Disk Dealers Band
On National Front

Move Sparks United War on Club, Rack, Discounter Encroachments

By PAUL ACKERMAN

AND BERNIE ASBELL

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

A convention of the organization was announced by Hermes Nye of the company of Dallas, Nye stated: "We know that when the manufacturers went into the racks, supermarketers and a great market was being tapped.

It was an OILS. Illegal discounting, we're going to speak of the driving force behind the song-legal--to sell the doom of the industry. He stated that big discounters have got started with the help of the manufacturer and distributor. "We have been told that nothing can be done about discounting until it's too late. We are not too late. SORID is pledged to take the necessary steps within the industry to stop the situation."

Herman American method of maintaining an adequate number of manufacturers—distributor-dealer force.

The stated dealers had waited too long, but were now finally being to bring sanity to its this urgent called the record business. His talk he was interlarded with considerable raucous "Customer care our listening facilities, but will not buy empty-headed... They think whether this record is available in a club if it is not they won't go there to get it. And the heart of the holder of this canceorous monster has willed to the size of an English pea, and he floods us with tremendous

Nye noted that the dealers would also take an objective look at themselves. "Have we seen this, we the manufacturer or the distributor? Some of us have been guilty.

Officers of the SORID include Herschel, Dallas, president; Martin Spero, Chicago, vice-president; Arlo Dufour, Florida Record Dealers' Association, secretary; Philip Barr, Georgia, regional; and Jack Schaps, Chicago, treasurer. A 32-man executive board includes Howard Pearlman, Tempom, Alex, Howard Jud- Lent, Leland, Garden, Chicago, Frank Mihovil, Cincinnati, Gregor, Gleeley, Colorado; Dan Wiegand, Chicago, Joe Aaron, Fort Worth, Leon Ferguson, St. Louis, and Bud Hurst, Cleveland.

Summons told a Billboard report- er: "We have no desire to fight the discounters. We want to fight the wrongs in the industry that allow the discounter to operate at a profit when we can't... We must now continue these to operate the practice of transshipment and dumping distributors, and we don't want to be done.

This results from factory pressure distribution to accept more merch- andize and blow off hand. These dusters don't want to fold three months' worth of product out of their territory, if necessary, at a last. He pointed out that novelty chains in New York were selling $3.95 LPs at $2.42 when they cost $2.47. (Continued on page 3)

NEW PRODUCTS KEY
NAMM Meet to Swingin Wind-Up

By RALPH FREAS

CHICAGO. — New products and pressing problems combined to generate excitement at this year's NAMM Show, held in late August. Because of the product and in spite of the problems, phones—record dealers—were away from their four-day conclave at the Palmer House in a mood that was clearly bullish.

But it wasn't enough that stereo phonograph and disk dealers held the time of day. In fact, the first five in the morning showed television to the background. Manufacturers such as Motorola, Admiral, Westinghouse, Zenith, and Magnavox, all had the show in the past to show off. The display left the Philips alone gave a featured spot for the worth-while companies that had some- thing new to shout about in their "Pretend," series and in their "briefcase" TV portables.

Mounting Interest

It took three days for the show to build up to a full-time display on Monday. The opening day, the show had a sense of unseduction and almost a paucity quality. Tuesday things began to come up. By Wednesday, it was a swingin affair. The day-by-day change affected dealer attitudes toward the products they saw.

At first, the various approaches to stereo reproduction existed by

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Music Makers
Columbia Preps Coupon Plan To Spur Mondial LP Sales

Customers Save $1 on Album Buys; Dealers Compensated

NEW YORK — Columbia Records will introduce a wide-sweeping, month-long plan to the industry in order to make his record dealers' first "coupon sales" of the new company's 46 albums and the Columbia al-

by handing over a coupon for each album. An industry record dealer, in turn, sends these coupons back to his Columbia dis-

tributor, who returns them to the Columbia factory. For each coupon returned the record dealer can purchase another Columbia album, from among the 46 new LPs, for a reduced "coupon plan" price instead of purchasing his replace-

ment set at list. It should be pointed out that for $1.98 from.

Columbia's coupon plan will in-

clude Johnny Mathis, Dave Brin-

nock, Eddie Connors, and Bay Con-

trolled Left Sound" series. In addi-

from $4.98 to $3.98 on the "Ad-

work. In September the company
turns a bonus coupon and a list of

evane "Lions," Mario Escudero, the Con-

the Sound Track from "The Young

hill, the Goldman Band, two sets

which nine are pop and two are in

labeled "Decca Hits" and the "Star Time, Dance Time, Jazz Time" in-

Orchestra under Adrian Barbor.

includes the two Bach sets, an LP

which three concertos, Nos. 4, 5 and 6,

described as a bowling song. In Col-

France, diskeries are going into the

Pattie - Marconi

in the works as. a result of a

was waxed at Tanglewood. These con-

operations of prodigal, which en-

M. de Chateau and the Chi-

so the plan is being released in

imported disks and those

at the end of the month, which en-

Columbia's "stereo" albums are in-

"Trookedl," which is described as a

"Platte," which is a dixieland tune,

for the past five years, where they came up

for Capitol Records for the past

Paul - Ford Dyo

doubled in the past few weeks, has

in the Gold Label series, 30 pop al-

a half dozen in the country field, the only such records from
classical entries and a de luxe repackaging

out of the printing press for the

a Morton Gould Centerpiece, mounted lithos

are waxed. The stereo portion of the release

"The Music Boxer," which includes

or in the works as a result of a

which is being released in

of the plans except that the ad-

the world of disk buyers. In addition

of these important publications, a Morton Gould

the acceptance of the public for

"Day and Age," which is described as a

mouth of August. In effect it

of August. In effect it

September and October. Epic Records has slashed the price

by the number of classical

where they came up

the end of the month. In announcing the fall program

there are four albums dealing

segment of the public for

elaboration of classical and

which is being released in

of the first "coupon sales" of the new Co-

regular dealer price. Thus on the

the coupons with his order, he gets

of the month that list price for

the catalog of Carish of Milan.

"The Moneysaving Subscription Order"

MONE Y-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

[continued on page 30]
Dealers Unite for National Front at NAMM Meeting

Say Clubs, Racks Snare 1/2 $ Vol.

HOLLYWOOD — The new classical line of Capitol-EMI will be unveiled with an initial release of 18 albums on August 18. The albums, all newly recorded, come from the library of cutting entities which have sold or been sold by RCA Victor. Capitol-EMI packages will be $4.98 per album. An introductory discount of 10% will be offered through August 30. The new line will be dealer-marketed and naturally allows dealers to offer competitive pricing.

Introduction of the Capitol-EMI classical line gives Warner Brothers Records a presence in the lucrative classical market. The line marks Warner Brothers' first entry into the classical field and is designed to offer dealers an attractive supplemental product line. The line will be marketed to dealers on an exclusive basis.

Hires Takes Marks Suit to High Court

The Los Angeles federal court has issued a judgment in favor of the United States Supreme Court for a review of the copyright case involving the use of copyrighted songs by Joe Howard, disputed by Walter and Edward B. Marks Music, which was awarded to Marks.

The case, originally brought by Harry Marks, was first heard, marks won a declaratory judgment on ownership of the copyrights, which but was denied recouping to file for damages on damages, however, was invoked, to the Circuit Court of Appeals, of which the High Court is now the subject of the Harris appeal to the Supreme Court. No action can be taken for some months, however, since the high court is now in recess until October.

Diamonds Aim for Own Convention

CHICAGO — The day may not be too far off when the disk industry will have a convention of its own. That is the earliest hope of a hotly enthusiast group of independent manufacturers of discs who met informally at the Vee Jay offices here to form the Independent Record Convention. The major accomplishment of the meeting was the appointment of a temporary organizing committee.

The committee temporarily headed by Don Robie, of Peacock Records, and Abner Ewart, of Vee Jay, will gather at the Ambass-adoor Hotel here, August 12, 13 and 14 to hammer out an organization program. After the September meetings, the committee expects to have a program they will present to the disk industry as a whole. Members of the temporary organizing committee will undertake the task of informing disk manufacturers and distributors in their individual territories of the importance of uniting and holding their own convention next year.

Abeles Seeks TV Pic Ruling for Fox Office

NEW YORK — Abeles has filed this week in the D. S. District Court for the Southern District of New York a suit against most of the tv networks, determined whether a recording publicly and lawfully granted to cover pictures released by a recording company re-recording when the same is then shown to the public.

The case was prepared and filed by Julian T. Abeles, the firm of Abeles and Benjamin on behalf of the office of Harry Fox, represented for more than 400 publishers associated with both Abeles and BMI. Named as defendants in the separate suits were G. C. & G. Films, etc., which have acquired a great many of the tv networks for TV and Hollywood TV Service, Inc., a holding of Republic pictures. Plaintiffs' single songs and songs involved are Shapiro Bernstein, etc., the Southern Music (When Your's Far Away), and Broadway Music (Hallelujah). A suit by Warner Brothers can be heard.

Air Staffers Turn Wixers

NEW YORK — Dean: Ben Parsons, with special services, WRBL, Columbia, N. Y., has obtained a vinyl record label, Wes Babel Records. Jon Woodford, WRBL, presided, as chairman of the board, was elected to wear the station's call letters into whose name was issued.

The majority of one is separate, which is a general rule granting to the payment not only of songwriters and producers plus songwriters and producers, as well as the re-use on tv of films in which their services were rendered.

IR Clarifies Coin-Operated Amusement Tax

WASHINGTON — Internal Revenue has ruled that coin-operated amusement devices, first re-considered when the tax merely contained the coins, which played a plugging-agent in the department.

JULY 28, 1958

THE B I LL B O A R D

DASHBOARD & R&R CAN COST GAS

NEW YORK — Pops rock and roll are getting knocked around in TV quarters these days. Latest blast comes from the Ecco Research Center, which is teaming up with rock and roll music on a car radio can cost a motorist money.

In the course of developing an electronically controlled "breadcrum" for driverless test cars, via magnetic tape recording tests, the Ecco scientists discovered that rhythmical driving is directly related to the tendency for a driver to juggle the accelerator pedal in time with the beat of the rhythm music. Significant decrease in the number of rear-end collisions in an ordinar"ily produces.

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Stereo Fidelity
Tag Stars Hassle

NEW YORK - The battle that was once raging over the use of the word "stereo" and its derivations, "stereophonic" and "stereophonic sound," has come to a close. The battle was fought over the definition of the term and its usage in the marketplace.

Stereo Fidelity magazine was the first to publish an article questioning the use of the term "stereo" in advertising and literature. The magazine's editor, F. Paul Rosenman, wrote an article entitled "The History of Stereo" which appeared in the November 1955 issue. The article argued that the term "stereo" should be used only in a technical sense and not in a marketing sense.

The battle was taken to the courts by Stereo Fidelity magazine, which filed a suit against a number of companies that were using the term "stereo" in their advertising. The companies included CBS, NBC, and some of the major record companies.

The court ruled in favor of Stereo Fidelity, and the companies were ordered to cease and desist from using the term "stereo" in their advertising.

The ruling was hailed as a victory for the consumer, and it set a precedent for other companies to follow. The term "stereo" was now clearly defined, and it was no longer a subject of debate.

The term "stereo" has since become synonymous with high-quality sound reproduction, and it is used by all major companies in the industry. The term has become a part of the language, and it is used every day in stores and in advertisements.

But the battle was not over. The companies that were ordered to cease and desist from using the term "stereo" in their advertising appealed the ruling. The appeal was taken to the Supreme Court, where it was heard by a panel of judges.

The Supreme Court ruled in favor of the companies, and the decision was reversed. The companies were once again able to use the term "stereo" in their advertising.

The decision was met with mixed feelings. Some people were happy that the term could be used again, while others were disappointed that the court's decision was not upheld.

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**DISTRIBUTOR NEWS**

**BY EDWARD COOK**

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**CONCERT**

**Brahms Blooms Over Rainy Weekend**

At the Tanglewood Festival July 19-20, storm-battered wind and rain flashed through the audience. But Brahms’ “Tragic Overture” and the Symphony in C minor brought the audience to its feet. The concert, which featured the Boston Symphony Orchestra, was conducted by Charles Munch. Brahms’ works were performed with a sense of urgency and passion that captivated the listeners. The concert was a resounding success, showcasing the beauty and power of Brahms’ compositions. The audience was left in awe of the magnificent performance, which highlighted the virtuosity of the musicians involved. Brahms’ music continues to inspire and captivate audiences around the world, reminding us of the timeless quality of his compositions. 

**NETWORK TV**

**James Is James on Careful Jazz Stanza**

Harry James and his big band continued to draw large crowds, despite the challenging conditions as their all-star tour across the nation continued. Harry James, along with other prominent artists, presented an “Night of Jazz,” an ABC TV show that aired on Mondays. Harry’s performance on “Just Luck,” the band’s rendition of a popular song of the same name, brought a lot of excitement to the audience. The band’s smooth and soulful sound resonated in the hearts of the viewers. The performance was highly anticipated, and the band did not disappoint, delivering an electrifying show that had everyone on the edge of their seats. The audience was mesmerized by the musical brilliance of Harry James and his band, leaving them in awe of their talent and skill.

**REVIEWED IN BRIEF**

**All-Mandolin**

Lawrence Bros. mandolin, a recent addition to the instrument's market, has been gaining popularity. The mandolin offers a unique combination of music and artistry. It provides a perfect opportunity to explore new sounds and techniques, making it a prime choice for musicians looking to expand their repertoire. The Lawrence Bros. mandolin is known for its superior craftsmanship and elegant design, ensuring a smooth and pleasant playing experience. The instrument's versatility allows it to be used in various music styles, from classical to folk and jazz. Its rich sound and smooth finish make it an excellent choice for both professional and amateur musicians. The Lawrence Bros. mandolin is a testament to the beauty of music and art, offering a unique and enriching experience to those who love to play and appreciate the instrument's elegance.

**Art Ford to Stereo**

Art Ford’s WNTA jazz station staged a 24-hour broadcast with great success, showcasing a wide variety of music and speakers for the entire day. It was a remarkable feat that demonstrated the station’s commitment to providing quality entertainment to its listeners. The broadcast featured a diverse range of artists, including Charlie Parker, and highlighted the station’s dedication to supporting the local music scene. The 24-hour broadcast was a testament to Art Ford’s passion for music and his ability to bring together a community around a shared love for jazz.

**The Musical Sales Co.**

The Musical Sales Co. is a leading distributor of sheet music and products for the music industry. Their recent promotion of the “Little Birdies” song was a success, as it not only boosted sales but also increased the company’s visibility. The promotion showcased the company’s ability to successfully market and promote its products, highlighting the importance of strategic marketing in the music industry. The “Little Birdies” song, with its catchy tune and relatable lyrics, resonated with listeners of all ages, further solidifying the company’s commitment to offering a diverse range of products that cater to various musical interests.
Sees Grim Threat To Disk Retailers

Dealer Speaks Out as Problem as Serious as Global

WASHINGTON — The retail record trade is threatened with extinction by loss leader tactics and chain store discounters and chain stores, a record dealer association spokesman told a Senate Commerce Subcommittee at hearings on Federal Fair Trade legislation here last week ($1,22).

Some 60 retail record dealers have been forced to close their doors in the Philadelphia metropolitan area alone, Jack Jolley, president of the Philadelphia Record Dealers of Pennsylvania, told Sen. Alan Bible (D., Nev.), chairman of the Special Subcommittee on Fair Trade.

Records are being used as crowbar pullers, and are sold "at cost or less, to force traffic into the stores with higher profit margins," Jolley pointed out, thus taking advantage of the big ad and promotion campaigns of record manufacturers in print and broadcast media.

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

The bill, S. 3850, being considered by the subcommittee, would enable manufacturers to set retail prices, and invoke enforcement without running afoul of Federal Trade Commission Act which guards against price fixing. Individual manufacturers can set resale prices on their own product, but are unable to control prices among several manufacturers to set prices under the law.

Confronting testimony during hearings has praised and damned the Federal Fair Trade legislation as a "good bill to protect retailers against jungle warfare" in retailing and, on the other hand, as a "price control which would be most expensive and...most aversive to the market." Jolley cited this as proof of need for "fair trade legislation on a national level." Attempt to limit the Miller-Tydings rulings and the Magna Act to keep up prices have been successfully fought in courts by discounters.

9 August LP's by Vanguard

NEW YORK — Vanguard Records will release nine new LP's in August. The lead item, Bocchinoff narrating the Prokofiev "Petri" and the "Nightingale" will be released both monaurally and in stereo. Other releases include four classical sets, three folk albums and one pop set. Classical LP's are the Bernstein conductor's series, an album of Handel and Haddad duo concertos, a set with the Strings Quartet of the BBC and a budget edition of "Late Songs" and songs by English Poets.

Folk sets include a blues album by Brother John Sellers and an album of yodels from the Aupa and Tyrol with the Austrian Folk Musicians. A jazz album titled "Sewing Blues" features Bobby Hensley on the piano. Another set contains songs with Laine and the Boheme Bar Trio.

Cut British Car Race in Stereo

NEW YORK — Bill Grauer and Bob Richer, executives of Bill Grauer's "Record" Inc. (Atlantic and Jodec Records) recently returned from a 16-day jaunt to Milan where they were at the forefront in stereo the recent sports car race at the Brands Park Race Course, Chester. While in England, Grauer and Richer completed distribution and arrangements with English firms for the release of the sports car albums abroad.

The international sports event has yielded two LP's for stereo car tracks on Riverside.

While in England, Grauer and Richer also completed distribution with English firms for the release of the sports car albums abroad.
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tion in the retail trade, as provided in the Federal Fair Trade legislation on a national level.

The bill was introduced by Vanguard Enterprises, theatrical promotion firm and also known as the "swinging global custom label" by two writers from Argen-
tina on his own Oklahoma label. He has one new single, the item "Hey Canastas" and a Brazil-
ian tune "Marancangolha." Another interesting international hit is that of Italian warbler
renowned as the "Tony Stark of Italy," whom the label has recently given, a

"Bop" side is backed by "All That Jazz," which also included the label's pop set.

The "Bop" side is backed by "All That Jazz," with vocals by Ray Evans, and "Tupelo Fingers" backed with "Lonesome" by War-
tom Watts.

Both masters are in-
cluded in the current release. Vaughn is also releasing a second single by Scott Engel, "Charley Big," a new dance which the label will attempt to push via (the disco-
sing with step diagrams and instructions imprinted on the disc sleeve. The "Bop" side is backed by "All I Do Is Dream of You."

Orbit's parent firm, High Fidelity Records, this week signed 13-year-old pianist David Carahim and his first album is scheduled for recording next week.

June Biggest

For Urania

NEW YORK — Urania Records, this week stated that the month of June was its biggest sales month in the firm's history. David Rothfield, sales head of the label, said that sales of the firm's famous sales were the five stereo albums the label released in June. Be-
cause of this the firm is issuing four more stereo disks next month. Urania will release one of Offen-
bach's little recorded light operas, "The Grand Duchess of Gen-

Freed Firm

Bankrupt

NEW YORK — Alan Freed En-
terprises, theatrical promotion firm headed by Jack Hooke filed a vol-
untary petition in bankruptcy Friday
(10) in New York Federal Court. The firm, which is located at 1019 Broadway, lists 23 credi-
tors for merchandise sold and serv-
ices rendered.

According to the petition, the
firm owes disk jockey Alan Freed
$15,000, and owes Shaw Artists
$2,000. Liabilities are listed at $56,985, and assets are nil. M. P. Warren Troob ren-
serves the firm.

Cut British Car

Race in Stereo

NEW YORK — Bill Grazer and Bob Richer, executives of Bill Grazer's New York Enterprises (River-
side and Jodhon Records) have just returned from a 12-day jaunt to Europe, where they planned to go in stereo the recent sports car race at the Silverstone Park Race Course, Chester. The interna-
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While in England, Grazer and Richer made new arrangements with English firms for the release of the sports cars albums abroad.

Jolley cited this as the way
which dealers can buy the record. L/P's are sold in discount for prices as low as $1.98 to a $3.08 list price, the senators were told. Prices of higher cost L/P's are asked proportionately.
The dealer dealers impossibility can sell an L/P at less than $2.50, Jolley pointed out, because normally the record is purchased at regular cost to the dealer of $2.47.

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

State Fair Trade laws were
given a death blow earlier this year, when a number of State sup-

Humphrey (D. Minn.) Small Busi-
tness Subcommittee.

The problem of meeting dis-
counts, chain-store price cuttings has been hardest for the "small retailer and, on the other hand, as a "price guar-
ders against price fixing.

Individual manufacturers can set re-
sale prices on their own product, but there could be the agreement among several manufacturers to set prices under the law.

Conflicting testimony during hearings has praised and denounced the Federal Fair Trade legislation as a "good bill to protect retailers from big business," and at the same time, "the only way to stop the racket."

The problem of meeting discount and chain-store price cuttings has been hardest for the "small retailer dealing exclusively in the sale of phonograph records," Jolley pointed out. Discounters are "selling rec-
dords at 40 to 50 per cent off manufact-
urers' list price. In many cases, these prices are below the price for
lists "Stupid Cupid" by Connie Francis as his top disk, following are Hottest new platters are "La Paloma" by Billy Vaughn on Dot, "You by Ricky Nelson on Imperial is still big. Johnny Fuller's latest 'Checker ny GaAs' on Sun and "Jerry Lee Lewis" on Sun.

Dot, -Billy Vaughn's Million Sellers" on Dot, "The Clark Sisters Sing" Way" by Johnny Cash, "What Am I Living For" by Chuck Willis on Freeman on Josie is a smash.- Jubilee is perking with "As.Long as I Have Soon I'll Wed My Love" and -"Honolulu" lw Milton DeLugg also on

Hottest albums are "Gigi" on M -G-14, "Who's Sorry. Now?' by Connie Francis on M -G -M. "I'm The Game" by Tommy Edwards on M-GAI and "How Will I Know My Mann on Chock is going well. "The Wizard" by Jimmie Rodgers on Cono is going well. "The Blues" b/w "Going to Chicago Blues" by Count Basie. "How the Time Flies" by Lee Tully and "Somebody Touched Me" by Buddy Knox

Good" by Little Willie John- on King, "La Santa Venuta" by Loata Tull "Devoted to You' by the Evenly Brothers on Sunland are "Devoted to You' by the Evenly Brothers on Sun. The Co -Star line is healthy, and there are several 'strong singles including Jimmie Rodgers' "The Wizard" b -w "Are You Really

"Lover's Land" by Ersel Hickey and "Summertime. Summertime Philadelphia is that Epic is cooking with "I Don't Want to Set Everyone, Dance" by Betty Madigan looks promising. "The Rain Morning" by Buddy Holly on Coral is stepping out,

Word from Ted Kellum of Mantel Distributing Company in Philadelphia. The company's newest at 1450 So. Michigan Avenue about the middle of August. Baxter on Cone is going well. "The Wizard" by Jimmie Rodgers on Cono is going well. "The Blues" b/w "Going to Chicago Blues" by Count Basie.

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SINATRA ALL THE WAY! All night long! Bob Carroll, WBAI, New York, gen-erously asked his listeners “Would you like to hear some Frank Sinatra records?” After receiving more than a 1,000 enthusiastic replies in the affirmative, Carroll launched a Sinatra marathon last Monday night. The program, which was only one of a few free shows the station sponsors, was expected to continue for 12 hours and to attract almost 3,000 listeners. Everyone who called in was asked to identify one of the tunes, and if he did, the station would send him a free copy of the record. The show was repeated again at the same time Sunday night. The program was sponsored by Joseph Rosen of the 14th Street Perfumery, who has been supplying the station with much free material to use in this marathon. The program was also sponsored by the American College of Chest Physicians, who supplied songs of love and longing, and by American Tobacco Co., which supplied the cigarette count.

JOCKEY TOURS: Bob Tracey, KDKA, Pittsburgh, is leading an air tour of Hawaii for some 72 persons. The tour, headed by Tracey and Frank Alcione, started at 8 A.M. yesterday and will run through Aug. 13. Meanwhile, John Stewart is setting up for Tracey on KDKA from 1 to 4 p.m. Also active in the field are Ray Schiavone, WINS, New York, and William Dennis, WRDE, Columbia, S. C., who are planning an around the clock tour.

GIMMIX: Bell Productions is running a promotion to Count von Blitzen’s, a discoteque in New York. The promotion is called “Niterry Notes” and will feature songs throughout the week. The word “Niterry” is a combination of “Niters” and “Singers.” The promotion is expected to draw a large number of customers to the club.

THE BILLBOARD

ON THE BEAT

BY BEN GREGGAT

The telephone can be a potency storehouse of information. In fact, it’s hard to imagine a business where the telephone is so important. It serves as the backbone of the entire business. It’s used every day to take orders, make appointments, and communicate with customers.

Q.-Andy Williams, are you happy with your show? A.-Very. Good reviews of the show in Chicago, and we’ve been in more than 15 cities.

Q.-Which nibble will hook you? A.-Probably the choice to head after-hour NBC shows is painting Dinah Shore for my current sponsor.

Q.-What are you selling at your shows? A.-Relaxed sincerity. I’m doing only the things I can do, and the things I like.

Q.-What’s your favorite problem to solve? A.-I tend to want to run something myself. But I ask Bill Bohin to do it. He’s a great director, so all is well. The only thing I do is that I turn off the lights when we’re not being seen.

Q.-It was either than join- ing the band or staying at school. I decided to go on tour with the band. The next act is my brother in law who is in a movie.

WHEELING AND DEALING

BY BOB BEARNSTIM

We know a pair of skirky ma- hots who make it a regular prac- tice to unleash a little of the every- thing on the scene with the help of the telephone. This, of course, is part of the Fender Bites maneuver. For reasons of security, the identity of these individuals cannot be disclosed, but they sure have fun with their phones. One of the people involved, for instance, is sitting in a phone booth at Nola Strophan’s. He is using a long distance on the 1000 Broadway walk by the booth into a studio, fol- lowed by a break in the Fender Bites maneuver. The man in the phone booth called the studio and represented himself as “a man from the union.” When the mysterious caller heard, he shot into the phone, ’I’m coming right over there, man, to make sure you’re paying those people for rehearsal time.” Upon- hanging, the door of the studio was opened up, and the artists filed out in a frantic and helter-skelter fash- ion.

Another incident involved a well-known West Coast disk mahots and one of his artists, who was called on the phone by a mysterious caller. “You know that cat is making a lot of noise,” said the caller, and “if you don’t put some loot on me, you can’t use your phone.” The caller then proceeded to hang up, the door of the studio was opened up, and the artists filed out in a frantic and helter-skelter fash- ion, the same individual got another phone call. “He tied me up, called me a ‘Sly hose’ and made me swear, and when I hung up and my phone was still working, the caller said, ‘You’re going to take it to the police, aren’t you?’”

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Q.-Did you know where you were going when the Thompson- Cooper Associates Booking Agency sent you to Yuma, Arizona? A.-When I was about eight, my dad took me to Yuma, Arizona. He was looking for a new job. That was the only time I remember him looking for a new job.

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CHALLENGE IS HOT!!

Now Breaking Out All Over!

Jerry Wallace
"HOW THE TIME FLIES"
#59013

The Cash Box Sleeper of the Week

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

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

#1 "TEQUILA"
#2 "EL RANCHO ROCK"
AND NOW!

#3 The Champs
"CHARIOT ROCK" and
"SUBWAY"
#59018

CHALLENGE
ULTRA HIGH FIDELITY

Spartan Records. In Canada
Abeles Seeks TV Pic Ruling

Continued from page 3

nually employed. Many of the pic, music field's idea of a
market on pop films pictures that
laymen, no doubt, have had
covered such use were includ-
including original contracts.

In the action, Abeles will seek
a declaratory judgment to the ef-
that material for TV use have no rights.

pected to re-record song material for
as a record client, to obtain a
new license. The judg-
original licensing records were
mension sought would declare

Abeles stressed that no legal ac-
;tions were contemplated against

Bob Hope and others.

That the jury may become the basis

4 GREAT RECORDS

GOOFY GAM"..."MADAJOLINA"
with the Beau Brummels & Gerry & The Pacemakers

JULIE LONDON..."IT'S EASY"
with the music of David Seville & Animatronics

BETTY MADIGAN..."DANCE EVERYONE DANCE"

with the music of Les Brown & His Band of Renown

FIVE KEYS..."EMLY PEACE"
with the music of J. J., of the Clovers

BOURNE, INC.--ABE MUSC

From the Globe Enterprises Production of
Samuel Fuller's "VERBOTEN"

Victor Skeds 30

Continued from page 2

set arranged specifically for

steer; and the Barber "Vanessa.

Pop LP's for rhythm and blues

Ameris Brothers, the Glenn Miller
Orch., Nilla Pizza, Perry Como, the
Blackwood Brothers, "A M. B." set, Red Noveo, Teddy
Arnold and the Gypsies, get first tree and

discouraged. Many of the

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BREAKING NATIONALLY

Gene Summers

NERVOUS

Jan #102

Jane Records
(formerly Jan)

SOLID HITS

DELLA REESE

I WISH

YOU GOTTA LOVE EVERYBODY

Jubilee #5332

DON RONDO

CITY LIGHTS

AS LONG AS I HAVE YOU

Jubilee #5334

PORT 70,003

I'M A ROLLIN'

Sunny

CURRENT BEST SELLERS

Jubilee

JIM BACKUS
Delicious—#5330

BOBBY MILLER
Je Vous Aime—#5329

MOE KOFFMAN
Little Pixie—#5324

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

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

Josie

BOBBY FREEMAN
Do You Want to Dance—#835

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

THE FOUR COUNTS
Yum-mee, Yum-mee—#840
**SEE STEREO AS MAJOR COMPONENTS HYPO**

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

By CHARLES SINCLAIR

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

Already on the market are the A-250 stereo amplifier and the matching T-224 stereo tuner, with H-K reported considerably backed-ordered on both of these models. Also on the market is a "low silhouette" to tuners and amplifiers, the Model A-250.

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**Component Stereo: The Harmon-Kardon Line**

**Available Now**

**MODEL A-224:**
A front-ended stereo amplifier that duplicates two 15-watt channel power amplifiers or doubles as a 24-watt monaural unit. Full tone and balance controls are featured, and it’s priced at $99.95.

**MODEL T-224:**
A double-duty tuner that will dial AM or FM, and feed them via separate inputs for separate reception. There’s a jack for eventual multichannel FM reception. Price: $114.95.

**Available Fall ’58**

**MODEL TP-200:**
A new H-K design. Incorporates AM-FM stereo tuning, and complete two-channel preamplifier-tuner with enclosure, $189.95.

**MODEL T-250:**
A basic AM-FM tuner unit, with provision on chassis for FM multiplex capable with AM multiplex adapter. Available as FM-only tuner model as well.

**MODEL A-250:**
A stereo powerhouse, with two 25-watt channels and components, front and stereo controls. Available in black or white. Price: $179.95.
CONFUSED ABOUT STEREO?

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

All of a sudden, a new word has come upon the scene ... STEREO!

And overnight confidence has given way to confusion.

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

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

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

1. True Stereophonic Sound requires separate speakers in separate cabinets at least 8 feet apart.

2. All amplifiers, whether individual, dual channel or split, must be adequately powered for high fidelity delivery.

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

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

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

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

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

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

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

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

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

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

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

LOOK AHEAD...and you'll sell PHILCO.
STEREO PICKUPS

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

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

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

"Etiologic" Difference

LeKashman rules out the "question of hum loops and ground loops" in the three-vs.-four hassle as being "sheer nonsense," adding that if anything the three-terminal cartridge is the one which gives the consumer less chance of getting frequency distortion. "Manufacturers of three-terminal cartridges, or at least some of them, have beenRefs. to market four-terminal terminals cartridge," he says. "There seems to be skirting the real problem."

Any differences that do exist, the Electro-Voice exec insists, are "so minor that they would permit rewiring to accommodate any of the three-versus-four leads."

LeKashman indicates that his company and Ben Craft, both of whom use better circuitry than the Electro-Voice, have refrained from marketing four-lead cartridges "largely in the minds of the manufacturers making four-terminal cartridges."

WEBCOR REGENT STEREO

WEBCOR is proud of the fact that this stereophonic tape recorder is light in weight, weighing only 31 pounds. The Regent is a three-speed model with 78, 45 1/4, and 33 1/3 rpm and can play in either a vertical or horizontal position. It is equipped with a special two-tube pre-amplifier built right in to reproduce the second channel from recorded stereophonic tapes.

Los Angeles and San Francisco Report!!

Out Less Than 2 Weeks — Outclimbing 'Em All!

The Big Breaker is

BIG BROWN EYES

b/w To Make You Mine — Delivered by

THE REDJACKS

on APT-25006

A product of AM-PAR Record Corp.
Distributed in Canada by Sparton of Canada, Ltd.

New Products Key

NAMM-Chi Meeting

• Continued from page 1

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

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

Always Problems

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

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

New Phonos Operate Off 'D' Batteries

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

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

(Continued on page 17)
Stereo a Hypo

*Continued from page 14*

existing power amps in the 20-watt class, the original component amplifiers can be built out of right something as a "convertible" rig, with the AX 20 taking over as the control center and one amplifier added. A tuner, the Stereovox Model TX 20, has been tailored as a monaural AM-FM running mate, with provision for an FM multiple output, whose output will be fed via a capsule follower.

Herman Kardon is naturally enough, putting on steam pressure at its plant to get handsome, complete-black models on the market. Fail is the target, but one H-K promotion executive reports "some of the units will be out earlier, but by September they will all be on the market."

Battery Phonos

*Continued from page 16*

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

Three Models

Three models are being introduced. One is a radio-phonograph combination with 33, 45, 78 r.p.m. and 15" record capacity, the sapphire pickup, separate tone and volume controls and demagnetized AM radio. Another is identical but excludes the AM radio. The third model is a single-speed, 45" r.p.m. phonograph with single sapphire pick-up. All are housed in permanent-type luggage carrying cases covered in semi-resistant vinyl in luggage colors.

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

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*Continued from page 16*

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Frey charged that the industry is all confused about the word "compatible." Somewhere along the line, he said, the "Tri-Phi" type of stereo disk, that he now enjoys industry acceptance, came to be called "incompatible." Actually, he said, the word was never intended to play a part with a monaural needle.

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

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

Ralph Freas, Billboard equipment editor, a panel member, pointed out that the "axes of the triangle" theory might be required for optimum results, but was not necessary for good practical results. He said the speakers should not be angled inward, but should face forward in two parallel lines. They should be moved more than six feet apart sometimes, if the size of the room permits. For these steps, he said, tend to broaden the area in which optimum results are enjoyed.

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

Packaged Records Buying Guide

**BEST SELLING POP LP'S**

FOR SURVEY WEEK ENDING JULY 19

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and 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.

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**Most Played by Jockeys**

FOR SURVEY WEEK ENDING JULY 19

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

1. LESTER LARSEN GOES TO COLLEGE
   - Lester Larnum
   - Epic LN 3474

2. BERLIN BY LOMBARDO
   - Guy Lombardo and His Royal Canadians.
   - Capitol T-1019

3. SOUNDS OF THE GREAT BANDS
   - Glenn Gray and the Casa Loma Ork.
   - Capitol W 1022

4. STARDUST
   - Original Cast
   - Capitol WA0990

5. JOHNNY'S GREATEST HITS
   - Johnny Mathis
   - Columbia CL 1333

6. SING ALONG WITH MITCH
   - Mitch Miller
   - Columbia CL 1160

7. DREAM GIRL
   - Ray Anthony
   - Capitol T969

8. THE MUSIC MAN
   - Original Cast
   - Capitol WA0990

9. COME FLY WITH ME
   - Frank Sinatra
   - Capitol W 920

10. 'S AWFUL NICE
    - Ray Conniff
    - Columbia CL 1337

**Popular Albums**

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

An interesting switch for Cole. All of the tunes are popular South American selections, and the vocals are in Spanish. The artist is given lush, provocative spot support from Armando Hamuzy and orchestra. More familiar tunes are "Maria Elena," "Acheve Mas," the Spanish version of his current hit single, "Come Closer To Me," and "Te Quiero Dijiste." It's an excellent programming set.

**COMO'S GOLDEN RECORDS (1-12")** — Perry Como. RCA Victor LOF 1087

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

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

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

(Continued on page 20)

**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING JULY 19

4. ELVIS
   - Elvis Presley
   - RCA Victor EPA 4319

5. JAILHOUSE ROCK
   - Elvis Presley
   - RCA Victor EPA 4114

6. HYMNS
   - Tennessee Ernie Ford
   - Capitol EPA 1-756

7. FILM ENCORES
   - Mastovian
   - London EP 6239

8. CHET ATKINS AT HOME
   - RCA Victor EPA 4194

9. TILL
   - Roger Williams
   - Capitol EPA 4194

10. SPIRITUALS
    - Tennessee Ernie Ford
    - Capitol EPA 1-818

**Review Spotlight on...**

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

**COMMERCIAL OFFERINGS**

**Album Cover of the Week**

ENCOMIUM, Liberty EPA 362. Charming little package of tunes on which.last been provided a very attractive cover. The cover should help create interest in the album.

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His all-time great, million-copy sellers...
a thrilling experience
for young fans,
and an absolute winner
for long-time admirers!

Como's Golden Records

DON'T LET THE STARS GET IN YOUR EYES
TILL THE END OF TIME
PRISONER OF LOVE
CATCH A FALLING STAR
A HUBBA-HUBBA-HUBBA (DIG YOU LATER)
TEMPTATION
PAPA LOVES MAMBO

WHEN YOU WERE SWEET SIXTEEN
ROUND AND ROUND
BECAUSE
MI CASA SU CASA (MY HOUSE IS YOUR HOUSE)
WANTED
MAGIC MOMENTS
HOT DIGGITY (DOG ZIGGITY BOOM)
**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF PACKAGE RATING CATEGORIES**

Each item is rated strictly according to its sales and other promotional efforts, in the categories in which it is classified.

- **★☆☆** - Poor Potential - Will Sell
- **★☆☆** - Moderate Potential - Sellable Qualities
- **★★*** - For dealers who stock all merchandise.

**POPULAR ★★★**

**DANCING WITH THE BLUES**

Al Neville, Orch. RCA Victor LPM 1654

Here's a swingy package of bluesy rompers, with a collection of blues masters. Al Neville provides the vocals, and an Army Air Force sax man named Morgan lass. The orchestra and a capella works, ranging from "Autumn Leaves," etc. Zecher lumpy grooves and excellent backing for palper torpey, Lisle style.

**CABICA**

Ben Garcia Orch. RCA Victor LPM 1651

A top choice. The winning combination which has such warm sound, and big names should spur sales. The dramatic and programmatic style is based on Russian folk melodies and revolutionary songs. An enclosed pamphlet with descriptive notes about the conductor, composer, and the work adds to the appeal. Packaging is attractive.

**CHAMBER MUSIC ALBUMS**

**REUNION WITH CHET BAKER (1-12") - The Carla Bley Trio.**

With inventive and imaginative blowing and arrangements by Mulligan, Baker, who says he has sounded good with Mulligan, is at his best. His long harpsichord solo is a fineatura cover sketch of artist.

**New Jazz Talent Album**

**THEME FOR THE TALL ONE (1-12)-** The Bessie Smith Chorale. Capitol P 8441

Her sound is wonderful, and she has such warm sound, with inventive and imaginative blowing and arrangements by Mulligan. Baker, who says he has sounded good with Mulligan, is at his best. His long harpsichord solo is a fineaura cover sketch of artist.
Van Cliburn

RECORDS FOR RCA VICTOR EXCLUSIVELY

AND HERE IS HIS FIRST ALBUM!

Things happen when Van Cliburn plays the Tchaikovsky Piano Concerto No. 1. When he played it in Moscow, he won the Soviet Union's first International Tchaikovsky Competition. When he played it in Carnegie Hall, he won cheers from the audience - and rave reviews. Now, Van Cliburn plays the Tchaikovsky Piano Concerto No. 1 for RCA Victor. This time, you win - more sales than you've ever had on a classical album before. Contact your RCA Victor Records distributor today!

AND DON'T FORGET THESE AUGUST ADDITIONS TO THE GREAT RCA VICTOR RED SEAL CATALOG

THE WORLD'S GREATEST ARTISTS ARE ON RCA VICTOR
**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF PACKAGE RATING CATEGORIES**

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

- **POPULAR**
  - Very Strong Sales Potential — Essential Inventory
  - Strong Sales Potential — Remaining Inventory
  - Moderate Sales Potential — Salable
  - For dealers who stock all merchandise.

- **STEREO AND MONOURAL**
  - Moderate Potential — Salable
  - For dealers who stock all merchandise.

- **SWEET BEAT**
  - For dealers who stock all merchandise.

- **LOW PRICE-POPULAR**
  - For dealers who stock all merchandise.

**Review Spotlight on Albums**

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

The Shearing Quintet is supported by brass choirs of various sizes and combinations making for a unique and exciting feeling. The records are beautiful and bright sound on the rhythm tunes offer attractive contrasts. Arrangements are by Shearing and there should move strongly in both pop and jazz markets. Tunes include "Here's to You," "Cheek to Cheek" and the album title tune.

**DANCING OVER THE WAVES (1-12")** - Bay Anthony Orch. Capitol T 1025

Nicky visited collection of pop, semi-classical and big band tunes. Most tempo makes this one of Anthony's best. It's an excellent demonstration of his abilities and saleswise it should move strongly with both teen and adult buyers. Selections include "La Bistroux," "Beach Lady" and the album title tune. Attractive cover.

**THE MARVELOUS MILLER MEDLYS (1-12")** - Glenn Miller Orch. RCA Victor LOP 1005

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

**VIRTUOSO! (1-12")** - The Roger Wagner Chorale. Capitol C 4543

A most pleasant offering from the Wagner Chorale. The program features selections with orchestral backing, pure folk songs and Negro spirituals to full-scale orchestral numbers. Included are "Hallelujah Chorus," "Mozart's "Allegro," and "Dance of the Polovetsian Maidens." Set should prove a strong item.

**SOMETHING OLD, SOMETHING NEW, SOMETHING BLUE (1-12")** - Jane Morgan. Capitol KPL 1089

Another quality set of lush vocals from the Morgan. All of the songs are previous hit singles by the artist plus a few unreleased sides. Package should repeat success of her previous "Dejavu," "I'll Be Seeing You," "Memories of You," "Cheek to Cheek." Excellent sound and packaging add, to over-all appeal. Packaging is attractive.

**REUNION WITH CHET BAKER (1-12")** - The Shearing Quintet. Capitol C 4359

As the title implies, the Shearing Quintet has reunited for this release. The cat is at his frantic best. It's a swinger that keeps making good and the band should be on top form. Shearing is at his best. The critics are sure to like it. There are a few wonderfully inventive arrangements, such as the sly appearance of a chamber quartet playing some Vivaldi in the midst of a rumba.

**POP STEREO Sound Album**

**DESTINATION MOON (1-12")** - The Omega Orch. (Sandacker). Omega OSL 3

This handsomely packaged Omega album is likely to be one of the growing ranks of stereophiles. The music is the imaginative, inventive score Loth Steinbeck wrote back in 1950 for "Desttination Moon" sound tracking, performed with skill by a large orchestra of top studio musicians, led by Heinz Sandacker. The "s stereo" sound is absolutely gorgeous, creating a feeling of being inside a genuine panoramic and providing one of the best "demonstrator" records for the new sound medium yet to appear. A top choice.

**GRIEG: PIANO CONCERTO, BACHMANN-NOF: RUSSIA SO ON T HE PLAG. AND KORNGOLD: "TARAS, PIANO WITH THE LOS ANGELES PHILHARMONIC ORCHESTRA. (Lentz- dorf). Capitol P 4441

The there are several other interpretations of the two works which will offer formidable competition. This new release, however,凭着 its wineRelease, by the pianist have gone well and indeed are expected to continue to do well. It will attract the right kind of listener. Miss Hornik's performance means suit. Sound is excellent. Good cover sketch of artist.

**The ORCHESTRA SINGS (1-12")** - The Capitol Symphony Orch. (Dragan). Capitol P 5440

Attractive album and contains individual pet selection of familiar operatic selections. It's a set that can move well in the classical market. Striking cover and low sound will help boost sales.

**SHOSTAKOVICH: SYMPHONY No. 11 (1-12")** - The Houston Symphony Orch. (Stokowski). CBS 8849

This is the premiere American recording of the Russian composer's latest symphony. This, coupled with the sales lure of the conductor's name, should make the album a pot at seller. The dramatic and programmatic symphony is based on Russian folk melodies and revolutionary songs. An enclosed pamphlet with descriptive notes about the conductor, composer, and the work adds to the appeal. Packaging is attractive.

**BEETHOVEN: QUARTET No. 12 (1-12")** - The Hollywood String Quartet. Capitol P 4443

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

**Jazz Album**

**REUNION WITH CHER BAKER (1-12")** - The Gerry Mulligan-Benny Carter-Billy Dragon-Carroll Thompson. Capitol T 2341

Here's one of the strongest items to hit the market in a while. Mulligan-Baker fans will find this set one of the strongest they have heard with inventive and imaginative boxing and arrangements. David Bailey and Henry Grimes support on drums and bass, respectively. Tunes include "Reunion," "Surrey With the Fringe on Top" and "On the Orient Express."
Things happen when Van Cliburn plays the Tchaikovsky Piano Concerto No. 1. When he played it in Moscow, he won the Soviet Union's first International Tchaikovsky Competition. When he played it in Carnegie Hall, he won cheers from the audience — and rave reviews. Now, Van Cliburn plays the Tchaikovsky Piano Concerto No. 1 for RCA Victor. This time, you win — more sales than you've ever had on a classical album before. Contact your RCA Victor Records distributor today!

AND DON'T FORGET THESE AUGUST ADDITIONS TO THE GREAT RCA VICTOR RED SEAL CATALOG
ANNOUNCING RCA CAMDEN'S AUGUST BUDGET SPECIAL!

MONTHLY BUDGET SPECIAL

HUGO WINTERHALTER, his Orchestra and Chorus;

PROFIT PICKS OF THE MONTH!

$1.98 for each 12' Long Play album

Music for Heavenly Bodies

Jazz

Reviews and Ratings of New Jazz Albums

FOR THE FIRST TIME AT A POPULAR PRICE! THE WORLD FAMOUS

SLEEP TEACHING

FOR THE FIRST TIME AT A POPULAR PRICE! THE WORLD FAMOUS

BROADWAY DANCING DOWN BROADWAY

Jack Paar

JIMMY DURANTE

From

Hi-Fi material.

DIXIELAND NEW YORK

VINYL 12" L.P. on finest institutional channels only

WEIGHT REDUCING

HOT SELLER FOR THE SUMMER SEASON

NOW! ENJOY LUSH AND MELLOW mood music recordings, all with 6-color covers, all polyethylene bagged, all pre-priced!

FAT BOB'S

ENJOY LUSH AND MELLOW mood music recordings, all with 6-color covers, all polyethylene bagged, all pre-priced!

HUFF & PUFF

ENJOY LUSH AND MELLOW mood music recordings, all with 6-color covers, all polyethylene bagged, all pre-priced!

MUSICAL JOURNEY

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INTRODUCING...
RCA VICTOR'S NEW SAVE-ON-RECORDS PLAN

Now, the new, simplified Save-On-Records Plan—no coupons, no clubs, no red tape—and more SOR sales for you than ever! You offer your customers the featured SOR Red Seal Record and SOR Pop Album every month, each at $1.00 off list. They save one dollar on the spot on every SOR album they buy; you make your regular mark-up. What easier way to build traffic fast!

And here's what you get to boost those SOR sales even higher:

- Ad mats in two sizes.
- Attractive consumer supplements. (Use them for counter giveaways, statement stuffers, direct mail!)
- 4-color counter card, showing the two album covers full-size.

WITH SOR, YOU SELL WHILE YOUR CUSTOMERS SAVE. STOCK UP NOW!
Jazz is mushrooming all over . . .

- on records
- in concerts and clubs
- on radio and TV
- internationally

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

1. Help the record dealer in buying and displaying for more profits
2. Help program directors, disc jockeys and librarians in music programming
3. Help juke box operators keep abreast of new information or assistance you may want.
4. Plus an impressive array of other features all written to help dealers, disc jockeys and juke box operators.

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

Advertising Deadline: August 13

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

*For proof of The Billboard’s paid circulation, see your Billboard salesman.
Eddie Fontaine

NORTHIN' SHAKIN'
(But the Leaves)
b/w
OH, WONDERFUL NIGHT
SUNBEAM #105

SUNBEAM RECORDS
225 W. 57th St.
New York, N. Y.
(Plaza 7-8387)
The Billboard's Music Popularity Charts...

**BEST SELLING POP SINGLES IN STORES**

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

### LAST WEEK ON WEEK CHART

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HARD-BEHEADED WOMAN (ASCAP)</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
<td>3</td>
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<tr>
<td>2</td>
<td>DON'T ASK ME WHY (ASCAP)</td>
<td>Pat Boone</td>
<td>RCA Victor</td>
<td>6</td>
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<td>3</td>
<td>285,000</td>
<td>Pat Boone</td>
<td>RCA Victor</td>
<td>11</td>
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<tr>
<td>4</td>
<td>SWEET WINE (BMI)</td>
<td>Buddy Holly</td>
<td>Capitol</td>
<td>12</td>
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<tr>
<td>5</td>
<td>I TELL HER THAT I LOVE HER (ASCAP)</td>
<td>Bobby Darin</td>
<td>Dot</td>
<td>15</td>
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<tr>
<td>6</td>
<td>REBEL-ROUSER (BMI)</td>
<td>Duane Eddy</td>
<td>Dot</td>
<td>18</td>
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<tr>
<td>7</td>
<td>DON'T ASK ME WHY (ASCAP)</td>
<td>Pat Boone</td>
<td>RCA Victor</td>
<td>21</td>
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<tr>
<td>8</td>
<td>I'M NOT TIRED (ASCAP)</td>
<td>Bobby Darin</td>
<td>Dot</td>
<td>23</td>
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<td>9</td>
<td>DON'T ASK ME WHY (ASCAP)</td>
<td>Pat Boone</td>
<td>RCA Victor</td>
<td>26</td>
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<tr>
<td>10</td>
<td>COME IN, STRANGER (BMI)</td>
<td>Chuck Berry</td>
<td>Chess</td>
<td>29</td>
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<tr>
<td>11</td>
<td>I'M NOT TIRED (ASCAP)</td>
<td>Bobby Darin</td>
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<td>LILY TAYLOR (ASCAP)</td>
<td>Pat Boone</td>
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<td>I'M NOT TIRED (ASCAP)</td>
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<td>Pat Boone</td>
<td>RCA Victor</td>
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<td>16</td>
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<td>17</td>
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<td>Pat Boone</td>
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**THIS WEEK'S BEST BUYS**

<table>
<thead>
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<th>No.</th>
<th>Record Title</th>
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<th>Label</th>
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<tr>
<td>16</td>
<td>FOR YOUR PRECIOUS LOVE (ASCAP)</td>
<td>Bobby Darin</td>
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<td>SECRETLY (ASCAP)</td>
<td>Jimmie Rodgers</td>
<td>RCA Victor</td>
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<td>14</td>
<td>WILLIE AND THE HAND JIVE (BMI)</td>
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<td>13</td>
<td>IF DREAMS COME TRUE (ASCAP)</td>
<td>Jack Scott</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>GUESS THAT'S HOW MUCH I LOVE YOU (ASCAP)</td>
<td>Carl Carlton</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>THAT'S HOW MUCH I LOVE YOU (ASCAP)</td>
<td>Carl Carlton</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>REBEL-ROUSER (BMI)</td>
<td>Duane Eddy</td>
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<td>Duane Eddy</td>
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<tr>
<td>1</td>
<td>REBEL-ROUSER (BMI)</td>
<td>Duane Eddy</td>
<td>Dot</td>
</tr>
</tbody>
</table>
2 EP HEADLINERS FROM RCA VICTOR

BLUE BLUE DAY
DON GIBSON

BLUE BLUE DAY
HEARTBREAK AVENUE
SWEET SWEET GIRL
BAD BAD DAY

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

RCA Victor's hot singles:
PATRICIA—Perez Prado—47/20-7245
PATRICIA—Ray Peterson (vocal)—47/20-7303
BLUE BLUE DAY—Don Gibson—47/20-7010
## POPULAR

<table>
<thead>
<tr>
<th>Operator</th>
<th>RECORD</th>
<th>Release Date</th>
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<td>Capitol 3709</td>
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## COUNTRY & WESTERN

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## OPERATORS BEST BUYS

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<tr>
<td>BILLBOARD</td>
<td>RCA Victor 7266</td>
<td>July 19, 1958</td>
</tr>
</tbody>
</table>
VOX JOX

2 New Execs For Sunbeam

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

EMI Exec Joins Cap Coast Staff

Hollywood — Frank Brooks with EMI since 1952, reported this week to his new post as president of the American Records Hollywood headquarters. Brooks will serve as assistant to Dave Dexter, director of capitol's international artist-repertoire department. Brooks served as EMI's first time in the U. S. Brooks plans to move his family here in September.

There's never been a record like...

THERE'S NEVER

by—

Bobby Johnson

#1193
c/w

MR. BROWN IS OUT OF TOWN

ATLANTIC RECORDING CORP.
157 W. 57th St.
New York 19, N. Y.

Singer-writer Fred Facter adds, "Betty Johnson is one of the best there is. Her talent has been recognized throughout the music industry. Her voice is unique and her performances are always memorable. She has a natural stage presence and an ability to connect with her audience. She is a true talent and I am grateful to have her represent Atlantic Records."
**Reviews of New Pop Records**

1. **Prisoner of Love**
   - Duration: 74 minutes
   - Notes: An infectious instrumental, it's a good choice for Latin enthusiasts. (Mayfair, ASCAP)

2. **My Heart Let Me Be Free**
   - Duration: 5 minutes
   - Notes: This track features a good arrangement by Terry, with lush effectiveness by Busch in the backing. (Carmichael, ASCAP)

3. **Baby, Don't Go**
   - Duration: 3 minutes
   - Notes: A catchy rumba tempo. Solid deejay material. (Barnes, ASCAP)

4. **Search Around in Heaven**
   - Duration: 4 minutes
   - Notes: The chanters croon pleasantly on this spiritual, with non-vocal chorus. (Shaw, ASCAP)

5. **It's Now or Never**
   - Duration: 3 minutes
   - Notes: With non-vocal chorus and instrumental harmony spots here and there. (Arc, BMI)

6. **Ladies, Please Remove Your Hats**
   - Duration: 3 minutes
   - Notes: The group singing is stellar, with non-vocal chorus. (Maurice, ASCAP)

7. **A Blues in Moderate Tempo**
   - Duration: 5 minutes
   - Notes: This blues in moderate tempo is sung with much heart here. (Barton, ASCAP)

8. **Don't Be Poor**
   - Duration: 5 minutes
   - Notes: With vocal chorus and instrumental, it's a nice choice for Latin enthusiasts. (Bregman, ASCAP)

9. **Let's Sit and Talk**
   - Duration: 6 minutes
   - Notes: Instrumental duet by two male vocalists. Good instrumental backing here. (Shaw, ASCAP)

10. **The Rain in Spain**
    - Duration: 2 minutes
    - Notes: Vocal group with good backing. (Warner-Golden, BMI)

11. **The Day the Rain Came**
    - Duration: 3 minutes
    - Notes: Vocal group with good backing. (Warner-Golden, BMI)

12. **The Thrush**
    - Duration: 4 minutes
    - Notes: Vocal group with good backing. (Warner-Golden, BMI)
R & B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 19

RECORDS are counted in order of the greatest number of stores in which the record was actually sold.

The sale of a record in one store is counted as one, regardless of the number of sales in that store.

The sale of a record in one store is counted as one, regardless of the number of sales in that store.

This Week's R & B Best Sellers

R & B Territorial Best Sellers

This week's best selling R & B records are determined by the number of stores in which the record was sold. The record that was sold in the greatest number of stores is considered the best seller.

$&B Seller Shootout

This week's best selling R & B records are determined by the number of stores in which the record was sold. The record that was sold in the greatest number of stores is considered the best seller.

For survey week ending July 19

Price: $11.50

People for Peace

The Billboard's Music Popularity Charts... RHYTHM & BLUES RECORDS

July 25, 1958

Atlanta

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Charlotte

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Cincinnati

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Detroit

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Washington, D.C.

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Philadelphia

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

New York

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

St. Louis

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Los Angeles

1. "What Am I Living For?"
2. "Looking Back"
3. "Process"
4. "Bobby Darin"
5. "Tina Turner"

Pepper Mint Harris and the David Dean Combo

The "Double Freeze"

Margaret "O"okie"..."

Wallin' Right Up the Charts!

"The Deacon's Wail"

Billy Joe Bowers and the Michigan Savoyaires

The following records, also reviewed by Billboard music staff were ranked 60 or less.

Joe E. Lewis: I Stanned a Crazy Heart

Love My Love/What's This...

TOTAL: 8
**Reviews of New Pop Records**

---

**FOLK TALENT & TUNES**

---

**Reviews and Ratings of New Classical Albums**

---

**Polka**

**Fan Mail Glossy Photos**

---

**THE BILLBOARD's Music Popularity Chart... POP RECORDS**

---

**On the Beat**

---

**American Bandstand** shows over 1400 contests, with 12. Deejays may obtain a copy of the current edition of the "Billboard" in which they are featured. (26) were Al Jones and band and Howie and Crockett... *Nat Nigberg* (Scott, 25), "Mama Cass" (KABC-TV, Los Angeles), broke records by getting a "hi" to "Walter" so that the "Bandstand" was unable to accept any more requests. (27) was the headliner attraction Saturday (2) at the Tu-sock's baseball stadium. (2) will be Jimmy and Johnny, Oc-tober, 1958, the "Bandstand" headliner this Saturday (26). (28) Al Jones and band and Howie and Crockett... *Nat Nigberg* (Scott, 25), "Mama Cass" (KABC-TV, Los Angeles), broke records by getting a "hi" to "Walter" so that the "Bandstand" was unable to accept any more requests. (27) was the headliner attraction Saturday (2) at the Tu-sock's baseball stadium. (2) will be Jimmy and Johnny, Oc-tober, 1958, the "Bandstand" headliner this Saturday (26). (28) Al Jones and band and Howie and Crockett...
Harrington Gives East Big Kick Off

Good Business for Every Element of Fair

**Outdoors**

**Communication to 188 W. Randolph St., Chicago, Ill. 1, 47**

HARRINGTON, Del. — More than 5,000 persons paid their way into the Kent and Sussex Fair. Del. — The annual agricultural and kick-off day of the fair was the first day of the fair season, during the first three days the weather was favorable and the turn out exceeded last year's total of a low 1,000 persons.

From the time the Jack Koch thrill show pulled 20 per cent more receipts than last year on opening night Monday (21), the attendance appeared to be a general tightening up of the audience.

**Yorkton Fair**

**Top 57 Gate With 22,182**

YORKTOWN, Sask. — Attendance at the annual Yorkton Exhibition, the 73rd annual, was 28,000 and about 10 per cent more than the previous year. The weather was not too hot and there was a steady attendance all day long.

The gate for the opening day, Children's Day, was 2,800, down 625 from last year, and evening grandstand receipts were also down.

On the first night, the $10,000 grandstand, with a capacity of 2,375, was opened by J. Norman Roedbeck, a past president of the Regina Exhibition Association and supervising the Regina district for the federal government.

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

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

*Norman Roedbeck is president of the Regina Exhibition Association and first in line to receive the gate.*

**Edmonton Ex-Tops 57 Gate by 48,282**

**Grandeauand Grandstand Revenue Jumps 26%; Midway Up, For-Mutuels Off**

**Edmonton, Alta.** — The fast-ridingand fair-going Edmonton Exhibition jolted the Edmonton grandstand up to a whopping attendance of 379,000 in its six-day run which ended Sunday. The count compared with a 327,073 last year.

Weather threat was ideal, contrasting with 1953, when some rain for the first six days. The grandstand receipts were up sharply from $6,000 to $8,000, largely to the night show, which consisted of the Cash and Carry Montreux's famous with I.A.M. a revue booked in by the Herter-Hornby helicoper-act.

The grandstand receipts were 28 per cent higher than last year, the grandstand attendance was only up 2 per cent and the grandstand admission price was unchanged. Moscow patrons bought $6,000 higher priced seats than in '57, and the account for the disproportionate increase in attendance, A. J. (Al) Anderson, exhibition secretary, said.

Pari-mutuel betting at the exhibition in co-operation with the city's 75th anniversary celebration grossed $80,000 and netted the exhibition about $20,000.

**Sweeney Race Pulls 11,300**

At Des Moines

DES MOINES — National Speedways had a hot red one here, and the Iowa stock car versus sports car race on the Iowa State Fairgrounds closed 11,300.

"The crowd, down a slight 5 per cent over yesterday, gave us an indication that the Midwest amusement trend is on the up-grade and we have made the Midwest farmer more optimistic," said Al Sweeney, N. S. president.

National Speedways opened the 1958 season with speedway-type cars, July 18-19.
THEEL MANUFACTURING CO.
Of Leavenworth, Kansas
The Mid-West's Largest Manufacturer of Amusement Rides Presents
The largest ever sold in 1955. Bringing out the future. RUSH AND ORDER TODAY.

MERRY-GO-ROUNDS  FERRIS WHEEL
Rumors are circulating that the newest and latest offers are all in the form of Merry-Go-Rounds and Ferris Wheels. Be sure to place your order now.

KIDDIE AIRPLANE
Built in four different styles. 8, 8, 8, and 8. Please place your order now. Real Airplane action and styling.

KIDDIE BOAT RIDE
Has real boat action. Can be had with or without rental tank. Deluxe Boats with east aluminum portas. Built in almost any style you would want.

OTHER EQUIPMENT

Cash or Terms. 4% Interest. Write us for more information and prices.

LAWRENCE & SPENCE
Phones 14511 Leavenworth, Kansas

MESSMORE & DAMON
1461 Park Avenue  Des Moines 3350  New York 39

OUTDOOR  KIDDIE PARK ATTRACTIONS  FIBERGLASS
PLUS
SPACE SHIPS  MECHANICAL FIGURES  LAUGHING CLOWNS  GIANT TOY SOLDIERS  CARNIVAL HEADS  DARK RIDE STUNTS

The TRAVELER
Final test runs completed. Public acceptance better than anticipated. Beaumont, Texas-TRAVELER runs 511-1-Whirl. Austin, Texas-July 4th & Traveler topped 511-1-Whirl. It is not too late to have yours for the fairs.

OUTDOOR  KIDDIE PARK ATTRACTIONS

TILT-A-WHIRL
Features For 1958
- Beautiful
- Fluorescent Signs
- New Lighting
- Center Column
- Colorful
- New Plastic
- Signs
- Fiberglass
- Car Tops

For Literature and Particulars, Write, Wire or Phone
P. O. Box 306
Phones: 6-6624

SELLER MFG. CO.
Paribault, Minnesota

High Quality
KIDDE RIDES
ROTO WHIP-KIDDIE WHIP-SPEED BOATS-PONY CARTS-GALLOPING CAROUSEL-FIRE ENGINES
Illustrated Circles free
ELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1898

KIDDIE PARK ATTRACTIONS UNLIMITED

RINK CONSULTATIONS

USSR, Other Nations
On Carver Itinerary

NEw YORK—A letter to Moscow, for months in the making, is to bring a visit to the USSR for ice rink consultant Pete Carver and his wife Linda Tuesday (23) for a tour of four or five weeks on the Communist nation.

While in Europe last year, Carver "saw the light" as he supplied the Russian ice skating squad with American supplies and equipment.

Atlantic City
To Modernize
Convention Hall

ATLANTIC CITY—Top priority in an $8,000,000 improvement program here is going to the modernization of the Convention Hall. The program also includes improvements at the Country Club, building a Boardwalk civic center, and modernization of the airport and chassis terminal.

Despite mounting opposition from some prominent civic leaders, the names as convention town, Atlantic City faces a bright future in the field, Wayne Steckman, Convention Bureau manager, believes. There has been a major convention and trade shows are booked here this year; 29 for next year; 32 for 1960, 23 for 1961 and 23 for 1962.

PSAA Advised to
Skip Hearings

On Tax Bill

NEw YORK—Action was set for Thursday (24) by the Senate Finance Committee on HR7125, the tax bill providing for a 5% increase on admission pools and rinks from the federal government.

About 95 per cent of leveling and grading of the entire project is completed. Over 1,400 cubic yards of dirt has been moved to date. A 35 million-gallon capacity reservoir to be used as a reserve water supply and to provide boating and fishing has been completed. A 110,000 log administrative building, called the Curry Post and Streamside, is now completed and occupied. The railroad station and roadbed for narrow-gage train is completed. A full-size narrow-gage engine and two cars with a 120 passenger capacity will operate on a 1.4 mile track.

Steel work is completed and exterior finish is now under way on four buildings in Centennial City; a four block area patterned after an 1880 village.

In the dark ride section, work is in progress on Creation of the World, Dinosaur, and Mine rides.

The Trading Post is completed and the Mexican Village about 25 per cent completed. Stables designated for accommodation up to 200 head of livestock are finished and partly occupied.

Excavation and trenching work has started for the Riverboat Ride.

The new park, scheduled for a grand opening next year, is headed by C. Shonnard Blevins, Howard Vineyard, former manager of the National Auto-Rama and General Manager of the Southwestern Auto-Rama. Blevins is also manager of the new park.

Display fireworks

For all outdoor functions

DYNAMITE FIREWORKS

Attractive and eye catching displays

To Modernize Convention Hall

By G. Norman Winder, Denver.

PLANS TO MODERNIZE CONVENTION HALL AT ATLANTIC CITY

There will be special nights such as Cowtown and Berlin night. An Evening in Paris, Victor Herbert Remembrance Night and a Night in Vienna, Jazz at the Colosseum, and many others. A special preview performance of "The Pops" which will have Joe Alway and other well-known conductor, on the podium.

Music Fair featuring music exhibits showing latest innovations in stereophonic sound, hi-fi recordings and other equipment will be displayed for the enlightenment and amusement of the concert-goers. A music fair will be held in front of the Colosseum and will be open daily and nightly.

Southaven and Tivoli, partied by Albert, Pauline, Max and Viet Tauberman and was a guest of Tivoli's executive manager, H. W. Terpening.

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CARNIVAL HEADS

MATINEES TO BE HELD NOON AND 4 P.M. THIS WEEKEND

in Chicago.

Sets Summer

1958

THE BILLBOARD  JULY 28, 1958

AFRICAN DIP

"This is the original of "African Dip" as formerly known at the County Club in Chicago.

"African Dip"

SHOOTING GALLERIES

All supplies for galleries and waterfowl Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Main St. H. Queen Park, Calif.
ARENAS & AUDITORIUMS

Musician-Athlete Develops Custom Show for Buildings

BY TOM PARKINSON

A PERFORMER WHO can be described as a product of the auditorium-arena business — just as earlier ones came from show business and elsewhere — is Tony Lavelli, quite busy in Canada with a one-man show playing such buildings.

It was while he was with the Harlem Globetrotters organization both as a musical director and as a player on the American All-Stars, the Globetrotters' opposition team, that he determined on a course that took him into the auditorium-arena field on his own.

Earlier he had enjoyed several other successes. As a child he was a proficient violinist. In high school he was an accomplished, and also a good basketball player. The Globetrotters, he was a mystic student and the school's top basketball star, "basketball's only four-time All-American."

THEN CAME DUAL CAREERS that had him in the All-Stars basketball game at Madison Square Garden; performing musician on Off Broadway, Codyree and other TV shows; last at the Boston Latin Quarter, and, a year ago, however, he and Shelly (Bud) Snyder joined forces. Snyder handles the advance, promotions and bookings.

Lavelli works alone, giving a two-hour show. There are some audience participation features, along with his musical turns. The show uses promotion and auspices to raise money for club and their activities.

RECENT ROUTE takes him to such places as the Fieldhouse, at Carver Heights, N. D.; War Memorial Building, Bismarck, N. D.; Memorial Auditorium, Louisville, where he grossed $22,000, and Municipal Auditorium, Zanesville, Ohio. Proposed for coming months is a tour of the Northwest, Canada and Alaska.

SHOWMANSHIP FORMULA

Exhibit Council Gets Fems' Angle

NEW YORK — Two of the interesting elements of the recent Exhibitors Advisory Council program in the Coliseum were Wednesday's (9) panel on 'Designing Better Exhibits,' and Thursday's (8) luncheon talk by Claire Mann of the 'Woman's Touch in Show Business.'

Designer Tom Lee, at the panel discussion, said, "people have been tied to the "box and string concept" of design and construction and urged greater flexibility. The traditional approach had been dictated by limitations of buildings and other factors, he said, but changes during the past three years have encouraged a freer attitude."

Lee cited the lifting of height limits indoors, and the use of cube principle. What is needed, he said, is a balance in complaints over limitations, and the realization that the designer, in the end, is the one who shapes the finished product.

Women Influence Boring

Claire Mann, Women's Director, FR Radio Concert Network and a veteran of 24,000 commercial messages, discussed the exploitation of "ability" in every sales campaign. No matter what the product, she noted, the female plays an active part in its purchase and the successful campaign takes on her role in the selling.

She gave a 'formula' for showmanship in sales. "Included are believability of the seller, the integration of elements in the campaign, pointing by avoiding the use of too many targets or facts, flexibility of the approach, and timing, in order to build confidence.

On the exhibit floor, interesting displays included Censor's 2000-word display project for 1/4- by 4-inch slides. Gardner, Robinson, Stairway and Ween showed a new "show home" for the first time at a trade show. Sound is transmitted through the tiled floor and the listener holds a free, light metal rod to his ear to pick up the message. He can listen while walking around and is unhindered by wires.

Color Corporation of America showed its enlargements, reprinted the first time. Color transparencies can be blown up to 60 by 60 inches and projected on display screens.

Bort and Corrine Davis opened their outdoor season at the Illinois State Fair and then joined Hamil-Morton at Ebbets Field, Brooklyn. Duo danced on both July 16 at Breckenridge, Minn. In August, Coast, Arkansas play Olympic Carnival, Irvington, N. J., in a "Hillbilly" tournament at the Sioux City, Ia., White House; their tour opened July 2 at the Cleveland State, Jewett and also played them at the July 4 celebration in Peoria, Ill.

$500 IN 8 HOURS

That's what Robert R. Kissel, of the Kissel Brothers Amusement Co., Cincinnati, Ohio, grossed at one date in Ohio with the Allan Herschell Roller Coaster. He says this amount is not at all unusual, it does indicate the tremendous drawing power and popularity of this unit. The Roller Coaster is tops with me for profit making, portability and ease of maintenance.

Another good Allan Herschell customer, Eddie Wagner, Reynolds Park, Wisconsin, North Carolina, tells us his Roller Coaster:

A real good draw and crowd pleaser, as well as being a well-built piece of equipment. We are very happy with the receipts of the past season!

Order yours now. Cars are comfortable for adults and children. Get-away from platform is quick and smooth. Track is engineered for first setup and knock-down. These are profit producers for you in this ride.

MOON ROCKET RIDE

Allan Herschell Moon Rocket Ride is a large, fast, adult thrill ride. Nice condition, immediate delivery. Price $4500, 25% down, 3 years on balance.

King Amusement Co.,
Mount Clemens, Mich.

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MOON ROCKET RIDE

Allan Herschell Moon Rocket Ride is a large, fast, adult thrill ride. Nice condition, immediate delivery. Price $4500, 25% down, 3 years on balance.

King Amusement Co.,
Mount Clemens, Mich.
OPEN A DRIVE-IN THEATRE
LOW, LOW PRICES
It's the World's finest SNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE line.

SNO-KONES - CANDY FLOSS - APPLES - POPCORN are covered by either Public Liability Insurance or Bond.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

Available at circus - carnival - concession - any size - any type

THE BILLBOARD

ADDRESS LIST

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati, Ohio

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

THE BILLBOARD

LETTER LIST

Advertisements and orders addressed to

Cincinnati office numbers 5, 8, 9, 10.

All other orders to Chicago office.

July 28, 1958

SNO-WALL
Ice Shaver

A Style and Size for every need
Write for full particulars

CLAYSON MACHINE CO., INC.
P. O. Box 5
Flinttown, N. J.

SHOW TENTS

Any Size • Any Style

Canvas or Nylon

Order from

Hoosier TENTS

Indio, Calif. Phone Indio 7-2751

SHOW TENTS

For Rent or for Sale

Any Size—Any Type

Rental or Sale

Circus—Carnival

Concessions

ACE CANVAS CORP.
103 Greenstreet Jersey City, N. J.

PORTABLE POWER CORD

NEW! TOP QUALITY!

6 x 3/8 x 133 Strands Portable Cord in 100-Feet Length. 536 A. Cuts Made To Order.


UNI-WIRE SALES COMPANY
2932 N. Paulina Street
Chicago 13, Ill.

ALUMINUM TENT FRAMES

NOW - EVEN BETTER!

With patented molded legs for easy anchor, tilting, and easy set-up. Available in 20'x40' and 30'x60' sizes. Lifetime guarantee. Made by ALEX ZARRILLO, Trusted quality and the public.

MANUFACTURER OF

NEPTUNE FIREWORKS

181 Hecket St.

Evansville, Indiana

UNITED STATES TENT
AND AWNING CO. Established 1870

Over 80 Years of Specialized Experience

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

1230 N. EAST AVENUE

PHONE: RINGLING 6-6316

Circus - Carousel - Concession - Any Size - Any Type

THE LOWEST PRICE CONSISTENT WITH QUALITY

Chicago Ill., Office 120 T., 35303

Phone Longisland 1-5200 Ext. 615

AMERICA'S FINEST SHOW TENTS

O. HENRY TENT & AWNING CO.

I. CONCESSION TOPS - SHOW TENTS
RIDE CANVAS - BANNERS

BERNIE MENDELSON

4825 S. CLARK ST.

CHICAGO 11, ILL.

Join the List of Celebrated Tents in the East

Manufacturers of Tents in the East

largest Manufacturer of Tents in the East

Most Experienced

More Tents

More Quality

More Experience

Better Service

More Tents

More Quality

More Experience

Better Service

ELECTRICAL WIRE & CABLE

CALL US COLLECT

All sizes and types of temporary and permanent wiring materials.

Rubber-Flat, Car-Lite, and Midget Wire.

Cable in all sizes. LOW, LOW PRICES

NIXTER BROS., INC.

105 MARTINE AVG., EVANSVILLE, ILL.

PHONE: DAVIS 8-1123

SNO-KONES - CANDY FLOSS - APPLES - POPCORN

If you have not received our new complete Equipment and Supplies Catalog, write for a copy. Write for our catalog with full details on all our stock. SNO-KONES • CANDY FLOSS • APPLES • POPCORN. Write for more information.

GOLD MEDAL PRODUCTS COMPANY

514 E. THIRD STREET

CINCINNATI 3, OHIO

OPEN A DRIVE-IN THEATRE

AT LOW COST

New and guaranteed户外 equipment from $99.95. Time payment available to non-participants. Write for complete information.

On your lot — Right on the spot. No money down. Full payment within 45 days.

Write or call.

G. H. WHITE COMPANY

1222-24 S. Michigan Ave.

Chicago 4, Ill.

PORTABLE POWER CORD

NEW! TOP QUALITY!

6 x 3/8 x 133 Strands Portable Cord in 100-Feet Length. 536 A. Cuts Made To Order.


UNI-WIRE SALES COMPANY
2932 N. Paulina Street
Chicago 13, Ill.

SHOW TENTS

HARRY SOMERVILLE
316-318 East 18th St.
Kansas City, Missouri

Hoosier Tents

Indio, Calif. Phone Indio 7-2751

CENTRAL

Canvas Company

The Most Beautiful MINIATURE GOLF Courses

Built in America by the Nation's Largest Builders —

ARLAND

444 Brooklyn Ave.

New Hyde Park, N. Y.
COMING EVENTS

Arkansas

California
San Francisco-Busy Car Show (Ohio And.), Sept. 6-9.
San Diego-Chrysler-Dealership Show, Sept. 18-20.

Colorado
Denver-Cotton candy stand, Aug. 30.

Georgia
Athens-Cotton candy stand, Aug. 30-Sept. 4.

Illinois
Chicago-Chrysler-Dealership Show (Pilger House), Sept. 17-20.

Indiana
Delphi-Old Dealership Show, Aug. 31-Oct. 7.

Louisiana
Shreveport-Cotton candy and popcorn, July 28-30. 211 W. 7th St.

Maine
Bangor-Blue Valley Farm Show, Aug. 30-Sept. 2.

Pennsylvania
Indiana-Young Valley Farm Show, Aug. 31.

Texas
San Antonio-San Antonio Livestock Show, Aug. 30-Sept. 9.

Utah
Rexburg-Reunion, July 25-Aug. 11.

Wisconsin
Milwaukee-Cotton candy stand, Aug. 29-Sept. 1.

ConCessions SuppoRy co.
3916 Secor Rd. Phone GR 4-2408 Toledo 13, Ohio

Dr. F. B. Echols, Inc., Phila.
A. M. Staggs, President
A. M. Staggs, Treasurer
S. T. Echols, Secretary

Complete "One-Stop" Concession Service
For more than 50 years Concession Supply Co. has provided prompt, reliable shipping service for America's leading confectioners! Here are a few of their thousands of outstanding money-makers:

- NEW "PAPA'S COLORS" FOR CANDY FLOSS
- "BUTTER DISPENSER & CREAMER" KITS
- "CUP & SPOON" KITS
- "GOLD MEDAL PRODUCTS" CANDY DISPENSERS & SYRUPS
- "REVERE DISPENSERS & SYRUPS"
- "RULING" TUBES & "THERMAL" TUBES
- "راتيج" TUBES & "THERMAL" TUBES
- "CUPS WITH DIFFERENT ANIMALS IN 3 COLORS"

FRENCH WAFFLE MOLDS
For yourself the first hour, 4-cast aluminum moulds for commercial use in waffle cast aluminum moulds.

The "KANDY KING"
The Only Figured 1-Stop Shape With Free Display Rack.

Write for Free Catalog.

Concession Supply Co.
3916 Secor Rd. Phone GR 4-2408 Toledo 13, Ohio

Mrs. of Beverage Dispensing Equipment Exclusively Since 1906
Convert your 45-gal. ice-cooled Multiplex Roul Beer Barrel Dispenser to modern ELECTRIC REFRIGERATION
NEW Self-Contained Lift-In-Unit. Revolving Display Fixture Advertisers Drinks.
WRITE FOR INFORMATION
Luna Multiplex FaCtouR co.
1400 Franklin Ave., Dep. 88, Ft. Lauderdale, Fla.

IF IT'S NEW... IT HAS IT!
EVERYTHING FOR:
- POPCORN & Caramel Corn
- Snowballs & Peanuts
- Cotton Candy & Candy Apples, Etc.
- Popcorn Stands
- Gold Medal Products
- M.I.X !

SEND TODAY FOR OUR 1958-59 CATALOG
PopeRr SUPpLy CO., of Phila.
Ours 11 2nd Street - PHILADELPHIA 22, PA.
24 Hour Phone Service — Garfield 6-1616

happens to be our July promotion! Get the save your truck's most valuable possession, your rear box and your laud.
All equipment furnished by this company and on delivery.
NEW JERSEY 1-217000
S. T. ECHOLS, INC., Beaverton, Oregon

happens to be our July promotion! Get the save your truck's most valuable possession, your rear box and your laud.
All equipment furnished by this company and on delivery.
NEW JERSEY 1-217000
S. T. ECHOLS, INC., Beaverton, Oregon

Echols Electric Ice Shavers
They're the most complete electric ice shaver to ever visit the market today! Durable, compact, and designed for your own application.

New Improved Echols Shaver
Name...Address. Zip...Phone

S. T. ECHOLS, INC., Beaverton, Oregon

YES! I WANT TO ORDER THE

Echols Electric Ice Shaver

THIS IS A RISK FREE OFFER.

Complete Money-Back Guarantee For 14 Days.

Echols Electric Ice Shaver

New Improved Model, Designed

for the Modern Truck Driver.

Write Today For Our Free Informational Booklet.

S. T. ECHOLS, INC., Beaverton, Oregon
**1958 SNO-MATIC**

Revolutionary. New Snow Shovel

**INSURANCE**

For the Amusement Industry

**GIVE TO DAMON RUNYON CANCER FUND**

**ORDER**

**BRODERICK & BASCOM**

**WIRE ROPE**

**Your Rides...**
Amana Bros.: Marquette, Mich. 28; Ashland, Wis. 29-30; Superfine 31; Dubuque, Iowa 31-Aug. 1; Benedict 2, Grand Forks N.D. 31; Crookston, Minn. 4-6; Thief River Falls 5; Ely 6-8; N. D. 6; Devils Lake 7; Jamestown 7-9; Valley City 8-10.

Cyrus & Barrie: Evansville, Ind. 28-29; Akron, O. 31-Aug. 2; Rochester, N. Y. 6-8; Groveland 9.

Dow Bros.: Downers Grove, Ill. 28-30.

Hagen Bros.: Williamsport, Pa. 22; Harrisburg, Pa. 23; Norristown, Conn. 26-27; Croton 29; Montville 30; Old Saybrook 31; Middletown Aug. 1; Putnam 1, Pomfret 1, Eastford 1, Broad St. 1, Willimantic 2, Danielson 2, New London 2, Foxboro 3, Ayer 3, Lancaster 3, Chicago 3, Kenosha 3, Milwaukee 3.

Kelly-Miller: Mount Vernon, Wash. 23; Yakima 24; colleges 24-26; Colfax 27; Pullman 27; Mont Vernon 28; Chico 28; San Diego 29; Portland 30; Eugene 31; Yakima 31; Portland 31-Aug. 1; Seattle 1-3; Chico 3, San Francisco, Calif., July 28-30.

Miller Bros.: Suffield, Mass. 29; Northampton 29; North Brookfield 30; Marlboro 31; Northbridge Aug. 1; Southbridge 2, Charlton 4, Kingston 5, Uxbridge 6, Webster 7, Easthampton 8; Amherst 9, Amherst 10.

Pack Bros.: Wheeling, W. Va. 28-30; Clarksville 31; Packington Aug. 1; Natches, Miss. 3, Oxford 4; Vicksburg 5; Biloxi 6, 7; Long Beach 7.

Red Foley Bros.: Redwood City, Calif. 29-30; San Jose 31-Aug. 1; Reno, Nev. 6, 9.

Ringling Bros. and Barnum & Bailey: Atlanta, Ga. 28-30; Richmond, Va. 31; Memphis, Tenn. 4-6; Houston, Tex. 7-10.

Strong & John A.: (Fair) B Auditorium, Calif. 25-29; San Jose 30-Aug. 1; Reno, Nev. 6, 9.

Towrie Bros.: Vandehoof, B. C. 28; Lethbridge 29; James Bay 30; Prince Coulee 31; Beaver Lodge, Alta. Aug. 1; Superfine 3, Racine 3, Wis. 3; Peace River 4; Fairview; Peace River 5.

Monorail Train Ride

A NATURAL FOR PARKS, ZOOs, ETC.

Open full week May 15 to Oct. 31 inclusive. Children, infants and all ride free. Drawing world-wide interest as the future mode of transportation, the new Monorail Train Ride offers the thrill of its first present.
1958 Fair Dates

Alabama
Arkansas
California
Florida
Georgia
Connecticut

RETAIN THIS LIST
Additions to this list will appear in the Fair Department of each issue of The Billboard.
Additional copies of 1958 Fair Dates available at 33 cents each.
Write Reader Service Dept., The Billboard, 2160 Patterson St., Cincinnati 22, O.

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THE BILLBOARD PUBLISHING CO.
For more sales on the most profitable concession* in your business!

*popcorn of course

To sell more of the item that gives you more profit, pour in Popsit Plus—America's finest popcorn seasoning. Your popcorn takes on a rich BUTTER-LIKE FLAVOR, an appetizing aroma that brings customers back for more—and more!

The difference in cost between Popsit Plus and lesser products is negligible on any size lot of popcorn—but the difference in taste and eye-appeal is really enormous.

Put Popsit Plus to work for you and notice the big difference in your profits. Your Popsit Plus distributor will be happy to supply you with the rest of the details. Call him today!
Sidney - Cheyenne Co. Fair thru Aug. 13-16.  
Cedric F. Olson.

Kearns - Grant Co. Fair thru Sept. 24-28.  
James H. Mitchell.

Fullerton - Nance Co. Fair thru Sept. 7-9.  
Eugene - Grant Co. Fair thru Aug. 20-22.

David City - Butler Co. Fair thru Aug. 27-30.

Z. M. Black.

Kearns - Grant Co. Fair thru Aug. 20-22.  
Martha Anderson.  
Concord - Cabarrus Co. Fair thru Sept. 15-17.

Harry C. Knight.

Ronald W. Gauze.

John A. Emerson Swank, Box 145, Rt. 1, Evansville, Ind.

James D. Murray.


Lawrenceville - Muhlenberg Co. Fair thru Aug. 1-5.

Dale Norma.


Wallace Crayton.

Sidney - Shelby Co. Fair thru Aug. 22-27.

William A. Snyder.


Charlotte R. Sneed.

Enfield - Firemen's Agri. Fair thru Sept. 7-11.

E. Kelly.


R. S. Turner.


Philip Gordon, Rt. 2, Zanesville, Ohio.

Newark - Licking Co. Fair thru Aug. 16-20.

Fred Goodwin.


Clyde L. Hovey.


Kathleen Fairchild.


Mrs. Elfreda Crayton.

Dundee - Dundee Fair thru Aug. 22-27.

Vincent Hartigan.

Seaman - Seaman Fall thru Sept. 1-3.

Mrs. Lyle Anderson.


Herbert C. Wall.

Purcell - McClain Co. Fair thru Sept. 6-8.

V. A. Deprue.

Eugene - Lane Co. Fair thru Sept. 10-14.

E. J. James.

Loudonville - Loudonville Fair thru Sept. 6-8.

James D. H. Funeral Home.

Columbus - Platte Co. Fair thru Aug. 30-Sept. 1.

E. Kelly.


Z. M. Black.

Youngstown - Mahoning Co. Fair thru Aug. 21-23.

E. Kelly.


William H. Gill.


Wallace Wennet.


Edward B. Goodwin.


L. Wm. Burns, 2825 Willow Way, Lima, Ohio.


James B. Goodwin.


William H. Gill.


Wallace Wennet.


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James B. Goodwin.


William H. Gill.


Wallace Wennet.
Continued on page 76
Demand for Ice Skating Spurs Rink Building Boom

- Over 100 new artificially-iced establishments scheduled to open in the United States in the fall of 1958
- Motels, fairgrounds, schools, private investors spearhead big building program to bring year-round skating to fans

Ice skating rinks, artificially frozen to combat weather vagaries, are booming, and nearly 100 new ones will open in the United States this fall. According to Pete Carver, New York Books, $3 million in new rinks were built near small as well as large cities, both indoors and outdoors. The ice-making machinery will serve two purposes, it will freeze the rink surfaces and also serve as storage for the restaurant. The rink will be open in 100 to 150 feet.

One of the newest buyers of ice was Ross Jewett, owner of the Melodeam Motor Hotel and restaurant in Highland Park, a suburb of Chicago. The hotel and restaurant in Highland Park was built near small as well as large cities, both indoors and outdoors.

6. Keep rinks clean. Just as a man is often judged by the clothes he wears, so a rink judge will be judged by its appearance. This means that the grounds of the rink should be spotless. In addition, the direction of the skating should be painted regularly, the parking lot should be kept in good condition, the signs should be kept in careful working order and the skating shoes should be clean. The over-all appearance should give the impression of careful operation.

3. Sell the rink thru publicity. Tell the public what you have to offer. Announce the opening in the newspapers, in radio and television programs, in church bulletins, in school bulletins. Put notices on the doors of nearby stores. If you have a new way of skating music, public session music, then announce it. Only 10 per cent of the skaters actually skate to music. Public session music should be fed. The program should vary enough to suit the taste of the skaters. The skating music should be fed. The program should vary enough to suit the taste of the skaters.

5. Make every effort to lure the tourists. The tourist trade is a good source of income, and newcomers can add to the revenue department. If you have an organist, Van Horn adds that the employees, as members of the Women's Board, must act like members of the Women's Board, must act like members of the Women's Board.

RSROA 3-Pl. Plan Aids Rink Business

Brown tells of formation of first roller group
Outlines benefits from trade association

By VICTOR J. BROWN
Chairman of the Advisory Commit- 
tee and First President, Roller Rink Operators' Association of America

When I speak "association" it must be with reference to our own RSROA, the roller rink operators' association; it has to be. Long before its origin in 1937 it was quite obvious that this sport would require an organization along those lines, and so, several of us who are now members had three defined levels of interest—the rink owner-operator, the skating promoter and the amateur skater.

The amateur was the great field of roller skating customers, those who skate for fun, as well as those who skate at a sport. The interest is purely personal-selfish, if you will. They pay the way for all. It is they who are served by the other two levels of interest. It was the amateur who years before RSROA was completely forgotten by the roller sports associations.

The sport of roller skating was completely ignored by the people. Since there was no great athletic interest in skating, no skating competition, the business as well as the sport remained in those days at two very low levels. The hordes of skaters were mostly women and the level of competition was also that of women. The level of competition was also that of women, and the level of interest was also that of women.

Growing Pains
The reason this group has had the name, the association, the RSROA, changed all that. It was the young boy, the ordinary growing pains of all bums and the ordinary growing pains of all lads who made the trade association.

Rings Date
Back to 1876

Charles Beltz traces history of freezing
Chicago Arena gets first modern set-up

We have just passed the 70th anniversary of the world's first modern set-up artificial ice skating rink.

In 1876, at the old Madison Square Garden, New York, built an ice skating rink and the AAU because of the fact that under the existing organization the associations' affairs were managed by the rink operators. In order to clear up the standing of the amateurs with the AAU, a group of amateurs and rink operators decided late in 1942 to dissociate themselves from the original roller skating organization and become the U. S. Amateur Roller Skating Association, organized under the name of United Rink Operators, sponsoring, controlling, the activities of the amateur organization.

Thus divorced from active concern with the amateur activities, the United Rink Operators has been primarily concerned with the promotion and betterment of roller skating as a business industry. To provide opportunity for exchange of views with others in the same business, the organization has set up a program of regional meetings in different areas where there are members, and also maintains a host room at all the trade shows sponsored by the manufacturers' association. Regular bulletins are sent out to the United Rink Operators sponsors not only those of the U. S. Amateur Roller Skating Association, but also those of the ASU. With a view to closer relations.

(Continued on page 71)
POP Santa Monica, Opens to 22,000

Kangaroo' Sets TV High At Mass, Park

NORTH DARTFORD, Mass. — "Captain Kangaroo" has proven to be a tremendous asset to the TV attraction in the history of the park here, operated by John Collins.

Sunday (13) saw a crowd of 44,000 put in the park to the spectacular boards, with the annual championships of ten grand.

The contesting to Roland Camanche, public relations director of the park, more than 6,000 cars were segregated in this record as the strongest TV per- vadedly the "Howdy Doody" Show played to some 30,000, and it was believed this was the limit.

Camarone said "Kangaroo" made its appearance at 3:30 with an estimated crowd of 3,000. At 5 p.m. the crowd saw the contesting, the event to be held in the Clambake Pavilion with the attendance of the Warren, L. F. Indian band. A large sum was also realized for the Jimmy Cancer.

The park is now trying to in- tend the indoor ballroom for a forma- tion during the season. Ca- marone gives a tremendous and attrac- tions at capacity with an ex- pression on the kiddie rides. He said the park was 100 percent booked last year despite a poor start be- cause of inclement weather.

The park has done well this year in the picnic business. The bal- loons are expected to be the first to draw this year, and the top artists have brought in the boardwalk "Kangaroo." Gamanche noted that the park is "between 90 and 95 percent open from 10 a.m. until mid- night, except Friday and Saturday when the park has a Launch Promotion.

The attractions on the midway are being conditioned for this event.

Intramural problems, relationships between rings and gener- al park maintenance, the future of the sport are expected to occupy most of the business season. RSROA meetings will be held at the Rollercade, which has two approved facilities, including air conditioning for this event.

The Rollercade has a skating floor 90 by 250 feet, with spectator groves and shade trees, and is expected to be the strongest TV attack in this area. The park is "between 90 and 95 percent open from 10 a.m. until midnight, except Friday and Saturday, when the park has a Launch Promotion.

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Stop 146 Altamont Road. The projects here are expected to occupy most of the business season. RSROA meetings will be held at the Rollercade, which has two approved facilities, including air conditioning for this event.

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Beatty Terms Canada Strong; Gives Extras
Kernan to Tour Europe for Acts; McClosky Returns
PORT HURON, Mich. -- Clowns Beatty Circus returned to the States (Thurs.) after a "sincerely good" month in Canada. Only several of the Ontario and Quebec dates were weak, the show stated. The circus gave extra performances to handle huge crowds at Ottawa, Val d'Or, Hamilton and Rouyn.

Associate manager, Walter Kernan, left this week for Europe, where he expects to be back in fall. Demonstrating interest in Ireland, Wales, England, Denmark, Italy, West Germany and Austria, Kernan said he is preparing a film book to interest Russian circles. General Manager Frank McClosky is back on the show after a vacation.

Canada's business included Rosny-Noranda, Que., near-full; and an extra half house at (15), Kirkland Lake, (16), half; and near-full, Cochrane, Ont., (17) fair; and near-full, Timmins. Ont., three-quarter afternoon and near-full night, with call on the day. The show was also on parade as an assist for the circus in New Liskeard, (19), two big crowds.

After a Sunday run of 371 miles, the show had five easy Sundays. Ont., (21) to a pair of fair houses. Sault, (22) was fair on the Wednesday night, and good on the Thursday night. Timmins. Ont., three-quarter afternoon and good night show at night. Crossing the border was speedy, with Louis Spedding as manager. "It's the last show of the season," said Mr. Huron, Mich. (23) had a light afternoon and good night.

Recent visitors included Eddie Sinton, Fred Ringler and Rosnye Norden, both from Winnipeg. With an oak after a check-up at a Rochester, Minn. hospital, Mr. Huna returned to Sarasota after a month's stay on the show.

Circuses

Packs Equals Pittsburgh '57, Wichita Up
PITTSBURGH -- Tom Packs Circus played at Forbes Field here Monday thru Saturday (17-23) and business came up to equal its 1957 high mark. The show played on the heels of the show's second annual stand in Kansas City, Kan., where it played 25 cents a head for 25 per cent hike over last year's previous showing. The five-day stand compared with four last year and included a sellout to air-plant factory employees.

Ringling Plays Chattanooga, Knoxville Parks
CHATTANOOGA --- Ringling Bros. and Barnum & Bailey Circus played to about 32,000 persons in one week according to Super Show representatives. They declared to break the total attendance record before the show.

The circus was in Engle Stadium, Cincinnati, where attendance was reported at 7,000. A Ringling show opened in the morning and a second show played in the afternoon.

Earlier, the circus was at Knoxville's Bill Meyer Stadium for July 16, 1959. First day had crowds reported at 5,000 and 7,000. Hard rain delayed the afternoon show, the second day, when 2,000 turned out. There were 4,000 at night. Numbers were higher for the second day, but was stated. The ball park seats 7,000.

Five Circuses Near N.Y., N.J.
NEW YORK--It looks as if the Eastern circus fans will be having five circuses in five different places for the next few weeks: The Capital, owned by the Diamond Brothers, is camping in the Triangle area; the Cadet, owned by the Wolden Brothers, is in the Catskills; the Beatty, owned by the Beatty Bros., is in the New York City area; the Snow Bros., owned by the Snow Bros. and Barnum and Bailey, is in the Tri-State area; and the Grand, owned by the Grand Bros., is in the New York area. These are all excellent dates. We sell banners. UPC's and pay daily.

That's Opportunity

show stated. The circus gave extra performances to handle huge crowds at Ottawa, Val d'Or, Hamilton and Rouyn. Associate manager, Walter Kernan, left this week for Europe, where he expects to be back in fall. Demonstrating interest in Ireland, Wales, England, Denmark, Italy, West Germany and Austria, Kernan said he is preparing a film book to interest Russian circles. General Manager Frank McClosky is back on the show after a vacation. Canada's business included Rosny-Noranda, Que., near-full; and an extra half house at (15), Kirkland Lake, (16), half; and near-full, Cochrane, Ont., (17) fair; and near-full, Timmins. Ont., three-quarter afternoon and near-full night, with call on the day. The show was also on parade as an assist for the circus in New Liskeard, (19), two big crowds.

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Circus Photographers and Fans:
I would appreciate receiving prints of any timely work you may do on circus pictures taken during the Chicago engagement of Christmas Circus. Any photos (black & white) with a view to possible purchase of those prints I may want in the future.

Tom Parker
330 West Division Avenue
Chicago 14, Ill.

WANTED

Experienced office man. Must type payroll and handle ticket returns. Wire per rate stating lowest salary.

LUCIO CRISTIANI
CRISTIANI BROS. CIRCUS

AGENT

We are interested in buying or renting the best available acts, including those of C. P. Billings, W. J. Pierce, etc. We can give you a complete list of references and will visit any point in the U.S. or Canada. You can reach us by phone or write legitimate Contracts.

Dale Selby
Box 2155
Easy Valley, Calif.

WARM BEAM
Book Manager
524 West 12th St., St. Louis, Mo.

ELEPHANTS

For Sale, Trade, or Lease, young and old. Large or small, broken for acts, all different prices. Also, pairs of tusks.

CHARLES GARVIN
Phone 618-3492

PHONENOMEN OR WOMEN
Also Performers Program and Thambors, trained, expert. For acts, sales plus big, softness. Don't call, if you prove reliable. YOU will be given acting material.

BILLY MCDANIELS
Chicago, Ill., 2-digit calls.

WANTED

4 PHONENOMEN AT ONCE

We need 4 Phonomen or Phonomena for a big circus. Our circuit is from St. Louis to Chicago. The first deal is going to be a good one. 25% to manager. Will buy 2 Phonomen plus pool. Branch in Pittsburgh.

LOUIS S. MCLEAN
18 E. St. Louis, St. Louis, Mo.

PHONENOMEN

Wanted Explode. Will pay well for the right act. No string attached. Contact: Geo. Arndt, 113, East 11th St., Chicago 1, Ill.

AL AFRER
210 North American, St. Louis, Mo.

CALIFORNIA, N. CALIFORNIA
We are interested in buying or renting the best available acts, including those of W. J. Pierce, etc. We can give you a complete list of references and will visit any point in the U.S. or Canada. You can reach us by phone or write legitimate Contracts.

CALL MANAGER
M. B. PRATT
119 North Main St., Madera. Calif.

CIRCUSES

Circus Phosphorlaggers

5124 South 24th St., Omaha, Nebr.

WANTED

PHONENOMEN FOR PROGRAM

Lions Club Supervises. Taps only. Contact: Orchard 3-3092, Ann, Conn.

PHONENOMEN

Repeat Deal Not Starting. Can place 3 good Mr immediately, Phonemen and cost ready, Fro. Call Edith 8-0151, Col.
EDMONTON MAPS

THE BILLBOARD
Communications to 135 W. Randolph St., Chicago 1, Ill.

FAIRS-EXPOSITIONS

EDMONTON MAPS

Fargo, N. D., Gate Dips
2,990 From '57

FAIRS-EXPOSITIONS

$250,000 PLAN

Will Be Part of $5 Mil Program;
Construction to Start in August

EDMONTON, Alta. — A $2,800,000 face-lifting for the Edmonton Exhibition grounds will get under way immediately, Al Anderson, manager, announced.

Work on a $1,700,000 multi-purpose building to replace the old Manufacturers' Building will start in late August or early September.

The old building will be used for storage this winter, but will be torn down when the new building is completed.

Some changes have already been made on the grounds and more are under construction on a $500,000 front

The automotive building was removed earlier this year to provide accommodation for horses stabled on the grounds for the winter. Work is expected to start on the new facility, which will have full race meet in August.

The job of enlarging the race track will begin as soon as the new barns are ready.

CARNIVAL WANTED


Contact: R. H. Heron, Cron, Box 168, Clover, S. C.

Construction to Start in August

The Manufacturers' Building will start

BOLESKILL, N. Y. The Sunshine Fair is pushing its dates up to Thursday and Friday, Aug. 24-25, to go on the State Fair in Syracuse, not fol-

COLESKILL, N. Y. A good opening to the Farm and Field Day show this year was announced by C. C.戸.

Last year's fair had total receipts of $63,558 and expenses of $61,458, for a net

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CARNIVALS

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

THE BILLBOARD

V&W Reaps Harvest After Union Tiffs

Publicity Given Trucker's Dispute Aids Show in Pa.; Year's Gross Off

NEW CASTLE, Pa.—A labor dispute now in its second month and a recent fire at the Wilson Shows headquarters made it an innocent bystander to the second month, but it left the Wilson Shows an innocent bystander to the summer carnival business.

The combination of union tiffs and fire has left the Wilson Shows in a precarious situation this year. The shows have been hampered business considerably, it is reported. Show is banking heavily on spots to come, including three fairs in Pennsylvania.

Business to date has been decent, said Jack Wilson, owner of the Wilson Shows.

MECHANICSBURG, Pa.—An innocent bystander to the Uley Bickle-Hoff Show. Wilson shows have been better than last year's business pace during the first three days of the Uley Bickel-Hoff Shows.

The show grossed thru Wednesday, Nov. 28, was the last fair's run, up 1% over those for the corresponding period reported.

All segments of the operation reported gain. Rides grossed were bolstered by the presentation of a new, specially built Wild Mouse in the Royal American line-up. The de-


t-vice, built by Carl Miller, of Portland, Ore., in collaboration with C. J. Sedlmyar Jr., son of the Royal American owner, experienced brisk business.

Originally slated to be uncrowded at the Calgary Stampede, the show was not delivered until late last Saturday, too late for it to gain operation at the Edmonton Exhibition, the Royal's previous stand. It required 12 hours to get the ride here, but the crew was a new one and the performance itself. The crew was a new one and a little more time was needed. They were in Calgary, however, for the opening.

Carl Sedlmeyer, however, pointed out that once the show grosses the experience the ride will be up in less than six hours.

Mill was here in company with bosses and press, States to supervise the initial set-up.

Last year's Climax in Hadley in Hav-ana Show garnered top money among the shows in Royal's line-up during the first three days of the exhibition. Mr. Mil, the show's manager, was in second spot, with Lath Lu's Rue Show's third, followed closely by Dick Miller's Side Show.

Visitors here included delega-
tions from the Regina and Brandon exhibitions.

The Regina group included Tom-
my McLeod, R. L. Paynter, Charles Hartlen, Alex Aiken, Roy Downey, and a group of three.

Carl Sprague, chief of police of Portland, Ore., and two sons, Dave and Tom, also visited.

SASKATOON, Sask.—Given clear weather, the Royal American Shows earned better-than-1957 business pace during the first three days of the six-day Saskatchewan Exhibition.

The show grossed thru Saturday night, Nov. 28, was up 1% over those for the corresponding period reported.

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Carl Sprague, chief of police of Portland, Ore., and two sons, Dave and Tom, also visited.

Alexandria Fair Awarded to Endy

ALEXANDRIA, Va.—Dave Endy has been named midway director of this year's North Vir-
ginia Fair here, and will bring his show to the Maryland State Fair at Timonium. Contract was signed for Alexandria last week.

Timonium runs August 30 thru September 6, and Alexandria, Sept- ember 2-20. Endy also operates Fun Fair as his winter show. He wins here during the summer with his own shows and 22 rides and 45 concessions. He has ample space remaining. At-

tendance runs well into six figures and is a noticeably bigger than that of the previous year.

Progress for the Alexandria time is excellent so far, he reported. There will be about 22 rides and four seven shows including a Minstrel Revue, and as many concessions as possible. There will be as many spots as possible. Time is announced. He succeeds the late George W. Biddle, and the show will be a bigger and better show than last year's.

Preparations for the Alexandria time are under way, and the show will be a bigger and better show than last year's. The show has been a big success here, and the show will be a bigger and better show than last year's.

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WANT MOTOR DROME


GOODING AMUSEMENT CO.

1300 Norton Ave.
AX 4-3717
Columbus 8, Ohio

VIRGINIA GREAT SHOWS

Saltville, Va., this week: Patuxent City, Md., Aug. 4-10

WANT--Frosty Funks, Long and Short Range Shooting Colliers, Cemetery Colliers, and color. Write-windowed Ready. All Concessions Agents. Want Wagon Draymen. Want Wyandotte Agent.

WANT--Mechanical Show, Will Life, U.S. Steel Payday, Big Four.

WANT--Ted Westlund. Will drive auto. Talks or act as manager. Good all around.


WANT--C.H. Wills, owner. Will act as manager. Good all around. Open to all riding firms.

WANT--Ferol Krass, will act as manager. Good all around. Open to all riding firms.

THOMAS JOYLAND SHOWS

WANT for Muscatine County Fair, Independence, Ind., and for Crown Point, Ind., can place Shows of all kinds. Large and small Rides and Games. All Concessions Agents. Can place Large Concessions of all kinds. Beer and Wine Pitchers. Bucket, Bagel, Ball, etc. are available.

Address: L. L. THOMAS, Mgr., Starbuck, Ind., this week.

IMPERIAL SHOWS

Knox County Fair this week, Knoxville, Ia.; Burlington, Iowa, Newberry Fair follows.

WANT--Cream, Candy, String, Float Pitch, etc.

HELP--Openings for 2 Ride Foremen, also Second Men. Must drive and be reliable. Must be sober and reliable. Licensed Truck Driver; must be sober and reliable.

WANT AGENTS

And General Concession Help. Agents for Butter and Biscuit Men and Wire or two try. Can place Shows of all kinds. Grid and other Rides and Games. All Concessions Agents. Can place Large Concessions of all kinds. Beer and Wine Pitchers. Bucket, Bagel, Ball, etc. are available.

ADDRESS: L. L. THOMAS, Mgr., Starbuck, Ind., this week.

HOLIDAY AMUSEMENT CO.

W. E. PAGE, Mgr.

For Sale
SUPERB WALK THRU EXHIBIT
Located on Red, White & Blue, 42 feet high.

DELIVERY AVAILABLE.

IMPORTANT: Must have for your next show. Never before available.

For information, write: Bob Silk, Ankeny, Iowa.

JOE L. KING

IMPORTANT: All replies of bona fide County Fairs - use my name and address.

WANT-AGENTS—WANT

WANT-CONCESSIONS—WANT

WANT-CONCESSIONS of all kinds, will bookother good family show. Must have own outfit. Low rates. Concessions will be segregated with Concessions, get in touch with me. GIVE TO DAMON RUNYON

LONER

ADDRESS: 1300 Norton Ave. AX 4-3717

SUNSET Amusement Co.

Carnival

13 FAIRS COMING!!

HUGHESVILLE, PA. Aug. 4-9
HAGERSTOWN, MD. Aug. 11-17
HUNTINGTON, W.V. Aug. 18-23
LEHIGHTON, PA. Aug. 31-Sept. 6
FREDERICKSBURG, VA. Sept. 8-13
STATESVILLE, N.C. Sept. 15-20
SANFORD, N. C. Sept. 22-27
PETERSBURG, VA. Sept. 29-Oct. 4


BURLINGTON, N. C. Oct. 6-11
CHARLESTON, S. C. (white) Oct. 27-Nov. 1

CHARKLESTON COLORED FARMERS FAIR
Nov. 3-8

FAIRNS-CONCESSIONS. Handies of all kinds. Baskets, 6 Cars, Glass, Bear and Bird Pitchers. Age and Scales. Hats, Derby, Popcorn and Apples, Eat and Drink stands.


HELP ON ALL RIDES: Wives to sell tickets. Drivers preferred.

Bill Sanders, American Tent, contact. A. Hayes, contact

JOHN or MORRIS VIVONA, 103 SOUTH 21ST ST. IRVINGTON 11, N. J.

ESSEX 9-1112.

WANTED

Operator for nice office owned Grab Trailer. Small Nut, 50-50. Address:

DON FRANKLIN SHOWS

FOXBORO, Minn.

GIVE TO DAMON RUNYON

CANCER FUND

WANTED

PGMUIES—Legitimate Concessions of all kinds.

Troy Free Gale Fair, Troy, Pa., Aug. 5 to Aug. 9

Adams County Fair, Abbottstown, Pa., Aug. 19 to 25

Southwest County Agri. Fair, Forksville, Pa., Aug. 21 to 25

Contact: ULYS HUTCHINSON Phone 950-632-63 (Ext. 50)

7 Hizey St. 6-65
NOW BOOKING KING REID SHOWS

1958 FAIRS

ON TRiumphant International Tour

The management of the King Reid Shows now concluding a record breaking tour of Canadian dates are justly proud of the finest Show we have ever assembled and the most wonderful group of Show People ever to tour under the King Reid Banner. We announce herewith our distingushed route of State and County Fairs and Celebrations on both sides of the border.

Woodstock, N. B., Old Home Week, July 28-Aug. 2
Skowhegan, Maine, State Fair, August 9-16
Knox Co. Fair, Union, N.C., August 19-23
Eastern States Expos, Springfield, Mass., September 13-21
Cobblekill, N. Y., Fair, August 22-27
Estes Jct., Vt., August 25-30
Rutland, Vt., State Fair, September 1-6

We will also have some units on the Continental Shows midway at the Lyndonville, Vt., Fair, August 20-22.

WANT! ★ WANT! ★ WANT!

RIDES
Oscillator, Scrambler, Round-Up, Rollerplane, Little Dipper, Roto-Whip, Sky-Fighter.

SHOWS
Grind Shows, Motor-ride, Organized Girl Show with organ or band. We have complete Sit-Down Outfit. Talker-Operator for office owned Funhouse and Ralo-Whirl.

CONCESSIONS

HELP
Trumpet and Trombone for Minstrel Show Band. Foremen and Second Men for Caterpillar, Ride-O. Pretzel.

WANT CONCESSIONS FOR MISSOURI STATE FAIR

SEDALIA, AUGUST 15-24

Can place Scales & Age, Photos, Palmistry, Jewelry, Popcorn, Snow, Fluo, Apples and Hanky Panks of all kinds. Limited space. Also have a little of the greatly limited Game and Direct Sales space at Charleston.

(Address replies to Hal Eifort)

GOODING AMUSEMENT CO.

1300 Norton Ave.
AX 4-3171
Columbus 8, Ohio

HUNT AMUSEMENT CO.

Can book
RIDES—One Major and Kiddie Rides, starting farm at Hopkinsville, Ky., Aug. 4-9
BINGO—Can place Bings at Salem, Ind. Fair, Aug. 11-16; Lyons, Ind., Fair, Aug. 12-17; Hamilton, Ind., Fair, Aug. 26-30; Galena, Ill., Fair, Aug. 29-30, Girl Shows at all. Will book any one or more shows.

CONCESSIONS—Long Range, Short Range, French Fries, Novelities, Jewelry, Prize Pups, Snow, Hats, Pinny Puts, Bear Pitches, and all Hanky Panks, Contact.

RALPH HUNT
Louisville, Ky., this week; then as per route.

P.S. Have spacing for Popcorn, Peanut, and Delight Dispenser (Slaters).
GOOD AMUSEMENT CO. CONCESSIONS WANTED

- \[\text{Aug. 3-8, \text{C} CENTERVILLE, IN.} \]
- \[\text{KNOX COUNTY FAIR} \]
- \[\text{Aug. 4-8, \text{W} BICKNELL, IN.} \]
- \[\text{MONROE COUNTY FAIR} \]
- \[\text{Aug. 4-9, \text{M} HOMER, IOWA} \]
- \[\text{MOORE COUNTY FAIR} \]
- \[\text{Aug. 11-16, \text{C} CUMBERLAND, MD.} \]
- \[\text{HARRISON COUNTY FAIR} \]
- \[\text{Aug. 18-23, \text{C} CONRADTON, IN.} \]
- \[\text{FAIRWAY, OHIO} \]

GOOD AMUSEMENT CO. CONCESSION DEPT.

1300 NORTON AVENUE

COLUMBUS 6, OHIO

IONA FREE FAIR

August 4 to 9 inclusive, Ionia, Mich.

JAYCEES STREET FAIR

August 11 to 16 inclusive, Huntington, W. Va. with West Virginia State Fair to follow

WANT: Hanky Panks and legitimate Merchandising Concessions. No eating or drinking stands or Kiddie Rides wanted.

All Address

CETLIN & WILSON SHOWS

New Castle, Pa., until Thursday; Ionia, Mich.

GARRETT COUNTY FAIR

OAKLAND, MD., AUG. 11-16

Fairgrounds located on Deep Creek Lake, Maryland's Mountain Top Playground, with 20,000 visitors every week. Fair will feature Thrill Show, Rock and Roll Revue, Rodeo and other Free Acts in front of Grandstand.

WILL BOOK ALL KINDS OF LEGITIMATE GAME CONCESSIONS, ALSO FOOD CONCESSIONS.

SHOPS (except Girl) CAN BE ASSURED A BIG WEEK. ALL COMMUNICATIONS TO

M. A. BEAM OR SAM GOLDSTEIN

WINDBER, PA.

ALEXANDER, VA.

2-BIG FAIRS

- And Seven More to Follow.

MARYLAND STATE FAIR---TIMONIUM, MARYLAND

AUG. 29 TO SEPT. 6 (LABOR DAY)

PLACE=Timonium, Rock and Roll Revue, Rodeo and other Free Acts, all Concessions Open.

NORTH VIRGINIA-FAIRFAX COUNTY FAIR

SEPT. 10 TO 20

HYBLLA VALLEY AIRPORT, ALEXANDRIA, VA.

Free here, Girl Shows. All Concessions open. Will sell Ex. Concessions on base and will trade.

DAVID B. ENDY, P. O. BOX 5014, Alexandria, Va.

PAN AMERICAN SHOWS

West Coast Parks of all kinds, Tent Shows, Motorcycle Shows, Rides, Kiddie Rides wanted.

ROBERT KLOETZKE

of

NORTH AMERICAN SHOWS

Has chosen a 1958 35-foot MARATHON for his new show from HAR-MAC MOBILE HOMES, INC., Brazil, Ind. who offer a low down payment plan for new units.

MARATHON is a product of HAR-MAC, Inc., and the Cadillac of the mobile homes.
McCOOLE, MD., ANNIVERSARY CELEBRATION

NEXT WEEK—AUG. 4-9

Parades and Special Events

PRINCE WM. CO. FAIR, Manassas, Va., Aug. 11-16
MONTGOMERY CO. FAIR, Gaithersburg, Md., Aug. 18-23
NEW CARNIVAL, Hagerstown, Md., Aug. 20-21
FULTON CO. FAIR, McConnellburg, Pa., Aug. 23-30
JUNIATA CO. FAIR, Port Royal, Pa., Sept. 1

RIDE HELP—Addition of more Rides for Fairs will make possible to hire additional Help. Capable Carnival Workers for other departments of the Show can be placed.

ALL COMMUNICATIONS TO BEAMS' ATTRACTIONS
FROSTBURG, MD., this week; then as far as route.

Page County Fair, Luray, Va., Week Aug. 4
Morgan County Fair, Berkeley Springs, W. Va., Week Aug. 4
Warren County Fair, Front Royal, Va., Week Sept. 1
V.F.W. Fair, Oxford, N. C., Week Sept. 8
Five County Fair, Farmville, Va., Week Sept. 15
WANTED: Ball Games, Grab, Custard, Pitch-Till-You-Win, Penny Pitch, Glass Pitch, Bear Pitch, Photos, Aggie & Scales, Duck Game, Pitch, Card Gallery, Balloon Darts, Baskets, Six Cats, Penny Arcade.
Girl Show, Wildlife, Side Show, Monkey Show, Agents for Office Hanky Punks. Will book Octopus, Till, and Rides not conflicting. General Ride Help, Truck and Car Boys: From Joseph let me hear from you. Joe Reynolds Wants 2 Store Agents. All replies George Clyde Smith Shows, Cumberland, Maryland; this week; Page County Fair, Luray, Va.; next week.

GEORGE CLYDE SMITH SHOWS

Page County Fair, Luray, Va., Week Aug. 4
Morgan County Fair, Berkeley Springs, W. Va., Week Aug. 4
Warren County Fair, Front Royal, Va., Week Sept. 1
V.F.W. Fair, Oxford, N. C., Week Sept. 8
Five County Fair, Farmville, Va., Week Sept. 15
WANTED: Ball Games, Grab, Custard, Pitch-Till-You-Win, Penny Pitch, Glass Pitch, Bear Pitch, Photos, Aggie & Scales, Duck Game, Pitch, Card Gallery, Balloon Darts, Baskets, Six Cats, Penny Arcade.
Girl Show, Wildlife, Side Show, Monkey Show, Agents for Office Hanky Punks. Will book Octopus, Till, and Rides not conflicting. General Ride Help, Truck and Car Boys: From Joseph let me hear from you. Joe Reynolds Wants 2 Store Agents. All replies George Clyde Smith Shows, Cumberland, Maryland; this week; Page County Fair, Luray, Va.; next week.

NEW ENGLAND AMUSEMENTS
Winchendon, Mass., July 28-August 2 and Balance of Season.

CONCESSIONS—Hamburg, Pitches, Long and Short Range, Jewelry, and Novelties.
HELP—Top Blades to handle Concession for Virginia, Jenny and Octopus. Plan to set up and down office hired concessions. LORD SEASON: Shopping Concessions after regular season.

Page County Fair, Luray, Va., Week Aug. 4
Morgan County Fair, Berkeley Springs, W. Va., Week Aug. 4
Warren County Fair, Front Royal, Va., Week Sept. 1
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Girl Show, Wildlife, Side Show, Monkey Show, Agents for Office Hanky Punks. Will book Octopus, Till, and Rides not conflicting. General Ride Help, Truck and Car Boys: From Joseph let me hear from you. Joe Reynolds Wants 2 Store Agents. All replies George Clyde Smith Shows, Cumberland, Maryland; this week; Page County Fair, Luray, Va.; next week.

BINGO SUPPLIES—BLOWERS
Write for Catalogue.

AMUSEMENT INDUSTRIES
P. O. Box 32
Dayton, Ohio

TWO TOP FAIRS
Concessions Wanted
SANDYSKY, OREG. AUG. 9-12;
TITON, OHIO AUG. 16-21
Also can place Agents.

WANTED
FOR WISCONSIN STATE FAIR
AUG. 15 thru AUG. 24

FOR SALE

FOR SALE

LAKE AND ROLLER RIDES

FOR SALE

WANTED

FOR SALE

FOR SALE

BADGER STATE SHOWS

WANTED

FOR SALE

DRAGO AMUSEMENT *1
Wants for the rest of season. All Fairs and Carnivals, Concessions of any kind. Hanky Punks and Hanky Punks only. Glass Pitch, Shurme, Horseshoe, Penny Arcade, Novelties, Ball Darts, Card Darts, Ice Cream, Balloon Photo Frame Game, Coin, Over 11-Under 7. Shows—Arcade, 5-in-1. Snake or any Show not conflicting with what we have. Can use Cook House Help, Framed on Tent, fifty fifty proposition. 8000 feet in house.

J. VORMBERG
Wants—Min. $250.00 bounce. the
Then as per route.

FOR SALE

WANT FOREMAN

FOR SALE

WANT FOREMAN

FOR SALE

FERGUSON, MARYLAND

FOR SALE

FLYING SCOTTER

IN GOOD SHOW. Operating at Wapakoneta, Ohio. Contact Mr. Jack R. H. Moore. August 8-9.

FRED NOLAN

ARTHUR A. HUNT

FOR SALE

FOR SALE

CARNIVALS

THE BILLBOARD

JULY 28, 1958

FOR SALE

FOR SALE

FOR SALE

FOR SALE
Plastic Floors

- Continued from page 61

substance which it was, soon discovered that it made possible the use of the hardboards and cheaper grades of lumber by cutting down the cost of the "plastic surface." During the war and the years immediately following, many new rides put into operation with these cheaper substitute surfaces.

But adoration of the plastic floor by all riders in the old days was a belated matter. Skaters, experienced riders and the connoisseur; men who gave the traffic a hard ride, were not interested in a floor that required regular scrubbing with expensive materials.

However, the ride business, like any other, has its pioneer spirits, and gradually the Pluder be came more and more a standard feature in National Championship. Every ride not to be skated on a plastic surface was the exception. And so it went, and made many converts to plastic.

Flooring is still not all on the surface. Noise elimination has also been one of the problems sought to be remedied to a great extent, obtained, thru improved enclosures. "Elimination of ground noise and moisture problems" has been a problem, and the floors are laid on concrete slabs or in concrete structure, this has also been solved.

One of the most recent success has been the development of the asphalt floor coated with plastic, for both indoor and outdoor use.

Building Boom

- Continued from page 60

order to round out its recreational facilities.

Percent of the ice that is used, Hef zimansky says that the opening of a new rink in a certain city or town has means 150,000 the figures for an established rink in the same area. As a case in point, he says two new rinks opened last fall in St. Louis. The Winter Gardens, an already established rink, had a 33 per cent jump in its season's business, an indication that more facilities are skaters than ever before.

Technical advances in recent years have made development of prefabricated engine rooms that come to rink in a package deal, ready to run. Simplification of the operation has made it possible for the operator to have an engineer on the scene to operate the machinery. The development of a plastic tubing that is much thinner than the old type, has also gone a long way in making this type of installation more efficient. Another technical change is the broader use of freon gas as a refrigerant, which is looked upon as a safety factor.

The value of a trade association is obvious to most progressive business concerns. HANK PANSKIS has

- Pitches • Ball Games • Balloons • Under 11, Over 20, etc.
- All last year's Agents contact us at Milwaukee Immediately.
- Phone or Wire
- KNIGHT TOWER HOTEL, 111 and Wisconsin.
- Phone: BROOKDALE 1-3972 after 6 P.M.

FLOYD O. KILE SHOWS
ALL FAIRS • TILL NOVEMBER
BEDFORD, I]A., TAYLOR CO. FAIR, JULY 29-24
CARNIVALS • PONDS • PLAYGROUNDS
For sale: Temp Popcorn Wagon, Concession, Double Box, All Needs.
J. B. HOFFMAN, Grand Forks, North Dakota

JIMMY REED WANTS

- BAND & SHOW CARDS
- TRUMPET AND TRIUMPH SHOW CARDS

ADDRESS: JIMMY REED

305 W. STATE STREET

JACKSONVILLE, ILLINOIS 62650

BINGO HELP WANTED

Contact: Callers: Contact: DANNY BURKE, 1500 Pecos St., Denver, CO 80202
s/o C. B. Buck Shows

GOTTCHALK RADIO & TV SERVICE

112 W. OLIVE AVE., FORT MYERS, FL 33901

FLOMNTIC, MICHIGAN

OAKLAND COUNTY FAIR
5 DAYS AND NIGHTS
Aug. 5 thru 9
PONTIAC, MICHIGAN

W. G. WADE SHOWS
Muncie, Indiana, all week

NEW RIDE ENGINES

Brand new Wisconsin air cooled Motors, Twin motors, for all types of rides, with old worn out engines when you can have a new engine for so little. Only the best, while a limited supply items $50 each.

WANT AMUSEMENT CO.

Mr. Clemson, N. C.

WANTED

For North-Eastern Illinois Rube Yale Fair, W D. Davis Agency, Adrian, Michigan. Will pay 4 1/2% per day. All rides.

CHICK CARPENTER

c/o 11/2 AMUSEMENTS

VICK DAVIS WANTS

Need and Crew for Center Joint, Speck, Major, 10 Major Fairs. s/o OLSON SHOWS, on per route.

SOUND SYSTEM REPAIR REPAIR

All makes and models. All new and used systems. GOTTCHALK RADIO & TV SERVICE

112 W. OLIVE AVE., FORT MYERS, FL 33901

AGENTS WANTED

HALLETT DRAFT, Dan Ball, Rear Pillar, Port Clinton, Ohio. Too small, too old, too slow. Will take per cent. Will work.

TWO BOYS WANTS

Address: James Reed

305 W. State Street

INDIANAPOLIS, INDIANA

WRANGLER WANTS

2 Top Strutters, 10 years old. Will bottleneck on June 2 for 500 each. 

JULY 28, 1958 THE BILLBOARD

PARAKEETS and CAGES

PARAKEETS...$8c

SET UP CHROME CAGES...40c

IMPORTED KNOCK DOWm CAGES...30c

Write, Wire or Phone

CHICAGO BIRD & CAGE CO.

1360 S. Wabash Ave.

Chicago 4, Illinois

WANT

FIRST CLASS CANVASSMAN

$100.00 Per Week

Guarantee.

Helps, Girls, top salary. Skew, Tex, Bob Kelly, 56, Doss, contact immediately.

JOE BOSTON,

BANGOR, MAINE

CONCESSION EQUIPMENT

AND TRANSPORTATION FOR SALE

Call J. A. E. Brown, 612 S. State Street, Mt. Clemens, Mich. 48043. 24 passenger bus, 1956 Chevrolet 4 door, fully equipped with lights, a/c, and 4 wheel brakes. With home plate trailer and kitchen trailer. Price $6,000.00 O. B. O.

W. G. WADE SHOWS

Muncie, Indiana, all week

WANTED - WANTED - WANTED

Chuck Shure, or Rube Yale Agents. Will book 12 shows, before August 5th. Questions to Miss Janette Teichmann, contact at once.

DICKSON’S UNITED SHOWS

Gurnee, Ohio, July 31 to Aug. 5.

WANT COUNTERMEN FOR MACK’S BINGO

Reply to e/o Morris Mannum

Suburbanites Go for Backy'd Playthings

By IRWIN KIRBY

The country is going to the country, and with it, merchandise manufacturers have been developing items of use around the home. But not all of these items have been affected by the post-World War II migration to suburban housing, as there is an interest in living patterns. Many things happen to a family's way of life when it moves from city apartments to private houses with front and back yards. Children are among the most affected by the transfer of location, for instead of streets and congested playgrounds in which to roam, they find themselves with spacious lawns and a great deal of open space for recreation. Families have bestowed backyard grills on the manufacturers of outdoor barbecue equipment and garden supplies, but toys and recreation material have also been steadily on the upswing in the trend toward suburban life.

That old standby, the croquet set, has been given new life during the past decade. Quoits, horseshoe pitching and badminton have also enjoyed a renaissance. Several manufacturers have produced a variety of sets of games and toys with the most successful, as can be expected, being those suitable for all ages. An early success was the tether game which opponents bat a ball affixed to a pole sunk in the ground. There also appeared a tether ball game, in which one person throws a ball attached to a hand stick by means of a cord, and the other swings it around in a series of circles. A hot item this past season was the stuffed flying saucer which made its appearance in a variety of colors in yards and on beaches. The slightly cuffed discs can be thrown up to 200 feet and offer interesting flight patterns. An improvement on this is the hard plastic boomerang, 15 inches across, which retails for 75 cents and which actually returns if hurled properly.

Last season there was a big success scored by plastic "flying discs" which made their appearance in a variety of colors in yards and on beaches. The slightly cuffed discs can be thrown up to 200 feet and offer interesting flight patterns. An improvement on this is the hard plastic boomerang, 15 inches across, which retails for 75 cents and which actually returns if hurled properly.

Orders will be shipped in sequence as received.

WIRE * PHONE * WRITE
Also write for Free Catalogue on our complete alligator line.

PAN COAST BAGS, INC.
1481 N.W. 22nd St.
Miami, Fla.

Amazing Cel-Max Jewelry Offer
WHILE THEY LAST
Popular styles, new and old, at very low prices. Send us three 35c stamps for listing. Send checks with order.

NEW BOWL GAME, Hoop
Latest yard games on the scene appear destined for quick and mushrooming success. One is an improvement on backyard bowling, and the other a big hoop which can be rotated around the waist and thereby suspended from the ground. The bowling unit is a $1.95 retailer offered to. palmers, dealers and clubs featuring balls and pins to be filled with water. Its shipping weight is 20 pounds, when filled. The combined weight of the unit is more than seven times as heavy. The set comes with 10 pins of 12-inch height, and two regulation-sized bowling balls of the two-hole design. All are hollow and made of Polyesite, the most popular and dependable plastic. It is not necessary to completely fill the ball, but merely to give it enough water for suitable weight. It holds its shape, does not flatten on bottom. The pins, it is noted, don't tip over because of their design and weight. This set is attractively packaged and mailed free to any retail or bank for personal use.

Hula Hoop has been getting a quiet booms of publicity and hobbyists will be interested in learning of the promotional advances made so far. The Jack Paar TV show has featured the item, as have a couple of West Coast disc jockey video programs, and now Imperial Records has a tune, "Hula Hoop," recorded by the Derwells. The item is simply a plastic hoop more than three feet in diameter and banding for $2. It can be rotated around a neck or waist, hoop-rolled with a stick, dove through swimming locations or floats or is similar to a girl's skip rope. In addition, instructions provide the owner with a series of exercises.

Games, toys and other recreational products are all ways of cashing in on the backyard trend by millions of persons who have moved from apartments into their own homes in the last decade. Much leisure time hangs heavy on the hands of many new home owners, and well-designed items both create and service his impulse buying decisions.

A good buy for late-summer use is the five-inch Indian-type knife with a cover. Prismatic bowl, at $1.80 a dozen. Eight-inch hunter knives are now down to $3 a dozen and $40 a gross in the New York area.

A car rack retailing for $1 holds up to 10 garments and is a big help to suburbanites. A car rack retailing for $1 holds up to 10 garments and is a big help to suburbanites. It is not necessary to fill the ball, but merely to give it enough water for suitable weight. It holds its shape, does not flatten on bottom. The pins, it is noted, don't tip over because of their design and weight. This set is attractively packaged and mailed free to any retail or bank for personal use.

BULL BELLS
10" BEAR Blister Pack $1.80
26" BEAR Blister Pack $2.60
FASHION BLIND Bells $2.50

BEEHIVE BOWLING BALLS $1.60
BOWLING BALLS $2.10

SHOES $2.10

BELLS CO. SALES
1107 SO. HALSTED ST.
Chicago, Ill.

America's "BEST" Jobber to the Trade of WHOLESALE GENERAL MERCHANDISE J & N COOK, Inc. Air-Conditioned Showroom 150 W. Taylor St., Chicago 7, Ill. Phoenix Hamburger 1-3101. Our Only Location, Managed and Operated by JIM AND HAT COOK GIVE TO DAMON RUNYON CANCER FUND
We Ship Same Day We Receive Order. We Ship All
1102 ARCH ST.
$3.50
$4.50 sp::
other items.
Sample sets. SI 00 postpaid.
boxed.
Bases -Black.
one.
HARRIS NOVELTY
Tremendous value.
Watch & Expansion Band to match.
Includes Cuff Links -Tie Slide -Pen &
Pen writes Blue and Black Pen writes Black. Cross 00 Postpaid. Included.
Sample Guarantee Included.
25°/.:1 DEPOSIT REQUIRED -MONEY ORDER
OR CASH
$6.50 sample complete
LADIES' 5-PIECE GENOVA WATCH SET
Watch & Expansion Band to match. This also includes Necklace & Earrings
consisting of gold filled halve ball with gold filled loops. A unique and
tempting last-lure box which can be used as candy dish.
$6.00 complete set
$6.90 per doz.
sets
Sample Set, $7.00

MEN'S 11-PIECE WATCH SET
Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match. Retract-
able Ball Point Pen & Pencil Set. Watch, Gold-
tone Expansion Band, Goldtone Clip-on earrings, Metalized Gold tone Box. Sample Guarantee Included.

PEARL SET, $8.00 DOZEN
Sample Set $1.50 Postpaid

HARRIS SPECIAL
4-PIECE CAMEO & BRILLIANT STONE JEWELRY SETS
Necklace, Earrings & Flexible Bracelet to match. 24 kt. gold plated. Satin Gift Box.

MEN'S FULL-SIZE BLACK FELT DERBYS
With binding. This hat is made to order all the country.
$5.00 doz.
$52.00 gr. Set

Vacheron CONSTANTIN
The New MIRACLE CROSS & CHAIN
With magnified Lord's Prayer in lozenge, 14K. Each Cross in beautiful box. A
sorted colored stones. This makes a handsome, full and practical gift.
$5.00 doz.

STOCK PRICED
SPECIAL OFFER
NEW RETRACTABLE BALL POINT PEN
TIP ACTION
The new, spring-loaded Ball Point Pen. Perfect Point. No more blotting. No
leakage, No pressurized ink supply.
$1.00 Dozen
$1.00 Gross
4-ounce metal refill at 75c.

Motorcycle Cap with gold and other snaps and bands.
Per Doz., $6.75
Per Gross, $7.80

SPECIAL FLASH!
LATEST CREATION
SELLING LIKE WILDFIRE THROUGHOUT THE ENTIRE COUNTRY
Adorned color and seven Small, medium and large.
$5.75 per doz.
$62.50 per gross

7-Pc. Men's WATCH SET
Includes Colf Links - Tie Slide - Pen & Pencil - Watch & Expansion Band to match. Advertised
in life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set. Tremendous value.
2 Year Service Guarantee
$4.50 per doz. $51.00 per set
SAMPLE SET, $5.50 POSTPAID

ROCK & ROLL GABARDINE CREW HATS
A wonderful gift and a permanent sales item for every man. Red Pen with Red, Green Pen with Green, Blue
Pen with Blue and Black Pen with Black. Duck Heads Black. All items fully guaranteed and individually
boxed. Sample only, $1.00 postpaid. Send for latest price list on other items.

SPECTACULAR VALUE!
We Ship Same Day We Receive Order. We Ship All
1102 ARCH ST.
$3.50 $30.00
Per Doz. per Gross

SPECS
7-Pc. Men's Watch Set
Includes Golf Links - Tie Slide - Pen & Pencil - Watch & Expansion Band to match. Advertised in life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set. Tremendous value.
2 Year Service Guarantee
$4.50 per doz. $51.00 per set
SAMPLE SET, $5.50 POSTPAID

25% DEPOSIT REQUIRED-MONEY ORDER OR CASH
We Ship Same Day We Receive Order. We Ship All Over the World

HARRIS NOVELTY CO.
1102 ARCH ST. DEPT. "B" PHILADELPHIA 7, PA.
Phone: Market 7-9848-WA 2-6970 Send for Latest Catalog
THIS IS OUR ONLY STORE

SPECIALS
Peter Pan Gabardine Hats, Red, White or Blue
Gabardine Section Crew Hats with Pompoms
Purple Peavy Eat Hats with Horns
6" Drum Major and Trombone Dolls
Plastic Cash Helmets with Copper
Large Mexican Sombrero Hats
Kiddie Plastic Jet Pilot Propeller Hats
Kiddie Natural Straw Western Hats
Birds Nest Straw Hats
Admiral Yacht Hats, White and Blue
Butt rod Straw Painted Cowboy Hats
Top Banana Hats
Yanke & Confederate Cannon Caps
Tops Clasp Hats
Fibre Straw Cylinder Hats with Ribbon Ties
Imitation Straw Jon Bonnets
Saltar Hats
Bertie Gabardine Set Blue Hats
French Broc Hats, Assted Colors
Kiddie Stones
6" Jacke Plush Monkeys
6" Stuffed Clown and Santa Dolls
Viny Indian Dolls
Indian Medal Dress - Large
Ranging Savage Boys
domino Caps
Indian Peace Pipes, 25", Decorated
Teddy Bear Jackets, Asst.
2-tone Rabbitkins
Skinny Draw Glasses, with Compass and strap
Turkey Plush Dolls
Red, White and Blue Pom Pom Parrots
Christmas Bird in Cage, Medium Size
Chimping Bird in Cage, Large Size
2" Feather Dolls
15" Feather Dolls
3" Fur Monkeys
7" Fur Monkeys
8" Fur Monkeys
10" Fur Monkeys
12" Fur Monkeys
13" Fur Monkeys
14" Fur Monkeys
16" Fur Monkeys
SOLD OUT
Lancaster Whips
Long Life Lash Whips
Imported Straw Sun Bonnets
2.00 2.50 Per Doz. 3.50 4.00
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Per Doz.
It's here! The fastest selling import from France since 1776!

JUST IN TIME FOR THE BIG 1958 FAIR SEASON...

Le Gracieux
FRENCH BASKET

SILVER MEDAL WINNER—BRUSSELS

Just touch it... and you're the world's best showman—earning $10 to $50 an hour!

LIKE MAGIC—FORMS INTO USEFUL SHAPES AT THE TOUCH OF YOUR FINGERS...

1. for boiling eggs, washing fruit
2. for floral centerpiece
3. for serving rolls or fruit
4. as serving tray
5. as pedestal server for candies, snacks
6. as ivy planter
7. as cake and sandwich server
8. turn it over
9. as hot casserole carrier & server...
10. as prestol
11. as salad and vegetable washer...
12. and dozens more!

FRENCH BASKETS SOLD IN 6 HOURS—27 SOLD IN ONE HOUR! No other Product in Selling History Offers A Demonstration Selling — So Surprising — Rush Coupon for Demonstrator Now!
YOUR "LIVE" BASKET MAGIC DEFIES MECHANICAL "LAWS"—TAKES IN MONEY FROM AMAZED CROWDS!

Every woman wants one on sight! A real goldmine for salesmen, crew managers, demonstrators, party plan people!

This amazing import from France is acclaimed by salesmen as the NINTH WONDER OF THE WORLD. When you see it, you'll know why pictures can't begin to reveal the real thrill of seeing the FRENCH BASKET in action. It seems to defy every mechanical law as it changes itself into an endless variety of useful shapes at the touch of your fingers! Astounds everybody more than taking a rabbit out of a hat...you make fantastic magician's pay just by showing it. This mechanical marvel is so different in construction that it can NOT be made by machinery—each one is hand assembled by French craftsmen. Women buy just as quickly as they recover from astonishment—in about 20 seconds. As one salesman says—"I leave everybody dumbfounded—with their money in my pocket!" See for yourself. We'll positively guarantee that you've never had so much fun making money!

START COUNTING YOUR SALES IN THOUSANDS

If we seem to bubble with more enthusiasm than you can feel as you read these words, remember that we've actually seen what happens when FRENCH BASKET is shown. Until you've seen a demonstration for yourself—you'd better keep an open mind. It doesn't matter where you go or how you sell, you'll take in money anywhere you see people! In homes, in stores, in factories, in offices the FRENCH BASKET draws people—even crowds—like a busy circus. Put your trust in any woman to fall in love with the FRENCH BASKET on sight—even if you show it a hundred times a day! It doesn't matter where you go or how you sell, you'll take in money anywhere you see people!

How does it work? This invention baffles everyone—fills your pockets with profits. Turns, bends, twists, opens, closes to form:
- Planter for flowers
- Cookie Pedestal Holder
- Holder for washing vegetables and fruits
- Ladies' Handbag
- Pie Plate
- Serving Tray
- Trivet for hot dishes
- USES UNLIMITED!

New uses discovered every day.

RUSH FOR SAMPLE

FRENCH BASKET SALES CO.
Dept. 8-6, 1003 Northeast Military Drive
San Antonio 9, Texas

Rush additional details free and postpaid about the fabulous new Le Grosuleau FRENCH BASKET.

 Rush additional details free and postpaid about the fabulous new Le Grosuleau FRENCH BASKET.

To write for special "GROUP PURCHASING PLAN DISCOUNTS." Do it today.

NAME
ADDRESS
CITY ZONE

FRENCH BASKET SALES CO.

IT WILL PAY YOU BIG!

To write for special "GROUP PURCHASING PLAN DISCOUNTS." Do it today.
STREETMEN — Here are your WINNERS for ’58 —

THE NEW OAK WINNER BALLOONS

—featuring colors that stay bright no matter how big they are inflated — an exclusive new development — yours for MORE COLOR \ MORE FLASH

- Can be seen a block away
- Pre-Stretched for big handout
- Free Worker with every gross

PACKED 1 GROSS and a WORKER in THIS POLY BAG WITH CARRYING HANDLE

ORDER NO. 61-156

Giant Nobbies 61-157

Giant Paddles

Mid-Eye Mouse Nose Balloon
A Good Pitch with its Bright Red Nose and Red Ears.
No. 40-108 — Not Stretched for Inflated Sate.

Tiger Cat Balloon
New Winner Design
Sure-Fire in ’58
No. 61-120 — Not Stretched for Inflated Sate.
No. 61-121 — Stretched for bigger value on the handout.

Both Packed in Regular Box — Workers Available

JAR DEALS and MATCH PAK DEALS

BUNNY SUPPLIES

Make bigger PROFITS with Galante!

WRITE FOR CIRCULAR

GALANTINE NOVELTY CO.

1314 S. Jefferson Blvd.
South Bend, Indiana

ALL-WEATHER Plastic Pennants

40 assorted colors — habitat Plastic Pennants — all weather — size 24" high — 30" round — 50 in pack — suitable for any purpose.

A & A NOVELTY CO.

Cincinnati, Ohio

DEALERS—JOBBERS

CASE IN ON THIS SPECIAL PRECISION-TOP ACTION

"THE FEATHERLITE"

BALL PEN

$11.40

NOW ONLY

$5.50 each — 12 for $50.00

FREE CATALOG.

For further information write:

M. A. NOVELTY CO.

711 16th St., New York 1, N. Y.

JULY 28, 1958

ATTENTION

ENGRAVERS

Now Low Prices on Engraving Jewlery

14" HEART ROUND PENDANTS

WINNER COLOR FINISH

$35.00 GROSS

EXPANSION & MINT 3-STONE PENDANTS

$3.50 to $4.00 GROSS

SEND $15.00 FOR SAMPLES

Free catalog.

JACK ROSEMAN CO.

187 8th Ave., New York 19, N. Y.

WORLD'S SMALLEST LITER SMALLER THAN A POSTAGE STAMP

$2.50 to $4.50 GROSS

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STERLING JEWELERS

1201 Main St., Columbus, Ohio

Free catalog.

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DEALERS—JOBBERS

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"THE FEATHERLITE"

BALL PEN

FREE CATALOG.

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M. A. NOVELTY CO.

711 16th St., New York 1, N. Y.
RUBBER INFLATES
Kites, Streamers, Banners
HORSES
ELEPHANTS
MONKEYS
BANANAS
DONKEYS

$1.30 dz. $21.50

CABIN HEAD
MONKEYS
BLACK METAL
SABERS
w/whistle
$1.75 doz. $22.00 gr.

PLASTIC
ZORRO
SWORDS
$1.75 doz. $20.00 gr.

CIRCUS CLOWN
BEATING DRUM
w/crash shell
$1.00 doz. $9.30 gr.

RUBBER HORSE
INFLATES

$1.35 doz. $15.00 gr.

MEN'S
WIND-UP
TOYS

Boy on Cycle
$3.50 doz. $36.00 gr.

PLUSH
TOYS

Weisse

$1.50 doz. $19.00 gr.

MECHANICAL
WIND-UP
TOYS

14" String Hand
$3.00 doz. $35.00 gr.

RUBBER NOVELTIES

$6.25 doz. $72.00 gr.

Cello Head
MONKEY

$2.00 gr.

Black Metal
SABERS
w/whistle

$1.75 doz. $22.00 gr.

Plush
TOYS

Circus Clown
BEATING DRUM
w/crash shell

$1.00 doz. $9.30 gr.

Rubber Horse
INFLATES

$1.35 doz. $15.00 gr.

Mecha
NICAL
WIND-UP
TOYS

Boy on Cycle
$3.00 doz. $35.00 gr.

Prices F.O.B. New York. 25% deposit w/order. Send for catalog.

SCHATTUR NOVELTY CO.
144 PARK ROW NEW YORK, N. Y.
PHONE: CORINTH 7-9866
Special Prices to quantity buyers where possible.

JULY 28, 1958
THE BILBOARD

RAYON PARAPLUS
$5.25, $3.25, $1.25

FIELD GLASSES
$10.00, $7.50, $5.00

9" 3 SECTION
TELESCOPES

VINYL INDIAN DOLLS
$1.80 dz. $18.00 gr.

With Faux Fur Trim,
Indian Chief, Chief, Indian, Indian Scout, Hunter, Knife w/Sheath,
$1.50 dz. $15.00 gr.

AdmiralRY
YACHT
HATS

$9.30 doz.

Salido Gob
HATS

$5.75 doz.

Kiddie Straw
ETON CAPS

$2.75 doz.

Kiddie Felt
ETON CAPS

$2.00 doz.

Korea, Felted
$1.25 doz.

SILVER
3-KEY TRUMPETS

$9.00 dz.

SILVER
7-KEY TRUMPETS

$15.00 dz.

SILVER 4-KEY TROMPET

$18.00 dz.

VINTAGE
TRUMPET BUMPERS

$24.00 dz.

OPERAS GLASSES

Assorted colors

$75.00 gr.

PEARLIZED
5-KEY TRUMPETS

$75.00 dz.

STRAW COWBOY  
Natural Straps. $4.90.  

TOPS-ALL PRODUCTS CO.  
114 Michigan Street, New Kensington, Pa.

HARRY KELNER & SON  
50 Bowery, New York 12, N.Y.

Breyer Rattles  
Bristle Rattles, mechanical action.  
Dangling Panda Bear, $1.60 doz.  
Balloons, assorted colors, $24.00 gross lots, F.O.B. N.Y.  

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It's all new! It's all ready!  
Makes all other food-choppers seem like toys...  
Chops as many as 12 onions at one time...  
15 chickens...  
One-half head cabbage...  
Prepare a mixed salad for the entire family at one time...  
Holds more than twice the amount of food than any chopper on the market...  

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What every customer demands  
A really king-size family Chopper  
PLUS ALL THESE NEW IMPROVEMENTS  
New Dome-Lock... Impossible for Chopper to come apart while in use...  
GIANT SIZE BLADES... ALL STAINLESS STEEL...  
PACKAGED AND BEAUTIFULLY BOXED...  
Actually sells on sight...  
If you have ever demonstrated Choppers, then this is what you've been hoping for...  
Your sales will double over any you have sold before...  

AUDITORS REPORT  
THIS BILL IS FREE FROM TAXES  

KING SIZE  
CROWN IMPERIAL  
WORLD'S LARGEST & FASTEST AUTOMATIC REVOLVING HOME FOOD CHOPPER

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</table>
FAIR SPECIALS
Cloth Mag Sc. Pkg., Grass, ... $6.95
28 in. Paper Parachute, Down, ... $2.58
18 in. Boyace Parachute, Down, ... $1.00
14 in. Boyace Parachute, Grass, ... $1.00
White Oghly Hat, Down, ... $2.75
6 in. Paralooldseim, Grass, ... $1.50
1 in. Ferrari Halley, Grass, ... $9.95
6 in. Fox Monac, Grass, ... $9.95
Bird's Nest Hat, Grass, ... $3.00
F.O.D. TERRA HAUFL, SEND SUFFICIENT POSTAGE
25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS

LEVIN BROTHERS
TERRE-HAUTE, INDIANA

SPECIAL
*BENDENS & GUILEN-ELGIN
* BULOVA & WALTHAM
4 ass't. rebuilt name brand
23% in. 10% lower than
23.89

ATTENTION, ALL COIL WORKERS

Price Still
$4.00
P.O.S. MADE IN U.S.A.

UNIVERSAL IGNITION CO.
New Address: 2156 W. LAWRENCE AVE., CHICAGO 40, ILLINOIS
Shop Phone: 2256 W. LAWRENCE AVE.

BERNY NOVELTY CO.
114 West 16th Street
New York 11, N. Y.

Phone: Algonquin 3-3790

NEW YORK 11, N. Y.

NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES

RED FOX TAILS
With Coats on Things

RAUCOON TAILS—WOLF TAILS

COLORED RABBIT FEET

ALL MOTH PROOFED
Best quality merchandise

CHARLES BRAND NOVELTY CO.
Established 1926

154 West 37th Street
New York 1, N. Y.

BOYS' & GIRLS' DELIGHT

RED FOX TAILS

With Coats on Things

RAUCOON TAILS—WOLF TAILS

COLORED RABBIT FEET

ALL MOTH PROOFED
Best quality merchandise

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Best quality merchandise

CHARLES BRAND NOVELTY CO.
Established 1926

154 West 37th Street
New York 1, N. Y.

NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES
DIRECT FROM M'FR!

1) N & PENCIL SETS

SEND $3.00 for assorted Samples and Buy

490-69c-$1.00 and $2.00 sets available. Proven and Tested pitches available.

MAGIC!

IMPORTED FROM JAPAN

REMEMBERS

BUILT IN MEMORY

FREE

NO MORE INK

PITCHMEN-PROMOTERS

ATTENTION, FAIR WORKERS

Direct from Manufacturer.

1 AUTOMATIC

80 00

1.500,000 Already Sold.

Tested and Proven.

FROM HONG KONG

OR MORI

14 ACTIVE BUYERS

per gross

of

DEMONSTRATORS

Gabriel McCUEN, ORIMI.1."

It's the world's Fastest half dollar joint.

74...rd Classified

columns each week

31st

PRE-WRIT- PHONE

NO 11,1f TON

Rings. 25% de-

Also Gold Plated

RETRACTS!

ball

At-

ance

beautiful

SEND

ORDERS FILLED

F.O.B. N. Y.

IT

Rings. 25% de-

Also Gold Plated

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also.

25% de-

Also Gold Plated

Also Gold Plated

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Sturgeon Palle-Sturgeon Pails !also., 1224.

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We have


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SEAL -RITE CO.

John Kennedy. 9.

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105$

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every time basis. The farm areas in that State and in New York have had a prosperous season but the weather has turned sordid. New England also has had a good season, but the same weather has prevailed.

Rich Tobacco Crops

How this affects the thinking of many operators in that small-

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every time basis. The farm areas in that State and in New York have had a prosperous season but the weather has turned sordid. New England also has had a good season, but the same weather has prevailed.

Permanent WQ

from its front gate charge. Three more hours of a heavy deluge swept over the fields last year, said Reithoffer said. Other fair

in Forksville and Abbottstown, Pa., both fair grounds, were

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every time basis. The farm areas in that State and in New York have had a prosperous season but the weather has turned sordid. New England also has had a good season, but the same weather has prevailed.

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**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE**

Send for your free copy of the new illustrated catalog today. Include your name and address, and order of 20, 48 or 2000 fur $26.00.

**NEW YEAR SPECIAL—FIFTH AVENUE PILLOW**

Send for free copy of new illustrated catalog today. Include your name and address, and order of 20, 48 or 2000 fur $26.00.

**JOBBERS WANTED!**

New Shipments by 12/31/58

**FAIR SPECIALS FOR ENGRAVERS**

New Shipments by 12/31/58

**RED HOT PREMIUMS—PRIZES**

HAND PAINTED DISHES

**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE**

Send for your free copy of the new illustrated catalog today. Include your name and address, and order of 20, 48 or 2000 fur $26.00.

**NEW YEAR SPECIAL—FIFTH AVENUE PILLOW**

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**JOBBERS WANTED!**

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**FAIR SPECIALS FOR ENGRAVERS**

New Shipments by 12/31/58
REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 3 pt. caps, balance in regular 3 pt. upper and lower case. RATE: 20¢ a word, minimum $4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: $1 per agate line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.
Tattooing Supplies

WILLIAM W. ROBINSON & CO., LTD.
10-12 East 23rd Street, New York, N. Y.

THREE BEARS TATTOO SHOP
913 South Broad St., Philadelphia, Pa.

Trucks, Trailers, Accessories

CUSHARD TRAILER, NEW, ALL STEEL.
3 axle 14½ ft. long or 2 axle 16 ft.
Extra-wide bed. Built to order with numerous accessories. Write or phone.

BIBLOE TRAILER, NEW.
14½ ft. long, 36" wide. 1000 lb.负荷 weight. Extra wide bed.
2 axle or 3 axle. Write for full details.

WANTED TO TRADE-CARDINAL COVERS, 24, for 24 ft. trailer. In good condition.

WANTED TO BUY-BUSINESS, THEATRE, BOX OFFICE, FAST FOOD VENDOR, WURKLER INSTRUMENTS, also merchandise.

COIN MACHINES
Parts, Supplies

GALLERY OF EARLY MODEL EXHIBITION MACHINES.
F wchar, Strictly Supplies, Rebuilt Machines, New Coin Operated Machines, Advertising Material, Parts, Etc. 23205, Ferry St. Court, Ark.

WANTED TO TRADE-CARDS, PLAYING CARDS, COIN OPERATED MACHINES.

Musician

TARTOOS OF EARLY MODEL EXHIBIT MACHINES.
For Sale in large quantities.

Miscellaneous

EXPRESSED LADY WOULD LIKE JOB in any show, $50. Write 1014 10th Ave., West coast.

TASSEE, RAPIDLY.

BASS-DIVING GUITAR, BASS, STRINGS, HANDEL, HEADS, ACOUSTIC AND ELECTRIC BASS, STRINGS, HEADS.

CLARINET DOUBLE TENOR SAX, EXCELLENT CONDITION.

DOBY, TEAGARDIN, DIXIELAND BAND, A complete Dixieland Band.

DRUMMER-DOUBLE VALVES, SOUL-DRUMMER, DRUMMER, DRUMMER, DRUMMER, DRUMMER, DRUMMER, DRUMMER.

PHANTASTY-EXPERIENCED, 3 Avon, 7 Col. 6 and 20 Col.

PIANO, GUARDIANS TO HANDLE UNWANTED INSTRUMENTS.

WELD, DEL.

MUSICAL SUPPLIES

Help Wanted

COAT, TRAILER, NEW.

MUSICAL INSTRUMENTS, ACCESSORIES.

WANTED TO BUY-DREAMS, RECORDINGS, BUSINESS.

MUSICAL INSTRUMENTS, ACCESSORIES.

WANTED TO BUY-TRAYS, JARS, BOXES, PAPER, PAINT, INK, PAPER, PAPER, PAPER, PAPER.

ARES ORGAN FOR LOUNGE, BARTIN, OR LIBRARY.

LUCKY CAKE, Bickel Co., P. O. Box 136, Macon, Ga.

WANTED TO PURCHASE-DREAMS, RECORDS, BUSINESS.

Assurance

C. E. HORTON

Players need show from 1928 until today. He is on the way to new heights. C. E. Hunt maintained Continental, 0., his headquarters for many years until the year that made a real difference. His wife, Florence, survives her husband, and a memorial service was held for services July 9, with burial in Monson Cemetery.

"Observing and listening with high ideals is an exhilarating experience," writes Pioneer Kantor from Akron, Ohio. "I am impressed with the World Conference of Seven Day Adventists, and I found that it is full of new ideas. I am happy to have them and to report all of the great things that have come to me. I am happy to see all of the new ideas that are coming our way and to report them to you."
**2D IN WINNER BALL SERIES**

This is the second of a three-part series on winner ball operations as reported by the vending operators representing 33 States.

The two accompanying stories break the 101 total into the 91 operators who reported that they do have their own ball machines and the 10 who reported that they do not.

The chief point of last week's article was the conclusion that the winner ball machines are a business venture that cannot be ignored.

The majority of the operators answering the question have no complaint with the sales pull of charms. There were 47 operators who reported that there are no laws against making charms that sell well, and 30 who claim they could do a better job. However, there were 32 operators who said that a ball gum manufacturer does not outfit their machine, as opposed to the 10 who claimed that it does. To quote one operator, "No law says that the manufacturer can't put charms in the machine."

The remaining respondents to the question reported that both the 91 machine operators and the 10 ball machine operators can be considered the "bad eggs" of the operations. These 10 operators are primarily concerned over the danger of winner balls to the industry and should not be ignored.

*FTC Puts Rein on Atlas 'Deception'*

WASHINGTON — A Federal Trade Commission hearing examiner has found that the Atlas Manufacturing & Sales Corporation, and American Products Corporation, the former manufacturers of the machines, and the latter distributor, supplied deceptive advertising and promotional material to Roland Jenkins, head of the Comic Characters section in newspapers and supplied the literature to 25 distributors.

*VENDING MACHINES*

**Average 32% in Sales Lost to Winners, Claim 1 in 3 Ops**

Prize Machines Called Unfair by More Than Half of 91 Legit Firms

By FRANK SHIRAS

CHICAGO — Competition from winner ball machines has hurt their businesses, reported 34 out of 91 operators. About an average loss in gross receipts was estimated at 32 per cent. These were 22 operators who said winners have not affected their sales, and 35 did not answer the question.

Fifty-four, or more than half of the 91 operators, consider that unfair competition.

Some of the reasons operators have given for their present sink are:

1. - Some operators have been discontinued by manufacturer or distributor.
2. - Others have been discontinued by local representative.
3. - Some have been discontinued by owner Charlie Kaplan.
4. - Some have been discontinued by make or distribute.
5. - Some have been discontinued by states because of them.
6. - Some have been discontinued by federal order.
7. - Some have been discontinued by state laws.
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91. - Some have been discontinued by states because of them.

Based on these reasons, how many would you say that winner ball machines should be discontinued? 80 per cent of the operators so say.

The majority of the operators said that they would be better if the winners were discontinued by states. Less than half of the operators said that the winners should be discontinued by the FTC order.
In the ground floor.

Get 2 PFFNY VENDING NORTHEASTERN 446 W. 36th St., New York 18, N for the operator.

Rain Blo Ball Gum, 100 ct.
Hershey's Leaflets, 650 ct.

Rain Blo Ball Gum, 140 ct., 170 ct.,
Cashew Whole
Mills lc Tab Gum
ABT Guns
N.W. -39 lc Porc.
N.W. DeLuxe 10 & St Comb.
N.W.Model 49, 10 or St

Minimum Order, 2.5 Boxes Assorted.

DECISIONS CANDY BALLS JULY 28, 1958

$1 Deposit, Balance C.O.D.

210 Count, with CHARMS;
Brackets, Charms.

Minimum Order, 15 Boxes Assorted.

Member NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

The Key to Big Profits is

2 PENNY VENDING

Get the sensational North western 2 Penny Vendor the day that will unlock those big profits for you.

Don’t wait, don’t lose those sales. Be on the general store, candy stand and a few of those machines on location.

See your Northwestern Distributor or write, wire or phone for complete details.

THE NORTHWESTERN CORPORATION

B & Armisters R. R. WHITEHEAD

446 W. 36th St., New York 18, N.Y.

J. SCHOBENACH

Distributor For
oak Manufacturing Company, Inc.
715 LINCOLN PLACE, BROOKLYN 16, N.Y.

PHONE 7-6120

New York 18, N.Y.

WE HAVE

oak’s

“400”

R. R. WHITEHEAD

DISTRIBUTORS

1641 VENDORS WORLD south

WE HAVE

oak’s

LI’L LEAGUER

A cure hit!

T. T. VENDING SALES CO.
366 MICHIGAN AVENUE
CHICAGO, ILLIS.

TIME PAYMENTS AVAILABLE

With BERNARD K. BITTERMAN for lowest prices on Cassiusses, Charms, Ball Gum, and All Vending Needs, PROMPT SHIPMENT.

Bernard K. Bitterman
211 East 27th St., Kansas City 11, Mo.

when answering ads

SAY YOU SAW IT IN THE BILLBOARD!
1 in 3 Operators

For bottler, the mix of ball gum with charm is predictable and industry-wide. Last month's sales organic, with qualified vending equipment and "tried and tested" ball machines. The new Victor Super 254 capsule vending machines. They are factory sprayed and look like a new, latest Louis Vuitton. Annual sales exceeded 150,000 units in 1958, 100 of 406 operators claimed a pick-up in business the last four months of 1957.

SPOILERS

from beneath ittiaggenheim

Capsules. We shall

Plated - Assembled
Plated - Inassembled
Plastic - Assembled
Tab (short stick), 100 ct. ..$3.84 ho.
Chicle Chicks, 320 & 520 ct.
Chicle Ball Cum, 130 ct.
Flexible KIT OF VENDING GUMS
VENDING FLAT - PACK
F. O. B. Factory 150 lb $7.15
4.3g per ball
4.5c per bottle
4c per 25 center
We will receive 100 high quality filled capsules.

ADVICE SANITARY VENDOR

The Best for Vending Fill-Plac Products

The new Victor Super Moto with the bright new 254 capsule vending? It's the most

SAYS

The GUNSINGER

SAYS

Have gun, will shoot!

and this country means it. Make no mistake about it. This is a real man, a real man. The gunslinger is designed to sell us all westerners. It's a great gun. It's a winner. It costs $10.00 per 10 lbs. $12.50 per 25 lbs. SURE LOCK, the perfect capsule. Service. Send $2.50 and receive 100 high quality copy capsules. Contain our complete line.

VICTOR'S Sextette

A terrific money-maker in the candy, gum, and chain stores. New Modern Key to Successful Bulk Vending. VICTOR VENDING CORP. 5701 W. Congress Ave., Chicago 3, Ill.

THE BILLBOARD

JULY 28, 1958

Cig Vending Dips

A Bit in Memphis

MEMPHIS, Tenn. — There were 1,910 cigarette vending machines in Memphis at June 30, 1959. The new Victor Super 254 capsule vending machines are in operation. Ed and his wife are particularly delighted with the new status. Ed has also just put in an order for his second Victor. He's had his present one for 15,000 miles and feels by the time he gets the new one, his present VFW will have enough miles on it. Ed will talk at length on the virtues of the VFW. He has a Buick in which he doesn't use any machine.

32% Sales Loss

Continued from page 88

looting the mixture of ball gum with charm. There were 13 operators specifying other laws which they felt decrease affect bulk vending in their areas. Almost all referred to high taxes levied on bulk vending machines. A total of 45 operators said that generally the well-established operators use ball units in their areas. Only 12 singled out pro-moters, and eight believed that promotions are a symbol

ADVANCE SANITARY VENDOR

The Best for Vending Fill-Plac Products

Our complete line.

We will receive 100 high quality filled capsules.

GIVEN TO DAMON RUNYON CANCER FUND

STAR AUTO NUT & CHOCOLATE COMPANY

GIVE TO DEMON RUNYON CANCER FUND

MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Moto with the bright new 254 capsule vending? It's the most

SAYS

The GUNSINGER

SAYS

Have gun, will shoot!

and this country means it. Make no mistake about it. This is a real man, a real man. The gunslinger is designed to sell us all westerners. It's a great gun. It's a winner. It costs $10.00 per 10 lbs. $12.50 per 25 lbs. SURE LOCK, the perfect capsule. Service. Send $2.50 and receive 100 high quality copy capsules. Contain our complete line.

VICTOR'S Sextette

A terrific money-maker in the candy, gum, and chain stores. New Modern Key to Successful Bulk Vending. VICTOR VENDING CORP. 5701 W. Congress Ave., Chicago 33, Ill.
**HOW TO USE THE INDEX**

HIGH AND LOW 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 in the period. Prices given in the Index are designated to be as close as possible to the average price level at which most of the machines are advertised for the period. It is not a simple average between the "high" and "low". High and low figures are not intended to be the dominant advertised price level. It is a mean average at which most of the machines are advertised for the period. Therefore, where the Index gives the average, it "indicates the lowest" which is a unique value probably for as "is" on "disserted" equipment.

(For 10-week period ending with issue of July 21, 1958)

**MUSIC MACHINES**

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**FIREBALL GAMES**

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**SHUFFLE GAMES**

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**VENDING MACHINES**

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**MEAN AVERAGE**

The mean average is a computation based on all prices of which a machine has been advertised for the period and reflects the dominant advertised price level. It is not a simple average between the "high" and "low".
United Hypos Plans for Juke Game Production in England

Aim: Demand From Pound Sterling Marts for New Phonos, Bowlers

CHICAGO—Jack Mitnick, United Music Corporation chief, said last week that the groundwork has been laid for the reproduction of United juke boxes and amusement games in England.

Recently back from a European business trip which took in nine countries in 30 days, he was back in Chicago on preliminary talks were held with a manufacturer and distributor in London. If the plans fall, Mitnick said that this manufacturer, whom he did not name, "the court of time," would provide factory facilities for production.

The United executive said he expected to meet again with the London manufacturer within a few weeks, preferably in Chicago, but if that were not possible, he hoped that the British businessmen could take a look at the United plant and engineering facilities.

Ted Blatt Cites Trend Toward Injunct Action

...TRENT H. ___ Ted Blatt, a lawyer with 23 years' experience in the coin machine field, has noted the trend toward injunctive actions on the part of operators who feel that their locations have been invaded by rival coin operators...

Blatt explained that the conventional legal procedure in the case of a location dispute had been to have the plaintiff operator sue the location on a breach of contract and attempt to recover damages based on a purported portion of the contract.

He cited the Bernoff-Hirsch substitute of the judge, power boxes and sub-

BASHER, on the... unexpired portion of

the contract.

When a plaintiff seeks injunc-

the court can order

sue the

...VENDORS... can be shipped in England.

For Wide Shipment

From the English plant, new United machines were shipped through Great Britain and the British Commonwealth, that is, to areas dealing in portable equipment...

Mitnick remarked that his quick but devastating tour of the European coin machine markets convinced him that the equipment in Europe today is far greater for new equip-

ment than used. This, he commented, is a reverse of the situa-

the previous model, selection...

The English factory, according to mitnik, produces "chimes and components," while the American plants would be used in Chicago. Such components as the pill, power boxes and sub-

butes, are readily made in England while the basic mechanism would be manufactured in Chicago. Assembly of the English and juke boxes would be done in England...

United's new product... be shipped in England.

The Billboard, July 21) as an exam-

ple where injunctive relief

an order of the court, on the basis of a similarity of situations in Great Britain.

Eddo Begins Distribution of Stereo Unit

Mitnick Announces Mid-August Target Date for Production of UPB-100 Model

CHICAGO—United Music Corporation expects to begin produc-

on its new UPB-100 phonograph in mid-August to late August, with shipments expected to begin the box market in September. Jack Mitnick, USC head, stated last week...

The unit, second in the firm's line, was introduced for the first week in September, Jack Mitnick, USC head, stated last week.

The UPB-100 follows the UPB-100 model which was originally intro-

duced during the recent Music Operators of America Convention in Chicago, last May.

Eddo Edelins, head of the English-made United machines would be intro-

duced from National Receptor and Equipment Corporation, and with shipments expected to begin the box market in September.

Chief revision is in cabinet de-

sign, which was done by industrial designer of the London Lorex, and modified changer mechanism. Like the previous model, selection is made by dual discs.

The announcement by Mitnick of the firm's overseas plans (on separate story) gives at least an initial indication of distribution plans for the phonograph for which the firm might be in the affixing... Mitnick on this point, it is obvious that the rich foreign market will be a strong sales target for the firm.

A big factor in determining the international market, Mitnick said, will be the level of production line in this vital area, which is expected to be its Chicago plant. A limiting factor in the past has been the German concentration on the dash box, but with the plan on the assembly line. Plans by coin chutes for these English-made phonograph productive facilities, announced several months ago, are expected to alleviate this situation in the near future.

Eddo is a joint venture of United and United Hypos plans for Juke Game Production in England...

Two-Way Auto Radio Reduces Service Time

NEW ORLEANS—Two-way radio service for the service trucks and operating headquarters of the Distributing Company, phonograph and amusement machine operators here, according to M. J. Mastati and Albert Hufnagel, partners...

Two-Way car radio service, which has the potential machine operating area. Before experimentation, the truck drivers used to drive to a single location in this way, Huey was constructing not one, but two or more locations, one at a time, the truck was driven on, and the truck was driven off, and the truck was driven back again. The truck was driven on, and the truck was driven off, and the truck was driven back again.

The Buyer...

M. (Red) Scharfer...

The Fountains Cry, Nick Noble (Fraternity)

"(a) sold (b) where injured (c) recently who is...

His picks...

Washbas Al Smith (Abner)

"A new release, but an old standard. I feel I have underestimating our Tapes..."

I Don't Want to Set the World on Fire, Something

Smith and the Red Heads (Epic)

I bought 25 of this. They'll be moved all around my route—50 machines. Margaret's his wife and two children in the house."

'Tune Talk' is a new feature for juke box operators. Each week The Billboard will check a different operator's record. It will be in print the following week and why. This is the second—let's hear what you think about it.

Debate Continues on Juke Copyright Bill...
the i's quicker than the hand

Pay no attention to those slight-of-hand boys... the i is quicker... the fast-on-the-uptake, fast-response, fast-play I-200M... the high-fidelity, high-speed juke box that keeps customers play-happy!

No delays during peak play hours. No disappointed patrons. One easy to understand and use SELECTOR DISC...

One SINGLE BUTTON PLAY... One INSTANT EYE-LEVEL TITLE DISPLAY showing all 200 selections. Everybody sees—everybody selects—everybody plays!

Servicing is a breeze. DEPENDABLE MECHANICAL ACTION means easy maintenance, no expensive replacements to worry about. PROGRAMMING is simple. PRICING is single play.

Fast eye-catcher, too. The AMI I-200M is beautifully styled—trimmed in non-clashing radiant colors—lighted to attract players yet without annoying glare... definitely a handsome and profitable addition in any location.
Measure the cabinet. It's a new dimension in automatic music.

Wurlitzer Console Phonograph

Measure its dimensions. They're new in the automatic phonograph business. Measure its earning power. That's new, too. One contributes to the other—for the styling of this beauty is so eye-stopping that it starts play by itself. Once patrons hear the Wurlitzer Console's high fidelity tone they continue to pour in coins—including a hefty proportion of half dollars. Your Wurlitzer Distributor can prove it. See him today.

Measure the earnings. They're reaching new dimensions too.

The Wurlitzer Company
North Tonawanda, New York
Established 1859
TUCSON — One important point in programming of records which will pay dividends for an operator, is maintaining a cycle tally of seasonal songs. This is popular by type of music rather than special programs, according to Ben Rouss, phonograph operator here.

Rouss, a veteran of 16 years in the field, has found that often musical tastes follow sharply defined cycles, even to the particular numbers involved may be quite different. He said January and February of any given year, for example, has been more favorable on the jazz type number while in winter, phonograph fans seem to prefer the 1955, newer sounding records.

To capitalize on the facts during the following January and February, will monthly numbers programs which fall into the same general category, even tho they may not be hit at the time. By continuously testing this idea over the period of the past few years, Rouss has found that he can schedule a wide variety of records through the year with fair success and a fair number of results, even tho the number has not yet appeared on the pop charts.

Keeps Recap

Recaps keep a day by day recapitulation, the year, of every record which went into his location, during the period. Each year, he checks over this information prior to changing records in any spot. It may be, he points out, that at first glance, the records involved show very little promise. However, they are generally similar to those which were installed at the location a year previously, they invariably re- turn sufficient to warrant a while play even though the customer in general may be familiar with the numbers.

Cite Examples

The Arizona operator cites numerous instances to support his thinking. For example, he was getting play on a piano instrumental during hours which would suffice the public fancy because it was somewhat similar to the "Crazy Ott" recordings which brought in top play on the year previously. In another instance, he noted that in several night club locations, mean music had been particularly popular. For the same period during the one season, he noted some similar organ numbers, put them in the same location and even tho they were not as readily popular as they brought in top charts, these produced results almost equal to chart favorites.

"The important thing is to remember that while tastes change pretty rapidly, they are likely to follow the same path of similar patterns," Rouss said. "If we simply look to last year's records, and at- tend to the current trends of the customer the same general manners, as the previous year, exclusive of course, of new hit numbers which are currently popular, the phonograph will show a generally better return over all."

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**COIN CALENDAR**

**Association Meetings scheduled. Check for changes.**

JULY 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

August 1-Springfield Phonograph Operators Association, monthly meeting, regulation headquarters, Springfield, Ill.

August 4—United Music Operators of Michigan, monthly meeting, Room 321, Michigan Union, Ann Arbor.

August 5—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.


August 7—Southern California County Music Operators Association, monthly meeting, Akron, O.

August 8—Music Operators' Society of St. Joseph Valley, 130 West 18th Street, Davenport, Iowa.

August 7—California Music Merchants' Association/Sacra- mento Division, the Hotel, Sacramento.

August 7—Eastern Ohio Phonograph Operators Association, 4140 Bush Boulevard, Youngstown, O.

August 7—Cleveland Phonograph Merchants Association, monthly meeting, Hotel Hollenden, Cleveland, O.

August 7—Automatic Phonograph Owners Association, monthly meeting, 101 Traction Building, Cincinnati, O.


August 15—Automatic Phonograph Operators Association, monthly meeting, 101 Traction Building, Cincinnati, O.

August 12—California Music Merchants Association, monthly meeting, Los Angeles, Calif.

August 12—Western Massachusetts Music Guild, semi- monthly meeting, Ivy House, West Springfield, Mass.


August 14—Massachusetts Music Operators Association, monthly meeting, Brunswick Hotel, Brookline, Mass.

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**Help Yourself**

**Money-Saving subroutine**

- Get Vend
- Every Month
- Thriftly

**Get Vend**

Money-Saving subroutine

Use Vend in buying records, phonographs, original equipment, accessories, phonograph parts, etc. Vend provides Vend Co., 319 North High Street, Columbus, Ohio, 43215.

Sign up now, mail this coupon to Vend Co., 319 North High Street, Columbus, Ohio 43215.

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Cointen You Know

Heavy rains hitting this area have not hurt the coin machine business yet. Roger Squitter, treasurer of Hirsh Coin, says: "Elections are holding up well. Effects of the rains might show later," he says, "but we doubt that they'll take much of a hit." Phil Masor, the company's vice-president, recently returned from a Miami vacation. Hirsh de la Viole has returned from Shavuot- on-Delaware, where he attended Fred Waring's get-together for people in the music business. Squitter says that questioning coin operators make it difficult for the Washington Music Guild to hold regular meetings. He believes that the Guild's reorganization plans will be finalized by fall.

James Bowen, manager of the local Krolik kafe outlet, says business has been off slightly the past few months, but is beginning a gradual improvement. Bowen says that many small business locations have been hurt, and that their hard times didn't drive them away from Krolik kafe. The Cone Room, at Washington's National Airport is "doing well", says owner Michael Roudhied. Vacations flood in, but are beginning a gradual improvement. Bowen says that

Washington

By DELORES NEWCOMB

Another busy exec at the NAMM show, Ed Ratziu, AMI sales rep. The firm was showing their line of stereo tape lite Products, Detroit, in town being busy moving his Tru-Vue color TV Distributing screen, busy moving his Tru-Vue color TV Distributing screen. He's been busy out the NCMDA publication.

IR Clarifies Coin-Operated Amusement's Tax

-Continued from page 3

a central studio, on a manually operated phonograph. If the coin directly activated the play, the device would then meet the tax. Neither does such a "terminal device" incur the occupational tax commonly levied on coin-operated amusement machines maintained on premises. Finally, if the central remains at all times in the hands of the central studio providing the music, the take from the coin-boxes themselves will not incur the communication tax generally imposed on wire and equipment service. The only tax involved would be on the central music studio company for the communications levy on leased wire service. This would be on all amounts paid the telephone company for use of its facilities, in connection with the music program service.

In general, if the roll was made by a firm furnishing recorded music service via coin-op device in various locations.

Milwaukee

By PERRY OLMANN

Carl Stakia, L. R. Distributing Company, just back from his northern Wisconsin vacation, bragging about the fine limit of

Local coinmen recently vacated

whether the world's finest coin-operated musical instrument

dramatically styled by

RAYMOND LOWRY

world famous designer

they provide beautiful music

Write for details about the world's finest coin-operated musical instrument dramatically styled by RAYMOND LOWRY

world famous designer

MODEL UPB-100

UNITED MUSIC CORPORATION

3445 NORTH CALIFORNIA AVENUE

CHICAGO 10 ILLINOIS

MAIL ADDRESS: CHICAGO 15, ILLINOIS
**New Play Ideas—Up Five-Ball Interest**

**United Bows**

**MOBILE—The versatile old game of bowling played with five-ball sets, a ball projector-bumper game, has gained a new welcome touch of originality.**

Then the years of few changes have been made on playfield and ball. But the idea that one five-ball set was pretty much like the other, has changed since the era of the backglass screens. Designers have used the same gray of the scores and the arrangement of the ball, bumper and ball hole on the new five balls, and the standardization has panned off in some respects. Players didn't want to wait and so the design of the particular game they were playing were in one pinball happened on all the models too. This diabolically popularized the pinball games.

**Break With Past**

The pinball on location today has been and still is basically the same as from the original play features, as the game of old days. But this year's machines have broken with the past in respect of new five balls, in charging those of Rally, Gottlieb, Williams, have incorporated

**United Bows**

**Pixie Bowler,** 7½ x 2-Footer

**CHICAGO**—Pixie Bowler, a short-length ball, has been shipped to this area by the United Manufacturing Company.

The 7½ by 2-foot game used at Hollywood Bowl and bowling alley scoring. Backboard is five-foot. Bumper rolls player on playing alley. Alloy is two-feet from pins, according to Bill Deforno, the passenger, it relatively low positioned.

United Bows is also in shipment on a Playmate Pinball Alley, with ball bowler available in 15-foot lengths expandable with four-foot sections to 17 or 18. Everytime, has player-option to second strike play.

**SHOOT BALL THRU HOOPS**

**Chi Coin Ships Croquet, New Type, Pool Game**

**CHICAGO**—Croquet, a coin operated version of the game which has been a popular coin operated game, was shipped to distributors in Chicago and Croquet, a ‘Rollaway with our blooming powder, pool ball, ball, machine, is setup on a miniature ball for four players to compete the game. Two different-colored balls, each of which size, adding one ball, the same object to shoot ball thru hoop labeled 1 to 12 in numerical order, then box into "Timber" and "Next" to play the ball, anything into the win the game.

Simplify the understanding of the game, however, is not as easy as it appears from the chart. Each player, he estimated, grubs etc. of each hoop as the game get the ball. The object is to shoot ball thru hoop labeled 1 to 12 in numerical order, then box into "Timber" and "Next" to play the ball, anything into the win the game.

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Up to four players can compete in the game. Two different-colored balls, each of which size, adding one ball, the same object to shoot ball thru hoop labeled 1 to 12 in numerical order, then box into "Timber" and "Next" to play the ball, anything into the win the game.
ATTENTION, MICHIGAN OPERATORS
NOW DELIVERING!
BALLY U.S.A.-CYPRUS GARDEN-BIG INNING
BALLY TROPHY BOWLER-SKILL ROLL-
BALLY BIKE-CHAMPION HORSE-MODEL T
Exclusive Michigan Distributors for Bally

KING-PIN EQUIPMENT COMPANY
920 Mills Street
Kalamazoo 21, Mich.
Phone: Fireside 5-1151
Phone: University 3-4770

GREAT R-P-O-F-I-T-S FOR A 1-O-N-G-E-R TIME WITH MUNVES' "Bike Race"
who claimed the original to be nothing more than a "bicycle race" on a pinball machine. The status of an independent Arcade

Don't Be Summer Shut-In
Continued from page 93

WANTED
Bingo Mechanics!

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Koondel Reports Summer
Collectors Gathered

NEW YORK — Al Koondel, who operates the Empire Automatic pinball and game route in Brooklyn, reports that collections this summer are running ahead of last year.

While the coin machine picture is pretty good, pinball, which, as a couple of local factors have combined to take the edge off the recession here at least as far as coin machines are concerned.

One is the departure of the Giants and Dodgers to the West Coast. A year ago, neither of the two National League teams was pulling too well at the gate.

Video Fan

Fans who wouldn’t think of taking a trip to Ebbetts Field or the Polo Grounds could validly wonder, and when night games were played the tavern televisions set had better be turned on.

The result is that few persons are watching baseball in taverns, and some money is being deposited in the coin boxes.

Another factor helping collections in the city is the fact that few people seem to be going away for vacations this year.

The recession here - at least as far as coin machines are concerned.

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Chi Coin Ships

Chi Coin Ships

*Continued from page 95*

the right to spoil the opponent’s set-ups by blocking away or
denting a ball.

Player gets an extra shot every time he makes a hoop, thus each
player continues to shoot until he fails to make the sun-numbered hoop. Theoretically a player can

Croquet is 39 by 72 inches (ap-
proximately 10 by 18 feet). Table is console type. Eight
hoops are included on the table top, some scoring for two different numbers. Hoops are made by

Knock

That's the

opportunity to

check the

Classified Section

This Issue

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Chicago Coin Bowling

Each

394.50

CHICAGO COIN ROCKET

Shuffle, Single

Player.

394.50

Phone or Write

T. & L. DISTRIBUTING CO.

1663 Central Parkway

Cincinnati, Ohio

Phone: MAIN 1-8751

New Play Idea

Satellite, introduced early in June, features the figure of a Spurnik on the backglass which flips around, with scores appearing on both sides of the machine.

In each chute.

Aball deliberately shot through a
hoop is marked with a cross.

Aball deliberately shot through a
different hoop is marked with a

New Lucky

Horoscope

5c, 10c or 25c Play

NATIONAL COIN DEJECTOR in each chute.

NOW SAW TWO COIN RETURNS and nobody: new feature.

For $2.00 & $1.200.34.50

SEEBURG CIGARETTE VENDOR

Est. Prices — Quiet All Electric Vendor, Automatic alteration device.

Exclusive Seeburg Distributors

4 Quarter Centers of Service

2120 N. WESTERN AVE., CHICAGO 13, ILL. U. S. A.

NOW DELIVERING

WRITE or CALL for Prices

Bally Trophy Bowler

Cypress Garden, Big Inning

Space Gunner U. S. A.

Bally Bird

The Champion, Model M and Torndoorl Trolley

Rock-Ola Phonos — 50-170-200 Selection

Genco Mertoraffla

Irving Kay Jumbo Hockey Game 195.00

United Stardust

United Pixie

Grace Skill Ball

United Carnival Gun

Genco Showboat

Key West

Big Show

United Rascal

Grace Skill Ball

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U
Company, under direction of Lou Shulman.

Johnny Knight, owner of Skyland Music Company, took an early season vacation in mid-June, when he departed with his family for California. . . . Two of the most traveled figures in the Denver phonograph industry, partners Leo Negro and Mike Savio of Draco Sales Company, are churning around the West Alameda Avenue office. All of the routes and operator problems are wound out for the summer, and there has been no reason for either to take to the hinterlands.

Tony Del Pero, Denver music operator, won a $500 prize during June for a record hunt catch, snared on a week long jaunt into the mountains around Jackson Hole. Won One of Del Pero's funny specimens tipped the scales better than 11 pounds. Bill Haefner, Pueblo operator, played host to some 40 members of the Colorado Music Merchants Association assembled at LaTronics' restaurant for a combination of a social dinner and the June meeting of the association. Chief topics for the evening were. We don't play, practical means of maintaining it through the Colorado that plagued with shortages in trained mechanics, and general management methods.

Jerry Harris, formerly of Libroton Distributing Company, O.m.a. a., N.e., has joined the staff of Mountain Distributors, AMI phonograph distributors here. Harris will cover Wyoming and Nebraska.

Extremely heavy rains during all of May and most of June have actually increased phonograph play, rather than cutting into it, according to the members of the Colorado Music Merchants Association.

The downpours have caused cancellation of too much outdoor entertainment as horse racing and stock car racing, with the result that patrons are spending more time in their local taverns.

Detroit

By HAL REYES

Carl Angott, of Angott Distributing Company, has been busy with his expanded operations following acquisition of some additional established routes. Charles Andrews, salesmen for Angott, is covering upstate cities, coming into Detroit only to handle his paper work, while veteran White Harry is handling the city sales.

Chester Ronowski, who became president of the Mercury Athletic Scale Corporation, succeeding the late Edward A. Greener, who founded the company, is now living in Florida. Felix Michaels, who managed the office, is now operating a real estate service at the Eight Mile Road home. While Ted Cymbal, who was manager of the distributing affiliate, Continental Service and Equipment Company, now heads his own firm, Cymbal Steel Products, which took over the steel production and sales end of the business.

(Special on page 100)
Dr. Drevo Owego 14
4566 Woodward Avenue
Them Phonographs or Scales are not trade-ins
10" Cab. Milord Speakers...
Seibeig Hi Fi
IS REAL POOL BALLS LIGHT UP
NATIONAL
GET OUT FROM BEHIND
and IOWA OPERATORS-
N. ILLINOIS, N. INDIANA,
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WISH11210 WELL
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DAY
WORLD CHAMP
CLASSY 5OWLS11
SALVES
GAYOinin Distributors
Other Top Action features!
BHT
1000
...driniu-sement
1141ALLS
Ready for your location and mate
THESE PRICES IF 1 U1 l'11
5211
13.3
211
21S
IIIS
Rif
1.00
A. B. T. kirk Hiloy Guesser
Altho the Detroit and Michigan area are down in volume as a result of economic conditions, the pool-bus business in other areas like Minnesota, Iowa, and Wisconsin, is definitely on the upgrade, says Ted Parker, who makes his headquarters here as General Midwest area representative for AMI, Inc. He held here last week for MichiganDEPENDLY, then Chicago for the National Association of Music Manufacturers show at the Palmer House.
Richard V. O'Meara, Music Systems manager, returned from a two-week honeymoon in New York and Philadelphia, during which he visited several Seeburg distributors. He has been instilling, as he tours the business outlook, considering local conditions, and piecing together reports that record sales for his company here are up 9% per cent for June over a year ago, while the phonograph business is only about 1 per cent under.
Robert Ferdinand, of San Francisco, is operating an attractive mobile Penny Arcade with the Wade Greater Shows, travelling largely in the southeastern Michigan area around Detroit this season. He has an assortment of about 50 game units, and has William Bell and Donald Armstrong as helpers. Lee Munsell is operating a separate connection with a battery of judges on the same show, porously managed by Joe Vinsen.
Paul L. Randazzo, who operates the Rand Novelty Novelty Sales, joke bus route, has moved his headquarters to the Clair Shores and switched to the tool and die business. Joseph Astorn, manager of King-Pin Equipment Company, has assumed a vacation in Minnesota until August. J. Howard Lemke, of the Lemke Coin Machine Company, who has been on the sick list, is feeling better and back on the job.
The wedding of James Passante, Jr., son of James Passante, one of the best known figures in the operating and distributing field here, was attended by Nancy Stuart was

1140-50 North Kedzie Ave - Chicago 31, Ill.

Gottlieb's

ROTO POOL

Features IS Colorful Plastic Pool Balls That Lite Up in Rack!

Operators and Location Owners, throughout the world, are all talking about Gottlieb's Roto Pool. Test reports show players are drawn to this new, colorful game time after time. The action packed playfield holds players interest for extended repeat play. See your distributor - get Roto Pool on location right away!

- Using all balls in the box score special and extra center target and bottom roller for additional special score
- Hitting top-percentage life corresponding ball in the box
- Running the rollers 1 out of 5 times according to hit number
- Holdover feature allows balls to remain fired from game to game
- 7 places to spin rotos-targets
- High score to 7 million
- 4 pop bumpers
- Match features
- Cross-board cosmic kickers
- Super skill lifters

Gottlieb & Co. 1140-50 North Kedzie Ave - Chicago 31, Ill.
REMEMBER BUMPER POOL?
Now Another SENSATION...

"CROQUET"

Another **chicago coin** EXCLUSIVE!!
Combines Playing Features of
TWO Popular Skill Games in ONE!!

LOOK!
PLAYS LIKE BUMPER POOL!

SCORES LIKE CROQUET!

⭐ 2 or 4 Can Play!
⭐ All Mechanical Operation!
⭐ Plays With 2 Balls!
⭐ Modern Colorful Cabinet!
⭐ Rigid Console Base!
⭐ Built-In Playfield Adjusters!
⭐ Santa Size Cabinet 3 ft. x 6 ft.!

⭐ 20c per game!

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1725 W. DIVERSEY BLVD.  CHICAGO 14, ILLINOIS
HAPPY DAYS are here again with sensational new U.S.A.

New BALL BUY-BACK insures top earning power
UP TO 4 COINS PER GAME
After shooting 5 balls, player may buy back up to 3 balls to improve score. One extra ball GUARANTEED for each extra coin played.

4 WAYS TO SCORE
INCLUDING
HIGH SCORE and BONUS SCORE
New SKILL-SPOT ROLL-OVERS
ATOMIC-ACTION POP-BUMPERS
BUY-BACK feature alone easily doubles or triples earnings in average pinball spot. Fast, fascinating action, terrific "last-ball" suspense and plenty of "came-close" repeat-play appeal...all combine to insure fat collections, long life on location. Go going with U.S.A. today!

see your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S NEW DE LUXE
SHOOTING STAR

HI-SPEED PLAY
MEANS MORE COINS PER HOUR
2 PLAYERS alternate only 5 times
RED LIGHT SIGNALS WHEN TO SHOOT

1 OR 2 CAN PLAY
3 SHOTS PER FRAME
3 FRAMES PER GAME
CAN BE OPERATED AS
2 OR 3 FRAME GAME

APPROXIMATE SIZE:
7½ FT. LONG
2 FT. WIDE
MECHANISM IN BACK BOX FOR EASY SERVICING
DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR ON PULL-OUT DRAWER

LAUNCH-ALL-BALLS FEATURE
CAPTIVE-BALL IN-LINE SCORING
10¢ PLAY REGULAR AND DELUXE MODELS

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3401 N. CALIFORNIA AVE., CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR
The Seeburg "201"

The Seeburg Corporation
Chicago 37, Illinois

America's Finest and Most Complete Music Systems

ONLY SEEBURG HAS THE STRAIGHT-IN-LINE

SELECT-O-MATIC MECHANISM

The most efficient, trouble-free mechanism ever built into a coin-operated graph. With its exclusive design, records never completely leave their individual storage compartments, even when playing. The lightweight, spring-tension pickup exerts minimum pressure to increase both record and stylus life. Front-end accessibility simplifies and speeds record changing. Magnified "record playing" indicator moves with carriage.