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JULY 28, 1958 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Disk Dealers Band On National Front

Move Sparks United War on Club, Rack, Discunter Encroachments

By PAUL ACKERMAN AND BERNIE ASBELL

CHICAGO — The Society of Record Dealers (SORD) a national group designed to "return the disk business to sanity" and to show the manufacturer and distributor that the dealer is the most effective method of record distribution, was organized at the NAMM conclave here last week. Organization of SORD as indicated previously in The Billboard (July 21), was spearheaded by Coghill Simmons, Dallas retail outlet, and drew tremendous support of approximately 200 dealers attending the initial meetings.

Formation of the organization was announced by Herues Nye of the Whittle Company of Dallas. Nye stated: "We know that when the manufacturers went into the racks, supermarkets and clubs a great market was being tapped. . . . It was OURS." Illegal discounting, he said—emphasizing the word illegal—to spell the doom of the dealer. He stated flatly that big discounters have gotten started with the help of the manufacturer and distributor. "We have been told that nothing can be done about prices and discounting. . . . this is not true." SORD is pledged to take all necessary steps within the law. He pointed out that the time-honored American method of moving merchandise is the manufacturer-distributor-dealer structure.

Nye stated dealers had waited too long, but were now finally uniting to bring sanity to "this insane orgy called the record business." His talk was interlarded with considerable irony. "Customers use our listening facilities, but walk out empty-handed. . . . They ask whether this record is available in a club, and if it is not they decide to wait until it is. . . . And the heart of the builder of this cancerous monster has swelled

Dealers Flock To Join SORD

CHICAGO — More than 100 dealers signed applications to join the newly formed Society of Record Dealers (SORD) during the NAMM convention here last week. J. Schaps, treasurer, said Pledgers from an additional 200 have been received, according to Schaps.

Blavys for the new dealer association permit membership by any person, partner or firm selling disks at retail. Membership dues are \$25 annually.

While partners or firm members may participate as individuals, any firm has only one vote and pays dues only once.

FORD EAR-MARKS 4 PROGRAMS FOR ARTIST ASSISTS

NEW YORK — Four programs to assist musicians, painters, playwrights, directors and related artists have been announced by the Ford Foundation here. The \$634,000 appropriation provides for performance or display of works selected, with 32 co-operating institutions in 24 cities. Selection of recipients, "talented Americans at critical stages in their careers," is being made by panels of critics and successful artists.

Grants-in-aid of \$5,000 will be made to 10 musical performers, vocal and instrumental, who will be asked to suggest composers to write works for them to perform. The Foundation will then pay composers for the commissions. Plays by up to 10 authors will be produced by theaters outside New York.

Assisting organizations include the Los Angeles Philharmonic, Denver Symphony, Atlanta Symphony, Indianapolis Symphony, Detroit Symphony, N. Y. Philharmonic, Pittsburgh Symphony, Margo Jones Theater in Dallas, Carnegie Tech, Houston Symphony, Stanford University, Boston University, Actor's Workshop in San Francisco, Alley Theater in Houston and Omaha Playhouse.

The awards will be announced next February. Ford recently wound up a \$500,000 program of grants to support experiments and studies in the creative arts and is able to move into this new program by having dropped last year the underwriting of "Omnibus" on TV.

(Continued on page 3)

New Products Key NAMM Meet to Swingin' Wind-Up

Spotlight on Stereo Phonos, Disks; Dealers Leave in Bullish Mood

By RALPH FREAS

CHICAGO — New products and pressing problems combined to generate more excitement at this year's NAMM Show than in any shows of recent memory. Because of the product and in spite of the problems, phono-record dealers went away from their four-day conclave at the Palmer House in a mood that was clearly bullish. As expected, stereophones and disks held the limelight. In fact, phonos for the first time in many years showed television into the background. Manufacturers such as Motorola, Admiral, Westinghouse, Zenith and Magnavox, who have used the show in the past to showcase new TV models, pulled the switch. Philco alone gave TV a featured spot for the worthwhile reason that they had something new to shout about in their "Predicta" series and in their "briefcase" TV portables.

Mounting Interest

It took three days for the show to build to a climax. On Monday, the opening day, the show had a sense of uncertainty and almost a panicky quality. Tuesday, things began to pick up. And by Wednesday, it was a swingin' affair. The day-by-day change reflected dealers' attitudes toward the products they saw.

At first, the various approaches to stereo reproduction essayed by

phono firms had dealers dizzy. But as they took hold of knowledge and understanding and most importantly, listened to the product they will be handling this fall, their dismay turned to enthusiasm.

As in past years, disk firms were noticeable mainly for their absence among exhibitors. RCA Victor showed some stereo disks but their instrument line commanded the lion's share of the exhibit space. Columbia showed only phonographs. London alone of the larger disk firms returned to the exhibitor ranks after passing up the show for several years.

Informal Alliance

That's not to say that record people were not there in abundance. Both major companies and Indies met their distributors, picked up new distributors and geared for fall business. But the business was transacted in suites and private rooms behind the scenes.

Thus, the informal boycott of the NAMM by disk firms continues. However, they recognize a need for an annual get-together, and, this year, a movement has been started among diskeries and distributors to organize some kind of clambake of their own (see separate story).

The Tape Scene

Stereophonic recorded tapes and the equipment to reproduce them have steadily grown in importance to phono-record dealers over the past four years. This year, tape was clearly eclipsed by the stereo disk. Such veteran tape firms as Bel Canto and Omegatapes who,

(Continued on page 16)

NEWS OF THE WEEK

NAMM Meet Spotlights Stereo; Dealers, Indies Form Orgs . . .
The National Association of Music Merchants held its annual convention in Chicago last week, with much interest engendered by stereo — on the equipment record and tape levels. Dealers and indie labels formed organizations during the meet. . . . **Page 3**

Victor, Col., Decca, Epic And Others Intro New LP's . . .
RCA Victor, Columbia, Decca, Epic, Design, Urania, Vanguard, Somerset and a number of other firms have released new monaural and stereo LPs for August. Product is strong and varied. . . . **Pages 2, 3, 4 and 6**

Columbia, Other Firms, Prep \$1 Saving Plans for Fall LP's . . .
Columbia Records will institute a "coupon plan" in September that will enable the cus-

tomers to save \$1 on new monaural LP's. Epic will cut the price of its classical LP's in August. RCA Victor has eliminated the coupons from its "Save-On-Records" program, and World-Pacific has started a bonus coupon plan. . . . **Pages 2 and 3**

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ANNUAL FAIR SPECIAL | **FEATURING 1958 FAIR DATES AND HIGHLIGHTING Roller and Ice Skating Section**

Columbia Preps Coupon Plan To Spur Monaural LP Sales

Customers Save \$1 on Album Buys; Dealers Compensated

NEW YORK — Columbia Records will introduce a wide-sweeping "coupon plan" which will enable record buyers to save \$1 per LP on all 46 of the diskery's new monaural product during the months of September and October. The coupon plan, part of the company's 10th Anniversary of LP celebration, will cover all of the company's popular and classical albums being issued now and in the month of August. In effect it will cut the list price of the Columbia monaural product from \$3.98 to \$2.98 on most items, and from \$4.98 to \$3.98 on the "Adventures in Sound" series.

Columbia's coupon plan will include all new releases. Some of the artists on these new LP's include Johnny Mathis, Dave Brubeck, Erroll Garner, and Ray Conniff. Classical LP's feature Leonard Bernstein, Isaac Stern, the Philadelphia Orchestra, and the New York Philharmonic.

Here is the way the plan will work. In September the company will advertise the coupon plan in a score of national magazines and newspapers. The ads will feature the label's 46 new albums and the ads will contain 10 Columbia coupons. A customer can take these coupons to his record dealer and for every Columbia album that he purchases, of the 46 listed in the ad, he will save \$1 on each merely

by handing over a coupon for each album.

The record dealer, in turn, sends these coupons back to his Columbia distributor, who returns them to the Columbia factory. For each coupon returned the record dealer can purchase another Columbia album, from among the 46 new LP's, for a reduced "coupon plan" price. Instead of purchasing his replacement set that lists for \$3.98 from his distributor, the dealer's net cost for that LP is \$1.85.

In order to participate in this plan a record dealer has to purchase a minimum stocking order, (which Columbia claims is based on store's past purchases of Columbia albums), of the 46 new re-

leases. These are purchased at the regular dealer price. Thus on the first "coupon sales" of the new Columbia product the dealer does not make his regular mark-up. However, when the dealer re-orders any of these 46 albums, and turns in the coupons with his order, he gets his replacements sets at the reduced "coupon plan" price. Coupons can only be applied against the 46 albums in the coupon plan.

Customers can use the Columbia coupons from September 7, to October 31, 1958. Dealers can turn them back to their distributors up until November 15, 1958, or two weeks later. After October 31, (Continued on page 36)

Decca Hits Peak; 61 LP's for Fall

NEW YORK — The largest single package release in the company's history features Decca Records' fall promotion. Campaign slogan for the entire program is "Carnival Time," a follow-up to earlier 1958's promotions labeled Star Time, Dance Time, Jazz Time and Vocalion Time.

The release of 61 sets includes the label's 11 stereo albums, of which nine are pop and two are in the Gold Label series; 30 pop albums; a half dozen in the country field; the same number of classical entries and a de luxe repackaging job on seven of the top-selling original Broadway cast sets of all time.

Dealers are being extended an additional 10 per cent discount on all orders of \$200 or more during the month of August on all merchandise purchased except for imported disks and those in the

Archive and Vocalion series. Approved dealers also will have the option of a dated billing plan calling for one-third payment each on November 10, December 10 and 26. The "Carnival Time" theme is featured on display materials, which include canopied, dimensional centerpieces, mounted lithos and mobiles depicting eight LP's per mobile, with a special country mobile for use in southern areas. Decca branches across the nation will host 5,000 dealers between now and the end of the month in announcing the fall program.

The stereo portion of the release contains 11 sets, most of which have previously been released or are presently being released in monaural form. The group includes sets by Alfred Newman and work with the Ken Darby Singers, Joseph Gershenson, Claude Thornhill, the Goldman Band, two sets by Wayne King, Misha Piatro, the Sound Track from "The Young Lions," Mario Escudero, the Concert Masters of New York, and Lorin Maazel.

In the pop department, there is a de luxe, two-LP set by Ella Fitzgerald, plus single LP packages by (Continued on page 10)

Col. Signs Up Paul-Ford Duo

NEW YORK — Columbia Records, which has been on a signing kick the past few weeks, has inked Les Paul and Mary Ford to a long-term contract. Pacting was made by a &r. chief Mitch Miller last week. Duo has recorded for Capitol Records for the past five years, where they came up with a number of million sellers. Other recent Columbia pacting have been Johnny Cash, Kitty Kalen, John D. Loudermilk and Carl Perkins.

Victor Skeds 30 LP's for August

NEW YORK — RCA Victor will bring out 30 new LP's for its August release. A total of 15 of these will be available on stereo as well as monaurally. In addition the firm will release seven new EP's of which four will also be released on stereo. And RCA is also releasing four new Camden low-price LP's.

Strongest items in the new release include the stereo version of Van Cliburn's rendering of the Tchaikovsky "Piano Concerto No. 1," the complete recording of Samuel Barber's new American opera "Vanessa" on three Red Seal disks, and two albums of the Bach "Brandenburg Concertos" recorded by Charles Munch and the Boston Symphony Orchestra. Three of

CUSTOMER GETS \$1 DISK BREAK ON FOUR FRONTS

NEW YORK — In this week's issue of The Billboard there are four stories dealing with special coupon plans, limited period record sales, etc., that enable the customer to obtain records at \$1 less than the suggested list price. All of these programs are manufacturer plans and they all apply to monaural LP's. They include Columbia Records' "coupon plan" which will enable disk buyers to purchase any of the firm's 46 new LP's for \$1 off list during September and October. Epic Records has slashed the price of its classical LP's for August and September from \$3.98 to \$2.98. RCA Victor has eliminated the paperwork for its "SOR" plan, enabling the customer to obtain either of the two SOR disks from dealers at \$1 off list with no coupons. And World Pacific Records has a bonus coupon plan that allows buyers to get one record free from the firm for every three purchased from a record dealer. All of the plans, except that of World Pacific is worked thru the dealer, who is able to purchase his "sale" disks at a special price.

Vet Pubber Sets 5 Deals In Europe

NEW YORK — New deals with firms in Italy, France, Spain, Great Britain and Ireland are either set or in the works as a result of a 10-week tour of Europe just completed by veteran publisher, Jack Mills, of Mills Music.

Mills has acquired U. S. rights to the catalog of Catish of Milan. In Madrid, an arrangement was set up whereby the Quiroga firm will establish Mills Espana, new Spanish wing of Mills Music. Mills, on the other hand, will represent Quiroga in the United States. He added that a deal is also near completion on an important French catalog.

Mills also renewed a working arrangement with the Joseph Williams firm in London and acquired all U. S. rights to the catalog of Pigott in Ireland.

On the matter of specific song material, Mills picked up three tunes from Patie Marconi in France, with the titles, "Platee," "Suite Delphique," and "Epithalame." In Cologne, Mills also acquired a pair of tunes, "Trinken Walzer," and "Hauwerk Schon Wieder Fallen Alle Meune," described as a bowling song.

He reported that more and more in Europe, and especially in France, diskeries are going into (Continued on page 36)

World Pacific Sets Coupon Bonus Plan

NEW YORK — World Pacific Records, West Coast jazz indie, has quietly started its own bonus record plan. The plan enables a customer to get an extra LP for free (except for a \$1 mailing charge) directly from World Pacific for every three he buys from his record dealer.

In each World Pacific LP album there is an inner sleeve which contains a bonus coupon and a list of 21 LP's that can be obtained for three of these coupons. The three coupons and \$1 are sent to World Pacific in Hollywood and the sender receives one record of the 21.

The 21 LP's feature such jazz names as Chet Baker, Gerry Mulligan, Chico Hamilton, Jim Hall, Bill Perkins, John Lewis, Shorty Rogers and others. The firm advertises that this new policy saves record buyers 25 per cent on their record costs by using the bonus coupons.

King to Distrib Bethlehem Line

NEW YORK — A long-rumored deal between Bethlehem and King Records was consummated this week. Under the new set-up, King assumes active general management and exclusive world-wide distribution of Bethlehem product, subject to existing distributorships.

Gus Wildi continues as proxy of Bethlehem and will continue to operate out of New York offices. Bethlehem arrived at a settlement with its creditors prior to the inking of the new arrangement with King. It's understood that King as part of the deal, has advanced a sum of money against future distribution proceeds to Bethlehem. This in effect, amounts to at least partial refinancing, which enables the label to prepare and market new product.

In addition to new product already in the hopper for Bethlehem, the firm is now preparing 15 (Continued on page 36)

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Victor S-O-R. Disk \$1 Off Sans Coupon

NEW YORK—RCA Victor has eliminated the consumer coupon book on its "Save-On-Records" program. This means that a customer can merely walk into any store that sells RCA Victor Records and purchase the current Red Seal or pop S-O-R album of the month for \$1 less than the suggested list price with no paper work. Up until now purchasers of S-O-R LP's has had to have a coupon and the dealer had to register the buyer as part of the plan.

With Victor classical LP's priced at \$4.98 and pop items at \$3.98, S-O-R buyers can obtain the album of the month at \$3.98 for the Red Seal set or \$2.98 for the pop set. The new streamlined program starts in August.

S-O-R Red Seal set for August is "Liberia" with Fritz Reiner and the Chicago Symphony Orchestra. The pop set is "The Best of the Ames" with the Ames Brothers. RCA Victor will continue to build its S-O-R program with strong advertising and promotion at the local level. Ad mats, consumer supplements, envelope stuffers and four-color display cards are all available to dealers for the S-O-R program.

Capitol Bows New EMI Label

HOLLYWOOD — The new classical line of Capitol-EMI will be unveiled with an initial release of 16 albums on August 18. The albums, all newly recorded, come from the same source which heretofore supplied the HMV label, released in this country by RCA Victor.

Capitol-EMI packages will list at \$4.98 per album. An introductory discount of 10 per cent will be granted dealers on initial orders, the same discount Capitol normally allows dealers on catalog merchandise.

Introduction of the Capitol-EMI lines now gives the parent firm three separate classical labels in this country, the others being Angel and Capitol classics Artist-repertoire production for the new label is being helmed by Robert Myers. Plans call for the regular release of new classical recordings under the Capitol-EMI banner with occasional top recordings from the past re-issued. Capitol-EMI will also make its wares available in stereodisk form in the very near future.

Abeles Seeks TV Pic Ruling for Fox Office

NEW YORK — Test cases were filed this week in the U. S. District Court for the Southern District of New York with the aim of determining whether a recording license originally granted to cover picture remains in force to cover re-recording when the same film is used on television broadcasts.

The cases were prepared and filed by Julian T. Abeles of the firm of Abeles and Bernstein on behalf of the office of Harry Fox, agent and trustee for more than 400 publishers associated with both ASCAP and BMI.

Named as defendants in the separate suits were C. & C. Films,

DASHBOARD R&R CAN COST GAS

NEW YORK — Poor road and roll is getting kicked around in all quarters these days. Latest blast comes from the Esso Research Center, which maintains "tuning in rock and roll music on a car radio can cost a motorist money."

In the course of developing an automatically controlled "treadmill" for driver-less test cars, via magneto tape recording tests, the Esso scientists discovered that rhythmic music can unconsciously cause a driver to jiggle the accelerator pedal in time with the music, thereby causing a "significant" decrease in the number of miles a gallon of gas ordinarily produces.

Harris Takes Marks Suit to High Court

NEW YORK — Charles K. Harris Music has filed a writ of certiorari with the United States Supreme Court for a review of a decision in which renewals of 154 copyrights of songwriter Joe Howard, disputed between Harris and Edward B. Marks Music, were awarded to Marks.

When the suit, originally brought by Harris, was first heard, Marks won a declaratory judgment on ownership of the copyrights but was denied recourse to filing for damages. The decision on damages, however, was appealed to the Circuit Court of Appeals, which reversed the decision. This paved the way for the seeking of damages for a minimum of \$250 per song for all 154 tunes. This latter decision is now the subject of the Harris appeal to the Supreme Court. No action can be expected for some months, however, since the high court is now in recess until October.

Diskeries Aim for Own Convention

CHICAGO — The day may not be too far off when the disk industry will have a convention of its own. That is the earnest hope of a hotly enthusiastic group of indie manufacturers and distributors who met informally at the Veo Jay suite in the Palmer House during the recent NAMM convlave.

The major accomplishment of the meeting was the appointment of a temporary organizing committee. This committee, temporarily

Inc., which has acquired a great number of RKO pictures for TV use and Hollywood TV Service, Inc., a subsidiary of Republic pictures. Plaintiffs and the specific songs involved are Shapiro Bernstein ("By the Beautiful Sea"); Southern Music ("When You're Far Away"); and Broadway Music ("Harris").

The matter is one of several which remain unresolved with regard to the payment not only of music writers and publishers but musicians, actors and actresses as well, for the re-use on TV of films in which their services were orig-

(Continued on page 12)

Dealers Unite for National Front at NAMM Meeting

Say Clubs, Racks Snare 1/3 \$ Vol.

CHICAGO — NAMM Phonograph Record Clinic Tuesday (22), at which session the formation of SORD was announced (see separate story)—was chaired by Leon Ferguson, Memphis dealer who recently affiliated himself with the Aeolian company. Ferguson's remarks drew rapt interest of the dealers present. He stated that record clubs in 1957 had sales totalling \$25,000,000, of which Columbia had the largest share. With the entry of RCA Victor and Capitol, the total annual figure would approximate \$50,000,000 he said. Add to this the racks, and it appears that one-third the dollar volume of the record business is done thru other than regular dealers, Ferguson estimated.

"There's little we can do about price cutting and record clubs," he said, adding that an analysis

WELK FIZZ MAY PULL BOP CORK

PHILADELPHIA — One of the more interesting scenes of the season will take place here Tuesday (29) when Lawrence Welk is Dick Clark's guest on "American Bandstand." ABC-TV says they'll "spin a champagne record or two for the young dancers and pop a few verbal corks." If the kids find they can stroll or bop to Welk's bouncy disks, add a web exec, ABC's programming plans may undergo some alteration.

of club prices instituted by "double dealing" manufacturers shows that a consumer can get seven LP's from a club at 20 per cent less than the dealer pays. "It is unethical price discrimination. But we cannot boycott three major manufacturers and stay in business. It makes you feel a loss of faith," Ferguson felt dealers must diversify. (Continued on page 12)

Epic Classic LP's \$1 Off Thru Sept.

MONTAUK, N. Y. — Epic Records will reduce the price of its classical line to \$2.98 for the months of August and September. This will cover all of the regular classical line except operas, usually priced at \$3.98. During this same period dealers will be able to get one pop LP free for every seven Epic pop LP's they purchase. And a new exchange policy set by the firm will guarantee a 25 per cent exchange privilege on all album purchases.

These new marketing plans were detailed over Saturday (26) and Sunday (27) before the firm's distributors and salesmen at the label's national sales convention at this pleasure resort. The sales program was opened by Epic general manager Bill Neilson, who happily explained that Epic's sales for the past six months were up 40 and 25 per cent respectively for singles and albums over the same period last year. National sales manager Walt Hayum announced the special price for the Epic classical line. The \$1 price drop will run thru September 30, and in October. (Continued on page 12)

Tops Sues Warner's For 500G

LOS ANGELES — Tops Records filed suit in Federal Court here against Warner Bros. Pictures, Warner Bros. Records and nine music firms belonging to Warner, asking for \$500,000 damages. Suit was filed by Precision Radiation Instruments which produces Tops Records. In the suit, Tops charges that Warner companies are in violation of the antitrust laws because they have conspired to suppress and eliminate competition by Tops Records. Suit points out that Tops Records sell for less than those of most other companies.

In its suit Tops claims that the Warner firms refused to take royalty payments on phonograph records manufactured by Tops, and tried to get retailers not to sell their product. In addition, charges Tops, Warner's brought suit against 14 artists with Warner's subsidiary music firms against Tops is pending in Federal Court here.

on the air." In addition to the WRBL affiliation, the label's first releases features disk jockey Hal Howard of WPNX, Phenix City, Ala. Other Wee Rebel artists are guitarist Ken Woodfin, Johnny Fuller and his ork and vocalist Johnnie Suir.

Air Staffers Turn Waxers

NEW YORK — Dreejay Ben Parsons and Ron Evans, director of special services, WRBL, Columbus, Ga., have started their own record label, Wee Rebel Records. Jim Woodruff, WRBL prep, gave the two staffers permission to weave the station's call letters into their label name.

Evans said the new company "might not rip up any sales records but they will certainly be heard

Texas Group Spearheads SORD Org

Continued from page 1

He added: "We want to enlist the help of distributors to take a realistic view of how much merchandise a territory can absorb. First we will try to reason, and if that is not effective we will take legal action. . . . We intend to find out what recourse we have in federal law, if any, to prevent transshipping and the evils it leads to."

He indicated his tentative belief that distributors who transship at lower than regular prices are in violation of the Robinson Patman Act. "We have been in touch with public officials, including Senator Humphrey (D. Minn.) who are interested in tightening current laws regarding distribution and price."

Andy Anderson, CHI dealer and a moving spirit of SORD, stated a prime aim of the organization was to "work closer with manufacturers and distributors, so that other means of distribution (other than dealers) will not be necessary in order to achieve the greatest possible total sale of records. Anderson said that the initial membership already included representatives of most sections of the United States. "The spirit of the organizational meeting was dynamite," he added. He concluded that "dealers are encouraged to continue their local record associations as an aid to solving local problems; but it is hoped that SORD will be able to present a united front on national matters. The membership of SORD, Anderson stated, will be made up of individual dealers rather than State associations."

Stereo Battle Won Without A Shot Fired

CHICAGO — The stereo battle has been won and the first shot hasn't even been fired.

That is the sage observation of Morris S. Price, sales vicepres for Mercury, after three days of quiet and somewhat amazed snooping at the NAMM convention.

"I have never seen such enthusiasm for anything since the LP came out. Distributors who never show up at anything were here smiling from ear to ear. But the funny thing is none of them really knows the first thing about how stereo works . . . and they're not bothering to ask questions to find out. In a way this is bad, because there's a big education job to do, and if these guys are going to be educators, they've got to learn first themselves."

"But in a way, it's good, too. The enthusiasm means that they are pre-sold. Distributors, dealers and consumers, they're all saying, 'Okay, I'll buy it. Now what the hell is it?'"

IR Clarifies Coin-Operated Amusement's Tax

WASHINGTON — Internal Revenue has ruled that coin-operated amusement device taxes do not incurr when the coin merely concerns a patron with an operator, who plays a phoned-in request at (Continued on page 94)

EARS ACROSS THE SEAS

Language Barrier No Problem as Pop Music Business Goes Global

By JUNE BUNDY

NEW YORK—The pop music business is rapidly shaping up as a one-world federation, with the language barrier seemingly of little consequence any more. U. S. publishers are flocking to Europe and Latin America in search of foreign tunes; American records with English lyrics are selling big abroad, and foreign disks—particularly Latin-styled platters—are breaking it to the pop field here.

In recent months several foreign stars and/or tunes have hit the U. S. best selling charts. . . Laurie London's "His Got the Whole World in His Hands," "You Need Hands," Renate Carosone's "Toro," Perez Prado's "Patricia," etc. Meanwhile coming up strong are Max Bygraves' "Gotta Have Rain" and the new Italian tune "Volare," which is now available here in 10 different platter versions.

The most interesting aspect of the situation is that U. S. pop buyers have recently shown a preference in some cases for foreign-lyric original waxings of imported tunes, rather than English-lyric versions by better-known American artists. Carosone's Italian lyric waxing of "Toro" (a "Capitol of the World" item) outsold Julius La Rosa's English version, and Decca's original imported version of "Volare" ("Nel Blu Di Pinto Di Blu"), by Demetrio Modugno is currently out in front on sales-wise.

Other versions of "Volare" (some in English, others Italian or instrumentals) have been waxed by Dean

Martin, Alan Dale, McGuire Sisters, Marty Gold, Nelson Riddle, Umberto Marzotto, Nilla Pizzi, Rosa Linda and Jesse Belvin. The tune, published here by Robbins, won the San Remo music festival award this winter.

Commenting on the boom abroad and in South America for U. S. disks and English lyrics publisher Howie Richmond, one of the most active publishers on the international music scene, points out that French canary Edith Piaf now sings most of her songs in English when she plays venues in Sweden and Brazil. Paradoxically, Miss Piaf concentrates on her French-lyric repertoire when she appears over here.

In line with this, Richmond recently imported an Italian tune which he will release here under its French title "El Rancho De Maria." Richmond is also bringing out two tunes (English titles: "Whammy Diddle" and "Razzama-

lazzi") by two writers from Argentina on his own Oklahoma label. He has also acquired an Italian item "Hey Canastos" and a Brazilian tune "Maracangolia."

Another interesting international case is that of Italian warbler Marino Marini, whose disk (cut by a small Italian label Durium) have never been big in Italy, but who is one of the hottest disk names in France. Columbia Records will shortly release his platters here.

Big Capitol Import

As a result of its EMI ownership tie, Capitol has released a tremendous number of foreign-language disks (via its "Capitol of the World LP's and singles) here. Over the last two years, the label has released 119 foreign singles, including "Toro." In the last two weeks alone, Capitol released singles by Gino Bechi, Gianni Armand, Lucho Gatica, Luciano Tajoli, Hermanas Ramos, Los Three Caballeros, Ray

(Continued on page 10)

GETS INJUNCTION

First Round to Capitol Design Suit

HOLLYWOOD — Capitol Records won a preliminary injunction against Design Records in a suit charging that the label almost identically duplicated capitol's cover of the original "Pal Joey" movie sound-track album. Also named as defendants were Pickwick Sales Corporation, manufacturer of Design; Melody Record Supply Company, the album's New York distributor, and Naezy Stores, which sold the album.

The action was filed in the New York Supreme Court and will be tried before Judge Henry Epstein on September 8.

Issuing the injunction, pending the trial, Judge Epstein ordered that no sales, advertising or promotion of the Design "Pal Joey"

album be made by the defendants. Capitol is seeking a permanent injunction against the defendants, and is also demanding damages from them in the form of an accounting of all the profits made in the sale of Design's "Pal Joey" album. Capitol claims that the Design cover is so identical to Capitol's "Pal Joey" cover as to mislead the buyer into believing that the Design album contains the same performances that were in the

(Continued on page 10)

Music Pubs to Save Postage

WASHINGTON — Music publishers will want to take advantage of the newly-lowered rate on postage for sheet music and music manuscripts when those rates go into effect August 1.

New rates, signed into law by the President in May, will save music publishers, orchestras, composers, churches and private music teachers about \$500,000 annually. (The Billboard, June 2.)

Law permits sheet music to be sent thru the mail at book rate, instead of the zoned parcel post rate now in effect.

Victor Stars At Milwaukee

NEW YORK — Milwaukee's second annual "Pop Parade of Stars" featuring RCA Victor artists, will be held on Tuesday, August 5, at the Washington Park Temple of Music. Concert is being repeated as a result of last year's concert drawing the largest attendance for any such event in the history of Milwaukee. Artists that will appear at the show so far include the Crew Cuts, Lou Monte, Eddie Heywood, the Deb-Tones, and comic Gary Morton. Joe Reisman will conduct the show.

ALL ROADS HEAD TO ROME, MAN

NEW YORK — The invasion of Europe this year by U. S. publishers in search of foreign material for the American record market (see story elsewhere in this issue) was pointedly illustrated a few weeks ago in Milan, Italy.

A relative obscure Italian publisher in that city—located in Milan's Brill Building, on the Galleria Del Corso and virtually ignored by U. S. music publishers a year ago—was visited in rapid succession morning by Lou Levy, Howie Richmond, Jean Aberbach and Ben Barton. Another sign of the growing global character of the music business is seen in Isow's (London's counterpart of Lindy's) where many chairs are now marked with the Names of U. S. music publishers.

Stereo Calls For All-Level Education

CHICAGO—The need for all levels of the industry to educate themselves about stereo emerged from a phono record discussion clinic at the NAMM parley. The elementary nature of questions raised by dealers, distributors, trade press and even manufacturers—and which nobody seemed expert enough to answer—seemed to portend a possible bottleneck in consumer sales merely because the tradesmen won't be ready to answer questions asked by the public.

Among the questions raised, which were almost answered but not quite, were those of how to spot phony stereo, just what compatibility means, how far to separate speakers, whether or not they

(Continued on page 17)

BMI Counsel Blasts Schulman Summary

WASHINGTON — BMI counsel Judge Samuel Rosenman told chairman Pastore last week that the songwriter claims of broadcaster "conspiracy" stemmed from an "unabashed desire to knock out a competitor and reactivate ASCAP's days of happy monopoly."

Rosenman said his testimony, on the last day of hearings on the Smathers (D., Fla.) bill to divorce broadcast and music interests, was not actually a sur-rebuttal. Testimony of the previous week by songwriter counsel John Schulman was not a "rebuttal," but only a repetition of original charges, said Rosenman. The bill's proponents had not challenged the personal and statistical testimony presented by opponents, Rosenman pointed out.

Rosenman described ASCAP songwriter charges as "medieval" and "preposterous," and said the practical reason for bringing them to Congress was a hope of bettering the songwriter position in their private \$150,000,000 suit against Broadcasters and Broadcast Music, Inc. Reversing the songwriter role, Rosenman said ASCAP is "pre-empting the broadcasters" by dragging them thru two sets of Washington hearings and reportedly trying for a third (see Billboard, July 21).

The BMI spokesman asked: Have the majority of ASCAP songwriters actually been hurt by BMI?

Rosenman said no. They have had to be more competitive, even among themselves, but "ASCAP songwriter performance money is substantially higher than it was before BMI." The oldsters like Oscar Hammerstein never had it so good in performance money, as they do now, Rosenman pointed out, and "even the newer ASCAP writers have had great success in the past

(Continued on page 10)

ALL RIGHTS RESERVED?

'Stereo Fidelity' Tag Stirrs Hassle

NEW YORK — The battle that at one time raged over whether "rock and roll" was a copyrightable phrase may be repeated this year over the new industry "stereo fidelity."

The phrase has already been utilized by so many companies that it may follow R.R. into public domain before anyone can make a legal issue of it. Columbia, Pilot, Westinghouse and Webcor are utilizing the words in promoting their new stereo phono lines, and Somerset Records tagged its new stereo LP line Stereo Fidelity.

Meanwhile Audio Fidelity Records reportedly considers Somers-

Somerset Bows 10 Stereos, 8 Monaurals

NEW YORK — Somerset Records is releasing eight new monaural albums and 10 stereo packages (on its new subsidiary label, Stereo Fidelity) this month. The Somerset LP lineup is sparked by a special 99-cent LP sampler, while the Stereo Fidelity album group is keyed by a \$1.98 sampler.

Both the stereo and the monaural packages will be exchangeable on a dollar for dollar basis on or after December 1, and are available on a delayed billing plan. The 12-inch Somerset "Library Selector" LP will retail at 99 cents (dealer cost 75-cents) for a limited time only. Dealer cost on the \$1.98 Stereo Fidelity sampler is

(Continued on page 10)

Domino Names Allied National Distributor

NEW YORK — Allied Records Sales of Hollywood has picked up national distribution on the Domino Records version of the tune "You Cheated" by the Slades. This disk, which has been getting some action in Texas, where the Domino label is based, has already had two covers. The tie-up with Domino is the first pact made by Allied under its new plan to handle and service indie labels.

Deal was made by R. T. Williams and Ed Nichols of Domino and Ned Herzstam of Allied. Other artists on the Domino label are Ray Campi and Joyce Webb.

Preps Tome On Universal Copyr't Meet

WASHINGTON — Music publishers who want to be sure of the effect of the Universal Copyright Convention on music involved in international marketing will have a blueprint in a study by Dr. Arpad Bogsch, legal advisor to the U. S. Copyright Office.

"The Universal Copyright Convention: An Analysis and Commentary," with a target date of August publication, will contain practical advice which will make the new code clear to both lawyer and layman, the Copyright Society Bulletin has announced.

The book is being published by the R. R. Bowker Company in co-

(Continued on page 10)

West Coast ARAS Adopts Constitution

HOLLYWOOD — The constitution of the Los Angeles chapter of the Academy of Recording Arts and Sciences was ratified last week at a meeting of the local chapter's board of governors. The meeting also considered preparation for the telecast of the Academy's first annual awards scheduled for spring of 1959. The hour and a half coast-to-coast TV show will be sponsored by Pepsi-Cola. F. Paul

(Continued on page 10)

set's use of the name Stereo Fidelity on its LP line as an infringement of their Audio Fidelity trademark; while writer Joe H. Barber, of Bartlesville, Okla., avers that he owns a copyright on the phrase Stereo Fidelity and used it as the title of a book which was published early this year.

Commenting on the situation in a letter to all dealers across the country, Somerset's sales chief Joe Martin said: "We have been advised by our counsel that our use of the trademark Stereo Fidelity does not infringe upon any rights which anyone—including Audio Fi-

(Continued on page 10)

NETWORK TV

Darin, Eddy Big as Clark Goes South

Dick Clark's ABC-TV show (which generally emanates from New York City) tocked and rolled its way down to Miami last Saturday night (19), but only the setting—a huge Madison Square Garden type auditorium arena—was different. The tanned teen-aged audience was just as exuberant—if not more so—and the program featured its usual fast-moving lip-synching line-up of young best selling disk artists—Bobby Darin, George Hamilton

IV, Duane Eddy Jack Scott, and the DeJohn Sisters. Darin and Eddy scored highest audience-wise, with Scott a close second. Darin, an ingratiating showman with plenty of personal magnetism, registered strongly with his current record hits "Splish Splash" and "Early in the Morning." Eddy and his group (two guitars, sax and drums) sparked an exciting heat with "Rebel-Rouser" and "Ram Rod."

Scott handled a difficult assignment (struggling thru the crowded auditorium, while singing his sentimental best seller "My True Love") with commendable humility, altho he understandably appeared a bit wary of his more vociferous admirers. Clark brought the intros in his usual personable fashion, but a film set (wherein he cavorted around Miami with a curvaceous blonde teen-ager) didn't come off. Unlike Marilyn Monroe, Clark's appeal to kids is based upon his charming air of non-availability. His youthful dignity and general air of restraint is one of the show's biggest assets.

NIGHT CLUB

Julius Monk Opens Attractive Niterly

Julius Monk opened his new niterly in N. Y. last week, with the Downstairs room upstairs and Upstairs in the Downstairs now downstairs. Less confusing are the earmarks of success for this chic, well-located spot, which boasts handsome decor, roominess, air conditioning, excellent service and real food on the menu. A packed house opening night applauded the impresario's piano

work as well as his taste. The Downstairs (upstairs) won't open till fall, but the fans cheered mightily for Alice Ghostley below. In her first local bistro stint in many a moon, the soubrette scampered a bit nervously thru "Some Other Time" and "So This Is Paris" and then settled down to her forte, comedy. "With a Queen, Keep It Clean" and "I'm Gonna Look Up Yours" proved

delightful and not for kiddies, while "Love At An Auction" and her famous "Boston Beguine" had them under the tables. The maitre d' provided a funny bit by joining her in cadenzas out of nowhere during "The Girl Next Door." Miss Ghostley needs a less transparent gown and added material, but her way with a comic tune is bright and unique. Don Evans and Carl Norman manned the twin keyboards beautifully, both for her act and music to drink by. The Upstairs is a welcome arrival on the scene. Bob Bernstein.

CONCERT

Brahms Blooms Over Rainy Weekend

At the Tanglewood Festival July 19-20 crowds braved wind and rain clouds to hear the finest concerts of the season. Saturday it was Brahms' "Requiem," with perfect symmetry of ork and chorus achieved under the skilled baton of Charles Munch. He drew a prevailing elegaic mood

and a feeling of affirmation of faith from the personal score which exudes ritual and sect. Hilde Gudden and Donald Gramm gave outstanding performances as the soloists, in a highly satisfactory evening. Sunday, the Boston Symphony Ork was under the direction of

Pierre Monteux, who led a fresh and unfaded reading of the Academic Festival Overture. Le Flesher gave a vivid, dextrous performance of the Piano Concerto in D Minor, tho he rushed the Rondo a little, accenting the integrated feeling and fain of the work. Stravinsky's "Petrouchka" found Monteux in top form, bringing refinements and subtleties to the charming score as well as clarity of rhythm and a great sureness. Niki Kalish

NETWORK TV

James Is James on Careful Jazz Stanza

Harry James and his big band offered five moderately jumping renditions on their half hour seg on "Stars of Jazz," ABC-TV show Monday (21) in the opener, "Just Luck," the band had some thing of the ring of the Goodman band, circa 1942, while in most of the others, including the wrap-up "Blues for Sale," there was the persistent impression that big bands, after all, have changed their sound and style very little

since their late-thirties, early-forties heyday. Vocalist Jilla Webb worked hard but not too effectively on her one outing with "Lover Come Back to Me," while emcee Bobby Troup, tho a pleasant and low-pressure type, seemed to clutter the show with a flock of observations about the derivation of the trumpet from the conch shell and the beginnings of the Harry James career at age eight

which didn't have much bearing on jazz. This show left the strong feeling that perhaps networks, at long last, should become bolder about jazz. They seem preoccupied in most offerings with the thought that its dangerous stuff and has to be handed out in small, careful doses. Maybe if they stop guiding audiences by the hand with explanations and small samples of music and just let those cats blow for the whole show, jazz might suddenly assume stature it hasn't yet enjoyed on the air. Ren Grevatt.

REVIEWED IN BRIEF

All-Mendelssohn
Lewishin Stadium's mammoth all-Mendelssohn program July 23 certainly gave 3,500 patrons their money's worth. Conductor Max Rudolf, new chief of the Cincinnati Symphony, demonstrated fine control over musicians and music alike in the Italian Symphony. Pianist Piero Weiss debuted with the G Minor Concerto, starting nervously but loosening up with the Presto. Of the soft school and employing a small dynamic range which he commands with a great deal of subtlety, Weiss perhaps should not be judged harshly in a piece which is a showcase for virtuosity. Michael Rosenker, the concert master, played the E Minor Violin Concerto with industry and intelligence. (Hodes)

peior keyboardist in the lounge whom even serious drinkers will like. He's Jules Kuti, an affable and imaginative pianist who also can chat pleasantly with the clientele. His version of "Maze of the Siamese Children" and "It Never Entered My Mind" would delight composer Richard Rodgers, while no request number seems beyond his repertoire. (Bernstein)

Carolyn King
Carolyn King's debut at the new Nite Beat, N.Y., unveiled real rock talent. The youthful thrush has an exceptionally well-trained voice with clear, rich quality and beautiful overtones. She delivered Angelo Missolinos' arrangements in a direct, affecting manner with excellent control, including "Lullaby of Birdland," "Blue Moon" and "My Heart Belongs to Daddy." But the dim-

native, pretty warbler really outdid herself in "Man in a Raincoat." Voice, looks and personality augur well for club, film and wax dates in prospect. Harmon Fisk was the able accompanist. (Hodes)

Art Ford in Stereo
Art Ford's WNTA jazz outing Thursday (24) represented the first known attempt to fill the so-called stereophonic "hole in the Middle." The noble experiment in three track stereo employed TV sound, plus AM and FM radio for each of the live tracks. The calm, casual, shirt-sleeves blowing session comprised a meeting on TV of the Metropolitan-style traditional set. The boys contributed much enthusiasm which might have been better transmitted had someone devised a way for the audience to properly set up their speakers in left to right sequence and to set all three volume controls at the same level. (Grevatt)

Brubeck & Bach Blend In Bright Birdland Ball

By CHARLES SINCLAIR

It was probably the last thing the audience expected. But, there was no mistaking the polished, intricate structure of the music "Birdland, the mecca of New York's jazz progressives, was echoing with—all of things—a series of "concertino" and "tripendo" developments that was pure Johann Sebastian Bach. In full command of this odd musical situation was Columbia's Dave Brubeck, freshly tanned and freshly returned from an extensive Europe-and-Asia concert trip under State Department sponsorship. Finally, he swung into the figure-fashion windup of his newest extended jazz composition, "Brandenburg Gate." Looking suddenly like Artur Rubinstein, Brubeck sat ramrod-straight and, in a series of majestic crashing chords, performed the slightly incredible feat of dovetailing what amounted to a synthesis of all the Bach concerto finales with the solidly rhythmic foundation of drummer Joe Dodge.

Due for waxing (in stereo, incidentally) this week for a new Columbia Records album to be titled "Jazz Impressions of Ellington," Brubeck's swinging excursion into the stately realm of Germany's great court composer is further proof—if any is needed—that he is the most creative jazz keyboard around, and an important recording figure. His execution of "Brandenburg Gate," and a series of lively improvisations on "Out of Nowhere" in which Paul Desmond blows some great sax over a foundation of subtle chords by Brubeck, ranges from the relaxed to the dynamic with deceptive ease. If anything, Brubeck has grown in polish (and, apparently, great popularity) in the past season or two.

Stadium Digs the Duke as Jazz Outdraws Classics

By TOM NOONAN

Threatening weather (it rained 30 minutes before starting time) and a hot humid evening could not deter close to 10,000 determined cats from packing Lewisohn Stadium in upper Manhattan to hear and see "the Duke."

The bulk of the program consisted of Ellington's and his co-writer and arranger Billy Strayhorn's own compositions, many of which were new—so new they are not even titled. Highlights of the three-hour session were the two solos of Johnny Hodges on sax, the interesting combination of a muted trumpet and a swinging violin as done by Shorty Baker and Ray Nance in the "Mr. Gentle and Mr. Cool," the sultry warbling of Lil Greenwood and the chanting of Ozzie Bailey, band vocalists, the skin beating of drummer Sam Woodyard for "Hi-Fi-Jo-Fum" and, of course, the medley of Ellington's song hits with Duke at the keys.

The Gerry Mulligan Quartet added much to program with three of his original numbers, "Swing House," "The Festival Minor," "As Catch Can," and later in the program when he teamed with Harry Carney of the Ellington aggregation for a sax duet of "Prima-Para-Double." The audience definitely "got the message" and reacted with warm applause for all of Mulligan's stunts. An interesting and exciting addition was the post intermission "Royal Grand Batterie" wherein a highly talented group of percussionists were added to the band to two numbers which Ellington called E. S. P. (Extra Special Percussionists). Group consisting of three drummers and five vibraphonists—all from symphony orchestras—did veeman work on two jazz numbers. The previous night at the Stadium featured an all-Mendelssohn program and drew a little over 3,500. Ellington and his jazz troupe more than doubled that the next night. Enough said for the acceptance of jazz at this type of outdoor presentation.

Miles Davis Group Is Strong As Ethel Ennis Debuts Well

By BOB ROLONTZ

Miles Davis Sextet, Ethel Ennis, Village Vanguard, New York, July 22

The Miles Davis Sextet, which opened behind a packed house at the Village Vanguard last week, is one of the strongest groups that Davis has headed to date. It features two dynamic saxmen, Julian (Cannonball) Adderly on alto and Johnny Coltrane on tenor, along with bassist Paul Chambers, and pianist Bill Evans. On opening night, Philly Joe Jones handled the drums.

That Miles Davis is one of the top jazz draws of the modern school today was evident by the rousing reception handed him and the group by the large crowd, mainly composed of young men and women under 30. Repertoire included original jazz efforts that Davis has waxed for various Columbia albums as well as the perennial "My Funny Valentine." On the show caught, Davis turned in some attractive trumpet work, playing always with imagination. Adderly lent a lot of excitement to the group, even tho on overlong choruses he had a tendency to be repetitive. Coltrane played with the fluidity for which he is noted, and Chambers, Evans and Jones lent solid rhythm backing to the horns men.

Ethel Ennis, who recently completed a stand at the Brussels World's Fair with the Benny Goodman oak, made her debut at the club. The attractive thrush came thru with listenable readings of a fine group of standards, including such tunes as "There Will Never Be Another You," "The Body and Soul" and "Life Are Free" and "C'est Si Bon." The latter in French, Miss Ennis alternates between jazz and pop interpretations of tunes, but on the pop style she impresses more strongly. With some more night club experience under her belt, the thrush has the makings of a winning performer.

Sees Grim Threat To Disk Retailers

Dealer Spokesman Scores Discounter, Rack Tactics at Fair-Trade Hearings

WASHINGTON — The retail record trade is "threatened with extinction" by loss-leader tactics of discounters and chain stores, a record dealer association spokesman told a Senate Commerce Subcommittee at hearings on Federal Fair Trade legislation here last week (21-22).

Some 40 retail record dealers have been forced to close their doors in the Philadelphia metropolitan area alone, Jack Jolley, president of the Association of Retail Record Dealers of Pennsylvania, told Sen. Alan Bible (D., Nev.), chairman of the Special Subcommittee on Fair Trade.

Records are being used as crowd-pullers, and are sold "at cost or less, to draw traffic to their other items with higher profit margins," Jolley pointed out, thus taking advantage of the big ad and promotion campaigns of record manufacturers in print and broadcast media.

Bitterest pill of all, is the way "our regular customers come to the stores only to listen to the records, and then go out and buy from discounters who don't provide such services as pre-playing of the records."

The bill, S. 3850, being considered by the subcommittee, would enable manufacturers to set retail prices, and invoke enforcement, without running afoul of Federal Trade Commission Act which guards against price fixing. Individual manufacturers can set resale prices on their own product, but there could be no agreement among several manufacturers to set prices under the law.

Conflicting testimony during hearings has praised and damned the Federal Fair Trade legislation as a "good bill to protect retailers against jungle warfare" in retailing and, on the other hand, as a "price-boosting measure" that would be harmful both to small businesses and to consumers.

The problem of meeting discount and chain-store price cuttings has been hardest for the "small retailer dealing exclusively in the sale of phonograph records," Jolley pointed out. Discounters are "selling records at 40 to 50 per cent off manufacturers' list price. In many cases, these prices are below the price for

which dealers can buy the same records," said Jolley.

LP's are sold in discount houses for prices as low as \$1.98 to \$2.98 for a \$3.98 list record, the senators were told. Prices of higher costing LP's are slashed proportionately. The dealer finds it impossible to sell an LP at less than \$2.50, Jolley pointed out, because normally the record is purchased at regular cost to the dealer of \$2.47.

Jolley touched briefly on the manufacturers' part in selling to some outlets for less than others. "Many of our members are convinced that the discount purchasers are able to obtain the records at better prices than we can get." The unloading by manufacturers to discounters at special prices was a point stressed during previous hearings on discounting by the Humphrey (D., Minn.) Small Business Subcommittee.

State Fair Trade laws were given a death blow earlier this year, when a number of State supreme courts, declared they were unconstitutional. Jolley cited this as proof of need for "fair trade legislation on a national level." Attempts by the Miller-Tydings, and later the Maguire Act, to keep up retail price levels have been successfully fought in courts by discounters.

9 August LP's By Vanguard

NEW YORK — Vanguard Records will release nine new LP's in August. The lead item, Boris Karloff narrating the Prokofiev "Peter and the Wolf" will be released both monaurally and in stereo. Other releases include four classical sets, three folk albums and one pop set. Classical LP's are the Berlioz "Requiem"; an album of Handel and Haydn oboe concertos; a set with the Griller String Quartet with William Primrose; and an album of "Lute Songs" and songs by the In Nomines Players.

Folk sets include a blues album by Brother John Sellers and an album of yodels from the Alps and Tyrols with the Austrian Folk Musicians. A jazz album titled "Call House Blues" features Bobby Henderson at the piano. Another set contains songs with Liane and the Boheme Bar Trio.

Orbit Inks New Group; Buys Masters

HOLLYWOOD — Orbit Records, sublabel of High Fidelity Records, last week signed a new vocal group, purchased two masters and scheduled four singles for release. The parent label also signed a new artist. Orbit prexy Rich Vaughn signed the Surfers, four Honolulu-born youngsters currently attending college here, and cut their initial release, "Summer Time Lies" backed with "Beach Time." The disk is now going into national distribution.

Vaughn also acquired two masters to be released under the Orbit label, "From Now On," instrumental by Don Scholer and orchestra backed with "Pig Tail," with vocal by Ray Agee, and "Cotton Picker" backed with "Lonesome" by Worham Watts. Both masters are included in the current release. Vaughn is also releasing a second single by Scott Engel, "Charley Bop," a new dance which the label will attempt to push via this dinking with step diagrams and instructions imprinted on the disk sleeve. The "Bop" side is backed by "All I Do Is Dream of You."

Orbit's parent firm, High Fidelity Records, this week signed 19-year-old pianist David Carlson and his first album is scheduled for recording next week.

June Biggest For Urania

NEW YORK — Urania Records this week stated that the month of June was the biggest sales month in the firm's history. According to David Rothfield, sales head of the label, the spearhead of the firm's sales were the five stereo albums the label released in June. Because of this the firm is issuing four more stereo disks next month.

Urania will release one of Offenbach's little recorded light operas, "The Grand Duchess of Gerolstein" in September in both stereo and monaural. Set will feature Eugenia Zareska, who appears on the label by permission of Columbia Records of France. This is one of a series of classical recordings that Urania has skedded to be cut in Europe.

Freed Firm Bankrupt

NEW YORK — Alan Freed Enterprises, theatrical promotion firm headed by Jack Hooke filed a voluntary petition in bankruptcy Friday (19) in New York Federal Court. The firm, which is located at 1619 Broadway, lists 28 creditors for merchandise sold and services rendered.

According to the petition, the firm owes disk jockey Alan Freed \$15,000, and owes Shaw Artists Bureau \$24,685. Liabilities are listed at \$51,985, and assets are nil. M. P. Warren Troob represents the firm.

Cut British Car Race in Stereo

NEW YORK — Bill Graner and Bob Richer, executives of Bill Grauer Productions, Inc. (Riverside and Judson Records) recently returned from a 12-day jaunt to England, where they recorded in stereo the recent sports car race at Oulton Park Race Course, Chester. The international sports event has yielded two LP's for the sports car series on Riverside.

While in England, Graner and Richer completed distribution arrangements with English firms for the release of the sports car albums abroad.

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

An Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-N.Y.U. School of Retailing
Containing National Study of Retail Record Sales



For the first time in 10 weeks all speeds are below par, thereby pulling down the Total Unit Record Sales index to its third lowest level of the year. The highest, and closest to par, are 45 singles, with 78 singles the lowest index for any individual speed. Actually, the latter speed dipped down to equal its lowest level of the year.

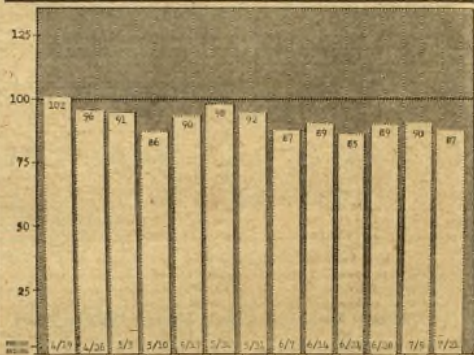
Both 45 EP and LP's held close to their previous period's figure

and as yet do not show any signs of equaling the average weekly sales for the June thru-November, 1957, period.

With 45 singles remaining around par, and EP's and 78 singles way off, it is up to the LP's to hold up the dollar volume of the industry. The previous two periods show this speed to be approximately 10 per cent off as compared to last year's average,

TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



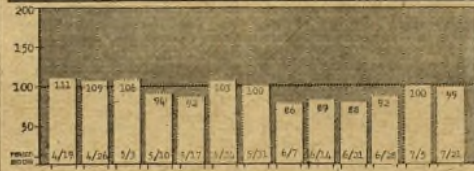
33 1/3 - 12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



45 EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



like, when are we making it with those swinging new sides from warner brost?

cool it, pops, fall in sept. 4-5 and I'll lay that crazy new label on you.

DISTRIBUTOR NEWS

By HOWARD COOK

Chet Woods of Mercury Record Distributors, Inc. in Boston reports that "Kathy-O" by the Diamonds is his strongest platter. "You Cheated" by the Del Vikings is also going well. "She Belongs to Me" by Gino & Gino is also a strong item. "One Summer Night" by the Danleers continues to sell strongly. Hottest LP's are "Medea" by Maria Callas, "East Side - West Side Story" by Patti Page and "Imagination" by Billy Eckstine. Woods also reports that Mercury's low-price line, Wing, is moving well.

Lonnie Carson of Decca Distributing Corporation in Richmond, Va., lists Bill Haley's "Lean Jean" as his best-selling new record. "Nel Blu Dipinto Di Blu" by Domenico Modugno is also big. "Ballad of Thunder Road" by Tex Williams is a hot country disk. "Ol' Man River" by Earl Grant is going well. "Early in the Morning" by Buddy Holly on Coral is stepping out. "Dance, Everyone, Dance" by Betty Madigan looks promising. "The Rain Falls on Everybody" by Teresa Brewer on Coral is a strong new record. Hottest Brunswick platters are "Think It Over" by the Crickets and "I'm Wanderin'" by Jackie Wilson. Strongest albums are "Around the World in 80 Days," "The Eddy Duchin Story" and "The Versatile Earl Grant" on Decca; Jackie Wilson on Brunswick and "Here's Steve Lawrence" on Coral.

Earl Clieken of Allstate Distributing Company in Chicago names "Walsh Blues" by Al Smith on Abner as his hottest new disk. "I Love You So" by Arthur Prysock on Old Town is also clicking. "Cha Doody Doo" by Art Miller on Specialty is also going well. "You Flip Me Baby" by Ivory Joe Hunter on Atlantic is also selling well. "You These Days" by Johnny Dore on Profile could be a sleeper. "Poor Little Fool" by Ricky Nelson on Imperial is still big. Johnny Fuller's latest Checker release, "You Got Me Whistlin'" is selling well. "How the Time Flies" by Jerry Wallace on Challenge looks good. "Gates of Heaven" by Ron Baxter on Cone is going well. "The Wizard" by Jimmie Rodgers on Roulette is strong. Ditto "Somebody Touched Me" by Buddy Knox also on Roulette. "Rebel-Rouser" by Duane Eddy on Jamie is stronger than ever. Best-selling albums are "The Soul Brothers" by Ray Charles and Milt Jackson on Atlantic, "Little Richard" on Specialty, "Bo Diddley" on Checker and the entire Co-Star series. The firm will be moving into new offices at 1450 So. Michigan Avenue about the middle of August.

Larry Salzman of Sunland Supply Company in El Paso, Tex., has opened a new branch in Phoenix. The new operation is helmed by Marv Grover. The two firms have an inter-office teletype to keep each posted on break-out disks. This innovation, according to Salzman, is proving quite rewarding. Top records at Sunland are "Devoted to You" by the Everly Brothers on Cadence, "I Don't Want to Set the World on Fire" by Sammie Smith and the Redheads on Epic. "Teds Rock While the Rockin's Good" by Little Willie John on King, "La Santa Venuta" by Laura Leslie on Hanover and "Buttermilk" by Joe Sherman on Epic. Strongest LP's are "Lester Lamin Goes to College" and "Great Russian Folk Songs" by the Moiseyev Russian Folk Ballet Company on Epic.

NEW YORK SCENE: Al Levine, Ideal Record Products, Inc., has "Stupid Cupid" by Connie Francis as his top disk, following are "Volare" by Alan Dale, which is getting strong design play and "Vagabond Shoes" by Dick Roman on M-G-M. "Pasta Frazzoli" by Patti LaBelle on Check is going well. "Purple Herring Fresser" by Lee Tully on M-G-M is doing well. Other strong-selling platters are "It's All in the Game" by Tommy Edwards on M-G-M and "How Will I Know My Love?" by Annette on Disneyland. Hottest albums are "Gigi" on M-G-M, "Songs of Couch and Consultation" by Katie Lee on Commentary and "Who's Sorry Now?" by Connie Francis on M-G-M.

BRIEFS: Pete Garris, general manager for Tico Distributors in New York, reports that July is shaping up as his biggest month this year, despite the usual summer slow down in sales. The Co-Star line is healthy, and there are several strong singles including Jimmie Rodgers' "The Wizard" b/w "Are You Really Mine," "Somebody Touched Me" by Buddy Knox and "Swingin' the Blues" b/w "Going to Chicago Blues" by Count Basie.

NOTES IN THE MAIL: Dave Skolnick, manager of Cosnat's Philadelphia branch, writes that Dot has several hot items with Pat Boone's "If Dreams Came True," "La Paloma" by Billy Vaughn, "Midnight Train" by Jackie Cooper and "Buttermilk" by the Fontane Sisters. "Sonn 'Il Wed My Love" and "Honolulu" by Milton DeLugg also on Dot are moving. "Betty Lou Got a New Pair of Shoes" by Bobby Freeman on Josie is a smash. Jubilee is peaking with "As Long as I Have You" by Don Rondo and "I Wish" by Della Reese. Strong Sun platters include "So Young" by Ray Smith and "Guess Things Happen That Way" by Johnny Cash. "What Am I Living For" by Chuck Willis on Atlantic is still big. Best selling LP's are "Stardust" by Pat Boone on Dot, "Billy Vaughn's Million Sellers" on Dot, "The Clark Sisters Sing" on Dot, "The Soul Brothers" by Ray Charles and Milt Jackson on Atlantic, "Tahoo in Heat" by Arthur Lyman on Hi-Fi Records, "Johnny Cash" on Sun and "Jerry Lee Lewis" on Sun.

Bob Heller of Chips Distributing Company in Philadelphia says that sales are heavy on "The Wizard" by Jimmie Rodgers on Roulette and "Little Star" by the Elegants on APT. "My White Convertible" by the Hall Brothers on Arc and "We're in Love" by the Danpers on Star-X look good. . . Hottest new items at Marnel of Maryland, Inc., in Baltimore, according to Phil Markman, are "Summertime, Summertime" by the Jamies on Epic, "Why Do I" by Lee Andrews & the Hearts on United Artists and "Chicky-Cha" by the Dazzlers on Knick.

Top disks at Cosnat Distributing Corporation, New York, are "My True Love" by Jack Scott on Carleton, "Jennie Lee" by Jan & Arnie on Arwin, "Do You Want to Dance" by Bobby Freeman on Josie and "Hang Up My Rock and Roll Shoes" by Chuck Willis on Atlantic. Hottest new platters are "La Paloma" by Billy Vaughn on Dot, "You Gotta Love Everybody" by Della Reese on Jubilee and "As Long as I

Word from Ted Kellum of Marnel Distributing Company in Philadelphia is that Epic is cooking with "I Don't Want to Set the World on Fire" by Sammie Smith and the Redheads, "Lover's Land" by Erel Hickey and "Summertime, Summertime" by the Jamies. Imperial has a hot one with "Little Starry Eyes" by Johnny Garner. Best-selling United Artists record is "Rock and Roll Age" by the Four Jays. "My True Love" by Jack Scott is still selling strongly.

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THIS directory is designed as a service to record dealers and juke box operators who constantly are seeking the distributor of new labels and new lines. For complete details on how you, as a manufacturer, distributor or one-stop can avail yourself of this low-cost but big-impact space, contact your nearest representative of The Billboard.

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VOX JOX

By JUNE BUNDY

SINATRA ALL THE WAY: All-night deejay Bob Garrity, WAVZ, New Haven, Conn., recently asked his listeners "Would you like to hear a week of Frank Sinatra records?" After receiving more than a 1,000 enthusiastic replies in the affirmative, Garrity launched a Sinatra marathon last Monday night at 11. The lock played Sinatra wax only from 11 p.m. to 6 a.m., Monday thru Saturday, thereby setting what must be a record for a one-man show—42 hours of Sinatra in one week.

GIMMIX: Bell Productions is running a promotion on Count von Blitzstein's Dot recording, "Perfidia," whereby jockeys are asked to conduct contests for girls "between the ages of 18 and 80." Contestants are asked to write letters describing "how Count von Blitzstein's singing affects me." The count will act as escort

for a "night on the town" for the winning letter writers in each city. . . . Record promotion man Buddy Basch will visit deejays down South the end of this month—including Louisville and Memphis.

JOCKEY TOURS: Bob Tracey, KDKA, Pittsburgh, is leading an air tour of Hawaii for some 72 persons. The tour, headed by Tracey and his frau, Marge, started July 12 and will run thru August 3. Meanwhile, John Stewart is substituting for Tracey on KDKA from 1 to 4 p.m. . . . Also active in the tour field this year is Jerry Marshall, WJGM, New York, who is currently hosting a tour of the European continent for a group of U. S. tourists.

Also touring, but not in the tourist sense, is Bill Bennett, WDGY, Minneapolis, who is scheduled to appear with his own stageshow thruout Min-

nesota, Wisconsin and North and South Dakota this summer. Tagged the "Bill Bennett Caravan," the show features three acts, which are changed on a rotating basis every two weeks. . . . In addition to emceeing the shows, Bennett—a former vocalist—warbles a few songs on the bill.

The Bob Gribben Teen Hop, working out of KDTH, Dubuque, Ia., played dates in 16 Midwest areas this month. The show is scheduled to play Cuba City, Wis., August 2, at which time KDTH will broadcast the entire afternoon show, plus the evening teen hop. . . . Jockeys at WKMI, Kalamazoo, Mich., sponsored a "Schools Out Dance" this month, which pulled 5,000 teen-agers. No admission was charged, and refreshments were provided by the local Pepsi-Cola and Be-It Potato Chips distributors. The local Sears-Roebuck (Continued on page 41)

ON THE BEAT

By REN GREVATT

The telephone can be a pretty useful instrument in this business. In fact, it's hard to imagine a business where the telephone is so much a part of the modus operandi as it is in the record field. Record company sales people use every day to tip the hottest jockeys off on the records. Then too, they can sell distributors and hype them to a fare thee well on a new record. Once they get a few distributors perking on the disk, they can then pick up the phone again to call the reviewers "It's already a smash in Boston, Cleveland and Detroit," they will say.

But the phone is an instrument of other uses as well, fascinating uses that somehow manage to keep this business of ours from ever getting too stodgy, boring and dignified. By its very nature, the record business just has to wind up with a few laughs or it no longer is the record business.

We know a pair of diskery mahoffs who make it a regular practice to unleash a little of the everyday tension of the scene with the help of the telephone. This, of course, contributes many laughs. For reasons of security, the identity of these individuals cannot be disclosed, but they sure have fun with their phones. One of the people involved, for instance, was sitting in a phone booth at Nola Studios one day when a prominent denizen of 1650 Broadway walked by the booth into a studio, followed by a guitar player, several bong drummers and a Latinish looking chick. The man in the phone booth called the studio and represented himself as "a man from the union." After some discussion, he shouted into the phone, "I'm coming right over there, man, to make sure you're paying those people for rehearsal time." Upon hanging up, the door of the studio opened up and the artists filed out

in a frantic and helterskelter fashion.

Another incident involved a well-known West Coast disk mahoff and one of his artists, known for his New Orleans sound. "You know that cat is my cousin, man," the phone caller warned, "and if you don't put some loot on me, I'm going to pull him out of your label. You better watch your step." On another occasion, the same individual got another phone call. "He's tied up in conference," the switchboard girl replied sternly. "You tell him this is Mr. Abeles on the phone," the voice came back from the other end of the wire. The call, reportedly, went thru to the inner sanctum right way. On still another occasion, the mysterious caller, by a quirk of the phone company, got hooked into

(Continued on page 45)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Q.—Andy Williams, are you happy as Pat Boone's replacement?
A.—Very. Good reviews of the ABC-TV summer stint have brought nibbles from sponsors and networks, and I'd love to stay in TV.
Q.—Which nibble will hook you?
A.—Probably the chance to head nine hour-long NBC shows spelling Dinah Shore for my current sponsor.
Q.—What are you selling as yourself?

A.—Related sincerity. I'm doing only the things I can do, mostly standards, with a lot of group singing. The latter comes naturally, since for 15 years I was part of the Williams Brothers. Dick is working this show as an arranger, but the brother act is gone for good.

Q.—What's your biggest problem in this video series?
A.—I tend to want to run everything myself. But I ask Bill Hobin to sit on me. He's a great director, so all is well.

Q.—How did you switch from smart literary material to pops?
A.—It was easier than joining Kay Thompson after years of c.&w. singing with my brothers at home in Iowa on

radio. I'd never even seen a night club. Changing to ballads was almost like coming home.

Q.—Are you headed for Broadway or Hollywood?

A.—No, I prefer TV and records. Theater, like a club act, makes you repeat the same material too long.

Q.—Did you know where you were going when the Thompson-Williams act broke up in 1953?

A.—Hardly. I played the Blue Angel, thinking I was still sophisticated. Canadian Sunset gave me a taste of record success, then a two-week booking with Steve Allen ran to 30 months and I finally knew my future lay in those two fields.

Q.—Are you impatient for further success?

A.—When I was about eight, the family heard about a big Iowa State Fair. We set out in the old jalopy and drove hundreds of miles to get there. We found we were exactly one year early. I've never been impatient since.

Q.—Except during the commercials.
A.—Excuse me. Gotta rehearse Kay's "Jubilee Time."

I've sneaked it into this week's telecast.

NITERY NOTES: The Four Voices are playing Chez Paree, Chicago. . . . Lillian Briggs touring South America. . . . Jimmie Rodgers at Atlantic City's Steel Pier August 3-9, followed by the Andrews Sisters with the Glenn Miller Ork. . . . Le Cupidon reopens in New York September 23 with Corinne Calvert. . . . Tommy Leonetti set for Latin Casino, Philadelphia, in October. . . . Rick Haymes to Paris, San Francisco, this week.

BROADCAST BEEFS: Giraud Chester of Ted Bates agency named daytime programming veepee at ABC-TV. . . . Perry Lef of Frank Cooper Associates set Lou Salaman as writer and Dave Geisel as director of the new Patti Page ABC series. . . . Janet Stewart gets her own weekly TV stint August 14 over CBC, Canada. . . . Producer Saul Gottlieb will try Broadway come fall with "The Ceranium Hat," comedy by Bernard Evlin.

Q.—Some people think you and Pat Boone are much alike.

A.—In approach, vaguely. But I can always tell us apart. Can't you?

MUSIC AS WRITTEN

By BOB ROLONTZ

A HINDEMITH FIRST

The first complete performance of the Paul Hindemith Cantata "Die Angeli Voices," commissioned as a prayer for universal peace by UNESCO, took place at the Aspen Music Festival in Aspen, Colo., on Sunday (20). The performance was conducted by festival director Izler Solomon, and featured Jennie Tourel, Leslie Chabay and the Festival Orchestra and Chorus. The audience sang the canticle from printed scores with words by the French poet Paul Claudel.

LATEST ON THE COUNT

Count von Blitzstein is still wooing Miss Eve Rand as of presstime this week.

KATZ ON COPYRIGHTS

Arthur Katz, of the law firm of Fink, Levinthal & Lavery, of Los Angeles, will teach a course in the graduate division of the law school at the University of Southern California on the "Protection of Intellectual Production" covering the area of law including copyrights, trademarks, unfair competition, patents and related fields, in the fall. Course will be open only to practicing attorneys.

New York

Popsie, world's best known swing photographer, has finally made Broadway after three decades in the business. Popsie's new studio is over Dempsey's Restaurant. . . . Decca promotion man Marty Hoffman, and wife, Ann (nee Reisman) are the proud parent of Jonathan Michael Hoffman, who was born Monday (21) at Doctor's Hospital in New York. . . . The Castle Jazz Band, which was one of the best known exuberant orks of the late 1940's, was reunited by Good Time Jazz Records last week to wax its most popular tunes. Album will be called "The Famous Castle Jazz Band in Hi-Fi."

Red Foley appeared at the Champaign County Fair at Champaign, Ill., last Monday (21). . . . The sixth German Jazz Festival, held at Frankfurt, Germany a few weeks ago, voted George Russell's RCA Victor album "Jazz Workshop" as the outstanding jazz release of 1957 in Germany. George, by the way, will teach composition at the Lenox School of Music in August. . . . Mike Collier, national promotion man for London and Felsted Records, became a father Saturday (19) when his wife Monica gave birth to a baby girl, Michelle Ann. . . . Laszlo Halasz will conduct Idebrando Pizzetti's opera "Assassino Nella Cattedrale" at the Empire State Music Festival in Ellenville, N. Y., on August 14. Opera is based on T. S. Eliot's "Murder in the Cathedral."

Ken Ritter of the Ken-Rick Publishing Company, is out on the road promoting the Joe South (NRCO) and the Big Bopper (Mercury) records of "The Purple People Eater Meets the Witch Doctor." . . . Leon Merrian and His Ork have signed a booking pact with the Willard Alexander office. Merrian and his crew are set to open at the Hotel Statler's Cafe Rouge in New York on September 20. . . . Arnold Maxin, head of M.G.M., in Chicago last week at the NAMM Show after a week on the West Coast to confer with M.G.M. exec Jesse Kaye. . . . Buddy Holly is on the road plugging his cutting of "Early in the Morning" on Coral. . . . Another Coral artist, Betty Madigan, is promoting her record of "Dance, Everybody, Dance" in the East.

Roulette Records released Jimmie Rodgers fifth single this week. Lad has had four hits in a row, starting with "Honeycomb" last summer and up to "Secretly" this summer. . . . The Jazz Festival to be held at Stratford, Ontario, will yield a large number of on-the-spot jazz LP's. The Stratford Festival starts in August, and Atlantic Records will cut Wilbur De Paris there, and Roulette Records will wax Maynard Ferguson there too. Both Duke Ellington and Oscar Peterson have been recorded at previous Stratford jazz shows. . . . Al Hibbler will play the Cotton Club in Atlantic City in August. . . . Bobby Helms is out promoting his latest Decca cutting, "Schoolboy Cried." . . . "Goodbye Dreams." . . . Lillian Allen, Miller music teacher (Newark, N. J.) and composer of both choral works and pop tunes, has been selected "Woman of the Month" by the Fashion Coordinators' Institute.

The Four Voices are now playing the Chez Paree in Chicago. . . . The Rover Boys opened at the Holiday House in Pittsburgh last week. . . . Sammy Kaye and His Ork will return to the Roosevelt Grill in New York on September 19 for eight weeks. . . . Stanley Melba, entertainment director of New York's Hotel Pierre, will present the first jazz concert at The Buckhill Falls Inn, in Buckhill Falls, Pa., on August 22. Buck Clayton, Marty Napoleon, Bobby Donaldson and Maxine Sullivan will appear. . . . Max Jafco and Ben Henderson have started Avalanche Records in Venice, California. First release features Linda May. . . . George Barati, director of the Honolulu Symphony Orchestra, has concluded a month's guest conducting tour of Japan, directing the Tokyo Symphony.

Don Hixon, Decca rep in the Charleston, W. Va., area, scored a coup there last week with a promotion in behalf of youthful Cincinnati singer Carl Dobkins Jr., who has just had his first Decca release, "Love Is Everything" b/w "If You Don't Want My Lovin'." Dobkins was in Charleston the first time last June 13 to plug the new platter on local radio and TV, and clicked handily with local teen-agers. As a result, Hixon teamed with Stephanie Huffman, head of the Dobkins fan club, to circulate a petition asking Dobkins be made an honorary citizen of Charleston. Final result netted a petition with more than 3,500 signatures, headed up with the name of Mayor Copenhaver of Charleston. As a result, Dobkins was flown to Charleston Saturday (12), with his manager's wife, Kay Sheppard, and was met at the airport by hundreds of his fans. A motorcade ushered him to City Hall, where Mayor Copenhaver presented him with a plaque making him an honorary citizen. Deejays in the area co-operated liberally in the stunt.

Broadcasters Mull New ASCAP Pact

NEW YORK — The All-Industry Radio Music License Committee met here at the Waldorf Astoria last Wednesday (16) to elect officers and discuss the handling of negotiations with the various music licensing organizations — specifically the upcoming contract negotiations with the American Composers, Authors and Publishers in late fall.

Also the Committee heretofore has negotiated for the entire radio industry — indies and networks — there is a strong possibility that CBS and perhaps some of the other webs, may negotiate separately this year.

Under the present contract, which expires December 31, ASCAP draws 24 1/2 per cent of the gross (less the two 15 per cents on sales and agency commissions). From broadcasters ASCAP has indicated that it would consider renewing the contract under these terms for a five to 10-year period.

However, the Committee reportedly has been asked to seek a flat rate (rather than percentage) for smaller stations which gross \$100,000 or less.

Meanwhile, the Committee here last week received initial response to its appeal for industry support, and concluded that it had "a mandate from the industry, as a whole, to aggressively pursue negotiations to a favorable conclusion with

Music Firm Buys KGEE

WASHINGTON — Coincidentally with the almost certain demise of the Smathers Bill to divorce broadcaster and music interests, comes the buy of KGEE, Bakersfield, Calif., by Materro Productions, Inc., music publishers and TV film producers, and Seer, Inc., Federal Communications Commission has okayed the transfer of the station from KGEE, Inc., for \$145,850, with 90 per cent of the stock going to Materro, 10 per cent to Seer. Deal involves employment of Carl D. Haymond for one year at \$875 plus a share of the profits.

Planet's Label Now 'Holland'

NEW YORK — Planet Music, Inc. has discontinued use of Universal International Records as a diskery label. The change is effective immediately, and all recordings previously released on Universal International will be re-issued on Holland Records.

The change of name was effected when it was brought to the attention of Planet Music that usage of Universal International as a record label caused confusion in associating the record company with the film company.

the various music licensing organizations." The Committee will meet here again toward the end of the month.

Officers elected last week were as follows: Robert T. Mason, WMRN, Marion, O., chairman; George W. Armstrong, Storz Broadcasting, vice-chairman; Elliott M. Sanger, WQXR, New York, treasurer; Sherwood J. Tarlow, WHIL, Boston, Mass., secretary.

Thompson Org Hits Biggest Money Year

CINCINNATI — Hank Thompson and His Brazos Valley Boys, for the last five years voted America's No. 1 Western band in polls conducted by The Billboard, are experiencing the best business in the band's history in the face of the recession and a changing picture for traveling musical attractions. So says Jim Halsey, of Thunderbird Artists, Inc., Independence, Kan., manager of the Thompson attraction.

Halsey reports that the daily average gross for the Thompson band, which plays about 240 dates a year from coast to coast and into Canada, so far this year is running 9 per cent ahead of the same period in 1957, the band's biggest year. Not only has the daily average gross been higher, says Halsey, but the band has been hitting percentage on more play dates so far this year than for the like period in 1957.

On those dates where the daily average gross has dropped this year, it was invariably an auditorium promotion rather than a ballroom or night club date, Halsey states. Both Thompson and Halsey say that from observation they have found that the trend is away from large halls or auditoriums to ballroom and, even more so, club-type operation.

Another factor contributing to increased Thompson grosses this season are the addition of more fair and rodeo bookings, says Halsey. There also has been an increase in college dates. In October, the Thompson combo plays for the sixth straight year at the Texas State Fair, Dallas, sponsored by Falstaff Beer.

The Thompson unit plays a va-

THE HER AND THE HYMNAL

HAMILTON, Ont. — The audio business is breeding its own brand of "Sweet Little Old Lady" stories.

Latest comes from Chris Lovett, who runs a record shop in this Canadian city. Reports Chris:

"Today we had a sweet old lady in the store looking over the titles on the back of a George Beverly Shea religious album cover.

"She exclaimed delightedly on reading such as 'In the Garden,' 'It Took a Miracle,' 'Sweet Little Jesus Boy, and others.

"Finally, she came across the line at the bottom, 'Beware the Blunted Needle.' Shaking her head, she said: 'I never heard THAT one!'"

350G 'Story' Pic Price

NEW YORK — "West Side Story" hit Broadway musical by Leonard Bernstein and Stephen Sondheim, will be made into a film next winter by Seven Arts Productions for United Artists release. The purchase price was \$350,000 plus 10 per cent of the world gross. Jerome Robbins, who staged the original, will direct the pic.

variety of engagements. In May, it was the first c.f.w. act ever to play the New Lagoon, Salt Lake City. It is slated for a return engagement there August 8-10. The band plays Lakeside Park, Denver, August 11-16, and follows with the Wort Hotel, Jackson Hole, Wyo., August 18-23.

Design Tags First Stereos At \$2.98

NEW YORK — Design Records will release its first 10 stereo LPs this week at the National Association of Music Merchants' convention at the Palmer House in Chicago. The label's stereo disks will retail at \$2.98. They will be specially packaged and each album will include a free cleaning cloth.

The 10 albums will include one of the songs from "Gigi," another with the Symphony of the Air, a bull fight set, four classical sets with D'Artega, a dance band album and another titled "The Twenties Rear Back." These sets will ship in July. Design is also releasing a special stereo "spectacular" sampler that will retail at \$1.98. This will contain the sounds of New York, and will feature the Charlie Spivak ork, the Al Donahue ork, and the Symphony of the Air.

In addition to the stereo sets, Design is also releasing 21 monaural albums for the fall season.

This is the label's largest LP release in a year. These 21 sets feature names such as Connie Boswell, Dennis Dav, Charlie Spivak, Hildegarde, Jack Carson, Mario Wilson, Jerry Colonna, the Merry Macs, Isabel Bigley, and Stephen Douglass. There are also jazz sets with Don Elliott and Mundell Lowe, plus kiddie albums, organ sets and a mood music LP. In the classical end there are six serious music LPs.

Execs Cy Leslie and Roy Freedman hosted their distributors yesterday (20) at a dinner in Chicago's Palmer House, to commemorate Design's first anniversary. They presented the firm's two top distributors, Brooke Distributors of Miami and Melody Distributors of New York, with special plaques.

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

FROM SAMUEL FULLER'S PRODUCTION

"VERBOTEN!"

RKO RADIO PICTURES
explodes

PAUL ANKA'S GREATEST TO DATE VERBOTEN

(FORBIDDEN!)

ORCHESTRA AND CHORUS CONDUCTED BY DON COSTA

ABC-9937

The amazing Anka—today's most consistent teen-age smash-maker—blasts off another big one... and this one's moving up even faster than Paul's previous hits!



Schulman Summary Blasted

Continued from page 4

10 years' competition notwithstanding.

In recording, Rosenman reminded the chairman that statistics had been offered proving networked record companies did not record a higher over-all percentage of BMI music than the non-broad-cast-owned record firms, and the figures had not been contested by songwriters, nor had they commented on testimony that while three record majors divided all the hit tunes before BMI — in 1957, there were 40 record companies dividing the top tunes.

Rosenman cited the songwriter's

testimony that the Aberbach-Presley combine worked to promote BMI music. "But it was not mentioned here that 'Hard Headed Woman,' number one on last week's (July 21) Billboard Honor Roll of Hits, was published by Glady's, an ASCAP affiliate of the Aberbach-Presley interests."

Touching briefly on the subject of "new trends" in music, which invariably makes "old writers furious," Rosenman quoted from Haz Meyer's book, "Gold in Tin Pan Alley." The author noted the savage denunciations of new-style music in 1918, when jazz was the villain in an era of ballad and simple dance tunes.

The record also had inserted into the journal an article on "What Has Happened to Popular Music," by Billboard music editor Paul Ackerman, which appeared in the June issue of "High Fidelity."

Somerset Bows

Continued from page 4

\$1.25. The stereo package is available to dealers only.

In announcing the new release schedule, Somerset sales chief Joe Mastin said: "Our confidence in the monaural business is evidenced by our continuing release of monaural product."

The new Somerset monaural packages include five LP's by the 101 Strings—"Soul of Spain," "Concetti Under the Stars," "Night in Vienna," "Award Winning Scores From the Silver Screen," and "Glory of Christmas," plus three conversions from the \$3.98 Trans-cord label—"Street Scene" by Jay White, Monte Kelly's "Tropicana," and "Musical Harlequin."

The new Stereo Fidelity LP's include the above mentioned five packages by the 101 Strings, plus "Symphony for Tommy," "101 Strings Play the World's Great Standards," "Sonata Marches in Hi-Fi," "The Ballet," and "Caribbean Cruise." Addition of the new stereo packages, gives Somerset 30 Stereo Fidelity LP's in its catalog.

Decca Hits Peak

Continued from page 2

the Anita Kerr Singers, Michael Lanner, Kurt Maier, Lenny Dee, Claude Thornhill, Werner Muller, Carmen McRae with Fred Katz, Roberta Herwood, Sy Oliver, Louis Armstrong, Beverly Kenney, Russ Morgan and Eddie Wilber, Carmen Cavallero, Burl Ives, Wayne King, Bobby Roberts, Caterina Valente with Kurt Edelhagen and his orchestra, Al Hibbler, Jesse Crawford, Felicia Sanders, Jack Pleis, Bill Haley, Michel Pisastro, Sammy Davis Jr., Bing Crosby, Marko Melkon, Al Jolson and Marilyn Van Dumber, the reigning Miss America, who makes her disk debut on this LP.

Repackaged with entirely new covers for heavy promotion are the Decca original cast sets for "The King and I," "Oklahoma," "Carousel," "Annie Get Your Gun," "Song of Norway," "Guy and Dolls" and "Porgy and Bess."

In the country field, the label has such artists as Red Foley, Kitty Wells, Webb Pierce, Bill Monroe and Jimmie Davis represented with new albums, while another set, titled "Foreign Love Affairs," features various artists on such country-oriented material as "Franklin."

In addition to previously announced new recordings by the New York Pro Musica with "The Play of Daniel," and a debut album by Jennie Tonel, the Gold Label Division of Decca has four additional entries. These include the first diskings of Brahms' "Magle-lone Songs," by famous baritone Dietrich Fischer-Dieskau; "Highlights from Wagner's 'Lohengrin,'" by various artists and the Bavarian Radio Orchestra and Chorus under Eugen Jochum, and "Highlights from 'The Flying Dutchman,'" also with various soloists and the RIAS Orchestra under Ferenc Ficsay, all made in Germany by Deutsche Grammo-

'Stereo Fidelity'

Continued from page 4

delity—may have. We are advising all our customers that we are prepared to resist any interference which anyone may make with our use of the trademark Stereo Fidelity.

"We will support all of our customers in their sale of our products and we will defend them in any action which anyone may bring against them based on their sale of our product. In such suits we will furnish counsel, pay all of their costs and expenses, and pay any judgements that may be assessed by any court of competent jurisdiction."

Barber said he expects "to fight infringements if necessary, tho I want to be amicable. I had been aware," he added, "that Miller was using Stereo Fidelity (for his LP line), but as the record business was already confused, I didn't want to add confusion."

Preps Tome

Continued from page 4

operation with the Copyright Society of the U. S. A., with an introduction by Prof. Walter Deregberg, president of the Society. Price is \$12, with a special rate of \$9 for Copyright Society members who order before September 1, 1958.

Dr. Boggsch was active in the preparatory work which paved the way for adoption of the Universal Copyright Convention in 1955, to which the U. S. and some 29 other nations now subscribe.

The Concert Masters of New York meanwhile, have their second release on Decca. This set plus the Pro Musica and Jennie Tonel packages were all recorded in the U. S.

Gets Injunction

Continued from page 4

movie and Capitol's original soundtrack album. Capitol also charges that the statement on the Design cover that the album contains "Songs from the Columbia Pictures" production of Rodgers & Hart's "Pal Joey," combined with almost identical duplication of Capitol's cover in design, layout and color, constitutes a deliberate attempt to trade on the success of Capitol's album. This Capitol contends, would lead the public to buy the Design album in the belief that it was getting Capitol's original sound-track album.

Concurrent with this action, Capitol declared war against those labels which seek to unfairly compete with it by placing on the market close replicas of Capitol product. It was learned that the record company's legal staff is currently considering several other album covers produced by other companies that substantially duplicate Capitol originals.

Coast ARAS

Continued from page 4

Weston, local chapter president, said the board is continuing its "dry run" testing of various balloting methods.

During the meeting, the board considered a design for the award as submitted by Marvin Schwartz, Capitol Records art director. Weston told the board that the New York chapter is similarly studying proposed award designs. Weston also reported on progress made by the New York chapter in membership drive.

All the news of your industry every week in The Billboard...

Their "Short Shorts" was Hot Hot...

Their "Big Name Button" was Big everywhere...

and now

THE ROYAL TEENS

follow up with

HARVEY'S GOT A GIRL FRIEND

and they've got another smash!

b/w
Hangin' Around
ABC-9945



CHALLENGE IS HOT!!

*Now Breaking Out
All Over!*

**Jerry
Wallace**

**"HOW THE
TIME
FLIES"**

#59013

**The Cash Box
Sleeper of the Week**

"HOW THE TIME FLIES" (2:26) [Music Prod. ASCAP—Porter]
"WITH THIS RING" (1:51) [Sun-Crest & Jax BMI—Gettle, Winn]
JERRY WALLACE (Challenge 59013)

• "How The Time Flies" should be Challenge's biggest hit since "Tequila." It's an absolutely thrilling piece of teen wax set to a slow, deliberate rock and roll beat and chanted powerfully by Jerry Wallace. Catchy arrangement of the unusual melody plus the exciting Challenge sound and Wallace's vocal make this a winner. Watch the charts for this one. Underside is a foot stomper.

#1 "TEQUILA"

#2 "EL RANCHO ROCK"

AND NOW!

**#3 The
Champs**

**"CHARIOT
ROCK"**

and

"SUBWAY"

#59018



CHALLENGE

SPARTAN RECORDS • In Canada



Diskeries Plan Own Conclave

Continued from page 3

the committee, "of the many people in the industry who are not here at this meeting today. We want them. We need them. And we expect them to join with us in this project that we all want and need so badly."

Another diskery exec, Sam Phillips of Sun Records, articulated the feelings of many at the meeting when he said, "There is a hunger on our part to sit down and discuss our common problems with the distributors."

While no representatives from major disks firms and their distributors attended their partici-

tion will be asked, Phillips said. At the same time, he pointed out that the indies have "come of age." The majors and the indies would be on equal footing within the new organization. The projected association could co-exist with the RIAA, Ewart and Phillips told The Billboard. The RIAA would continue to concern itself with manufacturing standards and mechanical problems, while the new group would deal with more immediate problems of promotion and sales.

The NAMM doesn't figure in their thinking at all.

"Most of us aren't even members," said Ewart.

The following are volunteers on the Temporary Organizing Committee: Abner Ewart (temporary co-chairman); Jay Records; Chicago; Don Robie (temporary co-chairman); Peacock Records; Houston; Phil Chess, Chess, Checker Records; Chicago; Ernie Leaner, United Distributors; Chicago; Sam Phillips, Sun Records; Memphis; Jake Freedman, Southland Distributors; Atlanta; Andrew Litschi, Keen Records; Los Angeles; Dick Field, Field Music Sales, Inc.; San Francisco; Jerry Shiffin, Roulette Records; New York City; Joe Cohen, Essex Distributors; Newark; Harry Apostolakis, Alpha Distributors; New York City; Nelson Verbit, Marnel Distributors, Philadelphia; Harry Schwartz, Schwartz Bros. Distributors; Washington, D. C.; Don Dumont, Dumont Distributors; Boston; Irving Katz, Century Distributors; Dallas; Houston; Eddie Kleinbaum and Marvin Brodsky, Sterling Distributors; Cleveland; John Kaplan, Pan-American Distributors; Newark; George Goldner, Gene Records; and Sid Talmadge, Record Merchandising, Los Angeles.

Clubs, Racks Snare

Continued from page 3

sify; that they must do a better merchandising job; that disks also served a good function in that they brought traffic to retail outlets.

The Record Sales Clinic was also addressed by Ralph Freas, associate editor of The Billboard, who spoke on album promotion; Howard M. Jenkins, whose subject was "Stereo Records From the Dealer's Viewpoint"; Russell D'Angelo, of The Music Box, Chicago, who spoke on "One Stop Buying for the Retailer"; and Sid Frey, Audio Fidelity Records chief, whose subject was "Stereo Records" (see separate story).

D'Angelo's statement as to what he considered the advantages of the one-stop for retailers drew considerable criticism from dealers, one of whom, Spector of Florida, called the one-stop a "caner." He stated one-stop were used by dealers who could not pay their distributor bills. D'Angelo disputed this. Ferguson stated he knew of dealers who did pay their bills and nevertheless used one-stops. He added that if distributors did a better job there would be no necessity for the one-stop, which was originally created as a means of servicing the juke box operator.

Epic Classic LP's

Continued from page 3

jobber the classical line will hike back to \$3.98.

The 25 per cent exchange privilege for dealers will apply to all albums except those specifically designated 100 per cent returnable. The special August-September program, with classical LP's selling for \$2.98, will have an appropriate price adjustment within the exchange structure, to compensate dealers for the lower mark-up.

The special LP pop bonus program under which dealers get one pop album free for every seven purchased includes a provision that the bonus LP must be selected from Epic sets released prior to August. Orders of new releases will earn bonus credit. Offered with the pop bonus plan is a Lester Lamin Carousell Bonanza, a large display unit. Dealers who buy 48 Lamin sets, get eight free and the display at no cost.

At the end of the convention on Sunday, a show was put on, directed by Epic 45er pup head Joe Sherman. It featured the label's top artists, including Lester Lamin, Jack Lemmon, Claire Nelson, Something Smith and many others.

Abeles Seeks TV Pic Ruling

Continued from page 3

inally employed. Many of the films were made at a time when TV as a market for motion pictures did not exist and hence no clauses covering such use were included in original contracts.

In the actions, Abeles will seek a declaratory judgment to the effect that firms acquiring film material for TV use have no rights, existing or implied, to re-record song material for TV use without obtaining a new license. The judgment sought would declare that original recording licenses were granted only for the use of the film in theaters and no other uses. Preparing film for TV use, according to Abeles, almost always involves the re-recording of the music on the soundtrack.

Abeles stressed that no legal actions were contemplated against movie producers or broadcasters but only against those firms which acquire the product for dissemination among the stations.

He declared further that the cases will be based on three primary contentions: 1) Original recording licenses were limited to theater use only. 2) In any event, the producer of the film would be the only one who could make re-recordings or copies, and 3) when the original license to record for film use is granted, it is designed to cover only the original term of the copyright, not the renewal period.

Abeles said that additional cases are now in preparation for early filing on behalf of Carl Fischer Music, Joy Music and Jerry Vogel Music. He added that such actions have been pending for at least a year and a half and that "the losses in recording royalties to writers and publishers thus literally into millions of dollars."

Seeking of declaratory judgment normally involves only the establishment of a fact upon which future activity can be based.

Am-Par Buys Corvette Master

NEW YORK — ABC Paramount last week purchased another master. Disk, tagged "Junior, Junior, Junior" and featuring Russ Reagan and Lania Lane, was originally released on the Corvette label, a West Coast outfit.

The platter has stirred up some action on the West Coast. It will be on the market under the Am-Par label this week. The sale was negotiated by Corvette chief Brad Atwood and Am-Par sales director Larry Newton.

Victor Skeds 30

Continued from page 2

set arranged specifically for stereo and the Barber "Vanessa."

Pop LP's cover releases by the Ames Brothers, the Glenn Miller Orchestra, Nilla Pizzi, Perry Como, the Blackwood Brothers, "St. Louis Blues" set, Red Norvo, Eddy Arnold and the Gypsy Sander Ork. Pop sets available both stereo and monaural are the first Peter Palmer set, a Henri Rene album, and others by Tony Cabot, the Three Suns, Jan Peerce, the South Sea-combers, Leonard Leigh, Ronald Binge and Vaughn Monroe.

RCA Victor EP's include two sets by Elvis Presley from his flick "King Creole," others by Eddy Arnold, the Ames Brothers, Frankie Carle, Ray McKinley and Eddie Heywood. The last four are also on stereo EP's.

New Camden LP's are "The Desert Song," the Larry Clinton Ork, the Hugo Winterhalter Ork, and "Mastepieces of the Synagogue" with Cantor Josef Rosenblatt. RCA Victor's two "Save-Our-Records" albums for August are the Red Seal "Iberia" and the Ames Brothers album.

Whether or not the winning in these cases of the judgment sought might then become the basis of seeking pro rata damages remained a moot point. Some precedent for such a move, however, was seen in the case of Edward B. Marks vs. Charles K. Harris Music, which also involves Abeles. In the action, Abeles' client, Marks Music, was declared entitled to 154 renewal copyrights of clefjer Joe Howard. (See separate story.) In this action, the Circuit Court of Appeals held that Charles K. Harris Music having made a claim and having seen a declaratory judgment awarded the other side, was therefore liable to infringement damages of not less than \$250 per song.

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Are you seeking a man with unlimited experience in the record field—which includes selling, manufacturing, recording and the discovery of talent? Have over 50,000 selections recorded and released in all fields with many in the over one million category by some of the great names of today. Have outstanding international reputation—will take over sales or plant or what have you—will travel anywhere.

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FOR SALE

Modern recording equipment for professional studio. Complete outfit. Reasonable offers considered.

Buckmaster 2-5152
Brooklyn, N. Y.
After 3 p.m. or evenings.

4 GREAT RECORDS

CHERIE, I LOVE YOU
PAT BOONE Dot

SAME OLD MOON
PERCY FAITH Columbia
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TIP-TOE THRU' THE TULIPS
WITH ME
RUSS HAMILTON Kopp

TOO MUCH, TOO SOON
SARAH VAUGHAN Mercury

**MUSIC PUBLISHERS
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GOGI GRANT—"MARJOLAINA"
with the Buddy Braeman Orch. & Chorus
—RCA Victor

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with the music of David Seville—Liberty

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"DANCE EVERYONE DANCE"**
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**BOUNCING TO THE
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Exciting New Rendition of—

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—Decca

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ARGENTINA BALLERINA

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**TOO LATE TO BE
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THE B. F. WOOD MUSIC CO. Inc.
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I WISH
c/w
YOU GOTTA LOVE EVERYBODY

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Jubilee #5334



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Delicious—#5330

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Little Pixie—#5324

BILL DARNEL
Satin Doll c/w Ain't Misbehavin'—#5328

CY COLEMAN and ANNIE ROSS
Boom c/w Something's Always Happening on the River—#5331

Josie

BOBBY FREEMAN
Do You Want to Dance—#835

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It's My Heart c/w Kiss That Pretty Girl Twice—#839

THE FOUR COUNTS
Yum-mee, Yum-mee—#840

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josie RECORDS

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NEW YORK

JAY-GEE RECORD CO., INC. ←

SEE STEREO AS MAJOR COMPONENTS HYPO

Harmon-Kardon Set to Roll With New Line of Two-Channel Tuners and Amps

By CHARLES SINCLAIR

NEW YORK—Harmon-Kardon, the component manufacturer generally credited with introducing the "low silhouette" to tuners and amplifiers, now envisions the "greatest sales increase in its history" as a result of its soon-to-be-launched new line of stereo-slanted components.

Already on the market are the A-224 stereo amplifier and the matching T-224 stereo tuner, with H-K reported considerably back-ordered on both of these models altho special production runs are set to roll on these and other models in August. (See photos below.)

Newest Models

Set for launching in early fall are a number of new Harmon-Kardon models geared for two-channel sound reproduction, with a number of innovations that the New York electronics manufacturer hopes will excite stereo-minded audio buyers.

Epic Records Making First Phono Plunge

MONTAUK, N. Y. — Epic Records is about to launch its first phono-graph—and may well beat its giant parent, Columbia Records, to the punch in getting on the market with a stereo phono model.

Tagged at \$169.95, the Epic "Stereorama" model is a two-unit package. A prototype of the phono was shown at the company's sales convention held at the Montauk Manor over the weekend, and should be on the market by late summer.

"Stereorama" — which, incidentally, will be the stereo trade name on the firm's disk line—has a diamond-tipped Remette cartridge, separate matched speakers, a two-channel amplifier, a tuner input jack, and provision to play 16-inch transcription recordings.

One of the major excitement factors in the line is the Model 250 Epic amplifier and tuner pair. The A-250 amplifier, at \$179.95, is one of the few powerhouse numbers that have been launched so far on the stereo market. A front-ended amplifier, it has two 25-watt channels which double up as a 50-watt monaural amp. A high-gain phase inverter utilizes both positive and negative feedback to drive the output tubes with minimum phase shift, according to H-K execs. The preamp section of the A-250 has a total of 12 operating controls, from mode switch and ganged bass and treble to speaker selectors and rumble filter. Filaments are DC-heated.

Multiplex FM

The T-250 basic tuner, mate to the Epic, at \$139.95 for the AM-FM model and \$119.95 for an FL-only version, is described as "an outstanding monaural tuner designed to accommodate the awaited multiplex stereo broadcasting." It has chassis space and power supply for a multiplex adapter, when one is required.

Another new tuner, the Concerto Model TP 200 at \$189.95, is a flexible, front-ended design with completely separate AM and FM sections for stereocast reception. From a control standpoint, the unit resembles the now-launched A-224, providing dual stereo preamps and a total of 12 operating controls (including two tuning controls).

The Concerto has a jack for addition of FM multiplex, and can act as a control center for almost any monaural or stereo program material—radio, disks, or tape.

Harmon-Kardon has by no means turned its back on the monaural hi-fi market. Still featured strongly in H-K sales plans are the straight monaural models with which it did well sales-wise last year and so far this season, with special promotion attention being granted to the idea of "Monaural Now, Stereo Later." Of special interest in this area is the Nocturne Model AV 2 unit, whose front end is somewhat like the A-250 altho not quite as elaborate.

The Nocturne is essentially a stereo peramp with a built-in 20-

'GUEST STAR' PHONO PROMOS

HOLLYWOOD — Actor-singer Eddie Albert and Westinghouse will unveil a new twist in phono promotion on "Studio One" tonight (28) on CBS-TV.

He's due as a "guest star" in the commercial, where he'll plug his new Dot label album, "High Upon a Mountain," and spin the platter himself on a Westinghouse phono unit.

Gimmick opens an interesting new field for both record and phono plugging via star names and network video exposure.

TRANSISTORS

Rose by Any Name Must Pay Sez Gov't

WASHINGTON — Internal Revenue Service has ruled that phonographs which use transistors instead of tubes are still subject to the manufacturers excise tax on phonographs.

In answer to a "Request for Advice" from the audio industry, the service pointed out that "whether the sale of a phonograph is subject to the tax depends on the suitability of such phonograph for use in the playing of phonograph records." The determination is not dependent on the size or type of power used.

The tax officials ruled, therefore, that since a transistorized phonograph is suitable "for use in playing phonograph records," sale of them by the manufacturer is subject to the excise tax imposed by section 414 of the Internal Revenue Code.

watt power amplifier, and priced at \$99.95. It is ready to go to work as a monaural unit, with all controls operative on monaural channels. The addition of an extra 20-watt basic power amplifier, which can be separated from the unit, according to H-K, by as much as 20 feet, makes it a stereo unit. Since many audio owners have

(Continued on page 17)

EXEC TELL MRIA

RCA Tape C'tridge Start Date: Oct. 30

CHICAGO—RCA-Victor's four-channel magazine-loading cartridge playback machines will not be ready before October 30, according to Dallas Andrews, senior project engineer at Cherry Hill, Camden, N. J., lab. Andrews told the Magnetic Recording Industry Association meeting here Tuesday (22) that bugs in the equipment are being eased out.

During the meeting, discussion spotlight was on the warpage in present stereo tape plastic cartridges. Meeting was told by Arnold Hultgen, v. p. in engineering, American Molded Products, Chicago, that his firm would bow a ribbed plastic cartridge about August 15. The added rigidity of the

ribbed construction is expected to plug a major loophole in magazine loading playback up to now. With the plastic cartridge allowing only 1/32 of an inch tolerance, any warpage in the cartridge caused a resultant "wow" in the playback equipment. A warped cartridge caused the tape to wind improperly in the cartridge and the tape adhered to the bottom or top of the cartridge, causing poor tension and the "wow."

CHICAGO—Fifth firm to enter the stereo-cartridge tape playback derby this week was rumored to be Warwick Manufacturing Company, tape and record playback manufacturer located in Niles, Ill., northern suburb. The officials of the firm could not be contacted at presstime, it was learned from reliable sources that Warwick has been working on a four-channel magazine-loading tape unit for some time for Sears-Roebuck. Firm initially was gearing for an early fall debut, but current bugs, especially in the plastic cartridge case, have forestalled these plans, it was learned.

Other firms in the race are RCA-Victor, Motorola, Pentron and Ampex.

Non-Magnetic Tape Splicer Is New Entry

NEW YORK — A completely non-magnetic tape splicer said to make splices of "extreme precision" has been launched by Alonge Products, Inc., of New York. It is aimed at the professional recordist or serious amateur for whom precision editing has been a problem.

Small and light, the unit measures only 4½ by 3½ by 3¼ inches and weighs less than a pound.

Cutting is accomplished by a center blade which pivots and can be set for precision cuts at 90, 67½ or 45-degree angles. The recording tape is laid into a track, which is channeled exactly to the width of the tape, and is held securely in place by two spring bronze pressure pads.

The splicing tape is laid over the recording tape and the splice is achieved by a single downward stroke of the cutting arm.

Side knives cut the splicing tape to the exact width of the recording tape, while the two tapes are pressed together for a firm bond. Splicing tape is dispensed from a roll affixed to the side of the unit's base plate. The Alonge non-magnetic splicer will be priced at \$29.95.

OH, THEM NEW YORK DOCTORS!

NEW YORK—The business of exploring network stereocast of the live-originated music series, "Bert Parks' Bandstand."

After a socko opening number in stereo by the able Bitch Henderson ark, the show's announcer gave, in his best Westbrook Van Voorhees style a big plug for the new air medium.

"You're tuned to 'Bandstand,'" he boomed, "brought to you today in 'Living Stereo'... the Sound of Tomorrow."

Wherever with a big monaural fanfare was heard and the show slid into a commercial for Ex-Lax.

Component Stereo: The Harmon-Kardon Line

Available Now

Available Fall '58



MODEL T-224:

A double-duty tuner that will dial AM or FM, and feed them via separate outputs for stereo reception. There's a jack for eventual multiplex FM reception. Price: \$114.95.

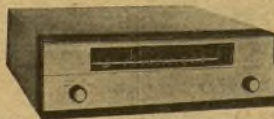
MODEL A-224:

A front-ended stereo amplifier that supplies two 12-watt channels or doubles as a 24-watt monaural unit. Full tone and mode controls are featured, and it's priced at \$99.95.



MODEL TP-200:

A new H-K design. Incorporates AM-FM stereo tuning, and complete two-channel preamp control. With enclosure, \$189.95.



MODEL T-250:

A basic AM-FM tuner unit, with provision on chassis for FM multiplex adapter. Available as FM-only tuner model as well.



MODEL A-250:

A stereo powerhouse, with two 25-watt channels and complete front end stereo controls. Doubles monaurally. Price: \$179.95.

CONFUSED ABOUT STEREO?

For the past two years High Fidelity has been hailed as the great profit opportunity of the electronics industry. Sales have been growing by leaps and bounds... at healthy profit margins. In fact, high fidelity has been one of the few electronics products to resist an industry-wide trend toward shrinking profit margins.

All of a sudden, a new word has come upon the scene... STEREO! And overnight confidence has given way to confusion.

What is stereo? How should it be sold? Manufacturers have answered these questions in several different and conflicting ways. Who among the "prophets" is telling the right story? What do you say to your customers? And, most of all, what do you do right now to keep that exciting new word from blighting the profitable High Fidelity business at the very moment when it's blossoming to full flower?

Well, here's Philco's answer... to bring order and common sense out of confusion.

* * *

HERE ARE SOME BASIC FACTS about stereo-high fidelity that all scientists in the field of sound reproduction will agree upon:

1. True Stereophonic Sound requires separate speakers in separate cabinets at least 8 feet apart.
2. All amplifiers, whether individual, dual channel or split, must be adequately powered for high fidelity delivery.

In the face of these universally acknowledged facts, sets have appeared on the market that either do not deliver true stereo because both speakers are close together in the same cabinet or they do not deliver true high fidelity because they lack the necessary power and range.

In other words, they give the appearance of stereo-high fidelity without delivering it. They ask the buyer to pay for stereo-high fidelity without getting it!

So no wonder there's confusion. Which way should you go... separate cabinets or single cabinets? Twin, dual channel or split amplifiers? True stereo-high fidelity or imitation? Compatible stereo tone arms or conversion kits? What's the right way? What will the public buy?

WITHOUT RESERVATION, PHILCO PRESENTS to the dealers of America a high fidelity line that has the only true flexible, logical and practical answer to the stereo problem... the only line that enables the dealer to give a straightforward answer to all types of stereophonic high fidelity prospects... *the only stereo answer that makes a sale on the spot, instead of delaying it with confusion.*

Why? Because Philco is the one line that's conceived and built to give the customer exactly what he wants and pay only for what he needs.

If he is sold on stereo, you can give it to him in its finest form with Philco, without sacrifice of quality or performance. It does not ask you to sell an imitation nor to stretch the truth with your customer.

If he wants high fidelity only and is "just curious about stereo," you can tell him the truth and sell him what he really wants, without making him pay a penalty for something extra that he doesn't want.

If he wants to add stereo later, Philco's approach reassures him that any Philco high fidelity instrument he buys today is completely compatible with stereo. It is fully equipped right now to play both the new stereo records monaurally as well as regular records. Then, when he's ready for stereo, he just adds the Philco plug-in amplifier-speaker unit. No conversion, no complicated installation. And he will have the best there is, Philco High Fidelity, with no compromise with true stereophonic sound and no sacrifice of high fidelity* for mere stereophonic effect.

THIS IS THE PHILCO SALES STORY that's crystal-clear and plays fair with your customer. And furthermore it's the only story that makes sense from a realistic merchandising point of view. It avoids the indecision about whether your customer wants two cabinets, or whether he's willing to accept something less than true stereo. You can truthfully tell him that if he buys Philco today, his purchase will not be obsolete tomorrow. And finally, it reassures him that he's getting the very best in high fidelity... which is what he came in to buy in the first place!

That's Philco's position in stereo. It makes sense... it's honest... it gives you and your salesman a story you can tell with conviction —and it makes the sale today! Get the full story from your Philco distributor, right now.

* *When you sell Philco, you're giving your customers the greatest high fidelity sound available today in factory assembled instruments. Because only Philco has the Fidelitron Sound System — a major breakthrough in the science of sound. If you haven't already heard the Fidelitron story, ask your Philco distributor!*

LOOK AHEAD...and you'll sell

PHILCO.

STEREO PICKUPS

Three-Prong Hassle Rides Again! Now, It's Electro-Voice's Turn

BUCHANAN Mich. — "Everybody seems to be skirting the real reason for any question about three versus four terminals. The four-terminal stereo cartridge was developed primarily to enable manufacturers of low-end phonographs, specifically AC-DC phonographs, to avoid the risk of blowing fuses when using a three-terminal cartridge."

This latest depth charge in the running controversy that persists in the audio industry over the best output system for stereo cartridges was fired off last week to The Billboard by Lawrence LeKashman, sales veep of Electro-Voice, all of whose stereo cartridge series are three-terminal models.

"Esoteric" Difference

LeKashman rules out the "question of hum loops and ground loops" in the three-vs.-four hassle as being "sheer nonsense," adding that "if anything the three-terminal cartridge is the one which gives the consumer less chance of difficulty than the four-terminal cartridge."

Any differences that do exist, the Electro-Voice exec insists, are "esoteric."

"For example," he says, "if someone wanted to listen to a phonograph record in the vertical mode only, a four-terminal cartridge would permit rewinding to accomplish this. The fact that no such records exist is a minor consideration."

"In other words, we feel that in the high-fidelity field the choice of three or four terminals was one of manufacturing convenience more than anything else and from

the performance standpoint there is little to choose between the two types."

Insurance Ruling

About the only thing that rises as a serious issue in the controversy, to Electro-Voice's way of thinking, is the matter of meeting electrical hazard regulations.

"Manufacturers of three-terminal cartridges, or at least some of them, have refrained from marketing a four-terminal cartridge pending clarification of Underwriter's approval," the E-V exec says. "We

at Electro-Voice, who are primarily supplying manufacturers of higher quality merchandise, almost all of whom use better circuitry than the AC-DC type, have not run into this problem."

Summarizing his feelings, LeKashman, who says the E-V cartridge is being used "in any application that you can name," stated flatly that "the problem of three-versus-four leads seems to be largely in the minds of the manufacturer making only four-lead cartridges."

WEBCOR REGENT STEREO



Webcor is proud of the fact that this stereophonic tape recorder is light in weight, weighing only 31 pounds. The Regent is a three-speed model (11 in., 3 3/4 and 7 1/2) and can play in either a vertical or horizontal position. It is equipped with a special two-tube pre-amplifier built right on to reproduce the second channel from recorded stereophonic tapes.

New Products Key NAMM Chi Meeting

• Continued from page 1

at past shows, pitched for the music dealer market, this year, had stereo disks themselves.

Recorded tape in a magazine-loading cartridge could have tipped the balance in tape's favor, according to those who have a stake in tape's future. But the tape cartridge failed to materialize here this year. Both Ampex and RCA-Victor indicated months back that they would be ready to go with the cartridge by NAMM-time. Ampex, however, held its cartridge player under wraps. RCA Victor showed a cartridge player but the unit was a prototype and it got nothing like the prominence that a development of this type deserves.

It remained for Motorola and Fenton, two late starters, to give some prominence to the tape cartridge player. And Bel Canto was the only firm willing to match RCA Victor in showing the cartridge itself. The tape recorder and recorded tape people if they didn't say it out loud, obviously held a "wait'll next year" attitude.

Always Problems

The perennial problems of the phono-record dealer—clubs, rack-jobbers and "manufacturer indifference"—got their usual airing at the Phonograph Record Sales Clinic (see separate story). But a new problem came to the fore—stereo. The dealers obviously were looking for any additional information, fact or opinion, that could help them with customers this fall. Nowhere, however, was any dissatisfaction expressed about stereo disks, either in the clinics or around

the convention floor.

The dealers generally seemed to be highly optimistic about future equipment sales. As for records, they regarded such things as double inventory, bad stereo, etc., with an attitude of "we'll go ahead slowly, cautiously, and take things as they come." "Going ahead" was the most important thing in their minds.

New Phonos Operate Off 'D' Batteries

Flashlight batteries of the type used in ordinary flashlights are the sole power for a transistorized radio-phonograph that is as portable as a portable radio. Weighing barely six pounds, the new "Tri-Phi" boasts AM radio and the ability to play all record sizes and speeds. The new units, introduced by the manufacturer, Tri-Phi, Inc. of Albertson, N. Y., are being shown for the first time at the Music Trade Show.

Interest in the new units, centers about two major features: the use of transistors and the economical and universally available battery power supply. Transistors replace conventional "radio" tubes to eliminate damage and consume a fraction of electrical power formerly required. Four "D" size flashlight batteries used, are both inexpensive and available the world over.

(Continued on page 17)

**LOS ANGELES AND SAN FRANCISCO REPORT!!!
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You've Got to Know Answers

• Continued from page 4

should be angled toward each other, whether a monaural needle will damage a stereodisk, and whether monaural records will continue to sell.

One member of a four-man panel, Sidney Frey, prexy of Audio-Fidelity Records, pioneer in stereo, suggested that the early buyer of stereo is the "hi-fi hothead," the same fellow who has grabbed up everything new in hi-fi. This man, Frey said, is more responsive to disks that show what his set can do than he is to other esthetic considerations.

Ping Pong, Anyone?

"The ping pong ball and the choo-choo train are going to clinch more sales than the best symphonic recordings," Frey asserted.

Because Audio-Fidelity is a label designed for audiophiles, Frey said, his stereo sales have run higher than industry average. In the past few weeks, he revealed, stereo has comprised 25 per cent of his volume. He predicted cautiously that 25 per cent might become the industry average by the end of the year.

Inventories of monaural records, Frey argued flatly, will never be offered were:

1) It will take years for diskeries to build full catalogs of stereodisks.

2) Many of the great artists died before stereo recording began (Frascauni is a case in point). Demand for such immortal artists will continue.

3) A stereo playback does not obsolete the standard I.P. but instead makes it sound better.

So confident is he about the health of the I.P. that Frey said he has warned his distributors, not to overload dealers with stereo, but to sell on order only.

Frey charged that the industry is all confused about the word "compatible." Somewhere along the line, he said, the Westrex type of stereodisk, the one now enjoying industry acceptance, came to be called "incompatible." Actually, this came about because it is deemed inadvisable to play a stereodisk with a monaural needle.

Frey argued that the disk can truly be called "compatible" because it can be played thru a monaural system so long as it is tracked by a Westrex type 45-45 cartridge. These are now available at small cost. Furthermore, this cartridge is perfectly suitable for tracking standard LPs.

Placement of stereo speakers was another subject that revealed considerable fumbling in search of a standard viewpoint. Most literature suggests placement of speakers six to 10 feet apart, angled inward toward the listener, who should be the apex of a triangle.

Ralph Freas, Billboard equipment editor, a panel member, pointed out that the "apex of the triangle" theory might be required for optimum results, but was not necessary for good practical results.

He said the speakers should not be angled inward, but should face forward in two parallel lines. Also they should be moved more than six feet apart sometimes, if the size of the room easily allows for it. These steps, he said, tend to broaden the area in which optimum results are enjoyed.

It is an error to think, Freas said, that you have to get maximum results to enjoy stereo. Frequently a listener is in the next room, he said, and senses the enhanced depth from a stereodisk, when obviously the sounds of the two speakers are not correctly separated for him.

Stereo a Hypo

• Continued from page 14

existing power amps in the 20-watt class, the original component amplifier can be buried out of sight somewhere in a "converted" rig, with the AX 20 taking over as the control center and one amplifier side.

A tuner, the Serenade Model TX 20, has been tailored as a monaural AM-FM running mate, with provision for an FM multiplex adapter whose output will be fed via a cathode follower.

Harmon-Kardon is, naturally enough, putting on steam pressure at its plant to get handsome, copper-and-black models on the market. Fall is the target, but one II-K promotion exec reports "some of the units will be out earlier, but by September they will all be on the market."

Battery Phonos

• Continued from page 16

The combination of the two features allow the user to play records for over 200 hours intermittently before battery change is necessary.

Three Models

Three models are being introduced. One is a radio-phonograph combination with 33, 45, 78 r.p.m. and 12" record capacity, dual sapphire pick-up, separate tone and volume controls and transistorized AM radio. Another is identical but excludes the AM radio. The third model is a single-speed, 45 r.p.m. phonograph with single sapphire pick-up. All are housed in permanent-type luggage carrying cases covered in scuff-resistant vinyl in luggage colors.

Dealers and sales representation for the new "Tri-Pho" units are now being organized on a national and foreign basis.

THE 'STEREO ERA'

\$2 Billion Predicted For 1968 Audio Biz

CHICAGO—The audio market is going to double in the next decade with the entire hi-fi packaged goods, audio equipment and record sales hitting an annual figure of "close to \$2 billion by 1968."

That's the long-range prediction of Doug Hudson, president of Fidelity, Inc., which claims the title of "world's leading phonograph needle manufacturer." Hudson made his forecast to dealers visiting his firm's exhibit last week at the NAIMM show, at which Fidelitytone was a leading exhibitor.

Big Needle Year

"This year alone," says Hudson, "the phonograph needle business should approximate \$60 million at retail, with diamond needles accounting for about half this market."

Fidelitytone expects to boost its own share of this sizable market thru sales of its latest needle item, the first stereo diamond packaged specifically for replacement retail trade to stereo owners. It is priced at \$16.95, and is available in models to fit all stereo cartridges.

Hudson's own estimate of the cartridge situation is equally bullish. He calculates that the stereo cartridge will replace the monaural by about 50 per cent, accounting for some 2.5 million cartridges, based on an anticipated 1958 production. Fidelitytone, he adds, is out to capture a lion's share of the needle market that (naturally) goes with such a big cartridge output, and he looks for "an industry output of 5,000,000 stereo cartridges in 1959."

The Chicago-based Fidelitytone firm is doing more than just vaxking about a bright stereo future, according to its young president.

Fidelitytone has just stepped up its production labor force by 35 per cent, and has established a second shift in anticipation of round-the-clock operations, he reports. Result will be a "more than 100 per cent" increase in the plant's needle output, today numbered "in the thousands."

Hudson's enthusiasm has even raised eyebrows abroad. Fidelitytone has an overseas subsidiary in Germany, which it recently started gearing for a second shift. German reaction, apparently, was amazement.

"Most foreign countries," says Hudson, "appear to be the victims of their own propaganda concerning economic conditions in our country."



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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JULY 19

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

This Week	Last Week	Chart	Weeks on Chart
1. Gigi Sound Track, M-G-M 3641 ST	1	6	
2. Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	5	16	
3. South Pacific Sound Track, RCA Victor LOC 1032	2	18	
4. My Fair Lady Original Cast, Columbia OL 5090	7	121	
5. Sing Along With Mitch Mitch Miller, Columbia CL 1160	4	3	
6. The Music Man Original Cast, Capitol WAO 990	3	22	
7. Ricky Nelson Ricky Nelson, Imperial IMP 9050	—	1	
8. Around the World in 80 Days Sound Track, Decca DL 9046	11	68	
9. The King and I Sound Track, Capitol W 740	23	103	
10. The Late, Late Show Dakota Staton, Capitol T 876	8	20	
11. South Pacific Original Cast, Columbia OL 4180	13	226	
12. Come Fly With Me Frank Sinatra, Capitol W 920	16	26	
13. Nearer the Cross Tennessee Ernie Ford, Capitol T 1005	9	8	
14. Oklahoma! Sound Track, Capitol SAO 595	10	147	
15. Sail Along Silvery Moon Billy Vaughn, Dot DLP 3100	21	15	
16. Film Encores Mantovani, London LL 1700	20	53	
17. Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	14	15	
18. Concert by the Sea Erroll Garner, Columbia CL 883	15	5	
19. Hymns Tennessee Ernie Ford, Capitol T 756	17	82	
20. Swingin' on Broadway Jonah Jones, Capitol T 963	19	9	
21. Chet Atkins at Home RCA Victor LPM 1544	25	4	
22. Warm Johnny Mathis, Columbia CL 1078	6	32	
23. 'S Awful Nice Ray Conniff, Columbia CL 1137	—	5	
24. Stardust Pat Boone, Dot DLP-3118	—	1	
25. Muted Jazz Jonah Jones, Capitol T 839	—	14	

• 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.

Popular Albums

COLE ESPANOL (1-12)—Nat King Cole. Capitol W 1031

An interesting switch for Cole. All of the tunes are popular South American selections, and the vocals are in Spanish. The artist is given lush, provocative ork support from Armando Romeu and ork. More familiar tunes are "Maria Elena," "Acercate Mas," the Spanish version of his current hit single, "Come Closer to Me," and "Te Quiero Dijiste" ("Magic Is the Moonlight"). It's an excellent programming set. Good cover shot of artist.

COMO'S GOLDEN RECORDS (1-12) — Perry Como. RCA Victor LOP 1007

Set contains a collection of the artist's best-selling hits from as far back as 1945. It should prove a click with the singer's fans both young and old. Included are "Till the End of Time," "Don't Let the Stars Get in Your Eyes" and his recent "Catch a Falling Star." Good cover shot of artist.

JUMPIN' WITH JONAH (1-12) — The Jonah Jones Quartet. Capitol T 1039

Muted trumpet sound by Jones on a swingin' group of tunes, designed for either listening or dancing. It's a natural follow-up to his previous click albums, "Muted Jazz" and "Swingin' on Broadway." Set can appeal to pop and jazz buyers. Numbers include "No Moon at All," "It's a Good Day" and "A Kiss to Build a

Dream On." Some of the tunes have vocals by Jones. Hank Jones is guest pianist. Excellent potential.

(Continued on page 20)

— Album Cover of the Week —



ENCHANTMENT, Liberty LRP 1062. Charming color photo in unusual pastel hues provides a very attractive cover. Displays should help create interest in the album.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 19

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

- 1. LESTER LANIN GOES TO COLLEGE**
Lester Lanin.....Epic LN 3474
- 2. BERLIN BY LOMBARDO**
Guy Lombardo and his Royal Canadians .
.....Capitol T-1019
- 3. SOUNDS OF THE GREAT BANDS**
Clemm Gray and the Casa Loma Ork . . .
.....Capitol W 1022
- 4. STARDUST**
Pat BooneDot DLP-3118
- 5. JOHNNY'S GREATEST HITS**
Johnny Mathis.....Columbia CL 1133
- 6. SING ALONG WITH MITCH**
Mitch Miller.....Columbia CL 1160
- 7. DREAM GIRL**
Ray Anthony Ork.....Capitol T969
- 8. THE MUSIC MAN**
Original Cast.....Capitol WAO990
- 9. COME FLY WITH ME**
Frank Sinatra.....Capitol W 920
- 10. 'S AWFUL NICE**
Ray Conniff Ork.....Columbia CL 1137



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JULY 19

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- 1. KING CREOLE**
Elvis Presley.....RCA Victor EPA 4319
- 2. UNCHAINED MELODY**
Ricky Nelson.....Imperial EP 158
- 3. RICKY**
Ricky Nelson.....Imperial EP 153
- 4. ELVIS**
Elvis Presley.....RCA Victor EPA 992
- 5. JAILHOUSE ROCK**
Elvis Presley.....RCA Victor EPA 4114
- 6. HYMNS**
Tennessee Ernie Ford .Capitol EAP 1-756
- 7. FILM ENCORES**
Mantovani.....London EP B 6320
- 8. CHET ATKINS AT HOME**
.....RCA Victor EPA 4194
- 9. TILL**
Roger Williams.....Kapp KEP 753
- 10. SPIRITUALS**
Tennessee Ernie Ford .Capitol EAP 1-818

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TILL THE END OF TIME
PRISONER OF LOVE
CATCH A FALLING STAR
A HUBBA-HUBBA-HUBBA (DIG YOU LATER)
TEMPTATION
PAPA LOVES MAMBO

WHEN YOU WERE SWEET SIXTEEN
ROUND AND ROUND
BECAUSE
MI CASA SU CASA (MY HOUSE IS YOUR HOUSE)
WANTED
MAGIC MOMENTS
HOT DIGGITY (DOG ZIGGITY BOOM)



RCA VICTOR
RADIO CORPORATION OF AMERICA



• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★

DANCING WITH THE BLUES

Al Navin Ork. RCA Victor LPM 1654
Here's a swingy package of luscious and delectable "New Popular Blues," "Baso Street Blues," "What Is This Thing Called Love?" "Wang Wang Blues," etc. Commendable work by bouncer Al (Three Stars) Navin and arranger Charles Albertine. Nice bluesy waz for jocks.

ENCANTMENT

Rosa Garcia Ork. Liberty LRP 3662
Ace conductor-arranger Rosa Garcia offers a group of lush melodic instrumental treatments of Jot Greene tunes. Greene wrote "Across the Alley From the Alamo," but the material here is leisurely paced and is strictly for dreaming. Fine for mood music waz. Striking cover.

CARICOA

Rosa Garcia Ork. RCA Victor LPM 1691
Garcia provides richly colorful instrumental versions of some joyful Latin American tunes—the title tune, "Bia," "Delicias," etc. Zesty jazz programming and excellent backing for parlor terpsis, Latin style.

POPULAR ★★

SWEET BEAT

Tony Crombie Ork. Ember ELP 468
Tony Crombie, an English Lawrence Welk makes his American disk debut with a collection of distinctively arranged for hot standards. Arrangement specialists in the "Sweet Beat" brought about by light, effective orchestration: bary backgrounds, flute and piccolo solos, muted sax and bariophones, and a gentle, somewhat dated beat throughout. E.M.I. has done a superlative job in the recording sound here. Can sell in Lombardo-Welk devices.

BOBO SINGIN' THE OLD SONGS

The Babbling Brocks, The Presellers, The Vocalized Four, The Lamplighters, Bojo L 57311
Four barbershop quartet groups team the traditional trail in this set with the title. Most of the efforts can be described as good amateur barbershop singing with the nod for the best performance, blend and ability to stay on pitch, going to the Babbling Brooks. There's considerable competition on several major labels with champion groups which will make the going tough for this.

LOW PRICE-POPULAR ★★

GAY NINETIES WALTZES

The Gaylight Orchestra. Stereo-Fidelity SP 3488

• Review Spotlight on Albums . . .

• Continued from page 18

BURNISHED BRASS (1-12)—The George Shearing Quintet with Brass Choir. Capitol T 1038

The Shearing Quintet sound supported by brass choirs of various sizes and combinations makes for pleasant listening. Mellow feeling on the ballads and bright sound on the rhythm tunes offer attractive contrasts. Arrangements are by Shearing and Billy May. Set should move strongly in both pop and jazz markets. Tunes include "Memories of You," "Cheek to Cheek" and the album title tune.

DANCING OVER THE WAVES (1-12)—Ray Anthony Ork. Capitol T 1028

Nicely varied collection of pop, semi-classical and original tunes all in dance tempos makes this one of Anthony's best. It's an excellent deeply programmed package, and saleswise it should move strongly with both teen and adult buyers. Selections include "Liebestraum," "Beautiful Lady" and the album title tune. Attractive cover.

THE MARVELOUS MILLER MEDLEYS (1-12)—Glenn Miller Ork. RCA Victor LOP 1005

Eight medleys by the great Miller ork. Some of the tracks are by the Miller civilian ork; others are by his wonderful Army Air Force Band. The excellent offering should follow the pattern of the label's previous Miller releases. Many of the songs associated with Miller are included in the groups of tunes. Fine cover sketch of the orkster should help lure sales.

VIRTUOSO! (1-12)—The Roger Wagner Choral. Capitol P 8431

Another excellent offering from the Wagner Choral. The program features selections with orchestra and a capella works, ranging from folk songs and Negro spirituals to full-scale orchestral-choral numbers. Included are "Hallelujah Chorus," Mozart's "Allelu" and "Dance of the Polovetsian Maidens." Set should prove a strong item.

SOMETHING OLD, SOMETHING NEW, SOMETHING BORROWED, SOMETHING BLUE (1-12)—Jane Morgan. Kapp KL 1089

Another quality set of lush vocals from the Morgan lass. As the title implies, the set contains samplings of evergreens and new tunes along both cheerful and melancholy lines. Package should repeat success of her previous click-album, "Fascination." Tunes include "Arivederci, Roma," "My Man" and "Catch a Falling Star." Pretty cover shot of artist will help attract.

LITTLE RICHARD (1-12)—Specialty 2103

A worthy successor to "Here's Little Richard." Tunes are previous hit singles by the artist plus a few unreleased sides. The cat is at his frantic best, and the set should prove a strong item. Selections include "Lucille," "Good Golly, Miss Molly," and "Ooh! My Soul."

Pop Stereo Sound Album

DESTINATION MOON (1-12)—The Omega Ork. (Sandauer). Omega OSL 3

This handsomely packaged Omega album is likely to be sonic catnip to the growing ranks of stereophiles. The music is the imaginative, inventive score Leith Stevens wrote back in 1950 for "Destination Moon" sound tracking, performed with skill by a large orchestra of top studio musicians, led by Heinz Sandauer. The "stereo" sound is absolutely gorgeous, creating the eerie feeling of enormous galactic panorama and providing one of the best "demonstrator" records for the new sound medium yet to appear. A top choice.

Classical Albums

GRIEG: PIANO CONCERTO; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (1-12)—Leonard Pennario, Piano, with The Los Angeles Philharmonic Ork. (Leinsdorf). Capitol P 8441

Two there are several other interpretations of the two works which will offer formidable competition, this set can also enjoy good sales. Previous releases by the pianist have gone well and his recording of these two popular works should follow suit. Sound is excellent. Good cover sketch of artist.

THE ORCHESTRA SINGS (1-12)—The Capitol Symphony Ork. (Dragon). Capitol P 8440

Attractive album contains instrumental settings of familiar operatic selections. It's a set that can move well in the classical market with special appeal to opera lovers. Mr. Dragon's transcriptions are thoughtful and skillful. Good, color cover and fine sound will help boost sales.

SHOSTAKOVICH: SYMPHONY NO. 11 (2-12)—The Houston Symphony Ork. (Stokowski). Capitol PBR 8448

This is the premiere American recording of the Russian composer's latest symphony. This, coupled with the sales lure of the conductor's name, should make the album a pote n't seller. The dramatic and programmatic symphony is based on Russian folk melodies and revolutionary songs. An enclosed pamphlet with descriptive notes about the conductor, composer and the work adds to the appeal. Packaging is attractive.

Chamber Music Albums

BETHOVEN: TRIO IN E-FLAT (1-12)—Heifetz, Violin; Primrose, Viola; Piatigorsky, Cello. RCA Victor LM 2180

The winning combination which has such warm readings on wax of the second and fourth Beethoven trios turns in an excellent job of the first, melting and separating with polish, sweet tone and flair. A must for longhairs who have any tolerance of chamber music. Striking cover and big names should spur sales. Should follow best selling pattern of previous Beethoven waxing by this pairing of artists.

BETHOVEN: QUARTET NO. 12 (1-12)—Hollywood String Quartet. Capitol P 8443

Latest in the series of Beethoven quartets by The Hollywood String Quartet should prove as equally strong among chamber music enthusiasts as their recordings of the composer's 13th and 15th quartets. Their interpretation is as usual, wonderfully precise and sensitive. The quartet has deservedly gained in recognition with each new release. Excellent sound and packaging add to over-all appeal.

Jazz Album

REUNION WITH CHET BAKER (1-12)—The Gerry Mulligan Quartet. World Pacific PJ 1241

Here's one of the strongest items to hit the market in a while. Mulligan-Baker fans will find this set among their best. It's a swinger with inventive and imaginative blowing and arrangements by Mulligan. Baker, who always has sounded good with Mulligan, is at his best. Dave Bailey and Henry Grimes support on drums and bass, respectively. Tunes include "Reunion," "Surey With the Fringe on Top" and "Ornithology."

New Jazz Talent Album

THEME FOR THE TALL ONE (1-12)—The Bess Bonnie Trio. Argo LP 632

Miss Bonnie has an imaginative and interesting piano technique. She often introduces a broad, classical sound in her improvisation that bolsters her hard driving style. Her sound is her own, and if exposed to jazz buffs, this set could well attract buys. Nick Fiore, who clefted some of the tunes in the album, is heard on bass; Bill Steen on drums. Selections include "All the Things You Are," "Trolley Song" and "Dorian," a Bonner original. Good new jazz talent. It merits plugs.

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• Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

POPULAR ★★★

CHAMPAGNE MUSIC FOR DANCING

Lloyd Mumm Ork. Omega OSL 1
Top-notch stereo work by Omega makes this one of the better sounding two-channel entries, but the musical story is a familiar one. Lloyd Mumm puts his Lester Lanin-vised orchestra into a number of "society" tempo favorites, ranging from "The Girl Friend" to "Till the End of Time". The result is pleasant listening for customers shopping for a dance album, although (\$6.95) price may make them think twice.

MUSIC FOR HEAVENLY BODIES

Paul Tanner, Electro-Theremin With Andre Montero Ork. Omega OSL 4
Electronic music, as performed on the mechanically controlled electro-theremin by Paul Tanner (former trombonist with Glenn Miller), is meant to convey the feeling of flight into space. The novel solo instrument provides somewhat eerie interpretations of such tunes as "I Wishd on the Moon," "Over the Rainbow" and "Out of This World," with the support of an efficient orchestra. Good sound, outstanding stereo engineering. Omega's fancy packaging features a cover with a lovely nude female floating in outer space. Display is sure to aid sales.

JAZZ ★★★

MARK MAKES BROADWAY

Dick Mars, Piano; Buddy Collette, Flute & Various Artists. Omega OSL 2
This is among the first releases that expands Omega from the tape into the disk field. It's a happy move, with imaginative and distinctive small group jazz offered up by Dick Mars, known

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

THE "SHEPHERD" SWINGS AGAIN

The Moe Koffman Quartet. Jubilee J1P 1074
This album should appeal to the many fans Moe Koffman gained as a result of his recent hit single "The Swingin' Shepherd Blues." In this LP Koffman and his quartet play right more tunes, five Koffman originals in the same swingin' manner as he did on his hit disk. In addition to flute, Koffman is heard on alto sax, too. Of the originals, best are "Flute Slaya" and "Bermuda Schwarz"; of the standards "Alone Together" is excellent.

JAZZ ★★★

I'M ENTITLED TO YOU!

Chubby Jackson & Various Artists. Argo LP 625
A really swinging set by the bassist. It's a package composed for the most part of Chubby Jackson originals that features excellent big band arranging. Some of the tunes have vocals by Jackie Paris. It's a mainstream jazz sound.
(Continued on page 24)

as a musician's musician. His vivid plasticity are underlined by Buddy Collette's fanciful flights on the flute. Everything about this album is first rate: Music consists of the better show tunes of the past few seasons; integrated group performances serve up some extremely sensitive jazz scorings; sound quality is superb and the stereo is the acme of aplit channels on disk; Omega's packaging is superb—deluxe, in colorful hard cardboard boxes.

DIXIE! AND NEW YORK

The 7th Avenue Stompers. World Wide MGS 2005
A half-dozen talented Dixielanders (Bobby Donaldson, Red Richards, Al Lucas, Emmett Berry, Vic Dickenson and Buster Bailey) take riffling in the traditional two-beat style on eight Dixie standards like "Basin Street" and "Muskrat Ramble," with bright ensemble work and some four-stumpie solos, especially those by Richards (piano) and Bailey (clarinet). Stereo work and sound values are on a high level, and may aid greatly in sales to the new stereo fanciers.

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JACK PAAR





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Ron Carpenter, Hal Rand



• Reviews and Ratings of New Jazz Albums

• Continued from page 22

that can have wide appeal. Another good contender in Argo's attractive jazz line.

SONNY STITT Argo LP 629

The swinging Stitt displays his tenor technique in a quality set of standards and originals. "Everyone Does," one of Stitt's own tunes, is a good demo track. His fans will find this an attractive, new effort. Front and back cover of the album feature the same close-up photo of the artist. The set can move with a plug. Good potential.

SWINGIN' THE LOOP

Vito Price & Company, Argo LP 631
Good, listenable jazz is a succinct summary of the contents of this new set under the leadership of tenor and alto saxman Vito Price, Chicago musician and a regular at station WGN there. Price plays well and the album features his sax work on a group of originals and standards. His associates here include E. Levy on piano, M. Bennett on bass and G. Johnson on drums. All of the sides are attractive, with the title tune and "In a Mellow Tone" outstanding. For fans who like uncomplicated jazz.

JAZZ ★★

DETOUR OF THE MOON

Mary Ann McCall Jubilee JLP 1676
Miss McCall seems nicely loose on most of these jazz-styled readings which are backed by two different groups. In one group of tunes the backing interestingly comprises cello, viola, bowed bass with guitar and vibes. This backing provides an interesting chamber sound to the girl's vocal improvisation, tho "Detour Ahead" the scoring is quite far

cut and almost misses. On the other bands, the backing is standard rhythm group. A sincere effort by the gal, and it's worth hearing.

SOUNDS OF JAZZ, VOL. 1

Corky Corcoran Quintet, Celestial
This LP, which was released on stereo-phonics tape a few months ago, gives tenor man Corky Corcoran a chance to show his technique and he makes the most of it. It's jazz for easy listening, sparked by Corcoran's attractive sax work, and it contains 12 melodic originals. The tenorman is accompanied by three solid rhythm men: G. Jones on piano, Al Turay on guitar, D. Coleman on drums and M. Gitreu on bass. Good mainstream jazz.

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IN THE BILLBOARD

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

BACH: BRANDENBURG CONCERTOS

NOB. 1, 2 & 3—Boston Symphony Orb.
(Munch). RCA Victor LM 2182

BACH: BRANDENBURG CONCERTOS

NOB. 4, 5 & 6—Boston Symphony Orb.
(Munch). RCA Victor LM 2198

Bach's six delightful chamber pieces and their provocative instrumentation are handled gracefully and with spirit by conductor Munch, tho the Casals version is warmer. Outstanding among the players are Richard Burgin, violin; Roger Voisin, trumpet; Lukas Fou, piano; and Doriot Dwyer, flute. The switch from harpsichord to piano is especially disturbing in the fifth concerto, but the modern sound makes up in vigor and flash what it lacks in sentiment and subtlety. The two LPs, each bearing three of the works, may soon be boxed properly. Meanwhile, they have good potential, especially the first disk where competition is weak.

DEBUSSY: MARCHÉ ECOSSAISE, BERCEUSE MAROQUE, SIBELIUS: FINLANDIA, VALSE TRISTE; BERLIOZ: ROMAN CARNAVAL, OVERTURE; THOMAS: OVERTURE TO "MIGNON"; NICOLAI: OVERTURE TO "THE MER..."

(Continued on page 46)

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending July 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Patricia By Perez Prado—Published by Feet (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORDS AVAILABLE: Motty Craft Ork. M-G-M 12672; Ray Peterson, Vm 7303.	4	5	6. The Purple People Eater By Sheb Wooley—Published by Cerdial (BMI) BEST SELLING RECORD: Sheb Wooley, M-G-M 12651.	3	6
2. Hard Headed Woman By Claude De Metzula—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7210.	1	5	7. When By Jack Reardon-Paul Evans—Published by Sounds A Michele (ASCAP) BEST SELLING RECORD: Kella Twins, Decca 4042.	7	4
3. Poor Little Fool By B. B. King—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5528 RECORD AVAILABLE: Johnny Angel & the Dodgers, Sky 319.	6	4	8. Secretly By Hoffman-Manning-Markwell—Published by Placerville (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070.	8	11
4. Yakety Yak By Jerry Leiber and Mike Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6116. RECORD AVAILABLE: Tompall and the Glazers, Robbins 1006.	2	8	9. Left Right Out of Your Heart By Mort Garson — Earl Shuman—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Patti Page, Mer 71331 RECORD AVAILABLE: Vaughn Monroe, Vic 7274.	12	4
5. Splish Splash By Darin-Murray—Published by Portrait (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6117.	5	5	10. Rebel-Rouser By Duane Eddy-Lee Hazlewood—Published by Gramark (BMI) BEST SELLING RECORD: Duane Eddy, Jena 1104.	11	4
Second Ten					
11. Padre By Alain Romans-Paul Francis Webster—Published by Rees-Jungnickel (ASCAP) BEST SELLING RECORD: Tony Arden, Decca 30628. RECORDS AVAILABLE: Valerie Carr, Roulette 4064; Erin O'Brien, Coral 61976; Sarah Vaughan, Mer 71303.	15	8	16. All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1248.	16	14
12. A Certain Smile By Francis Webster and Sammy Fain—Published by Miller (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41193. RECORDS AVAILABLE: Leni Berber, Big B-1012; Jerry Fuller, Lho 9015; Sunny Gale, Dec 30670; Montenegro Ork and Chorus, 20th Pos 107; Ray Rivera, Pato 100; Andy Russell, Vic 7299; Milton Sparks, Hunt 320; Sandy Stewart, Atco 6118.	14	3	17. Fever By Davenport-Cooley—Published by Leta (BMI) BEST SELLING RECORD: Peggy Lee, Cap 3598.	23	2
13. If Dreams Came True By R. Allen & A. Stillman—Published by Korwin (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15785.	9	2	18. Endless Sleep By Judy Reynolds-Dolores Nance—Published by Johnston-Monte-Elizabeth (BMI) BEST SELLING RECORD: Judy Reynolds, Demon 1507. RECORDS AVAILABLE: Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126.	17	9
14. Return to Me By Carmen Lombardo & Danny Mann—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 2654. RECORDS AVAILABLE: Eric Freeman, Imperial 5419; Guy Lombardo, Cap 3054.	13	16	19. Everybody Loves a Lover By Richard Adler & Robert Allen—Published by Kerwin, Inc. (ASCAP) BEST SELLING RECORD: Doris Day, Col 41165.	—	1
15. One Summer Night By Danny Webb—Published by Addene (BMI) BEST SELLING RECORD: Dantiers, Mer 71322.	—	1	20. Enchanted Island By Robert Allen and Al Stillman—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Col 41154. RECORD AVAILABLE: Jane Morgan, Kapp 221.	18	3
Third Ten					
21. My True Love By Jack Scott—Published by Hearst-Feet Mail, (BMI) RECORD AVAILABLE: Jack Scott, Carlton 462.	—	2	26. What Am I Living For? By Jay-Harris—Published by Progressive Ruth (BMI) RECORD AVAILABLE: Chuck Willis, Atlantic 1176.	19	11
22. Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Duco—Published by Fortis Music (BMI) RECORDS AVAILABLE: Earl Bostic, King 5136; Les Brown, Col 90002; Diah Carrillo, Mercury 70911; Johnny Maddox, Dot 15062; Platters, Mercury 71249; Three Suns, Vic 447-0076.	27	16	27. Guess Things Happen That Way By Jack Clement—Published by Koss (BMI) RECORD AVAILABLE: Johnny Cash, Sun 265.	24	7
23. For Your Precious Love By Brooks & Butler—Published by Gladstone (ASCAP) RECORD AVAILABLE: Jerry Butler & the Impressos, Abnet 1013.	11	4	28. Kathy-O By C. Tobias-R. Joseph-J. Sher—Published by Northern (ASCAP) RECORDS AVAILABLE: Diamonds, Mercury 71330; Earl Grant, Dec 30940; Patsy McCormick, Dot 15762.	—	1
24. Willie and the Hand Jive By Johnny Otis—Published by El Dorado (BMI) RECORD AVAILABLE: Johnny Otis Snow, Cap 3666.	26	3	29. Sugar Moon By D. Wolfe—Published by Gallardo Music (BMI) RECORD AVAILABLE: Pat Boone, Dot 15750.	28	12
25. Little Star By Venous-Picone—Published by Keel (BMI) RECORD AVAILABLE: Elegants, APT 25665.	—	1	30. Young and Warm and Wonderful By Zaret-Singer—Published by Frank Music (ASCAP) RECORDS AVAILABLE: Tony Bennett, Col 41172; Roger Williams, Kapp 224.	22	2

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

**Eddie
Fontaine**



**NOTHIN'
SHAKIN'**

(But the Leaves)

b/w

OH, WONDERFUL NIGHT

SUNBEAM #105

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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 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 19, 1958

This Week	Last Week	Chart	Weeks on Chart	This Week	Last Week	Chart	Weeks on Chart	This Week	Last Week	Chart	Weeks on Chart
1. HARD-HEADED WOMAN (ASCAP)— Elvis Presley	1	5		17. ONE SUMMER NIGHT (BMI)— Danleers Wheeler and a-Dealin' (BMI)—Mercury 71322	30	4		34. THE BIRD ON MY HEAD (ASCAP)— David Seville Hey There, Moon (ASCAP)—Liberty 55140	42	3	
2. PATRICIA (ASCAP)—Perez Prado Why Wait? (BMI)—Vic 7245	6	6		18. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman Big, Fat Woman (BMI)—Jostie 835	15	11		35. BORN TOO LATE (ASCAP)—Poni Tails Come on, Joey, Dance With Me (BMI)— ABC-Paramount 9934		1	
3. POOR LITTLE FOOL (BMI)— Ricky Nelson Don't Leave Me This Way (BMI)— Imperial 3528	5	4		19. WHAT AM I LIVING FOR? (BMI)— Chuck Willis HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179	16	12		36. I WONDER WHY (ASCAP)— Dion and the Belmonts Teen Angel (ASCAP)—Laurie 3013	36	10	
4. SPLISH SPLASH (BMI)—Bobby Davin Judy, Don't Be Moody (BMI)—Atco 6117	4	6		20. FEVER (BMI)—Peggy Lee You Don't Know (BMI)—Cap 3998	25	2		37. YOU NEED HANDS (ASCAP)— Eddie Gorme Dormi, Dormi, Dormi (ASCAP)— ABC-Paramount 9925	32	8	
5. YAKETY YAK (BMI)—Coasters Zing! Went the Strings of My Heart (ASCAP)— Atco 6116	2	8		21. GINGER BREAD (BMI)—Frankie Avalon Blue Belly (ASCAP)—Chancellor 1021	49	2		38. ENCHANTED ISLAND (ASCAP)— Four Lads Guess What the Neighbors'll Say (BMI)— Col 47194	37	3	
6. REBEL ROUSER (BMI)—Duane Eddy Stakin' (BMI)—Jamie 1104	7	4		22. A CERTAIN SMILE (ASCAP)— Johnny Mathis Let it Rain (ASCAP)—Col 41193	21	4		39. COME CLOSER TO ME (BMI)— Nat King Cole Nothing in the World—Cap 4004		1	
7. WIEN (ASCAP)—Kalin Twins Three o'Clock Thrill (BMI)—Dee 30642	8	5		23. RETURN TO ME (ASCAP)— Dean Martin Folgeting You (ASCAP)—Cap 3894	18	16		40. DELICIOUS (ASCAP)—Jini Buckus I Need a Vacation (ASCAP)—Jubilee 3370	40	2	
8. PURPLE PEOPLE EATER (BMI)— Sheb Wooley I Can't Believe You're Mine (ASCAP)— M-G-M 12651	3	9		24. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page Longing to Hold You Again (ASCAP)— Mercury 71331	26	4		41. DON'T GO HOME (BMI)—Playmates Can't You Get in Through Your Head? (BMI)— Roulette 4072	45	6	
9. MY TRUE LOVE (BMI)—Jack Scott LEROY (BMI)—Carlton 462	13	7		25. JUST A DREAM (BMI)—Jimmy Clanton You Aim to Please (BMI)—Ace 546	24	3		42. DOTTIE (BMI)—Danny and the Juniors In the Meantime (BMI)—ABC-Paramount 9926	39	5	
10. ENDLESS SLEEP (BMI)— Jody Reynolds Tight Capris (BMI)—Demon 1507	9	10		26. PADRE (ASCAP)—Toni Arden All at Once (ASCAP)—Dee 30628	19	10		43. TORERO (ASCAP)—Rinaldo Carosone Chella Lla (ASCAP)—Cap 71880	45	10	
11. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash COME IN, STRANGER (BMI)—Sun 295	12	9		27. NO CHEMISE, PLEASE (BMI)— Gerry Granahan Girl of My Dreams (ASCAP)—Sunbeam 102	27	7		44. ANGEL BABY (BMI)—Dean Martin I'll Gladly Make the Same Mistake Again (ASCAP)—Cap 3988	43	2	
12. LITTLE STAR (BMI)—Elegants Getting Dizzy (BMI)—APT 25005		1		28. WITCH DOCTOR (ASCAP)— David Seville Don't Whistle at Me, Baby (ASCAP)— Liberty 55132	22	10		45. SUGAR MOON (BMI)—Pat Boone Cherie, I Love You (ASCAP)—Dot 15750	31	12	
13. IF DREAMS CAME TRUE (ASCAP)— Pat Boone THAT'S HOW MUCH I LOVE YOU (BMI)—Dot 15785	20	3		29. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers GLAUDETTE (BMI)—Cadence 1348	14	14		46. LOOKING BACK (BMI)— Nat King Cole Do I Like It? (BMI)—Cap 3939	34	16	
14. WILLIE AND THE HAND JIVE (BMI)— Johnny Otis Show King-a-Ling (BMI)—Cap 3966	17	5		30. BIG MAN (BMI)—Four Preps Stop, Baby (ASCAP)—Cap 3960	23	12		47. THE FREEZE (BMI)—Tony and Joe Gonna Get a Little Kissin' Tonight (BMI)— Era 1076		1	
15. SECRETLY (ASCAP)—Jimmie Rodgers MAKE ME A MIRACLE (ASCAP) —Roulette 4070	10	12		31. JENNIE LEE (BMI)—Jan and Arnie Gotta Getta Date (BMI)—Arwin 108	26	10		48. STUPID CUPID (BMI)—Connie Francis Caroline Moon (ASCAP)—M-G-M 12683		1	
16. FOR YOUR PRECIOUS LOVE (ASCAP) —Jerry Butler and Impressions Sweet Was the Wine (ASCAP)—Abner 1013	11	7		32. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day Instant Love (ASCAP)—Col 41195		1		49. OOH! MY SOUL (BMI)—Little Richard TRUE, FINE MAMA (BMI)—Specialty 633	44	6	
				33. BLUE BLUE DAY (BMI)—Don Gibson Too Soon to Know (BMI)—Vic 7010	33	3		50. WESTERN MOVIES (BMI)— Olympics Well! (BMI)—Demon 1508		1	

THIS WEEK'S BEST BUYS

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

- VACATION TIME (Arc, BMI)—Chuck Berry—Chess 1697
- BEAUTIFUL DELILAH (Arc, BMI)
- EARLY IN THE MORNING (Royalty, ASCAP)—Buddy Holly—Coral 62006—NOW WE'RE ONE (Portrait, BMI)
- YOU'RE A SWEETHEART (Robbins, ASCAP)—Little Willie John—King 5142—LET'S ROCK WHILE THE ROCKIN'S GOOD (Jay & Gee, BMI)

The above are previous Billboard Spotlight picks
LA PALOMA (Randy Smith, ASCAP)—Billy Vaughn—Dot 15795—
HERE IS MY LOVE (Randy Smith, ASCAP)
NEL BLU DIPINTO DI BLU (Robbins, ASCAP)—Domenico Modugno
 —Decca 30677—**MARTITA IN CITTA** (BMI)
JUST LIKE IN THE MOVIES (Bae, ASCAP)—The Upbeats—Swan
 4010—**MY FOOLISH HEART** (Joy, ASCAP)
 The following records, not previously selected as Best Buys, are on
 the charts for the first time this week.
STUPID CUPID (Alden, BMI)—Connie Francis—M-G-M 12683—
CAROLINA MOON (Gronwell, ASCAP)
WESTERN MOVIES (Elizabeth Aries, BMI)—The Olympics—Demon
 1508—**WELL!** (Elizabeth Aries, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JULY 19

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- Beautiful Delilah** **Chuck Berry**
(BMI) Chess 1697
- Early in the Morning** . . . **Bobby Darin and Rinky Dinks**
(ASCAP) Atco 6121
- Early in the Morning** **Buddy Holly**
(ASCAP) Coral 62006
- Moon Talk** **Perry Como**
(ASCAP) RCA Victor 7274



The Greatest
DOUBLE-BARRELLED
Record of 1958

Everly Brothers
“BIRD DOG”

c/w

**“DEVOTED
TO YOU”**

Cadence #1350



M-G-M Records

1540 Broadway, New York, N. Y., JU 2-2000

CONNIE FRANCIS

STUPID CUPID

and
CAROLINA MOON
K12683



Best Version Out
ALAN DALE

VOLARE'

(Nel Blu, Dipinto Di Blu)
K12699



Johnny Rejoins MGM

JOHNNY DESMOND

I'LL CLOSE MY EYES HOT MY EYES CHA CHA

K12693



TOMMY EDWARDS

IT'S ALL IN THE GAME

K12688

SENSATIONAL
NEW
RECORDING



DICK ROMAN

LOVE IS A MANY SPLENDORED THING

and
VAGABOND SHOES
K12686



Smash Novelty Follow-up to "The Purple People Eater"

MILDRED, OUR CHOIR DIRECTOR

featuring
Rollo & Bolliver
K12684

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 31

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

This Week	Last Week	Weeks on Chart
1. PATRICIA (ASCAP)—Perez Prado	3	5
Why Wait? (BMI)—Vic 7243		
2. POOR LITTLE FOOL (BMI)—Ricky Nelson	6	3
Don't Leave Me This Way (BMI)—Imperial 3528		
3. HARD HEADED WOMAN (ASCAP)—Elvis Presley	1	5
Don't Ask Me Why? (ASCAP)—Vic 7280		
4. YAKETY YAK (BMI)—Coasters	2	7
Zing, Went the Strings of My Heart (ASCAP)—Atco 6116		
5. SPLISH SPLASH (BMI)—Bobby Darin	5	4
Judy, Don't Be Moody (BMI)—Atco 6117		
6. EVERYBODY LOVES A LOVER (ASCAP)— Doris Day	19	2
Instant Love (ASCAP)—Col 41193		
7. ONE SUMMER NIGHT (BMI)—Danleers	20	4
Wheelin' and A-Dealin' (BMI)—Mercury 71372		
8. PURPLE PEOPLE EATER (BMI)—Sheb Wooley	4	6
I Can't Believe You're Mine (ASCAP)—M-G-M 12651		
9. WHEN (ASCAP)—Kalin Twins	8	5
Three o'Clock Thrill (BMI)—Dec 30642		
10. FEVER (BMI)—Peggy Lee	15	2
You Don't Know (BMI)—Cap 3908		
11. IF DREAMS CAME TRUE (ASCAP)—Pat Boone	7	2
That's How Much I Love You (BMI)—Dot 15785		
12. LEFT RIGHT OUT OF YOUR HEART (ASCAP)— Patti Page	9	5
Longing to Hold You Again (ASCAP)—Mercury 71331		
13. SECRETLY (ASCAP)—Jimmie Rodgers	10	11
Make Me a Miracle (ASCAP)—Roulette 4070		
14. REBEL-ROUSER (BMI)—Duane Eddy	18	2
Stalkin' (BMI)—Jamic 1104		
15. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	11	14
Claudette (BMI)—Cadence 1348		
16. KATHY-O (ASCAP)—Diamonds	—	1
Happy Years (ASCAP)—Mercury 71330		
17. ENCHANTED ISLAND (ASCAP)—Four Lads	12	3
Guess What the Neighbors'll Say (BMI)—Col 41194		
18. RETURN TO ME (ASCAP)—Dean Martin	13	17
Forgetting You (ASCAP)—Cap 3894		
19. MY TRUE LOVE (BMI)—Jack Scott	24	3
Leroy (BMI)—Carlton 462		
20. BLUE BLUE DAY (BMI)—Don Gibson	—	1
Too Soon to Know (BMI)—Vic 7010		
21. ENDLESS SLEEP (BMI)—Jody Reynolds	16	8
Tight Capris (BMI)—Demon 1507		
22. JUDY (BMI)—Frankie Vaughan	—	1
Am I Wasting My Time On You? (BMI)—Epic 9278		
23. PADRE (ASCAP)—Tony Arden	25	7
All at Once (ASCAP)—Dec 30628		
24. A CERTAIN SMILE (ASCAP)—Johnny Mathis	14	8
Let It Rain (ASCAP)—Col 41193		
25. BAUBLES, BANGLES AND BEADS (ASCAP)— Kirby Stone Four	—	1
In the Good Old Summertime/Take the Lady (ASCAP)— Col 41193		

His Greatest!
Billy Vaughn's
"La Paloma"

and

**"HERE IS MY
 LOVE"**

15795



BEST SELLING LP's and EP's

- DLP-3001 SWEET MUSIC AND MEMORIES—
 Billy Vaughn
- DLP-3016 THE GOLDEN INSTRUMENTALS—
 Billy Vaughn
- DLP-3045 INSTRUMENTAL SOUVENIRS—
 Billy Vaughn
- DLP-3064 MELODIES IN GOLD—
 Billy Vaughn
- DLP-3086 MUSIC FOR THE GOLDEN HOURS—
 Billy Vaughn
- DLP-3100 SAIL ALONG SILV'RY MOON—
 Billy Vaughn
- DLP-3119 BILLY VAUGHN PLAYS THE MILLION
 SELLERS
- DEP-1021 MELODIES OF LOVE—Volume I—
 Billy Vaughn
- DEP-1022 MELODIES OF LOVE—Volume II—
 Billy Vaughn
- DEP-1060 THE SHIFTING WHISPERING SANDS—
 Billy Vaughn
- DEP-1066 FOUR BY BILLY VAUGHN

AND WATCH HIS NEW
 BEST SELLING ALBUM—



**BILLY VAUGHN PLAYS
 THE MILLION SELLERS**
 DLP-3119

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QUALITY RECORDS • In Canada

JUMPING ON ALL CHARTS

CONNIE FRANCIS



STUPID CUPID

K 12683

M-G-M Records



Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 19

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

- BOSTON**
 Hard-Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
 Just a Dream, Jimmy Clanton, Ace
 Leroxy/My True Love, Jack Scott, Car.
 No Chemie, Please Gerry Granahan, Sunbeam
 Poor Little Fool, Ricky Nelson, Imp.
 Purple People Eater, Sheb Wooley, M-G-M
 Splish Splash, Bobby Darin, Atco
 Yakey Yak, Coasters, Atco
- CHICAGO**
 Don't Ask Me Why/Hard-Headed Woman Elvis Presley, Vic.
 Endless Sleep, Jody Reynolds, Dem.
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Rebel-Rouser, Duane Eddy, Jam
 Splish Splash, Bobby Darin, Atco
 When, Kalin Twins, Dec.
 Yakey Yak, Coasters, Atco
- DETROIT**
 Guess Things Happen That Way Johnny Cash, Sun.
 Hard-Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Purple People Eater, Sheb Wooley, M-G-M
 Rebel-Rouser, Duane Eddy, Jam
 Splish Splash, Bobby Darin, Atco
 Willie and the Hand Jive Johnny Otis Show, Cap.
 Yakey Yak, Coasters, Atco
- EAST TEXAS**
 Endless Sleep, Jody Reynolds, Dem.
 For Your Precious Love Jerry Butler & the Impressions, Abn.
 Hard-Headed Woman, Elvis Presley, Vic.
 Leroxy/My True Love, Jack Scott, Car.
- ST. LOUIS AND KANSAS CITY**
 Endless Sleep, Jody Reynolds, Dem.
 Hard-Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
 Oh, Lonesome Me, Don Gibson, Vic.
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Splish Splash, Bobby Darin, Atco
 When, Kalin Twins, Dec.
 Yakey Yak, Coasters, Atco
- SAN FRANCISCO AND OAKLAND**
 All I Have to Do Is Dream Everly Brothers, Car.
 One Summer Night, Danlers, Mer.
 Patricia, Perez Prado, Vic.
 Purple People Eater, Sheb Wooley, M-G-M
 Secretly, Jimmie Rodgers, Rit.
 Splish Splash, Bobby Darin, Atco
 When, Kalin Twins, Dec.
 Yakey Yak, Coasters, Atco
- WASHINGTON AND BALTIMORE**
 Guess Things Happen That Way Johnny Cash, Sun.
 Hard-Headed Woman, Elvis Presley, Vic.
 If Dreams Come True/That's How Much I Love You, Pat Boone, Dot.
 One Summer Night, Danlers, Mer.
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Splish Splash, Bobby Darin, Atco
 Yakey Yak, Coasters, Atco
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The record they all tried to buy—Internationally distributed by BIGTOP On Madison Label

The Billboard
July 14, 1958

Review Spotlight on . . .
THE WILD ONES . . . Madison 102 . . . SHUT UPS
"Spotlighted with goss thrown in amid driving instrumental sax . . . very much in the current hit groove."

Sleeper of the Week

" . . . Should take the teenage buyers by storm."

"SHUT-UPS" by THE WILD TONES

On Madison 102
b/w "The Martian Band"

"MOONLIGHT AND ROSES"

Sleeper of the Week

" . . . label gets off to a great start with a rock-a-ballad instrumentation of a top notch oldie . . ."

by THE NOTABLES
 Bigtop 3001
 b/w "Under The Bridges Of Paris"

Review Spotlight on . . .
THE SHADES, THE KNOTT SISTERS . . . Big Top 3003
SUN GLASSES . . . UNDIVIDED ATTENTION
"contagious tune . . . lots of acute vocal gimmicks . . . Knott Sisters handle . . . in a very pleasing way . . . Strong coupling."

Sleeper of the Week

" . . . A powerful new pressing. . . It's a clever teen pleaser that should appeal to many fans of the hit "Short Shorts."

The Billboard
July 14, 1958

"SUN GLASSES"

by THE SHADES featuring The Knott Sisters
 Bigtop 3003 b/w "Undivided Attention"

ORDER FROM YOUR BIGTOP AND MADISON DISTRIBUTOR NOW!

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- B & K DIST. Oklahoma City, Oklahoma
- C & C DIST. Seattle, Washington
- CHATTON DIST. CO. Oakland, California
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- *CHOICE DIST. CO. St. Louis, Missouri
- *CHOICE DIST. CO. Kansas City, Missouri
- *COMMERCIAL DIST. CO. Kansas City, Missouri
- *COMMERCIAL DIST. CO. St. Louis, Missouri
- CONCORD DIST. CO. Cleveland, Ohio
- DAILY BROS. DIST. Dallas, Texas
- DAILY BROS. DIST. Houston, Texas
- DIXIE DIST. Atlanta, Georgia
- DIMONT DIST. Boston, Massachusetts
- ESSER DIST. CO. Newark, New Jersey
- *GENERAL DIST. Baltimore, Maryland
- GREAT WESTERN DIST. Denver, Colorado
- GREAT WESTERN DIST. Salt Lake City, Utah
- *J & F DIST. CO. Baltimore, Maryland
- JATHER DIST. CO. Minneapolis, Minnesota
- *BILL LAWRENCE DIST. CO. Pittsburgh, Pennsylvania
- LESLIE DIST. Hartford, Connecticut
- M. B. KRUPP DIST. El Paso, Texas
- M. B. KRUPP DIST. Phoenix, Arizona
- MICROPHONE Honolulu, Hawaii
- M & S DIST. CO. Chicago, Illinois
- MUSIC CITY DIST. CO. Nashville, Tennessee
- MUSIC SERVICE Great Falls, Montana
- *PORTEM DIST. CO. New York, New York
- RECORD MERCHANTS Los Angeles, California
- RECORD SALES Memphis, Tennessee
- SCAN DIST. CO. Buffalo, New York
- SEABOARD DIST. CO. Albany, New York
- *STANDART DIST. CO. Pittsburgh, Pennsylvania
- STANS RECORD SHOP Shreveport, Louisiana
- TRUTONE DIST. Miami, Florida
- WHIRLING DISC DIST. CO. Cincinnati, Ohio
- WHIRLING DISC RECORD DIST. Indianapolis, Indiana
- WORLD WIDE DIST. New Orleans, Louisiana
- *New Orleans, Louisiana
- *Madison Dist. only.
- *Bigtop Dist. only.



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LEE ANDREWS AND THE HEARTS



WHY DO I

b/w GLAD TO BE HERE
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UNITED ARTISTS RECORDS

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47/20-7295

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45's - 65¢

78's - 76¢

Free Slips



Top 100 Sides

FOR SURVEY WEEK ENDING JULY 19

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

Pos.	Song, Artist, Label	Last Week
1	PATRICIA, Perez Prado, Victor	6
2	POOR LITTLE FOOL, Ricky Nelson, Imperial	5
3	HARD HEADED WOMAN, Elvis Presley, Victor	2
4	SPLISH SPLASH, Bobby Darin, Atco	4
5	YAKETY YAK, Coasters, Atco	7
6	HEBEI-ROUSER, Duane Eddy, Jamie	1
7	WHEN, Kalin Twins, Decca	8
8	THE PURPLE PEOPLE EATER, Shub Wooley, M-G-M	3
9	ENDLESS SLEEP, Judy Reynolds, Demon	9
10	LITTLE STAR, Elegance APT	64
11	GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun	12
12	WILLIE AND THE HAND JIVE, Johnny Otis Show, Capitol	16
13	FOR YOUR PRECIOUS LOVE, Jerry Butler & The Impressions, Abner	13
14	SECRETLY, Jimmie Rodgers, Roulette	10
15	MY TRUE LOVE, Jack Scott, Carlton	32
16	ONE SUMMER NIGHT, Danleers, Mercury	34
17	DO YOU WANT TO DANCE? Bobby Freeman, Josie	14
17	IF DREAMS CAME TRUE, Pat Boone, Dot	23
17	FEVER, Peggy Lee, Capitol	25
17	GINGER BREAD, Frankie Avalon, Chancellor	56
21	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	15
21	A CERTAIN SMILE, Johnny Mathis, Columbia	19
23	RETURN TO ME, Dean Martin, Capitol	17
23	LEFT RIGHT OUT OF YOUR HEART, Paul Page, Mercury	25
25	JUST A DREAM, Jimmy Clanton, Ace	22
26	PADRE, Toni Arden, Decca	18
27	NO CHEMISE, PLEASE, Gerry Granahan, Sunbeam	25
28	WITCH DOCTOR, David Seville, Liberty	20
29	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	24
30	LERDY, Jack Scott, Carlton	13
31	BIG MAN, Four Tops, Capitol	21
32	JENNIE LEE, Jon & Arnie, Aram	20
33	DON'T ASK ME WHY, Elvis Presley, Victor	28
34	BILF BLUE DAY, Don Gibson, Victor	34
34	EVERYBODY LOVES A LOVER, Doris Day, Columbia	74
36	THE BIRD ON MY HEAD, David Seville, Liberty	44
37	BORN TOO LATE, Patti Lauro, ABC-Paramount	78
38	I WONDER WHY, Dion & The Belmonts, Laurie	34
39	YOU NEED HANDS, Eydie Gorme, ABC-Paramount	39
40	ENCHANTED ISLAND, Four Lads, Columbia	59
41	COME CLOSER TO ME, Nat King Cole, Capitol	33
41	DELICIOUS! Jim Beckus, Jubilee	42
42	DON'T GO HOME, Playmates, Roulette	47
44	DOTTIE, Danny & The Juniors, ABC-Paramount	41
44	TORERO, Renato Carosone, Capitol	46
46	ANGEL BABY, Dean Martin, Capitol	45
47	SUGAR MOON, Pat Boone, Dot	32
48	LOOKING BACK, Nat King Cole, Capitol	36
49	STUPID CLIP, Connie Francis, M-G-M	78
49	THE FREEZE, Tony and Joe, Era	78
51	DR. LONGSONG, Don Gibson, Victor	78
51	YOU'RE MAKING A MISTAKE, Platters, Mercury	50
51	WESTERN MOVIES, Olympia, Demon	74
54	TWILIGHT TIME, Platters, Mercury	42
54	SHIEK OF ARABY, Lou Monte, Victor	87
56	FOR YOUR LOVE, Ed Townsend, Capitol	36
56	OOH! MY SOUL, Little Richard, Specialty	51
56	LITTLE MARY, Fats Domino, Imperial	81
56	THAT'S HOW MUCH I LOVE YOU, Pat Boone, Dot	53
56	SENGING HILLS, Billy Vaughn, Dot	59
56	BEWITCHED, Betty Smith, London	69
61	TALK TO ME, TALK TO ME, Little Willie John, King	62
62	ZORRO, Chordettes, Cadence	66
62	(IT'S BEEN A LONG TIME) PRETTY BABY, Gino & Gina, Mercury	65
62	THINK IT OVER, Crickets, Brunswick	92
64	HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun	48
64	LITTLE SPRENADE, Teddy Randazzo, Vik	75
68	JOHNNY B. GOODE, Chuck Berry, Chess	47
68	RUMBLE, Link Wray & His Ray Men, Cadence	49
68	YOUNG AND WARY AND WONDERFUL, Tony Bennett, Columbia	57
71	THE PURPLE PEOPLE EATER MEETS THE WITCH DOCTOR Joe South, NRC	—
71	I KNOW WHERE I'M GOIN', George Hamilton IV, ABC-Paramount	48
73	MIDNIGHT, Paul Anka, ABC-Paramount	—
73	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	87
73	I LOVE YOU SO, Chantels, End	82
73	HE'S GOT THE WHOLE WORLD IN HIS HANDS Laurie London, Capitol	65
77	COME IN, STRANGER, Johnny Cash, Sun	94
78	BY THE LIGHT OF THE SILVER MOON, Jim Bonner, Columbia	96
78	FI RANCHO ROCK, Champs, Challenge	53
78	WINDY, Phil Gayten, Argo	92
81	GOT A MATCH, Daddy-O's, Cabal	87
81	MARCH FROM THE RIVER KWAI AND "COLONEL ROGEE" Mitch Miller, Columbia	96
83	BEAUTIFUL DELILAN, Chuck Berry, Chess	—
83	EARLY IN THE MORNING, Bobby Darin & The Rinky Dinks, Atco	—
83	CHANSON D'AMOUR, Ari & Dotty Todd, Era	72
83	KEWPIE DOLL, Perry Como, Victor	75
87	I'LL GET BY, Billy Williams, Coral	—
87	KATHY-O, Diamonds, Mercury	—
87	MOON TALK, Perry Como, Victor	—
87	OP, Honeycreaks, Ember	—
90	TRY THE IMPOSSIBLE, Fee Andrews, ABC-Paramount	75
90	J'ALOUSY, Kitty Wells, Decca	78
90	FLIP TOP BOYS/Dickey Dee & The Donits, Swan	84
90	IRISAL, Betty Johnson, Atlantic	87
95	COME WHAT MAY, Clyde McPhatter, Atlantic	65
95	RAVE ON, Windy Holly, Coral	68
95	GOT A MATCH, Frank Gallup, ABC-Paramount	72
95	YOG-D-B SURPRISED, Kathy Linden, Helton	84
95	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	87
95	TEACHER, TEACHER, Johnny Mathis, Columbia	—

Two for the top

BUDDY KNOX



SOMEBODY TOUCHED ME

C/W
C'MON BABY

R-4082

JIMMY BOWEN



BY THE LIGHT OF THE SILVER MOON

R-4083

ROULETTE

jimmie rodgers

makes it

5 in a row!!!!

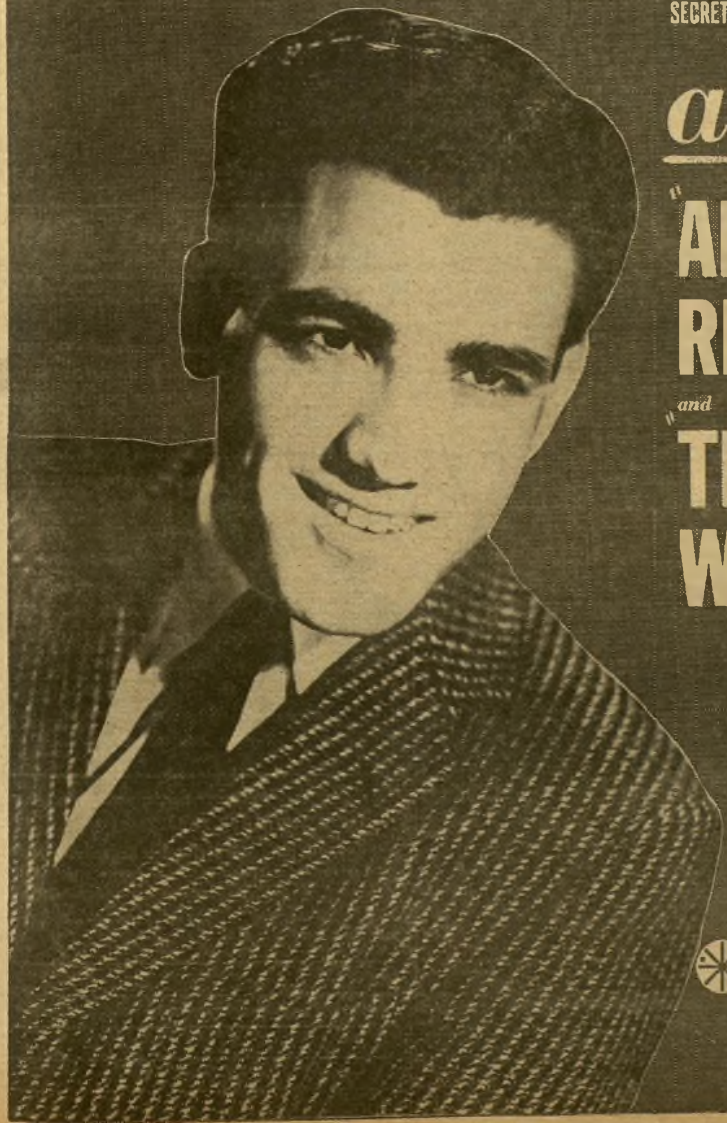
HONEYCOMB
KISSES SWEETER THAN WINE
OH-OH I'M FALLING IN LOVE AGAIN
SECRETLY

and Now

"ARE YOU REALLY MINE"

and
"THE
WIZARD"

R-4090



*a sound bet . . .
buy*



ROULETTE

Distributed in Canada by Apex, Ltd.

Now...

**2 SMASH
HIT
RECORDS
FOR**

BOBBY DARIN

on the hot Atco Label

SPLISH SPLASH

AND
**EARLY IN
THE MORNING**

**FUNNY WHAT YOU
LEARN FROM
WOMEN**

47/20-7306

JACK PAAR



MAKING A BIG SPLASH!
WARREN STORM
PRISONER'S SONG

MAMA MAMA
MAMA (Like What Your Little Boy's Done)

Nashboro Record Co., Inc. Nashville, Tennessee
Chappel 2-2215

**SAVE MORE MONEY
MAKE MORE MONEY**
Subscribe to The Billboard TODAY!

• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. PADRE (Jungnickle)	1	10
1. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	6	4
3. SECRETLY (Planetary)	2	10
4. A CERTAIN SMILE (Miller)	7	5
5. PURPLE PEOPLE EATER (Cordial)	3	8
6. PATRICIA (Southern)	13	2
7. RETURN TO ME (Southern)	5	15
8. TWILIGHT TIME (Fergie)	8	15
9. ENCHANTED ISLAND (Korwin)	13	2
10. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	4	14
11. YOUNG AND WARM AND WONDERFUL (Frank)	9	4
12. VOLARE (Robbins)	—	1
13. SUGAR MOON (Gallatin)	10	12
14. IF DREAMS CAME TRUE (Korwin)	15	2
15. BIG MAN (Beechwood)	12	8

• Best Selling Sheet Music in Britain

(For week ending July 19)

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

On the Street Where You Live—Chappell (Chappell)	I Could Have Danced All Night—Chappell (Chappell)
Tulips From Amsterdam—Cinephonic (Stork)	You Need Hands—Lakeview (Leeds)
All I Have to Do is Dream—Acuff-Rose (Acuff-Rose)	A Very Precious Love—Blissom (Witmark)
Stairway of Love—Leeds (Planetary)	Book of Love—Francis Day (Rogart)
I May Never Faze This Way Again—Chappell (Gral)	Witch Doctor—Bourne (Monsch)
Who's Sorry Now?—Feldman (Mills)	Keopie Doll—Leeds (Leeds)
Twilight Time—Victoria (Fergie)	Sugar Moon—Frank (Frank)
Big Man—Grossvater (Beechwood)	Tom Hark—Southern (Beechwood)
Trudie—Henderson (Kassner)	A Wonderful Time Up There—Morris (Morris)
	Little Serenade—MacMelodies (Mauica)
	Swinging Shepherd Blues—Sherwin (Benell)

• Best Selling Pop Records in Britain

(For week ending July 19)

This Week	Last Week
1. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London)	1
2. BIG MAN—Four Preps (Capitol)	2
3. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Mae Bygraves (Decca)	3
4. TWILIGHT TIME—Platters (Mercury)	4
5. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	4
6. RAVE ON—Buddy Holly (Coral)	9
7. HARD HEADED WOMAN—Elvis Presley (RCA)	6
8. SUGAR MOON—Pat Boone (London)	6
9. SALLY DON'T YOU GRIEVE/BETTY, BETTY, BETTY—Lonnie Donegan (Pye-Nixa)	11
9. ENDLESS SLEEP—Marty Wilde (Philips)	13
11. WHO'S SORRY NOW?—Connie Francis (M-G-M)	7
12. I'M SORRY I MADE YOU CRY—Connie Francis (M-G-M)	17
13. BOOK OF LOVE—Mudrarks (Columbia)	8
14. RETURN TO ME—Doris Martin (Coral)	21
15. ON THE STREET WHERE YOU LIVE—David Whitfield (Decca)	15
16. WITCH DOCTOR—Don Lang (HMV)	10
17. PURPLE PEOPLE EATER—Sheb Wooley (M-G-M)	12
18. A VERY PRECIOUS LOVE—Doris Day (Philips)	18
18. WHEN—Kalia Twins (Brunswick)	27
20. STAIRWAY OF LOVE—Michael Holliday (Columbia)	14

Columbia Preps

• Continued from page 2

the "coupon plan" is over for record buyers and are no longer valid. Traffic Stimulator

The diskery has instituted this plan because they believe it will stimulate business at the dealer level during the start of the record dealer's busiest three-month period. The diskery execs feel that the increased store traffic will help the dealer move many other records, Columbia's as well as other labels, at the regular price.

Good Pickings

On the pop LP side the monaural disks that Columbia is releasing during July and August include LP's by Johnny Mathis, Judy Holiday, J. J. Johnson, Jerry Vale, Duke Ellington and Mahalia Jackson, Carl Smith, Vic Damone, Percy Faith, Andre Kostelanetz, Frank DeVoi, Paul Weston, Ray Conniff, Dave Brubeck, Polly Bergen, Frankie Laine, Tony Bennett, Erroll Garner, the Norman Luboff Choir, the Four Lads, Jos Cleber, and Wally Stott. Classical sets include LP's by Glenn Gould, Robert Casadesu, a New Directions in Music set, Isaac Stern, the Philadelphia Orchestra, Eugene Istomin, "The Thrill of Sports," the New York Philharmonic under Bruno Walter, Leonard Bernstein, and Dimitri Mitropoulos. Pamplona Choir of Spain, the Budapest String Quartet, E. Power Biggs, "La Boheme." There are six new sets in the "Adventures in Sound" series.

King to Distrib

• Continued from page 2

albums out of existing catalog as the first release of its low-price line to be known as Rep Records. These will be priced at \$1.98.

New material for Bethlehem will include albums by Mel Torme, the Australian Jazz Quintet, a jazz version of "Three Penny Opera," and a "free blowing album of standards." To kick off the new deal, Bethlehem will offer dealers one free LP for every eight purchased.

It was stressed that a number of independent distributors who formerly handled Bethlehem will be retained. The King deal, however, brings Bethlehem the advantage of national distribution thru 22 King factory branches plus outlets in all parts of the world.

Vet Pubber

• Continued from page 2

publishing business and to counter these moves, pubberies are now setting up their own labels. Mills added that the sheet music business in Europe is very bad at the moment.

Aside from the music scene, Mills stated that he enjoyed the Brussels World's Fair and particularly some of its restaurants. "The restaurant in the Hungarian Building was especially good as far as I was concerned," he quipped, "because there we figured we couldn't go wrong with goulash."

NEW RELEASES!!

BUBBER JOHNSON
EVERYBODY'S WITH YOU WHEN YOU'RE WINNING

b/w
I SURRENDER DEAR
King 5143

EARL BOSTIC
HOME SWEET HOME
ROCK

b/w
PINKIE
King 5144

DONNIE ELBERT
COME ON SUGAR

b/w
I WANT TO BE NEAR YOU
Deluxe 6168

THE SWALLOWS
ITCHY, TWITCHY FEELING

b/w
WHO KNOWS, DO YOU
Federal 12333

TOMMY LOVE
MY CRAZY HEART

b/w
TELL ME, TELL ME
Federal 12331

KENNY MARTIN
I'M SORRY

b/w
YUM YUM
Federal 12330

JOHNNY DARLING
BASEBALL BABY

b/w
I DON'T WANT TO WIND UP IN LOVE

Deluxe 6167

THE GUYTONES

YOUR HEART'S BIGGER THAN MINE

b/w
TELL ME

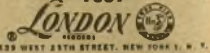
(How Was I to Know)
Deluxe 6169

KING RECORDS

A Double Smash!
TED HEATH

and His Music plays
TOM HARK

b/w
CHA CHA BABY
1809



899 WEST 25TH STREET, NEW YORK 1, N. Y.

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

the
McGUIRES

at their greatest-
you've heard the rest
now listen to the best
A TWO SIDED SMASH

VOLARE

B/w

**DO YOU LOVE ME
LIKE YOU KISS ME**



CORAL
9-62021



THE BILLBOARD'S WEEKLY

Tips on Coming Tons

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

• Review Spotlight on . . .

POP RECORDS

THE EVERLY BROTHERS . . . Cadence 1350 . . . BIRD DOG (Acoff-Rose, BMI)

DEVOTED TO YOU . . . (Acoff-Rose, BMI)

Hard to pick a top side on this latest platter by the duo. Both appear excellent bets to score. "Bird Dog" is a swinging, up-beat blues about a cat who's being warned to stay away from other guys' girls. "Devoted" is a slow ballad much along the lines of their current click, "All I Have to Do Is Dream." Strong potential in all markets.

THE CHAMPS . . . Challenge 59018 . . . CHARIOT ROCK (Golden West, BMI)

SUBWAY . . . (Jat, BMI)

"Chariot Rock" is a rocking version of "Swing Low, Sweet Chariot." It's a fine rhythm side that spotlights highly listenable alto work. Flip, "Subway," is a contagious, stroll melody that also has strong possibilities. A likely two-sided hit.

DION & THE BELMONTs . . . Laurie 3015 . . . NO ONE KNOWS (Schwartz, ASCAP)

I CAN'T GO ON (ROSALIE) . . . (Commodore, BMI)

Top side is a slow ballad that gets an emotional reading by the lead with good group backing. "I Can't," the flip, is a frantic, blues side handled with gusto by the lads. Both sides are given solid ork backing and appear strong contenders.

GINO & GINA . . . Mercury 71346 . . . SHE BELONGS TO ME (Figure, BMI)

Swingy effort could be a successful follow-up to the pair's hit "Pretty Baby." It's a sparkling performance with a strong teen message. Lots of vocal gimmicks by Gina. Flip is "Rainin', Rainin'" (Figure, BMI).

THE QUIN-TONES . . . Hunt 321 . . . DOWN THE AISLE OF LOVE (Myra, BMI)

PLEASE, DEAR . . . (Myra, BMI)

Deeply felt vocal by the lead on this gospel-tinged rockballad is given solid support by a fem group. Good organ backing helps. "Please, Dear," is a catchy tune with a combination Bo Diddley-Beguine rhythm. Vocal effort on this side is equally powerful.

POP DISK JOCKEY PROGRAMMING

LES BAXTER . . . Capitol 4032 . . . DANCE, EVERYBODY, DANCE (Bourne, ASCAP)

A CHANCE IS ALL I ASK . . . (Warman, BMI)

Bright sound by the ork and chorus on "Dance," an Eastern folk-type melody. There are other versions, but this can also provide easy listening. Flip has also been waxed by Don Deal. It's a haunting, Western ballad with a folkish flavor. Ork and choral work on this side are equally listenable.

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

• Reviews of New Pop Records

GENE SUMMERS

Nervous . . . 85
JAN 10—Strong material and strong performance by the new talent. It's a powerful beat job and the lads should flip over it. Action already reported from the Southwest territories. (Ted, BMI)
Gotta Lotta 'That' . . . 80
A swinging, blues effort that really moves and rocks. Good sound and solid performance by Summers with fine guitar support. (Song Prod., BMI)

BETTY JOHNSON

Mr. Brown Is Out of Town . . . 82
ATLANTIC 1193—Side begins with a phone ringing. Secretary answers for her boss to tell the lady on the other end that it's over. It's a nicely delivered side. Tune is a rockballad. Watch it. (Trinity, BMI)
There's Never Been a Nick . . . 81
Rocker blues is presented with male group and peppy rhythm backing. Good change of pace from the flip. Strong coupling. Both sides are strong bets to score. (Trinity, BMI)

MCGUIRE SISTERS

Volare . . . 80
CORAL 6201—Strong version of Italian diva—fine waxing of tune by fem artists. However, there's formidable competition from nine other versions already out. (Robbins, ASCAP)
Do You Love Me
Like You Kiss Me . . . 80
Folky Mediterranean song with pay tempo chanted with happy showmanship by gals. (Leeds, ASCAP)

JOHNNIE RAY

Ep. Label Now . . . 80
COLUMBIA 4121—Ray returns to the gospel kick with a fine reading of a bright, gospel effort, backed by a girl's group and an outstanding piano. Could be a big one. (Roussell, BMI)
No Heartis . . . 78
Johnnie Ray returns to the style that first brought him prominence a few years ago with a wild reading of new rockballad. Has a chance. (Ohio, BMI)

GEORGE HAMILTON IV

When Will I Know . . . 80
ABC-PARAMOUNT 3946—Hamilton intones romantic thoughts to his chick. Moderate rhythm backing adds a nice touch to the side. This one move out. (Saron, BMI)
Your Charms' Heart . . . 77
The famous Hank Williams' ballad gets a sprightly but sincere performance by Hamilton. Flip has the edge. (Acoff-Rose, BMI)

OTIS BLACKWELL ORK

Handle With Care . . . 79
DATE 1006—Driving rock and roll item is handled with style by Otis Blackwell on his debut cutting for the label. Record is good and has a chance. (Singleton, BMI)
Don't Run Away . . . 78
Wild rocker receives a listenable vocal by the chanter over frantic ork support. Flip side appears stronger. (Singleton, BMI)

EILEEN RODGERS

Treasure of Love . . . 79
COLUMBIA 4124—The thrush comes thru with a potent reading of a mournful tune with strong ork and vocal backing. It has a chance for love. (DeVernon, BMI)
A Little Bit Blue . . . 74
Fair reading by the hard-driving thrush of a wild piece of material. Could get spins. (Westlake, BMI)

MARGARET WHITING

Pretty-Faced Baby . . . 78
DOT 1586—Sassy effort waxed in a while back by Frankie Lane and Jo Stafford, is handed a rock reading by the thrush. Backing is solid. (Pickwick, ASCAP)
Just a Dream . . . 78
Tune now a hit via Jimmy Clanton record is performed with heart by Miss Whiting. May collect a few coins. (Ace, BMI)

THE BETTY SMITH GROUP

My Finnish Heart . . . 78
LONDON 1819—Smooth, attractive version of the oldie by the lads, who do a fine job on tenor over attractive ork support. Could get action. Good follow-up to "Bewitched." (Joy, ASCAP)
Reth's Blues . . . 75
Attractive blues is sung well by the thrush over mild rock and roll beat. (Olman, ASCAP)

VINCE CASTRO

Bung Bore . . . 78
APE 25007—Staidout choral ork and backing on this catchy r&b side, such appearing vocal solo work by Castro. APF is ABC-Paramount sub-

idiary. (Beta, BMI)
You're My Girl . . . 73
Strong backing by chorus on otherwise routine handling of rhythm tune. Flip is better side. (Beta, BMI)

MICKEY AND SYLVIA

It's You I Love . . . 76
VIK 0118—Rock and roll treatment of an old gospel tune is in a bright, cheerful groove. Tambourine is featured prominently in the good ork support. It could step out. (Regency, BMI)
True True Love . . . 73
Medium beat ballad with mild rock and roll backing is nicely presented by the duo. Song has a slight gospel flavor. (Ben-Ghazal, BMI)

MINDY CARSON

Knock on Wood . . . 77
COLUMBIA 4121—A rock-ritual song with much gusto by Miss Carson. Bright side can get spins. (Newly, ASCAP)
My Finnish Heart . . . 76
A lush read by the thrush on her old time hit. Well sung, the side gets a big, ethereal string backing. This could also catch spins. (Joy, ASCAP)

DON AND DEWZY

Specialty . . . 77
SPECIALTY 639—Strong, ballad performance by the boys. It's a good tune, nicely arranged and chanted. This could easily step out. (Warner, BMI)
Kissin' Joe . . . 76
The duo have a cute blues novelty here about one of those jungle creatures. A wild sound in the Little Richard tradition. This can go. (Warner, BMI)

DAVE KING

I LONDON 1808—Dave King, British warbler with a Bing Crosby sound, handles this warm ballad with feeling. Ork backs him nicely, and side could move out. This is his first release here. (Mellin, BMI)
Home . . . 75
The fine evergreen is sung with much heart by King over smooth ork support. Warbler's vocal resemblance to Crosby is striking. (Mills, ASCAP)

MANTOVANI ORK

Tulip From Amsterdam . . . 77
LONDON 1823—Nostalgic effort which has been stirring some noise in Scotland is performed stylishly by the Mantovani ork with accordion featured. (Sikorski, BMI)
Only Yesterday . . . 76
New ballad features the smooth-stringed Mantovani crew in a competent performance that stuns the pianist. Nice wax. (Leeds, ASCAP)

THE SWALLOWS

Hebby Felicity Feeling . . . 77
FEDERAL 12133—Bright, bouncy cover of Bobby Hendricks' Sue did. Hendricks has head hurt, but this is good enough to corral plenty of spins. (Sue, BMI)
Who Knows, Do You? . . . 75
Emotion-packed lead and group wail. Relative rockballad. (Arnel, ASCAP)

LU ANN SIMMS

Felipe . . . 77
JUBILEE 5135—Sincere performance of a slightly offbeat type piece of material has a quality that could catch on. Side has a jazzy touch which also features a nice interesting side. (Hinskip, BMI)
Harbor Lights . . . 72
Another standard gets the slow rocking, revival treatment. Flip, however, should catch most of the interest. (Chappell, ASCAP)

DON DEAL

A Chance Is All I Ask . . . 77
ERA 1077—Western-type, minor ballad is given a pleasant go by Deal with mixed group support. Some coin possible. (Warman, BMI)
Just Thought I'd Call . . . 74
Sincere performance by the artist on a ballad with strummed guitar and chorus backing. Flip appears more potent. (Poplar, BMI)

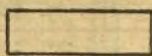
JOHNNY DESMOND

I'll Close My Eyes . . . 77
MGM 12695—One of Desmond's best outings in a spell marks his debut on the label. It's the standard ballad with the gentle rocking backing, and it could step out. (Warner, BMI)
Hot Cha Cha . . . 73
Desmond sings well against a cha cha rhythm backing. Pleasant sound, but flip has better chance. (Famous, ASCAP)

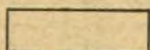
PETER DE ANGELES

The Woppy Mandolin . . . 74
CHANCELLOR 1022—Interesting

(Continued on page 42)



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



2 EP HEADLINERS FROM RCA VICTOR

BLUE BLUE DAY **RCA VICTOR**
DON GIBSON

BLUE BLUE DAY
HEARTBREAK AVENUE
SWEET SWEET GIRL
BAD BAD DAY



EPA-4323

PATRICIA **RCA VICTOR**
PEREZ PRADO Orchestra
Patricia • Mood Indigo •
Pretty Doll • Whistling Rock



EPA-4322

RCA Victor's hot singles:

- PATRICIA**—Perez Prado—47/20-7245
- PATRICIA**—Ray Peterson (vocal)—47/20-7303
- BLUE BLUE DAY**—Don Gibson—47/20-7010

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



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

OPERATORS BEST BUYS

CHUCK BERRY Vacation Time Beautiful Delilah Chess 1897	CONNIE FRANCIS Supper Club Carolinas Moon M-G-M 12883
BUDDY HOLLY Early in the Morning Now We're One Coral 52096	LITTLE WILLIE JOHN You're a Sweetheart Let's Rock While the Rockin' Gets Rug 3182
DOMENICO MODUGNO Nel Blu Dipinto Di Blu Marinella in Citta Decca 36771	THE OLYMPICS Western Melody Waltz Decca 1558
JIMMY REED Down in Virginia I Know It's a Sin Vanguard 287	THE UPBEATS Just Like in the Movies My Foolish Heart Sea 4010

BEST BUY
BILLY VALGREN
La Paloma
Here in My Arms
Dot 15795

OPERATORS BEST NEW RELEASES

LES BAATIER Dance, Everbody, Dance In a Circle Capitol 402	THE CREATIONS Chorus Book Sultry Challenge 59018
DAW & THE REMARKETS No One Knows I Can't Go On (Roulette) Laurie 3015	EVERELY BROTHERS Blind Dog Dressed in Chabrous 159
GINO & GINA See Belongs to Me Rainin', Rainin', Rainin' Mercury 7136	OFFEN-TOBERS Down the Middle of Love Phonix, Disc Sheet 321

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

BLUE BLUE DAY 100 SOON TO KNOW RCA Victor 7010	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992
HEY, MR. BLUEBIRD ERNEST TUBB & WILBURN BROTHERS HOW DO WE KNOW! Decca 36610	BLUE BOY JIM REEVES THEME OF LOVE RCA Victor 7264
JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662	CITY LIGHTS RAY PRICE INVITATION TO THE BLUES Columbia 41191

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

LOOKING BACK NAT KING-COLE DO I LIKE IT Capitol 3939	DOWN IN VIRGINIA JIMMY REED I KNOW IT'S A SIN Vee Jay 287
FOR YOUR LOVE ED TOWNSEND OVER AND OVER AGAIN Capitol 3726	JENNIE LEE JON and ARNOLD GOTTA GETTA DATE Ariston 108
LITTLE MARY FATS DOMINGO PRISONERS SONG Imperial 3526	

POPULAR

WHAT AM I LYING FOR! CHUCK WALKER HANG UP MY ROCK AND ROLL SHOES Atlantic 1179	REBEL ROUSER DUANE EDDY STALKIN' Jamae 1104	ENDLESS SLEEP JOEY BENFONDS TIGHT CAPRIS Decca 1507	WILLIE AND THE HAND JIVE JOHNNY OTIS SHOW RING-A-LING Capitol 3766	ERNEST TUBB & WILBURN BROTHERS HOW DO WE KNOW! Decca 36610
FEVER PEGGY LEE YOU DON'T KNOW Capitol 3998	SMASH SPLASH BOBBY DAVIN JUDY, DON'T BE MOODY Aco 6117	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992	NO GIBBY PLEASE GERRY GRAMMIAN GIRL OF MY DREAMS Sunbeam 102	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
VALETTY YAK THE COASTERS ZING! WENT THE STRINGS OF MY HEART Aco 6116	A CERTAIN SMILE JOHNNY WATKINS LET IT RAIN Columbia 41191	ERNEST TUBB & WILBURN BROTHERS HOW DO WE KNOW! Decca 36610	ALL I HAVE TO DO IS DREAM EVERELY BROTHERS CLAUDETTE Cedence 1348	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
POOR LITTLE FOOL RICKY NELSON DON'T LEAVE ME THIS WAY Imperial 5528	BIG MAN FOUR PREPS STOP BABY Capitol 3760	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992	RETURN TO ME DEAN MARTIN FORGETTING YOU Capitol 3984	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
PADRE TOMMY ARDEN ALL AT ONCE Decca 36628	GUESS THINGS HAPPEN THAT WAY JOHNNY CASH COME IN, STRANGER Sun 295	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992	WHEN KALIN TWINS THREE O'CLOCK THRILL Decca 30642	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
LITTLE STAR FELICIA GETTING DIZZY APT 25005	GINGER BREAD FRANKIE AVALON BLUE BETTY Chancellor 1021	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992	WITCH DOCTOR DAVID SEVILLE DON'T WHISTLE AT ME, BABY Liberty 53132	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
FOR YOUR PRECIOUS LOVE JERRY BUTLER AND IMPRESSIONS SWEET WAS THE WINE Amer 1013	ONE SUMMER NIGHT DANIELS WHEELIN' AND A'ROUND Mercury 71022	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992	PURPLE PEOPLE EATER SHEB WOOLLEY I CAN'T BELIEVE YOU'RE MINE M-G-M 12621	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
IF DREAMS CAME TRUE PAT BOONE THAT'S HOW MUCH I LOVE YOU Dot 15785	DO YOU WANT TO DANCE! BOBBY TREHARN BIG, FAT WOMAN Jodie 835	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992	LEROY JACK SCOTT MY TRUE LOVE Capitol 462	JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
LET RIGHT OUT OF YOUR HEART PATTI PAGE LONGING TO HOLD YOU AGAIN Mercury 71331	HARD HEADED WOMAN ELVIS PRESLEY DON'T ASK ME WHY RCA Victor 7280	ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992		JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662
SECRETLY JIMMY BOGDOS MAKE ME A MIRACLE Epic 4070		ALONE WITH YOU FAYON COURAGE EVERY TIME I'M MISSING YOU Capitol 3992		JEALOUSY KITTY WELLS I CAN'T HELP WONDERING Decca 30662

SMASHING!

ROCKIN' ROBIN

B/W

OVER AND OVER BOBBY DAY

#229

Class RECORDS

VOX JOX

Continued from page 8

store provided the dance area in their 1,000-car parking lot.

RUPPE SOUNDS OFF: Michael Ruppe, Jr., WCUE, Akron, writes, "Recent events point up once again the need for closer co-operation between the broadcasting, recording and music industries. The NBC Spot Timebuyer Opinion Panel report has stirred up a hornet's nest and has given added ammunition to the fable makers who keep in-

sisting that if a record appears on someone's 'Top 40' it isn't good music. First of all: 'Top 40' is a term that's incorrectly used 99 per cent of the time; secondly, there's a heck of a lot more to running a radio station than playing music; and thirdly, independent radio is stronger than ever."

Ruppe continues, "My feeling is that more persons in the management end of the broadcasting industry should become 'n.ogram orientated' and take a more active interest in what's being presented on the air. At the same time, responsible persons in the recording industry should make some attempts to find out what the situations happens to be in the local markets. Many of the major label distributors are 'red taped' by the home office. Their attempts at promotion are curtailed; they are unable to properly service those stations that will showcase their product."

CHANGE OF THEME: Marty McNeely has left WJR, Detroit, to join WKMH, Dearborn, Mich. He airs his daily show (6-10 a.m.) from Detroit's Sheraton - Cadillac Hotel. Program kicked off last week with New emcee of "Music Hall" over WJTB, Detroit, is J. P. McCarthy, who replaces McNeely. . . Owen Spahn, formerly with WBT, Charlotte, N. C., has moved to WINS, New York, as "Big Show" host on Saturdays (7-

YESTERYEAR'S TOPS—

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

JULY 24, 1948

1. Woody Woodpecker
2. You Can't Be True, Dear
3. My Happiness
4. Little White Lies
5. Nature Boy
6. Tootle Oolie Doolie (The Yodel Polka)
7. You Call Everybody Darlin'
8. Love Somebody
9. It's Magic
10. A Tree in the Meadow

JULY 25, 1953

1. I'm Walking Behind You
2. Song from Moulin Rouge
3. Vaya Con Dios
4. April in Portugal
5. No Other Love
6. Rubi
7. I Believe
8. P. S.: I Love You
9. Say You're Mine Again
10. Limelight (Terry's Theme)

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Betty Johnson

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2 New Execs For Sunbeam

NEW YORK — Sunbeam Records, the Tommy Valando disk label, has appointed Herman Kaplan as Eastern sales manager of the firm. Sherman Ford Jr., was appointed production manager for Sunbeam. Kaplan was formerly associated with Philadelphia distributors. Ford was previously with United Artists Records.

EMI Exec Joins Cap Coast Staff

HOLLYWOOD—Frank Brooks, with EMI since 1932, reported this week to his new post at Capitol Records' Hollywood headquarters. Brooks will serve as assistant to Dave Dexter, director of Cap's international artist-repertoire department. Brooks arrival here marks his first time in the U. S. Brooks plans to move his family here in September.

11 p.m.) and "Sunday Music Party" spinner from 7 p.m. to midnight.

Allen Dean is new staffer at KFMB, San Diego, Calif. Mike Heurer, formerly with KMA, Sheandoah, Ia., has joined KQDE, Red Wing, Minn., as program director and deejay. James E. Bailey and Reggie Martin have been appointed managing directors of Storei stations WAGA, Atlanta; and WSPD, Toledo.

Bob Haymes, one-time spinner at WNEW, New York, and WCBS, New York, starts a new show over WRCA, New York, August 4. Tagged "Jazz, Voices and Strings," the aiter will feature disks and live vocals by Haymes Mondays thru Thursdays from 10:05 to 11 p.m.

Arthur Godfrey's long-time announcer, Tony Marvin, starts a deejay seg on WABC, New York, August 18, Monday thru Saturday, from 2 to 4 p.m. Bob Drews, WAMP, Pittsburgh, has signed to write a series of articles for Think Magazine, a gag publication similar to Mac.

THIS N' THAT: WABC, New York, is tossing a press party this week to introduce that outlet's current jockey roster — Allan Freed, Martin Bloch, and new spinners Ross Mullholland and "Big Joe" Rosenfeld. . . . Monty Hoyt, 17-year-old jock on KOCY, Oklahoma City, was the only deejay invited to attend the special show staged at its annual distributors meeting in Colorado. Hoyt reports that two newcomers to the label — Jennie Smith and Johnny Cash — stole the show from such standout Columbia stars as Tony Bennett and Frankie Laine.

Barry Kave has signed a new contract with WAMP, Pittsburgh. The jock continues his afternoon show and starting last week assumed reins of new two-hour nightly remote emanating from Holiday House, local niteriy. . . After two and a half years as program director of KPAL, Palm Springs, Calif., Bill Jenkins is moving to KBOX, Dallas.

Summer-time promotion stunt at KONO, San Antonio, features a pretty blonde, who "is such a loyal KONO listener that she the sun-tanned the station's call-letters on her back." "Less, Cotton-Pickin' Yak" is slogan utilized by KONO.

SMASHING!

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OSCAR McLOLLIE

and

JEANETTE

#228

Class RECORDS

• **Reviews of New Pop Records**

• Continued from page 38

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blend of romantic mandolins with catchy 7/8 tempo. Solid deejay material. (Debmur, ASCAP)
Holiday in Naples 74
 Clay, melodic theme wrapped up in bright Neapolitan styled instrumental orking with non-vocal choral work. Nice jockey wax. (Debmur, ASCAP)

THE STONE CRUSHERS
 Crawfish 76
 RCA VICTOR 3308—Solid great theme from Elvis Presley's "King Creole" movie is showcased in swinging instrumental setting with effective choral work on backing. Good jockey side. (Gladys, ASCAP)
 Tadpole Wiggle 74
 Infectious instrumental with catchy tempo. Flip, tho, is stronger. (Abbott, BMI)

THE PLFIDGES
 Betty Jean 76
 REV 3517—Moderate rocker on the girl's name kick gets attractive road-trip from group with good backing. Can earn some coin. (Desert Palms-Trinity, BMI)
 Her Bermuda Shorts 74
 Swingy effort in the "Short Shorts" tradition with teen appeal lyric. (Desert Palms-Trinity, BMI)

THE PLAYTHINGS
 Lipstick 78
 LIBERTY 5240—Gala pipe pleasingly on effective tune, similar to tempo to "Naughty Lady of Shady Lane," with amusing gimmick tag. (Desert Palms-Trinity, BMI)
 Jitter 75
 Cute penny whistle backing gimmick makes this catchy ditty with pretty piping by chicks. Merits spins. (Desert Palms-Trinity, BMI)

BOB CARROLL
 Search Around in Heaven 75
 UNITED ARTISTS 137—An appealing ballad well chronic by Carroll, has a rhythmic backing that also has appeal. (Bryden, BMI)
 My Sunday Love 74
 The charter croons pleasantly on this attractive ballad. Worth spins. (Bryden-Round, BMI)

LITTLE AGGIE AUSTIN
 My Heart Let Me Be Free 75
 BRUNSWICK 5208—Pretty rockabilly is sung with much heart here by Aggie Austin, with help from the Chromatics. Pleasant wax. (Storm Jordan, BMI)
 Too Late 74
 Edgie Singleton sells this slow rock ballad with wambo, over triplet support from the erk and the male group singing behind him. (Amsco, ASCAP)

LOU BUSCH
 Ladies, Please Remove Your Hats 75
 CAPITOL 4019—Infectious honky-tonk styled pianatics on bright instrumental ditty with perky tempo. (Bourne, ASCAP)
 Young Enough to Dream 74
 Haunting instrumental theme played with lush effectiveness by Busch and big erk backing. Both sides are pleasing jockey items. (Chatsworth, ASCAP)

MARK TERRY
 Rockin' Chair 75
 KEM 2749—Vivid warbling by Terry on midly rock and roll version of standard, with solid beat. Merits exposure. (Carmichael, ASCAP)
 Princess of Love 74
 Amusing version of the Ruxa Columbo oldie with hecker repeating lyrics by Terry. Jocks should get kick out of it. (Mayfair, ASCAP)

ROYAL-ABRES
 Baby, Baby 74
 GALLO 108—Rockballad with a shuffle beat is pleasantly rendered by lead and group in a good arrangement. Some coin possible. (Mellin, BMI)
 Friendship Ring 73
 Cheerful teen-age ballad gets a pleas-

ent treatment. Some interest for jockeys. (A4-LB, BMI)

MARION COLBY
 I'm No Angel 75
 CAPITOL 4023—Rockballad gets sultry reading from Urush in her debut on the label. Some coin possible. (Barton, ASCAP)
 Lickin' With the Blues 73
 Chick delivers blues ballad with authority. (Shaw, ASCAP)

THE LOCOS
 Oh, Yes, Indeed I Do 75
 20th FOX 102—A spirited, swinging rendition of a rewrite of the old spiritual, "Down by the Riverside." Good group and the disk has a sound. Worth watching. (Rayvee, BMI)
 Professor Loco 70
 A blues in moderate tempo. Fair performance. Flip has an edge. (Delstone, BMI)

GOOGIE RENE
 Moonglow 74
 CLASS 213—A good, moody instrumental side with the Rene band swinging with a choral complement. Good box material for the terps. Rene by Rene has a Garner-type sound. (MHI, ASCAP)
 Sunrise 74
 Tenor and alto saxes combine on the instrumental harmony spots here for a fair effort. Flip has more appeal. (Records, BMI)

TAB SMITH
 Don't Play With Love 74
 ARGO 5304—Ballad with rhythm backing is taken on alto. Chorus sings the title through. Good deejay side. (Ar, BMI)
 Try a Little Tenderness 74
 Lush treatment of the standard is similar to that on flip. It should move as well. (Robbins, ASCAP)

THE BABYTONS
 After School Rock 74
 DORE 501—Vervelous group vocal treatment of bouncy Ar item with okay lead snot. Label is Era subsidiary. (Warman-Goday, BMI)
 Sentimental Baby 74
 Meaningful vocal by lead singer on pleasing rockballad. (Warner-Goday, BMI)

RAYMOND LEEFVRE
 The Day the Rains Came 74
 KAPP 231—A slow, instrumental by an erk which highlights a nice string and brass sound. Good for jock spins. (Maurer, ASCAP)
 Bunter Fingers 73
 A pleasant easy-paced instrumental by an erk which highlights a nice string and brass sound. Good for jock spins. (Maurer, ASCAP)

BILL CRAIDDOCK
 Ah, Poor Little Baby 74
 DATE 1007—Craidock has a breathless, hiccupy rockabilly sound on this rocker. Good performance on mediocre material. (Peer, BMI)
 Luis Lee 73
 Rockabilly blues chanting effort by Craidock. Nothing too new in the performance on material. (Peer, BMI)

MARK MURPHY
 Daddy Must Be a Man 74
 CAPITOL 4021—Bouncy rhythm novelty is sold with enthusiasm and style by Murphy and tenor chorus. (Camarillo, BMI)
 Looking for Somebody 73
 Personable delivery on ballad-paced ballad. Nice jockey wax. (Beckwood, BMI)

ELLA FITZGERALD
 Trav'lin' Light 74
 VERVE 10143—An old ballad tune gets a lovely reading by the thrush. This could get play by jocks and juke. (Bregman, Vocco & Conn, ASCAP)

(Continued on page 43)

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AMERICAN CANCER SOCIETY

Reviews of New Pop Records

Continued from page 42

Your Red Wagon 73
 The old hit gets a nice, swiny revival by the gal with organ backing. Worth jack spins. (Leeds, ASCAP)

JOHNNY GARNER
 Kiss Me Sweet 74
IMPERIAL 5536—Fast rocker with country flavor is well done by chanter. Can win coin in c & w market as well as some pop. (Travis, BMI)

Little Starry Eyes 73
 Garner's own rhumba gets a sincere, country-tinged reading for listenable results. (Alano-Edwards, BMI)

JO-ANN KING
 False Alarm 74
RCA VICTOR 7302—Strong reading here by new through Jo-Ann King of a clever novelty effort, helped by a male vocal group and snappy gimmicks. Side has a chance (Saxon, BMI)

My Driedad Doll 73
 Jo-Ann King bows on the label with a cute, Kay Starrish-type of reading of a Driedad item. The arrangements are bright and side deserves spins. (Saxon, BMI)

RONN CUMMINS
 Cladarella "Neath a Beach Umbrella" 74
FEISTED 8536—Young Broadway and flick performer has a nice sound on his first disk. Tune is seasonal ballad with strummed uke and fem chimes support. ("Village, BMI)

You Thill Me 72
 Ricipuy vocal on a shuffle-pac mediu-beat tune. Flip appears stronger. ("Village, BMI)

GENE ALLISON
 I Don't Know Why 74
VEE-JAY 286—Winning ballad is sung with feeling by the chanter over listenable otk support. (Conrad-Babb-Pelcan, BMI)

Let's Sit and Talk 72
 Southern blues receives a good reading from the lad. (Conrad-Babb, BMI)

THE DRVILLE SISTERS
 Hoop Hoop 73
IMPERIAL 5539—Bright reading of a Hawaiian-type novelty with typical island backing. Some coin possible. Title ties in with new hoop-game fad. ("R" Music, ASCAP)

Deep in Love 73
 Fair reading of a rockaballed by the gals. It can go as well as flip. (Alano-Edwards, BMI)

TOMMY BROWN
 Just for You 73
IMPERIAL 5533—Feelingful reading

tion of listenable blues. Merits spins. (Marquis, BMI)

Heart With No Beating 73
 Effective whistling backing on catchy blues item with nice vocal tint by Brown. Dual market appeal. (Marquis, BMI)

THE SERENADERS
 Summer Job 73
HANOVER 4507—Attractive reading by group of pleasant ditties with good teen-appeal lyric. (Vernon, ASCAP)

Honolulu 72
 Melodic island theme receives pleasing vocal treatment. Nice hot-weather wax. (Vernon, ASCAP)

THE HJ-LITES
 Beach Baby 73
WONDER 102—Rocker with seasonal lyric has amusing bass comments on lead job by Ruddy Hard. Group makes nice sound. Fair prospects. (Wonder, BMI)

One Love For Me 71
 Rockaballed, chiefly by Hard, gets pleasant reading from the group. (Wonder, BMI)

TOMMY MARRA
 Where the Blue of the Night 73
FEISTED 8532—Cheerful, bubbly warble of the oldie is a good jockey side. (Chappell, ASCAP)

What Makes You So Lovely? 73
 Pretty ballad is given a romantic reading with lush otk backing. Fair chances. (Sudbury, BMI)

THE HEARTBEATS
 One Day Next Year 73
ROULETTE 4091—Piauntive warbling stint by lead and group on okay rockaballed. (Kahl & G&M, BMI)

Sometimes I Wonder 70
 Lead waits sincerely on deliberately paced rockaballed. (Kahl & G&M, BMI)

DARRELL GLENN
 So You Been Told 72
NRC 007—Singer Johnny Hicks penned this wistful teen-appeal ballad warbled with feeling by Glenn. (Big D, BMI)

Mr. Moonlight 70
 Catchy rhythm ditty with good beat is accorded okay vocal treatment. (Lewery, BMI)

TUNE TONES
 Little Soady 72
HERALD 524—Rocker is handled with spirit by the chanter. (Angel, BMI)

Please, Baby, Please 70
 Rockaballed gets so-so reading from the boys. (Angel, BMI)

JOE ALLFRO
 You've Got Me Crying Again 72
CLAM 001—Nice, old-fashioned-type reading of the line standard by Allfegro. (World, ASCAP)

Teen-Age Clementine 70
 Joe Allfegro bows on the new label with an okay reading of a rocking version of the oldie. "Clementine." Nice arrangement adds little to the tune. (Schwartz, ASCAP)

THE YO-YOS
 The Made to the Hole 72
PINCLIS PLATTERS 100—A rhythmic side with organ in the spotlight. A deep, guttural voiced cat comes thru with repeated spots of "I'm a mole in the hole," etc. A cute side. (GI, BMI)

The Nightmare 70
 A novelty rhythm side by the vocal-instrumental group. Lots of crazy sound effects here. Flip has a bit of an edge. (GI, BMI)

BOBBY LONG
 I Slipped-Tripped 72
GLOW-HILL 503—A bouncy, "Teedie Dee Dee" rhythm idea is well handled by Bobby Long, with hornlike fem sounds from the Way Singers group. Record has good sound and arrangement but material is nowhere. (Dazzler, BMI)

Don't You Run 68
 "Don't you run cause my trap is set," entreats the cat to the chick. A medium-tempo effort that lacks a strong message. (Dazzler, BMI)

VAL ANTHONY
 My Baby Is Blue 71
RCA VICTOR 7307—Wistful reading of leucally paced, expressive ballad. Nice backing by Brownwater. (Jefferson, ASCAP)

Honance Royale 70
 Acceptable chanting by Anthony on romantic ballad with lush backing. (Bregman, Vocco & Coad, ASCAP)

RUSSELL ARMS
 Der Clackentel 71
ERA 1078—A cover of tune out by Art and Dotty Todd. Arms chants in okay fashion, and side should draw some spins. (Cladwick, ASCAP)

Blue Hawaii 70
 Attractive multi-track reading on pretty oldie. Pleasant jockey wax. (Famous, ASCAP)

HUNT STEVENS
 If You Don't Know 71
UNITED ARTISTS 121—Lively, struthrhythm by Stevens. Swinging sound. (United, BMI)

My Melody 70
 An upbeat, minor-key effort by Stevens. Fair chances only. (United, BMI)

(Continued on page 46)

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OVER THE WEEK END

The Playboys
 Cameo #142



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ARGO 5309

"LA-DO-DADA"
 b/w
"CROSS-TIES"

by **Dale Hawkins**


CHECKER 900

"TRY A LITTLE TENDERNESS"

by **Tab Smith**

ARGO 5304

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CHEEKER RECORDS

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

NO SELECTIONS THIS WEEK.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The Philip Morris Country Music Show, which recently concluded an extensive tour which took it coast to coast, and heard via the CBS radio net from January, 1957, until last May, Thursday, 1954, was introduced over a country music network in Victoria, Australia, where it will become a regular feature. . . Johnny Horton and James O'Gwynn returned to Louisiana Hayride. . . Shreveport, Saturday (26), after winding up on a tour of Colorado and New Mexico with Paul Williams, Sonny Trammel and Jerry Kennedy.

Vernon Stewart appears on the "Ernest Tubb Record Show" show over WSM, Nashville, Saturday night, August 2, to plug his new Razorback Records release, "I'll Still Love You" b/w, "I'm Tired of Making Believe." . . Jimmy Shelton's second release on the Love Lock label, "Teenage Love" b/w, "Love, Come to Me," made its bow last week. Jay Gardner had a hand in writing both tunes. . . Mel Price and His Santa Fe Rangers, with Bob (Luke) Jones handling comedy, are currently working a string of fair dates thru New York, Pennsylvania and Connecticut. They recently concluded several successful promotions, using Wanda Jackson.

Johnnie and Jack and Kitty Wells, along with their Tennessee Mountain Boys plus Jimmy Newberry, were featured guests Saturday (26) on "New Dominion Barn Dance," Richmond, Va. . . Pee Wee King set for a guest spot on Nat Nigberg's "Country America" over KABC-TV, Los Angeles, August 16. For this Saturday (2), show will have as guests: Gene Nash, Bill Wyatt and Gordon Terry. Jimmy Work has set up his own label to be known as All Records, with headquarters in the same offices with his Work Music Publishing Company in Whittier, Calif. He expects to make his first release in September.

Columbia Records' Chuck Wagon Gang, with Anna and Rose, were special guests Saturday (26) on "Louisiana Hayride," Shreveport. . . Linda Brannon's new one on Ram Records is titled "Wherever You Are. . . Country singer Glen Glenn, now with the Army in Hawaii, appeared at Civic Auditorium, Honolulu, July 18-20, on the same bill with the Everly Brothers, the Four Preps, the Hollywood Flames, Bobby Day, Bob and Earl, Robin Luke, the Drippers, Earl Rames, and emcee Tom Moffatt. It was the town's so-called "Eighth Show of Stars." . . Lawton Williams, formerly heard on RCA Victor, has a rush release slated for this week on Decca, titled "Texas Vs. Alaska," which he cut recently in Nashville under the supervision of Owen Bradley.

Barber Bros. Enterprises, Tulsa, Okla., currently presenting "I-Town Jamboree," is reported readying a country and western show, "Oklahoma Jubilee," to be

sent each week from the Will Rogers Round-Up Clubhouse, located on the Rodeo Grounds in Claremore, Okla. A Tulsa station is set to carry the show. . . Tony Douglas, a regular on "Louisiana Hayride," Shreveport, is sporting a new release on the D label "World In My Arms." "There's lotsa excitement and much amusement touring with the Pee Wee King unit," says Donnie White, King Records waxer. Pee Wee's Cadillac was stalled in three feet of flood waters in Northern Indiana recently, he reports, doing considerable damage to both the King library and the Caddy. At the Outagamie County Fair, Seymour, Wis., recently, he and Pee Wee climbed a five-story tower to a perch occupied by Bob Bandy, WAPL deejay. Following the interview, King and Donnie literally crawled to the descending ladder when they looked down and realized just where they were.

Smiley Burnette, who is keeping busy this summer working so-called Sell-ebriety Sales Days thru the Middle West and South, is breaking soon with a new promotion gimmick to be called the Pied Piper Parade. In the various towns played, Smiley will lead a thousand kids thru every stop in town, with the kids picking up loot in each store—with the managers' consent, however. "I find the advertising dollar far better than the admission dollar this year," typewrites Burnette. "Every-one stays home nights these days." Smiley works his present Sell-ebriety Sales promotion in co-operation with participating merchants and the local newspaper. The idea has been paying off handsomely, he says, both in cash and in free newspaper space.

Sammy Lubbridge, of KLEN, Killeen, Tex., active in the promotional field for some time, has set up a new agency, Legend Enterprises, at 310 Fort Hood Road, Killeen. New firm has a "Big D Jamboree" unit, headed by Mitchell Torok, the Belew Twins and Marvin Montgomery's band, along with Barbara Moss, Billy Taylor and Lubbridge, playing Fort Hood, Tex., this Tuesday (29). Lubbridge recently did a guest show on "Big D Jamboree," Dallas. Sammy's protegee, Billy Taylor, of Kelleen, also made his big-time debut recently on "Big D." . . Gerald and Glenn Vokes, brothers of Cowboy Howard Vokes, of Vokes Music, New Kensington, Pa., were involved in a serious auto accident in Montana recently. Glenn escaped serious injury, but Gerald sustained a broken arm, busted hip and a shattered leg and is still confined at N.P.B.A. Hospital, Glendive, Mont.

Charles (Fritz) Bode, Western comic, visited with Gene Vincent and the latter's manager, Ed Watt, of "Big D Jamboree," Dallas, while in the latter city recently for his pre-induction physical. Bode, who has worked on KTBC-TV, Austin, Tex., and KTBC-TV, San Antonio, has just returned to Texas after a four-month road tour. . .

(Continued on page 46)

C & W Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 19

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

Birmingham

- 1. Guess Things Happen That Way Johnny Cash, Sun
2. Come In, Stranger, Johnny Cash, Sun
3. Hard Headed Woman, Elvis Presley, Vic.
4. Blue Boy, Jim Reeves, Vic.

Dallas-Fort Worth

- 1. Guess Things Happen That Way Johnny Cash, Sun
2. Oh, Lonesome Me, Don Gibson, Vic.
3. It's a Little More Like Heaven Hank Locklin, Vic.
4. Blue Blue Day, Don Gibson, Vic.
5. Hard Headed Woman, Elvis Presley, Vic.
6. Come In, Stranger, Johnny Cash, Sun
7. Send Me The Pillow You Dream On Hank Locklin, Vic.

Houston

- 1. Chantilly Lace, Big Bopper, Mer
2. Poor Little Fool, Ricky Nelson, Imp
3. Hard Headed Woman, Elvis Presley, Vic.
4. I'm With The Wrong One Gene Jones, Mer
5. Blue Blue Day, Don Gibson, Vic.
6. City Lights, Ray Price, Col.

Memphis

- 1. Come In, Stranger, Johnny Cash, Sun
2. Blue Blue Day, Don Gibson, Vic.
3. Crying Over You, Webb Pierce, Dec.
4. It's a Little More Like Heaven Hank Locklin, Vic.
5. Guess Things Happen That Way Johnny Cash, Sun

Nashville

- 1. Alone With You, Faron Young, Cap
2. Guess Things Happen That Way Johnny Cash, Sun
3. Blue Blue Day, Don Gibson, Vic.
4. Hard Headed Woman, Elvis Presley, Vic.
5. It's a Little More Like Heaven Hank Locklin, Vic.
6. Hey, Mr. Bluebird Ernest Tubb and Wilburn Brothers, Dec.

New Orleans

- 1. Guess Things Happen That Way Johnny Cash, Sun
2. Oh, Lonesome Me, Don Gibson, Vic.
3. Blue Blue Day, Don Gibson, Vic.
4. City Lights, Ray Price, Col.
5. Hard Headed Woman, Elvis Presley, Vic.
6. Send Me The Pillow You Dream On Hank Locklin, Vic.

St. Louis

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

Reviews of New C & W Records

CHARLIE WALKER Two Empty Arms 76 COLUMBIA 41211—Listenable country wester is sold with feeling by the singer on his debut cutting for the diskery. Two good sides. (L.N.T., BM)

MERT BECKER Blue River Train 73 ELSA 1002—Emberal trainings by Becker on lively country blues with good beat. (Elsan, BM)

BECKIE LAKE 71 Believe in Me—Fertile vocal job on wistful country ballad with traditional country and western flavor. (Elsan, BM)

BUDDY MILLER: I Got Me a Woman/Rock and Roll Irene—Security 108

MARGIE SINGLETON: Shattered Kingdom/I Want to Be Where You're Gonna Be—D 1007

The following records, also reviewed by the Billboard music staff, were rated 70 or less:
Yours key to SALES RESULTS—the advertising columns of THE BILLBOARD!

C & W Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 19

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

Table with 4 columns: Rank, Record Title, Artist, Weeks on Top. Includes records like 'GUESS THINGS HAPPEN THAT WAY (BMI) - Johnny Cash', 'HARD HEADED WOMAN (ASCAP) - Elvis Presley', 'BLUE BLUE DAY (BMI) - Don Gibson', etc.

Most Played C & W by Jockeys

FOR SURVEY WEEK ENDING JULY 19

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

Table with 4 columns: Rank, Record Title, Artist, Weeks on Top. Includes records like 'ALONE WITH YOU - Faron Young', 'GUESS THINGS HAPPEN THAT WAY - Johnny Cash', 'IT'S A LITTLE MORE LIKE HEAVEN - Hank Locklin', etc.

COMING SEPTEMBER 7
A Spotlight on Tape Issue
Featuring TRENDS IN TAPE

R & B Best Sellers in Stores

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes songs like 'Yakety Yak', 'Splish Splash', 'Poor Little Fool'.

Most Played R & B by Jockeys

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes songs like 'Yakety Yak', 'Splish Splash', 'Willie and the Hand Jive'.

ON THE BEAT

Continued from page 8. A conversation between a New York Latin label and its Philadelphia distributor. A long order was placed while the eavesdropper silently wrote down the entire order.

The moral of the story is clear. If you don't have hits and you are getting your ears pinned back by problems of credit, returns, etc., you can at least have a few laughs.

Tim Gale, of GAC, reports that his initial "Summer Dance Party" package grossed about \$50,000 for its two-week stint just concluded. On the wind-up date in North Dartmouth, Mass., the package pulled better than 3,500 people.

Shirley and Lee, absent lately from the disk scene, return to action with a new Aladdin release. The disk couples "Come On and Have Your Fun," with "All I Want to Do Is Cry."

This Week's R & B Best Buys

DOWN IN VIRGINIA (Conrad, BMI)—Jimmy Reed—Vee Jay 287—Platter is doing well in r.&b. markets, particularly in the South. Flip is "I Know It's a Sin" (Conrad, BMI).

Review Spotlight on . . .

R & B RECORDS

NO SELECTIONS THIS WEEK.

R & B Territorial Best Sellers

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

Table with columns for Atlanta, Los Angeles, New Orleans, New York, Chicago, Cincinnati, Detroit. Lists regional best-selling records.

Table with columns: Label, Pop, R & B, C & W. Lists various record labels and their associated genres.

Double Smash! PEPPERMINT HARRIS and the DAVID DEAN COMBO "THE DOUBLE FREEZE". Includes "THE FREEZE" by Duke Records.

Reviews of New R & B Records

ROBBY (BLUE) BLAND. Like Roy Blue. 76. DUKE 196—A slow, pounding ballad performance by Bland with strong spiritual overtones. Interesting message in the lyrics. (Lion, BMI). Last Night . . . 75. Moderate appeal on this ballad side, somewhat in the Johnny Ace tradition. Could also get some action in Down South parts. (Lion, BMI).

MONEY-SAVING SUBSCRIPTION ORDER

Form for subscription order with fields for Name, Occupation, Company, Address, City, Zone, State. Includes a coupon for payment enclosed.

Reviews of New Pop Records

Continued from page 43

THE HUNDINGERS
New lease of Teardrops... 71
DALE 106-Happy rendition of a medium-beater with a slight Latin flavor. So-so potential. (World, ASCAP)
The Clock in Lover's Lane 69
Rockballad tells of the events that take place since the arrival of a clock in lover's lane. Flip appears stronger. (World, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 78 or less:

BOB ALEXANDER: You're Afraid/Georgia Blues—New 1001

TOMMY CRONE: Alaska/Washington—New 1009

KIP HALE: Love Affair/Your New Love—20th Fox 105

ARTAMER JAMES: Dirty Hop Walk/Congratulations—Code 711

JOHNNY MARTINO: Baby Sittin' Baby/Flavin' a Bug with Time—Charm 602

DICK NEWELL: All or Nothing at All/I'm Givin' You My Love—Merivone 71

THE RAVENNAIS: Together Forever/A Night to Remember—Algonquin 718

JACK RIVERS: My Baby Don't Love Me Body/Slowly I'm Walking the Dog—New 1003

BUNNY AND THE GANG: I'm A Rellin'/Babe's—Port 7003

THE SURFERS: Summerize Live/Beach-Dance—Orbit 513

Latin American

LOS RIELEROS
Quilises Ser Palafillo... 80
CAPITOL 71130—Bright, happy ranchero is sung in zesty fashion by the Rieleros, a good vocal group. They support themselves with guitar and accordion. A strong box record for Latin markets. (Gretsch)

RAY Y LUPITA
La Palo De Oro... 79
CAPITOL 71129—Ray and Lupita turn in a snappy reading of a swingy ranchero effort, supported brightly by a Latin combo and comment by one of the band. The side works. (Merro, BMI)

RAY Y LUPITA
La Palo De Oro... 79
CAPITOL 71129—Ray and Lupita turn in a snappy reading of a swingy ranchero effort, supported brightly by a Latin combo and comment by one of the band. The side works. (Merro, BMI)

LO SIMO DE VERES... 75
On this side the duo lacks a pretty ranchero to good results. Tute means "I Am Really Sorry," and pair sings it with feeling. Listenable was cut in Mexico. Sides were cut in Mexico. (Peer, BMI)

FLOR SILVESTRE
Poe In Colpa... 77
CAPITOL 71127—Ranchero item played by a Mariachi orchestra, receives an emotional touch from the thrush that could interest the boxes that handle LA. Side was cut in Mexico. Translation, "His Fault." Te Felis is Que... 76

Same comment. Title meant "You Love, So What." (Peer, BMI)

HERMANOS RAMOS
Bichirichil... 77
CAPITOL 71127—Novelty in the style of "El Rancho Grande" gets a zippy job from good lead and supporting chicks. Should please Spanish market. (Merro, BMI)

Como El Palo Blanco... 76
Sprightly ballad is nicely handled in the Mexican tradition by Ramos and girls. (Merro, BMI)

LOS 3 CABALLEROS
El Café... 75
CAPITOL 71122—Mellow Latin ballad is warmly handed in traditional style by trio. Good in its market. (Peer, BMI)

Invierno... 75
Mexican ballad is given attractive air sound by the boys harmonizing sweetly. (Peer, BMI)

LUCHO GATICA
Rem My Trade... 78
CAPITOL 71125—Lucho Gatica turns in an attractive performance on this fetching bolero item over nice backing. Title means "I'll Will Be Very Late." (Peer, BMI)

Escríbeme... 75
"Write Me" sings Gatica on this bolero effort, which he sells with much feeling. Both sides were made in Mexico and will interest the LA market.

BERNIE WILKOWSKI ORK
High Buton Shoes... 77
STELLA 2119—A bright, zippy polka side with matted trumpet providing the sharp effect. Marlene Golema provides an okay vocal. Balance of disk has shouting, handclapping, etc. A good side. (Stella, BMI)

Why Not?... 76
The obsequy side, this one, is all-instrumental with bright, triple-toned trumpet again in the spotlight. Saleable pair of sides. (Stella, BMI)

FRANKIE GUTOWSKI ORK
Kity Kat... 76
STELLA 2120—This is a lot of the slower rhythm obsequy variety and it features a Donald Duck-type vocal achieved via a pickup vocal track. Makes for humor interest on this side. Okay coupling. (Stella, BMI)

Wolfspecker Polka... 76
A fast polka with some razzle-dazzle accordion work. Side is bright and has humor overtones in spots. Worth take spin. (Stella, BMI)

Reviews and Ratings of New Classical Albums

Continued from page 24

BY WIVES OF WINDSOR—Concertgoers' choice of Amsterdam (Van Nostrand), Epic LC 4477

A program of popular excerpts from the orchestral repertoire is handsomely interpreted by the famous unit from the Netherlands. Except for the Debussy work, the pieces have the ring of familiarity they also succeed in providing a medium for the full range of color and tonal expression for the work, yet without being too demanding on the listener. Might be classified as classical background material. Beautiful, mystical cover will also help sell copies.

CLASSICAL ★★

HARPSICORD MASTERS OF THE 17TH CENTURY—Salle Glandier Barrot, Harpsichordist, Epic LC 3480

The art of the harpsichord is carefully dominated here by Egida Glandier. In the album of selections written for the instrument by a group of 17th Century composers. Selections are by G. Frescobaldi, B. Ruffini and Scarlatti, and the latter. The sound is excellent and the LP should be a satisfying one for harpsichord aficionados. Attractive cover has good display possibilities.

IBERT: CONCERTINO DA CAMARA. ESCALES; DEBUSSY/RAVEL DANSE—Daniel Delfoyat, Saxophone & L'Orchestre Des Concerts Lamoureux (Fourtet), Epic LC 3478

The seldom heard classical saxophone virtually dominates the French modernist's career "Concertino." Delfoyat's tone is excellent. There are few recordings of this work, "Escale," perhaps the Ibert's best known work. M. Rouss and Scarlatti, the Ravelorchestration of Ibert's piano selection also known as "Taratantara." Synchronic, not very recently recorded, so that the set can find a wide market among devotees of the impressionist composer. Foum's interpretations are sensitive, but firm.

FOLK TALENT & TONES

Continued from page 44

Jimmy Busler's new platter, "Rotating Mama," has just been released on the Dial label, Nashville. Jimmy wrote the tune in collaboration with Will Shrader. Cedarwood Publishing Company, Nashville, is publishing.

A "Grand Ole Opry" unit, headed by Ernest Tubb, Ray Price and Skeeter Davis, concluded a 12-day Canadian tour at Drumheller, Alta., Saturday (26). Hal Smith, of Curtis Artists Productions, Nashville, who set the tour, says he has other bookings to keep the unit busy into the fall season. Ira and Charlie Louvis have just completed a week's tour for Smith in West Virginia and Virginia. Hal also set Minnie Pearl and Red Sovine on their way with Smith promotion in Owensboro, Ky., July 22. Gaylord Music Company, Nashville, has four new tunes out on wax, all on the Logan label. Ray Sanders cut "Someday You'll Be Sorry" b/w. "It's Hard to Believe," and Roy Baham did "Big Chief Rock" b/w. "Sin Alley."

Ken Ritter, of Ken-Rick Publishing Company, has just returned to his Beaumont, Tex., headquarters following a road trip thru Texas and Louisiana promoting his firm's novelty tune, "The Purple People Eater Meets the Witch Doctor." Joe South has cut the tune for the National Recording Company (BRCO) label and the Big Bopper has it on Mercury. South also did the tune on Dick Clark's

"American Bandstand" show over ABC-TV, Saturday, July 12. Deejays who obtain a copy by writing Ken-Rick, 1524 Euclid Avenue, Beaumont.

Guests on KCUL's "Cowtown Hoedown," Fort Worth, Saturday (2) will be Jimmy and Johnny. Occupying that slot last Saturday (26) were Al Jones and band and Howard Crockett. . . . Nat Nigberg and his "Country America" cast at KABC-TV, Los Angeles, broke rehearsal one day last week just to say "hello" to Wesley Rose, of Acuff-Rose, Nashville, who was in town on business. . . . The Jubilee Promenaders, of "Country Music Jubilee," head up the grandstand attraction Saturday (2) at the Tupelo, Miss. Date was set by Ian McConnell, Top Talent, Inc., Springfield, Mo.

Jim Reeves last Saturday (26) wound up eight weeks of headlining "Country Music Jubilee" in the place of vacationing Red Foley. Latter returns to harness Saturday (2), when he will have as his guests Ferlin Husky and Mel Tillis, along with a pair of juve acts, the Tadpoles, square dancers, and the Little Roberts Sisters, of El Paso, Tex. Ferlin's guest spot will be his last network appearance prior to taking over for Arthur Godfrey September 1. . . . A "Country Music Jubilee" package, headed by Red Foley and including Bobby Lord, Slim Wilson, the Four Marksmen, Suzi Arden, Flash and Whistler, L. D. Keller and the Jubilee Promenaders, and the Jubilee Band, appeared Sunday (27) at the Macon County Fair, Decatur, Ill.

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ON THE BEAT

Continued from page 45

Fettis, of Continental Artists, Chester, Pa., reports that he will be booking Bill Haley and the Comets, as of September 8. . . . Jimmy Wakely, veteran country singer, is now recording exclusively on his own label, Shastone Records. Newest disk is "By the Waters of Minnetonka," and "Lonesome Lover." . . . Audrey Williams, widow of the late, great Hank Williams, has started a publishing firm, Lyramn Music, as a new addition to her firm, Audrey Williams Enterprises.

Dave Usher supervised a session by Barry Harris' trio for Argo Records at Chess Studios in Chicago. . . . Max Cooperstein, Chess' promotion director, has moved his family from Philadelphia permanently to Chicago. . . . Rita Raines, Argo thrush, trekked out to promote her newest disk, "Laughing on the Outside," in Cleveland, Detroit, New York and Philadelphia. . . . Ramsey Lewis' group, a quartet, is showing action in Washington, Philadelphia, New York and St. Louis.

United Records, helmed by Leonard Allen, will probably merge with J. O. B. Records, owned by Joe Brown, according to Allen. He will handle the business side primarily, while Brown will direct a and r. Chowns. Several new artists have been lined up by Brown. J. O. B. label will be the monicker used. Allen has turned over the contract of altoist Tab Smith, former Count Basie sideman, to the Chess brothers, who are ready a release. . . . TeeJay records has signed the Capers, a family group, of pre-teen and teen-agers, introduced to the label by Frank Sands of Circle Artists. . . . Tommy (Madman) Jones, of M. A. D. Records, has sold his

master of "Just One Mo' Time," which he cut himself on tenor sax, to Bernie Lowe, of Cameo, the Philadelphia diskery. Intermediary on the deal was Jack McGuire, of Lomar Distributing, Chicago. . . . M. A. D. Records has released a side by Tony Smith, ex-Mercury artist, and is coming out with a side by the Louis Carpenter All-Stars. . . . Lee Dorris, ex-WILY, Pittsburgh, d.j. has joined the staff at WCES, Chicago. . . . The Magnificent Montague has rejoined WAAF, Chicago, doing a one-hour afternoon show after two years on the Coast, working in the San Francisco territory.

Peppermint Harris, of "I Got Loaded" fame, is making a comeback on his new Duke disk of a dance called "The Double Freeze." The rocker was pacted by Don Robey a few weeks ago. Also making news on the Robey front is a new record by the Original Casuals, titled "Three Kisses Past Midnight," backed with "It's Been a Long Time, Gull!"

Big Top to Distrib Larry Uttal Disk

NEW YORK — Big Top Records has taken over the distribution of the Madison Record "Shut-Ups" by the Wolf Tones. Disk which has been getting some action in a few markets, was made by Larry Uttal, publisher and owner of the Madison label and was sought by a number of labels. Big Top, the Hill and Range front is the Capers, a family group. The label has released one record to date, and this is the first outside master it has distributed. Madison Record will be sold under its own label name.

With the Jockeys

Shorty Dugan, who formerly spun the country wax at KLAN, Renton, Wash., and KRTV, Hillsboro, Ore., now holds down the 12 midnight to 6 a.m. slot on KAYE, 24-hour c&w. station in Puyallup, Wash. Manning the tables with him there are Buck Owens, who is heard on Capitol Records, and Dusty Rhodes. "We'll hear him on all full-time c&w. stations," writes Shorty. "We'll exchange dope which might be helpful in promoting c&w music." Also, we can always use more new c&w records. . . . Little George Domeresse, who whirls the country platters at KLYR, Clarksville, Ark., says he's in need of spinning material.

Henry Tuck, formerly for five years with WREB, Reidsville, N. C., is now at WRNB, New Bern, N. C., as c&w. deejay and time salesman. "As we are a new station," scribbles Henry, "our budget isn't not as big as now to describe record service. Will appreciate receiving free samples from artists and record companies. They'll be aired."

Jimmy Key, who works the c&w. tunes via records at WKU, Cullman, Ala., scribbles to wit: "Thanks for past mentions. I'd like to express my appreciation for the many letters and records I've received from the artists, record firms, publishers and fan club presidents. It's also good to see our country artists reverting to good country records, like George Morgan's 'I'm Not Afraid,'" which looks like a big one from where we sit. Also, a word to the jockeys; they might like to give jockeys a second listen to Ray Sanders' 'It's Hard to Believe' on the Logan label. It carries some of the best country fiddle I've heard in a long time."

Harrington Gives East Big Kick-Off

Attendance Up 20-100% Daily; Good Business for Every Element of Fair

HARRINGTON, Del. — More than 50,000 persons paid their way into the Kent and Sussex Fair, Delaware's only agricultural event and kick-off date for the Eastern fair season, during the first three days. Outlook was excellent for the turnout to exceed last year's total of around 80,000.

From the time the Jack Kochman thrill show pulled 20 per cent more business than last year on opening night Monday (21), the dia appeared cast for a big week. Crowds were heavy on the Prell's Broadway Shows midway and were paid up early, secretary T. B. Holloway noted, and an air of cheer prevailed all over the grounds.

Last year's fair suffered from torrid heat which caused parking lot fires twice, then some rain. Business picked up late in the run. This year was much better, attendance being from 25-100 per cent ahead of 1957 on almost every day, Holloway said. A major improvement was the contracting with Anderson Fair Service to oversee gate operations. Uniformed attendants were operating smoothly and it appeared a general tightening up was the result.

Wed. Business Off

Sunday, Monday and Tuesday (20-22) were warm but not as hot as last year. Some rain fell heavily for a half-hour Wednesday to drench the grounds and surrounding area, and that day was

the only exception to the good daily comparisons with 1957.

For Friday the fair had Jimmy Dean and the Popeye kiddie attraction booked in. Nick Todd was to feature the Saturday night show, following auto racing produced under contract by Sam Nunis. GAC-Hamid provided the week's talent, including acts performing during daytime stake racing.

The State gives \$15,000 for premiums and this figure was again offered this year.

Yorkton Fair Tops '57 Gate With 22,182

YORKTOWN, Sask. — Attendance at the three-day Yorkton Exhibition, the 73d annual, was 22,182 as compared with 19,400 in 1957. Slightly higher marks were recorded in 1956, 1953 and 1951.

Weather was wet on the weekend prior to the opening, threatening on the first day and excellent the rest of the way.

The gate for the opener, Children's Day, was 4,392, down 66% from the same day last year and the lowest since 1950. Afternoon and evening grandstand figures were also down.

On the first night, the new \$100,000 grandstand, with a capacity of 2,324, was opened by J. Hooper Coles, a past president of the Regina Exhibition Association and supervisor of production services in the Regina district for the federal government.

This year's fair was tied in with the city's 75th anniversary celebration.

The World's Finest Shows were on the midway and the grandstand revue was presented by the Tom Drake Agency, of Kansas City.

Norman Roelbeck is president of the Yorktown fair and Bert Hurburn is secretary-manager.

Knight Preps For Fair Rodeo Sked

FOWLER, Colo. — Harry Knight, managing director of the Ciemer Rodeo Company, returned to his ranch here on Friday, (18), following a hurried trip to the West Coast. He is readying his stock for his forthcoming championship rodeo contests, and contestants in all departments have already signed up to take part.

Knight will present his Rodeo Contests with featured performers at the following large fairs—Central Wyoming Fair, Casper, July 30-August 2; North Montana State Fair, Great Falls, August 4-9; Colorado State Fair, Pueblo, August 21-24; New York State Fair, Syracuse, August 29-September 6.

Knight has presented his Rodeo at the first three mentioned, but this will be the first year at the New York State Fair.

Auditorium Managers Head For Seattle

IAAM, B. C. Groups Meet Together; Shows Entertain

SEATTLE — Auditorium-arena managers from throughout the U. S. and Canada are arriving here this week for the annual convention of the International Association of Auditorium Managers at the Benjamin Franklin Hotel, Friday (1) thru Monday (4).

The convention shifts on Tuesday (5) to Victoria, B. C., where delegates and guests will tour the island. On Wednesday (6) some of the people will go to Tacoma and Mount Rainier.

Members of the British Columbia Arena Managers Association will meet jointly with the IAAM at Seattle. Host managers are Donald L. Johnston, Seattle; Ted Droettboom, Tacoma, and Joe Dukovski, Victoria.

President of IAAM is Mrs. Winifred Corey, of Buffalo, N. Y., Jack Elliott is president of the BCAMA. Don Meyers, Port Wayne, is in charge of the display booths which arena-auditorium suppliers will operate at the hotel.

In addition to business sessions there will be social and entertainment events sponsored by "Holiday on Ice", "Ice Follies", Coca Cola, Bush-Laube concessions and Pepsi-Cola. The visitors will see the Seattle Seafair and the "Aqua Follies". They also will hear about plans for Seattle's coming International Exposition.

Edmonton Ex Tops '57 Gate by 48,928

Grandstand Revenue Jumps 28%; Midway Up, Pari-Mutuels Off

EDMONTON, Alta. — The fast-rising Edmonton Exhibition ran up a whopping attendance of 378,001 in its six-day run which ended Saturday (19). The count compared with a 327,073 total last year.

Weather thruout was ideal, contrasting with '57, when some rain fell each of the first six days. Grandstand receipts were up sharply, with the gain credited largely to the night show, which consisted of the Canadian Mounties' famous Musical Rodeo, a revue booked in by the Heterz Theatrical Agency, and the Atterbury-Hornbeck helicopter-sway-pole act.

Grandstand receipts were 28 per cent higher than last year, the grandstand attendance was only up 9 per cent and the grandstand admission price scale was unchanged. More patrons bought higher priced seats than in '57, and this accounted for the disproportionate increase in receipts over attendance. A. J. (Al) Anderson, exhibition secretary, pointed out:

"Pari-mutuel betting at the afternoon running horse races showed a drop of \$73,000. This drop, Anderson reasoned, was caused by a shift in patrons' spending to night grandstand attractions and the midway and away from betting. Midway receipts for the Royal American Shows were up over

SASKATOON EYES RECORD-BREAKER

Gate, Stand, Mutuels Well Ahead; Heterz Show Gets Big Reception

SASKATOON, Sask. — The Saskatoon Exhibition Thursday (24) romped into the fourth day of its six-day run with official hopes pegged to new record attendance and new highs in other departments.

The biggest Wednesday gate, grandstand, mutuel betting, and auto parking totals in the fair's history provided the basis of the high hopes.

The previous days' counts showed all-time highs for a Tuesday in attendance, betting and parking.

These gains served to almost overcome a drop-off registered Monday (21), opening day, when the mercury soared to 95 degrees and cut back day-time attendance of children.

Steve MacEachern, exhibition secretary, in eving the totals as the exhibition went into the fourth day, said that the steady gains made as the event progressed indicated that, given good weather thru the last half, new highs would be set in gate and grandstand attendance and in parking and betting.

Wednesday night's (23) grandstand was an all time record for a new show. A revue booked in by Jimmie Heterz of the Huntington, W. Va., agency bearing his name, was featured. The Hornbeck-Atterbury helicopter-sway-pole was an added attraction, starting Wednesday (23), and it registered solidly.

The Heterz revue was given an enthusiastic reception by exhibition patrons and also rave newspaper notices. The Saskatoon Star-Phoenix described the show as "one of the smartest that Saskatoon has ever seen," and as "a colorful, talented, fast-moving show which offered something for every member of the family," and capsuled its review with a head labelling the show as "Strictly Broadway."

MacEachern enthused over the choreography, the uniformity of the girls in the line, and the costuming.

On the midway, the Royal American Shows registered big business during the first three days, with rides and show receipts up 14 per cent over the corresponding period last year. The Wild Mouse, which was placed in operation with the Royal for the first time, was given much publicity in the press.

POLITICS

Civic Post Wins Lots Down Under

NEW YORK — One of Australia's few touring carnival units has been enjoying successful business, and a representative has been ride-shopping in the States while attending a Lions convention.

Ken Dalgleish visited Coney Island with his wife and a party of friends on Thursday (17). The show, which touts the Sydney city and suburban area, carries a Merry-Go-Round, Octopus, Steam Train, Chairplane, Baby Bombers and Boat Ride, 16 games, and food and drink operations.

Most rides are home made, Dalgleish said, as dollar restrictions limit the operators to buying plans rather than complete units. Kay-Gee started making Fiberglas ride bodies a couple of seasons ago and has branched out into the commercial Fiberglas business as a result.

With the same lot problems as exist in the States, Kay-Gee has found it advantageous to have members in politics. Dalgleish is an alderman in the municipality of Kogarah, and another member is running for Sydney city council.

Sweeney Race Pulls 11,300 At Des Moines

DES MOINES — National Speedways hit a red one here, Sunday (13), with a 300-lap Iowa International stock car versus sports car race on the Iowa State Fairgrounds before 11,300.

"The crowd, down a slight 5 per cent from last year's record, is an indication that the Midwest amusement trend is on the upgrade and that the bumper crops have made the Midwest farmer more optimistic," says Al Sweeney, NSI president.

National Speedways opened the 1958 fair circuit at Fargo, N. D., with speedway-type cars, July 18-19.

OKAYS CUT

Senate Group Amends Bill On Ticket Tax

WASHINGTON — Senate Finance Committee Friday (25) okayed an amendment to the Foran Excise Tax Bill to eliminate federal tax on admissions up to \$1. The present exemption is on tickets up to 90 cents.

The amended bill also would levy tax only on the amount over \$1. Thus, on a \$1.50 ticket, tax would be due only on 50 cents of it. Under the present set-up the tax is figured on the full \$1.50.

The bill originally pertained only to swimming pools, beaches and roller rinks. The amendment expands it to include all amusements. The bill now faces Senate action. It has been backed by the Participating Sports Association.

Hawes Spot Adds Boats

WISCONSIN DELLS, WIS. — Allan Hawes has added an Allan Herschell Kiddie Boat Ride at his 150-acre Dell's Spring Park here. Other rides in operation include a 30-foot Merry-Go-Round, Helicopter, Roller coaster, Wild Mouse, Flying Scooter, Hot Rods, Rock-a-Plane, and a Hawes' stem-wheeler sightseeing boat.

Facilities include an 18-hole miniature golf course, dance pavilion and picnic facilities. Planned are an animated jungleland, midway games and a dark ride.



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RINK CONSULTATIONS

USSR, Other Nations On Carver Itinerary

NEW YORK—A letter to Moscow, forgotten for months in the crush of business, is resulting in a visit to the USSR for ice rink consultant Fete Carver. Carver and his wife left Tuesday (22) for a tour of four or five weeks on the Continent.

While in Europe last year, Carver's discussion with a coach of the Russian ice skating squad

brought out the fact that there are no artificial ice surfaces in that nation. All skating is cold weather lake and river recreation.

The letter to the Ministry of Sports and Culture cited Carver's knowledge of the situation and expressed his willingness to advise on the development of rinks. "One day," he says, "I walked a second secretary of the embassy and I was invited to Washington, where a visit to Moscow was set up."

Carver will inquire into prospects for two rinks in Norway, two in Sweden and one in Denmark. Stops will include Munich, Copenhagen, Warsaw, Zurich, Prague and other cities besides Moscow. Carver-designed rinks exceed 70 in number, and he holds contracts for the design of \$3,000,000 worth of rinks this year.

He said the Russians appeared anxious to have opinions and expert consultation for both indoor and outdoor artificial ice rinks.

Atlantic City To Modernize Convention Hall

ATLANTIC CITY—Top priority in an \$8,000,000 improvement program here is going to the modernization of Convention Hall.

The program also includes improvements at the Boardwalk, building a Boardwalk civic center, and modernization of the airport and charter bus terminal.

Despite mounting opposition from other cities trying to make names-as convention towns, Atlantic City faces a bright future in the field, Wayne Stetson, Convention Bureau manager, believes. Twenty-eight major conventions and trade shows are booked here this year; 29 for next year; 32 for 1960; 22 for 1961 and 28 for 1962.

PSAA Advised to Skip Hearings On Tax Bill

NEW YORK—Action was set for Thursday (24) by the Senate Finance Committee on HR7125, the bill designed to free private pools and rinks from the federal admissions tax. The committee was to decide whether to send the measure out onto the floor for vote by the full Senate. The House of Representatives passed it a year ago.

Vernon (Bud) Platt, Feasterville, Pa., and Arthur Litzberger, speaking for the Participating Sports Association of America, corrected an impression given in recent coverage of the bill. They said reports that there were no speakers for the bill before a subcommittee were misleading.

Platt emphasized that the PSAA has been working for passage of the bill for five years, and recently won the co-operation of the National Association of Amusement Parks, Pools and Beaches to present a more united front. Pennsylvania legislators in Washington, Platt said, advised the PSAA not to speak at hearings since its views were well documented in previous testimony, and chances seemed good that the bill would be processed thru committee quickly.

New Mutuel Mark Set

CALGARY, Alta.—A new waging mark of \$1,151,088 was set at the seven-day race meet of the Calgary Stampede. The previous mark of \$1,148,027 was set last year. This year's record was established despite the fact that betting on the closing day dropped to \$220,721, compared with \$229,338 on the corresponding day in 1957.

N. Y. Hall Sets Summer Pops Series

NEW YORK—A series of 26 performances of pop concerts has been scheduled for the Coliseum, beginning August 7.

Blevins Davis and Conductor D'Artega will produce and stage the series, which will feature a 60-piece orchestra backing up leading instrumentalists and soloists. There will be guest conductors.

The concerts will utilize the second floor of the Coliseum, where the orchestra and performers will play from a giant handstand. Tables and chairs will be arranged in front of the stage. Refreshments will be served to table patrons. Additional seats will be available at popular prices, ranging from \$1.50 to a top of \$3.50 for table seats.

Concerts will be held every Thursday, Friday, Saturday and Sunday evening and Saturday and Sunday matinees during August. Doors will open at 7 p.m. in the evenings, and 1 p.m. matinees; and performances will start at 8:30 p.m. and 2:30 p.m. respectively.

There will be special nights such as Gershwin and Berlin Night, An Evening in Paris, Victor Herbert-Romberg-Friml Night, A Night in Vienna, Jazz at the Coliseum, and many others. A special afternoon performance will feature Student "Pops" which will have Joey Alford, the eight-year-old prodigy conductor, on the podium.

A Music Fair featuring music exhibits showing latest innovations in stereophonic sound, hi-fi recordings, musical instruments, and other equipment will be displayed for the edification and amusement of concert-goers who may visit the fair before and after the performances.

Justus Edwards, press chief of Polack Bros. Circus, spent only a few days in Copenhagen, but was hosted by owners of Circus Schumann and Tivoli, partied by Albert, Pauline, Max and Vivi Schumann, and was a guest of Tivoli's executive manager, Henning Soager and Egitz Sun, manager of the park's Concert Hall and open-air stage, during his visit. He also visited Circus Benjamins and Circus Louis, in nearby towns, before leaving for Brussels.

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ARENAS & AUDITORIUMS

Musician-Athlete Develops Custom Show for Buildings

By TOM PARKINSON

A PERFORMER WHO can be described as a product of the auditorium-arena business — just as earlier ones came from vaudeville and elsewhere—is Tony Lavelli, now quite busy in Canada with a one-man show playing such buildings.

It was while he was with the Harlem Globetrotters organization both as musical director and as player on the American All-Stars, the Globetrotters' opposition team, that he determined on a course that took him into the auditorium-arena field on his own.

Earlier he had enjoyed several other successes. As a child he was a proficient violinist. In high school he was an accordionist, but also a star basketball player. This led him to Yale, where he was a music student and the school's top basketball star, "basketball's only four-time All-American."

THEN CAME DUAL CAREERS that had him in the All-Stars basketball game at Madison Square Garden; performing musician on Sullivan, Godfrey and other TV shows; act at the Boston Latin Quarter, and a player with the Boston Celtics of the National Basketball Association.

It was with the Celtics that he began half-time performances with the accordion, and it was logical that his next stop was the Globetrotters organization.

During his seven years with the Globetrotters, Lavelli made several foreign tours and also came to know many auditoriums and arenas in this country. It was then, he recalls, that he became "aware of the need for a show of this type in the medium and small size towns."

"AS A RESULT of many conversations with promoters and bookers, I felt that there was a market and demand for this kind of attraction," he states. "The speed with which the attraction developed now indicates that my thinking was correct."

He expanded his activities in playing schools, where his sports and music combination had appeal, and began to include engagements under auspices of clubs and organizations. About a year ago, however, he and Shelly (Bud) Snyder joined forces. Snyder handles the advance, promotions and bookings.

Lavelli works alone, giving a two-hour show. There are some audience participation features, along with his musical turns. The show uses promotion and auspices to raise money for clubs and their activities. Lavelli declares his show has outgrossed Shrine circuses as well as appearances by big-name performers in the one-man show class.

RECENT TOURS HAS taken him to such places as the Fieldhouse at Fargo-Moorhead, N. D.; War Memorial Building, Bismarck, N. D.; Memorial Auditorium, Louisville (where he grossed \$22,000), and Municipal Auditorium, Zanesville. O. Proposed for coming months is a tour of the Northwest, Canada and Alaska.

SHOWMANSHIP FORMULA

Exhibit Council Gets Fems' Angle

NEW YORK—Two of the interesting elements of the recent Exhibitors Advisory Council program in the Coliseum were Wednesday's (2) panel on "Designing Better Exhibits," and Monday's (30) luncheon talk by Claire Mann on "The Woman's Touch in Show Business."

Designer Tom Lee, at the panel discussion, noted that exhibit people have been tied to the "box and string concept" of design and construction and urged greater flexibility. The traditional approach had been dictated by limitations of buildings and other factors, he said, but changes during the past three years have encouraged a freer attitude.

Lee cited the lifting of height limits indoors, and the use of a cubic principle. What is needed he said, is a halt in complaints over limitations, and the realization that the designer, in the end, "is the one who shapes the finished product."

Women Influence Buying
Claire Mann, Women's Director, FR Radio Concert Network and a veteran of 24,000 commercial messages, discussed the exploitation of "sexuality" in every sales campaign. No matter what the product, she noted, the female plays an active part in its purchase and the successful campaign takes note of her role in the spending.

She gave a "formula for showmanship in sales." Included are believability of claims, integration of elements in the campaign, pinpointing by avoiding the use of

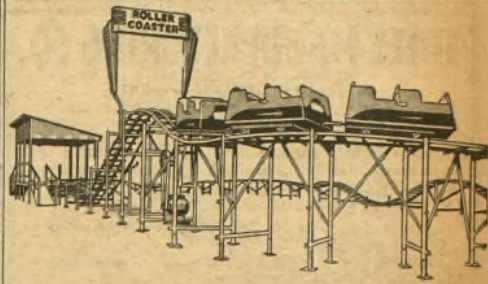
too many targets or facts, flexibility of the approach, and timing, in order to beat competition.

On the exhibit floor, interesting displays included Genarco's 300-watt slide projector and charger for 3 1/2" by 4" inch slides. Gardner, Robinson, Stierheim and Weiss showed a "sound wand," it's the first time at a trade show. Sound is transmitted thru the tiled floor and the listener holds a free, light metal rod to his ear to pick up the message. He can listen while walking around and is unhindered by wires.

Color Corporation of America showed its enlargements, representing the first time 35mm. transparencies can be blown up as large as 40 by 60 inches and projected on display screens.

Bert and Corrine Dearo opened their outdoor season at the Mexico, Ind. street festival and then joined Hamid-Morton at Ebbetts Field, Brooklyn. Duo started fairs on July 18 at Breckenridge, Minn. In August, Corinne will play Olympic Park, Irvington, N. J. . . . Milt Herriott, trainer of the Sioux City, Ia., White Horse Mounted Patrol, displayed them at the July 4 celebration in Paullina, Ia.

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Machine only — as pictured — \$15.00
Aluminum Stand — as pictured — \$20.00

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COMING EVENTS

Arkansas

DeWitt—Ark Co. Livestock Show, Sept. 24-27. Harold Kennel
El Dorado—Union Co. Livestock & Poultry Show, Sept. 15-21. Sam W. Weiss
Heber Springs—Reunion, Aug. 4-9.
Little Rock—Ark. Livestock Expo., Sept. 28-30.
Mammoth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 11-18. F. E. Sterling
Pine Bluff—Ark. Livestock Show, Sept. 22-27. George Heasand

California

Santa Monica—Better Homes & Garden Show (Civic Aud.) Sept. 17-21.
San Francisco—Oils Show, Aug. 1-8. Kay Leber, 1355 Market St.
Stockton—Sports Car Show (Civic Aud.), Sept. 6. George Wascoff, 31 East Market
Yuba City—Golden Jubilee, Sept. 28-29. Robert Clark

Georgia

Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 611 Albemarle St.

Illinois

Carthage—4-H Show, July 30-Aug. 2. Jerry Snow, Aug. 5-7. Lee Collingsham, Russell

Indiana

Delphi—Old Settlers' Reunion, Aug. 6-9. Goldsmith—Old Settlers' Reunion, Sept. 4-8.
Elkhart—Centennial, Sept. 31-30
Haxlin—Haxlin Days Celebration, July 30-Aug. 2
Huntington—Street Fair, July 28 Aug. 2
Ludoga—Homecoming & Fish Fry, Aug. 20-22
Milan—Milan Biret Fair, Sept. 17-20. J. Behlander
Odon—Old Settlers' Meeting, Aug. 10-13. Lex Benoff
Terre Haute—Minors' Picnic, Aug. 1-3. Jack Wilton
Waynetown—Waynetown Pulp Fry & Street Fair, Sept. 11-13

Iowa

Cheriton—Lucas Co. 4-H Achievement Show, Aug. 5-7. Mrs. Lee Collingsham, Russell
Cherokee—Pilot Rock Flowing Match, Aug. 6. Sherman Pettit
Fort Dodge—Webster Co. 4-H Achievement Show, Aug. 4-7. Paul Harms, 210 Doud Bldg.
Bibley—Oreola Co. Livestock Show, Aug. 18-20. Great Alexander
Tripp—Celebration, Aug. 1-3
Waterloo—Iowa 4-H Club Dairy Cattle Congress, Sept. 21-Oct. 4. R. B. Riel
Waterloo—Steam Engine Show, Aug. 14-19. Nat'l Cedar Valley Steam Engine Club, 1128 Kero St.

Kansas

Thayer—Nesmo Co. Thayer Picnic, Sept. 3-5. H. M. Mitchell

Louisiana

Morgan City—La Shrimp Festival, Aug. 26-Sept. 1. P. O. Box 111
Natchitoches—La Brouler Festival, Sept. 25-27. Jim Mike
Villa Platte—La Cotton Festival, Sept. 19-21. Dallas Dettle

Maryland

Fall Hill—Cecil Co. Breeders' Fair, Sept. 4 and 13. Wm. Shelton

Michigan

Manton—Manton Harvest Festival, Aug. 20-Sept. 1. Robert McBrien

Minnesota

Preston—Celebration, July 29-30

Missouri

Belknap—Harrison Co. 4-H Livestock Show, Sept. 15. Chas. Belknap
Bloomfield—Stoddard Co. Homecoming & Livestock Show, Sept. 4-13. Leroy Moore
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 4-8
Deep Water—Labor Day Celebration, Sept. 1-3
Gallatin—Davess Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt
Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur
Iberia—Iberia Picnic, Aug. 14-16
Iberia—Old Settlers' Reunion, Aug. 7-9
Maplewood—Golden Jubilee, Sept. 8-13
Meriville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 15. H. W. Walpus
Miami—4-H & FFA Livestock Show, Sept. 19. Miss P. N. Merr
Monette—Barr-Lawrence Counties Dairy Show, Sept. 7
Pickering—Pickering Farm Show, Sept. 10-12. W. H. DeWitt
Pierce City—Pierce FFA Stock Show, Sept. 18-19. J. B. Wilk
Purdy—Purdy Livestock Show, Sept. 11-12. Harold Rotter
St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey
St. Joseph—Interstate Home Economics Show, Sept. 28-31. Webb Embrey
At Joseph—Interstate Jr. Dairy Show, Aug. 1. Webb Embrey
Bredala—Pettis Co. 4-H Livestock Show, Aug. 6. H. L. Park
Shelbyville—Old Settlers' Reunion, Aug. 28-30
South St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey
Springfield—Graves FFA Fat Beef Show, Sept. 11. Vencil, O. Moun
Union—Reunion, July 28-30
Waynesville—Waynesville Jubilee, Sept. 25-27. R. W. Bricker

Nebraska

Nemaha—Picnic, July 18-Aug. 2
Omaha—4-H Bar-Ben Livestock Show, Sept. 18-27
Shubert—American Legion Picnic, Aug. 7-8. Claude Shubert

New Jersey

Hammonton—Feast of Our Lady of Assumption, Aug. 11-12. Ralph Battelle, 221 French St.

New Mexico

Gallup—Inter-Tribal Indian Centennial, Aug. 14-17. Edward S. Merry
Las Vegas—Theodore Roosevelt Centennial, July 25-Aug. 2

New York

New York—Int'l. Aviation Show (Caldwell), Sept. 10-23
Pathto—Int'l. Bicycle Races, Aug. 2-3. Bird L. Murray, 73 Valley View Ave., Hamburg

Ohio

Beverly—Legion & Ladies' Homecoming, Aug. 14-16. Bob Bloomfield
Bryan—Jubilee, Aug. 5-9
Cincinnati—Fourth Annual Original Pood Show (Garden), Sept. 20-28
Commercial Point—Homecoming, July 31-Aug. 2
Elyria—125th Anniversary Celebration, Aug. 1-4
Hannover—Homecoming, Aug. 13-16
Harrisburg—Homecoming, Aug. 7-9
Laurelville—Street Fair, Sept. 28-Oct. 4
New London—Celebration, Aug. 30-Sept. 12
Westerville—Centennial, Aug. 18-22

Oklahoma

Anadarko—American Indian Expo., Aug. 16-28

Pennsylvania

Bangor—Blue Valley Farm Show, Aug. 28-29. Millard Gleim
Harrisburg—Gravel's Sheep Sale (Farm Show Bldg.), Aug. 8
Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 15
Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 19
Harrisburg—Pa. Jr. Dairy Show, Sept. 18
Rox Carter
Mechanicsburg—Firemen's convention, Aug. 20-25
Shade Gap—Soldiers & Sailors' Fair & Picnic, July 28-Aug. 2. A. L. Blackmon

Texas

Alice—Picnic, July 28-Aug. 3
Fort Worth—Fort Worth Pood Fair (Coliseum), Sept. 25-28
Kaufman—Kaufman Co. Livestock Show, Sept. 4-6. Wm. D. Percy
Ovalde—Tex. Angola Goat Raisers Show & Sale, July 31-Aug. 2. Pete Guitay

Utah

Belgham City—Peach Days, Sept. 5-8
Cedar City—Southern Utah Livestock Show, Sept. 1-3
Payson—Ogden Day, Sept. 1

West Virginia

Kingwood—Preston Co. Burk wheel Festival, Sept. 25-27. Mrs. Betty Tennant

CANADA

Ontario

Almont—Centennial, Sept. 3-8
Thorold—Firemen's Festival, Aug. 6-8
Windsor—Emancipation Celebration, Aug. 2-4

Quebec

Montreal—James J. Jr. Livestock Show, July 31-Aug. 3. Frank Newland
Mount Vernon—Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call

Denver Stock Expo - Pop-Dates

DENVER—Looking ahead to this year's January performance, the National Western Stock Show—usually an s.r.o. event—will start an extensive remodeling program to make more efficient its ticket-selling set-up.

As a part of the long-term program which is designed eventually to lead to the show association's ownership of all lands and buildings (heretofore leased) the group has just made purchases totaling \$135,000.

Construction started last week on a 96-by-200-foot extension to the show's large concrete barn. The new barn will have an unloading ramp, will house 275 more cattle and will cost \$80,000.

The association last week also purchased two horse barns—two-story and three-story structures—from the Denver Union Stockyards Company and has acquired additional land near the old arena.

Delivery Set For Hot Rods

NEW YORK—An eight-car Hot Rod unit has been delivered to the new Pleasure Beach operators, Bridgeport Conn. Unit will have 15 cars by season's end, according to Mickey Hughes, of Hot Rods, Inc.

Other deliveries last month included a seven-car Junior Hot Rod and 500 feet of track to Massapequa (N. Y.) Zoo for the Grimaldi Brothers, and eight Gernac Scooter cars for Carl and Ramagosa, Wildwood, N. J., bringing the total there to 20.

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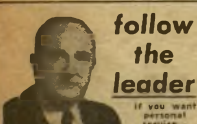
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Carnival Routes

A 1 Am. Co. (Fair) Danville, Ill.; Round Lake 6-9.
A & T Am. Co. (Fair) Lucasville, O., 29-Aug. 3.
Alamo Expo.: North Platte, Neb., 29-Aug. 3.
American Beauty: Donnellson, Ia. Badger State: (Fair) Waseca, Minn., 30-Aug. 3.
Baker United: (Fair) Osceola, Ind.; Delphi 6-9.
Beam's Attractions: Frostburg, Mo.; McCool 4-9.
Bee's Old Reliable: Columbia, Ky.; Germantown 4-9.
Belle City, No. 1: (Fair) Antigo, Wis., 31-Aug. 3; (Fair) Merrill 4-7; (Fair) Ladysmith 8-10.
Belle City, No. 2: (Fair) Thiensville, Wis., 28-30; (Fair) Butler, Aug. 8-10.
Bernard & Barry: Shawaning Falls, Que.
Big D Am. Co.: Defiance, Ia. 30-30; Lytton, Aug. 1-2; Minburn 5-7; Lime Springs 10-11.
Big State: Sinton, Tex.
Blue Bonnet: Taylor, Tex.
Brasch Bros.: Middleton, Wis.
Broedbeck & Schrader: Casper, Wyo.
Brown, Al. Kasson, Minn., 30-Aug. 3; Comfrey 4-5; Litchfield 6-9.
Buck, O. C.: (Fair) Plattsburg, N. Y.; Gouverneur 4-9.
Bunke, Harry: Franklin, La.
Burbark: Bladensville, Ill., 28-Aug. 1; (Fair) Mendon 2-6.
Byers Bros.: Forest City, Ia., 29-31; Tripoli, Aug. 1-2; Independence 5-8.
Capell Bros.: Fairfield, Idaho.
Capital City: (Fair) Corbin, Ky.; (Fair) Barbourville 4-9.
Carl, A. J.: Alma, Mich., 28-31; Standale Aug. 1-2.
Carpenter Bros. Liberty Center, O.
Carroll's Greater: (North Side Picnic) Minneapolis, Minn., 29-30; (South Side Picnic) Minneapolis, Aug. 5-6; (Fair) Anoka 7-10.
Central States: Phillipsburg, Kan.; (Fair) Sevard, Neb., 4-6.
Cetin & Wilson: New Castle, Pa., 28-31; Ionia, Mich., Aug. 4-9.
Cherokee Am. Co. (Fair) Pratt, Kan.; Osawatimie 4-9; Ft. Scott 11-16.
Collins, Wm. T.: (Fair) Minot, N. D.; (Fair) La Crosse, Wis., 6-10.
Conklin: Leamington, Ont., 29-Aug. 2; Petersburg 6-9.
Continental: Carthage, N. Y.
Cote Am. Co.: Washington, Mich., Aug. 1-3; Millington 7-9.
Crafts Expo: (Fair) San Mateo, Calif., Aug. 1-10.
Cros. Road Am. Co.: Pentwater, Mich.
Cumberland Valley: Springfield, Tenn.; (Fair) Bowling Green, Ky., 4-9.
D & D Am. Co.: Hopkinton, Ia., 29-30; Center Junction 31; Durant, Aug. 1-3; (Fair) Iowa City 4-8.
Dauberman's Rides & Concessions: Pottsgrove, Pa., 29-Aug. 2; Pottsville 6-9.
Davidson United: Leon, Ia., 28-30.
Davis Am. Co.: Eugene, Ore.; Sutherland 5-10.
Deggeller Am. Co.: (Fair) Lucasville, O.; (Fair) Shelbyville, Ind., 3-8.

Deluxe Ride Co., No. 1: Flushing, Mich.; Ft. Wayne, Ind., 4-9.
Deluxe Ride Co., No. 2: Ortonville, Mich.; Fort Huron 4-9.
DeLuxe: Durham, Conn., Aug. 1-2.
Dickson United: Genoa, O.
Dixie Am. Co.: Friend, Neb., 31-Aug. 1; Beaver Crossing 2-3; Wetmore, Kan., 6-8.
Dobson's United: (Central Ave.) Minneapolis, Minn., 28-30; (Fair) St. Croix, Wis., Aug. 1-3; (Fair) Glenwood 4-6; (Fair) Bayport, Minn., 7-10.
Down River Am. Co.: East Highland, Mich., 29-Aug. 3; Fenton 5-9.
Drago, No. 1: Flora, Ind.; Rochester 4-9.
Drago, No. 2: Otterbein, Ind.
Drew, James H.: (Fair) Nappanee, Ind.; (Fair) Valparaiso 4-9.
Dudley, D. S.: Dalhart, Tex.; (Fair) Russell, Kan., Aug. 1-3.
Dyess: Marengo, Ill.; Manchester 4-3.
Eddie's Expo.: Clarion, Pa.; (Fair) Butler 4-9.
Emshoff: Union Grove, Wis., 31-Aug. 3.
Evans United: Nemaha, Neb.; Dighton, Kan., 4-9.
Fairland Am. Co., No. 1: Clarence, N. Y.; Canandaigua 5-10.
Fairland Am. Co., No. 2: Churchville, N. Y., Aug. 1-2; Albion 6-7; Bowmanville 9-10.
Franklin, Don: (Fair) Fairbault, Minn., 30-Aug. 3; Austin 5-10.
Fred's Playland: (Shopping Center) Knoxville, Tenn.
Funland: Memphis, Mo.; Kirksville 4-8.
G & B.: (Fair) Gassaway, W. Va.; (Fair) Summersville 4-9.
Gala Expo: (Fair) Buffalo, Mo.
Garden State: Archbald, Pa.
Gem City: (Fair) Joliet, Ill., 27-Aug. 3; Davenport, Ill., 4-9.
Georgia Am. Co.: Burnsille, N. C.
Garen, W. R.: Shoals, Ind.; Greencastle 4-9.
Glades Am. Co.: Montross, Va.; Herndon 4-9.
Gladstone Expo: (Fair) Tomah, Wis., 31-Aug. 3; (Fair) Fond Du Lac 6-10.
Gold Bond: Appleton, Wis.; Wilmont 5-10.
Gooding Am. Co., No. 1: (Fair) Xenia, O.
Gooding Am. Co., No. 2: (Fair) Franklin, Ind.
Gooding Am. Co., No. 3: (Fair) Huntington, Ind.
Gooding Am. Co., No. 4: (Fair) New Lexington, O.
Gooding Am. Co., No. 5: (Fair) Greentown, Ind.
Gooding Am. Co., No. 6: (Fair) Rushville, Ind.
Gooding Am. Co., No. 7: (Fair) Elkhart, Ind.
Gooding Am. Co., No. 8: (Fair) Warren, O.
Gooding Am. Co., No. 9: West Lafayette, O.
Gooding Am. Co., No. 10: Euclid, O.
Gooding Am. Co., No. 11: Continental, O.
Grand American: Ackley, Ia., 28-29; (Fair) Allison 31-Aug. 4; (Fair) Maquoketa 6-11.
Great Western: Petaluma, Calif.; Roseville 4-10.
Green Tree: (Fair) Paris, Ky.; (Fair) Russell Springs 4-9.
Groscurth Comb: (Fair) Decatur, Ill.; Converse, Ind., 4-9.
Hale's Shows of Tomorrow: Nebraska City, Neb., 28-30; Craig, Mo., 31-Aug. 3.
Hames, Bill: Wichita Falls, Tex., 28-30; Sherman, Aug. 1-9.
Hammond, Bob: Hico, Tex.; DeLeon 6-9.
Hannah Am. Co.: Hopwood, Pa.; (Fair) Wind Ridge 4-9.
Hannum, Morris: Berwyn, Pa.; Fairless Hills 4-9.
Happyland: Imlay City, Mich.; Bad Axe 4-9.
Hartsack, Roy: Moulton, Ia.
Hartsack Bros.: Bucklin, Mo., 31-Aug. 2; Jamison 6-9.
Heart of America: (Fair) Osceola, Neb., 28-30; (Fair) Hoxie, Kan., 31-Aug. 2; (Fair) Oberlin 4-6; McCook, Neb., 7-9.
Heth: (Fair) Olney, Ill., 28-Aug. 1; (Fair) Altamont 2-7.
Holiday Am. Co.: (Fair) Waverly, Kan., 28-30; (Fair) Eudora, Aug. 1-2; Girard 4-7; Anna 8-10.

Hottle, Buff, No. 1: Mt. Sterling, Ill.
Hugo's Novelty Expo: (Fair) Oriskany, Mo.; (Fair) Herrington, Kan., 4-9.
Hunt Am. Co.: Louisville, Ky.; Hopkinsville 4-9.
I. T.: (Fair) Middletown, N. Y., Aug. 2-10.
Ideal Rides: (Fair) Olay City, Ind., 28-Aug. 1; (Fair) Brazil 4-9.
Imperial: (Fair) Knoxville, Ill.; (Fair) Burlington, Ia., 4-8.
Johnny's United: (Fair) Huntington, Ind.; (Fair) Brownstown 4-9.
Ken-Penn Am. Co.: Minerva, O.
Kenny's Attractions: Colfax, Ind.; Kentland 4-8.
King Bros.: Buena Vista, Colo.; Springfield 6-9.
Lagasse Am. Co., No. 1: Nashua, N. H.
Lagasse Am. Co., No. 2: Lebanon, N. H.
Lagasse Am. Co., No. 3: Lynn, Mass.
Lindle, Jack: (Fair) Shelbina, Mo., 29-Aug. 1.
Lone Star Am. Co.: Phillips, Tex.; Canyon 4-9.
Lynn's Midway: Pequot Lakes, Minn., 29-30.
M. D. Am. Co.: Bethlehem, Pa.; (Fair) Branchville, N. J., 4-9.
Mac's Am. Rides: Corsica, S. D., 29-30.
Marks Manning Comb.: Lynchburg, Va.; (Fair) Hendersonville, N. C., 4-9.
Marvel: Toulon, Ill., 29-31; Mintier, Aug. 1-3.
McKenna's Rides: (Fair) Medford, Wis.; Cedarburg 7-10.
Meeke: Kellogg, Idaho; Omak, Wash., 4-9.
Merrans' Midway: Titonka, Ia., 29-30; Ogden, Aug. 1-2; Vinton 4-7; Waukon 8-10.
Midway of Mirth: (Fair) Benton, Ill.; (Fair) Albion 4-9.
Mighty Hoosier State: Shoals, Ind.; (Fair) Greencastle 4-9.
Mighty Interstate: Morrilton, Tenn.; (Fair) Alexandria 4-9.
Mo-Ark: Tusculumbia, Mo., 31-Aug. 2.
Monarch Expo: (Fair) Belleville, Ill.; (Fair) Milledgeville 6-10.
Moore's Modern: Arapahoe, Neb.; Bladen 4-6; Minden 7-9.
Motor State Expo, No. 1: Somerville, Ind.
Motor State Expo, No. 2: Summitville, Ind.; Argos 4-9.
Mound City: Elsherry, Mo.
Murphy's Northern State: Lemmon, S. D., 28-30; Carson, N. D., 31-Aug. 3; Burke, S. D., 6-7; (Fair) Bassett, Neb., 8-10.
Nell's United: Akron, Ia., 28-30; Hudson, S. D., 31-Aug. 1; Oto, Ia., 4-6; Deep Rapids 7-9.
New England Am. Co.: Winchendon, Mass.; Littleton 5-10.
North American: South St. Paul, Minn., 28-31; St. Charles, Aug. 1-3; Pine City 4-6; Sauk Centre 7-10.
Northern Expo: Lewiston, Mont.
Norton's Rides: Deadwood, S. D.
Olson: (Fair) Chippewa Falls 29-Aug. 3; (Fair) Springfield, Ill., 8-17.
Orange Bros.: Murrefreesboro, Ark., Aug. 2; Hatfield 7-9.
P & J Am. Co.: Beallsville, O., 28-31; Canton, O., Aug. 1-3.
Page Bros.: Russellville, Ky.
Page Comb.: Elkland, Pa.; Ithaca, N. Y., 4-9.
Pan American: Columbus, Miss.
Parada: Ulrich, Mo., 28-30; Clinton 31-Aug. 2; California, Mo., 4-9.
Penn Premier: Monongahela, Pa.
Peppers All States: Douglas, Ga.
Playtime: Orleans, Mass.
Powelson Am. Co., No. 1: Montpelier, O., 30-Aug. 2; (Fair) Bowling Green 4-9.
Powelson Am. Co., No. 2: Ilamilton, O.; (Fair) Eaton 5-9.
Prell's Broadway: (Fair) Budgeton, N. J.
Rames Am. Co.: Oswego, Kan.
Ramier: Lake City, Wash.; Seattle 4-9.
Reid's Golden Star: Roan, Tenn.
Reid, King: Woodstock, N. B.; Skowhegan, Me., 9-16.
Reithoffer: (Green) (Fair) Morris, N. Y.; (Fair) Cortland 5-9.
Ritters: United (Fair) Chino, Calif.; (Fair) West Riverside 5-9.

Robinson's Greater: Tabor, Ia., 29-30.
Rock City: (Fair) Lake Zurich, Ill.; (Fair) Washington, Ia., 6-9.
Rogers Bros.: Ironton, Minn., 28-30; Proctor 31-Aug. 2; Farmington 6-10.
Rohr's Modern Midway: Pontiac, Ill., 29-Aug. 2; (Fair) Marshall 3-8.
Rose City Rides: (Fair) Prairie Home, Mo., 28-30; (Fair) Warrenton 31-Aug. 3; (Fair) Fotos 6-9.
Royal American: Regina, Sask.; Ft. William-Pt. Arthur, Ont., 4-9.
Royal United: (Fair) Coon Rapids, Ia., 27-30; (Fair) Thompson, Aug. 1-3; (Fair) Estherville 4-6; (Fair) Carnavola 8-10.
Rumble Greater: Terre Haute, Ind., Aug. 1-3.
Schafer's 20th Century: (Fair) Monroe, Wis., 30-Aug. 3; (Fair) Mason City, Ia., 4-10.
Shorter's Greater: (Fair) Central City, Ia., 31-Aug. 3.
Siebrand Bros. Comb.: Helena, Mont.; Great Falls 4-9.
Skerbeck Am. Co.: Reed City, Mich.
Smiley's Am. Co.: Murraysville, Pa.; West Kittanning 4-9.
Smith, George Clyde: Cumberland, Md.; (Fair) Lundy, Va., 4-9.
Smith's Funland: Ridgeley, W. Va.; Stafford's: Russellville, Ind., 30-Aug. 2; Indianapolis 4-9.
Stanley, Wm. D.: Black Duck, Minn., 29-30; Mortley, Aug. 1-3; Wood Lake 4-6; Clinton 8-10.
Stephens, Otto: Brighton, Ia., 28-30; Ollie 31-Aug. 2.
Stipes: Mount Pleasant, Aug. 1-3; Elk River 4-6; Arlington 7-10.
Stokes, James E.: (Fair) Clearfield, Pa.; (Fair) Bedford 4-9.
Strong's Am. Co., No. 1: (Fair) Wood River, Neb., 28-30; Fairmont, Aug. 1-2; (Fair) Sidney 6-9.
Strong's Am. Co., No. 2: Wisner, Neb., Aug. 1-3; (Fair) Greenfield, Ia., 4-7; Narka, Kan., 9-11.
Stumbo's Tri-State: Colcord, Okla.; Gravette, Ark., 4-9.
Sunset Am. Co.: (Fair) Zumbrota, Minn.; (Fair) Rochester 4-10.
Taham Bros. Comb.: (Fair) Milford, Ill.; (Fair) Bloomington 3-7.
Tennessee Valley Am. Co.: Woodbury, Tenn.; (Fair) Cookeville 4-9.
Theiss, No. 2: (Fair) Ambos, Ill., 29-31; (Fair) Pontiac, Aug. 1-3.
Thomas, Art B. No. 1: Benndi, Minn., 28-30; Hibbing 31-Aug. 3.
Thomas, Art B. No. 2: North English, Ia., 30-31; Manson, Aug. 1-3; Alta 4-7; Gladbrook 7-9.
Thomas Joyland: Scottsburg, Ind.
Thomas, W. A.: Diller, Neb., 29-30; Ashland, Aug. 1-2; Fremont 6-8.
Tidwell, T. J.: Booker, Tex.
Tip Top: (Fair) Green Lake, Wis., Aug. 1-3; (Fair) Howard Lake, Minn., 7-10.
United Joe's Am. Co.: Electra, Tex.; (Fair) Quilley, Tex.
United Expo: Rollo, Mo.
United States: Green Sulphur Springs, W. Va.; Clax 4-9.
Venditto Bros.: (Cahill Post) Providence, R. I.; (Silver Lake) Providence 4-9.
Virginia Greater: Salisbury, Md.; Pocumote City 4-9.
Volunteer: Muldraugh, Ky.; Berea W.B.J.: Deerfield, Mich., Aug. 7-9.
Wade, W. C.: (Fair) Muncie, Ind.; Pontiac 4-9.
Wade Expo: Grand Haven, Mich.
Wade Greater: (Fair) Fowlerville, Mich.; (Fair) Cassopolis 5-9.
Wall, Alfred, Am. Co.: Mt. Auburn, Ill., 30-Aug. 2; Reynolds, Ind., 5-8.

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Wallace Bros.: Jefferson, Wis.; Jamesville 6-9.
West Coast, No. 1: (Fair) Gresham, Ore., 31-Aug. 9.
West Coast, No. 2: (Fair) Yuba City, Calif., 30-Aug. 3; Napa 4-10.
Western, No. 1: (Mercer Island) Seattle, Wash.; Mt. Vernon 4-9.
Western, No. 2: Emmons, Wash.; Friday Harbor, Wash., 4-9.
Wilber, H. O.: Barryton, Mich.
Wilson, Dick: Millbridge, Me.; Elsworth 4-9.
Wilson Famous: (Fair) Jacksonville, Ill., 30-Aug. 2; (Fair) Cambridge 5-9.
Wolfe: Salisbury, Md.
Wonderland Expo: Alamosa, Colo.
World's Finest: Vegreville, Alta., 28-30; Red Deer 31-Aug. 2; North Battleford, Sask., 4-6; Prince Albert 7-9.
World of Myth: (Fair) Bangor, Me.
World of Pleasure: Charleston, Ill.; Warsaw, Ind., 4-9.
Young, Monte: Preston, Idaho.

Circus Routes

Adams Bros.: Marquette, Mich., 28; Ashland, Wis., 29-30; Superior 31; Duluth, Minn., Aug. 1; Bemidji 2; Grand Forks, N. D., 3; Crookston, Minn., 4; Thief River Falls 5; Grafton, N. D., 6; Devils Lake 7; Jamestown 8; Valley City 7; Carson & Barnes: Electric City, Wash., 30.
Cristiani Bros.: Evansville, Ind., 28-29; Akron, O., 31-Aug. 2; Roosevelt, N. Y., 6-8; Glen Head 9.
Dwight Bros.: Downers Grove, Ill., 29-30.
Hagen Bros.: Williamsport, Pa., 28.
Hunt Bros.: Norwich, Conn., 28; Groton 29; Montville 30; Old Saybrook 31; Middletown Aug. 1; Plainville 2; Milford 4.
Kelly Miller: Mount Vernon, Wash., 28; Oak Harbor 29; Anacortes 30; Lynden 31; Bellingham Aug. 1-2.
Mills Bros.: Orange, Mass., 28; Northampton 29; North Brookfield 30; Marlboro 31; Northbridge Aug. 1; Southbridge 2; Chatham, N. Y., 4; Kingston 5; Monticello 6; Liberty 7; Florida 8; Nantux 9.
Pau: Young: Wheeling, W. Va., 28-30; Clarksburg 31; Parkersburg Aug. 1; Natchez, Miss., 5; Lafayette, La., 6; Baton Rouge 8, 9.
Polack Bros.: Redwood City, Calif., 29-30; San Jose 31-Aug. 3; Reno, Nev., 6-9.
Ringling Bros. and Barnum & Bailey: Atlanta, Ga., 28-30; Birmingham, Ala., Aug. 1-2; Memphis, Tenn., 4-6; Houston, Tex., 8-10.
Strong: Big John A. (Fair) Petaluma, Calif., 31-Aug. 3; (Fair) Turlock 4; (Fair) Napa 7-10.
Trapeze Bros.: Vandehoof, B. C., 28; Fort St. James 29; Pouce Coupe 31; Beaver Lodge, Alta., Aug. 1; Grand Prairie 2; Spirit River 4; Fairview 5; Peace River 6.

Miscellaneous

Bisbee's Comedians: Hartford, Ky., 28-31; Leitchfield Aug. 1-6; Morgantown 7-12.
Burke's Wild Cargo: New Castle, Pa., 28-30.
Brunk's Comedians: Delta, Colo., 28-Aug. 2.
Lowell Circus Acts: Clinton, Ia., 28-30; Lost Nation 31; DeWitt Aug. 5.
Matchstick City: Muncie, Ind., 28-Aug. 2.
Schaffner Players: Monroe City, Mo., 28-Aug. 3; Perry 4-10.
Scott, Tommy, Country Show: Newport, R. I., 28; Plymouth, Mass., 29; Bristol, R. I., 30; East Providence 31; North Attleboro, Mass., Aug. 1; Pawtucket 2; Woonsocket 3; Nashua, N. H., 4; Dover 5; Lewiston, Me., 7; Somersworth, N. H., 8; Rochester 9.

Thrill Shows

Aut Swenson Thrillcade: Winnipeg, Man., 28; Waseca, Minn., 30; St. Charles 31-Aug. 1; Lincoln, Ill., 2; Altamont 3.
Jack Kochman Int'l. Auto Dare-devices: (Fair) Bucyrus, O., 28; (Fair) Scottsburg, Ind., 29; (Fair) Monroe, Wis., 31; (Fair) Huntington, Ind., Aug. 1; (Fair) Tonia, Mich., 4.

Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., July 28-Aug. 31.

**Petersburg, Va.,
Spotlighted by
Lion Magazine**

PETERSBURG, Va. — The Southside Virginia Fair, which has been operated by the Petersburg Lions Club since 1955, is the subject of a feature story with photos in the July-August issue of the Lion, published by the International Association of Lions Clubs.
The article, written by Frederic Wolch, tells how the local club took over the fair, which was in bad financial and physical condition, hired veteran showman Ralph Lockett as full-time manager and in a few years built it into one of the top fairs in the State.
The story also relates how shortly after the Lions took over, the grandstand burned to the ground, followed by the destruction of three exhibit buildings by fire. Also told was how the sponsors practically rebuilt the plant, hired name entertainment and conducted a vast promotion and advertising campaign to build up the fair to its present ranking.

**Miami Beach
Sets Opening
Of Expo Hall**

**Drive Underway
For GOP, Demo
'60 Conventions**

MIAMI BEACH, Fla. — The opening date for the Miami Beach Exhibition Hall, originally scheduled for October 1, has been changed to September 28 to accommodate a new car announcement showing by a major manufacturer, according to Claude Ritter, auditorium and exhibition hall manager.

Bookings for the hall, hailed as the South's largest and covering nearly five acres of land, continue to be made well in advance, with 1960 already setting a record for total daily occupancy, Ritter says.

"Our firm commitments alone, which include the American Medical Association, will make 1960 a tremendous year in Miami Beach for shows and conventions," he said.

Currently, Florida's Gov. Leroy Collins and local political and civic leaders have begun a promising campaign to snare the 1960 Democratic and Republican conventions for this resort city's new hall. They have strong selling points with an arena seating 15,000, plenty of meeting rooms of varying sizes for party caucuses, 30,000 hotel rooms nearby and a resort city which boasts of its favorable climate.

**New England
Ballroom Ops
In Association**

BOSTON — After many months of planning, ballroom operators of New England have organized their own regional group. At Norumbega Park last week they formalized the operators of the six-state area into the New England Ballroom Operators' Association.
Elected as the group's first president is John Dineen, of Hampton Beach Casino, with Kelly Weinstein, of Mosley's on the Charles, as secretary-treasurer. Douglas Farrington of Norumbega's Totem Pole Ballroom acted as host to the group.

Nucleus of the new organization consists of Roseland-Taunton, Hampton Casino, Commodore, Rhodes, Convention, King Philip, Mosley's, Lincoln Park, Surf, Varsity Dance Club, Sherwood Forest and Coral Gables. Other ballrooms are expected to join shortly.

The association pointed out that it will open its membership to all with a stake in the ballroom industry—musicians, suppliers, and booking agents. The group's aim is to provide an even higher quality of band music, set in a ballroom atmosphere and background whose constant aim is self-improvement.

Bank Deposit Up

WILDWOOD, N. J. — With the true barometer of a resort reflecting in the prosperity of its banking institutions, Cape May County seashore areas can look forward to another successful season. This prediction is based on the deposits recorded in all eight banks in the county which show an increase of over \$7,000,000 for the first six months. July Fourth holiday weekend deposits in the local banks increased \$705,825 over last year's figures in the same period.

THE FINAL CURTAIN

BRUN-Bent,

27, son of Joseph Bruun, owner of Circus Royal, in Elsinore, Denmark, July 4. Bent Bruun and his wife worked in the circus as a rifle-shooting and knife-throwing team. He succumbed to a shot, from his own rifle, in his living wagon on the circus lot. Police inquest underway.

CROSCURTH-Wilbur F.,

52, brother of C. C. (Specks) Croscurth, owner of Blue Grass Shows, and president of an Owensboro, Ky. pipe company, July 18 in that city. He was also a stockholder in the carnival Funeral July 20 in Owensboro, with Masonic graveside rites at Elmwood Cemetery. Survivors included C. C. Groscurth and another brother, Russell.

DAUCHER-Charles,

79, father of Albert Daucher, Buffalo concessionaire, and Mrs. Lucy Clapp, associated in the Buffalo amusement business, July 12.

EVANS-Ernest (Ted),

55, circus Side Show giant, at Sarasota, Fla., June 30. He was 8 feet, 4 inches tall. Evans came to this country from England in 1951 and was with Ringling-Barnum and carnival Side Shows since. He was with Ringling in New York this spring and was scheduled to join Cristiani Bros. Circus at Chicago but illness prevented this. Burial at Sarasota. Survivors include a sister, Mrs. Peggy Wilson, of Terry Meadows, New South Wales, Australia.

MACK-Alma D.,

of Coleman Bros.' Shows, July 12.

MARRIAGES

BELL-MICHALSKI-

Kelly Bell and Mary Lou Michalski, June 3 in Galveston, Tex. Bell is a longtime concessionaire and Mrs. Bell has a penny pitch at Beach Park, Galveston. Bride's parents are Mr. and Mrs. Louis A. Balston, jewelry concession ops on Gala Exposition Shows.

MILES-THAYER-

Ed Miles, gadget and pen worker, and Ann Thayer, lawyer, June 30 in Mobile.

BIRTHS

GLOSSER-

A daughter, Sharon Ann, to Mr. and Mrs. Ephraim Glosser July 12 at Harrisburg, Ill. Father is concessionaire on the Heth Shows.

MERRIMAN-

a son, Timothy Francis, to Mr. and Mrs. Edward Merriman, June 30 in Lincoln, Ill. Father is the owner of Marvel Shows.

**Detroit Fair
Inks Navy Band**

DETROIT — Booking of the 70-man United States Navy Band as a major free attraction at the Michigan State Fair was confirmed this week by Donald L. Swanson, fair manager.

A series of 19 concerts will be given at the band shell during the 10-day fair, opening August 29. This follows a policy of major military bands for the fifth consecutive year, former attractions including the Army, Air Force and Army WAC bands.

12 in an auto crash on the Massachusetts Turnpike between Lansboro and Pittsfield.

McAFEE-Robert E.,

74, member of the Johnny T. Tinsley Shows, July 22 in Myrtle Beach, S. C. He had formerly been with the King Bros. and Cristiani circuses. He was a member of the Macon (Ga.) Al Sihak Shrine Club. Survived by two sisters of Atlanta. Services in Americus, Ga.

McLEOD-River, T. H. McLeod, manager of the Regina (Sask.) Exhibition Association, in a Winnipeg hospital July 1. Surviving are his wife, two sons and two daughters. Burial was in Winnipeg.

SPANJER-Henry J.,

85, co-founder with his brother of Spanjer Bros. Company, which formerly made wood carvings for circus wagons, at St. Petersburg, Fla., July 16. Burial at Chicago. Survived by four sons of Chicago, and a brother, who resides in New Jersey.

WOOD-Edward,

65, veteran circus man, recently at his home in Des Plaines, Ill., of a heart ailment. He had trouped with the M. L. Clark, Mighty Haag, Dailey Bros. and Kelly Miller shows. Survived by his widow, Frankie, a son, Leon, and two daughters, Inez and Frankie, and two brothers, Charles, Chicago, and Ewell, St. Louis. Attending services in Des Plaines were Mr. and Mrs. Max White and Major Little, all of the Olson Shows. Burial in Nettleton, Ark.

ZOLUN-Irving,

47, long-time midway concessionaire known as Hom, July 19 in Chicago. This year he was working at Riverview Park, Chicago, but in previous years had been with a number of traveling shows including Imperial, Rubin & Cherry, Fennies, Celim & Wilson and Cavalcade of Amusements. He was a member of the Showmen's League of America for 21 years and also belonged to the Miami Showmen's Association and the Shrine. Survivors are his widow, Rose Mary, and two sons, John and Anthony. Burial was in the cemetery plot of the Miami club.

IN LOVING MEMORY

Of My Father

EARL TAYLOR

July 29, 1944

FRANK TAYLOR

In Memory

Of Our Dear Friend

**FRANK
"DOC" SHEAN**

Who Passed Away 10 Years Ago This Month.

LOU and ADA DUFUR

In Loving Memory of

GERALDINE AMES

Died July 30, 1958

JACK AMES SR., JACK AMES JR. and ADRIENNE GILBERT

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Alabama
 Anston-Cashbow Co. Fair Assn. Oct. 4-11
 A. Matthews Jr.
 Athens-Limestone Co. Fair Assn. Sept. 1-8
 T. Patton
 Americus-Ala. Pura Fair Assn. Sept. 28-Oct. 4
 Fred Curtis.
 Atala-Townson Co. Fair Assn. Oct. 19-18
 Ralph Burgess.
 Birmingham-Alabama State Fair Sept. 20-Oct. 4
 W. R. Hamilton
 Centerville-Bibb Co. Fair Assn. Sept. 15-20
 W. E. Henderson
 Childersburg-Talladega Co. Fair Assn. Sept. 15-20
 G. W. Warren
 Clanton-Chilton Co. Fair Assn. Sept. 1-8
 Gerald Ward
 Cullman-Cullman Co. Fair Assn. Sept. 8-11
 Fred Yates
 Decatur-Morgan Co. Fair Assn. Aug. 25-30
 Dohann-Houston Co. Fair Assn. Oct. 8-11
 Mrs. L. L. James
 Dohan-Fla. Peanut Festival & Fair Oct. 15-18
 Henry Rogers
 Enterprise-North Alabama State Fair Sept. 20-Oct. 4
 W. R. Hamilton
 Greenville-Sulter Co. Fair Assn. Oct. 20-25
 E. O. Harrison
 Heflin-Cleburne Co. Fair Assn. Aug. 18-23
 Woodrow B. Thoms
 Huntsville-Madison Co. Fair & Teno Valley Expo. Sept. 22-27
 W. P. Dilworth Sr.
 Jasper-Northwest Ala. Fair Assn. Sept. 28-31
 Christie W. Summers
 Kingdon-Enterprise Fair Assn. Sept. 27-29
 Jeanette Jenke
 Mobile-Greater Gulf State Fair Oct. 13-18
 Jim Hamon
 Monroeville-Laurens Co. Fair Assn. Oct. 6-11
 J. P. Robertson
 Montgomery-Mo. Fair Assn. Oct. 6-11
 William R. Egan
 Moulton-Law Co. Agri. Fair Assn. Sept. 28-Oct. 4
 J. P. Robertson
 Opelika-Lee Co. Fair Assn. Sept. 28-Oct. 4
 J. P. Robertson
 Russellville-Panola Co. Fair Assn. Sept. 8-13
 Kenneth Blisk
 Russellville-Barnum Co. Cattle & Fair Assn. Oct. 20-25
 J. D. Sellers
 Scottsboro-Jackson Co. Fair Assn. Sept. 28-Oct. 4
 J. P. Robertson
 Selma-Dallas Co. Fair Assn. Oct. 20-25
 L. Bunz
 Troy-Troy Co. Fair Assn. Oct. 13-18
 Riley W. Kelly
 Tuscaloosa-West Ala. Fair Assn. Sept. 22-27
 Cecil Williams

Arizona
 Douglas-Cochise Co. Fair Assn. Sept. 26
 Everett J. Jones
 Duncan-Greeley Co. Fair, Oct. 3-5
 Flossie Baile
 Elgin-Mesa Corner-Rinal Co. Fair Assn. Oct. 23-28
 George Ziegler
 Holbrook-Arizona State Fair Assn. Sept. 19-21
 John E. Miller
 Phoenix-Narcho State Fair, Oct. 31-Nov. 1
 George M. Goodman
 Prescott-Yavapai Co. Fair Assn. Sept. 19-21
 Alice Townsend
 Tucson-Graham Co. Fair Assn. Oct. 10-15
 W. Walter
 Yuma-Pima Co. Fair Assn. Oct. 18-19
 J. O. Niemann

Arkansas
 Arkadelphia-Clerk Co. Fair & Livestock Show Sept. 18-20
 George S. Dew
 Atoka-Woodruff Co. Fair & Livestock Show Sept. 24-27
 Clyde V. Peltz
 Batesville-Independence Co. Fair & Livestock Show Sept. 18-20
 Mrs. Beriel Gray
 Bayou-Saline Co. Fair Assn. Sept. 3-8
 D. Boyd
 Bentonville-Benton Co. Fair Assn. Sept. 23-26
 Franklin Miller
 Berryville-Carroll Co. Fair & Livestock Show Sept. 3-6
 Mrs. J. E. Simpson
 Berryville-Northwest Ark. Dist. Fair Assn. Sept. 18-21
 Raleigh Bryant
 Booneville-South Logan Co. Livestock & Fair Assn. Sept. 18-21
 Wm. C. Galt
 Camden-Ouachita Co. Livestock & Fair Assn. Sept. 8-13
 Wayne Perryman
 Carlisle-Johnson Co. Fair & Livestock Show Sept. 17-20
 Gerald Daulton
 Clinton-Van Buren Co. Fair Assn. Sept. 23-26
 Thomas Martin
 Conway-Paulkney Co. Fair Assn. Sept. 23-26
 Robert Jones
 Dardanelle-Vell Co. Fair Assn. Sept. 23-26
 Oeta May
 Dardanelle-Sevier Co. Fair & Livestock Show Sept. 22-24
 Victor Ivy
 DeWitt-Ark. Co. Livestock Show Aug. 21-24
 Harold Kendall
 El Dorado-Olin Co. Livestock & Livestock Show Sept. 15-21
 Earl W. Wells
 England-Logan Co. Fair & Livestock Show Sept. 18-20
 Mrs. John Latimer
 Fulton-Chester Co. Fair Assn. Sept. 15-20
 A. O. Reicher
 Fayetteville-Washington Co. Fair Assn. Sept. 18-21
 R. M. Kelley
 Fordyce-Dallas Co. Livestock Show & Festival Sept. 18-20
 James P. Barrett
 Foreman-Little River Co. Fair Assn. Sept. 27-30
 Chis J. Casson
 Forrest City-St. Francis Co. Fair & Livestock Show Sept. 22-21
 Mrs. Thomas Paul
 Grand Ozark
 Fort Smith-Ark. Ozia Dist. Fair Assn. Sept. 22-27
 Paul Latimer
 Fort Smith-Co. Fair Assn. Sept. 11-13
 A. Price
 Gilchrist-Pike Co. Fair Assn. Sept. 11-13
 Bertie Malone
 Greenwood-Substant Co. Fair Assn. Sept. 11-13
 Charles Chubb
 Hamburg-Ashley Co. Fair & Livestock Show Sept. 10-12
 Marvin Bankston
 Hamburg-Peery Co. Fair Assn. Sept. 24-27
 Mrls. Lee Moore
 Harrison-Northwest Ark. Dist. Fair Assn. Sept. 17-20
 Joe Walling

California
 Reber Spring-Cleburne Co. Fair & Livestock Show Sept. 18-20
 John Moore
 Brent-Weird Dist. Livestock Show. Sept. 22-21
 B. H. Holt
 Hot Springs-Clearland Co. Fair & Livestock Assn. Sept. 17-20
 A. H. Jeffrey
 Huntsville-Madison Co. Fair Assn. Sept. 15-20
 Relph Buck
 Inglewood-Lawndale Co. Fair Assn. Oct. 8-11
 Roy Burt
 Inglewood-Crabbe Co. Fair Assn. Sept. 8-11
 Tom Robinson
 Little Rock-Ark. Livestock Expo. Sept. 28-31
 Wm. H. V. Baird
 Marysville-Humboldt Co. Fair & Livestock Show Sept. 22-27
 Steve Bradley
 Marshall-Searcy Co. Fair Assn. Sept. 8-6
 Ben Jennings
 Marvell-Phillips Co. Fair Assn. Sept. 15-20
 Ike Van Meter
 Mendocino-Crocker Co. Livestock Show & Fair. Sept. 24-27
 Clyde Peltz
 Mendocino-Humboldt Co. Fair & Livestock Show. Sept. 11-13
 R. H. Kippatrick
 Mount Ida-Montgomery Co. Fair Assn. Sept. 18-21
 H. W. Bladwin
 Murray-Crawford Co. Fair Assn. Sept. 18-20
 C. D. Christie
 Nevada-Jackson Co. Fair & Livestock Show Assn. Sept. 8-13
 Mollie Hinko
 Orland-Franklin Co. Fair Assn. Sept. 15-20
 J. M. Hooper
 Orange-Greene Co. Fair Assn. Sept. 18-20
 Wm. W. Tolson
 Van Nuys-Logan Co. Fair Assn. Sept. 15-20
 Van Pennington
 Vallecito-Serra Co. Fair & Livestock Show. Sept. 10-12
 G. M. Wallace
 Pignot-Clay Co. Fair Assn. Sept. 25-27
 H. W. Water
 Pine Bluff-S. Ark. Livestock Show & Festival. Sept. 22-27
 George Healand

WARNING WARNING WARNING

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THE BILLBOARD PUBLISHING CO.

Colorado
 Brighton-Adams Co. Fair & Rodeo Assn. Aug. 7-10
 Norris Peterson
 Brush-Morgan Co. Fair & Rodeo Assn. Sept. 1-4
 Jerry A. Peterson
 Burlington-S. Elk County Co. Fair Assn. Aug. 21-23
 Melvin Butterfield

Connecticut
 Bethelton-Bethelton Fair Bos. Sept. 6-7
 Asha Belet
 Bridgewater-Bridgewater County Fair. Aug. 15-17
 Winifred R. Stuart
 Brookfield-Brookfield Fair Assn. Aug. 23-24
 Mrs. M. Appleby
 Cheshire-Bethelton Fair Assn. Aug. 30-30
 Mrs. M. Moore
 Chester-Chester Fair Assn. Aug. 32-34
 W. S. O'Donnell
 Columbia-Columbia Fair Aug. 22-24
 Ward Rowbotham
 Danbury-Great Danbury State Fair. Sept. 27-Oct. 6
 John W. Leahy
 Danbury-Pulaski Farmers Fair Aug. 12-13
 Alan Chapman
 Durham-Middlesex Co. 4-H Fair & Livestock Show. Oct. 13-14
 Barbara Graber
 East Berlin-Berlin Fair Oct. 3-5
 Dale W. Johnson
 East Hampton-Hamden Neck Fair. Aug. 31-Sept. 1
 George Carlsson
 Fairfield-Greenfield Hill Grange Fair. Sept. 6
 William Warr
 Goshen-Goshen Agri. Soc. Inc. Aug. 30-Sept. 1
 Lester McLoughlin
 Griswold-Fachug Community Fair. Aug. 9-13
 Mrs. Mary Medbery
 Guilford-Guilford Agri. Soc. Sept. 10-10
 Merle P. Griswold
 Haddam-Haddam Neck Fair. Aug. 11-13
 J. J. Stebbins
 Hartford-Hartford Fair Assn. Oct. 4-6
 R. H. Plasket
 Heardsville-Hartford Agri. Soc. Sept. 24-24
 D. Everett Neilson
 Housatonic-Orange Grange Fair. Sept. 6
 Rosebrooks
 Lyme-Hamburg Fair Aug. 16
 Mrs. Hazel Simpson
 Mansfield-Orange Grange Fair. Sept. 6
 Fred E. Rosebrooks
 Meriden-Meriden Grange Fair. Aug. 30-30
 Miss Gladys R. Dancusse
 Meriden-Meriden Grange Fair. Sept. 18-20
 Bertha B. Tinkham
 Norwich-Hormony Grange Fair. Sept. 8-8
 H. C. Tinkham
 Norwich-Norwich Grange Fair. Inc. Sept. 18-20
 Mrs. P. P. Brownling
 North Haven-North Haven Grange Fair. Sept. 8-10
 Janet Ruck
 North Haven-North Haven Fair. Sept. 15-15
 H. C. Tinkham
 Preston-Preston City Fair Assn. Aug. 16
 Winifred Troger
 Riverton-Riverton Fair Assn. Oct. 11-12
 Grace D. Seyman
 North Shelton-New London Co. 4-H Fair. Sept. 8-10
 L. H. Carver
 Portland-Portland Agri. Fair. Sept. 20-21
 J. L. Carver
 Rocky Hill-Rocky Hill Grange Fair. Sept. 6-8
 Mrs. Dorothy B. Herlick
 Shelton-Sheffield Grange Fair. Oct. 21-21
 H. J. Herry W. Hall
 Southbury-Southbury Fair Assn. Aug. 23-24
 Ralph Sprague
 South Woodstock-Woodstock Agri. Soc. Aug. 30-Sept. 1
 Donald B. Williams
 Stafford-Stafford Fair. Inc. Oct. 2-2
 C. D. Beaton
 Torrington-Torrington County Fair. Sept. 13-14
 Frank Distefano
 Verona-Tolland Co. 4-H Fair. Aug. 29-29
 Diane Beron
 Wallingford-Wallingford Grange Fair. Sept. 13-13
 Flora E. Hough
 Wallingford-Wallingford Grange Fair. Sept. 27-29
 Ruth Harrison
 Waterbury-Contraire Fair. Aug. 1-3
 Walter J. Krauth
 Waterbury-Waterbury Grange Fair. Sept. 13-13
 Mrs. F. J. Andrews
 Winchester-Chester Fair Assn. Aug. 9-10
 Harriet M. Ramsey
 Windham-Windham Co. 4-H Fair. Aug. 22-24
 Rosemarie Schaebel
 Woodstock-Windham Co. 4-H Fair Assn. Aug. 24-24
 Mrs. J. M. Conroy

Florida
 Arcadia-DeSoto Co. Fair Assn. Jan. 13-17, 1958
 W. Lie Woods
 Bradwell-Hernando Co. Fair Assn. Nov. 12-15
 H. H. Chick
 Crestview-Ocala Co. Harvest Fair, Inc. Sept. 18-21
 W. B. Tinkham
 Winderchester-Chester Fair Assn. Aug. 9-10
 Harriet M. Ramsey
 Windsor-Windham Co. 4-H Fair. Aug. 22-24
 Rosemarie Schaebel
 Woodstock-Windham Co. 4-H Fair Assn. Aug. 24-24
 Mrs. J. M. Conroy

Georgia
 Arcadia-DeSoto Co. Fair Assn. Jan. 13-17, 1958
 W. Lie Woods
 Bradwell-Hernando Co. Fair Assn. Nov. 12-15
 H. H. Chick
 Crestview-Ocala Co. Harvest Fair, Inc. Sept. 18-21
 W. B. Tinkham
 Winderchester-Chester Fair Assn. Aug. 9-10
 Harriet M. Ramsey
 Windsor-Windham Co. 4-H Fair. Aug. 22-24
 Rosemarie Schaebel
 Woodstock-Windham Co. 4-H Fair Assn. Aug. 24-24
 Mrs. J. M. Conroy

Idaho
 Blackfoot-Eastern Idaho State Fair. Sept. 5-13
 Mrs. Ruth C. Markopf
 Burley-Burley Idaho State Fair. Aug. 26-30
 Ambrose W. Johnson
 Burley-Cassia Co. Fair & Rodeo. Aug. 21-23
 T. B. Burt
 Cambridge-Washington Co. Fair Assn. Aug. 22-24
 Chet Jones
 Camanche-Camanche Co. Fair. Oct. 3-11
 Clyde H. Birnbaum
 Council Bluffs Co. Fair Assn. Aug. 1-1
 Fred M. Galt
 Emmet-Idaho Co. Fair & Rodeo. Aug. 21-23
 T. B. Burt
 Flamingo-Twin Falls Co. Fair & Rodeo. Sept. 3-6
 Thomas Parks
 Genesee-Canyon Co. Fair & Rodeo. Aug. 18-19
 Lulu W. Lucke
 Grange-Lewis Co. Fair Assn. Aug. 7-8
 J. C. Burt
 Homedale-Homestead Co. Fair. Aug. 21-23
 T. B. Burt
 Jerome-Jerome Co. Fair Assn. Aug. 21-23
 Mrs. Eleanor G. Wiswall
 Malheur-Hell Creek Fair Assn. Sept. 4-6
 Wm. O. Evans
 Montpelier-Lake Co. Fair Assn. Aug. 28-30
 Fred W. Wright
 New Plymouth-Payette Co. Fair Assn. Aug. 28-30
 J. C. Burt
 Newport-Newport Co. Fair Assn. Sept. 25-27
 Gordon Dalley
 Tulelake-Tulelake Fair Assn. Sept. 28-30
 Arlen N. Bruce
 Rupert-Rupert Co. Fair. Sept. 2-4
 Frank H. Warner
 Riley-Jefferson Co. Fair Assn. Sept. 28-Oct. 2
 M. H. Burt
 Salmon-Salmon Co. Fair Assn. Sept. 4-6
 Russell O. Hillman
 Shoshone-Lewis Co. Fair Assn. Sept. 26-30
 Mrs. Joyce P. Barnett
 Terrell-Mud Lake Fair & Rodeo. Aug. 21-23
 J. C. Burt
 Teton-Coe Valley Exchange Fair. Sept. 2-4
 J. C. Burt
 Teton-Coe Valley Exchange Fair. Sept. 2-4
 J. C. Burt
 Wapinitia-Idaho Falls Co. Fair Assn. Oct. 19-18
 Wm. Schandolph
 Spangfield-Bingham Co. Fair Assn. Sept. 28-30
 P. W. Clifton Jr.
 Swainsboro-Jaycee, Emanuel Co. Fair. Oct. 2-4
 J. C. Burt
 Sycamore-Worth Co. Fair Assn. Sept. 29-Oct. 1
 J. C. Burt
 Sun Valley-Central Co. Fair. Oct. 6-11
 J. H. Hays
 Teton-Coe Valley Exchange Fair. Sept. 28-30
 F. Alex. Critchfield
 Winton-Oliverette Fair Assn. Nov. 4-8
 Oscar McGowan
 Winder-Lions Club Barrow Co. Fair. Sept. 2-4
 Clyde Row

Illinois
 Alton-Edward Co. Fair Assn. Aug. 4-8
 P. O. Walte
 Alton-Edward Co. Fair Assn. Aug. 4-8
 P. O. Walte
 Alton-Edward Co. Fair Assn. Aug. 4-8
 P. O. Walte

McDonville-Morgan Co. Fair Assn. July 28-Aug. 2. Glen Spencer.
Waukegan-Fair Assn. Aug. 1-10. Elton Bergant.

Indiana

Alexandria-Madison Co. 4-R Fair Assn. Aug. 5-8. Fred A. Wright.
Ashton-Marchall Co. 4-R Fair Assn. Aug. 6-8. Otto H. Kane.

Kendallville-Noble Co. Fair Assn. Aug. 11-16. Clinton B. Rimmel.
Lafayette-Tipton Co. 4-R Exhibit Assn. Aug. 1-10. John M. Connell.
Lagrange-Lagrange Co. 4-R Club Assn. Aug. 4-7. Mrs. Harold Hayes.

Iowa

Adel-Dallas Co. Fair Assn. Aug. 12-15. Dwight Brown.
Albia-Monroe Co. 4-R Fair Assn. Aug. 15-17. Lester Peole.
Albia-Kossuth Co. Fair Assn. Aug. 12-15. L. W. Nichols.

Guthrie Center-Guthrie Co. Fair Assn. Sept. 3-6. O. W. Prince.
Hampton-Franklin Co. Fair Assn. Aug. 18-19. Kenneth Shewalter.
Harrison-Shelby Co. Fair Assn. Aug. 5-7. Harold Weaver.

Kansas

Abilene-Dickinson Co. Central Kansas Fair Assn. Aug. 18-22. Clyde N. Quick.
Alma-Washington Co. Fair Assn. Aug. 20-22. Earl Norman Winkler.
Auburn-Schuyler Co. Auburn Gr. Fair Assn. Oct. 1-3. Mrs. Irene Ebbett.

Pocahontas-Pocahontas Co. 6-R Fair Assn. Aug. 4-7. June Ryan.
Pottsville-Dig. Co. Fair Assn. Aug. 28-Sept. 1. Chas. Holt.
Princeton-O'Brien Co. Fair Assn. Aug. 1-10. John R. Longstreet.

Missouri

Adair-Adair Co. Fair Assn. Aug. 1-10. John R. Longstreet.
Adair-Adair Co. Fair Assn. Aug. 1-10. John R. Longstreet.
Adair-Adair Co. Fair Assn. Aug. 1-10. John R. Longstreet.

Canton-McPherson Co. Fair Assn. Aug. 31-23. Dorothy B. Behring.
Pottsville-Dig. Co. Fair Assn. Aug. 28-30. Frank Ryker.
Omaha-Olney Co. Free Fair Assn. Aug. 20-23. Frank Ryker.

Nebraska

Adair-Adair Co. Fair Assn. Aug. 1-10. John R. Longstreet.
Adair-Adair Co. Fair Assn. Aug. 1-10. John R. Longstreet.
Adair-Adair Co. Fair Assn. Aug. 1-10. John R. Longstreet.

Advertisement for 'Commando Machine Gun' featuring a large image of the gun, a portrait of a man, and promotional text: 'SHATTERING ALL PROFIT RECORDS IN AMUSEMENT PARKS FAIR CARNIVALS ARCADES BOWLING ALLEYS KIDDIE PARKS!' and 'Big Money Making Opportunities For Large and Small Investors!'.

Mois-B Sheridan Co. Fair Pair Ann. Aug. 1-10. John J. Tracy.
 Hutchinson-Kansas State Fair. Sept. 13-18. Virgil Miller.
 Idaho-Alto Co. Agrl. Assn. Aug. 30-31. Ralph E. Smith.
 Johnson-Stanton Co. 4-H Fair Pair Ann. Aug. 1-10.
 Kansas City-Wyandotte Co. Pair Ann. Aug. 18-19. Harvey Klumpauer.
 Kincaid-Kincaid-Parnett Fair Pair Ann. Sept. 18-20. David I. Rober.
 Kingsman-Kingsman Co. Fair Ann. Aug. 1-10. C. W. Block.
 La Crosse-Hugh Co. Agrl. Fair Ann. Aug. 11-13. Harold Rife.
 Leno-Leno Franklin Co. Pair Ann. Aug. 15-16. David Kennedy.
 Linn-Linn County Fair. Free Pair Ann. Aug. 14-16. Max Bahnmann.
 Liberal-Seward Co. 8-H Pair Ann. Aug. Aug. 29-Sept. 1. Charles R. Kulow.
 Lindsay-McPherson-Lindborg Fair Ann. Oct. 7-9. S. E. Dahleton.
 Lovington-Bill Co. Fair Ann. Aug. 28-31. Bert Speer.
 Minneapolis-Ottawa Co. Fair Ann. Aug. 18-19. Lloyd Parnham.
 Mound City-Linn Co. Fair Ann. Aug. 30-31. John H. Morse.
 Neodesha-Neodesha Hort. & Agrl. Fair. Aug. 15-18. Carl L. Lovell.
 Neosho-Cass Co. Free Fair Ann. Aug. 16-18. Clyde Richey.
 Newton-Harvey Co. Fair Ann. Aug. 19-23. R. Roberts.
 Norton-Norton Co. Agrl. Assn. Aug. 11-15. A. J. Denmark.
 Olin-Olin-Dickson Co. Fair Ann. Aug. 4-8. R. W. Readward.
 Otago City-Otago Co. Fair Assn. Aug. 20-23. Floyd T. Heworth.
 Osage-Osage Hort. Fair Assn. Aug. 16. Irene Walker.
 Oswego-Labelle Co. Fair Ann. July 30-31. E. Merrill.
 Ottawa-Franklin Co. Agrl. Assn. Aug. 31-32. Glen A. Hayward.
 Overbrook-Overbrook Co. Fair Ann. Aug. 7-9. Gerald Coffman.
 Paola-Miami Co. Fair Ann. Aug. 11-18. Alfred E. Rockberg.
 Pratt-Pratt Co. Fair Ann. July 31-Aug. 5.
 Richmond-Richland Fair Ann. Aug. 31-32. Thomas Hoffman.
 Richmond-Franklin Co.-Richmond Fair Ann. Aug. 18-19. John H. Bechers.
 St. Francis-Cheyenne Co. Fair Ann. Aug. 30-31. Harold D. Shull.
 Salina-Salina Co. Fair Ann. Aug. 29-30. Albert Berne.
 Scott City-Scott Co. Fair Ann. Aug. 19-24. Verle V. Osmar.
 Sedas-Chautauque Co. Free Fair Ann. Sept. 11-13. Gerald Caldwell.
 Seneca-Seneca Co. Agrl. Fair Aug. 14-18. Kenneth Winterhacker.
 Shero Brothers-Walton Co. Pair Ann. Aug. 7-11. Ray Carpenter.
 Smith Center-Smith Co. Fair Ann. Aug. 26-31. Ray Carpenter.
 South Haven-Summer Co. 8 Haven Fair Ann. Aug. 26-30. M. C. Reiser.
 Bradford-Bradford Co. Fair Ann. Aug. 14-18. Arthur B. Harsman.
 Rockton-Rooks Co. Free Fair Ann. Aug. 16-22. George P. Oelmeyster.

Syracuse-Hamilton Co. Fair Ann. Aug. 16-19. John J. Tracy.
 Tappan-Tappan Homecoming Picnic & Fair Ann. Sept. 19. H. M. Mingle.
 Tennessean-Lewisville Co. Fair Ann. Aug. 27-31. J. M. Helgaber.
 Tipton-Tipton Co. Fair Ann. Sept. 9-11. Maurice Paeper.
 Tribune-Oreley Co. Fair Ann. Aug. 7-8. Wm. T. Dixon, Jr.
 Dyeses-Grant Co. Free Fair Ann. 21-28. Marshall P. Walker.
 Waverly-Trego Co. Free Fair Ann. Aug. 10-13. L. W. Galloway.
 Washburn-Clay Co. Ind. & Fair Ann. Sept. 24-27. Dale Nessel.
 Washington-Washington Co. Fair Ann. Sept. 4-8. Bert Chapin.
 Waterloo-Watoma Co. Free Fair Ann. Aug. 6-8. Robert C. Suther.
 Whitfield-Crowley Co. Agrl. Fair Ann. Aug. 24-28. C. & O'Neil.
 Yates Center-Woodson Co. Paid Ann. Aug. 4-8. Mrs. Mary B. Reid.

Kentucky
 Alexandria-Alexandria Fair Ann. Aug. 10-18.
 Ankersburg-Lee Co. Fair Ann. Sept. 21-28. Clarence Watkins.
 Booneville-Owsley Co. Fair Ann. Sept. 18-24. Fred W. Gabhart.
 Bowling Green-Southern Ky. Fair Ann. Aug. 9-19. Fred Claecker.
 Bowling Green-Broadhead Little World's Fair. Aug. 18-23. Eddie Burt.
 Burlington-Boone Co. Fair Ann. Aug. 21-24.
 Burksville-Cumberland Co. Fair Ann. Aug. 27-30. Dr. Joseph Schickel.
 Calcasieu-Calcasieu Fair Ann. July 30-Aug. 2.
 Campbellville-McLean Co. Fair Ann. Sept. 4-8. Campbellville-Taylor Co. Fair Ann. Aug. 11-16. Wm. M. Munford Jr.
 Carrollton-Carroll Co. Fair Ann. Sept. 8-13. Raye Pigman.
 Carrollton-Weir Co. Fair Ann. Aug. 30-Sept. 2.
 Columbia-Adair Co. Fair Ann. July 30-Aug. 2. P. M. O'Leary.
 Corbin-Corbin Co. Fair Ann. July 30-Aug. 2.
 Edmonston-Metcalfe Co. Fair Ann. Aug. 13-18.
 Eminence-Henry Co. Fair Ann. Aug. 21-23. William A. McKay.
 Palmoxville-Palmoxville Fair Ann. Aug. 13-18.
 Franklin-Simpson Co. Fair Ann. Sept. 14-27.
 Glendale-Scott Co. Fair Ann. Aug. 13-15. W. E. James.
 Germantown-Germantown Fair Ann. Aug. 13-15. W. E. James.
 Greenup-Greenup Co. Fair Ann. Sept. 19-23. Mrs. Agnes Miller.
 Harbardsburg-Brackenridge Co. Fair Ann. Sept. 25-27.
 Hartford-Hart Co. Fair Ann. Aug. 16-20. J. B. Rueler.
 Hopkinsville-Larus Co. Fair Ann. Aug. 10-24.
 Hopkinsville-Pennyrroyal Fair Ann. Aug. 4-9. Thomas Wade.
 Jefferson-Jefferson Co. Fair Ann. Aug. 14-16.
 LeGrange-Oldham Co. Fair Ann. Aug. 21-29. Mrs. John B. Heick.

Louisiana
 Abbeville-La Dalry Festival. Oct. 24-25. Roy B. Theriot.
 Amite-Tangipahoa Parish Fair Ann. Oct. 2-5. Harvey E. Hutchinson Jr.
 Baton Rouge-E. Baton Rouge Parish Fair. Feb. 16-21. 1958. C. L. Flowers.
 Bastrop-Bastrop Live World Fair. Sept. 18-20. Jimmy Dillon.
 Bogalusa-Bogalusa Fair & Festival. Jan. 16-17, 1959. Jerry Wice.
 Clark-Caldwell Parish Fair Ann. Sept. 8-12. M. J. Stranges.
 Clifton-E. Feliciana Parish Agrl. Fair Ann. Oct. 18-17. A. R. Cain.
 Boss-Boss St. Martin Parish Fair Ann. Oct. 4-8. Ellen B. Jerro.
 Calumet-Red River Parish Fair. Sept. 8-12. R. J. Marescaux.
 Covington-C. Tammany Parish Fair. Sept. 1-4. 1958. J. M. Crowley.
 Crowley-International Rice Festival. Oct. 18-17. R. E. Cigon.
 Decatur-Jerri Shrimp Festival & Fair. Aug. 16-17. Perry P. LeBlanc.
 Deridder-Beauregard Parish Fair Ann. Aug. 2-6. Harvey E. Hutchinson Jr.
 Donaldsonville-S. La. State Fair. Sept. 8-9. Adolph Neter.
 Bayou Lafourche-La. State Fair. Oct. 8-12. Mrs. Wilma Bedell.
 Farmerville-Union Parish Fair & N. La. State Fair. Oct. 1-4 & D. Nech 8.
 Franklinton-Washington Parish Fair Ann. Oct. 8-11. Frank Hayward.
 Haynesville-Claborn Parish Fair & Festival. Oct. 1-4. 1958. Wm. J. Sherman.
 Houma-Terrebonne Livestock & Agrl. Fair Ann. Oct. 1-5. Merle J. Deming.
 Jones-Lafayette Parish Fair Sept. 27-29. D. D. Gledet.
 Jennings-J. Davis Parish Fair & Oil Expo. Oct. 23-25. L. T. Morgan.
 Jonesboro-Jackson Parish Agrl. & Livestock Fair Ann. Sept. 22-29. W. W. McDonald Jr.
 Jonesville-Catholics Parish Fair & Soybean Festival. Oct. 8-11. Elmer I. Gibeau.

Upper Marlboro-Prince George's Co. Fair Ann. Sept. 21-27. Ed Farrell Jr.
 Massachusetts
 Blackstone-East Blackstone Fair. The Oct. 15-16. Fred J. Deane.
 Blanford-Union Agrl. & Hort. Soc. Aug. 31-Sept. 1. Lee E. Wyman.
 Bourne-Bourne Agrl. & Hort. Soc. Sept. 1-4. George A. Carney Jr.
 Great Barrington-Barrington Fair Ann. Sept. 7-10. Alfred J. Peck.
 Greenfield-Franklin Co. Agrl. Soc. Ann. 7-10. O. Lewis Wyman.
 Hamden-Hamden Agrl. Soc. Aug. 1-4. Wm. C. Kyles.
 21-24. Mrs. Katherine Keyes.
 Dalton-Dorchester Co. 4-H Fair Pair Ann. Aug. 21-23. David A. Martin.
 Dighton-Rehoboth Fair. Inc. Aug. 17-19. F. C. Reynolds.
 Greenfield-Franklin Co. Agrl. Soc. Sept. 7-10. Lewis Wyman.
 Lakeville-Middleboro Agrl. Soc. Aug. 28. Tom Senna.
 Littlefield-Littlefield Community Fair Ann. Sept. 27-28. Louis J. Kelly.
 Marshfield-Marshfield Agrl. & Hort. Soc. Sept. 1-4. F. C. Reynolds.
 Middlefield-Highland Fair. Sept. Aug. 20. 30. Jessie H. Pease.
 Northampton-Northampton, Franklin & Hampden Agrl. Soc. Aug. 31-Sept. 3. Banner.
 North-Spencer Agrl. Assn. Aug. 30-Sept. 1. Philip A. Quinn.
 South Weymouth-Weymouth Agrl. & Hort. Soc. Aug. 31-Sept. 1. Fred J. Deane.
 Townfield-East Agrl. Soc. Aug. 31-Sept. 6. Fred J. Deane.
 West Billerica-Eastern States Exposition. Sept. 13-21. Jack Reynolds.
 Westford-Westford Agrl. Soc. Aug. 16-17. Mrs. John Cooper.
 Westford-Middlesex Co. 4-H Fair Ann. Aug. 17-21. Louis J. Kelly.
 West Tisbury-Martha's Vineyard Agrl. Soc. Aug. 21-23. Mrs. Edward S. Child.
 Weymouth-Martha's Vineyard Fair Ann. Aug. 18. M. McIntyre.

Michigan
 Adrian-Adrian Co. Fair Ann. Sept. 14-20. M. R. Noyes.
 Allegan-Allegan Co. Fair Ann. Sept. 7-9. Fred J. Deane.
 Ann Arbor-Ann Arbor Fair Ann. Aug. 11-18. 23-24. J. Schlemppinger.
 Ann Arbor-W. Ann Arbor Fair Ann. Aug. 21-23. Mrs. Edward S. Child.
 Alpena-Alpena Co. Fair Ann. Aug. 25-30. Mrs. John Cooper.
 Alpena-Armsed Agrl. Soc. Aug. 21-24. Roy O. Conner.
 Alcona-Alcona Fair Ann. Aug. 18-23. Mrs. Ruth Dalecki.
 Bad Axe-Ruroc Co. Fair Ann. Aug. 8-9. Fred J. Deane.
 Bay City-Bay Co. Fair Ann. Aug. 11-16. Byron Rubofster.
 Berrien-Berrien Co. 4-H Fair Ann. Aug. 17-19. Fred J. Deane.
 Berrien Springs-Berrien Co. Youth Fair Ann. Aug. 14-16. Fred J. Deane.
 Brown City-Brown City Agrl. Fair Ann. Aug. 14-16. Murdoch MacLennan.
 Calumet-Northern District Fair Ann. Sept. 1-5. Paul Earl.
 Carson-Tuacola Co. Fair Ann. Aug. 18-23. Fred J. Deane.
 Caro City-Dairland Agrl. Soc. Aug. 16-17. Fred J. Deane.
 Cassopolis-Cass Co. Fair Ann. Aug. 8-9. Mrs. Irma Spencer.
 Cass City-Cass County Homecoming Fair. Aug. 4. William B. Rubin.
 Cedar Springs-Cedar Springs Jr. Community Fair. Aug. 7. Fred J. Deane.
 Centerville-St. Joseph Co. Fair Ann. Sept. 18-20. Lester R. Schrader.
 Charlotte-Charlotte Fair Ann. Aug. 26-28. Sidney Phillips.
 Cheboygan-Northern Michigan Fair Ann. Aug. 2-4. Fred J. Deane.
 Chelsea-Chelsea Community Fair. Sept. 1-3. J. H. Pilkington.
 Cheyenne-Cheyenne Co. 4-H Fair Ann. Aug. 10-23. Leland Wheeler.
 Cicoma-Cicoma Community Fair Ann. Aug. 11-18. Blair Wagoner.
 Delton-Delton-Kilgus Agrl. School Fair. Sept. 1-5. Fred J. Deane.
 Detroit-Detroit Jr. Livestock Show. Dec. 8-11. George Ridley.
 Detroit-Michigan Fair Ann. Aug. 10-12. St. Donald L. Swanson.
 Escanaba-E. P. 4-H & FFA Fair Ann. Aug. 17-18. Marjorie Tiedt.
 Escanaba-Michigan State Fair Ann. Aug. 10-20. Wilbur Woodman.
 Fairbairn-Fairbairn Agrl. Soc. Aug. 18-20. Fred J. Deane.
 Farmington-Farmington Agrl. Soc. Sept. 20-21. Fred J. Deane.
 Farmington-West Washington Agrl. Soc. Sept. 19-20. Palmer Hart.
 Dorr-Dorr-Park Falls Valley Fair Ann. Aug. 22-23. Arno D. Emery.
 East Patton-Pittston Fair Ann. Aug. 8-9. Marion I. Wood.
 Farmington-Franklin Co. Agrl. Soc. Sept. 1-4. Fred J. Deane.
 Fryburg-West Ohio Agrl. Assn. Sept. 30-Oct. 4. Fred H. Mayo.
 Gulliver-Gulliver Fair Ann. Sept. 8. La. Roy Knowlton.
 Lewiston-Maine State Fair Ann. Sept. 1-4. Fred J. Deane.
 Litchfield-Litchfield Farmers' Club Fair. Sept. 3-8. Weston R. Allen.
 Marblehead-Marblehead Agrl. Assn. Sept. 11-14. Herald J. Reckett.
 Monkton-Cochewagon Fair Ann. Sept. 18-20. Fred J. Deane.
 North Waterford-World's Fair Ann. Inc. Sept. 17-21. Wilbur L. Button.
 Pittston-Pittston Fair Ann. Aug. 8-9. Marlon Wood.
 Presque Isle-Presque Isle Main State Fair Ann. Aug. 4-8. Robert D. Andrews.
 Readfield-Readfield Fair Ann. Sept. 1-4. Fred J. Deane.
 Sidney-Sidney Towns Fair Ann. Sept. 15-13. Theodore H. Russell.
 Skowhegan-Skowhegan State Fair. Aug. 8-18. Roy E. Symons.
 South Portland-Co. Fair Ann. Sept. 8-13. Gordon.
 Springfield-North Penobscot Agrl. Assn. Aug. 8-Sept. 4. Paul R. McKenney.
 Topsham-Salisbury Agrl. Soc. Oct. 6-11. Emery W. Booker.
 Duxbury-Duxbury Agrl. Soc. Aug. 18-23. Ivan Sherman.
 West Cumberland-Cumberland Farmers' Club Sept. 22-27. Fred J. Deane.
 Windsor-South Kennebec Agrl. Soc. Aug. 26-Sept. 1. E. R. Hayes.

Minnesota
 Annapolis-Anne Arundel Co. Fair Ann. Sept. 8-12. Wm. E. Kelly.
 Bel Air-Bel Air Fair Ann. Aug. 26-31. Charles Kunkel.
 Cumberland-Cumberland Fair Ann. Aug. 18-23. John B. Morner.
 Elkton City-Reward Co. Fair Ann. Aug. 12-16. William B. Rubin.
 Fretick-Fredrick Fair Ann. Sept. 30-Oct. 4. Wade F. Kusery.
 Galtherburg-Montgomery Co. Fair Ann. Aug. 16-23. Roderon N. Whippl.
 Hagerstown-Hagerstown Fair Ann. Sept. 11-10. Dr. Robert C. Hargett.
 Helderberg-Fretick Jr. Farm Fair Ann. Sept. 11-10. H. R. McDonald.
 The Plains-Chertice Co. Fair Ann. Sept. 17-18. Gilbert Kreeb.
 Homestead-West Jess Co. Farmers & Stockmen Fair Ann. Sept. 26-30. Stephen Young.
 Leonardtown-St. Marys Co. Fair. Oct. 3-8. R. G. C. Lee.
 McHenry-Corrett Co. Fair Ann. Aug. 13-14. R. G. C. Lee.
 Pocomoke-Chertice Co. Farmers' Assn. Fair. Sept. 26-30. Speelman Butler.
 Prince Frederick-Prince Frederick Fair Ann. Oct. 8-10. Wilbur F. Ward Jr.
 Salisbury-Wicomico Farm & Home Show. Sept. 16-23. Howard C. Hargett.
 Tintinnum-Maryland State Fair. Aug. 30-Sept. 3. John B. Zink.

Maine
 Acton-York Co. Agrl. Assn. Aug. 22-31. Leola R. Crawford.
 Albion-Westerland Valley Fair. Oct. 10-13. Wm. W. Mann.
 Bangor-Bangor Fair, Inc. July 28-Aug. 1. W. Mann.
 Blue Hill-Hancock Co. Agrl. Soc. Aug. 26-31. Fred J. Deane.
 Cherryfield-West Washington Agrl. Soc. Sept. 19-20. Palmer Hart.
 Dover-Dover-Orono Valley Fair Ann. Aug. 22-23. Arno D. Emery.
 East Patton-Pittston Fair Ann. Aug. 8-9. Marion I. Wood.
 Farmington-Franklin Co. Agrl. Soc. Sept. 1-4. Fred J. Deane.
 Fryburg-West Ohio Agrl. Assn. Sept. 30-Oct. 4. Fred H. Mayo.
 Gulliver-Gulliver Fair Ann. Sept. 8. La. Roy Knowlton.
 Lewiston-Maine State Fair Ann. Sept. 1-4. Fred J. Deane.
 Litchfield-Litchfield Farmers' Club Fair. Sept. 3-8. Weston R. Allen.
 Marblehead-Marblehead Agrl. Assn. Sept. 11-14. Herald J. Reckett.
 Monkton-Cochewagon Fair Ann. Sept. 18-20. Fred J. Deane.
 North Waterford-World's Fair Ann. Inc. Sept. 17-21. Wilbur L. Button.
 Pittston-Pittston Fair Ann. Aug. 8-9. Marlon Wood.
 Presque Isle-Presque Isle Main State Fair Ann. Aug. 4-8. Robert D. Andrews.
 Readfield-Readfield Fair Ann. Sept. 1-4. Fred J. Deane.
 Sidney-Sidney Towns Fair Ann. Sept. 15-13. Theodore H. Russell.
 Skowhegan-Skowhegan State Fair. Aug. 8-18. Roy E. Symons.
 South Portland-Co. Fair Ann. Sept. 8-13. Gordon.
 Springfield-North Penobscot Agrl. Assn. Aug. 8-Sept. 4. Paul R. McKenney.
 Topsham-Salisbury Agrl. Soc. Oct. 6-11. Emery W. Booker.
 Duxbury-Duxbury Agrl. Soc. Aug. 18-23. Ivan Sherman.
 West Cumberland-Cumberland Farmers' Club Sept. 22-27. Fred J. Deane.
 Windsor-South Kennebec Agrl. Soc. Aug. 26-Sept. 1. E. R. Hayes.

Maryland
 Annapolis-Anne Arundel Co. Fair Ann. Sept. 8-12. Wm. E. Kelly.
 Bel Air-Bel Air Fair Ann. Aug. 26-31. Charles Kunkel.
 Cumberland-Cumberland Fair Ann. Aug. 18-23. John B. Morner.
 Elkton City-Reward Co. Fair Ann. Aug. 12-16. William B. Rubin.
 Fretick-Fredrick Fair Ann. Sept. 30-Oct. 4. Wade F. Kusery.
 Galtherburg-Montgomery Co. Fair Ann. Aug. 16-23. Roderon N. Whippl.
 Hagerstown-Hagerstown Fair Ann. Sept. 11-10. Dr. Robert C. Hargett.
 Helderberg-Fretick Jr. Farm Fair Ann. Sept. 11-10. H. R. McDonald.
 The Plains-Chertice Co. Fair Ann. Sept. 17-18. Gilbert Kreeb.
 Homestead-West Jess Co. Farmers & Stockmen Fair Ann. Sept. 26-30. Stephen Young.
 Leonardtown-St. Marys Co. Fair. Oct. 3-8. R. G. C. Lee.
 McHenry-Corrett Co. Fair Ann. Aug. 13-14. R. G. C. Lee.
 Pocomoke-Chertice Co. Farmers' Assn. Fair. Sept. 26-30. Speelman Butler.
 Prince Frederick-Prince Frederick Fair Ann. Oct. 8-10. Wilbur F. Ward Jr.
 Salisbury-Wicomico Farm & Home Show. Sept. 16-23. Howard C. Hargett.
 Tintinnum-Maryland State Fair. Aug. 30-Sept. 3. John B. Zink.

POPCORN-SNOW CREAM-PEANUT BUTTER-ICE CREAM

PRICES PRUENTY'S 30 lb. 5 lb. 100 lb.
 SHELLD POPCORN bag case bag
 Bulk Royal Yellow ... \$3.70 \$5.85 \$11.00
 Pop King Maroon ... 5.70 5.85 11.00
 Sun Hulls, white ... 5.10 9.30 10.00
 Golden Hulls, yell. ... 6.20 6.33 10.00

CARAMEL APPLE SUPPLIES
 Caramel Apple Dip, 1 lb. can ... \$ 3.00
 Case of six 8 lb. cans ... 15.00
 4 7/8" Apple Skewers, per 1,000 ... 1.50
 Case of 10,000 for ... 12.50
 3 7/8" Apple Skewers, per 1,000 ... 2.25
 Case of 10,000 for ... 20.00
 Granular Peanuts, 30 lbs. for ... 9.00
 Glucose, 5 gallons for ... 9.00
 Candy Apple St. contains red coloring and emulsions, per pound can ... 1.75

SNOW CONE SUPPLIES
 SYRUPS - Flavors: Strawberry, Cherry, Grape, Root Beer, Lemon, Orange, Blueberry, Raspberry and Lima, \$1.75 gallon, 4 gallon case, \$1.60 gal. Case lots may be assorted flavors. CONCENTRATES - Flavors: Cherry, Grape, Root Beer, Blueberry, Raspberry and Strawberry. 90c pint; \$1.63 quart; \$4.23 for 4 quart; Lemon, Orange and Lima Concentrate, \$1.00 pint; \$1.83 quart; \$2.10 for 2 quarts.

SNOW CONE CUPS - Paper design on white paper. 6 ounce size, 1,000 for ... \$ 3.45
 5 ounce size, 1,000 for ... 16.00
 3 ounce size, 1,000 for ... 3.30
 5,000 for ... 19.25
 FLAT WOODEN SPOONS: 3 1/2 inch long, \$12.50 for 1,000; smaller lots \$1.50 1,000. NAPKINS: White Flat tissue. Light weight. Size, 12x12 inches, in dispenser package 1,000 for \$1.25; 10,000 for \$11.00.

SNOW CONE SUPPLIES
 SYRUPS - Flavors: Strawberry, Cherry, Grape, Root Beer, Lemon, Orange, Blueberry, Raspberry and Lima, \$1.75 gallon, 4 gallon case, \$1.60 gal. Case lots may be assorted flavors. CONCENTRATES - Flavors: Cherry, Grape, Root Beer, Blueberry, Raspberry and Strawberry. 90c pint; \$1.63 quart; \$4.23 for 4 quart; Lemon, Orange and Lima Concentrate, \$1.00 pint; \$1.83 quart; \$2.10 for 2 quarts.

POPCORN SEASONING-POPPING OILS
 Cornmeal Oil, dark or regular, 50 lb. ... \$13.50
 Cornmeal Oil, 20 lb. case ... 10.15
 Popcorn Plus, 4 gallon case ... 15.75
 Cornmeal Peanut Oil, 5 gallons for ... 12.50
 Plain Popping Oil, 5 gallons for ... 10.50
 Colored Popping Oil, 5 gallons for 10.75

COLORING FOR CANDY APPLES & FLOSS
 Extra strong GREEN - 1 lb. Can. \$7.00 1/2 lb. \$4.00 Red, 1 lb. 4.50 1/2 lb. 2.75

ELECTRIC COMBINATION HOT DOG STEAMER AND BUN WARMER
 Holds approximately 150 dogs and 375 buns ... \$73.45

Echols Counter Model with Electric Motor, \$137.50. Counter Model with Gasoline Engine, \$210.00.

FLOSSINE
 For Coloring and Flavoring Candy Floss. Cherry, Grape, Vanilla, Orange, Lemon and Mint. \$1.50 per 1/2 Can. or 6 cans for ... \$ 7.50
 Flare Colors: Case of 4,000 ... 16.00

POPCORN CARTONS
 Regular #10, 1,000 for ... \$ 9.75
 Automatic #10, 1,000 for ... 10.23
 Regular #215, small #10, 1,000 for ... 9.15
 Automatic #215, small #10, 1,000 for ... 9.90

ROASTED AND RAW PEANUTS
 90 or 100 pound bags.
 RAW: Fancies, 2 1/2 lbs; Jumbos, 29 lb. 25 lb. lots, add 1/2c pound. 25 lb. lots, add 1c pound.

POPCORN AND PEANUT BAGS
 1 lb. Printed Standard Size Popcorn Bags, \$2.35 for 1,000, \$5.00 for 10,75.
 1/2 pound Hot style Printed Peanut Bags, \$1.85 for 1,000, 10,000 for \$16.80.
 Inquire for price list, 23 kinds bags, etc.

DESCRIPTIVE LITERATURE OF STAR POPCORN MACHINES, STAR FOOD SERVING EQUIPMENT, CANDY FLOSS MACHINES AND ECHOLS SNOW CONE MACHINES SENT UPON REQUEST. ALSO PAPER SUPPLIES.
 1/3 deposit on C.O.D. shipments. All prices f.o.b. St. Louis. Subject to change without notice.

PRUNY SEED & GRAIN COMPANY
 "IN OUR 84TH YEAR"
 —Popcorn Processors—

620 N. 2ND STREET ST. LOUIS 2, MO

Merle Pool—Cotton Co. Fair Assn. Aug. 15-17. J. H. Clarno...
Lincoln—Fair Assn. Aug. 21-23. Walter J. Mitchell...

Unionville—Unionville Community Fair Assn. Oct. 8-11 Mrs. V. Woodward...
Washington—Montreal-Delmont...
Washington—Montreal-Delmont...
Washington—Montreal-Delmont...

Waynesville—Blount Co. Fair Assn. Sept. 1-4 M. W. Burris Jr...
McMinnville—Warren Co. Livestock & Agr. Fair Assn. Sept. 10-13 Chick Brown...
Washington—Mid-South Fair Assn. Sept. 19-21 C. W. Wayne...

Waynesville—Blount Co. Fair Assn. Oct. 6-10 C. O. Miller...
Palo Alto—Valley Expo. Aug. 18-23...
Pecos—Pecos Fair & Festival. Oct. 4-11...
Perzlyon—North Plains Fair Assn. Aug. 21-23 John Mayfield...

Luray—Fase Co. Fair Assn. Aug. 4-8 B. Frank Rose...
Hermosa—Hermosa Agri. & Ind. Fair Assn. Aug. 26-30 Mrs. Chloia Walters...
Minnesota—Prince William Co. Fair Assn. Sept. 1-4...
Martinsville—Martinsville Colored Agr. Fair Assn. Sept. 1-8 B. H. Baldwin...

Abbeville—East Berlin—Adams Co. Fair Assn. Aug. 15-18 Mrs. E. Eider...
Albion—Albion Community Fair Assn. Sept. 18-20 R. B. Wanner...
Altoona—Great Lakes Fair Assn. Sept. 14-19 Mrs. Roba D. Schell...

Rhode Island
East Greenwich—Rocky Hill Fair Assn. Aug. 19-24 Warren P. Moorhead...
South Carolina
Anderson—Anderson Fair Assn. Oct. 13-15 John W. Schwan...
Bennettsville—Maulboro Co. Fair Assn. Aug. 1-3...
Bishop—Bishop Fair Assn. Sept. 1-3...
Bishopville—Lee Co. Fair Assn. Sept. 27-29 R. C. McCulloch...

Abilene—West Texas Fair Assn. Sept. 18-21 August F. Eder...
Alice—Jim Wells Co. Fair Assn. Oct. 23-25 Rose Marie Martin...
Arlington—Arlington Fair Assn. Sept. 22-23 Rex B. Baxter...
Angleton—Braoria Co. Fair & Pat Block Aug. 21-23 Claude Howard...
Beaumont—South Texas State Fair Assn. Oct. 18-25 Joe Oetzel...

Utah
Duchesne—Duchesne Co. Fair Assn. Aug. 7-8-9 W. C. Coy...
Picher City—Wasatch Co. Fair Assn. Aug. 1-5 Paul R. Daniels...
Kansas—Summit Co. Fair Assn. Aug. 22-23 Archie Blevins...
Logansville—Davis Co. Fair Assn. Aug. 21-23...
Logan—Cosh Co. Fair Assn. Aug. 21-23 M. R. Hovey...

Washington
Acacia—Acacia Co. Fair Assn. April. 25-28...
Bridley Bar—Bridley Bar Fair Assn. Oct. 19-21...
Berg—Adams Co. Fair Assn. Sept. 12-13...
Bert—Bert Fair Assn. Oct. 19-21...
Bert—Bert Fair Assn. Oct. 19-21...
Bert—Bert Fair Assn. Oct. 19-21...

Dallas—Dallas Fair Assn. Aug. 31-Oct. 1...
Dallas—Dallas Community Fair Assn. Aug. 18-19...
Dallas—Dallas Agr. & Mech. Assn. Aug. 19-18...
Dallas—Dallas Fair Assn. Sept. 1-3...
Dallas—Dallas Fair Assn. Sept. 1-3...
Dallas—Dallas Fair Assn. Sept. 1-3...
Dallas—Dallas Fair Assn. Sept. 1-3...
Dallas—Dallas Fair Assn. Sept. 1-3...

South Dakota
Alicester—Dolan Co. Fair Assn. Aug. 9 Achievement Day Aug. 11-13 Lester Day...
Edgemont—Pillar River Co. Fair Assn. Aug. 22-23...
Galtburg—Potter Co. Fair Assn. Aug. 20-21...
Grafton—Grafton Harvest Festival. Aug. 19-20...
Huron—Custer Co. Fair Assn. Aug. 22-24...
Huron—South Dakota State Fair Assn. Sept. 4-8...
Huron—South Dakota State Fair Assn. Sept. 4-8...
Huron—South Dakota State Fair Assn. Sept. 4-8...

Tennessee
Alexandria—DeKalb Co. Fair Assn. Aug. 1-3...
Albion—Albion Community Fair Assn. Sept. 13-15...
Bolivar—Bolivar Community Fair Assn. Sept. 28-31...
Camden—Benton Co. Fair Assn. Aug. 7-9...
Chattanooga—Chattanooga-Horn on Interstate Fair. Sept. 15-20...
Chattanooga—Chattanooga-Horn on Interstate Fair. Sept. 15-20...
Chattanooga—Chattanooga-Horn on Interstate Fair. Sept. 15-20...

Vermont
Barton—Orleans Co. Fair. Aug. 13-17...
Bradford—Connecticut Valley Expo. Aug. 10-11...
Danville—Danville Fair Assn. Aug. 13-14...
Essex Junction—Champlain Valley Expo. Aug. 20-21...
Essex Junction—Champlain Valley Expo. Aug. 20-21...
Essex Junction—Champlain Valley Expo. Aug. 20-21...

Virginia
Blackstone—Blackstone Farmers' Day Oct. 1...
Blacksburg—Blacksburg Fair Assn. Sept. 6-8...
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Martinsburg—Martinsburg Community Fair Assn. Sept. 1-3...



Low-cost Cretors counter model popcorn machine

Here's the biggest little money-maker in the country—the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pop 8.8 oz. of raw corn per charge, turns out \$14.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POP-CORN" sign. Popper case heated by electric element. Equipped with Flexiglas doors wide x 21" front to back. Plugs into any ordinary 100 Volt AC outlet.

Giant popping units gas or electric

The ever-popular CRETORS Giant Popping Unit with 2 lb. capacity (50 lbs. per hour) is available with either Gas or Electric Kettle. Either can produce \$75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle, or \$50.00 per hour.

MANY OTHER MODELS AVAILABLE

POP-CORN MACHINES SINCE 1885 SALES OFFICE: CRETORS POPCORN BLDG., NASHVILLE, TENN. FACTORY: CHICAGO, ILLINOIS Manufacturers of the OFFICIAL WEIGHT VOLUME TESTERS for the POPCORN INDUSTRY

Demand for Ice Skating Spurs Rink Building Boom

- Over 100 new artificially-iced establishments scheduled to open in the United States in the fall of 1958
- Motels, fairgrounds, schools, private investors spearhead big building program to bring year-round skating to fans

Ice skating rinks, artificially frozen to combat weather vagaries, are booming, and nearly 100 new ones will open in the United States this fall, according to trade sources.

John Heintzelman Jr., of the Bugge Ice Machine Company, engineers and builders of ice rinks, says there's no limit to how large this field can expand. Many new-type locations, never looked upon as potential rink sites, are being uncovered, and technical advances are keeping installation prices on an even keel even in the face of a rising economy.

Heintzelman is of the opinion that fairgrounds are one of the most natural places for ice rinks, due to their physical set-up, with ample parking and the availability of the plants during the non-fair season.

"By 1965 most large and medium fairs will have ice rinks," he predicts. The rink on the grounds of the Tulsa State Fair has been highly successful and the one at the Central Wyoming Fair, Casper, had an okay season last winter despite a late opening. Latest fair to join the trend is the Tri-State Fair, Amarillo, Tex., which this fall will open a new 80 by 180-foot rink under roof.

Motels Active

One of the newest buyers of ice rinks, however, are motels, particularly some of the new ones being built near small as well as large population centers.

Typical is the new Villa Moderne Hotel and restaurant in Highland Park, a suburb of Chicago. This \$2,500,000 establishment, currently under construction, will have a winter ice skating rink along with both indoor and outdoor swimming pools. The ice-making machinery will serve two purposes. It will freeze the rink surfaces and serve to air-condition the hotel and restaurant. The rink will be oval in shape and measure 100 by 140 feet.

Another motel that successfully opened an outdoor rink last winter was the Merriott Motor Hotel in Arlington, Va., where thousands skated on a 50 by 110-foot layout.

Even the railroads are getting into the act. The Pennsylvania

Railroad and the Union News Company recently announced plans to build an ice skating rink next to its Philadelphia headquarters. Similar to the one at Rockefeller Center in New York, it will be below the street and on the same level as a concourse which the road said is being leased to shops, restaurants and other businesses. The news company will operate the rink for the railroad.

One of the first installations of an ice rink at a private girl's school will be taking place shortly in Noroton, Conn., where the Convent of Sacred Heart has contracted for a 50 by 100-foot rink as part of its recreation program. A new layout will soon be operated in Detroit as the Playland Recreation Center, with a big 90 by 200-foot rink that will be augmented by a 40 by 70-foot surface for a figure-skating school. Beth-

lehem, Pa., will open a 100 by 200-foot rink this fall, and a new skating rink, Iceland, Inc., will open with a 50 by 70-foot rink in Cleveland.

YMCA Joins

Another school, Washington School of Ice, opened last fall in the National Capitol, and a YMCA in a Chicago suburb added a 80 by 180-foot surface last winter in

(Continued on page 71)

Special RINKS Section

Basic Profit Tips For Roller Rinks

While no such thing exists as an ABC formula to operation of a roller rink, there are basic rules that help build profits in this popular sport, according to Joe Shevelson, vice-president of both the Roller Skate Company and its Roller Skating Foundation of America.

In his opinion, the following are important:

1. Analyze costs to keep overhead down. In this the layout is extremely important so that one employee can supervise more than one segment of the operation.
2. Promote parties which can build up the traditionally slow Monday thru Thursday period. Bowling couldn't exist without leagues. With variations, this formula can be adapted to rink skating. Birthdays, churches, recreation directors of industrial firms, scouts, schools and service organizations are all prospects.

There are four considerations in planning any party program, Shevelson said. The program should be: (a) Interesting for spectators and sponsors, as well as participants. (b) Different and unusual for the regular public session skater. (c) Simple for the poor skater, and (d) alive for the benefit of everyone.

3. Sell the rink thru publicity and advertising. Tell the public that roller skating is exhilarating fun; it's sugar-coated fitness; a combination of a sport, recreation, fun and socialability; helps the young grown up and the old to regain their youth; an escape from the humdrum, sedentary routine of living, a boy-meets-girl sport; calls for no special clothing; entertains more people in a given space than any other active sport and, most important, it's inexpensive.
4. Have a variety program. Appeal to non-athletes. Stress physical fitness but also mix up your activities. Keep it casual, insert mixers, grand marches. Improvise, figure out what you'd enjoy as a skater.

5. Become part of the community. The first job of public relations that a rink operator must do is to become part of the community and become active in community affairs. Be a press agent for roller skating.

6. Keep rinks clean. Just as a man is often judged by the clothes he wears, a rink is often judged by its appearance. This means that the grounds of the rink should be clean and attractive; the building should be painted regularly; the parking lot should be kept in good condition; the signs should be kept in careful working order and painted whenever necessary; and the over-all appearance should give the impression of careful supervision.

Try to view your roller rink thru the eyes of others. Is the rink clean, is it attractive, are the washrooms pleasant? Would you be proud to display your rink to the local Chamber of Commerce or to the president of the Rotary Club?

7. At least try the top 10 tunes. This is highly controversial, but the feasting of the most popular records and artists has proved successful at some rinks. The kids like Elvis or his counterpart. Actually, only 10 per cent of the skaters actually skate to music.

8. Make proper behavior a challenge. Instead of saying the following are not permitted at this rink, word it something like: "We expect everyone to conduct themselves as ladies and gentlemen."

9. Make every effort to lure the over-21 skaters. This can best be done thru industrial recreation programs which embrace entire families. For years the factories have leaned on bowling leagues. They now find this creates a bit of a problem as it takes father or mother away from home. As a result the recreation leaders are now interested in family participation sports. Create roller skating clubs in large plants.

Don't forget the importance of skate rentals, Shevelson also said. Although they're third in importance in the revenue department, they are important. A recent survey indicates that 17 per cent of the average rink's income is from rentals. Admissions produce 55 per cent, concessions 25 per cent and skate sales 3 per cent.

Important in concessions is to eliminate stools, he points out. Space is important, so keep them moving, is the way he puts it.

ROLLER RINKS

Tent or Building? Better Try Both

- Shackelford outlines portable floor uses
- Permanent, portable rink advantages told

Advantages of operating roller rinks on either portable or permanent locations are described by W. T. Shackelford, of Smyrna, Ga. And he also describes how an operator can use tent and building rinks in conjunction with each other.

Shackelford deals in rink floors and other equipment for rink operation. He has operated both indoor and outdoor rinks, had a portable rink operating in territories from Iowa to South Carolina, and operates one of the largest permanent rinks in Georgia.

A portable rink offers an excellent way to get into the business, he states, and newcomers can anticipate successful operation in a short time. He recommends a rink floor measuring 41 by 101 feet. In Shackelford's opinion, a larger floor does not seem to bring any more revenue.

While almost any location is potentially successful for a rink, he believes that the smaller cities offer the best chances. Larger cities provide too many attractions. Portable rinks, especially in smaller towns, enjoy the same novelty type of appeal that goes with a traveling show and therefore attract patronage of people who would seldom go to a permanent location.

Permanent Appeals, Too

However, the permanent rink also has great appeal, in Shackelford's opinion. He advocates use of a prefab rink floor regardless of whether one uses a portable or permanent structure.

Lenders frown on buildings with hardwood floors, he claims, and they see the building only for its potential rental value to others.

Therefore, Shackelford recommends building a structure without thought of its use as a rink—then add a portable floor. The financing of the floor can be handled on a different basis, he adds.

The site should be selected for its central location, its parking space and other factors. Never, he says, should a rink be on the outskirts of town just because of difference in taxes or land costs. The building should be viewed as a separate investment and placed in the best possible location.

In addition to newly constructed buildings for rink purposes are existing structures which are converted to rink uses. He tells of converting more and more former garages and theaters into roller rinks.

Combine Indoor, Outdoor

Perhaps most unique is Shackelford's suggestion that an operator organize to use both indoor and outdoor operation. His large indoor rink is open from September to May, a rather typical season. From May to September the same operator could be in business with a portable rink. And according to Shackelford's plan, such an operator would use the same floor the year-round.

Further, the portable rink in this type of operation can be put to numerous uses.

One way is to close the permanent site and take the tented rink to a series of towns unrelated to the permanent base. Many portable rink operators make the same route each season, staying in most places for several weeks.

But another way to use a portable rink is to play in or near the permanent location. This can be a way to expand the area from which the winter rink draws. A summer tented rink on the far side of town may build skating interest that will be reflected in the business done at the permanent rink in the winter.

ROLLER SUCCESS

Leading Operator Gives Rink Tips

- Van Horn lists floor, skates, music conduct
- Urges enforcement of rules to hype business

play slightly faster and more buoyant.

Since most rinks operate without an organist, it is important to buy records or tapes at proper tempos. Van Horn points out that these can be found on the market or made special.

Fourth point is concerned with dress rules. "It has been proved to us that dress rules are very important and if strictly enforced will tend to draw a much better clientele," Van Horn states. "These rules do much to curtail rowdiness, fast skating and other objectionable acts." At Mineola, the rules include against dungarees, short skirts, pegged trousers and rolled up sleeves. Men and boys must wear ties unless they are wearing sports shirts.

Fifth tip has to do with conduct. All rinks have rules and most rules are good, in Van Horn's opinion. All patrons must act like ladies and gentlemen at all times. Van Horn adds that the employees, too, must be equally well behaved.

Be sure that your rink is kept clean, Van Horn concludes, and that the rules are enforced. After that the next problem in proper rink management is to operate a well-planned schedule of parties and special attractions.

Europe Also Wants Icers

- Pete Carver reports much interest shown
- Books \$3 million in skate rink contracts

The mushrooming of ice rinks in the United States and Canada has its counterpart in Europe, according to Pete Carver, New York engineer and designer of rinks.

The Carver organization, which is active throughout the world, has designed more than 70 skating rinks in various foreign countries as well as in the U. S., and demand for technical assistance from other continents is strong.

Currently, rinks are being planned in Oslo, Stockholm, Copenhagen and Zurich, and Carver recently left for those foreign cities. He also plans to look over the ice skating situation in Moscow, Warsaw and Prague, all behind the Iron Curtain.

Prior to leaving U. S. soil, Carver said his firm now has contracts for over \$3 million in rinks.

RSROA 3-Pt. Plan Aids Rink Business

- Brown tells of formation of first roller group
- Outlines benefits from trade association

By VICTOR J. BROWN
Chairman of the Advisory Committee and First President, Roller Rink Operators' Association of America

When I speak "association" it must be with reference to my own RSROA. It is a very specialized association; it has to be. Long before its organization in 1937 it was quite evident that roller skating would require an organization along these lines. Roller skating has three defined levels of interest—the rink owner-operator, the teaching professional and the amateur skater.

The amateur means the great field of roller skating customers, those who skate for fun, as well as those who skate as a sport. Their interest is purely personal—selfish, if you will. They pay the way for all. It is they who are served by the other two levels of interest.

It was the amateur who years before RSROA was completely forgotten by the amateur sports associations. The sport of roller skating was completely ignored. A scattering few people were affiliating with ice skating organizations, but interest was completely lacking. Since there was no great stabilizing influence in roller skating, the business as well as the sport remained in those days at too low a level. One hundred to one were honkey-tonk. Even the rink owners looked upon one another with suspicion.

Growing Pains
The organization of my association, the RSROA, changed all that. The first few years were not smooth, suspicion remained. Tempers flared. Personalities clashed. RSROA lost a splinter group. The ordinary growing pains were all too evident. Even the other sports organizations began to fight RSROA because its concept was foreign to them. But our association took good root and grew.

ICE RINK

COMPLETE EQUIPMENT FOR REGULATION HOCKEY RINK WITH CARRIER FREON 22 COMPRESSORS. ALL EQUIPMENT NEW 1956. RINK CLOSED LAST MONTH. SACRIFICE FOR CASH.

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SKATING RINK TENTS

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MOTORIZED ROLLER SKATES

Attach to std. skates—exclusive franchise. Power units available to arena and speedway track operators for hourly rental to skaters. G for power roller skate racing. G cables. Write: Motorized Roller Skates Co., 19236 Greenview Road, Detroit 19, Mich.

strong. We started out "to do something for the amateur skater." It was enough of a rallying ground to bring together first a strong small group of workers and later, many persons new to the business.

Something for All
When the house was in order for the skaters, they had a real program of skating skills laid out for them. They did not have to compete to enjoy this program, although hundreds of thousands of

Special RINKS Section

skaters have competed. There were proficiency tests for the perfectionist. There was an educational program for the skating judges. Best of all, there was something to teach to the rankst beginner; something he could enjoy. Our association was on its way.
(Continued on page 71)

ROLLER FLOOR

Plastic Surfacing Used for Skating

- Makes hardboard, lumber usable for rink floors
- Asphalt is latest type of surface to be coated

By PERRY B. GILES
Curvcrest, Inc.

The past 20 years or so have seen many changes in rink operation. The buildings themselves, instead of abandoned warehouses, converted dance halls, and similar previously existing structures, have become in many instances veritable skating palaces, constructed solely to meet the now exacting requirements of rink operation. Instead of the cumbersome, noisy strap-on skates stocked by rinks for general use, skate racks are now filled almost exclusively with neat free-rolling shoe skates, while those offered for sale are models of precision and quietness. Music systems have developed from the old phonograph and stack of scratchy records to elaborate and costly hi-fi systems with music played or recorded in exacting tempos and accented beat to suit various types of skating activities. Skating programs are well planned to entertain all ages and degrees of proficiency found in public session skaters.

Roller skating has grown up and become big business. And this march of progress, the development of skating rink floors has played an important part; in fact, there have been almost revolutionary changes in floor construction and maintenance.

The war of restricted building materials were responsible for some of the changes. With the standard high grade maple flooring hard to obtain and prohibitive in cost, it became necessary to develop workable substitutes. Concrete slabs were tried, but were found undesirable due to roughness, tendency to crumble and powder under the friction, and, of course, the high accident rate in case of the inevitable spills.

Other Surfaces Tried
To eliminate these problems, sheets of tempered hardboard, or Masonite, were cemented to the concrete slabs, but again there were difficulties. It was hard to make sheets adhere uniformly; the many cracks between individual sheets caused a bumpy skating surface; and here also the constant friction caused excessive wear.

Less expensive grades of lumber were also tried, but again it was found that few woods were hard enough to withstand the pounding of the skate wheels.

At about this time also, partly because girls became more predominant in the rinks with so many of the boys in the armed forces, operators were becoming more and more conscious of the dust and dirt problem created

through the use of the various powder preparations on the floors to provide greater traction for skating. To try to solve this problem we began experimenting at Curvcrest with permanent coating substances which would eliminate the need for the constant applications of powder.

Plastic Arrives
And so the birth of the so-called plastic coating for rink floors—a
(Continued on page 71)

Rinks Date Back to 1876

- Charles Beltz traces history of freezing
- Chicago Arena gets first modern set-up

Artificially frozen skating rinks, one of the fastest growing branches on the amusement scene, are only a little over 80 years old, according to Charles R. Beltz, Detroit refrigeration engineer, who chronicled the history of rinks in a booklet, "Ice Skating, Weather or Not."

It was not until 1876 that the first mechanically frozen ice rink known as Professor Gangee's Rink appeared, Beltz said. This rink was built at Chelsea, in Charing Cross, London. Copper pipes were laid down, and thru these a mixture of glycerin and water was circulated after having been chilled by ether. The pipes were then covered with water. This rink was approximately 100 feet square and was driven by a pump powered by a man at approximately two pounds per day.

In 1879, Thomas L. Rankin, at the old Madison Square Garden, New York, built an ice skating rink of approximately 6,000 square feet and on February 22 of that year, opened the rink with a gala carnival. In November, 1899, a patent was issued to Thomas Rankin, at that time living in Chicago, covering his first major adventure into artificial ice skating rinks.

It was not until 1917, with the construction of the Chicago Arena, that man was able to produce ice for skating at will, whenever he desired. The early rinks produced were quite costly, so much that, as history shows, most of their original owners lost them thru the inability to maintain the original investment and their high operating costs. The need for artificial ice-skating rinks, nevertheless, continued to increase and as the United States became more and more interested in international sports, ice skating, particularly figure skating, found the necessity of low-cost artificial ice rinks.

WHY TWO GROUPS?

United Rink Ops Fill Special Role

- Cite need for group to accredit athletics
- URO formed in 1942 to separate ops, skaters

By MARGARET B. GILES
Secretary, United Rink Operators

There are several thousand rinks in the United States, plus countless schools, churches, and other organizations, including branches of the armed services, which sponsor roller skating for their own membership.

In comparison with this figure, the very few hundred rinks which belong to a trade organization is insignificant. One reason for this poor representation is undoubtedly the fact that instead of merely considering whether to join or not to join, the operator must also ask himself which of the two rival organizations serving the same group he should join. The reasons behind the existence of two separate organizations are not generally understood, even by some of the membership of those bodies.

It has been nearly 20 years since the roller rink operators decided that they, like other large businesses, would benefit by the formation of a trade organization where they might unite their efforts for the benefit of the industry and their own businesses, and such an organization was accordingly formed.

Need—Accrediting
Soon afterward, it was pointed out by the Amateur Athletic Union and the Amateur Skating Association that amateur roller skaters could not be accredited as such by the AAU because of the fact that

under the existing organization the skaters' affairs were managed by the rink operators. In order to clear the standing of the amateurs with the AAU, a group of amateurs and rink operators decided late in 1942 to disassociate themselves from the original roller skating organization and form two separate bodies, one of amateurs and the other of operators, each to be self-governed. The amateur organization became the U. S. Amateur Roller Skating Association, and the operators organized under the name of United Rink Operators, sponsoring, but controlling, the activities of the amateur organization.

Thus divorced from active concern with the amateur activities, the United Rink Operators has been primarily concerned with the promotion and betterment of roller skating as an industry. To provide opportunity for exchange of views with others in the same business, the organization has set up a program of regional meetings in different areas where there are members, and also maintains a host room at all of the trade shows sponsored by the manufacturers' association. Regular bulletins are also a means of exchanging new ideas between members.

Regarding specialized amateur activities of all kinds as a showcase for the promotion of the sport as a business, the United Rink Operators sponsors not only those of the U. S. Amateur Roller Skating Association, but also those of the Roller Skating Foundation, and others not in conflict with the regulations of the AAU and the ASU.

With a view to closer relation—
(Continued on page 71)

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POP, Santa Monica, Opens to 22,000

SANTA MONICA, Calif.—Wraps were removed from Pacific Ocean Park, \$10,000,000 amusement venture of the Los Angeles Turf Club and Columbia Broadcasting System, here Tuesday (22) with an attendance of approximately 22,000. Prior to opening to the public, revues were attended by 6,930 press, radio and television representatives, 8,500 under privileged children and 3850 to the Reiss-Davis Child Guidance benefit.

According to Ben A. O'Dorisio and William H. Jaynes, vice-presidents and general managers, the park is "between 90 and 95 per cent" complete. Among the features set to open over last week-end were the Double Diving Bell and the Flight to Mars.

Attendance for the debut of the public was said to have exceeded all expectations with the midnight closing changed to 2 a.m. Operating seven days a week POP will be open from 10 a.m. until midnight, except Friday and Saturday when the closing will be 2 a.m.

Launch Promotion

Coincidental with the opening, POP launched a plan to spend approximately \$250,000 on promotion in Southern California. The campaign will include spot announcements on 12 radio stations

and all seven television channels. These projects are estimated to produce 105,000,000 impressions. Newspaper advertising will include the Los Angeles dailies, regional and group papers, and college and tourist publications. A total of 525 24 sheet boards, with 255 of them illuminated, announced the opening, which was set back about 20 days because of construction delays. Six rotating messages on spectacular boards will be featured for 12 months as will the large painted directional boards.

POP is located on the site of the old Ocean Park Amusement pier and features a nautical theme with major attractions including Neptune's Kingdom, a panorama of deep sea life; Sea Circus, trained sea animals presented in a 2,000-seat outdoor amphitheater; South Sea Island, banana train ride thru the tropics; Ports O'Call; Fishermen's Cove, a replica of a quaint New England fishing village and the International Promenade of authentically appointed shops. Also included in POP are the Aragon Ballroom where Lawrence Welk and his orchestra are featured and Jack's at the Beach, seafood restaurant.

Rides and attractions are booked with the list of operators including Elmer and Curtis Velare, and Archie Cayer.

'Kangaroo' Sets TV High At Mass. Park

NORTH DARTMOUTH, Mass.—"Captain Kangaroo," has proven surprisingly to be the top TV attraction in the history of Lincoln Park here, operated by John Collins.

Sunday (13) saw a crowd of 44,200 patrons storm into the spot by 1:30.

According to Roland Gamanche, public relations director of the park, more than 6,000 cars were parked. "Kangaroo" marked up a record as the strongest TV personality ever to play the spot. Recently the "Howdy Doody" Show played to some 36,000, and it was believed this was the limit.

Gamanche said "Kangaroo" made an appearance at 2:30 with an estimated crowd of 10,000. At the 5 p.m. show the crowd was easily doubled. The show was put on in the Clam bake Pavilion with the aid of the Warren, R. I., Indian band. A large sum also was realized for the Jimmy Cancer Fund, mostly because of the efforts of "Kangaroo."

The park is now trying to interest "Kangaroo" in a return engagement during the season. Gamanche reported rides and attractions in capacity with special emphasis on the kiddie rides. He said the park was a good deal ahead of last year despite a poor start because of inclement weather.

The park has done well this year in the picnic business. The ballroom also has proved to be a big draw this year, and the top artists have brought in the crowds. Booked for July 27 in one package is Frankie Avalon, Kalin Doo and the Don'ts, the Din Twins and Jan and Ernie. The Dojsey band will play the Lincoln Ballroom August 1.

Asbury's Business Trails '57 by 10%

ASBURY PARK, N. J.—Acceptable summer weather has increased business at this New Jersey seaside resort, but enough humidity has been present to further cut into earnings. Spending was delayed and hampered this season with frequent rain, coldness, cloudiness and even other kind of discouraging element.

Major ride installation here is Palace Amusements, owned by Zimel Resnick and Eddie Lange, who enlarged the layout last year. Included are an Arcade with coin devices, shooting galleries and refreshment stands, plus nine major rides—Ferris Wheel, Merry-Go-Round, Funhouse, Bubble Bounce, Rock-O-Plane, Whip, Ghost Ride and Scooters. Business is reported around 10 per cent behind 1957.

Resnick and Lange also operate Wesley Amusements on Wesley Lake, adjoining the boardwalk. This includes U-Drive motor boats, Swan boat, Showboat, and a Tilt-A-Whirl and five kiddie rides.

The Casino, operated by Willard Ashmore, Jack Goldberg, and Ben Friedman, has a Merry-Go-Round, Ghost Ride, Scooters, and Arcade with Skee Ball and other devices. On the boardwalk is the Irving Harris operation at First Avenue and the boardwalk, which is a ride spot containing a Whip and seven kiddie units.

On the boardwalk and Third Avenue is the Bob Fountain park which contains a Cuddle Up, Miniature Train and five kiddie rides. Several Arcades are in operation.

Asbury Spot In Lawsuit

ASBURY PARK, N. J.—The change of operation at Storyland Village has evolved to a lawsuit by the new operators, the Redicker brothers, who are active in amusements here. They took a 10-year lease last winter on the spot near Neptune traffic circle. Builder and original operator is Max Kolmer. Suit is expected to go to trial in September.

The Redickers, Joseph, Willie and Al, brought in a circus and other attractions when they took over the place in February.

Their complaint against Storyland and Remlock Realty charges misrepresentation in that the defendants said the park could be worked as an amusement center with no fear of complaints from neighboring home owners. Residents of Colonial Terrace, adjacent to the park, are suing the Redickers, saying the circus and other changes violate the intent of the 1955 variance granted by Neptune Township Committee, permitting the park to operate.

In May there was a Superior Court restraint slapped on the Redickers, preventing them from operating, but it was later lifted and neighbors haven't asked for a new one.

Ill. Park Hosts 5,000 School Kids

EAST MOLINE, Ill.—Over 5,000 school children were guests of Star Lite Park during the first three weeks of June. Michael Fix, owner and operator of Star Lite, distributed tickets to all of the school children in Rock Island County, which was 81 entitled each child to 20 rides during the school week.

ation, two run by Jim Smith at Fourth and the boardwalk, and at South and the boardwalk.

Dancing is confined to Convention Hall, with the Redicker Brothers operating week-end dates. Business has been so-so except for a Joni James appearance which did well.

'TV Junior' In 6 Cities; Seeks Tie-Ins

NEW YORK—The TV Junior magazine has gone into its fifth out-of-town market, and by the time school begins it is scheduled for 29 editions throughout the country. Originally in the New York metropolitan area and still anchored there, the book now has editions in Baltimore, Washington, Cleveland, Detroit and Los Angeles.

New York edition sells 80,000 copies monthly, mostly on newsstands. Appeal to kids is based on feature stories about TV favorites, games, puzzles and coupons to various attractions. Several local parks are involved in the coupon deal.

Only other park arrangement is with Baltimore's Gwynn Oak Park, with which a TV Junior Day was worked out.

Dick Shapiro is handling circulation promotion. He said a list of major and kiddie parks is being circulated with an aim to working out tie-ins for the fall and next season. Publisher is Justin E. Kates, who heads the new group which bought the magazine this year. Only reason more parks are not involved, he said, is that the expansion has been too rapid for detailed promotions to be worked out.

ROLLER RUMBLINGS

RSROA Meet, Confab Registrants at 6,000

DETROIT—The American Roller Skating Championships, which opened Sunday (27) at the Cleveland Rollerade in conjunction with the annual convention of the Roller Skating Rink Operators' Association of America, sponsoring body, drew about 6,000 registrants. Entrants in the 54 scheduled events total 1,286, according to final count by Robert D. Martin, RSROA secretary-treasurer, at national headquarters here. These represent contestants from 13 regional championships—eight in the continental States, three in Canada, an Alaska and Hawaii. The last two are recognized as separate regions because of geographical distance.

The Rollerade has played host to the American championships three times previously—1948, 1951 and 1953—while the first combined U. S. championships were held in the Public Auditorium in 1940 and 1941, giving Cleveland the annual championships oftened by any other city. Second place is held by Detroit with four championships at old Arena Gardens.

The Rollerade has a skating floor 90 by 250 feet, with spectator seating capacity of about 3,500, but is expected to be taxed by the 8,000 people from out of town, in addition to local visitors.

The trade show in connection with the convention has been sold out for months in advance, with 18 commercial exhibits and a number of institutional type exhibits dealing with the RSROA. In ad-

dition, the sale of advertising in the championship and convention program has been heavy. The trade show is open Monday afternoon (28), when no skating sessions are scheduled. A buffet dinner for this group will be served from 5:30 to 7 p.m., with skating following. The trade show and virtually all convention sessions will be held at the Rollerade, which has two assembly rooms, one of which is being air conditioned for this event.

Intramural problems, relationships between rinks and general considerations for the good of the sport are expected to occupy most of the business sessions. RSROA meetings usually devote a great amount of time to the equitable working out of problems, such as the eligibility of an individual skater. No major problems or changes in rules are on the agenda.

On Wednesday a special presentation on "Mechanizing the Skate-rink" will be given by Vernon Fowlkes, head of the Fo-Mac Enterprises, Inc., Tulsa, Okla.

Two major social events of the 10 days will be held at the Stater-Hilton Hotel. On Thursday evening the Championships Ball will be held, with music by the Bob Hanson orchestra. On Monday evening (4) the annual dinner for professionals will be held, and for the first time it will be a dinner dance.

The Society of Roller Skating Teachers of America, an affiliated body, will have its annual conven-

Upstate N. Y. Park Opens

ALBANY, N. Y.—After four years of building, Alton M. Durfee and Dennis Durfee teed off with the opening of Tawa-senitha Park July 4. Spot is located in the heart of the tri-city area of Albany, Troy and Schenectady, just off Route 20 on Route 146 Altamont Road. The proximity of the spot to the tri-city area will be advantageous in the hooking of school picnics and outings. Spot has 55 acres of picnic groves and shade trees, and a creek runs thru the property.

The attractions on the midway include Bill Keef's new Allan Herschell Merry-Go-Round, boats and Sky Fighter; Frank Bradley's Chair-o-Plane, and Roy and Sylvia Cries with games and novelties. Spot also has a snack bar. Plans are to operate as an Indian Theme Park in the future.

tion Tuesday (5) following the close of the championships.

The SRSTA sessions will be devoted largely to the study of techniques. A distinctively new approach to the teaching of skating this year will be seminar-type sessions. All members have been invited to bring their skates to the sessions, and the entire body—over 350 teachers—will be on skates together for the first time. These sessions will be directed to the study of technical skating problems by Richard McLauchlen, Wolcott, Ind., dean of the SRSTA.

<p>STOCK TICKETS</p> <p>1 Roll 4.50 5 Rolls 22.50 10 Rolls 45.00 25 Rolls 112.50 50 Rolls 225.00 100 Rolls 450.00</p> <p>Rolls 2.00 EACH Double Coupons \$10 C. S. D. Orders New Single Tkt. 1.25</p>	<p>TICKETS</p> <p>of over destination Wheel tickets carried in Stock for immediate shipment</p> <p>THE TOLEDO TICKET CO. Toledo 12, Ohio "Allied Trademark" Union Label</p>	<p>Cash With Order Price SPECIAL PRINTED</p> <p>1,000 8.75 2,000 17.50 4,000 35.00 8,000 70.00 16,000 140.00 32,000 280.00 64,000 560.00 128,000 1,120.00</p> <p>Rolls by Machine \$100.00 125.00 1,000.00 1,250.00</p>
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 this issue

CIRCUSES

Beatty Terms Canada Strong; Gives Extras

Kernan to Tour Europe for Acts; McClosky Returns

PORT HURON, Mich.—Clyde Beatty Circus returned to the States here Wednesday (23) after a "uniformly good" month in Canada. Only several of the Ontario and Quebec dates were weak, the show stated. The circus gave extra performances to handle bumper crowds at Ottawa, Val d'Or, Hamilton and Rouyn.

Associate manager Walter Kernan leaves this week for Europe, where he will scout features in Ireland, Wales, England, Denmark, Italy, West Germany and Austria. The show also will make an effort to book Russian circus acts. General Manager Frank McClosky is back on the show after a vacation.

Final days' business included Rouyn-Noranda, Que., near-full, straw and an extra half show (15); Kirkland Lake, Ont., (16), half and near-full; Cochrane, Ont., (17) fair afternoon and straw night; Timons, Ont., three-quarter afternoon and near-full night, with cancellation of a local celebration's parade as an assist for the circus; New Liskeard, (19), two big crowds.

After a Sunday run of 371 miles, the show played Owens Sound, Ont., (21) to a pair of fair houses. Sarnia (22) was fair in the afternoon and straw at night. Crossing the border was speedy, with Louis Speigel as customs broker. Port Huron, Mich., (23) had a light afternoon and good night house.

Recent visitors included Eddie Sinton, Fred Ringler and Rosena Nelson. George Werner returned with an okay after a check-up at a Rochester, Minn., clinic. Jack Hunt returned to Sarasota after a month's stay on the show.

Packs Equals Pittsburgh '57; Wichita Up

PITTSBURGH — Tom Packs Circus played at Forbes Field here Thursday thru Saturday (17-19) and business came up to equal its 1957 high mark.

This came on the heels of the show's second annual stand in Wichita, Kan., where it registered a 25 per cent hike over last year's introductory showing. The five-day stand compared with four last year and included a sellout to airplane factory employees.

Ringling Plays Chattanooga, Knoxville Parks

CHATTANOOGA — Ringling Bros. and Barnum & Bailey Circus played to about 32,000 persons in five performances here, according to Super Show representatives. They declined to break the total into estimates for each show.

The circus was in Engel Stadium, where capacity is variously reported at 7,000 or 10,000. Ringling gave shows on the nights of July 18, 19 and 20, plus afternoon and morning shows on Saturday (19).

Earlier, the circus was at Knoxville's Bill Meyer Stadium for July 15 and 16. First day had crowds reported at 5,000 and 7,000. Hard rain delayed the afternoon show on the second day, when 2,000 turned out. There were 4,000 at night. Numerous advance sales for the second day were unused, it was stated. The ball park seats 7,000.

Five Circuses Near N. Y., N. J.

NEW YORK—It looks as the Eastern circus fans will be having a field day with five circuses scheduled for this area during August.

Hunt Bros. Circus and Cristiani Bros. will both be on Long Island, while Hagen Bros., Mills Bros. and Beers-Barnes will all be in the New Jersey and adjacent territory.

Hagen in Ohio

BELLEVUE, O.—Hagen Bros. Circus had three-quarter house here. Aspicus was Civil Defense. Lot was in a second-rate location and it rained all day. Lot was changed after arrival because of softness.

PHONEMEN
Opening at Bowling, D. C., next Monday, July 28. 3 Lions, 2 Kiwanis and one Volunteer Fire Department. These are all excellent dates. We sell banners, UPC's and pay daily. If you have reliable, you will be given an opportunity to handle a crew. If you wish, don't call.

HEARL JOHNSON
Alexandria, Va. Phone: King 9-2534.
Can also use New Kentucky, Police and Rotary dates in N. J. Call JERRY HOWES, Succumb, N. J., phone Liberty 9-3100. Base 2177

Cristiani Wins In Davenport; Others Vary

Wait at Sterling, Rockford Light, Galesburg Strong

BURLINGTON, Ia.—Cristiani Bros. Circus touched Iowa last week for the turnaround point in its route and scored extra-show business for the Shrine Temple date at Davenport.

At the big Milyaaukee stand, business was strong at six performances in two days. The final show Tuesday (15) was a turnaway as were earlier ones. Stanley Paul handled the heavy promotion there.

In Beloit (16) Cristiani had half and three-quarter houses. Show parades. Adams has been in and Beatty is coming. Rockford (17) was light, with the lot in suburban Loves Park, Sterling, Ill. (18), had a light afternoon and two-thirds evening. Clyde Beatty Circus splashed a big wait ad in the paper and both Hagen and Adams already had been in.

The key Davenport day opened with rain on Saturday (19) forcing postponement of the street parade to Sunday (20). Merchant tie-in had circus sales plus big, color circus ads and a color photo on page 1 of a newspaper. Merchants supplied bus service to the riverfront lot. Despite rain, the Saturday afternoon was strayed and night was three-quarters. Then Sunday came up with a big turn-away plus a half house for an extra afternoon show and a closing three-quarter night house.


Next came Galesburg, Ill. (21), with parade, three-quarter afternoon and straw night under Jaycee auspices. Burlington, Ia., Tuesday (22) had the parade, a two-thirds afternoon and three-quarters night. Town was four years fresh and had Jaycee auspices.

Meanwhile, Ernesto (Papa) Cristiani was recuperating well from surgery at Alexian Brothers Hospital, Chicago.

Hollywood Frames Godona-Leitzel Biographical Firm

HOLLYWOOD, Calif.—Fox Marquis Productions is making a movie about the life of Alfredo Codona, Lillian Leitzel and Vera Bruce. Clayton Behee and Jack Day will double for stars in the flying return scenes. Cast, shooting schedule and other details have not yet been determined, but much research and preliminary story work has been under way for some time.

Knock
Knock
That's



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3 Fan Groups Plan Drive; 2 in Big Meet

DOVER, O.—Heads of three circus fan groups determined here recently to launch a campaign among members, using a slogan, "Be a Circus Booster. Not a Knocker." Pitch is to end unfavorable actions by some fans.

Taking part were Fred D. Pfenning, president of Circus Historical Society; Gaylord Hartman, president of Circus Model Builders; and John Aiter, president of Circus Fans Association. They were here for a joint CHS-CMB convention.

The convention drew 240 persons from all parts of the country. Displays included miniature shows of Roy Arnold and Jean LeRoy; three antique show wagons of the Seihauer brothers; George Hubler concessions; mechanical city; and program by amateur circus performers.

Mills Playing Vermont Route; Scores Straws

WINOOSKI, Vt.—Mills Bros. Circus opened a tour of Vermont with a day (22) here that pulled a full afternoon and a quarter house at night. Six more Vermont stands were arranged, thru the State Law Enforcement Officers' Association. Sheriff association sponsored at Winoski.

Earlier, in New York State the show had near-full and three-quarter houses at Bolton Spa, (16), while it drew a straw afternoon and a half house at night in Granville (19), despite showers. Rotary clubs were the auspices.

Cristiani Tops 200G in Chicago

CHICAGO—Gross for the Cristiani Bros. Circus engagement in Chicago topped \$200,000 by a good margin. Over-all handle was larger, but when adjusted to compare with previous Lakefront takes here, the Cristiani show's figure was \$202,175.

That includes the side-show, some concessions, part of the promotion and all of the downtown and wagon ticket sales, less federal tax.

Comparable figures show that Ringling-Barnum grossed \$158,000 in 1955, its latest stand here, and \$281,000 in 1954, its best gross in years. These grosses were for some 9,000 seats and nine day stands. Cristiani had fewer seats for 17 days.

Beers Turns East

OSCODA, Mich.—Beers-Barnes Circus here Tuesday (15) had a straw house at night and half house in the afternoon, with Kiwanis auspices.

Show apparently is headed for Pennsylvania and New York from here.

Circus Photographers and Fans:

I would appreciate receiving prints of either black-and-white or color pictures taken during the Chicago engagement of Cristiani Bros. Circus, with a view to possible purchase of enlargements of those prints I may want to use.

Tom Parker
330 West Diversy Avenue
Chicago 14, Illinois

WANTED

Experienced office man. Must type payrolls and handle tax returns. Wire per route stating lowest salary.

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We are interested in a top flight Agent capable of booking the best Amusements—Shrine, Grotto, K. of C. Palace, Firemen—in big cities.

Please give us a complete list of references which we will contact. We are willing to give you year round work if you can deliver and write legitimate Contracts.

Write in detail to
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For Sale, Trade, or Lease, young and old, large or small, broken for acts, at different prices. Also, pair of lions.

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Also Promoters. Program and Tickets, forms, cards and more steady work thru 1958. Steady, sober, reliable only need apply.

CONTACT:
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Hartford, Conn. He collect calls.
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WANTED 4 PHONEMEN AT ONCE

Those who can write 200 a day and top good sponsor, phone in, book carded 200+ pay daily, bank and UPC's. This deal is just terrific. Call

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1-PHONEMAN-1

Repeat Deal—Top Sponsor. Top pay and TX. Plenty of Tips. Must be capable and sober. No Collects

CALL MANAGER
Days—M-F 4264
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Lions Club auspices. Taps only. Contact: Orchard 3-3692, Avon, Conn.

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Repeat Deal just starting. Can place 3 good Men immediately. Phones and cards are ready. Pay Daily

Call AMent 8-0785, Columbus, Ohio

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This is a repeat Deal, just started.
Book—Tickets, 25% pay daily.

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Who is interested in working permanently in and around Cleveland, O., and who will be capable of handling an office in the future.

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BOOK—UPC's and BANNERS
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Tale: Orchard 4261
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Offices opening Lincoln & Hastings

4-PHONEMEN-4
Client Air Carnival, Civ. Air Patrol sponsor. 3 fast weeks. Call Hickey 3-7955, Columbus, Ohio, after 6 pm. No collects, no advance. Cco. Crane, call me.

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Apply R. J. McGuire
Suite 401, 708 Olive St., St. Louis, Mo. (Phone: CHestnut 1-4636 or CHestnut 1-4650)

EDMONTON MAPS \$2,500,000 PLAN

Will Be Part of \$5 Mil Program; Construction to Start in August

EDMONTON, Alta. — A \$2,500,000 face-lifting for the Edmonton Exhibition grounds will get under way immediately, Al Anderson, manager, announced.

Work on a \$1,700,000 multi-purpose building to replace the old Manufacturers' Building will start in late August or early September.

The old building will be used for storage this winter, but will be torn down when the new building is completed.

Some changes have already been made on the grounds and more are under way.

The automotive building was removed earlier this year to provide a larger midway area and on Monday (21) demolition of the old curling rink was begun. The rink, as well as seven stables, will be removed to make room for the proposed five-eighths-mile race track. The stables will be torn down one at a time and as each goes another will be built immediately to provide accommodation for horses stabled on the grounds for the winter. Work is expected to start on the stables following the fall race meet in August.

The job of enlarging the race track will begin as soon as the new barns are ready.

Many Purposes

Altho plans for the multi-purpose building have not yet been completed, Anderson said it will have permanent space for exhibits, banquet rooms, a bowling alley, basketball floor, at least 12 sheets of curling ice with special

CLARINDA, Ia. — The Page County Fair board announced plans for construction of two new livestock buildings on the fair-grounds for use at the 1958 fair. The buildings will replace open sheds now used to house livestock entries.

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OREGON, ILL., AUG. 30-31 SEPT. 1.

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Sept. 25, 26, 27, Piggott, Ark. Excellent Agricultural Area. One prospect excellent. Population of county, approx. ninety 20,000. Good facilities for Fair. Need 8 good rides and 30 clean Cob animals.

WANTED

Celebrations of all kinds.

Independent Midway.

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IOWA COUNTY FAIR

Harry S. Ivey, Secretary

Mineral Point, Wis.

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THE ADVERTISING COLUMNS OF

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Fargo, N. D., Gate Dips 2,990 From '57

FARGO, N. D. — The Red River Valley State Fair closed its six-day run here Saturday (19) after pulling a total of 55,573 patrons, close to 3,000 under last year's 58,563, Oscar Sondral, president, announced.

The decrease was credited by Sondral to differences in time through the area and to rain on the opening Sunday and another shower at mid-week.

The fair was a big financial success, and the grandstand night show was one of the best at the fair, he added.

Auto races on Saturday under the aegis of Al Sweeney's National Speedways, Inc., drew an estimated 3,500 fans. The program included big car sprints.

Cobleskill Advances, Precedes N. Y. State

COBLESKILL, N. Y. — The Sunshine Fair is pushing its dates ahead to precede Labor Day and the State Fair in Syracuse, not follow them as in the past. It will also open in mid-week, another innovation here.

Among the new elements is a "go to the fair" page in the premium book, listing the dates of 11 other annuals, three of which coincide with Cobleskill. Listed are Afton, Altamont, Ballston, Spa, Chatham, Fonda, Morris, Norwich, Schaghticoke, Syracuse, Walton and Whitney Point.

Last year's fair had total receipts of \$63,558 and expenses of \$61,458, for a net profit of \$2,100. Revenue included \$23,017 at the front gate and \$6,106 from the grandstand. Season tickets and box seats provided another \$3,100. Major disbursements were the \$11,900 paid for grandstand attractions, \$12,000 for premiums aside from State aid, and \$3,600 for race purses.

Floodlighting and midway paving have been completed since the 1957 fair. Dr. D. W. Beard, secretary, reported. Dates are August 22-27. Admission is \$1 for adults, no charge for kids under 12, and 50 cents for parking.

MORE \$\$

Canfield, O., Hikes Tab On Show Tix

CANFIELD, O. — Due to an expensive grandstand show, the Canfield Fair this year has increased its admission charges to the grandstand but will hold the line on outside gate tabs, Ralph Courtney, president, announced. Outside tab will remain at 75 cents for adults and 50 cents for automobiles.

General admission to the grandstand will be \$1 for afternoon performances of the Lennon Sisters. Evening admissions on Saturday and Sunday will be \$1.50 with reserves higher. The 2,000 bleacher seats will go for 75 cents each except during the Lennon night shows when they will be \$1.

The fair is located just outside Youngstown, big industrial center.

108 FEET HIGH

PNE Will Feature Giant Space Rocket

VANCOUVER, B. C. — A model space rocket, the size of a seven-story building, will tower over this year's Pacific National Exhibition.

The rocket is actually a model being built in Vancouver to exact specifications of the huge three-stage that carried the first U. S. satellite into orbit. It will be the focal point of the PNE's "Space-land" display, which will include a U. S. Army Honest John artillery missile from Fort Lewis, Wash.

Along with the rockets will be an official space science show, being staged in Canada for the first time. It is produced by Scientific Production, Ltd., New York, with the assistance of the U. S. Navy, Martin Company, Minneapolis-Honeywell Company, Bendix Aviation Corporation, IBM and U. S. Government agencies.

There will be seating for 1,500 customers for each of several performances daily under a big top. A program includes a working model of a rocket "blast-off," working model satellites, and a live "space-dog" in a replica capsule.

Plans for the show have been under way for several months, but the handful of PNE officials in charge have kept it a secret to

spring the surprise attraction. The 108-foot model rocket will be mounted on a "launching base" containing a small planetarium. The entire display will be lighted at night. The 40-foot Honest John missile, which can carry an atomic warhead, will take part in the PNE parade along with the Fort Lewis Army band and U. S. troops. A crew of officers and men will explain the weapon to the public at the exhibition.

PRIVATE AID

R. I. Tracks Give 4G for Rocky Hill

EAST GREENWICH, R. I. — Nairagansett and Lincoln Downs, the two pari-mutuel tracks in Rhode Island, are donating \$2,000 each toward continuance of the Rocky Hill Fair. The event has been threatened with extinction by failure of the General Assembly to vote its annual appropriation (The Billboard, May 26).

James E. Dooley and B. A. Dario, executives speaking for the two courses, said they hoped their action would stimulate similar moves by other organizations. The appropriation bill which died in the Legislature was for \$11,000.

The \$4,000 is the first sign of financial support from private sources, A. Elmer Benson, fair president, reported, altho it had been announced last month that a total of \$160,000 had been pledged.

Sports Cars, Contests Set At Troy Hills

TROY HILLS, N. J. — Morris County Fair has one of its most varied programs ever, for an Eastern agricultural event which operates without a grandstand. Virtually in the shadow of New York City, it counts heavily on its country atmosphere as do a couple of other fairs in shouting distance of the metropolis.

This season the fair, August 18-23, has a jumping frog contest run as an elimination for the big Angels Camp, Calif., Frog Jumping Jubilee. Event is set for Wednesday (22) in a judging tent, with a sports show as sponsor.

Previous day, with Kasco Dog Foods as sponsor, there will be a poodle show with ribbons and merchandise prizes for biggest dog, smallest dog, puppies from three-nine months, longest tail, longest ears, biggest feet, longest dog, shortest dog, dog with the most tricks, an obedience class for beginners and novice dogs, and a prize for the dog with the best costume. The event will take place in the bleacher area judging ring.

First three nights of the fair will feature the beauty pageant. Sports Car Autorama will take place through the week with nightly events. Included are point awards for musical chairs, speedkhana, skill driving past obstacles, field trials, and various other events.

IBERVILLE, La. — Despite the loss of State aid, the Iberville Parish Fair will go on as scheduled this year. J. W. Bryant, president, announced. Winning exhibits during the September 12-15 run will receive ribbons instead of cash prizes. The State appropriation measure for premium money for fairs was vetoed recently by Gov. Earl Long.

Golden, Colo., Adds Home Show to Sked

GOLDEN, Colo. — Faced with a fast-moving recent changeover from a suburban farming area to a built-up district of home owners, the Jefferson County Rodeo, Fair and Horse Show will meet the changing conditions by adding a home show to its schedule this year.

Frank Yannaico, entertainment committee superintendent for the August 1-3 show, said an exhibit of products used by county residents would add an interest to the show lacking in the last several years.

George Winner, rodeo superintendent of the fair, has named Hoss Lunan, Lamar, Colo., rodeo producer. Inman will also provide the rodeo stock.

12 Countries To Exhibit At '58 CNE

TORONTO — Twelve different countries will be represented in the Government and International Buildings at this year's Canadian National Exhibition, I. M. Brodie, space manager, disclosed.

The governments will be represented by either displays sponsored by themselves or by manufacturers in the respective countries.

Displays are expected from Australia, the Dominican Republic, Denmark, Germany, Holland, India, Italy, Japan, Sweden, Switzerland, the United States and the United Kingdom.

Rain Hurts Ill. Events

TAYLORVILLE, Ill. — Weather has been the biggobno at early fairs in Illinois, according to Cliff Hunter, secretary-treasurer of the Illinois Association of Agricultural Fairs.

County annuals have encountered considerable rain since the July 1 opening of the season and this, naturally, has hurt attendance, he said. One thing quite noticeable is that when the weather has been good the patrons have turned out in sizable numbers, he pointed out.

Hunter said that some events have been hard hit, losing two and three consecutive days to downpours.



Knock
Knock

That's

OPPORTUNITY

check the

CLASSIFIED SECTION

this issue

V&W Reaps Harvest After Union Tiff

Publicity Given Trucker's Dispute Aids Show in Pa.; Year's Gross Off

NEW CASTLE, Pa.—A labor dispute to which the Cetlin and Wilson Shows was an innocent bystander cost the unit two days here, but garnered such strong and favorable publicity that the delayed opening brought out some of the heaviest crowds of the season on Wednesday night (23).

Wire services, newspapers, radio and television all covered the situation, which Jack Wilson reported as follows:

The show arranged with Mooney Bros., a leading union hauling firm, to get the wagons out to the

lot. Mooney's contract with the Teamsters had expired and they were in negotiation. The train got unloaded but picketing of the hauling firm prevented it from taking the show out to the lot.

Two days later, Wilson said, an out-of-town concern was contracted for the job, and was allowed to pass the picket line. The Cetlin and Wilson Shows was not picketed, having a union shop agreement with Local 888 of the Retail Clerks International Association, and being paid up thru July.

Wilson said all publicity was favorable for the show, and the Mayor extended C&W's permit thru next Thursday (31) to make up for the lost days. Original permit was to end Saturday night (26) after which the jump to the opening fair, Ionia, Mich., was scheduled. The Mayor spent hours on the lot when it opened. Wilson said thousands of persons poured thru the gates, many of them laughingly flashing union cards.

Business to date has been disappointing but not because of turnouts, Wilson said. Pennsylvania industrial areas have produced good crowds but per capita spending is down sharply. Concessions have taken the brunt of the falloff.

Willie Stein has joined with his circus model show. Also appearing are the Raynell Show, Gerry Jackson with the Minstrel Revue, the Furtles with their Motordrome, Zaccchini's Glass House, Art Converse's Side Show, and a Snake Show. Some 45 concessions are with it, with Claude Schreist continuing in the managerial slot formerly held down by the late William B. Moore. Barney Cory has his pitches working, Taylor's Glass pitch had joined, Rip Weinkle and Al Dorso are doing well.

Painting is completed for fairs. The train was completed last week. Wagons and rides had been done over the last three or four weeks.

Uley R. Sets Permanent WQ In Troy, Pa.

MECHANICSBURG, Pa.—Spending along the Uley Reithoffer Shows route has been better than last year, but weather has hampered business considerably, it is reported. Show is banking heavily on spots to come, including three fairs in Pennsylvania.

Reithoffer recently moved to Troy, Pa., where a permanent winter quarters is to be erected, he said. Business to date has been highlighted by the three-day doings in Athens, Pa., which was a good one. Fredericksburg, Md., was fair.

The fair in Troy, which the show has played for five years, has been building steadily since eliminating

(Continued on page 82)

SEDLIMAYR UP 14% AT EDMONTON EX

Wild Mouse Hikes Ride Income; Claxton Tops Back-End Line-Up

SASKATOON, Sask.—Given clear weather, the Royal American Shows continued their better-than-1957 business pace during the first three days of the six-day Saskatoon Exhibition.

Ride and show grosses thru Wednesday (23), midway point in the fair's run, were up 14 per cent over those for the corresponding period last year.

All segments of the operation reported gains. Ride grosses were hiked by the introduction of a new, specially built Wild Mouse in the Royal American line-up. The device, built by Carl Miller, of Portland, Ore., in collaboration with C. J. Sedlmayr Jr., son of the

Royal American owner, experienced brisk business.

Originally slated to be unveiled at the Calgary Stampede, the ride was not delivered until late last week, too late for it to be put into operation at the Edmonton Exhibition, the Royal's previous stand.

It required 12 hours to set up the ride here, but the crew was a new one and the parts, when delivered, were unnumbered, a factor which contributed to the long setting-up time. Carl Sedlmayr, however, pointed out that once the crew gains experience the ride should be put up in less than six hours.

Miller was here, in company with his plant foreman, Chuck States, to supervise the initial set-up.

Leon Claxton's Harlem in Havana Show garnered top money among the shows in the Royal's line-up during the first three days of the exhibition. Mizzi, the show-owned revue, was in second spot, with Lash La Rue's Western Show third, followed closely by Dick Best's Side Show.

Visitors here included delegations from the Regina and Brandon exhibitions.

The Regina group included Tommy McLeod, R. L. Hutchinson, Charles Harleton, Alex Aiken, Roy McConnell, Fred England, E. J. Courtney and A. H. Cole. The Brandon contingent embraced Alex McPhail and F. O. Meighan.

Carl Sprague, chief of police of Hutchinson, Kan., and his two sons, Dave and Tom, also visited.

Hammonton Feast Okay To Vivonas

ABSECON, N. J.—Ups and downs have trailed the Vivona show this season, but one of the better spots was the shopping center date in Paterson, N. J. Paterson was very good for the show, Amusements of America.

Also a big winner was the Italian feast in Hammonton, with the big day, Wednesday (18), pulling an estimated 30,000 onto the streets for parades, fireworks and other festivities.

The lot here was five miles from the beach, with the opening big on Monday (21) but poor weather later in the week prevented the location from proving its true worth. Feltonville, a recent date, also was hit by rain, with the show floundering thru six days of it. Lot was in a depression which filled easily and caterpillars were required to get both on and off.

Recently joining have been George Bruno with pizza, Al Cemente with two concessions, Grignon with three, and Lyons' trackless train.

The show has been seven weeks in New Jersey. Fairs begin with Hughesville, August 4-9.

Bad Weather Hits Saranac For Champagne

TUPPER LAKE, N. Y.—Bad weather hit Continental Shows in Saranac Lake on the weekend, following okay business earlier in the week. Summary for the week was not bad, Owner Roland Champagne reported.

Matinee was hampered by continuous rain. Indications were that business would have been fine with any decent kind of weather. Downpour lasted into Saturday night (19).

Joining here were Mr. and Mrs. Harold Summers and daughter, Butch, with three concessions. Bob Sherry is having a good season with French fries and ice cream stands. He bought the former unit at last year's Labor Day spot, Chatham, N. Y., from Mr. Bellam, who previously operated it with Continental.

Kimberton Turns Out Okay for M. D. Fair Deb

BETHLEHEM, Pa.—The 11-day Kimberton-Chester Fair gave M. D. Amusements one of its best weeks of the season last week, with weather holding up most of the time and turnouts okay on the couple of rainy periods. It marked the opening of the show's fair season.

Show pulled in here for the Le-high Valley Merchants' Fair with no trouble.

Conklin Stable Featured in Canadian Mag

BRANTFORD, Ont.—Frank R. Conklin, Canadian midway biggie, and his thoroughbred racing stables are the subject of a special report in The Thoroughbred of Canada, a monthly horse publication.

The feature, penned by Joe Morgan, relates how Conklin has

built up his stable by 14 years of breeding which has placed it to the forefront among Canadian breeding farms.

Much of the article describes the eight yearlings Conklin is breeding this year and traces their selling in some of the top race horses in North America.

NEW YORK—Eastern carnival plans are more than usually concerned with conditions in the South this year, with the fair season coming on the heels of a near disastrous spring and early summer. Most shows have struggled thru one of the worst periods of weather the East has known in decades, and now look anxiously for the fair season to pull them into the healthy side of the ledger.

It was bad enough to have a prolonged spell of rain this spring, and to have temperatures dip when rainfall was absent. At least, the show gentry figured, it would turn warm in the summer and folks would be in a mood to visit midways. But what was figured and what actually happened were worlds apart.

This summer has had more rainy days and lower temperatures than show people care to think about. Grosses have been behind last

year's by a substantial amount, generally, altho some shows have escaped the effects of bad weather by virtue of their operating patterns.

In the New York City area, for example, lots in congested neighborhoods got business on some days which were poor for out-of-town operations, since it was a mere matter of crossing the street to reach the midway. New Jersey was skipped over by units due to its uncertain picture since the con-

Alexandria Fair Awarded to Endy

ALEXANDRIA, Va.—Dave Endy has been named midway director of this year's North Virginia Fair here, and will bring his rides in following the Maryland State Fair at Timonium. Contract was signed for Alexandria last week.

Timonium runs August 30 thru September 6, and Alexandria, September 12-20. Endy also operates Fun Fair amusement park here during the summer with his portable equipment.

Progress for the Timonium date is excellent so far, he reported. There will be about 23 rides and seven shows including a Minstrel Revue, and as many concessions as turn up, since the midway zone is a large one. His Fun Fair marquee will be moved in, as a kiddieland entrance.


Julius Named SLA Banquet Tic Chairman

CHICAGO—Harry Julius, Arcade operator on Royal American Shows, has been named chairman of the Showmen's League of America banquet ticket committee. Jack Duffield, league president, announced. He succeeds the late Bob Lohmar, who handled the chore for the past 20 years.

For years, Julius has handled the same job at the annual Tampa club banquet.

Also set for Alexandria is Steve Rose, commercial exhibit director. The fair will have series of promotional events, including automobile and other merchandise giveaways. Timonium is featuring a spanking new \$1,250,000 grandstand for its pari-mutuel racing, plus three big exhibit tents, two of them for commercial and industrial exhibits, and the third for an automobile show.

Plans with which Endy won the Timonium contract included pennants, the kiddieland entrance, uniformed ride attendants, bicycle giveaways and others. All are coming along, successfully, he noted. More than 1,000 feet of midway space is already sold and the lot has ample space remaining. Attendance runs well into six figures annually. Endy is directing all amusements except the Ben Weis bingo, which has been a fixture there for years.



Wherever You Are . . . You'll Find Many of Your Needs in the CLASSIFIED SECTION this issue

Morris Hannum Shows

One of the Great Eastern Shows

FAIRLESS HILLS, PA., FIREMEN'S FREE FAIR

AUG. 4-9

Big Four-County Parade, Nightly Prizes, U. S. Steel Payday. Showing opposite giant Shopping Center.

DALLASTOWN, PA., FAIR

AUG. 11-16

Stage Shows nightly, 2 cars given away, big Saturday Parade.

SOMERSET COUNTY FAIR

MEYERSDALE, PA., AUG. 25-30

Auto Thrill Show and other Grandstand Attractions, big Live Stock and other Farm Exhibits.

KUTZTOWN, PA., FAIR

AUG. 18-23

Big-Time professional wrestling, 2 Kiddle Days, \$15,000 spent for paving entire show midway.

CAMBRIA COUNTY FAIR

EBENSBURG, PA., SEPT. 1-6

This is Pennsylvania's outstanding Labor Day week.

Want Side Show. Have new top and banner line and need inside equipment, or we will book complete show. Have other tops for Monkey Show and Snake Show. Will book Mechanical Show, Arcade or any other capable Grind Shows.

SHOWS

RIDES

CONCESSIONS

HELP

Scrambler, Scooter, Pretzel and Rockplane.

Age and Scales, Novelties, Derby Racer, Name-On-Hats, Lamp, Bird and Glass Pitches, Honky Panks, Prize-Every-Time Games of all kinds.

Experienced Ride Men who drive on all rides.

All replies to MORRIS HANNUM, 924 Murdoch Road, Philadelphia, Pa. Phone: Philadelphia, Pa. Chestnut Mill 7-8176.

PENN PREMIER SHOWS

world's finest * midway

CONCESSIONS

SHOWS

RIDES

HELP

Can place Custard, French Fries, Age, Scale, Palmistry, Fish Pond, Hoop-La, Photos, Auction, or any Concessions not conflicting. Now booking Concessions for Indiana, Pa., Fair. Space limited.

Can place Manager for Citi Show, must have wardrobe and sound equipment. Also can place Snake Show, Monkey Show or any Show not conflicting. 3 M. Dudley can place Alto Sax, Trumpet and Cuitar. Can also place Colored Dancing Girls for chorus. Red Marcus, answer.

Can place for our string of Fairs, Scrambler, Round-Up, Helicopter, Merry-Mixer or any Rides not conflicting.


Can always place good, sober, reliable Ride Help who drive. No Men with cars wanted. Can place Championship Foreman.

We are now enlarging for our Fairs.

Address all mail and wires to

LOYD D. SERFASS, Owner & Manager of HARRY (BUSTER) WESTBROOK, Business Man.

PENN PREMIER SHOWS, Monongahela, Pa.



A FAMILY TRADITION

JOHNNY'S UNITED SHOWS

LAST CALL

Jackson County Fair, Brownsstown, Ind., next week; Gibson County Fair, Princeton, Ind., to follow; then our outstanding Southern Route begins with the Carroll County Fair, Huntington, Tenn.; Morgan County Fair, Decatur, Ala.; Limestone County Fair, Athens, Ala.; Cullman County Fair, Cullman, Ala.; Cobb County Fair, Marietta, Ga.; Barlow County Fair, Carletonville, Ga.; Four Alabama Fairs to follow.

CONCESSIONS WANTED—Custard, Taffy, African Dip, Bear, Bird, Glass and Lamp Pitch, Hi-Striker, Coke Bottle, Hoop-La, Honky Panks of all kind. What have you?

SHOWS—Midget Horse, Glass House, Snake, Drome, or any clean Grind Show.

HELP—Merry-Go-Round Foreman (W. C. Rogers, call me, want you to come back). Ashy wants Agents for Mlt & Mls and Buckets. Charley Watts, come on. Joe Seidino wants Agents. All replies:

JOHN PORTEMONT, Huntingburg, Ind.

WANT FOR KANKAKEE FAIR

KANKAKEE, ILL., AUG. 22, AND MISSISSIPPI VALLEY FAIR AT DAVENPORT, IOWA, TO FOLLOW.

CONCESSIONS—Honky Panks of all kinds, including Novelties, Ice Cream, Grab and Cook Beans, Pitches of all types, Custard, Cotton Candy and Jewelry.

RIDES—Want a complete set of Kiddie Rides, also Live Pony Ride (NOTE: Both Rides among the best for Kid and Pony Rides). Will also book Scrambler, Flying Scooter, Roll-O-Plane, Fly-O-Plane, Scooter or Dark Slide. Also some more Petzls Wheel or any money making Motor Rides.

SHOWS—Will book any Show of Merit, such as Big Snake, Flouster, Side Show (Ward Hall, get in touch), Wild Life, Animal or Dig Shows (Dick Dillon, get in touch). Especially want Fun House.

HELP—Ride Help who drive Sams, Foremen on several Rides. Also want Six Cat, Racket and Honky Pank Agents. Also now for good masons's work. All replies:

THOMAS D. HICKEY, GEN. MGR., c/o Western Union, Joliet, Ill., this week or DON GARCO, BUS. MGR., c/o BAW CRECO, CONFESSION MGR., Hotel Louis Joliet, Ill., this week.

GEM CITY SHOWS

SCHAFFER'S 20TH CENTURY SHOWS

Want for Fain, Monroe, Wis., July 30; Aug. 2; Mason City, Iowa, Aug. 4-9; Owatonna, Minn., Aug. 11-16.

Want Photos, Pitch-Till-You-Win, String Game, Knife Rack, Coke Bottles, all Honky Panks, come on. Book Kiddie Rides not conflicting. Want Motorcrome Operator. Have first-class Drome. Will book Glass House and Grind Shows.

Contact:

W. A. SCHAFFER or ARCHIE HENSLEY
per above route

P.S.: Charlie Elders wants Salt Water Taffy Operator.

KENNY'S ATTRACTIONS

LAST CALL!

Newton County Fair, Kentland, Ind., Aug. 4-8.

WANT—Ball Game, Basket Ball, High-Striker, Bear Pitch, Glass Pitch, Bird Pitch, Snake and Age. Will book Baseball, Pin Stone, Hazels and an other Aibti Joints with Honky Panks. Will book P.C. of all kinds.

RIDES—Will book Spiffire, Caterpillar, Rock-O-Plane, Moon Rocket, or any Thrill Ride. Have 4 other Fairs to follow.

Useful Help, come on. No collect wires or calls. Contact:

MUTT HAYWARD or KENNY HAYWARD, see per route, Colton, Ind., July 28-Aug. 2; or Holy Spirit Church, Indianapolis, Ind., July 28-Aug. 2.

P.S.: Don't be fooled by idle gossip. We hold exclusive rights to all riding devices and gaming amusements at Newton County Fair.

WANT MOTORDROME

Starting at Mo. State Fair, Sedalia; Charleston, Kirksville, Nashville, Reno, Atlanta, Columbus, Pensacola, Tallahassee and Savannah. Best route in U. S. Aug. 14 thru Nov. 8.

GOODING AMUSEMENT CO.

1300 Norton Ave. AX 4-3717 Columbus 8, Ohio

VIRGINIA GREATER SHOWS

Salisbury, Md., this week; Pocomoke City, Md., Aug. 4-9; Crisfield, Md., Aug. 11-16, then South:

Want French Fries, Long and Short Range Shooting Galleries, Cigarette Gallery, Pitch-Till-You-Win, Novelties, All Center Joints open. Want Concession Agents of all kinds.

Want Monkey Show, Wild Life, Uniform, Snake Show, Girl Show Manager with 2 or more Girls; at once Pearl Hall, come home.

Want Merry-Go-Round Man who can drive same. All mail and wires to

WM. C. (BILL) MURRAY

As per route above.

WASHINGTON, MICH., HOMECOMING & HORSE SHOW, Aug. 1, 2, 3; followed by MILLINGTON, MICH., ANNUAL HOMECOMING & SPORTSMEN SHOW, Aug. 7, 8, 9.

WANT—Honky Panks and Direct Sales. Mrs. Anderson Mrs. Nelson, and others who have been with me before, contact.

FOR SALE—Double Loop-O-Plane, in very good shape, \$1,500. Also a Tangley Callopp good working order, \$750.

COTE AMUSEMENT CO., Box 15, Utica, Mich.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT **WANT** **WANT**

For eight County Fairs, finishing October 4. Bings for Pullman County Fair, August 4 to 9, at Greencastle, Indiana. Want now. Bear Pitch, Glass Pitch, Balloon Dart, Bad Game, Honky Panks, etc. What have you?

Want Wheel Man, sober and reliable, must drive; out until Thanksgiving. Foreman and Second Man on Tilt, come on, salary tops.

All replies phone Fairgrounds, Martin County Fair, Shoals, Indiana, July 28 to August 2.

WANT AGENTS

And General Concession Help. Agents for Blower and Buckets. Man and Wife or two Men for Color Percentage. Licensed Truck Driver; must be sober and reliable. Best of pay. Ben Stiegel and Mickey Davis, please contact. All answers to

DOLLY YOUNG
c/o Terrace Lodge Motor Court, Portland, Indiana. Phone 147

THOMAS JOYLAND SHOWS

Want for Merion County Fair, Indianapolis, Ind., and for Crown Point, Ind. Can place shows of all kinds, Grind and Bally. Want Penny Arcade. Also place Legitimate Concessions of all kinds, Bear and Bird Pitches, Photos, Basket Ball, etc., no exclusives.

Address: L. I. THOMAS, Mar., Scottsburg, Ind., this week.

IMPERIAL SHOWS

Knox County Fair this week, Knoxville, Ill.; Burlington, Iowa, Hawkeya Fair follows.

CONCESSIONS—Snake, Hoop-La, Shing, Heart Pitches, etc.

HELP—Openings for 2 Rids Foremen, also Second Men. Must drive and be sober. Want good Electrical-Mechanic.

SHOWS—Want good, clean Family-Type Shows. Contact

BILL GUILLETTE
Knoxville, Ill., this week.

HOLIDAY AMUSEMENT CO.

Want for Fairs until middle October. **CONCESSIONS**—Lead Glass, Short Rags, Grab, Knife Rack, String Gams, Bumper, Glass Pitch, Six Cat, Fish Pond, Reclax, Cig. Gallery, Coke Bottle, Fan Joint, Fan Pitch, Hi-Striker, Add-Up, Dart, Buckels.

RIDE MEN—Can use capable Men at all times.

FIELDING GRAMAM

Waverly, Kan., July 26 to 30; Buena, Kan., July 31 to Aug. 2; Girard, Kan., Aug. 4 to Aug. 7; Arma, Kan., Aug. 8 to Aug. 13.

WILLIAM COWAN WANTS AGENTS

Can place capable P.C. and Cigarette Block Agents. Also Honky Pank Agents for One Ball, Mill, Batches, Pitch-Till-You-Win and Bear Pitch. Also good, capable Aibti Agents for Buckets and Six Cats. Can always use Up-and-Down Men for stands. Good treatment and good pay.

Wire or Write c/o DON FRANKLIN SHOWS, FARIBAULT, MINN.

GOLD BOND SHOWS

WANT **WANT** **WANT**

For all Fairs—Wilton, Aug. 8 thru 10; De Pere, Aug. 12-13; Sturgeon Bay, Aug. 18 thru 24; Plymouth, Aug. 28 thru Sept. 1. All Wisconsin.

Want Honky Pank Concessions of all kinds. Can place shows. Can place Ride Help.

MICKY STARK, Manager
Aplinton, Wis., July 28 thru Aug. 8.

CAPELL BROS. SHOWS
FAIRS FROM NOW UNTIL DEC. 7
 In Arizona, thru Idaho, Wyoming, Colo-
 rado, New Mexico where the money is
WANT Photos, Age and Reales, Short
 Range, Ball Games, Stock and Blum
 Concessions of all kinds. Low mileage.
 Can place Hanky Pank Agents **WANT**
 Shows with own teams up, low P.C. **WANT**
 Side Help for ID Reides. Also can place
 Banner Men, Capable Show People.
 contact Address:
"DOC" CAPELL
 Fairfield, Iowa Fair this week; then
 as per route.

For Sale
SUPERB WALK THRU EXHIBIT
 Mounted on Red, White & Blue 42 foot
 long, 1054 Michikan Arrow Trailer. Like
 new, Magic Eye & Counter. Speakers
 wired for tape recorder. Portable Flood
 lights. 7 Wonders of the World carved
 in rock and 8 Prehistoric animals Marble
 and Granite. Priced to sell. **DICK**
DILLON, contact:
Irving T. Rubin
 31 Dehon St. Revere 31, Mass.
 Phone: REvere 8-4947

BIG STATE SHOWS
 Want for Sinton, Tex., and Texas Fairs
 to follow at Fredericksburg, week Aug. 11;
 Waco, week Aug. 18; Burnet, week Aug. 25;
 Seguin, week Sept. 1; Bryan, week Sept. 15.
 Want Concessions of all kinds, will book
 1 Grind Show, 1st. Horse, Hobbies,
 Shows of any kind with own outfit,
 small percentage. Larry Woods, Sr., One
 Thornton or any other capable people
 with Concessions, get in touch with me
 at Fredericksburg. **PAUL SCHEIDTBAUER**
 & **CELEBRATION COMMITTEES**. Have
 weeks Sept. 1, 22 and 29 open. Can give
 you a nice show. Contact **HARRY W.**
LAMB, Sinton, Texas, this week.

WANT
 Merry-Go-Round, Funman for Allan
 Herschell Little Beauty, \$50 per week
 Must drive. Need Agent for N.A.A. Ball
 must drive. Will book some Concessions.
 All replies:
JOE L. KING
KING BROS. SHOWS
 Buena Vista, Colo., July 28-Aug. 2;
 Springfield, Colo., 4-9;
 Julesburg, Colo., 13-14.

WANT-AGENTS-WANT
 For Six Cats, One Ball Inside
 Rack, Work 50¢, Stock Only. Can
 use Man and Wife.
DAVE ROBBINS-Contact Me.
PETE NORMAN
 c/o Happyland Shows
 Imlay City, Mich. this week;
 last Aug.

TOP SALARY
 for reliable
FERRIS WHEEL MAN
 all year around work.
DONALD BELL,
 STARS SHOPPING CENTER
 DETROIT, Mich.,
 Innu Ave. 2.

LAGASSE AMUSEMENT COMPANY

Haverhill, Mass.

Want for the following New England Fairs:

Bradford, Vt.	Aug. 8-9-10	Brooklyn, Conn.	Aug. 22-23-24
Blackstone, Mass.	Aug. 15-16-17	Conloocook, N. H.	Aug. 29 to Sept. 1
Westfield, Mass.	Aug. 15-16-17	Northampton, Mass.	Aug. 31 to Sept. 6
Rehoboth, Mass.	Aug. 17 to 23	Tunbridge, Vt.	Sept. 11-12-13

CONCESSIONS—Derby Racers, Age & Scale, Novelties, Pitches, Duck Pond, Pitch-Till-U-Win, Photo, Long and Short Ranges and all types legitimate Stock Games.

SHOWS—Wildlife, Fun House, Ten-in-One, Glass House, Motor or Monkey Drome and others up to standard.

FOOD—Cook Houses, Popcorn, Apples, Floss, French Fries, Custard, Ice Cream, SnoCone, Chocolate Dip.

Contact

LAGASSE AMUSEMENT CO.

17 Lafayette Street
 Haverhill, Mass. Tel. DRake 4-6461

O. L. WESLEY, General Manager

13 Hallenan Avenue
 Lawrence, Mass. Tel. MURdock 39905

FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS

CUMBERLAND VALLEY SHOWS

Want for Southern Kentucky Fair at Bowling Green, Kentucky, August 4-9; and a continuous route of bona fide County Fairs—the finest route of Southern Fairs of any truck show.

13—FAIRS—13

Bowling Green, Ky.	Aug. 4-9	Sparta, Tenn.	Sept. 8-13
Gallatin, Tenn.	Aug. 11-16	McMinville, Tenn.	Sept. 8-13
Tracy City, Tenn.	Aug. 18-23	Manchester, Tenn.	Sept. 15-20
Cookeville, Tenn.	Aug. 25-30	Dalton, Ga.	Sept. 22-27
Crossville, Tenn.	Sept. 1-6	Summerville, Ga.	Sept. 29-Oct. 4
Spencer, Tenn.	Sept. 1-6	Fort Payne, Ala.	Oct. 6-11
	Attalla, Ala.,	Oct. 13-18	

SHOWS

Wonderful route for any Grind Shows of merit. Monkey Speedway, Mechanical City, 10-in-1, or any other good family show. Must have own outfit. Low percentage. Willie Jones wants Chorus Girls and Musicians for Minstrel Show.

CONCESSIONS

All legitimate concessions open except Bingo, Popcorn, Custard, Galleries, Mug Joint and Diggers. Good opening for Glass Pitch, Hi-Striker, Penny Arcade or what have you. No flat joints or gypsies, please!

Address all mail and wires to: LAVOY WINTON, Springfield, Tenn., this week; then as per route. P. S. Ervin Heller, contact at once.

— SHOWS —
 Want for Ohio State Fair, Great Clark Co. Fair, Springfield, O.;
 contact at Montgomery Co. Fair, Dayton, Ohio etc. Large Horse or
 other Animal Show, must be exceptional and major league.
 These are the best Fairs in the Middle West.
RIDE FOREMEN
 FOR
ROUND-UP AND BIG ELI WHEEL
 Best equipment and treatment. Long season. Prefer Semi
 Drivers. Only sober, reliable Men need apply to:
GOODING AMUSEMENT CO.
 1300 Norton Ave. AX 4-3717 Columbus 8, Ohio

SUNSET AMUSEMENT CO.
 Want for Olmsted County Free Fair, Rochester, Minn., Aug. 5-10
CONCESSIONS—Want Cockhouse, Foot Longs, Photos, Novelties, Long and Short
 Range, Ice Cream, Hanky Panks and Ball Games.
SHOWS—Can place Arcade, Animal and Grind Shows.
RIDE HELP—Want experienced Merry-Go-Round Foreman and Second Men licensed to
 drive semi.
RIDES—Will book Scrambler for Rochester and balance of season.
 Address: **K. GARMAN, Mgr.**
 Zumbrota, Minn. (Fair), this week; Rochester, Minn., next.

ROHR'S MODERN MIDWAY
CLARK CO. FAIR, MARSHALL ILL. AUG. 31; MOMENCE ILL. CLADIOLI FESTIVAL,
AUG. 14-16; 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. Also Basket Ball, African Dip
 and Cirk Gallery. **WANT** experienced Ferris Wheel Man with chauffeur's license,
 and **WANT** experienced Ferris Wheel and Tilt Men who drive. Also Second Men on all
 rides. Most Mexias wants Bingo Counter help. Fred Myers wants Men to handle
 Snake Show.
FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner
 Pontiac, Ill., July 28-Aug. 2; then as per route.

PAGE BROS.' SHOWS
WANT—Bingo, Scale, Jewellery, Eard Gallery, Hanky Panks of all kinds, Wheel
 Foreman and Second Men. **WANT** experienced Merry-go-round help. Operator for
 Geck Show and Fun House. Norman I. Littlefield and McHouse wants Agents
 in Rock and Marble. **WANT** experienced Ferris Wheel Man, Russellville, Ky.
 Phone c/o Smith and Son, Cuff Service Sta., Russellville, Ky.
P.S.: Jeff Kaiser and Carl Weaver, phone.
W. E. PAGE, Mgr. **McHOUSE, Business Mgr.**



13 FAIRS COMING!!

HUGHESVILLE, PA. Aug. 4-9	FREDERICKSBURG, VA. Sept. 8-13	BURLINGTON, N. C. Oct. 6-11
HAGERSTOWN, MD. Aug. 11-16	STATESVILLE, N. C. Sept. 15-20	SUMTER, S. C. Oct. 13-18
HUNTINGTON, PA. Aug. 18-23	SANFORD, N. C. Sept. 22-27	LANCASTER, S. C. Oct. 20-25
LEHIGHTON, PA. Aug. 31-Sept. 6	PETERSBURG, VA. Sept. 29-Oct. 4	CHARLESTON, S. C. (white) Oct. 27-Nov. 1

CHARLESTON COLORED FARMERS FAIR Nov. 3-8
CONCESSIONS: Hankies of all kinds, Buckets, 6 Cats, Glass, Bear and Bird Pitches, Age and Scales, Hats,
 Derby, Popcorn and Apples, Eat and Drink stands.
SHOWS: Wild Life, Demy contact: Unborn, Snake, Geek, or any good Grind Show, Penny Arcade, Drome.
RIDES: Scooter, Round-Up, Rock-a-Plane, Twister, Helicopter.
HELP ON ALL RIDES: Wives to sell tickets. Drivers preferred.
 Bill Sanders, American Tent, contact: A. Hymes, contact:
JOHN or MORIS WIGON, 103 SOUTH 21 ST., IRVINGTON 11, N. J. ESSEX 3-9112.

WANTED
 Operator for nice office
 owned Grab Trailer. Small
 Nut, 50-50. Address:
DON FRANKLIN SHOWS
 Faribault, Minn.

WANTED
 Legitimate Concessions of all kinds.
 Troy Free Gale Fair, Troy, Pa., Aug. 5 to Aug. 9
 Adams County Fair, Abbottstown, Pa., Aug. 19 to Aug. 23
 Sullivan County Agri. Fair, Forkville, Pa., Aug. 27 to Aug. 30
 Contact: **ELEY REITHOFFER**
 Phone 407, TROY, PA.

**GIVE TO DAMON RUNYON
 CANCER FUND**

NOW BOOKING KING REID SHOWS 1958 FAIRS

ON TRIUMPHANT INTERNATIONAL TOUR

The management of the King Reid Shows now concluding a record breaking tour of Canadian dates are justly proud of the finest Show we have ever assembled and the most wonderful group of Show People ever to tour under the King Reid Banner. We announce herewith our distinguished route of State and County Fairs and Celebrations on both sides of the border.

Woodstock, N. B., Old Home Week, July 28-Aug. 2	Cobleskill, N. Y., Fair, August 22-27
Knoxhogan, Maine, State Fair, August 9-16	Essex Jct., Vt., August 25-30
Knox Co. Fair, Union, Me., August 19-23	Rutland, Vt., State Fair, September 1-6
Eastern States Expos., Springfield, Mass., September 13-21	

We will also have some units on the Continental Shows midway at the Lyndonville, Vt., Fair, August 20-23.

WANT! ★ WANT! ★ WANT!

- RIDES** Octopus, Scrambler, Round-Up, Rolloplane, Little Dipper, Roto-Whip, Sky-Fighter.
- SHOWS** Grind Shows, Matardrome, Organized Girl Show with organ or band. We have complete Sit-Down Outfit. Talker-Operator for office owned Funhouse and Rollo-Whirl.
- CONCESSIONS** Hanky Panks, and legitimate Joints of all kinds. Novelties, Guess-Your-Age, Custard, Derby, Bear or Bird Pitches, Photos. No Grind Stores. No Mitt Cams.
- HELP** Trumpet and Trombone for Minstrel Show Band. Foremen and Second Man for Caterpillar, Ridee-O, Pretzel.

KING REID Week July 28, Hillview Motel, Woodstock, N. B.

BLUE GRASS SHOWS

Wanted for Miami County Free Fair, Converse, Ind., week August 4; followed by La Porte County Fair, La Porte, Ind., week August 11 and a continuous route of bona fide Fairs.

CONCESSIONS: Hanky Panks, Prize-Every-Time Games of all kinds, Glass, Bird and Lamp Pitches, Buckets, 6-Cats for stock if you have Hanky Panks to go with same, American Palmistry and legitimate Concessions of all kinds.

HELP: Foremen and Second Men for all major Rides. Also Man for Towers. All must be semi drivers. All wires to

C. C. GROSURTH, Gen. Mgr., BLUE GRASS SHOWS
Macon County Fair, Decatur, Ill., all this week; then as per route

NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

Want for the following fairs: Charleston, Ill.; Warsaw, Ind.; Bay City, Mich.; Coldwater, Mich.; Alpena, Mich., to be followed by route of large Southern fairs.

CONCESSIONS

HANKY PANKS OF ALL KINDS, ACE AND SCALES, ETC.

SHOWS

MOTORDROME, MONKEY DROME AND ANY FAMILY TYPE SHOW.

PHONE AT ONCE—HAVE TELEPHONE IN OFFICE.

CONTACT: ROD LINK or BUD DAVIS, CHARLESTON, ILL., THIS WEEK; THEN PER ROUTE

WANTED FOR SHEFFIELD, ILL.

35TH ANNUAL HOMECOMING, AUG. 13 THRU 15
Merchandise Concessions of all kinds, Hanky Panks, Bear and Dish Pitches, Photos, etc. (No Alibis or P.C.)
For Dupuy, Ill., 30th Annual District Championship Outboard Motor Races, Aug. 28 thru Sept. 1; this is a top date.
Hanky Panks of all kinds. Also Pitches, etc. (No Alibis or P.C.) Address
E. H. HUNTING, P. O. Box 203 La Grange, Illinois

WANT GIRLS

For Girl Show, Operator with Geck for Geck Show. Wire or come on For Sale—Complete Two Headed Baby Show, ready to operate. 35 ft. front end canvas. Large grind. \$2000 and 6000. Full Geck Show with new banners, complete show. \$350.
WARD HALL
World of Pleasure Shows
Charleston, Ill.; Ill Aug. 2; then per route.

WANT

Bingo Counter Man at once for 16 Fairs. Phone Fairgrounds, Napoleon, Ind., this week; then Valparaiso, Ind.
No collect calls.
ABE FRANK
616 Job, H. Drew Shows

A. J. CARL SHOWS

Want Rockalane or Round-Up for following dates, all in Michigan: Ploconing Fair & Homecoming, on the streets, August 6-10; Barry County Fair, Hastings, 11-16; Shelby Homecoming on the streets, 18-20; Michigan County 4-H Fair & Homecoming, Rossmore, 21-23; Berlin Fair, Monroe, 25-30; Labor Day Celebration, Newaygo, August 31, September 1.
Also some Concession Space available. (No phone calls for concession space)
A. J. CARL, Alma, Mich., this week

FOLLOW THE WOLF AROUND

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

NOW BOOKING FOR THE ONLY 2 FAIRS ON VIRGINIA EASTERN SHORE
THE GREAT WIERWOOD AGR. FAIR & HORSE SHOW, Aug. 11-15
THE OUTSTANDING TASLEY FAIR, Aug. 17-23

— FOLLOWED BY —

WINDSOR, M. C., JC FAIR	SNOW HILL, M. C., FAIR
KINSTON, M. C., FAIR	BISHOPVILLE, S. C., FAIR
CHESTER, S. C., WHITE FAIR	GREENVILLE, S. C., FAIR

Reserve space now for this outstanding route. Everything open, especially Long and Short Rangs, Hats, Fish Bowls, Jewelry, Camps, High Striker, Scales, Pronto Pups, Foot Long, French Fries, any Merchandise Store Wire to Ben Wolfe, Salisbury, Md., this week.

—No Collect Calls, Please—

P.S. Want Help on all Rides who drive. No cars, good pay.

WANT CONCESSIONS FOR MISSOURI STATE FAIR

SEDALIA, AUGUST 15-24

Can place Scales & Age, Photos, Palmistry, Jewelry, Popcorn, Snow, Floss, Apples and Hanky Panks of all kinds. Limited space. Also have a little of the greatly limited Game and Direct Sales space at Charleston.

(Address replies to Hal Eifort)

GOODING AMUSEMENT CO.

1300 Norton Ave. AX 4-3717 Columbus 8, Ohio

HUNT AMUSEMENT CO.

Can book

RIDES—One Major and Kiddle Rides, starting fairs at Hopkinsville Ky. Aug 4-9
BINGO—Can place Bingo at Salem Ind. Fair Aug 11-16; Lyons Ind. Fair, Aug 25-29; Dyersburg, Tenn., Fair, Sept. 1-5. Can use Cookhouse, also Girl Shows at Dyersburg, Tenn. Committee money only on later.
SHOWS—Can use any clean Shows for all fairs starting Aug. 4-9. Can book Arcade and Motardrome.
CONCESSIONS: Long Range, Short Range, French Fries, Novelties, Jewelry, Pronto Pups, Snow, Hats, Pottery Pitch, Bear Pitch and all Hanky Panks. Contact

RALPH HUNT

Louisville, Ky., this week; then as per route

P.S.: Have opening for Popcorn, Peanuts and Drink Dispenser (trailer).

IDEAL RIDES

WANT FOR THE FOLLOWING FAIRS
CLAY CITY 4-H FAIR, CLAY CITY, IND.; CLAY COUNTY 4-H FAIR, BRAZIL, IND.; DECATUR COUNTY FAIR, GREENSBURG, IND.; CULLOM AMERICAN LEGION HOMECOMING ON THE STREETS, CULLOM, ILL.; RIDGE FARM TOMATO FESTIVAL, RIDGE FARM, ILL.; BIG BREMEN FAIR, BREMEN, IND.; FOR LABOR DAY.
CONCESSIONS—Hanky Panks including Pitches, Crazy Ball, Ball Games, High Striker, Scales and Age, Water Games, Shake-Up, Jewelry and any Others not conflicting.
WIRE HELP—Can always use good Wire Help for all late model Rides. Especially want Coaster Man and Man to handle two new King Kid Rides.
CONTACT: MUB LUENRS, OWNER-MANAGER, FAIRGROUNDS, CLAY CITY, IND.

CHEROKEE AMUSEMENT COMPANY

Concessions—Cook House, Photos, Novelties, Scales, Blower, Fish Pond, Coke Bottles, Cork Gallery, Bumper, String, Hoop-La, Glass Pitch, Ball Games, or any non conflicting Concession that works for Stock
No Manager for this carnival needed; Raymond Clayton is no longer connected with my show.
Want Operator for Fun House and Electrician, will furnish trailer to live in. Our pay day is every Monday, not just promises. Have all fairs until late fall.
Contact: J. W. MANNFEE
Pratt, Kansas, July 28 to Aug. 2; Desawatomie, Kan., Aug. 4 to 9.

HAROLD WETHERBEE WANTS

Girl to feature an Girl Shows; must be young, experienced and attractive. \$125 per week if you qualify.
Also Girls for two Shows, wardrobe (furnished) No experience necessary. Best salary on road. (Mary Martin, come on) Linda Browning, contact.

HAROLD WETHERBEE

610 D. C. Buck Shows, Plattsburg, New York

DIXIE AMUSEMENTS

WANT FOR FRIEND, NEB. JULY 31 AUG. 1; BRAVER CROSSING, NEB. AUG. 23; WETMORE, KANSAS, AUG. 6, 8, AND ALL FAIRS UNTIL OCTOBER
CONCESSIONS: Lead Gallery, Slime Game, Cork Galleries, Penny Pitch, Glass Pitch, Photos, Cork Bottles, Grab, Fish Pond, High Striker
BINGO FOR KANSAS, OKLAHOMA AND ARKANSAS FAIRS.
(DUTCH HANSON, CALL AGAIN)
CONTACT: Clifford Davis, Mgr., Per Route.

PAGE COMBINED SHOWS

Want for Ithaca, N. Y., Fair, August 4 through 9, with 14 more Fairs and Military Bases to follow.

CONCESSIONS: Stock Concessions of all kinds. Also Eating and Drinking Stands, Penny Arcade, Derby Races. Dave DiCorte wants Hanky Pank, Swinger and Push-Up, Coke Bottle Agents. Jimmie Fennel wants Pin Store and Six-Cat Agents. Paul Botwin wants Bingo Help. Jack Kelly, Jack Hudson, Ronnie Hatfield, Gil Piman, Whitley Stewart, come on.

SHOWS: Motor or Monkey Drome, Snake Show, Fat Show, Life Show, Wildlife, Monkey Circus or Speedway and Mechanical City. We can place for the balance of season one high-class Girl Show with first-class equipment. Tony Barrest, answer. Want to buy or book Circus House or Funhouse.

RIDES: Due to operating two units we can place the following rides: Scrambler, Scooter, Round-Up, Rock-a-Plane, Dark Ride, Kiddie Sky Fighter, Train, Tanks, Pony Cart or any new Kiddie Ride not conflicting. Also want five Pony Ride. Want Second Men on all rides who have license to drive.

All replies to **BILL PACE, ELKLAND, PA.**

WILLIAMS GROVE FAIR

FORMERLY WRANGERS PICNIC FREE FAIR
FREE ADMISSION—FREE PARKING
 August 24 thru September 1 inclusive (Labor Day)
WILLIAMS GROVE PARK
 Mechanicsburg, Pa. (10 miles SW. of Harrisburg)
 Can place legitimate Concessions and Family Shows.
 Write or wire: **BOB RICHWINE.**

FUNLAND SHOWS

Want for Fair—Hanky Pank Agents, one hole open for the following: Buckets, Over 11—Under 20; auto de Skillo. Jack Thomas can use Six Cats and Grind Store Agents, Carl Caloin can use Hanky Pank Agents.

RIDE SHOW HELP: Man and Wife, Ten-in-One; contact Gae McKinney. Ride Help who drive.

Will book Spiffins, Mixup, Comet or Octopus, or any nonconflicting Ride.

Scotland County Fair, Memphis, Missouri, July 30-Aug. 2; Northeast Fair, Kirksville, Mo., Aug. 4-8; North Central Fairs Fair, Tranton, Mo., Aug. 9-14; Dade County Centennial, Lockwood, Mo., Aug. 20-23; Webster County Fair, Marshallfield, Mo., Aug. 27-30; six more Fairs to follow.

Want Manager for office owned Sit Down Grab, or will book your Cookhouse.

All Agents contact Manager R. E. THOMAS, per route.

MONTE YOUNG SHOWS

CAN USE FOR BALANCE OF SEASON—ALL FAIRS AND CELEBRATIONS.
IDAHO SPOTS INCLUDE PRESTON, THIS WEEK; THEN CALDWELL, GOODING, SURELY. GREAT FOR PAYSON, BRIGHAM CITY AND SALT LAKE CITY FOR STATE FAIR.

SHOWS—Can use any Grind Show or Merit.

CONCESSIONS—Long and Short Range, Hoop-La, Fish Pond, Cigarette Gallery, Scales and Ais. Rumper or any Merchandising Concessions not conflicting.

JOE WILLIAMS CAN USE AGENTS FOR HANKY PANKS.

RIDE HELP—Can always use experienced Ride Help. Top salaries.

ADDRESS: PRESTON, IDAHO, THIS WEEK; then per route.

HEART OF AMERICA SHOWS

10 RIDES—4 SHOWS—25 CONCESSIONS

Now playing 2 Fairs a week in the Heart of the Wheat Country, where crops are big. Want to book for 13 consecutive Fairs.

RIDES—One Major Ride not conflicting, especially want to book Coaster.

SHOWS—Girl and Athletic Shows.

CONCESSIONS—Most Hanky Panks, one Grind Store open.

RIDE HELP—Capable Man, top money, most drive.

ORSCOLA, N.H., PAIR, JULY 28-30; MOXBIE, KANSAS, PAIR, AUG. 1-3; OSERLIN, KANS., PAIR, AUG. 4-6; MCCOOK, N.H., PAIR, AUG. 7-9.

ALL REPIES: TED CORY, Mgr.

DELUXE SHOWS

Connecticut's Best Concession Faire

August 1-3 Burlington, Conn. State Future Farmers Fair	August 22-23-24 Chester, Conn. Chester Agr. Fair	September 20-31 Portland, Conn. Portland Agr. Fair	September 24-27-28 Durham, Conn. Durham Agr. Fair
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RIDE HELP—Farris Wheel and Little Beauty Merry-Go-Round Foremen, also Help for Two Kiddie Rides. Would consider a capable, sober, dependable, working Ride Superintendent who has his own crew and can take complete charge. An excellent job and the best pay in the ride business for the right man. All replies in Billboard.

DELUXE SHOWS, Rockville, Conn. Phone: Tremont 5-2281
 P.S.: Please, no collect calls or wires.

WM. T. COLLINS SHOWS

CAN PLACE STARTING AT LA CROSSE, WISCONSIN, AUG. 8 AND FOR BALANCE OF SEASON.

HELP—GLENN JOPLIN, RIDE SUPT. Wants Man to handle Twin Wheels; salary no object if you can produce. Want Book O' Mine Foreman. Can use Second Men who drive and have chauffeur's license. Want Man to handle Light Towers and Arch.

CONCESSIONS—Want Hanky Panks of All Kinds. Photos open can place for Side Show, Working Act, Freaks to Feature, Ticket Sellers. One Talker for Front-Ends table and Ride Show Territory.

ALL REPIES: WM. T. COLLINS, MGR., Minot, N. Dak. This week; and per route in Billboard.

A-1 AMUSEMENTS

Want for Northeastern Illinois Fair, Danville, Ill., July 28-Aug. 2; then the Centennial at Round Lake, Ill.

Need Bingo, Derby, Photos, Fish Pond, Scales, Ais, Ball Game, Coke Bottle, Roman Target, Pitch-Till-U-Win, Cork Gallery, Long Range, Bear Pitch, One Ball or any more working for stock. Can place Mechanical Snake, Ten-in-One, one Monkey or Girl Show. Contact:

JOHN HANSEN, FAIRGROUNDS, DANVILLE, ILLINOIS.

CARROLL'S GREATER SHOWS

WANT FOR THE FOLLOWING FAIRS AND CELEBRATIONS

Anoka, Minn., Fair, Aug. 7-10; Cavalry, Minn., Karatals, Aug. 11-13; Bl. Cloud, Minn., Fair, Aug. 14-17; Bird Island Minn., Fair, Aug. 18-20; Marshall, Minn., Aug. 21-24; Webster, B. Dak., Fair, Aug. 25-28; Fort Totten, N. Dak., Fair, Aug. 29-Sept. 1; Minn. State Fair, Aug. 30-Sept. 3; Hanky Panks of All Kinds.

SHOWS—Can place Grind Shows of Merit (no Ding Shows), COL LEW ALTER can place for Side Show, Working Act, Freaks to Feature, Ticket Sellers. One Talker for Front-Ends table and Ride Show Territory.

ALL REPIES: WM. T. COLLINS, MGR., Minot, N. Dak. This week; and per route in Billboard.

GOODING AMUSEMENT CO. CONCESSIONS WANTED

AUG. 3-8 CENTERVILLE, IND. WAYNE COUNTY 4-H FAIR Can place all Hanky Panks, m & 10 Direct Sales. Can place Cookhouse.	AUG. 4-8 BICKNELL, IND. KNOX COUNTY FAIR Can place all Hanky Panks, m & 10 Direct Sales.	AUG. 4-9 MONROE, MICH. MONROE COUNTY FAIR Can place Photos, Mi-Striker, Short Range, Guess Your Age, Cuckard, Taffy, French Fries and Praline Pops.
AUG. 5-9 BRYAN, OHIO JUBILEE Can place all Hanky Panks and Direct Sales. No cats or drinks.	AUG. 11-16 CORUNNA, MICH. SHIAWASSEE COUNTY FAIR Can place all Hanky Panks. Also Taffy and Cuckard.	AUG. 18-23 CORYDON, IND. HARRISON COUNTY FAIR Can place Hanky Panks of all kinds.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.
 1300 NORTON AVENUE COLUMBUS 8, OHIO

IONIA FREE FAIR

August 4 to 9 inclusive, Ionia, Mich.

JAYCEES STREET FAIR

August 11 to 16 inclusive, Huntington, W. Va.
 with West Virginia State Fair to follow

WANT: Hanky Panks and legitimate Merchandising Concessions. No eating or drinking stands or Kiddie Rides wanted.

ALL Address
CETLIN & WILSON SHOWS
 New Castle, Pa., until Thursday; then Ionia, Mich.

GARRETT COUNTY FAIR OAKLAND, MD., AUG. 11-16

Fairgrounds located on Deep Creek Lake, Maryland's Mountain Top Playground, with 20,000 visitors every week. Fair will feature Thrill Show, Rock and Roll Revue, Rodeo and other Free Acts in front of Grandstand.

WILL BOOK ALL KINDS OF LEGITIMATE GAME CONCESSIONS, ALSO FOOD CONCESSIONS.

SHOWS (except Girl) CAN BE ASSURED A BIG WEEK. ALL COMMUNICATIONS TO

M. A. BEAM or SAM GOLDSTEIN
 WINDBER, PA. ALEXANDER, VA.

2 - BIG FAIRS - 2

And Seven More to Follow.
MARYLAND STATE FAIR---TIMONIUM, MARYLAND
 AUG. 29 TO SEPT. 6 (LABOR DAY)

PLACE—Custard, Dark Ride, Round-Up, Scrambler, Minstrel, Grind Shows, Monkey Show, Arcade
 EATS AND DRINKS Open

NORTH VIRGINIA---FAIRFAX COUNTY FAIR

SEPT. 10 TO 20
 HYBLA VALLEY AIRPORT, ALEXANDRIA, VA.

Place here, Girl Shows. All concessions open. Will sell Ex. | WANT—Men and Wife to handle Custard Truck, Ride Men on Glass and Bear Pitches. | and Drivers, come on. All answers!

DAVID B. ENDY, P. O. Box 5014, Alexandria, Va.

PAN AMERICAN SHOWS

Want Hanky Panks of all kinds, Lead Gallery, Bingo, Popcorn, Candy Apples, Custard, Scales. Want Agents for Scales, Fish Store and Pan Joint. Man and Wife to operate small Cookhouse. Want Musicians and Performers for Minstrel Show. Answer to **SONNY SHARP.**

Want Operators for Funhouse, Monkey Show, Girl Show and Snake Show. Want Ride Help, Foremen for Thrill, Ferris Wheel and Roll-a-Plane, also Second Men who drive, on all rides. Want Truck Mechanic. For More, can place you.

JOHN WARD
 City Park, Columbus, Miss.

ROBERT KLOETZKE
 of
NORTH AMERICAN SHOWS

Has chosen a 1958 35-foot MARATHON for his new home. Purchased from HARMONY MOBILE HOMES, INC., Brainerd, Minnesota, who offer a low down payment plan for outdoor show people. The MARATHON is a product of HAR-MAC, INC., Stratford, Wisconsin.

HAR-MAC also offers PIONEER travel coaches 17 and 21-foot lengths — and the Cadillac of the mobile home industry "ESQUIRE" from 37 to 53 feet in length—10-foot wide only—the "ESQUIRE" is an ideal winter home for the traveling showman.

McCOOLE, MD., ANNIVERSARY CELEBRATION

NEXT WEEK—AUG. 4-9

Parades and Other Special Events

PRINCE WM. CO. FAIR, Manassas, Va., Aug. 11-16
MONTGOMERY CO. FAIR, Gaithersburg, Md., Aug. 18-23

FULTON CO. FAIR, McConnesburg, Pa., Aug. 25-30
JUNIATA CO. FAIR, Port Royal, Pa., Sept. 1-6

Now booking Concessions for the above outstanding Fairs.

SHOWS of all kinds can be booked.

RIDE HELP—Addition of more Rides for Fairs will make possible to hire additional Help. Capable Carnival Workers for other departments of the Show can be placed.

ALL COMMUNICATIONS TO BEAM'S ATTRACTIONS

FROSTBURG, MD., this week; then as per route.

GEORGE CLYDE SMITH Shows

Page County Fair, Luray, Va., Week Aug. 4
Morgan County Fair, Berkley Springs, W. Va., Week Aug. 11
Warren County Fair, Front Royal, Va., Week Sept. 1
V.F.W. Fair, Oxford, N. C., Week Sept. 8
Five County Fair, Farmville, Va., Week Sept. 15

Madison Agrl. Fair, Madison, N. C., Week Sept. 22
Enfield Firemen's Fair, Enfield, N. C., Week Sept. 29
Atlantic District Fair, Ahoskie, N. C., Week Oct. 6
Chowan County Fair, Edenton, N. C., Week Oct. 13
Littleton Fair, Littleton, N. C., Week Oct. 13

WANTED: Ball Games, Grab, Custard, Pitch-Till-You-Win, Penny Pitch, Glass Pitch, Bear Pitch, Photos, Age & Scales, Duck Pond, Fish Pond, Cork Gallery, Balloon Darts, Buckets, Six Cats, Penny Arcade.
Girl Show, Wildlife, Side Show, Monkey Show, Agents for Office Hanky Pants. Will book Octopus, Tilt, and Rides not conflicting. General Ride Help, Truck and Tractor Drivers; Frank Joseph let me hear from you. Joe Reynolds Wants 2 Grind Store Agents. All replies George Clyde Smith Shows, Cumberland, Maryland, this week; Page County Fair, Luray, Va., next week.

NEW ENGLAND AMUSEMENTS

Winchendon, Mass., July 28-August 2 and Balance of Season.

CONCESSIONS—Hankies, Pitches, Long and Short Range, Jewelry, and Novelties. HELP—Top Wages to capable Foreman for Wheel, Jenny and Octopus. Man to up and down office owned concessions. LONG SEASON. Shopping Centers after regular season.

Now booking Shows and Concessions for Keene, N. H., Fair, August 20 thru 24, including Sunday. Eating Stands, Merchandise Wheels, Hankies, Pitches, etc.

All replies to: HARRY J. KAHN, Mgr., Winchendon, Mass.

JAMES E. STRATES, INC.

WANT FOR 15 FAIRS STARTING JULY 28, CLEARFIELD, PA.

HELP—Want Talkers, Grinders, Chorus Girls, also Dance Team, and Emcee. Want Welder and Blacksmith. Show Painter and Help in all departments.

SHOWS—Will book any new and novel Show.

RIDES—Any Ride not conflicting. Can use Wild Mouse for Hamburg, Syracuse and Raleigh.

CONCESSIONS—Games of all kinds that work for Stock. ALL REPLIES

JAMES E. STRATES, Gen. Mgr.

Clearfield, Pa., this week; then per route.

AGENTS WANTED

Opening Aug. 4 Agents for Pitch Till-You-Win, Duck Pond, Ball Games, Spindle, Coka Batters, and Agents to work in Cigarette Joints.

Hayt, Gilly, Charles, contact at once

GEO. BEARDSLEY

Box 2414 Winston-Salem, N. C.

SEARCHLIGHTS

Brand new 60-Tech Sperry and C.B. Searchlights, \$450.00. Brand new G.E. 750 Kw. Generators, \$950.00. Searchlight Sets, Light and Generator, \$1,200.00. Some used equipment for sale. Also carbons, complete beads and all spare parts.

J. PILE

822 Becker Road Glenview, Illinois
Glenview 4-7350

MOTORDROME

Owner's sacrifice proposition—3 nice 101 Indian Scout Wall Motorcycles, 1 Trick Scout. Also large stock spare Parts. Sell everything, \$250.00, or \$100.00 each. Scout, \$200.00. Spare Parts. Sorry, must have full amount money in advance before shipping.

GEORGE THIBEAULT
221 Plain St. Brooklyn, Mass.

STRONG'S AMUSEMENT CO.

Agents Wanted—Pin Store, Buckets and Six Cats. Larry and Neil, come on. Contact as per route—Unit No. 1.

GIVE TO DAMON RUNYON CANCER FUND

BINGO

SUPPLIES - BLOWERS

Write for Catalogue.

AMUSEMENT INDUSTRIES
P. O. Box 3 Dayton 1, Ohio

TWO TOP FAIRS

Concessions Wanted
SANDUSKY, OHIO, AUGUST 9-12;
TIFFIN, OHIO, AUGUST 16-21
Also can place Agents. Contact
WAYNE SNODGRASS
c/o Warren, Ohio, Fair,
July 28-August 2.

FOR SALE

15 Scooter Cars \$3,000
1 Train and Track 400
1 Jet Plane Rider 400
1 Merry-Go-Round 1,300
7 Set Balls 800
All Rides and Show Balls are in good condition.

CHARLES GARVIN, Beach Bend Park, Bowling Green, Ky. Phone: VI 3-6852

LOU PEASE WANTS

Six Girls for Girl Show. Experience not necessary. Wardrobe and transportation furnished. Pay nightly. You say yours, I'll pay mine.
c/o Green Top Shows, Paris, Ky., Fair this week; best girl show fair in Kentucky next week at Russell Springs. We have eleven county fairs in a row.

SOL ROSENFELD

Wants Agents for all type games and general Concession Help. Opening Shelbyville, Ind., Aug. 2-8; Le Porte, Ind., Aug. 11-16. Contact

SOL ROSENFELD
Shelbyville, Ind., Fairgrounds NOW.

WANTED

Man and Wife to run Jewelry Stand. Man must drive, and an operate another Concession. Contact

MRS. PETERSON
c/o Don Franklin Shows
Faribault, Minn.

Harriet and Mac Matthews

Wish to Congratulate

Mr. Raymond Galiano

of North American Shows

For Having Purchased a 1958 35-foot

MARATHON

With Weather Bar

Insulation From

HARMONY MOBILE

HOMES, INC.

of Brainerd, Minnesota

Official Broker for

HAR-MAC Products

For Show People in the East

Mr. Johnny Canole

Allentown, Pennsylvania

Bank Finance Rates for Outdoor Show People.

WANTED For WISCONSIN STATE FAIR

AUG. 15 thru AUG. 24
FAT SHOW or GOOD GRIND SHOW

Attention:
Glen Porter, Mrs. Marsh,
Dot Blackhall.

Contact now
ARCHIE GAYER
Administration Building
Wisconsin State Fairgrounds
Milwaukee, Wisconsin
Phone: Greenfield 6-3034

WHEELS

ALL SIZES—ALL NUMBERS
Big 6 Dice Wheel
with Crates. \$250.00
CARDINAL PRODUCTS CO.
Les Berger
49 West 27th Street
New York 1, N.Y.
MU 6-8268

Wanted At Once AUCTIONEER

Straight or Jam Man.
Apply in person
New Castle, Pa., this week; or
Ionia, Mich., next week.
JACK TAYLOR
c/o Corlin & Wilson Shows
Good fair route of 16 weeks to follow.

GIRLS

Larry Saunders wants Girls for his Topaz revue. Girls who worked for me before, please contact
Wire c/o BEAM'S ATTRACTIONS
FROSTBURG, MARYLAND

ON ACCOUNT OF DISAPPOINTMENT

Want to book complete, organized Carnival for
JOHNSON COUNTY AGRICULTURAL FAIR
for week of September 9-9. (Date can be changed.) Call or wire
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Webster 4-3078, Smithfield, N. C.

NOTICE! DENNY (TUCSON) MOORE

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CONCESSIONAIRES

NOTE

Both parks and carnivals are having a terrific gross on our Pitch-Till-You-Win head Ganche Punk Rack. Flashiest ball game ever built. Knock three over you win a Panda Bear. Our information from both sources say it is the best! We build the complete rack. Write for prices. Still the best. One Ball Bottle Game with or without stands. Six Cats for Punk Racks, two various sizes. Pitch-Till-You-Win—we build the frame or sell you the blocks. Penny Pitch Board—all the tops on a center joint. Pop Em In Buckets. Our bucket is very well known. Over 30 Under 11 Tables Jewelry Spindles. Spot the Spot Boards. Aluminum Hurdle Buck Rees Hand-Lexes and Blocks. Add Em-Up Dart Boards—Beaver Board and Sponge Rubber. Pan Game. Papa or Complete Table. Hit Striker—20.

IT'S NEW!

Sprink—underhand, close-up ball game, underhand pitch.
Gammlines—new ball game. Very fascinating—give the ball twice and you get a bear.
New Add-Em-Up Shuffle Alleys, 8 ft long. Place orders now. Write for prices.
Our price is always in line with our merchandise.
Devil's Bowling Alley—new or second hand—wooden balls or rubber balls.

Write for Free Catalog

Terms: Cash with order or 25% cash, bal. C.O.D.

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BADGER STATE SHOWS

All Minnesota. Want for Fairs starting at Wausau, July 30. Scales, High Striker, Cork Gallery, Ice Cream, Basket Ball, Picture Frame, Coka, Over 11-Under 7 Shows—Arcade, S-I-N-I, Snake or any Show not conflicting with what we have. Can use Cook House Help, framed on semi; fifty-fifty proposition. Bob Edens, get in touch.

J. VOMBERG

Wausau, Minn., July 30 Aug. 8
then as per route

P.S. For Sale cheap—Mechanical Show mounted on truck.

J. Reynolds wants Agents.

DRAGO AMUSEMENT #1

Wants for the rest of season. All Fairs and Concessions. Fair man Hanky Panky and Hanky Pants only. Glass Pitch, Short Range, High Striker, Novelties, Balloon Dart, Custard or Ice Cream, Penny Pitch, Fish Pond, Ball Game, also would like to book Colored Girl Show for big fair and Labor Day Celebration at Mason, Ill.

Would like to hear from some reliable Person who can drive and take care of new Fun House; must be reliable and sober. Must have driver's license; if not do not waste our time. Would like to hear from someone who would like to have four new Kid Rides.
Address per route.

WANT FOREMAN

For new Hallogator Rides; to join immediately. Salary and bonus. Also Foreman for Jenny and Octopus.

HARRY J. KAHN

NEW ENGLAND AMUSEMENT

Winchendon, Mass., now.

FOR SALE FLYING SCOOTER

In good shape. Operating at Wapakoneta, Ohio, Fairgrounds, Aug. 3-8.

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ARTHUR E. HUNT

Please contact me at once. Will wait here until you call.

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PARAKEETS . 85c
SET UP CHROME CAGES . 40c
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 Helpers, Girls, top salary.
 Sroxy, Tex, Bob Kelly, Jim Doss, contact immediately.
JOE BOSTON BANGOR, MAINE

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 8 Stock Wheels with laydowns - 4 1420 Trestle 2 without frames, 2 1410 Tents complete, 2 P.A. Systems, complete; Floor Barbe, Flash Cloth to Flash all tops, Switch Boxes, Wire and everything that goes with a top like 1948 1949 1948 Chev 1 1/2 Ton Trailer, 1948 Super Caravo 28 ft. Van Tractor, 1948 Super Trailer have been under cover and on blocks since 1951 and during winters of 1948 to 1951.
 Must sell by Labor Day, \$3,000 (take all, will not sell separately).
PAUL J. HOGAN
 13 Congress St., Lowell, Mass.

AGENTS WANTED
 For Canadian Fairs & Centennials starting Windsor Emancipation Day, Aug. 1-5, Count & Peak Store, Buckles, Swinger, Six Cats, Ball Game, Bear Pitch, Henky Pants, General Help and PC Dealers
 All replies
C. E. (Sleepy) Johnson or Clyde Reed
 Jackson Park or c/o Western Union Windsor, Ontario, Canada

NEW RIDE ENGINES
 Brand new Wisconsin air cooled Motors, 30 H.P., just the size for most rides; why fuss with old worn out engines when you can have a new engine for so little. Closeout price while a limited supply lasts, \$100 each.
KING AMUSEMENT CO.
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WANTED
 for North-Eastern, Illinois State Fair and Long Haul Southern Fairs—Agents for Six Gal, Big Tern and Cobe Balloons.
 Contact **CHICK CARPENTER**
 c/o A-1 AMUSEMENTS
 Fairgrounds, Danville, Illinois

VICK DAVIS WANTS
 Head and Crew for Center Joint, Spot Joint,
 10 Major Fairs.
 c/o OLSON SHOWS, on per route.

BINGO HELP WANTED
 Counterman, Callers. Contact **DANNY BORSO**
 c/o O. C. Buck Shows
 Plattsburg, N. Y.

JIMMY REED WANTS
 Agents for Pin Stone, Push-Up Cokes, Picaro Fairs and Buckets, (Charlie Weller contact, Buckle Green), Chuck Bates, come on.
 Address: **JAMES REED**
 c/o Grand American Shows
 Ackley, Iowa, July 28, Allston, Ia. (Fair), July 31-Aug. 4.

Plastic Floors
 • Continued from page 61

substance which, it was soon discovered, would also make possible the use of the hardboards and cheaper grades of lumber by coating them with protective "plastic surface." During the war and the years immediately following, many new rinks were put into operation with these cheaper substitute floorings.

But adoption of the plastic floor by old-timers in the rink business was a slower matter. Skaters, accustomed to the powdery surface of rink floors, were scared of the smooth, glossy plastic surface, and insisted on the powder can. Operators, used to clean-up operations consisting of a few passes over the floor with a wide broom or dust mop, were not interested in a surface which required regular scrubbing with expensive machinery.

However, the rink business, like any other, has its pioneer spirits, and gradually the plastic floor became more and more a standard floor. In 1952 the first National Championship to be skated on a plastic surface without the use of powder was held at Curvencrest, and made many converts to plastic.

Floor development has not been all on the surface. Noise elimination has also been one of the things sought, and to a great extent obtained, thru improved methods of laying floors. Elimination of ground moisture and building moisture has been a problem, particularly on floors laid on concrete slabs or in concrete block structure; this has also been solved.

One of the most recent successes has been the development of the asphalt floor coated with plastic, for both indoor and outdoor use.

Building Boom
 • Continued from page 60

order to round out its recreational facilities.

Peculiar as it may seem, Heintzelman says that the opening of a new rink in a certain city or town has usually helped business for an established rink in the same area.

As a case in point, he says two new rinks opened last fall in St. Louis. The Winter Gardens, an already established operation, noted a 33 per cent jump in its season's business, an indication that more facilities generate more ice skating.

Technical advances in recent years include the development of prefabricated engine rooms that come to the rink in a package deal, ready to run. Simplification of the operation has made it unnecessary to have an engineer on the scene to operate the machinery. The development of a plastic tubing that is much thinner than the old type, has also gone a long way in making this type of installation more efficient. Another technical change is the broader use of freon gas rather than ammonia, which is looked upon as a safety factor.

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 All makes and models
 All work guaranteed.
 New and used systems for sale or trade.
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 WRITE FOR 1958 DATE BOOK
 CENTRAL Show Printing Co., Inc.
 MASON CITY IOWA

AGENTS WANTED
 Ballon Dart, One Ball, Bear Pitch, Pan Game, and Six-Cat, 12 Fairs to follow. Write for terms and Ballons, Kents, this week. Open per route.
JOHNNE ERNEST
 c/o Holiday Show

RSROA Three-Point Plan
 • Continued from page 61

Coincidental to the program for the skaters, it was found that there must also be a program for the skating teacher. He, too, must be improved and bettered in order to be more valuable to the skaters and to his boss, the rink owner. This program was carried on thru the years and is still progressing. Plans to broaden this phase of the program are now being developed.

As all this came about, the rink operator literally lifted his rink and his business by its boot straps. The good rink was no longer in the minority. If a member needed inspiration, ideas, training, advice, all he did (and still does) was jump into his car and visit the rinks of his fellow members. The interchange of ideas created the need for local chapters. Purely local problems are treated with the importance they require. Local promotions which prove successful are transmitted thru the association from one group to another, one rink operator to another.

The interchange of ideas created prosperity in roller skating. The business held up well; did not suffer as badly during the low ebbs cycles which used to occur. The prosperity brought demand for new and better equipment. More companies entered the manufacturing of roller skating equipment. The better equipment appeared, and at prices which were much higher than before. A larger market every year still buys lavishly well. If there is one thing we can say for American skaters, they don't spare expense in equipping themselves.

Today the program which RSROA developed and promoted is pretty well accepted everywhere. In one form or another skaters are using part or all of the advancement program. It is no longer

COME ON
 Big cotton crops in Texas. Playing all but cotton shows.
 All Hanky Panks open and some Straight Sales. Will look No. 5 Wheel, Pan Ride or Donkey Ride, any Grand Show. Call or wire.
FRANK AND KITTY HARRISON
 Blue Bonnet Shows
 Taylor, Texas
 July 28 through August 2

FOR SALE
 No. 5 Ell Ferris Wheel, with or without transportation; or No. 12 Ell with or without transportation.
 Want to buy Disortion Millwork.
D. J. ROHR
 Pontiac, Ill.

BLUE GRASS SHOWS
 Want for Advance, combination Bitter, with or without transportation. Must post. lithograph, tack, mark route. Deckman, call. Apply
EARL D. HACKER
 Rumbley Hotel, Le Paris, Ind.

SPECIAL ROLE
 • Continued from page 61

ship with the manufacturers and supplier who handle their needs. The United Operators amended their bylaws to include these in their membership, and have felt that thru this association it has been possible to arrive at better understanding of the needs of the operators and of the merchandising problems of the manufacturers.

The value of a trade association is obvious to most progressive businessmen. Each field of business has its own such organization which its united efforts can work for the promotion of that business.

A trade organization should not be used or considered as a whip to force results in any direction, but rather as a means of presenting a united front to indicate the needs and wants of the majority.

It is unfortunate that the rink operators as a whole are denied the possibility of one such union of members; it is also regrettable that the AAU and the ASU, having ignited the flame which split the original organization, are apparently content to stand by and watch it eat further into the structure. The thinking men in both associations have tried for many years to merge the opposing factions, and it is to be hoped that their efforts will be successful in the not too distant future so that rink operators may work together for their common good. The principal obstacle to this union is still the matter of recognition of amateur skaters by the AAU and the ASU; but there are still also old wounds to be healed. If personal is to be resolved between the remaining members of the old orders, and these things will doubtless take further time.

In the meantime, as a business, the rink operators still need organization.

WANT CARNIVAL
 For Annual Cotton Festival, September 22 thru 27, Wardell Rotary Club sponsors. Nollty
DON WAGONER, Wardell, Missouri.

HANK SHELBY WANTS
FOR WISCONSIN STATE FAIR, August 15 to 24
 Other State Fairs to follow. HANKY PANKS AGENTS for:
 • Pitches • Ball Games • Balloons • Under 11, Over 30, etc.
 All last year's Agents contact me at Milwaukee immediately.
 Phone or Wire
KNIGHT TOWER HOTEL, 11th and Wisconsin
 Phone: Broadway 1-3972 after 6 P.M.

FLOYD O. KILE SHOWS ALL FAIRS ★ ★ ★ TILL NOVEMBER
BEDFORD, IA., TAYLOR CO. FAIR, JULY 29-AUG. 2
 CONCESSIONS: Photos, Novelties, Jewelry, Age and Scales, L. G. S. Range Galleries, Buckles and Six-Cats if you have others. All Concessions working for stock open.
 Small Cook House, Crab Joint, neat and clean; Custard.
 SHOWS: Grand Shows, Animal, Big Snake, 5-in-1, Funhouse, Mechanical, must be neat and clean; low percentage.
 HELP: Ride Men who can and will get it up and down. Foremen for Wheel all once; Second Men on all Rides (this is a 10-ride show); Man to Take care of Kid Rider; factory. All must have chauffeur's license, drive semi and sober on job. Pay every Wednesday; cash, top salaries. Trucks and rides A-1.
F. O. KILE, Concession Mgr.; FLOYD O. KILE, Owner
 BEDFORD, IOWA. THIS WEEK.
 Followed by Knoxville, Fairfield and Sac City, all Iowa bona fide fairs.

PORTER COUNTY FREE FAIR
 Valparaiso, Ind., Aug. 4 to 9
GREAT WABASH VALLEY FAIR
 Terre Haute, Ind., Aug. 10 to 16
LONG CIRCUIT OF SOUTHERN FAIRS TO FOLLOW
 Will Place: Hanky Panks, Merchandise and outright sale Concessions.
 SHOWS—Will place Monkey, Animal, Mechanical and Family Type Shows
 • HELP—Can use Ride Help who are Licensed Drivers. Must be sober, single and without cars.
 All replies via Western Union.
JAMES H. DREW WORLD'S FAIR SHOWS
 Nappanee, Ind., all this week.

novel. People simply have come to expect it. As World War II closed, we entered a new phase of association development and a new phase of servicing our members, too. Probably all of the new look can be summed up in four words: taxes, insurance, promotions, advice!

We like to think that with our tri-level RSROA we keep a better touch on the pulse of the roller skating business. Our efforts sometimes pay off for the entire industry, as did our long-time vigil and minute-man program to reduce the federal admissions taxes. Although many "outsider" rinkmen don't know or care who did it, they reaped the benefit, and with our members, they received it only because an association, in this case our RSROA, was there.

WANTED — WANTED — WANTED
 For Marysville, Rutledge, Livingston, Greenfield and Humboldt, Tenn., Fair. Want Hanky Pank, all kinds, Skilbo, Pin, Kazie, Roll Down, Blower, Buckle, Bingo, Digger, Pan Game, Percentage. SHOWS of all kinds. Especially Girl or any worthwhile Show. Will book or buy one Major Ride. Playing in the heart of the bean country now.
 Want Agents of all kinds. Call
BUDDY BRADEN or ELMER REID
 Roan, Tenn., July 28 to Aug. 1.

Wanted — Wanted
 Count Store & Buckle Store Agent. Will book Popcorn, Wagon for balance of season.
 Juanita Halloran, contact at once.
DICKSON'S UNITED SHOWS
 Genoa, Ohio, July 28 to Aug. 3.

WANT COUNTERMEN
 for **MACK'S WAWA**
 Reply c/o MORRIS MANNUM
 934 Murdock Rd. Philadelphia, Pa.

W.G. WADE SHOWS
OAKLAND COUNTY FAIR
5 DAYS AND NIGHTS
 Aug. 5 thru 9
PONTIAC, MICHIGAN
 —CAN PLACE—
 All outright sales privileges open, Popcorn, Grab, Floss, Snow, Jewelry, Photos, Names on Hats, Waffles, Taffy, etc.
HELP WANTED
 Due to illness, can place immediately, Merry-Go-Round and Wheel Foremen.
 All replies via Western Union to **D. WADE**
W. G. WADE SHOWS
 Muncie, Indiana, all this week

Wanted — Wanted
 Count Store & Buckle Store Agent. Will book Popcorn, Wagon for balance of season.
 Juanita Halloran, contact at once.
DICKSON'S UNITED SHOWS
 Genoa, Ohio, July 28 to Aug. 3.

WANT COUNTERMEN
 for **MACK'S WAWA**
 Reply c/o MORRIS MANNUM
 934 Murdock Rd. Philadelphia, Pa.

this week's

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It's all new! Step right up, get your Aly the Gator Cane.

This is the most unusual cane ever made.

\$15.00
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ORDER TODAY!



ALY IS A GENUINE ALLIGATOR STUFFED AND PRESERVED

Attached to the cane so it can be removed.

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Orders will be shipped in sequence as received.

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Also write for Free Catalogue on our complete alligator line.

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WHILE THEY LAST

Popular styles Top quality. Every set an amazing bargain! Sell at terrific profits!

Send out Sparkling Earrings

High style earrings. Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 20K gold plated pieces in sterling-lined gift box! Entire stock priced to close-out at exceptional reduction! Stock up NOW - cash in all year! Write for Famous CEL-MAX Bargainer for other specials!



\$13.20 DOZ.

Order today! 25% with order, Bal. C.O.D.

Order a sample assortment - watch them sell on sight!

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Handbags, Massages, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum. Special Bargain Merchandise.

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LEISURE TIME

Suburbanites Go for Backy'd Playthings

By IRWIN KIRBY

The country is going to the country, and with it, merchandise manufacturers have been developing items of use around the home. But not all are utilitarian by a long sight, since the post-World War II migration to suburban housing has presented an interesting alteration in living patterns.

Many things happen to a family's way of life when it moves from city apartments to private houses with front and back yards. Children are among the most affected by the transfer of location, for instead of streets and congested playgrounds in which to romp, they find themselves with spacious lawns and a great deal of open space for recreation. Families have bestowed landslide grosses on the manufacturers of outdoor barbecue equipment and garden supplies, but toys and recreation material have also been steadily on the upswing in the trend toward suburban life.

That old standby, the croquet set, has been given new life during the past decade. Quoits, horseshoe pitching and badminton have also enjoyed a renaissance. Several manufacturers have produced a variety of backyard games and toys with the most successful, as can be expected, being those suitable for all ages. An early success was the tether game in which opponents bat a ball affixed to a pole sunk in the ground. There also appeared a tether baseball game, in which one person twirls a ball attached to a hand stick by means of a cord, and the other swings a bat at it.

Last season there was a big success scored by plastic "flying saucers" which made their appearance in a variety of colors in yards and on beaches. The slightly cupped discs can be thrown up to 200 feet and offer interesting flight patterns. An improvement on this is the hard plastic boomerang, 15 inches across, which retails for 79 cents and which actually returns if hurled properly.

New Bowl Game, Hoop

Latest yard games on the scene appear destined for quick and mushrooming success. One is an improvement on backyard bowling, and the other is a big hoop which can be rotated around the waist and thereby suspended from the ground. The bowling unit is a \$9.95 retailer offered primarily to jobbers and featuring balls and pins to be filled with water. Its shipping weight is six pounds, but when filled, the combined weight of the units is more than seven times as heavy.

The set comes with 10 pins of 12-inch height, and two regulation-sized bowling balls of the two-hole design. All are hollow and made of Polyethylene. All fill with water and have dependable plugs. It is not necessary to completely fill the ball, but merely to give it enough water for suitable weight. It holds its shape, doesn't flatten on bottom and is easy to control. The pins, it is noted, don't topple on grass because of their design and weight. This set is attractively packaged and nifty for lawn and basement use.

Hula Hoop has been getting a quiet bonanza of publicity and jobbers will be interested in learning of the promotional advances made so far. The Jack Paar TV show has featured the item, as have a couple of West Coast disc jockey video programs, and now Imperial Records has a tune, "Hula Hoop," recorded by the Devilles. The item is simply a plastic hoop more than three feet in diameter and retailing for \$2. It can be rotated around neck or waist, hoop-rolled with a stick, dove thru at swimming locations since it floats or used similar to a girl's skip rope. In addition, instructions provide the owner with a series of exercises.

Games, toys and other recreational products are all ways of cashing in on the backyard trend by millions of persons who have moved from apartments into their own home in the last decade. Much leisure time hangs heavy on the hands of many new home owners, and well-displayed items both create and service his impulse buying decisions.

A good buy for late-summer use is the five-inch Indian-type knife with compass in the handle, at \$1.80 a dozen. Eight-inch hunter knives are now down to \$3 a dozen and \$40 a gross in the New York area.

A car rack retailing for \$1 holds up to 10 garments and can also be used in the home. In gross lots, the item wholesales for \$6 a dozen. It is \$7.20 for lesser amounts.

In Providence, adjustable aluminum saddle rings are selling for \$15 a gross for one night, \$18 for a heavier model. Double heart pin, in turquoise with side horse's head within a horseshoe, is \$3 a dozen.

A West German exporter is offering a good quality combination tool kit in pen knife form. It contains an awl, cross-stitch screwdriver, sparking wrench, bottle opener and cutting knife, all made of Solingen steel.

WATCH VALUES



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Men's and Ladies Watches
All latest name brands!
Plain or Designer cases
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Resilient Gold for best
Complete with Expansion
Bands! Resistant case
with 100 ft. water proof
Standard Brands
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Ladies, Gold, Bents—
with Expansion Bands New
and more—ladies and
Guaranteed like new
10 or more at once
13 and 17 Jewel Watches (Sample 18.95)

WEINMAN'S

182 S. MAIN ST. MEMPHIS, TENN.

BIG MONEY PITCH NEW

"MEND-O-MATIC"
MENDS FABRICS IN SECONDS

In time for the big FAIRS

- Big sewing
- Plastic squeeze bottle
- Successfully demonstrated in Kroger and Woolworth stores
- With 100 order flash sign included
- Durable pitch furnished
- Individual circular with each bottle

Sample order (Carton of 50) \$14.00
Larger order—300 and over, \$15.00 per 100
Cash with sample order. Largest orders 25% dep., bal. C.O.D. P.O.B. Aurora, Ill.

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30 South 4th St., Aurora, Illinois
All phone: 6214

BELL SPECIALS

10" BEAR—Plastic Bag \$4.80
24" BEAR \$21.60 (Approx.)
ALL PLUSH
Assorted Colors. Or done minimum order.
FLYING BIRDS \$6.00
BINOCULARS \$21.60
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25% dep. with order, B.O. or cert. check, Bal. C.O.D. P.O.B. Chicago
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NEW!! INTRODUCING FOR THE FIRST TIME!!

"VENUS"

PAT. PEND. Coin Holder & Key Chain

—Soft, durable, rubber-like plastic.
—The handy, peppy way to carry coins and keys.
—Saves wear & tear on the pocket.
—A REAL CONVERSATION PIECE
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TREMENDOUS VALUE!

Multi-Color Desk Companion Ensemble
4 Ball Point Pens and Desk Stand **\$4.50** Per Doz
 Red Green Blue Black
\$48.00 per gr.
SELLS ON SIGHT!

A wonderful gift and a practical and useful item for everyone. Red Pen writes Red, Green Pen writes Green, Blue Pen writes Blue and Black Pen writes Black. Desk Stand Ensembles—Black. All sets fully guaranteed and individually boxed. Sample sets, \$1.00 postpaid. Send for latest price lists on other items.



MEN'S 11-PIECE WATCH SET

Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match. Retractable Ball Point Pen & Pencil Set, Waller Goldtone Pocket Lighter, Cufflinks & Tie Slide Set, Money Clip & embossed, hinged silk-lined box. Service Guarantee included.

\$6.50 set complete
SAMPLE SET \$7.50

LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklaces & Earrings exquisitely styled. Beautiful 6 x 6 x 6 hinged leaf-like box which can be used as candy dish.

\$6.00 complete set
\$69.00 per doz. sets



MEN'S JEWELLED GOLD TONE WRIST WATCH

Expansion Band to match
\$3.50 each
\$39.00 per doz.

LADIES' GOLD TONE WRIST WATCHES

With Expansion Band to match
\$4.00 each
\$45.00 per doz.

Add \$1.00 each for sample Watches.

NAME BUTTONS
JUMBO SIZE
 3 1/2 inch Red & White
\$8.00 per 100

SPECIAL OFFER
 NEW RETRACTABLE BALL POINT PEN
 TOP ACTION
 The new, sensational retractable Ball Point Pen with no-mer ink. Bankers approved, guaranteed. Top priority, large ink supply.
\$1.00 Dozen
\$9.00 Gross
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ROCK & ROLL GABARDINE CREW HATS



LATEST CREATION
 SELLING LIKE WILDFIRE THROUGH THE ENTIRE COUNTRY
 Assorted colors and sizes: Small, medium and large.
\$5.75 per doz.
\$62.50 per gross



The New MIRACLE CROSS & CHAIN
 With magnified Lord's Prayer in center of Cross. Each Cross in beautiful, box. Assorted colored stones. This makes a beautiful and practical gift.
\$5.00 doz.

Fully Automatic CHROME POCKET LIGHTER



\$3.50 Per Doz.
\$39.00 per Gross

MOTORCYCLE CAP

WITH TWO BANDS
 Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia. With stars and piping.
\$6.25 doz. \$72.00 per gr.
 These hats in colored material, pink, yellow, blue, black, etc.
 Special lot—While they last.



Motorcycle Caps with gold and silver visors and bands.
Per Doz., \$6.75
Per Gross, \$78.00

SPECIAL FLASH!



PEARL SET, \$8.00 DOZEN
 Sample Set \$1.50 Postpaid

HARRIS SPECIAL 4-PIECE CAMEO & BRILLIANT STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match. 24 kt. gold plated. Surtin lined Gift Box.
\$12.00 dozen
\$1.50 sample set

Men's Full-Size BLACK FELT DERBYS

With binding. This hat is now sweeping the country.
\$5.00 doz.
\$52.00 gr.



SPECIALS



7-Pc. MEN'S WATCH SET
 Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set. Tremendous value.
 2 Year Service Guarantee
\$4.50 per set
\$51.00 per doz. sets
SAMPLE SET, \$5.50 POSTPAID



SPECIALLY PRICED \$5.50 PER DOZ. SETS
SEASON'S GREATEST VALUE
 Most Sensational Pen Deal in Years. SIX PEN POCKET SECRETARY SET—Including:
 (1) Six Retractable Ball Point Pens, New Top-Action Pens, Assorted Colors, Red, Green and Blue Ink.
 (2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credit cards.
 (3) Standard Memo Pad, handy & replaceable. This set is popular with every man, both in business and socially.
 All Pens Fully Guaranteed.
 Sample Set \$1.00 Postpaid.
\$60.00 per gross

25% DEPOSIT REQUIRED—MONEY ORDER OR CASH
 We Ship Same Day We Receive Order. We Ship All Over the World

HARRIS NOVELTY CO.

1102 ARCH ST. DEPT. "B" PHILADELPHIA 7, PA.
 Phone: Market 7-9848—WA 2-6970 Send for Latest Catalog

	Per Doz.	Per Gross
Peter Pan Gabardine Hats, Red, White or Blue	\$ 6.50	
Gabardine Section Crew Hats with Pompons	6.00	\$65.00
Purple People Eater Hats with Horn	2.50	27.00
8" Drum Major and Firemen Dolls	2.00	20.00
Plastic Crash Helmets with Goggles	3.30	39.00
Large Mexican Sombrero Hats	1.75	42.00
Kidnie Plastic Jet Pilot Propeller Hats	2.50	37.00
Kidnie Natural Straw Western Hats	2.50	37.00
Birds Nest Straw Hats	2.50	24.00
Admiral Yacht Hats, White and Blue	6.00	
Best made Straw Painted Cowboy Hats	4.00	45.00
Top Banana Hats	2.00	57.00
Yankee and Confederate Garrison Caps	4.50	
Tea Cloth Caps	2.00	
Fibre Straw Calypso Hats with Ribbon Tassels	5.00	
Imported Straw Sun Bonnets	1.75	18.00
Sailor Hats	2.75	30.00
Boys' Gabardine Jet Pilot Hats	5.00	
French Bonnet Hats, Assorted Colors	5.00	54.00
Kidnie's Stoles	15.00	
8" Jumbo Plush Monkeys	2.00	20.00
8" Stuffed Clown and Sailor Dolls	2.00	20.00
Vinyl Indian Dolls	2.00	20.00
Indian Head Dress—Large	2.00	20.00
Dancing Spongers Dress	2.00	21.50
Indian Paper Pipes, 20", Decorated	2.50	14.00
Tri-Motor Bombers	2.50	20.00
Motor Bombers	2.50	
Perized Opera Glasses, with Compass and Strip	2.50	
25" Spread—Rayon Parasols	2.30	
Red, White and Blue Rayon Parasols	.75	8.00
Chipping Bird in Cage, Medium Size	.75	20.00
Chipping Bird in Cage, Large Size	.75	15.00
7" Feather Dolls	1.50	20.00
9" Feather Dolls	2.00	31.00
12" Feather Dolls	3.00	
7" Fur Monkeys	.75	8.00
9" Fur Monkeys	1.25	18.00
Lancaster Swaggers	10.50	
Lancaster Batons	17.00	
Long Silk Lash Whips	8.50	
Large 4-Point Decorated Pin Wheels	9.00	
Plastic Flying Birds, American Made	2.00	
4-Point Bell in Wheels	2.00	
Zero-Type Swords	9.00	18.00
3 1/2" Comic Buttons	Per 100	
Roaring Knm. Gold Medal Handles, Individually Boxed	Per Set	
Men's Six-Piece Watch Set	Per Set	
Ladies' 5-Piece Watch Set	Per Set	
5-Piece Ladies' Jewelry Sets, Flash	Per Doz. Sets	
5x10 Purple Pie Hats with Medallion, Best Made	5.50	83.00

25% deposit required—money order or cash

THIS IS OUR ONLY STORE

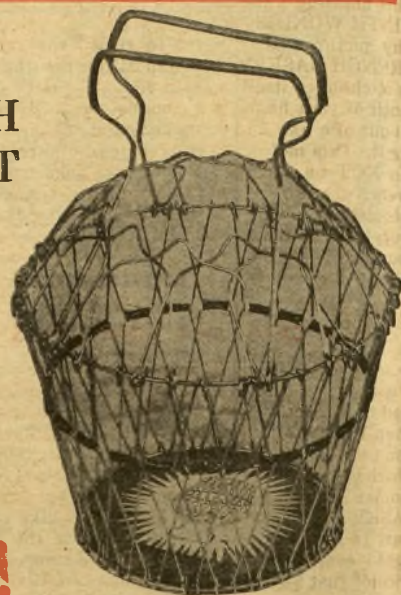


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JUST IN TIME FOR THE BIG
1958 FAIR SEASON...

Le Gracieux FRENCH BASKET

SILVER MEDAL
WINNER—BRUSSELS



Just touch it...
and you're the world's
best showman—
earning \$10 to \$50 an hour!

LIKE MAGIC—FORMS INTO USEFUL SHAPES AT THE TOUCH OF YOUR FINGERS...



300 FRENCH BASKETS SOLD IN 6 HOURS—27 SOLD IN ONE HOUR!
No other Product in Selling History Offers A Demonstration
So compelling — So Surprising — Rush Coupon for Demonstrator Now!

YOUR "LIVE" BASKET MAGIC DEFIES MECHANICAL "LAWS"—TAKES IN MONEY FROM AMAZED CROWDS!

Every woman wants one on sight! A real goldmine for salesmen, crew managers, demonstrators, party plan people!

This amazing import from France is acclaimed by salesmen as the **NINTH WONDER OF THE WORLD**. When you see it, you'll know why pictures can't begin to reveal the real thrill of seeing the **FRENCH BASKET** in action. It seems to defy every mechanical law as it changes itself into an endless variety of useful shapes at the touch of your fingers! Astounds everybody more than taking a rabbit out of a hat . . . you make fantastic magician's pay just by showing it. This mechanical marvel is so different in construction that it can **NOT** be made by machinery—each one is hand assembled by French craftsmen. Women buy just as quickly as they recover from astonishment—in about 20 seconds. As one salesman says—"I leave everybody dumbfounded—with their money in my pocket!" See for yourself. We'll positively guarantee that you've never had so much fun making money!

START COUNTING YOUR SALES IN THOUSANDS

If we seem to bubble with more enthusiasm than you can feel as you read these words, remember that we've actually seen what happens when **FRENCH BASKET** is shown. Until you've seen a demonstration for yourself—you'd better keep an open mind. It doesn't matter where you go or how you sell, you'll take in money anywhere you see people! In homes, in stores, in factories, in offices the **FRENCH BASKET** draws people—even crowds—like a busy circus. Put your trust in any woman to fall in love with the **FRENCH BASKET** on sight—even if you show it a hundred times a day! At the low retail price of just \$2.95 it's a wild runaway seller!



Comes to life as you touch it, magically forming into dozens of useful shapes. Made of polished metal wire with plastic handles and hinges. Withstands boiling water; rust-proof. Use as receptacle for plants; as basket to hold eggs in boiling water; as server for hot casserole; dozens of uses. Saves time . . . saves work—yet is the ultimate in graceful design.



How does it work? This invention baffles everyone—fills your pockets with profits. Turns, bends, twists, opens, closes to form:
 Planter for flowers
 Cookie Pedestal
 Holder for washing vegetables and fruits
 Ladies' Handbag
 Pie Plate
 Serving Tray
 Trivet for hot dishes
USES UNLIMITED!
 New uses discovered every day.



GO INTO ACTION NOW—MAIL COUPON FOR SAMPLE

See for yourself why all the "raving" about this product is completely justified. Don't let skepticism cheat you out of a small fortune. Believe your own eyes **ONLY**—but give yourself the chance you deserve to cash in. Just say "Watch this!" and see how the French Basket gives you the master salesman's touch by the uncanny way it does the "impossible." No sales experience needed . . . demonstration means action—and action sells. So act now. Rush just \$2.00 for a demonstrator postpaid—or send \$21.24 for a full dozen (Retail value \$2.95 each or \$35.40 per dozen). Quantity buyers ask for special gross lot discounts. Mail coupon at the right.

RUSH FOR SAMPLE

FRENCH BASKET SALES CO.

Dept. B-4, 1003 Northeast Military Drive
 San Antonio 9, Texas

Rush additional details free and postpaid about the fabulous new Le Gracieux FRENCH BASKET.

- I am enclosing \$2.00. Rush one demonstrator postpaid.
- I am enclosing \$21.24. Rush one dozen FRENCH BASKETS. (Retail value \$35.40, my profit \$14.16.) Send information about gross lot discounts.

IT WILL PAY YOU BIG!

To write for special "GROUP PURCHASING PLAN DISCOUNTS." Do it today.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

FRENCH BASKET SALES CO.

STREETMEN — Here are your WINNERS for '58 —

The NEW OAK **WINNER** BALLOONS

—featuring colors that stay bright no matter how big they are inflated— an exclusive new development— yours for **MORE COLOR MORE FLASH** —

- Can be seen a block away
- Pre-Stretched for big handout
- Free Worker with every gross



PACKED 1 GROSS and a WORKER IN THIS POLY BAG WITH CARRYING HANDLE

ORDER NO. **61-156**
Giant Nobbies
61-157
Giant Paddles

Mickey Mouse Nose Balloon
A Good Pitch with its Bright Red Nose and Red Ears.

No. 40-108 — Not Stretched for Inflated Sale.

No. 40-109 — Stretched for bigger value at the handout.

Tiger Cat Balloon

New Winner Design Sure-Fire in '58
No. 61-120 — Not Stretched for Inflated Sale.
No. 61-121 — Stretched for bigger value at the handout.

Both Packed in Regular Box — Workers Available

The **OAK RUBBER CO.**
RAVENNA, OHIO.



YOUR JOBBER HAS YOUR WINNERS

Fair Dates

Continued from page 59

Republic—Ferry Co. Grange Fair Ann. Aug. 30-Sept. 1. Clyde Masale.
Riteville—Adams Co. Fair Ann. Sept. 13-15. Mildred Winslow.
Rockford—Southeast Spokane Co. Fair Ann. Sept. 13-14. Donald A. Pyle.
Roy—Lacuna Community Fair. Aug. 9. Mrs. Fred Smith.
Spokane—Market Co. Fair Ann. Aug. 31-31. Mrs. Martin Auset.
Spokane—Spokane Interstate Fair, Ina Sept. 17-21. One T. Menech.
Billiguanish—Billiguanish Community Fair. Sept. 5-6. Mrs. Marie Stangard.
Blossom—Blossom Co. Fair. Aug. 22-24. Peter Lutgen.
Burns—Flax Co. Jr. Fair Ann. Aug. 14-17. Mrs. E. P. Andrews.
Valley—Valley Community Fair. Sept. 8. Mrs. Lee Story.
Vancouver—Clark Co. Fair Ann. Aug. 21-24. Mrs. E. Briley.
Walla Walla—Southwestern Wash. Fair Ann. Aug. 23-31. Howard Burgess.
Waller—North Central Wash. Dist. Fair Ann. Sept. 12-14. Mrs. O. Merton Dick.
Yakima—Central Wash. Fair Ann. Sept. 24-28. J. Bub King.
Yakima—Yakima Co. Fair. Aug. 1-9. Mrs. Leroy Posey.
Yakima—West Valley Fair. Aug. 9. M. M. Slocas Jr.

West Virginia
Berkeley Springs—Morgan Co. Fair Ann. Aug. 13-16. Mrs. Catherine W. Arnold.
Charleston—Town—Jefferson Co. Fair, Ina Sept. 28-29. Mrs. Magdolna McGarry.
Circleville—North Park Community Fair Ann. Sept. 29-30. Lorraine Pearce.
Clay—Clay Co. Fair Ann. Aug. 4-8. W. M. Smith.
Dunbar—Clay Dist. Fair Ann. Aug. 27-30. Lucy B. Tennant.
Dunbar—South H. Va. Fair, Ina Aug. 24-26. Charleston.
Elkins—Mountain State Forest Festival Oct. 1-4. C. Wood Crawford.
Follinsbee—Goodwill Orange Fair Ann. Aug. 26-30. A. Williams.
Port Ashby—Mineral Co. Fair Ann. Aug. 11-14. Mrs. W. M. Welch.
Oakway—Chassaway Lions Club Free Fair July 28-Aug. 3. Wayne Smith.
Craighton—Taylor Co. Fair Ann. Aug. 28-30. Mrs. P. D. Klepfer.
Orem Sulphur Springs—Orem Sulphur Dist. Fair Ann. Aug. 1. Mrs. Harold M. Gowan.
Bevelis—Halvada Community Fair Ann. Sept. 12-13. Wilbur D. Daakwyler.
Kingwood—Preston Co. Buckwheat Festival. Sept. 15-17. Mrs. Betty Tennant.
Lewisburg—State Fair of West Virginia. Aug. 18-23. C. T. Spidener.
Manington—Marion Co. Fair Ann. Aug. 18-23. G. H. Sturm.
Marion—Marion Co. Fair Ann. Aug. 11-16. Mrs. Libby Bettrud.
Martinsburg—Berkeley Co. Youth Fair, Ina Aug. 27-28. Mrs. Harry Staue.
Matewan—Mingo Co. Fair, Ina. Aug. 11-16. Ralph Vinciguerra.
New Hope—Boaver Pond Dist. Fair Ann. Sept. 4-5. C. P. Hylton.
Oak Hill—Payette Co. Fair Ann. Aug. 11-16. S. J. Crouse.
Parsons—Tucker Co. Fair Ann. Aug. 23-30. Mrs. Louis A. Williams.
Petersboro—Richie Co. Agrl. Fair Ann. Aug. 28-30. Rebecca Wesley.
Petersburg—Tri-Co. Fair Ann. Sept. 10-13. R. B. Spencer.
Phillips—Barbour Co. Street Fair, Ina Sept. 4-5. Glean Zina.
Pruntytown—Taylor Co. Fair Ann. Aug. 25-30. Mrs. Paul D. Klepfer.
Riverview—Pay Pae Dist. Fair Ann. Aug. 13-19. John DeMayr.
Summersville—Nichols Co. Fair, Ina Aug. 4-5. Jessie D. Burne.
Whelan Springs—Wheeler Co. Fair Ann. Sept. 1-4. Carolyn Forman.

Wisconsin
Antigo—Langlade Co. 4-H Fair Ann. Aug. 1-3. Al Reicher.
Athens—Athens A & A Fair Ann. Aug. 21-24. Graydon Johnson.
Baraboo—Sauk Co. Agrl. Soc. Aug. 14-17. A. H. Thayer.
Bever Dam—Dodge Co. Fair Ann. Sept. 3-7. Forrest Knapp.
Black River Falls—Jackson Co. Agrl. Soc. Aug. 11-24. Eugene Bergang.
Bloomington—Blaine's Prairie Agrl. Soc. Aug. 25-26. Mrs. Robert Bond.
Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 7-16. Arnold Grob.
Chilton—Calumet Co. Agrl. Soc. Aug. 29. Sept. 1. Herbert Harder.
Chippewa Falls—Northern Wis. Dist. Fair Ann. July 28-Aug. 3.
Crandon—Porter Co. Agrl. Soc. Aug. 28-30.
Lester—Ozaukee Co. Agrl. Soc. Aug. 18-21. R. O. Flansert.
Durand—Polk Co. Jr. Fair. Aug. 6-7. T. W. Parker.
Eagle River—Tilas Co. Agrl. Soc. Aug. 23-24. Herman B. Smith.
Eau Claire—Eau Claire Co. Jr. Agrl. Soc. Aug. 11-14. Willard Haman.
Elkhart—Walworth Co. Agrl. Soc. Sept. 1. R. B. Harris.
Ellsworth—Pierce Co. Fair Ann. Aug. 18-17. Bernard Dawiske.
Florence—Florence Co. Fair Ann. Aug. 30-Sept. 1. Fred Johnson.
Fond du Lac—Fond du Lac Agrl. Soc. Aug. 6-10. Wm. B. Bernard.
Friendship—Adams Co. Agrl. Soc. Sept. 8-7. Leo Schmidt.
Gays Mills—Crawford Co. Fair & Agrl. Soc. Aug. 8-10. Paul L. Paulson, Prairie du Chien.
Glendale—Oconto Co. Youth Fair. Aug. 18-17. Otto Neuman.
Greenwood City—St. Croix Co. Fair Ann. Aug. 4-8. George Stefam.
Greene Lake—Green Lake Co. Jr. Agrl. 1-3. Wiley Ostrumundson.
Hayward—Bayern Co. Agrl. Fair Ann. Aug. 18-20. Sherman W. Wines.
Iron River—Bayfield Co. Fair Ann. Aug. 28-Sept. 1. Harry Lowe, Washburn.
Janesville—Rock Co. 4-H Fair. Aug. 5-8. Alfred Pinger.
Jefferson—Jefferson Co. Fair Ann. July 31-Aug. 1. Adam Pankas, Palmyra.
La Crosse—La Crosse Inter-States Fair Ann. Aug. 8-10. E. W. Pridel.
Ladysmith—Rusk Co. Fair Ann. Aug. 7-10. Ed Breck.
Lancaster—Grant Co. Agrl. Soc. Sept. 4-7. A. S. Dabbur.
Lodi—Lodi Union Agrl. Soc. Sept. 12-14. Marie Blumenthal.

(Continued on page 78)

ATTENTION ENGRAVERS

New Low Prices on Engraving Jewelry

2" HEART ROUND PENNANTS WHITE OR GOLD FINISH \$21.00 CROSS.

EXPANSIONS & PHOTO IDENT'S MEN'S 3-STONE RINGS \$3.50 doz. \$2.50 doz.

SEND \$15.00 FOR SAMPLES
Sorry, no catalog.

JACK ROSEMAN CO.
307 51th Ave., New York 16, N. Y.

WORLD'S SMALLEST LITER SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action, individually boxed. Can also be worn as man's key chain or ladies charm bracelet.

\$2.50 Doz. \$27.00 Doz.
Plus shipping charges. Min. 3 dozen. Key chains available \$1.98 per gr. extra. No Federal Excise Tax.

Free catalog.

STERLING JEWELERS
575 E. JEFFERSON BLVD.
1925 East Main St.
Columbus, Ohio.

Ideal for Engravers. State Your Business.

JAR DEALS and MATCH PAK DEALS

SALESBOARDS PREMIUMS BINGO SUPPLIES

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.
575 E. JEFFERSON BLVD.
SOUTH BEND 7, INDIANA

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant

48 assorted colors—18" Plastic Pennants served on a tough, heavy latex, 100 ft. long ONLY \$9.00 ea. Drove \$13.00. Write for quantity prices. Colorful Decorations of All Kinds. Write for Free Catalog.

A & A NOVELTY CO.
Cincinnati 26, Ohio

DEALERS—JOBBER'S CASH IN ON THIS SPECIAL PRECISION TOP-ACTION

"THE FEATHERLITE" BALL PEN

W/Precision Ink View Refill \$4.40

NOW ONLY Imprinted as you like it. \$13.00 per 100. Retail \$1.50 per 100 or \$32.00 per 1000. Many other styles. Ink, Dep., Ball, E.O.D. Write for Catalog.

COASTLINE PEN CO.
23 W. 28th St., New York 18, L.I. 4130

FOX TAILS JOBBER'S ATTENTION

We have a fine and complete stock of genuine fur fox tails all sizes at lowest prices. All stock equipped with strong attaching and can be used with or without "combs" as cards stand for fox tails.

Established 1930

HMJ Fur Co. Dept. D.
150 W. 28 St., New York

WE MANUFACTURE YALE

SHRINE CIRCUS

Novelty Pennants for all occasions. Fully blocked—Inflates like balloons. Felt Pennants and Plastic Pennants.

THE G. B. FIELD CO.
2316 E. 78th St. Chicago 47, Ill.
Phone 8558 5-4384

RUBBER INFLATES

w/squeaker & bowtie



HORSES
ELEPHANTS
MONKEYS
KAMBIS
DONKEYS




\$1.80 doz. \$21 gr.
SPECIAL: Large Rubber Monkey w/squeaker
\$2.50 doz. \$28.00 gr.

CELLO HEAD MONKEYS
\$1.75 doz. \$20.00 gr.



BLACK METAL SABERS
w/cabbard
\$1.75 doz. \$20.00 gr.



3" \$7.00 8-10"
4" 1.36 12-16"
5 1/2" 2.00 20-24"
7 1/2" 3.40 28-32"

PANDAS
5" \$1.60 doz. \$18.00 gr.
7" \$1.80 \$21.00
10" 3.50 doz. 39.00 gr.
12" 5.25 doz. 60.00 gr.



SETTING PANDA
w/squeaker \$3.00 doz.




PLUSH TOYS
w/voice



1) Teddy Bear w/overalls \$1.80
2) Cuddie Bear w/hall 2.40
Dog & Cat w/beret 3.40
Dog & Cat assortment 3.60
3) Scooby 3.25
4) Setting Scottie 3.40
5) Cardboard Doll 3.90
6) Setting Willie w/sneak tail \$1.30 doz. \$16.50 gr.
7) assorted Animals \$1.30 doz. \$16.50 gr.

CIRCUS CLOWN BEATING DRUM
w/squeeze ball
\$1.00 doz. \$9.00 gr.



RUBBER HORSE INFLATES
12" \$1.35 doz. \$15.00 gr.
15" 2.00 doz. 21.00 gr.



MECHANICAL WIND-UP TOYS



Hopping Fur Dog w/shoe in mouth \$3.00 doz.
\$35.00 gr.

BOY ON BIKE \$3.50 doz. \$36.00 gr.

PLUSH WALKING CAT
w/shoe in mouth
\$6.25 doz. \$72.00 gr.

HI CROWN WESTERN FELT COWBOY HAT
\$6.50 doz. \$75.00 gr.


SILVER 3 KEY TRUMPETS
\$1.80 doz. \$21.00 gr.



SILVER TROMBONES
\$1.80 doz. \$18.00 gr.

Plastic Banjos and Guitars, \$4.80 doz.
Accordions, \$3.50 doz.

8" CLOWNS



FIREMAN MAJOR BASEBALL PLAYER
SAILOR COWBOY & COWGIRL
KELLY THE TRAMP BELL HOP
CIRCUS CLOWN JERRY MONKEY
PIRATE W/SABER 7" PANDA BEAR
FOOTBALL PLAYER JOCKEY

Choice \$1.80 doz. \$21.00 gr.
Special 12" Major \$3.50 doz.

8" PLUSH GORILLA
w/rubber head
\$2.75 doz. \$30.00 gr.



JUMPING PANDA BEAR, \$1.50 doz. \$16.50 gr.

BALLOONS

10 Mouse Head \$5.00
210 Mouse Head 7.50
Two-in-One w/wh. Side Mouse Head 6.75
Star Balloons 6.00
Circus Animal Print 6.75
Tiger Cat 6.75
Spray Balloons, stretched 8.35
Jumbo Kat Balloons 8.00
14 Kat, Assorted Colors \$6.00

NAME BUTTONS

DEBBIE PERRY

Original 3 1/2" Red & White Name Buttons
\$10.00 per 100 \$9.00 per 100
800 or over

Send for name list.

21" SMOKE CORK RIFLES

Shoots Sparks & Smoke \$5.25 doz.
30" Self Action Rifle—Shoots Sparks \$3.60 doz.
35" Rifle w/double Cork \$6.50 doz.

BADGE BOARD ITEMS

Des.	Gross	Des.	Gross
Best Import Flying Birds.....	\$1.80	16" Cuddle Hats.....	\$1.30
8 1/2" Batons w/ Ball.....	\$1.75	4 1/2" Pirate Flags.....	75 7.20
Cowboy Long Leash Whip.....	1.50	12 1/8 Import Pirate Flag.....	1.50 14.50
35" Bamboo Spears, Rubber.....	1.20 21.00	Ladies' Sun Bonnets.....	1.25 15.00
4 1/2" Bamboo Spears, Rubber.....	1.20 20.80	Full Derbyies.....	4.00 45.00
Bamboo Cane.....	90 9.00	Full Top Hats.....	4.00 49.00
Heavy Bamboo Cane.....	1.80 21.80	Pirate Hat w/ Bebar.....	2.00 23.00
Waxed Parade Cane.....	1.00 11.00	Robin Hood Hats.....	1.80 21.00
15" Cuddle Hats.....	1.50 18.30	Full Derby Hats w/ Feathers.....	4.00 49.00
		Bubbling Squirt Boy w/ Shirt.....	2.00 23.00

NEW! STRAW HATS WITH RIBBON, LATEST PURPLE PEOPLE BATER HATS WITH HORN, CRAZE 3 1/2" PURPLE PEOPLE EATER, BUTTONS

1000 SLIM ASSORTMENT, \$5.50—Items as Listed 6/23 Issue
1000 GRAB BAG ASSORTMENT, \$27.50
HAMMICKS, YOG, PLASTIC PANDA, MONKEYS, DONT BRACELETS, CIGAR, FANS, TRUMPETS, TOSSUP BALLOONS w/ PREY, ETC.

500 GRAB BAG ASSORTMENT, \$25.00
BLADE PISTOLS, TELESCOPES, PLASTIC SWITCH BLADE KNIVES, DART GUN SETS, WOODEN SPARKS, POCKET KNIVES, SNAKE, HOT DOGS, ETC. PLASTIC PISTOLS, METAL CAP GUNS, ETC.

RAYON PARASOLS
fiscal design—best made

21" Spread	\$ 2.15 doz. 25.00 gr.
25" Spread	2.50 doz. 28.00 gr.
29" Spread	3.25 doz. 36.00 gr.
33" Spread	4.00 doz. 45.00 gr.

CHIRPING BIRD IN CAGE
Small, 75c doz.; \$8 gr.
Large, \$1.75 doz.; \$20 gr.




HI HAT FEATHER DOLLS
4" - \$.95 doz. \$10.00 gr.
5" - 1.10 doz. 12.30 gr.
6" - 1.25 doz. 15.00 gr.
7" - 1.50 doz. 18.00 gr.
8" Feather Dolls 9.00 gr.
6" Corgie Hawaiian
Doll w/ Ball 15.00 gr.
Jaw Carries for Dolls
\$1.75 per 100; \$18.00 per 1,000

BIRD'S NEST STRAW HATS
\$1.50 doz. \$15.00 gr.
2 gr. bale, \$28.00



BEST MADE STRAW COWBOY HATS
w/wh. chin cord, white or black,
\$4.50 doz.
Masks
90c gr.
White, Black or Assorted.




TOP BANANA HATS
\$6.00 doz.



PORKIE PIE HAT
w/feathers
\$5.25 doz.
\$6.00 gr.



RIDDIE WESTERN STRAW HATS
\$2.25 doz.



FIELD GLASSES w/compass & strap \$2 doz. \$3.25 doz. \$4.80 doz.




VINYL INDIAN DOLLS
\$1.75 doz. \$18.00 gr.



Indian w/ Tom Tom Drum, \$2.48 doz. \$27.00 gr.
Indian Peace Pipe, \$1.75 doz. \$20.00 gr.
Indian Cub Hunter Knife w/beaded Shell, \$1.80 doz. \$21.00 gr.

DANGLING JUMBO SPONGE RUBBER DICE
\$2.00 doz. \$22.50 gr.




NEW DESIGN MOTORCYCLE HAT
Lightweight motorcycle hat \$3.60 doz.
w/straps Sanitized Tulle! \$6.25 doz.



ROCK & ROLL PORKIE PIE HATS
\$5.00 doz. \$57.00 gr.



YANKEE OR CONF. OFFICERS HATS
\$7.20 doz.




BEAUTIFULLY GOWNED FEAST DOLLS
w/bonnet
\$4.50 doz.
(16 dz. minimum)
\$3.00 Sample Dz.



DECORATED SWORDS
w/cabbard
21" \$2.50 doz. \$28.80 gr.
25" 3.50 doz. 40.00 gr.




LADIES' EYELET SPORT CAPS
Per beach or sportswear
\$3.60 doz.




SHRUNKEN HEAD—LARGE
\$5.25 doz.
Skullhead w/chain, \$4.80 doz.




9" 3 SECTION TELESCOPES
PLASTIC, assorted colors \$1.50 doz. \$16.50 gr.
PEARLIZED 1.75 doz. 19.20 gr.



ADMIRAL YACHT HATS
\$6.25 doz.



SAILOR GOLF HATS
Heavy Felt, w/chain
\$5.25 doz.



KIDDIE STRAW ETON CAPS
w/compass
\$2.75 doz.



KIDDIE FELT ETON CAPS
w/compass
\$2.00 doz. \$22.50 gr.
Felt Jersey Caps w/compass \$2.36 doz.



DECORATED KIDDIE COOLIE HATS
w/elastic chin cord
\$7.20 gr.



JOCKEY PLUSH MONKEYS
8"—\$1.80 doz.
9"—\$2.25 doz.
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FIVE MOTOR BOMBERS 20.00 gr.




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12" \$3.00 doz. \$33.00 gr.

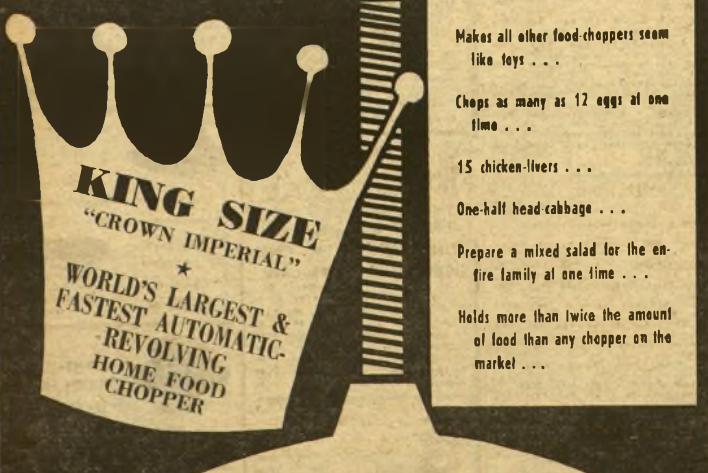


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Our new combination Plastic GRATER-SHREDDER, SPIRAL SLICER, and JUICER, going over like wild fire.



If sample is desired, send \$2.00

Fair Dates

Continued from page 76

Luxemburg-Kewaunee Co. Agrl. Soc. Aug. 30-Sept. 1. Elroy C. Hoop.
Madison-Madison Co. Fair Assn. Aug. 20-24. Dr. A. P. Rank.
Mayeno-Ashland Co. Fair Assn. Aug. 20-21. David Hok. Ashland.
Marshfield-Central Wis. State Fair. Aug. 27-Sept. 1. W. W. Zimmerman.
Mauston-Juneau Co. Agrl. Soc. Aug. 14-15. Francis Platt.
Medford-Taylor Co. Co-op. Youth Fair. July 31-Aug. 3. Joe J. Tamm.
Merrell-Lincoln Co. 4. H. Price. Fair Assn. Aug. 4-7. Wm. Stocking.
Milwaukee-Milwaukee Jr. Fair Assn. July 28-30. Leonard Luce.
Milwaukee-Wisconsin State Fair. Aug. 14-24. Willard M. Masterson.
Mineral Point-Iowa Co. Fair Soc. Aug. 29-Sept. 1. H. B. Ivary.
Mondovi-Buttles Co. Agrl. Fair Assn. July 31-Aug. 3. John Bollinger, Ochcrane.
Monroe-Green Co. Agrl. Soc. July 28-Aug. 3. Roland Kerwin.
Neillsville-Clark Co. Agrl. Soc. Aug. 14-17. Harold Buzicek.
Oshkosh-Winnebago Co. Fair Assn. Aug. 27-30. Robert Misky.
Oshkosh-Price Co. Agrl. Soc. Aug. 21-24. L. P. Wiemer.
Plymouth-Sheboygan Co. Agrl. Soc. Aug. 28-Sept. 1. Philip Andraco.
Rhinelander-The Hodas Fair Assn. 21-24. Harvey Becker.
Richmond-Baron Co. Co-op. Agrl. Soc. Aug. 21-24. Bruce Dalrymple.
Richland Center-Richland Co. Agrl. Soc. Sept. 1-14. Ruby Tallidge.
Rosholt-Rosholt Free Comm. Fair Assn. Aug. 30-Sept. 1. Louis W. Strzod.
St. Croix Falls-Polk Co. Fair Soc. Aug. 1-3. Arthur Comer.
Sauk-Iron Co. Fair Assn. Aug. 23-24. Mrs. Florence Rardie.
Shawano-Shawano Co. Agrl. Soc. Aug. 29-Sept. 1. Robert Moritz.
Spooner-Washburn Co. Jr. Fair Assn. Aug. 15-17. Wm. H. Dougherty.
Sturgeon Bay-Door Co. Fair Assn. Aug. 15-24. C. J. Mullendore.
Superior-Tri-State Fair Assn. Aug. 12-17. Casper-Central Wyoming Fair Assn. July 25-Aug. 1. Beulah Swanson.
Tomball-Montone Co. Fair Assn. Aug. 21-31. Union Grove-Racine Co. Agrl. Soc. July 31-Aug. 3. Edwin G. Leet.
Virgona-Vernon Co. Agrl. Soc. Sept. 18-21. Fred Rogers.
Wausau-Marathon Co. Agrl. Soc. Aug. 18-17. C. J. McLaughlin.
Wausau-Wausau Co. Agrl. Soc. Aug. 15-17. Victor Quirk, Marjette.
Wausau-Wausau Co. Fair Assn. Aug. 14-17. Lester Van Lonk.
Westfield-Marquette Co. Youth Fair Assn. Aug. 7-10. Tom Braxley, Montic.
West Salem-LaCrosse Inter-State Fair Assn. Aug. 6-10. John W. Fitch.
Wausau-Wausau Co. Agrl. Soc. Sept. 4-7. A. A. Stroschel.
Wilma-Kewaunee Co. Fair Assn. Aug. 7-10. Marib Schuur.

Wyoming

Alton-Lincoln Co. Fair Assn. Aug. 21-23. Harold S. Cull.
Basin-Big Horn Co. Fair Assn. Aug. 16-20. Dr. M. B. Walker.
Buffalo-Johnson Co. Fair & Rodeo. Aug. 22-24. Oliver Husius.
Casper-Central Wyoming Fair July 30-Aug. 2. Mrs. Ruth Palmer.
Douglas-Wyoming State Fair. Aug. 27-30. P. W. Trelvaud.
Evanston-Ulata Co. Fair Assn. Aug. 18-17. Paul Cookley.
Gilette-Campbell Co. Fair Assn. Aug. 21-23. Bill Peres Jr.
Lusk-Nabrara Co. Fair & Rodeo. Aug. 14-17. P. Everett Brooks.
Newcastle-Weston Co. Fair Board. Aug. 28-29. Earl Christensen.
Powell-Park Co. Fair Assn. Aug. 21-23. Road O. Cooper.
Rawlins-Carbon Co. Fair Assn. Aug. 13-16. Bruce Nixon.
Riverton-Premont Co. Fair Board. Aug. 20-22. W. L. Duncan.
Rock Springs-Sweetwater Co. Fair Assn. Aug. 15-17. Ruby Arvidson.
Sundance-Crook Co. Fair & Rodeo. Aug. 15-17. Henry Tschob.
Thermopolis-High Springs Co. Fair Assn. Aug. 15-16. Alma Hayden.
Torrington-Goshute Co. Fair Assn. Aug. 21-23. P. B. Redfield.
Wheatland-Platte Co. Fair & Rodeo. Aug. 22-24. John Bellard.
Worland-Washakee Co. Fair Assn. Aug. 21-23. Jack Lowry.

Alaska

Fairbanks-Tahna Valley Fair Assn. Aug. 14-17. Babetta LaVoie.

CANADA

Alberta

Barhead-Barhead Exhn. Aug. 5-4. J. Justice.
Battle River-Battle River Exhn. Aug. 14-15. Hubert Dechbat.
Camrose-Camrose Exhn. Aug. 4-8. J. M. Stuart.
Cardston-Cardston Exhn. Aug. 15-18. Bert Gibb.
Dawson-Dawson Exhn. Aug. 28. Mrs. C. C. David.
Donnelly-Palmer-Groulxville . . . Donnelly-Palmer Groulxville Exhn. Aug. 7-8. Chas. C. Gault.
Goose Creek-Goose Creek Exhn. Aug. 13. David Hill.
Grand Centre-Grand Centre Agrl. Soc. Aug. 9. J. Blomhocker.
Hinton-Hinton Exhn. Prairie Co. Agrl. Soc. Aug. 3-8. Mrs. O. J. Adair.
High Prairie-High Prairie Exhn. Aug. 13-14. A. A. T. W.
Mayerthorpe-Mayerthorpe & Dist. Agrl. Soc. Aug. 20. J. E. Gustafson.
Millarville-Piddis-Millarville Agrl. Soc. Aug. 9. Mrs. Monica Graham.
Oletha Exhn. Aug. 9-8. G. Keller.
Pincher Creek-Pincher Creek Exhn. Aug. 18-20. Mrs. T. J. Hardy.
Pridde-Millarville - Pridde - Millarville Exhn. Aug. 9. Mrs. Monica Graham.
Red Deer-Red Deer Agrl. Soc. July 31-Aug. 2. F. M. Gibson.
Vegreville-Vegreville Exhn. July 28-30. R. C. O'Brien.
Vauxhall-Vauxhall Exhn. Sept. 18. R. C. Skrating.
Wainwright-Wainwright Exhn. July 28-30. Mrs. Doris Kirkwood.
Westlock-Westlock & Dist. Agrl. Soc. Aug. 6-7. Harvey Doherty.
Wildwood-Wildwood Exhn. Aug. 22. Mrs. Henry Schrader.

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w/ pompadour
\$1.60 doz.
\$18.00 gr.

FELT JOCKEY CAPS
w/ pompadour
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\$16.50 gr.

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Embroidered
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	Single Strand Pearls, \$3.95 (good for giveaway)	Doz. 1.75	
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	3-Strand Pearl Set, neck, earrings and bracelet in satin box	Doz. 8.40	
	Large 12" Plastic Crucifix, terrillo, hand, ind. boxed	Doz. 7.20	
	12-pc. heavy Aluminum Waterless Cookware, complete w/recipe, cookbook, \$49.50 value	Ea. 9.00	
	45-pc. unbreakable Melonami Dinnerware, guaranteed 5 yrs., ret. \$49.50	Ea. 14.50	
	New 4-Pen Desk Set with desk stand folder, 4 different colors	Doz. 7.20	
	Spray Atomizer Perfume, beautifully packaged in gold box, \$10.00 ticket	Doz. 9.00	
	4-pc. Kitchen Tool Set in rack, indiv. boxed, \$12.95 value, min. order 6	Ea. 1.55	
	Rhinestone Set necklace, bracelet and earring, satin boxed \$19.95	Ea. 3.00	
	India Carving Knife, 2-pc. hand carved, teakwood, kashmir, boxed	Ea. 6.50	

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30' Rope	\$16.00
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\$3.50
Dox.
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12" tall Vanity Lamp
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We manufacture lamps,
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British Columbia

Abbotsford—Central Fisher Valley Fall
Assn. Sept. 2-5
Agassiz—Agassiz Agri & Hort. Soc. Sept.
12-13
Alberni—Alberni Dist. Fall Fair, Sept. 6-6
Aldergrove—Aldergrove Agri. Assn.
Sept. 19
Armstrong—Interior Provincial Exhn. Sept.
17-20
Arrow Park—Arrow Park Agri. Assn. Aug.
20 & 21
Bella Coola—Bella Coola Fair Assn.
Sept. 1
Bridge Lake—Bridge Lake Farmers' Insti-
tute Aug. 30
Burns Lake—Lake Dist. Fall Assn. Sept. 6
Castlegang—Castlegang & Dist. Fall Fair
Sept. 19-20
Cawston—South Similkameen Fall Fair,
Sept. 4
Chase—Chase Fall Fair, Sept. 1
Chilliwack—Chilliwack Agri. Assn. Aug.
32-35
Cloverdale—Lower Fraser Valley Agri.
Assn. Sept. 12
Cobble Hill—Shawaginn-Cobble Hill Agri.
Assn. Sept. 1
Coombs—Aquamith Agri. Assn. Aug.
22-23
Country—Comox Valley Fall Fair, July
31-Aug. 2
Crawford Bay—Crawford Bay Fall Fair
Creston—Creston Valley Fall Fair Assn.
Sept. 6-8
Duncan Creek—Duncan Creek Exhn. Assn.
Sept. 1-4
Duncan—Cushman Agri. & Ind. Exhn.
Sept. 4-6
East Kelowna—East Kelowna Fall Fair,
Oct. 1-3
Edgewood—Incochokin Farmers' Agri. Fall
Fair
Fort Fraser—Fort Fraser Fall Fair,
Sept. 1
Fraser—Fraser Valley Fall Assn. Sept. 1
Othello—Suntina Coast Fall Fair, Aug.
19-26
Grand Forks—Grand Forks Fall Fair,
Sept. 5
Haney—Nespe Ridge Agri. Assn. Aug.
14-16
Hope—Hope & Dist. Fall Fair Assn.
Sept. 1
Invermere—East Kootenay Agri. & Ind.
Exhn. Aug. 22-23
Ladysmith—Ladysmith Soc. Aug. 16
Ladysmith—Ladysmith Agri. Assn. Sept.
15-16
Langley—Langley Agri. Assn. Sept. 8-6
Lillooet—Lillooet Fall Fair Assn. Sept.
15-19
Little Port—N. Thompson Fall Fair Assn.
Sept. 1
Louis Creek—North Thompson Fall Fair
Assn. Sept. 1
Luston—Metchosin Farmers' Institute Aug.
27-28
McBride—McBride Dist. Agri. Fall Assn.
Sept. 1
Mayne Island—Mayne Island Hort. Soc.
Aug. 21
Merrill—Nicola Valley Exhn. Assn. Sept. 1
Mission—Mission & Dist. Agri. Assn. Sept.
1
Neslamo—Yancouver Island Exhn. Assn.
Aug. 13-16
Nelson—Nelson Kootenay Agri. & Ind. Exhn.
Sept. 11-13
North Delta—North Delta Fall Fair, Sept.
15-20
North Pine—North Peace River Fall Fair,
Aug. 25
Peachland—Peachland Women's Institute
Aug. 25
Pemberton—Pemberton & Dist. Fall Fair,
Sept. 6
Penikese—Penikese Peach Festival Assn.
Aug. 7-9
Powell River—Powell River & Dist. Agri.
Assn. Sept. 25-27
Prince George—Prince George Agri. & Ind.
Assn. Aug. 28-Sept. 1
Queens—Cariboo Agri. & Hort. Assn. Sept.
1
Rock Creek—Rock Creek & Boundary Dist.
Fair Assn. Sept. 15
Roseland—Golden City Fall Fair Assn.
Aug. 31-32
Squamish—N. & B. Saanich Agri. Assn.
Aug. 30-Sept. 1
Sutton Arm—Sutton Arm Fall Fair Assn.
Sept. 21-25
Smithers—Bulky Valley Agri. & Ind. Exhn.
Assn. Aug. 22-23
Sooke—Sooke Fall Fair, Sept. 6
South Fork—South Burnaby Hort. Assn.
Sept. 1
Squamish—Squamish Valley Fall Fair, Sept.
1-5
Tasika—Tasika Agri. Assn. Sept. 27
Tasika—Kikialnet Fall Fair, Aug. 20
Victoria—Pacific Nat'l Exhn. Aug. 18-
Sept. 1
A. P. Morrow
Vancouver—Vancouver Hort. Soc. Sept. 16-
17
Victoria—Luston Agri. Fall Fair, Aug.
32-33
B. Blissett
Watch Lake—Watch Lake Fall Fair, Sept. 13
Westbank—Westbank Fall Board, Sept. 8
Westwood—Westwood Fall Fair, Sept. 1

Manitoba

Altona—Altona Exhn. Sept. 13
Arborg—Arborg Exhn. Aug. 11
Beauséjour—Beauséjour Exhn. Aug. 6
Bincineth—Bincineth Exhn. July 30
Birch—Birch Exhn. July 24
Elbow—Elbow Exhn. Aug. 6
Hedeshville—Hedeshville Exhn. Sept. 28
Kinross—Kinross Exhn. Oct. 2
Kinross—Kinross Exhn. Sept. 27
Plumas—Plumas Landowood Agri. Soc.
Aug. 1
M. J. Meulhe
Roblin—Roblin Exhn. Aug. 1
St. Agathe—St. Agathe Exhn. Oct. 16-18
St. Charles
St. Anne—St. Anne Exhn. Aug. 10
Trulon—Trulon Exhn. July 31
Waxsade—Waxsade Agri. Soc.
Mrs. Jay Renzie
Winkler—Winkler Exhn. Sept. 4

New Brunswick

Albert—Albert Fair, Sept. 17-18, W. A.
Stuart.
Bathurst—Glenelg Co. Fall Assn. Aug.
25-30
Allison
Chatham—Miramichi Exhn. Aug. 26-30
T. Terry
Fredericton—Fredericton Exhn. Sept. 1-4
W. R. Crawford
Gagetown—Gagetown Co. Fall Assn. Sept.
1-3
Tred Head
Mouth of Kennebec—Kennebec Fall, Sept.
17-20
St. Charles
At. Beal—Madawaska Regional Fall, Sept.
4-8
J. A. Gleason
St. John—St. John Exhn. Agri. Soc. Sept. 14
Jas. Beaulieu
St. John—St. John Exhn. Aug. 25-30
L. B. Blainie
St. Stephen—St. Stephen Agri. Exh. Aug.
18-25
M. W. Dimroser.

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DOLLS

FOR STICKS, not item... \$4.30 ea.
Container Doll in plastic case... 6.30 Ds.

TRAMP DRUM SATIN PIRATE
CLOWN MAJOR CLOWN DOLL

2" Tramp Clown, stuffed... \$1.80 \$2.60
2" Drum Major, stuffed... 1.80 2.60
2" Satin Clown... 1.80 2.60
2" Pirate Doll... 1.80 2.60
2" Fireman Doll... 1.80 2.60
4" Indian Doll, vinyl... 1.80 3.40
2" Sailor Doll... 1.80 3.40
Assorted Gross of Dolls... 21.80

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Pictou—Pictou & North Dolchester Exh.
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17-19. W. B. Gault.
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28-30. Alex Thomson.
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Aberfoyle—Aberfoyle Exh. Sept. 17-18.
Acton—Acton Exh. Sept. 16-20.
Alpena—Alpena Exh. Sept. 4-8.
Alvinston—Alvinston Exh. Sept. 26-27.
Ancaster—Ancaster Exh. Sept. 19-20.
Gordon Mackenzie.
Apex—Apex Exh. Sept. 8-9.
Arthur—Arthur Exh. Sept. 28-30.
Ashworth—Ashworth Exh. Sept. 24-26.
Avonmore—Avonmore Exh. Sept. 2-10.
Aylmer—Aylmer Exh. Aug. 18-20. H. R.
Laanbrook.
Aylton—Aylton Exh. Sept. 18-20. Mrs.
Myrtle Schear.
Barris—Barris Exh. Sept. 30-27. E. F.
Harvey.
Bar River—Bar River Exh. Sept. 24.
Bayfield—Bayfield Exh. Sept. 24-26.
Beaconsfield—Beaconsfield Exh. Aug. 31-25.
Beachburg—Beachburg Exh. Aug. 31-28.
Beausville—Beausville Exh. Sept. 4-8.
O. B. Annable.
Beaverton—Beaverton Exh. Sept. 11-18.
Beeton—Beeton Exh. Sept. 30-Oct.
Belleville—Belleville Exh. Aug. 11-14.
Belmont—Belmont Exh. Sept. 17. Mrs. J.
Z. Winderstein.
Bibb—Bibb Exh. Sept. 12-13.
David Wanders.
Bickston—Bickston Exh. Aug. 20-22.
Blyth—Blyth Exh. Sept. 16-17. Jack
Fambly.
Boboyseon—Boboyseon Exh. Sept. 28-27.
Bolln—Bolln Exh. Oct. 8-9.
Bonfield—Bonfield Exh. Sept. 13.
Bohvelva—Bohvelva Exh. Sept. 24.
Bracebridge—Bracebridge Exh. Sept. 11-13.
Mrs. Edith Simmon.
Brampton—Brampton Exh. Sept. 11-18.
Bridgen—Bridgen Exh. Sept. 10-Oct. 1.
Brighton—Brighton Exh. Aug. 25-27. Fred
Meyers.
Bruce Mines—Bruce Mines Exh. Sept. 26-27.
Brussels—Brussels Exh. Sept. 26-28.
Burford—Burford Exh. Oct. 11 and 18.
Buxton Falls—Buxton Falls Exh. Sept. 10-11.
Caledon—Caledon Exh. Sept. 18-20.
Caledonia—Caledonia Exh. Sept. 20-21.
Campionville—Campionville Exh. Sept.
23-24.
Carp—Carp Exh. Sept. 25-27. A. E. O'Garra-
nagh.
Centerville—Centerville Exh. Sept. 4.
Charlton—Charlton Exh. Sept. 9-10.
Chatsworth—Chatsworth Exh. Oct. 2-3.
Chesley—Chesley Exh. Sept. 8-9.
Chesleyville—Chesleyville Exh. Sept. 2-3.
Clarence Creek—Clarence Creek Exh.
Sept. 9-8.
Clarksburg—Clarksburg Exh. Sept. 16-17.
Clifford—Clifford Exh. Sept. 10-11.
Clute—Clute Exh. Sept. 2-3.
Cochrane—Cochrane Exh. Sept. 9-10.
Cobden—Cobden Exh. Sept. 28-24.
Coe Hill—Coe Hill Exh. Aug. 20-30. Albert
Vadir.
Coldwater—Coldwater Exh. Sept. 16-17.
Collingwood—Collingwood Exh. Oct. 3-4.
Comber—Comber Exh. Aug. 31-23.
Cookstown—Cookstown Exh. Sept. 10-30.
Delta—Delta Exh. Aug. 11-13.
Demingville—Demingville Exh. Oct. 1.
Derby—Derby Exh. Sept. 8.
Desboro—Desboro Exh. Sept. 16-18. Kenneth
E. Pritch.
Dorchester—Dorchester Exh. Oct. 4.
Drayton—Drayton Exh. Sept. 13 and 16.
Dresden—Dresden Exh. Aug. 30-28.
Drumbo—Drumbo Exh. Sept. 24-26.
Dryden—Dryden Exh. Aug. 27-28.
Dunbar—Dunbar Exh. Sept. 13-17.
Dundalk—Dundalk Exh. Sept. 24-26. Mrs.
A. D. Koehler.
Dugganston—Dugganston Exh. Oct. 1.
Marvin Durbin.
Durham—Durham Exh. Sept. 26-27.
Durham—Durham Fall Fair, Sept. 26-27.
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Elmvale—Elmvale Exh. Sept. 23-24.
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Eryn—Eryn Exh. Oct. 10-11 and 13.
Frankton—Frankton Exh. Aug. 26-30.
Exeter—Exeter Exh. Sept. 16-17. G. Clark
Fane.
Fairground—Fairground Exh. Sept. 26.
Fenwick—Welland Co. Agr. Soc. Sept. 6-13.
R. H. Travers.
Fergus—Fergus Exh. Sept. 8-9.
Feverham—Feverham Exh. Sept. 18-19.
Mrs. Russell Hudson.
Florence—Florence Exh. Sept. 24-24.
Fordwich—Fordwich Exh. Sept. 26-27.
Fossil—Fossil Exh. Sept. 16-17.
Fort William—Canadian Lumber Exh.
Aug. 4-9. W. Walker.
Galt—Galt Exh. Sept. 18-20.
Georgetown—Georgetown Exh. Oct. 8-4.
Glimco—Glimco Exh. Sept. 16-17.
Grand Valley—Grand Valley Exh. Sept.
30-27.
Hanover—Hanover Exh. Oct. 8-4.
Harleton—Harleton Exh. Sept. 17-18.
Harrow—Harrow Exh. Aug. 28-30. J. L.
Capstick.
Hearst—Hearst Agr. Soc. Sept. 1. Jerome
A. O'Connell.
Highgate—Highgate Exh. Oct. 10-11.
Huntsville—Huntsville Exh. Sept. 17-18.
Hymers—Hymers Exh. Aug. 20-Sept. 1.
Iderton—Iderton Exh. Sept. 27.
Ingersoll—Ingersoll Exh. Oct. 20-Sept. 1.
Iron Bridge—Iron Bridge Exh. Sept. 10-17.
Kemble—Kemble Exh. Sept. 10-17.
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Langston-Langston Exhn Oct. 1.
Lansdowne-Lansdowne Exhn Aug. 26-30
Leamington-Leamington Exhn July 30-
Aug. 2. Mrs. Ray Lockwood.
London-London Central Exhn. Sept. 17-
20. N. G. Wilson.
Lions Head-Lions Head Exhn Sept. 10-11.
Lisbon-Lisbon Exhn. Sept. 22-23. L.
Einer Beas.
Lombardy-Lombardy Exhn Sept. 17-18.
London-Weaver Fair Exhn. Sept. 4-13. E.
D. McCuan.
London-London Exhn. Sept. 13-24.
McDonalds-Cornets-McDonalds Cornets
Exhn. Sept. 26.
McKellar-McKellar Exhn. Sept. 18-20.
Mabely-Mabely Exhn. Sept. 23-24.
Macon-Macon Exhn. Oct. 7-8.
Magnetawan-Magnetawan Exhn. Sept.
12-13.
Manitowaning-Manitowaning Exhn. Oct.
2-3.
Marquette-Marquette Exhn. Sept. 11-12.
Marathon-Marathon Exhn. Oct. 2-4.
Marjona-Marjona Exhn. Aug. 30-Sept. 1.
Massey-Massey Agr. Soc. Sept. 18-20. Rev.
B. Scott.
Matheson-Matheson Exhn. Sept. 6-10.
Maitland-Maitland Exhn. Sept. 18-20.
Meadford-Meadford Exhn. Sept. 15-20.
Melbourne-Melbourne Exhn. Sept. 17-18.
Merlin-Merlin Exhn. Sept. 17-18.
Merrieville-Merrieville Exhn. Sept. 8-6.
Metcalfe-Metcalfe Exhn. Oct. 2-4.
Middleville-Middleville Exhn. Oct. 1.
Midland-Midland Exhn. Sept. 11-13.
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Milverton-Milverton Exhn. Sept. 18-20.
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Mitchel-Mitchel Exhn. Sept. 23-24.
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20.
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Mount Forest-Mount Forest Exhn., Sept.
17-18.
Munsey-Munsey Exhn., Oct. 8.
Murrillo-Murrillo Exhn., Aug. 21-23.
Napapan-Napapan Exhn. Sept. 1-3. L. R.
McCuan.
Napan-Napan Exhn. Aug. 18-16.
New Hamburg-New Hamburg Exhn. Sept.
22-23.
New Lakeside-New Lakeside Exhn. Sept.
11-13. G. C. Krick.
Newington-Newington Exhn. Sept. 3-3.
M. W. Reimer.
Newstead-Newstead Exhn. Sept. 13-18.
Newville-Newville Exhn. Sept. 28.
Norwich-Norwich Exhn. Sept. 10-20.
Norwood-Norwood Exhn. Oct. 10-11 and
12.
Oakwood-Oakwood Exhn. Sept. 10-18. W.
E. Widde.
Odesa-Odesa Exhn. Sept. 8-10.
Oshawco-Oshawco Exhn. Sept. 10-20.
Orangeville-Orangeville Exhn. Sept. 10-12.
Orillia-Orillia Exhn. Sept. 20-Oct. 1. C. R.
Basson.
Orto-Orto Exhn. Sept. 8-10.
Orono-Orono Exhn. Sept. 8-8.
Oshawa-Oshawa Exhn., Aug. 14-14.
Ottawa-Central Canada Exhn. Aug. 6-12.
J. K. Clarke.
Owen Sound-Owen Sound Exhn. Oct. 2-2.
Arthur Lemon.
Palley-Palley Exhn. Sept. 18-16.
Palmerston-Palmerston Exhn. Sept. 18-18.
Parham-Parham Exhn. Sept. 13.
Parryville-Parryville Exhn. Sept. 18-19.
Petersburgh-Petersburgh Ltd. Exhn.
Aug. 4-9. R. R. Stewart.
Perth-Perth Exhn. Aug. 29-Sept. 1.
Petrolia-Petrolia Exhn. Sept. 8-8.
Picton-Picton Exhn. Sept. 10-12. Philip
Dodd.
Porcupine-Porcupine Exhn. Sept. 4-8.
Port Hope-Port Hope Exhn. Sept. 12-13.
Port Hope-Port Hope Exhn. Aug. 29-30.
Port Perry-Port Perry Exhn. Aug. 30-
Sept. 1.
Powangon-Powangon Exhn. Sept. 6-10.
Providence-Providence Bag Exhn.
Sept. 18-19.
Rainy River-Rainy River Exhn. Aug. 14-
16. Mrs. Florence Croxford.
Ramona-Ramona Exhn. Sept. 26.
Rantoul-Rantoul Exhn. Sept. 10-12.
Riceville-Riceville Exhn. Sept. 10-20.
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Ripley-Ripley Exhn. Sept. 26-27.
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Rockton-Rockton Exhn. Oct. 11 and 12.
Roodney-Roodney Exhn. Sept. 23-24.
Roussell-Roussell Exhn. Sept. 26-27.
Rousesau-Rousesau Exhn. Sept. 12.
Russell-Russell Exhn. Sept. 12-13.
St. Mary-St. Mary Exhn. Oct. 5-8.
Seaford-Seaford Exhn. Sept. 18-18.
Bertha Exhn. - Bertha Bertha Exhn.
Sept. 13.
Shannonville-Shannonville Exhn. Sept.
12-13.
Shedden-Shedden Exhn. Sept. 19-20.
Shelburne-Shelburne Exhn. Sept. 19-20.
John.
Simcoe-Simcoe De Fair Assn. Oct. 6-11.
Smithville-Smithville Exhn. Aug. 23-23.
South Mountain-South Mountain Exhn.
Sept. 4-5.
South River-South River Exhn. Sept.
18-18.
Spencerville-Spencerville Exhn. Sept.
12-13.
Spurdeale-Spurdeale Exhn. Sept. 19-20.
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Fried-25¢ doz. NET-F.O.B. Newark.
25% Deposit on C.O.D. Orders.

LOUIS SALES COMPANY
1714 North Shawan Road, Newark, Mass.
Telephone: RIVER 8-2811

IF THE BLADE DOESN'T LOCK IN PLACE
YOU HAVEN'T THE ORIGINAL SWISS PRECISION MADE

BLITZHACKER
(LIGHTNING FOOD CHOPPER)

FULLY AUTOMATIC
Accept no substitutes

ORIGINAL
U. S. Pat. #2,782,826

**A REAL FLASH
EVERYONE A WORKER**

4 COLORS

Queer Red Green and Yellow

- * Blade revolves with each top of the handle
- * Stainless Steel Blades
- * Solid Aluminum Handle
- * Extra Heavy Plastic Housing
- * Bottom and Top Screw Together
- * 6 Sharp Cutting Blades
- * Multiple Colored Boxes

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MOORE PHOTO CO.
Jersey City, N. J.

NO TERRITORIES — NO CONTRACTS.
Unlimited Production. Same Price to Everyone. Samples Sent on Request.
WIRE-WRITE—PHONE FOR PRICES.

NEW-NEL KITCHEN PRODUCTS CO.
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**WHALE OF
A BUY**

**75¢
EACH**

ONE PIECE PLASTIC HANDLE
Close Red Shade • Approx. 5 ft.
Multi-color space wrap • Authentic
Fish shape • Regulation 1lb •
Packed 50 to master carton • No
less sold 25% deposit money order
or bank check with odds, balance
C.O.D., F.O.B. Chicago.

COOK BROS. 1020 W. Randolph
Street
Chicago, Ill.

GIANT RINGS

Black & Silver
WOLF HEAD-SKULL WILDCAT
Regularly \$24.00. SPECIAL \$14.00 G.P.
Necklaces—5 Styles (Beaufort), \$8.00
dt. \$21.40 gr. Pins, \$1.80 retailer \$1.90
dt. \$14.40 gr. Amusing Key Chains, \$1.00
retailer, \$2.00 dt. \$23.25 C. Wildwood
Cuff Link & Tie Slide Sets, \$1.60 dt.
\$34.60 gr. WE MANUFACTURE
**TRUSS HEADS—Jobsites, Wells for Set-
Up. Samples of all items, \$5.00. Money
Back Guarantee always.**

E. M. MURRY
67-83 152nd St.
Flushing 67, New York, N. Y.

**Knock
Knock
That's
OPPORTUNITY
check the
CLASSIFIED SECTION
this issue**

Illustration of a man knocking on a door.

FABULOUS PROFITS!

Imported Bird Pictures made of real
feathers in breathtaking detail & colors
are made by the finest craftsmen in the
Trade. Also hand-painted Still Pictures
and hand-brooded Pictures from the
Orient. Free brochures.

**WE ARE MANUFACTURERS ALL
KINDS PAUL TICKET CARDS
• TIP CARDS •
• BASEBALL CARDS •**
at very reasonable prices.
Phone: Wheeling—E-Eds 34123.
COLUMBIA SALES CO.
382 Adams St. Wheeling, W. Va.

Economy Bird. Co.
86225 Lankershim, N. Hollywood, Calif.

CLASSIFIED ADS FOR BUYERS and SELLERS

Acts, Songs, Gags

ANNOUNCING THE NEW ADDITIONS TO THE SHOW-BIZ Comedy Library...

"RICH AND RARE" OVER 1,000 ALL NEW Classified Gags... 1000 PROFESSIONAL COMEDY LINES...

Agents, Distributors Items

ABAIONE SHELL, CORAL, CUTSHELL, Mother of Pearl... ATTRACTIVE HAND PAINTED CIGARETTE HOLDERS...

FAMOUS MFR. CLOSETS

Assorted Silver Brooches... Stained & Tallered Earrings... FAMOUS MFR. CLOSETS...

FAST SELLING COMBINATION SHARPENER TOOL

German "Combi" Scope... E. P. FITZPATRICK CO.

HOISERY - LOW PRICES LADIES' MEN'S

Children's Ladies' Hoisery... Slightly Imperfect Nylons... JOBBERS INVITED - SEND FOR SAMPLE...

MORE BUYERS Will Stop and Read

YOUR AD If you use a DISPLAY AD RATE ONLY \$14 per inch

SAVE 50% ON CHRISTMAS CARDS WITH music designs

Records, records, records... JEWELRY CLOSETS

ATTENTION, SHOWMEN

World's largest, most complete Reptile Dens... ASSURE YOURSELF OF QUALITY STOCK

NEW ENGLAND JEWELRY BUYERS

124 Empire St. Dept. B. Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS

Start your own business... BE INDEPENDENT START YOUR OWN BUSINESS...

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 3 pt. upper and lower case. RATE: 25c 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, 1 1/4 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

NEW 1938 GOODYEAR HAND VACUUM Cleaner with attachments... BUY WITH CONFIDENCE FROM THE OLD...

RUN A SPARETIME GREETING CARD and Gift Shop... SPILL MEN'S PRODUCTS - COMBS, WOVEN...

SHELL LAMPS, ABALONE AND CONCH... SPORTS SHACKET AND SETS NEW FOR SPORTS... STINKBOOMS - POPULAR HIGH PROFIT

TOP ACTION BALL POINT PENS... YOUR PHOTO ON STAMPS... ANIMALS, BIRDS, SNAKES

ACCLIMATED ADULT BIRDS, ANIMALS... ADDRESS FOR REPTILES, ANIMALS AND BIRDS... AFRICAN PATHON, 10 FT. FEATHER

Wanted: COIN MACHINE OPERATORS... Miniature Circus for Sale or Lease... Wanted: FOUR OR MORE RIDES

Wanted: COIN MACHINE OPERATORS... Miniature Circus for Sale or Lease... Wanted: FOUR OR MORE RIDES

Black Bear Cubs, Tame, Tiny... B.F.A.R.C. 890 each Yearling Cinnamon Bear Cub...

CUSTOM BUILT CLOSETTERS AND WAGONS... THIS IS A 14 LINE AD FOR ONLY \$14

CHIMPANZEE-FEMALE, 13 MOOS, WEIGHS 78 lbs... MOST APPEALING LEOPARD SEALS, SEA LIONS...

PARAKEETS, 40 UP: MINIMUM ORDER 25 birds... PARAKEETS, 40 UP: THOUSAND ON HAND

THIS WEEK'S SPECIAL BIG TOG... BUSINESS OPPORTUNITIES

AMUSEMENT PARK - LOCATED IN FLOYD COUNTY... FOR SALE - KIDDELL-AND DRIVE IN

ADULT CHAIRLAIN, 2525: KIDDIE GASOLINE TRAIN... ALIAN HERSCHELL KIDDIE MERRY-GO-ROUND

ALIAN RIDES IN GOOD CONDITION... ALIUMINUM ANIMALS FOR CAROUSELS

FOR SALE - BURNING AILEY ILLUSION... FOR SALE - ELI'S WHFET WITH STEEL

FOR SALE - MUSEUM, ANATOMY, ALSO FOR SALE - 3 wheeled Baby, HANAMA, 1000...

FOR SALE - UNBORN EXHIBIT, 33 JARS... HAVE TIME FOR TRADE - SEE IN OPERATION on show...

LONG RANGE ON CHEV STRAIGHT TRACK... MECHANICAL "TEN NIGHTS IN A BAR-ROOM"...

MERRY-GO-ROUND HORSES - ALL SIZES... TENTS - 40x60, 60x100; WILL SACRIFICE

TRAINS - ALL SIZES GAUGES, TYPEN new, used, custom built... TWO 1937 NO. 3 RIT WHEELS

UNICYCLES - NEW, CHROME BALL BEARING... 101X41 PORTABLE RICE COMPLETER

Help Wanted MALE WANTED - ONE WHO HAS HAD EXPERIENCE in training and calling wild birds...

Instructions & Schools LEARN AUCTIONEERING - THRM MONTH COURSE... Magical Supplies

BE A MAGICIAN: LARGE PROFESSIONAL... NEW 152 PAGE ILLUSTRATED CATALOG

Miscellaneous BINGO SUPPLIES OF ALL KINDS... BOOKS, ONE DOLLAR NAME YOUR WORK

Photo Supplies and Developing HALL TOBIN FORMERLY OF MORRIS

Printing ALWAYS FASTEST SERVICE - 1922 Winslow non-binding 3 color poster...

Talent Wanted WANTED - AMBITIOUS POPULAR SONG WRITER...

WANTED - SHOW GIRLS GOOD PAID, guaranteed three months Joe Specio, Diamond Horsehoe, 2301 Fourth, Miami, Fla.

Tattooing Supplies

FOR SALE - PHILADELPHIA TOBOGOG...
Scales - Scales - Scales - Scales - Scales - Scales

Trucks, Trailers, Accessories

COURTNER TRAILER, NEW, ALL STEEL...
Wanted to Book Carnival Wanted

Wanted to Book Carnival Wanted

Lapaz Lions Club Aug. 20-23 or 27-30

Wanted to Book - Carnival Concessions

FOR ANNOUNCING - PHILADELPHIA TOBOGOG...
COIN MACHINES Parts, Supplies

COIN MACHINES

OPERATORS OF EARLY MODEL EXHIBIT...
Used Equipment

Used Equipment

THE BILL, ALLEN'S PHILA. TOBOGOG...
HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD



Type or print your copy in this space

Check the heading under which you want your ad placed:
Acts, Songs, Gags
Advertising Specialties

Miscellaneous
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Music, Records, Accessories
Coin Machine Headings
Help Wanted
Opportunities
Parts, Supplies
Positions Wanted

Talent Availabilities Headings
Agents and Managers
Bands and Orchestras
Dramatic Artists

Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD - 20c a word. Minimum \$4
DISPLAY CLASSIFIED AD - \$1 per agate line One Inch \$14 (14 agate lines to 1 Inch)

Talent Availabilities AD - \$c a word. Minimum \$1
Classified and all Talent Availabilities ads to be paid for in advance.

The Billboard, 2160 Patterson St. Cincinnati 22, Ohio
Please insert the above ad in this issue

NAME I enclose remittance of
ADDRESS remittance of
CITY STATE \$

FOR SALE - PHILADELPHIA TOBOGOG...
Scales - Scales - Scales - Scales - Scales - Scales

Wanted to Buy
WANTED - MASTER BALL GUM VENDORS...
THE BILLBOARD, CINCINNATI 22, O.

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.

Miscellaneous
EXPERIENCED LADY WOULD LIKE JOB...
TATTOO ARTIST - ROBER, RELIABLE...

Musicians
A-1 ORGANIST FOR LOUNGE, RINK...
CLARINET DOUBLING TENOR SAX...

Musicians
DORSEY, TEAGARDEN, DIXIE...
DRUMMER - CUSTOM 2 BASS SET NEAT...

Musicians
DRUMMER - DOUBLE VOCALS SOLD...
GIRL SAX PLAYER AVAILABLE - BIG...

Musicians
PIANO MAN - GUARANTEE TO HANDLE...
TAKE-OFF GUITARIST, VOCALIST...

Outdoor Acts and Attractions
AERIAL CLOUD SWING, BALANCING...
BALLOON ASCENSIONS, PARCHEUTE...

Outdoor Acts and Attractions
BOYER'S WESTERN REVUE - PERFORM...
"CRASH" BROWN, KING OF THE WORLD'S...

Outdoor Acts and Attractions
BIOR FIRE DIVE SEMBRELAT, SHARP...
OLD TIME BALLOON ASCENSION FOR...

Outdoor Acts and Attractions
OLDEST AUTO-CYCLES STUNTSMAN - 22...
OUTSTANDING PLATFORM TRAPEZE...

Outdoor Acts and Attractions
NAYS CIRQUE REVUE - SIX PONIES...
PLATFOM ACROBATIC ACT - TERRIFIC...

Outdoor Acts and Attractions
SUPER ANIMAL ACT AND TRAMPOLINE...
THREE COMEDY ACTS - ONE OR ALL...

Outdoor Acts and Attractions
VAUDEVILLE ARTISTS
FEMATE IMPERSONATION ACT OPEN...

VAUDEVILLE ARTISTS
FEMATE IMPERSONATION ACT OPEN...

SHEPMAN DUPLEX STAMP MACHINES...
Fair Dates

Quebec
Amqui-Amqui Exh. Aug 8-11 J. R. Bellie
Ayrer-Ayrer Exh. Sept. 12-13 R. J. Wood Edy
Ayers Cliff-Ayers Cliff Exh. Aug. 21-23 Mrs. Elsie G. Gony

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St. Jean-St. Jean Exh. Aug. 10-Sept. 1. J. R. Annand

St. Jean-St. Jean Exh. Aug. 10-Sept. 1. J. R. Annand
St. Jovite-St. Jovite Exh. Aug. 20-21. St. Roland Desjardins

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ATTENTION, ENGRAVERS!
New 21c, 24c, 26c, 30c, 36c, 42c, 48c, 54c, 60c, 66c, 72c, 78c, 84c, 90c, 96c, 102c, 108c, 114c, 120c, 126c, 132c, 138c, 144c, 150c, 156c, 162c, 168c, 174c, 180c, 186c, 192c, 198c, 204c, 210c, 216c, 222c, 228c, 234c, 240c, 246c, 252c, 258c, 264c, 270c, 276c, 282c, 288c, 294c, 300c, 306c, 312c, 318c, 324c, 330c, 336c, 342c, 348c, 354c, 360c, 366c, 372c, 378c, 384c, 390c, 396c, 402c, 408c, 414c, 420c, 426c, 432c, 438c, 444c, 450c, 456c, 462c, 468c, 474c, 480c, 486c, 492c, 498c, 504c, 510c, 516c, 522c, 528c, 534c, 540c, 546c, 552c, 558c, 564c, 570c, 576c, 582c, 588c, 594c, 600c, 606c, 612c, 618c, 624c, 630c, 636c, 642c, 648c, 654c, 660c, 666c, 672c, 678c, 684c, 690c, 696c, 702c, 708c, 714c, 720c, 726c, 732c, 738c, 744c, 750c, 756c, 762c, 768c, 774c, 780c, 786c, 792c, 798c, 804c, 810c, 816c, 822c, 828c, 834c, 840c, 846c, 852c, 858c, 864c, 870c, 876c, 882c, 888c, 894c, 900c, 906c, 912c, 918c, 924c, 930c, 936c, 942c, 948c, 954c, 960c, 966c, 972c, 978c, 984c, 990c, 996c, 1002c, 1008c, 1014c, 1020c, 1026c, 1032c, 1038c, 1044c, 1050c, 1056c, 1062c, 1068c, 1074c, 1080c, 1086c, 1092c, 1098c, 1104c, 1110c, 1116c, 1122c, 1128c, 1134c, 1140c, 1146c, 1152c, 1158c, 1164c, 1170c, 1176c, 1182c, 1188c, 1194c, 1200c, 1206c, 1212c, 1218c, 1224c, 1230c, 1236c, 1242c, 1248c, 1254c, 1260c, 1266c, 1272c, 1278c, 1284c, 1290c, 1296c, 1302c, 1308c, 1314c, 1320c, 1326c, 1332c, 1338c, 1344c, 1350c, 1356c, 1362c, 1368c, 1374c, 1380c, 1386c, 1392c, 1398c, 1404c, 1410c, 1416c, 1422c, 1428c, 1434c, 1440c, 1446c, 1452c, 1458c, 1464c, 1470c, 1476c, 1482c, 1488c, 1494c, 1500c, 1506c, 1512c, 1518c, 1524c, 1530c, 1536c, 1542c, 1548c, 1554c, 1560c, 1566c, 1572c, 1578c, 1584c, 1590c, 1596c, 1602c, 1608c, 1614c, 1620c, 1626c, 1632c, 1638c, 1644c, 1650c, 1656c, 1662c, 1668c, 1674c, 1680c, 1686c, 1692c, 1698c, 1704c, 1710c, 1716c, 1722c, 1728c, 1734c, 1740c, 1746c, 1752c, 1758c, 1764c, 1770c, 1776c, 1782c, 1788c, 1794c, 1800c, 1806c, 1812c, 1818c, 1824c, 1830c, 1836c, 1842c, 1848c, 1854c, 1860c, 1866c, 1872c, 1878c, 1884c, 1890c, 1896c, 1902c, 1908c, 1914c, 1920c, 1926c, 1932c, 1938c, 1944c, 1950c, 1956c, 1962c, 1968c, 1974c, 1980c, 1986c, 1992c, 1998c, 2004c, 2010c, 2016c, 2022c, 2028c, 2034c, 2040c, 2046c, 2052c, 2058c, 2064c, 2070c, 2076c, 2082c, 2088c, 2094c, 2100c, 2106c, 2112c, 2118c, 2124c, 2130c, 2136c, 2142c, 2148c, 2154c, 2160c, 2166c, 2172c, 2178c, 2184c, 2190c, 2196c, 2202c, 2208c, 2214c, 2220c, 2226c, 2232c, 2238c, 2244c, 2250c, 2256c, 2262c, 2268c, 2274c, 2280c, 2286c, 2292c, 2298c, 2304c, 2310c, 2316c, 2322c, 2328c, 2334c, 2340c, 2346c, 2352c, 2358c, 2364c, 2370c, 2376c, 2382c, 2388c, 2394c, 2400c, 2406c, 2412c, 2418c, 2424c, 2430c, 2436c, 2442c, 2448c, 2454c, 2460c, 2466c, 2472c, 2478c, 2484c, 2490c, 2496c, 2502c, 2508c, 2514c, 2520c, 2526c, 2532c, 2538c, 2544c, 2550c, 2556c, 2562c, 2568c, 2574c, 2580c, 2586c, 2592c, 2598c, 2604c, 2610c, 2616c, 2622c, 2628c, 2634c, 2640c, 2646c, 2652c, 2658c, 2664c, 2670c, 2676c, 2682c, 2688c, 2694c, 2700c, 2706c, 2712c, 2718c, 2724c, 2730c, 2736c, 2742c, 2748c, 2754c, 2760c, 2766c, 2772c, 2778c, 2784c, 2790c, 2796c, 2802c, 2808c, 2814c, 2820c, 2826c, 2832c, 2838c, 2844c, 2850c, 2856c, 2862c, 2868c, 2874c, 2880c, 2886c, 2892c, 2898c, 2904c, 2910c, 2916c, 2922c, 2928c, 2934c, 2940c, 2946c, 2952c, 2958c, 2964c, 2970c, 2976c, 2982c, 2988c, 2994c, 3000c, 3006c, 3012c, 3018c, 3024c, 3030c, 3036c, 3042c, 3048c, 3054c, 3060c, 3066c, 3072c, 3078c, 3084c, 3090c, 3096c, 3102c, 3108c, 3114c, 3120c, 3126c, 3132c, 3138c, 3144c, 3150c, 3156c, 3162c, 3168c, 3174c, 3180c, 3186c, 3192c, 3198c, 3204c, 3210c, 3216c, 3222c, 3228c, 3234c, 3240c, 3246c, 3252c, 3258c, 3264c, 3270c, 3276c, 3282c, 3288c, 3294c, 3300c, 3306c, 3312c, 3318c, 3324c, 3330c, 3336c, 3342c, 3348c, 3354c, 3360c, 3366c, 3372c, 3378c, 3384c, 3390c, 3396c, 3402c, 3408c, 3414c, 3420c, 3426c, 3432c, 3438c, 3444c, 3450c, 3456c, 3462c, 3468c, 3474c, 3480c, 3486c, 3492c, 3498c, 3504c, 3510c, 3516c, 3522c, 3528c, 3534c, 3540c, 3546c, 3552c, 3558c, 3564c, 3570c, 3576c, 3582c, 3588c, 3594c, 3600c, 3606c, 3612c, 3618c, 3624c, 3630c, 3636c, 3642c, 3648c, 3654c, 3660c, 3666c, 3672c, 3678c, 3684c, 3690c, 3696c, 3702c, 3708c, 3714c, 3720c, 3726c, 3732c, 3738c, 3744c, 3750c, 3756c, 3762c, 3768c, 3774c, 3780c, 3786c, 3792c, 3798c, 3804c, 3810c, 3816c, 3822c, 3828c, 3834c, 3840c, 3846c, 3852c, 3858c, 3864c, 3870c, 3876c, 3882c, 3888c, 3894c, 3900c, 3906c, 3912c, 3918c, 3924c, 3930c, 3936c, 3942c, 3948c, 3954c, 3960c, 3966c, 3972c, 3978c, 3984c, 3990c, 3996c, 4002c, 4008c, 4014c, 4020c, 4026c, 4032c, 4038c, 4044c, 4050c, 4056c, 4062c, 4068c, 4074c, 4080c, 4086c, 4092c, 4098c, 4104c, 4110c, 4116c, 4122c, 4128c, 4134c, 4140c, 4146c, 4152c, 4158c, 4164c, 4170c, 4176c, 4182c, 4188c, 4194c, 4200c, 4206c, 4212c, 4218c, 4224c, 4230c, 4236c, 4242c, 4248c, 4254c, 4260c, 4266c, 4272c, 4278c, 4284c, 4290c, 4296c, 4302c, 4308c, 4314c, 4320c, 4326c, 4332c, 4338c, 4344c, 4350c, 4356c, 4362c, 4368c, 4374c, 4380c, 4386c, 4392c, 4398c, 4404c, 4410c, 4416c, 4422c, 4428c, 4434c, 4440c, 4446c, 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7026c, 7032c, 7038c, 7044c, 7050c, 7056c, 7062c, 7068c, 7074c, 7080c, 7086c

Average 32% in Sales Lost to 'Winners,' Claim 1 in 3 Ops

Prize Machines Called Unfair by More Than Half of 91 Legit Firms

By FRANK SHIRAS

CHICAGO—Competition from winner ball machines has hurt their businesses, reported 34 out of 91 legitimate operators. The average loss in gross receipts was estimated at 32 per cent. There were 22 operators who said winner balls have not affected their sales, and 35 did not answer the question.

Forty-eight, or more than half the 91 operators, consider them unfair competition. Concentrations of winner balls were reported in nine of the 33 States represented in The Billboard's recent survey. (See issue of July 21.) This is probably why some of the 48 operators who consider winner balls unfair competition nevertheless reported that their businesses haven't suffered because of them.

The mere handful to a few hundred winner ball machines reported in different States do not number enough to affect most operators not using them. There were 14 operators of the 91 who do not consider winner balls unfair, and 29 did not reply to this question.

Few Estimates

Relatively few operators gave estimates on how much more profitable a \$10 and \$250 winner ball machine is compared to a standard vendor. This is understandable since none of the 91 reported using winner balls, and thus would have no first-hand experience. Twenty-two operators said that the \$10 winner ball machine is an average 70 per cent more profitable, and 10 operators estimated the \$250 machines as an average 100 per cent more profitable than normal machines.

While 66 of the 91 operators said that their routes have grown over the past year alone, only 38 contended that winner ball machines have multiplied in their areas during the six-year median average they have been in business. This is probably why operators are primarily concerned over the danger of winner balls to the in-

2D IN WINNER BALL SERIES

This is the second of a three-part series on winner ball operations as reported by 101 bulk vending operators representing 93 States.

The two accompanying stories break the 101 total into the 91 operators who reported they do not use winner ball machines and the 10 who reported that they do.

The chief point of last week's article was the consensus of reporting operators that winner balls are both a threat to the industry and should not be ignored.

dustry. (See issue of July 21.) Almost twice as many operators have been able to increase their routes as have lost business because of winner ball competition.

Charms Sell

The majority of operators answering the question have no complaint with the sales pull of charms. There were 47 operators who reported that manufacturers are making charms that sell well, and 36 who claim they could do a better job. However, there were 27 operators who said that a ball gum-charm machine does not outsell a winner ball machine, as opposed to 16 who claimed that it does. The remainder expressed no opinion.

Most of the operators responding to the question reported that both the \$10 and \$250 winner ball machine is primarily spotted in locations patronized heavily by children. While a number said that the machines are put in locations with traffic in adults as well as children, very few reported them in primarily adult spots.

Sanitation

Only five operators out of the 101 total said that there were sanitation laws in their areas pro-

(Continued on page 88)

CHICAGO—Winner ball machines are legal in their areas, said six out of 10 operators who use them on their routes. Two operators said they are illegal, and one did not respond to this question specifically.

Five of the 10 operators said they pay no federal taxes on their machines, and the other half did not answer this question. With a single exception, all the operators understand federal taxation provisions relating to bulk vending. That operator was unacquainted with federal gaming laws.

Don't Jeopardize

The majority of these operators do not think that winner balls jeopardize the bulk vending industry. They also believe it would be best if the existence of winner balls were ignored by all.

Only one operator reported there were local laws forbidding the mixture of ball gum with charms. All the rest said there were no laws of any kind which they felt had an adverse effect upon local bulk vending operations.

These 10 operators are part of a group of 101 responding to a recent nationwide questionnaire sent out by The Billboard. Most of them are full time, have a medium average of 700 machines, and have been in business a median average of seven years.

Median Average

The median average winner ball machines on their routes reported by these operators was 100, or about 1/7 of the total machines on their routes. These 10 operators are headquartered in 10 different States from widely different regions of the country.

On three other pertinent points there is no clear majority opinion of these 10 operators. Their answers are almost evenly split on questions of whether they feel manufacturers have been successful in bringing out charms that sell well, whether a ball gum-charm machine generally outsells a winner ball machine, and whether they use winner ball because business is poor.

Eight operators reported that they give either a 5-cent candy bar or 5 cents in trade in exchange for a winner ball. One operator said that he gave prizes

(Continued on page 88)

NVA Offer of New Insurance Ends Aug. 15

CHICAGO—Application deadline for National Vendors Association's new life insurance policy has been extended until August 15, said Sylvan Lipshutz, insurance agent, last week.

At present NVA has 30 signed applications and promises for 20 more, he continued. Mid-August will terminate the offer for the \$10,000 policy, he advised.

Lipshutz said that the plan is the best offered to an association the size of NVA. Principal features are low cost and a waiver of physical examination. Employee NVA members may carry half the insurance at half the premium. (See The Billboard, May 12.)



PROFILE OF WEEN

Basically an Individualist

RAY GREINER

... strummed the banjo

"DECK'S BAD BOY" was the name of one of innumerable names I shows traveling the country in the last century. Toward the turn of the century a husband and wife team that had spent many years with the acting group packed away their costumes for good one day and settled in Morris, Ill., a rural hamlet.

In 1905, a son, Will Raymond Greiner, was born. He was raised in the little community, where he was known as Boots to the town people. When he reached manhood he chose the country way of life to the exodus of the young American adult to big cities that has characterized our century. He has seen Morris prosper and grow into a community that numbers 8,500 at present. The Illinois River that flows past Morris has been a tremendous boon to the town. Trucks from all over Southern Illinois haul grain to the city, where it is loaded on barges and sent up the river to Chicago. In the fall the town is jammed with lines of trucks waiting to dump their grain into the chutes that fill the barges.

Homes of Northwestern

Morris also has a paper mill, two rubber plants, a carton factory and The Northwestern Corporation. Early in the century one Ernest A. Bolen set up a cigar trade specialties factory in Morris because of the easy accessibility of required metals from a foundry in the town. Eventually the company began making little machines that sold peanuts from glass globes at a penny. The venture proved so successful that Northwestern concentrates upon production of bulk vending machines and is now one of the largest manufacturers in the country. Ray Greiner is sales manager of the firm, and is a boyhood friend of Waldo Bolen, president of the company.

Before working for Northwestern, Greiner played in bands touring Illinois and Indiana. The bands were generally composed of piano, drums, bass horn, trumpet, saxophone, and banjo. Live music was coming up strong, recalls Greiner, and people generally danced.

(Continued on page 88)

BULK BANTER

By CAMERON DEWAR

Despite the shadow of the recession which still hangs over some phases of business in this Yankee stronghold, it would appear that the bulk vending business has been missed up until now. And from the way a few straws in the wind blow, it looks as tho it may not touch this field. Many operators seem to be meeting the situation head on. They are meeting it in the best possible way, with increased volume. Many are putting out more machines in an effort to forestall any drop in the over-all picture.

There also are signs that the 25-cent charm machines—which were a bit slow in catching up in these parts—will work into a highly profitable line for those who have had the foresight to take on this line. The machines are proving attractive not only to younger people but to grown-ups as well. Operators say that with some intelligent selection, this line of machines, even with their higher initial cost, can prove a sound investment. Another sign of awakening is the slow but steady appearance of multiple vendors in supermarkets. This is a line that has lagged in this area, but it seems as tho it is finally beginning to take hold.

A distributor well-established in his spot, will be found in a new location after August 1. He is Albert Horvit, of the American Nut & Chocolate Company, which has been doing business at 880 Columbus Avenue, Boston. . . . The new address will be 1061-1063 Tremont Street, Boston. The move is being made to a more convenient location. The firm has always been in the area except for five years

when it did business at the present location.

Horvit finds, despite talk of slump, that business is even a bit up over last year. He also feels that there is a better type of operator coming into the business. He treats bulk vending more like a business, than some who were in it previously. . . . Another element that has helped, he thinks, is exposure of blue sky promises. When people went to pick up machines, they were found to be inferior and promised improved to be non-existent. Horvit roasts his own nuts and is the Acorn line of machines.

Edward Flanagan, distributor, Northwestern Sales & Service, is optimistic about the state business locally. . . . He has a pick-up in the 25-cent line. (Continued on page 88)

Price Gets Rights To King Features Comic Characters

NEW YORK—Paul A. local charm manufacturer, announced he has been granted rights to reproduce in charms novelty form the entire King Features Syndicate file on comic personalities.

Negotiations for these rights began early this year. The first features character to be used in charms will be Popeye, a man of some note. The one-eyed fisherman's pick-up will be an animated and reproduced in flicker play style.

Release date of the first charm has not been determined.

FTC Puts Rein on Atlas 'Deception'

WASHINGTON—A Federal Trade Commission hearing examiner last week (24) issued an order which would prohibit three Cleveland, O., bulk vending machine companies from using exaggerated earnings claims and other "deception" to sell the machines they make or distribute.

Op Halts Use of Book Matches in Cig Units

DENVER—Vended book matches have been discontinued by P & M Cigarette Sales, announced owner Charlie Kaplan.

A survey of locations conducted by Kaplan revealed that minor difficulties occasioned by vending a book of matches along with a package of cigarettes were greater than the added service to the customer.

Kaplan then ran a test period during which no matches were vended. Locations reported no complaints and Kaplan then discontinued their use.

FTC points out that this is not a final decision of the commission and "may be appealed, stayed or docketed for review."

Complete details of the FTC order will appear in next week's issue.

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Basically an Individualist

the one and two-step and a fast foot. He enjoyed traveling the back roads of the Middle West, and by the time he was 24 he had a band of his own. During this time—in the late 1920's—almost every small town had either a dance hall or an outdoor pavilion, which were weekend focal points of recreation. Work was plentiful for dance bands in the pleasant summer months, but the closing of the pavilions during winter proved a big drawback.

Periods of Separation Besides, Greiner had married the former Ottila Freiheit when he was 18, and the life of the traveling bandsman didn't compensate for the periods of separation from his young wife. Back in Morris one day, he had a long talk with his old friend Walden Bolen. Greiner loosened the strings on his banjo and went to work for The Northwestern Corporation. He began in the office working in sales, moving up to his position as sales manager after he had gained sufficient experience.

Nonconformity is a pervasive quality of Greiner's character. Hardly the eccentric who affects oddities of speech and dress, Greiner's nonconformity is reflected in his pattern of living. Also a gregarious person, he shys away from clubs. He doesn't go to movies. He seldom watches television. He enjoys playing a Hammond electric organ. He claims that he can't play very well, but is, nevertheless, able to pick up a tune or theme and fill in the bass after a few passes over the keys. He has his banjo and a recorder knocking around the house which he also plays occasionally.

Radio Ham Greiner is also a radio ham. For a number of years he was a monitor, but now spends most of his time at the set contacting other hams in different parts of the world. He feels that he knows some of his older contacts better than many acquaintances in Morris. Atmospheric conditions are best during the winter, and he spends many a winter evening at the set, snug in his comfortable living room. A teletypewriter is also hooked up, and he is able to receive dispatches directly from the different wire services.

During these evenings, Greiner's wife as often as not will practice at the organ or be hard at work at another circular rag rug. Perhaps she will read Hemingway, Wolfe, or Steinbeck, three of her favorite authors. A pleasant aroma from the fire kindled with pine cones in the fireplace fills the

room, and a typical Illinois landscape is visible thru the picture window purposely framed in one wall. Earlier in the evening Greiner would be apt to lounge in an old, serviceable sofa and watch the sun go down over the familiar scene. At different times of the year fox, coon, pheasant and occasional deer wander onto his property. His quiet pleasure at observing the movements of animals in their natural habitat is known only to people who have grown up in the country.

Old Farm House The Greiners live in an old farm house dating back almost a hundred years. Typical of early farm houses in the region, it is made of two oblongs buttressed in a way that made it easiest to add rooms when crops were good and money came in. The living room is paneled in stained knotty pine, and the house is furnished with usable, unpretentious furniture. It is situated on a small acreage, which is of a size the Greiners felt they could till and care for by themselves. Different grains are grown for bedding and fodder for a small herd of registered Angus cattle the Greiners take a special pleasure in maintaining.

Caring for the herd that seldom numbers over 20 head is a life-long enterprise for the Greiners. Also their primary interest is in raising fine animals rather than making money, the proof of the pudding is regular sales to farmers around the country who want to increase the quality of their animals for market. The Greiners take special interest in a few small farmers who keep coming back to them for pure bred. Good final results are a constant source of satisfaction for this couple who have gone into cattle breeding as much for aesthetic reasons as anything else.

An Excellent Cook Greiner's wife is an excellent cook, and prepares all her food from basic ingredients. She makes a variety of pastries, bakes her own bread, and specializes in national dishes from a variety of countries. Their small orchard supplies an abundance of cherries, peaches, plums and apples which she either freezes or conserves for the winter. Greiner is particularly fond of Pennsylvania Dutch cooking, which he describes as being made up of seven sweet and seven sour dishes. The delight of guests who dine at the elaborate Greiner board is its own reward.

Greiner is direct in speech and

has a sense of humor that often hinges upon the real rather than professed motivations in the world around him. That people sometimes take offense at his humor is a matter of indifference to him. His light cynicism has no roots in bitterness, and consequently he can't take another's affront seriously. He will as often as not include himself in the poking of fun at his world. He and his wife wanted to call their farm a ranch. Deciding that it was about as close to a ranch as a rocking horse is to a real horse, they named it the "Rocking Horse Ranch."

The Greiners are essentially devoid of pretense. They want simply to live a life of daily, purposeful activity with a minimum of interference. Practicality is a basic criterion. Greiner's purchase of a little Volkswagen a few months back is but another example of his habitual choice of what strikes him as the most practical under the circumstances.

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 N. Y. C. 3, N. Y. • AL 5-8393

1 in 3 Operators
 • Continued from page 86
 for winner balls that make his machine subject to the \$250 federal gaming tax. He did not say whether he pays amusement or gaming taxes on any of his machines.
 Of the 10 operators, seven said they have increased the size of their routes over the past year, while three said they had not.

BIG SAVINGS
on BALL AND VENDING GUMS
 Some Fine Flavors, Centers and Coating
Direct Low Factory Prices
 Bubble Gum, 140-170 C
 210 ct. 27¢ lb
 Chicle Gum, 130 ct. 35¢ lb
 Clara-Vend Ball Gum, 40¢ lb
 Clara-Vend Chicle, 320 ct. 40¢ lb
 Chicle Chicks, 320 & 520 ct. 36¢ lb
 Bubble Chicks, 320 & 520 ct. 27¢ lb
 Tab (short stick), 100 ct. 38¢ box
 5-Slick Gum, 100 packs \$1.90
 F.O.B. Factory 150 lb. Lots
AMERICAN CHEWING PRODUCTS
 34 years of manufacturing experience
 4th & Mt. Pleasant's Newark 4, N. J.
GIVE TO DAMON RUNYON CANCER FUND

ADVANCE SANITARY VENDOR
 The Finest for Vending Flat-Pack Products
 Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.
 Accommodates flat packages, up to 10" by 21" by 3 1/2". Has separate cash box.
 Advance coin detector with automatic coin return when machine is empty. Protected against break-in. Available for 1d, 5c, 10c or 25¢ operation.
 For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
 Factory Distributor of Advance Vending Machines
 715 Lincoln Place, Brooklyn 14, N. Y.
 President 2-2900

MAN... IT'S OUT OF THIS WORLD!
 The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.
 Write, Wire, Phone Immediately
STANDARD SPECIALTY CO.
 1028 40th Avenue, Oakland California

OPERATORS!
 YOU ARE INVITED TO VISIT OUR NEW OFFICES AND WAREHOUSE LOCATED AT
1061-63 TREMONT STREET BOSTON 20, MASS.
 We are distributors of Oak Manufacturing Machines and carry a complete line of Charms, Ball Gum and Capsules. We shall be pleased to serve you.
AMERICAN NUT & CHOCOLATE COMPANY
 PHONE: HIGHLAND 5-9475

The GUNSLINGER says:
 'Have gun, will shoot!'
 and this cowboy means it! He's got an action arm that draws a gun real quick from beneath his big ten-gallon western hat! Vacuum plated for glitter, the gunslinger is designed to sell like all westerns do, fast and furious!
\$10.00 per M (for 5M or more)
\$12.50 per M (less than 5M)
SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.
 Send 35¢ for SAMPLE KIT OF CHARMS
The PENNY KING Company
 2538 Mission Street, Pittsburgh 3, Penn.
 World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
 "FOR ATLAS-MASTER PENNY-NICKEL MACHINES"

Cig Vending Dips A Bit in Memphis
 MEMPHIS, Tenn.—There were 1,910 cigarette vending machines licensed in Memphis at June 30, 1958, Sloan O. Craig, collector of licenses and privileges, reported last week. He said this was 66 less than the number licensed at the end of 1957.
 Cigarette vending operators attributed the decline in operating machines to the bad business conditions early this year and predicted a pick-up in business the last half of 1958.

32% Sales Loss
 • Continued from page 55
 hibiting the mixture of ball gum with charms. There were 12 operators specifying other laws which they feel adversely affect bulk vending in their areas. Almost all referred to high taxes levied on bulk vending machines.
 A total of 45 operators said that generally the well-established operators use winner balls in their areas. Only 12 singled out promoters, and eight believed that racketeers are principally engaged in winner ball operations. Fifteen operators contended that promoters resell winner ball routes under the pretense that they are subject to only normal taxation, while 11 claimed that they do not.

Eppy Bows Compass
 NEW YORK—Samuel Eppy & Company has gone into production on a gold vacuum-plated compass charm. To date, most of the compasses used as charms in bulk vending machines have been of Japanese manufacture.

JOBBER WANTED
 With qualified sales organization. Plans to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.
 None finer quality—none lower in cost! We also manufacture vendors for condiments, pens, stamps, perfumes.
 OUR 26th YEAR!
SHIPMAN MFG. CO.
 LOS ANGELES 23, CALIF.

NEW! USEFUL 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:
 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 at:
PAUL A. PRICE CO., INC.
 15 Leonard St., N. Y. 13, N. Y. (Call MA 2-2442)
SAVE MORE MONEY—MAKE MORE MONEY
 Subscribe to The Billboard TODAY!

Bulk Banter
 • Continued from page 86
 charm machines has helped greatly and sees evidence of a good deal of new blood in the business... Ed and his wife are particularly happy these days. His daughter, Mrs. Alan Lovejoy, of Centerville, Mass. gave birth to twins recently... The tots' names are Douxley and Diane and the grandparents are delighted with their new status. Ed has also just put in an order for his second Volkswagen. He's had his present one for 15,000 miles and feels by the time he gets the new one, his present VW will have enough miles on it... Ed can talk at length on the virtues of the VW. He also has a Buick which he doesn't use any more...
 Dena Weisberg, wife of Joseph Weisberg, of State Vending Company, West Roxbury, works with her husband and runs and services routes, even to making repairs on the machines. Joe and Dena have been working pretty hard of late as well as looking after their little brood. Some time this month they plan to take off a long weekend and celebrate a delayed wedding anniversary.

\$75.00 Will Buy THIRTY THOUSAND FILL-MIX
 10,000 Series #10, Vac-Plated
 10,000 Series #2, Plastic
 5,000 Series #90, Vac-Plated
 5,000 Series #45, Vac-Plated
30,000 TOTAL ASSORTMENT FOR \$75.00 f.o.b. our factory. No substitutions.
 Over 250 different kinds of Charms, many of them Gimmick Size that vend without a ball of gum. Average cost, \$2.50 per 1,000—a wonderful FILL-MIX Bargain!
EPHY
 91-13 144th Place, Jamaica 35, New York

J. SCHOENBACH
 For Victor Vending Corp. Machines, Parts, Globes, Charms, Merchandise Supplies
 715 LINCOLN PLACE, BROOKLYN 16, N. Y.
 President 2-2900
 PHONE or WRITE FOR PRICES

VICTOR'S Sextette
 A terrific money-maker in those Supers and Chain stores.
 The New Modern Key to Successful Bulk Vending.
VICTOR VENDING CORP.
 5701-13 W. Grand Ave., Chicago 39, Ill.

Cig Manufacture Up
 Cigarettes manufactured in April totaled 38,271,447,354, an increase of 9.63 from April, 1957, according to Treasury Department. For the first four months of this year, manufacture is set at 147,409,711,732, up 2.42 per cent over the first four months of 1957.

CIGARETTE AND CANDY MACHINES
 Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.
ROWE PRESIDENT CIGARETTE, 10 col., 25¢ & 30¢ comb. \$110.00
STONER PENNY GUM MACHINES, reconditioned 22.50
STONER POSTMAN & COLUMB CANDY, 5¢ & 10¢ model 110.00
STONER COLUMB CANDY, 5¢ & 10¢ model 110.00
NATIONAL CANDY, 9 column 165.00
ROWE CRUSADER CIGARETTE, 8 column, 25¢ & 30¢ comb. 85.00
EASTERN ELECTRIC CIGARETTE, 10 col., all coin, 25¢ & 30¢ 125.00
 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
 308 Furman St., Brooklyn, N. Y.
 Triangle 5-1857

THIS WEEK'S VENDING MACHINE SPECIALS
 Best Buys In ROWE Rebuilt and "As Traded" Equipment

REBUILT AND REFINISHED ROWE MACHINES
 All rebuilt cigarette machines are set for 2 price operation
 Converted Diplomat, Manual, 12 col. \$150.00
 Converted Crusader, Manual, 12 col. 135.00
 Converted Diplomat, Electric, 12 col. 135.00
 Converted Piggy Back, Manual, 16 col. 179.50
 President, 10 col. 80.00
 Crusader, 10 col. 80.00
 Candy, 7 col. 135.00
 Candy, 8 col. 165.00
 Pastry, 4 col. 150.00

REBUILT AND REFINISHED SOFT DRINK AND COFFEE
 Rowe Spacarb D-600 \$450.00
 Rowe Spacarb D-800 475.00
 Rowe Spacarb 4D-53 400.00
 Rowe Spacarb 4D-52 300.00
 Cole Spa TM's 350.00
 Bert Mills 500 200.00

"AS TRADED" CIGARETTE MACHINES IN WORKING CONDITION
 Diplomat Manual, 8 col. \$35.00
 Diplomat Electric, 8 col. 25.00
 National 9M, 9 col. 60.00
 Eastern Electric, 10 col. 65.00
 Eastern Electric, 12 col. 85.00
 Lehigh, 10 col. 45.00
 Lehigh, 12 col. 60.00

ROWE WARRANTY
 Each rebuilt machine carries a full Rowe Warranty and is thoroughly overhauled and clean inside and out. Parts are replaced where necessary and cabinets are repainted. All machines are priced to give you the best buys in both rebuilt and "as traded" equipment.
TERMS: 25% down payment, balance net 30 days—or 25% down payment, balance in 12 consecutive monthly installments at 6% simple interest.
ROWE USED MACHINE DIVISION
 31 East 17th Street
 New York 3, N. Y.
 ALgonquin 4-7350

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in 'The Billboard' for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price ranges; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of July 21, 1958)

MUSIC MACHINES

Table listing various music machines such as AMI, Model C-40, Model D-80, etc., with columns for High, Low, and Mean Avg. prices.

Table listing shuffle games such as Ace Bowler (CC) (9.50), American Bowler (CC) (4.55), Arrow (CC) (4.55), etc., with columns for High, Low, and Mean Avg. prices.

Table listing arcade equipment such as 500 Shooting Gallery, Flash Hook, Fishhook, etc., with columns for High, Low, and Mean Avg. prices.

United Hypos Plans for Juke, Game Production in England

Aim: Demand From Pound Sterling Marts for New Phonos, Bowlers

CHICAGO — Jack Mitnick, United Music Corporation chief, said last week that the groundwork has been laid for production of United juke boxes and amusement games in England.

Recently back from a European business trip which took in nine countries in 30 days, Mitnick said preliminary talks were held with a "manufacturer of commodities" in London. If the plans jell, Mitnick said that this manufacturer, whom he declined to name "at this time," would provide factory facilities for production.

The United executive said he expected to meet again with the London manufacturer within a few weeks, preferably in Chicago, but if necessary in London. He said he hoped that the British businessmen could take a look at the United plant and engineering facilities.

The English factory according to Mitnick, would produce "machines and components," while the primary assemblies would be made in Chicago. Such components as amplifiers, power boxes and cabinets would be made in England, while the basic mechanism would be made here. Assembly of both games and juke boxes would be done in England.

For Wide Shipment

From the English plant, new United machines would be shipped through Great Britain and the British Commonwealth—that is, to areas dealing in pound sterling.

Mitnick remarked that his quick but inclusive tour of the European coin machine markets convinced him that the demand in Europe today is far greater for new equipment than used. This, he commented, is a reverse of the situation of past years. Previously, he said, European traders wanted

mainly used machines. Now, he noted, they want to scrap or "step down" the old machines and replace them with new, especially in the better locations.

United, said Mitnick, will continue to ship Chicago-made machines direct to such countries as Italy, Switzerland, Belgium, Sweden and Austria. These countries, he explains, have dollars to trade with, and are relatively free of restrictions. France, he said, is in poor position to import U. S. machines. They have an embargo on such U. S. items regarded as "luxuries." A similar situation exists in Great Britain.

Coin chutes for the English-made United machines would be purchased from National Rejectors' European facilities. Amusement game playfields and backlasses and some of the component parts would be made in Chicago and shipped to England.

Ted Blatt Cites Trend Toward Injunct. Action

NEW YORK — Teddy Blatt, a lawyer with 22 years' experience in the coin machine field, has noted the trend toward injunctive action on the part of operators who feel that their locations have been jumped by rival operators.

Blatt explained that the conventional legal procedure in the case of a location dispute had been to have the plaintiff operator sue the location on a breach of contract and attempt to recover damages based on the unexpired portion of the contract.

He cited the Bernoff-Hirsch case (The Billboard, July 21) as an example where injunctive relief was sought, instead.

According to Blatt, more than just the location revenues are involved in breach-of-contract cases. Blatt pointed out that the depreciation of equipment while the plug is pulled and the litigation is going on can penalize the plaintiff even if he wins his case.

When a plaintiff seeks injunctive relief, Blatt said, the court can order the other operator to stay away from the location until the case is settled.

New York State courts, Blatt concluded, appear prone to grant injunctive relief in cases involving alleged location breaches.

United Plans Juke Shipments in Sept.

Mitnick Announces Mid-August Target Date for Production of UPB-100 Model

CHICAGO—United Music Corporation expects to begin production of its new UPB-100 phonograph in mid-August or late August, with shipments expected to begin the first week in September, Jack Mitnick, UMC head, stated last week.

The unit, second in the firm's line, was introduced for the first time at the recent Music Operators of America Convention in Chicago, last May.

The UPB-100 follows the UPA-100 which was originally introduced by United during 1957, marking the firm's entry into the juke box manufacturing field.

Chief revision is in cabinet design, which was done by industrial designer, Raymond Loewy, and a modified changer mechanism. Like the previous model, selection is made by twin dials.

The announcement by Mitnick of the firm's overseas plans (see separate story) gives at least an initial indication of distribution plans for the phonograph which might be in the offing.

Altho no comment was made by Mitnick on this point, it is obvious that the rich foreign market will

be a strong sales target for the firm.

A big factor in determining the quantity of domestic distribution will be the level of production United is able to achieve in their Chicago plant. A limiting factor in the past, at least, has been the firm's concentration on games output on the assembly line. Plans by the firm to expand their phonograph productive facilities, announced several months ago, are expected to alleviate this situation.

Edolite Begins Distribution of Stereo Unit

DETROIT—Isadore Edelman, Edolite Products here, launches distribution this week of its new stereo tape cartridge-type playback unit for background music and other locations.

Edelman said last week he has 33 distributors set, and 25 sub-distributors. Outlets will receive both the playback unit and tape cartridge music. He said he expects the stereo unit to become the "number one" Edolite product.

Tapes are leased to distributors for a five-year period at \$20 list per tape. However, distributors can exchange tapes with Edolite at a 50 per cent discount.

The Edolite tape music library is recorded in Europe and imported. The library offers wide selections of regular background music, Latin tunes, standards, and other special programs.

Edolite also has plans to introduce stereo records for 45 r.p.m. phonograph play. Taran Distributing, Miami, has already been appointed a distributor for the 45 r.p.m. stereo disks.

Tune Talk...

The Buyer...

M. (Red) Schaefer



He's married and lives with his wife and two children in their home in Niles.

His picks...

The Fountains Cry, Nick Noble (Fraternity)

"Here's a case where I strictly went along with the artist Noble in a local box with a good following. He was headlining in the Club Hollywood, which is in my territory, and I figured he's good for plays. I think this is a good tune he's got going for him, too. It's had a lot of radio exposure. I tried 25 last week on my route—they did real well. I'm putting on 25 more this week."

Wabash Blues, Al Smith (Abern)

"A new release, but an old standard I find I usually get more money out of standards than new stuff. I've had a few requests for this number, too. 'Blues' is in a honky-tonk arrangement that'll do pretty well on my route. I've had a lot of past success with Smith as an artist, too. The flip side—'Left Field,' is a good Latin American beat tune that ought to draw some plays."

I Don't Want to Set the World on Fire, Something Smith and the Red Heads (Epic)

"I bought 25 of this. They'll be moved all around my route—90 machines. Here are two good standard tunes. The flip, 'You Made Me Love You,' is very good, too. This is the sort of thing I like to put in neighborhood taverns, where the people will sing right along with the tune. These are a pair of good old-time melodies that'll draw a lot of plays for me."

"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 second—let's hear what you think about it.

Two-Way Auto Radio Reduces Service Time

NEW ORLEANS — Two-way radio service between five service trucks and operating headquarters is paying eye-opening dividends for Huey Distributing Company, phonograph and amusement machine operators here, according to J. Mastasi and Albert Huffein, partners.

Huey Distributing Company covers the entire Crescent City, including big Jefferson Parish, which is the largest amusement machine operating area. Before experimenting with communication in this way, Huey was constantly coming up against situations where a truck, just returned from the western side of the city, had to be dispatched again to the same area for a second emergency which had arisen, while the truck was en route. Such duplication of effort and many long miles of extra travel involved led to serious losses, bad enough that it was decided that telephoning in by the serviceman simply would not cover the issue.

Test Answer Phone

Prior to investing in the firm's own Motorola two-way radio

equipment, Mastasi and Huffein tested Answer Phone Service, a plan which notifies servicemen out on the route to telephone in when a light flashed on the dash of their automobiles. This proved so great a help it was decided to go "all the way" with an independently owned short-wave radio system whereby every route serviceman can be contacted on the job or on the highway with ease.

Bilotta Bows Speaker Unit

NEWARK, N. J.—John Bilotta, New York State Wurlitzer distributor, is currently marketing a speaker unit mounted on a stand to be used in place of wall boxes. He explained that the unit, called the Jukette, houses a wall box. One such unit, he added, can be used on location in place of three wall boxes.

The jukette is 18 inches wide, 24 inches deep and 5 1/2 inches high. Price, excluding wall box, is \$99.50. The unit is made for Bilotta by an Albion, N. Y., firm

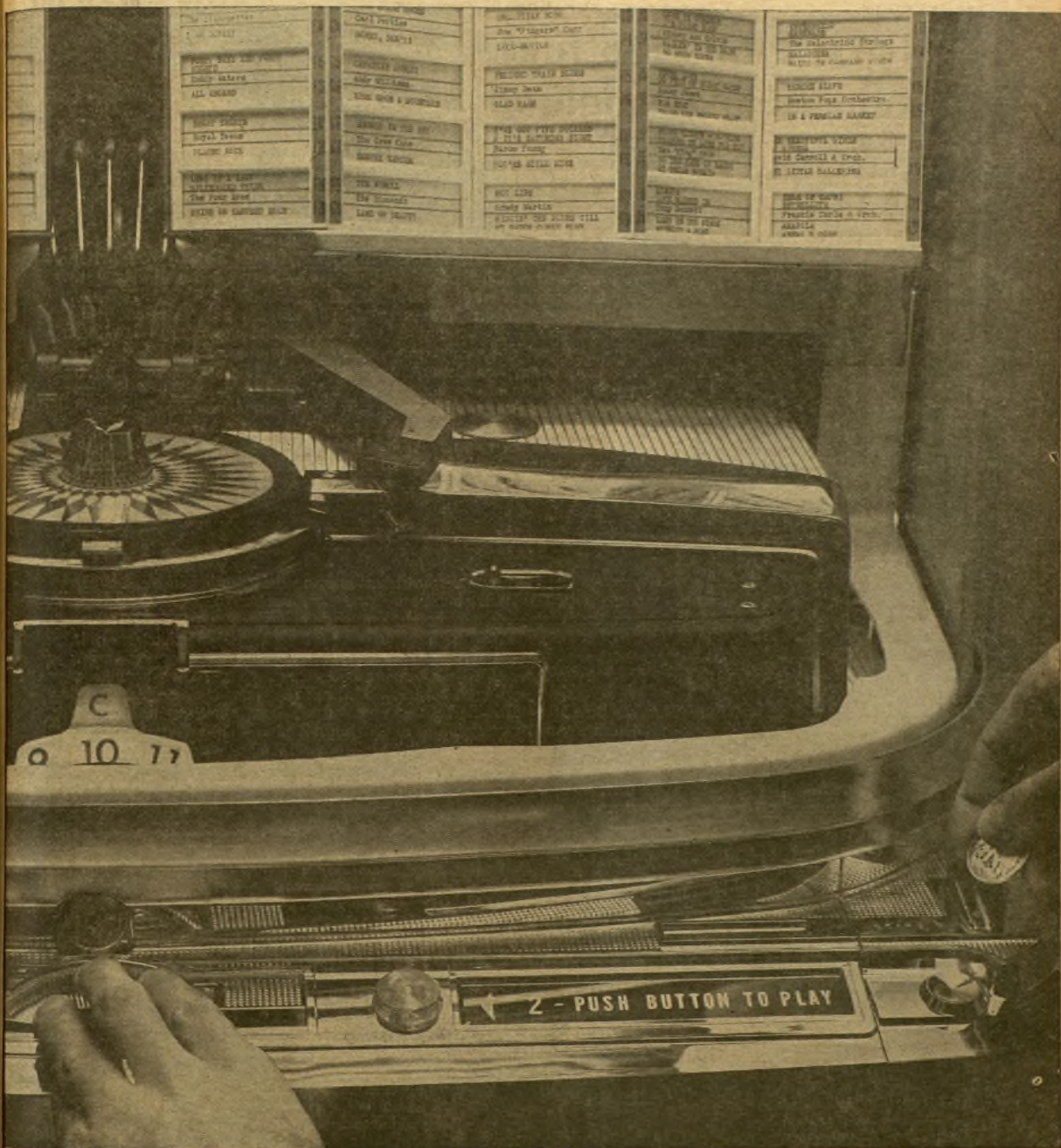
Debate Continues on Juke Copyright Bill

WASHINGTON — The tug of war over the O'Mahoney revised bill to end the juke performance exemption in the copyright law continued in the full Senate Judiciary Committee last week, during several executive sessions. No action was taken, and the bill may get consideration at next week's meetings, staffers report (17).

The revised bill, and the report on hearings by the O'Mahoney (D,

Wyo.) subcommittee on patents and copyrights, squeezed thru the subcommittee by a two to one approval, three weeks ago (Billboard, July 14).

O'Mahoney, author of the bill, is reportedly the center of some heated debating in committee meetings over the proposed legislation to end the juke exemption, and put a ceiling on prospective collection by performing rights societies on juke play.

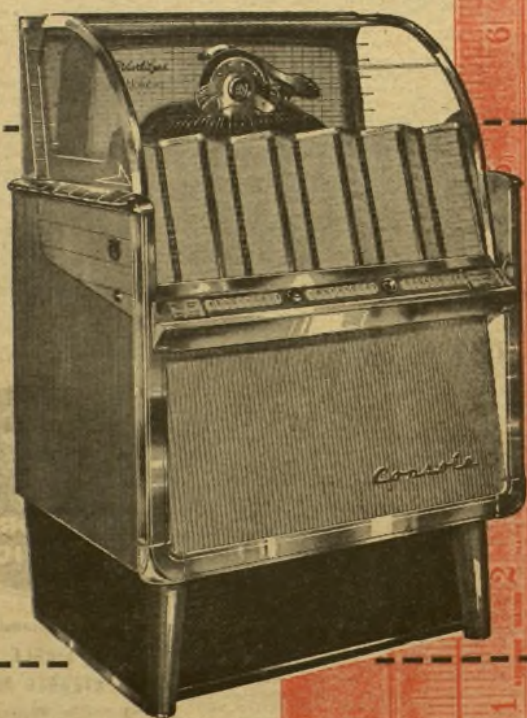


the i's quicker than the hand

Pay no attention to those slight-of-hand boys . . . *the I is quicker* . . . the fast-on-the-uptake, fast-response, fast-play *I-200M* . . . the high-fidelity, high-speed juke box that keeps customers play-happy! No delays during peak play hours. No disappointed patrons. One easy to understand and use SELECTOR DISC . . . One SINGLE BUTTON PLAY . . . One INSTANT EYE-LEVEL TITLE DISPLAY showing all 200 selections. Everybody sees—everybody selects—everybody plays! Servicing is a breeze. DEPENDABLE MECHANICAL ACTION means easy maintenance, no expensive replacements to worry about. PROGRAMMING is simple. PRICING is single play. Fast eye-catcher, too. The AMI *I-200M* is beautifully styled—trimmed in non-clashing radiant colors—lighted to attract players yet without annoying glare . . . definitely a handsome and profitable addition in any location.

AMI Incorporated 1600 Union Avenue, S.E., Grand Rapids 2, Michigan • Chicago • Zurich

**MEASURE
THE CABINET**



**IT'S A NEW
DIMENSION IN
AUTOMATIC MUSIC**

WURLITZER
Console
PHONOGRAPH

Measure its dimensions. They're new in the automatic phonograph business. Measure its earning power. That's new, too. One contributes to the other—for the styling of this beauty is so eye-stopping that it starts play by itself. Once patrons hear the Wurlitzer Console's high fidelity tone they continue to pour in coins—including a hefty proportion of half dollars. Your Wurlitzer Distributor can prove it. See him today.

MEASURE THE EARNINGS

**THEY'RE REACHING
NEW DIMENSIONS TOO**

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Established 1858

COIN CALENDAR

Association Meetings scheduled. Check for changes.

- July 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- August 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- August 4—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit, Mich.
- August 5—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.
- August 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- August 6—Summit County Music Operators' Association, monthly meeting, Akron, O.
- August 6—Music Operators' Society of St. Joseph Valley, 130 North Ironwood Drive, Mishawaka, Ind.
- August 7—California Music Merchants' Association, Sacramento Division, Sacramento Hotel, Sacramento.
- August 7—Eastern Ohio Phonograph Operators' Association, 4104 Bush Boulevard, Youngstown, O.
- August 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.
- August 8—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.
- August 8—West Virginia Music Operators' Association, Inc., Board of Directors Meeting, Martinsburg, W. Va.
- August 12—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.
- August 12—California Music Merchants' Association, monthly meeting, Los Angeles, Calif.
- August 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- August 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- August 14—Massachusetts Music Operators' Association, monthly meeting, Beaconfield Hotel, Brookline, Mass.

Fabiano Acquires 250 Unit Bush Music Route

By IIAL REVES

DETROIT—The acquisition of Bush Music Company by the newly formed Fabiano Sales and Service Company was confirmed this week by Frank R. Fabiano, sole owner of the new company. This marks one of the largest transactions in the Motoc City coin machine industry. Bush Music has been owned and operated by Victor J. DeSchryver and Linden F. Bush, and currently has about 250 jukeboxes. The firm also had a retail record and music store, which is now being taken over by the newly formed Bush Record and Sales Company, with the same owners, to carry on this phase of the business.

Pioneer
Bush Music is the direct successor to the pioneer Marquette Music Company, founded in 1891, and is the oldest music machine operation in this territory, and possibly in the United States—almost

certainly the oldest under continuous one-family operation until the present time. The company was founded by the late John A. Marquette, to operate the numerous types of mechanical pianos once popular, and shifted chiefly in the 1920's to juke boxes in the modern sense when they came out. At its peak, the company was reported to have about 1,500 juke boxes on location, and had a staff of 28 or more employees. The company was at one time distributor for Wurlitzer.

Subsequently, active operation of the company was taken over by a brother-in-law, Harry E. DeSchryver, who remained in charge for many years, and subsequently by Victor J. DeSchryver, who is a nephew of both Marquette and the elder DeSchryver. John Marquette died during the 1940's, but had been inactive with the company for a number of years. Linden Bush subsequently joined the partnership.

New Owner

The new owner, Frank R. Fabiano, is a major operator and distributor of equipment, including Rock-Ola juke boxes, with headquarters in southwest Michigan at Buchanan. He opened a major branch in Detroit this past winter, forming the Fabiano Amusement Company, which became a juke box operation, and Fabiano Distributing Company for the distributing end of the business. Both companies are now merged in the new Fabiano Sales and Service Company.

Lou Nemesh, well known in the industry, continues as manager of the Detroit office. The merger boosts Fabiano's juke box route to

AMI Names Ptacek New Kansas Distrib

MANHATTAN, Kan.—A new distributorship, headed by A. L. Ptacek, Jr., large Kansas phonograph operator has been named by AMI, Inc., to service Kansas and 13 counties in Missouri.

The new firm will trade as Bird Music Company, Inc., headquartered at 126 Poyntz Avenue here. Besides Kansas, the firm will service the Missouri counties of Atchison, Nodaway, Worth, Jasper, Andrew, Center, DeKalb, Buchanan, Clinton, Platt, Clay, Jackson and Cass.

Ptacek, long known in local and national juke box circles, is new to the distributing business. He's a long-time board member of Music Operators of America as well as the Kansas Music Operators Association.

The new firm will be housed in a 7,500-square-foot facility offering toll parts and servicing departments. Albert Mason is the AMI district sales representative for the region with John Hickman the factory field service engineer.

Disk Venders To Bow Soon

NEW YORK—Production on a test run of 100 record vending machines by Columbia Records has gotten under way, while another record vending machine manufacturer, Vend-A-Disk, is scheduled to begin production in 60 days.

The first 100 Columbia machines, called Dial-A-Disc, will be used by the record company on test locations, after which full production is scheduled. A Columbia spokesman said the firm has thousands of advance orders.

Making the 10-record selection machine for Columbia is Holley Associates in Merchantsville, N. J. The machine has a capacity of 200 records and will list for \$595. The unit will be marketed this

(Continued on page 98)

about 350 units, in addition to a route of 400 amusement machines in Western Michigan. Fabiano comments on plans for growth—"I intend, of course, to keep on buying more, and adding new machines and locations continuously."

PLOTTING SUCCESS

Yearly Disk 'Cycle' Aid to Programming

TUSCON — One important point in programming of records which will pay dividends for an operator, is maintaining a cycle tally of which numbers were popular by type of music rather than specific artists, according to Ben Ruess, phonograph operator here.

Ruess, a veteran of 10 years in the field, has found that often music tastes vary in sharply defined cycles, even tho the particular numbers involved may be quite different. In January and February of any given year, for example, he's found more emphasis on the jump type number while in summer, phonograph fans seem to prefer less lively, more soothing records.

To capitalize on the fact, Ruess during the following January and February will usually program numbers which fall into the same general category, even tho they may not be hits at the time. But continuously testing this idea over the period of five years, Ruess has found that he can schedule a wide variety of records through the year with fair surety that they will get results, even tho the number has not yet appeared on the pop charts.

Keeps Recap

Ruess keeps a day by day recapitulation, thru the year, of every record which went into his locations, and then, during the following year, he checks over this information prior to changing records in any spot. It may be, he

points out, that at first glance, the records involved show very little promise. If, however, they are generally similar to those which were installed at the location a year previously, they invariably return a worthwhile play even tho the customer in general may be familiar with the numbers.

Cite Examples

The Arizona operator cites numerous instances to support his thinking. For example, he was getting play on a piano instrumental during May which caught the public fancy because it was somewhat similar to the "Gray Owl" recordings which brought in top play on the year previous. In another instance, Ruess noted that in several night club locations, organ music had been particularly popular. For the same period during the next season, he located some similar organ numbers, put them in the same location and even tho there were no particularly popular organ numbers on the charts, these produced returns almost equal to chart favorites.

"The important thing is to remember that while tastes change pretty rapidly, they are likely to follow the same pattern year after year," Ruess said. "If we simply go by last year's records, and attempt to give the phonograph customer the same general menu as the previous year, exclusive, of course, of new hit numbers which are currently popular, the phonograph show will, generally, better return over all."

Memphis Juke Total Levels At '57 Mark

MEMPHIS—A total of 890 phonographs were licensed in Memphis as of June 30, Sloan O. Craig, collector of licenses and privileges, reported last week. Craig said this compared to 952 music machines licensed as of December 31, 1957.

Operators and distributors questioned pointed out that the apparent decrease of 62 machines is not significant because more machines will be licensed later on this year and by the close of 1958 the figure should top 952.

Some operators' licenses do not come due during the first half of the year and wait until they buy licenses to add machines, it was pointed out. The recent mild recession was responsible for some decline, however, operators said.

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Chicago

Doors were wide open at First Coin Machine Exchange last week, with operators flocking in from miles away to get a look at the new Chicago Coin Machine game, Croquet. Most of the operators also took a fling at playing the game, a combination of pool and croquet. Among the visitors were Morris Rosensweig, Spring Valley, Ill.; William Helgers, Mellott, Ind.; Si Kase, Kaukaee, Ill.; Joe Wodziak, Bud Enrich, Phil Levine and Lou Koren, Chicago. Joe Kline, Fred Kline, Sam Kolber and Marv Rosenstein, all acting as hosts at First.

Asked where he's headed next, Al Thoeke, veteran United Manufacturing Company roadman, reeled off a list of States that sounded like a Congressional roll call. Conclusion: Al's visiting all the States west of the Mississippi in the next few months. Ralph Sheffield also getting ready to hit the road again for United.

New at Herb Perkins' Purveyor Distributing Company are Bob McKelvey and Earl Kasper. Herb's busy moving his Tri-Vue color TV screens, as well as games and jokes. Isador Edelman, Edoline Products, Detroit, in town between planes last week, and announcing a new line of stereo tape playback units for background music spots.

Marjorie Robinson, president of South Central Novelty Company is vacationing in Europe. Corporation secretary and route manager Moses J. Proffitt is home shouldering the full load. . . . Wally Finke, of First Coin, was an interested spectator at the National Association of Music Merchants convention here, even attending the Thursday night banquet last week.

Coinmen You Know

Another busy exec at the NAMM show, Ed Ratajack, AMI sales veep. The firm was showing their home phonograph line to the retail merchandising trade. . . . Boh Slifer, new head of the National Coin Machine Distributors' Association is getting settled in his new quarters in Chicago at 30 North LaSalle Street. Slifer last week was busy getting out the NCMDA publication.

IR Clarifies Coin-Operated Amusem't Tax

Continued from page 3

a central studio, on a manually operated phonograph. If the coin directly activated the play, the device would then incur the tax.

Neither does such a "terminal device" incur the occupational tax customarily levied on coin-op amusement machines maintained on premises. Finally, if the control remains at all times in the hands of the central studio providing the music, the take from the coin boxes themselves will not incur the communications tax generally imposed on wire and equipment service.

The only tax involved would be one of the central music studio company for the communications levy on leased wire service. This would be on all amounts paid the telephone company for use of its facilities, in connection with the music program service.

Request for the ruling was made by a firm furnishing recorded music service via coin-op device in various locations.

Washington

By DELORES NEWCOMB

Heavy rains hitting this area have not hurt the coin machine business yet. Roger Squitiero, treasurer of Hush Coin, says collections are holding up well. "Effects of the rains might show later," he says, "but we doubt that they'll take much of a bite." Phil Mason, the company's vice-president, recently returned from a Miami vacation. Hush de La Vez has returned from Shawnee-on-Delaware, where he attended Fred Waring's get-together for people in the music business. . . . Squitiero says that vacationing coin operators make it difficult for the Washington Music Guild to hold regular meetings. He believes that the Guild's reorganization plans will be finalized by fall.

James Bowen, manager of the local Kwik Kafe outlet, says business has been off slightly the past few months, but is beginning a gradual improvement. Bowen says that many small business locations have been hurt, and that their hard times dribble down to Kwik Kafe. . . . The Game Room at Washington's National Airport is "doing very well," says owner Michael Roshdid. Vacationers flooding the Capitol keep the Room busy.

Milwaukee

By PENN OLLMANN

Carl Staska, L. R. Distributing Company, just back from his northern Wisconsin vacation, is bragging about the fine limit of

walleys he caught. . . . Amie Cutter, Hilltop Coin, is back from his vacation in time to allow his co-worker Bob Grams to take off for his two-weeker. Jerry Groll's wife is out of the hospital, according to word from the Easter Distributing Company.

Sam Cooper, Easter Distributing Company manger, is packing for a two-week vacation jaunt to northern Minnesota with his family. Taking charge in his absence will be Herman Paster. According to Sam Cooper, music equipment has been selling well this summer, but games have been lagging. According to City Hall figures, a total of 82 taverns closed their doors when the July 1 license renewal date showed up.

Jim Skiba, Music Mart counter-man, is off on a week's summer vacation. Another vacationer is Joe Hillar, United, Inc., music and games mechanic. June meeting of the Wisconsin Phonograph Operators' Association—scheduled to take place in Wausau—was suddenly canceled. No date for the next meeting has been announced.

P. & P. Distributing Company's disk buyer Mary Humiston and husband Dan recently moved to Tucson, Ariz. According to route foreman Carl Betz, the record buying chores are now being handled by the route collectors. . . . Joe Pelligrino's son is spending his vacation period filling in while the P. & P. staffers take their summer trips. He is a student at Marquette University.

Local coinmen currently on vacations include Amie Cutter, of Hilltop Coin Machine Company and Lucian Scaffidi, P. & P. Distributing Company. . . . Asher Rabin and Carl Millman are preparing plans to set up a battery of vending machines to handle sales of candy, ice cream, soda, fruit drinks and cigarettes at the new Capitol Court Kiddietown. Installation is due to open shortly after July 1.

Boston

By CAMERON DEWAR

The annual vacation period has removed many familiar faces from Coin Row, but business seems to have picked up remarkably despite the tag end of the recession and the high temperatures. . . . There's a constant coming and going, but it's not all for pleasure, since some distributors and operators are combining business with pleasure.

At Redd Distributors, Al Levine is holding the shop open while Bob Jones is on vacation in Cape Cod. Credit Manager Charlia Brant has the office force wondering. He went off and told no one where he was going. . . . Bill McConnell of Automatic Merchandising Corporation has decided to take long weekends instead of a full-time vacation. It won't be so tough since he lives by the shore of the beautiful Mystic Lakes in Winchester.

Louis Blatt of Atlas Distributors is keeping the customers regaled with his big catches on his successful fishing trip in Canada's Laurentian Park. He went with his good friend, Town Manager Bob Rhodes of Ashland, N. H. Louis says there was snow all over when they arrived, but the weather cleared up and it became as

(Continued on page 93)

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WELCOME CHANGES

New Play Ideas Up Five-Ball Interest

CHICAGO—The venerable old game of pinball, played with five metal balls, a ball plunger, bumpers and ball holes, is taking on some welcome touches of original-

ity. Through the years very few changes have been made on playfield and backglass to the extent that one five-ball pin was pretty much like another. Distinguishing marks were the varied backglass screen-ings used, the name of the game and the arrangement of the ball bumpers and ball holes on the playfield.

Such standardization has paved the way in some respects. Players didn't need to stop and study the scheme of the particular game they were playing, because what happened on one pinball happened on all other models too. This doubtlessly helped to popularize the game over the years.

Break With Past

The pinball on location today has been and still is basically the same game, from the standpoint of play features, as the game of four years ago. But this year's new models have broken with the past in one respect:

The latest new five-balls, including those of Bally, Gottlieb and Williams, have incorporated

some individualistic touches. And, according to reports from the field, the new ideas are welcomed by operators.

Rotol Pool, the latest Gottlieb five-ball on the market, has, for instance, added a new backglass scoring device featuring 15 numbered, plastic pool balls. The balls light up individually as hits are made on targets, bumpers and roll-overs on the playfield, corresponding in number to the pool balls.

The newest Williams game, 4-Star, has the player "selecting" a number by shooting a ball thru a roll-over at top of the playfield, then attempting to hit corresponding ball bumpers and roll-overs to build up scores. Stars light up on playfield as each hit is made, a string of stars awarding replays.

Light-Up Map

Most individual of the new five-balls is the Bally U. S. A. game. A map of the U. S. decorates the backglass and plays an integral part in the scoring system. Players shoot to light up cities on the map corresponding to numbered bumpers on the playfield. Nine cities are connected with a red line, nine with a yellow. Player gets bonus scores for lighting up both lines of cities.

Still other 1958 five-balls include unusual play gimmicks. Williams' (Continued on page 97)

United Bows Pixie Bowler, 7½ x 2-Footer

CHICAGO — Pixie Bowler, a new short-length ball bowling game, is in shipment this week by United Manufacturing Company.

The 7½-by-2-foot game used a 2½-inch rubber ball and features regulation scoring. Backbox is five feet high.

Ball returns on riser at playing end of alley. Alley is two feet from floor.

Pixie, according to Bill DeSelm, sales manager, is relatively low-priced.

United is also in shipment on its Playtime Bowling Alley, a full-sized ball bowler available in 13 and 18-foot lengths expandable with four-foot sections to 17 or 20 feet. Playtime has player-option of easy or normal strike play.

SHOOT BALL THRU HOOPS

Chi Coin Ships Croquet, New Type Pool Game

CHICAGO — Croquet, a coin-operated version of the game which name it bears, played in pool game fashion, was shipped to distributors last week by Chicago Coin Machine.

The game is played with cue sticks, pool balls and croquet hoops, and is set up on a miniature pool table without pockets.

Up to four players can compete in the game. Two different-colored pool balls are used, one team or player shooting one ball, the other competing team or player the other. Object is to shoot ball thru

hoops labeled 1 to 12 in numerical order, then sink ball into "finish" hole. Player or team first accomplishing this wins the game.

Skill Shooting

Simple to understand, the game, however, is not as easy as it looks at first glance. Rubberized bumpers grip the arches of each hoop, permitting only perfectly aimed shots to pass thru. And many of the shots call for a rebound off cushions or bumpers. Then, too, as in the actual game of croquet, competing players have

(Continued on page 97)

UNITED LOOKS TO BRITAIN

CHICAGO—United Manufacturing Company is laying the groundwork for production of amusement games and juke boxes in England. Jack Mitnick, United executive, said last week.

Back from a 30-day European trip, Mitnick said he has negotiated with a London manufacturer to produce United games and juke boxes for shipment through the pound sterling area. (See story in Music Machines section.)

Court Grants Postponement In Union Case

NEW YORK — A second postponement in the action brought forth by the Game Operators of New York against Local 268, International Brotherhood of Teamsters, has been granted in New York Supreme Court.

The association seeks a permanent injunction which would prohibit the union from picketing locations serviced by its members. Al Ferber, GONY president, said that in applying for the postponements, the union signed stipulations agreeing to desist from picketing until the decision on the temporary injunction is handed down. The action is returnable Monday (28).

DON'T BE SUMMER SHUT-IN

165-Game Operator's Advice: Move To Lake Spots, Keep Switching

By HAL REVES

DETROIT—The "moving business" may be a better description of his operation than "coin machine business," says Delisle L. Lodico, owner of D & L Coin. He has one of the largest Arcade-type equipment operations here in addition to a smaller music route—about 165 pieces of Arcade equipment in 100 locations.

He's been able to avoid any serious drop-off in receipts during the summer months thru two basic methods:

1. Changing equipment frequently from one location to another.
2. Moving into lake spots or resort and summer-type locations for the summer season only.

This is Lodico's second summer with lake spots and he's convinced of the importance of going after this type of business. He finds it offsets the usual slump at city-type spots. Lodico has five lake spots this year and plans to expand still more. But he's holding back to some extent, taking only the number of spots he can efficiently manage.

Plans Expansion A steady program of route-build-

N. Y. State Guild Holds Meetings

NEWBURGH, N. Y. — The sixth annual dinner-dance of the New York State Operators' Guild, held last month at the Groversing Country Club, was the most profitable affair the organization has run to date, according to Mike Mulqueen, who was chairman of the event.

Mulqueen delivered his report at the Palantine Hotel here Wednesday night (16) at the NYSOG monthly meeting. He was given a standing ovation by the membership.

Attending the meeting were Jack Wilson, George Shapiro, Nick Kuprych and Les Smith. All of Newburgh; John Nuccielli, Tom Gabel and Mrs. Gertrude Browne, all of Beacon; Dick Wenzel, Port Ewen; James (Pie) Haley, Middle-town; Mike Mulqueen, Walden; Joe Reich, Tannersville; Murray Cohen, Woodridge; Tom Greco, Glasco; Steve Nekos, Kingston; and Lou Werner, NYSOG counsel.

St. Louis Loans: 'Everybody Does It'

Locations Ask Ops for Much as \$3,000; Trade Satisfied With 50-50 Arrangement

By JOHN H. HICKS

This is another article in a series on game operator loans and commission practices in cities across the country.

ST. LOUIS—"Everybody does it," is the way operators here sum up the problem of loans to locations.

The practice here is not new, but exists in a different form than in most other cities. Loans are not made directly by operators because such practice is not tolerated by the State liquor excise commissioner.

Arrangements for loans to locations are made by operators with loan associations and banks where they have accounts. Because of the competition for locations here, arrangements for loans have been made for several years.

Operators who secure loans for merchants generally have to be co-signers. As a rule, payments of the loans are taken by route-men from collections after the split is made, and deposits are made by operators to the lending agency.

Some Don't Repay

Tony Koupal, manager of Central Distributors here, said the problem is serious "because some merchants never get off the hook." If the location is any good, he said,

the operator has to come up with a loan.

Koupal said loans arranged by operators may vary anywhere from \$100 to \$2,000 or \$3,000.

Louis D. Morris, president of the Missouri Amusement Machine Association, said loans to locations are generally for improvements of the establishment—improvements made to attract customers from competitors.

Operators here generally stick to a 50-50 split of receipts with their locations, and the arrangement has been profitable to both, traders report. As a rule, the commission does not vary for different types of games.

Despite keen competition, the 50-50 split prevails. Morris said there is talk of giving lower commission to locations, but stated he does not approve of it because "the time has not yet come for that." No "front money" arrangements were reported by operators.

Koupal, on the other hand, believes it would be desirable to cut the commission given locations to compensate operators for the high cost of equipment.

Bumpo Game, Hit at MOA, Due to Ship

UNION CITY, N. J.—American Shuffleboard Company is in production on the revised version of its Bumpo combination pool, shuffleboard game, first shown to the trade at the MOA Show in Chicago earlier in the year.

Shipment of the new game, according to Sol Lipkin, American executive, is due in 10 days to two weeks. He reported test locations did well with the game. Distribution will be coast to coast.

Bumpo consists of a nine-foot long playfield board with players shooting balls with cue sticks from one end. Object is to land balls in high score areas designated by number, and, in addition, to land balls on special bonus spots within these areas. Two electric ball bumpers, located between the first and second score areas, also register automatic scores when hit.

The new, revised model is set for four-frame play, with 32 ball shots per game. Balls can be hit as hard as desired, as they are braked by mechanical action.

Lipkin said the game requires little maintenance and should be legally acceptable thruout the country.

Standard Financial Earnings Hit Peak

NEW YORK — The Standard Financial Corporation, a financing and factoring house which specializes in the coin machine industry, reports that the company earned a record \$389,461 for the first six months of this year.

This compares with \$306,948 for the first six months of 1957. Second quarter earnings were \$185,225, compared with \$138,019 for the second quarter of 1957.

Big Spots Differ

His typical location has from one to three machines. In the lake spots, they run from 5 to 30. There is an important difference with the big lake spots, which approach

(Continued on page 96)

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Don't Be Summer Shut-In
 • Continued from page 95

the status of an independent Arcade. The big lake stop he now operates does not have the equipment moved regularly—he leaves it in for the summer, since the variety of pieces concentrated there provides the essential element of novelty which would otherwise require frequent moving of equipment. For this spot, a special building about 20 x 36 feet was erected to house the machines.

"I feel that to keep Arcade equipment profitable, it must be moved frequently," he said. "Otherwise it will level off at too low a level to bother with. We take in all the 'curious' nickels and dimes. People will come in and spend money to try any new machine once. It can be the oldest machine in the world, and make money because it is different."

He cited an old Heavy Hitter, a small pinball about 12 x 24 inches—for which he paid \$90. The first week it grossed him \$80. A month later, the take was down to a 8th week—which would still be profitable on his investment, but he pulled it out to replace with something that would be fresh and new in its appeal—and put the Heavy Hitter in a different spot where its gross would again soar.

There is no standard formula for changing machines. Lodico works primarily on the basis of an individual collection card for each machine, which shows installation and collection dates, win columns for gross, net, and accumulated receipts, and for remarks. He studies each column and evaluates the business the machine is doing over a period. The accumulated column is a guide to whether the machine has yet paid off in relation to the investment, while the gross and net columns show the rate of activity. By careful study of these cards, he determines when to move a machine.

First Week Deceptive

"In Arcade equipment, the first week is always fabulous," he cautions—and the operator should not be misled by that first "miraculous" week.

Collection is made weekly on most locations with Arcade operation. In the big machine operation at the lake, it is made every night, however. Each individual machine performance is recorded. On steady type spots, like year-round bar locations, collection is every two weeks.

"Efficient service has helped us grow," Lodico stresses. The company advertises the availability of 24-hour service. Both Lodico and his brother go out regularly to spot-check the condition of their machines on location—some important stops may be visited two or three times a week, others very rarely, according to conditions. The collectors do not do service work. A preventive service program is not important in this type of operation, Lodico believes, but immediate availability of service is stressed.

The "remarks" column on the collection card is used to report trouble with the machine, and a review of this column provides a guide to the need for special service. If a unit continues to give trouble, it is scheduled to be brought in for suitable overhaul. Usually this is done when the machine is moved—with the frequency which is a basic element of Lodico operations, this will be usually within a short period. It is brought into the shop, given a thorough mechanical check-up, repairs as required, painting and varnishing. He estimates that this is done on an average of once for every 15

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2 Pizzadilly (2 player)	145.00
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3 Regatta	75.00
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1 Register (4 player)	195.00
1 Score Board (6 player)	125.00
1 Scow	60.00
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1 Silver Skate	40.00
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1 Suggin' Champ	125.00
1 Split Fire	45.00
1 Sportsman	40.00
1 Star Fire	160.00
3 Star Pool	60.00
1 Surf Rider (4 player)	175.00
1 Struggle Buggie	50.00
1 Three Design	110.00
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1 Tim-Buc-Too	95.00
1 Williams Yukon	395.00
2 Circus Snake Ball (2 player)	125.00

1/3 with order, Bal. C.O.D.
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the advertising columns of **THE BILLBOARD!**

Koondel Reports Summer Collections Ahead of 1957

NEW YORK — Al Koondel, who operates the Empire Automatic music and game route in Brooklyn, reports that collections this summer are running ahead of last year.

While the coin machine picture in general is none too bright, a couple of local factors have contributed to take the edge off the recession here — at least as far as coin machines are concerned.

One is the departure of the Giants and Dodgers to the West Coast. A year ago, neither of the two National League teams was pulling too well at the gate. But television was another matter.

Video Fans — Fans who wouldn't think of taking a trip to Ebbett's Field or the Polo Grounds were rabid video rooters, and when night games were played the tavern television set had better be turned on.

The result was that no music was played on many tavern locations while the ball game was in session, and the games got little action.

This year, only the Yankees are in town, and, except for certain

areas in the Bronx, the American League club doesn't attract the tavern video audience that the Giants and Dodgers did.

Less TV

The result is that fewer persons are watching baseball in taverns, and more money is being deposited in the coin boxes.

Another factor helping collections in the city is the fact that fewer people seem to be going away for extended vacations this year.

Maybe it's the recession, but many New Yorkers are settling for week-end weekends. According to Koondel, this means that while weekend revenues are probably behind last summer, week-day collections are up, and total revenue is running ahead.

Chi Coin Ships

• Continued from page 95

the right to spoil the opponent's set-ups by knocking away or blocking a ball.

Player gets an extra shot every time he makes a hoop; thus each player continues to shoot until he fails to make the next-numbered hoop. Theoretically a player can finish a full game by making all 12 hoops and sinking his ball before his opponent gets a shot off—but this very seldom occurs.

Play begins by shooting ball off a spot in front of the finish hole, and play ends when one player sinks ball in the hole. Player sinking ball into hole before making the number 12 hoop forfeits the game.

A ball deliberately shot thru a hoop out of numerical order gives opponent an extra shot.

Croquet is 39 by 72 inches (approximately bumper pool table size). Table is console type. Eight hoops are included on table top, some scoring for two different numbers. Hoops are made by shooting ball thru one end only as indicated by numbered arrows.

Coin chute is set for dime play, with 20 cents (two dimes) required to begin each game. Thus each player or competing team of two players inserts a dime.

New Play Idea

• Continued from page 95

Satellite, introduced early in June, features the figure of a Sputnik on the backglass which flashes across the glass as scores are made. As it flashes, the face of a monkey lights up within the Sputnik.

Gottlieb's Rocket Ship, bowled early in May, has player shooting balls up playfield in two stages, utilizing a set of "booster" ball flippers in addition to the usual pair. This ties in with the game's "outer-space" theme.

If the success of the current crop of new five-balls is any indication, the trade can expect more of the "unusual" from five-ball manufacturers in the future.

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Knock

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OPPORTUNITY

check the
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this issue



14 FT. BOWLERS . . . \$395

SEEBURG C's

\$395

POOLS

6 Pocket Pools\$150
Jumbo Pools 95
Bumper Pools 75
Flicker Pool 125
4-Hole Pool 95

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ALL-STAR
BOWLERS
\$325
Floor Sample

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CHICAGO, ILLINOIS

JUNIPER B-1014

PURVEYOR
DISTRIBUTING CO.

Better Buys



New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 7,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation



SIZE: 18"x8"x6" Shipping Wgt.: 20 lbs.

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ATLAS SLASHES PRICES!

MUSIC

SEEBURG	
100J\$695
100C 565
100E 445
100A Converted to 45 RPM 245
160B 375
V-200 595
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Reconditioned—Refinished

45 R.P.M. CONVERSION for M-100A \$69.50
Also 45 R.P.M. Conversions for All Machines.



4 Quarter Century of Service
ATLAS MUSIC COMPANY
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V-200 \$595

SPEED-READ PROGRAM HOLDER
For V-200 & VL-200, \$34.50

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24 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

Exclusive Seeburg Distributors

NOW DELIVERING WRITE or CALL for Prices

- BALLY TROPHY BOWLER, CYPRESS GARDEN, BIG INNING, SPACE GUNNER U. S. A.
- BALLY BIKE, THE CHAMPION, MODEL T and TOOMERVILLE TROLLEY
- ROCK-OLA PHONOS—50-120-200 SELECTION
- GENCO FLYING ACES

★ ★ SPECIAL ★ ★

1434 Rock-Ola 50 Sel.\$145.00
45 R.P.M. 325.00
1438 Rock-Ola 120 Sel. 305.00
1442 Rock-Ola 50 Sel. 445.00
1446 Rock-Ola 120 Sel. 495.00
All Star Deluxe Bowler	Write
Like New A.B.C. Bally Bowling Lanes, 14 ft., or 14 ft. 495.00
Like New Strike Bally Bowling Lanes, 14 ft. 645.00
Skill Balls, new 245.00
wed. 14 ft. 195.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Balls-a-Poppin'\$195.00
Genco Showdown 275.00
Genco Fun Fair (like new) 295.00
Bally Circus, new 2 player 295.00
Chi Coin Blastin' 95.00
Wms. Wonderland 95.00
Gift: Stage Coach 130.00

BINGO GAMES

Miss America\$525.00
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Key West 325.00
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Gaiety 75.00
Gaytime 135.00
Variety 75.00
Hi Fi 50.00
Palm Springs 50.00
Ice Cream 50.00
Dude Ranch 45.00
United Flare 75.00
United Trolley 45.00
United Stardust 95.00

ARCADE

Bally Ball's Eye Middle Gun\$235.00
Exhibit Sportland Gun 75.00
Irving Kay Jumbo Hockey Game 195.00
Chi Coin Six Bowls 119.00
Genco Skill Ball 95.00
King of Swat 110.00
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Valley DELUXE

6-POCKET POOL

Valley's "Cradle Quality" and exclusive features protect your investment!

See Your Distributor or Write VALLEY SALES CO.

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 94

good as the fishing, which was excellent.

Marshall Caras is kept busy at home with his new son and his sizable garden.

Jackson, Miss.

By ELTON WHISENHUNT Clarence Spain, Spain Amusement Company at Tunica is diversifying his music and game route.

Church at Helens, Ark., reports the organ works perfectly and the church people are highly pleased with it.

Joe P. Lavene, Lavene Music Center at Clarksdale, has a lot of farm land as a sideline.

Pete Manos, PM Music Company at Greenville, enjoyed a vacation with his family in New York recently.

two-week vacation. Gordon Howard, Atlanta's Westchester County salesman, left this week for a Malina vacation.

Aba Lipsky, at Sandy Moon Distributors, reports that Hank Petzet is in from the Wurlitzer factory for a week.

Rav Knoss, Arrow Music, is vacationing in up-State New York.

Denver

By BOB LATIMER Jack Vossbacher, who operates a Greeley, Colo., music company, visited Denver distributors in May, voicing a familiar complaint: despite the general thought of "recession" and slow times, the Cloverleaf greyhound racing track nearby is drawing an all-time record volume of patrons, which, of course, is being subtracted from the phonograph and amusement machine-play public.

Henry Smith, Smith Music Company at Greenville, was recently busy putting a big shiny new phonograph and 12 wall boxes in the swank new restaurant adjoining the Alamo Motel at Greenville.

New York

By AARON STERNFIELD Delores Brown, secretary at the Music Operators of New York, last week became the wife of Al Tripo, New York lawyer.

Bernie Baurstein, vice-president in charge of operations at Levie Distributors, reports that the one-stop's new Freeport, L. I., outlet is doing a healthy operator business, but retail trade is slow because of road construction in front of the building.

The Hartford, Conn., branch of Runyon Sales held an AMI service school last week with Paul Calamini, AMI field engineer, in charge.

Atlantic - New York shop personnel are back from their

Table with columns: READY FOR LOCATION, WURLITZER, SEEBURG, AMI, BINGOS, ARCADE. Lists various models and prices.

Lew Jones Distributing Co. Exclusive Wurlitzer Distributor. 1301 North Capitol Avenue, Indianapolis, Indiana. Phone: ME 8945-51593

Advertisement for World Wide Buys! featuring BINGO GAMES and Multiple Player 5-BALLS. Includes a list of game titles and prices.

Advertisement for JANCOR ENGINEERING CO. featuring SPEED-READ PROGRAM HOLDER for V-200 and VL-200. Includes an image of the device and pricing.

Advertisement for COIN-MACHINE HEADQUARTERS. Lists various arcade equipment and 5-BALL PIN GAMES with prices.

Advertisement for Multiple Player 5-BALLS and Single Player 5-BALLS. Lists various game titles and prices.

Advertisement for Immediate Shipment NEW FISCHER SLATE-TOP POOL TABLES with "VISIBALL" FEATURE! Order Today!

Advertisement for Disk Venders. Includes a list of venders and prices, and a description of the Vend-A-Disc machine.

Advertisement for CLEVELAND COIN MACHINE EXCHANGE, INC. featuring WALL BOXES and other coin machine products.

LIKE NEW!

SAVE on these SHAFER PHONO SPECIALS

SEEBURG V-200

with

VL Receiver

Speed Read

Scan-at-a-Glance

Program Holder

\$699.50

Wurlitzer 1800 \$425.00

AMI G-200 545.00

Rock-Ola 1454 595.00

Rock-Ola 1448 475.00

EXTRA SPECIAL

Eastern Electric Cigarette

Vendor Mark II.

22-col.—like new... \$249.50

Shaffer Reconditioned
Shaffer Guaranteed
Write for Illustrated Catalog

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Cincinnati, Ohio
Phone MA 1-6310

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Indianapolis, Ind.
Phone ME 4-3571

COINMEN YOU KNOW

Company, under direction of Lou Shulman.

Johnny Knight, owner of Skyland Music Company, took an early season vacation in mid-June, when he departed with his family for California. . . . Two of the most traveled figures in the Denver phonograph industry, partners Leo Negri and Mike Savio of Draco Sales Company, are chafing around the West Alameda Avenue offices. All of the routes and operator problems are ironed out for the summer, and there has been no reason for either to take to the hinterlands.

Tony Del Pero, Denver music operator, won a \$500 prize during June for a record trout catch, snared on a week long jaunt into the mountains around Jackson Hole, Wyo. One of Del Pero's finny specimens tipped the scales better than 11 pounds. . . . Bill Haefner, Pueblo operator, played host as some 40 members of the Colorado Music Merchants' Association assembled at LaTonica's restaurant for a combination of a social dinner and the June meeting of the association. Chief topics for the meet were 10-cent play practical means of maintaining throughput Colorado the problem of shortages in trained mechanics, and general management methods.

Jerry Harris, formerly of Lieberman Distributing Company, Omaha, Neb., has joined the staff of Mountain Distributors, AMI phonograph distributors here. Harris will cover Wyoming and Nebraska.

Extremely heavy rains during all of May and most of June have actually increased phonograph play, rather than cutting into it, according to the members of the Colorado Music Merchants Association. The downpours have caused cancellation of such outdoor entertainment as horse racing and stock car racing, with the result that patrons are spending more time in their local taverns.

Harry White is handling the city sales.

Chester Rozinski, who became president of the Mercury Athletic Scale Corporation, succeeding the late Edward A. Garney, who founded the company, is now living in Florida. Felix Michaels, who managed the office, is now operating a gasoline service station at the Eight Mile Road here, while Ted Cymbal, who was manager of the distributing affiliate, Continental Service and Equipment Company, now heads his own firm, Cymbal Steel Products, which took over the steel production and sales end of the business.

(Continued on page 100)



The SEEBURG CIGARETTE VENDOR

- 22 Columns—over 800 Pack capacity
- 11 rear bank shift columns
- Three-Way Pricing
- Easy-view selection panel
- Low Console styling, permits "up-front" placing
- Quiet, all-electric selection and delivery

IMMEDIATE DELIVERY

Exclusive Gattlieb, Williams and Seeburg Distributors

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Elbert 2-9480

SPECIAL CLOSOUT!
Brand New Counter Game
"SMILEY"
In factory carton.
Originally \$59.50
NOW—\$29.50
LIMITED QUANTITY

GUNS
Genco CIRCUS GUN \$350
Exp. JUNGLE HUNT 295
Genco STATE FAIR 240
Genco DAVY CROCKETT 225
Genco SKY ROCKET 195
Kenney RANGER 193
Un. CARNIVAL GUN 148
Wms. JET FIGHTER 150
Kenney SPORTSMAN 145
Genco RIFLE GALLERY 145

ARCADE
Wms. TEN PIN Like New \$385
Genco MOTORAMA 365
I.D. ART PARADE 225
C.C. TWIN HOCKEY 220
C.C. BASKETBALL CHAMP. 120



SEE "FIRST"—
and BE FIRST
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5-BALLS
BOTTLE

3-PI. SEA BELLES	\$245
ROYAL FLUSH	235
CLASSY BOWLER	200
SCOREBOARD, 4 PL.	175
WISHING WELL	165
HARBOR LITES	155
SWEET ADD-A-LINE	145
MYSTIC MARVEL	135
DRAGONETTE	110
GOLD STAR	110
LOVELY LUCY	105

WILLIAMS

JIG SAW	\$235
RACE THE CLOCK	165
CIRCUS BALLY	210
BALLS-A-POPPIN'	225

NEW GAMES

Chicago Coin ROCKET SHUFFLE
Chicago SHUFFLE EXPLORER
Chicago BATER UP
Gottlieb ROTO POOL
Bally U.S.A.
Williams FOUR STAR
United 16 PLATTING
Bally BIG INNING
Bally CYPRESS GARDENS
VALLEY A POCKET POOL
Kaye ELBORADO A-POCKET
Kaye COMPETITOR A-POCKET
Auto Ball PLAYBALL
Kenney DELUXE BIG TENT

14-FT. BOWLERS
Chicago Coin, United, \$425
Bally,

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56-PAGE CATALOG
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Detroit

By HIAL REVES

Carl Angott, of Angott Distributing Company, has been busy with his expanded operations following acquisition of some additional established routes. Charles Andrews, salesman for Angott, is covering upstate cities, coming into Detroit only to handle his paper work, while veteran

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for ALL MODELS of
SHUFFLE ALLEYS
BINGOS
WURLITZER 1500 A

We'll prepay and ship
brand-new packing crates!

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Exclusive Distributors of
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GENCO—FISCHER



KEENEY'S DELUXE BIG TENT

ELECTRONIC UPRIGHT FREE PLAY GAME

7-Way Greater Profits

Order
Keeney's
Deluxe

BIG TENT

Now!

J. H. Keeney & CO., INC.

2600 WEST FIFTIETH STREET

CHICAGO 32, ILLINOIS

COINMEN YOU KNOW

Continued from page 99

Martin S. Korman, an engineer, is establishing the M & K Vending Company in the northwest section, starting with a route of coffee and chocolate vendors, with plans for probably expansion into other areas later. . . . Noel Cotner, who formerly operated as the Noal Amusement Company, has moved to the West Side suburb of Livonia. . . . Meyer (Red) Saperstein, who recently sold out the Reliable Vending Company, is looking over the field before deciding on his next business venture.

Altho the Detroit and Michigan areas are down in volume as a result of economic conditions, the juke box business in other areas like Minnesota, Iowa, and Wisconsin, is definitely on the upgrade, says Ted Parker, who makes his headquarters here as Greater Midwest area representative for AMI, Inc. He left here this week to visit Minneapolis, then Chicago for the National Association of Music Manufacturers show at the Palmer House.

Richard V. O'Meara, Music

Systems manager, returned from a two-week honeymoon in New York and Philadelphia, during which he visited several Seeburg distributors. He is very optimistic over the business outlook, considering local conditions, and surprisingly reports that record sales for his company here are up 9 1/2 per cent for June over a year ago, while the phonograph business is only about 1 per cent under.

Robert Ferdinambsen, of Sandusky, O., is operating an attractive modern Penny Arcade with the Wade Greater Shows, touring largely in the southeastern Michigan area around Detroit this season. He has an assortment of about 50 game units, and has William Hill and Donald Armstrong as helpers. . . . Lee Moss is operating a separate concession with a battery of diggers on the same shows, personally managed by Joe Vinsen.

Paul L. Randazzo, who operated the Rand Music and Novelty Sales, juke box route, has moved to suburban St. Claire Shores and switched to the tool and die business.

Joseph Auton, manager of King-Pin Equipment Company, is enjoying a vacation in Minnesota until August.

Henry C. Lemke, of the Lemke Coin Machine Company, who has been on the sick list, is feeling better and back on the job.

The wedding of James Passanante, Jr., son of James Passanante, one of the best known figures in the operating and distributing field here for many years, to the former Nancy Stuart was

celebrated with a reception at the Grosse Pointe Yacht Club. Steve Brancaloneo, head of Gaycoyn Distributors, and a nephew of Mrs. Passanante, assisted with reception details. National H. Goldstok, Detroit Corporation Counsel, was toastmaster. Among the guests was George McDuff, of Radio Distributing Company, distributor for London Records.

St. Louis

R. C. Colebaugh has bought the phonograph routes formerly owned by Rex DeMase in St. Louis County. Colebaugh announced that he will convert the entire route to 200-record machines in the near future, all on 10-cent play.

The recent increase in bus and street car fare has definitely been felt on phonograph locations near street car and bus line intersections, according to the Missouri Amusement Machine Association. Customers who formerly dropped a quarter into the slot of the phonograph for entertainment, while waiting for the bus or street car to arrive, apparently have begun husbanding their money.

Lou Morris Jr., whose father heads the big Morris Novelty Company in St. Louis, is somewhat disheartened these days. Morris was a Naval fighter pilot kept active in the U. S. Naval Reserve, flying Navy aircraft stationed at nearby Lambert Field. Now, however, the Naval station has been closed, and young Morris has no option but to travel to Memphis, some 300 miles south, in order to meet his yearly flying requirements.

Irwin Sachs has bought the phonograph route formerly operated by Sean McAllister in suburban Affton here. Games and Amusement Company is a newly commissioned firm which will operate in seven counties in the St. Louis area.

Reconditioned Single Player

CRIBS CROSS	\$285
STRAIGHT FLUSH	345
SILVER	215
ROYAL FLUSH	235
ACE HIGH	215
AUTO RACE	210
CLASSY BOWLER	200
WORLD CHAMP	175
DEER'S DAY	155
WARRIOR LIGHTS	155
WISHING WELL	135

N. ILLINOIS, N. INDIANA, and IOWA OPERATORS—
GET OUT FROM BEHIND THAT 8-BALL with GOTTLIEB'S NEW

ROTO POOL

- 15 REAL POOL BALLS LIGHT UP IN LIGHT BOARD WHEN CORRESPONDING ROTO TARGETS ARE HIT!
- HOLD FEATURE KEEPS BALLS LIT FROM GAME TO GAME!
- MATCH FEATURE

Many Other Top Action Features!

Immediate Delivery!
NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey, Chicago 14, Ill.
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BEAT THESE PRICES IF YOU CAN

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PHONOGRAPHS	SCALES
Seaburg Hi-Fi 100R \$545.00	Walling 500 Guesser \$35.00
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10" Cab. Oxford Speakers 7.00	A. B. T. Kirk Hi-Boy Guesser 35.00

These Phonographs & Scales are not trade-ins. We are the original owner. Tip-top condition. Ready for your location and make money for you.
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Attracts Players At First Glance...

GOTTLIEB'S Roto POOL

Features 15 Colorful Plastic Pool Balls That Light 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!

- Liting all balls in lite box scores special and lites center target and bottom rollover for additional special score
- Hitting roto-targets lite corresponding ball in lite box
- Running lite rollovers spot balls according to lit number
- Holdover feature allows balls to remain lit 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

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1140-50 North Kostner Avenue - Chicago 51, Ill.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

SHOOT

for the
LUCKY 7's
brand new
REPLAY feature

Williams
MANUFACTURING CO.
4242 FILLMORE ST.
CHICAGO 24, ILL.

CHILDREN'S RIDES!

SPECIAL THIS WEEK

Portland (moving target) Gallery \$100.00

Excellent condition

Super Jol	\$250.00
Circus Jol	100.00
Sea Saw	125.00
Space Ship Rides	150.00
Auto Rides	200.00
Metal Typar (Standard)	225.00
Williams Crane	125.00
Big Bronco	Write
Pony Boy	Write

Operating order-parts complete

NEW RIDES

Twin Animal Ride	Write
Fire Engine Ride	Write
Train Ride	Write

Write for complete price list

Carousels Industries Inc.

2645-47 W. Lawrence Ave.
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Phone UPlown 8-1349

REMEMBER BUMPER POOL?
Now Another SENSATION...

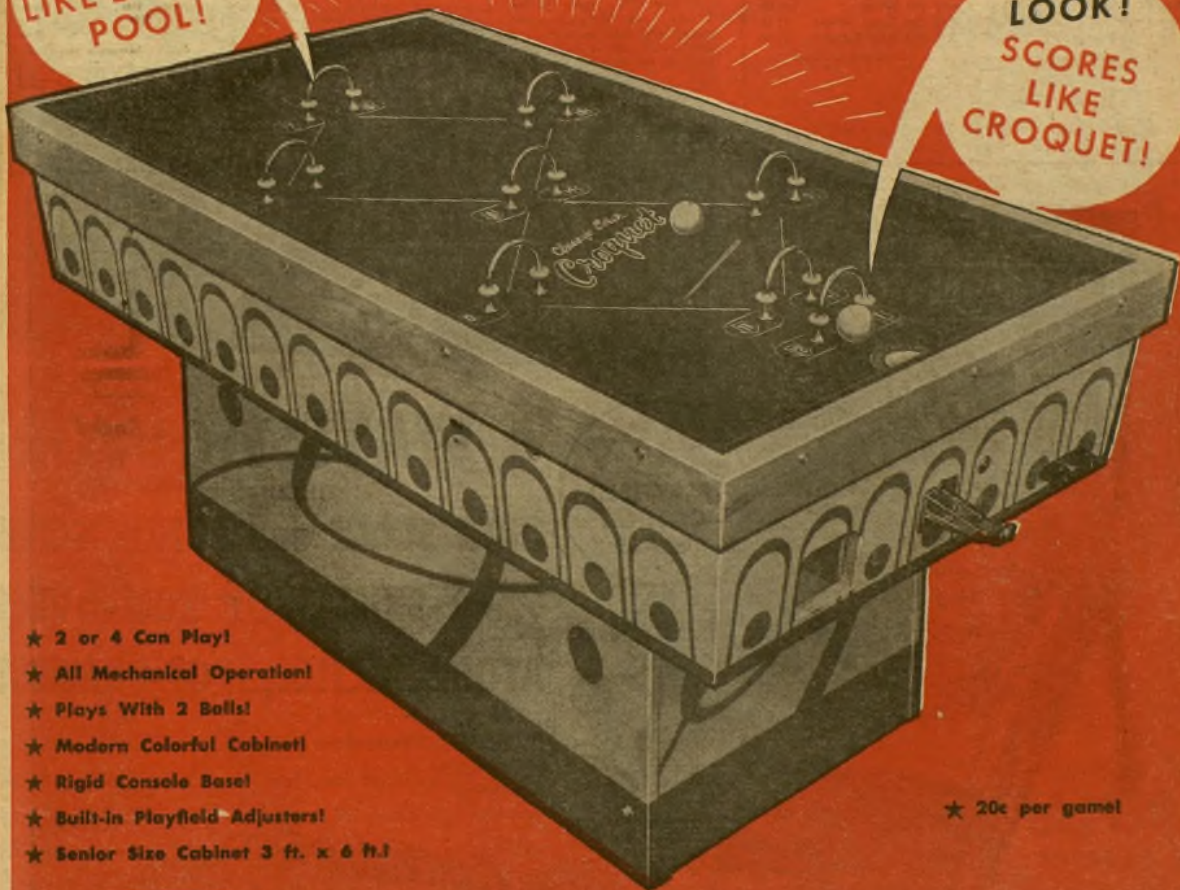
"CROQUET"

Another **chicago coin** EXCLUSIVE!!

Combines Playing Features of
TWO Popular Skill Games in ONE!!

LOOK!
PLAYS
LIKE BUMPER
POOL!

LOOK!
SCORES
LIKE
CROQUET!



- ★ 2 or 4 Can Play!
- ★ All Mechanical Operation!
- ★ Plays With 2 Balls!
- ★ Modern Colorful Cabinet!
- ★ Rigid Console Base!
- ★ Built-in Playfield Adjusters!
- ★ Senior Size Cabinet 3 ft. x 6 ft.!

★ 20c per game!

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PRODUCT

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

HAPPY \$ \$ DAYS

are here again with sensational new

Bally U.S.A.



New **BALL BUY-BACK**
 insures top earning power
UP TO 4 COINS PER GAME

After shooting 5 balls, player may buy back up to 3 balls to improve score. One extra ball **GUARANTEED** for each extra coin played.

Flashy
**PLAYFIELD
 CABINET
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**ROTARY
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4 WAYS TO SCORE
 INCLUDING
HIGH SCORE and BONUS SCORE
New **SKILL-SPOT ROLL-OVERS**
ATOMIC-ACTION POP-BUMPERS

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 fat collections, long life on location. Go going with U. S. A. today!



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HI-SPEED PLAY
 MEANS MORE COINS PER HOUR
2 PLAYERS
 alternate
 only 5 times

1 OR 2
 CAN PLAY

3 SHOTS
 PER FRAME
3 FRAMES
 PER GAME
 CAN BE OPERATED AS
 2 OR 3 FRAME GAME

RED LIGHT
 SIGNALS
 WHEN
 TO SHOOT

3-DIMENSIONAL
 SHUFFLE-TYPE
 GAME

LAUNCH-ALL-BALLS
 FEATURE

CAPTIVE-BALL
 IN-LINE
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10¢ PLAY
 REGULAR AND
 DELUXE MODELS

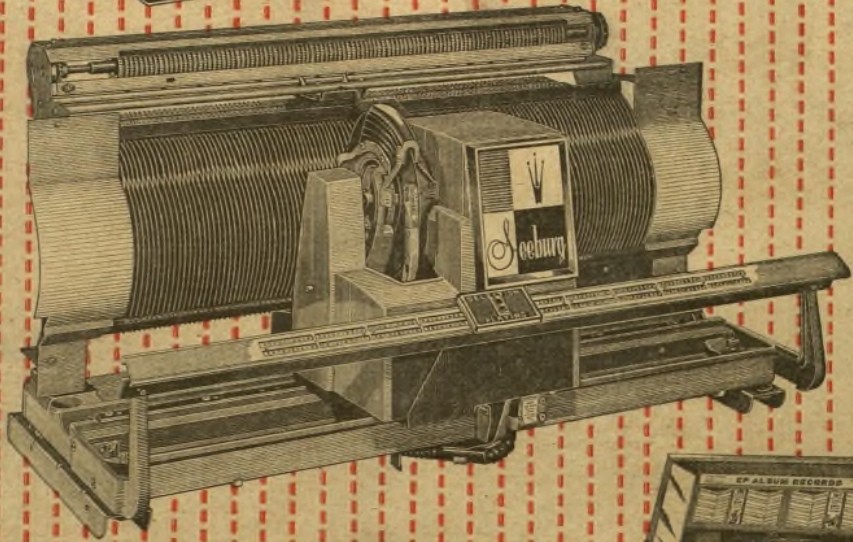
APPROXIMATE SIZE:
7½ FT. LONG
2 FT. WIDE
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 IN BACK BOX
 FOR
 EASY SERVICING
 DROP CHUTE
 COIN MECHANISM
 WITH
 NATIONAL REJECTOR
 ON PULL-OUT DRAWER

UNITED MANUFACTURING COMPANY
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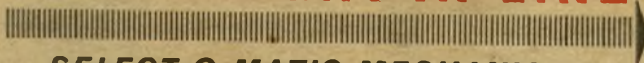
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The most efficient, trouble-free mechanism ever built into a coin-operated phonograph. With its exclusive design, records never completely leave their individual storage compartments, even when playing. The lightweight, spring-tension pickup exerts minimum pressure to increase both record and stylus life. Front-end accessibility simplifies and speeds record changing. Magnified "record playing" indicator moves with carriage.



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