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Chain Competition Spurs Discounting

'Loss Leaders,' Etc., Legit Dealer Thorns, But Disk Glamor Draws

(Editor's Note: This is the second in a series about the record marketing revolution.)

By BOB ROLONTZ

NEW YORK — If one-stops and racks have been partly responsible for expanding the record market over the past 10 years (The Billboard, August 31), certainly records in chain stores have also helped in this expansion as well. For years many stores in such chains as Woolworth's, Kresge's, and many stores in the large general merchandise store chains such as Sears and J. C. Penny, had not carried records. There were still a number of important chains that did, but such a giant as Woolworth's discontinued selling records a number of years back. In the early and middle '50's the five and ten-type chains came back into the record picture. A few years later the Sears type of store started carrying records again.

Return to Chains

As is the case with supermarkets, chain stores have a large volume of traffic daily. Here again manufacturers wanted to get records in front of the public, and in the return of records to the chains they did so. Enter almost any Woolworth today, especially the large downtown stores, and you will notice a full line of records on racks, both singles and LP's. The growth of self-service helped get the rec-

ords back into the chain stores. In some cases, chain store operations are operated by rack jobbers or concessionaires, but generally it is the chain itself that orders and maintains its record stock.

When records originally returned to the chains, they were sold at list price. But the growth of discounting across the country has changed all of this. Today Woolworth's, and all of its competition, discounts both singles and LP's in every market where there is price cutting. The same is true for the Korvette type of operation. That this discounting has attracted more customers is probably true. Whether it has made the record business more profitable is another question. And that it has hurt the old-line dealer is also true, with many of the smaller record stores seriously hurt.

Discounting

Of all consumer items, records were able to maintain a steadier list price—until the 1950's—than many lines of consumer goods. There rarely were record sales, and secondhand records usually had a good market. The advent of price cutting has changed all this. Records advertised at 30 to 40 per cent discount are not uncommon in almost every large city in the country. A recent Billboard survey of dealers showed that a majority of dealers in cities over 100,000

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CONFERENCE SET FOR PRESIDENT'S MUSIC COM'TEE

WASHINGTON — The first full-dress promotional conference of the President's Music Committee of the People-to-People program will be held in New York, October 6, with spokesmen for the record business, artists, government and national organizations mapping plans for a stronger role of music in world affairs.

Mrs. Jouett Shouse, Chairman of the President's Music committee, has announced the full-day conference to be held at the Biltmore Hotel. Among those exploring all possibilities for strengthening international music ties will be Goddard Lieberman, president of Columbia Records, and Irene Bender, Associated Merchandising Corporation, to outline the role of business.

Isaac Stern will speak on the role of the artist as a goodwill ambassador, and an essay of how effective our musical ambassadors have been, will be given by John Hammond for jazz; Dr. Zelma George, for American Folk Music; Anton Dorati, Conductor of the Minneapolis Symphony Orchestra, for symphony; Major Chester H. Whitting, Commanding Officer and Director U. S. Army Field Bands, for bands; and Mr. Lincoln Kirstein, Director N. Y. C. Ballet, for ballet. Representing musicians will be Herman D. Kenin, president of American

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Juke Box Operators Cautiously Explore Background Music

Street Locations and Non-Metropolitan Areas Provide Most Likely Markets

By AARON STERNFIELD

CHICAGO — America's 10,000 juke box operators, traditionally purveyors of coin-operated recorded music in restaurants, taverns and soda shops, are gingerly exploring the possibilities of background music in factories, offices and better-class public locations.

While background music in the form of FM radio and central studio programming is not new, recent developments in on-location units—both tape and wax—have given the nation's juke box operators a fresh perspective with regard to non-selective music.

Two major juke box manufacturers—Seeburg and AMI—have developed background music units and libraries for the juke box trade. The other three major producers of automatic phonographs—Wurlitzer, Rock-Ola and United—offer hide-away versions of their standard juke boxes for continuous-play programming. Also, various low-cost tape players have received some acceptance among juke box operators.

Operator's Role

The question is not will background music develop at a rapid rate in locations not normally considered good bets for selective music (most informed trade sources

feel it will), but how much of a role will the juke box operator play in this development?

In making his bid for a share of the background music market, the juke box operator is faced with certain limitations. FM radio has proved effective in retail establishments, particularly in supermarkets. But FM radio is completely inflexible with regard to programming, and it is usually available only in metropolitan areas.

Also, with regard to price, the juke box operator will have a tough time competing with central studio systems such as Muzak. But here, too, these systems are generally available only in large cities, and the programming is standardized and not tailored to fit the individual location.

Industrial Locations

Industrial locations will undoubtedly provide a great background music potential. But unless the juke box operator is willing to learn some new tricks, he won't be much of a factor in these locations. Most of these industrials require a public address system and an amplification and speaker set-up which can best be performed by a sound engineer.

But even considering these limitations, there still exists a substantial (Continued on page 106)

Price Cuts in High Gear

NEW YORK — Discounting may have reached its all-time high—or low—in this city last week with some of the deepest slashes in the list price of LP records ever. E. J. Korvette, for instance, advertised many records Sunday (13) at 50 per cent off list. These included such \$3.98 list items as "Heavenly" by Johnny Mathis, and "A Date With Elvis" by Elvis Presley, for \$1.99 each. The ad also included the Frank Sinatra set "No One Cares," which lists at \$4.98 for \$2.49. The Record Hunter, also in New York, advertised a Columbia LP sale, in which if you purchased one \$4.98 classical record for list, you obtained another record for free, making the cost of each record only \$2.49. And Sam Goody, heralding the opening of his new East Side New York store, advertised dozens of cream items for 50 per cent off list, on almost every label.

NEWS OF THE WEEK

Columbia Re-Organizes Pop A.&R.; No Chief, All Staffers Equal . . .

Goddard Lieberman, Columbia prexy, has re-organized the entire pop a.&r. department. There is no longer a pop head, all staffers are independent and equal. . . . Page 2

A.&R. Impact on Albums Grows; Old Pros Make the Hot Sellers . . .

The importance of smart a.&r. work to create strong selling albums is indicated by the successful albums racked up by the old pro a.&r. men. And more and more single hits are coming out of albums. . . . Page 3

Conklins Get Top Midway Gross of \$752,569 at CNE . . .

Rides and shows at the big Canadian National Exhibition, Toronto, racked up a new record this year despite heat and conditions that cut down attendance. The Conklins, Patty and Frank, took in a whopping \$752,569 in the 16 days. . . . Page 80

Record Gate of 915,559 At California State Fair . . .

California State Fair, Sacramento, shattered all attendance records for its 12-day run. Aided by ideal weather, the big expo was visited by a total of 915,559 people. . . . Page 69

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Bossie Doesn't Dig the Beat

CHICAGO — While proponents of background music for employee morale and customer relations rightly point out that the music that is "heard but not listened to" generally makes people perform more efficiently, it can have the opposite effect in the animal kingdom.

In a recent experiment, soft mood music was played in cow barns. According to Dr. Vearl Smith, professor of dairy husbandry at the University of Wisconsin, the cows just didn't dig it. They became distracted, secreted a hormone which cut down on the flow of blood to the udder muscles, and thereby affected the milk sacs, thus lowering milk production.

However for all non-milk-dispensing members of the human and animal kingdoms, background music, properly programmed, usually increases productivity and improves morale.



NOT A LABEL — BUT A RECORD COMPANY!

Columbia Makes Sweeping Change in Pop A.&R. Set-Up

Pop Recording Staff Individual Producers on Both LP's, Singles

NEW YORK — Columbia Records prexy Goddard Lieberman has come up with a sweeping reorganization of the entire Columbia pop a.&r. staff. There is no longer a pop a.&r. chief. Each pop recording man at the diskery is part of the company-wide a.&r. staff, each acting as an independent producer on both albums and singles, and reporting directly to prexy Lieberman. From this week on, each member of the a.&r. staff can accept or reject material as he sees fit without checking with anyone else.

What the change does is to make the Columbia a.&r. set-up somewhat similar to the Capitol Records pattern. Each a.&r. man at Columbia will be assigned specific artists with whom he will work on both singles and albums. The new Columbia set-up, according to Lieberman, will give Columbia 12 individual a.&r. men instead of one. Here is the new set-up on the East Coast for the popular a.&r. staff: Mitch Miller, executive producer; Al Ham, Teo Macero, Ernie Altshuler, Tony Piano and Bob Morgan, staff producers. On the West Coast Columbia is setting up a complete pop a.&r. staff, the first for the label out there in many years.

Martin to Set Up Own Distribbery

NEW YORK—Joe Martin next week will leave his post as director of sales and merchandising at Stereo-Fidelity and Somerset Records to start his own distributing firm. New firm will be called Apex Distributors. Martin has not named the city but it is believed to be somewhere in the East.

Martin leaves Somerset-Stereo Fidelity after two years with the Dave Miller firm. It was during these two years that Miller entered the low-price stereo field with Stereo-Fidelity, which has turned into the most important label for Miller.

Martin, a 14 year veteran of the disk business, has been advertising manager of London Records, with The Billboard, director of the Eastern division of Mercury and promotion manager of the Record Industry Association of America.

Martin's move points up a small trend in the disk field for record execs to start their own distribution firms. Morris Price left Mer-

(Continued on page 12)

West Coast staff will consist of Irving Townsend, executive producer; Percy Faith, Frank De Vol and Allan Emig. The West Coast move will bring both TD and Faith from the East to West Coast offices. There is a chance that DeVol may come east to stay in a short while.

Roving C.&W.

Don Law, the label's country and western hitmaker, who has scored so strongly in pop, will continue to operate as "roving c.&w. producer." Howard Scott, who has been recording Masterworks albums, will occasionally handle pop albums too on the East Coast.

The new Columbia a.&r. set-up will also have a newly appointed co-ordinator of a.&r., who will handle all administrative work in the

pop department, and assume all responsibility for the technical operation of the department, such as integrating recording plans and skedding releases. Newly named as co-ordinator of a.&r. is Stan Kavan, who has been working with the pop a.&r. department since 1956 and has been with the company for the past 10 years.

Columbia also noted that Nat Shapiro, co-ordinator of international repertoire, representing material recorded by Columbia, will be added to the staff. Shapiro represents material recorded by Columbia or its affiliates in many countries throuout the world.

Idea of the new "independent and equal" a.&r. staff is that the one man head of an a.&r. department

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BMI Sale to Col. Pix Looks Likely

By REN GREVATT

NEW YORK—Negotiations for the acquisition of Broadcast Music, Inc., the publishing firm operated by the licensing society of the same name, by the Columbia Pictures interests, were in an advanced state at week's end. It was learned that instructions were sent from BMI execs Bob Sour and Bob Burton on the West Coast to New York BMI attorneys to draw up contracts of sale for execution possibly next week.

It was learned this week that as early as last April 1, BMI had written to various publishers who had expressed an interest in ac-

quiring the catalog asking them to enter into further discussions.

The firm, which was started by BMI at the time of its own inception to provide an immediate reservoir of music for broadcast use, has been less active in recent years. Its net income from mechanicals, performances and sheet music sales in 1956 was about \$140,000. The following year the figure was approximately \$114,000 while in 1958, it came to about \$80,000. The catalog contains hundreds of copyrights, some of which, like "The Song From Moulin Rouge," "Because of You," "Hi Neighbor," "High on a Windy Hill," (which has a current new release by Eddy Heywood on Mercury), "It's a Big, Wide, Wonderful World," "Laughing on the Outside," and "You Walked By," are viewed in the trade as having considerable value.

The asking price of the firm was reported as about \$350,000.

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Moretti Sets Europe Trek

NEW YORK—M-G-M Records foreign sales chief, Gene Moretti, leaves shortly for an extended European tour of M-G-M affiliates and distributors on the Continent and in England. Via Moretti's tour, prexy Arnold Maxin hopes to effect a closer working liaison with the company's European connections.

Moretti hopes to work with European distributors in untangling problems common to all in releasing American based product, and to co-ordinate the release of American hits in the various Continental countries involved.

HUMIDITY EVEN GETS TO ALVIN

HOLLYWOOD — Liberty Records blames the recent humid heat wave for logjamming its orders on David Seville's "Let's All Sing With the Chipmunks" album. The LP is jacketed in an aluminum cover which is printed and processed by the Windy City's I. S. Berlin Press. But, it appears that the Windy City's wind was too humid to dry the ink on the foil. This forced the press to install special drying ovens, which in turn delayed production on the covers.

Label claims it first ordered 75,000 covers, doubled the order during the first week and then jumped to 400,000 in less than two weeks after the novelty album was exposed. (It would appear that sales heat alone could have dried the ink.)

'Fiorello' Original Cast Rights to Cap

HOLLYWOOD — Capitol Records has acquired the original cast recording rights to "Fiorello," forthcoming Broadway musical inspired by the life of New York's late Mayor Fiorello La Guardia. Album will be released immediately after the show's November 23 opening at New York's Broadhurst Theater, and will be supported with the biggest promotional drive in the label's history.

It is being produced by Griffith and Prince who also teamed talents on "Pajama Game" and "Dam Yankees." Book is by Jerome Weidman, music by Jerry Bock with Sheldon Harnick's lyrics, George Abbott's direction and Peter Gennaro's choreography. Cast includes Tom Bosley (as the Little Flower), Pat Wilson, Ellen Hanley, Howard De Sylva, Pat Stanley and Mark Dawson.

Rights to the show were contracted by Capitol artist - repertoire veepee Lloyd Dunn. Deal calls for Capitol to issue at least four singles from the show's score, featuring the label's top names in addition to the original cast package.

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N. Y. Dealers to Make Own Records

NEW YORK — The Association of Record Dealers of New York and New Jersey will soon enter the record manufacturing business, according to Seymour Bondy, prexy of the group. Bondy also took note of the growing membership of the group which now is claimed to number 373 active dealer members.

Explaining the move into the manufacturing end of the business, Bondy noted that "the manufacturers with their clubs and their racks haven't done very much to protect the dealer. We, the record dealers, must protect ourselves and perhaps we can best do that by entering into competition with the record companies at their own level. Our label will be called ARD Records and for the moment we'll be limited to singles only.

"We have already been approached on distribution by various parties and we are working on that angle. Members of our dealer or-

ganization will be serviced with an extra 20-cent discount off the regular wholesale price. Other dealers can get the records at the same price they pay for any singles, that is normal wholesale."

On the LP front, Bondy said a poll of members showed that 93 per cent believed that diskeries were putting out too much product. "It's a terrible situation," he said, "especially when it comes to dealing with a distributor's salesman. It's not his fault that his employer is putting out too much stuff, and yet as soon as he puts his face in your door, you see red. You get downright mad."

Bondy noted that members of the group have carried out an active recruiting campaign for members, which has resulted in 21 recent new additions. He added that a general meeting would be held Tuesday (29) at 8 p.m. in the Henry Hudson Hotel here.

World Pacific Launches Own Distrib Firm

HOLLYWOOD—World Pacific Records prexy Dick Bock has launched his own distributing company here and has moved his label's line to his newly formed West Coast Record Distributors. Distrib firm will also handle the Stinson and Profile labels, and is currently negotiating for several other lines. World Pacific had been represented by California Record Distributing in this area.

Bock told The Billboard his reason for going into the distribution field was to help his firm effect a closer relationship with its indie

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Mathis Firm Sues on 3 Renewal R'ts

NEW YORK—A suit for a declaratory judgment, declaring the plaintiff's rights in the renewal rights to three songs, was filed in New York Federal Court last week by Johnny Mathis Music Company against Miller Music Company and Vincent Youmans Music, Inc., the original publishers of the songs. Tunes involved are "Great Day," "More Than You Know" and "Without a Song," penned by Edward Eliscu, Billy Rose (lyrics) and

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Solon Hints More Decree Hearings

Dissident Complaints on Proposed Amendments Stir Committee Review

WASHINGTON — "Further hearings are possible" by the Roosevelt (D., Calif.) Small Business Subcommittee if the ASCAP consent decree terms now under consideration fail to remedy complaints of dissident members, according to Rep. Wright Patman

(D., Tex.), chairman of the full committee.

In a recent report to Congress on the committee's activities during the first session of the 86th Congress, Patman noted that since publication of the terms of the decree proposed for the American Society of Composers, Authors and Publishers, the subcommittee has received many letters from the small composers and publishers asserting that the amended terms will provide no relief from the "alleged oppressive and unfair policies of the Society. The staff of the subcommittee . . . is reviewing the provisions to determine whether it will remove the inequities, and burdens allegedly threatening the continued existence of these smaller firms. Further hearings are possible."

(The subcommittee report on the decree, plus the transcript of the Roosevelt Subcommittee hearings of 1958 will be on hand for reference during the October hearing by Federal District Court Judge Sylvester Ryan. In a pre-entry hearing, attorneys for ASCAP and the Justice Department will meet representatives of the dissident members, to argue the efficacy of the decree terms. (The Billboard, September 14, 1959.)

Chairman Patman firmly credits Representative Roosevelt with in-

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MEMORY LANE

Victor 60th Birthday Set; Packs Glamor

NEW YORK — A two-record album of unique interest to deejays, dealers and consumers is RCA Victor's "60 Years of Music America Loves Best." Package, which celebrates the 60th Anniversary of the company's "Dog and Horn" trademark, contains an unparalleled collection of classical and pop repertoire dating back to the turn of the century. Made up of both Red Seal and pop repertoire, the selections are virtually all million-disk sellers, and in toto represent a survey of American musical taste thru the years. Along with the element of nostalgia, the set also contains a historical recap of RCA Victor Records which captures much of the glamor of the early days of the phonograph and recording industry.

Package will be available for a limited time to record buyers at a special manufacturer's advertised price of \$3.98.

Selections on the two disks represent not only outstanding performance, but also notable commercial success.

The classical and pop material is intermixed, and includes such notable items as: Enrico Caruso's "Vesti La Giubba," Paul Whiteman's "Whispering," Rachmaninoff's "Prelude in C-Sharp Minor," Marian Anderson's "Ave Maria," Heifetz's "Hora Staccato," Fritz Kreisler's "Liebesfreud," Glenn Miller's "Sunrise Serenade," Benny Goodman's "And the Angels Sing," Duke Ellington's "Take the 'A' Train," Tommy Dorsey's (with Frank Sinatra vocal) "There Are Such Things," Perry Como's "Prisoner of Love," Rubenstein's "Ritual Fire Dance," Toscanini's "Lohengrin," Eddy Arnold's "Bouquet of Roses," Gene Austin's "Ramona," Perez Prado's "Cherry Pink and Apple Blossom White," Harry Belafonte's "Day-O," and many others.

New Distrib Org Formed In Frisco

HOLLYWOOD — San Francisco's disk distrib formed their own group, Record Distributors Association, and elected Bob Chatton of Chatton Distributors as its prexy. Other officers include Pat Butler (Columbia), veepee and Al Bramy (Melody Sales) was voted secretary-treasurer.

Distributing firms represented at the initial meeting included C & C Chatton, Columbia, Decca, Eric, Field, King, Melody Sales, New Sound and Warner Bros.

Association is dedicated to effecting a closer understanding between distributor and manufacturer. Topics aired at the initial meetings included (1) equitable relationship between manufacturer and distributor when switching distrib in the market plus protection of inventory; (2) trans-shipping evil; (3) establishing credit clearance on retails; (4) rack jobber and one-stop problems.

CAP 'CARDS' AT 1/2 MIL MARK

HOLLYWOOD — Dot Records claims its Wink Martindale "Deck of Cards" has reached the half-million mark and predicts that the station KHJ (Hollywood) deejay's disking will emerge as the year's top selling single. Meanwhile, back at the Tower, Capitol is re-recording Tex Ritter rather than re-issue his religious recitation which became the top seller of a decade ago. Reports also persist that Victor will re-issue its Phil Harris version.

"Cards" first hit the deck in 1959 with the original disking on the Four Star label featuring Texas Tyler. However, it was the Tex Ritter Cap cover which reaped the lion's share of sales despite entries by other labels.

Yablon Exits Merc Post

CHICAGO—Gerald M. Yablon this week left his post as chief administrative officer of Mercury branches to become treasurer and comptroller of Arnold Distributors here. Arnold was recently formed by Morris S. Price, former national sales manager of Mercury.

Possible Flop for Goody Stirs Trade

NEW YORK—Tradesters were viewing with renewed interest this week, what has come to be known in recent months as the "Sam Goody situation." This was seen in the light of several new developments including an outright prediction by one lower Manhattan record dealer that "Goody will be absolutely thru (out of business) by December 31." On another front, Goody creditors told bankruptcy referee Herbert Loewenthal that they preferred not to act on any Goody settlement plan until the new Goody East store had a

chance to show what kind of profit picture it can be expected to present.

Meanwhile, other tradesters were speculating on the possible effects on the disk business, particularly in the local New York sector, of a total Goody fold. One of these, pointing to the over-all drop in business of some of the leading Manhattan distributors since last winter (when Goody first came upon troublesome times) attempted to connect this fact and the point that for a large part of that time, Goody was almost completely restricted on buying new merchandise. "If that's the pattern," this observer noted, "it would appear that because Goody closes up, it doesn't mean a windfall for other dealers. It might mean that a certain substantial share of our local business would be lost."

Distrib Nicked

As an indication of just how much some distributors have been hurting in this area this year, it was noted that during the original hearings with Referee Loewenthal, some of the distrib who were members of the creditors committee openly stated that business was "way off." One of the biggest creditors said at the time that in 15 years of being in this business, he had never seen things so bad.

It has also been noted that should Goody go under, his inven-

(Continued on page 10)

Debbie Ishlon Upped to New Col. Post

NEW YORK — Debbie Ishlon, Columbia Records public relations chief, has been appointed to the newly created post of co-ordinator of creative services. Appointment was made by Goddard Lieberman, head of the diskery. In the new post Miss Ishlon will co-ordinate the activities of the firm's public relations, advertising and sales promotion, and design departments.

All of the individual departments will continue to function independently under their respective directors. Miss Ishlon will continue to serve as public relations director; Art Schwartz is the advertising and sales promotion head, and Neil Fujita is director of design and packaging. Miss Ishlon will integrate these department functions. These creative services are also to be allied more closely with the a.&r. and sales departments.

Miss Ishlon, who has been head of the Columbia public relations department for the past eight years, will also co-ordinate activities of the Epic Records creative departments. The Columbia creative departments handle Epic's public relations, advertising and packaging as well.

Mixed Reactions to Lormar Beachhead

Diskery Comments Vary From Loud 'I'm Not the Law' to Cautious 'No Dice'

NEW YORK — Revelations last week on the activities of the new Phoenix, Ariz., distributor known as Flash Records—an outfit known to have a rich background or hoodlum connections in its home territory of Chicago—drew mixed reaction this week from diskers whose labels reportedly were already in the Flash camp or being sought by the firm for Phoenix distribution. It was noted last week in an exclusive story from Phoenix that Flash had acquired Roulette, Prestige, Savoy and King, and that overtures were being made to A-C-Paramount and M-G-M.

M-G-M Says No Dice

M-G-M Records prexy Arnold Maxin told The Billboard "They have never even approached us for the line. Furthermore, in such a case we would always have to consider the great M-G-M name before making any connections which might have even the shadow of a cloud over them."

Savoy Records prexy Herman Lubinsky said that Flash had approached him for the line. "However," said Lubinsky, "we have

made no agreement and there have been no shipments of records made. As in any case where we are approached on distribution matters, we look thoroughly into the parties involved before making our decision."

Syd Nathan, prexy of King Records, reached at his Cincinnati headquarters, admitted that Flash is now representing his line in Phoenix. "We have done business with the Lormar one-stop in Chicago thru our distributor there and I must say our relationship there has been 100 per cent. They've always paid their bills on time and they buy only what they need."

'I'm Not the Law'

"What they do outside of Lormar or Flash is something else again. I'm not the law, and I'd say if they've done anything wrong, let the law worry about it. Be-

(Continued on page 10)

Nelson King WCKY Exit Cues Surprise

CINCINNATI — Nelson King, dean of the local deejays and a feature on WCKY here the last 12 years, left his post there early last week in a move that caught the local music fraternity by surprise. Reason for King's sudden departure still remains hush-hush. Asked by The Billboard whether King had been dismissed or quit on his own volition, a WCKY spokesman said: "We decided to make a change." King could not be reached for comment.

It was rumored later in the week that King had been offered an executive post with WBRC-Radio, Birmingham, Ala., an affiliate of Station WKRC here. A WKRC official acknowledged that King had been talking with Ken Church, vice-president in charge of national ad-

(Continued on page 10)

Victor Inks Mancini to 3-Yr. Pact

HOLLYWOOD—Hank Mancini, who gave RCA Victor one of its top selling albums of this year in "Peter Gunn," officially joined the label's artist roster last week when he signed a three-year record contract. Pact marked the culmination of a lengthy negotiation dating back to the initial market response to "Gunn." That album, from the TV killer-diller of the same name, exploded into the "Top LP's" charts earlier this year (where it and its sequel, "More Music From Peter Gunn" still rest among the top 10) and shot the youthful composer-arranger-conductor into disk prominence.

Since the package was recorded on a one-album basis, no term contract was in existence tying Mancini to Victor. Talks continued and Mancini's terms for signing mounted as his sales and disk stature increased.

His contract now places him in Victor's top bracket. His pact also gives him the freedom to continue his movie and TV film scoring and permits him to appear on other labels when those labels acquire

(Continued on page 10)

FINAL PLANS LAID FOR 8TH C.&W. D.J. MEET

NASHVILLE — Gov. Buford Ellington of Tennessee will welcome the country music deejays when they gather in Nashville, November 13-14, for WSM's Eighth Annual Country Music Disk Jockey Festival. Governor Ellington will address the opening session Friday morning (13).

Bob Cooper, manager of WSM, and Ott Devine, program director of the station's "Grand Ole Opry," announce that plans for this year's convention are being finalized, with this year's registrations expected to hit around 2,200. Registration

starts Thursday, November 12, at the Andrew Jackson Hotel, convention headquarters.

As always, top leaders in the country music and recording field will be active participants in the convention. As in the past, too, Cadence Records, Columbia Records and BMI will sponsor their various social events. Dee Records will sponsor the Saturday night dance. This year's festival coincides with the 34th anniversary of "Grand Ole Opry." The visiting disk jockeys will be guests of WSM at a reception Saturday afternoon and for the "Opry's" birthday performance at Ryman Auditorium Saturday night.

A&R Impact on LP's Grows; Old Pros in Catbird Seat

NEW YORK — Altho the position of the a.&r. man in the singles field has been undergoing attrition in the past few years as more and more spanning new labels break thru with hits, the a.&r. man is becoming more and more important in the album field. Since albums now represent better than 75 per cent of the dollar volume of the record business, it is obvious that substantial LP product is most important to produce steady income for any record company. More and more diskeries have learned that strong LP product can only be made by solid record men and that the LP boss not only has to be commercial, but that he has to be creative song-wise, idea-wise, and in packaging and promotion.

The companies with the sharpest and best selling LP product in the pop field are generally staffed with the old pros who have a solid track record in the disk business. Some of them have produced many single hits in their reign, others have worked on al-

bums ever since the days when all you had to do to create an album was to package five singles in an album container.

The fact that the pros in the business are making the hot albums, with few exceptions, is illustrated more by the increasing number of hit singles that are coming from albums. Over the past few months there have been more than half a dozen hit singles from albums, even tho "quality" is not supposed to be easy to sell these days. Bobby Darin's "Mack the

Knife" is from his Atco album; the Johnny Mathis "Misty" is from his latest Columbia set; Nina Simone's "I Loves You Porgy" is from her Bethlehem LP; Arthur Lyman's "Taboo" was from his Hi-Fi LP; "Quiet Village" came out of Martin Denny's Liberty set; the upcoming "Battle Hymn of the Republic" is from the Mormon Tabernacle Choir's Columbia album; and "Lonely Guitar" is from the Annette Vista LP. And the recent hit tune "Battle of New Orleans" (Continued on page 64)

CHANTING PATTERNS

Chain Competition Spurs Discounting

• Continued from page 1

cut price. In smaller towns, however, only a minority of dealers cut price. Altho some dealers won't believe it, price cutting did not start with Sam Goody in New York. That Goody made the most noise and had the largest stock of discounted merchandise in the early 1950's, however, was probably true. That Goody did not run his discounting operation very well is evidenced by the fact that Goody is now operating his two New York stores under Section 11 of the Bankruptcy Act.

Certainly Goody's example helped start a lot of other discounting operations, mainly in New York, but over the past five years price cutting has spread across the country. In the price cutting operation the dealer or store cuts price via various means. Sometimes the store takes a shorter mark-up. Sometimes the store or large retail chain is able to obtain a lot of merchandise very cheaply, either by a large purchase direct from the manufacturer, or because it is "dump" merchandise, slow sellers that the manufacturer pressed too much of and can no longer carry. The price-cutter may work thru the dis-

tributor in his territory, an outside distributor or trans-shipper, a one-stop, the manufacturer himself, a rack jobber, or even another store.

Under any circumstances, it means a lower price for the consumer, but a harder time for the regular dealer. Obviously, if everyone around him cuts, the legitimate dealer is often forced into the same type of business. Dealers with a certain loyal clientele, or the type of clientele who are not totally concerned with saving a buck, have managed to stay afloat, but in large cities these are fewer today.

(Continued on page 64)

High Honor To Ellington

NEW YORK — Duke Ellington last week received the 44th Spingarn medal, presented annually "for the highest or noblest achievement by an American Negro during the preceding year or years." In accepting the award, Ellington stated that jazz means "freedom." The term also means peace, he added, "because peace can come to mankind only when man is free."

The award was presented by Benny Goodman. In a speech, the origin and purpose of the award was explained by Arthur B. Spingarn, president of the National Association for the Advancement of Colored People, and brother of the late J. E. Spingarn who instituted the award in 1914.

Top Rank Cuts 3 Yank Hits

CHICAGO—Top Rank records, the English firm that sparked the recent international meet of indies to set up a licensing pool, is about to make its initial release of three American hits, it was learned. The first entries will be "My Own True Love," Jimmy Canton's side on Ace; "Hey Little Girl," by Dee Clark on Abner, and "Slow Motion," by Wade Flemons on Vee-Jay.

Mrs. Jimmie Rodgers III

MERIDIAN, Miss.—Mrs. Jimmie Rodgers, widow of Jimmie Rodgers, America's original blues yodeler, underwent surgery at the Rush Memorial Hospital here Friday (11). She is reported doing well.

CORRECTION ON ZENITH PREMIUM

NEW YORK — Last week it was noted that a special "stereo package" of 10 Decca LP's will be given away with each Zenith stereo phono by dealers during the fall season.

This statement should have been to the effect that "Zenith distributors are offering dealers the opportunity this fall to make available the 10 LP sets with their sales of Zenith stereo phonographs." The option of making the offer lies with the individual dealers.

Victor Sept. Pop Album

NEW YORK — Initial packages in RCA Victor's September pop album schedule include albums by the Crew Cuts, Jesse Belvin, Don Gibson and a jazz specialty by Rex Stewart and Dickie Wells.

The four albums are offered in both monophonic and stereo versions, the latter with the new miracle surface anti-static compound.

Embee Adds Two Acts to Roster

HOLLYWOOD — San Francisco's indie label, Embee Records, last week signed Milt Harris, Bay area, vocalist, and teen-age composer-singer Michael Maffay to long term disk pacts. Label's other artists include Nervous Norvus, whose oddball "Transfusion" disk enjoyed brisk sales response.

Label is headed by Paul Barrett, who earlier this year made his third appearance in Washington to testify on behalf of the Music Operators of America against the proposed elimination of the juke box exemption in the Copyright Act.

Frey Woos Dealer Aid in JD Hassle

NEW YORK — Sid Frey, proprietor of Audio Fidelity Records, who has sometimes been referred to as "l'enfant terrible of 11th Avenue," released a letter to the nation's record retailers this week enlisting their support in the company's legal battle with the Justice Department.

Referring to news stories last August 26, concerning the Justice Department's suit against Audio Fidelity charging unreasonable restraint of trade, Frey stated to the dealers: "We feel we have maintained ethical business dealings with you, Mr. Dealer. Simply stated, the effect of the Attorney General's accusations are that Audio Fidelity has prevented transshipping and attempted to prevent malicious discounting and destructive price-cutting of Audio Fidelity records."

"Mr. Dealer, what does all this mean?" Frey went on, "In our opinion, it means we are being prosecuted because we are ethical with you. Is this reason for a prosecution or for commendation. Why is Audio Fidelity singled out in

Vee-Jay Inks Jazz Artists

CHICAGO — Vee-Jay Records stepped toward its entrance into the jazz field with its signing this week of four artists, each of whom will star in an LP. They are Paul Chambers, Lee Morgan, Wayne Shorter and the Modern Jazz Trio Plus Three.

'TAKE BACK YOUR GOLD'

NEW YORK — The trade was chuckling last week over a payola that backfired, to the chagrin of a big time a.&r. exec., and to the credit of a well-known deejay. Seems the a.&r. man, who has yet to meet the jock, sent him a new record last week with a \$100 check pinned to the envelope. Note attached read: "Hi. This is our latest release and we hope you like it." The deejay, incensed at the payola offer, returned the check with a note reading: "Hi! I'm playing your record, but I don't need this to do it!"

Col to Crash Craddock Thru

NEW YORK — Columbia Record merchandising, a.&r. and sales department are on an all-out campaign to capture a bigger share of the teen-age singles record market. First artist to get the dynamic campaign treatment under the aegis of singles merchandising chief Dave Kapralik is a young artist named Crash Craddock, whose latest record "Don't Destroy Me" has just been issued. According to Kapralik this is only the first of the all-out drives that Columbia will put behind its newly acquired roster of teen-age artists this year.

Craddock, who has issued two records previously on the Columbia label, is a 19-year-old singer from Greensboro, N. C. He has been singing since he was 12, and was discovered by night club

(Continued on page 39)

FREEBEE

M-G-M Gift Album for Khrush

NEW YORK — During his visit here this week, Soviet Premier Nikita Khrushchev was the recipient of a personal copy of the M-G-M new release recording of Serge Prokofieff's opera "War and Peace."

Underscoring the theme that great art can overcome the barriers of national boundaries and different social systems, an exec of Loew's, Inc., told the visiting Soviet chief that "War and Peace" was recorded in Vienna, under American conductor, Wener Janssen, who directed the Vienna State Opera Ork and the Vienna Kammerchor of 70 voices.

In a note accompanying the gift, M-G-M Records prexy Arnold Maxin advised Khrushchev that 10 additional copies of the album would be forwarded to him at the Kremlin for distribution to Russian hospitals for wounded World War II vets. Maxin also expressed the hope that in the future, recordings of American composers and instrumentalists would be heard as freely in the Soviet Union as recordings of Soviet artists are heard in the U. S.

First Todd Disk by Dot

HOLLYWOOD — Dot Records will issue its first Todd disk to kick-off the distribution arrangement recently concluded between Dot prexy Randy Wood and Todd prexy Paul Cohn (The Billboard, August 31). It's a Lucky Millinder single, coupling "Trouble in Mind" with "Let It Roll."

Riverside in Kidisk Field

NEW YORK — Riverside Records, long known for its activity in the jazz and folk fields, has taken the plunge into the kiddie market with the launching of the Wonderland kiddie line of \$1.98 LP's.

Producer of the new album line is Leo Israel, a vet in this kiddie field. Among the six sets due for immediate release are albums by Ed Wynn, Cyril Ritchard and Martyn Green. October sets will be by Ed Wynn, Alec Templeton and Jon Arthur. Later on, there'll be a series of "Songs Children Sing" sets, featuring music from Germany, Spain, Italy and other nations.

NIPPON WAX SCENE ACTIVE

New Tie-Ups for Foreign Products; Soviet Wants In

YOKOHAMA — A flurry of activity has occurred here in the music and disk world with a number of companies contracting for new releases of foreign made diskings. Also of interest are the forthcoming visits to Japan of a number of well-known foreign artists.

Toshiba, a leading electronics firm here which is affiliated in various operations with General Electric, and which developed the anti-static record pressing process known as "Everclean," recently acquired rights to the American Bethlehem label via EMI in England. First LP releases will be Art Blakey's Jazz Messengers in "East Coast Jazz," and "Lullaby of Birdland," by Chris Connor. The American singer is now on Atlantic Records in the United States.

The Soviet Union is also attempting to move into the Japanese market via recordings to be issued on

the New World Records label. Among others, the Soviet-based firm will release disk product of Supraphon (Czechoslovak) Records and Poliski Nagrane (Polish) Records. The Russian label will also release a performance of the Mozart Violin Concerto No. 5 with violinist Boris Gutnikoff and the Japanese maestro M. Uyeda, conducting the Leningrad Symphony. The recording was made in Leningrad last fall.

Nippon Gramophone, which now releases Coral and Deutsche Gramophon, has just added Peerless Records of Mexico to its roster. Meanwhile, a spokesman has indicated that "all Japanese recording companies are getting terribly busy to release their records." London in turning out eight LP's of the Vienna Philharmonic Orchestra, while Epic is issuing sets by the

(Continued on page 66)

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PRESIDENT'S MUSIC COMMITTEE MEET

• Continued from page 1

Federation of Musicians, who will act as chairman of the midday luncheon.

Vice-President Nixon will speak for government. Government cultural agencies will be represented by Robert H. Thayer, assistant to the Secretary of State for Co-Ordination of International Cultural Relations; George V. Allen, Director of the U. S. Information Agency, and Sen. Thomas J. Dodd (D., Conn.).

A first glimpse of the design proposed for the National Cultural Center here will be given by architect Edward D. Stone. There will be a no-holds-barred debate on government subsidy versus private support by participants at the conference. Mrs. Shouse has also invited frank discussion on "What is the impact of the Music Committee abroad, and is it worthwhile?" Heard from on this topic will be Max Tak, executive secretary of the Committee for Netherlands Music, and Charles G. Provanca, Director Amerika Haus, Bonn, Germany.

The Music Committee hopes for concrete suggestions and target projects, rather than pleasant generalities at the conference: Who

can provide what in the way of money and equipment for our artists to use on a realistic and personal level in meeting artists and musicians of other countries while on tour? How can the Music Committee widen its clearing-house function to get requests for certain scoring or instruments from Bangkok or Korea, for example, to the right American musicians, arrangers, association, school, publisher or manufacturer? And how can Americans in the music business—the record company, the artist, the talent agent, the music publisher—take on practical assignments to help the exchange of performing arts, and at the same time bring benefit to the artist, label, et al., making the good-will contribution in funds or service?

For the ladies of the orchestra, there will be a style contest offering designs for stage dress for women players to keep them on a style par with the males in the orchestra. Attempting to provide an all-embracing and glamorous costume for the lady musicians will be Vera Maxwell, Ann Fogarty, and Miss Tonina Dorati.

The President's Music Committee, which is made up of representatives of all fields of American music and the music industry, published the first International Music Calendar last April, as part of its worldwide music promotion. It also publishes both a summer and winter calendar of music activities in the U. S. The committee clears music competitions held thruout the world thru its contacts with over 57 countries, and distributes source materials around the globe to those who want to exchange ideas on jazz, folk music, band, chamber, orchestral music and opera.

Gary to Guest On Welk Show

CINCINNATI — Singer John Gary spotlights his new Fraternity Records release, "Thank the Lord for This Thanksgiving Day," in a guest appearance on the Lawrence Welk TV-er from Hollywood Saturday night, October 3. Arrangements were made in a phone call by Welk to Harry Carlson, Fraternity prexy, Wednesday morning (16). In addition, Gary introduces the "Thanksgiving" tune, written by Paul Cunningham, former ASCAP prexy, and veteran songwriter Jimmy McHugh, on the Jack Paar show October 8. It will mark his fifth guest shot on the Paar opus in less than five months.

The new Gary release was introduced officially for the first time Thursday (17) with Gary's second appearance in three months on the Ruth Lyons "50-50 Club" show beamed simulcast over the Crosley Broadcasting Company's four-station network comprising WLW-T here; WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-I, Indianapolis. Gary has also been set to appear at the International Music Fair in Chicago November 13-23.

Two new artists made their bow on the Fraternity label the past week. Jessie Lee Turner, of Boling, Tex., who recently had a hit in "Little Space Girl" on Carlton Records, has left the latter label to cast his lot with Fraternity. His initial release on Fraternity is "Teen-Age Misery" b/w "That's My Girl." Other newcomer on the Fraternity talent roster is Billy Moon, of San Benito, Tex., whose first release is "Ginny, Darlin'" b/w "Love of Yesterday." Turner and Moon collaborated on the latter ditties as well as on "Teen-Age Misery." "That's My Girl" was penned by Floyd Robinson.

Simeon, Jazz Vet, Dies

NEW YORK — Omer Simeon, well-known New Orleans jazz clarinetist, died here Thursday (17). Simeon, who was 57, succumbed to cancer. Since 1951, he had been with the Wilbur de Paris band and accompanied the group on a 1957 African tour under the sponsorship of the Department of State.

Born in New Orleans, Simeon played with many of the early jazz greats, including King Oliver and Jelly Roll Morton. In the 30's and 40's he played in the bands of Earl (Fatha) Hines, Coleman Hawkins, Walter Fuller and Jimmy Lunceford. Simeon also made records with Lionel Hampton and Kid Ory. In addition to clarinet, Simeon also was frequently heard on alto and baritone sax.

BIG CASH IN CASH MONTH

MEMPHIS—It's been over a year since Johnny Cash departed from the Sun Records combine here to become affiliated with Columbia Records. However, it was known at the time Cash left here, that Sun's Sam Phillips possessed many Cash masters. At the time, Sun was releasing a new Cash disk almost concurrently with the Columbia releases of the chanter.

Last month, Sun inaugurated a special Johnny Cash Month, during which the diskery and its distributor gave special attention to promoting Cash LP's and EP's. Now the word comes from Sun that the promotion was so profitable, it has been extended another month thru the end of September.

HOT 100 ADDS TEN

NEW YORK — Ten new sides hit the Hot 100 chart for the first time this week. Details are:

62. Got the Feeling—Fabian, Chancellor
70. Ski King—E. C. Beatty, Colonial
71. Say Man—Bo Diddley, Checker
74. Don't You Know—Della Reese, RCA Victor
79. Boogie Bear—Boyd Bennett, Mercury
82. Shout—The Isley Brothers, RCA Victor
88. Tucumcari—Jimmie Rodgers, Roulette
94. Six Boys and Seven Girls—Anita Bryant, Carlton
98. Plenty Good Lovin'—Connie Francis, M-G-M
99. In the Mood—Ernie Feilds, Rendezvous

TOPS SEEKS D.J. TALENT PICKS

HOLLYWOOD — Tops Records is out to turn the nation's deejays into talent scouts. As a promotional stunt, label's national promotion manager George Sherlock called on the platter spinners to send dubs of outstanding talent they've encountered in their own area to Tops artist-repertoire director Dave Pell. Announcement coincidentally coincided with Sherlock hitting the road contacting deejays in Philadelphia, Atlanta, Cleveland, Detroit, Chicago and Baltimore. Label will issue a minimum of two singles per month, Sherlock said, and is seeking new talent.

Spoken Word Wall St. Tie

NEW YORK—In a week that showed the sharpest price decline since December 1957, Spoken Word Records has joined forces with the New York Stock Exchange to help novice investors and bewildered readers of the financial columns. The series, listed as "The Art of Investing" has 13 disks packed in three boxes. Listening time runs almost nine hours. Prominent analysts, bankers and writers take turns in individual lectures and group discussions. Topics range from "What Are Stocks" to "Dollar Cost Average" to "The Rate of Capital in Our Economic System."

The set is mainly on an elementary level, aiming at the beginning investor. Presentations are informative and lucid thruout. Cost of series makes it a more likely prospect for schools and clubs than for individuals. **The Art of Investing—Spoken Word SW-A 20-22.** Bernie Hodes.

Frank Music Snares Score

NEW YORK—Saunders Publications, affiliate of Frank Music, has snagged the score to one of the highly touted upcoming Broadway musicals, "The Girls Against the Boys." This is the new musical revue that will star Bert Lahr, Nancy Walker, Shelly Berman and Dick Van Dyke. The lyrics and sketches are by Arnold Horwitz, the music by Dick Lewine, and additional music by Albert Hague. Show opens in New York on October 27.

Two New Packages By Contemporary

HOLLYWOOD — Contemporary Records is issuing two packages, one under its own banner and the other by its sister label, Good Time Jazz. The Contemporary release, "Benny Carter: Swingin' the 20's," marks the initial disk appearance of Carter with Earl Hines. Other jazzmen include Leroy Vinnegar and Shelly Manne. The GTJ offer features the Banjo Kings in their third LP release.

Merc Preems 15 New LP's For Sept.

CHICAGO — Fifteen new LP titles appeared in an album release by Mercury Records this week, each in stereo and monaural versions. In addition, a dozen albums available earlier in mono form preemed as stereo entries. Merc's low-price label, Wing, also was augmented by a dozen new LP items.

Among the artists featured in the new stereo-monoaural items are Richard Hayman, Quincy Jones, Buddy Rich-Max Roach, Dinah Washington, The Riverboat Five, Dick Contino, Eddy Howard, Eddie Layton and Sil Austin-Red Prysock. Classical items in the two-way release are by the Philharmonia Hungarica with Antal Dorati, the Minneapolis Symphony with Dorati, the Detroit Symphony with Paul Paray, the Eastman-Rochester Orchestra with Howard Hanson, the Eastman Wind Ensemble with Frederick Fennell, and the Eastman-Rochester "Pops" Orchestra with Fennell.

M-G-M De Luxe Goodman Set

NEW YORK—M-G-M Records is planning an early October release of a de luxe Benny Goodman, three-LP "Treasure Chest" package. The deal was completed recently by the label prexy, Arnold Maxin and Goodman. The set will contain a series of never-before released original performances recorded in 1937 by the Goodman band, trio and quartet. Featured a such names as Harry James, Gene Krupa, Charlie Christian, Teddy Wilson, Lionel Hampton and Ziggy Elman.

To kick the set off, Maxin has set a series of regional distributor meetings at which special incentive programs will be outlined. First of these is today (21) in New York at which Goodman himself will be present. Others are set for Chicago (23) and San Francisco (25).

Package, which is backed by heavy advertising and promotion plans, will sell for \$11.94. Individual LP's will also be released at \$3.98. Boxes of EP's in various combinations of three each, will also be made available.

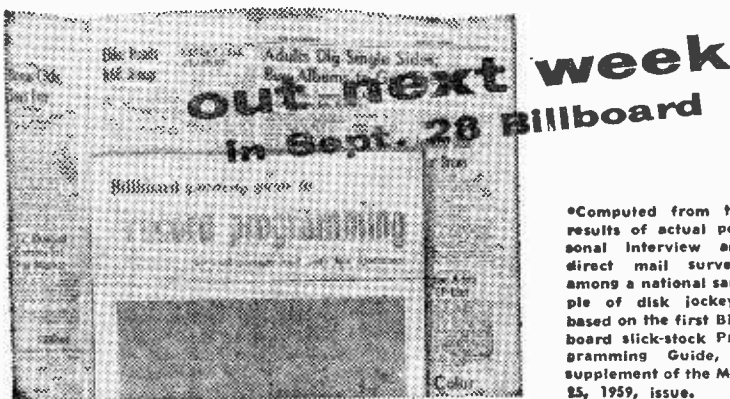
Dot Singles Get Facelift

HOLLYWOOD — With an eye toward sprucing up singles sales, Dot Records will spruce up its singles sleeves. Program entails a complete revamping of its sleeves and includes full-color sleeves carrying portrait of the artists. These currently are being pre-printed for the label's key artists with disk titles to be imprinted later. Label is also pre-printing sleeves for its new series of "All Time Hits" singles. Reason for glamorizing sleeves: To command more eye appeal in this self-service era.

OCTOBER 19 IS
MOVIN' DAY!

An edition that will be read,
used and referred to by the
average disk jockey for

11 full weeks*



*Computed from the results of actual personal interview and direct mail surveys among a national sample of disk jockeys, based on the first Billboard Slick-stock Programming Guide, a supplement of the May 25, 1959, issue.

"DON'T DESTROY ME"

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sparks
are
flying...

CRASH CRADDOCK

b/w "BOOM BOOM BABY" 4-41470

He's Columbia's new teenage wonder—Crash Craddock—coming up with two fabulous sides! DON'T DESTROY ME... a great "heartbreak" ballad and BOOM BOOM BABY... a solid rock rhythm that just shakes all over! Crash is all ready to fire up the charts with these two!

Call your Columbia distributor today.

COLUMBIA  **RECORDS**

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Bourne Wins Court Not-in-'Gang' Suit

NEW YORK — The long-pending court action involving the renewal rights to the song "That Old Gang of Mine," which was originally instituted six years ago by cleffers Billy Rose, Ray Henderson and the late Mort Dixon against Bourne Music, has been settled in favor of the publisher. The decision was handed down this week by Federal Judge Edward J. Dimock.

Originally, the three writers had charged infringement of renewal rights by Bourne, claiming that at the time of the currency of the renewal in 1951, they had acquired all rights to the song. The Bourne interests had claimed that at the time of the assignment of the song to them in 1923, the right to secure the renewal was contained in the assignment.

The songwriters, on the other hand, contended that (1) the instrument on which the Bourne claim was based did not constitute a present assignment of the future right of renewal, and (2) that even if it constituted a present assignment, inadequacy of consideration and unforeseen changes in the music business precluded any declaration that the publisher was the legal owner either absolutely or subject to the filing of an assignment in the names of the plaintiffs.

The theory of "inadequate consideration" was based on the fact that the original assignment as constituted did not and could not possibly have taken into account such new methods of exploitation for a song as synchronization, TV, transcriptions and the important position occupied by records.

In June, the plaintiffs had

moved for a dismissal of their charges. The motion was granted, but at the same time, Bourne entered a countersuit, seeking a declaratory judgment regarding its full ownership of the renewal copyright.

It was on the countersuit that Judge Dimock rendered his decision this week, fully sustaining Bourne's claim. In ruling in favor of the publisher, the Judge stated that "the publisher proved that it had exploited the song for 30 years and paid the composers a total of \$35,349," adding that "the composers offered no evidence of the adjustment necessary to accomplish a complete rescission at this late date."

The case was followed over the years with considerable interest by publishing and writer circles, in view of the impact which a decision in favor of the writers might have had. Had the cleffers been sustained in their claims, the decision undoubtedly would have been viewed as precedential and would have become the basis for innumerable other suits involving renewal rights to songs.

Victor Cuts Pre-B'dway

NEW YORK — RCA Victor has released two singles by the Ames Brothers and Ann Grayson featuring songs from "Take Me Along," upcoming Broadway musical produced by David Merrick with lyrics and music by Joseph Stein and Robert Russell. Ames do the title song, "Take Me Along," while Ann Grayson does "Nine o'Clock."

NIKITA ALBUM TUNES PICKED

NEW YORK — The final votes in WNEW's (New York) search for the most typically American songs showed the following: "White Christmas," "Stardust," "When the Saints Go Marching In," "Ol' Man River" and "St. Louis Blues."

These are the songs to be presented to Premier Khrushchev by WNEW in a special album titled, "Star Spangled Music." The LP will include translations into Russian of all the lyrics. A total of 14,000 votes were cast during the three week voting period from August 18 thru September 9.

Roulette New UST Pactee

HOLLYWOOD — Roulette Records, and its new-born sister firm, Forum, last week hopped aboard the United Stereo Tapes bandwagon to give the Ampex Audio, Inc., subsidiary a total of 19 labels whose product it will duplicate and/or distribute in four-track, open-reel form. Contract was signed by Roulette veepee Joe Kolosky and Herb Brown, Ampex Audio veepee who heads the UST operation.

Bill Muster, UST's marketing manager, told The Billboard that the initial Roulette release in the new four-track stereo tape form will include "Basie One More Time," "Try a Little Tenderness," "Themes From the Hip," "A Man Ain't Supposed to Cry" and "Joe Reisman Salutes the All-Time Instrumental Favorites."

Releases under the Forum banner will be devoted to that label's imported classical catalog and will

Merc Makes 2 Distrib Shifts

CHICAGO — Two distributor changes were announced by Mercury Records this week.

The firm is setting up its own branch in Pittsburgh, to be called Mercury Distributors, Inc., replacing Remlee Sales Corp. which suddenly folded last week. New branch is headed by Fred Katz, for nine years a Merc salesman. Bob Vogel will be promotion manager. Both men move over from the Remlee organization. Don Thorn, Central States regional manager, will oversee the new outlet.

In the Northwest, Mercury appointed B. G. Record Service, Inc., to cover the Seattle and Portland territories. This area previously was handled by C.&C. Distributors, which will continue to represent Merc in the San Francisco territory. B. G. maintains headquarters in Seattle and Portland. The Portland office is operated by Bertha Gribble, a 15-year vet of the disk industry. Seattle is supervised by her partner, Oliver Runchey, the largest distributor of tapes on the West Coast. New Merc sales staff will consist of six men, including one in Alaska.

mark the first low-price four-track tape product to be put on the market, thus adhering to UST's principle of keeping the four-track tape packages competitively priced with their stereodisk counterparts.

Acquisition of Roulette gives UST access to recordings by Jimmie Rodgers, Count Basie, Joe Williams, Joe Reisman, Maynard Ferguson, Henry Sweets Addison, Julius La Rosa, Pearl Bailey and Tyree Glenn.

SQUARE DANCE FIESTA HELD

NEW ORLEANS — The 1959 Square Dance festival was held here September 11-12 at Municipal Auditorium. Some 2,000 persons attended, according to Harvey Bolster, president of the Greater New Orleans Square Dance Association, the sponsoring organization.

Square dance stars appearing on the program included Dick and Ella Reinsberg, Detroit, Mich., round dance stylists and teachers; the Rhythm Outlaws band of Dallas. The program on September 11 included dancing from 8 p.m. to midnight. A round dance workshop was held September 12 from 1 to 2:30 p.m., and a square dance workshop from 2:30 to 4:30 p.m. A grand march followed by dancing was held from 8 p.m. to midnight. Following the festival, participants gathered at the New Orleans airport for breakfast followed by a contest between callers and dancers.

Dot Inks Teenager

HOLLYWOOD — Hillard Street, 19-year-old vocalist, was signed by Dot this week; deal is for one year with options. Street, who is handled by Hank Sanicola, had released a single under the Capitol banner prior to his joining the Dot roster.



COUNTRY MUSIC

FOR

BIG CITY SALES

Jean Shepard

goes pop on...

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TEARDROPS
AND SORROW"

"SWEETHEART DON'T
COME BACK"

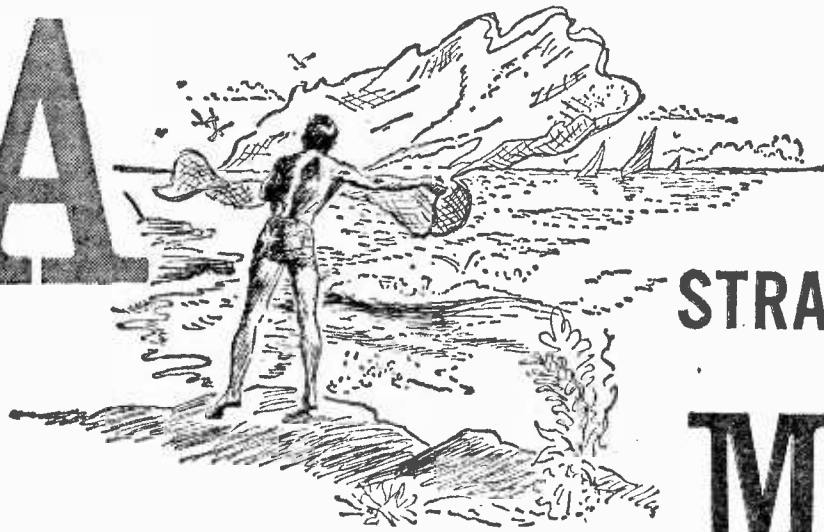
RECORD NO. 4279



The Instrumental of '59

...by the Artist
of '59

The ENCHANTED SEA



No. 55212

B/W

STRANGER IN PARADISE

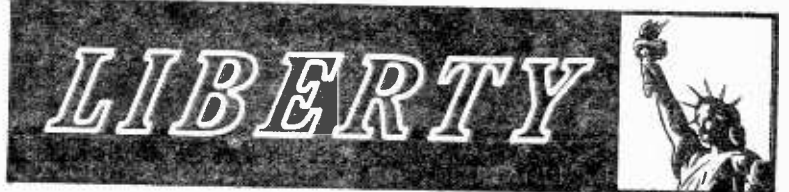
MARTIN DENNY

BEST SELLING LP's by Martin Denny

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LRP 3081 LST 7001
LRP 3102



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GIVE TO DAMON RUNYON CANCER FUND

Possible Flop for Goody Stirs

• Continued from page 3

tory (estimated wholesale value of about \$1,000,000) would undoubtedly be auctioned off, with prices ranging in the neighborhood of perhaps no more than 50 cents per LP. Some claim that these would likely be bought up by the big discounters for use as "football merchandise," further disrupting the whole retail picture. It is claimed that with this amount of merchandise on the market here at "ridiculously low prices," new buying by dealers and their customers would be slowed for a number of weeks or even months.

As an example of how deep price cuts can effect the business in general, a special promotion undertaken by one New York store on the occasion of the London "May Is Mantovani" month was cited. The store elected to sell Mantovani LP's at \$1.79 during the period. At the time, a London spokesman said that word of mouth of this promotion among dealers and consumers, caused a tremendous loss to the company in orders. "When prices like that obtain, nobody orders," was one comment.

On the other hand, others said that the Goody merchandise dumped on the New York market would have little effect in view of the already precarious pricing situation on LP product now existing here.

Another point that has been raised is Goody's value to diskeries as one of the last outlets which stocks catalog in any depth. "Who will sell catalog if Goody and a few others aren't around to do it," was the question raised, particularly in view of a suit against manufacturers' clubs (which do sell catalog) launched in Chicago by certain retailers connected with the SORD. It was pointed out that

such a suit could conceivably result in a change in the status of club operations with regard to pricing policy.

Still other traders claim, however, that catalog today means little in the total merchandising picture. "It's not selling, so it shouldn't be a factor," commented one authority.

May Wait for New Year

There was a feeling in some quarters that any decision on a Goody settlement plan might well be delayed until the first of the year, since this is the best selling season of the year anyway. Meanwhile, it was noted that Irving Tepper of the well-known lower Manhattan disk mail order operation, Chesterfield Music, has been present at a number of the creditors committee get-togethers. Tepper was believed interested in acquiring some of the assets of the Goody empire should such a possibility arise.

Marks Skeds Two-Month Europe Trek

NEW YORK — Herbert E. Marks, prexy of the E. B. Marks 52d Street publishing axis, flew to Europe last week for a two-month tour of principal cities. He is accompanied on the trek by Mrs. Marks.

Marks will spend most of his time in England and France, where his catalog does not have exclusive representation. Thirty dates in London and 20 in Paris have already been scheduled with publishers, recording men, performing rights society representatives and others. Shorter trips to Marks reps in Germany, Italy, Holland and Spain will follow.

Traders noted that the Marks firm is currently swinging with two important hits, including Sarah Vaughan's "Broken Hearted Melody" on Mercury and Dinah Washington's "What a Difference a Day Makes," also on Mercury.

After business conferences in Madrid, Mr. and Mrs. Marks will spend a week visiting the smaller Spanish cities. They will depart from Lisbon in the middle of November for the homeward flight.

Nelson King

• Continued from page 3

vertising for WKRC, and Louis Taft, head of the WBRC operation, but that nothing definite had yet come out of the confabs.

Meanwhile, at WCKY, Leo Underhill, who has been conducting the station's morning platter show, takes over King's two daily slots. 10 a.m. to noon and 2-4 p.m. Will Lenay, who joined WCKY two weeks ago after resigning from WSAI here, succeeds Underhill in the daily 6-10 a.m. slot.

King, who for the past year and a half has been concentrating on the pops, was formerly rated one of the top country and western deejays in the nation. For seven years in a row he was voted No. 1 c.&w. jockey by the nation's deejays in a poll conducted by The Billboard.

Victor Inks

• Continued from page 3

the original sound track disk rights to the scores he conducts.

First release scheduled under the new contract is "The Mancini Touch" to be issued after the first of the year. Package marks the initial step in Victor's projected program to disarm Mancini from "Gunn" and build him into the broader realm of a bandleader. It

Reactions to Lormar Beachhead

• Continued from page 3

sides, I say, let he who among us is without sin, cast the first stone. And I don't see anybody throwing any stones."

Sam Clark, prexy of ABC-Paramount, admitted that "they have approached me by mail, phone and personally. However, we're perfectly satisfied with Frontier Distributors in Texas which serves the Phoenix market for us. We contemplate no change in distributors. Frankly, I have no idea why Flash should be pushing our "Living Doll" record, but I think I should send them a thank you note for their help."

Joe Kolsky, prexy of Roulette Records, declined comment.

Bob Weinstock, who heads up Prestige said that "Flash handles our line. They've got shipments of our records now and the only fair way for us to judge them is on the basis of whether they pay their bills and whether they promote the line properly. I'm not the law and it's not up to me to try a man. If they prove a man is guilty of a crime and they send him to jail that's a different thing. There are plenty of so-called legit people in the distributing business who take on your line, don't pay their bills and disappear. What about them?"

One of those queried added that he would take the line away from Flash only if he discovered that they were using the distributorship in Phoenix to get the basic rate and shipping records into their

Lormar one-stop in Chicago.

Meanwhile, it was learned that the Joe English is the active manager and operator of Flash, the company, which was founded last August 1, is owned by a Mrs. Margaret Ross of Chicago.

SHAWNEE STANDARDS

"MY GAL SAL"

(by arrangement with E. B. Marks)

Current Recordings:

- The Alley Singers—Victor
- Billy Daniels—Verve
- Banjo Kings—Good Time Jazz
- Mitch Miller—Columbia
- Mills Bros.—Decca
- Lanny Ross—Design
- Del Wood—Victor

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- MACK THE KNIFE ●
BOBBY DARIN ATCO#6147 ●
- BUT NOT FOR ME ●
JOHNNY NASH AMPAR#10046 ●
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MGM Records

CONWAY TWITTY

Sings

"DANNY BOY"

K-12826

features in a set of dance tunes, most of them standards, with a few Mancini originals tossed in for good measure.



Off to a faster start than her sensational smash "What A Diff'rence"...

"UNFORGETTABLE"

and

"NOTHING IN THE WORLD"

DINAH WASHINGTON

Mercury 71508 - in stereo SS 10015

THE HIT TRADEMARK



World Pacific's Own Distrib

• Continued from page 2

distributors in other markets. This will be possible, he said, as a result of first hand exposure to the problems which exist at the distrib level. It will help his label improve its merchandising and promotional techniques, for as distributors, the firm will be working in close contact with dealers in the Southern California market.

Also, World Pacific is entering the singles field at the rhythm and blues and rock and roll levels. Bock feels he will have a firmer hold on the singles market pulse via the local distribution set-up as an aid in making salable product. As sales contenders in this field, Bock recently signed Gloria Smyth, currently appearing at Chicago's Mr. Kelly's, and the Uniques, with

singles by both attractions soon to be released. These are in addition to the r.&r.-flavored singles recently issued featuring the Swings (Dave Lambert, John Hendric and Annie Ross) in "Love Makes the World Go Around."

Bock also signed comedian Lord Buckley as an addition to the label's LP artist roster. Increased attention to the singles facet won't interfere with the firm's production of package merchandise.

West Coast Record Distributors will be named by Jules Buccierei, formerly with Pacific Record Sales, who will serve as sales manager, and Floyd Ray, also a former PRS staffer, who will be its office manager.

Mathis Sues

• Continued from page 2

the late Vincent Youmans (music). The plaintiffs allege that the renewal rights are derived from the assignment by Eliscu and Rose and they ask the defendants as tenants be required to account for all monies from the renewal period January, 1959, to date.

These tunes were originally penned by the three writers prior to August 22, 1929, and prior to March, 1956, before the original term expired, Eliscu and Rose assigned their renewal rights to Double A Music, and the latter assigned the renewal rights to the tunes about February 10, 1959.

Interesting part about the suit for a declaratory judgment on the songs, is that the defendants claim they own the Eliscu rights to the songs as a result of an employment pact with him. Another interesting aspect of the case is that the Mathis firm, the plaintiffs, claim

'Fiorello' to Cap

• Continued from page 2

Capitol has enjoyed particularly good fortune with its most recent Broadway original cast property, "Music Man," a hit of two seasons ago which still rests comfortably on the "Top LP's" charts. The label is in high hopes on its latest main stem acquisition to repeat its "Music Man" history.

Show's rehearsals started Monday (14). It will have its break-in runs in New Haven (October 17) and Philadelphia (October 27). Album will be recorded in New York by Cap producers Dick Jones and Andy Wiswell.

they have two-thirds renewal rights in the tune because they allegedly have the renewal rights of two of the three writers, even tho these two writers Eliscu and Rose, penned the lyrics, while Youmans wrote the music.

Solon Hints

• Continued from page 3

sisting "on many occasions" that interested parties be given the chance to present their views to a court before consent decree terms become final. Patman also commended Acting Assistant Attorney General Robert Bicks for "permitting the small publisher and composer members of the Society to have the opportunity of recommending to the court that the decree be accepted, rejected or modified."

Patman notes that the ASCAP decree procedure "constitutes the first time any such procedure has been applied, and in this case, it was adopted in accordance with the recommendation of the subcommittee chairman Representative Roosevelt."

As in a report last January, Patman again scores the Antitrust Division for its 13-month delay in coming up with negotiated terms, particularly in the light of earlier decree proceedings in 1941 and 1950. "Believing therefore that the Antitrust Division was familiar with ASCAP procedures, the subcommittee expected the Antitrust Division to complete the negotiations initiated in June 1958 within a few months, a belief confirmed by reports released repeatedly by the Antitrust Division."

It was not until Roosevelt announced on June 15 that the Justice officials would be called to an open hearing before his subcommittee to account for the delay, that the Antitrust Division "announced that an agreement had been obtained from ASCAP to accept an amended judgment," the report points out.

Columbia A.&R.

• Continued from page 2

ment no longer has validity in today's complex disk market, whether in the singles or the album field. Lieberman has felt that Columbia could not and should not depend on a single a.&r. chief and thus the new move. According to Lieberman there will be weekly staff a.&r. meetings giving all a.&r. men a chance to get their ideas across to each other. Lieberman noted that the new set-up may make it more time-consuming for publishers, but he wanted publishers to show their material to all of the a.&r. men rather than one.

Incentive Plan

Lieberman noted also in discussing the a.&r. changes that Columbia Records has an incentive plan for the a.&r. staff just as they do for the firm's sales staff. If sales go up a.&r. men at Columbia earn more money. This is part of Columbia's plans for giving more scope to the individual, as the newly instituted a.&r. changes testify, according to the Columbia prexy.

• Martin Distribbery

• Continued from page 2

curry recently to open up distribution in Chicago; Lou Klayman started a distributorship in New York after leaving Mercury; John Vincent, Ace topper, just opened a distributorship in New Orleans; Al Bennett, sales chief of Liberty, has a distributorship in Memphis, and Al Levine left Capitol Records a while back to open Ideal Distributors in New York.

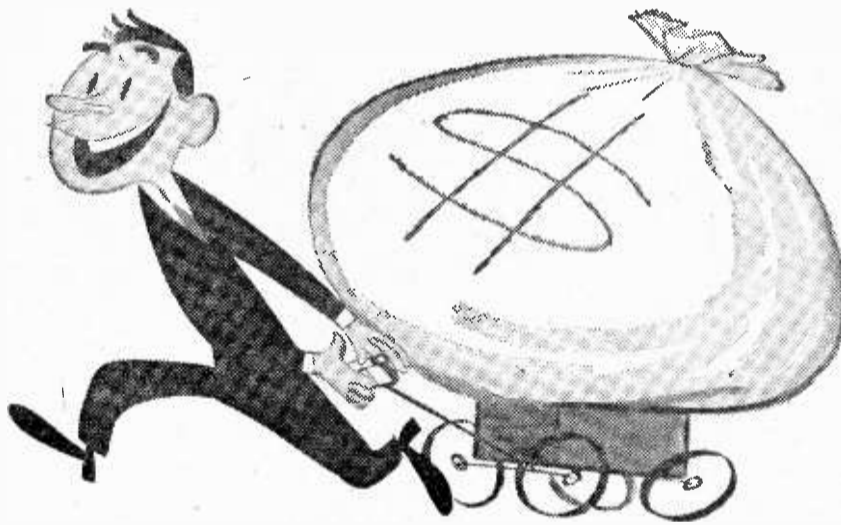
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How manufacturers select records for the **BIG PUSH**

It's an economic fact of life in the record business. Even the biggest manufacturers can't afford to put strong promotion behind each and every release they turn out.

So what do they do? They make the **BIG PUSH** on those records which they feel have the best chance of paying off—for them and for you!



ONE OF THE important early signals that tells you which records they're pushing is Billboard advertising. Smart, aggressive labels FEATURE their best releases in big-space advertising in The Billboard—and they advertise in Billboard before they tip their hands in any other way.

How good are they? A detailed study of the statistics covering literally thousands of releases proves that 7 out of 10 of tomorrow's 100 hottest records are featured in the big-space ads in

Billboard today—and four of them will soon reach the best seller class!

So—if spotting the hits in advance is important to your programming . . . or your sales . . . or plays . . . be sure to . . .

... make it a special point to program and order from the records featured in Billboard ads each week!

Not just a
RECORD LABEL
but a
RECORD COMPANY

Miller-International's success is no accident. It is based on viewing the record business realistically—plus the youth and energy of its staff.

From the customer's point of view there is no difference between a record "label" and a record "company." Indeed, from the dealer's and often the distributor's viewpoint, the distinction is not an important one. Their chief interest is in whether or not the manufacturer is delivering "hit" material.

Is there an important difference? Listen to Dave Miller, president of Miller International and producer of Somerset and Stereo-Fidelity moderately priced LP's.

"When you speak of a 'label,'" Miller says, "it's like talking about one of those sparklers we used to play with on Fourth of July when we were kids. You light it and it burns with an intense and pretty light for a time. Then it dies and you're left holding a piece of burned wire of no value to anyone."

A Company Is Steady

"By comparison, a record 'company' is like a steadily burning electric light. The Fourth of July may come and go but the electric company goes on and on as a trusted utility."

Miller can speak with some authority on this subject. He was a "label" once. In fact, he was several labels. But in the past three years he and his staff have built a record company.

"We've been thru the sparkler bit," says Miller. "We misdirected ourselves. We ran with the trends. We thought that artists and personalities were important. We thought that success could come with an office on Tenth Avenue, a telephone, a tape recorder."

"Well, we did make a pretty sparkling light for a while. Then the inevitable happened and we ended up after a lot of effort with nothing. That's when we decided to become a company rather than be a label."

Plan for a Product

Initially, the firm had to have a plan. As Miller states it, the plan wasn't just

to produce cheap records. They had no intention of setting a quality standard on a level with the low-price product already on the market. Instead, they aimed at the quality of the highest priced product. They reasoned that, since some labels had tried expedient sales based on price alone and hadn't succeeded, it would be necessary to turn out a product that gained the confidence of the consumer. A quality product was the only answer.

Repertorywise, they aimed at a balanced catalog. Releases are geared toward a mass market rather than a special audience. Aesthetic tastes of those on the Artists and Repertory end of production have a place only within the framework of programming for mass demand.

Because of the balance and essential soundness of the repertory, M-I is able to set realistic sales quotas for their distributors.

"Their acceptance of the quotas we set in all programs has developed a pattern where we can safely project all of our recording, advertising and expansion budgets," Miller says.

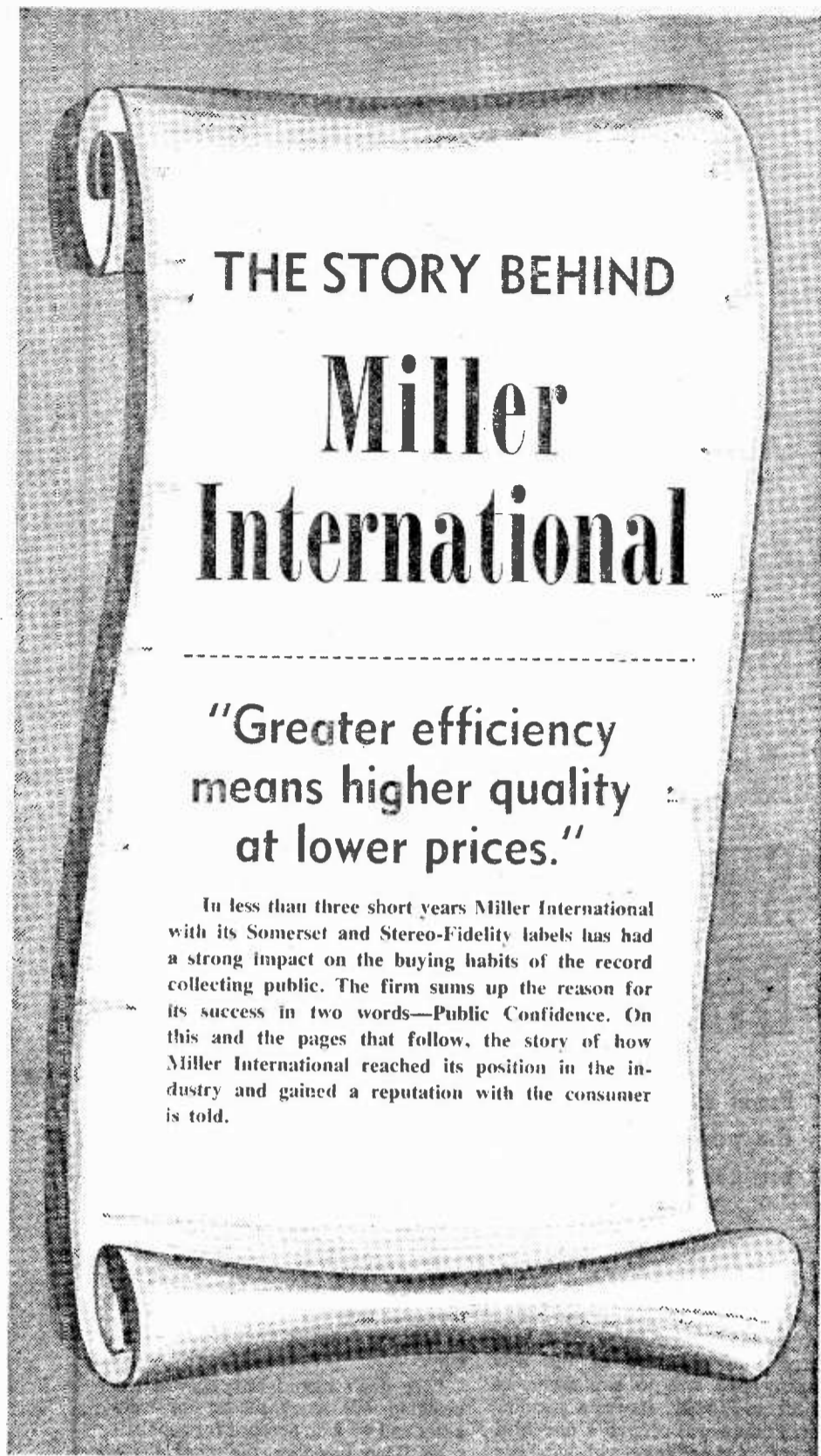
No Room for Glamour

The realistic approach colors the thinking and attitudes of everyone on the staff. They do not regard their work as glamorous or "showbiz." As Dave Miller puts it, "there's no room for Al and Dick's board meetings."

In summing up, Miller says that the only thing that really matters is what happens at the retail level.

"After all that happens in turning out a record in any company—after the record sessions, the problems with the artists, the hassling with advertising people, the speaking to distributors until you're hoarse; after buying the art and photography, the raw materials and services of all kinds—after all that, it's all meaningless without action across the retail counter.

"We keep our eye on that. We stand or fall by what happens on the retail level."



THE STORY BEHIND

Miller International

"Greater efficiency means higher quality at lower prices."

In less than three short years Miller International with its Somerset and Stereo-Fidelity labels has had a strong impact on the buying habits of the record collecting public. The firm sums up the reason for its success in two words—Public Confidence. On this and the pages that follow, the story of how Miller International reached its position in the industry and gained a reputation with the consumer is told.

BIRTH OF THE SOMERSET LABEL

The actual name "Somerset" was a suggestion of M-I's West Coast distributor, Jimmy Warren, head of Central Sales in Los Angeles. If not for him the label might have been called "Paragon."

Dave Miller and his staff liked the sibilance of Warren's suggestion and the name appeared on the first release. That first release was a "Mood Music Sampler." According to the M-I sales department, the disk was such a good one that it stills sells



in respectable quantities today. And it was good enough to launch the infant company with a momentum that increased with every Somerset release.

... AND THE STEREO-FIDELITY LABEL

The Stereo-Fidelity name also originated on the West Coast. It was the suggestion of Wally Hill, who was sales manager at the time. The obvious purpose of the name is to capitalize on the public interest in high fidelity as well as the new interest in stereophonic sound.

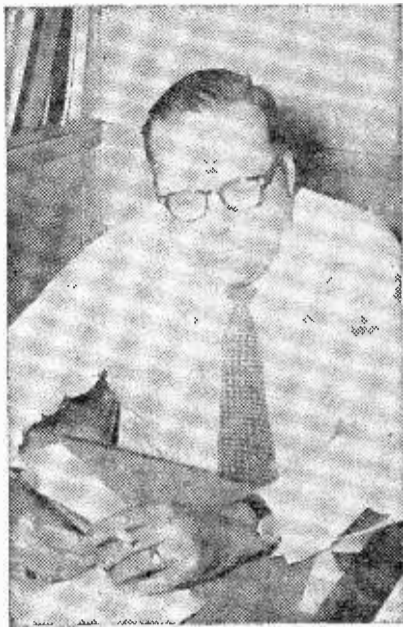
Miller-International moved fast when stereo came on the scene. They were the first company to introduce a full line of stereo long-play discs in May, 1958. The release covered a wide repertory range



and was given special three-dimensional packaging to add impact to its debut. The firm anticipated the stereo movement by recording everything the dual-channel way from the very beginning.



DAVE MILLER
President, Miller-International



GEORGE PHILLIPS
Secretary-Treasurer

A handshake that **"SHOOK" THE RECORD WORLD**

From much less than nothing to the position of an important factor in the disk business. It all started with a handshake.

Almost three years ago, Dave Miller turned to George Phillips, the office manager for his old Essex label, and offered him one-third of the new company that was to sire Somerset and Stereo-Fidelity. It was a peculiar offer. Phillips was offered a one-third partnership in nothing—with liabilities amounting to \$280,000.

They shook hands on it.

If they had no money, they did have one important asset—an education in realistic business management. And, as Miller describes it, one-third of his present distributors wanted to see him back in action. They helped finance him back into the record business. In addition, he had the confidence of key suppliers and lending institutions.

And work they did. Within a year, they had a catalog of 33 LP's. They recorded standard works in big orchestral arrangements. Small group items were avoided—too much already on the market. And they had an LP hit that first year—"Around the World in 80 Days."

The second year, their "big orchestra" theory—expensive recording programs that others wouldn't touch—flowered with the introduction of "101 Strings." Miller describes the group as "a musical bar of soap"—something that has mass appeal. Another 50 releases were added to their catalog.

In their current, third year, still another 50 releases will have been added and they will have established something of a record for turning out a steadily selling product.

"We haven't had to scrap or sell in distress a single item since we've been in business," Miller says. And he tells why.

"We don't record hits; they're too unstable. We won't record for teenagers and we won't record for sophisticates. They buy fads, the music that's in fashion. We won't record anything that won't sell 10 years from now."

One of the most difficult tasks that faced the fledging firm was overcoming lack of public confidence in moderately priced merchandise. The public had been conditioned to think of low quality as commensurate with low price. A consistent program of quality control was undertaken at the M-I plant. It resulted in excellent reviews of their product in leading publications. Public and distributor confidence slowly built as they grew to know the product. Soon, sales volume grew to a point where a consumer ad program could be effectively undertaken.

"If you give value at the right price," says Miller, "you can't help but be successful. This applies no matter what you're selling."

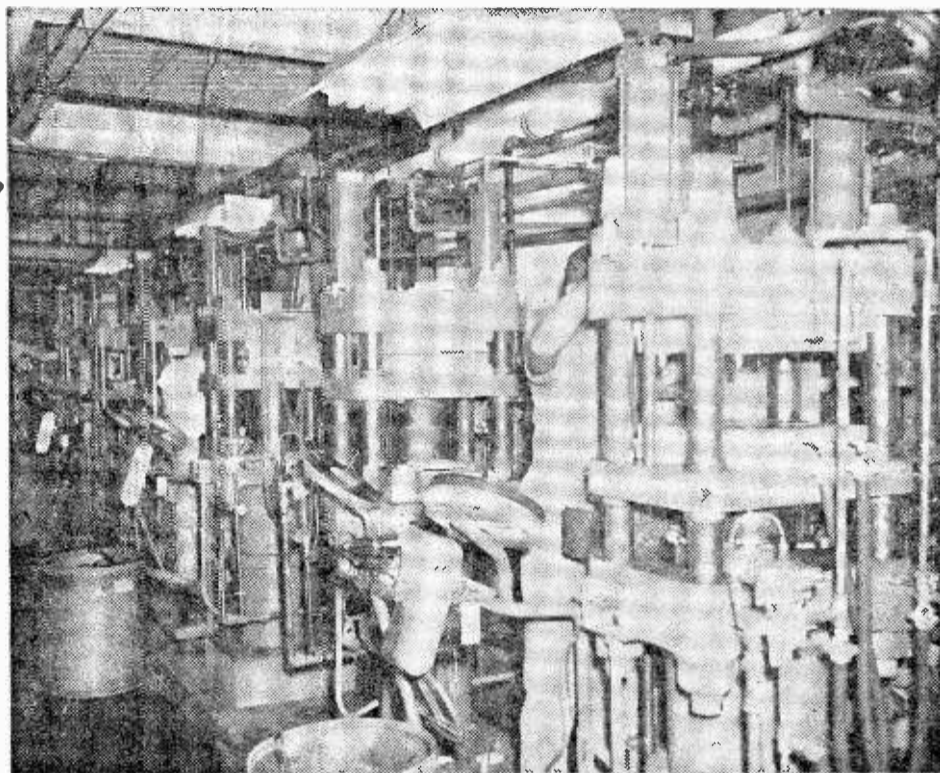
Summing up their experience over the past three years, he underscores the fact that the firm set high goals in an expanding business and the staff had the health and energy to push forward.

In a real sense, Miller's and Phillips' handshake was one that shook the record world. It compelled every company to accept the idea of a moderately priced product as part of the broader base of the business at large.

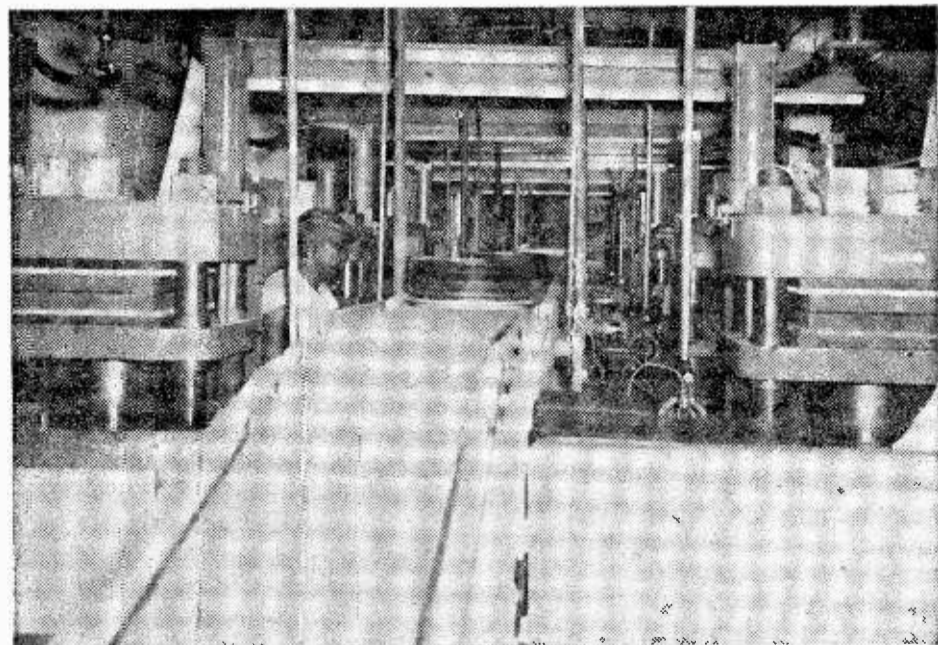
The plant... from

RAW MATERIALS TO FINISHED PRODUCT

M-I believes quality and cost controls are realized only when there is complete knowledge of plant operation, plus genuine respect for the end-product.



Most modern equipment for compression molding are these "boomer-fed," dual-station presses run by a single operator. This view shows a small section of the total pressing facilities. Equipment was designed and engineered by young VP, Paul Miller.



Spindled pressings on conveyor are en route to unique audio inspection booth where last pressing of every stack is sound-tested. Pressings are then belt-fed to visual inspection and jacking. From compound to poly-bagging is study in automation.

GREATER EFFICIENCY MEANS HIGHER QUALITY AT LOWER PRICES



M-I plant in Swarthmore, Pa., has 85,000 square feet with complete disk manufacturing facilities. This is only industry in quiet academic atmosphere of Swarthmore College. It is adjacent to

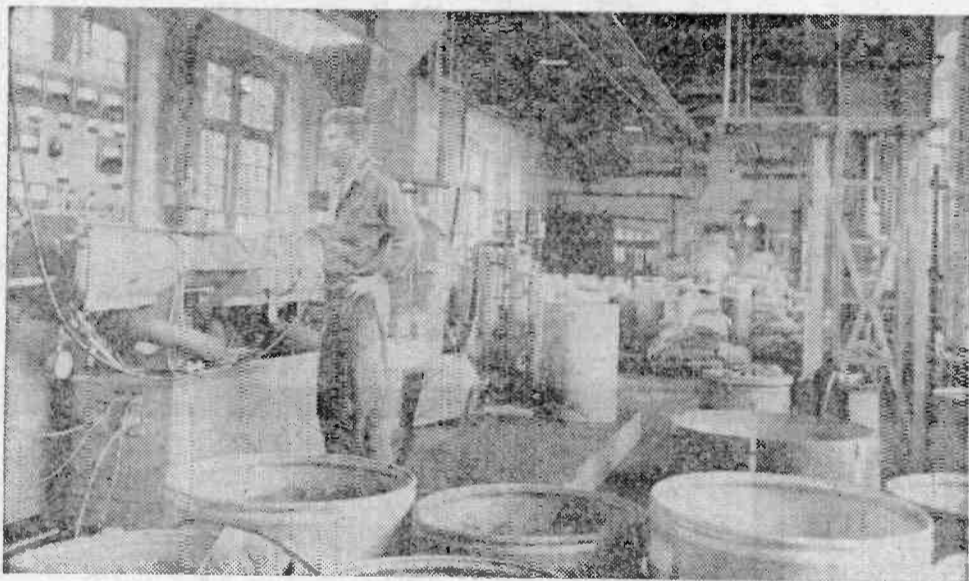
clear-water stream which feeds boilers that produce a half-million LP's a month. Century-old building is oak-beamed, constructed of attractive Pennsylvania fieldstone.



32-year-old Manufacturing VP, Paul Miller, checks metal for new release. His efforts result in lowest unit manufacturing costs in the record industry.



William Gobey is head of purchasing. His office's complex function is keeping tab on hundreds of hundreds of purchases, relating price realism to product quality.

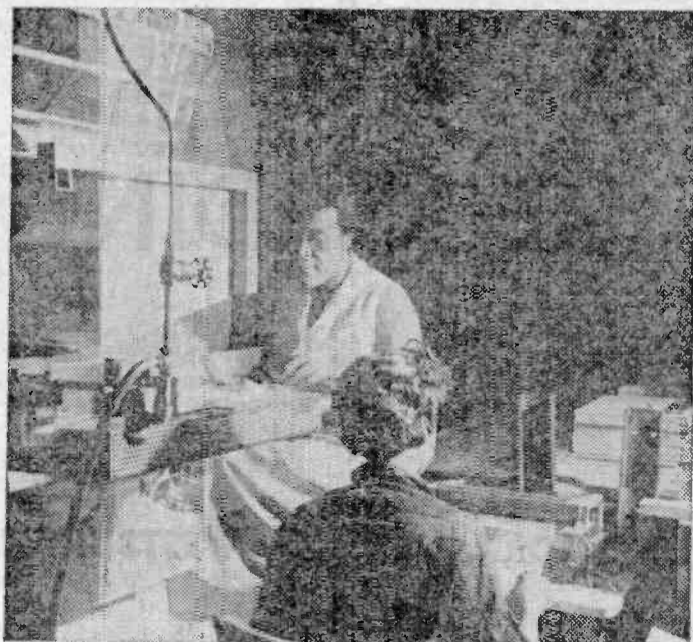


In the compound room on the top floor, raw materials are formulated into granules to feed the presses on the floor below. A

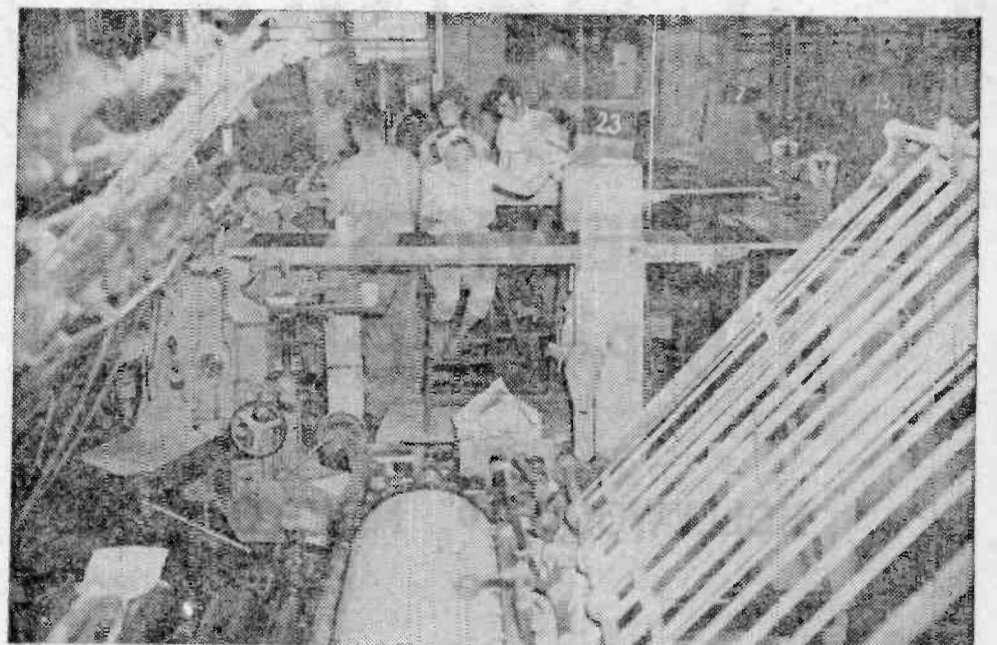
highly consistent molding quality is maintained through the use of this modern extruder, part of firm's automation methods.



All finished cases go from inspection line to bulk magazine bins in warehouse for picking, loading to final distribution points.



Poly-bagging units at end of conveyor wrap and seal finished LP's before they go into cartons for shipment around the world.



Printing and jacket fabrication relieves bottleneck inventory in disk firm operation with over 250 constantly moving catalog

items. Such facilities have enabled M-I to increase monthly inventory turn from 3.1 to 4.2 times in dollar inventory.

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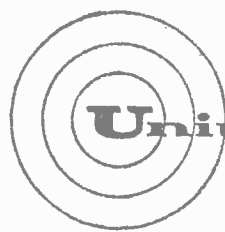
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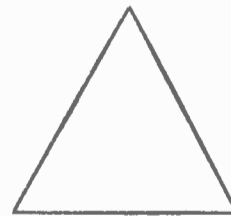
Creative Photography for the Record Industry



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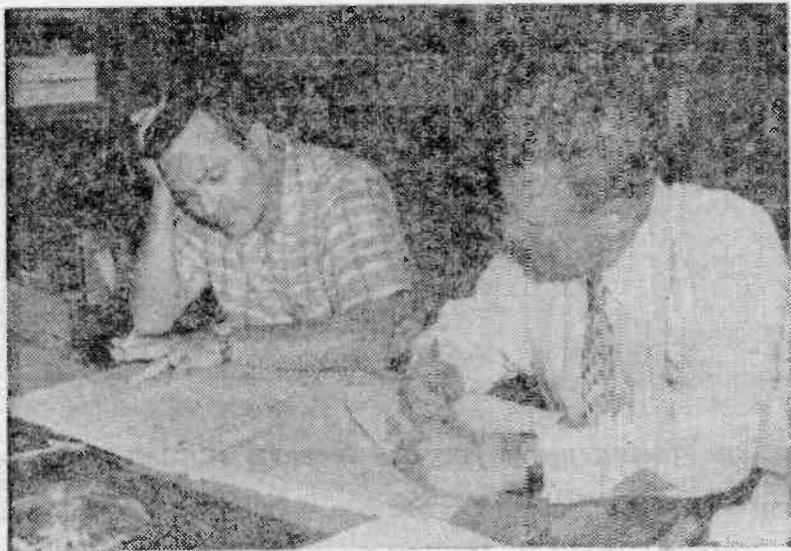
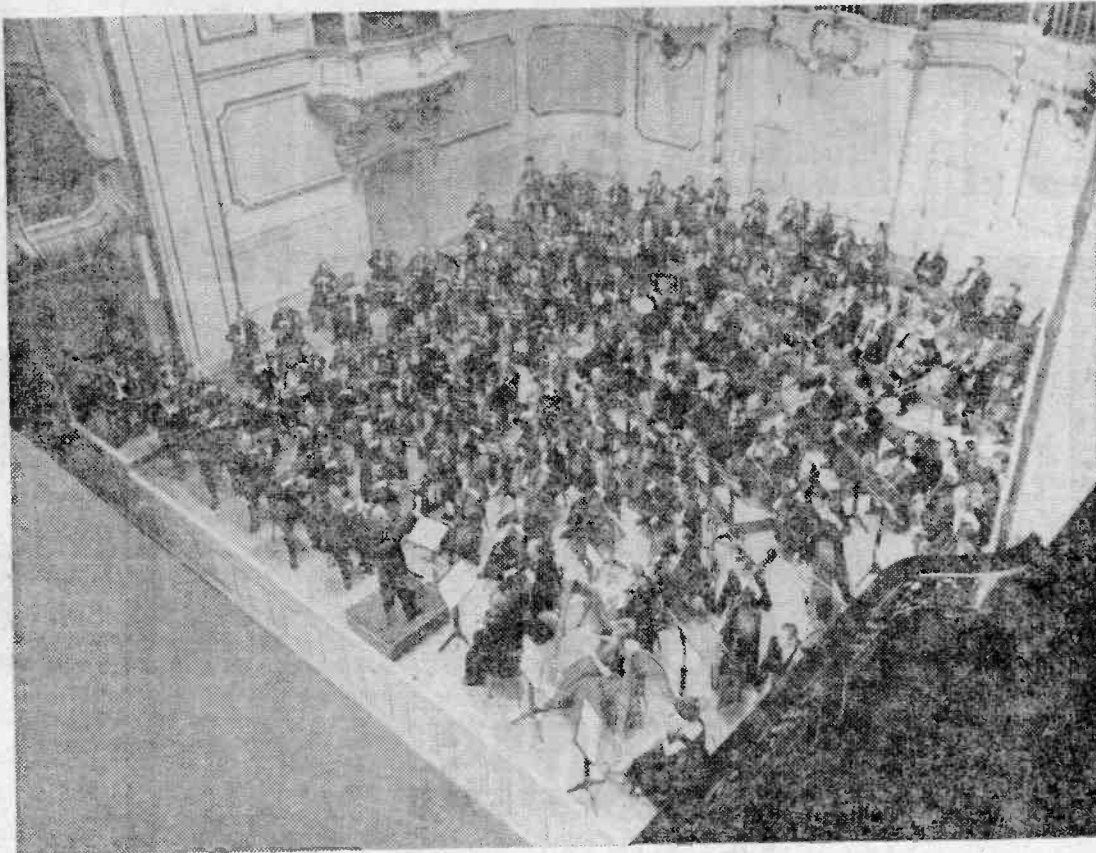
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(ABOVE) Sir Adrian Boult, British conductor, is seen at the desk in front of the London Philharmonic Orchestra during a recent Stereo-Fidelity classical recording session overseas. (RIGHT) "101 Strings"—Miller-International's exclusive, middle-of-the-road orchestra is seen during a recent performance at the Musikhalle, Hamburg, Germany. The lush-sounding orchestra, in less than two years, is fast approaching the position of being the top-selling recording orchestra in the world. The stereo-scored albums by "101 Strings" cover every mass-appeal program taste.



Joe Kuhn, M-I's stateside staff arranger, is pictured here with Dave Miller, determining continuity for a new album production. Miller and Kuhn decide the category to be recorded after field analysis shows sales merit. Then a recording and royalty budget, based on material availability, is determined. The assignment of any of several arrangers depends on the type of program, the titles, the recording location and the orchestral layouts. European recording, except for classics, is detailed to Fred Wright in London. Various categories for U. S. production are scored by Joe Kuhn at his desk in Swarthmore. Free-lance composers and arrangers, such as Skip Martin in Hollywood, are called in for such special projects as the new "classics and jazz" series, recently kicked off by "Scheherajazz."



Fred Wright
(London, England)



Skip Martin
(Hollywood, Calif.)

THE ARTISTS AND REPERTORY DEPARTMENT

Programs and artists to APPEAL TO ALL TASTES

Somerset and Stereo-Fidelity touch
all musical bases—from Bach to Dixieland.
But sales savvy cues repertory choice.

The Artists and Repertory Department in any disk company is a key department with a critical function. Miller-International lays special stress on A and R efforts in order to create an effective marriage between recorded material and sales.

"Too many companies in the past have fallen by the wayside," Dave Miller points out, "because there was a lack of sympathy between these important facets."

The success of Somerset's and Stereo-Fidelity's releases can be attributed to the fact that they cover every program taste. And the quantities of a specific type of programming are chosen so as not to exceed the market potential in that specific category. For example, if research shows that the market potential for jazz recordings is steady at 4 per cent of total sales, then the amount of jazz in the overall M-I catalog will not go above that 4 per cent.

Says Miller, "We refuse to crank out releases indiscriminately just to satisfy the taste of an individual member of our company. Each release is weighed as to sales potential and its ability to maintain musical integrity within the confines of cost."

When the firm released the world's first stereo recordings of the complete "Messiah" and Beethoven's "Ninth Symphony," these important items were accompanied in the release by 15 popular LP's. This effected what later proved to be a proper sales balance.

The area of specialized tastes is handled in a special way. For example, M-I is well aware that the sound addict is the avant-garde of the record business, and

the firm wants to satisfy this special but important customer.

"We don't believe that the way to satisfy the hi-fi fan is by recording train sounds, dying banshees and crickets in the heather," Miller says.

Rather, M-I has commissioned original works, such as "Safari" and "Conquerors of the Ages." They are scored with all the sound effects needed to electrify the "tweeter and woofer set" while maintaining, at the same time, musical integrity that will appeal to the masses and the critical listener alike.

Similarly, M-I's entry into the jazz field wasn't marked by the customary economy session of four or five men. Such sessions are produced and released by the hundreds and keep dealer and customer alike in a quandary.

"We believed that the public was yearning for a new jazz sound and a fresh approach," Miller says, "and we decided to satisfy this need regardless of budget."

Their first release in the "classical-jazz" series had a production cost of over \$20,000, he points out. But in spite of the cost, M-I believes it's better to create an exclusive product with mass appeal rather than compete with the excess of low-budget sessions flooding the market.

Today their varied catalog covers every profitable program category. The classical dealer in a college town is able to offer his professor-customers a satisfying interpretation of Bach on a pipe organ. He can offer the student jazz recordings and he can offer the parents show albums or beer-drinking music for a Saturday night party.

GREATER EFFICIENCY MEANS BETTER QUALITY AT LOWER PRICES

**THE ENGINEERING AND
RECORDING DEPARTMENT**

High standards result in

**A QUALITY
PRODUCT**

**M-I's engineering staff combines
musical knowledge with technical know-how
to turn out a superb-sounding disk.**

In the final analysis, the effectiveness of a record company is measured in the living room of the consumer. Even the greatest ideas in cover art, programming and de luxe packaging cannot compensate for a disappointed listener. If he doesn't get the anticipated emotional reaction from his newly purchased record, he won't be a steady customer for the company's product.

This is the firm belief held by the Miller-International staff and one that is kept in mind at all times during the creation of their product. Every member of the M-I engineering staff holds Doctorate in Music and two have degrees in physics as well. This engineering background, combined with a complete understanding of music, provides the foundation for their work in the studio.

"Our people know that much of the sound quality in any specific program lies with scoring," explains Dave Miller. "But they also realize that it is impossible to project the feeling of the composer, arranger and performer into the living room without proper engineering."

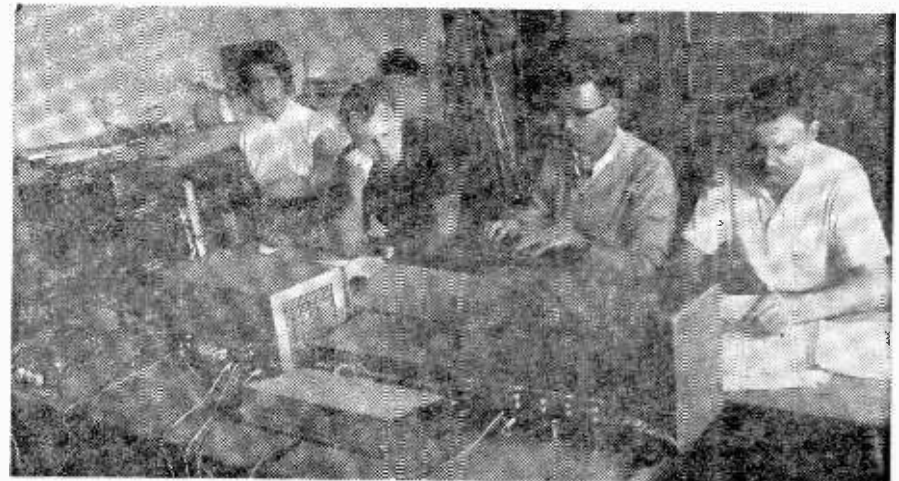
If you ask Miller what attributes he considers most important in an engineering staff, he will add "curiosity" to the list. By this, he means that the engineers he employs have enough curiosity to study competitive products and attempt to match or better them in the engineering of Somerset and Stereo-Fidelity disks.

Much of the equipment used by the engineering staff is designed and built by them. Included is a complete remote recording set-up, created by Dr. Eric Beurmann. This equipment is kept in Hamburg, Germany, and can be moved at a moment's notice to Britain or any other recording location on the continent.

Wille and Beurmann have been with M-I since its inception. Dr. Beurmann, incidentally, is a concert harpsichordist. Dr. Droysen became a permanent staffer last November. All work at stereo experiments with both equipment, mike placement and scoring in order to build one of the most highly respected stereo catalogs, from a musical and engineering standpoint, in the industry.



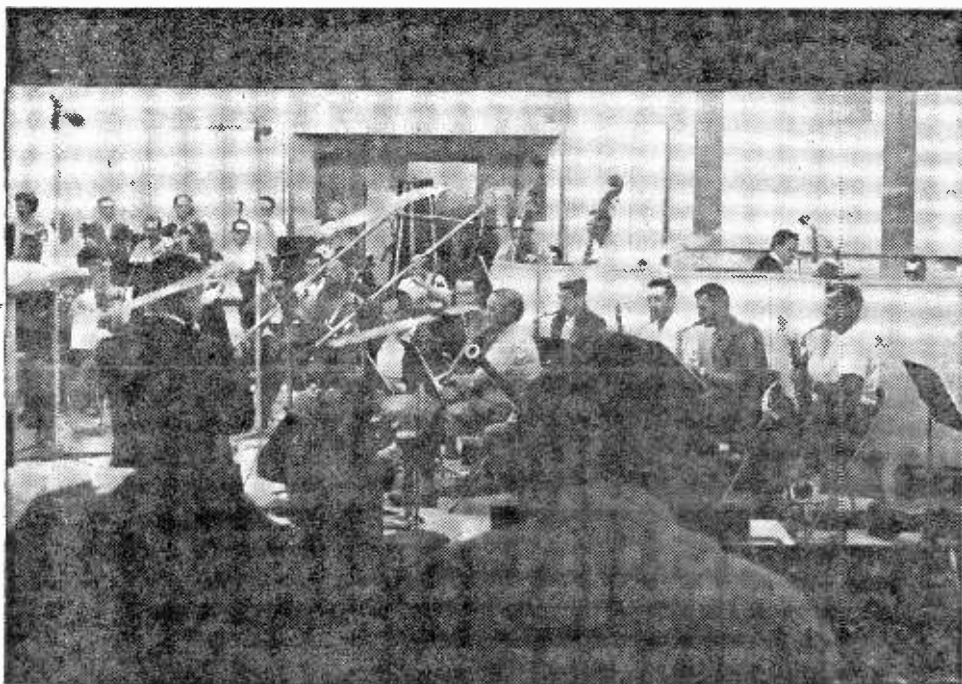
Dr. Eric Beurmann, key member of the M-I engineering staff, is shown here at the controls of the editing console. Here, in the editing rooms at Swarthmore, tape equalization, reverb and master assemblies are handled for all new releases regardless of where the tape was originally recorded.



The European engineering staff is pictured here while recording on location in Walthamstowe Hall, London, during a recent group of recording sessions. From left to right, they are: Dr. Dagmar Droysen, Dave Miller, Dr. Eric Beurmann and Wilhelm Wille, Tonmeister.



Hugo Rignold is seen conducting a recent recording session of "Petrouchka." The orchestra is the London Philharmonic and the location for the session is Walthamstowe Hall, London.



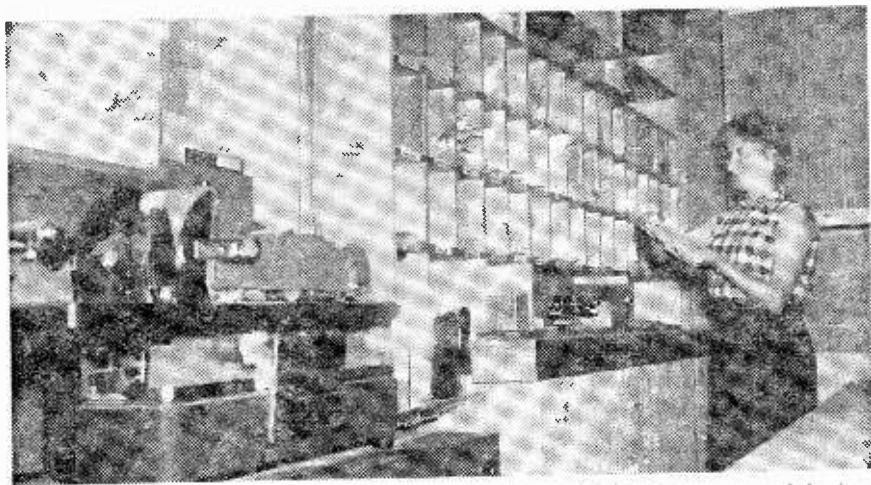
From the engineer's vantage point, this is how the recording session of "Scheherajazz" looked at the Hollywood studios. A total of 10 1/2 hours of studio time, adding up to 830 individual performer hours, was required to do the session.

INCOMPARABLE QUALITY-AT A TRULY SENSIBLE PRICE

Industry "firsts" bring

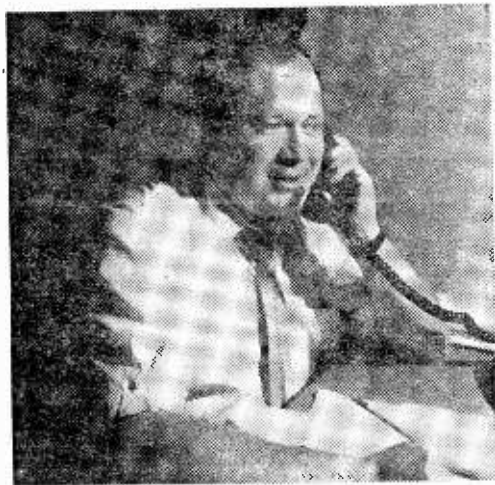
SALES SUCCESSSES

Being first with new ideas has become an M-I habit. It also is a measure of the firm's aggressiveness



The mail-room in Swarthmore constantly pre-sells new releases in support of dealers as over 300,000 Somerset and Stereo-Fidelity buyers are notified by the factory of new releases at their favorite record store.

Jules Malamud is the firm's 33-year-old Sales Manager. He studied Business Administration at Temple University and was with Miller's old Essex Company. He joined Miller-International three months after it was formed. Malamud duties include market analysis, distributor relations and the creation of new sales programs for the continental U. S.



C. A. Compton is the firm's Comptroller. A graduate of University of Pennsylvania's Wharton graduate school of finance, he formerly worked as Cost Accountant Analyst for RCA. Compton states that, in his years of experience in the record business, he has never seen the industry in such healthy condition.



Miller-International was:

First disk company in the world to release a complete line of stereo LP's.

First moderately priced disk producer to use advertising in national media and on the air.

First company to produce a moderately priced stereo LP.

First to develop name artists specifically for a moderately priced label.

First to use full-color covers on moderately priced LP's.

First to commission original musical works for a moderately priced label.

First moderately priced label to sign an internationally known symphony orchestra to a contract.

First to produce original recordings for a moderately priced label.

First to produce cardboard floor "dumps" for rotating promotions in supermarkets.

First to pre-price and poly-bag LP's for the general market.

The above "firsts" represent some of the steps taken by Miller-International to meet the challenge of changes in merchandising and expansion into new and varied markets. The changes were part of the over-all LP picture. The LP created product stability that was needed to attract such new outlets as mail-order houses, rack-jobbers and news dealers, the firm points out. But the antiquated merchandising methods of the industry were ill-suited to capitalize on these new outlets.

M-I realized very early that it would be necessary to develop tools and merchandising aids, plus an indoctrination program, to help the new customers reach the consumer.

About 18,000 of these rotating wire racks helped to create exposure for stereo records.



The problem of fixtures in high-traffic locations was overcome via cardboard floor "dumps" which enabled the company to get concentrated point-of-sale display in stores that had never before handled records.

The pre-pricing and poly-bagging protected rotating inventories. No longer were returns from the 100 per cent exchange program dumped. They can be shipped right out again because they are shopworn or dirty.

With increasing competition, high consumer ad budgets were set to support every program regardless of in-trade incentives. The firm believed it better to pre-sell a portion of releases rather than rely on in-store impulse buying. So Miller-International became the first moderately priced label to use national media to support the dealer and distributor.

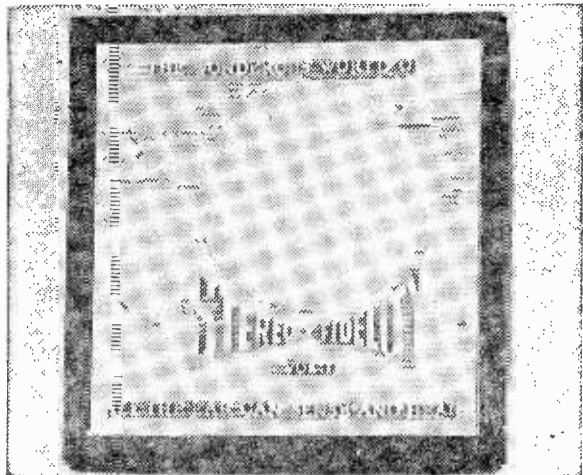
Programs like "Operation Graveyard" and "T-Day" have built factory-distributor-dealer relationships that enabled the company to project realistically sales for three and four-month periods. Under "Operation Graveyard" over 80,000 distress LP's were taken from dealers in a five-week period and replaced with fresh, salable Stereo-Fidelity merchandise. As a result of the Webcor-Stereo Fidelity "T-Day" program, 30,000 new stereo disk buyers were created who will buy stereo merchandise on every label. The customary free-goods plans have helped the indie distributors to compete with major companies on a financing level.

Importantly, the firm has acted on the premise that being first with a new idea per se has little meaning. Being first only has meaning when it furthers merchandising of the product. Being first has to bring sales success.

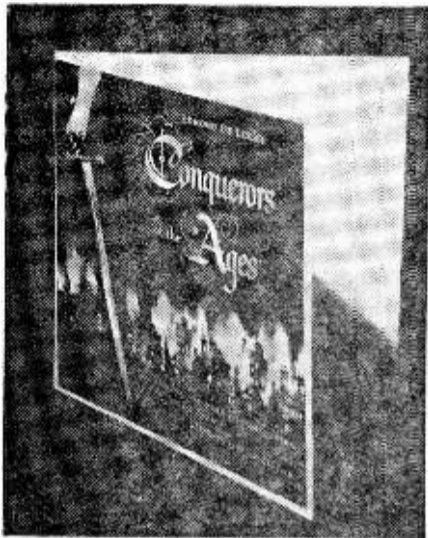
Cardboard "dumps" solved the problem of getting maximum exposure for the product in minimum, valuable space in supermarkets.



GREATER EFFICIENCY MEANS HIGHER QUALITY AT LOWER PRICES

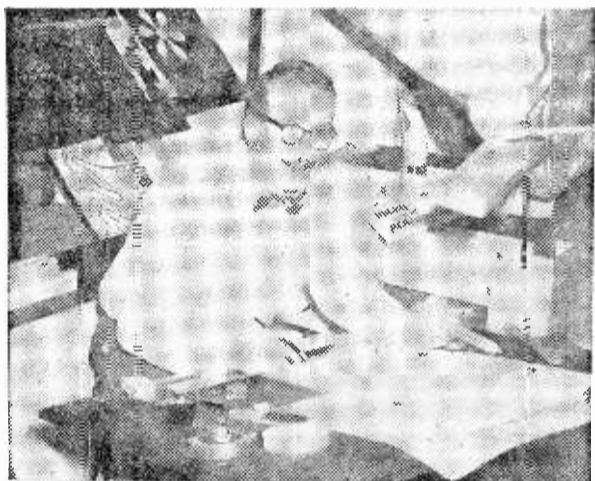


(ABOVE) With the introduction of Stereo-Fidelity disks in May, 1958, vacuum formed plastic boxes were used for packaging. Nothing, the firm feels, could get across the idea of three dimensional sound better than a three dimensional package.



(LEFT) "Conquerors of the Ages," an original work commissioned by M-I, has book-type album cover with extensive liner notes explaining the nature of the work. An actual miniature village was constructed and photographed after it was set afire.

(BELOW) Will Dressler is the man in charge of M-I's art department. He has had varied experience with Curtis Publishing Company, pharmaceutical publications, direct mail promotions and general magazine work.



Varied techniques make

SELF-SELLING PACKAGING

If a disk wrapped in alligator hide would make it sell better, M-I would use it. Here's their theory.

When "101 Strings" was first released on Miller-International's Somerset label, there could be little question of what the record contained. The front cover was a full-color photo of the 101—count 'em 101—musicians who form the orchestra. This in itself is not unique for a record jacket. But the fact that the cover contained nothing else—not a line of type, no identification, no title—was.

This is typical of the firm's effort to pique the interest and arouse the curiosity of the record shop browser. Incidentally, the record is one of M-I's top sellers even now.

Painstaking effort and a lot of time is consumed in making each cover unique and in adhering to a special M-I concept of what a good cover should be.

"We look upon an album as a 'sound book,'" says Dave Miller, "and the cover should reflect what the customer buys in terms of sound. When we make an album, it has a basic concept. We will not compromise the concept even if it means having original works composed and tailored

to fit it. The cover also has to fit the concept. And we work just as hard to fit the concept as we do the music."

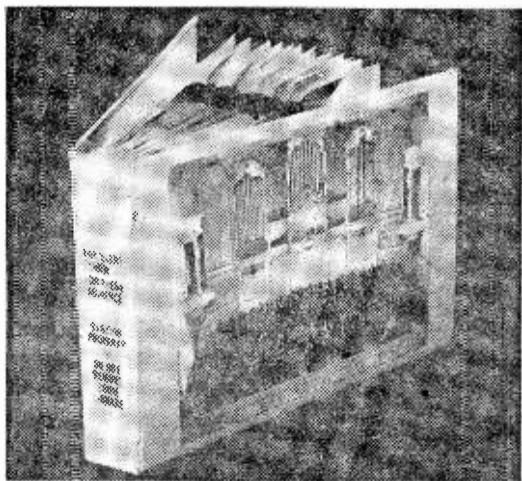
Miller also stresses the fact that, with in-store display as it is today, large groups of albums and to melt together and blend in the eye and lose their individual identity. In spite of increased costs, the firm has tried to vary the finishes and color combinations as much as possible. Some pretty unique covers have resulted—using sequins, velvet materials and heat-raised packages. Certain groups of releases have not only four colors but have a fifth color metallic ink over the four-color process sheets.

M-I believes its Somerset and Stereo-Fidelity labels are the only ones in the industry that do not put their logo on the front cover. They prefer not to destroy the composition with type. Rather they prefer to use the entire cover to establish the content of the album and heighten consumer interest in that content.

Once category interest is established, the consumer's natural curiosity will compel him to read the liner notes and then react to label identification.

First moderately-priced line to

TAKE TO THE AIR



Every record label knows the value of radio exposure for their product. Miller-International knows its value, too, and they've given it a special twist to conform to the special nature of their Somerset and Stereo-Fidelity product and the image they've worked to create.

Most labels spend money for radio promotion men. M-I has used the money they could have spent in this way in buying spot

The "101 Strings" station library was designed for utmost convenience of the station librarian. Spine of album reads, "101 Strings, For every show—For every audience, Station Property, Do not remove from library."

commercials in every major city in the U. S. The campaign was concentrated on stations that reached an adult audience. They found that the rock 'n' roll rated shows did not necessarily reach the adult market where the bulk of their business lies. And, of course, the campaign has been tied in with deejay and station plugs that feature middle-of-the-road programming.

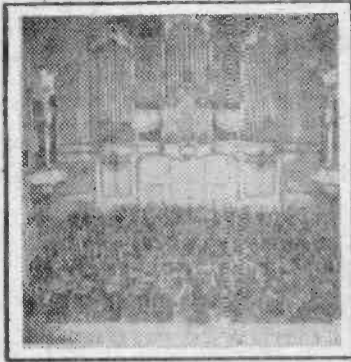
An important aspect of the total program is the "library" of EP recordings of "101 Strings" provided at no cost to over 2,500 stations throughout the U. S. The library, a book-type album (pictured at left), contains 12 EP's. The numbers, selected from albums, are edited down for timing flexibility.

Has M-I's approach to promotion paid off in over-the-counter sales? The answer is an unqualified "yes." The commercials and gratis plugs pushed their "Around the World in 80 Days" into the top-seller class. The station library has been invaluable in the title development of "101 Strings."

Overall, the program has been so successful that the firm has recently established a complete new department to cover air exposure. It will function to both purchase air time and work thru normal exploitation channels.

INCOMPARABLE QUALITY—AT A TRULY SENSIBLE PRICE

THE WORLD'S FIRST STEREO-SCORED ORCHESTRA



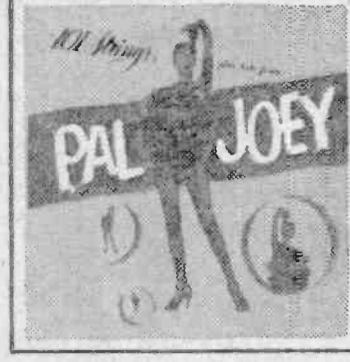
SF-4300 "101 Strings" Play the World's Great Standards



SF-4400 "101 Strings" in "A Night in the Tropics"



SF-4500 "101 Strings" in "A Symphony for Lovers"



SF-5000 "101 Strings" Play "Pal Joey" and "The Red Mill"



SF-5800 "101 Strings" Play "The Blues"



SF-6200 "101 Strings" Play "American Waltzes"



SF-6400 "101 Strings" in "A Bridal Bouquet"



SF-6600 "101 Strings" Play "The Soul of Spain"



SF-6700 "101 Strings" in a "Concerto Under the Stars"



SF-6800 "101 Strings" in "A Night in Vienna"



SF-6900 "101 Strings" Play "The Sugar and Spice of Rudolph Friml"



SF-7000 "101 Strings" Play "Academy Award Winning Songs From the Silver Screen"



SF-7100 "101 Strings" Play "The Glory of Christmas"



SF-7900 "101 Strings" Play Graf's "Grand Canyon Suite"



SF-8100 "101 Strings" Play Music at "Gypsy Campfires"



SF-8500 "101 Strings" Play "Russian Fireworks"



SF-8600 "101 Strings" Play "Porgy and Bess"



SF-8700 "101 Strings" Play "Opera Without Words"



SF-9000 "101 Strings" Play "Rivieras"

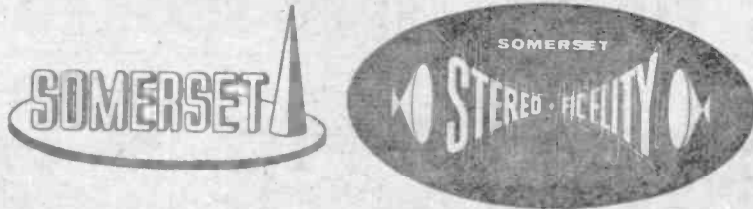


SF-9900 "101 Strings" Play "Soul of Spain, Vol. II"



SF-10200 "101 Strings" Play "Quiet Hours"

THE SOUND OF MAGNIFICENCE FOR EVERY PROGRAM TASTE



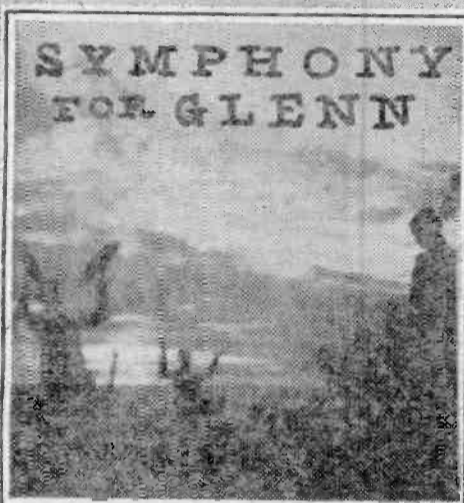
PRODUCE
JAZZ **WITH SALES APPEAL**



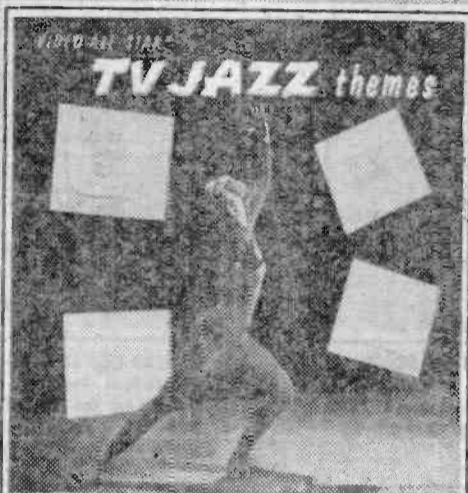
SF-10400 INTIMATE JAZZ
There's a crowd when it's Intimate jazz by the Phil Moody Quintet playing all-time popular favorites.



SF-8300 LEFT BANK BEARCATS IN STEREO
You've never heard two-beat music until you've heard the old favorites done by these Parisian hotshots.



SF-5400 SYMPHONY FOR GLENN
The tribute to Glenn Miller presents all the Miller favorites played by the Hamburg Philharmonic Orchestra.



SF-8800 TV JAZZ THEMES
The Video All-Stars from Hollywood do themes from "Peter Gunn," "Richard Diamond," "Thin Man" and "77 Sunset Strip."



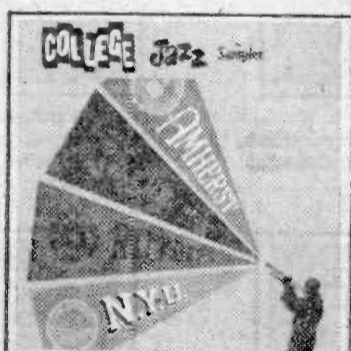
SF-9700 SCHEHERAJAZZ
Skip Martin's Symphony in jazz adapted from the Rimsky-Korsakov work and played by the Video All-Stars.



SF-9500 GOLDEN AGE OF THE DANCE BANDS
Great stereo performances of the original hit arrangements of Glenn Miller, Artie Shaw, Benny Goodman, Jimmy Dorsey, Harry James and Tommy Dorsey favorites.



SF-5700 SYMPHONY FOR TOMMY
The Hamburg Philharmonic pays tribute to Tommy Dorsey. In these renditions of 10 great T.D. favorites.



P-200 COLLEGE JAZZ
On campus jazz favorites recorded by Billy Butterfield and the Essex Five.



P-5200 LIKE COOL (Eddie Bert)
The contemporary trombone artistry of Eddie Bert in "I'm Through With Love," "Pennies From Heaven," and others.



P-2200 I'M IN THE MOOD (Billy Butterfield)
The magic trumpet of Billy Butterfield creates a relaxing and dreaming mood.



P-5300 DIXIELAND (Geo. M. Cohan Songs)
A program of Cohan greats in Dixie style by a group of Parisian jazz cats.



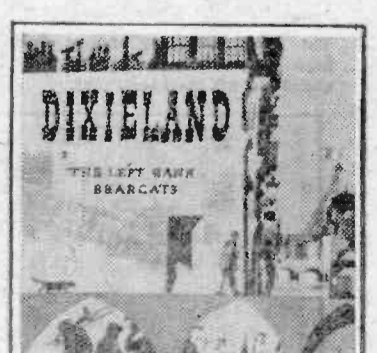
P-6000 ON A RAINY NIGHT (Ray Charles Chorus)
The Ray Charles Chorus casts a spell that can fit into any indoor plans for a rainy night.



P-7200 STREET SCENE (Jay White)
Jay White, one of the country's leading alto men, weaves a wonderful mood with "Laura," "Deep Purple," "Sleepy Lagoon," and other favorites.



P-3500 A GUITAR AND YOU
Music with a quiet jazz feel—"Alone Together," "You Go To My Head," "Clair De Lune," and others.



P-1400 DIXIELAND (Bearcats)
This Is Jazz—this is Paris—this is true Dixieland as recorded on the Left Bank by the Bearcats.

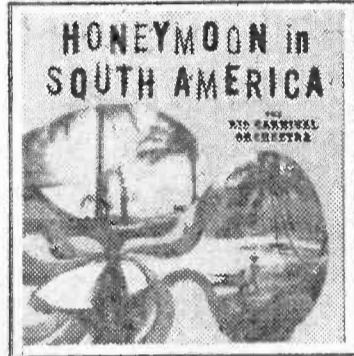


AROUND THE WORLD IN SOUND

SOMERSET
STEREO FIDELITY



SF-2500 HONEYMOON IN PARIS
"I Love Paris," "La Siene," "Under Paris Skies," and others by the Paris Theatre Orchestra.



SF-1900 HONEYMOON IN SOUTH AMERICA
Rio Carnival Orchestra plays "Brazil," "Jalousie," "La Poloma" and others.



SF-3000 HONEYMOON IN MANHATTAN
A musical tour of the island includes "Slaughter on 10th Avenue" and "Manhattan." New World Theatre Orchestra performs.



SF-4700 HONEYMOON IN ITALY
The Roberto Rossini Orchestra plays such Impressions of Italy as "Anema Core," "O Sole Mio," "Musetta's Waltz," etc.



SF-5500 SAFARI
All the excitement of an African hunt portrayed musically. Also included are "Ritual Fire Dance" and "Polovtsian Dances."



SF-5900 CARIBBEAN CRUISE
A true stereophonic high fidelity panorama portrayed by the Rio Carnival Orchestra.



SF-10700 HOLIDAY IN MEXICO
Take your pick from marimbas to marachis. In this collection recorded on the spot in Old Mexico.



SF-10500 EXOTIC ISLAND
The Surfmen portray the sounds of an exotic island including "Quiet Village," "Tabu" and many others.



SF-8500 RUSSIAN FIREWORKS
"101 Strings"
The "fabulous fiddles" deliver vivid readings of well-known Russian folk items certain to stir the heart.



SF-9000 THE RIVIERAS
"101 Strings"
Take a musical cruise with the "101 Strings" along the coasts of Italy, France and Spain.



SF-1500 SONGS OF THE DEEP SOUTH and GOLDEN WEST
Music for lovers and listeners sung by the Hollywood Soundstage Chorus. Fine listening in stereophonic sound.



SF-9300 TORERO!
The glory of the bull fight in Mexico City performed by the Banda Corrida, conducted by Genero Nunez.



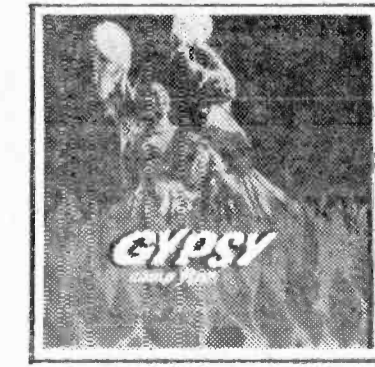
F-300 MEMORIES OF EUROPE
A musical travelogue by the leading orchestras of France, Spain, Italy and Austria.



SF-6600 THE SOUL OF SPAIN
"101 Strings"
The full emotion of Spain is musically exposed through "Malaguena," "Macarenas," "Espaola Coni," etc.



SF-6800 A NIGHT IN VIENNA
"101 Strings"
Revel in the lush sounds of such compositions as "Vienna, My City of Dreams," "Blue Danube," "Merry Widow Waltz," and more.



SF-8100 GYPSY CAMPFIRES
"101 Strings"
Only the emotional depth of this orchestra can capture the fiery crescendos of true gypsy music.

Regardless of Category

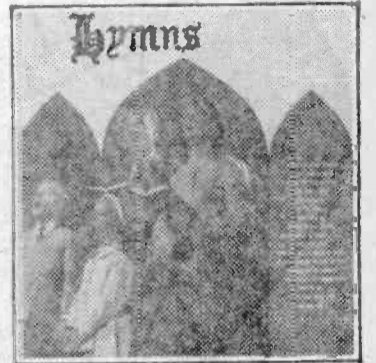
THERE IS A **SOMERSET** ALBUM



FOR YOUR CUSTOMER



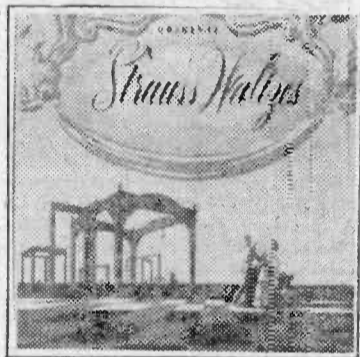
P-4000
SONGS FOR CHILDREN



P-4200
HYMNS THE FAMILY KNOWS
AND LOVES



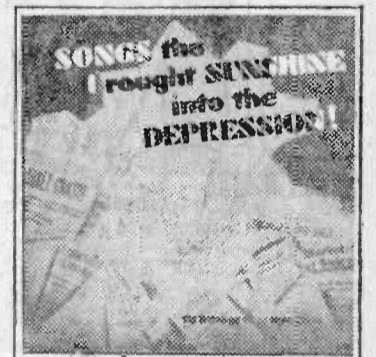
P-4800
SOUSA MARCHES IN HI-FI



P-2000
STRAUSS WALTZES



P-7100
THE GLORY OF CHRISTMAS



P-6300
SONGS THAT BROUGHT
SUNSHINE



P-400
THE BEST OF VICTOR HERBERT



P-8000
LET'S CHA-CHA-CHA



P-1100
ORGAN STARDUST



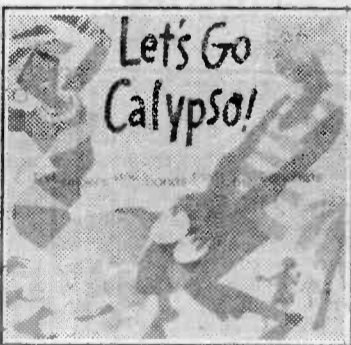
P-3700
THE HAPPIEST MUSIC IN
THE WORLD



P-1800
RHAPSODY IN BLUE



P-7600
TO THE TABLES DOWN
AT MORY'S



P-2300
LET'S GO CALYPSO



SF-8900
MEN OF THE MALL



P-4900
SYMPHONY ON ICE



P-900
HAIL, HAIL, THE GANG'S
ALL HERE!



P-3400
GAY NINETIES WALTZES



P-5600
EXOTIC LANDS



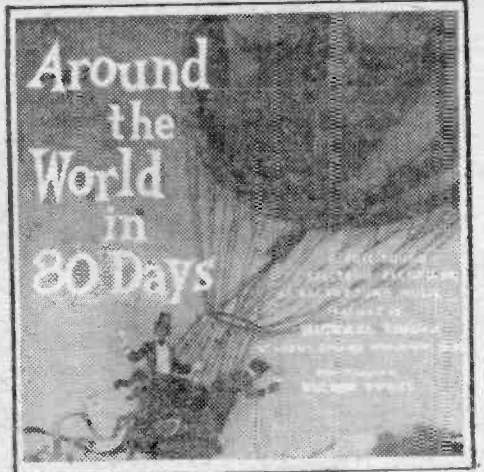
P-3100
LET'S DANCE TO HITS OF
THE 30'S AND 40'S



P-100
MOOD MUSIC SAMPLER

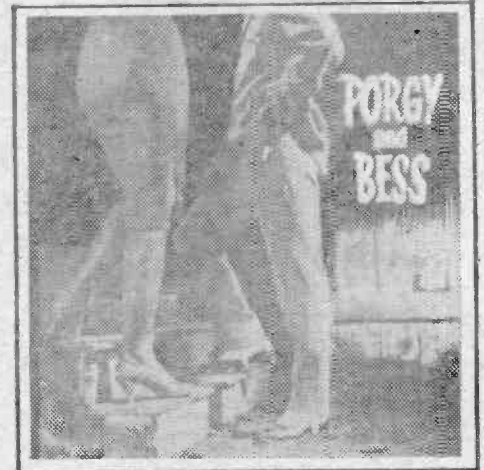


P-800
COCKTAIL TIME



SF-2800 AROUND THE WORLD IN 80 DAYS

Cinema Sound Stage Chorus and Orchestra perform original background scores from the Academy Award film.



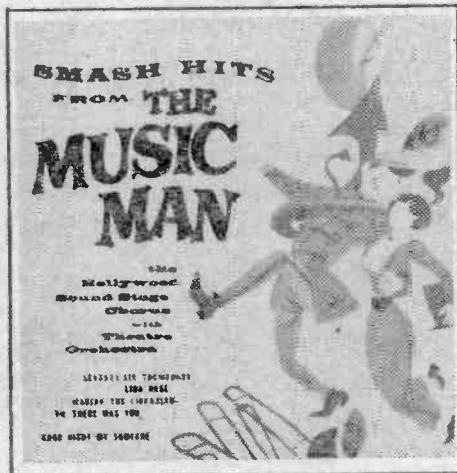
SF-8600 PORGY AND BESS "101 Strings"

The truly fine score by George Gershwin is done in lush style by the big orchestra.



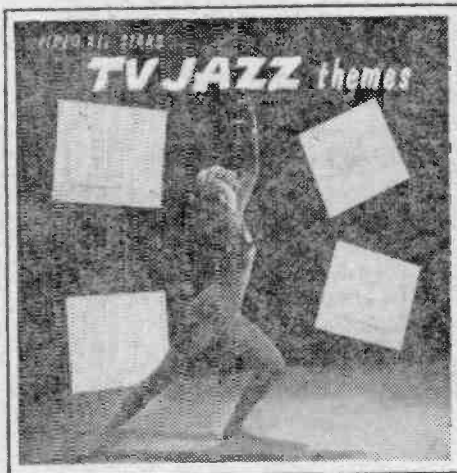
SF-2700 MY FAIR LADY and THE KING AND I

Robert Russell Bennett arrangements of two smash musicals played by the New World Theatre Orchestra.



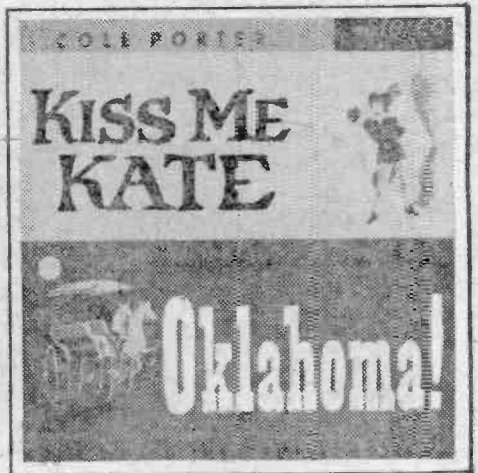
SF-7700 MUSIC MAN and SOUTH PACIFIC

All the biggest hits from both smash musical favorites done vocally and instrumentally.



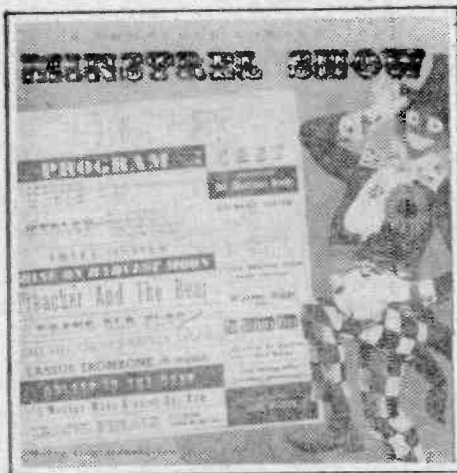
SF-8800 TV JAZZ THEMES

The Video All-Stars from Hollywood do themes from "Peter Gunn," "Richard Diamond," "Thin Man" and "77 Sunset Strip."



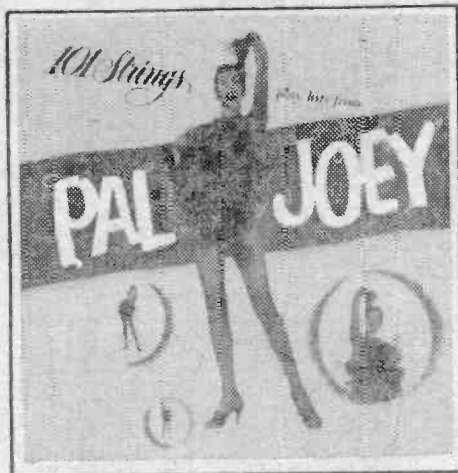
SF-9800 KISS ME KATE and OKLAHOMA!

Instrumental readings of all the hit songs from both shows, done by the New World Theatre Orchestra.



SF-1600 AUTHENTIC MINSTREL SHOW

A complete, authentic minstrel show. 18 songs and comedy selections.



SF-5000 PAL JOEY and THE RED MILL "101 Strings"

Hit songs from the Rodgers & Hart smash and the Victor Herbert favorite include "Bewitched," "Lady is a Tramp," etc.



SF-3300 THE PAJAMA GAME and SILK STOCKINGS

The most popular selections from both Broadway hit musicals in superb arrangements are played by the New World Theatre Orchestra.



SF-7000 SILVER SCREEN "101 Strings"

Among the Award-Winning songs are "Picnic," "Ruby," "Spellbound," "Love Is a Many Splendored Thing."

THE BIG SHOWS IN STEREO ARE ON





SF-10100 TCHAIKOVSKY: SYMPHONY NO. 6
The famous "Pathétique" Symphony is done in all its glory by the London Philharmonic under Sir Adrian Boult.



SF-10300 THREE CORNERED HAT and LOVE, THE MAGICIAN
Two of Manuel de Falla's greatest compositions dramatically performed by the London Philharmonic. Hugo Rignold cond.



SF-10600 MARCHES FROM THE OPERA
Reinhard Linz conducts the London Philharmonic in performances of the best-known marches from the best-known operas.



SF-10900 CONQUERORS OF THE AGES
Edmond de Luca's original manuscript depicts the conquerors of history from Attila to Hitler. DeLuxe package by the London Philharmonic Orchestra and Chorus. Reinhard Linz cond.



SF-9600 BOLERO and SORCERER'S APPRENTICE
Two great works by Ravel and Dukas performed by the London Philharmonic under Hugo Rignold.



SF-10000 TCHAIKOVSKY: SYMPHONY NO. 5
Sir Adrian Boult conducts the London Philharmonic in a superb reading of the great Fifth Symphony.



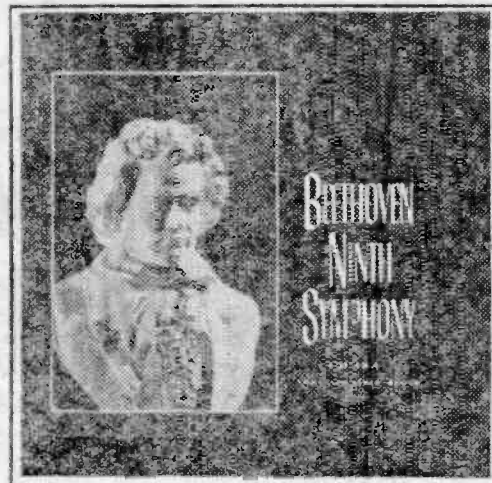
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a world renowned
orchestra
**THE LONDON
PHILHARMONIC**

STEREO FIDELITY CLASSICAL "FIRSTS IN STEREO"



THE MESSIAH (Handel)
London Philharmonic Choir and Orchestra.
Conducted by Walter Susskind.
The complete score of the Handel oratorio in a four-record set in superb stereophonic sound. Packaged in a sealed box with biography, technical data and text.

NINTH SYMPHONY (Beethoven)
Nord Deutsches Symphony Orchestra.
Conducted by Wilhelm Schuechter.
The D Minor "Choral" Symphony in the original score in a special two-record set packaged in a sealed box and with biography, technical data and text.



SF-2400 SCHEHERAZADE
The popular Rimsky-Korsakov work performed by the full Nord Deutsches Symphony under Wilhelm Rohr.



SM-5100 1812 OVERTURE and CAPRICCIO ITALIEN
Two of Tchaikovsky's most popular works performed by the Nord Deutsches Symphony. Listen for the real cannon shots on "1812."



SF-7800 PICTURES AT AN EXHIBITION
The Moussorgsky-Ravel version of this favorite is performed by the Nord Deutsches Symphony under Wilhelm Schuechter.



SF-2900 THE BALLET
Tchaikovsky's "Swan Lake" and Romeo Casarino's "Pygmalion" in classic stereo performances.



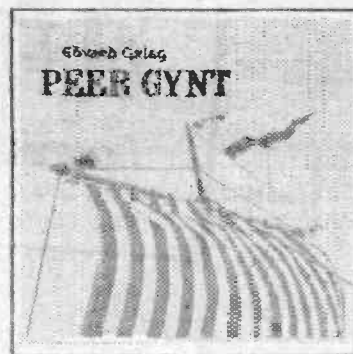
SF-8000 WARSAW CONCERTO AND NOTCRACKER SUITE
Are featured on this recording by pianist David Haines and the Paris Theatre Orchestra and the Nord Deutsches Symphony Orchestra.



SF-9100 SLEEPING BEAUTY
The score of Tchaikovsky's famous ballet work has been a listener's delight for years.



SF-9200 BACH
The majesty of the Luneberg Organ is utilized to the fullest extent in the Bach selections.



SF-9400 GRIEG'S PEER GYNT
Both Peer Gynt Suites are performed by the Hamburg Staatsoper Orchestra conducted by Wilhelm Bruckner Ruggerberg.

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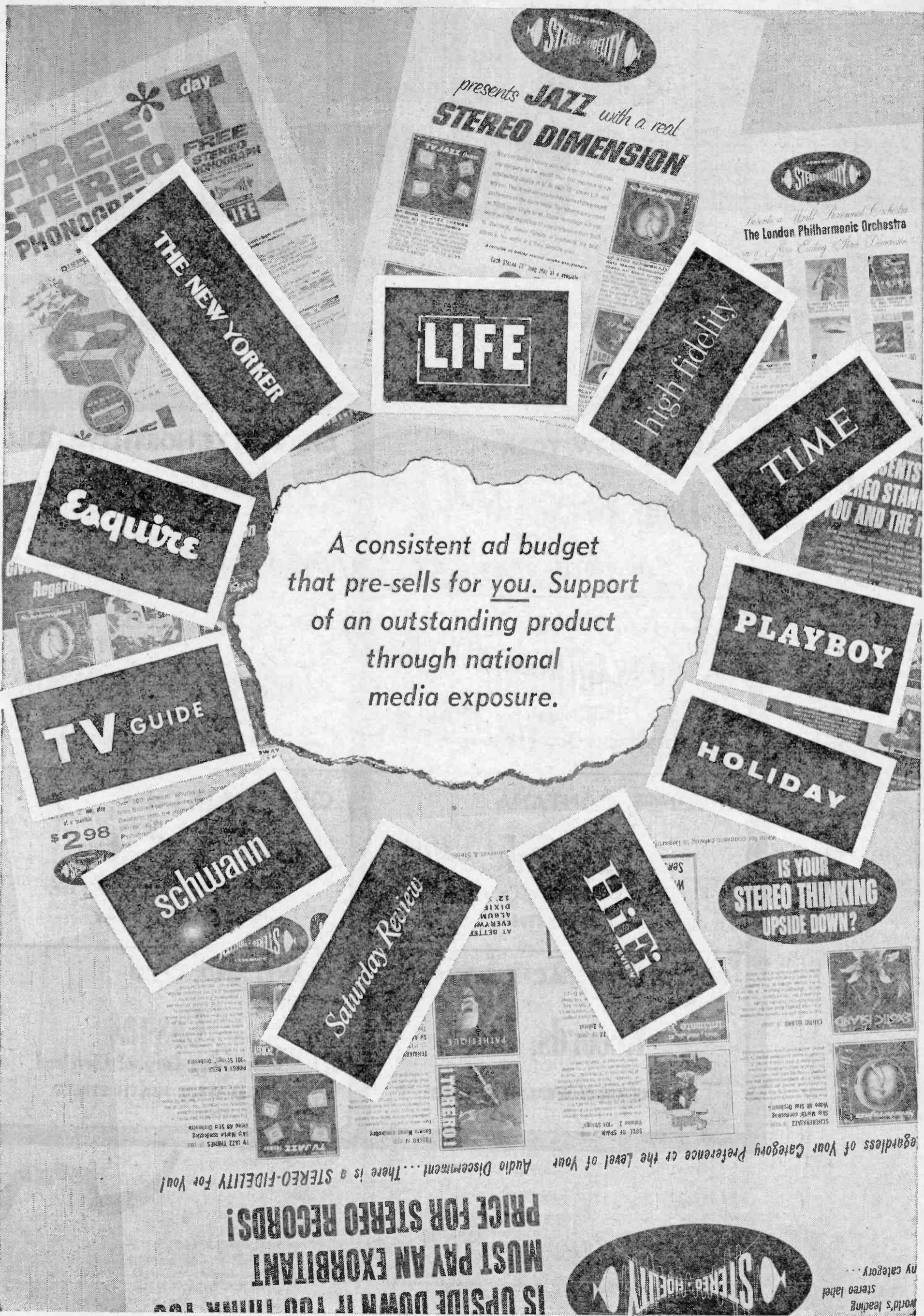


We are happy and proud to be
a part of the great success
of our esteemed client,
Miller International

Ernest William Greenfield, inc.

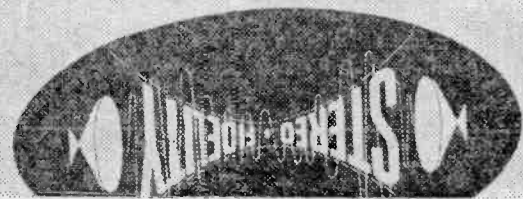
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A consistent ad budget
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Audio Discernment... There is a STEREO-FIDELITY For You!
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any category...



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Presenting a Most Renowned Orchestra
The London Philharmonic Orchestra
in a New Exciting New Dimension

LIFE

high fidelity

TIME

PLAYBOY

HOLIDAY

HILL

Saturday Review

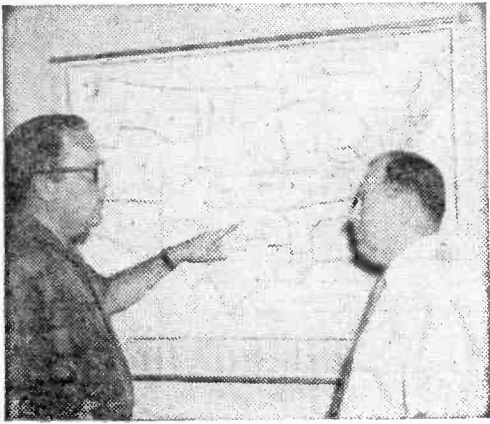
Esquire

TV GUIDE

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THE NEW YORKER

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OUR GREAT NETWORK SELL OUR RECORDS

LISTED ALPHABETICALLY
A TO

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Leonard Smith, Inc.

30 N. THIRD STREET

CHARLOTTE, NORTH CAROLINA

Mangold

Distributing Co.

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ATLANTA, GEORGIA

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Central

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CINCINNATI, OHIO

A & I

Record Distributing Co., Inc.

1000 BROADWAY

BOSTON, MASSACHUSETTS

Records, Inc.

790 COMMONWEALTH AVENUE

CLEVELAND, OHIO

Cosnat

Distributing Corp. of Cleveland

1233 WEST NINTH STREET

OF DISTRIBUTORS WHO ACROSS THE COUNTRY

ACCORDING TO CITY

M

DALLAS, TEXAS

Big State

Distributing Corp.

1337 CHEMICAL

E. HARTFORD, CONNECTICUT

Associated

Record Distributors, Inc.

76 TOLLAND STREET

DENVER, COLORADO

W. Slagle & Co.

725 SOUTH BROADWAY

HOUSTON, TEXAS

Central Sales

1108 W. DALLAS

DETROIT, MICHIGAN

Jay-Kay

Distributing Co.

3725 WOODWARD

LOS ANGELES, CALIFORNIA

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Record Sales Co.

2104 W. WASHINGTON BOULEVARD

EL PASO, TEXAS

M. B. Krupp

Distributors

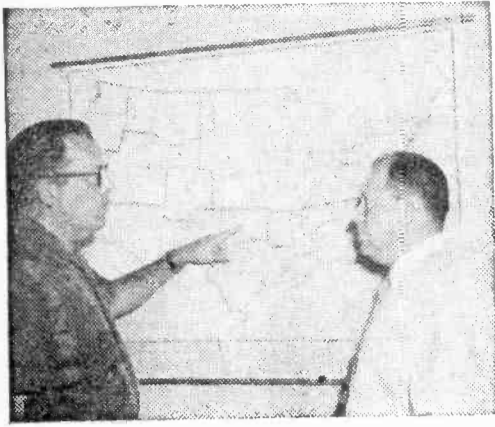
309 S. SANTA FE STREET

MEMPHIS, TENNESSEE

Record Sales Corp.

1070 UNION AVENUE

MORE



OUR GREAT NETWORK SELL OUR RECORDS

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MIAMI, FLORIDA

Pan American

Distributing Corp.

3401 N.W. THIRTY-SIXTH STREET

MINNEAPOLIS, MINNESOTA

Heilicher Bros., Inc.

119 N. NINTH STREET

NEWARK, NEW JERSEY

Cosnat

Distributing Corp.

415 HALSEY STREET

NEW ORLEANS, LOUISIANA

Record Sales, Inc.

640 BARONNE STREET

NEW YORK, NEW YORK

Action Records, Inc.

452 WEST FORTY-SIXTH STREET

OKLAHOMA CITY, OKLAHOMA

Calmar

Distributing Co.

18 N.E. FORTY-EIGHTH STREET

PHILADELPHIA, PENNSYLVANIA

Chips

Distributing Co., Inc.

1415 N. BROAD STREET

PHOENIX, ARIZONA

M. B. Krupp

Distributors

1919 N. SIXTEENTH STREET

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Z

PITTSBURGH, PENNSYLVANIA

Ajack Records, Inc.

1612 FIFTH AVENUE

SYRACUSE, NEW YORK

Onondaga

Supply Co., Inc.

344 W. GENESEE STREET

SAN FRANCISCO, CALIFORNIA

C & C

Distributing Co.

1325 HOWARD STREET

WASHINGTON, D. C.

Schwartz Brothers

901 GIRARD STREET, N.E.

— FOREIGN —

SEATTLE, WASHINGTON

Stanley

Distributing, Inc.

235 WESTLAKE, NORTH

SCARBOROUGH, ONTARIO, CANADA

Arc Sound, Ltd.

767 WARDEN AVENUE

ST. LOUIS, MISSOURI

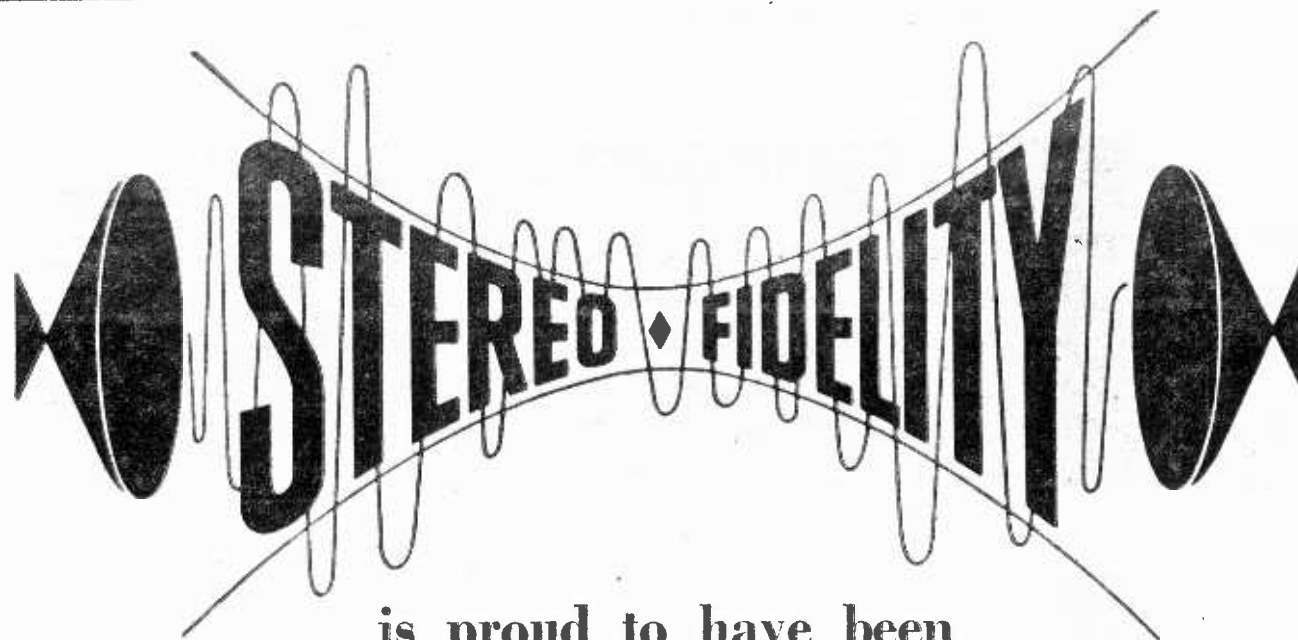
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Associated Sales, Ltd.

812 KAPIOLANI BOULEVARD



is proud to have been

a part of the confidence in an exciting
new product in the growing world of electronics.

We wish to thank the following manufacturers and
their distributors of quality stereo phonographs
who, in tie-in sales of equipment, used over one million
Stereo Fidelity long playing records in one year:

GENERAL  ELECTRIC

PHILCO

MOTOROLA

SYLVANIA

Olympic

Westinghouse



*A stereo salute to the organizations that will
make stereo in every home an eventual reality.*



DAVE MILLER LOOKS TO THE FUTURE

In a span of three years, Somerset has become a recognized factor in the industry. We have, for the most part, cleared the hurdles of establishing policy and direction, the training of key personnel and the securing of proper financing.

We are naturally quite proud of the catalog and plant facility developed and the sales figures generated by the catalog. These are the obvious rewards to the principles of a successful company. However, in speaking for all the people in our organization, I feel quite free to say that the most rewarding aspect of the last three years is the fact that our position today gives us sound reason to anticipate an exciting role in the future of an industry that has a dynamic growth potential.

What of the future? Quite frankly, we do not have the exhausting aspirations of ever becoming a "major" record company. We are well aware of a potential that must be kept

commensurate to the rise of total recorded product.

We are the leader in our field. We intend to stay there. The creative energies of the people responsible for our present position will not be diluted in chasing rainbows. As the industry grows, we will grow—but in our field. This is not to say we project a safe stagnation, quite the contrary. We look forward to the challenge of competition in the moderately-priced field as a broad selection of trusted labels can only build consumer confidence. Our formula has and will be based on a very elementary reasoning. In a healthy economy a good product at a fair price can only perpetuate itself.

As the standard of living rises and leisure becomes more abundant, we look forward to becoming even more of a respected name in home entertainment.

We are shortly embarking on an international plan of establishing affiliates in the moderately-priced field abroad. This area of growth is limitless as the standard of living rises and electrical energy becomes available to the masses of the underdeveloped countries of the world.

To rehash future industry potential figures is a waste of print. For the future of any industry today will only be limited by the degree of realistic preparedness and imaginative approach that is taken.

We are highly confident of our future as we have the most necessary ingredient to insure it—young, capable people with energy and imagination.

GREATER EFFICIENCY MEANS HIGHER QUALITY AT LOWER PRICES

Novel Credit Plan Moves 'Trade-Ons'

ST. LOUIS — What can the high-fidelity stereo dealer do to expedite sales of slow-mover trade-ins?

The answer is simply to remember that there are many people who would like to own a trade-in phonograph, radio - phonograph combination, tape recorder, etc., but simply cannot afford to pay cash, even where the item involved sells for as low as \$25, according to Mort Singer, owner of Schweig-Engel Company, big stereo-high-fidelity firm here.

One of the first dealers in the St. Louis area to make a major operation of stereo and high fidelity, Singer naturally anticipated trade-ins. He knew that there were many hundreds of phonographs, combinations, etc., which would be brought in, and, of course, he depended upon trade-in allowances to move much expensive new equipment.

Sees Customer Viewpoint

What he didn't count on, however, was the surprisingly slow turnover on such items as expensive cabinet phonographs, being offered at a fraction of their original price, even tho they were in perfect condition. The Schweig-Engel store is located hard by St. Louis' largest colored district,

where Singer had expected the trade-ins would sell swiftly.

Disturbed because of the rate at which trade-ins were piling up, Schweig-Engel looked into the situation "from the customer's viewpoint." Singer began collaring typical prospects from the low-income area surrounding, and asking questions about their buying habits, explaining his problem candidly. It wasn't long before he found that even tho his prices were thoroly attractive to the usual prospect, that none of them wanted to cough up anywhere from \$25 to \$35 in cash, to make a purchase. At the same time, Singer knew, none of the regular financing organizations which would take the paper on better-priced trade-ins or new equipment, would "touch" such small unit sales as \$25 and \$35. Still, he was convinced that if he could provide some form of financing whereby the customer could put even low-priced purchases such as these on small weekly time-payments, that his trade-in woes would disappear.

(Continued on page 39)

Accessory Display By Audiotex

LOS ANGELES — Only two feet of counter space are needed for the new Audiotex self-selling tape accessory display now available to dealers, says Audiotex Manufacturing Company here.

On the new Audiotex self-merchandise, designed for impulse buying, are 11 tape accessories. These include splicers, splicing tape, head demagnetizers, end leaders, fluids and "Kleentape" for cleaning tape heads, telephone pickups and phono and recorder oil.

Each item is packaged in a transparent container and each is illustrated in use. The rack comes ready to put on counter, stands seven inches deep.

Decca Has Stereo Unit At \$32.95

NEW YORK — Decca has created a promotional stereo phono to sell for \$32.95. Called the "Saxon" (Model DPS-20), unit is a three-speed manual with two separate volume controls — one for each channel. A detachable wing speaker has an eight-foot extension cord. Cartridge is the turnover type with twin sapphires.

The "Saxon" comes in two-color combinations, blue with white or gray with white. Both blue and gray units have an overprint of gold fleck.

MOVE RUMORED

Heath to Set Direct Mail Disk Plan?

CHICAGO — Tho confirmation could not be obtained at presstime, it is rumored that Heath Company, St. Joseph, Mich., major supplier of audiophile component do-it-yourself kits, is readying expansion of its direct-to-the-consumer facilities that may well include phonograph records. Milton Sleeper, veteran publisher who sold out his audiophile consumer mag, Hi-Fi Music at Home, is reported heading up an accelerated direct mail liaison between Heath and its many buyers and prospects. Sleeper will head up a much larger type of publication, it's understood, than even the tabloid size mailings from Radio Shack, Boston, or Lafayette Radio, Philadelphia.

Word is that, initially, Heath was thinking in terms of both a selection of LP's and tape, that present planning has curtailed inclusion of tape, but firm definitely intends to stock LP's for sale thru the mail.

Audio Artists Debs Complete Stereo Kit

SKOKIE, Ill. — Audio Artists Ltd., which started six months ago as a maker of framed pictures into which speaker complements had been wired, this week thru its president, Bob Jordan, announced major expansion plans. Within 30 days, Audio Artists will be delivering its Stere-O-Vision, a complete stereo playback kit at a suggested list of \$495. The kit will contain a 50-watt dual amp, four speed record changer and two of the "talking picture frames," containing two eight inch speakers and a super tweeter in each frame and all necessary wiring. Buyer will have a choice of the eight standard scenes already offered by the firm and Jordan is debuting nine, more picture subjects, including street scenes from New York, Philadel-

(Continued on page 39)

Cabinet for Components Is \$159.50

NEW YORK — Rockford Special Furniture Company, Rockford, Ill., firm that makes display and hi-fi cabinets, has added a unit to their line for installation of stereo components. Completed unit would be an all-in-one stereo console.

Special features of the cabinet, known as the Model 1000, is a rubber insulation system for the speaker enclosures on each end. The rubber on which the enclosures "float" is intended to eliminate any resonance. Enclosures are built to accommodate 12-inch loudspeakers.

Center equipment part of the unit has space for tuner and amplifier. Changer of transcription player is below the tuner-amplifier grouping in a sliding drawer. A

Free Phono Sparks Indie Disk Club

CHICAGO — A record club that uses Columbia phonographs as premium for membership, has mushroomed from its first installation here to branches in Atlanta, Charlotte, Sarasota, New Orleans, Minneapolis, Cincinnati, Huntington, W. Va., and Milwaukee since April 1. Louis Pierce, ex-textiles exec, opened national headquarters here, utilizing the moniker, World of Music, for his franchised clubs projected for the entire U. S.

Six Plans

Pierce himself franchises branch operations which operate within a given area in promoting the World of Music record clubs. The consumer has a choice of six different Columbia stereo phonographs, with a price range from the Columbia model 1012 portable at \$99.95 to the Columbia console model 1156, which lists for \$249.95. If a consumer wishes to buy the package involving the Columbia portable, he signs a contract to buy four LP's, stereo or monaural, at \$4 per record and 25 cents additionally for postage for each record, per month over one year. In addition, he gets six LP's at the same price initially, which means he gets 78 records at \$4 each or \$312 and the portable Columbia.

If the consumer shoets for the highest priced Columbia console as his premium, he must buy a total of 204 records over a two-year period, averaging out almost two per week, in return for which he gets the \$249.95 console when he initially inks his contract under which he pays \$816.

Promotes at Fairs

Pierce said that monthly the club member receives the World of Music LP selection, which numbers 78 different LP's available either one or two track. If a person wishes to join only the record club and has no need for the re-

cord player, he can purchase three LP records from the list and he will be given two free and if he purchases four LP records, he is given three records free. The program of record buying only was initially set up by Pierce for World of Music members who had finished their first year's membership and received the stereo phono.

Pierce said that initially he and his associate branches in WOM have found fairs and indoor expositions, at which they have maintained booths, the best media for getting names of prospects.

Ampex to Push Stereo Via Aired Tappings

NEW YORK — Ampex will take to the air with a stereo message in 10 major markets beginning this month, according to ad and promotion plans just announced by the firm. Radio shows will be broadcast simultaneously in stereo AM-FM, FM only and AM only.

Shows will consist of two half-hour shows a week and the music will be chosen from currently available four-track, 7 1/2 ips record tapes. No disks will be programmed. Major theme of the ad pitch will be "Stereo sounds best on tape—tape sounds best on Ampex." Programs will be played on each station on Ampex's consumer model stereo recorder - playback, the model 960.

Outlets to be used in the various markets are: WQXR (New York), WMAQ (Chicago), KNX (Los Angeles), WCAU (Philadelphia), WJR (Detroit), WCRB (Boston), WGKA (Atlanta), KADY (St. Louis), KRLD (Dallas) and KGO (San Francisco). Potential stereo audience for the Ampex show is estimated at 44 million while the AM coverage is estimated to reach 90 million persons.

The print media schedule for the firm includes 12 magazines with a potential of 44 million reader impressions. The Ampex '59-'60 schedule is the largest ever scheduled by the firm.

Soft Speaker Gives Poor Man's Hi-Fi

NEW YORK—A new product, Flexicone, for improving loudspeaker tone has just been announced by the St. Paul manufacturer, Porter and Dietsch, Inc. It is a liquid which can be applied to the outer edges of a loudspeaker, making them permanently softer. If the cone had been stiff before, Flexicone makes it pliable, allowing the cone to move more freely.

The manufacturer says that the cone resonance is lowered from 10 to 40 cps. Firm refers to it as "the poor man's hi-fi" because it is very effective on inexpensive speakers. But they add that it is also effective on high fidelity speakers.

A 1-2-3 application is all that is needed. A single kit is sufficient for one 15-inch speaker, two 12-inch speakers, four 8-inch speakers or six 6-inch speakers. Each kit contains three bottles and an applicator brush.

G-E Debuts Two New Stereo Amps

NEW YORK — The component division of General Electric is introducing two new power amplifiers, both of them stereophonic and both with dual concentric bass and treble controls.

Both units are highly styled to make a good appearance in the living room. The G-7700 series at \$189.95 comes in white vinyl on steel with gold and ivory control panel or in beige vinyl on steel panel. The model G-7600, tagged at \$139.95 has saddle brown vinyl on steel case with gold and brown control panel. Delivery will be made this month.

Other features are: stereo balance control, input selector for stereo or monaural tape, phono, tuner or auxiliary, selectro for stereo channel reverse, a contour control for bass boost at lower loudness levels, and rumble filter. The model G-7700 series also has a scratch filter.

The G-7700 packs 56 watts or 2 per channel. The G-7600 has 40 watts, or 20 per channel (IHFM Music Power Rating).

drop-front pulls down over the tuner amplifier section.

The Model 1000 comes in a choice of woods — walnut, mahogany, blonde and ebony. Cabinet in 54 inches wide, 32 inches high and 18 inches deep. It's tagged at \$159.50.

preferred line!



Only with "SCOTCH" BRAND can you satisfy every recording need—

- complete line, nine tapes each engineered to fit a specific tape recording situation
- highest quality, precision oxide dispersion, controlled uniformity, dry silicone lubrication
- best seller, "SCOTCH" BRAND leads all other magnetic tape brands in sales
- consistently advertised in leading national and specialized magazines to pre-sell all your customers!



MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



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GIVE TO DAMON RUNYON CANCER FUND

Credit Plan Moves 'Trade-Ons'

• Continued from page 38

This meant a lot of investigation and telephone calls, until the St. Louis dealer eventually located a firm which was "accustomed to dealing with low-income customers on small-unit credit buying." The company, he found, would underwrite sales contracts of this nature for 7 per cent of the total of the sale—a figure well above standard financing rates, but in view of Schweig-Engel's experience, a highly practical "out" indeed. "We could have financed such sales ourselves," Singer said, "as long as the capital held out. If, however, we experienced a much heavier sales volume from these trade-ins than we had anticipated, we might have easily found ourselves with all operating capital tied up in the form of small contracts such as this."

Mass Displays

Accordingly, Schweig - Engel began intensifying its advertising program on trade-ins, using classified newspaper advertising offering spectacular bargains on trade-in TV's, tape recorders, radio-phonograph combinations, high-fidelity phonographs, and even some stereo equipment. Instead of displaying these in a rear room, such as had been the policy in the past, big mass displays were built thru-out the store, in each case, with price tags pointing out what the original price of each item had been, compared with its clearance price, and emphasizing the low list credit terms which could be applied. A beautiful mahogany-cased radio-phonograph combination, for example, was shown as priced originally at \$665, offered now at \$60. A \$275 tape recorder was offered at \$35. In the latter case, the customer could buy the machine for a down payment of only a few dollars, and pay as little as a dollar a week, to pay it out, under the terms of the novel financing plan made available.

Attracts New Customers

Now, results have been absolutely spectacular. Schweig-Engel Company is currently selling around 700 trade-ins per year, as opposed to only 250 to 300 before the plan went into effect, and more than 85 per cent of this total volume is sold on the 7 per cent credit plan. The store is steadily selling good, reliable trade-in musical equipment to customers who for one reason or another, usually

large families, are unable to put together \$25 or \$35 for a cash purchase. The trade-ins which at one time "piled up" in the warehouse now move out so rapidly that the store has considered buying them from other sources.

The result, naturally, has been that Schweig-Engel can depend on a much better volume of new equipment sales, because attractive trade-ins can always be offered, a 40 per cent mark-up is steadily maintained on new equipment, and a thoroughly respectable return on the low-priced trade-in as well. Scores of customers whom the store could never have attracted before are now coming in to look into the low-priced payment system which the store offers, and "jump at the chance" to put first class reliable equipment in their homes, without a tremendous financial burden.

Crash Craddock

• Continued from page 4

owner Fred Koury. For this new record Columbia has come up with a national tour for Craddock, an eight page pictorial biography attached to the envelope sleeve of the new Craddock record for jockies, and thousands of small pennants and leaflets saying: "I've Got a Crush on Crash."

The national tour will take Craddock across the country to receptions in 17 cities. He arrived in Baltimore last week by helicopter and was welcomed by deejay Buddy Dean. A filmed performance of him doing his record of "Don't Destroy Me" will be sent this week to 200 radio stations. Film is in color and black and white.

The loot for the Craddock publicity, advertising, tour, etc., is coming partly from Columbia and partly from manager Koury. The latter, it is understood, is backing the lad's campaign with over \$5,000.

According to Kapralik the firm is out on the aggressive kick to create showmanly gimmicks to break out a new artist. The merchandising boss feels that not enough attention has been paid to merchandising single records in stores, as well as exposing them on the radio. Thus the window

Zenith Bows Transistor Portables

NEW YORK — Zenith is producing two new all-transistor portable radios. They are the Royal 755 and the Royal 710. Both will operate on trains, boats, planes and other locations where signals are difficult to bring in.

Special features are: four-inch speakers, vernier tuning and, on the Royal 755, a tuned RF stage with three-gang condenser.

A set of six C-type flashlight batteries will give up to 350 hours of playing time. The Royal 755 comes in brown color, genuine leather housing. The Royal 710 is covered in Permawear and is also brown in color. Both have double-thickness carrying handle.

The Royal 755 is consumer tagged at \$79.95 while the Royal 710 is \$59.95 (batteries extra).

Audio Artists

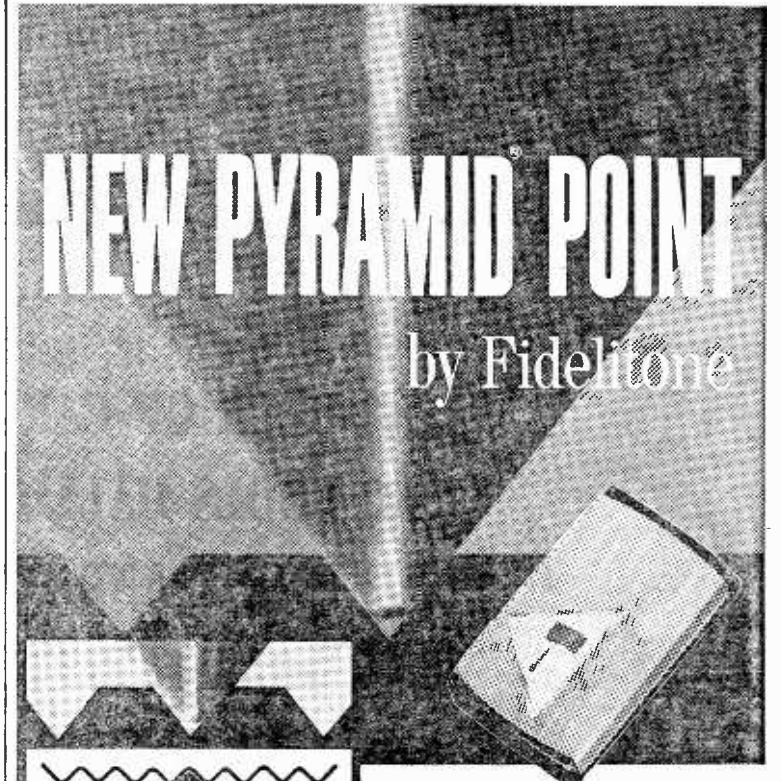
• Continued from page 38

phia, Washington and Chicago. Wiring in the kit is an almost invisible one mil double lead type, pictures on the wall without obstructing interior decorating schemes with old-fashioned tape wiring.

By November, Audio Artists will be shipping its FI-LIGHT, a modernistic wrought iron, plastic and walnut combination lamp with concealed speaker. The 38-inch high lamp contains a new type of tubular speaker, especially designed by Jordan. The speaker is three-inches in diameter and 22 inches long and actually is worked into the center of the lamp with the opening at the top of the lamp. The speaker utilizes the ceiling as a baffle to further project sound. A table model of the lamp will retail for \$49.95, while a functional floor model will cost \$79.95.

Mary May, executive in the local office of Audio Artists, is moving to New York, where he will be Eastern sales manager for the firm and will also spearhead a home-selling operation, which has been experimented with in Chicago most successfully.

streamers, pennants and illustrated sleeve for the record, as well as the 17-city tour, ads, promotion, etc.



New Pyramid Point Diamond
Traces the centerline of the microgroove with more surface contact. Accurately contacts all frequency areas. Assures minimum distortion, maximum true sound.



Ordinary Diamond
Does not trace the centerline of the groove. Has less surface contact. Pinches and rides bumpily in high frequency areas — distorts many sound impressions.

Be one of the first to install the needle shaped to play records as they were recorded. Install the quality needle — the new Pyramid Point Diamond by Fidelitone. The leader in fine needles for over 30 years. And always the first with the newest in needles. Contact your Fidelitone distributor today.

For the first time... a needle shaped to follow record grooves exactly.. pick up all the sound

It's here! The new Pyramid Point Diamond by Fidelitone — the only needle tip scientifically shaped to simulate the original recording stylus. It's designed to pick up all sound information — cleanly reproduces the highest highs — the lowest lows. The exclusive new pyramid shape minimizes pinch effect in the high frequency passages, lowers background noise — and reduces distortions as much as 85%! Now for the first time the full pure tones of the original recorded sound are faithfully reproduced. And the greater surface contact between needle and record prolongs your needle and record life. So hear the amazing difference yourself in sound quality — stereophonic or monophonic with the new Pyramid Point Diamond by Fidelitone.

Over 30 years of quality needles

Fidelitone

Chicago 26, Illinois
"Best buy on records"

EXTRA COPIES OF THE BILLBOARD'S 1960 PHONO DIRECTORY ISSUE (Sept. 14) AVAILABLE WHILE THEY LAST!

Contains easy-to-use chart-style specifications and prices on more than 400 of today's phonos and phono combinations . . . in nine different price categories . . . 6500 individual items of vital information for phono dealers and dealers who are considering adding phonographs . . . plus an important sales refresher no phono dealer should be without:

"22 WAYS TO SELL MORE STEREO PHONOS"

Use the coupon today. All orders filled on a straight first-come, first-served basis as long as copies last. ▶

The Billboard Merchandising Services
2160 Patterson Street, Cincinnati 22, Ohio

Please send me _____ copies of The Billboard's Sept. 14 Phono Directory Issue, including "22 Ways to Sell More Stereo Phonos," at .50 (cents) per copy.

Name of Individual _____

Name of Company or Store _____

Address _____

City & State _____

(cash only, please)

THE Dot "HOT PARADE"

SINGLES

15968 DECK OF CARDS—Wink Martindale

15982 FOOLS HALL OF FAME—Pat Boone

15978 NIGHT AND DAY - I'M CONFESSIN'—Louis Prima-Keely Smith

15976 WABASH BLUES—Billy Vaughn

15975 MISS LONELY HEARTS—Dodie Stevens

15983 SHE'S A KOOKAMUNGER—Sam Butera

15946 JIMMY BROWN THE NEWSBOY—Mac Wiseman

★ ★ ★

BREAKING BIG!

MAC WISEMAN

"JIMMY BROWN THE NEWSBOY"

#15946

EP'S

DEP 1076 SIDE BY SIDE

Pat and Shirley Boone

DEP 1089 MORGEN

Billy Vaughn

LP'S

DLP 3210 LOUIS AND KEELY

Louis Prima and Keely Smith

DLP 3205 GOLDEN SAXOPHONES

Billy Vaughn

DLP 9500 THE FIVE PENNIES

(Original Sound-Track Album From the Paramount Picture
Starring Danny Kaye-Louis Armstrong)



THE NATION'S BEST SELLING RECORDS

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, sends the following rundown of distrib activities: Distributors report that they are heading into the fall season with tremendous optimism. LP's still provide most of the dollar volume, but a big batch of singles also appear to have hit potential. Sales dipped slightly during August, but September looks more promising.

Harry Beckerman, Garmisa Distributing Company, is pleased with the reaction to "Put Your Head on My Shoulder" by Paul Anka, "Just Ask Your Heart" on ABC-Paramount by Frankie Avalon and "Come On and Get Me" by Fabian on Chancellor. Mercury's hot ones are "Sea of Love" by Phil Phillips and Sarah Vaughan's LP, "No Count." Command has a big item with "Million Dollar Sound." Decca Record's promotion man Ken Windl lists "I Ain't Never" by Webb Pierce, "Just As Much As Ever" by Bob Beckham and "If You Don't Want My Lovin'" by Carl Dobkins Jr., all on Decca. Top LP's are "The Blues" by Pete Fountain on Coral, "Book, Candle and Prayer" by Dick Noel on Brunswick and "Five Pennies" by the original to Don Smith, are "I Want to Walk You Home" by Fats Domino, "(Seven Little Girls) Sitting in the Back Seat" by Paul Evans on Guaranteed and "Tres Chic" by Geogg Gillmore on Jamie. Strongest album is "Songs by Ricky" by Ricky Nelson on Imperial.

Newest distrib is John O'Brien Distributing Company. Lines handled include Roulette, 20th Fox, Personality, Roost, Gee, Rama and Dynasty. Sales staffers are Ken Vogt and Bob Herzberg. Top item at the moment is "Mary Lou" by Ronnie Hawkins on Roulette. Marty Schwartz of James H. Martin feels that the "Louis and Keely" album on Dot is a chart contender. Singles moving well include "Fool's Hall of Fame" by Pat Boone on Dot, "Ski King" by E. C. Beatty on Colonial and "I'm So Lonely" by J. B. Lloyd on Hi.

Bob Thompson, Capitol Records, mentions "Midnight Flyer" by Nat King Cole, "Worried Man" by the Kingston Trio and "I Ain't Never" by the Four Preps. Frank Sinatra's latest LP, "No One Cares," is hot. Rolf Voeglin's Tell Music Company is racking up heavy orders on "Primrose Lane" by Jerry Wallace on Challenge, "Everything I Have Is Yours" by Dorothy Collins on Top Rank and "Sweet Someone" by Eddie and Betty Cole on Warner Bros. M. S. Distributing Company, says Rik Froyo, has chalked up big sales on "Sleep Walk" by Santo and Johnny on Canadian-American, "Kissin' Time" by Bobby Rydell on Cameo and "Caribbean" by Mitchell Torok on Guyden.

Harold Rietz, Taylor Electric Company, RCA Victor distrib, lists "The Three Bells" by the Browns and "Boo Stick Beat" by Chet Atkins. Strongest LP is Morton Gould's "1812 Overture" and "Bolero" combination. Vern Sherkow of Sherco claims strong sales on "Angel Face" by Jimmy Darren on Colpix and Nina Simone's LP, "The Amazing Nina Simone" also on Colpix. At Columbia Bill Farr reports heavy sales for "Battle Hymn of the Republic" by the Mornion Tabernacle Choir, "I'll Never Fall in Love Again" by Johnnie Ray and "Have I Told You Lately That I Love You" by Jill Corey. Neil Searless, radio free-lancer is now doing promo work for Morely-Murphy, plugging their Columbia Records disks and phonos.

BRIEFS: Apollo Records (New York) has acquired distribution rights for Pride Records. Bernie Lawrence, the firm's promo man and sales manager will take to the road shortly to plug the label's latest release, "She Doesn't Know" by Chick James.

The "Record Bulletin" from RCA Victor Distributing Corporation in Los Angeles lists "Don't You Know" by Della Reese, "Shout" by the Isley Brothers, "Oh, Carol" by Neil Sedaka and "Give Me Love" by Jesse Belvin.

Shirley Rubin of Cosnat in Philadelphia writes that "Rag Mop" by the Jaye Brothers on Wynne is getting strong sales and air play. Sales have already reached the 10,000 mark.

Godfrey Dickey, sales manager of Mutual Distributors, Inc. in Boston sends word that "Deck of Cards" by Wink Martindale on Dot looks like a two-million seller. There is huge dealer man thruout his territory.

Mike Collier, promotion man for RCA Victor's Hugo and Luigi sends a note to advise us of huge sales on "Shout" by the Isley Brothers, and "Don't You Know" by Della Reese.

MIAMI: Frank J. Hackinson of Hansen Publications, Inc., sends the following rundown: "Morgen" by Rex Allen on Vista is selling nicely. "My Heart Became of Age" by the Islanders on Mayflower has sold over 2,000 in the Miami area alone. In addition to heading up the Florida branch of Hansen, Hackinson is also the factory sales manager for Disneyland Records thruout the South. He adds a P.S. that the singles record market in Miami is really jumping.

PHILADELPHIA: Top item this week at Chips are "The Clouds" by the Spacemen on Alfton, "The Enchanted Sea" by the Islanders on Mayflower, "Woo-Hoo" by the Rockateens on Roulette, "Rancho" by Jackie Lee, "Okefenokee" by Freddie Cannon on Swan, "Tumcumcari" by Jimmie Rodgers on Roulette and "Silhouettes" by the Parisians on Bullseye. Strongest album is "The Coolest Mikado" on Andex.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Leslie Uggams Clicks Via 'One More Sunrise'

Sixteen-year-old Leslie Uggams is a senior at New York's Professional Children's School. She made her TV debut at seven and has appeared with Jack Barry, Paul Whiteman, the "Beulah" series and on Godfrey's Talent Scout program. In 1958 she won \$25,000 on "Name That Tune." Miss Uggams donated her winnings to the building fund of the Incarnate Work Academy in Corpus Christi. The Manhattan-born singer's father was a member of the Hall Johnson Choir and her mother danced at the Cotton Club. Recently, she made her stage debut in a musical version of a Tennessee Williams play. She plans to continue dramatic arts studies in college.

The pert thrush has an album scheduled for October release. She has recently been on the charts with her first single, "One More Sunrise," for Columbia.



'Back Seat' Brings Paul Evans to Fore

Paul Evans, who hit The Billboard charts last week with "(Seven Little Girls) Sittin' in the Back Seat," is a versatile 21-year-old. Currently, this tall New Yorker is a songwriter, transcription producer and night club performer.

As a songwriter, his biggest success to date was the Kalin Twins' waxing of "When." On the transcription side, his current spot is a TV bit for Thom McCann shoes. He's appeared in clubs thruout the country.

In Evans' musical family, besides Paul's guitar, papa plays the flute, mama the piano and sister Estelle is a folk singer. The Guaranteed Records artist builds and repairs hi-fi equipment for a hobby.

YESTERYEAR'S TOPS—

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

1. Sh-Boom
2. Hey, There
3. High and the Mighty
4. Little Shoemaker
5. Skokiaan
6. In the Chapel in the Moonlight
7. This Ole House
8. Little Things Mean a Lot
9. If I Give My Heart to You
10. Goodnight, Sweetheart, Goodnight

10. I'm a Fool to Care
SEPTEMBER 17, 1949

1. You're Breaking My Heart
2. Room Full of Roses
3. Some Enchanted Evening
4. Someday (You'll Want Me to Want You)
5. That Lucky Old Sun
6. Maybe It's Because
7. Let's Take an Old-Fashioned Walk
8. Jealous Heart
9. Again
10. Hucklebuck

VOX JOX

By JUNE BUNDY

CHANGE OF THEME: Scott Hamley is the new general sales manager for KSFO, San Francisco. . . Dick Summer takes his "Summertime" show to WISH, Indianapolis, starting today. The show will run in the afternoon from 2:30 until 5:45 and in the evening from 8 until 10. In addition Summer will emcee a Saturday Dance Party to be simulcast over WISH and WISH-TV from 12 until 1. . . Louis Reed succeeds Robert D. Sweezy as vice-president and general manager of WDSU Broadcasting Corporation, effective January 1.

Vic Simon has assumed duties as sales manager at KMGH in Albuquerque. Louis Miller is the new director of sales. Miller was formerly with KOMA, the Storz station in Oklahoma City, Okla. . . George Singer takes over as program director for the station. . . Charles F. Wister has been added to WIBG's sales staff in Philadelphia. . . Jim Tate is KICN's (Portland) new program director.

CONTESTS & GIMMICKS: Atlanta's WSB-TV staffers Phil Davis and Roger Marx were winners in the station's recent "Week-end Safetython" contest for safety on the highways. The pair wrote, produced, directed and narrated a special half hour safety documentary broadcast, "It Could Happen to You." They were awarded trophies in ceremonies at Georgia Association of Broadcasters annual convention.

KOIL, Omaha, space jockey Jim Hummel has successful returned to earth. Hummel was launched into orbit on August 20 at Cape Calandra (42d and Dodge in Omaha) for the purpose of reminding Omaha drivers to drive safely over the Labor Day weekend. Thousands were on hand to witness Hummel's descent after three weeks in the air.

Jim Brand and Con Shader, KICN, Denver, staffers are waging a contest to see which has the best looking audience. Listeners for both of the jocks have been requested to send in photos. Each deejay has offered a prize for the best looking listener.

KISN's program director is talking about the success of "Name and Claim It," a contest in which listeners are invited to identify the record to be heard next on the air. Gimmick is for the listener to call a local record store with the answer. First to call receives a free copy of the disk.

Also at KISN the Hal Raymond Bird Watchers Society and Friends of the Feather continues its daily morning meetings. The early-morning deejay has advised his audience to be on the lookout for such rare types as the "Continual Grouse," the "Hooded Tire Slasher" and the "Double Breasted Square." So far, the only things sighted have been threatening letters in Raymond's correspondence.

Radio WINS New York, will give 250 silver dollars to the listener who guesses the first time the temperature drops to freezing.

PUBLIC SERVICE: WQAM, Miami, is currently running a concentrated service campaign for school safety in South Florida. With the kids back in school, the station is airing actual voices of school kids appealing to motorists to drive with care.

BRIEFS: WNHC-AM-TV dedicated its newly constructed Television-Radio Center via a simulcast featuring WNHC-TV's general manager Howard W. Maschmeyer, WNHC-AM general manager Alan Henry, Governor A. A. Ribicoff and New Haven Mayor Richard Lee.

KDKA personalities (Pittsburgh) Art Pallen and Sterling Yates were chosen to emcee two recent events. Pallen was emcee for the Barber Shop Harmony Show on September 13, and Yates, who does a weekly jazz show, was selected for the Newport Jazz Festival Show that featured George Shearing, Thelonius Monk, Anita O'Day and others.

WGR-FM, Buffalo, made its debut on September 13. . . Charles Woodward Jr., has been pegged as vice-president and assistant to the president of Westinghouse Broadcasting Company.

JAM SESSION: WHK, Cleveland, recent "WHK Appreciation Night" that spotlighted an all-star rock and roll show featuring Ronnie Hawkins, Bobby Rydell, Skip and Flip, Freddie Cannon, Larry Williams, Royal Bennett, Johnny Tilotson, Ray Peterson and several other big names attracted a crowd of over 70,000. Thousands more had to be turned away, and many others were unable to get close to Geauga Lake Park, where the event was held, because of traffic jams.

The affair was promoted by WHK for over three weeks before the event with the station using the following phrase: "Because you've made WHK Cleveland's most listened to radio station, we want to show our appreciation to you by giving you the biggest, most entertaining, free evening of your life."

The park was opened for free rides starting at 8 a.m. By 5 in the afternoon, an estimated 25,000 were in. The show, scheduled for 8 was delayed a half hour while a special police escort was dispatched to get acts thru the traffic jam into the park.

Station management said the crowd was well-behaved, and that there were no mishaps. The show was so successful that WHK plans to hold another next year.

THE MASTER OF

SELL

**FRANK
SINATRA**

with a
new
HIT
SINGLE —



"TALK TO ME"

"THEY CAME TO CORDURA"
... From The Motion Picture "THEY CAME TO CORDURA"

RECORD NO. 4284

...another smash from



EYDIE GORME

adds still more pages to her already bursting **SCRAPBOOK** of ABC-PARAMOUNT HITS!

A WONDERFUL NEW SINGLE!

THE YEARS BETWEEN

b/w

TAKING A CHANCE ON LOVE



ABC-10041

ABC-PARAMOUNT FULL COLOR FIDELITY

And her sensational new long-playing album... just released!

EYDIE GORME

ON STAGE



ABC-307*

ON STAGE

Just as great as Eydie's six previous big winners—or greater!



ABC-150 	ABC-192 	ABC-213* 
ABC-246* 	ABC-254* 	ABC-273* 

*AVAILABLE IN BOTH MONOPHONIC AND STEREO



TALK ABOUT DEALS!

HERE'S THE MOST TALKED-ABOUT BONUS IN THE RECORD BUSINESS TODAY!

You Get This FREE!

FANTASTIC? SURE—but ABC-PARAMOUNT'S FALL FIESTA ALBUM RELEASE

so fantastically above and beyond the ordinary,
it calls for a FANTASTIC DEAL! Look!



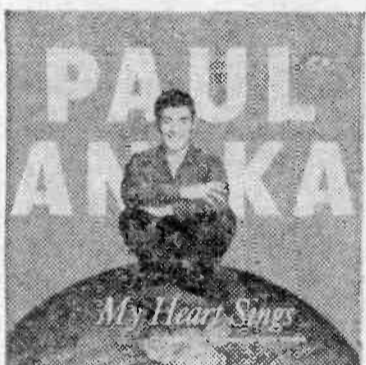
ABC-307 and ABCS-307
EYDIE GORME—ON STAGE



ABC-290 and ABCS-290
STEVE LAWRENCE—
SWING SOFTLY WITH ME



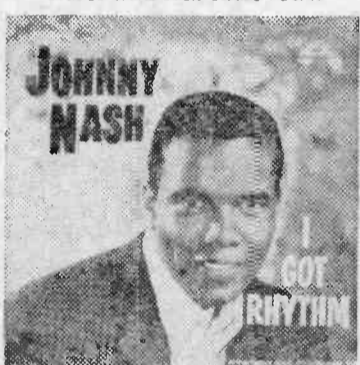
ABC-288 and ABCS-288
DICK CLARK—THIS IS MY BEAT
DANCE WITH DICK CLARK VOL. II



ABC-296 and ABCS-296
PAUL ANKA—MY HEART SINGS



ABC-297 and ABCS-297
LLOYD PRICE—MR. PERSONALITY



ABC-299 and ABCS-299
JOHNNY NASH—I GOT RHYTHM



ABC-287 and ABCS-287
GEORGIE AULD
PLAYS FOR MELANCHOLY BABIES



ABC-294 and ABCS-294
ARNOLD STANG'S WAGGIS TALES
OF "PETER AND THE WOLF" AND
"FERDINAND THE BULL"



ABC-303 and ABCS-303
LEO DIAMOND & HIS ORCH.—
SUBLIMINAL SOUNDS



ABC-301 and ABCS-301
PATRICIA SCOT—
ONCE AROUND THE CLOCK



ABC-285 and ABCS-285
FERRANTE AND TEICHER—
BLAST OFF



ABC-302 and ABCS-302
FRANK CAMMARATA—
HIS GOLDEN TOUCH AT THE ORGAN



ABC-308 and ABCS-308
LONELYVILLE—THE NERVOUS BEAT—
CREED TAYLOR ORCH.



ABC-304 and ABCS-304
SABICAS—SOLO FLAMENCO



ABC-278 and ABCS-278
FRANK FROBA FROLICS



ABC-280 and ABCS-280
ROMANCE A LA MOOD—
PIERRE CHAILLE & ORCH.

See your
ABC-PARAMOUNT
distributor for
complete information on his
FALL FIESTA
RECORD RACK BONUS!
It's really FANTASTIC!



ALL ALBUMS AVAILABLE IN BOTH MONOPHONIC AND STEREOPHONIC



Not just a gimmick—a real addition to any store!
Attractively designed and wired for brilliant lighting effect.
Displays 200 LP albums... plus spacious
storage compartment for 250 more!
Height 69" Length 52" Depth 19 1/2"

Q Who helps you to spot most of Tomorrow's top 100 records in advance?



A The record manufacturers themselves!

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

- ★ 70% of the records featured in the big Billboard ads actually reach the Hot 100.
- ★ And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better— if you want to get the jump on tomorrow's hits than to

*program and order from the records
featured in Billboard ads each week.*

MUSIC AS WRITTEN

• Continued from page 43

Bill Anderson was skedded for a Decca session at Bradley's Friday (18), and Columbia's **Flatt and Scruggs** were in the book for a session Friday also, along with Decca's **Donnie Young**. . . . Saxman **Randy Randolph** cut an RCA Victor session at the label's studio Monday (14). They are reportedly so excited over him that they're planning an album right away. . . . **Chet Atkins** flew to the Windy City Saturday (20) for the Gretsch Company's 75th Anniversary Guitarama at Hotel Morrison. . . . **Floyd Robinson**, whose "Makin' Love" is still riding high in the charts, is slated to come into Nashville soon for a session for RCA Victor. . . . **Jim Reeves** signed a new five-year contract with RCA Victor last week. . . . **Herb Shucher** recently inked the Browns to MCA in New York.

Pat Twitty.

Cincinnati

Steve Taafe, formerly with National Distillers, has joined Supreme Distributing Company here as promotion manager. Supreme, of which **Lou Simon** is general manager, is distributor in Ohio, Kentucky and Indiana for Mercury Records. . . . **Christine Jorgenson** headlines as a singer at Glenn Rendezvous, Newport, Ky., strip spot, October 9-17. The club is adopting a reservations-only policy during her stay there. . . . **Ella Fitzgerald** set for a solo concert at the Taft Theater October 1. . . . **Pearl Bailey** takes her vaude layout, with the **Louis Bellson** ork, into the RKO Albee Theater here for a week's stand beginning October 8.

With the ducats pegged from \$2.20 to \$3.75, the Newport Jazz Festival, produced by **George Wein**, pulled a respectable 5-G box-office take at the Taft Theater Thursday night (10). . . . Pianist **Esther Hanlon**, popular on local radio for many years, has moved into the Sheraton-Gibson Hotel's Sidewalk Cafe with her own instrumental foursome for an indefinite engagement. . . . **Seymour Steinbeigle**, youthful New York platter expert, was house guest last week of **Syd Nathan**, King Records prexy. **Bill Sachs**.

Hollywood

Capitol prexy **Glen Wallies**, addressing a Public Affairs Luncheon sponsored by Omaha's civic music association and chamber of commerce, called for Americans to rally behind their community symphony orchestras or risk this country's hold on serious music.

Attorney **Arthur Katz**, formerly with the Max Fink firm, joined Warner Bros. to handle legal matters for the WB label and music pub firms. . . . Capitol producer **Lee Gillette** leaves over the weekend for a week's stay in New York where he will record a **Stan Kenton** album.

U-I's **Sandra Dee** was signed by the studio's parent firm, Decca, to record "Do It While You're Young," tune she sings in "The Snow Queen" Soviet-made animated cartoon which U-I is adapting for U. S. release. . . . **Al Simon** named to the American International Records artist-repertoire post, succeeding **Al Simon**. Duty is in addition to his serving as label's sales and distribution manager. . . . **Scat Man Cruthers** will tackle his first screen dramatic role in Warner Bros. "Rachel Cade" film.

High Fidelity Records lost Sales Manager **Pete Stapleton** and **Carl Thompson**, exec assistant to prexy **Rich Vaughn**, pair resigned and posts remained unfilled at press time. . . . **World Pacific Records'** prexy **Dick Bock** appointed **Alan Waite** as label's publicity chief. He was formerly with Warner Bros. . . . **Hal Levy** will resume his popular lyric writing courses at University of California, featuring guest lectures by name tunesmiths.

George Jones, Capitol's administrative director of recording operations, left over the weekend for a two-week New York visit where he will complete an American Management Association course and confer with his firm's recording and engineering staffers.

Lee Zhitto.

NIGHT CLUB REVIEWS

Joe E. Bluer But Always Lovable

Joe E. Lewis — currently drawing capacity crowds to the Copacabana (New York) — is using even more blue material than usual, which must be from choice, since his cleanest gags pull the biggest audience response. As always, the dissolute leprechaun is a sock showman with a unique, lovable, seemingly ad lib, comedy style.

Canary Cathy Carr — also on the bill — has a rich vocal quality and considerable poise. However — at the show caught (14) — she stayed on too long and failed to establish any real rapport with the audience. The thrush concentrated on standards—apparently considering her recent Roulette Records click, "I'm Going to Change Him" as too "teen-age" for the Copa patrons.

She belted out "Won't You Come Home Bill Bailey," "St. Louis Blues," "When the Saints Come Marching In," and "Wish That I Could Shimmy Like My Sister Kate," registering best on "Saints" and "Kate."

The production numbers were on the ragged side, but house singer **Teddie Vincent**, a striking burnette, scored a personal hit. The gal has a vivid personality and considerable vocal vitality.

June Bundy.

The Musical Magic of Mathis singing ...

MISTY

Published by Octave Music ASCAP

"MISTY" • is the big, new Johnny Mathis single • from Johnny's smash Columbia Album "Heavenly" CL 1351 CS 8152 (Stereo)

MATHIS

COLUMBIA RECORDS

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The Billboard TOP LP'S

FOR THE WEEK
ENDING SEPTEMBER 20

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 KINGSTON TRIO AT LARGE, Capitol T 1199	14
2	2 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	78
3	3 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	9
4	4 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	32
5	5 INSIDE SHELLY BERMAN, Verve MG V 15003	22
6	6 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	73
7	7 PETER GUNN, Henry Mancini, RCA Victor LPM 1956	32
12	12 NO ONE CARES, Frank Sinatra, Capitol W 1221	5
8	8 MY FAIR LADY, Original Cast, Columbia OL 5090	181
10	10 6161, Sound Track, M-G-M E 3641 ST	64
9	9 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	14
21	21 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	4
13	13 SOUTH PACIFIC, Original Cast, Columbia OL 4180	277
14	14 KINGSTON TRIO, Capitol T 996	14
15	15 PORGY AND BESS, Sound Track, Columbia OL 5410	10
16	16 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	21
18	18 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	17
19	19 FILM ENCORES, VOL. I, Mantovani, London LL 1700	98
17	17 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	63
22	22 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	43
25	25 QUIET VILLAGE, Martin Denny, Liberty LRP 3122	4
27	27 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	38
29	29 HYMNS, Tennessee Ernie Ford, Capitol T 756	115
16	16 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	33
20	20 THE MUSIC MAN, Original Cast, Capitol WAO 990	82

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
23	23 GYPSY, Original Cast, Columbia OL 5420	19
26	26 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	28
—	— HEAVENLY, Johnny Mathis, Columbia CL 1351	1
36	36 TABOO IN HI FI, Arthur Lyman, Hi-Fi Records R 806	27
24	24 ESPECIALY FOR YOU, Duane Eddy, Jamie JLP 3006	8
28	28 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	13
30	30 PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507	14
38	38 THE KING AND I, Sound Track, Capitol W 740	153
32	32 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	34
37	37 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	23
31	31 FLOWER DRUM SONG, Original Cast, Columbia OL 5350	36
39	39 OKLAHOMA! Sound Track, Capitol SAO 595	189
42	42 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	23
—	— A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011	1
33	33 BLUE HAWAII, Billy Vaughn, Dot DLP 3165	17
34	34 HOLD THAT TIGER, Fabian, Chancellor CHL 5003	19
45	45 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	15
49	49 SWINGIN' PRETTY, Keely Smith, Capitol T 1145	6
35	35 TENDERLY, Pat Boone, Dot DLP 3180	11
43	43 ONLY THE LONELY, Frank Sinatra, Capitol W 1053	41
50	50 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	32
46	46 LOVE IS THE THING, Nat King Cole, Capitol W 824	5
—	— OLDIES BUT GOODIES, Assorted Artists, Original 5-001	1
41	41 6EMS FOREVER, Mantovani, London LL 3032	47
48	48 BACHMANHOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	11

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	18
2	2 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	11
4	4 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	16
5	5 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	11
3	3 6161, Sound Track, M-G-M SE 3461 ST	18
6	6 PETER GUNN, Henry Mancini, RCA Victor LSP 1956	18
7	7 NO ONE CARES, Frank Sinatra, Capitol SW 1221	4
10	10 MY FAIR LADY, Original Cast, Columbia OS 2015	18
8	8 KINGSTON TRIO AT LARGE, Capitol ST 1199	12
9	9 FILM ENCORES, VOL. I, Mantovani, London PS 124	18
15	15 'S MARVELOUS, Ray Conniff, Columbia CS 8037	10
11	11 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	18
14	14 BLUE HAWAII, Billy Vaughn, Dot DLP 25165	11
12	12 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289	15
16	16 THE MUSIC MAN, Original Cast, Capitol SWAO 990	16

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
17	17 STRAUSS WALTZES, Mantovani, London PS 118	14
18	18 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	17
20	20 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	11
21	21 TABOO IN HI FI, Arthur Lyman, Hi-Fi Records SR 806	18
22	22 GYPSY, Original Cast, Columbia OS 2017	4
24	24 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	8
13	13 OKLAHOMA! Sound Track, Capitol SWAO 595	16
19	19 GAITE PARISIENNE, Boston Pops, RCA Victor LSC 2267	6
25	25 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056	5
23	23 THE KING AND I, Sound Track, Capitol SW 740	14
26	26 ESPECIALY FOR YOU, Duane Eddy, Jamie JS 3006	3
27	27 FILM ENCORES, VOL. II, Mantovani, London PS 164	12
28	28 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	3
—	— CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	1
—	— FLOWER DRUM SONG, Original Cast, Columbia OS 2009	3

Album Cover of the Week



LOUIS AND KEELY, Dot DLP 25210. The gaping growler next to his lovely poker face, in a characteristic pose, makes for an amusing and attractive album cover.

Best Selling EP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

1. **A Touch of Gold**
Elvis PresleyRCA Victor EPA 5088
2. **The Fabulous Johnny Cash**
.....Columbia EPB 12532
3. **Come Dance With Me**
Frank SinatraCapitol WAP 1-1069
4. **The Kingston Trio at Large**
.....Capitol WAP 1-1199
5. **Hank Williams**
.....M-G-M EPX 1637
6. **Tenderly**
Pat BooneDot DEP 1082
7. **Ricky Sings Again**
Ricky NelsonImperial 159
8. **Peter Gunn**
Henry ManciniRCA Victor EPA 4333
9. **Hold That Tiger**
FabianChancellor A 5003
10. **Sing Along With Mitch**
Mitch MillerColumbia EPB 11661

Best Selling Pop EP's

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

1. **South Pacific**
Original CastColumbia EPA 850
2. **Side by Side**
Pat & Shirley BooneDot DEP 1076
3. **South Pacific**
Sound TrackRCA Victor EOC 1032
4. **Songs by Ricky**
Ricky NelsonImperial EP 162
5. **Still More Sing Along With Mitch**
Mitch MillerColumbia EPB 12831
6. **Peter Gunn**
Henry ManciniRCA Victor EPA 4333
7. **Ricky Sings Again**
Ricky NelsonImperial EP 159
8. **Songs Our Daddy Taught Us**
Everly BrothersCadence CEP 110
9. **The Late, Late Show**
Dakota StatonCapitol EAP 1-876
10. **More Music From Peter Gunn**
Henry ManciniRCA Victor EPA 4339

IT'S THE S(W)INGIN'EST! DINAH'S FIRST ON



Hi, Dinah honey,

I've just listened and this is the thin-one saying, "Welcome to the swingin'est label of them all!" I tell you, gal, I am as pleased as punch (punch?) you've decided to join us all at the Capitol Tower. We've got plans for you that'll just gass you. Better get thinking up some doubles, 'cause you and me, we's gonna make us a mess o' sides one of these here nights. (If George'll let you stay up real late, that is!)

Frank

FRANCIS ALBERT SINATRA

side one

IT ALL DEPENDS ON YOU
FALLING IN LOVE WITH LOVE

Medley:

WHERE OR WHEN
EASY TO LOVE

GET OUT OF TOWN

THEY CAN'T TAKE THAT
AWAY FROM ME

SENTIMENTAL JOURNEY

side two

THE ONE I LOVE
BELONGS TO SOMEBODY ELSE

I'M OLD FASHIONED

LOVE IS HERE TO STAY

TAKING A CHANCE ON LOVE

YES INDEED!



(S)T1247

Available
in
monophonic
or
Full
Dimensional
Sound



Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

JAMAL AT THE PENTHOUSE



Ahmad Jamal. Argo LP 646—Jamal should have another big selling set with this attractive item. He is augmented by a big ork on such fare as "Ivy," "Tangerine" and "Sophisticated Gentleman." Lush strings embracing the lyrical piano touch accounts for a highly programmable and salable LP.

ELLA FITZGERALD SINGS SWEET SONGS FOR SWINGERS



Verve MGV 4032—Miss Fitzgerald applies a lightly swinging feeling to a flock of ballads. Frank DeVol's fine orking creates a fine framework for the artist to excel on such fare as "Out of This World," "Let's Fall in Love" and "Lullaby of Broadway." Top appeal to pop and jazz buffs.

Pop Low Price

ENCORES



The Platters. Mercury Wing MGW 12112—The Platters' strong following should welcome the opportunity to purchase their favorites in the low-priced LP field. Selections include such oldies as "Sixteen Tons," "You'll Never Know" and "One in a Million."

Pop EP

THE BROWNS SING "THE THREE BELLS"



RCA Victor EPA 4347 — Top-notch hitmakers of the moment, Jim Edward, Maxine and Bonnie Brown repeat their number one winner, "The Three Bells," and toss in three others, "The Man in the Moon," "Be My Love" and "This Time I Would Know," the last named by John Loder milk, and a possible single entry. The familiar country harmonies of the Browns are here in abundance. EP disk can skim off extra cream for "The Three Bells."

Jazz

THE BILLIE HOLIDAY STORY



Decca DXB 161—This handsomely prepared two-record set by the great artist is a must. The sides are from 1944 on, and represent a historical development. Collectors, jockeys and ordinary record buyers will find the package hard to put down. It has discerning notes by William Dufty and special art. The material dates from such items as "Lover Man" (1944) to "God Bless the Child" (1950).

THE MASTERSOUNDS IN CONCERT



World Pacific WP 1269—Another fine LP from the swinging West Coast crew. As usual, their approach is clean, precise and fully evident of their fine musicianship. This album, a bit of a switch from their former releases which were jazz treatments of show scores, gives them ample room to show that they are just as adept at interpreting other works. Tunes include "In a Sentimental Mood," "Our Very Own" and "Somebody Loves Me." Set was recorded live at an appearance at Pasadena Jr. College earlier this year.

GIL EVANS ORCHESTRA



World Pacific WP 1270—Evans with a flock of West Coast jazz artists has an interesting LP. Sound is applied to a group of inventive arrangements for highly effective results. The writing is imaginative, and the execution is tops. The selection of tunes is thoughtful and varied, comprising selections by several top jazz writers and artists.

CHRIS CONNOR SINGS BALLADS OF THE SAD CAFE



Atlantic 1307—This is one of Miss Connor's best. She delivers torch readings on a group of pretty ballads—all with melancholy themes. Ralph Sharon's fine orchestrations are noteworthy. Her fans will certainly flock to this. Set offers spinnable material for pop and jazz jocks. Tunes include "Lilac Wine," "The End of a Love Affair" and "Ballad of the Sad Cafe."

Children's Low-Price

THEMES OF TV'S GREATEST WESTERNS



Various Artists. RCA Victor LBY 1027—This one should be a big draw in the low-priced market, both for children and adults. Theme songs of 12 TV Western shows—including the top-rated "Maverick," "Have Gun, Will Travel" and "Wagon Train" are performed pleasantly by various artists, including Gail Davis, Sons of the Pioneers, Prairie Chiefs, Johnny O'Neill and Lee Adrian's ork.

Sound

WHITE GODDESS



Frank Hunter Ork. Kapp KL 1136; KS 3019 (Stereo & Monaural)—A musically colorful set of selections is painted by the rhythmic and interesting orchestrations used by the orkster. The wide range of effects is perfect for stereo. Tempos and melodies are nicely varied. The fling is somewhat on the order of the "Exotica" sets. For sound buffs or for pop buyers looking for something a bit different, this can prove a choice buy.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

JAZZ

50TH STATE JAZZ

Lyle Ritz. Verve MGV 8333—Ritz on ukulele, backed by a big ork, gives interesting interpretations to a group of standards, island melodies and originals. He manages some intriguing inventions that can create interest from among jazz buffs. Style is not particularly adventuresome so that with exposure the set can have wide appeal. Tunes include "Skylark," "The Song Is You" and "Rose Room." Sound is a plus factor.

CLASSICAL

BACH: ST. MATTHEW PASSION

Various Artists; Vienna Chamber Choirs; Boys Choir of the Schottentstift; Vienna State Opera Orch. (Woldike). Vanguard BG 594-7; BGS 5022-25 (Stereo & Monaural)—Fine performance by the principal soloists and by the choir marks this latest version of the Bach work. Woldike achieves a wonderful balance from the ensemble. In stereo the various highlights are admirably captured. Packaging includes a text in German. Cover is effective. Limited appeal, but worthy of consideration.

CHAMBER MUSIC

VIVALDI: L'ESTRO ARMONICO; 12 CONCERTI GROSSI

Chamber Orch. of the Vienna State Opera (Rossi); Jan Tamasow and Willi Boskowski, solo violins. Vanguard BGS 5016-18—The 12 concerti grossi are interpreted with alertness and vigor by the chamber orchestra. The works offer a stimulating exercise in contemplative writing. Soloists Jan Tamasow and Willie Boskowski excel on violin as does Hermann Nordberg on cembalo. Sound is effective. Set is a quality item and worthy of exposure. In its limited field it can be a good seller.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ BERNSTEIN'S BROADWAY

David Terry Ork. Warner Bros. WS 1325 (Stereo & Monaural)—One of the most tasteful instrumental packages is this album of the noted composer-conductor's show music. There are medleys from "West Side Story," "Candide," "Wonderful Town" and "On the Town." The haunting and lovely tunes are beautifully done by Terry's ork. Cover is an eye-catcher.

★★★★ LOUIS AND KEELY!

Louis Prima & Keely Smith. Dot DLP 25.210 (Stereo & Monaural)—Another group of the kind of wild and driving duets that have already proved out for the couple. A recent single, "Bei Mir Bist du Schoen," is included here, along with "I'm Confessin'," "You're My Everything," "Cheek to Cheek," etc. Stereo provides a good fullness of sound akin to that of the night club where the pair are most likely to be heard in real life. Cover, too, is a hot one from the standpoint of merchandising. Look for brisk action on this set.

★★★★ SOLDIER'S JOY

Jimmie Driftwood. RCA Victor EPA 4345—A very attractive package with artwork depicting an early American military barroom scene reminiscent of one of the tunes, "Soldier's Joy." Other sides are "Arkansas Traveler," "Razorback Steak" and "Tennessee Stud." Driftwood, who had so much to do with the current popularity of "saga" songs, is getting continuously more popular, and dealers should find a ready sale for this one.

★★★★ MORGEN

Billy Vaughn (1-EP). Dot DEP 1089—The Laurie waxing of the German ballad, "Morgen," is a strong seller, and the tune's

popularity, plus Vaughn's own sales-strength should make this EP a solid sales package. Vaughn also provides attractive ork treatments of "Jersey Bounce," "Under the Double Eagle" and "Left Out."

LOW-PRICE POPULAR ★★★★★

★★★★ LAWRENCE WELK DANCE PARTY

Mercury Wing MGW 12119—A low-priced Welk package should fare well sales-wise. The sides, culled from Mercury's old catalog, feature Welk's usual commercial, danceable style on a group of bouncy oldies—"Bibbidi-Bobbidi-Boo," "A Dream Is a Wish Your Heart Makes," etc.

★★★★ THE ONE AND ONLY PEARL BAILEY

Mercury Wing MGW 12132—A set of sophisticated performances by one of the most talented artists extant. Material includes "My Man," "Porter's Love Song to a Chambermaid," and "The Gypsy Goofed." Adults, spotting this on racks, etc., are likely to take it and won't be disappointed.

★★★★ CONTRASTS

David Carroll Ork. Mercury Wing SRW 12508 (Stereo & Monaural)—The cover, showing a Bikini-clad bathing gal with a boy friend in old-fashioned "longies," denotes the title the idea of which is also prominent in the arrangements of David Carroll. Some standards plus some less familiar tunes get broadly contrasting scorings, some with the accent strictly on strings with others focussing on interesting use of alto saxes, flutes and other woodwinds. Selections have a bright sound and the stereo is particularly good in this low-price bracket. Cover and contents made for racks.

LOW-PRICE CHILDREN'S ★★★★★

★★★★ BEST LOVED FAIRY TALES VOL. 1

Mercury CLP 1205—The Childcraft Series has another worth-while offering in this series of narratives with songs for each of well-known fables. Some of the best are here, too, including "Alice in Wonderland," "Jack and the Beanstalk," "Sleeping Beauty," "Pinocchio," "Snow White" and "The Shoemaker and the Elves." Performers are not named on the label but the storytellers and the singers all do a good job.

★★★★ LET'S ALL JOIN IN

Mercury CLP 1208—Here's a good bet for the low-priced kiddie market. One of Mercury's successful Childcraft Series, the LP spotlights a collection of varied standards and children's songs, including pleasantly simple warbling treatments of familiar Western themes and folk tunes.

★★★★ A CHILD'S INTRODUCTION TO THE CLASSICS

Mercury CLP 1201—Some of this material was formerly cut in the form of singles at both 45 and 78 r.p.m. An eye-catching cover sets off the material which includes brief narratives coupled with excerpts of "Peter and the Wolf," "The Nutcracker Suite," "The Sorcerer's Apprentice" and shorter selections which include "Marche Militaire" and "Humoresque." A splendid packaging for kiddies.

★★★★ THE ARABIAN NIGHTS

Marla Ray & Cast with George Cole Ork. RCA Victor LBY 1028—The wonderful, mystifying "Arabian Nights" tales come to life again, as they are set to the rich and colorful accompaniment of music from Rimsky Korsakoff's "Scheherazade." Miss Marla Ray turns out a good storyteller, and she gets suitably dramatic efforts from the supporting cast. Package, which contains such items as "The Fisherman and the Genie," "Ali Baba and the 40 Thieves," "Sinbad the Sailor," etc., can do well, and there's a premium angle of plastic puppets of Aladdin and Sinbad, which come with the set to make it more of a value yet.

★ ★ ★ GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ DANCING AND DREAMING

The Four Preps. Capitol T 1216—The foursome offers a program of recent pop hits and a few standards that can strike a responsive buy urge from both teens and adults. Their harmonies are pleasant and listenable. Set is a good jockey programming item. Backing by Lincoln Mayorga is complementary. Tunes include "A Certain Smile," "Smoke Gets in Your Eyes" and "I Get Along Without You Very Well."

★★★★ DANCING AT THE GROSVENOR HOUSE VOLS. 2, 3 & 4

Sydney Lipton Ork. London PS 160, 161, 162 (Stereo & Monaural)—Sydney Lipton has a fine, sharp society band sound which comes thru in very live fashion on all three of these excellent stereo recordings. It's live in fact to the point where the sound of the plates and the silverware in the Grosvenor House dining room are plainly to be heard intermingled with the music. For the most part, the Lipton band focusses on saxes and muted trumpet sounds in its arrangements, which are virtually entirely of standards. Fine dancing sets all three, with the choice between them to be determined only by the individual tunes on each disk. In the society field, these are among the best.

★★★★ JUST JESSE BELVIN

RCA Victor LSP 2089 & LPM 2089 (Stereo & Monaural)—Belvin moves to class tunes and arrangements in his album debut, and it can be said that he comes off well, despite a tendency to sometimes gimmick the vocalizing more than would seem necessary. The vocal tone in general is fine, however, on the good selection of material which includes "Secret Love," "Love Is Here to Stay," and "Witchcraft." Fine backings are provided by Ray Martin, Shorty Rogers and Dennis Farnon. Stereo quality, too, rates well.

★★★★ THE HAPPY ORGAN

Dave (Baby) Cortez. RCA Victor LPM 2099—"The Happy Organ" and "The Whistling Organ," both important in the realm of singles, show up in this initial album effort by Cortez. It's the first set, incidentally, under the deal between Clock Records, issuer of his singles, and Victor, which has the album rights to the material. Also included are other Cortez originals, including some vocal as well as instrumental work by the artist. Material is played with a bright, happy beat for the most part. Jocks may also find some spinnable items herein.

★★★★ THE CREW-CUTS SING

RCA Victor LSP 2037 & LPM 2037 (Stereo & Monaural)—A collection of pop

favorites are given smooth, modern arrangements by the group. Aply backed by the Crew-Cuts' own maestro, Morty Jay, the group scores with "Moments to Remember," "Kentucky Babe," "That Old Gang of Mine" and "Cruising Down the River." Stereo disk is particularly good.

**HE'S GOT THE TALENT!
HE'S GOT THE VOICE!
HE'S GOT THE SMASH!**

**Bobby Rydell
"KISSIN' TIME"**

#167

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SEVEN GIRLS**

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Heading For The Top!

**"THE ANGELS
LISTENED IN"**
The Crests

COED 515

**COED
RECORDS**

1619 Broadway New York, N. Y.

**★★★ PLEASE DON'T PUT YOUR
EMPTIES ON THE PIANO**

Al (Spider) Dugan. Warner Bros. WS 1329 (Stereo & Monaural)—Dugan provides showmanly, solid honky-tonk styled piano solo work on a group of standards, ranging from the bouncy "I'm Looking Over a Four Leaf Clover" to the tender "When Day Is Done." Amusing cover and liner notes. Good party wax.

★★★ THE FABULOUS CRYSTAL JOY

Hanover M 8002—Thrush has a distinctive voice that is her own rather than a derivative style. She sings a dozen of Steve Allen's tunes here. Included are "Impossible" and "What Is a Woman." Chanting has a jazz feeling, and this is the motif carried out by musical director Don Elliot.

LOW-PRICE POPULAR ★★★

**★★★ JERRY MURAD'S
HARMONICATS**

Mercury Wing MGW 12133—This standard act of many years standing should do okay on racks, etc., for adult buyers have been familiar with the turn for a long time. They do a list of standards here, including an occasional novelty, a classic, etc. Included are "Harmonica Boogie," "On the Alamo" and "Claire De Lune."

★★★ MUSIC FOR THE QUIET HOUR

Jan August. Mercury Wing MGW 12129—A collection representative of the keyboard style of Jan August. Material is made up of standards and some classics with pop arrangements and a few Latin items. Included are "Misirlou," "Dark Eyes" and "Second Hungarian Rhapsody." Very pleasant listening, and a likely seller on racks, etc.

**★★★ DICK CONTINO AND HIS
ACCORDION-DAVID CARROLL AND
HIS ORCHESTRA**

Mercury Wing MGW 12122—Contino is a fine accordionist, and he has put together an album reflecting much taste. "Mexicali Rose," "Bewitched" and "You Are Always in My Heart," are typical.

★★★ ACADEMY AWARDS HITS

Pierre La Blanc Ork. Mercury Wing SRW 12504 (Stereo Only)—One of a number of albums which pop up from time to time to honor the Oscar nominees and winners, this low-priced (\$2.98) stereo stands out for its good sound quality as well as its selection of well-remembered tunes like "Tammy," "Sayonara," "Wild Is the Wind," etc. Instrumentation focusses on strings and wind instruments. Listenable mood wax and a good buy at the price.

CLASSICAL ★★★

**★★★ MAHLER: DAS KLAGANDE
LIED**

Soloists; Hartford Symphony Chorus; Hartford Symphony Orch. (Mahler). Vanguard VSD 2044—Mahler's epic musical poem, a cantata of sorts, is given a sensitive reading by the featured artists, which include soprano Margaret Hoswell; contralto Lili Chookasian and tenor Rudolf Petrak. Mahler evokes a united and responsive performance of the seldom-recorded work. Sound is excellent, and the over-all presentation is commendable.

**★★★ BACH: BRANDENBURG CON-
CERTOS NOS. 3 & 4, SUITE FOR
FLUTE & STRINGS**

David Oistrakh, Violin; Alexander Kornev & Naum Zeldel, Flutes with the Moscow Chamber Orch. (Barshal). Monitor MC 2037—The enigmatic Brandenburgs, which always present a problem in interpretation, are given a very satisfying reading on all counts. Not only does Barshal achieve a remarkable elegance but the beautiful sound of Oistrakh as he plays the solo violin parts, is an added bonus. The reading of the Flute & String Suite is every bit as fine. The solo flutists, however, while technically competent, offer a dry tone.

JAZZ ★★★

★★★ JAZZ WEST COAST VOL. 5

Various Artists. World Pacific JWC 511—Set is comprised of tracks from formerly released LP's by top West Coast jazz artists. As such, it presents a good cross-section of the West Coast approach. Artists include the Lambert-Ross-Hendricks group, Bud Shank, Art Pepper and Paul Horn and Russ Freeman. Fans of this jazz school will find it alluring fare.

★★★ CHATTER JAZZ

Rex Stewart & Dickie Wells. RCA Victor LSP 2024 & LPM 2024 (Stereo & Monaural)—Trumpeter Stewart (using a mute and trombonist Wells team forces for a lightly mainstream-styled jazz outing on a brace of standards. The set offers good programming material for pop and jazz jocks. Tunes include "Together," "Side By Side" and "Jeepers Creepers." Set can have wide appeal, if exposed.

★★★ TALES OF MANHATTAN

Babs Gonzales. Jaro JAM 5000—Sub-title of the set is the "Cool Philosophy of Babs Gonzales." During the course of the program Gonzales, one of the fathers of scat singing, offers his own comments on a variety of topics all talk-sing over jazz backing. Excellent notes by Nat Hentoff includes a glossary of some of the terms

used by Gonzales in spouting his philosophy. An interesting item that can move.

FOLE ★★★

★★★ MOONLIGHT IN MAYO

Bridie Gallagher. London PS 163 (Stereo & Monaural)—Bridie Gallagher is an Irish lass who has a way with her Irish songs. Her voice is clear and clean in the finest tradition of old Erin, nor is the vocal approach too slick and commercial. Fans of the music of Eire—of music with such charm laden titles as "Moonlight in Mayo," "Cutting the Corn in Cressha," "In the Heart of Donegal," etc., will like both the freshness of the artist and the authentic material offered here.

INTERNATIONAL ★★★

★★★ THE VOLGA

The Chorus of the Volga. Monitor MF 319—This is the initial release by this young and talented folk troupe. The lack of renown works against them, current interest in things Russian may balance the scales. They shine in a couple of instrumentals with novelty effects, in some delicately tender vocal efforts and in effective choral treatment of such traditional favorites as "Volga Boatmen" and "The Broad Steppe."

★★★ TAHITI

The Surfers. Hi Fi R 417—The vocal quartet with their island melodies have their fourth package with the label. In a group of nicely contrasting tunes, the boys are accompanied by a fine-sounding quintet which features vibes and steel guitar along with ukulele and rhythm. Sample titles would include "South Sea Island Magic," "My Wahine and Me" and "Drums of Tahiti," featuring a display of percussion in addition to the vocal chorus. Fine sound thruout on this restful, romantic disk.

SPECIALTY ★★★

**★★★ THE "DO IT YOURSELF"
PSYCHOANALYSIS KIT**

Del Close. Hanover M 5002—Comedian Del Close seems dedicated to destroying public faith and acceptance of psychiatry and psychoanalysis, or so it would seem from this disk. There is a so-called introduction to psychoanalysis, a description of psychological testing and, on side two, a couch session which the listener is allowed to tune in on, so he can match diagnostic wits with the doctor. Here the patient insists on talking in Shakespearean riddles, adding to the confusion. There are some laughs here to be sure, but mass market appeal seems lacking.

(Continued on page 65)

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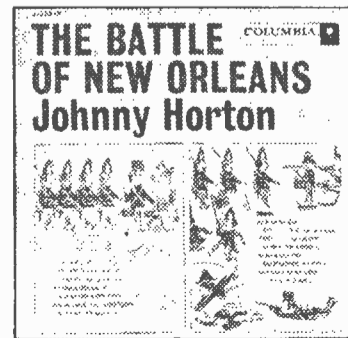
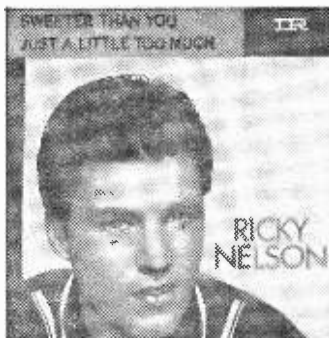
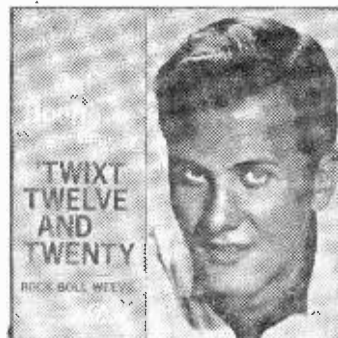
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES For survey week ending September 12

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Three Bells By Dick Manning and Jean Villard—Published by Southern (ASCAP) BEST SELLING RECORDS: Browns, RCA Victor 7555; Dick Flood, Monument 493. RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686.	1	7	6. Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP); BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.	9	3
2. Sleep Walk By Farine-Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Brye, Canadian-American 106.	2	5	7. Ren River Rock By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509.	7	5
3. I'm Gonna Get Married By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.	4	5	8. Broken-Hearted Melody By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477	6	5
4. Sea of Love By G. Khoury & P. Battisto—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Met 71465.	3	8	9. I Want to Walk You Home By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Pats Domino, Imperial 5606.	8	6
5. ('Til) I Kissed You By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.	5	4	10. Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.	30	2

Second Ten

11. Poison Ivy By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.	16	2	16. I Love You Porgy By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11021.	20	4
12. Morgen By Moesser—Published by Sidmore (BMI) BEST SELLING RECORD: Rex Allen, Vista 347; Richard Maltby, Col 41452; Ivo Robic, Laurie 3033; Leslie Ugams, Col 41451 (One More Sunrise).	21	2	17. Lavender Blue By Larry Morey & Eliot Daniel—Published by Joy (ASCAP) BEST SELLING RECORD: Sammy Turner, Big Top 3016.	10	11
13. Teen Beat By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 3.	26	2	18. What'd I Say By Ray Charles—Published by Progressive (BMI) BEST SELLING RECORD: Ray Charles, Atlantic 2031.	12	9
14. Baby Talk By Melvin Schwartz—Published by Hilliary-Ultia-Admiration (BMI) BEST SELLING RECORD: Jan & Dean, Dore 522.	11	5	19. Just Ask Your Heart By DeNota-Ricci-Damata—Published by Ramped (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.	-	1
15. Kissin' Time By Mann & Lowe—Published by Kellem (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 167.	14	6	20. Battle of Kookamonga By Jimmie Driftwood and J. J. Reynolds—Published by Trinity-Warden Music (BMI) BEST SELLING RECORD: Homer & Jethro, RCA Victor 47-7585.	-	1

Third Ten

21. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) RECORD AVAILABLE: Fleetwoods, Dolton 5.	-	1	26. I Ain't Never By Mel Tillis-Webb Pierce—Published by Cedarwood (BMI) RECORDS AVAILABLE: Four Preps, Cap 4256; Webb Pierce, Dec 30923.	27	2
22. Primrose Lane By Callender-Shanlin—Published by Music Productions (ASCAP) RECORD AVAILABLE: Jerry Wallace, Challenge 59047.	-	1	27. It Was I By Garry Paxton—Published by Trinity-Desert Palms (BMI) RECORD AVAILABLE: Skip & Flip, Brent 7002.	22	8
23. See You in September By Sherman Edwards-Syd Wayne—Published by Gold (ASCAP) RECORD AVAILABLE: Tempos, Climax 102.	28	4	28. Caribbean By Mitchell Torok—Published by American Music (BMI) RECORD AVAILABLE: Mitchell Torok, Guyden 2018.	-	1
24. Thank You Pretty Baby By Benton-Otis—Published by Eden (BMI) RECORD AVAILABLE: Brook Beaton, Mer 71478.	19	8	29. My Heart Is an Open Book By Hal David-Lee Pockriss—Published by Sequence (ASCAP) RECORDS AVAILABLE: Jimmy Deau, Col 41265; Carl Dobkins Jr., Dec 30403.	17	14
25. Makin' Love By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.	24	3	30. Battle Hymn of the Republic By Wilhousky—Published by Carl Fischer (ASCAP) RECORD AVAILABLE: The Mormon Tabernacle Choir, Columbia 41450.	-	1

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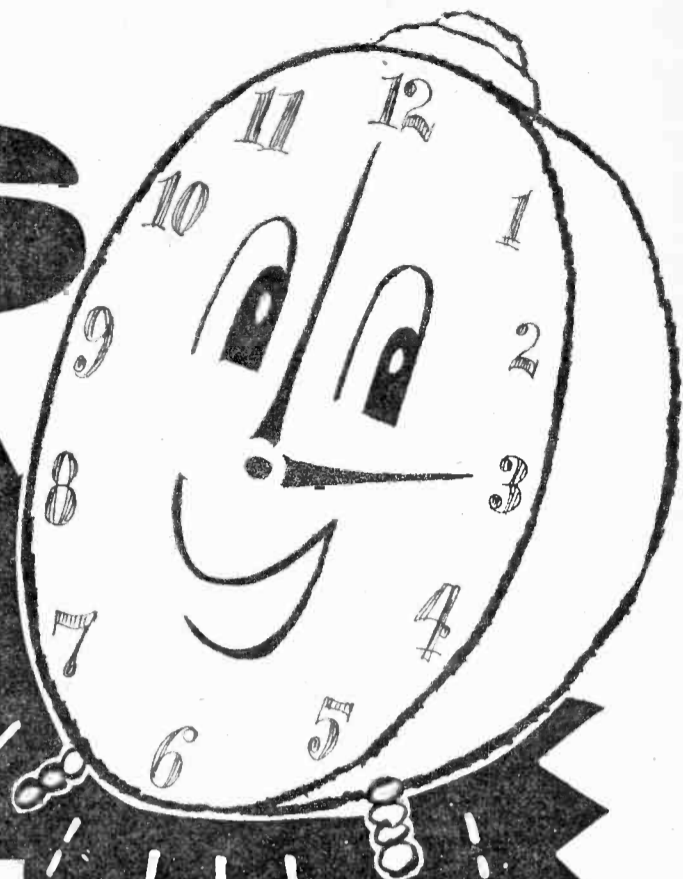
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NEW FALL QUARTERLY

OUT NEXT WEEK

**in Sept. 28
Billboard**

"SO TENDERLY" LAURIE 3038

THE MYSTICS

"DON'T TAKE THE STARS"

**A GREAT NEW RECORD
THAT WE FEEL WILL BE
BIGGER THAN "HUSHABYE"**

FOR THE WEEK ENDING SEPTEMBER 27

The Billboard HOT 100

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, STAR PERFORMERS, S (STEREO), TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Rows include 'SLEEP WALK', 'THE THREE BELLS', 'I'M GONNA GET MARRIED', etc.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, STAR PERFORMERS, S (STEREO), TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Rows include 'THERE GOES MY BABY', 'THE ANGELS LISTENED IN', 'I'M GONNA BE A WHEEL SOMEDAY', etc.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, STAR PERFORMERS, S (STEREO), TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Rows include 'HERE COMES SUMMER', 'WHERE', 'SKI KING', etc.

& TOMORROW'S TOPS

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

***WORRIED MAN** The Kingston Trio
(Harvard & Highridge, BMI) Capitol 4271

***EVERY LITTLE THING I DO** Dion & The Belmonts
(Stratton, BMI) Laurie 3035

***WISH IT WERE ME—WHERE** The Platters
(A. M. C., ASCAP) (Argo, BMI) Mercury 71502

DON'T YOU KNOW Della Reese
(Alexis, ASCAP) RCA Victor 7591

SAY MAN Bo Diddley
(Arc, BMI) Checker 931

SKI KING E. C. Beatty
(Bentley, BMI) Colonial 7003

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength throughout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. IT HAPPENED TODAY The Skyliners, Calleo
2. JUST TO BE WITH YOU The Passions, Audicon
3. FIRST LOVE, FIRST TEARS Duane Eddy, Jamle
4. THE STORY OF OUR LOVE Johnny Mathis, Columbia
5. MISTY Johnny Mathis, Columbia
6. I'LL BE SEEING YOU Tommy Sands, Capitol
7. IF YOU DON'T WANT MY LOVE Carl Dobkins Jr., Decca
8. PINE TOP BOOGIE Jo Stafford, Columbia
9. LOVE WALKED IN The Flamingos, End
10. THE ENCHANTED SEA The Islanders, Mayflower
11. DANNY BOY Conway Twitty, M-G-M
12. WOO-HOO The Rockateens, Roulette
13. CUTE LITTLE WAYS Hank Ballard, King
14. JOEY'S SONG Bill Haley, Decca
15. VACATION DAYS ARE OVER The Argyles, Brent

HOT 100: A TO Z

A Big Hunk o' Love	42
Angel Face	96
Angels Listened in, The	35
Baby Talk	18
Battle Hymn of the Republic	29
Battle of Kookamonga	19
Boogie Bear	79
Broken-Hearted Melody	8
Caribbean	31
Caterpillar Crawl	56
Chapel of Dreams	100
Come On and Get Me	50
Deck of Cards	58
Don't You Know	74
Every Little Thing I Do	73
Five Feet High and Rising	76
Fool's Hall of Fame	48
Forty Miles of Bad Road	66
Got the Feeling	62
Here Comes Summer	68
Hey Little Girl	20
High Hopes	64
I Ain't Never	26
I Got Stripes	43
I Loves You Porgy	25
I Want to Walk You Home	9
I'll Never Fall in Love Again	81
I'm a Hog for You	38
I'm Gonna Be a Wheel Someday	36
I'm Gonna Get Married	3
In the Mood	99
It Was I	30
I've Been There	53
Johnny Reb	54
Just a Little Too Much	92
Just As Much As Ever	86
Just Ask Your Heart	14
Kissin' Time	11
Lavender Blue	22
Leave My Kitten Alone	87
Like I Love You	61
Linda Lu	72
Lonely Street	41
Love Potion #9	80
Mack, the Knife	7
Makin' Love	23
Mary Lou	28
Midnight Flyer	60
Mr. Blue	16
Mona Lisa (Twitty)	51
Morgen	13
Mummy, The	47
My Heart Is an Open Book	45
My Own True Love	33
My Wish Came True	49
Okefenokee	46
On an Evening in Roma	67
Plenty Good Lovin'	98
Poison Ivy	12
Primrose Lane	17
Put Your Head on My Shoulder	10
Red River Rock	6
Robbin' the Cradle	44
Sai's Got a Sugar Lip	91
Say Man	71
Sea of Love	7
See You in September	52
(Seven Little Girls)	
Sittin' in the Back Seat	75
Shape I'm In, The	89
Shout	82
Six Boys and Seven Girls	94
Ski King	70
Sleep Walk	1
Small World	97
Smile	83
So High, So Low	55
Somethin' Else	63
Suzy Baby	93
Sweeter Than You	78
Teen Beat	15
Thank You Pretty Baby	27
There Goes My Baby	34
Three Bells, The (Browns)	2
(Til) I Kissed You	4
Till There Was You	85
True, True Happiness	65
Tucumcari	88
Two Fools	90
Way I Walk, The	95
What a Difference a Day Makes	32
What Is Love	39
Where'd I Say	21
Where	69
Wish It Were Me	77
With Open Arms	84
Worried Man	40
You Better Know It	59
You Were Mine	57
You're Gonna Miss Me	37

REVIEWS OF THIS WEEK'S SINGLES



The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

DINAH WASHINGTON
UNFORGETTABLE (Bourne, ASCAP)—**NOTHING IN THE WORLD** (Eden-Sweco, BMI)—The thrush could click again with her fine readings of these pretty rock-ballads. "Unforgettable" spots a new approach on the hit of a few seasons ago. "Nothing in the World" is a pretty new tune. Mercury 71508

BOBBY RYDELL
I DIG GIRLS (Rumbalero, BMI)—**WE GOT LOVE** (Kaimana-Lowe, ASCAP)—Rydeell could have sock follow-ups to his big "Kissin' Time." "I Dig Girls" is a cute rocker that gets a strong, rhythmic vocal. "We Got Love" is a cute ballad with beat. Fine chorus and ork work back the singer on both sides. Cameo 169

STONEWALL JACKSON
UNCLE SAM AND BIG JOHN BULL (Cedarwood, BMI)—**IGMOO** (Cedarwood, BMI)—Jackson has two hot sides to sequel his "Waterloo." "Uncle Sam and Big John Bull" is a folkish narrative that tells of several skirmishes between the Americans and the British. It's done similarly to his previous click. "Igmoos," a march-type song about a popular gent, has strong c.&w. potential also. Columbia 41488

THE MYSTICS
DON'T TAKE THE STARS (Just, BMI) — **SO TENDERLY** (Ark, La-Tex, BMI) — The "Hushabye" crew appears chart bound again. "Don't Take the Stars," a strong medium-paced tune with a smart arrangement, is given a hit warble. "So Tenderly," a ballad, also gets a good chant. Laurie 3038

SKIP AND FLIP
FANCY NANCY (Trinity-Desert Palms, BMI) — **IT COULD BE** (Trinity-Desert Palms, BMI)—The duo is in top form again on two strong efforts. "Fancy Nancy" is a bright rocker that is belted with verve. Flip, "It Could Be," is a Latinish rocker. Both tunes come in for good outings. Brent 7005

CLYDE McPHATTER
YOU WENT BACK ON YOUR WORD (Raleigh-Progressive, BMI)—McPhatter delivers a good reading of the blues over good ork support. He's in fine style here, and the side could be a strong one. Flip is "There You Go," (Progressive, BMI). Atlantic 2038

CARL MANN
PRETEND (Brandon, ASCAP)—**ROCKIN' LOVE** (Knox, BMI)—Mann could follow his big "Mona Lisa" with either of these potent bids. "Pretend" is done as a rocker. "Rockin' Love," a moderate-pace rocker blues, is also given a salable stint. Phillips International 3546

MARTIN DENNY
THE ENCHANTED SEA (Volkwein, ASCAP) — **STRANGER IN PARADISE** (Frank, ASCAP)—Denny has a powerful cover of "The Enchanted Seas," which is currently making some noise by the Islanders on Mayflower. He uses many colorful ork effects in presenting the unusual theme. "Stranger in Paradise" is also accorded an effective instrumental whirl. Liberty 55212

ANNETTE
MY HEART BECAME OF AGE (Wonderland-New World, BMI)—**FIRST NAME INITIAL** (Disney, ASCAP)—The young thrush has two hot contenders with her latest platter: "My Heart" is a pretty ballad with beat that she sings with feeling. She also registers strongly on "First Name Initial," a rocker-blues. Vista 349

JOHNNY CASH
GOODBYE LITTLE DARLIN' (Chappell, ASCAP)—**YOU TELL ME** (Hi LO, BMI)—Cash comes off to strong effect on both tunes. "Goodbye" is a folkish sort that is nicely performed. "You Tell Me" is in the weeper vein, and the singer gives the song an appealing reading. Sun 331

BOBBY DAY
THREE YOUNG REBS FROM GEORGIA (Rene, ASCAP) — **UNCHAINED MELODY** (Frank, ASCAP)—"Three Young Rebs" is a topical tune about three modern rebs who are more concerned with rockin' than Confederate history. Day handles the tune smartly. Flip, "Unchained Melody" is a good rockaballad treatment of the oldie. Both can score. Class 257

BETTY JOHNSON
WALTZ ME AROUND (Roosevelt, BMI)—The lark turns in an effective styling of a pretty rockawaltz. She sings it over complementary ork support, and the side could register big teen appeal. Flip is "The Lonely Willow Tree," (Bee Jay, BMI). Atlantic 2039

JOHN GARY
LITTLE THINGS MEAN A LOT (Feist, ASCAP)—**EVER SINCE I MET LUCY** (Bourne, ASCAP)—Gary has two potent bids. He presents a quality reading on "Little Things" and "Ever Since I Met Lucy," an infectious rocker gets a lilting, rhythmic chant. Either can score. Fraternity 858

(Continued on page 61)

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• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	THE THREE BELLS (Harris)	1	4
2.	WATERLOO (Cedarwood)	2	10
3.	TILL THERE WAS YOU (Frank)	3	7
4.	BROKEN-HEARTED MELODY (Mansion)	5	5
5.	LONELY BOY (Spanka)	7	9
6.	THE BATTLE OF NEW ORLEANS (Warden)	4	16
7.	MY HEART IS AN OPEN BOOK (Sequence)	6	5
8.	ON AN EVENING IN ROMA (Zodiac)	9	5
9.	PERSONALITY (Lloyd-Logan)	8	16
10.	MACK, THE KNIFE (Harms)	—	1
11.	MORGEN (Sidmore)	15	2
12.	FIVE PENNIES (Dena)	10	7
13.	I LOVES YOU PORGY (Gershwin)	13	3
14.	SLEEP WALK (Trinity)	—	1
15.	SUMMER DREAMS (Rio Grande)	12	13

• Best Selling Sheet Music in Britain

(For week ending September 12)

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

Only Sixteen—Ardmore & Beechwood (Kags)	Goodbye Jimmy Goodbye—Bron (Knollwood)
Living Doll—World Wide (Maurice)	The Wonder of You—Leeds (Random)
China Tea—Mills (Mills)	Teenager in Love—West One (Rumbalero)
The Heart of a Man—David Toff (Shapiro-Bernstein)	I Know—Feldman (Roncom)
Roulette—Mills (Mills)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Lipstick On Your Collar—Joy (Joy)	Someone—Johnny Mathis (Cathryl)
Here Comes Summer—Mills (Jaymar)	Dream Lover—Aldon (Progressive-Fern-Trinity)
Side Saddle—Mills (Mills)	Trudie—Henderson (Kassner)
The Battle of New Orleans—Acuff-Rose (Warden)	Twixt Twelve & Twenty—Spoone (Spoone)
Lonely Boy—Bron (Spanka)	Windows of Paris—Tin Pan Alley (Planetary)

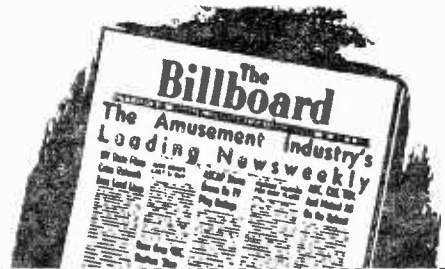
• Best Selling Pop Records in Britain

(for week ending September 12)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	ONLY SIXTEEN—Craig Douglas (Top Rank)	1
2.	LIVING DOLL—Cliff Richards (Columbia)	2
3.	HERE COMES SUMMER—Jerry Keller (London)	4
4.	LONELY BOY—Paul Anka (Columbia)	3
5.	CHINA TEA—Russ Conway (Columbia)	6
6.	LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	5
7.	MONA LISA—Conway Twitty (M-G-M)	10
8.	HEART OF A MAN—Frankie Vaughan (Philips)	8
9.	SOMEONE—Johnny Mathis (Fontana)	6
10.	40 MILES OF BAD ROAD—Duane Eddy (London)	12
11.	BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye)	9
13.	(TIL) I KISSED YOU—Everly Brothers (London)	14
14.	I KNOW—Perry Como (RCA)	15
15.	HIGH HOPES—Frank Sinatra (Capitol)	18
16.	SAL'S GOT A SUGAR LIP—Lonnie Donegan (Pye)	—
16.	JUST A LITTLE TOO MUCH—Ricky Nelson (London)	—
18.	ROULETTE—Russ Conway (Columbia)	16
19.	PLENTY GOOD LOVIN'—Connie Francis (M-G-M)	—
19.	BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)	—
19.	THREE BELLS—The Browns (RCA)	—

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SPOTLIGHT
The Billboard
Sept. 14

WINNERS

'LIZA JANE'

DALE HAWKINS

checker 934

'BROKEN ARROW'

b/w

'CHILDHOOD SWEETHEART'

CHUCK BERRY

chess 1737

OTHER BIG ONES:

'BAD GIRL'

THE **MIRACLES**

chess 1734

'SAY MAN'

BO DIDDLEY

checker 931

'HARBOR LIGHTS'

SEYMOUR

and His Heartbreak

Trumpet

argo 5334

'BECAUSE OF YOU'

TAB SMITH

checker 932

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Homer and Jethro, currently billing themselves as the Everly Brothers of the Stone Age, pipe in to say that they are still dazed over the success of their new record. "It's a great financial pleasure to see our names in your charts again," the lads write. "Our big problem is that we waited so long for a hit that we're almost too old to do our act now! However, we'll appear in person in Memphis, September 25-October 3; Hot Springs, Ark., October 5-10; on a tour of Texas and Oklahoma for MCA, October 15-29; December 5-12 in Winnipeg, Ont., in addition to a gang of one-nighters between now and Christmas. If business keeps up like this, we'll be able to send back some of the Care packages we've been living on. May also be able to renew our Billboard subscription soon. Seriously, Bill, do you believe Tom Dooley had a fair trial?"

Oscar and Doris Davis are back in Nashville after six weeks' vacation in Old Mexico. They visited with old friends, Sunshine and Gabe Tucker, in Houston en route home. . . . Wanda Jackson moves into the Showboat Hotel, Las Vegas, September 22 for a three-week stand. . . . Faron Young entertains the personnel at McCoy & Patrick Air Force Base, Miami, September 23-27. . . . Curly Miller has taken over the emcee chores on "World's Original Jamboree," WWVA, Wheeling, W. Va.

Freddie Hart begins a 10-day Canadian trek for Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., September 23, with Lefty Frizzell set for 10 days in Hawaii for the same office, starting October 1. Lefty's wife and youngest son will make the trip with him. This will mark Frizzell's fifth trip to the Islands. . . . Johnny Horton, following an extended string of personals arranged by Tillman Franks, returned to "Louisiana-Hayride," Shreveport, September 19. . . . Rusty and Doug are sporting a new release on the Hickory label, "I Like You," b.w. "Dancing Shoes." On the same label, the McCormick Brothers come up with a new one, coupling "Banjo Fling" with "In the Palm of Your Hand."

Larry and His Cascade Range Riders are currently playing for the Saturday night dancers at Aumsville Pavilion, 12 miles southwest of Salem, Ore., on the Santiam Highway. . . . Bob Wills and His Texas Playboys are one-nighting it in the California territory. . . . Pee Wee White, former steel guitarist with Hank Thompson and His Brazos Valley Boys, now has his own combo, the Gold Coast Playboys, currently at Napridak Hall, San Jose, Calif., on Saturday nights. . . . Marvin Fogerson, singing fiddler, and Diah! Graham, on electric banjo and guitar, are the features with Curley Gold and His Texas Tune Twisters, playing one-nighters in the San Francisco area. . . . Ventriloquist Alex Houston, formerly with the Jimmie Dean TV show, has joined the Hank Snow Music Center, Nashville, to take charge of the firm's new facet, the supplying of colored photos to the trade. The Snow firm recently made a deal with Walter A. Bouillet, of Arlington, Va., and a syndicate of New York printers to rep them on the full-bleed colored photos.

Roy Glenn and his "Red River Jamboree" gang made a three-day stand recently at the Red River Valley Exposition, Paris, Tex., and followed with a return engagement at the Choctaw County Fair, Hugo, Okla. Along with Glenn on the Sooner date were Nan Castle, Paul Castleberry; the Huggins Brothers, Lanny, Gary and Mickey; the Ervin Kids, Patricia, Shirley and Sammy; Douglas Potts, Edgar Brown, Jack Beard, and the Cases, Jerry, Johnny and J. C. . . . Lester Flatt, Earl Scruggs and the Foggy Mountain Boys pulled a full house on their recent guest appearance on Carlton Haney's "New Dominion Barn Dance" at the WRVA Theater, Richmond, Va. Shirlee Hunter and Barbara Allen were September 12 guests on the Haney opry, and the Sunshine Boys held down the guest slot their last Saturday (19).

Jimmy Newman is on a trek thru the West and Pacific Northwest that will keep him away from his Nashville headquarters for about two months. . . . Ira Louvin, of the Louvin Brothers, and his wife Faye have moved into their new home on their recently purchased farm at Goodlettsville, Tenn. . . . Porter Wagoner embarks this week on a swing thru Southeast Missouri. . . . Benny Martin continues on the mend from his recent auto accident. . . . Marty Robbins, in his first competition with his new Micro-Midget racer, made off with three third-place awards. . . . Gordon Jackson and Ruth Rogers tied the nuptial knot in Nashville recently.

Hank Thompson and Faron Young, two of Capitol's top c.&w. artists, are sporting new album releases. Thompson devotes his new album, "Songs for Rounders," to the ballads of those chaps who may be classified as rounders, bounders, four-flushers and/or bums. "In Talk About Hits," Young pays vocal tribute to his colleagues in the country music field as he sings the songs made famous by such artists as Eddy Arnold, Red Foley, Hank Williams, Lefty Frizzell and others of the same caliber. . . . Ernest Tubbs and His Texas Troubadours, with Skeeter Davis, wind up their Texas-Oklahoma trek in Dallas September 26.

With the Jockeys

Cimarron Records has two new releases in "Looking Glass," b.w. "Wapanucka," by Leon McAuliff and the Cimarron Boys, and "I'll Take You Home Again, Kathleen," b.w. "Beautiful Ohio," by Bobby White and the Boblinks. DeeJays may obtain sample copies by dropping a card to Don Thompson, Cimarron Artists, 115 S. Second Street, Rogers, Ark. . . . The veteran c.&w. platter spinner, Bill (Tex) Davis, infos that Station WLOW, Norfolk, has reinstated country music. Davis will spin the c.&w. material 5-6:30 a.m. daily, but Tex says that's only the beginning. "Please let the folks know that we'll need all the current releases we can get to get started," Tex writes. "I'd like to remind you of a new boy I have," Davis continues. "His name is Johnnie Humbird, he's on Columbia, and Don Law sees a great future for him. His first release, with a country flavor, is due out in a few weeks."

The **Billboard**
HOT C & W SIDES

				FOR WEEK ENDING SEPTEMBER 20			
				TITLE, Artist, Company, Record No.			
THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO				WEEKS ON CHART
1	1	1	1	THE THREE BELLS, Browns, RCA Victor 7555	8		
2	2	3	1	AIN'T NEVER, Webb Pierce, Decca 30923	10		
3	4	3	2	WATERLOO, Stonewall Jackson, Columbia 41393	16		
4	6	9	13	I GOT STRIPES, Johnny Cash, Columbia 41427	7		
5	7	10	14	PARTNERS, Jim Reeves, RCA Victor 7557	9		
6	5	5	4	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	20		
7	3	4	6	COUNTRY GIRL, Faron Young, Capitol 4233	10		
8	10	8	8	WHO SHOT SAM, George Jones, Mercury 71464	10		
9	12	13	12	GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812	9		
10	9	7	5	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	10		
11	11	12	9	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	18		
12	8	6	7	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	14		
13	16	24	30	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	6		
14	17	21	25	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	6		
15	13	11	11	KATY TOO, Johnny Cash, Sun 321	10		
16	14	15	24	FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 41427	5		
17	19	17	—	JOHNNY REB, Johnny Horton, Columbia 41437	3		
18	18	16	18	SAILOR MAN, Johnny and Jack, RCA Victor 7545	7		
19	20	20	22	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	16		
20	27	30	27	'TIL I KISSED YOU, Everly Brothers, Cadence 1369	4		
21	25	23	21	OLD MOON, Betty Foley, Bandera 1034	4		
22	23	25	23	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	8		
23	22	19	20	SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437	4		
24	—	—	19	YOUR WILD LIFE WILL GET YOU DOWN, Kitty Wells, Decca 30890	10		
25	21	18	16	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871	19		
26	24	28	17	NINETY-NINE YEARS, Bill Anderson, Decca 30914	12		
27	—	—	—	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	3		
28	26	22	15	SOLDIER'S JOY, Hawkshaw Hawkins, Columbia 41419	7		
29	—	—	—	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	1		
30	—	27	29	I HEAR YOU TALKIN', Faron Young, Capitol 4233	5		

Brand New Releases!

PLEASE THINK IT OVER
b/w
PLEADIN' FOR LOVE
Roscoe Shelton
Excello 2167

LATE LATE IN THE EVENING
b/w
I LOVE YOU, I NEED YOU
Lazy Lester
Excello 2166
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Phone: Hollywood 1-9247

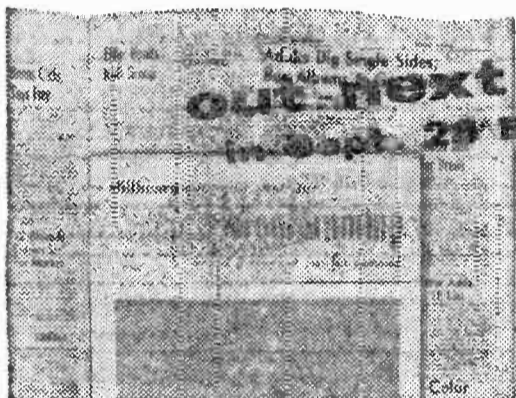
Going All the Way!
JIMMY CLANTON
"MY OWN TRUE LOVE"
Ace #567

ACE RECORDS
2219 West Capitol St. Jackson, Miss.

OCTOBER 19 IS MOVIN' DAY!

An edition that will be read,
used and referred to by the
average disk jockey for

11 full weeks*



out next week
Billboard

*Computed from the results of actual personal interview and direct mail surveys among a national sample of disk jockeys, based on the first Billboard slick-stock Programming Guide, a supplement of the May 25, 1959, issue.

• Reviews of New Pop Records

• Continued from page 61

ment of the oldie with interesting use of strings. Fine jockey wax. (Robbins, ASCAP)

★★ Easy Terms—Relaxed bluesy instrumental arrangement of a swiny theme. Another nice jockey side. This is Atwood's initial release on Capitol. (Beechwood, BMI)

THE ECHOES

★★★ Time — ANDEX 22102 — A swiny item, which gets its chief charm from the relaxed style of chanting by the group. (Hermosa, BMI)

★★★ Dee-Dee-Di-Oh—Similar in feeling to the flip. Lads have a good blend and merit exposure. (Hermosa, BMI)

THE HI-LO'S

★★★ Indiana — COLUMBIA 41465—The boys sing the verse to this perennial in straight, almost barbershop style, then break into their typical, wild chord structures on the chorus. Spinnable and it has touches of humor. (Shapiro-Bernstein, ASCAP)

★★ Goody Goody—The oldie is given a swingin' upbeat version by the boys. Another spinnable side for the hipper jocks. (DeSylva, Brown & Henderson, ASCAP)

MICHAEL WESLEY

★★★ Will You Love Me — COLUMBIA 41478 — A moderate paced effort with touches of the rock sound. Wesley chants against an interesting beguine backing, which features fem vocal harmonies. (Governor, ASCAP)

★★★ Magic Lover—Wesley has a pleasant legit sound on this ballad adaptation of a Tchaikovsky theme. Gals are again heard in a supporting harmony role. (Rann, ASCAP)

ERNE FREEMAN

★★★ Lost Dreams—IMPERIAL 5621—A good minor blues with a piano faking the lead. Side has a retentive quality. Good for dancing and listening. (Reeve, BMI)

★★★ One More Time Around—A good down-to-earth blues side, again featuring some fine boogie piano. Spinnable. (Reeve, BMI)

(Continued on page 65)

ATCO'S 2 NEW HIT SENSATIONS

Great Instrumental!

HUTCH DAVIE
SWEET GEORGIA
BROWN
HEARTACHES
6149

Catching!

CHET "POISON" IVEY
TATER PATCH
THE SLOP
6148

ATCO 157 W. 57th Street
New York 19, N. Y.

ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS



CHRIS CONNOR

Atlantic Records Artist and Entertainer, says . . .

*"I depend on
The Billboard for news
and indications of
popular trends..."*

I've been following Billboard religiously for a number of years, and I depend on The Billboard for news and indications of popular trends. Your expanded coverage of the jazz world in recent months has been of particular satisfaction and help to me and everyone else in the field.

I'd be lost without The Billboard.

The Billboard / THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

'MELANIE' DON SCHROEDER veejay 327	'I WANNA BE LOVED' JIMMY REED abner 1029
'DRY YOUR EYES' The DELLS veejay 324	'I WAS WRONG' JERRY BUTLER abner. 1030

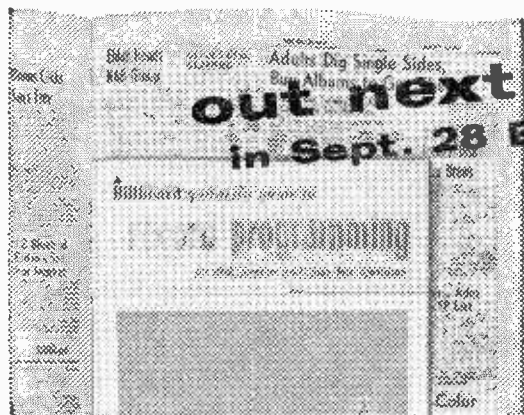
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1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (HUMboldt 6-5204)
6920 S. HALSTED, CHICAGO 21, ILLINOIS (RADcliffe 8-3144)
SINGER ONE STOP
45's — 65¢ 78's — 76¢ Free Strips

An edition that will be read, used and referred to by the average disk jockey for

11 full weeks*



*Computed from the results of actual personal interview and direct mail surveys among a national sample of disk jockeys, based on the first Billboard slick-stock Programming Guide, a supplement of the May 25, 1959, issue.

when answering ads . . .
Say You Saw It in The Billboard

Chanting Patterns
• Continued from page 4

It is argued that the discount price, however, has helped to attract more customers to buy records than used to when all prices were list. It is true, the profit is less for the store engaged in the practice, whether it be a chain or an individual dealer. But to the customer the savings are real. The discount record buyer may be a different type of record customer than the list price customer, but he is a record buyer nonetheless.

Loss Leaders

Probably the most unusual and the most damaging to legitimate dealers of all the discount record operations is the "loss leader" record sale—that many stores, especially chain or department stores, engage in. These are sales on which the chain or department store does not make any money on record sales, altho it does not lose any money either. The object is to attract people in the store, and hope that in addition to the record, which may be as cheap as \$1.49, or \$1.99, or \$2.17, the customer will become interested in another item, from a refrigerator to a TV set. These are the type of sales that set legitimate dealers to gnashing their teeth and cause many in the record business to bemoan the fact that the record business is becoming a football, or a "schlack" business.

The fact that records can be sold for \$1.99 or \$2.17 has caused many people in the industry to call for a lower record list price, stating that if the record can be sold for half the list the list is greatly inflated. But the glamor of records is attested to by the fact that the Korvettes and the Sears and the Woolworths and the many other discount operations advertise records to lure customers into their stores. Records go draw people. And it is also true that no matter how bargain basement the record business may be when records are sold as loss leaders, it is also true that the loss leader has helped to cause an expansion of the record market. These customers are bargain hunters, a new class of record buyer, but the fact remains that they are record buyers, and the loss leader sale operation has attracted them into the record market.

A.&R. Impact
• Continued from page 4

was first issued on a Jimmy Driftwood set on RCA Victor.

The cost of producing pop albums today almost makes it imperative for any label to come up with commercial product. Unlike a single record, that can still be produced for a few hundred dollars, a class album runs from \$3,000 to \$7,000 depending upon the type of set being made and the size of the company making it. Unlike singles, albums cannot be tested in a market and then junked if there is no reaction. They have to be packaged and issued in quantities of better than 1,000 to make any economic sense. And worst of all, at least for some diskeries, is the fact that you can't make an LP a hit by radio exposure mainly or exclusively. Album hits are either made via the name strength of the artist, or his or her appearance in clubs, movies, TV, radio exposure and store display.

It is true that a single artist who comes up with a big hit can capture solid album sales, if the album is released immediately upon the heels of the hit record. But unless the artist has solid talent he usually has a tough time come the second LP, or ever the second release. What is even more interesting today is the fact that as many consistent talents are being developed via albums as are being developed on single records.

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 20

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	3	4	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606	7
2	6	6	5	I LOVES YOU PORGY, Nina Simone, Bethlehem 11021	13
3	1	1	2	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032	6
4	7	10	12	SEA OF LOVE, Phil Phillips, Mercury 71465	6
5	4	5	3	WHAT'D I SAY, Ray Charles, Atlantic 2031	11
6	5	7	21	SLEEP WALK, Santo and Johnny, Canadian-American 103	4
7	21	—	—	SAY MAN, Bo Diddley, Checker 931	2
8	10	15	28	POISON IVY, Coasters, Atco 6146	4
9	9	8	9	RED RIVER ROCK, Hurricanes, Warwick 509	5
10	3	2	1	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478	10
11	14	19	22	LINDA LU, Ray Sharpe, Jamie 1128	6
12	18	20	26	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477	4
13	8	4	6	THERE GOES MY BABY, Drifters, Atlantic 2025	16
14	12	17	17	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033	7
15	24	—	—	HEY LITTLE GIRL, Dea Clark, Abner 1029	2
16	13	12	18	MIDNIGHT FLYER, Nat King Cole, Capitol 4248	4
17	16	13	8	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	19
18	17	16	11	YOU'RE SO FINE, Falcons, Unart 2013	18
19	23	23	13	LEAVE MY KITTEN ALONE, Little Willie John, King 5219	7
20	11	11	10	THE THREE BELLS, Browns, RCA Victor 7555	5
21	20	24	24	IT'S TOO LATE, Tarheel Slim, Fire 100	5
22	—	—	—	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC Paramount 10040	1
23	—	—	—	MACK THE KNIFE, Bobby Darin, Atco 6147	1
24	22	21	—	A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600	7
25	30	—	—	EVERYTHING GONNA BE ALRIGHT, Little Walter, Checker 930	2
26	15	14	15	LAVENDER BLUE, Sammy Turner, Big Top 3016	8
27	—	—	—	MARY LOU, Ronnie Hawkins, Checker 4177	1
28	29	—	—	BABY TALK, Jan and Dean, Dore 522	2
29	28	22	—	I'M GONNA BE A WHEEL SOMEDAY, Fats Domino, Imperial 5606	4
30	—	—	—	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	16

SMASHING!!!
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and
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Peacock 1802
2. THE GOSPELAIRES
"HE HEARD ME CRY" • **"WHEN I RISE"**
Peacock 1801
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A Double-Sided Hit
BIG MAYBELLE
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b/w "SOME OF THESE DAYS"
#1576
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1-STOP SERVICE!
 for Operators, Dealers and Rack Jobbers
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45's... **60¢**
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\$3.09 \$3.69

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GONE RECORDS
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 Incorrect record number)

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 THEIR BIGGEST YET!
 A DUAL-MARKET WINNER!

Rusty & Doug
"I LIKE YOU"
 HICKORY 1101

MOVING UP FAST!

"LONELY STREET"
 By
ANDY WILLIAMS
 Cadence #1370

cadence RECORDS

FOLK TALENT AND TUNES

James Mask, a regular on the "Open House Show," aired over WCPC, Houston, Miss., each Sunday afternoon, 2:30-5, is excited over his initial release on the Bandera label. Tunes are "Save Your Love for Me" and "Stolen Honey," both penned by Mask. Session was held recently at the Hi Recording Studios, Memphis, with Bill Cantrell and Les Bihari conducting, with release set for October 1. Deejays may obtain a sample by writing to Bernie Harville, Jr., Bandera Enterprises, 2437 West 34th Place, Chicago 8. . . . Dan Mechura, of the "Town & Country Show," Houston, informs that he is preparing a booklet on c.&w. artists to be issued to the audiences at his shows. He asks that c.&w. artists send him photos and biogs to be included in the book. There will be no charge to the artists. Mechura's address is P. O. Box 12252, Houston 17, Tex.

Waco Austin, of Sundown Music, 3323 S. Artesian, Chicago 8, says that mail directed recently to deejays Smokey Stover and Al Rodgers, both formerly of KLYN, Amarillo, Tex., and Dean Griffin, formerly of Louisville has been returned to him. Waco would like to learn their present addresses. Waco reports that Jim Stewart's new Saturday c.&w. show on WAIT, Chicago, is going great. Stewart is the only country jockey in Chicago proper. Also going well in the territory, according to Austin, are Cactus Kid Gene Parsons at WTAQ, La Grange, Ill., and Len Ellis and gang at WJOB, Hammond, Ind.

Ray Price and June Carter will be the highlights of the Spur, Tex., Centennial September 25-26. . . . RCA Victor's Floyd Robinson climaxed his extended tour of the Northwest with an appearance on the Dick Clark TV show Saturday (19). He makes an Ed Sullivan appearance at an early date. Floyd's new RCA Victor release is "Makin' Love." . . . Mac Wiseman, after a three-year period off the road to handle a&r. work for Dot Records, is back on the personal-appearance circuit and is currently working out a 21-day tour

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More Folk Talent and Tunes on Page 62

M-G-M Signs Al Alberts

NEW YORK — M-G-M Records has signed chanter Al Alberts for singles and albums. The announcement was made by recording director Ray Ellis. Alberts was formerly the big voice with the Four Aces. About a year ago, he exited that group to become a single at which time he signed with Coral Records. It was also noted that Alberts represents another addition to the growing assemblage of Philadelphia - oriented personnel within the M-G-M fold. Prexy Arnold Maxin, recording director Ray Ellis, administrative veepee Sid Brandt and promotion man Eddie Heller are among the Quaker City natives now active with the firm.

Nippons Active

Moiseyev Ballet, the Kolo National Folk Dance Theater and the Vienna Symphony Orchestra. On the personal appearance front, autumn visits are scheduled here for Herbert Karayan and the Vienna Philharmonic, Karl Ancerl and the Czech Philharmonic, the Kolo Folk Dance Theater, violinist Julian Olevsky, violinist Michael Wyman, German pianist Helmut Roluff, German coloratura Rita Streich and French baritone Gerard Souze. On the matter of the Toshiba anti-static pressing process, it was noted that the label has been pressing all classical product with this formula since August, 1958. Now, with the completion of mass production equipment, "Toshiba decided to press all classical and popular numbers with this transparent red colored material starting with November issue." "Everclean" was stated to be the equivalent of RCA Victor's recently announced "Miracle Surface" process in the States.

Frey Woos Dealer

sells because the customer demands it? This prosecution has cost us many tens of thousands of dollars and will cost many, many more. We are the conscience of the record industry. If Audio Fidelity falls, the entire industry will unquestionably suffer. We are being prosecuted in your behalf. We need your help. Don't let us down." Tradesters with longer memories may recall some of the interesting background on this head-on clash between Audio Fidelity and the Department of Justice. For example, sources close to Sam Goody have indicated that as long as three years ago, a running tussel between Frey and the 49th Street discounter culminated in Goody writing a letter to the Justice Department, charging Frey with unfair trade practices. Goody has not denied this. This letter is believed to have played a considerable part in bringing about the current proceedings.

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UA Skeds 14 Sept. Packages

NEW YORK — United Artists Records will release 14 LP's before the end of September. The release includes a wide assortment of pop, jazz, classical and semi-classical items. All are available in both mono and stereo versions. Pop sets include "An Evening With Jerome Kern" by Stanley Melba, "Finian's Rainbow" and "Brigadoon Remembered" by Lee and Hal Shaefer, "The Sound of Love" by Maysa, "Crazy Jose Cha Cha Cha," "Blowing Around the World" by Ruby Braff and the sound track of "The Wonderful Country." Jazz LP's in the UA line-up are "The Ivory Hunters" with Bob Brookmeyer and Bill Evans, "Brass Shout" by the Art Farmer Tentet, "Like Who?" by Paul Quinichette, "Love for Sale" by Cecil Taylor and "Did You Ever Hear the Blues" by Big Miller. The classical and semi-classical packages spotlight "Fireworks From Spain" with the Madrid Orchestra and Chorus, "The Pines of Rome" with the Symphony of the Air, Leopold Stokowsky conducting, and an album of piano music of Bach and Mozart, performed by Walter Hautzig.

Eleanor Morrison Exits Col. Post

NEW YORK — Eleanor Morrison has resigned as manager of classical publicity for Columbia Records to set up her own publicity-promotion office here for classical artists. Among her clients will be Antonietta Stella, the Metropolitan Opera star. Miss Morrison's new office will cover such artist services as publicity, promotion, and concert and opera arrangements for forthcoming seasons. Prior to joining Columbia, the exec was publicity director for the Friends of the Philharmonic and the New York Philharmonic Young Peoples' Concerts, and publicity chief for radio station WCOP in Boston.

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*Also established new all-time attendance record, August 30th, Hollywood Bowl—Completely sold out, 5,000 turned away at gate. Loud speakers set up 5 blocks away to discourage additional thousands from pouring toward bowl.

SYRACUSE RACKS 519,776 RECORD

2d Year Over Half-Million; Races And Name Show Big Successes

SYRACUSE—It was a record gate count of 519,776 for the New York State Fair, which overcame a midweek heat slump to top the half-million figure for the second time in three years. Cooling weather on the final two days, Friday and Saturday (11-12), enabled the event to finish 20,642, or 4 per cent better than last year.

On the entertainment scene the heat wave had its most wilting effect on the free grandstand show and the Art Linkletter variety unit in the Coliseum. With the advance sale being weak, the big-name show in the Coliseum—Guy Lombardo, Jaye P. Morgan, Johnny Cash, Ford and Hines, Tommy Sands—did very well in four performances Friday and Saturday.

Gate comparisons were:

	1958	1959
Friday (4)	33,824	37,909
Saturday	76,771	93,411
Sunday	68,545	86,559
Monday	88,412	91,029
Tuesday	48,510	44,593
Wednesday	43,339	32,299
Thursday	36,695	33,355
Friday	34,516	36,914
Saturday	66,522	59,707
Total	497,134	517,776

The midweek decline was heightened by four days of 90-plus temperatures and news stories about 25 heat prostrations on Tuesday (8). An oddity was that thru that night, for only five of the nine days, there were 208 lost children recorded, or 30 more than the entire run of 1958.

Big Cars Pack Stands

Biggest-grossing event of the week, aside from the James F. Strates Shows midway, was the 100-mile big-car race promoted by Ira Vail on closing day. With tickets priced from \$3.50 to \$6, the 8,000 grandstand seats were packed, with additional thousands standing around the oval. Other track events were stock sprints on Sunday (6), at which 5,006 attended, and stock endurance on Monday, with the

UTAH STATE FAIR OK DESPITE RAIN

Attendance Down Only 4 Per Cent; 'Holiday on Ice' Scores Sellouts

SALT LAKE CITY—Altho the Utah State Fair here was hit by rain in various amounts on the first seven of its 10 days, attendance for those seven days, including Thursday (17) was off only 4 per cent. On some of the days the rain hit hard, other days it was just a drizzle, but all of them were wet and Secretary-Manager Don Wyatt and the fair board were heartened by the small drop-off at the outside gates.

Strongest feature, and one that was attributed in part in sustaining attendance was "Holiday on Ice" in the Coliseum. This traditional attraction played to sellouts thru Wednesday evening (16). By Thursday morning that night's show and the one on Friday were both sold out and a big advance

turnout 10,342. Tickets were \$1.50 to \$2.50.

For the Coliseum show the prices ranged from \$2.10 general admission to \$3.20 tops. After the heat wave accompanying the Linkletter show the lower temperatures following were a blessing. Both night Coliseum houses were full and the matinees were near full. Free grandstand turnouts also perked up.

Fair director Harold Creal and other officials concurred that the record attendance came at a time when Syracuse offered its best fair in history, by far. The attendance total included a considerable number of 50-cent gate tickets distributed in advance of fair week. There were 221,712 of these turned in.

(Continued on page 86)

Western Fair Bucks Cold Weather, Wins

LONDON, Ont.—The Western Fair bucked cold weather last week and as of Friday (18) was winning its battle. Temperatures that dipped below freezing at night took a toll but attendance was not off too much and grandstand patronage was holding up "surprisingly" well in the words of E. D. McGugan, general manager.

Attendance thru Thursday (17), fourth day of the six-day run, was 168,971 compared with 205,532 to the same point last year. The weather wasn't the only factor, however. The usual Monday kids' day was switched to Friday this year and thousands of youngsters weren't included in this year's figures. Friday was a clear, sunny day after early rains, there was

(Continued on page 86)

CALIF. STATE FAIR SETS NEW MARK

915,559 Gate Tops '56 Previous High Rodeo, Mathis, Auto Races Draw Well

SACRAMENTO — A new attendance record of 915,559 was set by the California State Fair and Exposition which closed its 105th annual 12-day run here Sunday (13).

From the opening September 2, the fair had ideal weather for the entire run. While the days were warm, sometimes hot, the night temperature did not drop below shirt-sleeve comfort. Theodore Rosequist, for years assistant manager and now pinch-hitting in publicity from his duties as co-ordinator for the new fairgrounds, said the weather was the best he had seen in 17 years. The day and night temperature span was small but adequate, he added.

In addition to setting a record

for the run, the fair also hit a new daily high. This came on the first Sunday (6), when the attendance was 129,963 to beat the 1956 high for the same day of 117,970. The total this year was 98,557 above last year's 817,002 and 81,672 over the record 823,887 in 1956, when the fair's run was shifted from 11 to 12 days.

During the run, the fair dropped behind 1958 only on three days. The largest loss in daily attendance was on the second day, when it was 7,537. It followed, however, the second largest opening day of 83,880, which was 13,946 over the same day in 1958.

Besides the good weather, the addition of a rodeo the last four days and the appearance of Johnny Mathis and a NASCAR auto race were credited with holding up the gate after the fair was over the hump. The NASCAR races, held in front of the grandstand Sunday afternoon (13), pulled a reported attendance of 10,207, said to have been the largest at a paid attraction.

Midway contract for the run was held by three carnivals—under one bid—West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows.

Picnics, Weather Add Up to Success For Circle L Ranch

CAROGA LAKE, N. Y.—Repeat picnic dates and exceptionally favorable weather have helped make 1959 a winning season for the Circle L Ranch here. The use of tickets on all concessions proved to be a big success. The general management and rides are under the direction of Leon B. Fry for the sixth season at the funspot.

Topeka Fair Big Despite Paid Gate; Rogers Tops Record

Attendance Tops 400,000 Mark; Switch From Free Admissions Smooth

By HERB DOTTEN

TOPEKA, Kan. — The Mid-America Fair, the former Kansas Free Fair here, made the switch from a free gate fair to a paid gate operation with remarkable smoothness and outstanding success.

The six-day event closed Thursday night (17) after pulling almost as many people thru its paid gates as it did last year, when in its last run as a free admission fair, it attracted an estimated turnout slightly in excess of 400,000.

The strong patronage was racked up despite rain which made the closing day all but a complete washout.

Major credit for the smashing success of the maiden run as a paid gate fair went to Roy Rogers,

Dale Evans and their show, which in a remarkable show of strength gave the fair by far the biggest night grandstand in the event's 79-year history.

Ideal weather thru the first five days also was a big factor. So, too, was a free talent show, on the grounds, added this year, to offset the possible impact of the change-over to a paid gate. And, still another big factor, was smart public relations and publicity work which conditioned fair patrons to application of paid gate.

Adults were admitted for 50 cents and 12 to 17 year-olds for 25 cents with youngsters under 12 free. Of the total turnout, youngsters under 12 were figured to account for 22 per cent of the fair's attendance.

(Continued on page 72)

Knoxville Fair Aims For All-Time Mark

Johnny Cash, Tommy Sands Draw Big; Gooding Rides and Shows Up Sharply

KNOXVILLE —The Tennessee Valley A & I Fair was having one of, if not the, best runs on record. Weather was ideal, attendance was up sharply and turnouts at the open air theater, were racing ahead of any year.

Leonard Rogers, secretary, disclosed attendance thru Thursday (17), fourth day of the six-day run, aggregated 123,455 compared with 112,315 to that point in '58. By the end of the run on Saturday (19), he figured they could go over the 200,000 mark, which would be a new record.

Name attractions in the open-air theater were romping well ahead of last year, the attractions brought in thru Music Corporation

of America. Johnny Cash and Jimmy Wakely were in for four shows the first two evenings and played to 6,652. The next two nights Tommy Sands headed up the offering and played to capacity twice and two-thirds capacity the other two performances for a total of over 13,000. Advance sale for Bob Barker's Truth or Consequences show were strong for the final two evenings with a capacity almost certain for Friday.

On the midway, Gooding Amusement Company, with the strongest line-up ever here, was heading for a new record and Hal Eifort, manager, expected to top the \$100,000 gross mark.

KY. STATE FAIR LAGS BEHIND '58

Attendance Off After Big Weekend; Clooney Disappoints, Olson Shows Up

LOUISVILLE — The Kentucky State Fair here got in a big weekend Saturday and Sunday (12-13), pulling 82,976 and 82,214, respectively, to top the gate count for the corresponding days of last year but the cumulative attendance thru Monday (14), fourth day of the run, was 226,790, as against 235,961 to the same point last year.

A weaker preview Friday (10) and a considerably lighter opening day sent the nine-day exposition into its traditionally big weekend with the gate trailing '58 by about 16,000.

Coliseum attendance for the

Rosemary Clooney show, presented afternoon and night, the first three days of the fair, proved disappointing, with the Clooney offering yielding a gross of \$33,000, after taxes, for the six shows. On the bill with Clooney were Fabian, Jimmy Dean, Buddy Cole and the Four Lads.

"Out-of-the Darkness" fireworks spec, presented by L. (Doc) Cassidy accounted for a big Stadium turnout Sunday night, with the crowd topping any for the Clooney offering. The pyrotechnic show, in again Monday, the fair's lightest day, played to about 2,000 persons. and

(Continued on page 86)

Record 405,722 at Quebec City's Ex Despite Handicaps

Heat, Polio, Duplessis Mourning Are Factors; Coliseum Gross Dips

QUEBEC CITY — Preliminary compilations show that Quebec Provincial Exhibition (September 4-13) will have topped its paid attendance record by some 5,000, thus hitting an all-time high of 405,722, in spite of major handicaps. Heat, polio and mourning held the event short of its 500,000 goal.

Opening under ideal weather conditions, the Ex suffered effects of an unusual heat and humidity wave seldom felt at this period. During Labor Day week the thermometer climbed above 87 but it dropped later to a neat 65 maximum for a cold but very busy weekend.

An epidemic of polio centered around Montreal and southeastern parts of the province had authorities worried. Public warnings were broadcast to parents, advising that children should be kept away from public throngs. As a result the exhibition suffered a decrease of some 15,000 in child attendance and a proportionate decrease in adults at the very opening.

A third factor kept the exposition out of usual headlines with the passing away of one of its honorary presidents, the Provincial Prime Minister Duplessis. The political figure was scheduled to attend a number of important demonstrations which should have held front-page importance.

In spite of these handicaps, the results proved very satisfying. Many new contests were featured in the agricultural section. Industry and commerce were highlighted by the general theme "Year of Industry." Art and photo contests featured inscriptions from all 10 provinces and a new hobby contest drew wide interest.

Carson-Barnes Gets Near-Full Night Houses

LEBANON, Mo.—The Carson & Barnes Circus was the first circus here in three years and pulled a half-house at the afternoon show and a near-capacity crowd at night Friday (11) in bright, cool weather and under Jaycee auspices. The day before, in Rolla, Mo., the matinee was an hour late due to the late arrival of the pole truck. A three-quarters house saw the afternoon crowd caught the night show in good weather under sponsorship of the fair board.

Earlier, the show drew a three-quarter house in the afternoon and a near-capacity crowd at night in both Sullivan, Ill., (5) and Attica, Ind., (3). The weather was good in both towns. American Legion was the sponsor in Sullivan.

Fair Tops '58 Gate

GRIDLEY, Calif. — Switching to a Sunday (6) instead of a Labor Day closing, the four-day Golden Feather Butte County Fair pulled a total attendance of 23,446, which was 1,629 over the 1958 mark, J. E. Whitaker, secretary-manager, said. Paid attendance for the run was 12,929, 71 under last year.

Weather for the entire run was unusually hot. To cope with the high temperature, Golden Gate Shows, which played the midway for the first time, set its call time at 4 p.m. rather than 1 p.m.

A new midway under local management of Racine Greater Shows along with Bernard & Barry attractions, held general attention with a wide variety of rides and shows, the Wild Mouse proving to be quite a sensation. Reports are that business was very good, but no figures are available as yet to compare with the Conklin organization of prior years. The Coliseum featured a three-in-one package with the June Taylor Dancers, two units of the Dancing show. Altho appraised as one of the best productions in years, it drew some 7,000 patrons less than the 1958 program. Producer Al Dobrith was cited for splendid showmanship in the set-up of a two-hour, 16-act program, with 14 performances.

A family home contest offering a \$35,000 house, furniture, land-site and \$700 fur coat fell behind expected sales by some \$10,000. Local Kinsmen organization were running this scheme for the third year. The raceway, with four afternoon and seven night programs, was up in both attendance and pari-mutuel betting with 34,683 race fans (25 per cent increase) wagering \$1,215,368 (15 per cent increase) with one program less than last year.

A tri-service armed forces display had among its attractions the Silver Dart model and climaxed Sunday with an air exhibition starring the Royal Canadian Aviation "Golden Hawks."

Park improvements were held

Rutland Fair Pulls 101,000 For 6% Boost

Night Cut Rates Sold Earlier; Pattern Clicks

RUTLAND, Vt. — Attendance for the 114th Rutland Fair was 6 per cent better than the 95,000 of last year, altho unseasonable cold beset the end of the six-day engagement on Saturday (12). There were 19,000 reported for that day, bringing the gate count to 101,000.

The fair set its peak attendance figure in 1956 with 118,000 and the following season it hit 106,000.

Night business in particular was encouraging this year, according to George G. Smith, president-treasurer. Part of the credit was laid to advancing the hour for selling lower-priced night tickets to 5 p.m., instead of 6.

Final day's matinee feature was the Jack Kochman stunt show, which drew a nice crowd. World of Mirth Shows, flushed with success in its Ottawa fair visit, scored a comparatively good gross here, before moving on to Brockton, Mass.

Grandstand entertainment had Carmel Quinn and the Kalin Twins as headliners, all of them warmly received.

down to strict necessities while an important sum was spent on the erection of a new pavilion designed mostly for food exhibitors and samplers. The 1960 exhibition will be the 49th annual, and directors have already taken official steps to have it held in collaboration with the Provincial Department of Forestry, using "The Forest" as general theme. Unofficial dates will be September 2-11.

Mich. State Fair Gate Totals 796,915

Total Attendance Off 1 Per Cent; Higher Admission Tab Ups Receipts

DETROIT—The Michigan State Fair, which closed its 11th run here Sunday (13), was off slightly on total attendance, down sharply on paid admissions, yet was up 8 per cent on gate receipts due to a boost in rates at the main entrances.

Total paid and free was announced by General Manager Donald L. Swanson at 796,915, 1 per cent below last year's 807,318. Paid admissions reflected the economic situation of the area with 348,001 laying down their money compared with 389,990 last year. Yet, due to the hike in admissions from 75 cents to a 90-cent level, receipts were \$314,200.90 against last year's \$304,288, which included a dime charge for children. Actual '58 receipts from adult patronage was \$292,494.50.

Deterring factors included the weather which was hot, then cold; a big Shrine parade Saturday night (12), and a pro football game on the final Sunday afternoon. Also a number of factories worked Saturday (12) to offset Labor Day and some outstate schools opened earlier than usual. To this might be added a two-day newspaper strike, which hurt promotion of the fair.

Despite all this, the fair was expected to show a profit of between \$15,000 and \$25,000, Swanson said.

A 250-mile stock car race brought in by Pete Spencer on Sun-

day (12), was slightly off, grossing \$32,919.40 against \$34,718 in '58. The grandstand was scaled at \$2.50 to \$5.50 this year, a slight decrease from last year's \$2.20 to \$6.60. The free grandstand show booked thru Val Campbell, played to an estimated 92,000 in 18 performances. The traditional thrill show on Sunday evening was abandoned in favor of a free pyro display by American Fireworks Company which drew close to 10,000.

The Tony Bennett show, in its five Coliseum performances, failed to draw as well as the earlier-presented Dick Clark show. The show drew 7,386 who paid \$10,235.80. This compared with last year's Ricky Nelson show which grossed \$39,660.90 and played to 33,028.

The Clark show in the first four days of the fair, grossed a new record \$73,484.90 with 63,182 seeing the entertainment. Total gross from the building this year was \$83,720.70 compared with \$85,853.59 a year earlier.

Talent supporting Bennett, booked thru GAC-Hamid, included Mills Brothers, Connie Francis, Richard Hayman, Blackburn Twins and Jerry Collins, Johnny Conrad and Dancers, Joe Bennett and the Sparkletones and the Herschel Lieb orchestra.

SHOW PLACES

Name Band Mecca

FEW PEOPLE have ever heard of the Mitchell, S. D., Corn Festival. Even many in the entertainment business give you a blank look when you mention the event.

Yet this seven-day festival, held since 1892 in a city of 13,000 or less, annually draws close to 250,000 fun-seekers and about 20 per cent of these see the show presented in the unique and picturesque Corn Palace.

One branch of show business knows Mitchell well—that's the name bands that have been featured and have played to big crowds there since the '20's. Even during the period after World War II, when band business fell to a new low, people around Mitchell loved 'em and paid good money to see them featured in the shows.

Over the years featured bands have included Guy Lombardo, Lawrence Welk, Harry James; both Dorseys, Tommy and Jimmy; Duke Ellington, Freddy Martin and even Paul Whiteman, who was one of the early signed orks. Lombardo set a new record for the two-shows-a-day in the building in 1952. This was broken two years later by Lawrence Welk (before his TV smash). But Lombardo came back in 1958 to again regain the top spot.

While name bands have long been the one and only lure, this year (September 20-26) the officials have followed the trend and are beefing up the program with names other than those in the band business. Altho Shep Fields will be featured, he'll share billings with Snooky Lanson, the Mills Brothers and the Manhattan Rockets, the latter line the first one in over 20 years.

All the lure isn't in the big building, however. There's a 10-block-long midway where the Art B. Thomas Shows, augmented by other rides and shows, holds forth. Also in this area, which is the town's main street, are set up all types of agricultural exhibits, popular with the patrons.

Focal point of the entire event, however, is the Corn Palace, which houses the annual name band entertainment. It is an unusual, striking result of native artistry. Each year for the festival, its outer walls are decorated with 14 huge pictorial panels, each made of corn in white, yellow, red and blue, set off by long, hanging strands of corn ears.

Between 2,000 and 3,000 ears of corn are sawed lengthwise and nailed to the panels, each year in a different theme. One year it might be contemporary life; another history, wildlife or Indians. At night colored lights play on the walls, to further heighten the effect.

It wasn't always easy to get attractions in the early days of the Corn Festival. Officials sought John Phillips Sousa when he was at the height of his career. His manager said the band would be delivered only after two banks guaranteed the \$7,000 tab. Then when Sousa and his band arrived, he demanded advance payment before he'd permit any member of his aggregation to leave the train.

Officials complied with the bandmaster who was later sorry he had made the demands. So enthusiastic was the reception given him that Sousa gave three concerts a day and came back three years later to score another huge success.

FREDERICTON SURVIVES FUROR ON TALENT SHOW

FREDERICTON, N. B. — Ideal weather and aldermanic criticism conflicted to give the Fredericton Exhibition a brisk week with attendance slightly off from that of a year ago, according to Ray Crewdson, secretary-manager. Labor Day was big and an attractive harness racing card added to the total. Total admissions went around 15,000 that day.

Tuesday (8), usually a slow day, held up in ideal weather for the first children's day.

The fair board had dispensed with the traditional vaudeville type of grandstand show, long a fixture at Fredericton; and instead had engaged Don Messer and His Islanders, longtime country music fixture on Maritime radio and TV, for grandstand fare. The public apparently liked the Islanders in their front rooms via TV but not outdoors. Additionally, Pinky Madison's baby elephants, engaged for the week, had not shown by Tuesday night. At a city council meet-

ing the situation boiled over when the fair was censured for their failure to provide suitable entertainment. Local papers and radio picked it up.

Resulting from the hullabaloo, Wednesday (9) was light. Thursday, traditionally a half holiday for the horse racing, was fair in the afternoon but light at night. Accordingly, the fair board declared the grandstand show, formerly ticketed at \$1, free for the last two nights of the week.

Friday night paradoxically turned out a good crowd despite threatened rain and sudden cold. Roy Eastman and his band from Halifax, Nova Scotia, had replaced Don Messer and His Islanders as a grandstand unit. Saturday night (12) turned out big with another crowd of 15,000 people to wind up the fair. Spending, according to folk on the Bill Lynch midway, was a bit more cautious than a year ago.

Gus Sun Sr. Hospitalized

SPRINGFIELD, O.—Gus Sun Sr., veteran head of the Gus Sun Booking Exchange, with headquarters in the Regent Theater here, is in Mercy Hospital, this city, with a broken hip sustained in a fall while crossing the street in front of his office. His condition is described as good. Sun celebrates his 91st birthday October 7.

DOBRITCH WINS 3D ST. LOUIS PACT

ST. LOUIS — Al Dobritch was awarded the contract to produce the St. Louis Police Circus for 1960. In a session with the police organization here Tuesday (15), the New York producer won the pact for the third successive year.

Others in the running were Ernie Young for GAC-Hamid, George Hunt of California, and L. N. Fleckles, Chicago.

TALENT ON THE ROAD

Texas Prison Rodeo Books TV Cowboy Plus Singers

A host of television's top cowboy actors plus folk singer Johnny Cash will be going to prison next month and in Texas too. The 28th annual Texas Prison Rodeo which opens in Huntsville, Tex., October 4 and plays the following three Sundays, will kick off with Jim Arness, the Matt Dillon of Gunsmoke on the first go around. Dale (Wells Fargo) Robertson and Tommy Sands will be in the following week and Steve McQueen and Johnny Horton the third Sunday. Two more names are being lined up for the October 25 finals. . . . Talent set for the Panhandle South Plains Fair, Lubbock, Tex., September 28-October 3, are Hubert Castle's Circus, set for nine shows in the Coliseum, including George Keller's cats. Sky King's aerial turn will also be on the grounds.

Set by GAC-Hamid's Ernie Young for the grandstand show at the Tennessee State Fair, Nashville, are Gene Autry, Betty Johnson and a group of acts including the Alaskan Huskies. . . . Supporting the queen coronation at the Lodi, Calif., Grape Festival, were Wayne Roland, comedian-vent; Dick and Dot Remy, knockabout comedy; Jack Simpson, marimba; Don Frank, organ, and Bob Emerson, drums. George Riley emceed. Bill and Billie Cassidy, puppeteers, worked as a daily free act. . . . Joni Larabee, of the Los Larabees and Miss Joni acts, writes that they've at least set some kind of a personal turnpike record this season. From July 4 thru Labor Day, they logged over 5,000 miles on eight different turnpikes with truck and house trailer. This was out of a total mileage of 11,500 miles in 12 States and two Canadian provinces. They drove 935 miles on the Illinois toll strip alone. . . . Billy Barton writes that following Chattanooga and Lexington for Harold Voise, he played Olympic Park, then the Alamance Country Club, Burlington, N. C. After Jersey City, he'll do three weeks of fairs and then to Chicago for the Voise dates. . . . Hilda Klein and Kurt Arondo, of the Kings and Queen of the Sky, took Ron Barrett, Vancouver (B. C.) Province staff writer for a ride on their rig during the Pacific National Exhibition and rated big space with two photos. . . . Corinne Dears closed her outdoor trek at the Stirling, Ont., fair for GAC-Hamid and will head for Shrine dates in Texas. . . . Jimmie Campbell, 15-year-old son of Val Campbell, Detroit agent, suffered facial injuries recently in a motorcycle-auto crash.

TV Showcase: State fairs will be highlighted on one of the Chevy Shows to be aired this season starring Roy Rogers and Dale Evans via NBC. Plans are still in the making but a rodeo will be included and the segment will be called cavalcade of State fairs. . . . Eddy Arnold and the Hollywood Square Dancers set for the September 27 Chevy bit. . . . Carmel Quinn for the September 22 Jack Paar night show. . . . Johnny Cash booked into NBC's "Bell Telephone Hour" on October 23. . . . Eddie Foy Jr., and Polly Bergen in the Ford opus on October 6 via NBC.

Gotham Openings for Hurok 'International Fest' Units

Rounding out the Art Linkletter Show at the New York State Fair were the Berk Twins, acrobatic dance; Tippy and Cobina, monkeys; Bobby Winters, juggler-comic; Jimmy Byrnes and Patti, novelty dance; Gloria Gray, vocal, and the Billy Williams orchestra. Eldred Stacy supervised this and other talent for MCA, including big-time free grandstand: Edgar Bergen, Ed Leary's Ice Show, Hubert Castle, Claude Gordon's orchestra, and Truth or Consequences. . . . The Hurok office's Dance Company, October 13; Polish State Folk Ballet, November 3; Inbal Israel Dance Theater, November 24; Katharine Cornell and Brian Aherne in "Dear Liar," December 27; Moscow State Symphony, January 3. More Russian dancers will come over in 1960, namely the Georgian State Dance Company. . . . Maritime Playboys, country-comedy group, and the Famous Gurumlays, bicycle act, starred at the Cape Breton County Exhibition, North Sydney, N. S. Gurumlays were also at the Pictou (N. S.) Exhibition along with Peyton and Ray, dogs and puppets; Ernie Hicks and his Golden Valley Boys; Marilyn Hale, taps; Cindy the Clown, and others.

Irwin Kirby

Topsfield, Mass., Fair Matches '58 Records

TOPSFIELD, Mass.—The 135th edition of the Topsfield Fair wound up its seven-day run Saturday (12) with an over-all attendance that closely approximated last year's record total of 175,000. This was the second year that the event enjoyed perfect weather. Actual paid admissions were 142,000.

The fair, one of the oldest in continuous operation in the nation, has grossed a half-million dollars in the last five years. Last year it took in \$111,000 and Manager Paul Corson said this year's receipts would be about the same. This is nearly three times the amount taken in at the 1948 event.

Three records were set this year. The grandstand drew the biggest

crowds in the fair's history, topping \$18,000. Six days of pari-mutuel greyhound racing broke last year's record by \$16,000 for a total of \$1,880,000 and a crowd of 47,000 on Labor Day was the largest ever in the fair's history for one day.

Gene Dean and Jack Flynn of Salisbury, running the midway on their second 10-year contract, came out a bit ahead of 1958, which was a banner year. They had Lawrence Carr's Shows with several new rides here for the first time. Among major rides were a new Helicopter, a Merry-Go-Round, double Ferris Wheels, Kiddie Whip and several other kiddie rides. Dean and Flynn reported that

Allegan, Mich., Fair Ignores Cold Weather

ALLEGAN, Mich.—The 107th edition of the Allegan County Fair last week reflected its strong lure by drawing good turnouts despite temperatures that dipped into the frigid 40's. Thru Thursday (17), its fourth day, attendance thru the outside gates was about even with last year when good weather prevailed.

And the grandstand, too, was more than holding its own altho patrons came out in overcoats and brought blankets. Clair McOmber, vice-president in charge of the grandstand, attributed the good attendance to the name attractions and the strong line-up of rides and shows brought in by John Reid's Happyland shows.

The Aut Swenson Thrillcade opened the fair on Monday evening (14) with two well-attended performances. A GAC-Hamid revue, featuring Carmel Quinn, moved in on Tuesday for two nights and scored well in front of a strong bill of acts. Snooky Lanson came in Thursday night to head up the show and Homer and Jethro were added for Friday night only. Others in the show included Victor Julian and his dogs, Tuckers, Roger Ray, Debbie and the Diplomats, Cathalas Duo, Elkins Sisters, Manhattan Rockets (24) and Ernie Rudy and his band.

The Reid fun zone, expanded this year, had a total of 20 rides, 12 shows and 150 concessions. New here were the Dowis Skywheels and Roller Coaster and the show-owned Paratrooper.

Fair opened Sunday with its annual religious services and programs. Harness racing, despite the low temperatures, was well attended and a total of 232 horses were being stabled.

Cold Spell Hurts Stand At Saginaw

SAGINAW, Mich. — The cold weather that struck much of the Midwest was the bugaboo at the Saginaw Fair here last week. Total attendance wasn't hurt and was matching last year but the night grandstand was about 25 per cent off, Clarence Harnden, veteran fair manager, disclosed.

A country and western package show was featured both afternoon and night on Sunday (13). Brought in by GAC-Hamid and it did just fair. The Snooky Lanson-headed revue on Tuesday and Wednesday suffered from the cold. On Thursday, Carmel Quinn came in to head up the show for the balance of the run thru Saturday night. She was warmly recieved the first night despite low temperatures and a warming trend set in Friday that was expected to strengthen the night crowds.

Fair had a big turnout of youngsters on the Monday kids' day and this helped to keep the Gooding Amusement Company's midway gross about even with last year.

money was flowing easily, perhaps just a trickle over last year.

The 50-cent grandstand featured Dr. Carver's Diving Horses. The act played Topsfield 25 years ago and is credited with putting the fair into the big time. Other acts included the Busy B's, Rory and Bor, Aquatic Monkeys, and Johnny Miles.

CNE MAKES UP SOME LOSS TO END WITH 2,906,500

TORONTO—The 16-day Canadian National Exhibition closed Saturday (12) after registering attendance of 2,906,500, a drop of 53,500 from '58.

The drop, however, was rated small as the big exposition had to contend with hot, humid weather thru most of its run and strong press criticism directed mainly at the George Gobel-headed night grandstand show.

Night grandstand business was down sharply. The day grandstand offering, a circus type program produced and booked by Al Dobritch, plus the Cisco Kid, held up fairly well in the face of generally hot, humid afternoon weather.

Midway business was the biggest in the exhibition's history, with rides and shows of the Conklin Shows grossing \$752,500 to topple the old mark of \$707,000, set last year. Added earning power enabled the midway to establish a new high.

BEATTY-COLE GETS STRAWS, EXTRA

Carolina Stands Top for Circus; Columbia Turns Up Best Business

COLUMBIA, S. C.—Business has been excellent for the Clyde Beatty and Cole Bros. Circus at recent Carolina stands. Three shows were given here Wednesday (16) with the regular matinee and night performances strawed and the extra 10 p.m. show three-quarter filled. The show enjoyed good advance publicity and had two clowns on radio and TV. Exchange Club was the auspices.

Two near-full houses attended the show Saturday (12) under Kiwanis sponsorship at Wilmington, N. C., in cloudy, cold and threaten-

ing weather. Crowds of 2,500 and 4,500 greeted the tent at Jacksonville, N. C., Friday (11) in excellent weather. The Jaycee auspices said they were pleased with the show. A county fair was due in two weeks.

At New Bern (10) the matinee was 80 per cent filled and the night show was strawed in fair weather. The afternoon show was half filled and the night performance was near-capacity at Greenville, N. C., Wednesday (9) in clear weather. Jaycees were the auspices at both spots.

Ringling Scores At Oakland, Denver

OAKLAND, Calif. — Ringling Bros. and Barnum & Bailey Circus drew 24,372 people into the 6,000-seat Municipal Auditorium in six shows here September 11-13. The first evening performance was sponsored by the local A. G. E. stores.

Earlier at Denver the show drew a thumping 87,500 patrons in 10 performances at the 10,000-seat Coliseum September 2-6. A ticket tie-in with a grocery chain helped the strong attendance. One of Hans Neumann's tigers gave birth to

three tiger cubs here and one of them was a rare albino tiger cub which will be named Denver.

The run started Wednesday (2) with 8,000 people in the afternoon and 9,000 at night. On Thursday (3) 7,500 and 9,000 attended the show. Friday (4) brought crowds of 8,000 at the matinee and 9,000 at night. Saturday (5) was tops with a near-capacity 9,500 at both performances. The stand ended Sunday (6) with 8,000 in the afternoon and 10,000 at the final performance.

S. DAKOTA STATE FAIR SHRUGS OFF DROUGHT

HURON, S. D.—The South Dakota State Fair wound up its six-day run here Saturday (12) after a week that surprised even the officials. Faced with severe drought conditions no one had much hope for a successful fair but the sturdy annual came thru with flying colors.

Total attendance was only 3,700 below last year with 140,300 visiting the event this year. Over-all receipts were only \$13,000 below last year, a figure that was expected to be much higher, and night grandstand receipts almost matched those of last year. Total this year was \$35,949 compared with \$36,892 last year.

Sidney Larson, manager, said they were well pleased with the night shows which included a Barnes-Carruthers revue featuring Herb Shriner for three nights and an RCA rodeo brought in by Korkow and Sutton of Oneida, S. D., on three evenings.

The afternoon grandstand suffered most of all, with receipts of \$23,896 against last year's \$37,285. Featured were four afternoons of auto racing by Frank Winkley's Auto Racing, Inc.; one performance of Tournament of Thrills auto stunt show by Leo Overland, and one matinee of harness racing. Only event to top last year was the trotters, Larson pointed out.

Art B. Thomas Shows were off about 9 per cent, he said.

HOUSTON — Playland Park here will begin its fall and winter policy of weekend-only operation Friday night (25), Louis Slusky, president and managing director, has announced.

Slusky said the park will open on Fridays and Saturdays at 6 p.m. and on Sundays at 1 p.m. The closing time is midnight. Reduced prices prevail on all rides during the fall and winter, he added.

286,312 Is Record At Md. State Fair

TIMONIUM, Md.—The strong attendance pace built by the Maryland State Fair resulted in a record of 286,312 admissions, short of the hoped-for 300,000, but still more than gratifying to all concerned.

Pat W. Kerr, Fair Manager, Dies at 81,

KNOXVILLE, Tenn.—Pat W. Kerr, 81, for 14 years secretary-manager of the Tennessee Valley Agricultural and Industrial Fair until his retirement last year, died September 10 at Petersburg, Va., following a long illness.

A native of Hartsville, Tenn., he became secretary-manager of the fair at the age of 65. Ironically his death came only four days before the opening of this year's fair.

The fair set a record attendance every year that Kerr was manager except in 1957—his last year—but in that year was plagued by rain every day of the run. Even that year he managed to show a profit for the fair.

During his administration the Homer Hamilton outdoor theater and the Kerr (women's) Building were constructed and paid for as well as extensive improvements on the grounds.

Kerr left for Virginia to live with his son because of failing health last December. He had been in and out of a hospital at Petersburg several times. A fall in the hospital last June left him with a broken hip and he was never able to walk again. He was hospitalized when he died.

The deceased is survived by a son and a brother. Mrs. Kerr died in 1953.

Cold Weather, Rain Smacks Spencer, Ia.

SPENCER, Ia.—The Clay County Fair as of Friday (18), sixth day of its seven-day run, was wet, cold and pretty well beat. Fair opened Sunday (13) to ideal weather, received more of the same on Monday and then experienced a complete switch.

Rain, low temperatures and even some sleet hit this section of Iowa and hurt everything in sight, the night grandstand being the hardest hit.

Attendance wasn't too bad, Bill Woods, veteran manager, disclosed. Thru Thursday, the count was 70,000, about 17,000 below last year at that point. Brightest spot from the attraction standpoint was the auto races brought in by Al Sweeney. Despite the weather and track conditions, the grandstand on Tuesday afternoon was about 500 below capacity and the advance sale for the Friday and Saturday races were excellent.

The Barnes-Carruthers' revue was the biggest casualty of the week. The opening night feature, Music for America, brought in by Cy Jackson and featuring Ethel Waters, pulled close to 5,000.

Art B. Thomas Shows, the midway attraction, was not off as much as anticipated. For the first five days, rides and shows were down 15 per cent.

Previous mark of 278,644 was set over the 13-day route in 1957.

Records were also set in pari-mutuel wagering, a mainstay of the operation. Gate figures combine separate totals for the exhibition and race track enclosures.

Sharing in the big week was the midway assembled by the Endy Amusements. Despite heavy rains during its opening week and competition with other tracks in Maryland, the fair was widely successful, Manager John Heil noted.

During the first week of the fair 4-H Club and FFA exhibitors were in competition, with adults competing the second week with a full judging schedule of cattle, swine, sheep and horses, poultry and pigeons, farm and garden products and thousands of items made, baked and grown by Maryland housewives.

A record number of entries was received in all categories, and livestock on hand during the fair totaled 4,000 head. Some 15,000 prize ribbons were awarded, plus a new high of \$98,000 in premium money.

Columbus Fest Promising For Hartford

HARTFORD, Conn.—Plans have developed to where a strong week is predicted for the Columbus Festival here, running October 6-12. There will be a free gate and free entertainment in addition to the midway attractions. A large macadam surface has been set aside for modern, square and folk dancing.

First four days will have programs starting at 6 p.m., with the final three being day and night. Parades are scheduled for Saturday and Sunday (10-11). Schools and merchants have distributed 100,000 tickets.

Grounds are at Brainard Field on Airport Road. Honorary committee has Governor Ribicoff, Senator Armentano, Mayor Kinsella and Deputy Mayor DeLucco.

FLORIDA ON WHEELS

Volks Realty Buses Make 50-Plus Fairs

NEW YORK—Showing both on carnival midways and on independent space, Volkswagen real estate offices of the Charlex firm will have hit more than 50 fairs by the time the season ends. First exposure of this type was on the How-Reit Shows in Suburban Long Island (The Billboard, June 29).

Charlex, representing a group of tremendous Florida properties, is fielding eight of the little German buses, which have been converted into show rooms complete with couches, canopies and recorded visual sales spiels.

In addition to the fair dates, units toured sporadically with the Reithoffer, Paul Miller and Playtime midway outfits. A list of fairs both played and about to be played includes the following:

Timonium, Hagerstown, Cumberland, Crisfield and Bel Air, Md.; Middletown, N. Y.; Rocky Hill, R. I.; Weymouth, Barrington, West Springfield, Northampton, Brock-

Ebensburg's Fair Clicks Over Strike

Steel Area Idle; Effect Bad for Name Talent Show

EBENSBURG, Pa.—Despite the area's idled steel industry the Cambria County Legion Fair came out of its run with generally excellent results. Only disappointments were in grandstand grosses.

Paid attendance for the six days ending Saturday (12) was 60,000 and free admissions for the Tuesday children's day, including teachers, were estimated at more than 40,000. Total attendance was a few points less than last year.

An excess of entries in all departments was recorded, plus complete sellout of independent midway space. Penn Premier Shows, playing the fair for the first time, hit its highest gross of the season.

This was the first time the American Legion operated the fair itself rather than lease its property to a fair association and directors acquired considerable knowledge to apply to future efforts. It was a case of learning by doing, secretary Frank Morley reported, and plenty of food for thought resulted.

On Tuesday the Paul Winchell appearance grossed less than \$1,000 and on Thursday the Ted Mack show did about twice that figure, he said. Publicity was reportedly ample but attendance was not. Motorcycle racing on the closing afternoon was another loser. Friday night stock car racing went over well. Ray Price was featured on opening night, when a weak crowd turned out, Morely reported.

Directors Tackle Posers
Past pattern had been one of showing hillbilly and circus acts. The directors will tackle not only the grandstand problem but also that of revenue from other sources. Outside gate admission is pegged at 55 cents for all over age 12 and parking is free. Among the many solutions being sifted are an increased admission plus a free grandstand show, or imposition of a 50-cent parking fee for 4,000-odd auto spaces available. Also coming up for study is the pass list, which it is felt can be tightened judiciously.

Volks Realty Buses Make 50-Plus Fairs

ton, Marshfield, Spencer, Rehoboth, Topsfield, Otis and Barnstable, Mass.; Danbury and Bristol, Conn.; Trenton, N. J.; Allentown, Reading, York, Pa.

Also Peoria, Taylorsville, Champaign, Springfield, Decatur, Kankakee, Lincoln, Freeport, Sandwich and Freeport, Ill.; Burlington, Ocala, Davenport, Cedar Rapids, Southern Iowa and Des Moines, Ia., and Crown Point and Fort Wayne, Ind.

The operation has made Charlex a major rent-payer in the outdoor fair field, which it is completely new to. It sells lots in the Port Charlotte, Port St. Lucie and Sebastian Highlands developments in Florida.

Changes Fair Dates

BAY CITY, Tex.—The 1960 Matagorda County Fair and Livestock Show will be held one month earlier than in previous years. The dates have been announced as February 4-6.

NIPMUC RENAMED

Rhode Island Parks Score Winning Year

PROVIDENCE — Park grosses in Rhode Island were generally good for the season now ending. Rocky Point Park at Warwick had its best year in the last 11 under present ownership, manager Paul Haney reports. Crescent Park at Riverside also had a nice year.

Haney worked a tie-in with Frist National supermarkets thru which the public got ride tickets and World shoppers stamps. A Republican outing on Sunday (13) officially ended the season, with Mayor Stone of Warwick and Governor DeSisto among those attending. Added this year were a Helicopter and Wild Cat, adding substantially to the gross.

Crescent Park edged last year's revenue, Owner-Manager Arthur

Simmons reported. Shore Dinner Hall did 40 per cent more business than the season previous, although dance hall business fell off somewhat. A Flying Fish ride was installed.

Joe Carrolo, octogenarian and veteran Merry-Go-Round operator, has a Jenny, Arcade and other concession buildings at Oakland Beach, Warwick, and a Jenny at State-owned Goddard Park, East Greenwich. The Oakland grosses slipped in 1959 partly due to reluctance of independent operators to co-operate in a midway improvement program.

Carrolo reports a change in the name of Lake Nipmuc Park, Mendon, Mass., to Lakeview Park.

Saint John, N. B., Fair Nine-Tenths Rainout

SAINT JOHN, N. B. — The weather man wrote a wet script for the Saint John Exhibition, for nine of the 10 scheduled days of the fair's operation.

Opening on August 26, the fair ran thru Saturday, September 5, and only the final day was rain-free. Five scheduled cards of harness racing were worked in whenever they could be, between the showers.

The attendance reached 80,000 against a hoped-for total of 100,000. Clear skies on the final day brought out an estimated 10,000 persons. Bill Lynch Shows provided the midway.

Experimental formula this year

was a \$1 gate with the grandstand talent presented in front of collapsible stands elsewhere on the grounds. Acts the opening four days included Ginger Ray, musical novelty with puppets; Los Larra-bees; Peyton and Ray, Pomeranian dogs; Los Imitados, dancing dolls; Miss Joni, high act, and Smokey Warren's County Music.

Second week was a show out of the Al Martin office in Boston. Included were the Two Freddis, bicycle act; the Morrison Sisters (Suzanne, Jay and Merry), marimbass; Antonucci's chimps, and the Hasleys, two men and a girl, trampoline and balancing.

Topeka Bucks Paid Gate

• Continued from page 69

The Roy Rogers show proved to be nothing short of a sensation here. While final figures were lacking, it was estimated that Rogers in six night shows and two matinees grossed, after taxes, more than \$90,000 to shatter the old night grandstand record gross of \$52,000 set by a combination ice show and revue.

The grandstand was scaled at 75 cents to \$2.50, and at all but two shows the seating capacity was augmented by chairs placed on the race track.

On Sunday (13), when the total attendance was announced at over 130,000, Rogers played to about 25,000 in two performances, one of them a late matinee, the other a night show. On that day, auto races, under the promotional banner of Al Sweeney, also were staged, starting at 12:30 p.m. and the races were held to a crowd of about 8,500 persons, about par for racing for that day.

The Rogers' show strength was underscored on closing night, when following intermittent rain thru most of the day, more than 4,000 braved threatening skies to see the wind-up performance, during which some rain fell.

The free talent show on the grounds was presented in front of benches and bleachers which accommodated about 3,500. On the big weekend days these shows were offered three times daily; on the other days they were presented twice daily. Running 30 minutes, the shows presented Alexander, high act, billed as "The Man Who Hangs Himself"; The Gutis, comedy knockabout, and the Chipmunks. The first two were booked in by Barnes-Carruthers Theatrical

Enterprises, Chicago, and the Chipmunks by Eldred Stacy of Music Corporation of America. At some performances standees lifted crowds for these shows to well over 5,000 persons.

In the pre-opening campaign, Maurice Fager, fair manager, said the fair had emphasized that the added money generated by the paid gate would enable the fair to add new facilities on the grounds. Now well along in the planning stages is a youth building to cost at least \$275,000 and to go up in time for the '60 fair.

New plant improvements prior to opening was a new hard-surfaced and lighted parking lot costing \$35,000 which accommodates 1,600 and the opening of two main outside gates.

In the publicity and advertising campaign, Clyde Lane, the fair's veteran publicist, extended his campaign to more remote areas and concentrated heavily upon the personal appearance of Roy Rogers.

Visitors to the fair included Ed Schultz, manager of the Nebraska State Fair, and Mrs. Schultz.

PRATT, Kan.—Clyde Bros. Circus pulled two full houses in three performances at 1,500-seat Elk's Ball Park here, September 8-9. The Shrine date was formerly held in the Municipal Auditorium, but reaction to the switch outdoors was highly favorable.

The first full house of 1,500 was the night-only performance Tuesday (8). The matinee Wednesday (9) drew only 350 patrons, but the night performance was another full house. The nearby State Fair began September 19.

FAIR-EXHIBITION MANAGEMENT

Security Centers on ESE Prior to Visit by Nixon

WEST SPRINGFIELD, Mass.—Security precautions got under way last week in advance of Eastern States Exposition's kick-off, since Vice-President Nixon will be a guest of the fair. Three FBI men went over the grounds early in the week. They were to be augmented by a group from the Hartford, Conn., office. Two other agents travel with Nixon wherever he goes. In addition to this contingent will be the 110-man metropolitan police force that normally covers the grounds during fair week.

Nixon's visit could draw an attendance exceeding that of President Eisenhower several years ago, when more than 80,000 persons turned out. Jack Reynolds, ESE manager, points out that Nixon will visit on a Sunday (20) whereas the former made his appearance on a Monday.

Steel Strike Fails To Hurt Canfield Run

CANFIELD, O.—The 1959 Canfield Fair broke all existing records in its 113-year history despite economic reverses brought about by the crippling steel strike.

Canfield is located on the fringe of Youngstown which derives the bulk of its revenue from the steel industry. When the smoke stops belching out of stacks in the Youngstown area an economic pall settles over the entire area.

When the directors opened the gates for the usual five days which always concludes on Labor Day, they thought they were just going thru the motions.

Instead, they found long lines of customers—many of them steel workers with time on their hands and saved-up cash in their pockets—waiting to get in. The result was a grand total of 210,555 persons, of which 101,547 were paid. The fair staged a Youth Day the first day when all under 18 were admitted free and during the rest of the fair kids under 12 are let in gratis. The admission price for those who paid was \$1 per head.

In 1958 the fair played to a total of 155,000 of which 98,101 paid to get in.

The big crowds resulted in a big play on the Gooding midway where long lines waited to get on rides and see shows.

This year, however, the fair departed from its big-name policy for grandstand shows. And here officials estimate they lost money. Last year it was standing room only for the Lennon Sisters. This year Ward Beam's Laugh Show and Jack Kochman's thrill show played to a half empty grandstand.

The fair enjoyed a tremendous weather break. The temperature was in the 85-90 degree bracket at all times. No rain fell, compared to last year when two big days were ruined by thunderstorms.

All exhibit space was sold out for this year's Canfield Fair, and altho the grandstand operation may end up in the red, the entire fair is figured to end up as a record-breaker money maker.

Saskatoon Ex Replaces Barns Destroyed in Fire

SASKATOON, Sask.—The Saskatoon Exhibition will build two new race horse barns as replacement for four barns destroyed by fire in July. Cost has been estimated at \$50,000.

Foundation and superstructure of the barns is expected to be completed this fall. One barn will be 300 feet long and the other 310 feet. Walls will be eight-inch concrete blocks.

S. N. MacEachern, exhibition manager, told directors it would be wise to wait and see how many horses would come to Saskatoon next year before replacing more than two barns.

The horse entry depends on whether the Winnipeg Racing Association and the Western Canada Racing Association continue to operate together.

The fair's finance committee reported on the June fire which destroyed the caretaker's shop. Insurance on the building and contents was \$16,246. Insurance on the four barns destroyed by fire following the summer fair was \$39,277.

Brandon Mayor Seeks Winter-Summer Merger

BRANDON, Man.—Mayor James Creighton suggested at a city council meeting that facilities of the Manitoba Winter Fair and the Provincial Exhibition of Manitoba be combined at Exhibition Park.

The suggestion came during discussion of a request from the Manitoba Winter Fair board for title to city-owned property adjacent to the downtown winter fair buildings.

The winter fair board plans to erect a new building on the property and needs city assurance that the land will be made available before it proceeds with negotiations for federal and provincial capital grants.

"Things just become more muddled as we put more buildings on the present winter fair location," the mayor told council. "Maybe they should be thinking about putting any new buildings at the exhibition grounds."

Pointing out that the Wheat City Arena building is already too small to accommodate winter fair crowds, the mayor said the two fair boards should take a hard look at their future building requirements.

Other members of council said the winter fair directors are satisfied they will be operating at the downtown site for many years, and a motion, confirming that the site for the new building will be made available, was approved.

500 FAMILIES CAMP OUT AT CENTRE HALL, PA., GROUNDS

CENTRE HALL, Pa. — "Tenting at the Old Camp Grounds" is an applicable tune for the annual Grange Fair here. By the time the eight-day event got under way, there were more than 500 families pitching tents on the grounds. In 1887, 28 National Guard tents were rented for two nights of camping, and in 1890 the first encampment was held here. It rained all week.

Reservations are made months in advance now for camp space, and the Grange encampment is a roundup of area farm people. Sixteen committees run the camp, which is the most distinctive feature of the fair. The bustling tent city provides around 2,000 fair participants every day. They come in cars and trucks and bring with them TV sets, electric refrigerators and electric hotplates.

Hospitality and friendship are hallmarks of the big encampment: Casual visitors find themselves invited in for a meal and even to spend the night. One family, the Paul Bolicks of South Charleston, W. Va., comes from 400 miles away every year; another, the Carl Rossmans of Lakeland, Fla., drives 1,296 miles with all their equipment. Most families plan the junket for weeks and take several days packing.

Blackfoot, Idaho, Fair Jumps 10% at Gate

BLACKFOOT, Idaho — The Eastern Idaho State Fair had one of its better runs during the five days ending Saturday (12). Mrs. Ruth Hartkopf, secretary-manager, announced that attendance was up a solid 10 per cent and rides and shows brought in by Siebrand Bros. produced a 25 per cent increase over last year.

Weather was excellent with the exception of the first day. Following the opening parade, which brought an estimated 25,000 free and paid on the grounds, a dust storm with high winds hit. Patrons, however, stayed on the grounds and the fair had one of its best openers of recent years. The following four days the weather was ideal.

Grandstand attractions were about even with last year. The featured Barnes-Carruthers revue with acts, headlined by Pegleg Bates, matched last year's grosses. Local drama talent put on "Oklahoma!" in front of the grandstand the night before the fair opened and the evening after the fair closed to good crowds.

Other features which did well in front of the grandstand was a miniature rodeo with performers aged five to 14. This scored well

on Saturday afternoon. On Friday afternoon, chariot races, also put on by local people, scored well along with acts from the night show. First three afternoons the fair offered running races, horse-pulling and a horse show.

Owego, N. Y., Has Gate of 50,000-Plus

OWEGO, N. Y. — New records were set in every department during the seven-day Itoga County Fair. Attendance was about 50,000 and increases were recorded in exhibits, midway size and earnings, and general fair revenue. Weather was generally good except for an opening-day rainout. Reithoffer Shows had the midway, the biggest ever used here.

A Centennial Fair, it utilized a natural promotion by having the opening ribbon cut by Mrs. Charity Bartlett, 100 years old. She is the mother-in-law of Jason Mead, fair president.

Charles Estey, executive director, said the first-time firemen's parade was a success and will be retained next year. An Al Martin show was put on before the grandstand with tickets priced at 60 cents. Jack Kochman's thrill show had two performances on a hot, muggy Sunday, which cut into attendance. Buddy Wagner's stunters packed the grandstand on Saturday night, weather being more favorable, Estey said.

N. H. State Wins Despite Rain, Storm

PLYMOUTH, N. H. — Rain failed to cut attendance at the recent New Hampshire State Fair here, and total attendance was up over any recent year, officials said.

A severe electrical storm struck on Saturday afternoon and rain threatened the following day but did not discourage the turnouts.



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ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

Crowds and Security

SECURITY POSED some interesting problems for management of the Miami Beach Auditorium & Exposition Hall when the 13th annual session of the Air Force Association, the Aerospace Panorama, was in the buildings. More than 104,000 persons were clocked thru the gates on Saturday and Sunday (5-6) to see the exhibits of space-age equipment and weapons. On Sunday alone there were 67,000 visitors. That was a busy time with much activity and long hours for Manager Claude Ritter and Assistant Manager Raymond Baker and their staff.

But it was the first day of the affair, Friday, that was complicated by the addition of military security measures. This was the time of a closed session in the Auditorium half of the facilities. In attendance were 1,800 persons who were either key executives of industries in defense activities or military personnel with the rank of major or more. They were on hand for morning and afternoon sessions and lunch hour. This select group was to see and hear about secret military materiel. Outsiders were not allowed. In fact, only Ritter, Baker and two girls on the office staff were permitted in the building at the time. Maintenance people, visitors and all others were excluded. On the chance that some breakdown of equipment would necessitate calling a stagehand-electrician, one such technician was stationed in a nearby room, but outside of the building. Plans were arranged so that if he were needed—and he wasn't—the classified material in the auditorium would be covered, the session would pause and the repair man would be escorted in under guard. Dealing with 1,800 persons, it follows that someone would forget his credentials. So the Air Force Association had three special phones set up at the Miami Beach Auditorium. These were used to clear with Washington or elsewhere on eligibility of those seeking admittance.

There were exhibits by 165 companies and governmental units, using 108,000 square feet of space indoors and about 15,000 more in the parking area. On display were a 90-foot Titan space missile; a mock-up of an X-15 rocket plane; a Mace wing-guided missile; the F105, newest fighter bomber, and a simulated flight around the moon. With all these space-age vehicles was the first airplane the Army bought from the Wright brothers in 1909. Air Force Secretary James Douglas, 100 Air Force generals, 150 corporate presidents and board chairmen, and 200 executive vice-presidents and general managers were present. In contrast to the top secret portion was the highly public part, attracting the huge crowds and more than 200 newspaper and magazine reporters. Miami Beach reported that this year's Air Force Association event pulled 10,000 more people, more than 30,000 additional square feet of displays and 27 more exhibitors than last year's showing.

Milwaukee Journal Series Spotlights Elmer Krahn

MILWAUKEE—Elmer Krahn, manager of the Milwaukee Auditorium-Arena, was the subject recently of a Milwaukee Journal article that is part of a series about leading business and professional men of the city. It recalls that Krahn was on the three-man board to pick a manager for the buildings and so he was doubly surprised when he was offered the post. It tells that Krahn began as a messenger for a Socialist newspaper when Milwaukee was a center for Socialism. He became acquainted with Carl Sandburg, once city editor of the paper; Eugene V. Debs and Norman Thomas. Krahn became ad manager and then business manager for the paper until it closed in 1938, then he was active with the successor paper until 1942, when he opened a company which publishes the Milwaukee Labor Press and other papers. The article points out that, as an orphaned youth, Krahn studied much in the public library. Later he was on the board of the library for 24 years. He has a great interest in history and rarely passes up an historical marker along the highway. He and Mrs. Krahn have an extensive library of hi-fi recordings of symphonies, operas and other serious music. Krahn now is an independent in politics. In addition to his other activities he is president of the Badger State Mutual Casualty Company, an insurance company, where he has been a member of the board for 16 years.

Indianapolis, Houston Voters Approve Bonds

VOTERS IN TWO CITIES last week approved major bond issues involving new auditorium-arena construction. At Indianapolis, a \$32,000,000 issue for the proposed Indianapolis-Marion County Auditorium was okayed. This project has been under consideration for some time. The IAAM New Building Consulting Board made a survey for the building. In the past year, the State Legislature has acted on enabling legislation to clarify the status of the joint city-county action. And at Houston, a referendum gave approval for a \$4,000,000 civic center project. This is part of a \$55,000,000 bond issue that covers several other municipal projects.

Jack Kramert's traveling tennis pros who played a long route of areas last season, currently are in Europe for tournaments at Paris and at Wembley, England. They are Tony Trabert, Pancho Segura, Ashley Cooper, Mal Anderson, Mervyn Rose, Lew Hoad, Ken Rosewall and Frank Sedgman. Failing to show up was Pancho Gonzales. . . . Bud Purdy advises that his summer at Montana State College Fieldhouse at Bozeman included a run of Rudy Bros.' Circus for the Shrine, and Jaycee rodeo and a Little League baseball tournament. The circus drew 12,000 in two performances, the rodeo got 12,000 in three, and the Little League event was the first indoor baseball in that part of the country. Sam Snyder's Water Follies is in the building October 1-3.

'Lady' Grosses 89G First Week In Vancouver

VANCOUVER, B. C. — "My Fair Lady" set a new record for box-office receipts in Vancouver. Box office statistics for the first week, August 31-September 5, reveal an all-time record take of \$89,000 at the new Civic Auditorium.

Previous high was in December, 1957, when one week of the Royal Ballet drew \$80,000 at the Orpheum theater.

"The second week will be even better," said business manager Len Greenall, who predicted second week receipts would top \$100,000. The manager added that as of Wednesday (9) about 50 tickets for Saturday's matinee were all that is left for the remaining performances, and these were going fast. "My Fair Lady" was in for a two weeks' run.

Platt's Group Hikes Action Against Pa. Tax

FEASTERVILLE, Pa.—Vernon D. Platt, president of the Participating Sports Association of America, has renewed his organization's battle against the Pennsylvania Enabling Act which permits a 10 per cent amusement tax on privately-owned swimming pools, beaches, skating rinks and other places providing facilities for physical exercise. In 1958, the PSAA helped gain exemption from a federal admission tax for privately-owned recreation centers.

Platt and Eric A. Arneith, chairman of the Pennsylvania Tax Committee, have urged members of PSAA and operators in Pennsylvania to write or visit their legislators to appeal for relief on the tax. Pennsylvania operators have also been asked to make contributions to help pay expenses of the legal fight.

Plan to Convert Conn. Theater Into Coliseum

HARTFORD, Conn. — Preliminary plans to convert the 3800-seat State Theater, Connecticut's largest theater and sole remaining combination motion picture-vaudeville house, into a 5,000-seat auditorium have been presented to city officials.

The plans, submitted by theater owners Ted, Sam and Martin Harris, have been referred to the Metropolitan Hartford Chamber of Commerce's urban development committee. The Harrises have estimated conversion costs would run between \$300,000 and \$500,000. The project would replace the long-discussed Coliseum construction plan in the downtown area.

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Miniature Golf Tourney May Go to Arena in '60

By IRWIN KIRBY

ASBURY PARK, N. J.—More than two dozen finalists representing some 40 courses took part in the second annual International Miniature Golf Tourney here Sunday (13). They played on four local courses, and the five low scorers competed in two final rounds Sunday morning on the Boardwalk.

The tourney, supervised by George Zuckerman, of the convention and publicity bureau, may go indoors next year. Thoughts are being given to holding it in Convention Hall, thus providing plenty of cool spectator seating and the possibility of TV coverage, which ought to be available on a Sunday morning.

First prize this year, a Fiat automobile and a victory trophy, went to Arthur Paige, a New Jerseyite. Second place winner was Dave Lynch, of Downey, Calif., who traveled the farthest and won a gold-plated putter as consolation prize. Paige finished with 75 strokes for 36 holes to the Californian's 77.

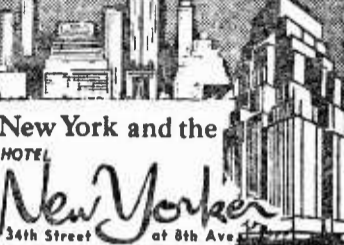
Top five were Paige, representing Bercraft Golf and of Ted Miller and Roy D'Arcy, Scotch Plains, N. J.; Lynch, of a group of nine courses in the Los Angeles area, managed by Richard Hufft; George Carhart, of Applegate's Tee Putt, Asbury Park; Warren Buckingham, of Hunt's Skyline Golf, Wildwood, N. J., and Roger Enyeart, of Pee Wee Rama, Kokomo, Ind., owned by Alliance Theatres.

There were seven judges, of which Edward H. Schulze was chief, and two scorekeepers. Play was conducted under rigidly enforced rules for both play and scoring. The Fiat's cost was shared by the four finalist courses, Applegate's Tee Putt, Kessler's, Golf-

land and 6th Avenue Golf, plus Jules Resnick's course and the American Hair & Felt Company, makers of playing surfaces.

Lone Canadian finalist was Allen Dempster, of Karl Williams' Unionville Golf, Toronto.

Weather was excellent for the weekend. Players arrived for practice rounds on Friday and eliminations were held the next day. Accommodations and transportation were included in entry fees. Special dinners were held in Michal's Restaurant.



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All American: (Fair) Gratz, Pa.; (Fair) Martinsville, Va., 28-Oct. 3.
American Funland: *Patty McCarthy; Spur, Tex.
Amusements of America: *Pop Akers; (Fair) Trenton, N. J., 21-28.
Badger State: *A. Vomberg; Montgomery, Minn., 25-27.
Beam's Attractions: *E. S. Beam; (Fair) Gratz, Pa.
Bee's Old Reliable: *E. B. Van Hooser; Attalla, Ala.; Milledgeville, Ga., 28-Oct. 3.
Big State: *Joseph Sima; (Fair) New Braunfels, Tex.; Alice 29-Oct. 4.
Blue Grass: *J. V. Richards; (Fair) Corinth, Miss.; (Fair) Huntsville, Ala., 28-Oct. 3.
Blue Valley: *H. L. Cornell; Columbus, O.; Tarlton 28-Oct. 3.
Buck, O. C.: *Roy F. Peugh; (Fair) Rocky Mount, N. C.; Sanford 28-Oct. 3.
Burkhart: *Eddie Haun; (Fair) Bastrop, La.; (Fair) Winnfield 29-Oct. 3.
Byers Bros.: *James L. Reed; (Fair) Natchitoches, La.; (Fair) Leesville 28-Oct. 3.
Capell Bros.: *H. E. Michaelson; Douglas, Ariz.
Capital City: *C. C. Miller; (Fair) Piedmont, Ala. (Fair) Manchester, Ga., 28-Oct. 3.
Cetlin & Wilson: *Tony Lewis; (Fair) Richmond, Va., 24-Oct. 3.
Cherokee Am. Co.: *J. W. Mahaffey; Shawnee, Okla., 21-24.
Collins, Wm. T.: *Florence Hanson; (Fair) Muskogee, Okla.
Coney Island: Jena, La.
Conklin: *George Sellmer; Lindsay, Out.; Kingsfon 29-Oct. 3.
Crafts Expo.: *Vincent B. Kuropatawa; (Fair) Watsonville, Calif., 24-27.
Crafts 20 Big: *Frances Ferris; (Fair) Maderia, Calif., 23-27.
Cumberland Valley No. 1: *Mrs. Lavoy Winton; (Fair) Manchester, Tenn.; (Fair) Dalton, Ga., 28-Oct. 3.

Deggeller Show of Shows: Dover, O.; Elkins, W. Va., 28-Oct. 3.
Deggeller Funland: Austintown, O.; Old Washington 28-Oct. 3.
Deluxe No. 1: (Fair) Durham, Conn., 25-27; (Fair) Ellington 29-30.
Dixie Am. Co.: *Clifford Davis; (Fair) Ozark, Ark.; Coweta, Okla., Oct. 1-3.
Drago No. 1: *John Kiely; (shopping center) Kokomo, Ind., 21-Oct. 3.
Drew, James H.: *Mrs. Eula Drew; (Fair) Carrollton, Ga.; (Fair) Covington 28-Oct. 3.

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Dyers Greater: *Dale Stempson; (Fair) Star City, Ark.; (Fair) Grenada, Miss., 28-Oct. 4.
Eastern Am. Co.: *Robert Tuttle; Farmington, Me.
Endy, David B.: (Fair) Oxford, N. C.; (Fair) Roanoke Rapids 28-Oct. 3.
Evans United: Concordia, Mo. Fair Time: (Fair) Pomona, Calif., 21-Oct. 4.
Foley & Burk Comb.: *J. P. Harvey; (Fair) Tulare, Calif.
Franklin, Don: *Jay Barton; Wharton, Tex.; Refugio 30-Oct. 3.

Miscellaneous
Bisbee's Comedians: Dyersburg, Tenn., 21-23; Dyer 24-26.
Clark, Dick, Caravan: Toronto, Ont., 21; Rochester, N. Y., 22; White Plains 23; Hershey, Pa., 24; Pittsburgh 25; Norfolk, Va., 26; Richmond 27; Raleigh, N. C., 28; Greenville, S. C., 29.
Damon, Dwight: North Beverly, Mass., 23; Peabody 24; Lynn 25; Needham 26.
Matchstick Cities: Hutchinson, Kan., 21-24; Oklahoma City, Okla., 26-Oct. 3.
O'Day's, Marie, Palace Car: Crockett, Tex., 21-26; Rosenberg 29-Oct. 3.
Sun Players: Maryville, Mo., 21-Oct. 24.

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- LILLIAN SYLVESTER, Prell's Broadway Shows
- MRS. RAY CRAMER, Olson Shows



Funland: (Fair) Webb City, Mo., 23-26.
Gala Expo.: *Carolyn Miller; Prescott, Ariz.
Garner, Joe: (Fair) Chesterfield, Va., 23-26.
Gentsch, J. A.: *George Butler; Waynesboro, Miss.
Georgie Am. Co.: *Horace Williams; (Fair) Lexington, Ga.; (Fair) McDonough 28-Oct. 3.
Geren, Bill: *Elmer Benefield; (Fair) Versailles, Ind., 24-26; Aurora Oct. 1-3.
Glades Am. Co.: (Fair) Matthews, Va.; (Fair) Lancaster 28-Oct. 3.

Circus Routes

Adams-Seils Bros.: *Dot Burdett; Wheeling, Ill., 21; Maywood 22; Belmont 23; Geneva 24.
Clyde Beatty-Cole Bros.: *Ray Aguilar; Opelika, Ala., 21; Montgomery 22; Selma 23; Meridian, Miss., 24; Kosciusko 25; Greenwood 26.
Cristiani Bros.: *William McCabe; El Centro, Calif., 21; Calexico 22; Yuma, Ariz., 23; Phoenix 24-26.
Gray, Gil: *Jack Landrus; Abilene, Tex., 24-26.
Hagen Bros.: *Al Dean; Cookeville, Tenn., 21; Harriman 22; Leonoir City 23; Oak Ridge 24; Jefferson City 25; Maryville 26; Sweetwater 28; Chattanooga 29; Lafayette, Ga., 30; Rockmart Oct. 1; Cartersville 2; Jasper 3.
Kelly-Miller: *Jack Smith; Columbia, Mo., 21; Boonville 22; Marshall 23; Lexington 24; Warrensburg 25; Clinton 26; Eldon 27; Jefferson City 28; Harrisonville 29; Eldorado Springs 30; Lamar Oct. 1; Carthage 2; Monett 3.
King Bros.: *Eva Hinckly; Chester, S. C., 21; Clinton 22; Seneca 23; Commerce, Ga., 24; Cornelia 25; Gainesville 26; Anniston, Ala., 28.
Mills Bros.: *Harry Baker; Huntington, W. Va., 21; Piketon, O., 22; Wilmington 23; Lebanon 24; Connersville, Ind., 25; Indianapolis 26; Bloomington 28; Vincennes 29; Evansville 30; Loggootee Oct. 1; Bedford 2; Salem 3.
Polack Bros.: Twentynine Palms, Calif., 23; Camp Pendleton 26-27.

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eth: *Mrs. Al Kunz; (Fair) Rome, Ga.; (Fair) Tuscaloosa, Ala., 28-Oct. 3.

oard & Mullis: (Fair) Sparta, Ga.; (Fair) Dublin 28-Oct. 3.

oliday Am. Co.: *Mrs. K. McComak; (Fair) Bentonville, Ark.; (Fair) Girard, Kan., 30-Oct. 3.

olly Bros.: *Don Butler; (Fair) Conyers, Ga.; (Fair) McRae 28-Oct. 3.

ottle, Buff, No. 1: *Fannie Bailey; Warren, Ark.; Donaldsonville, La., 20-Oct. 4.

ottle, Buff, No. 2: Kennett, Mo.; Oberlin, La., 28-Oct. 4.

unt Am. Co., No. 1: (Fair) Centerville, Ala.; Yazoo City, Miss., 28-Oct. 3.

unt Am. Co., No. 2: (Fair) Newton, Miss.; Yazoo City, Miss., 28-Oct. 3.

ohnny's United: *Ray Jackson; (Fair) Tallasse, Ala.; (Fair) Decatur 28-Oct. 3.

ile, Floyd O.: (Fair) Clarks, La. King Am.; Roseville, Mich., 29-Oct. 11.

L. & L.: (Fair) Jackson, Tenn.; (Fair) Trenton 28-Oct. 3.

Lake Shore Ams.: Minster, O.

Lee Am. Co.: (Fair) Roanoke, Ala.; (Fair) Atmore 28-Oct. 3.

Luehrs' Ideal Rides: *Bill Luehrs; Toledo, Ill.

Manning, Ross: *Nelson Wilkins; Lenoir, N. C.; Camden, S. C., 28-Oct. 3.

Marks: *Arnold Maley; (Fair) Albe-marle, N. C.; (Fair) Fayetteville 28-Oct. 3.

Merriam's Midway: *Dale Merriam; (Fair) Cozad, Neb., 23-25; Cur-tis 26-27; (Fair) Gothenburg 29-Oct. 1; Hershey 2-4.

Midway of Mirth: *Frank Lavall; (Fair) McCrory, Ark.; (Fair) Hampton 28-Oct. 3.

Mighty Interstate: (Fair) Bolivar, Tenn.; (Fair) Childersburg, Ala., 28-Oct. 3.

Miller Am. Rides: Hartford City, Ind.

Monarch Expo.: *Earl W. Carpen-ter (Fair) Blytheville, Ark.; (Fair) Pochontas 28-Oct. 4.

Moore's Modern: *Jack Moore Jr.; Brownfield, Tex.; (Fair) Andrews 28-Oct. 3.

Motor State No. 1: *M. Frederick; (Fair) West Point, Miss.

Mound City: (Fair) Palmer, Mo.; Hayti 28-Oct. 3.

Myers, Sonny: *M. F. McHenry; (Fair) Nowata, Okla., 21-23; (Fair) Holden, Mo., 24-26.

Olson: *Mrs. Ray Kramer; (Fair) Chattanooga, Tenn.; (Fair) Tup-elo, Miss., 28-Oct. 3.

Orange Bros.: *D. R. Price: (Fair) Mulberry, Ark., 23-26; (Fair) DeQueen 28-30; (Fair) Nash-ville Oct. 1-3.

Page Bros.: *W. E. Page; (Fair) Athens, Ala., 21-Oct. 3.

Page Combined: *Blackey Jones; (Fair) Newnan, Ga.; Dothan, Ala., 28-Oct. 3.

Palmetto Expo.: *Milton Mc-Neace; (Fair) Durham, N. C.; (Fair) Pembroke 28-Oct. 3.

Penn Premier: *Richard Gilman; (Fair) High Point, N. C.; (Fair) Mount Airy 28-Oct. 3.

Peppers All States: *Bob Sickles; (Fair) Lucedale, Miss.

Peter Paul Ams.: *Paul Bicio; (Fair) Greenfield, Tenn.; Ripley 28-Oct. 3.

Powelson Am. Co., No. 1: *Happy Powelson; Urichsville, O.; (Fair) Logan 30-Oct. 3.

Prell's Broadway: *Lillian Sylves-ter; Gastonia, N. C.; Frederick, Md., 28-Oct. 3.

Raines Ams.: *Rosa Raines; (Fair) Paris, Ark.; (Fair) Danville 28-Oct. 3.

Reed Am. Co.: *Fred E. Ingle; (Fairs) Athens, Ala., 21-Oct. 3.

Reid's Golden Star: *Elmer Reid; (Fair) Hartwell, Ga.

Reid, King: *Wm. R. Austin; (Fair) Springfield, Mass., 21-27.

Rock City: *Mrs. Geo. Isehower; DeWitt, Ark.; Stamps 28-Oct. 4.

Rohr's Modern Midway: *Babe Rohr; Marvel, Ark.; Cotton Plant 28-Oct. 3.

Rose City Rides: *Dutch Schrader; Sikeston, Mo., 23-26.

Royal American: *J. A. Pearl; (Fair) Hutchinson, Kan., 21-24; (Fair) Oklahoma City, Okla., 26-Oct. 3.

Royal United: *Jackie Swift; Ells-worth, Minn.

Schafer's 20th Century: *Archie Hensley; (Fair) Clarksville, Tex.; (Fair) Fort Smith, Ark., 28-Oct. 3.

Steband Bros.: *Don Hanna; Albu-querque, N. M., 25-Oct. 4.

Silver State: *Mrs. C. B. Clifton; Plattsmouth, Neb., 24-26.

Smiley's Ams.: *Joe Fasolas; (Fair) Yanceyville, N. C.; Hamlet 28-Oct. 3.

Smith, George Clyde: *F. A. Nor-ton; (Fair) Madison, N. C.; (Fair) Enfield 28-Oct. 3.

Southern States: Pelham, Ga.; Monticello, Fla., 28-Oct. 3.

Southland Am. Co.: *L. H. Hardin; (Fair) Donaldsonville, Ga.

Steele's Ams.: *Martin Thoreson; Valparaiso, Ind., 21; Crown Point, 25-Oct. 3.

Strates, James E., No. 1: *Wayne Kingsley; (Fair) Allentown, Pa., 21-26; (Fair) Shelby, N. C., 29-Oct. 3.

Strates, James E., No. 2: (Fair) Greenville, S. C.

Sunset Am. Co.: *H. E. Lange; (Fair) Dexter, Mo.; (Fair) Harris-burg, Ark., 28-Oct. 3.

Tatham's Fun Fair: *Bill Tatham; (Fair) Rushville, Ill., 22-23; (Fair) Assumption 24-26.

Thomas, Art B., No. 1: *Robert F. Platt; Mitchell, S. D.

Thomas, Art B., No. 2: *Fred Baake; Mitchell, S. D.

Thomas Joyland: *Samuel Gener-allo (Fair) Lexington, N. C.; (Fair) Jacksonville 28-Oct. 3.

Tinsley, Johnny T.: *Albert Rivers; (Fair) Toccoa, Ga.; (Fair) Madison 28-Oct. 3.

Uncle Joe's Ams.: (Fair) Clifton, Tex., 23-26; Navasota 30-Oct. 3.

Victory Expo.: Iowa Park, Tex.; Hollis, Okla.; (Fair) Iowa Park, Tex., 28-Oct. 3.

Virginia Greaser: *H. W. Arnold; Zebulon, N. C.; Wallace 28-Oct. 3.

Wade Greaser: *A. Southwell; (Beech-Daly & Michigan) Inks-ter, Mich.

Wallace Bros.: *Clarence Walters; (Fair) El Dorado, Ark.; (Fair) Pine Bluff 28-Oct. 3.

West Coast, No. 2: *William Snell-son; (Fair) Walnut Creek, Calif.

Wilson Famous: *Mrs. Ray Wilson; Eureka, Ill., 24-26.

Wolfe Ams.: *S. R. Holt; (Fair) Beaufort, N. C.; Bishopville, S. C., 28-Oct. 3.

Wonderland Expo., No. 1: *Mrs. E. J. McDaniel; Hobbs, N. M.

World of Mirth: *Peter Molnar; Greensboro, N. C.

World of Pleasure, No. 1: *Charles T. Carpenter; (Fair) Florence, Ala.; (Fair) Lawrenceburg, Tenn., 28-Oct. 3.

Sarah Nelson, Of Family Act, Dies in Mich.

MOUNT CLEMENS, Mich. — Mrs. Sarah Nelson, of the Famous Nelson Family of acrobats, died here Friday (11). She had been in failing health. Funeral services were held at Mount Clemens.

The Famous Nelson Family was one of the best known acts in circus business. Mrs. Nelson together with her husband, the late Arthur Nelson, and their seven children, per-

formed with a number of circuses. They were with Ringling Bros. Circus for many years and also trouped with John Robinson Circus and others. At one time the family owned the Mount Clemens Opera House. Altho the family act was discontinued some time ago, various members of the family have continued in circus business.

Survivors include four daughters and one son. They are Estralla, the former Mrs. Zack Terrell; Hilda, now Mrs. Noyelles Burkhart; Theol now Mrs. Ray Marlowe; Rosina Nelson Brown, and Paul Nelson.

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1959 Jumping Carousels in 3 standard sizes—kiddie, 20 ft., teen-age, 30 ft., adult, 32 ft., larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

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DID GEOLOGISTS FIND OLD BET?

SCARBOROUGH, Me. — Geologists digging in a clay pit might have come upon the remains of Old Bet, bought in 1815 by Hachaliah Bailey of Somers, N. Y., in the origin of the circus menagerie in this country. First the tusk and bones unearthed were thought to be that of a mastodon, which roamed New England thousands of years ago. Then the Old Bet story was resurrected, telling how a farmer took a shot at her hereabouts 125 years ago, sending her on a rampage which ended in the elephant bogging down and sinking in a clay pit.

1959 WINNERS

BIG ELI Fourth of July Contests
(Contest No. 1 for BIG ELI Wheels)

Rank	Owner or Operator	Wheel	Receipts
1st	Robert Choate	#5	\$1000.75
2nd	Wm. L. Zabel	#5	883.25
3rd	A. E. Forcier	#5	830.50
4th	Browning Bros.	#5	735.50
5th	John Portemont Jr.	#5	648.50
6th	Jos. L. Bedard	#5	634.25
Average Receipts Per Wheel			\$ 788.78

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—City Audited Figures.)

Ice Shows

Holiday on Ice of 1960: (Bradley Field House) Peoria, Ill., 23-27; (Hobart Arena) Troy, O., 29-Oct. 5; (Allen Co. Coliseum) Fort Wayne, Ind., 6-11.

Ice Follies of 1960: (Pan Pacific Aud) Los Angeles, Calif., 21-27; (Coliseum) Denver, Colo., 30-Oct. 4; (Veterans Memorial Aud) Des Moines, Ia., 7-11.

Legitimate Shows

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

My Fair Lady: (Jubilee Aud) Calgary, Alta., 21-26; (Aud) St. Paul, Minn., 29-Oct. 10.

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CARNIVAL CONFAB

DETROIT Doings: Both Wade units united for the Michigan State Fair plus Wade Greater Shows owned by Mr. and Mrs. Patrick Manley with the latter on its own location. The 1865 Train, Stage Coach and ponies were also in their own location. Independent rides included Gordon Irwin's Fly-o-Plane; Joe Garvin, Octopus; Milo Rupp, Dipsy Doodle; Victor Ferguson, Dodgem; Edwin Ingalls, Scrambler, Twister and Flying Coaster; Jerry Reid, Paratrooper; W. O. King, Looper, Caterpillar, Whirlaround and Spinaroo; Duane Steck, Turnpike, Bubble Bounce and Hurricane; R. Don Dowis, Sky Wheels and Giant Coaster; Gradon Dowis, Wild Mouse; Jerry Rupp, Octopus; J. Verdi, Pony Ride; George Brown, Stagecoach; Maxine Basso, Pony Ride. Independent shows were: David Blum, Pete and Punk (Giant Oxen), and Five-Legged Steer; Edwin Ingalls, Funhouse; W. O. King, Glass House; Arnold Raybuck, Two-Headed Calf; Archie McAskill, Illusion Show; Harry Swank, Hilton Twins Revue; H. Hilligass, Reptile, Pygmy Horses, and Glass House; Joe Sciortino, Scandolls and Cardiff Giant; Hubert Bennett, Little Man and Alligator; Victor Ferguson, Devil's Taxi; Milo Anthony, Pinhead, Reptile and Animal Shows; Eddie Marks, Freak Animal; John Mapus, Arcade; A. Lindy, Miniature Circus.

Visitors on the midway included: Frank Kingman, secretary, International Association of Fairs and Expositions; James M. Hare, secretary of State, former State Fair manager, and Mrs. Hare; Governor G. Mennen Williams; Cliff and Frieda Wilson, Southern midway producers; Billie Farnum, Deputy Secretary of State and former State Fair Board member; Hubert Bennett, Cookeville, Tenn., show operator; Mr. and Mrs. Justin Brown, Battle Creek show promoters; Earl Ingalls, Coldwater, ride operator; Mrs. Don Dowis, Sterling, Colo.; Harry Beach, Pavilion Amusement Park, Myrtle Beach, S. C.; Harold E. Gorry, manager, and Ray Scheetz, passenger agent, Bob-Lo Amusement Park, with seven of their staff; Dick McFadden, Allan Herschell Company, and Bob Reid, Happyland Shows.

Paul Sprague, concession manager on Happyland Shows, is in Harper Hospital, Detroit, receiving treatment for a liver ailment. He has received a number of transfusions from the blood bank of the Michigan Showmen's Association. . . . Joe Casper, talker on Joe Sciortino's Scandolls Revue, was the subject of a feature piece in the Sunday (13) Detroit Free Press. The article, penned by staffer Don Gervose, described his bally platform technique and his life on the road. . . . Our mistake—Earl Walsh, who operates two matchstick cities on the road, will have played a total of 36 fairs in 14 States before he winds up this season. And a total of 41,000 saw his display at the Peoria, Ill., fair. . . . George Gallo, billposter for the Art B. Thomas Shows, reports that the fair managers around the Canadian B circuit really co-operated this season. Some made 12 and 16-sheet boards and one sent a crew on a 100-mile trip to erect a 16-sheet board for the carnival's paper.

★ ★ ★

Pearls from Royal American: Jim and June Taylor, Jones show alumni, had a new popcorn trailer at Topeka. E. S. (Ted) Webb, veteran custard op, who makes Topeka his home, had several locations on the fairgrounds. . . . William (Bill) Hunt has the Roy Rogers programs and reports a big season. . . . Shellie (Mom) Whitman, rejoined after a short Florida vacation and is at Bill Hasson's custard joint. . . . Speedy Marcus, merchandise salesman, visited at St. Paul and many of the folks, both back and front enders, are sporting new white-on-white shirts and other fancy wardrobe. . . . Mrs. Ida Jacobson was released from the hospital and flew to Miami to pick up her two youngsters. . . . With Wally Cobb still in Bethesda Hospital, St. Paul, Ray Milton is operating the first section of the train and Bob (Water Wagon) Garner the second section. . . . Frank Leggett and Tom Sharkey were at Topeka with Jack Duffield's concessions, and cut up a lot of jackpots with RAS personnel. . . . Mrs. Tony Diaz and daughter, Trudy, left for Tampa. . . . Ernie Wenzik left to have his back examined at Mayo Clinic. . . . Vera Pollet, who has the press box, won the watermelon eating contest at Topeka.

More Pearls: Wesley Gaylon sent his twin sons, Ronny and Donny to Mayos for a physical and both passed with flying colors. . . . Lester B. Demay, currently studying watch repairing, is keeping all the timepieces ticking. . . . John Jackson picked up his trailer which he had stored at Topeka. His fam-

ily and that of William (Bill) Ludwig toured the midway. . . . Visitors were frequent at Topeka. Allen Meadows, jet pilot stationed at Kansas City, his wife, Jean, and their family spent a day visiting Guy Gardner. . . . Harvey Williams, operator of a freak bull show on the Collins' midway, stopped off. . . . J. Raymond Morris, longtime billposter, stayed off the road this year and worked for an outdoor ad firm in Miami. . . . Tony (Suits) Paradise, talker on the Claxton show, has a friend in the dry cleaning business in Topeka and kept him busy by sending much of his wardrobe over to be cleaned.

WEST COAST NOTES. The two units of West Coast Shows were combined at the Santa Clara County Fair in San Jose, Calif. . . . Arthur Unger, of California Concession Supply Company in San Francisco visited Tuesday night (15). . . . Eloise Sylvester reported recovering from injuries received in an automobile crash in Klamath Falls, Ore. . . . Sam Dolman observed a birthday on Monday (14) and his co-worker, Earl Richards, on Tuesday (15). . . . Hunter and Margaret Farmer will return to Los Angeles after the show closes October 4 to start work on their El Monte Christmas store. . . . Earl Leonard reported functions for Show Folks of America in San Francisco were adding to the club's treasury. . . . Frank Redmond saddened by the death of his sister, Eva Grundy, in Seattle. . . . Mary Ragan Kanthe hit a gravel onslaught while driving from Salem

(Continued on page 84)

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FLASHBACKS: 20 Years Ago—Sally Rand headed up the entertainment at a Showmen's Day party at the San Francisco World's Fair. Mel Smith emceed and introduced Harry Hargrave, Frank Braden, J. Ed Brown, S. L. Cronin and Orville Crafts. . . . Visitors to Peazy Hoffman's cookhouse at the Michigan State Fair in Detroit included J. C. McCafferty, Gean Berni, Ned Torti, Harry Ross, Rubin Gruberg, John F. Courtney, Joe Streibich, Denny Pugh, Whitey Weiss and R. O. Woody. . . . Billy Overfield had a special tower act on Dodson's World's Fair Shows.

Conklins Gross \$752,569 At Canadian National Ex

LONDON, Ont.—Despite hot weather and other deterring factors, the Conklin-operated fun zone at the Canadian National racked up a total gross of \$752,569 on ride and shows, J. W. (Patty) Conklin, announced last week. This was \$45,054 ahead of last year's \$707,515.

Conklin pointed out that they were up over '58 on 11 of the 16 days but the heat cut into turnouts during the day.

The Roller Coaster again topped the entire zone with a take of \$75,046.65. Top back-end unit was the Chick Schloss girl revue which took in \$27,267.50, followed by Lou Dufour's Side Show with \$26,666.60 and Glen Porter's monkeys which took in \$21,658.60. The new Swiss Allostria, a Funhouse, took in \$38,740.70.

The Conklin Kiddieland almost made the \$100,000 mark this year, taking in a total of \$99,005.90 with 23 devices. The Wild Mouse ride racked up \$48,028.05; twin Ferris Wheels, \$25,315.85; Himalaya, a new ride from France, \$19,441.30, but was hurt by mechanical difficulties; Dark Ride, \$21,568.60; Auto Skooter, \$35,632;

Magic Carpet, \$17,546.40; Silly Lily, \$8,102.25; Flying Coaster, \$18,540.75; Caterpillar, \$14,634.85 Rotor, in its eighth year, \$17,514.60.

Two Scramblers were in operation in different locations. The Conklin-owned ride took in \$19,601.35 while Charles Cooper's grossed \$11,520.55. The Hot Rods, with 12 cars, did \$27,160.35, and

the Geisler Express took in \$20,199.

Altho cold weather hit the Western Fair here in London, the Conklin fun zone was doing okay. Switching the kids' day from the usual Monday to Friday, cut into early week business but this was expected to pick up over the week end. Friday, however, started out with light rain in the morning.

Penn-Premier Nets Ebensburg Return

Pa. Fair a Solid Winner; Serfass Eyes Unit System for Still Dates

FREDERICKSBURG, Va. — A second consecutive strong week was building for Penn Premier Shows here, on the heels of the highly successful Cambria County Fair, Ebensburg, Pa. Ebensburg proved one of the biggest dates, if not the very biggest, Lloyd Serfass had experienced, he reported.

Serfass continued that the 1960 contract was awarded to Penn Premier by Edwin F. Green, president and manager, and other fair directors. It was the show's first visit there.

Nine weeks of fairs lie ahead, a couple of them very promising. Business has been spotty this season, encouraging thoughts of switching the operational pattern next spring. The show will probably open intact as usual, but will split into two or three units as situations present themselves, then merge again for fairs.

Still Dates Rugged

Serfass pointed out that the plan

to be adopted is nothing new but is just a recognition of the handwriting on the wall, that is, that it becomes increasingly tough for larger truck shows to cut it during still dates.

The fairgrounds here held 27 rides and 16 shows, many of them joining in Fredericksburg. The midway management was pleased with its appearance. Tobacco markets laying ahead have experienced prices somewhat lower than last year but Serfass was confident that fairgrounds spending would not be affected, due to lack of amusement competition and fair-mindedness of the population.

Visitors in Ebensburg included Claire Johnson, Mr. Owens and Mr. Neary of Huntington, Richard Eichelberger of Bedford, and delegations from Kutztown, Meyersdale, Clearfield, and Meadville, all in Pennsylvania.

Outlook for the show is good.

(Continued on page 85)

RAS RAISES \$600 FOR NEW TORONTO CLUB

TORONTO — Honors for the first fund-raising efforts on behalf of the new Toronto Chapter of the Showmen's League of America, go to Royal American Shows, J. W. (Patty) Conklin, announced here last week.

Conklin said a total of \$600 was turned over to the chapter's welfare fund by Carl Sedlmayr Sr., Carl Sedlmayr Jr., and O. J. (Whitey) Weiss. The money was raised on the Western Canadian tour.

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Concessions: Want Concessions of all kinds.

Shows: Mechanical City, Motordrome. Preacher Munroe, contact me.

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JACKSONVILLE, N. C., FAIR AND MARINE PAY DAY. KINSTON, N. C., AND CHASE CITY, VA., TO FOLLOW

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CONCESSIONS: Place Game Concessions of all kinds.

CONCESSION HELP: Want Hanky Pank Agents, Alibi Agents, Bingo Help.

SHOWS: Place Shows of all kinds. Place Girl Show Operator.

CONTACT: L. I. THOMAS, Mgr., Lexington, N. C., this week; Jacksonville, N. C., next.

Olson Scores Best Two Days of Year At Louisville Fair

Gross Big Despite Attendance Lag; Displays Big Money-Winning Line-Up

LOUISVILLE — The Olson Shows registered its two biggest days of the season here Saturday and Sunday (12-13), the second and third day of the nine-day Kentucky State Fair.

The fair's gate on both days exceeded 80,000, and with more units in its line-up than last year, the show turned in whopping grosses each of the two days.

Preview night, never big, was down slightly from last year, and opening day's business was off due to the fair's lower attendance that day, but the midway cut deeply into such losses over the big weekend.

The Olson organization never looked better here. Its lighting particularly was outstanding. The new Mad Mouse helped to build the thumping weekend business. A Flying Coaster, owned by Rod Link, also was a first-timer here, and it accounted for a highly creditable gross.

The Velare Double Space and the Velare Rotor also supplemented the regular Olson line-up of attractions, and both rides not only contributed substantially to the gross, but added to the appearance of the show.

The Space Wheels were the top grossers among the rides. The Kiddieland accounted for the second highest gross, with the Mouse third.

Gene Vaughan's Las Vegas Follies were the pace-makers among the shows, closely pressed by Faircloth's Motordrome.

The Olson Shows moved in here from the Iowa State Fair, Des Moines. There the show's ride and show gross was down 17 per cent from last year, but Paul Olson, the show's manager and co-owner nevertheless was pleased. The drop at Des Moines was due largely to the fair's lower attendance which was due to a number of factors, among them publicity given a polio scare.

How-Reit Prepares for Danbury's Fair Finale

NEW YORK — Advance units of the new How-Reit Shows are turning up at the Great Danbury (Conn.) Fairgrounds in preparation for its final fair of the year. Dates are October 3-11, and a National Showmen's Association jamboree is scheduled.

The show is still-dating around New York following the Flemington (N. J.) Fair, where business dipped a few points due to the heat wave. Last week's location was Dekalb and Lewis Avenues in Brooklyn.

Indications are that equipment this winter will be stored with Reithoffer Shows units in Pennsylv-

ania. Former winter quarters of the now-retired I. T. Shows suffered a fire last winter which destroyed the main building.

Al Howard and Pat Reithoffer, whose names are combined in the show title, will hit the convention circuit intensively this winter, with plans to beef up the fair route to solid proportions in 1960. How-Reit, distinct from the Reithoffer Shows, will have shown four of them this year: Middletown, N. Y., Flemington and Troy Hills, N. J., and Danbury.

Howard reported that Bill Appleton, well known as ride superintendent and custodian of the show, is no longer associated with it.

Hammond Wins At Enid, Okla.

ENID, Okla.—The Bob Hammond Shows enjoyed good business at the Garfield County Fair here, being favored with good weather. Attendance broke all records and midway grosses were almost double that of previous years.

The show, playing the Midwest, has had a good season and many improvements have been made. Show carries 15 rides, seven shows and 40 concessions. Fourteen new concessions were framed this year, including a new midway cookhouse framed by John and Rose Click.

Jim Schneck, veteran general agent and former show owner has five concessions. Schneck, on September 26 will receive his 50-year pin and Life Membership Card in the Masonic Order, Lodge No. 62, Hot Springs.

Show staff included Bob Hammond, owner; Mrs. Mabel Hammond, secretary-treasurer; Keith Chapman, business manager; Bill Boswell, concessions manager; Peggy Chapman, mail and agent for The Billboard; Eugene Hammond, ride superintendent; James Wilson, electrician.

HUNTSVILLE, ALA., FAIR, Sept. 28-Oct. 3

The Missile City of the World With Plenty of Money and Activity, 2 Big Kid Days. Truly the Money Spot of the South.

CONCESSIONS Hanky Pank Prize-Every-Time Games of all kinds, Derby, High Striker, Age and Scales, Lamp, Bird and Bear Pitches, Short Range, Alibi Stores if you have Hanky Panks to go with same. Want Auction Sales, Custard, Ice Cream-On-Stick, Popcorn, Name-On-Hats, Catering Concessions and Direct Sales of all kinds. Don Pierson, please phone me.

RIDES Will book 2 factory-built Kid-die Rides for Huntsville only. Can also use Round-Up and Paratrooper or any novel Rides. Plane.

SHOWS Room for 1 outstanding money-getting attraction.

HELP Want Second Men on all Rides, Foremen for Roll-o-Plane.

All address C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS Corinth, Miss., all this week. Phone in office.

CRAFTS 20 BIG SHOWS

Now Booking Shows & Concessions, \$20.00 per ft.

FRESNO FAIR

OCTOBER 8-18 INCLUSIVE

LAST MAJOR FAIR IN CALIFORNIA

(UPTOWN LOCATION 300,000 ATTENDANCE)

WIRE—WRITE—OR PHONE

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire, North Hollywood, Calif. Phones: POplar 5-0909, POplar 5-0320

PENN PREMIER SHOWS

worlds • clearest • midway

Sept. 28-Oct. 2; Surry County Fair, Mt. Airy, N. C.; Oct. 4-9, Alamance County Fair, Burlington, N. C., followed by the big Carolina Fair, Winston-Salem, N. C.

CONCESSIONS CAN PLACE BINGO starting Oct. 18. Must be well flashed. Ted Cole or Paul Botwin, get in touch with me. Can place all types of legitimate Concessions, Eating Stands, Hanky Panks, etc.

RIDES Can place Scrambler, Rock-o-Plane, Fly-o-Plane, Wild Mouse or any Major Rides not conflicting. No Kiddie Rides needed.

SHOWS Can place Monkey Show, Motordrome, MINSTREL SHOW that has complete band and complete show. We have the rest. Can also place Colored Girl Shows for Winston-Salem. Can also place any other family-type Shows.

HELP Can place at once Men for Roll-o-Plane, Wheels, Tilt, Octopus and other general Ride Help. Must drive semi. No men with cars wanted.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, High Point, N. C., this week (we have phone in office), followed by Surry County Fair, Mt. Airy, North Carolina.

SCHAFFER 20th CENTURY SHOWS

Want for Arkansas-Oklahoma District Free Fair, Fort Smith, Ark., Sept. 28-Oct. 3; Gregg County Fair, Longview, Tex., Oct. 5-10; Nacogdoches County Fair, Nacogdoches, Tex., Oct. 12-17.

CONCESSIONS Cookhouse, Frozen Custard, Ice Cream, Age and Weight, Novelties, Glass Pitch, Basket Ball, Photos, Hoop-La, String. Hanky Panks and Straight Sales, come on.

SHOWS Arcade, Monkey Circus, Illusion, Mechanical. Especially want to book first-class Glass House or Fun House.

Contact W. A. SCHAFFER, Mgr., Clarksville, Texas, this week

FOR SALE SCHIFF COASTER

Low-road model. Inspection and delivery, Sept. 25-26.
E. CAMPBELL
4329 Ravenwood St. Louis, Mo.
Phone EVergreen 3-7307

HAVE AVAILABLE—GOOD LION ACT

For winter bookings. Just completed tour of shopping centers. Very reasonable. Contact:
L. MATURO, JR.
American Greater Circus, 5549 W. Jackson Blvd., Chicago, Ill.
Phone: Esterbrook 9-4161. No collect calls or wires.

VOLTAGE LOSS KEEPS DOWIS FROM RECORD

DETROIT — Don Dowis barely missed an all-time record with his Sky Wheels at the Michigan State Fair due to electrical problems. On opening Sunday the big ride ran at capacity for eight hours, but it was noted that the figures were not coming up as they should under these conditions. The number of customers was clocked, and it was first thought the attendants were slowing up loading.

Finally, at 9:30 p.m. the trouble was found—the ride was hooked up with generators, a new set-up here, and a line loss was reducing the voltage from 208 to 200. Result was the loss of just a few seconds—particularly when the booms changed the wheels—adding up to a loss of an estimated 40-50 rides an hour. This was immediately corrected by a change in the electrical hook-up, but the gross for the day was \$4,612 on 9,214 rides—running just under the record of \$4,644.50.

ROSS MANNING SHOWS

WANT FOR

Petersburg, Va., Fair | Florence, S. C., White Fair

Oct. 5-10

Oct. 12-17

RIDES: Want Paratrooper, Round-Up, Helicopter, Rock-o-Plane, Whip, Ridee-O and Kid Rides.

SHOWS: Can place Grind Shows with own equipment and Jig Show. Le-Ola can place outstanding Freaks and Tattoo Man. AUSTIN NEEDS GIRLS FOR TWO SHOWS. COME ON.

CONCESSIONS: Can place Popcorn, Candy Apples, Eats, Drinks, Hanky Panks, Bear Pitch, Glass Pitch, French Fries and Penny Arcade. Geo. Harms wants Swinger Agents.

Write, wire or call ROSS MANNING, Fairgrounds, Lenoir, N. C.

FAIRS of the FAIRS

Everything Open - - - Contact Now

BISHOPVILLE, S. C., SEPT. 28-OCT. 3

CHESTER, S. C., OCT. 5 TO 10

SHELBYVILLE, N. C., OCT. 12 TO 17

Can place Wheel and Octopus Foremen. Doyle, contact me.

WOLFE AMUSEMENT CO., Beaufort, N. C., this week.

SMILEY'S AMUSEMENTS

RICHMOND CO. FAIR

Hamlet, N. C.

Sept. 28-Oct. 3

JOHNSTON CO. FAIR

Smithfield, N. C.

Oct. 5-10

CONCESSIONS: Can use Hanky Panks of all kinds, French Fries, Eating Stands, Long and Short Range Galleries, Bear and Glass Pitches. SHOWS: Can use family-type Shows. Can also use Girl Shows with own equipment. RIDES: Will book for Hamlet and Smithfield, Scrambler, Paratrooper, Tilt and set of Kiddie Rides. Can use general Ride Help who drive. P.S.: Al Hamid, get in touch with me about Smithfield.

All wires and answers to Caswell Co. Fairgrounds, Yanceyville, N. C., September 21-26.

DAVID B. ENDY SHOWS

ROANOKE RAPIDS, N. C., NEXT WEEK

Four More Fairs to Follow—All Winter in Florida

Can place Octopus, Rock-O-Plane and Minstrel Show.

Will sell "X" on Novelties and Scales. All Concessions open. Want Operator for Custard. Want Ride Help. Top salaries.

Want Complete Set of Rides for Three Additional Conflicting Fairs

All answers to

DAVID B. ENDY SHOWS, Oxford, N. C., this week.

GEORGE CLYDE SMITH SHOWS

ENFIELD, N. C., FAIR, NEXT WEEK

Want Custard, Popcorn, Apples, Candy Floss, Snow Cones, Ball Games, Fish and Duck Ponds, Age and Scales, Photos, Grab, Slum Spindle, Six Cats, Buckets and Penny Arcade. Want Girl Show, white and colored; Side Show and Monkey Show. Want general Ride Help, Truck and Tractor Drivers.

All replies: GEORGE CLYDE SMITH SHOWS

Madison, N. C., Fair, this week; Enfield, N. C., Fair, next week.

GLADES AMUSEMENT CO.

WANT FOR LANCASTER, VA., FAIR, AND EMPORIA, VA., FAIR. ALSO FIVE MORE WEEKS IN SOUTH CAROLINA AND FLORIDA.

SHOWS: Fun House, Wildlife, Reptile; also want two Girl Shows with own equipment. CONCESSIONS: Want any kind of Prize-Every-Time and Photos, Long Range and Short Range. Will book, starting at Emporia, one Wheel, Buckets, Push-Up Coke and Swinger. Must obey orders. Want Agents for Percentage and Count Store.

All answers to MRS. AGNES SADDLEMIRE or DOLLY YOUNG Matthews, Va., Fair, this week; Lancaster, Va., Fair, next week.

RIDES FOR SALE

We offer for immediate sale late model Caterpillar. Can be seen all this week Eastern States Exposition, Springfield, Mass. In fine condition, \$5,500; also 12-car Ridee-O, erected at winter quarters, Manchester, Vermont. All new platforms, \$1,800 for quick cash sale. Both rides good value as priced. Will consider Eli No. 5 or Octopus in trade.

KING REID, Eastern States Exposition, Springfield, Mass.

Phone REpublic 6-9616

ALL AMERICAN SHOWS

Want for Martinsville, Va., Four-County Colored Agrl. Fair, Sept. 28-Oct. 3, with the big one to follow at Brookneal, Va., Oct. 5-12.

RIDES: Any thrill ride not conflicting. SHOWS: Family-type shows. Can use Minstrel Show for Brookneal. CONCESSIONS: Everything open. Can use capable Agents. Fair committees, have two open weeks. 10-ride show. Contact

STEVE DECKER, Phone Gratz Fairgrounds, or wire Millersburg, Pa.

GOODING UP 33% AT KNOXVILLE**Strong Line-Up Aims for Record 100G; Mouse, Flying Coaster Lead Rides**

KNOXVILLE — The Gooding Amusement Company as of Friday (18) appeared almost certain to set a new ride and show record at the Tennessee Valley A. & I. Fair here in Knoxville.

As of that day, next to the final, the rides and shows were 33.4 per cent ahead of last year and for the first four days was \$15,884 ahead of its record '58 figures. Hal Eifort manager, said that given good weather on the final day, the \$100,000 mark should be attained with ease.

The Gooding organization had one of the most powerful line-ups ever here with 36 rides and 20 shows. The Mad Mouse, as usual, was leading the pack followed by the Flying Coaster and Tio Zucchini's Dark Ride. The Girl Show and the Silas Green unit were almost neck and neck with the former a little ahead. The Western unit with Eddie Dean was in the third spot.

Eifort reported that even concessions, limited in number this year, were having a good week. Only 30 games were in operation.

Topeka Paid Gate Drops RAS Gross**Rides, Shows Off 15-20 Per Cent as Anticipated; Concessions Dip More**

TOPEKA, Kan. — All of the U. S. fairs on the strong route of the power-packed Royal American Shows now are paid gate operation.

The last of the Royal's free gate fairs—the former Kansas Free Fair here, now the Mid America Fair—closed its first run as a paid gate operation Thursday night (17).

Surprisingly, attendance held close to last year's levels, thanks to the remarkably strong grandstand pull of Roy Rogers and Dale Evans, smart fair management and highly effective public relations and advertising.

As was expected, however, ride and show grosses of the Royal American Shows were down 15 to 20 per cent from last year.

Carl Sedlmayr, Royal American owner, had anticipated such a de-

crease, a drop-off which would have been even smaller had not rain practically washed out closing day's potential.

The pattern in the change-over from a paid gate in the past always has been for a drop in midway receipts the first year of a change-over.

This pattern showed up when the Louisiana State Fair at Shreveport and when the Mississippi State Fair at Jackson, both on Royal's route, made the switch to a paid gate.

The pattern at both Shreveport and Jackson showed that in the second year of a paid gate operation, the midway gross climbed back close to its previous high and in the third year nudged to an all-time high.

Sedlmayr, taking a long term view, has been for the shift to paid gates. The added income, he points out, enables the fairs to build added surpluses which in turn they can plow back into additional facilities and into more crowd-pulling and crowd-pleasing features. This, he observes, rebounds to the benefit of a carnival and also to concessionaires.

Concessionaires here reported their business down even more than the rides and shows. But they had expected the drop and a good many took the same long-term view as Sedlmayr.

With the fair here now a paid gate operation, the only large fair in the country which continues to operate with a free gate is the Ionia (Mich.) Free Fair, played for many years by the Cetlin & Wilson Shows.

Texas Fair OK for Alamo

DENTON, Tex.—Business since hitting its Texas dates has been good for Alamo Exposition Shows, after a Northern trek that was a big winner, Jack Ruback, owner-manager, reported here last week.

Show moved here from the Dallas County Fair, Mesquite, Tex., which was okay. The Saline County Fair, Salina, Kan., was a big one, with rides and shows producing a 20 per cent increase. Only one night has been lost to weather all season.

Many visitors came out at Mesquite from nearby Dallas. Included were Joe Murphy, Pearl Vaught,

CALIF. FAIR FUN ZONE TOPS '58 \$\$

SACRAMENTO, Calif.—

Business done by the combination—West Coast Shows, Crafts Shows and Foley & Burk Combined Shows—at the California State Fair & Exposition which ended here Sunday (13) was definitely above 1958 but no figures will be made available until a final check has been made, Harry Myers, West Coast general manager and spokesman for the group, said.

The three shows brought in their most popular rides and those with the greatest capacities. There were 32 majors and 21 kid rides, eight shows and 139 concessions.

Myers said that the deal among the showowners was the same as last year, which indicated that of the \$135,000 flat fee Crafts and West Coast paid 40 per cent each and Foley & Burk, 20 per cent. All the money from the midway was handled by a central office.

Myers would give no inkling as to the percentage of increase. He said that he would not venture even a guess "until all of the reports are filed and checked."

West Coast Units Make Fast Jumps

SAN JOSE, Calif. — The two

units of the West Coast Shows which played two State fairs simultaneously made circus moves from Salem, Ore., and Sacramento to open on time Monday night (14) at the Santa Clara County Fair here.

The Oregon unit, managed by Eddie Hellwig, closed at the State Fair in Salem Saturday night and rolled 11 major and five kid rides and other equipment over a mountainous 800 miles. All of the ride trucks except the Merry-Go-Round were on the grounds here at 9:30 a.m. Monday and operating by 7 p.m. The M-G-R truck went out of commission near Yreka and was delayed 24 hours.

Under the management of Al Rodin, the California unit closed at the California State Fair in Sacramento, 150 miles from here, Sunday night. First truck to leave the Sacramento lot was dispatched at 5 a.m.

Equipment of the two units was combined here for the first time this year. Featured for the seven-day fair which closed Sunday (20) were 22 major and 13 kid rides, four shows, and approximately 80 concessions. The line-up included a Skooter and Paratrooper booked on by Crafts Shows.

West Coast has played the fair since its inception in 1940, with the exception of the war years. This was the 15th annual fair run.

The two units will again be combined September 27 for the seven-day Kern County Fair in Bakersfield, Calif. Harry Myers, West Coast general manager, said this will be another circus move. Both units will close Sunday night with the Rodin unit to move 200 miles from Walnut Creek and the Hellwig unit from Tulare, approximately 60 miles. The fair opens at 6 p.m. Show will end its season October 4.

Margaret Pugh, George and Ida Smith; Ruback's brother, Mike, and his sister, Bess; and Mr. and Mrs. G. Cameron. School bells have rung for all the kids and they're headed back home.

TINTYPE

Add Two Colemans And More Growing

EVEN the Coleman Bros. Shows is dominated by one brother, Dick Coleman, a couple of others are plenty active around the lot. . . . Toady and Bobby, his two strapping sons, have emerged as full-fledged showmen in their own right and more than capable of carrying on the family tradition. . . . And if they ever give out, there are still more Colemans down the line, which is to say, their kids. Coleman is a well-known name in Eastern carnival land, and most prominent in New England. Based in Middletown, Conn., the smartly equipped truck show tours New York and New England and never ventures far from home. . . . Toady, born Francis Coleman on November 25, 1919, doesn't look his age of 40. And when Bobby, who was born October 29, 1925, gets to be 40, chances are he won't look it, either, for both have the

are temperate in their actions, 100 per cent for the business and all for the business and all for their own kids to continue in it. . . . Take their families with them in trailers. Both brought up the hard way around the show, with no mollycoddling. Get along well with one another and so do the wives, making for a successful, close-knit family. . . . Dad lives in central Middletown, Bobby has a home in the South section, and his brother resides in nearby Cromwell. . . . Winters, both work. Toady's in the barn with equipment, Bobby's with his father booking the show. Frances has been handling the office since 1946 (with time out for two children) and Rachel pitches in when possible.

Dick Coleman has bred himself an outstanding carnival crew. . . . And behind Toady and Bobby there are four more sprouting Coleman



FRANCIS COLEMAN



BOBBY COLEMAN

muscular get-up coming from athletic backgrounds and plain, hard work.

They complement each other perfectly. . . . With dad Dick Coleman at the reins they've become two experienced aids. Toady's the quiet one, the mechanic, electrician and ride expert, who exercises a golden touch on motors and pig iron. . . . You have to drag him away from it, then he pops right back to work, winter and summer. Bobby's developing as a Grade A front man. . . . A diplomat, glad-handing and conversing. But he's right with it between dates, pushing the lead truck, staking the lot and spotting the arriving equipment. . . . Both boys tear down, and Toady brings up the rear. It works out perfectly.

Francis got the Toady nickname in his football days. Born in Middletown and a product of Suffield Academy (as was Bobby), he quarterbacked thru Washington and Lee University. . . . Plenty hard to catch, and so is a toad. Hence, Toady. Married Frances Clew in 1945, local girl, now has sons Richard, 12, and Francis Jr., six. . . . Grew up on the carnival as his own kids are doing. Richard sells tickets in the Whip box and helps tear down. . . . Toady's an Army veteran, serving in the Aleutian Islands and in Germany.

Bobby left a promising pro baseball career to return to show business. As outfielder, he played in the New York Giants farm system with Hickory, N. C., Fort Smith, Ark., Richmond, Jacksonville, Sioux City and, finally, Jersey City. . . . Married Rachel Bump of Iverton, Conn., in 1951, and they have three youngsters: Bobby Jr., eight; Julie-Ann, seven, and Timmy, 4. Bobby's a Navy veteran.

The brothers have a lot in common besides their physiques. Both

brothers growing up in outdoor show business. . . . There will be Colemans on the horizon far into the future, and three generations of brothers is a tough mark to match in the business. *Irwin Kirby.*

Golden Gate Does Okay At Gridley

GRIDLEY, Calif.—Playing the Golden Feather Butte County Fair for the first time, business for the Golden Gate Shows was up to expectations, C. F. Albright, owner-manager, said. Albright added that business for the season was running satisfactorily ahead of 1958.

The show moved from here to Orland after closing the four-day event Sunday (6). Season, which opened April 6 in Vacaville, ends October 4. In November a second unit will be launched to play shopping centers thru the Christmas holidays. Season will have included 17 celebrations and seven fairs. Among the fairs played, in addition to Butte County, are those in Quincy, Concord, Red Bluff, and Susanville. Golden Gate will be featured for the first time at the Lodi Grape and Wine Festival.

For the run here, the show featured eight major and six kid rides. Booked on were the Little Dipper owned by Norman and Lillian Schue and a pony ride owned by Glenn Beers.

Personnel of the show, organized three years ago, includes in addition to Albright, Ted Levitt, business manager; Marie Levitt, secretary; Whitey Wanish, lot superintendent; Bert Evans, chief electrician, and Eddie Davis, assistant; Ray Sistrunk, jewelry and Billboard

(Continued on page 86)

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

SEPT. 23-26
Pikeville, Ky.
Pike County Fair
Can place Direct Sales only.
No Floss or Corn.

SEPT. 23-26
Gahanna, Ohio
V. F. W. Fair
Can place Hanky Panks,
Floss and Foot Longs.

SEPT. 23-26
Jackson, Ohio
Apple Festival
Can place Hanky Panks and
some Direct Sales. Snow,
Floss, Apples sold.

SEPT. 28-OCT. 3
Prestonsburg, Ky.
Lloyd County Fair
Can place Hanky Panks and
some Direct Sales. Corn,
Apples, Floss sold.

SEPT. 30-OCT. 3
Mitchell, Ind.
Persimmon Festival
Can place Direct Sales only.
No Games.

OCT. 7-10
Ironton, Ohio
Festival of the Hills
Can place Hanky Panks and
Direct Sales.

WRITE AT ONCE **GOODING AMUSEMENT CO.**

1300 NORTON AVENUE

R. G. CASHNER, Conc. Mgr.

COLUMBUS 8, OHIO

CUMBERLAND VALLEY SHOWS

"Nothing Old But the Name"

WANT FOR THE FOLLOWING OUTSTANDING FAIRS: DALTON, GA., WITH TWO BIG KID DAYS, SEPT. 28-OCT. 3, FOLLOWED BY SUMMERVILLE, GA., AND FORT PAYNE, ALA.

Can place Grind Shows or any good family-type Shows that do not conflict. Will book Scrambler and Paratrooper for remainder of season. Percentage reasonable. Can place all Hanky Panks and Straight Sales only. No gypsies or flats, please. Can always use good Ride Men in all departments.

All replies to LAVOY WINTON, Manchester, Tenn. Phone: Parkway 8-3284.

HUNT AMUSEMENT CO.

WANTS WANTS WANTS
BINGO, CONCESSIONS AND SHOWS FOR THE FOLLOWING FAIRS

Centerville, Ala.,
Sept. 21-26

Newton, Miss.,
Sept. 21-26

Yazoo City, Miss.,
Sept. 28-Oct. 3

Opelika, Ala., Oct. 5-10
This is a red one, don't miss it.

Robertsdale, Ala.,
Oct. 12-17

Can also place Chairplane, Spitfire or Paratrooper.
All Straight Sales open except Cotton Candy and Candy Apples.
Bill Laykins wants Agents.
Can use Ride Help in all departments.

FOR SALE HOLLYWOOD CHIMPANZEE SHOW

Complete outfit, top, front, props, cage truck and semi, 3 healthy Chimps, 2 outstanding performers; 1 large male for feature attraction; 7 working Monkeys and 2 Mandrills. Show formerly owned by Leo Carroll.

First \$3,500 takes all. Come and get it.

Wire C. C. GROSCURTH, GEN MGR.,
BLUE GRASS SHOWS
Corinth, Miss., all this week.
Phone in office.

AGENTS — AGENTS

Bee Hive, Coke Ring, Ball Games and other Hanky Panks. Have good South-east route ending Shreveport State Fair.

JOE STEVENS

c/o Buff Hottle Shows #2
Kennett, Mo., this week; then as per route.

PETER PAUL AMUSEMENT CO.

Need Pitch-Till-You-Win, Mug Joint, Striker or any Prize-Every-Time Games; also can place Alibi and Stock Concessions. Percentage open with Hanky Panks.
This week, Greenfield, Tenn.; next week, Sept. 28-Oct. 3, Ripley, Tenn. We will work here. Can use small Grab or Cook-house.
Contact **MANAGER**

WONDERLAND EXPOSITION SHOWS

Hobbs, New Mexico, American Legion Annual Celebration, Sept. 21-27. 7 Big Days and Nights—Free Acts, Giveaways, Kid Days, etc. Followed by our continuous route of top spots. Out all winter.

CONCESSIONS: Need Slum and Alibi Stores, Long Range, Straight Sales, Pitchmen. Want Hanky Panks of all kinds. Due to disappointment, Bingo open.

RIDES: Will book Major and Kiddie Rides not conflicting. Due to disappointment, will book Live Pony Ride.

SHOWS: Have Girl and Snake. All others open. Good deal for Funhouse.

HELP: Need Ride Help on Dual Wheels, Merry-Go-Round, Coaster, Tilt, Octopus, Roll-o-Plane and Spitfire. Can also place Concession Help and useful Carnival People.

This show will play the best spots in the Southwest. Top fairs, celebrations and pay days. Out all winter. Those joining now will be given preference at Eastern New Mexico State Fair, Roswell, with HILL'S GREATER SHOWS.

All address: E. J. McDANIEL, Hobbs, New Mexico, this week.

LINDSEY-PUGH-MURPHY

WANT WANT WANT

Foremen for Fly-O-Plane and Rocket (Fly-O-Plane is 1958 model) for Dallas Fair, Oct. 9-25. Must have references. Top salary plus bonus if you can cut it. Also 7 weeks' work after fair for dismantling. Apply to

JOE MURPHY, Fair Park, Dallas, Tex. Phone: HAmilton 1-1210.

WANT LEGITIMATE CONCESSIONS

Lincoln County Fair, Star City, Ark., Sept. 21-26; C. of C. Fair, Grenada, Miss., Sept. 28-Oct. 4; Haywood Co. Colored Fair, Brownsville, Tenn., Oct. 5-10; Tunica, Miss. Cotton Carnival, Oct. 12-17; Marianna, Ark., Cotton Carnival, Oct. 19-24; Oxford, Miss., Fall Festival, Oct. 26-31.
Want Roll-o-Plane Foreman, Tilt and other sober Ride Men. Must drive. Also want family-type Shows and Photo Gallery. Contact

DYER'S GREATER SHOWS

COMING EVENTS

- Arkansas**
Dewitt—Ark. Co. Livestock Show, Sept. 22-26. J. L. Fly.
El Dorado—Union Co Livestock & Poultry Show, Sept. 21-26. E. W. Weiss.
Pine Bluff—S. Ark Livestock Show, Sept. 29-Oct. 3. Harvey Hewitt.
Pine Bluff—Pine Bluff Rodeo, Sept. 29-Oct. 3.
- California**
Barstow—Barstow Rodeo, Sept. 26-27.
Delano—Delano Rodeo, Oct. 10-11.
Pasadena—Pasadena Home & Decorators Show (Civic Aud), Sept. 30-Oct. 4. Patrick J. O'Toole.
San Francisco—Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palace), Oct. 30-Nov. 8. Nye Wilson.
San Francisco—San Francisco-Bay Area Home Show, Sept. 25-Oct. 4. James Logan Associates, 1485 Bayshore Blvd.
San Francisco—San Francisco Rodeo, Oct. 30-Nov. 8.
Santa Monica—Santa Monica Fall Home & Decorators' Show (Civic Aud), Oct. 28-Nov. 1. Patrick J. O'Toole.
Turlock—Calif. Horsemen's Assn. Convention & Horse Show, Oct. 1-4. Ivo Vollmer, 1625 Alum Rock Ave., San Jose
Ventura—Ventura Rodeo, Oct. 9-11.
Victorville—Victorville Rodeo, Oct. 10-11.
- Connecticut**
Hartford—Christopher Columbus Festival, Oct. 6-12. Paul Ollis, 33 Wethersfield Ave.
- Florida**
Cocoa—Cocoa Home Show, Nov. 6-9. Al Stern.
- Georgia**
Waycross—Waycross Rodeo, Oct. 8-10.
- Illinois**
Chicago—International Livestock Show (Amphitheater), Nov. 27-Dec. 3. William E. Ogilvie, Union Stockyards
Chicago—Mid-America Lawn, Garden and Outdoor Living Show (Amphitheater), Oct. 8-10. Frank Yeager.
- Indiana**
Crown Point—125th Anniversary Celebration, Sept. 25-Oct. 3.
Evansville—Natl. Club Festival, Oct. 5-10.
Bill Ohning, 2218 W. Franklin St.
Hartford City—Street Festival, Sept. 22-26.
Lagrange—Corn School Week, Sept. 29-Oct. 3. Jack Chorpennig, Hamilton.
Mitchell—Persimmon Festival, Sept. 30-Oct. 3.
Versailles—Versailles Pumpkin Show, Sept. 24-26.
- Iowa**
Carroll—Southwest Iowa Band Festival, Sept. 21-26.
- Kansas**
Independence—NeeWollah Celebration, Oct. 29-31. Jim Halsey, P. O. Box 452.
- Kentucky**
Louisville—Rod & Custom Show, Nov. 26-29. Shows, Inc.
- Louisiana**
Baton Rouge—La. Livestock Show & Dixie Horse Show Jubilee, Nov. 5-3. W. M. Babin.
Greensburg—St. Helena Forest Festival, Oct. 10. Eldon L. Watson.
Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 30-Oct. 4. C. B. Temple.
Leesville—W. La Forestry Festival, Sept. 28-Oct. 3. Mrs. C. E. Lawrence.
Marksville—La. Livestock & Pasture Festival, Oct. 2-4. Kermit J. Ducote.
Opelousas—La. Yambilee, Oct. 2-3. Billy M. Smith.
Winnfield—La. Forest Festival, Sept. 30-Oct. 3. L. L. Brewster Sr.
- Maryland**
Princess Anne—Princess Anne Livestock Show, Oct. 2-3. Howard H. Anderson
Timonium—Eastern National Livestock Show, Nov. 14-19. Charles Borrow.
- Massachusetts**
West Springfield—Rod & Custom World's Fair Auto Show (Fairgrounds), Oct. 21-25. Joe Klitz, 2 Meadow Park Drive Milford, Conn.
- Michigan**
Hillsdale—Calhoun Branch-Hillsdale Rabbit Show, Sept. 27-Oct. 8. Dean Daglow Home.
North Street—Thumb Dist. Plowing Match, Oct. 1. Sim Pynnonen, Federal Bldg., Port Huron.
Traverse City—Northern Mich. Potato & Apple Show, Nov. 4-5. A. L. Olson, Federal Bldg.
- Mississippi**
Tupelo—Mississippi-Alabama Fair Rodeo, Sept. 29-Oct. 3.
- Missouri**
Independence—Independence Rodeo, Oct. 9-11.
Kansas City—American Royal Livestock & Horse Show (American Royal Bldg), Oct. 17-24. C. M. Woodward
Milan—Sullivan Co. 4-H Club & FFA Livestock Show, Sept. 18. Mrs. P. N. Marr.
St. Joseph—Interstate Baby Beef & Pig Show, Sept. 22-24. H. M. Garlock.
St. Louis—Health & Beauty Aids Show (Arena), Oct. 3-11. Erokke Productions, Inc. Ambassador Kingsway Hotel Kingsway at West Pine
St. Louis—Midwest Gun & Hobby Show (Arena), Oct. 12-15. Ray Hoffmann.
Waverly—Waverly Apple Jubilee, Sept. 17-19. R. W. Bricken.
- Nebraska**
Omaha—Midwest Hobbyrama (Civic Aud), Nov. 13-15. Bill Baker.
Omaha—Omaha Rodeo, Sept. 25-Oct. 4.

Jersey City Circus Does Okay Business

JERSEY CITY, N. J.—The Community Fund Circus did satisfactory business in five shows (11-13) at Roosevelt Stadium here. Producer Al Dobritch used several acts to augment the Hunt Bros. Circus performance.

Sunday's matinee (13) drew 4,000 people. Other performances pulled about 2,000 each. Good press and clear weather helped the show.

Performance included Trevor Bale's pongas; Conley's dogs, pony and monkey; Gloria Bale's ponies; Paul Kelly Lions (5) with Billy Hutchinson; Montez Sisters and Anita Conley, swinging ladders; Marsha Hunt's Liberty Horses (6); Clowns; Cycling Bales (5); Rixos, unsupported aerial ladder; Clowns; Montez Sisters, webs; LeVine's Chimps (3); Trevor and Gloria Bale, ponies; Cooke and Enos, Funny Ford; Nock Trio, wire, and Olga Sanchez, bounding rope; Clowns; Mr. Sensation, cloud swing; Gloria Bale, trapeze; Lola Sanchez, trapeze; Miss Mara, trapeze; Billy Outten, high dive; Trevor Bale's camel, guanaco and ponies; Wilson's dogs and Roland Raffer's pigs; Conley's, juggling, and Sanchez Sisters, acro; Speedy Babbs, motorcycle globe; Trevor, Gloria and Anita Bale, high school horses; Hunt Bros. Elephants (3) with Junior Clark and Lola Sanchez and Nerveless Nocks (4), swappole.

Claude Kirchner, guest ringmaster, and Jim Conley, shared announcing. Joe Basile's Big Top Band was directed by Charlie Basile. Clowns included the Gil Wilsons, Peggy and Shorty Sylvester, Hal Haviland, Al Maddox and Roland Raffer.

CARNIVAL CONFAB

Continued from page 80

to San Jose and lost the paint from one side of her house trailer. She reports that her sister, Madeline, is booking the Tommy Scott Show in the East. . . . Jack Lee is showing the plaque presented him for raising more than \$10,000 for the clubs in 1958. . . . Lee and Velda Schneider were married during the summer and honeymooned in Canada. . . . Al Rodin, manager of West Coast Shows, California unit, took advantage of the show being in San Jose to drive to his home in nearby Santa Clara each night. . . . A show-within-a-show was held Wednesday night (16) with the money to be divided between Show Folks of America and Pacific Coast Showmen's Association. Sol Grant was chairman.

Sacramento Notes: R. E. Foltz, Foley & Burk Shows secretary, is ailing. . . . Ralph G. Lockett is with the show and handling the office. . . . Alex Freedman of Freedman Novelty, had the contract for the California State Fair as well as those at the Oregon State Fair and Utah State Fair. He assigned Frank (Cuffy) Larson to handle Salem, Ore., and Morrie Levy, Salt Lake City. It was Larson's first year to handle the assignment for the novelty firm. . . . Bill Coles, 13-year-old son of Bill and Anne Coles, is believed to be the youngest monogrammed hat man in the business. He worked a stand for Freedman at the California State Fair. . . . Joe Steinberg had his horse race game here and plans to play the Arizona State Fair, Phoenix in November. . . . Sol Grant was chairman of the show-within-a-show held on the West Coast Shows at the Santa Clara County Fair in San Jose on Wednesday (16). Monday was split between Show Folks of America and Pacific Coast Showmen's Association. . . . Charlotte Porter, Show Folks treasurer, was on the grounds collecting dues and raising funds for the club. *Sam Abbott*

The Pete Kortes Side Show, after playing the Oregon Centennial in Portland, and the Pacific National Exhibition, Vancouver, B. C., made the long jump to Salt Lake City to play on the midway of the Utah State Fair. From there the show will play fairs in the West including the New Mexico State Fair, Albuquerque; Las Cruces, N. M., El Paso, Tex., Tucson, Ariz., and closing at the Arizona State Fair, Phoenix. . . . Jim Davis is handling the front for Pete Kortes, while Bill Becker and L. Parastriker have the tickets. Attractions include, among others, J. (Sealo) Gonzales; Jean Preston, electric; Joe Bradshaw, glass eater; Frances O'Conner, armless girl; Artoria Gibbons, tattooed girl; Prince Denis and wife, Lady Ethel, smallest married couple; Jolly Lee, fat girl; Gladys Lithart and Nany Cyrus, bally girls; Anita Stone, sword box; Eko and Iko, sheep headed men. In the annex, Gradow Grigby is the attraction. The inside is handled by Rick Lithart and Chief Canoe.

Among the showmen currently operating on the Schafer 20th Century Shows, most of whom have been with it all season, are John Hutchens and his Modern Museum; John Weiland, Animal Show; Charles Thompson, Motordrome; Clyde Davis, Girl Revue; Tomy Arnez, Snake Show. Concessionaires who have been with the show all season include Simmy and Inez Carroll, Roy Henderson, Steve Porter, Johnnie Graves, John and Lotus Francis. Archie Hensely, who formerly operated two shows on this midway, is currently in the office assisting Mrs. Schafer and also operating several concessions. . . . Roy Jones, Pepsi-Cola promotional ambassador, stopped over in

St. Louis en route from Eastern fairs to his home in Ft. Worth.

Byers Bros. Shows made a long trek from Humbolt, Ia., to Benton, Ark., with no difficulties and Alvin Smith, ride superintendent had everything in the air in good time. J. M. (Dad) Byers, who's 80, is still making the nightly rounds to check on everything. . . . Youngsters and teenagers have all gone back to schools. Mary Elders is back at Texas University and Mrs. Russell Phipps herded her youngsters back to school in Wyoming. Ruby Helton left to join Big State Shows for a few weeks. Mrs. James Morris was guest of honor at a stork shower given by Mrs. Tommy Landon, Mrs. Al Hawes and Mrs. Dutch Wilson. Staff includes Carl Byers, owner-manager; Mrs. Alma Coleman, secretary; A. (Dutch) Wilson, legal adjuster; Clem Smith, general agent; Harry Benson, special agent; Alvin Smith, ride super; Robert (Cowboy) Davis, front gate and towers; Charles Elders, lot man, and James L. Reed, mailman and agent for The Billboard. *Frank Joerling*

Tommy Allen and the Mindens have joined Penn Premier Shows, plus Joe Serit and Custard Joe Uknis. Tonny Arger and Al Boxall both had big weeks with their bingos in Ebensburg, Pa., and Arger is continuing with Penn Premier. Jimmy Farmer has the Circus Side Show, Harry Fink the Wild Girl and Pickled Punk, and Joe Mooney and Earl Roberts, each two Girl Shows. . . . Fred Sindell is playing Trenton, N. J. with his Roundup and other units.

Joining the James E. Strates concession crew lately have been June and Edna Lasure, Macalister Mackres, Barney Corey with his pitches, Danny Mann and many others. . . . Walter D. Nealand, for nine years press agent with John Marks, has left the Marks Shows. At the Central Hotel in Macon, Ga., a showfolks' headquarters, he cut up jackpots with Floyd King, Art Bitters and others of the Beatty-Cole billing crew, C. Foster Bell, Ed Morris, and Charles T. Underwood. Ed and Carrie Logue run the well-known hostelry. . . . Sam Levy is in Charlotte, N. C., while wife Shirley Levy is in Knoxville. . . . A \$14,000 gross is posted for Lou DuFour's "Woman" show at the Minnesota State Fair. Lou says his tour with the Sedlmayrs is his first on a carnival midway since 1932. . . . Chick Schloss got around with a cast on his chest at the Toronto fair following an accident. Glen Porter's Monkey Speedway had one of its biggest weeks during the run. . . . James E. Strates became a grandfather again at the fair in Syracuse, when Peter Mathew Alexander was born to Lee and Elizabeth (Strates) Alexander. September 4 in Onadaga Memorial Hospital. *Irwin Kirby.*

Notes from L. H. Heth Shows Bill Kimmel and Al Girard, assistant managers for Eph Glosser's games, plan to open a private detective agency in New Orleans following the show's date at the Jackson (Tenn.) Fair. . . . Bob Paul has joined with his ride after a successful tour of Western fairs. . . . Arthur and Morris Brown were recent visitors with Glosser. They were en route to Acapulco, Mexico, to complete arrangements for the opening of their nitery there, to be named Casa Midway. *Al Schneider*

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Subscribe to The Billboard TODAY!

Rain Chills Lynch Unit in Saint John

SAINT JOHN, N. B.—Rather than getting money, most of the Bill Lynch Shows got something more akin to rheumatism while playing the rain-drenched fair here. Nine of the 10 days pulled rain, holding crowds and spending down.

Rides included the Octopus, Scrambler, Twin Wheels, Roll-o-Plane, Tilt, Rock 'n' Roll and Merry-Go-Round. After the first weekend the Octopus went to Chatham (New Brunswick) Fair and a factory-new Helicopter was uncrated.

Six shows were fielded, the Fat Family, Street of Missing Girls, Grave Robbers, Crazy House, 5-in-1, and Monica Daye's revue. Frank A. Robbins, operating the 5-in-1, monkeys, guillotine illusion, and Albert-Albertine, half and half. Monica Daye show is a sit-down, well lighted, costumed and staged.

LAS VEGAS CASINO AVAILABLE
Right Downtown
Want 2 or 3 good Associate Operators who want to get into the big time. Everything furnished. Only requires operating bankroll. Las Vegas was never better.
Act fast! Wire or write to:
HARRY KRAMER
618 Pine Street St. Louis, Mo.

WM. T. COLLINS SHOWS
WANT FOR TULSA STATE FAIR, OCT. 3-9
CAN PLACE HANKY PANKS OF ALL KINDS. WANT ONE COOKHOUSE. CAN PLACE A FEW RELIABLE RIDE MEN.
ADDRESS: WM. T. COLLINS, MGR.
Muskogee, Okla., Free State Fair, This Week.

MOTOR STATE EXPOSITIONS
Want for West Point, Miss., Fair, Sept. 23-26, and fairs at Moulton, Ala.; Charleston, Miss., and balance of season.
Hanky Panks, Sno Cone, Bingo, Pronto, etc. Can use Ride Men that drive. George Lowe, mail received. All replies to
J. J. FREDERICK
West Point, Miss., this week; then as per route.

WADE TABS 286G AT DETROIT FAIR

Tops Last Year's \$274,783 Figure Despite Tighter Purse Strings

DETROIT—The W. G. Wade owns managed to pull slightly ahead of last year's gross in their eighth straight year at the Michigan State Fair midway, taking in \$6,599.61 in the 10-day event which closed Sunday (13), against \$4,783.32 last year. Two contrary varieties of weather tipped into the lead piled up the three

opening days. Heat did it the next three days, and for the final four, the thermometer dropped into the fifties for part of the day, and never reached a comfortably warm figure despite sunny skies.

By mid-fair it became apparent that, despite some good attendance days, people were holding onto their money, according to W. G. Wade Jr., owner-manager. The closing Sunday crowd was strong, with some 95,000 people on the ground, but the money stayed in their pockets as they strolled the midway up to a late hour.

The drop in spending proved disconcerting, coming after the way the fair opened, with the first day running 34 per cent ahead. Analysis of the disappointing drop showed that the money was flowing the first few days from the record-breaking crowds of teenagers attracted to the Coliseum by the Dick Clark Show. By the time he closed on Labor Day, midway business was on its way downward.

Visitors on the midway included Mrs. Earl Ingalls, Coldwater, Mich.; Ray LaPorte, manager, Upper Peninsula State Fair, Escanaba, Mich.; Earl Allingham, board of managers, Upper Peninsula State Fair, and Mrs. Allingham; Fred Silber, Ferndale, concession supplier, and Mrs. Silber; Charles O'Brien, Amusement Ride Builders, Amarillo, Tex.; Billy Lauther and Harvey Wilson, Gooding Amusement Company.

Toronto SLA Get \$1,500 From Jamboree

SHERBROOKE, Que. — The new Ontario branch of the Showmen's League of America received over \$1,500 from a jamboree conducted on the midway of World's Finest Shows during the Great Eastern Exhibition here.

The event was spearheaded by Frank R. Conklin and Pat Marco, the latter acting president of the new chapter, and more than 400 attended at \$1 per head.

Entertainment included Buddy Pierce, tenor; Harry Oldham, comedy dance, and Mary Ann Jackson, blues singer, all from Charles Taylor's Rock and Roll Revue. Ben Hoke, guitarist from Vive Les Girls Revue, entertained and accompanied Llawana in native dances. Bill Harding did a comedy bit, and Howard and Billy Cleaver offered several old-time favorites, and Pierce and Clark closed the show.

Marco conducted the auction which included merchandise from Frank R. Conklin, J. P. (Jimmy) Sullivan, M. F. Sullivan, Marco, Hank Blade, Al Brown, Harold Fagan, Lee Harris, Bill McMurtrey, Bill and Fran Harding, Frank Karbain, Ted Hensler, Ted and Vera Prockin, Harry Cooper, Jim and Bert Paling, Jim Cisela, Gene Hutchinson, G. Kerlake, Billy and Ray DeCosimo, Doc Scott, Mike Thomas, Don Campbell, Floyd Crawford, Ozzie Mostaway, George (Whitey) Sellmar, Alan (Slim) Lallumiere, Johnny Marco and Joe Scullion.

Guests included a group from the Tom Green Shows, who were playing about 20 miles away. In the party were Howard and Billy Cleaver, Lyle Cleaver, Jacqueline Cleaver, Harry Matisoff, Louie Andrews, Jack Cotton and Henry and Peggy Dubois.

625-Mile Journey Routes Buck South

SALISBURY, N. C.—The big 625-mile jump from the North was made last week by O. C. Buck Shows, following the fair in Bath, N. Y. Take-off was Tuesday (8). Buck will play Rocky Mount, Sanford, Greenville, and Washington, N. C.; South Boston, Va., and then Carthage, N. C.

Bath also came on the heels of a man-sized jump, 300 miles from the fair in Malone, N. Y. The journey was accomplished without mishaps and everything was up and ready for kiddies' day, Wednesday (2).

Malone proved okay despite three days of rainy weather, and the midway gross topped 1958's on two of the days. Outcome was up to par. James (Speedy) McNish, Motordrome operator, had that unit's top week and reported his decision to remain with the Buck organization in 1960. The drome is well managed and relations with the office are excellent. Mrs. Joe (Ruby) Marcianno Jr., with the duck pond, had the Marcianno stands' biggest week.

At Bath Mr. and Mrs. Louis Black, Kenmore, N. Y., had their concessions with Buck, as did

Matty Willson, Buffalo, with his eating stands and ice cream. Mr. and Mrs. Harry Heath, Massena, N. Y., have joined, Harry on the Scrambler and Marie selling tickets. Mr. and Mrs. Larry Hazen, Keene, N. H., and their son have joined for the balance of the season.

Mrs. Elizabeth Murphy, show secretary, had a surprise visit from her sister and brother-in-law, Mr. and Mrs. William Aeppli, of Hollis, N. Y., and her sister, Capt. Eleanor Thiele of the Air Force, who is departing for a tour of duty in France.

Roy Peugh has taken over mail and The Billboard from Joe Marcianno Jr., whose business interests on the show occupy most of his time. Mr. and Mrs. Tommy Farrone, Rochester, N. Y., were to join in Salisbury with their French fries.

KNOXVILLE, Ia.—Al G. Kelly & Miller Bros. Circus recorded a one-quarter matinee and a near-full, night performance here in fair and cool weather Friday (11). The opening high-school football game was opposition. Ringling-Barnum had shown nearby Des Moines in August.

The show drew a pair of three-quarter houses at Ottumwa (10) in excellent weather. Clyde Bros. Circus has the town inked for October 21. At Fairfield (9) the 3 p.m. matinee was one-third filled and the night show was two-thirds full. Weather was hot and humid in the morning and clear at night.

BUFF HOTTLE SHOWS, UNIT #1

Want for South Louisiana State Fair, Donaldsonville, Sept. 20-Oct. 4, followed by Washington Parish Free Fair, Franklinton, La.; International Rice Festival, Crowley, La.; Jeff Davis Parish Fair, Jennings, La. Several good spots to follow.

CONCESSIONS: Want Hanky Panks that work strictly for stock. All people already booked, please confirm and state footage.

SHOWS: Need family-type Shows that do not conflict. Especially want well-framed Funhouse.

HELP: Want Ride Men who drive semi trailers, especially Ferris Wheel Foreman.

All replies: BUFF HOTTLE, Mgr., Warren, Ark., now.

MIGHTY INTERSTATE SHOWS

WANT FOR TALLADEGA COUNTY FAIR, CHILDERSBURG, ALA., SEPT. 28-OCT. 3

All mills working three shifts a day.

Followed by a continuous route of bona fide Southern fairs until middle of November.

CONCESSIONS: Will book Cookhouse for balance of season. All Hanky Panks and Straight Sales open; also Diggers, Long Range Gallery, Age & Scales, Novelties, Auction, Photos, Penny Arcade and Pitches of all kinds. Want Agents for Six Cats and Buckets. Want useful Show People in all departments.

RISE HELP: Want Foremen for Tilt, Merry-Go-Round, Spitfire and Roller Coaster and Second Men on all Rides. All winter's work in Shopping Centers. Want Electrician who knows CMC Diesel.

SHOWS: Want Side Show, Minstrel Show, Animal, Fun House or any worthwhile Grind or Bally Shows with own equipment. CURLEY MICROTHY, get in touch.

All replies to H. B. ROSEN, Hardeman Co. Fairgrounds, Bolivar, Tenn.

Page Combined Shows

WANT FOR DOTHAN, ALA., SEPT. 28-OCT. 3

CONCESSIONS: Games of skill, Gadgets, Direct Sales, Novelties, High Striker, Age and Scale, Ice Cream and Penny Arcade.

SHOWS: Wild Life, Drome, Big Snake, Glass House and Side Show.

RIDES: Dark Ride, Round-Up and Paratrooper. Want Ride Help on all Rides.

All replies to BILL PAGE, Newnan, Georgia.

★ WANT ★

LEGITIMATE CONCESSIONS OF ALL KINDS
URICHVILLE, OHIO, FUNFEST, SEPT. 21-26

CLEAN, FAMILY TYPE SHOWS FOR
HOCKING CO. FAIR—LOGAN, OHIO, SEPT. 29-OCT. 3
COSHOCTON CO., FAIR—COSHOCTON, OHIO, OCT. 6-10

All Inquiries To:
POWELSON AMUSEMENTS, INC.
BOX 125, COSHOCTON, OHIO—Main 2-1727

LEE AMUSEMENT COMPANY

Want for Dallas County Fair, Selma, Ala., October 5-10
Spalding County Fair, Griffin, Ga., Oct. 12-17

These are two of the best county fairs in the South. Ask anyone that has played them.

SHOWS SHOWS SHOWS
CIRCUS SIDE SHOW MIDGETS, MOTORDROME OR ANY FAMILY-TYPE SHOW.
RIDES RIDES RIDES
PARATROOPER, CATERPILLAR OR ANY RIDE NOT CONFLICTING.
COOKHOUSE—CAN PLACE NICE UP-TO-DATE COOKHOUSE FOR ALA-FLORA FAIR.
ATMORE, ALA., NEXT WEEK AND SELMA, ALA. ALL ADDRESS
N. L. CRESON OR TOMMY THOMPSON
FAIRGROUNDS, ROANOKE, ALA., THIS WEEK; ATMORE, ALA., NEXT WEEK.

SUNSET AMUSEMENT CO.

POINSETT COUNTY FAIR, HARRISBURG, ARK., SEPT. 28 TO OCT. 3

Want Six Cats, Buckets, Percentage. Open Midway. Can place Novelties, Hi Striker, Photos, Grab, Cookhouse and all kinds of Hanky Panks. Bingo open for Harrisburg.

Can place everything for Legion Fair, Caruthersville, Mo., starting Oct. 6. Shows wanted for Caruthersville.

Dexter, Missouri, this week.

CONEY ISLAND SHOWS

Jena, La., this week. We never go to the barn.

Want sober, reliable Ride Help on all Rides. Especially want good Tilt Foreman. Need sober, reliable Lot Superintendent. (Gene Bain, call me please.) Place Popcorn, Apples, Floss, Foot-Long and other Eating Stands except Cookhouse. Will place Hanky Panks of all kinds. Especially want Ball Games of all kinds and Age and Weight. Work all winter.

Want Agents for office-owned Concessions.

Will book Scrambler, Scooter, Round-Up or Octopus. Also want Pony Ride. Want Free Act. Advise price and description. Must be priced right for winter work.

Now booking for Louisiana Dairy Festival, Abbeville, on the streets for the first time. Biggest Street Celebration in Louisiana.

All replies CARL ANSTED, Fairgrounds or Jena Hotel, Jena, La.

WANT CONCESSIONS—FREE ACTS

HOMECOMING, UTICA, OHIO, OCT. 1-2-3

Sponsored by Laurence Lightner Post No. 92, American Legion.

Gooding's Rides booked. Legitimate Games wanted, Glass Pitch, Striker, Jewelry, Waffles, Straight Sales and Ball Games. Also want Bingo. Want high-class Free Acts and Magician with illusions. Contact

STEWART ANDERSON
29 EAST FIFTH ST. Phone: ULrick 2-0201 LONDON, OHIO

GREATER DIXIELAND EXPOSITION

WANTS FOR MARKSVILLE, LA., FAIR, SEPT. 20-OCT. 4.

Place Photos, Scales, Cork Gallery, Fish Pond, Glass and Bear Pitch, Ball Game, Long and Short Range. Want #5 Eli Wheel to Twin for this date. Want other major Rides. Can place clean Shows. Want useful Ride Help that drive. Address: JIMMIE HENSON, Jonesboro, La. (Fair), this week; Marksville, La., next.

MEMPHIS FAIR

Opens This Week
FRIDAY, SEPT. 25

CAN PLACE RIDES—SHOWS

Have several good locations left.
Call now, around noon:
BRoadway 4-5301, Memphis, Tenn.
DALLAS FOLLOWS.
CLIF WILSON

GIRLS - GIRLS

CAN PLACE GIRLS FOR REVUE, STRIPS, HULA, RUMBA, ETC.

Long Season
\$125.00 A WEEK
Pay every night

Can place feature Strip starting Huntsville, Alabama, next week. Salary no object. Wire or come on.

MELVIN SHAFFER
c/o Blue Grass Shows, Corinth, Miss.,
ncw; Huntsville, Alabama, next week.

ROSEVILLE, MICH.

SEPT. 29-OCT. 11

Location—12 Mile Road and Gratiot Ave.
500,000 Merchants' coupons being given away. Sponsored by Goodfellows Club.
Can use Hanky Panks and Straight Sales.

KING EXPOSITION SHOWS
Mt. Clemens Michigan

AGENTS WANTED FOR

SIX CATS, LONG RANGE, BUCKETS, PICTURE FRAMES.

For Oklahoma City Fair, Sept. 26-Oct. 3.
ALSO GENERAL CONCESSION HELP.

BOB K. PARKER
Box 111, Delavan, Wis.
Phone: Saratoga 8-3954

W. O. PERROT

Can place at once

P. C. Dealers, Agents for Bear Pitch and Hanky Panks. Can also place new crew for Pin Store. All wires to

W. O. PERROT
c/o Blue Grass Shows
Corinth, Miss., this week.

WANT TO BUY

late model TILT with trailers.

DON TEACH, EMSHOFF SHOWS
as per route or Richland Center, Wis.

FOR SALE

Water Boat Ride, Pony Cart Ride, all in good shape, cheap. Can be seen in operation at North West St. Kiddieland, Lima, Ohio. Contact

FLOYD DILLON
2735 North West St. Lima, Ohio

RACE CAR RIDE FOR SALE

A complete ride, only 5 mos. old, ready to operate now. Includes 6 gas racers (for all ages), steel railings, fencing, light towers, ticket box, etc. Also a 30-ft. Trallmobile and Chev. tractor with new motor. This unit will gross its entire cost in 2 or 3 fairs. Have two units, must sell one. Act quickly for a good deal. Can be seen on Royal American Shows, as per route. Contact

BILL BOYD, c/o R. A. S.

HOARD and MULLIS
AMUSEMENTS
 SHOWS RIDES CONCESSIONS
WANTED FOR 6 MORE "STRONG" GEORGIA FAIRS
 HELP: Need Tip-Over Chairplane Foreman at once. Can use good Second Men on all Rides.
 CONCESSIONS: Will book Cotton Candy and Snow Ball Joint. Can use a few good Concessions.
 SHOWS: Good family-type Shows. Mr. Eagleson, contact. Contact ELBERT MULLIS or DAN HOARD Sparta, Georgia, all this week; Dublin, Georgia, next week.

★ ★ ★ ★ ★ of ★ ★ ★ ★ ★
AMUSEMENTS OF AMERICA
 A STAR SPANGLED MIDWAY
ALBERMARLE COUNTY FAIR
 Charlottesville, Virginia, Sept. 29-Oct. 3
 CONCESSIONS OF ALL KINDS: Eating and Drink Stands and Jewelry.
 SHOWS: Any good family-type Grind Show.
 RIDES: Second Men on all Rides. Wife to sell tickets.
 JOHN VIVONA, Trenton, N. J. Phone: JUniper 7-4915.

THE GREAT LONDONDERRY FAIR
 Route 28 By-Pass—DERRY, NEW HAMPSHIRE
 One Million People Within 25-Mile Radius.
 WANT legitimate Concessions and Hunky Panks who work for stock. Want 10 in 1 or any clean Side Shows. Want Pitchmen, Age and Scales, Motordrome, Wildlife, Pitchmen. NO FLAT STORES OR GIRL SHOWS. Want Rides which won't conflict. CAN USE LARGE CARNIVAL with own electric power. Advertised in 11 newspapers, 3 radio stations, television, posters and 50,000 passes being distributed.
 Business Manager **WALTER MITCHELL** 154 Margin St. Lawrence, Mass. Tel.: MURdock 2-3231
OCTOBER 9-10 11-12

WANT WANT WANT WANT
ALAMO EXPOSITION SHOWS
 4 OF THE BIGGEST SOUTHERN FAIRS—A WINTER BANKROLL FOR ALL—
 DE RIDDER, LA.—LIBERTY, TEX.—MINDEN, LA.—SULPHUR, LA.
 Have room for a few Hunky Panks. Place Rides not conflicting. Will book family-type Shows. Want Foreman for #5 Ferris Wheel. Must drive and stay sober. All winter's work. Wire or phone:
JACK RUBACK
 McKinney, Texas, c/o Commercial Hotel, September 21-26.

BURKHART SHOWS
 Want for the following Louisiana Fairs: Bastrop, La., Sept. 23-27; Winnfield, La., Sept. 29-Oct. 3; Jonesville and Oak Grove to follow.
 CONCESSIONS: Want legitimate Concessions of all kinds.
 SHOWS: Will book Snake, Fun House, Walk-Thru or any clean family-type Shows.
 RIDES: Can book any major Rides not conflicting. Also a set of Kiddie Rides.
 HELP: Merry-Go-Round Foreman, Wheel Foreman, Octopus and Strambler Foremen. Must drive semis and have license.
 Will be out all winter playing Shopping Centers with 4-Ring Circus program. Contact **MANAGER**, Bastrop, La., Fairgrounds this week.

CAPE FEAR FAIR
 FAYETTEVILLE, NORTH CAROLINA, SEPT. 28-OCT. 3.
 PAY WEEK AT FT. BRAGG, AMERICA'S LARGEST ARMY CAMP
ORANGEBURG COUNTY FAIR
 ORANGEBURG, SOUTH CAROLINA, OCT. 5-OCT. 10
 ALL FAIRS UNTIL NOVEMBER FIRST
 CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusives. Opening for Short and Long Range Galleries.
 SHOWS: Worthwhile Grind Shows, Glass House, Fun House.
 RIDES: Round-Up, Mad Mouse.
 HELP: Can always use capable Ride Help, Boss Canvasman, Man capable of handling Searchlights and Towers. Can use one more HIGH-CLASS HIGH ACT. All address:
JOHN H. MARKS, MARKS SHOWS
 Albemarle, N. C., this week; then as per route.

JOHNNY T. TINSLEY SHOWS
 WILL BOOK SKOOTER FOR BALANCE OF SEASON—5 FAIRS
 SHOWS: Want Girl Show, Sideshow, Minstrel or any Grind or Bally Show. NEED COLORED GIRL SHOW FOR ORANGEBURG, S. C., FAIR, WEEK OCT. 5. ALSO 1 HIGH FREE ACT FOR ORANGEBURG.
 CONCESSIONS: Want Concessions of all kinds. Eating and Refreshment Stands, Pronto Pups, Ice Cream, etc. Great Photo spot. Hunky Panks of all kinds. BINGO: Bill Kottcamp, Relief Caller and Countermen.
 Madison County Fair, Madison, Ga., next week, followed by Orangeburg, S. C.; then McDuffie County Fair, Thomson, Ga.
 Contact **JOHNNY T. TINSLEY**, Toccoa, Ga., Fairgrounds this week.

FOR SALE
 2 A. H. 3-Abreast Merry-Go-Rounds, 1 #12 Eli Wheel, 1 #5 Eli Wheel, 1 Schiff Hi-Coaster, 1 King Swing Plane. Rides with or without transportation. All rides like new.
CARL PULINE
 532 Nevada Dr. Erie, Pa. Ph. Glendale 6-4529

GREAT WESTERN AMUSEMENTS
 Wants Foremen for Tilt-a-Whirl and Merry-Go-Round. Second Men on all Rides. Following people contact: Buddy Delano, Frank Alegrace, Herb, Morris Delano. Year-round work. Call before 11:00 a.m. (no tickets or collects).
 Phone: Federal 7-8819, or write P. O. Box 2601, Odessa, Texas

Colo. Fair Inks Thomas For 4th Year

SPENCER, Ia.—The Art B. Thomas Shows will again provide the midway attractions at next year's Colorado State Fair, Bernard Thomas, show manager, announced here last week. The contract was signed before the show left Pueblo. Despite the steel strike, which affected Pueblo, rides and shows were approximately 7 per cent ahead of '58. At the Belleville, Kan., fair the take was 14 per cent ahead of last year. The 1960 pact will mark the fourth year for Thomas at the Colorado annual. Show moved here from the South Dakota State Fair, Huron, where business was hurt by the drought. Tight spending was evident and rides and shows were off close to 10 per cent.

Wade Greater Fairs Okay

DETROIT—Fairs have been the money-makers for Wade Greater Shows, operated by Mr. and Mrs. Patrick Manley, according to General Manager Charles Stewart. A short series of Michigan fairs, including the Newaygo County Fair at Fremont, Armada Fair, and Milan Fair, boosted grosses up to the point where the season's business is running just about even with 1958. Up-State engagements in general, such as a stand at Wayland, have proved more satisfactory this season than the earlier still dates around the Detroit area. The shows, which set up on a separate midway at the Michigan State Fair, opened Tuesday (15) at Ecorse and Harding Roads for six days under auspices of the Taylor Township Democratic Club. They move next week to Inkster under Rotary for the final stand of the season, and will then move into winter-quarters in one of the exhibit buildings at the Michigan State Fairgrounds.

Ky. State Fair

was set to repeat Wednesday night. **Midway Wins** Midway receipts for the Olson Shows held close to last year's levels. Saturday and Sunday gave the show its biggest ride and show grosses of the season. Co-owner-manager Paul Olson expressed himself as being "extremely pleased." The horse show, in the Coliseum for six nights, opened to light crowd but was expected to build as it progressed and finish with a closing night sell-out or near sell-out. Gordon MacRae was the horse show's added attraction. Gene Autry and his show was scheduled to move into the Stadium Thursday (15) on a two-a-day basis. Sky King and Penny were offered as a free attraction, three times daily, starting Monday, at various locations on the grounds. The fair presented probably the finest farm machinery and equipment show in its history and a showing of such devices which stacks up among the best at any fair.

Syracuse Racks

• Continued from page 69
 days, and 29,875 nights, just about half the total. There was also a note that the closing day's attendance could have been much higher but for the gates being thrown open free for the first time at 5 p.m. Creal said this was to avoid charging people to see anything less than a complete fair. Premium awards totaled a huge \$137,000 to about 30,000 competitors in all divisions. Included in the free features were a kitchen theater, family food center, live WHEN-TV telecasts, nursery school for visitors' children, supervised playground, health films in the Martha Eddy Annex, Carl Silfer's 40-piece pops orchestra concerts, fly and bait casting, microd racing, Indian village, baton-twirling championship, modern art museum, antique car competition, RCA color TV exhibit, news photo display, high school marching band competition, prototype bomb shelters and other elements. In addition to expansion of the Youth Building facilities by addition of a new wing, the fair's drainage system was updated at a cost of \$42,000 to eliminate areas subject to flooding. Eight new concession stands were built, replacing old wooden ones.

Western Fair

• Continued from page 69
 a good turnout and McGugan figured they would gain some ground. The night grandstand show, a revue with acts brought in by Stu McClellan of Barnes-Carruthers, was doing well and was well received. Also featured each night, and also credited for much of the draw, was the new Royal Canadian Mounted Police exhibition ride, which was making its third appearance and its first in Western Ontario. The fair introduced a new idea this year, a Ladies' Day on Monday afternoon. Some 3,000 women came out to see a combination style show and act program in the grandstand. The Conklin midway was holding its own and expected to match '58 by the Saturday night windup.

Penn Premier

• Continued from page 80
 Mount Airy, N. C., with three children's days, and the Suffolk, Va. Colored Farmer's Fair, both hold promise. In addition to returning to Fredericksburg this season, Serfass and business manager Harry (Buster) Westbrook routed the show into several new fairs. Included are Ebersburg, Suffolk, and Burlington, and Dunn, N. C. Boswell joined here with three shows. Joe Mooney and Earl Roberts each have two Girl Shows. Joe Uknis, custard operator, has been hustling on behalf of the National Showmen's Association, despite the strong Tampa and Miami representation. The over-mountain trip from Pennsylvania went okay with everything up and running on Monday (14) except the Tilt-a-Whirl, which joined the action the following day.

Golden Gate

• Continued from page 83
 agent, and George Oliver, billposter and press. Independent concessionaires with the organization for t'ir date included Tom Hughes, crime and Siamese twins attractions; R. C. Smith, Arcade; Ray Leif, 2; O. B. (Tex) Smith, 4; Don Jones, Charles Simpson, Lucille Evans, Mert Arnold 3; Tom Eddy, 2; Vern Harper, Jack Camp, Al (Moxie) and Babe Miller, 3; Albert Lucchi, Frank and Charlotte Warren, and Sally Wanish. Show carries no office concessions.

GARBICK RIDES
 42 Ft. Ferris Wheel
 36 Ft. Ferris Wheel
 20 Ft. Chair Swing
 16 Ft. Chair Swing
 FLYING SAUCER
 Merry Mixer
 Trailer Mounted Kiddie Rides
GARBICK MFG.
 Lewis H. & Lewis A. Garbrick
 Centre Hall, Penna.
 Phone: EMpire 4-1403

FOR SALE
1956 SCRAMBLER
 WITH TRANSPORTATION, \$20,000.00 cash. Can be seen on Schafer 20th Century Shows, Clarksville, Tex., Sept. 21-26 then per route. Contact **MRS. CHARLES OLIVER** 3612 Lafayette St. St. Louis 10, Mo.

WANTED
 Wheel, Jinny & Roll-o-Plane Foremen who can stay. Out late in south Louisiana. Booking Concessions for the big one Danville, Ark. Can use Bucket and Cork Agent.
RAINES AMUSEMENTS
 Paris, Ark., this week; Danville, Ark., next week.

FOR SALE
 Complete Carnival—Six Rides, 15 Concessions, Floss Trailer, complete truck and equipment and No. 1 route. Write **A. T. KING** 11520 McKinley Ave., Tacoma 44, Wash.

Thank You JUNE TATE BLADE
 Sullivan's World's Finest Shows For your new BUICK STATION WAGON PURCHASE.
 "Save Money With Johnny"
JOHNNY CANOLE
 Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

CALL
 SYCAMORE, OHIO, 7-5557
 for **BABY DUCKLINGS**
BARE'S HATCHERY

KIDDIE RIDE OPERATOR
 With Concessions, Etc. For Kiddleland. To Lease Paved Area Across From Largest Montgomery Ward Store in Kansas City. Opening October 1.
HORTON JACQUES, Leasing Agent
 Ward Parkway Shopping Center 8504 Ward Parkway, Kansas City, Mo. (Phone: Emerson 3-2140)

WANT TO TRADE
 #5 Eli Wheel in perfect condition. Late model, steel seats, V belt drive, no bent iron. park operated only. Never on road. For any good Flat Ride (except Tilt). What have you?
H. FREDERICK
 1622 Boulevard Peekskill, N. Y. PE 7-2364

MERRIAM'S MIDWAY SHOWS
 Want Concessions for Cozad, Neb., Sep. 23-24-25; Curtis, Neb., Sept. 26-27 Gothenburg, Neb., Sept. 29-30-Oct. 1 Hershey, Neb., Oct. 2-3-4; West Point Neb., 101 Celebration, Oct. 8-15; eight days on the street. Can use Sno Cone, Crab Joint or small Cookhouse.

AVAILABLE
 Clean high-class NYC-Hollywood type Musical Revue, featuring top name attractions. Phone FA 8-3185, Columbus, Mississippi. Write Warren Wilson, 926 South 28 Street, Birmingham, Ala. 31 years in show business. Have produced shows coast to coast and asented 15 major shows, six circuses.

T. J. McMANUS
 Contact at once.
JOHN VAN DEN BOSCH, JR.
 Attorney At Law Jackson, Tenn. Phone 7-4408

COMING SOON...the Biggest LOW-COST Advertising Program in Many Years!

BUY ONE-GET TWO

POWERFUL SELLING FORCES TO SELL YOUR MERCHANDISE AT A TIME WHEN THE BIG CHRISTMAS MERCHANDISE BUYING IS IN FULL SWING...



The Billboard's

1959 CHRISTMAS MERCHANDISE SPECIAL
and
1959 CHRISTMAS MERCHANDISE REPRINT

Teamed together to form one of the hardest hitting sales programs ever offered this industry

Both Dated and Issued Monday, October 12

FINAL CLOSING DATE—WEDNESDAY, OCTOBER 7



**The Billboard's Powerful Selling "Twins"
Has MORE of EVERYTHING**

MORE

Power to Sell YOUR Merchandise



MORE

News and Features



MORE

Active Circulation



The combined distribution of The Billboard's "1959 Powerful Selling Team" is estimated to be over

***60,192**

which will include—Independent Salesmen—Wholesalers—Manufacturers—Wagon Jobbers—Variety Stores—Concessionaires—Jewelry and Department Stores—Demonstrators—Pitchmen—Premium Buyers and many others.

Merchandise of all types will be in demand, such as—Holiday Merchandise, Big and Small Appliances—Specialties—Jewelry of all kinds, New & Rebuilt Watches—Leather Goods—Religious Goods—Glassware, etc.

NOW is the time to start planning your advertising for the two Billboard merchandise "Buying Guides."

FINAL CLOSING DATE—WEDNESDAY, OCTOBER 7

WRITE, WIRE, PHONE THE NEAREST BILLBOARD OFFICE FOR MORE DETAILS

St. Louis 1, Mo.
812 Olive St.
Chestnut 1-0443

Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5831

New York 36, N. Y.
1564 Broadway
Plaza 7-2800

Chicago 1, Ill.
188 W. Randolph St.
Central 6-9818

***50,000 BILLBOARD CHRISTMAS SPECIAL—10,192 CHRISTMAS MERCHANDISE REPRINT**

BEST MERCHANDISE BUYS

NEW Sensation
Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



\$5.90 Set

- EXPANSION BAND
- BILLFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

- 7-Jewel Watch \$6.90
- 15-Jewel Watch 7.90
- 17-Jewel Watch 8.90

Min. order 6. 25% cash, bal. C.O.D.

SOMETHING NEW

While They Last!

Brand New, Beautiful Jeweled Watches with Expansion Bands in lots of 6... **\$3.95** ea.

Single Watches, \$1 extra. Ladies Watches, \$1 extra. Plastic Gift Box, 50¢

6 ★ ★ ★

Ass'd Watches Elgins, Bulovas, Gruens, etc. Men's and Ladies'

Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50¢ additional. 25% with order, bal. C.O.D. 5-day money-back guarantee. SAMPLE \$8.95

SINGLE WATCHES: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.

Write for Free Catalog

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

FROM MEXICO

DIRECT IMPORTERS

MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • HAND-TOOLED SHOES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for FREE Catalog showing our complete line of unusual and low priced Mexican Hand-Made Novelties.

FLEISCHER & KASNER IMPORT CO.
P. O. Box 3603 El Paso, Texas

You Can't Beat BRODY For Merchandise FAIR SPECIALS

OUR NEW 1959-'60 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

M. K. BRODY & CO., INC.
916 So. Halsted Chicago 7, Illinois
L. D. Phone: MOnroe 6-9520-9524
OPEN SUNDAYS to Labor Day, 9 to 1
—In Business in Chicago for 46 Years—

NATIONALLY ADVERTISED

The hottest line for '59! High style—low prices. All pieces beautifully matched—handsomely boxed. EVERYTHING—nine smart pieces—including dependable watch and expansion band!

Cel-Max Extra!

LADIES' NEW RHINESTONE WATCH

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Order a sample, \$8.95. Yellow or white.

\$7.90

CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR NEW 1959 CATALOG

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

Men's, Ladies', Girls', Boys' and Kiddies' Expansion Photo Idents from \$4.00 dz.
Boys', Girls', Men's, Ladies' Expansion Idents from \$3.75 dz.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

WHOLESALE BUYERS' GUIDE

Gellman BROTHERS

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

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

CELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hamper, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

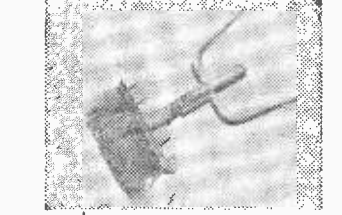
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACMC PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



AUTO VALET

Combination whisk broom and dust pan is specifically designed for cars with recessed floors. Dust pan snaps on and off whisk broom handle. Display available. Retail, \$1.69. Jamick Manufacturing Company, 351 Atlantic Avenue, Brooklyn 17.



POT CLEANER

Plastic mesh pot cleaner with plastic handle comes in assorted colors. Drawstring bag with sponge for utilizing small soap pieces is available for 19 cents extra. Retail, 39 cents; refills, 19 cents. John Jacobson, 303 Fifth Avenue, New York.



PEELER

"Peel King" pares, de-eyes and slices potatoes, pares and slices carrots and apples, shreds cabbage and lettuce, cubes fruit. The tool is said to be incapable of cutting operator. Retail, \$14.95. Cleveland-Detroit Corporation, 5400 Brookpart, Cleveland 29.

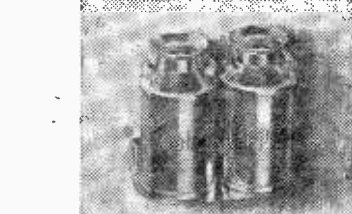


TABLE SET

Salt and pepper set in form of miniature dairy farm cans are made of copper anodized aluminum with caps to keep contents dry and clean. Set comes complete with wall bracket and screws. Retail, \$1. Aluminum Housewares Company, Inc., Ambassador Building, St. Louis 1.

COOKIE CUTTERS

Merchandise contains 30 plastic cookie cutter sets including 12 sets of the Big Six cutters, 12 sets of the Circus cutters and six sets of the No. 106 cutters. Retail, 59 cents for No. 106 cutters; others, 49 cents per set. All sets wrapped in polyethylene. Hutzler Manufacturing Company, 45-36 21st Street, Long Island City 1, N. Y.

SNOW PLOW

Plow cuts 21-inch path in four to five inches of snow. Tubular steel, chrome-plated handle and welded heavy gauge blade with pitch that throws snow off to side on tractor-lug six-inch wheels, oilite bearings. New foot-operated handle lock raises blade and also releases by foot pressure. Retail, \$12.95. Aero Manufacturing Company, Rockford, Ill.

TABLE BARBECUE

"Table Chef" of cast iron with tiled trivet base is 10 1/4 by 7 1/2 by 4 1/2 inches, barbecues hors d'oeuvres to steaks right at the table. Complete with spears, unit weighs six pounds. Retail, \$9.95. William Streeter, 225 Fifth Avenue, New York 10.

SHOES

Imported ribbed rubber sole shoes made of Durilin, the fabric that is said to outwear leather. Water and scuff-proof shoes are available in all men's and boy's sizes. Jules, 273 West 40th Street, New York 18.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

Internal Revenue Service Rules On Sales of Prizes, Premiums

WASHINGTON — Internal Revenue Service has clarified its tax rule on sales of articles by wholesalers to buyers for use as prizes, premiums, advertising or promotion. IRS says the usual retailers' excise tax does not apply to these sales when they are made by a bona fide wholesale firm, but it does apply when a retail outlet makes this type of sale.

In cases where concerns carry on both wholesale and retail operations, the wholesale branch pays no retail excise if it is distinct and "separately identifiable" from the retail operation. The retail branch of the operation must pay the retail excise. One example of separate wholesale operation given by IRS notes that the branch has its own executive personnel, billing, order and sales department, and its records relate only to its own wholesale transaction.

DOUBLE SKIRT Bridesmaid Doll \$51.00 Gross

GOB HAT Heavy Twill \$51.00 Gross

PRINCE HATS Plumes included
Felt .. \$72.00 gr.
Twill .. \$84.00 gr.

CHARLES SHEAR
150 Park Row N. Y. 7, N. Y.
Worth 2-2495
25% deposit required.
Write for Free Price List.

FOOTBALL PRICE LIST NOW READY

WEINMAN'S
Gives You "The Works"
FREE with your order

MEN'S WOMEN'S New Styles

Genuine Watch Movements made into attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

FAMOUS MAKE WATCHES

Choice Lot — 6 for Complete with expansion band. Rebuilt and GUARANTEED like new. Choice selection of new styles for men and ladies. (Sample \$9.95) **\$49.00**

10 FOR Men's new style Elgins and Walthams. Expansion bands included. Guaranteed like new. (Sample \$8.95) **\$69.00**

25% cash with order—Balance C.O.D.

WEINMAN'S
182 S. MAIN ST. MEMPHIS, TENN.

CLOSEOUTS!

10" All Plush Scoffy Dog \$6.00 doz.
24" Taffeta Bear, Bagged \$6.00 doz.
Gigi Poodles, 2 doz. for \$6.00

SAMPLES—48 Pcs. only \$18.00 FOB

Jumbo Plush Floppy Dog \$12.00 doz.
Jumbo Plush Scoffy \$12.00 doz.
26"-40" Taffeta Dolls \$12.00 doz.

SAMPLES—18 Pcs. Ass'd. \$18.00 FOB

Novelty Road Sign Pillows... \$ 7.20 dz.
Tremendous 22" TV Dog... 15.00 dz.
15" Tigers & Leopards... 10.80 dz.

SAMPLES—6 of each... \$16.50 FOB

FREE CATALOG, 1,000 Plush Toys, Imported Toys & Carnival Goods. REPRESENTATION WANTED

ACE TOY 836-A Broadway N. Y. C. WO 6-5627

Send for Your FREE 1959 Jewelry Catalog

CONTAINING

- Expansion and Photo Idents
- Heart and Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

Please state your business.

FRISCO PETE ENTERPRISES, INC.
2048 W. North Ave., Chicago 47, Ill. EVERglade 4-0244

BLASTS MOLESTERS... THUGS! Amazing **TEAR GAS** PENICIL

TOX PROTECTION!

SELLS FAST TO TEACHERS, SERVICE STATIONS, STORES, BAR-CAFE WORKERS, BANKS

Discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Penicil, 10 demonstrators and 3 Tear-Gas Cartridges. Not sold to minors—state age with order. Dept. BB 99

HAGEN SUPPLY CORP. St. Paul 1, Minn.

FRIENDSHIP IDENT RING \$14.40 GROSS

Rhodium & Gold Plate Minimum sold One Gross

Send \$15.00 for Gross, Postpaid P.P.

Salpro Co. 1844 S. 55th Ave. Cicero 50, Ill.

SEPTEMBER 21, 1959

QUICK EXPANSION THE EASY WAY

Op Reminds Locations He's Seeking Additional Bulk Spots—And Gets 'Em

DENVER—Unsolicited requests from location owners for the installation of vending machines have increased steadily during 1958 and '59, according to Jay Shannon, Denver bulk operator, who has approximately 750 machines in this area.

"This happy situation has come about through a planned campaign for placing every machine on location active not only to penny-spend customers but to potential location owners, according to Shannon.

Several years ago he developed a black and green color scheme for machines, applied either by spray gun or paint brush, and using high-gloss, extremely durable marine paints. Shannon goes to extremes in servicing every stop to give the machines bright, shiny,

and eye-appealing, because he knows that sooner or later almost every location can be the basis for another one.

Snowball Sample

"Here is an unusual example," Shannon indicated. "One of my customers told me that a barber, located a few doors away, would like to put in a gum vendor and a peanut vender in his barbershop. When I called the barber, and explained just about what the returns would be, the best spot to locate the machine, how often I would service it, etc., the location owner had a customer all lathered up in his chair.

"We talked quite a bit about the contemplated installation which would consist of three machines, without paying much attention to the shave customer. When the lat-

ter was finished, however, he turned out to be a service station owner located a block away who had no vending machines in his station and had gotten highly interested in the conversation.

"I wound up with four additional vendors offered in this service station and within a month's time, the filling station operator telephoned to say that his brother, operating another station on the other side of the city, was interested in several types of machines, and I made another four installations."

New Locations

Shannon makes a point of reminding every location owner that he is on the lookout for new spots, and backs up his request with the amount of effort which he puts into keeping the current location clean and attractive.

Busy tavern owners, grocers, bowling alley proprietors, etc., can usually be depended upon to remember him when discussing everyday business with their contemporaries and quite often this leads to extra location tips.

FTC Orders Cigar Maker Stop 'Favors'

WASHINGTON — The Federal Trade Commission last week (14) approved a consent order that forbids Bayuk Cigars, Inc., Philadelphia, the maker of "Phillies," "Webster" and other well-known cigars, to pay discriminatory advertising allowances to favored customers.

Bayuk was charged by FTC earlier this year with making payments to some customers but not making them available to all other competing customers on proportionally equal terms, as required by the Clayton Act.

Other allegations were that even among favored customers payments were proportionally unequal because they were based on individual negotiations, and that one customer exclusively was paid about \$700 a month for advertising the company's cigars on book matches.

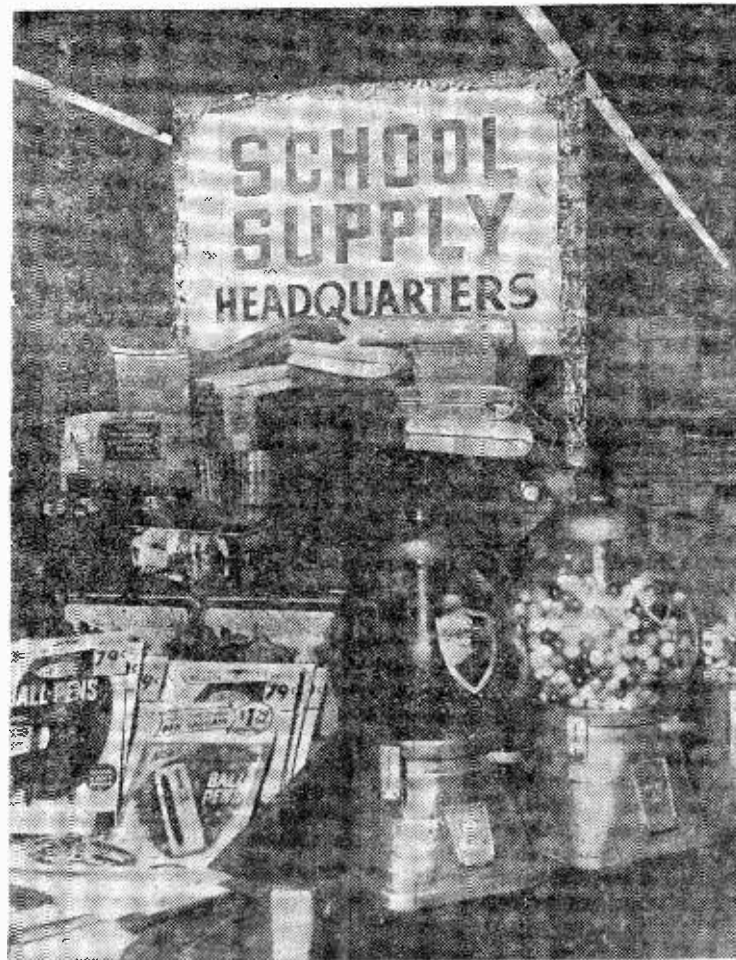
Bayuk's agreement to abide by the Clayton Act when paying allowances, according to FTC, is "for settlement purposes only and does not constitute an admission that it has violated the law."

S. C. Vending Tax To Be Enforced

COLUMBIA, S. C.—The law requiring a license to operate vending machines will be strictly enforced beginning Monday (21), according to official announcement by the South Carolina Tax Commission.

A spokesman said the commission resumed enforcement of the license tax on coin-operated devices on August 19, after the levy went unenforced for a time. But up until now tax agents have made few cases against those not able to show the required license.

"Enforcement of the license tax was suspended for a time because of confusion over who should pay it," the spokesman explained. "But the tax commission has since ruled that the persons in whose places of business the device is located, the persons maintaining the machines and the owner of the machine can all be held liable," he added.



SCHOOL'S IN SESSION! Just a reminder to bulk vending operators to check out school supply stores and other kiddie-frequented spots in their area for potential new locations. Operator at the location shown above has a row of vending units right on the school supplies counter of a supermarket.

LOCATIONS CO-OPERATE

Globe-Changing System Saves Time & Trouble

PHOENIX, Ariz.—Walter Gray, veteran bulk operator here, gets a sort of co-operation from location owners which operators dream about.

A busy distributor, as well as an operator, Gray would suffer from "distance problems" if it was not for the unusual co-operation he gets from location owners. Like many operators in the sparsely settled Southwestern States, Gray has 100 machines in El Paso, Tex., which is some 450 miles from Phoenix.

Whereas servicing the machines was a no serious problem when he was exclusively an operator, his distributing business demands enough of his time that he can't

jump back and forth between the two cities as he once did.

However, Gray has found that he can "get by" thru servicing his remote machines only once every six weeks.

His decision to spread out collection calls over so long a period of time was based entirely upon long-established goodwill over his entire route. For an example of the high regard which location owners have for the tall ex-Texan, he has 500 machines operating at a 20 per cent commission in Phoenix, where the average is 25 per cent and often more.

Despite the fact that the Arizona city is near the saturation point

(Continued on page 92)

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Con-verted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. of Mdse.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns, 1¢ or 5¢ B.G. of Mdse.	10.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.59
Hershey's	.47

Rain-Blo Gum, 60 ct.	.30
Malt-ette, 100 ct., per 100	.37
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain-Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/2 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L.O. 4-6467

GIVE TO DAMON RUNYON CANCER FUND

Northwestern
1909 - 1959
GOLDEN '59

IT'S BETTER HERE

IT'S BETTER THERE

IT'S QUITE A BIT BETTER EVERYWHERE

50 years of vending dependability is the operator's answer to all location needs.

Contact your distributor for information and prices on Golden '59 and other Northwestern machines, stands and parts.

THE NORTHWESTERN CORP.
2991 Armstrong St., Morris, Ill.

SANDY MOORE, PENNSYLVANIA, INC.
Exclusive Wurlitzer Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

ANNOUNCES A NEW SUBSIDIARY

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Name

Company

Address

City Zone State

Type of Business Title

Civic Clubs Support Kentucky Op Route

LEXINGTON, Ky. — H. D. Harris, who has 1,700 bulk machines operating in Central Kentucky, has a working agreement with Lions and Kiwanis Clubs throughout this area.

The clubs are given 20 per cent of the gross for securing locations. Store owners, factory owners and merchants furnish the locations without charge as a service to the clubs.

Harris provides the machines, does the servicing and pays for the liability insurance that covers any injury that might occur to a person operating a machine.

Harris has Lions Club and Kiwanis Club-sponsored machines in Bardstown, Bloomfield, Lawrenceburg, Versailles, Shelbyville, Frankfort, Midway, Paris, Georgetown, Powell County, McKee, Berea, Richmond, Lexington, Wilmore and Harrodsburg.

The veteran operator stresses regular servicing as a must in the business. This consists of (1) keeping machines clean, (2) loaded with fill, and (3) repairing broken machines immediately.

Harris has 17 years' experience in bulk vending, starting in Fort Worth, Tex., with 50 stamp machines. He increased his route to 450 with the addition of gum, nut and candy penny machines, then

sold out in 1947 and moved here. He signed a franchise with the Hart Gum Company, later purchased by Leaf Gum. The Kentucky route rose to 2,300 machines, but he cut down to his present number to ease the work load.

Harris practices multiple vending with the number of units on location ranging from one to nine. He



H. D. HARRIS

feels this saves him expenses. He strives to have fill in at least one machine at each spot all the time. For economy sake, he thus has as many as nine machines at one location to cut servicing trips.

Every machine, regardless of its location, gets a complete servicing once every six weeks, others as often as once a week.

Harris keeps a route card for every machine operated and any machine not earning its keep is removed from location.

Coins a Hobby

With literally thousands of coins going thru his hands each month, Harris took up a hobby that complemented his work—that of coin collecting. As a result of 10 years of coin collecting, Harris has become a coin dealer on a limited scale and advertises in some of the coin collector trade papers.

Harris is also a fisherman and hunter. He has a fine collection of guns and won three trophies for casting 3/8-ounce and 5/8-ounce lures at sportsmen's contests in Tennessee and Kentucky.

Handy with tools, Harris made a den and recreation room in the basement of his home, doing all the work himself, including putting in a tile floor and paneled walls. From the walls hang his collection of guns. At one end of the den is still another collection—old-fashioned whisky bottles.

The Kentucky operator is a 32d Degree Mason, a member of the Methodist Church, and is married to the former Trula Mae Atwell.

System Saves Time, Money

Continued from page 91

from the standpoint of venders, Gray has had less than a dozen location owners ask him to increase the commission.

Places Larger Heads

Goodwill such as this made it possible for Gray to continue his 500-unit route in El Paso. First, he converted all machines over to nine and one-half-pound heads, which means that the machines will empty far more slowly. Then, he kept a watch on the machines for a period of several months, and found that even with the nine and one-half-pound head some of his machines would empty in three or four weeks.

The answer to this problem was simple. Gray collared his location owners one by one, and asked them whether they would be willing to change heads on the machines themselves if he left a replacement head, already packed, and the necessary tools. Nine out of 10 of the location owners agreed that they would, indeed, be willing to tackle the chore, and Gray took a "double load" to El Paso on his next visit and drilled location owners on the proper routine for head replacement.

"Of course, this isn't a blanket policy," the Phoenix operator said. "I left the filled globes only with those location owners whom I have known for years, can trust thoroughly and have no butter-finger tendencies. The idea has worked out fine in combination with a postcard which I send about half way thru the six-week period, reminding them to check the machine."

Weighing Ceremony

One of the reasons why Gray gets such co-operation is the fact that he weighs out the coins from his machines in the location owner's presence as a rule, and gives the location owner a choice of a check, currency or his split in pennies. Since 90 per cent of his locations are in food stores, where pennies are a perennial nuisance, he has yet to find a location owner who refused to accept the coppers. This sort of operation, making a definite "ceremony" of the scale weighing of the coins has endeared the Phoenix operator to his food store owners.

Another point which Gray has made is that any location owner, in a remote area, is entitled to telephone collect to notify Gray when a machine empties. While such calls are costly, they build up a business-partner relationship between the location owner and Gray which translates to better care of the machines.

Now Gray can put off his El Paso route servicing operations to

six weeks at a time, secure in knowledge that no location suffer because of the delay

VICTOR'S Sextette

A terrific money-maker in those Supers and Chain stores.
The New Modern Key to Successful Bulk Vending.

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THE 4-UNIT BI-LEVEL STAND**

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I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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We handle complete line of machines, parts & supplies.

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Bright Colored Plastic 100 Series only 95c per M in drum lots
Vacuum Plated 200 Series, \$1.85 per M in drum lots
Vacuum Plated Western Rings, \$1.85 per M in drum lots

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Send \$1.00 for complete samples. Over 100 new items.

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About 110M per drum

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World's Largest Selection of Miniature Charms.
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Be in line with TV and Movies!
Popular with all kids.

NEW 6 SIX-SHOOTER THAT WILL NOT JAM

Plastic (assorted colors) ... \$2.75 per M
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SHERIFF, MARSHALL, RANGER
Vacuum Plated ... 8.25 per M

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Vacuum Plated ... 7.00 per M

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Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

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Acorns 5c	\$10.50
Northwestern Jets 1c Jumbo B/G	8.95
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Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case.

ORDER TODAY
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WEIGHT 1c AND HOROSCOPE 5c

No cards, capsules or tickets to buy.

FULLY AUTOMATIC
All you do is collect the money

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\$20 deposit puts it to work for you

Order or write for details.

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Send more details Send scale
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Coinmen You Know

Detroit

By HAL REVES

Art Hebert, manager of the Detroit office of Miller-Newmark Distributing Company, has been vacationing at an undisclosed lake, spending his time relaxing. Orville Bolier, sales-manager of the Grand

Rapids branch, came to town to take charge of operations in Hebert's absence, returning from his own vacation, which was divided between moving into a new home, and a round of golf, fishing, and boating.

Carl Angott, head of Angott Distributing Company, returning from a three weeks' vacation at his cabin in the Upper Peninsula near Manistique, reports that business is showing a very fine pick-up with good prospects for fall. The Angott family vacationed with him, including his sons, William and Carl Jr., both of whom have joined the business as partners, and his daughter, Judith, who has recently joined the staff as bookkeeper.

Linden F. Bush, associated with Fabiano Sales and Service since he sold out the Bush Music Company to that firm a year and a half ago, is also operating a background music business as the Bush Record and Sales Company.

Frank R. Fabiano, head of Fabiano Sales and Service, has been devoting much of his time to fighting the ASCAP bill thru meetings and other activities in his capacity as president of Music Operators, Inc. He also sounds the optimistic note—"Business is on the upgrade. We are looking forward to a big pickup this coming fall."

Herbert E. Payne Jr., formerly with Music Systems, Seeburg Distributors, and now sales manager of Contemporary Music, Inc., rating background music system, is Potentate of Moslem Temple of the Shrine, which is preparing to produce the famed annual Shrine Circus in the State Fair Coliseum. Contemporary Music, with headquarters in Ypsilanti, is headed by James Davis as president.

Trio Vending, located in the north end suburb of Oak Park, has been formed to take over the music box operations of the Fisher Music Company, both formerly in Detroit. Owners of the new firm are Gordon Fruitman, who had Gordon Music, and Aaron Katzman, who was a partner in Fisher Music. Louis Fisher, founder and senior partner in Fisher Music, who has incidentally been away vacationing during this hot spell, is operating tube testing equipment. Incidentally, plans are under consideration for revival of the Gordon Music name.

Frank Alluvot, operator of Frank's Music since 1930—one of the largest games and juke routes in the territory—thinks that competition between operators in the Detroit territory is about the most intensive to be found in any city in the country. . . . Johnny Marklin, serviceman for Frank's Music, has been spending his vacation right around town, seeing the sights of Detroit.

Frank R. Fabiano, head of Fabiano Sales and Service, commutes each week clear across the State to his home in Buchanan, near Lake Michigan, arriving back in town Monday morning.

Alex Friedenberg, owner of the Frye Amusement Company, will also continue indefinitely to manage the Frye Coin Machine Company, amusement game route establishment by his late brother Charles, for the latter's widow, Mrs.

Evelyn Friedenberg. Alex Friedenberg reflects the viewpoint of typical games operators in this area, that the present low play on machines is unlikely to improve substantially until there is a real improvement in employment conditions locally. Figures indicate that 60,000 or more families have moved out of the area, and many more are out of work, creating a big vacuum in the market.

Memphis

By ELTON WHISENHUNT

Drew Canale, Canale Amusement Company and Service Amusement Company, was on a vacation at a big national park in Kentucky last week with his family. He deserves a long rest after the hard work of directing an election campaign. . . . Edward H. Newell, Ormatt Amusement Company, enjoyed a vacation with his family on an island off the Georgia coast, also in Florida for swimming and deep sea fishing. He caught some big ones, too.

Newell, incidentally, left last week to take his daughter, Linda, 18, to Southern Methodist University at Dallas, where she is enrolled as a freshman. Newell says his music route is doing good business, expects even greater collections for the fall season and probably one of the best years in some time.

Clarence A. Camp, president of Southern Amusement Company, a ball of fire in many enterprises (juke box operator, distributor, coin operated hobby horses, official of stock car racking track, et al.) has made a success at background music. He has 125 locations now, will expand into something big soon. He has a franchise for FM receiver sets for the Mid-South, will use WMC-FM radio music (not available to the public), which the receivers pick up on radio beam.

Camp, by the way, has the most glamorous secretary of any operator in town and is trying to figure out how to keep the wolves away. It's amazing how many visitors call now that Mary Louise Hickman, 18 (nickname Lesa), is there

Little Rock

By ELTON WHISENHUNT

News from operators about Arkansas: Arlie Turner, Turner Amusement Company, Harrison, in the Ozark Mountains, reports the best tourist season ever at his resort town, which brought a big increase in collections on his route. . . . James Akers, Akers Music Company also at Harrison, is at work getting most of his route on dime play. He had some of it on dime, had to go back to 5 cents and is now getting needed co-operation for dime play.

Bill Adams, Ozark Vending Company at Batesville, recently got his route cleaned and oiled and put new records on for an anticipated big fall business. . . . Warren Smith, S & D Amusement Company, Hoxie, was seen unloading some new games; he reports they carried him thru the summer.

Edward Boyce, Boyce Amusement Company, Bald Knob, has opened his second coin-operated laundry. He also reports he has ordered two-way radio systems for his four vehicles to expedite serv-

(Continued on page 94)

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"LI'L LEAGUER"



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THE MACHINE THAT GIVES
Premium Stamps with Every Purchase

FREE STAMP BOOKS SUPPLIED

The most revolutionary idea in the vending business. Kids save the stamps just like Mom get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.

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OPERATORS VENDING MACHINE SUPPLY M. J. ABELSON Phone AT 16479
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WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

THE COIN COUNTER YOU CAN COUNT ON



MEASURES PENNIES NICKELS • DIMES • ALL ON ONE COUNTER

ONLY \$1.25

Calibrated for accuracy. No need to count individual coins. Eliminates clumsy fumbling. Die-stamped of durable, lightweight sheet aluminum; non-breakable.

- FEATURES:
- SPEEDY—By actual test saves 63% of counting time.
 - ELIMINATES open public display of coin handling.
 - GIVES business-like appearance to money counting.
 - DETECTS bent coins and slugs through slotted side.

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- EASTERN ELECTRIC CIGARETTE,
10-Col., all coin, 25c & 30c . . . \$75.00
- NATIONAL 9-M CIGARETTE,
25c & 30c . . . 85.00
- 8-COLUMN CRUSADER,
25c & 30c . . . 57.50
- 8-COLUMN PRESIDENT,
25c & 30c . . . 50.00
- 8-COLUMN DIPLOMAT,
25c & 30c . . . 65.00
- CONVERSIONS,
(30c to 35c) . . . 7.50
- 8-COLUMN STONERS,
(pre-war & post-war)
- 6-COLUMN STONERS,
(pre-war & post-war)
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

The Northwestern
GOLDEN '59
is your best buy

H. B. Hutchinson, Jr., says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

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\$25 DOWN

Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by

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Manufacturing Company

4541 W. Lake St. Chicago 24, Ill.

Est. 1899. Telephone: Columbia 1-2772

Cable Address: WATLINGITE, Chicago

COINMEN YOU KNOW

Continued from page 93

ice calls, and he expects the equipment to be paid for in three years on what his men would use making phone calls. . . . E. V. Womack, Womack Music Service, Jonesboro, is sporting a new Buick; he reports business is good.

E. J. Mafouz, Mafouz Company, Stuttgart, has had another stroke of misfortune. He recently returned from the hospital for treatment of a rare blood disease and had a blood transfusion of eight pints. He got bad wreck injuries last year and a fire destroyed his home.

Sam Torjusen and Virgil Boyd, B & T Amusement Company, Blytheville, are expecting a big fall business. Both have recently purchased new Cadillacs, an indication that business has been good all year so far. They report a big cotton crop will up business even more, and indications now are for the biggest in years. . . . Mrs. E. L. Elbin, Paragould Music Company, likewise expects a good fall. Charles Cole, Melody Music Company, recently renovated his route.

Samuel Eppy & Co., Inc.

91-15 144th Place, Jamaica 35, N. Y.

Plan Campaign To Up Canada Candy Sales

TORONTO — An all-out campaign to boost Canadian consumption of candy products is planned by the Confectionery Association of Canada.

The association has concluded that Canadians don't eat "enough" candy, and will employ promotion, advertising, public relations and research to remedy the situation.

Per capita consumption of candy, the association has found, was almost static in the last two years, and what candy was consumed was not all Canadian. Canadian candy accounted for only 12.02 pounds of the 13.94 and 13.68 pounds consumed per capita in 1958 and 1957, respectively. And, according to George McVitty, Toronto, general manager of C.A.C., "the entire increase in 1958 over 1957 went to imported candy."

McVitty suggested the slogan of the association's planned campaign should be "Eat More Canadian Candy."

C.A.C. condemned what it called a discriminatory sales tax on confectionery. The levy has been increased in spite of the association's petitions for removal of the tax. The tax jumped from 10 to 11 per cent at the last fiscal budget. The industry, McVitty said, would continue its efforts to have the tax removed entirely. C.A.C. also pledged to work for government action on import quotas of confectionery, particularly on British firms. Greatest competition for domestic candy makers comes from

the United Kingdom, C.A.C. feels. New officers elected during the C.A.C. meeting were: Sidney J. Smith, of William Neilson, Ltd., president; G. O. Nichols, of Rowntree Company, Ltd., first vice-president; E. L. Otto, of Moirs of Halifax, Ltd., second vice-president.

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings.

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . 27¢ lb.

Chicle Ball Gum, 130 ct. . . 35¢ lb.

Chlor-o-Vend Ball Gum . . . 40¢ lb.

Chlor-o-Vend Chicks, 320 ct. . . 40¢ lb.

Chicle Chicks, 320 & 520 ct. . . 36¢ lb.

Bubble Chicks, 320 & 520 ct. . . 38¢ lb.

Tab (short stick) 100 ct. . . 38¢ box

5-Stick Gum, 100 packs . . . \$1.90

F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS

35 years of manufacturing experience.

4th & Mt. Pleasant • Newark 4, N. J.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

Fill in coupon, clip and mail to:

SIDMOR VENDING CO.

2137 Fifth Avenue Atlantic 1-2540 Pittsburgh 19, Pa.

We handle complete line of machines, parts & supplies.

Philadelphia

By GEORGE METZGER

Coinmen in the Philadelphia area are continuing to do good acts without trying to get publicity for it. . . . David Rosen, president of the firm that bears his name here, has awarded a four-year scholarship to Tommy Rosa, eight, of Miami, for being chosen the outstanding baseball player in a game between Police Athletic League teams from Miami and Philadelphia in the latter city on September 4. When he is old enough, Tommy, who is a switch-hitter, will attend the University of Miami. . . . The Amusement Machine Operators of Philadelphia has donated a 200-record juke box to St. Vincent's Orphanage in the Tacony section of Philadelphia. It is one of the many times this coinmen's organization has made such a donation to orphans.

Venders Protest Proposed Boost In Denver Fees

DENVER — Proposed changes in this city's existing permit, license and inspection fees and addition of new fees were opposed by vending machine traders before the City Council.

The proposals would up fee costs for owners of penny vending machines as well as operators of cigarette and beverage machines.

Vending machine representatives told the council that the proposed fee hikes might raise the price of cigarettes here five cents—from 25 to 30 cents. And bulk operators told the Council that the new fees would force them out of business.

VICTOR'S

5-STAR BABY GRAND

- * Capsula 5¢ or 10¢
- * Rocket Charms, 5¢
- * Ball Gum & Charms, 1¢
- * Chicle Treats, 2 for 1¢
- * 100-Count Ball Gum, 1¢

\$13.95 Each

Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of:

- CAPSULES ● MACHINES
- CHARMS ● BALL GUM

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.

1784 N. Decatur Road, N.E. Atlanta 7, Ga.

Phone: DRake 7-4300

NEW! 10¢

BALL-POINT PEN VENDOR

- REQUIRING NO TUBES
- TERRIFIC ACTION
- RETRACTIBLE BALL-POINT PENS — GUARANTEED

PRICES

PENS: 6.00/Gro. (In 25 gro. quant.)

VENDOR UNITS: 1-25 / 17.50

OVER 25 / 15.00

PLASTIC PROCESSES INC. 83 HANSE AVE. FREEPORT, N. Y.

Abe Witsen, president of the Scott Crosse Corporation, took his vacation at Cape Charles, Va., right after his son, Bill, assistant secretary of the firm, returned from his two weeks of "leisure." Only Bill hopes his dad has a better time than he did. The younger Witsen spent his two weeks drilling at camp with the Army reserves.

Larry Ash, of Active Amusement Machine Company, is the latest bachelor along Coin Row to fall by the wayside. He was married to the former Joan Isenberg on August 16. The couple honeymooned in the Caribbean.

Free Structure

Proposals would double permit fees from \$7.50 to \$15.

J. Glenn Donaldson, Denver attorney representing the Colorado Automatic Merchandisers Association (cigarette vending), said such a fee would produce only \$10,975 in added city revenue, but would cost cigarette purchasers \$390,000 more a year (if the 5-cent boost was effected), and the industry \$240,000 to convert or replace its 25-cent operated machines. "How absurd can we get?" Donaldson asked the Council.

HELP YOURSELF TO MORE VENDING PROFITS VEND

Get Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

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2124 MARKET STREET PHILADELPHIA 3, PA.

SAMUEL KOPF, Pres.

Appointed

DISTRICT DISTRIBUTOR

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VICTOR VENDING CORP.

machines, parts and supplies in the states of

PENNSYLVANIA NEW JERSEY

Twin Cities

Jim Christiansen, operator of Jim's Record Shop is St. Paul, a one-stop, vacationed in Winnipeg. . . . Don Leary, of Don Leary's, Inc., record store, says that business is "about 100 per cent better" since he moved into his new store at 223 East Hennepin.

Melody Music City, an expansion of the former Melodee Record Shop, opened its new record supermarket at 700 Hennepin recently. The store has 3,500 air-

conditioned square feet of space and separate departments for musical preferences. There also is a balcony showroom for phonographs and stereo equipment.

Norman Pink, general manager of Advance Music Company, Minneapolis, has been given added duties as general manager of Midwest Automatic Photo Company, it was announced by Dan Heilicher, an official of the two firms. New personnel also has been added to the staff of Midwest Automatic Photo, Heilicher said.

VENDOR

Vend Magazine

2610 Patterson St. Cincinnati 22, Ohio

1 year \$5 3 Years \$11

Payment enclosed Please bill me (Foreign rate, one year, \$10) 810

Name

Address

City Zone State

Occupation

Your ticket to

SALES RESULTS—

the advertising columns of

THE BILLBOARD!

VICTOR NAMES VEEDCO IN EAST

PHILADELPHIA—Veeco Sales Company, 2124 Market Street here, has been named district distributor for Victor Vending Corporation, Chicago, in Pennsylvania and New Jersey. Veeco is headed by Sam Kopf.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of September 14)

Table with columns for High, Low, Mean Avg. prices for various machine categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists specific models and their corresponding price ranges.

CONGRESS ADJOURNS; TAKES NO ACTION ON PIN BAN BILLS

WASHINGTON—The first session of the 86th Congress has adjourned without taking action on various proposals that would outlaw gaming pinballs.

The proposals, authored by Sens. Frank Church, (D., Idaho), Warren Magnuson (D., Wash.) and Rep. Oren Harris (D., Ark.) differ somewhat in phrasing, but all would ban shipments of gaming pinballs in interstate or foreign commerce. (The Billboard, June 22, July 13.)

The Church and Magnuson bills were sent to the Senate Commerce Committee for study, but that group was so tied up with other matters, it did not have an opportunity to take action on the proposals. Same held true for the Harris bill, which was sent to the House Commerce Committee.

There is a possibility, however, that action may be taken on the bills when the second session of this Congress reconvenes in January. If the second session does not act on the proposals, the bills would automatically die and have to be re-introduced when the 87th Congress starts up in 1961.

200 Attend Convention Of Virginia Juke Ops

RICHMOND, Va.—More than 200 persons, 100 of whom were operators, attended the first annual convention of the Music Operators of Virginia at the John Marshall Hotel here Friday and Saturday (11-12), as all major manufacturers of automatic phonographs displayed their wares.

Speakers included Mayor A. Scott Anderson, of Richmond; Wilbur Walker, administrative assistant to Governor Almond; Nick Allen, legislative counsel for the Music Operators of America; W. Hobart Booth, member of the West Virginia Legislature, and J. K. Hutzler, MOA director from West Virginia.

Also speaking were the following manufacturer representatives: A. D. Palmer, Wurlitzer; Roy Cramer, United; Art Daddis, AMI, and Jack Gordon, Seeburg.

The following distributors had

booths at the show: Roanoke Vending Exchange (AMI), O'Connor Distributing (Wurlitzer), Double-U Sales (United), General Music Sales (Rock-Ola), Musical Sales (Seeburg), and the Wico Corporation, Chicago parts distributor.

The sessions opened with a forum which covered dime play, stereophonic music and performance royalty fees. General business sessions were held both days.

The convention wound up with a cocktail party and annual banquet, featuring a fast-paced variety show and recording talent. MOV officials said that the affair would be an annual event.

MOV officers were John D. Chandler, Richmond, president; Harry Lubman, Petersburg, first vice-president; B. E. Martin, Portsmouth, second vice-president, and Robert Minor, Richmond, secretary-treasurer.

Milwaukee Operators Conduct Brain Storming Conference

MILWAUKEE—A brain-storming session Monday (14) at the Ambassador Hotel here netted numerous ideas for promoting and building the Milwaukee Phonograph Operators' Association. All of the area's music operator's were invited to attend as guests of the Association.

More than 40 coin machine operators attended the cocktail hour and dinner which preceded the meeting. Harry Jacobs Jr., United, Inc., was the head of the arrangements committee. He was aided by Les Reder, L. R. Distributing Company; Bob Puccio, P. & P. Distributing Company; Erv Beck, Mitchell Novelty Company, and Ken Kulow, Kendou, Inc.

The association was organized about a year ago. Membership cur-

rently represents operators of approximately 75 per cent of all the area's coin machines on location. Most of the major concerns here have joined. Main purpose of the meetings was to encourage more of the smaller operators to join the ranks.

95 Per Cent Goal

"We're not unhappy about our membership totals," claimed Sam Hastings, president of the group, "but we are anxious to improve it, if possible. We are now striving for at least 90-95 per cent of the Milwaukee operators."

Among the suggestions presented from the floor were these: A questionnaire should be worked up and sent to all operators in the terri-

Continued on page 102)

MUSICAL APPETIZERS

Waitresses Pitch Stereo Juke Fare at New Restaurant Spot

DENVER — One of Denver's most enthusiastic boosters for stereo juke boxes is Dewey Dutton, owner of Tops Restaurant on North Federal Boulevard here.

Dutton takes an average of \$65 per week from a stereo installation in his small, 90-seat restaurant. Open 24 hours a day, the restaurant made its bow in early May, and features quick "family service" on popular-priced chicken, veal cutlets, shrimp, ground beef and other standbys.

The Denver restaurant operator has a real sense of humor, as reflected on a neon sign on the side of the building which points out "We Never Close—Open 24 Days a Week, 7 Hours a Day."

Juke Box in Mind

When Dutton was planning the restaurant he kept the juke box in mind as an important contribution to over-all volume, and provided space for the installation of stereo speakers, high in the walls on four sides of the dining room.

N. Y. Ops Challenge \$25 Juke Box License Fee in State Supreme Court

By REN GREVATT

NEW YORK—A test case has been filed in Supreme Court, New York County here, against the City of New York and various of its elected officials with the aim of determining the legality of the recently imposed New York City juke

box tax. Specifically, the case attacks the constitutionality of the so-called Local Law No. 50, which became effective July 1, 1959.

The case has been filed in the name of Lincoln Service, Inc., a juke box operating firm, the head of which is Albert S. Denver, who

is also prexy of the Music Operators of New York. The complaint notes that the plaintiff brings the action in behalf of itself and others similarly situated (i.e. all other operators within the City of New York, whose boxes are all subject to the \$25 annual tax).

Basis of the current action is the alleged discriminatory nature of the law, which has the effect of singling out juke boxes alone for the tax, while other coin-operated devices have not become so subject. It is claimed that the new law is "in violation of the applicable provisions of the Constitution of the United States and the Constitution of the State of New York."

It is charged that altho Mayor Robert F. Wagner requested authority and power to impose a tax on all coin operated devices and altho the State Legislature passed an enabling act on April 13, 1959, authorizing the City of New York to impose the tax on all coin devices, both the Mayor's request and the legislation passed by the State of New York were ignored. Instead, the law, as it was finally enacted, was based on a 1947 enabling act, which has allegedly since become obsolete and is no longer in full force.

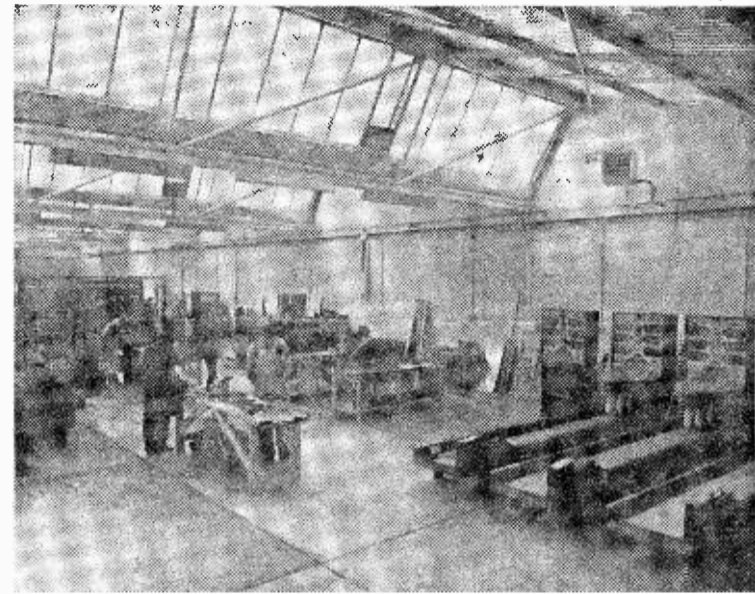
It's charged further that the local law was based on the 1947 statute to justify the singling out alone of juke boxes for taxation while other coin-operated devices remained free of the tax.

It is also charged that the law imposing the tax on juke boxes amounts in effect to double taxation, since operators of juke boxes in New York City are already subject to the provisions of the Gross Receipts Tax which is, as the complaint notes, "a tax for the privilege of carrying on or exercising for gain or profit within the City of New York businesses operated by the plaintiff and others similarly situated."

The complaint also charges that the imposition of the tax under local law "so substantially affects

Continued on page 102)

Chi Coin Enters Output Of Games in Ireland



IRISH FACTORY at Shannon, Ireland, is in production on Chicago Coin Machine games. A new corporation, International Dynamic Industries, Ltd., has been set up to manufacture the full line of games designed by the Chicago game organization. View above shows a portion of the factory, now at work on ball bowling games.

CHICAGO—International Dynamic Industries, Ltd., a newly formed corporation controlled by Chicago Dynamic Industries, Inc., here, is now making Chicago Coin Machine bowling games in Shannon, Ireland.

Sam Wolberg, Chicago co-head, announced the move last week.

Distribution of games from the Shannon factory will cover the United Kingdom, Europe and the British Commonwealth.

Wolberg said the factory is currently concentrating on ball bowler output, but will eventually produce all of the Chicago Coin line of games—including shuffles and guns

Continued on page 102)

Stout Charges Record Mfrs. With Stalling on Stereo Disks

CHICAGO — Gordon Stout, Pierre, S. D., juke box operator and a member of the board of directors of the Music Operators of America, has charged the record industry with failing to live up to its responsibilities in providing stereophonic music for the automatic phonograph industry.

In a sharply worded open letter to the record industry, Stout accused the disk manufacturers of stalling after making glowing promises about the future of stereo. The complete text of Stout's letter follows:

"This is a plea for help to get the phonograph people on their job in the field of stereophonic sound singles record production. I am making this plea in behalf of the entire juke box industry as well as for myself.

"I am getting out of patience with the obvious stalling and still almost nil production in this field after all the glowing promises that were made and are still being made about the future of stereo.

"I refuse to accept the suggestion that lack of distributor dealer demand for stereo in the singles field has been holding up production.

Likes Sound

I like this new stereophonic sound. I started placing new stereo juke boxes on my better locations as soon as they were available. While at first but a few test records, old classics and such were all that was available in the new sound. I found that even the Hi-Fidelity recordings sounded better

when played on the new dual amplification and separated sound machines. For that reason I kept right on changing to the new stereo sound. I now have 70 of these new

(Continued on page 108)

N. Y. State Assn. To Hold Annual Meet in Albany

ALBANY, N. Y.—The Dewitt Clinton Hotel here will be the scene of the third annual meeting of the New York State Coin Machine Association next Thursday (24). The session will get underway in the main dining room at 4 p.m.

In a notice sent to members, treasurer Amelia McCarthy, took note of the growing strength of the organization and of the need to "co-ordinate all efforts to stem the tide of bad publicity and subsequent discriminatory legislation."

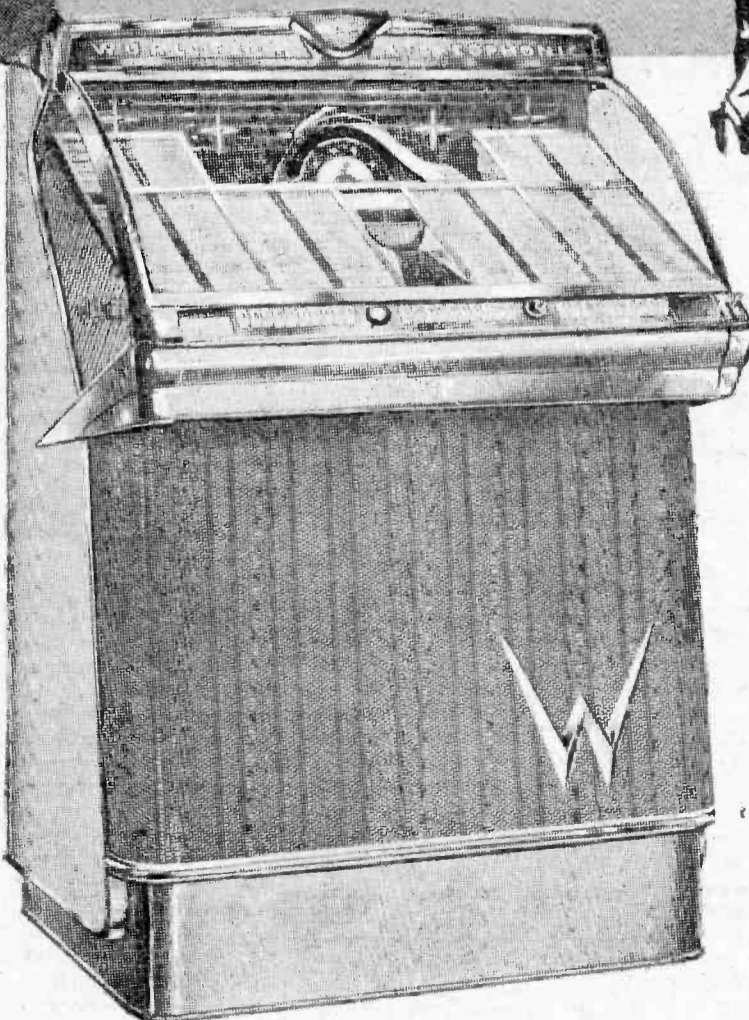
(Continued on page 108)

(Continued on page 105)

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Background Music: Reports From 6 Markets

New York Report

By REN GREVATT

Operators in this territory are at considerable variance with regard to the background music business. Some have apparently given little thought to the matter and in fact seem unversed on the various systems now available. On the other hand, one operator from up-State New York, hailed the welcome guaranteed monthly income made possible by location background systems.

Saugerties operator, Tommy Greco, who is also the current head of the New York State Coin Machine Association, described one of his background locations at the Sloatsburg Hot Shop servicecenter on the New York State Thruway.

"It's really a de luxe set-up," said Greco, "and it's stereo besides. We have 32 speakers and they are in every part of the place, including the main dining room, the kitchen and even the ladies' rest room. I'm probably one of the few operators who has ever made a (stereo) installation in a lady's room.

"We are using a Seeburg 200 selector unit installed in the basement and we use the Seeburg record library exclusively. Each month we put on 25 new records. The records are leased from Seeburg and our total annual fee for the records comes to \$205—an \$85 introduction fee plus \$10 a month for the leasing of the records. The \$205 covers all royalty costs to ASCAP and BMI and we get \$85 a month from the location for the service. So our gross on the unit for a year is \$1,020. And the income is guaranteed. You don't have to depend on juke box plays and you are not always at the mercy of any other factors or variables."

Greco is also maintaining two other background music set-ups in the Thruway servicecenters at Malden and Ulster, which lie between Poughkeepsie and Albany. These are not stereo, however. "They are older Seeburg hideaway units and we put strictly EP's and no vocals on these units," said Greco. "The cost to the location on this service is \$1 a day. We also have juke boxes in both locations but they are in other areas and don't conflict. Frankly, we are very enthusiastic about the value of background music and we have hopes of moving into new locations like motels, hotels, factories and business offices in our area. The new Seeburg system with its 16 $\frac{2}{3}$ r.p.m. records is perfect for these types of locations."

Al Koondel of Empire Automatic Music in Brooklyn, likes the background music idea but feels that it's an extra burden for the already hard-pressed big city operator. Moondel feels that the background music idea tends to attract people who were never in the juke business. In effect, he feels it's a separate field.

Westchester County operator, Seymour Pollack, has several background units in use on a rental basis. In one location, Pollack has a 200 selection machine programmed with EP's. "I feel that many locations can use both background music and coin-operated boxes," Pollack remarked. They can easily work in conjunction with each other. The background systems can be timed to play for specific periods of the day and evening or they can be set to play for 20 or 30 minutes on and the same period off, which gives the box a chance to collect some plays. You can also employ a cut-out device on the juke box. When the coin is inserted in the juke, it activates a switch which cuts out the background system while the record on the juke is playing."

Joe Connors of Automatic Music Company feels there is a place for the background music principle, but points out that a hideaway juke box which plays automatically from the basement of a location can often be just as satisfactory as one of the newer types of background units.

Another New York City operator, Charlie Bernhoff, takes the opposite view with a statement to the effect that locations don't need background music as such on a rental or sale basis. "Why should they pay a monthly fee, when they can get great background music on FM and even AM radio today," Bernhoff noted.

Philadelphia Report

By GEORGE METZGER

Operators in Philadelphia have not entered the background music field and do not plan to.

This conclusion was drawn after a dozen of the top ops in the city were contacted and not one of them even had the slightest intention of entering this field.

"We'll leave that to the specialists," most of them replied. The specialists are those firms which pipe music into offices and factories through telephone wires and such.

Another popular method of providing background music in this area (especially in doctors'

Memphis Report

By ELTON WHISENHUNT

One operator and one distributor in Memphis have gone into the background music business successfully and one is thinking about it, but the other approximately 20 operators say they will stick to phonographs.

A survey last week disclosed that the only locations the new mushrooming background music business is cutting into are the swank, plush restaurants, most of which use background music.

Other than that, juke box operators have not been hurt by background music. Main reason, they say, is:

Background music locations are different from juke box locations. Background music is played usually in daytime in banks, factories, supermarkets, office buildings, etc. Juke box locations usually have night play (some day play) in cafes, taverns, night clubs, etc.

Clarence A. Camp, president of Southern Amusement Company, operators and distributors, several years ago set up Music Service, Inc. He has about 125 locations he services in Memphis and across the Mississippi River in West Memphis, Ark.

He uses some Seeburg player units, some from other manufacturers and uses music from both tapes and records. His cost per location is \$25 per month, which includes music license fee (to ASCAP and BMI). This is for from one to four speakers. For more than four speakers, cost per speaker is additional \$1.08 per location per month.

Champ has a franchise soon to expand his background music system into the Mid-South, setting up FM receiver units to receive music from Memphis radio station WCM-FM. This music is not available to the public, is what the FCC calls "point to point non-broadcasting," is picked up by the receiver by beam.

Camp pays a \$3 initial fee to ASCAP for each new location, then \$3 per month. For BMI music used, he pays 60c initial fee and 60c month. The great majority of background music used is ASCAP, because it is more of the type music for that service than BMI music.

George Sammons and Cotton Pennington, partners in Sammons-Pennington Company, have operated a Seeburg background music system for some years. They have more than 100 locations, pay the same ASCAP and BMI rates as Camp.

Sammons-Pennington, which is the Mid-South Seeburg distributor, uses records. Their present operation has 45 r.p.m. records. But Seeburg recently put out a new system which used 16 $\frac{2}{3}$ records.

Sammons-Pennington charges \$18.50 per month for the record, or music, service, plus cost of equipment. For example, if a supermarket already had a sound system, the cost would be small to tie in the background music system. But if all equipment, microphones, amplifiers, speakers, had to be installed, the cost would run higher. The company would pay \$50 to \$60 a month for three years on a lease basis and at the end of the three years own the equipment. After that, the \$18.50 music service fee is the only charge.

Edward H. Newell, owner of Ormatt Amusement Company, operator, said he has been thinking of going into the business, hasn't decided yet. He thinks the telephone line system is antiquated, might develop a service using taped music.

The ASCAP and BMI royalty payments, he thinks, may have been the reason other operators have not gone into the business, but says those rates are "not prohibitive."

offices) is have an FM radio playing. Many stations set themselves up for this by playing uninterrupted music for a half hour or an hour with the announcer coming in and announcing what records are coming up and what station the audience is listening to.

It also appears that those locations interested in having background music already have it and there are not many places left to go into even if the juke box operators here decided to enter the field.

Some of the operators contacted did not even know that other operators around the country have thought about going into the background end. They had to have the system explained to them. They did not even know equipment was available to them.

"I think I'll just stick to the coin-operated end of the business," was the typical reply after the set-up was explained. "It is much less complicated."

Detroit Report

By HAL REVES

Tho a good number of juke box operators have discussed going into background music here, few have taken the plunge, according to a survey that included distributors and a sampling of operators. Reports indicate it may be more developed, proportional to population, State, with a few operators concentrated in principal cities.

Typical operators cited are: Shank Bros. Automatic Music, Kalamazoo, in background music, 3-4 years with an estimated 15-20 locations, using a central station and telephone system, who seem well satisfied; Paul Anderson with a similar phone set-up in Lansing, and Stan War of American Amusement Company, who has used Seeburg background music equipment for about a year.

In Western Michigan, Orville Bolier, Miller-Newmark, Grand Rapids office, reports this AMI distributor has promoted tape players for smaller locations like doctors' offices, as well as hideaway units. Operators are considering going into the field, but have generally not started there yet.

Detroit itself trends toward specialization. Thus Frank R. Fabiano, major juke box operator, says his firm simply not had the personnel to go into background music, tho a number of operators have indicated their entry in the field in casual conversations. Typical is Bob Jackson, former Fabiano salesman, who has gone into background music exclusively, using tape machines.

Another specialist is Linden F. Bush, who has been in background music seven years, sold his extensive juke box route to Fabiano over a year ago, and is in background music exclusively now. He thinks "it will not affect the juke box operator, because the places where background music is applicable don't want a juke box, such as high class dining rooms."

Bush is "not much sold" on tape recorders for background music, because of limited playing time—perhaps two hours. His units offer 12 hours without repetition. This is a custom-made unit he has built up from a basic AMI unit, using 33 $\frac{1}{3}$ r.p.m. records.

Competition from radio stations definitely limits the field for background music, Bush stresses. Most doctors and dentists here use such FM music, and so do many bars, even with commercials, he notes.

FM Multiplex, a new competitor, has been offered since August 15 by Contemporary Music, Inc.—so far chiefly in virtual test locations. This can be picked up only by actual subscribers.

Contemporary also has the State operating (and distribution) rights for the new Seeburg 1000 background music units—which are handled entirely separate from the juke box distribution—a factor which may explain the fact that as Herbert E. Payne Jr., Contemporary salesman, says, "Few juke box operators are much interested." Only 30 days, the Model 1000 reception has been "excellent." The first unit off the line went into the Ford Transmission & Chassis Division—and two more are slated to replace FM in other Ford divisions. Others have gone into the Sheraton-Cadillac Hotel, Topikinka's Count House Restaurant, and Home Juices, a manufacturer-absorbing all the factory can supply.

This unit is handled strictly on rental—not sale. Payne is ready to talk with juke box operators and work out a suitable arrangement to meet each case. At present, Contemporary is the only operator in Michigan with this unit. Basically, the unit is rented to the location for \$35 a month, including record service and maintenance. The location may furnish its own mikes, speakers, and other equipment, or Contemporary will rent that at a figure varied according to equipment needed. The ASCAP royalty fee—\$3 per month per unit—is included in the basic rental.

This is typical in background music—Bush, for instance, operates on a lease basis, for a stated month sum, including the \$3 ASCAP charge (if the installation is all on one floor). Records are changed about once a month.

Carl Angott, a leading distributor, has tried the tape repeater, but found "it isn't too successful," and notes again that those going into the field come generally from outside the juke box business. Angott is handling repeaters, but working now solely on a basis of outright sale to the location.

This sharp contrast to conditions in the juke box business arises, he says, from the economic factor, based upon competition from systems like Muzak. On a lease basis, the charge to the location would have to be at least as high as Muzak's, and there would be no advantage to the location, Angott says, but the location can generally reduce his cost by purchase. The cost of installation on such tape repeater systems varies from \$250 to \$650 according to the number of speakers and mikes required.

Milwaukee Report

By BEN OLLMAN

Background music as an industry is making big gains here. But the juke box operators are not getting a slice of the pie. Nor do they seem anxious to enter the background music field.

A growing number of up-State operators are building profitable strings of background music spots. Operators in Madison, Fond du Lac and Appleton are currently active in promoting background music.

Why the contrasting lack of interest among Beer City operators? These are some of the reasons turned up by a survey here: (1) Operators frankly hesitate to compete with established background music firms. Muzak, Clef and the direct Seeburg factory distributor, S. L. London Company are solidly entrenched. Most operators consider the competition too formidable. (2) Most operators are convinced that it requires a completely different type of service and installation than the one to which they are accustomed. (3) Too big an investment is required, operators claim, and (4) It would require a specialized location solicitation campaign to build a route.

Despite these objections, many of the operators here claim they can see good possibilities in background music. Says Carl Betz, route manager for P. & P. Distributing Company, "Personally, I don't think it is a bad deal. In order to do it correctly, however, a completely separate set-up is necessary. It can't be run properly as an addition to a juke box route. Also, unless you go into it on a large scale, there isn't much chance for success."

According to Sam Hastings, Hastings Distributing Company, "Background music could provide the solution for some locations that are not taking in enough money to warrant a regular juke installation. It has a good potential. Right now, the set-up here is not too promising for the average operator. I might consider it, in the future."

According to a spokesman for the S. L. London Music Company, Seeburg distributor, operators are not being "squeezed out" of the background music field. "It is not an expensive deal. The equipment can be leased, if the operator doesn't want to buy it outright. Operators here have simply overlooked background music possibilities. It seems to be too

Boston Report

By CAMERON DEWAR

Background music may not as yet have figured too largely in the picture for Greater Boston operators, but it is the belief of several of them that it may be the best thing that could happen in the music industry. Many in this area are being driven to the wall by the juke box tax and license situation and it is felt that, intelligently approached, that background music could be the most profitable thing that ever happened.

Most popular seems to be the Seeburg library, which has been taken up by a number of operators within its short existence. Others have worked with systems built by themselves or built for them, within its short existence. Others have worked with There is very little enthusiasm for the tape systems, which are considered impractical because of tape breakages and poor tone quality.

One operator said he finds the Seeburg library satisfactory except in one case where the manager of the location knows and likes music. He will, as the library expands, give him the better type of record. This operator is planning to go into background as much as possible since he can, in his estimation, deal with a better type of location. A couple of operators had tried the telephone wire system, but found it too expensive.

It would appear that the systems used in the near future will be split between the Seeburg, AMI (when available) and homemade ones. Several feel that the surface of background music hasn't even been scratched and as soon as the systems are available with large selections there will be many who will take up this line.

Another operator is concentrating on dining rooms and feels background systems are a natural on such locations. He also has found spots, where the owner finds a juke box too flashy and has been successful in installing back-

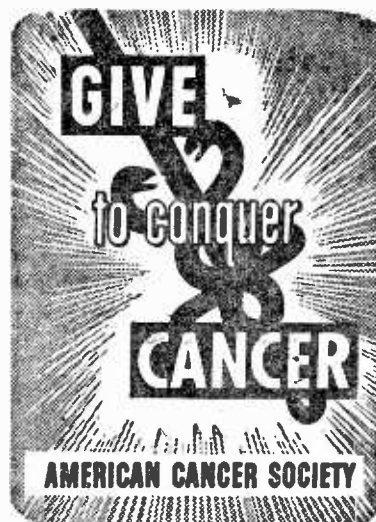
ground music. If the operator knows his field, he believes there is no need for outside help being called in.

ground music. If the operator knows his field, he believes there is no need for outside help being called in.

One form has a couple of Seeburg units and have found that the only headache is the selections. This has been eliminated by giving the owner a key so that he can remove any record he finds isn't popular. This also makes for some choice in replacements. These units are on view since the location owners feel the customers like to see what's going on. Others are quite satisfied with the hideaway system.

Operators said every installation is a special case. Some want more speakers than others, some want the equipment on view while others prefer to keep it hidden. This, the operators said makes it difficult to quote a money figure. One outfit has a beautician lined up and a couple of reducing studios ready for installations.

All operators interviewed wished to remain anonymous and declined to give figures on payments or other arrangements, but it would appear that quite a bit of spade work has been done with background music and it looks as tho it could be a big thing in the Boston area.



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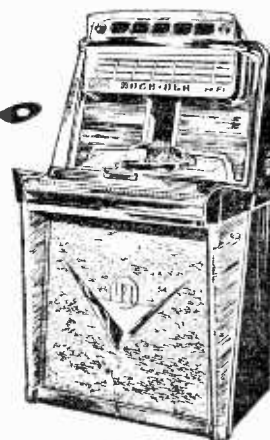
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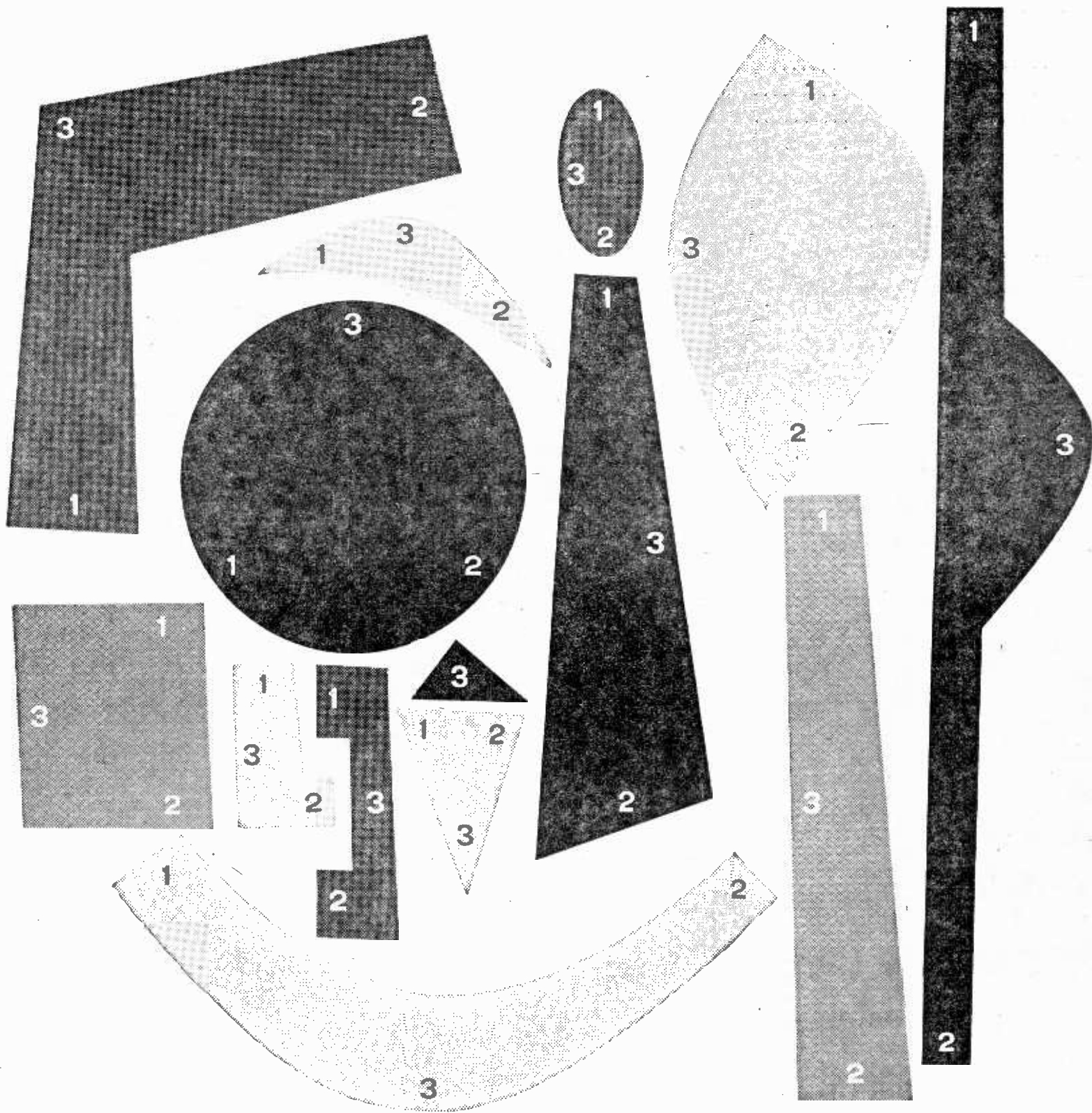
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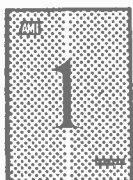


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808 N. Broad Street, Philadelphia, Pennsylvania

Joe Lederman, Newark Op, Launches His Own Record Label

NEWARK, N. J. — Joe Lederman, well known in operator circles here as one of the men behind Stratford Vending Company, has launched a new enterprise in the record business. The firm will be known as Jolt Records.

Lederman, who has also been active in the development and marketing of Vault Meter, a device which safeguards juke box receipts, announced the signing this week of the famed Christine Jorgenson to a recording contract.

"Miss Jorgenson is going to record album and singles for us and we already have heard from a number of writers with special material for her. The first project will be sort of a party type of LP record, but there will be nothing offensive about the songs," Lederman stated. "Her first single will contain 'Crazy Little Men,' and 'Nervous Jervis'."

Lederman said the company has also signed Tony Drake, a singer, Dolly Dawn and thrush, Cathy Castro. He described Miss Castro as "a luscious looking doll of 19 who will easily be the next Connie Francis." With these artists, Leder-

man will focus on singles releases. Miss Dawn's first release will be the standards, "Have You Ever Been Lonely" and "If I Had My Way."

Distribution for the new label is now complete for Connecticut, New York, New Jersey and the Philadelphia territories. "We're going to feel our way before we line up nationwide distribution," he said, "but I want to stress that we'll be delighted to get new and fresh song material from anyone."

Lederman, a progressive operator who is a board member of both the Music Operators of America as well as his local association, is moving rapidly into stereo and background music. With regard to the latter, he told The Billboard that Stratford is buying a number of the new Seeburg 16 2/3 r.p.m. speed background units and is leasing them to outlets. "Everybody is going for them," he said, "and they show no concern at all about getting rid of whatever older system of background music they have, including Muzak. One of my accounts, who is building himself a \$100,000 home, wants me to set up the background system in his home."

New York Ops

• Continued from page 96

the income of juke box operators and the tax imposed bears such an unreasonable relationship to the net income of juke box operators that the tax deprives operators of their property without due process of law and in violation of applicable provisions of the United States and the New York State Constitution."

In conclusion the complaint states that the tax is "unreasonable, arbitrary, capriciously discriminatory and imposes an unequal burden upon the plaintiff and others similarly situated." The plaintiff has asked for a judgment declaring Local Law No. 50 unconstitutional and void and granting to the plaintiff such other relief as may be just and proper, including costs of the action.

Denver announced later that an application for a temporary injunction to enjoin collection of the tax during the pendency of the case will be sought. The action was brought by Samuel Mezansky, attorney for Lincoln Service.

Named in the action as defendants were Mayor Wagner; Comptroller Lawrence E. Gerosa; City Council prexy Abe Stark; Hulan E. Jack, James J. Lyons, John Cashmore, John T. Clancy and Albert V. Maniscalco, who are respectively borough presidents of Manhattan, Bronx, Brooklyn, Queens and Richmond, and who together constitute the Board of Estimate, and Hilda G. Schwartz, New York City, treasurer.

Brain Storming

• Continued from page 96

tory. They would be asked to list, in confidence, all their complaints and suggestions for improvement of the association.

Scheduling of only one meeting per month. This would primarily be a social meeting, with a minimum of business matters on the agenda.

Eliminate bylaws. Some operators felt that a less formalized organizational set-up would appeal to a broader cross section of the industry's members.

Organize an association-owned and sponsored finance company to loan money to location owners. This would be a loan firm patterned after the one reportedly run by the Cleveland group.

All of the various suggestions and opinions advanced at the meeting will be discussed at the next board of director's meeting later this month, according to President Sam Hastings.

Chi Coin Enters

• Continued from page 96

—as the games are introduced in the U. S.

A number of Chicago Coin games have already been manufactured and shipped to England. The games are the latest-type Chicago Coin ball bowlers.

Manned by Irish

The plant, according to Wolberg, is brand new, measuring approximately 20,000 square feet. It is manned fully by Irish workers, currently employing 50, with expectations for eventual employment of 250 when the plant is in full operation.

Personnel from the Chicago factory will be used periodically to supervise engineering and production. Wolberg said the Irish workers had already mastered the intricacies of ball bowler output, but had more to learn about shuffle game production and output of other type models. Much machinery has already been moved into the Shannon factory, with more on the way.

Additional factory space will be

available in the future through purchase or rental of adjacent buildings set up by the Shannon Authority.

Wolberg estimated that there were now only about 150 bowling games on location in Ireland, with the potential great said that the Irish factory will continue to be an advantage direct shipment from the U. S. even the British import restrictions have been relaxed. Costs of manufacturing are lower in Ireland.

Bowling Catches On

Wolberg, who recently completed a trip to England, Germany, Ireland, Switzerland, Denmark and Israel, remarked that the American concept of bowling is catching on throughout these areas of the world. He said that Israel is in need of developing some "sport" that working people can play.

Active sports are few there, said, and recreation furnished by coin-operated bowling games seem to be an excellent recreation outlet for the people. He looked for more countries to relax their restrictions on coin games. England has finally done.

The idea of bowling on games, he said, could easily be popularized in all countries.

Wolberg said he was "pleased" with the prospects of overseas manufacture and for wide distribution of U. S.-styled games in other countries.

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RS Launches Eastern Pa. Probe

By GEORGE METZGER

PHILADELPHIA—The Internal Revenue Service has launched an investigation into the pinball machine industry in Eastern Pennsylvania. It is aiming to uncover operators who have not purchased the \$250 stamp necessary for those types of machines which are termed "gambling devices."

And this means every one of them in Philadelphia and nearby counties, since the IRS has not received one single application for a \$250 stamp this year from this area, according to Edgar A. McGinnes, district director of the IRS. "My agents are checking the entire area," he said, "and pretty soon the local pinball operators will be brought into line—if their pinball machines are used for gambling."

425 Stamps

McGinnes said that since the beginning of the fiscal year on July 1, 247 persons in the nine Eastern Pennsylvania counties have purchased 425 stamps at \$250 apiece.

These counties—Berks, Schuylkill, Perry, Dauphin, Cumberland, York, Adams, Blair and Lebanon—are engaged in a running battle of wits with the federal authorities.

In fact, one operator, John C. Butala, of McAdoo, Schuylkill County, has filed suit for an injunction restraining the IRS from levying the \$250 fee on his machines. This is being viewed here as a test case. Everyone in the industry is watching it very carefully.

Many Arguments

The operators have many arguments against paying the \$250 for a stamp in addition to it being such a large piece of cash. (And this could run high into the thousands for an operator with a lot of equipment.)

The operators claim that by purchasing a stamp, they admit the machine is a gambling device, thereby paving the way for the State to move in and confiscate such machines as provided by law.

Also, if the location is a tavern, the place would also stand to lose its liquor license since this, too, bars gaming machines of any description.

Machines Replaced

"Experience has taught us," McGinnes said, "that whenever a certain machine has been determined to be a gambling device, some operator, rather than pay the \$250 tax, replaces the machine with another type, contending that the new one is merely an amusement device."

It is no secret that the IRS agents have been visiting nearly—if not all—of the operators in the Philadelphia area. And a lot of them seem to be getting ready for a showdown.

Fed. Grand Jury Indicts Marcello In FCC Wrangle

WASHINGTON—A grand jury here has returned a five-count indictment charging Vincent J. Marcello, Gretna, La., a prominent figure in the rackets probe conducted by the McClellan Committee earlier this year, with submitting false statements to the Federal Communications Commission in applications for a citizens radio station license for Jefferson Music Company.

The indictment, announced by Attorney General William P. Rogers, charges that Marcello, in papers filed with the FCC in 1957, concealed the fact that the applicant, Jefferson Music Company, was a partnership and that his brother, Carlos, was a partner in the business. It also charges that he falsely certified to the commission that all partners in the business were citizens of the U. S., as required by the Federal Communications Act, when he knew that his brother and partner, Carlos, were aliens. Carlos Marcello was ordered deported in 1953 by the Immigration and Naturalization Service, but is still here pending legal actions challenging the deportation procedures.

Aaron Kohn, managing director of the Metropolitan New Orleans Crime Commission, appeared before the Rackets Committee late in March and charged that mobsters have control over juke boxes in the area partly because of their alliances with corrupt public officials. He particularly cited Vincent and Carlos Marcello, owners of the Huey Distributing Company and Jefferson Music.

Committee Counsel Kennedy then said that the FCC granted a radio license to Jefferson Music, on the presumption it would be used to dispatch servicemen to repair machines. A license was issued to Vincent, who said some 630 machines would be serviced. FCC monitored the calls after being notified by Kohn's commission that the lines might be used illegally, and found that in an 11-day period, only nine transmissions were made. This indicated that the license was not using the facilities for which he applied. It was hinted by committee staffers that the facilities might have been used to transmit gambling information.

Carlos appeared before the committee, but invoked the Fifth. Kennedy charged that he has made every effort to keep unions out of his area, and that Marcello operates pinballs as gambling devices, even though gambling is illegal.

The five-count indictment handed down by the court against Vincent last week (26) carries a maximum penalty for conviction under each count of five years imprisonment and a \$10,000 fine.

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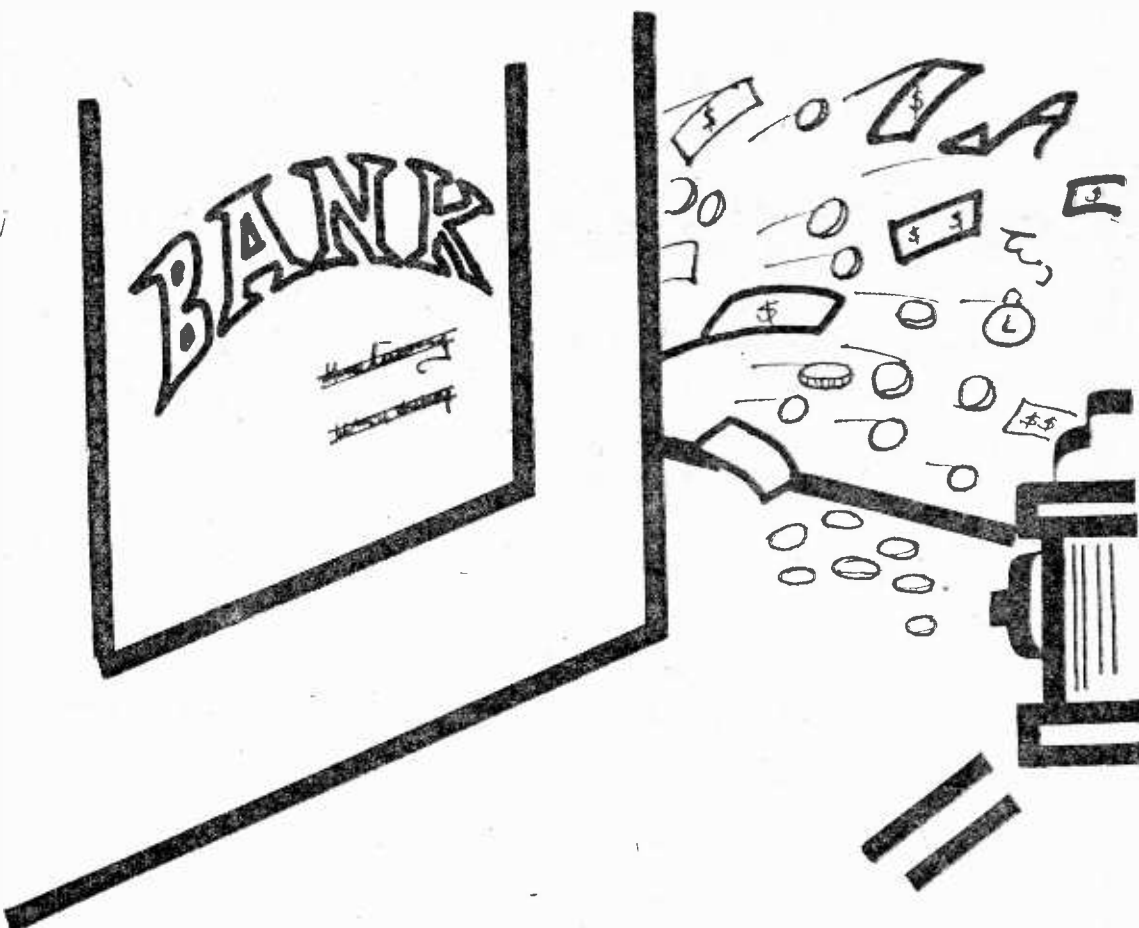
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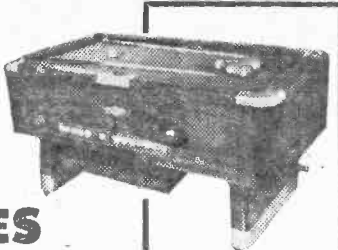
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Colo. Operator Stores Parts In Juke Boxes on Location

DENVER—Nothing aggravates a juke box operator more than to arrive at a location where the phonograph has broken down and find that the necessary repair parts are not in the car or truck.

Tony Lucero, Denver suburban operator, never encounters this problem—because he makes it a routine policy, whenever he sets a phonograph in a new location, to install a stock of most often needed parts within the phonograph itself.

Neatly wrapped in kraft paper, and fitted into a small cardboard box, the spare parts include amplifier tubes, power tubes, relays and switches which undergo heavy use, and intermediate frequency elements most likely to "go out."

In each case, the parts are those which Lucero has found are most often needed in a particular make of phonograph, so that from model to model, make to make, the "emergency parts" differ sharply.

Naturally, buying extra parts in this way boosts costs somewhat on the route, but in view of the fact that he can be reasonably sure of putting any phonograph back in service in a few minutes at any time, the maintenance of revenue completely offsets the spare parts cost, Lucero indicated.

Telephoning in regularly to his office, during the day and evening, Lucero often gets the news that a phonograph has broken down in such locations as Golden, Colo., 15 miles west of Denver, when he is already in the western section of the city.

Instead of having to drive into the downtown district to obtain the parts and tools, Lucero keeps a roll of tools always on hand in his car, and can drive directly to the site of the troublesome phono-

graph. In 90 per cent of all cases the spare parts already within the machine will handle the repair needs with no problems.

There is a constant temptation, of course, the Denver operator admitted, to rob one phonograph of its spare parts in order to service another one in the same area. "I won't say that I don't do this once in a while," he said. "When it happens, however, I make sure that the part inventory is replaced at the first location on the very next day."

Lucero estimates that a \$20 to \$30 stock of parts kept in each machine in this way is enough to keep the average phonograph going from six months to a year, and save as much as \$50 to \$100 in lost revenue, and a substantial amount of gas and oil in reaching the spots.

Lucero makes up the parts for his back-up stock in each phonograph entirely on the basis of personal experience with each machine, but admits that he is quite often over-cautious.

In some instances he has stocked replacement tubes in this way, snugly in the bottom of the phonograph and never needed to replace a single such tube over a year's time.

The security of knowing that the component is there when it is needed, and that there won't be any "drives down to the shop" to pick up parts makes this added expense "a really practical investment," Lucero added.

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PR Firms to Submit Plans For Coinmen

CHICAGO — Executive committee members of the Information Council for the Coin Operated Equipment Industries last week explained their goals for a half dozen Chicago public relations firms who are being considered to represent the all-industry group.

Proposals from the PR firms will be received on October 1 and they will be discussed at the next meeting, scheduled for October 15 at the Hotel Sherman. Further consultations will be held with the directors of the Music Operators of America here on November 3, 4 and 5.

At the last meeting, industry spokesmen explained to the PR men some of the problems confronting the coin machine trade, while the PR representatives outlined broad programs.

However the proposals are expected to be specific, and on the basis of these proposals, one firm is expected to be retained to represent the Council.

Wico Issues New Catalog

CHICAGO—The Wico Corporation, one of the nation's largest coin machine parts and supply houses, this week issued its 1960 catalog, a 108-page affair which lists parts and supplies for all game and juke box manufacturers.

The catalog was prepared under the supervision of Ed Ruber, sales manager. It is the largest catalog in the 10 years the firm has been issuing them. Thousands of parts are listed, with hundreds of illustrations.

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Waitresses Pitch Stereo Juke

Continued from page 96

Phonograph operator Rothberg ok care of the electronics details, hie Dutton at the same time was orking out a well-balanced effec- ze sales program. Enthusiastic over stereo himself, ith a fine set in his own home, uton realized that he could arcely expect his waitresses to do

a good suggestive selling job if they did not work up similar enthusiasm on their own. He solved this problem in an ingenious way by simply taking the waitress crew to another one of Rothberg's spots, equipped with ordinary high-fidelity, and then rushing them back to the new restaurant to listen to the same records in stereo.

This had a potent effect on his waitress staff, and was equal to many thousands of words in exhorting them to "talk up" stereo to their dinner-table patrons.

Now, at the end of three months, every food customer at the Tops Restaurant gets a "liberal education in stereo" condensed into a few short sentences, on the part of each waitress.

Standard operating procedure is for each girl to point out the phonograph, contrasted against the vertical hardwood paneling of the walls at the front.

Then the waitress tells her dinner guests that the restaurant has something new to offer in the way of music, and then explains that the sound is coming from four speakers, each carrying a different element of the sound to their ears. This approach is amazingly successful in getting the patron to rise from his chair, walk over to the juke box and "try it out." It is particularly effective where the diner's order is steak or chicken, which will require a few minutes in preparation.

"A lot of people tell us that they didn't have the slightest notion what the word stereophonic meant until a waitress explained it," the operator explained. "We go to a lot of effort to produce a full menu of music, with a lot of old favorites and classics, and semi-classics which dinner customers enjoy, as well as hit tunes for the younger traffic. This is important, since too many people have the idea that stereo music is for the long-hair lover of classic music only."

The phonograph, naturally, is shilled whenever there are long, protracted periods of inactivity, but the need for "house money" in the phonograph has almost disappeared. It isn't unusual for repeat customers who are coming back for their favorite dish on the Tops' menu to walk to the phonograph first before sitting down to the table, or to hand the waitress a quarter or a half-dollar and simply suggest, "Get some string music," etc.

Collections from the juke box, every two weeks, average \$123, \$127, \$119, etc.—which makes this Wurlitzer installation one of the best on Continental routes. Play is equal to some of the largest tavern and cocktail lounge spots, balanced by the fact that the restaurant is open the clock around.

Williams Bows Golden Bells, Five-Ball Pin

CHICAGO—A new single-player five-ball pin game, Golden Bells, was shipped to distributors last week by Williams Manufacturing Company.

Featured is lighting up a string of 10 bells stretching diagonally across the backglass.

When the player lights any five bells in a row he earns a special score. Any seven bells in a row



rates as a super special, while all 10 bells lighted scores a triple special. Player lights bells by hitting targets on the playfield.

White Background

Golden Bells has a solid white background on its scoreglass, contrasting with the brightly colored bells. The unusual scoreglass decoration increases the eye-appeal of the game, and it stands out sharply in a darkened room.

According to Sam Lewis, Williams vice-president, the game has been location-tested for 16 weeks and showed fine results. Shipment is timed with annual increased demand for single-player pins in the early fall season. Lewis said Golden Bells was put into production two weeks ahead of schedule to meet the demand.

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GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

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Juke Box Ops Mull B'ground Music

Continued from page 1

tial market for the juke box operator.

The Seeburg Corporation is betting heavily that the juke box operator will become a prime user of background music, with the firm currently engaged in a program of explaining background music and its operation to juke box operators.

R. E. Lindgren, who is in charge

of the Seeburg background music effort, feels that as the juke box operator diversifies into full-line vending, the background music unit can serve as his entre to the industrial location, with the unit offered at no charge as a condition of a long-term contract.

But, he pointed out, the juke box operator who has not diversified is in a weak competitive position for the industrial background music location.

Lindgren feels — and various other juke box manufacturers agree — that as far as the automatic phonograph operator is concerned, the prime potential for background music is still in what is commonly referred to as the street location (taverns and restaurants).

These locations represent a local extension of the juke box operator's province, and the installation problems will be no more difficult than on many of his existing juke box locations. In addition, the location owner is basically the same person as the location owner of the juke box stop.

Whether the juke box operator with background music locations of this sort will eventually branch out and cover factories and offices is another matter. In non-metropolitan areas—where competition from FM radio and wired music systems do not exist—such expansion may be imminent. But in the larger cities where the juke box operator will have to vie with sound engineers in setting up complicated systems complete with public address and intercom arrangements, it is probably a long way off.

The Market

Lindgren feels that street locations may be divided roughly in this manner: 10 per cent are class locations which will not have juke boxes; 40 per cent are strictly juke box locations, with no call for background music; the remaining 50 per cent of the locations are suitable for both selective and non-selective recorded music.

For example, he pointed out, music during lunch, dinner and cocktail hours and want coin-operated selective music all other times. He feels that juke box operator can nail down a good location to a long-term contract by offering the background music as a free inducement.

Within its limitations, though, background music can be a profitable sideline for the juke box operator. It is primarily a supplement of, not a competitor to, selective, coin-operated music. And if the operator regards it as such, it can provide him with a steady source of income month in and month out.

For a region-by-region report on the progress of background music among juke box operators, see the story appearing elsewhere in this section.

Also, said Lindgren, most communities away from metropolitan areas have neither FM radio nor wired music systems available, and the juke box operator can fill the void by servicing stores, offices, factories and institutions with on-location background music.

Seeburg Plan

Seeburg originally announced its units (which plays 1,000 selections on 25 16 2/3 r.p.m. disks) on a rental basis, with the operator paying the local Seeburg distributor \$25 a month for the unit, records and royalty license fees to ASCAP and BMI.

However, the unit is now available on a straight purchase plan, with records leased for an average of \$12.50 a month. The Seeburg library has special programming for industrial and prestige locations, as well as a basic selection.

AMI also promises to be a factor in the background music field, as the firm is developing a library for its hideaway unit. AMI will undoubtedly pitch its unit to vending machine operators as well as juke box people, as the firm's parent organization, the Automatic Canteen Company of America, is the nation's largest operator of industrial vending equipment. Right now, AMI and Canteen executives are discussing how background music may best be utilized by vending operators.

Performance Fees

One problem to be encountered by juke box operators embarking on background music is the payment of performance fees to licensing agencies. On coin-operated music, the only royalty is the mechanical one, which is included in the cost of the record.

There is no set pattern for royalty fees on background music. Often the operator will install a system, the licensing agency will threaten to sue, and then the bargaining will begin.

However, most juke box operators with background music systems generally pay ASCAP in the vicinity of \$3 a month and pay BMI around \$1.50 a month.

Street Locations

Most of the incursions into background music by juke box operators will probably be in street locations which feel they have a little too much class for juke box installations, or on juke box locations which require mood music as well.

For a region-by-region report on the progress of background music among juke box operators, see the story appearing elsewhere in this section.

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ARCADE

C.C. Rocket Shuffle \$115
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 C. C. TWIN HOCKEY 215
 Williams TEN PIN 160
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Any 7 Bells in-a-row for "SUPER SPECIAL".

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Lynch Holds B-Music Clinic

DALLAS—The S. H. Lynch company of Dallas, Seeburg distributor, held a meeting September 15 to inform the company's officials of the operation of the new Seeburg background music system. By Lindgren, vice-president of Seeburg Corporation, was present to conduct the clinic. Lynch company officials present were S. H. Lynch Sr., president;

Arthur C. Hughes, vice-president; Edward Furlow, vice-president, and Robert Hunter, manager of the background music division.

The meeting, in the swank new Sheraton Hotel, was also attended by other Lynch employees and a number of Texas operators. Also in attendance for guidance in his background music operation was George Sammons, president of Sammons-Pennington Company at Memphis, Seeburg distributor there.

Explains System

Purpose of the meeting was to introduce the new Seeburg 1000 music system. The records play on 16 2/3 r.p.m. There are 1,000 tunes which play for 37.5 hours without repetition.

Every 90 days the location owner gets 200 new selections and a new diamond needle on the player. This means a complete change of tunes every 15 months.

The distributors will preferably offer the system for rent, but a location owner may buy it if he desires. Rental cost is \$25 a month plus \$1.25 per speaker. The \$25 includes the player, music service,

the diamond needle and the 200 new tunes every 90 days.

Selling price of the system was not given, because installation cost would vary at different locations.

Sammons said he attended the meeting to learn of the new music system operation, since he will handle it for Seeburg in the Mid-South territory (most of Tennessee, Arkansas and Mississippi).

He said Lynch Company has been very successful in Dallas and he would pattern the operation of the new background system in his territory after their operation. The Lynch company has about 200 background music locations now in Dallas. Sammons has about the same number, but they are scattered all over the Mid-South.

Sammons began with the Lynch company's Memphis branch office as an office boy in 1936. He worked his way up till he managed the office and in 1952 bought it from Mr. Lynch. He then formed his own distributorship in partnership in 1952 with Cotton Pennington, who heads the service and repair department.

Bally Preems Little Champion, Ride for Tots

CHICAGO—Little Champion, a compact pony ride for youngsters in the three- to eight-year age set, was shipped to distributors last week by Bally Manufacturing Company.

The new ride is a miniature version of the well-known Champion horse, in production by Bally



the years. It fills just one and a half by three feet of space on location.

Not only does the Little Champion fit into spots that sometimes cannot accommodate a larger ride, it also draws patronage from the smaller kiddies who might be hesitant about hopping aboard a larger horse or animal.

The ride is of iron-tough plastic, brightly finished in durable glossy enamels, with a richly colored steel housing a simple, sturdy mechanism.

One-Speed

Movement is a one-speed moderate gallop. The ride is seated in a high-backed saddle and can use hand-grips and foot-rests to make riding on and off easier. The chassis is built close to floor and moving parts are shielded as a safety feature.

Tamper-proofed dime-a-ride coin mechanism is standard equipment. The Little Champion runs from one to three minutes per dime, as adjusted by operator. Coin mechanisms that accept other coins are available on special order.

The ride is designed to operate on alternating current, 60 cycles, 110-220 volts. Special electrical systems, suitable to local electrical supply, are available.

Myron Sugarman Leaves for Europe

NEW YORK — Myron Sugarman, of Runyon Sales, New York, leaves on an extended swing thru Europe Saturday (26). Sugarman plans to be in touch with buyers and distributors of coin equipment in Spain, Portugal, Switzerland, Germany, Holland, Belgium, England and France. He expects to be abroad for at least two months.

NOW DELIVERING

NEW EQUIPMENT

- Bally Baffing Practice, Pan American Bowler, Club Bowler
- Chicago Coin Playland Rifle Gallery
- Rock-Ola Phonograph—1468 Monaural and Stereo

USED BINGO GAMES

Sea Island	5595
Carnival Queen	445
Beach Time	375
Cypress Garden	325
Miss America	245
Showtime	175
Sun Valley	275
Key West	145
Big Show	125
Double Header	125
Parade	95
Night Club	95
Broadway	95
Gay Time	50

Wms Kings	145
Bally Carnival	150
Fun Fair	125
Showboat	125
Wms World Champ	95

BOWLERS

Bally A.B.C. Bowling Lanes	\$245
Bally A.B.C. Tournament Bowling Lane	495
Bally Strike Bowling Lane	345
Chicago Coin King Bowling Lane	Write
Chicago Coin Twin Bowling Lane	595
Chicago Coin Explorer Shuffle (like new)	295
Chicago Coin Rebound Shuffle	75
Bally Lucky Shuffle	400
Bally Speed Bowler	400
Bally Whiz Bowler	495
Bally Club Bowler	Write
Chicago Red Pin Bowler	Write
Bally Heavy Hitter	Write
Bally Golf Champ	175

5 BALLS

Wms. Cusher	\$175
Wms. 4 Star	225
Gott. Sittin' Pretty	225
Gott. High Diver (new)	275
Gott. Criss Cross	195
Turf Champ	175

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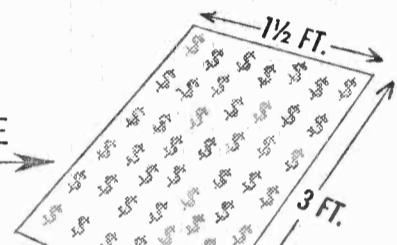
433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

GIVE TO DAMON RUNYON CANCER FUND

Earn BIG PROFIT

IN SMALL SPACE

WITH Bally LITTLE CHAMPION



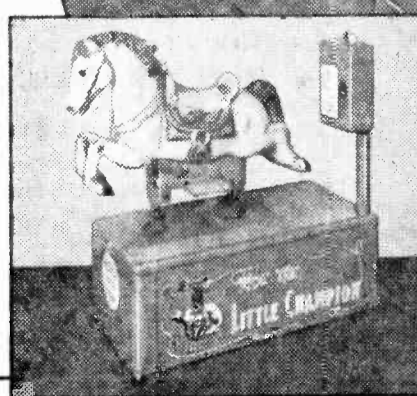
Although small in size—requiring only 1 1/2 ft. by 3 ft. of space—LITTLE CHAMPION is engineered and constructed to take the punishment of hour-after-hour and month-after-month money-making action.

Iron-tough plastic ponies, brightly finished in durable glossy enamels, ride on richly colorful steel base. Simple, sturdy mechanism insures years of trouble-free performance.

Safety-Styled

Toy-size pony, moderate one-speed gallop, high-backed saddle, hand-grips and foot-rests, close-to-floor chassis and safety-shielded moving parts are exclusive LITTLE CHAMPION features that appeal to parents. Realistic appearance, gay colors and exciting action attract youngsters from 3 to 8.

Earning-power, depending on riding-time—adjustable from 1/2 minute to 3 minutes—is location-tested to be highest-per-square-foot in kiddie-ride class.



COMPACT SIZE
18 IN. BY 36 IN.
FOR TIGHT SPOTS

Tamper-proof dime-a-ride coin-mechanism is standard equipment in all Bally Kiddie-Rides. Coin-mechanisms that accept other coins, including coins of practically all nations, are available on special order.

Standard Bally Kiddie-Rides are designed to operate on Alternating Current, 60 cycles, 110-220 volts. Special electrical systems, suitable to local electrical supply, are available on special order.

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LIKE NEW!

SAVE ON THESE SHAFFER PHONO SPECIALS

SEEBURG	
V-200	\$450.00
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G-200	\$425.00
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Charges Stereo Disk Stalling

• Continued from page 96

units on location. I started making these changes last November.

"What peeves me is I'm still waiting and even begging for stereo sound recording of new hit singles.

Why Must We Wait?

I don't know very much about distribution and retail selling of recorded music, but I do know that most retail stores order but very few records until juke box and disk jockey reports start coming in that indicate hit potential. But why do we juke box operators and disk jockeys have to wait until a hit is established before we can have recordings in stereophonic sound?

"Even more exasperating, why do we juke box operators have to resort to EP's even then, with but very few exceptions? Is the reason because distributors and dealers prefer to sell EP and LP albums on account of the greater profit incentive? Frankly, this does appear to be the reason.

"If so, then who is left to help sell hit records that first must be established before sales of any kind can be profitable? Too, how can we who help make hit records help to sell this new sound unless it is made available to us in the new singles.

"Everyone knows that everything new must have exposure, demonstration and trial before profitable sales start rolling in. Therefore, my considered opinion, it is I am sure not necessarily because I am a juke box operator, that I feel juke boxes actually can and are doing the best job of presenting and proving the hit potential of new record releases.

"True, disk jockeys do a real good job of presenting and giving their own views as to hit potential of new record releases, but on juke boxes the listener must pay to hear the music play.

"Therefore, on juke boxes if a record continues to play, if it plays more than any other record in any given period of time, that is a hit record, at least in that location. If it does the same thing on juke boxes all over the nation a juke box survey should lead the way in proving the value of new recording and at the same time it might very well be doing the same job for the new stereophonic sound.

"Juke box operators buy records too, remember."

N. Y. State Assn.

• Continued from page 96

Mrs. McCarthy also noted the recent formation of the NYSCMA's public relations committee "under our appreciation for that committee's tireless efforts by sending in \$5 to defray costs of mailing, printing and small incidentals."

"Now we ask your co-operation by attending this meeting," Mrs. McCarthy said, "to formulate plans for the coming year, elect new officers, and to discuss procedure in relieving some of the pressures under which operators in several areas must conduct their business. Only by attending can you get the complete picture of these problems."

N. ILLINOIS, N. INDIANA, IOWA OPERATORS . . . ORDER NOW

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WOOS the Customers with Spl Action, Top Features—WOWS 'Em Top Competitive Play Appeal!

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MAJESTIC	ROTO POOL
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Gottlieb's 4 Player

SWEET SIOUX



Leads the Way
in Competitive Play!

This Indian Gal is really spirited! Positively the best in four player competition or even when played solo. Tops in action . . . tops in features . . . tops in "play it again" appeal.

See, play and order SWEET SIOUX at your distributor today!

- 5 ways to score 10 times target value in "running light" section
- Dropping ball in purple or yellow hole when lit scores 10 times target value
- "Red Arrow" lights to score 10 times target value
- 5 top rollovers score double indicated value when lit
- 4 contacts spin Roto-Targets
- Two way double match feature • 3 or 5 ball play
- 2 super-powered flippers for action skill shots

Amusement Pinballs
as American as Baseball and Hot Dogs!

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Dime play is here to stay—buy Gottlieb Games and keep it that way!



Coinmen You Know

ackson, Miss.

By ELTON WHISENHUNT

News from around the State: **Luford Taylor**, owner of Holmes Music Service at Tchula, announced that his former service manager, **Doc Seal**, has returned to work for him. Seal had been working for a coin machine company at Biloxi on the Mississippi Gulf Coast. **Abe Malouf**, owner of LeFlore Music Company at Greenwood, is happy over the election of two men he supported in the recent election: the sheriff and Governor-elect **Ross Barnett**.

Joe Tierce, Greenwood Music Company at Greenwood, has traded off his six American-made service vehicles and bought all foreign cars, mostly Volkswagens. Reason is saving on gas, he said, and upkeep. He reports he expects to save 30 per cent, which will reduce his operating expense by that much.

Eddie Barnes, Eddie's Music Service, has had a new building constructed to house his expanding out and radio repair service. It's a new brick building. **Henry L. Smith**, Smith Amusement Company, route of **Pete Manos**, while Manos has been in the hospital. Manos was injured by two soldiers he attempted to eject from his cafe when the soldiers became disorderly. One kicked Manos in the eye and he lost it.

J. T. Long, Long Music Company at Hollandale, ran for constable in the recent election but was defeated. He said he did not regret it, however, as he ran a good race, fought a good fight and was happy about the experience in politics he got.

Yazoo City recently celebrated the 100th anniversary of the discovery of oil in Mississippi at Yazoo City, and **Clint Shive**, Shive Amusement Company, took part along with most of the rest of the town—one of the requirements being that he grow a beard. He grew a big one and a mustache. Took him 45 days. When it was over, he was mighty glad to get it shaved off, he said. Seems it sometimes itched.

Chester Richardson, who operates his music route, Richardson Amusement Company, and a traveling carnival on the side, has his show on the road now. He was at Rosedale, Miss., recently, had to return to his Greenville home for another supply of dolls from his warehouse.

Paul Mauceli, Paul's Novelty Company at Greenville, one of the Southern pioneers in using two-way radios to give quicker service and cut the cost of phone bills, has some new radio equipment he's installing which will expand his communication radius to from 60 to 75 miles. Before that, on a limited frequency, it was 25 miles. **Clarence Spain**, Spain Music Company, Tunica, is getting his route ready in expectation of big cotton crop.

Joe Lavene, Lavene Amusement Company at Clarksdale, has 600 acres of fertile Mississippi Delta land he farms in cotton in addition to operating his route. He reports the crop this year is expected to be the best in the history of the delta.

Frank Steed, partner in Steed & Hearn Music Company, Clarksdale, was out delivering a new organ to a church when The Billboard scout called. He's a dealer for Baldwin pianos and organs, in addition to his music and game route. **Johnny Allegrazza**, Ace Music Company at Shaw, Miss., reports his route is in shape for the big cotton crop. His brother, **Alex**, is back helping him operate the business.

Detroit

Delise L. Lodico, owner of the D & L Coin Company, of Lincoln Park, operator of Arcade-type equipment and juke boxes, was drowned in the lower Detroit River. He apparently dove in shallow water and became mired. A brother, **Lorie Lodico**, operates the Lynn Amusement of Wyandotte, specializing in penny vendors.

ATTENTION, IMPORTERS

150 late Gottlieb and Williams games available for immediate delivery. Also guns, bowlers and arcade equipment. Write for prices.

Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!



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DOUBLE WINNER!

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Top Score 300

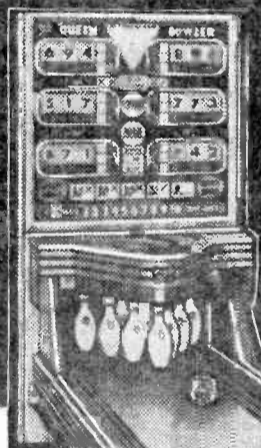


2. HIGH SCORING with BONUS BALLS
Every Frame Plays Like The 10th

- * A STRIKE In Any Frame Gives Player 2 EXTRA BONUS BALLS In That Frame!
- * A SPARE In Any Frame Gives Player 1 EXTRA BONUS BALL In That Frame!
- TOP SCORE 900

chicago coin's

QUEEN Bowler



*Available in 16 1/2 and 21 1/2 ft. Lengths!

- Roll Over "Ball Count Switches" In Playfield!
- Ball Lift — 1/4 hp. Motor — Belt Driven (No Gears)!
- Jumbo Size Score Drums!
- "Lite-Up" Pin Recorder — Records Pins Left Standing!
- Extra Sturdy Cabinet Takes Continuous Play!

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

- Other Chicago Coin Profit Winners!
- Playland Rifle Gallery
 - Bowl Master
 - Star Rocket
 - Jet Pilot
 - King Bowler

New *Bally* High-Score Game

NO METERS

A fast, fascinating high-score skill-game with popular line-lighting play-appeal, LOTTA-FUN may be operated with or without replays but is not equipped with meters.

LOTTA-FUN

with popular-light-a-line-skill-appeal

New "AUTO-MISSION" COIN-DIVIDER

1. Automatically pays location-commission, depositing percentage of all coins played in separate compartment, unlocked only with location-owner's key.
2. Adjustable to wide range of operator-location ratio of earnings.
3. Avoids arguments about division of earnings by automatically maintaining agreed operator-location ratio of income.
4. Permits location-owner to take his profit daily without waiting for operator's collection.
5. Eliminates coin-shortage on location and expense of keeping location supplied with coins. Location can quickly obtain coins, as required—for his cash-register or coin-chutes—by unlocking location's cash-compartment.
6. Insures continuous play and increases total play by providing constant supply of coins on location.
7. Permits location-owner to stimulate play by operating game with coins taken from his compartment.
8. Increases earnings of juke-boxes, cigarette-venders and other coin-operated equipment in location by providing constant supply of coins.
9. Saves time of collectors, who simply take contents of operator's cash-compartment without delay of counting cash or settling with location.
10. Eliminates counting coins in view of location-patrons.
11. Minimizes hazard of burglary by permitting location to remove cash from game when location is closed.

MANUFACTURER'S CERTIFICATE

Model: **LOTTA-FUN** Serial No. **1050**

This Machine is designed and manufactured to be operated exclusively as an Amusement Machine as defined in Section 4462 (a) (1) (C) of the Internal Revenue Code of 1954. It contains no "pushbutton for releasing free plays... meter for registering the plays so released or... provision for multiple coin insertion for increasing the odds." Operation of this Amusement Machine is subject to the \$10 Federal Special Tax imposed by the Internal Revenue Code, and a current \$10 tax stamp must be displayed on the place or premises of operation.

BALLY MANUFACTURING COMPANY, CHICAGO, ILLINOIS

MANUFACTURER'S CERTIFICATE attached to each game.



Earns up to 6 coins a game

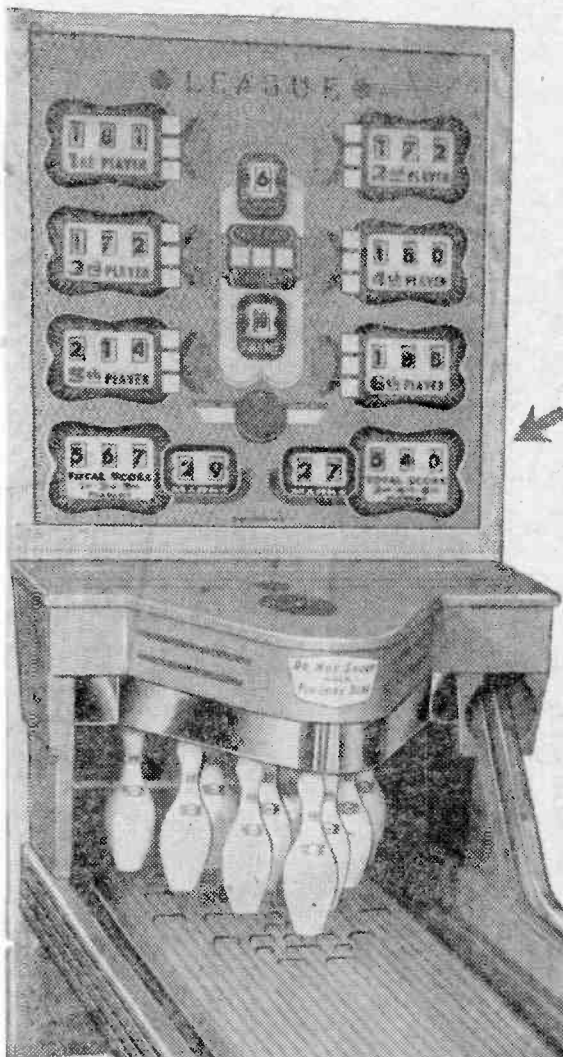
Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN...fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

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OPTIONAL AT EXTRA COST

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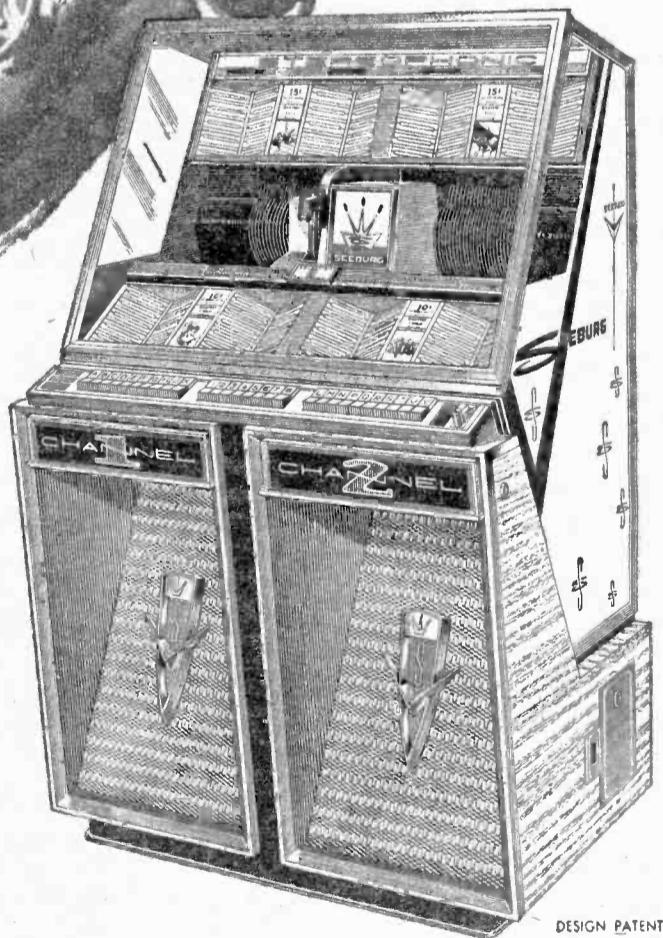


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and jazz
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