grand Coolie Dam 78
Det 15792—A stirring item, built around the melody of the "Wabash Cannonball," and telling the story of

the great dam. Donegan and skiffle group give a powerful performance. (Ludlow, BMI)
Nobody Loves Like an Irishman 76
Full of charm and novelty is this side, with a clever lyric of folk flavor and a lilting melody. With the flip it makes a strong two-sided disk. (Ludlow, BMI)

EDDIE FONTAINE
Nothin' Shakin' 78
SUNBEAM 105—Exuberant vocalizing on lively blues-rocker. Spinable wax. (Arc, BMI)
Oh, Wonderful Night 75
Feelingful vocal stint on melodic Neopolitan styled ditty with listenable mandolin backing. (Columbine, BMI)

TEDDI KING
Say a Prayer 78
RCA VICTOR 7297—A big styled, folk-flavored ballad receives a strong reading from the petite thrush over a fine ork arrangement. Tune is in the "Padre" tradition and can happen. (Shapiro-Bernstein, ASCAP)
Baisez Mol 75
"Kiss me" sings the thrush on this attractive round. Flip appears more likely. (Whitmark, ASCAP)

CINDY AND LINDY
I'll String Along With You 77
CORAL 62008—Duo's first disk for Coral is a nice rockaballad version of oldie ballad which they deliver melodiously. Action possible. (Whitmark, ASCAP)
The Wonder That Is You 75
Rumba with some hip chords is neatly handled by pair for attractive results. (Rush, BMI)

JOHNNY KING
Rock Meeting 77
DOT 15784—Exuberant warbling on fast-moving rocker with lively tempo and solid beat. (Nine Rock, BMI)
Forsake Me Not 75
Personable reading by King and group on catchy ditty with interesting lyric phrasing. (Nine Rock, BMI)

TONY PERKINS
She Used to Be My Girl 76
RCA VICTOR 7295—Interesting ballad gets a warm reading from the flick star with good group support. Action possible. (Trinity, BMI)
Moon-Light Swim 75
Reissue of a strong item from last fall. Seasonal lyric, hula sound can do well again. (Daniels, ASCAP)

BILL HAYES
He'll Take You as You Are 76
KAPP 227—Spiritual type number gets a rousing job from chanter with fine group support. Rare spins. This is the singer's first for label. (Garland, ASCAP)
A Summer Love 74
Ballad receives mellow reading from Hayes and Mary Gold Ork. Some coin possible. (Jec-Peer, BMI)

THE FLAMINGOS
Where Mary Go 76
DECCA 30687—Calypso is given a charming reading with a touch of Old English. Could move, if exposed. (Northern, ASCAP)
The Rock and Roll March 73
Steve Allen combines the two beats of the title cleverly with the group doing right by him. (Rosemeadow, ASCAP)

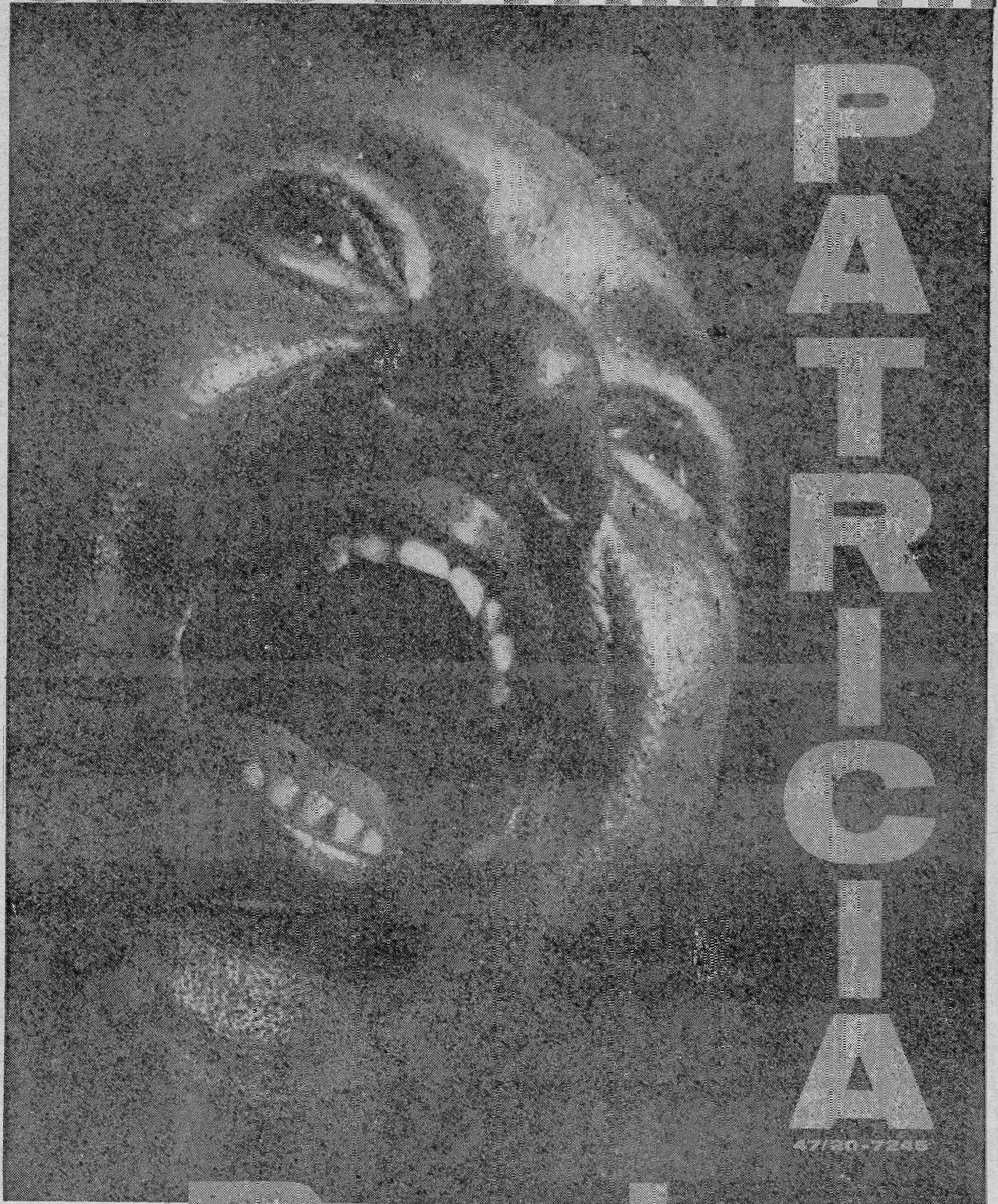
THE DOUBLE-DATERS
Summer in the Mountains 75
DOT 15780 — Pretty, old-fashioned tune is accorded pleasant vocal treatment by group. Attractive summer wax fare for jocks. (Saxon, BMI)
Beach Umbrella 75
Another spinable, seasonal item. Double-Daters sell bouncy soft-shoe-type ditty with nice songmanship. (Saxon, BMI)

CONWAY TWITTY
I'll Try 75
M-G-M 12677 — Rockaballad with triplet figure in the arrangement and a chorus behind the vocal. Chanter has style and belts out the tune with authority. Worth spins. (Marielle, BMI)
It's Only Make Believe 73
Rockaballad of the weeper type. Like the flip, arrangement has a triplet figure. Chanter sings with heart, backed with chorus. (Marielle, BMI)

DEJOHN SISTERS
Wrong Guy 75
SUNBEAM 106—Chicks wail plaintively on haunting Latin-flavored ballad. Interesting jockey wax. (Sunbeam, BMI)
Straighten Up & Fly Right 72
The oldie is wrapped up neatly by gals with gimmicked - up lyrics. American Academy of Music, ASCAP

(Continued on page A1)

on to 2 million!



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KNOX

**KNOCKS
OFF
ANOTHER**

HIT!



BUDDY KNOX

**"SOMEBODY
TOUCHED
ME"**

and

**"C'MON
BABY"**

R-4082

A Sound Bet . . . Buy



Top 100 Sides

FOR SURVEY WEEK ENDING JULY 6

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist Label	Last Week
1.	THE PURPLE PEOPLE EATER, Sheb Wooley, M-G-M	1
2.	YAKETY YAK, Coasters, Atco	2
3.	HARD HEADED WOMAN, Elvis Presley, Victor	3
4.	POOR LITTLE FOOL, Ricky Nelson, Imperial	18
5.	SPLISH SPLASH, Bobby Darin, Atco	7
6.	PATRICIA, Perez Prado, Victor	6
7.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	4
7.	ENDLESS SLEEP, Jody Reynolds, Demon	5
9.	SECRETLY, Jimmie Rodgers, Roulette	8
10.	REBEL-ROUSER, Duane Eddy, Jamie	20
11.	DO YOU WANT TO DANCE? Bobby Freeman, Josie	11
12.	FOR YOUR PRECIOUS LOVE, Jerry Butler & the Impressions, Abner	17
13.	WHEN, Kalin Twins, Decca	18
14.	RETURN TO ME, Dean Martin, Capitol	8
15.	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	28
16.	WITCH DOCTOR, David Seville, Liberty	10
17.	GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun	25
18.	LOOKING BACK, Nat King Cole, Capitol	13
18.	BIG MAN, Four Preps, Capitol	15
20.	JENNIE LEE, Jan & Arnie, Arwin	12
21.	TWILIGHT TIME, Platters, Mercury	14
21.	WILLIE AND THE HAND JIVE, Johnny Otis Show, Capitol	27
23.	SUGAR MOON, Pat Boone, Dot	16
24.	PADRE, Toni Arden, Decca	22
25.	HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun	23
26.	OH, LONESOME ME, Don Gibson, Victor	30
27.	JOHNNY B. GOODE, Chuck Berry, Chess	21
27.	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	24
29.	LEFT RIGHT OUT OF YOUR HEART, Patti Page, Mercury	33
30.	NO CHEMISE, PLEASE, Gerry Granahan, Sunbeam	28
31.	FOR YOUR LOVE, Ed Townsend, Capitol	31
32.	I WONDER WHY, Dion & the Belmonts, Laurie	25
32.	YOU NEED HANDS, Eydie Gorme, ABC-Paramount	35
32.	A CERTAIN SMILE, Johnny Mathis, Columbia	46
35.	LEROY, Jock Scott, Carlton	37
35.	MY TRUE LOVE, Jack Scott, Carlton	37
37.	DON'T ASK ME WHY, Elvis Presley, Victor	58
38.	ZORRO, Chordettes, Cadence	34
39.	ONE SUMMER NIGHT, Danleers, Mercury	42
40.	RUMBLE, Link Wray & His Ray Men, Cadence	31
40.	BLUE BLUE DAY, Don Gibson, Victor	54
40.	THE BIRD ON MY HEAD, David Seville, Liberty	63
43.	OOH! MY SOUL, Little Richard, Specialty	39
43.	EL RANCHO ROCK, Champs, Challenge	41
43.	TALK TO ME, TALK TO ME, Little Willie John, King	54
46.	DON'T GO HOME, Playmates, Roulette	44
46.	ENCHANTED ISLAND, Four Lads, Columbia	65
48.	COME WHAT MAY, Clyde McPhatter, Atlantic	51
49.	DOTTIE, Danny & the Juniors, ABC-Paramount	47
49.	LITTLE MARY, Fats Domino, Imperial	79
51.	JUST A DREAM, Jimmy Clanton, Ace	—
52.	GOT A MATCH, Daddy-O's, Cabot	40
53.	CHANSON D'AMOUR, Art & Dotty Todd, Era	42
53.	HE'S GOT THE WHOLE WORLD IN HIS HANDS Laurie London, Capitol	45
53.	YOU'RE MAKING A MISTAKE, Platters, Mercury	51
56.	BOOK OF LOVE, Monotones, Argo	47
57.	TORERO, Renate Carosone, Capitol	35
57.	RAVE ON, Buddy Holly, Coral	65
57.	GOT A MATCH, Frank Gallup, ABC-Paramount	75
57.	YOUNG AND WARM AND WONDERFUL, Tony Bennett, Columbia	79
61.	DING DONG, McGuire Sisters, Coral	47
61.	BEWITCHED, Betty Smith, London	51
61.	TO BE LOVED, Jackie Wilson, Brunswick	58
61.	FLIP TOP BOX, Dickey Doo & the Don'ts, Swan	63
65.	IF DREAMS CAME TRUE, Pat Boone, Dot	—
65.	THAT'S HOW MUCH I LOVE YOU, Pat Boone, Dot	—
65.	KEWPIE DOLL, Perry Como, Victor	47
65.	THE SINGING HILLS, Billy Vaughn, Dot	69
69.	(IT'S BEEN A LONG TIME) PRETTY BABY, Gipo & Gina, Mercury	54
69.	I LOVE YOU SO, Chantels, End	58
69.	JENNIE LEE, Billy Ward, Liberty	79
72.	CHA HUA HUA, Pets, Arwin	58
72.	JUST MARRIED, Marty Robbins, Columbia	79
74.	FEVER, Peggy Lee, Capitol	—
74.	SHIEK OF ARABY, Lou Monte, Victor	62
74.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" Mitch Miller, Columbia	72
77.	ANGEL BABY, Dean Martin, Capitol	—
77.	TRY THE IMPOSSIBLE, Lee Andrews & the Hearts, United Artists	79
79.	DELICIOUS! Jim Backus, Jubilee	—
79.	YOU'D BE SURPRISED, Kathy Linden, Felsted	65
79.	TRUE, FINE MAMA, Little Richard, Specialty	68
79.	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	72
79.	BEWILDERED, Mickey & Sylvia, Vlk	75
79.	INDIAN LOVE CALL, Ernie Freeman, Imperial	84
85.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	72
85.	COME IN, STRANGER, Johnny Cash, Sun	75
85.	I KNOW WHERE I'M GOIN', George Hamilton IV, ABC-Paramount	85
85.	WHO'S SORRY NOW? Connie Francis, M-G-M	97
89.	JEALOUSY, Kitty Wells, Decca	—
89.	YOU, Aquatones, Fargo	84
89.	CRAZY LOVE, Paul Anka, ABC-Paramount	94
92.	MOONLIGHT BAY, Drifters, Atlantic	75
92.	DREAM, Betty Johnson, Atlantic	85
92.	SICK AND TIRED, Fats Domino, Imperial	94
95.	WOODCHOPPER'S BALL, Hutch Davis, Atco	—
95.	HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic	69
95.	WE BELONG TOGETHER, Robert & Johnny, Old Town	88
95.	SKINNY MINNIE, Bill Haley & His Comets, Decca	90
99.	ALL THE TIME, Johnny Mathis, Columbia	69
99.	MAKE ME A MIRACLE, Jimmie Rodgers, Roulette	88

BURGEONING!

**"MAMA
LOOCHIE"**

by

LEE DIAMOND
VeeJay 272

MUSHROOMING!

**"I KNOW
IT'S A SIN"**

by

JIMMY REED
VeeJay 287

SKYROCKETING!

**"I DON'T
KNOW WHY"**

by

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THE CHORDETTES
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POSITION WANTED

Man, 8 years' experience in record sales, promotion and branch management for major company, desires position that would permit him to reside in the South. Can furnish excellent references.

BOX D-17, e/o The Billboard
Cincinnati 12, Ohio

VOX JOX

Continued from page 9

KDKA, Pittsburgh, is Jim Williams, who is heard from 10 a.m. to 12 noon effective July 14, and from 10 a.m. to 1 p.m. starting next week. Art Pallan is dropping his morning show on KDKA but adds 30 extra minutes to his afternoon show.

DIRTY THIRTY: Frank Bell, WOAI, San Antonio, sends a copy of WOAI's newest copyrighted teen promotion piece, the WOAI Dirty Thirty Survey, a tongue-in-cheek list of fake song titles, lampooning the station's own Record Royalty 30 disk listings. Selections include "Wear My Ring Thru Your Nose" by the Ubangis on Teen-love; "25 Years in Sing Sing" by 2592709 on Pen; "Vodka" by the Comrades on Grog; "Tammy" by Little Richard on Toomuch, etc.

Also active in the Cliburn picture is WQAM, Miami,

Fla., which is currently airing hourly excerpts from the pianist's album, and simultaneously praising the Texan as the U. S.'s "newest good will ambassador between the East and the West." WQAM is giving away the Van Cliburn album to the 50 listeners who write in the best suggestions concerning new good will policies that might improve the East-West situation.

Jimmy Kilgo kicked off an hour long "Rock 'n' Roll Dance Party" last Saturday (5) afternoon over WSOC-TV, 4-5 p.m. . . . Donn Parker, formerly with WYMR, Fort Myers, Fla., and WGBB, Freeport, Long Island, has joined WMEX, Boston, in the 5-8 p.m. time slot. Altho Parker is billed as "the new boy in Town," it's actually a homecoming for the jock who made his first radio appearance 10 years ago on WMEX.

Drusilla Specia of the Phonograph Record Shop at Joske's Department Store, San Antonio, is now spinning classical records on KMAC, San Antonio, on Friday night. . . . Larry Kane, KXYZ, Houston, is moving his "Teen Hops" from Sunday afternoon to Friday nights. The hops will be held at the Houston Executive Club. . . . Chuck Dunaway has joined KNUZ, Houston, Tex. He will be on the air from 3 to 5 p.m. and 7 to 9 p.m. Monday thru Friday and 3 to 7 p.m. on Sundays.

Barry Kaye, WAMP, Pittsburgh, will kick off a new disk-gab show from the Holiday House, a local eatery, July 21 from midnight to 2 a.m. Kaye will chat with guests and spin an occasional record. The jock will retain his 2-6:30 p.m. time on the station—thus putting him on the air six and a half hours a day, Monday thru Friday. Kaye did a similar show from Mammy's and the Hickory House in Miami Beach, Fla., for three years, prior to joining WAMP.

THIS 'N' THAT: Charlie Walker, KMAC, San Antonio, has a recording contract with Columbia. Recently had a wrist watch named for him. His name is printed on the face

Music Bills

Continued from page 4

yardstick but the fickle public's desires, in choice of music.

On the juke front, an amended version of the original O'Mahoney bill (S. 1870) and a Subcommittee report on April hearings squeezed out of the three-man Judiciary Subcommittee on Patents and Copyrights by a vote of two to one — reportedly O'Mahoney and Johnston (D., S. C.) in favor and Wiley (R., Wis.), registering the disapproval. Report could get action by full committee today (14) at regular meeting. Neither document has been released for publication. However, the report is expected to go thoroly into the controversial topic of statutory ceiling for an annual performance royalty collection from the juke boxes. The report is also believed to recommend careful fixing of responsibility for payment on the juke box owner or operator, rather than on the location proprietor.

The revised O'Mahoney bill is believed to spell out provision for both of these issues. Original version of S. 1870 called for ending the performance exemption, and for excusing the location owner from liability, unless he also owned the box. (The Billboard, April 28, 1958.)

Chances for the bills' passage practically zero. All bills not passed by both Houses in this Congress die, and must be re-introduced in the upcoming 86th Congress. Action in this Congress by Committee, or passage by one House, generally has the effect of speeding action in the next Congress, when the bill starts its rounds all over again.

of a time piece made by Shaw's Jewelry. . . . Mel Pennington and Hank Henderson, KGBC, Galveston, Tex., recently tried to boost their daily program "Bumper to Bumper" with a zany publicity stunt and wound up in jail. The boys rode pogo sticks on the downtown streets and the local police pulled them in and charged them with obstructing traffic. When they called station manager Steve Cowan, and asked him to put up bond, the exec let the chagrined jocks in on the fact that the whole thing was a gag. The conversation was broadcast by beeper over KGBC.

BREAKING BIG!!

LITTLE WILLIE JOHN
YOU'RE A SWEETHEART

b/w

LET'S ROCK WHILE
THE ROCKIN'S GOOD
KING 5142

BILL DOGGETT
BLIP BLOP

KING 5138

KING RECORDS

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b/w (Look What Your Little Boy's Done)
Nasco 6015

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78's — 76¢

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200,000 sold in 2 weeks

ROCKIN' ROBIN OVER AND OVER

Bobby Day (The Original) #229

250,000 sold in 3 weeks

HEY GIRL HEY BOY #228

Oscar McLollie and Jeanette Baker

CLASS RECORDS
HOLLYWOOD

Both Sides Smashing
Featured on Dick Clark
American Bandstand

POPULAR

COUNTRY & WESTERN

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

<p>WHAT AM I LYING FOR! ★ CHUCK WILLIS ★ HANG UP MY ROCK AND ROLL SHOES Atlantic 1179</p>	<p>REBEL ROUSER ★ DUANE EDDY ★ STALKIN' Jamie 1104</p>	<p>ENDLESS SLEEP ★ JODY REYNOLDS ★ TIGHT CAPRIS Demon 1507</p>
<p>TWILIGHT TIME ★ THE PLATTERS ★ OUT OF MY MIND Mercury 71289</p>	<p>WILLIE AND THE HAND JIVE ★ JOHNNY OTIS SHOW ★ RING-A-LING Capitol 3966</p>	<p>PATRICIA ★ PEREZ PRADO ★ WHY WAIT? RCA Victor 7245</p>
<p>YAKETY YAK ★ THE COASTERS ★ ZING! WENT THE STRINGS OF MY HEART Atco 6116</p>	<p>SPLISH SPLASH ★ BOBBY DARIN ★ JUDY, DON'T BE MOODY Atco 6117</p>	<p>HIGH SCHOOL CONFIDENTIAL ★ JERRY LEE LEWIS ★ FOOLS LIKE ME Sun 296</p>
<p>POOR LITTLE FOOL ★ RICKY NELSON ★ DON'T LEAVE ME THIS WAY Imperial 5528</p>	<p>LOOKING BACK ★ NAT KING COLE ★ DO I LIKE IT Capitol 3939</p>	<p>WEAR MY RING AROUND YOUR NECK ★ ELVIS PRESLEY ★ DONCHA' THINK IT'S TIME RCA Victor 7240</p>
<p>PADRE ★ TONI ARDEN ★ ALL AT ONCE Decca 30628</p>	<p>BIG MAN ★ FOUR PREPS ★ STOP BABY Capitol 3960</p>	<p>ALL I HAVE TO DO IS DREAM ★ EVERLY BROTHERS ★ CLAUDETTE Cadence 1348</p>
<p>JENNIE LEE ★ JAN AND ARNIE ★ GOTTA GETTA DATE Arwin 108</p>	<p>GUESS THINGS HAPPEN THAT WAY ★ JOHNNY CASH ★ COME IN, STRANGER Sun 295</p>	<p>RETURN TO ME ★ DEAN MARTIN ★ FORGETTING YOU Capitol 3984</p>
<p>FOR YOUR PRECIOUS LOVE ★ JERRY BUTLER AND IMPRESSIONS ★ SWEET WAS THE WINE Abner 1013</p>	<p>OH LONESOME ME ★ DON GIBSON ★ I CAN'T STOP LOVING YOU RCA Victor 7133</p>	<p>WHEN ★ KALIN TWINS ★ THREE O'CLOCK THRILL Decca 30642</p>
<p>SUGAR MOON ★ PAT BOONE ★ CHERIE, I LOVE YOU Dot 15750</p>	<p>JOHNNY B. GOODE ★ CHUCK BERRY ★ AROUND AND AROUND Chess 1691</p>	<p>WITCH DOCTOR ★ DAVID SEVILLE ★ DON'T WHISTLE AT ME BABY Atlantic 1185</p>
<p>NEW HIT LEFT RIGHT OUT OF YOUR HEART ★ PATTI PAGE ★ LONGING TO HOLD YOU AGAIN Mercury 71331</p>	<p>DO YOU WANT TO DANCE ★ BOBBY FREEMAN ★ BIG, FAT WOMAN Josie 835</p>	
<p>SECRETLY ★ JIMMY RODGERS ★ MAKE ME A MIRACLE Roulette 4070</p>	<p>HARD HEADED WOMAN ★ ELVIS PRESLEY ★ DON'T ASK ME WHY RCA Victor 7290</p>	

Records eliminated if duplicated in Pop List.

<p>BLUE BLUE DAY ★ DON GIBSON ★ TOO SOON TO KNOW RCA Victor 7010</p>
<p>ALONE WITH YOU ★ FARON YOUNG ★ EVERY TIME I'M KISSING YOU Capitol 3982</p>
<p>HEY, MR. BLUEBIRD ★ ERNEST TUBB & WILBURN BROTHERS ★ HOW DO WE KNOW! Decca 30610</p>
<p>NEW HIT BLUE BOY ★ JIM REEVES ★ THEME OF LOVE RCA Victor 7266</p>
<p>NEW HIT JEALOUSY ★ KITTY WELLS ★ I CAN'T HELP WONDERING Decca 30662</p>
<p>I LOVE YOU MORE ★ JIM REEVES ★ OVERNIGHT RCA Victor 7171</p>

RHYTHM & BLUES

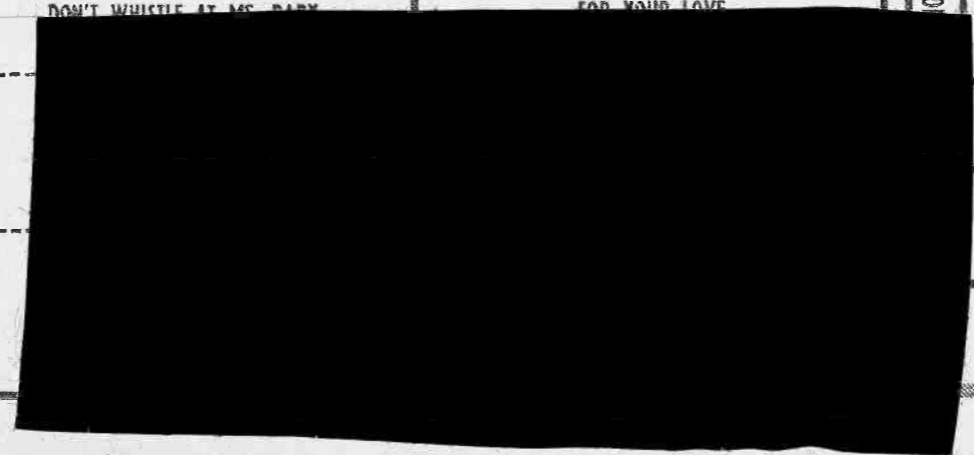
Records eliminated if duplicated in Pop List.

<p>OOH! MY SOUL ★ LITTLE RICHARD ★ TRUE, FINE MAMA Specialty 633</p>
<p>COME WHAT MAY ★ CLYDE McPHATTER ★ LET ME KNOW Atlantic 1185</p>
<p>OPINION THE FOUR PREPS Lazy Summer Night Summertime Lies Capitol 4023</p>
<p>OPINION BOBBY FREEMAN Betty Lou Got a New Pair of Shoes Starlight Josie 841</p>
<p>OPINION JAN & ARNIE Bonnie Lou Gas Money Arwin 111</p>
<p>OPINION MARTY ROBBINS She Was Only Seventeen Sittin' in a Tree House Columbia 41208</p>
<p>OPINION KNOTT SISTERS Sun Glasses Undivided Attention Big Top 3003</p>
<p>OPINION THE WILD ONES Shut-Ups The Martins Band Madison 102</p>

<p>BEST BUY JIM REEVES..... Blue Boy Theme of Love RCA Victor 7266</p>	<p>BEST BUY JIMMY CLANTON..... Just a Dream You Aim to Please Ace 546</p>
<p>BEST BUY FATS DOMINO..... Little Mary Prisoner's Song Imperial 5526</p>	<p>BEST BUY RAY PRICE..... City Lights Invitation to the Blues Columbia 41191</p>
<p>BEST BUY HUEY SMITH.... Having a Good Time We Like Birdland Ace 548</p>	<p>BEST BUY TONY & JOE..... The Freeze Gonna Get a Little Kissin' Tonight Era 1075</p>

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.



Reviews of New Pop Records

Continued from page 36

WARREN STORM
Mama, Mama, Mama.....74
 NASCO 6015—He found him a girl who's lots of fun, and he tells it all to mama. Tune is a blues with the performance having a Fats Domino flavor. (Excellence, BMI)

Prisoner Song....73
 Shades of Vernon Dalhart, who had a fabulous seller with this years ago. Storm's reading is quite good, and again it is Domino flavored, with a Yancey figure in the bass. (Shapiro-Bernstein, ASCAP)

HAMISH MENZIES
The Lord Is a Generous Man.....74
 MODERN SOUND 6903—Inspirational side. Song is a well-crafted one, and is sung excellently by Menzies to a tasteful backing. (Mutual Music Society, ASCAP)

Lend Me Your Handkerchief....73
 Another well-written tune. This is a tender ballad with a subtle beat in the arrangement. (Mutual Music Society, ASCAP)

WENDELL TRACY ORK
That's My Heart's Desire.....74
 G & F 102—An intriguing instrumental effort with a guitar spotlighted thruout is played warmly by the Tracy combo. With exposure this side has a chance. (Cedarwood, BMI)

Rock 'n Roll Moderne....72
 Listenable instrumental with a good beat receives a pounding reading from the Tracy crew. Piano is featured. (Deigood, BMI)

RONNIE MASON
Consideration.....74
 CRYSTALLITE 719 — Rockaballad is warmly delivered by Mason with

good girl choir backing. Fair prospects. (Ranger, ASCAP)

Kinda' Like Love....71
 Rockaballad finds chanter getting responses from ethereal chick for pleasant spinning. (Ranger, ASCAP)

TERRY WAYNE
School Is Out.....74
 TREND 013—Terry Wayne sings of the wonderful summer awaiting school boys and girls now that school is out. Pleasant wax. (Nor-Va-Jak, BMI)

Dream Angel....71
 Terry Wayne sings about his "Dream Angel" on this new release. Flip side is better. (Nor-Va-Jak, BMI)

JOHNNY DORAY
One of These Days.....74
 ROFILE 4001—Ballad with beat has a spiritual flavor. Doray's attractive vocal is backed nicely by chorus and ork. Side merits spins. (Oury, ASCAP)

Handle With Care....70
 Medium-beat tune is warbled in okay fashion by the artist, but flip appears more potent. (Oury, ASCAP)

THE WINDSORS
Saki Rock.....73
 UNITED ARTISTS 128 — Oriental theme is given a swingin' instrumental setting. A cat utters several Eastern-type phrases periodically. Fair potential. (Unart, BMI)

Caramba!....73
 Smooth Latin-flavored instrumental with reeds carrying the melody. As with flip, a voice chimes in with the title phrase thruout the side. (Unart, BMI)

RANDY SPARKS
The Hangman.....73
 VERVE 10141—Unusual minor theme is warbled effectively by Sparks with male group and guitar support. Fair chances. (Sparrow, ASCAP)

Down Thunder Road.....73
 Bright, folkish item is handled with gusto by the artist. Both tunes were clefted by Sparks. It should go as well as the flip. (Sparrow, ASCAP)

PEGGI GRIFFITH
I Played the Fool.....73
 NOW 1008—Peggi Griffith bows on the label with a good performance of a listenable ballad over pounding drum support. Gal can sing, and disk may get some coins. (Ranch, BMI)

Rockin' the Blues....72
 On this side the thrush sells a real driver with a lot of feeling, again supported by a big beat. Chantress has a sound. (Ranch, BMI)

JEFFREY SCOTT
The Fireman's Song....73
 PYRAMID 2224—Here's a real old-

fashioned novelty about the trials, tribulations and fun of being a fireman. Good deejay record. (Ruco, BMI)

Bambina Bella....72
 On this side Scott does a pleasant job with a typical Italian tune, helped by the Cavaliers and guitarist Sidney Kassimir. (U. S., BMI)

THE CHARGERS
Dandilyon.....73
 RCA VICTOR 7301—The Chargers bow on the label with a pleasant reading of an old-fashioned rock and roll effort. Ork supports them with a shuffle beat. (Michele, BMI)

Old MacDonald....72
 The kiddie tune is handed a rocking performance by the new group. Fair side. (Michele, BMI)

LEE CLARK
Kiss the Girls Goodbye.....73
 GALLO 109—So-so warble by Clark on a cute tune that tells of a guy who's gonna stop playing the field. Good fem chorus support. It can attract. (Monument, BMI)

Don't Pass Me By....71
 Rockaballad is given a pleasant warble by the artist with gal group and rhythm accompaniment. Flip appears top side. (Ad-Lib, BMI)

SONNY BLOCH
The Hand of Faith.....73
 REGAL 7503—Pretty rockaballad is nicely treated by Bloch with accompaniment from the Coralairs. Side can also attract r.&b. loot. (Bonnie, ASCAP)

Ask Me No Questions....70
 Group vocal on a so-so rocker. Plenty of vocal gimmicks here. Flip appears more potent. (Bonnie, ASCAP)

THE FOUR STARS
My Sentimental Heart.....73
 KAY-Y 66781—Old style ballad gets nice reading from falsetto lead and mellow group. Rates some spins. (Aberbach, BMI)

The Chapel by the Sea....68
 Classical-style ballad has singing lead with a whole lot of hummin' going on. (Rio Grande, BMI)

(Continued on page 43)

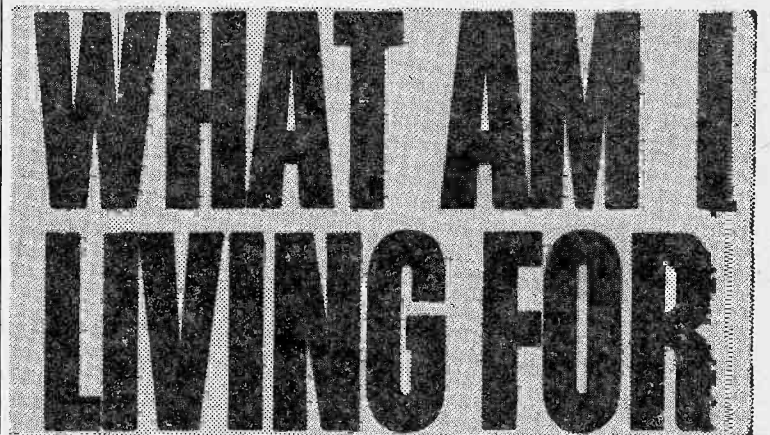
VOLARE

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JESSE BELVIN

47/20-7310

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 Won't Stop!



CHUCK WILLIS

#1179

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NELSON RIDDLE

c/w Nel Blu Di Pinto Di Blu

(Blue Painted on Blue)

record no. 4024



THE BILLBOARD'S SECOND DISK JOCKEY ISSUE

DATED AUGUST 18
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Jazz is mushrooming all over . . .

- on records
- on radio and TV
- in concerts and clubs
- in tours, U. S. & Internationally

This issue will contain a wealth of information on music and jazz that will:

1. Help the record dealer in buying and displaying for more profits
2. Help program directors, disc jockeys and librarians in music programming
3. Help juke box operators keep abreast of fast-moving trends for better buying and programming
4. Plus an impressive array of other features all written to help dealers, disc jockeys and juke box operators

Every Record Manufacturer and Artist will want to be Represented in this Issue

Advertising Deadline: August 13

This important issue of The Billboard delivers your advertising message to more record dealer, disc jockey and juke box operator PAID SUBSCRIBERS* than the next three publications combined. (RECORD RETAILING, CASHBOX AND VARIETY)

*For proof of The Billboard's paid circulation, see your Billboard salesman.

• Best Selling Sheet Music in U. S.

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

Week	Title	Weeks
1	ALL I HAVE TO DO IS DREAM (Acuff-Rose)	1 14
2	PURPLE PEOPLE EATER (Cordial)	2 6
3	RETURN TO ME (Southern)	2 13
4	SECRETLY (Planetary)	5 8
5	HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	4 16
6	PADRE (Jungnickle)	6 8
7	SUGAR MOON (Gallatin)	8 10
8	TWILIGHT TIME (Porgie)	7 13
9	WITCH DOCTOR (Monarch)	9 11
10	BIG MAN (Beechwood)	11 6
11	YOU NEED HANDS (Leeds)	10 8
12	A CERTAIN SMILE (Miller)	15 3
13	YOUNG AND WARM AND WONDERFUL (Frank)	14 2
14	LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	12 2
15	WEAR MY RING AROUND YOUR NECK (Hill and Range)	- 8
15	DREAM (Goldsen)	- 1

• Best Selling Sheet Music in Britain

(For week ending July 5)

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.

On the Street Where You Live—Chappell (Chappell)	You Need Hands—Lakeview (Leeds)
Tulips From Amsterdam—Cinephonic (Skorski)	Twilight Time—Victoria (Porgie)
I May Never Pass This Way Again—Chappell (Oval)	Tom Hark—Southern (Beechwood)
Stairway of Love—Leeds (Planetary)	Witch Doctor—Bourne (Monarch)
Who's Sorry Now—Feldman (Mills)	Kewpie Doll—Leeds (Leeds)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	Big Man—Grosvenor (Beechwood)
Book of Love—Francis Day (Regent)	A Very Precious Love—Blossom (Witmark)
I Could Have Danced All Night—Chappell (Chappell)	A Wonderful Time Up There—Morris (Morris)
	Lollipop—Anglo-Pic (Marks)
	Grand Coulee Dam—Essex (Ludlow)
	Swinging Shepherd Blues—Sherwin (Bennell)
	Trudie—Henderson (Kassner)

• Best Selling Pop Records in Britain

(For week ending July 5)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1	ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London)	2
2	TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)	3
3	TWILIGHT TIME—Platters (Mercury)	7
4	ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	1
5	BIG MAN—Four Preps (Capitol)	8
6	SUGAR MOON—Pat Boone (London)	13
7	WHO'S SORRY NOW—Connie Francis (M-G-M)	4
8	BOOK OF LOVE—Mudlarks (Columbia)	6
9	TOM HARK—Elias & His Zig Zag Jive Flutes (Columbia)	9
9	STAIRWAY OF LOVE—Michael Holliday (Columbia)	11
11	RAVE ON—Buddy Holly (Coral)	14
12	PURPLE PEOPLE EATER—Sheb Wooley (M-G-M)	12
13	WITCH DOCTOR—Don Lang (HMV)	10
14	SALLY DON'T YOU GRIEVE/BETTY, BETTY, BETTY, Lonnie Donegan (Pye-Nixa)	-
15	ARMY GAME—Bernard Bresslaw, Michael Medwin, Alfie Bass, Leslie Fyson (HMV)	8
16	KEWPIE DOLL—Frankie Vaughan (Philips)	15
16	ON THE STREET WHERE YOU LIVE—David Whitfield (Decca)	18
18	I'M SORRY I MADE YOU CRY—Connie Francis (M-G-M)	-
19	A VERY PRECIOUS LOVE—Doris Day (Philips)	20
20	RETURN TO ME—Dean Martin (Capitol)	-

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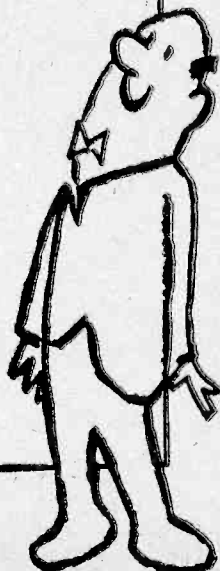
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Bob O'Brien, Norm Wieland
Ron Carpenter, Hal Rand



• **Reviews of New Pop Records**

• Continued from page 41

MARIO DURON & THE WIG-WAGS
Ooh-Woo-Wee72
WIG-WAG 101—Duron joins with a group called the Wig-Wags on this listenable rocker effort on the order of some of the hits around today. Side has a chance if exposed. (Chickadee, BMI)

MARIO DURON
When We're Together68
Duron sings this routine rock and roller in routine fashion. Flip is more potent. (Toy Town, ASCAP)

RICHARD HAYES
So Happy in Love72
DECCA 30696—Hayes sings this soft-shoe item with charm, adding some whistling and humming to make for an attractive effort. (Pickwick, ASCAP)

Tulips Form Amsterdam72
Light, lilting waltz about the flowers that bloom in the spring is sold well by the chanter. (Sikorski, BMI)

JIM JACONO
Jay Walking72
KAY-Y 66783—Instrumental rockaballad has title injected a la "Tequila," "Got a Match," etc. Some potential. (Lansdale, BMI)
Take My Money71
Rocker with spiritual flavor is handled nicely by Jacono and group. (Lansdale, BMI)

THE EXCELS
Baby Doll72
CENTRAL 2601—Rocker gets a bustling group sound full of teen-age phrases. Some potential. (Newkirk, BMI)

You're Mine Forever70
Rockaballad has a husky lead with pleasant group support. (Newkirk, BMI)

THE SAXONS
Rock and Roll Show72
CONTENDER 1313—Driving ditty about a swinging rock and roll show is given a listenable reading by the boys. Jocks may spin. (Rikpage-Bloor, BMI)
Is It True?70
The Saxons handle this rockaballad in smooth style with a good lead singing the love words. (Rikpage-Bloor, BMI)

MAX BYGRAVES
Gotta Have Rain72
LONDON 1813—A light, summery novelty, in keeping with season. Deejays looking for different song material have it here. Arrangement includes a kiddie gang sing effect. (Leeds, ASCAP)
Guitar70
Novelty side. Clever lyrics and a simple riff gets a variety of interpretations—Chinese, New Orleans, etc. (Lakeview, ASCAP)

DON RUBY
Yo Quiero Su Amor72
CUB 9012—Listenable vocal stint on a catchy Latin rocker. It can move. (Raleigh, BMI)
Rockin' Piano-Outta Tune Guitar69
Okay job on so-so rockabilly. Flip appears money side. (Eden BMI)

DAVE GATES
Jo-Baby71
ROBBINS 1008—Rockaballad is whispered effectively in wistful style by chanter. (Tree, BMI)
Lovin' at Night70
Gates gives his own blues a nice rocker beat. (Tree, BMI)

SAM SAMSON
Squeeze Me Pretty Mama71
VERVE 10139—Gravel-voiced vocal on a rhythm rocker. Tenor sax assists. It can move. (Biem)
Roman70
So so novelty is warbled in straight fashion by one voice with another interjecting comments. True is a tango. Some coin possible. (Shapiro-Bernstein, ASCAP)

WINGY MANONE
Hold On71
PEPPER 866—Swingy rocker features showmanly warbling and lively trumpet solo work by veteran Malone. Should grab some play. (Alpep, ASCAP)

Tuba Boogie70
Interesting instrumental side, highlighted by good tuba solo work and infectious beat. (Alpep, ASCAP)

ROSA LINDA
Nel Blu Dipinto Di Blu71
CHALLENGE 59016—Another disk on the Italian ballad with chick blending nicely into good group. Some prospects. (Robbins, ASCAP)
Falling Star69
Ballad presented by girl choir gets so-so reading. (Western, ASCAP)

JIMMY BOWERS
The Vampire's Ghost70
TRACK 1002—Bowers sings of the vampire that flits about at night on this talk sing effort wedded to a familiar folk melody. Not much happens. (Lili, ASCAP)

JACKIE VAN
Frankly Mr. Frankenstein70
Here's another horror ballad this time featuring Jackie Van, but, frankly, it doesn't come off. (Lili, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

LITTLE JIMMY DEMPSEY & VERN KENDRICK: Tropic Mood/Bouncing Back—Fox 6
JAY HAGGARD: I Will Ask, I Will Plead/I Want You Now, Honey Doll—Daja 502
SY HOFFMAN: French High Heels/Pineapple—Regal 7504
THE LADDINS: Did It/Now You're Gone—Central 2602
SPOKES MASHIYANE: Jika/French Fried—Dot 15778
THE TABS: Will We Meet Again/Still Love You Baby—Nasco 6016

International

LUCIANO TAJOLI
Arsura70
CAPITOL 71122—A dramatic ballad titled "Thirst" receives a tender read-
(Continued on page 44)

LOVE SONG FROM HOUSE BOAT 47/20-7286
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CARLTON

JACK SCOTT
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"HONEY DON'T"

Tyrone Schmidling
 Andex #34022

• Reviews of New Pop Records

• Continued from page 43

ing from the Italian tenor, backed by a large string ork. Good for the international market. (BIEM)

■ Cuore Della Donna... 76
 A happy, Italian melody about "A Woman's Heart" receives another good performance from the tenor. Ork support is typically Mediterranean. Both sides are sung in Italian. (BIEM)

GINO BECHI
 Visione Veneziana... 77
CAPITOL 71124—In the classical pattern is this lovely ballad about a "Venitian Vision" on this new release from the label's Capitol of the World albums. Bechi sings it in operatic fashion. (Ricordi, BMI)

Lolita... 77
 Gino Bechi sings this lively tune with passion and feeling over a big orchestral arrangement. It is sung in Italian. Many adults will enjoy this disk. (Ricordi, BMI)

GIANNI ARMAND ORK
 Sclaz Sclaz... 75
CAPITOL 71123—The Gianni Armand Ork, an unnamed male singer and the Aurora Trio handle this light melody sweetly over listenable backing. (BIEM)

Clao Turfn... 74
 The title of this song means "Good-bye to Turin," and the male lead and the girls' trio sing it with feeling. The Armand Ork backs the group nicely. (BIEM)

Spiritual

THE FAMOUS WARD SINGERS
 Good News... 83
SAVOY 4099—Cheerful rendition of the sprightly gospel tune. Rhythm accompaniment enhances the vocal. This is one of their best. (Savoy, BMI)

Pure Gold... 82
 Rich, wonderful reading of an inspirational theme by the Ward group. Their fans will like this offering. (Savoy, BMI)

THE IMPERIAL GOSPEL SINGERS
 My Father's House... 82
SAVOY 4097—The group tells that everything is all right in the house of the Lord. The sacred theme is presented joyfully. (Savoy, BMI)

Reach Out and Touch Him... 78
 The hymn tells of the rewards to those who will reach out and touch the Lord. Text is from one of the New Testament parables. (Savoy, BMI)

THE GOSPEL CLEFS
 How Long Has It Been Since You Prayed... 81
SAVOY 4098—Lovely choral setting of the minor-keyed theme is rendered with sincerity by the singers. Strong item. (Planemar, BMI)

Big Wheel... 79
 Moving vocal on the happy-sounding hymn by the mixed chorus. Baritone carries the message. It should move easily. (Planemar, BMI)

THE ROBERTA MARTIN SINGERS
 Ride On King Jesus... 80
SAVOY 4100—Stirring vocal on a gospel by the singers, who offer the number with feeling. Good potential in this market. (Martin Studio, BMI)

Grace... 80
 This a slower side, but it's done just as effectively. Soft organ accompaniment on the religious theme. (Martin Studio, BMI)

ALPHA AND OMEGA SINGERS
 I'm Happy... 76
PEACOCK 1787—Spiritual moves with fine feeling and bounce. Group builds it nicely. Should do well in market. (Lion, BMI)

That's Alright... 74
 Anthem is handled in relaxed ballad style by lead Ernest Booker. (Lion, BMI)

CLIFF BUTLER
 Love One Another... 75
NASCO 6014—Inspirational song with a haunting melody line and strong vocal. Keyboard arrangement includes gospel figures. A very nice side for adult programming. (Excelloree, BMI)

Let Us Break Bread Together... 75
 Similar in character to the flip. There's more choral accompaniment in this one. Like flip, it's a strong instrumental side. (Excelloree, BMI)

Children's

PHIL HARRIS
 The Thing... 78
RCA VICTOR WBY 87—A souped up reissue of the old Harris disk. This is the 49-cent series with a terrifying jacket to catch the kiddie's eye. Updated effort has a speeded up voice in spots, a la "Witch Doctor." Can pull its share of rack interest. (Hollis, BMI)

The Mountaineer and the Jabberwock... 75
 Harris-told story has interest for kiddies. Cat has a good knack for this kind of material and there are good chuckles thruout. Coupling should sell. (United, ASCAP)

Westinghouse Success Formula

• Continued from page 4

each station are encouraged to hold regular sessions to screen all the new releases, decide which of several recorded versions of a standard is best for certain time periods, etc.

Commenting on disk programming, Pack said: "Certainly the top hits and good standards and selected up-and-coming tunes are the basic ingredients of popular music programming, but not records programmed with a slap-'em-on-the-tumble mathematical formula or records programmed in a way that does not allow adequate expression for regional or individual tastes."

Identification, of course, is stressed, and Westinghouse deejays are constantly admonished to use call letters, dial positions and their own names as often as possible.

Pack points to Guy Harris, program director of KDKA, Pittsburgh, as a WBC exec who made an exceptionally successful transition from network-styled programming to a local format. Harris, who moved to KDKA two years ago from WOW, Fort Wayne, Ind., steeped himself in local record programming, said Pack, and urged his staff to do the same. He loaned records to engineers for at-home listening sessions, etc.

"Program PM," nightly two-hour feature introduced by the Westinghouse stations about a year ago, has tripled gross night-time billings for all WBC outlets, with audience level increased in some areas and maintained at the same level in others. "Program PM" was created by Bill Kaland, WBC's national program manager.

Station Collaboration

Pack constantly stresses the importance of close collaboration between station managers and program directors. In an effort to keep each station informed about its fellow outlet, WBC holds private program clinics for these execs (from all six stations) once or twice a year, at which time they trade ideas and discuss new programming and promotion gimmicks.

Altho WBC is on top right now in local radio, Pack opined: "Competition gets rougher all the time, so now we have to hold our lead and stay aware that the job is tougher."

• Number of Releases This Week

	Pop	R&B	C&W
ABC-PARAMOUNT	2	—	—
BO-KAY	—	—	1
CAPITOL	2	—	—
CENTRAL	2	—	—
COLUMBIA	—	—	1
CONTENDER	1	—	—
CRYSTALLETTE	1	—	—
D	—	—	2
DAJA	1	—	—
DECCA	—	—	1
DIXIE	—	—	1
DOT	4	—	—
FOX	1	—	—
G & F	1	—	—
GALLO	1	—	—
KAY-Y	2	—	—
LONDON	1	—	—
M-G-M	1	—	—
MODERN SOUND	1	—	—
NASCO	2	—	—
NOW	1	—	—
PEACH	—	—	3
PEPPER	1	—	—
PROFILE	1	—	—
PYRAMID	1	—	—
REGAL	2	—	—
ROBBINS	1	—	—
SUNDOWN	—	—	2
TREND	1	—	—
UNITED ARTISTS	1	—	—
V-J	—	—	1
VERVE	2	—	—
WIG-WAG	1	—	—
TOTALS	35	1	11

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	1	8
COME IN, STRANGER (BMI)—Sun 295		
2. OH, LONESOME ME (BMI)—Don Gibson	2	21
I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
3. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	3	12
Claudette (BMI)—Cadence 1348		
4. HARD HEADED WOMAN (ASCAP)—Elvis Presley	9	3
Don't Ask Me Why (ASCAP)—Vic 7280		
5. JUST MARRIED (BMI)—Marty Robbins	4	15
STAIRWAY OF LOVE (ASCAP)—Col 41143		
6. BLUE BLUE DAY (BMI)—Don Gibson	7	6
Too Soon to Know (BMI)—Vic 7010		
7. SECRETLY (ASCAP)—Jimmie Rodgers	6	9
MAKE ME A MIRACLE (ASCAP)—Roulette 4070		
8. SEND ME THE PILLOW YOU DREAM ON (BMI)—Hank Locklin	5	14
Why Don't You Haul Off and Love Me (BMI)—Vic 7127		
9. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis	11	6
Fools Like Me (BMI)—Sun 296		
10. IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin	10	11
BLUE GRASS SKIRT (BMI)—Vic 7203		
11. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	8	13
Doncha' Think It's Time (BMI)—Vic 7240		
12. JACQUELINE (ASCAP)—Bobby Helms	12	10
Living in the Shadow of the Past (ASCAP)—Dec 30619		
13. CRYING OVER YOU (BMI)—Webb Pierce	13	9
You'll Come Back (BMI)—Dec 30623		
14. HEY! MR. BLUEBIRD (BMI)—Ernest Tubb and Wilburn Brothers	16	4
How Do We Know? (BMI)—Dec 30610		
15. ALONE WITH YOU (BMI)—Faron Young	15	3
Every Time I'm Kissing You (BMI)—Cap 3982		
16. POOR LITTLE FOOL (BMI)—Ricky Nelson	17	2
Don't Leave Me This Way (BMI)—Imperial 5528		
17. CURTAIN IN THE WINDOW (BMI)—Ray Price	14	15
It's All Your Fault (BMI)—Col 41105		
18. I LOVE YOU MORE (BMI)—Jim Reeves	19	6
Overnight (BMI)—Vic 7171		
19. BLUE BOY (BMI)—Jim Reeves	—	1
Theme of Love (ASCAP)—Vic 7266		
20. STOP THE WORLD (BMI)—Johnnie and Jack	—	17
Camel Walk Stroll (BMI)—Vic 7137		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JULY 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. GUESS THINGS HAPPEN THAT WAY—Johnny Cash	1	8
Sun 295—BMI		
2. OH, LONESOME ME—Don Gibson	4	22
Vic 7133—BMI		
3. JUST MARRIED—Marty Robbins	2	15
Col 41143—BMI		
4. ALONE WITH YOU—Faron Young	3	4
Cap 3982—BMI		
5. CRYING OVER YOU—Webb Pierce	6	10
Dec 30623—BMI		
6. IT'S A LITTLE MORE LIKE HEAVEN—Hank Locklin	5	11
Vic 7203—BMI		
7. ALL I HAVE TO DO IS DREAM—Everly Brothers	10	10
Cadence 1348—BMI		
8. BLUE BLUE DAY—Don Gibson	—	2
Vic 7010—BMI		
9. HEY! MR. BLUEBIRD—Ernest Tubb and Wilburn Brothers	—	4
Dec 30610—BMI		
10. EVERY TIME I'M KISSING YOU—Faron Young	—	2
Cap 3982—BMI		
11. COME IN, STRANGER—Johnny Cash	14	6
Sun 295—BMI		
12. CITY LIGHTS—Ray Price	—	1
Col 41191—BMI		
13. I CAN'T STOP LOVING YOU—Kitty Wells	—	18
Dec 30551—BMI		
14. SEND ME THE PILLOW YOU DREAM ON—Hank Locklin	9	14
Vic 7124—BMI		
15. BIG WHEELS—Hank Snow	15	2
Vic 7233—BMI		

Reviews of New C&W Records

CARL BUTLER
Jealous Heart.....78
 COLUMBIA 41205—A strong reading of the fine country song, by Jenny Lou Caren, which many will remember as a pop hit by Al Morgan on the Universal master bought by London years ago. Butler, backed with chorus, chants it in fine style. (Acuff-Rose, BMI)
So Close...75
 Ballad tastefully sung with a chorus and a neat arrangement backing the chanter. Relaxed feeling to the side. (Peer, BMI)

ers, on appealing country tune with bouncy tempo. (Brandom, ASCAP)
X's From Down in Texas...75
 Robust delivery by warbler and nice assist from Kerr chorus on bouncy novelty penned by "Mickey Mouse Club" emcee Jimmy Dodd. (Disney, ASCAP)

TONY DOUGLAS
Baby, When the Sun Goes Down...75
 D 1005—Traditional country sound with a bouncy reading by chanter. Action possible. (Glad, BMI)
World in My Arms...73
 Hill ballad has traditional sound and listenable results. (Glad, BMI)

MONTANA SLIM
Let a Little Sunshine in Your Heart...76
 DECCA 30633—Bright chanting by Montana Slim and Anita Kerr Sing-

JAMES O'GWYNN
Talk to Me Lonesome Heart...74
 D 1006—Twin-tracked weeper is well

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 5

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Hard Headed Woman
Elvis Presley, Vic.
2. Guess Things Happen That Way
Johnny Cash, Sun
3. Blue Blue Day, Don Gibson, Vic.
4. Come In, Stranger, Johnny Cash, Sun

Dallas-Fort Worth

1. Guess Things Happen That Way
Johnny Cash, Sun
2. Oh, Lonesome Me, Don Gibson, Vic.
3. It's a Little More Like Heaven
Hank Locklin, Vic.
4. Crying Over You, Webb Pierce, Dec.
5. Send Me the Pillow You Dream On
Hank Locklin, Vic.
6. Come In, Stranger, Johnny Cash, Sun
7. Hard Headed Woman
Elvis Presley, Vic.
8. You'll Come Back, Webb Pierce, Dec.
9. Blue Blue Day, Don Gibson, Vic.
10. Blue Boy, Jim Reeves, Vic.

Houston

1. Oh, Lonesome Me, Don Gibson, Vic.
2. Blue Boy, Jim Reeves, Vic.
3. Color of the Blues, George Jones, Mer.
4. Guess Things Happen That Way
Johnny Cash, Sun
5. Poor Little Fool, Ricky Nelson, Imp.
6. All I Have to Do Is Dream
Everly Brothers, Cdc.

Memphis

1. Come In, Stranger, Johnny Cash, Sun
2. Blue Blue Day, Don Gibson, Vic.
3. It's a Little More Like Heaven
Hank Locklin, Vic.
4. All I Have to Do Is Dream
Everly Brothers, Cdc.
5. Crying Over You, Webb Pierce, Dec.

Nashville

1. Guess Things Happen That Way
Johnny Cash, Sun
2. Alone With You, Faron Young, Cap.
3. Oh, Lonesome Me, Don Gibson, Vic.
4. All I Have to Do Is Dream
Everly Brothers, Cdc.
5. Come In, Stranger, Johnny Cash, Sun
6. Hey, Mr. Bluebird
Ernest Tubb & Wilburn Brothers, Dec.
7. Hard Headed Woman
Elvis Presley, Vic.
8. Send Me the Pillow You Dream On
Hank Locklin, Vic.
9. Blue Grass Skirt, Hank Locklin, Vic.
10. What Makes a Man Wander?
Jimmie Skinner, Mer.

New Orleans

1. Guess Things Happen That Way
Johnny Cash, Sun
2. All I Have to Do Is Dream
Everly Brothers, Cdc.
3. Oh, Lonesome Me, Don Gibson, Vic.
4. Blue Blue Day, Don Gibson, Vic.
5. High School Confidential
Jerry Lee Lewis, Sun
6. Send Me the Pillow You Dream On
Hank Locklin, Vic.
7. Come In, Stranger, Johnny Cash, Sun
8. Hey, Mr. Bluebird
Ernest Tubb & Wilburn Brothers, Dec.
9. Hard Headed Woman
Elvis Presley, Vic.
10. I Love You More, Jim Reeves, Vic.

St. Louis

1. Hard Headed Woman
Elvis Presley, Vic.
2. Guess Things Happen That Way
Johnny Cash, Sun
3. High School Confidential
Jerry Lee Lewis, Sun
4. Secretly, Jimmie Rodgers, Rit.
5. Poor Little Fool, Ricky Nelson, Imp.
6. Come In, Stranger, Johnny Cash, Sun
7. Blue Blue Day, Don Gibson, Vic.

handled by chanter. Rates some spins in market. (Glad, BMI)
 Changeable...73
 Hill ballad receives listenable reading from chanter. (Cajun, BMI)

TOMMY GUESS & BILL LOWE
Foolish Heart.....73
 SUNDOWN 106—Ballad with traditional sound is chanted prettily against a wild violin. Fair potential. (Durf, BMI)
Unwanted and Alone...72
 Another country ballad with authentic sound by the duo. (Durf, BMI)

JOHN WORTHAN
The Cats Were Jumpin'.....72
 PEACH 722—Cheerful vocal treatment of bouncy rockabilly item. Both sides merit spins. (Golden State, BMI)
I Wrote You a Letter...71
 Worthan wails effectively on poignant country weeper. (Golden State, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

MARTHA DOBBS: Troubles/Are You Surprised—Sundown 105
OLEN LITTLE: The World Belongs to Me/You, Heavenly You—Peach 721
TED McPHERSON: You Were Laughing/I'll Cry Tomorrow—Peach 724
PAT & DEE: Don't Tease Me/Gee Whiz—Dixie 2006
THE WELCH BROTHERS: Thoughts of the Past/Blue Eyes and Golden Curls—Bo-Kay 105

This Week's C&W Best Buys

BLUE BOY (Acuff-Rose, BMI)—Jim Reeves—RCA Victor 7266—The platter is doing well in all of the top c.&w. centers. It's also gaining in pop marts. It's on the c.&w. chart for the first time this week. Flip is "Theme of Love" (Diana, ASCAP). A previous Billboard Spotlight pick.

CITY LIGHTS (TNT, BMI)—Ray Price—Columbia 41191—Price appears to have another big one. It's strong in all markets. Flip is "Invitation to the Blues" (Boxer, BMI). A previous Billboard Spotlight pick.

Review Spotlight on . . .

C&W RECORDS

MARTY ROBBINS

She Was Only Seventeen (He Was One Year More) (Acuff-Rose, BMI)

Sittin' in a Tree House (Famous, ASCAP)—Columbia 41208

See review in Pop Spotlight section.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hal Smith, of Gaylord Music Nashville, has signed James (Spider) Rich to serve as promotion man for the publishing firm. Rich records for RCA Victor and formerly was heard on Gaylord Music's own label, Cullman. In his new post, he will handle the deejays and a number of the firm's writers. . . . The Ferrell Brothers, singing duo of "Big D Jamboree," Dallas, were July 5 guests on the Roy Cleen-Pee Wee Reid "Red River Jamboree," Paris, Tex., along with their band. Rocky Stone and Terry Fisher, of Dallas, were spotted on the same program. Homer Minty and the Highway Melody Boys were last Saturday's (12) "Red River" guests. KFTV, Paris, is now taping the first hour of the show for rebroadcast on Sunday afternoon, sponsored by local advertisers.

Don F. Pierce, of the Mercury-Starday Country Series office, Madison, Tenn., reports that the new George Jones and Jimmie Skinner releases have started well. The Jones platter couples "I'm With the Wrong One" and "Nothing Can Stop Me," and the Skinner pairings are "Where Do We Go From Here?" and "Where My Sweet Baby Goes." Deejays needing a sample may write to Pierce at Box 115, Madison, Tenn. Jones also has a new gospel release, "Wandering Soul" b.w. "Jesus Wants Me. . . . George Morgan was special guest on "Louisiana Hayride," Shreveport, Saturday (12), headlining the CBS portion of the show. It marked George's initial appearance on "Hayride."

Curly Coldiron and the Circle C. Boys are currently showing their wares at Chicago's Ringside Ranch. The trio is heard on the Sullivan label. . . . Tom Perryman is reported to have left Don F. Pierce's booking office in Madison, Tenn., to return to his old bailiwick in Gladewater, Tex. . . . Charlie Daniels' Rockets, new country music foursome who recently moved into North Beach, near Washington, for a limited engagement, are being held over there for the remainder of the summer, according to Bert Repine, of "New Dominion Barn Dance," Richmond, Va.

James O'Gwynn, of "Louisiana Hayride," is set for a stand in Anchorage, Alaska, August 1-7, with George Jones, of the same show, booked to follow in there August 15-22. "Hayride" Johnny Horton has just returned from Anchorage, where he appeared for a week along with Whitey Pullen and His

Swingsters, and Jimmy Simpson, the Oilfield Boy. Simpson typewrites from the Alaska city that country music is clicking it off in great fashion in that territory. Other c.&w. names who played there recently to big business were Little Jimmy Dickens and Lefty Frizzell. . . . Jimmy Skinner and Ray Lunsford, who make Cincinnati their headquarters, are set for 21 fair dates in New York, Vermont and Canada thru August and September.

"Country America," produced by Nat Nigberg and heard 7-8 p.m., Saturdays, over KABC-TV, Los Angeles, now has two sponsors, Burgemeister Beer and Signal Oil, with each carrying a half hour. Burgermeister had been totting the full load. . . . Jimmy Skinner's tune, "Doin' My Time," has been injected into long-play albums by Johnny Cash and Flatt and Scruggs. It's also been cut as a single on M-G-M by Bill Flagg. . . . The Black Mountain Boys, who made their first appearance on KCUL's "Cowtown Hoedown," Fort Worth, June 28, have been installed as regular members of the show.

Janis Martin is back in harness on "New Dominion Barn Dance," Richmond, Va., after a siege of illness. She is skedded for two weeks of one-nighters in Kentucky and Ohio early in August, and August 16-24 appears with the Jim Reeves unit at the Wisconsin State Fair, Milwaukee. Janis recently signed a four-year extension of her contract with RCA Victor. . . . Countryfied Music Promotions, Cincinnati, headed by Ed Rader, has established its own recording firm to be known as Lucky Records. First release, due out July 15, features Bill (Zezie) Browning and couples "I'll Pay You Back" with "Breaking Hearts." Releases by Nelson Young and Joe (Cannonball) Lewis are slated to follow soon. Deejays, distributors and record shops may obtain samples of the Browning waxing by writing to Countryfied Music, 2252 Wheeler Street, Cincinnati 19.

Shirley Hunter and the Tennessee Cut-Ups are being heard daily, 7:45-8 a.m., on WDBJ-TV, Roanoke, Va. . . . A new artist, Bureline Smith, made her first appearance July 5 on "Cowtown Hoedown," Fort Worth. . . . "Georgia Jubilee," of WTJH, East Point, Ga., celebrated its first anniversary recently with a Sunday show comprising Webb Pierce, Ray Price, Faron Young, the Browns, Dave Rich, Jerry Reed, Ray Stevens, Bill

(Continued on page 47)

• This Week's R&B Best Buys

HAVING A GOOD TIME (Ace, BMI)
 WE LIKE BIRDLAND (Ace, BMI)—Huey Smith—Ace 548—
 Disk is hot in most of the top r.&b. marts. Both sides are being requested. It's also getting lots of pop action.

• Review Spotlight on . . .

R&B RECORDS

BOBBY FREEMAN

Betty Lou Got a New Pair of Shoes (Bennell-Clockus, BMI)
 Starlight (Bennell-Clockus, BMI)—Josie 841

See review in Pop Spotlight section.

ON THE BEAT

• Continued from page 9

man, but he did not play well that night and the same can be said about his group. By the time Charles had finished playing jazz he had lost the jazz part of his audience and not enhanced his position with those who had come to hear Ray play and sing the blues. In the blues part of his program, Charles sang some of his great hits, and he regained many with his fine version of "I've Got a Woman." But although he came back with his fast blues, he lost the kids with his slow, meaningful blues, these being a type to which the kids in the audience were not used to and not prepared for.

Joe Turner's selections were not what many had expected. Most of us were waiting to hear Joe sing those wonderful K. C. blues, but instead he sang his record hits, and most of these like "Honey Hush" and "Shake Rattle and Roll," are blues in the rock and roll idiom. He was backed by a band made up of a group of excellent jazzmen, but not blues nor rock and roll men. They goofed his tempos, blew lazy riffs and were no help to the Bossman at all. After the Boss, Big Maybelle came on. Her lack was not in her vocalizing but in her selection of

tunes. Instead of really singing the blues, which she can do well, she sang her recent record sides, all of which, of course are in the commercial and rock and roll idiom. And again the Newport Blues Band messed up behind her.

Chuck Berry received the biggest response from the crowd, the younger set especially. But he also received the worst response from the older set, the critics and the introspective jazz fan. Chuck sang his record hits, "Sweet Little Sixteen," "Johnny B. Goode" etc., and did a fine job. But a straight rock and roll singer like Chuck was out of place on a blues or jazz show.

It would have been more seemly and perhaps a better idea, if, instead of a blues night, the NJF people had merely presented Ray Charles as part of a regular jazz night, introducing him as the outstanding blues singer that he is. If the response was good, then they could easily have held a full blues night the next year. But if they wanted to have a blues night then it would have been better to have a full blues night and to show off many different types of blues singers as well as musicians who play the blues.

When Mahalia Jackson came on, however, the situation was different. She was truly outstanding and she made Saturday night at the NJF one to remember. Before she came on it had started to rain. When she started her program the rain stopped and it did not start again until she finished.

More than 20,000 fans turned out at Hawkins Stadium in Albany on June 30 to attend the WPTR "Tower of Talent" pop music outdoor show. The 20,000 crowd broke all attendance records at the Stadium, and more than 5,000 fans were turned away due to lack of seating or standing room. The "Tower of Talent" show was held to celebrate the station's first anniversary; as an independent, it had formerly been an ABC affiliated station. WPTR, a 50,000 watt, had advertised the event for weeks and since it was held in co-operation with the Albany Tent No. 9 of the Variety Clubs of America (which used the proceeds for its summer camp for underprivileged children) it received much space in the press. People came from the Albany, Schenectady, Troy area in the main, but also from Vermont and Massachusetts, upstate New York and even Montreal.

Stars of the shindig were the Everly Brothers, Connie Francis, Rosemary June, Dakota Staton, Jack Scott, Ersel Hickey, the Kalin Twins, Annette, the Lane Brothers, Dickey Doo and the Don'ts, Johnny Janis and Fabian. "Tower of Talent" awards

(Continued on page 47)

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 5

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Yakety Yak, Coasters, Atco
2. Hard Headed Woman—Elvis Presley, Vic.
3. What Am I Living For?—Chuck Willis, Atl.
4. Do You Want to Dance?—Bobby Freeman, Josie
5. Poor Little Fool, Ricky Nelson, Imp.
6. True Fine Mama, Little Richard, Spe.
7. Little Mary, Fats Domino, Imp.
8. Hang Up My Rock and Roll Shoes—Chuck Willis, Atl.
9. My True Love, Jack Scott, Car.
10. Ooh! My Soul, Little Richard, Spe.

Charlotte

1. Yakety Yak, Coasters, Atco
2. What Am I Living For?—Chuck Willis, Atl.
3. Hard Headed Woman—Elvis Presley, Vic.
4. My True Love, Jack Scott, Car.
5. Do You Want to Dance?—Bobby Freeman, Josie
6. Jennie Lee, Jan & Arnie, Arw.
7. Ooh! My Soul, Little Richard, Spe.
8. Poor Little Fool, Ricky Nelson, Imp.
9. Leroy, Jack Scott, Car.
10. True Fine Mama, Little Richard, Spe.

Chicago

1. Yakety Yak, Coasters, Atco
2. Endless Sleep, Jody Reynolds, Dem.
3. Hard Headed Woman—Elvis Presley, Vic.
4. Poor Little Fool, Ricky Nelson, Imp.
5. Do You Want to Dance?—Bobby Freeman, Josie
6. Willie and the Hand Jive—Johnny Otis Show, Cap.
7. Jennie Lee, Jan & Arnie, Arw.
8. To Be Loved, Jackie Wilson, Brk.
9. All I Have to Do Is Dream—Everly Brothers, Cdc.
10. Johnny B. Goode, Chuck Berry, Chs.

Cincinnati

1. Yakety Yak, Coasters, Atco
2. For Your Precious Love—Jerry Butler & the Impressions, Abn.
3. You're a Sweetheart—Little Willie John, King
4. I Know It's a Sin, Jimmy Reed, VI
5. Over and Over Again—Thurston Harris, Ald.

Detroit

1. Yakety Yak, Coasters, Atco
2. Willie and the Hand Jive—Johnny Otis Show, Cap.
3. Hard Headed Woman—Elvis Presley, Vic.
4. Secretly, Jimmie Rodgers, Rit.
5. Looking Back, Nat King Cole, Cap.
6. High School Confidential—Jerry Lee Lewis, Sun
7. What Am I Living For?—Chuck Willis, Atl.
8. All I Have to Do Is Dream—Everly Brothers, Cdc.
9. Do You Want to Dance?—Bobby Freeman, Josie
10. Talk to Me, Talk to Me—Little Willie John, King

Los Angeles

1. Yakety Yak, Coasters, Atco
2. Hard Headed Woman—Elvis Presley, Vic.
3. Looking Back, Nat King Cole, Cap.
4. What Am I Living For?—Chuck Willis, Atl.
5. Do You Want to Dance?—Bobby Freeman, Josie
6. For Your Love—Ed Townsend, Cap.
7. Secretly, Jimmie Rodgers, Rit.
8. All I Have to Do Is Dream—Everly Brothers, Cdc.
9. Big Man, Four Preps, Cap.
10. Poor Little Fool, Ricky Nelson, Imp.

New Orleans

1. Yakety Yak, Coasters, Atco
2. What Am I Living For?—Chuck Willis, Atl.
3. Hard Headed Woman—Elvis Presley, Vic.
4. For Your Love, Ed Townsend, Cap.
5. Secretly, Jimmie Rodgers, Rit.
6. Endless Sleep, Jody Reynolds, Dem.
7. Rumble—Link Wray & His Ray Men, Cdc.
8. My True Love, Jack Scott, Car.

New York

1. Yakety Yak, Coasters, Atco
2. Hard Headed Woman—Elvis Presley, Vic.
3. Secretly, Jimmie Rodgers, Rit.
4. Jennie Lee, Jan & Arnie, Arw.
5. All I Have to Do Is Dream—Everly Brothers, Cdc.
6. Endless Sleep, Jody Reynolds, Dem.

Philadelphia

1. Yakety Yak, Coasters, Atco
2. Looking Back, Nat King Cole, Cap.
3. What Am I Living For?—Chuck Willis, Atl.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. YAKETY YAK (BMI)—Coasters.	1	6
Zing! Went the Strings of My Heart (ASCAP)—Atco 6116		
2. HARD HEADED WOMAN (ASCAP)—Elvis Presley.	9	3
DON'T ASK ME WHY (ASCAP)—Vic 7280		
3. WHAT AM I LIVING FOR? (BMI)—Chuck Willis.	3	11
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179		
4. DO YOU WANT TO DANCE? (BMI)—Bobby Freeman.	2	9
Big Fat Woman (BMI)—Josie 835		
5. POOR LITTLE FOOL (BMI)—Ricky Nelson.	18	2
Don't Leave Me This Way (BMI)—Imperial 5528		
6. ENDLESS SLEEP (BMI)—Jody Reynolds.	8	6
Tight Capris (BMI)—Demon 1507		
7. JENNIE LEE (BMI)—Jan and Arnie.	5	8
Gotta Getta Date (BMI)—Arwin 108		
8. SECRETLY (ASCAP)—Jimmie Rodgers.	7	7
Make Me a Miracle (ASCAP)—Roulette 4070		
9. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers.	4	12
Claudette (BMI)—Cadence 1348		
10. LOOKING BACK (BMI)—Nat King Cole.	6	13
Do I Like It (BMI)—Cap 3939		
11. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show.	10	3
Ring-a-Ling (BMI)—Cap 3966		
12. FOR YOUR LOVE (BMI)—Ed Townsend.	11	12
Over and Over Again (BMI)—Cap 3926		
13. MY TRUE LOVE (BMI)—Jack Scott.	—	1
LEROY (BMI)—Carlton 462		
14. BIG MAN (BMI)—Four Preps.	14	8
Stop, Baby (ASCAP)—Cap 3960		
15. OOH! MY SOUL (BMI)—Little Richard.	20	3
TRUE, FINE MAMA (BMI)—Specialty 633		
16. WITCH DOCTOR (ASCAP)—David Seville.	12	13
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132		
17. TALK TO ME, TALK TO ME (BMI)—Little Willie John.	16	14
Spasm (BMI)—King 5108		
18. JOHNNY B. GOODE (BMI)—Chuck Berry.	13	11
Around and Around (BMI)—Chess 1691		
19. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis.	19	4
Fools Like Me (BMI)—Sun 296		
20. RUMBLE (BMI)—Link Wray.	15	9
The Swag (BMI)—Cadence 1347		

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. YAKETY YAK —Coasters.	1	5
Atco 6116—BMI		
2. WHAT AM I LIVING FOR? —Chuck Willis.	2	11
Atlantic 1179—BMI		
3. WILLIE AND THE HAND JIVE —Johnny Otis Show.	4	2
Cap 3966—BMI		
4. COME WHAT MAY —Clyde McPhatter.	11	2
Atlantic 1185—BMI		
5. LITTLE MARY —Fats Domino.	—	1
Imperial 5526—BMI		
6. ALL I HAVE TO DO IS DREAM —Everly Brothers.	3	9
Cadence 1348—BMI		
7. DO YOU WANT TO DANCE? —Bobby Freeman.	10	7
Josie 835—BMI		
8. TO BE LOVED —Jackie Wilson.	—	7
Brunswick 55052—BMI		
9. HARD HEADED WOMAN —Elvis Presley.	12	3
Vic 7280—ASCAP		
10. ENDLESS SLEEP —Jody Reynolds.	—	6
Demon 1507—BMI		
11. FOOLS LIKE ME —Jerry Lee Lewis.	—	1
Sun 296—BMI		
12. FOR YOUR LOVE —Ed Townsend.	—	3
Cap 3926—BMI		
13. TWILIGHT TIME —Platters.	—	12
Mer 71289—BMI		
14. I LOVE YOU SO —Chantels.	—	1
End 1020—BMI		
15. POOR LITTLE FOOL —Ricky Nelson.	13	3
Imperial 5528—BMI		
15. LOOKING BACK —Nat King Cole.	—	12
Cap 3939—BMI		
4. Jennie Lee , Jan & Arnie, Arw.		
5. Poor Little Fool , Ricky Nelson, Imp.		
6. Rumble —Link Wray & His Ray Men, Cdc.		
7. Do You Want to Dance? —Bobby Freeman, Josie		
8. Endless Sleep , Jody Reynolds, Dem.		
9. For Your Love , Ed Townsend, Cap.		
10. Looking Back , Nat King Cole, Cap.		
Washington, D. C.		
1. Yakety Yak , Coasters, Atco		
2. What Am I Living For? —Chuck Willis, Atl.		
3. Poor Little Fool , Ricky Nelson, Imp.		
4. Hard Headed Woman —Elvis Presley, Vic.		
5. Looking Back , Nat King Cole, Cap.		
6. Talk to Me, Talk to Me —Little Willie John, King		
7. Do You Want to Dance? —Bobby Freeman, Josie		
8. Don't , Elvis Presley, Vic.		
9. High School Confidential —Jerry Lee Lewis, Sun		
10. Ooh! My Soul , Little Richard, Spe.		
St. Louis		
1. Yakety Yak , Coasters, Atco		
2. Do You Want to Dance? —Bobby Freeman, Josie		
3. Little Mary , Fats Domino, Imp.		
4. Rumble —Link Wray & His Ray Men, Cdc.		
5. Secretly , Jimmie Rodgers, Rit.		
6. Big Man , Four Preps, Cap.		
7. Endless Sleep , Jody Reynolds, Dem.		
8. Willie and the Hand Jive —Johnny Otis Show, Cap.		

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b/w **"THE FREEZE"**

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DUKE RECORDS

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FOLK TALENT & TUNES

Continued from page 45

Anderson, Wendy Bagwell, Johnny Sea, Joe South and Judy Tolbert. James A. Davenport III is manager of "Georgia Jubilee."

Routings on "Grand Ole Opry" talent thru July stack up as follows: Roy Acuff and the Wilburn Brothers, Blakeley, Ga., July 15; Bonifay, Fla., 16; Geneva, Ala., 17; Clayton, Ala., 18; Dothan, Ala., 19; Cuthbert, Ga., 20, and Memphis, 26; Flatt and Scruggs, Murray, Ky., July 21; Lynchburg, Va., 25; Cousin Jody, Iceland, thru July 16; Bordenton, N. J., 17; Johnny and Jack, West Union, O., 19; Anderson, Ind., 20; Lonzo and Oscar, Jerseyville, Ill., 15; Pickingville, Ill., 16; West Union, O., 19, and Mount Vernon, Ill., 21; Porter Wagoner and the Wilburn Brothers, July 9-18; Hawkshaw Hawkins, Selins Grove, Pa., 16, 18; Waterloo, N. Y., 22-23, and Campbelltown, Pa., 26; Jean Sheppard, Reading, Pa., 19; Lyonsburg, Pa., 26; Don Gibson, St. Louis, 20; Albuquerque, N. M., 24; Cortez, Colo., 25, and Colorado Springs, Colo., 26; Kitty Wells, West Union, O., 19, and Anderson, Ind., 20.

With the Jockeys

Station WRWH, Cleveland, Ga., will make its bow August 1, programming mostly coun-



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NAVY

try and western music. Country Jim, who will serve as one of the staff announcers, says that the station would welcome c.&w. record samples from the waxeries and artists. . . . Walter Bailes this week leaves XERF, Del Rio, Tex., to return to the Blue Ridge Mountain area of North Carolina and Virginia to seek a new deejay post to spin gospel and c.&w. records. In addition, he plans to promote gospel and country music groups in that territory. Mail will reach him at General Delivery, High Point, N. C.

When Vern Weegman, c.&w. jock at KEVE, Minneapolis, got the ax recently, it ignited a hassle

that found many of his fans picketing the station in protest. On two Sundays in a row, Weegman fans bannered the station, carrying placards bearing such phrases as "Why Did KEVE So Unjustly Fire Vern?" "We Want Vern Back," and "Why Vern? He's Our Friend," etc. A petition of protest was also circulated. According to the story, Vern was fired by wire, with two-weeks pay, by the owner of the station, a resident of California. It is reported that the owner was dissatisfied with some tapes Weegman had made when the owner visited the station recently, claiming that they "did not come up to California radio standards." What the fans want to know is what are the California standards for spinning country and western records?

Reviews and Ratings of New Popular Albums

Continued from page 23

well in neighborhoods with large German-speaking groups.

JOSELLE SINGS

Mira Joselle with Ben Ludlow Ork (1-12") Westminster WP 6085
The versatile Parisian canary has a sweet, pure vocal sound on this group of melodic French "chansons"—"France Dimance," "Hymne a L'Amour," etc. Also included are a few rich instrumental treatments of plaintive themes by Montini and his ork. Miss Joselle is backed by Ben Ludlow.

INTERNATIONAL ★★

REMEMBER SWEDEN

Nils Flacke (1-12") FLP 1231
A package of charming folk instrumental music of Sweden, featuring accordion. Material is extremely melodic, danceable and full of flavor. Cover is attractive; but best part of the packaging is Burt Korall's notes, which give the reader an orientation to life and art in Sweden.

REMEMBER ITALY

Pippo Barzizza Ork (1-12") Fiesta FLP 1229
Pop ballads and novelties of today played in pleasant dance band style and sung well by Fiorella Bini and Adriano Valle. "Frou Frou" and "Ricordate Marcellino" are among the best of the all-Italian group.

ACCORDEON DE PARIS

Roland Zaninetti, Accordion & His Ensemble Musette (1-12") Bruno BR 50028
Zaninetti's latest has a real Parisian music hall flavor. Concertina-like sound, the light flowing effect of the rhythmic bass, rapid staccatos and duplicating octaves are in true French style. It's all very effective instrumentation. The well-paced waltzes, polkas and mazurkas can be danced to, but the album is mainly for listening.

COUNTRY & WESTERN ★★★

WESTERN SWING IN HI-FI

Bob Wills, Spade Cooley, Tex Williams & Billy Gray (1-12") Decca DL 8730
Here's a lively package of swing western oldies (culled from the Decca catalog) by four veteran c.&w. bands. A bouncy, terperable album for western music fans of the old school. Selections, some featuring vocals, include Wills' old hit "San Antonio Rose," and "Spanish Two-Step," Cooley's "Y-Ready," etc.

COUNTRY BOY IN LOVE

Justin Tubb (1-12") Decca DL 8644

A package of country songs arranged with an eye to the pop market. Strong point of the package, however, is not the pop trimming, but the unusually good choice of material, including Pee Wee King's "Bonaparte's Retreat," Floyd Tillman's "I Gotta Have My Baby Back," Fred Rose's "Hang Your Head in Shame" and Hank Williams' "There'll Be No Teardrops Tonight."

SQUARE DANCE FIDDLE FAVORITES

Tommy Jackson (1-12") Mercury MG 20346
"Alabama Jubilee," "Turkey in the Straw" and "Colton Eyed Joe" and other standards played with first-rate c.&w. fiddle technique. Jackson's brittle sound and wonderfully controlled, rapid, detached bowing, have earned him a sizable following on radio. He is backed up by guitar, bass, and second fiddle playing pedal tones. No calls here, but it's a fine album for groups with strong lungs and dancing feet.

COUNTRY & WESTERN ★★

BOB WILLS AND HIS TEXAS PLAYBOYS

(1-12") Decca DL 8727
This is a package of fiddling, western swing. It's a regular hoe-down party with a flock of bouncy tunes—some with vocals and others instrumental, which the more rural minded fans will enjoy. Wills' name value in this field—he's the clefver of "San Antonio Rose"—will help sell the platter. Good country dance material.

WESTERN DANCE IN HI-FI

Dave Stogner & His Western Swing Band
The western band approach by the Dave Stogner crew is highly listenable on an attractive variety of tunes that include standards, blues and some typical western fare. Stogner is featured on guitar, fiddle and other string instruments. Good, modern hoedown-type fare.

SPECIALTY ★★

MUSIC FOR NON-THINKERS

Guckenheimer Sour Kraut Band (1-12") RCA Victor LPM 1721
"Stars and Stripes," "Hungarian Rhapsody" and other classics, plus folk songs, cheerfully murdered by the Spike Jones of the Rhine. Dr. G, who's actually wealthy San Francisco merchant Richard Gump, sings with the brilliance of Florence Foster Jenkins. For sophisticates.

Reviews of New Stereo-Only Albums

Continued from page 23

SOUND

A JOURNEY INTO STEREO

Various Artists (1-12") London PS 100
Narration on this album ties together samples of pop, classical and sound sequences for an introduction to stereo. As such it ranges from fair to spectac-

ular, and hits its peak in the ceremony of the changing of the guard at the Tower of London, which is ideal stereo. Narrator's voice level seemed too low for room-size balance with the other material. Also, one wishes the musical excerpts were longer—but that's the purpose of a sampler disk, to make the listener want more. This one does just that.

Reviews and Ratings of New Jazz Albums

Continued from page 23

JAZZ ★★

JORGEN RYG JAZZ QUARTET

(1-12") Mercury MG 36099
Danish jazz stars Jorgen Ryg (trumpet), Jorgen Lausen (piano), William Schiopffe (drums), and Erik Moseholm (bass) turn in some listenable cool jazz on this new waxing. Ryg, whose style has a bit of Miles Davis and Chet Baker, turns in some good solo work on a group of originals and standards such as "Chloe," "Mean to Me," and "Whispering." Interesting wax for jazz fans.

ON THE BEAT

Continued from page 46

were given to the Everly Brothers as "Kings of Song," Connie Francis as "Queen of Song," and Dakota Staton for best album of the year. All of the other performers received the new star of the year awards. Station intends to hold these shows each year, and after noting the size of the crowd, who can blame them.

The Max Roach Quartet will open at Small's Paradise tomorrow (15). . . . Linda Hopkins is appearing at The Baby Grand in New York along with comic Nipsey Russell. . . . Prestige Records will release four new jazz sets in August, with two more in the series called "A Modern Jazz Survey." One set features George Wallington, Phil Woods, Don Byrd and Red Garland; the other Pepper Adams, Cecil Payne, Julius Watkins and Dave Amram.

Rank Org Buys Half Interest In Filmusic

LONDON—The Rank Organization is acquiring a 50 per cent holding in Filmusic Publishing, an associate of the David Toff Music Publishing company.

An announcement made by Rank says that Toff will remain managing director of Filmusic, who will publish music connected with Rank Organization films made at their Pine wood studios, England.



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CALGARY GATE UP 15,000 DURING FIRST THREE DAYS

Big Advance Sale Crams Grandstand; Wrestling Scores, Circus Off

CALGARY—A record influx of people from distant points lifted attendance at the Calgary Stampede and Exhibition during the first three days of its six-day run by 15,000 over the same period last year. The Stampede opened Monday (7), a day after rain which terminated a long drought in the prairies east of the city.

The strong attendance was attributed solely to the greater number of people who traveled long distances to take in the Stampede. Business conditions in the Calgary area, it was noted, are off slightly from last year and this was mirrored in correspondingly lower spending in some segments of the operation.

Midway business, at least for the rides and shows of the Royal American Shows, nevertheless were up sharply, with the tape at the end of the first three days showing a 17 per cent increase in receipts.

The huge grandstand and bleachers, both afternoon and night, were crammed to capacity, having been sold out well in advance of the opening. The front-gate admission continued at 25 cents, but some slight upward revisions in the charges at the grandstand were in effect.

Following the traditional pattern, running horse races, with parimutuel betting, and rodeo events were the afternoon features, while the two-for-one night show again featured the Stampede's famous chuck wagon races and a

17,000 Paid In 2 Shows For Kochman

PATERSON, N. J.—The Jack Kochman thrill show played its home base for the first time in seven years on Friday and Saturday (4-5) and the response added up to one of its best still dates ever.

A total of 17,000 paid their way into Schenck Stadium. One show was performed nightly. A visitor on July 4, when 11,000 attended, was Harold Connell of the Dodge firm. Legion sponsors did a good promotional job and signed the unit to repeat in 1959.

The Eastern unit is now playing several New England dates booked by Ward Beam. Its fair season opens Monday (21) in Harrington, Del.

Comments were favorable on the five-man teeterboard troupe touring with the show, doing cartop acrobatics and chariot racing as well as the springboard routine. On the show is female stunter Pat Jones, formerly of the Lynch show.

revue, the latter produced by Hetzer's Theatrical Agency, Huntington, W. Va.

Bad Review

The revue was given a critical review by one Calgary newspaper. Maurice Hartnett, the Stampede manager, however, in a capsule comment said: "We had sought something different. And it is enough different to meet our aim. The production is good. The line (a 24-girl unit) is of top caliber. And the costumes are excellent."

The Hetzer unit is playing the Western Canadian A Fair Circuit, of which the Stampede is a member, for the first time and is scheduled to play several leading U.S. fairs following the wind-up of its tour over the A circuit.

An added grandstand feature was the Atterbury-Hornbeck helicopter-sway pole act.

"This," Hartnett declared in

evaluating the attraction, "is a sensational act. We're very high on it, as a matter of fact."

Working here, the act used a 157-ft. high pole, mounted on a specially built base, and departed from its past performance by using the helicopter to take off the sway pole artist from the pole at the finale, as well as deliver him to the pole at the act's opening.

The Corral (coliseum) attractions started off big. Championship wrestling the first two nights turned in higher grosses than last year. Polack Bros. Circus opened Wednesday (9) for the remainder of the exhibition's run. Opening day's receipts were down slightly. The fact that Gil Gray's Circus pre-dated Polack in Calgary by two weeks was cited as a possible reason.

The Mexican Village in the first

(Continued on page 50)

FIRST THING NIGHTLY

Middletown Using Pyros in Reverse

MIDDLETOWN, N. Y.—Orange County Fair is beginning at the end this year, using nightly fireworks displays right at sundown. Pyrotechnics have traditionally been a fairgrounds climax thruout the land.

The 188-year-old event will open each evening August 2-10 with the finale, general manager Fred Germain Jr. says. It's an experiment to encourage family patronage which sometimes doesn't last long enough to catch late pyro displays. It might also stimulate the late-comers into coming early, he adds.

Some other changes will also be evident in the set-up at the fairgrounds. The farm machinery display will be out under the open skies instead of cluttering a shed. Accompanying each major line will be an office tent for information and distribution of literature.

Fairgoers this year will find the last road on the grounds black-topped. The final application was made to the dusty, 1,200-foot auto road leading from the upper gate and serving the western parking area. In addition, the paved midway streets have been widened for anticipated increase in traffic.

The entrance facade to the stadium and track, leading to a greatly increased seating capacity, has been improved. The redwood

center panel has been widened to cover the entire stadium approach, Germain said.

Among the midway features will be a free children's farm menagerie, in a series of covered pens. They will include a sow and her piglets, a ewe with lambs, the familiar barnyard hen and its brood, and others.

Children's days will fall on both Monday and Friday of fair week, when all children of grammar school age will be admitted free until 6 p.m.

Mission Beach Up Sharply Over 1957

MISSION BEACH, Calif.—Three April weekends that were bigger than those in mid-summer and a runaway crowd over the Fourth of July three-day period have put the season's grosses at Belmont Park far above 1957, John C. (Jack) Ray, president of Mission Beach Amusements, park operators, said.

Ride grosses, with the addition of two new devices, has doubled for the same period ending July 5. Food revenue is up 30 per cent, amusement games 10 per cent over 1957 and kiddieland is running 25 per cent ahead of the same period last year. The rolled coaster, which resumed operation in 1957 after being idled two years by fire, is running from 5 to 8 per cent over last year in the comparative period.

The figures do not include the Velare Bros. Space Wheel, which opened here two weeks ago and will remain until July 23.

Revenue reports are on 10-major attractions and seven kid rides. The two new devices this year are the 16-car Luske Skooter and Laff-in-the-Dark, both constructed in the building formerly used as a skating rink. Additional space in the structure is being used for workshops.

Ray lists 19 game concessions and includes the Penny Arcade

Allen, Camdenton Rodeo Eye Record

Look for New High of 78,000 Fans; Draws Patrons From 38 States

CAMDENTON, Mo.—The seventh annual J. Bar H Rodeo, featuring Rex Allen for the second consecutive year, stood to break all previous records here in this town of 1,200 last week.

Thru Thursday (10), attendance at the first four of the six night shows topped 45,000 and, according to Harry Nelson, owner-manager, total figures after Saturday night's finale would be in the neighborhood of 78,000.

Nelson, who with Mrs. Nelson, owns and operates the rodeo as a private corporation, gave much credit for the big turnouts to Allen, whom he called "a great performer." Nelson also grinned when he said: "Rex told me that I was crazy to bring him back for a second year."

Drawing power of the rodeo was indicated on Thursday evening when a check of the parking area showed cars from 28 States. Last year, a total of 38 States were represented during the week and, according to a survey, Nelson said that 72 per cent of the patrons came to see the rodeo, not the nearby resorts.

One of, if not the only, privately owned rodeos in the world, the J Bar H was started in 1952 by the Nelsons, who had never seen a rodeo. The plant here is considered to be one of the finest anywhere, having a seating capacity of 14,000 arranged in an open-air oval with an unobstructed view from every seat. In fact, the Nelsons have received some 250 requests for blue prints from other rodeo or would-be rodeo producers.

In addition, many requests have been received for their advertising and publicity formula, which includes a year-round campaign.

Only thing to mar this year's

record-breaking run, was rain on Thursday night which possibly held down, but didn't hurt, the turnout.

This Missouri metropolis is located about half way between St. Louis and Kansas City and is 70 miles north of Springfield.

N. Y. City Bingo Set For Jan. 1

NEW YORK—Bingo under the new constitutional amendment will be played in New York City starting January 1. The City Council last week overwhelmingly approved a bingo measure. It is expected to be a shoo-in at the November election, in the form of a referendum.

These amendments were made by the council's finance committee: Persons younger than 18 barred from bingo premises. Bingo can be played after 6 p.m. Sunday.

Legalized bingo will limit total value of prizes for any one session to \$1,000 and the value of the biggest single prize to \$250. No institution can hold more than six sessions a month. Limitations include prevention of profit-making groups from running bingo, prevention of individuals from receiving remuneration for managing games, and prevention of rentals based on percentage of receipts from bingo.

Satellite Show Set For Ionia

NEW YORK—The satellite exhibit of Scientific Productions, Ltd., has been signed for the Ionia (Mich.) Free Fair by Allan Williams, secretary-manager, Exhibit Producer Charles Caudle reports. A 500-capacity tent, with seating, is to be provided, and admission will be 50 cents for adults and 25 cents for children. The unit will open August 3, preview day.

Also set for the space display are the DuQuoin (Ill.) State Fair, Pacific National Exhibition in Vancouver, and Oklahoma Free State Fair in Muskogee. There are two units, each consisting of model satellites, photos, lectures, cutouts of rocket equipment and other material.

Vancouver Band Event Draws 126,615 Paid

VANCOUVER, B. C.—The Centennial Searchlight Tattoo, staged nightly in Empire Stadium, June 23-July 1, drew a total of 126,615 customers with receipts of approximately \$220,000 against an estimated cost of \$188,500.

Brig. Alisdair MacLean, who has produced the Edinburgh, Scotland, tattoo and similar shows in other parts of the world, has proposed that the event become an annual affair.

Twenty of the world's greatest service bands were featured, including the Royal Marine Band from England and the U. S. Marine Corps aggregation from San Francisco. Also participating were bands from Canada's armed forces plus massed Highland dancers and pipes and drums.

Seats were scaled from a top of \$3 down to 75 cents for children's general admission.

Strong Offers New Brochure

TOLEDO, O.—Strong Electric Corporation, manufacturer of spotlights, has published a free brochure which tells how lights can best be utilized in theaters, schools, hotels, auditoriums, arenas and stadiums.

It describes and illustrates both incandescent and carbon-type spotlights, gives the potential of various models and makes recommendation as to proper application of each.



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Brussels Sparkles In 'America' Week

BRUSSELS — One phase of the participation of the U. S. in the Brussels Fair that is bound to create a deep impression upon the Europeans and especially upon the inhabitants of Brussels, is the quality, variety and quantity of entertainment and cultural events.

It would be difficult to imagine a more varied yet typical program of entertainment than that being offered under American auspices during the period between June 23 and July 20—which includes "American Festival Week," June 30-July 6. Abe Saperstein's Harlem Globetrotters are very popular in Europe and during their June 23-26 appearances at the Palais des Sports they were invited to give exhibitions of their skill on the "Esplanade" in the Exposition grounds, and were given a reception in the pavilion of the U. S.

The Cremer Rodeo Company's big Wild West Show and Rodeo had a field day during the show's opening week at the end of June, landing shots of performers and livestock. This show and "Holiday on Ice" received a nice gesture from the U. S. Commission at the Exposition in that they were listed in with the official offerings of "American Festival Week," altho both are commercial shows presented outside of the Exposition grounds. Rodeo's opening was a dud, however, and it stood in danger of folding from weak patronage. Gene and Earl Lindsey arrived from New York to protect their stock.

Features of American Festival Week were: Byron James, piano recital, June 30, in the American Theater; the Philadelphia Orchestra; Leonard Bernstein's "Wonderful Town"; the American Ballet Theater; "Holiday on Ice" and the American Wild West Show and Rodeo. Display ads were used for publicizing these events—via a "collective" ad, in which all details as to time, place and prices of each event were given.

The four concerts, July 2-5, of the Philadelphia Orchestra, con-

ducted by Eugene Ormandy, in the Grand Auditorium of the Exposition, were hyped by including the Moscow prize-winning pianist Van Cliburn and violinist Isaac Stern as soloists. The American Ballet Theater was presented in the Garddtoium, Jul-4y2Ai in the Grand Auditorium, July 2-4. Bernstein's "Wonderful Town" is being presented by the New York City Center Light Opera Company, in the American Theater (U. S. Exhibit), July 3-13.

"Holiday on Ice" playing July 1-20, at the Palais des Sports, is a special company, with star skaters from its other units. Show is splurging on publicity. Price range of icer is from 60 cents to \$2. The American shows and concerts during Festival Week, in Exposition grounds, were tabbed at \$1-\$3—except the Byron Janis recital, with ducats from 60 cents to \$2. The rodeo show, which was stated to have 10,000 seats, had ticket range from 60 cents to \$4.

One of the top-class European shows presented here is "Soirs de Paris" (Paris Nights), at the Theatre de Galeries. This is a Rene Bardy "Nouvelle Eve" (Paris night spot) production and while it is a typical French girl show it includes such big-time vaude acts as Meribeth Old, American contortionist, Rob Murray, screw-ball juggler; Alicia Michael, with the ex-Gautier (canine) "Excess Baggage," "Little John," ace equilibrist; and Warren, Devine & Sparks, zanie comics.

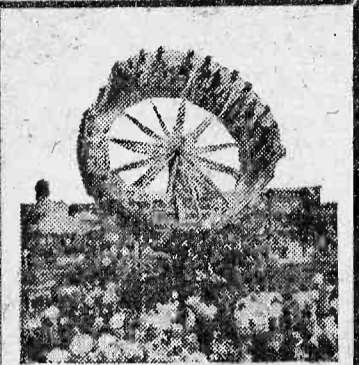
If "Holiday on Ice" unlooses one of its typical publicity campaigns here other shows in town will have to come out of their coma and follow suit or order more red ink. So far the icer has been relying on "teaser" ads and a few displays but will probably follow up with half, or full-page blasts if advance sales lag.

Attractions Listed for Plainville

PLAINVILLE, Conn. — A strong list of attractions have been booked by Joe Tinty for his Plainville Stadium operation, interspersed with stock car racing every Friday night.

He has the following: Jack Kochman thrill show, July 19; Johnny Rivers Palomino Horse Show, 20-21; Hunt Bros. Circus, August 2; LaMothe Water Show, 16-18; Hamid's Jungle Races, 23, and the Black Diamond Rodeo, 6-7.

Gene Holter's Animal Show appeared recently at Detroit area's Hazel Park Race Track.



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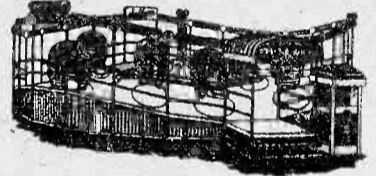
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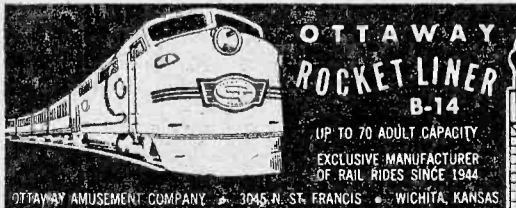
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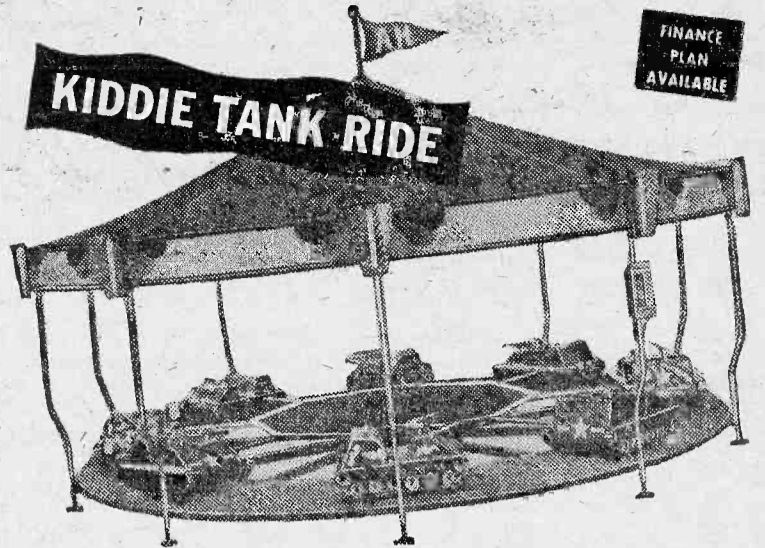
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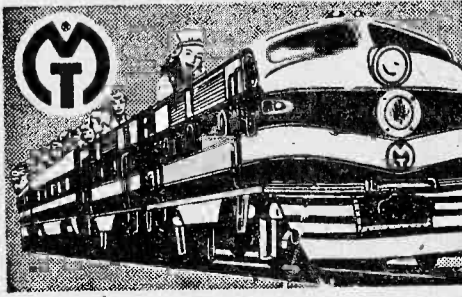
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SHORT STATEMENTS

Pool-Rink Exemption Hearing for Senate

WASHINGTON—The Senate Finance Committee will hold hearings Tuesday and Wednesday (15-16) on a proposal to exempt privately operated swimming pools and skating rinks from the admission tax.

Proposal is part of the Forand (D., R. I.) excise tax technical changes act, and has already been approved by the House.

A report issued earlier on the measure by the House Ways and Means Committee pointed out that "operators of private facilities frequently are in competition with publicly operated facilities."

The tax writers felt that both types of facilities should be free of the admission tax. Report noted that the revenue loss to the Treasury Department would be "negligible."

At press time it could not be determined whether any spokesmen for pool and rink operators would testify. Lengthy hearings were held on the measure by the House Ways and Means Committee earlier. Senate Finance Committee will hold brief hearings and limit statements to 10 minutes.

This apparently is an attempt to push the bill thru the Senate before the session ends. Under the law, all bills not passed by both houses by the end of the session, die and must be reintroduced next session.

Members of Congress have been openly sympathetic to repeal of this tax in the past, and no opposition to repeal is expected by the Senate tax writers.

Calgary Gate

Continued from page 48

three days grossed about the same amount as it did last year, with a higher admission fee offsetting lower attendance. The Village, which last year worked with a 25-cent admission at all hours, used that price until 4 p.m., when the fee was upped to 50 cents.

A smash success was being scored by the Jubilee Home, advertised as a \$35,000 but actually built by Stampede at a cost close to \$44,000. During the first three days 57,000 tickets priced at \$1 were sold, and Hartnett estimated that the number would hit 100,000 before the drawing on closing night.

Another hit was an exhibition of replicas of the crown jewels.

TV's Kangaroo In 1st Fair, Park Dates

NEW YORK — Bob Keshan, TV's Captain Kangaroo, made his first park date on Sunday (6) and has a fair appearance set for Saturday, August 30, at the Indiana State Fair, Indianapolis.

Keshan was at Mountain Park in Holyoke, Mass., for John Collins. Collins said a conservatively estimated 20,000 people jammed the grounds and gave the spot its best ride gross, per capita, in history. He immediately booked Keshan for July 21 and August 10 at Lincoln Park in North Dartmouth, Mass., and August 17 for a repeat at Mountain Park.

Keshan hasn't sought spots because of his daily CBS-TV show, carried to 6,000,000 kids on 150 outlets. But a 13-week hiatus has been made possible thru taping of weekday shows. He makes the Saturday a.m. shows live.

A request for Captain Kangaroo from Indianapolis last year had to be refused, but the show's second banana, Mr. Green Jeans (Lumpy Brannum) was sent instead with good results.

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Velare Bows New Wheel

MISSION BEACH, Calif.—Installation of the Velare Bros.' Space Wheel, which puts four Ferris-type wheels into the air at one time, has helped business at Belmont Park here where the Velares debuted the riding device, John C. Ray, park operator, said.

"I have heard operators say that the installation of such a device in a park will take business away from other rides, but this is not the case here," Ray declared. "Actually it has helped our business in general."

Ray, also a veteran amusement zone designer, explained that the Space Wheel, which rises nearly 100 feet into the air, can be seen from the main highways, particularly Route 101, some miles away. Its flash along with that of the Roller Coaster has helped to advertise the park.

Curtis Velare is in charge of the Space Wheel, which will be operated here until late this month when it will go on the road to fulfill fair and celebration dates.

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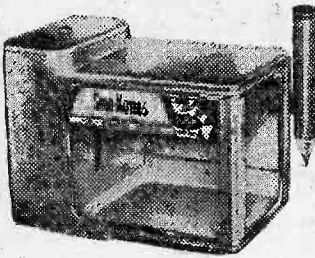
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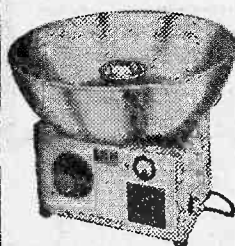


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See this and many, many other ads offering profitable opportunities in the Classified Section this week's issue.

ARENAS & AUDITORIUMS

5 Major Livestock Shows Join to Bring Mounties

By TOM PARKINSON

RESULTS of nearly a year's advance planning and effort will start in September when the Royal Canadian Mounted Police Musical Ride will open a tour of five major arenas in the United States. The five buildings have banded together on this project in what may develop into a more firmly organized circuit in the future. Already they are making circuit plans for 1959 and 1960 events, altho no binding commitments for any one show has been made yet.

These five stops are the Ak-Sar-Ben Livestock Show, Omaha, September 19-27; Arkansas Livestock Exposition, Little Rock, September 29-October 4; International Dairy Show and Championship Rodeo, Chicago, October 6-12; American Royal Livestock and Horse Show, Kansas City, October 18-25, and the Grand National Livestock Exposition, Horse Show and Rodeo, San Francisco, October 31-November 9.

NYE WILSON, manager of the Cow Palace at San Francisco, has been one of the prime movers in organizing the route and arranging for the attraction. He recounts that last November at an Omaha meeting the planning was begun. By then Commissioner L. H. Nicholson, of the Royal Canadian Mounted Police, Ottawa, had indicated a tour would be considered.

Subsequent meetings by the arena managers were held in Colorado Springs and Kansas City. Inspector N. O. Jones, of the mounties, toured the arenas concerned.

Among co-operative actions among building managers to make the tour possible were changes in original schedules for the events at Omaha and Chicago. M. E. Thayer, of the Amphitheater, Chicago, pointed out that his rodeo usually runs 10 days, but was trimmed to six so that the Little Rock date could be fitted into the circuit. A similar change was made by the Ak-Sar-Ben, Omaha.

THE TOUR will cover 11,000 miles, attract an estimated 500,000 people, and cost about \$1,000,000 in items that are to be shared by the five participating attractions. These items include rail transportation, hotel accommodations for the mounties, local transportation, meals, feed and care of horses, dry cleaning and laundry, plus health and accident insurance. No fee of any kind will be paid by the Canadian government or mounted police.

In the unit will be 39 men, headed by Inspector Jones, Sgt. C. C. Bryson, bandmaster, and Sgt. C. W. Anderson, ride master. Thirty-six horses will be carried; 32 will appear in each show. The unit will move on two express horse cars, a baggage car and two Pullman cars.

WITH THIS year's attraction plans well in hand, the group of building managers is looking to the future. In this regard, Wilson notes that "when and if suitable features can be booked, there may be opportunities to include other shows or fairs, depending on dates and their willingness to join at an early date."

Don Jewell Named Portland Bldg. Manager

LINCOLN, Neb.—Don Jewell, manager of the Lincoln Municipal Auditorium, will leave here this fall to manage the proposed Portland (Ore.) Exposition-Recreation Center.

Jewell, who has managed the local building since it was constructed several years ago, said he will remain here until his successor is appointed. Phil Hardy, chairman of the local building's advisory committee, said a meeting of the group will be held in the near future to consider a replacement.

Jewell explained his reasons for leaving were the great opportunity and challenge of the Portland position, which will include many events of national scope. He also said that the new position would provide him with a higher salary than his \$11,000 annually in Lincoln.

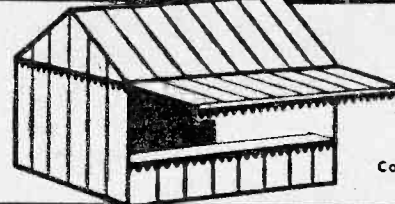
He will take over his job in Portland while the \$8 million building is under construction. Before coming to Lincoln, he was manager of the Shrine Auditorium, Billings, Mont., and was named as one of the outstanding managers by the International Association of Auditorium Managers in 1953 and 1957.

Rosalina Valentine has joined Ray Valentine and Bill Woods in their Ray Dell flying act on Cris-tiani.

UNITED STATES TENT

AND AWNING CO. Established 1870
Over 86 Years of Specialized Experience
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ANCHOR TENTS



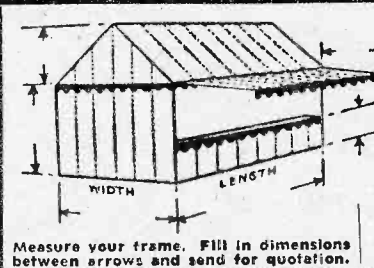
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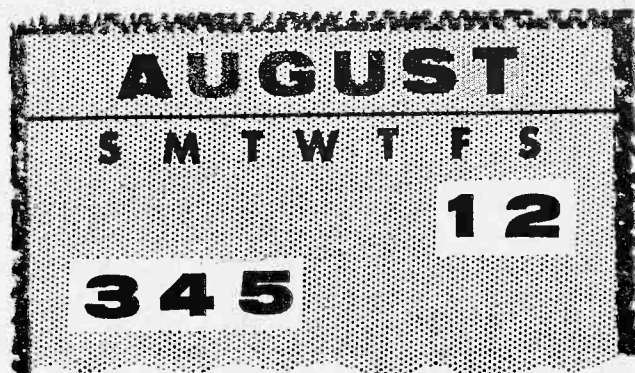
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International Association of Auditorium Managers CONVENTION

August 1-2-3-4-5

BENJAMIN FRANKLIN HOTEL SEATTLE, WASHINGTON

Carnival Routes

A & T Am. Co.: (Fair) Picketon, O., 23-26; (Fair) Lucasville 29-Aug. 3.
Alamo Expo.: Hot Springs, S. D.
American Beauty: Wapello, Ia., 14-17.
Amusements of America: Ham-montion, N. J.
Badger State: Gilbert, Minn., 15-20; Ely 22-27.
Baker United: Jasonville, Ind.
Beam's Attractions: Portage, Pa.
Bee's Old Reliable: (Fair) Lawrenceburg, Ky.; (Fair) Lebanon 21-26.
Belle City: (Fair) Waterford, Wis., 17-20; (3rd & Ward Sts.) Milwaukee 25-29.
Bernard & Barry: Quebec City, Que.
Big D Am. Co.: Corinth, Ia.
Big State: Raymondville, Tex.
Blue Valley: Osborn, Mo., 17-19.
Brodbeck & Schrader: Gering, Neb.
Brown, Al: Mayville, N. D., 14-16; (Fair) Breckenridge, Minn., 17-20; Brooten 21-22; Wabasha 23-26.
Buck, O. C.: Ticonderoga, N. Y.
Buckeye State: Mt. Sterling, O.
Burke, Harry: New Iberia, La.
Burkhart: Kawanee, Ill.; Lexington 21-26.



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 New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

AMERICA'S FINEST SHOW POSTERS
 WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
 MASON CITY, IOWA

Byers Bros.: Belmond, Ia., 15-16; Bloomington Prairie, Minn., 18-20.
Capital City: Danville, Ky.; (Fair) Harrodsburg 21-26.
Caravan: Reno, Ark., 15-19.
Carpenter Bros.: Whitehouse, O.
Carroll's Greater: Hoffman, Minn., 18-20; Cold Springs 21-23; Hopkins 25-27.
Central States: Linn, Kan., 16-19.
Cetlin & Wilson: Ambridge, Pa.
Chanos, Jimmie: Sunman, Ind.; (Fair) Rockport 20-26.
Cherokee Am. Co.: El Dorado Springs, Mo.; Yale, Okla., 21-26.
Coleman Bros.: Pittsfield, Mass.; Herkimer, N. Y., 21-26.
Collins, Wm. T.: Langdon, N. D., 14-16; Hamilton 17-19; Devils Lake 21-26.
Conklin: Leamington, Ont., 29-Aug. 2.
Continental: Saranac Lake, N. Y.
Copeland Am. Rides: Houtzdale, Pa.; Cherry Tree 21-26.
Crafts Expo.: Santa Clara, Calif., 16-20.
Crafts 20 Big: Tarzana, Calif., 16-20.
Cumberland Valley: Shelbyville, Tenn.; Murfreesboro 21-26.
D & D Am. Co.: London Mills, Ill., 18-19; Denver, Ia., 24-26.
Dauberman's Rides & Concessions: Pottsville, Pa., 17-19.
Davidson United: Washta, Ia., 16-17; Cedar Rapids 19-20; Pierson 21-22; Dedham 23-24; Hornick 25-26.
Davis Am. Co.: Baker, Ore., 15-20; Hermiston 22-26.
Del Flore Am. Co.: Beaver Falls, Pa.
Dickson United: Green Springs, O.
Dixie Am. Co.: Beemer, Neb., 10-20.
Donovan Bros.: Miami, Okla.; (Fair) Anthony, Kan., 21-26.
Down River Am. Co.: (Fair) Stockbridge, Mich., 15-19; Michigan Center 22-27.
Drago, No. 1: Gibson City, Ill.; Knox, Ind., 21-26.
Drago, No. 2: Kouts, Ind., 15-20; Cicero 22-26.
Drew, James H.: (Fair) Covington, Ind.; (Fair) Paris, Ill., 21-26.
Dudley, D. S.: Walsenburg, Colo.; (Fair) Boise City, Okla., 21-26.
Dyers Greater: DeKalb, Ill., Princeton 21-26.
Eastern Am. Co.: Yarmouth, Me.
Eddie's Expo.: Seneca, Pa.; Kane 21-26.
Emshoff: Lake Mills, Wis., 18-20; Beloit, Ill., 24-27.
Evans United: (Fair) Columbia, Mo., 21-26.
Fairland Am. Co., No. 1: Lewiston, N. Y., 26; Clarence 29-Aug. 2.
Fairland Am. Co., No. 2: Sloan, N. Y., 19-20; Cheektowaga 27; Churchville, Aug. 1-2.
Fidler United: Louisiana, Mo.
Franklin, Don: (Fair) Peoria, Ill., 16-20; Henderson, Minn., 24-27.
Fred's Playland: Knoxville, Tenn., 23-Aug. 2.
Funland: Canton, Mo.
G & B: Buckhannon, W. Va.; Ravenswood 21-26.
Gala Expo.: Poplar Bluff, Mo.
Garden State: Allentown, Pa.; Hokendauqua 21-26.
Gem City: Rantoul, Ill.
Gentsch: West Point, Miss.

(Continued on page 68)

INSURANCE
IDA E. COHEN
 175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

WANTED AUDITORIUM & STAGE MANAGER
 Salary Range \$368.38-\$435.17 per month
 MONROVIA-DUARTE HIGH SCHOOL DISTRICT
 Monrovia, Calif.
 Telephone: Elliott 8-2251

Circus Routes

Adams Bros.: Kewaskum, Wis., 14; Plymouth 15; Oshkosh 16; Neenah 17; Kaukauna 18; Appleton 19; Green Bay 21; Antigo 22; Oconto 23; Marinette 24; Iron Mountain, Mich., 25; Escanaba 26.
Beatty, Clyde: Val d'Or, Que., 14; Rouyn 15; Kirkland Lake, Ont., 16; Cochrane 17; Timmins 18; New Liskeard 19; Owen Sound 21; Sarnia 22; Port Huron, Mich., 23; Pontiac 24; Bay City 25; Owosso 26; Mount Pleasant 27.
Beers-Barnes: Tawas City, Mich., 14; Oscoda 15; Alpena 16; Rogers City 17; Mio 18; Grayling 19; Kalkaska 21.
Carson & Barnes: Toppenish, Wash., 16.
Cristiani Bros.: Milwaukee, Wis., 14-15; Beloit 16; Rockford, Ill., 17; Sterling 18; Davenport, Ia., 19-20; Galesburg 21; Burlington, Ia., 22; McComb, Ill., 23; Lincoln 24; Decatur 25; Charleston 26.
Dwight Bros.: Dwight, Ill., 15; Lombard 16-17; North Pekin 18-19; Peru 21-22; Oregon 25-27.
Hagen Bros.: Bowling Green, O., 14; Bellevue 15; Shelby 16; Massillon 17; East Palestine 18; Elwood City, Pa., 19.
Hunt Bros.: Concord, N. H., 14; Manchester 15; Derry 16; Lowell, Mass., 17; Lawrence 18; Marblehead 19; Gloucester 21.
Kelly-Miller: Astoria, Ore., 14; Longview, Wash., 15; Centralia 16; Aberdeen 17; Olympia 18; Bremerton 19.
Mills Bros.: Amsterdam, N. Y., 14; Albany 15; Ballston Spa 16; Mechanicville 17; Hudson Falls 18; Granville 19.
Packs, Tom: Pittsburgh, Pa., 17-19.
Ringling Bros. and Barnum & Bailey: Knoxville, Tenn., 15-16; Chattanooga 18-20; Louisville, Ky., 23-26.
Strong, Big John A.: (Fair) Santa Rosa, Calif., 18-27; (Fair) Petaluma 31-Aug. 3.
Trapeze Bros.: Blue River, B. C., 14; Clearwater 15; Barriere 16; Ashcroft 17; Clinton 18; 100 Mile House 19; Williams Lake 21; Quesnel 22; Hixon 23; Willow River 24; Prince George 25-26; Vanderhoff 28; Fort St. James 29.

Miscellaneous

Bisbee's Comedians: Owensboro, Ky., 14-19; Fordsville 21-25.
Brunk's Comedians: Rifle, Colo., 14-19.
Burke's Wild Cargo: Ambridge, Pa., 14-19; New Castle 21-30.
Matchstick City: (Fair) Columbus, Ind., 13-18; (Shopping Center) Indianapolis 19-26.
Schaffner Players: LaPlata, Mo., 14-20; Lewistown 21-26.
Tex Ranger Show: Richlands, Va., 14; Tazewell 15; Coeburn 16; Gate City, Tenn., 17; Big Stone Gap, Va., 18; Pennington Gap 19; Middlesboro, Ky., 21; Morristown, Tenn., 22; Harriman 23.

Thrill Shows

Aut Swenson Thrillcade: Fergus Falls, Minn., 14; Grand Rapids 15-16; Dubuque, Ia., 17; Madison, Wis., 19-20.
Jack Kochman Intl. Auto Daredevils: Pinkneyville, Ill., 14; Fairfield 15; Columbus, Ind., 18; Martinsville 19; Paris, Ill., 20; Belmont 21.

Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., July 14-Aug. 31.

THE FINAL CURTAIN

CLARK-Floyd (Connie), 56, ride man, June 24 while working for Mrs. M. Maher in St. Louis. Survivors include his widow, Clara; daughter, Ruby Jean, and two brothers, Fred and Walter.

CRAWFORD-Mrs. Helen L., 76, who formerly traveled with her son, Major Mite, circus midget, July 5 in Multnomah Hospital, Portland, Ore. Survived by her husband, Robert Crawford, Portland, and four sons, Clarence and Ernest Howerton, Portland; Albert Howerton, Siletz, Ore., and Leroy Howerton, San Diego, Calif. Services July 9 at the Colonial Mortuary, Portland, with burial in Mount View Cemetery, Oregon City, Ore.

DOUBLEDAY-R. R., 76, noted rodeo photographer, July 1 of a heart condition in a Council Bluffs, Ia., hospital. He retired, nearly blind, two years ago. It is said that he made the first action picture ever taken at a rodeo, and had devoted his time exclusively to that phase of rodeo photography since 1900. At the time of death he made his home with a niece, Mrs. Vivian Ahlquist, Council Bluffs. Acme Copy Service, Cincinnati, Doubleday's last business address, is designing a bronze plaque depicting the image of what the photographer considered the greatest bucking horse picture ever made, "Smokey Branch on Glass-Eye," which has been used extensively in rodeo advertising.

DIAMOND-Robert B., 69, retired midway concessionaire, June 26 in Pontiac (Mich.) General Hospital after several weeks of illness. During his many years in the business he had been with a number of carnivals. Survivors include his widow, Rose; three daughters, Mrs. Pearl Etter, Mrs. Aubrey Johnson, and Mrs. Randall Strickland, and a brother William. He was a member of the Michigan Showmen's Association since 1945.

HARRIS-Charlie, 73, old-time vaudeville performer, June 24 in City Hospital, Boston. He had a musical act with singing dogs and at one time was a partner with Betty Wells.

HEERDINK-Ollie, 40, former acrobat, July 4 in a tractor accident on his farm near Evansville, Ind. He was a member of Heerdink Brothers, horizontal bar act, for years and had managed spiral tower act for his wife, Betty, the last two seasons. According to police, Heerdink was pushing a large two-forked tree with his bulldozer and one fork flipped into the air and fell on him, pinning him to his seat. In addition to his widow, he leaves two daughters, Sandra Sue and Kim Faye; a son, Michael; his father and two brothers.

HESTAND-George F., 61, president and founder of Southeast Arkansas Livestock Association and a director of the State Horse Show Association, July 2 at a Pine Bluff hospital. Surviving are his widow, five sons and three daughters.

HORTON-Mrs. Penny 42, novelty worker at fairs and indoor events, June 11 in a Cedar Hill, Mo., hospital from cancer. She was the wife of W. M. Horton, stagehand and former outdoor showman.

HUGHES-Robert, 32, Side Show fat man with the Gooding Amusement Company, July 10 in his trailer home on the grounds of Bremen (Ind.) Community Hospital of a heart
 (Continued on page 68)

Always in Our Hearts
IRVING J. POLACK
 Nat & Harriett Lewis

BELLE GOULD

Died July 12, 1958

Lovingly remembered by husband Max, daughter Sylvia, and grandchildren Ross, Judy and Amy.

In Loving Memory of My Wife

MADAM ROSENA BEARD

who passed away July 16, 1957.
 We miss you so much.

Jack, Sugar Boy and Lady Marquetta

In
 Loving
 Memory

of

MY DEAR
 HUSBAND

IRVING J. POLACK

Who passed away
 July 13, 1949

"I Miss You So Much"

BESSIE POLACK



Fair Time Hits Record Holiday Biz at Del Mar

Operates 24 Rides In First Year Under Three-Year Pact

DEL MAR, Calif.—Olivia Waldron's Fair Time Shows, Inc., played the first of its three-year contract at a record Southern California Exposition which drew a total attendance of 241,892, 9,884 more than in 1957, during the 10 days ending here Sunday (6).

The show was reported to have handled a record Fourth of July gross. Business on other days, except the first part of the week, was brisk. Her ride complement included 12 major and 12 kid rides. For the date, she purchased and broke in here a new 18-car Scooter, Fly-O-Plane, Jolly Caterpillar and Allan Herschell Helicopter. These rides were delivered directly to the fairgrounds, where the show arrived about a month before opening day, June 27.

Concessions on the lot were operated thru an arrangement between the fair and Cecchini & Levaggi, veteran Sun Valley, Calif., operators. The show used approximately 200 feet, allotted mainly to take care of the regular concessionaires.

The main midway featured the major rides, with the kid rides
(Continued on page 54)

Crafts Units Win on 4th

NORTH HOLLYWOOD, Calif.—Two units of the Crafts Shows scored over the July 4 weekend playing new spots for the organization, Orville N. Crafts, show owner, said.

One unit was featured at Redwood City at the five-day rodeo and celebration sponsored by the Peninsula Committee. Under the management of Roger Warren, 12 major rides were used along with 30 concessions operated by the committee and 35 by the show. H. D. (Bob) Matthews joined with his flea circus and did strong business, Crafts disclosed.

Another unit, under the management of Larry Ferris, played the Chamber of Commerce sponsored date at Redondo Beach with nine major and six kid rides and 30 concessions. Ted DeWayne's Circus was also booked thru the carnival for the date.

Del Mar Fair Ops Report Good \$\$

DEL MAR, Calif.—Concessionaires on the fair midway at the Southern California Exposition reported business up during the 10-day run which ended here Sunday (6).

While none would venture a figure and kept silent on even a percentage of increase in business this year over last, their attitudes generally indicated that things were better.

Ed Lang, whose Mom's Aid baby strollers and wheel chairs have been here for 10 years, said that his 1958 business was "ahead of anything here to this date." Harry

W. G. Wade Orders A-H Mouse

DETROIT—W. G. Wade Jr., owner of W. G. Wade and Wade Exposition Shows, has placed an order with the Allan Herschell Company, North Tonawanda, N. Y., for a portable Mouse Ride.

According to officials of the ride firm, this makes the third Mouse order received on the basis of the newly designed unit now in the testing stages. Price quotations and delivery dates are unavailable until final tests have been run.

De Luxe Bows To Mixed Biz In Michigan

PONTIAC, Mich.—Making its debut this year as a new Michigan carnival, DeLuxe Rides No. 2 has enjoyed mixed business at its first few stands in the Detroit area.

Show closed its July 4 stand here Sunday (6) where, despite rain on the two opening days, plus several showers on the holiday, business was reported good by Walton O. King Jr., manager. William Postelwaite, long-time midway exec, is manager of the DeLuxe No. 1 unit currently playing in Ohio.

The No. 2 show has three major and four kid rides plus concession.

Staff, in addition to King, includes Sherman Seedeck, ride superintendent; Drew Bennett, Merry-Go-Round; Edward Sussala, Ferris Wheel; Cester Nietupski, Comet, and Jim Yax, kid rides.

On the front end are Sid Ayles, 4; Jim McNeal, 4; Phil Lemp, shooting gallery; LaVerne Baker, cigarette blocks; Mrs. Eva King, candy floss, assisted by Barbara Emerick, and Don Brost, popcorn.

GOOD NEWS FOR SHOWS

Record Income Set In Tobacco Areas

NEW YORK — Eastern showmen who were down at the mouth during the cold and rainy spring-time can take heart from the Southern forecast. It stands to be one of the reddest seasons yet, if the

CROWDS, WEATHER PUSHES RAS CALGARY GROSS UP 17%

Drought Breaking Rain Aids Spending; Mitzi Unit Paces Backend Business

CALGARY — Higher attendance and good weather the first three days of the Calgary Stampede and Exhibition, which opened here Monday (7), hiked the Royal American Shows' ride and show receipts 17 per cent over those for the corresponding period last year.

The show set up Sunday (6) in rain, which ended a drought in the prairies east of this city. The drought's end served to spur exhibition attendance and also spending.

The three-section Royal American railroad move in from Bran-

don, Man., was made in extremely fast time and, even with rain during set-up, everything was up and ready to go by noon Sunday (5).

Mitzi paced the shows in the Royal's line-up, closely followed by Leon Claxton's Harlem in Havana Show. Lash La Rue's Western Show held down the third spot, with Dick Best's Side Show next among the big show money-getters.

The Royal's new, specially built Wild Mouse, which was scheduled to be unveiled here, was not in the line-up, but Carl Sedlmayr, Royal American owner, said it will be delivered and put into operation at the next stand, the Edmonton Exhibition.

Many fair and stock show people were visitors to the midway. Included among them were Douglas K. Baldwin, Minnesota State Fair; J. Hugh King, Yakima, Wash.; Dan Thuber, new Great Falls, Mont., manager; Herman Engel, Houston Rodeo and Fat Stock Show; Mr. and Mrs. Claire Leatherdale, former president of the Red River Exhibition, Winnipeg; Ed P. Regan, Bob Hutchinson, and M. A. Small, Regina, Sask.; Mr. and Mrs. A. J. Anderson, Mr. and Mrs. Lee Williams, Mr. and Mrs. Fred Kemp; Mr. and Mrs. Bill Muir, Mr. and Mrs. Roy Ballhorn, and Mr. and Mrs. Jim Paul, of Edmonton, and A. T. Morrow, Joe Brown, and Bill Borie, Pacific National Exhibition, Vancouver.

WOM Perking as Fairs Approach

Worcester, Mass., Termed Fair; Holiday Stand Winds Up Okay

ROCKLAND, Me.—World of Mirth Shows is back in stride, following a couple of New England dates where business was affected by rainfall. Worcester, Mass., was just fair, General Manager Frank Bergen noted, and the big July 4 date came out okay despite unfavorable weather.

Playing the celebration in Lowell under the Lagasse Amusements, the World of Mirth worked out a horseshoe layout which proved beneficial to almost everyone on the lot. Bergen credited Eddie Cennane with doing a fine job.

Concession Manager Bernard (Bucky) Allen was active at Plymouth, Mass., and Bristol, rejoining last week in Lewiston, Me. The show was ready for action Monday night (7). Rain on Tuesday prevented an opening. Show used fireworks on Wednesday and Friday to attract patronage, and worked matinees on Wednesday and Saturday.

Lowell drew rain at midnight Friday (4), and the railroader left the following day, since Commons had to be cleared by 10 p.m. Saturday. Pretty fair business was won

on the three days, Wednesday thru Friday (2-4).

Outlook from here on is excellent, Bergen reported. The still date in August lies ahead, followed by the opening fairs in Bangor and Presque Isle.

Construction is continuing on improvements for the fair season, including a string of light towers. The Skooter is being overhauled and a second office is being prepared. This one, the old "100" wagon, is being refurbished for George (Bud) Sollenberger, who had increased duties this season. Howard Ramsey continues in the ticket office.

Robert Hughes, Fat Man, Dies

MOUNT STERLING, Ill.—Funeral services were held here for Robert Earl Hughes, 32, fat man, who died in Bremen, Ind., Thursday (10) from uremia. The 1,000-pound plus performer also suffered from measles, a heart condition and other ailments.

Hughes was booked with the Gooding Amusement Company at Elkhart, Ind., and became ill en route to the North Vernon, Ind., fair.

He died in his house trailer home that was parked beside Bremen Community Hospital. A brother, Guy, who traveled with him, survives. Burial was in Bensenville, Ill.

Hughes' illness made front page news all last week thruout the Midwest with news services circulating the story.

Fair Time Bills Heavy For Del Mar

DEL MAR, Calif.—Olivia Waldron billed heavily for the first date of her Fair Time Shows, Inc., at the Southern California Exposition here for 10 days ending Sunday (6).

The lithos carried both the name of the show and the event and were plastered over an area within approximately 100 miles of the local fairgrounds. Billing was intensified in the adjacent sections and, quite evident, in a town about 60 miles away.

This came to light when Bill Arballo, fair press director, received a long distance call.

"You put up some posters about the fair," the voice told Arballo. "I have a building here—but you'd never know it was one. It looks more like a glob of paper."

Rosen of Coney Sets Five Units With I. T.

NEW YORK — In an unusual back-end deal for the carnival business, Dave Rosen of Coney Island has arranged to tour five shows with the I. T. Shows, starting at the Chamber of Commerce Fair in Haverstraw on July 21 and continuing thru the fair season.

Rosen, well-known at Coney and at metropolitan area fairs, will provide a revue, a 10-in-1, and three other shows which have not been set yet.

The No. 2 unit, placed in the barn several weeks ago prior to the passing away of Phil Isser, has been

taken out and painted up for fairs. The two units will combine in Haverstraw, at the Chamber of Commerce Trade Fair. Show played Pulaski Street here last week and did very well, moving Monday (7) to the Bronx. Haverstraw will get 21 rides, including kiddie units.

Staff remains unchanged, with Isser's duties being absorbed by Harry Sussman, secretary and auditor, and Louis Scherer, assistant auditor. Following the Great Danbury Fair, which ends the season, a general manager will be named for 1959, it is reported by Is Trebish, partner in the operation.

Do You Need a SEA ELEPHANT?

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers zoos and circuses, entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. np-jy14

See this and many, many other ads offering profitable opportunities in the Classified Section this week's issue.

WANT - SHOWS AND RIDES - WANT

For greatest route of State and District Fairs in country, including Missouri State Fair, Sedalia, Charleston, W. Va., Knoxville, Nashville, Rome, Atlanta, Columbus, Ga., Pensacola, Tallahassee and Savannah. August 15 thru Nov. 8.
CAN PLACE RIDES: Caterpillar, Spineroo, Roto-Jet, Bubble Bounce, Turnpike, any other non-conflicting A-1 Rides with own transportation.
WANT SHOWS: Monkey Show and Grind Shows of all kinds. No Sex, Crime, Pickled Punks, Iron Lungs, Posing, etc. No Ding Shows on this route.

Can also place Shows for
OHIO STATE FAIR
 AND OTHER FAIRS

Can place two good, clean, entertaining Shows at Ohio State Fair. Such as Animals or Freak Animals, Single Grind or Pit, High Class Shows.

Also entertaining Bally and Grind Shows

For 50 of best Fairs in the Midwest, including Berea, Canfield, Saginaw, Jackson, Kalamazoo, Warren, Greenfield, Corunna, etc.

GOODING AMUSEMENT CO., INC.

1300 Norton Ave. AXminster 4-3717 Columbus 8, Ohio

O.C. BUCK SHOWS

Now booking for Fairs starting Tues., July 29, Plattsburg, N. Y., followed by Gouverneur, N. Y.; Elmira, N. Y.; Malone, N. Y.; Bath, N. Y.; Reidsville, N. C.; Rutherfordton, N. C.; Carthage, N. C.; Rocky Mount, N. C.; Union, S. C.; Greenville, N. C.; South Boston, Va.; Washington, N. C.

Can place Working Acts for Side Show. WANT

SHOWS—Monkey Show; Snake Show, have outfit; Mechanical Show or any money-getting Grind Show.

CONCESSIONS—Can place a few Ball Games & Hanky Panks at New York Fairs.

Merchandising Concessions of all kinds, for Southern Fairs. Also Pitches, Eating and Drinking Stands.

George Gordon can place Bucket Agents. Charlie Wright wants Pin Store and Swinger Agents. Weatherby can place Girls for Girl Shows. No experience necessary. All answer.

O. C. BUCK, O. C. BUCK SHOWS Ticonderoga, N. Y.

BEAM'S ATTRACTIONS

SOMERSET, PA., NEXT WEEK

CONCESSIONS—Can book all types Hanky Panks, Glass Pitch, Striker, Novelties, Custard.

SHOWS—Have tops or will welcome Shows with own equipment. Especially interested good Animal Attraction.

HELP—Top wages to experienced Fly-O-Plane Help. Need capable Kiddie Ride Foreman, also Second Men who can drive for other rides. Capable Carnival People can be placed in all departments. Girls wanted for revue.

Contact

STEVE DECKER or M. A. BEAM

Portage, Pa., this week.

PARAKEETS

★ Superb Quality ★ Same-Day Shipment
 ★ Lowest Prices Anywhere (Volume Shippers)
 BIRD CAGES, 30¢ and up.

Call, wire or write for low quantity prices.
AMBASSADOR BIRD CO.
 1098 Confer Ave.
 Phone: Johnstown 4-2144 or 6-5281
 Johnstown, Penna.

GIRLS

HAVE MONEY, WILL PAY
\$100 WEEK

Strippers, young and attractive, for Girl Shows. New Show opens July 20. Talker E. W. Hall and others who worked for me before, contact. Work evenings only. Also Ticket and Canvas Man.

EDDIE MILLER
 HAPPYLAND SHOWS
 Garden City, Mich.; Wayne, Mich., next.

CONCESSIONS WANTED

JULY 22-26—Buchanan, Mich., Centennial.
 Photos, Novelties, Jewelry, Glass Pitch, Hankies, Hi-Striker, etc.
 JULY 28-AUG. 2—Greentown, Ind., 4-H Fair.

Novelties, Photos, Glass Pitch, Hi-Striker, Custard, etc.
 AUG. 4-9—Bloomington, Ind., 4-H Fair.
 Novelties, Jewelry, Glass Pitch, Hi-Striker, Photos, Custard, etc.
 Gooding Rides. Contact:

GEORGE H. PROUGH
 2327 Homewood Ave., Mishawaka, Ind.
 BL 5-9435

BIG STATE SHOWS

WANT SHOWS and CONCESSIONS for the biggest Fiesta in Texas, at ALICE, week of July 28, after which our Fairs start in Fredericksburg, Texas, Aug. 11. Will give reasonable percentage on Shows. Concessions of all kinds, also Concession Agents.

P.S.: Fair Secretaries and Celebration Committees in Texas: Have weeks of Sept. 1, Sept. 22 and Sept. 29 open. Can give you 8 Rides, 4 Shows and 30 Concessions. Reply to
HARRY W. LAMON
 Raymondville, Texas, this week.

ATTENTION! FAIR COMMITTEES

Open Dates after Sept. 15 for Southern Fairs in Georgia and South Carolina.
PETER PAUL AMUSEMENTS
 Can use Hanky Panks not conflicting. Need Jewelry, Pitch-Till-You-Win and Allhis.
 Verona, Wis., this week; next Ft. Atkinson, Wis. All answer as per route after that. CALL OR WIRE MANAGER.

Del Mar Fair

Continued from page 53

on-a-stick and fresh fruit ades.

Novelty contract for the independent midway was held by Freedman Novelties of San Francisco. Alex Freedman, head of the firm, said that his stands, under the direction of Morry Levy, did business better than he had predicted. Hat monogramming was in charge of Donna Freedman with Carl (Push) Newstadt handling saxes and trombones. Sam Wexler, veteran food concessionaire, handled a novelty stand along with George Dash and others.

Wham-O Manufacturing Company, maker of the Flying Saucers, introduced a new item—Hula Hoops that went strong at the fair. John Taylor of Personalized Ceramics said he was well pleased with the reception given the introduction of personalized coffee mugs.

Fair Time Hits

Continued from page 53

spotted in a section to the right of the show's entrance.

Lot this year was redesigned with a rectangular area being used. Rides were spotted down the center by the show's general superintendent, Chet Barker. There were ample towers and lighting to give the layout the necessary flash.

A new entrance tower, designed with this date in mind, pulled a large number of fairgoers the full length of the grounds to the fun area. The show's title was effectively emphasized with shadow boxes lined with metallic foil and soft fluorescent lights.

Also on the midway were three shows, two operated by Blash & Hilligoss and one by Clyde Gooding.

RIDE OWNERS MID-SOUTH FAIR

MEMPHIS, TENN., SEPT. 18-27

CAN BOOK

SPINAROO
 LOOPER
 FLY-O-PLANE
 SKOOTER - DODGEM
 BIG COASTER
 ROLL-O-PLANE
 DARK RIDE
 OR ANY NOVEL RIDE
 KIDDIE RIDES WITH
 A NICE FRONT ENTRANCE.

—THIS IS A REAL RIDE FAIR—

ALL TYPES OF
SHOWS
 FOR BOTH MEMPHIS
 AND STATE FAIR OF TEXAS

CLIF WILSON

190 N.W. 93RD ST., MIAMI 50, FLA.
 Phone: PLaza 9-6536

PARAKEETS

BEST QUALITY—PRICES RIGHT

Shipped same day order received

CONRICK BIRD FARM

16432 S. Harbor Blvd.
 Santa Ana, Calif.
 Phone: Jefferson 1-3954

JIMMY REED

WANTS AGENTS

For "Push-Up Coke," Picture Frame and Pin Store. All Celebrations and Fairs. Address:
 c/o MARVEL SHOWS
 Gladstone, Ill., this week; then Lanark, Ill.

GEO. CLYDE SMITH SHOWS

WANT Ball Games, Pitch-Till-U-Win, Cork Gallery, Buckets, Six Cats, Swinger, Fish and Duck Pond, Bear Pitch, Glass Pitch, Slum Spindle, Basket Ball, Photos.

Girl Show, Monkey Show, Wild Life Show.

WANT TRUCK MECHANICS. Also General Ride Help, Truck and Tractor Drivers.

WANT Octopus, Tilt, Pony Ride.

Agents for Office Hanky Panks, Counter Men for Mack's Bingo.

All replies to

GEO. CLYDE SMITH SHOWS

Meyersdale, Pa., this week; Tyrone, Pa., next week.

SCHAFFER'S 20TH CENTURY SHOWS

Want for Fairs at Fosston, Minn.; Grand Forks, N. D., July 20-26; Monroe, Wis., July 30-Aug. 3; Mason City, Ia., Aug. 4-10; Owatonna, Minn., Aug. 11-17; Monticello, Ia., Aug. 18-24; Hannibal, Mo., Aug. 25-30, and 9 Southern Fairs to follow.

RIDES: Mix-Up, Dark Ride, Parachute, Spitfire, Helicopter.

SHOWS: Fat, Midget, Illusion and Athletic. Want Operator for Motordrome.

CONCESSIONS: Custard, Photos, Hanky Panks, come on. All contact:

W. A. SCHAFFER, Mgr.
 FOSSTON, MINN., THIS WEEK.

RIDE HELP WANTED

Can place Foreman to handle 2-Wheel. Must drive, be sober and reliable. If you are not a Foreman, don't answer. Also place Second Men. Want Foremen for Rolloplane, Chairplane and other Rides. Salary every week plus bonus. Can also place Talker and Operator for Funhouse. All mail and wires to

LLOYD D. SERFASS, PENN PREMIER SHOWS
 Cumberland, Md.

SHORTER'S GREATER SHOWS

Want Jewelry, Photos, 6-Cats, Ice Cream, Novelties, Bumper, Coke Bottles, String Game, High Striker, Mitt Camp with Concessions, Glass Pitch, Agents for office-owned Watch-La, Huckley Buck, Scale, Nickel Roll. Need Girls for Girl Show, Truck Drivers and Bingo Help.

P.S.: Will book for balance of season, Kiddie Cars, Boat Ride, Octopus or Tilt. Gilmanton Free Fair, Gilmanton, Wis., July 17 thru 20; Utica, Minn., Centennial, July 24 thru 28; Linn County Fair, Central City, Iowa, July 31-Aug. 1-3.

14 FAIRS—PAGE BROS.' SHOWS—14 FAIRS

Want Bingo, Ice Cream, Jewelry, Lead Gallery, Slum Joints of all kinds. Operators for Fun House and Geek Show; Operator for Girl Show or will book one. Ride Help, must drive (no cars).

Barrollton, Ky., now; Glasgow, Ky., Fair, next week. Fairs until November 1.

WANTED CONCESSIONS OF ALL KINDS

for Moundsville, W. Va., Fair, July 21-26

WANT following for Dresden, Ohio, Homecoming, July 21-26: Popcorn, Floss and Apples, Novelties, Jewelry, Games of all kinds. No grift.

WANT for Williamsburg, Ohio: Popcorn, Floss and Apples, Games of all kinds.

SHOWS—Will book any good Grind or Bally Shows that cater to ladies and children. For 18 Ohio fairs.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio Phone 1088M

THE NEW
BUTLER FREE FAIR
 AUG. 4-9

STONEBORO FAIR
 Always on Labor Day
 AUG. 28-SEPT. 1

DAYTON FAIR
 AUG. 12-16

JAMESTOWN FAIR
 SEPT. 3-6

WASHINGTON FREE FAIR
 AUG. 19-23

SPARTANBURG FAIR
 SEPT. 10-13

WANT

Cook Houses, Grab, Novelties, Scales, Photo, French Fries, Penny Arcade, Hanky Panks, Auction, Rides and Shows, Motor Drome.
 P.S.: Jack Miller, get in touch with Lew. People for 10-1.

Answer: **EDDIE'S EXPO SHOWS**
 Telephone 7-1933, 165 N. Monroe St., Butler, Pa.

STOCK TICKETS	
1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00
Rolls 2,000 EACH	
Double Coupons	
Double Prices	
No C.O.D. Orders	
Size: Single Tkt., 1x2	

TICKETS

of every description.
 Wheel tickets carried in
 Stock for immediate shipment.

THE TOLEDO TICKET CO.

Toledo 12, Ohio
 "Allied Trades Union Label
 used"

Cash With Order Price

SPECIAL PRINTED

2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.20
100,000 33.00
500,000 133.00
1,000,000 258.00

Double Coupon Price

ROBINSON'S GREATER SHOWS

WANT FOR CUMBERLAND, IOWA, JULY 18-19; followed by a proven route of Celebrations and Fairs, including Dubuque County Fair, and the Midwest's largest Labor Day Celebration at Vinton, Iowa.

CONCESSIONS: Photos, Glass Pitch, High Striker, Age and Scales, Fish Pond, Long and Short Range, 6 Cats, Basket Ball or any Hanky Panks not conflicting. RIDES: Octopus, Tilt-a-Whirl and Round-Up. SHOWS: Fun House, 10-in-1, Snake, or what have you? RIDE HELP: Foreman for Merry-Go-Round and Second Man for Ferris Wheel. Must drive. All reply to

BOB ROBINSON, Mgr., Cumberland, Iowa, this week; Woodbine, Iowa, 21-22; Griswold, Iowa, 24-25-26; Tabor, Iowa, 29-30.

Want to book —RIDES— Want to book of all kinds

Myra, Ohio—125th anniversary—Aug. 4 to 9 downtown around the square

Westerville, Ohio, Centennial, Aug. 18 to 23; downtown streets

Parades, Fireworks, Acts, Pageants, etc., by John B. Rogers Producing Co.

WANT—Hankies, Demonstrators, Pitchmen, Straight Sales, etc. No flats or slibs on show. None wanted.

WANT—A-1 Ride Foremen and Mechanics.

FRED NOLAN—Route 2, So. Zanesville, Ohio

CRAFTS 20 BIG SHOWS, INC.
Now Booking Shows and Concessions for

SANTA BARBARA COUNTY FAIR
SANTA MARIA, CALIF.
JULY 23-27 inclusive.

5 BIG DAYS — 5 BIG NIGHTS
Small Lot—All Good Locations. Space \$10 per foot.
Write, Wire or Phone

CRAFTS 20 BIG SHOWS, INC., 7283 Bellaire Ave., North Hollywood, Calif.
Phone: POplar 5-0909 or POplar 5-0320—Night: POplar 6-2737

G. & B. SHOWS

Want for the following West Virginia Fairs starting July 28: Gassaway Free Fair, July 28-Aug. 2; Nicholas County Fair, Summersville, W. Va., Aug. 4-9; Paw Paw District Fair, Rivesville, W. Va., Aug. 11-16.

Want Grab, Photos, Lead Gallery, Age and Weight, Coke Bottles, Balloon Darts, Hoopla, Ball Games, Glass Pitch, Bear Pitch, 6-Cats, Water Games, Slum Spindle, Apples and Snow Cones. Book any Concessions working for stock. Will book Octopus or any ride not conflicting. All replies to

GEO. BROAS
Buckhannon, W. Va., this week; Ravenswood, W. Va., July 21-26.
P.S.: "Doughboy" Cox, contact R. E. Miller.

MOTOR STATE EXPOSITION

Wants for all Fairs and Celebrations; Bradner, Ohio, on Streets, July 16-19; Paulding, around Court House Square, follows.

Can place Hanky Panks. Shows—family-type only. Set of Kiddie Rides for balance of long season. Can place Tilt Foreman for #2 Unit. Positively no lush heads tolerated. Can place Pop Corn, Diggers, Hi-Striker, etc., for #2. All replies:

MANAGER, BRADNER, OHIO, OR AS PER ROUTE.

JOE FREDERICK
P.S.: John Graves NOT HERE.

D. S. DUDLEY SHOWS

Want for all Fairs beginning July 14 to Nov. 15 in Colorado, Kansas, Oklahoma, Texas and New Mexico.

SHOWS: D. R. Thompson needs Help on Grind Shows. CONCESSIONS: Will book Grab or Cookhouse, Novelties, Hats, Mus, Long Range or any non-conflicting Hanky Pank. Need Agents for Cat, Milk Bottle, One Ball, Basket, Coke Bottle, Add Up, Darts, Age, Weight, Coke Ring, Slum Spindle, Hoopla and others. RIDES: Need Looper Foreman. Good salary to sober, reliable man who can produce, few Second Men. All must drive trucks. Bill Howrey, phone collect if available. Contact

D. S. DUDLEY, Walsenburg, Colo., July 14-19; then Boise City, Okla., July 21-26; then per route.

LONE STAR SHOWS

RIDE HELP WANTED. Foremen and Second Men for Merry-Go-Round, Eli #5, Super Roll-o-Plane, Tilt-a-Whirl, Ben Schliff Roller Coaster, High Model on trailer. Also Help for 4 Kiddie Rides. All new Rides. Playing around Washington until September. Then south. Top salaries and percentage.

All mail July 11 to 20 c/o St. Ambrose Church, 3107 63rd Ave., Cheverly, Md.; 21 to 26 c/o St. Margaret Church, 6110 Addison Road, Seaf Pleasant, Md.

BEE'S OLD RELIABLE SHOWS, INC.

CONCESSIONS: Short and Long Range, Hanky Panks of all kinds. Tex Roberts wants one Count and one Peek Store Agents.

RIDES: Need Tilt Foreman.

SHOWS: Any Grind Shows not conflicting.

Lawrenceburg, Ky., Fair, this week; Lebanon, Ky., Fair follows; with Fairs until we close.

JACK LINDLE SHOWS
JACK LINDLE, MGR.

Concessions: Opening for Pop Corn, Carmel Corn, Foot Longs, Ice Cream, Basket Ball, Pitch-Till-You-Win, Coke Ring, Bear and Dish Pitches, Long Range, Seale and Ace, Cork, Balloon Dart and Legitimate Stock Concession. (NEED BINGO FOR AUGUSTA AND FLORA FAIRS). Shows: Fun House, Glass, Mechanical, any Family Show. Help: Spitfire and Merry-Go-Round Foremen, Second Men who drive.

Augusta, Ill., Fair, 16-19; Flora Fair, 21-25; all Fairs and Celebrations to follow; care Augusta 13th on.

SHADE GAP, PA.
Soldiers and Sailors' Fair and Picnic
JULY 28 TO AUG. 2

All kinds of Concessions, any Grind Shows, French Fries, Fish Pond, Grab Stand, Photo; American Palmist, work out of trailer. Contact

A. L. BLACKMON
TELEPHONE: ORBISONIA, PA., HI 7-2805.

WANTED

FOR KANE COUNTY FAIR, ST. CHARLES, ILL., JULY 30 THRU AUG. 3. 100,000 Gate Attendance Last Year.

SHOWS—Family-Type Shows of all kinds. Athletic, Snake, Fat, etc. CONCESSIONS of all types.

PAUL DISPENSA
Elmhurst, Illinois. Phone: Terrace 2-7763. No Collects.

GIRLS GIRLS
FOR GIRL SHOW—\$100 A WEEK

Want Girl Show Talker, percentage with guarantee. Want Candy Pitchman, 50-50. Want Ticket Seller who drives semi. No drunks wanted. Reason for this ad, am enlarging for major fairs. Wire:

F. W. MILLER
Fosston, Minn., this week; Grand Forks, N. Dak., week July 20 to 26.

Monarch EXPOSITION SHOWS

ALL FAIRS UNTIL OCTOBER

NOW BOOKING FOR THE ST. CLAIR COUNTY FREE FAIR, BELLEVILLE, ILL. (Over 100,000 attendance last year); also for the 2 LARGEST FAIRS IN NORTHERN ILLINOIS —MILLEDGEVILLE and PRINCETON.

CONCESSIONS Can place Long Range, Novelties, Glass and Bird Pitch, and Hanky Panks of all kinds.

SHOWS Any Clean Grind Show.

HELP Opening for 1 Foreman and 2 Second Men who drive.

Contact: E. L. WINROD, Mgr.
CARROLLTON, ILL., (Fair) this week; BELLMONT, ILL., (Fair) next week.

WALLACE BROS. SHOWS INC.

WANT FOR OUR STRONG ROUTE OF FAIRS BALANCE OF SEASON

SHOWS: Can place Athletic, Snake, Monkey, Fat, Mechanical and 10-in-1 Shows. Tell us what you have!

CONCESSIONS: Games of all Kinds that work for Stock. Photos, Pronto Pups and others.

HELP: Want Help for all Rides. Join at once.

All reply by Wire, Phone or Mail, c/o Fair Grounds.
E. E. FARROW, Mgr.
MADISON, WIS. (Fair), this week; DARLINGTON, WIS. (Fair), next week.

GLADSTONE EXPO SHOWS

JEFFERSON CITY, MO., FAIR JULY 21-26

TOMAH, WIS., FAIR JULY 31-AUGUST 3

FOND DU LAC, WIS., FAIR AUGUST 6-10

WANT legitimate Concessions of all kinds that work Wis. Hi-Striker, Ball Games, Pitch-Till-U-Win, Dart, One Ball, Roll-a-Ball, Jewelry, Hats; Bear, Bird and Glass Pitch, etc.

WANT Shows that cater to everyone; Side, Big Snake, Monkey, Fun House, Glass House, Motor Drome, Mechanical, etc.

RIDES: Can place one major Ride not conflicting, also one more Kid Ride, for five Wisconsin Fairs.

RIDE HELP: Can place Second and Third Men on all Rides.

FOREMAN: Can always find a place for a good man. Russell Phillips wants webb-footed Kitchen Help. Those who hold contracts, please wire space needed. Lot laid out Monday in Tomah and Fond du Lac.

Contact: F. O. POOLE, Fort Scott, Kansas

JOHN NYE'S UNITED SHOWS

Last call for Bartholomew Co. 4-H Fair, Columbus, Ind.; Dubois Co. Fair, Huntington, Ind., followed by the always big Jackson Co. Fair, Johnstown, Ind., and the Gibson Co. Fair, Princeton, Ind.

CONCESSIONS WANTED. Cookhouse, Custard, French Fries, Taffy, Glass, Bird and Bear Pitches, Hi-Striker, Dart Games, Mus Gallery, Coke Bottles, Hoop-La, Heart Pitch and Buckets.

SHOWS: Girl Show, must work clean. Snake, Miniature Farm or any clean Grind Show.

HELP: Merry-Go-Round Foreman. Second Man on Caterpillar and Scrambler. Operator for office-owned Girl Show. Must furnish Girls, Costumes and P.-A. System.

All replies to
John Portemont, Jr., Petersburg, Ind.

BUCKEYE STATE SHOWS
MT. STERLING, OHIO, JULY 15-19

WANT Stock Bingo and Hanky Panks of all kinds.

WANT Ride Help: First and Second Men for all Rides. Must drive semis and straight jobs. Top salary and bonus paid each week.

WANT experienced Ride Superintendent and Electrician. Must know all rides and handle men.

Contact Manager, as per route.

NEW ENGLAND AMUSEMENTS
WANT FOR NORTH BROOKFIELD, MASS., JULY 14-19, AND BALANCE OF SEASON

Legitimate Concessions of all kinds. Ride Help for Wheel, Octopus and Kid Rides. Capable Agent or Couple for Popcorn, Floss and Apples, all in one booth.

Now booking Shows and Concessions for Keene, N. H., Fair, Aug. 20-24, including Sunday. Want Bingo and Eating Stands.

Write or wire to North Brookfield, Mass., now.
HARRY J. KAHN, Mgr.

CAPITAL CITY SHOWS

Want for Mercer County Fair, Harrodsburg, Ky., week July 21-26; followed by Tri-County Fair, Corbin; Knox County Fair, Barbourville, Ky., and Fairs until November 15.

Concessions—Bear, Glass, Bird Pitches, Hoopla, Novelties, Long Range, Cigarette Block, Ball Games, Break Record, Prize Every Time Concessions of all kinds, Bingo for season. Custard open. V. L. Collier wants Alibi Agents.

Help—Foreman for new 3 abreast Allan Herschell Merry-Go-Round; good proposition for good man; must drive. Foreman for Tilt. Second Men on all Rides that drive.

Shows—Any family-type Show with own equipment. Nathaniel Gray wants Musicians and Performers for Minstrel Show. Jessie French wants Girls for Girl Show.

For Sale—Caterpillar Diesel Light Plant, 90 K.V.A., D 13,000, in special built trailer, perfect condition, \$5,000 cash. This is a steal.

All replies to J. L. KEEF, c/o Western Union, Danville, Ky., week June 14-19; Harrodsburg, Ky., Fair, June 21-26.

HEART OF AMERICA SHOWS

WANT TO BOOK FOR 14 CONSECUTIVE FAIRS AND CELEBRATIONS IN THE WHEAT COUNTRY—HERE IS THE LIST:

LEBANON, KAN. (60th Anniversary Celebration), July 14-19; DOWNS, KAN. (Old Settlers' Reunion), 21-26; OSCEOLA, NEB. (Fair), 28-30; HOXIE, KAN. (Fair), July 31-Aug. 1-2; OBERLIN, KAN. (Fair), Aug. 4-6; McCOOK, NEB. (Fair), Aug. 7-9; NORTON, KAN. (Fair), 11-16; STOCKTON, KAN. (Fair), Aug. 18-23; ST. PAUL, NEB. (Fair), 25-29; LEWELLEN, NEB. (Fair), Aug. 30-Sept. 2; WASHINGTON, KAN. (Fair), Sept. 4-6; HOLDENVILLE, OKLA. (Fair), Sept. 10-13; BRISTOW, OKLA. (Fair), Sept. 15-20.

RIDES: Especially want to book Coaster, also others not conflicting.

SHOWS: Athletic Show, also any good Grind Shows.

CONCESSIONS: Short Range, Photos, One Ball, Coke Bottles and others. Will book one Grind Store with Hanky Panks.

PAT PATTERSON WANTS Agents for Count Store, Peek Store, Alibi Stores and Hanky Panks. Also Dealers for P.C. Also "up and down" Help for Bingo and Cookhouse. BLACKIE SCHOFIELD wants to hear from Agents he knows.

All reply to: TED CORY, Mgr.; LEBANON, KANS., this week; then per route.

MIGHTY INTERSTATE SHOWS

Want for our list of choice Southern Fairs, beginning Aug. 4, De Kalb County Fair, Alexandria, Tenn., followed by Carthage A. M. & L. S. Fair, Carthage, Tenn. Fairs through November. Want Free Act to join week of Aug. 4 and balance of season.

SHOWS—Side Show with own equipment or will furnish equipment for same. Want Manager and Riders for Motordrome or will sell Drome and book on show. Want Manager with Girls for Girl Show. Will book any family-type Grind Shows. Also Penny Arcade, Funhouse and Glass House.

RIDES—Will book any Flat Rides or Kiddie Rides not conflicting for balance of season. Also Live Pony Ride.

RIDE HELP—Foremen and Second Men on all rides. Must drive. Top wages and bonus.

CONCESSIONS—Will book Bingo for balance of season. Will book Hanky Panks of all kinds, Short and Long Range Galleries, Age and Scales, Novelties, Hats, Gadgets, Diggers. Want Agents for Buckets, 6-Cat and Help for Popcorn, Candy Apples and Floss.

HELP—Want Man and Wife to take complete charge of Cookhouse. Must cater to show people and not be afraid of work. Want Griddle Man and Countermen for Cookhouse. Want following for balance of season: Mechanic with tools, Carpenter with tools, Scenic Artist and Painter, Diesel Electrician who knows GM diesels. Must drive, no drunks.

All replies to H. B. ROSEN, c/o Western Union, Cleveland, Tenn.

BLUE GRASS SHOWS

Wanted for Champaign County Fair, Urbana, Ill., week July 20-26, followed by Macon County Fair, Decatur, Ill., starting Sunday July 27 and a continuous route of bona fide Fairs until Armistice Week in Florida.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Basketball, Age and Scales, Derby Racer, African Dip, Name on Hats, Lamp and Bird Pitches and legitimate Merchandise Games of all kinds.

HELP: Foreman for 12-car Dodgem, Second Man for Caterpillar and Help for all other Major Rides. Must be licensed semi drivers. Top salary and bonus paid to capable Help. Can place good Talker for Monkey Circus featuring trained Chimpanzees. Show formerly owned by Leo Carroll.

All wires C. C. GROSCURTH, BLUE GRASS SHOWS, Tuscola, Ill., all this week.

CONTINENTAL SHOWS

SEVERAL GOOD OPENINGS FOR HANKY PANK CONCESSIONS FOR THE REMAINDER OF OUR STILL DATES AND OUR FAIRS

We have no Duck Ponds, no Cigarette Galleries, no Dart Balloons nor any Pitch Till You Win and several others. Several good still dates left before our fairs, which start at Westport, N. Y.; Lyndonville, Vt., and Chatham, N. Y., Labor Day. Contact

ROLAND E. CHAMPAGNE or FRED FRITZ
July 14 to 19, Saranac Lake, N. Y.; July 21 to 26, Tupper Lake, N. Y.

AGENTS WANTED

for Buckets and Hanky Panks.

Wire or write

GEO. W. GORDON

c/o O. C. Buck Shows,
Ticonderoga, N. Y.

If you drink, don't waste my time.

TILT FOREMAN

Wheel Foreman, Merry-Go-Round Foreman. High wages to men who can up and down ride properly.

A. J. SUNNY AMUSEMENTS

Warren, Ohio, this week. Next week, St. Monica Church, Cleveland, Ohio.

THOMAS JOYLAND SHOWS

Want at once, Girl Show Operator (must have wardrobe and 3 girls) or will book Operator with own equipment. Address

L. I. THOMAS, MGR.

Cambridge, Ohio, this week.

WANT EQUIPPED TENT SHOW

Have ideal resort location. Long season. Can also place Kiddieland. Contact

BOB MORRIS

Gayety Theater

546 S. State St., Chicago, Ill.

Phone: Webster 9-8434

FOR SALE

C-Cruise Ride, A-1 condition, newly decorated, ready to go. Ideal for park or road. With or without transportation.

BOX 142, Atlanta, Kansas

Thank You VIVONA FAMILY

for the purchase of eight G. M. C. Tractors, making a total of 24 purchased.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

WILSON FAMOUS SHOWS

Want Wheel and Merry-Go-Round Foremen; must be sober and reliable and have license to drive. Can use a few more legitimate Concessions. Cuba, Ill., this week; next Sangamon Co. Fair at New Berlin; then Morgan Co. Fair, Jacksonville.

CARNIVAL WANTED

for AMERICAN LEGION PICNIC

August 7 & 8 at Shubert, Nebraska.
Contact Claude Shubert.

COUNTER HELP and GRIDDLEMAN

wanted for Cookhouse for Tuscola, Ill., Fair, July 14-19.

SHEIK HENNESEE
c/o Blue Grass Shows, as per route.

Want Experienced COOK HOUSE HELP

Contact ROBERT "SNIPPY" KOLB
c/o Bill Hames Shows
Leonard, Tex., this week; then per route.

ROHR'S MODERN MIDWAY

WANT GIRL SHOW FOR ANNUAL HOMECOMING, ROODHOUSE, ILL., JULY 22-26
CLARK CO. FAIR, MARSHALL, ILL., AUG. 3-8
CUMBERLAND-GREENUP FAIR, AUG. 18-23
Can use one more family-type Show and Funhouse. WANT Short Range, Pitch Games, Crazy Ball, Fish Pond, Ball Games, Hanky Panks only. WANT experienced Ride Help who can drive. Also Bingo Help.

FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner
Carlisle, Ill., July 15-19; then as per route.

AGENTS - - - AGENTS

Can place for 20 fairs starting July 22 at ANTHONY (KAN.) FAIR

Some fairs two a week thru Kansas, Oklahoma, Texas. Conditions good thru this territory.

Agents for Hankies, Players for Grind Stores, Alibi Agents, one Wheel Man, Skillo Crew, Man for Spindle, Also Percentage Agents. Also want up-and-down Concession Help.

Phone 6-8 p.m.—Miami time:
Jefferson 8-8379, or write

A. R. (Dutch) Whiteside
Ganshire Apts., 2035 Washington Ave.
Miami Beach, Fla.

ANNOUNCING

appointment of

C. O. STEWART

as manager of

WADE GREATER SHOWS

C. D. Murray is no longer connected with this organization.

PLAYLAND SHOWS

Want for 12 Fairs in W. Va., Tenn., and Ala.

CONCESSIONS: Hankies of all kind, low privilege or percentage. Will book Pin Store, Skillo, Six Cats, Buckets, Swinger, Nails, P.C. of all kind.

Agents for Grind Stores, Buckets, Scale and Age, Pea Pool. Following People, contact: A. C. Hill, Mr. Bob Smallwood. Will book your Concessions. Will book Girl Show, 25%. Tiny Orlando, Rex Allen, call or wire.

HELP: Good Ride Men. Top salaries. We carry 12 Rides and prefer Men who drive. Useful Show People in all departments. Wire

JAMES N. MORGAN

c/o Western Union, Madison, W. Va.

WANTED

For Colored Revue: Musicians and Performers, A-1 Sax, A-1 Drummer and Comic. "Flat Top" Foy, get in touch.

ETHEL SIMPSON

c/o Prell's Broadway Shows
Harrington, Del.

1957 Allan Herschell RODEO FOR SALE

Excellent condition. \$5,000.

A. J. SUNNY AMUSEMENTS

3006 East 130th Street, Cleveland, Ohio
Phone: Center 8-6256

WANTED

Scale and Age Agents, also Hat Machine Operators. For Harrington, Del., Fair; Ionia, Mich., Free Fair; West Va. State Fair; Maryland State Fair at Timonium, and Mineola, N. Y., Fair. Apply

A. HYMES

Gen. Del., Syracuse, N. Y., or
c/o Rodeo, Fairgrounds.

JACK THOMAS

Wants Agents for Buckets, 6-Cat, Grind Store and Hanky Pank Agents. All replies c/o

FUNLAND SHOWS

Canton, Mo.

AGENTS WANTED

One Ball, Bear Pitch, Pan Joint and Alibis. All fairs and celebrations. Red, Jack, Ray, get in touch.
Pamona, Kans., this week; then per route.

JOHN ERNEST

Holiday Amusement Co.

WANTED AT ONCE

Second Man for Eli Wheel, also Man for Kid Ride; must drive truck. No drunks or chasers. Good salary.

OTTO STEPHEN

STEPHEN'S SHOWS
Lineville, Iowa, July 14-19

THREE TOP FAIRS

MILAN, MICH., July 22-26

FOWLerville, MICH., July 28-August 2

CASSOPOLIS, MICH., August 5-9

All in the farm belt of Michigan with plenty of money spent.

WANT—Hanky Panks of all kinds. Shows catering to family trade will do well.

WADE GREATER SHOWS

Write, wire or call C. O. Stewart, Manager, Flat Rock, Michigan, all this week, then as per route.

Deggeller Amusement Company

Can Place One More Show for Fair Season Starting

SCIOTO COUNTY FAIR

Lucasville, Ohio, July 29-August 2

Can Place for

SHELBY COUNTY FAIR

Shelbyville, Indiana, August 2-8

One more Show, Penny Arcade, one or two more major Rides and gypsies will not work. Ride Help: Need Foreman for Merry-Co-Round, F. W., Roll-a-Plane that drive semi. No cars. Salary \$60.00 per week.

DEGELLER AMUSEMENT COMPANY

WEST GATE SHOPPING CENTER
W210 & CENTER RIDGE ROAD, CLEVELAND 29, OHIO, JULY 14-20.

WANTED FOR

MULBERRY, IND., CENTENNIAL

With 4 Big Fairs to Follow—None Better

This Centennial Will Be a Winner

Concessions: Concessions that work for stock, privilege \$35.00 and up. Flats, alibis and gypsies will not work. Ride Help: Need Foreman for Merry-Co-Round, F. W., Roll-a-Plane that drive semi. No cars. Salary \$60.00 per week.

Wire, write or call

R. L. PECK, KEY CITY SHOWS

Lawrence, Ind., this week; Mulberry, Ind., July 21-26.

JIMMIE CHANOS SHOWS

WANT FOR SPENCER CO. FAIR, ROCKPORT, IND., JULY 20-26

Want Popcorn, Cracker Jacks, Candy Floss, Candy Apples, Snow Balls, Hanky Panks of all kind.

Want large Cookhouse, Bingo, Girl Show with own outfit and other Shows with own outfits for all our Fairs.

Want Ride Help who drive semis. Drunks and chasers, stay away. This is no place for you.

All replies to JIMMIE CHANOS, Sunman, Ind., this week.

VIRGINIA GREATER SHOWS

Dover, Delaware, this week; Cambridge, Maryland, July 21 to 26.

Want at once Man and Wife to take over Cookhouse, also sober Griddle Man. Want Bingo to join middle of August, French Fries, American Mitt Camp, Pitch-Till-Win, Long and Short Range Gallery, Novelties, Glass and Bear Pitch, Penny Pitch, Cigarette Pitch, Age and Seales, Ball Games, Basketball, Hanky Pank Agents. Bill McCoy can place Agents for Hanky Panks and Alibi. Joe Corri, wina's wrong. Want Girl Show Manager with two or more Girls; Snake Show Manager, we have the Geek; Monkey Show, Funhouse, Glass House. Ride Help who drive semis; no cars allowed. Want Swinging Ball Agents. All mail and wires to

WM. C. (BILL) MURRAY

STANDARD SHOWS

Want for Craig, Colo., Centennial & Rodeo, 10 Big Days & Nights, July 18 thru 27.

Slum and Stock Joints, Side Show People. Rides not conflicting and useful Show People in all departments. Call or wire.

V. C. JOHNS or BOBBY DECKER

Craig, Colorado

WANT—PARADA SHOWS—WANT

For best route of Fairs in Missouri, Kansas and Arkansas. Look these up—ask your friends. Lamar, Mo., July 14-19; Louisburg, Mo., Reunion, 21-26; Ulrich, Mo., Reunion, 28-29-30; Clinton, Mo., July 31, Aug. 1 & 2; California, Mo., Aug. 5 thru 9; Paola, Kans., Aug. 11, 12, 13; Mound City, Kans., Aug. 20 thru 23; Darret, Kans., Aug. 27, 28, 29; biggest Labor Day Celebration in territory, Deep Water, Mo., Sept. 1 & 2, and five Missouri and Arkansas Fairs to follow.

WANT any legitimate joint, especially Photos and Sit-Down Grab; Agents for Balloon Dart, Six Cat (stock only), Bee Hive and Spindle Man, and wife for tickets. Warrens, answer or come on. Second Men on Wheel, Octopus, Scrambler and Coaster who drive Semis. No private cars.

PARADA SHOWS, Lamar, Mo., now.

TILT-A-WHIRL FOR SALE

1856 Tilt-a-Whirl Amusement Ride Outfit, complete with gasoline engine power unit and fluorescent lighting equipment. 1933 Chevrolet Tractor, Trailer and straight bed 1951 Dodge Tractor. Office—1942 Highway Semi-Trailer, van type Pot Wagon—1937 Fruehauf Semi-Trailer, van type, with new 100 kw. transformer. Trailers: 1948 Kingham, 1947 Super Cargo. Will consider any reasonable offer. Help wanted to handle above equipment.

FRANCIS A. DESIDERIO, D.D.S.

162 Cumberland Street, Rochester, New York Baker 5-5661 or Congress 6-5331

WANTED

One Grinder for front and Lecturer for inside of Animal Show. Sober.

Contact

LOU DUFOUR or EARL TAUBER

Riverview Park, Chicago, Ill. Phone: LA 5-9708.

GOODING AMUSEMENT CO.

CONCESSIONS WANTED

JULY 20-26
LOGANSPORT, IND.
CASS CO. FAIR
Place all Hanky Panks and some Direct Sales. Corn, Apples, Floss, Snow sold.

JULY 22-26
MADISON, IND.
JEFFERSON COUNTY
4-H FAIR
Can place Hanky Panks and Direct Sales.

JULY 23-26
NEW BREMEN, OHIO
19th ANNUAL HOME-COMING CELEBRATION
Can place Hanky Panks and Direct Sales.

JULY 28-AUGUST 2
ELNORA, IND.
DAVISS COUNTY FAIR
Place Hanky Panks and Direct Sales. No Eats or Drinks.

JULY 28-AUG. 2
FRANKLIN, IND.
JOHNSON COUNTY FAIR
Can place Hanky Panks of all kinds.

JULY 30-AUG. 2
NEW LEXINGTON, OHIO
PERRY COUNTY FAIR
Can place Hanky Panks.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.
1300 NORTON AVENUE COLUMBUS 8, OHIO

JAMES H. DREW WORLD'S FAIR SHOWS

Edgar County Fair, Paris, Ill., July 20 to 26 inclusive. With long circuit of Bona Fide Fairs North and South to follow.

Jaycees Fair, Nappanee, Ind.
Porter County Free Fair, Valparaiso, Ind.
Great Wabash Valley Fair, Terre Haute, Ind.
Harlan County Fair, Harlan, Ky.
Farmers Fair, Clintwood, Va.
Blount County Fair, Maryville, Tenn.
Winder Agricultural Fair, Winder, Ga.

Walton County Fair, Monroe, Ga.
Northwest Alabama Fair, Jasper, Ala.
Newton County Fair, Covington, Ga.
Middle Georgia Fair, Milledgeville, Ga.
East Georgia Fair, Swainsboro, Ga.
Moore County Fair, Quitman, Ga.
Tri-County Fair, Fitzgerald, Ga.
Oconee Fair, Dublin, Ga.
Two State Colored Fair, Augusta, Ga.
One other Georgia Fair to be announced.

SHOWS WANTED FOR ENTIRE CIRCUIT: Mechanical, Monkey, Animal, Illusion, Drome, Glass House and any family type show. Can place Girl Show at Paris, Terre Haute and South.

RIDES WANTED: Coaster, Train and Live Ponies.

CONCESSIONS: All Hanky Panks, Merchandise and outright sale concessions are open. Good opening for long and Short Range, Arcade, Photos, etc. Note: If you have anything worthwhile this is a wonderful opportunity.

Floyd King, please wire where I can phone you.

All address this week JAMES H. DREW WORLD'S FAIR SHOWS Covington, Indiana



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

Want for Harrington, Delaware, Fair, July 21-26.
Bridgeton, N. J., Fair to follow.

WANT

CONCESSIONS

RIDES

SHOWS

HELP

Age & Scales, Photo, Eating and Drinking Stands, Hanky Panks, Ball Games, Cat Racks, Buckets, Bear and Lamp Pitches, French Fries, Candy Floss, Popcorn, Duck Ponds and Pitch-Till-U-Win.

Two more Kiddie Rides, Fun Houses, Dark Ride, Scooter or any Ride not conflicting. Will also book Octopus and Round-Up.

Snake Show, Walk-Thru Shows or any Shows with merit.

Help on all Rides, semi-drivers preferred. Vernon Johnson, come on. Want good Mechanic with own tools to take care of fleet of International Trucks. Yellow, come on. All answer:

PRELL'S BROADWAY SHOWS

Falls Church, Va. Joe Prell will be in Harrington, Del., Tuesday, July 15.



Changing Back End to start at Mt. Pleasant, Iowa, Fair, Monday, July 21-26, and balance of the season ending at the American Legion Fair at Caruthersville, Mo., in October.

SHOWS: GOOD LOOKING GIRL SHOWS, ATHLETIC SHOW AND GRIND SHOW.

RIDES: WILL BOOK SCRAMBLER FOR BALANCE OF SEASON. (John Hansen, note.)

CONCESSIONS: Want Arcade, Picture Frames, Custard, Photos, Short Range, Nickel Pitches, Coke Ring, Coke Pitch, Novelties, Ice Cream, Derby, Pitch-Till-You-Win, Hoopla, Hats and Ball Games.

HELP: Want Ride Men, sober, single and without cars. Must have licenses. J. T. Hutchens wants "Half and Half" Annex Attraction.

All address: WILTON JUNCTION, IOWA (Celebration), this week; MT. PLEASANT, IOWA (Fair), next week.

WANTED

Ferris Wheel Man, able to up and down #12 Wheel. Playing New York City Church Bazaars.

ATLAS BAZAAR CO.
413 West 41st New York, N. Y.
CH 4-1736

MERCURY SHOWS

WANT FOR FAIRS AND CELEBRATIONS BALANCE OF SEASON CONCESSIONS OF ALL KINDS. Contact Immediately. CAN PLACE RIDE HELP ON ALL RIDES. Address:

BOB ALSOBROOK

UNION, MO. (FAIR), THIS WEEK; THEN PER ROUTE

W.G. WADE SHOWS

DELAWARE COUNTY FAIR, MUNCIE, INDIANA

10 DAYS AND NIGHTS - JULY 24 thru AUG. 2
ONE OF THE LARGEST COUNTY FAIRS IN THE NATION

-CAN PLACE-

SHOWS: Have location for 3 or 4 Grind units such as Fat, Reptile, Illusion, Mechanical, Glass House, Whale or Sea Exhibit or what you have.

RIDES: Due to disappointment, can place Dark Ride.

CONCESSIONS: All Hanky Panks open. Water Games and Pitches (Bird, Fish, Ducks, Lamps, etc.). Have excellent location for Bear Pitch, Age & Scale, High Striker, Slum Spindle, Derby, etc. Outright sales open: Taffy, Photos, Ice Cream (Snow sold), Waffles, Grab, Balloons, French Fries, Long and Short Range, Bazooka, Jewelry, etc.

All replies via Western Union to **D. WADE**
W. G. WADE SHOWS, Big Rapids, Mich. (Fair), all this week; Sunday, July 20, in Muncie, Indiana.

JOE SCIORTINO WANTS

SIDE SHOW PEOPLE. Working acts of all kind (no sex or animal). **GIRLS** and **RUNT** for bally. Strong **FREAK** to feature. Inside Lecturer prefer one who pitches. Good proposition. Experienced **SIDE SHOW TALKER.** **GIRLS** for **GIRL SHOW.** Must be young, attractive and experienced. \$100.00 per week. **GIRL SHOW TALKER** wanted. **TICKET SELLERS** for both shows. Must be sober and drive semi. All people must open Muncie, Ind.

JOE SCIORTINO

Blue Grass Shows, Tuscola, Ill. Next week, **W. G. Wade Shows,** Muncie, Ind., Shelbyville and La Porte, Ind., follow. Then Escanaba, Detroit and Allegan, Mich.

GLADES AMUSEMENT CO.

Wants for Petersburg, Va., Optimist Club Annual Fiesta, July 21-26

Any Concessions that work for stock, Long Range, Short Range, Fish Pond, Cork Gallery, etc.

Will book White and Colored Girl Show for this spot. Want Merry-Go-Round Foreman. Top salary if you are able to put it up and down. Must drive semi. Wire or call

JERRY SADDLEMIRE

c/o The Chantilly Volunteer Fire Dept., Chantilly, Va., this week.

MARYLAND STATE FAIR

TIMONIUM, MARYLAND, AUG. 29 TO SEPT. 6.

New Million-Dollar Grandstand, New Kiddieland, New Fun Zone, New Exhibits. 250,000 Paid Admissions Last Year.

Can place Scrambler, Round Up, Rock-o-Plane, Shows—Side Show, Fun House, Minstrel, Glass House, Monkey Drome or Show. Will finance Shows. All booths open; Fats, Drinks, Pronto, Custard. All answer:

DAVID B. ENDY, P. O. BOX 5014, ALEXANDRIA, VA.
Have 8 Southern Fairs to follow and all winter in Florida.

BYERS BROS.' SHOWS

ALL FAIRS AND CELEBRATIONS UNTIL NOVEMBER. NO STILL DATES!
Belmond, Iowa (Celebration), July 15-16; Blooming Prairie, Minn. (4-H Clubs Jamboree), 18-20; Menominee, Wis. (Fair), 24-27; Preston, Minn. (Celebration), 29-30; Tripoli, Iowa (Celebration), Aug. 1-2; then all Fairs to follow. **IOWA FAIRS:** Independence, Jefferson, Rockwell City, Humboldt and Osage; **ARKANSAS FAIRS:** Benton and Camden; **LOUISIANA FAIRS:** Coshatta, Natchitoches, Olla, Ruston and Lake Charles.
CONCESSIONS: Hanky Panks of all kinds. **SHOWS:** Grind Shows not conflicting.
RIDES: Will book one more major Ride—Round-Up or Rock-o-Plane.
All Address: **CARL BYERS, Mgr.,** per route above.

ROSE CITY RIDES

"The Show You Know"—"Missouri's Cleanest Midway"
NOW BOOKING FOR BIG MONTGOMERY COUNTY FAIR, MONTGOMERY CITY, MO., JULY 23-26.

CONCESSIONS: Want Bumper, Age and Scale, Cork Gallery, Basket Ball, Bird Pitch, String Game, Gold Fish, Duck Pitch, Pitch-Till-You-Win, Over 30—Under 11, Diggers, Roman Targets and others not conflicting. No sypsis or flats! **RIDES:** Want one major Ride not conflicting for this spot only. **SHOWS:** Want for season—Fun House, Mechanical Show, Monkey Show or Glass House. **NOTICE, COMMITTEES IN MISSOURI AND SOUTHERN ILLINOIS:** Have weeks of Aug. 18-23 and Sept. 8-13 open. Address: **DUTCH SCHRADER, Mgr.,** Hermann, Mo., this week.

PEPPERS ALL STATES SHOWS

WANT FOR THE TOBACCO COUNTRY—WE CLOSE NOV. 9.
CONCESSIONS: Milk Can, Coke Bottles, Basket Ball, Short Range, String Game, Scales and Age, and Bumper.
RISE HELP: A-1 Foreman for Whip; must drive. (Robert T. Goldback, waiting for you.) Second Men on Rides.
AGENTS: Want Agents for office-owned Concessions: Bear Pitch, Glass Pitch, Pan Game, Cork Gallery and Hoopla. (One only of each kind.)
Join on wire, or write. No collect calls.
All Address: **FRANK W. PEPPERS, FORT WALTON BEACH, FLA.**

CONCESSIONS WANTED

For Colored Elks Celebration, Warren, Ohio. Contact

HARRY DAY

727 S. Park Ave., Warren, O.

Must be legitimate concessions only. No flats.

Open Tuesday, July 15.

WILL BOOK

Photos, Grab or Cookhouse, Ball Games and Hanky Panks. Reno, Ark., Picnic, July 15-19; Heber Springs, Ark., Reunion, Aug. 4-9.

Contact Manager

CARAVAN SHOWS
as per route

FOR SALE

MAJOR RIDES

Merry-Go-Round, Moon Rocket, Octopus, Caterpillar. Rides can be seen in operation. Good condition. Reasonable prices.

P. O. BOX 282, Baltimore 3, Md.

BEN GLOSSER

WANTS AGENTS

For Hanky Panks, Cigarette Block, Picture Frames and Drop Coke. J. Jacobson, contact me. Address: Care **MONARCH EXPOSITION SHOWS** Carrollton, Ill., this week; then per route.

FOR SALE

COMET with 30 ft. Fruehauf trailer. In good condition. Price, \$2,500.

Write:

MIDWAY AMUSEMENTS
721 North Menard Avenue
Chicago 44, Illinois
Attention: Richard Calcara.

GIRLS WANTED

For two Girl Shows at once. Good salary. Wardrobe furnished. Need Talker, Grinder for second Show. Jimmy Yates, Laverne Hurst, can use you. Wire or come on.

Harold Wetherbee C/O
O. C. BUCK SHOWS, Ticonderoga, N. Y.

T. J. TIDWELL SHOWS

Want for Fairs and Celebrations. Vici, OKLA., on the streets, July 14-19. Want Hanky Panks of all kind. Experienced Wheel Men. L. D. Smith, contact. Bucket Ronnie and Kid Ride Yeaster, come on. Want Cook House. Whitey Dixon wants Grind Store Agents.

Answers to
T. J. TIDWELL or WHITEY DIXON

AGENTS WANTED

Color Darts, Buckets and Hanky Panks. Also Penny Pitch. Burt and Curley, get in touch. **LUKE BOLENBARKER,** c/o Robinson Greater Shows, Cumberland, Iowa, July 18-19; Woodbine, Iowa, 21-22. All Fairs and Celebrations to follow.

WANT

Foremen for Tilt and Wheel. Want Hanky Panks for Louisiana, Mo.; Annual River Festival, July 14-19.

FIDLER UNITED SHOWS
Louisiana, Mo., this week.

LAWRENCE LALLONDE

Phone me collect.

St. Louis, Mo., Evergreen 5-5134.
Have good proposition for you.

EUBY COBB

LOUIS BELL

Wants Agents for Pin Store, Buckets, Swinger and Hanky Panks.

Replies care of

WORLD OF PLEASURE SHOWS
Martinsville, Ill., this week.

VOLUNTEER SHOWS

Monticello, Ky., July 14-19; Franklin, Ky., July 21 thru 26; Ft. Knox, Ky., July 28-Aug. 2.

CONCESSIONS: Age and Weight, 8-Cats, Fish Pond and Pitch-Till-You-Win. Agents for Pin Store, Razzle, Skillo and Hanky Panks. Contact **C. R. LEONARD, Mgr.,** Ralph Decker, Business Mgr., per route.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO — First Vice-President Bill Carsky presided at a Wednesday (9) meeting of the board of governors, on routine business.

Board members present included Ed Sopenar, third vice-president; Bill Kaplan. Noble Case, Elmer Byrnes, Maurice Ohren, Charles Zemater Sr., Sam (Insurance) Solomon, Bernie Mendelson, Jack Kwiet and John (Sheik) Lempart and Hank Shelby. Ben Weiss, president of the Miami club, was a guest.

Reported on the sick list were Pat Finnerty, in Miami Medical Center; Frank Malloy McKnight, in a Los Angeles nursing home, and Harry Ferris, in a Chicago Veterans Administration hospital.

Shelby announced that he is sending out gold-plated cards to all donors to the plaque fund who have sent in their correct listings on postal cards he earlier mailed.

Sam Ganz, of Toronto, is a new member. Recent visitors included Bill Hetlich, Whitey Lehrter, Tom Sharkey, Max Brantman and Harold Barrows.

Baddley Bros. Opens Okay at B. C. Event

NORTH VANCOUVER, B. C. —The four-day Kinsmen Carnival here got off to a flying start with the largest parade in the history of the North Shore on Friday (27) and drew about 20,000 viewers, a large percentage of the crowd following to the grounds where Baddley Bros.' Shows were the midway attraction.

On Saturday the stage in front of the grandstand caught fire and was partly gutted, along with a piano which was a complete loss. The stagemore was carried on with other events slated for stage appearances on the turf.

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Army Payday to follow, then Fairs. **BINGO HELP. AGENTS FOR BUCKETS, TIP-UP COKE, 6 CATS AND OTHER HANKY PANKS.** Jimmy Wright wants Agents for Pins, Razzle, Nails and Skillo. (Will work.) **FOREMAN FOR PRETZEL** Ride who knows how. Other Ride Help that drive, come on. **Frenchy Moore** wants Girls for Girl Show. Address:

C. A. VERNON, Mgr.
Pocahontas, Ark., this week; then the **BIG ONE.**

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CAN USE FOR BALANCE OF SEASON, including Utah State Fair. Ask for complete route.

ANY GRIND SHOW OF MERIT. CONCESSIONS: Long and Short Range, Hoopla, Fish Pond, Cigarette Gallery, Scale and Age, Bumper, any Merchandise Concession not conflicting. **CAN ALWAYS USE EXPERIENCED RIDE HELP.** Top salaries. Address:

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EVANS UNITED SHOWS

Can place a few more legitimate Concessions for Columbia, Mo., Fair, July 21-26; Nemaha, Nebr., Picnic, July 28-Aug. 2; then fairs in the Kansas wheat country; Dighton, La Crosse, Ness City, Winfield and Iola. Want Octopus and Tilt Foremen, also Second Men on all rides. Must drive. Can place Grab or Foot Long, Photos, Bumper, Cork Gallery, Long or Short Range and others not conflicting.

Contact **MANAGER** as per route.

SEARCHLIGHTS

Brand-new 60-Inch Sperry and G.E. Searchlights, \$400.00. Brand-new G.E. 16.5 Kw. Generators, \$850.00. Searchlight Sets, Light and Generator, \$1,200.00. Some used equipment for sale. Also carbons, complete heads and all spare parts.

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Donovan Bros.' Shows

Want for the following: Anthony, Kansas, Races, July 22-26; Kansas fairs at Hill City, Hardner, Stafford, Beloit, Clay Center, Onaga, Blue Rapids and Burlington; Pryor, Okla.; then close with Texas fairs at La Grange, Kenedy, Galia, Floresville, Belleville and Alice.

Also two payday dates. Want Cookhouse, Concessions of all kinds, one major Ride, two good Grind Shows, Ride Help on all rides. Address: Miami, Okla., this week; then Anthony, Kans.

PAN AMERICAN SHOWS

Want Business Manager with or without Concessions. Want Concessions of all kinds, Bingo, Photos, Scales, Custard, Mitt Camp and Novelities. Want Agent for Razzle and Pan Game. Also Operator for Funhouse. Want Manager and Acts, Talker and Girls for Side Show. Also Annex Attractions. Need GM Diesel Electrician, Ride Superintendent and Mechanic. Good proposition. Want Tilt and Wheel Foremen, Second Men on all rides. Must drive semi.

JOHN R. WARD, MGR.
Durant, Miss., this week, Centennial on the Streets.

FOR SALE AS COMPLETE UNIT

Long Arm Octopus,
40' three abreast M-G-R with Wurlitzer Organ,

1957 model Garbrick Ferris Wheel,
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2 Tractors; '53 Chev., 6100 series; '52 Dodge, 2 ton; '51 Chev., 16' Van; 2 large Van Trailers; 1 Octopus Trailer. Have 4 Ticket Booths, Fences, Junction Boxes, extra Wiring & Cables. Rides are booked in Ohio through Sept. 13. Reason for selling is inability to get reliable manager. Have other business requiring my time. Total price \$20,000. **J. R. McCloud,** 265 E. Long St., Columbus, Ohio. Phone: **CAPitol 4-1925.**

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MOUND CITY SHOWS

Want for our route of Fairs and Celebrations balance of season:
CONCESSIONS: Pitch-Till-You-Win, Balloon Darts, Roll-Downs, High Striker, Bear Pitch and others except Eats and Drinks. **A FEW GOOD RIDE MEN.** Showing Bethalto, Ill., this week. Contact **CLARENCE SLATEN, Mgr.** Phone: Wood River, Ill., 4-4707. (No collect)

AGENTS

3 FOR COUNT STORE

Have 15 Fairs and Celebrations, closing in Louisiana Oct. 27. Address: **A. (DUTCH) WILSON,** c/o Byers Bros.' Shows, Belmond, Iowa, July 15-16; Blooming Prairie, Minn., 18-20; then per route.

EXTRA CONCESSIONS

Needed for Horse and Buggy Days, July 18, 19 and 20, Elmore, Minn. Now at Lohrville, Iowa, July 15 and 16.

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Want for Wapello, Iowa, Home Coming, all Fairs now. Concessions of all kinds, especially Photos and Ball Games. Ride Help on all rides. P.S.: Rockie, get in touch. All replies to **H. W. BARTHOLOMEW or JOE SHARP** Wapello, Iowa

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WILLOW GR. PROMOTION

70 Units Line Up For Fire Jubilee

WILLOW GROVE, Pa.—The annual firemen's jubilee is slated for Wednesday (23) at Willow Grove Park. The event has been building nicely and promises to be a solid audience booster for the Philadelphia area park.

Volunteer firefighting units from some 70 Pennsylvania and New Jersey communities are committed. There will be a public exhibition, including a parade of firefighting equipment, fireworks and water barrage, all beginning at 8:15 p.m. Teams from the various companies will be pitted against one another in competition around the park lake.

Joseph Helprin, general manager, will present silver cups and trophies to top scoring entries. The event is billed as the Abington

Township Firemen's Association Jubilee.

Prizes go to the best appearing company with music, best appearing auxiliary with music, best appearing auxiliary, company coming the greatest distance, company with most uniformed firemen, auxiliary with largest number of uniformed women.

Miss Willow Grove will also take part in the proceedings, including distribution of awards.

The performance will be climaxed by a fireworks display and a water barrage outlined against the sky by searchlights. All pumping units entered will take part in this spectacle. The night's program has been building to one of the spot's best promotions.

ROLLER RUMBLINGS

Fire Destroys Giles' Curvecrest, Muskegon

MUSKEGON, Mich. — Fire destroyed Perry B. Giles' Curvecrest Roller Rink here early Wednesday (2) with damage estimated at \$200,000. All that remained was a four-foot-high section of cement blocks, part of the walls.

Origin of the blaze could not immediately be determined, and it was indicated that the exact cause will not be ascertained, since fixtures and all equipment were destroyed. It was thought spontaneous combustion might have been responsible because the arena floor had been sanded the preceding night.

Giles, who built the structure in 1940, valued the building at \$120,000 and its contents at about \$80,000. Total insurance coverage amounted to \$70,000, he said.

He declared that it is too early to determine whether the building will be replaced, but said that it is doubtful, since a similar structure would involve an investment of about \$250,000. The equipment

loss included a soda bar, hundreds of pairs of skates and shoes, floor-finishing equipment, etc.

First discovered at 4:30 a.m. by a passing motorist who gave the alarm, the blaze had gutted the cement block building, one of the larger rinks of the country, before arrival of firemen from Muskegon Township and adjoining units.

Muskegon Township Fire Chief Fred Danz said: "There was little we could do to save the structure. Since it was impossible to obtain access, we concentrated on saving some floor-finishing equipment at the rear of the basement."

When extent of the blaze was determined, other fire-fighting units were summoned, pumpers obtaining water from Bear Creek, the only source of supply 200 yards from the building. About 40 men from 12 fire units were at the blaze.

The roller rink owner said the building was last occupied at 8 p.m., Tuesday. Last open to the public June 28, the rink covered an area 125 by 200 feet. About 2,000,000 persons had used the facilities since it was opened 18 years ago. It was the scene of several State championships and was also the site of a national contest in 1952.

N. J. Jaycees Sponsor Delsea Arena Party . . .

FRANKLINVILLE, N. J. — Roland, star of Station WCAU-TV's "Shock Theater" in Philadelphia, made a personal appearance at the Delsea Arena here recently. The affair, called the Roland Skate Hop, was sponsored by the Clayton Jaycees and included a floor show headed by Roland and a full evening of skating for one admission price.

Construction Okayed For Levittown (Pa.) Rink . . .

LEVITTOWN, Pa. — Middletown Township Planning Commission at a recent meeting recommended that the Board of Supervisors grant a zoning change to permit a three-acre tract to be used as site for a roller rink at the junction of Route 413 and Newportville Road on the edge of town. Township planners (Continued on page 68)

50 Reservations Already Received For Brussels World's Fair Jaunt

CHICAGO — With more than 50 reservations already firm and more indicated, success seems assured for the 1958 European tour and late summer Brussels Fair meeting of the National Association of Amusement Parks, Pools and Beaches, according to John S. Bowman, association executive secretary.

Bowman made this announcement after he had conferred with William Muar, of Roseland Park, Canadawga, N. Y., who heads the arrangements committee for the trip which will last 27 days during

which the parkmen will visit six European countries.

Bowman also reported word from Leonard Thompson, managing director of Blackpool, England's famous seaside resort, that he is planning a royal welcome for the party when it visits the Illuminations Festival there, September 26-28. Thompson, a longtime NAAPB member, has arranged a banquet on Friday evening, September 26, to be followed by sight-seeing the following two days. Saturday, he says, will be Pleasure Beach Day, with a tour of Blackpool's celebrated night clubs scheduled.

Plan Special Events

"On Sunday," Thompson said, "the Illuminations Festival and Pleasure Beach are in full swing. I feel sure that many will want to study the seven miles or so of these rather stupendous illuminations."

Muar's committee, along with President Bill Schmidt, of Riverview Park, Chicago, is arranging for special events at the World's Fair in Brussels, where the official late summer meeting of the association will be held, and for other events during the Oktoberfest at Munich, Germany, and at Tivoli Park, Copenhagen, Denmark.

Majority of those making the trip will go by air, leaving by TransWorld Airlines at 3 p.m.,

Monday, September 7, from New York's Idlewild Airport and returning to Idlewild Saturday morning, October 4. An alternate plan is being offered to those desiring to go by ocean liner and by land tour. The latter group will sail from New York aboard the Queen Mary Wednesday, September 3 and return to New York Thursday, October 9.

Early Signers

The trip is exclusively for NAAPB members, their families and employees. First to sign up for the trip, besides Chairman Muar, were Mr. and Mrs. George W. Lorg, Dreamland Park, Rochester, N. Y.

Other early birds included Mr. and Mrs. Arthur R. Simmons, Crescent Park, Riverside, R. I.; Mr. and Mrs. James Johnson, Playland Park, San Antonio; Mrs. George Whitney Sr., and Mr. and Mrs. F. R. Gilman, Whitney's Playland-at-the-Beach, San Francisco; Mr. and Mrs. C. W. Winslow, Santa (Continued on page 68)

Guards Draw 39,000 to The Tivoli

COPENHAGEN — Tivoli's pay-gate is on the upswing and total attendance for June was above 875,800, with a daily average of 29,193. Daily figures given out are always slightly under actual count. Last season's daily average was 29,236, so the present average can be considered high as peak attendance months are usually July and August. Week day turnouts were high during June while weekends were below normal but not bad.

Denmark's crack military unit, the Royal Foot Guards (the king's guards), wound up its three-day celebration of its founding, 300 years ago, by marching into Tivoli some 6,000-strong, on Monday (30) night. They had been preceded by four of their bands, and brought along a number of drum bands.

The park was already jammed with 39,600 persons and practically every table in the 21 restaurants (Continued on page 68)

Special Days Aid Grosses At Bob-Lo

DETROIT — Two major special bookings of the year sparked pre-Independence Day business for Bob-Lo Island Park to build a satisfactory total for the week. On Tuesday, the annual Dominion Day celebration honoring the establishment of Canada as a nation, was the occasion for six sailing from Windsor, Ont.—the only day in the year that the Bob-Lo steamers regularly stop at Windsor, altho the park is located in Canada.

The Dominion Day events drew about 3,600 people from Windsor and 1,200 from Detroit, in addition to many from Amherstburg, Ont., who came over on the small ferry from there to the park.

Unusual experience of the Dominion Day sailings was the requirement that park patrons coming from Detroit pass thru immigration inspection—this is normally (Continued on page 68)

Packer Ties in With Kiddielands

SAN ANTONIA — Jim Alexander, manager of Kiddie Land Dude Ranch, and Roy Osenbaugh, manager of Kiddie Park, have made arrangements with Swift and Company to honor free passes contained in each package of Swift's premium franks, Brookfield link sausage and smokies. The passes are good for a ride at either one of the parks.

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King Fire Engine Ride, 8 cars, capacity 32 children, \$2,000. King Pony Cart Ride, 8 aluminum horses and carts, \$2,000. Rides 2 yrs. old. Located in permanent park near Phila.
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CHI STRONG FOR CRISTIANI

Added Holiday Show Pulls Big; Score Turnaway at Sunday Matinee

CHICAGO — Second of the three weekends for Cristiani Bros.' Circus at the Lakefront here brought big business, topped by a Sunday turnaway.

The weekend opened with the Fourth of July. Originally no show was scheduled for that day because of conflict with a celebration in Soldier Field. But with the celebration at night, the afternoon was open and the Cristiani added a show. It filled all the blues and all but about 100 reserves for a good bonus to the gross. Show idled that night as scheduled.

Saturday (5) brought a full house in the afternoon, and the ticket wagon closed early. Saturday night was better than three-quarters filled, with all reserves gone and a few blues open.

Debate 2nd Show

Sunday (6) scored the turnaway. People filled every seat in the big top. Lucio Cristiani and Tom Parker debated about giving a second show or overloading the first and decided instead on the turnaway. Probably more than 1,000 were turned back and apparently most of them then went to the night show because Sunday night, tho normally a light night, this time pulled a three-quarter house, with blues filled and about 400 chairs vacant. Earlier, they had about three-quarters for each of the Thursday (3) performances.

Visitors over the weekend included Walter Kernan, of the Clyde Beatty Circus, and Al Butler, of "My Fair Lady." Publicity has been holding up well in Chicago and included a full page in The Tribune of pictures of fashion

Mich., Indiana Just So-So for Beers-Barnes

EDMORE, Mich.—Business for Beers-Barnes Circus at 11 towns in Indiana and four in Michigan has been below expectations.

Show lost its Thursday (3) stand at Alma, Mich., when local authorities demanded larger liability coverage. Circus moved out to its next date, Merrill, Mich., for the holiday which came up with a good matinee, but the night show was rained out. Stand here in Edmore on Saturday (5) was light.

St. Johns, Mich., played Wednesday (2), received competition from a firemen's celebration.

Show will not play the Upper Peninsula. Instead, it will be routed into Pennsylvania.



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this issue

models posed with clowns at the circus. Members of the Chicago White Sox visited Monday.

The show had a ticket office at the Kiwanis International convention here. While it produced publicity for the show with its potential auspices, few direct ticket sales were made at the convention. Lions Club convention this week in Chicago was expected to react about the same way. State Street Council tie-in for downtown bally clicked all the first week. A State Street store, Morris B. Sachs, hosted 600 crippled kids at the Tuesday (8) afternoon show under block-sale terms.

General admission prices here are 90 cents for kids and \$1.85 for adults while reserves are priced at \$2.05 or \$3.50 for adults. Downtown ticket sales were holding up well last week. Wagon sales were (Continued on page 68)

Bailey to Spring Aug. 22 in Tulsa

Skeds 12 Days in Southwest; To Play Utah, Wyo., Minn., Wis.

TULSA, Okla. — Bailey Bros.' Circus will spring August 22 for a two-day stand under Monroe, La., Shrine auspices, Bob Stevens, co-owner and manager of the new show, announced here last week.

Show's route will then take it to Lake Charles, La., August 25; Texas City, Tex., 26-27; Port Arthur, 28-29; Beaumont, September 1; Fort Smith, Ark., September 3-4, and Tulsa, September 6-7, all under Shrine or Grotto sponsorship.

After completion of these dates the show will be scaled down in size and will play two and a half weeks in Utah, five days each in Wyoming and Nebraska, and then into Minnesota and Wisconsin for six weeks, Stevens disclosed. The Western and Minnesota-Wisconsin route is being booked by Jack Poster.

Acts, set by Wilson Storey, include Clemen's lions, Simrus Duo, Flying Trio, Palustres Troupe, Glen Henry family, Margie Cordell, John

Chi TV Program Reviews Tent Shows, Presents Performers

CHICAGO—Circus tent shows were the subject of a 30-minute program on Chicago's educational TV station Tuesday night (8).

L. A. Bartlett played and explained operation of the steam calliope. Also on camera were Al Casper, talker on the Side Show at Riverview Park; Ron Roland, juggler; Al Curatello, fire eater; Earl Shipley, clown; Corky Cristiani and Tom Parkinson, The Billboard.

Movies were shown of the Showmen's League of America cemetery plot and John Sweifel's miniature circus was displayed. Also recalled was the Ringling closing in 1956, the Hagenbeck-Wallace train wreck and the Hartford, Conn., R-B fire.

Beatty Scores Strong Crowds In Ontario

WINDSOR, Ont.—Ontario continued to be good to the Clyde Beatty Circus last week and the show was drawing strong turnouts all along the route.

Two good houses were chalked up here Monday (7), aided by a big advance sale handled by the Jaycees. Many Michigan fans came across the river from Detroit and the surrounding area to catch the show.

St. Thomas, Ont., on Saturday (5) gave the show one of its best Saturdays of the season. The lot was near the railroad yards where the famed Jumbo was killed by a switch engine, and local fans plan to erect a monument on the site.

At London on July 4 the show pulled a strong night crowd despite rain. The afternoon show went off before a whopping turnout. Two good crowds were pulled in both Welland and St. Catherine. In Hamilton it was necessary to give three shows.

Gutierrez, Dorchester Troupe, Valencianos, Miss Ulla, Cuneo's Paramount Bears, Jerold Family, and Dietro Tasso. Two aerial ballets will be directed by Peaches. Mickey McDonald is producing clown. Elephants and ground acrobatic acts will be added before the opening, Stevens said.

Glen Henry will be arena director; Milt Robbins, announcer; Nick Bengor, head property man and superintendent, while Stevens and Poster will handle the booking.

Henry has completed three new ring curbs, four poles and the show will have a 180-foot nylon backdrop for ball parks. A rubber ring mat, 32 feet in diameter, has been completed.

John Ringling North Arrives in Paris

COPENHAGEN — John Ringling North arrived in Europe June 17 and made his first stopover in Paris, where he was joined by Umberto Schichholz-Bedini, European rep of the Ringling-Barnum show. The duo is expected to arrive here early in July to visit Circus Schumann and other Scandinavian circuses.

Justis Edwards, press agent of Polack Bros.' Circus, is visiting circuses in Germany and arrived in Copenhagen Sunday (29) for a five-day visit.

Packs Tops 16-Yr. Mark At St. Louis Stand

ST. LOUIS—Tom Packs Circus broke a 16-year attendance record during its six-day stand here at a public school stadium, pulling a total of 127,727 people in the six performances.

With the exception of the first day and July 4, when light rain

CALIF. HOLDS BIG FOR KELLY-MILLER

Weather Slows Afternoon Business; Nights Usually Bring Out Throngs

MEDFORD, Ore.—The Al G. Kelly - Miller Bros.' Circus was in Oregon last week after a successful tour in California where business was good despite hot weather. The heat undoubtedly affected afternoon business, but the cooler

evenings brought out patrons in good numbers.

Show Treasurer Jack Smith reported the stand here brought out a three-quarters and capacity crowd (1). Earlier the show had two capacities at Ashland, Ore. (30), and a capacity matinee at Yreka, Calif., the day previous where only the afternoon show was given.

Straw night houses were racked up at Mount Shasta, Redding and Red Bluff, all in California, with matinees about capacity in all three spots.

Show had its first rain at Ashland since it left Texas, but the moisture had no effect on business. Organization will remain in Oregon for two weeks and then head for Washington.

Jimmy Rossi and Karen Kay Miller joined following the close of their school in Oklahoma. Karen is in charge of the front door.

Between Nevada City and Yuba City the run was along narrow roads with curves and steep embankments. Shirley Bently and her twins escaped injury when their car and trailer went over a 65-foot embankment but stayed on its wheels. Fred Logan's car and trailer were damaged on the same jump. On the mountain jumps generally, the show trucks are moving well, but a number of motors have burned out.

West Canada Gives Gray Excellent Biz

REGINA, Sask.—The Gil C. Gray Shrine Circus wound up its eight-day Western Canadian tour here Saturday (28) when it completed a three-day stand under Wa-Wa Shrine auspices.

Three evening shows and a Saturday matinee were presented in front of the grandstand at the exhibition grounds to an estimated total turnout of some 26,500, many of them children. The figure was reported to be higher than last year when Gray played his first and only Canadian date in Regina.

Situation at the fairgrounds was the same as it was last June with Jimmy Sullivan's World's Finest Shows in for a six-day still date and the Shrine circus arriving for the last three days.

Weather in Regina, as at other stops on Gray's Canadian trek, was excellent.

First stop was Moose Jaw, Sask., June 5 and 6, where four shows drew capacity. A one-day date with two shows was scheduled for Swift Current, Sask., June 7, but four performances were necessary, every one said to be a turnaway. Royal Canadian Mounted Police escorts were needed to control traffic from outlying areas.

A two-day indoor date was played in the Red Deer, Alta., Arena to excellent business and a four-day stand in Calgary drew big turnouts. Four days in Edmonton, one in North Battleford, Sask., and three in Saskatoon were also highly successful.

Audiences were largely pre-sold, with businessmen buying children's tickets and distributing them to schools to provide a free outing for the moppets.

Joseph Curtain Jr., a worker, (Continued on page 63)

Mills Does Okay At Lancaster, N. Y.

LANCASTER, N. Y. — Mills Bros.' Circus racked up almost a filled house at its night show here Tuesday (24), aided by clear weather. The matinee show went off to seats that were 75 per cent filled.

St. Paul Okay For Wallace

MINNEAPOLIS, Minn.—Wallace Bros.' Circus opened here Thursday (9) after closing an okay stand in nearby St. Paul.

The latter engagement opened July 4 and got rain all day and subsequent light business. Business built, however, after the holiday and results were said to be satisfactory.

Wallace A. Ahlberg, State FCA chairman, and Mrs. Ahlberg, were daily visitors. Others included Dave and Bev Hackett, Hawthorne Rettinger, Ned Gardner and Gary and Elinor Davidson.

Cristiani Lists Side Show Line-Up

CHICAGO — Line-up for the Cristiani Bros.' Circus Side Show this season now includes:

The Doll Family, with Harry, Tiny, Grace and Daisy; Senorita Carmen, snakes; Chief Sugar Brown's Indian Village; Captain Don, sword swallower and tattooed marvel, and Charles Roark, Punch. There also is a Kodiak bear and a tiny Grand Canyon Horse.

Added for Chicago were Benny Bernard, magic; Alphonse Curatello, escape; Sing La Rama, fire eater, and Paul Bethlemo, one-man band.

Staff includes Roark, manager; Harry Dann, talker; Slayman Alf and Steven Fanning, tickets, and Mrs. Fanning, ticket takes.

Adams Eliminates Four of Its Lions

ETTRICK, Wis.—Adams Bros.' Circus disposed of four of its lions here recently. The cats, aged ones, were shot by a local police official.

CIRCUS REVIEW

Cristiani Thinks, Looks Like Major Tented Circus

By TOM PARKINSON

CHICAGO — Cristiani Bros. Circus thinks, acts and looks like a major tented circus. On the Lakefront here thru Sunday (13) the show offered a first-class performance that is all circus—notably free of overtones from other branches of show business. The Cristiani family with this edition of its circus confirms its faith in the business. They backed conversation with money and action. There is every reason to believe their judgment will pay a handsome profit on the season.

That being the case, there is every indication that next year's Cristiani show will mark another big step toward the family's goal. There are other steps to be taken. Not all the transition from a small show to the big-show class can come in one season. The remarkable thing is that so much has been done in that one season, and that today's Cristiani circus is so far along the way toward filling some of the void left by the Ringling abdication.

On the lot, the show is large and the spread of canvas is expansive, with three-pole Side Show, five-pole menagerie and four-pole big top, plus a big marquee and a good looking canvas bannerline. In Chicago this show filled the lot well and looked as substantial as did the R-B show when its spread had big top and Side on the same lot.

The separate menagerie tent, nearly unique in the business now, has elephants, rhino, hippo and giraffe as the features. There is room here for more trim and final touches, and it would be excellent if cages and cats of the wild animal act could be displayed in this top. As is, it is a credit to the show.

Similarly, the Side Show represents a genuine effort to come up with what the public expects to see. Having the Doll family, Senorita Carmen (Josephine) and other attractions illustrates the type of show intended.

Interior of the big top looked good here and more items of trim are to appear in Milwaukee and thereafter. There are grandstand chairs, blues, three rings with an animal arena, enough rigging to make the top look busy over the rings, bandstand at the center of the short side, and a cannon spotted amid blues at one end. Cage wagons spotted for the animal act help set the scene for circus.

Grand entry kicks it off well. This is no production number, for Cristianis think production is not circus. It is an entry with horses, pretty girls, Indians, flags, clowns, elephants and acrobats, all in excellent wardrobe.

Capt. Eddy Kuhn's Wild Animals have moved into the top ranks of arena acts. Kuhn works a mixture of assorted cats and bears, among them several extra large lions. There are some frisky fighters among the lions and they provide plenty of thrills as they take swats at Kuhn. There is a roll-over lion, but the act is pleasantly free of routine stunts; its business is fresh for the most part. Kuhn often slaps lions in the jowls, again he ducks just in time and fires the gun as a cat leaps over him. There's more good business in staring a lion down. In all, it is a big-time act with new thrills.

Prop men move efficiently to

strike the arena. Their work is equally good thru the show. Lighting also is good, with photoflood lamps being used for extra brilliance. In Chicago prop men, ushers and other attendants were neatly uniformed. The band, under Raymond Escorsia, has eight men and turns in an adequate job in good circus style.

Third display has clowns working dog acts in each side ring. On the track at center are the Canestrelli Sisters in an applause-getting unsupported ladder act, and also on the track are Alfredo and Son in a roly boly number. Next on are three single elephant numbers, with Oscar Cristiani featured at the center spot. Betty Thomas and Nancy Elliott are trick and fancy riders who work fast and please with work on the track.

The Renaults, leaping act, feature Benny Cristiani's leaps and Lucio Cristiani's comedy. The troupe throws some fancy leaps thru hoops and fire for good applause. Four elephants are placed in front of the leaping board. There is a big laugh in Lucio's walkover, and a thrill in Benny's actual long leap over the bulls.

Corky Cristiani's principal riding act is presented with maximum grace and art. It is traditional circus at its best. A dozen clowns appear next. Then in a strong display are six swinging ladders on the track and, two webs at the center, while at one side is Manual Barragon, clown swing, and at the other is Gerald Soule, single trapeze. Barragon is singled out by announcement for his cloud swing laydown and knee catch, done in a masterful way that holds attention. Then Soule is spotlighted for his somersault and catch, climaxing the display. A motor scooter commercial was inserted here.

Luis Munoz stars in wirewalking at one end and Barragon is back, this time for hand balancing, while the Ben Ali Troupe of Arabian tumblers (8) performs at center. Munoz features a back somersault. The Arabs, brought on by Slayman Ben Ali, work the ground and lofty tumbling that makes these acts unique. There is a spectacular four-high, a marathon of giant cartwheels by which one member travels all around the hippodrome track, and finally the rapid-fire tumbling and amazing leap and flips. Clowns follow.

La Tosca makes her entry in Indian wardrobe and on a horse, then shifts quickly to her center ring performance on the bounding rope. It is a class act that helps set the show apart and she wins a big applause. An announcement makes the finish trick anticlimactic, however.

Little Nancy Elliott returns in Roman standing riding and jumping. When the 10-year-old rides two horses in a leap over a barrier, the audience reaction is proof that Cristianis are on the right track in using this type of act. The show has minimized its use of standardized ground acts and stressed, not acts that are easiest to get, but those which they think the public wants most to see.

Daviso Cristiani has the arena alone for his dressage act and then rides all around the track in a side-step.

Another programming departure is appearance of Chief Sugar Brown (billed as Brown Sugar) and his tribe of Indians in native dances. The Indians, in fine wardrobe, include six braves, two girls and two youngsters. Their center ring dances are adequate and their presence here and elsewhere on the show is excellent. What set the act off as something special at Chicago was the participation of Em-

mett Kelly. The clown joined in on the dancing, accompanying the tiniest Indian, and the audience thought this touch was wonderful.

A juggling display features Gerald Soule in good head and hand balancing turns and roly boly, all with juggling business, and Ron Rolland in juggling that includes flaming torches and balancing that includes a one-arm stand, plus Alfredo on a pedestal.

The Flying Ray Dels, with Ray Valentine catching Bill Woods and Rosalina Valentine, turns in a top-flight return act with some outstanding extras. They do a double and a twister to a bar, then feature a two-and-a-half after which the flyer pirouettes from and to the catcher before returning. They do a passing leap as another feature and climax it with the catcher doing a surprise full twisting somersault from the catch bar to the fly bar. From there the three go into fancy dives to the net.

Steve Fanning is superintendent as the big elephant display comes off. He has five bulls at the center. Oscar Cristiani has three at one side, and another herd of three completes the display. They work with speed and hold interest. The

center herd does a pedestal long mount, then all 11 move to the front track for a walking long mount.

Clowns appear again. The regulars with the show include Bill Brickle, Jimmy Douglas, Red Gallagher, Kenneth Dodd, Billie McCabe, Tom Kelly, Ronnie Daniels and Boghongi. These clowns have good wardrobe and props.

Emmet Kelly was an added attraction at Chicago (and Philadelphia). He was in nearly constant action, taking part in various acts or carrying on some business with his cabbage or sledge. He's a celebrity who gets applause upon appearing, and he's a true clown who adds much to this sort of show.

Finale for the show is Emanuel Zaccini's cannon, with Luis Munoz blasting off as a fitting wind-up to a strong all-circus performance.

Equestrian director and announcer, decked out in red coat and all, is Harry Dann, who does well. In keeping with the nature of the show and the stand, there are no pitches, no concert, no banners in the top.



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Rainy Wind-Up Cuts Brandon Gate, Gross

**Grandstand Receipts Down 30%;
Royal American Gross Off 20%**

BRANDON, Man. — A rainy wind-up cut attendance at the five-day Brandon Exhibition, which closed Friday (4).

The final gate count was about 20 per cent under that for last year, a good one for the exhibition. Rain fell the afternoon and night of Thursday (3), usually the fair's big day, and also in the forenoon and afternoon the following day.

Thursday's rain washed out the night grandstand show, and grandstand receipts for the full run finished down about 30 per cent from last year. A second show was added closing night and this helped to hold the drop to that level.

The rains broke a protracted drought in the area and reversed the exhibition's attendance pace, which in the first three days had run 10 per cent higher than for the comparable period last year.

On the Royal American Shows midway, business, which also had been up the first three days of the engagement, dropped sharply the last two days, with the Royal winding up with a ride and show gross 20 per cent under that of last year.

The grandstand show, produced

by the Hetzer Theatrical Agency, Huntington, W. Va., was well received, according to exhibition officials. Veteran Secretary Alex McPhail termed the costumes and scenery "very good" and the dancing of the 24-girl line "exceptionally good."

Popular feature of the exhibition was the trade show, which was given added emphasis this year. This show featured exhibits of foreign countries as well as of Canadian industries.

\$10,000 Blaze Hits Canfield, O.

CANFIELD, O. — A fire of undetermined origin destroyed a barn at the grounds of the Canfield Fair here last week and nine thoroughbred horses and colts were lost in the blaze. Damage was estimated at from \$10,000 to \$12,000. The Ringling Circus, which was on the grounds at the time, suffered no damage and employees of the show tried unsuccessfully to rescue the horses.

CALGARY SETS COWBOY BOOT STAMP CACHET

CALGARY, Alta. — This year's Calgary Stampede cachet is in the form of a cowboy boot.

Each year a new cachet is devised by the postal department for use as a postmark on mail going thru the exhibition post office at the fairgrounds during the week of the Calgary Exhibition and Stampede. Philatelists from all over the world send covers to the postmaster for the imprint.

Weyburn, Sask., Pulls 9,882 In Three Days

WEYBURN, Sask. — The three-day 50th anniversary fair of the Weyburn Agricultural Society which ended Wednesday (2) played to a paid gate attendance of 9,882 and a grandstand turnout of 4,170.

A record \$10,822 was wagered during the three-day harness race meet, topping last year's total by better than \$3,000.

Gate attendance for the three days was 3,726; 4,119 and 2,037. Grandstand figures were 1,267; 2,135 and 768. The grandstand turnout on the second night, a Dominion holiday, was down from last year because of a brief windstorm that chased some patrons away and delayed the start of the platform show.

Jimmy Sullivan's World's Finest Shows were on the midway for the kick-off stand of the Class B fairs circuit and the grandstand show, making its first Canadian appearance, was presented by the Tom Drake Agency, of Kansas City.

Bros.' Circus for three days, and the Eddie Dean Show with Eddie Clearto and his orchestra for two. "Dancing Waters" proved a top-drawer attraction for the third consecutive year. Also highlighting the

(Continued on page 63)

500G Blaze Hits Amherst, N. S., Plant

**Bailey Arena Completely Guttled;
Officials May Suspend November Run**

AMHERST, N. S. — The Maritime Winter Fair lost almost half of its buildings in a \$500,000 fire that swept the fairgrounds here Sunday (6), almost destroying Bailey arena, one of the vital parts of the annual winter event. This year's fair was scheduled for November 1-8.

The main building, which houses a portion of the industrial display and cattle barns, was badly gutted with approximately two-thirds of the 980-foot brick structure a total loss. Cause of the fire was undetermined, but firemen said it started on the loading platform adjacent to the Canadian National Railroad siding.

Alex Thompson, secretary-treasurer of the fair, said: "It is a crippling blow to agriculture in the three Atlantic provinces." He said the damage would be well over \$500,000, but an accurate figure could not be determined for several days.

"The question of moving the fair from Amherst is not in anyone's mind. The problem at the moment is, can the plant be put into shape for the 1958 show? If not, it is possible that the fair may be suspended for this year," Thompson said.

The fire was discovered shortly after 11 a.m. and the first alarm sounded a few minutes later. Sweeping into the main building from the siding, the fire spread thru two fire walls placed at 200-foot intervals and then into Bailey arena.

A flash of flame set the whole thing off and it burst thru the roof

suddenly, according to an eyewitness, forcing several firemen to vacate adjacent roofs.

In addition to the main offices, dining hall and kitchen, the sections of the buildings which escaped damage included the old arena, now used as a hitching ring, the horse, sheep and poultry barns, the poultry and fox buildings and the rear of the main building, used as the beef cattle barn.

The ice plant, installed in 1948 at a cost of nearly \$40,000, was a total loss. The structure seated 3,000 with standing room for another 2,000.

Prince Albert To Pay Tribute To 1880 Settlers

PRINCE ALBERT, Sask. — The Prince Albert Agricultural Society's exhibition, August 7-9, will pay honor to those who were residents in the area in the 1880's, according to George K. Ross, manager.

The pioneers will be special guests and will receive diamond jubilee badges entitling them to the grounds and grandstand. A banquet will be held in their honor and they will be recognized at the official opening ceremonies of the fair. A log cabin is being built on the grounds to serve as headquarters for the old timers.

The first exhibition was held in Prince Albert in 1884, several years before the railway reached the

(Continued on page 63)

DEL MAR RECORD: 241,892 AT GATE

**Free, Paid Counts Top '57's; 30,000 See
Grandstand Show Under One-Pay Policy**

DEL MAR, Calif. — Attendance at the 10-day Southern California Exposition, which closed here Sunday (6), set a new record of 241,892, which was reported as being 9,884 over its record 1957 run. Paid attendance was given as 185,536, setting a new mark over the 179,412 in 1956.

Paul T. Mannen, secretary-manager, again used the one-pay gate policy with the only charges being made for carnival attractions.

Free entertainment included Larry (Bozo the Clown) Valli on the community stage; a physical fitness exhibition the first three days in front of the grandstand followed by a show headlined by Molly Bee, TV songstress; Polack

New Winner Circle Built At Du Quoin

DU QUOIN, Ill. — The Du Quoin State Fair, site of the Hambletonian Stakes, has built a new concrete winner's circle, reportedly the only one of its kind in the world.

The circle, located between the track and the infield lagoon, is approached from the track by two curving ramps, landscaped with flowers and shrubs. In full view of all three grandstands, the elevated dias will be used for trophy presentation on Hambletonian Day, August 27, and thruout the five days of Grand Circuit harness racing.

In addition to the circle, the fair is installing a saturation-type public address system which will be used literally to talk ticket holders into the correct grandstand entrances without confusion.



EASTERN STATES EXPOSITION General Manager Jack Reynolds and Mrs. Reynolds chat at the Brussels World's Fair with hostess Michela Van Campenhout. Miss Van Campenhout visited Reynolds' fair in Springfield, Mass., last year for the specific purpose of inviting the Reynolds to attend the Belgian event. Behind the trio is the Atomium, symbol of the fair.

Indiana State Cuts Rentals on 3 Buildings

INDIANAPOLIS — Substantial cuts in rents on three principal fairgrounds buildings were announced Thursday (3) by the Indiana State Fair Board.

Effective September 15, the revised schedule will cover the Manufacturers' Building, the Cattle Barn and the Farmers' Building.

The Indianapolis Convention and Visitors Bureau was in the forefront of the effort to reduce the rentals. The move, it is felt, will serve to stimulate greater use of the buildings.

The rent scale has remained unchanged for 20 years, Dallas Smith, supervisor of rentals and security, revealed.

Voting unanimously, the board slashed the rentals on the Manufacturers' Building and the Cattle Barn from \$500 to a flat \$400 a day without additional charges for lights, heating, cleaning and parking employees.

The reduction represents considerably more than \$100. Under the old schedule, the renter paid the cost of maintenance in addition to the \$500. Only after 20 days' occupancy would the rent drop to \$75 a day.

Use of the Farmers' Building will now be available at \$200 a day where formerly the cost was \$250.

Potential users found the rentals uncertain and even prohibitive, it is said. Smith pointed to the fact that repairing the roof of the Manufacturers' Building last year cost \$14,000, while the board realized an income of only \$18,000 from the building.

"The plan of the fair board is not to make a profit on the building but to take in enough money to keep them in top condition," Smith stated. "There was no way of letting a renter know how much the utility, cleanup and other expenses would be. Thus, there were many complaints."

Before establishing the new rates, the board analyzed the costs for the last three-year period. Thus the new rentals will reflect total expenses, leaving no possibility for controversy.

Apparently the board is still studying a second request by the Indiana Coliseum Corporation for a rent reduction on the Coliseum.

A first petition for a \$12,000 cut, addressed to the board on June 6, was turned down.

Mel Ross, general manager of the Coliseum, made his second plea on June 24 when he asked the board to accept 20 per cent rather than the stipulated 25 per cent of the gross receipts.



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Names Head Attractions At Marshfield

MARSHFIELD, Wis. — An attraction bill headed up by TV names has been set at the Central Wisconsin State Fair, Bill (Tiny) Uthmeier, secretary-manager, announced.

The names will include Gene Vincent and Sonny James with a rock and roll show, while Gene Autry will be in on Thursday with his Melody Ranch Wild West unit. On opening day Frank Winkley will run a 100-mile stock car race under lights; Earl Newberry's thrill show will be in for Friday afternoon and additional auto races are set for Saturday afternoon.

On Saturday night the WLS Barn Dance will broadcast from the grandstand. On Sunday afternoon the patrons will see AMA motorcycle races, with Hal March doing two shows that night. On Labor Day afternoon and night, Gene Holter's animal show will be the feature.

Don Franklin Shows will provide the midway attractions.

Cuero, Tex., Winter Event Sets Dates

CUERO, Tex.—March 19 and 20 were set as dates for the 1959 South Texas Livestock Show during a meeting of the show's board of directors.

Other business included adoption of several rule changes and appointment of a committee to study the original constitution and by-laws for the purpose of making necessary to comply with the type show staged.

Bert Kirk was named head of the committee and other members are James Peyton, Gilbert Heide-man and Wilson Millican.

West Canada

Continued from page 60

was injured in Regina on closing night when pinned under a section of the lion arena which was being dismantled.

Line-up of the circus as caught in Regina was as follows:

Lou Reagan's fire-jumping lions; Marveloffs, high act; Cyclettes, six-people act; Welde's Bears; Bentleys, wire act; Hendricks, wire act; Nemidils, perch; Tommy's poodles, Herriott's ponies, Mary Ruth's sheep and dogs, Jim Wong acro troupe; Madisons, balancing; Belmonte Florenz, rope walker; Helane, heel - and - toe catches; Flying Hartzels, camels and llamas, Nicolini's chimps; Cardenas Duo, head-to-head balancing, and three elephants. Opening spec was "Once Upon a Time," depicting storybook characters, and there was one production number, "Winter Wonderland." Clowns, headed by Laurence Cross, appeared six times.

Show moved on to Minot, N. D.

Del Mar Record

Continued from page 62

program was a series of top-flight horse shows.

The Molly Bee Show, which featured the Wiere Brothers, and the other grandstand attraction, Eddie Dean, were booked by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency.

Changes Title

The Brunsons also produced for the fourth consecutive year the "Don Diego Varieties," changed to this title this year because of the Polack Bros.' Circus appearance. With a seating capacity of 1,000, more than 30,000 people were estimated to have seen the show which featured the Nimble-Aires, trampoline; Bob Baker, marionettes; Betty Willis, dog turn; the Bar-Barons; Behee-Bayer Flyers; Tex Car, chimps, and Betty Jo Huston, acrobatics. On the Dean show, in addition to Cleatro, were Y-Knot Twirlers, square dancers; Mercer Brothers, and West and Maza.

Prior to the fair's opening, the board purchased The Little Show Boat, built by Alan Hawes, of El Segundo, for operation in a plastic pool two feet deep. The operation was discontinued about midway the fair when trouble developed with the tank.

Publicity was directed by Bill Arballo, with a staff including William McDonald; Bill Scherlis, photographer, and Dave Green, the latter a member of the field team from the California State Polytechnic College.

Fairtime Shows played the midway.

Mannen announced that the 1959 fair will be held June 26-July 5.

James Hare Proposes New Detroit Cele

DETROIT—Proposal for a new four-day international celebration was made last week by James M. Hare, Michigan secretary of state and former manager of the Michigan State Fair.

Viewed in part as a celebration of the approaching completion of the St. Lawrence Seaway, the project would tie in the two major national holidays—July 1, Canada's Dominion Day, and July 4, Independence Day. Joint participation by Windsor, Ont., and Detroit was proposed by Hare, with the festival to include parades, fireworks on the river and other typical celebration features.

If carried thru, the project should create a major opportunity for showmen on both sides of the border, as forecast in the annual Blue Water Festival at Port Huron, Mich., which drew three carnival companies to different locations last week.

Vandalism Thwarted

ASSINIBOIA, Sask. — Vandalism at the fairgrounds has forced the fair board to chain and padlock all gates and erect "no trespassing" signs. Light fixtures have been torn out, windows broken, water troughs riddled with bullet holes and the baseball diamond torn up by would-be daredevil drivers.

Saskatoon Ex Maps \$133,000 Adm. Building

SASKATOON, Sask.—Decision to build a new administration building at the fairgrounds has been made by directors of the Saskatoon Exhibition.

The present building, built about 30 years ago, will be removed immediately after this summer's show and the new structure is expected to be ready for the 1959 fair. Cost will be about \$133,000, with \$10,000 to be spent on furnishings.

The building will have a basement and two stories and will provide twice the space of the present one. A balcony at the back will overlook the race track. There will be a reception room, board room, restaurant for 200 people and a press room.

Alta. Events Get Increased Aid Dollars

EDMONTON, Alta.—The Alberta government has announced increased grants to smaller agricultural fairs and exhibitions in the province in line with prize money offered.

It also announced that Class B fairs may obtain an annual cumulative capital grant of up to \$1,000 for new or maintenance construction.

The Class A fairs in Edmonton and Calgary each have been given a grant of \$100,000 for their part in promoting agriculture. Last year each received \$50,000.

Under the new grant schedule, Class B fairs may get a grant of 75 per cent of the amount paid in prizes or up to \$3,000. The maximum approved for Class C fairs is \$1,200.

Lethbridge Adds Concession Bldg.

LETHBRIDGE, Alta. — Construction of a 100-foot long concessions building has been completed at the Lethbridge exhibition grounds. The building has a concrete floor and foundation and water facilities have been installed in all booths. An old racing building has been torn down and a fire hall has been set up near the grandstand.

Faribault, Minn., Inks One-Nighter From MCA

FARIBAULT, Minn. — Rice County Fair here has contracted for an act package for one night, August 1, thru Music Corporation of America, Chicago. The bill will include Sky King and Penny, Hubert Castle, The Y-Knott Twirlers, Howard and Wanda Bell, and Johnny Matson. Eldred Stacy represented MCA.

Prince Albert

Continued from page 62

town and 21 years before the formation of the province of Saskatchewan. A fair has been held every year since.

The opening ceremonies will focus attention on the people who played a prominent part in the development of Northern Saskatchewan—the Indians, fur traders, early settlers, missionaries and mounted police.

Skowhegan Views Track Alteration

Auto Tunnel, Added Property Offer Parking Relief; Eye 100,000 Mark

SKOWHEGAN, Me. — Good weather can edge attendance over the 100,000 mark for the Skowhegan State Fair this year, it is felt, as the event has made improvements of appeal to the public. Attendance has been creeping upward in recent seasons.

In addition to such efforts as moving the entire paddock facility around the race track, the fair has major expansion in the cards. A large tract adjoining the fair has been acquired and the oval stands to be shifted somewhat to provide better auto access and a new parking field. In the past the only decent parking has been on the raceway infield.

An auto tunnel will be burrowed beneath the track next year or the year after, manager Roy E. Symons reports. Acreage totals 100, and the fair has occupied its present location nearly 100 years.

The paddock buildings were adjoining the grandstand and now have been put on the far side of the track. In addition, three 100-foot cattle barns have been constructed in the livestock area, plus a new toilet building. Each barn has a 60-head capacity.

Fair people are particularly anxious to get started on the new parking, thereby clearing the infield somewhat to allow landscaping.

Woodland Indoors

Beneath the grandstand, the fair will again feature its wildlife show and flower show. The former is a woodland scene installed indoors, with pillars camouflaged with bark, transforming them into realistic-looking trees. Several netted enclosures are included, a pond, considerable foliage and other decorations. The flower show is also an artful transformation of under grandstand display space.

Dates this season are August 9-16, with King Reid Shows on the midway. Joie Chitwood thrill show is booked for two shows each on Saturday and one on Sunday (9-10). Then "Havana Holiday" revue of GAC-Hamid holds forth nightly, with parimutuel harness racing in the afternoons.

Admission prices are \$1 at the outside gate daytimes, 85 cents at night, no charge to children up to 12 years of age. Grandstand prices are 75 cents and 85 cents daytimes, and \$1, \$1.25 and \$1.50 at night.

The event is posting \$22,000 in premiums this year. Leading features are the 800-odd head of cattle it usually draws, and the draft horse competition.

California Revamps 1958 Horse Show

SACRAMENTO, Calif. — The horse show at the 1958 California State Fair & Exposition here will be streamlined with new exhibitions to be included in the program and the general admission section enlarged to increase attendance, Dudley T. Fortin, fair manager, announced here last week.

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FAIR... MANAGERS, SECRETARIES, COMMITTEE CHAIRMEN
and others interested in the Fair and Celebration Fields
NEED AND READ THE BILLBOARD EVERY WEEK! HOW ABOUT YOU?

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
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Name.....
Address.....
City..... Zone..... State.....
Occupation.....

EVERY PRODUCTIONS
Going Out of Business
NOW SELLING EVERYTHING
Outdoor Scenery, Stages, Lighting Equipment, Costumes, Busses, Semi-Trailers.
Must Vacate Warehouse in 30 Days. Write
6509 Stanley Ave., Berwyn, Ill. Phone: Filmore 3-6133, Maywood, Ill.

SAVE MORE MONEY MAKE MORE MONEY
Subscribe to The Billboard TODAY!

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

Amazing Cel-Max Jewelry Offer

WHILE THEY LAST
Popular styles . . . top quality . . . Every set an astonishing bargain. Sell at terrific profits!

Hand set Sparkling Stones

High style Earrings Bracelets • Neckties



Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW — cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

Sample \$1.50

\$13.20 DOZ.

Order a sample assortment — watch them sell on sight!

Order today! 25% with order, bal. C.O.D.

CEL-MAX, Inc.

582 So. Main St. Memphis, Tennessee

PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH . . . Superb Values NEWS ITEMS When They Are New

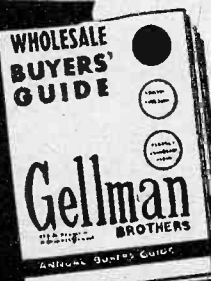
If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street

New York 11, N. Y.

Phone: ALgonquin 5-8290



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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc. Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

RED HOT PREMIUMS—PRIZES

HAND PAINTED DISHES
16 Pc. Sets . . . under \$2.50

We Manufacture All Size Sets

Also—Close-outs, Chipped Odds & Ends, Good Odds & Ends

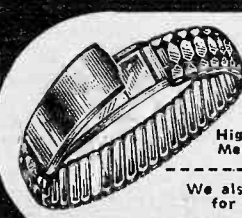
Contact: Tom Tierney, Stetson China Co. Lincoln, Illinois, Phone 1500 Lincoln, Ill.

ATTENTION!

Throw Baseballs, Shooting Galleries

Blank Dishes for Sale CHEAP

Contact: Tom Tierney, Stetson China Co. Lincoln, Illinois, Phone 1500 Lincoln, Ill.



E-X-P-A-N-S-I-O-N
IDENTS

Plain and Photo

High Polish Chrome. Children's, Men's, Women's, Teen-agers.

Reg. up to \$5.00 Dz.

\$45 GROSS Asstd. Gross Lots Only

We also carry a complete line of Jewelry for the Engraver and straight sales.

Send Today for FREE COPY of Catalog No. 158

Frisco Pete Enterprises, Inc.

204E W. NORTH AVE. CHICAGO 47, ILLINOIS

EVERGLADE 4-0244

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

TWO CASES:

New Rulings Affect 10% Jewelry Excise

By IRWIN KIRBY

An important development concerning novelty and engraving jewelry is the one affecting the 10 per cent excise tax. Under certain conditions, this tax need no longer be collected or charged. Two cases are involved, known now as the Gellman case and the Torti case.

The courts have held that in the case of a wholesaler selling jewelry to one who uses such merchandise as a premium, giveaway or incentive, the excise tax does not apply any longer. It does apply, however, to sales by a retailer to the same person. Deals between jobbers and carnival or Boardwalk users are not subject to the 10 per cent tax, therefore, if the item is to be a giveaway. The jobber must collect it from a user who sells the merchandise.

The Exhibitors' Association of America, mentioned in the June 23 issue of The Billboard, follows the initial reference with a description of its services, fees and accomplishments to date. Herbert M. Gelfand has been retained as counsel and general manager, and Eddie Oxford, of Wizard Manufacturing Company in California, is president.

The EAA is a non-profit California corporation, with the primary intent and purpose of "representing exhibitors in their dealings with fair and show managers throughout the nation." Among other things, Gelfand continues, it provides information both to members and other interested parties, such as members of legislatures of various States. Individual exhibitors are often represented with regard to specific grievances at fairs and shows.

It is not uncommon, Gelfand notes, for the association to represent all exhibitors in negotiating with groups of fair managers with regard to over-all policies applying to exhibitors. An example given is a letter recently received from the administration of the California State Fair, Sacramento, one of the nation's major events. Largely due to conferences between fair and association representatives, there was a reversal of fair policy on space rentals. The fair dropped its proposed charge of 12.5 per cent of gross sales as rent, and retained the established system of the flat fee.

Administration of the EAA is controlled by State corporate laws dealing with non-profit corporations. There is a board of directors controlled by direct election of the total membership. Lifetime membership costs \$25. Aside from the initial \$25 there is a yearly fee based on the size of activity of the member. At present, members who average one 10-foot space per fair will pay \$25, and the fee goes up \$25 for each 10-foot space averaged at each fair or show. Top cost is \$100 a year for those averaging more than three 10-foot spaces. This method is to keep the heaviest financial burden on the larger operators.

ONE BALL BOTTLES

No. 8719—3 lb. Bottle . . . \$5.00 ea.
No. 8720—4 lb. Bottle . . . 6.50 ea.
No. 5005—12" Ball . . . 8.40 dz.



BEARS—POODLES

26" BEAR All Colors

\$21.60 Dozen F.O.B. K. C.

30" BEAR All Colors

\$26.00 Dozen F.O.B. K. C.

27" BEAR

\$22.50 Dozen F.O.B. K. C.

Special prices on Bears, Poodles, Tiger & Leopards F.O.B. East. Also a complete line of Plush Toys and Concession Merchandise. Write for 1958 Catalog.

Wisconsin Deluxe Co.
1902 No. 3rd St. Milwaukee 12, Wis.

America's "BEST"

Jobber to the Trade of

WHOLESALE

GENERAL MERCHANDISE

J & N COOK, Inc.

763 W. Taylor St., Chicago 7, Ill.

Our Only Location, Managed and Operated by JIM AND NAT COOK

WATCH SPECIALISTS FOR 68 YEARS

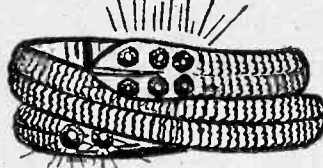
2-Button Chron, \$3.95; Calen, \$5.50; Men's Watch Sets, \$3.95; Ladies', \$4.50. Unbeatable Charm Bracelet Watch, \$7.50. New 17J copy Diam. Cover, boxed, \$11.75. Terrific flash no winding automatic waterproof resist. copy, \$125. Gold Men's, \$11.75. Top-name brands, many 70% dis.

RESULT SALES (Dept. B)

580 FIFTH AVE. NEW YORK 36, N. Y.

JUST OUT RED HOT SELLER "COBRA RING"

- ★ Adjustable
- ★ Twist Around
- ★ 8 Brilliant Stones
- ★ 14 Kt. Gold Coloring



\$3.00 Per Doz.

\$33.00 Per Gross

Hundred of hot items and rings at lowest prices.

FACTORY TO YOU

COLITZ RING CO.

3 Broad St. Pawtucket, R. I.

FREE! WHOLESALE CATALOG

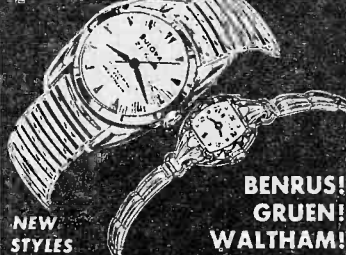


Hand-tooled Mexican Purses and Wallets ★ Mexican tarnish-proof Rings ★ Hand-painted Skirts ★ 100% wool Jackets ★ Zorapes ★ All sizes ★ Men's hand-tooled Belts ★ Imported Fishing and Hunting Knives ★ The best Merchandise at lowest prices ★ And many more items too numerous to mention.

PEARL SALES CO.

P. O. BOX 675 EL PASO, TEXAS

WATCH VALUES BULOVA! ELGIN!



NEW STYLES

BENRUS! GRUEN! WALTHAM!

CHOICE LOT! 6 for

Men's and Ladies Watches! All famous name brands! Plain or Rhinestone cases for Ladies — Luminous or Rhinestone Dials for Men! Complete with Expansion Bands! Reconditioned Guaranteed like NEW!

\$49

(sample \$9.95)

STANDARD BRANDS WATERPROOF WATCHES

Bulova, Elgin, Benrus — with Expansion Bands! New style cases — require and GUARANTEED LIKE NEW! In lots of three or more.

\$59

(sample \$10.95)

15 and 17 Jewel Watches

WEINMAN'S

182 S. MAIN ST. MEMPHIS, TENN.

BELL SPECIALS

60" GLASS ROD

65¢ each lots of 50
Doz. lots \$8.50 doz.

Solid Fibre Glass Rod. Stainless Steel Guides and Tiptop Two-Tone Windings, Dura-Plastic

Removable Handle, Positive Reel Lock, Collet-Type Nose Piece. (1 dz. minimum order)

10" BEAR—Plastic Bag . . . \$4.80 doz.



26" BEAR (Approx.) \$21.60 doz.

ALL PLUSH

Assorted Colors. One dozen minimum order.

FLYING BIRDS \$6.60 gr.

BINOCULARS \$21.60 doz.

SWORDS \$21.60 (metal) gr.

25% dep. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago. Open Sundays: 8:30 to 3:00.

BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.

JAR DEALS and MATCH PAK DEALS

SALESBOARDS PREMIUMS BINGO SUPPLIES

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.
519 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA



Looking for USED EQUIPMENT???

Be Sure to Check the CLASSIFIED SECTION this issue

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JULY 14, 1958

THE BILLBOARD

MERCHANDISE

65

Hawaiian TI PLANT LOGS



Bagged in polyethylene... **KEEP LONGER, SELL FASTER!** Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
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

Sherfy's
5601 University Way Seattle, Wash.

Pipes for Pitchmen

AN APPEAL... again goes out to members of the fraternity to send pipes to the column. Everyone evinces great interest in reading the weekly news, but few seem to have enough interest to sit down and drop a few lines to Bill Baker. What have you been doing? What are your plans for the future? You are at the peak of your season and news should be plentiful. How was your July 4 business? Was the date a red one or a bloomer? Many fairs and celebrations are upcoming on the calendar and the column asks that you share your experiences at those events with others in the trade. A tip in the column about conditions in a particular area may save one of your fellow workers many a buck if he steers clear of the spot and, conversely, he may be able to pick up a few greenbacks if he receives favorable word from you. That's the purpose of the column, a medium of exchange of news and ideas which will be of benefit to all, so how about a little cooperation? It's been a long time since some of the old-timers have piped in, so let's unlimber those sticks and let the news flow.

FRIENDS... of Fred J. McFadden, old-time jewelry worker, will be shocked to learn of his recent death in Indianapolis as gunshot wounds suffered in a family quarrel. According to June Kushnir, McFadden's body was taken to the county morgue. Indianapolis police are attempting to locate his son.

Five Years Ago In Pitchdom

Many demonstrators were taking in the long green in Woolworth's, San Francisco, with Betty Braun on braiders; Rose Rosenstein, Carbotet; Myrtle Sanford, Glorion, and Murial Shaw, under the Dome in the Emporium, with Barbete. Headquarters of the workers was the Casa Nova Hotel, owned by Lillian Hauser, former demonstrator. . . . Big Al Wilson, on the mend after breaking an ankle, (Continued on page 68)



GET BIG WINNINGS

thru **The Billboard**

FAIR SPECIAL

Dated July 28

One of the most timely Special Issues of the Year, reaching our readers immediately before the necessary BIG BUYING for the important Fairs ahead . . . PLUS

The Final Publication of the 1958 Fair Dates

RESERVE SPACE TODAY!

Ad Deadline Wednesday, July 23

CINCINNATI 22, OHIO 2160 Patterson St. Dunbar 1-6450	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818	ST. LOUIS 1, MO. 812 Olive St. Chestnut 1-0443	HOLLYWOOD 28, CALIF. 1520 N. Gower Hollywood 9-5831
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ROYAL JELLY
THE NEW WONDER POTENT CAPSULE
ACTUALLY COMBATS ILLS OF OLD AGE

Help Yourself to the Fountain of Youth!

Safe to use no matter what your age

Greater Vigor and Strength After 35 . . .
Increased Sexual Drive and Energy
Revitalizes the Aged . . .

Royal Jelly—miraculous substance that keeps the queen bee alive 40 times longer than the regular bee—can work for you, at once, today. Modern science wonder capsule will help you thru your golden years . . . rejuvenating you beyond your fondest dreams. Harmless, Royal Jelly will bring renewed health benefits to thousands. Increase your strength and well being . . . try Royal Jelly NOW!

SAVE 10% BUY 6 BOTTLES AND SAVE 10%.

Retail Val. \$10.00 90 capsules, only \$2.50
Retail Val. \$30.00 100 capsules, only \$6.95

VITA-BEST 487-BV-BROADWAY NEW YORK, N. Y.

YOU CAN'T BEAT BRODY FOR MERCHANDISE

36" Ass't. Dolls—Duck, Clown, Bear and Doll Faces. Ass't. Taffeta Colors. Ribbons on neck and legs. Large Pompon on chest. Each in individual poly-bag.

"FLASH AT A PRICE"
Dozen . . . \$13.90
Sample . . . \$1.50

TERMS: 25% DEPOSIT WITH ORDER, BALANCE C.O.D.

NEW 1958-59 CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1014 S. Halsted St. Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years.

ATTENTION, ENGRAVERS!

New style discs on 24-inch chain. Nickel, Silver Signet Rings. All sizes of low-priced Expansion Ident Bracelets, Anklets, Rings for Grab Bags.

From \$5.00 Gr. to \$12.00 a gr.
Send \$2.00 or \$5.00 for samples.
Milwaukee Novelty Company
1012 N. 3rd St., Milwaukee 3, Wis.

Engraving and Religious Jewelry

Necklaces
Rings
Bracelets

New Catalog

Salpro Co. 1844 S. 55th Ave. Cicero 50, Ill.

DEALERS—JOBBER
CASH IN ON THIS SPECIAL PRECISION TOP-ACTION "THE FEATHERLITE" BALL PEN

W/Precision Ink View Refill \$14.40 NOW ONLY

Imprinted as you like it.
\$13.00 per 100.
Refills \$3.50 per 100 or \$32.00 per 1000.
Many other styles.
25% Dep., Bal., C.O.D.
Write for Catalog to

COASTLINE PEN CO.
23 W. 38th St., New York 18 LI 4-1740

WORLD'S SMALLEST LITER
SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.50 Doz. \$27.00 Gr

Plus shipping charges. min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
1975 East Main St. Columbus, Ohio
Ideal for Engravers. State Your Business.

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum. Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

60 STUFFED TOYS
1 dozen each of 5 following items \$20.25 f.o.b. N.Y.

24" Taffeta Clown, bagged \$6.50 dz.
10" Plush Scotty & Doll, . . . 6.00 dz.
8" Plush Squeak Bear, . . . 5.00 dz.
4" Squeak Dog & Bear, . . . 2.00 dz.
6" Chenille Animals75 dz.

CLOSEOUTS
42" Dancing Doll, bag \$ 9.60 dz.
16" Plush Dog 15.00 dz.

REPRESENTATION WANTED
1/3 Dep., Bal. C.O.D. if not rated.
FREE: 3-color Catalog of 600 items.
Full Line of Plush, Low End & Slum.

TOY MFG. COMPANY
536 Broadway, N. Y. C.
WA 5-3234

WHALE OF A BUY

75¢ EACH

ONE PIECE PLASTIC HANDLE
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

1020 W. Randolph Street Chicago, Ill.

COOK BROS.

BULL WHIPS!!
Genuine Cowhide—Strongly Hand Braided 78" Overall—Wood Handle

ITEM OF THE YEAR

Kids of all ages love it (They see them used on TV)

TERRIFIC FOR:
RODEOS • FAIRS • CIRCUSES • COWBOY OR INDIAN SPOTS • CARNIVALS • ETC.

AVAILABLE FOR PRICE
IMMEDIATE DELIVERY **\$7.20** DOZ.

JOBBER
Write for Jobbing Price
Send \$1.00 for single sample, postpaid. Send \$7.50 for 1 dz. samples, postpaid.

All orders C.O.D. 25% deposit with order. Order today.

Enco inc.
242 Fourth Ave. New York 3, N. Y.

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MONARCH WHOLESALE
3020 Rhode Island Ave., N.E. Washington 16, D. C.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

• TIP CARDS •
• BASEBALL CARDS •
at very reasonable prices.

Phone: Wheeling—CEdar 34282.
COLUMBIA SALES CO.
302 Main St. Wheeling, W. Va.

\$2.95 All-Purpose
FROZEN FOOD KNIFE
Cuts — Saws — Slices — Serves

\$9.60 dozen
25% Deposit C.O.D. orders. Sample \$1.00.
W & J WHOLESALE CORP.
222 East Third Street, Dayton 3, Ohio

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

"RICH AND RARE" OVER 1,000 ALL NEW Classified Gags, Replies! Only \$1. List free! Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. au28

SEND FOR FREE CATALOG OF ORIGINAL new comedy material; Gagfiles, Skits, Monologues, Parodies, etc. Laughs Unlimited, 108 W. 45 St., New York City. jy28

33,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. jy28

Advertising Specialties

AN AD UNDER THIS HEADING AFFORDS you a very economical means for increasing sales of your products. See complete information on rates, etc., in Order Form opposite page.

Agents, Distributors Items

ARABIAN SHELL, CORAL, CUTSHELL, Mother of Pearl, Basket Earrings (\$1 values). Sensational closeout 24 dozen pairs, \$36 prepaid. 12 dozen, \$22. Lastufka Products, Box 10248, Tampa, Fla. jy21

ARITHMETIC MADE EASY WITH ANCIENT Abacus, complete with fifty page instruction book; retail, \$3. Wholesales \$18 dozen delivered. Calculator Company, Box 2097, Torrance, Calif. ch-jy21

AUTOMATIC LIGHTERS - DOZEN, \$2.95. Combs, gross \$1.00. Rainhats, gross \$3.95. 50¢ Ball pens, gross \$8.75. Samples, catalog 1001 bargains, \$1. Mills Sales, 889 Broadway, New York. ch-1fr

Did This Ad

ATTRACT YOUR ATTENTION

USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

EARRINGS. ASSORTED STONE AND TAILORED. \$6.00 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B. 124 Empire St., Providence, R. I. jy28

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches\$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck., boxed 3.00 dz.
Stoned Cameo Sets, boxed 6.00 dz.
Stoned Heart Miracles, boxed 4.50 dz.
Cruelifix Cross, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Slide, carded 1.00 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Pearl Necklace (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 7.20 & 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklaces, asst. 1.50 dz.
Engraving Charm Bracelets 2.00 dz.
Asst. Earrings, carded 6.50 dz.
Ropes & Poppits 2.25 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I. jy21

GERMAN ELOXAL JEWELRY - SAMPLE assortment 15 pcs., Pendants, Bracelets and Brooches. \$5. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky. au4

HOSIERY-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 Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. au4

JAPAN DIRECTORY. 145 JAPANESE MANUFACTURING EXPORTERS, Asia trade journal information, Japan opportunities. \$1.00 to-day. Nippon Annal, Box 6266-A, Spokane 28, Washington. jy21

JOBBERS INVITED-SEND FOR SAMPLE and price list on College and Souvenir Pennants. Best price and quality. Hart Processing, Marine City, Mich. jy14

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 52-BB, Burlington, Iowa. ch-np

JEWELRY CLOSEOUTS

E1-Tailored Earrings, Asst. Gr.\$18.00
E2-Stone Earrings, Asst. Gr. 21.00
E3-Stone E/Rings, Etc., Asst. Gr. 12.00
2357-Hunting Knife & Sheath, Dz. 7.20
O1-Odd Lot Neck & Brace. Gr. 15.00
620-Snapshot Camera, Boxed, Dz. 16.20
W1-Men's 6-Piece Watch Set. 5.15
W2-Ladies' 5-Piece Watch Set. 6.25
9967-2 Hunting Knives & Sheath.
Dz. 12.00
R3-Gent's Stone Rings, Asst. Dz. 2.50
1165-Tri-Color Flashlites, Bxd. Dz. 4.00
R-164-Religious Medallions, Bxd. Dz. 5.75
259-Fancy Brandy Glasses, Bxd. Dz. 1.35
E2-Boutiques, Boxed, Asst. Dz. 3.00
2256-3-Piece Pearl Set, Bxd. Dz. 7.20
L-2-Ronson-Type Lighter, Dz. Cd. 4.50
G10M-M or W Sunglasses, Bxd. Dz. 7.20
20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

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 Pro-tectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. BB-28, 188 State St. Albany, N. Y.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

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Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

NEW 1959 GOODYEAR HAND VACUUM Cleaner with attachments; weighs only 4 lbs. Ideal for home, auto, office, factory. List price \$29.95, your price \$10.85. Also Electrolux Model 30. Reconditioned by Metropolitan with Metropolitan parts. Complete with 10 attachments. Promotionally priced. Both items have national distribution, promotionally packaged, fully guaranteed. Perfect as premium and promotional items. Send for free catalog. Metropolitan, 4143 Third Ave., New York 57, N. Y. ch-jy28

RETRACTABLE BALL PENS, \$8.50 GROSS; minimum 5 gross. Silver Tip Refills, \$23 per 1,000. F. B. Sales, 54 Jefferson St., Brooklyn 6, N. Y. jy21

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1958 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. ch-se29

SELL MEN'S PRODUCTS - COMBS, NOVELTIES. 10¢ Combs, assorted colors, 12 on card, 12 cards \$3.60. Carleton House (BB), La Marque, Texas. jy21

SENSATIONAL POCKET NOVELTY DELUXE; this boy has everything, exciting action, amusing, entertaining. Postpaid \$1. Agents wanted. Honest Bill, Bedford, Iowa. jy14

SPORT JACKET AND VEST SETS NOW available to fast-stepping salesmen who will go out and get the money. For full details Al Rubin, 3210 W. Arthington St., Chicago, Ill. jy21

STINKBOMBS - POPULAR HIGH PROFIT joke item. \$5 hundred, \$35 thousand, post-paid. Joke shops, write. Kits, 1430 Drake, San Pablo 10, Calif. ch-1fr

TOP ACTION BALL POINT PENS, \$8 gross. Silver Tip Visible Vue Ink Refills, \$2.25 hundred; Red, Green, Blue. Fits most ball point pens. 4-Color Desk Pens, \$3.75 dozen. Cigarette Pens, \$16.50 gross. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. au4

YOU CAN MAKE \$50-\$250 AND MORE this easy way. Show friends new Christmas, All Occasion Greeting Card assortments. Profits to 100% plus bonus. New Fund Raising, Party Plans. Write for Feature assortments on approval. Free sample album Personal Christmas Cards. New England Art Publishers, North Abington, M-718A, Mass. jy21

Animals, Birds, Snakes

A BIGGER ASSORTMENT FOR LESS money. \$25 den has Rattles, Boas, Indigos, Whips, Bulls plus Water Snakes, \$50 den has more plus Copperheads, Kings, small Black Iguana, Horn Toads, Turtles. Specify "fixed" or "hot." Ten-foot South American Boa, feeder; smaller sizes available. Texas Chinese Dragons. King's Snake Farm, Box 912, Alameda, Texas. jy21

A BIG LOAD OF FRESH STOCK ARRIVED including Orange Silver and Black Squirrels, Kinkajous, Ringtails, Marmosettes, Java and Rhesus Monkeys, Mother and Baby Tamandua, Jaguarandi, Skunk Cubs, male Chimpanzee; perfect cake animal. Write, wire, phone King's Snake Farm, Box 912, Alameda, Texas. jy21

AFRICAN MONKEYS-BEST FOR EXHIBITION, active, hardy American Monkeys, Mynah Birds, Requests price list. Bronson Birds, 149B Fort George, New York 40, N. Y. Williams 2-1150. jy14

ALLIGATORS, MONITORS, PYTHONS, King Cobras, Hooded Cobras, Kraits, Tegus, Gila Monsters, Star Tortoise, Geckos, Galapagos Tortoise, Redfoot Tortoise, False Cobras, Crocodiles, Caiman, Baby Skunks, Iguanas, Ocelot; Mixed Dens Reptiles, \$25. Snake Farm, Laplace, La. jy21

ATTENTION, SHOWMEN

World's largest, most complete Reptile Dens, \$25 to \$50. We are the world's largest importers of tropical reptiles and offer you the best stock, lowest prices and fastest service. Our dens include big Boas, big Indigos, giant Lizards and other showy stock. No water snakes and no junk. Write for free complete price list. Wire orders to REPTILE JUNGLE, SLIDELL, LA. For fastest service and best deals Phone: Daytime, Slidell 322; Nights, Slidell 1744.

BLACK BEAR CUBS, TAME, TINY, \$125; African Monkeys, Mynahs, \$35. Request price list. Bronson Birds, 149B Fort George, N. Y. 40, N. Y. Williams 2-1150. au4

FOR SALE-REGAL PYTHON, 20 FEET long, feeder; been in show business years. \$1,450. Sonny Baston, Phone Market 2-4575, Atlanta, Ga. jy21

FOR SALE-SUSIE Q, FEMALE CHIMPANZEE, healthy, 4 yrs. old, cost \$500. Wears clothes, dances, flips, sits at table, has worked dept. stores or can be worked as young gorilla in Grind Show. Display Cage on casters cost \$200 to build; first \$300 takes both. Robt. Garrison, Gladstone Shows, per route. jy21

MONKEYS, SPIDERS, CAPUCHINS, Woollys, Marmosets, Squirrels, Kinkajous. Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La. jy21

MOST APPEALING LEOPARD, SEALS, SEA Lions, guaranteed healthy delivery by world's only trapper-trainer. Homer Snow's Sealaquarium, 287 Jefferson, San Francisco. Greystone 42268. jy28

PARAKEET CAGES, 30¢; SET-UP CHROME, 40¢; Parakeets, 85¢. Thousands shipped daily. Write, wire, phone Webster 9-4191. Chicago Bird and Cage Co., 422 S. State St., Chicago, Ill. jy21

PLENTY HEALTHY SNAKES, ALL KINDS Rattles, fixed or hot. Also Boas, Iguanas, Tegus, Horned Toads, Terrapins, Alligators, Badgers, Raccoon Cubs, Squirrels, Prairie Dogs, Deodorized Skunks, Wild Cats, Ring-tail Cats, Agoutis, Pacas, Coatumundis, White Doves, Fantail Pigeons, Bantams, Horned Owls, Gila Monsters. Good stock, priced right, plus fifty years' shipping experience. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. jy14

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers zoos and circuses, entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. jy21

TRAINED CHIMPANZEE, FEMALE, ABOUT 5 years old; priced right for quick sale. P. O. Box 47-624, Miami 47, Fla. jy21

Business Opportunities

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minnesota 7, Minn. np-au25

FASCINATION-50 TABLES AND 50 SEATS, fully equipped, ready to go. Make me an offer. If reasonable, you get a sale. Al Siegel, 50 Highland Blvd., Keansburg, N. J. Phone: Keansburg 6-9833. jy21

FOR SALE-KIDDIELAND AND DRIVE-IN Stand. Can now be seen in operation. 6 Rides, Picnic Tables, Benches. Stand completely equipped for sandwiches, soft drinks and ice cream. Near Ohio's largest State Park. Kiddy Korner Kiddieland, 1201 E. 3d St., Port Clinton, Ohio. jy28

SALE-BY OWNER, FINEST STOCK CAR Race Track in the East at Bowling Green, Pa. No brokers. Box 705, Room 424, 2488 Grand Concourse, Bronx 58, N. Y. ch jy21

SOUTHWEST'S LARGEST LP RECORD OUT-let, established 8 years; excellent income; price approximately \$40,000, depending on inventory. Write Box 1090, Houston, Tex. jy21

This is a DISPLAY CLASSIFIED AD Your Advertisement displayed in a space this size will cost only \$14 per insertion.

Costumes, Uniforms, Wardrobes

BARGAINS - GREEN SATIN CURTAIN (16'x45'), five section, \$75; beautiful Ivory Curtain (18'x24'), \$40; Black Velvet (6'x24'), \$50; excellent Orange Velvet, new (7'x24'), \$50; Red Velvet (7'x24'), \$75; Minstral Orchestra Coats. Wallace, 2453 N. Halsted, Chicago, Ill. jy21

CARNIVALS AND TRAVELING SHOWS-Good used, mixed colors, cotton Work Clothes for sale. Clean, pressed and mended. 5 doz. Coveralls, \$40; 5 doz. Shirts & 5 doz. Pants, \$40, shipped prepaid. Enclose check with order. Ohio Coverall Service, 321 W. High St., Lima, Ohio. jy21

SEQUINED PANEL SETS, \$7.50; FLASHY Clown Suits, \$15; Impersonator Wig, Rhinestones, Plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509. jy21

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. jy21

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. np-de22 jy21

"EASY TO MAKE" SHAMPOO POWDER formula, \$1 plus generous sample. M. M. Deas, 820 Candelaria, N. W., Albuquerque, New Mexico. July4

Formulas and Plans

FOR SALE-ELI #5 FERRIS WHEEL WITH steel A frame and sills, V drive Lerol 4 cylinder overhead valve motor, factory circle, seat covers and ramp for loading. 28 ft. van trailer with racks for seats and spokes. Mansel 2 abreast Kiddie Merry-Go-Round, all aluminum jumping horses, 2 chariots; electric motor, beautifully painted, everything crated. Allan Herschell 10 car Auto Ride, cars, top and platforms in excellent condition, with truck equipped with racks to haul cars on top, everything else loads under car. King Water Boat Ride; Boats have just been painted, tank has steel frame with adjustable legs. All rides are in excellent condition and ready to operate. Contact: Thompson Bros., 2906 4th Ave., Altoona, Pennsylvania. jy21

FOR SALE OR TRADE-KID RIDES. G. Krings, 4131 Frey Road, Toledo 5, O. jy21

KIDDIE AIRPLANE, 6 PLANES, 12 CHILD capacity; used in park only; new top; just repainted; absolutely in top condition; not homemade, not junk; fence included. You inspect you will buy, \$850. Noble Park Fuland, 1851 N. 8th St., Paducah, Ky. Phones 3-7378-2-4450. jy21

KIDDIE RIDES FOR SALE - JR. FERRIS Wheels, Chairplanes, Rocketa, Thomas Felasco, 419 E. Luton, New Castle, Pa. Phone OLiver 47242. jy21

MUST SELL - WILL SACRIFICE MINIATURE Train. Wisconsin Diesel engine, four coaches, 48 children or 24 adults, 500 feet track; six Boats with four steering wheels each; 8 Racer Car Ride. Operating at Velasco, Texas. Total price \$2,500. William C. O'Brien, 2014 Basket, Pasadena, Texas. jy21

STUFFED BUCKING HORSE, COMPLETE. Set up for direct positive. Ideal for kids' Western town. Lowell Greenleaf Jr., Skowhegan, Me. jy21

1 32-FT. MERRY-GO-ROUND, USED ONLY 4 months; price \$5,500. 1 Adult Rocket Train, in perfect condition, \$3,500. Cotton Candy Trailer, fully equipped. L. O. Boice, 2299 S. High St., Columbus 7, Ohio. jy21

1 1/2 TON TRUCK, 14X20 BINGO, TWO 10x10 14 ft. Milk Bottles. All complete, \$400. E. O. Popham, 8300 McCandless, Austin 5, Tex. jy21

12-CAR ALLAN HERSHELL RIDEE-O, A-1 condition. Completely rebuilt and well painted. Can be seen in operation. Streamlined cars. Priced right for cash. Also several panel fronts. Vivona Brothers, 103 South 21st St., Irvington, N. J. jy14

Help Wanted

ATTRACTIVE GIRL TO OPERATE DANCE Studio. Give full details first letter. Pauline Savary, Inverness, Fla. jy21

PIANIST, ORGANIST OR ACCORDIONIST. Join top entertaining trio. Steady work, top money; must travel; no habits or characters, please. We furnish instruments, transportation and uniforms. Give description self, ability and availability first letter. Max Cooper, 7032 Walroad, Kansas City, Mo. jy21

TOUR MANAGER TO BOOK FULL-EVENING show in auditoriums under sponsorship. Ken Griffin Show, 111 S. Lake, Miles City, Mont. jy21

Instructions & Schools

LEARN AUCTIONEERING - TERM SOON. World's largest school. Big free catalog. Retsch Auction School, Mason City 18, Iowa. jy21

Magical Supplies

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109, North Dearborn, Chicago 2. np-jy28

NEW 152-PAGE ILLUSTRATED CATALOG - Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 336 South High, Columbus, Ohio. jy14

Motion Picture Films and Accessories

16MM. SOUND FILMS - WE SELL. Exchange and buy. Send for free listings. Berkow Films, Box 503, Perth Amboy, N. J. jy21

Personals

ARLENE KENTER OR ANYONE KNOWING her address, please have her contact me. Abe. jy21

SONGWRITERS - GIVE ZEST TO YOUR songs. 1,000-word list of emotion-packed rhymes available. Send \$1 cash, check, money order to Rym-a-line, Box 1442, Chattanooga, Tenn. jy14

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.F. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fr

Printing

ALWAYS FASTEST SERVICE - QUALITY non-binding 3-color posters! 14x22 Window Cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred. Red Day-Glo Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 358, Earl Park, Ind. se29

BUSINESS CARDS - SAMPLES AND PRICES free. Immediate quotation on all other printing. Bold Enterprises, 10768 Hiway 71, Kansas City 34, Mo. jy21

Salesmen Wanted

IF YOU LIKE TO LIST TO FARMERS GET details of big money making opportunity selling subscriptions to America's leading poultry magazines. Liberal commissions, expense allowance, bonus. Sales helps furnished. Write: Poultry Tribune, Box C-84, Mount Morris, Ill. np-de13

Tattooing Supplies

TATTOOING-I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A Leslie, Rockford, Ill. np-se22

Trucks, Trailers, Accessories

A CLASSIFIED AD UNDER THIS HEADING will be seen by many prospective buyers of equipment you have for sale. Complete information on rates in Order Form opposite page.

18' CUSTARD TRAILER, NEW, ALL STEEL, insulated, walk-in cooler, complete hot and cold water system, water storage tank. Custard machine complete with condensing unit; space for other custard machine and short-order grill; wash sink, floodlights, serving counter, \$3,500. No reasonable offer refused. Custom Blit Body, Camp Road, Hamburg, N. Y. jy28

Wanted to Book

WANTED-FERRIS WHEEL, KIDDIE RIDES for annual Firemen's Carnival. Halstead Fire Co., Halstead, Penna., July 30, 31, August 1, 2. jy21

COIN MACHINES

Positions Wanted

EXPERIENCED MAN WANTS JOB WITH Music, Amusement or Vending Co. Servicing and collecting, route or shop work. Box C-338, c/o Billboard, Cincinnati 22, Ohio. jy21

Used Equipment

CANDY MACHINES-25 MILLS 5¢ & 10¢, 8 col. \$95; 25 MILLS 5¢, 8 col. \$65; 100 MILLS 1¢ Tab Gum, \$10.95; U-Select-It, 72 bar, \$49.50; Cigarette: 6 National ML, 9 col., \$135; 10 National ML, 11 col., \$165; 5 Keeney, 9 col., electric, \$115. Cleveland Coin Machine Exchange, Inc., 2029 Prospect Ave., Cleveland, O. Tower 1-6715. ch

A-1 COIN OPERATED VENDING MACHINES. Everything made, barring none...

18 ARCADE PIECES, \$900 OR \$25 EACH (not crated). 8 Seeburg Coon Hunt Guns...

SHIPMEN DUPLEX STAMP MACHINES. \$10, Triplex, \$28.50 each. Like new...

SCALES—SCALES—SCALES—6 WAITING Tom Thumb Fortune, \$35 ea. 11 Watling...

BASS MAN, DOUBLING TRUMPET, TROMBONE, comedy M. C. vocal. Union, good...

DRUMMER—AVAILABLE IMMEDIATELY. Read well, play shows, all styles and...

DRUMMER—CUSTOM 2 BASS SET. NEAT. Do vocal work; prefer combo. Rourke...

GUITARIST, BASSIST, VOCALS—MODERN. white, 35, travel, good appearance, pleasant...

GUITARIST, READ, FAKE, ANY STYLE. Vocals, solo parts, double on bass. 35...

PIANIST—EXPERIENCED. 24. LOCALS 2 and 802 Cards. Like join group; prefer...

PIANOMAN—ORK, COMBO OR SINGLE. Close here Aug. 16, available 18th. Write for...

TENOR, CLARINET, VOCALS—ALL ESSENTIALS, sober. Available immediately.

TRUMPET—NAME EXPERIENCE. LEAD. shows, any style, including Latin; play...

TRUMPETER, DOUBLE TENOR SAX. Vocals, some Accordion; Bongos; read...

TALENT AVAILABILITIES
RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph...

Bands and Orchestras
SINGER—ON WAY TO "BIG TIME," WITH combo. Available now for night clubs...

Musicians
A-1 RINK ORGANIST—12 YEARS' EXPERIENCE best rinks; pleasing style, good beat...

Miscellaneous
AT LIBERTY—PITCHMAN-MEDICINE LECTurer. What have you to offer? Prefer platform show...

AUCTIONEER AND TRUCK FOR CARNIVALS and Fairs, 300 mile radius from N. Y. City...

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

Music, Records, Accessories

Coin Machine Headings

Talent Availabilities Headings

3. Indicate below the type of ad you wish:

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in ...
NAME _____ I enclose
ADDRESS _____ remittance of
CITY _____ STATE _____ \$ _____

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE

HIGH FIRE DIVE SOMERSAULT, SHARP

OUTSTANDING PLATFORM TRAPEZE

RAVENS CIRCUS REVUE - SIX PONIES.

SUPER ANIMAL ACT AND TRAMPOLINE

THE CROWD IS STILL AND TENSE. THEIR heads are bent backward with their eyes...

THREE COMEDY ACTS - ONE OR ALL.

Vaudeville Artists

FEMALE IMPERSONATION ACT OPEN—

DANCER-ACTRESS—PROFESSIONAL, AGE

Work Lag on Arena Crimps Tex. Pageant
SAN ANGELO, Tex. — The chairman of San Angelo's first National Miss Wool Pageant was surprised last week to learn a new city coliseum...

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis.

MAIL ON HAND AT CINCINNATI OFFICE

- Ackley, Jimmy
Adkinson, Lucky
Alexander, E. & Mrs.
Abraham, Frank
Allen, A. B. C.
Alfred, Olaf
Andy, David Be
Ansher, Sam
Anthony, Milo
Armatage, Rosemarie
Joseph, Frank & Peter
Arnold, Floyd (Rube)
Arthur, James J. W.
Ashton, Mrs. Marie
Bailey, A. E.
Baker, Sybil
Baker, Walter E. (Buddy)
Baldwin, Wm.
Ballagh, James
Bazinger, Linda
Barnes, Tommie C.
Barry, A. J. (Turk)
(Babe La Barie)
Bates, Charles
Beal, Glenn & Edna
Beard, A. J. (Powder)
Beasley, E. O.
Bell, Mrs. Estelle
Bennett, Spencer
Bodin, Johnny Ward
Bond, Mrs. Carl
Bordman, Ernest & Mrs.
Bouchard, Romeo J.
Bowman, Bill
Bozeman Jr.
Oscar R.
Brady, James H.
Brady, Pete (Holly-wood Thrill Show)
Brooks, Bugs
Brown, W. Conne
Broudy, Paul M.
Brown, R. W. (St. Louis)
Burke, Eddie H.
Burke, Edward O.
Burns, Kay
(Cayletts High Act)
Cantor, Kenneth G.
Carmody, Mike & Tom (Nelson-Bros. Circus)
Carter, David
Cavaierro, Patricia
Chapman, Happy or Hoppy
Clancy, Carlisle D.
Clark, Harry & Pauline
Clark, Harry S.
Cobb, Paul
Cody, Wyatt Dene
Cole, Bruce
Coolangelo, Dick
Cook, Jack
Cox, L. E. (Doe Boy)
Crain, George L.
Graman, Max
Crawford, Robert L.
Crurine, Robert B.
Cupps, Wm. D.
Dahle, Harvey G.
Dante, Delilah
Davidson, James E.
Davis, Mrs. Dolly
Davis, Graham E. Mrs.
Davis, John M.
Decker, Kirk
Dees, Louis
DeLong, George E.
Delph, Dewey
Dennis, Harry
Deveanu, Terry
Devine, Mrs. Alice
Dobbs, Lewis
Donnelly, George
Doyle, Ed (Cookhouse)
Dosko, Jerry
Driggers, Woodie
Duffy, Roy
Dugan Jr., W. F.
Delores
Edelston, Bob
Emerling, Joe Tracy
Fagerberg, A.
Fanning, Miss O'Dell
Farmer, Honest John
Farmer, Roy O.
Fenstermaker, Mrs. Ferguson, Al
Ferguson, Danny
Fertis, Jack
Fetta, Tex L.
Field, Edward L.
Forbes, Donald W.
Forkum, Bill
Forkum, Mrs. Lee
Fraser, Russell
Frisbie, Alfred L.
Fustanio, Anthony
Gallagher, John J.
Gant, Mrs. James
Garison, Raymond
Gattis, Glendon R. & Rosalie
Gee, R. H.
Gibson, Mrs. Barbara
Gibson, William E.
Gibson, William
Girouard, A.
Goodwin, Charles
Gordon, Buster
Gordon, George H.
Gotch, Leo
Grant, Charles (Charlie)
Graver, George
Greenberg, Meyer
Greenlin, Jean (Shalmar)
Griggs, Charles
Groetzinger? (Groetzinger?)
Guilford, E. R.
Hass, Lev. (30¢ due)
Hackett, Mr. & Mrs. Edw.
Haley, Peggy
Hall, Delbert
Hall, George & Nettie
Hamid, Mrs. Maudine
Hangsterfer, Allan
Harbin, Mrs. Frank
Hardman, Dolores E.
Hardy, Bob
Harrgrove, Terri
Harris, Pocket-Book
Haws, Mason
Hazelwood, Mrs. Beryl
Hedgcock, Lera
Henderson, E. E.
Hess, M. C.
Hickey, Tommy (Josie)
Hiler, Ed
Hodges, Malcolm M.
Holstrom, Tip & Pauline
Hoit, R. Wm. (Wild Roker, Gene (Wild Animal Show)
Hops, Joseph Martin
Hopper, Mrs. Barbara

MAIL ON HAND AT NEW YORK OFFICE

- Thames, Clarence
Thomas, B. L. & Mrs.
Thomas, Francis M.
Thomas, Lewis
Thomas, Ben
Timberlake, Billie
Treon, Paul
Valando, Sally
Valentine, Harry
Vandayberg, Berle
Vaughn, Mrs. Margie
Vealey Jr., Percy
Villemarie, Joseph
Vogt, Don
Walls, Edsworth
Wandol, John
White Cloud, McKee
White, Oscar
White, Robert S. & Thomas, Ben
White, William Mrs.
White, Wally M.
Wilder, Dan
Williams, Georginia
Williams, Lawrence
Williamson, (Larry)
Wilson, Jack
Wilson, Ted & Mrs.
Winters, Lester J.
Worth, P. W. (Mrs.)
Yotas, James & M. (Popcorn)

MAIL ON HAND AT CHICAGO OFFICE

- Agnew, Herb
Antonuk, George
Chelly, P.
Callahan, M.
Dallas, James
Dixon, Mildred
DuFay, A.
Eaton, Marie
Howard, John L.
Isaacson, Grace
Jones, Frank
Lefewich, Jack
Libeau, Ellen
Lorraine, Blanche
McBride, E. D.
McClister, William J.
McKee, Al
McKee, J.
Miller, Richard R.
Miller, Michael
Parkinson, Madeleine
Phill and De Phill (High-Wire Act)
Powell, Marie H.
Quincy, T. J.
Raley, Ethel
Richards, Nellie
Senders, C.
Silverberg, Walter
Smith, William
Smith, Ralph
Speaker, Fred
Stevens, Frank
Stevens, M.
Vernon, Ed
Williams, Victor G.
Ryan, Mike
Milanese, Joseph

MAIL ON HAND AT ST. LOUIS OFFICE

- Atterbury, Robert (Bob)
Charles, Michael
Davis, Stammel M.
Doyle, John J.
Hill, H. P.
Hermine, Elizabeth
Kuhn, Mrs. Charlene
Lue, Ava
Meyer, Mrs. Bessie
Miller, Bernard
Phillips, William G.
Raley, Ethel
Seby, William F.
Young, Joyce
Marlyn

Parcel Post

- Cowboy Mac, 5¢
Welch, John, 8¢
Ackley, J. W.
Allams, Pat
Allen, Henry S.
Amirano, Louis
Anderson, Norman
Arger, Tommy
Asbill, O. D.
Bell, Lawrence Gray
Bell, William C.
Bensler, Floyd
Black, Joe
Bryer, Al
Byrd, Lloyd Allen
Caldwell, E. S.
Caldwell, Sam
Cibolan, C. A.
Campnell, William D.
Cannon, D. W.
Ciccarelli, Florante
Clark, Jack
Czar, John
Craden, Sam K.
Creighton, Mrs. Mamie
Crowe, William J.
Gullman, Dick
Davis, Gene (St. Louis)
Davis, Harley T.
Delph, Dewey
Diaz, Isabel
Deck, Daniel D.
Dillinger, Miss Maurine
Dorland, John
Dunn Jr., David
Dunn, Jeff.
Eddington, Cecil
Elder, Charles
Elliott, Lewis (Lucky)
Fasnacht, Russell M.
Ferguson, Danny
Fry, Aulene
Fry, Mrs. Harvey
Gavich, Sgt. John
Geusz, Violet
Freeman
Gibson, Raymond E.
Glosser, Benjamin
Gray, Alfred L.
Grubel, Jack
Hampton, Dudley
Hamilton, Jack R.
Harrison, James R.
Hatfield, Dale
Harvey, John
Hollingsworth, Fred
Horn, Herman Z.
Howard, John L.
Hunter, Fingers
Hyman, Harry J.
Jacobs, Robert
Kelley, Ed
Kerner, James
Kernes, James Alvin
Kernes, Jim
Kiely, John Michael
Kirkbride, Francis
Klaus, Frederick
Lambert, Bill
Littlefield, Jack
Loe, Jim H.
Luck, Wm. M.
Lusk, Nick
McCabe, Mrs. Ruth
McCart, R. C.
McConnell, Bruce
McMillan, R. J.
McWorther, Theodore
Mellor, Robert F.
Morgan, Bernard J.
Morton, John Mervon
Motley, Lucky
Mustain, Mary
Noble, Mrs. Ruth
Owens, Ray
Owens, Richard P.
Partlow, Samuel
Patterson, Sandra
Peterson, Sailor (Tattoo)
Pierce, Carl
Raley, Ethel
Rambold, Peter
Ray, Bernard W.
Richards, J. T.
Roberson, Frank
Romero, Kenny
Romero, Katherine
Rose, Jimmy
Romero, Rickey J.
Rose, Louis
Rowe, Jack
Schmit, Judy
Simons, Charles
Simons, Mrs. Joe
Smith, H. Norman
Smith, Iola B.
Smith, Tommy J.
Sokolowski, Peter & Rebecca
Stacy, Woodrow
Stein, Jack
Stevens, Joe
Stoddard Jr., Jack
Stoddard, Jack C.
Taylor, George C.
Taylor, Pat
Thomas, Jack
Vinson, Jack
Walker, Benjamin
Walker, Benjamin
Walter, Darrell E.
Wells, Mrs. Marie
Wetherbee, Mrs. Sarah L.
Wharton, Bill
White, Charlie
Widoman, Edward
Wilber's Wolverines Shows
Wittherbee, Harold & Sarah
Wilson, F. R.
Wong, Tong
Hulle, Don
Zucco, Joe G.
Zucco, Theresa

Coming Events

Arkansas
Mammoth Spring — Soldiers, Sailors & Marines' Reunion, Aug. 11-16. E. E. Sterling.
Paragould—Centennial, July 21-26.

California
Santa Monica—Better Homes & Garden Show (Civic Aud.), Sept. 17-21.
San Francisco—Flower Show, Aug. 21-22. Walter Gibson, 2255 31st Ave.
San Francisco—Gift Show, Aug. 3-8. Kay Leber, 1355 Market St.
Yuba City—Golden Jubilee, Sept. 28-29. Robert Clark.

Georgia
Atlanta—Southeastern China, Glass & Gift Show (Aud.), July 20-23. Foster B. Stewart, Biltmore Hotel.
Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Albercorn St.

Idaho
St. Anthony—Fremont Co. Pioneer Day, July 24. Golden C. Linford.

Illinois
Carthage—4-H Show, July 30-Aug. 2. Jerry Nutt Jr.
Chicago—Associated Variety & Novelty Manufacturers' Show (Palmer House), July 27-30.
Stockton — Street Carnival, July 17-19. Frank C. Niemeyer, Lions Club.
Tuscola—Veterans' Reunion, July 14-19. Cal Raser, Nokomis.
Wapella—Corn & Bean Festival, Aug. 21-22. Geo. Spray, Box 176.

Indiana
Brownstown—Homecoming, July 14-19.
Butler—Celebration, July 22-26.
Cloverdale—Homecoming & Picnic, July 24-26.
Crothersville—Centennial, July 12-19.
Elkhart—Centennial, Sept. 11-20.
Harlan—Harlan Days Celebration, July 30-Aug. 2.
Huntington—Street Fair, July 28-Aug. 2.
Ladoga—Homecoming & Fish Fry, Aug. 20-23.
Odon—Old Settlers' Meeting, Aug. 20-23. Lex Seneff.
Terre Haute—Miners' Picnic, Aug. 1-3. Jack Wilton.

Iowa
Chariton — Lucas Co. 4-H Achievement Show, Aug. 5-7. Mrs. Lee Cottingham, Russell.
Cherokee—Pilot Rock Plowing Match, Aug. 14-16. Sherman Peirson.
Fort Dodge—Webster Co. 4-H Achievement Show, Aug. 4-7. Paul Harms, 210 Doud Bldg.
Sibley—Osceola Co. Livestock Show, Aug. 18-20. Gene Alexander.
Waterloo—Steam Engine Show, Aug. 14-17. Nat'l Cedar Valley Steam Engine Club, 1138 Kern St.
Wilton Junction—Funfest, July 14-19.

Kansas
Downs—Celebration, July 21-26.
Lebanon—Celebration, July 14-19.

Louisiana
Morgan City—La. Shrimp Festival, Aug. 30-Sept. 1. P. O. Box 111.

Massachusetts
New Bedford—Eagles Circus, July 14-19.
New Bedford—American Portuguese Veterans Fair, July 21-27.

Michigan
Brookland—Firemen's Celebration, July 18-20. Elmer F. Cote Jr., Box 15, Utica.
Flat Rock—Homecoming, July 14-20.
Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBrien.
Menominee—Menominee Dairy Show, July 26. Gail E. Bowers.

Minnesota
Edgerton—Dutch Festival, July 16-17. Clifford Peterson.

Missouri
Columbia—Boone Co. Horse Show, July 18-20. Carson Teel.
Gallatin—Davess Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt.
Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur.
Linneo—Old Settlers' Reunion, Aug. 7-9. E. Thurlio.
Louisburg—Old Settlers' Reunion, July 23-24. Harry W. Atchley.
Maplewood—Golden Jubilee, Sept. 8-13. St. Joseph—Interstate Jr. Dairy Show, Aug. 1. Webb Embrey.
Sedalia—Pettis Co. 4-H Livestock Show, Aug. 9. H. L. Pack.
Springfield—Ozarks PFA Fat Hog Show, Aug. 28. Vencil G. Mount.

Montana
Three Forks — Founders Celebration & Rodeo, July 25-27. A. Driscoll.

New Jersey
Hammononton—Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221 French St.

New York
Haverstraw—Chamber of Commerce Trade Fair, July 21-26.
Pachin—Intl. Bicycle Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.

Ohio
Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield.
Commercial Point—Homecoming, July 31-Aug. 2.
Derby—Homecoming, July 25-28.
Elyria — 125th Anniversary Celebration, Aug. 1-9.
Girard—Mount Carmel Festival, July 12-16.
Grove City—Harvest Festival, July 16-19.
Hanover—Homecoming, Aug. 13-16.
Harrisburg—Homecoming, Aug. 7-9.
Mount Sterling—Homecoming, July 16-19.
New London—Celebration, Aug. 30-Sept. 12.
North Industry—Firemen's Homecoming, July 22-28. George Marlow, 911 Payne Ct., N.E., Canton 5.
Westerville—Centennial, Aug. 18-23.

FINAL CURTAIN

• Continued from page 52

ailment and complications. (Details in Carnival section.)

JACOBS—William B., 70, owner of W.B.J. Shows, July 4 in Dundee, Mich. (Details in Carnival section.)

Carnival Routes

• Continued from page 52

Georgia Am. Co.: Black Mountain, N. C.
Geren, W. R.: Crothersville, Ind.; Salem 21-26.
Gladstone Am. Co.: Chantilly, Va.; Petersburg 21-26.
Gladstone Expo.: Fort Scott, Kan.; (Fair) Jefferson City, Mo., 21-26.
Gold Bond: Seymour, Wis., 16-20; Portage 23-27.
Gooding Am. Co., No. 1: (Fair) Wellston, O.
Gooding Am. Co., No. 2: (Fair) Columbus, Ind.
Gooding Am. Co., No. 3: Carleton, Mich.
Gooding Am. Co., No. 4: (Fair) Lebanon, O.
Gooding Am. Co., No. 5: Mansfield, O.
Gooding Am. Co., No. 6: Niles, O.
Gooding Am. Co., No. 7: Brownstown, Ind.
Gooding Am. Co., No. 8: Cleveland, O.
Gooding Am. Co., No. 9: Rittman, O.
Gooding Am. Co., No. 10: Litchfield, Mich.
Grand American: Sumner, Ia., 14-15; Riceville 16-17; Waucoma 18-19; Jessup 21-22; Traer 24-26.
Great Western: San Jose, Calif., 14-20; Belmont 21-27; Petaluma 28-Aug. 3.
Green Tree: Mt. Sterling, Ky.; (Fair) Cynthia 21-26.
Groscurth Comb.: (Fair) Tuscola, Ill.; (Fair) Urbana 21-26.
Hale's Shows of Tomorrow: Overland Park, Kan.
Hames, Bill: Leonard, Tex.
Hammond, Bob: Houston, Tex.; Hico 21-26.
Hannah Am. Co.: Floreffe, Pa.; Cokeburg 21-26.
Hannum, Morris: Morrisville, Pa.
Happyland: Garden City, Mich.; Wayne 21-26.
Hartssock Bros.: Decatur, Ia.; Braeshear, Mo., 21-26.
Heart of America: Lebanon, Kan.; Downs 21-26.
Heth: Harisburg, Ill.; (Fair) Mt. Vernon 21-26.
Holiday Am. Co.: Pomona, Kan., 15-19.
Hottle, Buff, No. 2: Pinkneyville, Ill.
Howard Bros.: Richeyville, Pa.; Marklesburg 21-26.
Hugo's Novelty Expo.: (Fair) Lawson, Mo.; Platte City 21-27.
Hunt's Am. Co.: Cincinnati, O.
I. T.: Haverstraw, N. Y., 21-26.
Ideal Rides: DeMotte, Ind.; Worthington 21-26.
Imperial: (Fair) Taylorsville, Ill., 14-20; (Fair) Lewistown 23-27.
Inland Empire: Mountain Home, Idaho, 15-19; St. Anthony 22-26.
Johnny's United: (Fair) Petersburg, Ind.; (Fair) Columbus 21-26.
Ken Penn Am. Co.: New Galilee, Pa.
Key City: Lawrence, Ind.; Mulberry 21-28.
Lagasse Am. Co., No. 1: Scituate, Mass.
Lagasse Am. Co., No. 2: New Bedford, Mass.
Lagasse Am. Co., No. 3: Billerica, Mass.
Lindle: (Fair) Augusta, Ill.
Lone Star Am. Co.: Tulia, Tex., 14-17; Hereford 19-26.
Lone Star, No. 2: Cheverly, Md.; Seat Pleasant 21-26.
M. D. Am. Co.: (Fair) Kimberton, Pa., 16-26; Bethlehem 28-Aug. 2.
Manning, Ross: Fredericksburg, Va.
Marvel: Gladstone, Ill., 17-20.
McKenna Rides: (Fair) Elroy, Wis., 17-20; (Fair) Slinger 24-27.
Meeker: Anaconda, Mont.; Butte 21-26.
Mercury: (Fair) Union, Mo.
Merriam's Midway: Park Rapids, Minn., 14-16; Pine Island 18-20; Canby 21-24; Sleepy Eye 25-27.
Midway of Mirth: Farmersville, Ill.
Mighty Hoosier State: Crothersville, Ind.

Mighty Interstate: Cleveland, Tenn.
Monarch Expo.: (Fair) Carrollton, Ill.; (Fair) Belmont 21-26.
Moore's Modern: Hebron, Neb., Blue Hill 21-28.
Morrissey, Brian L., Am. Co. No. 1: Highland-on-the-Lake, N. Y., 18-19.
Motor State Expo., No. 1: Bradner, O.
Mound City: Bethalto, Ill.
Murphy's Northern State: Killdeer, N. D., 14-15; Watford City 16-17; Fairview, Mont., 18-20; Beach, N. D., 21-23; Mott 25-27.
New England Am. Co.: North Brookfield, Mass.
Nolan Am. Co.: Girard, O., 14-16; Grove City 17-19.
North American: Babbitt, Minn., 14-17; Calumet 18-20; St. Paul 21-27.
Northern Expo.: Plentywood, Mont., 14-16.
Norton's Rides: Keystone, S. D., 17-20.
Olson: Milwaukee, Wis., 14-20; Sheboygan 22-26.
Page Bros.: Carrollton, Ky.; Glasgow 21-26.
Page Comb.: Elmira Heights, N. Y.; Holley 21-26.
Pan American: Durant, Miss.
Parada: Lamar, Mo., 14-19; Louisburg 21-26; Ulrich 28-30.
Paul, Peter, Am. Co.: Verona, Wis.; Ft. Atkinson 21-26.
Penn Premier: Cumberland, Md. Playland: Madison, W. Va.
Playtime: Harwichport, Mass.; Providence 21-26.
Powelson Am. Co., No. 1: Quaker City, O.; Moundsville, W. Va., 21-26.
Powelson Am. Co., No. 2: Columbus, O.; Dresden 21-26.
Powelson Am. Co., No. 3: Shreve, O.; Williamsburg 21-26.
Prell's Broadway: Falls Church, Va.; (Fair) Bridgeton, N. J., 21-26.
Raines Am. Co.: Stillwell, Okla.
Rainier: Auburn, Wash.; West Seattle 21-26.
Reid, King: St. Johns, N. B.
Reid's Golden Star: Damascus, Va.
Reithoffer (Green): Shortsville, N. Y.; (Fair) Waterloo 21-26.
Reithoffer (Red): Williamsport, Pa.
Ritters United: Perris, Calif.; (Fair) San Jacinto 22-26.
Robinson's Greater: Cumberland, Ia.; Woodbine 21-22.
Rock City: (Fair) Cerro Gordo, Ill.; (Fair) Malta 22-26.
Rogers Bros.: Henning, Minn., 14-16; (Fair) Hopkins 17-20; Braham 24-26.
Rohr's Modern Midway: Carlyle, Ill., 15-19; Roodhouse 22-26.
Rose City Rides: Hermann, Mo., 14-20; Montgomery City 21-26.
Royal American: Edmonton, Alta.; Saskatoon, Sask., 21-26.
Royal United: Clara City, Minn., 14-15; Cosmos 16-17; Maple Plain 18-20; Emmetsburg, Ia., 21-23; Coggon 25-26.
Rumble Greater: Cayuga, Ind.; English 21-26.
Schafer 20th Century: (Fair) Foston, Minn., 16-19; (Fair) Grand Fork, N. D., 20-26.
Shorter's Greater: (Fair) Gilmanston, Wis.; Utica, Minn., 24-28.
Siebrand Bros. Comb.: Medicine Hat, Sask.; Lethbridge, Alta., 21-26.
Skerbeck Am. Co.: Muskegon, Mich.
Smiley's Am. Co.: Charleroi, Pa.; Avonmore 21-26.
Smith, George Clyde: Meyersdale, Pa.; Tyrone 21-26.
Standard: Craig, Colo.
Stanley, Wm. D.: Wishek, N. D.; Carrington 17-19; Cooperstown 21-23; Red Lake Falls, Minn., 25-27.
Stephens, Otto: Albia, Ia., 14-16; Lineville 17-19.
Stipe's Watertown, Minn., 18-20; Carver 25-27.
Strates, James E.: Buffalo, N. Y.
Stumbo's Tri-State: Springdale, Ark.; Green Forest 21-26.
Sugar State: Grand Isle, La., 16-18.
Sunny, A. J., Am. Co.: Warren, O.; Cleveland 21-26.
Sunset Am. Co.: Wilton Junction, Ia.; (Fair) Mt. Pleasant 21-26.
Tatham Bros. (Fair) Gardner, Ill., 16-20; (Fair) Roberts 23-26.

Tennessee Valley Am. Co.: Gainesboro, Tenn.
Thiess United, No. 2: Seaton, Ill., 17-19; Sycamore 24-26.
Thomas, Art B., No. 1: Fargo, N. D.
Thomas, Art B., No. 2: Warren, Minn., 17-20; Roseau 21-24; Mahanomen 25-27.
Thomas Joyland: Cambridge, O.; Lawrenceburg, Ind., 21-26.
Thomas, W. A.: Sutton, Neb., 15-16; Aurora 18-19; Ravenna 22-23; Elm Creek 25-26.
Tidwell, T. J.: (Street Fair) Vici, Okla.
Tip Top: Webster, Wis., 15-17; Turtle Lake 18-20.
Tivoli Expo.: Laplace, La.; Marro 21-28.
United Expo.: Pocahontas, Ark.; Paragould, Ark., 21-26.
United States: Marlinton, W. Va.
Venditto Bros.: (Hartford Ave.) Providence, R. I.; (Saint Vincent DePaul) Providence 21-26.
Virginia Greater: Dover, Del.; Cambridge 21-26; Salisbury 28-Aug. 2.
Volunteer: Franklin, Ky.; Ft. Knox 28-Aug. 2.
Wade, W. G.: (Fair) Big Rapids, Mich.; (Fair) Muncie, Ind., 24-Aug. 2.
Wade Greater: Flat Rock, Mich.; (Fair) Milan 22-26.
Wall, Alfred, Am. Co.: (Fair) Fisher, Ill., 16-18; Piper City 24-26.
Wallace Bros.: (Fair) Madison, Wis.; (Fair) Darlington 21-26.
West Coast, No. 1: Springfield, Ore., 15-20; Corvallis 22-27.
West Coast, No. 2: (Fair) Santa Rosa, Calif., 17-21; Red Bluff 24-27.
Western, No. 1: Marysville, Wash.; Vashon 21-27.
Western, No. 2: Priest River, Idaho, Enumclaw, Wash., 21-27.
Wilber, H. O.: Delton, Mich., 17-19.
Wilcox, Dick: Norway, Me.; Ellsworth 21-26.
Wilson Famous: Cuba, Ill., 15-19; New Berlin 22-26.
Wolfe: Cape Charles, La.
Worlds Finest: Yorkton, Sask., 14-16; Melfort 17-19; Lloydminster 21-23; Vermillion, Alta., 24-26.
World of Pleasure: Martinsville, Ill.; Eldorado 21-25.
Young, Monte: Ogden, Utah.

Roller Rumbings

• Continued from page 59

pointed out that the area already is mostly commercial.

The zoning change was opposed by area residents, 450 of whom signed a petition of protest. The petitioners felt "if this present application for rezoning is approved, other areas even closer might be rezoned commercial, thereby creating a nuisance, lowering property values and destroying the esthetic beauty of this section of Levittown."

The tract is under agreement of sale from the Evangelical Lutheran Ministerium of Pennsylvania and Adjacent States to four men: Richard W. Fechtenburg, realtor; Fred H. Herrman, Arthur W. Doyle and Bernard B. Barshay. The four applied for the zoning change and presented plans and specifications for the rink, which is to include a concession stand, to Middletown Supervisors.

Pipes for Pitchmen

• Continued from page 65

pipled in that he planned to work the fair at Peoria, Ill., with combs.

After watching many of the boys on the midway at Geneva-on-the-Lake, O., Henry H. Varner, of Akron, concluded that "happy days are here again." . . . According to O. M. Beeler, piping in from Chillicothe, Ill., Fred and Edna Nelson, punch needle workers, were caught in a flood at Sioux City, Ia., which destroyed their trailer, all personal belongings and their stock.

Guards Draw

• Continued from page 59

and dining terraces was occupied.

The celebrating soldiers, dressed in ordinary grab, had just come from a big dinner party, in the Forum, so they bypassed the restaurants and headed for the rides, arcades and dance halls. Shortly after eleven o'clock the four bands lined up on the high terrace in front of the big Concert Hall while the blue and white uniformed drum and bugle corps members formed a double line across the wide exterior balcony of the hall. Some excellent special arrangements were played and Lauritz Melchior, an ex-Guard, sang a couple of Danish songs accompanied by the massed bands and drum corps. There was such a crowd in the center of the park one could scarcely move.

A lavish display of fireworks and "taps" by the massed drum corps brought the celebration to a close. Other special events in Tivoli were a concert by the Yale Glee Club, on Saturday (28) and a concert by the University of California's Marching Band, on Wednesday (2). Walt Disney and Adlai Stevenson visited the park on Saturday (28). Disney made a stop over here on his way to Berlin and Brussels. Stevenson left for Norway.

Special Days

• Continued from page 59

waived by courtesy, as the only stop made in Canada is at the park proper. Immigration officials found that about 90 per cent of the Detroiters, facing the unexpected question, "Where were you born?"—standard procedure in border crossings—automatically answered "Bob-Lo," giving the park a unique boost.

On Wednesday the park was host to the Mayor of Bob-Lo Day drawing about 3,000 youngsters from Dearborn, as well as a special group of about 300 from the recreation department of nearby Nankin Township. Feature of the event was an all-day visit by Dearborn's mayor, Orville Hubbard, probably the best-known small-town mayor in the country, who made his first visit to Bob-Lo.

Reservations

• Continued from page 59

Monica, Calif.; Mr. and Mrs. Vernon D. Platt, Somerton Springs, Feasterville, Pa.; Mr. and Mrs. Jack Singhiser and party, Fontaine Ferry Park, Louisville, Ky.; Miss Margaret P. Lehr and Robert L. Plarr, Dorney Park, Allentown, Pa.; James Forest Jr., Daytona Beach, Fla.; Mr. and Mrs. Paul H. Huedepohl, Chicago; Mr. and Mrs. Carl Sinclair, Meyers Lake Park, Canton, O.; Mr. and Mrs. Ralph Wachs and Ed Schott, Coney Island, Cincinnati; Mr. and Mrs. Marvin Staton, Spring Lake Park, Oklahoma City; Mr. and Mrs. Carl Henninger, Kennywood Park, Pittsburgh; Mr. and Mrs. Elmer Freeland, Conneaut Lake Park, Conneaut Lake, Pa.; Ida Cohen, Chicago; L. A. Cavalier Jr. and party, Idora Park, Youngstown, O.; Abraham Baker and party, Glen Echo Park, Glen Echo, Md., and President and Mrs. Schmidt, Riverview Park, Chicago.

Chicago Strong

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a particularly strong part of the business being done.

Monday (7) had a strong near-full house in the afternoon and half house at night. Tuesday afternoon was a full one, Tuesday night (8) had a hefty crowd and business held up well at both Wednesday shows.

Weather last week was excellent. Only rain thru Wednesday (9) came on the July 4 evening when no performance was scheduled.

Location Owner Sues N. Y. on Vender Arrest

BROOKLYN — A local candy store owner is suing New York City for \$1,000,000 on the claim that he was falsely arrested as a gambling machine operator because a ball-charm machine was located outside his store.

The storekeeper, Kurt Grausz, was arrested on April 21 by Patrolman Vernon Thompson of the Brooklyn morals squad. The arrest was claimed that an element of chance was involved in the bulk vending machine because the purchaser was "unable to predict the outcome."

However the case was thrown out of Brooklyn Gambler's Court on May 29. The machine did not have a look-see viewer.

Court Decisions

Mixed charm-ball gum machines with look-see viewers are common in New York City. Common too have been arrests—and acquittals. The magistrate's court will invariably rule that the charm is of insignificant value and that the pur-

chaser can see the next item to be vended.

However the rulings of magistrate courts mean little here. They are not binding in other courts, nor are they even binding in similar cases arising in the same court.

And even tho the police have lost virtually every case involving ball gum-charm machines, they have yet to appeal one to a higher court. Until they do, and until a ruling from a higher tribunal is forthcoming, the legal status of these machines will not be settled.

Precedents

Recently, tho, magistrates seem to have been impressed by the number of lower court decisions upholding the legality of ball gum-charm machines. In at least one case the magistrate has chided an arresting officer for wasting the court's time.

Grausz's attorney, George A. Berkowitz, claims that his client was so aggravated by the arrest and subsequent court appearance that he had a heart attack and was hospitalized.

BULK BANTER

Report From Chicago

By FRANK SHIRAS

Hy Fischer, co-partner with Leo Feingold in Cenaar Vending, said that business now is about on a par with last year. He reports that good servicing is rapidly becoming more and more crucial aspect of their operation. With mounting inflation staring them in the face and all of their route based upon a cent, it is necessary to increase per machine gross takes wherever possible. The most effective method they have found, said Fischer, is to put greater emphasis upon servicing than ever before.

Sam Nuccio, who is a co-partner in his business, Lawn Vending Company, with Tony Corso, says that profits are down somewhat from last year at this time of the season. He doesn't feel that the dump is restricted to any particular type of location, large or small. He estimates that each month about five small outlets on his route close down for good. He and Corso are going after supermarkets in the city more and more. Competition is so severe, said Nuccio, that a guy practically "has to be at the door on opening day."

Irvin Brodsky, Carousel Industries, reports that his nation-wide mail-order operation is flourishing. Carousel concentrates on century gum, tab gum and capsules. Because of their rate of expansion, he isn't in a position to estimate increases or drops in per-machine takes compared to last year. However, he feels that if anything business might be a little off. (Continued on page 80)

Cig-Cancer Tiff Flares

WASHINGTON — The long-standing controversy on whether cigarette smoking causes lung cancer flared anew when the Tobacco Institute's president, James P. Richards, charged that the July Reader's Digest article entitled "The Cigarette Industry Changes Its Mind," is "not in accord with fact." In a letter to Dewitt Wallace, editor of the Digest, Richards said, "The cigarette industry has not changed its mind. Our position was and is based on the fact that scientific evidence does not support the (Continued on page 70)

Cig Dispenser Legal in Iowa

DES MOINES — A cigarette dispensing machine has been held as legal in Iowa by Municipal Judge Ben G. Howrey, Waterloo, Ia. The machines were manufactured by the Iowa Cigarette Service Company, of Waterloo.

Iowa is the only State that prohibits cigarette vending machines. Repeated efforts to legalize them have failed in the Legislature.

The machines involved in the court decision are called cigarette registers and do not operate as a coin-operated machine. The salesperson must remove the cigarettes and at the same time the machine registers the sale.

The Iowa tax commission had ordered the machines seized at Waterloo, contending they violated the cigarette vending law.

Judge Howrey held that the term "vending machine" refers to a machine which itself sells, and is a machine which takes the place of a salesman or performs all functions of selling without the intervention of human agency. He held the machines involved were not vending machines.

Ind. Cig Taxes Had Sole Rise

INDIANAPOLIS — Indiana's fiscal year ended June 30 with all taxes, except one, showing a decline. The exception was the cigarette tax.

The Alcoholic Beverage Commission, the agency which administers tobacco tax collections, reported that the State derived \$14,879,227 from the excise on cigarettes. This represents an increase of \$441,700 over the revenue for the one-year period which closed on June 30, 1957.

A possible consequence of the recession, the yield from the gross income tax was \$10,000,000 below the 1956-'57 figure. The State Department of Revenue reported collections for the last 12 months at \$170,088,000, while in the preceding fiscal period this source produced \$181,000,000.

Receipts from the Alcoholic Beverage Tax also dropped, from \$17,669,159 to \$17,032,559.

The development may augur an increase of the cigarette tax in the (Continued on page 81)

THE SHIFTING SCENE

Revolutionary Retailing Changes Offer Bulk Vending a Challenge

By FRANK SHIRAS

CHICAGO — The revolution in mass merchandising poses a challenge to the bulk vending industry.

The challenge is not really whether bulk vending will flounder, since the population is steadily increasing—a fact which should insure its basic health. It is whether the industry can exploit the maturing retailing revolution to

accelerate the expansion of bulk vending.

The alarming closing down of the small retail store has put bulk vending under pressure for years, and the industry has responded with new ideas and development of old techniques. The industry has attempted to increase sales at the traditional corner store and find ways of breaking into their bigger, different counterparts. Altered machine design, capsules, movable charms, racks, consoles and stands, changes in ball gun and candy design and taste, point-of-sale merchandising, venders incorporating game features, two-cent to quarter vending—all are new and old ideas that have been

displacing the traditional little machine on a pipe stand vending a staple commodity.

Small Stores

As long as there are small corner stores, gas stations, restaurants, and other specialized retail outlets there will always be a place for this type of vending in some form. That bulk vending has flourished thru several decades using simple machines and standard commodities should be ample enough proof. That outlook, however, avoids the challenge that the industry now faces as never before.

The challenge got underway in the 1930's with the advent of the new concept of mass retailing (Continued on page 71)

Tab Nov. for CAVA Confab

LOS ANGELES—Second annual vending machine show sponsored by the California Automatic Vendors' Association will be held in the Ambassador Hotel here November 22-23, B. J. (Bob) Grenier, association president, announced.

Approximately 15,000 square feet will be devoted to the show and the convention activities, Grenier added. The first show was held in the Venetian Room, which covers only 4,200 square feet, of the same hotel.

Grenier explained that only 45 booths will be available. Of these, 43 will be 10 by 10 feet and two will be 10 by 16 feet. The smaller booths, with charcoal-colored drapes, will rent for \$100, and the larger spaces, \$160.

The program will include, in addition to the exhibits, a luncheon, dinner and a banquet and floor-show followed by dancing.

Made Console 21 Years Ago

LOS ANGELES—In 1937, Lew Feldman says he had a multiple installation of seven bulk vending machines.

Owner of the Acme Vending Machine Company here, Feldman recalls that 21 years ago a supermarket had a space problem and was planning to eliminate the venders. Feldman made a contraption that he says "looked like a counter," and the machines were bolted to it. In turn the "console" was bolted to the wall, and continued to serve the location.

It was in 1947 again that Feldman came face to face with the multiple installation problem. He made and sold consoles for two, three and four machines thru his firm. He also built a number of consoles for five machines on special order, he says.

Mandell Sets Summer Hours

NEW YORK—Moe Mandell, Northwestern Sales & Service, will not open his shop on Saturday until Labor Day. However the establishment will be open until 8 p.m. Thursdays for the balance of the summer.

Mandell said that despite a reported general decline in collections, his business in machine and bulk gum supplies is running ahead of 1957. He added that the firm is doing very well in vender stand sales.

REVAMPING ROUTE

Uniformity Breeds More Gross Sales

ST. LOUIS — Standardization of fill, small multiple units, promotional displays, and test sites are used to increase turnover by Joseph Hoedel, an eight-year veteran in bulk vending.

Up until three years ago Hoedel vended a variety of products since he found, like most operators, that some fills are more popular in a location than others. Hidden servicing and bookkeeping costs rose to the extent that he decided to try vending his most popular fill exclusively—ball gum and charms. He has found that the added savings have more than compensated for decreases in gross takes at some locations.

Small Batteries

Then, says Hoedel, "I gave some consideration toward building big, eye-catching spans which would accommodate a half dozen or more machines in step-up fashion. I gave this up when I found that only in such locations as supermarkets was it possible to get the necessary space. Very few location owners in smaller grocery stores, drug-stores, confectionaries, and restaurants are willing to part with that much square footage in order to achieve better commissions on their vending machines. The result was that we settled instead on pedestal type stands which accommodate two or three machines and which are portable enough to be easily moved from one location to another. Perhaps the play is not as heavy as it might be with a big, impressive layout of machines, but

these fit into every location so well that we have more or less standardized on the three-machine placement."

Test Sites

Despite his specialization in gum and charms, Hoedel constantly experiments with any new item at his test sites. New charms in particular he tests in a dozen different spots at high volume, busy locations. These sites are in the suburbs, where there are more children with more pennies to (Continued on page 85)

Guggenheim to Bow TV Ring

NEW YORK — Bob Guggenheim, president of Karl Guggenheim, Inc., reported that his firm has been granted a license by CBS to make a "Have Gun Will Travel Ring."

The ring will have the insignia of Sam Palladin, the gun-slinging hero of the television series. The insignia, which Palladin carries on his holster, is a horse's head as on a chess piece.

Guggenheim said that his firm will have stickers with the insignia and Palladin's motto—"Have Gun, Will Travel" — for placement on bulk vending globes.

Production on the charm is scheduled to begin by August 1.

DUPLICATE MACHINES GOOD WILL PROMOTERS

DENVER—A single duplicate of every type machine and fill on his bulk vending route is stocked for immediate replacement by Frank McKeon.

"A location owner annoyed is a location owner partly lost," says McKeon, and consequently he adheres strictly to his policy of maintaining a complement of extra machines, even if he must forego landing a new location until he orders a new machine.

"An established location owner won't wait for us to repair a machine that is broken or has a big coin jammed in the chute," McKeon says, and he invariably drops

everything to rush his standby replacement to a complaining location. A quick check in his complete card file shows exactly the make and model number of the machine and the type fill, and he can thus yank the correct vender from replacement stock without delay.

Except for one instance when he was out of the city for a few days, McKeon claims he has never left a faulty machine on location for more than a half hour. The machine will have to be replaced or repaired some time anyhow, reasons McKeon, and immediate servicing has built up a considerable measure of extra good will.

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25¢ Vendor Featuring The "TRIPLE VIEWER"

TV displays the next 3 portions of merchandise to be vended.

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Holds 200 of 1 1/2" x 1 1/2" capsules.

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● CHARMS ● BALL GUM ● CAPSULES ● MACHINES

Order Now From Victor's South-eastern Distributor.

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Cigs Taxed 3c In St. Louis

ST. LOUIS—The recent 1-cent increase in the city cigarette tax has raised the levy here to 3 cents a package. The new increase, which went into effect the week after it was passed by the Board of Aldermen June 9, has resulted in "very little profit" in the business, cigarette machine operators here said.

With the price of both regular and king-size cigarettes already 30 cents a package in a great many locations, operators agree that the new increase in tax "hurts" since overhead is continually going up.

The cigarette tax bill first was defeated June 6 by a vote of 15 against and 14 for the proposal. When it was reconsidered, the vote to raise the tax passed 16 to 11. Fifteen votes were necessary for enactment.

The new tax increase is being absorbed by both the operators and customers, but there is no blanket answer as to the method used.

Al Schwarz, owner of A & L Cigarette Sales in St. Louis, said that in some locations where regulars sold for 25 cents a package, they were increased to 30 cents. There were a few locations, he

said, where the price of regular cigarettes were raised only to 28 cents.

Demetrie Kabbaz, owner of A-1 Third Street Amusement Company here, said most of his machines dispense cigarettes for a straight 30 cents, regardless of size. He said he was trying to work out a deal where the customer and operator each take some of the loss. If a location is in a strain, he added, he would try to accommodate the owner by raising regulars to 28 cents only.

Other operators expressed the opinion that a 1-cent tax increase was not enough to raise the price of king-size cigarettes above 30 cents unless there were other cost increases. To do so, an operator said, would result in no sales. (With the new increase in tax, counter sales of cigarettes are 28 cents for king size and 27 for regulars. The additional 1 cent has been passed on to the customer entirely.)

The new increase is expected to produce \$500,000 additional revenue during the remainder of the city's fiscal year, which ends next April. The cigarette tax bill was among a series of revenue proposals to raise the city's income to balance the proposed \$64,134,000 operating budget for the fiscal year. (State tax on cigarette is 2 cents a package, making a total levy of 5 cents on each package sold in the city.)

Vending Tax Boost Defeated in Toledo

TOLEDO — City council's finance committee killed a proposal for a tax on vending machines which would have been used to help finance pay increases for city employees.

The proposed tax varied from \$1 to \$15 a year per machine and would have produced an estimated \$30,000 a year in additional city revenue.

Robert J. Meffley, an attorney representing vending machine operators, maintained the tax would be discriminatory and that it would cause great hardship to the operators.

The council committee now has voted down all of the major suggestions for new revenue sources that would have been used to finance a 6 per cent pay increase for city employees, which has been recommended in principal by council's special wage study committee.

Cig—Cancer Tiff

Continued from page 69

theory that there is anything in cigarette smoke known to cause human lung cancer." Richards said "The implications of this piece are most unfair to the tobacco industry and misleading to the general public."

On the article's discussion of filter cigarettes, Richards said the "Production and marketing of filter cigarettes are matters of individual company competitive business. Anyone familiar with the tobacco industry knows that tobacco manufacturers constantly compete with each other to make products to please their customers. That is the reason there are cigarettes with different lengths, shapes, flavors, mouthpieces, tobacco blends, containers, filters and even colors." Richards believes the "truth should be told about tobacco or anything else," and said it should be pointed out that "many scientific experts believe there is no legitimate proof that cigarette smoke causes human cancer." The institute is composed of 14 makers of cigarettes, smoking tobacco and snuff, and includes all leading cigarette makers in the U. S.

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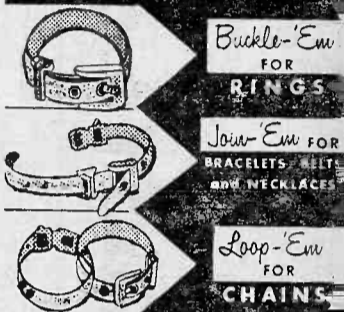
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BELT RINGS



Plastic-Unassembled... \$4.40 per M (open for capsules)

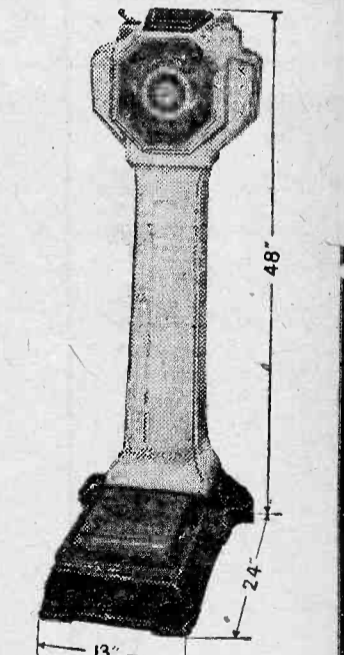
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Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.55
Pistachio Nuts, Sheik	.41
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.30
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ats	.47

Rain-Bio Gum, 40 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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PResident 2-2900

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What does he really look like!!! Order today and find out!!!

Send 35¢ for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

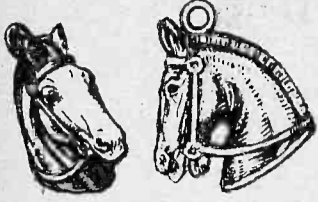
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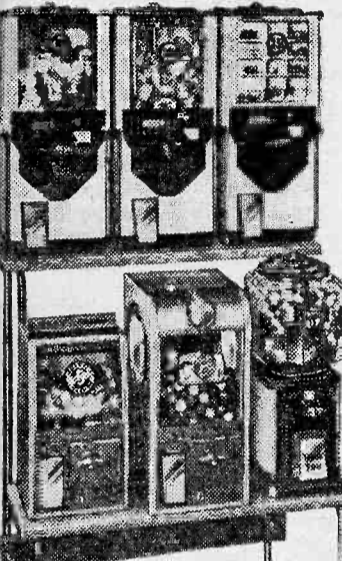


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\$20 deposit puts it to work for you.

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Challenge to Bulk Vending

Continued from page 69

gauged to a low profit margin. Family shopping habits, extensive use of the automobile, suburbia, and superhighways are important factors that have accelerated the retailing revolution over the past five years. By 1960 it promises to be upon us in full force, and bulk vending may have to change considerably—not so much to survive as to capitalize upon these vast changes in retailing.

Preview

In a recent issue, the authoritative U. S. News and World Report gives a preview of what is just around the corner. Shopping centers will become enormous and be placed in strategic spots outside city centers. Specialty stores will flourish along the nation's growing highways, exploiting the American family's increasing mobility. Chains of all sorts will grow in size, both supermarkets and department stores will diversify merchandise on their floors, while the discount store will compound this diversification and resultant competition. To counteract this move to the highways and suburbia, more than 100 large cities have already made plans to completely revamp their downtown sections, where patrons will shop at their leisure and automobiles be banned.

Travel Highways

Bulk vending operators will certainly take to the highways and go to shopping centers as the need arises. The big question and implicit challenge is how successful they will be in their efforts.

If anything, modernity is the prevailing attitude in retailing, from the manner of displaying goods to the psychology behind it. Previously a store was laid out with intricate aisles in the hopes that a customer would "stumble over merchandise he might buy," as a chain-store executive said in the News report. The current philosophy of merchandising is more that of wide aisles where artfully arranged merchandise will draw the customer over with an impulse to buy one of the displayed items.

Relying so extensively upon vast numbers of people that converge upon their stores, especially on Friday evenings, the big outlets are specializing in the type of merchandising that enables unfettered customers to push one another down aisles, as it were, making purchases from displays that do their own selling.

Precarious Situation

In these stores bulk venders are too apt to either get lost or get in the way. Even the small battery of machines may prove ultimately unfeasible, especially if operators insist upon spots of maximum traf-

fic, such as the exit and entrance, the check-out stand and the meat counter. Sylvan Lipshutz, insurance agent for National Vendors Association, reported that most of his 1957 claims came from machines that were knocked over at such spots and caused either bodily injury or damage to the location. As stores increase in size and traffic, managers may well want everything except promotional sale merchandise stashed out of the way of milling customers.

Again, it is easy for even a small battery to become lost in the welter of mass displays that characterize retail outlets more and more. Some operators report that sales go down in supers because they have to settle for inconspicuous spots. In a couple of years operators may well have to find a way of carving out a special area for big batteries or pass up the super-locations entirely. To really exploit the challenge of the retailing revolution, operators may have to convince store managers that bulk vending machines are worthy of a special location and store promotion all their own.

VENDER SELLS BULL DURHAM

SAN ANTONIO — Roll-your-own smokers here can buy sacks of Bull Durham, complete with paper, in the Corral Room of the Pearl Brewery.

The machine is a standard cigarette unit, with one column stocked with the sacks of Bull Durham.

WANTED

Acorn Vendors, any quantity; Victor Card & Gum Vendors, Guns, Kiddie Rides, Arcade Equipment.

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Bubble Ball Gum, 140-170 & 210 ct.27¢ lb.
Chicle Ball Gum, 130 ct.35¢ lb.
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Clor-o-Vend Chicks, 320 ct.40¢ lb.
Chicle Chicks, 320 & 520 ct.36¢ lb.
Bubble Chicks, 320 & 520 ct.27¢ lb.
Tab (short stick), 100 ct.38¢ box
5-Stick Gum, 100 packs\$1.90
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PM Buys Stock Of Canadian Co.

NEW YORK — Philip Morris, Inc., has bought most of the outstanding shares of Benson & Hedges & Canadian Ltd. The Canadian firm with headquarters in Montreal, is one of Canada's largest cigar manufacturers. In 1957 gross sales were more than \$2,000,000.

In addition, the acquisition now gives Philip Morris the right to market and manufacture its cigarette brands in Canada, a right that was withheld until now.

Joseph F. Cullman 3d, PM president, said that last year Canadians smoked some 30 billion cigarettes. This is an increase of three billion cigarettes compared with the previous year.

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
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- STONER PENNY GUM MACHINES, reconditioned 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 110.00
- STONER 8-COLUMN CANDY, postwar 5-10-20 165.00
- NATIONAL CANDY, 9-column 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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O'Mahoney Copyright Bill Passes to Full Committee

Amended Version Okayed by Subcommittee Is Said to Cover Areas of Controversy

By MILDRED HALL

WASHINGTON—An amended version of the O'Mahoney anti-juke exemption bill, together with hearing reports, squeezed out of the Senate three-man patents and copyrights subcommittee by a vote of two to one last week.

The report on the subcommittee's April hearings now goes to the full committee, where it may be called up for action in today's meeting (14). Vote of disapproval was reportedly made by Senator Wiley (R., Wis.), with Johnston (D., S. C.) and Chairman O'Mahoney (D., Wyo.) approving.

The report and the amended bill have not yet been publicly released. However, they are believed to cover the two main areas of controversy in previous juke box legislation:

1. The maximum charge for performance royalty per juke box, annually, if the 1909 Copyright Act exemption is removed.

2. The fixing of responsibility for royalties on the juke box owner or operator, rather than on the location owner.

The location owner was protected nominally by the original wording of the bill by O'Mahoney

(D., Wyo.), chairman of the subcommittee. However, lawyers at the hearings criticized the wording for leaving loopholes in protection of location owner if and when S.

(Continued on page 82)

CMMA-Potter TV Venture Hits Stride

Show in 5th Week; Plan Network Expansion Shortly

LOS ANGELES — The California Music Merchants Association's television venture with the "Peter Potter Juke Box Jury" show goes into its fifth week here, with signs of a long run and eventual network expansion now being forecast.

Conceived as a public relations venture by CMMA, the show has brought favorable comment from many of the operators who have indicated better-than-average reactions from their locations.

The show is currently aired on station KRCA (NBC) in Southern California, with plans for expansion to Northern California, Oregon and Washington in the not

(Continued on page 83)

CMMA Plans Ordinance to Stop Loans

OAKLAND—A partial solution to location loans may be in the offing for West Coast operators thru legislation that is being readied by California Music Merchants' Association for presentation to the State's city councils.

George A. Miller, association president, indicated last week he was preparing an ordinance to present to the Oakland City Council that would outlaw all such loans, unless a legal rate of interest was

(Continued on page 84)

income; nine out of 10 (88.9 per cent) of those in the group making more than \$25,000 have other income. In the four income groups between these two, the percentage of operators reporting other income ranges from 45 to 53 per cent.

However, of the number who do

(Continued on page 74)

May Drop 20% Cabaret Tax On 'Milk Bars'

WASHINGTON—Hearings on a proposal to exempt "milk bars" from the 20 per cent cabaret tax will be held by the Senate Finance Committee this week (15 and 16).

Proposal is part of the Forand (D., R. I.) Excise Tax Technical Change Act) which passed the House in June, 1957 (The Billboard, June 24, 1957).

Passage of the measure might boost the demand for juke boxes in milk and snack bars across the country. It would exempt the "bars" from the cumbersome levy if music for dancing is provided

(Continued on page 83)

Changes in Wurlitzer, Seeburg German Sales

HAMBURG.—Lowen-Automaten continues to handle the Seeburg phonograph line as exclusive distributors in Germany, but import and sales is now centered at Bingen/Rhine, the firm having closed its former Hamburg office.

Erich Schneider, former Hamburg manager of Lowen-Automaten's export-import division, now directs Wurlitzer export-import business at Hamburg for Rex-Automaten, Coesfeld/Westfalia.

Rex-Automaten, a newly established firm under the presidency of J. Thesing, has taken over exclusive German distributorship for Wurlitzer, with agencies at

Bremen, Osnabruck, Dortmund, Duisburg, Koblenz and Hannover, as well as at Hamburg. The Hamburg office is the one formerly occupied by Lowen-Automaten.

Thesing, Rex president, owned the former firm of Westfalischer Automaten-Groshandel, Coesfeld. The Rex firm comprises the former Thesing firm and the agencies mentioned.

Schneider remains at the same Hamburg premises with the same staff, now under the Rex name. His office is importing amusement games from various firms in the U. S., as it did in the past, in addition to handling the Wurlitzer line.

NO FINAL ACTION ON BILL LIKELY IN THIS SESSION

WASHINGTON—Operators all over the country are wondering where the amended O'Mahoney juke box bill, now reported out of subcommittee and into the full judiciary committee, will go from here. (See separate story.)

The answer is: Not very far, in this closing session of the 85th Congress. Even if the amended bill S. 1870 should be reported favorably out of the full Senate Judiciary Committee and reach the Senate floor, only a miracle could obtain passage this session.

The bill or its House counterpart would have to speed thru the House Judiciary Subcommittee on Patents, Trademarks and Copyrights, then get approval of the full committee and win a House vote in the few weeks remaining of the session, which is expected to recess by mid-August. Committees can continue to function until December 31, 1958, but the whole process would have to be gone thru with a newly introduced bill in the upcoming 86th Congress.

Most likely prospect is that there will be no final action in either House on the bill this session, and a new bill will be introduced in the next Congress, the 86th, which starts in January, 1959. Should S. 1870 get a Senate Judiciary Committee blessing and a Senate vote in this session, the 1959 reissue could move far more swiftly to Senate and House action in the 86th Congress.

Juke box interests take heart in the history of past struggles of anti-juke exemption bills in the House Judiciary Committee. In the 83d Congress, even the Judiciary Chairman Emanuel Celler (D., N. Y.) worked for passage of the Bryson-Kefauver anti-exemption bill, it died on the Willis (D., La.) subcommittee shelf.

A bill identical to the O'Mahoney original legislation was introduced by Rep. Ralph W. Gwinn, in August, 1957, during the first session of the 85th. The House subcommittee has taken no action on it, because the chairman, Edwin Willis (D., La.), is reportedly awaiting to see the outcome on the Senate side.

PROGRAMMING AID

EP's Help Stretch Op's Disk Budget

The current flood of new pop hit introductions has complicated many an operator's programming picture. In an effort to keep their juke fare current, operators often find themselves straining to keep within budget limitations set for new record purchases. Here's the story of one old-line Wisconsin operation that has successfully used extended play album music to balance their music menu.

By BENN OLLMAN

HURLEY, Wis. — Extended play records grind out money-making music for the L. & L. Amusement Company routes in this Lake-dotted Northern Wisconsin sector. Partners Jerry Lawler and Howard Schlecht, whose routes range thru

about 225 miles surrounding the fun-loving town of 4,500 people and 85 taverns, claim that EPs are prime investments for their EP's, they insist, frequently rap up better results than many of the latest pop hit singles.

Both partners have long, successful backgrounds in the music games business. Jerry Lawler has been in the industry 30 years, at his partner, Howard Schlecht, has been an active coinman for about

(Continued on page 8)

Here's List Of Members of Full Committee

WASHINGTON—Members of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyright, of whom two approve the O'Mahoney report on the amended juke exemption bill, are: Chairman O'Mahoney; Senators Olin D. Johnston (D., S. C.), a co-sponsor of anti-juke exemption legislation, 1955, and Alexander Wiley (R., Wis.), reportedly voting "no."

Full judiciary committee membership now considering the bill includes democratic Senators James O. Eastland (Miss.), chairman; Estes Kefauver (Tenn.); Olin Johnston (S. C.); Thomas C. Hennings (Mo.); John McClellan (Ark.); Joseph C. O'Mahoney, Sam J. Ervin (N. C.), and John A. Carroll (Colo.). Republicans are: Senators Alexander Wiley (Wis.), William Langford (N. D.), William E. Jenner (Ind.), Arthur V. Watkins (Utah), Everett Dirksen (Ill.), John Butler (Md.), and Roman L. Hruska (Neb.).

Co-sponsors of the O'Mahoney

(Continued on page 8)

Here's Close-Up Of Mr. Juke Box

Average Operator Tabbed in 10G Bracket, Is in Early 40's, Has Operated 12 Years

• Continued from page 1

routes owned by operators in the \$5,000 to \$7,500 income level was \$44,800; in the \$7,500 to \$10,000 bracket, \$60,000; \$10,000 to \$15,000, \$86,785, and \$15,000 to \$25,000, \$102,899.

14 to 20 Per Cent

Personal income in all categories except the two highest average roughly 14 per cent of total route value set by the operators reporting. Incomes in the two biggest average about 20 per cent of the total route value.

A large number of operators, according to the study, also have income other than from operating. The highest percentages of those with other income come from the lowest and highest operating income groups.

Seven out of 10 (69.4 per cent) of the operators making less than \$5,000 from operating have other

Ready TV Film On Juke Boxes For Trade Use

DAYTON, O. — A film on the juke box industry for use on television will be made available to operators and distributors by August 1.

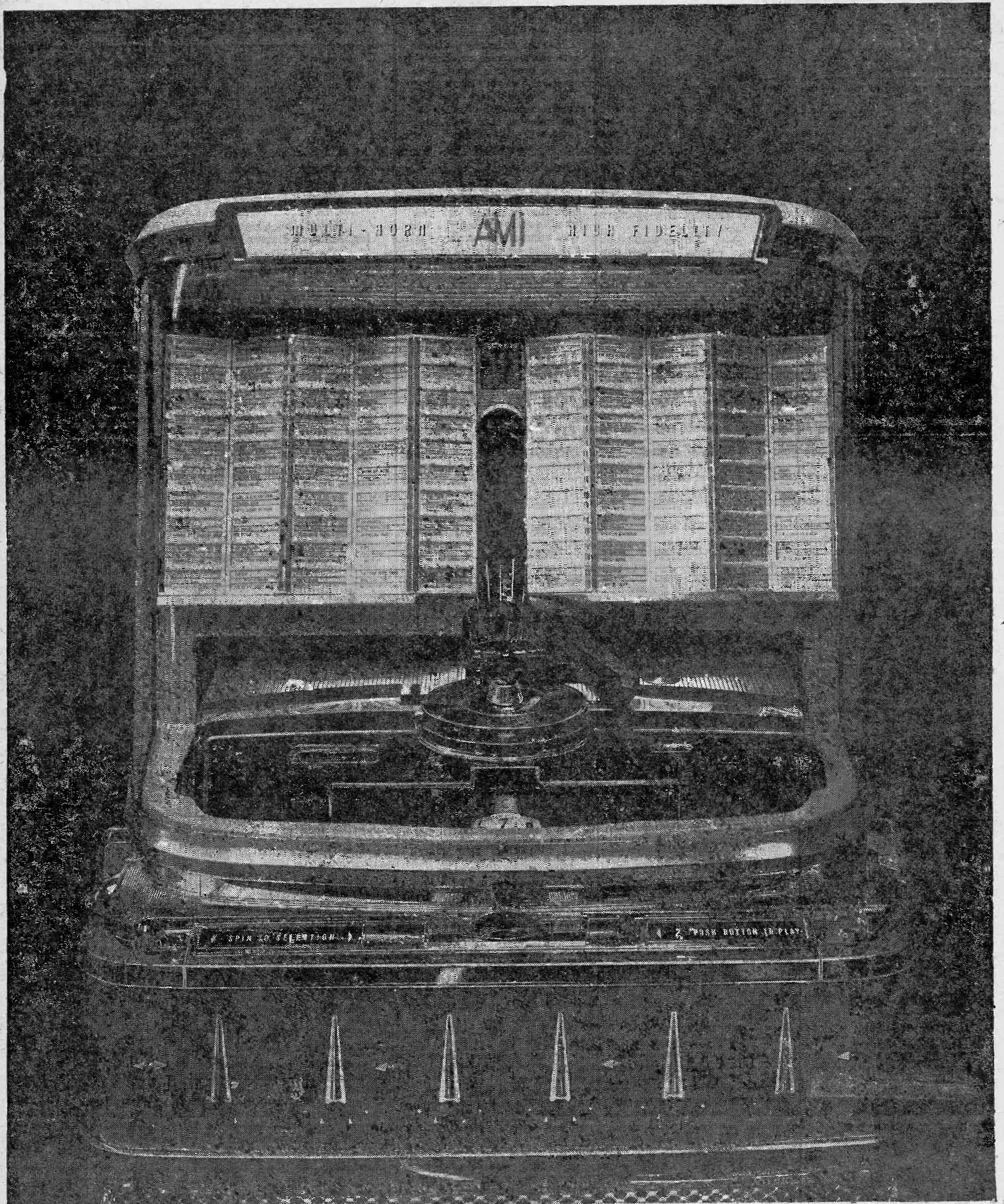
Glenn Walters, head of the Valdhare Company, a motion picture and television producer here, is making the film. He said the film will be just two minutes long and will be based on a news format.

Walters said it is his experience to find that program managers are much more receptive to using industry-type films when they are fast-paced, interesting and short.

He will also make longer films available if there is sufficient demand.

The film will contain facts and figures about the size of the juke box business and about juke box operating specifically.

Walters headquarters in his father's juke box operating company, the W & W Music Company, 340 Xenia Avenue, here.



THIS YEAR'S MODEL AT 1953 PRICES . . . the AMI 1-200M juke box. That's holding prices at 1953 levels! And you get *more* for your money—a 200-selection juke box for the same price as the 120-selection machine of 5 years ago. *Plus* sleeker styling . . . superb sound . . . less servicing.

What are you waiting for? Call your AMI Distributor *now* . . . and start figuring up your profits.

AMI Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan • Chicago • Geneva

Here's Close-Up Of Mr. Juke Box

• Continued from page 72

report outside income, more than half (54.4 per cent) say that 75 per cent or more of their total income comes from operating.

Because most juke box operators also operate amusement games, and a few vending machines, there was little correlation between the number of juke boxes operated and income from operating, except at the extremes.

For example, the median number of juke boxes operated by the under \$5,000 income group was 28; for the over \$25,000 group 150. But the median number of juke boxes for the \$5,000 to \$7,500 income group was 41, compared to 50 for the \$15,000 to \$25,000 group. And the median number for the \$7,500 to \$10,000 group was slightly higher (69) than for the \$10,000 to \$15,000 group (65).

Actually, it is easy to see why this is so. Some operators with few juke boxes and a large number of games would fall into the higher income groups because of the games. And an operator with considerably more juke boxes but few games, might fall into the same income category. The number and types of games operated was not included in the study.

A total of 89 of 144 operators in the 1957 survey reported 33 different sources of income other than operating. The majority, despite an interesting diversity of outside enterprises, drew income outside operating from real estate, restaurants and taverns and various kinds of retail stores. Even these three main categories might be trimmed if "real estate" were

pinned down, since it could well include many of the latter two categories.

Real estate took top honors with 15 of 89 reporting this as their outside income source; restaurants was next with eight; six said "rentals." Radio and television sales and service, taverns and "loans and finance" were three categories claiming five operators each.

Four gave "kiddie parks and amusement centers" as their outside source and an equal number claimed "farming" as theirs. Hardware stores and liquor stores were tied with three each. Music stores and "record company and publisher" categories had two each, as did grocery stores, construction, sales and industrial vending.

Among the more interesting entries (with one each) were sheep raising, mining, scrap iron. One listed "general store." Other single entries included a motel, automobile sales, a garage and a paving contractor.

Thru High School

Altho formal education appears to have no effect on how well an operator does in earnings, it is interesting that many have at least a high school education and a large number have had at least some college training.

In the study, 312 operators—or nine more than answered all other questions relating specifically to income—responded to the question on their formal education.

Of this number, 128 reported they had completed high school, 103 that they had anywhere from one to four years of college. Eleven said they had some postgraduate work. Thirty-two had not gone past the eighth grade, 38 had from one to three years of high school.

Operators are young, with the majority having at least 15 to 20 years before they reach their 60's. Of 311 operators, 131 are between 40 and 49; 84 between 30 and 39; 17 between 20 and 29; 59 are between 50 and 49; 18 between 60 and 69 and just two 70 or more.

Nearly nine in 10 operators are home owners. Of 312 operators, 275 own homes.

They have an average of two children. Of 293, only 35 are childless.

They are solid citizens, with 12 years being the average length of time they have been operating in the same area. Of 307 operators answering, only 49 have operated four years or less; 76 five to nine years; 76 10 to 14 years. In the 20 to 24-year category there were 53 operators; 14 in the 25 to 29-year group. There are five in the 30 to 34-year group, two in the 35 to 39-year category.

The average operator started his own juke box operation in 1946.

Nearly one-third have entered juke box operating in the last five years (since 1953); one in five entered in the five-year period 1948 thru 1952; 25 per cent in the 1943-1947 period.

One in 10 (11.4 per cent) started operating juke boxes in the 1938-1942 period; 14.3 per cent in the period from 1933 thru 1937; 6.9 per cent entered before 1933.

SOFIA'S JUKE IRKS REDS

SOFIA, Bulgaria—A local restaurant, named the Kristal, in this Bulgarian capital city, was very proud of its new West German juke box, with the latest rock-'n'-roll, calypso and modern jazz disks from outside the Iron Curtain. But not local Communist officials. They turned a jaundiced eye on the whole adventure.

Rather than break up the machine, the officials broke into the restaurant late one evening and switched the records around without changing the titles on the front of the machine.

This caused quite a bit of confusion at first, but patrons soon learned which button to press for which selection, and everything returned to normal.

UMO Urges Ops to Write On SB 1870

DETROIT — Strong renewed opposition to the juke box performance rights bill (Senate bill 1870) was unanimously voted by the United Music Operators of Michigan (UMO), at both the board meeting and the July membership meeting.

Individual operators are being urged to write to their own and other specified members of Congress and Senate, expressing opposition to this bill as well as to any type of legislation designed to change present copyright laws.

Letters are being sent to all music operators here by Roy Small UMO conciliator, urging their individual action in support of this position, which is in line with the national campaign of the MOA.

A new member of the association, Frank Fabiano, head of Fabiano Sales and Service Company, Inc., was approved and welcomed at the UMO meeting.

The meeting also discussed and approved a program to reactivate the proper identification of machines on location, thru making sure that the proper UMO sticker is visibly placed on each machine. This is a continuing program, requiring periodic reinforcement.

Coin Collections Trailing in Conn.

HARTFORD, Conn. — Connecticut operators are experiencing one of their worst years in recent memory, according to Jim Tolisano president of the Music Operators of Connecticut.

According to Tolisano, industrial layoffs have hit the State hard, and the tavern business is considerably behind what it was a year ago.

As Connecticut is largely an industrial State, and as the factory worker forms an important part of juke box patronage here, the layoffs have had a telling effect on juke box collections.

The Music Operators of Connecticut have suspended meetings for the summer, with the next regular meeting scheduled for September.

Seek Juke Repossession

GREENSBORO, N. C.—Music Distributors, Inc., Fayetteville, has filed in Guilford Superior Court here a suit seeking \$2,784.23 plus interest from Bill Agapion, trading as Tri-City Music Company of Guilford County, for phonographic equipment and other equipment allegedly delivered to Agapion but unpaid for.

The Fayetteville corporation also asks repossession of 17 juke boxes.

COIN CALENDAR

Association Meetings scheduled. Check for changes.

July 14—Tri-County Juke Box Operators' Association, 57 Mitchell Place, White Plains, N. Y.

July 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Room 24, 530 Broadway, Gary, Ind.

July 18—New York State Operators' Guild, monthly meeting, Hotel Palatina, Newburgh, N. Y.

July 18—Eastern Pennsylvania Amusement Machine Association, General De Kaft Inn, Norristown, Pa.

July 17—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown 12, O.

July 17—Phonograph Merchants' Association, Hollenden Hotel, Cleveland, O. Executive board meeting.

July 21—Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

July 22—Western Massachusetts Music Guild, semi-monthly meeting, Chelet Restaurant, West Springfield.

July 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

August 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

August 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

August 5—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

August 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

August 6—Summit County Music Operators' Association, monthly meeting, Akron, O.

August 6—Music Operators' Society of St. Joseph Valley, 130 North Ironwood Drive, Mishawaka, Ind.

August 7—California Music Merchants' Association, Sacramento Hotel, Sacramento, Calif.

August 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

August 7—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown, O.

August 8—West Virginia Music Operators' Association, Board of Directors Meeting, Martinsburg, W. Va.

Juke, Game Vandalism Hurts St. Louis Ops

ST. LOUIS—A growing incidence of vandalism and break-ins against juke boxes and amusement games in the St. Louis area has become a sore spot to the local operating trade. However, efforts at alleviating the situation, up to now at least, have met with little success.

Prime violators appear to be the high-traffic locations, where customers are able to carry out their malicious mischief without interference from location employees.

A favorite trick of pranksters is burning the plastic juke box selection buttons with a cigarette butt. The pouring of drinks into juke box and amusement game coin chutes and ventilating holes also appears to be a favorite way for vandals to deface the machines, along with breaking of glass and plastic trim, kicking in of covers over speakers on phonographs and jamming match sticks and other bits of dirt into moving parts.

Combat Situation

The most practical means operators have found of combatting the situation up to now at least, is in enlisting the co-operation of the location owner and his employees to keep an eye on the equipment. But even this hasn't been too effective in the high-traffic locations,

where employees have their hands full with other jobs.

A repeated topic of discussion among members of the Missouri Amusement Machine Association, the subject has yet to receive an adequate solution.

A number of operators have reported they've had to drop several stops where the cost of the breakage and vandalism made operating a machine in the location prohibitive.

The experience of Sidney Morris, local music and games operator, has been typical. "We make a point of estimating how much damage is likely to occur, particularly late at night when crowds of boisterous youngsters are filling the spot," Morris said. "If it is obvious that the incidence of vandalism is too great, we simply scratch that spot off our list."

Catching the culprit, Morris points out, is seldom of any value. "It is almost hopeless to attempt to prosecute, even where a youngster is caught in the act of damaging the machine."

In some spots Morris has been able to relocate the juke box or amusement games to a better lighted section of the tavern or bistro, where the bartender or waitresses can keep an eye on it. But this isn't always possible, he adds.

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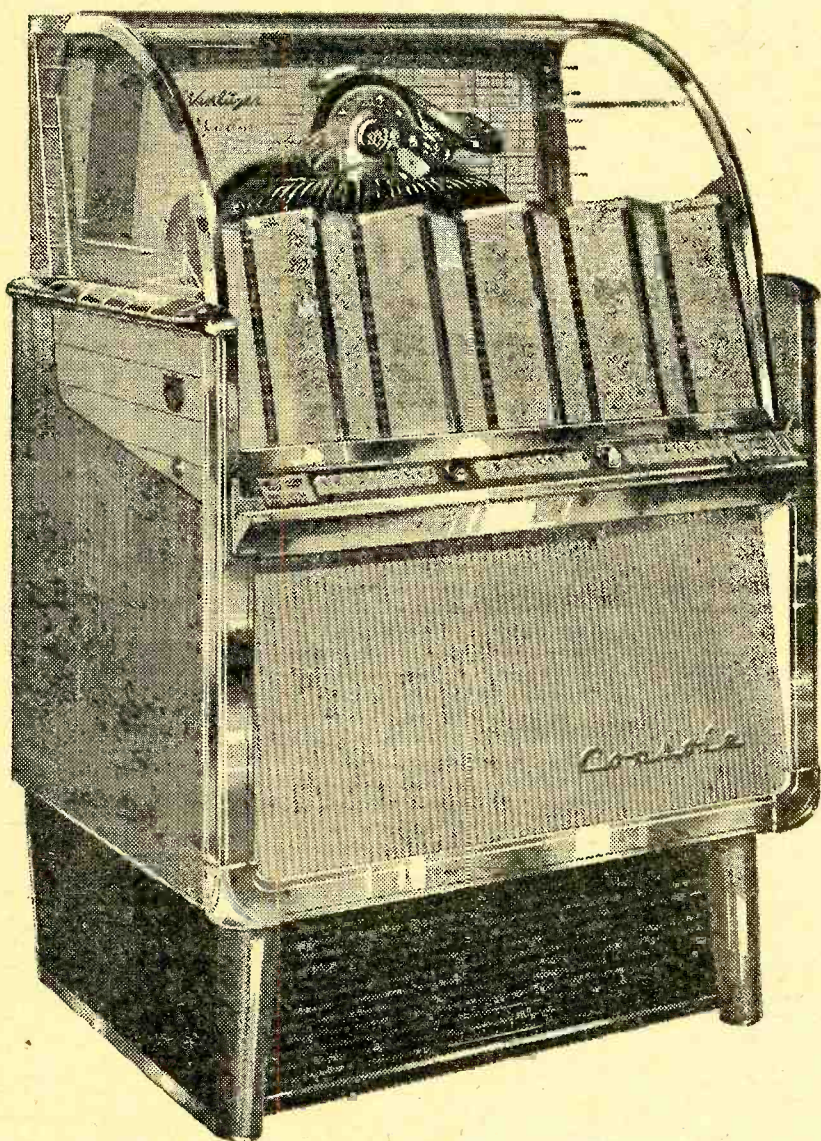
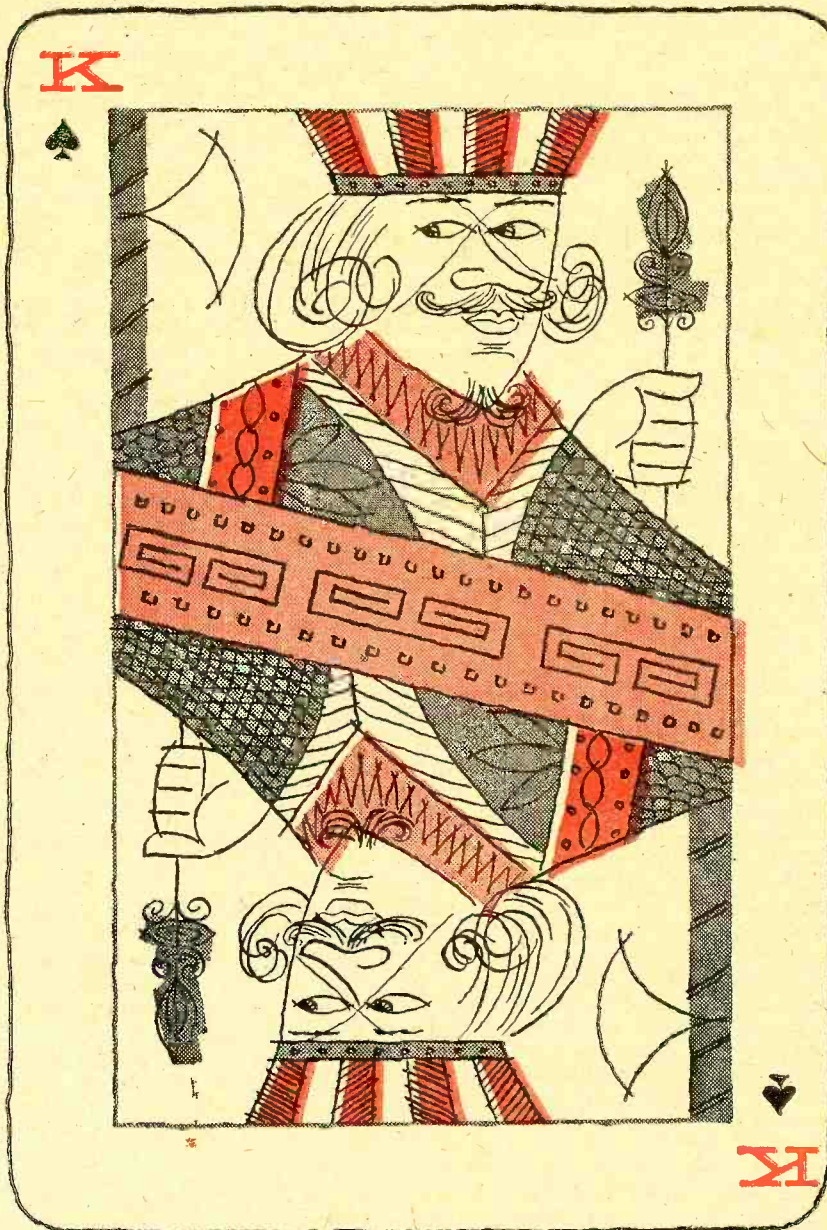
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FOR
EVERY LOCATION

PRODUCES
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THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.
Established 1856

Coinmen You Know

Chicago

Vacations seem to be the order of the day for Chicago coinmen, now that the hot weather has gotten underway. Most are either planning to go, are gone, or just coming back. Fred Skor, amusement games major-domo at World Wide Distributing Company, starts his annual two-week junket this week. Skor plans to spend his time in Wisconsin.

Joel Stern, World Wide's busy veep, reports business appears encouraging for this time of year—so much so, in fact, that Joel's golf game, formerly in the mid-80's with constant practice, has slipped to the high 90's for his once-a-week sessions.

Norm Dompke, service head at Apex Amusement Company also takes off on a week-long rest, leaving Apex Veep Earl Kies to double in brass. Kies incidentally, as president of Recorded Music Service Association, is starting to get busy with plans for the group's second annual banquet to be held in November at the Morrison Hotel.

The doors are closed at the Rock-Ola factory for two weeks, but sales heads, Kurt Kluever and Les Rieck seem oblivious, reporting in each day with full briefcases. . . . Nate Feinstein at Atlas Music Company reports a strong June for the firm, with activity particularly strong on the new Seeburg cigarette vender.

Sam Wolberg, Chicago Dynamics co-head, had some interesting comments on his organization's new Genco Flying Aces nov-

elty game: "When a new type of game is introduced, manufacturers usually add one new feature at a time. . . . this time we've put all of the features into one model."

New York

By AARON STERNFIELD

Jim and Louise Bilotta, Newark, N. J., are on a six-week tour of Europe. While abroad they will visit their son, Patrick, who is stationed with the U. S. Army in Frankfurt, Germany.

Bob Slifer, executive director of the National Coin Machine Distributors Association, left this week on a motor trip to Chicago where he will look for a home and assume his new duties. Accompanying him were Mrs. Slifer and their two teen-age daughters. Slifer will visit distributors between New York and Chicago on the trip.

Visitors on 10th Avenue this week were Dick Wenzel, Kingston, and Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y. . . . Lou Wolberg, Runyon Sales, has been taking long weekends to his summer place at Loch Aheldrake.

Mike Mulqueen, Walden, N. Y., visited Murray Kaye at Atlantic-New York this week. . . . John Bilotta, Newark, N. Y., Wurlitzer distributor, visited Bob Catlin at his Albany office this week.

Detroit

By HAL REVES

Lous M. Kaplan, newcomer to the coin machine business, after being in the scrap iron business for 18 years, is forming the Elkay Vending Company to operate a di-

versified vending route. He is placing a battery of units in the new Playland Ice Skating Rink and plans to expand into other types of locations. . . . The Allstate Vending Company, being established in the downriver suburb of River Rouge by Rosemary D. Knechtel, has altered plans. The company will not enter active vending operations. No further plans are in prospect at this time.

Gloria Kamin is entering the sparse ranks of feminine operators with purchase of the soft drink portion of a diversified route operated by another company. She will operate as Gloria Vending. . . . Joseph Kanterman, partner in K & S Company, game operators, is putting plenty of new machines out on location as an antidote to the recession, specializing in six-pocket pool and bowling machines.

Nate Comisar and Harry Taylor, who have operated a shuffleboard route for several years under the name of Nate and Harry, recently added pool tables to their operation. . . . Pointe Concession Company, operating a route of ice cream, cigarette, and candy machines, has moved to new quarters on Kercheval Avenue on the far east side. The company is operated by the Kilbride brothers, Thomas, Bernard Jr., Neal, and Torrence, with Thomas as the active manager. The new quarters are about doubled in space, and include a shop for reconditioning equipment. Thomas Kilbride also announced that the company is branching into full line vending for industrial office building, and other locations.

Motor City Vendors, Inc.,

Conn. Music Op Counsel Is Nominated for U. S. Congress

HARTFORD, Conn. — Emilio Q. Daddario, counsel for the Music Operators of Connecticut, may be the next United States Representative from Connecticut's First Congressional District.

Daddario, who has handled the legal problems for the Connecticut coinmen for the last four years, has been nominated by the Democrats for the seat formerly occupied by Thomas Dodd, currently running on the Democratic ticket for the United States Senate. The district covers the Hartford area.

At the district convention here Tuesday (8), Daddario won the nomination by defeating Mayor James O. Casey of Bristol 188-18, after which the convention made the nomination unanimous.

Favored to Win

The 39-year-old nominee is favored to win in what is normally a Democratic district. If elected, he will join Rep. George Miller (D., Calif.) as a Congressman with knowledge of the music machine industry and sympathy for the operators' problems.

At 28, Daddario was one of the youngest mayors in the nation when he was chief executive of Middletown, Conn. Later he served as a judge.

is being chartered as a Michigan company to manufacture and deal in vending machines with \$50,000 capitalization and common stock issued at \$10 par value. Joel G. Jacob, Detroit attorney, is agent for the company, but principals are not being disclosed.

Boston

By CAMERON DEWAR

Dave Baker, of Melo-Tone Vending, (Continued on page 79)

He is a graduate of Wesleyan University in Middletown and is one of that institution's all-time football greats. He served as an infantry officer in World War II in Europe and later in the Korean War, rising to the rank of major and winning several combat decorations.

Daddario led the legal fight to get pool tables approved in Connecticut and has been active in many court and legislative matters affecting the industry.

He lives with his wife and three children in Hartford.

'HOPPERS BOP CROPS, TOP OPS HELPS STOP

HOLLY, Colo.—Think you have troubles? Operators in this Southeastern Colorado area are currently battling grasshoppers.

Billions of the crop-destroying pests have invaded this region in the past two weeks to the extent that President Eisenhower has declared this corner of the State a disaster area and authorized 50 crop-dusting planes to protect its rich fields of wheat.

Two of the area's most prominent operators, Morris Hooker and Cecil Finney, have lent all possible support to the program, providing telephone communication and offering field headquarters to hopper fighters. The crops in the area have been excellent this year, and could provide a local prosperity for the coin machine trade as well as all other industries.

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a United operator

a United phonograph

a busy location

Write for details about the world's finest coin-operated musical instrument dramatically styled by **RAYMOND LOEWY** world famous designer

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of July 7, 1958)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with their High, Low, and Mean Avg. prices.

AAMONY Refutes Financial Rumors

Warner Letter Cites Economies; Says Association Has 80% of All Coin Games

NEW YORK—In an effort to answer rumors that the Associated Amusement Machine Operators of New York, Inc., is in financial difficulties, Sandy Warner, president of AAMONY, sent a letter to all members assuring them that the organization will continue to function.

The letter cited economies the association is making in order to strengthen its financial position, and pointed out that more than 80 per cent of all registered game contracts are with AAMONY.

According to the letter, Theodore Blatt, counsel, and Herbert Jacob, executive director, had both agreed at a July 1 board meeting to serve without pay until after Labor Day, with back pay to be made up at a later date. Later this week, however, Blatt announced his resignation (see separate story).

New Budget

"Our new budget," said the letter, "will take care of all our obligations provided all members pay

the back dues which they owe to this association and continue to pay current and future dues on time. In order that we may function efficiently and effectively, we must strongly urge . . . we must seriously request our members show their desire to co-operate and be an integral part of their association. If you will stop to consider for just one moment that we have survived several critical situations in the recent past without assessment or any undue hardship on our membership, you will agree that this is most unusual in our industry."

The letter pointed out that the office staff "has been reduced from three to an irreducible minimum of two, namely, Mrs. Claire Morano and Mrs. Lillie Shamlain."

Warner also said that the number of breached locations has been substantially reduced, the license situation is under control and "we have successfully faced investigations."

T. Blatt Resigns As Counsel for N. Y. Coin Group

NEW YORK — Theodore H. Blatt, of the law firm of Haskell & Blatt, has resigned as counsel for the Associated Amusement Machine Operators of New York.

Blatt had been counsel for the local game association since its organization in 1936 and has been connected with the coin machine industry since 1927, when he was an organizer of the Metropolitan Amusement Machine Operators' Association, the first coin trade group in the city.

He has also represented Arcade associations and individuals in the coin machine industry. One of the reasons prompting the resignation was Blatt's recent appointment as counsel for the Box Association of America, Inc., a trade group of paper box manufacturers.

However Blatt said that his new duties will not interfere with his current coin machine clients, and also that his law firm intends to represent additional firms in the coin machine industry.

Long Bowlers Rate 60-40 in Boston

Other Games Set at 50-50 Commission, Won't Go Lower, But Tough to Improve

By CAMERON DeWAR

This is another article in a series on game operator loans and commission practices in cities across the country.

BOSTON — Commissions to game locations have undergone little change in the past few years in the metropolitan area, and except for the more expensive long bowlers, have remained at a level of 50 per cent in the majority of cases. Most operators work their locations on the 50-50 basis and it is rare when more is paid.

In the case of pinball machines, shuffle bowlers, gun games and pool games the commission is pretty generally set and has been for years at 50 per cent. It is only in the locations with long bowlers where the operator usually gets a higher commission.

The operator feels that because of the higher investment in the case of long bowlers, he has to obtain more than the usual 50-50

split. The average commission in the area on long bowlers is 60-40, but there are cases in which the operator has managed to go as high as 65-35.

There does not appear to be any formula or agreement in existence among operators as what should be taken out of a location for a specific type of game. Tradition and experience based on a reasonable profit margin seem to have dictated the terms, generally at 50-50, with the exception of the more expensive long bowlers.

None Below Par

Many operators say they would like to get more on the split, but since the competition is keen this does not seem to be too practical in the light of the unwritten, going rate. The location owner knows what he can get and is unlikely to settle for less. There is, however, no tendency on the part of the operators to allow the commission to be whittled below the 50-50 mark. In no instance did any operator admit to receiving less than that figure.

While a few operators complain about the amount of profit to be made on the 50-50 deal, it is generally conceded by most that a reasonable living can be made on this basis. But despite a rather fierce competitive situation, most seem to feel that to go below the usual split is merely asking for trouble in the long run.

The trend, then, is to ignore pleas of location owners for more than half of the profits and to

(Continued on page 83)

Bar Owners Hit Providence Ban On Coin Games

PROVIDENCE — The Rhode Island Retail Liquor Dealers Association has charged the municipal ban against coin operated amusement devices in taverns is working a hardship on the bistro owners.

A letter from Harold L. Warner, executive secretary of the association, said that the retail liquor business "is and has been for some time in bad economic straits" and "many licenses are in fear of going under."

Pointing out that surrounding communities have no such ban, Warner added that "in those communities, coin-operated amusement machines such as bowling alleys and pool tables are present in almost every bar or cafe. They are not only a legitimate source of income for the licensee, but they attract customers."

Coin Leagues

"In most cities and towns, bowling leagues and pool game leagues are popular. Each licensed establishment has its own team which plays a different establishment weekly on a rotating basis.

"We ourselves know that many of our customers go to places outside of Providence in order that they may have a few drinks and at the same time play at such games as bowling or pool."

The letter was received by the Providence City Council and referred to the Bureau of Licenses.

ONY to Move to 1721 Broadway

NEW YORK—The Game Operators of New York moves into its new headquarters at 1721 Broadway here Thursday 17. In charge of the office will be President Al Ferber. He will be assisted by a full-time secretary.

According to Ray Knoss, GONY board member, some 25 operators have already signed up with the new association. Knoss said that all New York game operators are eligible for membership.

Game Operators Speak Frankly on Repair, Servicing Costs, Problems

By KEN KNAUF

This article gives individual game operator comments on servicing and maintenance. Articles in the previous two issues analyzed results of a survey on the subject in which 36 operators from all areas of the country told their average costs and servicing methods.

CHICAGO — Game operators feel strongly that every new game introduced to the market should be in top mechanical and electrical shape, and should hold up at least a year on location without requiring major repair.

Many of the comments received in the recent survey of operators on servicing methods and costs, criticize manufacturers for sometimes being too quick to bring out a new game without careful enough final inspection and adequate field testing.

Apparently one "dog" machine can do more to affect operator buying habits than one "winner." But operators also paid compliments to some manufacturers for their general reliability.

Operator comments, limited only in respect to the broad topic of servicing methods and costs, ranged from the need for more servicing bulletins and personal help to a critique on the principal trouble spots on certain games.

Multi-Player Games

A Pennsylvania operator gave this view on one line of games he uses: "The single-player games of one manufacturer hold up very well. However, the two and four-player games of this same manufacturer are constantly out of wack. The only consolation is that they are good money makers."

Paul Scurer, Wooster, O., operator, offered this short but weighty comment: "Games could be checked more thoroly before shipping."

Said operator Joe Aragon, Belen, N. M.: "Games under one year have little or no repair costs. But games two to three years old incur costs of about 25 per cent of the original investment."

Very constructive criticism was presented by another Ohio oper-

ator: "The manufacturers offer very little assistance in the way of service to the operator. If a game is a dud, you're stuck. If the manufacturers would send service bulletins or even questionnaires on methods used to overcome the individual shortcomings of certain games, it would help. United is the only firm that ever sent a man to me, and I did not even request it."

Servicing Means Time

A real gripe was tossed out by an Iowa operator: "Some manufac-

turing concerns just make a game with little regard to the service problem. Much time is wasted by the operator in placing machines which, by their nature, require frequent servicing. I believe Gottlieb does a good job; this is perhaps due to the fact that they stick to one line of games. I think that the last six months have seen the poorest group of new games that I have witnessed in my 12 years of operating experience."

Pinball trouble spots were spotlighted by F. G. Miller, vice-president, Miller's, Inc., Irvine, Ky.: "Most troubles are brought by dirty coin chutes often clogged by foreign objects such as matches, gum or toothpicks. Other frequent trouble-makers are sleeves on coils wearing out and blown fuses. About every 18 months we give each game a complete overhaul, replacing all worn parts and repainting the cabinet."

Another gripe from San Antonio, Tex., operator W. H. Crane, ABC Coin Company manager: (Continued on page 83)

4-Star New Williams Five-Ball Game

CHICAGO — A new single-player five-ball pin game, 4-Star, was shipped to distributors last week by Williams Manufacturing Company.

Player "selects" a number by shooting ball thru top roll-over lanes numbered 5, 6, 7, 8 or 9. He then attempts to hit ball bumpers and contacts on the playfield corresponding in number.

As he builds up a series of this number by hitting playfield contacts, stars light up in a row on the playfield indicating a string of hits ranging from one to 14.

A string of lighted stars awards player with replays. High scores and a special center hole, when lighted, also gain replays.

When the player's "selected" number is lighted below the special hole, stars are also spotted when targets are hit.

Top number sought by the player is 7, which scores for replays as contacts are hit on playfield.

According to Sam Lewis, Williams director of sales, 4-Star's replay system is modeled after its predecessor, Satellite, both games well balanced in replay ratios to suit both player and operator.

Legion Appeals Pinball Ruling Of Pa. County

UNIONTOWN, Pa.—A recent Fayette County Court ruling that in-line pinballs are gambling devices regardless of whether payoffs are made, was appealed to Superior Court on behalf of an American Legion Post in the county.

The court decision, by Judge Eustace H. Bane, was regarded as a test case to determine legality of the games thruout the State (The Billboard, June 30).

The judge ruled that enforcement officers could seize and destroy in-line pinballs. But the State Attorney General's office said that mass raids for the purpose of seizing machines of this type will not be made until the Fayette County Court's ruling is finally adjudicated by the State Supreme Court.

The case stemmed from a series of pinball seizures made in Fayette County in June, 1957.

Senate Mulls Revision of 'Remote' Tax

WASHINGTON — A measure which would make remote control amusement and gaming devices subject to the same federal levies as coin-operated devices may be aired by the Senate Finance Committee this week (15 and 16) when it holds hearings on the Forand (D., R. I.) Excise Tax Technical Changes Act.

The measure, incorporated into the Forand Bill, would levy the tax on remote control machines that are "similar to an otherwise taxable machine."

A report on the bill issued earlier by the House Ways and Means Committee said that while the revenue gain from the provision will be "negligible," it believes that coin-operated and non-coin-operated machines should be "on the same footing." (The Billboard, June 3, 1957.)

The Forand Bill passed the House last year. Lengthy hearings were held on the bill by the Ways and Means Committee last year. The Senate Finance Committee, however, will hold brief hearings, apparently designed to push the bill thru the Senate before the session ends. Under the law, all bills which have not passed both houses, die when the session ends and must be reintroduced in a new session. At present time, it could not be determined whether any spokesmen for the remote machine manufacturers or operators would testify at the hearings.

GETS KIDDIE PLAY

Arcade Op Primps Old Games; Aim: 5c

CHICAGO — The small coin still goes a long way for Lou Fenn, 30-year veteran of the Arcade business here, who has a variety of different types of Arcades strung thruout the city. While most other local game operators have made a mass exodus to the dime fare, Lou has concentrated on the kiddie trade, and keeps 'em happy by setting most of his games at a nickel a play.

This "half-price" rate, however, calls for economies in holding down over-all costs, and Lou has met this challenge by remodeling old equipment where possible rather than heavy investment in new machines.

Fenn is well set up for such a system, because with him in the business is Eddie Brownstone, an expert shopman. Eddie and Lou have been together 25 years. Brownstone does the remodeling and redesigning chores, changing the old into the "new."

Fenn and Brownstone, for instance, have taken 30 old Bally Three Duck electric ray gun games, which date back some 20 years, and reshaped them into simple but appealing machines for regular Arcade use. The game gives players three shots at the ducks for a nickel. The ducks have been made into swinging targets and Fenn claims that these revamped guns do as well or better than brand new ones. He says that the former Ray Moloney, Bally president, was 20 years ahead of his time when he introduced these machines. Fenn plans to install some of these remade guns in regular tavern locations.

Two Distinct Types

Lou has two Arcades which are far apart in terms of both miles and general atmosphere. One, the Paradise Arcade, is located on State Street in what was once a booming entertainment district. The other is located at Kiddytown, an outlying moppet recreation spot on the Northwest Side. Each attracts a different type of clientele and brings a different amount of cash receipts.

The Kiddytown Arcade is of

Arcade Gives Skee Prizes

NEW LONDON, Conn.—The Ocean Beach Park Arcade has a new Skee-Ball contest, with person chalking up the highest score each week (Monday thru Sunday), winning prize valued at \$20 to \$50. A new winner is announced each week. An Admiral four-speed portable phonograph was awarded for initial seven-day period.

the outdoor type, with 50 machines all in one building. Coin-operated kiddie rides surround the Arcade on the outside. The set-up caters especially to the kiddie crowd, with 90 per cent of the units on nickel play, and some on penny operation. Several new machines are included, among them a Sidewalk Engineer and a Motorama, which, along with the rides, are on dime play. One of the top money-makers is on old refurbished Monkey Climber game.

This Arcade is going as well as ever.

But the Paradise Arcade, once a lively spot frequented by crowds of out-of-town visitors during the State Street heydays, has dropped off considerably. It doesn't compare now to the Arcade on the city's outskirts. Other downtown Arcades here, with few exceptions, have felt the same drop in revenue.

Eyes Outdoor Spots

Taking a cue from the current trend to outlying areas, Fenn hopes to expand his operations to outdoor theaters. He's also added a thriving route of popcorn vending machines consisting of 150 old models which he has remodeled and spruced up. These are going into all types of locations.

Fenn has also built up new, smaller Arcades in bowling alley spots around the town. He has three such Arcades now in operation and all doing good business. Fenn explains that these spots draw top traffic and are in operation 10 months out of the year. He puts up to 30 machines in each alley location.

Altho Lou doesn't consider himself a live prospect for new machine sales due to his unique system of revamping older machines, he does feel that there is room for some new types of Arcade machines on the general market. One type of machine, currently unavailable, he says, is a good punching bag unit. He feels sure that most Arcade operators would welcome such a machine if it was made to hold up well. The older machines of this type, he says, weren't mechanically sound. "A good punching bag machine will always make a good profit," says Fenn, "and it need not be expensive."

Originally in the night club business, Fenn began his coin machine operations many years ago when he first became interested in a gun game made by the Ray-O-Lite Company. At that point he abandoned the nitery trade and jumped into the coin business.

Asked if he has prospered in the coin machine trade, Fenn proudly points to a new Cadillac automobile which he's using as a service wagon.

Ohio Pinball Operators Drop U. S. Supreme Court Bid

WASHINGTON — The struggle of several pinball operators against an Ohio Supreme Court decision upholding a ban against pinball machines in Columbus and Toledo, O., apparently has ended—at least on the Washington scene.

The U. S. Supreme Court, which decided June 9 not to review the case, has not received a petition for rehearing from the operators involved.

At the time the U. S. High Court decided not to review the case, it gave the operators 25 days to file for a rehearing. Court sources told The Billboard then that the operators could ask for a rehearing if they believed the matter important enough to warrant consideration by the nation's highest tribunal. (The Billboard, June 16.)

The time expired July 4 (technically, July 7, because of the Independence Day holiday), and the court had not received petitions for rehearing.

Reverts to Ohio

This means, in effect, that the U. S. High Court is finished with the case, and that other action, if any, will have to be on the local level.

Originally, two briefs asking for review of the Ohio Court decisions were filed with the U. S. High Court. The first, filed for Columbus operators Ray M. Benjamin and G. D. Ferguson, asked the court to decide whether in "enacting a city ordinance prohibiting possession of pinballs in Columbus, the Council of Columbus took property without due process of law." (The Billboard, April 14.)

A similar brief was filed in be-

half of Toledo operator Don Feak. It claimed that the Ohio court action raised the question of whether the Toledo ordinance violated due process of law by "establishing a conclusive presumption that a pinball machine which can be used for gambling purposes is in fact used for such purposes."

Europeans Seek Used U. S. Shuffle Games

FREEPORT, L. I.—The European export market for shuffle games is strong, but used pinball shipments are tapering off, according to Gabe Gorman of Sandy Moore Distributors, local Wurlitzer outlet and export firm.

Forman explained that Gottlieb pinball components are being shipped to Ireland and being assembled at the Mondial plant there for the Continental market. The cost of these new games, he added, average about \$50 to \$75 each more than used games shipped from the U. S. after freight and duties have been added.

Therefore, he continued, the European operator would rather spend a little more for a new pin game, and hence the demand for used pins from America has diminished considerably.

On shuffle alleys, Forman said, the same conditions do not prevail. He pointed out that a new shuffle

game can cost as much as \$700, while functioning used pieces may be bought for \$100 and \$150 each.

Hence, Forman explained, the European operator thinks of shuffle alleys largely in terms of used equipment and is a good customer for the American game exporter.

COINMEN YOU KNOW

Continued from page 76

ing Company, Inc., Arlington, has the answer to beating the heat wave which has slowed up the strongest men in these parts. Dave has shut off the main room of the office, installed air conditioning and donned shorts. If things get worse, he can always head for New Salem, N. H., where his family is spending the summer months.

One-Stopper Jerry Flatto, Boston Record Distributors, has really gone to town in re-decorating his quarters. The decor is in gray and white, and has a modern motive. Jerry says it has accelerated record buying. . . . A new recruit to the rolls of the Music Operators of Massachusetts is Leonard Rawitz, of Newton Centre.

Things are active on the social front at Trimount Automatic Sales Corporation. A son was born to Marshall Caras and has been named Geoffrey Bond Caras. Marshall's daughter, Vickie, is reportedly ecstatic over the new arrival, which makes two for the Caras family. . . . President Dave Bond and General Manager Irwin Margold are taking advantage of the fine weather to improve their respective golf scores.

Bob Jones, Redd Distributing Company, is out of harness for the time being. Bob is spending a week in New Hampshire and will go down to Cape Cod for two more. He reports he just finished up one of the busiest seasons in years with great activity in games and music.

Edward Ravreby, Associated Amusements, Inc., is now completely back on his feet and on the rounds of the New England territory. Ed says there is plenty of business among operators if distributors "can meet the operators half way."

Louis Blatt, Atlas Distributors, (Continued on page 80)

IRS Warns Utah Ops of Tax Laws

SALT LAKE CITY—Charles I. Fox, Utah district director for the Internal Revenue Service, warned pinball operators in the State who are buying the wrong tax stamps for their machines.

In effect, such operators are violating federal law, said Fox.

Amusement pinballs require a \$10 stamp, while gaming-type pins and other gambling machines require a \$250 tax stamp. Remote control pinballs here are required to have a \$50 wagering stamp and owner must pay 10 per cent monthly on the machine's gross take.

Pinballs that pay off on winnings are actually illegal under Utah law.

The district director said that pinball operators who buy a \$10 stamp and pay off on winnings are violating the Internal Revenue Code and are subjecting themselves to prosecution for giving false information to the IRS.

Failure is punishable by a maximum penalty of \$10,000 fine and one year in jail, plus a 5 per cent per month penalty up to 25 per cent of the amount of the tax.

Jackson, Miss., Firm Chartered

JACKSON, Miss.—The Secretary of State has issued a charter to Southern Amusement Company, Jackson, to deal in Amusement machines. Authorized capital stock is \$10,000.

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COINMEN YOU KNOW

• Continued from page 79

is finding the fishing wonderful up in Laurentide Park in Canada where he is enjoying his annual vacation. Brother Barney is improving, but is still confined to his home. . . . Henry Brooks, of Dover, N. H., and Mike Paskevitch, of Nashua, N. H., in town shopping for music.

David Hammett, of Hyaniss on Cape Cod, visiting town, says business on the Cape is better than in many years and he feels it will be a banner year for music and games. . . . Rudy LaForest and Ray Racine up from Woonsocket, R. I., report that the effects of the recession in this manufacturing town have not been too bad in the music industry.

Robbers got \$400 worth of cigarettes and a safe containing \$1,000 when they stole a truck belonging to Metro Automatic Sales Company of Brookline. The fact that the truck was parked in front of the Cambridge Police Station didn't save it. It was later found abandoned with the cash and goods missing.

Milwaukee

By BENN OLLMAN

Two new employees have been added to the Automagic Vendors,

N. Y. Ops Seek To Stop Union From Picketing

NEW YORK—Two amusement machine operators—members of the Game Operators of New York—are seeking an injunction which would prevent Local 266 of the International Brotherhood of Teamsters from picketing their locations.

The papers, served Friday (11), were signed by Bernie Smeltzer, an operator who services his own machine; Phil Kurtz, another operator, and Sam G. Sehr, his serviceman. Also signing the papers was Al Ferber, GONY president. Their lawyer is Frank Weissberg, of Northrup & Jessop.

According to a GONY spokesman, Smeltzer and Sehr are both members of Local 1690, Retail Clerks International Association. Local 266 is reported to have picketed locations of both operators for a week.

The papers are returnable Monday (14).

Bulk Banter

• Continued from page 69

Carousel deals extensively in chain operations, and Brodsky said that usually they work thru the appropriate merchandise buyer of each chain. His okay usually goes a long way toward landing a particular store. Often a buyer will send out a survey, requesting individual store managers to express their views on bulk vending machines.

Tony Tortorici, over at T. T. Vending Sales Company, doesn't find either his route or distributing business off right now. He is the father of two girls, each of which has two girls. Tortorici enjoys playing cards with his family and friends, and bowling with an American Legion team. As for business, he doesn't feel there is any cause for alarm. The recession hasn't eaten into his normal profits as yet, anyway.

Inc., roster informs John Cocking. They are Duane Kline, who joins the firm as a routeman, and Karl Willie, location solicitor. . . . Glenn Grubb, associated with Ken Kulow, of Kendou, Inc., has taken over an interest in the Avenue Arcade. Glenn will be assisted by Ken's father, Carl Kulow, in the operation of the Arcade. According to Ken, the Avenue Arcade is only slightly under last year's figures.

The Stu Glassmans, Radio Doctors, have just returned from a two-week vacation on the West Coast. . . . Also back from a vacation jaunt is Frank Bartnik, Banaco Music. He spent some time at his hunting and fishing lodge in Canada. Banaco disk buyer Alice Antczak reports she is successfully making use of EP's in locations that requested "nice dinner music," she says.

Helping out his father on the Banaco Music routes is Gerald Bartnik, fresh from high school graduation. He is awaiting his call for duty in the Army Reserve. A number of recent hit tunes are luring operators to the front office says Emil Reitman, Decca Records. The list of local ops included Les Haese, Regal Music, Les Reder, L. R. Distributors, and Art Kay, Mitchell Novelty.

Pat Savasta, former musician, is now learning the ins and outs of music and games route operation on the Kendou, Inc., staff. . . . Weekend fishing catches have been exceptionally good during June, notes Sam Hastings, Hastings Distributing Company. . . . Harry Jacobs Jr. drove up to Wausau last week to attend the State operator group's monthly meeting there.

Tess Blanchette has taken over the gal Friday duties for Don Thorn at Major Distributing Corporation. She is a transferee here from the firm's Minneapolis headquarters. . . . Bobby Kout, routeman for the George Schroeder Company, is spending several weeks vacationing up North. . . . Erv Beck, Mitchell Novelty Company, informs that several local distributors are displaying the juke box play booster developed by the firm.

Memphis

By ELTON WHISENHUNT

George Sammons, president of Sammons-Pennington Company, recently visited S. H. Lynch, president of S. H. Lynch Company, of Dallas. Lynch formerly owned the distributing business Sammons now is president of, which Sammons bought seven years ago. Sammons also visited Arthur Hughes, vice-president of the Lynch Company, while in Dallas. The Lynch Company is the Seeburg distributor in the Texas area.

Parker Henderson, general manager of Southern Amusement Company, says there are so many record labels these days it is increasingly difficult to select records for the route. He says he has his routemen buying at a one-stop to save all the time it would take going to eight different record distributors.

Bill Forsythe, owner of Forsythe Amusement Company at nearby Millington, Tenn., says he is spending 25 per cent more for records now that he was five years ago. One reason is the larger machines holding more records, another the swift turnover of top pop, which don't last as long now

as a hit as they did few years ago. . . . Raymond Bailey, Forsythe's route manager, seen switching phonographs at a restaurant location on the highway.

Edward H. Newell, owner of Ormatt Amusement Company, reports business is good and remains steady. This is good news, for in past years operators in Memphis suffered low collections in sum-

(Continued on page 81)

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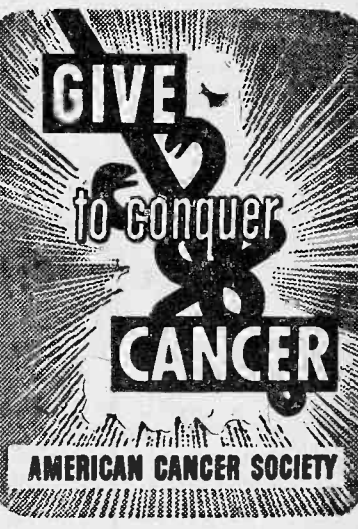
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Ind. Cig Taxes

Continued from page 69

1959 session of the General Assembly.

A move to raise the 3-cent-a-pack excise by 1 cent almost succeeded in the 1957 session of the Legislature.

With the necessity of replacing diminishing income in other areas of tax collection, pressure for increasing the tax may grow stronger.

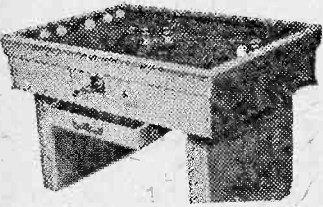
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COINMEN YOU KNOW

Continued from page 80

mer. Newell believes more locations are air conditioned now than before.

Allen Dixon, general manager of S & M Sales Company, reports his juke boxes are getting good play, too, for summer months. The recession which hit some months back is leveled and the economy is pulling out of the decline, he levies. . . . Stanley Werner and his wife, Rose, who operate Dixie Music Service together, seen selling a location owner on their service. They've built up a good business in a few years.

Drew Canale, owner of Canale Amusement Company and Canale National Tobacco Distributors, Inc., is co-chairman for his cousin, Sessions Judge Robert Hoffmann, who is seeking election to the judgeship of Chancery Court in the August 7 election. Drew is spending a good bit of time on the campaign.

Mid-South operators in Memphis recently shopping for records and equipment: Bill Marvel, Marvel Music Company, Poplar Bluff, Mo.; Earl McDaniel, McDaniel Amusement Company, Jackson, Tenn.; W. E. Foote, Foote Amusement Company, Selmer, Tenn.; H. C. Cresswell, Cresswell Music Company, Milan, Tenn.; Don Wallace, Wallace Amusement Company, Columbus, Miss.; Mahon Jones, Jones Music Company, Holly Springs, Miss.

Bill Poland, Poland Amusement Company, Forrest City, Ark.; Elmer Womack, Womack Music Company, Jonesboro, Ark.; John Bruner, John-Frank, Inc., Marked Tree, Ark.; A. N. McBride, Paris Amusement Company, Paris, Tenn.; Lauvaughn Johnson, Johnson Amusement Company, Corinth, Miss.

Danny Diamond, Diamond Music Company, Clarksdale, Miss.; Charles Cole, Melody Music Company, Paragould, Ark.; Charles Schubach, Helena Amusement Company, Helena, Ark.; Bill Hayden, Hayden Amusement Company, Carruthersville, Mo.; J. A. Butcher, Butcher Amusement Company, Dyersburg, Tenn.; A. J. Waller, Ideal Amusement Company, Jackson, Tenn.; Pat Harrington, Houston Music Company, Houston, Miss.

Denver

Cool weather, accompanied by lots of rain has continued to keep juke box collections excellent during June. The heavy rains, which caused postponement of much outdoor activity, such as night baseball, racing and amusement park operations, resulted in heavier traffic in taverns than is usual for this time of year, according to operator Bill Storey.

A seldom-seen visitor in Denver distributorships in June was Robert Tolman, of Greybull, Wyo. Tolman, whose operative territory was once Wyoming's rich-grass cattle country, reports that the booming oil industry and a lot of uranium mining operations in this area have increased play heavily in the past two years. Tolman was shopping for both phonographs and amusement machines as a result.

Just returned from a California vacation is Johnny Knight, of Skyland Music Company. The Knights toured the full length of California and "enjoyed ourselves hugely," as Knight put it. . . . Mike Savio, of Draco Sales Company, is planning extended trips thruout the mountain areas helping operators

to solve their problems during July.

Leo Negri, partner in Draco Sales Company, Wurlitzer distributor here, is in demand to help operator-customers design elaborate wall box systems. During the last six months Negri has installed no less than 15 such systems. . . . Roy Kaiser, Durango, Colo., music operator, whose routes cover a four-State corner of New Mexico, Arizona, Colorado and Utah, is expected to forego his mountain office as soon as the Denver Centennial race track opens for the 1958 season.

Another seldom seen operator who visited the Colorado capital in June was Bryon Edwards, of Douglas, Wyo., whose claim to fame is that he operates "one of the smallest routes in the State."

. . . W. L. Byer, of Fort Collins, Colo., was in Denver last June buying new phonographs, amusement machines and replacement parts for his booming routes in the Colorado mountain parks area. Byers operates exclusively in Fort Collins during the winter months, but when summer brings huge numbers of tourists to Colorado, he triples his route, taking in mountain communities. Another "high mountain operator" is Ray G. Samuelson, with headquarters in Granby, Colo., more than 100 miles up in the Rockies. Samuelson operates in the Winter Park ski area during the winter months and in summer, moves the whole "shebang," including some 75 machines, from Winter Park to Denver's biggest mountain community, Grand Lake.

Miami

By PAUL DANIEL

Bob Norman of Southern Music is back on the job after a siege in the hospital. Family and friends held a welcome home party. . . . Vacations are in order for the area—the Bert Lanes are up north for the summer, Willie Blatt and his wife are driving north then mid-west for several weeks. . . . Roul Shapiro and his family returned after a visit to Niagara Falls. . . . Bob Massey, Automatic Equipment has an Auto-Photo machine in the lobby of the Paramount, is getting big play with cutout of Elvis Presley. The public is dropping coins to take home a picture of themselves and Presley.

Southern Music also tied in with the picture "King Creole," have a juke box displayed in lobby and free play on Presley records. Leon Markowitz returned to his chores with Automatic Equipment after a try in other fields. . . . Myles Griffen, who does service for AE, is considered tops in the industry. Radio technician and electronics are just hobbies to him.

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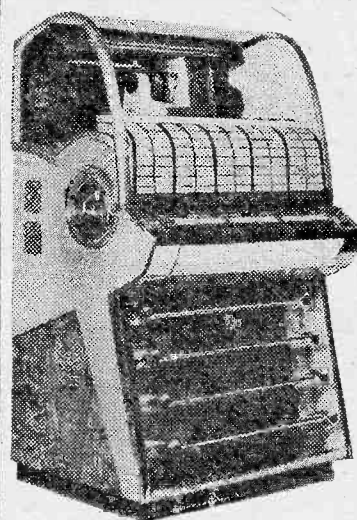
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CRISS CROSS	295
STRAIGHT FLUSH	275
SILVER	255
WORLD CHAMP	225
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RAINBOW	175
CLASSY BOWLER	165
DERBY DAY	145
HARBOR LITES	135
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A.M.I. H-200	795	SEEBURG HF-100W	510
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SEEBURG HF-100J	725	SEEBURG M-100C	425
SEEBURG HF-100R	625	SEEBURG M-100B	325
WURLITZER 2104	635	SEEBURG M-100A	145

BINGO GAMES

MISS AMERICA	\$495	BROADWAY	\$155
SUN VALLEY	525	BEACH BEAUTY	125
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BIG SHOW	245	GAYTIME	95
BRAZIL	175	GAYETY	75
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Juke Bill to Full Committee

Continued from page 72

1870 should pass. Overall, the bill would pull the now-exempt juke box music in under a "performance for profit" category in the copyright law. Liability for unlicensed performance of copyrighted music is set at \$250 minimum in the law.

The subcommittee report is believed to go thoroly into the liability problem, and the amended bill no doubt makes careful distinctions in responsibility as between juke box operator and proprietor of the location—unless, as specified in the original bill, the latter is also owner of the juke box.

The report is also known to go thoroly into the rate aspect, and the need for a fair scaling of performance royalties on operators in the "small business" category. It would seem almost certain that the amended bill would try to set some limitations on the amount of performance royalty to be collected from each juke box.

These amounts could correspond roughly to those suggested, at O'Mahoney's request, by Herman Finkelstein, counsel for American Society of Composers, Authors and Publishers, during the hearings. The rates suggested ranged from a \$15 annual performance ceiling for juke boxes of 50 plays or less; \$20 for machines with 50 to 100 plays; \$25 for machines with over a hundred. The rates were first suggested at a meeting of the National Licensed Beverage Association in 1957, but the NLBA did not volunteer them at the hearings.

No suggestions came from Music Operators of America or other juke spokesmen. MOA President George Miller stuck to his guns in rejecting the whole idea of performance royalty in general, and dealing with performance licensing societies in particular. Juke box representatives pleaded for a raise in mechanical royalty rates, if anything, altho they claimed payment of some \$2 million annually on records in juke boxes, which they feel is a fair share. O'Mahoney was cool to the idea of raising the 2 cents per tune royalty.

The report may point out, as was done at the juke box hearings in April, that the committee's proposed rates break down to about 7 cents per day per machine—less than one 10-cent play." However, using the same figures, the juke box spokesmen have pointed

out that the proposed rates would mean a performance royalty of over \$12 million on the 500,000 juke boxes now operating. This would be half the entire \$26 million gross intake of ASCAP in performance fees for 1957, MOA President Miller pointed out, making the juke box industry carry a share all out of proportion.

The report is expected to take note of copyright office testimony by Arthur Fisher that the juke box exemption is "inconsistent" not only in U. S. copyright law, designed to protect authors and composers, but also in international copyright which generally exacts performance royalties from juke box music.

The copyright office has refrained from considering this aspect of copyright law in its three-year study of the 1909 statute with a view to revision.

Should individual anti-exemption bills like the O'Mahoney legislation continue to fail of passage in Congress, it is possible that the exemption matter could do into the over-all revision proceedings, which may get under way in 1959. However, the revised copyright bill would also have to go thru Senate and House judiciary committees.

There have been rare occasions when an attempt to pass a piece of "must" legislation has been brought directly to the floor when a committee could not reach agreement on it. However, this course would not be taken by O'Mahoney, who reportedly believes no bill should leave his committee without committee approval. Also the juke box issue is not large scale enough to call for such drastic tactics.

The original O'Mahoney version of S. 1870 called for an amendment of the Title 17, Section 1 (E) of the copyright law as follows: "The reproduction or rendition of a copyrighted musical composition by or upon a coin-operated machine shall be deemed to be a public performance for profit, and the operator of any such machine shall be liable for any infringement of any such musical composition occurring thru the use of such machine."

"As used in this paragraph, the term 'operator' means any individual, partnership, association or corporation exercising ownership or primary control over any such machines and having primary responsibility for the selection of the place at which such machine is operated, but does not include the proprietor of such place unless such proprietor owns or exercises primary control over such machine and has exclusive control over its placement for operation."

The embattled paragraph in Section 1 (E) of the law reads: "The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Member List

Continued from page 72

bill are: Senators Kefauver, Hubert Humphrey (D., Minn.), Matthew Neely (D., W. Va.), Frederick Payne (R., Me.), Langer, and Morse (D., Ore.).

Stories on the juke box issues, the O'Mahoney bill and hearing developments have appeared in these 1958 issues of Billboard: January 6, February 3, February 17, March 10, March 17, April 28 (hearings), May 5, May 12, June 2, June 23.

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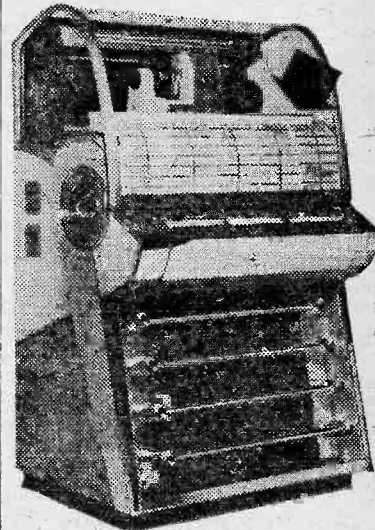
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Video Venture

Continued from page 72

100 distant future, according to CMMA president, George A. Miller.

Both Peter Potter, the show's emcee, and Miller envision the show getting network coverage within the next few months.

Chief tie-in between the show and the juke box industry, have been 3 1/2-inch green decals placed on CMMA member machines, calling attention to the "Juke Box Jury Hit of the Week." Potter indicated he has also gotten co-operation in the way of point-of-sale displays from Wallich's Music City, a Hollywood retail store and Sam Ricklin's One Stop, large West Coast disk outlet for the operating trade. Both stores have displayed banners and placards promoting the show's voted hit of the week.

Play Up

Potter indicated that from preliminary checks with CMMA operators, the tune picked as hit of the week has pulled as much as 60 per cent more plays than other disks in the machine. He said that three of the five disks picked up to now on the show have been strong attractions in area phonographs. The two that didn't seem to go over, he said, were rock-'n-roll numbers.

Format of the show is simple. Potter picks current releases to be played on the show, with the audience or "jury" voting the best record of the evening at the end of the program.

This record is then used in the juke box-TV promotion. Potter estimates that approximately 5,000 juke boxes in the Southern California area are linked in the experiment.

May Drop Tax

Continued from page 72

by a juke box or provided free of charge by the location owner. There must be no charge for dancing if dancing space is provided and no alcoholic beverages are to be served. The bars would be allowed to serve light refreshments.

A report issued earlier by the House Ways and Means Committee stated specifically that "a charge for dancing does not, however, refer to reasonable payments made by patrons to operate a juke box."

Such bars have been subject to the 20 per cent cabaret levy because of the phrasing of language in the Internal Revenue Code. Under the code, the cabaret tax is levied at any roof garden, cabaret or similar place where music and dancing privileges or any other entertainment except instrumental or mechanical music alone (without dancing privileges) are provided in connection with the serving or selling of food. The Forand bill would specifically exempt the milk and snack bars from the high tax.

It could not be determined at press time whether spokesmen for the bars will testify at the hearings. Lengthy hearings were held on the measure by the House Ways and Means Committee last year. Hearings to be held by the Senate Finance Committee will be brief, apparently in an attempt to push the bill through the Senate before this session ends. Under the law, all bills not passed by both houses by the end of the session, die and must be reintroduced next session.

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Game Operators

Continued from page 78

"When a manufacturer builds a 'bust,' the operator gets stuck with a game that won't work and which players won't patronize. Many games are too high priced and too short lived. Suggestions from operators on games are ignored."

R. Cooper Moor Sr., Eastern Shore Amusement Service, Middletown, Del., presented this analysis on service costs: "We operate about 500 bingo games, about 100 novelty games, 100 bowlers and 150 uprights. On a bingo game you will start spending money when it is a year old—on ball lift motors and such. Our novelty games and bowlers do not give us half the service calls as the bingos and uprights, but they also do not have half the action or make as much money."

Long Bowlers

Continued from page 78

push, quietly but firmly, where volume reaches a steady high, to attempt to get a little more of the take. Where a location is taking in a steady, upper bracket gross, the operator is sometimes successful in getting an additional dollar or two in front money, or as it is commonly referred to in this area, off the top.

This system is frequently used by an operator, particularly when a new piece has been placed in the location. The arrangement is that until the machine is paid for the operator will take, perhaps the top \$10 and then make the 50-50 split. This would usually amount to something in the vicinity of 55-45 until the machine is paid for.

There are apparently a number of systems used and many ways of wording arrangements, but most

of these agreements boil down to the traditional 50-50 cut after the operator gets enough of the top to take care of payments on new merchandise.

There seems to be an undercurrent of front-money systems being used with reports of some operators giving advances, and while there are a few odd-ball deals around, the characteristic of the cautious Yankee appears to be pretty solidly set against the practice of giving loans to locations.

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LIMITED QUANTITY

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Chicoin BATTER UP
Genco SPACE AGE
Genco GUN CLUB
Gottlieb NEW GAME
Wms. SHORT STOP
Bally BIG INNING
Bally CYPRESS GARDENS
VALLEY 6-POCKET POOL
Kaye EL DORADO 6-POCKET
Kaye COMPETITOR 6-POCKET
Auto Bell PLAYBALL
Keeney DELUXE BIG TENT

5-BALLS
GOTTLIEB
2-PI. SEA BELLES \$245
ROYAL FLUSH 235
SCOREBOARD, 4 PI. 185
2-PI. TOURNAMENT 185
WISHING WELL 165
HARBOR LITES 155
2-PI. DUETTE 150
WILLIAMS
JIG SAW \$235
RACE THE CLOCK 165
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Wms. CRANE 175
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C.C. BASKETBALL CHAMP 120
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SILVER	245
ROYAL FLUSH	235
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AUTO RACE	210
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HARBOR LIGHTS	155
WISHING WELL	135

Reconditioned Multiple Player 5-BALLS

2-PI. WHIRLWIND	\$365
4-PI. REGISTER	265
2-PI. CONTINENTAL CAFE	265
2-PI. FLAGSHIP	250
2-PI. SEA BELLES	215
2-PI. TOREADOR	195
2-PI. TOURNAMENT	160

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Bally SKILL ROLL
Bally ALL STAR DEL. BOWLER
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Valley 6-POCKET POOL

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BUckingham 1-8211

EP's Stretch Disk Budget

Continued from page 72

the same length of time. Music equipment makes up about one-third of the approximately 400 pieces they operate in this wide-spread territory.

Resort Stops

Headquarters for the firm is in Hurley, Wis. But the L. & L. Amusement equipment is on location in key spots in such towns as Two Rivers, Phelps, Minocqua, Bayfield and the Land o' Lakes area. The heavy concentration of popular summer resorts in this northwoods territory of scenic lakes provides them with the bulk of their stops.

According to Jerry Lawler, about 80 per cent of their music machines are set at straight dime play. A three-man staff is employed by the firm to service their locations. "Almost any juke box set for dime play should show good results with EP's," claims Jerry Lawler. "In some of our very best locations we have even found it pays to program as many as 20 to 30 per cent EP's."

Too Much Music?

Do EP's work to the disadvantage of the operators and location owners by giving patrons too much music for their dime in comparison

with singles? "Of course, the customers get a bargain when they play EP's for a dime," admits Jerry Lawler. "But the important thing is to get records on the juke box that will receive a lot of plays. Any EP that gets a lot of steady play, even if it does give the patrons "two for one," does us more good than a regular number that lays idle in the machine."

Juke box operators using EP's gain more than volume play, according to Jerry Lawler, since the EP's offer operators a considerably longer like expectancy of the machine than regular size disks. EP's, they have found, often last as long as four to five months on their boxes, sharply contrasted with most pop singles which frequently are passe in a matter of weeks.

Records are arranged in categories on the L. & L. Amusement Company juke boxes. Current hit tunes are spotlighted up front. A prominent spot is usually reserved for polkas, which are big favorites up here. Rock and roll numbers are potent items here, as they are in the big-city strongholds, but rhythm and blues, Lawler claims, is not well received.

200's

According to Jerry Lawler, 200-play machines are a problem for operators in the Northern resort territory. "A lot of locations insist on them because they see them in their competitor's places. But we have learned that we can get better play action with the 100-play units. People are less confused with the 100-plays, spend less time hunting down the number they want."

With both Lawler and Schlecht having already served one-third of a century each in the music and games business, what about their outlooks? "Only one thing is true in this business," according to Lawler. "In this business you are always expanding"

CMMA Loan Plan

Continued from page 72

charged and the loan was made under otherwise business conditions.

Miller hopes to hang his hat on a California liquor ordinance, which states that a loan made by an outside party to a location owner, at no interest, automatically makes the lender a part owner of the establishment.

Indicated that a similar ordinance was being worked on by the Seattle City Council, and that he was in constant touch with Seattle city authorities on the progress of the measure.

Altho currently local in scope, Miller envisions such legislation being adopted by city councils thruout the country. He sees the Oakland and Seattle ordinances as test measures.

Operator Story

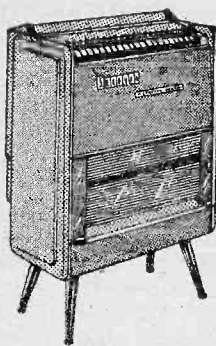
Continued from page 72

Thursday, at 6:45 p.m. EST, on WHIO-TV. The story of a different business is told on the show each week.

Its current Pulse rating (33) makes it the highest-rated 15-minute show in Dayton. Its best competition in the same time slot (News with Chet Huntley and Dave Brinkley) has a Pulse of 15. The show has been sponsored thruout its year run by the local Cadillac distributor, Simons Cadillac.

Among the firms which have had their stories documented on the show are the Delco-Remy and Frigidaire Divisions of General Motors, National Cash Register, and the Sheffield Corporation.

Walters writes, produces and emcees the show.



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1434 Rock-Ola 50 Sel., 45 R.P.M.	\$145.00
1438 Rock-Ola 120 Sel.	325.00
1442 Rock-Ola, 50 Sel.	395.00
1446 Rock-Ola, 120 Sel.	445.00
Bally Target Roll, Miss America, Skill Roll, All Star Bowler.	Write
Like New A.B.C. Bally Bowling Lanes, 11 Ft.	495.00
14 Ft.	545.00
Like New Strike Bally Bowling Lanes, 14 Ft.	695.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Balls-a-Poppin	\$195.00
Genco Showboat	275.00
Genco Fun Fair (like new)	295.00
Bally Circus, New 2-player.	295.00
Chi Coin Blondie	95.00
Wm. Wonderland	95.00
Wm. Spit Fire	65.00

BINGO GAMES

Miss America	\$525.00
Sun Valley	575.00
Showtime	395.00
Big Show	275.00
Night Club	195.00
Broadway	175.00
Key West	325.00
Beauty	55.00
Gayety	75.00
Gaytime	115.00
Variety	75.00
Miami Beach	115.00
Hi Fi	50.00
Palm Springs	50.00
Ice Frolics	50.00
Big Time	115.00
Dude Ranch	45.00
Surf Club	55.00
United Pixie	75.00
United Tropics	45.00
Gott. Sea Belles	195.00

ARCADE

Bally Bull's Eye Kiddie Gun	\$225.00
Exhibit Sportland Gun	125.00
Irving Kaye Jumbo Hockey Game	195.00
Chi Coin Ski Bowl	119.50
Genco Skill Ball	95.00
Genco Space Age—New	Write
Genco Gun Club	Write
Genco Motorama	345.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: Melrose 4-8468 Indianapolis, Indiana

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS & EXPORTERS

RIDES	ARCADE EQUIPMENT	ARCADE EQUIPMENT	
BIG BRONCO	\$350	HI-BALL	\$ 65
CHAMPION HORSE	410	HOLE-IN-ONE	395
DONALD DUCK	275	IDEAL FT. VIBRA-TOR	150
ELSIE	275	JACK RABBIT	125
EX. SMALL HORSE	225	KEENEY AIR RAIDER	125
SPACE SHIP	295	LITE-A-LEAGUE	125
PALOMINO HORSE	295	LOVE ANALYST	125
SEE-SAW	250	LORD'S PRAYER	195
SMALL CAR RIDE	195	MIDGET MOVIES	125
SCIENTIFIC BOAT	250	MERC. ATHLETIC SCALE	50
MISS AMERICA	250	METAL TYPERS, HARV.	195
2-HORSE CAROUSEL	325	MIDGET ALLEY	Write
CRUSADER HORSE	295	MIDGET SKEE BALL	125
DOPEY DUCK	240	PANORAMS	325
MOON RIDE	250	PEPPY	195
ROUND WORLD	350	PERISCOPE	95
TRAINER	350	PITTSBURG VIBRATORS	195
LANE'S HORSE	325	PITCH'M & BAT'M	195
CADILLAC CAR	225	PUNCHING BAG	150
HOT ROD	485	PHOTOMATIC	350
WHIP	165	PHIL. TOBOGGAN	395
DRIVE IT YOURSELF	410	PIRATE GUN	350
FIRE ENGINE	435	RECORDIO	150
		ROCK 'N' ROLL	75
		SOCCER	100
		SPOTLITE	65
		SET SHOT	250
		SIDEWALK ENGL-NEER	150
		SILVER GLOVES	175
		SIX SHOOTER	95
		SPORTSMAN GUN	195
		SCI. BASKETBALL	95
		SQUOITS	585
		STATE FAIR	275
		SPEAR THE DRAGON	100
		SKOOKY	95
		TEAM HOCKEY	75
		TREASURE COVE	225
		TUNGO	145
		UNDERSEA RAIDER	125
		UN. SUPER SLUG	275
		VOICEOGRAPH	325
		WMS. CRANE	150
		WMS. JET FITER	150

Write us for SPECIALLY LOW PRICES ON MUSIC — BINGOS — 5-BALL PIN GAMES — SHUFFLE ALLEYS & VENDING MACHINES.

Terms: 1/3 deposit with order, balance with sight draft or C.O.D.

WURLITZER DISTRIBUTOR



M. J. GISSER Sales Manager

CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
AH Phones: Tower-1-6715



D. Gottlieb & Co.

Revamping Route

Continued from page 69

spend than in other parts of his route.

Stickers, decalcomanias, and miniature posters sent out by either the product or machine manufacturers are used extensively by Hoedel. Since early this year he has been posting this promotional advertising either inside the machine or on top of it, to call attention to new charms, new confection ideas, and the like.

Promotional Displays

Hoedel believes that one of the basic reasons point-of-sale material increases sales is simply that the appearance of the vender is somewhat altered. Presenting the same merchandise in a different way seems often to evoke an association in the customer's imagination that he finds pleasing. Hoedel believes

that more manufacturers should put out colorful, small stickers, preferably in the cartoon category.

In traveling his big route Hoedel uses a passenger car with special compartments built into the trunk for all servicing requirements. Adds Hoedel, "I formerly had a man on the payroll filling and cleaning machines, but with increased costs I have switched over to filling the machines on location for the most part. This takes time,

and I know that I could service at least half again as many machines per day if it were not necessary to unlock and fill them from stock in the process. However, because with sales down somewhat, machines are not as likely to be empty. I hate to replace a half-full or three-quarters full machine with a filled one. Consequently, as things stand now, I merely keep up the filling operation along with servicing and collecting calls."

NOW DELIVERING United's

EAGLE SHUFFLE ALLEY
SHOOTING STAR

PLAYTIME BOWLING ALLEY

Exclusive UNITED Distributor in New York, New Jersey, Connecticut, Massachusetts, Maine, Vermont, New Hampshire, Rhode Island, Delaware, Maryland, Washington, D. C.; Virginia, West Virginia, North Carolina and South Carolina.

CALL COLLECT FOR YOUR EQUIPMENT NEEDS.

DAVE SIMON • IRVING HOLZMAN

583 TENTH AVE., NEW YORK 36, N. Y.
PHONE: PENNSYLVANIA 6-6680

CLOSEOUT!

Arcade and Location Pieces—Lowest Prices!

GUNS

Exhibit

"500" \$195.00
Space Gun 100.00
Six Shooter 100.00
Gun Patrol 140.00
Treasure Cove 245.00
Pop Gun 400.00
Genco Sky Rocket. 195.00

Genco

Sky Rocket \$195.00
State Fair 275.00
Rifle Gallery 175.00
Keeney Sportsman \$225.00
Wms. Jet Fighter. 145.00
Muto. Sky Fighter. 110.00
Muto. Flying Saucer 145.00

ATHLETIC

Mutoscope

Monkey Climb \$145.00
Punch Bag 195.00
Mercury Grip 85.00
Star Striker 145.00
Light House 25.00
Ball Grip 110.00
Silver Gloves 195.00

NEW

Wms. Shortstop
Wms. Ten Pins
Bally All-Star DeLuxe
Munves Bike Race
Midget Horoscope
Auto Test
Test Pilot
Ferris Wheel

WRITE FOR PRICES

KIDDIE RIDES

ChiCoin Around
World Trainer .. \$425.00
Deco Space Ship .. 295.00
Lancer 395.00
Ex. Atomic Jet ... 150.00

FORTUNE

Grandma Prediction..... Write
Mystic Pen \$145.00
Human Analysis 145.00
Three Blind Mice 150.00
Astroscope 95.00

NOVELTIES

Midget Skee Ball .. \$125.00
Exhibit Jitters 145.00
Genco Hi-Fly 145.00
King of Swat 185.00
Hydra Duck 225.00
Lord's Prayer 245.00
Batting Practice .. 95.00
Pitch 'Em & Bat
'Em 125.00
Wms. Crane 125.00
ChiCoin Steam
Shovel 125.00
Muto. Rock 'N' Roll 75.00
Air Hockey 195.00
Air Football 245.00
Set Shot 195.00
Rebuilt Soccer 195.00
ChiCoin Basketball 125.00
Bat-A-Score 100.00
Sidewalk Engineer. 100.00
ChiCoin Bull's Eye 175.00
Drivemobile 100.00
Genco Quarterback 125.00
Field Goal 100.00
Scientific 100.00

MISCELLANEOUS

Scientific Basket-
ball, Upright ... \$ 95.00
10 Pookinos. Ea. ... 95.00
Scientific Baseball 95.00
Rebuilt Water Polo 495.00
I. Kaye's Pitch &
Catch 125.00
Relax-O-Lator 175.00
3D Riteway 195.00
Medal Machine 250.00
Midget Movies 125.00

Write, Wire, Call Today!

EXPORT—ALL MACHINES!!!

MIKE MUNVES CORP.

577 Tenth Ave., N. Y. 36, N. Y.
Bryant 9-6677

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

PROFIT LEADERS of The YEAR

chicago coin's 2-PLAYER

Rocket Shuffle

ALSO AVAILABLE IN A 1 PLAYER MODEL

▶ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LAUNCH FEATURE!

▶ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!

▶ PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!

▶ ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.

▶ AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!

▶ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".

See chicago coin's Record Breaking
Shuffle EXPLORER

Featuring the popular added attraction of
"LIGHT-UP" a letter in word E-X-P-L-O-R-E-R

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic
Industries, Inc.

YOU CAN BANK ON A *Bally* GAME

Big Inning



REAL BASEBALL
FROM START
TO FINISH!

1 OR 2 CAN PLAY

EXCLUSIVE NEW RELIEF PITCHER

gives "average" player opportunity to show his hitting skill, keeps "experts" busy out-guessing the pitch, insures thrilling tight baseball game every second of play

NEW DOUBLE-PLAY FEATURE
WITH CHANGING TARGET VALUES
INSURES REAL BASEBALL THRILLS

Trophy Bowler

New streamlined easy-to-install cabinet. New quiet alley. New foul-light protects equipment from abusive play. New extra husky pins. 4-inch rubber or hard ball. Popular 7-10 pick-up. Official bowling scores. 1 to 6 can play.



Choice of
DIME-PLAY
or
2-FOR-QUARTER

11 ft.
14 ft.
18 ft.

CYPRESS GARDENS

4 MAGIC SQUARES
PLUS MAGIC LINE
CORNER SCORES
TRIPLE DECK
ADVANCING SCORES
EXTRA BALLS



NEW
STOP and
SHOP*

SCORE BOOSTER

NEW

NEXT GAME MAGIC INSURES REPEAT-PLAY

Ball in Ballyhole, when Ballyhole is lit on backglass, gives player Magic Squares A, B, C, D and Magic Line E on first coin of next game . . . strongest repeat play insurance ever built into pinball.

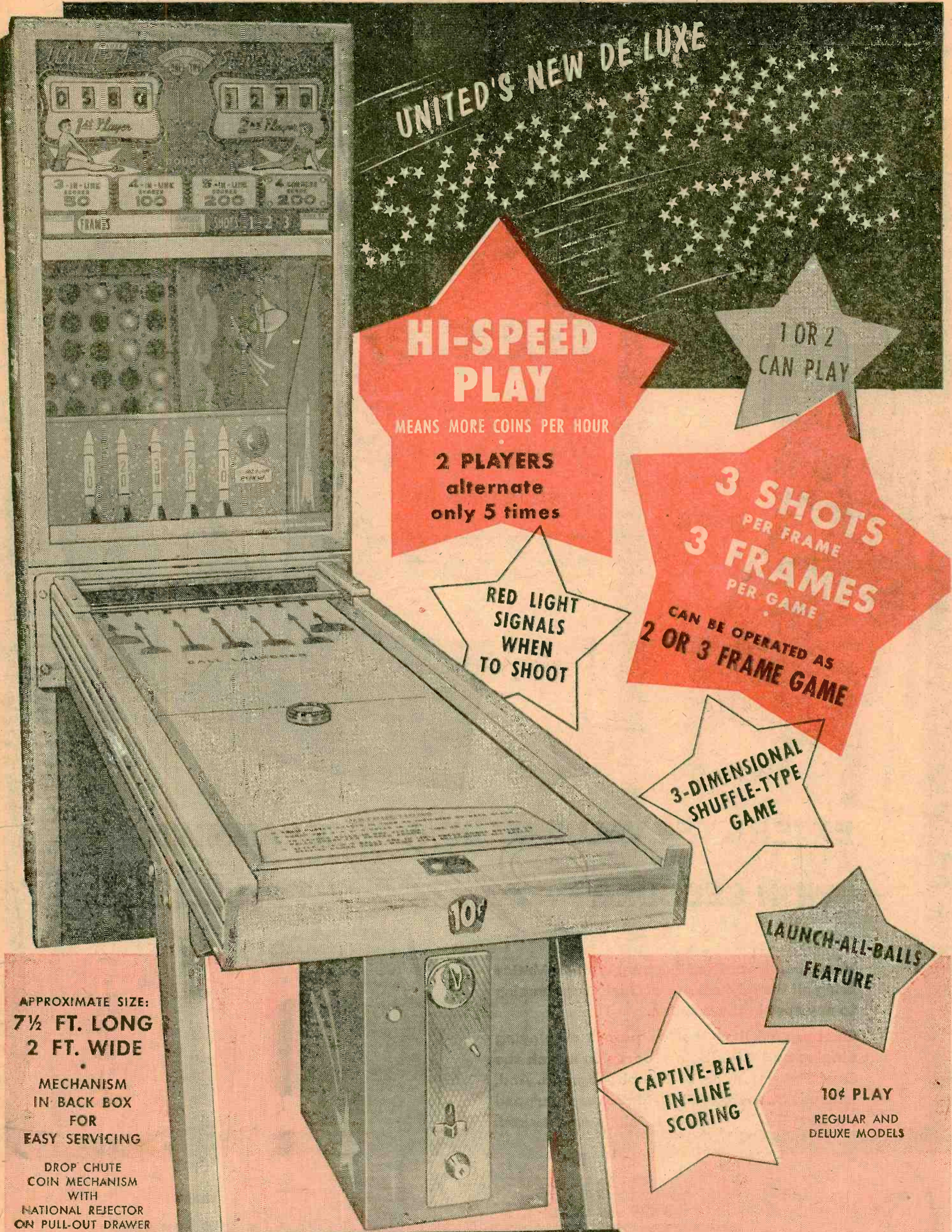


Player may stop shooting in middle of game and "shop" for higher scores by playing extra coins to advance scores.

See your *Bally* distributor

for other top money-makers

- ALL-STAR DE LUXE BOWLER
- SUPER BOWLER
- ABC DE LUXE BOWLER
- SKILL ROLL
- SPACE-GUNNER
- BALLY KIDDIE-RIDES



UNITED'S NEW DE-LUXE

HI-SPEED PLAY

MEANS MORE COINS PER HOUR

2 PLAYERS
alternate
only 5 times

1 OR 2
CAN PLAY

3 SHOTS
PER FRAME
3 FRAMES
PER GAME

CAN BE OPERATED AS
2 OR 3 FRAME GAME

RED LIGHT
SIGNALS
WHEN
TO SHOOT

3-DIMENSIONAL
SHUFFLE-TYPE
GAME

LAUNCH-ALL-BALLS
FEATURE

CAPTIVE-BALL
IN-LINE
SCORING

10¢ PLAY
REGULAR AND
DELUXE MODELS

APPROXIMATE SIZE:
7½ FT. LONG
2 FT. WIDE

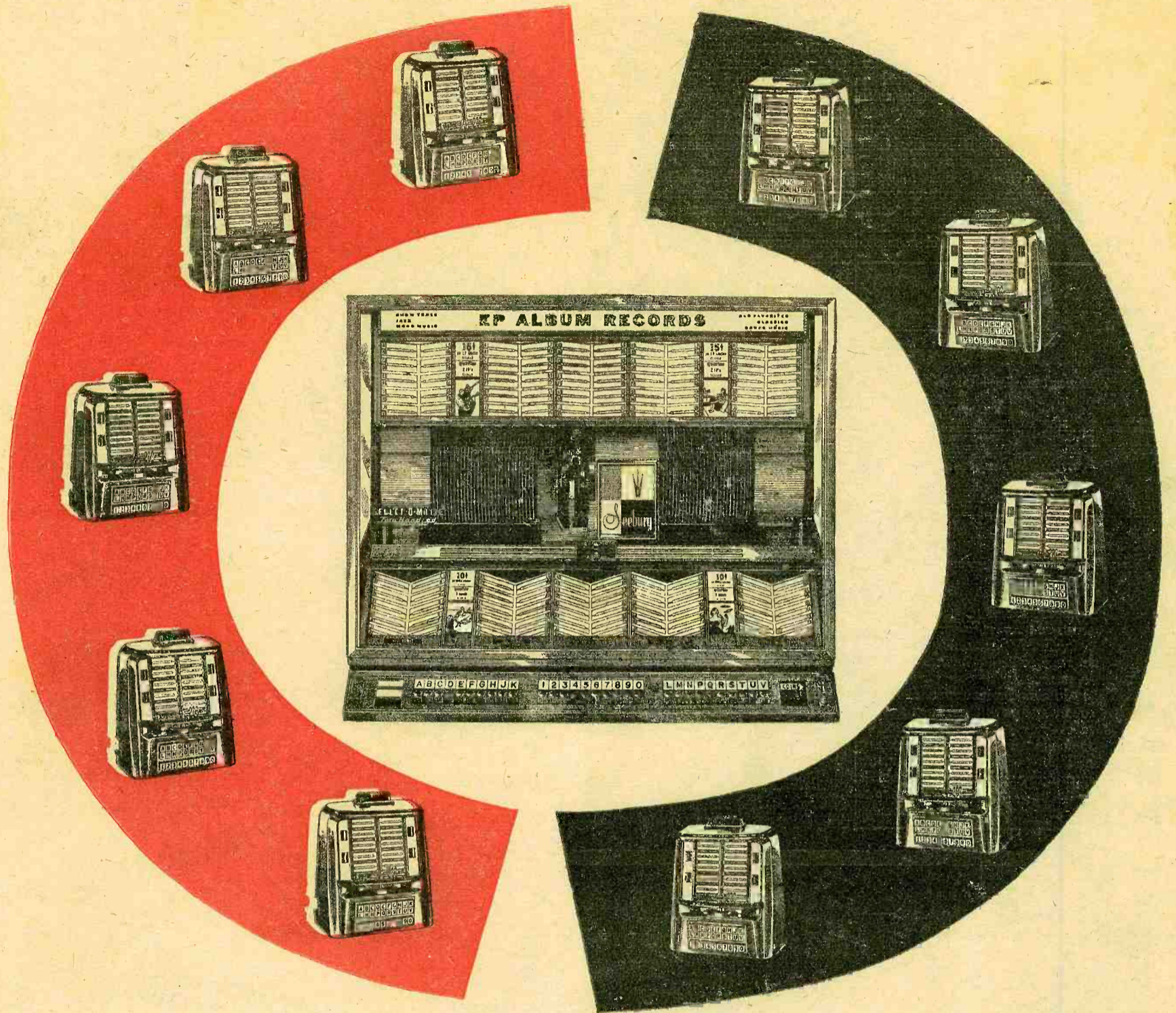
MECHANISM
IN BACK BOX
FOR
EASY SERVICING

DROP CHUTE
COIN MECHANISM
WITH
NATIONAL REJECTOR
ON PULL-OUT DRAWER



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 16, ILLINOIS

SEE YOUR
DISTRIBUTOR



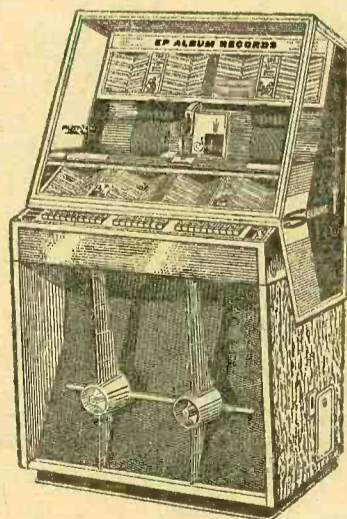
EXTEND THE VALUE OF DUAL PROGRAMMING

WITH SEEBURG

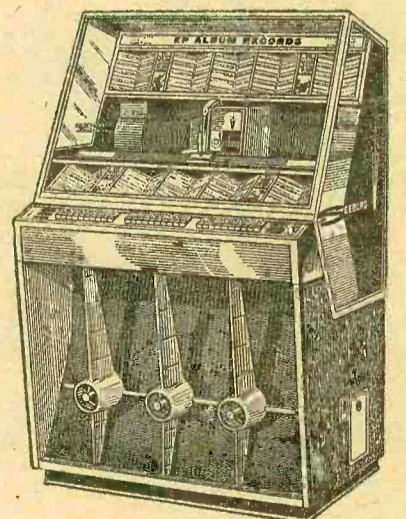
Wall-o-matics

Versatile, streamlined Seeburg Wall-O-Matics bring all the advantages of Dual Programming to any spot in the location.

Seeburg Wall-O-Matics permit displaying singles and EP album records to match the Dual Programming of the phonograph. And, because Seeburg Wall-O-Matics are equipped for Dual Pricing greater earnings are assured.



The SEEBURG '151'



The SEEBURG '201'

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

THE SEEBURG CORPORATION

Chicago 22, Illinois

America's Finest and Most Complete Music Systems