Trade P Promotion hum' Plan Beams
Dozen Tapes Turn to page 15

ditsributors

PRICE:

35 CENTS

JULY 21, 1958 (B) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ART)

Too Many Disks Spoil the Broth

Overproduction Pressures Industry at All Levels; 100 Releases Weekly

NEW YORK—There have always been problems in the record industry but the problem of overproduction which plagues the industry today is one of the thorniest and most difficult to solve. Unlike other industries where manufacturers trim production to compensate for dull business such as that experienced by record firms over the past six months, the number of new diskeries and the number of records released every week has shown a steady increase ever since the start of the year.

By actual count the number of exposure and the station played nothing else but these new releases, no hits, no albiums, no standards, etc. And seven days later the station would have 200 new sides to program.

If a dealer tried to-stock only one each of the 100 new releases that come out each week it would mean that a dealer would have to keep in stock, over a three-month period, 1.200 individual records. No dealer could stay in business this way. He must stock new records on the basis of name value of the artist, trade paper spotlights, or calls across the counter due to stock only one each of the 100 new releases. No dealer tried to-stock only one each of the 100 new releases that come out each week it would mean that a dealer would have to keep in stock, over a three-month period, 1.200 individual records. No dealer could stay in business this way. He must stock new records on the basis of name value of the artist, trade paper spotlights, or calls across the counter due to the station would have 200 new sides to program.

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By actual count the number of single records released during the first half of 1958 has averaged more than 100 records a week. Some weeks it has been as high as 125 records issued. At other weeks the low point has been 80 becomes na that are not the same of records. This constant and increasing flow of single disks has built up pressure at all levels of the industry, affecting the distributor, one stop, disk jockey and retailer in the fight to get product expased

Narrowing Funnel
What this all means, of course, is that the great amount of new product that comes out each week is funneled thru an opening the product that comes out each week is funneled thru an opening that becomes narrower and narrower as the number of releases grows larger. The manufacturer, the distributor, the music publisher and the artist all put pressure upon the like includes the artist all put pressure upon the one stop, disk jockey and retailer in the fight to get product exposed.

A total of 100 records released each week means that there are 200 sides available to be played each week by disk jockeys. With the average station on the air about 16 hours a day a station might just manage to play each new release one time in a full programming day. This, of course,

IT'S A GRAND NAME, WHOEVER THOUGHT IT UP

NEW YORK — Two new explanations of the origin of the teran "Tin Pan Alley" were advanced last week by Douglas Edwards, CBS commentator. Edwards researched the long-time controversial question for his "Answer. Mease!" radio series and broadcast these as most authoritative:

The term was originated by a composer-publisher of the 1890's, to whom the "tinny quality of the over-used cheap pianos of rival publishers," suggested the name. The second theory: Bryant's Minstrels starred in a show in 1861 which was described by its press agent as a "Grand Tin-Pan-O-Ni-On," or "pot pourri."

Most popular explanation of the past few years pins the term on the fact that 50 years ago music publishing firms were located in a section of New York also occupied by manufacturers of tin pots and pans. Another advanced by some is that 14th Street, where pubberies were centered before 1900, was described by an early denfzen as "an alley of tin pans."

The wildest recent theory (from a record exec) involves an anecdote which attributes the coining of the phrase to Diamond Jim Brady in a spat with Lillian Russell. Webster's Dictionary puts it in small letters and calls it "a street or district frequented by theatrical musicians." freeing diskeries and publishers of all onus.

NYU-Billboard Tab Cues Bigger Year For Phono Sales

Can Top 400 Million Unit Mark By 25%; Stereo Prime Factor

Convention

Special Section

By RALPH FREAS

NEW YORK — The public will bay as many phonographs during 1958 as they bought last year. Indeed, there are strong indications that sales will top last year's total of 4,000,000 units by estimates ranging from 10 to 25 per cent.

The key factor to a strong increase is stereophonic sound. As more than 9,000 music merchants converge on Chicago today for their annual conclave at the Palmer House, every phonograph manufacturer is set to unveil full stereo phono lines. None intend to be left behind in the rush to what they fully expect to be a stereo bonanza.

Even without stereo, the plane.

they tony expects
bonanza.

Even without sterco, the phono
business is holding well or bettering the figures of last year. This
is the overall picture seen in a
New York University - Billboard
sponsored survey on the subject.

sponsored survey on the subject.

Survey Highlights
This survey of record phonograph retailers, complete results of which can be found in this issue, reveals actual sales made in the period from January 1st, 1958 to May 15th, 1958. Here are some of the highlights of that survey:

Out of the "universe" of 8,400 outlets, 6,800 (81 per cent) actively sell phonographs.

phonos for an estimated \$18,000,000 during the 19-week period of the study.

Approximately 4,900 (73 per cent of the "universe") have sold more than 39,000 tape recorders for an estimated \$6,750,000 during the 19-week period.

About 4,900 (73 per cent of the "universe") sold more than 240,000 radios for an estimated \$7,200,000 in the 19-week period.

The study also revealed that about 50 per cent of the dealers who handle phonos also carry portable television sets.

The top sales experts in the phonograph business estimate that the period by the NYU-Billboard study yields, about 25 per cent of the annual sales. Thus, totals for 1958 can be estimated by multiplying the study figures by four. Simple arithmetic then shows the total business to be done by record-phonograph outlets as follows:

More than 1,600,000 phonographs will be sold.

Cross dollar volume will exceed \$200,000,000.

About 160,000 tape recorders with a value of \$27,000,000 will

About 160,000 tape recorder with a value of \$27,000,000 will be sold.

It is important to note that these (Continued on page 15)

It Calls for **Imagination**

NEW YORK — Of the 100 or more records that are released in an average week about 60 per cent are released by established firms, and the other 40 per cent are issued by new, or nearly new labels.

and the other 40 per cent are issued by new, or nearly new labels.

One of the problems faced by a new firm is what to call the label. Standard names relating to the U. S. were used up long ago. But the ingenuity of disk manufacturers is great, and somehow few label names duplicate each other. Here is a random sample of the names of some of the newer labels who have issued records recently: B.B., Rip, New Song, GNP, Chock, Universal International, Bay-Tone, Mayhams, Elsan, Demon, Daja, Fox, Central, Track, Contender, Kay-Y, Wig-Wag, Modern Sound, G. & F., Profile, Now, Gallo, R-Dell, Big Band, Shastone, Cham, Hide-A-Way, Edison International, Conquest, Clam, Corvette, Wells, A-V, Arno, Sandy, and Mark.

NEWS OF THE WEEK

National Dealer Group to Be

National Dealer Group to Be
Formed at Chicago Meeting . . .
A new, nation-wide dealer organization is expected to take shape at a meeting Tuesday (22) of dealers attending the National Association of Music Merchants convention in Chicago. Spearheaded by the Texas Record Dealers Association and the Associated Record Dealers of Chicago, the organization proposes Dealers Association and the Associated rectord Dealers of Chicago, the organization proposes among other things, to deal via legal action with threats to dealers allegedly posed by discounters, record clubs and rack jobbers.

Page 2

Everybody Out With Stereo;
Big Firms, Little Ones Too
A flock of record manufacturers kicked off nation-wide promotions for new LP and tape product-both stereo and monaural-last week. Labels introducing new album promotions included RCA Victor, Capitol, Columbia, Decca, Angel, M-G-M, ABC-Paramount, Liberty, Kapp, and many others.Page 2, 3, 4

Schulman Fights On but Hope Dims in Cleffers Anti-BMI Plea John Schulman, counsel for the songwriters in

their fight for a bill that would separate

Calgary Exhibition Draws Record Gates . .

DEPARTMENTS AND FEATURES

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Dress Firm Phono Tie-In

BENTON HARBOR, Mich. — Vicky Vaughn and V-M phonos are an item. "They're "going steady," according to a recent anouncement.

steady," according to a recent announcement.

The Vicky Vaughn in this case is a line of dresses for teen-age chicks manufactured by the R & M Kaufman Company, Aurora, Ill. The firm is tying in with V-M in an ad and promotion cannaign. Kaufman dealers will feature V-M phonos and tape recorders in store displays and V-M dealers will use ad reprints and manuequins wearing Vicky Vaughn dresses in their displays.

The manufacturers have figured out a bonus for the teen-agers. The dresses will carry "golden record" tags which, together with 60 cents, entitle the dress purchaser to a red plastic carrying case for 45's, valued at \$1.25.

Program kicks off with an ad spread in the August issue of Seventeen.

own Nat. Org. Imperial Sets Hefty August ape Up at NAMM Meet LP Promotion

Texas Group Spearheads Fight On Club, Rack, Discounter Tactics

Association of Music Merchants in

Chicago next week.

of Record Dealers were announced here this week by Charles Simmons a "barrage of phone calls and of Coghill-Simmons, leading local retail outlet. Coghill-Simmons was tion who wanted to get together one of the spearheads of a drive which saw the organization of the Dallas Record Dealers Association late last year. This group later expanded into the Texas Record Dealers Association.

Several weeks ago, Simmons was in New York to line up deals with suppliers there for a more favorable discount structure for Texas stores, which were prepared to operate on a group-buying basis.

At the time, Simmons said that "Eastern discounters were getting

Decca Pacts Pro Musica, Jen Tourel

NEW YORK — Noah Green-berg's New York Pro Musica and mezzo-soprano Jennie Tourel have been signed to exclusive disk pacts by Decca's Gold Label division. Initial albums under the new agree-

Cloisters. The disk gets de luxe packaging, with action photos of the original Cloisters production, an introduction to the liturgical drama by critic Paul Henry Lang, a listing of the cast, instruments used and text material.

Miss Toure's critical and text material.

Miss Tourel's initial effort in-cludes a set of Russian, entitled "None But the Lonely Heart."

Gallico on **Europe Trek**

NEW YORK--Al Gallico, Shaness trip which will take him to England, France, Switzerland, Germany and other countries

Gallico will likely set up an English firm, which will replace the free-lancing operation. He will also acquire material in England and on the Continent.

bicago next week.

Plans for the National Association in The Billboard (July 7), Simmons,

"As a result," said Simmons, to form a national group."
Simmons told The Billboard

DALLAS — An organized national body of record dealers may counts from right under our noses take shape when dealers from thruout the nation congregate at the annual convention of the National Many Want In

Tecords at unusually good distinct dealers representing local recounts from right under our noses tailer organizations in such markets in Texas, discounts which were not offered to our members."

Many Want In

That dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers representing local recounts from right under our noses tailer organizations in such markets as Boston, Memphis, Cleveland, Denver and Phoenix to "sit dealers represented by the "sit dealers" and "sit dealers" as a sit dealers represented by the sit dealers repres Many Want In

As a result of an account of the down and set the wheels in motion

"we have set a meeting for Tuesday (22) in Parlor Nine of the Palmer House. Mr. A. J. Schaps, who is president of the Associated Record Stores of Chicago, got in

(Continued on page 16)

Cap, Angel Set for August Stereo Drive

Angel will issue seven. Both Capitol and Angel will price their stereo packages \$1 more than the monaural versions.

Cap's pop stereos include three demo disks, "The Stereo Disk," "Stars in Stereo," and "Big Band Stereo," plus the following stereo versions of monaural packages: "The King and I," "Ports of Pleasure" by Les Baxter and orchestra, Nelson Biddle's "Sea of Dreasure". ments are set for August release.

The Pro Musica group performs
"Play of Daniel," the 12th Century
musical drama, on its disking. The
work was performed by the group
earlier this year at New York's
Cloisters. The disk gets de luxe
resplaying with action photos of
Sheaving Quintet. The letter of

Capitol's stereo classics include Britten's "Young Persons Guide to the Orchestra" with Felix Slatkin conducting the Concert Arts Or-chestra, who also perform Dungsery, "Yariations on a Nursery," yi's "Variations on a Nursery Tune"; Loepold Stokowski's inter-pretation of Holet's "The Planets"; the Roger Wanger Chorale and the Hollywood Bowl Symphony Or-chestra in "Starlight Chorale"; Er-ich Leinsdorf conducting the Con-cert Arts Orchestra in "The Sound

The Angel stereo disks debut will feature the Glyndebourne Festival Chorus and Pro Arts orchestra with Sir Malcolm Sargent conducting in Gilbert and Sullivan's

Bill me

HOLLYWOOD — Capitol and "The Mikado"; Carl Orff's "Die Angel will take their initial stereo disk step on August 18 when they will jointly is sue 22 stereo packages. Capitol will release 10 pop albums and five classicals.

Wolfgang Sawallisch' Emil Gilels and the Philharmonia Orchestra, harmonic Orchestra conducted by Wolfgang Sawallisch' Emil Gilels and the Philharmonia Orchestra, Leopold Ludwig conducting, performing Beethoven's Fifth Piano Concerto' Sir Thomas Beecham and the Royal Philharmonic Orchestra's reading of the Birnshu chestra's reading of the Rimsky-Korsakov "Scheherazade"; "Tchaikovsky's Fourth Symphony per-formed by Constantin Silvestri and the Philharmonia Orchestra; Arturo Benedetti Michalangeli performing Rachmaninoff's Fourth Piano Concerto and Ravel's G Major Piano Concerto with Ettore Gracis conducting the Philharmonia Orchestra, and Guido Cantelli conduct-(Continued on page 74)

> WB Pix Tab Conkling VP

HOLLYWOOD-Jim Conkling has been elected a veepee of Warner Bros. Pictures, Inc., by the firm's board of directors. Conkling entered the WB fold in February as president of Warner Bros. Records, Inc., picture company's subsidiary label.

Conkling, as a result of board's action, is a veepee of the parent company in addition to serving as top exec of the WB diskery.

HOLLYWOOD — Heavy promotion will back up Imperial's August release, according to prexy Lew Chudd. The release consists of four albums, featuring Fats Domino, Ernie Freeman, Slim Domino, Erme Freeman, Shin Whitman, and an LP devoted to march music. The albums are "The Fabulous Mr. D," "Dreamin' With Freeman," "Slim Whitman Sings" "Favorite American Marches."

Chudd has budgeted \$10,000 to give the August release its promo-tional kick-off. Imperial has pre-sented in-store display material, window banners, streamers and cover boards. The campaign also includes co-op advertising with lo-

cal distributors and dealers.

Apart from this promotion,
Chudd is preparing to send his label's new vocal acquisition, Johnny Carner, on a national personal-appearance tour during August to help launch his first release, "Little Starry Eyes" backed with "Kiss Me Sweet." Chudd plans to be on the road during August to personal his personal road during August to personally supervise the promotional activity.

Verve Sale to **UA** Reported

NEW YORK -- The acquisition of Verve Records by the diskery wing of United Artists is expected to be consummated shortly At press time Friday (18), negotiations between attorneys for both sides were known to have reached an advanced stage.

It was indicated that negotia-(Continued on page 71)

Liberty Steps Up Stereodisk Sked in Sept.

HOLLYWOOD - Liberty Records is stepping up its stereodisk releasing schedule with 10 multitrack albums currently in production for September release. The 10 stereos will follow on the heels of four stereodisk packages to be re-leased in August. The label's September stereo schedule calls for twice the number it plans for monaural release.

The stereo packages include (Continued on page 71)

Victor 'Best Buy' Intros at 8 Meets

NEW YORK—RCA Victor is kicking off its 1958 "Best Buy" program July 21-25, with execs introducing the program at eight regional distributor meetings. Following the regional confabs, distribs will hold their own conferences to introduce the program to local dealers.

The Victor graguam includes a promotion and publicity manager; Herman Diaz, pop a.&r.; Dave Finn, merchandising manager; Cil McKean, tape merchandising. In Chicago and Cleveland, July 23 and 25 respectively, participants include Sal Peruggi, field sales manager; George Parkhill, pop advertising and promotion and publicity manager; Herman Diaz, pop a.&r.;

stereophonic and monaural versions. According to George R. Marek, vice-president and general manager of the record division, this year's "Best Buy" shapes up as one of the most exciting merchandising plans ever developed by RCA Victor.

Participants in the New York meeting and the Boston meeting July 21 and 23 respectively are the following: Bill Alexander, ad
manager; Fred Reynolds, pop a.&r., and T. McCusker, co-ordinator of album releases. In Atlanta and Dallas, July 23 and 25, the line-up of exees include C. J. Lutten, Red Seal promotion; Eddie Heller, pop a.&r.; E. Moore, sales planning. At Kansas City and Los Angeles, July 23 and 25, participants in clude Jack Burgess, sales and marketing manager; C. Bosler, pop promotion; Alan Kayes, Red Seal a.&r. and Frank O'Donnell, Camden More and Promotion of the bristing and Circulation Offices 2. Ohio Subscribers. Subscribers, when requesting of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnation of album releases. In Atlanta and Dallas, July 23 and 25, the line-up of exees include C. J. Lutten, Red Seal promotion; Eddie Heller, pop a.&r.; E. Moore, sales planning. At Kansas City and Los Angeles, July 23 and 25, participants in clude Jack Burgess, sales and marketing manager of understance of automatic meretandishing company. The Bill-board also publishes Vend. the monthly magazine of automatic meretandishing company. The Bill-board also publishes Vend. the monthly magazine of automatic meretandishing company. The Bill-board also publishes Vend. the monthly magazine of automatic meretandishing company. The Bill-board also publishes Vend. the monthly magazine of automatic meretandishing company. The Bill-board also publishes Vend. the monthly magazine of automatic meretandishing company. The Bill-board also publishes Vend. the monthly magazine of automatic meretandishing on the promotion of album releases. In Atlanta and Dallas, July 23 and 25, the line-up of address. Publish

Hard Sell Keys Columbia Meet

ESTES PARK, Colo .-- Columbia Records National Sales Convention got down to serious business here this weekend as the firm's execs in sales and a.&r. pitched their new fall line and programs to distributors. Both Friday and Saturday, (19, 20) were devoted to business sessions and Saturday night the label held a banquet and gave the salesmen a two-hour show featuring the label's top artists.

The pitch was a bit different

this year, the label's 10th anniver-sary of LP. The merchandising men and the repertoire men gave their approaches at the same session, thus tying both the product and the sales approach together. There were seperate meetings on single records, on LPs, Harmony Records, and Masterworks. And there was a complete seminar on stereo, including both the LP's and

the phonos to play them.

As part of the merchandising show, sales execs actually built a show, sales execs actually built a store on stage, to show how a salesman should stock a retail shop with Columbia Records. This was part of the label's hard-sell program of "Columbia means busi-

The program opened with a speech by Paul Southard, of the Columbia Distributor in New York, (Continued on page 74)

Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

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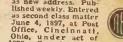
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Columbia Issues 20 Stereo Albums

Judgment on the issue of liability was handed down last week (18) against Tops Records, its manufacturers, distributors and some of its leading sellers, covering copyright infringement of 62 songs. The ruling was made here by Federal Judge Leon R. Yankwich on behalf of the plaintiffs, Harms, Witmark, Remick, New World, Ad-Brit. Invasior ance and Shubert Music Publishing Company, against Tops, Cav-indish, Dorshay Records and all the 14 named seller defendants. Latter included Woolworth's, Sears,

(Continued on page 71)

Wing Diskery Returns to

Mathis Gets Fat Col. Pact

years.

Mathis has blossomed into one of the brightest stars ever on the Columbia roster. It is estimated that his income last year from Columbia Records was close to the \$100,000 mark. He may surpass that this year, as he has two best selling albums out now and his new single, "A Certain Smile," looks like his strongest since "Chances Are."

NEW YORK—Columbia Records will release 20 stereo disks in late August. Release includes both pop and classical LP's, with some of the label's strongest names, such as Johnny Mathis, Ray Conniff, the Philadelphia Orchestra and the New York Philharmonic. The Columbia Stereo items will retail for \$5.98.

Here is the list of pop albums that the label will issue stereophonically: "S Awful Nice,"—Ray Conniff; "Sound Ideas"—Les and Larry Elgart; "Patterns" — Frank Comstock; "Sing Along With Mitch" — Mitch Miller; "Music From South Pacific"—Percy Faith;

Court Rules

For Warner's

In Sound Ideas"—Les and Larry Elgart; "Patterns" — Frank Comstock; "Sing Along With Mitch" — Mitch Miller; "Music From South Pacific"—Percy Faith; "Sound Pacific"—Percy Faith; "All All of the above records have York Philharmonic; Mahler: "Symphony No. 6"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Talis" — New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Talis" — New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Talis" — New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Talis" — New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Talis" — New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic No. 2"—New

aimed especially at the hi-fi bug and newcomers to stereo.

Melcher Keys **Brit.** Invasion

HOLLYWOOD — Marty Melcher last week concluded a deal whereby London Records will press and distribute his Arwin Label in England. Arwin's initial invasion of the British Isles will be preceded by its two depositions. spearheaded by its two domestic best-sellers, "Jenny Lee" by Jan and Arnie and "Cha-Hua-Hua" by

Future releases will be issued

Jay-Gee Buys Jan Label; to Be Called Jane

NEW YORK — Jerry Blaine's Jay-Gee Record Company, which owns Jubilee, Josie and Port records, has taken over the Jan label. According to Blaine, Jay-Gee has purchased Jan, the Texas label, and has laid out a substantial cash advance for the rights to the Jan catalog, artist roster and completed masters. This includes Jan's current strong disk, Gene Summer's "Nervous." Nervous.

rent strong disk, Gene Summer's "Nervous."

Under the new set-up the name of the Jan label will be changed to Jane Records. Distributors handling the Jubilee-Josie labels, including the five Blaine-owned Vosnat Distributors, will handle the Jane line. Tom Fleeger and Dan Weisfeld, of Jan, will continue to help guide Jane Records in its new set-up. Fleeger will handle the recording work from his Dallas office under the supervision of Morty Palitz, Jubilee a &r. head.

Weisfeld will function as field man for all four Jay-Gee labels, reporting to Bill Darnel, sales chief of the four labels, and will also do promotion work. Jean Glover will be the administrative assistant for the East Coast office of Jane Records, which will be located with the Jubilee-Josie labels.

AM-Par Meet Intros **New LP Promotion**

'Third Anniversary Album' Plan Beams 11 New Stereo Packages; Dozen Tapes

"Third Anniversary Album Promotion."

The new album release features 11 new stereo packages (10 also available on monaural), 12 stereo tapes (culled from Am-Par's LP catalog) and 9 EP's.

Am-Par prexy, Sam Clark, who presided over the distrib sessions, said that more than 250,000 LP orders were written up during last week's meeting, which was attended by 26 of the label's 31 distributors, including a representative from Honolulu.

The new album releases were introduced by Sidney Pastner, newly appointed national LP sales merchandising chief for the label. Pastner, heretofore Am-Par's national field representative, replaced Dewey Bergmen Jr., who will announce a new label affiliation soon. soon

Following a discussion of various discount programs utilized by other

NEW YORK—ABC-Paramount Records' national distributor meeting at the Concord Hotel, Kiamesha, N. Y., last week was highlighted by the introduction of its "Third Anniversary Album Promotion."

The new album release features (motes)

quotas.

Other Am-Par execs addresisng the group included artist and repertoire exec Creed Taylor, who demonstrated the label's new stereo line via a stunt involving NBC's Miss Monitor; sales chief Larry Newton; Leonard Goldenson, American Broadcasting-Paramount Theater prexy; SI Siegel, ABC-PT director Natt Hale; West Coast field representative Lee Palmer, and East Coast field representative Clayton Burdick.

and East Coast field representative Clayton Burdick.

The 10 new ABC-Paramount LP's which will be released on both stereo and monaural include Eydie Gorne's "Eydie in Love," a Johnny Nash package; the Blazers "Drinking Songs Around the World"; "Bawdy Barracks Ballads," by the Four Sergeants; the "Accidentals, with Kai Winding's Trombone"; Roy Smeck's "Hi-Fi Paradise"; "Flamenco Guitars," by the Sabiscas; Ted Maksymowicz's Sabiscas; Ted Maksymowicz's "Let's Polka"; "Hi-Fi Square Dance Party," and an Hawaiian package by Alfred Apaka.

by Alfred Apaka.

Release on stereo only will be a band album titled "Paradise Field in Stereophoic Sound." The stereo tape packages will be packaged in special gold boxes with pull-out tabs. An extensive display material for the new stereo LP and tape line-up is in the works, along with a sizable consumer advertising campaign.

ing campaign.

Huge Aug.-Sept. M-G-M LP Push

NEW YORK — M-G-M Records has set one of the heaviest package promotions in the label's history for its August-September program. The plan, which includes 22 albums on the M-G-M label and an initial release of two dozen sets on the low-priced Lion line, will be introduced at a special M-G-M distributor convention at the Hotel Sheraton. Chicago. at the Hotel Sheraton, Chicago, Tuesday (22). The gathering will feature a film slide presentation

Singles Kick

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10% Off on

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Kapp Fall Program

that this year, as he has two best selling albums out now and his new single, "A Certain Smile," looks like his strongest since "Chances Are."

In his new contract, Mathis receives a 5 per cent royalty, something he has been striving for from the label since last year. At one time it was rumored he would leave Columbia, but such rumors were quashed with the repacting last week.

sets with both monaural and stere of creat Songs of the World," with Over the World," with Over the World," with Over the World," with Melodies From the Operettas of the Century," by the Troubadours; "Songs of the Fabulous Forties," and "Waltzes," all by Roger Williams; "Songs of the Fabulous Thirties," by David Rose and His Ork; a set titled "Volare," featuring the great Italian hit songs, with Umberto Marcato, who has with Umberto Marcato, who has the label is also re-releasing in stereo form past album successes which include "Till," "Rhapsody in Blue," "Songs of the Fabulous Forties," and "Waltzes," all by Roger Williams; "Songs of the Fabulous Thirties," by David Rose and His Ork; a set titled "Volare," featuring the great Italian hit songs, with Umberto Marcato, who has (Continued on page 72)

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Packs Stereo Lipius.

NEW YORK — Kapp Records has unveiled one of its strongest of the Kapp single version of the song of the same title; "Favorite Songs of College Days (Moments to Remember)," with Marty Gold and His Ork and Chorus; a two-pocket will be issued in both stereo and monaural form. The 10 new releases are tied together under the tag, "Great Songs of the Fabulous Century." The label will also issued stereo versions of previously released successful monaural sets.

On the new release side, those of the past appeared on Angel Records with hoth monaural and stering in the past appeared on Angel Records with the Kapp single version of the song of the same title; "Favorite Songs of College Days (Moments to Remember)," with Marty Gold and His Ork and Chorus; a two-pocket between tury," with Jane Morgan; and a second two-pocket package titled simply "Songs of the Fabulous Century." With Roger Williams. There will also be two monaural-only packages by the great Portugese folk singer, Amalia Rodrigues, who in the past appeared on Angel Records. tury," with Roger Williams. There will also be two monaural-only packages by the great Portugese folk singer, Amalia Rodrigues, who in the past appeared on Angel Rec-

own Nat. Org. Imperial Sets ape Up at NAMM Meet LP Promotion

Texas Group Spearheads Fight On Club, Rack, Discounter Tactics

annual convention of the National Association of Music Merchants in Chicago next week.

here this week by Charles Simmons of Coghill-Simmons, leading local retail outlet. Coghill-Simmons was one of the spearhe.ds of a drive which saw the organization of the Saw Theorem 1 Dellar Association who wanted to get together to form a national group."

Simmons told The Billboard here this week by Charles Simmons which saw the organization of the Dallas Record Dealers Association late last year. This group later expanded into the Texas Record Dealers Association.

Several weeks ago, Simmons was in New York to line up deals with suppliers there for a more favorable discount structure for Texas stores, which were prepared to operate on a group-buying basis. At the time, Simmons said that "Eastern discounters were getting

Decca Pacts Pro Musica, Jen Tourel

NEW YORK -- Noah Greenberg's New York Pro Musica and mezzo-soprano Jennie Tourel have been signed to exclusive disk pacts by Decca's Gold Label division. Initial albums under the new agree-

ments are set for August release.

The Pro Musica group performs
"Play of Daniel," the 12th Century "Play of Daniel," the 12th Century
"Selections from South Pacific" by
musical drama, on its disking. The
Fred Waring and His Pennsylvanwork was performed by the group earlier this year at New York's Cloisters. The disk gets de luxe packaging, with action photos of the original Cloisters production, an introduction to the liturgical drama by critic Paul Henry Lang, a listing of the cast, instruments used and text material.

Miss Tourel's initial effort includes a set of Russian, entitled None But the Lonely Heart."

Gallico on **Europe Trek**

NEW YORK--Al Callico, Shapiro-Bernstein exec, lest for Europe on the Liberte last week on a business trip which will take him to England, France, Switzerland, Germany and other countries.

Gallico will likely set up an Eng-

lish firm, which will replace the free-lancing operation. He will also acquire material in England and on the Continent.

Many Want In
As a result of an account of the

DALLAS — An organized national body of record dealers may counts from right under our noses take shape when dealers from thruout the nation congregate at the offered to our members."

Tecords at unusually good distinated dealers representing local retailer organizations in such markets as Boston, Memphis, Cleveland, Denver and C had indicated eagerness to "sit down and set the wheels in motion

Chicago next week.

Plans for the National Association of Record Dealers were announced of Record Dealers were announced said the Texas Association received "we have set a meeting for Tues-"we have set a meeting for Tuesday (22) in Parlor Nine of the Palmer House. Mr. A. J. Schaps, who is president of the Associated Record Stores of Chicago, got in

(Continued on page 16)

Cap, Angel Set for August Stereo Drive

disk step on August 18 when they

Cap's pop stereos include three demo disks, "The Stereo Disk,"
"Stars in Stereo," and "Big Band Stereo," plus the following stereo versions of monaural packages:
"The King and I," "Ports of Pleasure" by Les Baytan and archeste. sure" by Les Baxter and orchestra,
Nelson Riddle's "Sea of Dreams,"
"Les Brown Concert Modern," ians, Nat King Cole's "Song From S. Louis Blues"," and "Burnished Brass," featuring the George Shearing Quintet. The latter al-bum is the only new item in the pop stereo releases. The others are stereo disk versions of earlier re-

Capitol's stereo classics include Britten's "Young Persons Guide to the Orchestra" with Felix Slatkin conducting the Concert Arts Orchestra, who also perform Dohnanyi's "Variations on a Nursery Tune"; Loepold Stokowski's interpretation of Holet's "The Planets"; the Roger Wanger Chorale and the Hollywood Bowl Symphony Orchestra in "Starlight Chorale"; Erich Leinsdorf conducting the Conich Leinsdorf conducting the Concert Arts Orchestra in "The Sound of Wagner," and Carmen Dragon conducting "La Belle France." All are stereo versions of earlier monaural releases.

The Angel stereo disks debut will feature the Glyndebourne Festival Chorus and Pro Arts orches-tra with Sir Malcolm Sargent con-ducting in Gilbert and Sullivan's

certo and Ravel's G Major Piano Concerto with Ettore Gracis conducting the Philharmonia Orchestra, and Guido Cantelli conduct-(Continued on page 74)

WB Pix Tab

Conkling VP
HOLLYWOOD—Jim Conkling
has been elected a veepee of Warner Bros. Pictures, Inc., by the firm's board of directors. Conkling entered the WB fold in February as president of Warner Bros. Records, Inc., picture company's subsidiary label.

Conkling, as a result of board's action, is a veepee of the parent company in addition to serving as top exec of the WB diskery.

will jointly 1 s s u e 22 stereo packages. Capitol will release 10 pop albums and five classicals. Angel will issue seven. Both Capitol and Angel will price their stereo packages \$1 more than the monaural versions.

Kopf, Gottlob Frick and the Philharmonic Orchestra conducted by Wolfgang Sawallisch' Emil Gilels and the Philharmonia Orchestra, Leopold Ludwig conducting, performing Beethoven's Fifth Piano Concerto' Sir Thomas Beecham and the Royal Philharmonic Orchestra. chestra's reading of the Rimsky-Korsakov "Scheherazade"; "Tchaikovsky's Fourth Symphony per-formed by Constantin Silvestri and the Philharmonia Orchestra; Arturo Benedetti Michalangeli performing Rachmaninoff's Fourth Piano Conan advanced stage.

> Up Stereodisk Sked in Sept. HOLLYWOOD - Liberty Rec-

Liberty Steps

gust release, according to prexy Lew Chudd. The release consists

of four albums, featuring Fats Domino, Ernie Freeman, Slim

"Favorite American Marches."

Chudd has budgeted \$10,000 to

give the August release its promo-

tional kick-off. Imperial has pre-sented in-store display material,

includes co-op advertising with lo-

cal distributors and dealers.

Apart from this promotion,
Chudd is preparing to send his label's new vocal acquisition, Johnny

Garner, on a national personal-appearance tour during August to help launch his first release, "Little Starry Eyes" backed with "Kiss Me Sweet." Chudd plans to be on the road during August to personally

road during August to personally supervise the promotional activity.

Verve Sale to

UA Reported

NEW YORK -- The acquisition of Verve Records by the disk-

ery wing of United Artists is ex-

pected to be consummated shortly

At press time Friday (18), negotiations between attorneys for both

sides were known to have reached

It was indicated that negotia-(Continued on page 71)

ords is stepping up its stereodisk releasing schedule with 10 multi-track albums currently in production for September release. The 10 stereos will follow on the heels of four stereodisk packages to be released in August. The label's September stereo schedule calls for twice the number it plans for monaural release.

The stereo packages include (Continued on page 71)

HOLLYWOOD -- Capitol and "The Mikado"; Carl Orff's "Die Angel will take their initial stereo disk step on August 18 when they kopf, Gottlob Frick and the Phil-

Victor 'Best Buy' Intros at 8 Meets

NEW YORK—RCA Victor is kicking off its 1958 "Best Buy" program July 21-25, with exects introducing the program at eight regional distributor meetings. Following the regional confabs, distribs will hold their own conferences to introduce the program to local dealers.

The Victor program includes a manager Fred Reynolds, pop a & r. local dealers.

The Victor program includes a total of 28 LP's, available in both stereophonic and monaural versions. According to George R. Marek, vice-president and general manager of the record division, this year's "Best Buy" shapes up as one of the most exciting merchandising plans ever developed by RCA Victor.

Participants in the New York meeting and the Boston meeting July 21 and 23 respectively are the following: Bill Alexander, ad-

Hard Sell Keys Columbia Meet HOLLYWOOD — Heavy promotion will back up Imperial's Au-

ESTES PARK, Colo.bia Records National Sales Convention got down to serious business here this weekend as the firm's execs in sales and a.&r. pitched their new fall line and programs Domino, Erme Freeman, Shin Whitman, and an LP devoted to march music. The albums are "The Fabulous Mr. D," "Dreamin' With Freeman," "Slim Whitman Sings" and "Favorite American Marches." to distributors. Both Friday and Saturday, (19, 20) were devoted to business sessions and Saturday night the label held a banquet and gave the salesmen a two-hour show featuring the label's top artists.

The pitch was a bit different this year, the label's 10th anniver-sary of LP. The merchandising window banners, streamers and cover boards. The campaign also their approaches at the same session, thus tying both the product and the sales approach together. There were seperate meetings on single records, on LP's, Harmony Records, and Masterworks. And there was a complete seminar on stereo, including both the LP's and

the phonos to play them.

As part of the merchandising show, sales execs actually built a store on stage, to show how a salesman should stock a retail show with Columbia Bacooks. This shop with Columbia Records. This was part of the label's hard-sell program of "Columbia means busi-

The program opened with a speech by Paul Southard, of the Columbia Distributor in New York. (Continued on page 74)

Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

Publishers

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Editors

Paul Ackerman ... Music-Radio-TV, N, Y,
Herb Dotten ... Outdoor, Chicago
Robt. Dietmeier ... Coin Mach., Chicago
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Circulation Department

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



Subscription rates payable in advance. One year, \$15 in U.S.A.. Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of automatic merchandising for music listeners, and Audioraft, the magazine for March 19 Printed by WORLD COLOR PRIG CO., St. Louis, Mo. Printed by WORLD COLOR PRTG. CO., St. Louis, Mo.

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Columbia Issues 20 Stereo Albums

LOS ANGELES — Summary Judgment on the issue of liability was handed down last week (18) against Tops Records, its manufacturers, distributors and some of its leading sellers, covering copyright infringement of 62 songs. The ruling was made here by Federal Judge Leon R. Yankwich on behalf of the plaintiffs, Harms, Witmark, Remick, New World, Advance and Shubert Music Publishing Company, against Tops, Caveller last week concluded as the control of the plaintiffs. ing Company, against Tops, Cav-indish, Dorshay Records and all the 14 named seller defendants. Latter included Woolworth's, Sears,

(Continued on page 71)

Mathis Gets Fat Col. Pact

NEW YORK—Columbia Records will release 20 stereo records will release 20 stereo disks in late August. Release includes both pop and classical LP's, with some of the label's strongest names, such as Johnny Mathis, Ray Conniff, the Philadelphia Orchestra and the New York Philharmonic. The Columbia stereo items will retail for \$5.98.

Here is the list of pop albums that the label will issue stereophonically: "S Awful Nice."—Ray Conniff; "Sound Ideas"—Les and Larry Elgart; "Patterns" — Frank Comstock; "Sing Along With Mitch" — Mitch Miller; "Music From South Pacific"—Percy Faith;

Court Rules

For Warner's

In Tops Suit

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Melcher Keys **Brit. Invasion**

HOLLYWOOD — Marty Melcher last week concluded a deal whereby London Records will press and distribute his Arwin Label in England. Arwin's initial invasion of the British Isles will be preached by the two domestics.

Wing Diskery
Returns to
Singles Kick

NEW YORK—Wing Records, the label recently reactivated by Mercury Records as a \$1.98 LP line, is issuing single records again. First single release features singer Phil Flowers and is being shipped this week. Thinking behind the single release is that the \$1.98 line will have a better chance to make it big if the label name is known, and firm feels a hit single can do it.

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Jay-Gee Buys Jan Label; to Be Called Jane

NEW YORK — Jerry Blaine's Jay-Gee Record Company, which owns Jubilee, Josie and Port records, has taken over the Jan label.
According to Blaine, Jay-Gee has purchased Jan, the Texas label, and has laid out a substantial cash advance for the rights to the Jan catalog, artist roster and completed masters. This includes Jan's current strong disk, Gene Summer's "Nervous." Nervous.

rent strong disk, Gene Summer's "Nervous."

Under the new set-up the name of the Jan label will be changed to Jane Records. Distributors handling the Jubilee-Josie labels, including the five Blaine-owned Vosnat Distributors, will handle the Jane line. Tom Fleeger and Dan Weisfeld, of Jan, will continue to help guide Jane Records in its new set-up. Fleeger will handle the recording work from his Dallas office under the supervision of Morty Palitz, Jubilee a.&r. head.

Weisfeld will function as field man for all four Jay-Gee labels, reporting to Bill Darnel, sales chief of the four labels, and will also do promotion work. Jean Glover will be the administrative assistant for the East Coast office of Jane Records, which will be located with the Jubilee-Josie labels.

AM-Par Meet Intros New LP Promotion

'Third Anniversary Album' Plan Beams 11 New Stereo Packages; Dozen Tapes

tion."

The new album release features
11 new stereo packages (10 also
available on monaural), 12 stereo
tapes (culled from Am-Par's LP
catalog) and 9 EP's.

Am-Par prexy, Sam Clark, who
presided over the distrib sessions,
said that more than 250,000 LP

orders were written up during last week's meeting, which was at-tended by 26 of the label's 31 dis-tributors, including a representa-tive from Honolulu.

The new album releases were introduced by Sidney Pastner, newly appointed national LP sales merchandising chief for the label. Pastner, heretofore Am-Par's na-Pastner, heretofore Am-Par's na-tional field representative, replaced Dewey Bergmen Jr., who will an-nounce a new label affiliation

soon

Following a discussion of various discount programs utilized by other

NEW YORK—ABC-Paramount Records' national distributor meeting at the Concord Hotel, Kiamesha, N. Y., last week was highlighted by the introduction of its "Third Anniversary Album Promotion."

The new album release features of the counts if their sales exceed certain quotas.

Other Am-Par execs addressing the group included artist and rep-ertoire exec Creed Taylor, who demonstrated the label's new stereo

ertoire exec Creed Taylor, who demonstrated the label's new stereo line via a stunt involving NBC's Miss Monitor; sales chief Larry Newton; Leonard Goldenson, American Broadcasting-Paramount Theater prexy; Si Slegel, ABC-PT director Natt Hale; West Coast field representative Lee Palmer, and East Coast field representative Clayton Burdick.

The 10 new ABC-Paramount LP's which will be released on both stereo and monaural include Eydie Gorme's "Eydie in Love," a Johnny Nash package; the Blazers "Drinking Songs Around the World"; "Bawdy Barracks Ballads," by the Four Sergeants; the "Accidentals, with Kai Winding's Trombone"; Roy Smeck's "Hi-Fi Paradise"; "Flamenco Guitars," by the Sabiscas; Ted Maksymowicz's "Let's Polka"; "Hi-Fi Square Dance Party." and an Hawaiian package

dise"; "Flamenco Guitars," by the Sabiscas; Ted Maksymowicz's "Let's Polka"; "Hi-Fi Square Dance Party," and an Hawaiian package by Alfred Apaka.

Release on stereo only will be a band album titled "Paradise Field in Stereophoic Sound." The stereo tape packages will be packaged in special gold boxes with pull-out tabs. An extensive display material for the new stereo LP and tape line-up is in the works, along with a sizable consumer advertising campaign.

Huge Aug.-Sept. M-G-M LP Push

NEW YORK — M-G-M Records has set one of the heaviest does not affect the normal markup.

The M-G-M pop release includes package promotions in the label's history for its August-September program. The plan, which includes 22 albums on the M-G-M label and an initial release of two dozen sets on the low-priced Lion line, will be introduced at a special M-G-M distributor convention at the Hotel Sheraton, Chicago, Tuesday (22). The gathering will feature a film slide presentation of the line.

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A feature of the program will be a full line of merchandising aids, heavy trade and consumer advertising and a bonus plan for dealers. The sliding scale bonus deal, for 12 albums purchased, a dealer gets one free; for 25 albums bought, three free albums are awarded. For 50 purchased, the dealer gets seven free sets and for 100 he'll get 15 free sets. In each case the bonus selections are up to

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Kapp Fall Program Packs Stereo Emphasis

ASCAP Counse

Soft Pedals

Complaints

WASHINGTON — There "no letters in the ASCAP from Mrs. Mae Boren Ar ('Heartbreak Hotel') request membership." This was the ans supplied by American Associat of Composers, Authors & Publiers counsel Herman Finkelstein Sen. Pastore's sharp question as why Mrs. Axton's efforts to gmembership had been ignored the Society. (The Billboard, M 12, 1958.)

The Finkelstein reply was re-

The Finkelstein reply was re by John Schulman, final propone witness, at last week's rebut hearing on the Smathers' (D., Fl bill to divorce broadcasters for music interests. Finkelstein a

answered Commerce Sub-Commerce Chairman Pastore's (D., R.

queries on membership complair of former Louisiana Governor Jir

At earlier hearings, country m sic writer Davis had testified the had tried for "a number of the had tried for be number of the had tried for "a number of the had tried for the

years" to gain entry into ASCA (Continued on page ?

my Davis and Gene Autry.

Schulman Reiterates BMI-Broadcaster Blast in Summary to Solons

Only One New NO LEGAL BAR Angle in Long Rebuttal

WASHINGTON — The only new angle in the final summation by Counsel John Schulman for the songwriters, against BMI and broadcasters, before the Pastore subcommittee leaves and the song with the summation of the song with the summation of the summation of the song with the summation of the summati subcommittee last week was a plea for a bill to prohibit broadcast ownership in music licensing and publishing companies (see separate

The proposal by the spokesman for ASCAP songwriters in the American Guild of Authors & Composers, formerly SPA, would replace the discredited Smathers (D., Fla.) bill to divorce broadcasters from any music publishing and recording interests.

Main areas of the Schulman recording

Main areas of the Schulman re-Main areas of the Schulman rebuttal before a sympathetic but unconvinced Chairman Pastore (D., R. I.) accused BMI and broadcasters of organizing a five-year plan to control music, of using BMI to depress price of ASCAP music to broadcasters, of tie-ins between BMI-subsidized publishers and netowned record companies. BMI and networks were accused of "compelling" independent broadcasters to support BMI tactics by keeping music prices down and keeping music prices down and winning their vote at National As-sociation of Broadcasters meetings.

Anything New? Frequent reference to the plugging activities of BMI in its founding days led Pastore to ask if Schulman had "anything more up to date." The AGAC counsel quoted The Billboard story (issue July 14) on the NBC spot-sales LP record, (Continued on page 10)

Chances Dim For Kefauver

Hearings
WASHINGTON — There is almost no chance that the Senate Antitrust Subcommittee under Estes Kefauver (D., Tenn.) will try to hold hearings in this waning session, on songwriter complaints against BMI and broadcasters, which were talked over with the Subcompittee last week (21). Subcommittee last week (21). Sub-committee spokesmen say that for the present, Justice Department has assured them it is looking into the

(Continued on page 73)

Hanover Label **Expands Scope**

NEW YORK -- Hanover Records, recent new entry in the disk business being backed by Steve Allen, is expanding the scope of its operation.

According to Len Levy, mahoff of the label, the firm is adopting a policy of fast covers of tunes which appear to have appeared.

which appear to have promise of

which appear to have promise of getting action. In line with this, the label has covered "Honolulu," with a new group called the Serenaders. The original is by Milton DeLugg on Dot. The label has also covered Betty Madigan's original storms cut the attendance at the storms cut the attendance at the personal action of "Dance Everyone Dance," Jazz Festival at Ravinia, Ill, on dealers, says Jack Markle, vice-president.

in a semi-religious vein by the Hon-ordreamers. The latter set was in-sendently produced and pur-sed by Hanover.

TO MUSICAL FAD

WASHINGTON — Very appropriately, the subject of "Yakety-Yak" came up during the waning session of a Senate hearing on music, which has run three months, heard 48 witnesses and produced 1,378 pages of transcript, exclusive of AGAC Counsel John Schulman's rebuttal testimony last week (15).

The song was listed as an offender in the alleged cheapening of American music, during a Schulman quote from The Billboard's account of re-

cent NBC recorded blast at big-beat music (July 14 issue). Said Commerce Communications Subcommittee Chairman Pastore (D., R. I.): "My daughter bought that record. The young people want it.
We can't be asked to legislate
against a musical fad."

Pastore also told the story

of an American diplomatic official whose daughter had to go to a Viennese school. Her new schoolmates took her to their bosom with one query: "Have you ever met Alvoris Pressley?"

• Continued from page 1

100 New Disks Per

Week Clog Funnel

Pastore Tabs Legislation 'Impossible'

WASHINGTON—Senate Sub-committee Chairman Pastore has labeled "impossible" the type of legislation asked by the ASCAP songwriters in their fight against BMI and the broadcasters for alleged discrimination against ASCAP
music. Pastore (D., R. I.) rejected
as "bad legislation" the Smathers
(D., Fla.) bill to divorce broadcasters from all music interests, during
the next-to-the-last hearing held last week (15).

Pastore's noncommittal silence also appeared to doom the last-ditch suggestion by songwriters' counsel, John Schulman, for a new bill outlawing ownership of licensing societies, music publishing and related interests by "broadcasters in joint participation."

Pastore Lowers the Boom
Thruout the rebuttal hearing,
Pastore sympathized with Schulman's position in wanting to protect the songwriters, and also his claim that networks can wield great power. But when songwriter claims reached out to condemn the (Continued on page 10)

PSYCHOLOGICAL EAR IRRITATION

LOUISVILLE, Ky. — Station WAKY (formerly WGRC)

tion WAKY (formerly WGRC) here lived up to its new call letters last week, via a daylong programming binge, wherein its deejays played practically nothing but "The Purple People Eater Meets the Witch Doctor."

Every hour or so, "to give em a change," the jocks played Jim Backus' equally wacky waxing "Delicious." The gimmick was utilized to kick off WAKY under its new owner Gordon McLendon. Philosopy behind the gag, said McLendon, was "People get completely disgusted... They tune away to another station. tune away to another station. Then they wonder if 'they're still doing that' on that other station. So they turn back."

Cap's August Release Debs 25 Packages

HOLLYWOOD — Capitol Records August release, to be issued next week, will consist of 25 packages, including pop, Capitol of the World and classical albums. The August line-up is tagged "New Worlds of Music From the Capitol Tower."

The pop portion includes "Dance"

The pop portion includes "Dancing Over the Waves," with Ray Anthony and orchestra; "Confetti," by Les Baxter and orchestra; Joe Bushkin's piano doing "I Get a Kick Out of Porter," Nat King Cole's Havana-recorded "Espanol" album: "Hawaii Calls: Fire God-

(Continued on page 74)

less than 10 per cent of all records released become hits, and the figure is closer to 5 per cent than 10 per cent, the majority of them hardly sell at all. Possibly 60 per cent of all released sell 2,000 to 3,000. Another 20 per cent sell up to 25,000. And another 10 per cent sell 50,000 or more. The hit 10 per cent sell the 100,000 to 1,000,000 records. In other words 80 per cent of all records released are a loss for all concerned, the manufacturer, the distributor, etc. But the overproduction of disks has had many effects upon the records and their records around to disk process the sounds like an imitation of someone else.

It is true that few of the smaller manufacturers do more than send their records around to disk jockeys with each new release. They do not press up quantities of records, nor do they engage in extensive promotion until and unless there is some real noise on the disk. This, of course, is why there are so many new labels in the business.

(Continued on page 10)

Cunningham Asks Cabaret Tax Slash

WASHINGTON — Entertai ment in cabarets "should be tax at no higher rate than the entrainment in theaters," according ASCAP president Paul Cunnir

In a statement submitted to to Senate Finance Committee I week (14), Cunningham said the entertainers appearing in cabare "are primarily people of the theter" and frequently "present mathe same entertainers. the same entertainment at cabare as before audiences in theaters."
(Continued on page 7

Pincus Debuts First Platter

NEW YORK -- Veteran mus man George Pincus kicked off h Pincus Platters label in emachine this week, with the announcement of the first disk with which I planned to go "all the way." I the past, the Pincus-made dish have been produced primarily have been produced primarily masters for sale. At least five has been sold to Victor, Dot an

The newest Pincus disk is by a instrumental group called the Yo Yo's and the push side is calle "The Mole in the Hole," a tune b Dick Wolf and Randy Starr. Th latter, known as the singing dentist, has appeared as an artist o Dave Krengle's Dale label.

The new Pincus label alread has distribution in 10 key market

The dealers themselves realize has distribution in 10 key market (Continued on page 10) and, according to Pincus, is showing action.

before them were new, and further meetings were planned.

CLIBURN CHI CONCERTS BOOM HIS VICTOR LP

CHICAGO Van Cliburn confirmed that he is possibly the hottest property that ever fell upon

utors and manufacturers, the following problems were placed on the table: hit parade program-day (18), when he was scheduled to

persons stormed his free, open-air Concert Wednesday (16) in Grant Park and pulled him back for eight bows and three encores.

Booking for the 20-year Texan was set by the Chicago Par District before he won the Moc cow competition that rocked him bows and three encores. Booking for the 23-year-ol to an almost Presley-like adulation Reportedly, he pocketed only \$42 for each of two bookings. Hi current price tag is \$2,500 for in door concert hall appearance.

Most local record shops were

(Continued on page 10

ord industry, in addition to making the disk jockey the most sought after man in the business. The disk output has been partly responsible for the great number of record deals, freebees, 100 per cent returns, 100 per cent guarantees that many manufacturers of freed until **Toronto Dealers** Seek Distrib Aid many manufacturers offered until a short time ago. This situation, happily enough, is beginning to right itself. (The Billboard, July 14). It is believed by many observers that overproduction is the

(Continued on page 10)

By HARRY ALLEN

It is believed by many observers that overproduction is the reason why so few new artists who come up with hits have any staying power. As they put it, if an artist has a hit by the time he gets his next record out there are four or five new artists who are current favorites. And if the hit artist had an unusual style or sound, he has TORONTO - Members of the Ontario Record Dealers Association,
Toronto ranch, have come to an
understanding with the leading
record distributors and manufacturers of the country.

The Association,
Toronto ranch, have come to an
understanding with the leading
record distributors and manufacturers of the country.

The Association,
The distributors told the dealers
that many of the problems brought
before them were new and first

The Association headed by Wilf Sayers, president, has recruited 100 members, with fees set at \$15 a year. Purpose of the Association is, in the face of declining business,

Markle states: "We can't stop

with a new group, the Hi-Liters.

the weekend of July 4, but Erroll Carner still proved his pulling Levy said the firm will continue to acquire masters and search out new material and talent. The label's debut into the package market is upcoming with a set of standard readings by new thrush Dori Howard and a package of waxings in a semi-religious vein by the Honord-readers. The latter set was insendently produced and pursel by Hanover.

In the meeting with the distribution of the meeting with the distributions and manufacturers, the following problems were placed on the table; hit parade program.

Markle states: "We can't atop the notwest stop power with good attendance on both nights he played. Carner is set to play George Wein's Story-lection so that we dealers depending on records for our living can be given an opportunity of continuing our business."

In the meeting with the distributions and manufacturers, the following problems were placed on the table; hit parade program. ham, Mass.

ming; rack-jobbing; one-stop opera-tions; theft and sale of stolen rec-

MOTION PICTURE

Newest Cinerama Boasts Fine Music

"South Seas Adventure"
Producer, Carl Dudley, Composerconductor, Alex North, Vocals, Norman Luboff Choir, Narrator, Orson
Wellos, Presented by Stanley Warner
Cinerama Corporation, Warner Theater, New York, July 15.

"South Seas Adventure," fifth Cloerama travelog, has a superior score composed and conducted by Alex North which supports the lovely scenery in dramatic and melodic style and frequently takes over to sweep the viewer Into exciting and romantic moods. It should make the best sound track album of the series, with strong help from the Norman Luboff Choir and native singing

The lush flick beats its immediate predecessor hollow by following a straight line in its con-

timuity, sans personal plugs, and offering same plot. Feeble tho it is, the story of several Americans who succumb to island magic points the way to a better Cinerama future via use of actors and screenplays. Orson Welles' discreet narration, imaginative camera work and the good taste of producer Carl Dudley make the fabled South Seas vivid, despite their putting American underwear on the natives to supplement brief garb. screenplays. Orson Welles' dis-

The pic will surely please most and make a mint. (Bernstein)

NIGHT CLUB

Combos Blend Well at Roosevelt

Lenny Herman's Quintet and Bill Snyder's Trio are the very capable summer replacements for Cuy Lombardo and his ork in the Grill Room of the Hotel Roosevelt, New York. The two groups alternate sets for dinner and supper dancing and the different styles blend beautifully. Both leaders are "pros" and the result is they "play what the customers want to hear."

Merman, the Livingston Tape artist, on the accordion, and his side men, Earl (Cumpy) Com-Lenny Herman's Quintet and

fort on bass, Allan Shurr on sax, Charles Shaw at the keys and Stan Scott on drums, are a very versatile group. They play or imitate over a dozen different instruments and three of them warble for additional appeal and variety. They can effect a big sound and earn their billings as "The Mightiest Little Band in the Land." The chanting is fine and Land." The chanting is fine and the boys play smooth, timely and easy-to-take tunes for both listen-ing and dancing pleasure.

Snyder is a master of the 88 and his fine selection, arrangements and touch make for highly danceable music. Both his side men are excellent-Jack Messing on bass and Sam Ulano on drums Snyder is making his first public appearance in several years due to his past heavy recording activities for Decca Records. However, his classical, concert and big band experience pay dividends here and, he says, "this stint is the beginning of many more personals, most likely in the concert field." Herman and Snyder are a good marriage for this smart supper room this smart supper room.

Tom Noonan.

NIGHT CLUB

Jonah Jones, Teddy Wilson at Embers

Jonah Jones Quartet, Teddy Wilson I'do, The Embers, N. Y., July 14.

Current attractions at the Em-Current attractions at the Embers. New York jazz nitery, are the Jonah Jones Quartet and the Teddy Wilson Trio. Wilson's piago work is as young and fleet as ever and, aided capably by Best Dahlander on drims and Johony Williams on bass, he swings thru a highly listenable and well-programmed set. His

selections include "Savoy," "The One I Love Belongs to Somebody Else," "Honeysuckle Rose" and a standout run of "Air Mail Spe-

Jones, master of the muted trumpet, presents several of the numbers from his hit Capitol LP's, "Muted Jazz" and "Swingin" on Broadway," and a few from his forthcoming album, "Jumping with Jonah." Jones brand of cocktail jazz is presented to good effect in a room of this type.

However, most of his selections are in the same tempo, and his set tends to become a bit wearing and monotonous after a few num-

Only on "Lullaby of Birdland" and "The Man With the Golden Arm" were there any changes in Arm" were there any changes in dynamics or pacing, and these were a welcome relief. Other tunes included "It's All Right With Me," "Makin' Whoopee" and "A Foggy Day in London Town." Members of the Jones group are Teddy Brannon, piano; John Brown, bass and Harold Austin on drums,

Howard Cook.

NIGHT CLUB

Brazilian Baritone Rates Big Bravos

dances of Spain and Latin America may be in for a strong revival of interest this season because of the current scramble for musical styles that sound good on stereophonic disks. New York a.&r. men may therefore find a visit to the oldest Spanish nitery in town, Be-nito Colluda's El Chico, well worth their while.

Highlight of the current El Chico show is a vivid young Brazilian named Kiko Concalvez, whose big, flexible baritone voice

and flashing dances bring plenty of "Oles!" from the audience as he accompanies himself-producing a incredible variety of percussive sounds - with a "pandero," i.e.,

tambourine.

Not currently pacted to any U. S. label (altho he has waxed in South America for the Odeon and Pampa labels), Kiko Goncalvez would indeed be something to hear in stereo. Certainly, there would never be any doubt as to which laudsnesses you were hear which laudsnesses you were hear. which loudspeaker you were hear-ing him from, particularly in his

rapid-fire dance solo numbers when the combination of his heel-and-toe work plus his tambourine sounds like the "Cavalry-to-the-Rescue" scene in a big western. Senor Goncalvez's act, however, is far from being existing roses.

Senor Goncaivez's act, however, is far from being exciting noise. He is a folk singer of power and range, with a fine sense of timing and a strong flair for drama. And, incidentally, he sings in Portugese, Spanish English Italian and incidentally, he sings in Portugese, Spanish, English, Italian and

Rounding out the club's Latinflavored show are the Mercedes and Albano dance team, Mexican thrush Rita Vidaurri, and fémsee Rosita Rios. Enrique Vizcaino and his ork provide skilled backings and lots of cha-chas for the cus-tomers. Charles Sinclair.

REVIEWED IN BRIEF

Erica Morini

Erica Morini
The Beethoven Festival at
Lewisohn Stadium, New York,
found conductor Josef Krips demonstrating excellent control of the
ork with a clear, crisp Lenore
Overture No. 3. The Fifth Symphone showed the N. Y. Philharmonic strings in top form, but
solvist Erica Morini offered an
even rendition of the Violin Concerto. Though Krips lent fine
support and many fans cheered
her on, the violinist's tone altermated between roughness and her on, the violinist's tone after-nated between roughness and clarity and her intonation suf-fered. On the credit side, her double stopping was uniformly excellent, tempi satisfying and her expert showmanship enabled her to put over whatever she set he bow to.

(Hodes)

Gershwin Concert

The annual Gershwin concert at hewisohn, like all traditions, can tend to become a good cover

for less than first-rate performances. As featured planist in the Concerto in F and "Rhapsody in Blue," Engene List drugged his tempi occasionally and was not always detailed in the striking cadenzas, Alexander Smallens' battoning of "American in Paris" proved a bright, boundy reading but has been equaled by the low-priced record labels. Second half of the program, amounting of the program, amounting ie "Sound Track" of "Porgy natt of the program, amounting to the "Sound Track" of "Porgy and Bess," faired much better, with soprano Camilla Williams rating kudos for a lyrical, sonsi-tive job as Bess. (Sinclair)

Midwestern Hayride

Paul Dixon and his cheerful summer show "Midwestern Hayride" are back again on ABC-TV, with no apparent changes in format and mood. On night caught, Helen and Billy Scott shone in a "Cool, Calm and Collected" duet, Zeke and Slim provided amusing

novelties and eight youngsters square danced with fervor. Dixon was purely an announcer. It's pleasant fare but doesn't have quite the verve and planning of ABC's other folk stanzas, "Polka-Go - Round" and "Jubilee, U. S. A." (Bernstein) (Bernstein)

Johnny Mathis

Johnny Mathis scored heavily at Ben Martin's Bolero Club, Wildwood, N. J., over the July 4 holiday. His varied program was a rundown of his best selling Columbia waxings phis special material. Mathis worked the large room, mike grasped between his hands, with warmth and flashing eyes. His charin held the patrons to complete silence, no small feat with the big capacity crowd. feat with the big capacity crowd, and clearly demonstrated his abiland clearly demonstrated his abil-ity as a club act of stature. Com-ics Fisher and Marks delivered a variety of skits to heavy yocks. Rocky Valentine's 11-piece ork provided excellent backing, with Bob London a personable emsce for the show. (Luppino)

Eydie-Steve TV Series Reveals Gifted Comics

By BOB BERNSTEIN

Stars: Eydie Gorme, Steve Lawrence, Director, Dwight Hemion, Producer, Nick Vanoff, Music direction, Jack Kane. Sponsor: Greyhound, Procter & Gamble and American Machine and Foundry. NBC-IV, 8-9 p.m. EDT, July 13.

Vanoft Music direction, Jack Kane. Sponsor: Greyhound, Proter & Gamble and American Machine and Foundry. NBC-TV, 8-9 p.m. EDT, July 13.

"Steve Allen Presents Steve Lawrence and Eydie Corme" is the TV show with the longest title of the year and a number of happier distinctions. It's got Eydie, a singing delight who can caress or belt anything musical for solid results. It's got Steve, who chants well, too, but whose unexpected flair for comedy and graceful emsee work are bigger news at the moment. It's got a superb scenic designer named Jan Scott, whose airy, inventive sets were as striking in black-and-white as they wer handsome in color. The opener also had strong guest help from Margaret O'Brien, grown up with a vengence into a beautiful Elizabeth Taylor type with another surprising comedy talent. In a rapid-fire monologue and a futuristic skit with Jackie Cooper, the former child star displayed an abundance of energy, timing, mimicry and charm which indicate big new fields easily conquerable. Cooper was in good form "reminiscing" about 1958 with her and warbled his new disk nicely with Lawrence. Also present was Baccaloni, who bobbled his lines and essayed a Mozart aria a bit beyond him.

Video flatters neither Eydie nor Steve visually, but sheer talent made most of the premiere a treat. The thrush scored with "When the World Was Young," "Dormi Dormi" and a cute opening number rewrite of "Just in Time," while her new spouse glowed on "If I Loved You" and terped neatly with Cooper, in as relaxed a debut as TV has seen all season. The finale was as bad as the rest of the show was good, and Shari Lewis, a gifted doll, looked misplaced in the middle. But the total effect was bright and warm, with helpful direction by Dwight Hemion and good scripting.

Whether the duo could systain a low-budget winter show of their own is anybody's guess, but in this class setting as Allen's warm weather replacement, they look like class talent.

Buffalo Bills, Mike & Elaine Head Hot Blue Angel Show

By JUNE BUNDY

Trading most intelligently on their participation in the Broadway hit "Music Man" and the fact that highly competent barbershop quartets are rarely seen in swank East Side niteries the Buffalo Bills scored a solid success in their debut at the Blue Angel, New York, last week. The foursome (Bill Spangenberg, Wayne Ward, Verin Reed and Al Shea) are personable showmen with a pleasant vocal blend and a strong, true sense of pitch. The act's greatest asset, is a powerful, penetrating tenor, which gives the group a truly distinctive sound.

The act is shrewdly routined opening with the bright "Music

group a truly distinctive sound.

The act is shrewdly routined, opening with the bright "Music Man" march "76 Trombones." followed by another song from the show, the wistful ballad, "Goodnight My Someone." The boys tied the two tunes together neatly, via the revelation that the two songs were actually the same melody in different tempos. The Decca arists also pleased the Blue Angel crowd at the show caught (July 15) with showmanly treatments of such mostalgic items as "Hard Hearted Hannah," "Tie Me to Your Apron Strings Again," "Minnie Mermaid," and a George M. Cohan medley.

Headlining the bill are Mike Nichols and Elaine May, the funniest, most literate young team to hit the bistro circuit in years. Most of their skits have been seen by now on TV, but they're just as funny the second time around. The duo is probably the hottest new club attraction around these days, as witness the Blue

hottest new club attraction around these days, as witness the Blue Angel's thriving business during a generally slow period for local

niteries.

Rounding out an unusually entertaining show are comedy thrush Derothy Loudon and magician Reynoux. Miss Loudon has improved tremendously in the past few years. The gal's timing is excellent, and her special material is both tasteful and clever, particularly her "Mobile" number. Reynoux impresses with a smoothly urban personality and a remarkable display of prestidigitation involving a flock of now-you-see-em-now-you-don't doves.

Brigitte Bardot Rides Again To Disk-Worthy Jazz Theme

By BOB ROLONTZ

La Parisienne

Stars: Brigitte Bardot, Charles Boyer, Henri Vidal, Andre Luguet. Noel Rogevert, Madeleine Lebeau, Nadia Gray. Direted by Michel Boisrond. Produced by Francis Coane. Music by Hubert Rostaing and Andre Hodier. Teleases by Lopert Films,

Inc. Distributed thru United Artists. Running time: 85 minutes.

It is difficult to keep one's mind on music when a gamin such as Brigitte Bardot fills the soreen and the picture is in Technicolor yet. But there is a score to the film "La Parisienne" and altho it probably is not long-enough to fill an LP record, there is a jazz theme that blares out whenever the French miss fills the screen that could turn into an intriguing single if recorded by a pop band or jazz group.

that could turn into an intriguing single if recorded by a pop band or jazz group.

As for the picture, let us say it is a delightful and lighthearted story full of the usual unbelievable bits that fill the average Bardot film. It concerns her attempt, as the daughter of the French Prime Minister, to land Henri Vidal as a husband and then to keep him interested in her (unbelievable enough?). To this end she uses Charles Boyer, the prince consort, to make her hubby jealous. Finally he realizes what a jewel she is.

Fortunately this Granstarkian epic is loaded with enough comic situations, enough amoral attitudes and enough of Brigitte to amuse and entertain. And the Technicolor and the shots of Paris are excellent. As for the acting, everyone plays his role in the propermanner.

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408 N.W. 7th St., Oklahoma City, Okla. Central Record Sales Company
2100 W. Washington Blyd., Los Angeles, Calif.
Commercial Music Company
2338 Olive St., St. Louis, Mo.
Comstock Distributing Co.
1349-51 Spring St., N.W., Atlanta, Ga.
Custom Distributing, Inc.
1231 W. 9th St., Cleveland, Ohio
Eastern Record Distributors, Inc.
26 Clark St., E. Hartford, Conn.
Essex Record Distributors, Inc.
10 Fenwick St., Newark 10, N. J.
Heilicher Brothers, Inc.
119 N. 9th St., Minneapolis, Minn.
Huffine Distributing Company
3131 Western Ave., Seattle 1, Wash.
H. W. Daily
314 E. 11th St., Houston 8, Texas
Interstate Electric Company
2733 Cont St., New Orleans, La,
M. S. Distributing Co.
2700 So. Michigan Ave., Chicago, Ill.
M&N Distributing Co.
2620 Washington St., Buffalo, N. Y.
Marnel of Maryland, Inc.
622 Fairmount Ave., Philadelphia, Pa.
Melody Sales Co.
424 Sixth St., San Francisco 3, Calif
Music Sales Co.
117 Union Ave., Memphis, Tenn.
Music Service Company
204 4th St. So., Great Falls, Monf.
Pan American Distributing Corp.
P.O. Box 37, Biscayne Annex, Miami, Fla.
(Warehouse—340 N.W. 36th St., Miami)
Pan American Distributing Corp.
90 Riverside Ave., Jacksonville, Fla.
Portem Distributing, Inc.
733 Eleventh Ave., New York, N. Y.
Records, Incorporated
790 Commonwealth Ave., Beston, Mass.
Smith, Leonard, Inc.
2018 Passo, Texas
Sweeney, B. K. Co.
205 E. 6th So. St., Salt Lake City, Utah
Sunland Supply Co.
215 E. 6th So. St., Salt Lake City, Utah
Sunland Supply Co.
216 Passouri, El Paso, Texas
Sweeney, B. K. Co.
217 Passouries Street, Pittsburgh, Pa.
Whirling Disc. Record Distrs., Inc.

2 Monroe St., Magistri 3, Wise. for Distributors Federal Street, Pittsburgh, Pa. Whirting Disc. Record Distrs., Inc. 1 N. Capitol Ave., Indianapolis, Ind. Sunland Supply
1909 E. McDowell, Phoenix, Ariz.

DISTRIBUTOR NEWS

- By HOWARD COOK -

Is Nathan, of Hit Records, Inc., in Cincinnati, reports strong action on "If Dreams Came True" by Pat Boone on Dot. Other hot Dot platters are "South of the Border" by Gale Storm and "Susie Darling" by Robin Luke. Jubilee is blazing with "Betty Lou Got a New Pair of Shoes" by Bobby Freeman and "You Gotta Love Everybody" by Della Reese. "Bonnie Lou" by Jan & Arnie on Arwin looks like a hit follow-up to "Jennie Lee." "Summertime Blues" by Eddie Cochran on Liberty is a strong new disk. "Endless Sleep" by Jody Reynolds on Demon is still selling strongly. Kathy Linden appears to have a hit with her Felsted recording of "Oh Johnny." "Rockin' Robin'" by Bobby Day on Class is hot. Sam Cooke's "Almost in Your Arms" on Keen is-big. Hottest LP's are "Stardust" by Pat Boone and "Billy Vaughn's Million Sellers" on Dot. "Ted Heath" on London is also going well. Audio Fidelity's stereo disks are selling strongly. "A Journey Into Stereo" on London is a strong stereo sampler. Grand Award has eight stereo disks that are moving well. Award has eight stereo disks that are moving well.

Gwen Kessler of Dixie and Southland Distributors in Atlanta lists "What Am I Living For" by Chuck Willis as her strongest platter. Tho the platter has been out for months, it's still going strongly. "Western Movies" by the Olympics on Demon and "Born Too Late" by the Poni Tails on ABC-Paramount are two of her strongest new platters. "Harvey's Got a Girl Friend" on ABC-Paramount by the Royal Teens is clicking. "Ginger Bread" by Frankie Avalon on Chancelloe is a smash. "All Night Long" by Johnny Fuller on Checker is starting. Tab Hunter's Dot recording of "I'm a Runaway" is big. "Love on the Rocks" by Jimmy Dorsey on Fraternity is getting a strong reaction. "Gas Money" by Jan & Arnie looks big. Biggest albums are "Little Richard" on Specialty, "Jerry Lee Lewis" on Sun, "Stardust" by Pat Boone on Dot and "Billy Vaughn's Million Sellers" on Dot. Sellers" on Dot.

Jim Schwartz of Schwartz Brothers in Washington lists "My True Love" by Jack Scott on Carlton as his and his army by the Scott on Carlton as his army by the Scott on Carlton Jim Schwartz of Schwartz Brothers in Washington lists "My True Love" by Jack Scott on Carlton as his number one record. Following are "What Am I Living For" by Chuck Willis on Atlantic and "Summertime Blues" by Eddie Cochran on Liberty. "Weekend" by the Kingsmen on East-West has been moving well. "Early in the Morning" by the Rinky Dinks on Atco has been showing strongly. "The Purple People Eater Meets the Witch Doctor" on NRC by Joe Smith looks like a winner. "Tears on My Pillow" by the Imperials on End is big. "Volare" by Umberto Marcato on Kapp is building. "Over and Over" by Thurston Harris on Aladdin is hot. "Tom Foolery" by the Monotones on Argo is strong. "Carmen" by Ramsey Lewis on Argo is also selling well. "Be Sure" by the Dubs on Gone is doing well. Best selling LP is "Ahmad Jamal" on Argo.

Ralph Rackmil of Coral Records, Inc., reports heavy action on "Dance, Everyone, Dance" by Betty Madigan on Coral. "Early in the Morning" by Buddy Holly is strong. "I'll Get By" by Billy Williams is still going well. "Ding Dong" by the McGuire Sisters is moving. "I'm Wonderin" by Jackie Wilson on Brunswick is big. "Think It Over" by the Crickets on Brunswick has been going well. Top albums are "Lawrence Welk Presents Pete Fountain" on Brunswick, "Hi-F-Music for Influentials" by Steve Allen on Coral and "Here's Steve Lawrence" on Coral.

BRIEFS: Melody Record Supply Company has been appointed the first distributor for Vox Records in New York. Top album for Melody is "Jose Melis at Midnight" on Seeco. Morty Klein, headman at Melody, states that for the same period of release it has outsold Melis' previous Seeco album, "Tonight." "Modern Jazz Hall of Fame" on Design has gone over 10,000 during the past year. . . Top three disks at Columbia Record Distributors, Inc., in New York are "A Certain Smile" by Johnny Mathis, "Enchanted Island" by the Four Lads and "Baubles, Bangles and Beads" by the Kirby Stone Four.

NOTES IN THE MAIL: Phil Markman of Marnel of Maryland, Inc., in Baltimore, writes that "Nervous" by Gene Summers on Jan is big. "Dream World by the Four Coins and "Butter-milk" by Joe Sherman on Epic are going well. "Try the Impossible" by Lee Andrews and the Hearts on United Artists is still selling. "Chicy-Cha" by the Dazzlers on Knick appears headed for the top. "La Santa Benuta" by Laura Leslie on Hanover is clicking in the area. Top albums are "Lester Lanin Goes to College" and Jack Lemmon's "Twist of Lemmon" on Epic and "The Vikings" sound track on United Artists.

Bob Davenport of King Records Inc., in Cincinnati, writes that several King releases are moving. Hottest are "Blip Blop" by Bill Doggett and "You're a Sweetheart" b-w "Let's Rock While the Rockin's Good" by Little Willie John. Strongest albums are "Swingin' Easy" by Bill Doggett, "Alto Magic in Hi-Fi" by Earl Bostic and "Talk to Me" by Little Willie John. Kings Stereo disk have been getting a strong dealer recentance. dealer receptance

DISTRIBUTOR DOINGS: Specialty Records has changed from Leonard Smith to Seaboard Distributing Company in Alfrom Leonard Smith to Seaboard Distributing Company in Albany, N. Y.... Jerry Simon of Superior Record Sales in New York pens that July is shaping up as their biggest month this year. Current hot ones are "Rebel-'Rouser" by Duane Eddy on Jamie, "Just a Dream" by Jimmy Clanton on Ace, "Be Sure My Love" by the Dubs on Gone, "Tears on My Pillow" by the Imperials on End and "I Believe in You" by Robert and Johnny and Cld Taure.

Hotest sides at Marnel Distributing Company in Philadelphia, according to Ted Kellem, are "I Don't Want to Set the World on Fire" by Somethin' Smith and the Redheads, "Lovers Land" by Ersel Hickey and "I Go Ape" by Frankie Tyler on Epic. Strong United Artists platters are "A Long Long Time" by the Horsemen, "Saki Rock" by the Windsors and "Shang Lang a Ding Dong" by the Charades. Best-selling Imperial disks are "Poor Little Fool" by Ricky Nelson, "Little Mary" by Fats Domino and "Diane" by Bo Rhambo.

TERRITORIAL TIPS: Records most likely this week are "Somebody Touched Me" by Buddy Knox on Roulette, "Beautiful Delilah" by Chuck Berry and "Betty Lou Got a New Pair of Shoes" by Bobby Freeman on Josie. "Somebody" has strongest sales in California, Indiana, Virginia, Texas, Minnesota, Okla-homa and Texas. "Delilah" is leading in Virginia, Texas and California. "Betty Lou" is hot in all markets.

FIDELITY, INC.



High Fidelity Othonograph Records

The most beautiful sound in the world is made by your cash register when you ring up an original AUDIO FIDELITY album sale for the full retail list price. AUDIO FIDELITY shares your pleasure because it means that you made your full mark-up, our distributor got his full price (and full mark-up, too) from you and that we got ours from him.

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- PROMISCUOUS TRANSHIPPING
- . WASTED MERCHANDISING OF DILUTED, DEFECTIVE, WORTHLESS IMITATIONS OF THE AUDIO FIDELITY HIT

AUDIO FIDELITY is giving you and has given you consistently superior products at a premium price even while pioneering as we did in issuing the first compatible STEREODISC.*

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Help us - Help yourself - Help the industry. Drop in and tell us at Room 928W, the Palmer House, Chicago, during the NAMM Convention what else we can do to cooperate with you or write us, please.

Sincerely

CHICAGO—The rising impor-tance of FM radio and its classical music audience was reflected last

week in two new ways.
"Tunes for Talman," ranging from classical selections to Broadway shows, emseed by Norman Ross, switched stations from WGN to WMAQ. One of the chief reasons, it was learned, was because Pye-Nixa label has terminated.

WMAQ has an FM outlet.

Commenting on the specula

The show is sponsored by Talman Federal Savings & Loan Association, which recently made news by pacting with an FM station here for the longest contract in radio history. On WFMT, the bank bought three-and-a-half hours of longhair time each morning for out that WBBM, the CBS outlet a period of five years. In addition, here, is fixing to divorce its FM to bought a Sunday afternoon operation from the AM schedule.

came lost week when word got into a classical music station.

Rank Eyes U. S. Labels

LONDON - Several American labels are to be handled in Britain by Rank Records. J. D. Relph, chief of the new company, says: "We are studying various contracts which have already been prepared for weatures in this respect." for ventures in this respect

Already there is speculation about the future handling of De-laney disks now that the band leader's two-year contract with the

Commenting on the speculation, Relph says: "It is too early for us to make any comments regarding

operation from the AM schedule, Another indication of the trend with a view toward building it



Indie Guild

Record Manufacturers Guild which was first projected at the Music Operators of America convention here last May, may get a dose of new blood here at a meeting during the convention of the National Association of Music Merchants. With the promise of this meeting, the air here figures to be full of the crusading spirit. On the same scene, an attempt will be made to form a national body of record dealers.

The meeting which has been set up for the indie diskeries, has been called by veteran disk man, Herman Lubinsky, one of the pow-ers behind the original movement two months ago. According to Lubinsky, there is a pressing need for such an organization which would deal with problems of returns, credit, etc.

The problems of the indie record man are many," says the New-ark music man, "and it's vital that ark music man, "and it's vital that we pool our efforts to solve these pressing matters. This may be the last gasp for the indies. The time to act is right now."

Asked who was expected to attend the meeting, Lubinsky as-serted that "whoever can still scrape up enough loot for the fare to Chicago should plan to be

'Music Courier' Sold to Diva

NEW YORK -- The Music music magazines, has been purchased from Gainsburg-Shack, Inc. by Mrs. Lisa Roma Trompeter. "The Mrs. Trompeter has taken over the ing.

First Stereo By Montilla

NEW YORK -- Montilla Records is releasing its first stereo LP's next week. The 10 stereo packages will retail at \$5.98.

Stereo line-up includes albums by Miquel de Los Reyes, Sabicas and Escudero, Felo and Bruno, and the Orquesta De Camara De Madrid. Meanwhile, Montilla has signed Antonita Moreno to an exclusive contract. She is the daughter of the silent seven star Antonio. ter of the silent screen star Antonio

Coed Label Court Hassle in Making

NEW YORK -- Norris May-hams, operator of the Coed label here, has filed suit against publisher George Paxton, for infringement of a label title. Paxton, last year, instituted his own Coed label.

Mayhams started his label during World War II. His best known record was a disk of the tune, "I'll Build a Bungalow." Paxton's attorney's answer to a letter on the matter from Mayhams' attorney, Following the lead of its Richard Baltimore, pointed out that counterpart, the label has anthe Paxton label had sold more nounced a reduction in the sugrecords in its one year of operation than Mayhams had sold in 15 label. The price will be \$1.98, years. Baltimore plans to seek a with dealer cost at \$1.23. In order years. Baltimore plans to seek a temporary injunction against Paxton on Thursday (10).

presidency and direction of the magazine. The present editorial staff remains the same.

Mrs. Trompeter, a soprano, in-NEW YORK — The Music troduced several songs by French Courier, one of America's oldest composer Maurice Ravel and toured in America with Ravel in 1928. She is also the author of "The Science of Art and Sing-

Col. Offers Can. Dealers Summer Break

TORONTO -- A "Sales for Summer" plan is being offered Canadian dealers by Columbia Records of Canada thru June and

The company wants to give inventory relief to the dealer thru an immediate return of overstocked merchandise accumulated during the peal selling periods and give the dealer a buying incentive on the entire Columbia LP catalog.

The dealer may stock and offer this new merchandise thru a slow buying season "with no im-mediate financial outlay," said Fred Wilmot, National Sales Director.

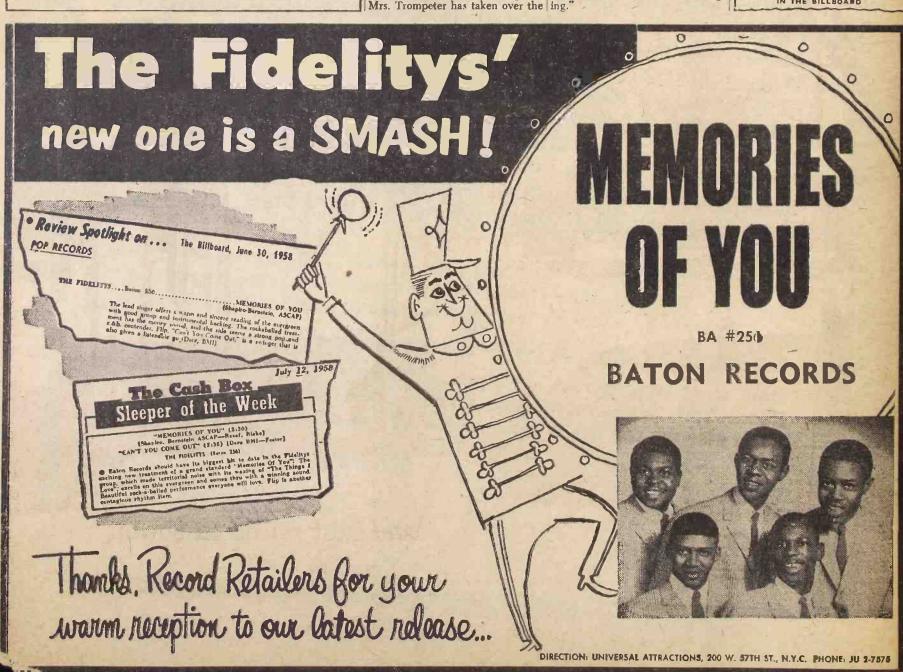
The plan increases the dealer's return privilege 10 per cent, over and above the regular 5 per cent return privilege on all Columbia LP merchandise other than the Harmony material; it enables all dealers purchasing a minimum or-der of \$150 to earn 30 to 60 days

Following the lead of its U. S. to provide dealers with complete inventory protection, the 100 per cent exchange privilege policy on the Harmony label will remain in

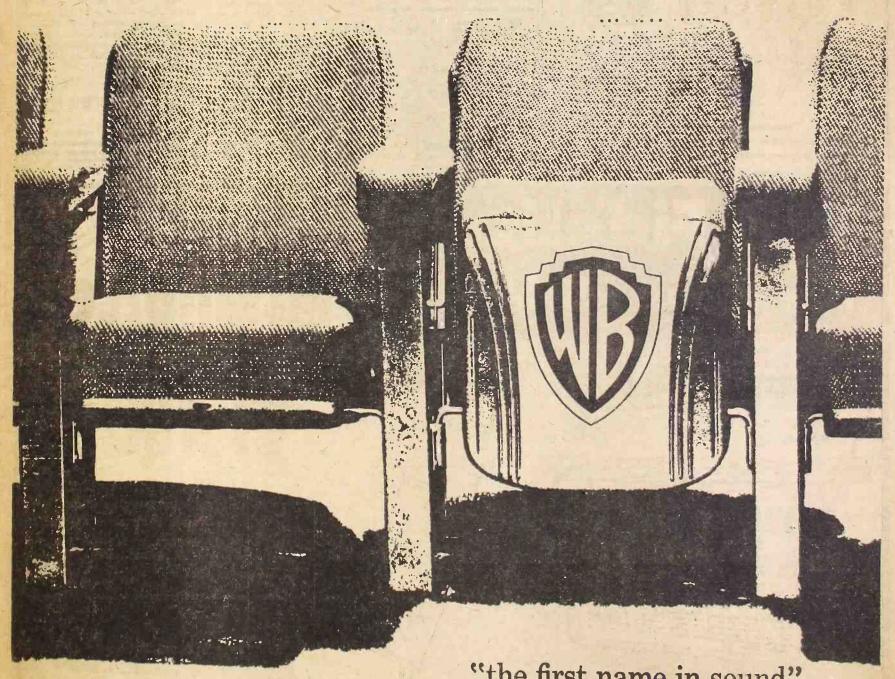
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THE SHEIK OF ARABY Lou Monte - RCA-Victor

"WHEN YOU'RE

SMILING" THE WHOLE WORLD SMILES WITH YOU STEVE ALLEN BARRY MARTIN LOUIS ARMSTRONG

MILLS MUSIC, INC.

- * "GYPSY MANDOLIN"
- * "GOODNIGHT AGAIN" Tommy Gaylord
- * "MARY'S LITTLE LAMB"
- * "I MEAN REALLY"

The Ricardos

- * "CARD FROM MY BOUQUET"
- * "60 DEVIL 60"

Al Corsal

- * "YOU CAN'T BLAME ME"
- * "TEEN AGE KING"

Maureen Sheehan

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TIP-TOE THRU' THE TULIPS WITH ME

RUSS HAMILTON

TOO MUCH, TOO SOON

SARAH VAUGHAN Mercury MUSIC PUBLISHERS HOLDING CORPORATION

GIVE TO DAMON RUNYON CANCER FUND

One New Angle in Rebuttal

· Continued from page 4

"They tell your committee that rock 'n' roll is all right. Marek, of Victor Records, said there was nothing wrong with it, but then they tell advertisers that people don't really want the stuff."

Pastore was mellow toward the beat, and only remarked that young people go for that type of music, including his own daughter, 14, who owns records like "Yakety Yak." Said Pastore: "We can't legislate against a musical fad.

Schulman Indicts BMI

Schulman indicted BMI for guarantees to certain music publishers. These are "subsidies" to favored publishers with "good connections," he said. Altho nominal BMI rate payment to publishers is "6 cents for each network-logged per-formance, and 4 cents for each logged local-station performance, favored receive sums which raised their rate as high as 47 cents per performance, in some cases, in 1953. Favored publishers got 57 per cent of BMI total performance money in 1953, Schulman estimated.

Singled out for comment by Schulman were Moe Gale, of Sheldon Music, alleged to receive "subsidy" that would break down subsidy that would break down to 51.9 cents per performance for fiscal 1952, and 22.8 cents in fiscal 1953." Sammy Kaye, of Republic Music, was rated at 15.1 cents in 1952, 11.3 in 1953; Pee Wee King, 4.2 cents in 1952, and 6 cents for 1953.

Raps Major Diskeries

Schulman scored big recording companies for demanding fees "either to subsidize the making of a recording, or for its subsequent exploitation." He said this put the top-bracket, subsidized BMI pub-lishing firms in better position to get recordings for their songwriters.

Schulman cited Joe Csida, coowner of Csida-Grean Associates, talent firm, owner of both BMI and ASCAP music publishing firms, and former Billboard editor, as an example of a "well-connected" pub-

lisher getting favored treatment. Pastore asked: "What's wrong with good connections? When the songwriters wanted a lawyer, they got you-not just anybody, didn't

The chairman also disagreed with Schulman's contention that publishers were an unfair competi-tive measure. "The discrimination in payment would antagonize smaller BMI publishers and drive them into ASCAP, logically," Pas-tore pointed out. "You people tell me that out of thousands of BMI

wrong? Why shouldn't these organizations plug their own music -don't you people plug your song-writers?"

Schulman said the unfair aspect was in allowing broadcasters, who have a "trusteeship over public limited privilege to promote their

The AGAC counsel criticized BMI logging techniques, and said that in the sampling aspect broadcasters could rig logging records during the sampling periods, because they were told when they were being logged. (BMI has a daily census-type log of network were being logged. (BMI has a daily census-type log of network performances, BMI counsel Sidney needed to save the independent Kaye explained, and a 75-station sampling, done on a revolving basis, with a multiple of 40 to make it representative of the national broadcast performance.)

ASCAP tapes its sample logging without any warning to stations, Schulman said. Pastore was critical of the whole system of dogging songwriters' tunes as being madequate, but he did not go deeply

into the question.

Cliburn in Chi

• Continued from page 4

counter-displaying Cliburn's first RCA Victor package, the Tschai-kowsky concerto, and moving them briskly. Bob Nossett, RCA distrib chief, said that more than 7,000 pieces had moved here in three weeks since its release. Projecting this figure nationally, it may mean that close to 100,000 have already been sold.

At a press conference preceding the concert, Cliburn manifested surprising savvy in fielding hot liners from story hungry reporters. For example, when one newsman asked the youth if he felt that his contribution to international good will had been undone by the eruption in Lebanon, Cliburn met it niftily:

Politics has never stood the test of remembered time, but are al-

ways has.

Cliburn said that during his New York Philharmonic guest appear-ances in October, he will play con-certi by Mozart, Prokofieff and denied?" Brahms, and later may add the Beethoven "Emperor." This an-nouncement contained the hint that these items are also scheduled for disking. Numerous critics have openly wondered when he would step beyond the Tschaikowsky and publishers, only a few hundred are active. Therefore, the subsidies numbers that won him the Moscow prize.

Third Rachmaninoff concerti, the numbers that won him the Moscow whole trouble with these hearings," said Pastore. "Accusation is by in-

100 Disks a Week

• Continued from page 4

up and send a quantity of records deejays for another \$500 there will always be new producers entering the business confident that • Continued from page 4

they can come up with a big one.

The prolific number of record releases has also led to elaborate testing systems that are employed by many firms. They "test" records service. in certain markets with certain disk jockeys, and then if they get a making up a stencil list of dealers "good" reaction they ship the rec- to provide a customer with disord to other sections of the country. The only trouble with this is that many so called "successful" test records have turned out to be flowed with the test itself turned by the turned by th flops. And if the test itself turns being proposed for the record out to be "unsuccessful" but the clerks. This will be arranged by

Pastore Says It's 'Impossible

posers, formerly SPA, who are also involved in a court suit on the same issues.

"You say these broadcasters voted at their association meeting to support BMI. How many were actually compelled to vote as they did? You're actually after the big networks and owned stations, but you're throwing every little Tom, Dick and Harry into the soup. You make him bad because he belongs to a broadcaster association. You belong to the Bar Association. In belong to the Bar Association, John they don't tell you how to vote.

broadcasters from being pressured into favoring BMI music.

You must admit there has been no tangible evidence here of com-pulsion. These broadcasters came in from all over the country and said they license with ASCAP and BMI, and are not pressured by BMI. They don't care which they use, as long as they please the public. How can we tell them: You have a tootherker whether have a toothache, whether you know it or not"

Where Is Public Interest?

Pastore singled out the public interest issue, the only real concern of the Interstate Commerce Subcommittee. He demanded: "Where is your public interest here? All I'm doing is sitting here all by my-self as a kind of judge, trying to decide between two groups of law-yers. You've seen how the ober senators on this committee have introduced their constituents, op-posing this bill-let's be practical and face the facts.

Pastore noted that the long record in three months of "dull hearings-and let's admit it, they are dull"-has produced only "speculadui - has produced only specula-tion. But in fact, can the public ask for a certain record to be played? The answer from the broadcasters is 'yes.'"

Pastore said he had conducted

test of his own over the weekend. Without giving his name, he asked all Providence radio stations to play "Louise" in honor of his daughter's birthday. "They all played it," he said. How is the public being

Is Public Being Denied?

Pastore concluded that it wasn't, altho Schulman said the denial was being done "indirectly," by broad-casters who were not giving the public a free choice of all types of

That is what has been the said Pastore. "Accusation is by in-direction, by 'influence." Pastore had a warning, however,

networks and broadcasters. "The transcript of these hearings is As long as a session runs under \$500 and a new label can press up and send a quantity of

Toronto Dealers

if they are going to stay in business. They want co-operative pro-

One idea broached is that of

manufacturer believes in the record, he puts it out anyway.

All that seems certain is that each week more records are released and more new labels see daylight. The chances get smaller and smaller, but hopes run higher and higher.

Lieks. Ins will be arranged by the organization in co-operation the record manufacturers.

The success of the Toronto group has spread into the Niagara Peninsula in the southwestern section of Ontario, where dealers Christ Lovett and Bob Moody have organized their groups.

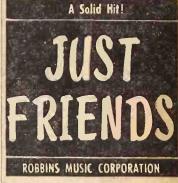
disparaging rock 'n' roll tunes. Schulman said it was evidence that nets were two-faced.

Is Plugging Wrong

"They tell your committee that rock 'n' roll is all right. Marek, of Victor Records, said there was rock in the first plugging by BMI in the early days of victor Records, said there was rock in the first plugging by BMI in the early days of victor Records, said there was rock in the first plugging with the boom on the spokesman for the American public full access to music," Pastore lowered the boom on the spokesman for the American public full access to music, and to the ing "compelled" to favor BMI or this committee will act amend the Communications Act to put an end to it."

Bad Legislation!

Pastore said it was "bad legislation" for a bill to tell a Rhode Island broadcaster who owned a department store that he "could not sell records." If broadcasters are not to be allowed to own anything, then why permit networks to own stations? he asked.







GOGI GRANT-"MARJOLAINA" with the Buddy Bregman Orch. & Chorus
—RCA Victor

JULIE LONDON-"IT'S EASY"

BETTY MADIGAN-"DANCE EVERYONE DANCE" with the Dick Jacobs Orch. & Chorus

FIVE KEYS-"EMILY PLEASE"

BOURNE, INC .- ABC MUSIC 136 West 52 St. New York 19



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Bally USA Pin Features New 'Ball Buy Back'

CHICAGO-Bally USA, a new single-player pin game, in rates the "Ball Buy Back"

once successively used on Bally pinballs in the mid-'30's.

The Ball Buy Back means that the player, after shooting the basic five balls and failing to get desired score, can release up to three additional ones by depositing added coins. He is guaranteed one added ball per coin.

ill per coin.

Bally USA also features a simple, direct scoring system. Player sim-ply shoots to hit ball bumpers and roll-overs which correspond in number and color to cities of the U. S. connected by red and yellow lines on a backglass map.

lines on a backglass map.

Nine cities are connected with a red line, nine with yellow. Player lighting up all yellow or all red line cities, earns replays. Player lighting up both yellow and red-line cities, in addition to regular replays, accumulates a bonus which is built up from game to game as ball bumpers are hit. Every other hit advances bonus one point, to a top bonus count of 45.

Bumpers numbered 1, 4 and 6

Bumpers numbered 1, 4 and 6 are two-way, scoring both in the red and yellow routes. Spot-numbered roll-overs give player a double shot at lighting numbers 2, 5, 7, 8 and 9. The spot number shifts each time a bumper or button is hit. ton is hit.

As bumpers or roll-overs are hit on the playfield, corresponding numbered cities on backglass light up. Numbered bumpers on playfield go out when hit, so that player can immediately see which remain to be hit.

Gottlieb Ships Roto Pool Pin. Single-Player

CHICAGO--Roto Pool, a new single-player five-hall pin game with a unique backglass score at-traction, was shipped to distributors last week by D. Gottlieb & Com-

last week by D. Gottner & Company.

Player lights up miniature colored pool balls in rack on backglass as he hits roto-targets corresponding in number to each of the 15 balls. When all are lighted, player earns free games.

The pool ball light-up is a holdover feature, with balls remaining lighted from game to game until all 15 are made.

Roll-overs at top and bottom of playfield also correspond in number of the part of the playfield also correspond in number of the playfield also correspond i

playfield also correspond in num-ber to balls in the rack, and light

Hem up when hit.

Player makes a special score when all pool balls are lighted, and a center target and bottom roll-dver are then lighted for added

special scores.

Player hitting any of seven points on playfield spins the roto-targets, changing their numbers. High score is 7 million.

Incorporate Louisville Coin Machine Company

LOUISVILLE — Litsey Equipment Company, Inc., Louisville, was ohartered by the Secretary of State. Authorized capital stock is \$50,000. Firm is wholesale and retail dealer in coin-operated machines. Owner is James H. Litsey.

Suits Snag Ore. Anti-Pin Campaign

SALEM, Ore.—The Oregon Attorney General's controversial opinion that free play pinballs are illegal gambling devices has ironically delayed a crackdown on the machines in the State.

Atty. Gen. Robert Y. Thornton issued his opinion last March, but since that time, few of the estimated 2,700 pinballs in Oregon have been seized.

have been seized.

The opinion at first set off a rash of attempted pinball seizures by county district attorneys. Their moves were thwarted quickly by operators who filled suits asking for attraining orders against seizure restraining orders against seizure of the free play games.

Thornton directed district attorneys to confiscate the machines, but confiscation has been slow in coming. One judge, Circuit Judge David R. Vandenberg, of Klamath Falls, said there need be no particular speed in the courts since Oregon has been studying the question for six years.

Others Agree

Others Agree
Other judges have agreed with Judge Vandenberg, and seizure of the machines has stopped thruout the State pending a decision on the question by the State Supreme Court.
Only county where definite steps have been taken to get rid of the

have been taken to get rid of the machines is Multnomah, where the State's largest city, Portland (population, 404,880) is located. There arrests have been made on secret indictments by the county's grand (Continued on page 116)

Pins Disappear From Ohio City

COLUMBUS, O.—Police here report that pinball games have ceased to exist in the city.

The city's much-debated ordinance banning the games has been total by the courts and approved.

Thus, with the grace period extended to operators to remove their machines ended, the pins have disappeared.

The Columbus case was carried to the State Supreme Court, and finally made an appeal to the U. S. Supreme Court. The State court backed the ordinance, and the U. S. court chose not to review the case.

Most of the pinballs were reported shipped out of the area, with many reported exported overseas. A few of the older machines were scrapped.

The four year old city ordinares

The four-year-old city ordinance carries a fine of \$500 maximum and six months' sentence.

Wave of Location-Buying Stopped Denver Game Operators' 60-40 Bid

Spots Grow \$-Conscious

By BOB LATIMER

DENVER — Better commission arrangements? There is little hope that game operators in the Denver area will be able to work them out. according to members of the Colorado Music Merchants' Association, which comprises most of the city's game operators as well as music

Until about six months ago many operators were attempting to set up 65-35 splits in busy, popular spots and some had arranged sucspots and some had arranged successful 60-40 splits, with 40 per cent going to the location. While the standard split since the end of World War II here has been a straight 50-50, at least a dozen major operators attempted to set up a more favorable split, pointing out rising costs of equipment and maintenance, and that the location

FIFTH IN BB'S CITY SERIES ON LOANS, SPLITS

CHICAGO — This article, Denver, is the fifth in a series on loan and commission practices in the amusement game operating business. Previous articles were centered on the cities of Birmingham, Los Angeles, Detroit and

Boston.
Reports on commissions and loans in other areas of the nation will continue on a weekly basis.

owner would not suffer from a smaller cut of the receipts, in view

came into the picture, however. A sudden wave of "location buying" which saw game and juke box spots (Continued on page 117)

of the traffic in his spot.

Late last fall, a new element

DENVER—Loans to locations has all but disappeared from this area, according to local operators. This is due to the fact that most location owners here have at least a partial understanding of the plight of today's operator. Whereas in 1956 and 1957, there were many instances in which a location owner asked an operator

But Loans

Are Out

a location owner asked an operator for small loans ranging from \$200 to \$500, most operators today have to \$500, most operators today have made it clear to their locations that machines cost up to twice as much as they did a few years ago. They have further argued that in paying for a machine, often only one out of every three or four machines show sufficient play to net a profit before it is deprescipted out. a profit before it is depreciated out.
Since location owners are having

similar problems with the purchase of new bar equipment, co-ktail lounges, restaurants furnishings, and such, they are inclined to be a bit more reasonable on the subject of lease operators report. The ject of loans, operators report. The average loan in the past was about for improvements and paid for from game and juke box lections, up to as much as \$10 per

Collections Paid Loans

There were very few instances in which any interest whatsoever was charged, and location owners seemed to be complacent in be-(Continued on page 111)

Game, Juke Exports Continue Heavy Run

April's \$1,855,770 Slightly Below March Level, Higher Than Most 1957 Months

CHICAGO .- U. S. export of second, on the strength of heavy during April, hitting a volume of \$1,855.770 on over 4,000 units shipped. March's top 1958 mark of \$1,917,868 was made on over 5,000 units shipped.

Shipments of new juke boxes, which reached a dollar volume of \$1,022,000 the previous month, made \$1,111,939 in April, to set a high mark for the year to date. Used phonograph shipments also bettered the March run of \$199, 900, making \$254,509 in April (see chart this section).

Game exports, averaging \$646, 301 per month in 1957, ran up an April volume of \$695.877 on just over 3,000 units shipped.

But April volume was far behind January's record \$2,197,183, the biggest one-month juke and game combined total in history.

Belgium took top honors in April, with a total of \$343,849 on game

amusement games and juke boxes new juke imports. Venezuela and remained at the heavy March level Italy followed, close behind. Cana-

Italy followed, close behind. Canada and Switzerland were the only other markets "over \$100,000."

Venezuela was the best market for new jukes during April, taking \$215,335 worth. West Germany and Belgium were also among the top markets here. Belgium was the biggest importer of nsed U. S. phonographs. No other market was impressive in this category.

Italy was by far the top market for amusement games in April, and

it has been consistently at or near the top in this category for many months. Its April volume was \$142,776. Next in line for sames were West Germany (\$85,794), and Belgium (\$81,160), and Canada (\$77,124).

Salvador showed promise as a good market for new phonographs in April, taking \$20,216 worth, one of its top months in the import

Vending machine volume and juke imports, according to April (not shown on chart) reached U. S. Department of Commerce \$223,751 on 1,593 units shipped, figures. West Germany notched above the March level.

Collections at Brussels Fair Disappointment

PHILADELPHIA — Abe Witsen, head of International Scott-Crosse, reports that the Brussels Worlds Fair has proven a bust so far as the coin machine business is concerned.

witsen, who operates both Arcades at the Fair, said that collections haven't come close to expectations, and that the Europeans, hit hard by recession of their own think twice before and by recession of think twice before

their own, think twice before spending a franc.

All told, its been a pretty poor season for Witsen, who has closed a couple of his Philadelphia Arcades because of dipping collections lections.

Witsen, one of the nation's largest exporters of coin machines, is also a major Arcade operator here. He recently acquired a route of cigarette machines in Philadelphia.

COIN MACHINE **EXPORTS APRIL**, 1958

Used Phonographs Amusement Games No. Value Belgium Venezuela West Germany \$101,345 81,160 85,794 \$ 343,849 290,447 228,176 222,046 215,335 321 27 3 6,568 9,841 142,776 198,085 3.000 West Germany
Italy
Canada
Switzerland
Austria
Netheflands
Cuba
Denmark
Sweden
Guatemala
Salvador
Philippines
Mexico
Other Countries
Totals
I 79,270 84,515 74,585 6,155 25,179 77,124 **20,7**20 **5**16 167,794 120,484 99,225 59,588 66,829 59,488 48,379 59,488 77 70 70 41 22 8,730 21,142 7,513 11,820 40 32,136 32 962 20,949 20,216 20,949 20,216 18,798 10,223 19 31 18,798 14 95 5.739 25,282 5 173 18 060 91 44.727 35,300 \$1,111,939 \$254,509 1 984 \$489.322 4,133 \$1,855,770

Empire Launches Kiddie Ride Line

CHICAGO — Empire Kiddie Rides, a new kiddie ride line, has been launched by Empire Coin Machine Exchange, local game and music distributor.

Old Smokey, a miniature locomotive ride, is the first introduction. The new unit is being made by Empire thru a manufacturer on

by Empire thru a manufacturer on contract.

The ride features a rocking action. Dimensions are 56 inches high, 39 inches wide, 64 inches long, Coin both a caracteristic actions. from ride body. Construction is of steel. Price is unquoted, but reportedly relatively low.

THE BILLBOARD WEEKLY

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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.

AMUSEMENT MACHINES

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.

(For 10-week period ending with issue of July 14, 1958)

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" on "distressed" equipment.

		,								- 23
MUSIC MACHINES	High	Low Ave		Low	Mean Avg.	Mi-E	Mean	HI	h Low	Mean
High Low Avg.	EVANS		Lu Lu (12-54)\$ 125		\$ 125	Original\$ 95 \$	50 \$ 70	Kicker & Cathers\$		Avg. \$ 52
AMI	1520 Golden Nugget 2-53)	\$ 35 %	5 Nine Sisters (1-54) 75	75	75	Pacemaker (K) (9-53) 85	49 50	K O Fighter 1		150
Model G-40	Invader (3-54) 75		5 Peter Pan (4-55) 145	125	145	Palisade (K) 55		500-Shooting Gallery (Ex)	3.13	
78 RPM 295 199 245	GOTTLIEB		Quarterback (10-49) 175	85	85	Playtime Bowler (CC)	148 146	(3-55) 1 Flash Hockey (Colnex)	00 55	100
Model E-40 (53) 40 sel., 78 RPM	Arabian Knights (11-53).\$ 100	\$ 100 \$ 1	Race the Clock (1-55) 165 Rag-Mop 5 Ball (11-50) 49	125	165	(10-54)	165 165	(9-46)	99 75	99
Model E-80 (53) 80 sel.,	Auto Race (9-56) 210	185 1	(130) 47	175	175	(U) (8·5.4) 125		Flying Saucer (M)	0	05
45 RPM	Basketball (10-49), 175	175 1	11000) 1110,1 110	75	115	Rocket (B) (8-54) 95	95 95	(6-50)		95 175
45 RPM	Bowlette (2-50) 245 Chinatown (10-52) 75	245 2 75	-	75	75	Royal (U) (8-54) 190 Score A-Line (CC) (9-55) 245	75 110 245 245	Goalee (CC) (1-46) 1		110
45 RPM 485 485 485			See Jockeys (11-51) 225 Silver Skates (2-53) 50	225 50	225 50	Shufle Alley Deluxe		Gun Patrol (Ex) (5-51) 1		95
Model F-120 (54) 120 sel., 45 RPM	Classy Bowler (7-56) 200		5 Singapore (10-54) 50	50	50	6 Player (U) (10-51) 85	30 60	Gypsy Fortune Teller		10
	College Daze (8-49) 135		5 Sky Way (9-54) 65	65	65	Shuffle Alley 6 Player (K)	45 65	Harvard Metal Typer 1 Heavy Hitter (8)		195
1432 (50-51) 50 sel.	Coronation (11-52) 45		5 Spark Plug (10-51) 30	30		Shuffle Alley 10 Player		Hi-Ball (Ex) (2-38)		65
78 RPM\$ -95 \$ 95 \$ 95	Crossroads (5-52) 70 -Cyclone (4-51) 25		D Spitfire (2-55) 75 5 Star Pool (10-54) 95	65 95	65	(K)	50 60	Hockey (CC)	75 75	75
1432 Rocket 95 95 95 1434 (50-51) 50 sel.,	Daisy Mae (7-54) 119		Struggle Buggie (2-53). 55	55	55	Shuffle Alley Deluxe	150 195	Home Run, 6 Player (CC)	95 95	95
78 RPM 145 75 139	Derby Day (4-56) 175		5 Slugfest (3-52) 45	45	45	11th Frame (U) 325	175 255	(3-54)	75 75	
	Diamond Lill (12-54) 120		9 Twenty Grand (12-52) 30	30	30	Shuffle Pool (Ge) (11-53) 50	50 50	(6-53) 4	85 485	485
1434 Rocket	Dragonette (6-54) 160 Duette (3-55) 165		7 Times Square (4-53) 55 Thunderbird (5-54) 110	55	55	Six Player (CC) 50 Six Player Deluxe (K) 65	45 45 40 45	Jack Rabbit (Amusematic ('46) 1	25 125	125
45 RPM 199 75 199	Duette Deluxe (4-55) 179		Thunderbird (5-54) 110 Three Deuces (8-55) 165	110	110	Six Player Deluxe (U) 65		Jet (B) 1		110
1438 (54) 120 sel., 45 RPM	Flying High (2-53) 65		Super World Series	103	103	Six Player 10th Frame (U) 75		Jumping Jack (G)		- 1903
1442 (54) 50 sel.,	Four Belles (10-54) 125	125 12	1	50		Speedlane Bowler (K) 185	185 185		B5 35	75 110
45 RPM	Four Stars (6-52) 65		Wonderland (5-55) 95	95	95	Speedy (U) (8-54) 135 Star, 5 Player (U) (7-52) 95	135 135	Jet Gun (Ex) (12-51) 1 Jet Fighter (W) (10-54) 1	10 110 95 125	150
45 RPM 449 449	Frontiersman (11-55) 150 Gold Star (8-54) 125	125 14		ES		Star, 10th Frame (U)	34 45	Life League (W) (2-54):. 1		125
HM-100-Hideaway (9-49) . 125 125 125 M-100-A (9-49) 100 sel.,	Grand Slam (4-53) 49		9 Ace Bowler (CC)			9-52)		Lord's Prayer (M) (6-56) 2		195
	Green Pastures (1-54) 84		0 (9-50)\$ 295	\$ 95	\$ 195	Starlite (CC) (5-54) 140			25 25 89 89	. 25 89
M-100-B (10-50) 100 sel., 45 RPM	Guys & Dolls (5-53) 85		5. Advance Bowler (CC) (5-53)	95	06	Super Bonus Deluxe (U) 225 Super Frame (CC) (5-54) 125	225 225 125 125	Mercury Counter Gripper	25 25	25
41.100⋅C (5-52) 100 sel.,	Gypsy Queen (2-55) 170	95 17	American Bank	73	75	Super Hatch Bowler (CC)	125 125	Midget Moies (CC) 1. Midget Racer (B) (11-56)		125 75
45 RPM	Happy Days (7-52) 50 Harbor Lites (2-56) 155	50 5 135 14	(American Shuffleboard)	-		(10-52) 75		Midget Skeeball (CC) 1	25 125	125
45 RPM 525 450 450	Hawaiian Beauty (5-54) . 95		(5·52)	225		Super Six (U) (3-52) 100 Targette (U)		Mill Scales 3	65 35 95 325	50 325
M-100-G 525 525 525	Hawaiian Beauty (5-54) . 95 Hit 'n' Run (3-52) 45		5 Banner (U) (8-54) 155	155		Targette Deluxe (U)	8.5 8.5	Pennant Baseball (W) 1	15 100	115
WURLITZER	Jockey Club (4-54) 925 Jubilee (5-55) 244	110 12 225 22	8 8ikini (K) (6-54) 195	125	125	(8-54)	95 195	Periscope (CC)	95 95 50 350	95 350
1015 (46) 24 sel., 78 RPM	Jumbo (10-54) 275	245 24	5 (3-54) 190	75	125	Team Bowler (U) (1-54) 95 Team Bowler (K) (10-52). 75	95 95 40 50	Photomatic Deluxe (M) (2-36)		245
1017 (46) 24 sét.,	Marathon (10-55) 275 Lady Luck (9-54) 120	265 19 120 12	Banus Score Bowler (CC)	175	-	Tenth Frame (K) 75	35 60	Pistol (CC) (1-49)	75 65	75
78 RPM	Lovely Lucy (2-54) 115	115 11	Bowlette (G) (7-50) 245	245	245	Tenth Frame Bowler (CC). 95 Thunderbolt (CC) 200	40 60 200 200		99 45	75 15
78 RPM 49 49 49	Marble Queen (6-53) 69 Miss America (1-47), 575	250 25	Broadway Alley (U) 225 Capital Deluxe Shuffle	225	225	Triple Score Bowler		Pitch'm & Bat'm (S) 1'	95 95	125
1217 Hideaway (50) 48 sel., 45 or 78 RPM 99 99 99	Mystic Marvel (3-54) 120	99 9	Games 435	225		Triple Strike Bowler (CC) 200	65 65 150 150	Polar Hunt (W) 2		295 18
1250 (50) 48 sel.,	Niagara (12-51) 35 Pin Wheel (10-53) 85	35 3 69 8	5 Capitol (U) (6-55) 210 5 Carnival (K) (5-53) 125	210 45		Venus Deluxe (U) (3.55) 350 Victory Bowler (B) (5.54) 295	225 275	Quaterbacks (G) (9-55) 1	75 85	125
45 or 78 RPM 99 75 75	Poker Face (8-53) 75	75 7	5 Cascade (U) (2-53) 75	75	75	Venus Bowler 145	145 195 145 145	Ranger (K) 1 Rapid Fire (B) 1	95 195 25 110	195 110
45 or 78 RPM 149 149 149	Quartette (2-52) 95 Queen of Hearts (12-52) 95		5 Century (K) (6-54) 145 5 Champion (B) (5-54) 300	145	145	Yankees (U)		Rifle Gallery (G) (6-54) 1	95 100	150
1450 (51) 48 sel., 45 or 78 RPM 175 150 150	Rose Bowl (10-51) 50 Score-Board (3-56) 495		Chief (U) (11-53) 115	115	115	ARCADE EQUIPMEN	T	Rocket Ship 3 Round the World Trainer	10 310	310
1500 (52) 104 sel.,	Sea-Balles (8-56) 255	215 23		215	295			(CC) (10-53) 3		345 275
45-78 RPM Mix 150 100 100 1550 (52) 104 sel.,	Shindig (9-53) 100 Skili Pool (8-52) 50	90 10 50 5	Clipper Deluxe (U) (5-55) 210 Clover Shuffle (U) (1-53) 65	210	210	CODE: AP-Auto Photo, B-Batly, Coin, EV-Evans, Ex-Exhibit	. G-Genco.	Royal Mustang Horse 2 Scientific Boat 2		250
45-78 RPM Mix 145 145 145 1550-A (53) 104 set.,	Sluggin Champ (4-55) 165	, 125 15	Club (K) (4-53) 75	65 50	65	Gb-Gottlieb, K-Keeney, M-	Int'l Muto-	Set Shot Basketball (Munves) (6-52) 2	50 250	250
45-78 RPM Mik 295 145 145	Sluggin' Champ Deluxe (4-55)	175 17	Comet Targette (U) (11-54) 110	170	9 1	scope, R-Roovers, S-Seeburg tific, Sh-Shipman, T-Telecoin	, U-United,	Shoe Brush Up		95
1600 (53) 48 sel., 45 or 78 RPM 235 235, 235	Southern Belle (6.55) 160.	140 14	Comet Delives (III)	110	110	W-Williams, Wa-Watling.		Shoot the Ball (6-41) (Ev)	25 125	125
1600-A (541 48 sel.,	Spot Bowler (10-50) 30 Sweet Add-A-Line	30 3	(11-54)	125		ABT Challenger (5-46)\$ 30 \$ AA Gun (K) ('48) 99	25 \$ 25	Shoot the Bear (S) 1	25 120	125
45 or 78 RPM 25 200 200 200 1650 (53) 48 sel.	(7-55) 175		Criss-Cross Targette			All Star Baseball (W) 100	99 99	Shooting Gallery (Ex) (6-54)	25 95	150
45 RPM 345 325 325	Toreador (6-56) 235 Tournament (B-55) 185	170 21 155 16	Deluxe (CC) (1-55) 110 Criss-Cross Targette	110			100 125 1595 1595	Sidewalk Engineer (W)		
1650 A (54) 48 Sel., 45 RPM	Twin Bill (1-55) 134 Wild West (8-51) 250	110 12	Regular (CC) (1-55) 310	285	2B5	Anti Aircraft 99	99 99	(5-55)	80 75	100
1700 (54) 104 sel.,	Wishing Well (9-55) 175	250 25 126 16	Crown (CC) (4-53) 80 Diamond (K) (5-53) 235	08	175		125 125 175 175		95 95	95
45 RPM 495 369 425 1800 (2-55) (W) 598 425 515	UNITED		Domino (K) (5.53) 50	50	50	Air Football 245	245 245	Silver Gloves (M) 1		145
The same of the same of the same of	Cabana (3-53)\$ 45		Double Score (CC) (3-53), 95 Feature (CC) (7-54) 275	125	75 185	Balloonamat Capitol P (1-55)	195 195	Six Shooter (Ex) 1 Skee Ball (W) (8-36) 2	00 75 45 245	95 245
PINBALL GAMES	Caravan (1-56) 115 Circus (8-52) 340		Fifth Inhing Deluxe (U)			Baseball (Sc) 95	85 95	Sky Fighter (M) (9-53) 1:	25 125	125
BALLY	Havana (2-54) 40	225 33	6 Player (U) (1-51) 40	110	40	Basketball (G) 225	1 75 1 7 5 150 175	Sky Gunner (G) (9-53) 1 Sky Gunner (CC) 1	25 125 25 125	125 125
pringing city (0 bz) title of	Hawaii (6-54) 25 Manhattan (4-55) 70	25 2 70 7	Fireball (CC) (11-54) 145 Flash (CC) (9-54) 175	145 175	145	Basketball (CC) 175 Basketball Champ (CC). 125	95 125	Sky Rocket (G) (5-55) .: 2	10 195	195
Beach Beauty (1.55) 160 140 140 Beach Club (2-53) 40 40 40	Mexico (3-54) 50	50 5	8 Player (Ge) (9-51) 85	50	50	Bat-A-Score (Ev) (8-48) 100	90 95	Smiley (Pioneer) (8-46). 5 Space Gun (Ex) 1	00 90	495 95
Beauty (11-52) 60 50 55	Nevada (8-54) 50 Pixie (9-55) 85	55 7	Gold Cup (CC) (7-53) 155 Gold Medal (B) (3-55) 185	75 185		Bat-A-Score, Sr. (Ev) (8-48)	F. 100	Space Ranger (Oeco) 2	75 275	275
Big Time (1-55) 115 90 115	Rio (11-53) 30	30 3	Hi Speed Triple Score			Bert Lane Merry-Go-	- 1	Speed Boat (8) (7-53) 3	25 275	200 325
Bright Lights (5.51) 45 45 45	Singapore (10-54) 50 Stardust (4-56) 125		(CC) (8-53)	60	60		275 350 350	Sportland (Ex) (11-51) 1 Sportsman (K) (11-54) 2	50 125	150 195
	Starlet (11-55) 110 Stars (6-52) 35	90 9		165	165	Big Inning (B) (47) 125	125 125	Standard Metal Typer, F \$ 2	75 275	275
Coney Island (9-52) 185 155 170	Tahiti (8-53) 30		Imperial (U) (9-53) 85	175	60	8ig League Baseball (3-51) (W)	130 130	Star Series (W) (4-49) Star Shooting Gallery	85 85	85
Dude Ranch (9-51) 45 40 45	Triple Play (8-55) 85		Jet Bowler (B) (8-54) 75 Leader Shuffle Alley	75		Big League Baseball (W)		(Ex) (9-54) 1	20 120	120
Frolic (10 52) 45 45 45 6avety (3-55) 75 60 75	Tropics (7-55) 60 Tropics (7-55) 45	60 6 30 3	(U) (11-53) 195	125	165	Big Top- (G) (6-54) 225	225 225	Strike-A-Lite (ABT) 1	95 195	395 195
	WILLIAMS		(U) (4 54) 250	95		8ingo Roll 95 8onus Deluxe (U) 350	85 95	Submarine (K) (4-42) 1:	25 125	125
Hi-FI (6-54) 50 45 50	Army & Navy (10-55)\$ 35	\$ 35 \$ 3	Lightning (U) (2-55) 145	145	145	Bonus Gun (U) (1-55) 215	300 325 165 195	Super Home Run (CC) (CC) (3-54)	25 125	125
lce Frolics (1-54) 55' 50 50	Big Ben (9-54) 100 C.O.D. (9-53) 59	100 10 59 5	Lightning Deluxe (U) (2-55)	275	275	Broncho Horse (Ex) (10-47) 375	375 375	Super Jet (CC) (4-53) 1 Super Jet (CC) (8-53) 2	75 175	175
Nite Club (3-56) 225 175 195	Colors (11-54) 135	135 13	Magic (8) (12-54) 145	145	145	Card Vendor (Ex) 50	45 _ 50	Super Pennant (W)	00 - 100	295 100
Palm Springs (11-52) 50 50 50	Daffy Derby (8-54) 75 Dealer '21' (2-54) 34		Manhattan 10 Frame (United)	85			150 245	Super Slugger (U) (7-55). 2 Telequiz (1-49) (T)	75 195	24 5 95
Spot Lite (1-52) 75 65 65	Deluxe Baseball 85	85 8	Mars (U) (1-55) 165	165	165	Carousel (Se) (11-54) 325	325 325	Ten Strike (E) (46)	85 75	85
Variety (9-54) 75 65 75	Disk Jockey (11-52) 40 Dreamy (2-50) 135	40 4	Match Bowl-A-Ball	185		Champion Hockey ('46), . 100	100 100	Three-of-a-Kind	50 150 20 18	150 18
Yacht Club (6-53) 60 35 35	Eight Ball (1-52)		(CC) (8-52) 70	45 60	45		135 135	Three Way Gripper (Gb)	25 25	25
CHICAGO COIN	Grand Champion (8-53) 50	40 4	Mercury (U) (12-54) 125	125	125	Dale Gun (Ex) 95	25 50	Trigger Horse (E) (6-55). 2 Trigger Horse (E) (7-53). 3	95 395	245 395
Basketball Champ 10-49)\$ 195 \$ 120 \$ 120	Gun Club (11-53) 90 Hayburner (6-51) 25	90 9	Mystic Bowler (8) (12-54) 355 Mercury Deluxe 11th	325		Defender (B) ('40) 150 Derby (Ex) 125	125 125	Undersea Raider (2-46) 1 Voice-O-Graph (M) (4-46) 3	25 125	125
Home Run 95 95 95	Hong Kong (10-52) 55	55 5	Frame (U) 295	235	245	Derby, 4 Player (CC)		Wild West (G) (2-55) 2	45 245	250 245
Saddle & Turf Club	Jalopy (8.51) 40 King of Swat 175	175 17	Name Bowler (CC) (1-54) 50 Official (U) (5-52) 85	50 60	75		135 135	Wizzard Whiz	25 18 50 50	20 50
	Lazy Q (2-54) 35		Olympic (U) (8-54) 65	65			135 135		65 65	65
					5.		The second			

Angel Preps Longhair Feast

HOLLYWOOD — Angel Records' August release will feature the complete recording of Gluck's "Orphee et Euridice" with Nicolai Gedda, Janine Micheau and Liliane Berton as soloists with the Paris Conservatory Orchestra and Chorus under the direction of Louis De Forment; on the lighter side will be the complete recording of Johann Strauss' "The Gypsy Baron" with Elisabeth Schwartzkopf, Erick Kuntz, Nicolai Gedda, Edrika Koeth in the cast and Otto Ackerman conducting the Philharmonic Orchestra. This is the sixth in a series of operettas issued by Angel. Other vocal packages in this release include an album of Lieder by Kirsten Flagstad and volume two of Guiseppe Di Stefano's "Songs of Naples."

The orchestral portion of the release includes Andre Cluytens conducting the Paris Opera Orchestra in highlights from Berlioz' "Dumnation of Faust" and "Romeo and Juliet"; Igor Markevitch conducts the French National Radio Orchestra in six Rossini overtures, and the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra is conducted by Constantin Silverstri for an allowed the same orchestra in the same orc

the same orchestra is conducted by Constantin Silverstri for an al-(Continued on page 71)

Kellem Cleans Creditors' **Debt Slate**

NEW YORK — Milton Kellem and Milton Kellem Music, Inc., on Friday (18) satisfied two judgments against him and his music firm two years ago by Samuel I.

firm two years ago by Samuel I. Burd. At the same time Milton Kellem and Milton Kellem Music, Inc., was discharged from the petition in bankruptcy filed in 1956. Kellem paid Burd \$8,606 for himself and \$17,213 for Milton Kellem Music, which was on promissory notes to Milton Kellem and the Kellem Music firm. Satisfactions of the judgments were factions of the judgments were filed in New York County Court last Friday. Kellem has now satis-fied all creditors.

Rip Exec Adds Personal Mgt. To Schedule

HOLLYWOOD—Richard Puccio, president of Rip Records, is invading the personal-management field. He has opened Puccio Personal Management Corporation, with the Initial members of its talent stable including Jerry Rhodes, John Sage, Bart Mattson and Bill E. Dart. Victor Gazzi, formerly with National Pictures, will head the operation as the exec in charge. Puccio was elected prexy of the Rip label by a vote of the firm's stockholders in Rochester, N. Y. Also voted into office were Gazzi as veepee, and Al Simms as secretary-treasurer. The firm's head-quarters were moved from New HOLLYWOOD-Richard Puc-

tary-treasurer. The firm's head-quarters were moved from New York to Hollywood.



Cap. Tees-Off To Syndicate Album Progr'm Via Two Meets

HOLLYWOOD—To kick off its August-September album merchan-dising program, Capitol conducted

Hear Dealers

WASHINGTON — Jack Jolley, president of the Association of Retail Record Dealers of Pennsylvania will give the dealers' point of view to Senator Alan Bible's (D., Nev.) special Subcommittee of Fair Trade, at hearings this week (21, 22).

week (21, 22).

The hearings are being held on the Fair Trade Bill S, 3850, authored by Senators Humphrey (D., Minn.) and Proxmire (D., Wis.), to allow manufacturers to set minimum prices which would have to be maintained by all retail distributors. The Bible subcommittee was appointed by Sen. Warren Magnusen (D., Wash.) chairman of the full Interstate and Foreign Commerce Committee. (See Billboard, July 14, 1958.)

July 14, 1958.)

Record dealers across the country have complained of inroads on their business by discount houses, and price cutting by drug chains and other retail outlets.

M-G-M Inks Six **New Artists**

NEW YORK—M-G-M Records added a half dozen new acts to its roster this week, headed by Alan Dale and Johnny Desmond. Others include Tommy Edwards, Sonny George, thrush Kay Brown and TV personality, Arnold Stang, formerly on the Milton Berle TV show.

show.

Dale's initial release is a cover of the hot Italian tune, "Volare," while Desmond, star of "Cay Darling," has come up with "I'll Close My Eyes," and "Hot Cha Cha." Both Dale and Desmond were formerly with Coral. Edwards, who rejoins M-G-M after a considerable absence, has cut "It's All in the Game," while George debuts with a July 28 release of "Lip Lockin," and 'Tell Me, Tell Me." Stang appears on a novelty cha cha disk appears on a novelty cha cha disk with Leroy Holmes and his ork, titled "Lotsa Luck, Charlie."

Freed Via Tape

NEW YORK - Video station WABD here is readying plans to syndicate its new Alan Freed record hop show, via tape, to other local TV outlets across the country sometime this summer, thereby putting Freed in national competition with ABC-TV's Dick Clark.

The station has purchased two Ampex video tape recorders, which which will be in operation by early August, in what WABD claims to be "the most complete TV taping facilities of any indie station in the country"

The daily (5-6 p.m.) Freed pro-(Continued on page 71)

Westminster Heavy on Aug. Stereos

NEW YORK—Westminster will release 15 stereo albums against seven monaural in August. Heading the twin-track LP's are four ing the twin-track LP's are four Schumann symphonies with Sir Adrian Boult and the Philharmonic Promenade Ork, two groups of Berlioz Overtures with same, Elgar's Symphony No. 2 and "Falstaff" with same, and three pop medleys for dancing. One two-channel item, "Cool Coleman" featuring the Cy Coleman Jazz Trio, won't be released monaurally for some months.

The monaural August list in-

The monaural August list includes Moussorgsky's "Pictures at an Exhibition" in an unusual couan Exhibition" in an unusual cou-pling of piano version by Nadia Reisenberg and ork version by Artur Rodzinski and the London Philharmonic, Beethoven's "Ham-merklavier" Sonata by Egon Petri and the first volume of Dowland "Ayres for Four Voices" with the Golden Age Singers. Stereo versions of these will not be released for some months. some months.

Concertapes Bonus Plan

CHICAGO—Concertapes, Inc., announced a bonus plan to kick off its line of stereodisks. With an order for 21 reels of tape, listing at \$11.95 each, the label offered the initial disk release of seven packages from the control of the

ages free.

Al Freiburger, general manager, suggested to dealers that they pass on a comparable saving to consumers.

The entire tape catalog will be released on disks, Freiburger said. The initial seven include "Repercussion," by Richard Schory and the Percussive Art Ensemble; two volumes of "Sound in the Round"; selections from "Gi-Gi" and "My volunes of "Sound in the Round"; selections from "Gi-Gi" and "My Fair Lady"; "Dancing and Dreaming," Jay Norman Quintet; the Symphony of the Air playing "Nutcracker Suite," "Roman Carnival Overture" and Overture to "Die Meistersinger"; "Swingin' Easy" by the Modernes, and "The Opposite Sides of the Mike," featuring Mike Simpson's band. Sunpson's band.

has been attracting over 2,000 attendees a night this week.
On the strength of this the agency is sending out another "Summer Dance Party" unit in two weeks starring Danny and the Juniors, Gerry Granahan, the Poni Tails, Jody Reynolds and the Buddy Morrow ork. The adding of the Irving Feld office, stars Frankte Avalon, the Kalin Twins, Jan and Arnie, Diekey Doo and the Don'ts, Link Wray and the Raymen. Package started slowly but

The Billboard Weekly Index RECORD SALES

As Measured Against Average Weekly Sales, June-November, 1937 Based on The Billboard-NYU School of Retailing Continuing National Study of Retail Record Sales

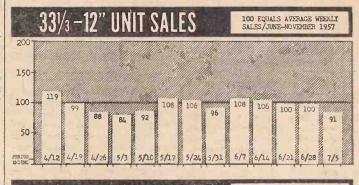


Total Unit Record Sales for the past 11 periods have averaged 90, or the same as they register for the current period. Every speed has fluctuated more than the total unit record sales, but invariably within each period there is one speed, or more, which takes up the slack of the other speeds which may have dropped in sales. The current period, ending July 5, is a good example. The previous period showed a sharp de-

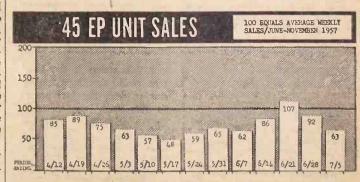
crease in 45 EP's but LP's held their own, and 45 singles in-creased a little. For the current period, LP's and 45 EP's dropped off some, but 45 singles increased sufficiently to actually up the total unit sales figure a percentage point.

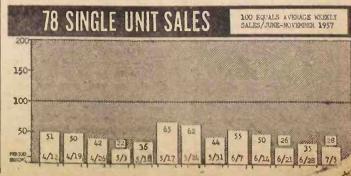
The 78 singles unit sales for the past three periods have not decreased or increased enough to be











11 1199

JULY 21, 1958

Garrard Conversion Kit

DO IT YOURSELF: New \$4.95 kit enables owners of recent Garrard record changers (Models RC88, 98, 121, 121-11 and T Mark 11) to hook up quickly for stereo disk play. Kit includes new shell, cables, hardware and

Optimism Rides High Among **Execs at NAMM Trade Show**

Fall Boom Is Expected, Sparked By Stereo, Phonos, Van Cliburn

today (21).

More than 9.000 are expected to attend the trade show sponsored by the National Association of Music Merchants. An estimated \$1,500,000 in musical merchandise Service Dum Music Merchants. An estimate \$1,500,000 in musical merchandise ranging from the newest in stereo phonographs to the highest-priced in pianos will be on display at the show. "Hard sell" marketing will be the theme with panelists from all member associations sharing their experiences in battling recession blues.

NEW YORK — Benjamin Abrams, president of DuMont Television and Radio, new whollyowned subsidiary of Emerson Radio & Phonograph, in a letter to all DuMont distributors, has announced that the new organization nounced that the new organization received player attachments and radio combinations reached a new high of five million units in 1957," says Secrest. "It is doubtful that any industry will have more new features to attract buyers than nounced that the new organization phonograph, lines, but hard selling and phonograph, lines, but hard selling and phonograph.

Emerson Will

CHICAGO — Musical equipment sales are rounding the recession corner and are tuned upfor a fall business boom.

That's the consensus of manufacturers and retailers arriving in Chicago for the annual Music Industry Trade Show and Convention opening at the Palmer House today (21).

Wurphy hails the introduction of stereo records as a boon to all branches of the music industry because it will "make more people enjoy more music." He adds: "We can look ahead to boom years the like of which few of us can possibly imagine."

Fall Phono Boom

Greatest unturn should come in

Greatest upturn should come in the phonograph and radio-combi-nation fields because of the tremendou. technical developments in

nounced that the new organization will continue to service DuMont distributors and dealers and continue the policies maintained by (Continued on page 36)

Williams has definite stereo plans

of his own.
The boyish-looking keyboarder,

"I'm a firm believer that musical

arrangements can be designed to have plenty of musical taste, and

A Tax Hiatus On Recorders

MRIA Asks for

WASHINGTON — Levying a 10 per cent tax on tape and wire recorders, players and recorder-players would be like "giving a weak baby a razor before it is old enough to shave," according to Mark Mooney, Jr., of the Magnetic Recording Industry Assoniation

In a statement before the Sen-(Continued on page 36)

Aurora Maid Phonos Debut

AURORA, Ill.—Ben and Harry a transplanted Iowan (like Meredith Willson), has cut the master tapes of his last six albums in stereophonic fashion, and expects to see stereo waxings of them "in a matter of months" Polen, co-owners of Harben Manufacturing Company here, previ-

ufacturing Company here, previously in radio set manufacturing only, have debuted a line of four (and possibly more in the fall) portable phonographs.

The line, called Aurora Maid, ranges in price from \$19.95 to \$39.95. Models 111 and 113, retailing at \$19.95 and \$29.95, are manually - operated four - speed changer machines, with one-needle sapphire stylus cartridges. The 111 is leatherette covered with a volis leatherette covered with a volume and turn off control. The 113 is a wooden cabinet, with separate volume and tone controls and shut-

Models 114 and 117 are two-

Talking Books Due in NAMM Chi Showcase

The Audio Book Company, St. Joseph, Mich., will display its entire catalog of Audio Book albums at the NAMM convention in Chi-

cago this week.

Three new Audio Book albums will be featured—"Walden"—narra-



tion by John Carradine, six Audio Book records, retailing at \$6.95; "Adverntures of Sherlock Holmes" narrated by Basil Rathbone-five records, retailing at \$5.95; and "Treasure Island" narrated by Hans Conried, eight records, retailing at \$8.95.

Audio Book Records can be played on any 16 r.p.m. phono and on a 33½ r.p.m. phono with the use of the Audio Zook speed-reducing adaptor.

with washable Pyroxylin covering. The 114 at \$34.95 has one speaker, while the 117 at \$39.95 has two Models 114 and 117 are two-needle cartridge machines in a shadow-box wood cabinet, covered vention.

Magnavox and Liberty Music Romance Ends

NEW YORK -- "That's right. We haven't a Magnavox in the place.

Coming from a spokesman of the Liberty Music Shops, swank metropolitan chain, those words have a strange ring. The phono-TV firm

'GOOD STEREO IS A MUST': R. WILLIAMS

Top-Selling Pianist Predicts Boom

NEW YORK — Stereo records are likely to provide a major boom in platters featuring popular instrumentalists, as well as an upbeat in sales of everything from the two has been strongly maintained thru extensive advertising in local newspapers.

The Liberty spokesman declined any further comment and the usually outspoken president of the chain, Ben Kaye, couldn't be reached. He was "out of town." However, mention of a rift between the manufacturer and the stores was vigorously denied.

"You can just say that we have no Magnavoxee in the manufacturer and the stores was popular insulations, as well as an upbeat in sales of everything from banjos to pianos in music stores—but only if musical arrangements, recording work, and stereo playback demonstrations take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical fashion, rather than as a louder-than-ordinary member of the orchestra.

So says Roger Williams beat in sales of everything from banjos to pianos in music stores—but only if musical arrangements, recording work, and stereo playback demonstrations take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical productions to pianos in music stores—but only if musical arrangements, recording work, and stereo playback demonstrations take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical productions to pianos in music stores—but only if musical arrangements, recording work, and stereo playback demonstrations take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical productions to pianos in music stores—but only if musical arrangements, recording work, and stereo playback demonstrations take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical productions take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical productions take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical productions take full advantage of the "

For Instrumentalists Via New Disk's

By CHARLES SINCLAIR

the manufacturer and the stores was vigorously denied.

"You can just say that we have no Magnavoxes in stock," The Billboard was told.

Other featured phono lines at Liberty's shops are Scott, Fisher, Pilot and Columbia.

Chestra.

So says Roger Williams, the best-selling pop pianist whose 12 albums for the Kapp label are now reported nearing the 2,000,000 mark in total sales.

Virtually a fixture on the charts as a monaural star (including the charts appearing in The Billboard),

yet contain enough unusual effects to 'sell' stereo, as well as featured instruments," he says. Has Jazz (tch

a matter of months.

With his monaural albums and with his hiohautal albums and singles hitting the charts regularly, with stereo on the horizon, with his popularity building because of overseas releases of his platters, and with a one-man concert tour scheduled for later this year, Williams has only one grips.

scheduled for later this year, Williams has only one gripe.

"There's too much categorizing of artists in the monaural record field today," he says. "When I came to New York five years ago, I studied with Lennie Tristano and Teddy Wilson. My own favorite planist is Art Tatum. But nobody takes me seriously if I say I want to cut a jazz album. Maybe I'll (Continued on page 36)

Zenith Sets

convention this week is devoted to \$269.95 tape magazine machine its new line of stereophonic high- at the NAMM show here.

fidelity phonos.

Each of the 37 units in the new line is equipped to play both ste-reophonic and all monaural rec-corder because it utilizes transisords. Fifteen of the new phonos torized pre-amplifiers. Unit fea-(nine with FM-AM radio also) have tures a non-jam pushbutton conthe two stereophonic hi-fi systems completely enclosed in a single cabinet, which is equipped with Zenith's "completely new, extra powerful" dual channel hi-fi ampowerful" dual channel hi-fi ampowerful" and channel hi-fi ampowerful and channel hi-f plifying system.

\$269.95 PROTOTYPE

Pentron Shows Tape Cartridge Player

CHICAGO -- Pentron, Inc., tape matic shut-off; automatic index-37-Unit Intro

Most of Zenith Radio Corporation's display space at the NAMM

Most of Zenith Radio Corporation's display space at the NAMM

Most of Zenith Radio Corporation's display space at the NAMM

No. 4 manufacturer, became counter; finger-tip speed change control; two input jacks for mike and radio; and two output jacks nounced that it would debut the for amplifier and speaker as it

Pentron's 4-channel playback unit is smaller and more compact corder because it utilizes transistures a non-jam pushbutton con-

meter; retractable pressure pads Ampex previously made announce-for easy cartridge loading; auto-

for amplifier and speaker doubles as a p.a. system. Pentron 4-channel playback also runs at three-and-three-quarter speed and will play standard two-track stereo

The second - stereo channel speaker for the unit will be available at an extra and as yet un-determined price.

This brings to four the firms gearing for 4-channel cartridge playback: Victor, Motorola and

PRESS AGENTRY GETS THE BEARDS-AND-SANDALS TOUCH

NEW YORK -- Man, like the Shorty Pederstein influence is being extended to the air-conditioned sanctums of that squarest of streets, New York's Madison Avenue. The following press release ar-rived at The Billboard late last week from Mike Merrick, steam-heated flack in the Bud Brandt publicity shop: "Dad, three coo! cat

Friedman, Ken Joffe and their shadow, Frank Geltman are making like tycoonsville. They got the craziest gig ever planned at Randalls Island, Friday, August 22 and Saturday, August 23, with the hippest, wildest most collecthe New York Jazz Festival

and this makes it the third time 'round that these cats are making with the jazz scene. In this crazy outdoor pad, they're gonna stomp 'n' swing to cats like Count Basie, Dave Brubeck, Thelonious Monk, Horace Silver, George Shear-ing, Miles Davis, Chico Hamilton, Sonny Rollins, Max Roach and that way out chick Chris Connor. They got the scene

You can get your tix starting Thursday, July 24, at the Henry Hudson Hotel and later on they'll be all over town. Stash 'em and save 'em for the big night, 'cause it's gonna wail. Like Pops, its the coolest sound ever—New York Jazz Festival, Randalls Island, August 22-23 — An that's no

Taha Saddle & Model (1045)

WHAT NEXT?

Get Set for the Tape Cartridge

NEW YORK — There was a time, not long ago, when the average dealer could dismiss tape as appealing only to a small audions. appealing only to a small audience. Price of the tape, the machines and the complexity of use added up to a lot of barriers limiting

tape's importance.

But this will soon be no longer true. In fact, this will not be true after the fall. By that time, RCA Victor will be selling its new 4

Victor will be selling its new 4
track stereo tape cartridge. And
there will be machines to play
them. When this happens, stereo
tape will be, for the first time, almost competitive to stereo disks.

Tape Revolution

Basically, the tape field has undergone a technological revolution
during this past winter and spring.
This revolution is so far reaching
that it could, according to many
trade observers, switch many record collectors, double and even
quadruple the tape marke in a
short time. It will mean new sales
of machines and tapes and it behooves a prudent dealer to be
aware of the development.

As of right now, twin track ste-

most competitive to stereo disks.

Tape Revolution

Basically, the tape field has undergone a technological revolution during this past winter and spring. This revolution is so far reaching that it could, according to many trade observers, switch many record collectors, double and even quadruple the tape marke in a short time. It will Lean new sales of machines and tapes and it behoves a prudent dealer to be aware of the development.

As of right now, twin track stereo tapes are selling at a price range of \$8.95 to \$18.95. These are tapes that are played at a speed of \$3.4 IPS. All four tracks don't play at once, but only two at a time, just as on two tracks when the tape is reversed. In other woods, by slowing down the speed 50 per cent and putting twice as much music on a reel, manufacturers are able to reduce the price of tape by about 50 per cent. Is tape played (Continued on page 36) cent and putting twice as much music on a reel, manufacturers are able to reduce the price of tape by about 50 per cent. Is tape played

Players Coming
The RCA Victor cartridge, a complex unit that is merely slipped into a machine, where it works automatically, can only be played on a special machine which will be marketed in the fall. Victor has offered other manufacturers the right to make the same machine. So far, Ampex, Motorola and Pentron have taken the company up on it This means that if anyon' wants to play the RCA Victor cartridge he must buy the cartridge player he must buy the cartridge player from Victor or one of the others.

(Continued on page 36)

HAIL, QUEEN CAROLE! MISS MUSIC OF 1958

CHICAGO—She's lovely, she's engaged to be at the NAMM Show, and she uses a piano to produce some mighty pretty sounds. That's the once-over-lightly on Carole Pava, petite blonde doll who's been chosen Miss Music of 1958 by a panel of music celebrities from annong a roster of feminine candidates, all of whom work in retail music shops across the country.

Attractive, 19-year-old Miss Pava is a salesgirl at Larry Ackard's Allegro Music Shop in



The Billboard's 1958

Music Merchants' Trade Show Special

Published in conjunction with the 57th Annual Trade Show and Convention of the

National Association of Music Merchants

JULY 21 THRU JULY 24, THE PALMER HOUSE, CHICAGO

NYU-BILLBOARD SURVEY SALES OF COMPONENTS

NEW YORK -- The New York University School of Retailing has tackled the subject of high-fidelity component in a brand-new study for The Billboard. Similar in scope to the phonograph survey to be found in this issue, and using the same accurate sampling methods, the component study will be sent to manufacturers in this field sometime this week.

Among other things, the study reveals that 2,500 dealers in the "universe" of 8,-400 record-selling dealers handle components. In the first 19 weeks of 1958, the period covered by the study, these 2,500 dealers accounted for \$7,670,000 in component sales (based on net selling

The study breaks down the sales by individual components and by brand names. Complete results will be published in an upcoming issue of The Billboard.

Lyons Named Show Chairman

CHICACO-Howard R. Lyons, Lyons Band Instrument Com-

NYU-Billboard Survey Cues Big Year for Phono Sales • Continued from page 1

figures refer to-estimated business to be done by record-phonograph dealers alone. Total sales of phonographs by all outlets will hit the 4,000,000 mark. This 4,000,000 tally includes everything from the small kiddie acoustic models to the most lavish high fidelity phono-radio-tape recorder console.

Another important factor — one that could greatly alter the gross dollar volume figure — is the fact that virtually every model from \$80 and up is equipped to play stereo disks by the simple addition of another speaker or amplifier-speaker combination. It is reasonable to believe that when the customer buys such a phonograph he'll also take along the necessary additional components for stereo reproduction. If he doesn't buy the additional stereo components immediately, he'll buy them within a short time—or the dealer is missing a sure bet for a plus sale. Few dealers are likely to pass up such an opportunity.

One of the more significant facts revealed by the NYU-Billboard

an opportunity.

One of the more significant facts revealed by the NYU-Billboard study is the comparative sales figures between various phonograph models. For instance, the greatest "dollar volume" category is the phono console under \$200. In the period covered by the study, dealers sold 40,000 of these units at an estimated \$6,900,000. This contrasts with the top unit sales done in manual phonos under \$30. In in manual phonos under \$30. In this category, dealers sold 93,000 units for an estimated \$2,300,000. Stated another way, dealers had to sell twice as many manuals under \$30 to realize one-third the dollar volume done in consoles under \$200.

Chicaco—Howard R. Lyons, of Lyons Band Instrument Company of this city, has been named chairman of the National Association of Music Merchants 1958 Convention and Trade Show.

A veteran in the music field and a leading educational distributor, Lyons has been active in the organization since 1927, when he and his cousin founded the family music firm. He'll co-ordinate trade activities and function as a representative at-large of dealers at the conclave.

He was a member of this year's NAMM nominating committee, and has served in various other NAMM posts since the group's inception. In the merchandising field, he has been a pioneer in the "try-it-now, pay-later" technique of selling instruments.

The estimated sales in dollars in each group were figured on what seemed to be a fair basis. Averages were struck and extended. For example, manual phonos selling for \$30 or less were considered to fall at an average of \$25 and this was average of \$25 and this was averaged. erage of \$25 and this was extended over the total of units sold. Those selling for \$31 were extended at \$35.

V-M's Newest Changer to Bow

THE BILLBOARD 1958 RECORD-PHONO DEALER SURVEY

. . . A detailed analysis of the music-record-phono business during the first five months of 1958.

Here is a scientific analysis of the extent of phonograph sales made by record phono dealers during the period of January 1, 1958, to May 15, 1958.

The New York University School of Retailing in cooperation with The Billboard recently completed a study for sales of phonographs thru outlets selling records. The study was made by the Interview method, the first time such methods have been used in analyzing phono sales on a national scale.

such methods have been used in analyzing phono sales on a national scale.

Included in the study are other questions considered to be of interest to manufacturers and dealers. They deal, as the reader will soon see, with such topics as: self-service, promotion, tape and tape recorder sales. The real meat of the study, however, is the relationship of phonorecord dealers to the total phonograph market in the United States.

QUESTION 1: What form of service facilities do you offer your customers?

Partial self-service	59.3%
Mostly clerk service	19.0%
Self-service with check-out counter	
No answer	5.3%

COMMENT:

Interesting aspect of this question is the rather large group (almost 20 per cent) still using mostly clerk service. The self-service trend really began with the introduction of LP and the use of lavish cover art. That, of course, was fully 10 years ago. As expected, the largest group is that with partial self-service. Most dealers approach the problem from the point of view of modifying fixtures they already have. The 16.3 per cent with complete self-service are stores that have been opened, for the most part, rather recently.

QUESTION 2: Do you send direct mail promotion to your prospects or customers?

Do no	ot use	direct	mail	 	 	 	 		 .58.0%
Use d	irect	mail .		 	 	 	 		 .41.3%
No au	iswer			 	 	 	 	111	 7%

COMMENT:

One of the most difficult concepts for most people to grasp is the benefit that accrues thru advertising and promotion. Even those retailers who make regular outlays for advertising and promotion are, for the most part, unsure of the results, tangible and not so tangible. It is not surprising that almost 60 per cent of dealers use no form of direct mail what-

QUESTION 3: If you use direct mail promution, how often do you mail?

Every two weeks to once a month ,	.37.4%
Three to six times a year	.31.3%
Once or twice a year	
Every two weeks or more often	

COMMENT:

Only the first and last groups can be considered as sold on the benefits of direct mail promotion. In the previous question, 41.3 per cent of the dealers said they used direct mail at all. Question three reveals that, of this group, only about half (48.7 per cent) use this type of promotion on a regular basis. It is fair to say therefore that only about 20 per cent of the dealers (half of the 41.3 per cent) are sold on the value of direct mail.

QUESTION 4: What kind of direct mail do you and we are asking that one of our send to your customers?

Manufacturer's stuffers or catalogs	
Self-created promotion pieces	1.5%
Catalogs which you buy	.0%
Other than the above	.0%

COMMENT: ***

The easy route to direct mail is obviously the mailing of manufacturer literature provided by the dealer's local distributor. An encouraging factor is that almost 30 per cent go the trouble of creating their own mailing pieces. Model (10 the trouble of creating their own mailing pieces.

NAMM PERSONALITY



J. W. Farrow, marketing manager of Ampex Audio, will discuss Products and Profit Opportunities Thru Stereo Tapes" at the High-Fidelity Clinic at the NAMM Show, Farrow will join other panelists Wednesday afternoon at the Palmer House, where they will talk on ways to market high fidelity.

Disk Dealers May Set Up Own Natl. Org

• Continued from page 2

touch with us to set up the meeting and has asked our Texas delegation to chairman the meeting. The primary topics of discussion will be record clubs, rack jobbers and discounters, and their devastating effect on the business of the local retailer. Any and all dealers attending the NAMM convention are invited.

"We have also been given time on the program for the Tuesday evening NAMM session. One of the members of the new body will

the members of the new body will be selected in the afternoon to de-liver the speech in the evening," Simmons continued.

To Offer Rewards

On the local Texas scene, Simmons said that at its last meeting Tuesday night (15), the Texas Association "authorized the posting of a substantial reward for any information leading to the successful prosecution of fair trade violators in the record field. When our in the record field. When our members were levied for dues, many put in much higher amounts than requested. So we have quite a kitty set up, from which we can withdraw amounts for the rewards.

On the matter of fair trade, On the matter of rair trace, Simmons pointed out that various disk clubs are offering "up to 42 per cent off to buyers, which of course is more than the normal dealer discount. Last week Life Magazine carried ads for the Columbia and Capitol Records Clubs, in which such discounts were of in which such discounts were of-

fered members. Next Tuesday, Senator Hum-phrey's subcommittee on fair trade will hear testimony on the record business. Our organization is providing the subcommittee with documented evidence that viola-tions are occurring in our business people be allowed to appear before the subcommittee at a later date. company club operations will of course be brought to their attention."

SCHEDULE OF EVENTS

1958 CONVENTION AND TRADE SHOW

Monday-July 21

8:00 a.m. Annual breakfast, in private dining room 11, of junior executives of National Association of Music Merchants.

9:00 a.m. Exhibits officially open.
Opening luncheon in Grand Ballroom.
Address by Arno H. Johnson, vice-president of J. Walter Thompson Advertising Agency, on "The Economic and Social Trends of the Music Industry."
Crowning of Miss Music of 1958.
Award of prizes in Outstanding Promotion contest of junior executives of National Association of Music Merchants.

3.30 p.m. Ladies tea and reception in Crystal Room.

Ladies' tea and reception in Crystal Room,
Presentation of "From Whence a Wedding," by Cathy 3.30 p.m.

Tuesday-July 22

8:00 a.m. Annual meeting of Members' Breakfast in Grand Ballroom,

10:30 a.m.

2:30 p.m.

Annual meeting of Members' Breakfast in Grand Ballroom. Reports of officers, election of directors.
Report by H. R. Scull, vice-president of E. H. Scull Company, on "Survey of Occupancy Costs."
Report of James M. Jutte, vice-president of E. H. Scull Company, on "Survey of Advertising Costs."
National Association of Band Instrument Manufacturers, Band Instrument Clinic in Grand Ballroom. Chairman, Robert Zildjain, of Avedis Zildjain Company, N. Quincy, Mass. Program and speakers to be announced.
Executive Clinic in Grand Ballroom by National Association of Musical Merchandise Wholesalers. Chairman, Fred Targ, of Targ & Diner, Chicago, chairman of the Promotion and Trade Relations Committee of NAMMW. Address by Forrest L. McAllister, editor and publisher of School Musician, on "Selling to Schools" and showing of film, "The Power of Enthusiasm in Selling."
Phonograph Record Clinic in Crystal Room. Chairman, Leon Ferguson, of Ferguson Record Shop, Memphis, chairman NAMM Phonograph Record Committee.
Panel discussion by Ralph Freas, of The Billboard, on "Album Promotion"; Sidney Frey, of Audio Fidelity Records, on "Stereo Records"; Howard M. Judkins, of Judkins Music Company, Garden Grove. Calif., on "Stereo Records From the Dealer's Viewpoint." and two other speakers, to be announced, on "Stereo Tapes" and "One-Stop Buying for the Retailer." 7:00 p.m.

Wednesday-July 23

Piano Clinic in Grand Ballroom by National Piano Manufacturers' Association of America, Inc. Chairman, Edward J. Amrein, president of Everett Piano Company, South Haven, Mich., president NPMA.

Address by Dr. G. Herbert True, assistant professor of marketing, Notre Dame University, on "Creativity in Piano Selling."

Hi-Fidelity Clinic in Grand Ballroom. Chairman, William J. Lee, merchandise manager of Radio-TV, Sherman-Clay Company, San Francisco, chairman NAMM Electronics Committee. 9:30 a.m.

2:00 p.m.

Clay Company, San Francisco, chairman NAMM Electronics Committee.
Panel discussion by Lewis Rudin, Grinnell Bros., Detroit, on "Merchandising Hi-Fidelity"; J. W. Farrell, marketing manager, Ampex Audio, on "New Products and Profit Opportunities Thru Stereo Tapes," and three other speakers, to be announced, on "Stereo Disks." "Radios: Portable, Table and Transistor," and "Hi-Fidelity in the Music Store"

2:00 p.m.

Store."
Guitar Clinic in Crystal Room by National Association of Musical Merchandise Manufacturers. Chairman, Al Frost, Valco Company, Chicago.
Panel discussion by Mel Bey, Mel Bey Music Company, Kirkwood, Mo., on "Why Do People Buy Guitars?"; Ed Targ, Targ & Diner, Chicago, on "How Guitars Build Dealer Profits"; Parham Werlein, Werlein's for Music, New Orleans, on "How a Successful Dealer Sells Guitars"; Norman English, Norman English Studio, Lansing, Mich., on "How Guitar Studios Make Money"; Russell Kurth, Lyon & Healy, Inc., Chicago, on "Selling Premium Guitars Is Good Business," and Fred J. McCord, McCord Music Company, Dallas, on "Promotional Ideas That Sell Guitars."

Gultars."

String Clinic in Crystal Room. Chairman, Reuben A. Olson, president, William Lewis & Son, Chicago. Address by Gerald H. Doty, of University of Indiana School of Music, on "How to Create a Better Interest in Orchestral String Instruments." Address by dealer to be announced. Question and answer period, with Heinrich Roth, Scherl & Roth. Inc., Cleveland; Eric Emerson, Coast Wholesale Music Company, Los Angeles; Robert H. Guertin, Fawick Strings, Inc., Cleveland, and J. Frederick Muller, Fawick Strings, Inc., Cleveland, presiding. 7:00 p.m.

Thursday-July 24 10:00 a.m. Address and demonstration by Jack Schwartz, author of "How to Get More Business by Telephone," on how to sell by phone.

7:00 p.m. Annual banquet in Grand Ballroom.

the subcommittee at a later date. against certain outfits believed to According to a spokesman for the practices of some of the record be engaging in transhipping prod- the group here, the association's against certain outfits believed to uct out of its area.

merchandise, one of the alleged thorns in the side of the Texas dealers, Simmons said it was dealers, Simmons said it was now his understanding that one of the local groups from another part of the country to attend the meeting the country to attend the meeting mental protection necessary for the has already been retained to imple-

emphasis on legal action is a departure from most previous at-CHICAGO -Organizers of the tempts to organize dealers. Earlier movements which invariably dwindled away, put their faith in negotiating with diskeries and dis-tribs, hoping to develop a clout

in Chicago, has called in attorneys and is now preparing a case disk dealer." approves.

PHONOGRAPHS



V-M/Stereo High-Fidelity Phono-AM-FM Tuner Console, Model 571 V-M/Stereo High-Fidelity Phonograph Console, Model 570

BOTH AVAILABLE IN EITHER 'CONTEMPO' OR' CAPRICCIO' CABINETI

Here's unequalled versatility in a pair of striking decorator-designed, hand-rubbed cabinets. Sell either model in either cabinet! V-M Stere-O-Maticochangers have stereo cartridges, are all equipped to play stereo records! Superb speaker systems are driven by powerful push-pull AC amplifiers.

Model 571 'Contempo,' Blonde or Mahogany ... \$340*

Model 570 'Contempo,' Blonde or Mahogany ... \$225*

Model 571 'Capriccio,' Mahogany ... \$365*

Model 570 'Capriccio,' Mahogany ... \$245*

V-M/Portable High-Fidelity
Phono-Radio, Model 1282
COMPLETELY WIRED FOR STEREO!

Radiant high-fidelity, crisp, trim design. Deluxe AM radio, Stere-O-Matic four-speed changer. Full-range bass-treble and volume controls.

Checkerboard Brown and Tan DuPont Fabrikoid³.....\$125*

MODEL 1282



ALES STIMULATING PROMOTIONS

MAKE THE MOVE TO STEREO WITH BIG PRICE-LEADER SPECIALS AND STILL REALIZE A BIGGER PROFIT-MARGIN THAN EVER BEFORES



Stereomate Package 66SP includes Model 566 hi-fi console with stereo cartridge, stereo cord, 12" stereo LP record and matching Model 165 StereoVoice amplifier-speaker. YOU CAN SELL THIS \$337.50 VALUE FOR JUST \$289.95!*



'Vicky Vaughn Goes Steady with High-Fidelity by V-M'—A SOCK NATIONAL CAMPAIGN WITH UNBEATABLE LOCAL TIE-IN OPPORTUNITIES!

Four big color pages in 'SEVENTEEN'S "Back-to-School" issue kick off an unprecedented campaign. Join the operator of the teen-age dress shop in your town in a promotion the entire retailing industry will be talking about! • A SENSATIONAL PREMIUM OFFER! • AD REPRINTS, BANNERS, MAT ADS! • DISPLAY AND DEMONSTRATION IDEAS!

the Voice of Music

*Slightly higher in the Week



CANCER FUND

MUSIC

Stereophonic Stereophonic Stereophonic Stereophonic Stereophonic Stereo Units

Several new hi - ii consorted, cluding stereo equipment, are being introduced at the NAMM Show An outstanding feature of the "Mardi Gras" is its "Trim-A-Door" "Mardi Gras" is its "Trim-A-Door" Carlson, a division of General Dy-

ing new and improved models at

various times in the year as engineering advances are made.

Mr. Guzzy also pointed out that the sudden interest in stereophonic sound poses no problem with Stromberg - Carlson high fidelity equipment, as all models produced in the past five years can be readily converted to a stereo system.

Principal new Stromberg-Carlson Principal new Stromberg-Carlson high fidelity consoles being unveiled today are the "Mardi Gras" (Model AF-601) and "Eldorado V" (Model AF-681) phonographs, and the "Stereo Mate" consolette (Model SA-540) for second-channel amplifier and speakers.

The "Mardi Gras" is a low-priced console phonograph incor-

sliding panel that conceals the rec-In announcing the new models
Stanley E. Guzzy, Consumer Products Sales Manager, reiterated
Stromberg-Carlson's policy of offerable and reversible, adding a new touch for the home decorator. Slip the sliding door out, reverse it, and there's a satin-finish enam-

eled panel, softly complementary to the cabinet's lustrous hardwood. Other features of the "Mardi Gras" lowboy include a 15-watt peak power amplifier with separate bass, treble and loudness controls; two wide-range 9-inch oval speak two wide-range 9-inch oval speakers and a 3-inch tweeter, in a special acoustical chamber, providing a frequency response of 40 to 20,000 cps. The four-speed record changer has twin sapphire styli, is wired for stereo, and a "stereodapter" switch is provided on the chassis for easy conversion. A three-way remote speaker switch also provides for operation of the speakers in the cabinet, a remote speakers in the cabinet, a remote speaker, or both speaker systems

simultaneously.

The "Mardi Gras" cabinet, in fine hardwood, is said to "exemplify truly modern design." The changer compartment has an interior light, and there is space for record storage or for the installation of a stereo amplifier. It is available in mahogany, walnut or limed oak. Suggested Zone One retail prices are \$199.95 for the mahogany, and \$209.95 for walnut and limed oak models.

manogany, and \$209.95 for walnut and limed oak models.

'Eldorado V'

The "Eldorado V" is a de luxe phonograph in a richly-styled contemporary design. The right-hand door swings open to reveal the control center, the rollout changer traver and record straves space. drawer, and record storage space. The record changer is made especially for Stromberg-Carlson by Glaser-Steers, and features the famous "Speedminder," which automatically intermixes 33 and 45 rp.m. records, regardless of size or sequence. The turntable pauses during the 5-second change cycle, to eliminate record surface wear. The magnetic turnover cartridge has one diamond and one sapphire

The amplifier is conservatively rated at 32 watts (peak) with less than 1 per cent distortion at 20 watts. A separate preamp circuit assures maximum continously adjustable bass and treble controls provide exceptional high fidelity performance adjusted to room acoustics or listener preference. A rumble filter is an integral part of the circuitry, and a selector switch provides for tape or auxiliary in-puts, and for automatic or manual shut-off of the complete unit. The speaker system incoporates five Stromberg-Carlson high fidel-

ity speakers in a specially-designed Labra - Port acoustical chamber. Frequency response is 30 to 20,000 cps. The woofer, two midrange cones, and two tweeters comprise a speaker system with unusual presence.

A three-way remote speaker switch provides easy and complete selection of the cabinet speaker system, remote speaker only, or

The "Eldorado V" may be easily converted to stereo, as the changer is completely wired for a stereo cartridge, and a "stereo-dapter" switch provides for instant choice of stereophonic operation with the simple addition of a second amplifier and speaker system.

The "Eldorado V" also is avail-

able in mahogany, walnut and limed oak, at suggested Zone One retail prices of \$339.95, \$349.95, and \$349.95 respectively.

For easy conversion of monaural high fidelity equipment to stereo (Continued on page 39)

QUESTION 5: How large is your mailing list?

Over !	500	names .				9749			2			4	q				a ^r		2. 3			ě		45	29	K
101 to	250	names		0					9	9	0	0,4	0.		e	0,		٥	4 1	-		.01		24.	.39	K
		names																								
Under	100	names			 			ţa.	0		0						0				-			10.	.5%	ć

COMMENT:

Obviously dealers feel that if it is worth doing, it's worth doing well. If you're going to use direct mail, use a big list. Almost half of the dealers report that they use more than 500 names when they send a mailing, It makes sense. It costs money to set up for a mailing and, if you're going to hit a list of 250, the cost for 500 names is only a little more.

QUESTION 6: Do you handle blank recording tape? If so, what brands?

73.4 per cent of the ing tape. Following frequency of appear	are the	brands they	handle in	lle record- order of
Minnesota Mining & Irish (Orradio)	Mfg			67.7%
Reeves Soundcraft Audiotape				19.0%
RCA				10.9%

COMMENT:

COMMENT:

While tape recorder sales have shown strong increases during the past few years (particularly thru music stores where they are sold as music reproducers as much as they are sold for their appeal to hobbyists) it is nevertheless surprising to see that an overwhelming majority of stores (almost three-quarters) carry recording tape. Obviously, blank tape is now a key item on dealers' accessory shelves. Sales by brands speak for themselves. "Scotch" brand is sold in twice as many outlets as the nearest competitor. nearest competitor.

QUESTION 7: If you do not stock blank tape, do you plan to stock it in the near

Plan to stock it										. ,					6.2%
No plans to stock it															
No answer		4	٠	•		٠		•		q] o	٠				16.2%

Those dealers who do not now stock blank tape are in a distinct minority. The dealers who see a profit in it already stock it. It is no surprise to see that most of those in the minority do not plan to reverse their position.

QUESTION 8: If you handle multi-speed manual portable phonos at \$30 or less, what brands have you actually sold in the first 19 weeks of 1958?

More than 5,900 dealers handle them.
 An estimated 93,000 units were sold in that period.

Average sale per dealer was 15.6 units. 4. 2 per cent made no sales.5. Of the dealers who made sales:49% sold one or more Decca

16% sold one or more RCA Victor

15% sold one or more Columbia 10% sold one or more V-M 10% sold one or more V-M 10% sold one or more Webcor 10% sold one or more Symphonic

7% sold one or more Capitol 6% sold one or more Steelman 6% sold one or more Dynavox 3% sold one or more Emerson

Phileo, Sonic, Trav-Ler, Zenith.

3% sold one or more Phonola 23% sold one or more others, including Admiral, Audio-Master, Beam, Birch, Fanon, King, Magnavox, Motorola, Olymple,

QUESTION 9: If you handle multi-speed manual portable phonos at \$31 or more, what brands have you actually sold in the first 19 weeks of 1958?

More than 4,300 dealers handle them.
 An estimated 31,000 units were sold in that period.
 The average sale per dealer was 7.4 units.

4. 25 per cent made no sales. 5. Of the dealers who made sales:

20% sold one or more V-M 18% sold one or more Columbia 18% sold one or more Decca 18% sold one or more RCA Victor

10% sold one or more Capitol 7% sold one or more Webcor

4% sold one or more Steelman 4% sold one or more Zenith 4% sold one or more Emerson 4% sold one or more Magnavox

21% sold one or more others, including Admiral, Birch, Callfone, Dynavox, Hallicrafter, Motorola, Phonola, Sonic, Symphonic, Wilcox-Gay.

1960



WORLD

NATIONAL MUSIC INDUSTRY TRADE SHOW ROOM 971 — Palmer House — Chicago, III. JULY 21, 22, 23 and 24

Dealers Representatives Invited

Also Premiered: New, 3-speed phono-radio combinations

TRI-PHI, Inc. Albertson, L.I., N.Y.

PHONO-RECORD WRAPPING MACHINE



See this machine in operation on 4th floor main exhibit room at the NAMM shaw at Palmer House. CONTAINER-KRAFT CO.

801 East 61st Adams 19156 Los Angeles, Calif.

Suppliers of Record Jackets-Albums-Packaging Supplies to the Phonograph Record Industry.

BEST WISHES TO THE MUSIC DEALERS OF AMERICA

PERRY COMO

just released

MOONTALK



b/w

BEATS THERE A HEART SO TRUE

RCA VICTOR



FONO GRAFS **江西58**

New Features! New Styling! New WEBCOR Stereo Portables - Outstanding for 1959!

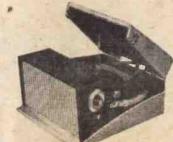
Check these sales-building advantages:

- * Webcor Stereo-Fidelity Portables give big, console-quality reproduction
- * Exclusive "Magic Mind" Stereo-Diskchanger plays 33 and 45 rpm stereo or monaural records intermixed
- ★ Webcor fonografs play all 4 record speeds automatically—make standard LP records sound better than ever
- * New, bigger Webcor speakers and amplifiers outperform anything in the field
- * All new Webcors have positive manual control-new jam-proof mechanism-new "anti-rumble ribs" on mainplates
- * All new Webcors have more features than you can shake a zooming sales curve at
- ★ See them—hear them! All music sounds better on a Webcor





Musicale Stereo-Fidelity Portable — Model 1962—"Magic Mind" Stereo-Diskchanger—one 6"x9" woofer-midrange, two 4" tweeters—power-ful 10-watt amplifier—automatic shut-off. In Ebony or Brown.



Holiday Coronet Stereo-Fidelity Portable-Model 1954—"Magic Mind" Stereo-Diskchanger— one 6" woofer-midrange, one 4" tweeter—powerful 4-watt amplifier—automatic shut-off. Ebony and Grey or Brown and Tan.



Stereo Mate V—Model 4905—External amplitier-speaker unit for all Webcor Stereo-Fidelity Port-ables. 6" woofer-midrange, 4" tweeter. 8-watt amplifier. In Ebony or Brown.

VISIT US AT THE WEBCOR DISPLAY NAAM CONVENTION

Red Lacquer Room, Palmer House, Chicago

See and hear Webcor's great '59 line of Stereo Fonografs and Tape Recorders! QUESTION 10: If you handle multi-speed automatic portables at \$80 or less, what brands have you actually sold in the first 19 weeks of 1958?

- 1. More than 5,700 dealers handle them.
- 2. An estimated 79,000 units were sold in that period.
- 3. Average sale per dealer was 13.9 units.
- 4. 7 per cent made no sales.
- 5. Of the dealers who made sales:
- 27% sold one or more Decca
- 25% sold one or more V-M
- 22% sold one or more RCA Victor
- 19% sold one or more Columbia
- 13% sold one or more Capitol
- 11% sold one or more Webcor
- 9% sold one or more Magnavox
- 5% sold one or more Symphonic
- 5% sold one or more Dynavox 5% sold one or more Motorola
- 4% sold one or more Emerson
- 4% sold one or more Trav-Ler 3% sold one or more Steelman
- 3% sold one or more Zenith
- 12% sold one or more others, including Audio Master, Birch, Olympic, Phileo, Sonic.

QUESTION 11: If you handle multi-speed automatic portable phonos at \$81 what brands have you actually sold in the first 19 weeks of 1958?

- 1. More than 4,700 dealers handle them.
- 2. An estimated 34,000 units were sold in that period,
- 3. The average sale per dealer was 7.3 units.
- 4. 18 per cent made no sales.
- 5. Of these dealers who made sales:
- 26% sold one or more RCA Victor
- 20% sold one or more V-M
- 18% sold one or more Columbia
- 18% sold one or more Webcor
- 15% sold one or more Decca
- 11% sold one or more Magnavox
- 7% sold one or more Capitol 5% sold one or more Zenith
- 3% sold one or more Dynavox
- 3% sold one or more Motorola
- 3% sold one or more Steelman
- 14% sold one or more others, including Emerson, Hoffman, Olympic, Philco, Pilot, Sonic, Symphonic.

QUESTION 12: If you handle multi-speed automatic portable phonos at \$101 or more, what brands have you actually sold in the first 19 weeks of 1958?

- 1. More than 4,800 dealers handle them.
- 2. An estimated 37,000 units were sold in that period.
- 3. Average sale per dealer was 7.7 units.
- 4. 14 per cent made no sales.
- 5. Of the dealers who made sales:
- 28% sold one or more RCA Victor 24% sold one or more V-M
- 14% sold one or more Columbia 14% sold one or more Webcor
- 13% sold one or more Motorola
- 9% sold one or more Zenith
- 9% sold one or more Magnavox 8% sold one or more Decca
- 7% sold one or more Capitol
- 5% sold one or more Stromberg-Carlson
- 4% sold one or more Pilot
- 12% sold one or more others, including Audio Master, Dynavox, Emerson, Granco, Philco, Sonic, Steelman, Sylvania, Sym-

QUESTION 13: If you handle automatic table model phonos at \$100 or less, what brands have you actually sold in the first 19 weeks of 1958?

- More than 3,400 dealers handle them.
- An estimated 19,000 units were sold in that period.
- The average sale per dealer was 5.6 units.
- 4. 24 per cent made no sales.5. Of those dealers who made sales:
- 30% sold one or more RCA Victor
- 27% sold one or more V-M
- 26% sold one or more Decca
- 20% sold one or more Webcor
- 14% sold one or more Columbia
- 9% sold one or more Motorola
- 6% sold one or more Magnavox 5% sold one or more Capitol
- 23% sold one or more others, including Emerson, Granco, Olympic, Phileo, Sonic, Steelman, Symphonic, Zenith.
- Saddle FIL THE LINE THAT SELLS THE FASTEST! SELL WEBCOR!

QUESTION 19: If you handle console phonographs with radio at \$201 to \$300, what brands have you actually sold in the first 19 months of

- 1. More than 2,400 dealers handle them.
- 2. An estimated 13,000 units were sold in that period.
- Average sale per dealer was 5.7 units.
- 22 per cent made no sales.

Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:

Columbia, Emerson, Grundig-Majestic, Magnavox, Motorola, Olympic, Packard Bell, RCA Victor, Stromberg-Carlson, Webcor, Zenith. Others sold were Blaupunkt, Capitol, Decca, Delmonico-International, Fonovox, Phileo, Pilot, Sonic, V-M, Westindayana.

QUESTION 20: If you handle console phonographs with radio at \$301 to \$500, what brands have you actually sold in the first 19 months of 1958?

- 1. More than 2,600 dealers handle them.
- An estimated 12,000 units were sold in that period.
- 3. Average sale per dealer was 4.7 units.
- 21 per cent made no sales.

5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:

Columbia, Grundig-Majestic, Magnavox, Motorola, Pilot, RCA Victor, Stromberg-Carlson, V-M, Zenith. Others sold were Andrea, Audio-Master, Blaupunkt, Capitol, Delmonico-International, Dumont, Emerson, Fonovox, Granco, Olympic, Philco, Webcor, Westinghouse.

QUESTION 21: If you handle console phonographs with radio at \$500 or more, what brands have you actually sold in the first 19 months of 1958?

- 1. More than 700 dealers handle them.
- 2. An estimated 2,200 units were sold in that period.
- 3. Average sale per dealer was 3.0 units.
- 4. 10 per cent made no sales.

5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:

Columbia, Magnavox, Pilot. Others sold were Bell & Howell, Capehart, Capitol, Delmonico-International, Grundig-Majestic, Motorola, Stromberg-Carlson.

QUESTION 22: If you handle console phonographs with radio and tape recorder at \$1,000 or less, what brands have you actually sold in the first 19 months of 1958?

- 1. More than 400 dealers handle them.
- 2. An estimated 800 units were sold in that period.
- 3. Average sale per dealer was 2.1 units.
- 4. 45 per cent made no sales.
- Among those who made sales, the following brands were sold (listed alphabetically):

Crundig-Majestic, Magnavox, Olympic.

QUESTION 23: If you handle console phonographs with radio and tape recorder at more than \$1,000, what brand have you actually sold in the first 19 months of 1958?

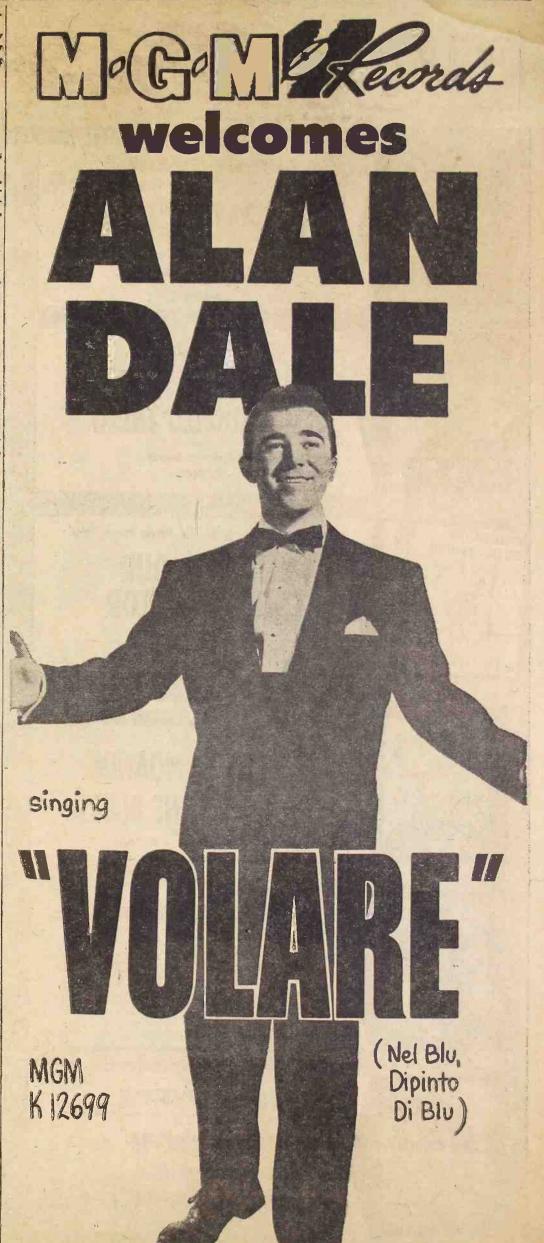
- 1. More than 300 dealers handle them.
- An estimated 300 units were sold in that period.
 Average sale per dealer was 1.1 units.
- 4. 22 per cent made no sales.
- 5. Among those who made sales, the following brands were sold (listed alphabetically):

Amper, Columbia, Magnavox.

QUESTION 24: If you handle tape recorders at \$100 or less, what brands have you actually sold in the first 19 months of 1958?

- More than 2,600 dealers handle them.
 An estimated 8,000 units were sold in that period.
 Average sale per dealer was 3.1 units.
 54 per cent made no sales.
 Among those who made sales the following brands (listed alphabetically) were most widely sold:

Pentron, Telectro, Webcor, Wilcox-Gay. Others sold were Bell, Columbia, Delmonico-International, Keystone, V-M.



There are 2 important differences in the new

CAPITOL STEREO PHONOGRAPHS

1 Sound systems developed by Capitol's own recording engineers to give true, balanced stereophonic sound:

Custom-quality sets from the recognized merchandising leaders in the music industry—Capitol Records.

Capitol sound engineers – pioneers in the science of stereo – developed these sound systems themselves. Each stereo model, with (optional) matching speaker cabinet and master control panel, offers true, balanced stereo sound. And all models, from console to portable, play monaural records with the clearest possible fidelity.

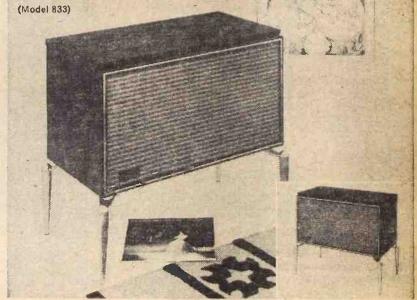
What's more, as a Capitol dealer, your efforts are backed by aggressive merchandising. This is the same merchandising that has made Capitol Records, in its short lifetime, one of the leaders in the music industry. These other advantages will stimulate sales, too:

CUSTOM-STYLED CABINETS! Fashioned by leading furniture designers. Hand-rubbed wood consoles, scuff-resistant portables.

FACTORY-AUTHORIZED SERVICE! Every set carries Capitol's full warranty, allowing for free parts and service for 90 days at no cost to you, the dealer.

FULL PAGE ADS! Millions of potential customers will see these phonographs advertised in Look and Life. And Capitol's successful merchandising know-how helps you plan local promotions.





Four handsome console models, each equipped for stereo and standard records, with (optional) matching speakers



Attractive Barco leather stereo portable (Model 832 above)



Two portables equipped for stereo conyersion (Model 827 above)



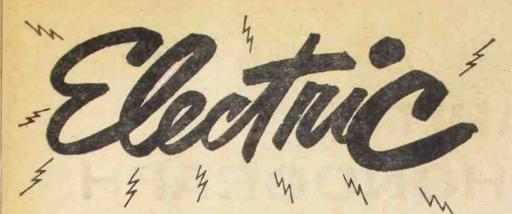
Four low-priced, high-styled portables for regular discs (Model 824 above)



Versatile 2-speed stereo tape recorder (Model 850 above)

Add it up: Capitol delivers high styling...
higher fidelity...highest value
in the whole wide world of music





DAKOTA STATON

THE BILLBOARD REVIEWS—June 16 issue of The Billboard

NIGHT CLUB

Dakota Staton Makes Smash Debut

PERSONAL MANAGEMENT:

JOHN LEVY

1650 Broadway New York, N. Y. BOOKINGS:

SHAW ARTISTS CORPORATION

565 Fifth Avenue How York, N. Y. CURRENT BEST SELLING SINGLE:

ONFESSIN' THE BLUES"

> "BLUES IN MY HEART" Capitol #4012

> > BEST SELLING ALBUM:

"IN THE NIGHT"

with George Shearing Capitol T-1003

SIX NEW PHONO MODELS

MUSIC

Westinghouse Stereo, TV Sets Tailored to Small Home Space

free to purchasers of any of the new stereo amplifier-speaker units, according to T. B. Kalbfus, general sales manager, TV-radio divi-

The Westinghouse stereophonic line is on display here this week to distributors and dealers attending the Music Show at the Palmer House. All new models will be available at retail stores this fall, Westinghouse is Westinghouse in the Westinghouse in the work of the construction of the construct K..lbfus said.

phonographs and AM-FM radio-phonographs. A stereo consolette phonograph model is also offered with AM radio. Each model is equipped with a stereo phonograph cartridge, a push-pull control for stereo phonograph models. Current models can be converted to stereo in a matter of minutes" with the cartridge, a push-pull control for stereo phonograph and that it will continue production of present models. Current models can be converted to stereo in a matter of minutes" with the cartridge, a push-pull control for a matter of minutes with the conversion kit, which contains all the necessary wiring and conplaying stereo or conventional records, and output for the companion trols amplifie. - speaker unit. In addition, console models carry a dual

Expert Tells How You Can Dial a Sale

CHICAGO-An. object lesson in skillful telephone salesmanship will be demonstrated for NAMM attendees by Jack Schwartz, author of the book, "How to Get More Business by Telephone," on the morning of Thursday, July 24.

Schwartz, who himself has sold over \$10 million in the state of the state

over \$10 million in insurance policies by "cold" phone calls, will

NAMM PERSONALITY



JACK SCHWARTZ

call customers at random and sell them music merchandise on telephone specially wired so that the audience can plainly hear both ends of the conversation.

ends of the conversation.

In announcing Schwartz' appearance, William R. Gard, exec secretary of the NAMM, said: longer can a retailer wait for business to come to him; today he has Saddle to roll up his sleeves and go after Model (10:50)

Six new "stereo fidelity" phonographs with companion amplifier-speaker unit especially designed to save space will be introduced at the NAMM show today (21) by Westinghouse in its first full line of stereophonic sound systems.

Westinghouse also announced availability of a simple new "conversion kit" that will adapt any of the company's present phono high fidelity sets to play stereophonic records. The kit will be offered free to purchasers of any of the

to devote to large stereophonic cabinets," Mr. Kalbfus pointed out, "especially in view of the fact that these units have to be placed along furnitum. the same wall surface to produce the proper sound. We think there will be greater appeal and convenience to the consumer in acoustically - matched companion units that take a minimum amount of space, or else serve as a functional

Westinghouse is stressing that Included in the stereo line are the addition of stereophonic equipall the necessary wiring and con-

The new Westinghouse stereo Westinghouse introduced two versions of shelf-size amplifier-speaker units for use with its consolette and vertical console models. For hook-up with its horizontal console models. To hook-up with its horizontal console models. TV-Phone T phonographs and amplifier-speaker

Combination television - phonographs, especially suited for budget conscious young families, and a new "Town and Country" series of portable television sets are also being introduced by West-inghouse today at the Music Show.

The new models, on display at Westinghouse showrooms in the Palmer House, are the first to be announced in the company's 1959 television line. Additional models will be introduced next month, according to the television-radio di-

Styled in low contemporary cabinets, the new Westinghouse "Fiesta" combination consoles feature 17-inch television screens and fourspeed automatic record changers.

LUNCH SPEAKER

Ad Boss to Give Views On Markets

dustry's future is due to be the subject of some intensive analysis and crystal-balling at the convention-opening luncheon of the NAMM show here today.

The American Music Conference is joining with the NAMM for the joint luncheon program designed to give music merchants, manu-facturers and wholesalers a for ward look at the key trends and influences in today's music field, according to Jay L. Kraus, president of the AMC.

Principal speaker is one of America's best known and most knowledgeable marketing experts, Arno H. Johnson, who is a top-ranking vice-president of the J. Walter Thompson ad agency. He will review the economic and social trends that affect the music industry, particularly as regards music dealers.

TV Features

For easy combination with all furniture styles, the "Fiesta" is available in mahogany, walnut, limed oak or fruitwood grain finishes. A special version of the "Fiesta," called the "Celebrity," is styled in a marble finish for use in recreation, rooms. As amtional recreation rooms. As optional equipment, Westinghouse is offering a record storage rack that can be attached under the cabinet of its "Celebrity" model.

A new "visor-mask" cabinet design is being introduced by Westinghouse in the "Town and Country" series of 17-inch portable television sets. The lightweight set uses a short-neck 90-degree picture tube, plus an optically-curved, tinted safety shield to reduce glare. Twin-telescoping antenna are provided on vinyl-clad models to pull distant signals. Other features include a silicon rectifier power supply, plus an automatic gain control that minimizes signal "fadeout" and "flutter." The "Town and Country" is available in charcoal enamel, antique white vinyl and rajah silk brown vinyl.

Birch Lines 16 Phono Units

- Boetch Bros., makers of the Birch line of mediumpriced phonos, will present 16 new models, priced from \$14.95 to \$119, at the NAMM conclave. Many of the units are portables.

One is a stereo console unit containing a four-speed changed, dual woofer and tweeter speakers and stereo amplifier, and is avail-able in several wood finishes. It is priced at \$109.95, with a matching four-speaker enclosure for \$27.95. Firm headquarters in New Ro-

NAMM PERSONALITY



William J. Lee Is the radio-TV merchandising manager for the Sherman chandising manager for the Sherman Clay Company, San Francisco. He will be the chairman of the High-Fidelity Clinic, meeting Wednesday at the Palmer House to discuss ways of mar-keting high fidelity. Lee is also chair-man of the NAMM Electronics Com-

QUESTION 25: If you handle tape recorders at \$100 to \$200, what brands did you actually sell in the first 19 weeks of 1958?

1. More than 4,000 dealers handle them.

An estimated 26,000 units were sold in that period.

Average sale per dealer was 6.4 units.

Il per cent made no sales. Of those dealers who made sales:

45% sold one or more V-M 34% sold one or more Webcon

27% sold one or more RCA Victor
9% sold one or more Wollensak
7% sold one or more Bell & Howell
6% sold one or more Pentron

5% sold one or more Wilcox-Gay 3% sold one or more Bell

15% sold one or more others, including Ampro, Capitol, Crescent, Ekotape, Emerson, Grundig-Majestic, Revere, Stromberg-Carlson, Symphonic, Viking.

QUESTION 26: If you handle tape recorders at \$201 or more, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 1,500 dealers handle them.

2. An estimated 4,900 units were sold in that period.

3. Average sale per dealer was 3.2 units.

20 per cent made no sales. Of those dealers who made sales:

52% sold one or more V-M 34% sold one or more Webcor 10% sold one or more RCA Victor 7% sold one or more Bell & Howell 6% sold one or more Wollensak

4% sold one or more Ampex 4% sold one or more Bell 4% sold one or more Capitol

14% sold one or more others, including Ampro, Columbia, Concertone, Ferrograph, Magnavox, Pentron, Philco, Sym-

Seven Clinics Stress 'Hard Sell' for Fall

CHICAGO — Recession-era Judkins, of Judkins Music Com-ard sell" techniques will be the synote of at least seven merchan-linic of the Manual Property of the Music "hard sell" techniques will be the keynote of at least seven merchandising clinics at the NAMM con-clave, with a total of 23 outstanding industry and educational leaders joining in discussions of musical instrument, phono and album

instrument, phono sales.

Tuesday morning (22), the session will cover band instruments, under the chairmanship of Robert Zildjain, of the Avedis Zildjain Company, North Quincy, Mass. Subject of the session: "The Value of Music Education in a Scientific Era," with a number of musical educators slated to appear.

The National Association of Musical Merchandise Wholesalers will hold an afternoon executive will hold an afternoon executive address by Dr. G. Herbert assistant professor of marketing, Notre Dame University, on "Creativity in Piano Selling."

A hi-fi clinic is skedded for the afternoon, with a panel composed of executives from such firms as Ampex, Columbia Records. Zenith Radio and Magnavox. Wednesday afternoon will also feature a guitar clinic, covering various aspects of musical instrument merchandising.

The clinics will wrap up with a session on stringed instrument sell-

Musical Merchandise Wholesalers will hold an afternoon executive clinic, featuring an address by Forrest L. McAllister, editor and publisher of The School Musician.

Tuesday evening's clinic on featuring Jack Schwartz, Thursday

Tuesday evening's clinic on record merchandising will spotlight a panel discussion by The Billboard's own Ralph Freas; Audio Fidelity's Sidney Frey; Howard

Admiral Debs

At Pfanstiehl

and those finding their "twin" tag holder will receive \$5. The firm

\$5-twin tag awards.

Box, Chicago.

Wednesday's merchandising sessions will be started by the National Piano Manufacturers'

Association of America, due for an address by Dr. G. Herbert True,

NAMM Crowds 'Satellites'; Stereo Phonos

A wide variety of new models, ranging from portables to a stereo-voiced combination phono-and-TV, will be spotlighted by Admiral Corporation at the NAMM meet-The Pfanstiehl Chemical Corporation of Waukegan, Ill., will display its entire line of diamond, Basic design function in the many handsomely styled line.

saphire and precious metal phono needles at the NAMM convention wide and handsomely styled line is the use of stereo "satellite" units in matching cabinets containing a speaker and amplifier. A featured unit will be the Clarion, at \$129.95 (Model 601), which is a speaker table of the clarification of the containing a speaker and amplifier. phonic table model available in several pyroxylin finishes.

pound, a brush-top bottle, tagged Pfan-stat.

During the NAMM meet, Pfan-stiehl will sponsor a "find your twin" promotion, whereby dealers will be issued twin number tags, and those finding their "byin" tag. phonos are paired in the Admiral Stereo Theater model at \$395, which features a changer equipped expects to hand out about \$600 in for two-channel disks below the

picture tube.

NOW! CAPITOL STEREO RECORDS



"the full spectrum of sound"

Capitol Stereo records are the ultimate in fidelity, quality . . . and saleability! Here are best-selling popular and classical albums, all perfectly engineered for the best in Stereo sound ... and priced to sell! Capitol Stereo records promise and deliver "The Full Spectrum Of Sound."



Popular Stereo Albums (on release August 18 - order now!)

HE KING AND I Soundtrack	SW-740
ORTS OF PLEASURE Les Baxter	ST-868
EA OF DREAMS Nelson Riddle	ST-915
ES BROWN CONCERT MODERN	ST-959
ELECTIONS FROM "SOUTH PACIFIC" Fred Waring	ST-992
ONGS FROM "ST. LOUIS BLUES" Nat "King" Cole	SW-993
IG BAND STEREO Various	SW-1055
TARS IN STEREO Various	SW-1062
HE STEREO DISC Various	SWAL-9032

w!)

Classical Stereo Albums (on release Augus	st 18 – order no
RITTEN: YOUNG PERSON'S GUIDE TO ORCHESTRA OHNANYI: VARIATIONS ON A NURSERY TUNE	
elix Slatkin and Concert Arts	SP-8373
TARLIGHT CHORALE	
oger Wagner Chorale and Hollywood Bowl	SP-8390
OUND OF WAGNER Erich Leinsdorf and Concert Arts	SP-8411
A BELLE FRANCE Carmen Dragon	SP-8427
HOSTAKOVICH: SYMPHONY 11 Leopold Stokowski	SPBR-8448

NOW! ANGEL STEREO RECORDS



Angel's world-famous classical artists and repertoire are now available on Angel Stereo Records. And the superb quality of Stereo further enhances the master performances that make Angel records truly the "Aristocrats of High Fidelity."



Angel Storeo Albums (on release August 18 - order now!)

	, , , , , , , , , , , , , , , , , , , ,	0,000,000
7	GILBERT AND SULLIVAN: THE MIKADO	
	Sir Malcolm Sargent, Conductor	S3573 B/L
ž.	ORFF: DIE KLUGE	
	W. Sawallisch conducting The Philharmonia Orchestra	S3551 B/L
Ì		Gilels
	L. Ludwig conducting the Philharmonia Orchestra	S-35476
h	RIMSKY-KORSAKOV: SCHEHERAZADE Sir Thomas Beecham,	
7	Bart., C.H. conducting the Royal Philharmonic Orchestra	S35505
à	TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR	
ľ	Constantin Silvestri conducting the Philharmonia Orchestra	S35565
À	RACHMANINOFF: PIANO CONCERTO NO. 4 IN G MINOR	
7	RAVEL: PIANO CONCERTO IN G MAJOR A. B. Michaelangeli	
ķ	Ettore Gracis conducting the Philharmonia Orchestra	\$35567
,	BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR	La L
	Guido Cantelli conducting the Philharmonia Orchestra	Sanot

MUSIC

new popular albums



POPULAR (on release July 21)	11
------------------------------	----

DANCING OVER THE WAVES Ray Anthony	T-1028
CONFETTI Les Baxter	T-1029
GET A KICK OUT OF PORTER Joe Bushkin	T-1030
COLE ESPANOL Nat "King" Cole	W-1031
BRIEF INTERLUDE Otto Cesana	T-1032
FIRE GODDESS Webley Edwards	T-1033
POPULAR JAZZ GOLD ALBUM various	T-1034

BEST FROM THE STAN FREBERG SHOWS	WB0-1035
THE NEW JAMES Harry James	T-1037
BURNISHED BRASS George Shearing	T-1038
JUMPIN' WITH JONAH Jonah Jones	T-1039
GOIN' STEADY WITH THE BLUES	
Skeets McDonald	T-1040
WANDA JACKSON	T-1041

'CAPITOL' OF THE WORLD

(on release July 21)

(ON I CLOUDE DULY NI)	
ITALY REVISITED Sergio Bruno	T-10155
SWISS. MOUNTAIN MUSIC	T-10161
SCHOTTISCHES AND WALTZES	
Jelving's Swedish Band and Singers	T-10172
SWINGING SWEETHEARTS	
Ron Goodwin's Orchestra	T-10177
MEXICO ALEGRE El Piporro	T-10178
PARIS AFTER HOURS Vicky Autier	T-10179
	The second second

from the world's leading producer of HIT ALBUMS! Capitol



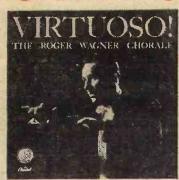


V CLASSICAL ALBUM



GREATEST SYMBOL SOUND

Leonard Pennario P-8441



VIRTUOSO Roger Wagner Chorale P-8431



THE ORCHESTRA SINGS Carmen Dragon

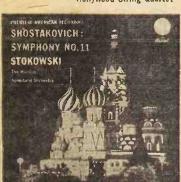
P-8442



SCHUBERT, TRIO IN E FLAT Immaculate Heart Trio



BEEETHOVEN QUARTET, Op. 127 Hollywood String Quartet P-8443



SHOSTAKOVICH: SYMPHONY II Lappoid Stokowski PBR-8448



THE ARISTOCRATS OF HIGH FIDELITY





GLUCK: ORPHEE ET EURYDICE
Nicolai Gedda, Janine Micheau, Paris
Conservatoire Orchestra and Chorus
3569 B/L

J. STRAUSS: THE GYPSY BARON
Nicolai Gedda, Erika Koeth, Elisabeth
Schwarzkopf, Otto Ackermann, Conducting
the Philharmonia Orchestra and Chorus
3566 B/L



NORWEGIAN SONGS Kirsten Flagstad Gerald Moore, Piano 35573



GUISEPPE DI STEFANO IN "SONGS OF NAPLES" Album 2, Giuseppe Di Stefano 35470



BERLIOZ: LA DAMNATION DE FAUST Highlights
BERLIOZ: ROMEO ET JOLIETTE
Highlights
Andre Cluytens, Conducting the Paris Opera
Orchestra
35431

SCHUBERT



ROSSINI: OVERTURES Igor Markevitch, Conducting the Orchestre National de la Radiodifussion Francaise 35548



DVORAK: SYMPHONY NO. 5 IN E MINOR, "New World," Constantin Silvestri, Conducting the Orchestre National de la Radlodiffusion Francaise 350

withousen spatas

PATHÉTIQUE

WALDSTÈIN

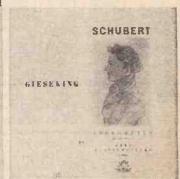
POST LISCHER



SCHUBERT: IMPROMPTUS Album 1

Walter Gieseking, Pianist

HAYON: STRING QUARTET IN G MAJOR, No. 1 STRING QUARTET IN C MAJOR, No. 2 Amadeus String Quartet 45024

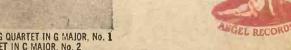


SCHUBERT: IMPROMPTUS Album 2 Walter Gieseking, Pianist

albums by distinguished artists are impressive additions to the ever-expanding range of treasured musical performances on

These superlative new Angel

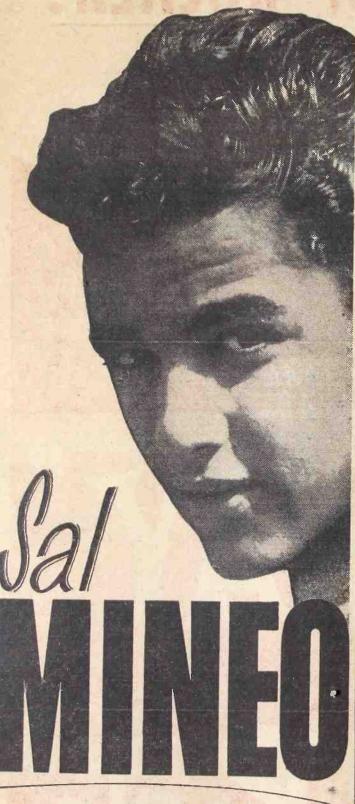
Angel Records.





BEETHOVEN: SONATA NO. 8 IN C MINOR "Pathetique"
SONATA NO. 21 IN C MAJOR "Waldstein"
Annie Fischer, Pianist 35569

Dealers and many thanks



Latest film-to be released in the fall-"TONKA"

A Walt Disney Production

Current Hit Album-"SAL"

Epic LN 3405

Preparing to record a new single upon completion of "Tonka"

Exclusively

Saddle ** Model



three new wings on the ninth floor will be used by exhibits. There will be 106 exhibit rooms with displays on the ninth floor as compared with 36 in 1957.

Biggest increases in space will be by high fidelity and musical in-strument exhibitors, according to

NAMM figures.

The tremendous interest in new in etremendous interest in new stereo record equipment accounts in part for the big increase in ex-hibit space this year," noted Gard. "There is every indication that every major name in the hi-fidelity field will have their new models of stereo disk players ready for the Music Trade Show. This will represent the first opportunity for mu-sic merchants from all over the country to see and hear for them-

country to see and hear for themselves what every trade name has to offer in stereo."

Attendance Up

Attendance at this year's show should equal, if not exceed, last year's record-breaking figure of 9,292, predicts the NAMM.

Exhibitors at the 1958 show are classified as follows in the preliminary breakdown of displays: accordions 18, associations 5, trade publications 11, band, woodwind and percussion 43, string and fretted instruments 24, musical merchandise 21, organs 18, organ supplies and accessories 15, phonographs and high fidelity 45, phonograph records and accessories 35, pianos 22, piano supplies and acpianos 22, piano supplies and ac-cessories 8, radios and radio-phonographs 31, recorders and spund equipment 33, sheet music 7, television 9, and television television accessories 6.

The 1958 show should hit a new high in pagentry if advance plans of exhibitors are any indication. Westinghouse kicked off its show plans with a coast-to-coast tele-vision tribute to the NAMM con-vention on "Studio One," last

And in line with the interest in the Broadway hit "Music Man,"

NAMM PERSONALITY



H. R. Scull, vice-president of the E. H. Scull, vice-president of the E.
H. Scull Company, New York, will report on a survey of "Occupancy Costs" to members of the NAMM during the trade show and convention. Delegates will hear him at the annual meeting of members' breakfast on Tuesday.

New High Set for NAMM Exhib Space

The largest exhibit space in the 57-year history of the Music Industry trade show has been booked by the 231 exhibitors signed to date for the 1958 convention.

Space reservations are 14 percent ahead of last year, according to William R. Gard, executive secretary of the National Association of Music Merchants. A total of 95 per cent of all available space has been booked to date.

To accommodate demand for added space at this year's show, three new wings on the ninth floor will be used by exhibits. There will be 106 exhibit research.

ononola

the portable line that doubles your unit sales because it is THE 1 HI-FI EVERY FAMILY WILL WANT 2 OF



from phonola .. it's fabulous phonographs now in STEREOPHONIC PORTABLES

stereo phonographs during NAMM ROOM 905-W

Send this Phonois-gram for complete details on the line that will set new sales records for you.

WATERS CONLEY GOMPANY, INC phonola 17 BAST CHESTNUT STRES
CHICAGO 11, ILLINOI
Festory: Rechester, Minness

Waters Conley Co., 4nc. Dept. 8-78
17 East Chestnut Street, Chicago 11, Illinois Mr. Kovin: rush me all the news on Phonola phonographs and stereo-phonographs. I'm interested in increasing sales. Name. Address_ 🗆 retailer 🗆 distributor

MEMBERSHIPS AVAILABLE

FABULOUS NEW

A Nation-Wide Group of Record & Accessory Salespeople Enjoying Privileges, Incentives & "Big Industry" Fringe Benefits Previously Unheard of in Retail Selling ... at No Cost to Dealers!

SEE US AT **ROOM 964** NAMM SHOW

Walco PRODUCTS, INC.

60-B Franklin St., East Orange, N. J.

operation, Stromberg-Carlson is offering the SCK-2 Stereophonic Conversion Kit. This contains a ceramic stereo turnover cartridge with diamond and sapphire styli, all the necessary hardware and cable, and a booklet giving complete instructions for installation. The kit, which retails for \$21, is attractively packaged in a window box for convenient counter or window display.

To provide the second-channel amplifier and speakers, Stromberg-Carlson's "Stereo-Mate" (SA-540) is recommended. This consolette contains a powerful 15-watt amplifier and twin wide-range high fidelity

Stromberg - Carlson high fidel
speakers with frequency response of 40 to 20,000 cps, in a special acoustical chamber, assuring true high fidelity performance. A special phase-reversing switch facilitates balancing the two units of the stereo system.

The "Stereo-Mate" is similar in appearance to Stromberg-Carlson's "New World" (Model AF-502) high fidelity phonograph. In design and finish the "Stereo - Mate" harmonizes beautifully with any described by the remote as an attractive room divider. It is a perfect matching piece for any Stromberg - Carlson high fidel-

Stromberg Unveils New Stereos

*Continued from page 20

Operation, Stromberg-Carlson is offering the SCK-2 Stereophonic Conversion Kit. This contains a ceramic stereo turnover cartridge with diamond and sapphire styli, all the necessary hardware and cable, and a booklet giving complete instructions for installation. The kit, which retails for \$21, is attractively packaged in a window box for convenient counter or window display.

It is console. Suggested Zone One retail prices are \$129.95 for the mahagany, and \$134.95 for the walnut and limed oak models. Rounding out Stromberg-Carlson's stereo equipment is an attractive remote speaker cablinet for those who prefer a separate second channel amplifier, for use with dual channel consoles, or as a remote speaker for monatural systems. This unit (SE-570) includes an eight inch wide range high fidelity phonograph. In design and finish the "Stereo - Mate" hardway display.

Stromberg-Carlson & Suggested Zone One retail prices are \$129.95 for the mahagany, and \$134.95 for the walnut and limed oak models. Rounding out Stromberg-Carlson's stereo equipment is an attractive remote speaker cabinet for those who prefer a separate second channel amplifier, for use with dual channel consoles, or as a remote speaker for monatural systems. This unit (SE-570) includes an eight inch wide range high fidelity speaker, with frequency response of 45 to 14,000 cps, in a bass-reflex type of acoustic chamber. Components of the package include a stereo cartridge equipped three convenients of the package included a stereo cartridge equipped three cartridge are speaker. Solve the walnut and limed oak models. Rounding out Stromberg-Carlson's stereo equipment is an attractive remote speaker cabinet for those who prefer a separate second channel amplifier, for use with dual channel consoles, or as a remote speaker for monatural systems. This unit (SE-570) includes an eight inch wide range high fidelity speaker, with frequency response of 45 to 14,000 cps, in a bass-reflex type of acoustic chamb bass-reflex type of acoustic chamber. Beautifully finished in genuine mahogany, walnut or cherry, the remote speaker enclosure has a suggested Zone One retail price

Walco Launching \$69.50 Kit, Disk Accessories

A new "everything included" ste-reo conversion kif, priced at \$69.50, will make a star debut in the Elec-trovox exhibit at the NAMM show, bearing the firm's Walco trade

At the same time, a new Walco-brand product, called DisCondi

clude a stereo cartridge equipped with a 7 mil Walco Stereo Dia-mond needle; a shielded cable link-ing to a Walco 4-watt amplifier with separate bass and treble; an electronic coupling that eliminates hum, shock hazard and feedback

the amplifier; and necessary hardware.

At the same time, a new Walcobrand product, called DisConditioners, will be unveiled. These are three - by - five - inch rectangles of deep - pile, anti-static-impregnated fabric bonded to a flexible plastic-foam backing, and are said to provide "deep, in-groove cleaning," especially on stereo disks.

Dealer Contest

An MG-A sports car, a mink stole, and many other valuable prizes are being offered to record dealers who participate in the Walco Sports Car Contest due for NAMM featuring. In announcing the contest, Robert G. Walcutt, president of Electrovox, pointed out, "All a dealer does to enter the contest iterature and details of the extended-discount plan will be shown at the Electrovox Co. Booth No. 964 at the Palmer House. Actually, the plan is one which the company had tested on a regional basis earlier this year. Record dealers are given a "Save-on-Needles Coupon Book" containing 24 coupons.

Each coupon entitles the dealer

Coupon Book" containing 24 coupons.

Each coupon entitles the dealer to a free needle with every four or five he purchases at regular distributor prices—in effect, a 16% per cent to 20 per cent longer discount on all diamond and sapphire tip needles ordered. At the same time, each coupon used to secure this free merchandise automatically enters the dealer in the Walco Sports Car Contest No. 1 (more contests are planned later) in which he can win a new MG-A, a \$1,500 mink stole, a \$300 movie camera and projector, a \$160 Tilk Arbor Saw, or six \$100-\$125 nationally advertised men's or women's wrist watches. The more Save - on - Needles coupons the dealer uses during the contest period, the greater his chances of winning.

Roulette Will Feature Disk 'Co-Star' Line

NEW YORK—Roulette Records will spotlight its new Co-Star record series at the NAMM meeting, demonstrating the line at the firm's hospitality suite. The series features well-known stars of stage, screen and TV acting out dramatio scenes in which the record owner, with the aid of a script, can playact opposite the star.

Jerry Shifrin, national sales manager, and Bud Katzel, head flack, will represent Roulette at the show, with Shifrin remaining in the field following the confab for a sales junket to major cities. According to Shifrin, the Co-Star series, now on the market for less than a month, is already getting excellent sales response and many reorders.

Webcor Line

• Continued from page 38

recorders range in price from \$159 to \$440.

A special feature of the stereo units is the "High-Fonic Frequency Distribution System," in which the low bass is fed to a common woofer channel, and the high ends are fed thru separate speakers for stereffect. Also, a new changer medesigned for steree be shown. be shown.



HIGH FIDELITY



"TOCCATA" - FULL STEREOPHONIC 4-Speed Automatic High Fidelity Portable Phonograph



"OVERTURE" - 4-Speed Automatic Portable Phonograph



"RONDEAU" - Deluxe Twin Speaker High Fidelity Portable Phonograph

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING

FOR SURVEY WEEK ENDING JULY 12

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.

and a	and and control of the School of Retaining of New York Con-		Weeks
White Week		Wee	
. 1.	Gigi Sound Track, M-G-M E 3641 ST	. 14	5
2.	South Pacific	. 4	17
3.	The Music Man		21
41.	Original Cast, Capitol WAO 990 Sing Along With Mitch		2
	Mitch Miller, Columbia CL 1160		
5.	Johnny's Greatest Hits	: 2	15
6.	Warm	7	31
7.	My Fair Lady Original Cast, Columbia OL 5090		120
8.	The Late, Late Show		19
9.	Dakota Staton, Capitol T 876		7
	Tennessee Ernie Ford, Capitol T 1005		100
10.	Oklahoma! Sound Track, Capitol SAO 595	10	146
11.	Around the World in 80 Days Sound Track, Decca DL 9046	12	67
12.	Ricky Nelson, Imperial 9048	17	31
13.	South Pacific	9	225
14.	Original Cast. Columbia OL 4180	13	14
15.	Elvis' Golden Records		4
	Erroll Garner, Columbia CL 833 Come Fly With Me		25
7 -	Frank Sinatra, Capitol W 920		
17.	Hymns Tennessee Ernie Ford, Capitol T 756	16	81
18.	Roger Williams, Kapp KL 1081		16
19.	Swingin' on Broadway	-	8
	Film Encores Mantovani London II. 1700		52
21.	Sail Along Silvery Moon	15	14
22.	Billy Vaughn, Dot DLP 3100 Eydie Gorme Vamps the Roaring		
	Twenties ABC-Paramount ABC 218		4
23.	The King and I Sound Track, Capitol W 740	21	102
24.	Hymns We Love	-	1
25.	Saturday Night With Mr. C	-	2
25.	Perry Como, RCA Victor LOP 1004 Chet Atkins at Home	_	3
	RCA Victor LPM 1544		

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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.

Stereo Classical Album

HI-FI FIEDLER (1-12")-The Boston Pops Orch. (Fiedler). RCA Victor LSC 2100

STEREO & MONAURAL VERSIONS

The musical Bostonians have always been strong sellers, and this excursion into three familiar works—well chosen for their stereo effective-ness, by the way—is likely to be no exception. The "William Tell" segment, with its blazing "Lone Ranger" fanfare, makes a fine demon-stration track for stereo equipment, and Fiedler's reading, as usual, is in impeccable taste. Generally, the stereo effect is good.

Stereo Classical Special Merit Album

BERLIOZ: REQUIEM (2-12") - Hartford Symphony Orch. (Mahler) with Various Artists. Vanguard VSD 2006-7

STEREO & MONAURAL VERSIONS

Vanguard has here a stunning stereo achievenent, filled with immense choral and orchestral passages ranging from purest lyricism to all-out dynamics. Under Fritz Mahler's intuitive, sensitive baton, it rates high honors on the basis of music alone, but the gigantic work becomes awesome in two-channel sound, capturing Berlioz's original "Stereo" effect, particularly when wind instruments sound at various offstage points. Monaural version is a \$7.96 "Buy of the Month."

Stereo Sound Album

RE-PERCUSSION (1-12") - Percussive Art Ensemble (Schory). Concert-Disc CS 21

STEREO & MONAURAL VERSIONS

Outstanding "sound" album in its monaural version, this sets a stereo standard unlikely to be matched for some time. While the original numbers, which make up the bulk of the album, are all more potent with the stereo treatment, the double track especially helps a more familiar number such as the old jazz favorite, "That's A-Plenty." This is a major entry for sound hounds that spotlights many percussive instruments in the roster of over 100 used and imaginative treatments of real music—not mere poise. Cover also has sell. noise. Cover also has sell.

- Album Cover of the Week -



GLONGE FEVER AND HIS ORCHESTRA PLAY JERGME MERN, Vox ST-VX 25-5000. Excellent color abot by Dimitri Rebikoff provides an interesting and unusual cover. It's an eye-ceatabling item and should help lure buys.

Most Played by Jockeys

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. SOUNDS OF THE GREAT BANDS

Glenn Gray and the Casa Loma

2. DREAM GIRL

Ray Anthony Ork............Capitol T969

3. JOHNNY'S GREATEST HITS

Johnny MathisColumbia CL 1133

4. LESTER LANIN GOES TO COLLEGE

5. SING ALONG WITH MITCH

Mitch Miller Columbia CL 1160

6. THE MUSIC MAN

Original CastCapitol WAO990

7. COME FLY WITH ME

8. 'S AWFUL NICE

Ray Conniff Ork Columbia CL 1137

9. SATURDAY NIGHT WITH MR. C.

10. FOUR FRESHMAN IN PERSON Four Freshman Capitol T1008



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JULY 12

The information given in this chart is based on actual sales to quetomers in a scientific sample of the nation's tetail record outlets during the week ending on the date abown 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 Work University.

1. KING CREOLE

Elvis Presley RCA Victor EPA 4319

2. UNCHAINED MELODY

Ricky NelsonImperial EP 158

3. RICKY

Ricky NelsonImperial EP 153

Tennessee Ernie Ford . . Capitol EAP 1-756

5. THE LATE, LATE SHOW

Dakota Staton Capitol EAP 1-876

6. ELVIS

Elvis Presley RCA Victor EPA 992

Johnny Mathis Columbia EP B-10781

8. ST. LOUIS BLUES

Nat King Cole Capitol EPA 1-993

8. CHET ATKINS AT HOME

16. VAILHOUSE ROCK

Elvis Presley RCA Victor EPA 4114

nat Kingi

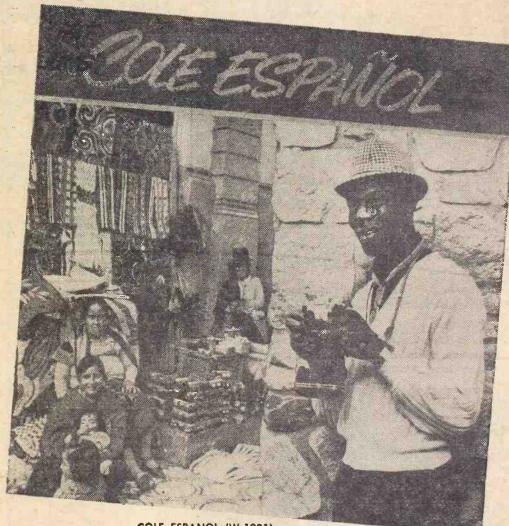
For the First Time Nat "King" Cole

SINGS IN SPANISH!

ACERCATE MAS

The Spanish version of Nat's smash single, "Come Closer To Me"

CACHITO MARIA ELENA LAS MANANITAS QUIZAS, QUIZAS, QUIZAS ARRIVEDERCI, ROMA ADELITA EL BODEGUERO NOCHE DE RONDA TU, MI DELIRIO TE QUIERO DIJISTE



COLE ESPANOL (W-1031)

The Story Behind The Album

I have spent much time in the Latin American countries and I have always felt close to the people there. For many years it has been my wish to sing In Spanish—the language of the heart—for it is the only way of expressing the true feeling of the Latin American music. The music was recorded in Havana and we were fortunate in obtaining the services of Cuba's leading conductor - Armando Romeu, Jr. It was a great pleasure for me to cut this album of Spanish songs.



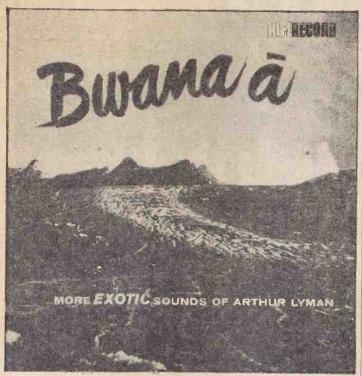


2 NEW ARTHUR (TABOO) LYMAN

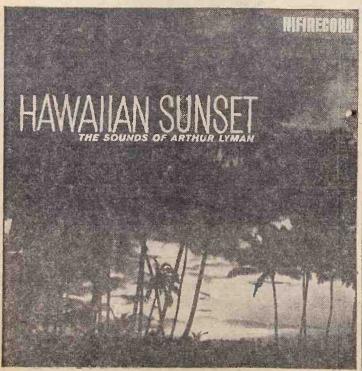
BEST SELLERS!!

STEREO HIFI RECORD

STEREO HIFI TAPE



R808 BWANA A Recorded in Henry J. Kaiser's Aluminum Dome, Honolulu, Arthur Lyman again captures the exotic sounds of his No. 1 Best Seller, TABOO.



R807 HAWAIIAN SUNSET

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Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each Item Is rated strictly according to Its sales potential in the category in which it is classified)

SPOTLIGHT—Sure-Fire Merchandise— Top Demand

★★★→Very Strong Sales Potential — Essential Inventory

** - Good Potential - Will Sell * - Moderate Potential - Sal-

able Qualities ★—For dealers who stock all merchandise.

eccordion. The music has a spicy Italian flavor but it's the split-channel performances that provide the real sea-

THE ARMY WAY
The Cadet Glee Club, West Point (1-12")
Vox ST-V X 25.700

STEREO & MONAURAL VERSIONS

The single-track version of this rousing The single-track version of this rousing choral album has already proved itself a popular seller. The stereo release may follow this sales path, even the the two-channel effect is not especially dramatic or startling to hear because of a tendency to "blend" channels. Recording work is otherwise top-nitch with the virile sound of the cafet singlers coming across strongly.

POPULAR **

ON THE HOLLYWOOD SOUND STAGE
Johnny Green Conducting the M-G-M Studio Symphony Ork (1-12") M-G-M E 3694
Themes from several Hollywood films
(M-G-M) are given lush instrumental
settings by cleffer - conductor - arranger Johnny Green. Standout selection is a ballet excerpt from "An American in Paris." Themes from "Brigadoon," "Silk Stockings" and "Every(Continued on page 44) (Continued on page 44)

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POPULAR *** MONG MY SOUVENIRS Joni James with David Terry Ork (1-12") M-G-M E 3602

1-G-M E 3602

Thrush offers a collection of old favorites like "Alice Blue Gown," "Let Me Call You Sweetheart" and "Till We Meet Again." Singer's ingenuous quality and intimate charm are shown to good advantage in these tunes. Orchestral backgrounds are generally interesting, with snatches of harpsichord, electric organ, harp, bells and cocktail plano coming thru. Good summer listening for her many fans.

POPULAR ***

JEROME KERN George Feyer Ork (1-12") Vox ST-VX 25.500

STEREO & MONAURAL VERSIONS

Some of Jerome Kern's best show tunes (from "Roberta," "Show Boat," etc.) are given a suave piano treatment by George Feyer, backed here by a big. lush ork. Stereo work on this platter gives a definite "blend" feeling, with one channel sounding about the same as the other. Feyer's fans are sure to like it, but it will not provide much drama in dealer stereo demonstrations. The piano sounds like it's ten feet wide.

REFLECTIONS IN THE WATER
David Rose Ork (1-12") M-G-M E 3603
His 15th LP for M-G-M finds Rose at
his lushest and most impressionistic in
tunes from recent movies, originals and
a great reading of "You Are Too Beautiful." It's orking for listeners, not
dancers, to delight many.

THE GREAT SONG HITS OF THE GLENN MILLER ORK All Star Alumni Ork conducted by Bobby Byrne (1-12") Grand Award GA 207 S. D.

STEREO & MONAURAL VERSIONS

From a musical standpoint, this is on the most authentic-sounding revivals the Glenn Miller orchestral sound. the former members of Miller's civilian and military band crews for the session, from the lead clarinet of Jimmy Abako to Tex Beneke's tenor. Sound is at a higher - than - average level, with only moderate separation between channels. May sell to record fanciers who never tire of "Moonlight Serenade."

HI-FI PLAY FOR DANCING
Art Mooney Ork (1-12") M-G-M E 3649
Dance music as you liked it in 1940, with a solid big band sound on "Street of Dreams," "Begin the Beguine," "Pyramid" and others, plus one for listening, a Mooney original. Colorful cover shot should help sales.

Melis has quite a name these days, as the result of his appearances on Jack Paar's NBC-TV show. The cover of this LP features the planist and Paar, which should help sales. However, Melis is under contract now to Seeco and all of his TV plugs to date have been for his Seeco LP's. Romantic piano solos spotlight "September Song," "Granada," "Solitude," and other standards.

MAN AND HIS DREAM
Acquariva Ork (1-12") M-G-M E 3696
Package of mood music using a larger
than usual orchestra to achieve color
and effect. What the maestro has in mind is giving pop music so the dimension and sound classical. He gets a solid result. Song material, incidentally, shows some creative experimentation in that much is used which is not too well known,

ROMAN SPECTACULAR Charles Magnante & His Grand Award GA 205 S. D. His Ork (1-12")

STEREO & MONAURAL VERSIONS

Here is an instance-where a good mon-aural performance is made definitely more appealing via stereo. Clean chan-nel separation defines clearly the talent of the personnel: Tony Mottola, guitar; Dick Hyman, piano; Bob Haggart, bass; Terry Snyder, drums; and Magname,

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CS-25 Symphony of the Air. The Nutcracker Suite, Roman Carnival Overture, Overture to Die Meistersinger. A stereo first! A must for the music lover!

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Reviews and Ratings of New Popular Albums

• Continued from page 42

thing I Have Is Yours" plus drematic films are included. Prime appeal will be to the avid movie fan.

HAWAIIAN HITS Paul Whiteman Ork (1-12") Grand Award GA 208 S. D.

STEREO & MONAURAL VERSIONS

Big ork arrangements of many Hawai-lan evergreens like "Little Gruss Shack," "Beach at Waikik!," "Blue Hawaii," etc., by the veteran maestro. There is possibly too much "blending" between the channels on this platter, and the grooves seem over-cut.

DREAMS OF THE SOUTH SEAS
Affred Apaka & The Hawailans (1-12")
Urania UR 9016
Nice selection of Island melodice are
given listenable workouts by Apaka and
his group. Several others of the type

Disk has reminiscent value for exflappers.

RISH SONGS YOU LOVE
Thomas O'Brien & Anne Greehy (1-12")
Avoca AV 105

are available, but this can hold its own in the crowded market. Tunes include "Song of the Islands," "Alohe Oe" and "Across the Sea." Attractive cover can

MY MAN

Mary Lou Brewer with 8y Shaffer Ork
(1-12") Westminster WP 6081

First album for thrush billed as the
"New Queen of the Red-Hot Mamas"
is something of a tour de force. Attractive miss, last seen on Dogfrey
show, goes over better in clubs and on
video, but judged by voice alone, she's
no substitute for Sophic Tucker. Sy
Shaffer's arrangements give her good
support in somewhat subdued fashlon.
Disk has reminiscent value for exflappers.

Unabashed sentimentality is the keynote of this bomey Hibernian offering. Tenor O'Brien and breathless Anne Greehy are backed up by genuine Irlah band, wheezing violins and all, such as might be heard at neighboring weddings and partice. "Galway Bay," "My Wild Irish Rose" and similar novalgic aumbers are all rendered in same tempo, which is a little abow for dancing. Mighty fine histoning, tho, for Emerald laie fanciers.

LOW PRICE-POPULAR ***

SHOWTIME IN STEREO

Various Artists (5-123') Stereo-Fidelity 8F 5500

STEREO & MONAURAL VERSIONS

This is one of four "library kits" issued by Stereo-Fidelity, each containing five disks and listing at \$14.90. Disks are packaged in a box which has a cover with an appropriate three-dimensional effect and an expensive appearance. Disks are also available individually. This kit contains choral treatments of "Music Man" and "South Paclfic," and instrumental handling of "Pal Joey," "Red Mil," "My Fair Lady," "King and I," several Victor Herbert numbers, "Around the World in 80 Days," and a potpourri of numbers with a New York

theme which carry the collective this, "Honeymoon in Manhattan." A sood introduction to stereo, in view of the low price and attractive packaging.

LET'S DANCE TO HITS OF THE '30'S AND '40'S
The New World Theater Orchestra (1-12") Stereo-Fidelity SF 3100

STEREO & MONAURAL VERSIONS

A smooth, dance-tempo instrumental roundup of pop hits from the recent past, including tunes like "Dancing in the Dark," "Cheek to Cheek," "Stare Fell on Alabama," among others. The sound is something like Genn Miller, and the band is fairly good in its ensemble work. Channel separations are not felt strongly, however. As a low-priced entry aimed at nostalgic adults, it merits exposure.

COMO ESTA

Johnny Kay (1-12") Promenade 2110

Kay is vocally speaking a dead ringer for Perry Como. Many of Como's bits make up the repertoire in this package. The arrangements here are quite similar to those on several of Como's recent hits. Title of album may be an unintentional pun. LP is listenable, and low price tag should certainly (Continued on page 46) (Continued on page 46)

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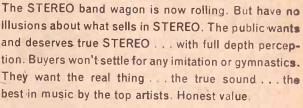
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Havana In Hi-Fi. Richard Hayman. SR-60000
Moods In Music. Clebanoff Strings. SR-60005
It's Dance Time. Dick Contino. SR-60006
Let's Dance. David Carroll. SR-60001
America's Most Danceable Music. Griff Williams. SR-60007
I've Heard That Song Before, Patti Page. SR-60011

Mercury Living Presence Stereo

Ravel Bolero: Ma Mère l'Oye; Chabrier Bourrée Fantasque, Detroit Symphony, Paray conducting. SR-90005

Cherubini Medea. Maria Callas, La Scala. SR-3-9000

Prokofiev Love For Three Oranges, Scythian Suite, London Symphony, Dorati conducting. SR-90006

Gershwin Concerto In F; Rhapsody In Blue. Eugene List, piano, Eastman-Rochester Symphony, Hanson conducting. SR-90002

Bartok Violin Concerto, Yehudi Menuhin violin, Minneapolis Symrhox Dorati conducting. \$R-90003 NEW LABEL-NEW L. P.-NEW HIT



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Reviews and Ratings of New Popular Albums

• Continued from page 44

attract, the singer makes absolutely no attempt to be original. Tunes include "Catch a Falling Star," "Round and Round" and "Because."

"Green Eyes," "Song of India," "Breeze and I" and others in danceable Dorsey-styled arrangements, with some fine unbilled male vocals. Fans of the brothers will enjoy the Richards treat-

SONGS THAT BROUGHT SUNSHINE INTO THE DEPRESSION The Hollywood Sound Stage Chora (1-12") Stereo-Fidelity SF: 6300

STEREO & MONAURAL VERSIONS

Despite the title and one of the less attractive covers of the month, this album has some real assets. The num-

AUDITION a new selling force

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Basil Rathbone reads

bers, all pop hits of the '30's, are sure-fire to people who date back that far. They're performed with humor and-simple, danceable beat. Intelligent ar-rangements give a good stereo effect, especially in the foint use of orchestra and chourt

LOW PRICE-POPULAR **

TRIBUTE TO GLENN MILLER, VOL. 2
Eddle Maynard (1-12") Promenade 2098
There are plenty of Glenn Miller tribute
packages around taday, which may llmit
somewhat sales on this package. However, the low-priced package offers
pleasant Miller-styled instrumental latening. Selections include "Blue Champagne," "Chattanooga Choo-Choo," etc.

EET'S BE FRANK!

Bill St. Clair (1-12") Promenade 2109

A set of standard melodies pleasantly aung and arranged. Material includes "Bewitched," "Little White Lies," "Lady Is a Tramp." St. Clair's styllngs include a touch of Sinatra flavor. Good acound.

FOLK ***

GERMAN UNIVERSITY SONGS VOL. 2 Erich Kunz with Male Chorus & Orch. of the Vienna State Opera (Paulik) (1-12") Vangaurd VSD 2009

STEREO & MONAURAL VERSIONS

Good performances of these old songs of "wooing, wit and wanderlust." in-cluding a few which are quite familiar in trenslation. Use of stereo for choral musit is perhaps more legitimate than for any other, for the music frequently is meant to feature interplay between part of the group or a soloist, with another group answering or echoing. Because this is done remarkably well on this disk, it can be recommended also as a stereo demonstrator.

FOLK **

YODEL IN HI-FI
Marielulse Tichy & The Two Rudis &-12")

SEMI-CLASSICAL **

STEREO & MONAURAL VERSIONS

Vox has literally missed the chance of a stereo lifetime in this recording. Musically, it's a tasteful collection of Swiss and Austrian alpine folk songs, with accordion and rhythm accompaniment. From a stereo standpoint, there's little or no attempt to build the kind of musical "ping-pong" effect with alpine yodeling that might have made it one of the hottest demonstration items of the stereo season.

LOW PRICE — INTERNATIONAL ***

HONEYMOON IN SOUTH AMERICA The Rio Carnival Orchestra (1-12") Ste-reo-Fidelity SF 1900

STEREO & MONAURAL VERSIONS

A good commercial entry with lush arrangements of standards from the world of tango, samba, cha-cha and bolero. Smartly arranged and performed when played monaurally, they lend themselves neatly to stereo and are particularly effective on a two-speaker basis.

SPECIALTY **

SELTZER ON THE ROCKS

ELTZER ON THE ROCKS

Lee Tufly (1-12") M-G-M E 3698

An amusing novelty package of Yiddish dialect vocals. Prime appeal will be in Jewish marts. Lyrics to some of the numbers are hilarious. Clever liner potes add to over-all appeal. Selections include "Today I Am a Man," "The Lone Stranger" and "Litvak Polka."

Reviews and Ratings of New Classical Albums

CLASSICAL ***

BEETHOVEN: SYMPHONIES NOS. 5. 6 & 7 (1-12") — Philharmonic Promenade Orch. of London (Boult), Vanguard VSD 2003-4-5

STEREO & MONAURAL VERSIONS

Aided by some excellent stereo work, these orchestral staples fairly glow in stereo in the brisk, authoritative readings by Sir Adrian Boult. They will make first-rate demonstration pieces for dealers who want to show off classical stereo sound. They early on the scene, and should sell briskly.

CLASSICAL **

LISZT: PIANO CONCERTOS NOS. 1 & 2 (1-12")—Alfred Brendel, Plano with Pro Musica Orch. of Vienna (Gielen). Vox 5T-PL 10.420

STEREO & MONAURAL VERSIONS

Brendel's interpretations tend to the majestic rather than the fiery, and must be placed high, artistically, among the many available. He is beginning to attract a sizable following to whom this disk will be very welcome, especially for his sensitive performance of the Second concerto. Stereo is of relatively small value here; Vox's two-channel emphasis on the solo instrument's importance is too great to permit much effect from the orchestral interplay. Exceptionally lovely color photo of a concert hall graces the cover.

LOW PRICE-CLASSICAL ***

TCHAIKOWSKY: 1812 OVERTURE; CA-PRICCIO ITALIEN (1-12") — Nord Deutches Symphony Orch. (Rohr). Stereo-Fidelity SF 5100

STEREO & MONAURAL VERSIONS

These are doubtless among the most-re-corded works in the catalog, and the the monaural competition is tremendous, it is quite opportunistic to make this one of the carliest term counting. stereo couplings. The low price and earliest stereo couplings. The low price and a sufficiently good rendering of the turbulent melodramatic music makes this a highly commercial release. Stereo-Fidelity also is right in there in any competition for the loudest bells and genuine cannon blasts. The sound is bright, and clean channel separation makes this a top demonstrator for classical music or sound enthusiasts. RINSKY - KORSAKOV: SCHEHFRA-ZADE (1-12") — Nord Deutches Sum-phony Orch. Rorh. Stereo-Fidelity Rorh. phony SF 2600

STEREO & MONAURAL VERSIONS

For those still cutting their classical teeth, For those still culting their classical teeth, this remains one of the most popular of all recorded works. And while this is not apt to be the definitive performance, the fact that it's one of the first versions in stereo is likely to pile up substantial sales. The album also proves that the work lends itself well to stereo, altho Rorh's conducting does not overemphasize the inherent lushness or drama of the music. Could be a big seller in stereo as a low-priced entry.

HAPSODY
Farrante & Telcher, Pisnisti (1-12")
Urania UR 8011

rranta UK 8011
Excellent duo-pianistics on a flashy linaup of familiar rhapsody themes, ranging
from Liszt "Second Hongarian Rahpaody," to Gershwin's "Rhapsody In
Blue." Romantic, colorful wax. Fog
team's fans and beginning collectors.

(Continued on page 80)

HOLDING STEADY ALL SUMMER 1 HOW WILL by Annette F-102 DISNEYLAND RECORDS

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These Three New Audio Book 16 RPM Record Albums are Packed with customer Appeal and Profit for You

Audio Book offers you an unbeatable combination of famous stars reading timeless classics. There's continuing profit for you when you sell "literature for listening" on 16 rpm records! One sale leads to dozens more.

Basil Rathbone played Sher-lock Holmes in 16 Hollywood films. Now this distinguished actor adds new drama to Sir Arthur Conan Doyle's best-loved stories of mystery, A Scandal in Bohemia . The Red-Headed League • The Adventure of the Speckled Band . The Adventure of the Blue Carbuncle. (Five Records-\$5.95)

Hans Conried, a television favorite and veteran of some 90 motion picture roles, gives a stirring interpretation to Robert Louis Stevenson's classic tale of pirate gold, rascals, reckless men and adventurous young Jim Hawkins. It's all here—complete and unabridged. (Eight Records-\$8.95)

... The mass of men lead lives of quiet despera-tion . . . " so speaks Henry David Thoreau in his immortal Walden. The voice is that of film actor John Carradine in a movingreading of Economy . Where I lived, and What I Lived For • Reading • Sounds • Solitude • Visitors. (Six Records-\$6.95)

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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 12, 1958

			Weeks
This Wee		Last Week	Chart
1.	HARD HEADED WOMAN (ASCAP)-	2	4
	Elvis Presley DON'T ASK ME WHY (ASCAP)— Vic 7280		
2.	YAKETY YAK (BMI)—Coasters Zing, Went the Strings of My Heart (ASCAP)—Atco 6116	3	7
3.	PURPLE PEOPLE EATER (BMI) = Sheb Wooley 1 Can't Believe You're Mine (ASCAP)— M-G-M 12651	1	8
4.	SPLISH SPLASH (BMH)—Bobby Darin. Judy, Don't Be Moody (BMI)—Atco 6117	. 5	5
5.	POOR LITTLE FOOL (BMI)— Ricky Nelson Don't Leave Me this Way (BMI)—Imperial 5528	4	3
6.	PATRICIA (ASCAP)—Perez Prado Why Wait? (BMI)—Vic 7245	6	5
7.	REBEL-'ROUSER (BMI)-Duane Eddy . Stalkin' (BMI)-Jamie 1104	10	3
8.	WHEN (ASCAP)-Kalin Twins Three o'Clock Thrill (BMI)-Dec 30642	13	4
9.	ENDLESS SLEEP (BMI)— Jody Reynolds Tight Capris (BMI)—Demon 1507	8	9
10.	SECRETLY (ASCAP)—Jimmie Rodgers MAKE ME A MIRACLE (ASCAP)— Roulette 4070	9	11
11.	FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions Sweet Was the Wine (ASCAP)—Abner 1013	12	6
12.	GUESS THINGS HAPPEN THAT WAY (BMI)-Johnny Cash	16	8
13.	LEROY (BMI)-Jack Scott	18	6
14.	ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers CLAUDETTE (BMI)—Cadence 1348	7	13
15.	DO YOU WANT TO DANCE? (BMI)— Bobby Freeman, Big Fat Woman (BMI)—Josie 835		10
16.	WHAT AM I LIVING FOR? (BMI)— Chuck Willis	15	11

This		Last	Week or Char
-	WILLIE AND THE HAND JIVE		
	(BMI)-Johnny Otis Show Ring-A-Ling (BMI)-Cap 3966	. 23	4
18.	RETURN TO ME (ASCAP)— Dean Martin Forgetting You (ASCAP)—Cap 3894	. 14	15
19.	PADRE (ASCAP)—Toni Arden All at Once (ASCAP)—Dec 30628	. 25	
2 0.	IF DREAMS CAME TRUE (ASCAP)- Pat Boone THAT'S HOW MUCH I LOVE YOU (BMI)-Dot 15785	. 37	
21.	A CERTAIN SMILE (ASCAP)— Johnny Mathis. Let It Rain (ASCAP)—Col 41193	. 35	
22.	WITCH DOCTOR (ASCAP)— David Seville Don't Whistle at Me, Baby (ASCAP)— Liberty 55132		
23.	BIG MAN (BMI)-Four Preps Stop, Baby (ASCAP)-Cap 3960	. 20	1
24.	JUST A DREAM (BMI)— Jimmy Clanton	. 50	
2 5.	FEVER (BMI)-Peggy Lee		
26.	LEFT RIGHT OUT OF YOUR HEAR (ASCAP)—Patti Page Longing to Hold You Again (ASCAP)— Mercury 71331	0.0	
27.	NO CHEMISE, PLEASE (BMI)— Gerry Granahan Girl of My Dreams (ASCAP)—Sunbeam 102	. 31	
28.	JENNIE LEE (BMI)-Jan and Arnie Gotta Getta Date (BMI)-Arwin 108	. 21	
29.	OH, LONESOME ME (BMI)— Don Gibson	. 27	19
30.	ONE SUMMER NIGHT (BMI)— Danleers Wheelin' and A-Dealin' (BMI)—Mercury 71322	. 39	:
31.	SUGAR MOON (BMT)—Pat Boone Cherie, I Love You (ASCAP)—Dot 15750	. 24	11
32.	YOU NEED HANDS (ASCAP)— Eydie Gorme	34	
33.	BLUE BLUE DAY (BMI)— Don Gibson	. 40	

This La Week W.	st	Weeks en Chart
34. LOOKING BACK (BMI)— Nat King Cole Do 1 Like It (BMI)—Cap 3939	1.9	15
35. FOR YOUR LOVE (BMI)— Ed Townsend Over and Over Again (BMI)—Cap 3926	33	14
36. I WONDER WHY? (ASCAP)— Dion and the Belmonts	3 2 ~	9
37. ENCHANTED ISLAND (ASCAP)— Four Lads. Guess What the Neighbor'll Say (BMI)— Col 41194	45	2
38. HIGH SCHOOL CONFIDENTIAL (BMH)—Jerry Lee Lewis	26	8
39. DOTTIE (BMI)—Danny and the Juniors. In the Meantime (BMI)—ABC-Paramount 9926	49	4
40. DELICIOUS! (ASCAP)—Jim Backus 1 Need a Vacation (ASCAP)—Jubilee 5330	<u></u>	- 1
41. TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	22	15
42. THE BIRD ON MY HEAD (ASCAP)— David Seville. Hey There, Moon (ASCAP)—Liberty 55140	40	2
43. ANGEL BABY (BMI)-Dean Martin 1'll Glady Make the Same Mistake Again (ASCAP)-Cap 3988	-	1
44. OOH! MY SOUL (BMI)—Little Richard. TRUE, FINE MAMA (BMI)— Specialty 633	36	5
45. TORERO (ASCAP)—Renato Carosone	_	9
46. JOHNNY B. GOODE (BMI)— Chuck Berry Around and Around (BMI)—Chess 1691	28	12
47. RUMBLE (BMI)— Link Wray and His Ray Men The Swag (BMI)—Cadence 1347	42	12
48. DON'T GO HOME (BMI)—Playmates Can't You Get It Through Your Head (BMI)— Roulette 4072	46	5
49. GINGER BREAD (BMI)— Frankie Avalon Blue Betty (ASCAP)—Chancellor 1021		1
50. LITTLE MARY (BMI)—Fats Domino Prisoner's Song (ASCAP)—Imperial 5526	48	2

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 ento 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 capitol letters.

COME CLOSER TO ME (Peer Intl., BMI)—Nat King Cole—Capitol 4004—Nothing in the World (Eden-Sweco, BMI)

MOON TALK (Roncom, ASCAP)-Perry Como-RCA Victor 7274-Beats There a Heart So True (Kahl, BMI)

BORN TOO LATE (Mansion, ASCAP)—The Poni Tails—ABC-Paramount 9934—Come On, Joey, Dance With Me (Sheldon, BMI)

The above are previous Billboard Spotlight picks.

EVERYBODY LOVES A LOVER (Korwin, ASCAP)-Doris Day-Columbia 41195-Instant Love (Artists, ASCAP)

LITTLE STAR (Koel, BMI)—The Elegants—APT 25005—Getting Dizzy (Keel, BMI)

The following record, not previously selected as a Best Buy, is on the chart for the first time this week.

FEVER (Lois, BMI)-Peggy Lee-Capitol 3998-You Don't Know (Roosevelt, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JULY 12

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 asies are under the direct and continuing supervision and control of the School of Retailing of New York University.

Born Too Late	(BMI) ABC-Paramount 9934
Come Close to Me	Nat King Cole (BMI) Capitol 4004
Everybody Loves a Lover	(ASCAP) Columbia 41195
The Freeze	
Little Star	

CHEATED?

Another New Smash

Headed For The Top

MERCURY 71345

MERCURY SOARS WITH THESE HOT HITS

One Summer Night
THE DANLEERS
MERCURY 71322

Left Right Out of Your Heart
PATTI PAGE

MERCURY 71331

Kathy-0
THE DIAMONDS

MERCURY 71330

Ma-Ma-Marie
THE GAYLORDS

MERCURY 71337

June July and August RUSTY DRAPER

AMERICURY 71004

Chantilly Lace
BIG BOPPER

TO DOLLER

Walking At Night
PHIL FLOWERS

MERCURY-WING W2100





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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 by 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 Sovings . . . 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.

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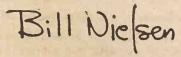
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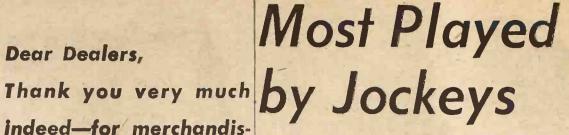






LESTER LANIN AND HIS **ORCHESTRA**

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FOR SURVEY WEEK ENDING JULY 19

631	IDES are ranked in order of the greatest number of plays on disk jows thruout the country. Results are based on The Biliboard's wonong the nation's disk jockeys. The reverse side of each record is	ekly sun	rvey sted.
This Wee		Last Week	Ot Chart
1.	HARD HEADED WOMAN (ASCAP)— Elvis Presley	4	
	Don't Ask Me Why? (ASCAP)—Vic 7280		
2.	YAKETY YAK (BM1)—Coasters	. 2	6
3.	PATRICIA (ASCAP)—Perez Prado	. 5	
	Why Wait? (BMI)—Vic 7245		143
4.	PURPLE PEOPLE EATER (BMI)-Sheb Wooley I Can't Believe You're Mine (ASCAP)-M-G-M 12651	. 1	8
5.	SPLISH SPLASH (BMI)-Bobby Darin Judy. Don't Be Moody (BMU-Atco 6117	. 7	3
6.	POOR LITTLE FOOL (BMI)-Ricky Nelson	. 8	2
	Don't Leave Me This Way (BMI)-Imperial 5528		
7.	IF DREAMS CAME TRUE (ASCAP)-Pat Boone That's How Much I Love You (BMI)-Dot 15785	, per	1
8.	WHEN (ASCAP)-Kalin Twins	. 16	4
	Three o'Clock Thrill (BMI)—Dec 30642		
9.	LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page	. 15	4
	Longing to Hold You Again (ASCAP)-Mercury 71331		
10.	SECRETLY (ASCAP)—Jimmie Rodgers	. 3	10
11.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	. 6	13
	Claudette (BMI)—Cadence 1348		
12.	ENCHANTED ISLAND (ASCAP)—Four Lads Guess What the Neighbor'll Say (BMI)—Col 41194	. 19	2
13.	RETURN TO ME (ASCAP)—Dean Martin Forgetting You (ASCAP)—Cap 3894	. 9	16
14.	A CERTAIN SMILE (ASCAP)-Johnny Mathis	21	2
À	Let It Rain (ASCAP)—Col 41193		
15.	FEVER (BM1)—Peggy Lee	-	1
16.	ENDLESS SLEEP (BMI)-Jody Reynolds	. 11	7
17.		. 10	12
	BIG MAN (BMI)—Four Preps Stop, Baby (ASCAP)—Cap 3960		
18.	REBEL-ROUSER (BMI)—Duane Eddy	- 7	1
19.	EVERYBODY LOVES A LOVER (ASCAP)— Doris Day	_	1
	Instant Love (ASCAP)—Col. 41195		
20.	ONE SUMMER NIGHT (BMI)-Danleers	. 23	3
21.	WHAT AM I LIVING FOR? (BMI)—Chuck Willis Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179	12	10
22.	YOU NEED HANDS (ASCAP)—Eydie Gorme Dormi, Dormi (ASCAP)—ABC-Paramount 9925	. 24	9
23.	DO YOU WANT TO DANCE? (BMI)— Bobby Freeman Big Fat Woman (BMI)—Josie 835	. 18	7

Leroy (BM1)-Carlton 462

All at Once (ASCAP)-Dec 30628



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JOE TURNER
RAY CHARLES

QUARTET
CHRIS CONNOR
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Harry Belafonte

The Billboard

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I want are quicked in order of their current quilpools willing fragestrates at the most margic bother (styl.

This thought	Lasi Deck	Chart
1. PADRE (Jugaidde	6	9
2 SECRETLY (Planetary)	- 4	9
3. PURPLE PEOPLE EAYER (Cordial)	2	7
4. ALL I HAVE TO DO IS DREAM (Acust Rose)	1	83
5. RETURN TO ME (Southern)	3	14
6. LEFT RICHT OUT OF YOUR HEART		
(Shapiro-Bernstein)		3
7. A CERTAIN SMILE (Males)		4
& TWILIGHT TIME (Pargie)	6	14
9. YOUNG AND WARM AND WONDERFUL (Frank)	13	3
10. SUCAR MOON (Gallatin)	7	11
11. HE'S COT THE WHOLE WORLD IN HIS HANDS		
(Chappell)		17
12. BIG MAN (Beechwood)	10	7
13. ENCHANTED ISLAND (Korwin)		1
13. PATRICIA (Southern)	1112	1
15. IF DREAMS CAME TRUE (Korwin)	-	- 1

Best Selling Sheet Music in Britain

(for week ending July 12)

A cabled report from the Megic Puptimers' Americana, Ltd., London. List is based upon then weekly survey of England's leading music dealers. American publishers in parenthesis

(Chappell) Book of Love—Francis Day (Regent)

On the Samet Where You Live—Chappell (Chappell)

Tolips From Amsterdam—Cinephonic (Sikorid)

All J Have to Do its Dream—Acuff-Rose (Acuff-Rose)

I May Never Plass This Way Again—Chappell (Oval)

Who's Sorry Now?—Feldman (Mills)

I Could Have Danced All Night—Chappell

(Chappell)

Twitight Time—Victoris (Porgice)

You Need Hands—Lakenew (Leeds)

By Max—Grosvenor (Beechwood)

A Very Precious Love—Blossom (Witmark, Tom Mark—Southern (Boschwood)

Kewpic (Doll—Leeds (Locds)

Trudic—Roserson (Kassner)

Lottipop—Anglo-Pic (Marka)

Witch Doctor—Bourne (Monarch)

Sugar Moon—Frank (Gallatin)

A Wonderful Time Up There—Morris (Mouria)

Springing Shepherd Blues-Sherwin (Bench)

Best Selling Pop Records in Britain

(for week ending July 12)

Phis Week		Last A coli
I. ALL	I HAVE TO DO IS DREAM/CLAUDETTE-Every Brothers (London)	
	MAN-Four Preps (Capital)	
	IPS FROM AMSTERDAM/YOU NEED HANDS-Max Bypraves (Decca)	
	THE STREET WHERE YOU LIVE-Vic Damone (Philips)	
	LIGHT TIME—Platters (Morcury)	
4. SUG	AR MOON-Pat Boons (London)	. 16
7. WHO	'S SORRY NOW'S-Consis Francis (M.G-M)	. 7
	K OF LOVE—Mudiarks (Columbia)	
	B ON-Buddy. Hully (Coral)	
	CH DOCTOR-Don Lang (HMV)	. 13
	Y DON'T YOU GRIEVE BETTY, BETTY, BETTY	
	Dunie Donegae (Pye-Nina)	
	PLE PEOPLE EATER—Sheb Wooley (M-G-M)	
	LESS SLEEP-Marty Wide (Philips)	
	RWAY OF LOVE Michael Holliday (Columbia)	
	ONLY MAN ON THE ISLAND-Tommy Stock (Decia)	
	SOURY 1 MADE YOU CRY-Come Francis (M-G-N)	
	HARK-Blins & His Zig Zag Jive Flute (Columbia)	
	ERY PARCIOUS LOVE—Dors (Day (Philips)	
	PIE DOLL-Prenkse Vaughaa (Philips)	
		_
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CRYING AGAIN" JOE ALLEGRO

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Dart Ward with the CUT-UPS

RIP 134

S-M-O-O-T-H SOUND!!!

SILVER SATIN

by SINGING SENSATION Ellison White

Sleepy Head

RIP 135

BEST SELLERS!!

JOHNNY BLUE

b/w Rose Without Thorns By Nikki Stevens **Rip 128**

BABY BLUE

b/w Dance To The Bop By Steve Drexel **Rip 131**

ENDLESS SLEEP

b/w Comin' To Home By Jimmie Witherspoon Rip 126

GERALDINE

b/w Standing On The Mountain By Ronnie Gill & The Pastel Keys Rip 129

RUMBLE ROCK

b/w You Tear Me Up By Sonny Geno & The Cut-Ups Rip 130

OH, JOHNNY OH

b/w Will | Be Loved By Jan Harman on Storm Record #445 Distributed by Rip Records **COMING RELEASES** FROM RIP RECORDS, INC.

Ronnie Mann

Singing

FOOLISH DREAMS"

Jimmie Witherspoon Singing

KNOW THE LORD"

Four Ekkos

Singing

ON THE BRAD LABEL

ADDRISSI BROTHERS

Singing

Jerry Wiggins

Doing

DRAG

AND MANY MORE SCHEDULED FOR RELEASE SOON!!



RECORDING CO.

HOLLYWOOD, CALIF. 9034 SUNSET BLVD. · Crestview 6-9700

... in on Fidelitone's nation-wide precedentsetting, sales-soaring consumer promotion?

The first national ads

in this three-month campaign broke in Time, Esquire, High

Fidelity, Downbeat, Opera News and Better Listening . . . two weeks ago. And already co-operating dealers from coast to coast are reporting door-busting crowds, history-making demand and record-setting sales of Fidelitone quality Phonograph Needles.

If you haven't received your tie-in, point-of-sale displays, wall hangers, stickers, dealer decals and such to funnel the demand in your area to your store, pick up that phone and call your Fidelitone Distributor right now! All this tie-in material doesn't cost you a cent, so do it now. Now!

> QUESTIONS? At the NAMM Show get the answers from Fidelitone in the Santa Fe Suite.

Fidelitone

"Best buy on records"

IMPORTANTI Be sure you have entry blanks for Fidelitone's "Name Your Favorite Tune" contest!



Be readyl Customers comingl Fidelitone will award expense-free visits to the Brussels World's Fair to the winners and one guest cach. They will fly to Brussels non-stop aboard a luxurious Lufthansa German Airlines Super Star Constellation, unsurpassed for comfort and service. George DeWitt, star of TV's top musical quiz show, "Name That Tune" (CBS-TV Tuesday evenings), and popular Johnny Olsen will choose the winners. Entrants must get their entry blanks from Fidelitone Dealers. So if you haven't your supply already, call your Distributor now.

VOX JOX

• Continued from page 12

type of music requested"—pop, e.&w., r.&r. and classical, with programming broken down into 15-minute units—each devoted to a different type of music. The station believes it is "the first time that a radio is "the first time that a radio station has asked its listeners to help determine its programming.

Bill Eger, KSEL, Lubbock, Tex., writes, "Thought you'd like to hear writes, "Thought you'd like to hear from a station which isn't begging for free records and doesn't particularly care if it gets them or not. We have a new system. We program for adults, featuring nothing but good 'old style' pops from sign-on to 'p.m., when the teenagers get their music. Our library dates back to the time when 45's hegan and we keep around 2,000 dates back to the time when 45's began, and we keep around 2,000 of the most playable and listenable disks cut since then. We sprinkle our programming with the better new records, which we buy from the record stores when we want to. We've been rewar'ed by some pretty 'tind listener response an uncluttered library and a clean feeling inside when we go home at feeling inside when we go home at

CHANGE OF THEME: Sandy Singer, after a six-month stint with WIND, Chicago, has returned to Minne-apolis as promotion director for Harold Lieberman Music Company, which distributes Dot, Coral and London in that area. Singer will continue his radio-TV chores on a free-lance basis, and will also write a record column for six papers in that area for a suburban newspaper chain.

Starting this month, WIP, Philadelphia, is sponsoring a series of record hops from Atlantic City's Chalfonte - Haddon Hall Hotel. Each Saturday, from 2 to 4 p.m., a different WIP deejay emsees the a different WIP deejay emsees the two-hour hops, which are taped to produce five 15-minute segs for airing over WIP the following week. Jocks participating include Ed McMahon, Jim Leaming, Joe McCauley, Gene Milner, Dan Curtis and Bob Menefee.

ATTENTION JAZZ JOCKS: The Billboard's next Disk Jockey Special will cover all aspects of jazz, so we'd like to hear from you: (1) if you have a jazz show of your own. (2) If you have any thought about jazz programming. But make it as soon as possible, because our deadline is close. Incidentally, a story about jazz deejay activ-

YESTERYEAR'S TOPS-

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

JULY 17, 1948

- 1. Woody Woodpecker
- You Can't Be True, Dear
- 1y Happiness
- Little White Lies
- Nature Boy
- Toolie Oolie Doolie (The Yodel Polka)
- 7. Now Is the Hour
- 8. Love Somebody
- 9. A Tree in the Meadow
- 10. You Call Everybody Darlin'

JULY 18, 1953

- 1. Song from Moulin Rouge
- 2. I'm Walking Behind You
- 3. April in Portugal
- 4. Ruby
- 5. Vaya Con Dios
- No Other Love
- Say You're Mine Again Limelight (Terry's Theme)

I Believe

P. S.: I Love You

ity appears elsewhere in this issue. We're interested in the type of jazz disks played, sponsors of jazz shows, jazz format ideas, jazz promotions, outside jazz projects sponsored by jocks or stations. sored by jocks or stations—concerts, etc.—integration of jazz disks in pop record shows, how-to reports on making jazz shows more commercial, etc. If any jocks are emseeing jazz TV shows-live or re-corded - we'd like to hear about them, too.

"COFFEEHEAD" TO WRIT: "COFFEEHEAD" TO WRIT:
Bob (Coffeehead) Larsen, who recently resigned from WEMP, Milwaukee after 10 years with the
station, joins WRIT, Milwaukee,
effective August I, as assistant general manager and morning deejay
for that outlet. Larsen said his decision to join the Balaban station
was motivated by a desire to move
up in the radio management field,
rather than limiting his chores to
deejay work only. deejay work only.

ENRICKO CARUSO?: Jim Lange, KGO, San Francisco, recently went out on a programming limb, when he asked listeners to write in aming favorite performers. naming favorite performers, and promised to play four solid hours of the winning artist's disks on his Saturday night show. Presley fans were eliminated, since Lange had played four hours of Presley platters the previous month. The incredible final results were 20,318 votes for the late operatic tenor Enrico Caruso, with Johnny Mathis the runner-up with 4,214. "All Shook Up," but true to his word,

Lange played four hours of Caruso wax the following Sat-

urday.

CHANGE OF THEME: Ross Mulholland, formerly with WWJ and WWJ-TV, Detroit, joins WABC, New York, July 28. He will emsee a 6-9 a.m. show for that outlet Monday thru Saturday.

Stan Barton, ex-spinner at WSWW, Platteville, Wis., has moved to KDTH, Dubuque, Ia., as morning deejay. New spinner at WOL, Washington, D. C., is Bill Mayhugla in the 10 a.m. to 3 p.m. time slot, Monday thru Saturday. Mayhugh's show will feature such seg titles as "National Goof-off Day for Housewives," etc.

Frank Music **Ups Ostrow** To V.-P. Post

NEW YORK - Frank Music has upped Stu Ostrow to the post of vice-president of the Frank Loes-ser publishing firms and all its affiliated companies. Ostrow will be in charge of all acquisition of material and exploitation planning.
Assisting Ostrow in New York will be contact men Gerry Mann and Sam Gordon, while Judy Hicks will remain in charge of the California office. office. Sam Snetiker continues as treasurer and business manager of the firm.

Change in the administrative planning level at Frank Music came about as a result of the resignation of Herb Eisman, who left the firm last week to helm the coast office of a new management firm with Hillard Elkins. The Frank pursin firms are working on Frank music firms are working on two Braodway musical productions for the fall, one being "Whoop Up" with music by Norman Gimbel and Moose Charlop, the other "At the Grand" with music by Robert Wright and George Forrest.

BIGGER & BIGGER!!

LITTLE WILLIE JOHN YOU'RE A SWEETHEART

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

BILL DOGGETT

KING 5138



DONRUNDU CITY LIGHTS AS LONG AS





"YOU GOTTA LOVE EVERYBODY" the Satins. This in quite a spell group, which has a gain, following vice of key mem-

"Baby Sittin"
"Martino, and
My Teen Age
ther sides are
ra and June
ria says, "We
grow and our
spen for new s open for new erial."

he Herald-Ember ently in England various diskeries ase of their ma-ber. In line with mber has already by British band tombie, entitled, eet Beat." Crom-

vecomer in the
- Deluxe stable
- John's revival
ou're a Sweetit by Tommy
Clambake Clamband ist Edythe

Jubilee #5334 - - = PE.

Chicago

- 1. Yakety Yak, Coasters, Atco
 2. Endless Sleep, Jody Reynolds, Dem.
 3. Hard Heuded Woman
 Elvis Presley, Vic.
 4. Poor Little Fool, Ricky Nelson, Imp.
 5. Splish Splash, Bobby Darin, Atco
 6. Willie and the Hand Jive
 Libhny Olis Show, Coaster
 Libhny Olis Show, Coaster

- Johnny Otis Show, Cap.
 7. Do You Want to Dance?
- Bobby Freeman, Jos.

 8. Secretly, Jimmie Rodgers, Rlt.

 9. Jennie Lee, Jan and Arnie, Arw.

Cincinnati

- 1. You're a Sweetheart
 Little Wiltie John, King
 2. Yakety Yak, Coasters, Atco
 3. For Your Preclous Love
 Jerry Butler and Impressions, Abn.
 4. I Know It's a Sin, Jimmy Reed, VJ
 5. What Am I Lishing For?
 Chuck Willis, Atl.

Detroit

- 1. Yakefy Yak, Coasters, Alco
 2. Wilfle and the Hand Jive
 Johnny Otis Show, Cap.
 3. Splish Splash, Bobby Darin, Alco
 4. Poor Little Fool, Ricky Nelson, Imp.
 5. Secretly, Jimmle Rodgers, Rlt.
 6. Hard Headed Woman
 Flyis Preeley Vic.

- Elvis Prestey, Vic.
 7. Looking Back, Nat King Cole, Cap.
 8. Do You Want to Dance?
 Bobby Freeman, Jos.
 9. What Ani I Llving For?
 Chuck Willis, Atl.
 10. High School Confidential
 Jerry Lee Lewis, Sun

Los Angeles

1. Yakety Yak. Coasters, Atco 2. Hard Headed Woman Elvis Presley, Vic.

Bobby Freeman "DO YOU WANT TO DANCE"

#835

Sticks & Bricks "IT'S MY HEART" "Kiss the Pretty Girl Twice" #839

The Four Counts "YUM-MEE, YUM-MEE" #840

5. Hard Headed Woman

Elvis Presley, Vic.

6. Don't Ask Me Why, Elvis Presley, Vic.

7. High School Confidential
Jerry Lee Lewis, Sun

8. Looking Back, Nat King Cole; Cap.

9. Talk to Me, Talk to Me
Little Willie Look King

Little Willie John, King 10. My True Love, Jack Scott, Car.

 Reviews of New R&B Records

JOHNNY DARLING

INNY DARLING
aschall Baby
75
DB 1UXE 6167—Blues rocker has
cute lyric comparing cheating to a
ball game. Chanter is solid thruout
for a possible coin. (Arnel, ASCAP)
Don't Want to Wind Up in Love... 73
Mild ballad is nicely handled with
a lot of humming. (Maggle, BMI)

JOEY DURANT

OEY DURANT

Dolly

ACE 120—Interesting blues rocker in the girl's name fad gets energene job from Durant. Some coin possible in this or pop market. (Dauphin, BMI)

Hello Babyl...72

Blues rocker is nicely handled by chanter. (Dauphin, BMI)

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

reased materially during the past few months. He is assisted in the management by his wife and son.

P.P. A.

on Art

Randy Luck "I WAS A TEEN-AGE CAVE MAN"

#170

THANKS, NAMM, FOR YOUR CO-OPERATION THROUGHOUT THE YEAR

on Jubilee

Jim Backus "DELICIOUS"

"I Need a Vacation" #5330

Bob Miller

"BABY, JE VOUS AIME" #5329

Bill Darnell

"SATIN DOLL"

"AIN'T MISBEHAVIN"

#5328

Cy Coleman with Annie Ross

"IT'S DOOM" "SOMETHING'S ALWAYS HAPPENING ON THE

RIVER" #5331

#5324

Moe Koffman "LITTLE PIXIE"

records

josie PECOROS

NEW YORK

jubilee

1721 B'WAY JAY-GEE RECORD CO., INC. SURVEY WEEK ENDING

物

1958

JULY 12,

ing Guide

OPERATORS BEST BUYS

n Pop List

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

world . 4004 is the Closer Come COLE KING NAT BEZL BUY

Victor 7010

Capitol 3982

Y S

Getting Dizzy Apt 25005

Little

ELEGANTS

1111

BEST BUY

True Talk A Heart So T COMO PERRY BEZI BUY

Decca 30610

BROTHERS

Don't

X

25.6

PEGGY

BEZI BUY

DORIS DAY. Everybody Loves a Love BEST BUY

7266

Victor

30662

Decca

cago, has returned apolis as promotion for Harold Lieberm Company, which bot, Coral and Lond area. Singer will coradio-TV chores on lance basis, and will

lance basis, and will a record column for in that area for a newspaper chain.

Starting this month,

Starting this month, delphia, is sponsoring record hops from Atla Chalfonte - Haddon I Each Saturday, from 2 a different WIP deejay, two-hour, hops, which a produce five 15-minutairing over WIP the week. Jocks participatured McMahon, Jim Lead McCauley, Gene Milner, tis and Bob Menefee.

ATTENTION JOCKS: The Billboar Disk Jockey Special w all aspects of jazz, like to hear from you

you have a jazz show own. (2) If you hat thought about jazz r ming. But make it a possible, because line is close. Incistory about jazz r

A CERTAIN S JOHNNY MA

NEW HIT

Imperiol

ABC-Paramone Born Toe 8

THE PONT TAILS

BEST BUY Loseant Love

OPERATORS In the opinion of Billboard staff reviewers bits. records are the ones released last most likely to be future juke box BEST NEW RELEASES

Columbia 41191

TO THE BLUES

HEM H

Codence 1348

3960

Capitol

FOUR PREPS STOP BARY

BIG MAN

that are

Hop 1314 Monsters P. .The The CONTY BERT NOINIDO

Capitol 3939

Records eliminated if duplicated in Pop List.

Capitol 3984

200

3

PORGETTING YOU

RETURN TO ME

GUESS THINGS HAPPEN THAT WAY

COME IN, STRANGER

JOHNNY CASH

LOOKING BACK NAT KING COLE DO I LIKE IT

Victor 730

8 PC.

BROTHERS

LANE

祖

NOINIDO

Touched KNOX BUDDY

Somepody NOINION

Chess 1691

ROUND AND AROUND

JOHNNY B. GOODE

Decca 30642

BCA Victor 7333

50

CAN'T STOP LOYING YOU

* DON GIBSON *

OH LONESOME NE

THREE O'CLOCK THRILL

* KALIN TWINS *

Core

M

NOINIDO

4082

You ž TIMBATE RODGERS NOINIDO

Capitol 3926

OVER AND OVER AGAIN

55132

Liberty

DON'T WHISTLE AS ME, BABY

Mercery 71322

YOU WANT TO DANCE

8 -}K

BOBBY FREEMAN

RIG. FAT WOMAN

WHEELIN' AND A-DEALIN

TIH W3N

ONE SUPPLIES NIGHT

DAVID SEVILLE *

WITCH DOCTOR

FOR YOUR LOVE

Mercury 71289

PLATTERS OUT OF MY MIND

M-G-M 12651

835

CAN'T BELLEVE YOU'RE HINE

* SHEB WOOLEY * PURPLE PEOPLE EATER

TWILLIGHT TIME

Really E.

recommended for See listing on the review spotlight page "Volare. 8 juke box versions

5526

PRISONERS SONG

\$

Cartran

7280

Victor

2

3

*

JACK SCOTT NY INK LOVE

LITTLE MARY

... in on Fidelitone's nation-wide precedentsetting, sales-soaring consumer promotion?

The first national ads in this three-month

campaign broke in Time, Esquire, High Fidelity, Downbeat, Opera News and Better Listening... two weeks ago. And already co-operating dealers from coast to coast are reporting door-busting crowds, history-making demand and record-setting sales

of Fidelitone quality Phonograph Needles. If you haven't received your tie-in, point-of-sale displays, wall hangers,

stickers, dealer decals and such to funnel the demand in A BOBBY DAI WILLIE AND THE * JOHNNY OTI

Weekl

Billboard

Atlantic 1179 WHAT AM I LIVING FOR!

Copitol 3998 HANG UP MY ROCK AND ROLL SHOES PEGGY LEE YOU DON'T KNOW FEVER NEW HIT

AAco 6116 THIS WENT THE STRINGS OF MY HEART YAKETY YAK

KIK

DON'T LEAVE HE THIS WAY * RICKY NELSON * POOR LITTLE FOOR

A. TONE ARDEN A ME AT CONCE PADRE

* JAH AND ARME * SOUTA GETTA DATE ENWIE LE

是

* JEBRY BUTLER AND IMPRESSIONS FOR YOUR PRECIOUS LOVE SWEET MAN THE WOME

PAT BOONE PAT BOONE THAT'S BOW MUCH I LOVE YOU IF DREAMS CAME TRUE NEW HIT

LET REGHT OUT OF YOUR HEAR! LONGING TO HOLD YOU AGAIN PATTI PAGE

SCPETT

Marcary 71331

HARD HEADED WOMAN * ELVIS PRESLEY * DON'T ASK ME WHY

NAME NE A HORACIE

JAMMY RODGERS

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 12

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 through the
metion with a high volume of sales in rhythm and blues records. When significant
action is reported on both sides of a record, points are

ı	combined to determine position on the chart. In such a		Weeks
J	This case, both sides are listed in bold type, the leading side	Last	on
1	Week on top.	Week	Chart
H	I VAKETY VAK (RMI)- Constant	. 1	7
ř	I. YAKETY YAK (BMI)—Coasters Zingl Went the Strings of My Heart (ASCAP)—Atco 6116	. 1	1
l	2. HARD HEADED WOMAN (ASCAP)-		
Į	Elvis Presley	. 2	4
1	Elvis Presley DON'T ASK ME WHY (ASCAP)—Vic 7280		
1	3. POOR LITTLE FOOL (BMI)-Ricky Nelson	. 5	3
1	Don't Leave Me This Way (BMI)-Imperial 5528		
ľ	4. WHAT AM I LIVING FOR? (BMI)-Chuck Willis.	. 3	12
ı	HANG UP MY ROCK AND ROLL SHOES (BMI)-		
H	Atlantic 1170		
ì	5. ENDLESS SLEEP (BMI)-Jody Reynolds	. 6	7
	Tight Capris (BMI)—Demon 1507		
1	6. DO YOU WANT TO DANCE? (BMI)—		
	Bobby Freeman Big, Fat Woman (BMI)—Josie 835	. 4	10
-	7. WILLIE AND THE HAND JIVE (BMI)—		
ı	Johnny Otis Show	. 11	4
l	Ring-a-Ling (BMI)—Cap 3966	. 11	78
ì	8. MY TRUE LOVE (BMI)-Jack Scott	. 13	2
ı	LEROY (BMI)-Carlton 462		
á	9. SPLISH SPLASH (BMI)-Bobby Darin		1
1	Judy, Don't Be Moody (BMI)—Atco 6117		
l	10. JENNIE LEE (BMI)—Jan and Arnie Gotta Getta Date (BMI)—Arwin 108	. 7	9
ľ	Gotta Getta Date (BMI)—Arwin 108	0	
ı	11. SECRETLY (ASCAP)—limmy Rodgers Make Me a Miracle (ASCAP)—Roulette 4070	. 8	. 8
lo	12. ALL I HAVE TO DO IS DREAM (BMI)-		
Į.	Everly Brothers	. 9	13
	Claudelle (BNI)—Cadence 1348		10
	13. LOOKING BACK (BMI)—Nat King Cole	. 10	14
	Do I Like II? (BMI)—Cap 3939		-0.0
	14. FOR YOUR LOVE (BMI)—Ed Townsend Over and Over Again (BMI)—Cap 3926	. 12	-13
-	15. LITTLE MARY (BMI)—Fats Domino		1
	Prisoner's Song (ASCAP)—Imperial 5526		1
	16. WITCH DOCTOR (ASCAP)—David Seville	. 16	14
	Don't Whistle at Me. Baby (ASCAP)—Liberty 55132		11
	17. BIG MAN (BMI)-Four Preps	. 14	9
ă	Stop, Baby (ASCAP)—Cap 3960	7.0	
	18. JOHNNY B GOODE (BMI)—Chuck Berry	. 18	12
	19. OOH! MY SOUL (BMI)-Little-prid passed both	Hou	ses Di
	TRUE FINE MAMA (BMI) Congress last week.		
	20. RUMBLE (BMI)-Link Wre, Legislation calls for	constr	ruction
	The Swag (BMI)—Cadence 1341e of a \$7,000,000 stadi	um c	apable
	20. TWILIGHT TIME (BMI)t- of senting 50 000 En	nds v	vill be
	Out of My Mind (BMI)—Merlus raised thru the sale of		
-	op- ing an interest rate to		

Most Played trepole the treated by the federal government. The title to the stadium will remain with the federal government, with Interior Department, weekly survey of top disk jockey shows received weekly survey of top disk jockey shows received will be used weekly survey of top disk jockey shows received will be used weekly survey of top disk jockey shows received will be used weekly survey of top disk jockey shows received with the sale of bonds carrying an interest rate to be set by the secretary of the treasury. Bonds will be guaranteed by the federal government, with Interior Department operating the stadium thru shows received with the sale of bonds carrying an interest rate to be set by the secretary of the treasury. Bonds will be guaranteed by the federal government, with Interior Department operating the stadium thru shows received with the sale of bonds carrying an interest rate to be set by the secretary of the treasury. Bonds will be guaranteed by the federal government, with Interior Department operating the stadium will remain with the federal government, with Interior Department operating the stadium thru shows through the stadium will remain with the federal government. The title to the stadium will remain with the federal government operating the stadium thru shows through the stadium will remain with the federal government.

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MONEY-SAVING SUBSCRIPTION ORDER

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

U Payment enclosed	□ Bili me
Name	720
Occupation or Title	
Company	

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

ON THE BEAT

• Continued from page 12

signed to a long-term pact on Savoy. The Davis Sisters have signed for five years and a five-year option. Also signed by the label are the Gate City Singers, a "thrilling" Philadelphia spiritual group, according to Lubinsky, and a group called the Sensational Six. Lubinsky has: 'o made it known that he will go to Europe for a month, following the NAMM Convention in Chicago. "I'll be recording some additional stere o matter there," said Lubinsky. He would not elaborate on where these sessions would be cut, but it is well known that the Newark cat has excellent con-Newark cat has excellent con-nections in Paris.

Speaking of the charlily sound, Epic has released a standout bought master by the Jamies, a quartet of Boston youngsters. The side is called "Summertime," and it's an unusual and exciting blend of the medieval polyphonic structure with the restrict horsested. ture with the modern hormonal sound. The flip is "Searchin' for You," a variation of a gospel hymn called "Searchin' for God." This side, to, has a most interesting sound.

Vincent Assue, a newcomer to the disk field, has started Cham Records, with head-quarters at 1560 Broadway, New York. Connie De Maria, formerly of the Majar label, is handling a.&r. chores. Initial releases are "Baby Sittin" Baby," by Johnny Martino, and Joe Allegro's "My Teen Age Clementine." Other sides are lue by Ray Ri ra and June filler. De Maria says, "We tend to really grow and our pors are always open for new cent and material."

tions Silver of the Herald-Ember tions Silver of the Herald-Ember tions ine, is currently in England Park in ting with various diskeries tend for the release of their mathe here on Ember. In line with this new policy, Ember has already released an LP by British band leader, Yony Crombie, entitled, "Dance to the Sweet Beat." Crombie formerly had a rock and roll "Dance to the Sweet Beat." Crombie formerly had a rock and roll instrumental group in England. Ember is also currently excited about "A Night to Remember," newest single by the Satins. This is the first disk in quite a spell by the original group, which has started recording again, following release from service of key members.

Hottest newcomer in the King-Federal-Deluxe stable is Little Willie John's revival of the oldie, "You're a Sweetheart," once a hit by Tummy Dorsey and His Clambake Seven with vocalist Edythe Wright. Ella Fitzgerald will star in a one-night Hollywood Bowl appearance Saturday, August 16. The gal will devote herself to the works of Cole Porter and Irving Berlin. Her Verve album of Porter tunes was the first of a se-Hottest newcomer in the lin. Her Verve album of Porter tunes was the first of a series of de luxe packages which later included one of songs by Rogers and Hart. Latest edition will be a package of songs by Berlin, upcoming shortly. In this set, Paul Weston handles the ork... Central Records' prexy, Malcolm Newkirke, reports that he has signed "several talented artists who will go over sensationally with the public." Central is also moving from its upper also moving from its upper Manhattan quarters to make room for expansion now envisioned by the management.

AUDITION a new selling force

...for dealers for manufacturers IN FULL COLOR EVERY MONTH

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . R&B RECORDS

NO SELECTIONS THIS WEEK

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 12

Atlanta

- Yakety Yak, Coasiers, Atco
 Hard Headed Woman, Elvis Presley, Vic.
 Spitish Spitash, Bobby Darin, Atco
 My True Love, Jack Scott, Car.
 What Am I Living For?
- Chuck Willis, Atl.

 6. Do You Want to Dance?
- Bobby Freeman, Jos.

 7. Little Mary, Fats Domino, Imp.

 8. Poor Little Fool, Ricky Nelson, Imp.

 9. Hank tip My Ruck and Roll Shoes
 Chuck Willis, Atl.

 10. Ooh! My Soul, Little Richard, Spe.

Charlotte

- Yakety Yak, Coasters, Atco My True Love, Jack Scott, Car. Spilsh Spiash, Bobby Darin, Atco Hard Hended Woman, Elvis Presley, Vic. What An I Living For? Chuck Willis, Atl. Poor Little Fool, Ricky Nelson, Imp. Do You Want to Dance? Bobby Freeman, Jos.

- Bobby Freeman, Jos.

 8. Jennte Lee, Jan and Arnle, Arw.

 9. Leroy, Jack Scott, Car.

 10. Ooh! My Sout, Little Richard, Spe.

Chicago

- 1. Yakety Yak, Coasters, Atco
 2. Endless Sieep, Jody Reynolds, Dem.
 3. Hard Headed Woman
 Elvis Presley. Vic.
 4. Poor Little Fool, Ricky Nelson, Imp.
 5. Splish Splash, Bobby Darin, Atco
 6. Willie and the Hand Jive
 Lohnny Olis Show. Can
 Lohnny Olis Show. Can

- 7. Do You Want to Dance?
- Bobby Freeman, Jos.

 8. Secretty, Jimmie Rodgers, Rit.

 9. Jennie Lee, Jan and Arnie, Arw.

Cincinnati

- 1. You're a Sweetheart
 Little Willie John, King
 2. Yakety Yak, Coasters, Atco
 3. For Your Preclous Love
 Jerry Butler and Impressions, Abn.
 4. I Know It's a Sin, Jimmy Reed, VJ
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 Chuck Willis, Atl.

Detroit

- Yakety Yak, Coasters, Atco
 Willie and the Hand Jive
 Johnny Offs Show, Cap.
 Splish Splash, Bobby Darin, Atco
 Poor Little Fool, Ricky Nelson, Imp.
 Secretly, Jimmie Rodgers, Rit.
 Hard Headed Woman
 Elvis, Presley Vie.

- Elvis Presley, Vic.
 7. Looking Back, Nat King Cole, Cap.
 8. Do You Want to Dance?
 Bobby Freeman, Jos.
 9. What Am I Living For?
 Chuck Willis, Atl.

- Chuck Willis, Atl.

 10. High School Confidential
 Jerry Lee Lewis, Sun

Los Angeles

- 1. Yakety Yak, Coasters, Atco 2. Hard Headed Woman

- 2. Hard Headed Woman
 Elvis Presley, Vic.

 3. Willie and the Hand Jive
 Johany Otls Show, Cap.

 4. What Am I Living For?
 Chuck Willis, Atl.

 5. Spiisti Spiasti, Bobby Darin, Atco
 6. Blg Man, Four Preps, Cap.
 7. Secretly, Jimmie Rodgers, Rit.
 8. Looking Back, Nat King Cole, Cap.Sts
 9. Poor Little Fool, Ricky Nelson, Irip
 10. Witch Doctor, David Seville, Lib. adand

New Orleans

cus

- 1. Yakety Yak, Coasters, Atco
 2. Hard Headed Woman
 Elvis Ptesley, Vic. els,
 3. Just a Dream, Jimmy Clanton, Acdhe
 4. Spllish Splash, Bobby Darfn; Atco Ssi5. For Your Love, Ed Townsend, Caputs
 6. What Am I Llving For?
 Chuck Willis, Atl.
 7. Llittle Mary, Fats Domino, Imp.
 8. My Frue Love, Jack Scott, Car.

New York

- Yakety Yak, Coasters, Atco Splish Splash, Bobby Darin, Atco Hard Headed Woman
- Elvis Presley, Vic.

 4. All 1 Have to Do Is Dream
 Everly Brothers, Cdc.

 5. Secretly, Jimmie Rodgers, Rlt.

 6. Endless Sleep, Jody Reynolds, Dem.
 - Philadelphia
- Yakety Yak, Coasters, Atco
 Peor Little Fool, Ricky Nelson, Imp.

- 3. Splish Splash, Bobby Darin, Atco 4. Just n Dream, Jimmy Claaton, Ace 5. Looking Back, Nat King Cole, Cap. 6. Rumble Link Wray and His Ray Men, Cdc. 7. Jennie Lee, Jan and Arnie, Arw.

St. Louis

- 1. Yakety Yak, Coasters, Atco
 2. Poor Little Fool, Ricky Nelson, Imp.
 3. Willle and the Hand Jive
 Johnny Otls Show, Cap.
 4. Spilish Spiash, Bobby Darin, Atco
 5. Little Mary, Fats Domino, Imp.
 6. Rumble
 Link Wray and His Ray Men, Cde.
 7. Endless Sleep, Jody Reynolds, Dem.
 8. For Your Love, Ed Townsend, Cap.
 9. My True Love, Jack Scott, Car.
 10. Leroy, Jack Scott; Car.

Washington, D. C.

- Vakety Yak, Coasters, Atco Poor Little Fool, Ricky Nelson, Imp What Am I Living For?
- Chuck Willis, Att. Splish Splash, Bobby Darin, Atco Hard Headed Woman
- Elvis Presley, Vic. Don't Ask Me Why, Elvis Presley, Vic. High School Confidential Jerry Lee Lewis, Sun Looking Back, Nat King Cole; Cap. Talk to Me, Talk to Me. Little Willia Lohn King.

- Little Willie John, King 10. My True Love, Jack Scott, Car.
- Reviews of New

R&B Records

JOHNNY DARLING

JOEY DURANT

70 or less.

- The following records, also reviewed by The Blitboard music staff, were rated

reased materially during the past few months. He is assisted in the management by his wife and son.

R.R. Museum To Be Moved To Golden

GOLDEN, Colo.—A \$150,000 railroad museum is scheduled to be constructed between here and Denver by the Iron Horse Develelopment Corporation, Cincin-

Financier of the project is Cornelius Hauck, of Cincinnati, who heads the corporation.

Your he completed by "COMPLETELY

YOURS"

"Somebody Else Walked In" Peacock 1685

PEACOCK RECORDS 2809 Frastus St., Houston 26, Texas

Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

JAZZ **

THE SAXOPHONE SECTION

Coleman Hawkins with Various Artists
(1-12") World Wide MGS 20001

The Hawk blows some fine stereo sounds in this well-recorded platter, backed by the sax section and much of the rhythm group from Count Basie's crew. The influencing factor is mainstream in Hawkin's workouts on a brace of Broadway show tunes and originals by Billy Ber Planck and a.&r., man Ozzie Cadena, of which an extended Ozzie Cadena, of which an extended blues, "Evoning at Papa Joe's," is par-ticularly effective. Marshall Royal and Frank Wess register with some fine solo

artists. With the exception of "Royal Garden Blues"—which is not given the standardized Dixle treatment, by the way—all the tunes are of "gospel" orlgin. Stereo and recording work are top-notch, altho there may be too much channel "blending" for the tastes of some stereophiles.

CLASSICAL ***

SCHUBERT: TROUT QUINTET (1-12")— Rolf Reinhardt, Piano with the Endres Quartet. Vox ST-PL 10.890

ticularly effective. Marshall Royal and Frank Wess register with some fine solo efforts.

THE SOUL OF JAZZ.

Bill Harris, Joe Wilder, Bobby Jasper, Pepper Adams, George Duvivier, Eddle Costa & Art Taylor (1-12") World Wide MGS 20002

The influence of "church" and "blues" music of the early 1900's on present-day jazz forms is explored in "call-and-response" style by a group of able jazz music is excellent thruout.

Reviews and Ratings of New Jazz Albums

JA22 ***

THE ROARING 20'S - VOL. 2 Charleston City All Stars conducted by Enoch Light (1-12") Grand Award GA 211 S. D.

STEREO & MONAURAL VERSIONS

QUALITY PHOTOS IN QUANTITY 100 8x10 \$ 7.99 1,000 Postcards 19.00

BLOWUPS All other sizes, write for FREE sample & list 88.

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HOTEL

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REAL Theatrical Discounts for SHOW PEOPLE and MUSICIANS.

LIVE in the Brightest, Newest, Biggest Rooms in Times Square!

Singles, Doubles and Suites. Private Bath, Shower, TV and 24-hour answering service. By the Day, Week or Month.

OFFICE AND STUDIO SPACE AT SURPRISING LOW RATES

ago. And already co-operating dealers in door-busting crowds, history-making dealers. of Fidelitone quality Phonograph Needle

record business.

"juke box" level in an attempt to provide dramatic sound, Enoch Light's second excursion into the roaring 20's may well have much of the popularity afforded the strong selling monaural version. Backed by a swinging bunch of sidemen like Bobby Byrne, Eddie Safranski and Pee Wee Erwin, Light furnishes pienty of musical gimmicks (banjos, percussion) to establish channel identities.

JA22 ***

IF THIS AIN'T THE BLUES Jinmy Rushing Band (1-12") Vanguard VSD 2008

STEREO & MONAURAL VERSIONS

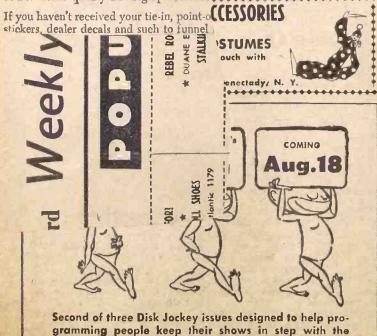
The stereo effect of the swinging jazz group that backs veteran blues singer Jimmy Rushing is well handled in this attractive album. Rushing himself is heard primarily on the "B" channel, rather than "centered" before the group, giving the feeling that he's singing somewhere out in the wings of a stage. His big voice and the firm beat is still a delight revertheless. Set issued needs. delight, nevertheless. Set issued pre-viously on monaural.

JA22 ★★

THE WEARY BLUES

Read by Langston Hughes with Various Artists (1-12") M-G-M E 3697

Here is a bright — and very palatable —fusion of jazz music and poetry readings. What makes it come off well is that both elements have a common denominator—the blues; that is, both Langston Hughes lyrics and the instrumentation are blues-oriented. Hughes reads is material with a quiet distinction, with the music entering as a sort of response—often in the nature of the chant and response accord weeen a blues shouter and his instrumentalists. R. Allen, V. Dickenson, J. Knepper, C. Mingus, M. Hinton, O. Johnson are some of the musicians.



season and with the rapid developments in the music/

Reviews and Ratings of New Classical Albums

• Continued from page 46

LOW PRICE-SEMI-CLASSICAL ***

GERSHWIN: RHAPSODY IN BLUE; KUHN: SYMPHONY FOR BLUES The Hamburg Philharmoule Orch. (1-12") Stereo-Fidelity SF 1800

STEREO & MONAURAL VERSIONS

The Gershwin work is given a slick, skillful reading by soloist David Haines and is fairly effective in two-channel sound. The "Symphony for Blues," on the reverse side, is actually more strik-ing, making for some broad, colorful orchestral effects in its treatment of orchestrated blues themes.

JOHANN STRAUSS WALTZES The Danube Strings (Walther) (1-12") Stereo-Fidelity SF 2000

STEREO & MONAURAL VERSIONS

A pleasant, string-filled roundup of Johann Strauss Jr.'s best waltzes, played in a firm, Middle-European tempo. It makes for some easy listening, without being particularly sensational in stereo. The numbers include most of the three-quarter-time warhorses, like "Artist's Life," "Tales From the Vienna Woods," and so on.

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	GIZMO 1			. —
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YORK

TOTALS 89 2 17

Reviews of New Pop Records

• Continued from page 77

TONY MARTIN

ASCAP)
Walk With Me...72
Song is based on classical motif.
Tempo is rockaballad. Potential appears similar to flip. Pleasant piping
by Martin. (Champagne, ASCAP)

THE ROYAL HOLIDAYS

ARTHUR PRYSOCK

THE FABULOUS IMPERIALS

a good beat is handed neat perion ance by group. (Three Way, BMI)

Welrd....70

ANNHOUS AND ANNHOLD AND ANNHOLD ANNHOL CHUCK CHUCK AROUND A RAB CAW

pays their teen-age dream. It might move with exposure. (House of Fortune,

Would ... 70

Cute ricky tick tune is given a cheerful reading. Gals have a sort of Patience and Prudence sound. (Rikpage, BMI)

Acapulco
CORAL 62011—Latin tempo tune is

given an exciting treatment by the Cates ork. Good Jockey side for adult segs. (Southern, ASCAP) Caraeas....70
Eastern-type melody is also handled to good effect by the Cates crew. This, too, rates deejay spins. (Vernon, ASCAP)

ABC-PARAMOUNT 9941 — Instru-mental side with Indian howls and Indian-type melodic theme. Voice pipes in with "How" periodically.

Indian-type melodic theme. Voice pipes in with "How" periodically. (Saxon, BMI)
Say Pardner....69
Novelty side with clip clop rhythm and whistling has a cowboy asking various strangers "How do you get to Texas from here?" Rub is that he can't. Side doesn't quite come off. (Saxon, BMI)

JONES 1001—Lively bues with a rocking beat. Vocal is backed by bright instrumentation. (Jones, BMI)

The Duke Ellington standards gets a fair vocal with adequate backing. (Mills, ASCAP)

Yum Yum
FEDERAL 12330—Medium rocker is
b_1g in okay style by chanter. (Vick),

Pm Sorry....70
Cat tries hard on this rockabaflad but doesn't really make it. (Armo-Big, BMI)

THE CLUSTERS

GEORGE CATES ORK

THE COWBOYS & INDIANS

THE DOODLERS

KENNY MARTIN

Solltude.

Stroute to Ronnie,

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

ROY BAHAM: Big Chief Rock/Sin Alley

—Logan 3101
THE BAY BOPS: My Darling, My Sweet/Ia
the Party—Coral 62004
NOEL BOGGS QUARTET: Tenderly/Mora-

NOEL BOGGS QUARTET: Tenderly/Morsing Dew-Shastone 102

JAP CURRY'S BLAZERS: Since I Felt for You/Brenda's Mambo—York 3333

FRANKIE DASH: Rock to the Moon/Rock Rhythm Rock—Cool 106

DEL RAYS: When We're Alone/Lity Maybelle—Future 2203

LUCIEN FARRAR: Did You Kiss Me Goodnight/When First We Met—Hanover 4504

THE FOUR HORSEMEN: A Long, Long
Time/My Heartbeat—United Artists 134
JERRY FULLER: Angel From Abore/A
Certain Smile—Lin 5015
THE IDEALS: You Won't Like It/Do I
Have the Right—Cool 108
JAKE LEROLE: Kwela Jake/Lion Küler—

Verve 10142
PAUL MARTELL ORK WITH MARIA
MARSHALL: Kissless Blues/Walking te
the Moonlight—Big B 1013
MISTER "G?": Sweet Angellna/Baby, You're

OK.—Gira 021
THE MITLO SISTERS: Lonley Sea/Let Me

THE MITLO SISTERS: Lonley Sea/Let Mo
Tell You—Klik 8405
DIANE RICHARDS: The Stranger/What
I'll Remember—Pal 1002
DIANE RICHARDS: He Says I'm Too
Young/Sentimental Oriental Dream Man—
Pal 1001
RAY SANDERS: Someday You'll Be.Sorry/
It's Hard to Believe—Logan 3102
THE SAUCERS: Flossie Mae/Hi-Oom—
Kick 516

Kick 516
TYRONE SCHMIDLING: You're Gons,
I'm Left/Honey Don't—Andex 4022
RAY VERNON: That's You/I Love You
Darling—Mark 615

Sacred

JIMMIE DAVIS

Sweet Mystery

DECCA 30668—Jimmie Davis gives a sensitive reading of a fine sacred song. He's backed by the Anlta Kerr Singers. Strong wax. (Vern, BMI)
Bound for the Kingdom...80
honey of a side, with a gospel two and blues-oriented feeling.
nmie Davis backed by the Anita rr Singers, sings it with great

Singers, sings it wi (Tennessee, SESAC) with great

Novelty

EDDIE LAWRENCE 5

The HI-FI Blues.

CORAL 62005—A hilarious item and quite topical. Narration tells of the perils attendant upon the installation of hi-fi equipment. Jocks should go for this. (Merrick, BMI)

The Good Old Days...74

A funny one by the Old Philosopher. Novelty lyric recalls the good old days when everything was infinitely better. The comedy lines are done against a quiet hackground featuring a triplet beat and a horn. For laffs. (Merrick, BMI)

Spiritual

THE GOSPEL STARLETS

On My Knees A-Praying

TUXEDO 927 — Uptempo gospel chanting. Vocal by the group is enthusiastic, shot with emotionalism.

(Ford, BMI)

(Ford, BMI)
ord I've Tried....72
The spirit is on this group. Lead singer gains in emotional intensity as the side develops. Interesting was for spiritual programming. (Ford, BMI)

Jazz

THE RAMSEY LEWIS TRIO



OUTDOOR

Edmonton Ex Up 30 Per Cent First 3 Days

Grandstand Income Jumps 50%; Midway Grosses Up 21%

EDMONTON, Alta. — Ideal weather, which contrasted sharply with that of last year, sent the first three days' attendance at the Edmonton Exhibition here soaring 30 per cent higher than for the same period in '57.

Biggest beneficiary of the weather was the night grandstand show, which also was aided by the performance of the Royal Ganadian Police's famed Musical Ride. Grandstand receipts the first three nights were 50 per cent higher than last year, A. J. (Al) Anderson, exhibition manager, said.

Midway business also was up sharply, with all segments of the operation showing gains over last year. Rides and shows of the Royal American Shows were reported 21 per cent higher than for the corresponding three days in '57.

Horse racing with pari-mutuel betting pulled about the same number of people as last year, and betting was at about the same level.

ber of people as last year, and betting was at about the same level.

The night grandstand show, besides the Mounties Musical Ride, offered a revue produced by the Hetzer Theatrical Agency, Huntington, W. Va., and fireworks, plus the Atterbury-Hornbeck helicopter-swaypole act.

Legislation calls for construction of a \$7,000,000 stadium capable of seating 50,000. Funds will be raised thru the sale of bonds carrying an interest rate to be set by

The revue was given a good reception. The helicopter-swaypole act was a big hit. And, the Musical Ride was given considerable redit for hiking attendance.

The exhibition plans to embark on a building program later this summer. Projects planned include the exection of a multi purpose.

The exhibition plans to embark on a building program later this summer. Projects planned include the erection of a multi-purpose building, which would be used for hockey, curling and other purposes during the greater part of the year and as an exhibit building during the exhibition's run. The plans all for 127,000 square feet floor pace.

Six European countries. The similar announced by John S. Bowman, announced by John S. Bowman, announced by John S. Bowman, in the circular, all-purpose stadium is skeet to have a movable bank of seats to adapt it for both planned for 10,100 cars. Stadium is expected to be built on federally-owned land near the National Guard Armory.

Bill will be sent to the president to sign into law, as soon as a few minor technicalities have been ironed out.

Six European countries.

Tivoli that "quite a few more" will join the trip as a result of the exsension.

"The trip is an assured success," bowned land near the National Cuard Armory.

Bill will be sent to the president to sign into law, as soon as a few minor technicalities have been ironed out.

Spot for N. C.

GASTONIA, N. C.—Jack Partwy visited the Allan Herschell Company in North Tonawanda, N. Y. last week in connection with a set of kiddle rides being acquired for shopping center and picnic area use.

Owner-operator of Airport Park In Charlotte and operator of the Spindle Center Fair here, Partlow is planning a combined picnic-ride pot on a highway. He has acquired six acres adjoining the fairgrounds, for this use.



ROLLER, ICE RINKS TO BE SPOTLIGHTED

CHICAGO—Skating—both roller and ice—will be the subject of a series of special feature articles in next week's issue of The Billboard, dated July 28, 1958.

Latest developments in roller rinks long a successful

July 28, 1958.

Latest developments in roller rinks, long a successful amusement operation, will be detailed and public ice skating on artificially - frozen rinks, will be outlined. According to experts in the field, the future of ice skating behind a paid gate, is unlimited.

The July 28 issue will also contain the latest and most up-to-date listing of fairs in the United States and Canada plus many other features and

plus many other features and news stories.

D. C. Stadium Passed: Goes To President

authorizing construction of an ultra-modern stadium for the nation's Capital passed both Houses of Congress last week.

ing an interest rate to be set by the secretary of the treasury. Bonds will be guaranteed by the federal government. The title to the stadium will remain with the federal government, with Interior Department operating the stadium thru concessions. Proceeds will be used to retire bonds

Calgary Ex Clocks 546,000 For New Attendance Record

ry Exhibition and Stampede, for the second straight year, broke all attendance records, drawing 546, 000 patrons during its six-day run which ended here Saturday (12). This figure topped last year's mark by 7,585 and the feat was accomplished despite a virtual rain-out on closing day, usually one of the biggest of the week. The rain halted long enough on Saturday evening to get the chuck

The rain halted long enough on Saturday evening to get the chuck wagon races on before the grandstand along with several of the acts in the revue, including the Atterbury - Hornbeck helicopterswaypole act, before the rains again started. The fair management, in what turned out to be an excellent public relations gesture, invited all grandstand patrons to be their guests in the Corral (coliseum) where they saw the Polack Bros.' Circus free. Maurice Hartnett, general manager, said an Hartnett, general manager, said an estimated 4,000 took advantage of

Stockholders Open Crusade

National Group Seeks Return of Show Under Canvas

ST. PETERSBURG, Fla.—Plams for the formation of a national organization dedicated to the return of the Ringling Bross, and Every day up until Saturday topped the same one last year at the outside gate, he disclosed. On the final day the fair lost an estimated 13,000 due to weather which kept the total attendance at organization dedicated to the return of the Ringling Bros., and Barnum & Bailey Circus under the big top, were announced here last week by Mrs. Hester Ringling Sanford, daughter of the late (Continued on page 102)

Polack circus business was reported good after a slow start and Royal American midway grosses were estimated at from 15 to 20 per cent over 57.

The Northwest Mounted Police Musical Ride registered a big hit with patrons at the fair as did the Cisco Kid, who was on hand as a roving ambassador and guest of the fair.

EXOTIC BIRDS

Animal Park Is Enlarged In Florida

ORMOND BEACH, Fla. -- In the past year John B. Powell, owner of Parrot's Paradise, has unowner of Parrot's Paradise, has undertaken an ambitious program of expansion and improvement of his tourist attraction here. Formerly known as the Ormond Tropical Gardens, the 20-acre tract has been completely refurbished and new exhibit areas are still being constructed.

Nearly 300 exotic birds are now displayed, many uncaged. The deer herd has been increased to 12 and a variety of monkeys are being added. Also new are a picnic area, rest rooms, enlarged gift shop, and music piped thruout the grounds. Powell's maintenance crew has Powell's maintenance crew has cleared the many lagoons, constructed new walkways and added much to the plants and trees.

Stepped-up promotional activities keep pace with the streamlined attraction. Besides the more usual publicity measures, Powell has appeared with his birds on three TV programs on area stations. He has also addressed between 20 and 30 civic clubs in the vicinity, resulting in good plugs.

As a result, business has increased materially during the past few months. He is assisted in the management by his wife and son.

R.R. Museum To Be Moved

To Golden

GOLDEN, Colo.—A \$150,000 railroad museum is scheduled to be constructed between here and Denver by the Iron Horse Develelopment Corporation, Cincinnati

velelopment Corporation, Cincinnati.

Financier of the project is Cornelius Hauck, of Cincinnati, who heads the corporation.

Expected to be completed by mid-September, the museum will include a railroad of the 1880 period, documents, tickets, photographs and other historical items along with the original Calloping Coose—the first locomotive in use in Colorado.

in Colorado.

The museum, originally established in Alamosa, Colo., is being moved to the surburban Denver area to bring it closer to heavier tourist routes.

66 Park Men Set For NAAPPB Tour

CHICAGO—With 66 reserva-tions already confirmed, the Na-tional Association of Amusement Parks, Pools and Beaches has ex-tended to July 25 the deadline for the September tour to Brussels and six European countries. This was

Of the 66 persons, 50 are going by air, leaving New York's Idlewild Airport September 8. The other 16 are slated to go by water, leaving September 3 from New York on the Queen Mary.

The itineraries of both are very similar, with visits to London, Tivoli Park in Copenhagen, Rome, the Oktoberfest in Munich, the World's Fair in Brussels, Blackpool in England, and Paris. Special in England, and Paris. Special events are scheduled at each stop with the late summer meeting of the Association at Brussels on September 25 one of the high-

The trip is exclusively for (Continued on page 102)

PROVIDED STOCK ONLY

Autry Disclaims Financial Interest in Brussels Rodeo

HOLLYWOOD - The Cremer in cash, with the option of accept- for the financial rocks, Rodeo, of which he is a principal, did not have any direct financial interest in the ill-fated rodeo and Wild West show which folded Sunday (13) in Brussels, Gene Autry pointed out upon his return here from a week's stay in the Belgian city.

city.

The rodeo people and the livestock are currently stranded in Brussels. The U. S. government, which was requested by its producer, C. Robert Fleming, to bail the show out of its financial difficulties, has said "no."

Considerably concerned that the public might believe he was a principal in the Brussels show, Autry went into detail spelling out the connection of the Cremer Rodeo with the Brussels production.

"We had limited our participation to providing the stock—about 60 head of bucking horses and about 25 bulls—and were to be paid

ing stock in the producing company at the end of the Brussels engagement," Autry said.

Under the arrangement, roundbe provided by Fleming thru the American Wild West Corporation before the Cremer Rodeo people were to leave the country, Autry said

Actually, this was not provided,
Autry continued. Transportation
only to Brussels was presented, but
attorneys for the American Wild
West Corporation had given assurance prior to departure for Europe
that such return trip transportation
would be furnished.

Not a Penny

"I did not put a penny into the Brussels venture except by way of providing the stock," Autry reiterated.

When the show appeared headed

to Brussels to protect the interests of the Cremer rodeo. On the trip he was accompanied by Earl Lindsay, long-time Autry associate and veteran in the rodeo and circus

field.

Lindsay continues in Brussels, trying not only to dispose of the stock but also to assist, if possible, in working out arrangements which will enable an early return to the U. S. of the cowboys in the show who currently are stranded.

About 50 cowboys, plus the wives of 25 of them, were reported stranded in Brussels. In addition, the company included about 50 Indians and a group of Negro spiritual singers brought from the States.

Movie actor George Murphy

Movie actor George Murphy had been brought over by Flem-ing to direct the show. Verne El-liott, veteran rodeo official, was (Continued on page 102)

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USES BIG GUNS

Wis. Fair Opens Roy Rogers Barrage

manager of the Wisconsin State
Fair here, is pulling out all of the
promotional stops in publicizing the
10-day appearance of Roy Rogers
and his troupe at the coming fair
hare.

materials and cards advertising the
Rogers appearance at the fair.
Rogers already has prepared special minute film strips for use on
TV, in which he plugs the fair's
outpearance of Roy Rogers
and his troupe at the coming fair

Eighteen thousand brochures, with a specially designed ticket order form have been mailed out to regular fair patrons. In all, 100, 000 of such brochures and ticket. August 16. The sponsor agreed fair's first intensive drive to build advance ticket sales for the night grandstand attraction.

Tilesta available for the night advance ticket sales for the night grandstand attraction.

Tickets are also to be placed on and all such have daily newspapers advertising, tied to the advance sale in the Sears store all such that the sale in the Sears store is located—and all such have daily newspapers—are to carry special Roy Rogers advertising, tied to the advance sale in the Sears stores.

sale in the Sears stores.
All of the fair's 24-sheets—and the fair has contracted a full showing-will feature Rogers and also advertise the advance sale thru

own appearance.

One of the most popular local V programs, the Schlitz Saturday

country and western station, has decided to have programs emanated from the grounds because of the Rogers' appearance, Masterson

The price of 3,600 seats in the center section of the grandstand, has been upped from \$2, the customary charge, to \$2.50, for the Rogers show. Reserved seats will go at \$2, general admission at \$1.50 and children's admission, in the general admission section, will be \$50 costs.

Sears is to set up a sales outlet for the Roy Rogers merchandise, with this outlet to be located in the fair's general exhibit building for the run of the fair.

Receipts in excess of \$80,000

Records Tie In
About 300 outlets for Golden
Records and Gold Books in the fair's drawing territory will be provided with special window display

The Rogers show will go on each night at 7 p.m., an hour earlier than past night grandstand shows, in order to make it possible for more children to attend.

Water Show Sets Compounce Record

BRISTOL, Conn.—A mid-week and other revenue aspects of the gross and attendance superior to operation did superbly, he added. any registered on a holiday was water show appearance Wednes-

day (9) at Lake Compounce.

Julian Norton, co-owner, said the day was a fantastic one in the amusement spot's history. Police and park officials agreed on an estimate of 30,000 persons who jammed the park and surrounded the lake performing area. Rides

The appearance was sponsored by WNAC-TV, New Haven. The the result of the Tommy Bartlett station ran at least 10 announcements daily in advance of the big

Cheyenne Rodeo Drops Night Attractions

CHEYENNE, Wyo. Cheyenne Frontier Days Celebration, scheduled here for July 21-26, will make several major changes from its usual program this

rodeo announced there will be no night arena shows this year. Instead, traditional night events such as chuck wagon racing will be held during the afternoon rodeo performance. The night events will be replaced by the carnival's mid-way, provided this year, for the first time, by the Schroeder Shows. Two free high-pole acts will be presented on the midway.

The show will hold five rodeo performances, three parades, the nightly carnival and open-air square dancing.

Rodeo prize money may approach the \$75,000 mark this year, officials say. Last year, a total of \$69,120 in prize money was given, \$23,550 of which was posted by the show. The remainder came from entry fees. This year, the show has increased its share of the purses to \$26,700.

For the spectators, this year's heyenne Frontier Days Celeration, scheduled here for July role, will make several major hanges from its usual program this ear.

Officials of the 62-year-old numerals 15 inches high, will be synchronized with the official time-pieces.

> Western movie TV star Wade Preston and several other Holly-wood figures are slated to participate in the festivities.

Storey Inks **Shrine Dates**

CHICAGO — Wilson Storey Entertainment Enterprises will produce Shrine circuses at Or-lando, Fla., and Macon, Ga., this fall, Wilson Storey, owner-man-ager, announced here last week.

The Orlando date is November 17-18 in Tinker Field, while Macon will be the week of November

24 in the Municipal Auditorium. Storey will also produce acts for Circo Atayde this winter,







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Chances Good for Pool-Rink Tax Cut

No Opposition as Senate Studies Exemption of 20% Levy on Facilities

WASHINGTON — Spokesmen for swimming pool and skating rink operators did not testify before the Senate Finance Committee last week (15-16) when that group held heavings on a proposal to event.

WASHINGTON — Spokesmen for swimming pool and skating rink operators did not testify before the Senate Finance Committee last week (15-16) when that group held hearings on a proposal to exempt privately operated pools and rinks from the admissions tax.

Lack of testimony does not indicate indifference on the part of the operators, nor does it mean that the committee will now look unfavorably on such an exemption. Proposal to exempt such facilities from the admission tax is part of the Forand (D., R. I.) Excise Tax Technical Change Act. The 429-page bill contains about 100 proposals for tax revision in many categories, and most of the two-day hearings were devoted to investment companies and liquor distillers.

The Senate Finance Committee, in an apparent attempt to push the

LAW OUTLINED

Chances Dim for N. Y. Fair Bingo

NEW YORK—The way it looks now, New York State's fairs will have a difficult chore cut out for them if they want to operate bingo this season. The State Lottery Control Commission, overseeing the game, tells The Billboard it will "judge each case as it comes along." William McDermott, administrative director of the commission, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the many leased premises if rental under such lease is to be paid, when you can be seen that the complications facing fair people. Some are quoted be low:

"No bingo game shall be held, operated or conducted on or withing any leased premises if rental under such lease is to be paid, when you can be seen that the complications facing fair people. Some are quoted be low:

"No bingo game shall be held, operated or conducted on or withing any leased premises if rental under such lease is to be paid, when you can be seen that the complication of the complication fair people. Some are quoted be low:

"No bingo game shall be held, operated or conducted on or withing the people. Some are quoted be low:

"No bingo game shall be held, operated or conducted on or withing the people. Some are quoted be low:

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"No bingo game shall be held, operated or conducted on or withing the people. Some are quoted be low:

"No bingo game shall be held, operated or conducted on or withing the people. Some are quoted be low:

"No bingo game sh

trative director of the commission, said that under the Constitutional amendment "there might be a cir-cumstance whereby a fair could have bingo." He would not commit himself on possible amendments to the measure which may be intro-duced in the Legislature next sea-

Several key provisions in the wordy amendment, which fills a

Tax Cut Again At Spaceland; 20 Cents for All

WATERBURY, N. Y.—It took three weeks for the Spaceland attraction here to find a workable price level. The spot opened at 75 cents for adults and 50 cents for kids, went to 50 and 35 in its second week, and has been running since at 20 cents for all ages.

ning since at 20 cents for all ages.

Operation is in a converted airplane hangar at Old Roosevelt Field. (The Billboard, June 30.)

All the kids get free Space Ranger badges, and see a Captain Comet chase, with his crew, for a Space Pirate. It duplicates the Western posse routine at cowboy attractions. Most parents felt that with rides, Arcade, food, fees for various inside attractions, and a donation set-up for parking, the donation set-up for parking, the bite was too deep.

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operated or conducted on or with-in any leased premises if rental under such lease is to be paid, wholly or partly, on the basis of a percentage of the receipts or net profits" of the game.

Salaries Ruled Out

"No person shall receive any remmeration for participating in the management or operation of any such game."

"Each applicant for a license shall file with the clerk of the "Each applicant for a license shall file with the clerk of the municipality a written application" stating names and addresses of persons for whom, and the purposes for which, they are to be paid. It would also state "that no commission, salary, compensation reward or recompense will be paid to any person for holding, operating or conducting such games."

Bingo cannot be advertised in any way except thru one sign not exceeding 60 feet in area on or adjacent to the premises, and thru additional signs "displayed upon any fire fighting equipment belonging to any licensee,"

"Entire net proceeds of any game shall be exclusively devoted to the lawful purposes of the or(Continued on page 102)



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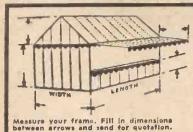


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A-1 Am. Co.: Antioch, Ill.; Chan-nel Lake 28-Aug. 2. (Fair) Nappanee, Ind., 28-Aug.

nel Lake 28-Aug. 2. & T Am. Co.: (Fair) Piketon, O., 23-26; (Fair) Lucasville 29-Aug. 3.

Alliance, Alamo Expo.: North Platte, 29-Aug. 3. American Beauty: Kahoka, Mo. Amusements of America: Absecon,

B. Amusements: New London, Mo.

B. Amusements: New London, Mo. Badger State: Ely, Minn., 22-27; (Fair) Waseca 30-Aug. 3.
Baker United: (Fair) Clinton, Ind.; (Fair) Osgood 28-Aug. 2.
Beam's Attractions: Duncansville, Pa.; Frostburg, Md., 28-Aug. 2.
Bee's Old Reliable: (Fair) Lebanon, Ky.; Columbia 28-Aug. 2.
Belle City: (Street Fair) Milwaukee, Wis., 24-27; (Fair) Antigo 31-Aug. 3.
Big D Am Co.: Fonda, Ia., 22-23; Sloan 25-26; Deflance 29-30; Lytton Aug. 1-2.
Brasch Bros.: Deerfield, Wis., 23-27; Middleton 28-Aug. 3.
Brodbeck & Schrader: Cheyenne,

Brodbeck & Schrader: Cheyenne,

Brown, Al: Brooten, Minn., 21-22; Wabasha 23-26; Kasson 30-Aug.

Buck, O. C.: Massena, N. Y.; (Fair)

Plattsburg 28-Aug. 2. Burke, Harry: Breaux Bridge, La.

Burkhart: Lexington, Ill.; Blandensville 28-Aug. 2.

Byers Bros.: (Fair) Menominee,
Wis., 24-27; Forest City, Ia.,
29-31; Tripoli, Aug. I-2.

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Capell Bros.: Oakley, Idaho 22-24; Fairfield 28-Aug. 2.
Capital City: Harrodsburg, Ky.; (Fair) Corbin 28-Aug. 2.
Carpenter Bros.: Petersburg, Mich., 21-27; Liberty Center, O., 28-Aug. 2.
Carroll's Greater: Cold Springs, Minn., 21-23; Hopkins 25-27; Minneapolis 29-30.
Cetlin & Wilson: New Castle, Pa., 21-31.

21-31. Chanos, Jimmie: (Fair) Rockport,

Oherokee Am. Co.: Yale, Okla.; Pratt, Kan., 28-Aug. 2. Coleman Bros.: Herkimer, N. Y. Collins, Wm. T.: Devils Lake,

N. D.; Minot 27-Aug. 2. Conklin: Leamington 29-Aug. 2. Continental: Tupper Lake, N. Y. Copeland Am. Rides: Cherry Tree,

Crafts Expo.: (Fair) Santa Maria, Calif., 23-27; (Fair) San Mateo, Aug. 1-10.

Cross Road Am. Co.: Hart, Mich., 24-26; Pentwater 29-Aug. 2. Cumberland Valley: Murfreesboro, Tenn.

& D Am. Co.: Denver, Ia., 24-26; Hopkinton 29-30; Center Junction 31.

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Dauberman's Rides & Concessions:
Oberlin, Pa., 23-26.
Davidson United: Pierson, Ia.,
21-22; Dedham 23-24; Hornick
25-26; Leon 28-30.
Davis Am. Co.: Hermiston, Ore.,
22-26; Eugene 29-Aug. 2.
Dickson United: Cygnet, O.; Ganoe

Dickson United: Cygnet, O.; Ganoe 28-Aug. 2.

Dixie Am. Co.: Winside, Neb., 23-24; Weston 26-27.

Donovan Bros.: (Fair) Anthony, Kan., 22-26.

Down River Am. Co.: Michigan Center, Mich., 22-27; East Highland 29-Aug. 3.

Drago, No. 1: Knox, Ind.; Flora 28-Aug. 2.

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28-Aug. 2.

28-Aug. 2.
Emshoff: S. Beloit, Ill., 24-27;
Union Grove, Wis., 31-Aug. 3.
Evans United: (Fair) Columbia,
Mo.; Nemaha, Neb., 28-Aug. 2.
Fairland Am. Co., No. 1: Lewiston,
N. Y., 26; Clarence 29-Aug. 2.
Fairland Am. Co., No. 2: Cheektowaga, N. Y., 27; Clurchville,
Aug. 1-2.
Franklin, Don: Henderson, Minn.,
24-27; Fairbault 30-Aug. 3.

Franklin, Don: Henderson, Minn., 24-27; Fairbault 30-Aug. 3.
Fred's Playland: (Shopping Center) Knoxville, Tenn., 23-Aug. 2.
Frontier: Monroe, Utah.
C. & B.: Ravenswood, W. Va.; (Fair) Gassaway 28-Aug. 2.
Garden State: Fullerton, Pa.; Archbald 28-Aug. 2.
Gem City: Elgin, Ill.; Joilet 27-31.
Georgia Am. Co.: Newland, N. C.

Georgia Am. Co.: Newland, N. C. Geren, W. R.: Salem, Ind.; Shoals

28-Aug. 2.
Glades Am. Co.: Petersburg, Va.; Montross 28-Aug. 2.
Gladstone Expo.: (Fair) Jefferson City, Mo.; (Fair) Tomah, Wis., 31-Aug. 3.

Gold Bond: Portage, Wis., 22-27;
Wilmot, Aug. 5-10.
Gooding Am. Co., No. 1: (Fair)
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Gooding Am. Co., No. 2: (Fair)
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Gooding Am. Co., No. 3; New Bremen, O. Gooding Am. Co., No. 4: (Fair)
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hanan, Mich. Gooding Am. Co., No. 6: Wadsworth, O.

Gooding Am. Co., No. 7: (Fair) Madison, Ind.
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Gooding Am. Co., No. 10: South Bend, Ind. Grand American: Jessup, Ia., 21-22; Traer 24-26; Ackley 28-29; (Fair) Allison 31-Aug. 4. Great Western: Belmont, Calif., 21-27; Petaluma 28-Aug. 3. Green Tree: (Fair) Cynthiana, Ky.;

(Fair) Paris 28-Aug. 2. Groscurth Comb.: (Fair) Urbana, Ill.; (Fair) Decatur 28-Aug. 2.

Hale's Shows of Tomorrow: Savannah, Mo., 23-26. Hames, Bill: Wichita Falls, Tex.; Sherman 28-Aug. 2. Hammond, Bob: Hico, Tex. Hannah Am. Co.: Cokeburg, Pa.; Hopwood 28-Aug. 2. Hannum, Morris: Berwyn, Pa., 21-Aug. 2.

21-Aug. 2.

Happyland: Wayne, Mich.

Hartsock, Roy: Concord, Ill., 21-22;

Hillsview 24; Hunnewell, Mo., 25-26.

Hartsock Bros.: Brashear, Mo., 23-26; Bucklin 31-Aug. 2.
Heart of America: Downs, Kan.; (Fair) Osceola, Neb., 28-30; (Fair) Hoxie, Kan., 31-Aug. 2.
Heth: (Fair) Mt. Vernon, Ill.; (Fair)

Olney 28-Aug. 1.
Holiday Am. Co.: (Fair) Booneville, Mo., 21-23; (Fair) Corder 25-26; (Fair) Waverly, Kan. 28-30; (Fair) Eudora, Aug. 1-2.

Hottle, Buff, No. 1: Arthur, Ill. Hottle, Buff, No. 2: Aledo, Itl. Howard Bros.: Marklesburg, Pa. two whirlwinds



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Hugo's Novelty Expo.: (Fair)
Platte City, Mo.
Hunt Am. Co.: Covington, Ky.
I. T.: Haverstraw, N. Y.
Ideal Rides: Worthington, Ind.; (Fair) Clay City 28-Aug. 1.
Imperial: (Fair) Lewiston, Ill., 23-27; (Fair) Knoxville 28-Aug. 2.

Murphy's Northern State: Beach, N. D., 21-23; Mott 25-27; Lemmon, S. D., 28-30; Carson, N. D., 31-Aug. 3.
Nell's United: White Lake, S. D., 22-24; Bonilla 25-26.
New England Am. Co.: East Pepperell, Mass.; Winchendon 28-Aug. 2.
Standard: Craig, Colo. Standard: Craig, Colo.

land Empire: St. Anthony, Idaho 22-26.

Interstate: Rockwood, Tenn.; Morristown 28-Aug. 2.
Johnny's United: (Fair) Columbus,
Ind.; (Fair) Huntington 28-Aug. 2.

Aug. 2.

Key City: Mulberry, Ind.

King Bros.: Leadville, King F. 24-27.

Orange Bros.: Nashville, An 24-26; Murfreesboro 31-Aug.

31-Aug. 3. hr's Modern Midway: Rood-

house, Ill., 22-26; Pontiac 29-Aug. 2.

Aug. 2.

See City Rides: (Fair) Montgomery City, Mo., 23-26; (Fair)
Prairie Home 28-30; (Fair)
Warrenton 31-Aug. 2.

Rumble Greater: English, Ind.; Terre Haute, Aug. 1-3.

Schafer's 20th Century: Grand Forks, N. D.; Monroe, Wis., 30-Aug. 3. Shorter's Greater: Utica, Minn., 24-28; (Fair) Central City, Ia., 31-Aug. 3

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Lagasse Am. Co., No. 1: Natick, R. I.

Lagasse Am. Co., No. 2: New Bedford, Mass. Lagasse Am. Co., No. 3: Wilming-

Lagasse Am. Co., No. 3: Wilmington, Mass.
Lindle, Jack: (Fair) Flora, Ill., 21-25; Hamel 26-27; (Fair) Shelbina, Mo., 29-Aug. 1.
Lone Star: Seat Pleasant, Md.
Lone Star Am. Co.: Hereford, Tex.; Phillips 28-Aug. 2.
Lynn's Midway: Northome, Minn., 21-23; Grand Rapids 25-27.
M.D. Am. Co.: (Fair) Kimberton, Pa.; Bethlehem 28-Aug. 2.
Manning, Ross: Lexington, Va.: (Fair) Lynchburg 28-Aug. 2.
Marks-Manning Comb.: Lexington, Va.; Lynchburg 28-Aug. 2.
Marvel: Lanark, Ill., 24-26.
McKenna's Rides: Slinger, Wis.; (Fair) Medford 28-Aug. 2.
Meeker: Butte, Mont.; Kellogg, Idaho 28-Aug. 2.
Merriam's Midway: Canby, Minn., 25-97. Wis.
Playtime: Providence, Mass.
Powelson Am. Co., No. 1: Moundsville, W. Va.; Montpelier, O., 30-Aug. 2.
Powelson Am. Co., No. 2: Dresden, O.; Hamilton 28-Aug. 2.
Powelson Am. Co., No. 3: Williamsburg, O.; Hamilton 28-Aug. 2.
Prell's Broadway: (Fair) Harrington, Del.; (Fair) Bridgeton, N. J., 28-Aug. 2.
Raines Am. Co.: Westville, Okla.

21-24; Sleepy Eye 25-27; Titonka, Ia., 29-30; Ogden, Aug. 1-2. Midway of Mirth

Mighty Hoosier State: Salem, Ind.; Shoals 28-Aug. 2. Mo-Ark: Raymondville, Mo., 24-26;

Tuscumbia 31-Aug. 2.

Monarch Expo.: (Fair) Bellmont,
Ill.; (Fair) Belleville 28-Aug. 2.

Moore's Modern: Blue Hill, Neb. Motor State Expo. No. 1: Tontog-

ony, O.

Motor State Expo., No. 2: Paulding, O., 23-26; Summitville, Ind., 29-Aug. 2.

Mound City: Brighton, Ill.; Elsberry, Mo., 28-Aug. 2.



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MANAGAD ALI DIA KANDARAN MANAGADA AND MANAGA

Milwaukee, Wis.

Smith, George Clyde: Tyrone, Pa.; Cumberland, Md., 28-Aug. 2. Southland Am. Co.: Panama City, mon, S. D., 28-50, Catson, N. D., 31-Aug. 3. Nell's United: White Lake, S. D., 22-24; Bonilla 25-26. New England Am. Co.: East Pepperell, Mass.; Winchendon 28-Aug. 2. North American: St. Paul, Minn.;

Southland Am. Co.: Fanama City, Fla.
Stafford's: Waveland, Ind., 22-26; Russellville 30-Aug. 2.
Standard: Craig, Colo.
Stanley, Wm. D.: Cooperstown, N. D., 21-23; Red Lake Falls, Minn., 25-27; Black Duck 29-30; Motley, Aug. 1-3.
Stephen's, Otto: Davis City, Ia., 21-23; St. Charles 24-26; Brighton 28-30; Ollie 31-Aug. 2.
Stipes: Carver, Minn., 25-27; Mound, Aug. 1-3.
Strates, James E.: Erie, Pa.; (Fair) Clearfield 28-Aug. 2.
Strong Am. Co.: Clarkson, Neb., 21-22; Table Rock 24-26; Wood River 28-30.
Stumbo's Tri-State: Green Forest, Ark: Concard Okla. 28-Aug. 2 North American: St. Paul, Minn.; South St. Paul 28-31; St. Charles, Aug. 1-3. Northern Expo.: Shelby, Mont., 24-27. 24-27.
Morton's Rides: Custer, S. D.
Olson: Sheboygan, Wis., 22-26;
(Fair) Chippewa Falls 29-Aug.

24-26; Murfreesboro 31-Aug. 2. P & J Am. Co.: New Athens, O., 24-26; Beallsville 28-31. Page Bros.: (Fair) Glasgow, Ky. Page Comb.: Holley, N. Y.; Elkland, Pa., 28-Aug. 2. Parada: Louisburg, Mo.; Urich 28-30; Clinton 31-Aug. 2. Penn Premier: Connellsville, Pa. Peppers All States: Douglas, Ga. Peter Paul Am. Co.: Ft. Atkinson, Wis.

River 28-30.
Stumbo's Tri-State: Green Forest, Ark.; Concord, Okla., 28-Aug. 2.
Sunny, A. J.: Cleveland, O.
Sunset Am. Co.: (Fair) Mt. Pleasant, Ia.; (Fair) Sumbrota, Minn., 28-Aug. 3.
Tatham Bros. Comb.: (Fair) Roberts, Ill., 23-26; Milford 28-Aug. 1.
Tennessee Valley Am. Co.: Carthage, Tenn.

Tennessee Valley Am. Co.: Carthage, Tenn.
Theiss, No. 2: Sycamore, Ill., 24-26; (Fair) Amboy 29-31.
Thomas, Art B., No 1 A: Thief River Falls, Minn., 21-24; Halledt 95-97

Thomas, Art B., No 1 A: Thief River Falls, Minn., 21-24; Hallock 25-27.

Thomas, Art B., No. 1 B: Hatton, N. D., 21-22; Michigan, N. D., 23-24; Littleford, Minn., 25-27.

Thomas, Art B., No. 2: Rosean, Minn., 21-24; Mahnomen 25-27; North English, Ia., 30-31; Manson, Aug. 1-3.

Thomas Joyland: Lawrenceburg, Ind.; Scottsburg 28-Aug. 2.

Thomas, W. A.: Ravenna, Neb., 22-23; Elm Creek 25-26; Diller 29-30; Ashland, Aug. 1-2.

Tidwell, T. J.: Higgins, Tex.

Tip Top: (Fair) St. Paul, Minn., 23-27; (Fair) Green Lake, Wis., Aug. 1-3.

Tivoli: Marrero, La., 21-28.

Uncle Joe's Am. Co.: Comanche, Okla.; Electra, Tex., 28-Aug. 2.

United Expo.: Paragould, Ark., Rollo, Mo., 28-Aug. 2.

United States: Amigo, W. Va.

Venditto Bros.: (Saint Vincent De-Paul) Providence, R. I.; (Cahill Post) Providence 28-Aug. 2.

(Continued on page 92)

28-Aug. 2.
Raines Am. Co.: Westville, Okla.
Rainier: West Seattle, Wash.; Lake
City 28-Aug. 2.
Reid's Golden Star: Mountain
City, Tenn.
Reid, King: Fredericton, N. B.
Reithofter (Green): (Fair) Waterloo, N. Y.
Ritter's United: (Fair) San Jacinto,
Calif.; (Fair) Chino 28-Aug. 2.
Robinson's Greater: Woodbine,
Ia., 21-22; Griswold 24-26;
Tabor 29-30.
Rock City: (Fair) Malta, Ill.; (Fair) Rock City: (Fair) Malta, Ill.; (Fair) Lake Zurick 28-Aug. 2. Rogers Bros.: Braham, Minn., 24-26; Ironton 28-29; Proctor

(Continued on page 92)

Circus Routes

Royal American: Saskatoon, Sask.; Regina 28-Aug. 2. Royal Crown: Madison, W. Va. Royal United: Emmetsburg, Ia., 21-23; Coggon 25-26; Coon Rapids 27-30. Adams Bros.: Green Bay, Wis. 21; Antigo 22; Oconto 23

Adams Bros.: Green Bay, Wis., 21; Antigo 22; Oconto 23; Marinette 24; Iron Mountain, Mich., 25; Escanaba 26. Beatty, Clyde: Owen Sound, Ont., 21; Sarnia 22; Port Huron, Mich., 23; Pontiac 24; Bay City 25; Owosso 26; Mount Pleasant

Beers-Barnes: Kalkaska, Mich., 21. Carson & Barnes: E. Wenatchee, Wash., 23. Minn.,

Wash., 23.
Cristiani Bros.: Galesburg, Ill., 21;
Burlington, Ia., 22; Macomb,
Ill., 23; Lincoln 24; Decatur 25;
Charleston 26.
Dwight Bros.: Peru, Ill., 21-22;
Oregon 25-27; Downers Grove
29-30; De Kalb Aug. 1-2.
Hagen Bros.: Arnold, Pa., 21;
Williamsport 28.
Hunt Bros.: Glouchester Mass 31-Aug. 3.
Siebrand Bros. Comb.: Leth-bridge, Alta.; Helena, Mont., 28-Aug. 2.
Skerbeck Am. Co.: Croswell, Mich., 22-26.

Hunt Bros.: Glouchester, Mass.

Kelly-Miller: Puyallup, Wash., 21; Auburn 22; Renton 23; Kirk-land 24; Edmonds 25; Everett

Mills Bros.: St. Albans, Vt., 21; Winooski (Burlington) 22; Mont-pelier 23; Bradford 24; White Rover Junction 25; Bellows Falls 26.

Falls 26.
Packs, Tom: Wheeling, W. Va., 28-30; Clarksburg 31; Parkersburg Aug. 1; Natchez, Miss., 5; Lafayette 6.
Polack Bros.: Chico, Calif., 21-22; Eureka 25-27; Redwood City 29-30; San Jose 31-Aug. 3; Reno, Nev. 6-9.
Ringling Bros. and Barnum & Bailey: Louisyille, Ky., 23-26.
Strong, Big John A.: (fair) Santa Rosa, Calif., 21-27; (fair) Petaluma 31-Aug. 3; (fair) Turlock 4-6.

THE FINAL CURTAIN

LLMAN-William A.,
72, concessionaire and brother
of Doc Allman of Allman
Shows, of a heart attack in Seaside Hospital, Long Beach,
Calif. He was stricken while
setting up for the Southern
California Exposition in Del
Mar. Survived by his widow,
Mae; a daughter, and several
grandchildren. Burial was in
the Pacific Coast Showmen's
Association plot, Los Angeles. ALLMAN-William A.,

CHRISTIE-Uncle Jim,

HRISTIE—Uncle Jim, veteran country and western disk jockey, July 5 in a Chicago hospital following an operation for a ruptured ulcer. His right name was Clyde Caswell. Prior to entering the country music field, Christie had trouped for many years on the old James. many years on the old James Adams Floating Theater, out of Elizabeth City, N. C. Surviving are his widow, Mary Louise, of Des Plaines, Ill. (Further details under Folk Talent & Tunes in Music section.)

HOWARD-Kenneth.

OWARD-Kenneth,
55, longtime midway concessionaire known as Harold Lloyd,
July 10 in Columbus, Neb.
During his many years in the
business, most of them as the
operator of a swinging ball concession, he was with Coleman,
Art Lewis' West's World Wonlar Morris Hannum, John Art Lewis West's World Wonder, Morris Hannum, John Marks, Pine Tree, Prell's Broadway, Craft's United, Siebrand Bros., and Central States shows. He leaves his widow, Corinne; two daughters, Ilona and Mrs. Charles Bates; two sons, Weymouth and Frank, and a brother, Albert Albert.

IVEY-Van C.,
manager of the Spartanburg
(S. C.) Memorial Auditorium,
July 3 in an auto crash near
Orlando, Fla., in which his
wife, also met her death.

McFADDEN-Fred J., veteran pitchman, shot to death recently in Indianapolis during a family quarrel.

McKEE-Clayton B., 70, a director of the Regina

Trapeze Bros.: Williams Lake, B. C., 21; Quesnel 22; Hixon 23; Willow River 24; Prince George 25-26; Vanderhoof 28; Fort St. James 29.

Miscellaneous

Bisbee Comedians: Fordsville, Ky., 21-25; Hartford 26-31; Leitchfield Aug. 1-6.
Brunk's Comedians: Grand Junction, Colo., 21-26.
Burke's Wild Cargo: New Castle, Pa., 21-30.
Del Mar Attractions: Amory, Miss., 21-26.

21-26.

Matchstick City: Indianapolis, Ind., 21-26; Muncie 27-Aug. 2.
Schaffner Players: Lewistown,
Mo., 21-26; Monroe City 27Aug. 3; Perry 4-10.
Tex Ranger Show: Middlesboro,
Ky., 21; Morrowtown, Tenn.,

Ky., 21; Morrov 22; Harriman 23.

Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., July 21-Aug. 31.

Thrill Shows

Aut Swenson Thrilleade: (Fair)
Portage, Wis., 23; (Fair) Canby,
Minn., 24; (Fair) Hallock 25;
Winnipeg, Man., 26.
Jack Kochman Intl. Auto Daredevils: Belmont, Ill., 21; Carlinville 24-25; Logansport, Ind., 26;
Bucyrus, O., 28.

(Sask.) Exhibition Association since 1934, June 22 in Regina. For many years he had been chairman of the attractions and executive and finance committees. In 1950 he served as president of the organization and in dent of the organization and in 1955 was president of the West-ern Canada Fairs Association. He was widely known and highly regarded among grandstand performers. Survived by his widow, a son and a daughter. Burial in

NIELSEN-Svend,
76, a member of the Nielsen family, which has been active in the motion picture and circus fields for many years, July 3 in Copenhagen. He was head man after the former controlling, the Copenhagen. He was head man of the firms controlling the Palladium film company and the midtown Palladium picture theater. His brother, Tage Nielsen, heads the Circus Establishment mid-town structure, which is occupied by Circus Schumann during the summer, and by the World Cinema, in winter months.

O'CONNOR-William J.,
77, a director of Chicago's International Livestock Exposition and chairman of that event's horse show, July 4 in a Chicago hospital. He was a longtime official of the Union Stock Yards, having been associated with the having been associated with the business for the past 51 years. Surviving are his widow, Grace; a son, William J. Jr.; a daughter, Mrs. John P. Maloney, and seven grandchildren.

OWENS-Mickey,
concessions worker, July 5 following a heart attack at the fair
in Metropolis, Ill. Owens was
working buckets on the Buff
Hottle Shows when he became ill. Burial was in Rochester, N. Y.

PHILLIPS—Goodwin,
51, member of Bee's Old Reliable Shows, July 4 of a heart attack in Central City, Ky, while playing the fair there. Survived by his widow, Katherine; a son, Heidlenburg, Miss., and three brothers, Utica, N. Y. Services July 6 and burial in Heidlenburg.

IN LOVING MEMORY

ROBT. L. (BOB) BENNINGTON

July 26, 1957 Life goes on, but I miss you so Wife, DORA BENNINGTON

In Memory ROBT. L. (BOB) BENNINGTON

July 26, 1957 No one can take your place. We miss you in so many ways. LEE & CORA RITTER

IN LOVE AND MEMORY

NATHAN (RAY) SPEER Who passed away July 22, 1952.

CECIL L. SPEER

IN LOVING MEMOR JOSEPH A. PISARA Died July 23, 194 BABE PISARA

OLSON PREPARES FOR SPACE WHEEL

Will Join at Illinois State Fair; Milwaukee Opening Runs Ahead of '57

MILWAUKEE — The Space lake-front here in a split run of Wheel, the "double-double Ferris Wheel," built by Velare Brothers, with Milwaukee licensing require-Elmer and Curtis, will operate on a carnival midway for the first time when the Olson Shows play the Illinois State Fair, Springfield.

Paul Olson, co-owner and manager of the Olson Shows, disclosed during his shows' stand here that an unexpected delay would prevent the Space Wheel from being placed in possible of the Northern vent the Space Wheel from being placed in operation at the Northern. Wisconsin District Fair, Chippewa originally slated. The Falls, as originally slated. The Chippewa Falls fair immediately precedes the Illinois State Fair on the Olson route.

A 75 kw. diesel generator will he used to power the wheel Olson

be used to power the wheel, Olson pointed out. His show now has a power generating capacity of about 800 kw.'s with the able Jimmy Zabriske, an addition to this year's staff, in charge.

The Olson Shows, playing the

Troupers Get

Del Mar Fete

LOS ANGELES--A quickly ar-

in the face of the circumstances: Staged without much advance pub-

licity on a closing weekend and with most of the members on the

outside participation.

The latter greatly reduced

\$200 From

ments opened on a strong note. The first two nights, Monday and Tuesday (14-15), yielded better at-tendance and receipts than the corresponding nights last year when showing in Wisconsin.

The previous stand, Fort Wayne, (Continued on page 90)

AUTOMATED:

Machine Puts End to Pencil Work on Show

MILWAUKEE -- What is believed to be the first major step in meaningful automation of carnival record-keeping has been made by the Olson Shows, which now is

All pencil work has been elimi-The Anderson (Ind.) Free Fair, played the previous week, returned higher ride grosses than last year but other segments of the midway operation returned lower receipts. Rain hit closing day, Saturday afternoon (12).

The previous stand Fort Wayner of the previous stand Fort Wayner of the previous stand Fort Wayner or the previous stand Fort Way

The machine maintains running Ind., had a big closing Saturday total as well as day-by-day totals (Continued on page 90)

EDMONTON GROSS UP 21% FOR RAS

Attendance Aids Ride, Show Increases; Claxton Leads Back End, Mitzi Second

EDMONTON, Alta.—Continuday in the city and patrons stayed ing its better-than-57 pace, the late. The kiddieland was given brisk business until 11 p.m. higher ride and show grosses in the first three days of the six-day Ed-monton Exhibition than it did last

At the end of the first three days, ride and show receipts showed a whopping 21 per cent increase over those for the cor-

responding period last year.
Ideal weather was a big factor.
So, too, was the exhibition's attendance, which was up from last year. Spending generally on the grounds was higher. Citizens' Day, Wednesday (16), was a half holi-

Leon Claxton's Harlem in Havana, long the big favorite here, was the top money-getter among the shows, with Mitzi second.

Dick Best's Side Show and Lash La Rue's Western Shows were running close for third money.

Tony Paradise and Kenny Revling, talkers, respectively, for Har-lem in Havana and Mitzi, regis-tered solidly, turning in big crowds for those shows. The Mitzi show was piling up the best receipts of any revue produced by Leon Miller for the Rayal for the Royal.

The Wild Mouse, delayed en route from Portland, Ore., had not been delivered to the show by Wednesday (16).

Visitors to the show here included Maurice Hartnett, James Cross, Irving Parsons and Wilf Balker, all of the Calgary Stampede, and Jack Courtney and W. D. Smith, both of the Regina Exhibition

Cam Murray Quits Wade Greater Shows

DETROIT — A management only. This show profited from a shift in the Wade Creater Shows route that included a number of occurred with the resignation of good spots close in to Detroit. occurred with the resignation of Cameron D. Murray as manager, and his succession by Charles O. Stewart, formerly secretary of the shows

Future plans for Murray, who has headed the show for many ranged affair for the Regular Associated Troupers on the Fair Time years, were not announced.

Shows, Inc., midway at the South-(5) earned more than \$200, Larry Nathan and Emily Bailey, chairman of the event, said.

The amount was considered high Stewart was owner of the World of Pleasure Shows for a time be-fore joining the Wade Creater or-ganization. This show, originally an independent unit in the W. G. Wade Shows, was taken over after the founder's death by his daugh-ter, Mrs. Constance Wade Manley

and her husband, Patrick Manley.

The show opened the season May outside participation.

Among those attending from Los
Angeles were Helen and Fred
Smith, Tillie Palmateer, E v a

week of June to become the first Thompson, Eve Scott, Ruth Wolf Wood and Emily Bailey. Door awards were made to Mrs. Virgil Matthews and Leo Thornton.

Event was hosted by Bob Mathews, who donated ice cream and food from his cookhouse. Attending the festivities between assign. ing the festivities between assign- the best of the season.

ments were Olivia Waldron, show Business for the season has been president; Steve Vaughn, Donna about equal to last year on rides, and Alex Freedman, Louis Cecchini, John and Billie Backman, Berta Harris, Edna Dauer, A. J. (Red) Haffard, Bill McMahon, June Beames, Peggy Forstall.

Marian Anderson filed a memback in a district during the ferman and the state of the sta while concessions are estimated to be down 15 to 20 per cent, according to Stewart. Considerable more rainy weather has hurt this year, while the evidence is that the public is cutting down concession spending but keeping up to normal on rides and on food concessions bership application during the fes-

Show will play a series of fairs in Southern Michigan until the Michigan State Fair at Detroit, where they will play as a separate unit on the northeast midway under the over-all W. G. Wade contract. Wade Greater Shows will then play three dates on the outskirts of De-troit, and return to winter quarters on the State Fair Cronnels on the State Fair Grounds.

The Wade Greater Shows are

carrying eight rides and about 20 concessions this season. Roster of

Chicago Show To Feature Midway Mdse.

CHICAGO -- The 13th Independent Housewares, Variety and Novelty Merchandise Exhibit will feature carnival merchandise at its August 3-7 showing here, Ray Tassis, partner in the organization, announced. The show will be held in the Hotel Morrison on four air-conditioned floors.

Tassis said that some 250 exhibitors — both manufacturers and importers—will display their wares. Included will be housewares, home furnishings, notions, novelties, pitch items, electrical appliances, pho-nograph records, china and glass-ware, gifts, luggage, premiums, clocks, religious goods, and sportthe organization includes:

General staff: Constance Wade Manley and Patrick Manley, owners; Charles O. Stewart, manager; Walter Schafer, bull-poster; David Gray, electrician; Jerry Rupp, ride superintendent.

(Continued on page 90)

A stretch of fine weather pre-

tinental Shows. After a lightly at-

week, and rejoined the show in Montpelier.

Paul La Cross, show agent, is almost as good as new, following

West Coast Holds 25th **Annual Fete**

ROSEBURG, Ore. — West Coast Shows, Oregon Unit, held its 25th annual picnic here with city and county officials as guests. The event was handled by Sam Dolman, chairman, and Speed Mullins, co-chairman.

The event was held in Umpqua Park on the river about a block from the showgrounds from 10 in the morning until 3 in the afternoon. Featured event was the tug-of-war in which the ride men and the concessionaires split victories. The 22 men participating were supervised by Eddie Hellwig, manager of the show unit, and John Franco, manager of the sanitation department.

A mid-afternoon buffet was served by the ladies of the show under the supervision of Barbara Hellwig. About 250 attended.

The unit is planning an event half the week, but the Saturday up starting on Thursday (3), with the money raised to be split belong downpour during the afternoon, Owner Roland Champagne

Fireworks drew a reported 4,000 and Show Folks of America, San people to the midway during the Fireworks of Arthur F. Anderson Francisco. Arthur E. Andersen, PCSA first vice-president, and Dolman are making the arrangements.

> West Coast played here under the auspices of the American Legion.

Fireworks drew a reported 4,000 people to the midway during the following day. Saturday matinee and night were surprisingly good. I Show heads back into New York State following Newport. St. Albans, preceding the holiday spot was okay. The Tilt-a-Whirl was sent by Roland Champagne to Plattsburgh, N. Y., for the Friday and Saturday (27-28) Air Force Jubilee Days at the air base. Some 50,000 persons turned out on each of the two days, giv-2 Weeks Okay out on each of the two days, giving the Tilt a fine weekend. It had played St. Albans earlier in the

his accidental shooting six weeks ago. He did his trick shooting and ago. He did his trick shooting and knife act in St. Albans at the Eagles convention, thru local booker George Hilliker. He also performed on July Fourth at the annual fete in Enosburg Falls, Vt., and Legion event.

MORRISVILLE, Pa. — Morris Hannum Shows had high hopes here, following a satisfactory two-week stand in Levittown, Pa. Levittown proved the best two-week stretch of the season.

Coleman Business So-So For Week in Kingston

PITTSFIELD, Mass. — Coleman Bros. Shows is in spic and span condition, it is reported, in limantic, when kids of the Mansreadiness for its fair route. In Kingston, N. Y., it fielded a Merry-Go-Round, two Ferris Wheels, Whip, Filt, Roll-o-Plane, Octopus, Harry Jamas' Roll-o-Plane, and six kidrides. There were 35 conces-

siness was nil during the first of days in Kingston, but and-up was okay. Phil (Insur-

limantic, when kids of the Mansfield Training School are given a free reign over the midway from 1-5 p.m. The project started 40 years ago when a priest lent Coleman \$30 for lot rent when Coleman was busted,

Kingston and Middletown, N. Y., Belchertown, Mass., Willimantic and other towns are the scenes of Cook was a visitor.

Hartford Courant featured Coleman in a picture story 2d "Big-Hearted Boss of the way" in its July 6 magazine housing underprivileged or handicapped children can work it out with Coleman, for free attractions, hot dogs and drinks.



SARANAC LAKE, N. Y .- Con- fair on following days, and a big tinental Shows beat the rain weekend was hoped-for. nightly to run up a good gross in Newport, Vt., last week. Rain fell vailed thruout the July 4 spot almost every day but cleared for up in Montpelier, Vt., for Conthe evening openings.

This weather prevailed about tended beginning, business perked noon, Owner Roland Champagne reports. Night business was not

bad after the rain let up.
Saranac Lake has been on the
Champagne route for 17 years, and
the show was all up by Sunday
night (13). Spotty weather appeared on Monday but it turned





this Issue

We are now enlarging Girl and Posing Shows for our major fair route and can use a few more route and can use a few more young, attractive girls with or without experience and wardrobe. Top salaries, pleasant working conditions, air-conditioned dressing rooms in semi trailers. Can also use Ticket Sellers, Candy Helpers, useful People in all departments. Positively no drunks or loafers. Out till last of October. Wire MILLER trailers. Can also use Ticket Sellers, Candy Helpers, useful People in all departments. Positively no drunks or loafers. Out till last of October. Wire MINE MILLER C/o W. T. COLLINS SHOWS Devils Lake, N. D., till July 25; then North Dakota State Fair, Minot. NO collects.

DICKSON UNITED SHOWS

All Fairs and Celebrations from now on. Can place Bear Pitch, Class Pitch, Hi-Striker and Photos. Will place Percentage with Hanky Panks. Will book Monkey Show, Snake Show or what have you. Need A-1 Wheel Foreman, must drive. Will place Bucket Store Agent, come on. Can place Cookhouse or good Crab for balance of season. All replies to

F. DICKSON

Cygnet, O., this week; Canoe, O., week of July 28.

(transformer).

ENLARGING **COLORED SHOW** FOR FAIRS

WANT-Chorus Girls, Female Vocalist. Donald Tucker, drummer; Diane Snow, exotic dancer; Velda Jackson, comic; Casandra (Eva Mae) Hope, Harry Brock and others, contact

FATHEAD WILLIAMS OF BARTEL SHEELEY c/o O. C. Buck Shows, Messina, N. Y.

AGENTS

WANTED
For Alibi and Sium Stores, Wire DON PIERSON

e/o Western Union, Grayslake, Ill.

FOR SALE: 35 ft. Loboy semi trailer, \$1,700. Gunner Buckets, \$350. 24 tt. Bear Pitch, \$500.

BILL CHALKIAS WANTS

For Skowhegen, Maine; Essex Junction and Rutland, Vermont, and other big Southern Fairs. Side Show Acts to feasouthern Fairs, Side Show Acts to fea-ture, Griddleman and fast-stepping Walt-ers for Cookhouse. Also want Girls for Girl Show or Operator with three or more Girls, good proposition for balance of season. All replies to

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Care King Reid Show
Fredericton, N. B., Canada

FRONTIER SHOWS

Want for 10 bons fide Utsh Fairs and Celebrations. Due to change in administration, have all concessions open—1 Bail, Gallery, Grab, Hing Coke, Birds, Fish, Duck, etc. All replies to Moirroe, Utsh, 24th Celebration this week; then Midvale, Heber, Murray, Logan, Tremonton and American Fork to follow. Long season ends in Arizona.

J. L. RITTER

MONTE YOUNG SHOWS

CAN USE FOR BALANCE OF SEASON, including Utah State Fair. Ask for complete route.

ANY CRIND SHOW OF MERIT. CON-CESSIONS: Long and Short Range, Hoople, Fish Pond, Clgarette Callery, Scale and Age, Bumper, any Merchan-dise Concession not conflicting. CAN ALWAYS USE EXPERIENCED RIDE HELP. Top salaries. Address:

BOX 73, PROVO, UTAH.

Merry-Go-Round forty foot, 28 horse lereschell-Spillman, new top, new motor, matchine in excellent shape. Also Short Rense Shooting Gallery. Can use Contact C

GIRLS-MEN Canada Tour Okay For Pete Siebrand

First Fair of New Loop Is Good; Carrying 25 Rides, 50 Concessions

its initial apeparance in the nearby city of Moose Jaw, closed Saturday (12) after five days of good business, with weather to match.

The Arizona-based truck show set up at the fairgrounds Tuesday (8) and got in a day's action be-

(8) and got in a day's action be-fore the official start of the annual Moose Jaw Exhibition and Stam-

Moose Jaw Exhibition and its second time north of the border. Last year it played the Lethbridge (Alta.) Exhibition and Stampede.

The carnival moves on 61 office-owned trucks and trailers and there are 20 more pieces, according to Art Frazer, general representa-tive. There are 50 games, 15 adult rides, 10 kid rides and seven

An oddity is the lack of canvas. An oddity is the lack of canvas. Shows are contained in trucks, with the sides opening out to provide the necessary framing. Concessions are also truck-based. The 24-car Scooter is carried and set up on four semis

up on four semis.

The Glass House and Unborn exhibit have been doing well in Canada. The Scooter has topped

Loss of 4th **Cuts Grosses** For Wilber

SUNFIELD, Mich. - Wilber's Wolverine Shows, playing the past week under Lions' Club auspices, week under Lions' Club auspices, found business here a little below last year despite good weather. On Friday evening Jack Winters' pitchtill-you-win caught fire during a slack period around dinner time, and the crew was able to push it forward onto the midway, keeping the fire from spreading to other units. The concession top was destroyed, but most of the stock was salvaged.

Business has been about 30 per

salvaged.

Business has been about 30 per cent under last year for the season to date, according to H. O. Wilber, largely because of losing the Fourth of July because of rain. The main unit played Lake City under Chamber of Commerce auspices. Some customers rode in the rain, but weather and a muddy lot hurt, and the date was 50 per cent under 1957.

1957.
Wilber organized a second unit this year, opening the No. 2 with five rides and a dozen concessions under the management of his son-in-law, Charles Tatum, for the July 4 stand at Boyne City; also hurt by rain, altho Sunday drew some

by rain, altho Sunday drew some good business.

The main unit, which carries 7 rides and 15 to 25 concessions, came out of winter quarters at Gaylord to open the season at Hartford, finding business there above last year. Following stands were: Potterville, under Legion auspices, a new one for this show, where business was fair; Mulliken for the Lions, above last year, and Mancelona, another new stand for the Chamber of Commerce, played to only fair business. rides and 15 to 25 concessions, came out of winter quarters at Gaylord to open the season at Hartford, finding business there above last year. Following stands were: Potterville, under Legion auspices, a new one for this show, where business was fair; Mulliken for the Lions, above last year, and Mancelona, another new stand for the Chamber of Commerce, played to only fair business.

The show moved this week to Delton, then plays various celebrations in Michigan, with the closing date not set. Wilber is again considering taking the show south as far as Alabama, as he did in 1955 and 1956.

The No. 2 unit is playing North-

REGINA, Sask. — Siebrand the adult rides and the Helicopter Bros. Circus and Carnival, making has set the pace for the junior

Rides seen for the first time at Moose Jaw fair were Spin a Wheel, Crazy Cat and Paratrooper. Show

Crazy Cat and Paratrooper. Show has two Ferris wheels.

Show, making its 44th annual tour, had a fast move from Butte, Mont., to Swift Current, Sask., where it played a fair date June 30 to July 3 and still-dated for two more days. Rain fell on July 1, a Dominion holiday. Midway biz as a whole was reported to be the best in the history of the annual event. Attendance was up considerably and fair officials gave much of the credit to the Siebrand show.

Other Siebrand dates were to

gave much of the credit to the Siebrand show.

Other Siebrand dates were to be Medicine Hat, Alta., July 15-19, and Lethbridge, Alta., July 22-26, with Helena, Mont., and Great Falls, Mont., to follow.

Included among the free acts are: The Smetonas, perch, dog and balancing acts; Flying La-Forms, trapeze; Royal Rockets, roller skating; Lynndots, Roman ladders; Capt. Harry Clark, horses and ponies; Enrico, clown and magic. Aots are backed by an organist and drummer.

Officials of the show are: P. W. (Pete) Siebrand, general manager; H. W. Siebrand, secretary-treasurer; Art Frazer, general representative. Others include: Big Bill Siebrand, construction engineer; Sam Siebrand, ohief electrician; Little Bill Siebrand, lotman; Peter Siebrand, transportation director; Okie Larkin, ride superintendent. Siebrand, transportation director; Okie Larkin, ride superintendent; Bill Farrar, purchasing agent. Frank Scarva, night watchman, has been with the show 35 years, and Farl Salters billnoster, has

and Earl Salters, billposter, has been ahead of it for 22 years. Moose Jaw and district was heavily

been ahead of it for 22 years. Moose Jaw and district was heavily papered.

The grandstand show at Moose Jaw was "Sensations of '58," produced by Bob DiPaolo, of KBD Enterprises, Calgary, Alta. Line-up was as follows: Bill Davis, emsee and impersonator; Silhouettes, trampoline and high aot; Gabrielle, poodles and dressage horse; Grimaldis, comedy musical; George Lee, finger stand and balancing; The Hiliters, Negro vocal quartet, and The Honeymooners (Jewel and Charles Poplin), funny Ford.

Attendance at the fair was down slightly for the opener, Kids' Day, but picked up later. Aut Swenson's Thrillcade played a first day matinee and a rodeo was featured for three days. Livestock entries were termed the biggest in history and women's exhibits taxed display space to the limit. Event was opened by Lt.-Gov. F. L. Bastedo, of Saskatchewan.

ern and Central Michigan, with business reported good at Onaway last week. Major stands include the Montmorency County Fair, Atlanta, and seven days at Grayling during the National Guard Encampment, when a girl show will be added.

KENNY'S ATTRACTIONS

LAST CALL-NEWTON COUNTY FAIR, KENTLAND, IND., AUGUST 4-8

Want to Book-Two Rides not conflicting: Spitfire, Caterpillar, Moon Rocket or Fly-o-Plane. (We already have ten Ride Show. This is one of the big ones.)

Contact MUTT HAYWARD, as per route

Whitestown, Ind., July 21-26; Colfax, Ind., July 28-Aug. 2—Daposit required on this spot as space is limited. Useful Ride Help on all Rides come on. No collect calls or

FOR SALE 32-PASSENGER HURRICANE AND FLY-O-PLANE

These Rides can be seen in operation at Belmont Park, Montreal. Also Kiddie Rides Renselear G-12 Train, 2,000 feet of track, Allan Herschell late model Kiddie Coaster Space Chaser. Can be seen at Canadian National Exhibition Grounds, Toronto.

J. W. CONKLIN, CONKLIN SHOWS

Canadian National Exhibition Grounds, Toronto, Canada

SMILEY'S AMUSEMENTS

Can use for Firemen's Celebration, Murraysville, Pa., July 28-Aug. 2; with West Kittanning Firemen's Celebration to follow.

Can use Hanky Panks of all kinds, also Frozen Custard. Want all types of

RIDE HELP: Can use Ferris Wheel Foreman who can put it up and take it down. Must drive semis. Can use General Ride Help. Must drive semis.

ALL WIRES AND MAIL: AVONMORE, PA., JULY 21-26.

ROHR'S MODERN MIDWAY

WANT GIRL SHOW FOR
CLARK CO. FAIR, MARSHALL, ILL., AUC. 3-8
CUMBERLAND-GREENUP FAIR, AUC. 18-23
ne more family-type Show and Funhouse. WANT Short Range, Pitch Games, I, Fish Pond, Ball Games, Hanky Panks only. WANT experienced Ferris Wheel chauffeur's license, also Bingo Counter Help.

25 Fij Wheel with the counter Help.

FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner Roodhouse, Ill., July 22-26; then as per route.

SOUTHLAND AMUSEMENTS

MIDWAY OF MIRTH SKOWS

Want Bingo. Concessions of all kinds. No "ex." For the Benton, Ill., Fair, July 27-Aug. 2. Albion, Ill., Free Fair to follow. Can also place Ferris Wheel Foreman, must drive. Address:

STEWARDSON, ILL., This Week.

CONCESSIONS WANTED

For Lambertville, Mich., Homecoming—July 24-27, Sponsored by 12 organizations. Can use Kid Rides for this spot and balance of season. W. B. J. SHOWS, Swanton, Ohio

SHADE GAP, PA.

Soldiers and Sailors' Fair and Picnic

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.

TATHAM BROS.' COMBINED SHOWS

PRESENTING FREE STAGESHOW WITH BIG NAME STARS. We have Illinois' best fairs: Milford, July 28-Aug. 1; then the largest County Fair in the nation at Bloomington, Aug. 4-7; McLean, Aug. 8-10, and the Captennial Fair at Greenville, Aug. 18-23. Want Concessions, Hanky Panks only. Want clean Side Shows.

BILL TATHAM

Roberts, Illinois

VOLUNTEER SHOWS

Franklin, Ky., July 21-26; Muldraugh (Ft. Knox), July 28-August 2; Berea, Ky., 4-9; Richmond, Ky., 11-16; Fairs through November.

CONCESSIONS—Snow, Floss, Photo, Fish Pond, Cork Gallery, Six Cats, Swinger, Buckets, Age & Weight, Pitch-Till-You-Win, Long and Short Range Gallery. String Game, Spindle, Balloon Dark, Tip Over Coke, Jewelry. SHOWS—Snake Show or any Grind Show. AGENTS—Pin Store, Razzle, Skillo, Buckets, Six Cats, Hanky Panks of all kinds. Bingo Operator with Help, also Ticket Sellers. FOR SALE—One 16 x 29 Bingo and stock with new top: one set of 12 Diggers—will book same. RIDES—Tilt, Octopus, Rolloplane, Coaster, set of Kiddle Rides. Joe Edwards, contact.

RALPH DECKER, Bus. Mgr. — C. R. LEONARD, Mgr.

MOTOR STATE EXPOSITION

Want for Summitville, Ind., Fair, July 29-Aug. 2; Marshall County Fair, Argos, Ind., Aug. 4-9; Wayne County Fair, Belleville, Mich., and balance of continuous route of all fairs, including 8 fairs in Misslesippi and Alabama late fail. Want Hankles of all types. Allbis with Hankles. Also family-type Shows, Funhouse Help, Foremen for Tilt and Rock, also Second Men who drive. Positively no Jushes. Will place 2 or 3 Kiddle Rides. Address Manager, Paulding, Ohio, July 23-26.

OLSON PREPARES FOR SPACE WHEEL

Will Join at Illinois State Fair; Milwaukee Opening Runs Ahead of '57

Illinois State Fair, Springfield.
Paul Olson, co-owner and manager of the Olson Shows, disclosed during his shows' stand here that an unexpected delay would prevent the Space Wheel from being placed in operation at the Northern. Wisconsin District Fair, Chippewa Falls, as originally slated. The Falls, as originally slated. The Chippewa Falls fair immediately precedes the Illinois State Fair on the Olson route.

A 75 kw. diesel generator will be used to power the wheel, Olson pointed out. His show now has a power generating conscitute of about

power generating capacity of about 800 kw.'s with the able Jimmy Zabriske, an addition to this year's staff, in charge.
The Olson Shows, playing the

Troupers Get

Del Mar Fete

LOS ANGELES-A quickly ar-

ern California Exposition Saturday

(5) earned more than \$200, Larry Nathan and Emily Bailey, chairman of the event, said.

The account the considered high

in the face of the circumstances: Staged without much advance pub-

outside participation.

\$200 From

MILWAUKEE — The Space Wheel, the "double-double Ferris Wheel," built by Velare Brothers, Elmer and Curtis, will operate on a carnival midway for the first time when the Olson Shows play the Illinois State Fair, Springfield.

Pull Olson convert and many and Tuesday (14-15), yielded better attendance and receipts than the converted when the olson state of the latter and the converted when the olson state of the latter and the converted when the olson state of the latter and the converted when the olson state of the latter and t ments opened on a strong note. The first two nights, Monday and Tuesday (14-15), yielded better attendance and receipts than the corresponding nights last year when showing in Wisconsin.

The Anderson (Ind.) Free Fair, played the previous week, returned higher ride grosses than last year but other segments of the midway operation returned lower receipts. Rain hit closing day, Saturday aft-

The previous stand, Fort Wayne, (Continued on page 90) AUTOMATED:

Machine Puts End to Pencil Work on Show

MILWAUKEE -- What is believed to be the first major step in meaningful automation of carnival record-keeping has been made by the Olson Shows, which now is

All pencil work has been eliminated as the result of the intro-duction and operation of a Bur-roughs Sensimatic, 1400 Series, which keeps a card record on all rides and shows, and, additionally of all expenditures, plus a continual inventory of all merchandise.

The machine maintains running Ind., had a big closing Saturday total as well as day-by-day totals (Continued on page 90)

EDMONTON GROSS UP 21% FOR RAS

Attendance Aids Ride, Show Increases; Claxton Leads Back End, Mitzi Second

EDMONTON, Alta.—Continuday in the city and patrons stayed ing its better-than-57 pace, the late. The kiddieland was given brisk business until 11 p.m. higher ride and show grosses in the first three days of the six-day Ed-monton Exhibition than it did last

At the end of the first three days, ride and show receipts showed a whopping 21 per cent increase over those for the corresponding period last year.

Ideal weather was a big factor. So, too, was the exhibition's attendance, which was up from last year. Spending generally on the grounds was higher. Citizens' Day, Wednesday (16), was a half holi-

Leon Claxton's Harlem in Havana, long the big favorite here, was the top money-getter among the shows, with Mitzi second. Dick Best's Side Show and Lash La Rue's Western Shows were running close for third money.

Tony Paradise and Kenny Revling, talkers, respectively, for Har-lem in Havana and Mitzi, regis-tered solidly, turning in big crowds for those shows. The Mitzi show was piling up the best receipts of any revue produced by Leon Miller for the Royal.

The Wild Mouse, delayed en route from Portland, Ore., had not been delivered to the show by Wednesday (16).

Visitors to the show here included Maurice Hartnett, James Cross, Irving Parsons and Wilf Balker, all of the Calgary Stampede, and Jack Courtney and W. D. Smith, both of the Regina Experience.

Cam Murray Quits Wade Greater Shows

occurred with the resignation of Cameron D. Murray as manager, and his succession by Charles O. Stewart, formerly secretary of the shows.

Future plans for Murray, who has headed the show for many ranged affair for the Regular Asso-ciated Troupers on the Fair Time Shows, Inc., midway at the Southyears, were not announced.

Stewart was owner of the World of Pleasure Shows for a time be-fore joining the Wade Creater or-ganization. This show, originally an independent unit in the W. C. Wade Shows, was taken over after the founder's death by his daugh-ter, Mrs. Constance Wade Manley and her husband, Patrick Manley.

licity on a closing weekend and with most of the members on the The show opened the season May The latter greatly reduced outside participation.

Among those attending from Los
Angeles were Helen and Fred
Smith, Tillie Palmateer, Eva

1 in East Detroit for the Metropolitan Club to good business, and returned to East Detroit the third week of June to become the first Thompson, Eve Scott, Ruth Wolf Wood and Emily Bailey. Door awards were made to Mrs. Virgil Matthews and Leo Thornton.

Event was losted by Bob Matthews who denoted the green and carnival to play the historic site of the former Eastwood Amusement Park, closed about seven years ago. The shows had the site bulldozed Event was hosted by Bob Mat-thews, who donated ice cream and food from his cookhouse. Attend-ing the festivities between assign-

Business for the season has been about equal to last year on rides, while concessions are estimated to be down 15 to 20 per cent, according to Stewart. Considerable more rainy weather has hurt this year, while the evidence is that the public is cutting down concession spending but keeping up to normal on rides and on food concessions

DETROIT — A management only. This show profited from a shift in the Wade Greater Shows route that included a number of good spots close in to Detroit.

Show will play a series of fairs in Southern Michigan until the Michigan State Fair at Detroit, where they will play as a separate unit on the northeast midway under the over-all W. G. Wade contract. Wade Greater Shows will then play three dates on the outskirts of De-troit, and return to winter quarters on the State Fair Grounds.

The Wade Greater Shows are

carrying eight rides and about 20 concessions this season. Roster of

the organization includes:
General staff: Constance Wade Manley and Patrick Manley, owners; Charles Ostewark, manager; Walter Schafer, bill-poster; David Gray, electrician; Jerry Rupp, ride superintendent.

(Continued on page 90)

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almost every day but cleared for

Rainfall Dogs Continental

tinental Shows beat the rain weekend was hoped-for.

In Newport; Montpelier Okay

Newport, Vt., last week. Rain fell vailed thruout the July 4 spot

Chicago Show To Feature Midway Mdse.

CHICAGO -- The 13th Independent Housewares, Varlety and Novelty Merchandise Exhibit will feature carnival merchandise at its August 3-7 showing here, Ray Tassis, partner in the organization, announced. The show will be held in

the Hotel Morrison on four airconditioned floors.

Tassis said that some 250 exhibitors — both manufacturers and importers—will display their wares. Included will be housewares, home furnishings, notions, novelties, pitch items, electrical appliances, pho-nograph records, china and glass-ware, gifts, luggage, premiums, clocks, religious goods, and sport-

Associated with Tassis are Jules

A stretch of fine weather pre-

up in Montpelier, Vt., for Con-

West Coast Holds 25th **Annual Fete**

ROSEBURG, Ore. — West Coast Shows, Oregon Unit, held its 25th annual picnic here with city and county officials as guests. The event was handled by Sam Dolman, chairman, and Speed Mullins, co-chairman.

The event was held in Umpqua Park on the river about a block from the showgrounds from 10 in the morning until 3 in the afternoon. Featured event was the tug-of-war in which the ride men and the concessionaires split victories. The 22 men participating were supervised by Eddie Hellwig, man-SARANAC LAKE, N. Y .-- Con- fair on following days, and a big ager of the show unit, and John Franco, manager of the sanitation department.

A mid-afternoon buffet was served by the ladies of the show under the supervision of Barbara Hellwig. About 250 attended.

The unit is planning an event for August 13 in Yreka, Calif., with the money raised to be split be-tween the Pacific Coast Show-men's Association, Los Angeles, and Show Folks of America, San Francisco. Arthur E. Andersen, PCSA first vice-president, and Dolman are making the arrangements.

West Coast played here under the auspices of the American Legion.

2 Weeks Okay

almost as good as new, following his accidental shooting six weeks ago. He did his trick shooting and knife act in St. Albans at the Eagles convention, thru local booker George Hilliker. He also performed on July Fourth at the annual fete in Enosburg Falls, Vt., a Legion event.

III LEVIIIOWII

MORRISVILLE, Pa. — Morris Hannum Shows had high hopes here, following a satisfactory two-week stand in Levittown, Pa. Levittown proved the best two-week stretch of the season. stretch of the season.

ing the festivities between assignments were Olivia Waldron, show president; Steve Vaughn, Donna and Alex Freedman, Louis Cecchini, John and Billie Backman, Berta Harris, Edna Dauer, A. J. (Red) Haffard, Bill McMahon, June Beames, Peggy Forstall. Marian Anderson filed a membership application during the festivities. Coleman Business So-So

For Week in Kingston

PITTSFIELD, Mass. — Coleman Bros. Shows is in spic and span condition, it is reported, in limantic, when kids of the Mansreadiness for its fair route. In Kingston, N. Y., it fielded a Merry-Go-Round, two Ferris Wheels, Whip, Tilt, Roll-o-Plane, Octopus, Harry Jamas' Roll-o-Plane, and six kidrides. There were 35 conces-

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limantic, when kids of the Mansfield Training School are given a free reign over the midway from 1-5 p.m. The project started 40 years ago when a priest lent Coleman \$30 for lot rent when Coleman was busted.

Kingston and Middletown, N. Y., Belchertown, Mass., Willimantic and other towns are the scenes of Cook was a visitor.

Hartford Courant featured Coleman in a picture story 2d "Big-Hearted Boss of the way" in its July 6 magazine hot dogs and drinks.





Fireworks drew a reported 4,000 people to the midway during the following day. Saturday matinee and night were surprisingly good. Show heads back into New York State following Newport.

St. Albans, preceding the holiday spot was okay. The Tilt-a-Whirl was sent by Roland Champagne to Plattsburgh, N. Y., for the Friday and Saturday (27-28) Air Force Jubilee Days at the air base. Some 50,000 persons turned out on each of the two days, givout on each of the two days, giving the Tilt a fine weekend. It had played St. Albans earlier in the week, and rejoined the show in Montpelier.

Paul La Cross, show agent, is almost as good as new, following

We are now enlarging Girl and Posing Shows for our major fair route and can use a few more route and can use a few more young, attractive girls with or without experience and wardrobe. Top salaries, pleasant working conditions, air-conditioned dressing rooms in semitrailers. Can also use Ticket Sellers, Candy Helpers, useful People in all departments. Positively no drunks or loafers. Out till last of October, Wire MIKE MILLER

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c/o W. T. COLLINS SHOWS
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NO collects.

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(transformer).

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WANT-Chorus Cirls, Female Vocalist. Donald Tucker, drummer: Diane Snow, exotic dancer; Velda Jackson, comic; Casandra (Eva Mae) Hope, Harry Brock and others, contact

FATHEAD WILLIAMS OF BARTEL SHEELEY c/o O, C, Buck Shows, Messina, N. Y.

AGENTS

WANTED
For Allbi and Slum Stores. Wire DON PIERSON

e/o Western Union, Grayslake, Ill.

FOR SALE: 35 ft. Loboy semi traller, \$1,700. Gunner Buckets, \$350. 24 ft. Bear Pitch, \$500.

BILL CHALKIAS WANTS

For Skowhegen, Maine; Basex Junction and Rutland, Vermont, and other big Bouthern Fairs. Side Show Acis to feature, Griddleman and fast-stepping Walters for Cookhouse. Also want Girls for Girl Show or Operator with three or more Girls, good proposition for balance of season. All replies to

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Care King Reid Show

Fredericion, N. B., Canada

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J. L. RITTER

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CAN USE FOR BALANCE OF SEASON, including Utah State Fair. Ask for complete route.

ANY GRIND SHOW OF MERIT. CON-CESSIONS: Long and Short Range, Hoopla, Fish Pond, Cigarette Callery, Scale and Age, Bumper, any Morchan-dise Concession not conflicting. CAN ALWAYS USE EXPERIENCED RIDE HELP.

BOX 73, PROVO, UTAH.

Merry-Go-Hound forty foot, 28 horse Herschelt-Spillman, new top, new motor, matchins in excellent shape. Also Short Herschelt-Spillman, new Toke, I asketball, Add-Up-Dati, Nov. Coke, I asketball, Add-Up-Dati, Nov. Coke, I asketball, Add-Up-Dati, Naconaln, July 23-27, Milddle-ten, Wisconaln, July 28-August 2.

GIRLS-MEN Canada Tour Okay For Pete Siebrand First Fair of New Loop Is Good;

Carrying 25 Rides, 50 Concessions

its initial apeparance in the nearby city of Moose Jaw, closed Saturday (12) after five days of good business, with weather to match.

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Moose Jaw Earlish
pede.

It was the second stop on the
four-date Canadian tour for the
new Prairie Fairs Association and
its second time north of the border. Last year it played the Lethbridge (Alta.) Exhibition and Stampede.

The carnival moves on 61 office-owned trucks and trailers and there are 20 more pieces, according to Art Frazer, general representa-tive. There are 50 games, 15 adult rides, 10 kid rides and seven

An oddity is the lack of canvas. An oddity is the lack of canvas. Shows are contained in trucks, with the sides opening out to provide the necessary framing. Concessions are also truck-based. The 24-car Scooter is carried and set

up on four semis.

The Glass House and Unborn exhibit have been doing well in Canada. The Scooter has topped

Loss of 4th **Cuts Grosses** For Wilber

SUNFIELD, Mich. - Wilber's Wolverine Shows, playing the past week under Lions' Club auspices, week under Lions' Club auspices, found business here a little below last year despite good weather. On Friday evening Jack Winters' pitchtill-you-win caught fire during a slack period around dinner time, and the crew was able to push it forward onto the midway, keeping the fire from spreading to other units. The concession top was destroyed, but most of the stock was salvaged.

Business has been about 30 per

salvaged.

Business has been about 30 per cent under last year for the season to date, according to H. O. Wilber, largely because of losing the Fourth of July because of rain. The main unit played Lake City under Chamber of Commerce auspices. Some customers rode in the rain, but weather and a muddy lot hurt, and the date was 50 per cent under 1957.

1957.
Wilber organized a second unit this year, opening the No. 2 with five rides and a dozen concessions under the management of his son-in-law, Charles Tatum, for the July 4 stand at Boyne City; also hurt by rain, altho Sunday drew some good business.

good business.

The main unit, which carries 7 rides and 15 to 25 concessions, came out of winter quarters at Gaylord to open the season at Hartford, finding business there above last year, Following stands were: Potterville, under Legion auspices, a new one for this show, where business was fair; Mulliken for the Lions, above last year, and Manoelona, another new stand for the Chamber of Commerce, played to only fair business. rides and 15 to 25 concessions, came out of winter quarters at Gaylord to open the season at Hartford, finding business there above last year, Following stands were: Potterville, under Legion auspices, a new one for this show, where business was fair; Mulliken for the Lions, above last year, and Manoelona, another new stand for the Chamber of Commerce, played to only fair business.

The show moved this week to Delton, then plays various celebrations in Michigan, with the closing date not set. Wilber is again considering taking the show south as far as Alabama, as he did in 1955 and 1956,

The No. 2 unit is playing North-

REGINA, Sask. -- Siebrand the adult rides and the Helicopter Bros. Circus and Carnival, making has set the pace for the junior

Rides seen for the first time at Moose Jaw fair were Spin a Wheel, Crazy Cat and Paratrooper. Show

Crazy Cat and Paratrooper. Show has two Ferris wheels.

Show, making its 44th annual tour, had a fast move from Butte, Mont., to Swift Current, Sask., where it played a fair date June 30 to July 3 and still-dated for two more days. Rain fell on July 1, a Dominion holiday. Midway biz as a whole was reported to be the best in the history of the annual event. Attendance was up considerably and fair officials gave much of the credit to the Siebrand show.

Other Siebrand dates were to

Siebrand show.

Other Siebrand dates were to be Medicine Hat, Alta., July 15-19, and Lethbridge, Alta., July 22-26, with Helena, Mont., and Great Falls, Mont., to follow.

Included among the free acts are: The Smetonas, perch, dog and balancing acts; Flying La-Forms, trapeze; Royal Rockets, roller skating; Lynndots, Roman ladders; Capt. Harry Clark, horses and ponies; Enrico, clown and magic. Acts are backed by an organist and drummer.

Officials of the show are: P. W.

organist and drummer.

Officials of the show are: P. W.
(Pete) Siebrand, general manager;
H. W. Siebrand, secretary-treasurer; Art Frazer, general representative. Others include: Big Bill Siebrand, construction engineer;
Sam Siebrand, oblief electrician;
Little Bill Siebrand, lotman; Peter Siebrand, transportation directors.

Siebrand, transportation director; Okie Larkin, ride superintendent; Bill Farrar, purchasing agent.

Frank Scarva, night watchman, has been with the show 35 years, and Earl Salters, billposter, has been ahead of it for 22 years. Moose Jaw and district was heavily papered.

Mose Jaw and district was heavily papered.

The grandstand show at Moose Jaw was "Sensations of '58," produced by Bob DiPaolo, of KBD Enterprises, Calgary, Alta. Line-up was as follows: Bill Davis, emsee and impersonator; Silhouettes, trampoline and high act; Gabrielle, poodles and dressage horse; Crimaldis, comedy musical; George Lee, finger stand and balancing; The Hiliters, Negro vocal quartet, and The Honeymooners (Jewel and Charles Poplin), funny Ford.

Attendance at the fair was

lin), funny Ford.

Attendance at the fair was down slightly for the opener, Kids' Day, but picked up later. Aut Swenson's Thrillcade played a first day matinee and a rodeo was featured for three days. Livestock entries were termed the biggest in history and women's exhibits taxed display space to the limit. Event display space to the limit. Event was opened by Lt.-Gov. F. L. Bastedo, of Saskatchewan.

ern and Central Michigan, with business reported good at Onaway last week. Major stands include the Montmorency County Fair, Atlanta, and seven days at Grayling during the National Guard Encampment, when a girl show will be added.

KENNY'S ATTRACTIONS

LAST CALL-NEWTON COUNTY FAIR, KENTLAND, IND., AUGUST 4.8

Can use Buckets, Swinger, Pin Stores, semi flats with Hanky Panks; space is limited. Want to Book—Two Rides not conflicting: Spitfire, Caterpillar, Moon Rocket or Fly-o-Plane. (We already have ten Ride Show. This is one of the big ones.)

Contact MUTT HAYWARD, as per route

Whitestown, Ind., July 21-26; Colfax, Ind., July 28-Aug. 2—Deposit required on this spot as space is limited. Useful Ride Help on all Rides come on. No collect calls or

FOR SALE 32-PASSENGER HURRICANE AND FLY-O-PLANE

These Rides can be seen in operation at Belmont Park, Montreal. Also Kiddie Rides Renselear G-12 Train, 2,000 feet of track, Allan Herschell late model Kiddie Caaster Space Chaser. Can be seen at Canadian National Exhibition Grounds, Toronto.

J. W. CONKLIN, CONKLIN SHOWS

Canadian National Exhibition Grounds, Toronto, Canada

SMILEY'S AMUSEMENTS

Can use for Firemen's Celebration, Murraysville, Pa., July 28-Aug. 2; with West
Kittanning Firemen's Celebration to follow.

Can use Hanky Panks of all kinds, also Frazen Custard. Want all types of

RIDE HELP: Can use Ferris Wheel Foreman who can put it up and take It down. Must drive semis. Can use General Rido Help. Must drive semis.

ALL WIRES AND MAIL: AVONMORE, PA., JULY 21-26.

ROHR'S MODERN MIDWAY

WANT GIRL SHOW FOR 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 Ferris Wheel Man with chauffeur's license, also Bingo Counter Help.

FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner Roodhouse, Ill., July 22-26; then as per route.

SOUTHLAND AMUSEMENTS

Want—Want—Want—Want for all Fairs and Celebrations Until November 1.

CONCESSIONS—Balloon Darts, Hi-Striker, Milk Bottles, Ice Cream Waffles, Parakeet Pitch, Lamp Pitch, Novellies, Bumper and Fish Pond, etc., for following Fairs and Celebrations: Dothan, Ala., Graceville, Crestview, Perry, Ashford, Blountstown, Port St. Joe, Colquitt, Donalsonville & Blakely Fair & Peanut Festival. Two more Fairs pending. Geo. Pence and Russell Cooper, write Can place Ride Help, pay all you are worth, must drive and have driver's license. Can place few Concession Agents. Can use Free Act starting week of September 8. High Pole preferred. Can also place nice Bingo for 3 weeks in October. Space is limited. Write. First come first served. NO PHONE CALLS.

All replies to E. J. (ED) GORDON, Gen. Mgr., Gen. Del., Panama City, Fla.

MIDWAY OF MIRTH SKOWS

Want Bingo. Concessions of all kinds. No "ex." For the Benton, Ill., Falr, July 27-Aug. 2. Albion, Ill., Free Fair to follow. Can also place Ferris Wheel Foreman, must drive. Address:

STEWARDSON, ILL., This Week.

CONCESSIONS WANTED

For Lambertville, Mich., Homecoming—July 24-27,
Sponsored by 12 organizations.
Can use Kid Rides for this spot and balance of season. W. B. J. SHOWS, Swanton, Ohio

SHADE GAP, PA.

Soldiers and Sailors' Fair and Picnic

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.

TATHAM BROS.' COMBINED SHOWS

PRESENTING FREE STAGESHOW WITH BIG-NAME STARS.

We have Illinois' best fairs: Milford, July 28-Aug. 1; then the largest County Fair in the nation at Bloomington, Aug. 4-7; McLean, Aug. 8-10, and the Captennial Fair of Greenville, Aug. 18-23. Want Concessions, Hanky Panks only. Want clean Side Shows.

BILL TATHAM

Roberts, Illinois

VOLUNTEER SHOWS

VOLUNTEER SHOWS

Franklin, Ky., July 21-24; Muldraugh (Ft. Knox), July 28-August 2; Berea, Ky., 4-9; Richmond, Ky., 11-16; Fairs through November.

CONCESSIONS—Snow, Floss, Photo, Fish Pond, Cork Gallery, Six Cats, Swinger, Buckets, Age & Weight, Pitch-Till-You-Win, Long and Short Range Gallery, String Game, Spindle, Balloon Dart. Tip Over Coke, Jewelry, SiGOWS—Snake Show or any Grind Show. AGENTS—Pin Store, Razzle, Skillo, Buckets, Six Cats, Hanky Panks of all kinds. Bingo Operator with Help, also Ticket Sellers. FOR SALE—One 16 x 29 Bingo and stock with we top; one set of 12 Diggers—will book same. RIDES—Tilt, Octopus, Rolloplane, Coaster, set of Kiddle Rides. Joe Edwards, contact, RALPH DECKER, Bus. Mgr. — C. R. LEONARD, Mgr.

MOTOR STATE EXPOSITION

Want for Summitville, Ind., Fair, July 29-Aug. 2; Marshall County Fair, Argos, Ind., Aug. 4-9; Wayne County Fair, Believille, Mich., and balance of continuous route of all fairs, including 8 fairs in Mississippl and Alabama late fall. Want Haukles of all types. Alibis with Hankles. Also family-type Shows. Funhouse Help, Foremen for Tilt and Rock, also Second Men who drive: Positively no Justies. Will place 2 or 3 Kiddie Rides. Address Manager, Poulding, Ohio, July 23-26.

MARKS-MANNING COMBINED SHOWS

14-FAIRS-14

LYNCHBURG, VA. July 28-Aug. 2

CARNIVALS

CHARLOTTESVILLE, VA. Aug. 18-23

HICKORY, N. C. Sept. 8-13

ORANGEBURG, S. C. Oct. 6-11

HENDERSONVILLE, N. C. Aug. 4-9 WOODSTOCK, VA. Aug. 25-30 ALBEMARLE, N. C. Sept. 15-20 ATHENS, GA. Oct. 13-18 COVINGTON, VA.

ROANOKE, VA. Sept. 1-6 MONROE, N. C. Sept. 22-27 SELMA, ALA. Oct. 20-25 NEWBERRY, S. C. Sept. 29-Oct. 4 MARIANNA, FLA. Oct. 27-Nov. 1

CONCESSIONS: Hanky Panks of all kinds. Bear Pitch, Glass Pitch, Basketball, Jewelry, Eats, Drinks, Novelties, Scale & Age, Penny Arcade.

Aug. 11-16

SHOWS: Want Talker for Girl Show, have three Girls, Show in operation. Want Jig Show, we have complete outfit; can place Grind Shows. Le-Ola can place Working Acts for Side Show. Al Renton, contact John Marks.

Write or wire ROSS MANNING, Lexington, Va.

W. R. GEREN Presents

Want for the following fairs—Hanky Panks only. No Flats, no Camps, no Gal Shows. All answers wire Western Union; no phone calls.

Martin County Fair, Shoals, Ind., July 28 to August 2; Puttman County Fair, Greencastle, Ind., August 4 to 9; Morgan County Fair, Martinsville, Ind., August 11 to 15; LaRue County Fair, Hodgenville, Ky., August 18 to 23; Grayson County Fair, Litchfield Ky., August 26 to September 1; Brandenburg, Ky., Fair; Versailles, Ind., Pumpkin Show, and Aurora, Ind., Farmers' Fair to follow. Play this route and you will have

Want Wheel Foreman, must know his business, be sober and reliable. Salary tops: All replies wire Western Union, this week Salem, Ind.

W. R. GEREN

11138 Penrose St. Sun Valley, California

CECCHINI & LEVAGGI

P. O. Box 637 Sun Valley, California

SHOWS

NOW BOOKING CONCESSIONS FOR FAIRS

ANTIOCH and BISHOP, CALIFORNIA JULY 31 — AUGUST 3

> Only Clean, Legitimate Concessions Need Apply PHONE-WRITE-WIRE AT ONCE CECCHINI & LEVAGGI

11138 Penrose, Sun Valley, Calif .- Phone: CHase 7-6301

THE GREEN TREE SHOWS, INC.

WANT FOR THE FOLLOWING FAIRS:

HARRISON COUNTY FAIR, Cynthiana, Ky., July 21-26 BOURBON COUNTY FAIR, Paris, Ky., July 28-Aug. 3 RUSSELL COUNTY FAIR, Russell Springs, Ky., Aug. 4-9 ESTILL COUNTY FAIR, Irvine, Ky., Aug. 11-16 WISE COUNTY FAIR, Wise, Va., Aug. 18-23

CONCESSIONS: Cookhouse, Grab Joint, Bingo, Long Range, Pitches of all kind, two Count Stores with Hanky Panks, one Bowling Alley, all Merchandise Concessions. Most all Concessions open, join now.

LEE COUNTY FAIR, Pennington Gap, Va., Aug. 25-30 TENNESSEE-CAROLINA FAIR, Newport, Tenn., Sept. 1-6 SCOTT COUNTY FAIR, Dungannon, Va., Sept. 8-13 POWELL COUNTY FAIR, Stanton, Ky., Sept. 15-20 5 GEORGIA FAIRS to Follow

SHOWS: Any family-type Show join now. RIDES: Will book two Kid Rides and two more major Rides not conflicting starting valse, Fair.

Playing Tobacco Country and Crops best in years. Plenty of money here. Contact JOHN M. HULS, c/o The Green Tree Shows, Inc., as per route

WANTED -

FOR KANE COUNTY FAIR, ST. CHARLES, ILL., JULY 30 THRU AUG. 8.
100,000 Gate Attendance Last Year.
SHOWS—Family-Type Shows of all kinds. Athletic, Snake, Fat, etc.
CONCESSIONS of all types.

PAUL DISPENSA
Elmhurst, Illingis. Phone: Terrace 2-7763. No Collects.



ATTRACTIONS On earth. Devil's Child, Walf Boy, Jungle Pygmles, many others. Free Folder. Tate's Curiosity Shop 3858 E. Van Buren St. Phoenix, Ariz.

STRANGEST

MIDWAY CONFAB

Association, is in Leo N. Levi Memorial Hospital, Hot Springs, and would appreciate mail. . . Joe the Grinder was a recent visitor to O. C. Buck Shows. . . Lowell and Lois Kriel played Des Moines and Moline, Ill., on July 4 and 5, and Sherrard, Ill., July 11. . . Nellie Jones, dancer and wife of Doc Jones, is confined following surgery at Route 2, Box 112, Dallas, N. C., and would appreciate mail.

tle League celebration. Event starts November 15. . . . Joe Palmer, for-

Jack Wilson and Walter Whit-mer, of P. L. Patterson's conces-sions on Heart of America Shows, Jack Wilson and Walter Whitmer, of P. L. Patterson's concessions on Heart of America Shows, celebrated their birthdays at Manhattan, Kan., with coffee and cake for all the personnel. Mary Kay Irish, formerly with the Collins, Siebrand and Calvacade of Amusements, is confined to Ward 2. Room 215, of the University of Illinois Hospital in Chicago and would like to get mail. The address is 840 South Wood Street, Chicago.

Ward Hall, Side Show op on World of Pleasure, was guest of honor at a surprise birthday party in the Diane De Elgar trailer on June 24. Hall received several boxes of cigars and the guests boxes of cigars and the guests dined on fried chicken, birthday cake and ice cream. Guests included Tex Arnold, Tommy Mirth, George Kiley, Robert Gillespie, Howard Bisel, Harry Leonard, Peter Terhurne, Robert De Val, Rodney Harris, Bert Moore, Ken Witmer, Mr. and Mrs. Fred C. Landrus and Charles Landrus.

Clarence Heemstra and Ronald Kraftor, ride foremen, have joined forces and are operating an African dip and a pan pitch in the Chicago area. Roy Carey, longtime concession op, is a patient in Lakeside Hospital, De Funiak Springs, Fla., and would like to get mail. Recent visitors at the Walter B. Fox Charles H. King Jr., Frank W. Peppers, Charles Crichton, Johnnie Adams and Herb Knight.

Prof. Willie J. Bernard writes that he'll be playing fairs this fall independently and has purchased a car and a house trailer. His wife will remain at home in Hancock, N. H., due to ill health.

N. L. (Whitie) Dixon advises that he has joined the T. J. Tidwell Shows as legal adjuster.

Line-up on Charles LeRoy's Side Show on Thomas Joyland in-cludes Alton Stevens, ticket box No. 1; Dave Johnson, box No. 2; Wesley Blair, inside emsee, magic and puppets; Helen Merritt, rubber skin girl; Betty Jean, atomic girl; Esther and Blair, trunk escape and guillotine; Joe Clark, fire eater; Bertie LePaige, annex, and Anna LeRoy, ticket seller on annex. . . Bozo Clarke, long-time outdoor worker, is doing circula-tion work for the Bowery News, New York.

E. M. McPherson, owner of the former show bearing his name, writes from E. J. Meyer Memorial Hospital, Buffalo, that he plans to take out a small show next year. McPherson, who has been confined the past 10 years, expects to

Martin M. Weiss, executive sec-be discharged in September and retary of the Miami Showmen's Association, is in Leo N. Levi Me-tennial. Plans are to carry a half

Jones, dancer and wife of Doc Jones, is confined following surgery at Route 2, Box 112, Dallas, N. C., and would appreciate mail.

A number of members of the Detroit club's auxiliary showered Mrs. John Balog recently at the Livonia, Mich., home of Mrs. Paul Greeley. Guests included Ethel Lovejoy, Louise Rogers, Mrs. John (Sugar) Oiseo, Jane Lauchner, Fern Griffin, Ann Borker, Margie Mansell, Margie Brown, Leona Bennett and Fern Manchenko. . . Turner Scott writes that he has closed to provide the rides for the fifth year at the Orlando, Fla., 10-week Little League celebration. Event starts November 15.

American Beauty Shows was completely washed out on July 3 at Red Oaks, Ia. H. W. Bartholo-November 15... Joe Fainler, for mer concession op with Conklin, writes he plans to retire from the road and open a clothing store in the near future.

at Red Oaks, Ia. H. w. Bartinov mew, owner, directed a crew that took all the motors, except those on the kid rides, to safety and moved some of the trailers to high moved some of the trailers to high ground. By the next morning the

> Eddie's Exposition Shows reversed the procedure. Had big business the week of July 4, best in years, according to Eddie Dietz. He added that he's booked the Butler, Pa., free fair. . . Visitors to James H. Drew World's Fair Shows included Frank T. Griffith, G. C. Mitchell Mrs. Marris Miller. G. C. Mitchell, Mrs. Morris Miller, Maurice Miller, Mrs. Francis Griffith, Harry Simpson, Mr. and Mrs. Fred Cantrell.

Jimmy and Jackie Cady report they had a good July 4 with the girl show at Salem, Mo., with Fun-land Shows. . . Barbara LeMay has her geek show on Drago No. 1. . . Richard De La Mare, son of Joe and Marg Stevens, is currently assistant manager of the family concessions but will return to the University of Houston in the fall.

Mr. and Mrs. C. I. Levin of Midwest Merchandise, visited Heart of America Shows at Wamego, Kan. . . Blackie Schofield, veteran legal adjuster, is now with Heart of America. . . Mr. and Mrs. John Snobar were guests of honor at a birthday party on (Continued on page 90)

PHIL'S STATUARY

9861 New Hammond Hwy., Baton Rouge, La. Phone: WA 1-5504

STUMBO'S TRI-STATE SHOWS

Want Wheel and Merry-Go-Round Operators. Want Photos, Diggers. String Game, Cig Gallery or any Concession not conflicting. Green Forest, Ark, this week; then Colcord, Okla. P.S.: Sallor Peterson, come on. "Larry."

WANTED TO BUY FERRIS

CHAMBER OF COMMERCE Corning, Ark.

Gooding No. 10 Matches '57 at Adrian, Mich.

Amusement Company's No. 10 unit played the three-day Independence Day celebration on the Lenawee County Fairgrounds under auspices tural Society

Despite rain early in the morning and late at night on the Fourth, and rain on Saturday evening, closbusiness san about equal

last year.

This unit, generally typical of the Gooding Shows, has been en-joying about a 5 per cent increase in business over last season, accord-ing to Manager Harry Moore. One reason for this favorable record has been that the route has usually been into farming communities, where spending is not off as it is

where spending is not off as it is in industrial areas.

The unit has moved out of winter quarters to play a week in the suburbs under auspices of the Franklin Heights High School. Weather and location combined to make grosses here disappointing. The next stand was at Dayton, which proved satisfactory, running a little ahead of last year. The show then moved to Cleveland for a church event and enjoyed good business despite adverse weather. The annual Corn City Festival, Deshler, O., followed, which proved a good one. Featured event

Del Mar Fair's **Concession Biz** Shows 10% Gain Paper Lauds

business at the Southern California Exposition, which set a new attendance record of 241.892 during its ance record of 241.892 during its 10-day run ending Sunday (6), was more than 10 per cent ahead of last year, Louis Cecchini, partner in Cecchini & Levaggi, operators who handled midway space for the fair, said here.

Cecchini & Levaggi operated the concessions last year on a one-year basis. The same operation was in effect this year, the first of a five-year contract. Firm represented the fair and also had its own stands.

C&L sold 1,250 feet as the fair's agents. Fair Time Shows, Inc., which supplied the rides, was alloted 200 feet for its regular concessionaires.

Of the 1,250 feet, approximately 450 feet was in semi-portable stands which C&L used for the first time at the National Orange Show in San Bernardino. Stands use fluorescent lighting and plastic colored slanted roofs.

Cecchini said that games business was behind last year's on opening day, June 27, but pulled up to 10 to 15 per cent higher on subsequent days, except July 4, when its comparable activity was 20 per cent ahead of 1957. 20 per cent ahead of 1957.

Five food stands, each with a different product, were spotted to-gether to the left of the Fair Times Shows midway entrance. Space Shows midway entrance. Space sales also included three shows two operated by Joe Blash and Lloyd Hilligoss and one by Clyde

Games operators and stands in-oluded Joe Blash, 7; Lloyd Hilli-goss, 4; Steve Vaughn, 2; Sam Cottone, 2; Del Vecchio, 3; Red Dauer, 3; and Charles Martin, Mimi Couch, Mrs. Wickers, Robert Ossage, Lucy Longo, Jack Anti-nori, Pat Monzo, Ben Kirk, Elwood Lorman, Wilhoit, Humberston, and Gilston, one each. George Char-bonneau and Bob Matthews had enting stands.

ADRIAN, Mich. — Gooding musement Company's No. 10 unit ayed the three-day Independence ay celebration on the Lenawee ounty Fairgrounds under auspices the Lenawee County Agriculture. This stand also featured at the control of the stand also featured as the standard as the

business still proved quite satisfactory. This stand also featured a well-received chicken dinner.

The unit then split, part of the rides moving into Cleveland to play for the Highland Heights Home Day, but patronage was a way off as a result of industrial unemployment. The kiddie rides went to Harbor View, O., for the Yacht Chib Revue and did well, making three engagements in a week for the unit.

The Adrian engagement for the Fourth followed, marking the first venture into Michigan this season.

venture into Michigan this season. Hudson, Mich., followed, and then a jump to Easton Rapids on the grounds of the Yeterans of Foreign Wars National Home for Children.

Roster of key personnel includes: Floyd E. Gooding, owner; Harry Moore, manager; Patience Moore, secretary; James Kelly Jr., elec-

trician.
Rides—Merry-Go-Round, Virgis
Stires and Joseph' Righter; Ferris
Wheel, James Kelly Jr., and David
Fields; Kiddie rides, Robert Nolan,
Dale Todd and Charles Gerardot
Octopus, Matthew Payliscotti,
George Dillon and Howard Homminga Jr., and Roller Coaster, Harold Massie and Franklin Price.
Concessionaires—Harry Beer, 3;

Concessionaires—Harry Beer, 3; Ted Underwood, 3; Joe Shindler, 4; Devine, snow cones; Petri, jew-elry, and Neal Carlin, 7. Bennett's Small Man Show was scheduled to join the unit at Hudson.

Drew Shows in Editorial

MIDDLESBORO, Ky. - The Middlesboro Daily News com-plimented the James H. Drew Shows and its sponsors, the Jay-cees, on its recent stand in this Kentucky town.

In an editorial titled "Good Show," the writer said: "Congratulations to the Middles-

boro Jaycees.

This may sound sort of corny when you first read it, but we don't think it is.

"The Jaycees' second annual Tri-State Fair winds up tonight and they should receive much credit for the week-long activity.

for the week-long activity.

"Not to be counted in the least is the firm which they contracted with for the rides and shows.

"The James H. Drew Shows brought rides of interest. Rides which reached down into your belly and brought out those old-time thrills.

"But at the same time, the operators of the rides were cleanshaven, clean clothed and well mannered. There was none of the old grease and oil of the old days. There were no long beards. There were no dirty clothes.

"And best of all, there were no 'girly' shows which were repulsive and at the same time attractive.

"There was no gambling without gambling tents."

and at the same time attractive.

"There was no gambling without gambling tents.

"Sure, there were some games of chance. But they were not the type where you faced unsurmountable odds. They offered a chance to win something every time."

"To bring such a show into our city not only is a commendable doing by the Jaycees, but it is commendable to the show itself that it can keep a good standing and continue to operate year after year."

GOODING AMUSEMENT CONCESSIONS WANTED

JULY 28-AUGUST 2 ELNORA, IND. DAVIESS COUNTY FAIR

Place Hanky Panks and Direct Sales, No Eats or Drinks

AUG. 4-8 BICKNELL, IND.
KNOX COUNTY FAIR
Can place all Hanky
Panks, most Direct JULY 31-AUG. 2 WEST LAFAYETTE, OHIO ANNUAL HOMECOMING Place all Hanky Panks and Direct Sales, No eats or drinks.

AUG. 4-9 MONROE, MICH. MONROE COUNTY FAIR Can place Photos, Hi-Striker, Shert Range, Guoss-Your-Age, Cus tard, Taffy, French Fries and Pronto Pups

CENTERVILLE, IND.

WAYNE COUNTY

4-H FAIR

Can place all Hanky
Panks, most Direct
Seles. Can place Cookhouse.

AUG. 3.8

AUG. 5-9 BRYAN, OHIO JUBILEE place all Manky ks and Direct Sales. eats or drinks.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.

e LAMUSEMENT

Want for Zumbrota, Minn., Fair week July 28, and for balance of season ending at the American Legion Fair, 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, Navelties, Ica Cream, Derby, Pitch-Till-You-Win, Hoopla, Hats and Ball Games, Cookhouse, Foot Longs, Long Range, High Striker and Nickel Roll.

have licenses. J T. Hutchens wants "Half and Half" Annex Attraction. Want Agents for Hanky Panks. Also want Second Men on Caterpillar and Rock-O-Plane, \$50.00, must drive.

All address: MT. PLEASANT, IOWA (Fair), this week; then Zumbrota, Minn.

OZARK EMPIRE FAIR, SPRINGFIELD, MO.

August 9-15

RIDES—Can place non-conflicting major Rides such as Twister (J. D. Floyd, answer), Helicopter, Turnpike, Dark Ride (Whitey Richards, answer), Spinaroo, Flying Scooters, Funhouse and two more flashy, non-conflicting Kiddie Rides.

SHOWS—Excellent spot for Circus Side Show, Motordrome, Mechanical Village or any Grind Shows of merit whose equipment is up to our standard. Nat Mercy wants two outstanding Chorus Girls for Follies Revue starting at Springfield.

CONCESSIONS FOR SPRINGFIELD

Auction Store for Springfield only. Cotton Candy, Sno-Ball, Pronto Pups, Novelties, Hats, Scales, Photos, Bazooka, Derby, Jewelry, all Hanky Panks, Pitchmen and Demonstrators. Ep Glosser wants Swinger Agents now.

AL KUNZ, Owner & Mgr., HETH SHOWS, Mt. Vernon, Ill., State Fair this week; Olney, Ill., July 28-Aug. 1; Altamont, Ill., Aug. 2-6. Phone in office at Olney. #.......



Charleston, Ill.; Warsaw, Ind.; Bay City, Mich.; Coldwater, Mich.; Alpena, Mich., and then big Southern Fairs.

RIDES

Can place Hanky Panks; need Water Games, Scales, | Will book Dark Ride. Also other non-conflicting Rides for Warsaw.

HELP

SHOWS Have good proposition for Fun House Operator, or will book Fun House for season. Also want Monkey Drome, Motor Drome and any family type Shows, George Pence needs Man for Second Wheel and any other useful Ride Help who drive.

WANT DIESEL ELECTRICIAN FOR 2 G. M. PLANTS

ADDRESS: Eldorado, III., this week; then per route

AND DESCRIPTION OF THE PROPERTY OF THE PROPERT

NOW BOOKING For Fairs Starting JULY 31 thru SEPT. 14

Playing Colorado. Hanky Panks of all kinds, Long Range,

Short Range, Binga. Want Shows with own equipment. No Collect Calls ar Wires. Contact

MERLE NELSON

1480 Eppinger, Denver 16, Colo. Phone ATlas 7-4895

GRAND AMERICAN SHOWS

Want for 7 Big Iowa Fairs

Butler County, Allison, July 31-Aug. 4; Jackson County, Maquoketa. Aug. 8-10; Hardin County, Eldora, Aug. 11-14; Central Iowa, Marshalltown, Aug. 16-19; Howard County, Cresco, Aug. 21-24; Dunlap District, Dunlap, Aug. 28-28; Dayton Rodeo, Dayton, Aug. 30-Sept. 1.

WANT Grind Shows and Arcade. WANT Concessions that work for stock. WANT Photo and Bingo, WANT Ride Help who have chauffeur's license and drive trucks. W. L. Johnson wants Agents for 6ix Cats and Swinger.

L. O. WEAVER, MGR.
Jesup, Town, July 21-22; Traer, 24-26; Ackley, 26-29.

LAST CALL Delaware County Fair

10 Days opening Thursday, July 24 MUNCIE, INDIANA

- CAN PLACE —

CONCESSIONS: Photos, African Dip, Basket Ball, Diggers, Long and Short Range, Bird Pitch, Scale and Age and other Hanky Panks and outright sales

SHOWS: Have space available for 2 Grind Shows. Can place Glass House. (Bud Humphreys, please contact).

Roger Young wants Agents for Hanky Panks, Alibis and Tip-Up Coke.

> All replies via Western Union to

D. WADE W. G. WADE SHOWS

Muncie, Indiana

HEART OF AMERICA SHOWS WANT

RIDE HELP

Wheel Foreman, top money. Also other First-Class Help. Address: Downs, Kans., this week; then per route.

"Milwaukee and Wisconsin Fairs" BELLE CITY SHOWS WANT

Skill & Science Concessions & Small Shows. 3rd Ward (No. Jackson St.), July 24 to 27; all Fairs to follow. Antigo, Merrill. Ladysmith, Wausaukee, Rhinelander, Shawano and Weyauwega, Wis., Proven Fairs; we play only the best.

STAFFORD'S SHOWS

Want Photo, Cotton Candy, Short Range, Six Cats, Pitch-Till-U-Win, any Stock Stores. Can use Till for Roundup or Octopus for the following Fairs and Celebrations: Waveland, Ind., July 22-26; Russellville 4-H Fair, July 30-Aug. 21 Indianapolis, Aug. 4-9; Gaston, Aug.13-16; Veedersburg, Aug. 20-23; Fontanette Baan Dinner, Aug. 28-31. Call or Wire as routed. RALPH STAFFORD

WANTED

Ten Hanky Pank Agents. Also Man to operate four rides.

UNCLE JOE'S AMUSEMENTS Comanche, Okla., Picnic, July 21-26; Electra, Texas, July 28-Aug. 2.

WANTED

Hat Machine Operator for three

JOE CONWAY 3264 W. 25th St., Cleveland 9, O. ******

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

SIDE SHOW

Enlarging for fairs
Want Inside Lecturer, Sword Swallower,
Magician or any good Working Act. Join

NORA or DICKLE HILBURN c/o AMUSEMENTS OF AMERICA Absecon, N. J.

WANTED

One Wheel Operator with own wheel and post and 4 Count Store Agents for 10 weeks in Ontario. Phone or wire

AL KRANTZ c/o Reeta Hotel, Welland, Ont. (call after midnight; no collect calls).

WADE SHOWS William Jacobs, Owner Of W.B.J. Shows, Dies

W.B.J. Shows for the season were saddened by the sudden death of veteran owner William B. Jacobs on July 4, which, ironically, was his 70th birthday.

motion picture projectionist in Toledo when off the road. Before bringing out his own show that the show over thru Sunday, giving them a warm, clear day—ideal carnival weather.

The No. 2 unit opened in the show over thru sunday. bringing out his own show he was on the road as a billposter with the old Barnum & Bailey Circus.

His widow, Mrs. Catherine Jacobs, plans to carry on the business. She has been actively associated with him in the business for years, and usually managed the No. 1 unit, while Jacobs managed

The Dundee date was the first

Automated

• Continued from page 86

on all of the many phases of record-keeping and readily provides duplicate totals for use by fair or other sponsoring commit-

Costing \$6,200, the machine will pay for itself early in its life, Paul Olson, co-owner and manager of the show, maintains.

The use of the machine has eliminated one man in the office and at season's end will add up to

a big saving, Olson points out. Ed Machamer, office secretary, is delighted with the operation.

Machamer worked out the system of cards used for tabulating ride and show receipts in collaboration with representatives of the Burroughs Company. He also spent some time at a Burroughs installation learning how to operate the machine.

CHERRY PARK FAIR

SEPT. 5, 6, 7, AVON, CONN.

Horse Races, Horse Show, finest In Country, Sponored by Avon Lions' Club, Want: Rides, Shows, Concessions, Skill Games only. Write to

CHERRY PARK Avon, Conn. Phone OR 3-3692

This is the only bona fide Fairgrounds near Hartford.

WANT FOR FAIRS:

Round-Up, Rock-o-Plane, Pony Ride, family type Shows, Cookhouse, Photos, Hanky Panks. Also Ell Foreman; Schiff Coaster, Second Men who drive. Princeton, Ill., now; Marengo, Mancheste, Boone, Tipton, lowa, follow. Then Wisconsin Fairs. Contact

Dyers Greater Shows

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.

FOR SALE

No. 5 Ell Wheel, good condition; Metro
Derby, Electric Chair, Escape Cabinet,
cheap. Also Double Slum Spindle, Evans
Skillo and Wheel, Ball Game.

PLAYLAND
Box 557 Victoria, Texas

WANTED

Experienced Salt Water Agent, Hildreth Puller Package Machine Wrapper. Strong route of fairs.

ED FELSKE c/o Century Shows Grand Forks, North Dakota

CUDDLES

Please contact me. Very urgent. Love, MUSCLES.

DUNDEE, Mich.—The Independence Day celebration here and the opening of the second unit by was rained out, but the Fourth proved lucrative, with no rain hitting until 10:45 p.m. On Saturday, rainy weather hurt again, and business was off, but it was decided, by suggestion of the sponsors, to hold the show over thru

The No. 2 unit opened in May-bee at Veterans Memorial Park under veterans' auspices for a twoday stand only on Saturday, with a chicken dinner as the feature of the Sunday celebration. The show moved out of winter quarters at Swanton, O., to open the season June 6 at Oak Harber, under Chamber of Commerce Auspices, to poor business as a result of cold weather. Next stand was at Markeville, Ind., under VFW auspices, where the show was blown down by a tornado on Friday the 13th by a tornado on Friday the 13th, doing about \$6,000 damage. Most units were able to get back in some kind of operating condition by evening, with full replacements just being completed. Business was off badly as a result of the storm.

The show moved next to Bourbon, Ind., under VFW auspices again, but business was poor as a result of cold and rain. Next stand, just before Dundee, was at Woodburn, Ind., again for the VFW, which proved the best of the season to date, especially for the rides and for such concessions

as popcorn.
The two show units are carrying three rides and up to about 20 concessions each, with some interchanging of equipment according to the week's booking requirements. From Dundee, the No. 1 unit moved into Indiana, playing at Parker, while No. 2 was to move to Millberry, O., with routes covering the tri-state area for the balance of the season, largely celebrations of varied

Roster of key personnel in-cludes: Mrs. William B. (Catherine) Jones, owner-manager.

No. 1 unit: Joe Clum, Merry-Go-Round foreman; James Mc-Bryde, Merry-Go-Round foreman, with James Musgrave; Willis Lewis, Swings foreman, with Edward Bryan.

Concessionaires: Hattie Weisnet, popcorn and cotton candy; Claude and Sarah Matthews, cookhouse, with Jackie and Junior Matthews; with Jackie and Junior Matthews; Bill and Thelma Everts, peanuts and candy apples; Joe and Kitty Reynolds, 6; Orville Groves, 4, with Ray Bair, Dan Bair, Eudora Groves, Carl Groves, Jack Garvick, and Lawrence Shope; Frank and Louise Dubey, jewelry; Brady Bousman, snow cones.

No. 2 show: Ferris Wheel, Charles Howie; Merry-Go-Round, Frank Stamm; Kiddie Rides (2), Bob Tucker; Orville Groves, Coke bottle joint, with Glenn Groves,

Olson Preps

• Continued from page 88

but receipts for the full engagement were cut by rain the previous two days.

Among the outstanding back-end units on the show for the first time are the Glass House and Dark Ride owned by Bruno Zacchini, and the Funhouse, owned by Emil Hoffman.

Pete Kortes, Side Show operator, was expecting delivery here of a new top from the U. S. Tent & Awning Company. Lash La Rue's Western Show

is slated to join at the Illinois State Ray Cramer, show trainmaster, is back on the job after recovering

from double pneumonia.

Va. Greater Adds Fair at Hartsville

DOVER, Del .-- Virginia Greater Shows has secured a fence-tofence contract for all amusements at the Darlington County Fair in Hartsville, S. C., running October 20-25, Agent William B. Murray reports.

The show, managed by Rocco Masucci, will direct and stage the event. Murray will handle the details. Masucci reports that Joe Corri operates a special parking space on the show for its still dates and fairs.

Hartsville is run by the Woodmen of the World, and will have exhibits by 4-H clubs, and farm, women's, merchants and other elements. An 80 by 350-foot tent has been acquired for displays. Committee chairman is Joseph W.

Johnson Jr.

MIDWAY CONFAB

• Continued from page 88

Western Shows. Guests included Mr. and Mrs. Ted Pruss, Mr. and Mrs. William Shirman, Mrs. Shirley Carpine, Sandra Snobar, Samuel Snobar, Mr. and Mrs. Wayne Andycox, Evelyn O'Kelley, Spick Wall, Jimmy Cline, and the couple's 11 grandchildren.

Fred G. Wright, concessionaire, writes that he's been in Hillsborugh County Hospital, Tampa for nine months and would appresints mail ciate mail. . . Personnel of the No. 2 unit of Western Shows recently marked the organization's 30th anniversary with a party in Newport, Wash. Participating were Bill Hoag, Everett Otterstrom, Walt Baker, Harold and Darrell Moore, the Norman Colvins, Harry Clough, Cliff Spinks, Marie and Andy Carnagie, Ray Walker, Bob King, Isabell Carsner, Shorty Con-nine, Harold and Donna Halvorson, Clarence Wildermouth, Mr. and Mrs. Hank Moore and Frank and Hazel Robinson.

Fred Owens, painter, is in Dade County Home, Miami 56, recuperating from surgery. Jim Stutz, former Hitler car op, is now in the novelty business in El Paso, Tex. . . Frank W. Peppers has been operating at Fort Walton, Fla., prior to playing his Georgia circuit of fairs. . . . Mr. and Mrs. Bobbie Kline recently visited Hattie Wagner in Mobile.

Murray Quits

• Continued from page 86

Continued from page 86

Show-owned rides: Merry-Go-Round—Al Soubhwell, foreman; Harry McMichaels. Ferris Wheel—Louis Harris, foreman; John Skelton. Tilt-a-Whitl—Robert Hannafüs, foreman; Howell F. Elrod. Roloplane—William Wolff, foreman; Harold Duncan. Kiddle Rides (3)—Don Finney, foreman; William Willmer.

Independent rides: Octopus—Jerry Rupp, owner; Eddle Potter, helper.
Concessionaires: Mr. and Mrs. John P. Viznis, popoorn; Ruth K. Stewart, agent. Less Moss, diggers; Mr. and Mrs. John P. Viznis, poposen; Ruth K. Stewart, agent. Less Moss, diggers; Mr. and Mrs. Glark Swain, cookhouse: Sadie Wallace, John Hudepohl, and Kenneth Burke, staff, Russ and Letty Tossy, (2). John Pollie, bingo; George Kurtz, calier. Robert Ferdinambsen, Penny Arcade; William Hill and Donald Armstrong, agents; Glenn A. Young, 2; Marion Smith and William Meyers, agents. Laure Bakers and Tommy (Paddles) Reisner, parakeet pitch. Alex Fassbender, long range shooting gallery. Bennie H. Merritt, 4; Wilbur Bray, Frieda Merritt, Roy (Red) Jewell, and Bob Hascall, agents. Poster Mudry, 4; Steve Simons, manager; Betty MoAneeny, Bill Martin, and Philip Piteau, agents, Harold Whitmar, novelties; Jim Shingeck, agent. Robert and Lillian Petrie, jewelry.

FOR SALE

Long Range Gallery, two King Galleries, one 20-ft.; one 18-ft.; complete; 10 Guns; or will trade on Popcorn Trailer, Cook House or Glass House. Write or call

CARL CARLIN Buckeye Lake, Ohio

NELL'S UNITED SHOWS

All Celebrations and Fairs—two and three per week. Low privilege.
Can use Grab, Popcorn, Candy Apples, Snow and Floss, Ball Game, String Game, Bumper, Foot Long and any other Hanky Panks only not conflicting.
White Lake, S. D., July 22-24; Bontille, 25-26; Akron, Iowa, 28-30; Huddon, S. D., 31-Aug. 1; Oto, Jowa, 4-5; Deep Rapids, Iowa, 7-9; Ashton, S. D., 12; Ringsted, Iowa, 13-14; Farley, 18-20; Neligh, Neb., 22-24; Marcus, Iowa, 25-27; Tripp, S. D., 28-30. All replies to

GEO. NELSON

CAPELL BROS. SHOWS

SHOWS
From now until Dec. 1 in Arizona, thru Idaho, Wyoming, Colorado, New Mexico where the money is. WANT Photos, Age and Scales, Short Range. Ball Games, Stock and Slum Concessions of all kinds. Low privilege. Can place lianky Pank Agents. WANT Shows with own frame up, low P.C. Want Ride Help for 10 Rides, Also capable Banner Man. Capable Show People. contact. Address.

"DOC" CAPELL
Oakley, Idaho (Fair), this week; Fairfield, Idaho (Fair), next week; then per route.

HELP WANTED

Drome Rider, Kiddie Ride Help, Ticket Sellers, Candy Floss Operator.

Contact

EARL PURTLE

New Castle, Pa., until July 31; then Ionia, Mich., Fair.

COATES RIDES AND SHOWS

Now booking for the following spots— Ubly, Shepherd, Weldman and Winn, all Street Celebrations in Michican. This show will be out until September 23. Want Hanky Panks that do not conflict. All replies to GENE COATES, General Manager and Owner, JOHN CUTTER, General Agent and Concession Manager, as per route.

P.S.: For sale: Cookhouse booked on this show, all locations.

Thank You OLIVER KELLY, JR.

Concession Dept.,
Cetiin & Wilson Shows
for your BUICK ROADMASTER
purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347

Altoone, Pa.

CARNIVAL FOR SALE

Now playing profitable route of 18 fairs
and celebrations. Has always received
wonderful returns on investment. Do not
get in touch unless you have \$20,000.00
cash; no dickering, no promoters. Be
ready to assume route at once. Sickness
only reason for selling show. Conslats
of 4 Major, 2 Kiddle Rides, 1 Fun House,
Hot Wagon, Wire, Junction Boxes,
Trucks, Trailers, etc. Write: 8ox 721,
c/o The Billboard, 390 Arcede Bidg.,
51. Louis, Mo.

PETER PAUL **AMUSEMENT**

Need for big Celebration, Firemen's Tournament, Hussisford, Wis., July 31-Aug. 3. Need Hanky Panks, Popcora, Grab. RIDES: Any Major Ride not con-flicting. Need Help on Wheel and Kiddle Ride. All replies to MANAGER, Fort Atkinson, Wis., this week.

FOR SALE

All Rides and Skee Balls are in good condition. CHARLES GARVIN, Beech Bend Park, Bowling Green, Ky. Phone: VI 3-4802

WANTED

Count, Bucket and Swinger Agents.

CHUCK DUMA c/o Jimmle Chanos Shows, Rockport, Ind.

RIDES WANTED

For permanent location at Baugh's New Peanut Park alongside of Baugh's world famous barbecue place, 8 acres of space, 2 miles from Chandler, Ind., 7 miles from Boonville, 10 miles from Evansville,

FLOYD O. BAUGH Route 2, Chandler, Ind

WANT

Concession Trailer equipped for Floss, Popcorn and Candy Apples, Call or wire

CHAS. BAIER Liberty Ave., Pittsburgh, Pa. Phone LOcust 1-4066

WONDERLAND EXPOSITION

CESSIONS—Will book Grab or Cook-ee, Popcorn, Floss and Snow, Bingo, g Range, Slum Stores of all kinds, exclusive Concessions open. Agents Slum Stores, P.C., and Grind Stores.

S—Any major or Kid Rides not connig. Ride Help on all Rides; espey want A-1 Wheel Man, Octopus
man and sober Electrician. Want to
from following people: Owen Jones,
Catherwood, Kitty Kelly, Ken Lear,
h Lambert, B. McDaniel, Mansa,
Ploneer Days, July 21-24; Sand
r. Col., Celebration, 23-27, Geo.
cky" Wilson, John Babe Ruis, Bob
well, Gordon Critchard wire or call
Price.

WANTED CONCESSIONS

SEPT. 1-6 DUNKIRK, N. Y. CHAUTAUQUA COUNTY FAIR

NOW BOOKING ALL KINDS DIRECT SALES AND LEGITIMATE GAMES

GOODING AMUSEMENT CO. 1300 NORTON AVE.

SIDESHOW WORKING ACTS

Who can assist in Lecture, Bally Runt (Johnny Carpenter, wire salary

SLIM KELLEY e/o James E. Strates Shows, Erie, Pa., this week.

HOTROD FOREMAN

fear round work. Can place immediately. ay no object. Contact

DANNY DELL Harrington, Delaware

BINGO HELP

WANTED

infermen and Bingo Callers. Must be sober, no drunks.

AL BOXALL BINGO

AGENTS WANTED

Color Darts, Buckets and Hanky Panks.
Kenny Burt and Curley get in touch.
LUKE BOLENBARKER, c/o Robinson
Greater Shows, Woodbine, Iowa, 21-22.
Griswold, Iowa, 24-26; Tabor, 29-30. All
Pairs and Celebrations to follow.

UNITED EXPOSITION SHOWS

agould, Ark., Centennial on the lets this week; big Army payday next, a Rolla, Mo. Want Bingo Help, also ints for Grind Stores, Hanky Panks Diggers Will book Pretzel Ride. the Merry-Go-Round Foreman who was how. Must drive and he sober. itset

C. A. VERNON Paragould, Ark.

4—PHONEMEN—4

Glant Air Carnival, Civil Air Patrol sponsor. 3 fast weeks. Call Mickery 8-7995, Columbus, Ohio after 6 P.M. No collects, no advances. Geo. Crane, call me.

PHONEMEN

BOOK-UPC'S AND BANNERS Chrm., K. of C. Circus Office Tole.: Orchard 6261 24 South 24th St., Omaha 7, Nebr. Offices opening Lincoln & Hastings

CLIFFORD & BERNICE PERKINS

Open at Warren, Ohio Fair. Be there on the 27th.

T. O. ZACCHINI

Wade Tour Off 10% Due to Bad Weather

BELLEVUE, Mich. — Despite muggy weather and rain, the W. G. Wade Shows enjoyed good evening business at the 125th Anniversary Celebration here. The stand was on a downtown street, with some units spotted on available vacant lots and a small park area adjacent.

area adjacent.

The season as a whole is teported slightly (about 8-10 percent) under last year because of unseasonal cold and rain. The show is carrying eight major and five kiddie rides, a Funhouse and about 25 concessions. Some switch of personnel is being made by Owner W. J. Wade Jr., between this show and the other unit, which is under his personal management, is under his personal management, according to the requirements of each stand.

according to the requirements of each stand.

The shows opened May 16 at Battle Creek under auspices of the Verona Optimist Club, enjoying two good days, with business then dropping off because of cold and rain. Stands at Kalamazoo, Ann Arbor, Port Huron and Mount Morris followed, then a long jump to Mackinaw City for the Mackinae Bridge Dedication Festival for four days. This event was hampered by rain and winds that reached 85 miles per hour. Next stand was the Independence Day celebration at Mount Pleasant—with five showers on the evening of the Fourth typical of the weather that pushed grosses a little under last year. On Saturday the show enjoyed the best children's matinee in the six years it has played that town, it has played that town.

The show moved last week to its The show moved last week to its first fair date, the Mecosta County annual at Big Rapids, adding attractions for the fair route. Delaware-County Fair, Muncie, Ind., follows, then a series of fair dates in Michigan until all units combine to play the 10-day stand at Michigan State Fair, Detroit.

Roster of the W. G. Wade Shows includes:

gan State Fair, Detroit.

Roster of the W. C. Wade Shows includes:

General Staff—W. G. Wade Jr., owner; Doug Wade, manager: Marshall L. Green, secretary; George Foth, electrician; Harry Allen, biliposter; James Blackmon, mail and agent for The Biliboard.

Rides

Show-owned units: Merry-Go-Round—George Kubat, foreman, Ferris Wheel—Ross Bower, foreman; James Wagner, Don Wilson and Harry Beamer, Tilt-a-whirl—Jim Lightner, foreman; Samuel Miller, Richard Evans and Eugene North. Kiddle Rides—Melvin Aldrich, foreman; Robert Aldrich, Raymond LaPoint.

Independent rides: Octopus—E. G. Garvin, owner; Alfred Ferris, foreman; Roy Jones, Spinaroo—Andy Anderson, owner; Edgar James, foreman; Burton Clear, Dipsy Doodle—Milo Rupp, owner; Junnita Rupp and Ernle Smith.

Concessionaires—Roger Young, 12; Quay Franklin, stock manager; Oliver (Shorty) Pettle, foreman; Kenpy Lane, Mo Dod, Richey Veal, Virgil Lane, Laura Young, Pet Manos, Vonnie Manos, Bob Williams, Carl Pierce, Chuck Thompson, Sybil Williams, Pat Adams, Billy Restis, Sam Bard, Teddy Bard, Bill Bolton, Jim Powers, Frank Miller, Onuck and Betty Cline, Mrs. Pierce, Barbara and Sandra Pierce, Jim Edwards, Marvin Miller, Pat Adams and Kenny Lane, agents.

John Merrigan, popopen and dandy floss; Eddie Bukala and Tony Pika, agents. Frank Irwin, 2; Jack Hunter and Walter Mayhew. agents. Harry Allen, novetles; Leo Kelly and Howard Colter, agents. Lee Moss, diggers; Powell Petterson and Frank Burton, agents. Gene Jameson, 2; Mildred Jameson, Larry Fittro, Fran Fittro, Kenneth Pethers, and Billy Pike, and Karen Pike, Mr. and Mrs. Ambrose Simons, Charles Byrns, Clarence Hunter, Bobble Redden, Joe Blackburn, Shorty MeDougal, Bernard Stilger, and Larry Mays, staff.

Hold Funeral Rites For Earl O. Douglas

SEATTLE -- Funeral services ing to Jantzen Beach, where he were held here recently for Earl O. had concessions. Douglas, 64, former owner of Douglas Greater Shows, who died suddenly at Westport Sunday (29).

suddenly at Westport Sunday (29).

Douglas, who also operated the midway at the Western Washington Fair for more than 25 years and was president of the Pacific Coast Showmen's Association in 1949, died of a heart attack as he was leaving his boat after fishing on the Sound with Harry Hargraves, retired Southern California amusement zone operator.

Born November 4, 1893, Douglas first became associated with the outdoor show field when only 14

Born November 4, 1893, Douglas first became associated with the outdoor show field when ouly 14 and he peddled novelties at fairs in his native Iowa. Three years later, he left his home town with the Sells-Floto Circus as a cookhouse helper. After a year with the circus, he took over the management of the Miniature Train at Oaks Park in Portland, Ore., later mov-

In 1930, he invested \$10,000 in Playland Park here. Business at the location was bad and he played the Northwest Fair circuit with concessions. In an effort to bolster sagging, business, he purchased a concessions. In an effort to bolster sagging business, he purchased a Ferris Wheel, which formed the nucleus of the Douglas Greater Shows which enjoyed an enviable position in the Northwest for a number of years. A few seasons ago, much of the equipment was sold but Douglas continued as the contractes for the midway at the contractee for the midway at the Western Washington Fair in Puyal-

FRED'S PLAYLAND SHOWS

- WANT -

WANT

Tazewell, Va., Fair, Aug. 11-16; Rich Valley Fair, Chatham, Hill, Va., Aug. 18-23.

CONCESSIONS: Want Bingo. All Concessions open, especially want Cookhouse, Grab, Swinger, Six Cats, Buckets, Hanky Panks, including Glass and Bear Pitches.

SHOWS: Can place Cirl Show and Grind Shows not conflicting.

RIDES: Will book any Rides not conflicting. Contact

Wire: FRED CANTREL

c/o Western Union, Knoxville, Tenn., until July 29;

c/o Western Union, Bluefield, Va.

Write GRAVES H. PERRY

P.O. Box 270, Bristol, Va.

EXPOSITION SHOWS

CONCESSIONS: Novelties, Long Range, Class and Bird Pitches, Hanky Panks of all kinds: HELP: Can place Second Man who drive. Contact E. L. WINROD, MGR.

Bellmont, Ill., this week; Bolleville, Ill., next.

BOB HAMMOND SHOWS

SHOWS: Want Shows with own equipment, especially want Cirl Show, Freak Show, Full House or any type Crind Show.

Al Rames wants Hanky Pank Agents. Can place Ride Help.

For 16 Fairs and Celebrations starting at Hico, Tex., July 28-Aug. 2; DeLeon, Tex., For 16 Fairs and Celebrations starting at Mico, Tax., July 28-Aug. 2: DeLeon, Tox., Aug. 6-9; Rush Branch, Okla., Aug. 14-15; Amorican Indian Exposition, Anadarko Okla., Aug. 16-23; Cofteyville, Kan., Aug. 25-31; Alva, Okla., Sept. 1-6; Norman, Okla., Sept. 8-13; Stillwater, Okla., Sept. 15-20; New Braunfels, Tex., Sept. 22-28; Crockett, Tex., Sept. 29-Oct. 4; Center, Tex., Oct. 6-11; Pasadena, Tex., Oct. 13-18; Mouston, Texas, Shrine Circus, Nov. 4-17. Confact:

BOB HAMMOND or J. A. SCHNECK

Houston, Texas

BUTLER FREE FAIR

August 4 to 9

Want Cookhouses, Grab, Candy Apples, Floss, Ice Balls, French Fries, Hanky Panks
Photo, Shooting Galleries. Shows and 2 Flat Rides for the following fairs:

Washington Free Dayton Fair Aug. 12-16 Aug. 19-23

Stoneboro Aug. 27-Sept. 1

amestown Free Fair Sept. 3-6

Spartansburg Free Fair Sept. 10-13

P.S.—Jack Miller get in touch with Lew. Can use Cookhouse Clarion next week.

EDDIE'S EXPO SHOWS

Kane, Pa., this week; Clarion, July 28-August 2.

BUFF HOTTLE SHOWS, UNIT #2

WANT FOR THE BIG ONES-STARTING AT ST. CHARLES, MO., JULY 30; WITH FREEPORT, ILL; DEKORAH, IOWA, KENNETT, MO.; FOR A TOTAL OF 12

ConcessionS: Want legitimate Concessions of all kinds, especially want High Striker, Balloon Dart, Bear and Bird Pitches, Ice Cream, Pronto Pups, Ball Games, Novelties, Hats and any other that work for stock.

SHOWS: Want 10-in-1, Illusion, Snake, Monkey, Mechanical, Fun House or any family-type Show.

RIDE HELP: Can always place reliable Second Men who have Chauffeur's License ALL REPLIES

ROMEO DUNN, Mgr.

JAMES E. STRATES SHOWS, INC.

Want for 15 fairs starting July 28

Now booking any Rides or Shows not conflicting. Can use Wild Mouse Ride

CONCESSIONS: Games of all kinds that work for stock. HELP: Want Show Sign Painter, also Help in all departments. All replies

JAMES E. STRATES, MGR. Erie, Pa., this week, then per route.

ALAMO EXPOSITION SHOWS

CONCESSIONS: Can place Hanky Panks, Bear and Class Pitch, Photos, Lead Callery, Frozen Custard. SHOWS: Can place Shows with own equipment. Want Athletic Show for Sidney, Nebr. RIDE HELP: Want Foreman for Scooter, Second Men on all rides;

JACK RUBACK, MGR.
Alliance, Nebr., July 21-27; North Platte, Nebr., July 29-Aug. 1.

We show right downtown in North Platte.

financiamina finan CUMBERLAND VALLEY SHOWS

Want Girl Show for Bowling Green, Ky., August 4-9. Must have own equipment and nicety framed. Must also have at least three Girls. Percentage reasonable. LAVOY WINTON

Murfreesboro, Tenn., July 21-26.

MOTOR STATE SHOWS

Want for Martinsville, Mich., 4-H Fair, July 29-Aug. 2; Ft. Wayno, Ind., 4-H Fair, Collseum, Aug. 4-7; Winlmac, Ind., Fair, Aug. 12-16, and all Fairs for balance of

Want 2 or 3 Kiddie Rides, Hanky Panks, family-type Shows.
All replies: MANAGER, Tontogony, Ohio, until July 26.

BOB HAMMOND SHOWS

AGENTS

AGENTS
and Count Stores, Alibi and Hanky Panks for Office Owned Concessions and
Jones Concessions. Have 14 weeks of Fairs starting July 28 at Hico, Texas.

EQUIPMENT FOR SALE

Pot Wagon—100 K.W. Transformer, Oil Bath, about 1500 ft. 34" or 1" copper wire with connectors and switch boxes, inclosed in van. Any reasonable offer considered. Bingo & Trailer—30x40, \$1500. 1955 Glider Deluxe house trailer, \$2000.

Francis A. Desiderio, D.D.S., 187 Cumberland Street, Rochester, New York
Telephone Baker 5-5661. Evenings Congress 6-5331

Want starting Montross, Va., Week July 28

Hanky Panks that work for stock, Mug Joint, well-framed Glass Pitch, Cork Gallery, Pitch-Till-You-Win, etc. Will book any well-framed Shows,

JERRY SADDLEMIRE

hamman ha

Petersburg, Va., this week.

P.S. Can always use Ride Help who have license and drive semis.

Have Opening for Two More

GRIND SHOWS

For Balance of Season Starting at Chippewa Falls, Wis.

Can place legitimate Concessions of all kinds for route of major Fairs. Also will sell exclusive on Long Range Shooting Gallery. Contact:

Paul Olson, OLSON SHOWS Sheboygan, Wisconsin

BAKER UNITED SHOWS

Want for Ripley County Fair, Osgood, Ind., July 23-Aug. 2; Delphi Old Settlers Reunion on the streets, Aug. 6-9; Wabash County 4-H Fair, Wabash, Ind., Aug. 11-16; Benton County 4-H Fair, Boswell, Ind., Aug. 18-21.

CONCESSIONS: Can place Glass Pitch, Grab, small Cookhouse, Balloon Darts, Short Range, Bird Pitch, Goldfish or any clean, legitimate Concession that works for stock. RIDE HELP: Can place Foremen and Second Men on all Rides. Must drive semis and have license.

SHOWS: Can place Funhouse, Glass House, Smake, Fat and Illusion Shows. All replies

ERNIE ALLEN, MGR.

q/o Western Union, Clinton, Ind., this week.



Help on all rides.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

Green Unit

WANT SHOWS AND LEGITIMATE CONCESSIONS OF ALL KINDS FOR

Morris, N. Y. Fair, July 29-Aug. 3 Cortland, N. Y. Fair, Aug. 5-9
Caledonia, N. Y. Fair, Aug. 12-16
Contact BILL COODMAN, secretary's office, Fairgrounds, Waterloo, N. Y., July 21-26 Walton, N. Y. Fair, Aug. 19-23 West End Fair at Cilbert, Pa., Aug. 26-27 Contact P. E. REITHOFFER, Sr., secretary's office, Fairgrounds, Morris, N. Y., July 29-Aug. 3

RIDES — CONCESSIONS — SHOWS WANTED

For the Big Windsor Emancipation Day Celebration, Jackson Park, Windsor, Canada, August 1-2-3-4-5; Thorald Firemen's Celebration, August 6-7-8-9; Renfrew Centennial Celebration on the main street, Ronfrew, Canada, August 10-16; followed by solid route of proven Agricultural Fairs. Contact

PETER MARCH — MARCH MIDWAY SHOWS 73 Southwood Drive, Toronto, Canada. Phone: Oxford 9-2991

HAMES SHOWS

Want for our route of top fairs and celebrations in Texas Free Act-must be sensational. First-class Shows of all kinds. Ride

Address: Wichita Falls, Texas, this week; then Sherman, Texas.

WANT SIDE SHOW ACTS—TALKERS

For Wonderland Circus Side Show, Coney Island, N. Y., for balance of season and Fairs to follow. Charles Cox and Mr. McArthur, get in touch with me.

Write, Wire, Phone

DAVID ROSEN

4016 ATLANTIC AVE. BROOKLYN 24, N. Y.

Tel.: ESplanade 3-5360 bet. 2 p.m. and midnight.

PEPPERS ALL STATES SHOWS

Playing Georgia Tobacco Markets, Starting Dougles, Ge., July 28.

Want Ride Foremen for Octopus, Ferris Wheel, Smith & Smith Chairplane (Powell Kellen and McGinis, contact). Second Men on all rides, Wives to operate Concessions. CONCESSIONS: Want Cork Gallery, Basketball, Age and Scales, Darts, Coke Bottles, Short Range, String Game (one of a kind). AGENTS: Wanted for office-owned Concessions: Penny Pitch, Bear Pitch, Hoop-La, Coke Pitch, Pan Game, Pea Pool. (Sam Warren, wire if coming.)

Write or wire: FRANK W. PEPPERS, Douglas, Ga.

FROSTBURG, MD., LIONS CLUB FAIR

NEXT WEEK, JULY 28-AUGUST 2

Can book all types of Hanky Panks, also Glass Pitch, Novelties, Custard and High-Striker. SHOWS: Place Shows of all kinds with or without their own equipment. HELP: Fly-o-Plase Foreman and Second Man. Also Kiddle Ride Operators who can drive. Want Countermen for Cookhouse, Man to take over French Fries Concession and other Capable Carnival Help can be placed. All communications to BEAM'S ATTRACTIONS,

Carnival Routes

Continued from page 85

Virginia Greater: Cambridge, Md.; Salisbury 28-Aug. 2

Volunteer: Franklin, Ky.; Muldraugh 28-Aug. 2.

W. B. J.: Lambertville, Mich., 24-27; Deerfield, Aug. 7-9. Wade, W. G.: (Fair) Muncie, Ind., 24-Aug. 2.

Wade Expo.: Clio, Mich.

Wade Greater: (Fair) Milan, Mich.; (Fair) Fowlerville 28-Aug. 2.

Wall, Alfred, Am. Co.: Piper City, Ill., 24-26; Mt. Auburn 30-Aug. 2.

Wallace Bros.: (Fair) Darlington, Wis.; Jefferson 28-Aug. 2.

West Coast, No. 1: Corvalles, Ore.; (Fair) Gresham 31-Aug. 9. West Coast, No. 2: (Fair) Red Bluff, Calif.; (Fair) Yuba City 30-Aug. 3.

Western, No. 1: Vashon, Wash.; (Mercer Island) Seattle 28-Aug. 2.

Western, No. 2: Enumelaw, Wash.; Edmonds 28-Aug. 2.

Wilber, H. O.: Mattawan, Mich.,

Wilcox, Dick: Ellsworth, Me. Wilson Famous: (Fair) New Ber-lin, Ill.; (Fair) Jacksonville 30-

lia, III.; (Fair) Jacksonville Aug. 2.
Wolfe: Exmore, Va.
World's Finest: Lloydminster,
Sask., 21-23; Vermilion, Alta.,
24-26; Vegerville 28-30; Red
Deer 31-Aug. 2.
World of Mirth: Augusta, Me.;

World of Mirth: Augusta, Me.; (Fair) Bangor 28-Aug. 2.
World of Pleasure: Eldorado, Ill., 21-25; Charleston 28-Aug. 2. Young, Monte: Ogden, Utah.

WHEEL FOREMAN & MERRY-GO-ROUND FOREMAN

Top wages to sober, reliable Help. This week, St. Monica Church, Cleveland, O.; next week, Bucyrus, O.,

A. J. SUNNY AMUSEMENTS 3006 E. 103rd St., Cleveland, O. Phone: Center 8-6256

WANTED GAMES and CONCESSIONS

Age & Weight, Balloon Dart, Bear Pitch, etc., for St. Rocco Carnival

25th & Wentworth, Chicago, Hinnols,
August 8-17.
Ask for Vito.
Phone: Victory 2-9353. No collects.

ភិពមហាយយោយយោយយោយយោយបើ

SMALL TOWNS—SHORT WEEKS

STILL IUMN)—JNURI WEEKS
STILL HOLDING ON
Can use Floss, Diggers, Cork, Hoop-La,
Bird Pitch and others not conflicting.
Playing only three days per week. Note
this joute: Raymondville, Mo., Picknie,
July 216; Tuscumbis Picnic, 31-Aus. 37,
Salie Fail 7-9; Iberia Picnic, 14-16 end
others. Gall Canner.—MO-ARK SHOWS
Raymondville, Mo.
(No gypsies, flats, alibis or collect calls,
ploase.)

KING BROS.' SHOWS

Want for 12 Fairs and Celebrations:
Ball Games, Balloon Darts, String or
any Hanky Pank not conflicting,
Long or Short Range Gallery. Can
use dependable Ride Help, must be
able to drive. Can use Wives on
Ticket Boxes (no cars). All replies
JOE L. KINO, KING BROS.' SHOWS
Leadville, Colo., July 24-27, World
Champlonship Burro Races; then as
per route.

WANTED

A-1 Arcade Mechanic. Top salary. Must be first class, no drinking. None others need apply. Contact

EARL E. HUSTED

Myrtle Beach Pavillion, Myrtle Beach,
S. C. Phone Hillcrest 8-6456, No collect calls, please.

MANTED HIMMINE

Foreman for Tilt-a-Whirl and Scrambler. Must be sober and reliable. No collect calls accepted,

DELGARIAN AMUSEMENT CO.

1759 N. Newland, Chicago 35, 111. ភិពពេលពេលពេលពេលពេលពេលពេលពេល

WANT AGENTS

For Buckets, Swinger, Count Store, Big Tom, Balloon Dart, Coke Pitch, Tip-Over-Coke, Age & Scales, Ball Cames, Bear Pitch, Will give heads to capable Clerks. Must follow orders. Need Ruffle and Stockman. Will book Funhouse, must be first allow Need Pide Main with the Main Ruffle and Stockman. first class. Need Ride Help with chauffeur's license for Wheel, Tilt, Jenny. Top wages. No cars, no drunks or skirt chasers. One Ride Superintendent who understands all rides. One Mechanic.

Playing Shopping Centers exclusively. Booked solid for all winter's action. Free from Republic, Mich., wire collect Gene Kelly, c/o Western Union. All others contacts

SWEDE OLIVER

Fairview Shopping Plaza, Decatur, III., July 21-26.

MIGHTY INTERSTATE SHOWS WANT

For American Legion Celebration, Downtown, Morristown, Tenn., July 28 thru Aug. 2 followed by De Kelb Co. Fair, Alexandria, Tenn., Aug. 4-9; A.M., and L.S. Fair, Carthage, Tenn., Aug. 11-16, and fairs thru November.

Carthage, Tenn., Aus. 11-16, and fairs thru November.
Will book Bingo for balance of season. SHOWS: Side Show, Monkey, Wildlife, Fun House, Penny Arcade, any family-type Show. RIDES: Will book any Flat Ride not conflicting. Will book buy or lease #5 Ferris Wheel to dual with mine. RIDE HELP: Foremen and Second Men on all rides. Must drive. CONCESSIONS: All Concessions open. Hanky Panks of all kinds, Short and Long Range Gallery. Photos. Novelties, Age and Scale, Names on Hat, Diggers, Frozen Custard, Ice Cream, straight sales. HELP: Billposter with car or truck who knows how and will put up and paste paper, Scente Artist and Painter to join on wire, Carpenter with tools to join on wire. Lot Man capable of laying out 13 ride show and who will make himself useful around show. Want Griddle Man and Counter Man for Cookhouse. Replies to H. R. ROSEN, 6/o Western Union, Rockwood, Tenn. No phone cells.

CONCESSIONS WANTED!

All celebrations and fairs! No lay-overs, 9 over-nighters. Must have good equipment and personnel. Need Girls for Girl Show. Ted Lewis wants Ruffles and Coke Bottle, Six Cat, Buckets, Agents. Concessions Wanted—Hi-Striker, Foot-Long, Bumper, Hoop-La, Scales, Glass Pitch, Tip-Up Coke, Long Range, Photos, Bingo for Oakland, Neb., Fair, August 17-20. Contact per route.

B. E. DAVIDSON

DAVIDSON UNITED SHOWS

VIRGINIA GREATER SHOWS

WANT AT ONCE-Cookhouse Griddleman and other sober Help. Following Dealers for Swinging Ball, Razzle and P.C. Tables. We work every week on this show. for Swinging Ball, Razzie and P.C. Tables. We work every week on this show. WANT—Acts for Side Show, Snake Show, Wildlife, Monkey Show, Funhouse and any other good Grind Show. Want Ride Heip for Merry-Go-Round and Ferris Wheel, also other good Ride Heip; all must drive semis. No cars. Albert Clark, come on home. Cambridge, Maryland, this week; Sallsbury, Maryland, July 28 to Aug. 2; Pocomoke City, Meryland, Aug. 4 to 9; Crisfield, Maryland, Aug. 11 to 16; then going South for the Fairs. Mall and what to for the Fairs. Mall and wires to:

WM. C. (BILL) MURRAY

FIRST TIME IN 40 YEARS

PARADA SHOWS opens the Midway on these TOP MONEY County Fairs to any legitimate Concession—NO RACKETS. These spots have not been burned. You can make it here. This week, Louisburg, Mo., Reunion, July 21-26, Urich, Mo., Reunion, Z8, 29, 30, Clinton, Mo., Fair, July 31-Mus. 1, 2; California, Mo., Fair, Aug. 8-9; Peola, Kans., Fair, Aug. 1-2; Jament. Kans., Fair, Aug. 2-2-29; Mound Girty, Kans., Fair, Aug. 2-2-29; Mound Girty, Kans., Fair, Aug. 2-2-29; Mound Girty, Kans., Fair, and five Missouri end Arkansas Fairs to follow.

Want Second Men on Wheel and Merry-Go-Round who drive semi. CONCESSIONS: Will book any legit Joint, especially want Sit-Down Grab, Photos, Jewelry and Glass Pitch, Bings for Kansas spot only. Agents—Bee Hive, Cigarette Gallery, Penny Pitch Board, Dice Penny Pitch, Bumper, Grab Bag, Man and Wife teams for Disgers and Confections. Must be experienced and fast. All replies as per route:

WANT-AGENTS-WANT

For Buckets and Six Cata. Also Bear Pitch Help. Best Fair route in Midwest starting State Fair at Minot, No. Dak. Contact:

JOE MANDRICK

Great Northern Hotel, Devils Lake, No. Dak., this week. P.S. Dottle and Chuek Johnson, get in touch.

DRAGO SHOWS #2

Now booking for fair routs, starting with Street Fair, Otterbein, Ind., July 28-Aug. 2; Indition County Fair, McLeansboro, Ili., Aug. 48; Mooreland, Ind., Free Fair, Aug. 11-16; then Owen County Fair, Spencer, Ind., Aug. 18-23. Followed by Great Tri-County Fair at Pana, Ili., Aug. 28-Sept. 1; Goldsmith. Ind., Old Schletz, Sept. 46. More to follow. Want Hanky Panks of all kinds, Shows of all types. Espedially want Girl Show for Otterbein and McLeansboro, Kitty and Glen, contact me. CHEY PIECE, Cicero, Ind., this week.

TENNESSEE VALLEY AMUSEMENTS

14 ANNUAL COUNTY FAIRS 14 - Starting August 4. Want Hanky Panks, Long and Short Range, Siz Cats, Jewelry, Ponny Pitch, Coke Bottle, Hoopia, Balloon Dart, String Game, etc. Jack Vinson wants PC Agent, Party for Photo Dark Room. Bill Slade, Eddie Tubbs and Shadow, call A. C. Hill. RIDES—One or two Kiddie Rides, Chairplane, Octopus, Rides not conflicting, HELP—Capable Dark Ride Foreman for dual wheels. SHOWS—Flash Girl Show, Geek, Monkey or any Grind Show. Phone, wire or come on—Carthage, Tenn., now. THEODORE MEADOWS, Mar. — JACK VINSON, Mgr. — SAILOR MORAN, Bue. Mgr.

HUNT AMUSEMENT CO.

Can book for Fairs starting Aug. 4-9, Hopkinsville, Ky. RIDES: Kiddle Rides, Major Ride such as Rollopiane, Spittire, Octopus or others not conflicting. Will buy Kiddle Rides. What have your SHOWS: Can always book good, clean shows. Committee money only. Can use a few Hanky Panks and all straight sales. Contact

RALPH HUNT, Covington, Ky., July 21-26; then es per route

FOREMAN WANTED FOR ROUND-UP RIDE

Must be capable and drive semi. Can use Second Men. No drunks or chasers coneldered. Top salary if you can qualify. No collect calls accepted. Address inquiries to

1300 Norton Ave. GOODING AMUSEMENT CO. Phone Axminster 4-3717

COLUMBUS, OHIO

Palisades Mulling All-Year Ice Rink

May Install Super Bowling Operation

PALISADES, N. J.—A million-dollar super bowling operation is lations. Sketches and plans of the two operations adorn the park season. The other is an outdoor, year-argund ice rink.

Irving Rosenthal Business this season is somewhat behind the gross for an equal period in 1957. It is one of the rare times Rosenthal has admitted

Irving Rosenthal said the last undeveloped major area of the park, at the intersection of Palipark, at the intersection of Palisades and Columbia Avenues; has been saved for several years for one of these two major enterprises. There are over seven acres which are now encircled by the Miniature Train trackage. The area has been landscaped as scenery in the

Major decision is not whether Major decision is not whether to start work, but what to build. Work would start after Labor Day and be completed for the 1959 season, Rosenthal said. A rink operation depends on whether ice-making equipment suitable for all-summer use can be developed by previous Rosenthal cited a Cali. making equipment suitable for all-summer use can be developed by engineers. Rosenthal cited a California rink case in recent season, in which several problems arose.

Lavish Bowling Set-Up

The rink would cost some \$250,000. The bowling would be a 60-lane affair with all modern developments, including acousti-

developments, including acousti-cal plaster, salt water hot baths, showers, viewing grandstand, res-

RINK-

COTE

The surfacer with traction to proserve new roller skating floors and add life to old floors.

Immediate delivery from

CURVECREST, INC.

40 Courses in Mini Golf's

N. E. Assn. Sets July 23 Meeting Sked

SALEM, N. H .-- The 29th annual summer meeting of the New England Association of Amusement Parks & Beaches will be held here July 23 at Canole Lake Park. The spot's new owners, Kas Ulaky, Claude L. Captell and Anthony Berni, will serve as hosts for the event.

The park is situated just off Route 28, about 12 miles north of Lawrence, Mass., where plane serv-

a decline, and he emphasized the miserable spring weather which affected Eastern outdoor amusements. Spending per capita is good, he said, and a strong finish is anticipated in September. Lawrence, Mass., where plane service is available.

Program will include registration at 11 a.m., followed by luncheon at 1 p.m. and a 2 p.m. meeting to consider changes in bylaws. An inspection tour of the park will follow, with a soft ball game and boating also on the afternoon program. Cocktails will be served at 5 p.m. and dinner at 6 p.m.

Detroit Area \$\$ Up 10 Per Cent

Register Gain Despite Unemployment; New Rides, Promotion Aids Income

DETROIT—Per capita spending by amusement park patrons in this area appears to be up this year, despite the unemployment and recession conditions prevalent here, according to figures available from one park. Total revenue at Bob-Lo is running about 10 per cent ahead of last year for the first six weeks of operation, according to Manager Harold Gorry.

first six weeks of operation, according to Manager Harold Gorry.

This, he said, has been sparked by two factors—the addition of new equipment, including the two-mile Miniature Train ride, and an intensive promotional program extending back into the winter for pienic promotions.

The significant factor appears to be that the park attendance from

Detroit has been running about even with last year—a figure that can be determined exactly because

can be determined exactly because all park access is by boat. This indicates that per capita spending for the same number of people has shown somewhat of an increase.

One contributing new factor is the daily trip of the S. S. Canadiana from Toledo, averaging several hundred on her daily trips. Total spending at the park from the Toledo patrons, however, is re-

Kidland Bows

At Milwaukee

Shopping Mart

MILWAUKEE-Biggest mop-

Welsey Pavalan and an associate, Henry Davis, Chicago, owner of the Vienna Sausage Company.

park is being operated by Auto-(Continued on page 102)

Another aspect of special Bob-Lo Another aspect or special possessivities was provided when a special train from Clinton and Shiawassee counties, about 100 miles upstate, brought a trainload to Detroit on a package deal, including the boat ride to the park. The crowd proved bigger than (Continued on page 102)

Carson City Latest N. Y. Western Spot

CATSKILL, N. Y. — Carson City, operated by Arthur Gillette of Pittsfield, Mass., opened June 26 here. An estimated 6,000 admissions were recorded, at 85 cents for adults and 45 cents for children, over the two-day weekend. Gillette, formerly of Lake George Amusement Park, has 28 structures representing a frontier town. His spot is a typical Western operation complete with posse chase, and is located to exploit traffic to and from nearby Catskill Game Farm. Acts for kids include holdups, bank robberies, trick riding, and refined cancan dancing in the "saloon." Kids are free if younger than three years.

MILWAUKEE—Biggest moppet playland project in this area was scl eduled to open last week on the parking lot of the Capitol Court Shopping Center. A total of \$265,000 has reportedly been invested in the spot by local television service trade school operator welsey. Payalan and an associate than three years.



DESIGN • ENGINEER • EQUIP

MIKE MUNVES CORP.

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BRyant 9-6677 THE MOST SUCCESSFUL

MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO.
583 10th Ave., New York 36, N. Y.
BRyant 9:0574
"Imitated But Never Duplicated"

FOR SALE

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.

Box D56

c/o The Billboard Cincinnati 22, Ohlo



Your Needs in the

CLASSIFIED SECTION this issue

ROLLER RUMBLINGS

Empire Skaters Tops In RSROA Regional

last month.

Defeated by Earl Van Horn's Mineola Figure and Dance Club in the New York State contest, the Empire crew surprised by toppling Mineola and emerging as the high scoring New York team.

Empire racked up six gold medals. The winners were: Barbara Zappia, Ed Kline, Frank DeGennaro, Ken Schaeffer, Henry Abrami Jr., and Dolores DeJohn.

In addition to the above, the following Empire skaters will go to Cleveland for the title skatedowns: Marian Mule, Vin Bencivenga, Bernadette Tutrone, Eileen Defeated by Earl Van Horn's

downs: Marian Mule, Vin Bencivenga, Bernadette Tutrone, Eileen Rich, Jim Spiro, John Capozzo, Lil Vardaros, Joe Bellantoni, Kathy Deubel, Helene Nastro, Al McCarthy, Tom Gonedes and Anthony Schembri.

Vying for top honors will be six representatives of the Mineola

Vying for top honors will be six representatives of the Mineola rink, Arlene and George Geshwinder, Judy Snyder, Ruth Hessmann, Ken Trotter, Frank Brock Jr., and Robert Reale.

Charles Wahlig and Claire Ferrell will head the Wal-Cliffe contingent from Elmont L. I.

It was learned that the Cleveland Rolleroade will feature a roller trade show as an adjunct to the championships. Booths will be erected for use by leading skating manufacturers and distributors from noon until 6:30 p.m., July 28.

HAVERHILL, Mass. — Henry Abrami's Empire Figure and Dance Club, representing Empire Rollerdrome, Brooklyn, will send 20 entrants to the national Roller Skating Rink Operators' Association Skating Rink Operators' Association championships at Cleveland, July 27-August 3, after scoring an upset in the regional event here last month. trants on a per-event basis will be much higher. The pick-up in entrants is an indication of the growing acceptance of roller skating in the face of recession conditions.
(Continued on page 102)

Atlantic City Has Best 4th

must have been good over the Fourth of July three-day holiday period if bank deposits are any reliable barometer of activity. The reliable barometer of activity. The deposits in the two resort banks on July 5, 7 and 8 totaled a whopping \$14,869,557.57, an increase of \$636,249.18 over the \$14,233,308.18 deposited on comparative days of last year.

The fact that a hike was registered is considered on the encouraging side since the Fourth

couraging side, since the Fourth fell on a Thursday last year when thousands of visitors made a fourday holiday out of the occasion as compared to a three-day visitation this year. In addition, last year's Fourth was one of the best in the

the Vienna Sausage Company. The installation covers 125,000 square feet of fenced-in area on the edge of the bustling shopping center. Milwaukee architect A. A. Tannenbaum designed the entire project. Sansone De Land created special designs and effects. Refreshment concession for the park is being operated by Auto-For Some Years ATLANTIC CITY -

Holyoke, Mass., Spot Scores Big Weekend

HOLYOKE, Mass.--The holi-HOLYOKE, Mass.—The holiday weekend proved a bonanza for Mountain Park, operated here by John Collins, when two records were broken. Captain Kangaroo of television fame, was the draw and attracted more than 15,000 to the funspot on the Fourth.

Sunday was better with a crowd of 20,000 streaming in mostly to see Captain Kangaroo, who greeted the children personally and pre-

see Captain Kangaroo, who greeted
the children personally and presented autographed pictures. Cars
were noted from 14 States, attesting to the popularity of the New
England States as a tourist mecca.
A new 18-hole miniature golf
(Continued on page 102)

Muskegon, Michigan (Home affice) Write for names of distributors In your area MITH BEAUTY - GLAMOUR - SHOWMANSHIP GET THE REVOLVING THE HOLLY WOOD HOLLY WOOD BETTER'N A CRYSTAL BALL NO MIRRORS TO BREAK W ASH OR POLISH GLAMOROUS NEW DEA IN BRAUTY MODERN SHOW. HOLLYWOOD SPOTS-LITE CO. Dept B 3612 No. 16th St. Omaha 10 Naharta

SKATING RINK TENTS IN STOCK AT ALL TIMES NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.

MAKE REAL MONEY WITH Porto-Bilt TENT COVERED RINKS

W. T. SHACKELFORD

Sox 425, Smyrna, Ga. Phone: HE 5-5978
Phone 6-2183, Marietta, Ga.

WANTED

Manager for Roller Rink, One of the newest and finest on the West Coast Must be well qualified, Salary Open.

HARRY DICKERMAN

nications to 188 W. Randolph St., Chicago 1, Ill.

MUSIC MAN, GRID GAMES TO BE FEATURED AT DALLAS

Plan Name Attractions in Bowl; Notre Dame-SMU Tops Football Sked

shape with most major phases of the program already blueprinted.

The fair has once again come up with a current Broadway musical hit as the attraction in State Fair Music Hall, capacity 4,126. Mere-dith Willson's smasheroo, "The dith Willson's smasheroo, "The Music Man," has been booked into the house for 24 performances dur-ing the run of the fair at \$4.95 top. The national company of the show will come to Dallas from Los Angeles, where it will be formed, and will return to the coast after

the fair run.

"Ice Capades" again will be presented in the Ice Arena by Clarence Linz. The icer will have

20 performances.

There will be no auto thrill show at the fair this year, as has been customary for the past decade, since the grandstand has been demolished to make room for a new 7,000-seat coliseum building, now under construction and due for completion in 1959. Plan Names in Bowl

Planned for the Cotton Bowl is of a series of performances by bigname stars backed by top-caliber variety acts. Entire series will be billed as "State Fair Shower of Stars." Full roster of entertainers is still in process of being signed up. There will be shows featuring a different star on most pights of a different star on most lights of the fair. Some shows will be free; others will be behind a paid gate. A top-caliber college football

R-B Circus For 17 Days

8 each evening except during the three Sundays when there will be matinees at 1 and 4 p.., and the night show at 7.

A.L. Leases Plant

GREENWOOD, S. C. -- According to an agreement drawn up by G. P. Callison, county attorney, Greenwood American Legion Post 20 has leased the county fairgrounds from Greenwood

The agreement provides that the Legion is to pay \$1,000 a year rental and shall "set aside annually one-half of the net proceeds that it makes from the Greenwood County Fair, which sum shall be used toward the repair and improvements of the buildings and of the Greenwood County Fair-grounds generally."

DALLAS--Plans for the 73d schedule during the fair will in-piece aggregation which will proannual exposition of the State Fair clude Southern Methodist-Notre of Texas, October 4-19, are taking Dame on the opening afternoon, Set Trade October 4; Texas-Oklahoma on the middle Saturday, October 11, and Southern Methodist-Rice on the

Scheduled as twice-daily free acts, sponsored by Magnolia Petroleum Company, are the Albanis Troupe and the Atterbury-Hornbeck Sky Master and Company,

Due to be on hand through the

run of the fair is the Atlantic Since 1955. The exhibits area will Fleet Marine Corps Band, a 140- (Continued on page 95) Fleet Marine Corps Band, a 140-

Set Trade Fair

Two highlights of the fair, exhibit-wise, will be the Texas International Trade Fair, to be inaugurated as an annual event this

developed from the fair's array of foreign exhibits, which has been linearly center Square Dance Due to be on hand thruout the known as the International Center

NEWSPAPER IS PREMIUM CLICK AT PA. FAIR

HONESDALE, Pa. — Wayne County Fair i. one of the Eastern annuals which have discarded premium books in favor of special newspapers containing feature stories, plo-tures and prize listings. The Wayne County Fair News is distinguished in 8,000 copies during the summer, and 17,000 copies of a second edition go to every mailbox in the county, 10 days before the

Show Set for St. John Ex

SAINT JOHN, N. B .-- The first "Maritime Festival of Folk and Square Dancing" is set for the Saint John Exhibition, August 25-

Stanley Carnaghan, reporting for the entertainment committee, said Don Messer and His Islanders, top Canadian TV unit, is set for the grandstand show. Dancers of various nationalities will perform. A leading dance caller, Rod Linnell, of Para Marianara, and the control of Para Marianara, and the control of the c

N. J. Assn. Names Bain

TRENTON, N. J.-Donald C. Bain, Augusta, was re-elected president of the New Jersey Asso-ciation of Agricultural Fairs at its

Also elected were Robert P rd said, "However, with Wheaton, vice-president, and Wil-(Continued on page 95) liam C. Lynn, secretary-treasurer.

of Peru, Me., is engaged.

annual meeting here last week.

RELIEF

Dam to Free Honesdale of Flood Peril

HONESDALE, Pa. — Completion of the big \$7,000,000 federal dam a half mile above the fairgrounds will end the Wayne County Fair's flood fears this winter. The event has been plagued to be seed for the seed of by floods for years, and the end of the dam project, set for November, will enable long-awaited improve-ments to be started.

Doc Perkins, president, said the first job will be midway blacktopping, possibly in time for the 1959 fair. This year's dates are September 9-13.

The fair has been growing in attendance, and improvements will enable it to keep pace with increased interest in the area. A full week of attractions is set for the 2,400-seat grandstand, including Tuesday and Friday appearances of Jack Kochman stunt shows, Wednesday appearance of the Jack Joyce mixed animal show booked thru GAC-Hamid, and Thursday's Hawkshaw Hawkins The fair has been growing in at-Thursday's Hawkshaw Hawkins hillbilly unit booked thru Cooke and Rose. Also on Tuesday will be the climax of the fair's first dairy queen contest.

Daytime grandstand offers free admission for harness racing and has been pretty successful in recent years, Perkins said. Midway this year is occupied by Mike and Arlene Dembrosky with their M.D. Amusements, who appeared here in 1956, following a 25-year tenure of Pat Reithoffer Sr. The junior Pat Reithoffer held the midway contract last year.

contract last year.

A sedan will be given away this fall. Stubs for all outside gate admissions will be held by patrons. Fair's press is handled by Ed Rogers of The Seranton Times.

Regina Ex **Books Names**

REGINA, Sask.—Trying out a name policy for the first time, the Regina Exhibition Association has signed Smiley Burnette and Tex Ritter as added features for the grandstand show at this year's fair, July 28-August 2.

Burnette will appear for the first

July 28-August 2.

Burnette will appear for the first three days and Ritter, with comedian Hank Morton, will be on for the last three days. Burnette is expected to participate in the opening day children's parade and in the free morning grandstand show on Children's Day and will likely officially open the show.

Ritter has many fans in this area

Ritter has many fans in this area thru his television series which ran locally last winter and Burnette went over well in Regina a few years ago when he appeared with Gene Autry.



this issue

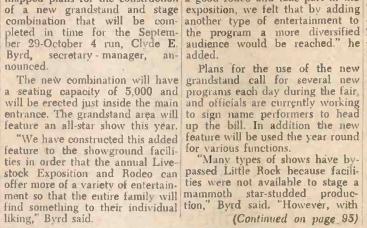
Pomona Inks

POMONA, Calif. -- Ringling Bros, and Barnum & Bailey Circus again will be featured at the Los Angeles County Fair here for the full 17-day run starting September 12, C. B. (Jack) Afflerbaugh, the fair's president and general man-ager, said. Performances are sched-uled in front of the grandstand at

The circus was featured here for the first time last year when it played 10 days to strong crowds. Arrangements for the 1957 appearances were made by H. Werner Buck, of Show Management, in Los Angeles.

At Greenwood, S. C.

Greenwood County for a period of three years.



GRANDSTAND, STAGE

5,000 Seats, 150-Foot Platform to Be Completed for September 29 Opening

LITTLE ROCK -- The Ar- "Altho we have found almost kansas Livestock Exposition has all Arkansas residents like to see

mapped plans for the construction a good rodeo and take part in the

LATEST ADDITION to the plant of the Arkansas Livestock Exposition in Little Rock will be the above outdoor theater, which will include 5,000 covered seats and a modern stage. The grandstand area will be used at the September 29-October 4 expo for a name attraction type show and it is planned to use it all year around

8-TRACK HARNESS LOOP

Flemington Sixth Fair In Penn-N. Y. Circuit

FLEMINCTON, N. J. — Flemington has joined with new Monticello (N. Y.) Raceway to make an eight-track loop of the New York-Penn Colt Stake Circuit, Manager Norman Marshall reports. Others are Vernon Downs (N. Y.) Raceway, and the fairs in Honesdale, Pa., and Afton, Gouverneur, Boonville and Malone, N. Y. The two New York raceways have mutuels.

Marshall said the development Marshall said the development will provide Flemington with its best caliber harness racing ever and will allow for added purses. Patronage is bound to increase because of it, he said.

Also new at Flemington (August 26-September 1) is an Animal Kindergarten consisting of under-

Record 415,000 Are Clocked At Pleasonton

PLEASONTON, Calif. -- An alltime attendance record was set at the Alameda County Fair which closed its 14-day run here Sunday (13).

Estimated attendance for the exposition was 415,000, an increase of 27,000 over the previous high of 388,000 in 1957.

of 388,000 in 1957.

The program included 12 days of pari-mutuel horse racing, vaude shows by Fun Unlimited Productions, Foley & Burk Combined Shows on the midway, John Strong's Kid Circus, Ken Baker's "Brother Goose Farms," fireworks displays, and a Shetland pony show.

Advertising and publicity for the event was handled by James V. Zeno & Associates, Oakland, for the 11th consecutive season.

La. Governor Nixes Aid \$\$

BATON ROUGE, La.—Gov. Earl Long Saturday (13) vetoed a \$300,000 appropriation for fairs and festivals, and, according to Agriculture Commissioner S. J. McCrory, some fairs in the State may be forced to expect their corre be forced to cancel their opera-tions. The money was earmarked for premiums with fairs to get from \$1,000 to \$50,000, according to size.

Little Rock

· Continued from page 94

this grandstand and its additional seating capacity, Little Rock can now handle almost any type of show that will be passing thru."

The grandstand is constructed in an L shape that is covered to protect the audience from undesirable weather. Box seats will line the forward section of the seating area, just to the front of the stage, which will stretch diagonally across from one tip of the grandstand to from one tip of the grandstand to

The center stage will measure 40 by 75 feet, with dressing rooms in the rear. Decorative scenery painted with colorful designs will reach for 150 feet along either side of the center stage and across the background. background.

It will take several years to complete the grandstand in its entirety, byrd pointed out. The basic construction and all of the seats, however, will be finished by mid-September, in addition to all of the stage and scenery.

canvas pens of domestic animals with their young. Structures on the grounds are getting a white and green paint job in contrast to the drab color of previous years.

Attractious include the I. T. Shows midway, and Hamid acts daily and nightly during grandstand shows. Nunis Speedways is proporting hig cars on Sunday and

stand shows. Nunis Speedways is promoting big cars on Sunday and Monday afternoons and midgetears on Saturday afternoon. Saturday night features the horse show "fun on horseback" event premiered last year with success. Opening the run with two performances on Tuesday will be the Hendricks Brothers animal show booked thru Ward Beam. Harness racing follows on Wednesday and Thursday afternoon and evening and Friday afternoon. Friday night will feature the fireinen's parade.

and Friday afternoon. Friday night will feature the firemen's parade.

The fair track has been operating Saturdays since May 17 with NASCAR-sanctioned auto racing, and currently offers New Jersey's biggest purse.

Second Fire Hits

Midway Paved And Extended In Bloomsburg

BLOOMSBURG, Pa. of midway is being paved with macadam on the fairgrounds here, and additional midway space is being cleared to provide several hundred additional feet, President Maynard Mordan reports, Fair dates are September 22-27.

dates are September 22-27.

The paved stretch is 16 feet wide. New footage extends from the main buildings along the cement causeway, for nearly 700 feet.

Elsewhere, preparations for the fair are in full swing, with painting nearly completed. There will be no changes in any of the prices this year. Bloomsburg runs a daily free gate for youngsters up to age 16.

Lone Ranger Goes Abroad

HOLLYWOOD -- The Lone Ranger, after many personal appearances at fairs and celebrations

Stafford Springs

Stafford Springs

STAFFORD SPRINGS, Conn.

Motorcycle racing fans had a choice of spectacles the afternoon of July 13 at the Stafford Springs Fairgrounds. After the second race, fire destroyed a maintenance shed and contents valued at \$20, to 200. The loss, partly insured, included 10,000 feet of finished lumber and 10 50-gallon paint drums. The fire, second at the fairgrounds within five weeks, is being investigated by the State fire marshal's office. A blaze on June 8 destroyed a grandstand, valued at \$50,000.

Hanger, after many personal appearances at fairs and celebrations in the United States and Canada, left here last week (19) for a month's tour of the British Isles, starting with London and covering principal cities of England, Scotland, Ireland and Wales.

This first overseas journey for TV's masked lawman coincides with the London and Great Britain openings of the Jack Wrather Production of "The Lone Ranger and the Lost City of Gold," a United Artist release. Tour will also cover several cities which are the principal British Isle outlets for The Lone Ranger TV program over the BBC-TV, which began telecasting the program on Christmas Day, 1956. The Ranger will return here about August 20.

Features Booked for Dallas

· Continued from page 94

be expanded to nearly twice its former size and a bazaar will be installed where fairgoers can buy foreign products and art objects.

The collegiate effort will utilize the Margo Jones Theater Building for exhibits and for performances of experimental student opera and drama, symphonic and band concerts, small music ensembles, a capella choirs, illustrated lectures and the like. The Higher Education theme also will tie into the Museum of Fine Arts with a student art exhibition, with the Health Museum and with varied activities around the fairgrounds.

The fair's agriculture show will horses and Shetlands ponies. There will be horse shows on each of the fair's three weekends, for quarter horses, cutting horses, Palominos and Shetlands. The junior shows, October 13-17, offer \$18,272 for steers, dairy animals, pigs and lambs. Poultry Show premiums are \$3,028.

The Women's Department will offer premiums and prizes totaling \$9,991. Housed in the Women's Building will be a Home and Family Show of commercial exhibits, an exhibition of rare glassymptomic activities around the fairgrounds.

The fair's agriculture show will

The fair's agriculture show will take as an unusual theme the farmer's vast increase in efficiency during the past generation, during which an entire way of life on the farm has been completely revolutionized.

The 42d annual Southwestern The 42d annual Southwestern Automotive Exposition will be held in the Automobile Building during the fair. There will also be the customary Electric Show, Natural Cas Show, Food Show and other commercial exhibits in the fair's numerous exhibition halls. The Electric Building is newly air conditioned this year. ditioned this year.

The Women's Department will offer premiums and prizes totaling \$9,991. Housed in the Women's Building will be a Home and Family Show of commercial exhibits, an exhibition of rare glasswork, arts and crafts, table settings and amateur photographic contest entries, as well as winning entries in competitive divisions of the Women's Department. Featured will be free daily home-sewing style shows with winning garments from the 1958 Singer Sew-Off national competition.

Fairgrounds museums will have

Fairgrounds museums will have Fairgrounds museums will have their usual special exhibits for the fair. Highlights are "Posters, U.S. A." an exhibition of Americana in the Hall of State, and paintings by celebrities in the Museum of Fine Arts. Other museums are Health and Science, Natural History and the Aquarium.

ditioned this year.

New at the fair this year will be the Dallas Garden Center building, recently completed. It will be the scene of flower shows and displays during the exposition.

The fair will offer a grand total of \$91,397 in its Pan-American Livestock Exposition, Junior Livetock Shows and Poultry Show. The Pan-American, October 4-12, will award \$70,097 for beef and dairy cattle, swine, sheep, Angora goats, Special days and events at the 1958 fair will include Rural Youth 1958 fair will include Rural Youth Day opening day of the fair, Mexico Day, October 6; Music Festival for high school musicians, 7; Dallas Day, 8; Elementary School Day, 10; East Texas Day, 14, and High School Day, 17. These events and others as well will be tied into "Shower of Stars" theme. Fireworks will augment

Gastonia Expands With 100,000 Bid

GASTONIA, N. C. — Recent expansion adds to the stature of the spindle Center Agricultural Fair in its claim of being the South's largest under-canvas fair. Jack Partlow's unual event, which got started in 1952, is being to all-steel food and drink stands, embellished with several improvements.

being converted to double use: inner dirt oval for motorcycles and
outer paved oval for autos. Metal
cyclone fencing is being installed.
Gastonia is shooting to exceed
its 80,000 paid admissions this season and possibly hit 100,000. Premiums have advanced to more than
20,000.

The under-canvas feature comprises a senies of major tents supplied by K. E. Moore of Norfolk Tent Company. There are three exhibit tents of the 60 by 240 size. a 100 by 40 for poultry, a 60 by 280 for livestock, and many smaller

CNE Closes Grid Pact

TORONTO—A 10-year pact has been signed by the Canadian National Exhibition with the Toronto Argonauts to play football in a new stadium at the Exhibition Park in 1959.

The Argos will pay \$670,000 during the next 10 years to finance extension of the present CNE grandstand to seat 36,000. The Argos now play at the University of Toronto's 27,000-seat Varsity Stadium.

Stadium.
The Big Four Club has agreed to use the CNE Stadium for at least 10 years and pay the CNE 15 per cent of the gate receipts or \$87,000 a year, whichever is the higher.

higher.

The CNE, said Hiram McCallum, general manager, will be able to exclude U. S. professional football teams from the stadium, but Canadian football teams will be able to use the stadium with CNE permission.

The movable stand will be placed directly opposite the present CNE grandstand, running along the gridiron sidelines. If a baseball stand is to be put in later it will form part of the right field foul line.

embellished with several improvements.

Paving is being provided for tentareas. An additional six acres have been acquired along the highway for use as a Kiddieland and all-year picnic spot. The track is being converted to double use: inner dict oval for motorcycles and increase of Kochman thrill.

shows, one day NASCAR auto racing; Thursday, beauty pageant a parade and bathing beauty clinary parade and bathing hearty climinations; Saturday, motorcycle racinit, and firemen's night, Each of around 45 firemen's organizations is mousoring a girl for the heavity contest. Tony Vitale is putting on nightly fireworks. There will be bicycle racing on the wack.

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Cristiani Chicago Stand Winds Up On Strong Note

Expect to Match R-B Grosses; Turnaways, Fulls Are General

The 17-day run surprised all observers and exceeded the expectations of the show. Business was consistently strong. Final figures are expected to reveal that the circus registered a gross com-parable to those of the Ringling show in Chicago in recent years, who R-B's runs were for fewer

Early in the week, afternoon and Sunday nights, performances were to good crowds. Turnaways of from a few hundred to several hundred were reported on numer-

Rain, Storms Hit Hunt In Northeast

bursts and freak electrical storms which were prevalent in the New England area dogged the path of Hunt Bros. Circus, but did not dampen the spirits of the local residents or tourists in the vicinity who came to see the show.

The weekend at Berlin (6-7) saw rainy, foggy weather so that members of the troupe had to give up Mount Washington and visits to other places of natural scenic beauty. However, the fishermen got in their licks, with Yancey Hanel being almost top man while the cookleaves. the cookhouse crew nearly caught (Continued on page 97)

Show Reps Gather at Shrine Confab

CHICAGO - The circus business was well represented at the Shrine convention here last week.

Shrine convention here last week. Included were Floyd King, Clyde Beatty Circus; Sam Polack, Polack Bros.' Circus; Howard Suesz, Hagen Bros. and Clyde Bros. circuses; Dwight Pepple, Dwight Bros.' Circus; Harold Voise, Harold Bros.' Circus; Orrin Davenport, Orrin Davenport, Orrin Davenport, Orrin Davenport, Orrin Davenport, Orrin Davenport, Circus; Wilson Storey, Wilson Storey Entertainment Enterprises, and Aurelio Atayle, Circo Atayde.



CHICAGO — Cristiani Bros.' ous shows. Weather held up well, with only a day or two of rainy, cool weather. Publicity was strong thruout the run, with plenty of The 17-day run surprised all ob-

in the run to pair with the very strong publicity at the outset.

In addition to days reported earlier, Thursday (10) had a packed afternoon and full night. Friday (11) had a turnaway in the afternoon and a conscituality has been said. afternoon and a capacity-plus house at night. Saturday (12), had a turnaway in the afternoon and a full house at night. Then came the final day, Sunday (13), with a big

two or three days was in preparation for the special parade to be given in Milwaukee, where six shows were scheduled for two days (15) was big.

Future routing of the show will take it from Davenport, Ia., (19-20), across Illinois to Evansville, Ind. Show will jump from Evansville, to Akron, O., for three days under canvas in the Rubber Bowl. Then it will jump to Long Island, N. Y., where it is scheduled to play three weeks. These will be mostly one-day stands, plus a sellout to a shopping center.

Clyde Closes

For 30 Days

CHICAGO — Clyde Bros.' Circus has closed for a 30-day period, it was announced by Howard Suesz, owner-manager. Hagen Bros.' Circus, also owned by Suesz, continued its tour.

Mil'kee Strong For Cristiani

Circus continued its winning ways here Monday and Tuesday (14-15) after racking up a whopping gross at its 17-day Chicago stand.

was a straw with the second one pulling well over a half house. The evening show was another full

Tuesday was practically a re-peat of the first day.

Beers-Barnes

Beers-Barnes Circus has picked up popular.

R-B Draws 13,757 Paid In Cincy, Goes in Red

13,757 paid admissions in four performances were racked up by Ringling Bros. and Barnum & Bailey Circus in a July 11-13 stand at Crosley Field here. Tickets were scaled at \$1.50 for general admission and \$2, \$2.50 and \$3 for reserves. for reserves.

Charles Morris, Cincinnati Baseball Club ticket manager, said the circus grossed "around \$23,000 and definitely lost money." The ball club refused to say what it received from the circus, but its contract was on a percentage and guarantee basis. Estimates were that the club got about \$2,000.

A torrential rain struck the area at 6 p.m., Friday, and when only a couple of hundred patrons turned up for the night show the performance was canceled. A Sunday noon rain also damaged the matinee gate. Sunday night's show at 5:30 drew about 2,500, meaning that the bulk of patrons attended two Saturday shows. two Saturday shows.

Saturday night's performance was marred by an altercation between trainer Hans Naumann and Betty, one of seven tigers he was ushering into the arena. Naumann was knocked down and clawed on the left arm and face by the tiger. He succeeded in bringing the animal under submission and completed the act before being taken to Mercy Hospital for treatment. Naumann, however, missed the Sunday performance because of infection and swelling of his arm. A bear act was substituted. Naumann remained in Cincinnati for

CINCINNATI - A mediocre further treatment and convales-

for eight weeks.

WEST STILL BIG FOR KELLY-MILLER

Fulls, Overflows Mark Oregon Tour; Pit Shows, Menagerie Earnings Soar

TILLAMOOK, Ore.—Despite a with a capacity in the afternoon, run of hot and cold weather thruout Oregon, the Al C. Kelly & be canceled. Only Miller Bros. Circus has been rack-plays had to be canceled. Only at its 17-day Chicago stand.

Set up on the parking lot of the Wisconsin State Fair, the show drew three strong crowds on both days. First matinee on Monday straw with the second one straw with the second one land the straw wi In addition to the weather, the show has followed Carson-Barnes into some towns and has had Rudy Bros., in the area, neither of which cut into grosses.

Many of the stops are practically virgin territory, not having been played since the Beatty show was here five to seven years back. In Biz Picks Up

OSCODA, Mich.—Business for money and the menagerie has been

house at night. Then came the final day, Sunday (13), with a big turnaway afternoon, a half house for the second afternoon show, which had not been scheduled, and a night house of better than three-quarters.

Much painting, rebuilding and other work was done during the Chicago run. Extra work the last two or three days was in preparation for the special parade to be

Corvallis on July 8 came up with one of the best days of the season. The night was a turnaway

Baraboo Museum Skeds 1959 Bow; Re-Elects Kelley

BARABOO, Wis.—Plans are being made for opening the Circus World Museum here early in July of next year. Directors of the museum met here Saturday (12) and elected John M. Kelley president for dent for a second term. The museum will open with two of the former Ringling Bros. winter quarters buildings here.

A large collection of oircus material, including 12 antique circus parade wagons and other vehicles, has been accumulated. The col-lection and museum are allied with the Wisconsin State Historical Society, which will operate the museum. The society has additional circus material, including the col-

Dec. 20 Bow

CHICAGO — Circo Atayde will open its annual holiday circus in Mexico City on December 20, Aurelio Atayde, owner, announced here last week. Atayde, who was here for the Shrine convention after visiting Wallace Bros.' Circus in St. Paul, said the stand will be for eight weeks. Journal.

plays had to be canceled. Only date hurt by the weather was at Eugene on July 6 when sizzling temperatures held the second day's crowd down after a first day of

Calif. Shop **Center Sets** Circus Show

WEST COVINA, Calif.—Eastland Shopping Center will stage "Circus Fantasy" in a special green and white big top here for three days, starting October 16, Bit Terney, display manager for the May Company, one of the 55 merchants underwriting the event, said. Performances for the free shows are scheduled for 2 and 7 p.m. daily.

Circus will be presented in one ring and on elevated platforms on the side. There will be special sets and lighting for all acts, all members of AGVA.

Tie-ins with Coca-Cola, Golden Creme Dairy, Swift & Company and Circus Foods will be featured, Terney declared.

Terney declared.

Special costumes are being designed by Diane Carey and Thom Cade for the opening spec. Bob Moore is readying the midway that will feature caged animals and displays by leading firms. Manuel Esponisa is in charge of special effects, and Larry Pabis will stage the show. Roy Ige has charge of the program, which will be distributed free. tributed free.

Terney, who clowned with Ringling Bros. and Barnum & Bailey is also known as the director and producer for the Theater Guild in Oharleroi, Pa. His "Kitty Has a Dream" featured a cast of 100 in the musical second half, which had

Kelly Mulls **New Offers**

CHICAGO - Emmett Kelly completed the Chicago engage-ment with Cristiani Bros. Circus Sunday (13) as soheduled and returned to Sarasota for a vacation.

He said he expects to learn to He said he expects to learn to play golf during the layoff. In the fall he will play the fair at Puyallup, Wash. Some offers are being discussed for future circus appearances, he said, but none is contracted yet. Also in a flexible situation is the chance he may appear on more of the summer TV pear on more of the summer TV shows headlined by Bob Crosby. Still another proposition in the offing would have him playing a character role in a series of Western movies.

Meanwhile he has appeared in a movie, "Across the Everglades," which is to be released in September. He plays the role of Bigamy

Count Popo DeBathe writes that ilroad was built in recent years.

Show will play its last Canadian date Tuesday (22) in Sarnia, Ont., and will play Port Huron, Mich.,

The tour in this area is as far the following day.

Quebec, Ont., Yield Big for Clyde Beatty

Beatty Circus, first show to place this far Northern area in some years, has been racking up strong business, drawing heavily from paper mill and gold mining towns where entertainment is scarce.

Show played here Wednesday (17) after being billed as far away 135 miles north where a new railroad was built in recent years. Excursions were planned in towns along the right of way.

COCHRANE, Ont. - Clyde north as highways go and is a route that was played many years ago by the Sparks organization.

Rouyn, Que., played Tuesday (15), registered two strong turnouts. Valdora, Que., also came up with two full houses the day previous. Sudbury, Ont., played Saturday (12), gave the show one of its best days of the season.

UNDER THE MARQUEE

Joe Levine, formerly on the front door of various circuses, went to Chicago for Cristiani and CFA meeting. Harold Ramage, Bloomington, Ill., writes that he is recuperating from illness and treatment but has been spending a few hours daily at the office again.

Catching Ringling in Washington were Katherine Gardner, Bill Rector, Bert Sheldon, Roger MacDonald, Claire and Tony Conway, the L. Wilson Poarches, Beverly Ann Kneavel, Dr. and Mrs. William Mann, Dutch Hill, Harrison Sayre, John L. Sullivan, Babe Snellen Kerr and John Ortiz.

More news from Polack: Hans More news from Polack: Hans and Gretel Torrianni were guests of Mac and Peggy MacDonald, at Boise, Idaho. . . Mingo, Rudy Bros. clown, visited. . . CFA members at Ogden, Utah, entertained personnel at the Joe and Fae Stegen home. . Ross Paul received word of the death of his mother. He flew to Glendale, Calif., and was to rejoin the show last week. . . Tom Hanneford Calif., and was to rejoin the show last week. . . Tom Hanneford filled in as equestrian director while Paul was away, and Gene Randow assisted. . . Shriners at Boise had their annual party for Polack people and the show performers put on the floor show. . . Frank and Janet Burger are breaking a dog act for Sam Bocklick, of Sacramento, and another dog act, with Afghans, for themselves. The Burger dogs picked up a virus and Burger dogs picked up a virus and 24 dogs were sick, but a vet brought them all thru okay. Harriet Beatty visited.

Recent visitors to Hunt Bros. have included: Mr. and Mrs. Carl Pratt of Avon, Conn., Wes Hale of Port Chester, N. Y.; Mrs. Madeline

ATTENTION, PHONEMEN

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PHONEMEN

Can pisce four (4) good Advertising Mer for repeat deal, starting July 21. Fifteer (15) solid weeks with deal to follow.

Gall AMherst 8-0785, Columbus, Ohic.

CIRCUS WANTED

Men of Edenton desire to spont a 3-Ring Circus. Confact

W. T. ELLIOTT JR. Rt. 2, Edenton, North Carolina

Bill Valentine, of Houston, came to Chicago to see the Ray Dell flyers, and was working out with them between shows. Ludwig Machino, was in Chicago with Billy Senior, on a business trip from Sarasota and fair dates. Capt. Eddy Kuhn was under treatment for allergies while in Chicago with the Cristianis.

Parks of Katomah, N. Y., en route to the CFA Chicago convention, Ralph Emerson Sr. of Emersons Wild Animal Farm at Newington, Conn., Mr. and Mrs. Bill Donahue of West Hartford, Conn., Art Gunter of Manchester, Conn., Came to the CFA Chicago convention, Ralph Emerson Sr. of Emersons Wild Animal Farm at Newington, Conn., Art Gunter of Manchester, Conn., Art Gunter of Manchester, Conn., Came to the CFA Chicago convention, Ralph Emerson Sr. of Emersons Wild Animal Farm at Newington, Conn., Art Gunter of Manchester, Conn., Art Gunter of Manchester, Conn., Conn., Art Gunter of Man Wild Animal Farm at Newington,
Conn., Mr. and Mrs. Bill Donahue
of West Hartford, Conn., Art Gunther of Manchester, Conn., Charles
H. Amidon of Orange, Mass.,
Harold Atwood. of Greenfield,
Mass., Ben Cook of Newport, R. I.,
former owner of Col. Tim McCoy
Wild West, and Ray Bickford,
former press agent on the show and
publicity chairman for the Clown
Club of America.

Club of America.

Bev Allen, of Allen's Performing Bears, writes that holiday business at Mountain Park in Holyoke, Mass., was big. The Allens are repeating at all their parks played last year, but have added Kay and her cub. Act will play the Owego, N. Y., fair, July 21-26, and then go to Saugus (Mass.) Kiddie Ranch for July 29-August 2.

Tom Rouse, Don Marcks and John Brott, CFA's, visited Carson-Barnes Circus at Eureka and Arcata, Calif. Brott also flew to Chico, Calif., to catch Kelly-Miller. Acts that have played Willow Grove (Pa.) Park since April include Great Seabright, Bebee's Bears, Egony Brothers, Great Alexander, Flying Malkos and Texas Tommy, Gautier's Steeplechase and the Reberte Trio played the West Oak Lane, Pa., July 4 celebration.

Mr. and Mrs. Hubert Castle had lunch in Washington recently with Bert Sheldon, Dr. and Mrs.

Mr. and Mrs. Hubert Castle had lunch in Washington recently with Bert Sheldon, Dr. and Mrs. William M. Mann, Bill Rector, Mr. and Mrs. Frank Greene, Katherine Gardner and Claire and Tony Conway. Castle left for dates in Wildwood, N. J., and Dallas before starting fairs for MCA.

New York booker Stanl Wathon returned last week from his European journey. He visited Denmark, Sweden, Germany, Brussels Fair, England and Austria, and was most laudatory about the Moscow Circus in Brussels Moscow Circus in Brussels.

Hunt Bros.' Circus was at the top of its tour of the Granite State last week following a trip which continued from Massachusetts straight up the Connecticut River valley and ending on the Androscoggin river. The most of the past week found warm and dry weather, in contrast to the rain Androscoggin river. The most of the past week found warm and dry weather, in contrast to the rain and cool of the previous one and many members of the troupe took the opportunity to see a bit of the country in the White Mountain area and in nearby Vermont. Following the valley has resulted in good moves all week, with very few really difficult hills and the fleet made all the moves without incident. Mrs. Stella Wirth returned to the show at Claremont on Tuesday after a week's leave of absence following the death of her husband, Phil. On July 4 at Whitefield, excitement ran high when someone returning from a hike into the woods near the show lot told of finding a portion of the carcass of a cow with bear tracks and mountain lion tracks. At this writing no actual trace of the carcass of a cow with bear tracks and mountain lion tracks. At this writing no actual trace of the animal that caused the sudden end of the cow has been found.

... Milton Yale was taken to the hospital in Woodsville for first aid

hospital in Woodsville for first aid treatment of a cut over the right eye, resulting when a tire rim flew up as he was mounting a tire on one of the trucks. . . Visitors during the week included Bill Green, of Green's Rare Bird and James Cotter and family, fans of Clens Falls, N. Y., who made the trip to Whitefield on the Fourth. Nick and Bill Oughton, Poughkeepsie, N. Y., spent the long weekend and holiday on the show. Hugh Hart, timekeeper with the Ringling show for 18 years and with King Bros., for five, is operating a liquor store in Macon, Ca., in the Macon Hotel Block. . . . James Kernan is a seat butcher

Ohio Axle Tax Slows Down Hagen Bros.

BOWLING GREEN, O.—
Ohio's so-called axle tax slowed down the Hagen Bros.' Circus as its trucks moved into the State Sunday for a performance here Monday (July 14).

The State Highway Police stopped 10 of the circus trucks just south of Toledo, about 15 miles from Bowling Green. Six of the trucks did not have decals for the Highway Use Tax, required of all trucks with more than two axles.

all trucks with more than two axles.

Highway patrolmen also found that two of the drivers did not have drivers' licenses. The drivers were required to post bond totaling \$160, \$10 each for lacking decals and \$50 each for the two without drivers' licenses. They were cited to appear in mayor's court in Perrysburg Monday night, an hour before the evening performance was scheduled to start. The axle tax decal costs \$2 per truck and owners must pay a cent a mile for travel on Ohio highways. In addition to the delay, rain washed out the matinee performance. The night show was hurt by the all-day rain and about 1,500 showed up. Mechanical difficulties with the organ held up the night show 30 minutes.

Rain, Storms

• Continued from page 96

enough frogs to serve frog legs

enough frogs to serve frog legs to the entire troupe.

At North Conway (8) the local-radio station did a big job of exploitation, including a talkathon by one of its employees from a downtown location, pushing the sale of tickets. Rata during the matinee turned all tourists toward the above while at night the local the show, while at night the local residents took their turn.

Bristol on Wednesday (9) found

the show set up in a park right in the heart of town, followed by

Laconia (10).

Laconia (10).

At the lake city the weather man pulled out all stops with a cloudburst during the matinee. No damage was suffered except that the midway, which was in a low spot, was flooded. Between shows the menagerie was pulled down and the midway moved to higher ground with the result that the evening patrons were able to get thru the midway and to the big top on dry ground. The storm which was widespread did much damage in the area, blowing down trees, flooding highways and cellars and disrupting electric service. ice.

The 72-mile hop from Laconia to Exeter was made Saturday morn-

The 72-mile hop from Laconia to Exeter was made Saturday morning without incident. A new lot was used and proved ideal. Here again the weather man turned on the rain, with threatening winds, but both shows were made without any damage or any interruptions of the programs.

Visitors during the week included Bill McDonough, former police chief of Gardiner, Me., and an ex-trouper; John McDonough, mortician of Manchester, N. H., and an ardent circus fan, and Mrs. Frank Curran, Lowell, Mass., who visited her parents, Mr. and Mrs. John Cloutman, at Exeter. At Bristol one of the police working the show was George E. Prebles, a former tumbler who was with the old Sparks show for three seasons in the early '20's

with Carson & Barnes. . . Mr. and Mrs. Walter Kernan of the Beatty show, caught Cristiani on Chicago's Lakefront. Harry Anderson, of the Enquirer Printing Co., Cincinnati, also visited.

When CRISTIANI BROS.' CIRCUS pitched its big top on Chicago's Lakefront, a few weeks ago, a major contribution was made to the CIRCUS Industry.

Here is a truly great CIRCUS FAMILY whose foresight and vision have provided the spark needed to perpetuate this medium of entertainment.

The entire Industry should be grateful to the CRISTIANI FAMILY for the faith they have shown in the future of the CIRCUS.

Though these are the words of a comparative newcomer to Circus business, they are said in all sincerity and in the hope that others will follow the leadership of the Cristianis in assuring the public Circuses are here to stay.

Tom Parker

(8)—PHONEMEN—(8)

Circus, Banners & UPC's Paid collection. Have following open

phones:

Police Date (1) opened July 16; Lions Club (2) opened July 17; Optimist Club (2) opened July 17; Police Date (2) opens July 21. My routing is South. Call before you jump and save some mileage. Please, no lush. Day phone, Chester 4-0237, Chester, Pa. Night phone, Kingawood 3-7074. Springfield, Pa. Mail address Box 343, Media, Pa.

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2 PHONEMEN

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Also opening for Student. State age, experience, etc. Top union scale and best of working conditions. Contact:

ARTHUR E. BITTERS

Mgr. Advertising Car, Clyde Beatly Circus, Grand Rapids, Mich., July 217

Muskegon, Mich., 22; Kalamazoo, 23; Benton Haybor, Mich., 24; South Bend, Ind., 23, and Marion, ind., 24. Also opening for Student. State age, experience, etc. Top union scale and hest of working conditions. Contact:

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2 PHONEMEN

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... PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PARER

SWISS HATS HOT

Public Now Cooking With Metal Slivers

Several subjects of recent merchandise columns have been embellished with additional items. Hats for name embroidery and kitchen gadgets are always items of interest to store operators, pitchmen and demonstrators, so they will be described as they appear.

Also of continuing interest are foreign items available for import Also of continuing interest are foreign items available for import by wholesalers in this country. Many are, of course, simple reproductions of domestic objects, but some are novel enough to merit attention. With the warm weather upon us, the American public has turned to picnicking, excursions and other ventures, frequently as family groups, and astute merchandisers take advantage of every opportunity to dangle attractive wares before them. tunity to dangle attractive wares before them.

Quickens Oven Time

Kitchen aids are almost without number and new time-savers hit the market constantly. One neat item is a packet of a dozen metal slivers for insertion into foods which are to be oven-heated. Nonslivers for insertion into foods which are to be oven-heated. Non-corrosive in composition, the little rods collect oven heat and pinpoint it quickly into the interiors of roasts, poultry, potatoes, apples and any other oven-heated food. Complete instructions tell the housewife to use one rod for each half-pound of roast, and a line shows how far to insert it. Since the time for cooking depends on the speed of heat penetrating the food, the advantages of the rods are obvious. They transmit heat quickly into the food, and the quicker the cooking, the less the shrinkage and fuel consumption. They are \$1 retailers and are shipped two dozen to a four-pound box, six boxes to a 22-pound carton.

Display aids by the company include boxes which open into attrac-

Display aids by the company include boxes which open into attrac-

Display aids by the company include boxes which open into attractive display cases, and availability of the rods on three-color cards suitable for standard counter racks. The firm packages a rack at no charge with each two-dozen box. Each packet contains complete instructions and cooking guide chart. Sales claims are: Save half the cooking time, half the fuel and up to half the shrinkage, cooks more uniformly, and produces tenderer, juicier meat.

In the hat field, the Swiss hat is apparently more popular this season than in the past. This, too, is a dollar retailer. It has feathers on the side, a crest in the center of the feathers, and a rope in place of a hatband. Relatively new is the gondolier skimmer, primarily for women. It is made of domestic straw and has a streamer that goes down the back of the hat and around the brim. The flip skimmer, is just going on the market.

Wholesalers will be interested in these foreign products, the ex-

porters of which are available from this column:

Musical ring—Swiss. A turn of the stone setting brings forth a
musical selection. Several styles and tunes available. About a \$5.50

retailer.

TV sharpener—Cerman. Pencil sharpener shaped like a video set, showing a roll of Disney characters of movie stars.

Toothpick dispenser—Austrian. When button on plastic box is pressed, a toothpick pops up for easy pickup. Hygienic to satisfy health board requirements for counter use. Good for households.

Radio tieclip—Japanese. Tiny crystal radio built into a tie clasp. Magnetic cigarette case—Japanese. Holder for cigarette packs has strong magnet in the base, for affixing to auto, dashboards and metal extures. Leatherette finish.

Television tov-German. Little toy TV set shows 3-4 minute kiddie films, illuminated by standard flashlight battery. Range of 57 films



this issue WATCH SPECIALISTS

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FOR 68 YEARS 2-Button Chron, \$3.95; Calen, \$5.50; Men's Watch Sets, \$3.95; Ladles', \$4.50. Unbeatable Charles March Watch, \$7.50. New 174 copy Diam. Cover, boxed, \$11.75. Terrific flash on winding sutomatic wetershock resist. copy, \$125. Gold Men's, \$11.75. Top-name brands, many 70% dis.

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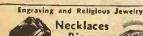
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Pipes for Pitchmen

VETERAN .

med show worker, James H. (Puddinhead) Rutledge, 708 West Jordan Street, Huntsville, Ala., writes that he would like to hear from

TOPSY AND TOM...
two young trained gorillas with Noell's Ark Gorilla Show, an Eastern carnival attraction, were the subjects of a feature article, along with four pictures, in the July 8 edition of The Buffalo Courier Express. The latest write-up is one of many received by Mr. and Mrs. Robert Noell, former med show folks, as a result of their unique attraction. The Noells reported a pick-up in business since mid-June. Previously the weather had been against them. TOPSY AND TOM

against them.

WORKING ... the recent Del Mar (Calif.) Fair, according to A. G. (Bozo) Baugh, a visitor there, were Red (Bugs) Larkin, Danny Fine, working scales; Sammie Wexler, working a joint for Alex Freedman; Mr. Push, in his wheel chair, pitching miniature saxophones and tromboues, Humatone Harry. Also seen on the lot by Baugh, picking up a little extra coin between dates by working as shills, were the following members of the Polack show: Johnny Hotrez, Albert Starkey, (Continued on page 102)

(Continued on page 102)

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Hand Braided 78" Overall— Wood Handle

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EARRINGS. ASSORTED STONE AND TAIL-ored. \$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., Provi-dence, R. I.

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Assorted Stoned Brooches	\$1.75 dz.
Stoned & Tailored Earrings	1.75 dz.
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Charm Bracelets, asst	1.50 dz.
Eng. Lord's Prayer Neck., boxed	3.00 dz.
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Asst. Tie Slide, carded	1.00 dz.
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Pearl Necklace (domestics)	
Nucl. & Familiars and board 5 00 4	1.45 dz.
Neck & Earrings, asst., boxed 7.20 &	9.00 dz.
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MEXICAN JUMPING BEANS—ONE OF THE world's wonders; they attract immediate attention, 10 playing charts with each thousand. 1M, 87,95; 5M, 837,45; 10M, 872.35. Cash with order; shipped parcel post. The Hollinger Company, 1872 Tutwiler, Memphis, Tennessee

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2357-Hunting Knife & Sheath .Dz. 7.2	0
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620-Snapshot Camera, Boxd, Dz., 16.2	
W1-Men's 6-Piece Watch Sct 5.1	5
W2-Ladies' 5-Piece Watch Set 6.2	5
9967-2 Hunting Knives & Sheath.	
Dz	0

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12.00
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1165—Tri-Color Flashlites, Bxd. Dz. 4.00
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2256—3-Piece Pearl Set, Dxd. Dz. 7.20
2256—3-Piece Pearl Set, Dxd. Dz. 7.20
Colom—M or W Sunglasses. Bxd. Dz. 7.20
20% dep., bol. 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.

START YOUR OWN BUSINESS stamping SOCIAL SECURITY PLATES.
MECKEL SILVER Key Protectors, Samples of either
50s with your name, address
and Social Security number.
Catalog free.
GENERAL PRODUCTS
Dept. 88-29, 188 State St.
Albeny, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

> IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

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.

NEEDED AUTOMOTIVE ITEM,

You Make, Distribute

easily. Everything furnished; costs few cents, Retails \$1.50. Free details.

E. & H. PRODUCTS

10334 Woodward Defroit 2, Mich.

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 eatalog. Metropolitan, 4143 Third Ave., New York 57, N. Y. ch.jy28

RETRACTABLE BALL PENS, 88.50 GROSS; minimum 5 gross. Silver Tip Refills, 923 per 1.000. F. B. Sales, 54 Jefferson St., Brooklyn 6, N. B. Sales, 54 Jefferson St.,

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show frlends 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, NOV-elties. 10¢ Combs, assorted colors, 12 on card, 12 cards \$3.60, Carleton House (BB), La Marque, Texas.

SEND S1 FOR 2 SAMPLE SHELL EARRINGS.
These are not the ordinary. Each shell is cut and polished, set off with fancy simulated pearls and finest Rhinestones available, over 100 styles at the new low price of \$4.80 dozen, \$40 a gross prepald. Norma's Shell Jewelry, 3415 Gables Court, Tampa 9, Fia.

SHELL LAMPS, ABALONE AND CONCH, large size 6½" by 9½". Beautifully decorated. Complete with lights. \$1.85 each in dozen lots, f.o.b.. ½ cash with order. No checks. Orders shipped same day. Sample, \$3 postpald. Shelicraft, 2705 Jule, \$t. Joseph. Missourl

SOMETHING NEW MUSICAL BIRD Perch. Sample, \$4; details free. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

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, III.

STINKBOMES — POPULAR HIGH PROFIT joke item. 55 hundred, 535 thousand, post-paid. Joke shops, write. Kits, 1450 Drake, San Pablo 10, Calif. ch-tfn

TREMENDOUS CLOSEOUTS — RETRACTA-ble Ball Pens, \$7.80 gross (min. 5 gross); Sun Glassee, \$8.50 gross; (wamples \$1). Willco, Box 1, Glenmont, N. Y.

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 Deak Pens, \$3.73 doren. Cigarette Pens, \$16.50 gross. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. aud

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 12½c; Ladles' Coats, 30c; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago &

Animals, Birds, Snakes

ALLEN HAS FOR IMMEDIATE DELIVERY. Extra large blue and yellow Bull Snakes, \$15 ex; large Boas, \$15; Ciant Hot Rattite Snakes, \$15: Copperheads, \$10; large Black, Chicken, King or Whlp Snakes, \$5; Gilas Monster, \$40; Glant Iguanas, \$17.00; dems of harmless Snakes, \$25 and up. Bill Allen. Fredericktown, Mo.

ASSURE YOURSELF OF QUALITY STOCK at lowest prices. Mixed-fixed or Hot Dens that cannot be beat. Monkeys, Birds, Animais. A lifetime serving America's Showmen. King's Snake Farm, Box 912, Almeda, Texas.

BLACK BEAR CUBS, TAME, TINY, 5125. African Monkeys, Mynahs, 335. Request price list. Bronson Birds, 149B Fortgeorge, N. Y. 46, N. Y. Williams 2-1150.

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, Sildell 322; Nights, Slidell 1744.

CHIMPANZEE FEMALE, 15 MOS., WEIGHS
18 lbs, very intelligent, easily trained,
wears clothes, eats with spoon, obedient,
affectionate; owner ill. Phone Madison 58354.
Helen Berger, Rt. 3, Box 352, Hot Springs,
Ark. 5928

GIANT MONITOR LIZARDS, GIANT TORtoises, Pythons, Boas, Baboons, Monkeys,
Chimps, Baby Orang Utan, Taine Cheetahs
and Leopards, Lions, Bear Cubs, Alpacas,
Liamas, Deer, Waterfowl, Peafowl, Bintroung or Bear Cats. All on hand in Rockville. Lowest prices on request. Phone
Poplar 2-9030, Whip-Poor-Will Animal Farm,
Box 145, Rockville, Md.

MONKEYS, SPIDERS, CAPUCHINS, Woollys, Marmosets, Squirrels, Kinkajuos, Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La.

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.

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.

THE WORLD'S GREATEST
ATTRACTION
The Horse that walks under the Dog. 24-inch
Mare, 5 years old and 18 mos. old male
Great Dane, \$3500.00 for both Beautique
new tandem trailer, show for same, opens
to 34 ft. front. Complete with banners, P.A.
and ticket box, \$2000.00.
WANETA LEONARD, 235 S. Jefferson
Junction City, Kansas, Cedar 8-3260

Business Opportunities

BEAUTY CONTEST DIRECTORS WANTED: every town, U.S.A. No experience neces-sary. You can offer Movie Tests for starring roles in new Independent production. Film distribution agencies, other valuable con-cessions to top directors. Write Dept. H-GP, 234 McKinley, Cocoa Beach, Fia.

FASCINATION—50 TABLES AND 50 SEATS, fully equipped, ready to go. Make me an offer. If reasonable, you got a sale. Al Stege!, 50 Highland Blvd., Keansburg, N. J. Phone: Keansburg 6-9653.

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.

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.

TOURIST ATTRACTIONS ARE BIG BUSI-ness. Revolutionary fort and museum. 200,000 visitors at \$1. Lease, sell. Send quali-tications. Box C-339, Billboard, Cincinnati, Ohio.

WANTED: COIN MACHINE OPERATORS to sell the famous Sno-Master Snow-Ball, Sno-Cone machine on easy terms. Leads furnished. Big commissions. No investment on your part. Sno-Masters will help you to get new locations. Sno-Master Mig., Co., 124B Hopkins Pl., Baltimore 1, Md. auti

Calliopes and Band Organs

AN AD SPOTTED UNDER ABOVE HEAD-ing will reach many Billboard readers who are in the market for this type of equipment. And the cost is so little. Rates in Order Form on opposite page.

Costumes, Uniforms, Wardrobes

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.

SEQUINED PANEL SETS, \$7.50: FRINGE G-Strings, Girl Show, Strip, Baily, Clown Costumes. Impersonator Wigs, Chorus Sets. Leroy Carpenter, 4618 Park Ave., Weshawken, N. J. Phone: Union 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. 1921

MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. 9e29

For Sale—Secondhand Show Property

ALLAN HERSCHELL KIDDIE MERRY-GO-Round. Perfect condition; \$2800 for quick sale. See in operation at Groomes Beach, Whitmore Lake, Mich. Geo. Crippen. Phone Hickory 9-8513

ALL RIDES IN GOOD CONDITION. 36'
Parker Merry-Go-Round, top and side
walls 9 mos. Old; Train, three coaches and
450 feet of track; Teenage tub ride Whirl,
Auto and Swing Rides. Many extras, must
sell, \$5.300 cash. Carl Ferrara, 3725 Tularosa, El Paso, Tex. Logan 5-3402.

BUILD CONCESSIONS—COMPLETE PLANS: Shallow Joint (23 games), 4-Way (11), Bali Rack (13), African Dip, 85 each; High Striker, \$3; all \$20; free catalog. Brili, Box 875, Pe-oria, Illinois.

FOR SALE—LARGE ECHOLS SNOW SHAV-er machine with case, bought new last fall. Thos. Yanda, 2517 S. Washington St., Marion, Ind.

FOR SALE — LIVE DONKEY RIDE, ALL equipment; will trade for Kiddie Rides; also Fruchauf van and tractor, A-1 shape. Write P. O. Box 200, Sharon, Pa.

FOR SALE-MUSEUM, ANATOMY, ALSO Freaks, 2-headed Baby, Stamese Twins, rare old Chastity Belt. A.E. Beasley, 14820 Euclid, Cleveland, Ohlo. 1928

FOR SALE: PARKER MERRY-GO-ROUND, fifty ft., two abreast, gasoline power: fifty it., two abreast, gasoline power; Kelly twenty place Swing, gasoline power; King electric Kiddie Train, hundred ft. track: electric Kiddie Car Ride, elght place; electric Boat Ride with seven boats. All now operating in park. The works for \$5,500. Ned McGill, Carolina Amusement Park, 509 N. Itansom St., Gastonia, N. C., University 5,5359.

KIDDIE AIRPLANE SWING-6 PLANES, 12 passenger, ball-bearing, plastic upholstering, awning top, never been in operation, 31,095, F.O.B. Corona, Calif., Route 2, C. B. Harlin.

RIDDIE 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, \$550. Noble Park Punland, 1851 N. 8th St., Paducah, Exphones 3-7378—2-4450.

MECHANICAL "TEN NIGHTS IN A BAR-Room"; 60 characters performing; tan-dems, trailer, honky-tonk music, beautiful show and front; new, complete. Stekelen-burg, Park Rapids, Minn.

MUG JOINT IN 16 FT. TRAILER: PHC ains 21/5; good camera supplies v cheap; \$500 takes all. Ed Roach, Spillman, Rolla, Mo.

SDK KIDDIE RIDES — GOOD CONDITION, (345 yrs. old). Losing lease, must sell at sacrifice. 1410 Tarlton, Corpus Christi, Tex. TE 5-7090.

Trackless Train, with Engine and (3)
Coaches, (Machine Shop Made) Ges
Operated
31-76. Mansels Merry-Go-Round,
with (22) Morses-Menchanically in
Good Condition, Horses need minor
repairs \$2,750.00

L. E. CRUTCHFIELD
Box 461, Mebane, N. C.
Telephone: Canal 6-6921, Burlington, N. C.

TRAINS — ALL SIZES, GAUGES, TYPES, new, used, custom bulk. Photographs, delails. \$1 bill (refundable). Manisture Train, 33B Winthrop, Rehoboth, Mass.

TWO 1957 NO. 5 ELI WHEELS — SELI.
either one; 1948 Spliffre with racked trailer; all rides in excellent condition; can beseen in operation. Russ Anusement Co.,
304 N. Clinton St., York, Pa. Phone: 3 7473.

1 PONY CART RIDE, \$1,000; 1 MANGKIS Merry-Go-Round, needs touch-up, \$2,000; 1 Miniature Train, G 12, 600 ft. track, morar factory rebuilt, never used, \$1,500; 1 Kings Auto Trailer Ride, \$1,500. Charles De Martino, 1449 66th St., Brooklyn 19, N. Y. Cloverdale 6-7002.

3,000 FOLDING CHAIRS, 4,000 STADIUM Chairs, Theater Chairs, Lockers, Bleachers, Tents, Tables, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

Instructions & Schools

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Relisch Auction School, Mason City 18, Iowa. jy21

Magical Supplies

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.

Miscellaneous

CARNIVAL WANTED WITH FERRIS
Wheel, Merry-Go-Round, Kiddie Rides,
Medicine Show, Side Shows and 15 to 20
Concessions for Colored Fair, September 29
thru October 4, 1958. Contact W. M. Warley,
Rt. 1, Box 66, Moncks Corner, S. C.

DO IT YOURSELF — PAINT YOUR OWN signs with easy to use letter patterns. Free circular upon request. Ansel Rahn, 118 George St., Mt. Prospect, III.

Mobile Homes 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.

Motion Picture Films and Accessories

SAVE 50%! GUARANTEED FRESH COLOR, B&W movie film! 8mm., 16mm. Free catalog! Eso-E, 47th Holly, Kansas City 12, Chap

Partners Wanted

WANT LADY PARTNER FOR NATION-wide pin-up photo business. Must be at-tractive, like modeling. Experience, money not needed. Finance entire promotion, han-dle all details, split profits. Don Meadors, 22 Tabor St., Greenville, S. C.

Personals

ANNE YOUNG (LITTLE ANNIE) CONTACT Vern Young, K.S.O.P. 2320 South 13th West Salt Lake City 4, Utah. HUnter 44435.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER,
Developers, Frames, everything for direct
positive photography Write for our low
prices. PDQ Camera Co., 1546 W. Corter,
Chicago 22, Ill. cb-tin

Ponies

10 NICE, YOUNG PONIES, 3 YEARS OLD, all sound. Consisting of 6 females, 4 males. All for \$1,000. Average weight about 400 liss. Children riding them every day. Ideal for Pony Ride. Truck available for delivery, 25, per mile one way. No time for letter writing. Phone day or night \$317, P. L. Cobb, Amito, Louisiana.

Printing

ALWAYS FASTEST SERVICE — QUALITY non-bending 3-color posters! 14x22 Window Cards, copy limit 50 words, 18 hundred, 17x26 size. \$12.50 hundred. Red Day-Glo Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribuno Press, Dept. 356, Earl Park, Ind.

BUSINESS CARDS—SAMPLES AND PRICES free. Immediate quotation on all other printing. Bold Enterprises, 10768 Hiway 71, Kansas City 34, Mo.

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches 10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. How prices for high quaity. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales latt furnished. Match Corp., Dept. D-196, Chicago 32, Ill.

FULL SIZE ALUMINUM CANES, \$6 DOZEN, aample, \$1. 20% deposit, balance co.d. Tennessee Valley Aluminum Products, Robert Ave., Maryville, Tenn.

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world, Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10.

Secondhand Goods

For Sale—3 Kiddie Horse Ride Units

(Wonder Horse)
One single with Western saddle, two doubles; in A-1 condition, Total cost three units, \$2,150; will sell for \$1,000. Write or phone

ROBERT G. HARRIS, SR. 606 S. Fifth St.

Talent Wanted

WANTED — SHOW GIRLS, GOOD PAY guaranteed three months, Joe Spicola Diamond Horseshoe, 2501 Fourth, Tampa Florida.

Tattooing Supplies

NEEDLES—GENUINE #12 SHARPS BEST brand, packaged, \$7.50 per 1,000. Grover Dale, 409 Deadrick, Nashville, Tenn.

Trucks, Trailers, Accessories

10-FT. CONCESSION TRAILER—CRETORS Jumbo Popper, Butane, Snow Cone ma-chine. Neon all around, factory built, ready to go first three hundred. James F. Dowdy, Box 88, Hardin, Ky.

by the style, name and address, or any wording, 250-31; 500-31.50, postpaid; very fast service. John's, Box 421, York 2, Pa.

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—

18' CUSTARD TRAILER, NEW, ALL STEEL, insulated, walk-in cooler, complete hot and cold water system, water storage tank. Custard machine complete with contenting unit; space for other custard machine and abort-order grill; wash sink, floodlights, serving counter, \$3,800. No ressonable offer refused. Custom But Bedy, Camp Road, Hamburg, N. Y.

CON MACHINES

Parts, Supplies

our 2¢ coin chutes. Write for full Heath Sales Co., P. O. Box 1445, Mac

Positions Wanted

EXPERIENCED MAN WANTS JOB WITH Music, Amusement or Vending Co. Serv. ing and collecting, route or shop work Box C-388, e/o Billboard, Cinelmatt 22, Ohio.

Routes for Sale

IN KANSAS—SMALL ROUTE OF PINBALLS and Music Machines for sale. Good possi-bilities to expand. Write Paul Gentry, Flor-ence, Kan.

Used Equipment

A-1 COIN OPERATED VENDING MA-chines. Everything made, barring none; brand new or used; under the market prices. Established 31 years. Mack H. Postel, 2932-8 Milwaukee Ave., Chicago, Ill. 1921

MECHANICAL SHOW, \$500. DALE GUN, Chester-Pollard Football, Hockey, \$25. Counter Games, \$10 each. Come get them. Wm. Schnepel, Box 714, Red Bird, Ill.

SHIPMAN DUPLEX STAMP MACHINES. 810; Triplex, 829.50 each; like new Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. 8u18

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy In this space:

-	Cricer the Heading arrest from the		
	Acts, Songs, Gags		Miscellaneous
	Advertising Specialties		Mobile Homes, Accessories
١	Agents, Distributors Items		M. P. Films—Accessories
Ē	Animals, Birds, Snakes		Musical Instruments, Accessories
	Business Opportunities		Partners Wanted
ð	Calliopes and Band Organs	ñ	Personals
	Collectors Items	Ō	Photo Supplies & Developing
Ŏ	Costumes, Uniforms, Wardrobes		Ponies
	Food & Drink Concession Supplies	n	Printing
	Formulas and Plans	Ĭ	Rigging and Props

For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted Magical Supplies

Salesmen Wanted
Scenery, Banners
Talent Wanted Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

Business for Sale Record Pressing Situations Wanted

Used Dealer-Distributor
Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

Help Wanted Opportunities
Parts, Supplies
Positions Wanted Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

Agents and Managers Bands and Orchestras Dramatic Artists Hypnotists Miscellaneous

M. P. Operators

Musiclans

Outdoor Acts and Attractions

Vaudeville Artists

Vocalists

3. Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD-20c word. Minimum \$4 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

TALENT AVAILABILITIES AD—5c a word. Minimum \$1
Classified and all Talent Availabilities ads must be paid for

The Billboard, 2160 Patterson St., Cincinnati 22, Ohlo Please insert the above ad in grant at the second and the second a

NAME _ _ I enclose ADDRESS __ __ remittance of

CITY _ STATE

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and Include additional 25c to cover cost of handling replies.

Miscellaneous

AUCTIONEER AND TRUCK FOR CARNIvals and Fairs, 300 mile radius from N. Y. City. Contact: Col. Irving H. Fingerhut, 1671 New York Ave., Brooklyn 10, N. Y. 1921

DANCER, ACTRESS, ROAD SHOW, T. O. theatre. Age 33, single, brunette, professional. Contact Maurine Dillinger, For Austin Place, Shreveport, La. Phone 3-9184.

EXPERIENCED LADY WOULD LIKE JOB managing Popcorn Wagon for the winter with M. Flelds, General Del., Hobart, Ind., starting around Sept. jy28

Musicians

A-1 RINK ORGANIST—12 YEARS' EXPERI-ence best rinks; pleasing style, good beat, a skater's musician. Box C-360, e o The Bill-board, Cincinnati 22, Ohio.

ALL AROUND EXPERIENCE — VOCALS Commercial combo preferred. Dick Shel-by, Hotel Del Rio, Cheboygan, Wis. Phone Cheboygan 403.

AT LIBERTY—BARITONE SAX, DOUBLING Tenor, Clarinet, Bass Clarinet, Age 34, single, formerly with Henry Busse, Russ Morgan, Al Donahue. Frank Pronio, Box 314, Cedil, Pa. Canal 1-6299, 1921

AT LIBERTY—GUITARIST, BASSIST, VO-cals; equally good both instruments; mod-ern. read, fake, travel; semi-name experi-ence; pay own transportation. Mr. Cleo Scroggins, Gen. Del., Wadena, Minn.

AT LIBERTY — TRUMPET; YOUNG, EXperienced, read, fake, travel; prefer commercial group. Gll Attaway, 1085 Pinegrove Ave., Atlanta 19, Ga. Phone CE 3-2210.

BASS MAN, DOUBLING TRUMPET, TROM-bone, comedy M. C., vocals. Unlon, good appearance, name experience, will travel. Martin Hale, City Motel, Dickinson, N. D.

BASS-DOUBLING GUITAR, SING, READ, excellent appearance, car, wardrobe. Available August 2nd. Taft Baker, Alexan-ria Hotel, Duluth, Minn. jy28

DRUMMER—CUSTOM 2 BASS SET. NEAT. Do vocal work; prefer combo. Roukue Hager, 873 Heyl, Columbus 6, Ohio. Phone AM 6-1127.

ELECTRIC GUITAR, BASS, VOCALS, SOLO, parts. Five years with top name bands. Musician, Harmon Hotel, 114, Minneapolis, Minnesoto.

PIANOMAN — ORK, COMBO OR SINGLE.
Close here Aug. 16, available 18th. Write
for detailed qualifications. Tape to respon-sible parties. Wayne Powell, e/o Zebra
Lounge, Lexington, Ky.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARCHUTE Jumping for parks, fairs, celebrations. Claude L Shafer, 1041 S. Dennison, Indian-apolis 21, Ind.

"CRASH" BROWN; KING OF THE WORLD'S stuntmen, the original Capt. Dynamite Casket Act Atomic Death Chair; stunts with motorcycles and automobiles. If you want thrill acts get them with the oldest and greatest name in thrill shows, "Crash" Brown. Have some open time last of July and Aux. and Sept. for fairs, celebrations, picnies, fish fries, or any occasion. Can give you one act, or routine of acts, death defying, different and always brockings and literature on request. For acts, death defying, different and always book the sing a fice short Thrill O. Raw you book the sing a Write "Crash" Brown, 1232 South Biltmore, Indianapolis, Ind. jy28

CHARLOTTE THE GORILLA GIRL - ACT that's different; can work each week; that's different; can work each w wardrobe, drapes, give intelligent leci Sideshow Annex work, percentage. Reli managers roply to Charles Hunter, Luzerne Ave., Silver Spring, Md.

HIGH FIRE DIVE SOMERSAULT. SHARP appears, blaring gasoline; smollest tank in the world. Riggling illuminated and visible from far off. A Fox Movietone feature. Address' Mac Productions, 455 Lamphier, N. E., Warren, O. Tel.: MA 91479.

OLD TIME BALLOON ASCENSION FOr your Celebrations. Anywhere, Vir. Kutscher, 1111 Ave. D, Fort Madison, Iow

OUTSTANDING PLATFORM TRAPEZE act. Avaliable for all types of outdoor events. Flashy paraphernalia, real act. For Iterature. detain, address: Charles La Crokx, 1304 South Anthony, Ft. Wayne, Indiana, Telephone: Eastbrook 312.

PUNCH AND JUDY AND MAGIC FOR SIDE Show. Capable performer. Ben Bernard, 2897 W. 8th St., Brooklyn 24, N. Y.

RAYS CIRCUS REVUE — SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-mite the Mule. Magnolia Ohio, Route No. 1, Phone, UNion 62010

REAL FLAGEOLET PLAYER FOR BALLY; big time. Hong, General Delivery, Bridge-port, Conn.

SUPER ANIMAL ACT AND TRAMPOLINE Act. Parks and fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone: H 1196.

THREE COMEDY ACTS — ONE OR ALL.
Juggling-Balancing, Breakaway Blcvcle,
Ventriloquist Act. Post Office Box 74, Fort
Wayne, Ind.

Vaudeville Artists

TAKE-OFF GUITARIST, VOCALIST DOUbing trombone and trumpet. Read, arrange and fake anything. Complete experfence. Charite Gillim, General Delivery,
Las Vegas, Nev.

J228

**J228

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Ackley, Jimmy
Allen, Jimmy Carl
Allerd, Olaf
Allerd, Jimmy
Bush, Mrs. Bernice
Butcher, Raiph &
Butterfield, Louis
Butter, Don
Arthur, James J. W.
Camon, Bob
Captain Eddle
Carawan, C. L. &
Carmody, Mike &
Tom (Nelson Bros.
Circus)
Baldwin, William
Balley, James
Barchinger, Linds
Cart, Harry &
Clark, Harry &
Panilne

Baker, Walter E.

(Buddy)

Baldagh, James
Barleid, Emmett
Barnet, Tommie C.
Barnett, Mrs. Darlen
Barnett, James
Barrett, James
Barrett, James
Barnett, James
Barnett, James
Barnett, James
Barnett, James
Barnett, James
Barnett, James
Beard, A. J.

Beal, Glenn & Edna
Beard, A. J.

Bennett, Spencer
Bennett, James
Beratton, Lew
Bowman, Bill
Boyd, Wesley
Brown, Wosley
Brown, Thomas
(Leeal Adjuster)
Brown, Thomas
(Leeal Adjuster)
Brown, W. S.
Bryant, Carl Baldwin, Win.
Ballagh, James
Barchinger, Linda
Barfield, Emmett
Barnes, Tamest

Devine, Mrs. Alice
Digrs, Edgar Lee
Dombie, George
Dowle, George
Harris, Deckt-Book
Harris, Prockt-Book
Harris, Prockt-Book
Harris, Mrs. Frank
Harris, Mrs. Fetty
Hawa, Mason
Heaton, Mrs. dp.
Harbin, Mrs. Frank
Harris, Mrs. Frank
Har

Coming Events

Arkansas

Reber Springs—Reunion, Aug. 429.
Little Rock—Ark. Livestock Expo., Sept.
29-Oct. 4.

Mammoth Spring — Soldiers, Saliors & Marines' Reunion, Aug. 11-16. E. E. Sterling.

Sterling.
Paragould—Centennial, July 27-28.

California
Santa Monica-Better Homes & Garden
Show (Civio Aud.), Sept. 17-21.
San Francisco-Giff Show, Aug. 3-8. Kay
Leber, 1355 Market St.
Yuba City-Golden Juhliee, Sept. 26-28.
Robert Clark.

Georgia
Savannah-Summer Bazaar, Aug. 30-Sept.
4. Irwin B. Oriffin, Jewish Educational
Alliance, 511 Albertorn St.

Idaho

i Anthony—Fremone Co. Ploneer Day,
July 24, Golden C. Linford,

Carthage-4-H Show, July 30-Aug. 2. Jerry Nutt Jr.

Nutt Jr.
Ohloago—Associated Variety & Novelty
Manufacturers' Bhow (Paimer House),
July 27-30,
Wapella—Corn & Bean Festival, Aug. 2122, Geo. Spray, Box 176.

Indiana

Butler—Celebration, July 22-20.
Cloverdale—Homecoming & Picnic, July

Cloverdate House 24-26. Elkhart—Centennial, Sept. 11-20. Harian—Harian Days Celebration, July 30-Aug. 2. Huntington—Street Fair, July 28-Aug. 2 Ladoga—Homecoming & Flah Fry, Aug

Ladoga—Homecoming & Flah Fry, Aug. 20-23,
Odon—Old Settlers' Meeting, Aug. 20-23,
Lex Seneff.
Terre Haute—Miners' Picnic, Aug, 1-8.
Jack Wilfon.

Iowa

Chariton - Lucas Co. 4-H Achievement Show, Aug. 5-7. Mrs. Lee Cottingham,

Russell.

Cherokee-Pilot Rock Plowing Match, Aug.
14-16. Sherman Pelseon.

Port Dodge-Webster Co. 4-H Achievement
Show, Aug. 4-7. Paul Harms, 210 Doud

Bidg.

Sibley--Osceola Co. Livestock Show, Aug. 18-20. Gene Alexander.

Tripoll--Celebration, Aug. 1-2,
Waterloo--Steam Engine Show, Aug. 14-17.

Nat'l Cedar Valley Steam Engine Club, 1138 Kern St.

Louisiana

Morgan Oity—La. Shrimp Feetival, Aug.
30-Sept. 1. P. O. Box 111.

Massachusetts

New Bedford—American Portuguese Veterans Fair, July 21-27.

Michigan

Manton—Manton Harvest Feetival. Aug.

Michigan
Manton—Manton Harvest Festival, Aug.
29-Sept. 1. Robert McBrian.
Menominee—Menominee Dairy Show, July
26. Gall E. Bowers.

Minnesota
Preston—Celebration, July
29-30.

Missouri
Deep Water—Labor Day Celebration, Sept.
1-2.

Desp Water—Labor Day Celebration, Sept. 1-2.
Gallatin—Daviess Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt.
Gower—Cinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur.
Linneus—Old Bettlers' Reunion, Aug. 7-9.
E. Thurlo.
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.
Sedaila—Pettls Co. 4-H Livestock Show, Aug. 9. H. L. Fack
Springfield—Ozarks FFA Fat Hog Show, Aug. 22. Venell G. Mount.
Urich—Reunion, July 28-30.

Montana
Three Forks — Founders Celebration & Roden, July 28-27 A Prissoil

hree Forks — Founders Celebration & Rodeo, July 25-27. A. Driscoll.

Nebraska

Nemaha—Picnic, July 28-Aug. 2.
Omaha—Ak-Sar-Ben Livestock Show, Sept.
19-27.
Shubert—American Legion Picnic, Aug. 78. Claude Shubert.

New Jersey
Hammonton-Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221
French St.

sumption, Aug. 11-16. Ralph Santelle, 221
French St.

New Mexico
Gallup—Inter-Thibal Indian Ceremonial,
Aug. 14-17. Edward S. Merry.
Las Vegas—Theodore Roosevelt Centennial,
July 25-Aug. 3.

New York
Haverstraw—Chamber of Commerce Trade
Fair, July 21-26.
Patchin—Intl. Bicycle Races, Aug. 3-2.
Brian L. Morrissey, 75 Valley View
Ave., Hamburg.

Ohio
Beverly—Legion & Lions' Homecoming,
Aug. 14-16. Bob Bloomfield.
Commercial Point—Homecoming, July 21Aug. 2

Commercial Point—Hometoning,
Aug. 2.
Derby—Homecoming, July 25-26.
Elyria — 125th Anniversary Celebration,
Aug. 1-9.
Hanover—Homecoming, Aug. 13-16.
Harrisburg—Homecoming, Aug. 7-9.
New London—Celebration, Aug. 30-Sept. 12.
North Industry—Fremen's Homecoming,
July 22-26. George Marlow, 911 Payno
Ct., N.E., Canton 5.
Westerville—Centennial, Aug. 18-23.

Pennsylvania

Avoimore—Firemen's Celebration, July 21-26.

28. Millard Gleim.
Harrisburg—Corriedale Sheep Sale (Parm Show Bldg.), Aug. 9.
Harrisburg—Pa. Jr. Dairy Show (Parm Show Bldg.), Sept. 18.
Harrisburg—Holstein Cattle Show (Parm Show Bldg.), Sept. 19.
Mechanicsburg — Piremen's convention, Aug. 20-25.
Shade Gap—Soldiers & Saliors' Pair & Pienic, July 28-Aug. 2. A. L. Blackmon.
Stonesboro—Firemen's Celebration, July 23-28.

Texas Alloe—Fiests, July 28-Aug. 2. (Continued on page 102)

Letter List

GENERAL OUTDOOR

Continued from page 101

Kleban, Harry Kleider, Paul Korman, Carroll Laide, Mickey Lallor or Lollar, Germane Lane, Eugene V. Lane, Mrs. H. J. Lankford, L. (Pin Laukford, L. (Pin Laukford, William Law Russell Lauther, William
Law, Russell
Law, John
Lowell
Lowe, John & Mrs.
Lowery, John & Mrs.
Lowery, John & Mrs.
McCalle, Dave
McCortin, Carol M.
McCown, Fred L.
McDaniels, Mrs.
Bertha
McDaniels, E. J.
McDoniels, E. J. McCowan, Fred L.
McDaniels, Mrs.
McDonald, C. J.
McDaniels, E. J.
McCanel, E. J.
McGill, Frank & Salle
McGill, Frank & Salle
McGill, Leo John
McGill, Leo John
McGill, Leo John
McGill, Leo John
McGare, Francis J.
McKaney, Mavis
McLane, Francis J.
McKaney, Mavis
McSpadden, Jimmle
McKaney, Mavis
McSpadden, Jimmle
McKaney, Mavis
McSpadden, Jimmle
McKaney, Mavis
McSpadden, Jimmle
Mark, Ledwy J.
Markey, Haroid
Manning, Ennis
Manstin, Edward
Markey, Pearl & Joe
Marsh, J. B.
Martin, Bdward
Martin, Selly
Martin, Selly
Markey, Pearl & Joe
Martin, Bdward
Martin, Bdward
Mayer, William B. &
Sorrell, A. A.
Southerland, Bill
Spain, F. E.
Spoon, McTommy
Starr, Allaud
Stebler, Mrs.
McMorgan, John A.
McMorgan, John
Miller, John Adam
Miller, John Adam
Miller, John Adam
Miller, Sharon
Miller, John Adam
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, John Adam
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, John Adam
Miller, John Adam
Miller, John Adam
Miller, John Adam
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, Sharon
Miller, John Mrs.
Miller, Jo

Mohr, Lynn
Monroe, B. F.
Monroe, Christy Lee
Moore, Christy Lee
Moore, Donald
Moore, Donald
Moore, Misself
Moran, Sahor
Morgan, Sahor
Morgan, Duke
Morgan, Duke
Morgan, Bule
Morgan, Balph
Morgan, Philip
Myers, R.
Napler, Lee
Napler, Lee
Newbrey, Mrs. Jerry
Nichols, W. A.
Novak, John
O'Brien, Blanche
O'Brien, Blanche
O'Brien, Terry
O'Shea, Mrs. Frances
O'Shea, Mrs. Frances
O'Shea, Mrs. Frances
O'Shea, Mrs. Frances
O'Shea, Mrs. A. J.
Owens, Japper S.
Patterson, John
Japper S.
Patterson, Tom
Paller, C.
Perkins, Vick
Phillips, Clyde S. &
Phillips, Clyde S. &
Phillips, Cladys
Phillips, Gladys
Pivor, Morris
Prevo, Frank
Prevo, Frank
Prevo, Frank
Price, Sam V.
Puckett George
Raetz, Gene O.
Randolph, Ceoli
Reeder Leon
Reed Associates

Reilly, Chas. J.
Remington, Les
Reuben, Harry
Rice, George D.
Rizzo, Auggie
Rocco, Frank M.
Rogers, Red
Rooks, Frencine
Rose, Jack (Greek
Ambassador)
Roste, Eddie
Rosenfeld, Sol &
Mrs.

Roy. Rowena Russell, G. Dean Sakoble, Myrtle Salyina, John Sanders, M. R. (Railhead) Santana, Elmer Scaulsberry, Mrs. Scharf, Robert Schaff, Robert Schaffer, Marvin, R. Schmeizer, Burton

Shaffer, Marvin R.
Schmeizer, Burton
Schmuck, Guy O.
Schreiber, Harry &
Ruth

Thomas, Bligh
Thomas, Lewis
Thomas, Lewis
Thomas, Ben
Thompson, Mike
Timberlake, Bille
Tullis, Tom
Valando, Sally
Valentine, Harry
Vandayberg, Berle
T.

Vealey Jr., Percy Allen Villemarle, Joseph Voise, Harold Walls, Doc T. Warren, Sam L. Webster. Pauk Webster. Pauk Webster. McKee Werdermon, William A.

Werdermon, William A. Wesloski, Joe White, Oscar White, Wally White, William K. Wilder. Dan Williams, Georginia Williams, Joseph Williams, Lawrence (Larry) Williams, Lawrence Wilson, Harvey T. Wilson, Ted & Mrs. Woods, Mrs. George Woods, Maple Worth, Phil (Mrs.) Wright, Jos. W. Wright, Jos. W. Wright, Felton I.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Adams, Pat Allen, H. S. Amitrano, Louis Anderson, Norman Anderson, Norman

Atkins, Don
Bailey, John J.
Barber, Vernon
Beczley, James G.
Bell, N. C.
Bell, N. C.
Bianco, Joseph
Bunts, Waiter E.
Burge, Lloyd Allen
Bunts, Waiter E.
Caldwelf, E. S.
Caldan, Carl A.
Carl, Robert E.
Olark, Jack
Cook, Jack
Craden, Sam K.
Creighton, Mrs.
Crider, Mildred D.
Crimmins, Harry
Crowe, Mrs. Leona
Crowe, W. J.
Date, Bob Deckh
Date, Bob Deckh
Date, Bob Deckh
Date, Bob Geck, R.
Davis, Gene Atkins, Don
Bailey, John J.
Barber, Vernon
Beezley, James G.
Bell, N. C.
Bell, William G.
Bianco, Joseph
Bunts, Walter E.
Burge, Lloyd Allen
Bydairk, Albert
Cladwell, Geo.
Oaidwell, E. S.
Caiolan, Carl A.
Carl, Robert E.
Olark, Jack
Crok, Jack
Craden, Sam K.
Creighton, Mrs.
Crider, Mildred D.
Crimmins, Harry
Crowe, Mrs. Leona
Crowe, W. J.
Dale, Bob (Peck)
Darvel, Dickle
Daubenspeck, R.
Davis, Gene
(St. Louis)
Davis, Jacqueline E.
Davis, Gene
(St. Louis)
Davis, Jacqueline E.
Davis, Gene
Davis, Mr. & Mrs.
Davis, Jacqueline E.
Davis, Jacqueline E.
Davis, Mr. & Mrs.
Davis, Jacqueline E.
Davis, Jacqueline McCabe, Mrs. Ruth
McCater, R. C.
McConnell, Bruce
McDaniels, N. L.
McKay, Mrs. E. L.
McKay, Mrs. E.
McK

Garnett, Howard
(Tex)
Gibson, Raymond E.
Gibson, Zoail
Billum, Bocile
Hamilton, Jack R.
Harmon, Mrs.
Lenora
Hatfield, Dale

Shefohlk, Mrs.
Rowe, Jack
Shefohlk, Mrs.
Shefohlk, Mrs.
Shefohlk, Mrs.
Smith, Bola B.
Smith, Iola B.
Smith, Tommy J.
Sokolowski, Peter & White, Charlle
White, Mrs. Rose
Willer's Wolverine
Woodrow
Willer's Wolverine

Stacy, Woodrow Stenton, Mr. & Mrs. Richard Stein, Jack Stevens, Mr. & Mrs. Joe Williams, Richard L. Joe Wingfield, Harry (Red) Stoddard J.
Taylor, George C.
Thomas, Jack Mrs.
Wright, Donna
Tyskil, Mrs.
Wyrks, John
Jon & Mrs.
Zawatzke, John
Andrew
Jackson Zucco, Therese

> MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Akers, Pape
Blaine, Robert
Carter, Dave
Chelley, John
Cooper, Aaron
Davis, James
Fentou, Marie
Gallagher, Weels
Fentou, Marie
Gallagher, Weels
Gallagher, John
Speaker, Fred
Slevens, M.
Steinbach, Ruth
Steinbach, Ruth
Strate, Joseph
Vernon, Ed
Warren, Dean
G.
Williams, Victor G.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Allen, Benney
Atterbury, Robert
Charles, Michael
Davis, Stanley M.
(White)
Doyle, John J.
Heimine, Elizabeth
Moon
Hill, H. P.
Hines, Donald

Hutchinson, William
James, Jessy
Knowles, Les
Kuhn, Mrs. Charlene
Lea, J.
Osteen, Clarence
Seltzer, Mrs. Loretta
Taylor, John T.
Young, Joyce
Zimmer, H. G.

Coming Events

• Continued from page 101

Uvalde-Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2. Pete Gulley.

Wisconsin
Butler—Frontier Days, Aug. 8-10. H. Fohl.
Thiensville—Lions Club Water Carnival,
July 25-29. A. W. Strehlow, P. O. Box
1, Waukesha.

CANADA

Ontario

Renfrew—Centennial, Aug. 1i-16.
Thoroid—Firemen's Celebration, Aug. 6-9.
Windsor—Emaniopation Celebration, Aug. 2-6.

Quebec

Jamesport—Jamesport Jr. Livestock Show,
July 31-Aug. 1. Frank Nowland.
Mount Vernon—Lawrence Co. Jr. Livestock
Show, July 31. Troy B. Call.
Warrensburg—Johnson Co. Jr. Livestock
Show, July 29. Jack Jennings.

Roller Rumblings

• Continued from page 93

and compares with 1,077 entrants in the competition at Oakland, Calif., last year.

RSROA Adds 8 Operators

To Membership Roll . . . DETROIT — Eight operators representing three rinks have been added to the membership roll of the Roller Skating Rink Operators' Association of America, it was announced last week by Robert D. Martin, secretary - treasurer, at RSROA headquarters here.

The operators and rinks they

Davis, Mr. & Mrs.
Diar, Isabel
Diar, Ted
Diar, Ted
Diar, David
Dick, Daniel
Dorland, John
Dunn, Mr. & Mrs.
Dillinger, Miss
Maurine
Dorland, John
Dunn, Mr. & Mrs.
Dillinger, Miss
Moreno, Geraldina
Moreno, John
More

Detroit Area

• Continued from page 93

anticipated, and 300 upstaters were nearly panicked when the 4 p.m. boat left without them. Corry promptly negotiated for four Creyhound buses to make the trip to nearby Amherstburg, Ont., picking up the strandees and delivering them to their train in Detroit on time, despite the problems of special border cross-ing.

NAAPPB members, their families and employees. All-inclusive fares for the trip (all costs except lunch and dinner) are by air, \$1,497.50 first-class, or \$1,258.50, tourist. By ocean liner and surface transportation, \$1,536 up, first class; or \$1,279 cabin class. Reservations North Wabash Avenue, Chicago.

Among the additional persons up have made reservations and employees. All-inclusive fares for the trip (all costs except lunch for the trip (all costs except lunch and dinner) are by air, \$1,497.50 first-class, or \$1,258.50, tourist.

ng.
The two biggest annual events of the year for the park are in the final planning stage—Michigan Bell Telephone Picnic on July 26 and the 109th annual St. Andrews Society Day on August 21.

Kidland Bows

• Continued from page 93

matic Merchandising Corporation, Milwaukee industrial vending firm owned by Carl Millman and Asher Rabin. They operate a counter stand for food and drinks, in addition to a complete battery of vending machines.

List of rides includes: A Miniature Railroad circling the Kiddletown section, featuring a canvascovered tunnel and dubbed the Milwaukee Road; a Ferris Wheel, Helicopter ride, Merry-Co-Round, Kiddie Tanks, Kiddie Hand Cars and a live pony ride, Other attrac-tions will include a Mother Goose Village and a Western-style Deadwood Gulch.

A two-week promotion kicked off the grand opening, centered around a tie-in with the Romper Room morning video show for children on WITI-TV, with 40 area toy merchants giving free ride tickets to people visiting their stores.

Holyoke Spot

• Continued from page 93

course, designed by Eddie Leis and Don Spadola, did excellent business, and a new kiddieland proved a big draw. A new Tilt-a-Whirl and Bubble Bounce also

were ringing up good grosses.

Collins, who also operates Lincoln Park in North Dartmouth, said business was considerably ahead of last year at both spots. A new 18-hole golf course at the Lincoln spot, also designed by Leis and Spadola was going well. A good picnic business there also was showing a profit in all levels at the

Captain Kangaroo will go to Lincoln this coming weekend and will be joined by a Warren, R. I., Indian band. They will participate in a collection program for the Jimmy Cancer Fund, with the Cap-tain giving the big speil.

Pipes for Pitchmen

• Continued from page 99

Dewey Turner, Rex Warren and Frankie Dilts. "In Los Angeles recently," said Baugh, "I bumped into Danny Craig and Red Gater, who were working hots and pen-nants outside the Coliseum during a Dodgers game. I learned from them of the recent passing of four former friends, Joe (Flower Man) The operators and rinks they represent are Mr. and Mrs. Mark E. Sharrard, Skateland, Robinson, Ill.; Mr. and Mrs. Dominick Decicco, Silver Lake Beach Rink, Oconomowoc, Wis., and Mr. Oconomowoc, Wis., and Mr. and road again by fall. Well, my doc Mrs. Carl Hovel and Mr. and Mrs. has just informed me that I will have been applied to the control of the co Bud Desplenter, Lawrence Sim-mer, Frankie Lazar, Jake Rubin and Norman and Leonard Luxem-

66 Park Men

· Continued from page 81

Among the additional persons who have made reservations since the last announcement are:

Jimmie Thompson and daughter, Fay, City Park Kiddieland, Alexan-dria, La.; Herbert H. Youtle, Playray, City Park Riddeland, Alexandria, La.; Herbert H. Youtle, Playtown Park, Morton, Pa.; Mr. and Mrs. Fred H. Massey, Fair Park, Inc., Nashville; Mr. and Mrs. F. L. Hall, Crystal Beach Transit Co., Buffalo, N. Y.; Mr. and Mrs. James Bateman, New Elmwood Park, Oklahoma City; Mr. and Mrs. E. M. Pera, Pera's Turnstiles, New York; Mr. and Mrs. Ken Davis, Biloxi-Gulfport Amusement Park, Biloxi, Miss.; Mr. and Mrs. John J. Carlin, Buckeye Lake Park Company, Buckeye Lake, O.; Mr. and Mrs. Max Schaffer, 1485 Broadway Corp., New York; Mr. and Mrs. E. L. Schott, Coney Island, Inc., Cincinnati, O.; Mr. Alex Moeller and Rev. Walter Conway, Waldameer Beach Park, Erle, Pa.; Mr. and Mrs. Henry Bowen, Whalm. Mr. and Mrs. Henry Bowen, Wha-lem Park Amusement Co., Fitch-burg, Mass., and Mr. and Mrs. C. K. MacDonald, Idlewild Park, Ligonier, Pa.

R-B Minority

• Continued from page 81

Charles Ringling, who recently resigned from the show's board of directors.

Announcement of the formation of the Forty-Niners and the release of a statement of purpose came on the second anniversary of the closing of the circus at Pittsburgh, Pa., on July 16, 1956, when John Ringling North announced that it would never again be presented under the big top.

Mrs. Sanford and her son, Stuart Lancaster, both of whom resigned as circus directors on June 7, 1958, are prominent among minority stockholders holding 49 per cent of the stock.

They have been outspoken critics of North's management of the circus and have initiated court action seeking control of the show on the grounds of mismanagement.

The new organization recently mailed out several hundred copies of its aims and purposes seeking support and they also hope to enlist a group of prominent people in the cause, Lancaster said.

Autry Disclaims

• Continued from page 81

in charge of directing the rodeo portion, and Elliott, reportedly acting for the American Wild West portion, Corporation, had rounded up cow-boys for the show.

The show hit trouble from the outset. An inflated, rubber-walled tent, intended for it, did not function. The show as a result was presented outdoors, and rain each day of the early part of the run forced cancelation and cut crowds

Fleming reportedly raised some additional money from Americans and also the Belgiums. But the sum proved inadequate and creditors moved in attaching the stock.

Autry pointed out that the horses will probably bring a higher price in Belgium than in the States. Presumably the stock will be slaught-

Original plans were to troupe the show in Austria, Germany, Pakistan and Italy

Fleming, the producer, is a business consultant on the West Coast. ress.

Rocks' Gets Commercial Piped Music

NEW YORK—Among the developments at Rockaways Play land this season is the conversion to Muzak commercial continuous music service. Dick Geist report that Muzak's high frequency transmission is more attractive and distortion free than the park's own, and that its 7,000 selections provides the variety and lack of repetition necessary for the park.

The subway promotion has apparently exceeded the city's exparenty exceeded the city's expectations, since it opened several
new combination ticket outlets
last week in addition to the one
with which it started. With the
deal, patrons pay \$1.53 and get
round trip transportation from
Times Square, and tickets for park
rides, shows and games.

The Moveld Tribune decreted

The Herald Tribune devoted a major editorial to the project last week and complimented it. Riders are guaranteed seats in subway cars which have piped music, scented air condition, balloons, and clown Eddie (Jazzbo) Tester.

Walter Kaner, park publicist who is active in underprivileged children's work, has been named a director of the Queensboro Society of the Prevention of Cruelty to Children.

N. Y. Fair Bingo

• Continued from page 83

ganization permitted to conduct the game.

Report Required

Within 15 days after a game is held, a verified statement has to be filed with the clerk of the mube filed with the clerk of the municipality, showing the gross receipts from each game, each item of expense, name and address of each person to whom such items have been paid, detailed description of merchandise purchased, net profit from each game the use to which such profit is applied, and many other details.

Nobody can work in a bingo game except active members of the

sponsoring organization.

Equipment used must be owned wholly and absolutely by the sponsoring organization.

No rental shall be paid for bingo premises unless annexed to the application for a bingo license.

Chances Good

• Continued from page 83

Under present law, exemption from the admissions tax is provided for admissions to pools, beaches, skating rinks or other places providing facilities for physical exercise. If the facility is operated by the U. S. or a "State or subdivision thereof" and the proceeds go to the U. S. or subdivision. Internal Revenue Service has considered dancing as a form of physical exercise for purposes of this exemption.

Under the terms of the Forand bill, admissions to pools, beaches, skating rinks and other facilities for physical exercise would be exempt from the admissions tax, whether publicly or privately op-erated. However, admissions for dancing are specifically mentioned as being subject to the tax. House tax writers, in their report on the bill, said the tax loss to Treasury Department would be "negligible."

To date, there has been no known opposition to repeal of the admission tax on pools, beaches and skating rinks, and it appears doubtful that any opposition will arise at this stage of the bill's progress."

EDITORIAL

Winner Balls

Reports began reaching The Billboard several months ago from a number of sources that winner ball operating was

from a number of sources that winner ball operating was increasing.

The Billboard started checking. On the basis of preliminary checks, the reports appeared true. We also decided to ask 1,000 operators at random what they knew and felt about the use of winner balls today. We sent a questionnaire containing 30 detailed questions to this number and received returns from 101 companies. Of 101, only 10 report they use winner balls. The majority are well-established operators.

The first article in a three-part series giving their answers appears elsewhere on this page. We think the results are informative. We think the industry should read carefully what these operators believe.

We happen to believe these operators are right. We believe they are especially to the point in believing that winner balls are potentially bad business because they jeopardize all bulk vending at the local level. And we also believe that their concensus that the whole problem of winner balls should not be ignored by the industry is particulary noteworthy.

Their reports confirm what our preliminary checking determined:

termined:

That winner ball operations seem to be increasing in some

That winner ball operations seem to be increasing in some steas;

That federal taxes are not being paid on these operations;
That operations which subject machines to federal taxes of \$10 and \$250 are involved;
That these operations are illegal in most—if not all—cities in which they are located;
That the overwhelming majority of operators still do not use winner balls but are probably hurting because of them.

NVA Needs Policy

For all these reasons, we believe that the National Vendors Association—if it represents the bulk vending business—should formulate a policy toward winner balls which legitimate operators can accept and which will serve as the platform on which NVA can represent these operators.

The increase of winner ball operations by established operators today not only represents a threat to the operating business as it exists today; it represents an even greater threat to its future.

The increase of winner ball operations by established operators today not only represents a threat to the operating business as it exist today; it represents an even greater threat to its future.

We think the future of bulk vending holds more promise for well-run operations than the past ever did. We have documented some of the reasons why we believe the future looks rosy on new approaches being taken by some operators with great success and new opportunities which enterprising operators are finding.

Every member of the business has a stake in this future. We do, too. We don't want to see it go down the drain any more than the operators whose views we report nor the hundreds of operators they represent.

And it can go down the drain if the bulk vending business is equated in the minds of the cities and States and federal government with a gambling business.

We are concerned with the same thing that any member of this business is:

Is this kind of operation good business or not?

That, and that alone, is the only yardstick by which to measure the value of harm of any type operation.

That is the only yardstick we apply here.

We do not think—any more than the vast majority of operators reporting who do not use winner balls—that winner balls are good business. They are not only not good business, in addition, they can be a positive force in eventually wrecking a substantial part of the legitimate bulk vending business today.

Of the leaders of the bulk vending industry, one—Sam Eppy—has publicly declared himself against the use of winner balls more forcefully than anyone else. We have allowed his point of view to be heard, just as we will allow—indeed, we encourage—the opposite point of view to be heard.

Evidence—of which the accompanying operator poll is but one example—convinces us winner balls are bad business.

What public the fact that they have only indulged themselves in nonsense at the expense of legitimate argument.

We wish to make clear to them, and to all members of the bulk vending in bulk vendin

Winner Balls Threaten Bulk Vending, 7 in 10 Ops Contend

Many Cite Prize-Giving Increase, Confirm Federal Taxes Are Not Paid

By FRANK SHIRAS

CHICAGO — Legal action against winner ball machines could easily hurt all bulk vending IN NUTSHELL or to to to to think winner balls are dangerous, and lid did not comment.

A smaller majority of 57 operators believe that the presence of winner balls should not be ignored by the industry simply because they have traditionally been used. Only 28 operators want winner balls ignored, and 16 offered no opinion.

opinion.

Federal taxes are paid on a mere 2 per cent or fewer winner ball machines in their areas, reported 46 out of 50 operators. The remaining 51 gave no estimate. Further, 42 operators reported that winner ball machines have been increasing in their areas, while winner ball machines have been increasing in their areas, while four said they have decreased and 15 that the number has remained the same since beginning in the bulk vending business.

These are the most important results of a recent survey that includes replies of operators from 33 States. The other 15 States are almost all scant in population or

33 States. The other 15 States are almost all scant in population or

small in size.

Anonymous Replies
Operators gave anonymous re

BULK BANTER

By FRANK SHIRAS

Ray Greiner, sales manager of Northwestern, was to make a trip to Chicago early last week but got to Chicago early last week but got rained out. Heavy rains south of Chicago sloshed over railroad tracks and made quite a few roads impassable as well. The rain almost ruined his hay crop as well, and Ray put in extra hours on the baler to save as much as he could. He was to make it to the Windy City last Friday. The newlywed Alan Bittermans were also in Chicago not too long ago, and dropped in to see Jack Nelson over at Logan Distributing Company.

real body of the big and agencies out East, reports that the discount houses continue to make big in-roads on conventional retail outlets, ranging from department stores to drug chains. Once in a while a national magazine will do a big write-up on the discount house, but thus far there is no trade publication covering the discount house business on a steady basis. Consequently, a good deal of information on this new giant in retailing is fragmentary. Weiss is one of the few who have made a thorostudy of the discount house, which was used as the basis of an article in The Billboard a few weeks back. Weiss is certain that enormous discount house chains are in the making and operators would be wire. count house chains are in the making, and operators would be wise to watch developments in their local areas of these extremely high-

IN NUTSHELL

vending machines to give prizes is a threat to all bulk vending operators.

• The presence of winner balls in the industry should

• Using winner balls in bulk

Federal taxes are not paid on winner ball machines.
Winner ball machines are

increasing in some areas.

• These are the most signifi-

These are the most significant anonymous replies from the greater majority of 101 bulk vending operators responding to a recent nation-wide survey by The Billboard. A total of 33 States were represented by those operators, only 10 of whom use winner balls.

plies to a questionnaire sent thru-out the country. Only 10 of the

101 reporting operators said that they have winner ball machines on their routes. The median average operator responding has 500 bulk venders on location and has been in business seven years. A total of 60 said they are full-size operators and 33 said they are part-time. The remainder did not respond to this question.

this question.

There were 39 operators reporting winner ball machines subject to the \$250 gaming tax within a 50-mile radius of their head-quarters, 42 said there were none, and 20 did not answer this question. A total of 59 operators reported winner ball machines subject to the \$10 amusement tax in their areas, while only 25 said subject to the \$10 amusement tax in their areas, while only 25 said there were none, and 17 did not reply. The overwhelming majority of the 101 operators understand the conditions under which a bulk vender is subject to the \$10 or \$250 federal tax.

Difficult Question

Operators were requested to give estimates on the number of (Continued on page 106)

Local Distributor Finds Charm Profit About Nil

DENVER — Small quantity meeting operator wants for equip-buying by operators and inventory ment and merchandise other than requirements make it prohibitive for a small distributor to handle charms, finds L. B. (Andy) Anderson, Star Vending Company.

A local distributor for the past 31 years, Anderson made a study of profit and less in charms set and

of profit and loss in charms several months ago, which convinced him months ago, which convinced him that his personal customers would do better to buy directly from manufacturers. Anderson reports that in order to show a 10 per cent return in distribution of charms (and capsules), he would be required to carry an inventory of at least \$2,000 in charms.

Even as a local distributor he feels he could afford this investment if it weren't for the fact that operators in the area order charms

operators in the area order charms in small quantities. Time con-sumed in physical counting of charms and bookkeeping eat up his

profit margin, says Anderson.

As a local distributor, Anderson finds that he often has difficulty

.4% Dip in Cigs Taxed Last May

RICHMOND, Va.--Number of RICHMOND, Va.—Number of cigarette packages taxes in the U. S. during May showed a slight dip of 4 per cent compared to the same month last year, according to the Tobacco Tax Council. There was a total of 1,382,443 packs taxed by the 43 States (including District of Columbia) with a cigarette exists. rette excise.

count house chains are in the making, and operators would be wise to watch developments in their local areas of these extremely high-traffic spots.

George Wilson, operator up in Detroit, recently became the proud father of his fifth daughter, Donna Kay. He also has a son, who was born on Washington's Birthday...

Bert Fraga, distributor out in California, left early in the month with (Continued on page 104)

rette excise.

However, the cumulative total of packs taxed for the five-month period since January shows an increase of 2.4 per cent over the five-month span, there were nine States that taxed fewer cigarettes than they did in 1957. (See chart, this section.)

The cigarette excise.

However, the cumulative total of packs taxed for the five-month period since January shows an increase of 2.4 per cent over the five-month span, there were nine States that taxed fewer cigarettes than they did in 1957. (See chart, this section.)

The cigarette excise.

ment and merchandise other than charms. "Pecause of the constant changes in popularity," says Anderson, "we would merely multiply the problem where charms are concerned.

In recent years, Anderson has taught at least a dozen operators to get started in the charm field and he doesn't hesitate to pass along his experience and recommendations to anyone who calls in.

PEOPLE EATER HUNGRILY EYES BULK VENDING

CHICAGO — The smash disk in his honor has apparently given the Purple People Eater aspirations of gracing the throne once held by banana-nosed Kilroy.

Gazing happily on the bulk vending industry with his one good eye, the gobbler saw a good chance of spreading his fame to the smallest of the nation's hamlets. The bybrid Cyclops and unicorn horned his way into Green Duck's Chicago plant recently and persuaded management to give him a crack at the country's hundreds up o thousands of bulk vendin machines.

The Purple People Eate carefully explained that h voracity was confined adults, and that his singul color was traceable to the d his mother fell into a tank Easter egg dye.

his mother fell into a ...
Easter egg dye.
Sensing the soft spot monster had for kiddies, Sa Manager Ed Jordan agre to print the Eater's image buttons. If pinned on enoublouses and T-shirts, perhass pleasure at become his pleasure at become finally recognized as country's leading monster make him more benitoward people in general.

a. Senate Passes New Vending Tax

BATON ROUGE, La.-House ill 644, sponsored by representaobacco tax act to set up require-nents for vending machine sales and require \$1 permit fee for each rending machine, has been passed by the Louisiana Senate. The vote vas 30 to 0.

SPECIAL OFFER ALL STEEL MULTI-STANDS



Exclusive ACORN DISTRIBUTORS

IF OAK MAKES IT, WE HAVE

WRITE PRICES ON MACHINES AND

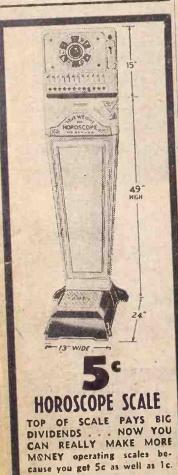
MERCHANDISE TAPPED

TO FIT ALL VENDORS 4's\$7.00 each

6's 9.75 each Casters & Handle for Rear, \$2.75 extra F.O.B. New York City, N. Y.

BUYMORE SALES COMPANY

Lawrence, N. Y.



\$25.00

DOWN

BALANCE \$10.00 PER MONTH

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4650 W. Fulton St., Chicago 44, III. Est. 1889 Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

GIVE TO DAMON RUNYON CANCER FUND

State Cigarette Taxes For May, 1958

ŀ	Packages taxed			thru	May	8	
l	during May Per cent				Per cent	1	
				change		change	
١		Gross		from	1958	from	1.
	State	amount	1958	1957	(add 000)	1957	
ł	and rate per puckage	of taxes*	(add 000)	- 5.0	108,674	+ 0.2	1
	Alabama(4)	\$ 940,439	23,511	+ 15.9	55,572	+ 9.6	
	Arizona(2)	233,910	11,696	+ 1.4	53,050	+ 0.7	
	Arkansas(6)	666,800		- 4.5	133,952	+ 2.7	7
	Connecticut(3)	824,515	27,484	+ 1.3	22,606	1.7	2
	Delaware(3)	159,222	5,307	+ 1.8	47,247	+ 5.0	6
	District of Columbia. (2)	193,990	9,700 45,283	3.8	239,419	+ 4.	1
	Florida(5)	2,264,162**	30,256	→ 1.3	136,239	+ 1.	
ı	Georgia(5)	1,512,784	5,196	+ 3.1	24,268	+ 6.	4
١	Idaho(4)	207,823	102,766	- 1.0	486,846	+ 1.	1
ı	Illinois(3)	3,082,967	44,348	_ 0.7	213,288	+ 2.	
l	Indiana(3)	1,330.447	23.794	- 2.3	109,481	+ 4.	.7
۱	lowa(3)	713,841	17,526	+ 2.0	84,371		.3
ĺ	Kansas (1, (4)	701,023	18,207	- 23.0	121,037		.8
ł	Kentucky(3)	546,206	26.471	+ 1.0	124,608		.8
l	Louisiana(8)	2,117.716	9.741	- 14.1	46,828		.5
į	Maine(5)	487,029	53,918	+ 0.2	249,108		.9
۱	Massachusetts(3)	2,695,912	74,471	_ 2.9	359,907		.1
ı	Michigan	3.723,557	29,680	+ 4.8	134,360		6.6
l	Minnesota(4)	1.187.217	13,964	+ 0.2	65,664		3.0
ľ	Mississippi(5)	698,186	41,963	(1)	195,771).7
l	Missouri(E)	839,258	6,035	+ 6.1	27,970		1.5
ł	Montana(8)	482,828	12,126	+ 4.4	54,878		2.6
ı	Nebraska(4)	485.020	3.740	+ 10.0	17,715		5.3
1	Nevada(4)	112,206	9,467	+ 6.9	38,236		5.3
I	New Hampshire(3)	301,948	60,718	_ 0.6	286,439		2.6
ś	New Jersey(3)	3,035,910	6,838	+ 13.9	34,199		8.0
	New Mexico(2)	5.726,276	190,876	+ 0.3	897,939		3.5
	New York(3)	277,428	4.624	+ 3.3	22,005		6.3
	North Dakota(b)	2,980,988		1.4	460,119		1.4
	Ohio(3)	1.017.404	20,348	+ 5.3	92,737	-	3.1
	Oklahoma(5)	5,192,932	103,859	- 0.2	492,476		3.7
	Pennsylvania(3)	378,133	11,651	+ 5.7	50.202		5.1
	Rhode Island(3)	500.489	16.683	1.0	77.945		0.6
	South Carolina(3)	196,186	6,036	+ 27.1	-26,030		0.8
	South Dakota(31/4)	1.306,550	26,131	5.6	121,635		4.7
	Tennessee(5)	4,328,722	86.574	+ 2.3	403,258		3.5
	Texas(5)	189,334	4,733	+ 11.9	21.949		2.5
	Utah(4)	230,475	4,610	- 13.2	18,677		2.
	Vermont(5)		24,550	- 4.1	117,36		1.3
	Washington(5)†	925,571	18,511	+ 19.5	79.26		0.5
	West Virginia(5)	1,738.990	34.780	+ 0.3	153,59		3.
	Wisconsin(5)		* 3,655	- 0.3	15,30	0 -	
	Wyoming(3)				6 522 22	7 +	2.
	TOTALS	\$56,209,732	1,382,443	- 0.4	6,522,23	1av '57	3
	No. of States showing inco	rease in volume	from: May,	'57 24; L	an. thru N	lav '57	1
	No. of States showing Inc. No. of States showing dec	rease in volume	from: May	, 57 19; 3	an. thru iv	iaj, Ji.	-
	No. of States showing dec						. 4
			- 4 Calumbia	4.5			-

Total taxing States including District of Columbia..... 43 Note: Above data compiled from reports received from State tobacco tax administrators.

*Represents the face value of the cigaret stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, assessed under their respective reporting systems. Exceptions are Louisiana, Maine, assessed under their respective reporting systems. Exceptions are Louisiana, Maine, assessed under their respective reporting systems. Exceptions are Louisiana, Maine, assessed under their respective reporting systems. Exceptions are Louisiana, Maine, assessed under their respective for which States the dollar tigures shown relate to net collections from cigaret faxes adjusted to a gross value basis; the package to net collections from cigaret from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for April, figures here shown for Massachusetts and Michigan reflect the operations for April, subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.

†A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarets

*Less than 1/10 of 1% decrease in volume.

Earl Feddick, head man at Valley Manufacturing Company, Bay City, Mich., just returned from a week of fishing on Lake Superior. Both Ear and Dan Ryan caught the limit of walleyes. Earl reports that pool game sales and shipments are exceeding ex-pectations during the hot summer



Bulk Vending

VICTOR VENDING CORP.

5701-13 W. Grand Ave.

Chicago 39, Ill.

NEW! CAPSULE



. . creates bright outlook for Capsule Business!

Capsule won't come apart
 Easier filling (use larger, faster selling)

items)

A hundred uses for capsule after emptied

Assorted colorful and attractive caps

HERE ARE SOME OF THE "EXTRAS" YOU GET WITH PRICE'S USEFUL

CAPSULE: CAPSULE:
Salt, pepper and sugar shakers! Water bombs! Firefly and insect holders! Powder shakers! Perfume dispensers! Many other uses depending on your imagination! ORDER THE FINEST CAPSULE ON THE MARKET TODAY.

\$5.50 per M Labels available at your distributor or:

paul a. Co. inc. 55-Leonard St., N. Y., 13, N. Y. COcttandt Z 5147-8



Bulk Banter

· Gontinued from page 103

his wife and daughters on their annual vacation. They went to the High Sierras this year.

Texas operators appear to be very enterprising in bulk vending. There seems to be an informal group that has had marked success vending strictly ball gum. When Billboard learned of this, a letter was dispatched to their informal president some time ago. Nothing was heard, and we are wondering whether the group has disbanded or decided to go into a more diversified operation.



AMERICAN CHEWING PRODUCTS

34 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N. J.

Get IMMEDIATE delivery of these Venders:

300-cup combination Hot Coffee/Chocolate

500-cup combination Hot Coffee/Chocolate

"Riviera" Deluxe Electric Cigarette Vender Write for New Circulars and Easy Payment Plans

J. H. KEENEY & CO., INC. Chicago 32, Ill. 2600 W. 50th St.

> The Key to Increased Collections

ALL STEEL

For 4 Machines . .

Machines . . With wheels attached to rear stand

\$3.00 additional. LARGER STANDS FOR 8 AND MORE MACHINES ALSO AVAILABLE.

Rush 1/3 with order, balance C.O.D., F.O.B. Brooklyn

Headquarters for all machines, parts and supplies. Complete line of vending machine merchandise and stamp folders

J. SCHOENBACH

715 Lincoln Place Brooklyn, N. Y. PResident 2-2900





WITH DIAMONDS \$11.00



\$12,00

The "Jewelry Look"—the Sparkle of Diamonds—the Lustre of PEARLS—ts in mode, in CHARMS, in the machines.

EPPY

91-15 144th Place



KING" SOLID BALL BUBBLE GUM Beats the Others "All Hollow" Give the kids a SOLID value!

8 COLORS—8 FLAVORS

Also "Star-Brite" 210-170-140 BALL GUM

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUMCO INC.

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn



No cards, capsules or tickets to buy. FULLY AUTOMATIC.

All you do is collect the money.

Will earn \$20 to \$75 per month.

Guaranteed for 5 years.

\$20 deposit puts it to work for you

Order or write for details.



5

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AMERICAN SCALE MFG. CO. 3206 Groce St. NW, Woshington 7, D.C. Send more details [Send scale [\$20 deposit enclosed NAME_

ADDRESS. TONE__STATE

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nduced

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	12.00
N.W. Model #33 1¢ Porc. Converted for 100 cf. B.G.	6.50 8.00 30.00 12.00
ABT Guns Mills 1¢ Tab Gum	30.00 12.00

MERCHANDISE & SUPPLIES

THE RESERVE TO SHARE THE PARTY OF THE PARTY	
Almonds, 5 lb. Vac. Pack\$.90
Pistachio Nuts, Jumbo Queen	.77
Pistachio Muts, Jumbo decension	.73
Pistachio Nuts, Large Tulip	
Pistachio Nuts, Vendor's Mix	.58
PISTACHIO MUIS, VEHICOI S MAN	.45
Pistachio Nuts, Shelk	.66
Cashew Whole	
Cashew Butts	.58
CSZUGM BOLLS	.42
Peanuts, Jumbo	
Spanish	.32
Mixed Nuts	.57
Mixed Nurs	.30
Baby Chicks	
Rainbow Peanuts	.32
Boston Baked Beans	.32
	.28
Jelly Beans	
Licorice Gems	.28
Figorice dellis	.40
Leaflets, 650 ct	
M & M, SSO Ct	.52
Hershey-ets	.47
Metalled.ela	345
Rain-Blo Gum, 60 ct	.26
Rain Blo Ball Gum, 140 ct., 170 ct.,	
Main Bio Ball Goll, 140 Ci., 170 City	.30
210 ct	
Rain-Blo Ball Gum, 100 cf	.32
200 lb. minimum, prepaid on all	
200 ID. Illittinding prepara on att	
Rain Blo Ball Gum.	1000
Adams Gum, all flavors, 100 cf	.45
Wrigley's Gum, all flavors, 100 ct	.45
Wildies & Colli, all tigacis, too ci.	.45
Beech-Nut, 100 ct	
Hershey's Chocolate, 200 ct	1.40
Minimum Order, 25 Boxes Assorter	A PEC
Complete line of Parts, Supplies, Stal	ids,
Complete title or . Billy poppings, and	1
Globes, Brackets, Charms. Everyth	ung
Globes, Brackets, Charms. Everythe for the operator.	ing
for the operator.	ling
for the operator. 1/3 Deposit, Balance C.O.D.	ling

THERE ARE BIG PROFITS IN

GET YOUR SHARE WITH **Northwestern**



PACKAGE GUM VENDOR

endor is a sure bet for big gum profits. A totating merchan: dise drum with five columns ends a total of 95 standard nickel packs.
"Visidome" display top attracts
sales.

STAMP FOLDERS, Lowest Prices . Write

MEMBER MATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4:6467

VENDING MACHINES — Parta, Supplies; Ball Gum, all sizes; Is Tub Gum, 5c Package Gum, Spatiel Mite, Virginiar Red Skins, small Almonds Mite, Small Brackets, Reiractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & C.O., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

THE KEY TO BIG PROFIT IS

2 PENNY VENDING

with Hothwastern



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you,

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

THE NORTHWESTERN CORPORATION

2783 E. Armstrong St., Morris, Illinois

Use The Billboard classified pages for PRESULTS!

WANT TO BUY WAREN **Vending Machines**

Acorns
Victors
Northwesterns
(All Models)
Actias 1c and 5c
Candy Machines
Counter Games

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Sanitary Vendors

You Name It, We Send Your List of All Machines and Lowest Prices ...

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St.

LOmbard 3-2676 Philadelphia 23, Penna.

We have 1,000 Penny Scales

and Tab Gum Venders . . .

From Any of the 48 States.

USED WEIGHING MACHINES. Here is an opportunity to pick up penny scales at a real bargain. They turn in steady income with practically no extra effort. Any of these scales in a good location will pay for itself in less than 4 months. We have these models: ARISTOCRAT & NABCO & MILLS TRYLON & KIRK DIAL &PACE & LITTLE GIANT & MILLS MODERN & ROCK-OLA & PEERLESS TICKET—all models & WATLING—all models.

PRICED FOR IMMEDIATE CLEARANCE from \$10 to \$45

Shipped as is F.O.B. closest point to you—we have scales in all States. GUM VENDERS. We have a limited number of Mills Penny Gum Display Venders in Chrome and Stainless Steel.

Write for complete information

MILLS AUTOMATIC MERCHANDISING CORP.

\$353 West Belmont Chicago Phone: Mulberry 5-4743

Stamp Vending Takes Rate Hike in Stride

of a penny on a 25-cent sale, he will now earn 4 cents. Schermack is confident that the public will be willing to pay this added premium, since it is still less than the customary penny gross profit on a 5-cent sale.

Need for New Tobacco P-R Job Claimed

WASHINGTON — Tobacco's place "in the history and economy of the United States must be much more vigorously interpreted to the American people, especially in view of current anti-tobacco crusades," according to Tobacco Institute President J. P. Richards.

In a speech before the Bright Belt Warehouse Association in South Carolina last week, Richards said the industry is "penalized by inequitable excise taxes and by costly requirements for advance payments of taxes on its products."

Richards also lashed out at the "few people who are fanatically prejudiced against tobacco." He said that some of these people are "crusading, associating the use of cigarettes, with lung cancer wholly on the basis of an interpretation of statistics." Richards out WASHINGTON -

organettes, with ling cancer wholly on the basis of an interpretation of statistics." Richards pointed out that these allegations have never been proven, and medical men and scientists have differing opin-



Money-Saving Subscription

SIGN UP NOW - MAIL THIS COUPON TODAY



ADVERTISES THE BILLBOARD

Contract

DETROIT — Stamp vending won't be hurt by postal increases going into effect August 1, said Joseph S. Schermack, president of Schermack Products Company, last week. He is thus in agreement with The Northwestern Corporation and A. A. Metal Products, two other manufacturers of stamp machines. (The Billboard, June 9.)

If anything, said Schermack, operators stand to make more money vending air mail stamps, particularly if roll-type machines are put on location. Whereas an operator only made a gross profit of a penny on a 25-cent sale, he will now earn 4 cents. Schermack that handwriting experts be called

Accuses Bernoff
Accusing Bernoff of being guilty of the actions of which he accused Hirsch, he said, "A man with dirty hands can't go to a court of equity to seek relief." Hirsch claims he can produce affidavits from six persons involved in contract breaches allegedly perpetrated by Bernoff.

The Music Operators of New York and Local 1690, RCIA (the juke box employees' union), came in for some sharp criticism in Hirsch's statement.

Hirsch claimed that Ben Chicofsky, secretary of MONY, had warned him to give up the location. He also claimed that he is being harassed by Al Denver, MONY president. Most operators prefer the fold type vender. Not only is it cheap but the location usually does want to be bothered with puttistamps up in folders. The mexpensive roll-type machines to often sold directly to a location



PENNY KING

RMSA Sets World's Lurgent Sei. NOV. 22 for

2538 MISSION STREET

2538 MISSION STREET Dance

Cites Pickets

Part of this harassment, Hirsch charged, consisted of having the location picketed by Local 1690. Hirsch later got a restraining order

against the pickets.
Other features of this harassment, Hirsch continued, included (Continued on page 108)





west coast factory sales OPERATORS VENDING MACHINE SUPPLY CO.

1023 South Grand Avenue

Los Angeles, California

east and midwest factory sales M. J. ABELSON/Phone AT 1-6478

2033 Fifth Avenue

Pittsburgh, Pa.

Oak MANUFACTURING COMPANY, INC. 11411 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA VENDING MACHINES

State

Connecticut (3)
Delaware (3)
District of Columbia (2)

Louisiana
Maine
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska

Nevada
New Hampshire
New Jersey
New Mexico
New York
North Dakota

Pennsylvania Rhode Island

South Carolina

South Dakota Tennessee

Washington
West Virginia
Wisconsin

Utah

Vermont

and rate per package

Arizona Arkansas

Georgia Idaho . Illinois Indiana

Lowa

Kansas

Nebraska

enate Passes Vending Tax

ROUGE, La.—House sponsored by representahio and amending the tax act to set up requirer vending machine sales ire \$1 permit fee for each machine, has been passed ouisiana Senate. The vote

SPECIAL OFFER TEEL MULTI-STANDS



MERCHANDISE

\$7.00 each

VEHDORS

9.75 each sters & Handle for Rear, \$2.75 extra

Winner Ball Threat to Trade Montana Cig - Continued from page 103

State Grators and winner ball machines For a difficult question ner than counting machines of npetitors, illegal or otherwise. us many operators reporting aner ball machines did not vene any estimate. Those that did ually judged that from one to ir operators of winner ball aders were in their area. Estites of machine totals varied from handful to many thousands. sponses were so scattered that over-all statistic would be un-

listic. Another 48 operators reported t winner ball machines are ilil in their areas, irrespective of eral taxation policies. There e 11 who said they are legal he local level, while 32 did not w whether they are or not. The ous conclusion is that a great reported winner ball mashave no legal status whatr at the local level.

Winner Ball Increase

re were 38 operators who ed an increase in winner ball es over the past year. The age estimate given varied

e fact that no winner balls ported in some areas, and ids in others. A thousand e winner ball machines were

TOIALSe winner ball machines were No. of States showing increted by operators in the States No. of States showing decrearyland, New Jersey, New Total taxing States North Carolina, Ohio, ennsylvania, Tennessee, Virginia, Note: Above day Represents and West Virginia. In a few instances, estimates went as high instances, estimates went as high as 10,000 such venders.

States and large cities poorly represented in the survey may have large concentrations of winrators are primarily interested making money for themselves mer than counting machines of merely failing to respect to the fact by merely failing t ent industry sources claim there is a concentration of winner balls in Chicago, Pittsburgh, Jersey City, and Cleveland, for example. An operator of less than 10 machines responded from Chicago. No re-ply came from either Pittsburgh or Jersey City. One Cleveland operator answered. It is an open question whether there are oper- 830 in the year ended June 30. ators in these cities and other actual replies.

Consistent Reports

consistent reports on their presence or absence of winner balls. ence or absence of winner balls. Exceptions were California and New York, both of which are quite large in area. Five Florida operators reported no \$250 winner ball machines, and three reported no \$10 winner ball machines. Four Georgia operators reported both the \$250 and \$10 machine, as did four Ohio operators. Again, four he insignificant to several four Ohio operators. Again, four does not stop at State lines. d per cent. The average operators responding from Mary land reported that the \$10 machine, altho just two mentioned the presence of the \$250 machine land reported that the \$10 machine, altho just two mentioned the presence of the \$250 machine. The largest response came from Texas, where the greater majority of 13 operators said that neither type of winner ball machine was in their respective area.

> This is the first of a threepart series on winner ball operations. Next week the competitive effect winners balls have on standard bulk

Sale in Dive

BILLINGS, Mont. - Smokers paid \$5,509,868 in taxes during the 1958 fiscal year while buying 3,479,914 fewer packs of cigarettes, reports the State Board of Equalization at Helena.

Said Chairman J. F. Reid of the Board of Equalization, altho 1958 fiscal year taxes were \$2,377,852 more than 1957, income "would have been doubled if consumption had continued a the 1957 rate." In fiscal 1957 there were 78,019,-744 packs of cigarettes sold in Montana compared with 74,539,-

Montana smokers paid three difareas who chose to hide the ferent taxes on cigarettes bought in presence of winner balls. A random survey goes no further than nies a pack to the end of the 1957 legislative session, when 5 cents for the Korean War bonus became Three or more operators replying from any State almost always gave consistent reports on their mes.

Taxes were 8 cents a pack all

vending-as reported by the 101 operators surveyed-will be detailed. The following week operator comments on winner ball operations will be presented.

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

ALL LAND TO THE PARTY OF THE PA **JOBBERS** WANTED

LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.

None finer quality—none lower in cost We also manufacture vendors

candy, cookies, pens, stamps, perfumes. OUR 26th YEAR!

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.



VICTOR Standard TOPPER

1c BALL GUM VENDOR \$13.25

each \$12.75 each

100 or more Available for 1¢ and 5¢ peanuts and bulk candies.

Victor's new TV Vendor in stock for immediate delivery.

TIME PAYMENTS AVAILABLE

Write BERNARD K. BITTERMAN for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.

PROMPT SHIPMENT.

Bernard K. Bitterman 4711 East 27th St., Kansas City 27, Mo.

F.O.B. New York City, N. Y. BUYMORE SALES COMP Bayview Ave. United's Model UPB-100 Styled by
Raymond Loewy UNEQUALLED PERFORMANCE UNPRECEDENTED EARNINGS UNITED MUSIC CORPORATION UNPARALLELED BEAUTY 3401 NORTH CALIFORNIA AVENUE CHICAGO 18, ILLINOIS CABLE ADDRESS: UMCORF MAKE IT YOUR BUSINESS TO GET COMPLETE DETAILS...IT MEANS VIRTUALLY UNLIMITED PROFITS FOR YOU...WRITE TODAY!

Form Stock Investment Club in Neb.

NORFOLK, Neb.—An investment club with an initial membership of 16 operators was formed at the July meeting of the Music Guild of Nebraska, held here last

The meeting, hosted by opera-ors Randall Thies and Ralph Reeves, also featured a discussion of copyright legislation and a report to the membership on the re-ent Music Operators of America convention held in Chicago.

Next Meet

The next association meeting was set for August 23 and 24 at Path-inder Hotel, Fremont, at which time the investment club will elect permanent officers and lay plans for the future in the way of invest-

Named the Comhusker Investment Club, the "group within a group" is open to "all paid-up nembers or their associates of the Iusic Guild of Nebraska." This means that an employee or the wife of a member may join. Initial investment by each members is \$15. Officers of the investment group are the same as the Guild officers, antil elections can be held at the next meeting.

currently, advises Howard Ellis, he investment club treasury has 240 which they may either invest ar hold until a larger sum is col-

Sales Hold Up

MARTIN, Ky.—Akers & Sons Amusement Company, Inc., a new uke box and amusement game operating firm, have filed papers of incorporation to deal in phonograph and automatic coin machines. Capitalization is set at \$1,000; incorporated by Everett L. Akers.

a good position to be albums in the territory.

Sell More EP's
From Music System's books, it was learned that the sales of EP's for juke boxes showed a 14 per cent increase in June over May, while the sales of singles (chiefly 45 r.p.m.'s and miscellaneous) in-

Rosen Opens Self-Service **Record Store**

PHILADELPHIA — Dave Rosen, local AMI and game distributor, last week completed work on his new record distributing store just down the street from his coin machine outlet. coin machine outlet.

The record shop is set up on a self-service basis, with customers entering and leaving by a turnstile with shopping carts available. Singles of 45's are stacked on

Injunction Sought; Hirsch Denies Charges; Claims He Is Victim of Conspiracy

Bernoff Charges Hirsch Induced

Location to Breach Juke Contract

NEW YORK—Charles Bernoff, of New York's Regal Music, one of the city's largest operators, has charged Joseph Hirsch, Manhattan Vending, together with Al & Ab's Restaurant in Queens, with breaching a contract on the operation of a juke box on the premises of the restaurant.

Remoff is seeking a negregate to the alleged breach took place—minus the location commissions.

costs, from the time the breach occurred until the expiration of the contract.

Wants Stop Back

Bernoff wants the location back and he wants all the revenue collected since the alleged breach took place—minus the location commissions.

Accuses Bernoff Accusing Bernoff of being guilty of the actions of which he accused Hirsch, he said, "A man with dirty hands can't go to a court of equity to seek relief." Hirsch claims he can produce affidavits from six persons

able. Singles of 45's are stacked on a table near the entrance, while EP and albums are displayed on the shelves. The customer picks up a cart, pushes it around the premises, makes his selections, and pays for them at the checkout counter.

Wholesale Only
Rosen said that he will sell only to juke box operators, dealers and other commercial customers; he will not sell to the general public.

(Continued on page 108)

A pure box on the premises of the restaurant.

Bernoff is seeking a permanent injunction in New York Supreme Court in an effort to regain the location. The court is expected to rule on the motion next week.

What makes the case unusual is the fact that Bernoff is not seeking specific damages. In many cases of this type, the plaintiff—if his suit is successful—is generally awarded a sum based on the expected with the location. Hirsch said that the contract might be a forgery and suggested

box. Intended to prime sagging recession juke revenues and bolster interest in album music,

THE BILLBOARD

Accuses Bernoff
Accusing Bernoff of being guilty
of the actions of which he accused
Hirsch, he said, "A man with dirty
hands can't go to a court of equity
to seek relief." Hirsch claims he can
produce affidavits from six persons
involved in contract breaches allegedly perpetrated by Bernoff.
The Music Operators of New
York and Local 1690, RCIA (the
juke box employees' union), came
in for some sharp criticism in
Hirsch's statement.
Hirsch claimed that Ben Chicof-

Hirsch statement.

Hirsch claimed that Ben Chicofsky, secretary of MONY, had warned him to give up the location.

He also claimed that he is being harassed by Al Denver, MONY president

Cites Pickets

Part of this harassment, Hirsch charged, consisted of having the location picketed by Local 1690. Hirsch later got a restraining order

against the pickets.
Other features of this harassment, Hirsch continued, included
(Continued on page 108)

RMSA Sets Nov. 22 for **Dinner-Dance**

CHICAGO -- Recorded Music

CHICAGO — Recorded Music Service Association, the Chicago juke box operator association, is firming up plans for their second annual dinner dance to be held November 22 at the Morrison Hotel's Terrace Casino Room.

Committee heads have been appointed, and the group is formulating plans for entertainment and a yearbook. Last year's event, the group's first such function, had an attendance of close to 1,000 operators and guests and featured a diversified entertainment fare of recording and performing acts.

a diversified entertainment fare of recording and performing acts.

RMSA President Earl Kies' indicated that tickets would soon be available thru members of the association. Committee he ads named are: Joe Filitti, arrangements; Carl Greene, ticket sales; Dave Korn, advertising, and Earl Kies, entertainment.

PROGRESS REPORT

EP Point-of-Sale Display Units Grab Toe Hold in Detroit Area

Introduced several months ago, a unique point-of-sale display case for extended play records now appears to be catching a toe hold in the Motor City area. Designed to hold 20 EP album covers, the case is fitted atop the phonograph, and serves to attract patrons to the juke

By HAL REVES

DETROIT—The unique point-of-sale display units for 20 EP al-

the cases now appear to have achieved at least a modicum of success, even being used by a small record label for an album promotion tie-in. Here's progress report of what's been going on:

title strip on the machines, thus facilitating quick selection of fa-vorites after a look at the albums themselves.

themselves.

"Putting the display covers on the board on tops helps play tremendously," Kajeski, who meets about as many operators regularly as any man in Detroit, says, "because people look on the displays, and choose their selections right from the album, then play them on the machines. on the machines.

creased 10 per cent. This 4 per cent differential, which is considered very substantial, is attributed directly to the impact of the new display boards by Chet Kajeski, manager of the record department.

An essential auxiliary feature is the provision of completely prepared title strips for operators, so that the strips are all filled out and ready to slip into the machines. For Philly Firm

PHILADELPHIA—Nat Solow of Eastern Musical Sales, local seeburg distributor, reports that espite the general slackening of usiness activity, his sales are lodding up and keeping pace with 1957.

Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. Solow added that the firm is getting shipments of the new beeburg cigarette machine and that e is encouraged by initial orders. The job of making out the directly to the impact of the new display boards by Chet Kajeski, manager of the record department. An essential auxiliary feature is the provision of completely prepared to the provision of completely prepared in the strips are all filled out and ready to slip into the machines. The job of making out the strips. This in turn reflects itself in decreased appeal to the public acconsuming and the trouble of making out the strips. This in turn reflects itself in decreased appeal to the public acconsuming and the trouble of mak

Quick Selection

The display units on the machines have the position number right under each album, to correspond with the number on the selection on the machines have the pushion of the selection of the select

No Action Taken On Copyright Bill

By MILDRED HALL

WASHINGTON -- The O'Mahoney revised bill to end the juke box performance exemption in the copyright law made no further progress in getting full judiciary committee action last week at Bill-board deadline (17). However, O'Mahoney, who is chairman of the subcommittee on patents and copyrights which managed to get the bill out by a two to one vote, was believed to be still pushing for full committee action on the bill and hearing report, possibly during a tentatively scheduled Friday (18) meeting.

Although only a miracle could honey revised bill to end the juke vited to investment companies and liquor distillers.

The committee, in an apparent attempt to push the bill thrust the Senate to the President, and the Assert of the President, and the President, and the Assert of the President, and the Coppear does not necessarily indicate indifference on the part of nilk bar operators. Nor does it near that the committee will look with less favor on the possible exemption.

Proposal to repeal the cabaret ax on milk bars is part of the Forand (D., R. I.) Excise Tax Technical Change Act. The 429-page

voted to investment companies and liquor distillers.

The committee, in an apparent attempt to push the bill thrust in retail sale of records, it is often the progress in getting full is all the lially.

Kajeski points out the basic fact in merchandising:

Kajeski points out the basic fact in merchandising:

Kajeski points out the basic fact in m

85th Congress, it is fairly that the de'ermined O'Mahoney will resume the battle with the start of the 86th Congress in January. See details of bill being forwarded to full committee in The Billboard, July 14.

Miss. Juke Tax Collections Down From 1957

JACKSON, Miss. — Juke box tax collections for the first six months of 1958 totaled \$74,715.60 as compared with \$78,063.40 in the corresponding period of last year, it was announced by the State Tax Commission.

Senate Hears Bill to Lift 20% Cabaret Tax on 'Milk Bars'

By DELORES NEWCOMB

WASHINGTON — Spokesmen or "milk bars" did not testify before the Senate Finance Committee ast week (15 and 16) when the ax writers held hearings on a profosal to exempt such bars from the C per cent cabaret tax now in the committee attempt to push

act contains about 100 revisions in

Greatest percentage of time during the two-day-hearings was devoted to investment companies and liquor distillers.

"Reports from a number of operators show that the display boards have picked up their play substantially."

a.

e

BA

120

Int. Amusement Begins Game, Music Operation

PHILADELPHIA—The International Amusement Company, exporter of juke boxes and games to Europe, has begun operating in the Philadelphia area, with some 30 games and juke boxes on location.

With 1500 machines on locations.

With 1,500 machines on location in the Benelux countries thru its Belgian Amusement Company

The firm is shipping games and music machines to Antwerp—for trans-shipment to other parts of in Antwerp, International is no stranger to the operating business. But this marks the entry of the

Now at your AMI distributor's! -120

Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

AM Incorporated

1500 Union Ave., S. E. . Grand Rapids, Mich.

GO MODERN $\mathbf{B}\mathbf{U}\mathbf{Y}$ WURLITYER





MUSICAL SALES BLDG

BALTIMORE I. MARYLAND

trans-shipment to other parts of Europe—at the rate of 150 pieces a week. Last year, the firm exported 4,000 pieces to Europe. Grant feels that the 1958 figure will be about

Of the 1,500 European machines in operation, about 400 are in two Belgian Arcades located in Meli amusement parks. Meli is a park chain with seven funspots in Belgium. According to Grant, Interpational in practicities at the center of the control of the control of the center of the

gium. According to Grant, International is negotiating to set up Arcades in the other five.
Grant said that Germany is developing into the best European customer for American games—particularly bingos and shuffles.
In addition to its export busi-

Senate Hears Bill

Continued from page 107

it does not pass the Senate before the second session closes this year.

Under law, all bills not clearing both houses by the end of the two-year session, die and must be reintroduced next session.

The proposal, if enacted into law, might give a considerable boost to demand for juke boxes in milk bars and teen canteens. It would exempt the bars from the levy if music for dancing is provided by a juke box or provided free of charge by the location owner. Technically, the bars have been subject to the cabaret tax because of the phrasing of language in the internal revenue code.

The code levies the tax at any "cabaret, roof garden or similar place" when dancing privileges are provided in connection with

Bernoff Charges Pact Breech

• Continued from page 107

the sending of union delegates to I can take away their locations. the location and a civil suit against "During the time the machine the location.

In his affidavit, Bernoff claimed that he signed a three-year contract with the restaurant on December 9, 1957, and that the contract gave his firm the exclusive right to install a juke box on the restaurant to breach the contract. He

Four months later, Bernoff said, the restaurant owner told him to remove his juke box. Bernoff said he had been operating on that lo-cation for 12 years.

Plug Pulled

On April 28, Bernoff continued, his route man visited the location and found the juke box discon-nected. The following month, Bern-off removed the juke box from storage, where the restaurant had placed it.

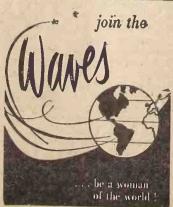
The following is taken verbatim from the affidavit:

"I ascertained that during the time the plaintiff's said phonograph was operated and maintained in the premises of said defendant, and prior to the time the plaintiff was advised to remove its said machine, Hirsch negotiated with de-fendant, Al & Ab's, for the in-stallation of defendant Hirsch's ma-

chine.
"I immediately called defendant Hirsch and advised him of the existence of the contract, and Hirsch stated that he knew of the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to the contract is entitled to recover as liquidate to recover as liquidate to the contract is entitled to recover as liquidate to recover as liquidate to the contract is entitled to recover as liquidate and he knew that Regal Music was maintaining and operating the ma-chine, but he didn't care about it.

Threat Charged

"He said, "If you're going to sue them, I'll have my attorneys take care of the matter. He furthermore stated that he has a list of the lo-cations of Regal Music and, 'if you start anything, I'll go after the oth-er locations of Regal Music and get them to throw ou! your machines. Other operators have found out



"During the time the machine was on the premises, said machine

rant to breach the contract. He added:

"The defendant, Hirsch, has, with impunity and with complete disregard of plaintiff's rights, embarked upon a campaign of destroying the good will of plaintiff's business by illegally inducing its customers to breach their contracts with the plaintiff. This unlawful purpose he has consummated in the purpose he has consummated in the case of defendant, Al & Ab's Ideal Restaurant & Tavern, Inc., and he has threatened to continue this course of conduct against other locations of the plaintiff."

Prompt Decision

Arguing that Hirsch may transfer or sell the contract he obtained before any judgment is rendered, Bernoff asked for a prompt de-

The contract between Regal and the restaurant was offered as an exhibit. Among other things it provided for a 50-50 split in collections, with a minimum of \$20 a

One clause in the contract said that in the event of a breach, Regal is entitled to recover as liquidated damages a sum equal to the numtact multiplied by the average weekly profits of the company to the date of the breach.

Rosen Opens

• Continued from page 107

As soon as the customer enters the premises, he is confronted with a 200-selection AMI with latest EP and single releases. The machine, set on free play, allows the purchaser to audition the record before he buys it.

Tune Talk ...



with John Strong

the buyer

Music is nothing new to John W. Strong. He was 24 years old when he was discharged from the Navy and answered a service technician ad in a Chicago newspaper. He was hired and went to work for South Central Novelty Company, a and went to work for South Central Novelty Company, a large Windy City operation, under veteran route manager Moses J. Proffitt. The relationship has lasted 14 years and has grown stronger with time. Under Manager Proffitt's tutelage, Strong worked successively as office man, collector, serviceman and finally record buyer. Strong still does the day servicing for the route, in addition to buying all the record needs for the firm's 160 machine route. Music is not only his business but his hobby. Strong is an avid hi-fi bug, with his own component parts rig at home. He's 37 years old, married and lives with his wife and three children on Chicago's South Side. Here are Strong's comments on the records that he is putting on the route this week.

the picks

Fever, Peggy Lee (Capitol)

"We bought this record about two weeks ago and are just starting to put it out. I listened to two other artists on this tune-Willie John and Earl Grant. But this was differentthe arrangement is tops. There are several subtle changes in the words, too. I think the main thing is how she puts it over—a little ad lib along the way—perfect for her. Maybe done deliberately, but it's good. Also this was the only arrangement done by a gal, the other two are male singers. I think this is a gal's tune. When you speak of 'fever' you automatically think of a woman—not a male singer."

Nothing in the World, Nat King Cole (Capitol)

"Here's a record that's been out about three weeks to a month. I bought it about two weeks ago, but we're just starting to put it on the route this week. It seems to be catching hold, too. In this case, it's strictly 'The King.' We've found about 90 per cent of his records sell. You can't go too wrong with his releases. We usually get a lot of requests and calls for his stuff, too. I think this is a good number—not one of his best—but it'll sell. I thought 'Nature Boy,' for example, was one of his tops artistically. This isn't up to that, but it'll pull good plays."

"Tune Talk" is a new feature for juke box operators. Each week The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why. This is the first; let's hear what you think of it,

EP Point-of-Sale Displays

Continued from page 107

promotion came in and bought 10 each of 14 out of the 24 albums available, selecting the types which would fit into his locations.

"At a saving of 20 cents, it gives them a chance to change their EP's at the rate of four to five albums a month on a machine, instead of

ord before he buys it.

Harry Stern, veteran coin machine executive, is in charge of the self-service shop, which has a target of the self-service shop with the self-service shop. This figure is only 8 cents more the suggests that the new machines now typically carry 50 EP's, as a background for the rate of turn-turn the self-service shop. The suggests that the new machines now typically carry 50 EP's, as a self-service shop. The suggests that the new machines now typically carry 50 EP's, as a self-service shop. The suggests that the new machines now typically carry 50 EP's, as a self-service shop. The suggests that the new machines now typically carry 50 EP's, as a self-service shop. The suggests that the new machines is a little too steep for some of their places," says Kajeski. "But at 70 background for the rate of turn-turn the suggests that the new machines is a little too steep for some of their places," says Kajeski. "But at 70 background for the rate of turn-turn the suggests that the new machines is a little too steep for some of their places," says Kajeski. "But at 70 background for the rate of turn-turn the suggests that the new machines is a little too steep for some of their places," says Kajeski. "But at 70 background for the rate of turn-turn the suggests that the new machines is a little too steep for some of their places," says Kajeski. "But at 70 background for the rate of turn-turn the suggests that the new machines is a little too steep for some of the rate of turn-turn the suggests that the new machines is a little too steep for some of the rate of turn-turn the suggests that the new machines is a little too steep for some of the rate of tape and stereophonic depart- than the cost of regular 45 r.p.m.'s,

the first day of this Grand Award ment might warrant, says Kajeski.

would fit into his locations.

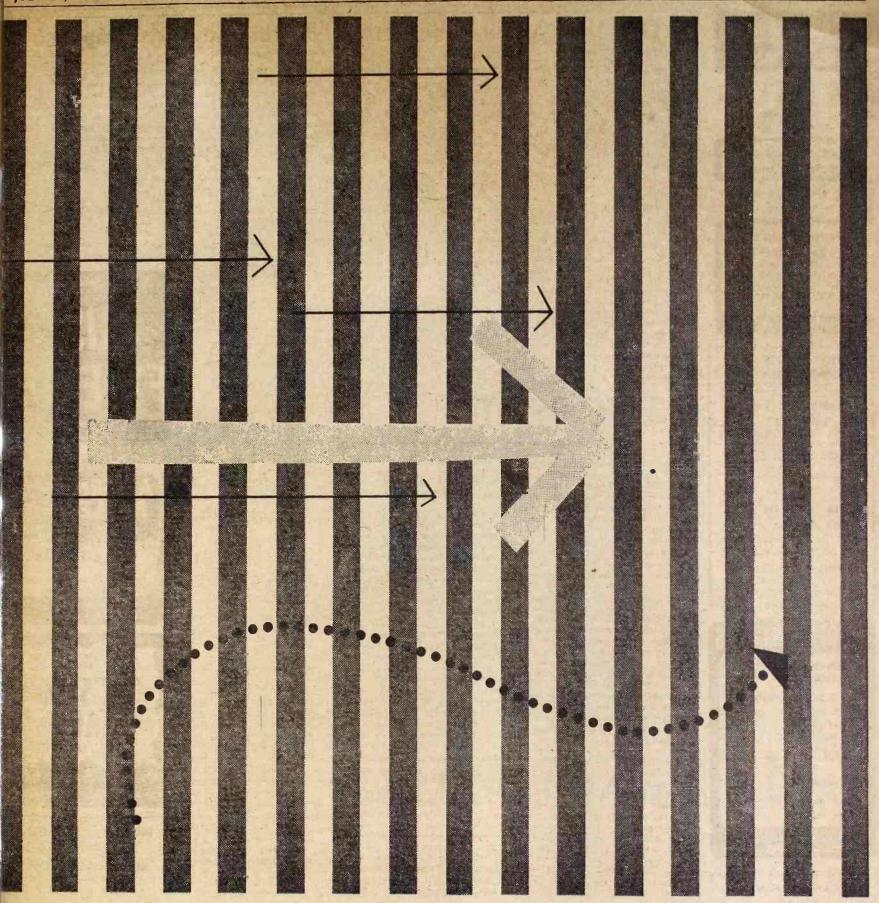
"We find many operators want to use EP's, but feel that 90 cents leaving the same onld ones on."

He suggests that the new machines

Results appear to support the en-thusiasm of O'Meara and Kajeski for the combination of album displays and the special promotion. In the first two days of the Grand Rosen recently received a shipment of the new AMI home hi-fi few weeks," as in typical rock and roll or other popular items.

There is an important additional factor encouraging better turnover of EP records, which normally tend to be kept on longer than others, and, because of their cost, perhaps there for demonstrations.

In the first two days of the Grand Award promotion, Kajeski said the sale of these records to operators increased 18 per cent. He predicts a greater increase for EP's this month (over the 14 per cent reported for June over May), when the displays are properly tied in with the new special promotions.



Welcome to the National Association of Music Merchants (NAMM) Convention.

If you're in Chicago this week you're cordially invited to visit the folks from The Billboard, Room 901, at the Palmer House,

If you're not attending the convention, this NAMM Issue of The Billboard brings you the exciting news and advertisements of the latest in home entertainment, and next week's issue will bring you complete convention coverage.

Alert, progressive manufacturers of records and tapes have a responsibility to see that the dealers who sell entertainment for the home—be it records or tape or equipment—are kept informed and instructed on their new developments and products.

Many of these manufacturers are now exhibiting at the National Association of Music Merchants Convention (NAMM) in Chicago, July 21-24. In addition to their exhibits, advertising messages from these alert, progressive manufacturers will be found in this, The Billboard's NAMM issue. These manufacturers know that week in and week out, more record and equipment dealers depend on The Billboard to keep them informed and advised than any combination of other music trade publications. And so their advertising messages will be informative and helpful too, for when dealers are well informed, more sales result for everyone.

VOX JOX

By JUNE BUNDY-

NEEDLES TY RERUNS: Sid Knight, WASK, program Lafayette, director WASK, Lafayette, Ind., writes, I've been having a lot of fun on my show (and so have the listeners) by taking a gentle poke at TV's policy of showing reruns all summer. Complete with big production, taped intro, featuring fanfare and echo effect, I have been playing 'The records that were popular last winter, and that you have asked to hear again as reruns this Honor Roll of Hits (saved all win-summer.' I use The Billboard's ter) and once a day I program one of last winter's hits from it as a summer reruns. The mail — suggesting hit records to be 'rerun' is tremendous Some of the other guys around the country that are looking for gimmicks during the dog days-might be able to use this

PROGRAMMING FOR-MATS: Increased competition.

on the local radio level continues to spark format changes -some outlets are going Top 40, others are dropping it, etc. In the latter category is WZIP, Covington, Ky., which recent-ly announced "a taboo on rock and roll and Nifty Fifty" and
-as of last week-is going "all out" for mood music with segs titled "Music to Lunch to," "Music to Relax to," "Music for Memories," "Music for Dining," etc. The outlet is backing its new "Good Music" format with extensive promotion, featuring ads reading "A new music policy... the one and only station to program sweet and soothing music all day long. No rock 'n' roll or "Top 40'." New jockeys in WZIP's new programming picture are Cecil Hale and Dave Wiken.

Cy Blumenthal, who owns several radio stations, recently con-

ducted an interesting experiment on (his newest station) WHHM, Memphis. The outlet made an exhaustive survey last month to find out what kind of music its During a 42-hour period, WIHHM didn't play a single record. Instead its deejays aired some 1,500 opinions on music gained from telephone interview with dislaws along phone interviews with dialers, along with taped opinions from personali ties all over the country. Mobile units canvassed downtown shopping centers for opinions and calls even came in from nearby Arkansas and Mississippi.

Altho Memphis - home of Elvis Presley - is considered a "rock and roll center" only 12 per cent of the total vote was chalked up for r.&r.. As a result, WHHM's new programming format features

"equal proportions of each

(Continued on page 66)

ON THE BEAT

By REN GREVATT

started as a modest rhythm and blues firm. In the days when it got under way in the stormy, uncertain seas of the record business, a modest sale could easily land a record on the rhythm and blues charts. Baton is still pretty much in that same groove. "I've never had better than a 200,000 sale," says Rabinowitz. "but at least 40 per cent of the records we turn out make money. We think that's a good rec-

Sol Rabinowitz is a lanky, easy-going music man who has been making records for more than seven making records. It's within memory of not years. "We're always trying," he only Billboard music editor, Paul told us as we discussed the record Ackerman, but this writer as well, scene in the summer of 1958. "We that a record of "In the Chapel," he only Billboard music editor, Paul sche in the summer of 1950. We shipped 100 records of our new one today," he added, somewhat in jest of the current disk situation.

Rabinowitz' label, Baton,

Rabinowitz' label, Baton, ing up, which should cause a flut-ter in the hearts of those who dig her deeply emotional, churchy style. The side is "The Love in My Heart," and Rabinowitz feels it's one of the strongest disks he has made. The label is currently swinging in good form with the new disk by the Fidelitys, entitled "Memories of You." Rabinowitz tells as that it looks like a great follow-up to the group's previous disk, "The Things I Love," which did very well. "Maybe with these two great records, we will break

Rabinowitz, who is without that 200,000 mark," he added hopefully, "in spite of the rough situation today. The way I see it. things can't go anywhere but up.

> The recently noted surge to religious themes on wax appears to have subsided. The current top 50 records include none of this type, whereas only a few weeks ago there were several potent entries. Despite this fact, Savoy's Herman Lubinsky, who claims that religious and spiritual material sells especially well during times of recession, continues to operate actively on this kick, with a group of impressive new pactings. Sister Willa Ward, who recorded recently on Dot as a member of the Clara Ward group, has split that scene to form her own group, known as the Gay Charmers. The crew has been (Continued on page 79)

WHEELING AND DEALING

TALENT TIDINGS

- By BOB BERNSTEIN -

Musical entertainment of the fu- man. "Now I want to make sure | BISTRO BITS: Jane Kean ture, particularly in theater, films and TV, is going to be more sophisticated and complex, thinks Ray Danton, one of Hollywood's small towns on the West Coast and Rolger at the Manes Reno New than a quick plunge into disk cutting. The musical play, slowly supplanting musicomedy, requires actors who can really sing, he feels, and he for one is going to be ready.

"I began lessons with a classical teacher 18 months ago to get the technique necessary to support whatever flair and style I have," Danton explains. "My first singing job last month, doing 'Happy Hunting' in Pittsburgh, showed me how far I still have to go.
Am I glad I didn't tackle 'Kiss Me, Kate' like a dozen guys I know are doing without being ready." Clues to the upcoming requirements for singresponse to the state of the st

"The theater didn't want me five years ago, so I entered the picture

There's a tremendous upsurge of trical Workers' Union Convention newer and handsomer actors. This in the Southwest, as well as conmeans heavy study for actors rather tinued expansion in the East of August 21.... Jack Silverman has civic productions. Anyone who is leaping up fast via the novelty of being a juvenile who sings is being a juvenile who sirgs is headed for a fall without the cushion of real study." Danton does two more "Hunting" weeks, followed by "Guys" Dolls" on the After nine feasummer circuit. tured roles for M-G-M, Warners and U-I, he's ready to sing in a movie. "But only if I can hit the notes myself," says the bass-bari-

Broadcast Beeps: Fred Astaire will star in two hour-long musical specials on NBC-TV this fall. . . . Bill Asher will produce and direct Arthur Godfrey September 1-15 on CBS.... Peter Lawford will dance the Chicken, Fish, Stroll and other new trensteps on the Gorme-Lawrence stanza August 3 over NBC.

stock, tent, circus and changed the name of the 32-year still call it Old Roumanian? Joni James headlines the Manor House, Wildwood, N. J., starting August 22. . . Al Martin promises talent for his new Upper Broadway club, the Offbeat, will all be "proteges of prodigies." . . Atlantic City's Steel Pier has Paul Anka and Lestetr Lanin ork this week, with Devethy Collins and Cone Krusse. Dorothy Collins and Gene Krupa

Peoples Symphony Concerts will offer three series next season, kicked off by pianist Byron Janis and the Janacek Quartet, at Washington Irving High, New York. . . Eddy Manson, billed as "Heifetz of the harmonica," has cleffed a harmonica concerto to be preemed by the Queens Symphony. . . Gary Wagner, favorite photog of the columnists, has formed Wagner International Photos to service diskeries and publishers.

MUSIC AS WRITTEN

- By BOB ROLONTZ -

VILLA-LOBOS SIGNED FOR "GREEN MANSIONS"
Heitor Villa-Lobos, South America's formost composer,
has been signed to compose the music for the film version
of W. H. Hudson's classic "Green Mansions." Film is being produced by Edmund Grainger, and directed by Mel Ferrer. MGM is releasing the movie. Villa-Lobos returns to his home in Brazil in August to start work on the score.

TWO HEARTS IN WALTZ TIME

The Bienstocks, Fred and Miriam, left last week on a European jaunt that will take them to Switzerland, France and England. Fred B. is a Hill and Range exec, Miriam B. an Atlantic Records exec. Hill and Range and Atlantic have a joint publishing firm in England called Progressive Music, Ltd. While in England Fred will represent 50 per cent of the firm for Hill and Range and Miriam will represent the other 50 per cent for Atlantic.

MARSHALL BROWN TAKES ISSUE

Marshall Brown, conductor of the International Youth Marshall Brown, conductor of the International Touth Band at Newport two weeks ago, stated this week that "There was absolutely no dissension between me and any member of the International Band at Newport." This statement was made in regard to a story by this reporter in last week's issue of The Billboard (July 14) about the Newport Jazz Festival. We said that there was dissension between the band and Brown and that this was one of the reasons the band did not sound as good as it might have. We were guilty of an overstatement, we did not mean to We were guilty of an overstatement, we did not mean to imply that more than a few of the men in the band were unhappy with their lot. We know, as most Newport followers know, that Brown has gone to a great deal of trouble to make the International Jazz Band a great organization. Unfortunately the band missed at Newport, but now that it has had more time to work together we feel it has a chance to really live up to its potentialities when it plays dates in Europe and at the Brussels World's Fair.

A-WOOING HE DID GO

Count Von Blitzstein, the international playboy who upset the record world with his Dot waxing of "Perfidia" a few weeks ago, proposed publicly last week to Eve Rand, the girl he selected as the most qualified of his many admirers to join the Blitzstein family tree. The Count started proposing last Monday (14) (Bastile Day) and as far as we know he is still at it, on a public phone from his Park Avenue apartment to her Greenwich Village home. Both his Park Avenue apartment to her Greenwich Village home. Both conversations are amplified so that the public can serve as witness to all conditions agreed upon before the engagement. Miss Rand and The Count have never met (a family tradition), altho the Count has lavished her with gifts. At last "Count," Miss Rand was giving the Count a hard time or such restores his factors. giving the Count a hard time on such matters as finance, his future recording career, choice of material, etc.

New York

George Lee, one of New York's best-known music men, was married last week (9) to Jane Love of Scarsdale, N. Y... Bob Arkin has started a new record label, Eagle Records. First pactees are Eddie Holmes and Buddy Brooks... Ace Records of New York, headed by Johnny Ponz and Vinnie Vallis have signer Joey Durant... Lee Silver flew in from the Coast to work with Leo Rogers on the latest waxing by the Royal Teens "Harvey's Coat a Cirl Friend" for Am-Par Records... The jazz program Got a Girl Friend" for Am-Par Records... The jazz program to be given at French Lick, Ind., on August 15, 16 and 17 has now been completed. Artists to appear there include Stan Kenton, Dizzy Gillespie, Chris Conner, Duke Ellington, Gerry Mulligan, Dave Brubeck, Erroll Garner, Gene Krupa, and the Four Freshmen.

Willa Ward, of the famous Clara Ward Singers, has left the group to form her own pop unit called Gay Charmers. She is waxing for Savoy and the first sides should be out in about two weeks. The Clara Ward Singers still remain intact and still cutting for bossman Herman Lubinsky. . . . Castino Queen and Kim Kay have started a new record label called C. & M. Records. First wax to be released this week features the Nobletones. Howard Sloane is handling publicity and promotion. . . Ethel Ennis, jazz thrush who just returned to the U. S. after appearing at the Brussels World's Fair with the Benny Goodman Ork, will open at the Village Vanguard July 26 for a two-week stand. open at the Village Vanguard July 26 for a two-week stand.

Mal Newkirk, head of Central Records, a new diskery, has Mal Newkirk, head of Central Records, a new diskery, has pacted warbler Roy Howard... Roger Coleman is now singing at the Fleetwood Plaza in Westchester, N. Y. After this engagement he goes to the Stage Coach Inn in New Jersey... The Red Foley Show over the NBC Network wound up its second year this past week. Over the past year show has featured almost every top country name as guest star... Gary Shelton with Steve Bledsoe and the Blue Jays have been held over at the Brass Rail in Chicago for another eight weeks. Shelton waxes for Mercury Records.

Julius Rudel started his first season last week as musical director of the Chautauqua Opera Association, in Chautauqua, N. Y. . . . Sy Shaffer returned as trombonist with the band on the Arthur Godfrey Show over CBS Radio this week after three weeks in Vienna as guest conductor of the Vienna State Opera Orchestra. . . Mitch Parrish has penned the lyric for an original theme composed by Alfredo Antonini for the CBS radio network's "Best in Music" series. uture Kecords out of Springfield, Mo., has signed the Del Rays.... Gallo Records has signed The Shieks, a Long Island, N. Y., group.

Henry Onorati, head of 20th Fox Records, has signed warbler Henry Onorati, head of 20th Fox Records, has signed warbler Craig Brown to a long-term contract. Lad will perform at the firm's convention in Chicago this week. . . Archie Levington of Midway, Studio and Monarch Music, in New York last week to push his tune "The Fountains Cry" waxed by Nick Noble for Fraternity Records. . . Joan Lemmo of "Lemmo the Leopard" fame, started a new show last week over WNTA-TV in Newark, drawing pix for youngsters to music. . . The Platters, those peripatetic vocalizers, have now played dates in France, Algeria, Italy, Morocco, Switzerland and Israel. And in Israel they made two three-minute films for TV shots in the U. S. Their next string of dates are in France, Spain, Portugal and North Africa.

Editor Claims ntimidation By Ross, Rini

CHICAGO — Alex Ross and ames Rini. awaiting trial for hicking and damaging coin games ere (their trial has been side-acked four times) were identified to the color of the col st week in an alleged intimidation tempt against a newspaper editor.
On June 9, Ross, Rini and an unlentified third man were reported aying a visit to the office of dward T. Scholl, editor of The dison Norwood Review, a weekly

hicago community newspaper.
They asked to talk to Scholl, ho was out of the office at the me. Scholl had been waging an ditorial campaign against the optation of pay-off pinballs in the illage of Niles and in a one-block nincorporated area between Niles and the Chicago city limits on filwaukee Avenue.
Pinball operations and handbook

filwaukee Avenue.

Pinball operations and handbook ervices in the area are reportedly neer the direction of Sam Gianana, a syndicate gambling hoss. Scholl told Niles police that he onsidered the visit a threat to since his editorial investigations. Ross and Rini were sought last ear as suspects in the disappearnce of Amelia Zelko, a Joliet, Ill, ewspaper editor. She had been impagning against pinballs in impaigning against pinballs in ill County.

Loans Are Out

Continued from page 109

eving that the machines would ay off loans rapidly. Now, how-ver, with play down in many reas, despite the usually profitable ammer season, location owners are session, location owners are session inclined to go into debt on any asis, particularly when it is objust that they may have to make ayments on the loan on some asis other than coin machine colctions. Most operators used standard loan forms obtained from any rd loan forms, obtained from any tationery house in making such rrangements with location owners, nd there have been very few de-

"It hasn't been necessary to take ction to halt loans to locations, scept where they are obviously ayments which cause a location to urn over its spot to another optator," one leading operator said In over its spot to another op-ator," one leading operator said. In such case, we will simply boy-ott the location until the owner tops trying to victimize the op-rators who serve him. Otherwise, ince location owners are having argely the same problems in buy-ng equipment and paying for it, with a much lower volume of traf-ic than in past years, they are able ic than in past years, they are able o understand that we cannot very well afford to make non-interest well afford to make non-interest coans of any sort."

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United Tables

2	Starlets.	Each	\$ 75.00
3	Caravans.	Each	. 125.00
5	Monacos.	Each	145.00

Bally Tables

3	Big	Shows.	Each.		\$245.00)
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Involved in Legal Action

NEW YORK—A story in the July 14 issue of The Billboard incorrectly identified one of the signers of an action to show cause filed in New York Supreme Court against Local 266 of the Inter-national Brotherhood of Teamsters

national Brotherhood of Teamsters as Phil Kurtz.

Actually, Kurtz is in no way involved in the action. The information came from a usually reliable source who confused Kurtz with someone else.

Kurtz called The Billboard to say that Lead 266 has not picked his

that Local 266 has not picketed his locations, as the story said, and that he is a party to a collective bargaining agreement with Local

Injunction Sought
The facts are these: The Game
Operators of New York, Inc., is
seeking an injunction which would
restrain Local 266 from picketing
any locations serviced by its mem-

any locations serviced by its members. GONY his signed a collective bargaining agreement with Local 1690. Retail Clerks International Association, AFL-CIO.

The papers are signed by Al Ferber, GONY president. Presented with the papers were affidavits by Phil Raisen (whose name has been erroneously confused with Phil Kurtz) and Bernie Smeltzer, both GONY members, and Sam G. Sehr, a serviceman employed by Raisen.

The papers were to have been

picketing in the interim.

Annual Dinner

ment Machine Operators of Phila-delphia, Inc., celebrates its 29th anniversary at the Latin Casino here November 2 with a dinner-normal until the general economic

Joe Silverman, AMOP executive director, said that between 500 and 600 persons are expected to attend. Recording arists, headed by Steve Lawrence and Eyde Gorme, will be on hand to entertain the operators.

South Jersey Shore, where many Philadelphia operators have summer stops.

Rain during the week isn't too

Phil Kurtz Not Pa. Operators Set for Ban on Bingo; Music, Game Collections Way Off

Coinmen Go Into Cigarette Vending in Effort to Make Up for Reduced Revenue

PHILADELPHIA — Local operators are preparing for the demise of bingo games. A recent ruling in Fayette County in the Western part of the State held that these games are illegal in Pennsylvania. This ruling is being appealed, but few operators are counting on the court decision being overthrown.

Best barometer of the appeal's success is the price commanded for bingo routes. At this writing it's next to nothing.

By contrast pinhall routes are entired with the deads are proportionally as most of the people at the play discourages some patrons from playing juke boxes. But it hasn't passed the wondering stage. Operators are holding firm on dime play, convinced that when the beach for a day of two, and if the weather isn't promising, they stay home. Rain appears to be reserved for weekends this season.

According to Dave Rosen, local distributor, most of the operators are going into cigarette vending in an elfort to compensate for their decreased collections. Abe Witsen, for example, has bought 80 pieces of equipment—all new

success is the price commanded for bingo routes. At this writing it's next to nothing.

By contrast, pinball routes are selling for from 20 to 25 times the operator's weekly take, plus the value of the equipment. Generally, the higher the per-machine average, the higher the number weeks computed.

Juke Routes

Juke box routes are selling for from 30 to 50 times the weekly take, plus equipment, with the higher average routes based on 50 weeks and the lower average routes based on 30 weeks.

Both game and music collections Phil Raisen (whose name has been erroneously confused with Phil Kurtz) and Bernie Smeltzer, both GONY members, and Sam G. Sehr, a serviceman employed by Raisen. The papers were to have been returnable Monday (14), but a week's postponement has been granted. Ferber said that Local 266 has agreed to refrain from picketing in the interim.

Philly Ops Plan

Applied The Philip Ops Plan

Little Overtime

Both game and music collections here are considerably behind 1957, and little prospect for improvement is in sight. According to Joe Silverman, president of the Amusement Machine Association of Philadelphia, the primary reason for the collection slump is the dearth of overtime pay for local workers. Silverman explained that when the factory worker earns overtime pay, he has money to spend in his favorite tavern, and a percentage of that money winds up in the coilections.

Little Overtime

Today, with little overtime, with PHILADELPHIA—The Amuse-ment Machine Operators of Phila-lelphia, Inc., celebrates its 29th the money just isn't there. He feels

Another factor causing decreased collections is the 11 straight weekends of rain which have hit the South Jersey Shore, where many Philadelphia operators have sum-

equipment. On music, rentals range from \$80 to \$150, the latter figure for new equipment. All music is

Dime Play

Music is nearly wholly on dime
play here, and while most operators
feel that collections would be even
lower at 5-cent play, some of their
aren't too sure

one of them wonders whether a fast nickel isn't better than a slow dime. There is little question, of course, that dime play is required for an operator to get off the nut on new equipment. There is also little question that when economic conditions return to normality, dime play will pay off handsomely. somely

But, at the moment, some operators are wondering whether dime in at a reasonable rate.

Witsen, for example, has bought 80 pieces of equipment—all new and mostly electrical—and placed them in diners, luncheonettes and taverns. He cited six other opera-

45 r.p.m.

Game rentals range from \$60 to \$125, with the higher figure for new equipemnt. Rosen figures the operator is better off by renting equipment which is only in use 10 weeks a year, while his firm also comes out ahead on a rental.

Dime Play

Music is nearly wholly on dime play here, and while most operators.

At verns. He cited six other operators who have done the same.

Witseu originally put a couple of cigarette machines in one of his Arcades and discovered that they yielded a steady profit. He intends to build up his cigarette operation by purchasing competing routes and seeking new locations.

Even with the recession and the play here, and while most operators

probable outlawing of bingos, operators here do not appear unduly discouraged. On bingos, they feel that other equipment may be put on location to take up the slack. They know that some games have been knocked out in other areas, but that the amusement machine business didn't collapse.

And most operators are determined to ride out the recession. They realize that the national economy is bound to have its ups and

omy is bound to have its ups and downs, and they know that sooner or later the coins will be coming

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COINMEN YOU KNOW

Chicago

Talk among local juke box operators is starting to turn to the Recorded Music Service Association banquet scheduled in November. Dan Belloc and his orchestra are almost certain to play the date for the local operator group. Earl Kies, president and arranger of entertainment is meanwhile busy lining up talent for the evening's entertainment bill.

Paul Brown, head of West-ern Automatic Music Inc., large North Side operation and retail record outlet, is away from the store for an extended vacation. Brown isn't expected back until mid-September.

Moses Proffitt, veteran South Side operator, celebrates his 22d year in the juke box business. He started during the summer of 1936 at 357 East 43d Street, still the headquarters for 'is operation. The firm plans a move soon to plush new englarged offices in the same block. During the years Proffitt has seldom taken a vacation, and invariably is in his upstairs offices directing business seven days a week.

Herb Jones, Bally vice-president, took a little good-natured ribbing from Ed Ken-

nedy, the jolly ad man, in respect to Bally's new pinball, Bally USA. The backglass, representing a U. S. map, neg-lects to include the new State representing a U. S. map, neglects to include the new State of Alaska. Ed chided that Bally should add a special attachment at the top of the game to represent the 49th State.

Alvin Gottlieb, D. Gottlieb & Company, has installed an intra-plant phone system at the Gottlieb offices. But now, says Alvin, be-tween the pinballs on the produc-tion lines and he telephone and buzzer systems, there are so many bells chiming thruout the plant it's hard to tell what rung when. He's added a blinker system to some of

Note From Out - of - Town: Bill Miller, head of Miller-Newmark Distributing in Grand Rapids, writes that his firm has recently sold equipment to some new operators who are meeting with great success in the business. He notes that it seems to suggest a laxity on the part of older, established operators to keep their operations up to snuff. Bill also mentions that he's anxiously awaiting a new

(Continued on page 113)





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COIN CALENDAR

Association Meetings scheduled. Check for changes.

July 21-Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

ing, American Legion Hall, White Plains, N. Y.

July 22-Western Massachusetts Music Guild, semimonthly meeting, Chelet Restaurant, West Springfield.

July 28-Central States Phonograph Operators' Association,
monthly meeting, 805 Main Street, Peoria, Ill.

August I-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-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.

FOLK TALENT AND TUNES

Continued from page 78

"Country Music Jubilee's Red Foley joined Leo (Pan-cho) Carillo in staging an 18hour telethon Saturday night (19) over WDAM-TV, Laurel-Hattiesburg, Miss., for the Magnolia Boystown of the South. From Mississippi, Red South. From Mississippi, Red flew to Champaign, Ill., to head up a éast comprised of Bobby Lord, the Four Marks-men, Flash and Whistler, Suzi Arden, Slim Wilson's band, and the Jubilee Promenaders, appearing today (21) at the Champaign County Fair, one of Illinois' largest. The Marksmen return to Lackland Air Force Base in Texas this Tuesday thru Saturday (22-26). Miss Arden takes a night off the "Jubilee" to travel to Womelsdorf, Pa., for several performances Saturday (26).

Rudy Hanson, a former feature with WLW's "Midwestern Hayride," played to better than 3,000 paid in three performances at Mrs. Eddie Ruton's Hillbilly Park, Newark, O., Sunday (13), in the face of inclement weather. On the hill with him were Roy Royter. bill with him were Roy Baxter and His Carolina Cut-Ups plus an array of territorial acts. Hanson returns to Mrs. Ruton's c.&w. funreturns to Mrs. Ruton's c.&w. fun-spot August 17. His wife, Bonnie, will have her first release on the Golden Crest label the first week in August. Platter couples "That's My Weakness Now" and "Say the Magic Words."

Another "Midwestern Hayride" alumnus, Clay Eager, has settled in Springfield, O, while his wife awaits a visit from the long-legged bird. He is doing a daily morning show from his home over WIZE, Springfield, and on Saturdays does a 12 noon to 4 p.m. stint on WMNI, Columbus, O. Eager has a release, "Forgotten Blues" b.w. "Helen" Jo," coming up in August on the new Karl Records label, of Nashville. Clay has shut-tered his Barn Restaurant, on Highway 40, near Springfield, but plans to reopen if in the fall if conditions warrant.

After sixt weeks of personals along the West Coast, Betty Luther has rejoined Charlie Aldrich's show at Marty Landau's Riverside Rancho, Los Angeles, on Friday

by his old comedy partner, Bob Shreve. . . The Thompson Brothers, currently playing the Circus Lounge, Newark, N. J., will appear with Bruce's Rhythm Boys on the Hank Snow "Grand Ole Opry" show at Rac's Hut, Jackson Mills, N. J., next Sunday (27).

and Saturday nights. . . Rose Maddox and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights, while keeping busy on personals in the area. They are set for a stop at Barstow, Calif., this Saturday (26). Fred Maddox, and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights. . . Rose Maddox and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights. . . . Rose Maddox and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights. . . Rose Maddox and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights. . . . Rose Maddox and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights, while keeping busy on personals in the area. They are set for a stop at Barstow, Calif., this Saturday (26). Fred Maddox, and brother Cal are currently working Cliffic Stone's TV show in Los Angeles on Saturday nights. . . . Rose Maddox and brother Cal are currently working Cliffie Stone's TV show in Los Angeles on Saturday nights, while keeping busy on personals in the area. They are set for a stop at Barstow, Calif., this Saturday (26). Fred Maddox, bossman at the Mozart and Copa olubs in Pomona, Calif., has entered the talent field, and has taken under his wing Gene Brown taken under his wing Gene Brown and Jimmy Ringo, both heard on the Dot label, and a pair of new comers, the Brown Boys.

Johnny Horton introduces his new Columbia release Saturday (26) at 7:35 p.m., EST, on the CBS portion of "Louisiana Hayride" originating from KWKH, Shreveport. . . . Frank Evans has returned to his Tampa base following to his Tampa base following a deejay jaunt thru Florida, Georgia, Alabama, Tennessee and North Carolina to promote his new Starday release, coupling "All My Dreams Are Gold" and "The Ain't-Got Blues." Deejays who may have been missed may obtain a copy by writing to Evans at 5705 Florida Avenue, Tampa 4, Fla. On a recent stop-off at Pensacola, Fla., Frank ap-peared with Jimmy and Jesse, the Virginia Boys, on their TV show. . . The Irwin Brothers and Glenn Harrison have instituted a show-and-dance policy at the American Legion Hall in Bell Gardens,

Performer-producer Bill Ring has been added to the staff of "Country Music Jubilee," the Saturday night Red Foley show beamed via ABC-TV, as assistant producer. Until recently, the 300producer. Onth recently, the Sub-pound Ring was associated with "California Hayride," emanting from KOVR-TV, Stockton, Calif., where he co-emseed with Cotton-seed Clark, produced the show and set personals for the show's talent. He's working under Bryan Bisney in his new post. From 1952-'54, Ring headquartered at RadiOzark Enterprises, Springfield, Mo., airing his own across-the-board musiquarter-hour on ABC radio for General Mills.

Hank Thompson and his Brazos Valley Boys play a re-turn date at the New Lagoon, Salt Lake City, August 8-9, and August 18 move into the Wort Hotel, Jackson Hole,
Wyo., for a week's stand.
Hank's new Capitol recording of "Squaws Along the
Yukon" b.w. "Gathering
Flowers," was released July
(Continued on page 115)

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COINMEN YOU KNOW

Continued from page 111

game this month which he says will be reasonably priced and which he predicts will

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"be as great as the bumper

Los Angeles

Works as an assistant scoutmaster. He recently took a group of the Scouts on a mountain trip to Chilao Flats... Phil Gordon, who operates the Merryland Kiddieland, and Arcade in Long Beach, was recently in town shopping for machines at Badger Sales Company.

Jack Leonard, head of the Jack Leonard, head of the parts department at Barlger Sales, is back from his vacation spent with relatives in Chicago... Ed Wilkes of Paul Laymon, Inc., marked another milestone and says that he's happy it only happens once a year. His son, Tom, leaves soon on a skin diving trip in the waters off Mexico... John Nelson is suffering from a broken arm caused by a fall in his own back yard. in his own back yard.

The many friends of Al Adelman, veteran San Bernardino operator, will regret to hear of his death.

A delman, who was an old-time operator, retired from the business only a few years ago...Walt Hemple of First National Music in San Fernando is out following an illness. . . . Oscar Tetzloff, who illness. makes about two trips a year to Los Angeles from his home in Los Angeles from his home in Banning, was in town with his wife and son... Frank Lamb, Jud Novelty in Montebello, and Jessie are back from San Felipe where they fished. In the catch was a 180-pounder that was landed in the waters off Mexico.

Detroit

By HAL REVES

In a letter to the editor, a reader of The Billboard asked about the quiz machine made by Mercury. Since it's possible other readers may be interested, here's the story. the story:

All available equipment and rights to manufacture the unique quiz machine and napkin dispenser combination designed by the late Edward A. Gorney have been taken over by Garnet H. Tisdell of 1120 Bedford Road, Grosse Pointe, Mich. This machine was manufactured in Detroit by the Mercury Steel Corporation (later called the Mercury Athletic Scale Corporation), and distributed Service and Equipment Company. It was one of the last machines to be brought out by Gorney, who was the inventor of numerous machines, such as the Tru-Shot Bang-A-Deer, over several decades.

Tisdell said that the busi-Tisdell said that the business is now inactive, and he may entirely dispose of the enterprise, which is owned individually, with both companies now defunct. He has a stock of several hundred completed vendors, as well as supplies such as the quiz cards, and manufacturing equipment. With the renewed interest in quiz programs on ment. With the renewed interest in quiz programs on the air, it is expected that the quiz machine may enjoy a revival of popular interest. (Continue with Detroit)

Victor J. DeSchryver and Linden F. Bush, who operate the Bush Music Company, are forming a separate partnership, Bush Record and Sales Company, to operate their retail record store, while the push Music title. Negotiations for a possible sale to another organization are currently under way

Bush confirmed. This company is direct successor to the Marquette direct successor to the Marquette Music Company, which was the oldest and formerly the largest operation in the territory. According to company records, it was established by the late John Marquette in 1891 with a route of mechanical coin-operated pianos, and at one time was reported to have about 1,500 machines.

By SAM ARBOTT

Walter Cook, Los Angeles operator, is off to Yellowstone National Park for a vacation. He will return the end of the month... Bob Young, Bob Young's Service, is interested in Boy Scout activities and works as an assistant scoutmaster. He recently took a group of the Scouts on a mountain trip to Chiwork

work.
Tony Vance, veteran operator who formerly headed the National Coin Machine Company as well as Tony's, Inc., a distributing and service firm, and Arthur D. Drew, who also continues to operate independently as Drew's Music Company, have teamed up to form a new juke box firm, TAC Amusement Company, Inc. The company will make its operating headquarters in Twelfth Street, sharing space with Drew's Music.

Louis Arvay, who operates the Wolverine Milk Vending Company, is forming a new partnership with John T. Hickey in suburban Ecorse, known as the Wolverine Automatic Company, to operate milk and coffee vending equipment, especially in industrial locations.

Edgar G. Vernon is taking over sole ownership of the V & W Music Company, which he established in partnership with John Walker about 12 years ago. Walker remains as a serviceman for the company pany. . . . Harold Conn, owner of a small juke box operation, is completing the sale of his route to Vincent Meli, Meltone Music Company. . . Adele Storm, secretary of United Music Operators of Michigan, is enjoying a short vacation at a cottage at Walled Lake.

Milwaukee

By BENN OLLMAN

Tightened conditions are keeping partners Herb Wagner and Glen Geadtke, G. & W. Novelty Company, busier than ever. Pity of it, notes Herb, is that he hasn't been able to sneak in a round of the fact. golf this season in spite of the fact that he lives directly across the street from a golf course. Factory layoffs in their territory, says Clen, have hurt their tavern location

July opening date for the Capitol Court Kiddietown incapitol Court Middle own in-stallation was met. "It took plenty of sweat to do it," claims Carl Millman, Auto-matic Merchandising Corpo-ration, whose firm has the food and vending concession on the monnet playland on the moppet playland.

Joe Hoffman, one-stopper who supplies a good share of the local operator trade, is home convalescing from a lengthy hospital stay. Newest addition to the one-stop ranks in Southern Wisconsin is Victor Music in Madison, Wis. Chet Meissner, veteran upstate coinman, recently purchased a tavern near Three Lakes, Wis. According to reports, he will continue to run his music and games tinue to run his music and games business as well.

A week's vacation "around the house" is coming up for Eddie Kay, route foreman for the Mitchell Novelty Com-pany. Music takes are hold-ing up better than games, notes Eddie.

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Hebel, 3 selection Hebel, 5 selection Jolly Boy, 1 sel. . . Revco, 2 sel. cup . . Revco, 1 sel. cup . \$325.00 425.00 135.00 250.00 125.00 - DAIROMAT CUP MILK VENDORS -Used very little, original price \$995.00, special \$625.00 each. 4 available at \$2200.00.

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Feedam 6 selection Hot Canned Foods \$135. POP-A-LOT popcorn-pops \$10 to \$15 per hour, special counter model

SNOW CONE MACHINES-

U-Select-It 54 bar cap. \$ 35.00
U-Select-It 72 bar cap. \$ 45.00
U-Select-It 74 bar cap. \$ 55.00
U-Select-It 74 bar cap. \$ 55.00
National 6 cot. \$ 69.50
National 9 col. \$ 99.50
Vendall 8 col. \$ 85.00
Wills 5 col. \$ 65.00
Uneeda 6 cov. \$ 65.00
Uneeda 6 cov. \$ 165.00
Shipman 9 col. new \$ 195.00
Northwestern Sweet Sixteen, F.S. 350.00
Prices Include cabinet bases.
Advise whether \$c or 10c denomination is required.

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National 930
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National 950
National 11 col.
National 11 col.
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Electro 10 col.
Mark 22; 22 col. new

Prices include cabinet-bases.
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machines. Write us for special prices on brand new equipment with complete instructions for operation.

3...... 275.00 Shipman 6 selection Film Vendors, like new, \$125.00.



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COINMEN YOU KNOW

• Continued from page 113

Demand for good used music equipment at his Bluemound Avenue showrooms is at a peak, according to Hastings.

Carl Millman, president of Automatic Merchandising Corporation, is scheduled to deliver a talk to students at Spencerian College here this week. Millman will discuss automatic merchandising as an industry and the sales problems it presents to the class studying salesmanship.

Twin Cities

By MAURICE BERNSTEIN

Harold Lieberman, head of Lieberman Music Company, Minneapolis, is on his way back from Anchorage, Alaska. Lieberman, who returned only a few months ago from a four-month trip around the world, was in Alaska by coincidence when it was signed into Statehood. . . Collections are down all over Minnesota, according to Solly Rose, Sandler Distributing Company, Minneapolis, just back from a two-week selling trip thru the Western part of the State. Rose predicts that many operators will be having more trouble than usual in meeting federal license payments due July 31.

Just back from short vacations are Lillian Hamburger, who spent a week in Winnipeg, and Lee Brahs, who was on a two-day fishing trip in the northern part of the State. Lillian is a secretary and Brahs the service manager at Sandler Distributing Company. . . Operator Andy Benna came in all the way from Ironwood, Mich., to visit distribs.

Little Rock

By ELTON WHISENHUNT

Little Rock operators report calm, normal, upsurging business has returned to the city and that the "private club" problem that was a thorn in their side has been solved. Operators worked with police, newspapers and the public to abolish so-called private clubs, which were not private, in which teen-agers were served beer and mixed drinks. Leading the drive for operators was Harold Dunaway, partner in Twin City Amusement Company.

Helping him a good deal were Cecil Hill, Hill Amusement Company; Robert Kirspel, Kirspel-Hollenberg Music Company; C. W. Holmes,



Western Sales Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Aroade Amusement Company; H. G. Yancey, Arkansas Amusement Company, and Charles Thomas, Thomas Music Company.

Billy Bledsoe, owner of Chicot Amusement Company, Lake Village, and his party caught 87 crappie at Chicot Lake. Orell Bledsoe, Billy's brother, owns and operates National Novelty Company at El Dorado. He recently returned from deep-sea fishing in Miami, Fla. Orell reported he caught some big ones. He also visited J. B. Woods at Miami, formerly a juke box operator at El Dorado.

Guy Morgan, Morgan Music Company at Crossett, reported recent heavy rains damaged phonographs at five of his locations. There was 12 inches of water in some locations, which burned out the juke amplifiers.

George Sammons, president of Sammons - Pennington Company, was seen in Arkansas last week calling on operators. Sammons says he likes to travel the territory and looks forward to seeing operators each week. . . C. O. Temple, Hope Novelty Company, reports he has had a big time with his parttime ranch and rodeo activities so far this summer—will do much more riding, cow-poking and rodeo staging the rest of the summer.

Memphis

By ELTON WHISENHUNT

Parker Henderson, general manager of Southern Amusement Company, says business is unusually good for summertime—better, in fact, than it has been in many years. Other operators also report brisk summer business, when in past years summertime meant a slump in collections. Among those reporting good business were Joe Cuoghi, Poplar Tunes Music Service; Jimmy Rutledge, Ace Music Company, and Edward H. Newell, Ormatt Amusement Company.

The mid-South is also in a renewed business pick-up after the slight recession some months back, reports George Sammons, Memphis distributor. He recently traveled the Mississippi and Arkansas territory and reports business conditions very healthy for summer. He said he expects a great deal of expansion and growth in music and game operations in the next few years.

Drew Canale, Canale National Tobacco Distributors, has coined a new word—"shakathon." He made it up for the campaign of his cousin, Sessions Judge Robert Hoffmann, who is running for Chancery Court judge. Canale, Hoffmann's campaign manager, sent Hoffmann out on a tour to shake 20,000 hands.

Frank Smith, president of S&M Sales Company, reports good fishing recently at a Mid-South lake. . . Ditto Clarence A. Camp, president of Southern Amusement Company, who made his catches at Horseshoe Lake in nearby Arkansas. . . Jack Canipe Jr. has taken over his duties as sales manager for Southern Amusement Company, having resigned as vice-president of Consolidated Amusement Company.

Denver

By BOB LATIMER

Robert Ramsauer, veteran bulk operator with headquarters in Denver, has announced transfer of his interests to

Senate Hearings On Remotes End

WASAIINGTON — During hearings held by the Senate Finance Committee 1 st week (15 and 16) on a proposal to make remote control amusement and gaming devices subject to the same federal levies as coin-operated devices no testimony was received from spokesmen for the remote operator and manufacturers.

Whether failure of industry spokesmen to testify will cause the committee to look favorably on the tax could not be determined. The tax provision, incorporated in the Forand (D., R. I.) excise to technical change act, would levy the tax on remote machines that are "similar to an otherwise taxable machine," (The Billboard, July 14.)

The Finance Committee, in an

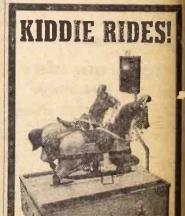
The Finance Committee, in an attempt to push the bill thru the Senate, announced the hearings only 5 days before they began. It is possible that the time element prevented spokesmen from testifying. Short hearings held on the bill will give the committee a better chance to rush the bill thru floor action in the Senate. If the Senate does not act on the measure before this session ends, the bill will die and have to be reintroduced when Congress reconvenes in January.

W. H. Chittenden, who will move much of the equipment to Sterling, Colo,

Ace Cigarette Service reports that its most recent "sideline" installation of hot-air hand and face dryers in public washrooms is showing excellent returns. Among outstanding locations which have been installed are the Officers' Club at Fitsimmons Army Hospital and the Officers' Club at Lowry Air Base. In most instances, the dryers have been installed at locations where Ace Cigarette Service has already had one or two gigarette wenders for earner bearing the control of the control

cigarette vendors for several years.

Pete Gerit, head of Mountain
Distributors, and Secretary-Treasurer of the Colorado Music Mocchants Association, is taking it easy
on an extended vacation trip
thruout the Eastern States.



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AMI G-200	vi		 	545
ROCK-OLA	1448 .		 	475

See the NEW SEEBURG Cigarette Vendor at all SHAFFER offices.



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1889 Central Parkway Cincinnati, Ohio Phone MA 1-6310

1327 N. Capitol Ave. Indianapolis, Ind. Phone ME 4-3571

FOLK TALENT AND TUNES

• Continued from page 112

14. Curley Lewis, absent from the Thompson roster for more than a year, has rejoined, replacing Tommy Canfield on fiddle and mandolin.

Ferlin Husky has a brand new one on Capitol coupling "I Feel That Ole Heartache Again" and "I Saw God."... Jimmy Ward, Arkansas Troubadour, continues to do six broadcasts a week over KEAP, Fresno, Calif., while holding forth nightly at Dee's Club, Clovis, Calif. He says he's in need of sheet music for his air shows. for his air shows.

Dave Stonger, who with his band has been the Saturday night feature at the Barn, Fresno, Calif., the last seven years, has a new Western dance album release on Decca. Eddie Briggs, deeiay at KEAP, Fresno, wrote the info patter on the platter. Seventeen magazine, in its current issue, names Cathie Taylor, country music singer, as one of the nation's outstanding 4-H Club members. Ted Daffan, who manages the Silver Star Publishing Company, Nashville, for Hank Snow, reports that Skeeter Davis has recorded one of the firm's tunes, "Wave Bye-Bye," for RCA Victor. Billy Walker, Suzi Arden, Flash and Whistler and the Tall Timber Boys headline this Wednesday (23) at the Arthur, Ill., Fair.

The new indie label, Volk Records, cut its first session at Seller's Studio, Dallas, July 13, recording four sides by Trini Lopez, young balladeer, with release due in two weeks. with release due in two weeks. Horace Logan, program director at KCUL, Fort Worth, and producer of the station's Cowtown Hoedown," is doing the a.&r. chores for Volk. John Sheffield, Volk general manager, Sunday (20) was skedded to cut four sides with the V Notes. Songs on both the Lopez and V Notes sessions were placed with Fairway Music, Hollywood, thru Fairway's Dallas rep, Charles Wright. Wright.

Regulars on KCUL's "Cow-town Hoedown," presented each Saturday night from the stage of Saturday night from the stage of the Majestic Theater, Fort Worth, are Lawton Williams, Carl and Martha, the Melody Five Band, the Texas Trail Blazers, Carl Logan, Joe Poovey, the Braga Sisters, Frankie Miller, Okie Jones, Elvis Fleming, the Sunset Starlighters, and the Black Mountain Boys. Emseed by Jack Henderson, Uncle Hank Craig and Horace tain Boys. Emseed by Jack Henderson, Uncle Hank Craig and Horace Logan, the show runs two and a half hours, with the period from 8-10 p.m. aired over KCUL. . . . Leroy (The Auctioneer) Van Dyke appears Saturday (26) at Seneca Lake, O., and Sunday (27) shows his wares at Mrs. Eddie Ruton's Hillbilly Park, Newark, O. Itinerary on Abbie Neal and Her Ranch Girls stacks up as follows: Export, Pa., July 22; Bedford, Pa., 23; Dubois, Pa., 24; Export, Pa., 25; Oil City, Pa., 26; WIIC-TV, Pittsburgh, 27; Moundsville, W. Va., 31-August 2; Clear Spring, Md., 6; Brookfield, O., 7; Morgantown, Pa., 9; Altoona, Pa.,11; Waynesburg, Pa., 12; Easton, Pa., 13; WJAC-TV, Johnstown, Pa., 14; Paw Paw Fair, Rievesville, W. Va., 15; WWVA "World's Original Jamboree," Wheeling, W. Va., 16; WJAC-TV, Johnstown, Pa., 21; Stevens, Pa., 23; Idlewild, Park, Ligonier, Pa., 24; WJAC-TV, Johnson, Pa., 28, and Lebanon, Pa., 30. Several August dates are still to be filled.

a 2,700-mile promotion tour to acquaint deejays with Jack Bradshaw's new platter, "Naughty Girls" b/w "It Just Ain't Right." Bradshaw made the rounds with him. During the journey they uncovered a new country singer in the person of Mona Kerry, of Shreveport, La. Glenn says plans are being made for her to cut a session for Mar-Vel. Her manager, Hank Hendit, Thomaston, Ga., handles Mar-Vel promotion in Georgia.

The Shorty and Smokey Warren c. &w. music revue, featuring Justin Tubb, Gordon Terry, Floyd Tillman, Jimmie Skinner and Ray Lunsford, supported by Del Barker, Nicky Nastos, Billie Willow, Dottie Mae, Whitey Murphy and Tex Cast, launches its fair season July 29 at Whitney Point, N. Y. Rest of the schedule is as follows: Bangor, Me., Point, N. Y. Rest of the schedule is as follows: Bangor, Me., July 31-August 2; Concord Hotel, Toronto, 4-6; Caledonia, N. Y., 12; Bellevue, Ont., 13-14; Barton, Vt., 15-16; Watertown, N. Y., 21-22; Cobleskill, N. Y., 23; Harrison Grove Park, Youngstown, N. Y., 24; Little Valley, N. Y., 25; Essex Junction, Vt., 26-28; Fredericton, N. B., September 1-3; Dunkirk, N. Y., 4-5. Tour was promoted by Smokey Warren and booked thru GAC-Hamid.

With the Jockeys

Eddie Briggs, who mans the turntables at KEAP, Fresno, Calif., 54 hours a week, says that record service from Columbia, RCA Victor (Continued on page 116)

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

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FOLK TALENT AND TUNES

· Continued from page 115

and M-G-M has been excellent, but that Deoca, Capitol and a few of the others have been lax in supplying sample copies. "We are the only all-country and western station in Central California and have a vast listening audience," writes Eddie. "We can't help them if they refuse to help

Paul Simpkins, key platter spin-ner on 50,000-watt WBAM, Montgomery, Ala., worked personals with Roy Acuff, the Wilburn Brothers and June Webb July 10 thru July 22 thru Alabama, Georgia and Florida. Tour was set by Melvin White, of Dothan, Ala., with promotion handled by Simpkins. Latter reports that business was good despite much rain.

Ore. Anti-Pin

• Continued from page 109

jury, charging the offenders with operation and use of coin-in-the-slot machines outside the Portland

city limits.

Multnomah County Dist. Atty. Leo Smith bases the charges on a statute that makes it unlawful to operate coin-in-the-slot machines. He said his action was based not only on the attorney general's opinion, but also on the opinions of courts in other jurisdictions.

Smith said it was not his inten-

tion to seize any machines, but werned that operators of the de-

vices face possible arrest.

Portland itself eliminated pinballs by popular vote three years ago. Operation of the machines are banned even in private homes.

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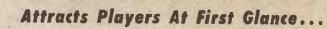
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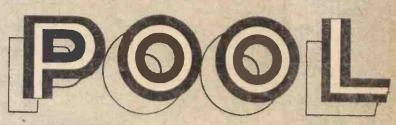
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Features 15 Colorful Plastic Pool Balls That Lite Up in Rack!

Operators and Location Owners, throughout the world, are all talking about Gottlieb's Roto Pool. Test reports show players are drawn to this new, colorful game time after time. The action packed playfield holds players interest for extended repeat play. See your distributor-get Roto Pool on location right away!

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 - Running lite rollovers spot balls according to lit number
 - Holdover feature allows balls to remain litted from game to game
 - 7 places to spin roto-targets High score to 7 million
 - · 4 pop bumpers
- Match feature
- · Cross-board cyclonic kickers
 - · Super skill flippers



ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Denver Spot \$-Conscious

Continued from page 109

tog sold for as much as \$1,000. cation owners thus began asking for a larger, rather than a smaller split, and in most cases they got it.

As a result, except for a few isolated in stances, commission arrangements which had been labori-

Progress Set Aside

The situation was serious enough cause operators from thruout State to meet and discuss it yopportunity to cut commissions id to locations "went out the indow," according to Pete Geritz, Mountain Distributors, and sectary-treasurer of the Colorado asciation. Few operators had ough confidence in their relationitys with location owners to sugough confidence in their relation-ips with location owners to sug-st that the latter take a smaller lit on the games, when the loca-nowner was fully aware that the ot could be sold at a high rate

As a result, except for a few iso- amusement games. lated in stances, commission arrangements which had been laboriously brought to a 60-40 agreement in favor of the operator went by the board, and currently almost all machines are operating on a 50-50 basis. And in a few spots the 60-40 idea has been reversed, with the location getting the 60 per cent.

Location's Cut Rising

Location's Cut Rising

The trend is definitely toward higher commissions going to location owners merely to hold the spot, even tho there has been successful action taken against location buying, according to a survey of local operators.

There has been little or no front

There has been little or no front money in the game picture since the summer of 1956, with the exception of a few cases in which a location owner wanted a big, new There has been little or no front money in the game picture since the summer of 1956, with the exteption of a few cases in which a ception of a few cases in which a clocations, and dozens of interest being publicized in which a clocation owner wanted a big, new game of one type or another, such as a new long-alley bowling gameing sold for \$500 to \$1,000, the hoe was on the other foot." Lo-

Provo, Utah, OK's Game Licensing

PROVO, Utah -- The city council passed on first reading an ordisplit, and in most cases they got it. nance licensing and regulating

The ordinance requires all such

Second reading was slated for Monday (21).

pense involved in the purchase of the machine and allowed a certain amount of front money to come out of the collections to pay for it.

One amusing incident came when the owner of a neighborhood

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BUY-BACK feature alone easily doubles or triples earnings in average pinball spot. Fast, fascinating action, terrific "last-ball" suspense and plenty of "came-close" repeat-play appeal...all combine to insure far collections, long life on location. Get going with U. S. A. today!

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player appeal feature

NEW LOOK REGULATION BOWLING

1 to 6 can play PLAYER'S CHOICE OF

easy strike or normal strike

SIMPLY PRESS BUTTONS FOR CHOICE

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NUMBER OF PLAYERS AT A GLANCE FRAME BEING PLAYED

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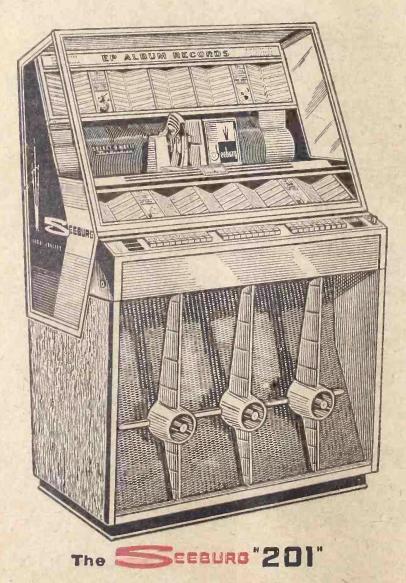
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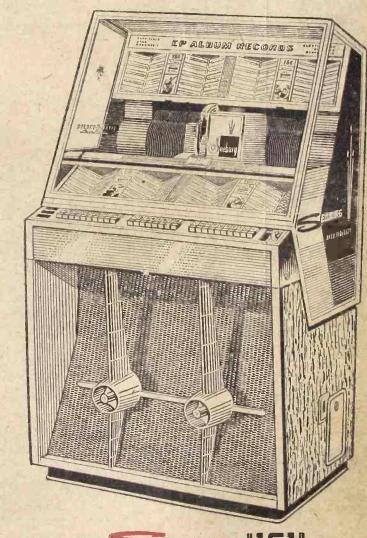
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