

JUNE 30, 1958 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Taxes Clobbering German Operators

'Entertainment' Levy on Jukes, Games Cues Fight for Survival

By OMER ANDERSON BONN-Two words-Vergnuegungssteuer and Existenzkampftell today's story of what's happening on the German juke box juke boxes and amusement games), and amusement game fronts. The a business tax, a license fee of 20 first word means entertainment tax, the second, the fight for survival.

The German operator is waging a fight for his business life in organization. courtroom battle against discriminatory or confiscatory taxes, and at the same time is grappling with a number of other problems.

Ironically, altho German coin exports are booming, the German operator is being crowded to the wall. His present plight, and what he's doing about it, is worth study by operators everywhere.

Two all-important facts have zation is well exemplified in this become clear: The operator is the well-knit, national organization, key to the progress of the industry and the operator must be organized to protect his business States and West Berlin operates. existence.

BATONEERS CALL FOR EXPANDED **GOODWILL CASH**

NEW YORK --- The U.S. foreign relations policy needs more money appropriated for art, according to conductor Leonard Bernstein, who just led the New York Philharmonic thru a 12-country tour of Latin America. "Our concerts resulted in immeasurable good will and a real love relationship with hundreds of thousands of people who understood the universal language of music," says Bernstein,

Official Washington is more aware of the great good done by American artists abroad, agree Bernstein and co-batoner Dimitri Mitropoulos in praising the work of the President's Fund which partially sponsored the tour. But the slow upswing in cultural exchange (and especially export) must be quickened. "One has to revise all previous opinions." they say of their Latin audiences. "We had known there was a primitive group who knew a bit of flute music and a small sophisticated and cultivated group, but there are thousands of middle-class people who adore music," Under the auspices of ANTA and the State Department, over 100 attractions have been sent overseas since the 1954 inception of the Social International Program for Cultural Presentations. Fare has ranged from the Glenn Miller Ork thru "Long Day's Journey Into Night" to Tom Two Arrows. The Bernstein-Mitropoulos report echoes the reactions of them all but doesn't mention the bitter backstage struggles over who's going to go and where.

Pix, TV Dramas, Legit Lure Disk Name Interest

Smart Waxers Woo Summer Stock As Build to Big Dollar Offers

By JUNE BUNDY

with more and more disk names invading the acting field, via motion Broadway, and summer stock.

"break-in" point, with a flock of Kansas City. wax stars-many for the first time -treading the Straw Hat circuit one month this summer starring in this year in hopes that their thes- a summer stock company of "Kiss pian attempts may attract TV, Me Kate." Other stock dates include legit or picture offers.

in summer stock this season in-clude Julius La Rosa, Betty John-son, Jave P. Morgan, Gisele Mac-in "Wish You Were Here." son, Jave P. Morgan, Gisele Mac-Kenzie, Tommy Leonetti, Pat Suzuki, Denise Lor, Peggy King, Eileen Barton, Bill Hayes, Rusty Draper, Jane Powell, Genevieve, Jane Morgan and Harry Snow.

Betty Johnson will star in the NEW YORK --- Record artists same musical at the Municipal are digging Stanislavsky these days, Theater in Atlanta, Ga., starting August 12. Pat Suzuki, who debuts on Broadway this fall in Rodpictures, TV dramatic shows, gers and Hammerstein's "Flower Drum Song," plays Dorothy in Summer stock is apparently the "The Wizard of Oz" this month in

Jane Morgan will spend at least Peggy King in "The Moon Is Blue" Recording artists slated to appear (Miss King also played dramatic

Future Unlimited

boxes and amusement games, organization needs a minimum of were it not for present oppressive 40 to 50 units to make a living. tax legislation, seems almost unlimited. But, as an official of an operator's State association remarked wistfully, "I wish the \$36 to \$60 monthly. future looked as golden as the past." And no less a figure than box costs the German operator Dr. Werner Hillert, chairman of the national operators organization. and he must finance it over a terms the present situation "an four-year period. emergency.

The biggest problem: Taxes-not one, but many. ZOA and its member operator associations are fighting court battles against the so-called amusement tax across Germany. This tax spirals up to 15 marks for juke boxes, 10 for games. But this is just the beginning.

The Continent is tax-happy (e.g., Germany even levies a compulsory tax to support Catholic and

Queen Plugs German Jukes

BONN--Germany's "Miss Juke Box," Margot Hielscher, garnered top publicity honors for the German juke box industry this year via an operator-sponsored public relations move.

It is a good example of how the national association-ZOA-is succeeding in overcoming prejudices against the industry, one of several problems blocking present expansion.

Margot appeared on Eurovision. the Europewide TV network, billed with the 1958 title, and sang her latest disk hit, "Music for a Dime."

The contest was a collaboration between ZOA, the coin machine operators' group, and Eurovision. The stunt proved to be of firstclass public relations value.

under which each of the operators' associations in the 11 German

Protestant churches). In addition

to the amusement tax, the operator

also pays a turnover tax on gross

machine receipts (4 per cent for

marks per machine per year. All

this, in addition to a monthly

royalty of 7.50 marks per juke box

to CEMA, the German musicians

ZOA Fights Battle

Germany on taxes, as well as a

number of other weighty problems,

is the operator's association Dr.

Hillert heads, the Zentralverband

der Organisationen des Deutschen

A u t o m a t e n - Aufstellgewerbes

The German passion for organi-

(ZOA).

Fighting the operator's battle in

Dr. Hillert says the economics of German operations are such Actually, the future for juke that the average operator in his The average per-machine gross for juke boxes runs between 150 and 250 marks per month, or roughly

An American 200-selection juke around 7,000 marks (about \$1,680),

Efforts are being made to increase to 20 pfennigs (5 cents) the basic pertune juke box play in North Germany, where it is now (Continued on page 71)

La Rosa in 'Kate'

La Rosa opens July 8 in "Kiss Me Kate" in Kansas City, Bill Haves and "Hit Parade" star Virginia Gibson, are currently costarring in "Happy Hunting" in Oklahoma City. Gisele MacKenzie stars in "The King and I" in San Francisco. Jack Paar's TV regular, Genevieve, opens in "Can Can" at the Packard Music Hall, Warren, O., this month. Jane Powell and Rusty Draper (in "Oklahoma") played the Dallas State Fair last week. Leonetti will do six weeks in "Wish You Were Here," starting July 28 in Camden, N. J.

Hollywood Lures

Hollywood is particularly record artist-minded this year, since Eivis Presley and Pat Boone are both high on the list of top film box-office draws, and teen-age audiences are practically supporting the picture business.

Numerous recording artists have warbled their latest record hits in various rock and roll movie musicals during the past year, of course. However, ultimate goal of most disk names today is to establish a lasting career, by qualifying as an actor as well as a singer.

The smart ones are preparing for it, via the aforementioned summer. stock stints, and-or private acting lessons. Jimmy Rodgers, for example, took a variety of special lessons -acting, dancing, etc.-as soon as his first record hit.

As a result, he made a much better impression with his guest shots on TV-as compared to the unprofessional, camera - shy awkwardness displayed by too many of the new young record stars today. Following Rodgers' lead. young Bobby Darin, who currently has "Splish Splash" on the charts, has already enrolled in Burton Lane's School of Dramatic Arts.

Rodgers recently signed to costar with Debbie Reynolds in the forthcoming M-G-M movie "Snob Hill." He also is cutting a special "acting" album for Roulette's new Co-Star LP series, wherein buyers read scenes opposite famous per-(Continued on page 8)



NEWS OF THE WEEK

Stereo Disks Tee-Off to Encouraging Sales Debut . . .

Initial stereo record sales have been stronger than was expected by most of the manufacturers who have already released stereo LP's and stronger than anticipated by many of the distributors and stores which ordered them. Page 2

Victor Sets Stereo EP Releases, Others Moving Into Sales Swim . . .

Stereo EP's may soon burst on the market in quantity. RCA Victor has set initial release of 27 sets for tomorrow (1). Others including Elektra, Bel Canto and Seeco have released or will release stereo EP's while World Wide plans a dozen packages late in July. Others expected to watch reception to Victor line closely. Page 3

Pepsi to Sponsor First Disk Academy Telecast . . .

Pepsi-Cola will sponsor the telecast of the first annual awards presentation by the National Academy of Recording Arts and Sciences. It has not yet been decided which network will carry the hour and a half show. Page 3

Newport Jazz Festival Looks Bigger Than Ever . . .

The Fifth Annual Newport Jazz Festival, which tees off Thursday, July 3 for four days, anticipates a gross of over \$200,000 from admissions and concessions if the weather stavs clear. Last year the concert cleared \$50,000; this year the directors hope for a \$70,000 net. Page 4

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JUNE 30, 1958

Stereo Disks Tee-Off to **Encouraging Sales Debut**

NEW YORK --- If initial sales ucational and/or promotional drive heavy as the July monaural release can be used as a reliable baro- to explain stereo disks to the con- by the same number of diskeries. meter, then-to paraphrase an old sumer and before the manufacturblues song-stereo is the thing this ers generally have introduced their be listed in the July issue of Audiyear. For the sales of stereo disks new stereo phonographs. Ob- tion, will be issued by Atlantic, in a rather poky record market servers point out that if this sales Audio Fidelity, Concertapes, Conhave been strong. Stronger in fact action can happen now, should it temporary. Coral, Counterpoint, than was expected by most of the not greatly pick up when the ad-manufacturers who have already vertising and promotional drives on Award, Jubilee, Judson, Liberty, released stereo LP's and stronger stereo disks and phonos starts in RCA Victor, Riverside, Urania, than many of the distributors and the fall? stores who ordered them anticipated.

and distributors sold out of their The July stereo release is almost as entire stereo records shortly after getting them in stock.

Another interesting aspect of stereo LP sales is that many of the stores who have reported brisk sales have been hi-fidelity component shops, some of which do not normally carry records. And the sales action has been centered in the large Northern cities, such as New York, Cleveland, Chicago, etc.

Impact Encouraging

But what is most encouraging about the sales of the stereo platters is that it has taken place long before there has been any real ed-

the entire LP market the number number of stereo releases coming start to pour out stereo product. of stereo disks that have been sold up. As of this moment there are is a small fraction of the total. But close to 200 stereo releases schedthe encouraging factor is that many uled to be issued during July. ord firms have been very cautious dealers and distributors, who or- These LP's will be released by 18 about the stereo disk market. They dered their initial stereo stock gin- labels. This is a tremendous jump feel that it will take a long time gerly, have had to re-order. And it over June when four companies before stereo disks mean anything is also true that a number of stores issued about 30 stereo platters. dollar-wise in proportion to the en-

These stereo disks, which will all Somerset, Vox, and Westminster. That manufacturers intend really And in August it is expected that to spreadeagle the stereo disks field such important firms as Capitol, It is true that viewed against is apparent from the considerable Columbia, Decca and Mercury will

Majors Cautious

Representatives of the larger rec-(Continued on page 48)



Ray Clark to Take Over Current Duties; New Policy Patterns for EP Releases

NEW YORK -- Harry Jenkins, Sholes, chief of pop a.&r., and who since January has been RCA H. Ray Clark, merchandise mana-Victor manager of singles here, has ger, played an important role in mount Records will hold its nabeen named head of the Los An- the development of such strong tional distributor meeting this year geles distributing activity for Vic- sales properties as Don Gibson, at the Concord resort hotel in Kiator. Move is considered a key one Ronald and Ruby, Sammy Salvo

THE BILLBOARD UPS EQUIPMENT NEWS COVERAGE

NEW YORK --- A new department, Audio Products, appears in The Billboard this week, beginning on page 10. This Audio Products department will cover news of all sound reproducing equipment -phonographs, radios, tape recorders, high fidelity components and allied accessories.

Formerly, news of these products was covered in the Record-Equipment Merchandising Section, which is discontinued, The new department is geared to give greatly expanded coverage of the equipment field.

The Billboard considers the expanded coverage necessary in the light of two things: the more complex nature of the business due to the introduction of stereo disks and the varied equipment to play them, and the knowledge as revealed by recent surveys, that an overwhelming majority of disk outlets carry phonos and other sound reproduction equipment.

Am-Par Distrib Meet Set for July 16-18

NEW YORK -- ABC-Paramesha, N. Y. July 16 thru 18.

The meet will be attended by all

of the label's Eastern distributors

and Am-Par's entire executive staff,

headed by prexy Sam Clark, vee-

pee Harry Levine, sales manager

Larry Newton, artist and reper-

toire director Don Costa, album

sales and merchandising director

Dewey Bergman Jr. and special

Attending as honored guests will

be Leonard Goldenson, American

Broadcasting - Paramount Thea-

Taylor.

Merc Meets **Predict Rosy Sales Picture**

CHICAGO--- A rosy picture of continued industry growth was painted for Mercury's distribs and salesmen at its three-city national meetings Friday (27). New stereo business will not replace old monaural sales but will largely be added to current volumes, according to the company theme.

Stereo equipment manufacturers have predicted to Merc execs that by the end of December, 1958, about one million stereo sets will be in consumer hands, Irwin Steinberg, vice-president, told The Billboard on the eve of the company meetings. The company is judging its stereo potential for early 1959 on the basis of this figure. If one is to guess that much of this equipment will be purchased by consumers during the Christmas season, the logical conclusion is that monaural package goods will continue to be the overwhelming factor in fall and Christmas selling. Steinberg emphasized that he

does not foresee any withholding of consumer demand for monaural goods as the stereo picture unfolds.

(Continued on page 48)



Imperial Hops Stereo Disk Bandwagon

HOLLYWOOD--Latest to hop aboard the stereo bandwagon will be Imperial Records with the release of 12 noncompatable stereo packages in September. Price will be \$4.95 for the stereodisks. If the market's stereo demands warrant it, Imperial will issue another dozen in November and will be able to add another six stereo releases prior to Christmas.

The first 12 stereo albums set for September release are "Alfred Hitchcock's Music to be Murdered By," issued this month in regular which have not been selected yet, ical album divisions and the inand two mood music LP's with big corporation of material for steorchestras.

in distrib circles, in that it spot- and Ray Peterson. lights the emphasis being given From 1954 to January 1958,

rection Victor would put into effect to 1948 he was manager of order in the Los Angeles area "new sales, service and warehousing in the promotion and marketing tech- Indianapolis plant. niques designed to benefit distributors, dealers and consumers." Marek added: "We are playing

one of our aces in a most im- of Jenkin's current duties. In adportant undertaking."

Munves Gets New Col. Post

NEW YORK --- Columbia Rec-LP form; "Ralph Edwards' This Is ords this week upped Pete Mun-Your Life"; "They're Playing Our ves to the post of co-ordinator, Song," by Ralph Flanagan and or- Columbia special merchandise. Fats Domino, Slim Whitman and bum selections. He will now be Ernie Freeman albums which will responsible for maintaining liaison be cut next month; two jazz albums between the firm's pop and classreophonic records and tapes.

disks in an RCA distrib operation. Jenkins was manager of sales and George R. Marek, vice-president promotion in New York. From 1948 and general manager of RCA Vic- to 1954 he was a fieldman in the tor, stated that under Jenkins di- Chicago territory and from 1945

Ray Clark, merchandise and album production a.&r. exec Creed sales planning manager for singles, assumes the responsibility for many

dition, he will be responsible for Jenkins, together with Steve EP's and Bluebird children's records.

ters prexy and Si Siegel, executive Clark stated that he will convee-pee of ABC-PT. tinue the close liaison with Steve Sholes' a.&r. operation, which proved successful in the develop- single out of one of those. Clark ment of new talent. Clark also indicated that there would be indicated that EP's would be han- fewer EP's-perhaps as much as dled very much in the manner of 50 per cent fewer; but that he exsingles. The scheduling will no pected a sharp sales upturn unlonger be on a monthly basis, but der the new policy, with more profwould remain entirely flexible. its for dealer, distrib and manuchestra; "Favorite American Munves was previously assistant When a single takes off and shows facturer. EP's will still be broken action, an EP would be projected out of albums at times, as when action, an EP would be projected out of albums at times, as when -and the other three sides would major artists are involved, etc. be selected with the idea in mind Clark also stated that when the of getting the strongest possible company has a hot EP, it would material and possibly breaking a go into the regular deejay kit.

WHO'S ON FIRST?

Artists, Diskeries Play Wax Ring-Around-Rosie

ord business." The events involve well as Dicky Doo.

the Morning." The disk was sold Buddy Holly. Darin, by the way, this week by Brunswick to Atco formerly a Decca artist, now has Printed by WORLD COLOR PRIG. CO., St. Louis, Mo. with about 15,000 orders outstand-

NEW YORK --- An interesting ing. Under this deal the record series of maneuvers punctuated the will be re-released by Atco under disk scene here this week bringing the name the Rinky Dinks with from veteran observers such com- Brunswick retaining the rights to ments: "Well, man, that's the rec- the group name, the Ding Dongs. It was understood that the quick such diverse characters as the Ding transfer came about when it was Dongs, now known as the Rink learned that Bobby Darin was a Dinks and one Gerry Granahan, member of the Ding Dongs on the formerly known as Jerry Grant as Brunswick disk. Darin, also listed

as a cleffer of the tune, is under Case one involves a record orig- contract to Atco. Promptly folinally on Brunswick by the Ding lowing the deal, Brunswick cov-Dongs of a tune called "Early in ered the tune with a version by (Continued on page 48) vol. 70

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Editors

Paul Ackerman Music-Radio-TV, N. Y. Herb Dotten Outdoor, Chicago Robt. Dietmeier Coin Mach., Chicago Wm. J. Sachs, Exec. News Editor, Cincinnati Lee Zhito Western Music Ed., L. A.

Managers and Divisions

W. Gatto Main Office, Cincinnati R. S. Littleford Jr. . . Music-Radio Div., N. Y. Sam Chase Asst. Publisher, New York Herb Dotten Outdoor Division, Chicago Hilmer Stark ... Coin Mach. Division, Chicago

W D. Littleford President M. L. Reuter John Ross Secretary

Offices

Cincinnati 22. 2160 Patterson St. L. W. Gatto Phone: DUnbar 1-6450

New York 36, 1564 Broadway W. D. Littleford Phone: PLaza 7-2800

Chicago 1, 188 W Randolph St. Maynard L. Reuter Phone: CEntral 6-9818

Hollywood 28, 1520 North Gower Sam Abbott Phone: HOllywood 9-5831

> St. Louis 1, 812 Olive St. Frank B. Joerling Phone: CHestnut 1-0443

Washington 5, 1426 G St., N.W. News Bureau Phone: NAtional 8-4749

Advertising Managers

C. J. Latscha, Director Outdoor-Mdse. Robert Kendall, Chicago Music-Radio-TV ... Dan Collins, New York Coin Machine Richard Ford, Chicago Music-Western ... Robert McCluskey, L A.

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New Cleffer Org Mulled

NEW YORK --- An embryouic organization for writers is now in a stage of preliminary discussion between cleffer Noel Sherman and a group of writers associated with Broadcast Music, Inc.

The basis of the organization is "purely and simply, non-discrimination," according to Sherman. "It will make no difference whether a writer is associated with ASCAP, BMI or SESAC. The association would be devoted to protecting all writers.

letter from the American Guild of Authors and Composers of which I am a faithful dues-paying member. These letters address themselves to writers to the effect that 'BMI is threatening your very existence. Where does that leave me? I'm a BMI writer. Am I supposed to Desmond is currently starring in parent company has two purposes send them money to destroy the outfit that pays me?

"We feel very honestly that fect, they are trying to bite off the hand that feeds them and hence destroy an absolutely necessary middle function in this business. We hope to have many ASCAP and SESAC writers with us who are dissatisfied with the so-called protection they get thru other organizations," Sherman asserted.

PMMRF Holds '58 Raffle

DISPLAY FOR CLIBURN DISK

NEW YORK --- RCA Victor made the first Van Cliburn display material available to dealers and distributors last week.

Items include a 15" x 20" easel-backed photo of the pianist and a 12" x 18" streamer, featuring a photo of Cliburn and reproduction of the album cover of his first RCA LP, of Tchaikovsky's "Concerto No. 1." The photo on the album was personally selected by the young pianist.

"Every so often I get a circular 'Hit Parade' Pacts Desmond

NEW YORK --- Johnny Desmond has been signed by CBS- Fund, etc. TV as one of the stars of the revamped "Your Hit Parade," which moves from NBC next October. the Broadway comedy, "Say, Dar- in mind: Expanding the pressing ling." Dorothy Collins is being business, and secondly ameliorating is as follows: considered for another star vocal the economic condition of many in its Friday 7:30-8 p.m. berth.

Allied Pressing Firm Sets New Service for Indies

Operation Geared to Relieve Distrib, Royalty and Tax Problems

By PAUL ACKERMAN

NEW YORK --- Allied Record Manufacturing Company, one of the largest pressing plants in the country, has set up a subsidiary operation geared to take over the distribution of indie labels. Known as Allied Label Service, the organization designed not only to relieve indies of troublesome distributor problems, but to also handle such matters as publisher and artist royalties, excise taxes, payments to the Music Performance Trust

Ned Herzstam, Allied veepee in charge of sales and chief of the new project, states frankly that the

spot on the series, which will have indies who have been hard hit by maximum of 26 cents. This includes AGAC is against publishers. in ef- a completely new cast and staff the recession, and whose financial 11 to 13 cents for the physical situation has been aggravated by record: 4¼ cents or less for artist

business relationships.

Allied's President, Dakon Broadhead, has studied the matter carefully with Herzstam. Tests have been made with indie label operators such as Flash Records, Fabor Robinson, Radio Records. Allied has also made a deal with Clayton-Summy Publishing Company, of Evanston, Ill., to handle the latter's distribution and complete cost accounting on three stereo albums. It is known that other disk pro-

Allied. Altho Allied has released no

official figures, those close to the scene estimate that the arithmatic and logic behind the service plan

Basic cost of a disk adds up to a

Victor Release Blazes **EP Stereo Disk Trail**

Waxings Include 27 Platters; Other Labels Set to Follow

By REN GREVATT

Tito Puente, Ralph Flanagan, Mel-| Records, said that he has considachrino, Ray McKinley and the ered testing stereo EP's. "We have Glenn Miller band, Bob Scobie, Cy Coleman and Annie Ross doing the Boston Pops Ork, the Cold-|four tunes from 'Say Darling' which stream Guards, Perry Como, Julie we may well issue as a stereo EP, Andrews, Paul Lavalle, the Three at least on a test basis," Blaine Suns, Abbe Lane, Frankie Carle, said. the Walter Schuman Singers, the Somerset Records, as well as Ames Brothers, Lena Horne, the others, are known to have given Sauter Finegan Ork, Reg Owens some thought to stereo EP releases, and Perez Prado. altho definite plans are not yet set. Savoy Records chief Herman Lu-In the words of one spokesman, binsky revealed that he will have however, "We and a lot of others, about a dozen stereo EP's for reassume, will be carefully watchlease in July. These would carry ing to see the reception given the the World Wide label, new label Victor EP release." designation for Lubinsky's stereo line. There also may be some stereo EP's released on both Savoy and Regent labels. On the West Coast, Bel Canto, formerly a tape-only line, has plunged into the stereo disk field and in line with its disk program has already announced four EP releases. These will be culled from material in the label's initial LP release and will sell for \$1 each. Seeco has announced a single stereo EP, "to be used particularly by dealers in demo'ing stereo. The record again will contain selected By LEE ZHITO excerpts from the first stereo LP HOLLYWOOD --- Pepsi - Cola release. will sponsor the telecast of the Elektra, which has announced a first annual awards presentation stereo disk line, is bringing out a by the National Academy of Resingle EP, which will contain six cording Arts & Sciences. This selections from an upcoming stereo the top sales command two months burgh, Cleveland and Buffalo mar- LP, "The Folk Singers." For the was confirmed to The Billboard by Joe Lieb, v.-p. of Kenyon & Ecktime being, this will not be made hardt agency and supervisor of the available commercially, but it will Pepsi account. Lieb said that be issued to radio stations as a Pepsi, which last year bankrolled promotion device and for use with two of TV's costliest spectaculars AM-FM stereo broadcasts. ("Cinderella" and "Annie Get Your Jerry Blaine, mahoff of Jubilee Gun") will spend in excess of \$250,000 on the disk academy Cabot Names awards. The program will be some time in late April or early May. It will Snyder Prexy be an hour-and-a-half spectacular. The network hasn't as yet been se-NEW YORK --- Cabot Records lected, awaiting final decision on men working only on rock jobbers eapolis and Des Moines. District has named Joe Snyder as presi- the appointment of a producer. sales; under the new sales realign- No. 10 is under Tom Cade and it dent of the label. Snyder, who has Lieb told The Billboard he plans to ment such criss-crossing will be includes Dallas, Houston and San had record experience with Colum- be in Hollywood within 10 days to Antonio. District No. 11 under bia and worked with distributors in sign final papers with Academy Another part of the over-all pic- Gene Block covers Los Angeles, Philadelphia, succeeds Paul Wex- President Paul Weston. Terms of ture is the bringing in of Gene San Francisco and El Paso. Dis- ler as head of Cabot. Wexler leaves the contract, according to Lieb, Weiss to handle special market trict No. 12 under Ted Ponsetti the label this week to head up will include Pepsi's option to telesales such as PX's, chain stores includes Spokane, Seattle, Salt sales for Columbia Pictures label, vise the disk awards in the future Colpix. as well.

inefficient manufacturer-distributor royalties; 4 cents or less for publisher royalties; 4 6/10 cents excise tax, based on the wholesale rate of 46 cents, and 1 cent to the Music Performance Trust Fund.

Allied will not commit itself to any rigid formula, but is ready to take over the accounting and payments involved in all or part of the above costs which make up basic expenditures.

Allied's terms to distributors would be as follows:

Disks would be sold for 46 cents. ducers are angling for tie-ups with with the distributor getting 120 days to sell or return the records, and payment would be made on a 30-day basis from date of order. Allied intends to be very firm. "Either we get our money or the records.... We are not interested in coddling distributors.... The best distributors will agree with our attitude."

> To implement the operation, Allied has already set up a dis-tributor network. "This network will be flexible, and subject to change," Herzstam stated, "What must be established are normal business relations."

> It is understood that Allied will not take on any and all labels who wish to tie into the operation. Men connected with the label, or with the master, must have some record of successful operation or ability. Too, Allied will insist that the label spend some money for promotion, and Allied will help. This promotion involves the label buying from

> Allied 3,000 promotion disks at 25

sional Music Men's Relief Fund in the welter of stereo LP developfor 1958 held its raffle Thursday (26) at the Victoria Hotel here. Top prize, a 1958 Thunderbird, was won by Buddy Barovick. Sell- sell for \$1.49 each. But other laer's prize, a Polaroid Land Camera was won by Leo Diston. Diston, in view of this, stated that the drawing was the most successful label's initial release are sets by to date.

NEW YORK --- Stereo EP's, NEW YORK -- The irofes- almost wholly overlooked till now ments, are definitely on the way. In the vanguard of the EP movement is RCA Victor with a release of 27 disks set for tomorrow (1) to bels have either set releases or have plans for stereo EP's later this summer.

> Among the Victor EP's in the Skitch Henderson, Jerome Hines,

cents for a total cost of \$750. This covers free records to distributors plus individual mailings to key jockeys. The indie will also do his own supplementary promotion at the deejay level.

"So," one Allied exec phrased it, "the indie is an a.&r. man and a promotion man, and Allied will take it from there."

Allied will charge a distribution fee. This will be based on the gross margin, after all royalty costs and pressings are deducted. This figure,

(Continued on page 9)

Pepsi to Sponsor NARAS Telecast

First Awards Presentations Set for May Via Hour-and-a-Half Spectacular

In the meantime, Academy execs are staging "dry runs" for nominations and voting procedures. A letter went out to Academy members listing possible categories with a ballot asking members to vote for their 1957 favorites. Purpose is to give Academy a basis from which to work in effecting a workable nominating and voting plan. Weston assured members that results of the dry run (i.e., 1957 selections) will not be announced, but will be used to determine the most efficient system of procedure.

On the suggested ballot, members are asked to list five nominations (with only one to each individual artist) in each of the categories. Possible award categories (those listed in the ballot not to be considered as final) include, among others:

(1) Record of the Year, (2) Album of the Year, (3) Song of the Year, (4) Best Vocal Performance (female artist), (5) Best Vocal Performance (male artist), (6) Best Performance by an Orchestra, (7) Best Perform-

(Continued on page 9)

Columbia Realigns Field Sales Set-Up

NEW YORK---Columbia Rec- his duties as manager of field sales. ords this week realigned its entire will also be in charge of the comfield sales organization, and in- pany's New York and Newark discreased the staff of the firm's dis- trict. trict managers from nine to 12 men. Changes were instituted by George Kling, and will include Bill Gallagher, head of the disk- the New England States and upper ery's sales. As part of the realign- New York. District No. 2 is under ment Jim Turnbull has been pro- Joe Lyons, and includes the Philamoted to the position of manager, delphia, Baltimore, Washington field sales, the same post lately markets. District No. 3 is headed held by Gallagher before assuming by Mort Hoffmar for the Pittsago.

pin-points all district managers to lanta and Jacksonville. District No. cover territory close to their home 5 under Maurie Rose includes Cinbase. Areas they cover have been cinnati, Indianapolis and Louisville. narrowed so that they can easily District No. 6 headed by Warner get from one city to another. Most Pagliara includes St. Louis, Memhome bases are in major cities, and phis and New Orleans. District the districts include major markets. No. 7 under Al Fishman covers Within their areas, each district Detroit and Toledo. District No. manager will work on all sales 8 under Harry Hostler includes outlets, covering distributors, rack Chicago, Peoria and Milwaukee. jobbers, one stops, etc.

eliminated.

sales, etc. Turnbull, in addition to Lake City and Denver.

District No. 1 will be headed by kets. District No. 4 under Bob The field realignment actually Richardson includes Charlotte, At-Dick Sherman heads district No. 9,

Previously the firm had had four which covers Kansas City, Minn-





THE BILLBOARD

JUNE 30, 1958

CATS TAKE OVER AGAIN

MUSIC

5th Newport Jazz Fiesta Cued as Biggest Ever

- By BOB ROLONTZ

NEW YORK --- The Fifth Annual Newport Jazz Festival, which will run for four days starting July 3, is shaping up as the biggest jazz event ever, with a gross of over \$200,000 anticipated from general admissions and the various concessions. The Newport soiree which racked up close to 50,-000 admissions last year, has an advance sale twice what it was at

Pic Theater, Disk Club Tie

LONDON --- A new variation of the "record club" idea - a tieup with motion picture theaterswill be launched by J. Arthur Rank in August, using the first releases from the recently formed Rank Records, Ltd. subsidiary.

The disks, which will feature music and artists from Rank, plus new artists being signed, will be sold thru a club arrangement called the Record Circle. The tieup is with the Odeon and Gaumont movie chains, the two biggest British film circuits which number over 200 theaters, and patrons will be offered the platters at "special club prices."

expand the movie-record club plan lisher representatives Tuesday eve- Discussion at the affair this week dle artist contracts and finance. to the U. S., via the firm's Amer- ning (24) at the Guild's head- was primarily associated with the Smith will be in charge of album ican subsidiary, Rank Film Distrib- quarters here. Purpose of the meet- provisions in the AGAC contract cover design and production. Art-LP's in record stores.

Festival prexy Louis Lorillard, and creased the seating space of Freeat an average \$4 admission that body Park, where the concerts are isn't hay.

tors of the Newport bash have gone on an all-out spending spree. The talent budget is more than \$45,000, about \$10,000 higher than it was last year. And the Festival has also gone international, bringing over 20 musicians from 20 European countries to form the Inter-

national Jazz Band, under the baton of Marshall Brown. The cost more than one diskery will be reof auditioning and hiring the musicians, flying them to the States, and Verve, respectively, handled boarding them and flying them the cutting in 1956 and 1957. This back home again will run close to year Columbia, Atlantic, M-G-M \$30,000, a sum that came out of the and Vik are recording. According. Newport Festival non-profit corpo- to Lorrillard, these diskeries will ration's \$50,000 income above ex- pick up close to 60 per cent of the former San Francisco Records penses last year.

Expect Bigger Net

This year, the directors of the it waxed the affair. festival hope, if the weather stays clear, to net even more than last

this time last season, according to year's \$50,000. They have inheld, by moving the back bleach-

For this year's fiesta the direc- ers to the sides of the park. This has increased the seating space from over 9,000 to close to 11,000. With the standees admitted, as they were last year, close to 13,000 jazz aficionados can be held in the park confines. There is hope that the net this year may be as much as \$70,000.

> This season, for the first time, cording at the Festival. Columbia

> > (Continued on page 22)



NEW YORK --- The American altho Fred Cox, Guy Freedman handled by Latauska's Barbary Guild of Authors and Composers and Benny Bloom, failed to show Coast Records Distribution, head-If the idea catches, Rank may held a second meeting with pub- for the second go-round.

CAP GOLD DISK TO SAMMY CAHN

HOLLYWOOD --- Lyricist Sammy Cahn became the first of his art to be goldisked last week. The gold record was awarded him at a Roastmasters' dinner at the Friars' Club last week by Capitol prexy, Glenn Wallichs. With the record, Cahn was given a gold figure of a baseball player. The inscription read:

"Presented to Sammy Cahn, a great songwriter, who has had more hits and fewer errors than anyone else in the big league."

Barbary Coast New Tag for S. F. Label

HOLLYWOOD --- Barbary Coast wil be the new name of the talent nut via their recordings. Last label. Reason for the change in year Verve picked up about 70 name is due to the fact that in per cent of the talent costs when buying out the S. F. firm, terms of the deal did not include the rights Admissions are only one part of to the San Francisco Record name.

The label was sold several months ago by Al Leavitt and Dick Kepner and was purchased by a group consisting of Al Latauska, Larry Shushan, Ed Mason, Selig J. Smith, Cecil Steen and Arnold London. The latter two are with Boston's Record Distributors, Inc., disk distribs. The others are principals in the Record Rack Service.

Barbary's distribution will be quartering here. Mason will hanwriter contract form with publish- ings and printing sheet music cop- Plans are for an initial release promotion on a disk themselves." ies in order to retain the rights on August 1 of four albums. Prod-According to reports emanating to a song. "About two hours were uct will be released simultaneously tional distribs will be set after Bar-Another topic was that involving bary execs attend the NAMM show

WHAT PRICE! **Eight Hoots** And a Holler

HOLLYWOOD-As it must to all men, the urge to go into the record business came last week to seven KFWB disk jockeys and the station's program director. But as must all Hollywood tales of adventure, this one seems headed for a happy ending: Dot Records bought the master.

The whole story, from the start of the script, unfolds as follows:

KFWB platter spinners Al Jarvis and Joe Yocam were using a silly slogan on their daily airshows, "Hooty Sapperticker." Publisher Bob Sherman, with one eye on the success of "Purple People Eater" and the other in search of something equally zany, rushed over to KFWB with a demo of a ditty built around the tongue twister.

In the next scene, we find Sherman asking the station's spinners (Continued on page 22)

Cadence Exec **Keys Distribs'** Functions

NEW YORK --- Distributors in many areas today are "spreading themselves too thin," according to Cadence Records sales chief Bob Kornheiser.

Too many distributors, he said, are setting themselves up as rack jobbers and one-stops, thereby lessening their effectiveness as record distributors, while many "otherwise good distributors" are handling too many lines, thus making it necessary for record manufacturers to do "particularly all local Consequently, said Kornheiser, Cadence has decided that henceforth it would rather do without a distributor in a territory rather than work with one who has "too (Continued on page 22)



three ABC affiliates.

"Midwestern Hayride" was Cin- group of some 40 standard pubcinnati's first commercial television lishers. program, airing its opening do-siseen via WLW-TV's regional four- that present at the first meeting, city network (Cincinnati, Dayton, Columbus, O., and Indianapolis) Saturdays, 6:30-7:30 p.m., in color and black-and-white. The regional "Hayride" will continue in its regular time. Paul Dixon will again emsee the net show this season.

Show's talent line-up includes Bobby Bobo, the Hometowners, the Lucky Pennies and the Midwesterners, square-dance group.

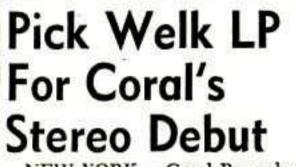
Jazz Highl'ts In Metro Film

filming of "On the Road," the Jack mented Welk ork of about 80 musi-Kerouac novel about the "beat cians, was believed to be the finest Switzerland, Italy, Greece and generation," will concentrate on possible selection with which to progressive jazz and feature a num- enter the stereo field. Originally, ber of local groups and niteries as the monaural version received drawn for a world conference of well as the poetry reading cult heavy extra promotion and the which began here. Shooting begins stereo set will get the same kind music problem has been intensified next February under Arthur Freed's of special point of sale push. banner, with the tentative cast inand the Earl (Father) Hines Ork. Weinstroer added.

utors of America, Inc. There are no ing was to hold further exploratory as to what a publisher has to do ist-repertoire duties will be manned current plans to sell the Rank-made talks leading to a new AGAC in the way of obtaining record- by Larry Shushan.

from the closed door session, at- spent on this problem," according in monaural and stereodisk form. tendance at this second affair was to one source. "Can you imagine Distribution will be via racks and even more dismal than the turnout how long it will take them to get retailers. Monaural will be priced for the first discussion held here a final agreement if they spend at \$4.98, with the stereo package CINCINNATI --- The Crosley last May 14. As far as could be that much time on one topic with carrying a \$5.98 price tag. Addi-Broadcasting Corporation's "Mid- learned, the attendance included a half dozen publishers?" western Hayride," the first country the following: Larry Green, an atand western music show ever to torney; Allen Arrow, an attorney appear on TV, returned to the associated with Harold Orenstein; ABC-TV network last Saturday Paul Kapp of General Music; Hal-(28), 10-10:30 p.m., for a 13-week sey Cowan, an attorney representsummer series. The program will ing Barton Music; Mike Stewart originate from the WLW-D studios of Corwin Music and attorney in Dayton, O., one of Crosley's Philip Wattenberg, representing the Music Publishers Association, a

On the AGAC side, attorney do over WLW-T April 19, 1948. John Schulman was the ball car-Since that time it has become one rier, altho several other writer reps of the area's top country and were present. The gathering inwestern shows, and is presently volved largely the same group as



NEW YORK--Coral Records is kicking off its stereo release proaural form last January.

Norm Weinstroer, Coral's general sales manager, indicated that European Musicians' Federations, SAN TRANCISCO --- Metro's the disk, which featured an aug-

"We'll have a substantial release cluding Marlon Brando, Crolyn of stereo sets early in the fall, in Jones, Taina Elg, Theodore Bikel addition to the Welk package,"

(Continued on page 22) in Chicago.

Revival Trend **Sparks Morris** Gold Rush

NEW YORK --- E. H. Morris Music has been cashing in on the recent trend toward revivals in the singles record market.

Pat Boone's last three disks have featured old Morris tunes-the 12year-old "That's How Much I Love You, Baby," the nine-year-old "It's Too Soon to Know," and the 11lery on foreign music was quite evi- lation, Kenin said AFM will seek year-old "Having a Wonderful dent here during the past week in international treaties aimed at con- Time Up There." The Hilltoppers' four actions taken by AFM's Inter- trolling the flow of canned music next waxing will be another Morris oldie, "Good Night Little Girl of (3) The Board authorized "infor- My Dreams," and Milton Delugg is

mational picketing" of theaters recording "After You've Gone." across the U. S. now showing two In a move to take advantage of flims using foreign music tracks. the revival trend, Morris has The movies are "Vertigo" and "Ten printed up a special catalog, fea-North Frederick." Purpose of the turing about 200 of its best oldies. picketing, according to Kenin, is to Music and lyrics for the first eight (Continued on page 22)

Can Foreign Canned Music Is AFM Claim

HOLLYWOOD — American AFM will vigorously push for legis-Federation of Musicians is out to lation in Congress aimed at protectcan foreign canned music. Fact ing the lot of the American musithat AFM is leveling its big artil- cians. In addition to national legisnational Executive Board which from one country to another. was in special session here.

(1) AFM Prexy Herman D. Kenin disclosed that the Federation has taken action to unify professional musicians thruout the world in an all-out battle against the uncontrolled competition of canned music. The AFM is sendgram July 5 with a single pack- ing Stanley Ballard, Minneapolis, age, "The World's Finest Music as International Board member, to Interpreted by Lawrence Welk." Zurich to represent the AFM in The package was released in mon- meetings with Hardie Ratcliffe, of the British instrumentalists, and R. Lauzinger, exec secretary of the covering unions in Sweden, Norway, England, Germany, Austria, South Africa. During the meeting of these three, final plans will be musicians in August. The foreign by the easy mobility of tape recordings. Immediate relief will be sought thru world-wide union cooperation, Kenin said.

Miller Scores Radio's **Best Seller Conformity**

(Continued on page 8)

the best seller record lists by radio Miller, who has a CBS radio Miller last week as "like having radio operation in the business toa room full of platinum blondes. day. If my wife will excuse me, In that kind of room," he said, if I had to marry one radio operayou notice the brunette."

TOO MANY BLONDES

(2) Kenin also disclosed that the French Lick, Ind., Miller added,

NEW YORK --- Conformity to "WBC radio is a brunette." Then stations was described by Mitch show, stated: "WBC is the best tion, I'd marry WBC."

Speaking as guest panelist at Also participating on the panel, Westinghouse Broadcasting's radio which discussed "Which Way Mumanagement meeting last week in sic-Wilder or Milder?"-were dee-(Continued on page 22)



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CHATEAU MADRID

Chateau Madrid Intime, Latin, Great

The best Latin-Americanflavored floorshow this side of a Havana is now holding the fort at New York's Chateau Madrid, Angel Lopez's palm-fronted mambo palace. The revue is styled on the 'intimate'' side, rather than splashed lavishly as in the offerings of the big Broadway showcases, but it gives the acts a better chance to display their vocal talents within easy earshot of a.&r. men from New York diskeries.

Star attraction is the Babalu

Trio, making its Eastern U. S. debut, with Margarita Lecuonaniece of the noted Cuban composer, Ernesto Lecuona, and herself a cleffer of Latin hits-in the featured spot. They're at their best in the smooth harmonies of ballad-styled numbers like "Verada Tropicana," but are impressive in a costumed, English-and-Spanish number called "Torerol"

The other vocal act on the bill is the Trio Rivera, a song-anddance group that lacks the sophisticated polish of the Babalu threesome but largely makes up for it with bright, youthful vitality and the kind of zing you find in a "fiesta flamenco" that's really rockin'. The trio senorita, Juliana Casay, incidentally, looks like a pint-sized, supercharged version of Elizabeth Taylor and can really sing up a storm.

THE BILLBOARD

Zara, a hip-slinging, tummywiggling dancer, completes the bill. Ray Tico, a gentle-voiced tenor who plays a soothing variety of Spanish favorites on an electric gnitar, holds forth in the club's Flamenco Room lounge. Oh, yes --the club's Spanish food rates a rousing "Ole!"

Charles Sinclair.

NETWORK TV

Sullivan's Tenth a Talent Symphony

Close to 50 separate filmed segs of great moments in the 10year cavalcade of the "Ed Sullivan Show," comprised the anniversary performance of TV's oldest variety show Sunday (22). In all, it was an impressive kaleidoscope of not only individual careers, but of the development of TV itself. Entertainment value was handicapped only by the fact that if anything, too much was squeezed into a single hour's take.

Music high points were numerous. There was the 1949 debut of a pixieish Teresa Brewer, singing "Old Man Mose": the singing by veteran cleffer Harry Armstrong of his "Sweet Adeline": the late W. C. Handy taking a hot chorus of "St. Louis Blues": Rosemary Clooney's debut with the show in 1949, and an appearance by Perry Como (in his pre-NBC days) as a substitute for Sullivan on the emsee end.

But there was more. Younger and more emotional Johnnie Ray screamed his way thru "Cry"; a worried Julius La Rosa appeared in his hour of trial (after being fired by Godfrey); Tony Martin did his TV debut singing "Manhattan" with Ed Wynn at the piano, and there were also brief appearances by Louis Armstrong, Bing Crosby, Julie Andrews, Richard Rodgers and Oscar Hammerstein, Lerner and Loewe, Cole Porter, Maurice Chevalier and Sophie Tucker. Another high point was the historic appearance of Elvis Presley, which featured head shots only of the performer in action.

Non-musical highlights, by all odds, were two spots. First the great bakery shop sketch involving Jackie Gleason in his role of the poor soul, and Will Jordan's hilarious parody of Ed Sullivan himself. Ren Grevatt.

NIGHT CLUB

Jackie Cooper Debuts With Jazz Flair

The Roundtable continues its Sam Most on flute; Buck Clayton, trumpet; Howard Collins, guitar; policy of presenting off-beat jazz. attractions with the booking of Marty Napoleon, piano, and Chubby Jackson on bass. While Jackie Cooper, who is currently Cooper is no ace percussionist, he holding forth at the plush nitery. is quite a showman and has a Decor of the room simulates the King Arthur period with pengenuine flair for jazz. He more than holds his own with the nants, torches and knights' panopgroup, and the packed room lies placed thruout. Food is excelseemed to find approval with the lent. fare offered. The versatile flick-TV star dis-The type of cocktail jazz preplays his talents on drums in sented by the crew is ideal for fronting a sextet which includes

this setting. Numbers included an up-tempo run of "Will You Still Be Mine?" "Savoy" and a slow reading of "As Long As I Live." The arrangements were interesting and allowed each of the sextet to swing occasionally. A Roulette album with the sextet is planned in the near future. (This will mark Cooper's second entry into the recording field. The artist recently cut a single for Dot Records.) The Tyree Glenn Quartet, still alternating, appears to have become the house band.

Chevy Show Potential Record Album Seller

By JUNE BUNDY

"Chevy Show" Stars: Janet Blair, Edie Adams, John Raitt, Rowan and Martin, Dorothy Kirstein, Producer-director, Bob Henty, Musical director, Harry Zimmerman, Sponsored by Chevrolet, NBC-TV, 9-10 p.m. EDT, June 22.

The new "Chevy Show" is above-average summer fare with solid performers-Janet Blair, Edie Adams and John Raitt-smooth production and a proper (for a top-budgeted telecast) air of affluent affability.

The galla musical comedy atmosphere of Miss Shore's show was still strongly in evidence last Sunday (22). Miss Blair scored with the "Honey-Bun" number from "South Pacific," Edie Adams with "Namely You" from "Li'l Abner," and Raitt with "If I Loved You" from "Carousel." Also on hand as guests were opera star Dorothy Kirsten and the comedy team of Dan Rowan and Dick Martin. Miss Kirsten impressed with a rich-voiced version of "I'll See You Again," and was surprisingly effective in a sprightly song and dance routine with Raitt to "Carolina in the Morning." -

Rowan and Martin were good in a skit with Miss Adams (about and added pin-up queen visiting a desolate Arctic Army base) but their most hilarious contribution to the show was a commercial. Martin's dim-witted attempts to guess the name of a song ("See the U.S.A. in Your Chevrolet") acted out charadesfashion by Rowan was as funny as any of Jack Benny's justly famous "integrated" commercials.

The closing number, an elaborate production built around lifesize record album covers ("Blair Sings Hayworth," etc.) didn't quite come off.

Bernstein Formula Solid in Lewisohn Stadium Opener

By SAM CHASE

New York's 41st season of al fresco concerts opened at Lewisohn Stadium with Leronard Bernstein leading the 96-man Stadium Symphony Orchestra (nee Philharmonic), fresh from its Latin-American tour.

Each of the three numbers which preceded the intermission was written in the 1930's. The first two, Carlos Chavez' "Sinfonia India" and Roy Harris' Third Symphony, were staples during the Latin-American tour. They were played with the obvious skill and understanding that derive from such familiarity. In fact, they would, make an interesting tandem for a new album recording-particularly in stereo. The Chavez number (available only on one recording, conducted by the composer) features three themes derived from Mexican Indian melodies. The emphasis on percussion and wind, with plenty of flute, makes it a natural for those who like their hi highest. The Harris opus, (which is available on two albums), is rich in brass sonorities and percussion and is sure-fire stereo, particularly in its final section which is in the form of a three-part fugue. Bernstein took the solo spotlight in the Ravel Piano Concerto in G Minor, with his glowing phrasing in the intense second movement easily the highlight. The Cerswinesque, jazzlike themes in the first and third movements make it strange that no American soloist's recording is available of this work. The post-intermission opus was the Tschaikowsky Fourth Symphony. The neatly rendered, it obviously did not have as much of the conductor's affection as the opening works.

REVIEWS

MOTION PICTURE

Music Helps Make 'Bravados' a Hit

The Bravados

Stars, Gregory Peck, Joan Collins, Director, Henry King, Music, Lionel Newman, Producer, Herbert B. Swope Jr., for 20th Century-Fox, Running time: 99 minutes, Paramount Theater, N. Y.

A superior Western with a superior score, "The Bravados" tells the suspenseful story of a man who hunts and kills three. renegades out of revenge, only to discover they weren't responsible for his wife's death.

Lionel Newman's pulsating music provides fine excitement during the long no-dialog sequences of the manhunt, while Ninos Cantores Vocal Group, boy choir with a haunting sound, illumines dramatic episodes in a church. The sound track album ought to sell well. Absent from the pic is the title song, released by 20th Fox as a single and Howard Cook.

adapted for a saturation radio-TV campaign.

Gregory Peck is laconic and twitchy as the obsessed hero, with Joan Collins friendly as the girl who would bring him solace. Stephen Boyd scores heavily with an exciting portrayal of a womanhungry killer, while Henry Silva is highly effective as his Indian cohort. Henry King's direction stresses understatement and frank but tasteful treatment of rape, murder and other tricky incidents. Television can see here an example of a top adult Western. Bob Bernstein.

REVIEWED IN BRIEF

Jim Reeves

Jim Reeves, summer-sub-emsee for Red Foley on ABC-TV's "Country Music Jubilee," exhibited a pleasant, unassuming mike personality last Saturday (21). Visually, he lacks veteran Foley's ease of manner, but his bovish awkwardness is appealing and vocally he's a first-rate entertainer. He scored strongly with his latest disk release, a wistful ballad, "Blue Boy." The show, still a bright bouncy hour, was loaded with talent, including vibrant Martha Carson providing a zestful rendition of "I Can't Stand Up," a moving sacred item; pretty bluesy canary Norma Jean; the Four Marksmen, Leroy Van Dyk

Chuck Bowers, and ace country guitarist Speedy West.

(Bundy)

Rooney

In "Rooney," a shamrock-fresh comedy with the subtle wallop of Irish whiskey, J. Arthur Rank's British film makers neatly follow the current U. S. trend underlining credit titles with a possible record hit. In this case, it's a rollicking Philip Green-Tommy Connor title tune. Michael Holliday ably handling the folkflavored vocal (out on Columbia's British label). It has a merry bounce likely to make it a standard and gets several reprises during the cinematic adventures of a young Dublin bachelor in avoiding matrimony. Top performances are scored by Barry Fitzgerald, John Gregson and pert Muriel Pavlow.

(Sinclair)

Alexander Smallens

Alexander Smallens opened his 25th season at Lewisohn Stadium on the season's second night (24) conducting a concert of meat and potato items and one contemporary piece. The latter, the Intermezzo From Samuel Barber's new opera "Vanessa," was a lovely thing as performed by the ork, members of the N. Y. Philharmonic. The other selections included the Franck Symphony in D Minor and Rimsky-Korsakoff's "Scheherazade," both played well, the latter more excitingly. Berlioz' Overture to "Beatrice and Benedict" was the opener. The opener. The crowd was sparse.

(Rolontz)

Musical Floats to Triumph Amid Lavish Special Effects

By TOM NOONAN

Song of Norway

Stars: Stephen Douglass, Brenda Lewis, Robert Rounseville, Helena Scott, Erik Rhodes, Producer, Guy Lombardo in association with Leonard Ruskin. Lyrics and musical adaptation, Robert Wright and George Forrest. Production supervisor, John Kennedy. Stage director, Robert H. Gordon, Dances and musical numbers staged by Frank Westbrook. Musical director, Frederick Dvonch. Jones Beach Marine Theater, Long Island, New York, June 23.

WANTED

Stage hands with sea experience, power boat coxwains, dancers with sea legs, swimmers, ice skaters, singers and actors in good physical shape to make long exits and entrances via floats, rafts and boats. Must be able to work in all kinds of weather in both brief and voluminous costumes.

This should have been the casting ad for the summer extravaganza at the 8,200-seat outdoor theater at Jones Beach. For this production comes close to being a masterpiece of design, staging and technical know-how. Other elements such as a \$4.80 top, "natural" air conditioning, plenty of parking space and other free attractions at the city-owned beach-park all add to a terrific buy for the city-dwellers and tourists.

Stephen Douglas heads up the ideal cast as Edvard Grieg, the Norwegian composer whose life and music are the base of the story, and Brenda Lewis is a natural in the role of the opera prima donna who is also his patroness. Robert Rounseville, as Grieg's best friend and Helena Scott, the composer's fiancee and then wife, both do beautifully. Erik Rhodes adds much with his comedy role of the prima donna's husband.

But the biggest bouquet has to go to the set designs, and the effortless manipulation of same on power driven floats. Fireworks, the floating iceberg ballet, Viking ships with dancing occupants, highly colorful costumes, the direction, the production supervision, the choreography on ice, in water and on the stage, and the musical direction, are all in perfect accord for theater that is genuinely exciting.

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MUSIC

Longhair Net Bids for Major Agency FM Advertising \$\$

major ad agencies to begin serious Network audiences indicates that consideration of FM radio as a the average listener is tuned in five place to invest advertising dollars hours per days, six days weekly. ords and its subsidiary label, Judwas made last week by the Concert This same group averages three Network, four-station longhair mu- hours per day on three days per sic group. The basis of the pres- week to all other radio and TV entation, presented to a full house stations. in the Savoy Hilton's Gold Room, was the striking increase in the sale of clssical records and the simultaneous growth of FM radio listenership.

spots over the network's four out- however. Nearly a decade ago, the lets, would cost only \$381 per Continental FM Network ran from week, at a cost per thousand of 24 New York to the South and Midcents per 1,000 listeners. This was west. the package offered the timebuyers by Lawrence L (Larry) Wynn, who recently became general manager of the network after having served at the ABC and Du Mont network.

According to Wynn, over 35,-000,000 Americans now are actively interested in classical music. In 1946, according to figures supplied by the Wall Street Journal, classical recorded accounted for 15 per cent of all record sales.

Ormandy Gets Opera Honors

PHILADELPHIA -- Dr. Eugene Ormandy, conductor of the Philadelphia Orchestra, was named recipient of the first Distinguished Service Award by the Philadelphia Grand Opera Company. The noted orchestra leader, who has distinguished himself in the field of motion pictures, radio. television and Opry." All finalists, in addition to recordings as well as the concert an all-expense-paid round trip to field, will be honored for his mu- Nashville, received an RCA hi-fi session will be held this week under sical achievements that have benefited the field of opera. surgeon who heads the local opera of "Grand Ole Opry"; Roy Acuff, Victor, Atlanta, Atco and Rip company, pointed to Dr. Ormandy's Ernie Tubb, and Bill Sachs, of The many transcriptions of operatic mu- Billboard. sic, particularly of the "Fleder-maus" music for the Metropolitan Agency execs and Keystone affiliate sic, particularly of the "Fleder-Opera Company, as well as includ- members and their wives and famiing operatic music and soloists in lies made the trip to Nashville for his concerts and recordings with the occasion. Also on hand were the Philadelphia Orchestra. the opera company has designated stone Chicago manager. Keystone, nell, one of its artist-repertoire Banner (late of Dinah Shore show) Latin-American culture - "The any personality for honor, and the Gardner and WSM execs played execs, arrived here at week's end and Mary Martin in "Rodgers and tipica orchestra of Mexico, the award is intended as an annual host to the visitors with a series for a series of top-level meetings Hart Songbook." Dates are still marimba of Guatmela, and the event. The inaugural presentation of social events, including an all- with the Capitol Records brass. will be made at a city-wide dinner day picnic Saturday (21) at Roy to be held Friday, October 10, at Acuff's home on Hickory Lake, to effect an idea exchange between vers stanza will result in LP's, says mittee \$50,000 and ask for a report the Sheraton Hotel.

NEW YORK-A pitch for the An analysis made of the Concert

The Concert Network, the nationals only interstate FM network, is composed of WNCN, New York; WBCN, Boston; WHCN, Hartford, Conn., and WXCN, Providence, A campaign of 30 one-minute R. I. It is not the first FM network,

Margie Bowes Wins Pet Milk C&W Contest

NASHVILLE --- Finals in the Pet Milk Company's first annual lins, "Wynton Kelly," "Folk Songs country and western talent contest and Ballads" by Peggy Seeger, were held Friday (20) in the main studios of Station WSM here, with 17-year-old Margie Bowes, of Danville, Va., winding up as the winner over five other contestants. Contest was sponsored by Pet Milk over the facilities of the affiliates of Keystone Broadcasting Network.

Miss Bowes was awarded a recording pact with Hickory Records and a contract to appear for six weeks on WSM's "Grand Ole

Riverside and Judson Issue Stereo Pkgs.

NEW YORK --- Riverside Recson Records, will debut their first price tag.

4 at the Five Spot" by Pepper (Lockjaw) Davis. Adams (also available monaurally), Halen.

the Chauncey Gray Ork "Pop for buy, they get one free. King sales aural release for June), "Slugger with King fieldmen and distribu-Ryan Plays Honky Tonk Piano" and | tors. "Songs Children Sing in Italy" by Bob and Louise Deccormier.

Riverside's monaural June releases are "Freedom Suite" by Sonny Rol-"Songs of Absolute Nonsense" by Oscar Brand and "The 1958 Sounds of Sebring."

Both labels will continue to release stereo and monaural albums.

Witherspoon Inks With Challenge

HOLLYWOOD-Blues chanter Jimmy Witherspoon was signed to an exclusive recording contract phono. Judges in the finals were supervision of Challenge's artist- Southern. repertoire v.-p., Johnny Thompson. records.

King Sets Up Summer Album Europe; Tour Program

NEW YORK-King Records is kicking off its special summer fonte is soon to be featured in his "Booster Business Program" with a first stereophonic showcasing on stereo LP's within the next four special release of 15 albums during Victor. The album will be titled weeks. The sets will carry a \$5.95 July and August, and a one for "Belafonte Sings the Blues," and eight merchandising deal. The will have the folk flavor that has The Riverside stereo LP's are plan starts July 1. Album includes been a basic part of his other LP's. 'Sports Cars in Stereo," recorded LP's by Earl Bostic, Bill Doggett, A fall release date is planned. at the 1958 Sebring Grand Prix Bonnie Lou, Steve Lawrence, of Endurance in Florida, which will Granpa Jones, Moon Mullican, or- week for Europe, where he'll spend be available only in stereo; "10 to ganist Bob Kames, and Eddie a six-week holiday in Italy and then

and stereo versions of "Monk's gram, the King diskery is continu- with a Red Cross Benefit, and Music" by Thelonius Monk and ing its spring "Spiritual Festival" then to England for theater and spiritual albums, pre-packed with 10. Later, he'll have concert dates The planned Judson stereo re- each package containing point of in Germany, Belgium, Denmark, leases are "Dance Time in Paris" by sale material. For each six dealers Sweden, France, Italy and Israel.

Roulette Uses Button Promo

ords is utilizing big name buttons Music in Air to promote its new Co-Star album series. Buttons, reading "Ask Me About Co-Star," will be distributed to all Roulette salesmen and dealers across the country.

The label cut new sides by Buddy Knox and Jimmy Bowen here last week. Hugo Peretti and Luigi Creatore, Roulette's artist an repertoire chiefs, are on their way to Hollywood, where they will with Challenge Records. The first record an album with Jimmie Rodgers and a new single with Jeri

JUNE 30, 1958

Belafonte to Starts Aug. 3

NEW YORK --- Harry Bela-

The singer himself left here last begin an extensive concert tour on In addition to the booster pro- August 3, starting in Monte Carlo "Whoopee Maker's Jazz" by Carl program. This features seven TV appearances beginning August

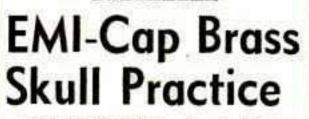
There's talk that Belafonte may Pipes" by organist Gordon Kibbee manager Al Miller will be hitting tape portions of his one-man show (which is also the label's only mon- the road to push both programs before live audiences in Europe, editing the best for an album when he returns. Part of each concert will feature Belafonte performing songs in the language of the country in which he's appearing; also, he plans to exchange material with other artists overseas.

To Soothe S.A. Breasts

WASHINGTON -- Sen. John Bricker (R., Ohio), arch critic of American networking, would like to see more American music go down Mexico way, and vice versa -via a TV network from the U.S. down thru Mexico and Central America.

Bob Cooper, manager of WSM; Dr. Chevalier L. Jackson, noted Walter D. (Dee) Kilpatrick, director Witherpsoon has recorded for RCA

e Philadelphia Orchestra. It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, and Pete Peterson, Key-It will mark the first time that Mrs. Wolf, All Mrs. near Nashville.



Capitol and EML

Pontiac Buys Music Specs

sponsor four music specials on CBS-TV next season: a Victor of news and culture would mend Borge Hour, a revue starring Phil relations, especially in the wake of undetermined but all will fall gaucho's music of Argentina." Purpose of the meetings will be around holidays. All but the Sil-CBS.

Bricker introduced a resolution last week (23) asking for a special subcommittee of the Senate Commerce Committee to study the feasibility of setting up such a network. The aim would be to promote better relations with our NEW YORK --- Pontiac will neighbors south of the border.

Bricker feels that an exchange

Bricker would give the subcomby March 1, 1959.



(D. MODUGNO-F. MIGLIACCI)

FIRST PRIZE AWARD at 1958 SAN REMO FESTIVAL

Italian Song Hit Currently Sweeping Europe

ROBBINS MUSIC CORPORATION

Murray Baker, Gen. Prof. Mgr.



MUSIC

VOX JOX

By JUNE BUNDY.

ALBUM GROOVE: Arthur D. Stamler, broadcast supervisor of WFAX, Falls Church, Va., writes: "We're another station that has made the complete listenable adultprogrammed basis. In the past two months we've doubled - pretty nearly tripled our audience - but (pity us) we've lost the kids that used to flock around us like we were coated with honey.

"We've doubled - not quite tripled - our billing of the better merchants not only in our key city but in the entire Washington, D. C. area, which is our secondary coverage area. We program about 85 per cent LP's and our fidelity is great. With 2,000,000 people to choose from 23 stations in the DC area, and only one playing 'long hair' and two of us playing to the 'adult' audience, seems like the format is just what the people wanted. Now we hope the LP and good 45 service will improve. So far, it's been nil."

CHANGE OF THEME: Plenty of personnel changes taking place these days in Buffalo. For instance, WWOL of that city, which is launching an all-music programming format this month, has replaced most of its on-the-air staff in the past two months. Bill Henning, formerly with CHVC, Niagara Falls, Ont., Canada, is now WWOL's early morning jock "Terry Mann." Roger Bald, formerly with WNIA, Cheektowaga, N. Y., is in the 6 to 9 p.m. spot, "Sunny Page."

New additions at another Buffalo station, WKBW, (also plotting a new music format)

include Dick Biondi of WHOT, Youngstown, O., and Tom Shannon, a State Teachers College student who will sub for vacationing deejays this summer. Three additional WKBW jock hirings will be announced shortly. Meanwhile, Danny Neaverth and George (Hound Dog) Lorenz leave the station this week; while Lee Forster and Stan Jasinski go into sales, and Art Wander has been assigned to the news room.

Danny McKenna, formerly in the record distribution field, has joined KDKA, Pittsburgh, as a producer. Working with KDKA record librarian Ruby Whalen, Mc-Kenna will supervise the expansion of the station's record library and a revision of distribution of rec-(Continued on page 38)

ON THE BEAT

RHYTHM & BLUES-ROCK & ROLL

By REN GREVATT

"I was raised in Nashville, but I never thought anything at all about country music till I started dating Shirley." Pat Boone told me at a rehearsal for the last 'Pat Boone Chevy Show' of the season. Shirley Foley, who has been Mrs. Boone since the early 1950's, is the

ever happened. But Eddy was wonderful to me, just the same.

"Then I made a few records for Republic Records in Nashville. Used to have the Davis Sisters and Dell Wood on the label. One of daughter of the great country the tunes was called "Until You singer, Red Foley. "Shirley and I Tell Me So." It was a good country started going together in 1951 title, I guess, but I sang it pop and when we were in high school in nothing happened. Then I had a chance at the Ted Mack amateur hour and after winning the show I was on, we moved to Texas and WBAP in Fort Worth hired me. I started as a singer on the Bewley highly versatile artist who's equally Barn Dance show and wound up as a singing emsee. Later on in 1954. I won on an Arthur Godfrey Talent Scouts show, On the way back to Texas, we stopped in Nashville and I told a friend, Hugh Cherry, of WMAK, that I would sure like to make a record.

meet Randy Wood. We went out to Gallatin and met Randy and he said he'd like to record me but he wanted to wait for the right song. 'It won't take more than a few weeks,' he said. But he didn't call me for eight months. We made the first record in Chicago, a tune called 'Two Hearts, Two Kisses.' It was a hit and it was rock and roll."

MUSIC AS WRITTEN

By BOB ROLONTZ

AND STILL THEY COME

A few weeks ago we wrote a piece about the novelty songs making it for the summer season. But it appears that we were premature. They are still coming-and as they come, they keep getting wackier. This week two come in that perhaps top everything for timeliness, and add to this summer being the greatest novelty season of them all. One is billed "The Purple People Eater Meets the Witch Doctor" and the other "The Polka Dotted Poliwampus." The first title is obvious, but the latter is an answer to "Purple People Eater" and a very funny answer, too. In talking to many in the trade, there appears to be another reason for so many novelty. hits on singles today. According to these seasoned observers, single records now reach an age group as low as six and seven years, and these wee youngsters go for any record that would have-in the old days-been called kiddle disks. And the "Purple People Eaters" and such are just their meat.

MAELSTROM NAILS "COUCH" LP

Commentary Records, the Bud Freeman label, which first attracted attention with its "Songs of Couch and Consultation" album, this week concluded a deal with the Maelstrom Record Club. Arrangements call for the "Couch" album as well as Commentary's latest release "Clara" to receive direct mail distribution to 70,000 members of the club. The two LP's will carry the Maelstrom label with credit to Commentary.

SEECO CETS TOUCH WITH MERCURY

Seeco Records this week asked Mercury Records, via a letter from their attorney, to cease the sale and distribution of a record by Jose Melis titled "Tonight It's Music." According to the Seeco letter, the Mercury record "... unfairly competes with my client's record, known as 'Tonight,' with Jose Melis and has caused and will continue to cause my client to suffer considerable damage. Your failure or refusal to comply with this demand will necessitate injunction proceedings in addition to an action for damages." Altho diskeries have complained to each other many times about similarities of titles of albums, et al., this is one of the few times any firm has complained to another via the mails and implied they intended to take any action. It will be interesting to see what Mercury may do and what Seeco will do, too, in the future,

INTERNATIONAL JAZZ BAND

The Newport International Jazz Band, under the leadership of Marshall Brown, held a press preview in New York Wednesday (25) at the Hotel Beverly. The band, composed of musicians from 20 European countries, already shows indications of turning into a swinging group, even the the men have had only five days of rehearsal and communication is rather difficult due to the language barrier. Ork will have another week of rehearsals before appearing at the Newport Festival starting Thursday (3).

Nashville. I used to fool around with a ukulele and sing popular tunes at the time.

"Then I started listening to her daddy's records. Somehow they sounded awfully good and satisfying. I tried my hand at writing a couple of country tunes myself. One of them was called "When You Kissed Him Goodnight, You Kissed Me Goodbye." I sang it for Eddy Arnold who made some tapes of it, but nothing

"He set up a date for me to

Boone has matured as a singer since that first Chicago-made record in February, 1955, into a at home with the rocking and the smooth delivery. But his first great hits, and there were many of them, show a strong country and often a blues influence. The list includes "Tutti Frutti," "Ain't That a Shame," "At My Front Door," "Don't Forbid Me," "Why Baby

(Continued on page 45)

WHEELING AND DEALING TALENT TIDINGS

By BOB BERNSTEIN

beauty who supplies song and and Prudence Allan, who settled in Franca Duval, Ruth Kobart, James dance for Cinerama's upcoming Tahiti 19 years ago, "We see 'Pa- Loomis and William Chapman will "South Seas Adventure," has never jama Game' and 'Carmen' but ter- sing the premiere of Menotti's "Maheard of Elvis Presley, rock and rific," says the exotic thrush. "To ria Golovin" in Brussels August roll or the LP. Her native Tahiti come to N. Y., I miss 'Boy Friend' 20. Victor will wax the opera in gets no American disks, tho "new" but I find here it is with the won- October. . . . The Julliard School dances like the samba are learned derful Charleston." The cinerama ork is touring Europe for the State from movies, but imports from sound-track album won't be sold Lept, under Jean Morel's baton. France (Tahiti is a French colony) at home, but she's taking a trunk- ... Metopera chief Rudolph Bing are pleutiful. When a U. S. film load to make sure family and is scouting singers in Stockholm provides some tunes, they are at friends hear it. "All our songs are and Vienna..., Lewisohn Stadionce memorized and set to Tahi- made up at the moment of an in- um's industrial sponsorship plan tian lyrics of no relation to the cident, no one writes music as drew business firms to underoriginal. "No U. S. dollars there, work. They will not understand write ticket sales this season for no U. S. recordings," explains Ra- how everyone get paid by Cine- eight concerts. mine, who just won the annual is- kama for making and playing land competition performing the songs." Ori-Tahiti. "Is peppy hula, not sleepy like Hawaiian.

Hawaii draws her scorn for its shrewd propaganda. "You think all South Seas music is Hawaiian, and Hawaii is not even in South Pacific. It is North," she chides. "Only Tahitian music ever heard in New York are records by Eddie Lund." Lund, manager of Tahiti's biggest nitery, is about to put a stop to that by cutting off his U. S. distribs; he wants his disks to remain a tourist item.

In her first contact with the

Ramine, 18 - year - old braided with her white foster parents, Igor | LONGHAIR: Patricia Neway,

BROADCAST BEEPS: Bob Finkel moves from Como to produce and direct the Ernie Ford series on NBC-TV next fall...."When rock and roll goes, so will a lot of groups who do nothing but beat and stamp and sing one word," said thrush Teresa Brewer on "Monitor" last week. . . . Dick Clark's Saturday ABC - TV show visits Miami July 19. Deejay Jerry Marshall will host the WMGM Tour of Europe, which leaves New York August 8 for a Continental junket accenting pop music

Bob Crosby, Mitch Miller and Jose Melis will make guest appearances in Columbia Pictures' new "Senior Prom."... Jack Benny begins a month at the Flamingo, Las Vegas.... Bruce Millholland, author of "Twentieth Century," will have a musical comedy, "Absolute Bliss," preemed in New Delhi, India, July 12. That's widening summer stock horizons . . . Terry Dene, England's newest disk star, crashes movies in Allied Artists' "In-Between Age." . . . Miklos Rozsa writing the "Ben Hur" score while con-

New York

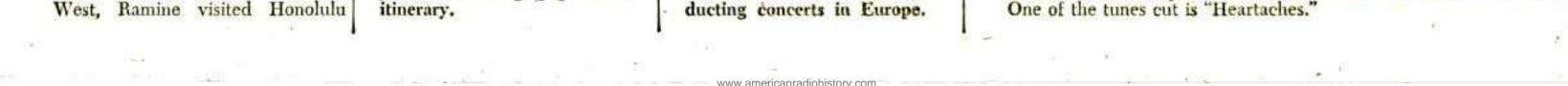
Art Blakey and his Jazz Messengers are now at the Black Pearl in New York.... Riverside Records will wax Thelonious Monk and his Combo live at the Five Spot in New York in July. ... Vaughn Monroe will be at the Roosevelt Hotel in New Orleans starting July 24..., Bill Doggett and his band will be featured at The Flame in Detroit starting July 18. . . . The first idea on Jack Ames' new Edison-International label will feature Billy Bobb and The Chips.

Helen Carr has signed with Atlantic Records. She is managed by Sidney Mills, of Diana Music.... Teddy King is showing off her singing style for five weeks at the Riviera Hotel in Las Vegas. ... Mickey Calin has signed with Colpix Records, the new Columbia Pictures label. . . . Lennie Hodes of Criterion Music is on the road pushing Betty Johnson's Atlantic Record of "Dream." . . . Stephanie Krasnow, daughter of Hecky Krasnow, of Reynard Publishing Co., left for Israel last week for a year at Hebrew University in Jerusalem. She was awarded a scholarship by the American Friends of Hebrew University.

Carlton Records is flipping over the fact that their hit waxing by Jack Scott is happening on both sides. Record started out to make it on the tune "Leroy," now the action is on that side as well as on the "My True Love." ... Publisher Stan Cooper has hit it with his first release since he left the Fisher Music firm to start his own pubberies. The tune is "When," the artists the Kalin Twins on the Decca label. Disk broke into The Billboard's Best Selling Record chart this week. . . . Dave Blum is back in New York actively in the publishing business again and we are glad to see him back. ... Hottest new recording of the week appears to be Van Cliburn's recording of the Tchaikowsky Piano Concerto. New York stores are advertising the RCA Victor LP as tho it is a single, with window streamers, signs and window displays.

Jack Comer, owner of Valley Music in Knoxville and Nashville, has bought the Daytona Motor Hotel in Daytona Beach, Florida. According to Comer, business-in the motel line-is great..., Irving Fields is another happy gent these days. Ever since Atco purchased his waxing of "Syncopated Sadie" he tells us he has been getting bids from agencies for his trio. At the moment Fields is playing the Sherry Biltmore Hotel in Boston.... Bob Marcucci, head of Chancellor Records in Philadelphia, is taking warbler Fabian on a deejay tour this week to see jocks in the East and Midwest. Fabian is singer Frankie Avalon's discovery.

Erroll Garner is now appearing as a regular guest on the CBS Sunday Afternoon musicale appearing with his bassist and percussionist.... Frankie Avalon just completed three days at the Civic Auditorium in Honolulu.... Yehudi Menuhin will join the faculty of the Manhattan School of Music starting in September 1959.... Composer Rebekah Harkness' new ballet "Journey to Love" was premiered at the Brussels World's Fair last week (26)... Fred Lowery, renowned whistler who rose to fame with the Horace Heidt band, has started a record label. Firm is called Gralow and is based in Indianapolis. First two releases will be out next week.



THE BILLBOARD

WANT INTO THE ACT

MUSIC

Waxers See Gold In Thespian Stints

Continued from page 1

roster, which includes Tallulah tion time. Bankhead and other equally big dramatic stars.

DI's Catch Fever

Deejays are also becoming more acting conscious these days in view of Alan Freed's profitable career in rock and roll films and several recent r.&r. movies, which utilized disk jockeys in the cast. (Tommy Sands' "Sing Boy Sing" with deejay Art Ford and Bill Randle, etc.)

Latest deejay target of the studios is ABC-TV's Dick Clark, who



ME DREAMING"

HEINO GAZE

RCA VICTOR - DENNIS FARNON

MERCURY - RICHARD HAYMAN

DECCA - WERNER MUELLER

PAUL SIEGEL HEINO GAZE

sonalities. Rodgers (who will do has had 14 picture offers in the a group of specially - written last few months. He may accept scenes) and Pearl Bailey are the one of them this summer, if filming only singing stars on the Co-Star can be co-ordinated with his vaca-

> Clark, of course, would give Hollywood a direct pipe-line to the nation's teen-agers on a national basis, via his top-rated daily ABC- of Specialist. First-Class Ernest TV "American Bandstand" and Calla, of East Boston, Mass.; Pri-Saturday night-time airer. His appearance in a movie would also give any studio a strong advantage in lining up top drawer disk stars for the film.

Altho he protested at the time, the acting lessons, which Arthur Godfrey insisted his entire TV cast take, paid off for Julius La Rosa, this year. His first acting stint in the new movie "Let's Rock" rated highly complimentary notices last month, and, as already noted, he opens in summer stock in "Kiss Me Kate" July S.

ing record names are "Mardi Gras" with Pat Boone, Tommy Sands and warbler Paul Hampton, Jill Corey, first. Bob Crosby, Mitch Miller, Connie

course, Elvis Presley's "King Cre- Ind.

Currently making the neighbor-ood theater rounds are "Country 'Op. 60,000' hood theater rounds are "Country Music Holiday" with Ferlin Husky and Faron Young, Jerry Lee Lewis in "High School Confidential," Exits WABC in "Dangerous Vaughn's Youth," "St. Louis Blues" with Nat Cole, Eartha Kitt and Pearl Bailey: "Young Lions" with Dean Martin, "Kings Go Forth" with Frank Sin- has abandoned its highly publiatra. Other record artists currently cized "Operation 60,000" as having busy in Hollywood films are Molly "not enough family appeal, despite Bee and Ricky Nelson, and the the fact that listeners were dic-Four Preps (in Columbia film "Gid- tating most of the policy." The get") and French canary Juliette new concept will provide "well-Greco (in the "Sun Also Rises.") balanced musical diet featuring top Record artists are continuing to tumes, all-time favorites, show tumes play dramatic roles on TV, most and introduction of new artists,' recent example being Tommy Sands according to Ben Hoberman, the who starred on CBS-TV "Studio station's new manager. One's" recent teleplay "The Left switch will further require all dee-Hand Welcome." Sands' film "Sing jays to program all of these aspects. Boy, Sing" was adapted from the One of the results, Hoberman TV play "The Singing Idol," which thinks, is that WABC will be proalso starred Sands and kicked off gramming more new music than his first best selling record 16 any station in town. months ago. Patti Page also emoted in a couple of TV dramatic shows Block has launched a third "Spend last season, along with Julie Wilson and Johnny Desmond. Desmond is fering a date with the Everly currently handling a heavy acting Brothers. Winner can bring a assignment on Broadway in "Say

effort to defeat a lawful strike by

resorting to cheap foreign labor."

whereby live musicians would re-

GI Winners **Get Sullivan** Show Date

WASHINGTON --- Appearance of some of the winners of the Army All-Entertainment Contest on the Ed Sullivan show has been moved up to July 20, from the originally scheduled July 29, Army has announced.

Winners of the All-Army Contests held at Fort Belvoir recently (June 18, 19) were: Vocal soloist PFC Constantine Cassolas, of Brooklyn, N. Y.; instrumental group, "The Cold Cuts," composed vates First-Class Stan Keltkwicz, Philadelphia, Pa.; Howard Garfin, New York; Robert Rounion, Bluefield, W. Va., and John Guthmann, Morrisville, Vt.

Instrumental soloist PFC Thomas Politas, Kingston, Pa., was first in his category. Placing first in vocal group class were "The Four-Fifths," composed of Specialist Second-Class Charles Revelos, Middletown, O.; Specialist Second-Class William Belden, Watertown, Thomas Dee, Philadelphia, and Bowen, New York.



TV Film Ranks Hail New AFM-Desilu Pact

HOLLYWOOD --- Hollywood's film producers. Some of the larger burgeoning television film industry production firms studying the AFM turned welcoming eyes to the live music deal include Ziv-TV, American Federation of Musicians' Screen Gems and Four Star Films. pattern-setting contract concluded ast week with Desilu Productions. other producers to accept the Desi-Terms of the five-year Desilu pact lu pattern? Herman D. Kenin, brings live music within easier AFM's newly elected prexy, exreach of the TV film producer, pressed confidence that the difand the resulting elimination of ference in quality between live canned music tracks promises music and canned tracks will in greatly increased employment for itself force the producer to go to professional musicians.

calls for elimination of the 5 per increasingly more demanding for cent of production gross payment improved over-all production qualito the TV Trust Fund, and instead ty in TV film fare and that pressure has established a flat fee rerun from viewer and sponsor alike will scale. Of major importance to the combine to nudge producers to film producer is the fact that the use live musicians. first run of a series will be free of Kenin returned to say that AFM any Trust Fund payment whatso- will do all in its power to seek ever. Thus, the film producer who legislation combating competition gambles investment on a series, of foreign tracks. He also said that will not be saddled with additional AFM will throw its might behind music costs on the initial run. Once educating the American public to the series has proved its merit and the importance of American live goes into residual runs and the music in its TV programs. Asked N. Y.; Specialist Third-Class producer has had an opportunity whether measures similar to those to recoup his investment, he will now employed by AFM in educat-Among forthcoming films featur- Specialist Third-Class Richard be in a better position to undertake ing the public as to use of foreign payments to the Trust Fund.

In the musical specialty group Payments to the Trust Fund start Gary Crosby; Johnny Mathis in a category, "The Kavanaugh Twins," with the first rerun and continue movie based on his life story; and Myles and Leonard Kavanaugh of on a diminishing scale thru the "Senior Prom" with new Columbia North Hollywood, Calif., placed fifth run, after which a series can run free of any further payments. Individual specialty class was Contract calls for a 10 per cent Boswell, and Jose Melis, and, of won by Private Erwin, New Haven, boost after the pact has been in effect for three years. Contract goes into effect July 1.

Desilu productions to be affected by this contract include "Westinghouse-Desilu Playhouse," "December Bride," "U. S. Marshal," "The

JUNE 30, 1958

Will AFM take measures to force live music. Arnez chimed in to The new TV film pay schedule say that the public is becoming

tracks in several theatrical films via "informational picketing" will be used on behalf of getting live music onto TV film shows, Kenin replied in the affirmative. He again stressed that competitive pressure resulting from superior quality of live scores will force other producers to abandon canned tracks.

Format Switch NEW YORK --- WABC here

The

Also at WABC, deejay Martin an Evening" contest, this time offriend. The first two promotions, with Frank Sinatra and Doris Day as prizes, proved the biggest successes in the station's promotion history.

Coldpix Preps First Release

HOLLYWOOD --- Ionie Taps' Copix Records, the Columbia Pictures subsidiary label, is currently recording its first album release, "Benny Fields and His Minstrel Men." The minstrels include Jack Benny, Milton Berle, George Burns and Phil Silvers. Walt Heebner duties for the package.

at the disk market October 1, is a Kapp and some dark glasses," Other items included in the initial added another. release will be the "Naked City" and "Bell, Book and Candle" albums as well as a package herald-(4) AFM signed a pattern-setting ing Kim Novak's disk debut, among contract with Desilu Productions other items.

Taps indicated that Colpix is place the use of foreign canned currently operating under full tracks in the TV industry (see story, steam to make an impressive entry

Texan" and "The Ann Sothern Show." Desi Arnez said the deal means an annual increase in music expenditure by his firm from \$10,-000 to approximately \$250,000, which will result in at least 20 times as many musicians having employment.

It is known that talks are currently under way with other TV

JAGUAR MAN Kapp Buys Himself a Cool Cat

NEW YORK --- Dave Kapp, genial, soft-spoken mahoff of the label that bears his name, stunned industry circles this week. News leaked out that he had bought a car-not just an ordinary car, but a vehicle that's become a trademark of another wing of the music business-the jazz world. Kapp's car is a Jaguar. "It's my first car in 15 years and I figured I'd go all the way," said Kapp.

Another Jaguar that has become something of a legend in the jazz sector is that owned by the famous jazz cat, Nesuhi Ertegun, of Atlantic Records. Ertegun's car is expected to be a prominent conversation piece as it's parked outside Newport's Viking Hotel, later this week. This fact lead to speculation that Kapp too, might put in an appearance at the cool Rhode is handling the artist-repertoire Island scene. "Maybe this is his way of getting Roger Williams es-Taps said this album will be part tablished in the jazz field," said of the initial Colpix salvo tobe fired one observer. "All he needs now



For a company desiring to achieve a top position in the record industrynow available as a business consultant on an exclusive basis-

MR. EDWARD WALLERSTEIN

formerly Chairman of the Board and President, Columbia Records, and General Manager, RCA Victor Record Division.

Address all inquiries: e/o MR. E. WALLERSTEIN, RFD #2, Ridgefield, Conn.



THE BILLBOARD

MUSIC

9

DISTRIBUTOR NEWS

Charles Goldberg of Cosnat Distributors in Newark, N. J., reports heavy action on "Delicious" by Jim Backus in Jubilee. He predicts that it will be the biggest novelty smash of the year. "Baby, Je bous aime" by Bob Miller on Jubilee is also going strongly. "Little Star" by the Elegants on Apt is big. Other strong new disks are "That's How Much I Love You" by Pat Boone on Dot, "Op" by the Honeycones on Ember and "The Freeze" by Tony and Joe on Era. Hottest albums are "Stardust" by Pat Boone on Dot, "Buana-a" by Arthur Lymon on Hi Fi Record and "101 Strings Play the Blues" on Somerset.

Top disks at Mangold Distributing Company in Charlotte, N. C., according to Herb Weisman, are "The Freeze" by Tony and Joe on Era, "Rainbow Love" by Sandy Scott on Choice and "Just a Dream" by Jimmy Clanton on Ace. "Poor Little Fool" by Ricky Nelson on Imperial is very strong. There has been a strong initial reaction to Pat Boone's "That's How Much I Love You." Marvin Rainwater's M-G-M waxing of "I Dig You, Baby" is moving well. Strongest LP's are "Jerry Lee Lewis" on Sun and "I Love You" by Joni James on M-G-M. M-G-M's "June for Joni" promotion has been very successful.

Richard Salvador of David Rosen, Inc., in Philadelphia lists "Ginger Bread" by Frankie Avalon on Chancellor, "Born Too Late" by the Poni Tails on ABC-Paramount and "Left Right Out of Your Heart" by Patti Page on Mercury as his top new platters. "Hush Mouth" by Bo Diddley on Checker is also strong. Best selling LP's are "The Champs Go Wild" on Challenge, "Paul Anka" on ABC-Paramount and "Frankie Avalon" on Chancellor.

James Martin of James H. Martin, Inc., in Chicago lists the following Dot Records as promising: "I Found You Out" by Bonnie Guitar; "The Singing Hills" by Billy Vaughn; "I'm a Runaway" by Tab Hunter and "South of the Border" by Gale Storm. He has had orders for 40,000 of Pat Boone's "That's How Much I Love You." Orders on Boone's latest LP, "Stardust" are close to 5,000. Requests on "Perfidia" by Count von Blitzstein are strong. "You'd Be Surprised" by Kathy Linden on Felsted is going well. "Moonlight Bay" by Joe Leahy, also on Felsted, is strong. Hot London platters are "Bewitched" by Betty Smith, "Cha Cha Baby" by Ted Heath and "Tulips From Amsterdam" by Max Bygraves. All of the Mantovani albums are strong sellers.

DISTRIBUTOR DOINGS: Winners of the "Decca on Parade Silver Record Award Contest" for May, an incentive contest for Decca branches, are Bob Eggerss and staff of the Kansas City, Mo., Smith, former CMDJA officers and branch; Mario De Filippo and personnel of the Harrisburg, Pa., branch and C. W. Doherty of the Cincinnati office. Runners-up are the executive committee of the Wayne Drake, manager of the Birmingham branch, and Bob Snell of St. Louis. The Silver Record Award for top distributor went to Bill Murata of Honolulu.... Roulette Records has appointed Dumont Distributors for Roulette and its divisions (Tico, Tama and Gee) in the Boston area. Dumont will also handle Roulette's newly formed label, Co-Star Records.

CMDJA Board Quits to Form New C&W Org

MIAMI--The board of direc-Association.

Cracker Jim Brooker, of Station WMIE here and convention chairman of the CMDJA, made the announcement of the dissolution and stated that he, together with Dal Stallard, Smokey Smith and Connie B. Gay, all well known in the country music field, had laid the groundwork for the new organization and had appointed temporarily a group of country music industry leaders to aid in the finalization of the new org.

Representatives named were Wesley Rose, of Acuff-Rose, Nashville; Hubert Long, personal manager to Ferlin Husky and Faron Young; W. D. (Dee) Kilpatrick, director of WSM's "Grand Ole Opry," Bobby Lord, of "Country Music Jubilee," Springfield, Mo., and Don Law, country music chief of Coumbia Records.

A "caretaker committee," comprising Rose, Long and Kilpatrick, was named to sit until WSM's Country Music Festival to be held in Nashville in November.

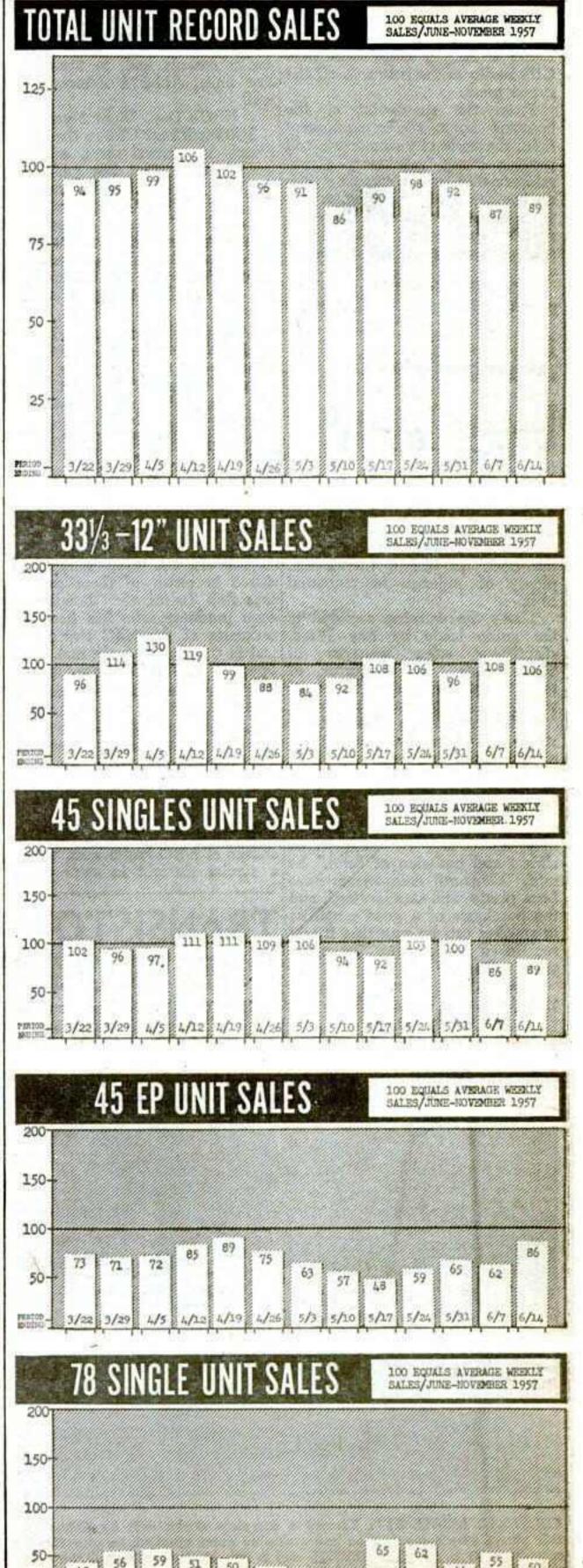
Brooker, Gay, Stallard and board managers, were retained on new organization.



The 331/3 r.p.m. speed, for the second week in a row, is the only speed that keeps its head above tors of the Country Music Disk par, altho it dropped a couple of Jockeys Association, gathered here percentage points for the current last Thursday and Friday (26-27) period. The largest increase over for the org's fourth annual con- the previous weekly period was clave, announced that they had registered in the 45 EP unit speed resigned as a formal body to form chart. This, plus a very slight the nucleus of a new group to be jump by 45 singles, upped the known as the Country Music total unit record sales a couple of notches. The latter, however,

is still at one of its lowest levels for the year.

The 45 EP unit sales reached their highest level of the past two months. Their percentage of the over-all market at the retail store level, however, is so slight that this does not mean as much as the small increase racked up by 45 singles. The 45 singles account for approximately 60 per cent of the over-all unit sales.



NOTES IN THE MAIL: Jerry Simon, promotion manager of Superior Record Sales in New York, writes that the Ahmad Jamal LP, "But Not for Me," on Argo is now Superior's top selling album. Among the singles breaking big are: "Charok" by the Melodears and "I Believe in You" by Robert and Johnny on Old Town and "Itchy Twitchy Feeling" by Bobby Hendricks on Sue.... Murray Jacobs of Superior will be married to Rita Ferrera on July 6. Miss Ferrera is a former secretary for the firm.... Bob Heller of Chips Distributing Company, Inc., in Philadelphia writes that the new Co-Star records are going great. The company has started a big promotion to push the new line.

Eddie Kleinbaum of Sterling Music Distributors in Cleveland reports that Ann Weldon's new release "You're Hurting Me" on Universal International Records, is getting heavy deejay play in the area. Similar reports have come in from Detroit's Arc Distributors and others.

Al Hirsch of Malverne Distributors in New York writes that Roger William's latest Kapp LP, "Roger Williams Plays Gershwin," is one of Malverne's fastest moving items. World Pacific appears to have winning LP's with David Allen's "A Sure Thing" and Pat Healy's "Just Before Dawn."

Phil Markman of Marnel of Maryland, Inc., in Baltimore writes that "Nervous" by Jan Summers on Jan is hot. Marnel thinks it will outdo "Straight Skirts," Summers' previous click in that area. "Dream World" by the Four Coins and "Lips" by Roy Hamilton on Epic are strong. Ditto "Buttermilk" by Joe Sherman and "Judy" by Frankie Vaughn, also on Epic. United Artists has two big ones with "Try the Impossible' by Lee Andrews and the Hearts and "Rock and Roll Age' by the Four Jays. "I Wonder Why" by Dion and the Belmonts on Laurie is still selling well.

BRIEFS: Harold N. Lieberman Company is now handling distribution for ABC-Paramount, Hunt, Fargo, Chancellor and Colonial Records in Minneapolis. . . . Field Music Sales, Inc., of San Francisco moves into new headquarters at 1480 Howard Street today. The firm has added the Carlton, Old Town, East West and Singular lines.

Juke box operators, record distribs and one stops can provide a service to American army and diplomatic personnel in Moscow by sending over 45 r.p.m. disks. There's only one juke box in operation in Moscow, and it's one of the few outlets for American music. Platters should be sent to John D. Ardoin, American Embassy Club (M), c/o Dept. of State, Washington 25, D. C.-25 records per package. See story in coin machine section for complete details.

TERRITORIAL TIPS: Hottest new records this week are "A Certain Smile" by Johnny Mathis on Columbia which is especially strong in California and Pennsylvania and "Rebel Rouser" by Duano Eddy on Jamie with strong sales reported in

Allied Firm

• Continued from page 3

it is understood, would be negotiable rather than fixed, and would depend upon whether the label takes the entire servicing offered by Allied, or only part of it.

With distribs paying 46 cents per record, and with basic costs estimated at a maximum of 26 cents, there remains 20 cents. Allied's fee for distribution would come out of this. Allied, it is pointed out, shoulders risk of inventory, one-stop and rack jobber deals, etc. With regard to deals in-volving free records, Allied will do this on the basis of distributor consultation rather than hype. "Some fellows go broke shelling out thousands of disks to rack jobbers, and these come back.... We won't eat the records."

Distribution, incidentally, may be done either under the indie label's own name, or under the imprimatur of the Allied label. An example of the latter would be Allied's taking over of Harry Bluestone's "Vienna Rose Polka."

Pepsi Sponsors

• Continued from 1 age 3

ance by a Dance Band, (8) Best Performance by a Vocal Group or Chorus, (9) Best Jazz Performance (individual), (10) Best Jazz Performance (group), (11) Best Comedy Performance, (12) Best Classical Performance (vocal), (13) Best Classical Performance (instrumental), (14) Best Rhythm and Blue Performance, (15) Best Arrangement, (16) Best Engineered Record, (17) Best Album Cover, (18) Best Musical Composition First Recorded and Released in 1957 (over 5 minutes' duration), (19) Best Original Cast Album (Broadway or TV), (20) Best Sound-Track Album (dramatic picture score or original cast), (21) Best Perform-



PHONOGRAPHS • COMPONENTS

AUDIO PRODUCTS Communications to 1564 Broadway, New York 36, N. Y.

WEB STEREOCASTS LOOM **AS 'EXCITEMENT FACTOR'**

NBC Starts Tonight; CBS to Air Newport Jazz as 2 Channel Hypos

By CHARLES SINCLAIR

10

NEW YORK --- Network radio "stereo-taculars" are about to explode as the latest "excitement factor" in popularizing the concept of two-channel entertainment at a mass consumer level, with NBC Radio scoring a clean beat over stereo mark.

From the standpoint of the booming home stereo equipment field, the multi-city stereocasts will provide strong "missionary" stereo salesmanship, and a reverse switch on the tactic of launching, a few years back, low-priced LP and 45 r.p.m. attachments to boost the sale of records in the then-new speeds.

RCA and Columbia, parent com-panies of NBC and CBS networks

Shure Bros. **Urges** Caution **On Stereo Buy**

with great interest what has been equipment hold the answer to the developing here last week as an future of radio." The daytime-andall-out race to see who'll grab the nighttime stereo showcase slots publicity spotlight in network were selected, according to Cullistereo. Both parent firms, of course gan, as "the best way to demonare launching major fall lines of strate stereophonic sound is to home stereo units designed to play reach a wide cross-section of our stereo records and, in top-of-the- listeners over a large area." CBS Radio as the first web off the line units, AM-FM stereocasts as well.

NBC's Day, Night Stereo

NBC will beat CBS to the stereo punch by several days, and has cago, and WRC, Washington-for scheduled its first big multi-city, the kickoff. Since all are power-AM-FM stereo effort for tonight's house outlets, the coverage is a lot wind-up of the long-run "Bell Tele- bigger than a three-station skein phone Hour" concert series (30). Metopera baritone Theodore Upp-man and Donald Voorhees 57piece Bell ork are featured in NYU STUDY the stereo showcasing of serious music.

Tomorrow morning (July 1), pop music gets the AM-FM stereo treatment, with an hour-long, twochannel version of the Bert Parks' Bandstand show (see "Balanced Programming" feature in next week's issue) originating in New York. Vocal stars will be Stuart Foster and Betty Ann Grove, with Arnold Stang as a special guest. The live music backings are by the show's 22-piece band helmed by Skitch Henderson. "We are not using 'gimmicked' plenty of mileage in monaural stereo in either of these shows," says Bob Sadoff, the "Bandstand" That's the warning sounded to exec producer who has been cothe audio trade by Ray Ward, ordinator of the NBC stereo project in the eight months that it has operated quietly under wraps. "Consumers will have plenty of choice this fall of recorded stereo disks," adds Sadoff, "but we feel stereo would be a major element live stereo shows, aired as periodic special events on multi-city hookups, will provide real excitement to go with the new stereo radiophonos being launched." Matthew J. Culligan, v.-p. in their pains. charge of NBC Radio web, voiced | What did the study reveal? It a similar thought in stating that

respectively, have been watching "new ideas, new services and new

NBC's line-up for the stereovoiced radio shows will be a threecity hookup of key AM-FM outlets -WRCA, New York; WMAQ, Chisuggests. NBC's Culligan estimates (Continued on page 15)

> **New Survey Shows Phono** Market Data

EDITORIAL Helping the Dealer

Take a bow, Fidelitone!

Almost since the beginning of LP, needle manufacturers have been plagued by the notion that microgroove needles are "permanent" and don't need replacement. And for just as long a time, they've tried to educate the public away from this idea and convince them that a worn needle can cause damage to disks.

The current Fidelitone campaign is geared to do that. And the veteran needle firm has done a bang-up job of it. Their full page ad in Time Magazine two weeks ago was a real eyestopper. Remember? It showed a cigarette burning on an LP, and above it a caption, "A worn needle ruins records just as surely." This was the first in a series of high-impact ads.

And Fidelitone is backing up the consumer advertising on the dealer level. They are providing blow-ups of the ads for use in listening booths, behind the counter and in show windows.

A campaign like this takes the entire needle industry a big step forward in consumer education.

Like we said, "Take a bow, Fidelitonel"

Symphonic's Line **Keyed to Stereo**

Lots of Models, Plenty of Color and "Matching" Stereo Is Firm's Offering

NEW YORK-A big line, com- after he sold them the phono, the prising more than 35 units and sale was dead. This year, he can ranging in price from \$19.95 to make two sales-first, the phono; \$795, is Symphonic's offering then the second channel." for the 1958-'59 phono sales season. Highlights of the line are the top- version kit for people who bought priced Model 1588, a two-piece one of their phonos last year. monaural-stereo ensemble, the two- "It won't only be for our models," speed tape recorder promotionally Al Jacobs said, "it will be for priced at \$99.95 and the many ste- everyone's. And it will be priced reo units, portables, table models realistically." and consoles. Sales topper, Al Jacobs, promises cobs said Symphonic has had a delivery on the portables in the line trade-in promotion that breaks in by the end of July. Models in wood cabinets will be in dealer hands a has worked successfully for two week later he said. Symphonic has a strong policy the trade-in would have a stereo on their stereo phonos. In all ste- slant, enabling the owner of a monreo units, the second channel will aural phono to get a two-channel be an external amplifier-speaker job a a break in price. unit. "Our stereo is going to be the new Symphonic line: matched stereo," Jacobs told The Billboard. "The speaker and the Model 1500 (\$19.95) three speed, amplifier in the satellite unit will four color combination, flip-over be exactly the same as those in cartridge. the master unit. We won't give the Model 1502 (\$24.95) three speed, public this phony stuff with a four color combinations, external medium type master unit and a speaker. tinny little speaker to plug in for Model 1504 (\$29.95) four speed, the second channel." Asked why he didn't put both speakers. amplifier channels on the same Model 1506 (\$37.95) four speed, chassis in the master unit, Jacobs three color combinations, two said, "We don't want to penalize speakers, turntables in matching those people who just want to buy a monaural phonograph. Take our Model 1522. It sells for \$84.95 just the way it stands. The 22S is the matching speaker-amplifier Model 1514 (\$44.95) automatic, unit. That sells for \$39.95. The three color combinations, de luxe dealer can sell the phono and try cabinet, high power speaker. and trade them up to the extra channel. And if the dealer has Model 1516 (\$49.95) four speed, any sense, he'll keep a list of every- two color combinations, promoone who buys the 1522 and then tional price. go after them a month later to sell Model 1518 (\$59.95) de luxe them the extra channel. He's got model, two color combinations. a strong sales argument. Last year,

Symphonic will also have a con-

JUNE 30, 1958

CHICAGO - Don't jump off the dock on stereo; there's still hi-fi.

distributor sales manager to Shure Bros., manufacturers of both stereo and monaural phono pick-up cartridges and tone arms.

While admitting freely that of the audio sales picture, Ward sounded off with some pertinent observations on the older medium.

"The great danger to the bright promise of stereo is that consumers may be misled by exaggerated claims and omission of facts," he said. "Monaural components have been pretty well standardized, and the purchaser of a good amplifier or speaker can be sure that it will remain at peak value for many years to come."

A comparable situation does not exist in stereo, Ward feels.

Less Per Dollar

NEW YORK --- What's the extent of sales of sound reproduction equipment (phonographs, radios, tape recorders, hi-fi components) thru retail outlets that also sell phonograph records? This was the subject of a recent study conducted by the New York University School of Retailing and sponsored by The Billboard.

To get the answers, NYU sent interviewers into a pre-determined and scientifically selected group of dealers (in towns of over 50,000 population) and had questionnaires mailed in from dealers in smaller towns. Dealers who answered the survey by mail were paid \$5 for

(Continued on page 15)

On the subject of trade-ins, Jathe beginning of the year, and it years. Next year, he intimated that

The following are the models in

Manual Portalles

three color combinations, two

color.

45 RPM Portables

Model 1512 (\$39.95) automatic, two color combinations.

Automatic Portables

(Continued on page 15)

TRANSISTORIZED TAPE UNIT FROM KINGDOM

ward miniaturized audio equip-"The purchaser of a stereo sys- ment, sparked by transistor develtem today will get less for his opments, is continuing. Latest dollar than with monaural," he "miniature" is a midget tape re-(Continued on page 15) corder being introduced by King-

NEW YORK --- The trend to- | dom Products-importers of Loreuz speakers and other audio gear from West Germany--which is completely transistorized, and which weighs only four pounds.

Termed the Fi-Cord, the unit is battery-operated, with provision to recharge the four cells. There are two speeds; 1-7-8 ips and 7-1-2 ips, with a frequency range at the fast speed of 50 to 12,000 cycles per second, plus or minus three decibels, according to Kingdom officials.

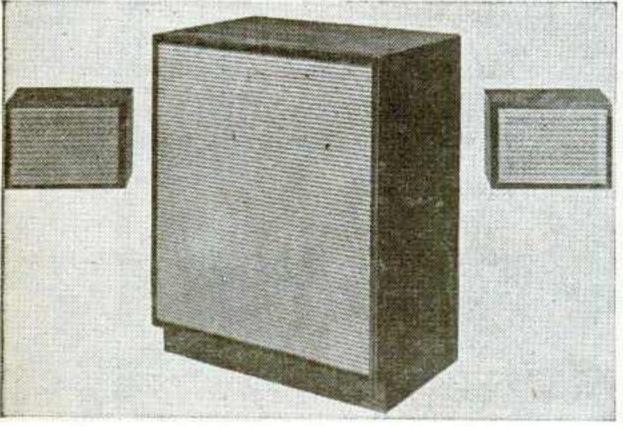
Monitoring is done by means of a small ear piece, or stethophone, altho there is also a small loudspeaker contained. There is provision for feeding an external amplifier.

The Fi-Cord comes complete with a dynamic microphone which has an on-off switch controlling the motor. Studio mikes can feed the unit when critical performance is desired. All controls are built in.

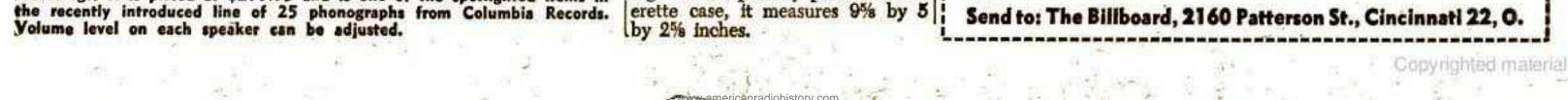
The sixe of the unit is eye-opening. With specially padded leath-

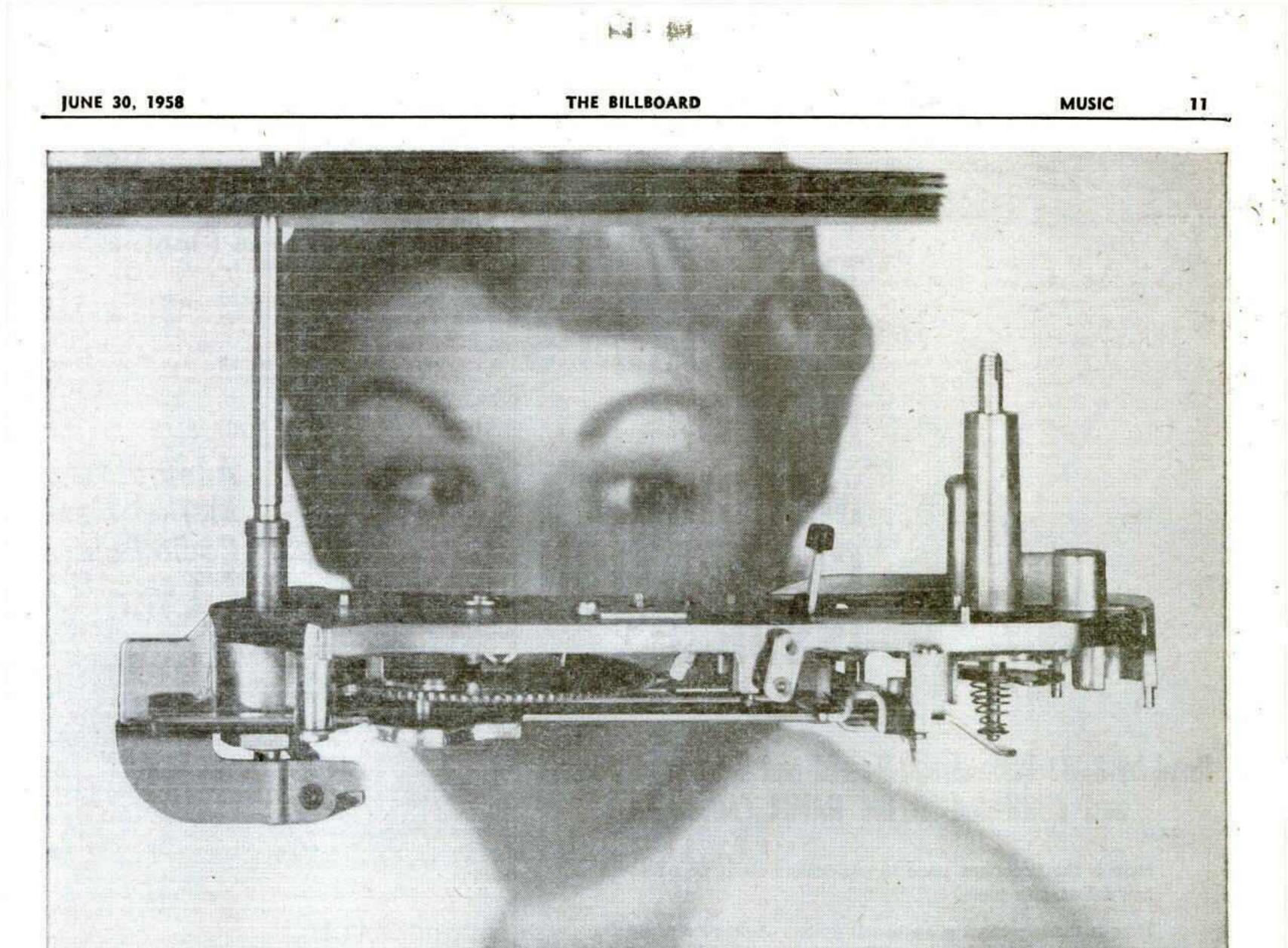


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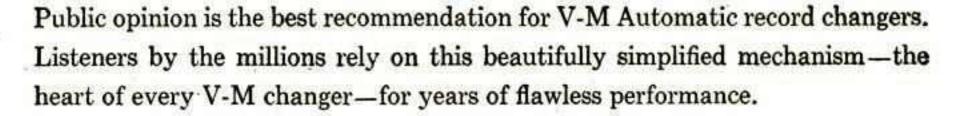


COLUMBIA MODEL 637: Termed a complete stereo unit by Columbia, this phono player requires no conversion or extra speakers to play stereo recordings. It is priced at \$299.95 and is one of the spotlighted items in





This Integrated Mechanism is the Reason Why V-M Automatic Record Changers Outsell All Others



Single die-cast unit assembly guarantees perfect, positive performance. Owners regulate tone arm set-down and needle-pressure by simple, visible adjustments above the base plate! This eliminates needless service calls, assures customer satisfaction and confidence in you and the product you sell—unquestionably the finest high-fidelity automatic changer on the market today!

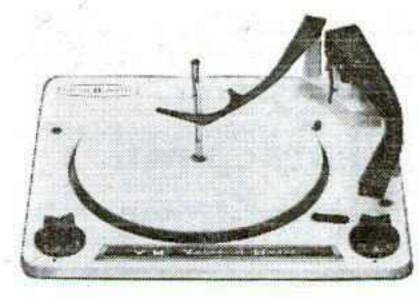
Four Models to Sell1

Model 1201 — 'Stere-O-Matic® Automatic 4-Speed Changer with patented drive motor. Tone-arm wired for stereo cartridge. Model 1226 — Model 1201 on matching base pan. Model 1202—With 4-pole motor, plug-in head for GE and other stereo or manaural magnetic cartridge.

Model 1228 - Model 1202 on matching base pan.

For volume sales without service problems, stock and sell V-M customerpreferred automatic record changers. Call your V-M Representative NOW.







AUDIO PRODUCTS

12

THE BILLBOARD

AUDIOGERSH VENDS TWO STEREO UNITS

Cartridges, Changers Are Now Geared For Two-Channel Audio Installations

NEW YORK -- Audiogersh | Retailing at \$59.50, the cartridge Corporation is now in full market- is equipped with a .7 mil diamond. ing swing with two stereo-slanted Recommended tracking pressure is components, for the most part al- from four to six grams, depending ready in dealers' hands.

The first unit is the Miracord ment used in the installation. XS-200, which doubles as a changer or turntable and arm manual player. It has a four-and-a-half pound table, and is entirely push button controlled. Teninch or 12-inch records can be intermixed in any sequence. Tone arm, which is free at all times, has been wired for either stereo or monaural operation, and a changeover can be made by removing a special jack on the leads. Retail net is \$67.50.

The possibility of hum, according to Audiogersh officials, has "been eliminated due to the new turntable."

With the Miracord XS-200 is a cartridge unit, the Stereotwin 200, which can be used compatibly for of out-of-home location. stereo or monaural reproduction of records.

version of an earlier experimental components inserted by automation, model, is a three-lead (shared ground) cartridge reported to fit "all standard tone arms" and to produce no hum. It has been decartridge.

on the type of record playing equip-

PORTABLES Admiral to Market New Radio Pair CHICAGO --- Admiral's new

pocket radio line consists of two transistorized units, a five-transistor and an eight-transistor model, selling at list prices of \$29.95 and \$49.95. Both are battery powered and are said to perform in any kind

New units, according to A. A. Medica, radio division sales man-The Stereotwin 200, production ager, feature printed circuitry, with

signed with an eye to use in either attachment. Both radios play up monaural or changer situations, and to 400 hours on mercury cells or includes a two-position mounting 100 hours on four Penlites. Sepabracket for proper inclination of the rate leak-proof battery compartments protect radio chassis.

Leatherette carrying cases are of-

MUSIC MERCHANT CONVENTION ISSUE DATED JULY 21

BILLBOARD'S

comm

THE

Read by 8,673 Phonograph-Record and Equipment Dealers and distributed at the NAMM Convention

Here is the important place to tell dealers about new records, new talent, new tunes.

Here is the important place to tell dealers about new products, new equipment, new merchandising plans to help them sell in the busy months ahead.

Here is the important time to spread your message big before important dealers when they are getting ready to buy for the busy fall and holiday seasons.

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

*For Proof of Billboard's dealer circulation, see your Billboard salesman.

ADVERTISING DEADLINE: JULY 16



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Hollywood 28, Calif. 1520 N. Gower St. HOllywood 9-5831 **Bob McCluskey**

New York 36, N. Y. 1564 Broadway PLaza 7-2800-Dan Collins, Bob O'Brien, Norm Wieland, Ron Carpenter, Hal Rand

> St. Louis 1, Mo. 812 Olive St. CHestnut 1-0443 Frank Joerling

Bonus distribution of 1500 copies right on the convention floor.

Magnecord to Market Newest Rek-O-Kut Debs Tape Portable

CHICAGO --- Magnecord Division of Midwestern Instruments is currently launching its newest professional tape recorder, the por- row (1), a new stereo conversion table Model 728, with an array of kit will be available to consumers versatile features.

and take-up torques; direct drive firm's 12-inch tone arm, and hysterysis-synchronous motor; two- \$19.95 for the 16-inch model. speed selection (71/2 ips and 15 Both kits enable a reasonably ips, or 334 ips and 71/2 ips); handy do-it-yourselfer to convert straight slot loading, four-head ar- his Rek-O-Kut arm for some \$10 rangement (erase, full-track, half- less than the price of a brand-new track or split stereo, at customer's option; record head and rebration and gain controls.

tered for both models.

2-Channel Kits

NEW YORK---Starting tomorat Rek-O-Kut dealers, priced at Among them: electrical pay-off \$17.95 for a kit converting the

stereo version.

The kits contain: (1) a fourproduce head to match these op- prong cartridge shell for easier tions; additional head for sound- phasing of stereo cartridges, (2) a on-sound available; push-button new arm tube with four wires to control; tape position indicator; accommodate all three and fourfail-safe brakes; on-off pilot lamp; terminal stereo cartridges, (3) a separate record and playback am- new, heavier counterweight, and plifiers; two V. U. meters and other (4) two simple tools and a comrecording, monitoring, stereo cali- plete set of pictorial, step-by-step instructions.

AUGUST LAUNCHING **GE Plans .5-Mil Tips** For New Stereo Stylii

AUBURN, N. Y .--- General Electric is the latest cartridge manufacturer to market a half-mil diamond stylus, having set August as the launching date for a third vercartridge, the GC-5, equipped with the small-sized unit.

A similar cartridge is also available for stereo application featuring diamond or sapphire versions of the now-standardized .7 mil stylus.

The GC-5 will will have a higher performance rating than the .7 mil model.

Frequency response is stated by sion of its new stereo magnetic GE to be 20-20,000 cycles, at a tracking force of two to four grams. Lateral and vertical compliance figures have also been improved.

By comparison, the .7 mil models have a top end of 17,000 cycles The .5 mil stylus model is de- and are recommended for use with signed, according to GE execs, for a tracking force of three to seven application "only in turntables with grams. Output, inductance and





RAY HARTLEY Australian-born piano pyrotechnician

NEW RCAVICTOR ARTIST

NEW BUSINESS FOR YOU

Ray Hartley The Trembling of a Leaf and The Sound of the Sea

HIS FIRST ALBUM FOR RCA VICTOR Lush mood music for romantics. LPM-1659

And here's what's going to put over this first album by the boy from down-under!

- Heavy advertising campaign: The New Yorker, Esquire, Holiday, Playboy.
 - Strong spot radio and TV commercial schedule.
 - Personal appearances on top network TV Shows.
 - Full color window display.
 Local newspaper ads.

Don't delay, order today from your RCA Victor distributor!

His first single: Beautiful Love/Chanson D'Amour 47/20-7228





AUDIO PRODUCTS

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THE BILLBOARD

RECORDER MERCHANDISING

How to Sell a Specific Market For Top Tape Recorder Profits

By BOB LATIMER

The market for audio equipment and tape recorders is sometimes where you least expect to find it.

One wide-awake dealer, W. E. Fortmyer, of Wayne's, in Fort Wayne, Ind., has lately been concentrating sales efforts for tape recorders on what would seem to be a minor market: the city's churches and religious groups

Minor? Not at all, according to the Fort-Wayne retailer. Here's what he told The Billboard:

"We have been carrying full lines of tape recorders ever since they came on the market, including Revere, Bell & Howell, RCA, Crestwood, VM and Masco. Despite the average businessman's fear that churches are poor risks in selling expensive equipment, we have found that there is no better market to keep our tape recording department showing impressive profits."

Many Uses for Tape

A tape recorder, it seems, is one of the handiest things a church can have, altho the uses of it requires demonstration in order to make the sales point.

Some of the in-church uses already established by Fortmyer:

· Recording the church choir in practice sessions, with playback used to correct musical faults.

· Practice sermons by the pastor or priest or rabbi, which he may need to study the effectiveness of his own delivery or material.

· Recording church, plays, as well as activities of Bible school groups, young people's organizations and the like. · Recording special sermons for later reference, or for playback at the bedside of ill parishioners who are grateful for religious contact.

a portable model, with two hours' recording capacity and simple controls. It will often be operated by laymen who have no experience with a tape recorder other than on Sunday. And, it must be carried from place to place, sometime by women."

With this general idea in mind, Fortmyer has been successful, by his estimate, in landing sales with an eye-opening 50 per cent of the churches in the Fort Wayne area.

Sales Tips on Tape

Fortmyer has also learned, from experience, that certain sales techniques are valuable in discussing a tape recorder sale with officials of local churches.

"I have checked the type of services which ~ each church in our community holds," he reports, "and one by one I have phoned them, asking for an appointment and suggesting that we carry out a demonstration in the church."

"Incidentally," he adds, "it is always wise to invite a few of the laymen, deacons, vestrymen and other church members who have a financial say in the church's management to attend where possible. This means evening demonstrations, in many instances, but we have found these quite worthwhile.

"At the appointed time, I set up the tape recorder, ask each member of the audience to listen to his own voice, then discuss some of the practical applications of the machine, and make a recording of the church organ if at all possible.

"We have found it much better to record the everyday sounds likely to be heard in church, rather than to use the demonstration tapes which are provided by manufacturers. The sound of a ping-pong game, a train rushing by, a 300-piece orchestra playing Brahms is not nearly as important to the prospect as to hear his own voice."

Audio Feedback

- By CHARLES SINCLAIR

TAPE ANACHRONISM DEPT.

Sharp-eyed audiophiles will notice a first-class goof in 20th Century-Fox's expensively produced "Ten North Frederick." There's a scene where Gary Cooper, who aspires to be a Lieutenant-Governor, makes a deal with crooked politician Tom Powers. When Gary has loped off, Powers turns to his secretary. "Did You Get all that?" he asks. "Yes, boss," she says, pulling out a drawer with a concealed tape recorder and removing the reel. Nobody at 20th-Fox, apparently, remembered that the scene was supposed to be taking place in 1940 - about 15 years before the recorder pictured (an Ekotape) was even invented.

HI-FI AND HIGH JINKS

Speaking of tape recorders, there's an item in this week's Time magazine, in the "Miscellany" column, which reads as follows:

"In Ardmore, Okla., three teen-age boys, calling a girl in New York, were arrested for trying to deceive a long-distance telephone operator by using tape-recorded sounds of coins being deposited into a pay phone."

SCOTT IRON CURTAIN LIFTS

The H. H. Scott audio component firm lifted the curtain of secrecy that surrounds new models just a bit last week, with a few enthusiastic war whoops about upcoming stereo units. Said Harold S. Goodstein: "New H. H. Scott Model 130 stereo preamplifier . . . absolutely terrific, without doubt most complete on market. Even has visual fight control panel. Price \$169.95." Other good tidings from Goodstein: A dual 20-watt amplifier that can operate as monaural 40-watter with complete front end; a new 36-watt monaural amplifier with controls; and a new basic 40-watt power amp. "Walnut cabinets new available for all Scot components," he adds.

ONWARD, UPWARD AT ZENITH

Distributors apparently are bullish about the outlook on the new Zenith Radio Corporation line. At the company's recent sales convention, orders for radio, TV and phono units for delivery thru August were "approximately 10 per cent ahead of the orders received at the company's 1957 convention, which in turn was substantially ahead of 1956," Zenith execs report. Adds Zenith: "Distributors were particularly enthused about Zenith's new line of stereophonic high fidelity instruments.

· Recording the church's organ and/or choir to provide background music via an external public address system.

· Playback of recorded messages from missionaries, or church officials; or the interchange of recorded messages and sermons between churches.

Correct Approach Counts The correct approach, as in any form of

selling, is extremely important, Fortmyer feels. As he puts it:

"We have found it wisest to stay out of the technical aspect of tape recording as far as possible in selling churches, and to concentrate our efforts on comparatively lightweight, medium-priced models which can be readily moved from place to place.

"This means that our No.-1 recorder sale will average around \$160, and usually involves

Ecclesiastical Rivalry

Even the competitive spirit plays a part in Fortmyer's approach to church audio sales.

"One of the points proven wise in demonstrating is to have a recording on hand of a church program in another church, which always stimulates the keeping-up-with-the-Joneses aspect of the prospective sale, and brings high interest from churchmen who seldom have an opportunity to hear their contemporaries in other churches.

"Here, again, asking the organist to listen with a professional ear to the organ work of a rival church organist strikes a responsive chord that helps a sale."

There is even a follow-up market, too. Fortmyer points out that his tape department has been boosted with special editing and indexing jobs, and the sale of additional speakers and mikes.

High Style 'Front Ends' on Bogen Line

is now using, for what is believed scale. to be the first time in the hi-fi field, aluminum and plastic extrusions in making a re-designed series of front ends.

The new technique replaces the sion, which interlocks with the use of stamped metal sheets in plastic, eliminating screws or fasescutcheons and dial scales. The teners. The design function is comnew designs for amplifiers, tuners pleted by gray-bodied whiteand preamps are from the drawing rimmed knobs with brass-finish board of the firm's industrial de- inserts. digner, Arden Farey.

retail level, dial-scales are made of Siegler Corporation, by Anchor a translucent white Plexiglas ex- Plastics of Long Island City. The trusion bearing the silk-screened aluminum extrusion is finished by numerals and a logging scale. The Etched Products Corporation, of

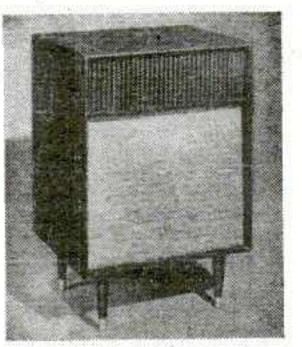
NEW YORK --- In a move to bers are the only identifying desadd a fresh touch to the physical ignations. Station indication is a appearance of its audio compo- line of light produced by a movable nent line, David Bogen Company light source located behind the dial

Style for Wives

Lower portions of front end panels are completed by an anodized, light gray aluminum extru-

The plastic extrusions are being In the new units, now at the made for Bogen, a division of

Retailers are reportedly enthusiastic about the dress-up treatment on Bogen units, particularly since it has strong display appeal for style-conscious wives shopping for hi-fi gear with their husbands.



SATELLITE: Fisher Radio Corporation is introducing the "Stereo Companion," a stereo satellite unit to go with its current packaged phonos. Unit contains a 32-wattpeak amplifier and a three-speaker system, and plugs into original phono

FOREIGN TUBE INVASION

Imported audio tubes - whose performance often surpasses comparable U. S. models-continue to make gains in the U. S. hi-fi market. Latest line to reach U. S. dealers is that of the European-made VALVO tubes, used widely in German import radios and phonos. They're being imported by Amperex, itself an offshoot of giant Philips of the Netherlands. To calm worried U. S. tube makers, the VALVO tubes are being pushed primarily as "replacements for original equipment tubes." However, knowledgeable audio fans have long since learned that the hum levels and microphonics of VALVO and other import tubes (like Mullard, Amperex, Telefunken, etc.) make many a U. S. production-line counterpart sound pretty low-fi by comparison.

"YOU'RE BENDING THE MATERIAL!"

If some cat comes up to you at the NAMM show in Chicago on July 21, and grabs you by the lapels, don't holler for the law; it may be worth five bucks. Seems the Pfanstiehl Company (diamond needles) will be handing out numbered pocket cards at their exhibit. If you can find a guy whose card number matches yours, Pfanstiehl will ante up a pair of new \$5 bills.

THE PRINTED CIRCUIT

A new 16-page catalog has just been issued by American Microphone Manufacturing Company, a division of GC-Textron. One of the firm's new models is a special miniature dynamic mike, designed for concealed use.... Howard W. Sams & Company of Indianapolis has announced publication of Volume Two of the new series of Tape Recorder Service Manuals. New volume includes stereo tape data.... DISTRIBUTOR DOINGS: Radio Specialty Corporation of New Orleans has been franchised as a distributor for Sylvania products in the radio-TVhi-fi fields. . . . Symphonic Radio and Electronic Corporation has named Sanford Electronic of Chambers Street, as distributor covering New York area. . . . Graybar Electric Company of Little Rock has been appointed distributor for Zenith line.... The Leonard Zlowe Company of New York won the annual President's Award for "distinguished performance" in handling Bell Sound Systems' components, recorders, and p.a. systems.

SID FREY RIDES AGAIN!

In a somewhat awestricken press release, Audio Fidelity announced last week that its jetpropelled boss, Sid Frey, was now involved in the production of sound tracks for stereophonic radio-TV commercials, with a deal set with New York's WNTA-TV, which now airs its Art Ford's Jazz Party in three-channel stereo (AM-FM-TV). Sid is also, according to the handout, now compiling a "library of stereo sound effects" which he'll make available on a rental basis to advertising agencies contemplating stereo commercials. Stereo selling, says AF modestly, "is the most earth-shaking thing he has undertaken to date during his brilliant



Web Stereocasts Loom As 'Excitement' Factor'

Continued from page 10

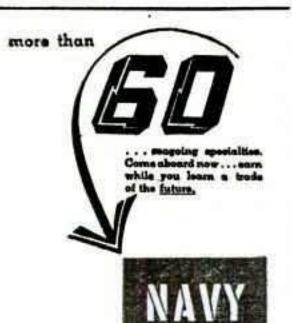
that "more than 22 per cent of the execs, the web "will employ two nation's population" will be in completely separate transmission stereo range.

CBS' Stereo Jazz

Jazz will be the stereo attraction at CBS Radio, which has scheduled a series of four stereocasts from the Newport Jazz Festival, on the evenings of July 3, 4, 5 and 6, in the 8-9 p.m. time period, with Garrett Wine Company (Virginia Dare) picking up the tabs. As with NBC, the stereocasts will be AM-FM.

AM-FM outlets in New York City; O'Day, George Shearing, and Boston, Springfield and Worcester, Bobby Hackett, among others. Mass.; Providence, R. I.; Washington, Richmond, Va., and Durham, N. C.

special half-hour show featuring those on TV as well. various jazz greats playing the festival, then join the regular evening concert at 8:30 p.m. for a half-hour pick-up. According to CBS network



systems from the microphones at Newport to the AM and FM transmitters in the cities mentioned."

There's a strong likelihood, incidentally, that Columbia Records will be recording the shows for future stereo disk release at the time of the limited-network stereocasts. An impressive talent roster is slated to appear on the four CBS radio stereo shows, including Duke Ellington, Dave Brubeck, Cerry Mulligan, Jack Teagarden, Dinah CBS' station line-up includes Washington, Urbie Green, Anita

Both NBC and CBS web execs are reportedly considering stereocasting on a regular basis on exist-The stereocasts will open with a ing music shows, possibly including

GELATT NAMED HIGH FIDELITY EXEC EDITOR

NEW YORK --- High Fidelity magazine has a new Executive Editor. He is Roland Gelatt, until now Music Editor of the publication and author of its regular monthly feature, "Music Makers." Readers of the feature will be happy to know that Gelatt will continue it and will continue to report on the music and record scenes here and abroad.

In his new position, Gelatt has full executive responsibility for High Fidelity's editorial department and will report directly to the publisher, Charles Fowler.

John M. Conly remains as Editor and Miriam D. Manning as Managing Editor.

NYU Study

Continued from page 10

Continued from page 10

Shure Bros.

says. "Stereo is hot and research is being written off at a high rate.

caution on stereo, Ward also taking some positive steps to pro- 21 (NAMM Convention) issue of tect its consumer users. He The Billboard, is being sent to all specifically cited the Consumer phonograph, tape recorder and Protection Plan, whereby a custom- component manufacturers. Addier buying a Shure monaural tional copies are available on Dynetic tone arm or cartridge now request. would receive "an allowance of 75 per cent of the original cost of his the status of the market during the

tells the size of the total market for phonos and the other equipment, the number of units sold, the And, prices have not settled down." brands handled by the dealers and hogany, walnut and blonde. Even as he sounded a note of the types of units handled.

An advance report of the data, pointed out that Shure Bros. was to be published in full in the July

The study was designed to reveal

Symphonic's New Line Is Geared to Stereo

Continued from page 10

Portable Radio-Phonos Model 1510 (\$39.95) four speed manual, two color combinations. Model 1520 (\$74.95) four speed automatic, stereo lead from tone arm to jack plug but no stereo cartridge, two solid colors. Model 1542 (\$149.95) "high fidelity," mahogany or blonde finishes.

"High Fidelity" Portables

Model 1508 (\$44.95) four speed, two color combinations.

Model 1522 (\$84.95) four speed, stereo cartridge, two color combinations.

Model 1524 (\$94.95) four speed. stereo cartridge, two color combinations.

Model 1526 (\$149.95) four speed. stereo cartridge, genuine leather case.

Table Models

Model 1267 (\$89.95) four speed. BSR changer, two 5¹/₂" spkrs., mahogany and blonde.

Model 1532 (\$149.95) four speed stereo cartridge and switch, ma-Model 15L (\$6.95) brass legs for above table models.

Stereo Consoles

Model 1540 (\$129.95) mahogany blonde. Model 1544 (\$169.95) mahogany, blonde, walnut.

Sampling techniques and monaural tone arm or cartridge at period from January 1, 1958 to methods were worked out for the Model 121 (\$89.95) a later date when he is ready for May 15, 1958. The NYU survey study by J. Stevens Stock, nation- Model 122 (\$119.95) stereo tuner.

Model 1546 (\$219.95) mahogany, blonde, ebony. Model 1546 (\$229.95) walnut. Model 15-1260 (\$279.95) mahogany, blonde, ebony. Model 15-1260 (\$289.95) walnut. Model 1548 (\$349.95) complete with dual speaker system, mahogany and blonde (walnut \$10.00 more). Stereo Consoles With AM-FM Model 1562 (\$209.95) mahogany, blonde.

15

Model 1564 (\$279.95) de luxe tuner, mahogany, blonde, ebony, (walnut \$10.00 more).

With Stereo AM-FM Tuner Model 1580 (\$399.95) mahogany, blonde, ebony (walnut \$10.00 more)

Model 1586 (\$469.95) mahogany, blonde (walnut \$20.00 more). Model 1588 (\$795.00) complete stereo two-piece ensemble, cherrywood, walnut.

Amplifier-Speaker Stereo Attachments

Model 22S (\$39.95) two color combinations.

Model 24S (\$44.95) two color combinations.

Model 122 (\$119.95) stereo tuner. Model 26S (\$32.95) two color combinations.

Model 28S (\$24.95) 3 speaker model, mahogany, blonde, walnut. Model 1552 (\$59.95) 3 speaker model, mahogany, blonde. Model 1556 (\$99.95) 4 speaker

model, mahogany, blonde, walnut.

AM-FM Tuners



a stereo cartridge. ber 31, 1959.

technicians considered this period ally-known sampling expert, and **Tape** Recorder The offer is good until Decem- to be the most productive of data were approved by The School of Model 230 (\$99.95) two speed, for a survey conducted at this time. Retailing, New York University. ivory with red trim.



The Billboard's Music Popularity Charts . . , PACKAGED RECORDS

JUNE 30, 1958

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



16

BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JUNE 21

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

This Week	Last Week	Weeks on Chart
1. The Music Man Original Cast, Capitol V		18
2. Johnny's Greatest Hits . Johnny Mathis, Columb	2	12
3. My Fair Lady Original Cast, Columbia	3	117
4. South Pacific Sound Track, RCA Victor		14
5. South Pacific Original Cast, Columbia		222
6. Gigi	23	2
Sound Track, M-G-M E 7. Nearer the Cross Tennessee Ernie Ford, G	5	4
8. Around the World in 80 D Sound Track, Decca DL	Days 11	64
9. Elvis' Golden Records Elvis Presley, RCA Vict	6	11
10. Ricky		28
11. Sail Along Silvery Moon Billy Vaughn, Dot DLP	10	11
12. Film Encores	14	49
13. Oklahoma!		143
Sound Track, Capitol SA 14. Goodnight, Dear Lord .	23	8
Johnny Mathis, Columbi	19	28
Johnny Mathis, Columbia 16. Muted Jazz	7	13
Jonah Jones, Capitol T 8 17. Come Fly With Me		22
Frank Sinatra, Capitol W 18. Songs of the Fabulous Fit	fties —	54
Roger Williams, Kapp K 19. Las Vegas—Prima Style		2
20. 'S Awful Nice	15	2
21. Till Ray Conniff, Columbia C		14
Roger Williams, Kapp K 22. Taboo in Hi-Fi		6
Arthur Lymon, Hi Fi Ro 23. Swingin' on Broadway		7
Jonah Jones, Capitol T 9 24. Gems Forever Mantovani, London LL		5
25. Hymns Tennessee Ernie Ford, C	16	79

Review Spotlight on ...

Special Merit Jazz Albums

JAZZ OF THE ROARING TWENTIES (1-12")-Tommy & Jimmy Dorsey, Red Nichols & Various Artists. Riverside RLP 12-801

This is a choice item for collectors. The artists were then known as the California Ramblers, a group which included the Dorsey Brothers and Red Nichols. Despite the tinny sound, the disk does create interest. The tunes are done in the dance style of the '20's. The attractive and imaginative cover adds to appeal. Tunes include "Manhattan," "Charleston" and "Miss Annabelle Lee." There are group vocals on some.

Classical Albums

TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12") - Van Cliburn, piano; Orch. Directed by Kiril Kondrashin. RCA Victor LM 2252. This should prove one of the strongest items to hit the market in some time. Cliburn, winner of the Tchaikovsky Competition in Moscow last spring, had more than lived up to expectations in his recent American concert appearances. The Tchaikovsky concerto is one of the works that he played in winning the prize. Russian conductor Kondrashin, who conducted for the pianist, heads the symphony orchestra on this disk. Strong potential.

Specialty Albums

STANLEY HOLLOWAY'S CONCERT PARTY (1-12")-Sung by Stanley Holloway with Arthur Lief, Piano & The Concert Party Four. Riverside RLP 12-824

A hilarious collection of comic songs by Stanley Holloway, noted British comedian who scored such a big hit as Eliza Doolittle's father in "My Fair Lady." They're drawn from the era of the "concert party," those touring British song-and-dance shows that used to play the seaside resorts. There is even one of the famous "Albert Ramsbottom" poems for the Holloway fans.

Autry, Sally Sweetland, Patty McGovern, Ray Heatherton, Lu Ann Simms, Percy Faith and the Singing Princess.

Spoken Word Albums

TALES OF HANS CHRISTIAN ANDERSEN (1-12")-Read by Michael Redgrave. Caedmon TC 1073

Another excellent spoken word package by Caedmon. Quality production and fine readings by British actor Redgrave are spotlighted on five popular Anderson fairy tales-"The Tinder Box," "The Emperor's New Clothes," "The Steadfast Tin Soldier," and "The Emperor's Nightengale." Solid commercial potential in its specialized market.



SOUNDS OF STEAM LOCOMOTIVES NO. 3 (1-12")-Folkways FX 6154

It's very seldom that sound, as such, manages to have nostalgic charm. But this well-recorded album by Vinton Wight manages the difficult task. Both sides contain highlights of train rides on the famous narrow guage railroad that still runs, as it did in the 1880's, out of Durango, Colorado. Engines puff and wheels echo from the sides of river gorges in a riot of old-fashioned train noise. Little boys of all ages will flip over it.

- Album Cover of the Week -





payment enclosed		bill me
Name		
Occupation or title		
Company		
Address		and the second
City	Zone	State

Children's Albums

SONGS ABOUT CATS AND DOGS (1-12")-Various Artists. Columbia CL 1142 3

Here's a solid merchandising idea for the kiddie market, which may also attract sales from pet fanciers. Cover-featuring cute cats on one side and equally cute pups on the otheris a strong display piece. Collection of old sides includes Rosemary Clooney's "Kitty Kats' Party," Red Button's "Daniel, the Cocker Spaniel," etc. Also represented are Gene



JAZZ OF THE ROARING '20'S, Riverside RLP 12-801. Colorful cover showing cigarette packs of the era is by Paul Weller and Paul Bacon. It's an attractive and differenttype idea. Good display piece.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 21

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

- **1. JOHNNY'S GREATEST HITS** Johnny Mathis..... Columbia CL 1133
- 2. COME FLY WITH ME Frank Sinatra.....Capitol W 920
- 3. LESTER LANIN GOES TO COLLEGE Lester Lanin......Epic LN 3474
- 4. DREAM GIRL Ray Anthony Ork.....Capitol T 969
- 5. S' AWFUL NICE Ray Conniff Ork..... Columbia CL 1137
- 6. SATURDAY NIGHT WITH MR. C. Perry Como......Victor LOP 1004
- 7. FOUR FRESHMEN IN PERSON Four Freshmen.....Capitol T 1008
- 8. RICKY
- Ricky Nelson..... Imperial IMP 9048
- 9. HERE'S STEVE LAWRENCE Steve Lawrence..... Coral CRL 57204
- **10. MUSIC MAN** Original Cast.....Capitol WAO 990
- 10. THIS IS SINATRA, VOL. II



FOR SURVEY WEEK ENDING JUNE 21

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1. UNCHAINED MELODY

- Ricky Nelson.....Imperial EP 158 2. RICKY Ricky Nelson.....Imperial EP 153 3. JAILHOUSE ROCK Elvis Presley..... RCA Victor EPA 4114 4. NEARER THE CROSS Tennessee Ernie Ford. . Capitol EAP 1-1005 5. WARM Johnny Mathis..... Columbia EP B-10871 6. ROGER WILLIAMS ...KAPP KEP 708 7. SONGS OF THE FABULOUS '40's Roger Williams.....Kapp KEP 737
- 8. ELVIS Elvis Presley.....RCA Victor EPA 992
- 9. LOVE ME TENDER
- Elvis Presley..... RCA Victor EPA 4006 **9. PEACE IN THE VALLEY**

Frank Sinatra.....Capitol W 982 Elvis Presley.....RCA Victor EPA 4054 - 5 Copyrighted material

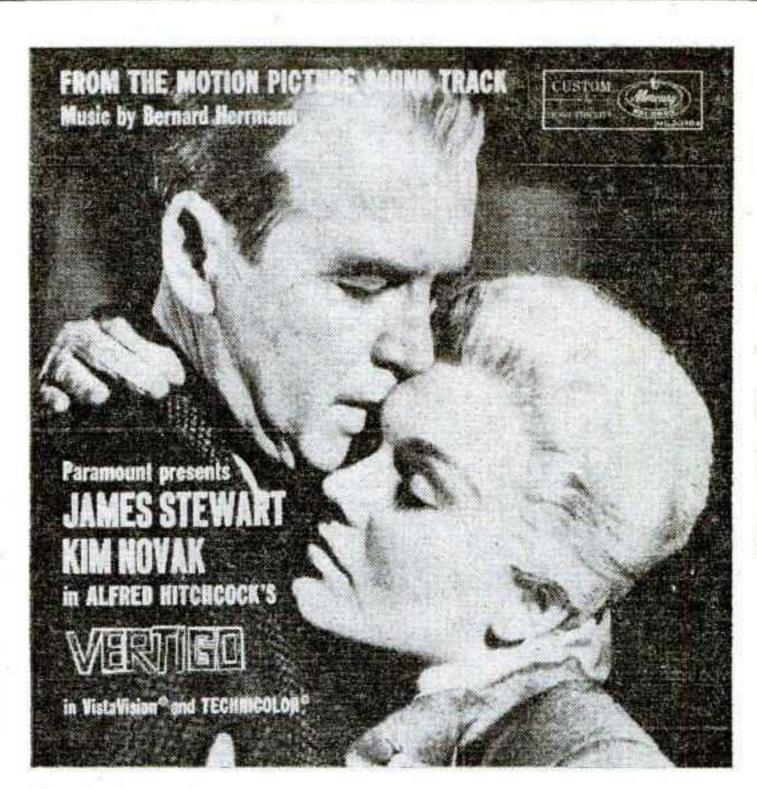
THE BILLBOARD

MUSIC

17







*James Stewart *Kim Novak in Alfred Hitchcock's VERTIGO MG 20384

ORIGINAL SOUND TRACK MUSI From the book that revealed more than any girl ever revealed of

herself before! DOROTHY MALONE as Diana Barrymore, whose sensational true-life best-seller made millions gasp! ERBOL FLYNN as her father, the fantastic John Barrymore, in his years of wildness, "TOO MUCH, TOO SOON"

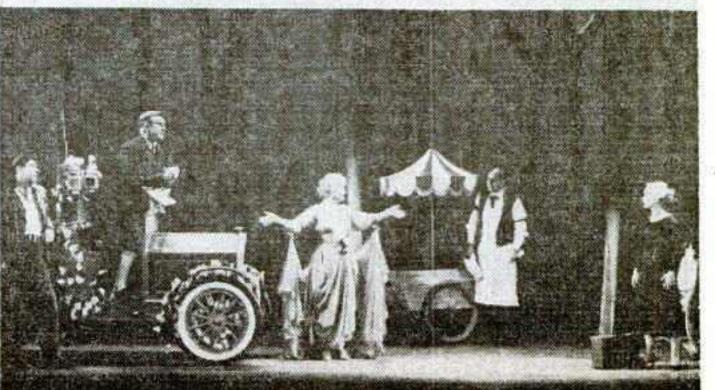
TOO MUCH,



TOO SOON *Dorothy Malone *****Errol Flynn The Story Of

The Story Of Diana Barrymore MG 20381





TIME REMEMBERED

starring

Helen Hayes
Richard Burton
Susan Strasberg
Pete Rugolo Orchestra
Vernon Duke At The Piano
MG 20380







Al Goodman conducts the Gilbert and Sullivan masterpiece, HMS Pinafore. A distinguished cast, headed by Earl Wrightson and Martha Wright, sings We Sail the Ocean Blue, Little Buttercup, When I Was a Lad, 18 other ballads. In High Fidelity. CAL-433

JULY PROFIT PICKS FROM RCA CAMDEN L.P.'s ONL 12-INCH

SHOWCASE: GREAT SONGS FROM UNITED ARTISTS PICTURES Hal Schaefer Ork (1-12") United Artists

This album includes 11 tunes that have become hits from the movies, such items as "High Noon," "Smile," "Around the World," etc. However, they are performed by the Hal Schaefer Ork and a group of talented jazz musicians in such far out style that it is doubtful if the average sweet music buyer will be very interested in them. If the set is exposed to the jazz buyer tho, there's a chance for a sale. The music is exciting, but in a wild, big band, modern jazz groove.

A TRUMPET IN LOVE

Arne Lamberth (1-12") Epic LN 3473 European conductor Lamberth provides clear, brilliant-toned trumpet solos on group of pleasant instrumental arrangements of nostalgic standards "They Can't Take That Away From Me." "I Surrender Dear," etc. Dream was for



12 square dances (Sally Goodin', Soldier's Joy, others). Right for dancing or listening - no corny licks. Liner tells how to "call" dances. CAL-432*

Sugartime, 76 Trombones, The Stroll - 12 of the year's top tunes are in Volume I of RCA Camden's Biggest Hits of '58 collection. CAL-431*

Instrumentals of 10 songs from The Music Man. Includes Till There Was You, 76 Trombones, The Sadderbut-Wiser Girl for Me. CAL-428*

Instrumentals of 10 songs from Gigi like: The Night They Invented Champagne, I'm Glad I'm Not Young Any More, Waltz at Maxim's. CAL-436*

OUTSTANDING SUCCESSES! AND NOW THEY'RE ALL PRE-PRICED, AND ALL PACKAGED WITH FULL-COLOR COVERS AND POLYETHYLENE BAGS!



Larry Green and his Orchestra play a dozen favorites, including Time on My Hands, Tea for Two, Almost Like Being in Love. CAL-334

Instrumentals of hits from 3 Broadway shows. Includes Standing on the Corner, I Could Have Danced All Night, 76 Trombones. CAL-319

Jesse Crawford plays standards like Siboney, Estrellita, Valencia . . . a dozen rich and rhythmic organ arrange-CAL-263* ments.

Bechet, Bigard, Dodds, Fazola, Mezzrow, Noone, Parker, Russell, Freeman, Berry, Hawkins, and Webster - each in his own solo! CAL-339



Jerry Jerome's group plays 13 favorites, in-cluding I Cried for You, Mary Lou, Somebody Stole My Gal. In High CAL-332 Fidelity.

ORDER FROM YOUR DISTRIBUTOR TODAY!



IN NEW ORTHOPHONIC SOUND

Manufacturer's nationally advertised price shown ... optional with dealer

POPULAR

STRAETER

AS LONG AS THERE'S MUSIC Eddie Fisher With Hugo Winterhalter ork. (1-12") RCA Victor LPM 1647

THE ROMANTIC PIANO OF TED

"Romantic music" is a term often

tossed around in the record field, but

with Ted Stracter it takes on a real

meaning. The maestro-pianist serves up

a silky-smooth collection of standards

like "Laura" and "Stella by Starlight"

that are models of suave orchestration.

It's a real delight for dancing or just

listening, and shapes up strongly in the

current market trend toward ballads.

(1-12") Columbia CL 1154

Fisher exudes his usual boyish sincerity and pleasant vocal sound on a group of memorable Broadway show tunes-"I Wish I Were in Love Again," "Close as Pages in a Book," "I'll See You Again." Lush backing by Winterhalter. Excellent romantic mood programming for jocks.

ROCKIN' WITH KAY

Kay Starr (1-12") RCA Victor LPM 1720 The wonderful, husky expressiveness of the Starr gal comes thru in strong style on this selection of tunes arranged for rocking delivery. To the accompaniment of sharp and snappy band backings, Miss Starr Solidly sells "Rockin' Chair," "The Glory of Love" and "Lonesome Road," etc. Cute cover shows an appealing Kay in a rocking chair. Can sell and it's good program material.

A GUY IN LOVE

Guy Mitchell With Glenn Osser Ork (1-12") Columbia CL 1155

Songs of nature and the outdoors are crooned warmly with lots of grace notes by Mitchell, who has a Crosby sound here. Glenn Osser provides tasteful backing on such items as "Was It Rain," "Singing Hills" and "East of the Sun." Should have good sales.

A LOVELY WAY TO SPEND AN EVENING

Billy Butterfieldd Ork (1-12") RCA Victor LPM 1699

Butterfield's trumpet and Bill Stegmeyer's arrangement stand out on "A Fine Romance," "Get Out of Town," "Flying Down to Rio" and other show and movie tunes, including five medleys. Cover shot of N. Y.'s late Cafe Rouge is fine, Fans will like.

PRELUDE TO A KISS

Jeri Southern With Gus Leve Ork (1-12") Decca DL 8745

On this new set Jeri Southern sings a fine group of standards in her own special, warm, jazz-priented style. The title tune, and such standards as "Trust In Me," "You're Mine" and "Hold Me' are all given that special Southern treatment. A real treat for Southern fans.

PARDON MY DOO-WAH

Neal Hefti Ork (1-12") Epic LN 3481 A swinging selection of Heftiana, with a good, driving band sound, this time augmented by a mixed chorus, employing lyrics plus instrumental type vocal sounds. The "Doo Wah" title sets the tone. Titles are such as "After Supper," "Cool Blue," "Coral Reef," etc. with added lyrics by Steve Allen and Jon Hendricks. Smart arrangements provide JUANITO VALDERRAMA good upbeat background stuff.

FIREWORKS

Billy Mure's Super-Sonic Guitars (1-12")

listening and home Jockey mood sessions.

JACK FASCINATO ARRANGES THINGS Vocals by Doris Drew & The Mellowmen (1-12") Stepheny MF 4004

A highly unusual treatment is given to some oldies like, "Tea for Two," as well as to some of his own cleffings like "Drum City," by Jack Fascinato, who has done much arranging for the Tennessee Ernie Ford video series, Much of it is slanted with a keen car for "sound" values, and number like "Diggin' Duggan" sound great on widerange hi-fi. Doris Drew contributes some pleasant vocal moments.

IKE COLE SINGS

(1-12") Promenade 2099

Nat Cole's brother sings in the same relaxed, intimate vocal style on this package of standards "Hands Across the Table," "Who's Sorry Now," etc. An interesting chatter item for jocks, as well as genuinely pleasant listening.

ORGAN RHYTHMS

Don Elliott (1-12") Promenade 2093 Elliott on Hammond organ and his "Diatonic 4" swing happily thru "Chi-Chi Castenango," "Moonglow." "Caravan" and other oldies in high style. Organ fans will enjoy.

RELIGIOUS ****

GOSPEL SONGS

Stamps-Baxter Quartets (1-12") Epic LN 3476

Two fine groups of gospel readings by a pair of spirited vocal groups. The Stamps-Baxter name is a strong one in this field and prominently displayed as it is, it should pull good interest. Complete lyrics for all songs appear on the back cover for the sing-alongers. A sample of the fare would be "Moving Up to Heaven Some Day." and "Lord I Cannot Walk Alone." Solid merchandise for the field,

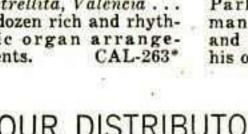
INTERNATIONAL ***

MADRID 1800: EL CHOTIS

Orquesta Montilla (Montorio) with Vincente Lillo, Trumpet (1-12") Montilla FM 121

The Chotis is a rather elegant Spanish dance form, and this album is devoted to this native music. The music has a formal rather than a strictly Spanish pop flavor to it and the slow rhythm is beautifully expressed here by an ork, featuring Vincente Lillo in the solo trumpet spots. An excellent recording makes the music really jump out. Good material for this segment of the international market.

- Jose Maria Pardo, Guitar (1-12") Montilla FM 119
- Juanito Valderrama Flamenco songs are nicely supported by guitarist Jose Maria





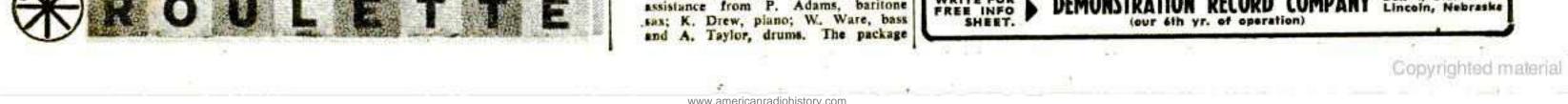




San Francisco just five years ago. The veterans in this Dixieland group deliver traditional renderings of marching songs in the "On Parade" album, and of blues in the "The Singing Clarinet," The music has authentic New Orleans flavor, with the musicians doing a notable ensemble job and, on most of the solos, first rate individual performances. The sound is reverberant and not very crisp, as might be expected since the sessions were not engineered professionally. The group was just given a free hand to play away, and the relaxed atmosphere is reflected on the disks.

Thielemans shines on both harmonica and guitar in this set with swingin'

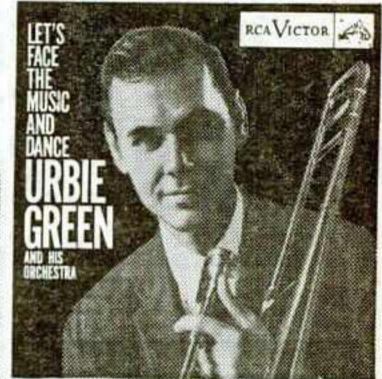
WRITE FOR DEMONSTRATION RECORD COMPANY Box 4, Sta. C



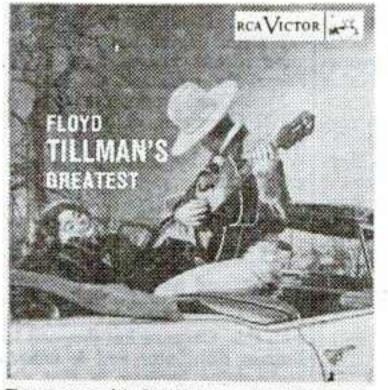
JUNE 30, 1958 THE BILLBOARD MUSIC 21 Ray RCAVICTOR RCAVICTOR RCA VICTOR MUSIC FOR Hartley NEW NON THINKERS The Trembling RCA VICTOR GUCKENHEIMER of a SOUR KRAUT POP ALBUMS Leaf BAND TO SEND ind The Sound of the Sea HIS ORCHESTRA YOUR SOARING This album introduces a great new tal-Best-seller Melachrino again corners Another comedy concert album by the ent with strong appeal for buyers of mood the mood market with lush western Guckenheimer Sour Kraut Band. Hilari-SCHIN' with KAY REAVICTOR arrangements. June SOR. LPM-1676* ous, even for classical fans. LPM-1721* RCAVICTOR RCAVICTOR







Kay Starr in a dozen standards. DJ plays will help move this one. Could be Kay's biggest seller. LPM-1720



Top name with C/W buyers. All-time best sellers, like I Love You So Much It Hurts Me, in album form. LPM-1686



Top West Coast arranger, Russ Garcia, with 12 flashy Latin tunes. Garcia name attracts jazz buyers, too. LPM-1691*



Billy Mure and his guitar ensemble in hi-fi. Pop fans will dig the sound and beat. Enough rock for teens. LPM-1694*



Tito Puente's 7th RCA album! Ever-expanding market for Puente could make this his TOP best-seller! LPM-1692*



Jim Reeves, strong pop and C/W seller, hits hard at both markets with 12 tunes featuring girls' names. LPM-1685

WATCH FOR THESE NBC-TV SHOWS, IN COLOR AND BLACK-AND-





Billy Butterfield's third big band dance set. 25 standards with a beat-for jazz and teen buyers, mom and dad. LPM-1699*

Big band dance package, beamed straight at pop and jazz buyers. Off to head start with June SOR. LPM-1667*



Les 3 Bars, new Canadian entertainers, with 12 hits in French. Should score with sophisticated pop market. LPM-1666



Al Nevins conducts smooth dance melodies for party trade. Enough beat to LPM-1654 snare teen buyers, too.

Copyrighted material

*ALSO AVAILABLE ON RCA VICTOR LIVING STEREO RECORDS.



22

The Billboard's Music Popularity Charts . . , PACKAGED RECORDS

JUNE 30, 1958

Reviews and Ratings of New Classical Albums

CLASSICAL ****

BRAHMS: VARIATIONS AND FUGUE ON A THEME OF HANDEL, RHAP-SODIES NOS. 1, 2 & 3; HANDEL: ARIA CON VARIAZION (111)-Sylvia BA, Piano. Unicorn UNLP 1058 Zaremba is a hard-hitting planist with a basically unsophisticated approach. The

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former prodigy does not articulate runs clearly, and she has a tendency to hide her faults by heavy use of sustained pedal. She's at her best in the Handel, where her tone rises to beauty, but the Brahms' interpretation is naive. Most noteworthy feature of album is the marvelous sound that engineer Peter Bartok has achieved.

ALBUM REVIEWS 6-30 at

51 *** CLASSICAL *** CLASSICAL

BEETHOVEN: SYMPHONY NO. 6 (1-12")

-Lamoureux Orch. (Markevitch). Decca

Slow but vigorous reading of the Pastor-

ale, with Markevitch exaggerating dynamics,

Rubens painting on cover is potent. Heavy

competition on this item, including new re-

CLASSICAL ***

leases, may hamper sales.

DL 9976

CLASSICAL **

A SIBELIUS SONG RECITAL (1-12")-Kim Borg, Bass with Erik Werba, Piano. Decca DL 9983

Sixteen of Sibelius' large repertoire of sincerity by Kim Borg, Finnish basso, well known in European concert halls. He is accompanied on piano by Erik Werba. with folk qualities. Altho the album is not of general appeal, many collectors will be interested in this set of little recorded songs by Sibelius,

SEMI-CLASSICAL ***

LEO BARD: DUQUESA DEL BAL TABARIN

Orquesta De Camara De Madrid (Estela) & Various Artists (1-12") Montilla FM 120

Italian operetta of 1900 is lilting and joyous. Spanish adaptation can appeal to Latin market. Tomas Alvarez' lyric baritone tops a strong cast, and the chorus of telephone operators is worth the price alone. Anyone who likes "Merry Widow" will love this,

Revival Trend

• Continued from page 4

bars of each tune are included in the folio, which, Morris' general professional manager, Sidney Kornheiser, said has been sent to 1,700 record manufacturers here and in Europe, all cocktail lounge pianists and others-more than 5,000 in all.

Kornheiser said he is working on a plan whereby the folio may be merchandised to the general public. Meanwhile, Morris West Coast representative, Sidney Goldstein, reports that Della Reese has cut another Morris tune, "You've Gotta Love Everybody," penned by Kay Thompson and Bill Norvis a couple of years ago, but never recorded.

AUDIT

Fifth Newport Jazz Festival • Continued from page 4

val. Sales of soft drinks, hot dogs town during their four-day stay. able at the concerts:

In the five years since the Newport Festival was founded it has had far-reaching effects on American jazz music. The success of the Newport Festival has inspired countless jazz festivals in all sections of the country, from New York to French Lick, Ind. It has aided jazz record sales-the Columbia LP "Ellington at Newport" still is a best seller-and has sparked interest in and added new luster to the artists that have appeared there.

Big Spending

flatly against a jazz festival, now Don Lind, WIND, Chicago. Colputs up over 5,000 visitors for the lective opinion of the panel was four nights and enjoys the spending that pop music in the near future rants and shops in town. It is es- four condemned the music popu-

AGAC-Pub Meet • Continued from page 4

the problem of marginal publishers who owe writers small amounts of money for a considerable time. "Many of these go out of business without ever paying writers and a solution to this problem was

songs, are sung here with much feeling and the revenue of the Newport Festi- close to \$100,000 in the resort

and beer last year netted another Perhaps the most important, al-The songs are mainly romantic, but there \$10,000, with half going to the tho most indefinable aspect of the are gentle songs, and happy songs and some Festival and the other half to the Newport Festival, is the interna-Kiwanis Club of Newport which tional attention it receives. Jazz manned the concessions. Sales of has become one of the United programs also brought in a sizable States' most enjoyable and most imsum. Last year, the whole printing pressive exports. It is an internaof 7,500 sold out at \$1 per. This tional language and the concerts year 20,000 programs will be avail- of the Newport Festival, for the past few years, have been broadcast on the Voice of America. This year, the international jazz band, made up of youths from the 20 European countries, some within the iron curtain, throws a truly international light upon the affair. This year's Newport concerts will be covered by correspondents from many European newspapers.

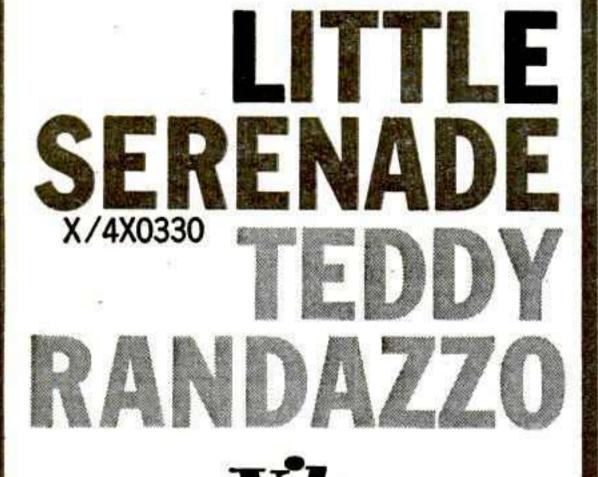
Too Many Blondes

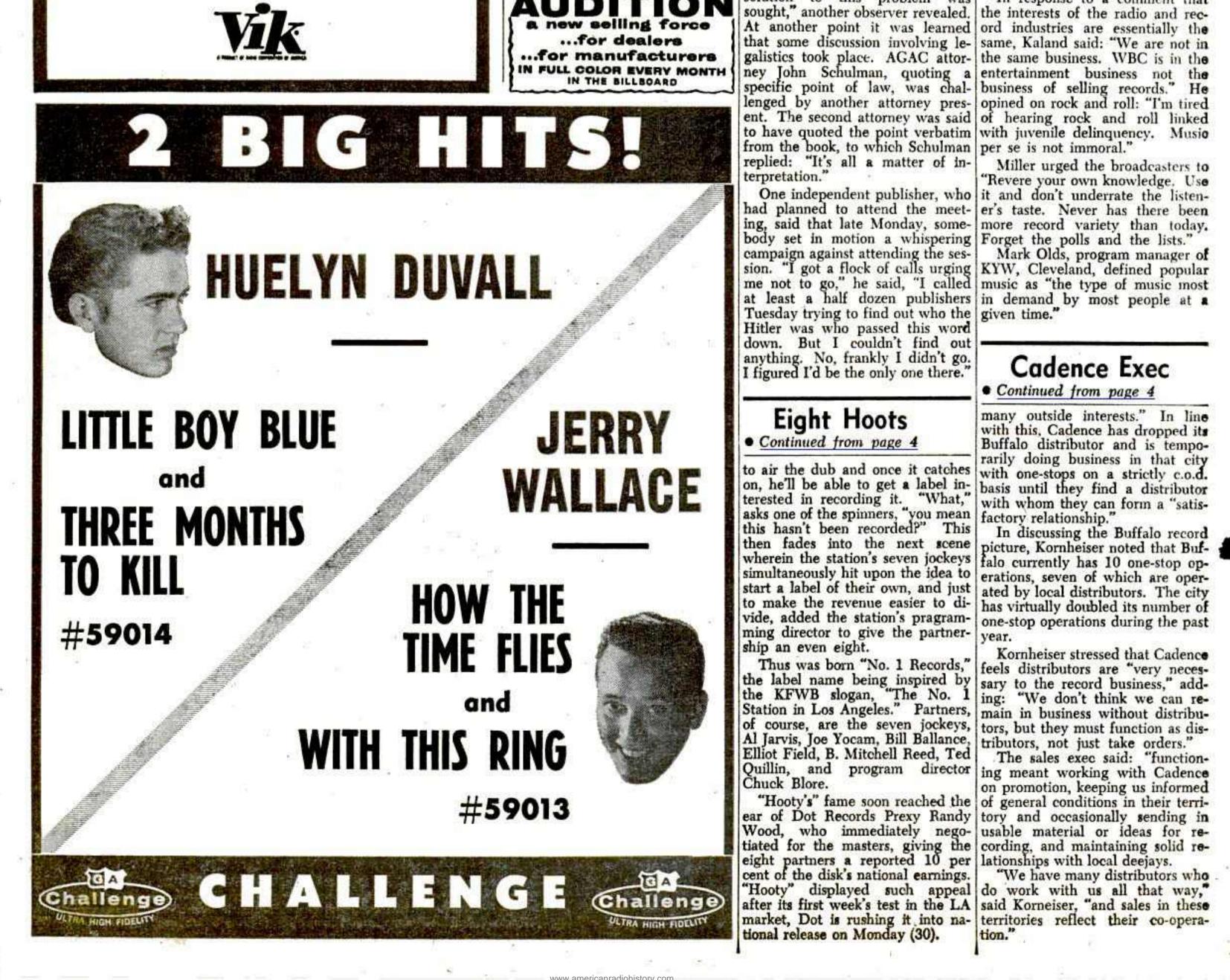
• Continued from page 4

jay Joe Finan, KYW, Cleveland; The town of Newport, once composer Robert Allen and deejay that the visitors do at the restau- will be "milder with a beat." All timated that the Jazz fans spend larity chart as "a monster of the industry."

> However, WBC's national program manager William J. Kaland, later opined best seller surveys are important as a reflection of public preference, adding that other important ingredients in music programming are taste, balance, pacing and judgment on news releases.

In response to a comment that





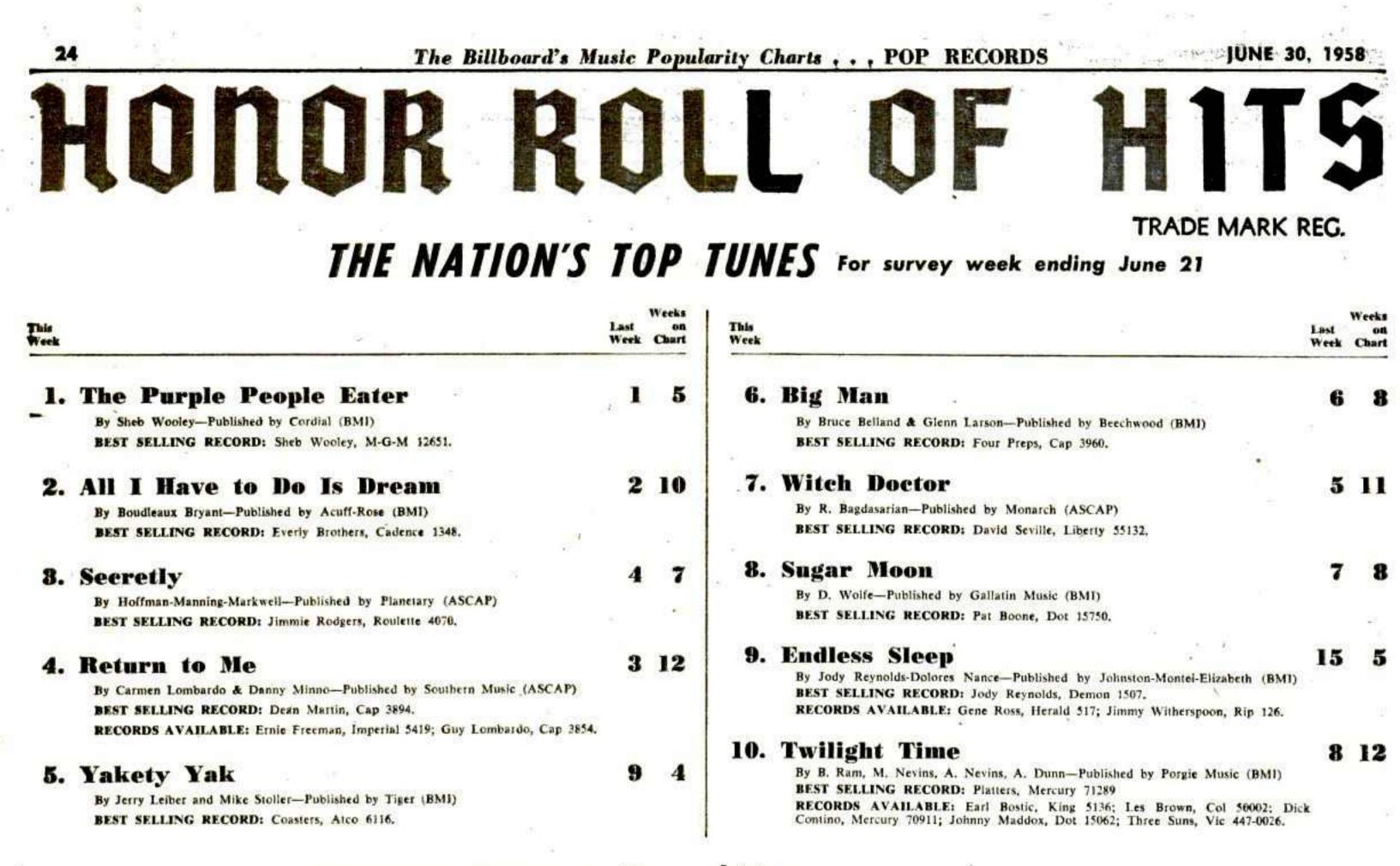


8 0 4 NOT 1 20 1 2

	# 5426
	⊨ b/w
	PRISONERS
	SONG
IMPERIAL RECORDS 6425 Hollywood Blvd., Hollywood, Calif.	

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Second Ten

11

11. Do You Want to Dance?

By Bobby Freeman-Published by Clockus (BMI)

By Otis-Benton-Hendricks-Published by Eden-Sweco (BMI)

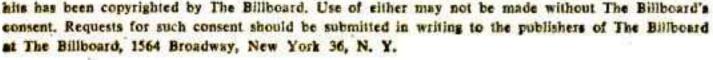
16. Looking Back

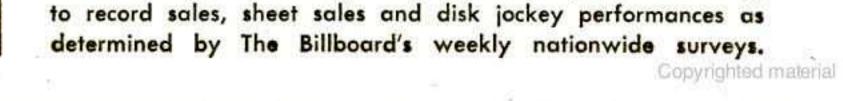
14 10

	BEST SELLING RECORD: Bobby Freeman, Josie 835.				BEST SELLING RECORD: Nat King Cole, Cap 3939.		
12.	Jennie Lee By Berry-Ginsburg-Published by Daywin (BMI) BEST SELLING RECORD: Jan and Arnie, Arwin 108. RECORDS AVAILABLE: Moon Mulligan, Coral 61994; Billy Ward and His Dominoes Liberty 55136.	17	5	17	Patricia By Perez Prado-Published by Southern (ASCAP) BEST SELLING RECORD: Perez Prado, Vic 7245, RECORD AVAILABLE: Morty Craft Ork, M-G-M 12672.	-	1
13.	Padre By Alain Romans-Paul Francis Webster—Published by Ross-Jungnickel (ASCAP) BEST SELLING RECORD: Toni Arden, Decca 30628. RECORDS AVAILABLE: Valerie Carr, Roulette 4066; Erin O'Brien, Coral 61976 Sarah Vaughan, Mer 71303.	18	5	18.	Wear My Ring Around Your Neck I By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7240.	3	11
14.	He's Got the Whole World in His Hands By Linden-Henry-Published by Chappell (ASCAP) BEST SELLING RECORDS: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbar McNair, Coral 61972; Statesmen Quartet, Vic 7253; Travelers, Andex 4012.		14	19.	Oh, Lonesome Me 2 By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gibson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.	21	12
15.	Chanson D'Amour By W. Shanklin-Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Dotty Todd, Era 1064. RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228.	10	10	20.	Hard Headed Woman By Claude De Metruis—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7280.	-	1
-		1	hird	Tei	1	2	<u>-</u>
20.	Splish Splash By Darin-Murray-Published by Portrait (BMI) BEST.SELLING RECORD: Bobby Darin, Atco 6117.	-	1	26.	Guess Things Happen That Way 2 By Jack Clement—Published by Knox (BMI) RECORD AVAILABLE: Johnny Cash, Sun 295.	8	3
22.	What Am I Living For? By Jay-Harris—Published by Progressive Rush (BMI) RECORD AVAILABLE: Chuck Wilis, Atlantic 1179.	19	7	27.	Johnny B. Goode By Chuck Berry-Published by Arc (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1691.	26	9
23.	You Need Hands By Roy Irwin-Published by Lakeview (ASCAP) RECORDS AVAILABLE: Max Bygraves, London 1801; Eydie Gorme, ABC-Paramo 9925.	- 23	4	28.	I Wonder Why By Melvin Anderson & Ricardo Weeks-Published by Schwartz (ASCAP) RECORDS AVAILABLE: Dion & the Belmonts, Laurie 3013; Voices of Allah, Dooto 438.		1
24.	For Your Love By Ed Townsend-Published by Beechwood (BMI) BEST SELLING RECORF: Ed Townsend, Cap 3926.	24	9	29.	High School Confidential 2 By Ron Hargrave—Published by Penron (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 296.	7	4
25.	Rumble By M. Graft-Link Wray-Published by Valand (BMI) RECORD AVAILABLE: Link Wray, Cadence 1347.	25	7	<mark>30</mark> .	No Chemise, Please 2 By Arnie Goland, Gerry Granahan and Jodi D'Amour-Published by Sunbeam (BM1) RECORD AVAILABLE: Gerry Granahan, Sunbeam 102.	9	2

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the

The Honor Roll of Hits comprises the nation's top tunes according





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36





are

7 GUYS WITH 17 INSTRUMENTS

who have

A RECORD THAT BROKE WIDE OPEN





c/w DREAMY CARLTON #467

CARLTON

ON THE HOT CARLTON LABEL ... JACK SCOTT WHOSE MY TRUE LOVE COUPLED WITH LEROY #462 IS GOING ALL THE WAY. SEE SCOTT ON THE DICK CLARK SATURDAY NITER JULY 19.





IN STORES

BEST SELLING POP SINGLES

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

FOR SURVEY WEEK ENDING

JUNE 21, 1958

This Work	Last Week	Weeks pa Chart	/ This Week	Last Week	Weeks on Chart	This Neek	Last Week	Weeks on Chart
1. PURPLE PEOPLE EATER (BMI)- Sheb Wooley I Can't Believe You're Mine (ASCAP)- M-G-M 12651	. 1	5	18. LOOKING BACK. Nat King Cole Do I Like It (BMI)-	(BMI)— Cap 3939	12	33. FOR YOUR LOVE (BMI)- Ed Townsend Over and Over Again (BMI)-Cap 3926	22	11
2. YAKETY YAK (BMI)-Coasters	. 4	4	19. PADRE (ASCAP)- All at Once (ASCAP)	Toni Arden 29 —Dec 30628	6	34. TORERO (ASCAP)-Renato Carosone Chelin Lis (ASCAP)-Cap 71080	30	8
Atco 6116 3. ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers		10	20. OH, LONESOME Don Gibson, I Can't Stop Loving	ME (BMI)- You (BMI)-Vic 7133	16	35. LET THE BELLS KEEP RINGING (BMI)-Paul Anka CRAZY LOVE (BMI)- ABC-Paramount 9907	26	'n
 CLAUDETTE (BMI)-Cadence 1348 4. WITCH DOCTOR (ASCAP)- David Seville	. 5	12		IAPPEN THAT WAY Cash	5	36. WILLIE AND THE HAND JIVE (BMI)-Johnny Otis Show Ring-a-Ling (BMI)-Cap 3966	-	ī
Don't Whistle at Me Baby (ASCAP)- Liberty 55132			22. HIGH SCHOOL C (BMI)-Jerry Lee Fools Like Me (BMI)	Lewis 25	5	37. ZORRO (BMI)-Chordettes	20	6
5. SECRETLY (ASCAP)-Jimmie Rodgers. MAKE ME A MIRACLE (ASCAP)- Roulette 4070	. 3	8	23. WHAT AM I LIV Chuck Willis HANG UP MY RO		5	38. KEWPIE DOLL (ASCAP)- Perry Como Dance Only With Me (ASCAP)-Vic 7202	24	11
6. ENDLESS SLEEP (BMI)- Jody Reynolds Tight Capris (BMI)-Demon 1507	. 10	6	SHOES (BMI)-A			39. DON'T GO HOME (BMI)-Playmates Can't You Get It Through Your Head (BMI)- Roulette 4072	38	2
7. RETURN TO ME (ASCAP)- Dean Martin. Forgetting You (ASCAP)Cap 3894	. 6	12	24. I WONDER WHY Dion and the B Teen Angel (ASCAP)	elmonts 34	. 6	40. YOU NEED HANDS (ASCAP)- Eydie Gorme Dormi, Dormi, Dormi (ASCAP)- AEC-Paramount 9925	40	4
8. JENNIE LEE (BMI)-Jan and Arnie Gotta Getta Date (BMI)-Arwin 108	. 9	6	25. NO CHEMISE, PL Gerry Granahan. Girl of My Dreams (EASE (BMI)- ASCAP)-Sunbeam 102	3	41. EL RANCHO ROCK (BMI)-Champs Midnighter (BMI)-Challenge 59007	39	5
 DO YOU WANT TO DANCE? (BMI)- Bobby Freeman. Big Fat Woman (BMI)-Josie \$35 		7		k Scott 28 (BMI)–Carlton 462	3	42. GOT A MATCH (BMI)-Daddy-O's Have a Cigar (BMI)-Cabot 122	41	2
the rat month (part)-rouse east			NOTICE CONTRACTOR AND A REAL AND A	a 1 / and a constant of the constant of the		43 FOR VOUR PRECIOUS LOVE		

10. BIG MAN (BMI)-Four Preps 12 Stop, Baby (ASCAP)-Cap 3960	8	27. WEAR MY RING AROUND YOUR NECK (BMI)-Elvis Presley 14 Doncha' Think It's Time (BM1)-Vic 7246	n	43. FOR YOUR PRECIOUS LOVE (ASCAP)-Jerry Butler and Impressions Sweet Was the Wine (ASCAP)-Abner 1013	32
11. SUGAR MOON (BMI)-Pat Boone 11 Cherie, 1 Love You (ASCAP)-Dot 15750	8	28. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)- Laurie London	14	44. I LOVE YOU SO (BMI)-Chantels How Could You Call It Off? (BMI)-End 1020	48
12. PATRICIA (ASCAP)-Perez Prado 36 Why Wait (BMI)-Vic 7245	2	Handed Down (ASCAP)-Cap 3891		45. YOU (BMI)-Aquatones She's the One for Me (BMI)-Farge 1001	33
13. SPLISH SPLASH (BMI)-Bobby Darin 50	2	29. WHEN (ASCAP)-Kalin Twins Three o'Clock Thrill (BMI)-Dec 30642	1	46. BOOK OF LOVE (BMI)-Monotones You Never Loved Me (BMI)-Argo 5290	35
Judy, Don't Be Moody (BM1)-Atco 6117 14. TWILIGHT TIME (BMI)-Platters 13 Out of My Mind (BMI)-Mer 71289	12	30. ALL THE TIME (ASCAP)- Johnny Mathis	8	47. (IT'S BEEN A LONG TIME) PRETTY BABY (BMI)-Gino and Gina	
15. HARD HEADED WOMAN (ASCAP)- Elvis Presley	1	TEACHER, TEACHER (ASCAP)- Col 41152	-	48. CHA HUA HUA (BMI)-Mer 71283 Cha-Kow-Ski (BMI)-Arwin 109	S 77 2
Don't Ask Me Why (ASCAP)Vic 7280 16. RUMBLE (BMI) Link Wray and His Ray Men 21 The Swag (BMI)Cadence 1347	9	31. OOH! MY SOUL (BMI)- Little Richard	2	49. DOTTHE (BMI)- Danny and the Juniors. In the Meantime (BMI)-ABC-Parmount 9926	-
17. JOHNNY B. GOODE (BMI)- Chuck Berry	9	32. CHANSON D'AMOUR (ASCAP)- Art and Dotty Todd	11	50. DING DONG (ASCAP) McGuire Sisters Since You Went Away to School (BM1) Coral 61991	44

STORE

BILLBO

THIS WEEK'S BEST BUYS

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

POOR LITTLE FOOL (Eric, BMI)-Ricky Nelson-Imperial 5528-Don't Leave Me This Way (Eric, BMI)

IF DREAMS CAME TRUE (Korwin, ASCAP)-Pat Boone-Dot 15785 -THAT'S HOW MUCH I LOVE YOU (Fowler, BMI) The above are previous Billboard Spotlight picks.

REBEL ROUSER (Gregmark, BMI)-Duane Eddy-Jamie 1104-Stalkin' (Gregmark, BMI)

ENCHANTED ISLAND (Korwin, ASCAP)-The Four Lads-Columbia 41194-Guess What the Neighbors'll Say (Dominion, BMI)



FOR SURVEY WEEK ENDING JUNE 21

14

2

2

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Dream	Johnson antic 1186
Left Right Out of Your HeartPa (ASCAP) Merce	tti Page ury 71331
One Summer Night	
Rebel RouserDuar	ne Eddy amie 1104

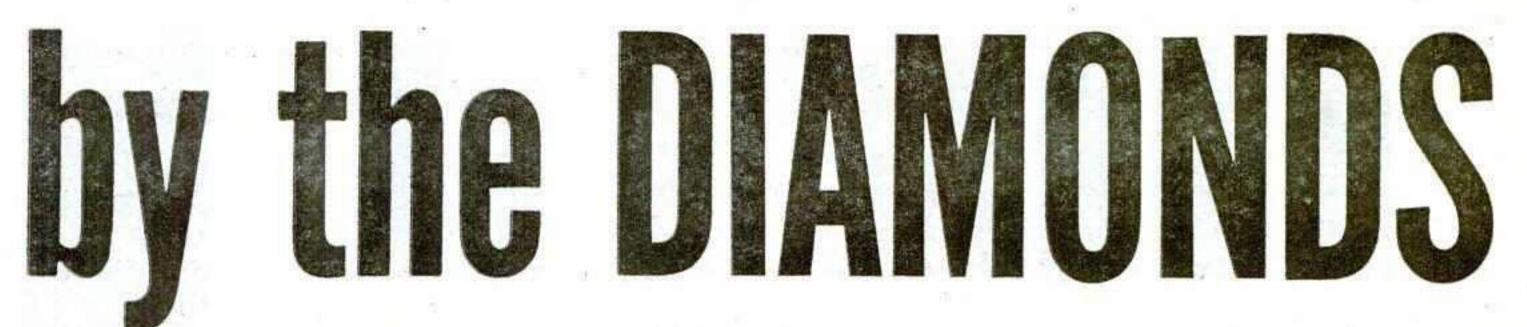


MUSIC 27

The BIG Summer Hit Ballad For '58!



It's The Talk Of The Trade



As They Sang It In The

Universal-International Picture "Kathy-O"



4 20



The Billboard's Music Popularity Charts . . . POP RECORDS

JUNE 30, 1958

13

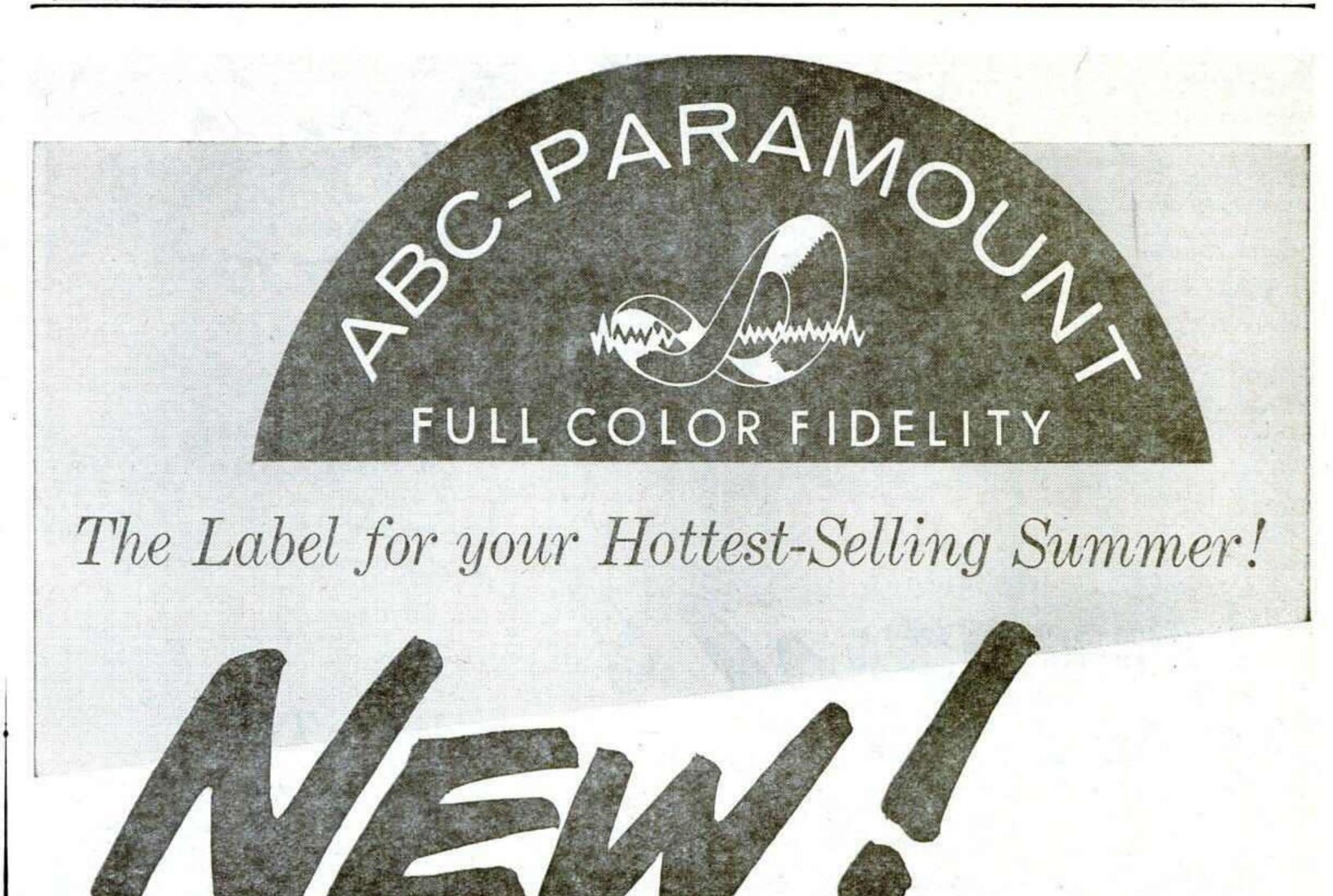
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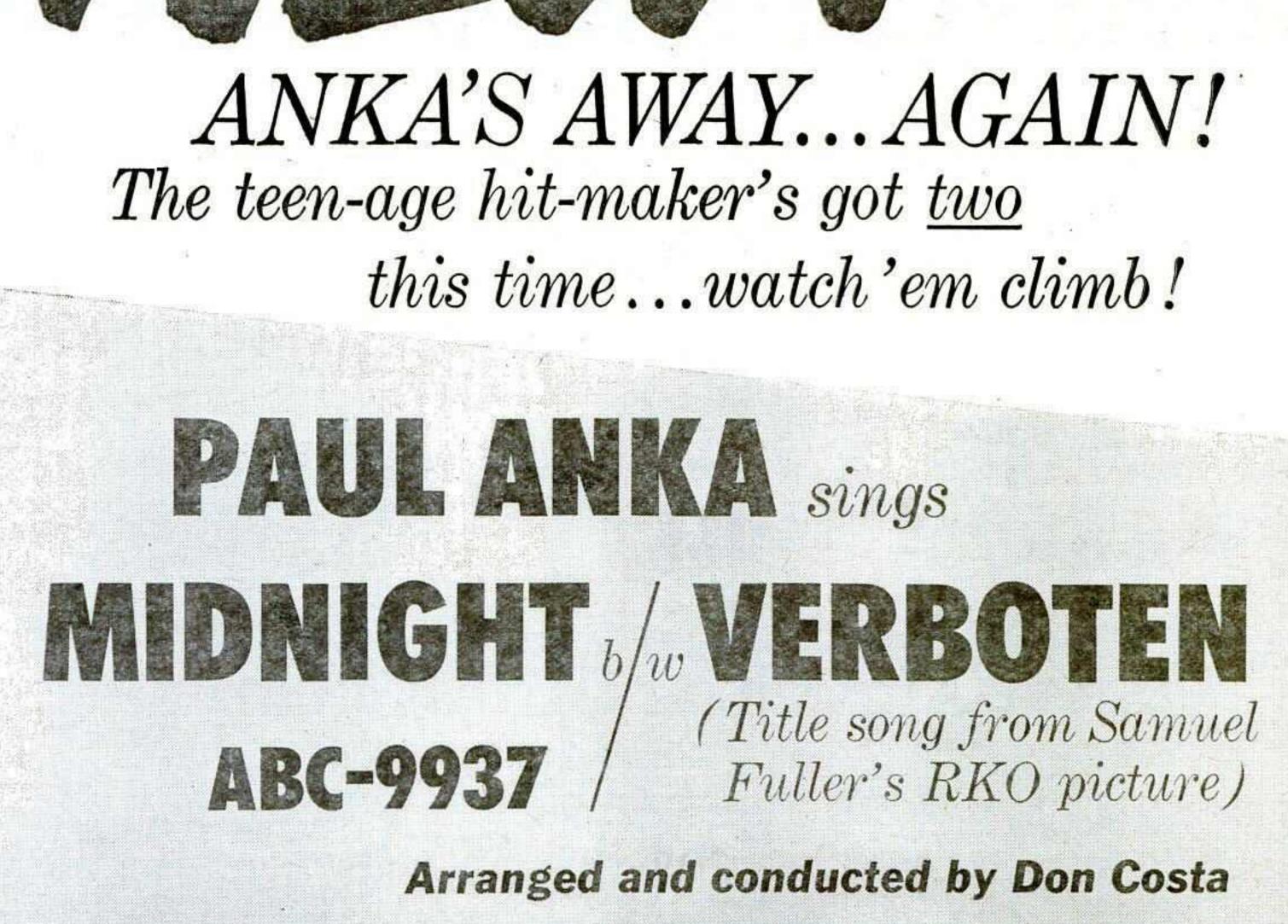
10



Over 100,000 the first week. AND kight there with it-	10. TWILIGHT TIME (BMI)-Platters
WAITED SO LONG	11. WITCH DOCTOR (ASCAP)-David Seville
ALL DO IS	12. DO YOU WANT TO DANCE? (BMI)- Bobby Freeman
DREAM OF YOU	13. PATRICIA (ASCAP)-Perez Prado Why Wait (BMI)-Vic 7245
by	14. YOU NEED HANDS (ASCAP)-Eydie Gorme 11 Dormi, Dormi, Dormi (ASCAP)-ABC-Paramount 9925
DAVID HOUSTON	15. WHEN (ASCAP)-Kalin Twins Three o'Clock Thrill (BMI)-Dec 30642
NRCO 005	15. LEFT RIGHT OUT OF YOUR HEART (ASCAP)- Patti Page Longing to Hold You Again (ASCAP)-Mer 71331
A super summer tonic STILL in the heart of the charts	17. JENNIE LEE (BMI)-Jan and Arnie
MAKE ME SMILE	18. PADRE (ASCAP)-Toni Arden
AGAIN	 19. DREAM (ASCAP)—Betty Johnson – How Much? (BMI)—Atlantic 1186
by	20. ONE SUMMER NIGHT (BMI)-Dandeleers Wheelin' and A-Dealin' (BMI)-Mer 71322
DARRELL GLENN	21. LOOKING BACK (BMI)-Nat King Cole 17 Do 1 Like It (BMI)-Cap 3939
NRCO 004 A melody as haunting as Hamlet's Father	22. WILLIE AND THE HAND JIVE (BMI)- Johnny Otis Show
And they all come from NATIONAL RECORDING CORP.	23. YOUNG AND WARM AND WONDERFUL (ASCAP)-Tony Bennett
1224 Fernwood Circle, N.E., *Hitsville 19, Georgia *Formerly known as Atlanta In Canada: SPARTON RECORDS	23. HARD HEADED WOMAN (ASCAP)-Elvis Presley Don't Ask Me Why (ASCAP)-Vic 7280
	25. WEAR MY RING AROUND YOUR NECK (BMI)- Elvis Presley







DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.





ABC-9934 *b/w b/w b/w*

The De Castros' first release for ABC-Paramount is a <u>smash</u>! **DE CASTRO SISTERS** sing WHO ARE THEY TO SAY

b/w When You Look At Me Arranged and conducted by Don Costa

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.

ABC-9932





POLKA DOTTED POLIWAMPUS b/w Teenage Dance

The Record that eats Purple People Eaters!

ŀ

ABC-9938 CLINT MILLER

Orchestra conducted by Don Costa

YA, YA, WUNDERBAR ABC-9933 SHORTY ALLEN HEARTBREAK BOUND *b/w* TRAVELIN' MAN ABC-9935 FREDDIE NEIL

Still Going Strong ... All Summer Long!

ABC-9925 - YOU NEED HANDS - EYDIE GORME ABC-9926 - DOTTIE - DANNY AND THE JUNIORS ABC-9924 - I KNOW WHERE I'M GOIN' - GEORGE HAMILTON IV ABC-9931 - GOT A MATCH - FRANK GALLOP ABC-9927 - I LOST MY LOVE LAST NIGHT - JOHNNY NASH ABC-9918 - BIG NAME BUTTON - ROYAL TEENS

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.



Look at the recordthe big hit-makers choose RCA Custom!



Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE S

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTO

AB I Have to Do Is Dream Everly Brothers, Cdc. Do You Want to Dance? Bobby Freeman, Jos. Looking Back, Nat King Cole, Cap. One Summer Night, Danieers, Mer. Patricia, Perez Prado, Vic. The Purple People Ester Sheb Wooley, M-G-M True, Fine Mama/Ooh! My Soul Little Richard, Spe. Yakety Yak, Coasters, Atco

CHICAGO

All I Have to Do Is Dream Everly Brothers, Cdc. Do You Want to Dance? Bobby Freeman, Jos. For Your Precious Love Jerry Butler & the Impressions, Abn. Jennie Lee, Jan & Arnie, Arw. Johnny B. Goode, Chuck Berry, Chs. Looking Back, Nat King Cole, Cap. The Purple People Eater Sheb Wooley, M-G-M Yakety Yak, Coasters, Atco

DETROIT

All I Have to Do Is Dream Everly Brothers, Cdc. Big Man, Four Preps, Cap. Endless Sleep, Jody Reynolds, Dem. Jennie Lee. Jan & Arnie, Arw. The Purple People Ester Sheb Wooley, M-G-M Secretly, Jimmie Rodgers, Rlt. Which Doctor, David Seville, Lio. Woodchopper's Ball, Hutch Davie, Atco

NORTHERN NEW YORK STATE -

Chanson D'Amour, Art & Dotty Todd, Era Crazy Love/Let the Bells Keep Ringing Paul Anka, ABC-Para. Guess Things Happen That Way Johnny Cash, Sun He's Got the Whole World in His Hands Laurie London, Cap. Patricia, Perez Prado, Vic. The Purple People Eater Sheb Wooley, M-G-M Splish Splash, Bobby Darin, Atco Torero, Renate Carosone, Cap. Yakety Yak, Coasters, Atco

NORTHERN OHIO

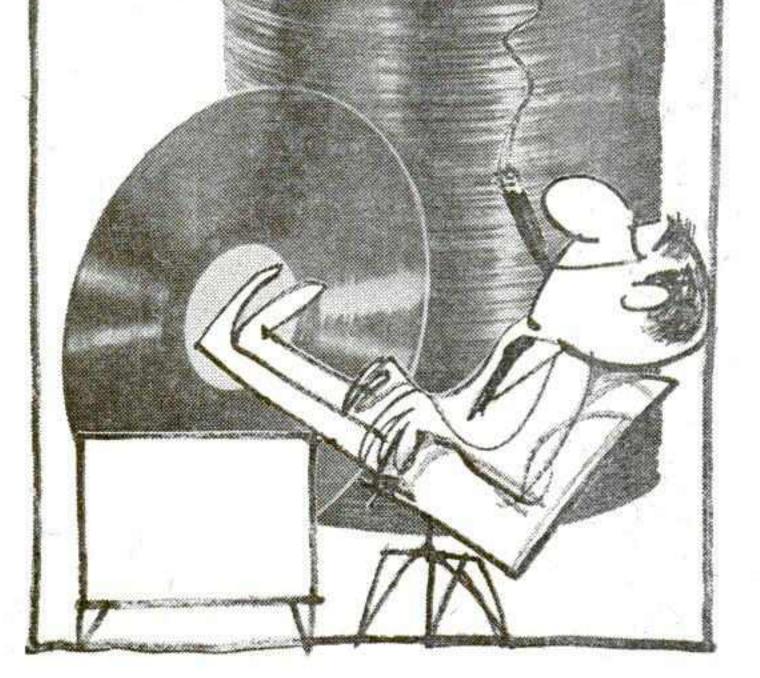
All I Have to Do Is Dream Everly Brothers, Cdc. Ding Dong, McGuire Sisters, Cor. Don't Go Home, Playmates, Rlt. The Purple People Eater Sheb Wooley, M-G-M Secretly, Jimmie Rodgers, Rlt. Sugar Moon, Pat Boone, Dot What Am I Living For? Chuck Willis, Atl. Witch Doctor, David Seville, Lib. Yakety Yak, Coasters, Alco

NORTHWES

All I Have to Do Is Dream/Claudette Everly Brothers, Cdc. Jennie Lee, Jan & Arnie, Arw. The Purple People Eater Sheb Wooley, M-G-M Return to Me, Dean Martin, Cap. Rumble Link Wray & His Ray Men, Cdc. Secretly, Jimmie Rodgers, Rit. Witch Doctor, David Seville, Lib. Yakety Yak, Coasters, Atco

PHILADELPHIA

All the Time, Johnny Mathis. Col. Got a Match, Daddy-O's, Cab. The Purple People Eater Sheb Wooley, M-G-M Return to Me, Dean Martin, Cap. Secretly, Jimmie Rodgers, Rlt. Sugar Moon, Pat Boone, Dot Witch Doctor, David Seville, Lib. Yakety Yak, Coasters, Atco



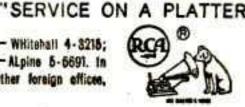
Why do the top indies of the record business turn to RCA for pressing service?

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All I Have to Do Is Dream Everly Brothers, Cdc. Endless Sleep, Jody Reynolds, Dem. Looking Back, Nat King Cole, Cap. The Purple People Eater Sheb' Wooley, M-G-M

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

FLORIDA

For Your Love, Ed Townsend, Cap.

Looking Back, Nat King Cole, Cap.

Return to Me, Dean Martin, Cap.

LOS ANGELES

Secretly, Jimmie Rodgers, Rit.

All I Have to Do Is Dream

Everly Brothers, Cdc.

Do You Want to Dance? Bobby Freeman, Jos.

The Purple People Ester Sheb Wooley, M-G-M

Rumbie

Return to Me, Dean Martin, Cap.

Secretly, Jimmie Rodgers, Rit.

Yakety Yak, Coasters, Atco

All I Have to Do Is Dream Everly Brothers, Cdc.

The Purple People Eater

Sheb Wooley, M-G-M

Yakety Yak, Coasters, Atco

Zorre, Chordettes, Cdc.

Link Wray & His Ray Men, Cdc.

Witch Doctor, David Seville, Lib.

Looking Back, Nat King Cole, Cap.

Return to Me, Dean Martin, Cap.

Witch Doctor, David Seville, Lib.

Torero, Renate Carosone, Cap.

NEW YORK AND NEWARK

Jennie Lee, Jan & Arnie, Arw.

All I Have to Do Is Dream

Everly Brothers, Cdc.

Paul Anka, ABC-Para.

The Purple People Eater Sheb Wooley, M-G-M

Rumble Link Wray & His Ray Men, Coc. Secretly/The Long Hot Summer Jimmle Rodgers, Rlt. Crazy Love/Let the Bells Keep Ringing Yakety Yak, Coasters, Atco

Return to Me, Dean Martin, Cap.

- SAN FRANCISCO AND OAKLAND -

All I Have to Do Is Dream Everly Brothers, Cdc. Hard Headed Woman, Elvis Presley, Vic. Jennie Lee, Jan & Arnie, Arw. Patricia, Perez Prado, Vic. The Purple People Eater Sheb Wooley, M-G-M Return to Me, Dean Martin, Cap. Secretly, Jimmie Rodgers, Rit. Witch Doctor, David Seville, Lib.

SOUTHERN OHIO

All I Have to Do Is Dream Everly Brothers, Cdc. Chanson D'Amour, Fontane Sisters, Dot Do You Want to Dance? Bobby Freeman, Jos. Endless Sleep, Jody Reynolds, Dem. Hard Headed Woman, Elvis Presley, Vic. The Purple People Eater Sheb Wooley, M-G-M Sugar Moon, Pat Boone, Dot Yakety Yak, Coasters, Atco

WASHINGTON AND BALTIMORE ----

For Your Precious Love Jerry Butler & the Impressions, Abn. (It's Been a Long Time) Pretty Baby Gino & Gina, Mer. Kewpie Doll, Perry Como, Vic. Looking Back, Nat King Cole, Cap. Oh, Lonesome Me, Don Gibson, Vic. The Purple People Eater Sheb Wooley, M-G-M Secretly, Jimmie Rodgers, Rit. Yak, Coasters, Atco

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The Great Instrumental Version of One of the Year's Great Motion Picture Love Themes.

from the Warner Bros. Release "Indiscreet" Starring CARY GRANT and INGRID BERGMAN



MUSIC 33

FIRCUSON

his Trumpet and Orchestra

R-4084

1.

P

*Published by Edwin H. Morris & Co.

Written by The Academy Award Winning Team of Sammy Cahn and James Van Heusen

a sound bet buy . . .







5.6

The Billboard's Music Popularity Charts 11, POP RECORDS

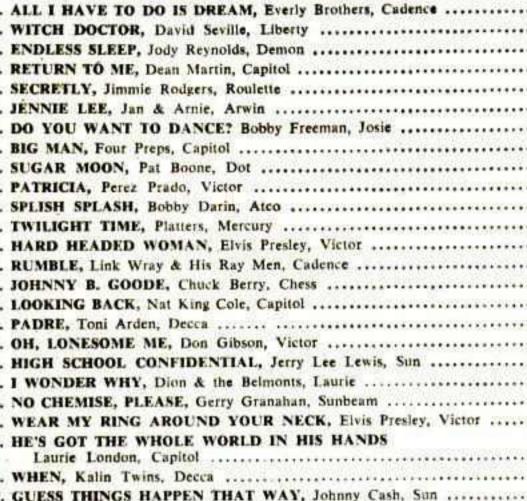


Top 100 Sides

FOR SURVEY WEEK ENDING JUNE 21

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

Pos. Song, Artist, Label	Last Week
1. THE PURPLE PEOPLE EATER, Sheb W	Vooley, M-G-M 1
2. YAKETY YAK, Coasters, Atco	and the second of the second
3. ALL I HAVE TO DO IS DREAM, Everly	· 영상 2022년 1월 1797년 1월 18일 18일 28일 28일 28일 28일 18일 28일 18일 18일 18일 18일 18일 18일 18일 18일 18일 1
4. WITCH DOCTOR, David Seville, Liberty	
5. ENDLESS SLEEP, Jody Reynolds, Demon	
6. RETURN TO ME, Dean Martin, Capitol	
7. SECRETLY, Jimmie Rodgers, Roulette	
7. SECRETLY, Jimme Rougers, Roulette	
8. JENNIE LEE, Jan & Arnie, Arwin	
9. DO YOU WANT TO DANCE? Bobby Free	
10. BIG MAN, Four Preps, Capitol	
11. SUGAR MOON, Pat Boone, Dot	
12. PATRICIA, Perez Prado, Victor	
13. SPLISH SPLASH, Bobby Darin, Atco	
14. TWILIGHT TIME, Platters, Mercury	
15. HARD HEADED WOMAN, Elvis Presley,	
16. RUMBLE, Link Wray & His Ray Men, Car	
17. JOHNNY B. GOODE, Chuck Berry, Chess	
18. LOOKING BACK, Nat King Cole, Capitol .	
19. PADRE, Toni Arden, Decca	
20. OH, LONESOME ME, Don Gibson, Victor	
21. HIGH SCHOOL CONFIDENTIAL, Jerry	
22. I WONDER WHY, Dion & the Belmonts,	
23. NO CHEMISE, PLEASE, Gerry Granahan,	Sunbeam 26
24. WEAR MY RING AROUND YOUR NEC	K, Elvis Presley, Victor 15
25. HE'S GOT THE WHOLE WORLD IN HI Laurie London, Capitol	S HANDS
26. WHEN, Kalin Twins, Decca	
27. GUESS THINGS HAPPEN THAT WAY,	Johnny Cash, Sun 24



28. CHANSON D'AMOUR. Art & Dotty Todd, Era

29. FOR YOUR LOVE, Ed Townsend, Capitol 21 29. WHAT AM I LIVING FOR? Chuck Willis, Atlantic 22

31. TORERO, Renate Carosone, Capitol 29

JUNE 30, 1958





HA5

34



BUDDY KNOX SOMEBODY TOUCHED ME b/w C'MON BABY R-4082

ROULETTE

JIMMY BOWEN BY THE LIGHT OF THE SILVERY MOON

R-4083



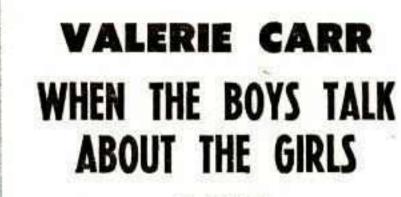
R-4070



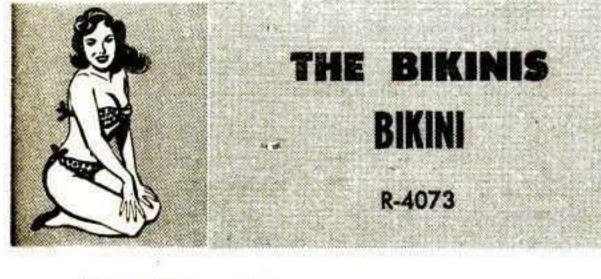
THE PLAYMATES DON'T GO HOME

R-4072

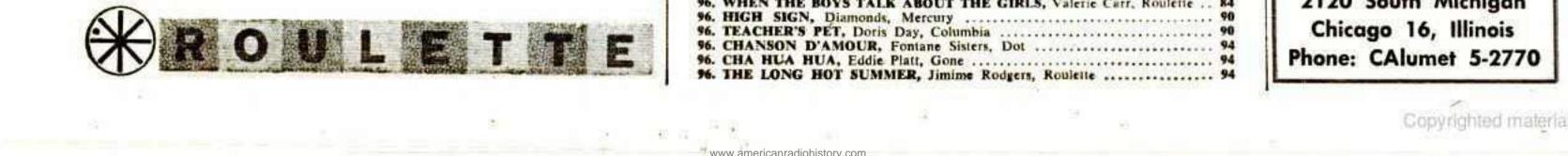




R-4066



A Sound Bet . . . Buy



12.	I.EROY, Jack Scott, Carlton	27
33.	ZORRO, Chordettes, Cadence	19
13.	WILLIE AND THE HAND JIVE, Johnny Otis,, Capitol	60
15.	OOH! MY SOUL, Little Richard, Specially	40
	KEWPIE DOLL, Perry Como, Victor	- CA - 2 - 2
	DON'T GO HOME, Playmates, Roulette	
	YOU NEED HANDS, Eydie Gorme, ABC-Paramount	
	EL RANCHO ROCK, Champs, Challenge	
	GOT A MATCH, Daddy-O's, Cabot	
	FOR YOUR PRECIOUS LOVE, Jerry Butler & the Impressions. Abner	2011
	1 LOVE YOU SO, Chantels, End	0004.00
	사실을 하는 것 같아요. 이번 집에 있는 것 수 있는 것 같이 있는 것 같이 있는 것 같아요. 것 같아요. 것 같아요. 것 같아요. 같이 나는 것 같아요. 가지 않는 것 같아요. 같이 있는 것 같아요. 나는 것	5550
	ALL THE TIME, Johnny Mathis, Columbia	
	YOU, Aquatones, Fargo	
	BOOK OF LOVE, Monotones, Argo	
	(IT'S BEEN A LONG TIME) PRETTY BABY, Gino & Gina. Mercury	1. S.
	CHA HUA HUA, Pets, Arwin	100400
48.	DING DONG, McGuire Sisters, Coral	43
48.	DOTTIE, Danny & the Juniors, ABC-Paramount	72
50.	REBEL ROUSER, Duane Eddy, Jamie	- 1
50.	TO BE LOVED, Jackie Wilson, Brunswick	40
	YOU'D BE SURPRISED, Kathy Linden, Felsted	100 C
	WOODCHOPPER'S BALL, Hutch Davie, Atco	
	ONE SUMMER NIGHT, Danleers, Mercury	
	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	
	CRAZY LOVE, Paul Anka, ABC-Paramount	112.1
	RAVE ON, Buddy Holly, Coral	
	TEACHER, TEACHER, Johnny Mathis, Columbia,	
	PM SORRY I MADE YOU CRY, Connie Francis, M-G-M	
	DREAM, Betty Johnson, Atlantic	1.522913
	MY TRUE LOVE, Jack Scott, Carlton	Contraction of the second
	I KNOW WHERE I'M GOING, George Hamilton IV, ABC-Paramount	1. m
	FLIP TOP BOX, Dickey Doo & the Don'ts, Swan	
	YOUNG AND WARM AND WONDERFUL, Tony Bennett, Columbia GOT A MATCH, Frank Gallup, ABC-Paramount	
66.	LEFT RIGHT OUT OF YOUR HEART, Patti Page,, Mercury	-
66.	YOU'RE MAKING A MISTAKE, Platters, Mercury	
66.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY"	10110
-	Mitch Miller, Columbia	57
	JUST MARRIED, Marty Robbins, Columbia	
	COME IN, STRANGER, Johnny Cash, Sun	
72.	SKINNY MINNIE, Bill Haley & His Comets, Decca	52
	TRY THE IMPOSSIBLE, Lee Andrews & the Hearts, United Artists	54
72.	LITTLE PIXIE, Moe Koffman, Jubilee	90 94
	MOONLIGHT BAY, Drifters, Atlantic	-
76.	A CERTAIN SMILE, Johnny Mathis, Columbia	
76,	BEWILDERED, Mickey & Sylvia, Vik	
	INDIAN LOVE CALL, Ernie Freeman, Imperial	59
	A VERY PRECIOUS LOVE, Ames Brothers, Victor	
	SHIEK OF ARABY, Lou Monte, Victor	-
	SINGING HILLS, Billy Vaughn, Dot	-
82.	LAZY MARY, Lou Monte, Victor	68
	BLUE BLUE DAY, Don Gibson, Victor	
	TALK TO ME, TALK TO ME, Little Willie John, King	46 84
	TRUE, FINE MAMA, Little Richard, Specialty	
88.	JACQUELINE, Bobby Helms, Decca	72
	CLAUDETTE, Everly Brothers, Cadence	
	ENCHANTED ISLAND, Four Lads, Columbia	
91.	BILLY, Kathy Linden, Felsted	54
91. 91. 94.	BILLY, Kathy Linden, Felsted WE BELONG TOGETHER, Robert and Johnny, Old Town TEQUILA, Champs, Challenge	54 72 35
91. 91. 94.	BILLY, Kathy Linden, Felsted WE BELONG TOGETHER, Robert and Johnny, Old Town TEQUILA, Champs, Challenge WHO'S SORRY NOW? Connie Francis, M-G-M	54 72 35 72
91. 91. 94. 94.	BILLY, Kathy Linden, Felsted WE BELONG TOGETHER, Robert and Johnny. Old Town TEQUILA, Champs, Challenge WHO'S SORRY NOW? Connie Francis, M-G-M WHEN THE BOYS TALK ABOUT THE GIRLS, Valerie Carr, Roulette	54 72 35 72 84
91. 91. 94. 94. 96.	BILLY, Kathy Linden, Felsted WE BELONG TOGETHER, Robert and Johnny, Old Town TEQUILA, Champs, Challenge WHO'S SORRY NOW? Connie Francis, M-G-M	54 72 35 72 84 90

Proving To Be The HOT Summer Seller!

Already No. 24 on Cash Box Best Seller List







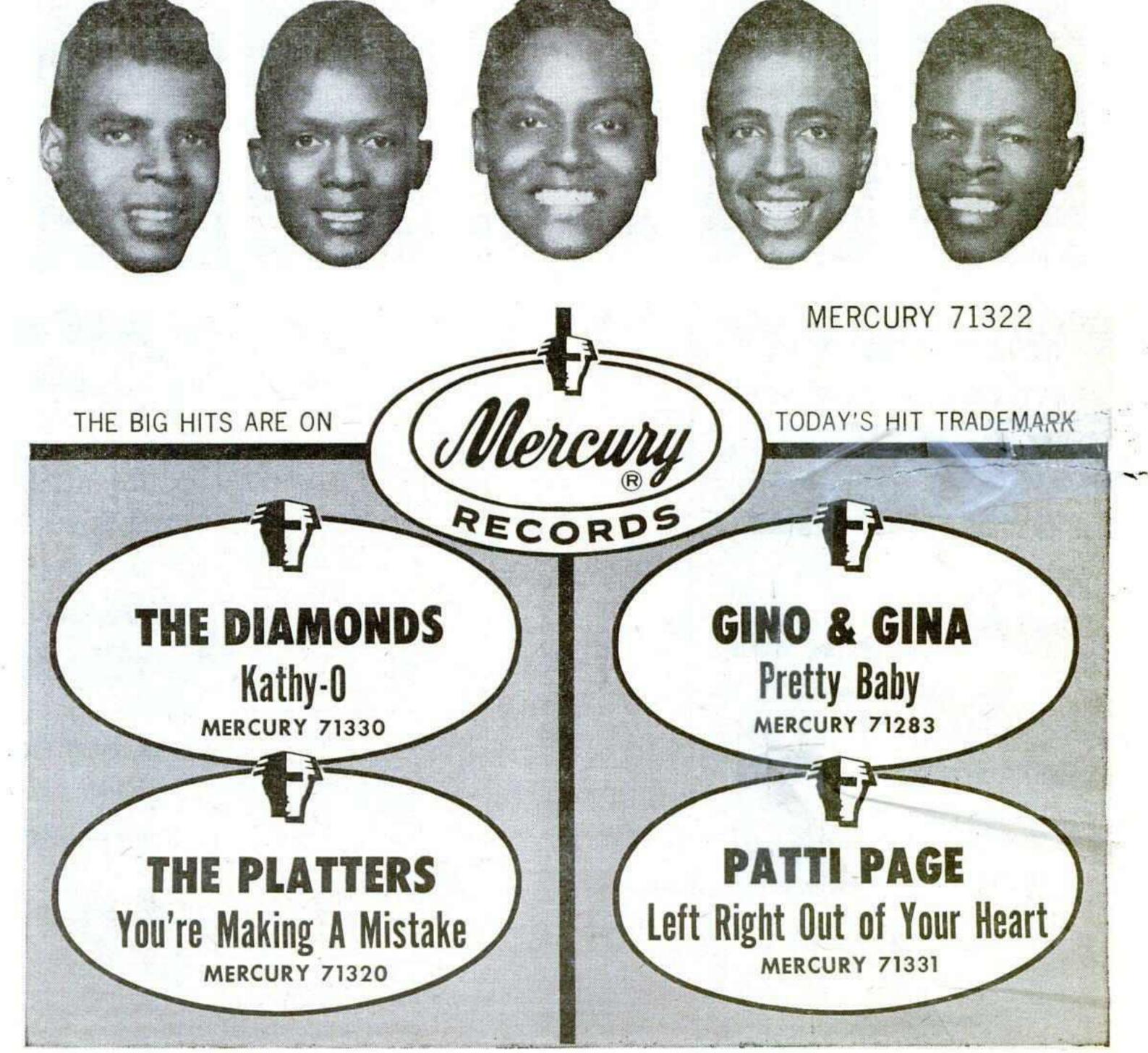


















JUMPED FRO 32nd BEST	
LAST WEEK'S	BILLBOARD
NEW AND	GREAT!!
"NURSERY ROCK" by JAN & JOE VeeJay 282 ("Hue" MAG PREDICTS HIT BY JAN & JOE, July '58)	"HATTIE MALATTI" b/w "Mama Loochie" by LEE DIAMOND VeeJay 272
JIMMY REED'S NEWEST "I KNOW IT'S A SIN" b/w "DOWN IN VIRGINIA"	HIT BALLAD "I DON'T KNOW WHY" by
Veejay 287	GENE ALLISON Veejay 286

• Bes	t Selling Pop Records in Britain (For week ending June 21) Printed thru the courtesy of the "New Musical Express," Last Britain's Foremost Musical Publication, Week	ROW YOUR BOAT STARS IN THE SKIES Deluxe 6166
 Entre #321VH/AQX 	HAVE TO DO IS DREAM/CLAUDETTE-Everly Brothers (London) 5	NEW RELEASES!!
 ARMY Leslie STAIRY TOM E WITCH 	I SORRY NOW-Connie Francis (M-G-M) 1 GAME-Bernard Bresslaw, Michael Medwin, Alfie Bass, 8 Fyson (HMV) 8 WAY OF LOVE-Michael Holliday (Columbia) 6 HARK-Elias and His Zig Zag Jive Flutes (Columbia) 6 I DOCTOR-Don Lang (HMV) 7	THE "5" ROYALES DOUBLE OR NOTHING b/w TELL THE TRUTH King 5141
8. TULIP: 10. BIG M 11. TWILIC 12. A WON 13. KEWPI 14. PURPL	OF LOVE-Mudlarks (Columbia) 12 S FROM AMSTERDAM/YOU NEED HANDS-Max Bygraves (Decca) 4 AN-Four Preps (Capitol) 15 GHI TIME-Platters (Mercury) 13 NDERFUL TIME UP THERE-Pat Boone (London) 9 IE DOLL-Frankie Vaughan (Philips) 11	MILTY AND NAT BABY, I'M COMING HOME TO YOU IT'S SUMMERTIME King 5139
17. RETUR 18. LOLLII 19. 1 DIG	ON-Buddy Holly (Coral)	KING RECORDS
Tu sta bas A le of Resea Audienc	es With Greatest Radio-TV Audience mes, listed alphabetically, have the greatest audiences on network tion programs in New York, Chicago and Los Angeles. Lists are sed on John G Peatman's copyrighted Audience Coverage Index etter from Mr. John C. Peatman, President of the Office urch, Inc., dated June 13, 1958, announced that the Peatman the Coverage Index report has suspended publication.	Sun's Newest Discovery! JACK CLEMENT

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"Most of our current subscribers are charter subscribers, having been with us since 1942. To them especially we express our appreciation for their continued interest in and use of our Surveys over these past six years."

In view of this announcement, The Billboard chart based upon the Peatman surveys no longer will appear in this space.

Sun 291



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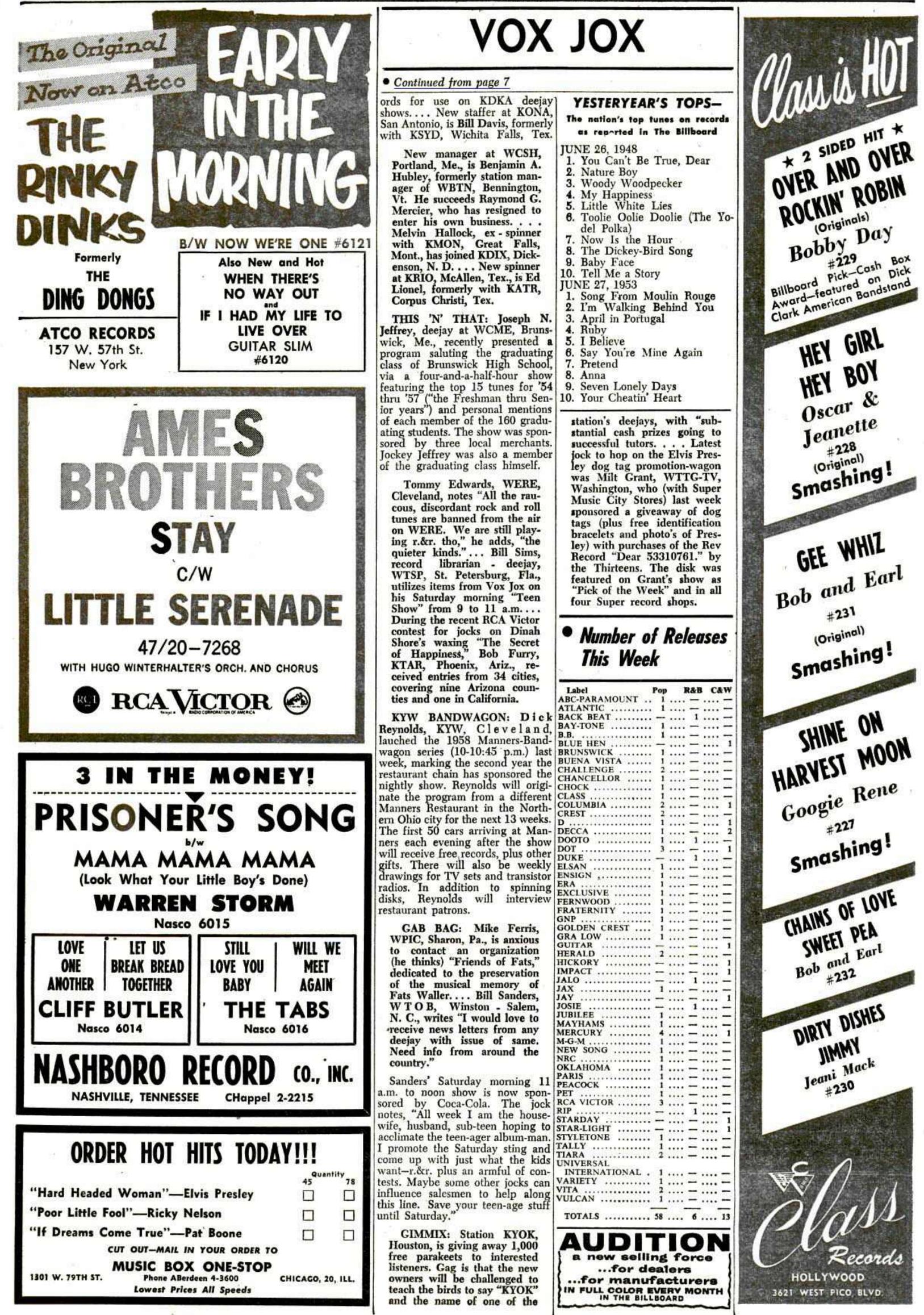
A New World of Sound DECCA 9-30681



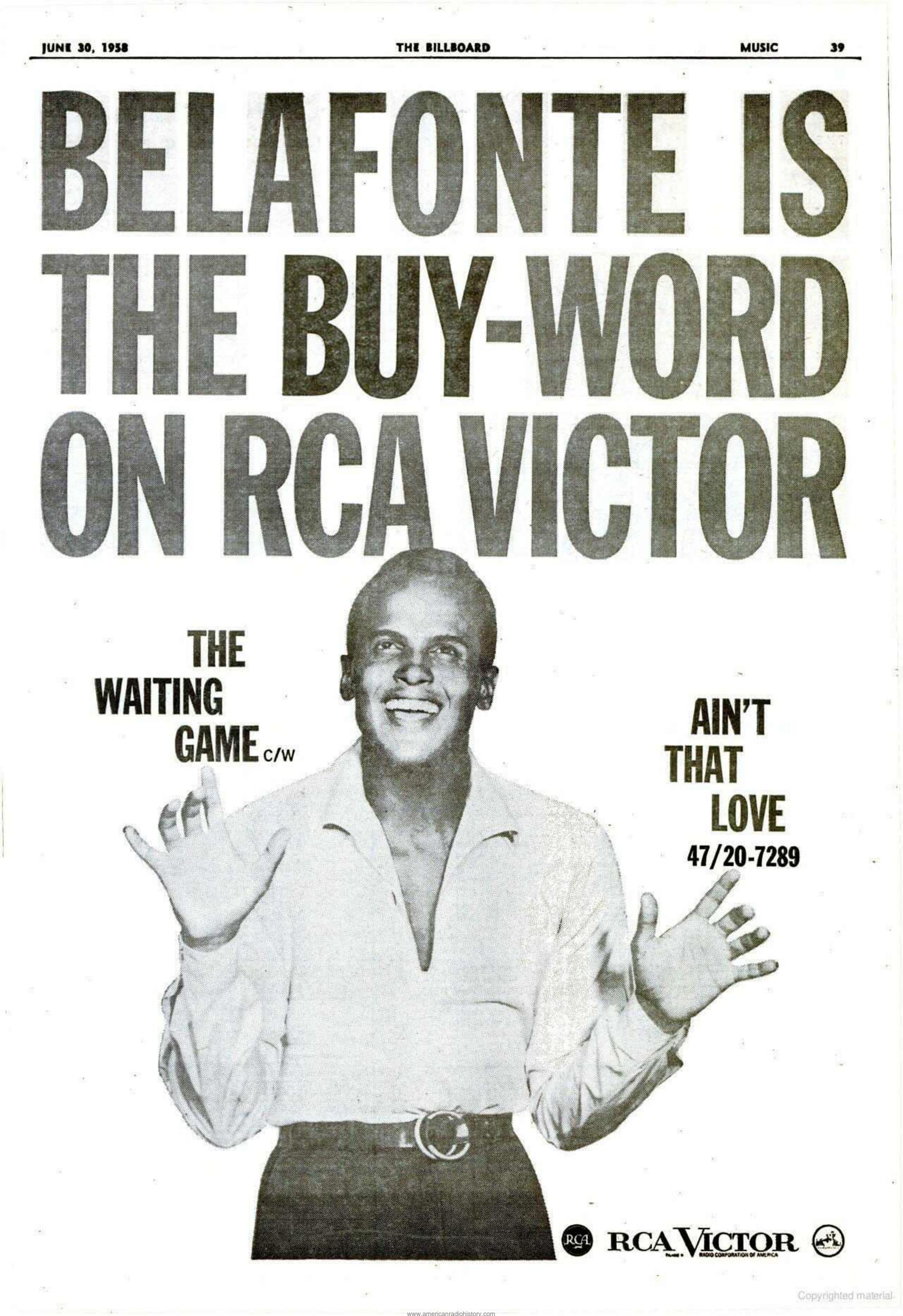
The Billboard's Music Popularity Charts . . , POP RECORDS

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JUNE 30, 1958



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JUNE 30, 1958

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

• Review Spotlight on ...

POP RECORDS

BUDDY HOLLY Coral 62006 EARLY IN THE MORNING

(Royalty, ASCAP).

NOW WE'RE ONE. (Portrait, BMI) "Early" is a swinging blues, and Holly belts it solidly against a New Orleans beat. "Now," the flip, is also a snappy blues, and the performance accorded is equally powerful. Both sides were written by Bobby Darin. Disk could click in all markets.

CHUCK BERRY....Chess 1697..... BEAUTIFUL DELILAH (Arc, BMI)

VACATION TIME...... (Arc, BMI) "Delilah" is a primitive-type folk tune about a beautiful chick, and Berry presents the unusual effort in his vigorous winning style. "Vacation" is a "school's out" ballad theme that represents an effective change of pace for the artist. Both sides appear good bets to score pop and r.&b.

LITTLE WILLIE JOHN....King 5142. LET'S ROCK WHILE THE ROCKIN'S GOOD (Jay & Cee, BMI)

> YOU'RE A SWEETHEART. (Robbins, ASCAP) The artist bounced back on top with his last effort, "Talk to Me," and either of these fine sides could keep him there. "Let's Rock" is an up-tempo item that is delivered with gusto with the aid of a fem chorus. "Sweetheart" is the standard done as a rockaballad, and his approach is equally salable. Also a strong r.&b. prospect.

CLINT MILLER.... ABC-Paramount 9938..... POLKA DOTTED POLIWAMPUS (Saxon, BMI)

This is the funniest answer to date for the "Purple People Eater." A poliwampus is an eater that eats purple people eaters. It's a zany side with clever lyrics and plenty of gimmicks, told against rock

Reviews of New Pop Records

CONNIE FRANCIS

M-G-M 12683-The standard receives a typical Connie Francis reading on this relaxed version of the tune. She is double-tracked and receives male group and ork support. A strong disking. (Cromwell, ASCAP) Stupid Cupid 81 The winsome thrush turns to a rocker with sock results. She sells this

bouncy item with a lot of verve over good support. Two possible winners. (Alden, BMI)

KATHY LINDEN

FELSTED 8533-Kathy Linden continues her career a la Bonnie Baker with this Bonnie Bakerish version of the thrush's biggest hit in the late 30's. It has a beat and it could be a smash. (Forster, ASCAP) Georgie 75

On this side the lass sings of "Georgie" and she does it very well too. However the flip is the big side. (Sudbury, BMI)

THE PETS WITH SEPH ACRE

ARWIN 110 - Attractive bolerostyled ballad receives strong reading by Acre and Pets. Strong wax. (Daywin, BMI)

Rock & Roll Cha Cha 76 Virile performance of rockin' cha-cha with driving beat and solid combo support. (Daywin, BMI)

HOLLYWOOD FLAMES

EBB 146-The Flames give this old Joe Turner hit a heartfelt reading that has strong market potential. Watch this one. (Progressive, BMI Let's Talk It Over 76

A strong spiritual quality pervades this moody tune which gets a good vocal lead performance. Worth spins. (BMI)

to a more swinging rhythm, Worth watching, (Winston, ASCAP) Ma Ma Ma Marie....73

A novelty reading of an old tune. Side is reminiscent of a Lou Monte effort. Fair interest here, but flip has more appeal. (Peters, ASCAP)

BOB & EARL

CLASS 231-Bob and Earl sell this happy ditty with gusto, over swinging ork support, (Recordo, BMI) Gee Whit 77

The lads tackle a pretty ballad here and do a good job with it. With exposure can stir some action. (Recordo, BMI)

LARRY DEAN &

THE LENNON SISTERS

BRUNSWICK 55075-Gals and Dean provide solid vocal blend on ap-pealing r.&r.-styled version of poignant oldie. Watch it. (Shapiro-Bern-stein, ACAP)

little ditty with cute "pop" sound simmick. Should grab off considerable play. (Chatham, ASCAP)

KEN NORDINE

DOT 15769-Nippon-flavored instrumental has title amusingly spoken thruout side for attractive results, featuring guitars and organ. Side could go, if exposed. (Hodges-Redman, BMD

Strollin' Spooks.....73

Slow instrumental gets relaxed reading from the combo, (BMI, Canada, BMI)

...........

THE WILD BEES ROCK

40

and roll backing. Flip "Teenage Dance," is a medium-beater. (Seeley, BMI).

THE FIDELITYS.....Baton 256...... MEMORIES OF YOU (Shapiro-Bernstein, ASCAF)

> The lead singer offers a warm and sincere reading of the evergreen with good group and instrumental backing. The rockaballad treatment has the money sound, and the side seems a strong pop and r.&b. contender. Flip, "Can't You Come Out," is a swinger that is also given a listenable go (Dare, BMI).

DJ PROGRAMMING

PEGGY LEE....Capitol 3998.

FEVER (Lois, BMI)

YOU DON'T KNOW..... (Roosevelt, BMI) Miss Lee presents some real class chanting on both of these sides. "Fever," Little Willie John's smash of a few seasons ago, is rendered against bass and drums. The chick's phrasing here is a gasser. "You Don't Know," the old blues, is given a strong earthy reading with low-down ork support. Spins will please.

POP TALENT

HUELYN DUVALL.... Challenge 59014..... LITTLE BOY BLUE (Golden West, BMI)

THREE MONTHS TO KILL (Golden West, BMI) Duvall gives "Little Boy Blue," a country-flavored ballad, a moving warble. It's an attractive multi-track side. "Three Months" is a rockabilly tune, and the vocal is in a more spirited vein. Both sides are impressive and, if plugged, could create interest.

The publisher for "Born Too Late" by the Pony Tails on ABC-Paramount, which was Spotlighted in last week's issue of The Billboard, was listed incorrectly. The correct publisher is Mansion, ASCAP.

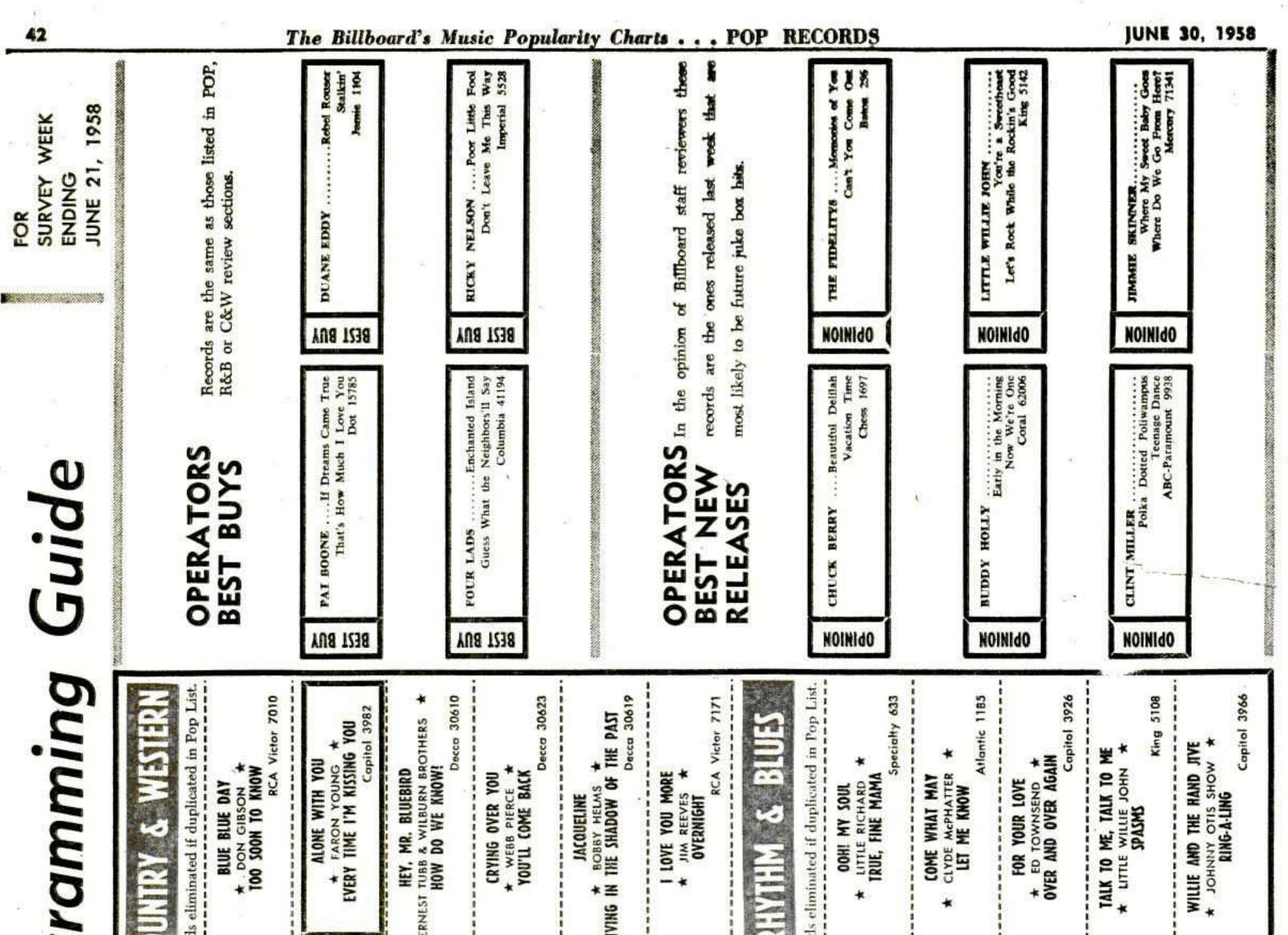
Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

375.53(f)	RCA VICTOR 7275-The Wild Bees,
THE MONOTONES	a new girls' group, handle this wacky
Zombi 80	novelty with spirit as they sing about
ARGO 5301-A medium-tempo wax-	a dancing cha-cha-ing medico. Listen-
ing, sung in crazy, mixed up style by	able was that with exposure has a
the group. Has a sound and could	chance, (World, ASCAP)
repeat the success of "Book of Love."	Bamboozled73
Watch it, (Are & Keel, BMI)	The gals sing that they are not get-
Tom Foolery	ting their share of true love on this
A swinging side. It's a wild kind of	wild side. Flip is more important.
	(World, ASCAP)
novelty effort and the group handles	(Hona, Aserce)
li brightly. Can spur action. (Are &	
Keel, BMI)	JOE DIXON ORK
NINNY BELLEANTE	Should 1
HARRY BELAFONTE	HERALD 523-Fetching instrumental
Ain't That Love	version of the evergreen by Joe Dixon
RCA VICTOR 7289 - The great	Ork. Instrumentation is in the Billy
tune by Ray Charles receives a good,	Vaughn Ork style with alto saxes
pospel-styled treatment by Belafonte.	featured in lead. Could get action
Has the class to step out and should	if exposed. (Robbins, ASCAP)
be watched. (Progressive, BMI)	Carolina Moon76
The Waiting Game 75	Same comment. (Cromwell & Morris,
A tender and touching folkish effort	ASCAP)
sold smartly by the chanter. Can	and the second se
puil spins along with the flip. (Kor-	JIMMY DEAN
win, ASCAP)	School of Love
	COLUMBIA 41196-Dean offers a
JOHNNY MANN	catchy, bouncy tune with a Hawaiian
Wouldn't Be Goin' Steady	ukulele-steel guitar backing with a
TIARA 6118 - Different sound by	chorus. Nice sound and rhythm can
Mann on rockaballad. The side has	catch spins. (Alamo, ASCAP)
a strong teen message and might	You Should See
catch on, Good rhythm support,	Tennessee, Mam'selle74
(Southern, ASCAP)	
Too Young to Cry 78	This is the story of a cat. probably
The kid can really belt 'em. He has	a GI, telling a Parisian Miss what it's like back in Tennessee. Cute ma-
a new sound that could click. Tune	terial. (Meridian, BMI)
is rockaballad with appeal. (South-	lenal. Interman, b.uri
ern, ASCAP)	No CREATING TO STORE SHOP
	SOPHIA LOREN
An ALM AN ANTANA AN AN ANTANA AND A STATE	
JACKIE COOPER	Love Song From Houseboat
JACKIE COOPER Midnight Train	Love Song From Houseboat
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Billboard	reekry Juk	e box Fro	D B
			Records
WHAT AM I LIVING FOR * CHUCK WILLIS * HANG UP MY ROCK AND ROLL SHOES Atlantic 1179	HE'S GOT THE WHOLE WORLD IN HIS HANDS * LAURIE LONDON * HANDED DOWN Capital 3891	HDLESS SLEEP JODY REYNOLDS IGHT CAPRIS Demon 1507	Ĺ
TWILIGHT TIME * THE PLATTERS * OUT OF MY MIND Mercury 71289	All THE TIME * JOHNNY MATHIS * TEACHER, TEACHER Columbia 41152	H H * PEREZ PRADO * WHY WAIT: RCA Victor 7245	IIH MAN
YAKETY YAK	E SPLISH SPLASH	HIGH SCHOOL CONFIDENTIAL	*
* THE COASTERS *	* BOBBY DARIN *	* JERRY LEE LEWIS *	
ZING! WENT THE STRINGS OF MY HEART	JUDY, DON'T BE MOODY	FOOLS LIKE ME	
Atco 6116	Alco 6117	Sun 296	
* LINK WRAY AND HIS RAY MEN * THE SWAG Cadence 1347	LOOKING BACK * NAT KING COLE * DO I LIKE IT Copitol 3939	WEAR MY RING AROUND YOUR NECK * ELVIS PRESLEY * DONCHA' THINK IT'S TIME RCA Victor 7240	
PADRE	BIG MAN	ALL I HAVE TO DO IS DREAM	
* TONI ARDEN *	+ FOUR PREPS +	* EVERLY BROTHERS *	
ALL AT ONCE	STOP BABY	CLAUDETTE	
Decca 30628	Capital 3960	Cadence 1348	
JENNIE LEE	GUESS THINGS HAPPEN THAT WAY	RETURN TO ME	Records
* JAN AND ARNIE *	* JOHNNY CASH *	* DEAN MARTIN *	
GOTTA GETTA DATE	COME IN, STRANGER	FORGETTING YOU	
Arwin 108	Sun 295	Copitel 3984	
OH, LONESOME ME * DON GIBSON * I CAN'T STOP LOVING YOU RCA Victor 7133	HI * DION AND THE BELMONTS * TEEN ANGEL Laurie 3013	HI WHEN * KALIN TWINS * THREE O'CLOCK THRILL Decca 30642	
SUGAR MOON	JOHNNY B. GOODE	WITCH DOCTOR	
* PAT BOONE *	* CHUCK BERRY *	* DAVID SEVILLE *	
CHERIE, I LOVE YOU	AROUND AND AROUND	DON'T WHISTLE AI ME, BABY	
Dot 15750	Chess 1691	Liberty 55132	
NO CHEMISE, PLEASE	DO YOU WANT TO DANCE	PURPLE PEOPLE EATER	
* GERRY GRANAHAN *	* BOBBY FREEMAN *	* SHEB WOOLEY *	
GIRL OF MY DREAMS	BIG, FAT WOMAN	I CAN'T BELIEVE YOU'RE MINE	
Sunbegm 102	Josie 835	M-G-M 12651	
SECRETLY	HARD HEADED WOMAN	LEROY	ĺ
* JIMMY RODGERS *	+ ELVIS PRESLEY +	* JACK SCOTT *	
MAKE ME A MIRACLE	DON'T ASK ME WHY	MY TRUE LOVE	
Roulette 4070	RCA Victor 7280	Carlton 462	



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The Billboard's Music Popularity Charts . . . POP RECORDS

Reviews of New Pop Records

Continued from page 40

flip is a better song idea, (Elizabeth-Arles, BMI)

THE IVY TONES

This side is much weaker than the flip, and it's the flip that will get the action. (Carney, BMI)

JIMMY SEALS ORK

Here's another solid side by the ork, again featuring an alto sax lead. Two good instrumentals here for the boxes. (Slim Willet, BMI)

BONNIE LOU

Pretty dual-track piping on equally pretty ballad with mildly r.&r. backing. (Peer, BMI)

GLENN OSSER ORK

When You Used to Dance With Me....75 COLUMBIA 41198—A lovely straight trumpet solo by Billy Butterfield features this string-filled and dreamy ballad instrumental by the Osser band. It's much on the kick of the Gleason-Hackett sides and it figures as strong jock wax. (Korwin, ASCAP)

Enchanted Island....75 This is the title theme of a motion picture and it has much of the windy,

waves - breaking - on - the - shore sound. Melody is reminiscent of "Ruby." Appealing sound for romancers. (Korwin, ASCAP)

THE HI-LITERS

a good beat by the combo. Nice wax here. (Willet-Progressive, BMI) Take Time to Love Me....73

Okay reading of a rockaballad by Dean Beard over small combo support. (Willet-Progressive, BMI)

JOHNNY PROPHET

Sweet Thing RCA VICTOR 7282—Appealing vocal stint on catchy theme with swingy r.&r. backing. Merits play. (Sun-Crest, BMI)

Banana 72 Calypso-styled ditty with bright chorus backing enthusiastic reading by Prophet, Flip tho is stronger side. (Sun-Crest, BMI)

THE REDJACKS

- To Make You Mine....71 A slow, clink-clink ballad with a tender lead message, backed in okay style by the group. Flip has more

appeal, (Melody Trails, BMI)

JOE SOUTH

The Purple People Eater

Nice vocal stint on poignant ballad, Flip the will probably catch most of the play. (Lowery, BMI)

JOE REISMAN ORK

- What'd He Say?....73

This is a gimmicky novelty piece of wax with cute sayings interspersed in the instrumental treatment, Pleasant side. (Shapiro-Bernstein, ASCAP)



LES BAXTER has that smash hit

"Wake The Town And Tell The People"

sound on ...

43

LOVE SONG "HOUSEBOAT" (Almost In Your Arms)

The big instrumental-choral version of the love theme from the new Paramount motion picture "Houseboat"



record no. 4011



Ronnie Braper "YOU GOT ME WHISTLING"

ENSIGN 34019

ENSIGN RECORDS 8715 W. 3rd St., Los Angeles 48, Calif.

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Let us have a little space and we will install free an office luncheonette for your employees. Highest quality food at lowest possible prices. Other company inquiries are invited. NYC area only.

VEN DIME CORPORATION 76 Reade St., N. Y. BEekman 3-6391 Could earn coin. (Pure & Golden State, BMI) Ch Cha Rock....74

Rockachacha is nicely done by male lead and group, but flip appears stronger, (Pure & Golden State, BMI)

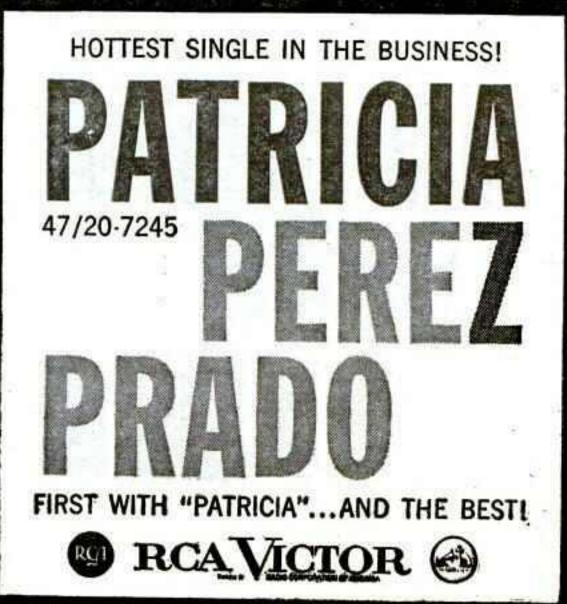
CHUCK BARR

- Susie or Mary Lou....74 Lively rockabilly item with strong vocal by Barr and good teen-appeal lyrics, Both sides rate exposure, (Elsan, BMI)

MITCHELL TOROK

- Sweet Revenge....74 Feelingful rendition of okay uptempo tune with good lyrics, about guy who gets even with his cheatin' gal friend. (Copar, BMI)

DEAN BEARD



TOMMY MOSLEY

- Completely Yours.....74
- Celestial-type fem choral backing on tender rockaballad with solid vocal stint. Both sides have dual market appeal — pop and r.&b. (Fairway, BMI)

DEE GILLESPIE & THE PORCUPINES

- Rockaballad is nicely chirped by the thrush with listenable ork and chorus support. (Reynolds & Anthony, ASCAP)

THE JACK AND JILLS

- I Can't Forget....73 Rockaballad by chick who's crying on the inside. Good group support. (Feist, ASCAP)

JOHNNY HARTMAN

- You Gotta Believe 73
- Spiritual-flavored tune with catchy tempo wrapped up in deep, sincere vocal by Hartman and group. (Angel, BMI)

RUTH McFADDEN

- You Must Come In at the Door74 TIARA 6117—The chick has talent. Ballad with rhythm backing is given a pleasant vocal by the thrush. (Bourne, ASCAP)
- At the Crossroads....73 This is bright tune with wailing saxes and rhythm accompaniment enhancing the good vocal effort. Some potential. (Bourne, ASCAP)

HENRY HOUSTON & THE CUFFLINX

- Henry Houston is featured with The Cufflinx on this interesting rockaballad about love and marriage. Per-



GIVE TO DAMON RUNYON CANCER FUND





R&B Best Sellers in Stores	 This Week's Re 	CB Best Buys	· ON THE DEAT
FOR SURVEY WEEK ENDING JUNE 21	10 10 10 10 10 10 10 10 10 10 10 10 10 1	NS THIS WEEK	ON THE BEAT
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 thruout the nation with a high volume of sales in thythm and blues records. When significant	- D · C · I	9	• Continued from page 7 Why," "Long Tall Sally" and "
action is reported on both sides of a record, points are combined to determine position on the chart. In such a Weeks This case, both sides are listed in bold type, the leading side Last on	 Review Spotlight 	nt on	Almost Lost My Mind." Some of these, it's interest-
Week on top. Week Chart 1. YAKETY YAK (BMI)-Coasters	R&B RECORDS CHUCK BERRY		for such r.&b. cats as Fats
2. DO YOU WANT TO DANCE? (BMI)-	Beautiful Delilah (Arc, BMI) Vacation Time (Arc, BMI)-C	hess 1697	Domino, Little Richard and Ivory Joe Hunter, all great figures in the blues movement.
Bobby Freeman	LITTLE WILLIE JOHN Let's Rock While the Rockin'	s Good (Iav & Cee, BMI)	love the blues so much." says
 S. WHAT AM I LIVING FOR? (BMI)— Chuck Willis	You're a Sweetheart (Robbins See reviews in Pop Spotlight	section.	boone, "I've always been a pretty happy guy. But I guess there are happy blues, too."
4. ALL I HAVE TO DO IS DREAM (BMI)-	 R&B Territoria 	FOR SURVEY WEEK ENDING WHITE OF	Boone has a wide range of pe sonal tastes. He thinks that in the field, Domino, Ivory Joe Hunte and Ray Charles are among the
5. IENNIE LEE (BMI)-Ian and Arnie	Conservation of the second	Sector and a secto	greatest. "And Presley, of course is fabulous. I'd say Vic Damone
Gotta Getta Date (BMI)—Arwin 108 6. LOOKING BACK (BMI)—Nat King Cole	Atlanta 1. Yakety Yak, Coasters, Atco	 Do You Want to Dance? Bobby Freeman, Jos. Hard Headed Woman, Elvis Presley, Vic. 	technically the best singer around Steve Lawrence is one of the be of the newer artists and his with
7. SECRETLY (ASCAP)-Jimmie Rodgers	 Do You Want to Dance? Bobby Freeman, Jos. What Am 1 Living For? 	 9. For Your Love, Ed Townsend, Cap. 10. What Am I Living For? Chuck Willis, Atl. 	Eydie is tops, second only to Ella. But when you ask Pat
8. ENDLESS SLEEP (BMI)-lody Reynolds 11 4	Chuck Willis, Atl. 4. True, Fine Mama, Little Richard, Spc. 5. Willie and the Hand Jive	Los Angeles	Boone for his country favor- ites, he can reel off a long
9. WITCH DOCTOR (ASCAP)-David Seville	Johnny Otis Show, Cap. 6. Come What May, Clyde McPhatter, Atl. 7. Endless Sleep, Jody Reynolds, Dem.	1. Yakety Yak, Coasters. Atco 2. Looking Back, Nat King Cole, Cap.	list Eddy Arnold, Marty Robbins, Lou Childrie, Uncle Dave Macon Homer and
Don't Whistle at Me, Baby (ASCAP)-Liberty 55132	 Johnny B. Goode, Chuck Berry, Chs. Jennie Lee, Jan & Arnie, Arw. Looking Back, Nat King Cole, Cap. 	 All I Have to Do Is Dream Everly Brothers, Cdc. Do You Want to Dance? 	Dave Macon, Homer and Jethro, Ernest Tubb, Jim Reeves, and Red Foley. His
Around and Around (BMI)—Chess 1691 11. BIG MAN (BMI)—Four Preps	Charlotte	Bobby Freeman, Jos. 5. For Your Love, Ed Townsend, Cap. 6. Big Man, Four Preps, Cap.	father-in-law (Foley), Boone feels, is one of the greatest of
Stop. Baby (ASCAP)-Cap 3960 12. FOR YOUR LOVE (BMI)-Ed Townsend 12 10	 Yakety Yak, Coasters, Atco What Am 1 Living For? Chuck Willis, Atl. 	 Secretly, Jimmie Rodgers, Rlt. What Am I Living For? Chuck Willis, Atl. 	these, because the music is so close to his heart. "He'll often burst into tears after he's sung
Over and Over Again (BM1)—Cap 3926	 3. Do You Want to Dance? Bobby Freeman, Jos. 4. Jennie Lee, Jan & Arnie, Arw. 	 9. Hard Headed Woman, Elvis Presley, Vic. 10. Rumble Link Wray & His Ray Men, Cdc. 	a ballad or a hymn," Boone says. "That's how much he
Out of My Mind (BMI)-Mer 71289	5. All I Have to Do Is Dream Everly Brothers, Cdc. 6. Rumble	New Orleans	feels the message of the song. He feels the songs just like
	Link Wray & His Ray Men, Cdc. 7. Willie and the Hand Jive Johnny Otis Show, Cap.	1. Yakety Yak, Coasters, Atco 2. What Am I Living For?	Hank William did – because they're a part of his life.
15. WILLIE AND THE HAND JIVE (BMI)- Johnny Otis Show	8. Fl Rancho Rock, Champs, Chal. 9. Skinny Minnie	Chuck Willis, Atl. 3. For Your Love, Ed Townsend, Cap. 4. Secretly, Jimmie Rodgers, Rlt.	When he was on our show, (Continued on page 48
	Bill Haley & His Comets, Dec. 10. Looking Back, Nat King Cole, Cap. Chicago	 Witch Doctor, David Seville, Lib. Rumble Link Wray & His Ray Men, Cdc. Endless Sleep, Jody Reynolds, Dem. 	 8. Twilight Time, Platters, Mer. 9. All I Have to Do Is Dream Everly Brothers, Cdc.
7. HARD HEADED WOMAN (ASCAP)-Elvis Presley 1	 Yakety Yak, Coasters, Atco Do You Want to Dance? Bobby Freeman, Jos. 	 Looking Back, Nat King Cole, Cap. All I Have to Do Is Dream Everly Brothers, Cdc. 	St. Louis
a. OOH! MI SOUL (BMI)-Little Richard	3. Big Man, Four Preps, Cap. 4. Jennie Lee, Jan & Arnie, Arw. 5. Hard Headed Woman, Elvis Presley, Vic.	10. Book of Love, Monotones, Argo New York	 Yakety Yak, Coasters, Atco Do You Want to Dance? Bobby Freeman, Jos.
9. HIGH SCHOOL CONFIDENTIAL (BMI)-	 Endless Sleep, Jody Reynolds, Dem. Looking Back, Nat King Cole, Cap. Johnny B. Goode, Chuck Berry, Chs. All I Have to Do Is Dream 	1. All I Have to Do Is Dream Everly Brothers, Cdc.	 Endless Sleep, Jody Reynolds, Der Twilight Time, Platters, Mer. Little Mary, Fats Domino, Imp. Big Man, Four Preps, Cap.
	Everly Brothers, Cdc. 10. For Your Love, Ed Townsend, Cap.	 Yakety Yak, Coasters, Atco Witch Doctor, David Seville, Lib. Secretly, Jimmie Rodgers, Rit. 	 For Your Love, Ed Townsend, Ca. What Am I Living For? Chuck Willis, Atl.
Elvis Presley	Cincinnati 1. Yakety Yak, Coasters, Atco	5. Jennie Lee, Jan & Arnie, Arw. 6. Twilight Time, Platters, Mer. 7. Endless Sleep, Jody Reynolds, Dem	9. All I Have to Do Is Dream Everly Brothers, Cdc.
	2. What Am 1 Living For? Chuck Willis, Atl. 3. For Your Precious Love	 El Rancho Rock, Champs, Chal. Wishing for Your Love Voxpoppers, Mer. 	Washington, D. C.
Most Played R&B by Jockeys	Jerry Butler, Abn. 4. Looking Back, Nat King Cole, Cap. 5. Do You Want to Dance?	10. Chanson D'Amour Art & Dotty Todd, Era	1. Yakety Yak, Coasters, Atco 2. Looking Back, Nat King Cole, Caj 3. Do You Want to Dance?
FOR SURVEY WEEK ENDING JUNE 21	Bobby Freeman, Jos. Detroit	Philadelphia	Bobby Freeman, Jos. 4. Talk to Me, Talk to Me Little Willie John, King
shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks his	1. Yakety Yak, Coasters, Atco 2. Secretly, Jimmie Rodgers, Rit.	 Yakety Yak, Coasters, Atco Looking Back, Nat King Cole, Cap. What Am I Living For? Chuck Willis Ad 	 What Am I Living For? Chuck Willis, Atl. Willie and the Hand Jive Johnny Otis Show, Cap.
Week Chart	3. All I Have to Do Is Dream Everly Brothers, Cdc. 4. Willie and the Hand Jive	Chuck Willis, Atl. 4. Do You Want to Dance? Bobby Freeman, Jos.	7. High School Confidential Jerry Lee Lewis, Sun
Atco 6116-BMI	Johnny Otis Show, Cap. 5. Looking Back, Nat King Cole, Cap. 6. Endless Sleep, Jody Reynolds, Dem.	 Jennie Lee, Jan & Arnie, Arw. Chanson D'Amour Art & Dotty Todd, Era Engless Sizen Lody Remailer Dotty 	 Sick and Tired, Fats Domino, Imp Come What May Clyde McPhatter, Atl. Ooh! My Soul, Little Richard, Spe
Atlantic 1179-BMI	Alternative statements and an and	in they include Dem.	fammer and a second sec
3. JOHNNY B. GOODE-Chuck Berry 2 8 Chess 1691-BMI	 Reviews of New 	K&B Records	Bubbling ! The Original
Arwin 108-BM1	JOHNNY SPAIN I'm in Love	SONNY GENO You Tear Me Up:	CASUALS JU-JUDY
5. HIGH SCHOOL CONFIDENTIAL- Jerry Lee Lewis	turns in a good reading here of a blues-styled effort over driving back- ing. For Southern boxes, (Lion, BMI)	by Geno with a male chorus assist. With a plug, this might catch on. (Maryjune, BMI)	ž b/w
6. HARD HEADED WOMAN-Elvis Presley 1	Family Rules	Rumble Rock72 So-so rocker is belted nicely by the artist with listenable ork and male	DON'T PASS ME BY
7. ALL I HAVE TO DO IS DREAM-Everly Brothers 5 7	medium tempo blues. (Golden State, BMI)	group backing. Flip appears top side. (Maryjune, BMI)	Back Beat 510
8. WEAR MY RING AROUND YOUR NECK- Elivs Presley 9 Vic 7240-BMI	THE FOUR COUNTS Yun-Mee, Yum-Mee	Shindig	BACK BEAT RECORDS
9. LOOKING BACK-Nat King Cole	voices chime in periodically on the rocker-novelty. Could do business. (Lakeside, BMI)	instrumental gets a good danceable reading by the Houston band, with well-oiled wailing saxes in the spot- light Good into max. (D. William	There's Only ONE
0. TWILIGHT TIME-Platters	Cuckoo72 Routine rocker is given a fair belt by the male group. Flip appears	light. Good juke wax. (D. Williams, BMI) The Cucaracha Rock71 As title suggests this is a posting	"THE
1. BIG MAN-Four Preps	the money side. (Maxwell, BMI) FENTION & THE CASTLE ROCKERS	As title suggests, this is a rocking version of the Latin standard "La Cucaracha." Okay instrumental wax gets a "ya ya ya" type vocal spot	DEACON'S
2. SECRETLY-Jimmie Rodgers 1	Double Freeze	from a chorus. (D. Williams, BMI)	WALK"
3. TALK TO ME, TALK TO ME-Little Willie John 10 8 King 5108-BMI 4. POOR LITTLE FOOL-Ricky Nelson	Gutbucket bluesy backing accompa- nies. It can collect both pop and r.&b. loot. (Lion, BMI) The Freeze73	THE KINGS Angel	BILLY HOPE and THE BAD MEN



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The Billboard's Music Popularity Charts . . . COUNTRY & WESTERN RECORDS

JUNE 30, 1958

This Week's C&W Best Buys

C&W Territorial

•	(&	W	Best	Sellers	in	Stores	
---	----	---	------	----------------	----	--------	--

NO SELECTIONS THIS WEEK.	ei 20	Best Sellers	FOR SURVEY WEEK ENDING		
D Castin		FOR SURVEY WEEK ENDING JUNE 21	RECORDS are ranked in order of their current national selling impo retail level, as determined by The Billboard's weekly survey of dealer nation with a high volume of sales in country and western records. Wh	s thruo	out the
 Review Spotlight 	П ОЛ	City-by-city listings are based on late reports secured from top country and western dealers and juke box operators	action is reported on both sides of a record, points are combined to determine position on the chart. In such a This case, both sides are listed in bold type, the leading side		Weeks
C&W RECORDS		in each of the markets listed.	Week on top.		Chart
BUDDY HOLLY Early One Morning (Royalty,	ASCAP	Birmingham	I. GUESS THINGS HAPPEN THAT WAY (BMI)- Johnny Cash COME IN, STRANGER (BMI)-Sun 295		8
Now We're One (Portrait, B) See review in Pop Spotlight s	MI)-Coral 62006	1. Hard Headed Woman Elvis Presley, Vic.	2. OH, LONESOME ME (BMI)-Don Gibson	. 1	19
See review in rop spongar s	eetion.	2. High School Confidential Jerry Lee Lewis, Sun. 3. Guess Things Happen That Way	I CAN'T STOP LOVING YOU (BMI)-Vie 7133		
• Reviews of New	v C&W Records	Johnny Cash, Sun 4. Biue Biue Day, Don Gibson, Vic. 5. Just Married, Marty Robbins, Col.	3. ALL I HAVE TO DO IS DREAM (BMI)- Everly Brothers. CLAUDETTE (BMI)-Cadence 1348	. 2	10
STONEWALL JACKSON I Can't Go on Living This Way77	BILL PRICE & JOHNNIE COLLINS	Dallas-Fort Worth	4. JUST MARRIED (BMI)-Marty Robbins STAIRWAY OF LOVE (ASCAP)-Col 41143	. 4	13
COLUMBIA 41199-The cat's in de- spair. He wails his fate in convincing	of My Blue Eyes	 Oh, Lonesome Me, Don Gibson, Vic. Guess Things Happen That Way Johnny Cash, Sun 	5. SECRETLY (ASCAP)-Jimmie Rodgers	. 6	7
style on a breezy traditional effort. Good sound and good bet for the straight country market. (Tubb, BMI)	gets a warm reading from duo. Worth some spins in market. (Peer, BMI) I'll be True	3. It's a Little More Like Heaven Hank Locklin, Vic.	6. WEAR MY RING AROUND YOUR NECK (BMI)-	22	
Grieving in My Heart75 A good weeper effort by Jackson,	Forever More to You72 Hill ballad is handled in traditional style by duo. (Acuff-Rose, BMI)	 Crying Over You, Webb Pierce, Dec. Send Me the Pillow You Dream On Hank Locklin, Vic. 	Elvis Presley. Doncha' Think It's Time (BMI)-Vic 7240	_	11
sold with sincerity and deeply grieved sound. Two good old-style country sides. (Tubb, BMI)	DIXIELAND DRIFTERS	6. You'll Come Back, Webb Pierce, Dec. 7. Fools Like Me, Jerry Lee Lewis, Sun 8. Blog Class Shirt Hack Lewis, Sun	7. SEND ME THE PILLOW YOU DREAM ON (BMI)-		12
	The Trot	 I Can't Stop Loving You Kitty Wells, Dec. 	Hank Locklin	111	
AL TERRY & WILMA LEE I'm Not the Girl	land Drifters of a driving country novelty about a new dance called	10. Stairway of Love, Marty Robbins, Col.	100 Soon to Know (BMI)-Vic 7010		1
that she's not the girl he left behind. It's a weeper and Terry comes in with a strong confessional spoken	The Trot. (Ashma, BMI) Walk Easy71 The Dixieland Drifters come thru	Houston 1. Oh, Lonesome Me, Don Gibson, Vic.	9. JACQUELINE (ASCAP)-Bobby Helms Living in the Shadow of the Past (ASCAP)-Dec 30619	. 10	8
word message that's dynamic for this field. This side could go. (Acuff-	with a listenable reading of a country novelty, with guitars featured in the backing. (Ashna, BMI)	2. All I Have to Do Is Dream Everly Brothers, Cdc. 3. Guess Things Happen That Way	10. IT'S A LITTLE MORE LIKE HEAVEN (BMI)- Hank Locklin	. 9	9
Rose, BMI) It's Just as Well74 The pair exchange some mutual barbs	UTAH CARL	Johnny Cash, Sun 4. Stairway of Love, Marty Robbins, Col.	BLUE GRASS SKIRT (BMI)-Vic 7203 11. HIGH SCHOOL CONFIDENTIAL (BMI)-	<i>10</i>	
about their life together. It has the hill sound with banjo pickin' in the fills. (Acuff-Rose, BMI)	Treasured Memories	5. What Makes a Man Wander? Jimmie Skinner, Mer.	Jerry Lee Lewis	. 11	4
	sings of two golden wedding bands. (Giad, BMI)	Memphis	12. CRYING OVER YOU (BMI)-Webb Pierce YOU'LL COME BACK (BMI)-Dec 30623	. 13	7
LEE ELLIOTT Headed for Heart Ache	Never Meant for Mc70 Carl gives this medium tempo item a rough-hewn western sound that has	1. Come In, Stranger, Johnny Cash. Sun 2. Stairway of Love, Marty Robbins, Col. 3. Blue Blue Day, Don Gibson, Vic.	13. CURTAIN IN THE WINDOW (BMI)-Ray Price	. 12	13
is neatly delivered in folk style by Elliott and choir. Action possible.	a certain appeal in its field. Ma- terial not the strongest however. (Glad, BMI)	4. Guess Things Happen That Way Johnny Cash, Sun 5. It's a Little More Like Heaven	14. I LOVE YOU MORE (BMI)-Jim Reeves	. 16	4
(Tree, BMI) Cheaters Never Win72 Traditional country sound on this	The following records, also reviewed	Hank Locklin, Vic. 6. All I Have to Do Is Dream	OVERNIGHT (BMI)-Vic 7171 15. I CAN'T STOP LOVING YOU (BMI)-Kitty Wells.	. 14	16
ballad is pleasant, but flip seems stronger. (Tree, BMI)	by The Billboard music staff, were rated	Everly Brothers, Cdc. 7. Color of the Blues, George Jones, Mer.	SHE'S NO ANGEL (BMI)-Dec 30551 16. HARD HEADED WOMAN (ASCAP)-Elvis Presley.		
FRANK EVANS	DUKE & NULL: Blue, Blue, Blue/Candle	Nashville	10. III Don't Ask Me Why (ASCAP)-Vic 7280 17. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson		11
STARDAY 719—Plaintive reading of wistful ballad with effective lyrics. Good c.&w. deejay wax. (Starrite,	Lit Cathedral-Guitar 777 LAUREL & MILES: What Good Would It Do Me/Tears, Heartaches and Memories Star-Light 1003	2. Guess Things Happen That Way Johnny Cash, Sun 3. Hey, Mr. Bluebird	MY BUCKET'S GOT A HOLE IN IT (ASCAP)- Imperial 5503	1 00	**
BMI) The Ain't Got Blues71 An attractive blues side, but flip is	GENE MORRIS: That's When I Fell in Love/Then You Came-Impact 4291	4, All I have to Do is Dream	18. BALLAD OF A TEENAGE QUEEN (BMI)- Johnny Cash	. 15	23
better showcase for Evans. (Starrite, BMI)	JIM & EDITH YOUNG: We've Got to Go/I Don't Need You Anymore-Jay 11	5. It's a Little More Like Heaven Hank Locklin, Vic.	Big River (BMI)-Sun 283 19. ALONE WITH YOU (BMI)-Faron Young		1
		 6. Send Me the Pillow You Dream On Hank Locklin, Vic. 7. What Makes a Man Wander? 	Every Time I'm Kissing You (BMI)-Cap 3982 20. HEY! MR. BLUEBIRD (BMI)-		
FOLK TALE	NT & TUNES	Jimmie Skinner, Mer. 8. Curtain in the Window Ray Price, Col.	Ernest Tubb and Wilburn Brothers How Do We Know? (BMI)-Dec 30610	. 19	2
By BIL		9. Alone With You, Faron Young, Cap. 10. Oh, Lonesome Me, Don Gibson, Vic.			
Around the Horn	current Western tour in Van- couver, B. C., July 1, and	New Orleans	 Most Played C&W by Jocke 	;ys	
John Kelly's World-Famed Attractions, Nashville, has	heads for his Memphis home to spend the Fourth of July.	 Guess Things Happen That Way Johnny Cash, Sun Oh, Lonesome Me, Don Gibson, Vic. 	FOR SURVEY WEEK ENDING	G JUN	4E 21
just sold 13 weeks of talent to the Wright Agency, New	On the following day he takes off for New York for an ap-	3. All I Have to Do Is Dream Everly Brothers, Cdc.	SIDES are ranked in order of the greatest number of plays on disk shows thruout the country according to The Billboard's		
Orleans, to be featured in a promotion the latter firm is	pearance on the Dick Clark Saturday night ABC-TV-er.	 Secretly, Jimmie Rodgers, Rit. Hard Headed Woman, Elvis Presley, Vic. High School Confidential 	weekly survey of top disk jockey shows in all key markets. This	Last	Weeks
kicking off June 30. Lonzo and Oscar will be the first-	It'll mark his third appearance on the latter opus Carl	Jerry Lee Lewis, Sun 7. Wear My Ring Around Your Neck	Weck	Week	Caura
week features, to be followed by Bill Carlisle and the	Perkins heads for Alaskan dates following his current	Elvis Presley, Vic. 8. Crying Over You, Webb Pierce, Dec. 9. 1 Love You More, Jim Reeves, Vic.	1. OH, LONESOME ME-Don Gibson	. 2	20
Carlisles. Also engaged to participate on succeeding	stand at the Pavilion, Myrtle Beach, S. C., which ends July	10. Come In, Stranger, Johnny Cash, Sun St. Louis	2. GUESS THINGS HAPPEN THAT WAY- Johnny Cash	. 1	6
weeks are Hank Locklin, George Jones and the Duke	5 Norma Beasler, a new regular on ABC-TV's "Coun- try Music Jubilee," is now	1. Guess Things Happen That Way	3. IT'S A LITTLE MORE LIKE HEAVEN-		
of Paducah. The final four weeks will be played by the Judy Lynn Show, featuring	billing herself as Norma Jean.	Johnny Cash, Sun 2. Blue Blue Day, Don Gibson, Vic. 3. Secretly, Jimmie Rodgers, Rlt.	Hank Locklin	. 4	9
Little Jimmy Dickens, Pat Kelly and the Shamrocks. The	Leon McAuliffe and band ap- pear as guestars on Nat Nigberg's	4. Hard Headed Woman, Elvis Presley, Vic. 5. Poor Little Fool, Ricky Nelson, Imp. 6. High School Confidential	4. ALL I HAVE TO DO IS DREAM-Everly Brothers.	3	8
packages will carry a mini- mum of 10 people each and	"Country America" over KABC- TV, Los Angeles, June 28, to be	Jerry Lee Lewis, Sun 7. Make Me a Miracle	5. JUST MARRIED-Marty Robbins	. 5	13
will work at intervals of one to three weeks.	followed by Beatrice Kay, George Liberace and Mary Meade French,	Junine Rougers, Ru.	6. ALONE WITH YOU-Faron Young	. 12	2
	July 5, and Bobby Helms, with the Golden Hawks, and Mercury re-	"The de" manual last Colors	7. CRYING OVER YOU-Webb Pierce	. 6	8

8. CURTAIN IN THE WINDOW-Ray Price.....

Hank Thompson

9. I CAN'T STOP LOVING YOU-Kitty Wells...... 7

Hank Locklin 11

Col 41105-BMI

Dec 30551-BMI

Cap 3982-BMI

Vic 7133-BMI

Vic 7124-BMI

Dec 30623-BMI

17

17

L

12

12

3

Hollywood, is working on the cording artist Binnie Barnes, July new Porter Wagoner release on 12. . . It's the second offspring, RCA Victor titled "Tell Her Lies first boy, for Crossroads and Radiand Feed Her Candy." . . . Jim Ozark vice-president John Mahaf-McConnell, who reps all acts ap-pearing on "The Red Foley has been named Robert Barton. Show" and "Country Music Jubi- . . . Fourth of July celebration at lee" in his capacity as general Lone Jack, Mo., features the manager of Top Talent, Inc., combination of Flash and Whistler Springfield, Mo., reports that Red and the Tall Timber Trio this and a whole wagonload of per- Thursday (3), and Leroy (The formers from the two network Auctioneer) Van Dyke, Friday (4). shows will headline the fairs at Decatur and Champaign, Ill., in late July. . . Red Foley's new release on Decca is a coupling of "Crazy Little Guitar Man" and "Fate."

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old stompin' grounds July 19. suburbs. The Premier Quartet, along

Ferlin Husky occupies the

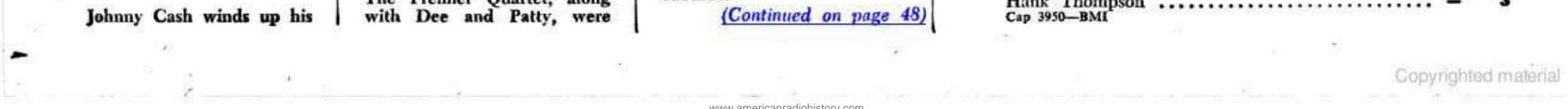
guest slot on "Louisiana Hay-

ride," Shreveport, July 5, with

Faron Young returning to his

Company's "Red Foley Show," aired as a half-hour seg of NBC Radio's "Monitor" each Saturday noon, this week (5) gives the red-carpet treatment 10. EVERY TIME I'M KISSING YOU-Faron Young to guest Porter Wagoner. ... Marvin Rainwater's new 11. I CAN'T STOP LOVING YOU-Don Gibson release on M-G-M Records has him singing "Moanin' the Blues" and "I Dig You, Baby."...Bob Neal, personal 12. SEND ME THE PILLOW YOU DREAM ONmanager to Johnny Cash and 13. YOU'LL COME BACK-Webb Pierce..... 15 Carl Perkins, has changed his address from the Sterick Building, Memphis, to Box 14. COME IN, STRANGER-Johnny Cash...... 8 Sun 295-BMI 3753, that city. His new location is in the Memphis 15. HOW DO YOU HOLD A MEMORY?-

uros.	
(Continued	on mana 48)



FOR THE BEST IN COUNTRY PROGRAMMING...

Just Released By Popular Demand

Wilma Lee and Al Terry



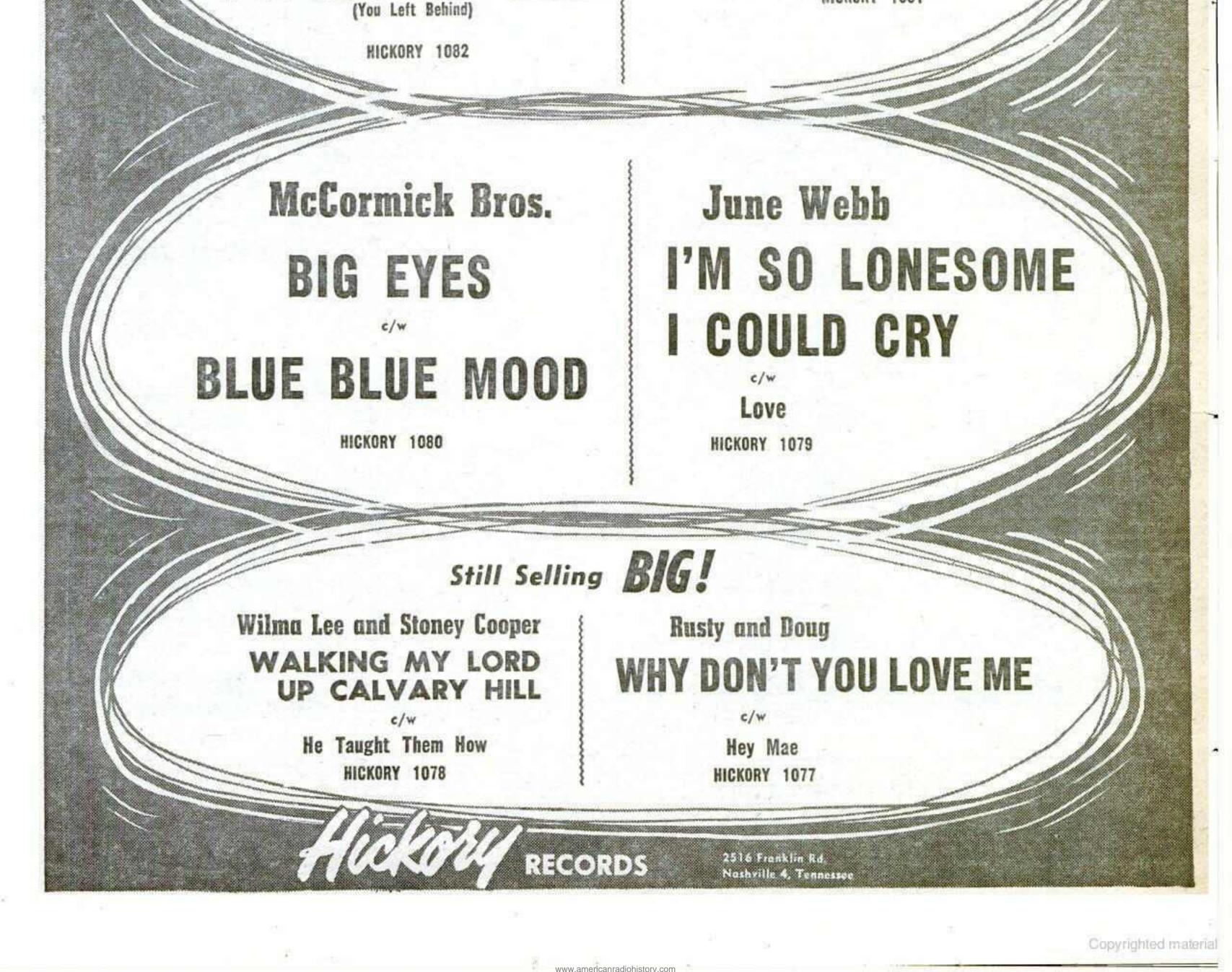
IT'S JUST AS WELL

I'M NOT THE GIRL

Roy Acuff THE ONE I LOVE (Is Gone) C/W Searching For Happiness

New Release

HICKORY 1081



ON THE BEAT

Continued from page 45

we didn't do right by him with those pop-type songs. Next year, we'll have him do 'Peace in the Valley' and 'Just a Closer Walk With Thee.' That's the stuff he really should sing!

"When I was in my last year at Columbia I took a course in music appreciation. Now I'm getting interested in classical music too. We have a small record collection at home and we even have a few jazz records. But there's a lot about

ALL SMALL AND NEW **RECORDING COMPANIES** You name it. We have it. Our talent will record on your label immediately. THE HOLLINS ARTISTS 4700 Kenwood Ave. Chicago 15, Ill. Unsurpassed in Quality at any Price 8" x 10" **GLOSSY PHOTOS**



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jazz that I don't know or understand.

"I'd love to do a Broadway show some day but frankly, I think it's making a great sacrifice. I don't know if I would ever have the time." Boone leaves for Hollywood this week to make a new movie, "Mardi Gras," with Gary Crosby and Tommy Sands. He'll be back in October to move into his new home in Teaneck, N. J., and to take up where he left off on his TV show this month. "In about a year, I think we'll probably be moving to Hollywood for good," said Boone.

In a way, his movements, past, present and projected make an interesting parallel to the progress of Dot Records, which at the time of adding Boone to its roster, was a small indie in Tennessee, and is today a Hollywood-based wing of a top motion picture firm, well established as a leading indie diskery. The two grew up together, in a way, and as Boone says, "I guess we've been able to do each other some good along the way."

Arrow Records has signed the Chuck-A-Lucks and Dora Tapp, artists out of Richmond, Va. Both acts are managed by Bill Gibbons of WANT, Richmond.... The Cotton Club, Atlantic City, has lined up some great rock and jazz acts for the summer season, including Lonnie Sattin, the Australian Jazz Ouintet, J. J. Johnson, Babs Gonsalez, Dinah Washington, Dizzie Gillespie, Illinois Jacquet, Al Hibbler, Gene Krupa, Dave **Brubeck and George Shearing.** Jan and Joe (Jones) the preteen brother team from Chicago have their first release on Vee Jay Records, "Nursery Rock," and a three-page spread in "Hue" the graphic monthly. . . . Lee Diamond, former pianist-leader of the Little Richard band, has his own group, the Upstarts, on Vee Jay. Diamond's Upstarts are backing Little Willie John on his current tour. . . . Jimmy Reed and Al Smith are pairing for a month's tour of the mid-South and East on onenighters starting June 30 in Greensboro, N. C.... Rita Raines has inked with Chess Producing Corporation, and her first release is expected soon.... Argo and Mercury made a one-artist one-shot trade, with Max Roach doing a session for Argo, while Mercury did a session with Ramsey Lewis and the Gentlemen of Tazz.

FOLK TALENT AND TUNES Continued from page 46

Jim Reeves' special guest on "Country Music Jubilee" this Saturday (5) is Tex Williams, who'll spend all of next week in the Ozarks, visiting with Rex Allen and Nudie, the Hollywood Taylor, at nearby J-Bar-H Ranch on Lake of the Ozarks. . . . Glen Glenn, now with the Army at Schofield Barracks in Hawaii, reports that his new Era release, "Laurie Ann," is clicking handily along the West Coast. . . . Nan Castle has returned to the Roy Glen-Pee Wee Reid "Red River Jamboree," Paris, Tex., after making her third appearance with the Arthur Godfrey CBS radio and TV shows in New York. David Orrell and band, heard on the Felsted label, were "Red River" guests last Saturday (28).

The new "D" label, with headquarters in Houston and headed by the veteran Pappy Daily, is spotlighting the releases of James O'Gwynn, doing "Talk to Me, Lonesome Heart" b/w "Changeable"; Tony Douglas, on "World in My Arms" b/w "Baby, When the Sun Goes Down," and Jimmy and Johnny, singing "I Can't Find the Door Knob" and "Keep Telling Me." . . . Eagle Pass Music Publications, headed by Yodeling Slim Dallas, vet cowboy singer of Mexican border stations, has just published new song folios for Denver Duke and Jeffry Null and Jim Eanes, and has one in the works for cowboy singer Bill Boyd. The firm specializes in the publishing of song books.

Jan and Patti North, whose latest on the M-G-M label couples "Lonely Moonlight" and "I'll Never Be Sorry," continue to hold forth with their combo, the Country Coquettes, at the Flame Cafe, Minneapolis. . . . Mrs. D. Cooney, of Brooklyn, postals: "Anyone who would like the 'Hometown Frolics' back on radio, please drop a card to Country & Western, Dept. B, P. O. Box 239, Van Brunt Station, Brooklyn. Let's show 'em there are as many c.&w. fans as there are r.&r."

Reviews of New Pop Records

Continued from page 44

FRED LOWERY: Heartaches/Whistlin' Joe -Gra Low 504

- SMILEY MONROE: If You Ala't Tried It/No Love at All-Vita 177
- SCOTTY MOORE TRIO: Have Guiter, Will Travel/Rest-Fernwood 107 JOE SALVATOR: Please Don't Go/The

Happy Years-Exclusive 100 LEE SHEARIN: I Don't Know/Fell In Love With You-Variety 1009

BILL TENNYSON: Slow Down/Even Now Pet 805

Jazz

JIMMY SMITH

BLUE NOTE 1703-Some very attrac-

it's encouraging to note that the folks hereabouts like country music more than any other type." "Hey! Mr. Blue Bird," "Big Wheel," "Running Late" and "It's "Big a Little More Like Heaven" are the most-requested records on his show, he says. Bernard reports that he's trying to start another hour-long show featuring albums and is in need of material.

Smokey Smith, for the last eight years at KRNT and KRNT-TV, Des Moines, has moved the shows bearing his name to KWDM in the same city. He's doing three shows a day, with nearly three times as much air time as previously. And, he says it's country music all the way. He is building a studio in his Des Moines home and will soon be doing his shows from there. He asks that the record companies, music publishers and artist managers change his mailing address to 2509 Westover Boulevard, Des Moines, 10. Smith says he will continue to book country shows at the **KRNT** Theater in Des Moines and promote other country shows and dances in the area, just as he has done the last five years. Deejay - entertainer Texas Bill Strength, after two months of week stands in Midwest niteries, has planted roots at KISD, Sioux Falls, S. D., where he's doing three and a half hours of c.&w. music a night. He asks that artists and record companies take note of his new location. Last Sunday (29), Strength appeared at the World's Championship Rodeo at Crystal Springs Ranch, Clear Lake, S. D., along with Smiley Burnett, Johnny White and the Sons of the West, of WELO-TV, Sioux Falls.

tive organ stylings by Jimmy Smith on this version of "After Hours" from "Small's Paradise Cafe in Harlem. His technique is enormous and his playing is most listenable. Good wax for boxes where jazz is important. (Popular, ASCAP)

ART BLAKEY

BLUE NOTE 1696-This is from Blakey's album "Orgy in Rhythm." It features some of Art's great drum work, plus a vocal by Sabu and flutes, congas, bongos, etc. (Groove, BMI) Abdallah's Delight77

This swinging side should do well on jazz boxes. It starts right off with a solid bass solo, plus Art's drums and builds from there. (Groove, BMI)

LOUIS SMITH

BLUE NOTE 1700-Trumpeter Louis Smith, one of the label's newest pactees, shows off his good blowing style on this two-part blues effort. His is featured thruout over thythm support. Another cutting that may get some loot of jazz boxes. (Groove, BMD

Sacred

GEORGE JONES

BMD

MERCURY 71340 - A vigorous country anthem is handled in hill style and with warmth by Jones. Strong potential. (Starrite, BMI) Jesus Wants Me 76 Bright gospel item is happily treated by chanter and male choir. (Starrite,

Religious

THE CROSSROADS OUARTET

M-G-M 12675-Old gospel tune is given solid close harmony in waltz time for fine results. Can do well in market. (Lynn, BMI)

Just for Today 74 The gospel sound gets the glee club touch in this bright companion piece. (Lynn, BMI)

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With the Jockeys

"My c.&w. library is in the worst condition it's ever been in all the years I've been in the business," typewrites Tubby Smith, country music record spieler at WHLD, Niagara Falls, N. Y. "It seems that all the good c.&w. artists are doing r.&r., and I won't play the junk they are sending in. In fact, r.&r. records are not played on this station. I wonder if the big-time stars know that they are losing interest with the deejays. We would rather play some smalltime group, good or bad. When they get done making records for the kids, we'll have forgocten about them. There was a time when I never auditioned a record; just glanced at the artist's name. Today, I refuse to play most of them. If the c.&w. platter boys will send me their new records, they can be sure, if its country and western, that they'll get a lot of spins and promotion.'

KEVE, Minneapolis are Vern conceptions arising from the mer- tributors and dealers and eventu-Weegman; Dave Dudley, whose chandising of hi-fi equipment. All ally simmer down to the average Starday record, "Cry Baby," is the evidence, Steinberg asserts, buyer. reportedly doing well, and Roy points to continued growth. Drusky, who's heard on the Columbia label. . . . Dudley tape will be restricted to the audio- well as LP's. (See separate story.) Bernard pipes from KLFT, Golden phile market, but he left himself Altho the early sales strength of Meadow, La.: "In a recent survey the out that the new slow-speed, stereo LP's cannot be used as a conducted in Southeast Louisiana, four-track cartridge may change the precise guide to the future, such our station was rated No. 1, and tape market radically. the No. 1 show was on my own The distributor meetings at is a market for stereo and that it 'South Louisiana Jamboree.' Since which these ideas were to be pre- may grab a large share of the LP we are the only station in this sented took place Friday in New market sooner than anyone believed

Merc Sales Pic Continued from page 2

He pointed out that even during the big push on hi-fi equipment stereo field, may reap considerable during 1957, fully one-third of the harvest from getting their disks new phonographs were sold to homes that did not have an operating playback machine. Much of selves with stereo.

industry has grown in just a few one who demands the newest and years from \$170,000,000 to almost best in recorded sound-both in \$500,000,000 even in the face of equipment and disks-and his de-Spinning the country wax at the battle of speeds and the mis- mands influence manufacturers, dis-

Steinberg predicted that stereo be available on 45 r.p.m. EP's as

• Continued from page 2

a hit on Atco in "Splish Splash." The Granahan affair involved another interesting chain of events. Originally, Granahan was the lead on the Swan disk of "Click Clack" by Dicky Doo and the Don'ts. Atco then picked the cat up and recorded him in several sides under the name Jerry Grant. At the time, one disk was released but there was little activity on the sides.

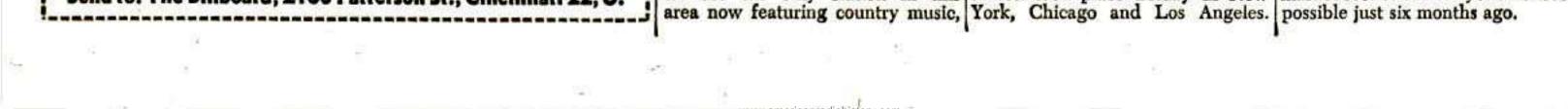
The chanter then was picked up by pubber Tommy Valando for a disking date for his new label, Sunbeam. The disk, titled "No Chemise Please" forthwith became a hit. The result: Atco, which had. cut him as Jerry Grant is now taking a coupling out of the can and releasing it, not as Jerry Grant, but as Gerry Granahan.

Stereo Tee-Off • Continued from page 2

tire LP market. But the smaller companies who leaped into the on the market as early as they did.

The reason for this is that it is the hi-fidelity bug who is most inthe stereo equipment sales, he terested in stereo records. And, as judges, will be made to new phono- any dealer knows, the hi-fi fan graph families, thus expanding the purchases a greater number of recmarket, and he expects that mon- ords than the casual buyer or the aural-owning families will continue impulse buyer, and is more conto buy actively for their present cerned about the sound than the equipment until they equip them- latter. Perhaps most important, altho the hi-fi buyer represents a He pointed out that the record small part of the market, he is the

Stereo records are also soon to sales do indicate that there already



OUTDOOR

JUNE 30, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

Swenson Opens In Mo., More N. C. Fairs Set

STERLING, Colo .-- Aut Swenson's Thrillcade opened at Joplin, Mo., Sunday (22) and had S.R.O. business at Ozark Speedway. On Monday (23) at Sellers Park in Wellington, Kan., 300 extra chairs were brought on to accommodate the turnout, altho weather and winds were threatening. Wednesday (25) at the 81 Speedway, Wichita was curtailed because of cold weather and funnel clouds in the area, but about 1,200 came out.

Owner-manager Aut Swenson announced he has completed details of his booking with J. S. (Doc) Dorton for the Southern States Fair at Charlotte, N. C., Thrillcade will play a Wednesday afternoon show and both 7 and 9 p.m. shows on Saturday at the September fair.

Swenson also announced he will play Cleveland County Fair, Shelby, N. C., for two Thursday shows and one Saturday show. It comes in October, as does the Dixie Classic Fair, Winston-Salem, N. C., where he has scheduled eight performances. These will include two on Tuesday, two on Wednesday, and night shows on Thursday, Friday and Saturday. Time of the eighth show is to be set later.

List Fewer Bathhouses **On Boardwalk** ATLANTIC CITY --- The bath-

house, once a colorful and vital part of seashore life, is disappearing from the local scene.

In the 1920's two dozen large bathhouses were in operation on Atlantic City's Boardwalk. In 1957there were eight. With the opening this week of the 1958 bathing season there are only seven.

Latest to exit from the scene is Richards Baths, now being demolished. Largest and most famous resort bathhouse, it had been in operation 77 years, at South Carolina Avenue and the Boardwalk.

The bathhouse business hit its peak in the 1920's, when Richards alone served as many as 7,000 patrons in a single day. It was glorified in musical comedies, vaudeville skits and movies, usually featuring men with handlebar moustachios in knee-length bathing suits, and women in suits covering everything but their faces.

Then came a change in bathing suit styles and a change in policy by hotels, lifting the ban against bathing from the hostelries. This started the eclipse of the bathhouse.



Two Okla. City Amusement Parks Go to Name Talent

name talent this summer.

Two Oklahoma City amusement plains. parks, acting separately, are shifting to names to lure more cus- acts but none of name status. tomers.

names independently.

reason.

Oklahoma because of State prohi- Smiley Burnette, August 5-6; of Music Corporation of America's bition laws, and that's the big Ralph Flanagan's ork, August 11- Chicago office.

OKLAHOMA CITY --- Okla- reason why Oklahomans don't get 16, and the Goofers, August 24-30. homans are due to see a wealth of to see names. But now we'll give our people names," Woods ex- ing on still other names for this

His park had been using variety

slated for July 3-5, Don Cornell, August 15-17, and Johnny Cash, Maurice Woods, head man at July 6-12; Buster Crabbe, July 13- August 29-31. Wedgewood Village, provides his 19; the Vagabonds, July 20-26;

"We don't have night clubs in Lee Castle, July 30-August 4; thru the same person, Eldred Stacy

Woods pointed out "we've workyear."

Marvin Staton, operator of Spring Lake Park, has signed "They didn't pull as well as we Cochise of TV's "Broken Arrow" The two funspots-Wedgewood had hoped they would; hence the show for July 4-6, Gabby Hayes Village and Spring Lake Park-are shift to names," he commented. and Tex Ritter, July 11-13; the separated by only eight miles. A run-down of names to go into Chordettes, July 25-27; the Four Each came to its decision on his park shows Tommy Sands Preps, August 8-10; Molly Bee,

> An unusual thing about the the Jimmy Dorsey orchestra, under bookings is that all were made

> > N. Y. Sets

Session on

Fair Bingo

FIRST CANADIAN FAIR UP FOR RAS Winnipeg Exhibition's First Five Days Top '57 Midway Gross by 22%

WINNIPEG-Given generally na, always a big favorite here, good weather and more people to paced the back-end units, with play to, the Roya' American Shows Mitzi, the show-owned revue, holdenjoyed substantially better busi- ing second spot. ness here at the Red River Exhibition thru Thursday (26), fifth day pictures' original Keystone cops,

Rides and shows turned in a 22% | Canadian tour. higher gross than last year. The

Fuzzy St. John, one of motion of the seven-day event, than it re- joined the Lash La Rue Western ceived in the same period last year. show for the balance of the

exhibition's attendance was up sharply, with credit going to a Pacific Ocean

Park Opening

ALBANY, N. Y. -- The State Lottery Control Commission, regulating bingo, set its Monday (30) meeting at which to discuss bingo at fairs. William L. McDermott is administrative director, and Richard W. Hannah is chairman.

Fairs in the Empire State have been waiting for the word on whether the traditional merchandise bingo can be worked this season.

Special Subway Trains to Park

NEW YORK--- A de huxe subway express service to Rockaway, complete with reserved seats and music to amuse the passengers, will be inaugurated Saturday, July-5, and will operate every day thereafter until September 14, the New York City Transit Authority announces.

The "Rockaway Playland Special," as it will be labeled, will leave the IND station at 42 Street and Eighth Avenue at 9:30 a.m. tions in the amusement park.

station at 3:30 in the afternoon 1957.



WEST HEMPSTEAD, N. Y. ---Opening still date for the Black Diamond Rodeo was Island Garden Arena here, with some was the biggest of the first five, \$6,000 grossed the first two days, with Thursday (26) showing the Sunday and Monday (22-23). A greatest increase over last year.

giveaway each night of an automobile. Slightly better weather than last year also helped.

Saturday (21), the opening day,

(Continued on page 67) Leon Claxton's Harlem in Hava-

tural exhibit building, 70 feet by

Richmond Aiming At 500,000 Gate

RICHMOND, Va. -- Another ord 460,000, manager J. A. Mitchand operate non-stop to the Play- stretch of perfect weather can send ell recalls and there is reason to land station on the Rockaway pe- the total attendance for the Vir- believe the mark will continue to ninsula. The round-trip fare of ginia State Fair over the half- go higher. For one thing, it is \$1.55, including tax, provides ad- million mark, officials here believe. noted, there is more diversified inmission to Playland itself and \$1.50 The event had endured various dustry here than in Northern and worth of specified rides and attrac- stages of dampness throout recent Midwestern areas, making it more years but finally got 10 nights and difficult to set the fair back on its The "special" will leave Playland nine days of excellent weather in heels thru any labor or farming difficulties. A steady improvement program

(Continued on page 67) Attendance last year was a rec-

Sacramento Fair Tops 1957 Gate

year.

Professional vaudeville was fea- ist. tured twice daily. Free shows held A free children's show, Sammy cents for adults and 25 for kids for Building stage and each night in three times daily. the Outdoor Theater included the Burns Twins and Evelyn, specialty Shows. dance team; Slyter, pantomime ist, and Frank Merrill, emsee, the events in this area.

SACRAMENTO--- A record at- | first two days. Appearing on open- | bling the trailer park put in two tendance of 53,154 was chalked up ing day only were the Carlssons, seasons ago for show people, and by the Sacramento County Fair, featuring Ruth Carlsson, a mouth installation of a new automobile which closed its annual four-day juggling act. Talent line-up for the entrance. There are now four main run on the California State Fair & closing two days included Lloyd entrances for motor traffic to han-Exposition ground here Sunday and Susan Willis, comedy dancers; dle peak crowds, which caused (22), Max Forbes, serving his first Ford & Williams, tap dancers; severe bottlenecks last year. Elseyear as secretary-manager, said. Amazing Monahans, trampoline, where on the grounds, roadways Previous record was 52,951 set last and Ed Hennessy and Flora May, are being repaired and made ready singers. Don Frank was the organ- for the fiar.

each afternoon on the Commercial Wammy Circus, was presented some time, may be adjusted up-

Midway feature was West Coast not been made yet.

comedy; The Madcaps, harmonica Blenkle & Associates, which has between the grandstand and the days included singer Mel Torme appearance this year. comedy team, Don French, organ- contracted to flack several similar outdoor arena which was erected and Steve (Doug Kennedy) Dono-

Rescheduled OCEAN PARK, Calif .--- Open-

ing of Pacific Ocean Park, the multi-million dollar amusement July 1.

Clinic for Child Guidance.

Heritage Has **Coney Feature**

CHICAGO --- American Herizone built by the Los Angeles Turf tage for June carries an article Club and the Columbia Broadcast- about George C. Tilyou and titled ing System, has been reset for July "The Master Showman of Coney 22 because of construction delays. Island." The magazine-book's fea-Opening was originally set for ture includes a number of color pictures including a double-page Press preview will be held July reproduction of a 1903 painting 18, the Friday preceding the Tues- of Steeplechase Park. The article day debut. A benefit day Saturday is by Peter Lyon and is from Edo (19) has been set for the Riss-Davis McCullough's new book, "Good Old Coney Island."

Vallejo, Calif., Fair Attendance Is Up

is being undertaken. This year the layout will feature a new agriculcrowds on Sunday (22) and Tuesday (24), third and fifth day of the 240. It will be of concrete block foundation, steel framing and alu- nine-day Solano County Fair, put minum siding and roof like others the attendance for that period 2 on the grounds, and will sport a per cent ahead of last year after the turnstiles had lagged 25 per cent under 1957 the first two days The fair closed Saturday (28).

> Fred Bruderlin, fair secretarymanager, said that the increase, while small, was most important as in 1957 the fair opened during the Fourth of July holidays.

6,229, beating the same day last showing an increase of 20 per cent year when the mark was 5,353. At the rodeo that day paid attendance was 2,406, as compared to 1,488 ing were Phil Shepherd, assistant last year.

Tuesday's record of 16,000, ward this year but a decision has Kids' Day, was 5,000 over 1957 and attributed to the appearance Fair. Both viewed the Bruderlin Cooke and Rose agency has the of Duncan (Cisco Kid) Renaldo.

VALLEJO, Calif. --- Record | Marshal." Appearances of Renaldo and Torme were made by the fair thru Clyde Baldschun, Renaldo's personal manager.

> Friday (27) was scheduled to feature a teen-age show with participants being drawn from the Bay area. Closing day feature, Saturday (28) was Pan American Day with dignitaries scheduled to attend along with the Latin orchestra of Jose Arias.

While attendance at the running races was about the same as last year, pari-mutuel betting was up 2 Sunday's paid attendance was per cent with Monday's events over the same day a year ago.

Among the fair managers visitmanager of the Los Angeles County Fair, and Dick Walker, manager of the San Joaquin County creation, "Children's Barnyard," a free attraction making its initial

Crafts Shows were featured on

Trailer Park Enlarged Also being accomplished is dou-

big facade front.

Front gate, which has been 50

Publicity was handled by Joe talent again this year, dividing it Other features during the first five



CENERAL OUTDOOR

THE BILLBOARD

Milwaukee Arena's Bookings, **Business Holding Up Well**

MILWAUKEE --- Milwaukee Auditorium-Arena's facilities has favorably" with last year's totals, plays for their gatherings. according to Manager Elmer "Holiday on Ice of 1958" topped Krahn. In addition, about 45 per its 1957 attendance record with a cent of the time thru 1961 are gross gate of \$254,000. Other booked, and some months in 1962 events scheduled for the balance are sold out.

50

-

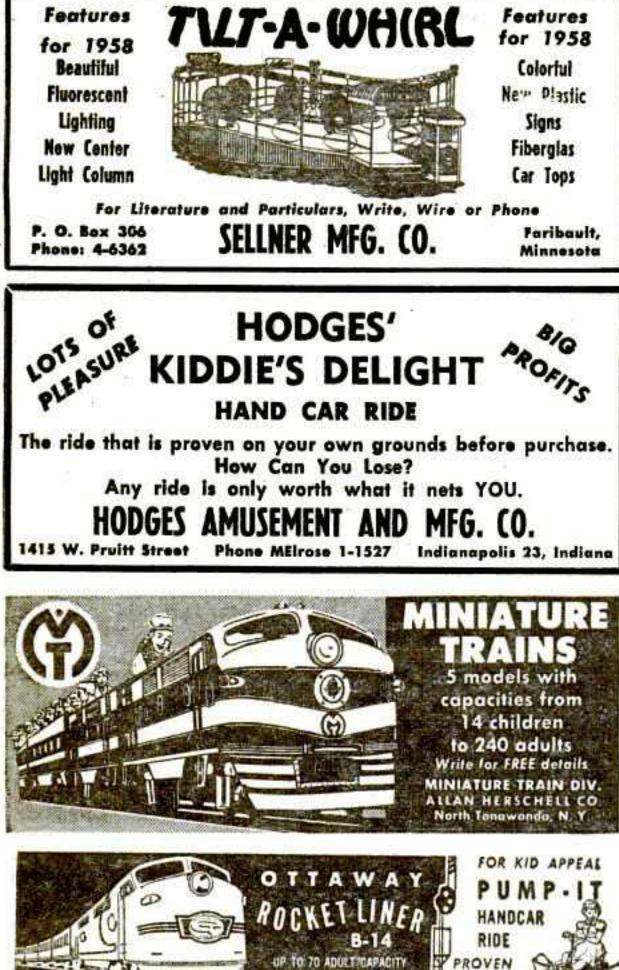
dates from State groups in recent meetings of the Order of the years have been intensified by Eastern Star in September, along Krahn and his staff. Added busi- with sessions of the Catholic ness derived as a result of the Teachers of Wisconsin; Society of stepped-up selling job have mini- Automotive Engineers, and the mized effects of the current re- medico's Wisconsin Academy of cession, he feels. Most convention General Practice. chairmen claim that use of the

Auditorium-Arena bookings and in- been resulting in boosted attendcome for 1958 compare "very ance and expanded exhibitor dis-

of 1958 include the state meeting Efforts to line up convention of the AFL-CIO in July; annual

(Continued on page 52)





ARENAS & AUDITORIUMS IAAM Convention Stresses International Outlook

By TOM PARKINSON

WHEN THE INTERNATIONAL Association of Auditorium Managers meets early next month for its 33d annual convention, the accent is to be on the first word of the association name. For the Seattle meeting is to be international in many regards.

Winifred Eaton Corey, IAAM president, describes the convention schedule. For August 1-4, the building managers will be in Seattle, and guests will be members of the British Columbia Arena Managers Association. On the program in Seattle will be a description of the International Exposition that Seattle plans for the future.

There will be more international flavor. M. E. Thayer, of the International Amphitheater, will describe to the conventioneers what he saw in a recent tour of principal cities of Europe and the large buildings and expositions he viewed.

MORE, THAYER MAY be expected to mention an arrangement by which he is heading up a group tour that is to fly to Belgium this fall to see the exposition features at the Brussels World's Fair. Members of IAAM, as well as others, have been invited to make this junket. Incidentally, Thayer's travel activities also include chairmanship of the IAAM's group which is traveling by special railroad car from Chicago to Seattle.

The international aspect continues strong on August 5, when the IAAM convention crosses the U. S.-Canadian border and journeys to Victoria, B. C. There they will be guests of the British Columbia member-host, Joe Dukowski, and will tour the city. Scotch bagpipers, tho not under management of Sol Hurok, will meet the ferry when the conventioneers arrive at Victoria.

THERE ALSO IS A guest speaker whose topic is "A Journey of a Thousand Miles," but whether this proves to be international remains to be seen!

Auditorium Managers Detail Convention Plan

International Association of Audi- Victoria, B. C. torium Managers' convention here

SEATTLE --- Details of the ski, manager of Memorial Arena,

Convention headquarters are the August 1-5 have been announced. Beno in Franklin Hotel, Seattle, Hosts for the 33d annual conven-tion of the IAAM are Donald L. District meetings will be that

Program for **Exhibitors** in N. Y. Coliseum

NEW YORK --- A three-day program on "How to Put Show Into Your Shows" is being held in the New York Coliseum this week by the Exhibitors Advisory Council.

Dick Barstow, theatrical producer and stager, will talk on Tuesday (1) at lunch. Claire Mann of FM-Radio speaks at the Monday luncheon on "The Women's Touch in Show Business." Third day's luncheon talk will be by Vince Jefferds of the Disney organization, who will provide a talk and filmed report on Disneyland.

On Tuesday, the morning will be devoted to a demonstration of the latest visual equipment. During the three days, various firms servicing the public - and - trade show business will provide exhibits.



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Johnston, manager of the Seattle Civic Center Auditorium-Arena; Ted Droettboom, manager of the Field House of College of Puget Sound, Tacoma; and Joe Dukow-

Coliseum Corp. In New Request To Indiana Fair

INDIANAPOLIS-For a second time, the Indiana State Fair Board was formally requested to reduce the rental on the Indiana Coliseum.

Mel Ross, general manager of the Indiana Coliseum Corporation, asked the board Tuesday (24) to reconsider its action of June 6 by which it rejected a plea for a cut of \$12,000 in the annual payments by the corporation.

Ross' latest request asks for: Reduction of the Fair Board's share of gross receipts from admissions by 25 per cent and from concessions by 20 per cent.

A three-year lease beginning October 1 with a two-year option. A stipulation postponing the effective date of the new lease until

October 1, 1959, if Cincinnati, a member of the International Hockey League, abstains from using its franchise.

Ross is also manager of the Indianapolis Chiefs, the 1958 winners of the International League Hockey playoff championship.

At the June 6 meeting, he told the board that unless the rental reduction is granted, the team could no longer use the Coliseum as its home base.

The corporation's five-year lease now in effect will expire in May, 1959.

Ross told the board that his Bay Store, before returning to corporation has been operating at a Seattle. great loss while the Fair Board has

received \$202,875 in revenue from Coliseum activities since the inception of the lease in 1954.

District meetings will be that morning, with an IAAM directors' session to follow. Guests at the luncheon will include members of the British Columbia Arena Managers Association, who also will attend the business session. Speakers will include Jack Elliott, president of the BCAMA, and M. E. Thayer, of Chicago. On the first evening, members will be guests of "Holiday on Ice" at a boat cruise and salmon barbecue.

On August 2 there will be a business session, with talks by member Gordon Hewson, of California, and by Robert R. Hill, of the Seattle Convention bureau, both discussion convention bureaus. That afternoon will have more committee reports plus talks by William B. Stark, Ed Allen and others. Coca-Cola will host the group that evening.

On Sunday, August 3, the group will meet in the afternoon and then move to the Seattle Civic Auditorium to unveil a picture of the late Laurence Wicklund, former manager, and to discuss the Seattle Civic Center and International Exposition. Bush-Laube concessions firm will be host at a buffet and then Shipstads and Johnson "Ice Follies" will be host to the IAAM at a performance of Aqua Follies.

Monday, August 4, has a business session during the day, a party by Pepsi-Cola, and a banquet at which the speakers will include Dr. R. Franklin Thompson, president of the College of Puget Sound, and Hugh A. Smith, marketing and public relations consultant.

On August 5 the convention will take a boat to Victoria, B. C., and hold a business meeting on the way. In Victoria, they will see Memorial Arena, points of tourist interest, and a buffet at Hudson's

A scheduled side trip on August 6 will take some members on to Tacoma and Mount Rainier.

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Passion Play Open in S. D.; Florida Off

SPEARFISH, S. D.-The Black Hills Passion Play, with Josef Meier, opened Sunday (8), a week ahead of schedule due to several conventions assembling in the Black Hills. Performances at Spearfish are given at 8 p.m. every Sunday, Tuesday and Thursday until Labor Day.

The stage is 650 feet in length and the amphitheater is built on the side of a hill overlooking the city of Spearfish. It has a capacity of 6.500.

Josef Meier and 35 professional actors play the speaking parts. Between 150 and 200 local people pigeons are used.

in 1932 by Josef Meier, whose family had taken part in the play for seven generations. It came from Luenen, Westphalia, in Northern Germany, where it has been presented for over 700 years.

many a week ago and will be with week. him for some time. The Meiers' vacation in Spearfish.

two weeks, it still ended deeply pation. in the red. However, the company will return to Lake Wales next fall and try once more to establish the production there. It also makes an Herschell Lists annual road tour.

Heat, Rain Smack **Miami Latin Fete**

Festival of Americas Proves Costly But Artistic; Summer Grosses Aided

Americas wound up an artistic suc- Connee Boswell starred in the cess, but the city reportedly auditorium show, which also feadropped a bundle on its summer- tured Paraguayan folk singers and time promotion, designed to stimu- dancers, the Los Ticos quartet of late off-season hotel and travel Costa Rica, and the Miami Ballet grosses. The affair, however, is de Espanol. rooted in the imaginations of local | Firms citing the festival as causbusiness people, who anticipate ing an increase in business included making it an annual event.

Torrid heat was the bugaboo and TAN Airlines. last week, being hot enough to There were international golf, complete the cast. Eight camels force cancellation of midweek soccer, water skiing, marching and plus sheep, horses, donkeys and afternoon talent shows in Dinner sailing competitions. Key Auditorium. The shows were The play was brought to America one of the few revenue-earning the huge parade June 13 on Flagelements from which the festival ler Street and Biscayne Blvd; the could have made up its expenses. crowning of Mercedes Baquero of

the rainout on Sunday (22) of the cas, and the appearances of the closing-day water-ski tournament. Colombian symphony and Tolima Temperatures ranged as high as Chorus in concerts that received Meier's father arrived from Ger- the 90's during the preceding standing ovations at the audito-

All participants were more than daughter, Johanna, has completed pleased with the scheduling of the tee, J. J. (Skip) Shepard, summed her third year at the University of events, however. More than 450 up the festival by saying it accom-Miami and will spend her summer persons from Latin American coun- plished what it set out to do. tries took part, and hotels and air-The company has been playing lines reported increased business future programs of this type," he in Lake Wales, Fla., during the during the week. Miami sent a said. "We are elated to have done past several winters. Altho the promotion team to many countries our share toward bringing the peo-Florida season was extended for to drum up publicity and partici-

MIAMI --- The Festival of the] Jaye P. Morgan, Paul Anka and

the Jordan Marsh department store

Highlights of the Festival were Also a victim of the weather was Colombia as Queen of the Ameririum.

Chairman of the festival commit-

"We laid the groundwork for ples of the Americas together in a common harmony of interests."

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NORTH TONAWANDA, N. Y. --Merry-Go-Round sales this season by the Allan Herschell Company have included two for foreign countries and a dozen in this country.

14 MGR Sales

had shipped models of the standard ride to buyers in Liberia and vet complete, with excellent rethe Dominican Republic.

In addition, it reported sales to the following:

Spring, Texas; Leo H. Cronise, ties, but the spot has clicked Boonsboro, Md.; James R. Dillon, along on the strength of a top Youngstown, O.; Kissel Bros. location. Rides, Cincinnati; Ocean View Wrestling has been offered a Park, Norfolk, Va.; John Pino Jr., couple of times with satisfactory Cambridge, Mass.; Peony Park, results, as have used car shows, Omaha; Pleasureland Amusement a home show, boat show, circus, Co., Boise, Idaho; W. A. Schafer, and rodeo. On tap are Louis Arm-Dallas; Third Avenue Amusement Co., Brooklyn, N. Y.; Tillyou Realty Co., Steeplechase Park, New York; and Gordon H. Wood, at \$2 and \$3 the place has a Durano, Colo.

Island Garden

WEST HEMPSTEAD, N. Y. --- Two jazz concerts are set for Arnold (Whitey) Carlson's project, The company said last week it the Island Carden Arena. Spot has operated since winter, altho not sults.

Some 6,000 seats are in, and work remains to be done on Frontier Savings Stamps, Big lounge, bowling and office facili-

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GENERAL OUTDOOR

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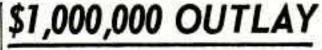
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Plant Additions Are Pushed at PNE

VANCOUVER, B. C .- Devel- | ment of existing parking facilities last year. near Empire Stadium. opment work costing in excess of

\$1,000,000 is well under way at Exhibition Park with all the scheduled projects due for completion for the annual Pacific National Exhibition. Which, because of British Columbia's continued obtwo days, closing September 1.

About \$415,000 is being spent \$80,000. by the PNE with the balance going permanent midway of the Burrard \$75,000. Amusement Company.

earth, provision of water, gas, the northwest corner. sewer and other services to the area as well as retaining walls. Considerable landscaping work will also be done and the huge amount of earth being removed is being used for adjoining fill purposes as well as in the improve-

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Painting and special renovation

Preparation of new parking More than \$130,000 is being areas and renovation of some existspent by the PNE in preparing the ing space used for that purpose site of the new midway. This will cost about \$30,000. A new project includes the removal of parking area is being developed on Auditorium's exterior was tuck about 100,000 cubic yards of the site of the old midway and on



NEW YORK --- One of GAC-Hamid's busiest weeks ever, including the following openings: a 12act circus show starting for the

Milwaukee Arena * • Continued from page 50

In October the Auditorium-Arena will be used for concerts by the Milwaukee Pops Orchestra; * wrestling; Arion Music Club, and Rod-O-Rama, a newcomer with great potential which held a * highly successful first show here

November bookings include the * Additional seating for 2,200 annual Wisconsin Teachers conpatrons is being provided at the vention, which ranks among the northeast corner of the stadium largest State sessions in the Midand the roof of the grandstand is west; the annual Milwaukee Press before the gates open August 18 being extended to cover 4,000 Club Hall of Fame Banquet; Milseats at a cost of \$100,000. Work waukee Pops Orchestra concert; has already been completed on the Pacific Showmart formerly known Holiday Folk Fair; National Press servance, will extend its run by as the Commercial Building. Cost Conference; the Fifth Annual Acof the renovation was about cordion Festival and the Wisconsin Cat Show.

December is heavily booked into the actual operating equip- work on many buildings and sec- with a series of large industrial ment and buildings of the new tions of the grounds will cost about employees' Christmas parties, and the traditional Service Ball.

Improvement Program

An extensive improvement and maintenance program is in progress. Last December, the entire pointed and the coping repaired at a cost of approximately \$65,000. Board approval was recently obtained for an outlay of \$12,000 for new ranges and ventilation equipment for the permanent kitchen. Funds have also been allocated for a new travellor for the Bruce Hall stage and new drapes to adorn the entrance.

All improvements and repairs are financed by the Auditorium-Arena itself, and the buildings are not carried on local tax rolls.

CHICAGO-The city has an-C. of C. June 26 in Bayonne, N. J.; nounced plans for building three circus the same day for the Elks year - round swimming pools. In in Willimantic, Conn.; Night of winter, the pools will be enclosed Thrills, June 27 in Washington, and heated. In summer they will D. C.; Flushing Meadows Aqua- utilize 10 - foot doors that open



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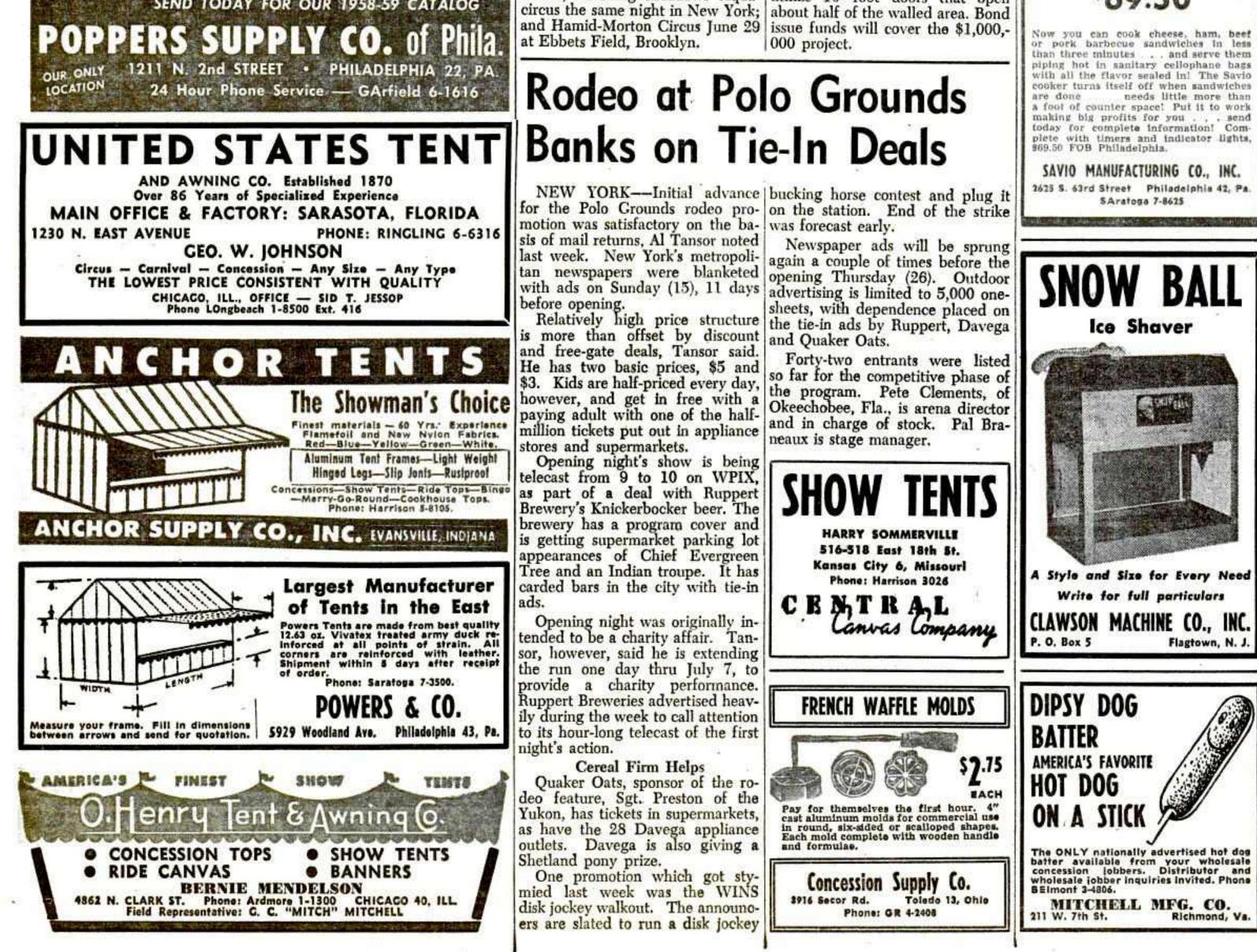
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JUNE 30, 1958

THE BILLBOARD

53

FINAL CURTAIN	Carnival Routes	Dickson United: Marietta, O.	Hugo's Nov. Expo.: Creston, Ia., July 1-5.	Bailey: Youngstown, O., July
TIMAL CONTAIN		Dixie Am. Co.: Pineville, Mo., July 2-5; (Leeds) Sioux City, Ia.,	Hunt's Am. Co.: Parkersburg, W. Va., July 1-5.	1-3; Johnstown, Pa., 4-5; Colum- bus, O., 8-10; Cincinnati, O.,
HARMON-Percy O.,	A-1 Am. Co.: Farmer City, Ill.;	Second and the second s	Ideal Rides: Shelbyville, Ill., 30-	
60, Perry County collector and	Antioch 7-12. A & T Am. Co.: South Webster,	July 1-4; Miami 7-12.	July 6; Hymera, Ind., 7-12. Imperial: (Fair) Brownstown, Ill.;	anton, Calif., 30-July 13; (Fair)
Fair, recently in Perryville,	O. July 2-5; Beaver 8-12.	Down River Am. Co.: Ecorse,		Santa Rosa 18-27.
Ark., of a heart attack. Surviving	Alamo Expo.: Lander, Wyo.	Mich., July 1-6; Dexter 8-13.	Inland Empire: Rupert, Idaho, July	
are his widow, a son and a	American Beauty: Red Oak, Ia.,	Drago, No. 1: Hoopeston, Ill., July 3-4: North Judson, Ind. 7-12.	1-5. Johnny's United: Brazil, Ind.; Dan-	Miscellaneous
daughter. Burial in Pleasant Grove Cemetery.	July 1-4. Amusements of America: (Preak-	Drago, No. 2: Walkerton, Ind.;		miscentineous
CONTRACTOR CONTRACTOR OF A CON	ness Shopping Plaza) Wayne,	Galveston 7-12.	Kellogg, Robert D., Am. Co.: Poes-	Brunk's Comedians: Leadville,
McMENUS-William Preston, operator with his brother, War-	N. J.	Drew, James H.: Paintsville, Ky.; Richmond, Ind., 7-12.		Colo., 30-July 5.
ren, of food concessions at Cali-	Badger State: Colerain, Minn., July 4-6.	Dumont: Greenwood, Miss.	Ken Penn: Springdale, Pa.; East- wood 7-12.	Damon, Dwight, Magician: Daven-
fornia fairs and expositions,	Baker United: Linton, Ind.; (Fair)	Dyer's Greater: Peru, Ill.; Galena	Key City: La Porte, Ind.	port, Ia., July 4; Oregon, 111., 5.
June 17 following a long illness. In addition to his brother, he	Oakland City 7-12.		Kile, Floyd O.: Baton Rouge, La.;	Matchstick City: Anderson, Ind., 30-July 5.
leaves his mother, Mrs. Sadie	Barstow Am. Co.: Aliquippa, Pa.	Eastern Am. Co.: Houlton, Me. Eddie's Expo.: Dempsey Town	Salisbury, Mo., 8-12. King Bros.: Pagosa Springs, Colo.,	R-Bar-L Rodeo & Wild West:
McMenus; a son, a daughter and	Beam's Attrs.: Sligo, Pa. Bee's Old Reliable: (Fair) Central	n oo t i n to i n i 7 10	July 1-5.	Loogootee, Ind., July 4-6; Paoli
a grandchild. Burial June 20	City Ky · (Fair) Scottsville Ky	Emshoff, No. 1: Columbus, Wis.,	Lagasse Am. Co., No. 1: Waltham,	8-9; Charleston 12-13. Schaffner Players: Quincy, Ill., 30-
following services in Community Brethren Church, Montebello,	Den Am, Con Trattyme, man,	July 4-6. Emshoff No. 2: Sports Wis July	Mass. Lagasse Am. Co., No. 2: Lowell,	T. L. O T.L. M. 710
Calif.	Thorsby 7-12. Belle City, No. 1: Waukesha, Wis.	4-6.	Mass.	beott, Tominy, Country & Threey
POLLARD-Joseph,	Belle City, No. 2: Burlington, Wis.		Lagasse Am. Co., No. 3: Hamilton,	Show: Plainfield, N. J., July 2; Riverhead, N. Y., 4; South
71, a pitchman for 30 years,	Bernard & Barry: Rouyn, Que.,	1-5; Hopkins 7-12.	Mass.	Hampton 5; Lindenhurst 7.
June 21 in Detroit of angina		Fairland Am. Co., No. 1: Lacka-		
		WAITING N. I., THEY I'LL WEATHER	Lancing tack, pushving the pair	
pectoris. Details in Carnival sec-	City 10-20. Big Four Am. Co.: Oconomowor.	lawn 11-13.	Lindle, Jack: Rushville, Ill., July 3-6; Waverly 7-12.	Ice Shows
aion and Pipes column.)	Big Four Am. Co.: Oconomowoc, Wis., July 1-6.	lawn 11-13. Fairland Am. Co., No. 2: West	3-6; Waverly 7-12. Little Rhody: Bristol, R. I.	Ice Shows
aion and Pipes column.) SURRETT-Eddie,	Big Four Am. Co.: Oconomowoc, Wis., July 1-6. Big State: Port Isabel, Tex.	lawn 11-13. Fairland Am. Co., No. 2: West Seneca, N. Y., July 4-5; Sloan	3-6; Waverly 7-12. Little Rhody: Bristol, R. I. Lone Star Am. Co.: Amarillo, Tex.;	Shipstads & Johnson's Ice Follies:
aion and Pipes column.) SURRETT-Eddie , concession worker with Alamo	 Big Four Am. Co.: Oconomowoc, Wis., July 1-6. Big State: Port Isabel, Tex. Blue Valley: Cameron, Mo., July 	lawn 11-13. Fairland Am. Co., No. 2: West Seneca, N. Y., July 4-5; Sloan 19-20.	3-6; Waverly 7-12. Little Rhody: Bristol, R. I. Lone Star Am. Co.: Amarillo, Tex.; Tulia 10-17.	Shipstads & Johnson's Ice Follies: San Francisco, Calif., June 30-
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PARKS-KIDDIELANDS-RINKS

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

THIS POSSE USES SPACE

Space Grotto Best In New Kids' Park

Spaceland attraction opened with Leo Russell Studios, has applied a fanfare Thursday (19), the latter framing and Sacrete to create a being a lavishly catered reception realistic grotto walk-thru, offered for New York and Long Island as the planet Vulcan. Space actors press people. housed in an airplane hangar at old eerie passages, and lecture at ani-Roosevelt Field at Westbury, was mated sections representing space nearly completed. Public was ad- gas, lunar fountains, galactic monmitted the following day.

Spaceland is situated at the junc- fluorescent paint used. tion of Old Country Road and Meadowbrook Parkway in Nassau County, a relatively high-traffic location. Four kiddie rides are spotted outside, and a Helicopter inside. All are Herschell units, the others being the Little Dipper, Sky Fighter, Boat Ride and Jolly Caterpillar.

Mock Rocket Trip

Also inside is a 73-foot simulated rocket ship, within which seated patrons are taken on a trip thru space by utilizing films, sound effects and vibration. The hangar ceiling has blinking lights strung out in Zodiac system patterns.

One or two novel features are employed, the most creative of which, and one which would be an asset to any park in the land, is not immediately evident. On the floor are Polaroid photo gallery utilizing space-traveler background; refreshment counter; gift operation, whose stock is not limited to space items but includes general slum and toys; radar and satellite models contributed by a commercial electronics school, Punch and Judy in Spaceland, and a center stage.

NEW YORK --- The suburban room, sculptor Jack Giasullo, of the The attraction, double as guides in the dark and sters, and so on. There is much

> To be answered is whether the entire package will stimulate repeat business, which Hodge and backers Lester Tobin and Lionel Michael anticipate. The property, lying alongside Roosevelt Raceway and Roosevelt Field shopping center, is extremely costly, and talent expenses elevate the operating costs. Admisison is 75 cents for adults, 50 for kids. Location and novel approach assure a good kick-off season, however. Advertising is handled by Al Dethuin, aided by Edith Simmons, and publicity is handled by Chuck Dreyfuss.

Turn Down Bingo at Ocean Beach

NEW LONDON, Conn. ---Ocean Beach Park board has rejected a proposal that bingo games dled by Milton J. Berger. be permitted at the city-owned-andoperated amusement park.

MANCHESTER, Conn. ---George Bourbeau, of Holyoke, Mass., has had plans okayed for a children's amusement park at the rear of the multi-million dollar Manchester Shopping Parkade on the West Middle Turnpike. Initial features will include a Kiddie Tractor Ride, a Tinkertown Trolley ride, Ferris Wheel and a Boat Ride.

The State Fire Marshal's office says no complaints have been registered, and the Bourbeau permit "will automatically go thru."

Throngs See **Fleet Blessing** Off Coney Is.

NEW YORK -- Good weather graced Coney Island's Blessing of the Fleet, and an estimated 1,000,-000 flocked to the beach to provide a natural audience for the event off Steeplechase Pier. Metropolitan papers covered the procedure.

Croydon Yacht Club was host for the third year's program, held under auspices of the Inter-Yacht Club Council. Three hundred craft passed before the review boat on which were Protestant. Catholic and Jewish clergymen. Also aboard was Carol Christensen, Miss New York Summer Festival.

Publicity for the event was han-

Holyoke, Mass., Talent Budget Up, Okays Kidspot Attendance Follows

off handsomely for Lake Com- due to poor weather to date. pounce this season. Several leading attractions are booked in and ought to stimulate attendance. Some of year of operation since Dad Norton the money previously devoted to founded it in 1846. Five years the "Hunky Dory Smackers" auc- later the Pierce association began tion promotion has been channelled and it has been continuous in the into acts, with good results.

cial play money being given out and game operations. with all purchases at the park, were taken home and saved.

Tommy Bartlett's water show is persons to Compounce. booked in for July 9, in co-operation with WNAC-TV, New Haven. van continue to be the nucleus of Ballroom attractions will include the Sunday free shows, with varithe Elgart, Tommy Dorsey and ous other novelty acts from several Stan Kenton bands. A feature on agencies. Aldea Brennan office of Thursdays is the record hop series Hartford, and Cooke and Rose of by Jim Gallant of WNAC-TV, who I ancaster, Pa., have been used so has a weekly show preceding the far. The "hillbilly auction" is be-Dick Clark "American Bandstand" ing shelved and will no doubt renetwork program. In 1957, it was appear in a season or two, it was estimated, turnouts for the hops reported.

BRISTOL, Conn. -- Increased averaged more than 1,500. Average talent budgeting has been paying is just under 1,000 now, probably

113th Season

This is the 113th consecutive families since then. The partner-The promotion consisted of spe- ship operates its own ride, food

April and May weekends were Merchandise of established value very bad because of the cold and was then auctioned. Some 500,000 rain, but things have picked up bills were handed out during the nicely in June. Picnic bookings are year, Julian Norton reports, and slightly over last year's, with high scarcely any were ever found hopes for the big American Hardaround the grounds, indicating they ware Company outing in August, which annually draws 8-10,000

Slim Cox and his Cowboy Cara-



By STAN FISCHLER

gives the correct determination of rink prizes to attract the largest number of entrants, gives possible tie-ups with local groups and tips on getting press, radio and TV coverage. It also tells how to prepare entrants for the semi-finals and how to set up photos and other pertinent data. At this writing numerous city and State Chambers of Commerce have requested information and kits for their own distribution and further efforts are being made by the RSFA to make tie-ins with these organizations. For further info about the contest write Skate Queen Contest, 400 Madison Avenue, New York.

The stage is used for a regular Western posse routine, so common at frontier towns, different only in the futuristic setting. In this case, kids trail the space pirate, not the stagecoach bandit. Al Hodge, former TV Captain Video, has assembled 14 kids from non-theatrical sources as the talent. Costuming Richard L. Sheflott, who said he of the space people is first rate.

Upstairs, however, is the neatest part of the operation. In a large

MUNUES COLDOOR

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PLANNING AN ARCADE ?

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BRyant 9-0576

"Imitated But Never Duplicated"

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State full particulars.

c/o The Billboard

Board chairman Morris Lubchansky told a board meeting that bingo is being played five nights a week in New London under sponsorship of various organizations, but "I personally don't like to see the beach go into the bingo business."

Bingo had been suggested by wanted to see profitable operation of the Recreation Hall.

Carroll Wins With Shindig

AGAWAM, Mass. --- Press-radio-TV party thrown by Eddie Carroll for Riverside Park drew plenty of coverage. At least one daily devoted feature space to the shindig and mentioned the Rotor addition at Riverside.

and dispensed a load of plush distributed to metropolitan papers pandas and good cheer.

Jersey Area **Budgets Ads**

NORTH WILDWOOD, N. J .---A budget of \$8,000 to inaugurate an advertising program of the Jersey Cape Promotional Council was adopted by the board of directors of the Cape May County Chamber of Commerce.

\$5,000 for five billboards, two of which will be illuminated to advertise the Jersey Cape as a place in which to live, work and play.

The \$2,500 television advertising will consist of daily one-minute Philadelphia. The announcements period.

The \$500 publicity appropriation will pay for some 20 feature Carroll tossed a steak dinner stories and 60 photographs to be on the East Coast.

NEW YORK-Summer's just ar-

rived, but now's the time that rink operators are making plans for the national skate queens contest, November 17-19, in the Crown Hotel, Miami Beach.

One of many big gimmicks planned for the extravaganza is an additional \$4,000 in gifts, including a four-year college scholarship to the winner. Last year's first prize The first appropriation will be of a new Thunderbird also will be on the list of awards.

Gaining prestige every year, the skate queen deal has the support of skate manufacturers as well as the neighborhood rink operator.

"The contest will help those who spot commercials for a 10-week help themselves," said Joe Shevelperiod over Station WVUE-TV in son, Chicago Skate Company vicepresident. "It's like casting bread are planned for a late afternoon upon the waters and getting cake in return. If you promote the con- America on Wheels Arena in Bladtest, the national coverage in papers, magazines, TV and newsreel will help spark the new season and bring bigger box-office receipts.

The Roller Skating Foundation of America estimates that there will be a 300 per cent increase in entries for 1958, not to mention a big boost in coverage for the queen.

The winner will be flown to New York to make personal appearances on TV and in newsreels. She will pose for national magazines and newspapers and make personal appearances. A Hollywood screen test also is planned.

A complete list of judges has not been formulated, but Frank Torre, Milwaukee Braves first baseman, was so impressed with the contest last year that he asked to be back this semester.

As a practical guide for the rink operators participating in the contest, a 1958 skate queen kit has been prepared. It spells out in detail each step for a successful

The kit includes rules and regu-Pennsylvania Railroad, Ltd., Heli- lations for the operators in nomicopter, Buggie Ride, Boat Ride, nating the queen, instructs how to Merry-Go-Round and Turtle Ride, set up the contest at rink level,

ELIZABETH, N. J .-- National championships of the United States Amateur Roller Skating Association are to be held July 6-12 at the ensburg, Md.

America on Wheels is sending 175 to 200 skaters from its Northern rinks, and a large number of winners from its Southern rinks. Among events to be skated are dance, figures, fours, free style and pairs. Pat Aluise, manager of the Bladensburg Arena, has the rink in readiness for the events, and reservations are being made at the Willard Hotel, Washington, for contestants.



Hunt's Pier Flashes 'Firsts,' A Satellite Jet, Crazy Cups

Pier, which had its premiere last year, has expanded its all-concrete and steel pier this year for added rides. Its Flyer Roller Coaster is the only ride of its kind on the Atlantic Coast out over the ocean.

One of the most exciting new rides is the Satellite Jet. It was imported from Germany by Eric Wedemyer, Inc., and was manufactured by Kasper Klaus, Mem-



WILDWOOD, N. J. -- Hunt's mingen, Bavaria, Cermany. The president of this corporation, Klaus, visited Wildwood to examine the site of the Satellite Jet.

> Vincent J. Kostek Jr., who is manager of Hunt's Pier, said this is the first installation in the United States of the Satellite Jet.

> Another first for Hunt's Pier this year is the installation of Crazy Cups, manufactured by the Philadelphia Toboggan Company. The highly successful German imported Hot Rods of last year is featured this year on a new wooden roadbed with banked curves.

Other rides on the pier include program. the Scrambler, Panther Cars, the



FAIRS-EXPOSITIONS

JUNE 30, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

Santa Rosa, Calif., **Eyes Record Gate**

SANTA ROSA, Calif. -- One of harness, quarter-horse and thoronew building and a new judging bred racing are expected to top ring and a new outdoor theater, 1957's pari-mutuel handle of \$2,plus added acreage will mark the 242,000.

Sonoma County Fair here July 18. band concerts, community shows,

ring, and a \$17,865 outdoor the- day. ater.

fair to set aside 61 acres for park- gether with West Coast Shows and ing.

year's record 142,125. Eight days second year as manager.

'Copter-Pole

Act by A & H

At Calgary

A capital improvement program CM's "Previews of Progress" and in excess of \$150,000 has resulted vaudeville booked thru Bill and in enlarging the fair's site to 160 Bella Marcum's Hardin Agency, acres and has enabled the erecting Oakland, Calif., will occupy the of a new 8,400 square-foot Arts outdoor stage every afternon and and Crafts Building costing \$73,- evening. A Youth Physical Fitness 574, a new \$43,132 indoor judging Day is scheduled the closing Sun-

Commercial exhibitors and food The added acreage permitted the and drink concessionaires, who to-

Foley & Burk last year paid \$46,-Completion of a four-lane free- 073 into fair coffers, are already way all the way from the Golden signed in excess of \$50,000, with Gate Bridge is expected to up at- some space still available. Former television show in late September tendance considerably over last Supervisor James Lyttle is in his and the rehearsals conflict with Mindling of the William Morris

4 Show Units For Rhinebeck Grandstand

CALGARY-Atterbury - Horn-RHINEBECK, N. Y. -- Cooke and Rose talent is being used by beck, producers of aerial thrill acts. with headquarters in Springfield, the Dutchess County Fair for its Mo., have closed to present a free grandstand shows this season. special thrill attraction combining Fair week is August 22-27. Friday and Saturday (22-23) of nesday and Thursday, Septem- band, and line of girls. Three days at the Calgary Stampede, which fer Hawkshaw Hawkins hillbilly revue and western unit. Sunday Part of the helicopter-sway pole has the Cherokee Oklahoma Ranch act was presented at the Minnesota Rodeo. Monday and Tuesday have the first four days, then Hope goes the Henri LaMothe Aquacts unit. Wednesday has the Cooke and Ros

York to Sub In Gobel's Cancellation

YORK, Pa.---Another of those opening of the 10-day, 21st annual Free entertainment, including irritating short - notice booking changes, which Frank Wirth of New York has handled for the York Inter-State Fair in past years, has cropped up in the form of the George Gobel appearance.

Gobel had been booked into the big date for Friday, September 12. But the act recently pushed up rethe expense of a couple of per- chestra. sonal appearances.

appearances.

was expected momentarily.

Springfield, III., Is Heavy on Names

'Satchmo,' Jane Russell, Peggy King, James Garner Signed for Grandstand

SPRINGFIELD, Ill. -- Louis by Sam J. Levy Sr., president of Armstrong, Jane Russell, Peggy Barnes-Carruthers Theatrical En-King, and James (TV's Maverick) terprises, Chicago, will be present Garner are among the names sign- five nights. ed for the Illinois State Fair here.

Other names and acts booked for one-night appearances are Comic Jonathan Winters, the Pro Football Comic Jonathan Winters, the Dukes of Dixieland, Peter Donald hearsals for his fall TV series at and Frankie Masters and his or-

Armstrong and his pops concert In addition to York, Gobel has group will headline the night pulled out of half of his two-week grandstand show, Friday, August stand at the Palmer House in Chi- 8, opening night. The others will cago, it is reported. He opens his appear Saturday night, August 16. All were booked in by Lou office, Chicago.

Wirth, undaunted as usual, had The WLS National Barn Dance, a couple of name artists in tow perennial favorite at the fair here, this week and an announcement will be in Saturday, August 9. A revue, with variety acts, booked in



SYRACUSE --- Bob Hope will package starring Johnny Mathis, be a feature at the New York for two days.

State Fair this fall. The Frank Hope will be surrounded by a Wirth office has Hope booked into heavy revue-type production. the Coliseum for Tuesday, Wed- There will be a variety of acts,

55

Game Is Slated At Columbus

COLUMBUS, O .--- A pro football game between the Chicago Bears and the Philadelphia Eagles has been added to the list of major attractions for the Ohio State Fair. The game, to be held Sunday, August 24, will be staged under the sponsorship of the Columbus

Dispatch-Journal Charities. Seating capacity for the game will be 25,000. The present grandstand is to be enlarged and revamped and semi-permanent bleachers are to be erected in the race track infield.

WANT

OUTSTANDING

the Sky Kings and a helicopter opens July 7.

State Fair, St. Paul, last year, and the attraction will repeat there this year. Due to space limitations in the Stampede infield here, the act's high rigging will be set in specially built, reinforced piers built above the rodeo chutes.

The aerial thriller consists of three performers, two helicopter pilots and two helicopter mechanics. The helicopter moves over-land on two specially built Spartan trailers. For moves, parts of the helicopter are disassembled. Upon arrival at the site of an engagement, the helicopter is used to erect the aerial rigging and thus

speeds up make-up time. Bill Atterbury, director of the attraction, says that the rigging thus can be put up in about 28 minutes. Darrell Hornbeck closed for the unit's appearance at the Topeka Contracts

Besides Atterbury and Hornbeck, others with the unit include William Dundas, pilot; Bob Krueger, second pilot; Jim Moran, and Rob-ert Prescott, flight engineers; Nick Ratledge, searchlights, and George Towne and Roger Stephens, Sky Kings.

CARNIVAL WANTED

OSBORNE COUNTY FAIR

August 14-15-16.

Call, Write or Wire

BOB ACREE

Osborne, Kansas

Circus. The Budweiser Clydesdale show horses will parade twice daily before the grandstand. Circus acts include the Four Honey Girls, tumbling; Art Donnelly and Company, table rock; Gloria and Her Pets, dogs; La Bell Ray Duo, acro; Mervyn the Great, balancing; Lou Meyers, comedy juggler and emcee; Mable Carlson and Her Hollywood Horses; Tex Orton and Company, archery and sharpshooting; Jessie Griffiths, organist; Los Laraaerial.

One dollar general admission Saturday (21). tickets are 75 cents each on the Helping the advance sale offer.

Chordettes for Six-Night Shows

TOPEKA, Kan. -- The Chor-dettes have been contracted to appear for six nights in front of the grandstand at the Kansas Free Fair here. They will be an added attraction to the revue booked in by Barnes-Carruthers Theatrical Enterprises, Chicago. The Chordettes were booked in

by Eldred Stacy, of Music Corporation of America, Chicago. Stacy also has booked the Chor-



Phone: 319-J

ber 2-4.

The Coliseum schedule opens in, followed by a GAC-Hamid

Race Cards At Danbury **Doing Well**

DANBURY, Conn.--Stock car racing has been drawing heavily on a Saturday schedule at Great Danbury Fairgrounds. Midgets returned to the area after a 10bees, whip act; and Miss Joni, year absence and pulled a rare turnaway at their first appearance

Helping the bonanza night at John Leahy's layout was a long feature article detailing Danbury's historical role in auto racing, topped with a photo of the starting line festivities 25 years ago.

the Chordettes at Decatur.

at a fair is long for him. His 1957 appearance at York, Pa. was for one day.

It is understood the guarantee phase of the contract is as high as has ever been yielded by an American fair, and that Hope's minimum exceeds \$30,000. In addition, Hope is understood to be cut in on outside gate money in excess of the 1957 record turnout.

Fanchon & Marco To Stage Shows at Fresno, Hartford

HOLLYWOOD --- Fanchon & Marco has been awarded contracts to book and produce grandstand shows at Kings County Fair, Hanford, and the Fresno District Fair, Fresno, Russ Stapleton, head of the booking firm, announced.

Kings County Fair will be held September 11-14 and the Fresno District Fair, October 2-14.

F. & M. is producing the Handettes into the Decatur, Ill., and ford event for the first time in two Greenville, O., fair for one-day ap- years. At Fresno, Stapleton has pearances. The Jimmy Dorsey or-produced shows for 15 years, with chestra will be on the bill with the exception of 1956 when the contract was awarded GAC-Hamid.



4977 Brewster Drive Tarzana, Calif. Phone: Dickens 3-6404

CARNIVAL WANTED

For County Fair, July 30 thru Aug. 2, Danville, Illinois.

ROBERT BANKS, SEC. 306 Adams Bldg., Phone 255





CIRCUSES

THE BILLBOARD 56

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 30, 1958

Beatty Does Well In Vermont, Canada

Gives Six Shows in Two Days at Ottawa; **Outfit Getting Good Weather Breaks**

cus, first tent show here in about been good in its territory. The 16 years, played Tuesday (24) and border crossing into Canada Sun-Wednesday (25) to three houses a day (2) was well handled. day. Advance was big and the people turned out, according to were good for the show. Both the show.

Auspices was Kiwanis and lot was in a separate municipality.

The Beatty show has been run-

Cristiani Sets Parade, Extras For Milwaukee

MILWAUKEE-Cristiani Bros. Circus will parade thru downtown Milwaukee on the first of its twoday stand here July 14-15.

And the sponsoring Jaycees are including several bus-loads ot youngsters as part of the street march. It is believed to be the first time UPCs have appeared in the parade, altho they will not be identified as other than kids on their way to the circus.

Advance sales for the show in Milwaukee are reported very

OTTAWA---Clyde Beatty Cir-|ning along smoothly. Weather has

Earlier, New England stands Worcester and Springfield, Mass., brought fine business, it was reported. Rutland, Vt., was fresh and turned in two big houses. Brattleboro was surprisingly large. Montpelier was fair. Burlington, Vt., had a very strong Saturday business (21).

Circus played Plattsburg to a full house for the afternoon-only Nine Ringling-Barnum elephants schedule on Sunday (22), after have been purchased by Beechwhich it crossed over into Canada. bend Park here, bringing the park's First stand in Ontario was Corn- herd to 12, it was announced last wall, a repeat from last year and week by Charles Garvin, park a fair day's gross.

General manager Frank Mc- The bulls are already on display was ill a few days.

Braden, Charlie Schuler and Oro sold. Parks, is using the former Ringling | The new bulls consist of two old towns when the show arrives.

HUNT OPENS EXTRA 'WAGON'

KINGSTON, N. Y .--- When Hunt Bros. Circus played here Wednesday (18), the throng that descended upon the show was so large the ticket wagon couldn't handle them in time. Manager Harry Hunt opened a "Number 2 Unit" in the form of a soap box and from there he sold big show tickets, thus relieving pressure or the wagon.

Nine R-B Bulls Bought for Ky. Beechbend

BOWLING GREEN, Ky. owner.

Closky has been away from the in the park, said Garvin. They will show on business, and Walter be worked into an act this sum-Kernan, associate manager, has mer by Smokey Gray, who came been in charge. Kernan, however, with the bulls from Sarasota, Fla., quarters of the circus. At season's Press department, with Frank close the animals will be leased or

system whereby each agent makes ones, Topsy and Kanardi. The two towns a week and is in his young ones include Rajee, Blondie, Henry, Bambi, Trixie and Targue.

CRISTIANI OPENS CHICAGO STAND Publicity Rolling; Kelly Clicks;

More Billing Due; New Banners In

Circus was opening its important performance. On the second night Chicago Lakefront engagement this the national convention of the CFA weekend. The show plays on the is meeting with Cristiani and memparking lot south of Soldier Field bers will be paid customers in a Friday (27) thru July 13.

Emmet Kelly arrived in the city early last week and all four newspapers carried stories and photos, the Daily News giving it a front page spread. Sun-Times also gave the show the cover of the Sunday those on good streets in the Loop. (22) theater section, while the Next step will be to have the crews News and American had similar back in action with paper dated spreads coming in the first days of the run.

In a connection with the powerful State Street Council, the show will parade its calliope, Indians, elephants and horses on State key shows. Street Monday (30) and will have acts on State Street's own bally stand each noon hour thru the ucts from O. Henry Tent Comweek.

Press Party

Whole thing kicks off Friday (27) night with a performance at which the press and broadcasting people trim, new marquee, and new added will be guests of the show and middle pieces for the menagerie Tom Parker, local promoter who tent. controls this date. Press spread starts with a buffet dinner in the wild animal arena, then a tour of the lot, side show and menagerie.

CHICAGO --- Cristiani Bros. Finally, they are catching the block of some 200 seats.

Half of the show's billing has been done and observers note that the window lithographs and cards have been located in unusually good stores and windows, including "now," and this will bring the total lithographing to a high level.

Radio-TV publicity and interviews got under way last week, and Kelly was guesting on numerous

Being delivered for the Chicago date was an order of canvas prodpany. Included are new banners for the Side Show front, new concession tents thruout, new bally cloths and other decorating and



CIRCUS REVIEW

stong. Stanley Paul has been here several weeks to handle the promotion. Show already has added a third show to each of the two days in order to accomodate the anticipated crowds, and other shows may be added later.

Whether there would be a parade was in the air for some time. The show will be at the vamped Hagen Bros. Circus has West Allis. Therefore, the city of in Illinois and Wisconsin. The show Milwaukee assessed a \$750 fee for represents tremendous changes in business leaders then offered to last season. pay the fee and one offer was for the march.

Midnight Sun Land Seeing **Boat Circus**

OSLO--A novel part of Circus Lowe's printed program is the list up by a third. Where last year it to be done. However, most of the but the train sped on. of circus staff members which includes ship's captain, John Tafto; first mate, O. Koemstad; second Lowe is spending most of the summer touring the coastal cities of Norway above the Arctic Circle, and has chartered the sea-going "Vepo" to transport circus personnel, tents and equipment from town to town. No electrician is listed as the towns being played have 24 hours of daylight during the summer months.

Circus Lowe has its own horses, a camel and a zebra. Liberty horses are presented by A. Reinsch and Viola Mundeling - who also appears as a high-school rider. Circus line-up is varied and good: Conny Hende, trapeze; (2) Chester Dieck Girls, trick cyclists; Five Cortinas, trampoline; Seven Asthianis, teeterboard tumblers; Miss Lidal, contortionist; Mr. Kayton, springboard leaps over four horses and a camel, and the Three Karlys, clowns-who also present a comedy juggling act as Jim, Johnny & onas.

Hagen Show Undergoes Widespread Changes

By TOM PARKINSON MELROSE PARK, Ill .--- A refairgrounds, which is in suburban been playing to good attendance here. a parade there. Each of local equipment, acts, and staff since ager. He joined some weeks after

accepted, thus clearing the way stands are new to the routing this season, and Melrose was both. The however, and has made a number Sunday (22) had a straw afternoon of changes. and mediocre night. Monday (23) had two strong houses, the night the 1957 show and the present Tinn was aware of the fact that side being near-full. Auspices was one, with special emphasis to the the troop train was only two miles a church.

units this year, compared with up and turmoil. The over-all show and flares along the tracks. to 20 last year. Now that work its appearance have both benefited As he lit the last of his five sigon new seating has been completed and suffered as it went thru the nals, he saw the troop train. It while on the road, the capacity is transitions. There is still some work wasn't slowing. He waved a flare had an 80, this year's top is a 100

with three 40's-a former R-B menagerie top. Marquee is a new O. Henry Tent model delivered

Cole Manages

James M. Cole is general manthe show got under way because Some two-day and Sunday of prior bookings with his bulls. He has been on some weeks now,

The show is moving on some 15 have come without some hitches thought there was time to put

(Continued on page 57) Then there was the collision.

Anniversary Of H-W Wreck Star Rider

GARY, Ind.--This city and its newspaper recalled Monday (23) the 40th anniversary of the Hagenbeck-Wallace Circus train wreck. It happened shortly before the dawn of June 23, 1918. The dead, in a way, were the victims of war. For it was an empty troop train that battered into the circus coaches.

How did it happen? Brakeman Oscar Tinn said then that he brought the circus train to an emergency halt in the Southwest section of the city in order to do Not all the differences between something about a broken journal. time this had no single director, away at the moment, but he

MERIDEN, Conn.-Phil Wirth, former comedy rider with the famed Wirth Family riding act, died here Monday, where the Hunt Bros. Circus was playing. He had been with Hunt since 1937 upon his retirement from the riding profession.

Wirth, brother of May Wirth, leading female bareback rider, was himself among the most accomplished rosinback performers. He took the name Wirth after arriving in this country as Phil St. Leon with the act in 1916. The Wirths were already an established circus family in Australia, where cousins now operate the Wirth Bros.' Cir-

The act played the Ringling show, the Walter L. Main Circus, the Charles Cochrane Circus in Europe, and top international vaudeville spots.

Phil Wirth had been equestrian director and filled in wherever needed by the Hunts. With his wife, Stella, organist, they proved an indispensable pair. Stella Wirth returned to New York last week and her plans were undecided. Services were held in Frederick's Funeral Parlor, Meriden, followed by cremation. The family maintains a crypt in a Jamaica, N. Y., cemetery.

For some 18 months in the 1930's Phil Wirth teamed with Larry Boyd in the booking office of Boyd and Wirth. A brother, Frank, has been prominent in outdoor booking circles since early in the century. Also surviving is a sister, Mrs. Daisy Honey of the former Honey Family act. A niece, Florence, is with the Honey Girls tumbling act. Three cousins now retired in California were the Three Honey Boys, acrobatic and novelty.

Frank Merrill, Little Rock booking agent, reports that Colonel

mate, Jostum Reitan, and chief Circus Performers Aren't Managers? Take a New Look at the Old Adage

old circus adage to the effect that walking and elephant training. Circus, used to be in vaude. Most performers don't make managers, The Cristiani Bros. Circus is in everyone in the Charles Beers and that actors can't keep a show on the hands of the Cristiani Family, the road? Well, look at the line-up performers every one, and general ers and several have taken a hand now!

Manager on Ringling-Barnum is Arthur Concello, ex-trapeze star. His first assistant is Tuffy Genders, another flying act graduate. Hamid-Morton Circus is owned and operated by ex-acrobat George Hamid. Orrin Davenport, producer of Shrine circuses in principal cities, is the same Orrin Davenport famed as a bareback rider.

Al G. Kelly & Miller Bros. Circus is operated by Obert Miller,

manager is Lucio Cristiani, most famous of the family of bareback Barnes Circus. riders.

shows there are several people an actor before he turned to who have been both performer management of theatricals and and manager. Harold Bros. Circus then to circus work. John Strong, is owned by Harold Voise, who of Big John A. Strong Circus, is a has owned and performed in fly- performer, too. Roy Bible has Sello ing return and aerial bar acts for Bros. Circus in Canada; he is a years. Kelly-Morris is the property switch-hitter, both manager and of Bill Morris, who earlier had the performer. It's the same with Todd Morris teeterboard troupe.

D. R. and Kelly Miller, both elephant act for years. Rudy

CHICAGO --- Remember the former performers, who did wire Jacobi, who now has Rudy Bros. Roger Barnes families are performin management of the Beers-

Dwight Pepple, who is readying Around the Beatty and Hunt Dwight Bros. Circus, used to be Henry and Henry Bros. Circus. Hagen Bros. Circus manager is Jack Moore of Carson & Barnes Seymour has been booked for 11 former pony trainer and his sons, Jimmy Cole, performer with his also appears in the ring, and Herb weeks at Storytown, Lake George,

(Continued on page 57 N.Y.



THE BILLBOARD

CIRCUSES

57

Big Changes on Hagen Show

• Continued from page 56

now.

Avres Davies is the assistant manager and general superintendent here, and Kathryn Davies is purchasing agent. Their son, Peter four people and two black horses. Davies, has the Side Show canvas. Pearly Houser is with Hagen as sail-maker.

Davies, together with the show's general agent, Joe McMahon, were point. When they use one horse with the James M. Cole Circus at a time, the act picks up cona dozen years ago. The coming of siderably. The single horses move Jimmie Cole to the show gives it faster and the stunts are much more of the same team and they, along with other Hagen people, are principal riding. Each of the four striving for the same sort of team- people comes on for this solo work work they had then.

Show, managed by Freddie Jones; start a new act like this, and the while; Mrs. Comstock is hospitala snake walk-thru handled by Mrs. act wins approval of the audience ized for six months with a fracture Thomas. Jones; concession joints in Little thruout. Bob Stevens' department and Stevens' pony sweep; plus the red troupes (16) perform acrobatics and wagon, where Sid Stevenson pre- feature a head-to-head. A tiny

well, with some straws and turn- mule is back with the clowns to aways chalked up, there seems to kick beach balls. Next is a threebe less money around for both ring display, with John Zoppi's concessions and Side Shows.

Performance Details

Sisters. Then Zemedia Banta handles a four-pony drill capably. Four looking pooches. clowns make their first appearance; they are Scotty Davis, Dan- then Tanit Ikao is back for a secny Styron, Bobo Zoppi and Phil ond announcement. In one she Bonta. Two Sanchez Sisters work flashes a giant snake, in the other swinging ladder routines.

a break-away single trap.

robe and talent, is a hit with her stars.

growing pains seem to be healing bounding rope number. Tanit Ikao's first concert number follows, and clowns return.

New Riding Act

The Riding Bantas come in with This is a new act broken over the winter by Jack Banta's family. First phases, involving two-horse riding, are uninspiring and slow at this better. They are at their best with and each is good. They deserve On the front are an animal Side much credit for the initiaitive to

sides. Al Dean has the cookhouse. youngster is a favorite of the au-While the show has been doing dience, too. The Hagen kicking Dogs and Monkey at the center, Medeia Banta at one side and Performance starts with a grand Zermedeia Banta at the other. Cenentry and continues with a single ter act features the somersaulting trap act by one of the Sanchez monkey. The Banta dog acts are good standard routines with happy

The Sanchez Sisters work webs, an alligator. Clowns follow.

Navarro Brothers are in with The Zoppi family presents the their head-balancing perch act, Johnny Laddie unsupported ladder which is strong on the perch and act. Three youngsters and John not so strong on wardrobe. Clowns Zoppi are on the ladders for balfill, and then Mereia Banta works ancing and juggling, while Mrs. Zoppi assists. It's a good display Olga Sanchez, with class ward- and the oldest of the youngsters

UNDER THE MARQUEE

Don Haynes is working out of Chicago with a promotion that involves his being sealed in a car for marathon stays. . . . The Skytones, high wire, played six days at Le-Sourdsville Lake, Middletown, O., park. . . . Fans catching Polack in San Francisco included Albert Jones, Bert Hansen, Russ Tully and Don Marcks.

Tommy Comstock, calliope player with many shows, is confined to his home on Vandercook Drive in Jackson, Mich., and needs mail. Treatment of a leg injury has been delayed because the doctor was injured in an auto accident. Mean-

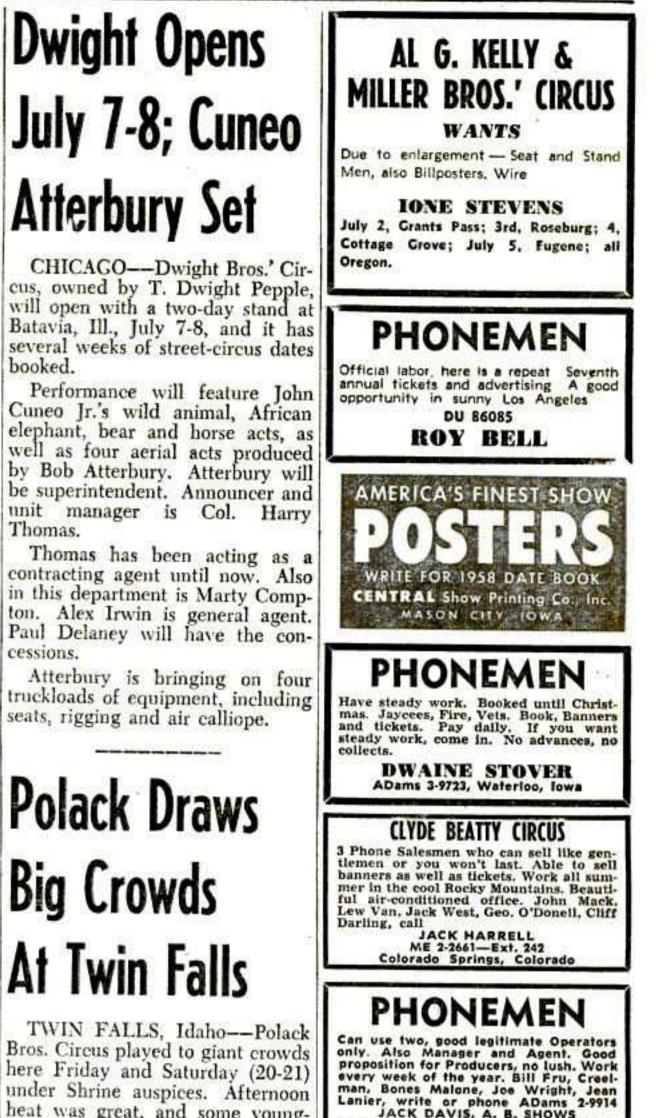
booked.

cessions.

of the hip. Comstock planned to go Combined Sanchez - Navarro with Dwight Bros.' Circus, but is not able to make it now.

Ringling Plays Baltimore, Washington

WASHINGTON -- Ringling-Barnum circus opened here Tuesday (24) with 12,000 people in the seats at Griffith Stadium. Show was in for a stand ending Sunday (29), with no shows on Friday (27). Previously, the show played the ball park at Baltimore for five days. Opening night (18) had 6,000 people and the second night drew 12,000, it was reported. Two shows daily were set for the final three days of the run, but one, the Saturday night (21) performance, was lost to rain. Auspices in Baltimore was the Variety Club and it staged a parade with a number of local participants. The Ringling contributions were 20 elephants, a tiger cage, several horses, a bear and a first time the former Western unit zebra. The Baltimore Sun ran an editorial explaining that the parade promoted the stand. was not like circus parades used to be, and other press comments were not good. But the circus performance itself was declared okay. Harold Alzana returned to his high wire there.



TWO GOOD PROMOTION MANAGERS

To handle larger towns and get money without heat. Must be immediately available. Also one Promoter for town ten to thirty thousand, full percentage daily, no hold backs. Book and tickets, good auspices, properly signed. We are booked thru September and will have dates straight thru Into next year. Phone

JACK KELLY

General Promotion Manager Tommy Scott Shows, days PLaza 56502 or PLaza 51762, or Roger Smith Hotel, Waterbury, Conn, evenings.

Thank You BILL & DOROTHY HILL Pit Show & Pony Ride Operators Clyde Beatty Circus for your new PATHFINDER MOBILE HOME purchase. "Save Money With Johnny" JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

Navarros are back for clowning with an unsupported ladder and falls that lead into a clown boxing match. All this is funny and the audience likes it altho it is abnormally long. Final act here had Jack Banta working six Liberty horses nicely.

There is a single horse for rearing. Elephants normally would appear here, but Cole was away for his son's graduation and the bulls did not work. With the two Hagen bulls and the Cole bulls, which show owner Howard Suez has bought, the circus now sports five elephants.

George Vest is back for another season at the organ, and cuts the show in excellent style. Jack Banta is equestrian director.

before the last act is unusual, tho this show did it last year, and a good part of the crowd leaves at this point. Concert attraction is new in this territory, having been with Hunt Bros. for years.

Morris Halted

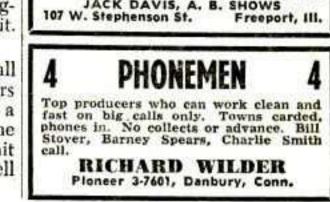
WOOSTER, O. --- Kelly-Morris Circus ran afoul of Ohio's axel-mile Candy pitch at the outset is tax for trucks and was being de-routine, but the book pitch just layed early last week. Three trucks were here and three others were stopped at Massillon.

Rantoul Day Lost

RANTOUL, Ill. -- Cristiani Bros.' Circus blew this stand Wednesday (25) because of a bottomless lot. It moved on to Joliet, Ill., for Thursday (26).

heat was great, and some youngsters were treated for effects of it. Evenings were cool.

Seating capacity of the ball park is 3,200 and extra bleachers were added to accommodate a total of about 5,000. This was the has played here. Joe O'Donnell



IMPORTANT NOTICE NO ADS TO BE ACCEPTED FRIDAY, JULY 4

On account of Independence Day (July 4) the July 7 issue of The Billboard will go to press 24 hours earlier than usual.

All "Want" Ads for July 7 issue must reach our Cincinnati office by

3 P.M. THURSDAY, JULY 3

We will not accept ads by mail, wire or phone on Friday morning this week.

PINKY AND JUNE MADISON AND THEIR ELEPHANTS



Trained baby jumbos Dollie and Minnie now available for bookings. Have own props and transportation. Ready to go.

Work up to 10 minutes, including three-wheel bicycle Can be seen at Bob Dietch's Kiddie Zoo, Saddle River Road, Fairlawn, N. J. Phone SW7-6464.

Contact PINKY MADISON TODAY

PHONEMEN

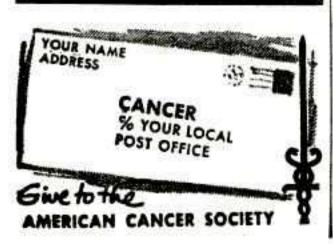
Jaycee, Shrine and Police. 6 months' steady work booked. Sober, reliable men, come in.

BEN YEARTY TU 8-8751 Miami, Fla.



For our second deal here. Just starting. All tap cards from the deal one year ago. 25% on Book, Banners and UPC's. Al, Fred, Sam, Lloyd, Frank and other good men, call at once.

MICKEY MARTIN PArk 5-5787, Winston-Salem, N. C.



Not Managers?

• Continued from page 56

Walters, manager of Famous Cole Circus, used to be in the rep show business. Leo Albright of Albright Circus, is both manager and performer.

While Tom Packs is not a performer, his right hand man is Jack Leontini, who comes from a European family of circus performers. Jake Mills, co-owner of Mills Bros. Circus, was a circus bandsman before going into the ownership end.

There aren't many current circuses in which performers or former performers don't have a key role in management.

Beers-Barnes in Ohio SOUTH CHARLESTON, O .---

Beers-Barnes Circus played to half houses here Friday (13) with Community Club auspices. Bad weather continued thru the day but cleared as the show left.



THE BILLBOARD

58

Kick-Off Month Not Bad to Reid

Flag-Bedecked Entrance Earns Praise; Spotty Weather Spares Couple Spots

of good weeks in during the spring. and back end. Maritime provinces of New Brunswick and Nova Scotia will be played a six-day date on Rue Pie toured prior to the American fair IX, a busy eight-lane thorofare, and season. Painting and electrical made out okay. work were all completed before leaving winter quarters in Man- fied with the late opening this chester, Vt.

resulted in the largest early-season On the roster besides Reid, genlayout yet, with 18 rides, 10 shows, eral manager, are Mrs. Dorothy 50 concessions and 6 light towers Reid, secretary and treasurer; on the lot. The new front gate got much favorable comment, with Mae S. Hong, publicist; Dave Fineits massed flags of all States and man, business manager; Tommy provinces on the show's route.

Border crossing into Canada went without mishap, with 93 units in the caravan. First appearance of the show at the Ormstown (Que.) Spring Fair was hampered by occasional showers and high winds, but the gross was reportedly at a new high, and reception by officials and the press was excellent.

Lachute Spring Exposition drew



THETFORD MINES, Que .- poor weather until the weekend. Rough weather has been shaken Clearing weather on Saturday won off by the King Reid Shows, which heavy attendance and took some has managed to sandwich a couple of the gloom off both the front end

Moving to Montreal, the show

Reid professed to be well satisyear and said the first month's win-Opening at Rouses Point, N. Y., nings have been the best in years. Charles L. Joyce, general agent; Austin, purchasing agent; Harold L. Young, billposter; Al Thomas, electrician; Toby Kneeland, show painter; W. R. Austin, mail and The Billboard; W. R. Frittz, show designer; Gerry Jackson, show designer, and Etta Jones, in charge of ticket sellers.

Breakdown of units is as follows: Rides at season's opening were twin Ferris Wheels, Tilt-a-Whirl, Ridee-O, Wyble's Spinaroo, Comet, Dipsy Doodle, Merry-Go-Round, Slim April's Fly-o-Plane, Miller's 16-car Scooter, Pretzel and Caterpillar; Art Pinsonault's Hot Rods, and Dale Quillman's live ponies, (Continued on page 60)



Conklins Add Two More 10-Year Contracts

BRANTFORD, Ont. --- Two more 10-year fair midway contracts have been signed by the Conklin Shows.

Kingston (Ont.) Exhibition and the Leamington (Ont.) Exhibition are the new additions to the string of long-term contracts held by the Conklin organization.

Pacting of Learnington returns that fair to the Conklin route after a two-year lapse.

The midway areas at both fairs have been paved by the Conklin Shows. The Kingston Exhibition runs the week of September 22, Kingston Exhibition opens July 29.

Vivonas Sign Hammonton's **Church Feast**

PATERSON, N. J. -- Amusements of America has been awarded the midway contract for the big Italian feast in Hammonton, N. J., benefiting Our Lady of Mount Carmel Church.

The six-day date, beginning July 14, has been played by major shows in the past. Its big Wednesday (16) program includes daylong parading and celebrating, and has been a pet concession date for New York, New Jersey 40-milers for decades. Vivona - operated show had a satisfactory week last week at Bear Stadium in Newark. This week it is on the Preakness shopping plaza near here. Good business is reported for the bazaar unit run by Morris and Babe Vivona. Dominick Vivona, fully recovered from burns suffered in a winter-quarters fire last winter, is back on the show.

Collins Show Gets Okay Biz in Minn.

T. Collins Shows, here for its last Round-Up, John Cherry, foreman; still date before it moves into its Gerhard Sanding; Tilt-a-Whirl, fairs, encountered fair to excellent Alvin McReynolds, foreman; Lowyl business in its three previous Riss, Harry Trotter; Scrambler, stands, all in Minnesota.

Austin, its opening spot, yielded fair business despite four days of rain. Rochester returned excellent receipts for both the front and back ends, with good weather thruout the engagement. The annual water carnival at Hutchinson produced a better gross than last year even tho the show caught some rain.

The show flashes a new front gate and towers, all slimlinelighted.

Visitors since the opening have included Stan Muckle, Chet Moore Nat Gellman, Jim Byers, Jimmie Rae, Rodgers Wohlberg, Reverend Larkin, and Ray Hemmingway.

Besides Collins, other staffers are: E. W. (Slim) Wells, general agent; Mickey Collins, assistant manager; Jim Hirschberg, secretary; Joe Mandrick, concession manager; Charles Sheesley, lot superintendent; George Gallo, advance agent-billposter; Sylvia Hirschberg, office assistant; Glenn Joplin, ride superintendent; Jane Thompson, mail and The Billboard; Arthur McQuire, superintendent of lighting, and Charles Holt, superintendent of towers.

Ride personnel includes: Merry-Go-Round, Charleston Winters, foreman; James Jackson; Dodgem-Albert Zitterich, foreman, Lowell Fyffe; Ferris Wheels-Duke Dard-

FARGO, N. D .--- The William ener, foreman; Earl Kretzman; Jack Shannon, foreman; Carl Estes, John Willis; Octopus, Lewis Burdick, foreman; Leonard Buckley; Roll-o-Plane, Richard Chambers, foreman; Vernon Fox; Fly-o-Plane, Elwin Ames, foreman; Arthur Berry, John Kyle; Rock-o-Plane, Vaughn Shomberg, foreman; Harry Lemon, Donald Houston; Johnny J. Johnes, 8 kiddie rides; Willard Cook, pony rides.

Show personnel managers or owners follows: Posing and Shows and Creature, Mike Miller; Dark Ride, Al Wallace; Side Show, Col. Lew Alters; Fun House, Johnny Jones; Glass House, Roland Moody; Cow Show, Fred Cook, and Snake Show, Willie Elmer King.



DAVENPORT, Ia .--- A surprise baby shower was given to Mrs. James (Kitty) Owens on the Royal American Shows during the show's

CARNIVALS Communications to 188 W. Randolph St., Chicago 1, IN.

Heads South

SELBYVILLE, Md. --- Virginia Greater Shows returned to the Mid-Atlantic shoreline last week following a short stay in New Jersey. A promising date in Williamstown, N. J., with the show being the first in for several years, was hampered by rainfall, with the best nights being spoiled.

Burlington, N. J., ran into a late cancellation and a quick jump was made without mishap to Milford, Del., as a substitute. A little money was won there by Rocco Masucci's operation, and other Delaware dates were to follow, such as Laurel and Dover.

Show carries 10 rides, 5 shows and about two dozen concessions. Recent departures included Bernie Feldman and George Bartley, with their 10 stands, and George and Pat Rector, with two. Coming on was Augie Dentinger with his girl show.

Other shows include Hall's Cover Girl, Dean's Side Show, and a Snake Show.

First fair is September 1 in Asheboro, N. C., a new one for the show. Willliam C. Murray continues as agent, with Hap Arnold on mail, The Billboard, and front gate.

Hannum Biz Fair in Pa.

LEVITTOWN, Pa. - Business has been fair for the Morris Hannum Shows this season. A twoweek church date here was counted on to make up for earlier setbacks suffered at the hands of the weather.

Jim Stabile was a visitor last week. Among others, he saw Bennie Herman, Ben Levine, Riley, Alberta Betty, Jimmy Cassara and Joe Franchino.

Continental A Winner at A.F. Payday

ST. ALBANS, Vt.--American Legion sponsored the Continental Shows last week, which pulled in after a 250-mile haul from Plattsburg, N. Y. Air Base in Plattsburg was played on Sunday (15) and the show opened the following night.

Cold weather prevailed all week during the evening hours. Business was okay, considering this handicap, as patrons were well heeled. It was the same lot as usual, but a bowling alley will be built on it before the 1959 season, manager Roland Champagne reports.

Oneida, N. Y., preceding Plattsburg, also drew bad weather. Date was under police sponsorship and had good promise, but weather did some damage, with rain off cluding a new Helicopter received and on during the week.

Buck Better, Adds 'Copter

NORTH ADAMS, Mass.-O. C. Buck Shows pulled decent weather early in the week here, and seemed in the clear after several spotty weeks.

Show is carrying 19 rides, in-Thursday (19) from Herschell.

Reithoffer **On Downtown New York Lot**

NEW YORK --- Reithoffer Shows opened a long stand on downtown Houston Street Sunday (22). At least two weeks were planned. Opening was big, with 10 rides and a dozen concessions all winning money.

The jump was made from Riverhead, far-out on Long Island, where a disappointing week was played, partly due to weather and partly to poor truck farming conditions in that area.

Marty Cohen, committeeman, was in charge in Manhattan, with occasional visits by Pat Reithoffer Lorraine Dickerson. Jr. Second unit which played the New York region has returned to Pennsylvania.

recent stand here. Invitations were sent out by Esther and Betty Holliday.

Those attending were:

Ida Mae Kennedy, Judy Woods, Bonita Sue Brocies, Allie Defoor, Delores Brewer, Corrine Stroud, Marilyn Duffin, Sarah Van Arsdale, Golda Kelly, Emma Brocies, Jean Jackson, Zelda Hercha, Betty Hogeland, Emma Ludwig, Patty De May, Thelma Ericksen, Denny Jackson, Mary Wenzik, Dorothy Cohn, Mona Osenbaugh, Marie Feathers, and Jean Pikul.

Irene Presler, Camille Hamilton. Jean Volk, Vera Cox, Evelyn Clain. Shellie Whitman, Lula Aren, Frances Rodriquez, Blanche Zieman, Egle Sedlmayr, Shirley Rohlander, Anna Hedricks, Chubby Jewett, Mary Markley, Louise Mc Dade, Vicki Bell, Helen Sarge, Gwen Claxton and the girls from the "Harlem in Havana" Show, Roxanne Rodriquez, Dorothy De May, Esther Halliday, Ruby Hall, Ma-rossa Herman, Carol Radifer, Ella Lastinger, Kathy Neihoff, Juanita Thomason, Louise Lyons and

Bob Wilson, Peggy Phillips, Marge Narducci, Eveline Belew, Shirley Fowler, Vera Politt, Hazel Maddox, Mitzi Porter, Betty Halliday, Kay Messina Scott, Patsy Shoemaker, Jean Wunder, Marguerite Milton, Wilma Summerline, Gertie Weiss, Joan Fingers, Billie Owens, Ann Detweiler, Martha Price, Helen Julius, Dorothy Goss. Jean Blackwell, and Dolores Brown.

Fire Causes \$1,000 Loss to Rose City

JONESBURG, Mo. -- Fire of undetermined origin here Friday (20) on the Rose City Rides, operated by Dutch Schroeder, resulted in an estimated loss of \$1,000. Four concession stands and some carnival merchandise were destroyed.

NOTICE NOTICE **CARNIVAL OWNERS-OUTDOOR SHOWMEN** NO ADS TO BE ACCEPTED FRIDAY, JULY 4

On account of Independence Day (July 4) the July 7 issue of The Billboard will go to press 24 hours earlier than usual.

Outdoor Show Ads for July 7 issue must reach our Cincinnati office by

3 P.M. THURSDAY, JULY 3

We will not accept ads by mail, wire or phone on Friday morning this week.

Copyrighted material

CARNIVALS

59

MIDWAY CONFAB

brother visited the James H. Drew World's Fair Shows at Middleboro, Ky. . . . Fanny and Danny, "the Brady. Woodruff is handling atomic twins"; Princess Electra, La promotions and kiddie matinees. Vern Marghten, blade box; Paul Gordon and his movie dog, "Topsy"; Lady Leona, sword swallower. Gordy Gordon, escape artist; Albert, alligator boy; Cuban Bill, musical clown; Molly Mite, midget weight lifter, are with Lisa Del Mar's Side Show on the Gentsch Shows. Working the annex No. 1 is Ruby Francis, with Billy Logsdon's Devil Child. Ticket sellers are Mr. and Mrs. Tom La Rue. Billy Logsdon is front talker, Robie Del Mar is manager and Gordon Robinson assistant manager.

Jack W. Oliver writes from Carthage, Mo., that altho he was not a charter member of the Association of General Agents, he was a member during the few short years of the organization's existence. Oliver, who was hospitalized with a broken hip for several months during the past winter, is still active. He is general utility man for Gladstone Exposition Shows but continues to walk with one crutch.

Ted Woodward, for the past several seasons manager of the Johnny



Phil (Insurance) Cook and his T. Tinsley Shows, is now on the United States Shows, which is owned and operated by L. P. (Red)

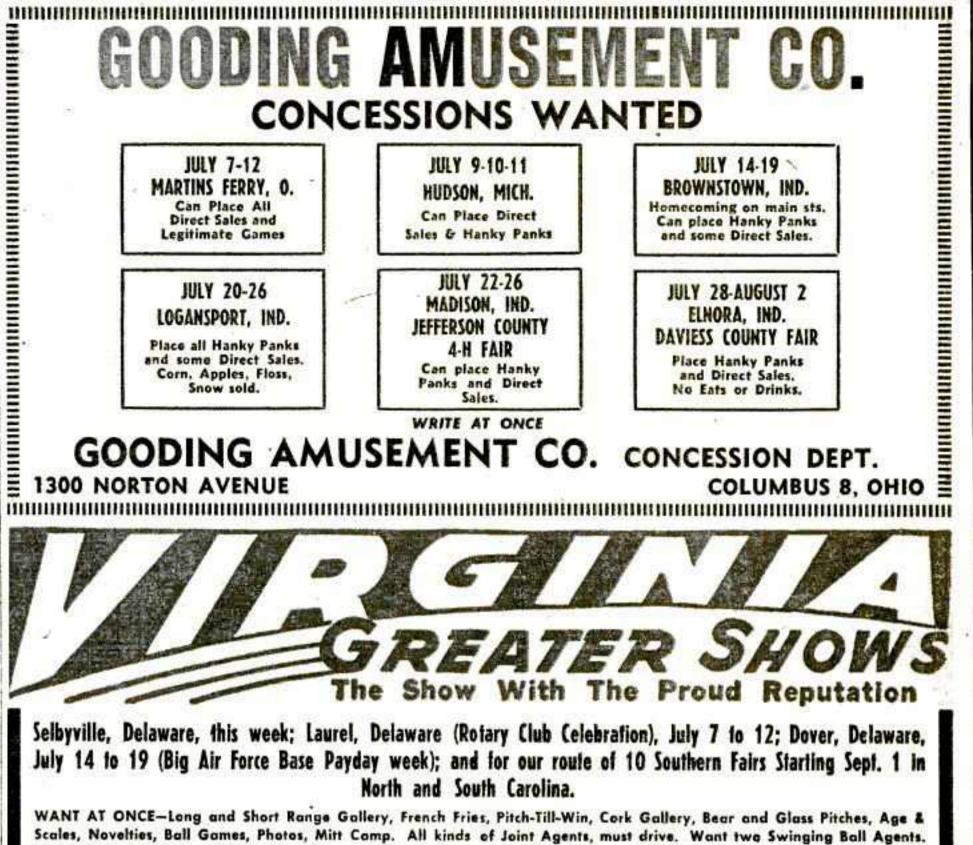
> Veteran outdoor showman H. J. McKay, who died June 8 in Oklahoma City, left a will naming a Walter Smith, a former associate, as a beneficiary. When last heard from Smith was in California. Anyone knowing his whereabouts is urged to contact Charles Hathaway, Municipal Auditorium, Oklahoma City.

Eddie Elkins handled the Staten Island advance for Rav Flanagan's promotion of the Hunt Bros. Circus for Police Athletic League. Twoday stand drew four full houses.

Applications for membership in the National Showmen's Association have been received from Rodger C. Parker of Cetlin and Wilson Shows and Paul Finkel, both proposed by Al McKee, from Frank A. Ryan, proposed by Shrimpie Rappaport, and from Arthur F. Silbert, proposed by Leo Willens.

Tom Inabinette, formerly the national chairman of the Profit Making Committee of the U.S. Jaycees, recently visited Aut Swenson, owner-operator of the thrill show bearing his name, and Bill Atterbury, aeralist, in Springfield, Mo., and then spent a day with Archie Hensley on the 20th Century Shows in Oklahoma.

Claude Bentley celebrated his birthday June 8 with the Charles Hodges Side Show at Palisades Park, N. J., and was on the receiving end of gifts from the personnel. Mrs. Hodges has purchased sequined wardrobe for the personnel, bally acts, etc., to give the show a revue-like look. Joe Hodges



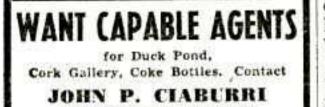
We work every week. Griddle Man, Merry-Go-Round Man, Ferris Wheel Man and Kiddie Ride Man, all must drive Semis, no cars. Will sell one side of the Midway with 10 or more Stores, must mix Honky Panks. Bernie Feldman no longer here. George Bartley, write. Want Bingo to join in North Carolina. Want Girl Show Manager with two or more Girls, Wildlife, Unborn, Funhouse, Snake Show, Monkey Show, Mechanical Show,

Pony Ride. Ashboro, N. C., Fair Labor Day week; Dillon, S. C., Colored Fair, Lumberton, N. C., Bennettsville, S. C., Fair; Kingstree, S. C., Fair; Manning S. C., Fair; Pageland, S. C., Fair; Sumter, S. C., Colored Fair. Two more Fairs pending.

All Mail and Wires to WM. C. (BILL) MURRAY



CONCESSIONS Mukwonago Festival, July 18-20/ Thiensville Lions Club, July 25-27. Write-Phone A. W. STREHLOW Waukesha, Wis. P. O. Box 1



LAGASSE AMUSEMENT CO. This week Lowell, Mass., Common Fourth of July Celebration.

WILL BOOK

Six Cats and Buckets carrying Slum Stores that do not conflict. Contact

JOHN DORLAND c/o Royal United Shows, as per route.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round Want Freaks and Novelty Acts. State salary and particulars in first letter.



WANT AGENTS

Buckets, Popcorn, Diggers, One Ball, Pea Pool, Nickel Roll, Penny Pitch, Dice Pitch, Bear Pitch, Cork Gallery, Short Range. All Fairs and Celebra-tions, mostly 2 a week. FORREST C. SWISHER PARADA SHOWS Seneca, Mo., till July 5; Mt. Vernon, Mo., July 6-12; Lamar, Mo., July 13-19.



Talker and Wife for small show using three girls. Strippers with or without wardrobe. Salary and percentage. Best Girl Show Route in East.

e/a Penn Premier Shows, per route.

left the unit recently to join loe Boston on the World of Mirth Shows as co-feature, with all new wardrobe. . . . Ann and Charley Le Roy, who again have the side show on the Thomas Jovland Shows, recently celebrated their 30th wedding anniversary. They write that Bertie Page is in the annex and Westley Blair is inside emsee for their second year. . . Johnny Wright, Dick Best, George Dugan and Sealon visited the World of Mirth Shows during its Plainfield, N. J., stand.

Walter Fox, for many years a prominent general agent, celebrated his 73d birthday June 27 when he was the recipient of many cards from old-timers in the business. Fox is in good health, tho troubled by his eyesight. He keeps in continual touch with friends in outdoor show business, and welcomes showfolk at his home in Mobile.

Evelyn Holmes, formerly a dancer with Raynell on the Cetlin & Wilson Shows and also with Mitzi Porter on the O. C. Buck Shows, recently attracted wide newspaper publicity in Philadelphia upon graduating from Temple University in that city. She had been working as a professional model while continuing her studies at college, and expects to enter the advertising field. Her artistic accomplishments have also attracted wide attention here with "one-man" shows staged of her drawings at the Art Alliance and at the James Boswell Coffee House, Homer Dearwater, concession agent on the Gooding No. 1 unit, is in University Hospital, Columbus, O., recovering from major surgery. .. La Vern Martin recently took

delivery on a 29-foot American Tamden house trailer and personnel on the Charles Hodges' side show at Palisades Park, N. J., gave it a house warming Monday (21).

Jack Rose, who recently had a leg amputated, has been released from the hospital and is at the (Continued on page 60)

Want for Crothersville, Ind., Centennial, July 12-19 Pageants, Floats and Parades, advertised for 100 mile radius

WANT Hanky Panks. No flats, no camps, no Girl Shows. Only stock concessions. Have Jewelry, Novelties, Popcorn, Snow, Cotton Candy. All others open. Want Bingo and Custard, Bear Pitch, Glass Pitch. SHOWS: Anything educational or family type. We have 8 of Indiana's and Kentucky's best 4-H Fairs following this Centennial. This is a 10-ride show with the world's finest equipment. Want Wheel Foreman. Must be sober and reliable.

Want to buy for cash: Late model "5 Eli Wheel; Allan Herschell Merry-Go-Round, 1950 model or later; Schiff Road Model Coaster,

All replies Western Union, here until July 5.

W. R. GEREN

Westown Shopping Center, Dayton 17, Ohio. Then Greensburg, Ind., July 6-10; then Crothersville, Ind.





CARNIVALS

BOX 125

THE BILLBOARD

JUNE 30, 1958

WANTED

For following celebrations: CONCESSIONS-Bingo, Custard, Flose & Apples, Shooting Gallery, Arcade, Games of all kinds. No grift. SHOWS-All types, Snake, Animal, Fun House, Motor Drome, 10-in-1, or any other Show that will work on 18 fairs in Ohio.

> NEW WASHINGTON, OHIO, JULY 7-12 FARRELL, PA., July 7-12 QUAKER CITY, OHIO, July 14-18

WANT TO BUY-Merry-Co-Round and Major Rides or will book for No. 4 Unit.

POWELSON AMUSEMENTS COSHOCTON, OHIO Phone 1088M

ATTENTION, CARNIVAL MANAGERS

Would like to place between 10-15 Concessions of all types, such as Hankies, Wheels, Grind Stores, Percentage, Buckets, Six Cats, etc. All Concessions are well flashed and stocked. Have capable business manager and will obey orders at all times. Have excellent rolling equipment; will go anywhere. Wire or Phone.

A. R. (DUTCH) WHITESIDE Gamshire Apts., 2035 Washington Ave., Miami Beach, Fia. Phone only between 6-8 P.M. (EST) Jefferson 8-8379.

P.S.: Can place Agents of all kinds. Workingmen to up and down Concessions. Drivers for semi-trailers. Write or wire to above address.

DIXIE AMUSEMENTS

Want for Pineville, Mo., July 2-5; Leeds (Sioux City), Iowa, July 10-12; followed by Nebraska cities-Beemer, Winside, Weston, Friend and Beaver Crossing. Then 12 Fairs in Kanses, Oklahoma and Arkanses.

CONCESSIONS: Targets, Photos, Lead Gallery, Glass Pitch, Fish Pond, Penny Pitch and others not conflicting. HELP: Can use a few more competent Ride Men. Contact: CLIFFORD DAVIS, Mgr., as per route.

SHOW OWNERS — SHOW MANAGERS — IT'S AVAILABLE FOR YOUR FAIR ROUTE. THE FINEST — BAR NONE — ASK ANYONE WHO HAS SEEN IT: DILLON'S MECHANICAL CITY 50 SCENES - 251 CHARACTERS - IT'S ANIMATED With own transportation-3 special built semi trailers. It's a dignified (set your

own price after you see it) Ding catering to the family trade.

DICK DILLON, c/o Kiddy City, Boardman Plaza, Youngstown 12, Ohio.

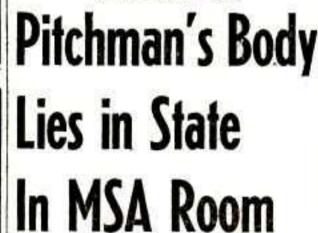
FLOYD O. KILE SHOWS

Can place Concessions, Photos, Long & Short, Range Buckets, Six Cats (stock only), Scale, Age (party with Custard). Concessions open at Salisbury, Missouri (Fair), July 8-12. Contact W. U., Baton Rouge, Louisiana, till July 5. Ride Help-Foremen for II, Cat, Second Men, if you have semi-lic. Kober, come on now. Phone WA-15199.

Eddie Surrett, Concessionaire, Killed in Crash

MONTROSE, Colo. -- Eddie Surrett, concession worker on the Alamo Exposition Shows, was instantly killed Sunday (8) when he lost control of a semi he was driving en route here from Durango, Colo. He was pinned between the truck and the side of a mountain. Funeral services were held here.

Surrett was employed by Larry Nolan, concession operator with the Alamo Exposition Shows. He had formerly been with the 20th Century, Imperial and World of Mirth shows. He had wintered in Tampa. He had no known relatives. Anyone with knowledge of relatives are urged to contact either Jack Ruback, Alamo Exposition Shows owner, or Larry Nolan on that show.



DETROIT --- In an unusual tribute to a departed member, the clubhouse of the Michigan Show-

MIDWAY CONFAB

• Continued from page 59

Century Hotel on Ocean Drive, Miami Beach. He would like to hear from friends, Al Weinberg reports.

Jimmy Stabile has been making the shows up North regularly on behalf of the Miami Showmen's Association. Wife Helen and son James Jr. will be visiting soon for trips to shows. Dues for the Miami club have been received from Giblets Kilberg and John Rosanni.

In Florida, Marty Weiss, of the Miami club, reports that rumors about the death of Jimmy Flynn are unfounded. Flynn is in fine health, he writes.

A stork shower was held recently for Marcella Burke, wife of Jack Burke, concessionaire, on the O. C. Buck Shows. Among those attending were Mr. and Mrs. Joe Marino, Mr. and Mrs. Windy Van Houton and Jim Quinn. Charles Wright sang a song and Mickey McBride poured tea. . . . Joseph Stevens Jr. and his bride, Terry, hosted his parents and his brother, Richard, at a dinner party in Dennison, Tex., recently. Young Stevens was married in April and makes his home in Dennison. He is a graduate of the University of Texas Pharmacy College.

The Dufour and Alexander side show, which opened April 26 at Belmont Park, Montreal, under a new 40-by-100-foot top, has been getting good business, Eugene Pape reports. Line-up follows: Percy Pape, thin man; Ella Mills, fat men's Association Tuesday (24) girl; Margie, midget; Sylvia Portis, was the site of funeral services for elephant foot girl; Valerie Grant, Joseph Pollard, a pitchman for snakes; Harold Smith, musical

SCHAFER'S 20TH CENTURY SHOWS

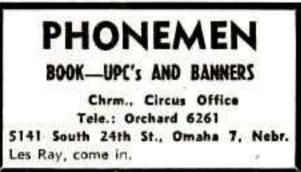
Want for all Fairs until November. RIDES: Mixup, Dark Ride, Spitfire, Parachute, Stage Coach, Boats, Tank, Kiddle Wheel.

SHOWS: Not conflicting.

CONCESSIONS: Lead Gallery, Photos, Short Range, Knife Rack, String Came, Bumper, all Hanky Pagks, come on. Address Ada, Minn., this week.

ROD LINK

Wants for Ohio's largest Fourth of July Celebration, Woodville, Ohio, Agents for Alibi Stores, Also Hanky Pank clerks, (Bud O'Dell, come in.) All report immediately, ROD LINK, Woodville, Ohio.





Count Store, Six Cats, Buckets and Swinger, Also Hanky Pank Agents, All fairs until November.

> **ROY T. DUFFY** a/o Schafer 20th Century Shows Ada, Minn.

BELL AMUSEMENT CO.

Wants Foremen for Ferris Wheel and Parker Merry-Go-Round, also Second Men for Jenny. All must have license and drive and stay sober. No cars, please. We are out until Nov. 8. We pay unemployment compensation. For good treatment and regular pay. In cash, contact CHAS. BALDWIN, Mgr. Prattville, Ala., June 30 to July 5; Thors-by, Ala., July 7 thru 12.



Milwaukee Zoo Moves Slowly With 450G Animal Budget

MILWAUKEE---Nearly a half of the new zoo on Milwaukee's Animals Ban million dollars is in the sock, ear- outskirts.

marked for expenditures on animal replacements and additions to the new Milwaukee County Zoo under Chairman of the Animal Purchase In Committee construction. The money, all Committee of the zoological so-\$450,000 of it, was collected from ciety, the money will not be tossed community - minded citizens, on the animal market all at one organizations, industrial firms and time. Plans call for buying at the labor unions in a fund drive. The pace the new zoo buildings are cash and the committee in charge finished. Best guess is that the of animal purchases are marking zoo will be open to the public in

Va. County Sets 100G For Parks

WASHINGTON --- Coverning board of nearby Fairfax County, Va., last week allotted \$100,000 for the purchase of community parks and playgrounds, and authorized a year-round recreation program with a full-time director.

Appropriation is in addition to \$100,000 authorized earlier for acquiring part of a tract at Great Falls for a regional park.

The Fairfax Baord of Supervisors authorized the County Park Authority to select and acquire playgrounds as recommended in a new survey by the National Recreation Association.

New recreation director will expand the present summer playground program to give the county its first all-year program. Move has been strongly urged by civic groups from urban areas for two years, but has had steady opposition from rural residents.

According to Zoo Director

side will consist of 140 acres, compared to the present 22.8 acre

quarters. Animals will be purchased direct from sources in Africa and South America, as well as via brokers located in the U.S., according to spokesmen. Members of the society and others traveling abroad have been establishing contacts in recent years with animal suppliers. Animal wholesalers and brokers all over the globe are also being alerted to the zoo's needs.

Among the animals on the zoo's shopping list are a pair of white rhinos, two African elephants, one male and three female giraffes, a pair of greater kudus, a number of zebras and ostriches, some African antelopes, a tapir, one or two rheas, a capybara, a pair of giant anteaters, and a number of sloths.

Through the years, Smith and his aids have gained experience in animal buying that is proving valuable at this time. Purchases in recent years have included a pair of baby gorillas and two Indian brokers have been used to obtain animals.

Cloven-Hoof

Okayed by House; Quarantine on **Giraffe Cited**

WASHINGTON--Chances are time, waiting for the completion from a year and a half to two that the Senate Agriculture Comyears. Much progress has already mittee will hold hearings on conbeen made by the contractors. The troversial legislature which would new zoo, on Milwaukee's far west ban the importation of cloven hoofed animals into the U.S.

> Included in the category are camels, giraffes, certain members of the antelope tribe, vicuna and similar animals.

Legislation, introduced by Rep. D. R. Matthews (D., Fla.) at the request of Agriculture Department would amend a 28-year-old law against the importation of domestic cattle from areas in which certain cattle diseases prevail, to include all wild animals in the cloven foot category.

Matthews bill passed the House recently and was referred to the Senate Agricultural Committee. It operated by a club steward. has caused such a furor among zoo men that the Senate committee will most likely hold hearings on the measure. Matthews said he doesn't "want to hurt our zoo people," but added that "there are a lot more cattle in this country than there are giraffes."

Agriculture's deputy administrator of research, Merton R. Clarkson, said the Matthews bill is needed to control foot-and-mouth disease. The import ban, he said, elephants. Both direct sources and should "encourage the zoo people to expand their breeding programs" for the animals affected. Agriculture apparently is pushing the bill to prevent a repeat of or's Charity Field Day drew the a recent case in which the U. S. largest crowd in its history this Appeals Court ruled that the department must surrender a giraffe capacity audience packed the Red it had kept in quarantine for nearly Sox Fenway Park which holds two years, to its zoo-keeping owner. 26,000. They paid \$1 entrance fee date has been set for hearings.

24-Sheets Pleasant To 79% of Public

not distasteful to the vast majority sorship of Outdoor Advertising, of the public, an authoritative Inc. Altho separated by a 12-month study shows. Results make good period, the studies were identical ammunition for poster printers and in nature and dealt with such the many traveling shows that aspects as whether outdoor ads have papered the countryside for are attractive and pleasant to the decades.

The Daniel Starch organization, leading marketing consultants, 24 sheet size, 30-sheet size and

BOOKS OUT

Bar License Okayed for N. Y. Assn.

NEW YORK --- The National Showmen's Association will have its restaurant and bar in operation this fall. Liquor license was received recently. To be decided is how to assign the bar management. Suggestions have been made to have the lunchroom concessionaire

raising devices have been sent to several shows and to Palisades Amusement Park. Individuals will get books in July, it is reported. Booster sheets are already in from John E. Leonard and Dada King. Jeff Harris, club president was to work on fund raising at his Charlestown, Mass., midway promotion last week.

Boston Charity Date Uses Outdoor Acts

NEW YORK-Outdoor ads are made two studies under the sponeye, and in good taste.

All interviewing was done in the painted bulletins. In early 1957 there were 1,268 persons interviewed; in early 1958, 568 people, to see if any changes in attitude had occurred during the span of a year.

No Change Over Year

There was virtually no change in responses between 1957 and 1958. The questions and percentages of answers are as follows:

"Is outdoor billboard advertising attractive and pleasant to see?" Yes, 79; No, 12; no opinion, 5, don't know, 4.

"Is outdoor billboard advertising presented in good taste?" Yes, 84; no, 4; no opinion, 6; don't know, 6.

"Is outdoor billboard advertising handle the bar, and also to have it operated by a club steward. opinion, 7; don't know, 9.

While the study was restricted to big ads, show users can reasonably apply the results in countering objections to all their outdoor advertising.

BUCKEYE STATE SHOWS

Asheville, Ohio, July 1-5; Johnstown, Ohio, July 8-12. WANT AT ONCE, RIDE HELP. First and Second Men for all rides. Drivers preferred. Top salary and bonus, pay each

Use New Method In Laying Floor For Regina Bldg.

REGINA, Sask .--- A method of floor construction new to this province has been used in the Regina Exhibition Association's \$500,000 Saskatchewan building, now under construction.

The building, to house exhibits during fair week, will also be used as a curling rink in winter. A problem in such rinks has always been the heaving of Regina soil with weather changes. To try and mick was installed June 5 as presicombat this, the structural concrete dent of the WMGM "Happiness floor has been poured on card- Exchange" Auxiliary. An earlyboard box forms that will disin- morning charity case program pretegrate.

forms, cuts labor costs and speeds \$1,297,000 in its nine years. up the work.

above flat ground to provide a there was a telegram of congratuperfectly flat surface for another lations from Bess Hamid. A number layer of concrete containing refrig- of the NSA women are active in eration pipes. Paraffin - covered the project, which has 600 memcardboard boxes, like egg crates, were used as a base for the steel- WMGM studios building, and rerod reinforced concrete. With their freshments were served. disintegration, the concrete is left sitting on pilings 10 feet apart and 16 feet in the ground. Size of the floor is 90 by 400 feet.



Park Chartered

JACKSON, Miss. --- The Secretary of State has issued a charter to Coastal Lanes Corporation, Mississippi City, to operate an amusement park. Authorized capital (The Billboard, March 10.) No stock is \$275,000.

CLUB ACTIVITIES

National Showmen's Association

Ladies' Auxiliary

NEW YORK --- Dolly McCorsided over by Big Joe (Rosenfield The system eliminates wooden Jr.), it has distributed donations of

Mildred Peterson presented a The floor was poured four inches a gift from the NSA Auxiliary, and bers. Installation was in the

Caravans, Inc.

CHICAGO-About 20 members responded to a special meeting call by President Isadell Brantman, with the dinner and Dutch treat dinner held June 10 in Toffenetti's Restaurant in the Greyhound Terminal.

Secretary Wanda Derba, who had been in Augusta, Ga., for the funeral of a relative, returned for the meeting.

Hostesses of the spring party, the committee chairman of which certo Music Agency, Margaret was Margaret Levine, were given Cruz closed for the appearance of a rising vote of thanks. A generous the Jimmy Wakeley Show, the Nob donation drawn from the proceeds Hill Trio and Phil Arden.

was sent to the American Cancer

Helen Wettour has moved to her new Arlington Heights home. children with her for the summer. stamps to turn over to a veterans

Several members attended the Show Folks Spring Festival, held Center. in the North Park Hotel. Lillian Lawrence assisted at the fish pond.

Pearl McGlynn has donated a hand crocheted afghan which will be awarded during the convention. Letters have been received from Edith Streibich, Delavan, Wis., and Emily Bailey, Los Angeles.

Margaret Cruz Office Inks San Mateo, Calif.

SAN MATEO, Calif. --- The Margaret Cruz Theatrical Agency, a recent addition to the booking office field, has contracted to provide the talent at the San Mateo County Fair and Floral Fiesta. Working with Al King, of the Con-

BOSTON--The annual Mayyear Monday (23) when a nearand saw Ed Sullivan and a list of acts as well as got a chance at auto give-aways.

Acts on the bill included: Teddi King, RCA-Victor recording artist; the Harriet Hoctor Ballet troupe; the Vagabonds, comedy singers; Roger Hahn, trick golfer; Lacey Troupe, rolling globe act; the Tokayers (5), teeterboard act; George Carl & Arlene, comedy knockabout dancers; and Paul Nelson's Trained Pigs.

Herschell M-G-R Goes Into Levittown, Pa.

LEVITTOWN, Pa. --- A new Allan Herschell 36-foot threeabreast Merry-Go-Round has been delivered to Harry Pearl of Trenton Amusement Company for operation in the Levittown Shopping

Indian Event Off

SHERIDAN, Wyo .--- The 1958 All American Indian Days, one of the foremost Indian affairs of the West, has been called off, but plans for an all-Indian gathering for '59 are under way.

week. Come on. Want Man and Wife for Snow and Floss. Also Hanky Panks of all kinds.

Contact MANAGER, per route above.



Spitfire, in very good condition. Loaded on trailer with 1955 Chevy V-8 tractor. Equipment ready to go, all for \$3,800.00. Write or phone

LLOYD VERLEY 603 S. Cedar, Canton, S. D.

UNITED EXPOSITION SHOWS

Want Concession Agents for Hanky Panks of all kinds, Tip-Up Coke, 6-Cats, Buckets, Hi-Striker, Clothes Pins and others.

Want Mechanic who has hand tools. Must know how for fleet of trucks. Want first-class Merry-Go-Round Fore

man. (Bill Paris, contact.) Must drive. Want Foreman and Second Man for Pretzel. Must know how. No drunks. Address Fredericktown, Mo.



Can place Scales and Age, Jewelry others for Steeleville, Ill., July 3-4; Washington, Mo., July 4-5. Contact

SHOW MANAGER c/o above or phone GArfield 1-6596, St. Louis, Mo., through July 2.

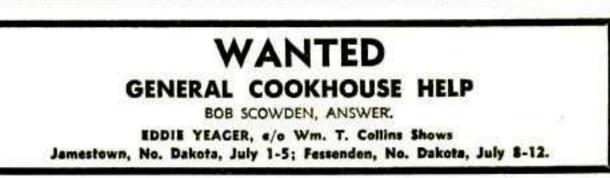


VOLUNTEER SHOWS

June 30-July 5, Munfordville, Ky.; July 7-12, Bradenburg, Ky. This show will positively play Ft. Knox, Ky., July 28-Aug. 2.

CONCESSIONS: Place Popcorn, Candy Apples, Snow Cones, set of Diggers, Fish Pond, Age and Weight, Pitch-Till-You Win and Jewelry. SHOWS: Grind Shows of all kinds. HELP: Agents for Pin Store, Razzle, Beat-the-Dealer and Hanky Panks. Want Girls for Girl Show. Also place Girl for 1-Ball Bottle Game. Contact per route.

C. R. LEONARD, Mgr.; RALPH DECKER, Bus. Mgr.



Society.

Mary Stutzke will have her grand-Helen Hoffmeyer is collecting used organization. Claire Sopenar is in charge of the summer award books. Josephine Glickman is collecting Wrap-in-Wax coupons for the club's benefit.



CARNIVALS

62

THE BILLBOARD

JUNE 30, 1958

WANTED-NOW

TALKER

One More

ACT

Operating Year 'Round.

Contact:

TONY MORENO

Palace of Wonders Side Show

Nu-Pike Amusement Park

NOLAN AMUSEMENT CO.

Lexington, Ohlo-Annual Homecoming, July 9-12; Parades, Contests, Drawings, etc. Grove City, Ohlo-Annual Harvest Festival, July 16-19; Parades, Free Acts, Contests, Drawings, etc.

Girard, Ohio-Mt. Carmel Festival, July 12-16; Parades, Free Acts, Fireworks, Contests, etc.

WANT CONCESSIONS-SHOWS-RIDE HELP

Concessions-Bingo, Cig. Block, Arcade, French Fries, Waffles, Taffy, Laad Gallery, Scales, Photos, Novelties, Jaweiry Sales, Class Pitch, Hi-Striker and Hankies. No flats, no alibis on show.

Shows-Committee money only. Good Ohio Fair Route. Ride Help-Want A-1 First Men and Second Men. Want Mechanic.

FRED NOLAN, Route 2, So. Zanesville, Ohio

...... JACK ROYAL AMUSEMENTS

WANT FOR BIG 4TH OF JULY CELEBRATION AT BETTIS ACADEMY

One of the oldest celebrations in South Carolina

WANT CONCESSIONS of all kinds-Grab Joint, Fish Pond, Pitch-Till-You-Win, Jewelry, Pins, Razzle and all Hanky Panks; also Percentage and Dealers, Want Colored Cirl Show, Fun House, Geek or any other Show. All answers to

JACK ROYAL

Savannah Beach, Ga., till July 1; then Augusta, Ga.

SMILEY'S AMUSEMENTS

Want for Firemen's Celebrations in Western Pennsylvania. Arnold, Pa., July 7-12. Big parade Wednesday, July 10. Charlerol, Pa., Firemen's Celebration, July 14-19; Avonmore, Pa., Firemen's Celebration, July 21-26.

Can use Custard, Hanky Panks, Cork Shooting Gallery, Ball Games, Novelties, Photos, Bear Pitch, Ring-a-Coke and Balloon Darts. SHOWS: Can use Snake, Funhouse, Wild Life and any other family-type Show.

All wires and mail SHARPSVILLE, PA., JUNE 30-JULY S. P.S.: Dean Russell with Coaster, contact me immediately.

FOR SALE—RIDES

Allan Herschell Merry-Go-Round, 36 ft., 3-abreast, fluid drive, 1953 model. Allan Herschell Boat Ride, Allan Herschell Jeep Ride, Allan Herschell Car Ride, Allan Herschell Sky Fighter. All rides located in permanent park since 1953.

TRAINS—Allan Herschell Miniature Train, Limited, 2 power units. 5 cars. 5,000 ft. track. Steam Train, 4 coaches. Universal Train, 4 coaches, 1,000 ft. track. National Train, 5 coaches, 80 capacity, 3,500 ft. track.

Brand new Parker Cage Wheel, 10 cages, capacity 60 adults or 80 children. Airplane Ride, 10 planes. Baby Cage Ferris Wheel, 6 cages, capacity 24 children, like new. National Cart Ride, 10 carts.

Address: 2301 DAISY LANE, FORT WORTH, TEX. Phone: TE 8-5356



For St. Bartholomew's Church Celebration, July 17-19; \$2,500.00 fireworks display July 19, Crabtree, Pa. Want Concessions of all kinds. Can use Weel for 3 days. Want family-type Show of all



Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O, Ackley, Jimmy Adams, Clint (Rock-o-Plane foreman) Adams, Mrs. Mike (Peggy) Adkins, Mrs. B. F. Anderson, Bill Anderson, Marion Andy, Gene Arbuckle, Joe Arbuckle, Joe (Peggy) Gene Arbuckle, Joe (Rube) Asbury, Bob Ayotte, Frank W. Bailey, John J. Baker, Louis (Peanuts) (Peanuts Ballas, Dick Barker, Billie Barnes, Tommie C. Beam, Ethel Beam, Ethel Bennett, Bennie (Cookhouse) Blunt, Lee & Ella (Canadian Congress of Daredsvils) Bodin, Johnny Bodin, Johnny Bodin, Johnny Bowen, Roy Bowen, Roy Bowen, Roy Bowen, Roy Boyd, Mrs. O'Dell Boseman Jr., Brady, Paul & Mrs. Brady, Pete (Holly-wood Thrill Show) Brown, Arthur Brown, Arthur Brown, David Brown, Arthur Brown, David Brown, W. S. Burke, Eddle H. Burns, Robert M. Lioyd, Harold Lorenz, Donald Lowrey, Joe Luck, W. J. Lundgren, Mrs. Sue Lynch, James T. McAlister, Tate McCabe, Mrs. Ruth McCurdy, Roy Burrgess, Frank Byhee, James H. Byhee, Janua Campbell, Ralph Cantwell, Charile Carawan, C. L. & Mrs McDaniels, E. J. McGee, Mrs. Linnie McGill, Frank & Carmody, Mike & Tom (Nelson Bros. Circus) Sallie Howard, John McGraw, John R. McGuire, Edward Circus) Carroll, Tommy J. Carter, Arthur W. Carver, Frank Cassidy, James Cavalerro, Patricia Caudill, Sarah E. Christy, Avery (Christy's Lunch) Clark, Clarkie (Razzle Agency) Clark, Harry & Mrs. Clarkson, Bob (Jersey) Cochrin, Dale (Tex) McKee, John McLeroy, Kenneth Foster Mack, LeRoy Manning, Joe F. Mannuzza, Sam Maple, George R. March, Eddy Marcum Maria March, Eddy Marcum, Marie Martin, Bull & Daisy Martin, Edward Martin, Mrs. Frank Martin, Sam Martin, Tex

Cochrin, Dale Cody, Wyatt Dene Cole, Brownie

Coleman, Robert

Salyina, John R. Sanders, Alford J. Sauders, Mrs. Irene Schweit, Frank Urban Schwartz, Herman Scott, John H. Shapiro, Henry E. Sheiton, Walter Sheemaker, Patsy Shoemaker, Patsy Sheite, Paul E. Ars. Boars E. Frank Terry, L. L. Johnson, Caleb Johnson, Dr. Dougias Johnson, Dr. Dougias Johnson, Dr. Dougias Johnson, Rudy Johnson, Rr. Neille Kelly, Guy Kelly, Robert King, Albert Davis (Pee Wee S. G. B. Marvin O. Frederick T. A. H. (Troupe) (Shaffer (Shaffer) Staffer Staffer, Gibert, C. Staffer, G. B. Marvin O. Frederick T. A. H. (Troupe) Staffer, Shoemaker, Patsy Shoemaker, Parsy Showalter, H. E. Slefker, Mrs. Marle Simpson, C. T. Simpson, Jimmy Simpson, Robert N. Simpson, William Sinclair, Charles Skylar, Sympose

Hunt, Bill

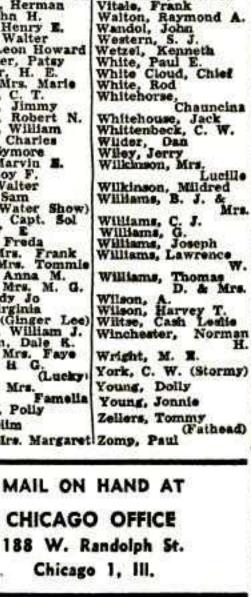
Kobacher, Robert

ST. LOUIS OFFICE

390 Arcade Bldg.

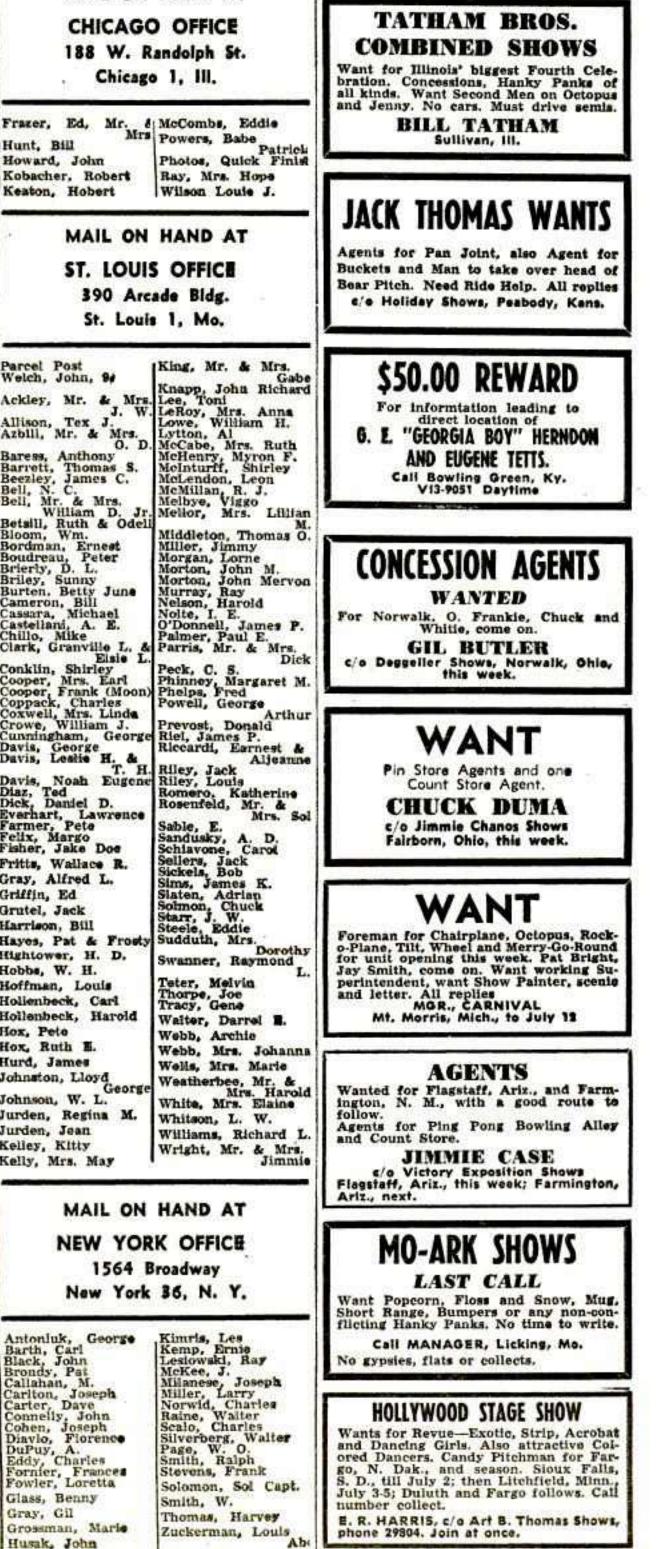
St. Louis 1, Mo.

Keaton, Hobert



Long Beach, Calif. \$50.00 REWARD For location of red, 1950 Ford Pickup, cut off to 10 ft. to pull house trailer. Truck has 1955 Oldsmobile motor, dual wheels, light plant mounted on rear gas tank, twin spotlites, California-type mir-rors when last seen. Taken from Schafer Shows, Dallas, May 23. Notify GEO. JONES c/o Bob Hammond Shows, Belton, Tex-or per route; or Lt. Smart, Police Dept., Dallas, Tex. N. L. "WHITIE" DIXON Wants for Donovan Bros.' Shows, Grind Store and Bucket Agents. Will book ma-jor Rides not conflicting. Want Ride Men who drive. Opening for Hanky Panks. Reasonable privilege. Want Shows with own equipment. Can use Cookhouse. All

replies to MANAGER, DONOVAN BROS.' SHOWS As per route: Wright City, Okla., July 1-4; Miami, Okla., 7-12. 11 Kanses and Texas fairs to follow.



kinds. Will sell ex. on Novelties. All wires and mail

H. W. CHURNS

Greensburg, Pa. Phone 194.

STANDARD SHOWS

CAN PLACE FOR LARGEST 4TH OF JULY CELEBRATION AND RODEO IN WYOMING, 30,000 ATTENDANCE LAST YEAR.

Want Hanky Panks that do not conflict, also Grab Joint, Bobby Decker can place 2 Pin Store Agents. Work every spot. Billie Henderson can place Agents for Watchla, Whisky Bottles and One Ball. Those joining now can play Lincoln, Muskogee, Tuisa, Oklahoma City, Birmingham, Atlanta, Beaumont, Tex.; Phoenix, Ariz., then leaving for Honolulu November 18; all winter's work. Kitty Kelly can place useful Side Show and Girl Show Help (no drunks, or agitators; that is the reason for this ad). Want Ferris Wheel Foreman, \$75 per week, not a promise; we pay you if you can up and down it. (Vic Pope and Jonesy, what happened?) Fairs from next week on in Montana, Wyoming, Colorado. No recession here, plenty of money; come get yours. All Concessions and Concession Help contact BOBBY DECKER or VINCE JOHNS.

Address: GREEN RIVER, WYO., This Week; Then Per Routs.

ROYAL CROWN EXPOSITION SHOWS

Want for 12 weeks in Ontario, Quebec and Nova Scotia. Agents for Scale & Age, Hanky Panks, P.C. Dealers, Bucket Agents (Tommy Hicks, Bob Delavaise, Bill Brock-man, get in touch); one Pin Store Agent, one Count Store Agent—only two Stores on Show. Clyde Wilson, call Charlie. Will book Six Cats, Swinger, Hanky Panks, P.C. (except Pea Pool and Over & Under).

HELP-Good Ride Men who drive; top salary. Will book stand-up Girl Show for Can-ada. Tiny, call Charlie. Crystal Falls, Mich., on the Streets this week; Sault Ste. Marie, Mich., July 7-12. All replies to BILL STEVENS, c/o Western Union.

BADGER STATE SHOWS

WANT CONCESSIONS-Dart Games, Coke, Picture Frame, Bear Pitch, Hoopla, Basketball, Ice Cream. SHOWS not conflicting-Can use 10-in-1, Arcade, Snake, Athletic or Glass House.

J. VOMBERG

Coleraine, Minn., 4th of July; three weeks in Range, then Fairs.

WANTED

One more good Freak and Working Act for our outstanding Canadian Fair Route Including Toronto and London. Can also place Mitt Reader. Reply to

SAM ALEXANDER

Belmont Park, 12530 Rivoli, Montreal 9, Quebes

WANTED FOR HILL'S AMUSE-U PARK, Colorado Springs, Colo.

Will book Long and Short Range Lead Galleries, also Photos. Wonderful location for Scrambler, Boat Ride, Sky Fighter. Have opening for Pony Ride. Park open until Oct. 1. Eastern New Mexico State Fair, Roswell.

FOR SALE-King Concession Traller, 7 x 10 ft., completely equipped for Ice Cream. Hot and cold water. Can be seen in operation at Colorado Springs, or phone MElrose 3-9548, or write ANDY WIDMER,

c/o W. W. Trailer Ranch, 1209 S. Nevada, Colorado Springs, Colo.

DUMONT SHOWS WANT HANKY PANKS OF ALL KINDS

Will book 3 Flat Joints: (Bob Smallwood, Sam Housner, D. Hale, answer, Want Ride Help who drive. Want inside Help for Cirl Show. All replies Greenwood, Miss.; this week; Greenville, Miss., next.

t (Bob) Mayer, William & Conners, Mrs. Jos Connors, E. L. Cook, Jack Betty Jane Menzel, Paul A. Merchant, Henry Meredith, Walter J. Messina, Philip Mikloiche, Joseph Cooper, Frank (Moon) Cooper, Jerry E. Miller, Bernie Miller, Bred W. Miller, John F. Milchell, Frank Mitchell, George Mohr, Pete Cox, Loftin G. Craig, Buddy Crain, George L. Graman, Max Crawford, Humpy George Crawford, Humpy Crown, Don Cummins, Phyllis Cyr, Mrs. Maxine Daley, Charles M. Daniels, Charlis Davis, Harry B. (Rickey Davis, Mrs. H. L. Davis, Harold Al Davis, John M. Dellamure, Anthony Demetro, Dewey Dempsey, Doreen Hope Monroe, L. C. Monroe, Robert Moon, Rita Moore, William J. Moran, Sallor Morgan, Charley Morgan, Charley Morris, Waiter Ed Mort, Joe Morton, Robert D or O Murphy, Bob Murphy, E. J. (Spud) Murphy, Joe J. Murtha, Phu Hope Dempsey Jr., John Denton, W. L. Devine, Mrs. Allce Nabor, Bert Nevis, Jack Docen, Clarence Dooley, Danny Dorso, Danny & Mrs. Newbrey, Mrs. Jerry Duncan, Mary Jean Duncan, Wm. R. & Mrs. Nicholas, John Nichols, Deibert R. Nippo, William M. Nolan, Sonny Mrs. Dunlap, Pete Durham, Ed Edwards, Al Edwards, C. E. Edwards, Mrs. E. L. Emerling, Joe Tracy Eule, Ervine & Mrs. Evans, Mrs. Annie Evans, Ernie Fannin, Miss O'Dell Fein, Morris Feininger, Ralph Fenstermaker, Mrs. Bill Novak, John O'Brian, Don O'Brian, Mickey O'Hara, Frederick O'Matta, Mike Oarsons, O. Oniel, D. Mike Osborne, Mrs. James Osburn, Walker Page, Paul Paige, Mrs. Clara BIII Ferguson, Danny Fireside, Isidore (Jew Murphy) (Darden) Darden Paige, I. Palmatier, Richard Pannebaker, G. D. Palmer, J. V. Paradise, Toney Parker, Miss Pat Pasco, Betty Paul, C. C. Pearsall, Howard Permenter, Henry & Flake, James & Mrs Flanigan, Wally & Mrs Forbes, Donald W. Gallupo, Mrs. Jack Gamble, Earl Slim Gattis, Glendon R. J Rosalle Permenter, Henry & Gldden, F. E. Dixieland Shows: Glass, W. T. Glickfield, Marjorie Glosser, Ben Goldbek, Robert T. Goldbek, Robert T. (Pinhead) Piercy, Mrs. Howard Pike, W. D. Plunkett, Corky Pond, Addison Poole, Richard H. Powers, Jim Powers, Mrs. Nellie Golden, Al Golden, John C. Golden, John C. Goldstein, Leano Goldstein, Philip Goss Jr., Blair Green, Ralph E. Greenberg, Meyer Grish, John Guilford, E. R. (pkg. 30¢ due) Gutnik. Linda or Ken Hackett, Mrs. Bobble Haisch, Fred Hallstrom, D. Prezelomski, Chester Price, Arthur & Mrs. Prusick, Chester Puckett George Raetz, Gene O. Ragan, Madaline Ragan, Jacaine Rasmasson, Chris Ray, James R. Ray, Les (or Roy) Rector, Kenneth Hallstrom, D. Hannan, E. F. (Playwright) Hardman, John Harris, Les Reed, Harold F. Hatcher, Joseph Haws, Mason Reed, James E. Haywood, Josephine Reynolds, Larry Richard, Walter Heaton, Arthur P. (Red) Riley, Mrs. Geraldine Robbins, Mrs. R. W. Roberts, Billy Joe Robertson, Alexander Helms, George Hickey, Tommy (Josey) Hicks, George Hirschberg, Mrs. Rockaford Jr., Charles V. W. Rogers, Red Rubs Holcombe, Frank E. Romona, Ray Rossi, Peter Holt, R. Wm. Hood, Mrs. Evelyn Russell, Francis Hooker, Rayman L. Russell, Mrs. Fred Houseman, Robert Elden Russell, Steve Howard, John L. Sadler, John



Husak, John



JUNE 30, 1958

THE BILLBOARD

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CARNIVAL ROUTES

Continued from page 53

Powelson Am. Co., No. 2: Barnes-

• Continued from page 53	
Shopping Center) Dayton, O.; Greensburg, Ind., 6-10.	Rumble Greater: French Lick, Ind.; Orleans 7-12.
Mo-Ark .: Licking, Mo.	Schafer's 20th Century: (Fair) Ada,
Monarch Expo.: (Fair) Madison,	Minn.; Detroit Lake 10-13.
Ill.; (Fair) Jerseyville 7-12.	Shorter's: Hartland, Minn., 30-July
Moore's Modern: Greenfield, Ia.,	
July 4.	Shugart & Sons: Pottsboro, Tex.,
Motor State, No. 1: Flint, Mich., July 2-13.	July 3-5.
Mound City: Winfield, Mo., July	Siebrand Bros. Comb.: Swift Cur- rent, Sask.; Medicine Hat 7-12.
2-6; Nokomis, Ill., 7-12; Beth- alto 19-21.	Skerbeck Am. Co.: Sault Ste.
Murphy's Modern State: Wilton,	Marie, Mich., July 1-5.
N. D., 30-July 1; Tioga 2-3;	Smiley's Am. Co.: Sharpsville, Pa.; Arnold 7-12.
New Town 4-6; Washburn 7-8;	Smith, George Clyde: Six Mile
Riverdale 9-10; Zap 11-12.	Run Pa · Boswell 7-12
New England Am. Co.: Gloucester,	Smith's Funland: Ripley, W. Va.
Mass.	Stafford: Sullivan, Ind., July 2-5.
Nolan Am. Co.: Lexington, O., July 9-12.	Standard: (Fair) Green River, Wyo 30-July 4
North American: St. Cloud, Minn., 30-July 1; Clouget 3-6; Chisholm	Stanley, Wm. D.: Finley, N. D., 30-July 1; Park River 3-5; North-
7-10; Cook 11-13.	wood 7-8; Lisbon 10-12.
Northern Expo.: Bottineau, N. D.; 30-July 2.	Stanley, Wm. D., No. 2: Bachelors Grove, N. D., July 3-4.
Norton's Rides: Mobridge, S. D.	Star Am Co · Indsonia Ark.
Olson: (Fair) Anderson, Ind.; (Fair) Fort Wayne 7-12.	Stephens, Otto: Belle Plaine, Ia.,
Orang Bros.: Greenwood, Ark., July 3-5.	July 3-4; West Burlington 7-12. Stipe's: Forest Lake, Minn., July
Page Bros.: Eminence, Ky.; (Fair)	1-6; Spooner, Wis., 9-13. Stone City: Girard, Ill.
Owenton 7-12.	Strates, James E.: Endicott, N. Y.
Page Comb.: Addison, N. Y.; Friendship 7-12.	Strong's Am. Co.: Exira, Ia., July 3-5.
Palmetto: Galax, Va.	Stumbo's Tri-State: Salina, Okla.,
Pan American: Baton Rouge, La., 30-July 1; Eunice 2-6.	July 1 0, multiplus, on the set
Parada: Seneca, Mo., July 1-5; Mt. Vernon 7-12.	Sunset Am. Co.: Clear Lake, Ia., July 1-6; Winona, Minn., 7-13.
Paul, Peter, Am. Co.: Rockton, Ill., July 3-6; Woodford, Wis., 12-13.	Tonnessee vancy min con nea
Penn Premier: Ebensburg, Pa.	boning oprings, remit
Playtime Am. Co.: Falmouth,	Thiess United, No. 1: Sheridan, Ill., July 1-4; Compton 5-6;
Mass.; Buzzards Bay 7-12.	Orangeville 10-12.
Port City Rides: Muscatine, Ia., July 3-5.	Thiess United, No. 2: Chatsworth,
Powelson Am. Co., No. 1: Newton	Thomas, filt Di, 140. 1. Diota A dito,
Falls, O.; Farrell, Pa., 7-12. Powelson Am. Co., No. 2: Barnes-	S. D., 30-July 2; Litchfield,
THAT AND	1 1000 4 5

	EXPOSITION SHOW
HARDEREST MARCHEM TH	LL FAIRS UNTIL OCTOBER
MADISON, I	LL., THIS WEEK-JERSEYVILLE, ILL., FAIR NEXT WEEK
CONCESSIONS	Can Place Jewelry, Cork Gallery, Fish Pond, Novelties, Age and Sca Long Range and Hanky Panks of All Kinds.
SHOWS	Can Place Girl Show for Belleville, Ill., Fair, July 28 to Aug. 3. M Have Good Equipment.
HELP	Can Use One or Two Good Ride Men Who Drive. Also Opening 2 Hanky Pank Agents.
	AND THE REAL PARTY AND
	ntact E. L. WINROD, Mgr., per route above
Morre	
Morris	CEDIUR SHOW
Morris	CERTIFICATION Shows
ROTAL One 15th Annu	CEADING Solution of the Great Eastern Shows al Friendship Fire Company Fair at Fairgrounds, Phoenixville, Pa., July 7-12 Penny Arcade, Monkey Speedway, Family-Type Shows with a
ACCEPTED ON CONTRACT OF CONTRACTON OF CONTRACT OF CONTRACTON OF CONTRACT OF CONTRACTON OF CONTRACT OF CONTRACTON OF CONTRACTON OF CONTRACT OF CONTRACTON OF	CAREAD State

ville, O.; New Washington 7-12. Thomas, Art B., No. 2: Osseo Powelson Am. Co., No. 3: Center-Minn., 30-July 2; Delano 4-6; burg, O., July 1-5. Barnsville 8-10: Fertile 11-13. Prell's Broadway: Weirton, W. Va.; Falls Church, Va., 7-12. Thomas Joyland: Spencer, W. Va., 30-July 8. Raines Am. Co.: Pawnee, Okla. Thomas, W. A.: Logan, Ia., July Rainier: Sedro Wooley, Wash.; 2-4; Cedar Rapids, Neb., 6-7; Longview 7-12. Superior 9-12. Reid's Golden Star: Haysi, Va. Tip Top: Stevens Point, Wis.; Reid, King: Chicoutimi, Que. Grantsburg 10-13. Reithoffer: Hancock, N. Y., July Tivoli Expo.: Bogalousa, La. 7-12. Uncle Joe's Am. Co.: Bridgeport, Ritter's United: Brea, Calif., July Tex. 1-5. United Expo.: Fredericktown, Mo. Rock City: Belvidere, Ill., July 1-4; United States: Richwood, W. Va. (Belmont Park) Joliet 7-12.__ Venditto Bros.: Saugus, Mass.; Rogers Bros.: Bemidji, Minn.,-July Providence, R: I., 7-12. 2-9; Abercrombie, N. D., 11-12. Victory Expo.: Flagstaff, Ariz.; Rohr's Modern Midway: Streator, Garmington 7-12. Virginia Greater: Selbyville, Del.; Ill., July 2-5. Rose City Rides: Cape Girardeau, Laurel 7-12. Mo., July 4-5. Volunteer: Munfordville, Ky.; Bradenburg 7-12. Royal American: Brandon, Man.; Wade, Roscoe: Mecosta, Mich., Calgary, Alta., 7-12. July 3-6. Royal Crown: Crystal Falls, Mich., July 1-6; Sault Ste. Marie 7-12. Wade, W. G.: Mt. Pleasant, Mich.; Bellevue 8-12. Royal, Jack, Am. Co.: Savannah Beach, Ga., 30-July 1; Augusta Wade Expo.: Battle Creek, Mich. Wade Greater: Lake Odessa, 2-5. Mich., July 2-5. Roval United: Norwood, Minn., 30; Wall, Alfred, Am. Co.: Iroquois, Gowrie, Ia., July 2-4; Northwood Ill., July 2-4; Onargo 5-6; 5-7; Buffalo, Minn., 8-10. Potomac 9-12. W. B. J.: Dundee, Mich., July 3-5. West Coast, No. 1: Klamath, Ore.; Medford 7-12. PONTIAC, MICH. West Coast, No. 2: Stockton, Calif.; San Jose 7-13. Agents. Annual 4th of July Celebra-Western, No. 1: Everett, Wash., July 1-5; (North City) Seattle tion held in the City Park. 7 - 12.Can place straight sales, Wiggins: Bryant, S. D., 30-July 1; Garretson 3-4. Grab Joints and Hanky Wilber, H. O.: Lake City, Mich., July 3-5; Sunfield 10-12. Panks. See us on the Wilcox, Dick: Thomason, Me. grounds July 1. Wilson Famous: Henry, Ill., July 1-5; (Fair) Newton 7-11. DELUXE RIDE COMPANY Wolfe Am. Co.: Belhaven, N. C. Wonderland Expo.: (Fair) Las to follow. Vegas, N. M., July 1-6. World's Finest: Weyburn, Sask., WANT CONCESSIONS 30-July 2; Estevan 3-5; Portage La Prairie, Man., 7-9; Carmin FOR THE 10 - 12.**67TH ANNUAL OLD SETTLERS REUNION** World of Pleasure: Sand Lake, To be held in Louisburg, Mo., on July 23-24. Prices reasonable. See or write or Wire Mich., 30-July 4; Sparta, Ill., HARRY W. ATCHLEY 7-11. Louisburg, Mo. Young, Monte: Provo, Utah.

Minn., 4-6.

CARNIVAL OWNERS-OUTDOOR SHOWMEN NO ADS TO BE ACCEPTED FRIDAY, JULY 4

On account of Independence Day (July 4) the July 7 issue of The Billboard will go to press 24 hours earlier than usual.

Outdoor Show Ads for July 7 issue must reach our Cincinnati office by

3 P.M. THURSDAY, JULY 3

We will not accept ads by mail, wire or phone on Friday morning this week.



Want for Wayside Park, Panama City, Fla., for balance of beach season, then Fairs and Celebrations until November: Experienced Ride Men who drive semis and have valid license. I mean ride men, not lush heads. Do not misrepresent or you will not last. Stock Concessions of all kinds. No P.C., All answers to

JOHN B. DAVIS Wayside Park, Panama City, Florida



WANT

Concessions working for stock. Will book Shows for balance of season starting Stevens Point Centennial, June 30 to July 6. G Desak and Larry Loucks want

Stevens Point, Wis., June 30-July 6.

ROCK CITY SHOW

Wants Hanky Panks of all kinds, Six Cats, Buckets; and Mitt Camp with Joints. Low privilege. Don't write or wire-come on in. Belvidere, III., July 1-4; and Fairs



"HONESTY IS OUR POLICY" Playing Brazil, Ind., Annual 4th of July Celebration and the following Indiana Fairs: Playing Brazil, Ind., Annual 4th of July Celebration and the following Indiana Fairs: Danville Annual Street Celebration; Pike County Fair, Petersburg; Bartholomew 4-H Fair, Columbus; DuBois County Fair, Huntingburg; Jackson County Fair, Brownstown; Gibson County Fair, Princeton. Join the snow now for special privilege rates. CONCESSIONS WANTED—Pitches of all kinds such as Bear, Glass, Lamp, Bird and Penny, Custard, Taffy, Ice Cream, French Fries, African Dip, Coke Bottle, Hi-Striker and Dart Games HELP WANTED—Joe Saladino wants Basketball Agent. Frank Aschey wants Agents for Spindle, Coke Ring and One Ball. Chas. Hines wants Scale and Age Agent. Want Fun House Operator; must know how to grind. All replies to

Want for Sparta, III., July 7-11; Martinsville, III., and

a strong route of fairs now until mid-October.

CONCESSIONS: Scales, Hi-Striker, Hanky Panks. Louis Bell wants Agents.

Want good family-type Shows. (Olaf Allred, call Gene Rose.)

Centact C. W. DAVIS, MGR., Sand Lake, Mich., June 30-July 4.

KE .

JOHN PORTEMONT, Brazil, Ind., this week

WM. T. COLLINS SHOWS

CAN PLACE FOR THE FINEST ROUTE OF FAIRS IN THE MIDDLE WEST-STARTING THIS WEEK AND CLOSING TULSA STATE FAIR IN OCTOBER.

RIDE HELP: Second Men who have chauffeur's licenses. Also one or two Foremen. CONCESSIONS: Glass or Pottery Pitch, Hanky Panks that work for stock, SHOWS: Motordrome or Globe of Death; (Gene Nadreau, get in touch). Col. Lew Alter wants for Side Show-Talker for front, Tattoo Man, Fire Eater, Sword Swallower, Whip Cracker. People who have worked for me, contact. All replies

WM. T. COLLINS (Stutzman County Fair), Jamestown, No. Dak., this week.





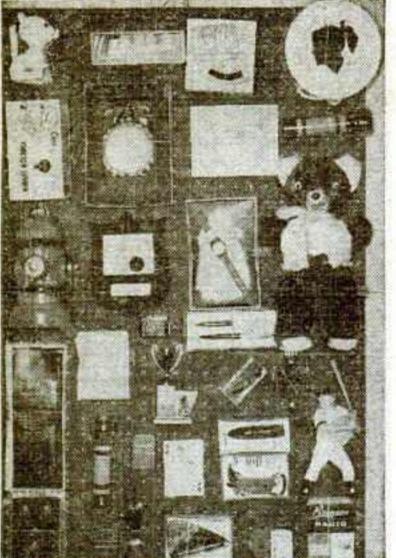
THE BILLBOARD

64

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 30, 1958

WAGON JOBBERS



Spray's the Thing As Aerosol Cans All

use and clean, too.

Show.

creams and after-shaving creams.

film of sanitary wax on cuts and bruises. It disinfects as it bandages







CLASSIFIED

66

THE BILLBOARD

JUNE 30, 1958

THE MARKET PLACE FOR BUYERS and SELLERS

TALENT AT LIBERTY

ADVERTISEMENTS

Set in usual want-ad style, one

paragraph, no display. First line

in 5pt. caps, balance in regular

RATE: 5c a word, minimum \$1.

5 pt. upper and lower case.

CASH WITH COPY.

Acts, Songs, Parodies

INTRODUCTORY OFFER-TEN PARODIES free with your order for "Comedy Index." the topical gagfile. A to Jest in fresh ma-terial. \$5. Show-Biz, Dept. B-14, 625 Avenue "V", Brooklyn 23, N. Y.

"RICH AND RARE." OVER 1,000 ALL NEW Classified Gags, Replies! Only \$1. List free! Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. au25

SEND FOR FREE CATALOG OF ORIGINAL new comedy material; Gagfiles, Skits, Monologs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City. je30

SEQUINED PANEL SETS, \$7.50; FRINGE G-Strings, Girl Show, Strip, Bally, Clown Costumes, Impersonator Wigs, Chorus Sets, Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: Union 3-9509.

100 POLITICAL GAGS, \$1-ORIGINAL AND collected material. 2,000 gags, \$15; 1,000,
 \$8; 500, \$4. Eddie Gay, 242 West 72nd St., New York 23, N. Y. jy7

23,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies. 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. jy7

Agents and Distributors

ARITHMETIC MADE EASY WITH ANCIENT Abacus, complete with fifty page instruction book; retail, \$3.00. Wholesales \$18 dozen delivered. Calculator Company, Box 2097, Torrance, Callf.

AUTOMATIC LIGHTERS - DOZEN, \$2.95. Combs, gross \$1.00. Rainhats, gross \$5.95. 50r Ball pens, gross \$8.75. Samples, catalog 1001 bargains, \$1. Mills Sales, 889 Broadway, New York. ch-tfn

CLOSEOUT TOYS, 12 ASSORTED ELECtric mechanical friction toys. \$12. Retall, \$20 to \$6. Rothblat, 9 Thayer St., New York 40, New York.

EARRINGS. ASSORTED STONE AND TAILored. \$6.00 per gross plus postage. Billfolds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B. 124 Empire St., Providence, R. I. je30

by Metropolitan with Metropolitan parts; complete with 10 attachments; promotionally packaged, fully guaranteed; promotionally priced; send for Free Catalog. Metropolitan Vacuum Cleaner Co., 4143 Third Ave., New York 57, N. Y.

Imports, 1436 Ellsmere, Los Angeles 19, Calif.

FAMOUS MFR. CLOSEOUTS

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

> IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

and price list on College and Souvenir Pennants, Best price and quality, Hart Processing, Marine City, Mich. jy14 iy14

ELECTROLUX MODEL 30, RECONDITIONED LIQUIDATION OF COSTUME JEWELRY Manufacturer, Necklaces, Errings, Pins, Bracelets. Retail values up to \$1. \$12 gross, postage extra, Only 15 gross available. Debonair, 186 Whitmarsh St., Providence, R. I.

NEW 1959 GOODYEAR HAND VACUUM Cleaner with Attachments: weighs only FABULOUS PROFITS - PICTURES OF Birds made with real feathers in breath-national distribution: premium and promotaking colors. Free brochure, California tional item. List price, \$29.95; your price,

\$10.85. Send for Free Catalog. Metropolitan

Vacuum Cleaner Co., 4143 Third Ave., New

ch

York 57, N. Y.

Rattlers, fixed or hot. Also Boas, Iguanas, Tegus, Horned Toads, Terrapins, Alligators, Badgers, Raccoon Cubs, Squirrels, Prairie Dogs, Deodorized Skunks, Wild Cats, Ring-tail Cats, Agoutis, Pacas, Coatimundis, White Doves, Fantail Pigeons, Bantams, Horned Owls, Gila Monsters. Good stock, priced right, plus fifty years' shipping experience. Otto Martin Locke, Phone MA 5-4523, New jy14 Braunfels, Tex.

PYTHONS OF ALL SIZES. CHECK OUR reasonable prices. Every snake fat, feeding. Jack Adam, Box 881, Mesa, Ariz. Phone WO 4-4218.

SEA ELEPHANTS, CALIFORNIA SEA

Lions. Seals. Main suppliers zoos and

quarter op., \$25; Electrics, \$30; Op., \$25; or will trade for Star Series Pin Games, quarter Slug Rejectors, \$1. Ott Weaver, 1332 Arkansas, Pittsburgh 16, Pa.

 SCALES-SCALES-SCALES — 5 WATLING Tom Thumb Fortune, \$35 ea.; 18 Watling
 500 Fortune, \$35 ea.; 6 A.B.T.-Kirk Hiboy
 Guesser, \$45 ea.; 24 Watling 500 Guesser, \$45 ea., reconditioned and set for locations. Send deposit and shipping instructions; bal. sight draft. Gaycoin Distributors, 4866 Woodward, Detroit 1, Mich.

SEVEN PENNY KIDDIE MUTOSCOPE Movie Machines, complete with reels and

stands, \$35 each; lot \$225, Extra Reels, \$5.

Halperin, 80 Verndale St., Brookline, Mass.

FOR SALE - 1958 KIDDIE CHAIRPLANE brand new, used two weeks; price, \$2,000; cost \$2,300; save \$300; can be financed Smith and Smith Co., three seasons to pay; ill health; must sell. Harold Thorpe, Hillsboro, Ohic

LARGE MODEL ELECTRO FREEZE IN factory built trailer; beautiful outfit; excellent condition; cheap for cash. Tom Thornton, Gratuity Road, Groton, Mass.

MOBILE AQUARIUM, FEATURING PIRANha Fish, Seahorses, live and mounted Marine Life on 34 ft. semi, folding 50 ft. panel front tractor included; used 14 weeks; price, \$3,800, Box 532, Cortez, Fla.

ONE CALLIOPE, 37 NOTES, VERY POWER-ful, \$450; one Calliope, 44 pipes, \$1,000. First check takes it. Perry Cozatt, R. 2, Danville, Ill.

ONE CHEVROLET VAN, POPCORN, CARmel Corn, Floss, Concession Traller. Good condition. Betty Schrandenbach, Box 145, Okauchee, Wis.

PORTABLE SKATING RINK, 40x100: GOOD condition; with or without tent. Highest bidder. Box C-354, c/o The Billboard, Cincinnati 22, Ohlo.

ROLL-O-PLANE, SUPER DELUXE, 3 PHASE motors, used in park, A-1 ready to go, sac-rifice, \$3,000. Large Columbia German made organ, beautifully carved front, over \$500 worth of card board endless play music, sacrifice, \$1,000 or trade for kid rides. Allen, 1400 Brewerton Rd., Syracuse 11, N. Y. Phone GL 43000.

RUBBER BUMPERS FOR HIGH STRIKERS, Get the famous dependable "Moore-Made" Rubber Bumpers for only \$5.50 each. Mrs. J. M. Moore, 649 Turrill, Lapeer, Mich.

TRAINS — ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. jy7

TWO SHOP MADE KID RIDES CHEAP, IN good running condition. \$300 takes all. Write Ed Roach, 223 Spillman, Rolla, Mo.

1955 RUSSIAN CAR (MOSKOVITCH) WITH 20x30 top & banners, P.A. system, ready to go, \$1,500. Orville Truesdell, Albert Lea, Minnesota.

Help Wanted

ZOO ANIMAL MAN WANTED. HIGHLY recommended. Year around, house fur-nished. New England. Write Box C-351, c o Billboard, Cincinnati, 22, Ohio.

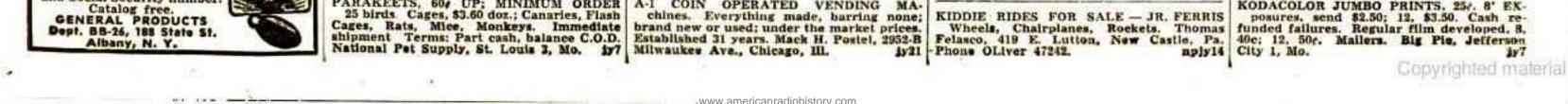
Instructions, Books, Cartoons

LEARN AUCTIONEERING - TERM SOON.

World's largest school. Big free catalog.

JOBBERS INVITED-SEND FOR SAMPLE | PLENTY HEALTHY SNAKES, ALL KINDS | PX CIGARETTE MACHINES - MANUAL

	Assorted Stoned Brooches	RETRACTABLE BALL PENS, \$8.50 GROSS;	circuses, entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. np-jy14	SHIPMEN DUPLEX STAMP MACHINES.	World's largest school, Big free catalog. Reisch Auction School, Mason City 18, Iowa. je39
	Pierced Earrings on Display1.25 dz.Charm Bracelets, asst.1.50 dz.Eng. Lord's Prayer Neck., boxed3.00 dz.Stoned Cameo Sets, boxed6.00 dz.Stoned Heart Miracle, boxed4.50 dz.Crucifix Cross, boxed3.00 dz.Children's Jewelry, boxed, asst.2.95 dz.Asst. Tie Slide, carded1.00 dz.Tie & Cufflink Set, asst.3.50 dz.Pearl Necklace (domestics)1.45 dz.Neck & Earrings, asst., boxed 7.20 & 9.00 dz.Cufflinks, carded, asst.1.95 dz.Necklaces, asst.1.50 dz.Engraving Charm Bracelets2.00 dz.Ropes & Poppits2.25 dz.Send for descriptive literature on other terrific values on jewelry of all descriptions.20% debosit with order, balance C.O.D.SAMUEL SILVERMAN & CO., INC.1820 Westminster St.Providence, R. 1.		SHOWMEN! WE ARE IMPORTING ELE- phants, all types monkeys and also handle	Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. jy14	Magical Apparatus
		STINKBOMBS - POPULAR HIGH PROFIT joke item. \$5 hundred, \$35 thousand, post- paid. Joke shops, write. Kits, 1450 Drake, San Pablo 10, Calif. ch-tfn	And the second s	Costumes, Uniforms,	BLUEPRINTS, MINDREADING, FORMU- las, Hypnotism, Lectures, Escapes, Occult Books, List, 40¢, N. Genoves, 160 East 44th
		SWAP A LITTLE OF YOUR SPARE-TIME for brand new Merchandise (your choice), Hughes Bros., 46 E. Broad, Shillington, Pa.	ZOO ANIMAL MAN WANTED. HIGHLY recommended. Year round. house fur- nished. New England. Write qualifications and salary expected. Box C-351, c o The Billboard, Cincinnati 22, Ohio.	 ATTRACTIVE BLACK VELVET SPOOK curtain (18x24), \$35; bargain, four sections ivory color curtain (8½x24), \$40; black velvet (42x6), \$50; green satin (47x16½), \$75; black velvet (12x32), \$32; beautiful orange silk velvet (7x24), \$40; red velvet french folds (7½x24), \$75. Wallace, 2453 N. Halsted, Chicago. 	 NEW 152 PAGE ILLUSTRATED CATALOG— Mindreading, Mentalism, Spooks, Hyp- notism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists, Brochure, prices on request.
		Animals, Birds, Pets AFRICAN MONKEYS-BEST FOR EXHIBI- tion, active, hardy. American Monkeys. Mynah Birds. Request price list. Bronson Birds, 149B Fortgeorge, New York 40, N. Y. Williams 2-1150. jy14	12 RIDING PONIES-WILL BUY, LEASE OR percentage. Must be gentle & healthy. Also Pony Carts. New England Beach, Box		
			Business Opportunities		Miscellaneous
	FAST SELLER-SENSATIONAL LOW, LOW prices. Sun glasses, \$11.75 gross (f.o.b., N. Y.). Sample dozen, \$2. Willco, Box 1,	SENSATIONAL LOW, LOW glasses, \$11.75 gross (Lob 25-foot, perfect, \$2,000; 20 ft, cull, \$2	ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new	Concession Supplies	ADVERTISING REPRESENTATIVES ALL, parts United States. Big special edition, Navy Life Magazine., Geo. L. Carlin, Hotel
	FOGMASTER - CHANGE HEADLIGHTS	Louisiana. je30 BEAR CUBS — IMMEDIATE DELIVERY. Animals, Monkeys, Birds, Snakes, White	greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np-au25	ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, re- placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy21	Roosevelt, Philadelphia, Pa. BARGAIN-#8 TWO-CONDUCTOR HEAVY Rubber Insulation Portable Cable, 100 (t.
	Fog, 7111 Vine St., Cincinnati 16, Ohio. jy7	Mice, 100, \$12.50; White Rats, Dozen, \$4.50; Colored Mice, Baby Turtles, 100 \$28. Animal- bird, RFD 2, Box 401, Warwick, N. Y.	FREE SHARPENING PLAN—EARN MONEY sharpening cutters, saws, scissors. Pre- clsion equipment, complete instructions.	PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and	lengths, 30¢ ft. Mail check. In business 38 years. M. C. Solon, 407 East Superior St., Duluth, Minn. jy7
	FUNMAKERS, GADGETS, GIMMICKS, Gags, Novelties, Gifts, Unusual items, No name brands, Big wholesale catalog free, Generous samples, 25c Dohn-GR-Marks,	BLACK BEAR, GENTLE, 500 POUNDS, tame. African Lion, female, 120 pounds. Hermaphrodite Goat, tame. Complete sets,	Start your own business. Treyco Products, N. Tonawanda 5, N. Y. MANY EARN \$1,500 PER MONTH OPER-	For Sale	DO IT YOURSELF - PAINT YOUR OWN signs with easy to use letter patterns. Free circular upon request. Ansel Rahn, 118
	Broadview, III. Ch-np-del HOSIERY-LOW PRICES: LADIES', MEN'S.	both male, female organs. Make offers. Over 1,000 Birds, Animals, Reptiles always in our stock. Catalog, \$1. (refundable). Low- est quantity prices to dealers. Ship any-	ating collection agency. Hundreds in business after taking our correspondence course. Free bulletin. Franklin Credit, Roanoke, Va.	Secondhand Goods	George St., Mt. Prospect, Ill. JUGGLERS' SUPPLIES - ULTRA FIRM Clubs, \$12; Devil Sticks, \$8.50; Ball Clubs,
*	Children's, Ladles' Nylons, \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satis- faction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chatta- nooga, Tenn. jy7	 where. Special: Mynah Birds. started talk- ing, \$35 Jungleland, Florala, AlaFla. COBRAS. \$15: KINGS, \$165: LEOPARD Cubs, \$300: baby Elephants, \$2,300: Mynah Birds, \$17.50; many other animals, reptiles. Write. wire Gene Berman, 4126 Rosemont, 	NORTH FLORIDA ANIMAL TOURIST AT- traction for sale. Have 1,000 foot frontage on major highway near two large citles. Partnership disagreement. Asking \$75,000; easy terms: land value alone worth asking	BLEACHERS—FOLDING, LIKE NEW, SUIT- able for indoors in arenas or auditoriums, 2600 seats. All or part, sacrifice price. U. S. Seating Co., 570 7th Ave., New York 18, N. Y. Phone LOngacres 4-3524. ch 1,000 CUSHIONS IN WOOD BOXES, \$225.	\$11.50; Hoops, Rollo Boards, etc: list free.
					MOBILE HOME - SITES - BEAUTIFUL Clearwater Bay 60'x80': utilities, dockage restricted. \$1.500 up. Write: Port O'Palms,
Info	JAPAN DIRECTORY, 145 JAPANESE MAN- ufacturing exporters, Asia trade journal information, Japan opportunities. \$1,00 to-	Drexel Hill, Pa.	nati 22, Ohio. OUR POSTMAN LAST YEAR LEFT \$4,852 monthly average in our postbox. Com- plete mail order program showing how we did it and how you may do it too, \$5. Oper- ates anywhere. Chapman, 1848 Stewart, Springfield 16, Mo.	E. A. Barnes, 1706 Dorchester Pl., Okla- homa City, Okla.	P. O. Box 25, Indian Rocks Beach, Fia. Own your own. je30 RID AREA OF ALL ROACHES, SILVER
	Washington. jy21			For Sale—Secondhand Show Property	fish, ants, flies, crickets, moths, millers, all flying insects, termites, spiders, etc. Harmless to pets, humans, safe around foods. Guaranteed results if used as directed, \$i. Box 262, Lake Ozark, Mo.
	El-Tailored Earrings, Asst. Gr	FOR SALE: SIX TRAINED DOGS WITH props and traveling cages, reasonable. Mrs. Eddie Ruton, 95 N. 23 St., Newark, Ohio.	Coin Machine	BUILD KIDDIE RIDES-TESTED PLANS: Auto, Airplane, \$100 Chairplane, Rocket, \$5 each: free plan catalog. Brill, Box 875,	SAVE YOUR LIFE-HEART, ASTMATH, smog relief. Pocket oxygen kit, \$49.95;
	E2-Stone Earrings, Asstt. Gr 21.00 E5-Stone E/Rings, Etc., Asst. Gr. 12.00 2357-Hunting Knife & Sheath .Dz. 7.20 01-Odd Lot Necks & Braces, Gr. 15.00 620-Snapshot Camera, Boxd. Dz. 16.20 W1-Men's 6-Piece Watch Set. 5.15 W2-Ladies' 5-Piece Watch Set. 6.25	LARGE HEALTHY BOAS, GIANT ANT- caters, large Diamond Back Rattlesnakes, Copperheads, giant Iguana Lizards, Agouti, Paca, Ocelot Kitten, African Lion Cubs, baby Black Bear, 12 pounds; Dingo Puppies, Ca- nadian Wolf Cub, Authentic silver tipped	Positions Wanted	Peoria, III. CONCESSION AND TRUCK FOR SALE, ready to operate. John Wierzbinski, 117	IIXI4 oil color photograph, \$5.98; recondi- tioned TV-radio tube checking vendors. \$49.50; steam bath, \$12.98. World Export
			EXPERIENCED MAN WANTS JOB WITH Music. Amusement or Vending Co. Serv- icing and collecting, route or shop work.	West Lapham St., Milwaukee 4, Wis. FOR SALE — ELI =5, GRUNER CHAIR-	Partners Wanted
	I THE THEORE FLASHINGS REALING AND	Badger, Ringtail Cats, Coati Mundles, Honey Bears. Prairie Dogs, Rock Squirrels; hun- dreds on hand for immediate shipment. Logston's, Box 3045, Fort Worth 5, Tex.	Box C-338. e o Billboard, Cineinnati 22, Ohio. jy21	plane, Miniature Train, Rolloplane, Spill- man 40-ft. 3 AB MGR, 36 jumping horses; rides are in good condition: can be seen in operation. Write Wingate Cain Jr., Hilden-	DANCING WHITE FEMALE, EXPERIENCE not necessary, or entertainer who can
	R-164—Religious Medallions, Bxd. Dz. 5.75 259—Fancy Brandy Glasses, Bxd. Dz. 1.35 B2—Boutiques, Boxed, Asst. Dz 3.60 2256—3.Piece Pearl Set. Dxd. Dz 7.20 L.2—Ronson-Type Lighter, Dz. Cd. 4.50 G10M—M or W Sunglasses, Bxd. Dz. 7.20 20% dep., bal. C.0.D. Erge states	Phone Jefferson 42592.	Coin Machine Routes For Sale	bran, N. C. Phone DA 7-2074, Hickory, N. C., after 7 p.m. FOR SALE: ONE STATIONARY WHIP, COM-	double; original routines. Height, weight, age first reply. H. Lafer, Port Clinton, O., R.R.1.
		7801 Chef Menteur Hwy., New Orleans, La.	FOR SALE: OLD ESTABLISHED ROUTE IN South Carolina, 100 pieces, \$900 per week average. Can finance part. Box C-350, c/o The Billboard, Cincinnati 22, Ohio.	plete. Ten new model cars, with covers. Excellent mechanical condition. Priced right. 10 H. P., 3 phase. 220 v., Westinghouse in- duction motor with twin disc hydraulle couplings. Can be seen in operation until Labor Day. Contact W. J. Tarr, General Manager, Conneaut Lake Park, Inc., Conne- aut Lake Park, Pennsylvania. FOR SALE: 15 FT. CONCESSION TRAILER, double popcorn machine, snow, screened,	Personals
		jy21 MOST APPEALING, GENTLE LEOPARD Seals, Sea Lions, guaranteed healthy de- livery by world's only trapper-trainer. Homer Snow's Sealaquarium, 287 Jefferson, San Francisco. Greystone 42268. je30			ROY "FINGERS" HUNTER OR ANYONS knowing his whereabouts please phone collect HU 7-9291, Chicago. Frances Hunter.
			Coin-Operated Equipment (Used)		SONGWRITERS - GIVE ZEST TO YOUR songs. 1,000-word list of emotion-packed rhymes available. Send \$1 cash. check. money order to Rym-a-line, Box 1442, Chat-
	stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Pro- tectors. Samples of either 50, with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS	daily. Write, Wire, Phone WEbster 9-4191. Chicago Bird and Cage Co., 422 S. State St.,	ANY REASONABLE OFFER - 23 COIN operated Kiddle Rides, Horses, Rockets, etc. All in operating condition. A. W. Crimmins. M. C. 186, Seaford, Del. Phone: Seaford 7847. je30	 \$550. Four sides open. Candyman, c/o Bee's Show, Shelbyville, Ky., Fair. FOR SALE — MONKEY MOTORDROME, 5 Monkeys, G.M.C. Truck. Ready to go, no junk. Write or wire Walter Fisher, 18606 Bloom St., Detroit 34, Mich. je30 	tanooga, Tenn. jy14
					Photo Supplies and Developing
		PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds Cages, \$3.60 doz.; Canaries, Flash Cages, Rats, Mice, Monkeys, Immediate	chines. Everything made, barring none:	KIDDIE RIDES FOR SALE - JR. FERRIS Wheels, Chairplanes, Rockets, Thomas	KODACOLOR JUMBO PRINTS, 25, 8' EX- posures, send \$2.50; 12, \$3.50. Cash re- funded failures, Regular film developed, 8,



JUNE 30, 1958

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TATTOOING-I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A Leslie, Rockford, Ill. np-se22

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ICE SKATING EQUIPMENT. COMPLETE, plastic pipes, give full details. Ollie Deaton, 712 E. Blvd., Charlotte, N. C.

MERRY-GO-ROUNDS. ALL SIZES WANTED, in any condition, Organs, Horses that need repair. No packing, we pick up. J. W. Landi, 323 Sanford, Upper Darby, Pa.

WANTED — BINGO EQUIPMENT. ALSO Jam-Man for auction. Billy Fitzpatrick, 262 N. Main St., Waterbury, Conn.

WANTED-LARGE HURDY GURDY ROLL or Grind Organ, used or new. Write Lou Prenn, 939 Mellon St., Pittsburgh 6, Pa.

> Talent At Liberty

Bands and Orchestras

PIECE COMBO - TRUMPET, TENOR, Piano, Drums. Three vocalists. All styles, modern, jazz, Dixie, rock 'n' roll. society, etc. Union, experienced, dependable, cut shows. Wynn Blackburn, 2026 9th Ave. So., Birmingham, Ala.

Miscellaneous

DANCER, ACTRESS, ROAD SHOW, T. O. theatre. Age 33, single, brunette, pro-fessional. Contact Maurine Dillinger, 766 Austin Place, Shreveport, La. Phone 3-9184.

FIESTA DANCERS AND SINGERS - OUTstanding summer attraction, featuring suthentic Spanish and Mexican dances in colorful costume. Also the Barbettes, small line of girls, young, good routines and ward-robe. Write Taggart, 1602 National Ave., Rockford, Ill. 4-2789.

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WOULD LIKE WORK ON SHOW - PLAY guitar and sing folk, country and western, rock 'n' roll; colored, own equipment, free to travel. Jos. Woods, 1226 Ross St., Chattanooga, Tenn.

Parks and Fairs

AVAILABLE FOR FAIRS, ETC. ORGANIST, "Bu Bu the Clown," and "Blades of Death," Own equipment, Wilson's, 220 E. Fifth St Bloomsburg, Pa. je30

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L Shafer. 1041 S. Dennison, Indian-apolis 21 Ind. je30

EXCITEMENT AND SUSPENSE RUN HIGH, for one mistake, just one, may mean ? Poised high overhead, a tense figure stands -America's leading exponent of daredevil-try, none other than Capt. Earl McDonald, the High-Diving Sensationalist, and far be-low the great crowd and the blazing tank, surrounded by sharp, ugly spears. For patronage insurance contact 456 Lamphier Place, N.E., Warren, Ohio. Tel.: 45337. jy7

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Ind. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-mite the Mule. Magnolia, Ohio, Route No. 1, Phone: UNion 62010 au18

SUPER ANIMAL ACT AND TRAMPOLINE act. Parks and fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone H 1196.

THREE COMEDY ACTS - ONE OR ALL Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Post Office Box 74, Fort Wayne, Ind. je30

Pipes for Pitchmen

• Continued from page 65

1943, with interment in Forest Lawn Cemetery, Detroit. Further details appear in the Carnival section.

Five Years Ago In Pitchdom

Subway Train • Continued from page 49 for the non-stop return. Passengers

THE BILLBOARD

who want to stay later may ride back in the regular trains on the return excursion ticket.

First Such Promotion

Chairman Charles L. Patterson said it was the first time in 40 years that a rapid transit organization in New York has offered a beach excursion, and, so far as is known, the first time in the city's history that the subway passenger has been guaranteed a seat by rapid transit operators.

"It is very frankly an experiment," he said, "which we hope may tap a new source of revenue."

Playland is co-operating in the plan by making a special rate on admissions, Patterson said. One 10car train of the Authority's newest R-16 cars is being fitted to carry music over its public announcing system. This train can seat some 560 passengers. If more than that number appear the Authority will put additional trains into use.

Of the \$1.55 for each ticket, the Authority said in explaining the financial set-up, 55 cents goes to the amusement park, three cents goes to the city in amusement tax, and the balance goes to the Authority for costs of operation.

Partlow Rodeo

Continued from page 49

pickup was hoped for toward mid-week, such as was the case with the Frank Wirth circus promotion during Easter week.

The show, produced by Jerry Partlow, is booked by Ward Beam, and has 14 weeks charted, ch including fairs. Intent is eventually to set up a route of still dates E only, thereby eliminating one and Fr two-day stands at fairs. .

COMING EVENTS

Arkansas Gerald-4-H Livestock & Home Economics Judsonia—Celebration, July 4. Mammoth Spring—Soldiers, Sailors Marines' Reunion, Aug. 11-16. E. Show, July 4-5. Ray Ketterer. Gower-Clinton Co. Jr. Livestock & Home 80 Economics Show, Aug. 27. George R. E. McArthur. Sterling. Paragould-Centennial, July 21-26. Portia-Celebration, July 2-5. Linneus-Old Settlers' Reunion, Aug. 7-9. E. Thurlo. Maplewood-Golden Jubilee, Sept. 8-13. California Pineville-Celebration, July 2-4. Los Angeles-Celebration (Coliseum), July 4. American Legion. Ross-Martin Co. Art & Garden Show, July 2-6. Marcella McCoy. San Francisco-Flower Show, Aug. 21-22. Walter Gibson, 2255 31st Ave, San Francisco-Gift Show, Aug. 3-6. Kay Leber, 1355 Market St. Colorado Pagosa Springs--Celebration, July 4. Florida Sarasota-Festival of Sports and Beauty, July 3-5. Chamber of Commerce. Georgia Atlanta-Southeastern China, Glass & Gift Show (Aud.), July 20-23, Foster B. Stewart, Biltmore Hotel. Savannah-Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Albercorn St. Idaho Grangeville-Celebration, July 4. Orofino-Celebration, July 4. St. Anthony-Fremone Co. Pioneer Day, July 24. Golden C. Linford. Sandpoint-Celebration, July 4. Jim Berry, Box 612. Sugar City-Snake River Valley Horse Show, July 10-12. Dess Lauder. Illinois Carthage-4-H Show, July 30-Aug. 2. Jerry Nutt Jr. Ohicago - Celebration (Soldier Field), July 4. Chicago-Associated Variety & Novelty Manufacturers' Show (Palmer House), July 27-30. Farmer City-Fair & Celebration, June 29-July 5. Geneseo-VFW Celebration, July 3-5. Post No. 5083. Hanover-Firemen's Homecoming, July 4-5. Harland King, Box 24 Hoopeston-Celebration, July 4. Madison-Celebration, July 4. Rockton - Celebration, July 2-6. Vern Ghigierl. Retailers' Assn.

Stockton - Street Carnival, July 17-19. Frank C. Niemeyer, Lions Club. Tuscola-Veterans' Reunion, July 14-19 Cal Rasor, Nokomis.

Indiana Brazel-Celebration, July 4. Brownstown-Homecoming, July 14-19. Butler-Celebration, July 22-26.

St. Joseph-Interstate Jr. Dairy Show, Aug. 1. Webb Embrey. Sedalia-Pettis Co. 4-H Livestock Show, Aug. 9. H. L. Pack. Springfield-Ozarks FFA Fat Hog Show, Aug. 28. Vencil G. Mount. Montana Three Forks — Founders Celebration & Rodeo, July 25-27. A. Driscoll. New Hampshire Gorham-Celebration, July 4. North Carolina Beihaven-Legion Celebration, June 30-July 5. New Jersey Hammonton-Feast of Our Lady of As-sumption, Aug. 11-16. Ralph Santelle, 221 French St. New Mexico Gallup-Inter-Tribal Indian Ceremonial, Aug. 14-17. Edward S. Merry. Las Vegas-Theodore Roosevelt Centennial,

July 25-Aug. 3.

New York

Addison-Celebration, July 4. Monroc-Celebration, June 30-July 5. Morgan Demarest, Mgr.

Patchin-Intl. Bicycle Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.

North Dakota

Jamestown-N. D. State Dairy Show, June 30-July 2. Clayton Paulson, Marion.

Ohio

Ashville—Celebration, July 2-4. Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield. Clyde-Cherry Festival, July 7-12. Commercial Point-Homecoming, July 31-Aug. 2. Derby-Homecoming, July 25-26. Girard-Mount Carmel Festival, July 12-16. Grove City-Harvest Festival, July 16-19. Hanover-Homecoming, Aug. 13-16. Harrisburg-Homecoming, Aug. 7-9. Johnstown-Street Fair, July 7-12. Lexington-Homecoming, July 9-12 Marietta-Celebration (Fairgrounds), July 4. R. A. Weaver, Box 16. Mount Sterling-Homecoming, July 16-19. Napoleon-Celebration, June 30-July 5. New London-Celebration, Aug. 30-Sept. 12. Wellsville-Firemen's Carnival, June 30-

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions. Dance and Vaudeville. Write Professor Wright, Casey Ilil. jul4 ju14

SOME DATES OPEN JULY, AUGUST, early Fall, Fairs, Parks, Celebrations. Nice wardrobe, pleasing personality. White face. For more info contact: Erlo the Clown 5643 W. Dakin St., Chlcago 34, Ill. _je30

Musicians

A 1 RINK ORGANIST-12 YEARS' EXPERI-ence best rinks; pleasing stye, good beat. skater's musician! Box C-349, Billboard, Cincinnati, Ohio. jy14

AT LIBERTY - ALL AROUND PIANIST. Play all styles. Wide experience. Write Pianist, 1954 Calvert St. Northwest, Washington, D. C.

AT LIBERTY-BARITONE SAX DOUBLING tenor, clarinet and bass clarinet; formerly with Henry Busse, Russ Morgan, Al Dona-hue. Frank Pronio, Box 314, Cecil, Pa. Phone Canal 1-6299. jy7

AVAILABLE IMMEDIATELY: ALTO, TENor, Clar., experienced, reliable. Read, Fake, Jazz, etc. Dick Rench, 81 South Ave., Battle Creek, Mich., W. O. 4-2040.

BASSIST, GUITARIST, VOCALS-WHITE, 35, equally good both instruments; prefer strong instrumental combo; semi-name experience: travel, pay own transportation. Mr. Cleo Scröggins, Gen. Del., Wadena, Minn.

COMMERCIAL LEAD, ALTO OR TENOR. double flute, ad lib: clarinet, bass clarinet: read shows well; name experience; consider combo or hotel work only. write, phone or wire Eddie Beau, Taycheedah, Wis.

DRUMMER - DOUBLE VIBE: READ, CUT shows, Latin, play any style. Johnny Lan-easter, 127 N. Spanish St., Cape Girardeau. Mo. Edgewater 56719. je30

DRUMMER WANTS RESORT OR LOCATION spots. Dependable play, any style; age 29, single: does vocals. Write or wire Drummer, 934 Drake St., Madison, Wis. je30

FOUR-PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write Jump Jackson, 5727 LaSalle St., Chicago, Ill. je30

PIANIST, COMMERCIAL, BEST REFERences. Play light classics, Latin. Solo, combo experience; double accordion. David Chody. Box C-355, c/o The Billboard, Cin-cinnati 22, Ohio.

PIANIST, SINGLE, PLAYS POPULAR AND classical music. Reply letter only. Was nervous but am better now. Could you sign me out? Miss Gertrude Beecher, Philadelphia State Hospital, Roosevelt Blvd., & South-hampton Rd., 14, Pa.

FIANOMAN - ORK, COMBO OR SINGLE. Close here Aug. 16, available 18th. Write for detailed qualifications. Tape to respon-sible parties. Wayne Powell, c/o Zebra Lounge, Lexington, Ky.

TENOR, BARITONE, ALTO SAX, CLARI-net, bass clarinet, flute; available immediately; name experience, read, transpose, lead tenor, etc; single; location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5, Cleveland 2, Ohio, Phone; OLympic 1-3062.

TRIO-PIANO, BASS, AND DRUMS. IDEAL for cocktail lounge, nest appearance. Write Trio, 1954 Calvert St., N. W. Washing-ton, D. C.

TRUMPETER, DOUBLE TENOR SAX. VO-cals, some Accordion; Bongos; read, fake

Bernard D. Kantor was working on his autobiography, "The High-Pressure Kid." The book, Kantor reported, incorporated many anecdotes involving such well - known personalities as Jerry Siegel, Tom Frankel, Bill Randle, Phil McLean and John Gallagher . . . Clifford E. Horton wrote from New Haven, Conn., that the doorway and cart was a thing of the past.

Ellwyn Sproat, the part-time other acts. pitchman who puts in his winters as a commercial fisherman off the Florida Keys, wrote that he was preparing to begin his 34th season on the road . . . Going strong in two Chicago Woolworth stores was the Beauty-Rite plastic plant maker, a product of Popeil Bros., Inc.

Frank Lager, reporting from West Palm Beach, Fla., said that sheet writer Tex Dabney was convalescing from an operation there . . Market Street in Newark, N. J., open only to veterans, was producing good takes for veterans who were working novelty jewelry, toys and sun glasses, according to Colspot

we live in.

Also announced by Beam is the Ha purchase in April of the White Hu Horse Troupe from Jinks Hoaglan. Kennedy, Johnnie Ray, Izzy Eight new girls are in the act, La featuring costume changes and palomino horses. They tour with od the Partlow unit. Byson Hendricks of California has been booked for su pitchman in his neck of the woods 63 fair dates with his buffalo, llama, dog and mule races and

> Cap Ramsey represents Beam on the rodeo unit. Claire Bremer Ch has the band. Personnel numbers around 40, with 80 head of stock.



for the 1957 fair. In the arena, a Hawkshaw Hawkins country music unit will show from Friday thru Sunday, September 19-21, followed by the Cherokee Oklahoma Ranch Rodeo, Monday thru Saturday (22-27).

Grandstand has stock car racing lins, the white stone worker. Joe the first Saturday afternoon and we Collins was working glass cutters motorcycle racing on Sunday, with in the area, while Bill Elvis was Miss Universe finals for the State doing well with birds and hats. at night. Jack Kockman's thrill Jack (Bottles) Stover, working show is in for Friday night (27) sheet in Orange, Va., visited and Sam Nunis promotes big car Mo friends on the Frank Warren racing the final Saturday (27). Shows, which was playing the Mid-week has Ray Beaudet's Carnival on Ice, two shows a day.



products available, are ample evidence that this is a push-button age

The recent Sales Aid Show in New York turned up several products of interest to the resort and gift shop trade, which cash in heavily on souvenirs every year. One of these is a laminated card Ed bookmark, from which dangles a metal seal imprinted with a name, pip symbol or message. Originally designed for commercial firms as a giveaway to clients, it is ideal as a permanent reminder of a treasured visit to an attractive resort. Bulk manufacturer can push the price below a penny. Also available for this purpose are decorative and useful ceramic tiles. They range from 35 cents to \$1, complete with felt back and hanger. Dominating the price are quantity and number of colors. Lucite and pexiglass blocks, within which resort symbols or orocker-Celebration, July 3-5. Ted Tim-

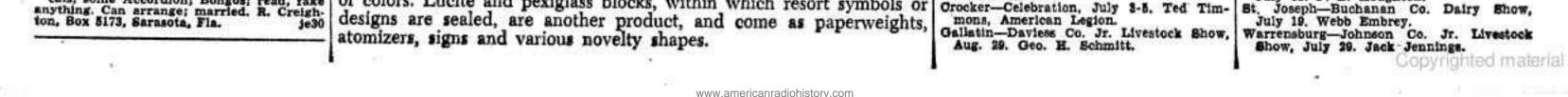
Butler-Celebration, July 22-26. Cloverdale-Homecoming & Picnic, July	Wellsville-Firemen's Carnival, June 30 July 5.
24-26.	Westerville-Centennial, Aug. 18-23.
Crothersville-Centennial, July 12-19.	Oklahoma
Elkhart-Centennial, Sept. 11-20. French Lick-Celebration, June 29-July 5.	Alva-Celebration, July 4. Chamber of
Harry L. Brown, Box 471.	Commerce,
Gaston-Lions Celebration, July 13-16.	Dewey-Celebration, July 4.
Harlan-Harlan Days Celebration, July 30- Aug. 2.	Oregon
Huntington-Street Fair, July 28-Aug. 2.	Albany-Timber Carnival, July 1-5.
Hymera-Old Soldiers' Reunion, July 7-12.	Pennsylvania Aliquippa—Golden Jubilee, June 30-July B
La Porte- Celebration, July 4. Ladoga-Homecoming & Fish Fry, Aug.	Bangor-Blue Valley Farm Show, Aug. 20-
20-23,	23. Millard Gleim.
Linton—Celebration, June 30-July 5. Odon—Old Settlers' Meeting, Aug. 20-23. Lex Seneff.	Crabiree—Our Lady of Mt. Carmel Cele- bration, July 17-19. H. W. Churns, 824 Alexander, Greensburg.
Orleans-Celebration, July 7-12.	Irwin-Celebration, July 4.
Sullivan-Celebration, July 2-5. Terre Haute-Miners' Picnic, Aug. 1-3.	Levittown-St. Michaels Church Festival June 23-July 5.
Jack Wilfon.	Mechanicsburg - Firemen's convention
Iowa	Aug. 20-25.
Chariton - Lucas Co. 4-H Achievement	Sligo-Celebration & Old Home Week July 1-5.
Show, Aug. 5-7. Mrs. Lee Cottingham, Russell.	South Punxsutawney-Celebration, July 4
Cherokee-Pilot Rock Plowing Match, Aug.	South Pymatuming-Celebration, June 30- July 5.
14-16. Sherman Peirson.	Stonesboro-Firemen's Celebration, July 23-
Clear Lake—Celebration, July 3-6. Fort Dodge—Webster Co. 4-H Achievement	28.
Show, Aug. 4-7. Paul Harms, 210 Doud	Rhode Island
Bldg.	Bristol-Celebration, July 4.
Keokuk-Street Fair & Celebration, June 29-July 5.	Tennessee Red Boiling Springs-Centennial, July 4.
Lake Park-Celebration, July 4-5. A. V.	Texas
Hansen, Chamber of Commerce. Sac City-Sac Co. Chuck Wagon Stam-	Belton-Celebration, July 4.
pede, July 4.	Brady-Jubilee and Race Meet, July 3-6
Sibley-Osceola Co. Livestock Show, Aug.	Jim Harkrider. Fredericksburg-Horse Races, July 4-6
18-20. Gene Alexander. Waterloo-Steam Engine Show, Aug. 14-17.	Summa Petmecky.
Nat'l Cedar Valley Steam Engine Club,	Uvalde-Tex. Angora Goat Raisers Show
1138 Kern St. Wilton Junction—Funfest, July 14-19.	& Sale, July 31-Aug. 2. Pete Gulley. Utah
Kansas	Hyrum-Celebration, July 4.
Baxter Springs-Centennial, June 26-July	West Virginia
4. E. Gustin, Box 276.	East Raynell-Celebration, July 4.
Downs-Celebration, July 21-26. Kansas City - Legion Celebration, July	Galax-Celebration, July 4. Pennsboro-Celebration, July 2-5. Harry
7-12.	Bee.
Lebanon-Celebration, July 14-19. Wamego-Celebration, July 2-5.	Ripley-Celebration, July 4. Don Flesher.
Kentucky	Wisconsin
Munfordville-Celebration, June 30-July 5.	Appleton-Civic Celebration, July 3-6. Jay-
Paintsville-Celebration, June 30-July 5.	cees, Box 483. Burlington-Legion Celebration, July 3-6.
Stearns-Celebration, July 4.	Andy Long.
Louisiana Morgan City-La. Shrimp Festival, Aug. 30-	Butler-Frontier Days, Aug. 8-10. H. Fohl
Sept. 1. P. O. Box 111.	Mukowonage-Summer Festival, July 18-20 A. W. Strehlow, P. O. Box 1, Waukesha
Massachusetts	Rice Lake-Celebration, July 4, Don Mit-
Glouchester-Celebration, June 30-July 5.	telstead, Chamber of Commerce. Soldiers Grove—Celebration, July 4-6. Mar-
Haverhill-Celebration, July 2-5. Lowell-Celebration, July 2-5. Lowell Clover	lin Coher.
Club.	Thiensville-Lions Club Water Carnival July 25-29. A. W. Strehlow, P. O. Boy
New Bedford-Eagles Circus, July 14-19. New Bedford-American Portuguese Vet-	1. Waukesha.
erans Fair, July 21-27.	Waterfront-Summer Festival, July 17-20.
Michigan	L. Chapman. Waukesha—Celebration, July 4, American
Flat Rock-Homecoming, July 14-20.	Legion.
Manton-Manton Harvest Festival, Aug. 29-Sept. 1, Robert McBrian.	Wyoming
Menominee-Menominee Dairy Show, July	Daniel-DeSmet Memorial Mass, July 6.
26. Gail E. Bowers. Rogers City-Homecoming, July 4-6. Cham-	Father Charles A. Bartek. Lander-Pioneer Days Celebration, July
ber of Commerce.	4-5. Chamber of Commerce.
Minnesota	CANADA
Blue Earth-Celebration, July 8-6.	Ontario
Edgerton-Dutch Festival, July 16-17. Clif- ford Peterson.	Renfrew-Centennial, Aug. 11-16.
Pipestone-Southwestern Minn. Centennial,	Thorold-Firemen's Celebration, Aug. 6-9.
July 4-6.	Windsor-Emancipation Celebration, Aug 2-6.
Winons-Steamboat Days, July 10-13. Missouri	Ouebec
Atlanta - Centennial, July 8-5. Ronald	

Jamesport-Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland. Mount Vernon-Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call.

Parnell-Northwest Mo. Jr. Angus Show, July 13. F. B. Houghton.

Atlanta - Centennial, July 3-5. Ronald Shoush Casaville-Old Soldiers & Sailors' Reunion,

July 7-12. Columbia-Boone Co. Horse Show, July 18-



VENDING MACHINES

THE BILLBOARD

68

Communications to 188 W. Randolph St., Chicago I, Ill.

Multiple Vending Spurred On By Recent Development

Six Distribs, Two Mfrs. Making New Two-Tiers, All Metal Stands

NEW YORK --- Multiple bulk . vending machine stands, once confined to large chain and supermarket locations, are beginning to make their appearance in candy stores here.

Moe Mandell and Jack Schoebach, a pair of local bulk vending distributors who have stands made for them, report that stand sales are strong and that operators are leaning more and more toward multiple-machine installations.

Mandell carries stands for four, six and eight machines and will deliver units holding 10 and 12 machines on order. Construction is heavy angle iron and steel.

Built to Order

Schoenbach's stands are of similar construction. They hold four and six machines, with eight machine stands built to order.

Sam Eppy, charm manufacturer, makes a four-machine welded steel wire stand, which may be converted to an eight-machine unit by the addition of boards.

Most of these stands sell from \$10 to \$15, depending on size, while the custom-made stands sell for somewhat more.

Mandell and Schoenbach each report that operators are placing more and more stands in variety store locations. They feel that these installations are paying off for the operator.

AN OLD NOTION **GETS NEW LIFE**

For some reason widespread use of multiple stands for bulk venders never really caught on, altho at least four manufacturers began making small racks and consoles a number of years ago.

In the past several months alone multiple stands have become popular as never before. Distributors are leading the way with two-level metal stands taking up to eight machines and more.

Victor, Oak, Northwestern, and Atlas made different types of stands for a long time. Suddenly, Rake and Schoenbach, two distributors, entered the field. Eppy and a Mandell-King combine came along. Nelson, Schaef, and Fraga are entering the field.

RETAILING REVOLUTION

CHICAGO-Two local distributing firms and one manufacturer are entering multiple vending with production of two-level metal stands, while a third distributor on the West Coast recently went into production on a console stand.

Last week Harold Schaef, machine manufacturer, and Jack Nelson, local distributor, announced production of two different types of two-tier stands.

Two weeks ago co-partners Tom King and Paul Crisman, local distributors, joined hands with Moe Mandell, New York distributor, in production of a yet different kind of two-tier, all metal, slender stand. (See adjoining story.)

Fraga Stand

Bert Fraga, California distributor said last week that production on his new console stand is being increased to meet greater demand. Nelson's stand, dubbed "Bi-Level", is made of wrought iron and tapers back at the second tier. (Continued on page 69)

PROFILE OF THE WEEK Good Service Best Asset

Jimmie Wilkie started in the bulk vending business in 1949 with 25 peanut and ball-gum machines. At present he distributes bulk vending supplies, with headquarters in Memphis, and maintains a route of venders varying from 500 to 1,000 machines.

Wilkie is a native of Crenshaw, Miss., where he was born 49 years ago. While a young man he worked for Gulf Refining Company as a wholesale distributor. In 1938 he took a job with



Tom Houston Peanut Company, working out of Meridian, Miss., servicing 5-cent vending machines. Wilkie stayed with the firm until 1948, and then went into the wholesale jobbing business, handling candy and confections.

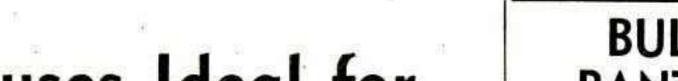
The following year he bought his first small number of bulk venders, and by 1954 had built his route into several hundred machines. Last year he bought out the Claude Shute Vending & Supply Company's distribing assets and plans to expand this phase of his business. However, he intends to hold onto his route in order to insure a market for possible surpluses of merchandise purchased.

WILKIE

Wilkie's route is comprised mostly of penny ball gum and nickel and dime charm machines. They are located in Memphis, Shelby County, and in parts of Arkansas and Mississippi. Wilkie's wife, formerly Juanita Hopkins, runs the office and handles bookkeeping.

Good service and equipment are a distributor's best assets, thinks Wilkie. "I want to keep an operator's business," he says. "If he's not satisfied, he won't come back. But if he is, he will be my customer for years.

Wilkie is a Mason and a member of the Veterans of Foreign Wars. Altho not actively athletic, he enjoys watching football, baseball, tennis and golf. The Wilkies have no children.



Prime Locations

Eppy, on the other hand, feels that the chain and supermarket are still the prime locations for stand installations, with only the extremely high-traffic variety store location suitable.

He said that sales on his fourmachine stand are only fair, as most of the larger operators prefer to have their stands custom made to suit the individual locations. He said that some of his stands are being placed in variety stores, but that many of these are marginal for multiple vending installations.

But there is one point or which all three are agreed-that the future for multiple installations is bright in chain stores, supermarkets and supermarkets and chain stores. the larger variety stores.

High Yield

According to Eppy, the yield per square foot for a bulk vending battery is much higher than in many chain store departments. Hence the chain executives are satisfied with multiple bulk vending (Continued on page 70)



Discount mouses laeal for **Bulk Vending Installations**

The following article on discount stores is based upon an authoritative study by E. B. Weiss, director of merchandising for Doyle, Dane, Bernbach, Inc., large advertising agency headquartered in New York. Title of his 1957 study is "Marketing's Coming Readjustment To Low-Margin Retailing."

By FRANK SHIRAS

CHICAGO - By 1960 many bulk vending operators may find discount stores as lucrative as

Responding to an off-price conscious public, discount stores consheer numbers of people walking to reach that figure. into their stores can be a boon to the awakening bulk vending indus- early 1950's with outlets selling try. More and more operators are home appliances at big price disusing multiple vending in hightraffic locations.

Amazing Development

discount store is without parallel at the lower-than-list-price theme, in the history of American mass discount stores have, in the past retailing. It took many years for several years, applied this simple most of our present great chains to principle in breaking thru countless achieve the \$10 million annual established traditions in mass returnover that a score or more discount houses accomplished in the past five years.

A few of the largest discount houses were pushing the \$100 milcentrate upon volume rather than lion mark as 1957 drew to a close. margin as the secret for net profit. It took several decades of growth

Chi Bulk Vending Ops **Plan Regular Meetings**

monthly meetings of heretofore informal local bulk vending association have been made, said Bob stallations and location bumping Kantor, Confection Specialties, Inc., last week.

A number of Chicago operators have gotten together to discuss problems for many years, said Kantor. Recent meetings have proved so fruitful that it was decided two weeks ago to hold regular sessions with planned topics of discussion and guest speakers whenever possible, continued Kantor.

laws are planned by the group, he cio, Tony Corso, Pete and Vito Gu-A novel self-designed wood enclosure said. Chief purpose is to solve lotta, Dave and Sam Schnayer, Leo East and West, the bigger of the Charles O'Reilly, Jacob and Helen is used by Morrison Amusement local problems and discuss recent Feingold, Irving Willis, Fred Mc- discount houses are moving out on Beresin, Benjamin Sherman, Bessie Company in Biloxi, Miss., to protect developments in the area, con- Cullum and Bob Kantor. Meeting a regional and even national basis. Sherman and Louis Klebenov, who

CHICAGO --- Plans for bi- turers are encouraged to speak at meetings, said Kantor.

> At the last meeting multiple inwere chiefly discussed, said Kantor. Most of the operators felt that multiple installations not only increased revenue in high-traffic locations, but helped cut down on location bumping. A store owner is not as inclined to either accept more machines or replace the established operator when a multiple installation is involved, the group agreed.

Those attending the last meeting were: Martin Rosenblum, Myer Neither officers nor formal by- Siegel, Tony Tortorici, Sam Nuc-

This tremendous reliance upon for chain stores and supermarkets

The discount store began in the counts. They appealed primarily to lower income groups and newlyweds with little money to spare. The amazing development of the Self-consciously hammering away tailing.

Myriad Products

At present there is little that discount stores don't handle, and more and more are putting myriad adds. products all under one roof. Beginning with major appliances, the discount stores quickly moved into housewares, furniture, rugs, home furnishings, and clothing and soft goods generally.

Relying so much upon traffic, it was perhaps inevitable that the discount stores began adding supermarkets, which is the latest and most auspicious development for bulk vending. Many discount stores are finding that they can sell foods more cheaply than even the big, to view foods as one of the best stock. ways to get people to walk thru its doors.

Established Outlet

established part of American mass offering price and underwriting retailing. It appeals at present to terms are to be supplied by all income groups, is increasingly amendment. recognized by manufacturers, and Some 1,126,866 common shares threatens the whole gamut of mer- of the company's stock are outchandising, from the department standing. Selling shareholders are store to the drug chains.

BANTER

By BENN OLLMAN

Henry Wenzel, Hartford, Wis., will be host for the fall meeting of the North Central Venders' Association, slated to be held sometime in October in Hartford. The group is composed of active blind venders. Officers are Henry Wenzel, president; Bert Veldhuizen, Watertown, Wis., vice-president, and George Card, Madison, Wis., secretary-treasurer.

Visitors this week at Badger Novelty Company, in search of vending equipment and spare parts, were Leroy Enders and Arnold Aebi. Badger Novelty parts boss Ray Van Toor reports that sales have tapered off in recent months. Efforts to line up a supply of badly needed Silver King parts have proved successful, he

Blind vender Stella Hamilton claims that ball gum action has (Continued on page 81)

ABC Seeks SEC's Okay

WASHINGTON --- The ABC Vending Corporation, Long Island City, N. Y., filed a registration statement last week (24) with the efficient supermarkets. Relying Securities and Exchange Commisupon all sorts of new cost-cutting sion seeking registration of 150,000 techniques, the discount store tends outstanding shares of its common

Stock is to be offered for public sales by selling stockholders thru an underwriting group headed by The discount store is already an Reynolds & Company, Inc. Public

Smerling Enterprises, Inc., and Concentrated primarily in the subsidiaries of Newark, N. J.,



JUNE 30, 1958

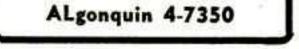
THE BILLBOARD

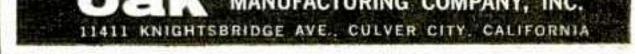
VENDING MACHINES

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JUNE 30, 1958 THE BILLBOARD VENDING MACHINES 70 will be painted blue to harmonize | guitter with the painted blue to harmonize | Vending Firm Gets with the surroundings. Plans call NEW NEW OPERATIONS CANDY BALLS DISTRIBUTORS for hiring several people to work Large Kiddieland **U. S. POSTAGE** two shifts handling equipment serv-210 Count, with CHARMS: USEFUL CAPSULE (Pat. Pending) icing and refreshment stand chores. also 100 Count "HALF-HOUR" Balls, MILWAUKEE --- Automatic STAMP MACHINES Newly designed capsule. Will end all Target date for opening is July 1. Free: Candy Ball Labels. Merchandising Corporation, headed capsule troubles. SO ROUND, SO SWEET, by Asher Rabin and Carl Millman, New * Capsule won't come apart has been selected to operate the JOBBERS Indoor - Outdoor SO PROFITABLE * Easier filling (larger items can refreshments concession in the new be used) State Franchises Open. WANTED Samples and information on request. Capitol Court Kiddietown. Capi-* Can be used after emptied Retail - \$49.50 tol Court is the biggest and busiest * Attractive caps-assorted colors EPPY With qualified Large Profits to shopping center in town, and is losales organiza-Distributors. USES cated on the rapidly expanding tions to handle 91-15 144th Place EDWARDS CO. Northwest corner of the county. LOW-PRICED Jamaica 35, New York Salt, pepper, sugar shakers LINE OF Water bombs, firefly and insect holders Wesley Pavalan, operator of a 4011 Wilshire Blvd. CIGARETTE Powder shakers and perfume dispensers television service trade school here, Los Angeles 5, Calif. VENDORS, Order now: you'll be happy with result and Henry Davis, owner of Vienna 3 SIZES. -use the finest capsule ever to be Sansage Company, Chicago, Ill., put on market. None finer have reportedly invested \$265,000 quality-none \$5.50 per M in the moppet playland project. THE KEY lower in cost! Labels available at your distributor or: Automatic Merchandising will We also manunot only operate vending equip-TO BIG PROFIT IS facture vendors paula. ment in Capitol Court Kiddietown, for PriCelco.inc. ********* but will also handle over-the-councandy, cookies, **2 PENNY VENDING** ter refreshment sales. A separate pens, stamps, Steinard St. N Y 13, N Y Cortlandt 7.514r. area has been set off for the reperfumes. freshment stand, plus a battery of OUR 26th YEAR! with Hettherestow vending machines. SHIPMAN MFG. CO. MANDELL GUARANTEED Equipment will include candy, LOS ANGELES 32, CALIF. ice cream, soda water, milk, fruit USED MACHINES juice and cigarette machines, the latter for the adults who visit the 49' area with their children. HIGH According to Rabin and Mill-N.W DeLuxe Ic & Sc Comb. 12.00 N.W #39 1¢ Porc. 7.95 N.W Model #33 1¢ Porc. Conman, all of the vending equipment New York MERCHANDISE & SUPPLIES • Continued from page 68 Almonds, 5-Ib. pack Pistachio Nuts, Jumbo Queen installations, and they will prob-Pistachio Nuts, Large Tulip ably expand. Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik On the other hand, he continued, Cashew Whole Cashew Butts a small variety store will empty Peanuts, Jumbo a single machine about five times Spanish Mixed Nuts a vear. A battery, he added, won't do enough extra business on a Boston Baked Beans small location to justify the extra Jelly Beans equipment investment. Leaflets, 450 ct. M & M, 550 ct Hershey-ets HOROSCOPE SCALE VICTOR'S Rain-Blo Gum, 60 ct. \$.28 Rain Blo Ball Gum, 140 ct., 170 ct., PROVEN



MUSIC MACHINES

JUNE 30, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

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Watch Europe Competition, Say British

LONDON - British juke box manufacturers were warned they might soon lose out to aggressive and growing competition from firm in Western Europe if they did not soon pay more attention to international trade developments. An editorial appearing in the World's Fair, British coin machine trade journal, stressed the importance that Western European firms would be playing in supplying the world's trade needs.

A major factor mentioned was the support given by U. S. firms thru licensing arrangements whereby American machines would be produced in the Euporean countries.

Outside Britain

But, "Alas," the World's Fair states, "many of these moves toward large-scale European production of American coin machine production are taking place outside Britain."

Laying the blame at the feet of the editorial urged they attend more meetings between officials of NY Collections Europe and America to discuss the

Britain has one of the most sta-ble atmospheres for phonograph operation World's Friendland Terration operation, World's Fair states, but it could soon be lost to an invasion tors and manufacturers if the Brit- isn't in any too good shape here, vide for compulsory arbitration. selects two operators to act as ar- vious years', rather than to keep reish industry falls behind technological developments and commercial traffic with those areas.

'WURLI-BIRD' IN POWDER-PUFF DERBY

SAN DIEGO --- An airplane, with a brightly painted Wurlitzer juke box and a slogan, "... The name that means music to millions," will soon be flashing cross country on a 2,177 course, competing in the Twelfth Annual All - Woman Transcontinental Air Race or "Powder-Puff Derby" as it's most commonly known. The race gets underway July 4th.

At the controls will be veteran pilots, Marian Craver, wife of Noble Craver, local Wurlitzer distributor and her co-pilot Mrs. Ruby Keaveny.

The pair will be competing against some 60 to 75 planes for \$2,500 in cash awards and prizes. Both previously flew the race last year, finishing fourth. The plane, named the "Wurli-Bird," belongs to the Cravers, who are rabid flying enthusiasts, but the expense of the flight is being underwritten by Wurlitzer. The gals will visit Wurlitzer distributors at the various stops along their transcontinental route.

COMPETITION'S DILEMMA **Distributor-Owned Routes: Major Industry Headache**

Fourth in a series.

By BOB DIETMEIER

CHICAGO--There is no competitor the typical operator believes is more unfair than the distributor who operates. And operators can become more excited, uncompromising and relentless in deanything else.

tributor's and the operator's. This ing-if he must do so in order to makes the problem more compli- keep machines moving. He either cated, not less.

It is also a problem which calls receives from the manufacturer or for strong operator-distributor ties he doesn't stay in business-at least for a solution, but because of its as a distributor. nature, often makes such ties hard There are differences also in the to effect.

nouncing this practice than almost route is able to buy machines for routes which are handled by a less than the typical operator pays manager. Others simply have a It is true that the practice has for them. This is a fact which financial interest-perhaps a concaused considerable trouble and differentiates the distributor from trolling interest-in a route. Still continues to do so. But it is also the operator. But there is a far others may allow newcomers extratrue that there are two understand- greater difference: The distributor ordinary credit in order to enter the able sides to the problem, the dis- stands to lose nothing from operat-

finds a place for the equipment he

kind of operating distributors en-The distributor who operates a gage in. Some have their own operating field with five or 10 machines, and in a real sense, therefore operate.

But whatever form the competition from the distributor takes, it often leads to clashes between distributor and operator. The central problem is simply this: Brand-new machines keep coming off manufacturers' lines and are funneled into distributors' hands. The distributors are charged with the job of selling them. If they can't sell them, what do they do with them? They operate them.

It is true that manufacturers today control their production much more carefully than they once did, And this has helped the problem

Besides, who is to say that the NEW YORK -- The operating the operators endorsed a change in point a four-man arbitration board. manufacturer shouldn't at least by European operators, distribu- end of the coin machine industry the bylaws which - would pro- When a dispute arises, the board keep his production up to the prelect an attorney as the third mem- was cut back considerably from the plan runs independently of There is no reason to believe 1958 production will exceed 1957's, and it may well be less. Are operators cutting back on (Continued on page 81)

NY Music Ops OK **Arbitration Set-Up**

Bylaws Provide That Panel Hear All Location Disputes Involving Members

NEW YORK--The Music Op- Association. The first dispute to be of settling location disputes. Hold- Billboard. ing their quarterly meeting at the

erators of New York have approved solved by this machinery was recompulsory arbitration as a means ported in the June 16 issue of The

The change in the bylaws pro- but it hasn't cured it. Park-Sheraton Hotel Tuseday (24) vides that the MONY president ap-

CMMA Holds June Meet

COLORADO SPRINGS, Colo. --- Following its recently announced policy of holding successive meetings in different cities throut the State, members of the Colorado Music Merchants Association staged their June conclave in Colorado Springs.

A full turn-out of members was on hand, including more than 20 who drove the 75 miles from Denver, according to Jack Arnold, president of the group. Colorado Springs distributors, operators, and their employees were invited to sit in on a general discussion of common operating problems in the Colorado area, together with a review of what the members have achieved to date through 1958.

will get worse before they get meeting. better.

It doesn't take an economist to ready signed agreements which MONY counsel, explained that the that it did not exceed 52,000 to

figure the reasons for the slump. provide that they will accept the attorney will-in most cases-be 54,000 machines, and that includes For the most part, the fortunes of findings of arbitration panels set drawn from the panel of the Amer- a good export year. This is down (Continued on page 72) up by the American Arbitration

Taxes Clobbering German Operators 'Entertainment' Levy on Jukes, Games Cues Fight for Survival

Continued from page 1

In South Germany, operators do get nickel play.

Present taxes greatly affect this kind of income picture. It is no happenstance that most business managers of the associations are more, some of them even more lawyers.

The tax issue will eventually be decided by the Federal Supreme

many operators out of business.

gets the biggest play among pact. ZOA's problems, there are many basic than the tax. Most basic, oddly, is the fact that experts believe Germany has at least 50 per cent too many restaurants and

Germany's tavern surfeit keeps the marginal proprietor scrabbling for ways to eke out a living, and the idea which comes naturally is coin-operated equipment. So direct sales from manufacturer to locations, in which operators are bypassed, are a problem. Such direct manufacturer-proprietor sales account for most of the unorganized whose business includes all four categories of German machinesjuke boxes, vending machines, Walter Lee Putnam, Jr. amusement games and gambling

machines.

and chances are that conditions About 75 operators attended the bitrators. The operators, in turn, se- ducing it? Last year, production Most MONY operators have al- ber of the panel. Joe Godman, 1956. It is probably safe to say ican Arbitration Association, altho from 61,000-plus units in 1956. the AAA.

Force of Law

The three-member panel will then hear evidence from all parties to the dispute and give its ruling. These rulings may be confirmed by the New York Supreme Court and they have the same force as decisions handed down in courts of law.

The AAA arbitration procedure was encouraged by MONY, but it did not operate within the MONY machinery. Under the new arrangement, all MONY members automatically must accept the arbitration rulings. Previously, they Altho the Vergnuegungssteuer had to be signatories to the AAA

The principal drawback to the AAA contract was that the panel members generally knew little (Continued on page 80)

Open AMI Branch in Knoxville

KNOXVILLE, Tenn.---A new AMI distributorship was opened here last week under the auspices of Roanoke Vending Exchange, Inc., AMI outlet in Richmond, Va. operators. ZOA has a membership The firm will be located at 313 of approximately 3,000 members, Depot Avenue, N.W., and be under the management of Edward E. Wahle, who will be assisted by

devices. There are about 1,000 function as a branch of the home unorganized operators, most of office in Richmond. Doors were from Oakland. whom have fewer than five officially opened for the first time

ZOA condemns the direct sale with Roanoke service engineer, Bakersfield; Jack Daly, Stockton; as short-sightedness on the manu- William A. Browning Jr., and AMI Walter Hemple, Sam Ricklin, Jerry Long Island's biggest music op- new machine. Those machines at facturers' part, and warns that in factory regional sales representa- Jacobs and Ben Chemers, Los An-

CMMA Sets Fall Date For **Banquet**

LOS ANGELES--The California Music Merchants' Association has set the date for its annual banquet and floorshow to be held this fall at the Learnington Hotel here Saturday evening, October 25.

A full day of business sessions will precede the affair, with matters "important to the industry" on the agenda, according to State president and managing director, George A. Miller.

The group's annual banquet is expected to draw a record number of operators and tradesters, along with city and State officials. Miller stated that several of the major record companies have already assured top talent for the evening.

Name Committee

A general committee has been appointed, with further committees to be announced at a later date, along with program plans. Named to the general group are: The new distributorship will Ben Murillo, Ralph Love, Sam Tessler, Joe Silla and Alex Ferrero

Larry Marvin, Sacramento; Wes last week (28) with an open house Elster, Fresno; William Black,

Wet Spring Takes Toll **At Shore Locations**

test springs in recent years has taken its toll among operators with resort locations along the Long Island shoreline.

Normally, these stops begin doing a brisk weekend business beginning with Memorial Day, swing into a seven-day-a-week operation about mid-June, and roll right on thru the Labor Day weekend.

This year, hardly a weekend has this year, Forman said. gone by without rain, and temperatures are running from 5 to 10 degrees below normal.

NEW YORK-One of the wet- which operate only in the spring and summer. According to Gabe Forman, N-S

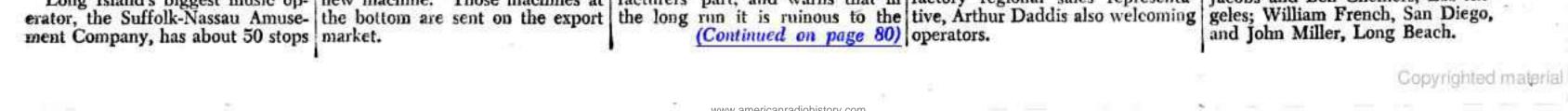
executive, virtually all the 78's have been weeded from the summer locations, and most of the equipment is less than five years old.

Last year some of these locations averaged from \$40 to \$50 a week, operator's end, during the summer. These locations had new 200-play pieces during the season, and they'll get new equipment again

After Labor Day, he puts the equipment on his regular stops, upgrading five pieces for every

taverns. **Direct Sales a Problem**

10 pfennigs, or about 2.5 cents. Court of Karlsruhe, and an adverse ruling undoubtedly would put



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OUTDOOR LOCATIONS

'Juke Enclosure' Cuts Servicing—Ups Profit

outdoor locations has enabled Mor- tables and chairs. rison Amusement Company, veteran Gulf Coast operator to cut their service costs substantially.

climate along the Mississippi gulf catering to customers until extremecoast, the Biloxi operator has many | ly late at night, it pays to keep the outdoor locations where machines boxes out where they are conveniare installed under open-air pa- ent at all hours-while at the same vilion roofs, in drive-ins, food serv- time, it is necessary to protect fce installations and the like. This them from the elements in the is particularly true on huge Keesler event of rain or hail storms and Air Force Base, which abuts di- extremely wet weather. That's the rectly on the city of Biloxi, and purpose of the enclosures, develhas a service personnel of over oped by the firm's head, Bill Mor-30,000 on its rolls. The Biloxi rison. Built of hardwood, and amusement concern has more than finished over with several coats a dozen "open air" locations, for of heavy white gloss enamel, they the most part concentrated where are more than adequate to protect

New Brochure Sells EP Story **To Locations**

CHICAGO-A four-page color brochure explaining some of the advantages of extended play album programming to locations has been designed by Shaffer Music Company, Seeburg distributors headquartering in Columbia, O.

available to local operators who in turn use it to sell EP's to the locaturer, Seeburg, has mailed a copy of the booklet to their other distributor offices as a suggestion for use. Emphasizing that, "patrons get Extra Pleasure . . . location owner gets Extra Patronage . . . operator gets Extra Profits," the brochure dwells on the argument that EP's attract an added market to the phonograph that wouldn't otherwise play-hence more profit.

BILOXI, Miss .-- Using self de- ice cream stands, frozen custard signed enclosures to protect juke stands, offer only the protection of boxes and vending machines in a roof set on posts over service

Open Air Spots

With military training operating almost around the clock, and the Because of the generally balmy beach resorts just below Biloxi short order luncheonette counters, the boxes from almost any weather condition. Two tightly fitting doors swing shut in front and insure against both weather and vandalism, with a heavy padlock mounted on weatherproof brass hinges for locking in place.

Locking Up

In most instances keys to the juke box enclosures are supplied to the location owner with instructions to close the doors whenever bad weather comes along. The same location owners, of course, are also responsible for closing up the machines and locking them at Shaffer has made the brochure the end of the operating day, whenever this time arrives.

Practical experience with several tions. Such success does Shaffer years of using enclosures such as report, that the parent manufac- this program shows that each machine can be expected to last at least half again as long in the corrosive salt air peculiar to Biloxi, and that electrical repairs are cut to a negligible factor. Even tho the enclosure costs upwards of \$15 apiece to produce, the tremendous effect which they have on the useful longevity of each machine makes the expenditure "extremely worth-while."

MONOPOLY U.S.ClubHas **Only Juke** In Moscow

NEW YORK-The fifth largest city in the world currently only has one juke box in operation, according to Theodore H. Silbert, president of the Standard Financial Corporation.

Silbert, who recently returned from a six-day visit to Moscow, reports that the only automatic music machine in the Soviet capital is located in the American Club, which houses male U. S. Army enlisted personnel and civilian employees of the U. S. Embassy.

Silbert was particularly interested in the juke box, as Standard specializes in factoring coin machine accounts receivables and lending money directly to coin machine operating firms.

Drawing Card

The juke box, a late-model 45 r.p.m. unit, is in operation each evening from 10 p.m. until 4 a.m., he said. The juke box is popular not only with Army and embassy personnel, but it is a great favorite with employees of the other Western nation embassies who are guests at the American Club each evening.

The shortage of 45 r.p.m. American records here is severe. While residents at the American Club get most of the amenities of Stateside living, they experience extreme difficulty getting pop records.

Juke box operators, record distributors and one-stop owners who would like to provide pop records for the club may do so by sending partment of State, Washington 25, D. C. Packages should contain not more than 20 records. Moscow residents, said Silbert, are enthusiastic about American dance music, despite the government's policy of discouraging performances of U. S. popular music. Most hotel orchestras, he explained, attempt to play what they consider jazz or U. S.-type music, but the results are not too successful.

I'LL BE SUING YOU ---

Legal Knowledge Helpful For Gotham Coin Operators

that a law degree may soon be their locations illegally. mandatory for operating juke boxes and games in Gotham. This week, two operators sought injunctions against a labor union, another operator is being sued by a juke box association, and that operator, in turn, is suing the association.

Still scheduled to go to court in damages. are two cases involving two other operators and two labor unions.

Latest developments in the New York coin machine legal situation involve Harold Kaufman, Brooklyn operator; Harry Berger, New York jobber and operator; Morris Wurtzel, New York operator; Local 1690, Retail Clerks International Association, and the Music Operators of New York.

Kaufman and Berger are seeking injunctions against Local 1690,

FAMILIAR? London Ops Mull Juke Problems

LONDON --- London juke box operators may be almost 5,000 miles separated from their American counterparts, but the problems of both bear a close family resemblance.

In a recent meeting of the the records to John D. Ardoin, P.O.A. Council (the London opera-American Embassy (M), c/o De- tor association), according to the Miller representing the operators, British coin machine trade journal, deal calls for the association mem-World's Fair, topics discussed ranged over records, taxation, insurance rates, depreciation, branch report, court proceedings, unprofitable sites and informal get togethers among operators. One new twist, at least to American operators: the London association plans to keep a tentative list lated. of unprofitable locations with owner details and dates, so members might profit from another's mistakes or losses.

NEW YORK ---- It's getting so | claiming that the union is picketing

MONY is suing Wurtzel, who was suspended from membership, for dues which it alleges Wurtzel owes. Wurtzel, in a countersuit, charges that MONY has turned over his location list to other operators, and he is asking \$10,000

Local 26, International Brotherhood of Teamsters, is being sued by Ray Knoss, director of the newly-formed Game Operators of New York. Knoss seeks to enjoin Local 266 from picketing his locations.

Joe Hirsch, who was a plaintiff in a recent injunction upsetting nominations of the Associated Amusement Machine Operators of New York, has been granted a temporary injunction against Local 1690. The motion on a permanent injunction is yet to be heard.



HOLLYWOOD --- Juke box operator-members of the California Music Merchants Association and Peter Potter, producer of the TV show, "Juke Box Jury" have concluded arrangements for the show's hit of the week to be spotlighted on music machines here.

With CMMA president George bers to display a decal promoting the "Juke Box Jury Hit of the Week," which will be selected by Potter's studio audience. In turn, the tune picked will be plugged by Potter on his TV show with the hope that the juke box play of the particular number will be stimu-In the event the California tie-up clicks, Potter hopes to make similar arrangements over the nation thru Music Operators of America of which Miller is also the president and when the TV show is sold regionally or nationally. It is now being offered for sale for the wider markets.

Leslie Execs Promoted to **Key Berths**

NEW YORK --- Key personnel changes in Leslie Distributors, onestop with branches here, in Pittsburgh; Hartford, Conn.; Newark, N. J., and one to open in Freeport, L. I., N. Y., were announced last week by Lou Boorstein, Leslie president.

Bernie Boorstein, vice-president who had been in charge of the New York branch, will now supervise all branch operations. Phil Steckel moves up to the managership of the New York branch, while Harold Horner has been promoted to assistant manager of the New York branch.

Don Libertore has been designated manager of the new branch in Freeport. Boorstein said that the promotions were in keeping with the company's policy of upgrading from within.

CHICACO-Irving Oviz, a 25the firm.

Most recently, Ovitz headed his

N. Y. Collections Continued from page 71 the coin machine operator are tied

in with the fortunes of the tavern owner, and the bar business is pretty sad in New York.

When people have a few extra dollars in their pocket, they will manage to spend a few pleasant hours in their friendly neighborhood tavern. And while they're there, they'll play a few games on the shuffle alley and drop a few dimes in the juke box.

Overtime Scarce

With full employment and overtime, the taverns did well, and the coin boxes were filled frequently. Right now, there is not full employment, and overtime checks are getting scarcer.

That doesn't mean that the taverns are throwing in the rag and operators are calling it quits. The bars are just about getting by, and the operators are still making a living, altho they have to plug a little harder than they did a year ago.

What upsets many of the operayear veteran of the coin machine tors here is that June has turned in their respective territories. business, has joined the staff of out to be a slow month. Late Coven Music Corporation, local spring and early summer are gen-Wurlitzer distributor. Ovitz will erally pretty good here, and the tributing Co., Oklahoma City, handle general and export sales for slump in collections doesn't come and his sales chief, Dave Sutheruntil July.

own firm. Acme International, gen-eral distributors of juke boxes and pretty lean pickings between now B. J. Nichols, B. J. Nichols Disgames in Chicago. Prior to that and Labor Day. Those operators tributing Co., San Antonio; Hoddie time, he was associated with Auto- with resort locations should do Franz, Gulf State Distributing Co., matic Distributing Company and fairly well, but the strictly city op- Houston, and George Sammons,

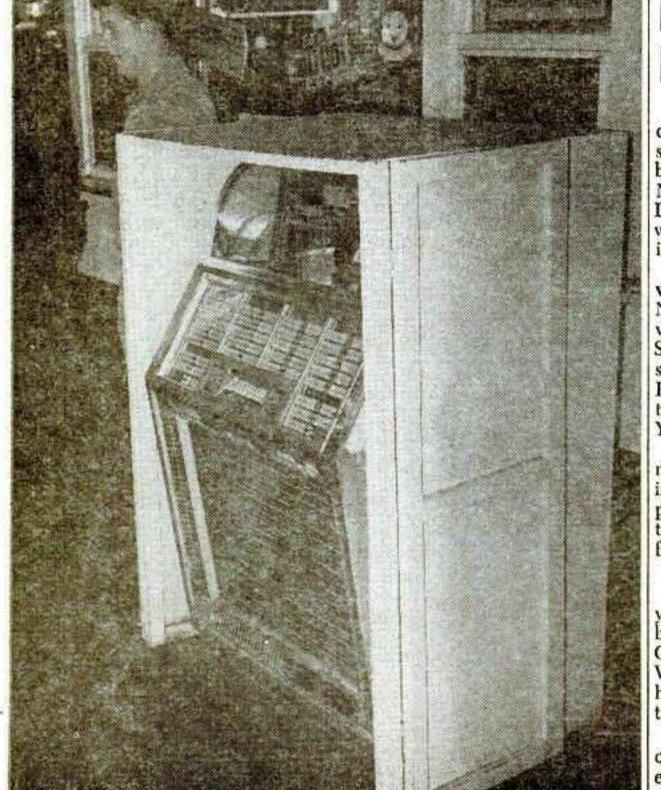
3-Day Seeburg Cig **Unit Sales Meet** Held in Dallas

DALLAS-The Seeburg Corporation held a regional sales clinic for three days here last week.

The sales meetings were held at the Statler-Hilton Hotel June 16 thru 18 and conducted by George Glass, Seeburg official in charge of cigarette sales. He was aided by two assistants, Gunnar Bagrielson, Dallas, regional sales manager. and Gill Semonin, Arlington, Tex.,

regional service manager, who travels the Texas territory for all Seeburg distributors in that area. Outlined to five distributors in three States, some with their sales managers, were sales techniques, sales potential, market conditions and sales and market possibilities

Present for the clinic were: Boyd Dickson, Dickson Disland; W. F. O'Connor, O'Connor With June 1958 not much better Distributing Co., Dallas, and his



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THE BILLBOARD

MUSIG MACHINES

Chicago

74

Sam Solomons, of University Coin Machine Exchange, Columbus, wrapped BB on the knuckles last week for not publishing coinmen bits he has given from time to time to Dick Ford, ad manager and Dick Wilson of the advertising staff. We think Sam's letter is so good in illustrating a point we've wanted to make for some time that we are excerpting the two choice paragraphs:

"I have been a weekly advertiser in Billboard Magazine for 71/2 years and wonder why I have not been given consideration in any news magazine.

"It seems that the only ones who get any publicity in your magazine are the nonadvertisers."

Sam closes the letter by adding, "I would appreciate an answer to this." We want to answer you, Sam, and every other loyal coinmen reader. We can call this "Tips On Coinmen Bits".

write, or wire the coinmen bit to in on the machine at Evans, be-Bob Dietmeier, 188 W. Randolph cause they came so close to be-Street, Chicago 1.

tradester than write stories, so contact them often. They love it.

No, Sam, we do not discriminate against advertisers. We like coinmen bits from all people in the business. Follow our tips and we'll prove it to you. As a matter of fact, Sam, you figured prominently

Coinmen You Know

Incidentally, Sam's recent coinmen bit that was finally turned up in some editorial man's desk drawer is a good one:

Teresa Burgess, Sam's secretary and well known in the Midwest trade, is now one of the youngest grandmothers in Columbus-her daughter presented her with a granddaughter named Julie Ann.

(Editor's Note: Sam discreetly left out what to an editorial man would make this little bit a rouser: Her age!)

Keep 'em coming, Sam. And that includes everybody!

AMI Sales, has hired a real cutie Trudy Too, was the first large as office girl. Paula's the name, boat on the scene, after monitoring men. . . . Bob Gnaro of ABC, wax- a Coast Guard wave length reing poetically last week on the porting the accident. Some six value of written contracts. He is survivors were involved, with the especially pleased with results on a Coven boat helping in the rescue long one his lawyers worked on for and relaying messages to the Coast a long time. (You'll be seeing it in Guard. 1. Try to save the "Distributor these pages before long). . . . Les News Forms" that BB regularly Rieck, sales chief at Rock-Ola, got sends out to all distributors and to reminiscing about Mills Novelty mail them to the coin machine and the sale of the juke box they editor when you have a news bit. developed to H. C. Evans. Les 2. Or, if you lose the form, call, can't think about the work he put coming a major manufacturer . . . 3. Editorial guys are really nice and yet so far. All of this is only guys and would rather hear from a good colorful conversation nowadays, tho. All Les can think about these days is the wall-mount Rock-Ola, which he says is going into locations previously without machines. . . . Kurt Kluever in busy conference, first with an artist, and then with others, looked like the proverbial cat that swallowed a canary... Hmm.

brief Western States vacation, Ratajack is in the process of getting fully settled in AMI's new sales offices at 140 South Dearborn. . . . Irving Ovitz, a veteran coin machine man of some 25 years, is now on the Coven Music sales staff. The firm incidentally reports they plan some new refinements to their title strip kit to be announced shortly.

Ben Coven, a boating enthusiast for some years, recently assisted in the rescue of an overturned small craft in the treacherous waters of Mike Spagnola, boss man at Lake Michigan. Coven's boat, the

> Sam Lewis, Williams Manufacturing Company's director of sales, at press time, was still expecting a visit from the stork. The late arrival, which will be Number 4 at the Lewis household, has already cost Sam \$20. Sam made a bet with Marshall Caras, Trimount Sales, Boston, that Number 4 would arrive before Caras' next addition. Sam now owes Marshall a new hat, as the Caras youngster came home first. Tidings arrived via a special announcement received by Sam last week.

man from Jackson, Miss., spent Lee Perlman, moved into their new

number of operators in the deep South were quite upset after putting new United Shooting Stars out on location. When all the balls in the pockets bounced up at one time, their first impression was that the machines were out of order. But they eventually realized that this is how the game is played (it's a new type of shuffle puck game) and that the machines were actually in first-class operating condition. Conner claims that the recession hasn't yet hit the Southland. He says the coin trade is holding up in fine shape down there.

New York

By AARON STERNFIELD

Murray Kaye at Atlantic-New York reports that the Seeburg cigarette machines, received about a week ago, are moving well. Meyer Parkoff is giving most of the Atlantic personnel two weeks' vacation, while a skeleton crew mans the shop. The vacationeers return July 14.

Girard E. Vadeboncoeur, the new AMI field service engineer for Eastern Canada, New England, New York, New Jersey, Pennsylvania and Maryland, was formerly a factory engineer. For the next two weeks he will travel in Connecticut and New York State with Irving Kempner, Runyon's goodwill ambassador.

George Holtzman, local opera-Lyn Conner Jr., traveling coin- tor, and his new bride, the former

JUNE 30, 1958

now a Miami resident, was in town this week visiting local operators. He dropped into the MONY office to say hello to Al Denver and Nad Cordon.

Tom and Joe Greco, Glasco, N. Y., visited on 10th Avenue this week. . . . Dave Simon has been discharged from Doctor's Hospital and is recuperating at home. He just opened a golf driving range at Douglaston, L. I. The tees are coin operated, with 50 cents getting the patron a bucket of balls. Meanwhile, Irv Holzman has been taking care of the distributorship, covering New York, Buffalo and Baltimore.

Collections might be a bit slow, and competition might be a mite sharp, but about 200 coinmen and their families didn't seem to have a care in the world as they cavorted at Grossinger's Country Club here Friday thru Sunday (13-15) in conjunction with the annual banquet of the New York State Operators' Guild (see separate story).

While no prize for the top athlete of the group was awarded, if such a prize were to be made the recipient would probably have been Irv Kempner of Runyon Sales.

Kempner played a vigorous nine innings of softball, attempted to organize a bowling expedition, demonstrated his cha-cha technique with several of the operators wives, and capped his athletic endeavors with an Australian crawl exhibition at the swimming pool. Rain temporarily thwarted his physical culture program Friday (13), but he was the industry's athletic pride the following two days.

Top lady athlete was Ele-

in a recent coinmen fishing story involving Jack Mitnick and Jerry Brenner.

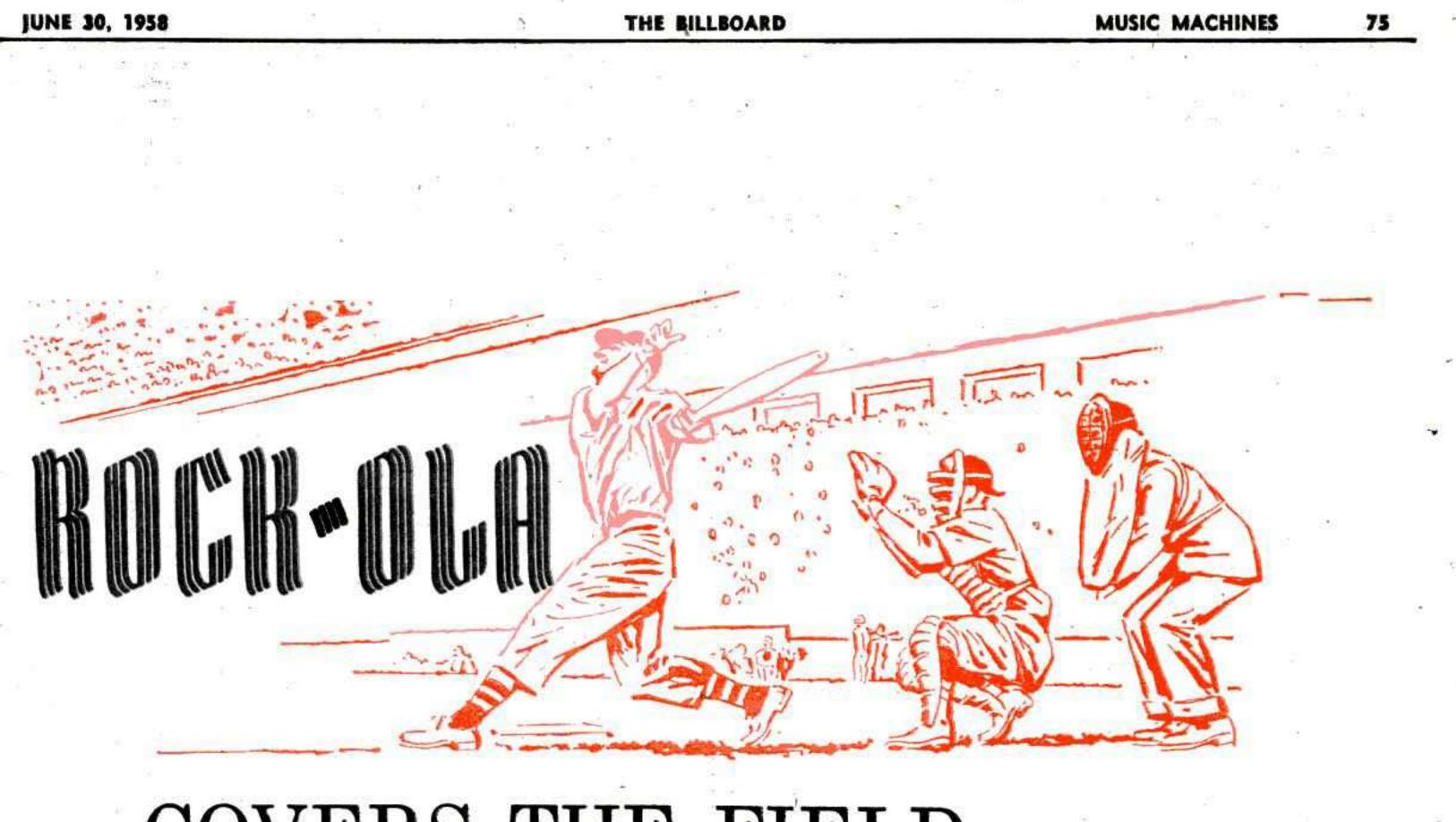
Ed Ratajack, AMI sales veep returned to town last week hale and tanned after a

several days visiting at United summer home at Suffern, N.Y... Manufacturing Company last week. Lee Rubinow, former president of Lyn had this prize anecdote: A the Music Operators of New York,

anor Boorstein who won the lady's golf trophy Saturday (Continued on page 78)

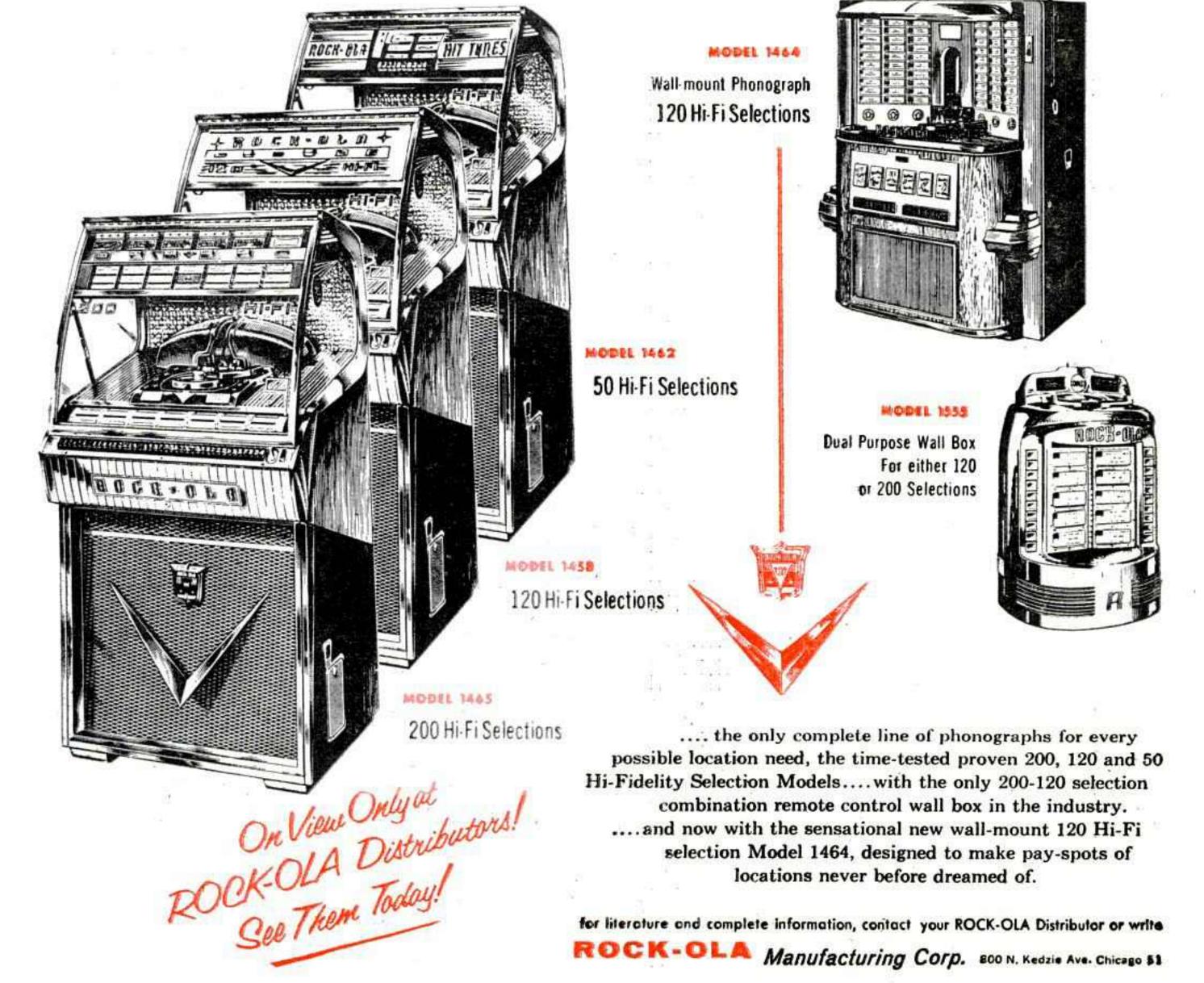






COVERS THE FIELD

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THE BILLBOARD WEEKLY

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Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

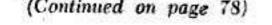
(For 10-week period ending with issue of June 23, 1958)

MUSIC	MACHIN	IES	Moan	High	Low	
1	High	Low	A 18.	Basketball Champ (10/49) .\$195.00	\$ 75.00	
del C-40 del D-80 (51) 40 sel	\$150.00	\$150.00	\$150.00	Home Run	95.00 30.00	
18 RPM	295.00		295.00	EVANS	00.00	
del E-40 (53) 40 sel. /8 RPM	225.00	225.00	225.00	Saddle & Turf Club Model (10/53)\$ 85.00	\$ 85.00	
del E-80 (53) 80 sel. 15 RPM		325.00	325.00	GENCO	ill 10 - Martinese	
del E-120 (53) 120 s	sel.,			Golden Nugget (2/53)\$ 35.00 Invader (3/54) 75.00	\$ 35.00 75.00	
45 RPM del F-80 (54) 80 sel	Eng attention		345.00	COTTLIEB	\$100.00	
15 RPM del F-120 (54) 120 s		485.00	485.00	Arabian Knights (11/53)\$100.00 Auto Race (956) 210.00	185.00	
15 RPM	495.00		495.00	Basketball (10/49) 175.00 Bowlette (2/50) 245.00	175.00 245.00	
CK-OLA 32 50 sel., 78 RPM	. \$ 95.00	\$ 95.00	\$ 95.00	Chinatown (10/52) 75.00 Cinderella (3/48) 25.00	75.00 25.00	
2 Rocket	95.00	95.00 75.00	95.00 139.00	Classy Bowler (7/56) 210.00	-165.00	
34 50 sel., 78 RPM	139.00	139.00	139.00	College Daze (8/49) 135.00 Coronation (11/52) 45.00	135.00 45.00	
14 16 A 120 sel., 45 RPN	149.00	139.00	139.00	Crossroads (5/52) 75.00 Cyclone (4/51) 25.00	70.00 25.00	
38 120 sel., 45 RPM	345.00		295.00	Daisy Mae (7/54) 119.00	119.00	
12 50 sel., 45 RPM . 16 Hi-Fi 120 sel.,	395.00	395.00	395 00	Derby Day (4/56) 185.00 Diamond Lill (12/54) 119.00	155.00	
15 RPM	495.00		449.00	Dragonette (6/54) 160.00	160.00	
BURG I-100-Hideaway (9/49	9) \$125.00	\$125.00	\$125.00	Duette (3/55) 155.00 Duette Deluxe (4/55) 179.00	135.00 179.00	
100-A (9/49) 100 se	el.,		2	Flying High (2/53) 65.00 Four Belles (10/54) 125.00	65.00 125.00	
18 RPM	245.00 sel.,	•••••	145.00	Four Stars (6/52) 65.00	50.00	
100-В (10/50) 100 15 RPM 100-С (5/52) 100 ж	595.00	• • • • • •	375.00	Frontiersman (11/55) 150.00 Gold Star (8/54) 114.00	100.00 114.00	
100-C (5/52) 100 se	470.00		445.00	Grand Slam (4/53) 49.00 Green Pastures (1/54) 84.00	49.00	
-100-G (9/53) 100 s	sel., 595.00	595.00	595.00	Guys & Dolls (5/53) 85.00	85.00	
-100-R	645.00		625.00	Gypsy Queen (2/55) 170.00 Happy Days (7/52) 50.00	95.00 50.00	
0-W (9/53)		495.00 525.00	495.00 525.00	Harbor Lites (2/56) 160.00	145.00	
JRLITZER				Hawaiian Beauty (5/54) 110.00 Hawaiian Beauty (5/54) 95.00	95.00	
15 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00	Hit 'N' Run (3/54) 45.00 Jockey Club (4/54) 125.00	45.00	
17 (46) 24 sel., 18 RPM	The State of the S	NUMBER OF STREET, STRE	350.0	Jubilee (5/55) 244.00	244.00 245.00	
00 (47) 24 sel.,				Jumbo (10/54) 275.00 Marathon (10/55) 275.00	165.00	
78 RPM	sel.		49.00	Lady Luck (9/54) 145.00 Lovely Lucy (2/54) 115.00	145.00	í
15 or 78 RPM 50 (50) 48 sel.,	99.00	99.00	99.00	Marble Queen (6/53) 69.00 Mystic Marvel (3/54) 99.00	69.00 95.00	
15 or 78 RPM	99.00	75.00	75.00	Niagara (12/51) 35.00	35.00	
0 (51) 48 sel., 5 or 78 RPM	150.00	149.00	149.00	Pin Wheel (10/53) 85.00 Poker Face (8/53) 75.00	69.00 75.00	
50 (51.) 48 sel., 15 or 78 RPM	175.00	150.00	150.00	Quartette (2/52) 95.00 Queen of Hearts	95.00	
00 (52) 104 sel., 5-78 RPM Mix	000000000000000		100.00	(12/52)	95.00 50.00	
50 (52) 104 sel.				Score-Board (3/56) 225.00	155.00	
5-78 RPM Mix			145.00	Sea-Belles (8/56) 275.00 Shindig (9/53) 100.00	225.00	
15-78 RPM Mix			145.00	Skill Pool (8/52) 50.00 Sluggin' Champ (4/55) 165.00	50.00	
15 or 78 RPM	235.00	235.00	235.00	Sluggin' Champ Deluxe		
0-A (54) 48 sel., 5 or 78 RPM	200.00	200.00	200.00	(4/55) 175.00 Southern Belle (6/55) 160.00	175.00 160.00	
i0 (53) 48 sel., IS RPM		235.00	239.00	Spot Bowler (10/50) 30.00 Stage Coach (11/54) 190.00	30.00)
iO-A (54) 48 sel., IS RPM			325.00	Sweet Add-A-Line	125.00	
0 (54) 104 sel.,				Toreador (6/56) 245.00	170.00	
15 RPM			475.00 525.00	Tournament (8/55) 194.00 Twin Bill (1/55) 134.00	165.00 125.00	
D11-10-1				Wild West (8/51) 250.00 Wishing Well (9/55) 175.00	250.00	
PINBA	LL GAM	- 3		UNITED	High Strange Strange	
antic City (5/52)	\$ 30.00	\$ 30.00	\$ 30.00	Cabana (3/53)\$ 45.00 Caravan (1/56)	\$ 45.00 90.00	
ch Beauty (1/55) ch Club (2/53)	40.00	125.00 40.00	140.00 40.00	Circus (8/52) 375.00	60.00	
uty (11/52) Time (1/55)	60.00	35.00	55.00	Havana (2/54) 40.00 Hawaii (6/54) 25.00	25.00 25.00	
ht Lights (5/51)	45.00	45.00	45.00	Manhattan (4/55) 80.00 Mexico (3/54) 50.00	70.00	
ht Spot (11/51) adway (12/55)	145.00	145.00	145.00	Nevada (8/54) 50.00	25.00	
ey Island (9/52)	185.00	155.00	170.00	Pixie (9/55) 125.00 Rio (11/53) 30.00	55.00 25.00	
le Ranch (9/51) ic (10/52)	45.00	40.00 45.00	45.00 45.00	Singapore (10/54) 50.00	25.00	
ety (3/55) time (6/55)	75.00	60.00 90.00	75.00	Stardust (4/56) 125.00 Starlet (11/55) 110.00	90.00	
Fi (6/54)	50.00	45.00	50.00	Stars (6/52) 35.00 Tahiti (8/53) 30.00	35.00 30.00	
Frolics (1/54) mi Beach (9/55)	\$5.00	50.00 95.00	50.00 115.00	Triple Play (8/55) 85.00	85.00	
e Club (3/56) n Beach (7/52)	225.00	175.00 40.00	200.00 40.00	Tropicana (1/55) 60.00 Tropics (7/55) 45.00	60.00 30.00	
n Springs (11/52)	. 50 00	50.00	50.00	WILLIAMS		
t Lite (1/52) Club (3/54)	55.00	25.00 50.00	65.00 55.00	Army & Navy (10/55)\$ 35.00 Big Ben (9/54) 115.00	\$ 35.00	
iety (9/54) ht Club (6/53)	75.00	70.00 35.00	75.00 35.00	C.O.D. (9/53) 59.00 Colors (11/54) 135.00	59.00 135.00	

8		2	Moss
Daffy Derby (8/54)	High 5 75.00	\$ 75.00	\$ 75.00
Dealer '21' (2/54)	34.00	34.00	34.00
Deluxe Baseball	85.00	85.00	85.00
Disk Jockey (11/52) Dreamy (2/50)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Four Corners (11/52)	40.00	40.00	40.00
Grand Champion (8/53) Gun Club (11/53)	49.00	49.00 90.00	49.00 90.00
Hayburner (6/51)	50.00	50.00	50.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51) King of Swat	40.00	40.00	40.00 175.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	125.00	125.00	125.00
Nine Sisters (1/54) Peter Pan (4/55)	75.00	75.00 145.00	75.00
Quarterback (10/49)	175.00	85.00	85.00
Race the Clock (1/55)	165.00	165.00	165.00
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.00
Rainbow 5 Ball (11/48)	210.00	175.00	175.00
Regatta (10/55)	145.00	85.00	145.00
Screamo (4/54) Sea Jockeys (11/51)	75.00	75.00 225.00	75.00 225.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	55.00	55.00	55.00
Sky Way (9/54) Spark Plug (10/51)	65.00 30.00	65.00	65.00
Spitfire (2/55)	115.00	30.00	30.00 115.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggie (12/53)	55.00	55.00	55.00
Slugfest (3/52) Twenty Grand (12/52)	45.00 50.00	45.00 50.00	45.00 50.00
Times Square (4/53)	55.00	55.00	55.00
Thunderbird (5/54)	110.00	110.00	110.00
Three Deuces (8/55) Super World Series (4/51)	165.00	125.00	165.00
Wonder land (5/55)	95.00	95.00	
SHUFFLE	GAM	ES	
Ace Bowler (CC) (9/50)	1295 00	\$ 95.00	\$195.00
Advance Bowler (CC)		0010 C=50525167475	
(5/53) American Bank (American	95.00	95.00	95.00
Arrow (CC)	250.00 220.00	225.00	225.00 220.00
Banner (U) (8/54)	155.00	155.00	
Bikini (K) (6/54)	195.00		125.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler	175.00	Enservice and the	00405510400
(CC) (4/55) Bowlette (G) (7/50)	175.00 245.00	175.00 245.00	175.00 245.00
Broadway Alley (U)	225.00	225.00	225.00
Capital Deluxe Shuffle	435.00	No. Service and Service	103655948565
Games Capitol (U) (6/55)	435.00 235.00	225.00 235.00	365.00 235.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	75.00	75.00	75.00
Century (K) (6/54) Champion (B) (5/54)	145.00	145.00	145.00 195.00
Chief (U) (11/53)	115.00	115.00	115.00
Classic (U) (6/53)	140.00	50.00	80.50
Clipper (U) (5/56) Clipper Deluxe (U) (5/55)	385.00 210.00	215.00	295.00 210.00
Clover Shuffle (U)	121212-0-02712	210.00	210.00
(1/53) Club (K) (4/53)	125.00	39.50	75.00
Club (K) (4/53) Comet Targette (U)	75.00	50.00	65.00
(11/54)	120.00	120.00	120.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	310.00	310.00	310.00
Criss-Cross Targette Deluxe HCC) (1/55)	110.00	110.00	110.00
Criss-Cross Targette Regular	01974-519744290	0.0000000000000000000000000000000000000	000000000000000000000000000000000000000
	285.00	100.00	285.00
(CC) (1/55)	90.00	90.00 100.00	90.00 175.00
Crown (CC) (4/53)		50.00	50.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53)	50.00	20.00	1.2.1.2.1.2.1.2.2.2.2.2.2.2.2.2.2.2.2.2
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC)	50.00	1005010505	720000860
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53)	50.00 95.00	49.50	75.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe	50.00	1005010505	
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe	50.00 95.00 275.00 110.00	49.50 125.00 110.00	185.00 110.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51)	50.00 95.00 275.00 110.00 40.00	49.50 125.00 110.00 40.00	185.00 110.00 40.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51) Fireball (CC) (11/54)	50.00 95.00 275.00 110.00 40.00 145.00	49.50 125.00 110.00 40.00 145.00	185.00 110.00 40.00 145.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51) Fireball (CC) (11/54) Flash (CC) (9/54) 8 Player (GE) (9/51)	50.00 95.00 275.00 110.00 40.00 145.00 175.00 85.00	49.50 125.00 110.00 40.00 145.00 175.00 50.00	185.00 40.00 145.00 175.00 50.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51) Fireball (CC) (11/54) Fireball (CC) (11/54) Flash (CC) (9/54) 8 Player (GE) (9/51) Gold Cup (CC) (7/53)	50.00 95.00 275.00 110.00 40.00 145.00 175.00 85.00 155.00	49.50 125.00 110.00 40.00 145.00 175.00 50.00 75.00	185.00 40.00 145.00 175.00 50.00 115.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51) Fireball (CC) (11/54) Fireball (CC) (11/54) Flash (CC) (9/54) S Player (GE) (9/51) Gold Cup (CC) (7/53) Gold Medal (B) (3/55) Hi Speed Triple Score	50.00 95.00 275.00 110.00 40.00 145.00 175.00 85.00	49.50 125.00 110.00 40.00 145.00 175.00 50.00	185.00 40.00 145.00 175.00 50.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51) Fireball (CC) (11/54) Fireball (CC) (11/54) Flash (CC) (9/54) 8 Player (GE) (9/51) Gold Cup (CC) (7/53) Gold Medal (B) (3/55) Hi Speed Triple Score (CC) (8/53)	50.00 95.00 275.00 110.00 40.00 145.00 175.00 85.00 155.00	49.50 125.00 110.00 40.00 145.00 175.00 50.00 75.00	185.00 40.00 145.00 175.00 50.00 115.00
Crown (CC) (4/53) Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC) (3/53) Feature (CC) (7/54) Fifth Inning Deluxe (U) (6/55) 5 Player (U) (1/51) Fireball (CC) (11/54) Fireball (CC) (11/54) Flash (CC) (9/54) 8 Player (GE) (9/51) Gold Cup (CC) (7/53) Gold Medal (B) (3/55)	50.00 95.00 275.00 110.00 40.00 145.00 175.00 85.00 155.00 185.00 60.00	49.50 125.00 110.00 40.00 145.00 175.00 50.00 75.00 185.00 60.00	185.00 40.00 145.00 175.00 50.00 115.00 185.00

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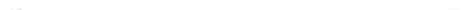
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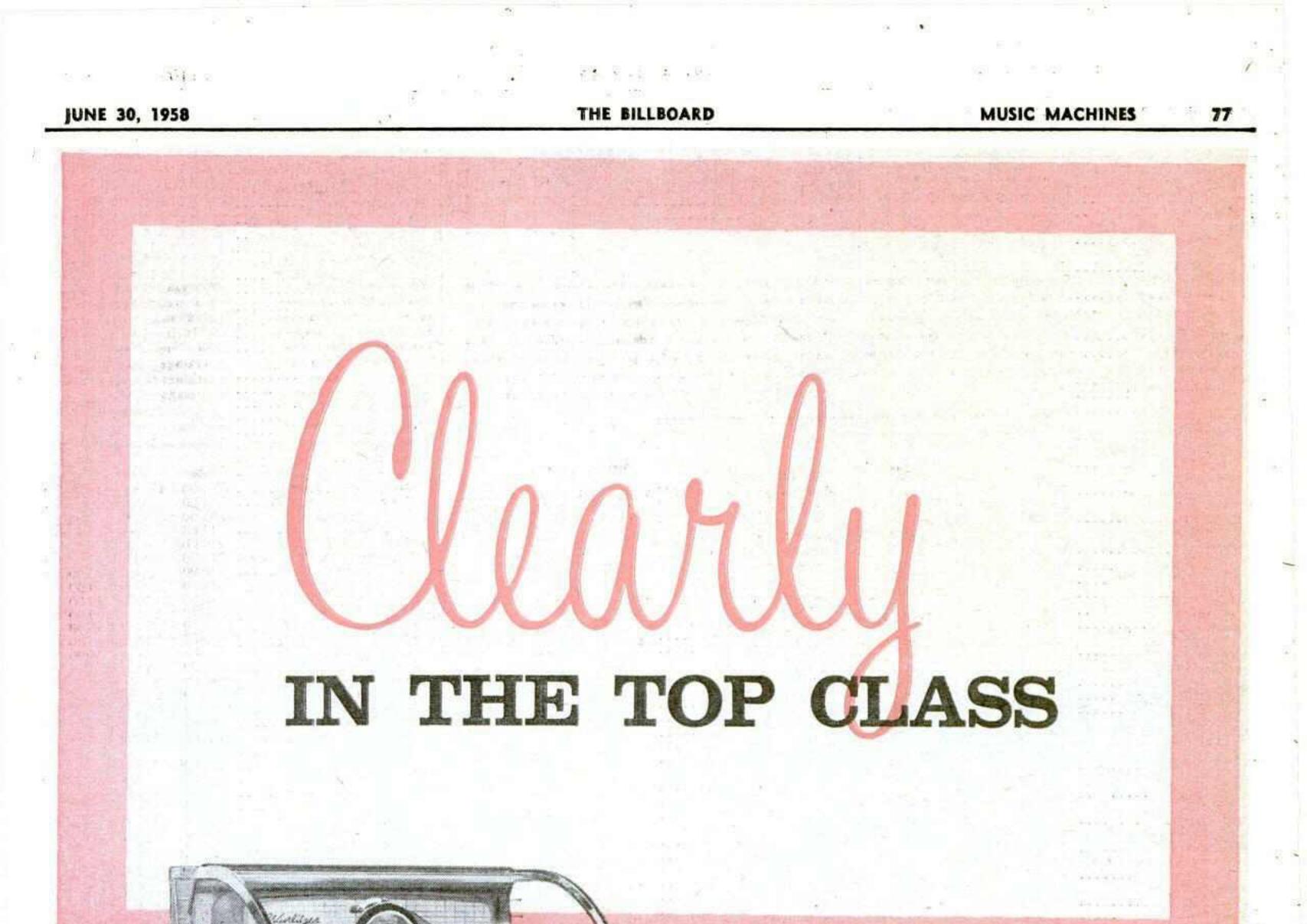








100 14



The Wurlitzer Console was created for one purpose - to out-earn any phonograph ever built.

In thousands of locations it is fulfilling that purpose.

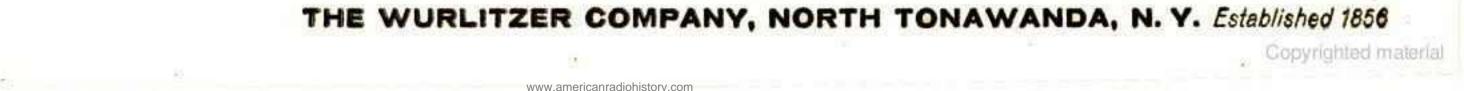
Exciting lo-boy styling ... Fabulous hi-fi tone ... 200 selections ... 50-cent play all the way ...

These are only a few of many features that put this console phonograph in a class by itself.

WURLITZER

PHONOGRAPH

200 and 104-Selection Models



MUSIC MACHINES

78 MO3		Actin	
• Continued from page	e 76		-
		High	Low
Imperial (U) (9/53) . Jet Bowler (B) (8/54)	\$	85.00 75.00	\$ 60.00 75.00
Leader Shuffle Alley (U) (11/53)		195.00	125.00

Mean Avg.

60.00

00

\$

Jet Bowler (B) (8/54) 75.00	75.00	75.00	
Leader Shuffle Alley (U) (11/53) 195.00	125.00	165.00	
League Bowler (U) (1/54) 250.00	95.00	165.00	
League Bowler Deluxe	100.00		
(U) (4/54) 195.00 Lightning (U) (2/55) 145.00 Lightning Deluxe	145.00	1	
(U) (2/55) 295.00			
Magic (B) (12/54) 145.00 Manhattan 10 Frame	145.00		
(United)	85.00	85.00 190.00	
Mars Deluxe (U) 395.00 Match Bowl-A-Ball	185.00	245.00	
(CC) (8/52) 70.00 Match Pool (GE) (2/54) 60.00	45.00	45.00	
Mercury (U) (12/54) 125.00	and the same the same the same to		
Mystic Bowler (B) (12/54)	325.00	355.00	
Mercury Deluxe 11th Frame (U) 295.00	235.00	245.00	
Name Bowler (CC) (1/54) 50.00	50.00	50.00	
Official (U) (5/52) 85.00 Olympic (U) (8/54) 75.00		75.00 75.00	
Original 95.00	50.00	70.00	
Pacemaker (K) (9/55) 85.00 Palisade (K) 55.00	55.00	The second second second second	
Playtime Bowler (CC) (10/54) 290.00	290.00	290.00	
Rainbow Shuffle Alley (U) (8/54) 125.00		125.00	
Rocket (B) (8/54) 95.00 Royal (U) (8/54) 190.00	95.00 75.00	and the second sec	
Score-A-Line (CC) (9/55) 245.00	245.00	245.00	
Shuffle Alley Deluxe 6 Player (U) (10/51) 85.00	30.00	60.00	
6 Player (K)	45.00	55 00	
Shuffle Alley 10 Player (K) 95.00	50.00	60.00	
Shuffle Alley 11th Frame	150.00	195.00	
Shuffle Alley Deluxe 11th Frame (U) 325.00	175.00	225.00	
Shuffle Pool (Co)	50.00	50.00	

	High	Low	Mean Avg.
Venus Deluxe (U) (3/55)	\$350.00	\$225.00	\$275.00
Victory Bowler (B) (5/54)		145.00	195.00
Vinus Bowler Yankees (U)	145.00	145.00	145.00

ARCADE EQUIPMENT

Code: AP-Auto Photo; B-Baily; CC-Chicago Coin; Ev-Evans; Ex-Exhibit; G-Genco; Gb-Gottlieb; K-Keeney; M-lut'l Mutoscope; R-Roovers; S-Seeburg; Sc-Scientific; Sh-Shipman; T-Telecoln; U-United; W-Williams; Wa-Watting. And South

Magic (B) (12/54) 145.00 145.00 145.00 Manhattan 10 Frame (United) 85.00 85.00 85.00 Mars (U) (1/55) 190.00 190.00 190.00 Mars Deluxe (U) 395.00 185.00 245.00 Match Bowl-A-Ball (CC) (8/52) 70.00 45.00 60.00 Match Pool (CE) (2/54) 60.00 60.00 60.00 Marcoury (U) (12/54) 125.00 125.00 125.00 Mystic Bowler (B) (12/54) 355.00 325.00 355.00 Mare Bowler (CC) (1/54) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Original 95.00 55.00 55.00 55.00 Playtime Bowler (CC) (10/54) 290.00 290.00 290.00 Playtime Bowler (CC) (10/54) 290.00 290.00 290.00 Royai (U) (8/54) 95.00 55.00 55.00 Shuffle Alley Deluxe 6 Player (U) (8/54) 190.00 75.00 Soud 85.00 45.00 55.00 Shuffle Alley Deluxe (V) 325.00 55.00 <t< th=""><th>ABT Challenger (5/46)\$ 30.00 AA Gun (K) ('48) 99.50 All Star Baseball (W) 100.00 Atomic Bombers (M) 125.00 Auto Photo (AP)1595.00</th><th>99.50 100.00 75.00 1595.00</th><th>\$ 25.00 99.50 100.00 125.00</th><th>Photomatic (M) (1/50) 350.00 Photomatic Deluxe (M) (2/36) 245.00 Pistol (CC) (1/49) 75.00</th><th></th><th>245.00</th></t<>	ABT Challenger (5/46)\$ 30.00 AA Gun (K) ('48) 99.50 All Star Baseball (W) 100.00 Atomic Bombers (M) 125.00 Auto Photo (AP)1595.00	99.50 100.00 75.00 1595.00	\$ 25.00 99.50 100.00 125.00	Photomatic (M) (1/50) 350.00 Photomatic Deluxe (M) (2/36) 245.00 Pistol (CC) (1/49) 75.00		245.00
Manhattan 10 Frame 85.00 85.00 190.00 190.00 190.00 190.00 Mars Deluxe (U) 395.00 185.00 245.00 Match Bowl-A-Ball 70.00 45.00 45.00 (CC) (8/52) 70.00 45.00 45.00 Match Pool (GE) (2/54) 60.00 60.00 60.00 Match Pool (GE) (2/54) 125.00 125.00 125.00 Marcury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) (1/54) 50.00 50.00 50.00 Olympic (U) (8/54) 75.00 75.00 75.00 75.00 Olympic (U) (8/54) 290.00 290.00 290.00 Palisade (K)	All Star Baseball (W) 100.00 Atomic Bombers (M) 125.00	100.00 75.00	100.00	(M) (2/36) 245.00 Pistol (CC) (1/49) 75.00		10 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C
Mars (U) (1)/55) 190.00 190.00 190.00 Mars Deluxe (U) 395.00 185.00 245.00 Match Bowl-A-Ball 70.00 45.00 45.00 45.00 Match Bowler (C) (12/54) 125.00 125.00 125.00 Mercury Ul (12/54) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 50.00 Name Bowler (CC) (1/54) 50.00 50.00 Olympic (U) (S/52) 85.00 60.00 75.00 Olympic (U) (S/54) 75.00 75.00 Palisade (K) (9/55) 85.00 149.50 50.00 Palisade (K) (S/54) 290.00 290.00 290.00 Rabow Shuffle Alley 125.00 125.00 125.00 125.00 125.00 Roket (B) (S/54) 95.00	Atomic Bombers (M) 125.00	75.00		Pistol (CC) (1/49) 75.00	65.00	
Mars Deluxe (U) 395.00 185.00 245.00 March Bowl-A-Ball 70.00 45.00 60.00 Match Pool (GE) (2/54) 60.00 60.00 60.00 Mercury (U) (12/54) 125.00 125.00 125.00 Mystic Bowler (B) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Orginal 95.00 50.00 50.00 Playtime Bowler 95.00 55.00 55.00 Yul (8/54) 290.00 290.00 290.00 Playtime Bowler 125.00 125.00 125.00 Yul (8/54) 120.00 290.00 290.00 Rocket (B) (8/54) 95.00 95.00 95.00 Score -A-Line 125.00 125.00 125.00 Yul (10/51) 85.00 30.00 60.00 Shuffle Alley 95.00 55.00 55.00 Shuffle Alley Deluxe 6 Player 10 10.00 </td <td></td> <td>1595.00</td> <td></td> <td></td> <td>Contraction of the second s</td> <td>75.00</td>		1595.00			Contraction of the second s	75.00
Match Bowl-A-Ball (CC) (8/52) 70.00 45.00 60.00 Match Pool (CE) (2/54) 125.00 125.00 125.00 Mystic Bowler (B) (12/54) 355.00 325.00 355.00 Mercury Deluxe 11th Frame (U) 295.00 235.00 245.00 Name Bowler (CC) (1/54) 50.00 50.00 50.00 Olympic (U) (8/52) 85.00 60.00 75.00 Olympic (U) (8/54) 75.00 75.00 75.00 Original 95.00 50.00 75.00 Palisade (K)		1 2 7 2.00	1595.00	Pistol Pete (CC) 99.50	45.00	75.00
(CC) (8/52) 70.00 45.00 60.00 Match Pool (CE) (2/54) 125.00 125.00 125.00 Mystic Bowler (B) 12/54) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) 50.00 50.00 50.00 (1/54) 50.00 50.00 75.00 Olympic (U) (8/52) 85.00 60.00 75.00 Original 95.00 50.00 70.00 Pacemaker (K) (9/55) 85.00 149.50 50.00 Palisade (K)	Anti Aircraft 99.50	99.50	99.50	Pistol Target Skill 15.00	15.00	15.00
Match Pool (GE) (2/54) 60.00 60.00 60.00 Mercury (U) (12/54) 125.00 125.00 125.00 Mystic Bowler (B) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) 50.00 50.00 50.00 Olympic (U) (5/52) 85.00 60.00 75.00 Original 95.00 50.00 75.00 Pacemaker (K) (9/55) 85.00 149.50 55.00 Patisade (K) 55.00 55.00 55.00 Palisade (K) 290.00 290.00 290.00 Rocket (B) (8/54) 125.00 125.00 125.00 Royai (U) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 10 10.00 55.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 10.00 225.00 245.00 Shuffle Alley 10.00	Air Raider (K) ('48) 125.00	125.00	125.00	Pitch'm & Bat'm (S) 195.00	95.00	195.00
Marcury (U) (12/54) 125.00 125.00 125.00 Mystic Bowler (B) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) (1/54) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Original 95.00 50.00 75.00 Original 95.00 50.00 75.00 Patemaker (K) (9/55) 85.00 149.50 55.00 Playtime Bowler (CC) (10/54) 290.00 290.00 290.00 Roket (B) (8/54) 125.00 125.00 125.00 Roket (B) (8/54) 95.00 95.00 95.00 Score-A-Line (U) (10/51) 245.00 245.00 245.00 Shuffle Alley 85.00 30.00 60.00 55.00 Shuffle Alley 85.00 150.00 195.00 55.00 Shuffle Alley 95.00 50.00 55.00 55.00 Shuffle Alley 10.00 325.00 175.00 25.00 Shuffle Alley <	Air Hockey 175.00	95.00	175.00	Polar Hunt (W) 295.00	210.00	210.00
Mystic Bowler (B) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Olympic (U) (8/54) 75.00 75.00 75.00 Original 95.00 55.00 50.00 Patemaker (K) (9/55) 85.00 149.50 50.00 Patemaker (B) (8/54) 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 (CC) (10/54) 290.00 75.00 75.00 75.00 Rocket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 Shuffle Alley 10/10/51) 85.00 30.00 60.00 Shuffle Alley 10.00 325.00 150.00 195.00 Shuffle Alley 10.00 325.00 10.00 30.00 60.00 Shuffle Alley 10.00 325.00 175.00 225.00 Shuffle Alley 10.00	Air Football 245.00	245.00	245.00	Pop Up 20.00	20.00	20.00
(12/54) 355.00 325.00 355.00 Mercury Deluxe 11th 295.00 235.00 245.00 Name Bowler (CC) 50.00 50.00 50.00 (1/54) 50.00 50.00 75.00 Olympic (U) (8/52) 85.00 60.00 75.00 Original 95.00 50.00 70.00 Palesade (K) 55.00 55.00 55.00 Palisade (K) 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 95.00 Royal (U) (8/54) 190.00 75.00 95.00 Shuffle Alley beluxe 6 Player 100.00 75.00 110.00 Score-A-Line 85.00 30.00 60.00 Shuffle Alley 85.00 30.00 60.00 Shuffle Alley 95.00 55.00 55.00 Shuffle Alley 355.00 150.00 195.00 Shuffle Alley 355.00 150.00 195.00 Shuffle Alley 355.00 50.00 50.00 Shuffle Alley 350.00 50.00 50.00	Balloonamat Capitol P			Quarterbacks (G) (9/55) . 175.00		125.00
Mercury Deluxe 11th Frame (U) 295.00 235.00 245.00 Name Bowler (CC) (1/54) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Original	(1/55) 195.00	195.00	195.00	Ranger (K) 295.00	250.00	295.00
Frame (U) 295.00 235.00 245.00 Name Bowler (CC) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Original 95.00 50.00 70.00 Pacemaker (K) (9/55) 85.00 149.50 50.00 Palisade (K) 290.00 290.00 290.00 Paimaker (K) (9/55) 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 (U) (8/54) 95.00 95.00 95.00 Roket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 01 (10/51) 85.00 30.00 60.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley 10 Player (K) 325.00 175.00 225.00 Shuffle Alley Deluxe 11th Frame 335.00 150.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.	Baseball (Sc) 95.00	95.00	95.00	Rapid Fire (B) 125.00	110.00	110.00
Name Bowler CC1 (1/54) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Original 95.00 50.00 70.00 Paremaker (K) (9/55) 85.00 149.50 50.00 Paistine Bowler 290.00 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 95.00 Rocket (B) (8/54) 95.00 95.00 95.00 Rocket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 100.00 75.00 10.00 55.00 55.00 Shuffle Alley Deluxe 6 Player 10.00 55.00 55.00 55.00 Shuffle Alley	Baseball, 2 Player (G) 175.00	175.00	175.00	Rifle Gallery		
(1/54) 50.00 50.00 50.00 Official (U) (5/52) 85.00 60.00 75.00 Original 75.00 75.00 75.00 Original 95.00 50.00 70.00 Pacemaker (K) (9/55) 85.00 149.50 50.00 Palisade (K) 290.00 290.00 290.00 Painbow Shuffle Alley 125.00 125.00 125.00 (U) (8/54) 125.00 95.00 95.00 Rocket (B) (8/54) 95.00 95.00 95.00 Rocket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 00 10.00 55.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley 325.00 175.00 225.00 Shuffle Alley Deluxe 11th Frame 335.00 150.00 195.00 Shuffle Alley Deluxe (K) 65.00 40.00 45.00 50.00 Shuffle Alley Deluxe (K) 65.00 40.00 45.00 50.00	Basketball (G) 225.00	175.00	185.00	(G) (6/54) 195.00	95.00	150.00
Official (U) (5/52) 85.00 60.00 75.00 Olympic (U) (8/54) 75.00 75.00 75.00 Pacemaker (K) (9/55) 85.00 149.50 50.00 Palisade (K) 55.00 55.00 55.00 Playtime Bowler 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 Rocket (B) (8/54) 95.00 95.00 95.00 Royal (U) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 Shuffle Alley beluxe 6 Player 00 10.00 55.00 Shuffle Alley 95.00 95.00 95.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 95.00 50.00 100.00 10 Player (K) 95.00 50.00 150.00 Shuffle Pool (Go) 11th Frame (U) 325.00 175.00 225.00 Shuffle Pool (Go) 50.00 45.00 45.00 55.00 Six Pl	Basketball (CC) 175.00	95.00	175.00	Round the World Trainer	242.00	345.00
Olympic (U) (8/54) 75.00 75.00 75.00 Original 95.00 50.00 70.00 Pacemaker (K) (9/55) 85.00 149.50 50.00 Palisade (K) 55.00 55.00 55.00 Palisinge Bowler 290.00 290.00 290.00 Roket (B) (8/54) 125.00 125.00 125.00 Rocket (B) (8/54) 95.00 95.00 95.00 Rocket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 100.00 245.00 245.00 (U) (10/51) 85.00 30.00 60.00 Shuffle Alley 10.01 85.00 50.00 Shuffle Alley 10.02 225.00 245.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley 325.00 175.00 225.00 Shuffle Alley 325.00 175.00 225.00 Shuffle Alley Cloa 50.00 50.00 50.00 Six Player ICC1 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45	Basketball Champ (CC) 125.00	125.00	125.00	(CC) (10/53) 345.00		345.00
Original 95.00 50.00 70.00 Pacemaker (K) (9/55) 85.00 149.50 50.00 Playtime Bowler 55.00 55.00 290.00 290.00 (C) (10/54) 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 (U) (8/54) 95.00 95.00 95.00 Roket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player (U) (10/51) 85.03 30.00 60.00 Shuffle Alley 95.03 50.00 55.00 55.00 55.00 Shuffle Alley 95.03 50.00 100.00 55.00 Shuffle Alley Deluxe 335.00 150.00 195.00 Shuffle Alley Deluxe 335.00 150.00 50.00 Shuffle Alley Deluxe (U) 325.00 175.00 250.00 Shuffle Alley Deluxe (U) 325.00 175.00 50.00 Six Player Deluxe (U)	Bat-A-Score (Ev)		05.00	Royal Mustang Horse 275.00		275.00
Dignal Charlemaker (K) (9/55) 85.00 149.50 50.00 Palisade (K)	(8/48) 100.00	90.00	95.00	Safari (W) (2/54) 225.00	175.00	175.00
Palisade (K) 55.00 55.00 55.00 Playtime Bowler (CC) (10/54) 290.00 290.00 290.00 Rainbow Shuffle Alley (U) (8/54) 125.00 125.00 125.00 Rocket (B) (8/54) 95.00 95.00 95.00 Royal (U) (8/54) 190.00 75.00 110.00 Score-A-Line (CC) (10/51) 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player (U) (10/51) 85.00 30.00 60.00 Shuffle Alley 6 Player (K) 95.03 50.00 55.00 Shuffle Alley 11th Frame (U) 325.00 175.00 225.00 Shuffle Alley Deluxe 11th Frame (U) 325.00 175.00 225.00 Shuffle Pool (Go) (11/53) 50.00 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (V) 65.00 135.00 135.00 Six Player Deluxe (V) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 10.00 135.00 Six Player Delux	Bat-A-Score Sr. (Ev)	05.00	05.00	Set Shot Basketball	A211/12/10/00/15	100000000000000000000000000000000000000
Palisade (K) 55.00 55.00 55.00 Playtime Bowler 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 Rocket (B) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 Score-A-Line 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 30.00 60.00 Shuffle Alley 85.03 30.00 60.00 Shuffle Alley 95.03 50.03 60.00 Shuffle Alley 95.03 50.00 195.00 Shuffle Alley 10 Player (K) 95.03 50.00 195.00 Shuffle Alley Deluxe 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Alley Deluxe (L) 325.00 175.00 25.00 Shuffle Alley Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 75.03 55.00 10.00 Six Player 10th </td <td>(8/48) 95.00</td> <td>95.00</td> <td>95.00</td> <td>(Munves) (6/52) 250.00</td> <td>250.00</td> <td>250.00</td>	(8/48) 95.00	95.00	95.00	(Munves) (6/52) 250.00	250.00	250.00
Playtime Bowler (CC) (10/54)	Bert Lane Merry-Go-Round 275.00	275.00	275.00	Shoe Brush Up 95.00	95.00	95.00
(CC) (10/54) 290.00 290.00 290.00 Rainbow Shuffle Alley 125.00 125.00 125.00 95.00 Rocket (B) (8/54) 95.00 95.00 95.00 Royal (U) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 (U) (10/51) 85.00 30.00 60.00 Shuffle Alley 95.03 50.00 60.00 Shuffle Alley 95.03 50.00 60.00 Shuffle Alley 95.03 50.00 60.00 Shuffle Alley 10 Player (K) 95.03 50.00 60.00 Shuffle Alley Peluxe 11th Frame 335.00 150.00 195.00 Shuffle Pool (Co) (11/53) 50.00 50.00 50.00 Six Player (CC) 50.00 45.00 45.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player Deluxe (U) 135.00 135.00 135.00 Six Player Deluxe (K) 135.00 135.00 135.00	Big Brohcho (1/51) 325.00	325.00	325.00	Shoot the Bear (S) 125.00	120.00	125.00
Rainbow Shuffle Alley 125.00 125.00 125.00 125.00 Rocket (B) (8/54) 95.00 95.00 95.00 Royal (U) (8/54) 190.00 75.00 110.00 Score-A-Line (CC) (9/55) 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player (U) (10/51) 85.00 30.00 60.00 Shuffle Alley 95.00 55.00 50.00 55.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 10 Player (K) 95.00 10.00 195.00 Shuffle Alley Deluxe 11th Frame 335.00 150.00 195.00 Shuffle Pool (Co) 11th Frame 325.00 175.00 225.00 Shuffle Pool (Co) 50.00 50.00 50.00 50.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player 10th 75.00 75.00 70.00 Speedane Bowler (K) 185.00 185.00 185.00 Star, 10th Frame 100 125.00	Big Inning (B) (47) 125.00	125.00	125.00	Shooting Gallery	Table Carley	
(U) (8/54) 125.00 125.00 95.00 95.00 Royal (U) (8/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 00 30.00 60.00 Shuffle Alley 85.00 30.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 11th Frame 335.00 150.00 195.00 Shuffle Alley Deluxe 11th Frame 325.00 175.00 225.00 Shuffle Pool (Co) 50.00 50.00 50.00 50.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player 10th 75.00 75.00 70.00 Speedane Bowler (K) 185.00 185.00 185.00 Star, 10th Frame 125.00 125.00 125.00 125.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 22	Big League Baseball	120.00	120.00	(Ex) (6/54) 225.00	95.00	150.00
Rocket (B) (B/54) 95.00 95.00 95.00 Royal (U) (B/54) 190.00 75.00 110.00 Score-A-Line 245.00 245.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 0.00 60.00 60.00 Shuffle Alley 85.00 30.00 60.00 Shuffle Alley 95.00 95.00 95.00 10 Player (K) 95.00 50.00 60.00 Shuffle Alley 10.00 325.00 150.00 195.00 Shuffle Alley Deluxe 11th Frame 325.00 175.00 225.00 Shuffle Pool (Co) (11/53) 50.00 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 50.00 50.00 Six Player Deluxe (K) 185.00 185.00 185.00 185.00 Six Player Deluxe (K) 185.00 185.00 185.00 135.00 Six Player IOth 185.00 185.00 125.00	(3/51) (W) 130.00	130.00	130.00	Sidewalk Engineer	221272020	
Royal(U)(8/54)190.0075.00110.00Score-A-Line	Big League Baseball	145.00	145.00	(W) (5/55) 180.00		100.00
Score-A-Line 245.00 245.00 245.00 Score-A-Line 225.00 245.00 245.00 Shuffle Alley Deluxe 6 Player 30.00 60.00 Shuffle Alley 85.00 30.00 60.00 Shuffle Alley 95.00 55.00 55.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Pool (Go) 11th Frame (U) 325.00 50.00 50.00 Six Player (CC) 50.00 50.00 50.00 50.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (K) 185.00 185.00 185.00 Speedlane Bowler (K) 185.00 185.00 185.00 Star, 5 Player 100 75.00 75.00 75.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00	(W) (2/54) 145.00	145.00	145.00	Silver Bullets (Ex) (11/49) 95.00	95.00	95.00
(CC) (9/55)	Big Top (G) (6/54) 225.00	225.00	225.00	S K Grip Vue	20.00	20.00
Shuffle Alley Deluxe 6 Player 30.00 60.00 Shuffle Alley 85.00 30.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 11th Frame 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Pool (Go) (11/53) 50.00 50.00 45.00 Six Player (CC) 50.00 45.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player 10th 75.00 55.00 70.00 Frame (U) 75.00 55.00 135.00 135.00 Star, 10th Frame 75.00 75.00 75.00 55.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Match Bowler	Bingo Roll	35.00	95.00 325.00	Silver Gloves (M) 175.00	140.00	145.00
(U) (10/51) 85.00 30.00 60.00 Shuffle Alley 85.00 45.00 55.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Pool (Co) 11th Frame (U) 325.00 175.00 50.00 Six Player CCI 50.00 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player Deluxe (U) 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Star, S Player 95.00 34.50 45.00 Star, 10th Frame 100 225.00 225.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 150.00 150.00 Super Six (U) (3/52) 100.00 29.50 75	Bonus Deluxe (U) 350.00 Bonus Gun (U) (1/55) 215.00	300.00	195.00	Six Shooter (Ex) 95.00	75.00	95.00
Shuffle Alley 6 Player (K) 85.00 45.00 55.00 Shuffle Alley 95.00 50.00 60.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Pool (Go) 60.00 45.00 45.00 (11/53) 50.00 50.00 45.00 Six Player (CC) 50.00 40.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (V) 65.00 40.00 45.00 Six Player Deluxe (V) 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Star, 5 Player (U) (8/54) 135.00 135.00 135.00 Star, 10th Frame (U) (9/52) 75.00 75.00 75.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Krame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 125.00 95.00	Broncho Horse	103.00	195.00	Skee Ball (W) (8/36) 245.00	245.00	245.00
6 Player (K)	(Ex) (10/47) 375.00	375.00	375.00	Sky Fighter (M) (9/53) . 125.00	125.00	125.00
Shuffle Alley 95.03 50.00 60.00 Shuffle Alley 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Pool (Co) 50.00 50.00 50.00 (11/53) 50.00 45.00 45.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player 10th 75.00 55.00 70.00 Frame (U) 75.00 135.00 135.00 Star, 5 Player (U) (8/54) 135.00 135.00 Star, 10th Frame 75.00 75.00 75.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Brame (CC) (5/54) 125.00 125.00 Super Six (U) (3/52) 75.00 75.00 Super Six (U) (3/52) 75.00 95.00 <t< td=""><td>Card Vendor (Ex) 50.00</td><td>45.00</td><td>50.00</td><td>Sky Gunner (G) (9/53) 125.00</td><td>125.00</td><td>125.00</td></t<>	Card Vendor (Ex) 50.00	45.00	50.00	Sky Gunner (G) (9/53) 125.00	125.00	125.00
10 Player (K)	Carnival Deluxe (U) 295.00	150.00	245.00	Sky Gunner (CC) 125.00	125.00	125.00
Shuffle Alley 11th Frame 335.00 150.00 195.00 Shuffle Alley Deluxe 11th Frame (U) 325.00 175.00 225.00 Shuffle Pool (Go) (11/53) 50.00 50.00 45.00 (11/53) 50.00 45.00 45.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 185.00 185.00 Six Player 10th 75.00 75.00 185.00 Frame (U) (7/52) 95.00 34.50 45.00 Star, 5 Player 75.00 75.00 75.00 75.00 (U) (9/52) 75.00 75.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 125.00 Super Six (U) (3/52) 100.00 29.50 75.00	Carnival Gun	130.00	+	Sky Rocket (G) (5/55) 210.00		210.00 495.00
11th Frame 335.00 150.00 195.00 Shuffle Alley Deluxe 325.00 175.00 225.00 Shuffle Pool (Co) 50.00 50.00 50.00 (11/53) 50.00 50.00 45.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 40.00 45.00 Six Player 10th 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedlane Bowler (K) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame (U) (9/52) 75.00 75.00 75.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 75.00 75.00 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 <	(U) (10/54) 165.00	65.00	150.00	Smiley (Pioneer) (8/46) 525.00	495.00 90.00	95.00
Shuffle Alley Deluxe 11th Frame (U) 325.00 175.00 225.00 Shuffle Pool (Co) 50.00 50.00 50.00 45.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 65.00 185.00 185.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52) 75.00 55.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette Deluxe<	Carousel (Se) (11/54) 325.00	325.00	325.00	Space Gun (Ex)	275.00	275.00
Shuffle Pool (Co) (11/53) 50.00 50.00 50.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 75.00 75.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedlane Bowler (K) 135.00 135.00 135.00 Speedlane Bowler (C) 75.00 75.00 135.00 Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 75.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 75.00 Super Six (U) (3/52) 125.00 95.0	Champion Baseball (G) 175.00	175.00	175.00	Space Ranger (Deco) 275.00	125.00	125.00
Shuffle Pool (Go) (11/53) 50.00 50.00 50.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedlane Bowler (K) 135.00 135.00 135.00 Speedlane Bowler (C) 95.00 34.50 45.00 Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 75.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 125.00 95.00 95.00 75.00 GC) (10/52) 75.00 95.00 95.00 95.00 Targette Deluxe 125.00 95.00	Champion Hockey ('46) 100.00	100.00	100.00	Space Ship	275.00	325.00
(11/53) 50.00 50.00 50.00 45.00 Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 75.00 75.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 75.00 (U) (9/52) 75.00 75.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Match Bowler (CC) (10/52) 75.00 75.00 (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette Deluxe (U) (8/54) 320.00 95.00 95.00 Team Bo	Coon Gun (S) 135.00	135.00	135 00	Speed Boat (B) (7/53) 325.00 Sportland (Ex) (11/51) 150.00	125.00	150.00
Six Player (CC) 50.00 45.00 45.00 Six Player Deluxe (K) 65.00 40.00 45.00 Six Player Deluxe (U) 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedlane Bowler (K) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 75.00 Star, 10th Frame 75.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 75.00 50.00 55.00 50.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette Deluxe 125.00 95.00	Coon Hunt (S) (2/54) 145.00	75.00	145.00	Sportsman (K) (11/54) 195.00	195.00	195.00
Six Player Deluxe (U) 65.00 40.00 45.00 Six Player 10th 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedlane Bowler (K) 135.00 135.00 135.00 Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 (U) (7/52) 75.00 75.00 75.00 Star, 10th Frame 75.00 75.00 150.00 (U) (9/52) 75.00 75.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 75.00 75.00 75.00 (CC) (10/52) 75.00 95.00 95.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette Deluxe 320.00 95.00 95.00 (U) (8/54) 320.00 95.00 95.00 Team Bowler 75.00 49.50 50.00 Team Bowler 75.00 49.50 50.00 <	Dale Gun (Ex) 95.00	25.00	50.00	Standard Metal Typer F S 275.00	275.00	275.00
Six Player 10th 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 (U) (7/52) 75.00 75.00 75.00 Star, 10th Frame 75.00 75.00 75.00 (U) (9/52) 75.00 75.00 150.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 225.00 Super Match Bowler 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U) 125.00 95.00 95.00 Targette Deluxe 320.00 95.00 95.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Team Bowler (K) <t< td=""><td>Defender (B) ('40) 150.00</td><td>125.00</td><td>125.00</td><td>Star Series (W) (4/49) 85.00</td><td></td><td>85.00</td></t<>	Defender (B) ('40) 150.00	125.00	125.00	Star Series (W) (4/49) 85.00		85.00
Frame (U) 75.00 55.00 70.00 Speedlane Bowler (K) 185.00 185.00 185.00 Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 (U) (7/52) 75.00 75.00 75.00 Star, 10th Frame 75.00 75.00 75.00 (U) (9/52) 75.00 75.00 150.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette Deluxe 125.00 95.00 95.00 95.00 Targette Deluxe 320.00 95.00 95.00 95.00	Derby (Exhibit) 125.00	125.00	125.00	Star Shooting Gallery	09.00	05.00
Speedlane Bowler (K) 185.00 185.00 185.00 Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 (U) (7/52) 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 75.00 (U) (9/52) 75.00 150.00 150.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette Deluxe 320.00 95.00 95.00 Targette Deluxe 320.00 95.00 95.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (U) (1/54) 75.00 49.50 50.00 Team Bowler 75.00 49.50 50.00 Team Bowler 75.00 35.00 60.00	Derby, 4 Player		ALC: NO PROPERTY AND A PROPERTY AND	(Ex) (9/54) 120.00	120.00	120.00
Speedy (U) (8/54) 135.00 135.00 135.00 Star, 5 Player 95.00 34.50 45.00 (U) (7/52) 75.00 75.00 75.00 Star, 10th Frame 75.00 75.00 75.00 75.00 (U) (9/52) 75.00 75.00 75.00 75.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 75.00 50.00 55.00 50.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U)	(CC) (3/52) 135.00	135.00	135,00	Steeple Chase	395.00	395.00
Star, 5 Player 95.00 34.50 45.00 Star, 10th Frame 75.00 75.00 75.00 (U) (9/52) 75.00 75.00 75.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U) (3/52) 100.00 29.50 75.00 Targette (U) (3/52) 100.00 29.50 75.00 Targette Oluxe 125.00 95.00 95.00 95.00 Targette Deluxe 320.00 95.00 95.00 95.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Team Bowler	Drivemobile (M) (7/54) 150.00	125.00	150.00	Strike-A-Lite (ABT) 195.00	195.00	195.00
(U) (7/52) 95.00 34.50 45.00 Star, 10th Frame (U) (9/52) 75.00 75.00 75.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 75.00 50.00 55.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U)	Jungle Gun (U) (7/54) 135.00	135.00	135.00	Submarine (K) (1/42) 125.00	125.00	125.00
Star, 10th Frame (U) (9/52) 75.00 75.00 75.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U) 125.00 95.00 95.00 Targette Deluxe (U) (8/54) 320.00 95.00 195.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Team Bowler (K) (10/52) 75.00 49.50 50.00	Kicker & Catchers 52.50	52.50	52.50	Super Home Run	A DAMENTIANALTIC	
(U) (9/52) 75.00 75.00 75.00 Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler 75.00 50.00 55.00 Super Sizer Yith (Yith	K O Fighter 150.00	150.00	150.00	(CC) (3/54) 125.00	125.00	125.00
Starlite (CC) (5/54) 150.00 150.00 150.00 Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U)	Flash Hockey	Second Second	10000000000	Super Jet (CC) (4/53) 175.00	175.00	175.00
Super Bonus Deluxe (U) 225.00 225.00 225.00 Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U)	(Coinex) (9/46) 99.50	75.00	99.50	Super Jet (CC) (8/53) 295.00	295.00	295.00
Super Frame (CC) (5/54) 125.00 125.00 125.00 Super Match Bowler (CC) (10/52)	Flying Saucer (M) (6/50) 95.00	95.00	95.00	Super Pennant (W) 100.00	100.00	100.00
Super Match Bowler (CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52)100.00 29.50 75.00 Targette (U)	Football (M) 175.00	175.00	175.00	Super Slugger (U) (7/55) 275.00	195.00	275.00
(CC) (10/52) 75.00 50.00 55.00 Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U)	Goalee (CC) (1/46) 110.00	110.00	110.00	Telequiz (1/49) (T) 100.00	75.00	95.00
Super Six (U) (3/52) 100.00 29.50 75.00 Targette (U)	Gun Patrol (Ex) (5/51) 95.00	65.00	65.00	Ten Strike (E) (46) 85.00	75.00	85.00
Targette (U) 125.00 95.00 95.00 Targette Deluxe 320.00 95.00 195.00 (U) (8/54) 320.00 95.00 195.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Tenth Frame (K)	Gypsy Fortune Teller 10.00	10.00	10.00	3-D Theater		
Targette Deluxe 320.00 95.00 195.00 (U) (8/54) 320.00 95.00 195.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Tenth Frame (K) 75.00 35.00 60.00	Harvard Metal Typer 195.00	195.00	195.00	(M) (12/53) 150.00		150.00
Targette Deluxe 320.00 95.00 195.00 (U) (8/54) 320.00 95.00 195.00 Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Tenth Frame (K) 75.00 35.00 60.00	Heavy Hitter (B) 65.00	50.00	65.00	Three-of-a-Kind 20.00	18.00	18.00
Team Bowler (U) (1/54) 95.00 95.00 95.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Tenth Frame (K)	Hi-Ball (Ex) (2/38) 65.00	65.00	65.00	Three Way Gripper (Gb) . 25.00	25.00	25.00
Team Bowler 75.00 49.50 50.00 (K) (10/52) 75.00 49.50 50.00 Tenth Frame (K) 75.00 35.00 60.00	Hockey (CC) 75.00	75.00	75.00	Treàsure Cove	10000	022303355
(K) (10/52) 75.00 49.50 50.00 Tenth Frame (K) 75.00 35.00 60.00	Home Run, 6 Player	00.00	05.00	(Ex) (6/55) 275.00		225.00
Tenth Frame (K) 75.00 35.00 60.00	(CC) (3/54) 95.00	95.00	95.00	Trigger Horse (E). (7/53) 395.00		395.00
	Jack Rabbit	125.00	135.00	Undersea Rader (2/46) 125.00	125.00	125.00
	(Amusematic) ('46) 125.00	125.00	125.00	Voice-O-Graph	340.00	350.00
Tenth Frame Bowler (CC) 95.00 40.00 60.00	Jet (B)	110.00	110.00	(M) (4/46)	240.00	
Thunderbolt (CC) 185.00 185.00 185.00	Jumping Jack (G) (11/52) 85.00	35.00	75.00	Wild West (G) (2/55) 245.00	245.00	245.00
Triple Score Bowler (CC) (6/53) 65.00 65.00 65.00	Jet Gun (Ex) (12/51) 110.00 Jet Fighter	15.00	110.00	Wizzard Whiz	.18.00	20.00
Triple Strike Bowler (CC) 150.00 150.00 150.00	(W) (10/54) 195.00	125.00	195.00	Zingo (1/51) (U) 65.00	50.00	50.00
The sinke bowler (CC/ 150.00 150.00 150.00 1		125.00	195.00	Zingo (1/)1/ (0/ 03.00	65.00	65.00
COINMEN YOU KNO	Vious evening, Mrs. Se finalist in the dance conte			Sugerman and his of the pick ods in the coin ma- opening of t	and the second se	

	High	Low	Mean Avg.
Lite League (W) (2/54) \$12		\$125.00	\$125.00
	5.00	25.00	25.00
2.5. ALLER A SALAR - ALEXANDER ALLER ALEXANDER AND A	9.50	89.50	89.50
	5.00	25.00	25.00
Midget Movies (CC) 14	5.00	125.00	125.00
	5.00	75.00	75.00
	5.00	125.00 35.00	125.00
	5.00	325.00	325.00
	5.00	115.00	115.00
Periscope (CC) 9	5.00	95.00	95.00
	0.00	350.00	350.00
(M) (2/36) 24	5.00	245.00	245.00
Pistol (CC) (1/49) 7	5.00	65.00	75.00
Pistol Pete (CC) 9	9.50	45.00	75.00
Line . Der errit	5.00	15.00	15.00
전철 가지 독재가 지하지 않는 것은 것 같아요? 이 가지 않았다. 이 가지 않아야 하지 않는 것을 것	5.00	95.00 210.00	195.00 210.00
	0.00	20.00	20.00
	5.00	85.00	125.00
	5.00	250.00	295.00
	5.00	110.00	110.00
Rifle Gallery (G) (6/54) 19 Round the World Trainer	5.00	95.00	150.00
	5.00	340.00	345.00
	5.00	275.00	275.00
	5.00	175.00	175.00
Set Shot Basketball (Munves) (6/52) 25	0.00	250.00	250.00
	5.00	95.00	95.00
Shoot the Bear (S) 12	5.00	120.00	125.00
TERMINE OF AUXIMUM AND ALL	5.00	95.00	150.00
Sidewalk Engineer (W) (5/55) 18	0.00	75.00	100.00
	5.00	95.00	95.00
S K Grip Vue 3	0.00	20.00	20.00
Silver Gloves (M) 1/	5.00	140.00	145.00
	5.00	75.00 245.00	95.00 245.00
	5.00	125.00	125.00
Sky Gunner (G) (9/53) 12	5.00	125.00	125.00
	5.00	125.00	125.00
	0.00	195.00 495.00	210.00 495.00
	5.00	90.00	95.00
Space Ranger (Deco) 27	5.00	275.00	275.00
2 전화 11 전 12 12 12 12 12 12 12 12 12 12 12 12 12	0.00	125.00	125.00
Contraction of the second s	5.00	275.00	325.00
	5.00	125.00	105.00

JUNE 30, 1958

Continued from page 74

-

(14) then beat husband Lou at golf the following day. The Boorsteins celebrated their 18th wedding anniversary Sunday (15).

operator, was hypnotized as part of the Saturday afternoon entertainment feature. The hypnotist had her acting as a guest at a New Year's Eve party and then had her convinced that a lemon was a On the lighter side, Mrs. Harold cherry. She ate the lemon with a Seidel, wife of the Kingston, N. Y., great deal of enthusiasm. The pre-

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Lou Wolberg, of Runyon Sales, was the only casualty of the affair. He wound up with a sprained hand as a result of his efforts on the softball diamond.

Winner of the story-telling competition was Al (Senator) Bodkin, Forest Hills Music, who regaled the operators for six straight meals. Best-dressed man on the premises was Meyer Parkoff, Atlantic-New York, whose natty attire was topped by a jaunty cap.

John Bilotta, Wurlitzer distributor, had to rush back early to arrange for the 1958 opening of his amusement park at Sodus Point on Lake Ontario.

Harry Apostoleris, Alpha Distributors, and Bernie Boorstein, Leslie Distributors, were the earliest risers-at 6 a.m. Both are golfers.

Recording artists Eydie Gorme and Steve Lawrence also dropped in for the weekend.

The weekend festivities were opened with an informal cocktail party presided over by Mr. and Mrs. Malcolm Wein and Mr. and Mrs. Max Klein of the Westchester Operators' Guild.

Milwaukee

By BEN OLLMAN

Route receipts, so far this summer, have been holding at a fairly good level, according to Harry Cisler. Long bowlers are producing good action, altho they haven't sustained the peaks of earnings hit a few months back.... Stu Glassman and his wife Rae, left this week for an 11-day stay in Las Vegas. Disk buying chores at Radion Doctors in Stu's absence will be handled by Dick Vogel.

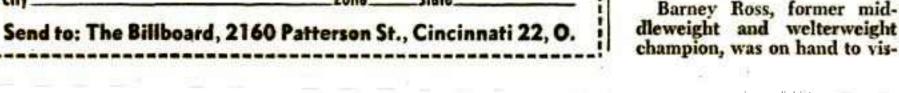
Music sales have been ex-

Cooper.

Operators are girding for the annual hassle attending tavern license renewals on July 1. Story is that a bigger than usual share of bistro owners are in sad financial condition and that a number of them may be forced to fold. Loans to bars by operators are frowned upon by the authorities. Figures already reveal more taverns have gone out of business in the past year than anticipated.

(Continued on page 80)







JUNE 30, 1958

Thugs Beat Brooklyn Op, Milty Green

BROOKLYN, N. Y. -- Police are looking for the four thugs who beat Milty Green, local operator, with iron bars. Green is now in Coney Island Hospital with a fractured skull and 18 stitches. Late Thursday afternoon (26), his condition was reported as fair

ing of the Music Operators of New York at the Sheraton-Plaza Hotel in New York.

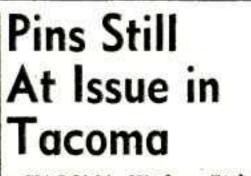
As soon as Green stepped out of Brooklyn home, he was set upon by four men swinging iron bars. and face, they left in a car.

Not Robbed

No money was taken from judging from talk about town. Green nor was any attempt made to rob him.

Mrs. Green noticed earlier in the evening that four men in a parked car has been stationed in front of the house, obviously waiting for somebody. She did not realize that the man they were waiting for was her husband.

both game and music routes and



TACOMA, Wash .--- Pinballs are banned here, but there are strong rumors that they may possibly be reinstated under a new city regime which includes a new mayor and four new councilmen.

Ben Hanson, the new mayor, has said that he would resist any attempt to have the ban reconsidered by the council, but he has not gone on record as being against pinballs.

In a talk before the Tacoma Executives' Association the mayor The assault took place early stated, "I do not see a moral issue Wednesday morning (25) when involved in pinball machines, but Green was returning from a meet- I do see a governmental issue, and the possible necessity of controls to avoid the corruption which could result from pinball revenues."

The mayor confirmed that many his car when he arrived at his persons active in the campaign which saw four new councilmen elected would like to see pinballs After slugging him on the head return. The mayor regretted that 'the pinball question seems to be the biggest issue facing the city"

Communications to 188 W. Randolph St., Chicago 1, HI.

THE BILLBOARD

Game Ops Tell Servicing, Repair, Maintenance Costs

Average Spends \$25-\$50 Yearly Per Machine on Over-All Upkeep

By KEN KNAUF

CHICACO --- Thirty-five game operators from all parts of the country last week furnished the industry with some revealing figures on game servicing and maintenance costs and methods.

While results of the survey are not to be interpreted as facts on the game operating trade as a whole, they do furnish a good cross-section of operating around the nation in general.

The average operator surveyed finds that he spends from \$25 to \$50 per game in a year's time on servicing and repair costs, includphone service and incidentals.

The average operator, according Only a few employed outside servto the survey, makes 11 repairs, icemen for this task.

major and minor, on the average new game in a period of one year on location.

Get Plenty Calls

erators get one service call for every five games they have on location. This is perhaps more calls than generally thought.

The average new game, according to operators, holds up from one-half year to one year before major repair is required. Most operators surveyed pegged one year as the trouble-free period.

Operators surveyed split evenly on whether they did their own servicing or had servicemen to do ing costs of labor, transportation, the job for them. Some, 20 per cent, combined the two methods.

Most operators surveyed have their service calls taken directly by themselves or their firms. One out of three depend on outside In a two-week period most op- telephone services to get their calls.

79

The Billboard will present details and individual operator comments on this survey in succeeding issues.

60 Swedish Ops Use 95% S. Equipment U.

By ETINNE J. GUERIN

STOCKHOLM, Sweden --- According to members of the Swedish Association of Automatic Machine Operators, the SAR, there are 60 to 75 operators in the country, tending up to 5,000 locations.

They estimate that there are 1,000 to 1,500 juke boxes spotted, and 2,000 to 3,000 pinballs; 95 per cent of all machines are of American origin. In addition, there are 250 to 300 German-made pin games out. The outlook is for a continued upward surge in the pinball field, with moderate gains ahead for The association, started in 1939, Lack of money because of what met this month for one of their operators consider a necessity of frequent business sessions. Main providing gifts, bonuses or loans problems brought on the agenda 1. Selling to locations. Those action--reaching the sellers of doing so cannot be members of SAR (45 operators currently be-"An operator who wants to ex- long). Members obtain a discount ments is unable 2. Percentage paid to locations. to do so because A field of wide disagreement. The practically all of association originally recommended his cash has 20 per cent for jukes and 30 per gone for loans," cent for games, but few followed C. A. Robinson, it. The average is 35 to 40 per veteran coin-cent, depending on the type of man, said. "It is location. only within the 3. Competition by undercutting. past several After lengthy debate, no resolution months that we was passed on this motion. Who's Who A few brief sketches of operators ble with collections. Operators and distributors in the business who paid on the here provides a general outline of dot are now lagging behind in the coin machine trade in Sweden: their payments. This is unusual Freius Danneman. Danneman, 47, has been in the business 30 One distributor, who asked not years and has the Rock-Ola and to be identified, cited the case of Gottlieb agencies. His son, Charles, (Continued on page 83)



Associated Amusement Machine Operators of New York.

Industry leaders here expressed shock at the vicious beating. No one could offer any reason why the slugging took place.

Donan Hosts 100 Coinmen At Opening

CHICAGO --- Donan Distributing Corporation greeted 100 visitors at its grand opening of new offices at 2633 Milwaukee Avenue Sunday (22).

Hosts for the opening were Don Moloney, Mac Brier, Howard Freer of the Donan staff, and present was a Bally Manufacturing Company delegation including Joseph Flesch, George Jenkins, Herb Jones and Bill O'Donnell. Donan is the local Bally distributorship.

Among the large number of visitors attending were operators from Northern Indiana, Wisconsin, Illinois, as well as Chicago.

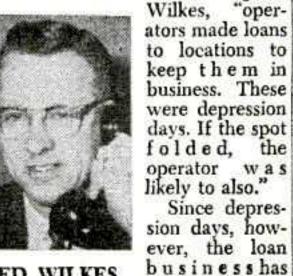
Visitors were treated to drinks and a lavish display of food, plus a demonstration of hi-fi tape music. Donan handles a tape music rental service as well as a full line of amusement games.

LOS ANGELES-Loans to locations are not new in this city. Operators have been making them for nearly 25 years!

Charles A. Robinson and Ed Wilkes, former operators who are now in the distributing and jobbing business at C. A. Robinson Company and Paul A. Laymon, Inc., respectively, recall loans as long ago as 1935.

Loans, at the start, says Robinson, were not large and there were not many of them. During the five years starting in 1935, he estimates that he had about 10 and that none was for more than \$50. Today, operators report, loans may run into thousands of dollars.

"In the late 1930's," reports



ED WILKES

grown, conof prosperity. trarily, because Operators, both Robinson and (Continued on page 84)

CHICAGO -- This is the second article in a series on loans and commissions in the game field. The first article, centered on the Birmingham trade, appeared in the June 16 issue.

Reports on commission and loan practices in other areas of the U.S. will follow on a weekly basis.

Operator loans to locations have cut deeply into the business in many sections and appear to be on the increase around the nation. This article presents current outlook on loans in the Los Angeles area.

GONY Elects Ferber Pres.

NEW YORK--Al Ferber, head of A&A Music, has been elected president of the newly formed Game Operators of New York. Les Boyd is vice-president, and Irving Fenichel, Janel Music, is secretarytreasurer.

The board consists of the three officers, Ray Knoss and Jack Gavarin.

According to Knoss, some 27 game operators have applied for membership in the organization.

Seattle Kills One-**Op-to-Spot Rule**

SEATTLE--The City Council, after weeks of debate, has decided UNIONTOWN, Pa. -- Fayette the five-ball pin variety as being to kill a proposal which would have

Mayor Gordon S. Clinton infashioned' type of machine on sisted that the rule be eliminated. The opinion was concurred in which the player got five balls for Clinton explained, "The real thing tween pinball and juke box opera- but for some reason they seem to out more for equipment and take

LOS ANCELES-Sale of new games to operators is being curtailed by the practice of operators making loans to locations, jobbers and distributors here said last juke boxes. week.

to locations in order to install were: equipment has had a chain renew machines.

pand or make needed replace- from distributors.

have had trou-

C. ROBINSON

with a lot of them, too."

(Continued on page 82)

Shuffle Games Still **Best Earners in NY**

NEW YORK-While local operators are emphatic in citing the figures. Operators feel that the need for new coin operated games, coin machine slump was brought the shuffle alley, a fixture here on by two factors-the general ecofor seven years, is still earning its way.

The shuffle is the backbone of enough good new games. the game business in the New York area, altho the long bowlers do games than they did last year, but well in scattered locations. Few net income isn't nearly off as much pool tables are seen on location.

Collections are well behind 1957 nomic recession, and the failure of the industry to come up with

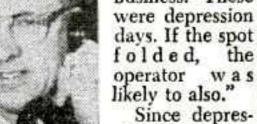
Operators are buying fewer new as are gross revenues. Of course, Baseball games are no novelty, most operators would rather shell

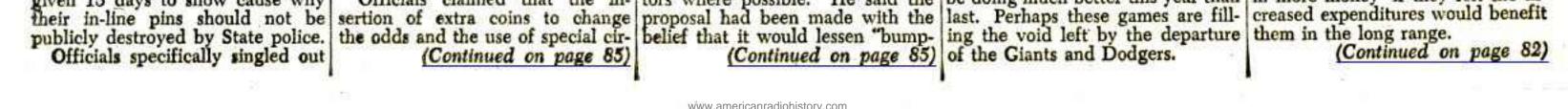
Pa. Court Hits In-Line **Pinballs in Test Case**

County Judge Eustace H. Bane outside of the definition of required all pinballs and juke boxes ruled in-line pinballs "gambling "gambling device." Said District in any one location to be under the devices" in a test case which is Attorney Joseph Kovach, "The same operator. expected to kill these games court order does not affect the old Mayor Gord thruout the State.

by Judges W. Russell Carr and his nickel and played for amuse- we want to avoid is a tie-in be-Edward Dumbald. Operators were ment or skill."

given 15 days to show cause why Officials claimed that the in- tors where possible. He said the be doing much better this year than in more money-if they felt the in-





THE BILLBOARD

N. Y. Music Ops

Taxes Clobber German Ops

Continued from page 71

80

to the organized operator.

Indications are that the fly-bynight operator problem may resolve itself. Already, the amateur is being forced out by taxation, high costs and low profit margins. Industry sources estimate that the ration of "surplus" operators is in direct proportion to excess taverns, about 50 per cent. In the last few years, the number of operators has declined by 10 to 20 per cent.

But many marginal operators who came in during the boom are now finding it hard to get out. Most of them purchased their

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entire industry. Over the long equipment on wholesaler credit. haul, the manufacturer sells more They are in hock to the wholeequipment by selling exclusively salers (or distributors). It is either get out and lose their shirts, or try to hobble along on wholesaler sufferance.

Gambling machines give ZOA another big headache. They are encountering increasingly strong resistance in Germany from foes who lump them with juke boxes and amusement games and tie it all up to juvenile delinquency.

As result of the bad publicity which is heaped on all industries of coin-operated equipment affected, public favor, necessary for expansion, is adversely affected.

A related problem, overcoming strong popular prejudice against the juke box, still requires ZOA to fight occasional local authorities who bar juke boxes from certain sites on the ground that they are a public nuisance.

the meteroic growth of the coin machine, barring oppresive tax machine trade here in juke boxes, legislation, seems almost unlimited. amusement games and vending machines.

Prewar Germany had a strong vending machine industry, but no now has close to 10,000 coin games worth mentioning, and no juke boxes. Even the vending machine branch lay in ruins until the currency reform of 1948. The hard German mark resulting from the drastic monetary surgery set the vending machine business whirring again. In 1949, the first prosperous past. But now oper-Rhine-Westphalia, the Ruhr industrial State.

Army unwittingly introduced the emergency level. juke box to the Germans. The Embattled as they are with the Army installed jukes in its GI taxation fight and other problems, snack bars. GI's brought Germans to the snack bars as guests, and the juke box was launched in the country. The U. S. Military Government fueled the juke's German take-off by fostering U. S.-German business contracts, among them con acts between U. S. and German coin machine tradesters.

about the coin machine industry, and they had to grounded in the customs and terminology of the trade.

Continued from page 71

Under the new arrangement, two of the three panel members will be operators who know the industry. The third man will be an attorney who knows legal procedure.

Purpose of the arbitration provision is to speed up the settlement of location disputes and to reduce the court costs. New York State law recognizes the findings of the arbitration boards as binding.

In other actions, MONY voted to require a \$50 initiation fee for new members and approved a new suggested location contract form.

many vending machines that Dr. Hillert won't hazard a guess as to the number.

The juke box boom dates from 1953. Germany now has 30,000 These problems are slowing up jukes, and the future of the music

Games Catch on Fast

Games are catching on fast with the Germans, too. Germany games. Most of the present game machines are of American origin, but German manufacturers are becoming increasingly interested in this field.

Such are the statistics of the domestic coin machine industry's operator associations were formed ators claim that intolerable taxin North Germany and in North ation and stifling local regulatory measures threaten to kill the future of the business, and feel In the meantime, the U. S. that the situation has reached the

COINMEN YOU KNOW

Continued from page 78

Clarence Smith, Milwaukee Amusement Company, predicts that currently low music and games receipts will perk up after July 1. Smith recently put a new stone front on his office and is also receiving congratulations on his 15th wedding anniversary.

Wife of Jerry Groll, Paster Distributing Company sales staffer, is in the hospital. . . . Joe Watson, Hancock, Mich., down here in search of equipment, notes that dime music is getting tough to sell on the Upper Peninsula of Michigan these days. . . . John L. Cocking announced to the trade this week that he has adopted Automagio Vendors, Inc., as the new name for his vending firm. . . . Paster Distributing Company mechanic Jimmy Hontros is vacationing at Boulder Junction, Wis.

Top grade music and games mechanic Al Wise has returned to work in Milwaukee after 15 years in Tucson, Ariz., where he was on the Canyon Sales Distributing Company staff. He is now working for United, Inc., local Wurlitzer distributing firm. According to Harry Jacobs, Jr., United, Inc., the shop will be closed on Saturdays during July and August.

Denver

Moguls of the Colorado Music Merchants, Inc., report plans for a summer picnic which will bring families of

James Wilkins, and Charlie Daniels, of Paul A. Laymon, Inc., took time off the latter part of the week for fishing at Lake Irvine. If they caught a fish per lure, the catch was heavy. . . . Frank Totzky, of Mojave, drove to Coin Row in his new Porsche.

The many friends of Morris Blum, of Taft and San Diego, were (Continued on page 81)

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By 1953, each Cerman State had an operators' association, and in that year ZOA was organized to give the State groups a single, powerful central voice.

The vending machine's comeback was almost immediate and massive. The vending machine is a natural with the gadget-minded Germans. Today, there are so

SEE **NEXT WEEK'S ISSUE** JULY 7 CLASSIFIED SECTION With attractive, new look, plus many new classifications, embracing phases of the Amusement Industry not covered before.

German operators are prone to pessimism. But on balance and reviewing their astonishing past, most German operators-the solid, well-established operators-find it hard to justify their pessimism.

Germany, because of its boom, has joined the U.S. as a leading world coin-operated equipment market. ZOA argues that it is no coincidence that the coin industries flourish in the only two countries which have strong operator associations.

In fact, strong sentiment exists among most of the German operators for close co-operation between the U. S. and German industries. Most of Germany's leading operators have made a first-hand study of the American industries and have been impressed by their achievements.

Germany's own success with the operator association as the foundation of the industry, combined with the German flair for organization and specialization, is leading operators to ponder the advisability of still tighter centralization. As many leading tradesters in the U. S have come to feel, many German operators believe that the future trend of the business may lie in giant operations, spurred by the complexities of juke box operation.

the members together for the first time. Despite the fact that the summer months, with huge numbers of tourists flocking into Colorado, are the busiest of the year, the picnic will be scheduled at the height of the season.

Five prominent local operator and distributor figures made the trip to the show in Chicago during mid-May. Included in the group were Lou Shulman, president of Modern Music Company; operator Ralph McMichael, Denver Amusement Company; Doyle Wyscaver, Midwest Music Company, and Pete Geritz, Mountain Distributors, Denver. The show, as usual, was a pleasant experience and provided ar encouraging note for the forthcoming year, even tho "things were reported as being down all over the country."

Mel Trout, who was formerly one of Wyoming's largest phonograph route operations, has announced the sale of all of his routes to new operators in the Cheyenne area. Trout will devote full time to operation of his Melody Shop, retail record operation.

Los Angeles

By SAM ABBOTT

Dave Neel, who was formerly with Badger Sales before having his own route, is now located in Las Vegas.... Barbara Awe, whose father is an operator in St. Paul, visited Los Angeles with her uncle, Jerry Awe, an operator in Barstow. They made a trip along the Coast route on their

terms arranged.

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Williams Thunderbird 100.00	Gottlieb Duette,
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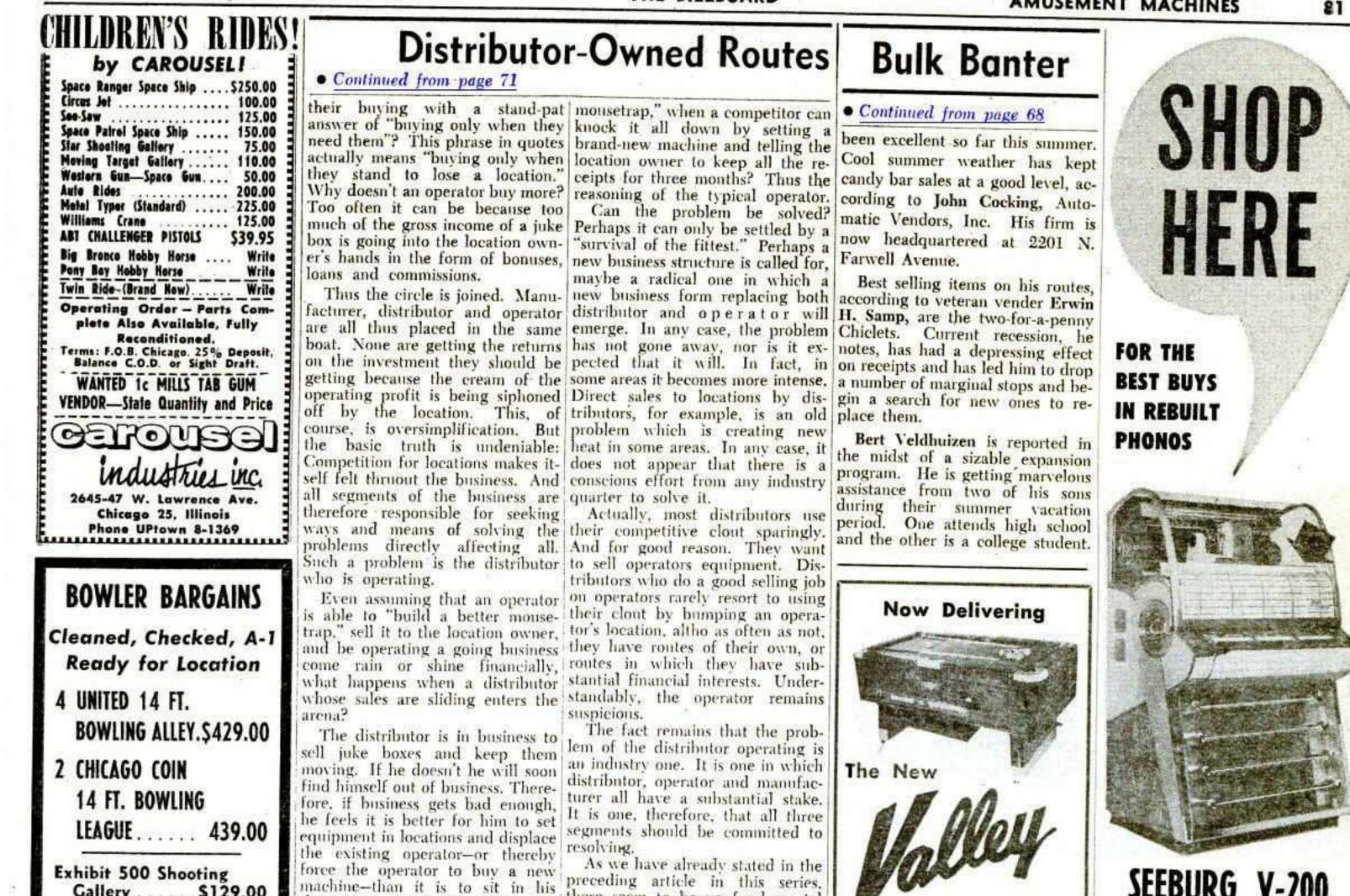


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JUNE 30, 1958

THE BILLBOARD

AMUSEMENT MACHINES



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showroom wondering when the next buyer will walk in.

The distributor can hardly be blamed for wanting to stay in business. He can hardly be blamed he needs to in order to stay in business.

used equipment, service, and even financing-can often upset the economic apple cart for an entire erator and a distributor-operator area.

The distributor believes the opcrator never buys enough. The operator believes the distributor wants to sell too much. The distributor argues that operators operate much out-dated equipment and that it is therefore no surprise they don't make more money. The challenge that this problem repreoperator argues that he must set sents? Can the industry get toequipment according to the income the location produces and that to set brand-new machines in some known for sure. It is clear that a locations is wholly unnecessary genuine attempt should be made and unprofitable.

So the battle rages. The operator feels he is doing battle with a competitor who has a running start, unlike any other competitor. He regards the competition from the competitor as "unfair" or "unethical." He is apt to see his business salvation more as one in which he keeps his locations secure from the blandishments of the distributor, and other types of formidable competition (such as newcomers, part-timers, etc.), rather than as one in which he provides a service for a fair return in fair competition with others in the same boat.

What good is all his work on programming, written contracts, profitable commission schedules, selling the location the "better

SPECIALS

BALLY: MISS AMERICAS, \$449.50; SUN VALLEYS, \$499.50; KEY WESTS, \$299.50 WILLIAMS: STEEPLE CHASE, \$199.50; JIGSAWS, \$217.50. GENCO: FUN FAIRS,

there seem to be no fundamental differences between the service and equipment one operator can offer and another. Altho there are some differences in the quality of the service, depending on the skill of for operating equipment himself if the operator, we also found that usually his skill was not crucial in getting or keeping a location if But his role in operating-impor- cash were involved. And we also tant as his role in distributing is to reasoned that the latter may be a the operator as a marketplace for fertile field for the operator to dig mlo to.

> But the differences between opare fundamental. Not only can a distributor buy equipment at a price, but he has nothing to lose in operating if he can't sell, and he has everything to gain. Therefore, this problem is an acute one, unlike operator-to-operator competition.

How can the industry answer the gether to help solve it? The answer to these questions are not to have representatives of all factions meet for discussion of the problem.

Are there any ways for an operator to answer it? Or a distributor? We think there may be-thru forms of operating companies, thru strengthening of distributor and operator ties in associations. We will explore them in subsequent articles in this series.

COINMEN

YOU KNOW

glad to see him out and about

following major surgery. . . . Paul

Vogel, of Minthorne Music, re-

turned from a business trip that

took him into the Palm Springs

Continued from page 80



and IOWA OPERATORS-We're Shipping GOTTLIEB'S NEW 2-PLAYER PICNIC

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Valley's "Cadillac Quality" and exclusive features protect your investment!

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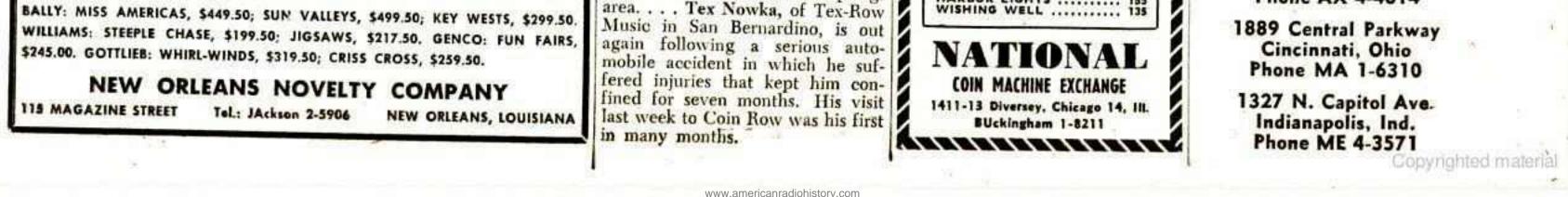
Gold-Trimmed Pockets, Genuine Bil

liard Cushions.

Players are having a "picnic" with Advancing Value Roto-Targets-1, 10 Rollovers, color - matched to Pop Bumpers Double Number Match Feature.

NEW GAMES Bally CYPRESS GARDENS Bally SKILL ROLL Sally ALL STAR DeL. BOWLER Bally BIG INNING Chicoin ROCKET SHUFFLE Chicoin BATTER UP Genco GUN CLUB Genco SPACE AGE Valley &-POCKET POOL

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Discount Houses for Venders

Continued from page 68

count store is moving out to the very probable that discount houses even towns of moderate size.

Recession Helps

cannot help but foster this expan- ily. As a corollary, if Americans sion and growth. The slump in continue to lean in the direction business in the face of rising costs of more purchases of different benefits the discount house doubly. commodities in more centers of The high cost of living along with mass distribution, the small retail great numbers of people out of outlook will suffer. work is apt to drive more people Already the big discount houses that, the discount houses will prob- b siness. The corner appliance ably be able to increase this initial store giving discounts to favored competitive advantage because of customers is rapidly finding it imtheir low built-in costs.

costs in traditional ways (The Billboard, June 16), the discount techniques that save money. From off-price merchandising. purchase of goods to display on the selling floor, savings are made that other mass retailers can only aspire to-on a permanent basisthru a shake-up in merchandising philosophy.

Basic Eagerness

The basic eagerness of a discount store to try what is new is apt to

suburbs, into regional shopping will continue to mushroom. In that center areas, into smaller cities and event, they will contribute heavily to the one-stop purchasing that is becoming an ever more dominant The peculiar recession at hand characteristic of the American fam-

to the discount houses. Added to are driving the small ones out of possible to meet the prices of his While supermarkets, for example big brothers. As the discount are currently struggling to cut houses move into foods, it is probable that corner groceries will houses have been perfecting new shortly feel the same pressure of

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WANTED MUSIC ROUTE MANAGER Must be experienced in large operation of music and



JUNE 30, 1958

THE BILLBOARD

AMUSEMENT MACHINES

83



Pin Ban Hurts **City Coffers**

EUGENE, Ore .--- The City of on the fiscal year basis. Eugene will lose approximately a crackdown on pinball games here, balls had been under the \$2 cate- free games.

ficer, reported. The city is sending out application blanks for renewal of licenses launched by District Atty. Eugene

Cames are taxed at \$2 per chines are gambling devices \$1,000 in revenue this year due to month, jukes at \$1 per month. Pin- whether they pay off in money or

Tom Kless, assistant finance of | gory. Fees are still collected on all other types of coin games.

> The move against pins here was Venn, who contends that the ma-

Wilkes agree, sought to hold spots with the location owners learning fast that they could obtain advance commissions, gifts or loans.

Op Headache

Continued from page 79

Few Rate Loans

"Only two types of situations should ever justify a loan of any 3 kind to a location," Robinson believes. "If a location has had it rough because of illness or he is improving his premises or expand-ing should be the only two reasons to lend a man money. If the location is asking a loan just to pay off back debts, it is a bad risk. It is only a matter of time before he will be back in the jam, and the repayment will not be forthcoming."

Hank Tronick, a veteran in the coin machine business and who joined the Robinson organization last year as a partner after more than a decade as general manager at Minthorne Music, is of the opinion that loans started to get out of hand only two or three years ago. He believes that some large cigarette vending companies which added games and music to their operations, and business opportunity brokers promoted the practice.

"The large vendors have ample financial reserves and many solicitors in the field who began taking the locations away from the regular games and music operators," Tronick declared. "In order to stay in business, the games and music operator had to follow suit. Some business opportunity brokers involved in the sale of cafes, beer parlors, cocktail lounges, etc., urged their clients to get loans from operators to help them to get into business. As time went on,

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Telequiz\$ 65.00 Bally & United 14' Bowlers 395.00 10 Col. Rowe Cigarette Mach. 35.00

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THE BILLBOARD



A Musement Pinballs

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the average location began demanding 'how much' rather than what equipment could be installed in his place of business."

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- Advancing Value Roto-Targets Score 1, 10 and 100 Times Target Values
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- Wide-Open Roto-Targets Allow Skill Shots to Score 2 Targets With a Single Hit
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It's just plain fun to play competitively on Gottlieb's new 2 Player Picnic. And above all, around the world location tests prove competitive play attracts more players and more profit. This game "has everything it takes" to produce top earnings in your locations. See it at your distributor today!



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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



THE BILLBOARD	AMUSEMENT MACHINES 8					
 Pa. Court Hits. Continued from page 79 cuits to enable the operators to cancel out free games were evidence that machines were intended. State police had seized 41 machines last year under the direction of the State attorney general's officials. Officials said at the time that the seizures were made to determine, in court, whether the machines were gambling devices. The machines seized were reportedly owned by about 25 different parties. Continued from page 79 ing of machines between operators. Bu the over-all provision contains numerous new regulations to give the Council more control over coin machines. Included is a prohibition against operators of games or jukes from having any financial interest in locations where their machines are placed. 	 BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY ROCK-OLA PHONOS—50-120-200 SELECTION * * SPECIAL * * 1434 Rock-Ola 50 Sel., \$145.00 1438 Rock-Ola 120 Sel., \$25.00 1442 Rock-Ola 50 Sel., \$25.00 1442 Rock-Ola, 50 Sel., \$25.00 1443 Rock-Ola, 120 Sel., \$25.00 1446 Rock-Ola, 120 Sel., \$445.00 Bally Target Roll, Miss America, \$445.00 Bally Target Roll, Miss America, \$445.00 Bally Target Roll, Miss America, \$445.00 Ike New A.B.C. Bally Bowling Lanes, 11 Ff. \$45.00 Like New Strike Baily Bowling Lanes, 14 Ff. \$45.00 All machines have been checked, cleaned and ready for location. Balls-a-Poppin \$195.00 Genco Fun Fair (like new) \$295.00 Bally Circus, New 2-player. \$295.00 Chi Coin Blondie \$95.00 Wm. Wonderland \$95.00 Wm. Spit Fire \$55.00 Calebordia \$95.00 Wm. Spit Fire \$55.00 CALDERRON DISTRIBUTING. INCE 					
	• <u>Continued from page 79</u> cuits to enable the operators to cancel out free games were evi- dence that machines were intended for gambling. State police had seized 41 machines last year under the di- rection of the State attorney general's office and Fayette County officials. Officials said at the time that the seizures were made to determine, in court, whether the machines were gambling devices. The machines seized were reportedly owned by about 25 different parties. • <u>Continued from page 79</u> ing" of machines between opera- tors. Btu the over-all provision con- tains numerous new regulations to give the Council more control over coin machines. Included is a prohibition against operators of games or jukes from having any financial interest in lo-					

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Industries, Inc.





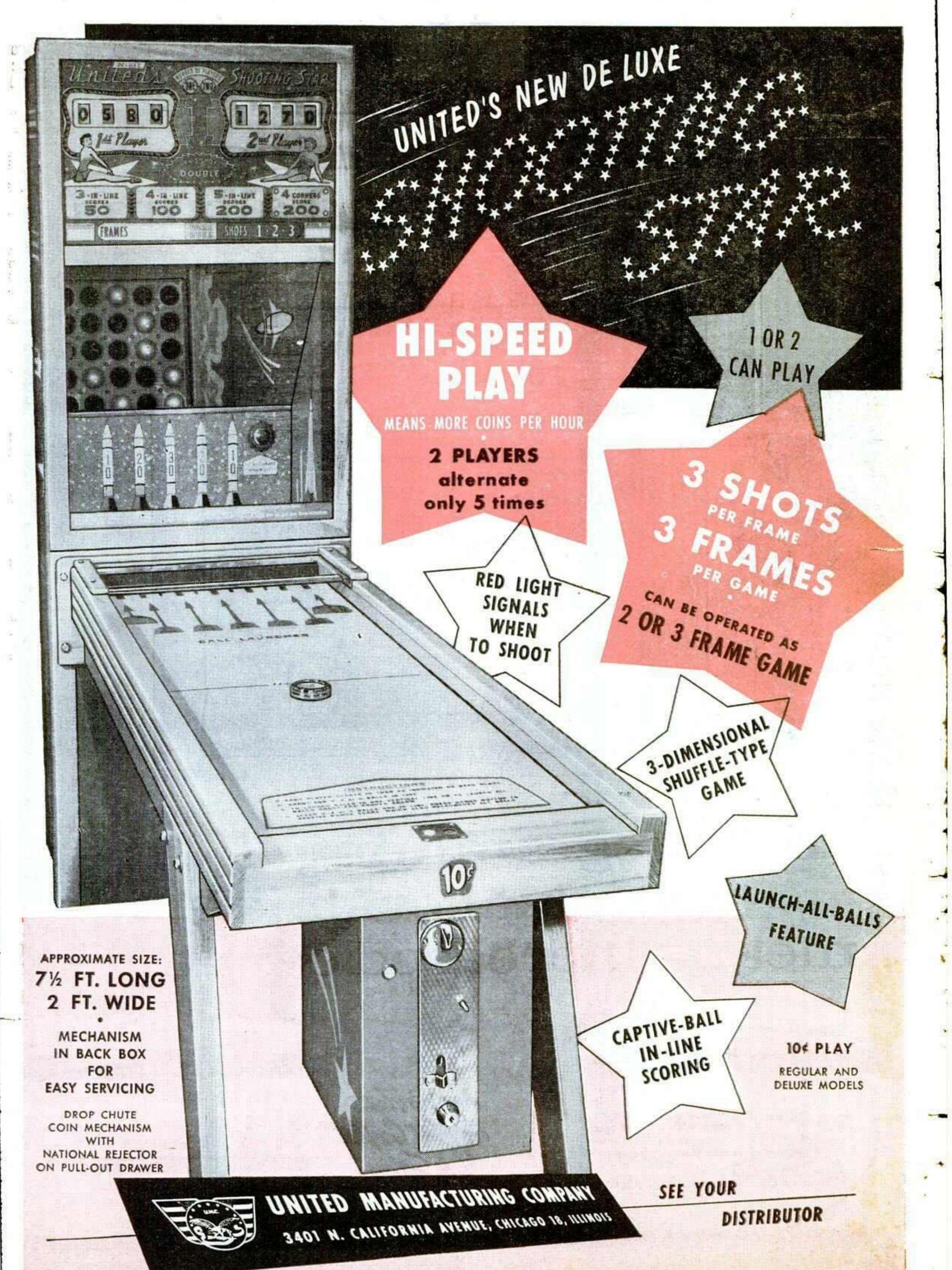
See your distributor ... or write BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



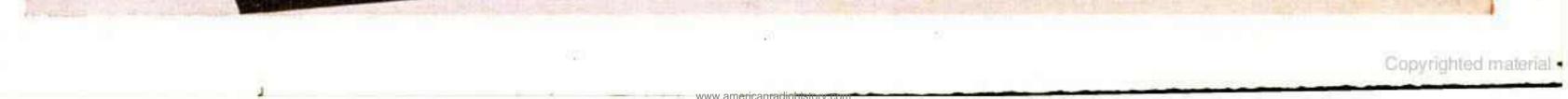
JUNE 30, 1958

THE BILLBOARD

AMUSEMENT MACHINES



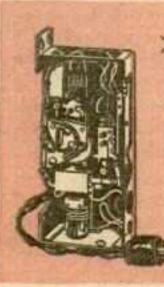
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