

The Billboard

SIXTY-SIXTH YEAR

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OCTOBER 17, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Record Sales Slip After Summer High

Singles Off 20.5%, LP's Off 9.3%
From July-August Disk Shop Peak

By BOB ROLONTZ

NEW YORK—After a record breaking sales period for the summer of 1960, LP's and singles slipped a bit in sales in retail record shops during the four-week period August 15 thru September 10.

The decline from the previous four-week period of July 18 thru August 13 in LP's was 9.3 per cent. Single records were off from the previous four-week period by 20.5 per cent.

In comparison to the same period in 1959, however, the four-week stretch from August 15 to September 10, was much better in 1960 than in the year before. LP sales in the August-September period 1960 were up 56 per cent over 1959, and single sales were ahead by 26.1 per cent in this period as against the same period in 1959.

During the August 15 thru September 10 period in 1960, 3,900,000 LP's moved across dealer counters. This is 400,000 less than were sold by dealers in the four-week period immediately preceding in 1960. And a total of 5,800,000 singles were sold by dealers in the August 15 thru September 10 period, or 1,500,000 less than were sold in the previous four weeks.

Reasons for Drop

The reasons for the drop in singles is felt by many tradesters to be due to the falling off in sales of two of the hottest records of the year, records that reached their peak in late July and early August,

Perennials Carry Ball

NEW YORK—The hardy yule catalog items will undoubtedly make up the bulk of holiday theme disks sales this year as they have in past Christmas seasons.

Among the items are Bing Crosby's Christmas albums and singles on Decca, umpteen versions of "Rudolph the Red-Nosed Reindeer," "We Wish You a Merry Christmas" by the late Robert Rheim and his Choraliers, "Mario Lanza Sings Christmas Carols," "Christmas Music" by Mantovani, "Christmas Sing Along With Mitch," etc.

BRUBECK NAMED MUSIC CHIEF ON ALL-JAZZ AIRER

NEW YORK — A "jazz man's jazz show," emceed and produced by Dave Brubeck, will be spotlighted on WJZZ, Fairfield, Conn., when the new all-jazz FM outlet goes on the air October 21.

Brubeck, who will act as musical director and "spokesman" for WJZZ, will play his own selection of top jazz disks in a special two-hour program on opening day. The two-hour show will be repeated around the clock from 4 p.m. Friday, October 21, to 4 p.m. Monday, October 24, when regular programming will get under way.

The station will operate daily from 4 p.m. to 2 a.m. now, but 24-hour broadcasting will follow shortly. The new outlet is owned by the Connecticut-New York Broadcasters, Inc., which also operates Fairfield's separately programmed AM station here WICC. Michael Lawless manages WJZZ, with the following as jazz jocks—Mike Lawless, director; Harry Downie, Frank Delfino and Phil Cutting.

Altho WJZZ' regular programming will feature a wide range of jazz wax, Brubeck's two-hour opening show is expected to play its major emphasis on modern jazz. Brubeck, who recently cut down on his cross-country personal appearance schedule, said he will be able to integrate concert dates with his new WJZZ chores.

New Yule Albums Sparse as Labels Play Catalog Safe

6 Each From Col., Cap.; Others Sked 2 to None for Holidays

By JUNE BUNDY

NEW YORK — New pop Christmas albums are scarce this year. With the exception of Columbia and Capitol (each of which is releasing six new holiday pop LP's), labels are apparently playing it safe, and putting the bulk of their seasonal promotional push behind old best selling yule catalog items and new non-Christmas product.

Among the labels which do not have any new Christmas albums scheduled are M-G-M, Roulette, Warner Bros., United Artists, Carlton, Col-Pix, Liberty, Cadence and London. RCA Victor, which had a sizable Christmas release in 1959, has only scheduled one new album this year—"The Sound of Children at Christmas" by Hugo and Luigi and Their Children's Chorus. Instead, the label will concentrate on its regular yule catalog which includes sure-sale packages by Perry Como, Mario Lanza, etc. The rest of the label release will be special merchandise of a non-seasonal nature. Victor's low-price subsidiary label, Camden, will release two new Christmas packages—"The Sound of Christmas" by the Three Suns and "Christmas Music By the Augustana Choir." Mercury's only new holiday re-

lease is a Childcraft package, "Christmas Songs and Stories" by Claude Rains. Twentieth-Fox also has one new package—"Merry Christmas Carols," an organ and chime album by Ashley Miller (playing the Radio City Music Hall pipe organ).

ABC-Paramount has two new Christmas packages—"It's Christmas Everywhere" by Paul Anka and "Hymns of the Catholic Church" by the Choir of St. Patrick's Cathedral, Melbourne, Australia. Atlantic's Atco subsidiary has one new holiday item—Bobby Darin's "The 25th Day of December."

Decca has two new Christmas albums—"Christmas Day With Sammy Kaye" and a German package by the Regensburger Cathedral Boys' Choir. Decca's subsidiary label Coral has a collection of Christmas singles in a new album tagged "Merry Christmas From" with the McGuire Sisters, Lawrence Welk, Dorothy Collins and others.

Columbia Issue

Columbia's six new pop Christmas albums include "Carols for Christmas" by Eileen Farrell.

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Spurt Can Set Trend

NEW YORK — In the mercurial record business, a four-week spurt in sales or vice versa can set off a whole new trend. So far this year for example, we have had record companies sign flocks of fem singers because the girls, as exemplified by Connie Francis, Brenda Lee, and Jeanne Black, have come back.

Record firms have jumped on the percussion album and comedy album bandwagon because these types of albums appeared to be the hottest "new" thing. Right after the payola investigations many record companies went "sweet" because they felt rock and roll was dead. Now that rock and roll has proved it has the staying power of the Pittsburgh Pirates, firms are jumping back on the "music with a beat" bandwagon. When singles business slumps, many of the indie diskeries return to the specialized fields in which they first started to make money, such as r.&b., country, or spiritual.

NEWS OF THE WEEK

Gilmore Heads Capitol A.&R.

Singles; Livingston Returns . . . Two key exec events took place at Capitol Records last week. Artist and repertoire staffer Voyle Gilmore was named to the newly created post of director of singles a.&r.; and Alan Livingston returned to the label after four years absence. Livingston will function as a Capitol veepee, initially on a roving assignment. . . . Page 2

Rank Co-Op Meet

Set for London . . . Rank Records will hold its second international co-op convention in London on Saturday (22) with members of the Rank group from 19 countries expected to attend. . . . Page 2

Mrs. Bourne Buys Bourne

Music for \$3,450,000 . . . At a dramatic auction held in New York Surrogate Court on Friday (14) Mrs. Bourne, widow of the late Sol Bourne, purchased the Bourne, ABC and Boget catalogs for \$3,450,000. . . . Page 3

Jack Burgess Gets New Exec Post at RCA Victor . . .

Jack Burgess was named this week to the post of division vice-president, commercial sales, at RCA Victor, in another step in the firm's current expansion of its marketing and sales branches. . . . Page 3

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SINGLES SLOW? WATCH CARLTON GO!

TURN RIGHT NOW TO PAGES 34-35

Rank Co-Op Meet Set for London

Members From 18 Nations Expected; Seek Increased Mutual Co-Operation

By REN GREVATT

NEW YORK — The second annual Rank Records International Co-Op Convention, with members of the Rank group from at least 19 nations throughout the world expected to attend, will open in London next Saturday (22). The two-day conclave is expected to deal with a number of important topics regarding future expansion plans for the co-op.

Flying from here to helm the sessions is attorney Paul Marshall. Also going to London is Harold Friedman, who will represent his company, Rank Records of America. Headquarters for the conventioners will be the Dorchester Ho-

tel, with business meetings scheduled to take place in the offices of the Rank organization.

Before departing for London, Co-Op exec Marshall told The Billboard that a key point of the business discussions would be the matter of developing greater mutually co-operative measures to take form between members in the various countries. These would cover such items as better exploitation via radio stations covering various nations, effecting greater economies in packaging of product and preparation of album covers, etc.

In addition to detailed discussions of product plans, an interesting new thought to be taken up is the idea of establishing an artist bureau, to be associated with the co-op, with representatives to be stationed in the various countries of members. The idea behind this would be simply to pave the way for greater personal appearance activity in the 19 countries by artists whose records are distributed thru the co-op.

As Marshall pointed out, few of the countries involved can underwrite a complete tour of an American artist. Yet if co-operation is established between distributors in various nations, such a tour can easily be swung. For example, if

(Continued on page 44)

'Fact Sheet' From L. A. Distrib Speeds Disk Sales Info

HOLLYWOOD — Guy Ward, head of SCS-W Associates, firm operating as distrib contact service in the 11 Western States for eastern and midwestern labels, is adding a streamlined communications service on behalf of the lines he represents. He will issue a weekly "Sales Fact Sheet" for each line to all the distrib in the Western area. Sheet will tell distrib and their salesmen in concise form latest developments, sales activity, etc., of each label in the DCS-W line-up.

Purpose of the added service, Ward said, is to simplify the matter of communications between manufacturers and distrib salesmen. Sales force in the field, Ward has found, is inundated in an avalanche of reports and sales memos from the diskeries. So much of this matter has been hitting the salesmen, it seriously cuts into their time in making calls. By keeping sales people informed via boiled down, quickly read "fact sheets," they will get the same info in a much faster way, and will be as well informed without undue expenditure of selling time.

NBC-TV SERIES TO SPOTL'T U. S. MUSIC HERITAGE

NEW YORK — The nation's musical heritage will be spotlighted in a series of full-hour shows — "America's Music" — produced by NBC-TV's Special Projects next season, with score by Robert Russell Bennett.

Each program will have a storyteller—some well-known musical personality—and each, according to producer-director Donald B. Hyatt, will showcase music in the "contest of its time and place—the social and political environment of the period."

Utilizing a narrative approach, the series will feature stories about musical comedy; songs of wartime; the big brass bands; Tin Pan Alley; the record industry, the dance, and bio-treatments of Richard Rodgers, George Gershwin, Victor Herbert, etc. The blues, jazz and swing (of the '30's) will be treated in separate shows.

NAB Starts Fall Huddles

ATLANTA — Recent government actions affecting radio and TV "go in the direction of emancipating broadcasters from too rigid controls," according to G. Richard Shafto, executive veepee of WIS and WIS-TV, Columbia, S. C. He made the observation in an address before the First Fall Conference of the National Association of Broadcasters.

The two-day session—held here last week (October 13, 14) at the Biltmore Hotel—was the first in a

(Continued on page 44)

Daywin Firm Buy Sought

HOLLYWOOD — Columbia Pictures is negotiating to buy the Doris Day-Marty Melcher BMI publishing firm, Daywin Music, for a reported purchase price of \$1,000,000.

The movie industry's No. 1 box office star has made pictures in partnership with Columbia, including "Pillow Talk," top money maker in the studio's history. Many of Miss Day's previous movie tunes are in the catalog, including the theme from her current film, "Midnight Lace," represented on The Billboard's "Hot 100" chart this week by two different versions.

Merc Affiliate Execs In Brussels Huddle

NEW YORK — Mercury veepee Irwin Steinberg held a four-day forum with eight of the label's overseas affiliates at the Atlanta Hotel in Brussels, Belgium, last week (October 13-16). Foremost purpose of the meet, according to Mercury prexy Irving B. Green, was "the co-ordination of simultaneous release (abroad) of singles by pop artists with the release of their albums—particularly of those artists who are hitting the 'Hot 100' chart."

The European execs attending the meetings (representing Belgium, England, Austria, France, Germany, Holland, Italy and

Cap Names Gilmore Singles A.&R. Chief

Helms All Singles Production; Still To Handle Own Artists on LP Recordings

HOLLYWOOD—Voyle Gilmore last week was named Capitol's singles a.&r. director. Gilmore, a vet exec producer for the label, assumes responsibility of controlling all singles recording activity as well as co-ordinating all merchandising, promotion and advertising of the firm's singles line.

Gilmore will helm all singles recording of all Capitol a.&r. producers. LP production will remain unchanged with individual production and promotion by operating in concert with Manny Kellem, the firm's New York-based national singles promotion co-ordinator. Kellem heads a four-man staff of field promotion men whose efforts will be focused solely on singles product: Al Coury (New England area), Bill Jamison (Mid-Atlantic States), Tom Gelardi (Detroit-Cleveland region), and Barney Fields (Chicago-Milwaukee).

Singles responsibility will be in addition to Gilmore continuing to function as an exec a.&r. producer in handling his own artists (including the Kingston Trio), for production of LP's. On the singles side of his duties, Gilmore will report to Eastern operations veepee Joe Csida in New York who last month took over exec control of all Capitol singles operations. Csida, in

turn, reports to a.&r. veepee Lloyd Dunn in Hollywood, for his facet of his activity.

Gilmore's appointment as a.&r. singles chief came on the 15th anniversary of his joining the label. He joined its subsid, Capitol Records Distributing Corporation, in October, 1945 as San Francisco salesman, and in June, the following year, became manager of that branch. In 1949 he became Los Angeles branch manager, and in 1951, joined Capitol's a.&r. department.

New Elektra Sales Set-Up

NEW YORK — Stan Cumberpatch has been named director of national sales, marketing and promotion for Elektra Records, according to an announcement from Jac Holzman, prexy of the firm.

Holzman noted that the co-ordinated operation has been formed to effect closer relations with distributors, deejays and retail outlets. Cumberpatch formerly was sales and promotion manager for New Sound Distributors, San Francisco.

New Riverside Jazz Release

NEW YORK — The Jazz Archives Series currently issued by Riverside Records include two albums of collector interest: "The Classic Swing of Buck Clayton" and "Giants of Small Band Swing." Both contain top jazz names and have been re-recorded from masters made during the 1940's. In addition mono and stereo releases on the parent label contain LP's by Billy Taylor and another in the Cannonball Adderley presents series, "The Jazz Brothers" by the Mangione Brothers Sextet. The specialty series contains an Oscar Brand set of U. S. Army songs, Paul Renard playing songs of George M. Cohan and a polka album. A sound album features the U. S. Air Force in the sound of jets in action.

In addition, the disk firm has instituted a deejay tie-in with its "Out of My Head" George Crater album. Deejays are requested to give their own and their listener candidates for windup dolls. Prizes include albums.

The Billboard

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

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B. A. Bruns, Director Cincinnati
Send Form 3579 to
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2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Second class postage paid at Cincinnati and at additional entry of file. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International Funspot the monthly magazine of amusement management, and High Fidelity, the magazine for music fans. Printed by WORLD COLOR PRtg. CO., St. Louis Vol. 72 No. 42

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M-G-M Sets Up Top Consumer Ad Campaign

NEW YORK — M-G-M Records has set the heaviest consumer ad campaign in the label's history for the forthcoming four-month period, with ads specifically designed to reach various clear-cut markets. Sid Brandt, veepee of operations for M-G-M has so notified distributors across the country, in a special mailing this week.

The schedule calls for full-page ads in the New York Times, High Fidelity and Popular Country Stars during this month. In November, there'll be full pages in Hi Fi Stereo Review, Seventeen and Playboy, with December calling for a repeat in Playboy in addition to full pages in Teen, Song Hits and Hit Parader. Country Song Round-up gets a full page in January.

In the teen market, the firm will plug albums by Connie Francis, Conway Twitty, Jimmy Jones, Mark Dinning, Ray Ellis and Tommy Edwards. For the sound-conscious market, the new "Spectacular" series will be featured, and so on.

Last week promotion and publicity chief, Sol Handwerker, pulled off another coup involving the label's cast album of the off-Broadway hit, "The Fantasticks." Full page co-op ads were run in the Times and the New York World Telegram with Macy's the producers of the show itself and with the local M-G-M distributor.

Disneyland Club Plan

NEW YORK — Disneyland Records has instituted a special direct mail plan to introduce record buyers to its Story Teller Album series. With the purchase of any four Walt Disney Story Teller albums, a participant is entitled to the full seven album library of classical records on the Disneyland label. The Story Teller collection is composed of "Sleeping Beauty," "Peter Pan," "Snow White," "Three Adventures of Davy Crockett," "Alice in Wonderland," "Pinocchio," "A Day at Disneyland," "Uncle Remus," "Zorro" and "Dumbo."

The classical selections that go along with the purchase of any four of these are: Stravinsky's "Rite of Spring" of Leopold Stokowski, a compilation of Bach music, Tchaikovsky's "Nutcracker Suite," "Dance of the Hours," Beethoven's "The Pastoral Symphony," "A Night on Bald Mountain," and the "Grand Canyon Suite." Much of the material is performed by an orchestra under the direction of Leopold Stokowski.

Victor Ups Burgess To New Exec Post

NEW YORK — Jack Burgess has been appointed division vice-president, commercial sales, for RCA Victor Records. Burgess has been manager of the commercial sales division, and prior to that post was head of the Victor's custom record sales. Burgess' appointment is part of the firm's over-all expansion of its marketing branch, as exemplified by the appointment last week of Harry Jenkins as planning and merchandising chief.

The managers of six departments at RCA Victor will report to Burgess in his new capacity. They are: Bill Alexander, manager of advertising, publicity and promotion; Dave Finn, newly appointed man-

DOT SINGLES PLUG LP WAX

HOLLYWOOD — Dot Records will plug its album wares on its singles sleeves. Full-color reproductions of Dot's albums will be printed on the sleeve effective with the November release. Each sleeve will plug 18 albums (nine per side of the sleeve). To get maximum exposure for as many of its albums as possible, Dot is printing 10 separate sleeves to cover a total of 180 packages.

Welker Heads Victor Tape Sales Dept.

NEW YORK — Ed Welker is the new manager of magnetic tape products marketing department of RCA Victor Records. Appointment was made by Norm Racusin, division veepee for RCA Victor.

In the new post Welker will be responsible for the merchandising and marketing of all RCA magnetic tape products. He will set up a special tape marketing staff that will include a sales engineer as well as salesmen. RCA is now producing magnetic tape for professional use.

Vanguard Inks New Talent

NEW YORK — Vanguard Records has signed a flock of names for a new album push by the label. Diskery pulled something of a coup with the signing of Harry Golden, the essayist and newspaperman, whose books have been hitting the best-selling book charts with regularity. Golden will do some spoken

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British Labels Up Radio Lux Air Time

By DON WEDGE

LONDON — The importance the British disk industry attaches to radio exposure is well illustrated in the fall schedules, which started this month, of Radio Luxembourg's English service. All major firms have stepped up their output, some considerably. In most cases it is time vacant thru the demise of Top Rank as an independent label.

Radio Luxembourg is the commercial station operating daily from 6 p.m. to 12:30 p.m. Record firms buy time in the same way as any other sponsor. One exception is the opening weekday program,

ager of record distributor relations; Ed Forman, manager of special services; Sal Peruggi, manager, field sales; Ben Rosner, manager of radio-TV relations and field promotion, and Irving Tarr, manager of sales for special markets (racks, supermarkets, etc.).

As was noted last week in The Billboard, Tarr is enlarging his activities in the special markets department, while Rosner has been given additional duties in his area.

Burgess is expected to expand the Victor commercial sales division in his new post. He will continue to report to Norm Racusin, division vice-president and operations manager.

Col. Repeats '59 Yule Push

NEW YORK — Columbia Records is repeating last year's successful Christmas sales program for the 1960 season. The 1960 Christmas drive, according to sales chief Bill Gallagher, will be keyed to the theme "Columbia Presents for Christmas." It will offer dealers the choice of a 25 per cent return for credit, or a 12½ per cent discount, or a partial return for credit and a partial discount on selected Christmas items. The Christmas program replaces the regular bonus to sell program during October and November.

The program covers the firm's six new Christmas releases (see separate story), and six Christmas albums released last season, including

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Bourne Music to Widow for \$3½ Mil.

NEW YORK — The catalog and assets of Bourne Music, Inc., were knocked down to Bonnie Bourne, widow of the late Sol Bourne, at a dramatic public auction Friday (14). Bonnie, represented by Walter Beck, topped all bids with a figure of \$3,450,000. The scene took place at the Surrogate's Court, New York, where more than 100 important music business personalities gathered.

Next closest bid was delivered by attorney Lee Easteman, representing a group. His figure was \$3,400,000.

Interesting facet of the proceedings was the fact that a number of record companies put in high bids. ABC-Paramount, for instance, bid

the hour-long "Six o'Clock Record Show." These have outside sponsors, but deejays and program material are provided by the disk firms. Philips and EMI have two days each with the week being completed by (British) Decca and Pye.

Every night except Monday record firms provide the closing half hour from midnight. Here EMI has four shows, with Decca and Pye presenting one each. Other shows are concentrated in late-evening spots. EMI leads the field on a weekly aggregate with 14 programs, occupying eight hours' air time—both are a record for a single sponsor on the station.

Significantly, EMI buys no time on Saturdays or Sundays, and has most—2¾ hours—on Thursdays; the evening before most Britishers' payday and usually the release day of new disks. No other record firm has time on Thursdays.

EMI earlier this month thought its massive output justified a press conference embellished with a good old-fashioned contract-signing ceremony. The group uses five djs, one of whom, David Jacobs (others are Jimmy Young, Peter West, Sam Costa and Ray Orchard, who produces them all) was a surprise addition.

Jacobs is an accomplished TV host (of "Juke Box Jury" among others) and has a very successful BBC radio series. One of his two weekly programs is a Tuesday 30-minute segment, "Play Along Player," devoted exclusively to album material. It is designed to give

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Williams One-Stop In Creditors Hands

Philly Firm in Debt to Tune of 275G; Bankruptcy or Reorganization Muled

By MAURIE ORODENKER
PHILADELPHIA — At press-time creditors' meetings were being held in this city and New York to determine the future of the Joe Williams One - Stop operation, which was on the hook for \$275,000. It was learned that of this \$275,000, \$75,000 was in the form of a bank loan, which was underwritten by one of Philadelphia's largest distributors. Decca was Williams' biggest creditor, tho many other companies were also among the firm's large creditors.

The creditors were split on what to do with Williams firm for the future. Some of them wanted to

see the firm declare bankruptcy; other creditors wanted the firm to reorganize and to continue in existence, and some of the smaller creditors were undecided about either course.

The Williams One-Stop was at one time, in fact until a short time ago, one of the swinging one stops in the East. Located in Dick Clark's home city, the firm was quick to jump on any record getting exposure thru the Bandstand show, and was considered by many distributors, record companies, artists and publishers as very important in helping to push a record, both with juke operators and dealers.

Some sort of agreement as to the future of the Williams operation is expected this week. Since Williams started to grow in his operation there have been a number of other one-stops that have opened up in the Philadelphia area.

Savoy Set For Vintage Jazz Series

NEW YORK — Savoy Records will very soon issue a new jazz series containing hitherto unreleased sides of Charlie Parker, Lester Young and Wardell Gray.

Lubinsky states the masters were found deep in a packing case, hermetically sealed. They came to light when Savoy recently moved its offices to expanded quarters in Newark, N. J.

Lubinsky added that he has enough material for one Parker album, two of Young, and one Gray. The new line will also include albums by Fats Navarro and Sarge Chaloff.

The Parker package is expected to be out in two weeks.

WB Names Tobin to Promo Post

HOLLYWOOD — Warner Bros. Records has created a new Southern sales division, and named Dick (Reggie) Tobin to head it as divisional sales and promotion manager. Tobin will headquarter in the South and will report directly to Jim Conkling, label prexy. Prior to his joining WB's staff, he had handled several promotional assignments for the label, and had been affiliated with Midwest indie distributors.

Newly acquired coverage of the Southern area gives WB four regional sales divisions. Others include Vic Chirumbolo, Eastern district sales manager; Robert Summers, for the Midwest, and Fran Howell in the Western region.

Fischer, MPAA Prexy, Dies at 60

NEW YORK — Joseph Fischer, head of J. Fischer & Bros., religious music publishing firm of Glen Rock, N. J., died last week (6) at the age of 60. Fischer was president of the Music Publishers Association of America in 1951-'52, and was a veepee in 1953. He was a member of the board of appeals of ASCAP. During the years 1930 to 1936 he was secretary of the Music Industry Council, and was its president from 1936 to 1940.

Trey Debuts First Album

NEW YORK — Atlantic Records stepped up the output of its new subsidiary label Trey last week with the release of a single and an LP, both novelties produced in California by Lester Sill and Lee Hazelwood. The album — "The Clingman Clan at the Baboquivari" — is the first in what Atlantic prexy Ahmet Ertegun said will be a complete catalog of Trey LP's.

In the future, said Ertegun, the entire Atlantic line will place greater emphasis on albums. The new Trey single, "The Great Debate," is a novelty disk, featuring a parody of the Nixon-Kennedy TV debates with Ron Cameron Nazy as interrogator. The new Trey album, a satire on the current folk music trend, was recorded live at leader Loy Clingman's own nitery in Scottsdale, Ariz.

Nippon Disk Output Gated at 21 Mil.

YOKOHAMA — Production of phonograph records here is running at the rate of close to 21,000,000 copies of a year, according to figures for the first six months of production in 1960, released by the Japan Phonograph Record Association.

A total of 10,233,000 disks, worth more than 3,790,000,000 yen before taxes, were produced in

Verve Mulls Stock Issue

HOLLYWOOD — Norman Granz is eyeing the prospect of a public stock issue as part of a major expansion move for his Verve label. Label has hired an accounting firm (Anderson Company) to prepare groundwork for a Securities Exchange Commission application.

Verve has been undergoing organizational changes as part of its growth. Last August, firm formed a sales subsidiary, Verve Sales Company, which opened new avenues of operation to the Granz firm. Subsidiary made a distribution deal with Frank Sinatra's Essex Productions for the Sammy Davis Jr. single from the "Ocean's Eleven" film.

Industry rumors frequently linked Verve with merger or outright sales deals with other labels. Most recent was a reported transaction merging Verve with Sinatra's Essex. Granz' decision to make his privately owned firm a publicly held corporation would indicate his decision not to sell his firm but expand its operation with funds raised by the sale of stock.

Co-Ed Name Sold to Coed; Hassle Off

NEW YORK — The long-standing hassle between the Co-Ed label and the Coed label, the first owned by N. B. Mayhams, and the second owned by George Paxton and Marvin Cane, has been settled out of court. Mayhams has sold the Co-Ed name to Coed, and from now on there will only be one Coed label, the one owned by Paxton and Cane.

Mayhams has had his Co-Ed label since 1940, and issued many records on it by Norris the Troubadour. Paxton and Cane's Coed label was launched in the late 1950's and has had a strong string of hits. Mayhams is transferring all of his artists to his Mayhams Sorority Fraternity label.

New Old Town Jazz Pacts

NEW YORK — Stan Free has been pacted to handle a.&r. chores for Old Town Records. One of Free's initial projects will be to kick off a series of jazz LP's for the label.

Free, former arranger for Chris Connor, has already turned out his first album, featuring himself on piano with a group known as the Afro-Jazziacs. Also signed is Ted Curzon, trumpet man out of the Charlie Mingus group.

Another project is a series of new recordings of legendary jazz cats, to be known as "Living Legends." Free will also operate in the more pop areas with such artists as Arthur Prysock and Billy Bland. Initial release is expected momentarily with a new package set for every other month.

the months of January thru June. This is an increase of 28 per cent over the previous year. Stereo disks amounted to a total of 470,000 copies, or about 11 per cent of the nation's production, during the period.

About 60 per cent of the yen volume was done in 33 1/3 r.p.m. LP's. This amounted to approximately 30 per cent of the total number of recordings produced. This represented an increase of 31 per cent in actual value and about 33 per cent in terms of actual copies over the previous year.

With regard to EP's, figures show a production increase of 12 per cent over last year, when 580,000 copies were produced. However, these represented only 5.7 per cent of total production and 5.5 percent of total sales volume. Interestingly enough, stereo EP's accounted for 18 per cent of total output.

Singles production represented over 50 per cent of the nation's total disk production with 5,260,000 disks produced for a value of almost 1,000,000,000 yen. This was an increase of 34.5 per cent over the same period a year ago. Production of stereo singles reached 53,000 copies, representing about 1 per cent of total output.

ARD Members Meet; Officers Re-Elected

NEW YORK — A dinner dance and show being planned by the Associated Record Dealers of New York and New Jersey for November 20, is virtually a sell-out, according to a report presented at the monthly meeting of the group last Tuesday (11). Distributor co-operation in the vent was also termed excellent.

It was reported that protests aired earlier by the group against the practice of some record companies of attempting to gain direct contact with buyers via coupon solicitation within disk jackets, have resulted in pledges from several smaller indies to refrain from the practice in the future. "Meanwhile, our salespeople have been instructed to pull out any coupons or other promotion pamphlets or folders they find before selling the album," said ARD prexy, Sy Bondy.

Also featured at the meeting last week was a talk by Lou Shapiro, representing SORD, on the matter of the law suits instituted in Chicago by individual dealers against the three major record clubs.

There was also further discussion of a plan to sponsor radio programs in the metropolitan area, in which commercials would be

Wilking Firm To Steinway

INDIANAPOLIS — Wilking Music Company of Indianapolis became an affiliate of Steinway and Sons this week, Henry Z. Steinway, president of the piano firm, announced. For decades a principal retailer of Steinway products, Wilking Company will be one of only six retail outlets owned by the piano company, the others having been acquired in New York City, London, Berlin and Hamburg, West Germany.

The music company, which now becomes a part of the 107-year-old Steinway organization, was established 38 years ago. Still in his teens at the time, Mr. Wilking was its founder.



Pictured at First Annual West Coast Music Men's Golf Outing, Palm Springs, Calif., are left to right: Eddie Howard, Jack Levy, Dick Pierce, Bob Wells, Johnny Thompson, Pat Boone, Don Raye and Dave Weichman.

ARIOLA BOWS DISTRIB SYSTEM

BRAUNSCHWEIG, Germany — Ariola has started a new distribution system with their special label Baccarola which sells at 2.85 DM (70 cents) for the single and 3.95 DM (\$1.08) for the EP instead of the normal German record retailers' price of 4 DM (single) and 7.50 DM for the extended play record. The label, which stars young unknown talents, is distributed by magazine wholesalers, railway station book shops and chain stores spread all over Germany.

Up to now records are only sold thru record shops, record departments of juke box wholesalers and record departments of warehouses in Germany.

ANNIVERSARY

Big Col. Push for Ormandy

NEW YORK — Eugene Ormandy celebrates his 25th Anniversary as conductor of the Philadelphia Orchestra this month, and in honor of the occasion Columbia Records is going on a big push on his disks. Dealers can tie-in to this campaign by displaying Ormandy and the Philadelphia's top selling albums in window displays. For this purpose, here is a list of the strongest selling Philadelphia Orchestra sets, according to the Philadelphia Orchestra public relations chief, Louis Hood:

"The Lord's Prayer, with the Mormon Tabernacle Choir—(ML 5386; MS 6068); Dvorak: "Symphony No. 5"—(ML 5115); Moussorgsky-Ravel: "Pictures at an Exhibition," Stravinsky "Firebird Suite"—(ML 4700); Tchaikovsky: "Swan Lake Ballet"—(ML 5201); Tchaikovsky: "Symphony No. 6"—(ML 5435); Debussy: "Afternoon of a Faun"—(ML 5112); Levant Plays Gershwin, with Oscar Levant — (CL 700); "Ports of Call" (ML 4983); Rachmaninoff: "Concerto No. 2," with Eugene Istomen —(ML 5103).

Kingston Trio Selling 7-Up

HOLLYWOOD — Capitol has concluded a national promotional tie-in with Seven-Up bottlers on behalf of the Kingston Trio. Deal calls for production of a promotional package containing "Tom Dooley" and three of the group's other top-sellers. It will be called "Cool Cargo" and sell for 50 cents plus a coupon available at Seven-Up dealers. Tie-in also calls for the Kingston group to be featured in the soft-drink bottlers' ads.

Added Indictments for Alleged Counterfeiters

HACKENSACK, N. J. — Additional indictments have been returned here by the Bergen County Grand Jury against Robert Arkin, Milton Richmond and Bonus PlattaPak of nearby Fort Lee, N. J. These are supplemental to original indictments returned against the same persons last June 10.

The indictments are based on alleged violations of the New Jersey trademark counterfeiting statute. In the current counts, the charges involve knowing and willful selling of counterfeit records on the Laurie Audicon and Warwick labels in addition to Cameo Records. Alleged counterfeit Cameo copies became the basis of the earlier indictments.

In the current Grand Jury action, the five counts involve charges of selling counterfeits of "Ding-A-Ling," on Cameo to Herbert Slot-

kin, trading as Slotkin Record Company of Philadelphia; "When You Wish Upon a Star," on Cameo also to the Slotkin firm; "Beatnik Fly," on Warwick to Harry Warringer, trading as Knickerbocker Music, New York; "This Is My Love," on Audicon, also to Knickerbocker; and "Ding-A-Ling" on Cameo, to Samuel Keenholz, trading as Raymar Sales, Jamaica, N. Y.

Art Talmadge, ARMADA prexy, said the latest indictments were obtained as a result of co-operation between ARMADA attorneys, Blanc, Steinberg, Balder and Steinbrook, of Philadelphia, and Bergen County Prosecutor, Guy T. Calissi. "This demonstrates ARMADA's battle against counterfeiters, wherever and whenever they appear," asserted Talmadge.

94 Turnout For W. Coast Golf Tourney

HOLLYWOOD — First annual West Coast Music Men's Golf Tournament and Outing, held at Desi Arnaz' Indian Wells Hotel in Palm Springs, attracted a turnout of 94 men from the Hollywood area's music industry. Included among these were name performers, writers, publishers, as well as execs from various facets of the music industry.

Low gross was scored by producer-writer Bob Wells. RCA Victor's coast chief Dick Pierce won low net. In Class B, Johnny Thompson, head of Challenge Records, emerged in top position with Ruby of the Dunes; in Class C, writer Don Raye and Jackie Barnett; Class D, Pat Boone and publisher Eddie Shaw.

Publisher Jack Levy (Ardmore-Beechwood), won for putting; bandleader Eddie Howard for pin high; Tops Records' Dave Weichman for long drive, and Don Henley (Pat Boone's Cooga Mooga), duffer.

Prize-winners included Murray Wolf (golf bag), Les Newman (sweater), Joe Nadell (glasses), Eddie Shaw (golf balls), Averill Passerow (champagne), Sandy Campbell (shoes). Awards were contributed by RCA Victor, Decca, M-G-M (all golf balls and shoes), Liberty, Dot, Imperial, Challenge (trophy), E. H. Morris (golf clubs, balls and glasses), Warner Bros. (trophy), Sy Devore (sweater), and Ruby of the Dunes (booze).

Nichols-May Album Merc Highlight

NEW YORK — Mercury's October 15 album release is highlighted by "An Evening With Mike Nichols and Elaine May," original cast album of the duo's new Broadway hit, which opened at the Golden Theater here last week.

Also in the new releases are packages by Dinah Washington, Taft Jordan, Clyde Otis, George Jones (in a "Salute to Hank Williams"), two "Living Presence" classical packages, and a sound special, "Game Callin' in Hi-Fi," featuring duck-calling champion Russ Gaede.

The Nichols and May album was cut during a Falmouth, Mass., theater try-out. The Gaede album, aimed at 18,000,000 licensed U. S. hunters, roams the call-range from ducks to foxes and coyotes. Radio sportscaster Art Mercier is narrator.

New Distrib Opens in L. A.

HOLLYWOOD — Los Angeles' well-populated disk distributor row last week made room for still another new distributor — the second within a month — with the opening of Buckeye Distributors. Firm is headed by Dorothy Freeman, formerly of Cleveland's Benart Distributing. Staff includes Janet Devaney, formerly with Hi Fi Records, and Bobby Singer, previously with Concord Distributors. Both will handle sales and promotion. Firm's first line is Hickory Records.

Earlier this month, Ted Rosenberg, former Columbia branch manager here, opened his Pep Record Sales. Area today has 28 disk distributors making the nation's second largest disk market the country's most keenly competitive at the distrib level.

a great new single...



a beautiful ballad of a broken romance...

you'll find out record no. 4456



jeanne black

...and a great debut album



album no. (S)T-1513

This One



ZOYJ-YBW-TOLF

includes jeanne's great hits "he'll have to stay" and "lisa"

BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

Recent visitors here included Jack Mills and Lou Swartz of Mills Music. . . . Martin J. Machat was here last week with the aim of fixing television exposure for Brook Benton in the hope of it leading to the Mercury artist having the comparable success in Britain as he has at home. . . . Norm Riley arrived to watch over Jimmy Jones' opening dates of a British tour. Riley was also talking of setting up another tour for Gene Vincent, who has retained considerable interest despite the unfortunate ending of his last tour.

Jeannie Carson was arriving back in her native Britain for tele-

vision dates and negotiations for a London stage show. . . . Connie Francis was due in for part of a European tour. In addition to TV work, she was booked for her first concerts—in different parts of suburban London, October 29 and 30. . . . Dan Dailey, in for his five-week season at the Pigalle niteroy from October 10, has Jerry Fielding as his musical director.

Two new record producing units were launched this week. Music publisher Alan Crawford, who came to Britain from Australia five years ago to head Southern Music and now operates Merit Music, is branching out into the recording field. He is calling his firm A.C.M. Academy and has already signed Jim Dale, who had a Parlophone hit three years ago with "Be My Girl."

Michael Barclay, until a few weeks ago a.&r. manager at Pye, unveiled Audio Enterprises, with his former assistant Philip Waddilove, as partner. As well as producing disks, a sizable output of recorded radio programs is planned.

Mercury's European manager Dick Whittington flew to Belgium October 13 to join international chief Brice Somers for sales talks with licenses from Germany, France, Holland, Italy, Austria and Switzerland. . . . Harry Walters, an executive of EMI's international division, has spent two weeks in Sweden for talks with the firm's local executives. . . . Judy Garland, plus several supporting British personalities, went to Paris for well-received concerts.

After a long spell with BBC-TV, Vera Lynn did not renew this season. She will probably do a series of "Saturday Spectaculars" for ATV. Tho there is no contract yet, she began by headlining the October 15 show. . . . This week's presentation consists of the tele-recording made by Kay Starr during her visit last month.

The Harold Davison office has arranged a series of U. S. jazz artist visits to Europe, but none are likely to visit Britain. The schedule is Art Blakey's Jazz Messengers (December), Buck Clayton's All-Stars (January), Lionel Hampton ork (February) and the George Shearing Quintet (March). . . . Britain's Johnny Dankworth ork, which is pacted to Roulette, is likely to be featured at the Berlin Jazz Salon in May and will then do concerts with the Berlin Philharmonic. A British writer, Bunny Lewis, seems to have written the most successful English lyrics to "Milord," one of the Continent's biggest hits—for Edith Piaf among others—during the first half of the

Best-Selling Pop Records in ITALY

Week ending October 8, 1960 (Courtesy Musica e Dischi, Milan)

Last This Week	This Week	Title	Artist
1	1	IL NOSTRO CONCERTO—	Umberto Bindi (Ricordi)
2	2	NESSUNO AL MONDO—	Peppino Di Capri (Carisch)
3	3	IL CIELO IN UNA STANZA—	Mina (Italdisc)
4	4	IMPAZZIVO PER TE—	Adriano Celentano (Jolly)
19	5	IT'S NOW OR NEVER—	Elvis Presley (RCA)
8	6	MILORD—	Edith Piaf (Columbia), Dalida (Barclay)
5	7	IL BARATTOLO—	Gianni Meccia (RCA Camden)
7	8	TILL/PERSONALITA'—	Caterina Valente (Decca)
10	9	NOTTE DI LUNA CALANTE—	Domenico Modugno (Fonit)
—	10	SE CI SEI—	Umberto Bindi (Ricordi)
6	11	SCANDOLA AL SOLE—	Percy Faith (Philips)
13	12	FAME AND FORTUNE/STUCK ON YOU—	Elvis Presley (RCA)
—	13	FREVA A PIANTA E STELLE—	Peppino Di Capri (Carisch)
17	14	ITSY BITSY TEENIE WENIE YELLOW POLKA DOT BIKINI—	Brian Hyland (London), Buddy Hackett (Top Rank)
9	15	VOCE E NOTTE—	Peppino Di Capri (Carisch)
16	16	MULE SKINNER BLUES—	Fendermen (Top Rank)
—	17	PITAGORA—	Adriano Celentano (Jolly)
12	18	GABBIE—	Eddie Calvert (Columbia)
20	19	PRINCESS—	Little Tony (Durium)
15	20	MY HOME TOWN—	Paul Anka (Columbia)

year. Georgia Brown (Decca) and Frankie Vaughan (Philips) have waxed the song. Each fall Vaughan donates royalties from his current release to the National Association of Boys' Clubs.

Altho Jerome Whyte thought it could weather the critical storm of its opening, Mary Rodgers' "Once Upon a Mattress" has not clicked at the box office and comes off October 22. . . . Decca reveals that the biggest ever selling album on the Coral label has been "The Buddy Holly Story, Vol. I." . . . Pye had a new release of Golden Guinea low-price albums, including a two-volume set of Handel's "Messiah" retailing at \$8 and the first issue from Buena Vista to be used on the line—the movie sound track from "Pollyanna." . . . In the singles field, there were few issues of U. S. chart significance. The EMI group had only one—Lloyd Price's "Just Call Me" (HMV from ABC-Paramount). . . . Decca had three, all on the London label—Jimmy Charles' "A Million to One" (from Promo), the Coasters' "Shoppin' for Clothes" (Atco) and "Let the Good Times Roll" by Shirley and Lee (Warwick).

"Chain Gang" seems to be a fast and big hit for Sam Cooke (RCA). It moved up 10 places this week to No. 7. There was a six-place rise by Johnny Burnette's "Dreamin'," but on the whole there were few changes in the Top 20. A surprise switch the Ventures, at No. 8, taking over the lead in the hit battle for "Walk Don't Run" from the John Barry Seven (back to No. 11).

"Never on Sunday" reached the charts in its second week. The first version to show is the U. S. hit treatment by Don Costa (No. 27). Decca has pulled out everything to get the United Artists disk ahead of its 12 rivals. However, there is strong opposition from the British-made vocal version from Lyn Cornell on the parent Decca label. The other companies are still pushing their versions with Columbia's Manuel and Palette's Makadopoulos also beginning to move. . . . Johnny Mathis (Fontana) returns to the charts with "My Love for You" at No. 25. . . . The three remaining newcomers are British — Billy Fury's "Wondrous Place" (Decca) and two Pye teams the Viscounts vocal trio, with "Shortnin' Bread" No. 26, and "Sunday Date" by the Flee-Rekkers, rock instrumental group.

ITALIAN Newsnotes

By SAM'L STEINMAN

Piazza S. Anselmo 1, Rome

American singer Carol Danell had made threefold news: (1) receiving the Golden Oscar of Song for her work as a lyricist with the song, "Kiss Me, Kiss Me"; (2) recording two songs in Italian, "I Live to Dream" and "Just Relax" in the new film, "The Bachelor Apartment"; (3) translating the lyrics of Italian entries in the Zurich Italian Song Festival, an activity for which she won the top award a year ago. . . . Abbe Lane's sudden hospitalization forced Xavier Cugat to cancel their appearance in Palma de Majorca. . . . Sorisi E Canzone, selecting the outstanding cha cha records picked 20 of Italian origin and only 8 of American. . . . Mahalia Jackson has been booked for a Milan recital. . . . Vittorio De Sica and Alida Valli will become singers for the "Canzonissima" TV series to do "But Love, No" and "Speak to Me of Love, Mario," respectively, in the group of songs of other years. . . . A new Italian quartette is now known as the Disk Jockeys.

The Italian translation of "Children of Piraeus," the hit song from "Never on Sunday" has been recorded by Katyna Ranieri under the title of "One for You, One for Me." . . . Cetra's series of records on the history of jazz in Italy has now reached its sixth disk. . . . Peggy Lee has been announced to star in a forthcoming Italian movie. . . . RAI has decided not to revive the "Musichiere" program with a new star following the death of Mario Riva. The big new musical program will be called "Winter Garden."

At Salsomaggiore, Bruno Mar-

tino has received the Golden Juke Box and Tony Renis the Silver Juke Box awards. . . . There's a break in the united front of the Italian Society of Authors and Publishers in their stand against festivals. Three publishers, Ladislao Sugar (Messaggerie Musicale), Gramillo Ricci (Curci) and Franz Leonardi (Leonardi), who represent the top of the music publishing industry are the opponents of the move. . . . Decca-Italy has undertaken the distribution of American Liberty and Dot labels. . . . While the two Neapolitan anti-festival days in which modern songs were presented in opposition to the traditional ones were a success, the question is raised as to what would happen to Neapolitan music if it began to sound like all other pop tunes? . . . Italian weekly "Rotosei" thinks a translator is needed for Italian lyrics because too many foreign words, mostly American are appearing in the current numbers.

The Milan Festival was held to find new voices and new songs. A narrow margin selected "Gringo" sung by Paola Paglia over "Undressing in Moonlight" presented by Enza Catalano. But, in the vote for the best new voice Catalano triumphed over Paglia by an even narrower margin. . . . Vis, which specializes in Neapolitan tunes, has issued 16 sides by five singers—Maria Paris, Mario Abnate, Nunzio Gallo, Errico Fiume and Pino Mauro — to celebrate the 1960 Piedigrotta Festival. . . . Another Neapolitan group, Renatino I Scugnizzi, the latter a term applied to boys of the back alleys of Naples, is being pushed by Fonit as a new find. . . . Saar hosted a party for Dalida and her accompanist, Lucien Morisse. . . . Graz, Lots!

GERMAN Newsnotes

Southern Germany

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Claus Ogerman formed his own music publishing firm, the Ebony Music. The U. S. bureau is on 35th Street, in N. Y., the German bureau is in Munich-Lochham. Ogerman's German rep is Arthur Turek. . . . Mr. Acker Bilk and his Paramount Jazz Band play title tune of new Gloria pic "Mit Himbeergeist Geht Alles Besser," music by Gert Wilden, lyrics by Fred E. Utrecht.

Up to 16 marks (\$4) are paid on the black market now for a disk by Gisela Jonas which is banned to the German public. Gisela is a very popular singer in Munich's Latin Quarter "Schwabing"; the words of the banned ballad "Nowak" are very fresh. . . . When Munich band leader Ernst Jaeger had a one night stand for U. S. troops, he was very surprised when his polkas got more applause than his teutonic jazz. Top favorite of the evening was Jaeger's own polka, "Red Rose."

Dusseldorf had its sixth German Amateur Jazz Festival. 26 groups played. The winners were the Dusseldorf Feetwarmers and the Oskar Trio. The top honor for the top band: A journey to the jazz spots of New Orleans, New York, and Chicago. . . . Dr. Spielhoff and German jazz authority Guenter Boas opened a jazz exhibition in Dortmund.

Bavarian tunesmith Werner Scharfenberger, whose hit "Moonlight" is for a couple of months on the top of Germany's Top 10, married. . . . Marlene Dietrich invited Ralf Bendix to guest star in U. S. TV.

Something like 42 per cent of (Continued on page 45)

Northern Germany

By BRIGITTE KEEB
Music Editor, Automaten-Markt Braunschweig, Germany

Connie Francis' German version of her hit "Everybody's Somebody's Fool" has sold more than 100,000 since its release at the end of July and Elvis Presley's "O Solo Mio" has passed the 400,000 mark. . . . After some months' break the Perry Como show will be shown on German television for the first time again October 29. . . . An interesting LP series is to be issued by Polydor these days containing the past years' top hits from 1949 to 1959. Each record features the songs of one year. . . . Artists are Caterina Valente, Freddy, Louis Armstrong, Ivo Robic, Bill Ramsey, Peter Kraus, Lale Andersen, Rudi Schuricke, Rene Carol, Rita Paul, Peter Alexander, Bruce Low.

Polydor is introducing the young, Berlin, 22-year-old singer Rolf Peer with the German version of Paul Anka's hit "My Home Town" entitled "Ein Tag Ohne Dich" ("A Day Without You"). . . . Curd Jurgens will sing his "Blacky Jones" 2d winner of the 1959 Song Festival of Radio Luxembourg with the English lyric by Bert Reisfeld on Top Rank.

Brian Hyland's new "Four Little Heels" will soon get a German version, lyrics of which have already been written by Hans Bradtke under the title "Vier Kleine Schuhe" ("Four Little Shoes"). . . . "Nicolotta" is the title of the new Winifred Atwell recording on British Decca of Vico Torriani's current smash hit "Kalkutta Liegt Am Ganges" the pianist will also release in the States on London. . . . Anita Bryant's "My Little Corner of the World" has a German ver-

(Continued on page 45)

BELGIUM Newsnotes

By JAN TORFS

Juke Box Magazine Mechelen, Belgium

The RCA offer of a two-for-one package with Mario Lanza and Caruso on two albums has become a hit overnight. The psychological effect is considerable and dealers all over the country are rushing bulky orders in case the bargain might not last long. Mario Lanza has always been very popular here, and his LP "Student Prince" is considered among the all-time best sellers in Belgium.

Instead of trying to get as many recordings as possible on his songs, Spanka Music representatives in Belgium, Robert Bosmans worked out a new way to launch Paul Anka's hit songs in French. He gave them to one artist only:

Caterina Valente, most popular female recording artist in these countries. "Prouve-Moe Que Tu M'Aimes" ("Put Your Head On My Shoulder"), "Tu Fais Danser Mon Coeur" ("My Home Town"), "Ada Et Eve" and "Puppy Love" will be on sale as singles and as an EP (on the Decca label). There will be an absolute prohibition for any other artist to record these titles in French. For Miss Valente this is a great opportunity to establish herself firmly among the other top-selling artists in France. There will be a promotion campaign: A large number of records (with specially printed labels) will be given away to disk jockeys and radio stations by a member of the Spanka Music organization, who will visit them personally. In the few commercial radio stations here, airtime will be

(Continued on page 45)

TOP RANK RECORDS

"The International Sound"
THANKS ITS OVERSEAS
DISTRIBUTORS



FOR CREATING
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JACK SCOTT

AL HIBBLER

KITTY FORD

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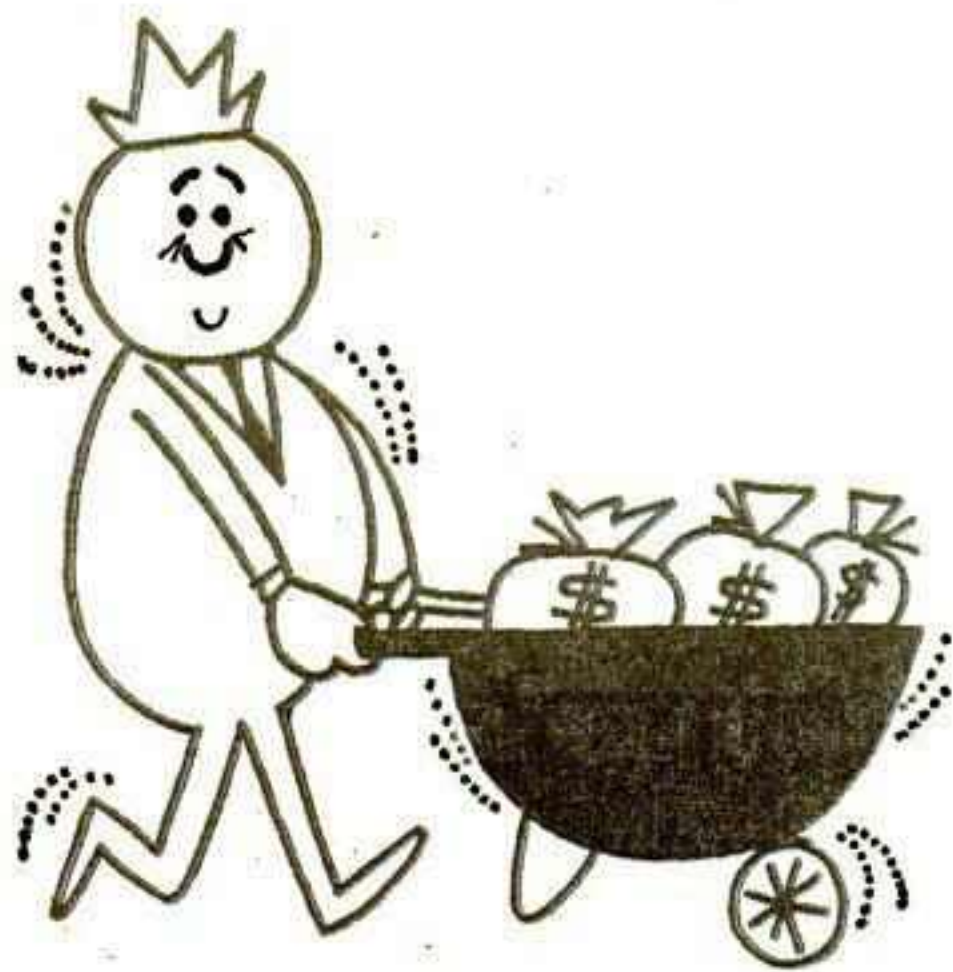
Harold L. Friedman, Director of the Executive Committee

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 SPMB 9 PARDON MY SPORTS BLOOPER New Release	 JLP 2026 TONGUE WITH CHEEK Dwight Fiske & Nan Blackstone	 JLP 2032 ILL WILL Just Released—"Fabulous"
 JV 101 CAMPUS CAPERS	 JLP 2030 MY FAIRFAX LADY	 JLP 2017-2019 OVER SIXTEEN Volumes 1 & 2
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Court Enjoins Philly Distribs, Disk Jocks

PHILADELPHIA — An injunction against 11 record distributors and 22 disk jockeys allegedly involved in a \$140,000 payola scandal was signed by Judge David L. Ullman in Common Pleas Court on Monday (October 10). The action was taken after Judge Ullman was shown signed consent decrees from the distributors and jockeys by Jerome R. Balka, assistant district attorney.

Of 28 jockeys originally listed, six have not signed the decree. Five, Leon Cherkas, William Franklin, Mitchell Lawrence, Michael Guerra and T. V. Whitfield, have not been served with a complaint. The sixth, William C. Chatman, is under a preliminary injunction issued last September 20 by Judge Ullman.

Judge Ullman commended Balka and Paul M. Chalfin, first assistant district attorney, for their diligence in the public interest.

The decree states: "The defendants are perpetually restrained, enjoined and prohibited from either directly or indirectly offering, giving, soliciting, accepting, receiving or taking any money or other valuable consideration to select, expose, broadcast or play any phonograph record or records without the knowledge and consent of the employer of the person so selecting, exposing, broadcasting or playing the said record or records."

Record distributors named in the decree are: Universal Record Distributing Corporation, Harold B. Lipsius and Harry Finfer; Jamie Record Company, Harry Finfer and Harold B. Lipsius; Sparks Music Distributors, Leonard Rakliff; Edward S. Barsky, Inc., Edward S. Barsky and Manuel Barsky; Marnel Distributor Corporation, Nelson Verbit; Main Line Distributors, Inc., Haskel Golder and Barry Golder; David Rosen, Inc., David Rosen, and Joseph J. Wasserman;

NAB Elects Leroy Collins 17th Prexy

WASHINGTON — After seven months of soul-searching, the National Association of Broadcasters officially declared its choice of Gov. Leroy Collins of Florida, last week (10) for its 17th president. The Association has been seeking a spokesman to represent broadcasting in what may be the industry's most critical year, as it faces hearings on network regulation promised for the 87th Congress. Collins succeeds the popular Hal Fellows, who died last March.

NAB points out that the 51-year-old Collins has made a "record of achievement as a supersalesman in bringing new industries and tourists to his State," and has further enhanced his stature in his role of permanent chairman of the Democratic National Convention.

The Florida governor served six consecutive years in that office, and was previously State Senator and a member of the Florida House of Representatives.

Watch for an exciting new sound on **CAMEO RECORDS**

Edward D. Cohen, individually and trading as Lesco Distributors; Bernard Lowe Enterprises, Inc., Bernard Lowe; Chips Distributing Company, Inc., Harry Chipitz, and Raymond Rosen & Company, Inc.

Jockeys who have signed the final decree are: Red Benson, Seymour (Bud) Brees, Larry Brown, Thomas (Tom Donahue) Coman, Edward Hurst, Joseph Grady, Hyman (Hy) Lit, Sidney (Sid Mark) Fleigelman, Jack O'Reilly, Lloyd (Fatman) Smith, Kae Williams, George Woods, Charles (Bonnie Prince) Geter, Leon (Julian Graham) Fisher, Douglas (Jocko) Henderson, George Johnson, Gertrude Katzman, Harvey Miller, Joseph Niagra, Carson Rennie, Emery Sanders and Mitchell Thomas.

UPDATE JAZZ

Feather's New Tome A Winner

NEW YORK — A new edition of "The Encyclopedia of Jazz," by Leonard Feather, has just been issued by Horizon Press in New York. This is the first newly revised version of the tome since it was issued originally in 1955. At that time it was noted by The Billboard that the E. of J. was an indispensable item for station libraries, record company personnel, columnists, annotators . . . disk dealers . . . and plain jazzophiles.

What The Billboard said then goes double now. For the "New Encyclopedia of Jazz" is a completely revised edition, with al-

(Continued on page 45)

British Indies Set Own Co-Op Group

By DON WEDGE

LONDON — Independent Record Industry is the title of an organization set up by several small British labels to act for all the members. It may be the birth of another co-operative, if some of the founders' plans mature. Actual membership of the group is still not revealed but it is known that Audio Fidelity (the only U. S. label trading here independently of a British firm) is involved, as are Triumph and Esquire. IRI's first secretary is John A. Grimmer of Children's Records, Ltd. Legal counsel is the firm of Gerald, Samuels and Shine.

The main purposes of the new

body will be the concerted representation in the fields of trade terms, price protection, purchase tax, copyrights, import duties and to strive for unimpeded distribution. This last point, tho publicly given no more stress than the others, is on the minds of the smaller firms. With so many wholesale outlets controlled by major firms, it is not always easy for a working arrangement to be reached for general distribution. (Several of the indies have been looking for new wholesalers and a second distribution chain is slowly growing.)

IRI has committed itself to seek *(Continued on page 45)*



JOIN THE BIG MOVE TO NASHVILLE

BILLBOARD'S
BIG OCTOBER 31
COUNTRY & WESTERN
SPECIAL

If you can't get to WSM's 9th Annual Country Music Festival in Nashville, Nov. 4 and 5—make sure you're represented there in the advertising pages of Billboard.

And even if you can get there, you'll find it pretty difficult to make a personal call on the many disk jockeys who'll be attending—but they'll all see The Billboard, so it's a good idea to have an ad in it, either way.

WSM Affair Draws 2,000 Tradesmen

from Billboard, Nov. 16, 1959

The issue will not only go to all the folks back home, but it'll get extra distribution to the deejays in attendance, too. And they'll be reading it with even more than usual interest for results of Billboard's Annual C&W Disk Jockey Poll. The issue will highlight:

- C&W MAN OF THE YEAR
- FAVORITE FEMALE C&W ARTIST
- FAVORITE MALE C&W ARTIST
- FAVORITE SMALL C&W VOCAL GROUP
- FAVORITE C&W SONGWRITERS
- FAVORITE C&W SONG
- FAVORITE C&W LP
- MOST PROMISING MALE C&W ARTIST
- MOST PROMISING FEMALE C&W ARTIST

And, Special C&W features like:

- World Wide Importance of C&W Music
- Story on Country Music Association
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MAKE YOUR PLANS TO GET ON BOARD NOW.

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ANOTHER HIT FROM BOUDLEAUX BRYANT

AND

BRAND NEW HEARTACHE

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OCTOBER BIG CONCERT MONTH IN COPENHAGEN

COPENHAGEN — Copenhagen has presented an abundant schedule of concerts, classic and pop, for October.

First big pop concert, in Copenhagen, was a "Hit Parade," presented by Sigvard Larsson, at the 4,000-capacity K B Hall, on Saturday (8), with close to 20 pop singers, combos and bands, including Conny (Germany), Roberto Loretta (Italy), Mona Baptiste (Switzerland), Howard Sisters, Nat Russel, Grethe Sonck, Blue Boys quartet, Harmony Kiddies, the orchestras of Otto Francken and A. Meyers, and Volmer Sorensen, as M.C.

The preceding night, Neils Shinboe, teen-age publisher of a juvenile mag, staged a similar concert, at the same hall, with pop singers Otto Brandenburg, Dote, Gitte, Four Jacks, Pappa Benny's jazz, Jimmy Martin's orchestra, and others.

Tivoli's Concert Hall was taken over on Monday (3) for a "benefit" (pension fund) concert by the Danish National Radio Symphony Orchestra, with Carlo Aecchi (Italy) as conductor, and violinist Victor Schioler, soloist. Sponsored by the King.

The Wilhelm Hansen concert bureau is most active. Its biggest deal is a concert at the new Faloner Centret Theater, on Tuesday (11), by the Hamburg State Philharmonic orchestra, conducted by Wolfgang Sawalluch. The firm's bookings at the smaller Odd Fellows' Palace were: Ebba Nielsen, organ, Ry Neilsen, songs, Monday (10); Gezzi Heggi, piano, Tuesday (11). Unusual booking was that of St. Andrew's Church, for organ recital by Neils Aage Bundgaard, Thursday (4).

Pianist Walter Kelin gave a concert in Odd Fellows' Palace on Tuesday and played there again on Friday (14), with Copenhagen's Symphony Orchestra. The Dutch Swing College Band (Holland), played in Odd Fellows' Palace on Sunday (9), and Frances Ellegard, pianist, will give a concert there Friday (28).

Egstrom & Sodring presented the French violinist Janine Andrak, at Odd Fellows' Palace, on Monday (4), and the American pianist, James Wolfe, on Wednesday (12). Gerry Mulligan's orchestra is skedded for October 31—hall not announced. Miles Davis orchestra is also expected.

Big cities of Norway and Sweden have their concerts but bulk of them are subsidized, run on subscription basis, or given some form of aid. At present there seems little "commercial" activity. Gothenburg stood out with a concert by a Norman Granz presentation, at the Concert House, Friday (14), of the Miles Davis Orchestra, with Sonny Stitt, Winton Kelly, Paul Chambers and Jimmy Cobbs. The Orchestra Federation (union) presented a semi-commercial concert, at the Concert House on Sunday (2), with Sixten Ehrling as guest conductor and pianist Robert Reifling, soloist.

In Stockholm the American baritone, Floyd Worthington, sang at the Concert House on Tuesday (4), and the Hungarian tenor, Erno

Talas, gave a concert, there, on Friday (7). Frances Archer and Beverly Gile, listed as direct from Disneyland, gave out with songs and ballads, at the Concert House, on Wednesday (12), and pianist Andor Foldes played there on Tuesday (11). Dean Dixon, American conductor, is one of the guest conductors booked for series of subscription concerts by the Stockholm Philharmonic (80 members), at the Concert House.

In Oslo Carolyn Stanford, American mezzo-soprano, gave a concert at the "Nye Theatre," on Monday (3). Nat Gonella and His Georgians (English jazz) gave a concert at the Metropol Jazz Center, on Sunday (2) and Don Byas, American tenor sax, played at the Big Chief Jazz Club, same day.

IRS Rules on Background Music Tax

WASHINGTON — Internal Revenue had pleasant notes for the music industry in last week's bulletin. On background music, IRS has ruled that there is no communications tax when the music is provided via tape players on the subscriber's premises, and even on taxable, wired service, spot announcements of manufacturers are not subject to the communications tax. On co-op advertising, IRS noted that manufacturers can deduct amounts up to 5 per cent of sales price for local co-op advertising.

The background music ruling came out of a query from a firm which provides supermarket music, (Continued on page 45)

HAYWARD TO DIRECT TECO PAY TV TEXT

By MILDRED HALL

WASHINGTON — Leland Hayward, producer of Broadway's "Sound of Music," "South Pacific," and other theatrical fare, will direct the pay TV programming for Teco, Inc., the Illinois firm which, with Zenith Radio and RKO General will conduct a three-year trial of pay TV in Hartford, Conn., subject to Federal Communications Commission okay of the venture. Teco President Pieter E. van Beek says RKO has pledged itself to spend up to \$10,000,000 in programming the three-year test.

"Teco intends to pioneer in the field of top quality subscription TV programming," van Beek said. He feels the association with Hayward will permit Teco, which

holds the Zenith Phonevision patent, to become one of the program suppliers for the Hartford test.

Hayward, for his part, was jubilant about his new affiliation. He believes pay TV, with its potential of 50,000,000 American home box offices, will change the whole entertainment picture of the country. "We may well be standing on the threshold of a completely new era in the history of entertainment. As far as I am concerned, I want to be a part of it," he said.

The versatile showman, producer of plays, musicals, films and TV network programs, called on all facets of show business to support the new venture. He did not predict a quick and easy success, (Continued on page 45)

NOW AVAILABLE TO ALL BROADCASTERS 5 BIG NEW RECORD AND ALBUM SERVICES

1 CATALOG ALBUM SERVICE OF RSI:

You may order any complete category you require for your station. Prices are based on the number of albums contained in each category.*

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CLASSICAL	50	50_____	
LIGHT CLASSICS	50	50_____	
OPERA EXCERPTS	25	25_____	
BAND, CONCERT, MARCH..	25	25_____	
POPULAR HIT PARADE ...	25	25_____	
INTERNATIONAL	25	25_____	
			THEATRE
			LATIN AMERICAN
			FOLK
			CHILDREN'S
			RHYTHM AND BLUES
			JAZZ
			CHORAL
			SPECIALTY

NEW ALBUM SERVICES OF RSI:

You receive new album "Spotlight Winners" each month, selected by the music staff of Billboard as among the best of the new albums.

2 Popular

10 new albums per month for 12 months
120 albums.....Total \$125

3 Classical

5 new albums per month for 12 months
60 albums.....Total \$70

SINGLES SERVICES OF RSI:

4 "Hot 100"

If you program popular single records: You receive ten (10) new records a week, the best of the new releases.

Price for one year—52 weeks—10 new records a week, a total of 520 of the best of the new releases:

ANNUAL BASIS: \$160 per year via regular mail. \$190 via air.
QUARTERLY BASIS: \$42 per quarter via regular mail. \$50 via air.

5 "Easy Listening"

You receive six (6) new records a week, the best of the new releases (no rock and roll).

Price for one year—52 weeks—6 new records a week, a total of 312 records:

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QUARTERLY BASIS: \$30 per quarter via regular mail. \$38 via air.

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ATTENTION _____

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RSI reserves the right to cancel subscription services on a pro rata basis. It is a condition of this order, that records supplied by RSI will be used for and by broadcast personnel only.

Glazer to New Roulette Post

NEW YORK—Abe Glazer has been appointed Western sales manager for the Roulette label. The exec, formerly promotion manager for Roulette in Los Angeles, has been with the company since 1958.

In his new post, Glazer will continue to make L.A. his headquarters and will direct Roulette's sales activities thruout 11 Western states, encompassing such large metropolitan centers as San Francisco, Denver, Seattle and Phoenix.

THE ORIGINAL VERSION

THE HIT VERSION

THE SELLING VERSION

**CAN SHE GIVE
YOU FEVER**

b/w
I'M THAT SOMEONE

EARTH # 501

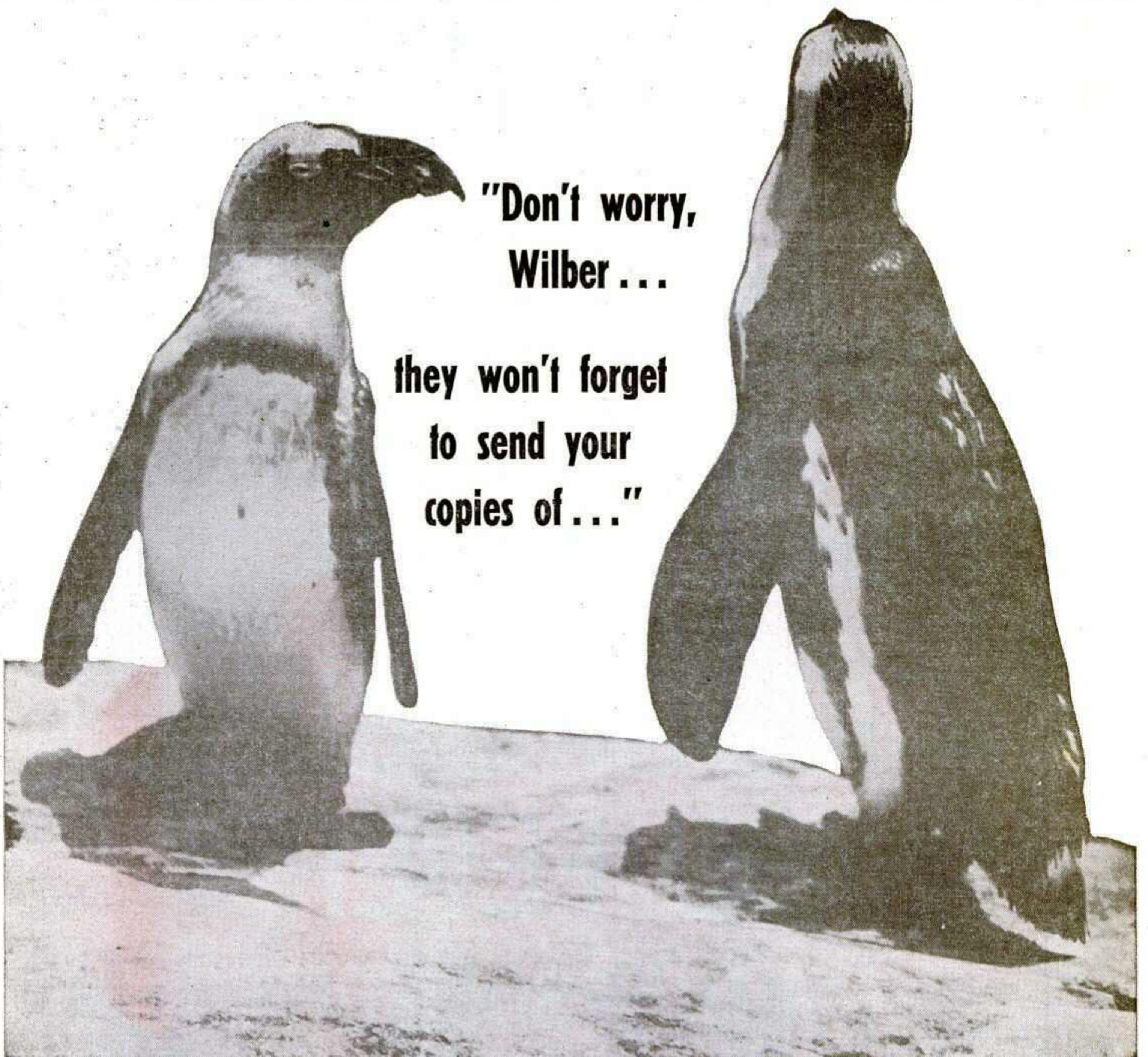
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ADDIT (a-1257)

3 THE SPYDELLS
'BIG McGOON'
ADDIT (a-1220)

4 THE FOSTER BROS.
'LET'S JAM'
DILLIE (d-101)

5 THE MASQUERADES
'MISTER MAN'
FORMAL (f-1012)

6 MR. LEE
'DEAR ONE'
ADDIT (a-1229)

7 JERRI GRANGER
'TEARDROPS FOR A CHASER'
ADDIT (a-9117)

8 JOHNNY BROOKS
'HELP ME SOMEBODY'
ADDIT (a-1436)

9 SUE LeBAN
'HERE'S TO A BOY'
PROMO (p-6162)

10 ERNIE TUCKER
'CAN SHE GIVE YOU FEVER'
EARTH (e-501)

ADDIT RECORDING CORP. 165 W. 46 ST., NEW YORK 36, N. Y. JU 63702

HOUSTON POINTS WAY

Dealer Group Air Segs Pack Punch

By JACK MAHER

NEW YORK — The recent announcement that the Houston Record Dealers Association (The Billboard, September 26) had inaugurated a record show on one of that city's most powerful FM radio stations, clears the way for individual record dealers and record dealer co-ops, of one kind and another, to use this impact-full medium to a greater degree.

The Houston group is using their local station, which is reported to have the best FM Hooper rating in the area, as an outlet on which the newest LP releases are played. In addition to the show, which goes on the air for one hour, five times a week, the co-op has a 24-hour telephone answering service, which fills any listener in on the album title and number, and just where the record can be picked up in his area. The answering service, of course, gives the inquirer the name of the nearest member of the Houston Record Dealers Association.

This operation, which is fi-

nanced at least in part by the distributor and manufacturer advertising allotments that ordinarily come to dealers for local newspaper advertising, can have widespread impact and reap cash rewards for the individual dealer, whether he be the member of co-op or not.

While the financial impact of a dealer organization can bring broader weight to bear over a wider area because it has more money to spend, the individual dealer can also assert his own authority in his area, and diffuse his sales message within the limits of his budget.

The advertising rates on small local stations are not as imposing a financial barrier as it might be on a larger outlet. And a small local station in a small local area has the kind of over-all impact that registers strong in one locale. With manufacturer allotments defraying at least part of the cost, an individual dealer can set up the same sort of operation as the Houston group did: a steady, strong time slot; 24-hour phone service, and a thoughtful array of recorded material, all of which is available at his store, programmed to a wide taste appeal.

Features such as an opera segment, jazz segment, Latin-American hour, and so on, come readily to mind as natural programming to take care of specific areas of the record buying public. But, for the most part, program material by an individual dealer, who knows his actual and potential buyers might program, for better effect, from the pop area.

Bergman Heads LP Sales in Rank Shuffle

NEW YORK — Dewey Bergman Jr. has been named director of album merchandising at Rank Records, Ltd. Bergman's appointment is the latest in a number of recent personnel switches which have taken place at Rank.

Earlier Ray Meinberg was placed in charge of singles sales and national promotion. Bergman, Meinberg, and comptroller Herbert Restmeyer now form the key operating team along with Harold Friedman, operating head of the firm. Bergman, prior to his new appointment, had been director of albums for ABC-Paramount and also was active in indie album production.

The number of new appointments
(Continued on page 46)

Jazz Festival In Honolulu

HONOLULU — The Pacific Jazz Festival starring George Shearing and his quintet appeared for two performances at the Waikiki Shell on October 7 and 8. Opening night attendance was estimated at 3,000 with tickets pegged at \$3.75, \$2.75 and \$1.50. Supporting acts were the Hi-Lo's, Cal Tjader and Mavis Rivers.

Johnny Mathis also appeared at the Shell for two performances, October 9 and 10, pulling 7,000 on opening night. Supporting Mathis were Andre Tahon, marionettes, and Hermes Pan, singers and dancers. Prices were \$3.75, \$2.75 and \$1.75.

LANGUAGE BARRIER?

Global Disk Spread Can Push Talent to Berlitz

By BOB ROLONTZ

NEW YORK — With the disk business gone global, vocalists in the future — and even right now — may have to learn a flock of languages if they want to retain their popularity around the world.

This is the view, at any rate, of Borge Ekberg, export manager of Metronome Records in Stockholm, which also has offices in Oslo, Berlin, Helsinki, Copenhagen, Hamburg, and New York. Metronome Records, which handles a number of American labels in Sweden, the Scandinavian countries and Germany, such as Atlantic, Presitige and Disneyland, was originally devoted to jazz, but now Metronome also covers American pop hits in Sweden and other countries.

Ekberg, who visited The Billboard offices in New York to make his views known, stated that domestic artists in various European countries can often outsell the original American artist on a disk, because the Swedish, or Norwegian, or German artist sings the tune in the country's own language. Ekberg is the manager of Sweden's No. 1 vocalist, Siw Malmvist, who is now the hottest disk in Sweden with her cover of Connie Francis' "Everybody's Somebody's Fool." On the Swedish disk the thrush sings the tune in Swedish, but since she knows seven languages she has also cut the record in German and Danish as well for sale in those countries.

Connie Francis herself has cut records in two languages, English and German. And her German disks have sold very well in that country. The fact that the thrush has shown the way for American artists in the matter of foreign lan-

guages could send a lot of vocalists to Berlitz.

Ekberg stated that record business in Sweden was off the early part of 1960 by 30 per cent. But starting in June, he noted, business had picked up and he expected 1960 to wind up as a good year for Metronome. The Swedish disk exec will be in the U. S. a week or two, looking over the record business as it is practiced in the U. S.

Selmer Wins Patent Suit

ELKHART, Ind. — H. & A. Selmer, Inc., retains the right to manufacture clarinets with a new and simple key mechanism without risk of patent infringement by virtue of a ruling in Federal District Court here last week.

U. S. District Court Judge Robert A. Grant decided in favor of the Selmer firm in a suit initiated by the G. LeBlanc Corporation of Kenosha, Wis. At issue were key system innovations developed by Leon LeBlanc of Paris, France.

"Lack of invention" was advanced as one reason by Judge Grant in holding that the patents are invalid. Inconsistencies between the original patent and the re-issued patent constituted another reason.

LeBlanc, however, was upheld by Judge Grant in a countersuit filed by Selmer. In this action, the Elkhart firm charged that the LeBlanc trademark "resotone" violates the earlier Selmer trademark "resonite."

The dissimilarity, Grant said, was adequate.

ON 20 FOX

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These Fabulous **4** From **TOP RANK** are headed For The Top



JACK SCOTT

Zooming up all the charts...

PATSY

b/w
OLD TIME RELIGION
RA-2075

TED TAYLOR

breaking big with...

LOOK OUT

b/w
DARLING TAKE ME BACK
RA-2076

KNIGHTS-BRIDGE STRINGS

The Strings Swing Again...

IF DIDN'T CARE

b/w
I HEAR A RHAPSODY
RA-2082

THE FIREBALLS

Follow "Bulldog" "Torquay" and "Vaquero" with a double barreled smash...

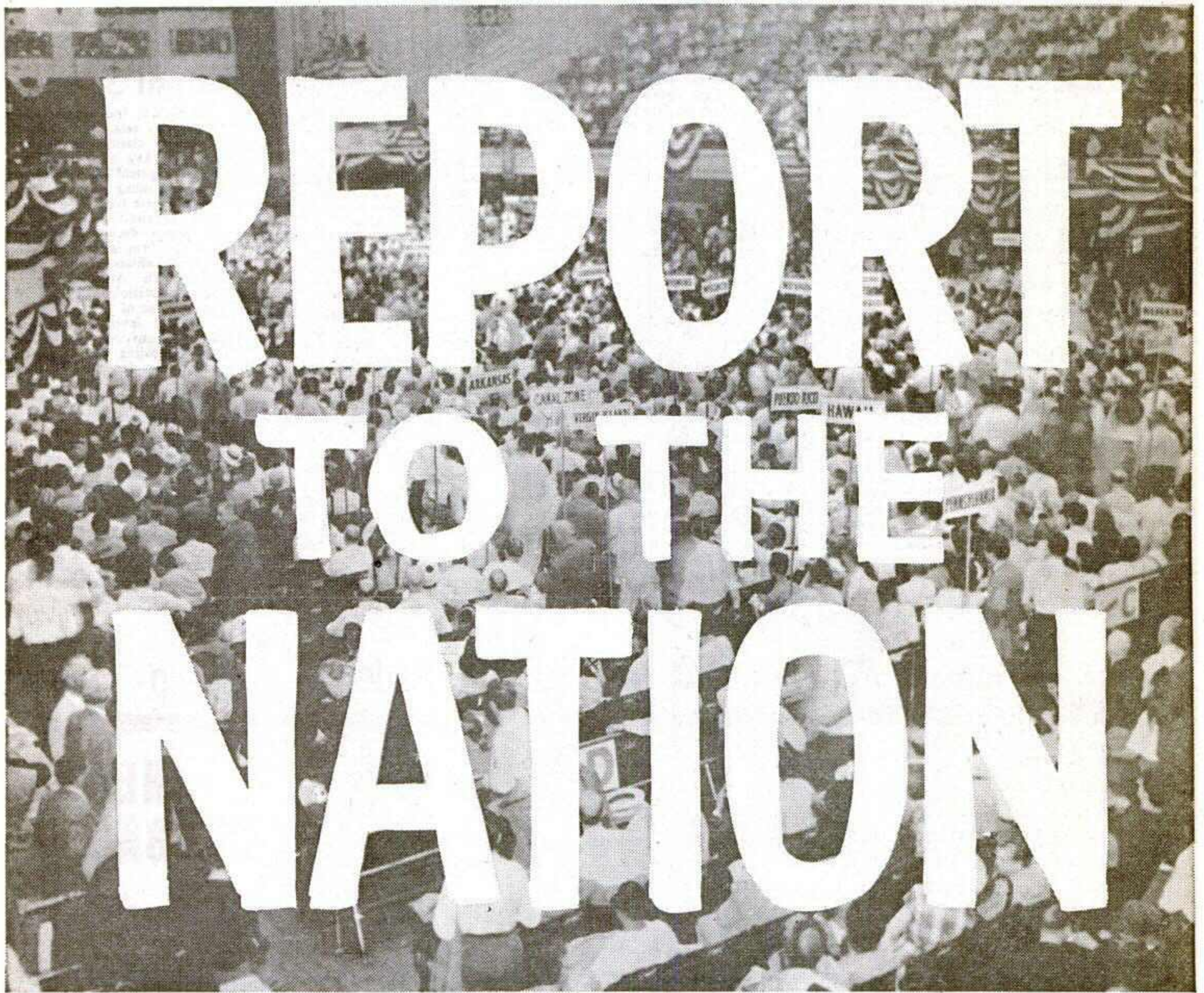
SWEET TALK

b/w
ALMOST PARADISE
RA-2081



TOP RANK RECORDS • 24 W 57 STREET • NEW YORK

195,000 ordered first three days!
the timeliest novelty record of all time!
the original... the one and only



Starring "Ned Nutly" and "Willie Winkly." Hysterical interview with candidates Dixon and Finnerty.

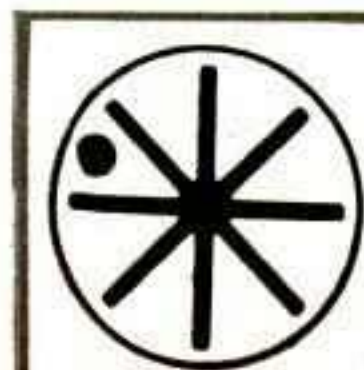
MK-101

Orders already received from delegations of profit-minded distributors in California, Pennsylvania, Illinois, Michigan, Minnesota, New York, Texas, Wisconsin, Massachusetts, Florida, North Carolina, Georgia, New Jersey, Maryland! More orders coming in every hour!

ORDER TODAY! This one is moving fast!

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Distributed
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ANOTHER COLUMBIA COUNTRY SMASH! Skeets McDonald's NEWEST

"THIS OLD HEART"

RECORD NO. 4-41773

COLUMBIA



"THIS OLD HEART"

RECORD NO. 4-41773

b/w "make room for the blues" FOR PERSONAL APPEARANCES

Phone, Write or Wire

RAYMAC ENTERPRISES

RAY MORGAN, 1251 W. Lincoln, Anaheim, Calif. Phone: Prospect 2-6348

P.S.: DON'T FORGET MY GOOD FRIEND BILL STRENGTH'S NEW SUN RELEASE (GUESS I'D BETTER GO).

COLUMBIA

NYU REPORT

Record Sales Slip After Summer High

Continued from page 1

ahead by 40.4 per cent. The only slump is in EP's, which continue to decline and are 17.4 per cent under the first 36 weeks of 1959. There have been 54.8 million singles sold by record dealers in the first 36 weeks of 1960, plus 33 million LP's, and 1.9 million EP's for a total of 89.7 million records.

Thus the drop in the August-September period of 1960 is not considered a significant one. The year 1960 is shaping up as the best ever for records, and it is ahead of both 1959 and 1958. Past seasonal trends indicate that LP unit sales will build slightly or hold their own for the next 12 weeks and then jump upward for the Christmas season. Past experience

has shown that November is traditionally a pre-Christmas slump period as compared to September and October.

These statistics are derived from the forthcoming report analyzing national trends of record sales in retail record stores, as prepared by The Billboard every four weeks under the supervision of the New York University School of Retailing. The complete confidential reports, issued to subscribers of this service, also provide competitive figures by label, broken down by speed, price, mono vs. stereo, etc. The reports are compiled from diaries of actual cash-register sales, made by a scientifically selected, rotating sample of dealers across the nation.

LABELS PLAY IT SAFE; SKED FEW YULE ALBUMS

Continued from page 1

"Holly and Ivy" by the Mormon Tabernacle Choir, "Old Sweet Songs of Christmas" by Frank DeVol, "Joy to the World by Andre Kostelanetz," "Joyux Noel" by E. Power Biggs, and "Cantata de Navidad" by Pina Alvarez and Her Choir, plus 16 best selling yule catalog items by Mitch Miller, Johnny Mathis, Ray Conniff, etc.

The line-up of six new Capitol Christmas albums spotlights "The Last Month of the Year" by the Kingston Trio, "The Magic of Christmas" by Nat King Cole, Peggy Lee's "Christmas Carousel," "Sing the Songs of Christmas with Guy Lombardo," "Hark! The Herald Angels Sing" by Virgil Fox, and "Christmas Carols" by an English boys' choir.

Verve is bringing out one new album — "Ella Wishes You a Swinging Christmas" by Ella Fitzgerald. Dot has two new holiday packages—Keely Smith's "A Keely Christmas" and "Christmas With the Lennon Sisters." Roulette, which isn't releasing any new yule LP's this year, will concentrate on two re-issues — "Christmas Once Again" by Jimmy Rodgers and a package by New York's St. Patrick Cathedral Choir.

In the Christmas singles field, RCA Victor, Warners, Roulette, United Artists, Col-Pix, ABC-Paramount and 20th-Fox as yet have scheduled no new release. However, yule singles traditionally bounce out at the last minute, so these labels may yet release some holiday items.

Mercury plans Christmas singles

by several of its key artists, but won't name them until release is set. Atco (Atlantic's subsidiary) will market a holiday single by Bobby Darin — "Christmas Old Lang Syne" backed by "Child of God." M-G-M will put its yule promotional emphasis on "The Christ Theme From Ben Hur" by the Singers of Roman Basilicas (Vatican Choir) which will be packaged in a special Christmas sleeve.

Decca is releasing two singles from Sammy Kaye's new album ("Silver Bells" backed by "Let It Snow" and "A Merry, Merry Christmas" backed by "Christmas Child") and "Old Fashioned Christmas" by Jimmy Martin, a country and western disk. The label also plans a big promotional push on a re-issue of Brenda Lee's 1959 yule disk "Rockin' Around the Christmas Tree (to cash in on her current sock success in the singles field), and for Bobby Helm's two-year-old holiday hit "Jingle Bell Rock." Also set for re-issue is 20th-Fox's 1959 Christmas hit "Little Drummer Boy" by Harry Simeone.

Verve is taking a side out of Ella Fitzgerald's yule album and releasing it as a single — "Jingle Bells." Liberty may release a new Chipmunk yule single. Candee Records last week released "Christmas Marching Song" by Cincinnati TV's Ruth Lyons, backed by "This Is Christmas" by Ruby Wright. Also released were two King yule singles — "Jingle Bells (in Six Languages)" by Joe Gumin and "Christmas Comes But Once a Year" (backed by "Please Come Home for Christmas") by Amos Milburn.

Nippon Col. Bows Sheet Recorder

YOKOHAMA — A new type of magnetic sheet recorder, known as Columbia Nakavision, has been introduced to the market by Nippon Columbia, one of the leading phono manufacturers here. The unit was debuted in a technical tie-up with Y. Nakamatsu, a prominent inventor. The Columbia company also announced details of a special phono sales promotion campaign.

The all-transistor and battery-operated sheet recorder is compact and light in weight. The unit records and plays back and operates with push buttons. Sheets for recording can be written or drawn upon and can be erased for continued recording use. Each sheet will record for three minutes and the unit is capable of stacking 10 sheets.

On the phono front, Nippon Columbia is planning a grand sales campaign for its stereo equipment. A customer purchasing any one of 10 stereo sets ranging in price from \$60 for the low-end model 1540 to the de luxe 830 series at \$375, gets a free lottery ticket. Grand prizes include a brand new 1961 Toyopet Crown Sedan, a color TV set, a de luxe Yamaha piano, plus a number of black and white TV sets, transistor radios and 1,000 Columbia Stereo Seven EP's. This special campaign push runs thru January 20, 1961.

YES SIR, THAT'S MY BABY RICKY NELSON Imperial

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MAJOR RECORD COMPANY SEEKING SEASONED A&R PRODUCER

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FEMALE ENTERTAINING MUSICIANS Trios — Doubles or Strong Singles — Immediate work Overseas. Agents protected.

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WRITE SONGS?

Magazine for Songwriters. Established 1946. Song Contacts—Vital Technical Tips. THE SONGWRITER'S REVIEW Sample 25¢—\$2.50 per year (U.S.A.) 1650-B Broadway New York 19

TO: A TOP QUALIFIED POP RECORD PROMOTION MAN

SUBJECT: ARE YOU READY TO MOVE UP?

One of the largest record companies is looking for a young Promotion Man who is ready to assume additional executive responsibilities in the field of repertoire and record sales. Our staff knows of this ad. Write, giving complete resume and salary required, to:

BOX 303, THE BILLBOARD 1564 BROADWAY, NEW YORK, N. Y.

REALLY BIG!! THEME FROM THE APARTMENT FERRANTE and TEICHER United Artists—#231 LEROY ANDERSON'S SERENATA SARAH VAUGHAN Roulette—R-4285 MILLS MUSIC, INC.

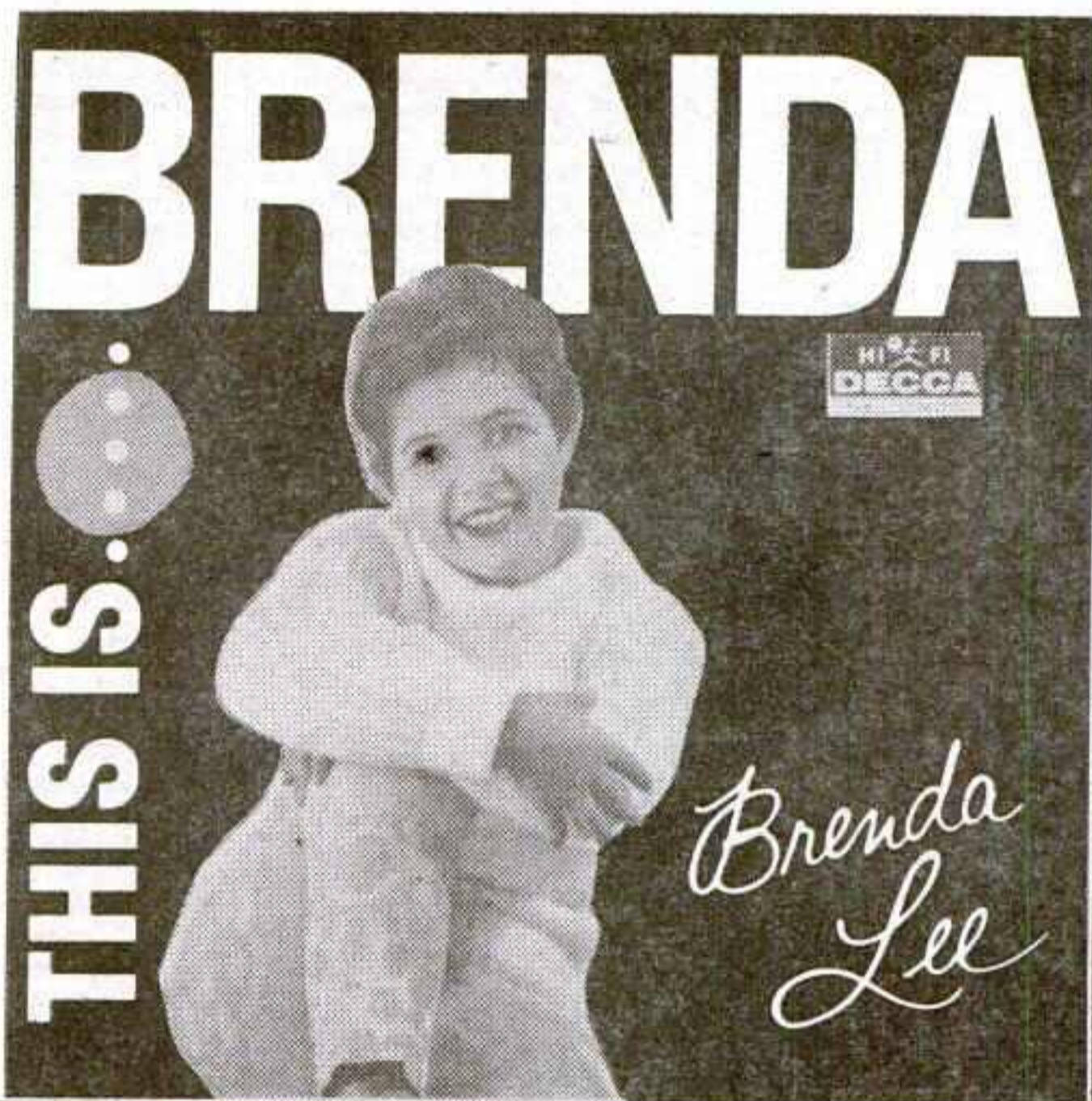
Record Labels and/or Music Publishers Here's a Great Song open for your recording and/or publishing! "LET'S BRING BACK THE BAND" (sample lyric below) "Music lives forever, Let's Bring Back the Band. Rock and Roll's no longer The music of the land. Boys and girls together, Let's Bring Back the Band. It is music for romancing, Carry on and keep on dancing, Let's Bring Back the Band." (copyright 1960) Contact JOHN KOPROSKI 2107 E. 18th St. Cleveland 15, O.

HOT 100 ADDS 11

NEW YORK—The Hot 100 chart added 11 new sides this week. They are:

71. New Orleans (Pepe, BMI)—U. S. Bonds, LeGrand.
82. Lonely Teen-Ager (Schwartz, ASCAP)—Dion, Laurie.
83. Patsy (Meridian, BMI)—Jack Scott, Top Rank.
92. Ballad of the Alamo (Feist, ASCAP)—Marty Robbins, Columbia.
93. The Girl With the Story in Her Eyes (Eldorado, BMI)—Safaris, Eldo.
94. Side Car Cycle (Four Star Sales, BMI)—Charlie Ryan, Four Star.
95. Midnight Lace (Daywin, ASCAP)—Ray Ellis, M-G-M.
96. Last One to Know (Cornerstone, BMI)—Fleetwoods, Dolton.
97. Night Theme (Wye, BMI)—Mark II, Wye.
99. Ballad of the Alamo (Feist, ASCAP)—Bud & Travis, Liberty.
100. Midnight Lace (Daywin, BMI)—Ray Coniff, Columbia.

NEW...AVAILABLE NOW



INCLUDES HER CURRENT
2-SIDED HIT SINGLE
"I WANT TO BE WANTED"
AND "JUST A LITTLE"
DL 4082 DL 74082(S)

BRENDAA LEE



A BEST SELLER
EVERYWHERE
DL 4039 DL 74039(S)



YESTERDAY'S GREAT
SONGS BY TODAY'S
GREATEST STAR
DL 8873 DL 78873(S)

 a *New World*®
of *Sound*...
DECCA® *Records*

(S) Denotes Stereo

STORE-TESTED PROFIT POINTERS FOR DEALERS

Unwinding Raw Tape Confusion

By ROBERT SCOTT

To many dealers magnetic recording tape represents seemingly endless and confusing combinations of sizes and types. With most magnetic tape manufacturers offering six to eight different tapes within a single line, maintaining a reasonable inventory presents the dealer with a bewildering problem. How much tape should he keep in stock? Which one moves fastest? Is it necessary to stock many different sizes and types, or can he get by with just the more popular ones? What does he sell the new customer who simply asks for "a roll of recording tape?" What does he tell the customer who wants to know what the various types are all about, and which one is best? Does tape require special handling?

The Answers

These are questions most commonly facing tape retailers. The answers are surprisingly simple. The primary differences in raw tapes are size and base material. Each type of tape in a manufacturer's line is designed to do a specific recording job under specific conditions for a specific price. Today there are three base materials in common use by all manufacturers—cellulose acetate, mylar and tensilized mylar.

The first tapes, produced on paper, were crude, difficult to manufacture, and wore out quickly. In time, cellulose acetate was found to wear better and to be easier to coat and keep coated than the original paper base. However, acetate must be made in thicknesses of at least one mil (one one-thousandth of an inch) and can be damaged by extremes of temperature or humidity. Acetate tapes also tend to flake at the ends of the reel and, if enough stress is applied to them, to break.

More recently mylar has been used as a tape base. Mylar can withstand drastic changes in heat and humidity and, because of its strength, can be manufactured as thin as 0.5 mil. Instead of flaking and breaking under stress as acetate does, mylar has a tendency to stretch, particularly in the super-thin tapes. As a result, a stronger version, called tensilized mylar, has been developed for the 0.5 mil tapes. It has all the advantages of regular mylar, but can take more pulling and tugging before losing its shape. These three base materials in various combinations of thickness and length are the main source of confusion to dealers.

Breakdowns of tape sales according to base material, thickness and length can serve as practical guides for retail tape inventory. According to Fred Kantor, president of Ferrodynamics Corporation, here's how sales ran last year on a nationwide basis:

Tape	Reel Size	Per Cent of Total Sales
1.5 mil. acetate	7"	40
1.5 mil. acetate	5"	12
1 mil. acetate	7"	18
1 mil. acetate	5"	3
1 mil. mylar	7"	13
1 mil. mylar	5"	0.5
0.5 mil. mylar	7"	8
0.5 mil. mylar	5"	1
0.5 mil. mylar tensilized	7"	1
Miscellaneous	3"	3.5

What about stocking? Kantor recommends as a rule of thumb that a dealer base his inventory on a minimum of 50 seven-inch reels of 1.5 mil acetate and stock other tapes in proportion. A dealer desiring to handle a complete line could offer his customer a choice from among all types; a less ambitious dealer might logically stock only the four largest selling tapes plus a few assorted three-inch reels in order to realize approximately 86 per cent of potential sales rather than crowding his shelves with some types he may never sell. Most tape manufacturers maintain well-stocked warehouses and are able to make delivery on specific tapes within 24 hours.

If the dealer is bewildered by all of this, what about the customer? He depends on the retailer to sell him the type of tape he needs. It is therefore up to the dealer to gain a basic understanding of the different kinds of tape and what they're used for.

Price Vs. Quality

A common but false assumption, among both customers and retailers, is that the most expensive tapes are the best quality tapes. Kantor tells about a trial shopping trip at one of the nation's largest retail outlets, where he asked a salesman which type of tape he should buy. The salesman, instead of asking how the tape was to be used, merely asked how much Kantor was prepared to pay, suggesting that price was the only indication of quality.

Actually, price varies primarily with the inherent cost of the base plus the amount of it used on a reel of tape. Raw mylar is more expensive than acetate, and tensilized mylar is the most expensive of all, because of special manufacturing processes involved. On a seven-inch reel, there are 1,200 feet of 1.5 mil tape; 1,800 feet of one mil tape, and 2,400 feet of 0.5 mil tape. Therefore, if all other factors were equal, the 0.5 mil tape would cost twice as much per reel as the 1.5 mil — but the customer is getting twice as much tape. The cost of manufacturing super-thin bases, however, substantially raises the cost. For these reasons, a less expensive tape is often best suited to a customer's needs.

For example, 1.5 mil acetate is the least expensive tape in each manufacturer's line. It provides excellent results for both home and professional use at a relatively low price. A seven-inch reel provides 32 minutes per track of playing time at a speed of 7.5 inches per second. Because of its economy, it lends itself to heavy editing required by most professionals and it is popular in homes for recording shorter selections from records or off the air, and for most live recordings.

(Continued on page 21)

Outlook Good For Pentron; Hint Merger

CHICAGO — Pentron Electronics Corporation faces an optimistic horizon, replete with expansion of current products lines and possible merger, the first annual stockholders' meeting here Monday (10) was told by Theodore Rossman, president. Pentron, originally maker of magnetic tape recorders which introduced a line of air-purifiers this summer, will shortly introduce a tape deck for industrial application and, around the turn of the year, an endless-loop-cartridge synchronized with a slide projector for sales training and educational use.

Rossman announced that Pentron is beefing up its industrial-military wing with the acquisition of Carl Kopetzky, formerly head of his own manufacturer's rep business here, to handle industrial sales, while Giles Crosse, former army procurement officer and more recently in civilian product sale to the military, heads up the military sales function.

Rossman would not disclose the two firms with which Pentron is talking merger, but he did say one is an Eastern firm which specializes in defense work, while the other is a Chicago-based firm which makes a tape-playing device.

Rossman said that earnings for the year ended June 30, 1960, were \$38,336, or six cents a share, compared with a loss of \$111,433 a year before. Sales totaled \$2,871,243, against \$2,720,498.

WC-Telex Set to Merge

CHICAGO—An application for merger proposal to stockholders of Waters Conley Corporation, oldest domestic manufacturer of phonographs, located in Rochester, Minn., and Telex, Inc., broad-based electronics designer and maker, headquartered in Minneapolis, will be made to the Securities Exchange Commission early in November, it was learned this week. The provisions for the merger, as outlined by principals of both firms indicates that Telex, Inc., would obtain 82 per cent of the controlling stock in Waters Conley in exchange for 102,500 shares of Telex, Inc., valued at \$2,500,000. Telex is best known consumer-wise for its hearing aid and earphone divisions, based in St. Paul. Other divisions of the firm include Ballstran, Fort Wayne, Ind., which designs and manufactures special transformers, and Aemco, Inc., Mankato, Minn., which makes relays and time switches. Arnold J. Ryden Jr., president of Telex, has been heading up negotiations for his firm, while a group of executives are involved from Waters Conley.

Ensign Takes Over Some Admiral Work

CHICAGO—The Admiral Corporation has established its Ensign division to handle production and sales of automatic record changers and wireless remote controls as well as other products to be announced later.

John R. Siragusa has been named general sales manager of the new division, which is currently appointing sales representatives in other key market areas.

NEW AUDIO PRODUCTS

Transistor Competes With Nip Imports

A transistor radio, specifically meant to compete with the current crop of Japanese imports has been debuted by the Zenith Corporation. Called the Royal 50, the unit is of shirt-pocket size, is claimed to be smaller than a post card and only 1¼ inches deep. It is claimed to play 75 hours at normal volume on two penlite batteries, and 180 hours on special mercury batteries. The unit also has an automatic volume control that compensates for variations in signal strength

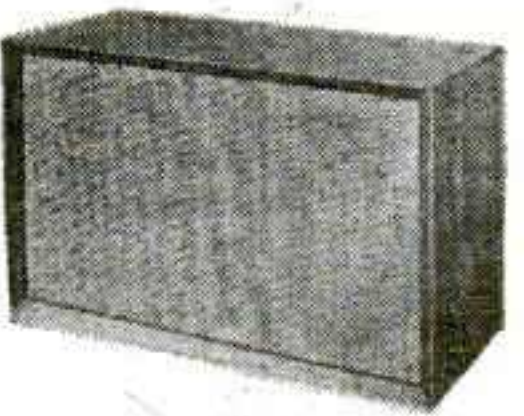


while tuning. The suggested retail price is \$29.95.

Compact Speaker System Debuts

A compact speaker system called the XP-3 has been introduced to the market by the Fisher Radio Corporation of Long Island City, N. Y. The system contains three speakers of varying sizes: a two-inch tweeter, eight-inch mid-ranged and a 12-inch woofer.

The cabinet is hermetically sealed and filled with Acoustiglas to eliminate reflections and resonance. Rear panel controls are recessed to permit flush mounting against the wall. The size of the



new system is 15 by 26 by 13½ inches. In mahogany, walnut or cherry the unit sells for \$224.50. In unstained birch, \$219.50.

Speaker Offers Sound Conditioning

The new Utah RVB-1 adds sound conditioning to either monaural or stereo amplification. The self-contained unit with its own amplifier and speaker can be added to any console or component outfit. It comes in blonde, mahogany or walnut and is 20 by 10 by 10¼ inches. It has a knob control that allows proportionate control of the reverb factor. The piece is retail priced at



\$109.90 and it is orderable from the firm which is based in Huntington, Ind.

New General Catalog

Shure Brothers of Evanston, Ill., has issued a new general catalog of its products. The new book contains illustrations and descriptions and prices of microphones, accessories, components, recording heads, replacement phono cartridges, and runs to 28 pages. Tagged Number 60, the booklet is available from the company at no charge.

Light-Riding Stereo Cartridge

A new tracking cartridge, weighing less than one gram has been introduced by Audio Dynamics of Ridgewood, N. Y. The ADC-1 stylus replaces easily, the company says, and the cartridge design assures correct positioning. They also say it can be used in virtually all tone arms. The retail cost is \$25.00.

CHEAP NEEDLE LINE PROBLEM IRKS MFRS.

NEW YORK—A small irritation of discontent has been festering on the manufacturing level for some time over the alleged inferior low-price line of diamond needles.

One company, Jensen Industries, claims that the needles that are being offered by dealers at a much lower rate than the going retail price are, in reality, "counterfeit." The claim is that an "abrasive, second quality needle" is currently being circulated as a precious needle stone, which is actually a "tiny jewel sliver, roughed off instead of polished, and imperfectly sized for modern record playing requirements." In some cases the so-called "counterfeit" has been referred to as a diamond chip, rather than a full diamond.

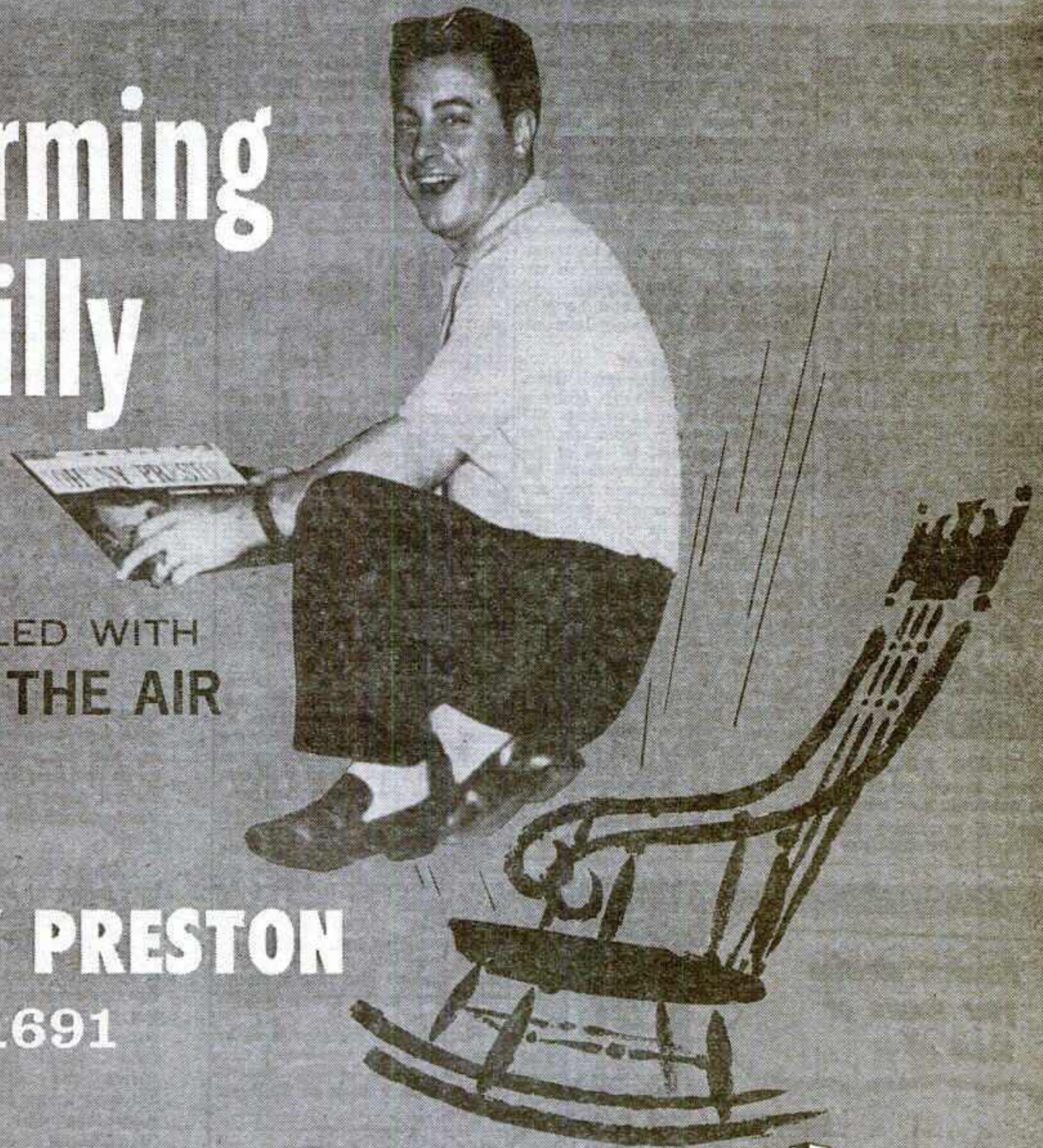
for comment for the most part felt that the controversy was no controversy at all. One spokesman, who asked to remain anonymous, said that in actuality, the trouble really stemmed not from a "counterfeit" needle, but from the action of needle producers who sell directly to dealers. In this way they are able to sell at a much reduced rate, having cut out the distributor. This same source admitted that the company's needles were no better and no worse than some of the other lower-priced lines.

Another company contacted, Walco, thru its spokesman Herb Brodtkin, stated that there was no such thing as a "counterfeit" diamond. "A stone is either a diamond

(Continued on page 21)

His 4th Straight Hit Rockin' Up The Charts!

Charming Billy



COUPLED WITH
UP IN THE AIR

JOHNNY PRESTON

71691

More Chart-Rockers From...



Midnight Lace DAVID CARROLL 71703

To Each His Own THE PLATTERS 71697

Love Walked In DINAH WASHINGTON 71696

I Wish I'd Never Been Born PATTI PAGE 71695

You're For Me
I Just Want To Love You CLYDE McPHATTER 71692

STORE-TESTED PROFIT POINTERS FOR DEALERS

Guarantee Sells Tape Recorders at List

By ROBERT LATIMER

How can a dealer sell a tape recorder at full list price when competition is offering the same machine for as much as 30 per cent less?

"Give them five years guarantee" says Albert Glick, of Georgetown Camera Company, who sells

around 500 tape recorders per year—all of them at full list.

Glick extends a full five-year guarantee on every machine he sells, which includes all labor and parts except for tubes, plus a yearly preventive maintenance, oiling, overhaul, complete cleaning of the head, capstans, all switches, and replacement of fuses. It's the sort of guarantee that means when a customer buys a tape recorder at the Georgetown shop, he knows that he is buying five years of uninterrupted good service, and that the only extra cost he may run into will be simply tube replacement.

List Profit

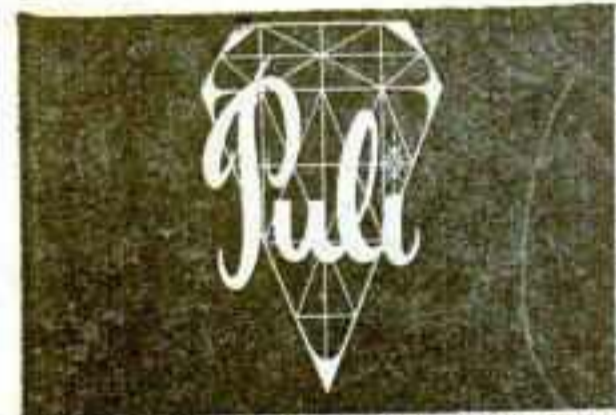
Because the guarantee is there, the District of Columbia dealer is able to show a profit of from \$25 to \$40 more per recorder sale, and in most instances, to sell at the manufacturer - recommended list price. Glick anticipates that any serious-minded recorder prospect, who usually is in search of fine quality in stereo sets, has already "shopped the market," and knows that he can buy at a lower price somewhere else. He isn't the least bit discouraged, however, because he knows that once the customer has given some thought to the five-year guarantee, he will usually go ahead and pay the list price.

Glick backs up his five-year guarantee with a unique tape recorder and high fidelity equipment repair facility, which he will stack up against any in the country. An expert in electronics, Glick built the shop himself, investing some \$650 in the process, and is pre-

pared to trace down any tape recorder troubles from loss of magnetism in the recording head to a wobble in the capstan drive. Helping him do such jobs is a volt meter, an ohmmeter, a professional level tube checker, several oscilloscopes, a signal generator, various circuit-tracing tools, and timing equipment which can trace the slightest variation in the speed of a drive belt, for example. He doesn't mind showing any interested prospect the handsomely laid out shop, and pointing out what each piece of equipment does. He also makes a solid point of the fact that there is a full-time electrical expert on hand at the shop every day in the year, who will always be there to do the service job which Glick has promised. Repair-

(Continued on page 45)

**BEST SELLING!
LOWEST PRICES
HIGHEST QUALITY
BIGGER PROFITS**



**GENUINE
DIAMOND
NEEDLES**

**TRANSCRIBER CO., INC.
ATTLEBORO, MASSACHUSETTS
SEND FOR ORDERING INFORMATION
WRITE DEPT. C, ATTLEBORO, MASS.,
FOR ORDERING INFORMATION**

*Funniest election
year record of
them all—*



**THE
GREAT
DEBATE
TREY 3013**

RON CAMERON NAZY

interviews the candidates

MR. ICKSON

MR. BENADY



A DIVISION OF ATLANTIC RECORDS, 157 W. 57TH ST., N.Y.C.

IHFM Plans Buyer Promo

NEW YORK — An Industry Identification Promotion Program has been inaugurated by the Institute of High Fidelity Manufacturers, Inc. (IHFM), it was announced by Raymond V. Pepe, president of the organization. Plan's multiple purpose is to explain to the consumer public the what of audio components, their purpose, their advantages, and who the people are that manufacture them. Another facet would identify the retailer in audio equipment as a specialist in that field.

The plan will be put into operation in the form of ads which explain the most salient points of audio reproduction and identify the participating IHFM manufacturers who make them. Direct mail also comes into the picture thru coupons placed in the press. On receipt of such coupons from the public, the IHFM will send along a list of audio specialists to the prospective consumer, while a list of all inquiries will be sent to each participating manufacturer. Decals identifying retail outlets as audio specialists to be placed in store windows also take a prominent place in the new promotion plan.

Financing of the plan is to be accomplished by a voluntary contribution from Institute general members on a basis of \$280 per month.

Jensen '60 Sales Jump

FOREST PARK, Ill. — Jensen Industries of this city has announced that the firm's sales for the 1960 year-to-date, are 56 per cent higher than they were in 1959 at the same time.

Altho no actual figures have been given so far for comparison purposes, the sales climb was attributed to the company's "Sell All Summer" push on products. Jensen makes needles, cartridges and other record accessories.

GTE Acquires Italian Firm

NEW YORK—A majority interest in the Radio Communications Division of Magnetti Marelli of Milan, Italy, has been acquired by the General Telephone Electronics International, Inc.

The announcement, which was made by Donald C. Power, chairman and chief exec of the American company, noted that a new company called Marelli Lenkurt SPA, has been formed, and that it will be located in Milan. The new company will specialize in the manufacture of carrier and transmission equipment, and is a consolidation of three European Companies: Marelli, Lenkurt and Automatic Electric S.A.T.A.P.

Extra Profits on the most up-to-date and authoritative guide to Stereo.

Here's the cover of our new annual, **STEREO 1961 Edition**, that knocks the confusion out of stereo and pushes profit into your pocket.

And here's what your customers get between the covers of this attractive 8" x 11" annual of over 100 pages:

Ralph Freas, audio editor of High Fidelity, tells why you can safely buy stereo now. Norman H. Crowhurst shows how easy it is to install components today. Charles Sinclair asks and answers—stereo on the air waves: How much and how soon? R. D. Darrell gives readers "10 sonic spectaculars on stereo discs."

Norman Eisenberg tells how to get the best sound from a stereo system. John Diegel guides the reader to build-it-yourself, including a listing of what the wife can do. John Indcox points out the joys of stereo as experienced by expert listeners. Ralph Berton discusses the differences between mono and stereo recordings and offers a "Jazz Starter Set in Stereo." Frances Newbury reviews briefly 100 recent, outstanding stereo discs. The concluding section describes and illustrates the latest stereo equipment.

Your customers will know far more about the advancing art of stereo when they read **STEREO 1961 Edition**. And dealers will sell more components and records because **STEREO 1961 Edition** acts as a powerful sales tool. You can afford to give it to your best customers and prospects, which is what plenty of dealers did with last year's edition. Cover Price \$1. Liberal trade discount. Pay in 30 days. Send your order to High Fidelity, Great Barrington, Mass.



stereo

PUBLISHED BY high fidelity MAGAZINE

Unwinding Tape Confusion

Continued from page 18

One mil tapes permit longer playing time and are used for recording subjects which cannot conveniently be broken while the reel is changed. Mylar and tensilized mylar are used for recording extremely long selections, which require 45 to 60 minutes or more without interruption. They are also used by some recordists who prefer mylar's durability to that of acetate.

Five and three-inch reels are frequently used for short recordings and for corresponding by tape. The shorter reels eliminate waste and splicing. For this same purpose, dealers should stock a supply of empty reels for those customers who must edit and splice tapes for separate storage.

Warehousing is vital to magnetic tape, especially that with an acetate base. Acetate exposed to

extreme humidity will cup and become useless. Because of strict quality control during manufacture, a bad tape is usually the result of poor handling and storage by the retailer. As long as the manufacturer's package is unopened, the tape generally is protected from most damage. Once opened, however, tape must be stored away from extremes of temperature and humidity. Damp basements and areas near furnaces or radiators should be particularly avoided.

The tape dealer who commands a good working knowledge of tape and its various uses can expect volume repeat business from his customers. Before selecting a tape line, or adding a new one, have the manufacturer's representative supply you with detailed information on it and on selling tape generally. You'll find he has a number of sales pointers that can help you make money. A thriving, profitable tape trade is the reward of the dealer who is his own expert, however; the dealer who can guide his customers in their best interests.

AUDIO NEWS BRIEFS

New appointments were noted by the Sylvania Electric Products this week. The firm opened an office in Jacksonville, Fla., for the distribution of TV, radio and stereo products which will be headed by Resident Sales Manager **Bruce H. Gardner**. The company has also named the **Reed Radio and Supply Company**, Springfield, Mo., and the **Hough-Wylie Company**, of Charlotte, N. C., as representatives for parts of North and South Carolina.

The General Electric Company's exec, **Steven R. Mihalic**, has been renamed to the chairmanship of the Electronic Industries Association's Service Committee. **E. W. Merriam** continues on as vice-chairman... Sales consultant for the Zenith Radio Corporation's Military Electronics Division is **J. Russell Graves**... **W. H. Ellinger Jr.** has joined the **Ray R. Hutmacher Associates, Inc.**, staff.

Cheap Needles

Continued from page 18

or not a diamond," he said. He also admitted that the trouble here was caused by the direct sale of needles to dealers.

A Columbia needle spokesman said that actually there was a difference between needles. His observation was that the difference was not so much in the diamonds used but in the way in which they are affixed to the shank. Some, he said, are welded to the shank and therefore more liable to break. The better needles, he said, have the diamond imbedded into the shank and therefore much more secure.

Little light was shed on the subject by the majority of manufacturers who were either unaware of a "counterfeit" problem (alho they were aware of the low-price selling) or were unwilling to talk on the subject at all.

In the meantime, Dealers in Sound Corporation (DISC), the dealer co-op headquartered in New Jersey, hinted at plans for a needle of their own at the National Association of Music Merchants convention this past July in Chicago.



Big Electronic Firms Merge

NEW YORK — Hudson Electronics, Inc., and Terminal Radio and Television Corporation, suppliers of electronic parts and equipment, have undertaken a merger that will form a new corporation to be called Terminal-Hudson Electronics, Inc.

The merger, which combines the two companies for an annual American and overseas sales figure in the neighborhood of some \$10,000,000, involved an exchange of one-for-one shares between the two firms.

William Filler, Terminal president, has been named president and chairman of the board of the new amalgamation. Sol Baxt, former vice-president and director of Hudson, has been appointed vice-president and director of Terminal-Hudson. Robert Corenthal, president of what was the Terminal Radio International Ltd., export subsidiary of Terminal, has also been named a vice-president and director of the new combine.

Hoffman Quits Own Cabinet Production

LOS ANGELES — Hoffman Electronics has ceased production of its own series of cabinets for TV and stereo hi-fi in favor of obtaining such from outside sources.

Reason given by the company was that it was financially to the firm's advantage to buy all cabinets from outside cabinet makers. No layoffs, however, have occurred from the move, since all employees who were formerly occupied with making the furniture have now been absorbed into other divisions of the company.

'Fair' Sells High & Low End Stereo

DENVER — Joe Onofrio, Denver stereo dealer, uses unusual approaches to the market to sell both the "quality-minded customer" and the "economy-minded prospect" where stereo and high fidelity is concerned.

For selling the prestige market, Onofrio regularly stages "Stereo Fairs," four-day affairs, held two or three times per year, which introduce new developments in stereo, with no emphasis on price whatsoever, and instead, invites the Denver public to come around and listen to stereo at its best. A typical "fair" will draw as many as 500 people over a space of four days, all of whom are interested in quality of sound reproduction, rather than price. For example, during March, the last "Stereo Fair" was built around Pilot's "curtain of sound" and three-channel stereo. A photograph of typical Pilot units, on display in the Onofrio showroom, and a brief statement of the progressive stereo expansion system used, was enough to bring a steady flow of prospects.

There is a worth-while market among budget-minded, lower-income customers as well, Onofrio has indicated—which he sells thru an entirely separate approach. This is the daily use of classified advertising in The Denver Post, which offers attractive prices on tape recorders, stereo phonographs, "in cartons."

A typical ad, for example, offers brand-new tape recorders, named by brand, at "\$138 in cartons." Another offers a famous brand of stereo equipment at \$230, again "in cartons." This reference is a "gimmick" which Onofrio hit upon several years ago, and has found so attractive to budget-minded customers that he has continued it ever since. Something about the expression "in cartons" seems to promise budget buyers that they will be getting a brand-new, fully guaranteed stereo tape recorder or phonograph at a real bargain, and the sets, stacked up in the manufacturer's shipping cartons, literally move quicker where they would otherwise sell far more slowly if the store had taken them out of the cartons, tested each one, polished them, and placed them in the showroom. Well aware of the psychology involved in selling this market, Onofrio has made the "in cartons" theme the basis for selling just as large a share of the economy market as he does the "luxury market."



How to get them? Every dealer wants to know.

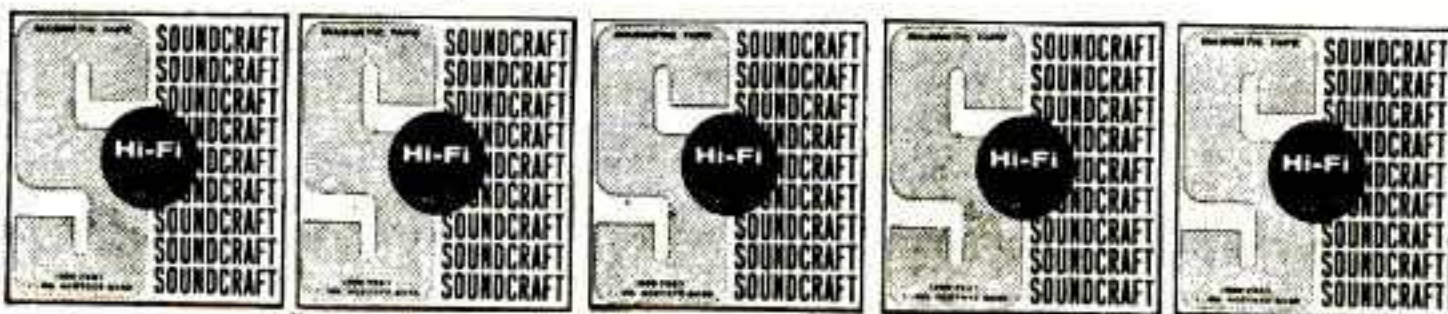
Mr. Dealer: Have you pulled a smart promotion, worked an original merchandising idea, made a clever tie-in pay off? Why not share your brainstorm with your fellow-dealers across the country, through the columns of the record dealer's trade paper, The Billboard.

Just send details to Lee Zhito, The Billboard, 1520 North Gower St., Hollywood 28, Calif. We'll do the rest.

ANNOUNCEMENT!

FA-4 frequency adjusted ...the unique Formulation for increased dynamic range recording... is a Soundcraft exclusive. **FA-4** frequency adjusted cannot be incorporated in any tapes other than those with the Soundcraft Trademark!

Since the introduction of the new Soundcraft Hi-Fi Tapes with FA-4 frequency adjusted formulation, thousands of recordists have indicated their preference for this new magnetic medium. Their reasons are plain to hear in every reel! More of the dynamic range of music is captured on the sensitive FA-4 oxide formulation—resulting in recordings that sparkle with new true-to-life dimension. Dealer after dealer reports that Soundcraft Hi-Fi Tapes with FA-4 are producing the sales activity they've been looking for. Don't lose out... be sure you are stocking today's fastest-moving, best-performing magnetic recording tapes—Soundcraft Hi-Fi Tapes! They cost no more than other premium quality tapes! Call your Soundcraft distributor today!



There's a Soundcraft Tape for every recording need. Write for literature.

REEVES SOUNDRAFT CORP. Great Pasture Rd., Danbury, Conn. Chicago: 28 E. Jackson Blvd. Los Angeles: 342 N. LaBrea Toronto: 700 Weston Rd.

#1 on Every So. Calif. Chart!



NUMBER 1 in Los Angeles

KFWB


channel 98

LAST WEEK

1. A THOUSAND STARS	KATHY YOUNG—INDIGO	1
2. A MILLION TO ONE	Jimmy Charles—Frank	1
3. HIGH TIME	The Mark II—Wye	1

KRLA

FOR THE WEEK OF
October 14 to 21, 1960



ON KRLA NO. 1

TV	1M
1.	7-A THOUSAND STARS Kathy Young & Innocents
2.	4. Stay
3.	3. Right There

August Hooper proves KFXM an even stronger No. 1 in the Riverside—San Bernardino Area . . . our thanks to you.

KFXM

"FABULOUS 59"

The Inland Empire's OFFICIAL Top Tune Survey
OCTOBER 8—14, 1960

LAST WEEK

This Week	1. A THOUSAND STARS	Cathy Young & The Innocents	18
2.	A POOL IN LOVE	She and Tim Tupper	4
3.	I WANT TO BE WANTED JUST A LITTLE	Brando Lee	1

SEPTEMBER HOOPER PROVES KDEO NO. 1

RADIO 91-derful!

KDEO

"FABULOUS 40"

San Diego's OFFICIAL Top Tune Survey
OCTOBER 8 to 14, 1960

LAST WEEK

This week	1. A THOUSAND STARS	Kathy Young & Innocents	28
2.	DEVIL ON ANOOL	Jimmy Charles	1
3.	A MILLION TO ONE	Jimmy Charles	1

RADIO - ACTIVE

KAFY

"FABULOUS 55"

Bakersfield's OFFICIAL Top Tune Survey
OCTOBER 1 — OCTOBER 7

LAST WEEK

This Week	1. A THOUSAND STARS	KATHY YOUNG	20
2.	MY DEAREST DARLING	Frank	1
3.	FORGETTING THE MOTHER	Frank	1

HAINES' WASSLE HITS

TOP TWENTY FIVE

KVEN

1450 ON YOUR RADIO DIAL
FRANK HAINES — 7 TIL 9 P.M.
WEEK STARTING MONDAY, OCT. 10, 1960

1.	A THOUSAND STARS	KATHY YOUNG
2.	A Pool In Love	She and Tim Tupper
3.	A Million To One	Jimmy Charles

"A THOUSAND STARS"

KATHY YOUNG

b/w "Eddie My Darling"

Indigo #108

INDIGO RECORDS, INC. 3330 Barham Blvd., Hollywood 28, Calif. HOLLYWOOD 6-1616-7-8-9

MUSIC AS WRITTEN

New York

Cleffer Tommy Velona will write the theme music for the forthcoming TV series "Les Girls," a project of Alan Jay Lerner's Michel Productions. . . . Songwriters Jack Hoffman and Bob Armbruster have penned two songs for the new M-G-M TV series "The Islanders." . . . Ornette Coleman opens at the Village Vanguard in New York in November. . . . Mercury Records is waxing the original cast album of "An Evening With Mike Nichols and Elaine May." . . . Walter Scharf is the music director of the Shirley Temple NBC-TV show. . . . David Katzel, father of Roulette publicity man Bud Katzel, passed away last week. . . . The father of Jack Bratell, Roulette promotion man in Cleveland, died suddenly last week. . . . There's a new Freshman in the Four Freshmen. His name is Bill Comstock and he is the co-writer of "Chelsea Bridge." . . . Ember Records has taken over distribution of "What Brought Us Together" by the Edsels on Tammy.

Lee Magid, manager of Della Reese, is in Europe to set up concert dates for the thrush. Magid is also setting up more branches of his Alexis Music. . . . Mike Canterino, genial owner of the Half Note in New York's Greenwich Village, will be married to Judy Durwin on October 31. . . . Thrush Connie Francis will open at the Copa in New York on December 1 for two weeks. Monte Kaye is now managing warbler Bill Henderson. . . . Jan August opened at the St. Moritz in New York last week. . . . Billy Eckstein opens at Gallaghers in Milwaukee for two weeks on November 7. . . . Guitarist Bill Harris opens at the Village Vanguard in New York October 18. . . . Everest Records has taken over the master of the tune "Giggles" by the Lions on the Mark IV label. . . . Gene Krupa and his quartet open at the London House in Chicago November 1. . . . Bill Bell is the new a.&r. director for the Columbia Record Club. He will be responsible for selection of all pop and classical records for the club. . . . Ginette Krushel has been named traffic co-ordinator at Columbia Records.

Page Morton has been signed to do 15-minute radio shows on a string of stations in the east for Chock Full O' Nuts Coffee. Lass will both sing and play piano on the broadcasts. . . . Bill Plain has been signed to a vocalist's pact by Vassar Records. . . . Jeanne Thomas has signed with Strand Records. . . . Bobby Rydell is set for the Copa in New York in early 1961. Bob Rolontz.

Chicago

Epic's Harold Davis hosted the trade to a cocktail party to kick off Roy Hamilton's opening at the South Side's new Lake Meadows Lounge, Wednesday (12). . . . Gloria Lynne, rising jazz thrush, follows Hamilton at the nightery, opening October 26. . . . Bet E. Martin, another Epic vocalist, was in town Wednesday and Thursday (12-13) to cut six tunes for a new album, tentatively scheduled for February release. She teamed with Mister Kelly's regulars, Dick Marx and John Frigo for the side. A title possibility: Bet E. Bongos and Brass. Bet left for Houston, opening at the Brass Ring Friday (14) for two weeks, then Cleveland's Alcazar for two more weeks, before coming back to the Windy City for the holidays.

Everest has closed its local distributorship and sent all stock to Music Distributors. . . . Gerry Mulligan will be fronting his 14-piece jazz concert band at the Sutherland Hotel Lounge October 19-23. He's soon to be presented with Down Beat's International Jazz Critics Poll award for best baritone sax man in 1960. . . . Art Roberts, former deejay in Buffalo, now holds forth over WLS from 12:30 to 3 p.m. . . . Stan Pat, local RCA promotion chief, takes off on a five-day tour with Henry Mancini. They cover Minneapolis, St. Paul, Milwaukee and return to Chicago.

Garlen Distributing (Lennie Garmisa and Ed Yalowitz) host a cocktail hour for United Artist Records Tuesday (18) with the label set to break an announcement. . . . The Kim Sisters will open at the Waldorf Astoria after finishing at the Edgewater Beach November 13.

Phillip Citrin, former jazz promotion head for Playboy Magazine, opens his own publicity agency here. With him are Don Gold, also a former Playboyer, to handle entertainment; Dorothy Gulman, New York publicist, and Eugene Balsey, who'll handle commercial films. . . . William R. Dobslaw, who heads the newly formed Revue Records here, has leased Marty Wyt's "Queen of the Mardi Gras" from Nashville's Shammy Records, for Revue's first release.

Billy White handles a.&r. duties for newly formed Tulane Records, New Orleans. First release will be "Reo-Salt & Pepper" with Earnest Holland, due October 27. . . . Joe Williams confirmed year-old rumors that he is planning to leave Count Basie's band January, 1961. He'll remain with the Willard Alexander Agency, which also books Basie. Williams is only the second male vocalist Basie has had in 25 years. First was Jimmy Rushing, whom Williams replaced six years ago. Nick Biro

Cincinnati

A "Grand Ole Opry" package featuring Minnie Pearl, Ray Price and His Cherokee Cowboys, Grandpa Jones, Stoney Cooper and Wilma Lee and the Clinch Mountain Clan, Sleepy Marlin, Connie Hall, Rusty York, Jimmy Skinner, Estell McKnew and the Kentucky Briarhoppers plus Bonnie Lou, of WLW's "Midwestern Hayride," as special guest, set for a single performance at Cincinnati Gardens Friday night (21) in a promotional tie-in with Kroger's, national food chain. All Kroger stores in the area are pitching ducats for the engagement on a buy-one-get-one-free basis. . . . Georgie Jessel was in town Sunday (16) to entertain at a Bonds for Israel dinner at Hotel Alms. . . . K. T. Murphy, Crosley Broadcasting Company vice-president and comptroller, is recuperating at his home, 264 Fleming Road here, from an illness that kept
(Continued on page 24)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



The Bluenotes Score Via 'My Hero' on Value

Like many other recording artists, the Bluenotes are another vocal group to spring from the Philadelphia scene. The boys, consisting of Bernard Williams, leader of the group, Franklin Peaker, Harold Melvin, Jessie Gillis and Donald Brodie, range in age from 22 to 26 and have been singing together for seven years.

The Bluenotes played in many smaller clubs before getting their first theater dates at Philadelphia's Uptown and at the Apollo in New York. It was at the Apollo, where they opened the show with great success, that their version of "My Hero" came into the limelight. Currently the disk is moving up on the "Hot 100."



Cowboy Copas Hits Hot 100 With 'Alabam'

Lloyd (Cowboy) Copas was born and raised in and around Muskogee, Okla. He learned to play his mother's guitar at an early age and his father taught him to sing and play the old songs of the West. Copas began singing professionally when he was only 14 years old.

In January, 1946 he joined the staff of Radio WSM's Grand Ole Opry and is still with them today.

Copas' first hits on the King label include "Tennessee Waltz," "Signed, Sealed and Delivered," "Filipino Baby," "Tragic Romance" and "The Kentucky Waltz," plus many others. In 1959 "The Waltz King of Country & Western Music" switched to the Starday label and his initial release for them, "Black Cloud Rising," was a good seller. His current disk, "Alabam," has been in the Number One slot on the "Hot C.&W." chart for a long while and is now climbing on the "Hot 100."

YESTERYEAR'S TOPS—

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

OCTOBER 22, 1955

1. Yellow Rose of Texas
2. Love Is a Many Splendored Thing
3. Autumn Leaves
4. Seventeen
5. Moments to Remember
6. Shifting, Whispering Sands
7. Ain't That a Shame?
8. Wake the Town and Tell the People
9. Suddenly There's a Valley
10. Bible Tells Me So

OCTOBER 21, 1950

1. Goodnight, Irene
2. Mona Lisa
3. All My Love
4. Harbor Lights
5. Play a Simple Melody
6. Can Anyone Explain?
7. Sam's Song
8. La Vie En Rose
9. Bonaparte's Retreat
10. Nevertheless

VOX JOX

By JUNE BUNDY

CELESTIAL BEAT JOCK: The Rev. John DeBrine, a religious disk jockey of Boston, emcees a syndicated record show which is carried on more than 90 stations here and in Hawaii and Puerto Rico. The 34-year-old Baptist minister's program, "Songtime," will be carried on Sunday mornings over WWDC, Washington, starting October 23. An interdenominational religious show, "Songtime," features the latest religious and sacred platters, plus interviews by the Rev. DeBrine with well-known personalities. "Instead of condemning rock and roll," opines the Rev. DeBrine, "youth leaders should give teen-agers something worthwhile in its place."

GAB BAG: Robert Orben, of Orben Publications, Velly Stream, N. Y., writes: "We publish a series of 31 books of professional comedy material that is quite widely used by show business in the U. S., Canada, England and Australia. In 1958, we began a monthly topical service called 'Orben's Current Comedy.' After a few months we found out that the deejays of the U. S. and Canada were by far the largest part of our subscription lists. So we started to add a special section of deejay laughs to the monthly service, emphasizing lines that could be particularly applicable to record spinners." Sample Orben gag lines include: "We offer the next platter as a thought to the UN Committee on Disarmament: 'Let's Think About Livin'.'" . . . "I don't claim to be perfect in picking the hits of tomorrow. Let's just say I happen to be 96 per cent correct, 4 per cent of the time."

BROWN DOWN: Ted Brown, WMGM, New York, returned to earth last week after six days, three hours and 31 minutes and 50 seconds suspended on a platform 50 feet in the air. A 1961 station wagon — equipped with electric blankets, TV, radio, heater, a bed, cooking stove and hot and cold water—was his home aloft. He also had a 24-hour valet, so, all in all, Brown wasn't exactly living the life of an ordinary "flag-pole sitter." The platform was eye level with Columbia Records' Manhattan offices, and the diskery's promotion department took advantage of the situation by plugging their latest releases, via huge window signs. Dialer who came closest to guessing how long Brown would stay up was awarded the station wagon.

MILLIE AWARDS: Milwaukee deejays and station brass turned out en masse for the "Millie" awards October 4. The awards were presented at the Fifth Annual Milwaukee Recorded Music Industry Party, held that evening at the Eagles Club. "Millies" are given each year to a deejay and a station for an outstanding record of community service. Presentations were made by District Judge Christ T. Seraphim. Winners were Bill Bramhall, WMIL, in the individual category and WRIT in the station competition. According to Benn Oilman, The Billboard correspondent and chairman of the event, this year's competition saw a bumper crop of entries. More deejays and stations submitted entries outlining public service activities than in any previous year.

The annual gathering includes all of the area's disk dealers, juke box operators, record and juke box distributors, as well as deejays and station execs. Over 300 attended. Main speaker was Art Talmadge, United Artists Records topper and head of ARMADA. Radio people present included Huge Boice, Chuck Phillips, John (Madman) Michaels, Gene Bernhardt, Budd Barry, and Robb Thomas, WEMP; Rob Randall, Ron Riley and Skip Bell, WOKY; Bernie Strachota, Lee Rothman, Bob (Coffeehead) Larson, Elliott Douck, Ken Vogt, Larry Clark, Don Rupert and Clark Weber, WRIT; Tom Shanahan, WMKE; Sol Radoff and Bill Bramhall, WMIL.

GIMMIX: Dave Pringle, WPAG, Ann Arbor, Mich., recently conducted a "Name the Dog" contest in an effort to find an appropriate moniker for a honey-blond cocker spaniel puppy owned by WPAG bookkeeper Dick Shafer. Copies of Pat Boone's latest were awarded for the winning name, Panalita, which means "little honey comb" in Spanish. . . . Program director David Diamond, WIRL, Peoria, Ill., recently staged a "Funny Money for Happy Housewives Contest," whereby fem dialers were asked to send in the craziest items they could find. Cash prizes were awarded for the "nuttiest." Among the items submitted were a pretzel baked in 1933, a campaign button for James Filmore and war-ration stamps.

CHANGE OF THEME: Alan Campbell has left WEEL, Fairfax, Va., to join WFMD, Frederick, Md. He will also continue stints at WDON, Wheaton, Md., and WASH-FM, Washington. . . . George Nichols, who has emceed the all-night show on WWSW, Pittsburgh, for the past three and one-half years, has taken over the station's "Tune Inn" show, 9:30 a.m.-noon, and "Polka Rhythms," 12:20-1 p.m. Both shows were formerly handled by the late Harry Lockhart who died last month following heart surgery. Ray Lehman is WWSW's new all-night man and Frank Tomasello has become a regular member of the "Double-Double" staff.

New deejay line-up at WACE, Springfield, Mass., is as follows: Sy Levy, 8-9 a.m.; Ken Gaughran, 9:30 a.m.-1 p.m.; Dean Scott, from 1 p.m. on. . . . Mort Crowley, WLS, Chicago, has moved from the 12:30-3 p.m. time slot to a 6:30-9 a.m. segment. Art Roberts from Buffalo has taken over Crowley's old time period. Other time changes at WLS include Jim Dunbar's takeover of Ed Grennan's 10 a.m.-noon show. Grennan now holds forth on WLS's "Farm Special," 5:30-6:30 a.m. across the board.

Frank Pollack, formerly with KDAY and KRLA, Los Angeles, has moved to KUPD, Phoenix, Ariz., as deejay-program director. . . . Al "Jazzbo" Collins, WINS, New York, moved his "Purple Grotto" to a new time period—10-11 p.m., Monday thru Friday. . . . New all-night man at WINS is Lonny Starr, ex-WNEW, New York. . . . Bev Watson, KTTS, Springfield, Mo., visited the Buddy Basch office, New York, last week. Flack Basch will pen a record column for the new Brooklyn Eagle, which resumes publication October 23.

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

THEODORE BIKEL, currently starring with Mary Martin in *The Sound of Music*, Broadway musical about the famous Trapp Family Singers, is part of Elektra Records' 10th anniversary celebration via his album *Bravo Bikel*, which was recorded at one of his Town Hall concerts. Bikel is internationally renowned as a folk singer, a fluent linguist, who has a repertoire of songs in 17 languages, and a guitarist.

CHARLES EUGENE (PAT) BOONE is in *The Billboard Spotlight* with his new one for Dot, *Dear John* b-w *Alabam*. Formerly of Nashville, Tenn., and Teaneck, N. J., he is presently working out of the West Coast because of his many film commitments that include "Warm Bodies," about a young naval officer, and *Bachelor's Baby*.

RAY CONNIFF, Columbia Records conductor-arranger, appears on *The Billboard's Hot 100* this week with *Midnight Lace*, title theme from the new *Doris Day-Rex Harrison* movie. Conniff turns in a smart ork treatment with standout vocal work by Eddy Manson. Rates a *Billboard Pick*. Based on the success of their West Coast tour in April, Ray and the ork are currently touring the Midwest and Eastern states in a series of appearances labeled "Concert in Stereo." The series presents a complete ork and chorus, supported by a specially designed stereo sound system that will be installed in each of the concert halls they play.

FLOYD CRAMER, who has played piano for so many hit recording dates in Nashville—he handled the "88" for Elvis Presley's *It's Now or Never*—has a hit of his own working, *Last Date*. The striking piano instrumental, produced by RCA's Nashville hit-maker Chet Atkins, turns up on *The Billboard's Hot 100* in the Number 63 position as a fast-climbing star performer.

BIRTHDAYS OF THE WEEK:
Oct. 17, Cozy Cole, King Records recording artist presently appearing at *The Metropole*, N.Y.C.
Oct. 20, Stuart Hamblen, Oct. 21, Dizzy Gillespie, Oct. 22, Annette.

The **DEMENSIONS**, who hit with *Over the Rainbow*, are on the scene with two strong follow-ups, *Zing Went the Strings of My Heart* b-w *Don't Take Your Love From Me*. Both are standards—as is *Over the Rainbow*—and both get highly emotional renditions. The *Dimensions*, all New Yorkers, consist of Howie Magolin, 17, baritone; Lenny Dell, 16, second tenor; Marisa Martelli, 16, soprano, and lead tenor, Phil Del Giudice, 22. Mohawk is the label.

ELLA FITZGERALD, chosen Favorite Female Jazz Artist in *The Billboard's 1960 Poll* of the nation's leading jazz disk jockeys, is one of the first with a Christmas offering, *Good Morning Blues* b-w *Jingle Bells*—save it for a month—*The Billboard* considers it "worthy of lots of holiday programming." Sides are from the album *Ella Wishes You a Swinging Christmas*, on Verve Records. Ella is presently performing at *The Fairmont* in San Francisco. She'll be there for another five weeks.

CONNIE FRANCIS, recently awarded a gold record of *Everybody's Somebody's Fool*, leaves for a return visit to England Oct. 20. Number One female vocalist in America and an international favorite, Connie will play the *London Palladium* and appear on British radio and TV before returning to New York on Nov. 1. *The Billboard* rates her latest M-G-M album, *Connie Francis Sings Spanish and Latin-American Favorites*, a *Spotlight Winner*.

CATHY JEAN and the **ROOMMATES** are new names on the pop record scene via a new label, *Valmor Records*. Tune is a swinger titled *Please Love Me Forever*. Fifteen-year-old Cathy

achieves a unique sound with backing by *The Roommates*, four teen-age lads. Cathy and the boys are native New Yorkers and will be making personal appearances around the country. Jody Cameron, former music librarian at New York's *WMGM*, is a.&r. director.

LOU MONTE: Of Italian parentage and one of a family of six brothers and sister, Lou Monte is right at home on his new album, *Italiano U.S.A.*—Lou Monte-Joe Reisman and his orchestra. Born in Lynhurst, N. J., Monte began to play the guitar and sing when he was seven. The album is on *Roulette Records*. Flying is his favorite hobby, and he holds a private pilot's license.

ELVIS PRESLEY displays his talent for singing any type of song on his newly released RCA album *G. I. Blues*. The album is the sound track recording from the forthcoming movie and features Elvis singing sweet tunes, lullabies, rockers and ballads, and he does them well. The LP includes 10 brand new tunes, among them are: *Pocketful of Rainbows*, *G. I. Blues*, *Frankfort Special*, and *Shoppin' Around*. *The Billboard* rates the set a *Spotlight Winner*. Presently, Elvis is working on another film, *Flaming Star*, in which he plays the part of a Texas half-breed Indian in the 1870's caught in an outbreak between whites and Indians. Altho primarily a dramatic role, he manages to sing four songs in the film.

The **PILTDOWN MEN**, Capitol Records' new instrumental group, are out of their cave with their second single, *Piltdown Rides Again*, a wild rendition of part of the *William Tell Overture*. Ranging in age from 15 to 20, the seven *Piltdown Men* achieve their sound with honking baritone and tenor saxes, electric guitar, rhythm guitar, drums, piano and tympany.

JIM REEVES: One of RCA Victor's best selling records back in early 1957 was Jim Reeves' self-penned ballad, *Am I Losing You*. Released in November, 1956, it was on the best selling list for about 20 weeks. Now Jim's done a beautiful new arrangement which was cut in Nashville last August with Chet Atkins producing and recently released. Flip is *I Missed Me*, a tender and touching ballad.

KEELY SMITH, one-half of the *Louis Prima-Keely Smith* package of entertainment dynamite, comes up with a swingin' version of the favorite, *Here In My Heart*, her newest for Dot. Also available on Dot are these Prima-Smith albums: *Keely Smith—Be My Love*; *Keely Smith—Swing, You Lovers*; *Louis and Keely*; *Louis Prima & Kelly Smith Together*.

ERNE TUCKER, young singer from Charlotte, N. C., sings his way on a new label, *Earth Records*. Tune is *Can She Give You Fever*, a blues with chorus backing. Flip is *I'm That Someone*, more on the ballad side.

CONWAY TWITTY can move right back up the charts with both sides of his new M-G-M release, *Whole Lotta Shakin' Goin' On*, the Jerry Lee Lewis tune now getting action again, b-w *The Flame*, a smart Latin rocker. Both sides were *Spotlighted* by *The Billboard* board. Harold Jenkins (his real name) hails from Mariana, Ark.

PROMOTION DAYS & WEEKS:
Oct. 17 begins National Bible Week, American Youth Foot Care Week, National Donut Week and National Fish and Seafood Week.
Oct. 17 is Alaska Day in Alaska and the beginning of United Nations Week. Oct. 20 is International Credit Union Day. Oct. 23 is World Order Sunday. Oct. 23 is National Cleaner Air Week and National Flower Week.

Have seven swingin' days.
Tom Rollo

MUSIC AS WRITTEN

Continued from page 23

him bedded in the hospital for nine weeks. He was stricken while visiting relatives in New Jersey August 18 and spent 10 days in the hospital there before being transferred to St. Mary's Hospital here, where he remained until October 8. He hopes to be back at his *Crosley* post in two weeks.

Band leader **Deke Moffitt**, who formerly for many years headed up the house combos at *Beverly Hills Country Club*, *Southgate, Ky.*, and the *RKO Albee Theater* here, has been named musical director of the *Bellevue, Ky.*, school system. Meanwhile, he continues with his jobbing and booking hereabouts. . . . **Paul Schumate**, veteran program director at *WKRC-TV* here, resigned his post last week. . . . **Bob Fleming**, who recently ended a long tenure as promotion director at *WCKY* here, is mending at his home here after a brief siege of illness that confined him to a local hospital. Fleming is now devoting his full time to a local agency in which he has had an interest for some time. . . . **Gerry Mulligan's** big-band concert, with **Zoot Sims** as special guest, pulled a meager crowd of 500 to the *Taft Theater* Wednesday night (12). Local newspaper critics lauded the Mulligan crew for an excellent performance.
Bill Sachs

Nashville

Mama **Maybell Carter** and daughters **June** and **Helen** will soon hit the p.a. trail together again, with daughter **Anita** joining the act at frequent intervals. June has just launched a new TV show in *Chattanooga*. . . . **Deejays** may obtain **Chuck Goddard's** new Dolly release, "I Didn't Answer the Phone" and "Forty-Eight Hours to Love," by writing to him at *WJAT*, Swainsboro, Ga., or by inking *Cedarwood Publishing Company*, Nashville. Chuck is a staffer at *WJAT*, owned by **Webb Pierce** and *Cedarwood's Jim Denny*. . . . **Acuff-Rose** execs are happy over **Sammy Salvo's** first release for Dot, coupling two of the firm's tunes, **Hank Williams' "Kawliga"** and a ditty Sammy penned, "It's the After That Hurts." . . . **Chet Atkins' new RCA Victor** release spotlights "Hocus Pocus," penned by **Spider Rich**, and "Theme From the Dark at the Top of the Stairs." . . . **Harvie June Van's** latest RCA Victor release is "Little Wooden Man" and "Johnny Darling." . . . RCA Victor's **Boots Randolph** was in for a session last week.

Roy Acuff was at the *RCA Victor Studio* last week for sessions for *Hickory Records*. . . . **Fred Foster**, of *Monument Records*, in town for sessions by **Grandpa Jones**, **Cathy Linden** and **Jack Labanuc** at the *RCA Victor Studio*. . . . **Autry Inman** has just cut his first *United Artists* session at the *Bradley Studio*. . . . *Capitol's Faron Young* was in at *Bradley's* last week for a session, and **Conway Twitty** cut a trick for *M-G-M*, with **Jim Vienneau** directing. . . . **Ernest Tubb** cut sessions for *Decca* recently at *Bradley's*, with **Owen Bradley** directing. . . . **Buddy Killen**, *Tree Music* vice-president, excited over the next **Jim Reeves** release for *RCA Victor*. *Tree's* side was penned by **Bill Anderson**.
Pat Twitty

Hollywood

Top *Capitol* brass flying to New York to attend the Broadway opening of "Tenderloin" (17) include *CRI* prexy **Glenn Wallichs**, *CRDC* prexy **Mike Maitland**, and artist-repertoire division veepee **Lloyd Dunn**. **Dunn** and **Maitland** will be accompanied by their wives. *Hollywood* first-nighters will be joined by the label's Eastern operations veepee **Joe Csida**. *Capitol* is issuing the original Broadway cast album of the new musical.

Johnny Bond's follow-up to his hit "Hot Rod Lincoln" will be a faster vehicle, at least in name: "X-15," backed with "The Way a Star Is Born." *Flipside* deals with disk rather than celestial luminaries. . . . **Rod Pierce's** *Rendezvous* takes over national distribution of *Fleet International's "To Be Loved"* b-w "Down at the Beach," by the *Pentagons*, a coupling which has shown potential in the *Los Angeles* and *San Francisco* markets. *Fleet* retains its own label identity in the deal.

Tenorman **Teddy Edwards** has signed a long-term with **Les Koenig's Contemporary Records**. He'll scout talent and record for the label. His first offering under the new deal, "Teddy's Ready" album to be issued November 1. **Edwards** quartet, spotlighting pianist **Joe Castro** and **Leroy Vinnegar** on bass opens Tuesday (18) at *San Francisco's Jazz Cellar*.

Composer-conductor **Johnny Mann** (*Liberty Records*) is on a city salute kick. After creating "Sound of the City" for *San Francisco* and "City by the Sound" for *Seattle*, he is scheduled to produce a series of seven for other cities.

Publisher **Mickey Goldsen** boasts 25 per cent of the copyrights listed in *ASCAP's* recently issued "Music of Hawaii." His entry into the *Polynesian* music field started a mere five years ago in a doctor's waiting room. Reading an article in *Holiday Magazine* about the South Seas, he ran across the name of a songwriter living in Hawaii. **Goldsen** corresponded with him, bringing the publisher his first *Polynesian* music. In addition to his growing publishing catalog in this field, he has some 30 *Hawaiian* albums on the market released thru various labels.

Ted Rosenberg's newly formed *Pep Record Sales* (he is former *Columbia Records* branch manager) last week acquired **Top Rank**, **Jaro**, **Madison**, **Montilla**, and the **Morty Craft United Telefilm** label line-up of **Warwick**, **Ramrod** (the **Eddie Fisher** firm), **Sir**, **Joe Sherman's J.D.S.**, and **Morty's** new religious line, **Zion**. **Pep** distributor started in business several weeks ago with the *Imperial* line. **Top Rank** formerly was handled here by **Hartstone**, **Jaro** was distributed by **Al Sherman**, **Madison** had been with **Sid Talmadge** (who also lost *Imperial* to **Pep**), and the *United Telefilm* firms had been handled by **A & A** here. **Lee Zhitto**.

THIS WEEK'S NEW Money Records

an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space *Billboard* ads.

- SINGLES**
- A THOUSAND STARS—Kathy Young . . . Indigo
 - CAN SHE GIVE YOU FEVER—Ernie Tucker . . . Earth
 - HUNDINGER—Freddie Cannon . . . Swan
 - LIKE STRANGERS—Everly Brothers . . . Cadence
 - MY BLUE HEAVEN—Freddie Cannon . . . Swan
 - REPORT TO THE NATION—Ned Nutley and Willie Winkly . . . M.K.
 - RUBY DUBY DU—Tobin Matthews . . . Chief
 - YOU'LL FIND OUT—Jeanne Black . . . Capitol
 - YOU'RE 16—Johnny Burnette . . . Liberty
- ALBUMS**
- IRMA LA DOUCE—Mantovani . . . London

According to statistics maintained over a period covering thousands of releases . . . 7 out of 10 will reach *Billboard's* "HOT 100" in the weeks ahead!

Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by *The Billboard*. Watch for it next week.

~~20,000 SOLD ON CALL 1st 3 DAYS IN CHICAGO~~
75,000 SOLD IN 1st 10 DAYS NATIONALLY

(and here's distributors' totals to prove it).

"Ruby Duby Du"

By
TOBIN MATTHEWS



#7022

Based on the theme

From The
 Motion Picture
'KEY WITNESS'
 an Avon Production



D. J.'S & PROG. DIRECTORS

Contact: MEL LONDON

CHIEF RECORDS, INC.

1448 So. Michigan Ave., Chicago 5, Ill.

FOR SAMPLES



DISTRIBUTORS

	TOTAL CUMULATIVE ORDER
A & A DIST., LOS ANGELES	2,700
AURORA DIST., DETROIT	6,500
ESSEX REC. DIST., NEWARK	800
PELICAN DIST., NEW ORLEANS	1,000
SANDEL CO., MINNEAPOLIS	1,600
UNITED REC. DIST., HOUSTON	1,600
A-1 RECORD DIST., OKLAHOMA CITY	1,600
BILL LAWRENCE, INC., PITTSBURGH	1,900
BEST DIST., BUFFALO	500
ALL-STATE DIST., CHICAGO	25,000
A & I DIST., CINCINNATI	300
ARNOLD DIST., CHARLOTTE, N. C.	500
MUSIC SALES, MEMPHIS	300
SOUTHLAND DIST., ATLANTA	3,000
SUPERIOR RECORDS, NEW YORK	3,000
TONE DIST., HIALEAH, FLA.	3,000
DUMONT DIST., BOSTON	1,600
SEABOARD DIST., E. HARTFORD	300
C & C DIST., SEATTLE	300
BIG STATE DIST., DALLAS	1,600
NEW SOUND DIST., SAN FRANCISCO	3,000
SCHWARTZ BROS. DIST., WASHINGTON	2,500
STAN'S RECORDS SHOP, SHREVEPORT	400
SOUTHERN RECORD DIST., NASHVILLE	300
UNIVERSAL REC. DIST., PHILADELPHIA	2,600
DAVIS SALES CO., DENVER	1,600
O'BRIEN DIST., MILWAUKEE	3,000
MIDWEST DIST., ST. LOUIS	3,500
COSNAT, CLEVELAND	1,600

TOTAL SOLD 75,600

FOR WEEK ENDING OCTOBER 16

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. STRING ALONG Kingston Trio Capitol T 1407	10
2		3. NICE AND EASY Frank Sinatra Capitol W 1417	9
3		2. BUTTON-DOWN MIND OF BOB NEUWHART Warner Bros. W 1379	23
4		4. JOHNNY'S MOODS Johnny Mathis Columbia CL 1526	8
5		9. BRENDA LEE Decca DL 4039	9
6		5. KICK THY OWN SELF Brother Dave Gardner RCA Victor LPM 2239	8
7		7. REJOICE DEAR HEARTS Brother Dave Gardner RCA Victor LPM 2083	17
8		6. PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	16
9		10. SOLD OUT Kingston Trio Capitol T 1352	26
10		8. EDGE OF SHELLEY BERMAN Verve MG V 15013	13
11		18. ENCORES—SANTO AND JOHNNY Canadian-American CAL 1002	4
12		15. MR. LUCKY Henry Mancini RCA Victor LPM 2198	30
13		— DARIN AT THE COPA Bobby Darin Atco EP 4512	1
14		16. ELVIS IS BACK Elvis Presley RCA Victor LPM 2231	24
15		22. SAY IT WITH MUSIC Ray Conniff Columbia CL 1490	2
16		14. ITALIAN FAVORITES Connie Francis M-G-M E 3791	37
17		21. LOOK FOR A STAR Billy Vaughn Dot DLP 3322	10
18		19. MORE SONGS BY RICKY Ricky Nelson Imperial LP 9122	8
19		12. ENCORES OF GOLDEN HITS Platters Mercury MG 20472	32
20		13. RAY CHARLES IN PERSON Atlantic LP 8039	12

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		30. CONNIE'S GREATEST HITS M-G-M E 3793	23
22		17. CAN CAN Capitol W 1301	25
23		24. MACK THE KNIFE, ELLA IN BERLIN Ella Fitzgerald Verve MG V 4041	6
24		20. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso RCA Victor LM 2393	22
25		38. PERSUASIVE PERCUSSION, VOL. 1 Terry Snyder and the All Stars Command LP 800	27
26		— SONGS TO REMEMBER Mantovani London LL 3149	11
27		11. GENIUS HITS THE ROAD Ray Charles ABC-Paramount ABC 335	2
28		25. WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereoditties MW 1	33
29		23. MY NAME IS JOSE JIMENEZ Bill Dana Signature SM 1013	12
30		29. BEN-HUR Rome Symphony Orch./Savina M-G-M IEI	26
31		34. DOWN TO EARTH Jonathan Winters Verve MG V 15011	5
32		35. COME FLY WITH ME Frank Sinatra Capitol W 920	21
33		36. PROVOCATIVE PERCUSSION, VOL. 1 Enoch Light and the Light Brigade Command RS 806	9
34		27. LAUGHING ROOM Woody Woodbury Stereoditties MW 2	19
35		31. SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CL 1457	17
36		37. GENIUS OF RAY CHARLES Atlantic LP 1312	31
37		— BONGOS Los Admiradores Command R 809	2
38		32. BYE BYE BIRDIE Original Cast Columbia KOL 5510	8
39		— HAWAIIANNETTE Annette Vista BV 3303	2
40		— BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C2L17	1

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	44
2		2. INSIDE SHELLEY BERMAN, Verve MG V 15003	78
3		3. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	50
4		11. KINGSTON TRIO, Capitol T 996	70
5		4. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	134
6		7. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	47
7		5. HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	50
8		8. HEAVENLY, Johnny Mathis, Columbia CL 1351	57
9		10. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	88
10		12. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	129
11		6. OUTSIDE SHELLEY BERMAN, Verve MG V 15007	47
12		9. GIGI, Sound Track, M-G-M 3641 ST	120
13		13. MY FAIR LADY, Original Cast, Columbia OL 5090	237
14		14. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	92
15		— FAITHFULLY, Johnny Mathis, Columbia CL 1422	40
16		25. OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	57
17		18. KINGSTON TRIO AT LARGE, Capitol T 1199	70
18		18. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	82
19		20. THE MUSIC MAN, Original Cast, Capitol WAO 990	138
20		— KING AND I, Sound Track, Capitol W 740	198
21		19. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	73
22		22. SOUTH PACIFIC, Original Cast, Columbia OL 4180	332
23		— MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	62
24		17. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	72
25		21. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	84

BEST SELLING STEREO PHONIC LP'S

STEREO ACTION ALBUMS --- on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. STRING ALONG Kingston Trio Capitol ST 1407	9
2		2. NICE AND EASY Frank Sinatra Capitol SW 1417	8
3		3. BONGOS Los Admiradores Command S 809 SD	8
4		5. THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 25276	29
5		8. LOOK FOR A STAR Billy Vaughn Orch. Dot DLP 25322	8
6		10. JOHNNY'S MOODS Johnny Mathis Columbia CS 8326	7
7		7. SOLD OUT Kingston Trio Capitol T 1352	25
8		9. GRAND CANYON SUITE Morton Gould RCA Victor LSC 2433	14
9		11. PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light Brigade Command RS 810 SD	5
10		4. PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars Command RS 808 SD	9
11		14. ELVIS IS BACK Elvis Presley RCA Victor LSP 2231	6
12		16. CAN CAN Sound Track Capitol SW 1321	13
13		20. AMERICAN SCENE Mantovani London PS 182	27
14		21. WHITE SATIN George Shearing Capitol ST 1334	5
15		6. BEN-HUR Rome Symphony Orch./Savina M-G-M IEI	22

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		12. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143	25
17		13. 'S AWFUL NICE Ray Conniff Columbia CS 8001	29
18		15. SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CS 8251	13
19		22. LATIN A LA LEE Peggy Lee Capitol ST 1290	17
20		19. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	23
21		30. STEREO CONCERT Kingston Trio Capitol ST 1183	5
22		23. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CS 8138	23
23		24. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso RCA Victor LSC 2393	23
24		— WITH THESE HANDS Roger Williams Kapp KS 3030	21
25		28. THIS IS DARIN Bobby Darin Atco SC 115	24
26		26. LET'S DANCE AGAIN David Carroll Mercury SR 60152	29
27		27. MUSIC FOR READING George Melachrino Strings RCA Victor LSP 1002	16
28		— DARIN AT THE COPA Bobby Darin Atco S 112	1
29		17. MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schory's New Percussion Ensemble RCA Victor LSP 1866	22
30		29. BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C2S 803	3

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		3. PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SD	39
2		1. PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command RS 800 SD	39
3		2. SOUND OF MUSIC, Original Cast, Columbia KOS 2020	41
4		4. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	74
5		5. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	48
6		7. MY FAIR LADY, Original Cast, Columbia OS 2015	74
7		17. HEAVENLY, Johnny Mathis, Columbia CS 8152	56
8		8. KING AND I, Sound Track, Capitol SW 740	61
9		9. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	70
10		6. FILM ENCORES, VOL. I, Mantovani, London PS 124	62
11		13. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	34
12		— MUSIC MAN, Original Cast, Capitol SWAO 990	56
13		— MR. LUCKY, Henry Mancini, RCA Victor LSP 2198	30
14		11. BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119	31
15		12. OKLAHOMA! Sound Track, Capitol SWAO 595	59
16		— STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8009	34
17		10. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	55
18		15. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	50
19		— THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia MS 6068	30
20		— KINGSTON TRIO, Capitol ST 996	30

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- GROFE: GRAND CANYON SUITE**Morton Gould, RCA Victor LM 2433
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SCHUMANN CONCERTO IN A MINOR**Van Cliburn, RCA Victor LM 2455
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Munch) RCA Victor LM 1984
- THE LORD'S PRAYER** . The Mormon Tabernacle Choir (Condie), Columbia ML 5386

STEREOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- SCHUMANN: CONCERTO IN A MINOR**Van Cliburn, RCA Victor LSC 2455
- GROFE: GRAND CANYON SUITE**Morton Gould, RCA Victor LSC 2433
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- THE LORD'S PRAYER** . The Mormon Tabernacle Choir (Condie), Columbia MS 6068

BEST SELLING LOW PRICE LP'S
(List price \$2.98 or less)

(STEREOPHONIC)

- Soul of Spain, Vol. 1**
101 Strings . . . Stereo Fidelity SF 6600
- 101 Years of Familiar Songs**
101 Strings . . . Stereo Fidelity 2 RS
- Soul of Spain, Vol. 2**
101 Strings . . . Stereo Fidelity SF 9900
- Ebb Tide**
Frank Chacksfield . Richmond S 30078
- 101 Strings Play the Blues**
. Stereo Fidelity SF 5800
- Hawaii in Stereo**
Leo Addeo Ork. RCA Camden CAS 510
- Silver Screen**
101 Strings . . . Stereo Fidelity SF 7000
- Concerto Under the Stars**
101 Strings . . . Stereo Fidelity SF 6700
- East of Suez**
101 Strings . . . Stereo Fidelity SF 11200
- The Music Man**
Various Artists . . . Lion SL 70091

(MONOPHONIC)

- Soul of Spain, Vol. 1**
101 Strings . . . Somerset P 6600
- 101 Years of Familiar Songs**
101 Strings . . . Somerset 2 RS
- Ebb Tide**
Frank Chacksfield . Richmond M 20078
- 101 Strings Plays the Blues**
. Somerset P 5800
- Good Housekeeping Reducing Off the Record**
. Harmony HL 7143
- Soul of Spain, Vol. 2**
101 Strings . . . Somerset P 9900
- You Do Something to Me**
Mario Lanza . . . RCA Camden CAL 450
- Hawaii in Hi Fi**
Leo Addeo Orchestra RCA Camden CAL 510
- Huckleberry Hound**
Daws Butler and Don Messick Colpix CP 202
- Perry Como Sings Just for You**
. RCA Camden CAL 440

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.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

PARADISE FOUND



Fantastic Strings of Felix Slatkin. Liberty LSS 14001. (Stereo & Monaural) — The Slatkin Strings score handsomely here in a brilliant presentation of Hawaii. The production is designed to appeal to ear and eye, as the label has also taken pains to package the disk in a book-fold set, with some gorgeous photos of the Islands along with descriptive copy. The songs which get the big string treatment include "Moon of Monakoora"; "To You Sweetheart, Aloha"; "Hawaiian Wedding Song," "Little Brown Gal," etc. Cover has a colorful die-cut which makes for top display value.

HIGH TIME



Henry Mancini. RCA Victor LPM 2314 — The picture "High Time" stars Bing Crosby, Fabian and Tuesday Weld and it's already on neighborhood circuits. Here, the "Peter Gunn" man directs the orchestra in the score which he wrote for the picture, his return to screen writing after a long safari in the TV world. The tunes are pleasant, varied in tempo and mood, and handled listenably here by a chorus with the band. One of the best tunes, already recorded by others, is "The Second Time Around." Album can get a lot of deejay play and a good whirl on counters, too.

PORTS OF PARADISE



Alfred Newman, Ken Dary & Mavis Rivers. Capitol TAO 1447. (Stereo & Monaural) — An elegant piece of package merchandise which is bound to meet a happy reception. Delightful orchestral interpretations of music associated with the South Seas — Fiji, Samoa, Tahiti, New Zealand and Hawaii, are featured. The Newman arrangements are just right for mood purposes and the Ken Darby Singers add to the lustre. Mavis Rivers is heard to advantage in several solo vocals. Beyond this, the set contains an elaborate full-color booklet full of reminiscences of the South Pacific, plus photos. Covers of the booklet are both displayable thru a clever die-cut idea used in the album cover. This can do good business.

Classical

BEETHOVEN: SYMPHONY NO. 9 IN D MINOR (OP. 125) (CHORAL)



L'Orchestre De La Suisse Romande (Ansermet). London CS 6143. (Stereo & Monaural) — A class package. The recording is in the high London tradition, superbly performed and engineered. The provocative fourth movement with its choral ending is the subject of some scholarly notes, as is the entire symphony. Voices are soprano Joan Sutherland, contralto Norma Proctor, tenor Anton Dermota and bass Arnold Van Mill. Cover is in book form with excellent notes. This, incidentally, is the first Ninth in stereo on one disk.

BEETHOVEN: THE MIDDLE QUARTETS OP. 59, NOS. 1-3; OP. 74; OP. 95



The Budapest String Quartet. Columbia M4S 616. (Stereo & Monaural) — Winning performances of five of Beethoven's middle quartets, Nos. 7, 8, 9, 10, and 11, played by the Budapest String Quartet, and recorded with extra care by Columbia Records. In addition to the box package for the four LP's, the company has included a 16-page booklet about the Budapest group and about these five quartets. An outstanding package for the fall season.

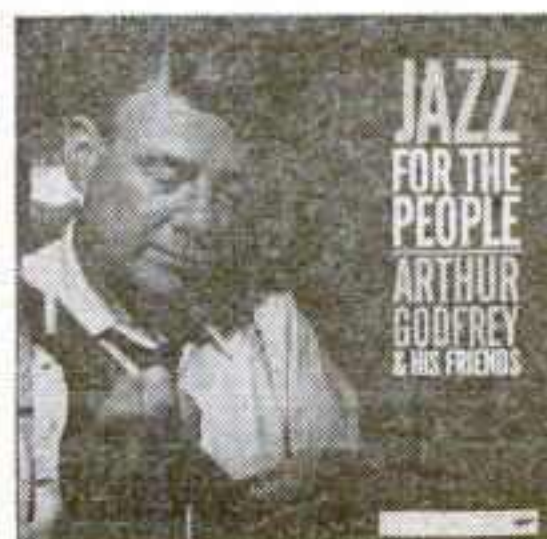
BERLIOZ: ROMAN CARNIVAL OVERTURE; EXCERPTS FROM "ROMEO AND JULIET"



New York Philharmonica (Bernstein). Columbia MS 6170. (Stereo & Monaural) — The composer-pianist-conductor, Leonard Bernstein, has cut a beautiful package here. The "Romeo and Juliet" excerpts from the middle of the work include the "Love Scene," "Romeo Alone," "Scherzo-Queen Mab"—a singing performance, which with the "Roman Carnival," makes this a standout Berlioz disk.

(Continued on page 29)

ALBUM COVERS OF THE WEEK



JAZZ FOR THE PEOPLE—Arthur Godfrey and His Friends, Signature SM 1055. Excellent close-up cover photo in full color of the artist. Solid display item. Photo credit: Roy De Carava; designer: Designers Collaborators, Inc.



ODETTA AT CARNEGIE HALL — Odetta, Vanguard VRS 9076. Striking cover photo of the artist in gray, black and white. Prime display item for folk or specialty counters. Design: Jules Hal-fant; photo: Pompeo Posar.



Irma La Douce

"AN UNUSUAL MUSICAL... A KIND OF CYNICAL FAIRYLAND... IRMA-LA-DOUCE IS ALL THAT THE PLYMOUTH THEATRE WILL REQUIRE FOR A LONG WHILE."

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"VIVE LE SHOW! IT'S TERRIFIQUE... A SOCKO SUCCESS. GAY AND FROTHY."

"AN EYEBROW RAISER, DRENCHED IN SEX. A CARNIVAL OF SONG AND DANCE."

"LEAPS ONTO THE STAGE WITH BOUNCE AND JOY."

"SAUCY AND SASSY WITH SPRIGHTLY MUSIC."

"SASSY, WITTY AND UTTERLY BEGUILING!"

"CAN'T MISS. TREMENDOUS GAIETY AND DANCING."

"MAGNIFIQUE. AN EXCELLENT JOB. A VIVACIOUS, BUBBLING AND LILTING SCORE."

"LIT UP THE BROADWAY SKY WITH LIGHTNING AND EXCITEMENT."

"FRESH AND MOST ENJOYABLE. SEE IT."

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The pick of the new releases

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 27

Christmas

HALLELUJAH



Brass of the Hollywood Bowl Symphony Orchestra (Newman). Capitol SP 8529. (Stereo & Monaural) — Full-bodied arrangements feature the brass section of the ever-popular Hollywood Bowl Symphony in a group of selections which are especially appropriate for the oncoming Christmas season. These include the Hallelujah Chorus and "The Messiah," "We Three Kings of the Orient Are," "Deck the Hall," "The Lord's Prayer," "The 23rd Psalm" and others. Brilliant stereo sound makes this perfect for Yule demos.

HARK, THE HERALD ANGELS



Virgil Vox, Organ. Capitol SP 8531. (Stereo & Monaural) — A stunning performance of familiar and not-so familiar Christmas Carols by organist Virgil Fox of the Riverside Church in New York. Fox's organ work, the organ itself, and perhaps, above all, the life-like recording of the organ, combine to make this a splendid disk for the Christmas season. Corals include "Joy to the World," "Adeste Fideles," "Gesù Bambino," and "La Nativite."

Spoken Word

THE BUTTON DOWN MIND STRIKES BACK!



Bob Newhart. Warner Bros. 1393 — This new album by Bob Newhart should have the same sales power of his first smash LP. It features the comic in his own special and mighty funny monologues, all told with the same dry tone that marked his first set. Some of the new skits have already been previewed on TV. Among them are "The Grace L. Ferguson Airline," "Bus Driver's School," "Retirement Party" and "Ledge Psychology." This should be a smash.

Folk

MIRIAM MAKEBA WITH THE BELAFONTE FOLK SINGERS



RCA Victor LPM 2267 — The young African folk singer has become a fixture at New York clubs where she has built a devoted following. Her style, which combines deep sincerity with a strong jazz feeling, is shown off beautifully in the collection, which stress native African songs, with a sprinkling of other folk items. Strong backing by the Belafonte folk singers adds to the disk.

Jazz

THE GENIUS OF GERRY MULLIGAN



Pacific Jazz PJ 8 — This is almost a recording history of Gerry Mulligan, starting in 1952 and continuing thru 1957. It contains some sides that have never been issued previously, and it features Mulligan with Chico Hamilton, Chet Baker, Lee Konitz, Bob Brookmeyer, thrush Annie Ross and many more. Sides include "Bernie's Tune," "Five Brothers," "Blues for Tiny," "Blue at the Roots," and the French recorded "Gold Rush." A memorable recording.

SPECIAL MERIT SPOTLIGHTS

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

Pop

LYRICS FOR LOVERS

Dirk Bogarde. London PS 210. (Stereo & Monaural) — British film star Dirk Bogarde does something new with some old pop favorites. He speaks rather than sings the lyrics, and manages to make them sound meaningful and believable as well as poetic. The result is a highly romantic package that has built-in female appeal, so can be recommended to male customers seeking a unique gift item. Discreet backing by the Eric Rogers ork helps the mood, but a good selection of lyrics is biggest aid. Included are "Can't We Be Friends," "A Foggy Day," "You Go to My Head," "These Foolish Things" and "Where or When."

Jazz

JOHNNY DODDS AND KID ORY

Epic LA 16004 — An important record for collectors. Here are two noted New Orleans pioneers doing such material as "Gate Mouth," "Too Tight Blues," "I Can't Say," "Oriental Man," etc. The recounting of such titles on a Dodds-Ory disk should be enough to make a jazz buyer's hands quiver. Dodds' clarinet and Ory's tailgate trombone were recorded for these sides around 1927-'28. There are fine notes by Charles Edward Smith.

Classical

SCHONBERG: VERKLARTE NACHT; LOEFFLER: PAGAN POEM

Symphony Orchestra (Stokowski). Capitol SP 8433. (Stereo & Monaural) — Altho Schonberg is no longer even considered slightly revolutionary, this outstanding recording of his most famous work by the Stokowski Symphony Orchestra should interest even avant-garde classical collectors. It is a masterful performance, recorded tastefully for stereo. The orchestra's reading of Loeffler's "Pagan Poem" is also well done. A strong item for the serious collector.

★★★★
VERY STRONG
SALES POTENTIAL

POPULAR ★★★★★

★★★★ IRMA LA DOUCE
Original French Cast. Columbia W 177 — The American production of this French legit musical has just opened in New York and has received a favorable reception. Therefore, score sets can figure from now on to be in a position to generate some noise. Here's the score done entirely in French and it features an all-star Gallic cast—Jeanmaire, Roland Petit, Luc Davis and Les Quatre Barbus. It's sprightly material close to the heart and soul of Paris, with a title song that can be expected to get a lot of attention in the days to come. This set, with its authentic approach, can share the album loot.

★★★★ TOP OF THE MARK

Frankie Carle, His Piano and Ork. RCA Victor LPM 2233 — This is more than another good Frankie Carle album. It's a musical and photographic treat, with a picture tour of San Francisco via the eight-page booklet packaged with the album. The shots of the city are magnificent. Carle and his ork, with Darryl Stevens on vocals, contribute a happy medley of standards, including "Blue Tango," "Anytime," "Sweet Lorraine" and "Oh! What It Seemed to Be."

★★★★ GLENN MILLER AND HIS ORK

Epic LA 16002 — The early beginnings of the Glenn Miller band and style are poignantly outlined on this LP, which is made up of remasterings of original 78 r.p.m. disks made between 1935 and 1938. Ten tracks feature various editions of the Miller band. There are also two much more recent tracks by the Modernaires. All Miller-ophiles will want this record because it illustrates the embryo stage of the Miller style. Solos by jazz stars like Bunny Berigan and Irving Fazola add to the value in that area.

★★★★ THE AMES BROTHERS SING THE BEST OF THE BANDS

RCA Victor LPM 2273 — This is an interesting new album by the Ames Brothers that should sell a lot of LP's. The quartet sings the best of the tunes made famous by the bands of the 1930's and 1940's. Sides include "Cherokee," "And the Angela Sing," "On a Slow Boat to China," "Heart and Soul," and "Heartaches." Ork backing by Sid Ramin swings and the boys are in good voice.

★★★★ WONDERFUL WORLD

Sam Cooke. Keen LP 6106 — Cooke only recently had a single disk hit on this, his former label, and this package proves that there were some other good sides also in the diskery's vaults. The chanter is heard in two former single hits, "Wonderful World," and "Almost in Your Arms."

(Continued on page 31)

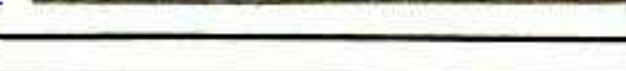


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Reviews and Ratings of New Albums

Continued from page 29

as well as a number of new sides like "There I've Said It Again," "That's Heaven to Me," etc. A nice piece of packaging with a displayable cover and fans are bound to like it.

LOW PRICED POPULAR ★★★★★

★★★★ FRANKIE CARLE AND HIS GIRL FRIENDS
Harmony HL 7270 — Frankie Carle's girl friends on his low-price waxing are such tunes as "Liza," "Ida," "Louise," "Diane" and "Margie." They are played smartly here by the pianist, and at the price and with the bevy of girls on the cover, the set could create sales action.

CLASSICAL ★★★★★

★★★★ BERLIOZ: LOVE SCENE FROM ROMEO AND JULIET, OP. 17; MENDELSSOHN: CALM AND PROSPEROUS VOYAGE, OP. 27
Concertgebouw Orchestra of Amsterdam

(Dorati). Epic BC 1094. (Stereo & Monaural) — A lot for the money here, and unlike many collections of so-called goodies, all of these performances are excellent. This is implicit in the style and quality of the Concertgebouw, which continuously maintains its high standards. In addition to the popular classics here, there is a beautiful cover depicting the love scene—which should prove a merchandising aid. Set also includes a good selection of additional Berlioz works.

★★★★ BRUCKNER: SYMPHONY NO. 9 IN D MINOR

Columbia Symphony Orchestra (Walter). Columbia MS 6171. (Stereo & Monaural) — The last of the composer's symphonies performed under the baton of Walter is both noble and lyrical. This is top merchandise, meriting wide dealer display and demonstration. The back cover includes a very fine set of notes, with informative remarks by Walter relative to Bruckner's work.

★★★★ DVORAK: THE THREE GREAT SYMPHONIES OF DVORAK

The Cleveland Orchestra (Szell). (3-12"). Epic BC 109. (Stereo & Monaural) — The Dvorak's Symphonies Nos. 4 and 5 were issued as separate disks in the past and are highly regarded interpretations. Now they are packaged with Symphony No. 2, not previously available, in a beautiful de luxe three-disk set with attractive notes and biographical data. Szell's version of No. 2 joins the others among the top versions. The popularity of Dvorak and the handsome packaging should make this a good gift package.

★★★★ CONVERSATIONS WITH THE GUITAR

Laurindo Almeida (Guitar). Capitol SP 8532. (Stereo & Monaural) — A most classy and artistic production with a cover to match. Almeida shares the spotlight with an inventively conceived ensemble which includes a mezzo-soprano voice (Salli Terri), a viola, flute and clarinet. The program follows its title idea with considerable ingenious musical repartee between the instruments and the voice. Selections are taken from Spanish and Mexican folk lore as well as from the catalog of Villa Lobos and Almeida himself. Cover shows a painting of the interesting ensemble at work. Imaginative packaging.

LOW-PRICED CLASSICAL ★★★★★

★★★★ BACH: BRANDENBURG CONCERTOS (COMPLETE — VIOLIN CONCERTO NO. 1 IN A MINOR — NO. 2 IN E MAJOR — CONCERTO IN D MINOR FOR TWO VIOLINS)

Chamber Orchestra (Horenstein). (3-12"). Vox Box VBX 25 — Some of Bach's greatest music is competently performed and packaged at the Vox Box list price of \$6.95 for three disks. All performances are re-issues formerly available at regular prices. At the current rate, despite very strong competition on these works, they could attract a considerable clientele.

CHILDREN'S ★★★★★

★★★★ FROM WALT DISNEY'S FANTASIA, THE NUTCRACKER SUITE

Leopold Stokowski and the Philadelphia Orchestra, Disneyland 4108 B. (Stereo & Monaural) — Here's a repackaging of the memorable reading of "The Nutcracker Suite" from the Disney movie of many years ago, "Fantasia." The Tchaikovsky work was actually lifted from the track for the purposes of this set. There is, of course, much charm for kiddies in such segs as "Dance of the Sugar Plum Fairy," and "Waltz of the Flowers," both from this work. A companion piece, from the same track, is Ponchielli's "Dance of the Hours," which appears on the flip. Strong children's merchandise.

★★★★ SOUND OFF

Sound Off 1 — Here's a unique combination of record and game that's bound to intrigue the kiddie market of say, eight to 12, particularly boys. Basically, the book-fold package involves a racing car game played on a board which greets the owner of the disk when he opens the package. Set contains dice, tiny replicas of racing cars, play prize money and all the necessary trappings. The record itself contains a voice which gives instructions for certain plays. A different kind of set which at the price of \$2.98 can have good appeal especially at the upcoming gift-giving season.

LOW-PRICED CHILDREN'S ★★★★★

★★★★ LET'S PLAY A MUSICAL GAME

Various Artists. Columbia HL 9522 — Tom Glazer, William Keene, Sally Sweetland and Arthur Malvin are the principal artists heard in a group of kiddie games. These include "Come On and Join Into the Game," "Put Your Finger in the Air," "Let's Have a Rhythm Band," and a number of kiddie square dances with appropriate calls. It's a charming kiddie participation disk and it can gain acceptance. The three little girls on the cover, intent on their ring-around-the-rose game, will help sell it.

CHRISTMAS ★★★★★

★★★★ THE SOUND OF CHILDREN AT CHRISTMAS

Hugo and Luigi and Their Children's Chorus. RCA Victor LPM 2254 — This is the second album in the series, "The Sound of Children," and it's a good set for the Christmas trade. It features Hugo and Luigi's Children's Chorus, singing all the familiar carols and, of course, "Jingle Bells," "White Christmas," etc., are included. The young voices ring out crystal clear on the tunes and the cover is entrancing.

LOW-PRICED CHRISTMAS ★★★★★

★★★★ A CHRISTMAS CAROL

Basil Rathbone. Harmony HL 9523 — An excellent low-price Christmas package. This is the Charles Dickens' story of Scrooge. The immortal tale is beautifully narrated by Rathbone, with carols by the Lyn Murray Singers. Cover is attractive.

★★★★ THE SOUND OF CHRISTMAS

The Three Suns. RCA Camden CAL 633 — Twenty familiar Christmas songs and carols, played enjoyably by the Three Suns, make this a solid item for the low-price Christmas trade. The music is bright, the cover is eye-catching, and the price is right, too. Strong value here.

LOW-PRICED CHRISTMAS ★★★★★

★★★★ CHRISTMAS MUSIC BY THE AUGUSTANA CHOR

Henry Veld, Director. RCA Camden CAS 636 (Stereo & Monaural) — One of the first new Christmas choral sets to reach the market, and a good one it is. The famed college chorus, well known for its numerous concert appearances, offers more than a dozen of the favorite carols in a sort of musical story of Christmas. The 70 voices are beautifully handled by conductor Veld and they have been smartly recorded. Excellent sound quality thruout. A solid early-bird piece of Christmas merchandise.

LATIN AMERICAN ★★★★★

★★★★ RHUMBA RHAPSODY

Arturo Arturos and the Cha Cha Rhythm Boys. Fiesta FLP 1280 — Rhumbas, cha chas, and mambos share equal billing in this very danceable 12-track set. Recording is good, and the tunes themselves are played in a thoroughly professional way. "Rhumba Rhapsody," "Verda Tropical" "La Rosita," "Quebomba" and "Nocturnal" are some of the fine sides.

SOUND ★★★★★

★★★★ BONGOS AND BRASS

Hugo Montenegro. Time 2014 (Stereo & Monaural) — Newest addition to the Time label's successful series of percussion LP's features a swinging brass choir abetted by the usual drums and percussion. Like others in the series, the music all is from the best of the pops, lending for interest on that score alone. Included here are "Limehouse Blues," "Slaughter on Tenth Avenue," "Peanut Vendor," "One o'Clock Jump" and "Take the A Train." Hugo Montenegro uses his forces effectively, these including nine trumpets, five French horns and five trombones

★★★★ RODGERS & HART—PERCUSSION AND STRINGS

George Siravo. Time S-2015 (Stereo & Monaural) — Another of an increasing number of recordings where the emphasis lies principally in sound, with the song material merely a device for showing off the sound. In this disk, a tremendous compliment of strings (29 violins, 5 violas and 5 celli) were used against French horn, trombones, guitar, accordion, harp, bass and a large assortment of percussion and drums. The sound is topnotch with the only possible drawback being an overemphasis on percussion on the kind of melodic material that doesn't require that kind of treatment. Fine tunes include "Blue Moon," "Spring Is Here," "Funny Valentine," etc.



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FOLK ★★★★★

★★★★ AUSTRIA—STYRIAN FOLK SONGS AND DANCES

The Koflach Chorus and the Styrian Quintet. Monitor MFS 341 (Stereo & Monaural) — Here is a handsomely performed and recorded program that is by all means worth its price for folk enthusiasts in this genre. The instrumental quintet consisting of the typical Alpine makeup has great color and mood of the mountains in its playing, while the Koflach Chorus has a delightful sound indeed. The mixed group sings with verve and freshness on the bright collection of folk melodies. A pleasant program.

LOW-PRICED RELIGIOUS ★★★★★

★★★★ THE FAMOUS STAMPS QUARTET

Harmony HL 7274 — The Famous Stamps Quartet is heard here on some of the group's best known disks, previously issued as singles. The sides include "You'll Find It in Paradise," "The Love of God," "Paradise Is Waiting" and "Father, Watch Over Thy Child." Good religious item.

CHILDREN'S EP ★★★★★

★★★★ A CHILD'S INTRODUCTION TO FRENCH

Jimmy Carroll. Golden 594 — This is an EP and sells for 49 cents. The lessons are set to music in the form of what might be called lesson songs. Titles include "Bonjour and Common Sayings," "Come to a Party (Food and Toys)," "Qu'elle Heure Est Il (Counting and Time)," etc. Cast includes Jean Michel and Iris Rabenou and others who engage in English-French duets. Cute, but instructional wax for kiddies, very tastefully done.

★★★★ LET'S ALL SING TOGETHER

The Glow Tones Ork. Golden 595 — This youngster's Sing Along features the Glow Tones singing such standards as "Old Folks at Home," and "Home on the Range" easily arranged so that kids can join in. An announcer explains the four tunes to the listeners.

NOVELTY ★★★★★

WINKLY AND NUTLY

★★★★ Report to the Nation (Parts I & II) — MK 101 — Roulette has just purchased this novelty master, which has been making some noise on the coast. Satire on presidential candidates spotlights interview with snatches of current hit singles. Mr. Finney is spotlighted on one side, Mr. Dixon on the flip. Watch it. (Republicat, BMI)

(Continued on page 33)

#88 on HOT 100

'HUSH HUSH'

Veejay #357

by

JIMMY REED

'PUSH PUSH'

AUSTIN TAYLOR

LAURIE 3067

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Canadian Distributor—London Records

Reviews and Ratings of New Albums

Continued from page 31

LOW PRICED POPULAR ★★★

★★★ STRICTLY INSTRUMENTAL
 Harry James and His Ork. Harmony HL 7269 — The James band of the early 1940's is presented here playing some of its most famous and stimulating instrumental material. Some of the tracks are re-releases of the original 78 r.p.m. disks, like "Strictly Instrumental," "Cherry" and "9:20 Special." Others seem to be in-person or air checks as in the case of "Flash." James, Willie Smith and Corky Cocoran play fine solos. This can do good rack business.

★★★ SILVER CHORDS
 Rae Jenkins and His String Chorus. Perfect PL 12035 — Here is a program of fine, inspirational selections, performed in sparkling fashion by a string ensemble and a well rehearsed mixed chorus. The material includes "Traumerel," "Alr on the G-String," "Largo," "Give Us This Day," and "Bless This House." Fine sound on a set that can move in the religious as well as the purely pop market.

★★★ SKATING WALTZES
 Ray Colignon, Organ. Harmony HL 7275 — Attractive readings of skating waltzes by Ray Colignon on organ. Tunes include "The Skaters," "Voices of Spring," "On the Beautiful Blue Danube," and "Treasure Waltz." Good wax for ice skating and roller skating rinks, and fans.

JAZZ ★★★

★★★ A BIG NEW BAND FROM BRITAIN
 Dave Lee. Top Rank RM 336 — British pianist Dave Lee leads this tight, propulsive big band, which can be closely identified with the Basie idiom, thru a series of 11 masterfully played tracks. Most of the cuts are at a very danceable tempo and are culled from the storehouse of American standards. "Georgia on My Mind," "Chloe," "Bye, Bye Blackbird" and "Cheek to Cheek" are just a few.

★★★ BUNNY BERIGAN AND HIS BOYS
 Epic LA 16006 — These recordings were made during 1935 and 1936, when Bunny Berigan was cutting sides with Red Norvo, Benny Goodman and the Dorsey Brothers, and was starting his own band. He is heard here both as a sideman, and as leader, surrounded by sidemen Artie Shaw, Charlie Spivak, Claude Thornhill, Matty Matlock, and Bud Freeman. The sides have an ancient sound, but Berigan gets a chance to shine on "I Can't Get Started," "Solo Hop" (with the Glenn Miller band), "Let's Do It," "Let Yourself Go," and "Dixieland Shuffle." Some of these sides have been out before on re-issues.

★★★ THE ACT OF JAZZ
 John Mehegan. Epic LA 16007 — This LP is a clear, simple, explanation of some of the fundamental characteristics needed before jazz improvisation can be begun. Rhythm, chord, melody, and how they are used, are demonstrated first in their simplest forms and then are used in an actual improvised solo by Mehegan at the piano along with Dave Bailey, drums, and Ernie Furtado, bass. Set should appeal to those interested in the fundamentals of the music—both children and adults.

★★★ JAZZ AT THE SHOWBOAT, VOL. 3
 Charlie Byrd Trio. Offbeat OJ 3006 — Byrd, unamplified guitar in hand, takes his trio, (Ketter Betts, bass; and Bertell Knox, drums) thru another tasty set of jazz performances. Album is made up of 12 tracks that attractively mix mood and material for an excellently varied package. Some examples are standards like "Prelude to a Kiss," and "In a Mellotone." And then there are originals like the amusing "Mama I'll Be Home Some Day." Set should appeal to most jazz listeners.

★★★ SILVER'S BLUE
 The Horace Silver Quintet. Epic LA 16005 — This is a re-release and re-packaging of an album (under the same title) issued about three years ago, a credit to Silver's importance as a jazz seller. There are good solos by Silver himself on piano; Hank Mobley, tenor; Don Byrd or Joe Gordon, trumpet; Doug Watkins, bass; and Art Taylor or Kenny Clarke, drums, on the title tune, "How Long Has This Been Going On," "Shoutin' Out," and "Hank's Tune," among others.

CLASSICAL ★★★

★★★ THOMAS SCHIPPERS CONDUCTS ORCHESTRAL MUSIC FROM THE OPERA
 Columbia MS 6164. (Stereo & Monaural) — Here is a well thought out program of selections taken from many of the more popular classic operas as well as from such modern day works as "Vanessa," and "Wozzeck." The orchestra performs material from "Madame Butterfly," "Carmen," "Hansel and Gretel," "La Traviata," and the lovely "Intermezzo," from "Cavalleria Rusticana." The young maestro, Thomas Schippers, has been a frequent conductor at the Metropolitan Opera and has also guest-

batoned the New York Philharmonic. This is his wax debut.

★★★ CLAIR DE LUNE A DEBUSSY RECITAL
 Werner Haas, Pianist. Epic BC 1100. (Stereo & Monaural) — Haas, still in his twenties, is wonderful as an interpreter of Debussy. The sensitive coloration, the moods and atmosphere, flow easily from his keyboard. The material includes "Clair De Lune," "Reflets Dans Leau," and many others. Classical dealers whose clients are interested in younger pianists should demonstrate this disk.

★★★ PIANO CONCERTOS — HONEGGER — JANACEK — STRAVINSKY
 Pro Musica Orchester, Weim (Hollreiser). Vox STPL 510.840. (Stereo & Monaural) — An interesting selection of repertoire—three works for piano and orchestra by a Russian, a Czech and a Swiss. Kellin's playing is clean and very pianistic. The cover, picturing two disembodied spirits floating thru the air, is a real eye-catcher and merits strong display.

★★★ SONGS FROM VIENNESE OPERETTAS
 Stuttgart Philharmonic Orchestra (Marsczek). Vox VX 26-230 — A delightful program featuring soprano Friederike Salor and tenor Fritz Wunderlich in spirited, loving treatments of these great Old World melodies. Standard repertoire from the catalogs of Johann Strauss, Franz Lehár, Carl Zeller and Leon Jessel comprise the offerings. The Stuttgart ensemble is also heard to advantage. Cover shows wax figurines of Viennese waltzers.

LOW-PRICED CLASSICAL ★★★

★★★ HANDEL: ORGAN CONCERTOS (COMPLETE) VOL. 1; CONCERTOS NOS. 1 THRU 9
 Pro Musica Chamber Orchestra (Reinhardt). (3-12"). Vox Box VBX 23 — This Vox Box of three disks, listing at \$6.95, is the first of two sets covering the Handel organ concertos. It consists of re-issues formerly available at regular prices. Both the quality and the sound are of relatively high quality, making this an inexpensive and attractive buy for those who enjoy this music.

LATIN AMERICAN ★★★

★★★ I REMEMBER SPAIN
 Renaldo, His Violin and Ork. Fiesta FLP 1279—Colorful, impassioned orchestral performances of authentic material. Included are "Maria Dolores," "España," "La Paloma," etc. This is a well-made disk. Cover is very attractive and should prove a merchandising aid.

★★★ MERENGUES
 Monchito, Randy Carlos, Argueso. Fiesta FLP 1284—A fine set of well-played merengues by three different orchestras make up this very danceable LP. Included are "Gordita," "Ping Pong Merengue," "More and More" and "To and Fro," among others. Some have vocals.

LOW-PRICED LATIN AMERICAN ★★★

★★★ THE LATIN RHYTHMS OF XAVIER CUGAT
 Harmony HL 7271—Dancers who enjoy the Latin beat will get a boost out of these Cuga tsides, now issued on a low-price LP. "Miserlou," "Chiu-Chiu," "Amapola" and "Rhumba Rhapsody" are all there. Cover is an attention getter, too.

INTERNATIONAL ★★★

★★★ BRANKO KRSMANOVIC CHORUS OF BELGRADE
 Monitor MP 575—The Branko Krsmanovic Chorus was formed at Belgrade University in 1945 to popularize Yugoslav folk music. The chorus gives a good account of itself here, displaying a warm style and strong harmony in its accounting of Yugoslav folk melodies. The recording is excellent and the songs include Macedonian and Serbian folk melodies as well as more modern items.

★★★ SCANDINAVIAN DANCES
 Henry Hansen and His Ork. Vox VX 26 220—A bright, cheery album of Scandinavian dances, played by the Henry Hansen orchestra. The LP includes polkas, waltzes and Mazurkas, and galops and round dances. The set is musical fun, and it should appeal to folk fans.

SPOKEN WORD ★★★

★★★ THE EGGHEAD AND I
 Danny Davis and Frank D'Amore. Warwick W 2024—A pair of zany characters make their bow on records in a live performance taped supposedly at Bellevue. That's another way of saying the boys in the studio at the date did all the guffawing and choking up with laughter. There is a lot of uncontrolled laughing all right as the two do some humorous bits like Francis Scott Key trying to get his song published, (Continued on page 47)

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING OCTOBR 23

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	8
2	4	TWIST	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)	11
3	6	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	5
4	3	CHAIN GANG	By Sam Cooke—Published by Kaga (BMI)	7
5	1	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	7
6	11	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	6
7	5	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	13
8	13	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	4
9	7	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	7
10	8	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	10
11	9	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	12
12	10	SO SAD	By Don Everly—Published by Acuff-Rose (BMI)	6
13	14	PINEAPPLE PRINCESS	By Bob and Dick Sherman—Published by Music World (BMI)	6
14	15	LET'S THINK ABOUT LIVIN'	By Bryant—Published by Acuff-Rose (BMI)	3
15	12	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	7
16	18	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	7
17	19	THREE NIGHTS A WEEK	By A. Domino—Published by Travis (BMI)	5
18	23	DIAMONDS AND PEARLS	By Tyler-Weldon-Myers-Powers-Scott—Published by Lode (BMI)	3
19	20	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	11
20	30	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	2
21	16	YOU MEAN EVERYTHING TO ME	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	7
22	28	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	2
23	—	ARTIFICIAL FLOWERS	By Bock and Harnick—Published by Sunbeam (BMI)	1
24	—	STAY	By Maurice Williams—Published by Windsong (BMI)	1
25	22	DON'T BE CRUEL	By Elvis Presley and Otis Blackwell—Published by Shalimar-Presley (BMI)	2
26	—	MOVE TWO MOUNTAINS	By Berry Gordy—Published by Jobete (BMI)	1
27	—	A FOOL IN LOVE	By Ika Turner—Published by Saturn (BMI)	1
28	—	SLEEP	By E. Leibeg—Published by Miller (ASCAP)	1
29	—	SHORTNIN' BREAD	P. D.	1
30	—	SUMMER'S GONE	By Paul Anka—Published by Spanka (BMI)	1

RECORDING AVAILABLE (Best Selling Record Listed in Bold Face)

- 1. MY HEART HAS A MIND OF ITS OWN—Conne Francis, M-G-M 12923.**
- 2. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.**
- 3. SAVE THE LAST DANCE FOR ME—Drifters, Atlantic 2071.**
- 4. CHAIN GANG—Sam Cooke, Vee 7783.**
- 5. MR. CUSTER—Larry Vorne, Era 3024.**
- 6. DEVIL OR ANGEL—Bobby Vee, Liberty 55270.**
- 7. IT'S NOW OR NEVER—Elvis Presley, Vic 7777.**
- 8. I WANT TO BE WANTED—Brenda Lee, Dec 31149.**
- 9. A MILLION TO ONE—Jimmy Charles, Promo 1002.**
- 10. THEME FROM THE APARTMENT—Ferrante and Telcher, United Artists 231; Jack Lemmon, Epic 9399.**
- 11. WALK, DON'T RUN—Ventures, Dolton 25.**
- 12. SO SAD—Everly Brothers, Warner Bros. 5163.**
- 13. PINEAPPLE PRINCESS—Annette, Vista 361.**
- 14. LET'S THINK ABOUT LIVIN'—Bob Luman, Warner Bros. 5172.**
- 15. KIDDIO—Brook Benton, Mer 71652.**
- 16. NEVER ON SUNDAY—Don Costa, United Artists 234; Marty Gold and Ray Martin, Vic 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.**
- 17. THREE NIGHTS A WEEK—Fats Domino, Imperial 5687.**
- 18. DIAMONDS AND PEARLS—Escota, Federal 12380; Parados, Milestone 2003; Turbans, Roulette 4281.**
- 19. IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.**
- 20. GEORGIA ON MY MIND—Ray Charles, ABC-Paramount 10135.**
- 21. YOU MEAN EVERYTHING TO ME—Neil Sedaka, Vic 7781.**
- 22. YOU TALK TOO MUCH—Frankie Ford, Imperial 5686; Joe Jones, Roulette 4304.**
- 23. ARTIFICIAL FLOWERS—Bobby Darin, Atco 6179.**
- 24. STAY—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.**
- 25. DON'T BE CRUEL—Bill Black's Combo, Hi 2026.**
- 26. MOVE TWO MOUNTAINS—Merv Johnson, United Artists 241.**
- 27. A FOOL IN LOVE—Ike and Tina Turner, Sue 730.**
- 28. SLEEP—Little Willie John, King 5394; Eddie Peabody, Dot 15100.**
- 29. SHORTNIN' BREAD—Bell Notes, Madison 136; Paul Chaplain, Harper 100; King Coleman, Symbol 909.**
- 30. SUMMER'S GONE—Paul Anka, ABC-Paramount 10147.**

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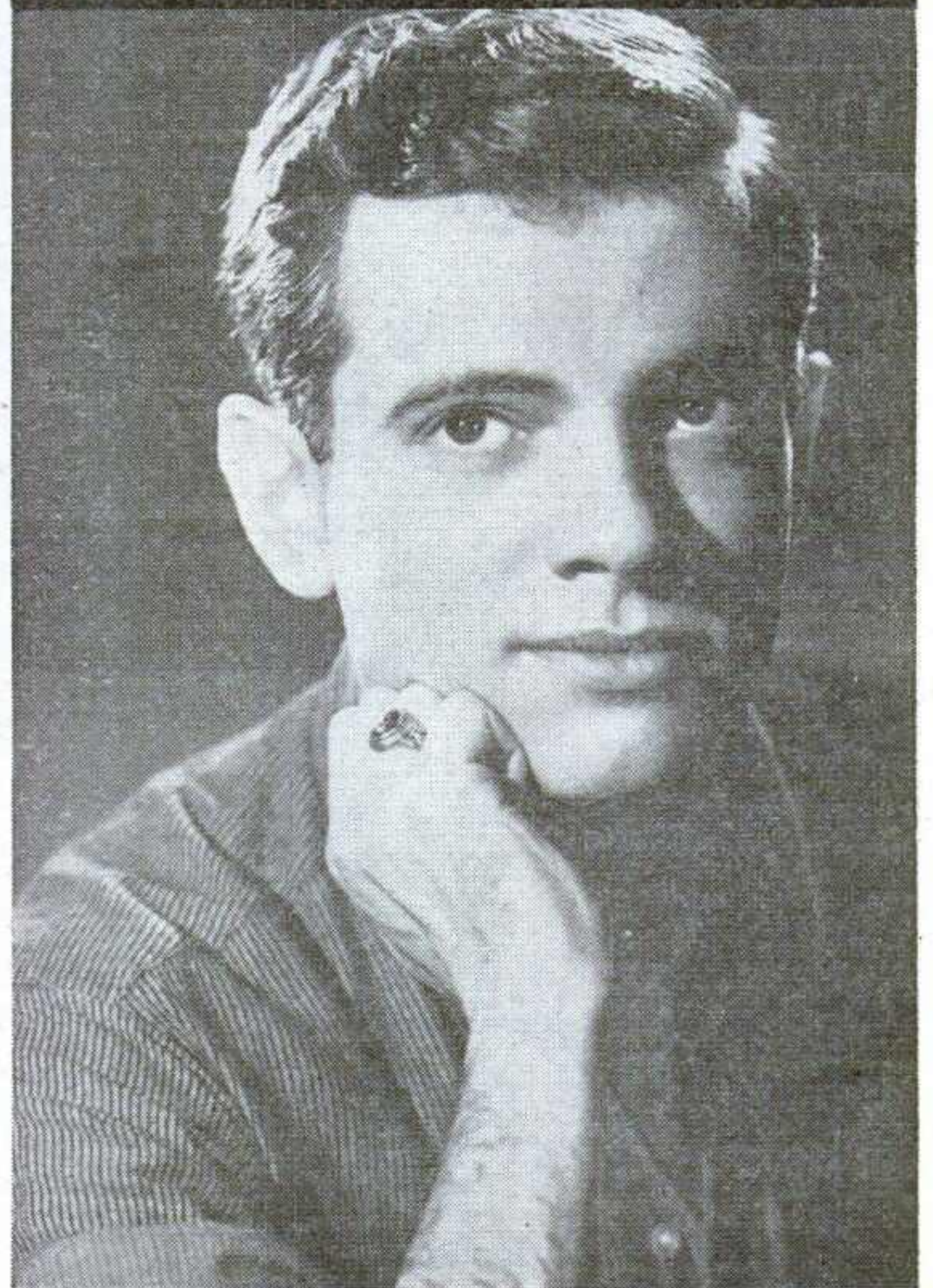


**HUSHABYE
LITTLE GUITAR**

PAUL EVANS

GUARANTEED 213

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CARLTON 534



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THE HOT HITS FROM CARLTON

FOR WEEK ENDING OCTOBER 23

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	4	6	10	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic 2071			7
2	3	1	1	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M 12923			10
3	2	2	3	CHAIN GANG	Sam Cooke, RCA Victor 7783		S	10
4	9	14	23	I WANT TO BE WANTED	Brenda Lee, Decca 31149			6
5	5	4	2	TWIST	Chubby Checker, Parkway 811			12
6	8	12	13	DEVIL OR ANGEL	Bobby Vee, Liberty 55270			12
7	1	3	4	MR. CUSTER	Larry Verne, Era 3024			8
8	6	5	5	A MILLION TO ONE	Jimmy Charles, Promo 1002			9
9	7	9	9	SO SAD	Everly Brothers, Warner Bros. 5163			7
10	11	7	6	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777		S	14
11	13	19	33	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros. 5172			7
12	10	11	8	KIDDIO	Brook Benton, Mercury 71652		S	11
13	24	59	94	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount 10135		S	4
14	14	10	12	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists 231			13
15	12	8	7	WALK, DON'T RUN	Ventures, Dolton 25			14
16	15	21	21	THREE NIGHTS A WEEK	Fats Domino, Imperial 5687			7
17	16	13	11	PINEAPPLE PRINCESS	Annette, Vista 362			10
18	18	23	47	DON'T BE CRUEL	Bill Black's Combo, HI 2026			6
19	19	22	37	DIAMONDS AND PEARLS	Paradons, Milestone 2003			9
20	29	44	60	MOVE TWO MOUNTAINS	Mary Johnson, United Artists 241			7
21	26	41	53	SLEEP	Little Willie John, King 5394			7
22	22	25	26	NEVER ON SUNDAY	Don Costa, United Artists 234			11
23	17	17	19	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor 7781		S	11
24	36	69	97	SUMMER'S GONE	Paul Anka, ABC-Paramount 10147		S	4
25	33	49	56	YOU TALK TOO MUCH	Joe Jones, Roulette 4304			5
26	41	55	90	ARTIFICIAL FLOWERS	Bobby Darin, Atco 6179			4
27	30	40	44	A FOOL IN LOVE	Ike and Tina Turner, Sue 730			8
28	32	35	54	RUN, SAMPSON, RUN	Neil Sedaka, RCA Victor 7781		S	7
29	27	61	71	TWISTIN' U.S.A.	Danny and the Juniors, Swan 4060			5
30	23	18	15	DREAMIN'	Johnny Burnette, Liberty 55258			13
31	43	57	67	TOGETHERNESS	Frankie Avalon, Chancellor 1056		S	5
32	21	26	22	LUCILLE	Everly Brothers, Warner Bros. 5163			7
33	48	68	81	BLUE ANGEL	Roy Orbison, Monument 425			5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	49	65	77	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King 5400			5
35	20	16	17	THE SAME ONE	Brook Benton, Mercury 71652		S	9
36	40	86	—	STAY	Maurice Williams and the Zodiacs, Herald 552			3
37	59	64	85	NORTH TO ALASKA	Johnny Horton, Columbia 41782			5
38	28	28	18	MISSION BELL	Donnie Brooks, Era 3018			19
39	35	36	31	ANYMORE	Teresa Brewer, Coral 62219			11
40	53	62	78	TONIGHT'S THE NIGHT	Shirley, Scepter 1208			6
41	76	—	—	POETRY IN MOTION	Johnny Tillotson, Cadence 1384			2
42	34	24	20	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			23
43	31	15	14	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179			14
44	42	31	28	HONEST I DO	Innocents, Indigo 1055			10
45	75	—	—	ALONE AT LAST	Jackie Wilson, Brunswick 85170			2
46	39	37	40	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King 5373			10
47	50	53	57	SHIMMY LIKE KATE	Olympics, Arvee 5066			6
48	37	47	45	LET'S HAVE A PARTY	Wanda Jackson, Capitol 4397			8
49	72	—	—	TO EACH HIS OWN	Platters, Mercury 71697		S	2
50	45	30	35	TWIST	Hank Ballard and the Midnighters, King 5171			14
51	46	38	30	I'M SORRY	Brenda Lee, Decca 91093			21
52	44	42	55	MALAGUENA	Connie Francis, M-G-M 12923			9
53	58	66	75	SOMEBODY TO LOVE	Bobby Darin, Atco 6179			4
54	66	85	89	MY DEAREST DARLING	Etta James, Argo 5368			5
55	70	84	—	JUST A LITTLE	Brenda Lee, Decca 31149			3
56	47	56	61	MY LOVE FOR YOU	Johnny Mathis, Columbia 41764		A	8
57	38	29	27	I'M NOT AFRAID	Ricky Nelson, Imperial 5685			7
58	52	34	34	YES SIR, THAT'S MY BABY	Ricky Nelson, Imperial 5685			6
59	73	—	—	HUCKLEBUCK	Chubby Checker, Parkway 813			2
60	71	83	—	I WISH I'D NEVER BEEN BORN	Patti Page, Mercury 71695		S	3
61	63	78	—	LOVE WALKED IN	Dinah Washington, Mercury 71696			3
62	67	79	91	TEMPTATION	Roger Williams, Kapp 347			4
63	99	—	—	LAST DATE	Floyd Cramer, RCA Victor 7775		S	2
64	51	45	39	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount 10132		S	12
65	87	—	—	EVERGLADES	Kingston Trio, Capitol 4441			2
66	82	—	—	HUMDINGER	Freddie Cannon, Swan 4061			2
67	74	—	—	PETER GUNN	Duane Eddy, Jams 1168			2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	62	43	41	TA-TA	Clyde McPhatter, Mercury 71660		S	14
69	68	58	58	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess 1760			12
70	65	54	43	YOU'RE LOOKIN' GOOD	Dee Clark, Vee Jay 355			10
71	—	—	—	NEW ORLEANS	U. S. Bonds, Lagrand 819			1
72	60	46	38	ONLY THE LONELY	Roy Orbison, Monument 421			19
73	81	97	—	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot 16133		S	3
74	80	88	98	ALABAM	Cowboy Copas, Starday 501			4
75	86	—	—	HUSH HUSH	Jimmy Reed, Vee Jay 357			2
76	88	96	—	THEME FROM THE SUNDOWNERS	Felix Slatkin, Liberty 55282			3
77	90	—	—	WHOLE LOTTA SHAKIN' GOIN' ON	Chubby Checker, Parkway 813			2
78	84	100	—	MY HERO	Bluenotes, Value 213			3
79	77	76	73	TIME MACHINE	Dante and the Evergreens, Madison 135			6
80	98	—	—	ONE OF THE LUCKY ONES	Anita Bryant, Carlton 535			2
81	97	—	—	FOUR LITTLE HEELS (THE CLICKETY CLACK SONG)	Brian Hyland, Kapp 352			2
82	—	—	—	LONELY TEENAGER	Dion, Laurie 3070			1
83	—	—	—	PATSY	Jack Scott, Top Rank 2075			1
84	78	—	—	IT'S NOT THE END OF EVERYTHING	Tommy Edwards, M-G-M 12916			2
85	93	—	—	DON'T LET LOVE PASS ME BY	Frankie Avalon, Chancellor 1056		S	2
86	89	—	—	SERENATA	Sarah Vaughan, Roulette 4285			2
87	92	95	99	YOU TALK TOO MUCH	Frankie Ford, Imperial 5686			4
88	96	—	—	HAVE MERCY BABY	Bobbettes, Triple X 106			2
89	83	99	—	SHOPPIN' FOR CLOTHES	Coasters, Atco 6178			3
90	69	50	46	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692		S	22
91	94	—	—	HARMONY	Billy Bland, Old Town 1088			2
92	—	—	—	BALLAD OF THE ALAMO	Marty Robbins, Columbia 41809		A	1
93	—	—	—	GIRL WITH THE STORY IN HER EYES	Safaris, Eldo 105			1
94	—	—	—	SIDE CAR CYCLE	Charlie Ryan, Four Star 1745			1
95	—	—	—	MIDNIGHT LACE	Ray Ellis, M-G-M 12942			1
96	—	—	—	LAST ONE TO KNOW	Fleetwoods, Dolton 27			1
97	—	—	—	NIGHT THEME	Mark II, Wye 1001			1
98	100	—	—	IF SHE SHOULD COME TO YOU (LA MONTANA)	Anthony Newley, London 1929			2
99	—	—	—	BALLAD OF THE ALAMO	Bud and Travis, Liberty 55284			1
100	—	—	—	MIDNIGHT LACE	Ray Conniff, Columbia 41180			1

& 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

- *NORTH TO ALASKA Johnny Horton
(Robbins, ASCAP) Columbia 41782
- *POETRY IN MOTION Johnny Tillotson
(Meridian, BMI) Cadence 1384
- *ALONE AT LAST Jackie Wilson
(Pearl, BMI) Brunswick 55170

*TO EACH HIS OWN Platters
(Pearl, BMI) Mercury 71697

*HUCKLEBUCK Chubby Checker
(United, BMI)

WHOLE LOTTA SHAKIN' GOIN' ON
(Copar Music, Inc., BMI) Parkway 813

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 thruout 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. THEME FROM THE DARK AT THE TOP OF THE STAIRS Ernie Freeman, Imperial 5693
2. GONZO James Booker, Peacock 1697
3. MIDNIGHT LACE David Carroll, Mercury 71703
4. PSYCHO Bobby Hendricks, Sue 732
5. ONCE IN A WHILE Chimes, Tag 444
6. THEME FROM THE DARK AT THE TOP OF THE STAIRS Percy Faith, Columbia 41796
7. ISN'T IT AMAZING! Crestis, Coed 537
8. SHIM-SHAM SHUFFLE Ricky Lyons, Federal 12381
9. THEME FROM THE DARK AT THE TOP OF THE STAIRS Chet Atkins, RCA Victor 7796
10. SAILOR (YOUR HOME IS ON THE SEAS) Lolita, Kapp 349
11. WAIT FOR ME Playmates, Roulette 4276
12. AM I LOSING YOU! Jim Reeves, RCA Victor 7800
13. DANCE WITH ME, GEORGIE Bobbettes, Triple-X 106
14. THAT'S HOW MUCH Brian Hyland, Kapp 352
15. A THOUSAND MILES AWAY Heartbeats, Rama 216

HOT 100: A TO Z

A Fool in Love	27
A Million to One	8
Alabam	74
Alone at Last	45
Anymore	39
Artificial Flowers	26
Ballad of the Alamo (Robbins)	92
Ballad of the Alamo (Travis)	99
Blue Angel	33
Chain Gang	3
Devil or Angel	6
Diamonds and Pearls	19
Don't Be Cruel	18
Don't Let Love Pass Me By	85
Dreamin'	30
Everglades	65
Finger Poppin' Time	42
Four Little Heels (Clickety-Clack Song)	81
Georgia on My Mind	13
Girl With the Story in Her Eyes	93
Harmony	91
Have Mercy, Baby	88
Hello Young Lovers	64
Honest I Do	44
Hucklebuck	59
Humdinger	75
Hush Hush	46
(I Do the) Shimmy Shimmy	4
I Want to Be Wanted	40
I Wish I'd Never Been Born	60
If I Can't Have You	69
If She Should Come to You (La Montana)	98
I'm Not Afraid	57
I'm Sorry	51
It's Not the End of Everything	84
It's Now or Never	10
Just a Little	55
Kiddio	12
Last Date	63
Last One to Know	96
Let's Go, Let's Go, Let's Go	34
Let's Have a Party	48
Let's Think About Livin'	11
Lonely Teenager	82
Love Walked In	32
Lucille	52
Malaguena	100
Midnight Lace (Conniff)	95
Midnight Lace (Ellis)	38
Mission Bell	7
Mr. Custer	20
Move Two Mountains	54
My Dearest Darling	78
My Heart Has a Mind of It's Own	56
My Hero	22
My Love for You	71
Never on Sunday	97
New Orleans	37
Night Theme	80
North to Alaska	7
One of the Lucky Ones	83
Only the Lonely	17
Patsy	67
Peter Gunn	17
Pineapple Princess	41
Poetry in Motion	90
Please Help Me, I'm Falling	28
Run, Sampson, Run	1
Same One, The	86
Save the Last Dance for Me	47
Serenata	89
Shimmy Like Kate	94
Shoppin' for Clothes	21
Side Car Cycle	9
Sleep	53
So Sad	36
Somebody to Love	24
Stay	68
Summer's Gone	62
Ta-Ta	14
Temptation	76
Theme From The Apartment (Slarkin)	73
Theme From The Sundowners (Vaughn)	16
Three Nights a Week	79
Time Machine	49
To Each His Own	31
Togetherness	40
Tonight's the Night	50
Twist (Ballard)	5
Twist (Checker)	29
Twistin' U. S. A.	43
Volare (Nel Blu Di Pinto Di Blu)	15
Walk, Don't Run	77
Whole Lotta Shakin' Goin' on	58
Yes Sir, That's My Baby	23
You Mean Everything to Me	87
You Talk Too Much (Ford)	25
You Talk Too Much (Jones)	70
You're Lookin' Good	70

REVIEWS OF THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

FATS DOMINO



MY GIRL JOSEPHINE (Travis, BMI) (2:00) — NATURAL BORN LOVER (Travis, BMI) (3:09) — This is one of the great Fats Domino records. The top side, which will probably have the most appeal, is a rhythmic rocker with Fats singing solidly. The other side, also a strong one, features strings and shows off another, outstanding Domino vocal. **Imperial 5704**

WEBB PIERCE



FALLEN ANGEL (Cedarwood, BMI) (2:03) — TRUCK DRIVER'S BLUES (Dixie, BMI) (2:44) — Here's a Webb Pierce disk that could score solidly in both the pop and country fields. The top side, which has the strongest potential, is a fine one with a beat; flip is a driving country blues. On both, Pierce is in rare form. **Decca 31165**

THE EVERLY BROTHERS



BRAND NEW HEARTACHE (Acuff-Rose, BMI) (2:13) — LIKE STRANGERS (Acuff-Rose, BMI) (1:59) — The Everly Brothers will continue their hit string with these two sides, both of which have equal strength. Top side was a hit with Webb Pierce a while back; flip is a warm reading of a stylish ballad. **Cadence 1388**

PAT BOONE



DEAR JOHN (American, BMI) (2:50) — ALABAM (Starday, BMI) (2:22) — Boone sings "Dear John," a soft, tender, weeper ballad with sincerity and feeling. Flip features a happy rendition of Cowboy Copas' current hit. Both sides have strong potential. **Dot 16152**

DONNIE BROOKS



ROUND ROBIN (Pattern, ASCAP) (2:00) — DOLL HOUSE (Bamboo, BMI) (2:03) — Brooks warbles with youthful verve on the sprightly "Round Robin." The other side is an appealing ditty with an infectious tempo. Both can go. **Era 3028**

WALTER BRENNAN



THE THIEVIN' STRANGER (Empress, ASCAP) (2:10) — SPACE MICE (Talisman, ASCAP) (2:40) — Brennan had a big hit with "Dutchman's Gold," and "The Thievin' Stranger," a haunting folk saga, could be another click single for the veteran movie-TV star. Flip is an amusing novelty with a "Chipmunk" styled electronic chorus. Both sides are good, but "The Thievin' Stranger" has the edge. **Dot 16136**

LAWRENCE WELK AND HIS ORK



LAST DATE (Cigma, BMI) (2:20) — Welk may have his first singles hit in some time with this attractive side, featuring standout piano work by Frank Scott with good assist from a chorus. Watch it. Tune was also cut earlier by Floyd Cramer. Flip is "Remember Lolita" (Harry Von Tilzer, ASCAP) (2:21). **Dot 16145**

JANICE HARPER



GOOD CLEAN FUN (Sunbeam, BMI) (2:07) — DEED I DO (Laurel, ASCAP) (2:27) — Miss Harper has two of her strongest outings. Top side, is a smart tune from the new Broadway musical "Tenderloin," and it's done to a rousing big band arrangement. This can be the big one but the flip is also done with style and could score. **Capitol 4462**

(Continued on page 39)

MUSIC PUBLISHER INFORMATION:

Data naming the publishers of recorded tunes is provided by The Billboard in four different stages of a record's life: (1) All new single record reviews each week show the names of the publishers of each tune. (2) When a record is listed on the Hot 100 for the first time, publisher information is included in the special box which appears in the news section each week. (3) The week's Best Buys, naming the hottest breaking records on The Hot 100 in the box which appears at the top of this page, also provides publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.

Freddy
CANNON
 HITS THE TARGET
 WITH A GREAT
NEW

SINGLE

HUMDINGER
 and
MY BLUE HEAVEN

SWAN 4061

ALBUM



FREDDY CANNON
 SINGS
 HAPPY SHADES OF
 BLUE

featuring a jackpot of great tunes

- ★ FIVE FOOT TWO, EYES OF BLUE
- ★ MY BLUE HEAVEN
- ★ BLUE SUEDE SHOES
- ★ BLUE SKIES
- ★ LAVENDER BLUE
- ★ BLUE PLATE SPECIAL
- ★ BYE BYE BLUES
- ★ ALICE BLUE GOWN
- ★ THE HOUSE OF BLUE LIGHTS
- ★ THE OLD PIANO ROLL BLUES
- ★ THE BLACKSMITH BLUES
- ★ HAPPY SHADES OF BLUE

SWAN 504



1405 Locust St.
 Philadelphia, Pa.

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

Continued from page 37

HANNIBAL



MOTHA GOOSE BREAKS LOOSE (Golden Dragon, BMI) (2:15) — Here's a wild, swinging side by a new lad, with a reading of tunes from Mother Goose in the "Twist" style. It rocks. Flip is "Sputnik 69" (Pan World, BMI) (2:18). Pan World 521

THE KALIN TWINS



ZING WENT THE STRINGS OF MY HEART (Harms, ASCAP) — Here's a fine oldie and it's done in bright, sparkling fashion by the lads in their first outing in a spell. It's a classy effort and it can grab a lot of the current action on the tune. Flip is "No Money Can Buy" (Northern, ASCAP). Decca 31169

DANNY VALENTINO



PICTURES FROM THE PAST (Aldon, BMI) (2:15) — 'TIL THE END OF FOREVER (Francon, ASCAP) (2:35) —The artist has one of his best couplings to date here, with a particular nod to the top side, a fine country blues idea with big Salvation Army drum beat. Good material well handled. Flip is a pretty rockaballad that also has a chance. M-G-M 12952

JOHNNY BURNETTE



I BEG YOUR PARDON (Sherman-DeVorzon, BMI) (2:12) —YOU'RE SIXTEEN (Blue Grass, BMI) (1:56)—Here's a nicely contrasting coupling for Burnette. Top side is a pretty ballad with good lyrics while the flip also features solid chanting of an up-tempo effort. Either could be a follow-up to his recent hit, "Dreamin'." Liberty 55285

DANNY JORDAN



JUST COULDN'T RESIST HER WITH HER POCKET TRANSISTOR (Aldon, BMI) (2:17) — Here's a sharp new tune built much along the lines of "Itsy Bitsy Bikini," which first broke out on the same label. Jordan handles the cute lyrics in personable style with choral effects. Could easily step out. Flip is "Leave Her Alone, Joe" (Artists, ASCAP) (2:35). Leader 811

TOBIN MATTHEWS



RUBY DUBY DU (Robbins, ASCAP) — Here's an interesting bit of medium rhythm theme material from the movie, "Key Witness." Side has an effective sound with guitar and sax alternating in the lead. There's considerable interest on the tune and this version can collect coin. Flip is "Leatherjacket Cowboy" (Robbins, ASCAP). Chief 7022

★★★★

VERY STRONG SALES POTENTIAL

POPULAR★★★★

THE PASSIONS
★★★★ Beautiful Dreamer — AUDICON 108 — The tune penned by Stephen Foster is handed a listenable interpretation by the boys on this new waxing. It could pull some coin. (Audicon, BMI) (2:20)

★★★★ One Look Is All It Took — The Passions turn in bright reading of the rocker here, and the backing is ear-catching. Side could make it. (Audicon, BMI) (2:02)

DORSEY BURNETTE
★★★★ Lucy Darlin' — MERRI 206 — Dorsey Burnette sells this snappy novelty to good effect over bright backing by ork and chorus. It could grab coins. (Meridian, BMI) (1:50)

★★★★ Black Roses — The artist sells this attractive melody with warmth over good support. It shows off his warm pipes and could grab sales. Watch it. (Morris, ASCAP) (2:30)

TONI HARPER
★★★★ Heavenly Love — RCA VICTOR 7798 — Toni Harper comes thru with a first rate reading of a bright hunk of material, aided by a bright arrangement by Jimmie Haskell. This side could make it. (Camarillo, BMI) (2:13)

★★★★ What Am I — The lovely Victor Young-Carl Sigman tune is sung mightily warmly here by the lass, who hands it a moving performance. Two very strong sides

for both jocks and dealers. (Victor Young, ASCAP) (2:23)

JOHNNY ROSE
★★★★ Linda Lee — CAPITOL 4455 — Johnny Rose has a strong hunk of material here and he makes the most of it. It moves and he sings it with much feeling over exciting backing. Watch this. (Beechwood, BMI) (2:42)

★★★★ Choir Girl — The lad sings this pretty ballad with a lot of warmth as he sings of a choir girl who looks like an angel in church. Strong side, with a real chance. (Jay, ASCAP) (2:04)

LAVERN BAKER
★★★★ Bumble Bee — ATLANTIC 2077 — LaVern Baker is back in good form on this driving effort, on which she sings with her usual drive, over most unusual backing. A good side with a chance. (Malap-Lunduane, BMI) (2:23)

★★★★ My Time Will Come — Attractive ballad is handed a very touching reading by the thrush aided by tender support. It could be a coin-grabber. (Benday-Progressive, BMI) (2:25)

THE BROWNS
★★★★ Send Me the Pillow (You Dream On) — RCA VICTOR 7804 — Pretty theme is wrapped up in wistful vocal by trio. Strong side. (Four Star, BMI) (2:10)

★★★★ You're So Much a Part of Me — Appealing oldie is sung brightly by trio with Jim Brown on lead. (Frank, ASCAP) (1:59)

HUEY (PIANO) SMITH
★★★★ I Didn't Do It — VIN 1024 — Huey Smith has a hot hunk of wax here and it could be a big hit. Smith and the boys sing the lyrics in their usual bright fashion. Watch it. (Ace, BMI)

★★★★ They Kept On — Huey (Piano) Smith and his Clowns handle this novelty effort in their usual bright fashion and it has a chance for coins and spins. Good wax. (Ace, BMI)

JORDAN BROTHERS
★★★★ Things I Didn't Say — JAMIE 1169 — The Jordan Brothers bow on the label with a sock reading of a catchy ballad over snappy support. Could be a hit. (Shapiro-Bernstein, ASCAP) (2:36)

★★★★ Polly Plays Her Kettle Drum — A cute novelty is handed a good go by the boys over tricky support. It's about a young chick who plays a drum in the school band. Two sock sides. (Shapiro-Bernstein, ASCAP) (2:04)

GARY SITTES
★★★★ Little Star — MADISON 138 — The chanter sells this tender ballad with a lot of feeling aided much by the vocal and orchestral support. A side that could break loose easily. (Monument, BMI) (2:43)

★★★★ Young Love — The hit tune of a few years ago receives a first rate reading from Gary Sittes over strong string support with a beat. Watch this, it could happen. (Stars-Lowery, BMI) (2:26)

STEVE LAWRENCE
★★★★ Hold Back the Dyke — UNITED ARTISTS 240 — Attractive saga-type tune about Dutch boy who saved Holland. Interesting side. (Aldon, BMI) (2:25)

★★★★ Tears From Heaven — Catchy ditty with happy beat is warbled with verve by Lawrence. Teen-appeal side. (January, BMI) (2:02)

THE MIRACLES
★★★★ I Need a Change — CHESS 1768 —The group sings behind a swinging lead vocalist who sings nicely. Rhythm support with its touch of Latin, is interesting. (Jobete, BMI) (2:35)

★★★★ All I Want (Is You) — Ballad gets a solid working over. Both sides have a chance. (Jobete, BMI) (2:38)

NAPPY BROWN
★★★★ Nobody Can Say — SAVOY 1592 —Nappy chants a blues with a world of heart and emotion. He's backed with violins. A strong side which can take off. (Savoy, BMI)

★★★★ The Hole I'm In — Fine blues. Nappy is backed with a triplet-figured arrangement, plus violin licks and a Yancey bass line. (Savoy, BMI)

WINK MARTINDALE
★★★★ Glory of Love — DOT 16138 — Martindale has a strong, sincere reading of the great Billy Hill standard. He handles it much in the Pat Boone vocal style, then follows with a strong spoken word message. Watch this one. (Shapiro - Bernstein, ASCAP) (3:04)

★★★★ I Wanna Play House — Martindale has had earlier action mainly on talking records but here he chants a rockin', happy rhythm song with chorus help. A bright side. (Morris, ASCAP) (1:53)

BERT BERNS
★★★★ The Legend of the Alamo — LAURIE 3074 — Story of the Alamo gets a talk with vocal chorus treatment and heavy banjo instrumentation. Given exposure, might do well. (Mellin-Jeneva, BMI) (2:46)

★★★★ Goins' Travel On — Folk tune identified with the Weavers gets a strong, loose treatment. Berns has a powerful voice. (Sanga, BMI) (2:36)

EDDIE BARNES
★★★★ Ol' Man River — JUBILEE 5395 —This is a swinging version of the standard, and Barnes hands it a lot of excitement, singing it in the bass range. Side could break if it gets enough exposure. (Harms, ASCAP) (2:30)

★★★★ Always Remember — Eddie Barnes sells this listenable ballad in warm, deep-voiced fashion, over smart backing. Side could pull coins. (Model, BMI) (2:18)

VINCE CASTRO
★★★★ Bongo Twist — APT 25047 — There's something of an old-style rock and roll to this effort, which starts with a mixed group vocal and then moves in with Castro's rockin' reading. A lot of sound and beat here. (Bess, BMI) (2:30)

★★★★ You're My Girl — A medium rocker arrangement with Castro singing the charms of his girl. Flip has more appeal. (Bess, BMI) (2:37)

LEO DeLYON AND THE MUSCLEMEN
★★★★ Sick Man's Gym — MUSICOR 1001 — Here's the time-honored story of the 97-pound weakling told in hip talk blues style by the gravelly-voiced chanter. It's a cute novelty side that could pull loot. (January, BMI) (2:29)

THE MUSCLEMEN
★★★★ Plunkin' — On this side, the Musclemen are heard in a strictly instrumental offering. Nice sound but flip has the edge. (January, BMI) (1:51)

TOMMY DE NOBLE
★★★★ Count Every Star — SHERYL 333 — The familiar ballad tune is done very pleasantly by De Noble, with nice chorus and string backing. It's done to a mild rock triplet beat. Side can catch spins. (Paxton, ASCAP) (2:43)

GOOD SALES POTENTIAL

POPULAR★★★★

JIMMY DARREN
★★★★ Come On My Love—COLPIX 168—A bright rocker based on "Finiculi, Finicula," received a snappy performance from Darren, aided by the Bob Mersey ork and chrous. Has a chance. (Gower) (2:20)

★★★★ Man About Town—Jimmy Darren, who has had some hits in the past, comes thru with a Sinatra styled reading on this Sinatra type, smartly penned tune. (Arena) (2:13)

GEO. LESTER
★★★★ Cold Dark Night — PACE 1014—Rousing performance about the love that walked out of his life. Could score moderately in country areas. (Clay Lick, BMI) (2:01)

★★★★ You Taught Me a Lesson—Country weeper material gets a good pop performance from Lester. (Clay Lick, BMI) (2:08)

FRANK MURPHY
★★★★ Betrayed—DS 2026 — Lovely ballad done in a manner more than a decade ago. (BMI) (2:32)

★★★★ I'm Still in Love—Flip is done in the same manner. Boy has a fine voice, given any kind of exposure either side could score with the over 30 group. (BMI) (2:53)

JIMMIE ZACK
★★★★ I Can't Do Without You—AMERICAN 102—Blues. Zack's forthright vocal is backed by a Yancey-styled figure. Authentic feeling. (Oleta, BMI)

★★★★ Evil Ways—Interesting wax. Song and the performance carry country and blues influences. (Oleta, BMI)

THE SMOOTHIES
★★★★ Lonely Boy and Pretty Girl—DECCA 31159—A sweet tale about a lad who was too shy to tell his girl about his feelings. The Smoothies have a chance for coins with this dinking. (Northern, ASCAP) (2:53)

★★★★ Ride, Ride, Ride—The Smoothies handle this Kingston Trio style of exciting, folk-styled ditty with excitement over a driving backing. Side is worth spins. (Northern, ASCAP) (2:09)

VALERIE CARR
★★★★ What Would You Do? — ROULETTE 4295—Tune penned by Dick Adler and the late Jerry Ross receives a touching reading from the thrush over warm support. Worth spins. (Frank, ASCAP) (2:19)

★★★★ Jim—The fine oldie is sold with feeling by the chanter over simple support. A good side worth exposure. (Leeds, ASCAP) (2:12)

DICK ROMAN
★★★★ Autumn Tears—EPIC 9415—This is the tale of a summer romance that has faded and it's a very attractive hunk of material as performed here by the singer and the ork. This side has a chance.

★★★★ The Bells of a Fool—Dick Roman sings this pretty big-styled ballad with much heart, aided by listenable backing by the ork and chorus. Good jock.

STEVE ALAIMO
★★★★ My Heart Never Said Goodbye—IMPERIAL 2735—A rockaballad is handled in pleasant style by the chanter. Chorus is heard in support. (ASCAP) (2:13)

★★★★ Blue Fire—A rhythmic rocker with a touch of a Latin beat. Alaimo does an okay job with a male vocal group behind him. (ASCAP) (2:03)

★★ Anyone But You — A nice medium rhythm ballad effort by the chanter, again with pleasant choral support. Message is aimed at teens. (Eisher, BMI) (2:22)

MANTOVANI AND HIS ORK
★★★★ Irma La Douce — LONDON 1947 —The haunting title theme music from the new Broadway hit import musical is given a smart styling by the Mantovani strings with a musette accordion sound up front. This can grab a lot of the deejay play and the action on the song. (Chappell, ASCAP) (2:21)

★★ The Count of Luxembourg Waltz — The lovely waltz from the Lehar show is given a colorful reading by the ork. Spinable but the flip gets the attention here. (Chappell, ASCAP) (2:50)

GOOD SALES POTENTIAL

TED TAYLOR
★★★★ Darling, Take Me Back — TOP RANK 2076 — Taylor offers a virtuoso falsetto performance of a tender ballad. Side has a nice, mild rock backing. (Reis, BMI) (2:22)

★★★★ Look Out — A rocker which finds Taylor in a shouting role. The tune is a blues and he's well supported by fiddles. (Reis, BMI) (1:56)

THE COOKIES
★★★★ In Paradise — ATLANTIC 2079 — The group sings of the Garden of Eden on this one. (Tiger, BMI) (2:32)

★★★★ Passing Time — Ballad gets a nice treatment from the group on the "I Miss You So" premise. (Progressive, BMI) (2:42)

MARLENE GARNER
★★★★ You're It — DAVCO 102 — Marlene Garner sells this happy rocker in good style, somewhat in the Brenda Lee manner. It's a good side with a chance. (Sure Fire, BMI) (2:41)

★★★★ My Search Has Ended — The lass turns in a warm reading of a pretty ballad over good backing. Her search is over now that she has found her man. Two strong sides. (Dellwood, BMI) (2:56)

MARGIE ANDERSON
★★★★ Somebody Cares — ABC PARAMOUNT 10152 — Margie Anderson has a sound with the impact of Lloyd Price and the feeling of some of our great gospel singers on this exciting dinking. It could get action if exposed due to the lass' voice. Watch it. (Pamco, BMI) (2:10)

★★★★ Dream of Love — The thrush sings this ballad with meaning aided by a chorus. The tune is based on "Leibestraum." (Marmil, ASCAP) (2:50)

L. C. COOK
★★★★ Teach Me — SAR 109 — Cook handles this medium beat number with a strong gospel touch. He's supported by a chorus and rhythm instrumental group. Disk was produced by Sam Cooke. (Kags, BMI) (2:15)

★★★★ Magic Words — A nice rhythm number by Cook. Good backing behind the vocal. (Kags, BMI) (2:40)

LEWIS SHELTON
★★★★ Because of Love—RCM 7549—Shelton's vocal has a lyrical quality. He's backed by tasteful instrumentation and chorus. (Golden River, BMI) (1:59)

★★★★ Dreaming of You—A country-touched song; but arranged in pop style, with chorus. Has a folk quality. (Golden River, BMI) (2:15)

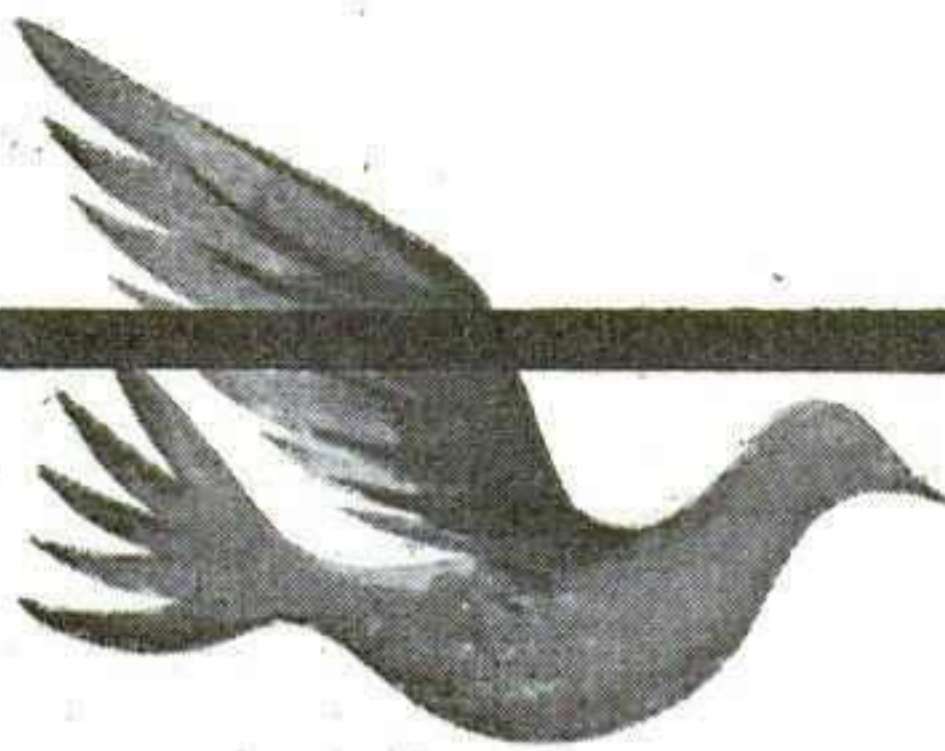
JIM HARDIMAN
★★★★ Adilene—RCM 7548—This is in the Western tradition, with a lyric telling a story of a saloon-based card game ending in violence. A good side, with authentic flavor. (Golden River, BMI) (3:40)

★★★★ A Cowboy's Dream of Love—The chanter sings in forthright style. Side has leisurely tempo, with well-marked beat. It's country flavored. (Golden River, BMI) (1:52)

BOB PERRY
★★★★ God Have Pity On Me—COOL 158 —A weeper, quite country-based as to material. Backing includes a drum figure, giving a pop effect. (Queen, BMI) (2:24)

★★★★ Gone With the Wind—His love has gone with the wind. Perry gives this theme a straightforward vocal, with a throbbing guitar backing. (Queen, BMI) (2:26)

(Continued on page 42)



soaring in sales **wings of a dove** record no. 4406
ferlin husky 



new

a world of sales potential **world full of love**
c/w "forget the past" record no. 4463 **faron young**

The Billboard HOT C & W SIDES

FOR WEEK ENDING OCTOBER 23

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	1	1	1	ALABAM, Cowboy Copas, Starday 501	16
2	3	3	4	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	7
3	2	2	2	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	8
4	5	15	12	EXCUSE ME, Buck Owens, Capitol 4412	5
5	4	6	3	ANYMORE, Roy Drusky, Decca 31109	15
6	6	5	7	HEART TO HEART TALK, Bob Wills & Tommy Dunca, Liberty 55260	9
7	8	4	6	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	14
8	9	8	8	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	7
9	7	7	5	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	33
10	11	10	9	I KNOW ONE, Jim Reeves, RCA Victor 7756	13
11	12	29	—	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	3
12	22	—	—	BEFORE THIS DAY ENDS, George Hamilton IV, ABC Paramount 10125	2
13	20	26	24	REASONS TO LIVE, Jimmie Skinner, Mercury 71663	7
14	27	—	—	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Brothers 5172	2
15	10	9	16	CRUEL LOVE, Lou Smith, Top Rank 2069	10
16	21	28	26	THIS OLD HOUSE, Wilma Lee & Stony Cooper, Hickory 1126	6
17	17	13	11	DRIFTING TEXAS SAND, Webb Pierce, Decca 3118	6
18	23	—	—	BROKEN DREAM, Jimmy Smart, All Star 7211	2
19	16	12	13	MILLER'S CAVE, Hank Snow, RCA Victor 7748	14
20	—	—	—	IT'S NOT WRONG, Connie Hall, Decca 31190	1
21	25	—	—	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	2
22	14	11	10	TIP OF MY FINGERS, Bill Anderson, Decca 31092	18
23	13	14	15	FAR FAR AWAY, Don Gibson, RCA Victor 7762	11
24	—	17	14	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	11
25	28	—	—	POISON IN YOUR HAND, Connie Hall, Decca 31130	2
26	—	—	21	IMITATION OF LOVE, Adrian Roland, All Star 7207	3
27	19	18	19	EV'RYBODY'S SOMEBODY'S FOOL, Ernest Tubbs, Decca 31119	7
28	26	27	30	FIVE BROTHERS, Marty Robbins, Columbia 41771	4
29	15	20	29	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	16
30	18	16	17	CARMEL BY THE SEA, Kitty Wells, Decca 31123	7

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Guitarist **Leon Rhodes**, formerly a fixture at **Dewey Groom's** Longhorn Ranch, Dallas, is now a regular with the Ernest Tubbs combo. . . . **Joe Taylor**, president of the Fort Wayne (Ind.) Association of Country Musicians and Entertainers, announces that a new live jamboree-type show will be presented each Wednesday night at the Indiana Theater, Huntington, Ind., starting October 19. Traveling acts will augment talent recruited from the association, Taylor says. . . . **Billy Parks** is not signed to UBC Records, as recently reported here, but is still recording under the Razorback label. His upcoming release, "If I Should Tell You That I'm Sorry" b.w. "Another Woman's Clown," was produced by Razorback but the master was leased to UBC Records, Fort Smith, Ark., according to **H. C. Blankenship**, Razorback chief.

George Jones was the October 10 feature at the **Copa Club**, Secaucus, N. J., where **Shorty Warren** and **His Western Rangers** hold forth regularly. **Bobby Helms** will be the **Copa** feature October 24, with **Elton Britt** following in October 31. **Smokey Warren** handles the booking on the spot.

Paul Cohen, Rank Records chief, has acquired the **Pee Wee King** masters on "Lonely" and "Do You Remember," which the King combo has waxed for the label, with **Redd Stewart** handling the vocals. Release will be made in time for the country music festival to be held in Nashville November 4-5. . . . **Faron Young** and **His Country Deputies** have been signed to do 13 15-minute Army-Air Force IV films to be distributed here and abroad. Filming began at the Methodist Film Center, Nashville, last week, with **W. O. Charles Brown**, **Capt. Paul Atrochin** and **Col. Vernon Rice** on the producing end. The deal was arranged by the **Hubert Long** office, Nashville. Long also has arranged for **Young, Ferlin Husky** and **Carl Smith** to do a series of radio and TV jingles for **Bevis Shell Homes** of Tampa. Radio tapes were cut at the **Bradley Studios**, Nashville, with the TV segs to be filmed at **WSM-TV** in that city. The spots, produced by Long, will be featured over eight Southern States. **Young, Husky** and **Smith** have also been engaged to make personals for the **Bevis** firm in opening new markets in **Albany, Ga.**; **Monroe, La.**; and **Macon, Ga.**

Doc Williams and the **Border Riders**, with **Chickie**, currently on tour of **Maine** and **New Brunswick**, wind up their trek in time to appear on **WWVA's** "Harvest Home Festival" in **Wheeling, W. Va.**, October 29, after which they hit out for **Nashville** and the country music conclave. The **Williams** unit is routed for **St. Stephens, N. B.**, October 17; **Frederickton, N. B.**, 18; **Stanley, N. B.**, 19; **Plaster Rock, N. B.**, 20; **Gagetown, N. B.**, 21; **Minto, N. B.**, 22; **Woodstock, N. B.**, 24, and **Chipman, N. B.**, 25. The **Wheeling Recording Company** has just released an LP, "Doc Williams' 25th Anniversary Album," celebrating **Doc's** 25 years in the country music field. The album will be released in **Canada** on the **Quality** label. Other recent **Wheeling** releases are an EP by **Lee Moore**, the **Coffee-Drinkin' Nighthawk**, and a single by **Smiley Sutter**. **Deejay** copies of above works are available by writing to **Marjorie S. Beane** at **Wheeling Records, Box 902, Wheeling, W. Va.**

Jim McConnell, Top Talent's managing veep, is on a 10-day, four-State booking excursion, while **Tex Ritter** plays the last of **McConnell's** 1960 outdoor dates at the **Casa Grande (Ariz.) Fair**. . . . **Cowboy (Alabam) Copas** carried the Top Talent banner to the **Gayla Ballroom, Independence, Ia.**, last Saturday (15), and **Leroy Van Dyke** does his singing auctioneer chant there this week (22). . . . **The Tall Timber Trio (Slim Wilson, Speedy Haworth, Bob White)** is this Saturday's (22) guest on "The Red Foley Show" from **Springfield, Mo.** Only a week ago they occupied a similar spot on **Eddy Arnold's** new "Today on the Farm," beamed from **NBC Chicago**. . . . **Minnie Pearl** hops in to holler her happy "Howdeeee!" at **Melody Mill, Dubuque, Ia.**, October 28, set there by **Top Talent**.

Bill Anderson, following an October 17-22 booking at the **Flame Club, Minneapolis**, swings thru **Canada** for 10 days before returning to **Nashville** in time for the country music festival **November 4-5**. Copies of **Bill's** new **Decca** release, "The Best of Strangers" b.w. "Walk Out Backwards," are available by writing to **Tree Publishing Company, 319 Seventh Avenue North, Nashville**.

With the Jockeys

"I'm the only country deejay in **Northwest Oklahoma**," typewrites **Charlie Grant**, of **Woodward, Okla.**, "and I'm proud to say that country music is getting stronger every day around here. **Elmer Snodgrass**' "What a Terrible Feeling" is one of the biggest country records to hit here in a long time, and **Shirley Collie's** "Didn't Work Out, Did It," has been going well on both country and pop shows. I will gladly play any country or sacred records sent to me at my home, 1214 1/2 15th Street, **Woodward, Okla.**"

Larry Daniels, program director at **KGEN, Tulare, Calif.**, reports that since switching to a "town-and-country" format several weeks ago, the station has received tremendous approval-response from the public. "This area," writes **Daniels**, "is considered above average in town-and-country fans, as I'm sure you are aware. We are in need of good country and Western records." . . . "I recently started programming country and western music and was surprised and flattered by the fabulous amount of mail the show has drawn," typewrites **Cecil Keels**, program director at **WCSC Radio, AM-FM, Charleston, S. C.** "However, I find my record library in rather sad condition and need help in the way of platters from the artists and record companies."

Jimmie Skinner's new **Mercury** release, "Careless Love" b.w. "I'll Weaken and Call," has been receiving much favorable reaction from the deejays, according to **Lou Epstein**, manager of the **Jimmie Skinner Music Center, Cincinnati**. Deejays who may have been missed in the mailing may obtain a copy by writing to **Lou** at 22 East Fifth Street, **Cincinnati 2**. "Harry Silverstein, of **Decca**, was in town from **Nashville** and said they are receiving strong action on **Connie Hall's** "Poison in Your Hand," which we published, and "It's Not Wrong," writes **Epstein**. **Jimmie Martin** recently waxed one of **Skinner's** tunes, "You Don't Know My Mind," for **Decca**, and **Ernest Tubbs** has one of **Jimmie's** ditties, "The

(Continued on page 46)

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Reviews of New Pop Records

Continued from page 39

EDDY REYNOLDS
*** Teen Lover - DIXIE 891 - A rocker, with a figure reminiscent of Bo Diddley's guitar riff. Effectively bluesy. (Starday, BMI) (2:16)

*** Please Mr. Moon - The lover asks Mr. Moon if her love is true, being that the moon has witnessed it. Song is country-based, with a pop arrangement. (Starday, BMI) (2:23)

ANDRE (BACON FAT) WILLIAMS
*** I Still Love You - FORTUNE 856 - Uptempo blues. A happy side, with a rollicking beat. (Trianon, BMI) (2:21)

*** Jail House Blues - Bacon Fat tells his narrative fashion, from a jail cell. The tale is addressed to his chick. He committed the crime in order to rekindle the spark. Something of a novelty. (Trianon, BMI) (2:12)

DONNIE PIERCE
*** The Things You Are - MAYTE 24 - Pierce sings this with a big voice, in slow tempo. A piano figure resembling a Yancey base (although song is not a blues) adds an interesting touch. (TNT, BMI) (2:45)

MIKE SANCHEZ
*** Wicked - Blues-based rocker, with guitar backing featured. (TNT, BMI) (2:15)

TOMMY ROE & THE SATINS
*** Pretty Girl - JUDO 1022 - Lad handles this catchy effort nicely and gets a chance to show off a good style. (Eager, BMI) (2:10)

*** Shella - Lad sells this rocker with some feeling over good support. (Eager, BMI) (1:50)

SCOTT STEVENS
*** You're Only Young Once - APT 25044 - A rockaballad which contains impassioned chanting by Stevens, with an echoey guitar, triplet and a celestial fem voice in the backing. (Aries-Oak, ASCAP) (2:53)

*** Too Long Ago - A rocker side on the rhythm groove. The tune is based on the old song, "Long Long Ago." Fair wax. (Walnut, BMI) (2:15)

JOHNNY FOLKSTON
*** The Twistin' Freeze - DAVCO 101 - Johnny Folkston handles this rocker brightly and the backing has drive, too. Worth spins. (Atlantic & Saratoga, BMI) (2:01)

*** April Fool - Lad sings this in so-so fashion. (Sure Fire, BMI) (2:16)

RONNIE MOORE
*** Sweet Shop Doll - TEEN'S CHOICE 7 - The chanter sings this side with gusto over rocking support. (Starland-Hi-Lo, BMI) (2:06)

*** Time for School - Swinger is sold with emotion by the lad aided by bright support (Starland-Hi-Lo, BMI) (2:12)

TOMMY ROZNOFSKY
*** God Gave Me You - LONE STAR 322 - A rockaballad with an inspirational message. Seems the Lord sent the chick, and she's an angel. Performance is country-flavored. (Bet, BMI) (2:03)

*** As Long As I Live - Doesn't make it. (1:45)

KENNY STEVENS
*** Coffee Date - JONI 916 - Stevens tries hard on this lifting item. (Chandler, ASCAP) (2:12)

*** Teen-Age Blues - Lad sings this ballad in so-so fashion. (Chandler, ASCAP) (2:20)

Rhythm & Blues

LITTLE JUNIOR LEWIS
*** (You're Just My Speed) And That's All I Need - FURY 1039 - The tune is a ballad here and it's done to a slow, relaxed tempo. But the delivery is anything but relaxed, with Lewis shouting in frantic gospel style with a chorus also coming in in gospel style. Quite a wild side. (Fast, BMI) (2:30)

*** Come On Back Where You Belong - A throbbing pleader ballad. Lewis is a real shouter and he's worth a hearing. The lad bears watching. (Fast-Wilberton, BMI) (2:38)

SHERRI TAYLOR-SAMMY WARD
*** That's Why I Love You So Much - MOTOWN 1004 - The duo turns in a warm rendition here of a touching ballad over bluesy support. Two interesting sides. (Jobete, BMI)

*** Oh Lover - Sherri Taylor turns in a wild reading of the passionate ditty here, aided strongly by Sammy Ward on this frantic disk. It could pull coins in pop and r.&b. (Jobete, BMI)

WYNONIE HARRIS
*** Bloodshot Eyes - KING 5416 - This indictment of infidelity is shouted in fine style by Harris who swings with tight jazz accompaniment. (Lois, BMI) (2:40)

*** Good Rockin' Tonight - The old rocking standard gets a fine shouting vocal from Harris which tears things up. Both sides are from the King vaults. (Blue Ridge, BMI) (2:45)

JERRY MASON
*** You Are Lonely - CHESS 1766 - Strings and chorus fill out the background in this ballad taken in rumba tempo. (Figure, BMI) (2:00)

*** Cruel - Slow ballad gets vibrant performance from Mason who finds her being cruel to him. (Figure, BMI) (2:40)

SONNY BOY WILLIAMSON
*** Trust My Baby - CHECKER 963 - Soft, mournful harmonica intro sets the mood for this soft, slow blues about trust. (Arc, BMI) (2:35)

*** Too Close Together - This uptempo blues rocks along nicely sung by Williamson. (Arc, BMI) (2:07)

THE 5 ROYALES
*** I Got to Know - HOME OF THE BLUES 112 - Good performance by this group is held back by material that is something less than imaginative. (Sar-Lib, BMI) (2:31)

*** Please, Please, Please - This pleading ballad is sung well by the group which gets a fine sound. Might find its way into r.&b. boxes. (Armo, BMI) (2:26)

WILLIE MITCHELL
*** Thirty Five Thirty - HOME OF THE BLUES 111 - Blues instrumental. Arrangement includes a Yancey bass line, and some nice tenor work. (Savoy, BMI) (2:30)

*** Yvonne - A bluesy instrumental. Style is relaxed and full of mood. (Sar Lit, BMI) (2:12)

JOHNNY & JACKIE
*** Ho, Ho, Ho - ANNA 1120 - Johnny and Jackie come thru with a shouting performance on a pounding item that features some cute vocal and ork gimmicks. (Triumph, BMI)

*** No One Else But You - The duo turn in a wild reading on this side, too, and both sides could grab coins if exposed. (Ro-Gor, BMI)

L.A. RED
*** I Done Woke Up - ATLAS 1246 - A mood-filled blues wherein the lad woke up and is now hip to the chick and

The Billboard HOT R & B SIDES

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, FOR WEEK ENDING OCTOBER 23, TITLE, Artist, Company, Record No., WEEKS ON CHART

Main chart table with 30 rows of record rankings and details.

her money-grabbing ways. Harmonica, piano and horns contribute soulful instrumentation. (Mac-Avery, BMI) (2:10)

*** I Had a Feeling - Authentic blues performance with primitive style vocal. Good side of the Deep South style. (Mac-Avery, BMI) (2:12)

ARTHUR PRYSOCK
*** Do You Believe - OLD TOWN 1087 - An answer song to "I Believe" is based on the same idea and is sung reverently by Prysock. (Longhorn)

*** This Is My Love - Prysock pledges his fidelity on this side with a big, warm voice. Voices and ork accompany. (Robert Mellin, BMI)

THE UPSETTERS
*** Jaywalking - FIRE 1029 - Hard rocking in the blues groove is the order of the day on this instrumental which grinds along to its conclusion. (Fast-Clarama) (2:38)

*** Steppin' Out - Vocal is shouted here by an unnamed singer with lots of force in his pipes. (Fast-Clarama) (2:30)

MABLE JOHN
*** You Made a Fool Out of Me - TALMA 55526 - Rockaballad with triplet arrangement. The thrush sings out well here. (Fidelity, BMI) (2:20)

*** Who Wouldn't Love a Man Like That - The chick belts out a blues, with a shouting style. (Fidelity, BMI) (2:47)

THE SIX TEENS
*** A Little Star - FLIP 351 - A slow and pulsing ballad by the gals, to a modern, fiddle-styled rock backing. Backing has gospel touches upon occasion. The lead gal, Trudy Williams, give it a devoted thrashing job. Side can catch spins. (Limax, BMI) (2:19)

*** Suddenly in Love - A nice ballad, done with strings and a triplet rhythm. Gals get an assist from a male vocal group here. (Limax, BMI) (2:02)

FREDDY KING
*** Have You Ever Loved a Woman - FEDERAL 12384 - Slow blues gets some interesting vocal effects from King which might catch a moderate amount of r.&b. coin. (Stebrita, BMI) (2:59)

*** You've Got to Love Her With a Feeling - Blues side here is in the walk tempo style. King gives the advice in a rather unimpassioned voice. (Sonlo, BMI) (3:12)

CHARLES BROWN
*** Please Come Home for Christmas - KING 5405 - A slow triplet backed Christmas weeper ballad is handled for good effects by Brown. Persuasive performance and backing. (Lois, BMI) (2:50)

Moderate Sales Potential

POPULAR

WALT KAUFMAN
*** Black Cat - DS 2769 - Medium-tempo tune that features Kaufman singing in front of a group called the Cyclones. (2:14)

GUS SCOLA
*** Goodnight, Little Pal - Scola sings in front of the same group about a small boy going to bed. (2:15)

GUY LENZI
*** Just a Little Love - DS 2164 - Oldie gets more or less routine treatment by Lenzi and vocal accompaniment. (2:35)

*** Ashes - The cinders of a past romance make fairly nice material here. (2:34)

BOB MATTICE
*** Kaw-Liga - CUCA 1016 - The great Hank Williams-Fred Rose song gets an Indian-flavored go. (Milen, ASCAP) (2:30)

*** What's All This - Lyric is made up of phrases from various hits. Tune is blues-based. (James E. Kirchstein, BMI) (1:30)

GEORGE LESTER AND THE CHALECOS
*** Say Walter - WILDCAT 0009 - The scene is a restaurant, and there's an interesting honking, jazz combo heard in the

background of comic, country-styled dialog between a customer and a waiter. With every gag, there's a live audience that breaks up. (Fa Du, BMI) (2:17)

*** Target - The combo is heard here in an instrumental side that also honks along. Good dance wax. (Fa Du, BMI) (2:17)

THE MARQUEES
*** Stay With Me - JO ANN 128 - The Marquees come thru with a listenable reading of a quiet ballad. (Cholly, BMI) (2:45)

*** That's the Way I Feel - A frantic recording of an old-fashioned tune by the boys. (Cholly, BMI) (2:31)

DEE VINES
*** I Believe - LANO 2001 - The familiar standard is handed a listenable performance by the chanter, over simple backing by the group and chorus. (Cromwell, ASCAP) (2:19)

*** World's Greatest Lover - Interesting tune is talked and sung by the chanter here on his debut disk on the new label. (Kay-JO-Bobby, BMI) (2:00)

STACY HENRY
*** Jimmy Play a Horn - FLIPPIN 203 - This is based on the folk tune "Johnny Cracked Corn," and the boys sell it with some excitement. (Village, BMI) (1:45)

*** Magic Was the Night - On this side the lead sells the ballad with feeling aided by a fem chorus behind him. (Hometown, ASCAP) (2:52)

JIMMY RAVEL
*** I'm Afraid - EPIC 9418 - Ravel sings this with gusto but not much happens. (Myers, ASCAP) (2:06)

*** The Wrong Way - The chanter handles this rather weak hunk of material with enthusiasm. (Myers, ASCAP) (1:45)

EA:NEST HOLLAND
*** Reo - TULANE 102 - An instrumental with a down tenor sax lead against a good rhythm background. Side rocks along nicely for the dancers. (Minute, BMI)

*** Salt and Pepper - An okay blues instrumental by the group, with horns again featured, this time against a pounding piano rhythm figure. (Minute, BMI)

MONROE CHAPMAN
*** Come Dance With Rudy - AJAR 101 - Chapman turns in a spirited performance on an old fashioned rocker. (Sound, BMI) (2:22)

*** Much Too Much - The chanter sings a fair ballad with feeling. (Herfon, BMI) (2:36)

ELENA FAITH
*** A Love That's Young - VASSAR 306 - Elena Faith comes thru with a spirited performance on this rockaballad. (Van Star, BMI) (2:15)

*** Tango of Love - Lass does as well as she can with this tango item. (Van Star, BMI) (2:15)

NEW on BLUE NOTE THE THREE SOUNDS THAT'S ALL/ST. THOMAS BLUE NOTE 45 x 1758

FREDDIE HUBBARD ONE MINT JULEP/GYPSY BLUE BLUE NOTE 45 x 1779

STANLEY TURRENTINE LOOK OUT/JOURNEY INTO MELODY BLUE NOTE 45 x 1780

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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.

Table with columns: This Week, Last Week, Weeks on Chart, and list of songs like 'THEME FROM THE APARTMENT (Mills)', 'IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)', etc.

AMOS MILBURN
*** Christmas Comes But Once a Year - The chanter has a re-release of some older wax here. It's what could be called a Christmas blues with the bells. Listenable. (Lois, BMI) (2:24)

FRANK MINION
*** Watermelon - BETHLEHEM 11090 - Minion shouts, with echoes, as if from the bayou, to a muffled, jungle drum beat. An interesting, offbeat blues in the "Fever" tradition. (Jay & Cee, BMI) (2:55)

*** Night and Day - Minion sings the Cole Porter standard to a rhythm background. Pleasing chanting with a bit of improvisation in the lyric, tho the flip is more distinctive. (Harms, ASCAP) (2:59)

THE DUCHESSSES
*** You Told Everyone But Me - CHIEF 7019 - The group of thrushes turn out a bluesy rhythm tune with some echo effects. The lead gal gives it a good whirl. Has r.&r. potential. (Melva, BMI) (2:17)

*** Why - A ballad pleader by the gals with a fervent effort by the lead. (Melva, BMI) (2:05)

TERRY SOGGS
*** Route 66 - FORTUNE 539 - A rhythmic rocker, with a beat that rolls right along; but sound could be improved. (Trianon, BMI) (1:55)
* I Dream of You - Rockaballad. (Trianon, BMI) (2:22)

TINY TIM
*** I've Gotta Find Someone - TEEN'S CHOICE 8 - Tim sings this blues in a rather routine way and rhythm is a bit heavy. (Starland, BMI) (2:10)

* My One Desire - So so side, flip is stronger. (Sure-Fire, BMI) (2:18)

BILLY LAMONT
*** Come on Right Now - KING 5403 - A low down, Southern blues styling by Lamont with vocal group support. Moderate potential. (Stebrita, BMI) (2:12)

*** Hear Me Now - An upbeat blues effort with stops. Can do as well as the flip. (Stebrita, BMI) (2:12)

SMOKEY STOVERS
*** Crying Tears - FEDERAL 12385 - A blues straight from the swamps. Stovers has a strong Southern touch here as he sings against a talking type guitar support. (Wisto, BMI) (3:05)

*** What Am I Going to Do - The rhythm side, again with the same down-South delivery and instrumental support. Okay potential. (Son-Lo, BMI) (2:05)

MR. LEE
*** Dear One - ADDIT 1229 - Here's a ballad rhythm side which starts with an effective spoken intro. Pleasant chanting job follows. (Pecle, BMI) (2:54)

*** Mr. Lee's Plea - A blues with an interesting backing. Lee handles it in listenable style. (Pecle, BMI) (2:07)

DOUG SAHM & THE PHAROAHS
*** If You ever Need Me - SWINGIN' 625 - Doug Sahn handles this bluesy side with heart over routine support. (Mercedes, BMI) (2:10)

*** Why, Why, Why - Sahn cries his way

thru this sad weeper, as he tells about his love for a girl who doesn't want him. (Mercedes, BMI) (2:55)

STARLITES
*** Valarie - FURY 1034 - The actually crying lead singer tells his sad story in weepy terms with the rest of the group bo-dah-ing in the background. (Fast, BMI) (2:35)
*** Way Up in the Sky - Jumping rocker is rather chaotic in performance which is appropriate considering the madness of the lyric. (Fast, BMI) (2:15)

TARHEEL SLIM AND LITTLE ANN
*** Security - FIRE 1030 - Vocal repartee between the two singers here has to do with a woman's penchant for financial security. Fairly amusing lyric might draw some buys. (Fast, BMI) (3:04)

*** Bless You, My Darling - These words of adoration are sung in rather loose harmony by the duo in rather routine style. (Fast, BMI) (2:34)

JAMES QAYNE
*** This Little Letter - ANGLESTONE 540 - The letter is direct from the lad's heart, and it tells the chick no one else will do. Natch, it's a blues; and it has authentic mood. (Mac-Avery, BMI) (2:21)

*** The Trust - A bluesy ballad, with conventional triplet figure. (Mac-Avery, BMI) (2:20)

Jazz

DAVE REMINGTON
*** Royal Garden Blues - VEE JAY 1591 - Good tight Dixieland here with the leader's fine trombone along with fine solos by clarinet and trumpet (or cornet). (Shapiro-Bernstein, ASCAP) (3:23)

*** Battle Hymn of the Republic - An interesting rendition of the famous Civil War opus done in middle tempo Dixieland swing. (P. D.) (1:55)

MJT PLUS 3
*** The Trolley Song - VEE JAY 1585 - Highly unusual modern jazz version of the famous song from "Meet Me in St. Louis," which could catch a good deal of jazz juke coin. (Fest, BMI) (2:58)

*** Make Everybody Happy - Stop-chorus blues by the group gets a fine run thru in medium tempo. (Conrad, BMI) (3:35)

LEE MORGAN
*** I'm a Fool to Want You - VEE JAY 360 - The oldie is played warmly and tenderly here by the Morgan combo, and it features a meaningful solo by Morgan in a Miles Davis' style. Strong wax for jazz boxes. (Barton, BMI) (3:05)

*** Terrible "T" - Lee Morgan, the trumpeter, leads his modern jazz combo thru this wild effort skillfully. (Conrad, BMI) (3:30)

NOBLE "THIN MAN" WATTS
*** The Frog Hop - CUB 9078 - Watts turns out an intriguing instrumental in the twist blues tempo. It's his first for the label and the side can do business. (Dare, BMI) (2:21)

*** The Beaver - A snappy upbeat blues, also performed with class by the Watts crew, with chorus passages. Listenable side that can also pull spins. (Dare, BMI) (2:10)

FRANK STROZIER
*** W. K. Blues - VEE JAY 362 - Wynton Kelly's blues gets a fine medium tempo reading from this trumpet, alto and rhythm quintet. (Conrad, BMI) (3:27)

*** Runnin' - Madcap tempo runs the group thru its paces. (Conrad, BMI) (4:18)

BILL HENDERSON
*** Sleepy - VEE JAY 1580 - A slow, slow blues done with highly individual style by Henderson. He chants in a way that smacks of an instrumental approach. Listenable effort, of a slightly offbeat nature. (Bryant, BMI) (2:19)

*** It Never Entered My Mind - The memorable Rodgers and Hart tune is done in slow tempo by Henderson against simple jazz piano backing. (Chappell, ASCAP) (3:18)

DOM DAVILIO
*** Aye-Aye-Aye - VASSAR 304 - Cozy instrumental sound on this cha-cha makes for good dancing. (Villa, BMI) (2:38)

*** La Comparsita - The Latin-American warhorse gets a rocking beat complete with growling tenor and la-laiing chorus. This makes for an interesting and well-played disk. (Villa, BMI) (2:40)

WAYNE SHORTER
*** Harry's Last Stand - VEE JAY 363 - Good solos mark this medium fast blues for attention in hipper circles. (Conrad, BMI) (3:21)

*** Black Diamond - Flip is taken at a fast tempo and again is notable for solo work by tenor and trumpet. (Conrad, BMI) (3:24)

Latin American

BETO Y RICARDO
*** En Nuevo Laredo - MAYTE 26 - A polka, with lively arrangement and Spanish lyric. Excellent sound. For special dealers and programming. (2:45)

*** Mona Lisa - The pretty hit of years ago in a South of the Border polka arrangement. (2:18)

RICARDO GUSMAN
*** Las Calles De Laredo - MAYTE 20 - A corrido, with authentic South of the Border sound, both in the instrumentation and the voices. Lyric is in Spanish. For special neighborhoods and Tex-Mex. programming. (2:25)

*** Conque Te Vas - A ranchero, and a fine one. Sound is bright and crisp, with excellent voices in Spanish. For specialized shops and Tex-Mex. programming. (TNT, BMI) (2:27)

RICARDO GUSMAN
*** Corazon De Hielo - MAYTE 19 - A redova, authentic in material and performance. Spanish lyrics. Good sound. For special neighborhoods and programmers. (TNT, BMI) (3:04)

*** Venego Manana Por Ti - A bolero, with vocal in Spanish. Good sound. (2:44)

AGAPITO ZUNIGA
*** Asi Soy Yo - MAYTE 8 - This quick-stepping ranchero might have some impact in Southern Tex-Mex. border territories. (2:45)

*** En La Bebida - Vocal here, as on the flip, might get border play. (TNT, BMI) (3:05)

RUBEN J GIL
*** Por Te Me Emborracho - MAYTE 22 - This redova vocal has a three-quarter polka feeling. (2:34)

*** Hasta Cunada Morenita - Another ranchera vocal with fast accordion work. (TNT, BMI) (2:50)

Spiritual

JAMES CLEVELAND
*** Just to Behold His Face - SAVOY 4146 - The strong, warm voice of James Cleveland does a masterful job on this reverent theme. (Savoy, BMI)

*** Anyhow - Powerful material here has a haunting quality and is performed excellently. (Savoy, BMI)

MARION WILLIAMS
*** Get Your Business Right - GOSPEL 1042 - Fear of the Lord and the retribution due the sinful is the strong subject treated here in a most forceful way by Miss Williams and the accompanying singing group. (Planemar, BMI)

*** I Believe - The by now familiar pronouncement of faith is treated in the gospel tradition in three-quarter time. (Planemar, BMI)

THE JOY HARMONIZERS
*** Sooa One Morning - SHARP 608 -

One of the Harmonizers sings this gospel song with much integrity. (Savoy, BMI)

*** He's a Mighty Rock - The group lives up to its name in joyousness here. (Savoy, BMI)

Children's

GIL MACK AND THE CARTOON COWBOYS

*** El Kabong - GOLDEN 593 - Mack and the Cowboys are heard with the Jimmy Carroll Ork on the recitation of a great Western hero. Voice telling the story is that of the TV hero, Quick Draw McGraw, which should please the kiddies.

DON ELLIOTT AND THE CARTOON COWBOYS
*** Ooch, Ooch, Ooch - An okay novelty tune offered by Don Elliott and the Cartoon Cowboys.

THE SANDPIPER SINGERS

*** Dennis the Menace Songs - GOLDEN 603 - The kiddie's friend Dennis the Menace sings his own theme song from the TV show, assisted by the Sandpiper Singers, and the Jimmy Carroll Ork. On the second side, he sings a tune called "Ka-Pow, Ka-Pow, Ka-Pow," all about how Dennis shoots up the town, and captures his enemies. Lots of sound effects here.

DONALD DUCK

*** Around the World - GOLDEN 605 - Donald takes a trip around the world here and he sings about it himself in his original voice. Musical segs from the various countries he visits on his magic carpet are interspersed. Kiddies will like this journey. Side two is a reprise of the Donald Duck theme song with Donald and chorus singing.

Polka

ADOLPH HOFNER
*** Westphalia Waltz - SARG 183 - An engaging three-beat instrumental. Fine for dancing. (Fitch, BMI) (2:21)

*** Dude Ranch Schottische - The tempo of this instrumental is crisp and the arrangement is bright. Hofner does this repertoire very well. (Fitch, BMI) (1:51)

ROGER BRIGHT AND HIS POLKA JACKS
*** I Love to Yodel - CUCA 1013 - Just the kind of music the polka belt likes. Bouncing, jumping, hop music. (Kirchstein, BMI) (2:20)

*** Ski Waltz - Three-quarter time instrumental in the accordion tradition. (Kirchstein, BMI) (2:30)

CLARENCE ZAHINA & BAND
*** Westphalia Waltz - CUCA 1014 - Unusual guitar lead and Fender bass make this instrumental a bit off the beaten accordion band track. (Fitch, BMI) (1:45)

*** Pocatello Polka - Country-styled singing makes this slightly unusual side. (Ridgeway, BMI) (2:25)

ERNE KUCERA
*** Pan Handle Polka - D 1162 - A bright polka effort by the band with accent on the saxes and the oom-pah-pah tuba sound. Danceable. (Glad, BMI)

*** Days of Youth Waltz - The polka turns to a pleasant waltz in a good coupling with the flip. Side offers a change of pace for the dancers. (Glad, BMI)

International

MARIA ABBATE
*** Ue' Ue' Che Femmena - VIS 40009 - Recorded in Italy. A swingy side with a triplet figure. Melody would seem adaptable to the American pop market. Fine vocal in Italian.

*** Serenata a Margellina - This side, recorded in Italy, contrasts with the flip. It's dreamy, with relaxed tempo. Good vocal in Italian.

MARIO ABBATE
*** Nuvoles - VIS 40011 - Recorded in Italy at the Neapolitan Festival, this has a big sound, with large orchestral effects. Vocalist has a trained voice. Italian lyric.

*** Accusi - Derivation is that of the flip. Again, a solid vocal with large orchestral effects.

NUNZIO GALLO
*** E Rosa E Tu - VIS 40010 - Recorded in Italy. Fine vocal in Italian, with classy orchestral effects. Trained voice.

*** 'Sti 'Mmane - Recorded in Italy. Similar in quality and style to the flip.

Sacred

THE GOSPEL TONES
*** Teach Me Lord to Wait - HAPPY HEART 105 - The spirit is on the group as they deliver this inspirational message.

* I'll Fly Away - Inspirational material; not well recorded.

Country & Western

THREE STAR COUNTRY & WESTERN . BETTY FOLEY

*** Do You Wonder at All - BANDERA 1308 - Miss Foley offers a weeper in a low-voiced style. Gal has a good vocal quality. (Golden River-Sundown, BMI)

*** I'm Not Surprised - The rhythm side and it's handled for okay results by the gal. (Golden River-Sundown, BMI)

SMILIN' JACK JERICHO

*** What Right Have I - ALLSTAR 7215 - Reasons for not continuing a relationship that smacks of infidelity are well presented by Jericho. (Jericho, BMI) (2:25)

*** It's Been Nice - Melody is reminiscent of "He'll Have to Stay," but in this case singer has to go 'cause it's all over. (Jericho, BMI) (2:13)

THE DIXIELAND DRIFTERS

*** You Won't Fall in Love - HAP 1005 - A real happy vocal group sound is heard here on a side out of Chattanooga, Tenn. The group has much of the good mountain sound, both vocally and instrumentally. Good country deejay wax. (Mountain City, BMI)

*** Will Angels Have Sweethearts - A weeper and it's sung for good results by the group. Plenty of weepin' guitar work supports the effort. (Mountain City, BMI)

ROLAND SMITH
*** I Hate to See You Go - WINSTON 1050 - Smith chants a nice country weeper in traditional style. Chorus takes a dual-track vocal. Listenable rural wax. (Slim Willet, BMI) (2:21)

*** Nobody Here to Talk To - A weeper in slow tempo. Smith gives it a nice go. (Slim Willet, BMI) (2:40)

MERL LINDSAY
*** Let's Go Dancing - D 1161 - Fiddles and guitars are heard in this pleasant, medium beat instrumental. (Glad, BMI) (2:21)

*** Picks and Bows - Another medium rhythm side, which features the same instrumental line-up. (Glad, BMI) (2:19)

JIMMIE ZACK
*** Evil Ways - AMERICAN 102 - Cat caught in the net of chick's evil doings, and decides to leave her alone. (Oleta, BMI)

*** I Can't Do Without You - Honky tonk piano sets the pace on this blues sung by Zack. (Oleta, BMI)

(Continued on page 44)

LAST DATE

THE NASHVILLE SOUND THE NATION'S SENSATION FLOYD CRAMER'S

RCA Victor 47/7775

JAMIE DUANE EDDY "PETER GUNN" b/w Along the Navajo Trail Jamie #1168 GUYDEN RECORDS 1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

YOUR TICKET TO SALES RESULTS - THE ADVERTISING COLUMNS OF THE BILLBOARD!

• Reviews of New Pop Records

• Continued from page 43

CARL SAUCEMAN

★ ★ Please Be My Love — D 1160 — Here's a sprightly side with banjo in the backing behind the group vocal. Side has a slight feel of the blue grass. (Glad, BMI) (2:00)

★ ★ I Walk a Lonely Street — A weeper with nice banjo and fiddle parts. Sauceman works with a mixed vocal group. (Glad, BMI) (2:08)

MARVIN BLANTON

★ ★ The Heart You Hold Lightly — CAPO 45 — Blanton belts and pleads here on a country weeper. Side has a good beat in the traditional country groove. (Kenetta, BMI) (2:22)

★ ★ I'm Sailing a Dreamboat — A country rhythm tune is handled in adequate fashion by the chanter. (Kenetta, BMI) (2:06)

LATTIE MOORE

★ ★ Drunk Again — KING 5413 — A lament. The cat is in bad condition because the gal has cheated again. Weeper is in the traditional groove. Moore is spotted in some dual track segs here. (Hill & Range, BMI) (2:00)

★ ★ Driving Nails — A good country weeper blues effort. He's drivin' the nails in his coffin over his faithless chick. (Cedarwood, BMI) (2:29)

RIC TANNY

★ ★ Phoebe — TARGET 852 — An upbeat rhythm side with Tanny pouring his heart out to Phoebe. Od-style arrangement with considerable monotony. (Disney, BMI) (2:15)

★ ★ Have Love, Will Treasure — A ballad that doesn't go over. (Mon-Kol, BMI) (1:45)

Christmas

★ ★

RUBY WRIGHT-CLIFF LASH ORK

★ ★ This Is Christmas — CANDEE 502 — The Cincinnati gal renders the pleasant Christmas ballad to the backing of Ruth Lyons at the organ and the Cliff Lash Ork. Nice, nostalgic Holiday wax. (Candee, ASCAP) (3:11)

RUTH LYONS

★ ★ Christmas Marching Song — Here organist Ruth Lyons does the vocal with male vocal group on a so-so Christmas novelty tune in march tempo. (Candee, ASCAP) (12:45)

JOE GUMIN

★ ★ Jingle Bells (in Six Languages) — KING 5406 — Gumin's polka-styled band pounds out a bright backing to the novelty styled effort in which the men's group, plus soloists do just what the title suggests. Some appeal here. (PD) (2:40)

★ ★ Auld Lang Syne — A mixed vocal group renders an okay version of the New Year's traditional. (PD) (2:37)

2 NEW HOT RELEASES!

"PILLOW PARTY FUN"

BARON HARRIS

DTL #294

"BLAME IT ON THE BLUES"

WILLIE HAYDEN

DTL #293

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THE BILLBOARD!

LEGIT REVIEWS

'Irma' Makes Propitious Stem Bow

The first full-fledged musical hit of the new Broadway season is the saucy and irreverent frolic, "Irma La Douce," which piled up imposing successes in French and British runs prior to the local production. The present cast was selected here except for the three principals, who come from the British company. Keith Michell is an able male lead and Clive Revill a talented clown, but it is Elizabeth Seal in the title role who has captured the fancy of the audience and who has become the new darling of Broadway.

The sardonic conceit is typically French and makes for a good-natured romp, not to be taken seriously. A square type student meets a lovely young prostitute who insists on the prerogatives of her calling, such as keeping him. Jealous of her large clientele, he disguises himself as a wealthy patron in order to be her sole customer. The jealousy becomes schizophrenic as the lad becomes jealous of the other role he plays, and finally he pretends to have killed the "other man." A hilarious trail follows, capped by imprisonment on Devil's Island, until a rowdy finish wraps things up happily.

The staging is appropriately gay and pleasing under Peter Brook's direction, with eye-pleasing the simple sets and costumes. Marguerite Monnot's music is typically Gallic, with the English translation of the book and lyrics eminently satisfactory.

The score is a delight and should make a first-class album. Two good pop possibilities are present; the others are cheerful and vital but not strong commercial singles prospects. The ones with most potential are the title song, which is very French in style and has a novel appeal, and a ballad titled "Our Language of Love," which could do very well indeed. Instrumental as well as vocal singles have been cut on each of these. In addition to the Broadway cast album by Columbia, the same label also has issued a French album featuring Jeanmaire.

The show is certain to have a profitable run, and as the music becomes better known, the recordings also should benefit accordingly.

Sam Chase.

★ ★ ★

Burden Too Heavy for Holloway

It's mighty tough to carry a whole evening's entertainment all by yourself and unfortunately Stanley Holloway misses in his one-man show "Laughs and Other Events," as presented at the Ethel Barrymore Theater in New York last week. (Show opened Monday, October 10, closed Saturday, October 17.) It is not that Holloway, the wonderfully entertaining Alfred Doolittle of "My Fair Lady" fame, was not enjoyable — for he was, nor that he was dull — for he wasn't. But it takes mighty strong material to hold an audience for two hours, and much of Holloway's material was just not strong enough.

He was delightful in his well-known cockney narrations of "The Lion and Albert" and "Old Sam," and he brought back memories of English Music Hall days with his songs, chatter and occasional dance bits. "Poppies," "Signalman Dan," "Champagne Charlie," "I Must Go Home Tonight" and "A Little Bit of Cucumber" were jolly and bright, and they received solid hands. His greatest hands, of course, were received when he finally, at certain time, sang "Get Me to the Church on Time," and "With a Little Bit of Luck," from "My Fair Lady."

Actually Holloway's one-man show was not just that. He had two pianists with him, a banjoist and concertina player, all of whom joined in the songs and the fun. It is regretful that there was not enough substance to keep the show at a high point thruout a whole evening.

Bob Rolontz.

★ ★ ★

Nichols and May Revue a Real Gasser

The first Mike Nichols and Elaine May album on Mercury was a strong seller, and the comedy duo's new package, "An Evening with Mike Nichols and Elaine May" (original cast waxing of their first Broadway show), should make the magic sales circle in a breeze.

The revue, which opened at the John Golden Theater, October 8, rated rave notices. Most revues are spotty at best, and audiences consider themselves lucky if six out of 10 sketches are truly funny. Nichols and May manage to do the impossible. All of their material is hilarious and their performances are consistently brilliant.

Expertly blending penetrating, often biting satire with occasional pathos, the youthful team seems to enjoy performing as much as the audience enjoyed watching them (i. e. instead of bowing they do 30-second blackout skits as curtain calls). Several of their sketches will be familiar to TV and nitery fans (the teen-aged neckers, frustrated phone call, etc.) but repetition somehow only enhances their sock impact.

June Bundy.

★ ★ ★

NIGHT CLUB REVIEW

Aretha Franklin Debs at Vanguard

When Aretha Franklin sat at the piano and sang the blues, the audience at the Village Vanguard in Greenwich Village erupted into applause. The gal singer, who has had one single disk so far on the Columbia label, has a fine strong voice that bears emotional fruit when it is channeled into the material she knows and feel best.

Miss Franklin's New York singing debut was a marked success when she relaxed and sang such blues material as "Love Is the Only Thing," and "Won't Be Long." She gets a very true and strong gospel accent that not only is at home in this blues-type material, but carries over into much of the other things she does.

Altho this same relaxed and strong projection was missing from the standards that made up the rest of her program, touches of that moving accent were evident. A Duke Ellington-ish "Tell Me Right Now," and up-tempo versions of "Hello Young Lovers" and "Lover Come Back to Me" carried slight traces of the

gospel element, but it was not till the slow "Ain't Necessarily So" that a moment of strong feeling expressed itself — not, that is, until the fine full-blown blues raised its lovely head.

Aretha Franklin was accompanied by a fine trio under the direction of pianist Ellis Larkin, with Major Holley on bass and Floyd William Jr., drums.

The new Jimmy Giuffre group, which features Giuffre playing only clarinet, performed admirably. The music has much in common with Japanese prints in that it is low-keyed and full of gentle subtleties and delicate touches. Pianist Paul Bley, drummer Ronnie Bedford, and bassist Bill Takus all acquitted themselves with distinction, especially in the passages that called for interweaving improvisation. Most notable of the Giuffre compositions and group performances were: "Two," "Laura," "Stella by Starlight," and "Easy Way Out."

Jack Maher.

★ ★ ★

CONCERT REVIEW

Block Talent Spells Disk Sales

Mark down the name of Michel Block as that of a youth who some day soon will be a prodigious record seller among classical pianists. The 23-year-old Belgian born lad who now lives in Mexico City, reminds one of a juvenile edition of Artur Rubinstein in appearance as well as style at the keyboard. Last spring, in fact, Rubinstein awarded a special prize to Block for his efforts in the Chopin competition in Warsaw.

The past week, Block was one of three finalists in Wednesday's Leventritt Awards competition, which has shot to fame such young pianists as Van Cliburn, Gary Graffman, Eugene Istomin and John Browning. Altho the judges decided not to name a single winner this year, Block was the popular favorite of the crowd at Carnegie Hall, who hailed his performance of the Brahms Concerto No. 2 with over five minutes of sustained cheering until the house lights were turned on.

The following night, he played a solo recital at Grace Rainey Rogers Hall at the Metropolitan Museum and confirmed the previous impression. Ranging thru a diversified program, Block drew forth all the quiet beauty in Bach's Partita No. 4, then turned loose a molten performance of the Liszt Sonata that will heat the auditorium all next winter. Three Chopin waltzes, Schumann's "Kinderscenen" and three movements from Stravinsky's "Petruhka" offered further glimpses of the youth's wide range.

Despite the apparent plethora of competent young pianists, recording companies would do well to keep an eagle eye on young Michel Block. His talent not only is extraordinary, but his effect on an audience is so strong that he is potentially one of the major keyboard personalities of the decade ahead.

Sam Chase.

Rank Co-Op Meet in London

• Continued from page 2

an American performer comes to England, which in itself has the outlets to justify a complete tour, there is no reason why a tour should not be also lined up in adjacent countries, such as France, Germany and the Benelux nations.

In line with this, Marshall outlined the experience of Freddy Cannon during a trip to England. Cannon took time out to make several adjacent countries. He was flown to Holland from England via helicopter and was met on the beach in the Netherlands by the press, TV and radio newsmen and crowds of fans. For the balance of the day, TV cameras picked Cannon up on his rounds from time to time in a sort of day with Freddy Cannon. Marshall said the plan paid off handsomely. It is

this sort of activity which an international artist bureau, with a head-coordinator in New York, could successfully foster, in Marshall's view.

Marshall said that in little over a year, the Rank co-op has been successful in establishing a profitable foothold in the countries where it is represented. A number of American disks, which were a part of the co-op, made top spots in many foreign charts, he noted. In Australia, Marshall added, the co-op currently has four disks in the top 10.

In France, at least two albums distributed thru the co-op affiliate there received the coveted Grand Prix du Disque award. These included a program of spirituals by the Staple Singers and a set of blues performances by John Lee Hooker, both on the American Vee-Jay label.

NAB Meet

• Continued from page 2

series of eight being held for broadcasting management in as many cities during the next two months.

Shafto, a member of NAB's Policy Committee, referred specifically to the FCC's plan to permit broadcasters to plan their over-all programming on the basis of specific community needs rather than fixed percentages; and the withdrawal of the FCC's policy statement which had implied that broadcasters should announce the source of records received free of charge and used for broadcast purposes only.

Another speaker at the meet, James H. Hulbert, manager of broadcast personnel and economics for the NAB, told how overstaffing and overpayment of employees can destroy a successful radio station's profits. He described an unidentified station—an actual cast history—which went on the air in 1954 and increased sales nearly 300 per cent by 1960, but allowed its wage expenditures to whittle profits down to a bare minimum.

Attending the Rank conclave will be representatives of the following firms: Odeon Artico, France; EMI, England; Ariola, Germany; Karusell, Sweden; Durium, Italy; C. N. Rood, Holland; Quality, Canada; Cosdel, Japan; Trutone, South Africa; West Indies Records, Jamaica; Kerridge Oden, New Zealand; Festival, Australia; RCA Victor Mexicana, Mexico; Music Box, Greece; Corporation de Radio de Chile, Chile, and M. Kovalsky & Son, Israel.

AFM-Pic Brass Pact Talks Set

NEW YORK — Contract negotiations between the American Federation of Musicians and major motion picture producers will begin on October 26 in Los Angeles.

The naming of date and place follow hard on the heels of the National Labor Relations Board certification of the AFM as bargaining agent by virtue of its election choice over the Hollywood Musicians' Guild.

British Labels Up Air Time

• Continued from page 3

dealers help in selecting stock and customers an opportunity to "audition" an LP thus reducing the time taken playing a complete disk in the store. This is EMI's only specialist program. The Decca group has several in its 10-show 5¼-hour weekly output.

They include Jack Jackson's "Juke Box" aimed at the juke trade, on Sundays; a "Warner Bros." Show presented by Jimmy Saville on Tuesdays, mainly devoted to Warner's single and album releases but extended by "guest" spins of other Decca-group artists; the Wednesday "Teen and Twenty Disk Club,"

Teco Pay TV

• Continued from page 11

but said it would take "imagination and courage and a willingness to experiment."

The FCC has scheduled hearings for the week of October 24 to determine whether the Hartford test would be in the public interest, and whether the firms conducting it can fulfill the strict rules laid down by the agency when it finally decided that some sort of test for pay TV was permissible. (The Billboard, October 3).

The National Association of Broadcasters has reaffirmed its solid opposition to any trial for pay TV, via the airwaves, such as the WHCT trial proposed on U.H.F. channel 18 in Hartford, on RKO General's owned outlet.

Alan Livingston

• Continued from page 2

was named director of album repertoire and director of children's albums of the then young firm. While in this capacity, Livingston created Capitol's top selling Bozo the Clown and Sparky kiddisk album characters which for years kept the label foremost in the children's records field. He was later named a veepee of Capitol while still heading the album and kiddisk repertoire department.

When Jim Conklin resigned his post as veepee in charge of Capitol's artist-repertoire department to become Columbia Records prexy, Livingston succeeded Conkling as head of Cap's a.&r. He held that position until 1955 when he joined NBC.

Vanguard Inks

• Continued from page 3

word sets for Vanguard; one will be an album of readings from his own works, and another will be readings of basic American documents and literature, from the Declaration of Independence to Mark Twain.

Vanguard also signed comic Zero Mostel, and will record an album of Yiddish comedy songs with him. Firm signed one of the younger and highly touted folk singers, a lass named Joan Baez, who created attention in her recent appearances at folk festivals. The firm is also issuing its third album with Charlton Heston. This will feature readings from the New Testament: "The Life of Christ."

Col. Yule Push

• Continued from page 3

ing a Mitch Miller set, a Mathis set and three by Percy Faith. There are also Christmas items in the classical field.

Columbia has also come up with special merchandising aids for dealers for Christmas. They include a three-tier metal Christmas tree that holds six albums, a gift catalog booklet featuring 75 Columbia Masterworks and pop all-time best

a very ambitious enterprise, also presented by Saville, and Tony Hall's Friday show "America's Hot 10," an ingenious compilation restricted to the Decca group's best selling artists according to current U. S. listings.

Jackson, the founder of the modern British deejay technique, and Pete Murray each have three half-hour programs a week at various times and with various titles.

Philips and the affiliated Fontana label now present joint Radio Lux shows. They have six shows—three of which are new—totaling 3¼ hours' air time and using Keith Fordyce, Dave Gell and newcomer Paul Hollingdale as jocks.

Oriole has two weekly quarter-hour presentations, one being devoted to its low-price Embassy line.

Pye teams two jocks, Alan Freeman and Don Moss, for most of its shows. At present the firm has four shows weekly occupying 2¼ hours. These are being increased as the Christmas peak-buyin gseason approaches.

The British disk firms are on the air for 19 hours a week pushing their own wares. The entire impact is designed for Britain, but in fact it is felt over a much wider area—most of Europe, in fact.

IRS Rules

• Continued from page 11

some by direct leased wire, some by tape-player installations at the stores themselves. IRS notes that its communications tax must be paid only when the service is direct from provider to subscriber via leased wires. The tape-player installations do not require the tax, even when the same background music company furnishes and installs the equipment. Similarly, manufacturers who buy spot announcements in the music service are not actually subscribers, so these amounts do not incur the communications tax.

The excise tax allowance on manufacturers' co-op advertising at local level, long a subject of contradictory rulings by IRS, was firmly effected by legislation passed at the close of the 86th Congress. Qualifying factors are: A ceiling of 5 per cent on amounts deductible from the taxable base; excludable co-op tax pertains only to radio, TV or newspaper advertising; the advertising must mention the local retailer, and, finally, must have been initiated locally, rather than by the manufacturer.

Guarantee Sells Recorders

• Continued from page 20

ing many items in addition to tape recorders, the shop definitely pays its own way.

Another important selling point is the fact that Glick's inventory contains 22 brands of tape recorders, ranging thru the best in Japanese and German imports, to top-line American models, and with many at the professional level. There is one example of every machine hooked up ready to go, using stereophonic headsets for demonstration, and any prospect who thinks he likes a machine but is somewhat dubious over the price, is shocked to hear Glick says "take it home and try it out there." The customer signs an order for the machine, leaves a healthy

sellers, an accordion-shaped Christmas gift broadside featuring reproductions of the firm's best-selling albums. There are also gift-wrap envelopes that hold one to three albums, with gift cards on the design. All these items are available to dealers from local Columbia distributors.

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

RECORD MANUFACTURERS

Dunwoody Records
9236 W. Lisbon Avenue
Milwaukee, Wis.

Glee Record Co.
1739 North Lesley Avenue
Indianapolis 18, Ind.

Lauren Records, Inc.
1674 Broadway
Room 508
New York, N. Y.

Luck Records
3112 Market Street
Oakland, Calif.

Pinky Records
11 Rumsey Road
Yonkers, N. Y.

Romeo Records
Lompac, Calif.

Rustone Records
P. O. Box 656
Houma, La.

Sonic Recording Prod., Inc.
27 Ludy Street
Hicksville, L. I., N. Y.

Twilight Records
RD #2
Geneva, Ohio

Wende Recording Co.
2313 Conway Road
Orlando, Fla.

Zam Records
1315 Pacific Avenue
Atlantic City, N. J.

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GERMAN Newsnotes

• Continued from page 6

Southern Germany

Radio Stuttgart's listeners to the domestic Hit Parade voted for Elvis Presley and his hit disk "It's Now or Never." **Lale Andersen** got 21 per cent for her version of "Ein Schiff Wird Kommen," German version of "Never on Sunday." . . . **Gina Dobra**, backed by the ork of **Johannes Fehring**, sings two U. S. hits on Polydor—"My Heart Has a Mind of its Own," German lyrics "So Wie Es Damals War" by **Ralph Maria Siegel**, and "Heart-Ache Weather," German lyrics "Insel Im Mondlicht" by **Nicolas**. . . Two new disks of U. S. standard "Side by Side" are on the German market: **Brenda Lee** on Brunswick, **Pat & Shirley Boone** on London. German publisher of "Side by Side" is "Tautenzien."

"Museum of Sound" is the title of a new feature of the Suedwestfunk at Baden Baden. Disks of the '20's will be broadcast. . . German singer **Dietrich Fischer-Dieskau** tours the States. His concerts are scheduled for New York, Chicago, Los Angeles, and San Francisco. . . The new Leipzig Opera House opened. **David Oistrach** was guest star. . . 52,000 people visited the **Richard Wagner Festival** in Bayreuth. . . Munich's Edition Modern is the German

Northern Germany

sion by the Western Trio on Polydor: "Das Einsame Haus in Waikiki" ("The Lonely House in Waikiki"). . . Same firm is also to release the new **Freddy** songs "Weit Ist Der Weg" ("Far Is the Way") and "La Guitarra Brasileira" from the Divina-Gloria pic "Weit Ist Der Weg."

Teledac will issue an LP by **Rosemary Clooney** and **Perez Prado** entitled "A Touch of To-basco. . . TSD is the abbreviation of the newly established foreign special service of Teledac dealing with the distribution of foreign records normally not listed in the catalogs here. Among them are documentary recordings of important events, special music recordings, folk songs, including interesting recordings of the natives of the Congo, and speeches of prominent politicians from all over the world. Some time ago Electrola had introduced a similar service here.

publisher of U. S. standard "Is It True What They Say About Dixie." Two new records have been issued, one by **Dean Martin**, on Capitol, one by **Bill Haley** on Brunswick. . . There are eight different versions of "Never on Sunday" available in Germany.

BELGIUM Newsnotes

• Continued from page 6

bought for the promotion of these four Valente sides.

The Barclay record "Fabiola" b-w "il Nostro Concerto," produced by **Peter Plum** for the Barclay label and dedicated to the coming wedding of King Bauduin with dona Fabiola from Spain, has been greeted with enthusiasm. Barclay is happy with initial sales. There's a special envelope for this record: One side has a picture of dona Fabiola, on the other side the royal couple.

Another original recording was made by Palette Records. The firm discovered a group of young men named the Cousins and recorded two well known Boy Scout themes, but with a rock and roll sound. The titles: "Kili Watch" b-w "Fuego" The record was launched at a big dance party to which hundreds of teen-agers were invited by a club called the Cousins.

English manager **Reg Owen** and German piano virtuoso **Peter Kreu-**

der, both working for the Palette label, met in Brussels. Reg and Peter made a record together: "Hungarian Rhapsody" b-w Liszt's "Liebestraum," played and arranged in a modern vein.

British Indies

• Continued from page 9

co-operation with many existing trade bodies. It headed its list with the Gramophone Record Retailers' Association, the dealers' own body, now in its second year. Others named included the Music Trades' Association (a rival in some respects of the GRR), British Phonographic Industry, B I E M, Mechanical Copyright Protection Society, Musicians' Union, Equity and Performing Rights Society.

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Update Jazz

• Continued from page 9

most double the original volume in additional material, with the old material brought up to date, and which incorporates much information published from the 1955 edition to now. The new edition contains 2,000 biographies and close to 200 photographs. There are articles on jazz history, key jazzmen, jazz techniques, jazz on records, booking organizations, bibliography, etc. The new edition, which totals over 500 pages, sells for \$15, and will be available in stores in November. Like the man says: "There is no other like it," and it's a hard book for anyone in the record or music business to do without. Record dealers may find that they can move many copies of this compendium to their jazz customers, and as Christmas presents.

"The New Encyclopedia of Jazz," by **Leonard Feather**. The Horizon Press, New York, N. Y., 1960. 528 pp. \$15.

Bob Rolontz.

FOLK TALENT & TUNES

By BILL SACHS

• Continued from page 41

Kind of Love She Gave Me," in his new album.

Jockeys who do not have Johnny Horton's new album, "Johnny Horton Makes History," or his new single, "North to Alaska," may obtain copies by writing to Johnny's manager, Tillman Franks, 604 Commercial Building, Shreveport, La. . . . Pete Wasliko is being heard over five Pennsylvania stations of the Allegheny Mountain Network with his taped country shows. Pete requests that deejay samples be sent to him at 924 Good Street, Houtzdale, Pa. . . . J. Hal Smith, of Curtis Artists Productions, 119 Two Mile Pike, Goodlettsville, Tenn., has available deejay samples of Billy Walker's "Gotta Find a Way," Ray Price's "I Can't Run Away From Myself" and Ray Sanders' "Little Bitty Tear." Drop him a line on your station's letterhead.

Gary Williams is spinning the platters at KPEG, Spokane, his home town. He promises a fair share of spins on all late releases received. KPEG, he says, is the only all-c.&w. station in the area. . . . Dean Sharpless, country-gospel deejay at WPHB, Philipsburg, Pa., requests that sample disks be mailed directly to his home as there is frequent delay in going thru channels at the station. His address is simply Sandy Ridge, Pa. . . . Ralph Bristol has transferred his platter-spinning activity to KBET, Reno, Nev., where he offers three hours of country music, seven nights a week. KBET, says Ralph, covers all of Western Nevada and much of California.

Jack Guinn, who spins two hours of c.&w. music daily on WABL, Arlington, Va., is mapping plans to book country talent in the Washington area. . . . Rev. G. M. Farley, former c.&w. artist, has recorded an album of country gospel songs with the Foggy River Boys for Rural Rhythm Records. Deejays who spin gospel tunes are urged to direct their request for a sample copy to Uncle Jim, Rural Rhythm Records, P. O. Box 521, Arcadia, Calif. . . . Clyde Beavers, of WBRO, Waynesboro, Ga., has a new release on the Dollie label titled "Here I Am, Drunk Again," which he'll be pleased to send to jocks who'll write him at the station.

Old (Slats) Jackson, last of the Sprattleax Boys, pencils in to say that he's still doing his part to help keep the country music fires burning at Station WMVG, Mill-Edgeville, Ga. Jackson asks that the artists and diskeries keep him in mind when sending out sample releases. . . . Pop Jenkins, former c.&w. jockey at WOHO, Toledo, has come out of semi-retirement to take over emcee chores of the new "Comedy Carousel" show on KCBD-TV, Lubbock, Tex. . . . "We are a new station and badly

in need of wax," scribbles Charles Dennis, program director at WPEH, Louisville, Ga. . . . Dona Lee (Hudson), appearing on TV in Orlando, Fla., penned both sides of her new Cool label release, "Poor Little Joe" b.w. "Lazyville." Jocks may obtain a copy by writing to Dona Lee at 1844 Albert Lee Parkway, Winter Park, Fla.

Melvin Rogers, who manned the turntables at WLSB, Copperhill, Tenn., the past year, has shifted to WBRO, Waynesboro, Ga., where he is spinning four hours of c.&w. and pop each day. "Clyde Beavers has a new record on the Dollie label, 'Here I Am, Drunk Again,' which is taking off big in the Georgia country," Rogers writes. "If some of the fellows don't have it yet, will be pleased to have a copy mailed to them." . . . Uncle Bob Hardy, program director at WITE, Brazil, Ind., has inaugurated a format calling for 10 hours of c.&w. programming a week, with a strong possibility that the station may go c.&w. exclusively. "I would appreciate c.&w. people keeping me supplied with promotional copies of their latest releases," Hardy writes. "I also urgently need past releases to build up a backlog library."

Bill Blough typewrites from Aurora, Ill., that Station WKKD, that city, finally signed on the air September 21 after a countless number of delays. "We received many phone calls," writes Blough, "saying they liked the country music part of our day. Many said they never had a chance to like country music as they heard so little of it in the area. We plan to change that from here on in. So far I haven't received any releases from RCA Victor. Johnny Cash is a big favorite hereabout, and one of the best of the recent releases is Red Sovine's Starday waxing of "One Is a Lonely Number." . . . Jocks who missed service on Floyd Tillman's "It Just Tears Me Up" and Ray Sanders' "A World So Full of Love," both on Liberty, can get their copies by writing to Slick Norris at Highlands, Tex. Same holds good for two other recent Liberty releases, Warren Smith's "I don't Believe I'll Fall in Love Today," and Bob Wills and Tommy Duncan's "Heart-to-Heart Talk."

Lou Epstein, manager of Jimmie Skinner's Music Center, Cincinnati, has available deejay samples on Skinner's latest Mercury releases, including "Reason to Live," and Connie Hall's new Decca platter, "Poison in Your Hand." He'll mail them out to any deejay who'll write in on his station's letterhead. . . . Ted Daigle, c.&w. platter whirler at CJLX, Fort William, Ont., writes that one of the biggest c.&w. records in his area is the new George Hamilton IV release, "Before This Day Ends." Also showing signs of becoming big things, Ted typewrites, are "Cave In," by Warren Smith, and "Heart-to-Heart Talk," by Bob Wills. Daigle's new Rodeo International platter was released recently in Canada.

"For 14 years we have been programming country and western music on a moderate scale," writes Bob Jennings, of WWSC, Glens Falls, N. Y. "Recently we went to a three-hour schedule of c.&w. music, six days a week, and it has been a great success. I have been affiliated with this station seven years and have battled tooth and nail for more country and western

music time, and at last it has happened. There is just one problem now — not enough records." . . . Jimmy Dallas' first release for the Decca label couples "My Kind of Love" with "Hurtin' in My Heart." Deejays may obtain copies by writing to Bee-Gee Music, 616 Exchange Building, Nashville, Tenn., or 193014 E. 39th Terrace, Independence, Mo.

Mack Sanders has dropped his four-hour popular music seg on KSIR, Wichita, Kan., and is now devoting his full time to c.&w. music. Sanders' outlet in Omaha, KOOO, headed by Lee Nichols, general manager, went full-time c.&w. sometime ago. . . . Deejay copies of Skeets McDonald's new Columbia release, "This Old Heart," are available by writing to Ray Mac Enterprises, 110 South Illinois, Anaheim, Calif. . . . KCVR, AM and FM, Lodi, Calif., recently made its bow as a new country and western station serving the Central Valley of California. KCVR was recently purchased by Radio KEEN, San Jose, Calif., which serves the San Francisco Bay area. "We have experienced a tremendous amount of enthusiasm over our new c.&w. format," writes Johnny Gunn, KCVR program director, "and the Top 30 listing in The Billboard has to accept part of the blame for this."

"I don't know whether other jocks have filed similar complaints," typewrites Bill Mack, of Station KDAV, Lubbock, Tex., "but some of the disks we are receiving lately seem to be made of sandpaper and gravel. The record companies should take note of the fact that some of their really great artists and tunes are being given the unfair treatment due to the fact that after the disks are given a few spins the surface begins to wear. We try to get new copies from dealers or distributors whenever a hot tune begins to show wear. However, if the companies would do something about the problem before the platters are shipped out, they would be doing themselves, their artists and all concerned greater justice. Let me add praise to all the major labels and most of the indies for a great quality disk. I can think of only four or five labels who need to improve their surface, but within this small group are some of the biggest current hits."

Gene Norell typewrites that his "Saturday Night Country Music Jamboree," aired 7 p.m. to midnight, is the most-listened-to of any of the nighttime shows on WRIG, Wausau, Wis., now operating on a full-time basis. Norell meanwhile continues with his regular daily deejay segs on the station. . . . The big sellers in the Riverside, N. J., sector, according to Jimmy Bolton, of "D" Records Distributor, that city, are "Firewater Luke," by Eddie Noack on "D"; "Alabama," by Cowboy Copas on Starday; "The Blues Said Hello," by Bobby Barnett on Razorback; "The Long Walk," by Bill Leatherwood, and "Teardrops Fall Again," by Richard Morris, both on Country Jubilee, and "Cold, Gray Dawn," by Pete Pike on Rebel. Bolton promises to send samples to deejays and record stores who use country records. His address is 425 Filmore, Riverside, N. J.

Kangaroo Records, 7902 Dewey Avenue, San Gabriel, Calif., is mailing out samples on Larry and Dixie Davis' new release, "Mental Cruelty" b.w. "So Long to Heartaches." Drop them a line on your station's stationery. . . . Joe Edwards, former guitarist with Martha Carson on "Grand Ole Opry," has just had his initial release, a country guitar instrumental, on his own label, Grand Records, which he

formed the past summer. He has sample copies for deejays who will drop him a line to Grand Records, Stanford, Ind. . . . Billy Hayes has deejay samples on his new novelty waxing, "The Black - and - White Pigeon With the Eight Red Toes." Write to him care Dawn Music, 1416 Brooklyn Avenue, Brooklyn 10, N. Y.

Boyd Records, 1408 N. W. 28th Street, Oklahoma City, invites deejays to write in for sample copies of Mel Tillis' "Twenty Cigaretts" and Billy Guitar's "It Hurts So Much (To See You Go)". . . . Dean and Bob McNett, who spin the country wax at WLYC, Williamsport, Pa., in addition to operating a country park nearby, request that late c.&w. platter releases be sent their way. . . . Ernie Kerns, who formerly clowned with the Cristiani Bros.' Circus, is spinning the country wax at WOCH, North Vernon, Ind. He had as recent visitors Loretta Lynn and her hubby - manager, Mooney Lynn, who were in the area plugging Loretta's new Zero waxing, "Heartaches Meet Mr. Blues." Kerns has been doubling on fair dates in Indiana, Illinois and Kentucky during the summer, and also has made appearances in the same sector with the O'Leary Bros.' All-Irish Circus.

Herb Sims is back spinning the c.&w. wax at KPOK, 5,000-watter at Scottsdale, Ariz., after completing an extended trip to promote his waxing of "Every Once in Awhile" b.w. "Lonely One." Herb says he's in need of c.&w. and blue-grass disks. . . . Gene Norell, who spins five hours of country music, 7 p.m. to midnight each Saturday over WRIG, Wausau, Wis., is anxious to receive taped station breaks and promos from artists or other deejays. Gene is in the sixth month with his Saturday night show.

Chuck Martin, of KPBM, Carlsbad, N. M., writes: "I've been here five months and in that period have found there is a great following for c.&w. music. I play an hour of c.&w. music, 11 a.m.-12 noon, Monday thru Friday, and an hour on Saturday. The mail pull is tremendous, but all too frequently the listeners ask for songs which they heard on "Grand Ole Opry," the "Hayride" or "Big D Jamboree," and I have to substitute. We are a relatively small station, and the budget is likewise small. Our problem is a lack of records. Starday has been real generous, as has Hickory, but the majors never send us any. Any help you can give to help us get more records will be appreciated." . . . Deejay copies of "Cruel Love," as waxed by Lou Smith for KRCO Records, are available by writing to Ken Ritter, KRCO Records, 4965 Bruce Drive, Beaumont, Tex. The free deal also includes a glossy photo of Smith.

Roulette Buys Novelty Master

HOLLYWOOD — Roulette Records has purchased an MK Records master, "Report to the Nation," a political novelty which has been making some noise on the West Coast.

Altho purchased by Roulette, the disk will remain on the MK label. The record, written by Bob Krasnow, satirizes the presidential campaign, with a news team, Winkly and Nutly, asking each candidate questions.

The purchase was made by Roulette's executive veepee Joe Kolsky, who commented tongue-in-cheek: "Since each side of the record presents an interview with one candidate only, it is expected that all deejays will have to play both sides in order to comply with the 'equal time law'."

Rendezvous Disks To Debut Two New Devotional Albums

HOLLYWOOD — Rendezvous Records is moving into the religious disk field with the release of two devotional packages. The Rod Pierce label will issue "The Revelations," a double-LP de luxe package treating the complete Revelations of St. John the Divine, narrated by the Monta-Gue.

Second album, "Who Wrote the Bible," features the Jubilee Stars handling vocals and narration. The songs are presented with readings from the scriptures by Nathaniel Montague. Double-disk package will list at \$5.98, and the latter will be priced at \$3.98.

Newhart LP Due; Comic's Tour Set

CHICAGO — Bob Newhart's second album, "The Button-Down Mind of Newhart Strikes Back," will be released on the Warner Bros. label within the next two to three weeks. The comic's first album has been at or near the top of the mono LP charts for 21 weeks.

Newhart meanwhile is embarking on a combination personal appearance - television tour thruout the country. He'll appear next week at Los Angeles' Crescendo Club for five weeks, followed by Houston's Tideland for three weeks, returning to Chicago's Mister Kelly's December 12 for the holiday season.

Mills Sets Push For British Hit

NEW YORK — Mills Music is preparing a big American push for one of their current British hits. Tune is "How About That," which has reached the number three position of the English chart in a version by Adam Faith.

Plans include an extensive promotion on sheet music and a push for the release of the Faith record here thru M-G-M.

Other Mills activities include the company's contractual agreement with Mozart Allan, prominent Scottish publisher. The Allan catalog includes a wide assortment of music for bagpipes and Scottish songs and airs.

Bergman Heads

• Continued from page 14

ments comes in the wake of the recent departure from the firm of three field men, Cy Kertman on the West Coast, Sam Cerami in the Midwest and Leland Rogers in the South. Irv Trencher will continue operating as a local contact man out of the home office here.

Meanwhile, a rumor that a.&r. chief Sonny Lester would shortly leave the fold was stoutly discounted by Lester. In denying the report, Lester declared: "Rank and I are 100 per cent in accord on policy. I have never had a contract and now we are negotiating for a contract. The negotiations are being carried on by my manager, Mike Stewart. As far as I am concerned, the company is happy with my work, which has resulted in 24 records on the charts since I came here. The people are all in Europe now and there won't be any final developments until they come back in two weeks."

It was believed possible that Lester would operate in the future as an indie producer for Rank and would continue cutting all the Jack Scott disks, as well as material by other artists. Lester, meanwhile, has cut a new record with the Four Lads, which will be released on Kapp. The group recently ankled Columbia. Lester and the Lads share the personal management talents of Mike Stewart.

In Billboard
Stripe #829

"Delia"

featuring
Dobie Gray

ardco

Alfred Records
Distributing Co.
1841 N. La. Palmer Ave.
Hollywood 28, Calif.

Dion, Belmonts Part Company

NEW YORK — Dion and the Belmonts, as a group, have ankle one another's scene. Bob Schwartz, president of Laurie Records, has announced that Dion will record as a single for the label; while the trio will continue on the label as a separate act.

New manager for Dion will be Sal Bonafede; while the Belmonts, as a separate entity, will continue to retain Manny Greenfield as personal manager.

In the two years that the boys recorded together they racked up a number of hits, among them: "I Wonder Why," "Teenager in Love," and "Where or When."

Dion is in the process of putting together a night club act as are the Belmont group. Dion's first single is "Lonely Teenager," and "Little Miss Blue," and an album is on the docket. When the third member of the Belmont's is discharged from the U. S. Navy, the group will begin single and album work.

New Label Makes Bow

NEW YORK—Valmor Records, a new pop label, will put out its first release this week. The company is under the a.&r. direction of Jody Cameron, who was music librarian for radio Station WMGM in this city for the last three years. Firm will officially work out of Toronto, Canada, as Countess International and will eventually be an international operation with outlets in world markets.

First release by the company is "Please Love Me Forever," by Cathy Jean and the Roommates. The firm, which has some Wall Street backing, plans to add an album line, but not until after the first of the year.

Strand Names Pastner Mgr.

NEW YORK — Sidney Pastner has been named general manager of Strand Records. The announcement coincides with another stating that Marvin Holtzman, a.&r. director, and Harry Maselow, general manager, have resigned.

Strand is a subsidiary of Consolidated Frybrook Industries, Ltd. Jack Kent Cooke, head of consolidated, is understood to be throwing the weight of the parent company behind Strand in an effort to increase the stature of the label.

Meanwhile, the new affiliations of Holtzman and Maselow are expected to be announced shortly.

'Book of Mormon' Album in Works

HOLLYWOOD — What may well be the largest single album ever produced will be manufactured by the Allied pressing plant here. Album will contain 50 seven-inch records, recorded at 16 2/3 r.p.m. Hundred sides will be devoted to the 522-page "Book of Mormon." Album is being pressed for Salt Lake City's Columbia research group. Deal was concluded by Walt Heebner on behalf of Allied, with Dr. Gary Weaver representing Columbia research group.

Records will be made available in two forms: standard hole and the large, i.e., 45 rpm center hole. Album consists of the 50 disks in hinged sleeves bound into a single deluxe box. Package will list at \$49.95.

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RESULTS GOOD ON FM STEREO SYSTEM TESTS

WASHINGTON — The future of FM-stereo broadcasting looked rosy last week, as good results were reported on all five stereo systems tested in field trials at Uniontown, Pa., in July. In a report to an NAB fall conference in Atlanta engineer A. Prose Walker said the Federal Communications Commission would be able to adopt standards based on any one of the system, or a composite of several—or it could choose a "dark horse" entry not among those tested by the special National Stereophonic Radio Committee.

The tests established the fact that good stereo and compatible monophonic sound could be produced on a number of systems. Walker told the National Association of Broadcasters Conference that the future of FM stereo depends not only on the equipment and standards which the FCC is expected to authorize early next year, but also on the best use and promotion of stereo by FM broadcasters.

Systems tested, which vary in complexity and cost of transmitting and receiving equipment, are known as Crosby, Calbest, Halstead, Percival, General Electric and Zenith.

'Roy' Harlow Passes at 75

NEW YORK — Ralph LeRoy "Roy" Harlow, vice-president of BMI and a showbusiness and radio pioneer, died Friday (7) in the Framingham Union Hospital, Framingham, Mass.

Harlow, who was born in 1885, worked as an actor and singer during his youth, and for a time was associated with the Raymond Hitchcock troupe. He later organized a booking agency, Knickerbocker Attractions.

In 1926 he was named vice-president and manager of the Yankee Network, Inc., and served in a similar capacity for the Colonial Network, Inc., and Yankee Network News, Inc.

Harlow joined BMI in 1943 as a director of station relations and was named vice-president of station services in 1950. He is survived by his widow, Elizabeth Crowder Harlow, and two daughters.

Rank Signs FTC Consent

WASHINGTON — Rank Records and Malverne Distributors, Inc., of New York, and the Joseph M. Zamoiski Company, of Baltimore, have signed consent orders of the Federal Trade Commission, promising not to push air play of their record wares by payola. Consent agreements do not constitute acknowledgement of guilt. FTC payola complaints against the firms say the undercover bribery of radio and TV personnel deceives the public and is an unfair business practice.

Col. Ups Corcoran

NEW YORK — Bob Corcoran has been named manager of popular publicity for Columbia Records Information Services Department. He will be responsible for a.&r. publicity for both Columbia and Epic Records. Corcoran will report to Peter Fremd, director of Columbia's Information Services Department.

Reviews and Ratings of New Albums

Continued from page 33

★★★

GOOD SALES POTENTIAL

the Senate payola inquiry, Custer's last stand. Sketches range from funny to tedious but the boys work well together and in view of present market conditions this can easily generate sales in sick humor areas.

POPULAR ★★★

★★★ THE SECRET SEVEN

Raymond Scott, Top Rank RM 335 — sically unusual. The 12-tracker has many dynamic and melodic twists and turns between the instruments: Organ, piano, vibes, trumpet, tenor sax, drums, harmonica, guitar and bass. Music as a whole, has an over-all jazz quality and much of the writing, while being cute, is also hip. Can have dual market appeal.

★★★ RUTH OLAY IN PERSON

United Artists UAL 3115 — This captures the feeling of a live performance, having been recorded at Mister Kelly's Chicago boite. Miss Olay is a seasoned An expedition has been organized and led by Raymond Scott to the land of the mupformer, with an individual style. Her choice of standards is extremely interesting, for they include such diverse material as "Solitude," "Sister Kate," "Hong Kong Blues" and "When a Woman Loves a Man."

★★★ GOLDEN ENCORES

Various Artists, Cadence CLP 3043 — There are "Golden Encores" here as the title implies, but the set also includes cover records of hits by other than Cadence artists. The big ones include the Chordettes' "Mister Sandman," Julius La Rosa's "Three Coins in the Fountain," Archie Bleyer's "Hernando's Hideaway," and "The Naughty Lady of Shady Lane," and Andy Williams' "Canadian Sunset," and "Walk

Hand in Hand." There are also good sides, tho not big hits, by Alfred Drake, Marion Marlowe, Genevieve, and Stephen Doubllass

★★★ SPOOK ALONG WITH ZACHERLY

Elektra EKL 190 — Zacherly, the spook spokesman, has compiled a fine album here of comedy songs based on monsters, goblins, ghosts and ghouls. His singing has the proper somber quality and the arrangements are tastefully done. Some of the best tracks are: "Coolest Little Monster," "Ring-A-Ding Orangutang," "Ghoul View" and "Wicked Thought."

POLKA ★★★

★★★ WE LIKE POLKA MUSIC

Ted Maksymowicz, Top Rank RM 342— An excellent set of polkas here, with a waltz and schottische thrown in for good measure. Old favorites "Beer Barrel," "Hoop Dee Doo" and "Lichtensteiner," are teamed with polkas made from "Double Eagle" and "Colonel Bogey," both marches. Packaging of old and new, and slick playing could make this sell in polka areas.

SPECIALTY ★★★

SPECIALTY THREE STAR

★★★ B. B. DARCH RAGTIME PIANO — United Artists UAS 6120 (Stereo & Monaural)—A Burl Ives presentation, this set of 12 ragtime compositions is brightly played by pianist Bob Darch. Darch resurrects the famous "Maple Leaf Rag," "Alexander's Ragtime Band," "Georgia Camp Meeting," "Da-Da Strain," "Creole Belles" and "Dill Pickles Rag" in fine style.

★★★

MODERATE SALES POTENTIAL

LOW-PRICED POPULAR ★★

★★ HOLIDAY IN STRINGS

The Golden Strings Ork, Golden Tone C 4056—A package of standards, done instrumentally. Subtitle indicates the music is intended to capture moods from around the world. Thus, the material includes "April in Portugal," "Chicago," "La Cucaracha," etc.

★★ MUSIC FOR THE COCKTAIL HOUR

Page Cavanaugh, Craftsmen C 8037—The piano man and group perform with a vocal quartet in offering nine listenable sides. "Nobody's Sweetheart," "My Ideal" and "Cuckoo in the Clock" are samples. Some danceable material, too, but the accent is on providing a pleasant background sound.

★★ PARIS IN RHYTHM

Jean Michel Riff and his Ork and Chorus, Perfect PL 12034—Title is a bit misleading here since the tunes are not all Parisian, altho the band is. The Jean-Michel Riff crew handles the selections in nice fashion. They include "Mack the Knife," "Down by the Riverside" and "Broken-hearted Melody."

★★ ON THE TOWN WITH THE SPORTSMEN

Craftsmen C 8042—The Sportsmen turn in good, solid readings of a flock of standards on this new release. The boys, well known from the Jack Benny Show, sing "I Don't Stand a Ghost of a Chance," "Solitude," "Mood Indigo" and "Don't Worry About Me," showing off their warm blend. The picture of Benny with the group on the cover should help the set get attention.

★★ KIRBY STONE FOUR

Golden Tone C 4064—The novelty approach of the Kirby Stone Four to most pop songs has gained them a following among those who enjoy this light-hearted manner. It's very much in evidence in these older recordings as the group renders such as "They All Laughed," "How Deep is the Ocean," "Alexander's Ragtime Band" and "A Foggy Day."

★★ AMERICAN BEAUTY WALTZES

The John Carlton Strings, Craftsmen C 8051—Waltzes of long standing renown are attractively rendered by the John Carlton Strings in arrangements which make them mood music items as well as dancing fare. The roster contains "Fascination," "Merry Widow Waltz," "The Most Beautiful Girl in the World" and "Over the Waves."

CLASSICAL ★★

★★ ROSSINI: HIS STORY AND HIS MUSIC

Narrated by Arthur Hanes, Vox MM 3650 — This is the newest in Vox's lengthy Music Masters series, narrating the lives of great composers and playing selections from their works. The script for the Rossini bio is written well-enough, but there is little connection between the story told and the selections interspersing the narration, which better planning could have arranged. Nevertheless, the disk does offer an introduction to this composer's life and compositions which will be of some interest.

★★ GYPSY MAGIC

Orchestra of the Hungarian State Folk Ensemble, Vox VX 26.190 — Gypsy theme material from the works of both Brahms and Liszt are offered in this program of dance songs. Also included are several gypsy traditional items. The ensemble, recorded in France, plays with considerable zest. Good cover of folk dancers in action.

SPECIALTY ★★

★★ THE SONGS OF SHAKESPEARE

Christopher Casson, Spoken Word SW 159—Accompanied by lute, Christopher Casson sings 33 songs from 14 plays by Shakespeare. The same label has produced excellent recordings of the plays themselves, so this makes a good accompanying disk. Casson has a small but pleasant voice, and the songs seem idiomatically performed. Limited interest but could get a play at stores near schools and colleges.

LOW-PRICED JAZZ ★★

★★ EARL (FATHA) HINES SWINGIN' AND SINGIN'

Craftsmen C 8041 — A slightly disappointing set of sides from one of jazz' finest pianists, Earl Hines. Interwoven on the tracks here is a somewhat ragged big-little band, and three other tracks are devoted to Hines' lukewarm singing. His piano playing, however, remains expert. It's too bad more space wasn't allowed for it.

LOW-PRICED BAND ★★

★★ STARS AND STRIPES FOREVER — The Harmony Military Band, Harmony HL 7276—A lot of this material is around;

nevertheless these are good sides, in the stirring tradition of military music. Included are "Stars and Stripes Forever," "Colonel Bogey," "Washington Post," etc.

LOW-PRICE LATIN AMERICAN ★★

★★ LATIN CARNIVAL — Al Stephano and his Trio, Golden Tone C 4058—Al Stephano and his trio come thru with attractive readings of familiar Latin tunes on this new release. The songs range from "La Cucaracha" to "Green Eyes," and they are handled skillfully by the combo.

★★ BONGC CHA CHA

Jack Costanzo, Golden Tone C 4061— Here's a clean, crisp, brassy exposition of that favorite of the Latin rhythms, the cha cha. There's a lot of the blaring trumpet and trombone sound here along with some neat percussion effects. Eight offerings are all of an authentic nature and rack men can probably pick up some sales with the set.

INTERNATIONAL ★★

★★ THE ICELANDIC SINGERS

Monitor MP 585—An excellent 36-voice male chorus, the Icelandic Singers, perform several songs of Scandinavian origin plus a group of familiar choral renderings, such as "Stouthearted Men," "Beautiful Dreamer" and the "Soldier's Chorus" from "Faust." Four of their selections are in English. Strongest display value will be in Scandinavian communities and localities where the chorus appeared during its U. S. tour.

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TEXAS STATE FAIR MATCHES '59 DAILY PACE ALTHO TOTAL LAGS

'Flower Drum Song' Gets Away Big; 'Capades,' Free Shows Solid Click

DALLAS—The State Fair of Texas in the first five days of its 6-day Diamond Jubilee run trailed slightly behind over-all attendance thru the same day last year, but daily attendance was running about the same as for the same days in 1959.

The seeming discrepancy results from the fact the 1959 fair opened on a Friday afternoon with a football game which gave last year's exposition 78,509 for that day. The 1960 fair opened on Saturday morning as is customary and last year's Friday attendance makes the difference by which the current expo trails.

Attendance this year thru Wednesday (12) totals 729,418, as against 801,042 thru the same day last year. First three days were down slightly, a matter of a few thousand each day, from last year, but Tuesday (11) and Wednesday (12) picked up and topped corresponding 1959 days easily.

Daily figures for this year with '59 comparisons in brackets were: Friday (7), not open, (78,509); Saturday (8), 214,832 (219,643); Sunday (9), 184,894 (399,726); Monday (10), 59,879 (60,962); Tuesday (11), 99,120 (88,437); Wednesday (12), 170,693 (166,751).

Rain Scores

Fair management had a real scare Friday afternoon (7) when a low pressure area dumped heavy showers on the fairgrounds and the weather outlook for the opening day looked decidedly ominous. Fortunately, the Cotton Bowl gridiron had been covered the day before just to be on the safe side. The wet stuff blew away overnight and the opening Saturday dawned bright and clear, with weather pleasantly on the mild side. Subsequent days during the first week have been partly cloudy and mild.

A capacity football crowd of 75,504 in the Cotton Bowl watched

Texas drub Oklahoma by a decisive 24-0 for the third straight licking the Longhorns have handed the Sooners, indicating strongly that the Oklahoma era in this particular ball game, at least, has ended for a while.

Sunday, a crowd of some 21,000 attended a professional game in the Bowl between The Dallas Texans of the new American Football League and the Oakland Raiders.

The fair's two top theatrical attractions, "Flower Drum Song" and "Ice Capades," both were going great. "Drum Song" got away to a good start and was picking up right along, doing rush box-office business even on what would normally be considered light days. Indications were the Rodgers and Hammerstein musical may be headed for one of the better box-office scores that State Fair shows have racked up. "Ice Capades" is always popular at the Fair and again was doing fine.

Honor Rodgers

Richard Rodgers, "Flower Drum Song" composer, was on hand for the opening of the show to receive the Texas Music Festival award in the Cotton Bowl Tuesday night (11).

The fair presented its first free "Shower of Stars" attraction in the Cotton Bowl Monday night (10), starring Nelson Eddy with Gale Sherwood. The Eddy-Sherwood act was acclaimed to be one of the finest to play the fair in many a year and was soundly well received.

This Monday was called "Jubilee

Day" and honored people who attended one of the first five Dallas Fairs, 1886-1890. Folks 65 years of age and older were admitted to the fair free on this day. A luncheon in the Women's Building honored people who attended the first State Fair in 1886 and some 100 of the oldsters showed up for it.

For the Cotton Bowl show Monday (10), Art Briese of Thearle-Duffield fireworks tried something new that was quite effective. The Cotton Bowl is a double-decked stadium and Briese set up his set-pieces for the fireworks that followed the Eddy show on the upper deck of the bowl across from the audience seating. This put the fireworks some 100 feet above the playing field and made them visible from the Midway. Effect was sensational and Briese will have five fireworks displays during the course of the fair.

The beauty of the fairgrounds as dolled up for the fair's 75th anniversary Diamond Jubilee is one of the most notable features at Dallas this year. Fountains and theatrical lighting effects on the fairgrounds lagoon, which has been dubbed the "Diamond Lagoon," are particularly effective. Exteriors of museum buildings around the lagoon are also specially lighted with good effect.

Fair is giving away eight diamond rings, one each Monday, Tuesday, Wednesday and Thursday of the fair, in honor of the Diamond Jubilee. Rings are donated

(Continued on page 50)

Raleigh Cashes in On Paved Grounds

150,000 at Opener, 50,000 at Preview As Weather Indicates Record Turnout

RALEIGH, N. C. — It was a joyous week for Raleigh as the big North Carolina State Fair opened. There was rain the week prior to the fair and a huge 50,000 preview crowd on Sunday (9) but there was no mud—none of the sloppy red gumbo that has been ruinous during many previous years.

Tuesday's opening-day crowd of 150,000 persons filled every nook and cranny of the grounds, but for a welcome change they kept off the grass. Reason: the grounds are paved this year.

At a cost of \$75,000, more than eight and a-half miles of macadam were applied to the streets and walkways. And the long midway horseshoe was likewise paved. In 1959 an extensive landscaping job was done with thousands of trees and shrubs being planted. Thanks to the paved walks they will grow, and grassy lawns will be developed.

Dr. J. S. (Doc) Dorton, manager, was satisfied but not complacent. He had a new two-way radio set-up linking his office, that of assistant manager R. W. Shoffner, a Jeep, and the sheriff's fairgrounds office. He had a conservative entertainment program which cut out big-name acts. He also

had gravel on the parking lot surfaces.

Sightseers Not Admitted

In all, everything was readied with more ease than ever before, thanks to the hard-surfaced fairgrounds. The word had gotten around and Sunday's big crowd impelled Dorton to order the gates closed to sightseers on Monday, "so we can get some work done around here."

There was every reason to anticipate a record attendance. On opening day of the five-day date, biggest in the U. S. for its running length, 11,000 cars had been parked in official lots by 5 p.m. And roads were choked for miles around. Friday was to be children's day. Harry Truman and other national political figures were to visit during the week.

In addition to the James E. Strates Shows midway, Dorton had an RCA-approved rodeo in the Coliseum every night, with Dittman Mitchell as producer and Foy Reynolds, of Bonifay, Fla., as stock provider. Grandstand revue was a GAC-Hamid show. Kochman stunters were booked for Wednesday and Sam Nunis big-car racing on closing day. Also set were nightly fireworks by Tony Vitale.

\$1.65 GATE IS HIGHEST

NEW YORK — The Billboard last week stated that, with \$1.50 front gate charge, the Great Danbury Fair has "one of the highest prices in the nation." This is incorrect. Danbury's admission is \$1.65 and there is no question about it being the highest. But general manager John Leahy sweetens the expense by including a host of free attractions: Parking, parades, grandstand shows, Dutch village, playground, Western section, band concerts and a beautifully decorated grounds.

Alabama State Fair Victor Against Rain

BIRMINGHAM, Ala. — The Alabama State Fair wound up a six-day run here Saturday (8) in a good position despite rain on three of the days.

Attendance was no greater than last year, in fact it was about the same. The tight \$1 gate, tightened further this year to include attraction and carnival people, helped to bring in more money and the fair wound up on the right side of the ledger.

While no big rain fell on the three days, one night grandstand show was washed out. Last year the fair lost almost a complete day to a heavy rainstorm.

Fair officials attributed the addition of television names to the Barnes-Carruthers night grandstand show as one reason for bringing people thru the outside gates. Also the names garnered much publicity for the fair.

The big Redstone Arsenal display again clicked and was the focal point of the event.

Al Sweeney's National Speedways ran two auto races, one on Friday (7) to a poor house but had a good crowd out for the next afternoon's program.

Olson Shows reported its rides and shows ended up ahead of last year's total.

TULSA FAIR SHATTERS RECORDS WITH 688,757

TULSA—The 1960 edition of the Tulsa State Fair was the biggest in many respects.

With ideal weather for the seven days ending Friday (7), all past attendance records were shattered with a new all-time high of 688,757 patrons. This surpassed the previous high of 610,629 set in 1958 and eclipsed last year's 563,418 which was chalked up during a rainy run.

Attractions all over the grounds had one of their most successful runs, Clarence Lester, general manager, reported. Ice Capades, in for 10 performances in the Pavilion, ended up approximately 5 per cent ahead of last year. The grandstand, which had the Swenson Thrillcade, auto races, destruction derbies and motorcycle races, did a whopping business, ending up at least 40 per cent ahead of '59 when rain cut patronage.

On the midway the William T. Collins' Shows left for its Minneapolis winter quarters with a whopping gross, one that surpassed its '59 figures by some \$23,000 to \$25,000 on rides and shows. And Bell Amusement Park, the permanent fun zone here, was sharply ahead of last year, including some record days during the run.

Danville Fair Up 45% Over Prior Season

Paid Total Hits 48,785; Weather Spares Most Week

DANVILLE, Va. — A 45 per cent increase in paid admissions was achieved by this season's Danville Fair, despite a week-long threat of rain which culminated in sprinkles during part of closing day, Saturday (8). To the relief of officials and midway people, however, the three other rainfalls occurred after midnight during the week.

Paid admissions were 48,785, up sharply from last year when a rain-drenched week sliced the total to about 33,000. A sixth night was added, the opening being on Monday (3). Only 922 persons paid their way but everything went as scheduled and this added day will be kept next year, and heavily promoted.

C. C. Finch, fair manager, said premiums paid out exceeded \$9,000 this time. This was greater than in previous years and was due in part to a far bigger number of entries.

On the midway the James E. Strates Shows rolled up a pretty fair week considering the weather. Finch said it will return in 1961.

Poultry Show Eliminated

Danville this year eliminated its poultry department. The Finches said this had been dominated over the years by a small number of specialists, to the exclusion of other entrants. The building previously used for poultry was given over to floral and arts displays.

Outstanding impression was made this year by a new fish and game show which the Finches created in their stock sale building. This structure had usually lain dormant during fair week but they filled the depressed cattle arena with water and foliage, then stocked it with ducks and game fish. Animal and poultry cages were also used. Agricultural entries included an 187-pound pumpkin.

Also impressive is the street lighting. Danville uses many strings of incandescent bulbs over its walkways, but instead of being bare each bulb is shielded by a red lampshade, creating an almost

(Continued on page 50)

Laurel, Miss., Fair Okay Despite Rain

LAUREL, Miss. — The South Mississippi Fair wound up its run here okay despite rain on two of its days. On Tuesday of the run, white school kids' day, a new attendance mark was set.

Al Kunz's Heth Shows racked up big business on the fun zone which was crammed with over 30 rides plus the backend.

For the first time in four years acts were presented in the grandstand and on a free basis. Booked in by George Flint, of Barnes-Carruthers Theatrical Enterprises, were a total of 10 acts.

Included in the line-up were Noble Trio, parallel bars; Virginians, juggling; Irma and Rio, cycles; Le Bon Troupe, unsupported ladders; Larrabees, whips; Zavatta's dogs; Rosita and Alberto, plate spinning; Miss Joni, novelty aerial; Sensational Kays, high wire, and Frederico, high pole. Twin electric organs provided the music. Paramount Fireworks fired the nightly pyro displays.

CNE TO OPEN WEEK EARLIER IN 1961

TORONTO—The Canadian National Exhibition has advanced its 1961 opening by one week.

President Harry Price said the CNE will open Friday, August 18 and close on Labor Day, September 4.

That cuts the operating days from 16 to 15, but the earlier opening means that school children won't be in class for the final week.

The CNE acted as the result of a survey which showed that most people were at their cottages and then when school opened the children couldn't attend.

The opening is not expected to increase attendance, only to spread out the attendance.

There is not expected to be any problem with the other fairs in the province. Ottawa's Central Canada Exhibition moved back their dates three years ago into the CNE period.

MAKE BOATS, TRAIN SIGNALS

De L'horbe Heads New Nat'l Amusement Wing

VANDALIA, O. — Aurel (Dutch) Vaszin and Bill de L'horbe incorporated a new company this week to fulfill several functions in the outdoor amusement industry, among them the manufacture of Midget Speed Boats and Miniature Railroad Signals, which de L'horbe has built under the name Tuf-Lite Industries.

The new firm is named Tuf-Lite National Industries. Vaszin, who is president of National Amusement Device Company, is chairman of the board, and de L'horbe, who has been his sales manager, is president. Other officers are M. K. de L'horbe, secretary and treasurer, and Charles Hurst, president of Manufacturers Machine Company, vice-president and general manager.

First 10 Tuf-Lite boats were built of Fiberglas for installation at Fair Park in Birmingham, in 1948, and are still operated there by Elmer Mason. There have been no boats built since 1954. Tuf-Lite National's first contract is to supply a fleet of patron-operated Midget Speed Boats to Wesley Associates of Asbury Park, N. J. Wesley is headed by Ed Lange and Paul Kramer.

Tuf-Lite National will also enter into outside construction and activity connected with the amusement park industry, which is "beyond the present scope of the National Amusement Device Company." Headquarters and factory will be at National's plant in Dayton, O.

Detroit's Cobo Hall Books 48 Events for Initial Months

DETROIT—Worries of Detroit citizens that the expensive resources of Cobo Hall would go inadequately utilized were answered by bookings of 48 major events, lasting from one day up to three months. They are scheduled for the first nine months of operation up to June 24, Stephen T. Kish, executive director, said.

Bookings from national associations and other organizations outside the local area are being coordinated thru the Detroit Convention and Tourist Bureau to permit scheduling of hotel accommodations.

The largest source of bookings scheduled by Kish is the automobile industry, sparked by the National Auto Show, using all four major exhibit halls, October 3 to 28, and slated to draw an attendance of 500,000. Elaborate dealer previews on a national scale were given by Oldsmobile, Chrysler Imperial, Chevrolet, Ford, Plymouth, Buick, Chrysler and Ford Tractor Division. Chevrolet has also scheduled two special meetings of four days each in November. Fruehauf Trailer has set its exhibit for June 4-6.

The Society of Automotive Engineers has booked its convention for January 3-17, with exhibits to occupy two of the four halls. United Auto Workers' Union has booked its convention for April 26-28.

Longest booking for the year is the American Bowling Congress in Hall A, running February 1 to May 29, and expected to draw about 2,000 people daily. First event to use the resources of the Convention Arena, in addition to three exhibit halls, is The Detroit Times' Sport Show, March 14-28.

Bookings set for the Convention Arena, which will be ready for opening the latter part of March, include the Harlem Globetrotters on April 4 and Michigan Table Tennis April 7-9.

Other principal events using multiple facilities of Cobo Hall include American Bottlers' show, November 7-22, the first major trade show for the new hall; National Concrete Masonry Association, January 25 - February 6; Builders' Home and Garden Show, drawing an estimated 300,000, February 13-March 8; Union Label and Service Trades Show, April 3-14; National Electrical Distributors, April 29-May 4; Design and Engineering Show, May 17-31, and National Plumbing Contractors' Show, June 14-24.

Stu McClellan Joins MCA's Chi Office

CHICAGO—Stu McClellan, veteran booker and producer of fair grandstand shows, has joined the Special Events Department of the Music Corporation of America, E. O. Stacy, vice-president in charge of that division, announced.

McClellan, who has been with the Chicago office of GAC-Hamid the past year, will continue to specialize in booking and producing fair attractions along with entertainment for conventions, trade shows, auto shows and similar events. He joins Stacy and Danny Cleary in the local office.

Prior to becoming associated with GAC-Hamid in 1959, McClellan had been with Barnes-Carruthers Theatrical Enterprises of Chicago for 11 years, working with fairs and club dates. He will continue to make his home here.

158,428 Sets Gate Record For Danbury

Last-Day Surge Tops Mark; New Feature Clicks

DANBURY, Conn. — The 91st Danbury State Fair made record-breaking history over the past nine days, with a total paid attendance of 158,428—833 above last year's all-time high mark. It rang down the curtain Sunday night (9) after 34,454 paid admissions were recorded at the turnstiles. This was a new record for the final day.

In addition to the paid admissions general manager John W. Leahy and assistant manager C. Irving Jarvis listed 22,566 additional persons on the grounds during fair week with special passes. These included fair employees, concessionaires, exhibitors and representatives of the press, radio and television.

The newest feature at the fair — New Amsterdam Village — attracted capacity crowds. The seven-acre area with 26 permanent buildings will be increased to 35 buildings within the next year, Leahy announced.

Business was brisk thruout the entire week, with the midways, rides and other play areas hitting a high business mark on Friday, Danbury Day, when more than 9,000 school children were admitted free as guests of Leahy. How-Reit Shows provided the midway, and Jack Kochman's thrill shows were in for both Saturdays and Sundays.

Abe Upchurch Of NASCAR Hospitalized

CHARLOTTE, N. C. — C. A. (Abe) Upchurch, public relations for NASCAR (National Association for Stock Car Auto Racing), was resting comfortably this week in Memorial Hospital after suffering a heart attack. He had driven here to assist with the National 400 auto race to be run Sunday (16) at Charlotte Motor Speedway.

Giveaways Up Eugene Gate

EUGENE, Ore.—"A bicycle a minute" event along with other prize awards were credited with increasing the attendance at the Lane County Fair here to 101,000 as against 94,000 last year and 77,000 in 1958 by Manager Ernest McCulloch.

The five-day event held in late summer featured a pony as a prize on opening day, a kart racer the second day and the bicycles on the closing day, which was the second kids' day. Thru a tie-up with the local Coca-Cola bottling company, approximately 250,000 tickets each giving a kid three chances on a bike were distributed. When the awards were made as a final feature, a bicycle was given each minute for 15 minutes. In addition to pulling a large kid audience, the event made stories with strong news value.

West Coast Shows played the date and co-operated with McCulloch and the fair management in conducting the contests.

Mexico City Cancels Circus Permission For Packs, Suesz

Both Shows Quit City Plans; Suesz To Play Provinces, 2 More Countries

MEXICO CITY—Both the Tom Packs Circus and Clyde Bros. Circus have been denied permits to play Mexico City auditorium-arenas.

Clyde Bros. was to open here October 20 for three weeks. Tom Packs was to open November 18 for a month. Each was to be under the operation of promotion people from Mexico, as is required by law.

First word of the cancellations came on Thursday (13) and they were confirmed on Friday (14). Jack Leontini, speaking in St. Louis for the Packs show, said that they had a permit and it was revoked by the Federal District government which controls the capital city and environs. He said it was completely beyond control of the show and entirely an act of government force.

Howard Suesz, reached in Oklahoma City, said that his promotion group had sought a permit and had been turned down Thursday.

The Packs show now will not go to Mexico. It will play its New Orleans date November 19-27 as scheduled, of course.

Clyde Bros. revealed much expanded plans for touring Central America.

Suesz said that he will open in the provinces of Mexico on the same date he had expected to open in the capital city, October 20. His backers are routing the show, under the Clyde Bros. Circus title, to about seven weeks of Mexican towns. The opening probably will be at Monterey, but that remains to be worked out. Suesz said that his original plans had called for the show to play the same seven weeks in Mexico, but three of them in Mexico City.

He revealed that contracts came thru last week for his show to go on to the Central American republics of Salvador and Guatemala. Both dates are flat-price sales to the governments there. The first stand will be a week in El Salvador. Then will come two weeks in Guatemala City.

In Mexico City, the dates of Mexico's Atayde Bros. Circus remain unchanged.

Neither Leontini nor Suesz would venture a guess as to why their permits were not forthcoming. However, the Atayde show has been opposing U. S. shows coming to Mexico City in such numbers as they have in recent years. The government also has passed new

regulations limiting circuses and these regulations reflect a concern about "taking money out of the country." There also was some speculation about whether this action could be linked with Cuba's recent anti-U.S. actions in Mexico and elsewhere.

Suesz Names Acts to Tour Latin America

OKLAHOMA CITY—Acts that Howard Suesz will take to Mexico have been announced. The show is scheduled to open October 20, under the direction of Angel Ladron de Guevara and Amilio Azcarraga. Attorney handling the business end is Victor MacGregor.

Line-up as announced by Suesz includes:

David Hoover Lions; Coronas' high wire; Rasini's Rocket Car; Flying Darlins made up of Buddy Brewer, Alice Andrews, Rex Williams and Wally Naughton; Ivanoffs' high ladders; Hollywood Sky Rockets, sway pole; Cimses Collies; Sils Sisters, aerial; Luis Murillo, cloud swing; Myna Moon, heel and toe trapeze; Royal Hungarians, (6), Risley; Zoppe-Zavatta Troupe, (8), bareback riding; Greys' unsupported ladders; Laddies, unsupported ladders and dogs; David's dogs and monkeys; Rex and Gini Williams (Antonitte Rizzi) elephants; Cuccioli Rizzi, trampoline; Albert Burwell, horses; Cucicloi, ponies; Eddie Akin, ponies; Wally Naughtin, bears; and Roland Raffler's pigs.

Also included are the Sanchez Sisters (5); Rodriguez Family (5), bar act; Esqueda Troupe (6), unicycles; Navarro Brothers, perch; a web number with 24 girls; and clowns to include Bozo Harold, Charles Lewis, Aurillo Atayde, Eddie Arvida, Manuel Navarro, Sanchez, Raffler, and Benny Garman.

Musicians will include Bee Carsey, leader; Tex Meynard, drums, and Francher Pierce, organ.

Suesz said his sponsors expected to play Mexico City for seven weeks. New wardrobe by Leroy Carpenter has been added.

WESTERN FAIR TO RUN EIGHT DAYS IN 1961

LONDON, Ont. — The Western Fair will extend its 1961 run to a total of eight days that will include two Fridays and two Saturdays, E. D. McGugan, manager announced here last week.

The action was taken after the Canadian National Exhibition in Toronto, announced it would open its '61 run a week earlier to take advantage of an additional week of school vacation.

The London fair has been planning the switch to two weekends for several years but was waiting for action on the part of the CNE.

Kochman Wins Stunt Pact At York, Pa.

YORK, Pa. — Jack Kochman's thrill show will again be the closing-day feature of the York Interstate Fair, it was reported by the board of managers last week. Kochman will bring a show in on Saturday afternoon. Night revues with name features will be provided by Frank Wirth Associates.

M. Ebert Rutter has been named to the board to fill the vacancy caused by the death of John M. Rudisill last August. He is president of Rutter Brothers Dairy, Inc.

Miss. State Fair Gets OK Weather

Attendance Out-Paces '59 Figure;
Royal American Tabs Big Grosses

JACKSON, Miss.—The Mississippi State Fair was having a good run here last week topping its '59

pace on each of the first five of the six days. N. S. Hand, secretary, reported on Friday (14), next to final day, that attendance was well in excess of the 100,000 mark and Friday was kids' day, usually one of the big ones.

Each day's turnout was better than the same day in '59, altho Hand said that the Tuesday figure could not be compared as that day was rained out a year ago.

The fair operated for the first time without a grandstand, as the new coliseum, now being erected, took over that area. The building, which is well under way, will not be ready until the 1962 fair, Hand said. The walls are being poured and the pre-cast roof has been finished and will be installed soon.

Some entertainment was provided, however, with gospel music quartets entertaining in the livestock judging arena the final three days of the fair. The tab for this was 50 cents and turnouts were good.

Biggest money-maker on the grounds was the Royal American Shows, whose rides and shows were from 40 per cent ahead of last year, Hand disclosed. Weather during the week was good, altho thunder and clouds threatened to dampen the grounds. Up to Friday at noon, however, no rain had fallen.

The fair crowned its Forestry Queen on Friday, when many of the area schools were closed.

Hand reported that livestock entries, particularly in the beef and dairy cattle and the sheep divisions, were much stronger than a year ago and the quality was higher.

Little Rock Fair Tops '59 Despite Rain

LITTLE ROCK—The Arkansas Livestock Exposition and Rodeo wrapped up its six-day run here Saturday (8) after 174,085 patrons had visited despite the fact that only two of the days were really good weather-wise.

This figure compared with 172,481 a year ago. Clyde Byrd, general manager, said that if the weather had co-operated, a new all-time attendance mark would have been set.

Featured attraction on the grounds, the Homer Todd Rodeo, did generally good business all week, with the lure hyped by Robert ("Wagon Train") Horton, the Ben Hur chariot team and Barbara Autry.

The free grandstand show did excellent business, and the week was marked by overflow crowds who came out to see Anita Bryant, the Jimmy Dorsey orchestra and Candy Candido plus acts.

Royal American Shows, despite the rain, did good business on the midway and ended up even to slightly above last year.

Dr. William Mann Dies; Headed National Zoo

WASHINGTON — Dr. William M. Mann, former director of the National Zoological Park here and life-long friend of circus animal trainers, died October 10 of a cerebral thrombosis. He had been confined to a wheel chair for some time with arthritis. He was 74.

He was a constant visitor at circuses and menageries prior to his 1956 retirement. He also was a member of the Explorers Club and the National Geographic Society. He made numerous expeditions to South America, Africa and elsewhere to obtain and study animals and insects. Some of his expeditions were subsidized by the Chris-

ler Foundation, for the Smithsonian Institution, of which the zoo here is a part. He was the author of several books.

Funeral services were Thursday (13). Among those in attendance were J. Benton Webb, Frederick Wilken, Earl W. Shinn and Howard Foley, all of the Washington Shrine Circus. Masonic services were conducted, with about 1,200 persons in attendance. Howard Y. Bary attended as a representative of Clyde Beatty and the Clyde Beatty-Cole Bros. Circus. Dr. Theodore Reid, director of the zoo, and numerous members of the zoo staff attended. Survivors include his widow.

Beatty-Cole Show Meets Virginia Complications

CHARLOTTESVILLE, Va. — Clyde Beatty & Cole Bros. Circus has continued to pull business as it swings thru Virginia.

Elizabeth City, N.C. (6) was several years fresh and it gave the show two very big houses. At Portsmouth, Va. (7), the big show did only mediocre business, but the side show had a big one.

Rain hurt at Norfolk, and so did football on the first day. Saturday (8) had a morning drizzle and then late-day rain, so business was only fair. Sunday (9) brought more rain but a good afternoon and light night.

Monday (10) at South Norfolk

was lost. The Exchange Club auspices got one lot, but the rains made it unusable so they got a second. But the mayor said he would prevent its use. So the show moved on to Richmond. The Exchange Club was angry with the mayor and charged he had "taken the law into his own hands." The club was stuck with six tons of gravel, a grass-cutting bill, a phone bill and 1,440 of toothbrushes they had expected to sell at the circus as part of the plan to use circus profits for dental care programs.

The circus at Richmond (12) got two fine houses, held down somewhat by the fact the show was in just after the close of the fair.

Wirth Inks Frederick's Night Show

FREDERICK, Md. — Frederick Fair's entertainment committee met as the fair ended this season and awarded Frank Wirth Associates the 1961 grandstand show contract, it is reported. Wirth has provided the show for several years.

Dallas Fair

• Continued from page 48

by Everts, a Dallas jeweler. Fairgoers register at information booth or at Everts stores and a drawing is held nightly on the giveaway days.

Top feature for Thursday (13) is "the Biggest Show of Stars for '60," starring teen-age favorites Fabian, Brenda Lee and Duane Eddy in the Cotton Bowl. This is a paid attraction getting \$1.25 in advance, \$2 on the day of the show, presented by Dallas Radio Station KLIF. Also included in the package show are Jimmy Clanton, Chubby Checker, Freddy Cannon, Bill Black's Combo, Jimmy Charles, Gary Miles, the Casuals, Bob Beckham, the Merrymen, Bobby Vinton and ork and emcee Herkie Styles.

Friday (14) was Elementary School Kids' Day and Saturday (15) was Rural Youth Day and midway operators were bracing for the rush. These are two days when they open up the gates and get out of the way. These two big ones will be followed by the always crowded middle Sunday, usually one of the fair's best days, attendance-wise.

Southern Methodist was to meet Rice University in a Southwest Conference football game in the Cotton Bowl Saturday night (15) and the Dallas Cowboys of the National Football League were to play the Cleveland Browns in a pro game Sunday afternoon (16).

Special entertainment features during the second week of the fair include performances by Lloyd Price and his orchestra on the Mobil Outdoor stage Monday (17) in a free show in the Cotton Bowl with folk singer Jimmie Rodgers and the comedy team of Homer and Jethro Tuesday night (18), and a free college jazz festival in the Livestock Coliseum Wednesday night (19). Jazz festival features bands from four Texas State colleges and also a professional group, the Kai Winding Septet.

Rex Allen, the Western movie star, was to appear at the Horse Shows Friday, Saturday and Sunday (14, 15, 16), following Arthur Godfrey who appeared in the Horse Show on the opening weekend. Horse Shows continue, with Quarter Horses and cutting horse contest during second weekend and Arabian and Palomino horses and Shetland ponies on final weekend. Fair runs thru Sunday (23).

Danville Fair

• Continued from page 48

oriental effect. Hundreds of plastic containers were punctured and converted into shades.

A "house of Pepsis" was exhibited by WBTM. This novel display consisted of a skeletal structure supporting thousands of filled Pepsi-Cola bottles on its crossmembers. Guesses were filed and the winner got all the sodas or their equivalent in cash.

The free talent line-up included nightly fireworks and a Cooke and Rose stagemusical. Acts included Corri (Willie West) and Elsa, comedy; Pat Barrett, aerial; Jim Darling's chimps; Joe Smiley, magic; Mabel Carlson, dog and pony revue, and Rita Rose, juggling and globe performer who is the daughter of booker Harry Cooke's partner.

Gate Rises 10,571 At Winston-Salem

WINSTON - SALEM, N. C. — Last year's attendance at the Dixie Classic Fair was exceeded substantially as the event pulled better weather for its five days. At closing time Saturday (8) there were 45,917 paid admissions and a total of more than 100,000 when free school children were counted.

Neil Bolton, manager, said the result was 10,571 better than 1959 in the paid gate column. There was disappointing weather but it was better than last year, when rain dogged the annual all week.

World of Mirth Shows had a fairly good week on the midway, and the fair broke out even on its other attraction, Aut Swenson's Thrillcade, which appeared every night. Tony Vitale fireworks were also offered.

It rained on opening day and night, rained after the Wednesday fireworks, threatened Thursday, rained Friday morning, and drizzled off and on during Saturday. In the face of this weather, Bolton said, "we did pretty good."

An innovation was the complete elimination of ride and gate passes. Only ones issued were for people whose activities had a direct bearing on the fair. World of Mirth Shows turned over 2,000 ride passes and these were burned ceremoniously outside Bolton's office on Saturday night.

Also new was the introduction of two-way radio. Transmitters were in the fair office and the electrician's car, and both Bolton and his grounds man carried walkie-talkies. This system was termed very successful in dealing with trouble situations involving traffic, parking, and incidental problems.

The fair will probably get a start on midway paving next year, it was reported. On the exhibit end more than \$23,000 was paid out in prizes. The Coliseum was filled with displays, some of them, like those of Western Electric Company and R. J. Reynolds, being notable. The latter produced a special film for showing during the fair. Entries were ahead of last year in virtually all departments.

South Alabama Fair Gets Sun & Crowds

MONTGOMERY, Ala. — The South Alabama Fair was having one of its best runs here last week aided by ideal weather that included no rain and a cloudless sky.

Attendance the first four days of the six-day run, including Thursday (13), was estimated by Manager Bill Lynn at 90,000 which was a whopping increase over last year's run which was belted by rain. Two big days were yet to come, Friday and Saturday, with the latter usually one of the biggest of the week.

Two new one-day attendance marks were set during the week. On Tuesday (11), an estimated 40,000 were on the grounds for a new all-time high and the following day was almost as good, Lynn reported.

The fair's main attraction this year was a free country and western show of Grand Ole Opry artists brought in by Barnes-Carruthers. The program was changed at the

halfway point. First bill featured Minnie Pearl, Stonewall Jackson, Red Sovine and Dee Don. Then on Thursday night a second group came in that included Carl Smith, Kitty Wells, Johnny and Jack and Bill Phillips. Crowds were large at most performances.

Attendance was swelled during the week and was expected to be increased further on Saturday night thru a tie-in with Piggly - Wiggly. The grocery chain purchased 30,000 tickets which they gave away with every \$7 grocery order. Then to top that, they will give a new Buick away on Saturday night.

Olson Shows, playing its next to final fair of the season, was racking up big winnings. Aided by the ideal weather and big turnouts, rides and shows were topping last year by a wide margin. From here the show moves to Beaumont, Tex., and then into its Hot Springs' winter quarters.

TALENT ON THE ROAD

San Antonio Stock Show Inks Robertson for Third Year

The news is pretty much Western this week. Like the fact that the 12th annual San Antonio Stock Show and Rodeo has booked Dale Robertson for its February 10-19 run. Robertson, who is Jim Hardie in the television "Tales of Wells Fargo," was featured at the 1959 run and was guest star during the 1960 event earlier this year. . . . Also Western and also Texas is the fact that McLennan County Fair, Waco, had Eric Fleming, the Gil Favor of "Rawhide" as its prime lure. . . . And Gene Autry, veteran cowboy, tops the grandstand at the South Carolina State Fair, Columbia, October 17-22. He'll make 11 shows there along with the Crowells, trampoline; Strongs, ropes and whips; Rufe Davis, country and western comic; Hubert Castle, tight wire, and singer Johnny Bond. Autry, incidentally, holds the rank of colonel on the governor's staffs of 13 different States.

And more Western info is that announced by Rex Allen, who claims some kind of a record for personals this year. Its estimated that 770,500 saw him at 21 different spots which reportedly grossed \$1,484,000. Fairs and rodeos played by Rex included those at Fort Worth; Lake Charles, La.; Tucson, Ariz.; Jackpot, Nev.; Springfield, Mo.; Jasper, Tex.; San Diego, Calif.; Belle Forche, S. D.; Minot, N. D.; Casper, Wyo.; Billings, Mont.; Connorsville, Ind.; Dubuque, Ia.; Fort Madison, Ia.; Wilcox, Ariz.; Albuquerque, N. M.; Dallas; Bushnell, Ill.; Freeport, Ill.; Muskegon, Mich.; Oshkosh, Wis.; Mendota, Ill., and Elkhorn, Wis. . . . The Allen's performing bears recently cut a taped television show for a New York outlet. It was taped on October 13 and ran the following Sunday. It was a kid's show called "Wonderama" and emceed by Sonny Fox. The Allens, who played the Boston Shrine Circus for Hamid, report they had a real good season. *Charlie Byrnes, Chicago*

AMUSEMENT PARK OPERATION

Disneyland Views Australia; Niagara Draws Big Holiday

POSSIBILITY OF A Disneyland in Australia has been raised by the reports that John Wilson, representing Disney, has arrived in Melbourne to investigate possibility of building a second Disneyland on a site 14 miles from that city. . . . Labor Day at the Niagara Falls area brought a reported 110,000 persons, compared to 85,000 last year and 114,000 the year before. U. S. traffic was heavier than Canadian. The trackless trains did well, but the novelty men complained of tight money.

Park Folks Travel Far, Wide; Calypso Invasion Coming Up

PROUD PARENTS ARE Mr. and Mrs. Carl Sinclair, of Meyers Lake Park, Canton, O. Their talented daughter, Ellen Sinclair, had her paintings exhibited at an art show in Boston last weekend and the family was there to give her the glad hand. Along with the parents were her brother and sister-in-law, Mr. and Mrs. George Sinclair, also of Meyers Lake. George and his missus came back in mid-week, but Carl and Marge decided to enjoy a motoring trip thru New England before heading back to Ohio. . . . Chief Terrell, of Silver Beach Park, St. Joseph, Mich., is enjoying some great fishing in Michigan waters with some of his buddies now that he's finished closing the park. Chief caught a nice big string of bass and crappie Wednesday and says he's going out every day or so as long as the beautiful fall weather continues. . . . Jimmie Thompson, the Alexandria, La., kiddieland leader, is "fixing up" one of his airplanes for some inland lake fishing. Jimmie has been delayed in his departure for piscatorial waters by details in completion of a new bowling alley. . . . Ferd Clemen, chairman of the NAAPPB Kiddieland convention program, has taken brief leave from his Pee Wee Valley Kiddieland in Cincinnati for a Canadian and New England vacation. . . . Harry Bait, NAAPPB past president from New Orleans, assures us that he's feeling better now than he's felt in years and no longer is plagued with the gall bladder trouble. However, he laments that the doctor has forbidden him to take any more gourmet expeditions. "I'll have to be careful with the knife and fork from now on," Harry laughs. . . . Lawrence Canfield, NAAPPB 1960 Convention program chairman, is due back in the States this coming week after a "commuter" jet trip to Munich for the closing days of the Oktoberfest. He also managed to slip over to Blackpool, England, for a brief visit with the Leonard Thompsons. . . . Mr. and Mrs. Mickey Hughes and dietherrKg412-an1hono a,catia,rdm,ergehttuga Mickey Hughes and their daughter, Kathleen, aged 4 1/4, are motoring thru Southern Italy following the Oktoberfest. Mickey reports business was good at both the Stuttgart and Munich fairs. He says his new antique car combination kiddie and adult ride did a fabulous business at Munich "altho in a very poor location." Mickey reports he'll get Calypso rides for Palisades, January 1; Kennywood, Pittsburgh, January 15; Riverview, February 15; Hunt's Pier, Wildwood, N. J., February 28. "These are factory dates," Mickey explains. "Rides should arrive in the States three weeks later." A fifth park is also due to receive a Calypso about the same time, but wants to pull a big surprise. . . . Mrs. Vernon Platt, wife of the NAAPPB Pool-Beach leader, due back in Feasterville October 13, after a vacation with their new son, Jonathan, in St. Petersburg, Fla. Bunny and Bud leave October 31 on the Gripsholm on a cruise to Nassau and Bermuda. . . . Charlie and Enid Winslow, of Santa Monica Pier, are back home after an enjoyable trip thru the Adirondacks and New England States. "Enid was spellbound at times with the beautiful foliage and scenery which only New England can boast of," says Charlie. On the way, they stopped off at Ed Carroll's Riverside Park at Agawam, Mass. "We were amazed at the improvements Ed has made the last several years—almost like Disneyland or Pacific Ocean Park," Charlie enthused.

John S. Bowman, NAAPPB Secretary

Russians Plan Theme Park, Copy Freedomland Map Idea

RUSSIA HAS REVEALED plans to build large U. S.-style theme park, according to the Associated Press. But while the account says it will be a "version of Disneyland," the design sounds more like Freedomland's. The AP quotes a Russian magazine as saying the park will cover 650 acres in the shape of a map of Russia. It is to be on a riverside site near Moscow. They are talking of a model of the Russian moon satellite, an atomic ship, an observatory, an "underwater kingdom," a re-creation of Siberian farmland where youngsters may drive tractors, and more. A model of Moscow will be at the center. The park is scheduled to be built in 1961 and open the year around thereafter. They claim to expect 250,000 per day in the summer, half that in the winter. While the ideas seem to come mostly from America, there is one important phase that wasn't copied here. Children, students and technicians in Russia will be asked to contribute their labor to help cut the costs.

Valdosta Ponders Increased Costs On Auditorium Plan

VALDOSTA, Ga. — The city council here has scheduled a special meeting to consider alternate plans for a proposed \$400,000 city auditorium.

A special conference with architects was set for October 31 to discuss changes in plans for the auditorium in an effort to build the facility with allotted funds.

A \$400,000 bond issue has been approved, but rising costs delayed start of the construction, and changes in plans are being considered to lower the cost.

NAAPPB BANQUET SHOW STARS SET

Bob Crosby, Professor Backwards, Ann Marston to Head MCA Performance

CHICAGO — Cast for the NAAPPB's annual banquet and ball November 29 will be topped by Bob Crosby and will include Professor Backwards and Ann Marston, the beauty queen and archery expert. Lou Breese orchestra will play the show and for dancing.

These details were announced last week by Jack Singhiser, first vice-president and banquet chairman. The manager of Louisville's Fontaine Ferry Park was in Chicago to confer with NAAPPB Secretary John S. Bowman.

The program was set up thru the co-operation of Eldred Stacy, of MCA's special events department. This was the first time in memory that NAAPPB's show cast has been

finalized ahead of time. In the past it usually was not known until the last minute.

The NAAPPB office is taking table reservations for the banquet which will be at the Sherman Hotel and for which an improved menu is assured. The floorshow is to last one hour and speeches will be minimized or eliminated. Singhiser said this would guarantee time for dancing this year. The party is open to NAAPPB members plus guests and other persons in show business.

Bowman said that he is scheduled to meet here this week with Laurence Canfield, chairman of the convention's general sessions. They are mapping an improved convention schedule and expect to announce details shortly, he said.

Park Man Converting Kiddieland for Teens

DETROIT— The former Bel-Air Kiddie Park on the East Eight Mile Road has been taken over by Stahl Enterprises, Inc., and reopened as Bel-Air Park. The operation, adjacent to the Bel-Air Drive-In Theatre, was closed for about a year until it was reopened by Stahl for a few weeks of late-season operation. Plans are to continue operation as long as the weather permits.

Stahl Enterprises is headed by Harry Stahl, and operates rides and all amusement concessions at Edgewater Park. Stahl was formerly general manager of Jefferson Beach Park, which has been converted into a huge marina under his management. Leo Pike, manager of the Edgewater Park operations for Stahl, is a partner in the enterprise at Bel-Air.

Stahl has leased the park from Adolph and Irving Goldberg, own-

ers of the Bel-Air and several other theaters. About five acres of property are involved, which Stahl plans to develop into a diversified park operation beamed for the teen-age clientele. Three new rides aimed for this age group have been installed. They are a large Ferris Wheel, Merry-Go-Round, and a Go-Kart track, believed to be the only such track in Detroit at present. There are now 14 rides and a refreshment stand in the park.

Stahl explained his thinking in developing a new segment of patronage between the general appeal of the family park and the attractions of the kiddie park.

"The teen-ager today has to go for entertainment that is well lit, and well managed. This creates the opportunity for a new type of small park with emphasis upon attractions that appeal to these young adults, like trampolines, miniature golf and Go-Karts. I believe this new trend offers an excellent opportunity for growth in the amusement industry nationally."

Mauai Fair Opens Big

HONOLULU — The four-day 38th Maui County Fair opened on October 6 and pulled 18,000 persons on its first day. Officials expected attendance of between 28,000 and 30,000 by the end of the run.

Gross revenue is expected to range from \$70,000 to \$75,000, an increase of \$10,000 to \$15,000 over 1959.

E. K. Fernandez provided entertainment with a vaude show of Galli-Galli, magician; Harry Stevens, banjoist; Carlssons, comics; Mulcays, harmonica players, and Max and Cherie, acrobats.



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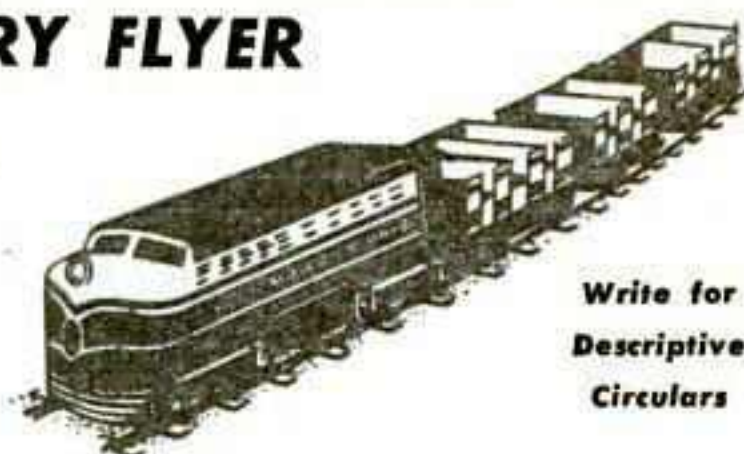
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McCRARY, MARTIN BUY HERSCHELL SKY WHEEL

NORTH TONAWANDA, N. Y.—The first Herschell Sky Wheel, double Ferris Wheel ride, has been sold by Allan Herschell Company, Inc., to 20th Century Rides, Inc., operated by E. D. McCrary and Charles L. Martin.

The new model ride has been erected at the Herschell plant here and will be demonstrated thru Wednesday (19). Then it will be delivered to Martin and McCrary.

They plan to operate it first at the Arizona State Fair, Phoenix, November 4-11, and at independently booked dates in 1961. They also bought a Twister from Herschell to add to their other Twister and their Mad Mouse.

McCrary was at the Herschell plant to watch the erection of the ride. The unit is mounted on two semi-trailer units and the same two units move the ride overland.

A Herschell spokesman said that the ride includes some improvements over the Velare original but retains the same appearance, size and other features. Herschell bought the manufacturing rights for the giant ride last winter.

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Ed York Bows Out Of Thrill Show

FRESNO, Calif.—Ed York, also known as Rags deKroy, announced that he has sold his interest in the World Champion Auto Daredevils and the Circus of Death show.

His interest has been purchased by R. E. Gruenwald, local radio executive who also was announcer and publicity man on the show. York will give full time to the operation of Kearney Bowl Speedway and Recreation here in Fresno.

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Season Off 10% At Edgewater; Blame Weather

DETROIT—Two months of unfavorable weather at the start of the season gave Edgewater Amusement Park a setback which could not be overcome this season. The park closed, with business about 10 per cent behind 1959. There was just one reason for the drop, according to Cy Wagner, co-owner of the park with his brother, Milton Wagner—too much rain. Per capita spending by park patrons appeared to be holding up quite satisfactorily, so that the loss was due to patrons being discouraged by the weather.

Some general remodeling projects have been started under Wagner's direction, including installation of new fronts on a new number of rides. One or more major new attractions will probably be added. A Monkey Island is under consideration, to replace the miniature golf course, which will be removed. The latter has not proved a good money-maker here, probably because of the spread of new miniature courses around the metropolitan area, where they are attracting business as independent operations rather than as part of an amusement park.

ARENA, AUDITORIUM NEWSLETTER

B. C. Data Book

By TOM PARKINSON

ANYONE TAKING A SHOW into the circuit of buildings that comprises the British Columbia Arena Association is likely to receive a copy of a mimeographed study put out by Jack Morgan, manager of the Nelson Civic Center and Recreation Commission. It is as comprehensive a report of facilities as we have ever seen. Index tabs lead a reader to any of a baker's dozen of towns, and under each is listed its member building. Vancouver has several buildings listed, of course. And for each building in the booklet is a surprising variety of useful information to new users. Take the listing for Nanaimo. It records that the Arena is city owned, has 1,923 seats and another 1,300 portable chairs, a wooden stage, ice floor and other similar facilities. But it goes on to describe the building's equipment for refrigeration, sound system, concessions and other uses. For example, the arena's equipment includes, in part, such things as two Webster and Strongburg amplifiers, Model 209. The concession equipment includes a Harlan-Fairbanks ABC popcorn machine, a Star steamer, beverage vending carriers of various styles made by Coke and Orange Crush, a refrigerator, an ice cream freezer, two Silex coffee makers and one Mof-fat deep-fry chipper. The food concessions are leased to a couple for \$65 weekly. Morgan's book goes on to report that newspaper ad rates in Nanaimo are \$1.25 per inch. Radio costs \$4 per 30 second spot up to \$100 per hour. Ticket takers get \$1 or \$2 per hour. Rink attendants get 25 cents per scrape. Casual laborers get \$1.50 per hour. The compilation includes details of the rink schedule plus percentages charged as rental for various types of sports. Wages of some arena employees are quoted. This volume of detail continues. There is more for this building and equal amounts for all the others. In all, it amounts to a virtual inventory of every thing and service at these buildings. No potential tenant could ask for more than BCAA is offering.

Pros Run Hockey Clinics; Long Beach Coliseum Okayed

HOCKEY SCHOOLS LIMITED is an organization of former professional hockey players from the National Hockey League who have banded together to teach hockey to youngsters. Mike Armstrong is the secretary, and he explains that they conduct clinics of three, five or 10 days each. They are active now in Canada and they are thinking some of expanding into the U. S. Directors are Hank Goldup, Greg Currie, Turk Broda, Sid Smith and Armstrong. . . . Eastern States Exposition Coliseum is busy this month with a Chevrolet showing, a general automobile show, and pro hockey. They are planning to build a large portable bandshell on the ESE grounds. . . . Bay Promotions, Inc., is a newly incorporated firm at Palo Alto, Calif., for promoting sports events. Gerald Seltzer and John J. Milane are among the incorporators. . . . A "world lighting forum" will be featured at the March 5-8 run at the New York Coliseum of the National Lighting Exposition. Harold R. Meyer is president. . . . Long Beach, Calif., expects to get started this month on construction of its new 15,000-seat convention hall. The city council authorized the city manager to sign a \$6,200,000 contract with the Gust K. Newberg Construction Company. The state lands commission okayed an additional \$1,159,250 in tidelands oil funds.

'Lady' Due at O'Keefe Soon; 3d Trip to Coast Foreseen

"MY FAIR LADY" opens a three-week stint at O'Keefe Theater in Toronto October 31 and then will make Baltimore's Ford Theater for two weeks, Philadelphia for four, and Boston for 12. In the offing is a third trip to the West Coast. . . . The Texas Cow Girls, basketball team, are touring Spain, Italy, Morocco and France this month. They return to the States in November and start their 11th coast-to-coast tour. It will include a 10-day flying trip to Alaska in December. . . . National Finals Rodeo roping events were at Clayton, N. M., October 7-8. NFR team roping will be among the events at the Scottsdale, Ariz., rodeo, November 19-20. . . . Old Time Vaudeville and Variety Show, produced by a club made up of former vaude and variety stars who now live in the area, will be at the Oakland, Calif., Auditorium Theater October 21. . . . Marine Trades Exhibit and Conference is at the International Amphitheater, Chicago, thru Tuesday (18).

Atlanta Fair Tabs 321,323 in Rainy Run

ATLANTA—The Southeastern Fair closed its 10-day run here on a rainy Saturday (8) but still pulled a total of 321,323 during the run. This compared with 335,954 in '59, and in view of the rain the total figure was not considered too bad by Maurice Coleman, acting manager.

In addition to rain falling on the final day, it pelted the fair on several other days and nights. Typical was Thursday (6) when Mrs. Lyndon (Lady Bird) Johnson was crowned Mrs. Homemaker. Thousands of people were out to attend the ceremonies, but immediately following them, the skies opened up and drove them home. Brightest spot among the attractions was the thrill show performances of Jack Kochman, which held up to last year and could be a little higher once final figures were released. The other grandstand attraction, Wally Fowler and a list of country and western names doing two a day, was not so good. Gooding's Million-Dollar Midway did excellent business considering the weather. Rides and shows wound up even to a little better than '59, Coleman said.

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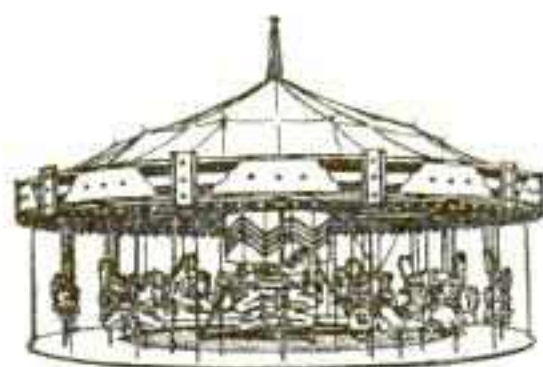
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FAIR-EXHIBITION MANAGEMENT

Columbia, S. C., Acquires \$500,000 Fairgrounds

COLUMBIA, S. C.—The City of Columbia recently was deeded a 100-acre fairgrounds valued at close to \$500,000.

James L. McIntosh, president of the South Carolina Agricultural and Mechanical Society, operators of the State fair, handed the deed to Mayor Lester L. Bates.

Proposed for the property are a coliseum, auditorium, exhibit buildings and related facilities so that year-round use may be made of the facilities.

In presenting the deed, McIntosh said: "It is our hopes that this transaction will not only provide space for anticipated buildings for the City of Columbia and the University of South Carolina, but at the same time enable us to have the most modern and outstanding fair in the South."

Under terms of the deed, the city must get started with actual construction within six years. If it does not, the property reverts to the State fair. The city cannot profit from the fairgrounds property until the start of construction. A master plan is being drawn up and is expected to be ready early next year.

Dorton Sells Vintage Charlotte Grandstand

CHARLOTTE, N. C.—According to J. S. (Doc) Dorton, the biggest grandstand building in the Tar Heel State—the one at the old Southern States Fairgrounds on North Tryon Street—has been sold to Goforth Brothers, a Shelby industrial firm.

Dorton, who bought the grandstand from the Kentucky Derby at Churchill Downs in Kentucky in 1939, did not reveal the sale price.

He said the 120 by 300-foot structures brought here from Kentucky in six to eight railroad cars, will be moved by truck to Shelby in two to three weeks.

Sam Goforth, the purchaser, said that the old grandstand will be used as a warehouse. It was used at the old Southern States Fairgrounds here as a grandstand and exhibition hall.

Louisiana State Adds Fred Beseler to Board

SHREVEPORT—Fred C. Beseler, local businessman and civic leader was named to the board of directors of the Louisiana State Fair at its recent meeting.

Beseler, who is president of B. & B. Systems, Inc., will fill the unexpired term of the late J. B. Snell of Minden.

Joe Monsour, secretary-manager of the fair, reported on the prospects of the 1960 fair, October 21-30. He stated all indications were that a record number of entries would be made in the livestock division.

Monsour also said that sales of display space were well ahead of last year, altho a few areas were still to be sold.

Paul Sippel, fair president, introduced Don C. Weir, who was elected to the board at a previous meeting.

Mobile Proposal Nixed

MOBILE, Ala.—A request that it share with the city commission in buying a permanent site for the Greater Gulf State Fair has been rejected by the Mobile County Revenue Board.

Members voted against the proposal after a delegation protested location of the fair site in West Mobile on Azalea Road South on U. S. 90.

The Mobile Junior Chamber of Commerce had asked the board to pay half of the \$168,700 cost of the proposed 66-acre site. The city commission already had agreed to pay the other half of the cost.

A spokesman said the Jaycees planned to spend \$90,000 in permanent improvements if the site were purchased by the city and county governing bodies.

Middle Tenn. Fair Wins in Face of Rain

LAWRENCEBURG, Tenn.—The Middle Tennessee Fair, judged by the State association as the 1959 champion county fair of the State, lived up to its title during the recent run that ended October 1.

Altho rain pelted the grounds on Monday and Tuesday of the run, receipts at the gate, midway and from concessions were off only slightly. Thomas H. Locke, manager, disclosed. Preview day, on Sunday, September 25, attracted the largest crowd on record.

Locke attributed much of the success to the grandstand show and midway. The former, brought in by Olympic Amusements, Inc., of Nashville, featured the Al Vernon Trio, Tom Garry and Sherry, Connie Orlando, Johnny Welde's bears, Rietta, Hone Girls and Low, Hite and Stanley. Tom Kerkeles managed the show. Jack Norman, of Olympic, also brought in a helicopter from Capitol Air Lines which gave free rides to patrons.

Also strong lures were auto giveaways on two nights, crowning of a queen, horseshoe pitching in front of the grandstand in the afternoons and a foxhound bench show in the show ring. Bicycles were given away on kids' days plus other awards.

Bud Davis' World of Pleasure Shows were on the midway for the fifth year and except for one rainy day, equaled last year's takes. Show has 23 rides, nine shows and 40 concessions.

Petersburg Gate Soars to 114,000

PETERSBURG, Va.—Seven days of intense efforts paid off handsomely for this season's Southside Virginia Fair. In 1959 the event battled unfavorable weather all week but wound up paying off \$20,000 of its outstanding debts—only \$8,000 short of a clean sweep. Stanley Hutcherson, fair manager, said the obligations would be erased this year, "and then some."

Big Saturday (8) started like a washout, with drizzles falling morning and afternoon. It cleared by 6 p.m., however, and a huge crowd responded. About 21,000 persons turned out. The fair will pay a city tax on 114,000 admissions, Hutcherson said, more than last year's total of 109,000. Of the total, 89,000 were paid.

In many respects this was the best fair in several years. The big Auditorium building which looms over the grounds had a complete face-lifting and was filled with commercial exhibits. And the midway paving job went a long way toward offsetting the week's wetness.

Commercial Space Full All commercial space was sold by June. In another improvement the six entry gates were connected by telephone with the main office, eliminating the need for runners with messages.

The weather was threatening or showery most of the week and Saturday's rain made it five straight years in which the big day was at least partially lost.

William Traylor, fair president, and other officials expressed pleasure with the entire operation this year. Prell's Broadway Shows was

on the midway and the grandstand program was provided by a Ray Beaudet water show most of the week, with Buddy Wagner's auto thrill show appearing Saturday. There were nightly fireworks by Tony Vitale. The water show didn't do too well, Hutcherson said. Wagner was rained out at the matinee but played to a fair house at night after the track was graded. Mud had been close to six inches deep.

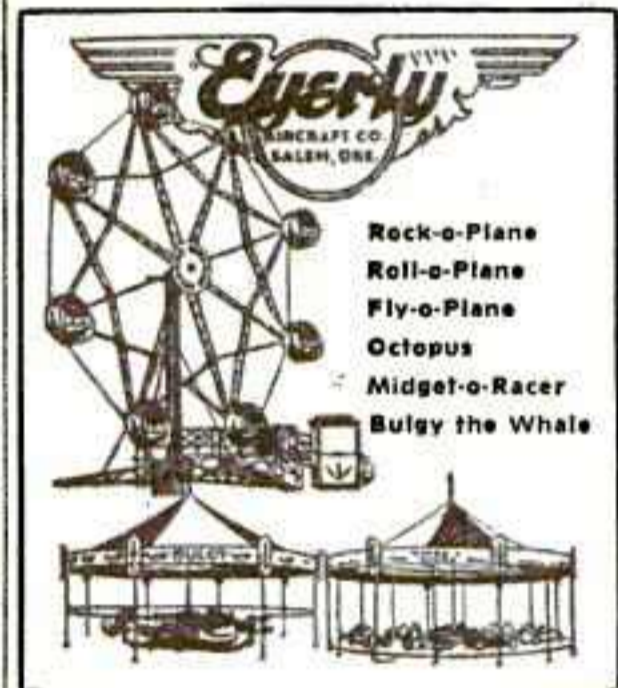
Adults paid 75 cents at the gate, and kids under 12 years old, 35 cents. Parking was 50 cents. Some 75,000 kids' school tickets were distributed, and the returns at the gate were an encouraging 33 per cent.

Cincinnati Fair Tops '59 In All Depts.

CINCINNATI—Carthage Fair of Cincinnati, September 15-18, was well ahead of 1959 results in every department despite the worrisome problems of increased operating costs, said Clarence A. Peters, secretary.

Operating under a loose gate policy, an estimated 75,000 people attended, with paid counts showing \$22,080 at the gate; auto gate, \$3,688.50; grandstand, \$3,395.50, plus \$668 for box seats. General

(Continued on page 58)



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- WINTER FAIRS Florida Arcadia—DeSoto Co. Fair Assn. Nov. 8-13. A. G. Erickson. Bartow—Polk Co. Youth Show. March 2-4. W. P. Hayman, Box 711. Brooksville—Hernando Co. Fair Assn. Nov. 9-12. Charles R. Smith. Callahan—Northeast Fla. Fair. Oct. 26-29. H. O. Stratton, Box 268, Route 1. Clewiston—Hendry Co. Fair & Livestock Show. Feb. 28-March 4. Mrs. Dorothy Moore, Box 1358. Crestview—Harvest Fair, Inc. Oct. 30-Nov 5. J. C. Turner, Box 61, Route 1. Dade City—Pasco Co. Fair Assn. Feb. 30-25. J. C. Higgins, Box 248. DeFuniak Springs—Walton Co. Fair Assn. Nov. 7-11. H. O. Harrison, Box 352. DeLand—Volusia Co. Fair Assn. Feb. 13-18. Lee Maxwell, Box 211. Eustis—Lake Co. Fair & Flower Show. March 6-11. Karl Lehmann, Chamber of Commerce Bldg., Tavares. Fannin Springs—Suwanee River Fair & Livestock Show. Feb. 22-24. L. C. Cobb, Trenton. Fort Myers—Southwest Florida Fair. Jan. 30-Feb. 4. Raymond Beckler, 1300 Shadow Lane. Inverness—Citrus Co. Fair Assn. Nov. 9-12. Quentin Medlin, Box 67. Jacksonville—Greater Jacksonville Fair.

- Nov. 9-19. Mrs. Katherine Armstrong. 1245 E. Adams St. Largo—Pinellas Co. Fair & Horse Show. Feb. 27-March 4. H. J. Brinkley. Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 26-29. Ralph Huffaker, 2690 N.W. 7th Ave. Naples—Collier Co. Fair Assn. March 14-18. Charles P. McCool, Box 604 Route 1. Orlando—Central Florida Fair. Feb. 27-March 4. H. H. Parrish Expo Park. Palatka—Putnam Co. Fair Assn. Nov. 7-12. Hubert Maltby, Box 305. Panama City—Bay Co. Fair Assn. Oct. 29-Nov. 3. Joe Cooper, 1159 Jinks Ave. Palmetto—Manatee Co. Fair Assn. Jan. 23-28. Harper Kendrick. Plant City—Hillsborough Co. Jr. Agrl. Fair. Dec. 1-3. D. A. Storms, Box 350. Plant City — Fla. Strawberry Festival. March 6-11. Fred W. Nulter, 1043 W. Reynolds St. Sarasota—Sarasota Co. Fair Assn. March 20-25. K. A. Clark, 2900 Ringling Bldg. Sebring—Highlands Co. Fair Assn. Jan. 16-21. J. A. Butler. Starke—Bradford Co. Fair Assn. Oct. 24-29. G. I. Huggins, Box 267. Stuart—Martin Co. Fair Assn. March 19-18. L. M. Johnson. Tallahassee—North Florida Fair. Oct. 26-29. Lloyd Rhoden, Box 587. Tampa—Florida State Fair. Feb. 7-18. J. C. Huskisson, Box 1231. Wauchula—Hardee Co. Fair Assn. Nov. 7-12. Carl Hanna, 232 N. 6th Ave. West Palm Beach — South Fla. Fair & Expo. Jan. 27-Feb. 4. William Lamar Allen. Winter Haven—Fla. Citrus Expo. March 4-11. R. J. Eastman, Box 1460.

Bailey Makes Best Showing For Wichita Falls Shrine

WICHITA FALLS, Tex.—Shriner here recorded the best advance sales and largest total attendance of any of the three years they have sponsored Big Bob Stevens and his Bailey Bros.' Circus. The show was here for six performances ending Saturday (8).

Advance sales totaled \$13,500, according to W. A. Spoons, recorder, which was ahead of the two previous years. Approximate sales looked like 27,000 tickets, divided about as follows between two performances each day: Thursday (6)

7,000, Friday (7) 8,000 and Saturday (8) 12,000. Ticket sales for Spudder Park, baseball field, was general admission \$1 adult and 50 cents children. Tickets were sold at show grounds and two uptown locations each day, and by 300 of the temple's 2,480 members.

Highlighted acts included the Great Wallendas, the George Hanneford Jr. bareback riders, the Wazzan Troupe, Ed Widaman's elephants and Helen Haag's chimps.

Jackie Bostock returned here to the Hanneford act after five weeks off including three hospitalized for major surgery. He handled the whip and took only light work, but believes he will be back in top form within two more weeks.

Bob Stevens' key people for the Wichita Falls date included Ralph Duke, equestrian director; Harry Hammond, auditor; Jean Allen and associates, concessions; Norman Wadkins, announcer, and Karl Wallenda, production numbers.

Karl Wallenda troupe came in from Toronto, left for Tom Pack's quarters near St. Louis (Collinsville, Ill.) for rest before showing Teaneck, N. J., Shrine Circus, October 21, 22, 23, then go to Kansas City.

Ed Widaman and his elephants had been resting in quarters at Gainesville, Tex., where they return before going to Tom Pack's Wichita, Kan., date November 6-13

(Continued on page 61)

Detroit Shrine Talent Named By Producer

DETROIT — Names of some principal acts for the 1961 Detroit Shrine Circus have been announced by producer Al Dobritch. Included are:

The Original Hanneford Family, Princess Tajana, the Nerveless Nocks, White Horse Troupe, Dior Sisters, Hildalys, Chet Juszyk's Wild Animals, Albert Rix Bears and Emmett Kelly. There will be seven midgets, including the Landon Troupe, the Dewsberrys and the Landruses, to portray Snow White's seven dwarfs. Other clowns will include Ernie Burch, Gene Randow, Charlie Frank and Harold Simmons.

Additional people are to be contracted.

6—PHONEMEN—6

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CIRCUS TROUPING

By TOM PARKINSON

CARSON & BARNES Circus has come up with a new way to gain the participation of circus fans. It will be recalled that a couple of other shows have made forays with the idea of selling stock in shows to fans. Some time this may be worked out, perhaps in a way similar to that used by investors in Broadway productions. But meanwhile Carson & Barnes is building a new grandstand. It is contacting fans with a plan for them to sponsor a chair.

Five dollars gives the fan a membership in the Carson & Barnes fan club. For this the fan will have his name lettered on a chair in the new grandstand. He also is to receive a photo of the chair at the time of lettering and another as it appears in the completed grandstand. A membership card also is a season pass which entitles the holder to attend any performance and sit in the chair bearing his name.

Circus Schumann in Denmark tried to book a full company of the Moscow State Circus and has secured 35 people, including the illusionist Kio. The Russians comprise the second half of the present Schumann show, which recently left Copenhagen for several road stands. . . . First circus to play Kampala, East Africa, since 1931 is the Circus Brazil, which arrived by boat and then tried three lots before getting settled. At the second lot all seemed well until the owner claimed that he must have either the tickets privilege or the concessions.

★ ★ ★

From Ringling-Barnum, Chuck Burnes writes that at Dallas, Hugo Zacchini had to deflate the tires on his cannon truck in order to enter the arena for each show. . . . Doc Henderson's grandchildren visited from Bryan, Texas. . . . The show had a 1961 Corvair several days before it was unveiled nationally. . . . Birthdays were celebrated by Louisa Bisbini, Tony Kaiser and Gladys Rimmer. . . . The owners of the King Ranch in Texas visited and saw the horses that Ringling bought from them earlier. . . . Visitors included Billie Burke, Ted Bowman, Lawrence Cross, Bob Stevens, Bobbie Peck McGough and Michelle, Roger Smith, Alberto Zoppe and Felice, Billy McCabe, Greg Petterson, Tommie Randolph, the Bokaras, Joe Ward and a number of Shrine clowns, Joe Adams Jr., Lem Ansley, Roy Fickin and Carl Taylor.

Circus producer Al Dobritch is enthusing over the results of the Ed Sullivan circus show of a recent Sunday. For one thing, Sullivan gave Dobritch a credit line in the filmed show. For another, the circus program upped the Sullivan show's Trendex rating to 38.6 per cent, while other network shows were getting 23 and 26 per cent ratings. . . . Gus Bell, former flying return performer, and Buck Cathey, of Southern Artists Agency, have just opened the Stage Door night club a half block from the main gate of the State Fair of Texas in Dallas.

Karl Cartwright caught the Beatty show at Norfolk, and reports good business, rain and good circus appearance. He also caught the Paul Miller shopping center show, which had about six days of rain. With Miller were the Hannefords, Koyo Troupe, Bumpsey Anthony, Kinko, Arturo highwire act and an elephant, as well as carnival attractions. . . . Jack Niblett, English circus writer who has visited on a number of U. S. shows, is back home in England and caught the Blackpool Tower Circus, where he visited with the Theron Troupe and Guy Theron. The Thérons are flying back from England to open in Austin, Tex., October 23. Niblett expects to see Bertram Mills and Billy Smart shows before the outdoor season ends this fall.

Milwaukee Journal ran an article about Ethel Romelfanger, who plays the calliope for the Circus World Museum. Jenda Smaha is working the Circus World Museum elephant and will play the LaCross, Wis., Shrine show. . . . Don Marcks visited the Roy Bible show in El Cerrito, Calif., and he and the Everett Simone family caught Kelly Miller in California. . . . Mike Piccolo and Silvius Piccolo caught Mills and visited with Jack Mills, Herman Joseph, Joe Rossi, and George Hodgdon.

Lee Allen Estes, Kentucky State safety officer, who is a part-time showman, too, is promoting a Lexington show November 4. It will have Emmett Kelly, Amazing Riney, Bobby May, Hanlon and Clark, Patti Miller and the Stanfords. Estes recently found and restored a Deagon Unaphone and made the papers with a photo when Liberace posed at the Unaphone keyboard. . . . Model builder Wilbert Bender caught Mills Bros. at Dover, O., October 8, and reports others on hand including David Lomax, Norman Senhauser, Staley Graham and Mr. and Mrs. Charles E. Hart.

Harry and Peggy Baker closed a successful season with the Clyde show and they are returning to Philadelphia with club dates in mind. . . . Rudy Niemeyer, long-time assistant in the Harry Atwell circus photo business, is visiting in Chicago and Whitewater, Wis.

Bob Reynolds, Beatty superintendent, is out of the hospital now and recuperating at his Sarasota home. . . . Bill Kay is in Sarasota to promote the upcoming Beatty show date there. . . . O'Leary Bros. Circus is dickering for a date at Charleston, W. Va. . . . Paul M. Conaway, circus attorney, also represents the Georgia Dental Association and was honored by that group recently. . . . Model Builder Oscar Runge was written up recently in The Milwaukee Journal.

Floyd King visited on the Duke of Paducah Show recently. . . . Jon Friday visited on the Hagen show at Hattiesburg, Miss., and chatted with the Jacksons. He also hoped to catch Penny Bros. and Ringling. . . . George and Floyd Lake caught the Mills show and visited with Jake and Jack Mills near Pittsburgh. The George Lake Trio, with Bert Billings, plans to be with the Mills show next season. . . . Johnny Fulghum, earlier a billposter with the Beatty-Cole show, revisited the show recently. He also caught the John Marks carnival and he now is with the O. C. Buck Shows.

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THE FINAL CURTAIN

BACHMANN—Josephine, 56, wife of Bill Bachmann, October 6 in St. Louis. The Bachmanns were photo operators on various shows and at fairs. Surviving are her husband; a sister, Marie Simpson; two brothers, Henry and Boots Kruep; two nieces, Mrs. Walter (Averill) Wanous and Betty KcKee Jacobs, and a nephew, Harold Kruep. Services October 11 with interment in Calvary Cemetery.

CALDY—Jack Davis, 68, retired outdoor showman, October 5 in Aransas Pass, Tex. Prior to his retirement he had been with United Exposition and Alamo Exposition shows. A daughter survives. Services and burial were in Aransas Pass.

DAVIS—Wop, in outdoor show business for many years, October 5 of a heart attack at his home in Aransas Pass, Tex. Survived by a daughter.

FLINT—Tito, circus clown, at Atlanta, Ga., September 28. He had been with Tom Packs Circus. There are no known survivors.

FRANCIS—Nickey, 40, circus clown formerly on the "Super Circus" TV show, at St. Petersburg, Fla., recently. He was a native of Kirksville, Mo., and his true name was George Frantilini.

FRENCH—Charles E., for many years The Billboard agent for the Jimmie Chanos Shows and known to show folks as High-Striker Pop, September 19 at his home in Lisbon, O.

GERETY—Mrs. Leila Brunson, wife of Barney S. Gerety, of the old Beckman & Gerety Shows, October 7 at her home in San Antonio. Besides her husband, she is survived by a brother, W. W. Brunson, Orangeburg, S. C., and a sister, Mrs. Richard Fulp, Charlotte, N. C. Services October 11 at Porter Loring Chapel, followed by burial in Sunset Memorial Park, San Antonio. Pallbearers included M. F. Klemcke, Plez Naylor Sr. and Jr., Joe Shilibo, Jerry Cobb and Chris Miller.

GRAY—W. J., 84, father of Jennings Gray, head porter on the old Johnny J. Jones Exposition for 20 years, and Oscar Gray, who has been porter on the D. D. Murphy, L. J. Heth and Dodson World's Fair shows, October 6 in Chicago. Also surviving is another son, Robert, nonpro. Burial in Rest Vale Cemetery, Chicago.

HOOSE—Nellie (Powers), for many years piano player and character actress with the Frank Ginnivan Dramatic Company, September 27 in Kokomo, Ind. Services and burial in Kokomo, September 30.

KELLY—Walter S., 80, veteran concessionaire known as Kelly the Candy Man, September 30 in a Boston hospital. For more than 60 years he sold candy at fairs thruout the country, and his son, Walter Jr., has operated the business in recent years. Survivors, in addition to his son, include two sisters and two brothers.

LAKE—George E., 75, one of the Lake Brothers veteran Penny Arcade operator in New England, October 4 at Anna Jaques Hospital, Newport, R. I. The brothers operated in Providence, Rocky Point Park, Crescent Park, and Salisbury Beach. Brothers Charles Albert and John survive him, as do his widow, sons George and Herbert, daughter Mrs. Heler V. Pattie, sisters Mrs. Lillian Lannen and Mrs. Evelyn Trainor and four grandchildren. He was a native of Fall River, Mass., and lived in Salisbury, Mass., for 30 years.

MANN—Dr. William, 74, former director of the National Zoo, Washington. (Details elsewhere in this section.)

PARSONS—Jack, former rep show performer, September 2 in Union City, Pa., while on tour with the Passion Play. Survived by his widow, Lolabelle, and son, James, who were also well-known in the rep field.

RABON—Nora, 84, mother of B. L. (Bud) Rabon, electrician formerly with Blue Grass Shows, October 3 in a St. Marys, Ga., hospital.

MARRIAGES

VAN HOOSE-BADWELL— William R. Van Hoose and Margaret Anne Badwell, known professionally as Peaches La May, members of the Marks Shows, October 4 in Orangeburg, S. C.

ROLLER RUMBLINGS

By AL SCHNEIDER

APPROXIMATELY 750 people attended the Southern Ohio regional queen elimination contest of the Roller Skating Foundation of America, held Tuesday (11) night at Club Rollerama, newest roller rink in the Cincinnati area. James Ulrich, rink manager, called the affair an outstanding success, pointing to the excellent turnout of patrons on a week night and to the fact that the crowd included about 250 parents, thus giving roller skating an excellent chance to showcase before that important segment of people the many advantages offered by rink skating. The contest was open to all girls in the 16 to 22 age bracket and it drew 180 contestants. Judging, done on the basis of beauty and personality, was handled by Col. Joe Goetz, public relations man for the local Sheraton-Gibson Hotel; Lee Fogel, of WCPO-TV; Will Lenay, radio Station WCKY; Bill Sachs, executive news editor of The Billboard; Lee Cohen, of the Jaycees, and Al Hyman, local clothing manufacturer. Winner of the affair and he top prize of an all-expense trip to Miami for the November 12-16 RSFA national queen contest was Miriam Hill, of Cincinnati, who also received tuition for a full course in modeling and merchandise prizes. Second-place honors went to Donna Vories, of Fort Thomas, Ky. The 30 runnerups received trophies and merchandise prizes. The prize list included a TV set, two-piece luggage set, 30 picnic coolers and coupons for cartons of Pepsi-Cola, all donated by James B. Someral, vice-president of the local Pepsi outlet; shoe skates, donated by Chicago Roller Skate Company, and a three-speed stereo player, 30 LP albums, trophies, floral pieces and corsages, donated by the rink.

C. E. Ferebee was scheduled to open a \$150,000 roller rink in Raleigh, N. C., on October 15, according to Tom Wagnon, recently appointed manager. The building, 100 by 200 feet, boasts a clear-span roof, modern restaurant and 33/32-inch hard maple flooring. Wagnon formerly owned Star Skating Rink, Gadsden, Ala., and more recently managed Brooks Skating Arena in Raleigh. The new rink is located on Highway 64, east of Raleigh.

A new building recently erected on the Mississippi Valley Fair & Exposition grounds at Davenport, Ia., opened in September as a permanent installation for roller skating. The only time the facility will

not be used for skating is during the fair's annual five-day run, when
(Continued on page 61)

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Alamo Expo.: *Mrs. H. T. Reynolds; (Fair) Sulphur, La.; (Fair) Houma 24-29.

All American: Manning, S. C.; (Fair) Bishopville 24-29.

Amusements of America: *S. Generallo; (Fair) Lumberton, N. C.

Bee's Old Reliable: *Raymond C. Huls; (Fair) Thomson, Ga.; Hawkinsville 24-29.

Big D Ams.: Mangham, La., 20-29; Cotton Valley 31-Nov. 5.

Big State: *Jos. Sima; Bellville, Tex.; Alice 24-29.

Blue Grass: *J. T. Richards; (Fair) Tallulah, La.

Buck, O. C.: *Joe Cobb; (Fair) S. Boston, Va.; (Fair) Carthage, N. C., 24-29.

Burkhart, Carl: *Hope Thompson; (Fair) Oak Grove, La.

Capell Bros.: (Fair) Eleven Mile Corner, Ariz., 20-23.

Capital City: *C. C. Miller; (Fair) Eastman, Ga.; (Fair) Valdosta 31-Nov. 5.

Central State: *J. D. Steinbeck; Childress, Tex., 17-19; Quanah 20-22.

Cetlin & Wilson: *Tony Lewis; Macon, Ga.; (Fair) Tuscaloosa, Ala., 24-29.

Crystal Ams.: *Earl Miller; (Fair) Springtown, S. C.

Drew, James H.: *Jimmy Drew; (Fair) Bainbridge, Ga.; (Fair) Augusta 24-29.

Endy, David B., Ams.: (Fair) Sumter, S. C.

Evans United: Sedalia, Mo.

Fitzsimmon, Roy: Tombstone, Ariz., 17-24.

Gala Expo.: *Carolyn Miller; Marianna, Ark.

Gatto Ams.: (Fair) York, S. C.; (Fair) Rayford, N. C., 24-29.

Gayway: *June Reynolds; Jonesboro, Ark.

Gentsch, J. A.: *Carl Sanstead; Meadville, Miss., 17-25.

Georgia Am. Co.: *C. J. Barrett; (Fair) Jackson, Ga.; (Fair) Dublin 24-29.

Geren, W. R., No. 1: (Algonquin Shopping Center) Louisville, Ky.

Gold Medal, No. 1: *Bill Stevens; (Fair) Marianna, Fla.; (Fair) Quitman, Ga., 24-29.

Gold Medal, No. 2: *C. C. Leasure; Warrenton, Ga., 17-24.

Gooding Am. Co., No. 1: *Joseph Gaskell; (Pumpkin Show) Circleville, O.

Gooding's Million Dollar Midway, No. 3: *J. H. Macdougall; (Fair) Pensacola, Fla.

Greater Kastl: *Gustie Pelan; Brownfield, N. M., 18-23.

Hammond, Bob: Austin, Tex., 21-29.

Heth: *Mrs. Al Kunz; (Fair) Mobile, Ala.; (Fair) Augusta, Ga., 24-29.

Hoard & Mullis: *E. Mullis; (Fair) Glennville, Ga.; (Fair) Baxley 24-29.

Hottle, Buff, No. 1: *F. Bailey; Crowley, La., 19-21.

Circus Routes

Christy Bros.: *Lee Bradley; Colgate, Okla., 17; Antlers 18; Hugo 19; Broken Bow 20; Silver Springs 21; Leesville 22.

Clyde Beatty-Cole Bros.: *Buster Odle Jr.; Wytheville, Va., 17; Bristol 18; Kingsport, Tenn., 19; Asheville, N. C., 20; Knoxville, Tenn., 21; Oak Ridge 22; Gadsden, Ala., 24; La Grange, Ga., 25; Americus 26; Douglas 27; Brunswick 28; Jacksonville, Fla., 29-30; St. Augustine 31.

Dobritch, Al: (Sports Arena) Toledo, O., 26-29.

Famous Cole: *H. Walters; Elgin, Tex., 19.

Hagen Bros.: *Buck Leahy; Kenner, La., 17; Baker 18; Port Allen 19; Thibodaux 20; Morgan City 21; Franklin 22; Houma 23; New Iberia 24; Lafayette 25; Marksville 26; Jena 27; Vidalia 28; Vicksburg, Miss., 29. (Season ends.)

Kelly-Miller: *Jack Smith; Flagstaff, Ariz., 17; Winslow 18; Gallup, N. M., 19; Grants 20; Belen 21; Socorro 22; Truth or Consequences 23; Almogordo 24; Roswell 25; Artesia 26; Carlsbad 27; Hobbs 28; Lamesa, Tex., 29; Andrews 30; Big Springs 31.

King Bros.: *Danny Kelly; Hartwell, Ga., 17; Greenwood, S. C., 18; Gaffney 19; Kings Mountain, N. C., 20; Malden 21; Statesville 22; Southern Pines 24.

Penny Bros.: *Don Floyd; Linden, Tenn., 17; Hohenwald 18; Manchester 19; Wartrace 20; Woodbury 21; Watertown 22.

Polack Bros.: (Freeman Coliseum) San Antonio, Tex., 19-23; (Goette Field House) Camp Lejeune, N. C., 28-29; (Armory) Baltimore, Md., 31-Nov. 5.

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Johnny's United: *Ray Jackson; (Fair) Cordele, Ga.; (Fair) Dothan, Ala., 24-29.

Kile, Floyd O.: (Fair) Clinton, La., 18-22.

King Bros.: *J. L. King; Rule, Tex., 17-23; Rochester 24-29.

Leeright Midway: Eloy, Ariz., 19-23.

Lone Star Carn. & Circus Comb.: *Mike Omatta; Spur, Tex.

Manning, Ross: *Nelson Wilkins; Monks Corner, S. C.

Marks: *Jack Gallup; (Fair) Union, S. C.; (Fair) Laurens 24-29.

Merchant's Festival Rides: Nashville, Tenn.

Midway of Mirth: *Frank X. Lavell; West Memphis, Ark.

Moore's Modern: *Jack Moore; Lamesa, Tex.

Motor State: *M. Frederick; Water Valley, Miss.

Norton's United: *Stan Reed; (Oil Show) Odessa, Tex. (Continued on page 61)

Miscellaneous

Kriel's Kats & Klowns: Buffalo, Ia., 19.

Paige, Kiki: (Bimbo's 365) San Francisco, Calif., 17-Nov. 30.

Sun Players: Bowling Green, Ky., 17-18.

Ice Shows

ICE SHOW ROUTES—10-17

Shipstads & Johnson's Ice Follies of 1961: (Stadium) Chicago, Ill., 18-Nov. 6.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Clause, Paul
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Hart, Le Vonna
Hauck, Harry
Haworth, Joe
Hennessee, John & Mrs.
Herman, Howard M.
Hessum, Barry
Hoban, Robert A.
Holzman, Al
Hoover, Bill G.
Horowitz, Eddie
Howell, John
Huckleberry, Bob
Ivan, John
Jackson, Kelly & Mrs.
Johnson, Ed & Mrs.
Johnson, George
Johnson, Wm. T.
Jones, Byrd Blain
Joyce, C. R.
Jose, Mrs. Ruth
Kalbaum, William
David & Ona
Katz, Harry
Kelly, David E.
Kennedy, Thomas J.
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King, William
King, William
Klein, Jerry
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Baker, Bennie
Becker, Fern
Bennett, Charles
Boseley, Lake
Brigance, James
Briggs, Thomas
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Burns, William E.
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Campbe, Walter
Carl Shows, A. J.
Carney, Bob
Carroll, Simmy & Inez
Carter, Edgar L.
Carter, William M.
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Clemens, Jess
Colvin, Warren
Conklin, Lola
Conlin, Pat
Converse, Art
Copland, Dick
Coppock, Charles P. & Alice R.
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Crewshaw, Mrs. Lena
Crowe, W. J.
Davis, Clyde
Davis, Lee
Deindl, L. J.
Deitsch, George Paul
Duffy, John
Duffy, John Thomas
Eidol, Simon
Field, Edward L.
Fisher, Hal
Francis, John
Franks, T. S.
Frye, H. L.
Gambino, John
Goodrich, H. R.
Gray, Clifford
Graham, Jimmy Lee
Griggs, Charles
Harrington, LeRoy
Hansen, H. Art
Helman, James
Horwitz, Cy
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Jackson, Les
Johnson, Al
Johnson, Robert
Jones, Barbara
Jones, Walter E.
Kelly, C. O.

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Madd, Eddie
Major, Johnny
Mannins, Poe Wee
Martin, Frederick
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Clark, Ray
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Cusson, Joe
Evans, Sam
Floyd, Mr. & Mrs. Don
Gottis, Glenn
Gray, Clifford
Griffin, William
Gruszeki, Heidi
Hackman, Emery
Johnson, W. L.
Lea, Jane
Littlefield, Norman
Miller, Katherine B.
Mitchell, James
Moore, P. F.
Pasco, Betty
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BLUE GRASS CONTRACTS MARSHFIELD, BEAVER DAM

MONROE, La.—C. C. (Specks) Groscurth, owner-manager of Blue Grass Shows, announced here last week that he had signed to provide the midway attractions at two 1961 Wisconsin fairs, Marshfield and Beaver Dam, both new to the show's route.

The Central Wisconsin State Fair at Marshfield awarded Groscurth a three-year contract thru 1963 while the Dodge County Fair at Beaver Dam pact is for one year. The latter fair, which for years followed Labor Day, next year will be a week ahead of the holiday due to the earlier run of the Wisconsin State Fair.

Groscurth's show will play on a new fairgrounds, to be used for the first time at Beaver Dam next year. The show also will break in a new grounds at the La Porte, Ind., annual where he holds a contract thru 1962.

Marshfield was played this year by Don Franklin Shows, which will not tour in '61, while the Beaver Dam fair was played by Farrow Amusement Company.

The fair here in Monroe opened big, and from early grosses Groscurth said it looked like a big winner for the rides and shows. He has three more years to play here under a long-term contract.

Penn Premier Retains Fair At Burlington

N. C. Date Again Kicks Off String Of South Dates

REIDSVILLE, N. C.—Burlington and Mount Airy, N. C., have been retained for 1961 by Penn Premier Shows, Manager Lloyd Serfass reported this week. He termed Burlington as especially valuable since it provides a good week for kicking off the Southern fair route. It falls after the Labor Day date in Ebensburg, Pa.

Burlington this season was the best it has been in several years. Serfass noted. At this point there were five weeks ahead during which seven fairs would be played. Painting and other fixing were going on in preparation for the big Winston-Salem Negro Fair but work was hampered by week-long rains.

Reidsville's gully lot found the midway bogged down all week. Earnings were insignificant for a huge collection of equipment which included a dozen shows and more than 25 rides. J. J. O'Donnell's new Roundup was here, plus Colgrove's Paratrooper.

Serfass said the two-show system for summer dates would be retained in 1961. The junior unit, titled Keystone State Shows, at times outdrew its brother this season. Both thrived on an advance sale promotion devised by Serfass.

CARNIVAL CONFAB

CHARLEY WRIGHT returned to Miami after selling his concession holdings to Norman LaChance on the Buck Midway. Bernie Therit is touring his hippo show with Buck. . . . Paul Miller, after a Canadian tour with King Reid, had his Arcade, Scooter and concessions at the Petersburg, Va., Fair. . . . Joe Boston and Tirza visited with Oscar Buck and the Strates folks en route to Miami. . . . Jimmy Strates has acquired a Chris Craft for deep-sea fishing and entertaining

Jack Quinn of active Bazaar in Philly is out of the hospital and busy jackpotting at the Trenton, N. J., Fair midway. . . . On the Strates Shows, Ross Lyons has achieved something noteworthy in the girl show sound, using tape with a stereo system he sweated over all last winter. . . . Lewis Scott's smiling thru his sixth season with the Minstrel Revue. . . . The Kelly-Sutton Side Show has been doing nicely altho faced with a tough nut in its fourth year with Strates. . . . Mrs. Tinsley's Mad Mouse foreman, Snow, doing a fine job. Del Flore's Chairplane was one of the units making Danville, Va., with Strates in preparation for the big week in Raleigh.

Frankie Schillizzi, former long-time concession man with World of Mirth Shows, made Frederick, Md., and Petersburg, Va., for the Vivonas and Maxie Sharp. . . . Harry Hauck, another World of Mirth veteran, has been ill in Greensboro, N. C., hospital and would like to hear from friends. Among the earliest to respond were Lloyd Serfass and Joe Gilman. . . . World of Mirth's press clippings have mushroomed recently with the return of Richmond Cox. . . . Betty Hatten, floss operator, and Eddie Cenname, lot man, have been written up at length in the papers. . . . Mimi Drisch, of Hermine's Midgets, slipped and broke an ankle in Winston-Salem. *Irwin Kirby*

★ ★ ★

Jack Davis (Wop) Cald, age 68, died October 5 at Aransas Pass, Tex. Cald, for many years in the carnival business, and last with Curley Vernon and the Alamo Exposition Shows, retired from show business several years ago to make his home in Aransas Pass. He is survived by a daughter, Mrs. Fran-

ces Hall, of Winston-Salem, N. C. Funeral services were held in St. Mary's Star of the Sea Catholic Church on October 7 with burial in Prairie View Cemetery, Aransas Pass. Quite a few outdoor showmen in Aransas Pass attended the funeral services. . . . Jack Edwards, *(Continued on page 62)*

★ ★ ★

FLASHBACKS: 15 Years Ago—Jack Downes, co-owner and general manager of Gem City Shows, announced the show had purchased a permanent winter quarters near Quincy, Ill. . . . Johnny J. Jones Exposition grossed \$92,380 at the Atlanta Fair. And the Showmen's League of America, received \$1,521 from a jamboree held on the fun zone there. . . . Archie Gayer and Harry Lewiston joined in a partnership to operate several enterprises. . . . The Michigan Showmen's Association started its distribution of War Bonds to all members who had served in the armed forces.

Royal American Races at Jackson

JACKSON, Miss. — The rides and shows of Royal American Shows were making hay as the sun shone here last week at the Mississippi State Fair.

The big midway organization went into Friday (14), next to the final day of the six-day run with a 40 per cent increase over last year's fair when one day was lost to rain. Friday was kids' day and big things were expected for the usual big one plus the closing Saturday.

Topping the midway the first four days was the Club Lido with Baby Dumpling featured. Following in order was Leon Claxton's Harlem in Havana, Bill Kemp's

Motordrome and the Dick Best Side Show.

The Kiddieland was garnering plenty of coin here. Located on a paved area in front of the midway, the moppet devices were cashing in big. The fair here is always a good ride spot and the majors were getting plenty of adult as well as kid business.

Royal American will remain here following the Saturday night close. Sunday was an off-day but the Mississippi State Negro Fair was to open Monday (17) for three days. Show will close here Wednesday night (19) and hold a preview opening at the Louisiana State Fair, Shreveport, Friday night (21).

SHOWMEN'S LEAGUE of AMERICA

Cordially Requests

ALL FAIR ASSOCIATION MEMBERS, MANAGERS, RODEO PERFORMERS, CIRCUS PEOPLE TO SUPPORT OUR COMBINED BANQUET & BALL AND PRESIDENT'S PARTY TO BE HELD AT THE SHERMAN HOTEL, GRAND BALLROOM, WEDNESDAY EVENING, NOVEMBER 30, 1960.

WE FURTHER REQUEST YOUR SUPPORT IN ATTENDING THE INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS BANQUET & BALL AND PRESIDENT'S PARTY FOR WILLARD MASTERSON, AT THE MORRISON HOTEL, FRIDAY EVENING, DECEMBER 2, 1960.

Sincerely,

PAUL OLSON, President

Showmen's League of America

Dallas Midway Bows To Booming Grosses

Billed as Strong Line-Up on Records; Flash, Space Combat Rides Debut

DALLAS—The Midway at the State Fair of Texas was doing booming business as the Dallas exposition swung thru its first week. Rides, shows, novelties all showed gains over the fine year of 1959. Foods were slightly off but not in any significant manner. Midway has its strongest line-up of rides in history of the Fair. In addition to the permanent installations, which include some 33 major and Kiddie rides and amusement

devices of various types, a flashy array of special rides have been brought in for the Fair.

Sammie Bert, owner of the big Roller Coaster and the Wild Mouse, has "The Flash," a mono-rail type coaster with two elevators, brought in from the Brussels' World Fair. This ride and another new one, the Space Combat, were both brought to this country by Export Sales Corp., a Dallas firm specializing in the development and marketing of major rides to the amusement industry. Both rides are only ones in existence. Space Combat came direct to fair from the factory in Italy and is being exhibited here for the first time anywhere.

Al Kunz's Space Wheels occupy a prominent spot on the Midway. Jimmy Johnson has his Calypso in operation with an air-conditioned ticket booth. The Miers Brothers brought in their flashy ride, the Himalaya, from Switzerland. Cliff Wilson, who brings in the Midway shows, also has two rides operating, a Slide and a Round-Up.

Wilson reported his shows were up 8 per cent over last year for the first four days and expects to hit a new high with his line-up.

Topping the shows were Mitzi and her International Revue under management of Roland Porter, followed closely by Charlie Taylor and his Cotton Club Revue with 33 people. Arch McAskill's Palace of Wonders and Illusions featuring the Cardiff Giant was in third place.

Newest idea in midway attractions, also clicking and close behind the top money, is the Artists and Models Show under management of Fred McFalls Jr. and Sam Dougherty. The show is housed in an air-conditioned tent with reclining chairs behind an artistic neon-lighted front. For \$1 patrons are furnished cameras and film for snapshots. Regular price for spectators only is 50 cents. McFalls and Dougherty have a tie-up with a film company to supply cameras and film. Patrons with own cameras can purchase film at show.

Harris Motor Maniacs is doing good business in their Silodrome, using the popular new Go-Karts to give it a twist. McClellan Brothers feature alligator wrestling in their Reptile Wonder Show. Williams educated simians and monkey speedway are getting good play from the small fry.

Other shows are Art Riley's Monster Pythons, Rocky's Pre-historic Wonders, George Surett's Pinheads and Dillon's Mechanical City. Charles Garvin has the Slide ride and Bob Dickey, the Round-Up.

Wilson is assisted by Freda Wilson. Al C. Beck assisted by Jean Beck are holding down the office.

Detroit Club Gets \$2,081 From Events

DETROIT—The treasury of the Michigan Showmen's Association was enriched to the tune of \$2,081.73 at its first fall meeting here Monday night (10).

Robert and Jerry Reid, co-owners of Happyland Shows, came up with a check for \$740.33, the proceeds from a jamboree on the show at Allegan, Mich. A benefit jamboree on the Skerbeck Amusement Company netted \$574, and proceeds from the club-sponsored spring festival here in Detroit earned \$767.40.

A total of 22 new members added to the rolls included Sam Borden, Robert J. Rifensberry, Dudley W. Hampton, R. E. Maples, William Kane, Barnett Fuller, Richard Black, Joseph A. Mooney, Donald L. Pickett, James T. Mitchell, James R. Elliott, Frank Firth, Dwight Bazinet, Harold Daves, Harold Gadinan, Edward Carton, William E. Drake, Patrick J. O'Reilly, Ray Story, Harold J. Lucas, Bennett H. Merritt and Milton Gedance.

Past President Jack Dickstein announced plans to sell the present clubhouse may be held up due to a soft real estate market. President Bob Morrison announced the club is sponsoring two bowling teams.

CLUB ACTIVITIES

Caravans, Inc.

CHICAGO — Theresa Dundee, second vice-president, was in the chair at the regular meeting. Also present were Frieda Rosen, third vice-president; Wanda Derpa, secretary; Lillian Lawrence, treasurer, and Irene Coffey, chaplain.

Fifteen membership applications were received from Josephine Haywood, Claire Sopenar was confined at home. Membership was saddened by the death of Mary Martin's husband, Bill, and the passing of Ann Young, a former member.

Veronica Potenza and Frieda Rosen will be in charge of the October 18 social. Named to the nominating committee were Agnes Barnes, Isabell Brantman, Claire Cherniak, Theresa Dundee, Margaret Levine, Pearl McGlynn, Veronica Potenza. Alternates are Betty Broderick, Lucille Hirsch, Helen Hoffmeyer and Lillian Plano.—Lillian Lawrence.

(Continued on page 62)

Cincinnati Fair

Continued from page 53

grandstand admission was 50 cents during afternoons and \$1 at night, with boxes going at \$1 and \$2, afternoon and night.

The program offered vocalist Anita Bryant, Rotroff's All-Girl Auto Thrill Show, the local Smitty's orchestra and the Hustris sway-pole act in the professional line-up. Between acts the fair offered a horse show, trotting and pacing, cutting and Western horse shows and a pony show.

A Gooding Amusement Company unit, under the management of John Enright, occupied the midway, grossing about \$10,000, of which the fair received a 25 per cent cut.

Peters said the 1960 edition was one of the more successful annuals sponsored by the Hamilton County Agricultural Society, with exhibits heavy in all department.

Prell Hits Good Week At Petersburg Fair

ROCK HILL, S. C.—Most attitudes around the Prell midway were pleasant after a big week at Petersburg (Va.) Southside Virginia Fair. To be sure, there were operators who would like to have done better, but conservative ones were more than satisfied with the date.

Rain fell off and on during the week but the big Saturday (8) was foremost in everyone's thoughts. It drizzled all day until nightfall but plenty of patrons showed up. When the rain stopped they came out by the thousands. The midway was not choked but it was well populated.

The spot produces people in capacity numbers on the closing day. This time attendance and earnings were about a third below expectations.

Fourteen major rides, a like number of kiddie rides, and 13 shows were fielded. Fred Vonderheid's and one other Wild Life embellished the line-up. Also on hand were the Old Mill Darkride, Six-Legged Cow, Harvey Boswell's Circus Show, Giant Steer, Rock and Roll, Raw Flesh, Hi-Hat Club, Dixie Lee, Casino Royal, Glasshouse and Motordrome.

Thad Work had a set of rides at the fair and Austin Dentinger provided two Girl Shows and his grab stand. Major rides were the Paratrooper, Merry Mixer, Roll-o-Plane, Rock-o-Plane, Double Octopus, Twin Ferris Wheels, Caterpillar, Tilt-a-Whirl, Flying Coaster, Skooter, Round-Up, Helicopter and Merry-Go-Round.

The show follows Rock Hill with Rutherfordton, N. C., then the Columbia (S. C.) Negro State Fair and Camden, S. C. The Statesville, N. C., Fair was added to the route this season and panned out nicely, Sam Prell said. Other fairs have included Fredericksburg and Warsaw, Va., and Goldsboro, N. C.

COMING EVENTS

California

Long Beach — Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-25. Civic Productions
Richmond—Home & Decorators Show (Don Hotel), Nov. 9-13. National Home Shows, Inc., 270 Fig. Chula Vista
San Francisco—Grand National Livestock Expo (Cow Palace), Oct. 21-30. Nye Wilson
Turlock—Far West Turkey Show, Dec. 6-8. Robert G. Gorman.

Colorado

Denver—Denver Auto Show (Coliseum), Nov. 9-12.

Florida

Bevilles Corner—Sumter All-Fla. Breeders' Show, Nov. 2-5. L. L. Gliddens, Webster.

Illinois

Chicago—Nat'l Assn of Concessionaires' Convention & Trade Show (Conrad Hilton Hotel), Nov. 6-10.

Indiana

Indianapolis — Indianapolis Auto Show (Fairgrounds), Nov. 25-Dec. 3.

Louisiana

Baton Rouge—LSU Livestock Show & Dixie Horse Show Jubilee, Nov. 3-6. W. M. Babin, Box 8637, University Station.
Crowley—Intl. Rice Festival, Oct. 20-21. Rupert F. Cisco, City Hall.
Natchitoches — Natchitoches Christmas Festival, Dec. 3. Mrs. Ann Brittain, Chamber of Commerce.
Natchitoches—La. Pecan Festival, Dec. 3. Norman Fletcher, c/o KNOX.
Opelousas—La. Yambilee, Oct. 26-27. Vernon E. Lacour, P. O. Box 110.

Maryland

Tilmonium—Eastern Nat'l Livestock Show, Nov. 12-17. Dr. John E. Foster, University of Maryland, College Park.

Massachusetts

Boston—International Foreign & Sports Car Show (Commonwealth Armory), Oct. 19-23.
West Springfield — Autorama (Industrial Arts Bldg., Expo. Park), Oct. 19-23. Joe Kizis, 2 Meadow Park Drive, Millford.
West Springfield—Autorama (Exposition Park), Oct. 19-23.

Michigan

Detroit — Detroit Jr. Livestock Show (Stockyards), Dec. 6-8. G. F. Ridley, 6750 Dix.
Detroit—National Automobile Show (Cobo Hall), Oct. 15-23.
Grand Rapids—West Mich. Livestock Show, Dec. 20-22. Wm. Rupp, 728 Fuller, N.E.
Lansing—Lansing Home Show (Civic Auditorium), Oct. 19-23. Pat O'Toole.
Traverse City—Northwestern Michigan Potato & Apple Show, Nov. 2-3. A. L. Olson, Federal Bldg.

Minnesota

Minneapolis—Northwest Boat & Marine Show (Auditorium), Nov. 30-Dec. 4. P. W. Kahler.

Missouri

Kansas City — American Royal Livestock Show, Oct. 18-26. C. M. Woodard.

Nevada

Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.
Las Vegas—Las Vegas Sportsmen's Show (Convention Center), Nov. 9-13.

New York

Albany—Albany Auto Show (Washington Ave. Armory), Nov. 12-19.
New York—General Motors Motorama (Waldorf-Astoria), Nov. 3-9.
New York—National Horse Show (Garden), Nov. 7-8.
New York—National Winter Sports Show (Coliseum), Nov. 30-Dec. 4.
Westbury—World Car Show (Roosevelt Raceway), Nov. 5-13.

Ohio

Circleville—Circleville Pumpkin Show, Oct. 19-22. Ned B. Dresbach.

Oregon

Canby—Oregon Corn Show, Dec. 2-3. Clive Cook.
Portland—Portland Auto Show (Memorial Coliseum), Nov. 23-27.

Pennsylvania

Harrisburg — Pennsylvania Nat'l Horse Show, Oct. 15-22.
Pittsburgh—Pittsburgh Auto Show (National Guard Armory), Nov. 12-19.

Tennessee

Somerville — Fayette Co. Livestock Show, Oct. 23. C. W. Stroup.

(Continued on page 61)

Danbury Big As How-Reit Gets Record \$

DANBURY, Conn. — How-Reit Shows put 25 rides into the Great Danbury Fair, including a 10-ride Kiddieland, and rolled up a highly satisfactory gross for the nine days ending Sunday (9). The midway was under supervision of Al Howard, who left with a 1961 commitment by John Leahy, fair manager.

Rides included a Flying Coaster and King Reid's Mad Mouse. Three shows were booked: Dave Rosen's Side Show and Latin-American Revue, and Marvin's Girl Show. Weather was generally good all week, and the total gross was a record.

Of the fair's total paid gate, 158,428 — more than 125,000 turned out on the two big Saturdays and Sundays, when midways were jammed with patrons.

Foley & Burk Close Season

VENTURA, Calif. — Foley & Burk Combined Shows, the only railroad carnival on the West Coast, closed a successful 1960 season at the Ventura County Fair here Sunday (9). Equipment was moved to the fairgrounds in Santa Rosa for the winter.

The show is owned and managed by L. G. Chapman with Ralph Lockett the secretary. Johnny Brooks is the trainmaster; Whitey Versteeg, electrician; Ernest S. Fitzgerald, assistant manager and lot superintendent, and Hugh Warren, ride foreman.

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Littleton, N. C., Fair, this week; Emporia, Va., Fair, next week.

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All replies to MILTON McNEACE, Anderson, S. C., this week. Phone: Anderson Co. Fairgrounds.

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Fairgrounds, Eastman, Ga., this week.

FOR SALE

The Famous Black-Lite Masterpiece of THE LORD'S LAST SUPPER Make an offer RALPH GLICK ROBINSON AMUSEMENT CO. 6705 N. Jean Chicago 46, Ill.

MARKS NEAR END OF FINE SEASON

Weather & Crowds Good at Most Spots; Panel Fronts, Lighting Give Trim Look

By IRWIN KIRBY

ALBEMARLE, N. C. — One of its best seasons in years is drawing to an end for the Marks Shows, which has been pulling consistently good crowds and passable weather. The fair here had its 21st annual visit by a John Marks midway.

Behind the show was a string of good weeks scarcely marred by rain. Orangeburg, S. C., preceding this one, cashed in handsomely with free gates on Monday and Saturday and a Thursday kids' day. Marks topped off the week with a banquet for Judge Hughes and his associates in Jack Gallup's cook-house. There was some Saturday rain but plenty of people turned out.

Union, S. C., and Laurens, N. C., were ahead, then a return to quarters in Richmond, Va. Salisbury, Md., was big and so was Fayetteville, N. C. Gaithersburg, Md., and Lynchburg, Va., were excellent. During Hurricane Donna the Hickory, N. C., fairgrounds was

miraculously spared and did a big job on kids' day.

Fayetteville scored with six days of perfect weather, a big kids' day and a tremendous colored day on Friday. Fort Bragg came thru with a payday and everyone had a big week with concessionaires enjoying the best date of the year to that time. Roy Boone joined with his Fly-o-Plane there and visitors included Eddie, Phil and Grace Lemay from Tampa, as well as Gallup's wife and son.

A jamboree was held for the Miami and Tampa clubs with \$610 raised. Held in the Rock'n-Roll top, it has Sheriff Clark of Montgomery County as guest of honor. Performance was arranged by Harold Wetherbee, Earl Meyers, Gallup, and Al Palitz. Snow Mason's band performed along with other acts. Good food was plentiful and the women auctioned off a money tree. Eddie Adriani was auctioneer and Gallup emceed. Marks and Dick Stack, who could not attend, sent donations.

On the lot in Albemarle were Tommy Koch's bingo, Joseph's Scrambler and Roundup, Wilson's Looper and Snake Show, Billy Sechrest's Dark Ride, Zacchini Glass House, Lovejoy's Pony Ride, Wetherbee's Girl Shows and Monkey Show, and other units, totaling 25 rides and more than a dozen shows.

Other faces on the lot included Paul Lane, Stash Gray and family, Natie Cutler, George Rector, Archie Stevens, Al and Rita Palitz, Red Mack, Max and Rose Levine, Dave Bloom, and Maxwell Kane. Charley Travers, associate manager, has been with it constantly and Marks has not been absent often.

The show is one of the neatest on the road, flashing almost exclusively panel fronts around the back end, and six high light towers which spread brilliance thruout.

Manning Gets Statesville, N. C., Fair for 1961

NEWBERRY, S. C. — Ross Manning Shows finally got a pleasant week of weather here and was grossing nicely as the date progressed. Frank Sutton, manager of the Newberry-Saluda Fair, said another cattle shed is in the works for 1961. It is Manning's third year here.

The Statesville, N. C., fair contract has been awarded to Manning for 1961, it is reported jointly by Manning and Clyde Smyre, secretary. Statesville is providing a paved midway after profiting this year from its best week of weather. Several years ago, tired of being washed out every season, it altered its dates by several weeks but ran into a hurricane.

The Manning - Merle Beam combination is definitely set for 1961, it is stated. As reported earlier in The Billboard, it calls for Beam to agent a second unit, as yet unnamed, in his usual western Pennsylvania territory. Both owners will contribute equipment.

Ruback Wins At La. Fairs

DE RIDDER, La.—The Alamo Exposition Shows, under the management of Jack Ruback, chalked up a splendid week's business here at the fair. Show has three more fairs in Louisiana and then closes the season at the Cuero, Tex., big annual Turkey Trot Celebration.

The dates for the annual Battle of Flowers at San Antonio, which contract was awarded Ruback, are April 16-22. Ruback was represented in the contract negotiations by Frank Baskin, his attorney, and Ruback's brother, Hymie Ruback, when the bids were opened and the contract awarded to Alamo.

Ruback will be in Chicago for the annual meetings.

Smith Mulls New Quarters, Season Okay

AHOSKIE, N. C.—George Clyde Smith Shows return to the barn this year in Cumberland, Md., but the barn may be occupied by a transit company before many more seasons have passed.

Smith has been negotiating a long-term arrangement which will see him seeking new winter quarters in the South.

The season to date has seen Owner Smith knocking wood more than once. Grosses have been okay, the weather could have been much worse and the end of the trail is in sight. Show closes after playing fairs at Littleton, N. C., and Emporia, Va.

Practically all of the fairs to date—Madison and Enfield, N. C., Culpepper, Va., and others—have proven satisfactory. In Edenton, N. C., prior to the Atlantic District Fair here, the show fielded 12 rides, 7 shows and 40 concessions, a line-up equipped to handle whatever spending came along. Two rides, the Little Dipper and Chair-plane, were sent ahead here.

Top money unit has been Smith's Merry Mixer. Anderson's bingo has been with him, and Willie Lewis has looked after the front end with good results.

WANTED FOR WORLD'S LARGEST STATE COLORED FAIR, COLUMBIA, S. C., OCT. 24-29

6 BIG DAYS—6 BIG NIGHTS—FOLLOWED BY CAMDEN, S. C.

Open midway. No "X," only Bingo.

Want Hanky Panks, Alibi Joints, Eats and Drinks, Grab, Photo, P. C., Long and Short Range Galleries, Novelties, Glass Pitch, Bear Pitch, Crazy Ball, Scales, or what have you?

Want Shows: Pit, Snake, Siamese Twins, Side Show, also Minstrel Show and Colored Girl Show. All answers to

SAM PRELL, Rutherfordton, N. C.

AUCTION SALE OF RIDES

FRIDAY, OCTOBER 28 AT 1:00 P.M.

KING REID WINTERQUARTERS, MANCHESTER, VT.

The following good used rides and equipment will be sold to the highest bidder on the day of sale. Terms, cash or certified check.

1 — 18 car Streamlined Caterpillar	1 — 30 horse Mangels Kiddie Merry-Go-Round
1 — 12 car Ridee-O	1 — Evans Monkey Speedway
1 — 12 car Ridee-O	1 — Evans High Striker
1 — Spillman Loop The Loop	

Several other items of good used show property.

MERRITT MARS, Auctioneer

KING REID SHOWS Telephone 444 Manchester, Vermont

CAPITAL CITY SHOWS

WANT FOR SOUTH GEORGIA LEGION FAIR, VALDOSTA, GA., MONDAY, OCTOBER 31, THRU SATURDAY, NOVEMBER 5

CONCESSIONS: Legitimate Stock Concessions of all kinds, Jewelry, Short Range, Ball Games; Bear, Glass or Pottery Pitches; Hi-Striker, Age and Scales, Pronto Pups, Balloon Darts, Hanky Panks of all kinds.

RIDES: Helicopter, Slide, Mouse, Paratrooper, Round-Up, Roll-o-Plane, Dark Ride, Frolic or any non-conflicting Rides.

SHOWS: Motordrome, Wildlife, Mechanical, Fat, family-type Grind Shows not conflicting with what we have. One more outstanding Show.

All replies: J. L. KEEF, c/o Western Union, Fairgrounds, Eastman, Ga.

NOTICE! BUSTER GORDON, CONTACT LLOYD BURGE, c/o above address. IMPORTANT.

1961 CAVALCADE OF FAIRS EDITION

THE BIG ANNUAL EDITION THAT, YEAR AFTER YEAR, BECOMES MORE IMPORTANT TO ALL TYPES OF GRANDSTAND AND MIDWAY ACTS AND ATTRACTIONS THRU WIDE DISTRIBUTION TO KEY PERSONNEL AT FAIRS, CELEBRATIONS, PARKS, ARENAS, AUDITORIUMS AND OTHER OUTDOOR & INDOOR PLACES OF AMUSEMENT.

In addition to going to EVERY OUTDOOR SUBSCRIBER at the time of publication, THOUSANDS OF COPIES of the Cavalcade of Fairs Edition will be distributed at the annual Outdoor Convention in Chicago and at ALL the Winter Fair Meetings during December, January and February.

RESERVE SPACE TODAY! DEADLINE . . . NOVEMBER 1

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	ST. LOUIS 1, MO. 812 Olive St. Chestnut 1-0443	HOLLYWOOD 28, CALIF. 1520 N. Cower Hollywood 9-5831
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WANTED

FOR SOUTH TEXAS STATE FAIR, BEAUMONT, TEX., OCT. 20-29

Experienced Help for Chocolate Dip, Floss, Candy Apples. Can place sober, reliable Floss Operator with own first-class equipment.

CLINT W. SHUFORD
c/o Olson Shows
Beaumont, Tex., after Oct. 17.

SMILEY'S AMUSEMENTS

WANT FOR ROCK HILL, S. C., COLORED FAIR, OCT. 24-29, ON FAIRGROUNDS

CONCESSIONS: Eating Stands, Long Range, Short Range, Photos and Hanky Panks of all kinds. Everything open except Popcorn.

SHOWS: Snake Show, Minstrel Show, Girl Show or any other family-type Show.

RIDES: Paratrooper, Scrambler, Round-Up and any other novel Rides.

RIDE HELP: CAN USE GENERAL RIDE HELP WHO DRIVE.

All answers and replies: Chester, South Carolina, Oct. 17-22.

of
AMUSEMENTS OF AMERICA
A STAR SPANGLED MIDWAY

WANT FOR LANCASTER, S. C. CO. FAIR, OCT. 24-29 THEN
 COASTAL CAROLINA FAIR, CHARLESTON, S. C., OCT 31-NOV. 5

NEW PERMANENT FAIRGROUNDS—300 FOOT EXHIBIT BUILDINGS!!

CONCESSIONS: Positively no Flats or Allibs at this spot. Hanky Panks only. Also Straight Sales, Eating and Drinking Stands, Popcorn and Apples, Pitches.

SHOWS: High-type Grind Shows only. Want Talker for Sideshow. Also Working Acts. Join immediately.

All answer: AMUSEMENTS OF AMERICA SHOWS, Lumberton, N. C.

(JOHN VIVONA WILL BE IN CHARLESTON, S. C., STARTING OCT. 24. PHONE IN SHOW OFFICE.)

CETLIN & WILSON SHOWS

"Greatest Midway on Earth"

WANT FOR THE FOLLOWING MAJOR FAIRS
TUSCALOOSA, ALA., **GADSDEN, ALA.,** **JACKSONVILLE, FLA.,**
OCT. 24-29 **OCT. 31-NOV. 5** **NOV. 9-19**

LEGITIMATE CONCESSIONS OF ALL KINDS

Space Limited in Jacksonville.

Call for early reservations.

Can place Ferris Wheel Foreman and 2 experienced Second Men at once.

Need Tractor and Mule Drivers.

CETLIN & WILSON SHOWS, Macon, Ga., this week.

Vance County Colored Fair
 Oct. 24-29, Henderson, N. C.

Harnett County Fair
 Oct. 24-29, Dunn, N. C.

TWO MORE FAIRS TO FOLLOW

CONCESSIONS Can place Novelties, Photos, Age, Eats, Drinks, Buckets, Six Cats, Palmistry or any other type concession.

SHOWS Can place any good, worthwhile Shows not conflicting.

Address all mail and wires **LLOYD D. SERFASS, Owner,**
PENN PREMIER SHOWS, Henderson, N. C. Phone in office.

A
 FAMILY
 TRADITION

JOHNNY'S UNITED SHOWS

WANT CAN PLACE WANT

For the following outstanding fairs

NATIONAL PEANUT FESTIVAL AND FAIR, DOTHAN, ALA., OCT. 24-29;
EXCHANGE CLUB AGR. FAIR, THOMASVILLE, GA., OCT. 31-NOV. 5.
 Show closes December 10

RIDES: Place Wild or Mad Mouse for Dothan and Thomasville. (Garvin or Mayo Tinsley, contact.) Turnpike, Folic and Round-Up.
 SHOWS: Motordrome, Midget Horse, Wildlife, Glass House (Harvey, contact), Grind Shows and Snakes. (Bill Lauther, contact.)
 CONCESSIONS: Cookhouse, Custard, Pronto Pups, Name On Hats, Basket Ball, Derby, Glass, Pottery and Block Pitches, also Hanky Panks of all kinds. Will place Alibi Stores that throw stock and have Hanky Panks to go with same. Ted Woodward can place Percentage and Alibi Agents for balance of season. All replies,

JOHNNY PORTEMONT, JR., Fairgrounds, Cordala, Ga., now. Phone in office.

ALL AMERICAN SHOWS

BISHOPVILLE, S. C., FAIR, OCT. 24 TO 29;
BEAUFORT, S. C., FAIR, OCT. 31 TO NOV. 5.

Can place Tilt, Scrambler, Octopus, Kiddie Rides. Want Shows of all kinds.
 Liberal percentage. All Concessions open. Want Ride Help. Long season.
 All replies: Western Union, Manning, S. C., Oct. 17-22.

KING BROS.' SHOWS

Rule, Texas, Oct. 17 thru 23;
 Rochester, Texas, Oct. 24-29.

Want non-conflicting Hanky Panks
 and Kiddie Ride Man. All replies:

JOE L. KING, Mgr.

Buck Grosses Set Greenville Record

WASHINGTON, N. C.—One of the best seasons in several years has rewarded the O. C. Buck Shows during 1960. Carrying a winning Northern streak with it, the unit has done pretty well in Dixie after outgrossing itself at five key New York State fairs.

Buck's string in New York will be intact next year, taking the show back into Plattsburg, Gouverneur, Elmira, Malone and Bath. Grosses were up at all spots. Southern dates started in Rocky Mount, N. C., which was making a nine-day effort for the first time. The fair followed Bath, N. Y., which closed on Labor Day.

Rocky Mount had to counter the effect of Hurricane Donna, and the carnival grossed an amount equal to the shorter 1959 run. The fair has been signed again for 1961 along with the other North Carolina dates managed by Norman Y. Chambliss, namely, Greenville. That one was exceptional this season, Buck said.

Also played have been Sanford, where more than \$1,100 was raised in show club jamboree funds, and Gastonia, where Buck pulled out with a long-term contract awarded by Manager Jack Partlow. Both are in North Carolina. Ahead lay South Boston, Va., and the closing date in Carthage, N. C., after which comes a long haul to Troy, N. Y., winter quarters.

The 1961 fair route is well shaped up, Buck said, with the only gap of consequence being the jump-breaker between New York and North Carolina. Rocky Mount will revert to its previous six days.

The week in Greenville, ending Saturday (8), was a bonanza for everyone. Friday night found the midway packed with people. Saturday pulled rain up until early evening, when it cleared for three hours of very good business. The

show had two dozen rides to gather every possible dollar, plus a sizable back end array. Buck is carrying a rock and roll unit from Gastonia plus Shaffer's Girl Show. Harry Witt has been touring with a King Frolic ride.

Mound City In WQ After OK Season

ST. LOUIS, Mo.—Mound City Shows have closed the 1960 season and returned to winter quarters here. Closing spot of the show was Catron, Mo., where the show booked additional concessions, including three mug joints on the midway.

Clarence Slaten, owner-manager, reports the show had a good season, playing only in Illinois and Missouri. The show carried seven rides, with the Scrambler being the top money getter, and approximately 30 concessions.

Slaten has already booked several fairs and cotton carnivals for the 1961 season, which will open in April. During the winter the show equipment will be overhauled and painted and several new rides added for the coming season.

Slaten will start on a booking tour during the next few weeks and will be in Chicago for the outdoor conventions the latter part of November.

Tampa Club Meets Nov. 18

TAMPA — The first regular weekly meeting of the Greater Tampa Showmen's Association will be held November 18, Richard Gilsdorf, president, announced.

William Stophel, custodian, handled the club's affairs during the summer. Wallace Cobb, Royal American trainmaster, is back in St. Joseph's Hospital here for treatment. Steve McNitt is in Southwestern Tuberculosis Hospital here, according to J. D. Wright Jr., chairman of public relations.

Recent clubroom visitors included George and Jerri Ringlin, Jack Rose, Joe Brown, Eddie Hunter, Pop Daley, Mr. and Mrs. Charles Grosse, Bill and Bertie Perrot, Windy Lewis, Mr. and Mrs. Joe Sciortino, Jack Potts Horbett, Pete Thompson, Eddie LaMay, Phil LeMay and Roy Tobin.

STRATES SHOW CARRIES TWO MOUSE RIDES

RALEIGH—The James E. Strates Shows is fielding two Mouse rides at a time, carrying the Tinsley Mad Mouse and alternating its own Wild Mouse and Graydon Dowis' Miler Mouse. In Danville, Va., it was Dowis and Tinsley, while the show's unit was being erected at the State fair here. The Miler Mouse had a preferential location and towered over the center of the midway. Raleigh permits a wider dispersion of units with separated ride areas, thus easing any conflict.

CARNIVAL ROUTES

• Continued from page 56

Olson: *Mrs. Ray Cramer; (Fair) Beaumont, Tex., 20-29. (Season ends.)
 Page Bros.: Russellville, Ky.
 Page Comb.: *Blackey Jones; (Fair) Brunswick, Ga.; (Fair) Opelika, Ala., 24-29.
 Palmetto Expo.: *M. McNeace; (Fair) Anderson, S. C.; (Fair) Bennettsville 24-29.
 Penn Premier, No. 1: *Richard Gilman; (Fair) Henderson, N. C., 17-29.
 Penn Premier, No. 2: *Richard Gilman; (Fair) Louisburg, N. C.; (Fair) Dunn 24-29.
 Peter Paul Ams.: *Peter Bicio; (Fair) Philadelphia, Miss., 17-29.
 Prell's Broadway: *L. Sylvester; (Fair) Rutherfordton, N. C.; (Fair) Columbia, S. C., 24-29.

Reid's Golden Star: *Elmer Reid; (Fair) Ocilla, Ga.; (Fair) Vidalia 24-29.
 Royal American: *Joe Pearl; (Fair) Jackson, Miss., 17-19; (Fair) Shreveport, La., 21-30.
 Royal West: Salinas, Calif., 18-23.
 Santa Fe Expo.: *Bess Harris; Cameron, Tex., 18-22.
 Schafer's 20th Century: (Fair) Gilmer, Tex., 18-22.
 Scott's, Turner, Rides: Live Oak, Fla.
 Siebrand Bros.: *Don Hanna; Alamogordo, N. M., 18-23.
 Smiley's Ams.: *J. R. Fasolas; (Fair) Chester, S. C.; (Fair) Rock Hill 24-29.
 Smith, George Clyde: *F. A. Norton; (Fair) Littleton, N. C.; (Fair) Emporia, Va., 24-29.
 Southern Playland: (Fair) Yazoo City, Miss.
 Strates, James E.: *J. J. Asel; (Fair) Athens, Ga., 19-29.
 Sugar State: (Fair) Ville Platte, La., 18-23.
 Thomas Joyland: *D. C. Thomas; (Fair) Kinston, N. C.
 Uncle Joe's Ams.: *Joe Seaboaldt; Coleman, Tex.
 Virginia Greater: *Francis Sanko; Pikeville, N. C.
 World of Mirth: *Peter Molnar; Columbia, S. C.; Charlotte 24-29.

Coming Events

• Continued from page 58

Texas
 Beeville—South Texas Hereford Fall Show & Sale, Oct. 31-Nov. 2 H. V. Reyes, Box 1102.
 Cuero—Cuero Turkey Trot, Nov. 7-12.
 Dallas—Dallas Auto Show (Fairgrounds), Oct. 8-23.
 Odessa—Oil Show (Ector Co. Coliseum), Oct. 20-24.
 San Antonio—Industrial Expo. (Villita Assembly Bldg.), Oct. 27-30. Irving Wayne

Utah
 Ogden—Golden Spike Nat'l Livestock Show, Nov. 13-20

Washington
 Seattle—Seattle Auto Show (Armory), Nov. 4-13.

CANADA
Ontario
 Toronto—Royal Agrl Winter Fair (Royal Coliseum), Nov. 11-19. C. S. McKee.
 Toronto—General Motors Motorama, Nov. 27-Dec. 3

Bailey Makes

• Continued from page 54

and Orrin Davenport's Kansas City, Mo., circus followed by Davenport's Grand Rapids, Mich., January 18.

The Hanneford Riders arrived from Toronto and depart for Corpus Christi, Texas, opening of the Texas Shrine circuit with Bob Atterbury October 14 thru November 27.

Visitors at the Wichita Falls date included Clark McDermott, whose bear act is laying off at Gainesville before returning to San Francisco; Hazel King, from her Gainesville home; and Ethel Henry of Gainesville, whose husband, Glenn, worked concessions. From Dallas visitors included Ted Bowman, Jimmy Hamiter and William T. Randolph.

WINSTON FAIR PASSES RISKY BUSINESS

WINSTON-SALEM, N. C. —Issuance of passes was cut back drastically this season by Neil Bolton, manager of the Dixie Classic Fair, who made sure nobody missed his point. On the ground in front of the fair office was a mound of dirt with a tombstone which read: Here lies the man who asked for a pass." Dubious visitors were further confronted by a revolver mounted on the office wall. Its placard stated: "This is the gun that killed the man who asked for a pass."

Roller Rumbblings

• Continued from page 55

it will house the fair's industrial arts exhibit.

Jerome A. McDavitt, operator of the Northporte Rollercade, San Antonio, has hired national prize-winning Carl and Velma Forsyth, of Springfield, Mo., as dancing teachers. They joined on September 1 and the following night McDavitt held an open house for them at the skating rink.

Porter Bowers, manager of Rayder's portable roller rink, recently completed a six-month run on Highway 72, Scottsboro, Ala. The management recently took delivery on a new 40 by 80-foot tent. The rink has a maple floor, cushioned sides and poles and has installed heating and air-conditioning systems. The rink operates six days and nights weekly, featuring rock and roll specialty numbers.

Indiana, a State of many laws, has but two regulating roller skating, and none regulating roller rinks. A researcher dedicated to a study of Indiana laws would have searched in vain for an allusion to roller skating until 1935. For it was only then that a measure was adopted prohibiting "skatathons" as a physical endurance contest in the pattern of the marathon dance craze. Violations are punishable by fines ranging from \$50 to \$200 for each day of violation. Words of indignation relative to roller skating abuses rumbled thru the legislative halls again four years later. The result was a law which forbade "any person upon . . . roller skates . . . to attach . . . to any street car or vehicle upon a roadway." These, then, are the only two State laws covering now non-existent activities in connection with roller skating. But this State legislative vacuum was not to be ignored for long. For today, while no regulatory State laws are on the books, almost all Indiana cities have brought rinks under rigid control thru the passage of ordinance by city councils. As to whether these ordinances are constitutional or legal has yet to be determined, as no one has yet sought a determination. For it is a basic principle of Indiana government that the cities are creatures of the State and that they can perform only functions permitted by State legislation.

1961 CAVALCADE OF FAIRS EDITION

THE BIG ANNUAL EDITION THAT, YEAR AFTER YEAR, BECOMES MORE IMPORTANT TO CARNIVAL OWNERS THRU WIDESPREAD DISTRIBUTION TO KEY PERSONNEL IN THE FAIR AND CELEBRATION FIELD

YOUR CAVALCADE AD:

- Keeps Your Name in Front of all the Important People for Months After Publication.
- Builds Greater Prestige for Your Organization
- Helps You to Book Rides, Concessions, Shows for the Coming Year.

A copy of the Cavalcade of Fairs Edition goes to EVERY OUTDOOR SUBSCRIBER at the time of publication. THOUSANDS OF EXTRA COPIES will be distributed at the annual Outdoor Convention in Chicago and at ALL THE WINTER FAIR MEETINGS during December, January and February.

RESERVE SPACE NOW! DEADLINE . . . NOVEMBER 1.

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	ST. LOUIS 1, MO. 812 Olive St. Chestnut 1-0443	HOLLYWOOD 28, CALIF. 1520 N. Gower Hollywood 9-5831
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MERRY-GO-ROUND

FOR SALE

40 Ft. 2-Abreast Herschell

In good mechanical condition with new fluid drive. Available with or without transportation. Would be ideal for small park.

W. G. WADE SHOWS

Box 254, Mason, Mich.
Phone: OR 6-5975

Thank You

JUNE AND HERMAN WEINER
 Concessionaires
 For your new Holiday Rambler Mobile Home purchase.
 "Save Money With Johnny"
 JOHNNY CANOLE
 Phones: WI 3-0003 or WI 4-9247
 Altoona, Pa.

SUGAR STATE SHOWS

Want for the following fairs:
 Ville Platte, La., Oct. 18-23, followed by Colored Yambilee, Opelousas, La., Oct. 25-30, then Jeanerette, Franklin and Crowley fairs; out until Christmas.
 CONCESSIONS: Hanky Panks of all kinds. Eats. RIDES: Want Rides not conflicting. SHOWS: Family type.
 All replies to TED DION
 Lafayette, La. Phone: CE 2-7584
 Armistice Georgia Boy Harris, contact.

FOR SALE

1960 Helicopter
 Eli Scrambler
 Rebuilt Merry-Go-Round Organ
CARL PULINE
 532 Nevada Drive Erie, Pa.
 Phone: GL 6-4529

NOTICE!

I am not connected with the Sport Matthews Circus and Corn, Comb. and use of my name is unauthorized.

SPORT MATTHEWS

HOWARD CLARK BILL LARK

Notify Rita Alice at once Father died, New Orleans, La.

Mrs. James T. Little
 1467 North Miro New Orleans

\$100.00 REWARD

For information as to the present whereabouts of ALFRED WASSERMAN also known as Sam Waterman, carnival concessionaire.
 Call Kirby 1-0326, Cincinnati, Ohio.

\$25 REWARD

for information regarding the whereabouts of
JIMMY NEAL STEWART
 who usually works around Fun Houses and Snake Shows.
 Contact: LLOYD HILLIGOSS
 4529 Greenmeadow Road
 Long Beach 8, Calif.
 Phone: HARRISON 9-5721

LOU CLARK

Wants capable Agents for Buckets and Six Cats, also Hanky Pank Agents. Contact c/o Penn Premier Shows, Louisburg, N. C., this week then Dunn, New Bern and Warsaw with more to follow.
GENE, get in touch.

OCTOBER MONTH OF MADNESS

MERCHANDISE BARGAINS

SEE
BEST MERCHANDISE DEPARTMENT THIS ISSUE

PAGE COMBINED SHOWS #1

WANT FOR OPELIKA, ALA., FAIR, OCT. 24-29 followed by Waycross, Ga., Fair.
 Concessions of all kinds that work for stock, Bingo, Cookhouse or Sit Down Grab, Ice Cream and Snow Cones.
 SHOWS: Fun or Glass House and Motordrome.
 RIDES: Want complete set of Kid Rides now and all winter in Florida. Want Foreman for Paratrooper to join on wire.
All replies, BILL PAGE, Brunswick, Ga., this week.

PAGE COMBINED SHOWS #2

Want for Lions Club Fair, Hahira, Ga., Oct. 24-29 followed by Waycross, Ga., Fair.
 CONCESSIONS: Cookhouse, Apples, Floss, Popcorn, Ice Cream, Snow Cones, Photos, Novelties and all Hanky Panks.
All replies, BILL PAGE, Brunswick, Ga., this week.

DODGEM FOR SALE

Built on two semis. Ride in good condition. Reason for selling, help trouble. Best cash offer. Ride originally cost \$32,000.00. Will sacrifice. Can be seen from Oct. 17 to 29 at Henderson, N. C.
Contact HARRY (BUSTER) WESTBROOK

WANT WANT WANT

Tobacco Festival, Russellville, Ky., Oct. 18-22; Tobacco Festival, Horse Cave, Ky., Oct. 24-29; then Muldraugh, Ky. (Fort Knox), Oct. 31-Nov. 5, Pay Day, the big one. Place Girl Show with own equipment. Lenn Holland and Joe Mooney, contact. Place any Novelty Show. Want Concessions of all kinds, Jimmie Ackley come for Hanky Panks, Percentage, Alibis, Count, Peek and Skillo Agents in Horse Cave will be ones that work Muldraugh. Address
RALPH DECKER
 Felts Hotel, Russellville, Ky. this week; then as per route.

A-1 AMUSEMENTS

Can place for Lepanto, Ark., week of Oct. 24-29
 Scales and Age, Jewelry, Milk Bottles Bumper, Cork Gun, Basket Ball, Bushel Basket, Pitch-Till-You-Win, Hoopla or any non-conflicting Store working for stock.
 SHOWS: Can place Athletic Show, Animal, Monkey or 10-in-1.
Contact JOHN HANSEN, Mgr., East Prairie, Mo., this week.

PETER PAUL AMUSEMENT

FAIR TWO WEEKS PHILADELPHIA, MISS., THEN FLORIDA
 Will book small Cookhouse or Grab, Popcorn, Snow, Floss, Candy Apples, Cork Gallery, Pitch-Till-You-Win, Jewelry, Novelties, Sets, Mug Joint and any Prize-Every-Time. Can use Glass Pitch, also any Alibis working stock, Readers if clean. No Fiats or Girl Shows. Want any clean family-type Show and any useful Ride Help.
Contact MANAGER, Fairgrounds, Philadelphia, Miss., at Norfolk Home.

Use The Billboard classified pages for **RESULTS!**

TINTYPE

Concesh Op Deals In Real Real Estate

ANYONE across the land can analyze the concession business, a phase of the outdoor fun industry which certainly has changed during this century, but the question—who is qualified for such a job?—is a tough nut to crack. . . . If the description calls for a man who is tactful, serious, respected, and above all, prosperous—many showmen would go along with Jack Gilbert as the analyst.

A lifelong concession operator, Jack chucked everything in 1958 at Williamsville, N. Y. . . . For 10 years, after a lifetime on the road, he operated every conceivable concession in partnership with Glen Park owner Harry Altman. . . . "Then bingo became legal, but not the merchandise bingo we all know." He sold his equipment, stayed on all year to redeem coupons, and took off for Phoenix, where he is now a member of the landed gentry with fond memories of the outdoor show world—and an honest hankering to give it another whirl.

Jack Gilbert is known thruout the East as the conservative man who operated the front end for World of Mirth Shows for 11 seasons, and also as one-time son-in-law of the late Phil Isser. . . . These events came well into his life, which started June 6, 1896, in San Francisco. ("My folks emigrated from the old country the long way.") . . . They moved to New York when he was a kid, and at 13 Jack went to work at a jewelry factory. . . . Then came another factory job for an outfit with a Buffalo connection. They sent him to a shop up there. He was not far from his meeting with Ike Silverberg, who launched him in the carnival game.

Living at a small hotel in Buffalo, helping the young owners in their renowned Jewish-style dining room, Jack was approached by a Sunday customer: "Hey, kid, how'd you like to make some extra money?" "Okay by me," Jack responded, and Silverberg took him out to Lions Park grove to help around the joints. . . . Next month it was "How'd you like to try a circus?" It was the same answer.

"We went with Frank A. Robbins Circus. For \$50 a week we got our privilege, board and transportation. And on a railroad show. Try and match that today." . . . They played on the midway for two years, later joined Andrew Downey's LaTina Circus.

"Canada and England were at war and the U. S. was heading for it. There was an idea that if you joined the Canadian Army you wouldn't be sent overseas. All the roughies deserted. The Side Show crew was put on the big top and the concessionaires raised the Side Show. We stayed with them very briefly after that." . . . Silverberg and his young aid played Southern fairs then with various shows: Con T. Kennedy, George Sibley, K. G. Barkoot, George Reynolds. By now young Jack was a full-fledged concessionaire.

His folks didn't mind a bit, he recalls. . . . He came home with money, dressed neatly. That was good enough for them. . . . "Percentage was the thing. You got space from the secretary at \$50 or \$75, put up a table and an Evans wheel and people came up and played for cash. . . . If not cash, a ham and bacon wheel. That put us in big with the local wholesalers and they came down and solicited us. Twenty of us would get together and get a free baggage car under the rules in those days."

Eddie Hock, Max Goodman and others had merchandise stands then. Jack had his own top, trunk,



JACK GILBERT

wheel, set spindle and a few other things. . . . When he left World of Mirth later this had grown to seven semi-trailers and six show wagons to haul his games and merchandise. . . . In 1922 he played the streets of Chicago, often at dates promoted by Ben Benjamin. Jack had 12-14 stands by then. . . . "We set up 18-foot chicken coops for live prizes: ducks, geese, chickens, edible stuff."

Joe Rodgers admired the operation and induced him to make the Western Canada circuit of fairs for several years. . . . Century of Progress Expo was coming up. People were tired of being cooped up by the depression. . . . Jack had six solid weeks there before the fair closed game operators to provide space for eating stands, which it needed. . . . He bounced back with Goodman and Hock into Canada.

"Concession business was different. Everyone took immense pride in his operation. These were agents who grew into operators and drew on their friends to work for them. . . . Stands were immaculate, workers dressed neat. Owners were serious businessmen who didn't step away from the midway until the season ended. . . . They'd help each other. They wouldn't object if other operators came on sightseeing tours and wanted to copy things. Many times we'd tell where we got certain pieces of plush at a certain price. . . . Now, overnight, it seems to have changed."

Jack Greenspoon, who had the WOM concessions tied up, was looking for someone capable to handle the grind stores, heard of Gilbert thru Max Goodman, and the connection was made in Trois Rivieres, Que. . . . Later Linderman approached him with the front-end proposition. "I said yes, but on condition that the wives didn't have any games concessions." And the long association started, broken only for a three-year stretch with Dave Endy.

"The war years were terrific. Everything was in the dark, with black bunting all around and dim lights." Then he smiled. "It offered tremendous opportunities for the concession industry." After Linderman's death Bucky Allen came into the picture and Jack moved to Endy Shows, and then to Buffalo. . . . Altman, a prominent cabaret operator (Town Casino), was soured on concessions at his Glen Park. Jack convinced him they could work everything themselves, and the one-year trial lasted 10 years. . . . Without a contract. ("What good is a contract if people are dissatisfied? It's such a personal business everything must be on a friendly basis.")

When Jack sold out, some customers came up with 300-400 coupons, worth \$2 each. He redeemed every one, disposed of all equipment and merchandise. . . . Altman's son Robert had been visiting Phoenix for health reasons and raving about it, "so we started visiting." Jack's wife liked it too. Now he lives the quiet life of a real estate operator, in a home sur-

CLUB ACTIVITIES

• Continued from page 58

Michigan Showmen's Association

Ladies' Auxiliary

DETROIT—The first meeting of the fall season was well attended. Chaplain Frances Moran delivered the invocation, and President Ruby Widger opened the meeting.

Also on the platform were Marian Fodal and Lottie Johnson, vice-presidents; Grace Zeigler, treasurer; Edna Burd, secretary, and Past President Bernice Stahl. Fanny Greenburg welcomed Frances Parks, Ann Stone and Tina Weiner.

The name of Ann E. Gooding, who passed away last April, will be placed on the memorial plaque.

New members are Gertrude E. Sylvester, Frances G. Parks and Irene Guy. On the sick list during the summer were Sylvia Thomas, Marie Winstone, Irene Guy, Tina Weiner.

Donations are being received for the annual Christmas party for underprivileged children. The Scramble held by the ways and means committee, supervised by May Price and Revell Galo, was successful. Following the meeting lunch was served by Bobbie Duinkerke and Leona Mauch.—Edna Burd.

Pacific Coast Showmen's Association

LOS ANGELES — The winter season of activity opened in the clubrooms here Monday night (10) with President Steve Vaughn conducting the meeting. On the rostrum for the session were J. B. (Red) Dauer, first vice-president; Sam Dolman, second vice-president; Harry Phillips, treasurer, and H. D. (Bob) Matthews, secretary.

Francis Gauss, Anthony Guarino and Ross Baxter were voted into the membership. Frank Warren was reported ill in a Santa Cruz hospital. Dave Friedenheim underwent surgery and is coming along well.

President Vaughn called on the following to take bows: Charles

rounded by three acres which will hold an apartment project. He has other property holdings, too, but says realty is a lot sharper than show business.

He lives there with his third wife, the former Patricia Marquard, and their children, Dawn, 14, and Craig, 12. . . . They go driving, visiting. He'd rather party than gamble any day, which he says saved him from grief during his life. A little fling, that's all. "A little craps or something, but I didn't get serious about it. I never cared for cards."

Much of Jack's money is invested, and some is still outstanding with various showmen. . . . He made many loans, financed a few operations. After all, he reasons, showmen can't borrow from strangers, so they need their friends. . . . He chose wisely and most of it was repaid. "The others meant well when they borrowed."

Between daylight savings and television he says the carnivals are hard hit. . . . People getting home and sitting back with a bottle of beer to watch a show that money can't buy. "What chance do shows have against that? It's made most still dates an awful situation to face for the big shows." If something crops up in a way of opportunity, Jack will be right back on the scene. Just so he doesn't have to work all year. Until then he doesn't consider himself retired at all.

"But until then we'll take Arizona. At least, if it rains, we don't have to shovel it."

Irwin Kirby

CARNIVAL CONFAB

• Continued from page 57

who, for the past several years has been operating the Gulf Coast Trading Company in Aransas Pass, visited Fort Worth and Wichita Falls, Tex., last week to buy surplus merchandise. Edwards was for many years general agent for many Texas shows and has been operating his trading company since retiring from the outdoor show business.

R. F. J. Williams Jr., back-end show operator, has purchased the Video Theater interest at Frontier City in Oklahoma City. He is president of the organization which is titled Oklahoma Operating Company and plans to add new concessions, stores and rides for the '61 season. Williams had shows at the fair in Milwaukee and also on the Clif Wilson fun zone at fairs in Memphis and Dallas.

Allen Callaway

Line-up of Del Mar attractions on Page Combined Shows include Club Tropicana with Lori Lane and Bonnie Bell, dancers, and Robi Del Mar, talker and tickets; Side show with Billy Logsdon, talker and inside lecturer; Helen Ashley, tickets; Art Othello, midget; Leon, nail board; Laura Wilburn, sword box; Lloyd, magician; Steed, iron tongue, and Tala Ray Jensen, annex, and the Snake Show with Teddy Field, talker and tickets and canvasman for the three units.

Anna Leroy Bickford, wife of Charles Leroy, emcee and magician on the Siebrand Shows, is in Southwestern General Hospital, El Paso, after suffering a sprained back, and would like mail from friends. . . . Frenchy Bouillion and daughter closed recently with Heart of America Shows to join the Girl Show and "What Is It?" attraction on North American Shows.

Al Schneider

Pie Weinberg made Washington, N. C., with the Buck show. . . .

Goss, Fred Proper, Sam Alexander, C. Vanteen, William Unks, LaMotte Dodson, Si Otis, Arthur Hockwald, Bill Davis, Art Andersen, Sam Shaffer, Herb Dunn, Cliff Younger, Ed Kennedy, Eddie Harris, C. E. Moore, Tony Spring, Jack Lee, Joe Brower, Harry Fink and Ernie Vaughn.

Bob Matthews received congratulations upon becoming a grandfather. A child was recently born to his son, Sport Matthews, now on tour with his animal act.

Showmen's League of America

CHICAGO—Vice-President Ed Sopenar opened the regular Thursday (13) meeting with 40 members present. Also on the platform were Hank Shelby, secretary; Ed Levinson, acting treasurer, and three past - presidents, Fred H. Kressmann, Lefty Ohren and Bill Car-sky.

The ways and means committee reported jamborees had been held on Olson Shows at Birmingham and on the Gooding Million Dollar Midway at Atlanta.

The house committee announced it would hold a cocktail hour on meeting nights from 5 until the meeting opens with free canapes.

A telephone report from J. W. (Patty) Conklin indicated the Ontario chapter now has 510 members. Jess Jordan came into Chicago to enter Alexian Bros.' Hospital for surgery.

Harry Heftman donated and served beef stew after the meeting. John (Muscles) Dundee will take over the hot meal at the next meeting.

Chappie Donato had his art gallery in Sumter, S. C., at the fair. . . . Bernie Therit had his hippo show in Anderson, S. C. . . . Frank Bland will be with Orin Davenport circus dates this winter after serving as jack of all trades on the Buck show. . . . Jimmy Stabile returned to Miami early from Raleigh after being taken ill. . . . Harold Wetherbee will build another grind show front in Tampa this winter. He built a Monkey Show last time. . . . The Strates finance office was broken into in Raleigh. "They got my cigars," Jimmy Strates complained. . . . Roy Jones skipped the North Carolina State Fair because of serious illness of Bill, son of Ruby Jones. . . . Mrs. Paul Botwin is ill in Duke Hospital, Durham, N. C. . . . T. W. (Slim) Kelly was elected president of the James E. Strates Memorial Club. Julia O'Donnell is vice-president. . . . Roxy and Mike Gatto were guests at a spaghetti feast thrown by the Bernardos, who have concessions and the former Danny Dell Scrambler with Gatto Amusements.

Irwin Kirby

Al Flint, Pacific Coast Showmen's Association executive secretary, visited Foley & Burk Combined Shows on its closing date in Ventura, Calif. Show winters on the fairgrounds in Santa Rosa. . . . Peggy Forstall joined Margaret Farmer to help in the operation of the latter's stands at the Fresno District Fair. . . . Mary Ragan Kanthe and Dick Kanthe are building a home in Perris, Calif., and will call it "Tap City Ranch." Mary says she will not trek the carnival route next year but will play fairs with her Jewel Box concession. . . . Lloyd Hilligoss, of Blash & Hilligoss, lost his house trailer in a fire just as he was leaving the California State Fair in Sacramento. Destroyed were his clothes, personal papers, records and cash, the latter being melted into a pile of silver. Thor (Tiny) Iverson, also with Blash & Hilligoss, lost his concession trailer while on the junket to play the Utah State Fair in Salt Lake City. . . . Confab has been advised that it erred in reporting that Loren Towers was the father of a son. The corrected report is that it was a daughter for whom the cigars were meant.

Wesley (Bucket Brownie) Brown stopped to visit in Fresno on his way to Los Angeles to visit his daughter, Lynn. She recently returned from a trek to Europe where she picked up a car and shipped it back. . . . Lexie Larsen, daughter of Harley (Cuffey) and Patty Larsen, visited her grandparents, the Alex Freedmans at the Fresno District Fair. The Larsens have the Royal West Shows which recently combined with Golden Gate Shows. . . . Charlie Camp visited Fresno while working on the date for a circus with Great Western Shows in Dinuba. Ray Cox, owner-manager of Great Western, will commute from Dinuba to his home in Fresno during the date. . . . Art Thompson and Clark Wiley on hand at Fresno with an eating stand and reporting business good for them in Lancaster. . . . Lester P. (Les) and Violet Howell take off soon for Phoenix to spend the winter. Mrs. Howell worked with Johnny Miller, who moved his cookhouse operation from Bakersfield at the conclusion of the West Coast Shows' season to the Fresno Fair.

Sam Abbott

Bob Morrison, longtime Detroit showman, will leave the Motor City on October 30 for a trip to Los Angeles, San Francisco and Las Vegas. H pel acbboatsaeink Las Vegas. He plans to be back in time to attend the outdoor meetings in Chicago.

Charlie Byrnes

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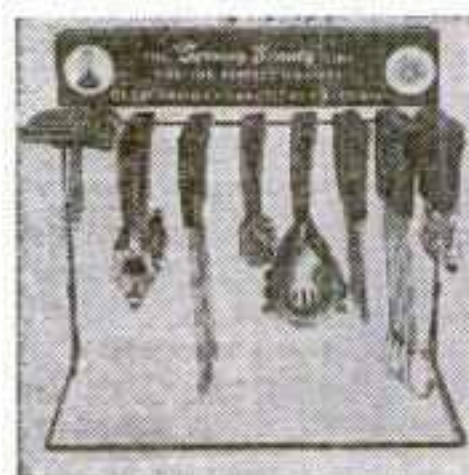
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Advertisement for STERLING JEWELERS featuring a jewelry illustration and text: WORLD'S SMALLEST LITER—SMALLER THAN A POSTAGE STAMP. All chrome, sure-fire action, ind. boxed. Big seller everywhere. Good engraver's item. Write for prices and Free Catalog. STERLING JEWELERS 1975 East Main St. Columbus, Ohio

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Write for information and prices.

GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

Advertisement for MAX BERNSTEIN featuring text: XMAS CORSAGES ARTIFICIAL FLOWER PLANTS WRITE for prices; use your letterhead. Direct from manufacturer. MAX BERNSTEIN

Advertisement for H & B FLOWERS featuring text: H & B FLOWERS BOX 546 GRAND RAPIDS, MICH. Phone: GLendale 6-9393

Advertisement for CEES TRADING COMPANY, INC. featuring a watch illustration and text: REBUILT WATCHES Our Specialty BULOVA, BENRUS, GRUEN, ELGIN, WALTHAM, HAMILTON, LONGINE. MEN'S or LADIES'—WITH EXPANSION BANDS. We are NOT the World's Largest Rebuilders. BUT WE ARE THE WORLD'S BEST! Send for price list. CEES TRADING COMPANY, INC. 1344 S. Halsted St., Chicago 7, Ill. When in Chicago, visit our showrooms. Open Sundays.

Advertisement for SAMUEL BERT MFG. CO. featuring a snow cone machine illustration and text: No Gears No Belts No Pulleys No Dilling Purchase your Snow Cone Machines direct from manufacturer. All sizes, models and prices. Write for free catalog. SAMUEL BERT MFG. CO. P. O. Box 7803 Fair Park Station Dallas, Texas

Pipes for Pitchmen

ON A QUICK... tour of the Memphis fairgrounds recently, vet pitchman Joe Colby noted the following workers who apparently were doing okay for themselves: The Chans, with a mental act; Art Nelson, knives; Pop Adams, Dialectics, and Bert Cramer, magic. In Charleston, Miss., Joe visited with Cherokee Bill, reporting that the old boy "must be taking his own stuff. At 60 years of age he still moves like a kid of 16." Joe reports having had a fair season in the wilds of North Canada. He plans to work along the Mississippi levee before taking off for Honolulu. Colby also makes a plea for "the poor man's friend," John Hix, who is known to many of the pitch folks. "Anyone who has been in the business any length of time knows this old master of the high pitch," says Colby. "I have never known him to turn down anyone in need. John has had two major operations recently and will be laid up for a couple of months more. The old b.r. now has thinned down to the vanishing point and he is in dire need of assistance. So I'm asking all his friends in the business to lend him a hand. The next time you start to spring for a beer, give a little thought for Johnny and put that scratch in an envelope instead, mailing it to Francis M. Guerrin, care of Crystal Pool Trailer Park, 1722 East Huntington Drive, Duarte, Calif." (Continued on page 65)

DIRECT FROM JAPAN—HONG KONG TO YOU

- 2 Transistor Radios Lots of 20—\$6.00
5-Tube Table Model Lots of 24—\$8.90
7-Tube AM-FM Lots of 10—\$21.00

Distributors—Sun Glasses, direct from Japan to you. 60-day terms. Min. order \$1,000.

Adv. Cig. Lighters—100—1961 styles. Agents wanted.

Commission Agents—Jobbers Concessionaires

Advertisement for EMECO, INC. featuring text: EMECO, INC. P. O. Box 166—Elkhart, Ind. The Billboard Box 300, 1564 Broadway, New York Chicago—Los Angeles ABBOTT DISTRIBUTORS Phone: Monroe 6-8728 Chicago, Ill. Offices in Tokyo, Kobe, Osaka

PARTY FAVORS

Advertisement for RODIN NOVELTY CO. featuring text: PARTY FAVORS for all OCCASIONS HALLOWEEN—NEW YEAR'S ST. PATRICK'S FREE 2 NEW 1960 ILLUSTRATED PARTY FAVOR AND DECORATION CATALOGS. CLOSEOUT—BIG MEXICAN BEACHCOMBERS HATS—LIMITED SUPPLY—\$15 GR. 25% Deposit, Balance C.O.D., F.O.B. Chicago. NEW SHOW ROOMS Air conditioned—all merchandise on display, lowest prices. Good parking. RODIN NOVELTY CO. 1102 W. WASHINGTON BLVD. CHICAGO 7, ILL. PHONE: CH 4-8088

Advertisement for MIDWEST WATCH CO. featuring a watch illustration and text: SPECIAL WATCH SALE FREE WATCH with order of 12. 6 Ass'd Watches Elgins, Bulovas, Gruens, etc. \$39.45 Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee. SAMPLE \$7.95. 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.

Advertisement for FRISCO PETE ENTERPRISES, Inc. featuring text: Free Wholesale Catalog CONTAINING Expansion & Photo Idents Heart & Disc Pendants Aluminum Chain Idents Rings & Pins & Pearls Closeouts, Etc. SEND FOR YOUR COPY TODAY Please state your business. FRISCO PETE ENTERPRISES, Inc. 2048 W. North Ave. Chicago 47, Ill. Everglade 4-0244

Advertisement for M. K. Brody & Co., Inc. featuring text: You Can't Beat BRODY For Merchandise 1960 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. Just Out WRITE FOR NEW 1960 CHRISTMAS AND NEW YEAR'S MERCHANDISE FLYER. M. K. Brody & Co., Inc. 916 S. Halsted Chicago 7, Illinois L. D. Phone: MONroe 6-9520—9524 —in Business in Chicago for 46 years—

Advertisement for NATIONAL PICTURE AND FRAME CO. featuring text: A REAL VALUE \$7.50 Natural Oak Frame Pictures covered with glass, \$2.96. Thousands of assorted views. All kinds and types. Also larger sizes. Good money maker between now and Christmas. NATIONAL PICTURE AND FRAME CO. P. O. Box 608, Cleveland, Texas

Advertisement for CEL-MAX, Inc. featuring a globe illustration and text: SEND FOR New CATALOG WATCHES PREMIUMS PROMOTIONS NOVELTIES COSTUME JEWELRY OUR GREATEST LINE OF SENSATIONAL PROFIT MAKERS. WRITE TODAY CEL-MAX, Inc. 582 SOUTH MAIN MEMPHIS, TENN.

Advertisement for STERLING JEWELERS, INC. featuring a diamond ring illustration and text: GIGANTIC PROFITS New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! in Natural Gold Color—or White! 1/2 CL. \$7.20 Sim. Diamond. Gr. Min order 1 Gross Also same ring in 1 CL. \$9.00 Gr. Complete line of other tarnish proof rings including birthstones! Send \$7.00 for complete Sample Line and Catalog. STERLING JEWELERS, INC. 1974 E. Main St. Columbus, Ohio

Advertisement for STERLING HOUSE DANIA featuring a coin wrapper illustration and text: OVER \$8.00 per DOZEN PROFIT, patented COINWRAP DIRECT OR MAIL ORDER A CLEVER TIME SAVER, for people who hate the tedious chore of counting change. STORES, CHURCHES, COIN MACHINE MEN, TAVERNS in the HOME, ETC. ONE "COINWRAP" will count, stack and package 50¢ or \$5.00 in DIMES, many times faster and accurately. Poly packed with instructions and supply of FREE bank wrappers. \$1.00 prepaid. No C. O. D. Two, \$1.50 Dozen, \$4.50 Gross, \$36.00 STERLING HOUSE DANIA P. O. BOX 626-70 FLORIDA

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"BUY-MART"

MERCHANDISE DIRECTORY

NEW STYLES
• BULOVA • ELGIN • GRUEN
• BENRUS • WALTHAM
WITH EXPANSION BAND
RECONDITIONED—GUARANTEED
WRITE FOR PRICES

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182 S. MAIN ST. MEMPHIS, TENN.

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Write today for wholesale
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of Tonics, Liniments, Oint-
ments, Salve, Root Preparations,
Vitamins, also a complete
line of Cosmetics and other
fast-selling and big-
profit items.
CELTONSA MEDICINE CO.
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Cincinnati 2, Ohio

DIRECT FROM MANUFACTURER
Good-Luck Seed & Nuts Charm Bracelets.
Sea Shell, Seeds, Nuts, Mother-of-Pearl,
Ivory, Jade earrings, pendants, cufflinks, tie
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Fern (HAPUU), Bagasse, Black Sand, Lava
Rocks, Wood-Roses TIKI'S, Black Coral
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Any dry arrangements, also greens for
corsages. Will ship samples.
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BOX 97, OLAHA, HAWAII

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For all types of Party Favors and
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JUST OUT
FREE 2 new 1960 illustrated Party Favor
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Largest supplier of
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CLEAR WAREHOUSES.
Concessionaires—Novelty Men—Wagon
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Now Being Mailed Out
Direct Importer on Carnival Premium Mer-
chandise. Mention type of concessions you
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MERCHANDISE
EVERYTHING YOU NEED
Plush Toys, Lamps, Clocks, Enamelware,
Housewares, Aluminum Ware, Decorated
Tinware, Toys, every kind of Glassware,
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State type of business to receive wholesale
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ACME PREMIUM SUPPLY CORP.
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Costume Jewelry
Manufacturer
EVERYTHING YOU NEED
Rings, Bracelets, Earrings, Necklaces, Scatter
Pins, Religious Items, Boxed Sets and
many other items. Guaranteed Lowest
Prices. Send for FREE CATALOG.
48 Illustrated Pages.
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EXPANSION IDENT'S & PHOTOS
• Engraving Jewelry.
• Gold Filled, Sterling & Costume Rings.
• Religious Jewelry.
Send for New 1960 Catalog.
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LExington 2-6084

Ostrich Plumes • Hats
Imported Mdse.
Balloons • Airships
KIM & CIOFFI
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MArket 7-2283—MArket 7-1225

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PLUSH TOYS and DOLLS
FLASH... Superb Values
NEWS ITEMS When They Are
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If you haven't dealt with us in the past,
ask those who have.
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NOVELTIES—HATS
MECHANICALS
for
Carnivals • Fairs
Parks • Resorts
Other Events
WRITE for FREE Catalog
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144 Park Row
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GREATEST VALUES
Pens, Stationery, Smoking Articles, Tools,
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Clocks, Watches, Jewelry, Cutlery.
Over 40 Years of Successful Merchandising
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Cut Rate WHOLESALERS Since 1916
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BEARS, POODLES, DOGS, TIGERS!
DIRECT FROM FACTORY!
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BALLOONS, DOLLS,
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Circuses, Rodeos, Car-
nivals & Outdoor Show
Business.
CHAS. SHEAR
150 Park Row
New York 7, N. Y.
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IMPORTS
OF THE YEAR
• SOUVENIRS • NOVELTIES
• GIFTWARE • PLUSH
• THOUSANDS OF ITEMS
Write for Free Catalog
GOLDFARB NOVELTY CO.
3835 Ninth Avenue, New York 34, N. Y.

GENUINE
MEXICAN
JUMPING BEANS
Largest
Direct Importers.
Write IMMEDIATELY
for Information.
Manufacturers and Distributors of the
Famous Gagmaster Products.
Jokers Novelties • Party Gags • Tricks • Disguises
PRITT NOVELTY CO.
Dept. B, 22 W. 21st St., New York 10, N. Y.

FREE LUXURIOUS
CATALOG CAPES &
STOLES
Buy Direct! Fabulous
MINK STOLES
• Autumn Haze • Natural
Ranch • Emba Silvermist.
Superb Quality! Call or Write
for Low Wholesale Prices.
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For Concessionaires, Coin Machine Oper-
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Serving the Trade for Over 25 Years.
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JOBBER, ATTENTION!
We have a fine and complete
stock of genuine fur fox tails in
all sizes at lowest prices. All tails
come equipped with strings for
attaching and can be supplied
with or without "comic saying"
cards. Send for price list today
Established
1930
HMJ FUR CO.
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IMPORT AMAZING ART
GIFTS FROM INDIA
Catholic Religious Statues and Wall Plaques
in brass, copper, bronze, papier-mache,
plaster of Paris and wood (available in
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deal in many other Artwares, Curios,
Handicrafts, etc. Inquiries invited.
NOVELTIES EXPORT CORP. (P) LTD.
P. B. 1515, Delhi, India

Pipes for Pitchmen
Continued from page 64
A NEWSPAPER...
in Beaver Dam, Wis., carried an
article and pictures on Joe Lubarski,
of Milwaukee, and Oscar Gustafson,
St. Paul, veteran workers, in
connection with the recent Dodge
County Fair there. Lubarski, the
article noted, had a novelty stand
near the main gate. He has played
the fair every year since 1907.
Gustafson took over the shooting
gallery at the fair 22 years ago from
the late Al Nelson, and has been
there ever since. Lubarski recalled
that when he first came to the fair
there were only three pitchmen of
novelty lines. In those days, he
pointed out, farmers got the family
ready before daylight for the horse
and buggy trip to Beaver Dam. "It
was a case of staying all day and
bringing along food for all." Gus-
tafson travels thru Wisconsin and
Minnesota during the fair season.

ART NELSON...
of the Crestline Company, 4608
North Ravenswood Avenue, Chi-
cago, is on the hunt for pitchmen
to handle the firm's saw knife, a
\$1 retailing item that offers peeler
and grater knife free. The item is
a heavy seller, Nelson says, and he
reports that he has stores lined up
from coast to coast.

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

LOOK!
GADGET DEMONSTRATORS
get the original
KNIFE COMBINATION
that has taken TOP MONEY at Fairs & Shows
for PRE-CHRISTMAS STORE SALES
FAST SELLER—PRICED RIGHT
Send \$1.00 for Sample to Nu-Wares, Inc.
29 Gooding St., Lockport, N. Y. Phone: 3-3848
Phone Milt Murray person-to-person

Nationally Advertised
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• WALTHAM
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Watches
FREE with your order for 6 watches
GENUINE DIAMOND
In the Rough NECKLACE
Hand set—24 karat gold-plated chain.
Limited time only
MEN'S and WOMEN'S
NEW STYLE WATCHES
Special Choice Lot
6 \$39.50 6 \$49
New Cases! New Faces! All Standard
Brands. Rebuilt to run like new!
Complete with expansion bands.
25% cash with order—balance C.O.D.
WEINMAN'S
182 S. Main St. Memphis, Tennessee

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 Mer-
chandise, including Housewares, Electric Appliances,
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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 Depend-
able Service is your guarantee of Quality
Merchandise at lowest wholesale prices.
GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

SHARKS TEETH IN BULK
NECK PIECES\$12.00 Gr.
CHAINS FOR SAME \$12.00 Gr.
Quantity Users
Write for Prices.
TIKI GODS
BIG ASSORTMENT
\$18.00 to \$54.00 Gross
Six different style assortments
1/4 Down, Balance C.O.D.
PICO NOVELTY Co., Inc. 424 South Los Angeles St.
Los Angeles 13, California

DIRECT FROM
Costume Jewelry
Manufacturer
JEWELRY FOR GRAB BAGS
Beautiful, Stylish Rhinestone Necklaces,
Bracelets, Rings.
TERRIFIC FLASH
Real Jewelry. No Slum.
Guaranteed \$1.00 Retailers.
Dozens of Styles. Immediate Delivery.
Only \$18.00 per gross.
Other Sensational Values
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ually boxed 3.00
DeLuxe Hollywood Styled Earrings 3.00
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Necklace Earring Sets, boxed 6.00
Necklace, Bracelet & Earring Sets,
boxed 9.00
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48 illus. Pages. 25% Dep. on C.O.D.'s.
PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

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MEXICAN PURSES • WALLETS •
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• MUSICAL INSTRUMENTS.
Write for free catalog
Special set-up for Jobbers and
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FLEISCHER & KASNER IMPORT CO.
P. O. Box 7224 El Paso, Texas

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Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. oc31

\$5,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service. too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. oc28

Agents, Distributors Items

DEMONSTRATORS EARN BIG MONEY UN-til Christmas demonstrating fast selling toy item in leading stores. Excellent commission. Write fully to Demonstrations, Box #678, Elizabeth, N. J. ch-oc31

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings\$1.75 & \$3.00 Ds.
Pierced Earrings, Asst. \$1.25 & \$1.75 Ds.
Charm Bracelets, Asst. \$1.50 & \$2.50 Ds.
Tie & Cufflinks Sets...\$3.75 & \$5.00 Ds.
Asst. Boxed Sets\$4.50 & \$6.00 Ds.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminister St. Providence, R. I.

Animals, Birds, Snakes

CHIMPANZEE—MALE, ONE AND A HALF years old. Clothes and seat broken, healthy, \$700. Replies Box C-646, c/o The Billboard, Cincinnati 22, Ohio.

CHIMPANZEE, MALE, 16 POUNDS, TAME, perfect, \$600. (Erik Adams, write). Squirrel Monkeys, \$12 each; small, 8 year Bengal Tiger, \$650. Many more. Write for price list. Rare Bird Farm, Kendall, Fla.

SEVERAL NICE TAME UNUSUAL PETS—Coon, Fox, Deodorized Skunk, Honey Bear, Squirrel and Ringtail Monkeys, White Rats, Reptiles. Joplin Pet Shop, 115 E. 6th, Phone MAYfair 3-9218, Joplin, Mo.

TIGER, LEOPARD CUBS OVER THREE months. Other Indian specimens. Sell to highest bidder. International Trading Co., 8531 Smith Road, Bellingham, Wash.

4 CANADIAN BLACK BEAR CUBS

6 months old, \$50 each, 4 for \$150.
941 N.E. 176th St., N.E. Miami Beach, Fla.

NICE SHETLAND PONIES FOR RIDE, all young and well broke; one 1952 Chev. pick-up truck with six-ply tires to haul them, all for \$800. Phone soon as you read ad, day or night, 9317. P. L. Cobb, Amite, Louisiana.

Business Opportunities

FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

INEXPENSIVE GENUINE DIAMOND RINGS, also blazing imported simulated diamonds, for dealers. Write for catalog. National Jewelry Co., Wheeling 1, W. Va. oc31

JAPAN DIRECTORY: 145 JAPANESE MANUFACTURING exporters. Japan and Hong Kong trade journal information. Asia opportunities. Just \$1 today. Nippon Annal, Box 1150-B, Spokane 10, Wash. ch-oc24

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. \$ 4.75
E102—Asst. E/rigs. Gr. 6.00
201—Plastic Wallets, asst. Gr... 10.80
E5—Stone E/rigs, etc., asst. Gr... 12.00
E1—Tailored E/rigs, asst. Gr.... 18.00
E2—Stone & Pearl E/rigs, asst. Gr. 21.00
E130—Rhinstone E/rigs, asst. Gr. 30.00
O1—Odd Lot Brace & Neck, Gr. 15.00
Samples Regular Price
25% Deposit. Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either \$50 with your name, address and Social Security number. Catalog free.



GENERAL PRODUCTS
Dept. BB-143, 11 N. Pearl St.
Albany 7, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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

● DISPLAY CLASSIFIED ADS ●

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

HAVE CONCESSION RIGHTS TO 148 ACRE government park on Table Rock Lake, with boat dock, free camping and picnic grounds. Will lease all on percentage or book or lease rides and concessions. Leon Fredrick, Galena, Mo.

This is a

DISPLAY CLASSIFIED AD

Your Advertisement Display

In a space this size will cost

only

\$14 per insertion

TRAMPOLINE CENTER BUY IT COMPLETE \$5,500

12 Nissen Tramps with frames, used one season. Fence, lights, 8 x 12 house, benches, miscellaneous. Price, \$5,500, new cost \$11,000.

LEE HORN

2601 Beaver Cedar Rapids, Iowa Ph. EM 2-8462 or EM 4-4131.

YOUR OWN BUSINESS - WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D100-B, Chicago 22. oc24

Collectors Items

GRANDFATHER CLOCK, ABOUT 125 YRS. old. English make, 8 day, 8 ft. tall, 4 chimneys Westminster, 8 chimneys Whittington, very good time keeper, mahogany, original finish. \$750 cash. Write for further description. 2509 S. Presa St., San Antonio, Tex.

Costumes, Uniforms, Wardrobes

CLOWN COSTUMES CUSTOM MADE - plain and fancy cottons. Well made and fairly priced. Write for prices. Agents wanted. R. I. Erlichman Co., 5218 Schuyler St., Phila 44, Pa. np

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc17

For Sale—Secondhand Show Property

BUILD CONCESSIONS NOW - COMPLETE Plans: Shallow Joint (23 games); 4-Way (11); Ball Rack (13); African Dip \$5 each; High Striker, \$3; all \$20. Free catalog. Brill, Box 875, Peoria, Ill.

DROME FOR SALE - COMPLETE WITH Cycles, Go-Cart, Sound Equipment, 53 White Truck, Van, Trailer and Float, \$1,500 cash. Can be seen now at Texas State Fair, Dallas. See or wire Everett Harris, 4811 Hale St., Dallas, Tex.

FOR SALE - HERSCHELL 36' MERRY, \$8,500; Buggy Ride, \$1,800; Jeep Ride, \$1,800; Custom Western Train, \$7,000; authentic antique Stagecoach, \$2,500. G. Spalt, Loudonville, N. Y. Phone: Albany, HE 4-0353, oc24

FOR SALE OR LEASE

Schiff Portable WILD MOUSE

Used 1 season, like new condition.

941 N.E. 176th St., N. Miami Beach, Fla. Phone: Wilson 8-3806

FOR SALE

Sp'tfire (no planes), Bisch Rocco Flying Scooter, Super Roll-O-Plane, 1950 Chevrolet Tractor with 30 ft. trailer, 14 Junior Tractors and Long Range Shooting Gallery.

DON McILHINNEY

Box 27 Marion, Iowa Phone: DR 7-2885

FOR SALE

Thit. 2 Trailers, 1 '55 Chev Tractor, \$7,700. #5 Wheel, 1 Tractor, 1 '55 Chev Tractor, \$5,100. Bisch-Rocco Kid Jet and closed trailer, \$1,200. Calumet Coach Trailer with Popcorn, Cotton Candy, Snow Cone, Ice Bin, \$2,100. 800 Ft. Cable, 2 Fuse Boxes, \$200. All excellent condition.

JOHN A. ROSE

644 Chester Ave., Elgin, Ill. Ph: SH 2-6106.

GOOD USED PUSH POLE TENTS FOR SALE. All sizes; write for complete list. Eureka Tent & Awning Co., Inc., P. O. Box 966, Binghamton, N. Y. ch-tfn

HAMPTON'S SUPER JETS JUST LIKE NEW. Route 7, Paducah, Ky. Noble Park Funland. Phone 443-7376.

HERSCHELL-SPILLMAN 40 FT. M-G-R, KIDdie Roto-Whip and Auto Ride, Miami Train, 32 Ft. semi-trailer, H. L. Murphy, Clear Lake, Iowa, R. 3.

KIDDIE FERRIS WHEEL, TRAILER mounted; Ferris Wheel, hauls teen-agers; Airplanes, Little Dipper; Merry-Go-Round, 32 ft. Perceil, South Williamsport, Pa. oc17

MINIATURE TRAIN CARS—3 OTTAWAY, 3 Thornton make, 12" gauge, condition good. Bargain prices. Box C-647, c/o Billboard, Cincinnati, Ohio.

MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

NO. 5 ELLI—PERFECT. V BELT, AUTOMATIC clutch, now up. Will sacrifice for cash. Sam Cooper, Jacksonboro, S. C. Tel.: Vernon 5-2107.

ONE DOLLAR WILL PUT YOUR SHOW property on our free mailing list until May 31. We are the largest concern of our kind selling secondhand show property in the U. S. Starting our 13th year. Nationwide service. Coast to Coast. Catering to large and small, one ride or a dozen. Young's Park Sales, 714 4th Ave., Two Harbors, Minn.

SCHIFF SPEEDLINER, MANGELS OVAL Kiddie Whip, Pinto's Fire Engine, Herschell Sky Fighter, Herschell Jeep Ride, A. Garto, 2075 Shore Parkway, Bklyn., N. Y. oc31

FIRE-FIRE RIDE, FLUORESCENT LIGHTS, A.C. motor, with trailer tractor optional. Wm. Stine, 1939 E. Co. Rd., "F," White Bear Lake 10, Minn.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. oc17

Instruction and Schools

ART FOR HOBBY OR PROFIT—LEARN AT home, commercial advertisement landscaped. Free book. Louis Arango, 137-Z Kensington Ave., Jersey City 4, N. J.

Magical Supplies

HOUSE OF 1,000 MYSTERIES! PROFESSIONAL magic! Pocket Tricks! Jokers' Novelties! World Famous! Giant 160-page catalog and free trick, \$25. Vick Lawton, Dept. BB10, Trumbull, Conn. ch-oc24

NEW 48-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology Sub Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. no7

Photo Supplies and Developing

GIANTIC FULL SALES! CHEMICALS, D.P. Paper, Backgrounds, Comics, Photo Mounts and Glass Frames. Miller Supplies, 2108 Main St., Alton, Ill. oc24

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Printing

BUSINESS CARDS, CALENDAR BACK, \$3.25 per thousand. Send copy \$1 deposit. LaSalle Printing Co., 5727 LaSalle, Chicago, Illinois. oc17

OFFSET: 1,000 \$6.50; 5,000, \$18 WHITE OR colored, \$15x11. Fast! Also art, copy layout, varityping. Fla. 8 West 45th, New York City 38. ch-tfn

200 8 1/2 x 11 LETTERHEADS, 200 6 1/2 x 9 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. oc31

Salesmen Wanted

EXCELLENT OPPORTUNITY FOR PIANO and organ salesman with truck operation experience. Top commission and expenses. Contact Mr. Foreman, 123 S. Franklin St., Tampa 2, Florida. oc24

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

Wanted to Buy

CASH FOR NEW 12" LP & EP RECORDS. Send listing with best price. Irwin Distributing Co., 106 South Grove, Wichita, Kan. oc17

SHOOTING GALLERY COMPLETE WITH or without rifles. Will pay cash. Lew Frockt, 700 W. Broadway, Louisville, Ky.

WANTED TO BUY - BUBBLE MACHINE, also come Zebra with movement and gorilla suit. S. Gesmundo, 928 Davis St., Kalamazoo, Mich.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Jolitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. oc31

Positions Wanted

MECHANIC AVAILABLE - TOP WAGES wanted. Can service all types, Coin Machines, Phonos, Amusement Devices, Bingos, all Five Ball machines. Factory experienced. Box C-645, c/o The Billboard, Cincinnati 22, Ohio.

Routes For Sale

ROUTE IN WESTERN MICHIGAN

Mixed route, approximately 450 pieces. Will help finance responsible people.

BOX C-629

c/o The Billboard, Cincinnati 22, Ohio.

Used Equipment

TICKET ISSUING PENNY WEIGHING MACHINES for sale, completely reconditioned, work like new, \$60. Leon Yarbrough, 805 Haines, Dallas, Tex.

50 VICTOR MODEL V 1 1/2 BALL GUM & Charm Machines, \$4.50 each. 50 Advance All-Charm 1 1/2 Ball Gum Machines, \$2 each. Robert Raleigh, 3322 Nicholas St., Indianapolis, Ind. oc17

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DISPLAY CLASSIFIED AD

Your Advertisement Display

In a space this size will cost

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\$14 per insertion

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

CHAROLETTES - TWO GIRLS, UNUSUAL tumbling and acrobatic feats using props. Songs, novelty dances, weekends at present. Lorraine Bruner, 415 Winston Drive, Lemay 25, Missouri. TWInbrook 2-6977.

FAMILY TYPE ENTERTAINMENT ACT available for immediate booking. Something new in a whip and fancy gun act. Good for Sport Shows, Stage, TV parties, indoor or outdoor. Gordon Peer, 701 White St., Canandaigua, N. Y.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. oc31

HIGH DIVE EXTRAORDINARY - FEATURED by Fox Movietone. Somersaulting backwards, fire sharp spears, small tank, 5,000 lbs. crash impact landing. Mac Productions, 456 Lamphier, Warren, Ohio. EX 9-1478.

OUTSTANDING TRAPEZE ACT AVAILABLE for Outdoor and Indoor events. (Platform required Outdoor.) For full particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 9312.

Vaudeville Artists

AVAILABLE AT ONCE FOR INDOOR CIRCUS, Schools, Christmas and other dates. Beautiful novel dog and monk act. Agent wanted. Contact Ray Biehler, Gen. Del., Gap, Pa.

GIVE TO DAVID RUNYON CANCER FUND

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates.) Foreign rate \$30.

Payment enclosed

Bill me

992

Name _____

Occupation _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

BULK VENDING

OCTOBER 17, 1960 Communications to 188 W. Randolph St., Chicago 1, Ill.

Detroit Op Cuts All Corners To Profits on Ball Gum Route

By HAL REVES

DETROIT—"It is a pretty fast operation" is the way Charles Bernstein explains the proven success of his 23-year-old bulk vending business. He emphasizes conserving time in every possible facet of operation.

Grosses and profits per sale are low, and costs, especially time consumed in service operations, must be kept to a minimum.

Bernstein does this in a variety of ways which he has worked out thru his years in the business. He is

still a relatively young man, with two active daughters, 15 and 18, and a home in the northwest section of Detroit which takes a good share of his leisure time.

Actually, he is a part-time operator. He has a route of 250 bulk machines, with one serviceman, also on a special part-time basis.

Bernstein has the mechanical skill essential for successful route operation. He works up to 10 hours a day in a tool shop, and restricts his route servicing to Saturday and Sunday, making special

calls during the week only as required.

Started Full-Time

He started in the business as a full-time bulk operator in 1938 and stayed with it until World War II. Since the war, he has devoted only part time to vending, but he's planning to go into full-time vending soon. He has also bought and sold routes, and he probably has as much bulk vending experience as anybody in Detroit.

At present he has about 200 penny ball gum machines and 50 miscellaneous units—penny peanut and candy, and nickel pistachio and capsule machines. He services about 100 of these personally, concentrating mostly in the northwest section of the city.

The other 150 machines are handled by his serviceman, who has recently taken them over on an incentive or percentage basis instead of the former customary salary arrangement. He is planning to use this income to earn his way thru the University of Michigan, coming in from Ann Arbor weekends to handle the servicing of this part of Bernstein's route.

Most in Stores

Machines are placed mostly in groceries, meat stores and dime stores. "These stores, especially food stores, have a more staple business and little seasonal fluctuation," Bernstein explains. He also operates in a few gasoline service stations, which show rather good returns.

He has had a few industrial locations in the past, most often coming with a route which he bought. Usually he has given them up, however, because factories use tab gum rather than ball gum—and he has a basic rule of not handling tab gum.

This rule is part of the policy of saving time, since tab gum requires more handling time than ball gum. Ball gum, he says, "is the cleanest item, is easiest to handle, and takes up the least amount of space to stock."

Stands Up

Ball gum, he finds, holds up well on location over a long period—which is important at a slow-moving location. Of course, if the business is too slow, he takes the machine out.

To speed up procedure, Bernstein concentrates mostly on one type of ball gum—the 140 count size. He finds this simplifies stock-keeping and handling. Some variety is necessary, especially for the multiple-unit installations, and he offers the 210 size in such instances as well. He will order 15 to 20 cases of the 140 size, and one or two cases of the 210 at a time for balanced inventory.

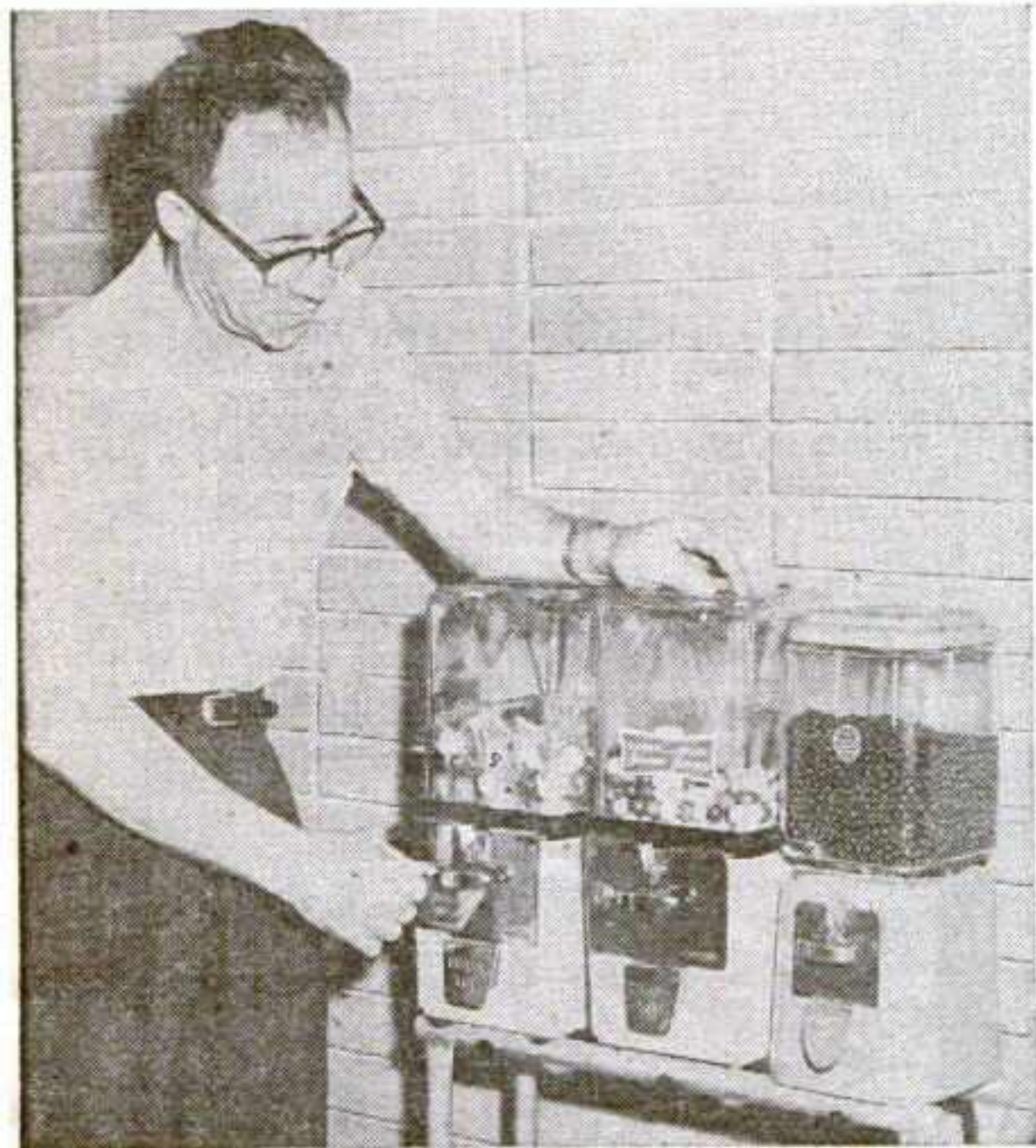
There is an important practical advantage, Bernstein says. "What counts in the vending business is to get one item that will sell under most all conditions—this is the one way to obtain volume. If you get enough of it out—you have assured business."

Profits Good

Ball gum proves an attractive investment from the profit margin standpoint. He buys it at 28 cents per pound, and takes in a gross of \$1.40. Deducting the cost and a commission of 20 per cent or 28 cents, he gets a gross profit of 84 cents per pound, or an even 200 per cent. Of course, the operating costs and personal time must be taken into consideration also—which is where the time-saving policy is important.

Incidentally, supermarkets are found to be the best locations for earnings on a per-machine basis. The most important step in speeding up operations is in the

(Continued on page 68)



A TYPICAL three-machine unit used by Bernstein contains nickel capsules, 140-count ball gum and Boston baked beans. The Michigan operator finds that a variety of fills tend to attract attention from customers.



A TEEN-AGE customer tries out a Bernstein machine located just outside the door of a local food store. Groceries and food stores are a favorite with the Michigan operator. Business is steady with little seasonal fluctuation, he explains.

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

TWO GREAT PROVEN MONEY-MAKERS WANTED BY THOUSANDS OF LOCATIONS

PEN VENDORAMA®



Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. Capacity 168 ball point pens, vending at 10c each.

VICTOR 2000



Capacity 2000 balls of 100-count gum . . . 300 V-1 10c or 25c capsules. Large capacity and very attractive appearance creates larger and more sustained profits.

ACT NOW! YOUR FUTURE GUARANTEED! See Your VICTOR Distributor for Prices and Details

BERNARD K. BITTERMAN 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.	GRAFF VENDING SUPPLIES 2817 W. Davis, Dallas 2, Tex. Whitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.	VEEDCO SALES CO. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.
LOGAN DIST. CO. 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	STANDARD SPECIALTY CO. 1028 44th Ave., Oakland 1, Calif AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands	PARKWAY MACHINE CORP. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.
NORTHWESTERN SALES & SERVICE CO. 446 W. 36th St., N. Y. 18, N. Y. LONGacre 4-6467 New York State	H. B. HUTCHINSON, JR. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.,	ELLINGWORTH SUPPLY CO. 659 Adams St., N.E. Mpls. 13, Minnesota SUNset 8-6972 Minn., N. D., Mont., S. D., Wyo.
CHAMPION NUT CO. 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Mo. Ed Flanagan		

VICTOR VENDING CORPORATION

Detroit Op Cuts Corners

• Continued from page 67

actual servicing—"Most of my work consists of just walking into the location, bringing in a machine, and taking one out. I try to get away from counting money on location."

Count Strategy

The first time he goes into a place he makes a count in front of the location owner, so that the latter knows the machine capacity by actual proof. Thereafter, he avoids the count, and makes the payment on the spot. Payment on each collection means the elimination of considerable accumulative bookkeeping and check writing. Payment is made in rolls of pennies for psychological reasons.

Payment is further expedited by using a flat count—his ball gum machines are either \$6 or \$10 size, and he pays accordingly on the total capacity of the machine. Even tho there may be a small quantity of gum remaining in the

bowl, Bernstein removes it and pays for the total capacity rather than spending time for a money count on the spot.

Most of his machines are located right on the door jamb, which is his favorite spot. Here they are protected somewhat—and it is a space usually otherwise unused, and clearly visible from the street. Moreover, it is at the point of highest traffic in the store, which is excellent for business.

Stays Near Door

Where such a spot cannot be used, he tries to place the machine on a stand just inside the door, where it is also visible from outside. In 90 per cent of his stops, such a position is possible.

In the case of large locations, like a supermarket, Bernstein does make a money count on the spot—usually he has several different machines in these places, and finds that the time required for the count

is justified by their special nature and extra large income.

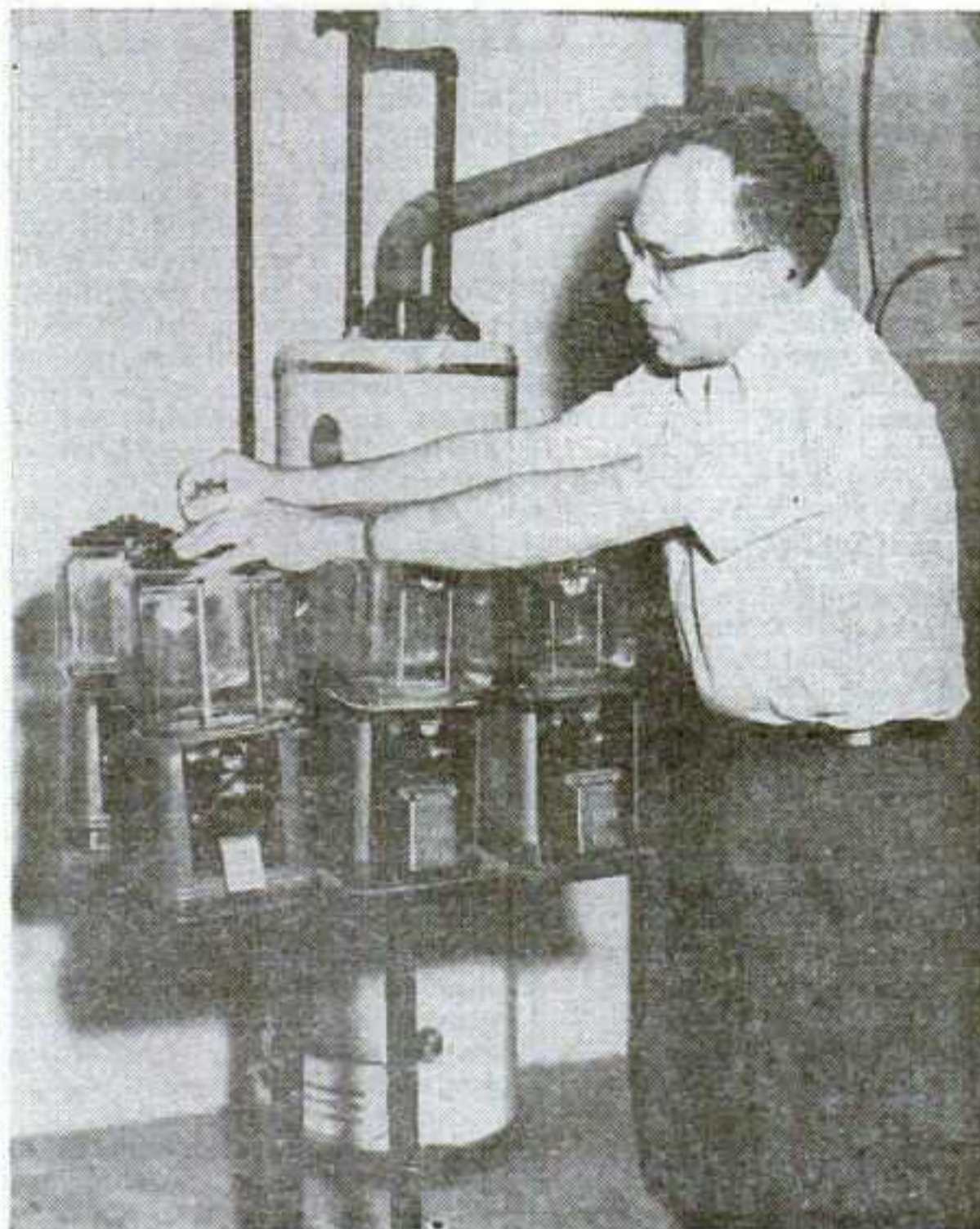
He tries to avoid operating and replacement problems by using machines of standard construction with interchangeable parts as much as possible. He likes machines that have changed little over the years and for which he can buy parts

good on recent machines or those 15 years old.

Random Servicing

Servicing of machines is handled on a basis of intuitive control rather than systematic followup and scheduling. The service call is made when he finds it necessary on

(Continued on page 79)



MULTIPLE MACHINE stands are used by Bernstein whenever possible. Here he checks a three-machine stand in his workshop before filling and placing on location.



CHARLES BERNSTEIN takes a machine apart in his basement. All machines are filled and repaired in his workshop. No filling or servicing is attempted on the route.

STAR BRITE BALL GUM
Save Money!

GREATER PROFIT
Priced to save you money.
Fast turnover.

Ask your Distributor to stock Cramer "Star-Brite" for you.

CRAMER GUM CO. INC.
150 Orleans St. E. Boston 28, Mass.
SEE YOU IN MIAMI OCT. 29th-NOV. 2nd.

WHEN A CHILD GETS A CLOWN FROM A CHARM MACHINE, HE GETS THE BIGGEST PENNY VALUE AND PLEASURE POSSIBLE CLOWNS

10,000 & up	8.00 per 1,000
5,000-9,000	8.50 per 1,000
1,000-4,000	10.50 per 1,000

F.O.B. Jamaica, New York

SAMUEL EPPY & CO., INC.
91-15 144 Place, Jamaica 35, N. Y.

NEW CLIP CLOTHES PINS

\$10.00 per M in 5 M lots. Jewel clip with strong spring on the inside for a strong assembly.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
ATLAS MASTER . . . The proved 1c-5c Vender

Ask About Our ATLAS Finance Plan

Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c - 5c coin mechanism, and optional slip clutch handle.

WE HAVE oak's "ACORN"

All Purpose Vendor
The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise.

Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

Below are listed factory authorized dealers.

AMERICAN NUT 1061 Tremont Street Boston 20, Massachusetts	LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois	RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania
BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama	SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri	JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York
BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York	OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania	SIEGEL DISTR. CO. LTD. 753 Chatham St. Montreal, Quebec, Canada
DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada	OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida	SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N. C.
GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas	OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California	STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California
H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada	STAR VENDING SUPPLY CO 6327 Calhoun Road Houston 21, Texas
IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland	OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California	

STAR BRITE BALL GUM
Save Money!

PROMPT SHIPMENT
Ends need to warehouse supply; frees working capital.

Ask your Distributor to stock Cramer "Star-Brite" for you.

CRAMER GUM CO. INC.
150 Orleans St. E. Boston 28, Mass.
SEE YOU IN MIAMI OCT. 29th-NOV. 2nd.

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.
1754 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

SCHOENBACH STAMP VENDORS

Folder Type

2 Column Vendor \$24.50 ea.
(As Illustrated)

3 Column Vendor \$34.50 ea.
1/2 With Order, Balance C.O.D.

Attractive cabinet. Built to last for years. Perfect slug detector. Mechanism closes when empty. Easy loading. Guaranteed.

STAMP FOLDERS Very Low Prices

J. SCHOENBACH
Distributors of Amco Vending Machines
715 Lincoln Place, Brooklyn 16, N. Y.
PResident 2-2900

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

Ohio Ops to Seek Permanent Exemption From \$5 State Fee

By IRINA MIHALEGA

COLUMBUS, O. — Dominating the discussions at the second meeting of the Ohio Vendors Association, held at the Deshler Hilton Hotel here October 8, were ways and means of making the temporary injunction imposed by the Ohio Public Health Council a permanent act, exempting penny venders from a \$5 inspection fee.

After discussions with OVA counsel Ken Weinberg, it was unanimously decided to seek the same exemption as that obtained for prepackaged confections. The exemption will be requested for "vending machines dispensing only nuts, gum and pan confections or the places of operation from which they are serviced." The exemption, it was felt, should be broad enough to include as many operators in the business as possible.

Elected as officers of the new group were: President, Herman Eisenberg, Confection Sales, Cleveland; vice-president, Leonard Quinn, Confection Products Company, Columbus, and secretary-treasurer, Joseph Rades, Ridge Gum Corporation, Cleveland.

Board

Clark Applegate, Miami Valley Vending Supply, Clayton, made the motion that all members become ex officio members of the Board of Directors of OVA which was unanimously approved. Also unanimously approved was the election to the board of the newly elected officers. Other Board members elected were: Joseph Resnick,



Herman Eisenberg

Resbee Vending Products, Cleveland; Steve Zsigrai, Cleveland; H. W. Horn, Horn's Vending System, Youngstown; Art Hellerman, Erie Gum Company, Cleveland; Clark Applegate; John O. Brehmer, Buckeye Vending, Columbus, and Chuck Marenburg, B & B Sales, Toledo.

All attending were in accord that the primary goal of the association was the preservation of the bulk vending industry.

The group agreed that the association should set up its own health and sanitation standards and a committee headed by Chuck Marenburg was formed to draw up a program in accordance with the standards set up by the National Vendors Association.

It was suggested that in the next meeting a resolution be passed requiring all members to place their names on their machines and that OVA issue a sticker for those machines maintained and inspected in accordance with its standards.

Mfr. Problems

Another committee formed at the meeting headed by L. C. Port-

man, Portman & Portman, Oak Hill, Va., is to take up with manufacturers and suppliers any problems encountered by bulk venders. Two on which immediate attention will be focused are waterproof equipment and discoloration of gumballs.

President Eisenberg was made the association's representative on the State Food Service Advisory Committee, which is made up of members of the food service industry whose function is to advise the Ohio Health Council on problems and facts of the food industry.

Joseph Rades recommended that his firm's facilities at 4324 Ridge Road, Cleveland, be used as the headquarters of the association and it was so voted.

Membership

The necessity of a concerted membership drive was emphasized by Herman Eisenberg and it was suggested that each member present be responsible for enlisting two new members before the next meeting.

The group agreed to meet quarterly, one of the meetings to be held in conjunction with the National Vendors Association meeting. The next meeting of the OVA will be held January 14, 1961, at 2 p.m. at the Deshler Hilton Hotel in Columbus. The fourth OVA meeting will be held in March during NVA's spring convention in Chicago.

Attending the meeting besides those already named were: Charlotte Resnick, Resbee Vending Products, Cleveland; Harold L. Deever, Deever-Moore, Ashland, and D. D. Updike, D & D Service Company, Fredericktown, O.

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

Bulk Operators Join in Fight on Sales Tax Hike

DETROIT—Bulk vending operators here are supporting efforts of the Merchandise Vendors Association of Michigan in that organization's campaign against a proposed increase in the State sales tax. A proposed constitutional amendment—to grant the Legislature authority to increase the levy from the current 3 per cent to 4 per cent—will be on the November 8 ballot.

On the municipal level, the projected omnibus vending machine license fee situation appears to have improved somewhat. The Detroit Common Council had been considering a blanket fee for all machines. However, after some 200 operators and industry representatives had appeared before that body, the bill appears likely to be broken up into several sections.

This means that vending machines would be licensed on the basis of actual sales volume. Hence, bulk vending machines would carry a substantially lower license fee than cigarette machines or drink units.

This measure, together with a health code ordinance for vending machines, is being studied by the Common Council.

Spanish peanuts\$.28
100 lbs. or over26
Blanch peanuts36
Cashew, Butts45
Va. Redskin peanuts34
Hershey-kiss42
Munchys42
Tab Gum48
Parch Corn35
120/50 Blanch peanuts 3.15
120/50 Cheez-os 3.25
100/100 Blanch peanuts 4.50
2 1/2 Peck Peppercorn70
Prepaid 54 bags or over or 100 and 120 count combined with peanuts or Cheez-os, we will prepay.	

PATTERSON FOOD PRODUCTS CO.
1343 Tenth Ave. Huntington, W. Va.
1/3 with order, balance C.O.D. or send check in full, Credit to Approval.

HIGHEST QUALITY
WE MAKE ONLY THE BEST
Ask your Distributor to stock Cramer "Star-Brite" for you.

CRAMER GUM CO. INC.
150 Orleans St. E. Boston 28, Mass.
SEE YOU IN MIAMI OCT. 29th-NOV. 2nd.

TROUBLE-FREE OPERATION
Always uniform in shape; plus weather-ability (resistance to fading).
Ask your Distributor to stock Cramer "Star-Brite" for you.

STAR BRITE BALL GUM
Save Money!

CRAMER GUM CO. INC.
150 Orleans St. E. Boston 28, Mass.
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Pistachio Nuts, Vendor's Mix61
Cashew Whole72
Cashew, Butts46
Indian Nuts78
Peanuts, Jumbo42
Spanish32
Mixed Nuts57
Baby Chicks30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gums28
M & M, 550 ct.47
Hershey-kiss47

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TAVERN COMPETIT'N AIDS STEREO PLAY IN ILLINOIS

BELLEVILLE, Ill.—In intense competition among tavern owners for patronage has resulted in a halcyon situation where stereo phonographs are concerned in Southern Illinois, operators and distributors in this area report.

Because much of the Missouri border, from St. Louis down to Cairo, permits all-night operation of bars, as well as Sundays, bar patronage is heavy, particularly where the taverns are located across the river from such large cities as St. Louis, Sikeston, Poplar Bluff; Paducah, Ky., etc. Still, as many new taverns have opened up in the small communities which dot the Little Egypt area, bar receipts have dwindled somewhat.

This, naturally, has led to a sharp spear of competition which means that anything which tends to attract additional patrons and to keep them amused is bound to get serious consideration, not only from the tavern owner but the juke box and amusement machine operator.

As a net result, during the past year, installations of stereo phonographs have boomed in Southern Illinois to the point, as a matter of fact, that even small roadside bars have blossomed forth with the twin-channel equipment. Most of the taverns concerned are of the family type rather than the cocktail lounge and restaurant variety, locations which in many States would seldom require stereo. But because of the high concentration of music-minded customers in each, they feature it almost without exception.

Mamma Don't Allow No Rock and Roll Here



ROCK AND ROLL is off limits at the Casa Lorenzo in Syracuse. The operator, Columbia Music, has installed a stereo box, which plays both 33's and 45's, with stereophonic earphones for customers. The location, catering to an adult audience, goes heavy on the sweet stuff. Listeners are, left to right, Mrs. John Banach, Miss Alice Smith and Mrs. Mildred Avery. The location is in downtown Syracuse.

European Coinmen Eye Canteen Moves

By OMER ANDERSON

FRANKFURT—The Continental coin machine industry is intently observing efforts by the Automatic Canteen Company of America to introduce its U. S.-type operator in Europe.

As yet Canteen has not spelled out any hard and fast program for its rapidly expanding European holdings. But the pattern of Automatic Canteen acquisitions thus far points to conscious effort to duplicate its successful U. S. formula.

Canteen's latest acquisition—that which has set the European industry buzzing with somber speculation—is of five Swiss operating firms. To Continental coinmen this acquisition clearly signifies

Canteen's intention of introducing to Europe its "integrated" system of operations—the operation as well as production of coin equipment.

Revamp Plant

Canteen's Swiss moves have had all the more impact on the Continental industry because they come hard on the heels of a stem-to-stern revamping of production at the Tonomat plant in suburban Neu Isenburg.

Tonomat was acquired by Automatic Canteen a year ago and the German manufacturer since has been expanded to provide a production base for Canteen's European activities. This expansion has

(Continued on page 85)

Detroit Plans Pool Leagues

DETROIT—Pool table leagues—something new in the amusement business—are to be organized here as the result of action taken by the October meeting of the Detroit Shuffleboard Association. This association is composed of operators of all types of legal coin-operated games, but retains the original name adopted many years ago when shuffleboard was dominant.

The DSA goal is to organize a series of leagues with 100 teams—or 800 players, eight to a team, with probably eight teams in each two alternate players. The schedule is for 12 home and home games—or 24 games in the series, played once a week.

A further logical objective of the program is the establishment of an area-wide tournament from league players and teams. Experience with shuffleboard showed that this was a highly popular activity, and resulted league. Some basic rules were adopted, including allowance of in much favorable publicity for the sport.

Shuffleboard leagues were well

organized here for years, and are still active, tho less so than formerly. Shuffleboard has maintained a considerable degree of following in this area, partly as a result of the absence of most types of coin-operated games in the city under strict legal requirements.

Intelligent promotion of shuffleboard created a big revival of interest several years ago, and some of the effects still linger.

"But pool tables have taken away the popularity from shuffleboard" now, said Fred Chlopan, executive secretary of the DSA. "This looks like a very big and very successful project."

Three Counties

Under the plan adopted by the DSA, the league program will be handled as an independent venture, to be known as Tri-County Pool Leagues, marking the inclusion of three metropolitan area counties—Wayne, Macomb and Oakland.

The DSA approved the appointment of Ted DeHarde as managing director of the project. DeHarde is a former DSA member and former

shuffleboard operator. He will function as an independent contractor.

The program planned is for DeHarde to call all locations where DSA members have pool tables, and promote the league plan as a means of stimulating play. In turn, this of course means stimulation of business for the location owner.

NR CH'GEMAKER HANDLES 2 BILLS

CHICAGO — National Rejectors, Inc., this week showed a production model of its new \$1 and \$5 bill changer. It is the first machine to handle bills of more than one denomination. It also makes change for quarters and halves. The new changemaker gives four ones and change for a \$5 bill. Some 250 of the new units are expected to be in operation by the end of the year.

Redd Distributing Plans Move to New Quarters

ALLSTON, Mass. — The Redd Distributing Company here is in the process of moving to quarters three times as big to carry on its business in music, games, vending machines and accessories.

By early November the firm, headed by Silas Redd, will be in its new plant about four blocks down the same street, but in a different district of Boston—Brighton. The new plant has been redesigned and laid out with a view to creating the maximum in efficiency in every department. There will be 30,000

square feet of space as against 11,000 in the old location.

The new spot will be completely functional from the viewpoint of the coin machine and music business. It will be possible to have three trailer trucks loading as well as room for several operators to handle merchandise. It also will offer the operator greater facility since there is space for parking more than 60 private cars.

The firm was recently named Seeburg's New England distributor

(Continued on page 84)

A WELCOME CHANGE

B'way Show Has Favorable References to Juke Boxes

NEW YORK — An interesting tie-in promotion deal has been arranged here between various music-record business entities and the juke box operating trade of the New York metropolitan area. The deal, which involves the upcoming Broadway musical legit show, "Do Re Mi," was announced at a press cocktail party Tuesday (11) at Gallagher's, well-known West 52nd Street steak house.

The show contains a tune titled, "All You Need Is a Quarter," which refers to the playing of a juke box in the action of the show.

There are other references to coin phonos thruout the production, which tend to put juke boxes in a favorable light, according to Jule Styne, composer of the music of the show, who spoke at the gathering.

Styne notified the operators present that RCA Victor has acquired the rights to the original cast album for the show and that the first single record of the tune "All You Need Is a Quarter," is expected to be released on the Victor label. This and other expected records of the tune on other labels,

Pa. State Police to Grab Converted Multi-Coin Bingo Pinball Machines

HARRISBURG, Pa.—All converted multiple coin pinball machines in Pennsylvania will be seized by the State police, according to the State attorney general.

This action followed a decision by the United States Supreme Court in which it refused to grant a

are expected to prove a boon to ops and to the show.

Present at the party were Betty Comden and Adolph Green, who wrote the lyrics for the show to Styne's music. The pair, who were featured in their own legit show, "An Evening With Comden and Green," on Broadway last season, did a duet version of the song, while Styne accompanied them on piano. Also present were Phil Silvers, who is co-starred in the production with Nancy Walker, producer David Merrick, and press agent Dick Doll, who arranged the shindig.

Schuylkill County distributor a federal injunction to halt such confiscation.

"As soon as we receive the official decision," said Attorney General Anne X. Alpern, "I shall ask State Police Commissioner McCartney to proceed with the seizures."

Takes Extras

The machine in question, of course, is the pin game where the player can take a chance on winning more games by inserting a number of coins instead of one.

The State Supreme Court last year ruled these games illegal. Most distributors and operators then converted them to single coin play. But the State wouldn't go for it.

Miss Alpern pointed out that the machines could be reconverted back to their illegal form "in the same three minutes it takes to convert them to single-coin play."

Following the U. S. Supreme

Court's action last Monday (10), Miss Alpern said:

Illegal Per Se

"A decision of this kind means that these machines are illegal, per se, and it is not necessary to show they are being used for gambling to seize them."

The distributor who sought the federal injunction is Michael Ford, of McAdoo. He got permission from a special panel of three federal judges to file injunction proceedings against the State. He claimed the State was planning the seizures to test the legality of the converted machines.

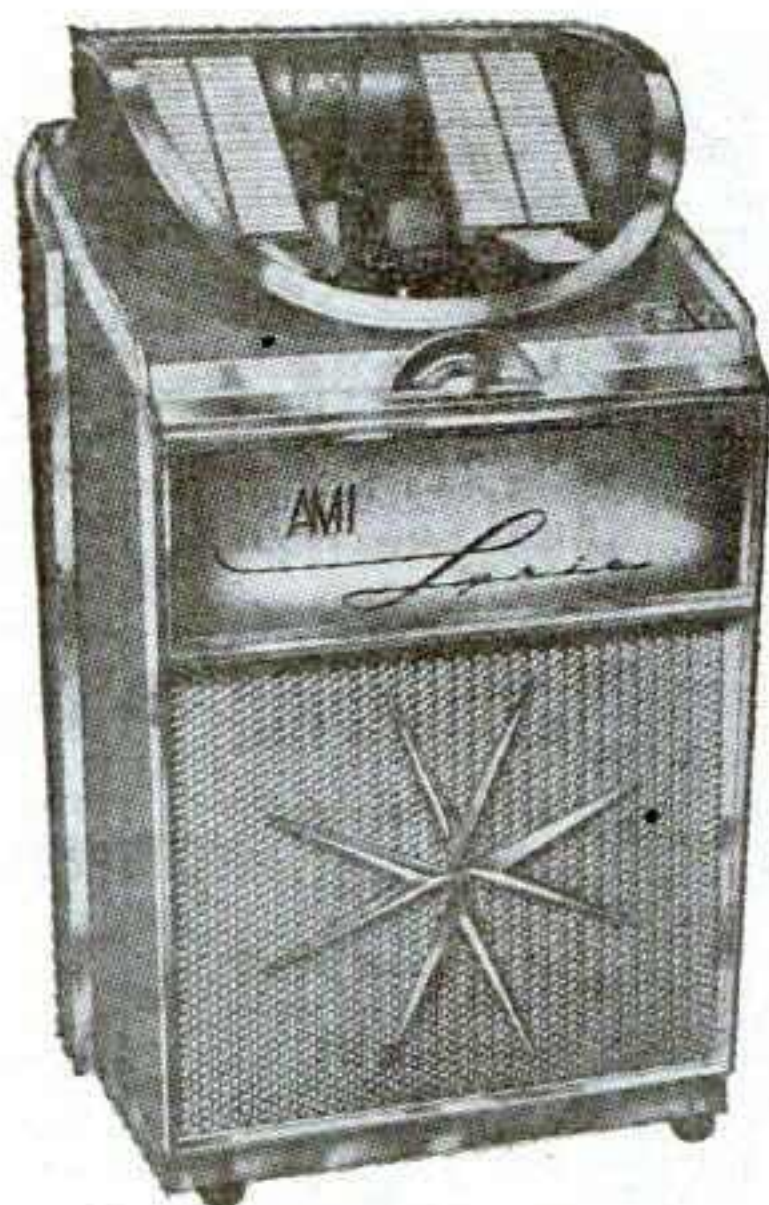
The court decided that Ford's rights were protected by State law. He then asked the Supreme Court to set aside this decision.

In June the U. S. high tribunal refused to review a Pennsylvania Supreme Court decision that ruled the multiple-coin pinball machines gambling devices.

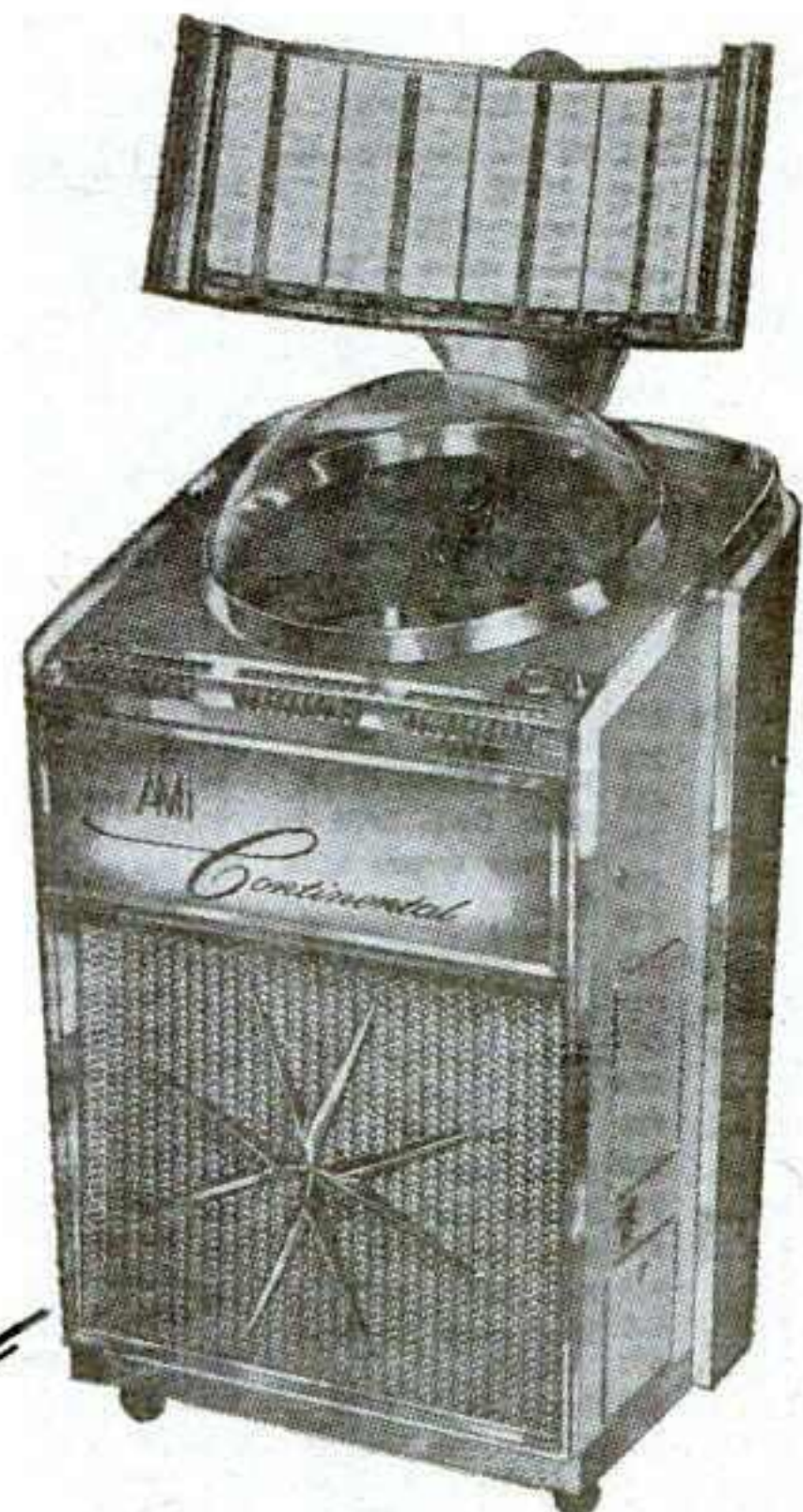
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The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC section listing various models and years with prices, including sub-sections for AMI, ROCK-OLA, and SEEBURG.

BOWLERS & SHUFFLES section listing bowling machines like ABC Super-Deluxe, ABC Bowling Lanes, and various shuffle models.

PINBALLS section listing various pinball machines such as Bally's A-Poppin, Ballerina, and Williams' Ace High.

ARCADE & NOVELTIES section listing machines like All-Star Baseball, Aqua Duck, and various target and shooting games.

ARCADE & NOVELTIES section (continued) listing machines like Hercules, Hi-Fly, and various other novelty games.

ARCADE & NOVELTIES section (continued) listing machines like Jolly Joker, Jumbo Ten Pins, and various other games.

ARCADE & NOVELTIES section (continued) listing machines like King of Swat, Kiss-O-Meter, and various other games.

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QUEEN OF DIAMONDS 245
MISS ANNABELLE 245
UNIVERSE 245
WORLD BEAUTIES 275
2- AND 4-PLAYERS
FLAGSHIP, 2-PL. \$150
WHIRLWIND, 2-PL. 215
BRIGHT STAR, 2-PL. 225
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European News Briefs

Europe Hails Rock, AMI Phonos

PARIS—The 1961 model American juke boxes are being unveiled in Europe with pomp and circumstances worthy of the current Paris Automobile show. The standout boxes are Rock-Ola's Regis and the AMI Continental. At any rate they are the boxes receiving the heaviest promotion and attracting the greatest attention in trade circles. AMI is throwing its big European sales organization into promotion of the Continental, which features a "radar screen control panel" in keeping with its "rocket-age" styling. The "radar screen" refers, of course, to the 200-selection panel atop the box, but the nomenclature has fascinated Europeans who scan the "screen" intently for blips. Rock-Ola's sales drive is being conducted from the Hamburg headquarters of Al Adickes, European general distributor and the Rock-Ola supersalesman. Rock-Ola is bearing down heavily on its claim to be the first juke box manufacturer to incorporate Reverba-Sound, as optional equipment, in the Regis. The 1961 AMI and Rock-Ola showings are primarily interesting for their lack of concern with the Seeburg one-speed 33-singles campaign. Altho Regis promotion notes in passing that the Rock-Ola box plays both 45's and 33-single disks interchangeably, the speed issue so far is not important to the European sales picture. In fact, Loewen-Automaten's promotion of the Seeburg box ignores the speed issue entirely. Loewen is Seeburg's distributor for West German and the Benelux.

Common Market to Clip Tariffs

BRUSSELS—The six Common Market nations have decided to cut tariffs on coin machine equipment an additional 10 per cent on December 31. The 10 per cent tariff slash applies to coin machine exports among West Germany, Belgium, France, Italy, The Netherlands and Luxembourg. These are the six nations forming the European Economic Community (EEC) or Common Market. It is understood, however, that the 10 per cent slash will be extended to the trade of the six nations with the dollar area, pending clarification of the trading zone tangle. The coin machine tariff slash is authorized under a general 10 per cent cut applying to six-nation trade. This is the third 10 per cent tariff slash scheduled under the Common Market treaty.

East German Shipments to Halt

EAST BERLIN—West German coin machine manufacturers are serving cancellation notices to the East German trade ministry, clearing house for Communist Germany's commerce with the West. As of December 31, West German manufacturers will halt all shipments to East Germany of juke boxes, games, vending machines and other coin-operated equipment. After this date any coin machine equipment shipped to the East Germans will be on a bootleg or semi-smuggling basis. West Germany's coin machine industry is acting in accordance with the Bonn government's rupture of trade relations with the Communist German State in reprisal for Communist harassment of West Berlin. While East-West German coin machine trade has been small, it is growing steadily and encompasses around 500 units of all types monthly. The East Berlin trade ministry has proposed increasing coin machine imports, particularly of vending machines.

New Multi-Player Pins Shown

HAMBURG—A. W. Adickes Nova Apparate-Gesellschaft M.B.H. is introducing into West Germany the Gottlieb two-player pinball game "Melody Lane." And Erich Schneider, the Williams general importer for West Germany, has three new Williams games on display: Music Man, Viking, and Jungle. Music Man is a four-player game; Viking for two players, and Jungle, a solo. The new showings underline the principal point about coin games at present in West Germany: multi-player games outrank single by far in popularity.

Wiegandt Shifts Phono Service

WEST BERLIN—Wiegandt-Automaten announces the appointment of Joachim Eifir of Munich as general servicing agent in West Germany for Wiegandt juke boxes. The company said it was handing over servicing and repair to the Eifir company "on grounds of rationalization" of production. Boxes affected are the Tonmaster, a wall box, and the Diplomat C, a 200-selection console. Eifir will handle customer service, stocking of spare parts, repairs and general overhaul and maintenance.

Labor Lag Favors U. S. Boxes

FRANKFURT—West Germany's labor shortage is growing steadily worse, pinching the coin machine industry severely in nearly all skilled-labor categories. Coin machine producers are pinched for factory help, and operators have had to double up routes and stretch service calls. The prime result of the crippling labor dearth has been to make German juke box purchasers more quality conscious than ever before. The emphasis in this country now more than ever is on durability—on boxes requiring the minimum of service and repair. It is a condition strongly favoring American boxes, according to sales figures.



SURE FIRE

United Ships Ball Bowler, Shuffle Alley

CHICAGO—Two new bowling games—a shuffle and a ball bowler—are in shipment by United Manufacturing Company.

The games, Tip Top Bowling Alley and Sure Fire Shuffle Alley, feature a new type bonus scoring system.

As usual, players press buttons on the games to select either regulation or bonus scoring.

The bonus play has a build-up sequence, with the bonus snowballing as players make successive strikes or spares. The normal bonus, for instance, is 30 for a strike, 20 for a spare, but a follow-up strike or spare counts 40-30, and a third successive strike or spare brings 50-40 as do all thereafter.

The bonus points, however, are not collected until the 11th frame. Then players collect all of the cumulated bonus points if they score a strike; half the points if a spare is made.

In addition to regulation-bonus selection, players can choose between easy or normal strike opportunities. Strikes come more frequently under the "easy" setting, are more difficult to make under the "normal" selection.

Si Wolfe Gets La. Territory

NEW ORLEANS—The Wolfe Distributing Company, of Jacksonville, Fla., has been named Seeburg distributor here, replacing Lynch & Zander. The appointment is effective Monday (17).

The territory includes most of Louisiana and Southern Mississippi. Wolfe's new appointment gives the firm offices in Jacksonville, Birmingham and New Orleans, making it one of the largest distributors in the South.

Si Wolfe, president of the distributorship, began as an operator in 1928 and became a Seeburg distributor in 1939.

New Orleans headquarters will be 832 Baronne Street, the premises occupied by Lynch & Zander. Most of the L&Z personnel will remain, altho a new general manager will be named.

Dayton Op Firm Skids

DAYTON, O.—Request for dissolution of partnership and liquidation of the Air City Novelty Service Company was filed in Common Pleas Court by Albert E. Dietz, co-owner of the Dayton firm. The request that the firm be placed in receivership was filed by Dietz's attorney, Ralph J. Hanaghan. Dietz also requested his partnership with James B. House, of 225 Fer Don Road, be dissolved due to a personality clash.

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German Game-Phono Mfrs. Eager To Enter Vending Production Field

HAMBURG — Juke boxes and games are one thing and automatic merchandising another, and never should the twain meet, according to the traditional school.

But not in West Germany. Here there is an almost unseemly scramble of juke box and game manufacturers to cross the trade curtain into automatic merchandising.

When you talk to West Germany's leading coin machine producers about juke boxes and games they regard you with almost glassy indifference. But when you mention vending and ask them about their plans they come alive and discourse animatedly.

All to Enter

Every juke box and games manufacturer in West Germany — bar none — has plans to enter vending or he has the vending gleam in his eye.

Automatic merchandising has become the "new frontier" of the German coin machine business.

Even the few professing skepticism about the vending gold rush, if pressed, will admit they could get intensely interested in automatic merchandising if they had the capital to invest.

U. S. the Model

The U. S. is West Germany's automatic merchandising model. The Germans are obsessed with the notion of duplicating the American automatic merchandising revolution.

It is indicative of popular German interest in coin machine merchandising that a recent press agency story on U. S. automatic merchandising received front-page display in some West German newspapers.

However, there is more to German interest in automatic merchandising than a sort of reflex aping of American initiative and enterprise. In fact, all experts agree this country is on the threshold of a vending boom, perhaps even a fantastic boom.

Outlook

These are the factors:

1. Vending has lagged dismally behind the juke box and coin game boom.
2. Pressure for shop and store-closing hours thru legislation.
3. The industrial labor shortage.

Lack Quality

West Germany's vending machine industry is sensitive to criticism, but such criticism is, nevertheless, widespread. The Germans lag far behind the U. S. as to both ingenuity and quality of vending equipment.

For example, there is still no vending of ice, ice cream and milk in West Germany. The Germans only now are experimenting with hot and cold beverage vending.

West Germany's vending machine industry, which heretofore has tended in the traditional pattern to be an industry apart, is criticized by juke box entrepreneurs as stodgy and even sterile. The juke box men are saying freely they intend putting zip into vending.

Time Restrictions

They are motivated, in terms of orthodox automatic merchandising, by Germany's present passion for restricting store hours. Stores generally close in Germany no later than 7 p.m. and at 2 p.m. Saturdays.

German stores are closed drum-tight Sundays — all stores, everywhere. In fact, the church is reviving pressure on the government to attempt passage of a law shutting down all industry, even steel mills, on Sunday.

The city of Hamburg is currently debating a law closing all stores in the city from Friday night until Monday morning. The store-hour situation is fantastic and getting more so.

Obviously, there is only recourse to automatic vending on a literally staggering scale (at least for Germany) to prevent the store-closing mania from becoming a patent absurdity.

Such is now accepted by shop proprietor associations. Whereas until now they always have opposed the automatic merchandising of staple foods, the shop owners have just about-faced and endorsed almost full automatic merchandising.

In Hamburg, in this connection, there is even expansive talk of creating "automatic arcades" to substitute on weekends for stores selling food and other necessities.

Labor Factor

Ordinarily the present store schedules would be rejected by force of public opinion. But these are not ordinary times in West Germany. The nation is short a half-million workers. Help is hard to come by everywhere.

Labor released from store clerking and tending is labor available to other segments of the economy. Hence, the public apathy. And hence the explanation for still another facet to the looming stampede into automatic merchandising. The Germans are trying to stretch the thin labor supply with "rationalization" of production.

This means, primarily, automation, and it means, among other things, automation of food service — the so-called "in-plant feeding." Heretofore in-plant feeding has been done almost entirely over the counter in canteens and cafeterias. Now it is proposed to automate food service on literally a nationwide industrial scale.

Idea Spreading

There is to be installation of coin-operated snack bars and of complete "automat" cafeterias. Volkswagen and the Howaldt shipyard, West Germany's biggest, are the

pioneers in automated food service, but it is spreading generally to all areas of German industry.

It is mainly a matter of improving worker efficiency — productivity — by bringing food service closer to his work bench via automated service. Efficiency studies show that German industry is losing a tremendous number of man-powers thru long treks from work bench to canteen.

The juke box operators, at least the think-big among them, even hope to install, in appropriate locations, juke boxes check by jowl with food automats and even coin games.

Canteen Role

The Canteen Corporation of America is a prime mover behind the coming boom in vending. Canteen's purchase of Tonomat, the German juke box producer, provided a production base for Canteen in Germany, and it automatically created vending opportunity for Helmut Rehbock, the AMI distributor for Germany.

Now Rock-Ola's purchase of the Fred Hebel Company has created similar opportunity for A. W. Adickes, the Rock-Ola distributor for Western Europe.

Wiegandt of West Berlin, a major postwar juke box and vending equipment producer, has merged with Deutsche Waggonbau, a vending machine producer, and the amalgamated concern will concentrate on the manufacture of vending equipment.

Thomas Bergmann, another major German juke box producer, has already entered the vending equipment field and plans further expansion into automatic merchandising.

Finally, it is reported that Seeburg will expand into the German vending machine market via its German importer, NSM, of Bingen.



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New Tennessee Music Assn. Gets Help at Memphis Meet

MEMPHIS—Three new members for the new Tennessee Music Operators Association were signed at a meeting last week of the Memphis Music Association here.

The new members are Robert Harbin, Harbin Amusement Company; Jake Kahn, Tri-State Amusement Company, and Edward Bodenheimer, Bodenheimer Amusement Company.

The three joined after an appeal by Alan Dixon, general manager of S & M Sales Company, Memphis, treasurer of the new group,

that the new association would benefit them all.

Voice

"It would be better for the music operators of Tennessee to join together into one association," Dixon said. "It will give us a stronger voice in matters which concern us. One of the important ones, of course, is to fight proposed legislation which would increase taxes.

The three new members brought total membership in West Tennessee to 30. The group hopes to expand into Middle Tennessee and East Tennessee.

The three Memphis members joined five other Memphis operators already members. They are, besides Dixon, Drew Canale, Edward H. Newell, Johnny Novarese and Jack Canipe.

Dues are \$5 every two months. The group holds one meeting every two months. Next meeting is set for 7 p.m., Monday (10), at the New Southern Hotel, Jackson, Tenn. It is a dinner meeting.

German Trade Proposes 'Watchdog' Body to Safeguard Industry Ethics

HAMBURG — West Germany's coin machine industry is considering the formation of a self-regulatory body within the industry designed to protect its good name.

This watchdog body would police industry ethics and function as a clearing house for complaints. It would also adjudicate disputes intra-industry.

Its primary function would be to clamp a close watch on industry financial dealings, especially as they affect distributors. Fast-buck artists and wheeler-dealer types would be reined in before they became court cases, thereby generating public animosity toward the trade.

Scandals Abound

There have been a series of cases involving dubious ethics and never-finished financial hijinks in Germany. But just now German attention is focused on Britain, which has two scandals vying for the front pages of the popular daily press.

These tandem sensations illustrate, in the German view, much that is wrong with the Continental juke box business, and much which needlessly creates serious public relations difficulties for the industry.

First there is the case of one Eddie Pizze, whom the British popular press calls a "juke box king." The Pizze swindle saga was described by one London daily in this shoot-'em-up prose:

"The 238-pound ex-sailor, 36, swept regally back to town yesterday from a holiday in Switzerland, telephoned police and, chomping on a cigar, roared:

"Come and get me"—Shotgun Pizze, the biggest and best crook in the country. I've swindled four finance companies out of \$1,400,000, and I plan to pay them back at a shilling (14¢) a week."

Swashbuckler

But the Germans are more closely interested in the case of Peter

Law, a paratroop war hero with swashbuckler sideburns. Law, former head of Reading Automatic Machines, Ltd., was the British general importer for a German coin machine producer. When Law entered bankruptcy the German firm was placed in serious difficulty. At his appearance in Reading Bankruptcy Court Law heard the official receiver say that his firm had liabilities of \$2,225,000.

Gangster Types

Discussing the wheeler-dealer problem, one of West Germany's most respected industry figures, the general importer for a major American juke box manufacturer, summarized:

"We have too many 'gangster' types—it's hard to call these fellows anything else—in the industry. They don't belong in this business, and they have no interest in it except as the avenue to easy money fast. Then they're out of juke boxes and into something else.

"What we need, and must have, are respected business men who are in the coin machine business because they believe in it and love it. There's no room for any other types."

Seek Respect

One school of thought within the German industry feels that tighter regulatory legislation is required. But the majority contend that legislation is no substitute for vigilance, and that if the industry drafts a formal code of ethics and then enforces this code, it will gain greater public respect than can be had by legislation.

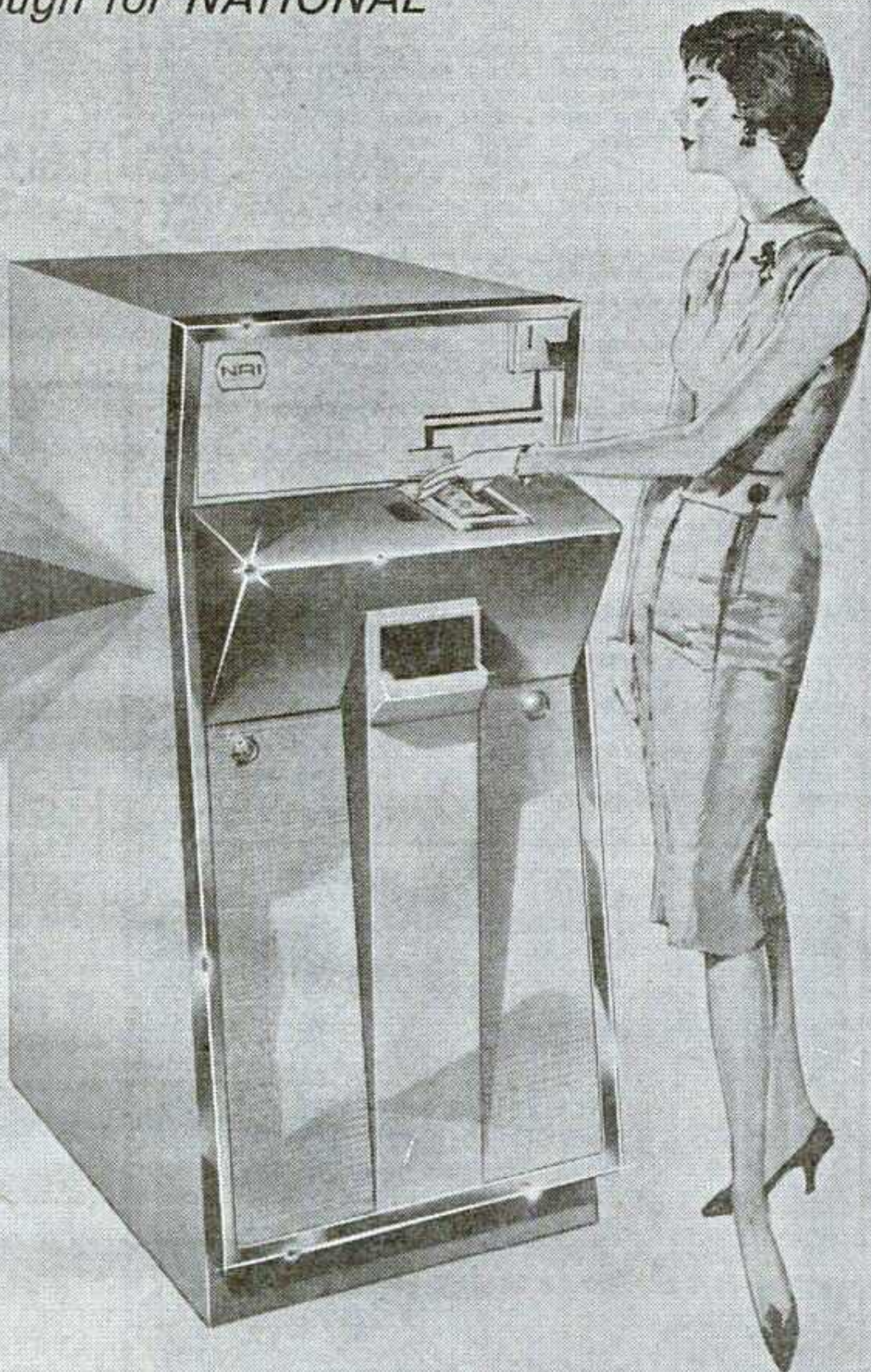
"Fellows like Pizze give the industry everywhere—including America—a black eye," observed a German coin machine top figure here. "You can imagine the juke box operator 'image' that is created for the average newspaper reader when he casts an eye on such hanky-panky. Yet, you and I know that the average juke box operator and distributor is a sincere, high-type business man."

Introspective critics within the German industry tend to blame the industry itself for much of its "image" ailments. Instead of passive follower types, they argue, the industry needs more independent outspoken "maverick" personalities.

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Nebraska Ops Change Format For Oct. Meet

OMAHA—The Nebraska Music Guild is revamping the format for its October 22-23 meet in Norfolk, Neb., at the Madison Hotel.

Registration will begin Saturday evening with a cocktail hour and dinner following. Evelyn Dalrymple, Lieberman One Stop, is planning entertainment for the evening. Theme will be a Halloween party with dancing, door-prizes and all the trimmings.

Business sessions will be staged Sunday. The group is dropping its traditional Sunday evening banquet to permit members to get an early start home. The Sunday session will include the association's own business meeting, the Cornhusker Investment Club meeting and displays of new equipment.

Registration fees have been reduced to \$7.50 per person. Howard Ellis, president, indicated the change in program is to encourage the members to bring their wives and generally increase attendance.

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COINMEN
in the **NEWS**

South

MEMPHIS MEMOS

Edward H. Newell, owner of Ormatt Amusement Company, recently attended the Tennessee Diocesan Layman's Conference at Monteagle, Tenn., representing St. John's Episcopal Church. Newell, a keyman, was installed in the service. He is a lay leader in his church. . . . Joe Cuoghi, Poplar Tunes Music Service, and also partner in a one-stop, Poplar Tunes Record Shop, says operators are not yet buying the 33 singles because not much music is available on them yet, doesn't know what the future holds. . . . Joe, incidentally, attended the dedication of Sam Phillips' swank new building housing Sun Record Company and Phillips International Records last week. Sam is the man who discovered Elvis Presley. Also attending were Parker Henderson, operator on his own now (he was formerly general manager of Southern Amusement Company, largest route in town), and Leon McLemore, manager of Music Sales Company.



Joe Cuoghi

Robert Harbin, Harbin Amusement Company, seen in Poplar Tunes Record Shop, a one-stop, on a recent Friday buying new records for the route. . . . Johnny Novarese, partner in Poplar Tunes Music Service, went to the finals in the recent Italian Society Golf Tournament before losing. Johnny shoots a fine game in the mid-70's. Frank Berretta, also a Poplar Tunes partner, played, but went down in an earlier round. Frank handles most sales to operators when they come in. . . . A local one-stop reports biggest record buyers among operators are Drew Canale's Canale Amusement Company, which over the past few years has bought out two other routes, and Southern Amusement Company, of which Clarence A. Camp is president and Charles McDowell general manager. Southern has been the largest route for many years, but now Canale's is about the same size. . . . Alan Dixon, general manager S & M Sales Company, made a recent trip to Jackson to see H. A. Waller, Ideal Amusement Company. Waller is president of Tennessee Music Operators' Association, Dixon treasurer.



Robert Harbin

George Sammons, president of Sammons-Pennington Company, the "never say die" man, still making weekly trips about the Mid-South territory calling on music and game operators. He's still a top salesman, believes in personal contact. . . . West Tennessee operators seen in Memphis recently buying records and supplies: J. A. Butcher, Butcher Amusement Company, Dyersburg; Robert Smith, Smith Bros.' Music Company, Dyersburg; Pete Smith, Halls Amusement Company, Halls, Tenn.

Jack Canipe, Canipe Amusement Company, seen at Wurlitzer service school for operators recently conducted by Carl Johnson, Southern regional engineer from Dallas. . . . Bill Forsythe, Forsythe Amusement Company, Millington, Tenn., reports a good pick-up in collections at his rural locations in West Tennessee since the cotton-picking season began few weeks ago. . . . Mrs. Celia G. Camp, veteran in music operation business, moving right along in three fields: She takes part in juke box operation, background music company and record company.

Elton Whisenhunt



BEN KULIK, Buffalo operator, recently threw a party for Barbara Lyons, young ABC-Paramount recording artist. With Miss Lyons at the party were Mayor Frank A. Sedita of Buffalo, center, and Tom Ferrar, division sales manager of the Davis Distributing Company, New York State Seeburg outlet.

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COIN AND MUSIC INDUSTRIES MEET at recent Milwaukee Recorded Industry Party. Left to right are Harry Jacobs Jr., United, Inc., Wurlitzer distributor; Art Talmadge, United Artists vice-president and principal speaker, and Glenn Grubb, Kendou, Inc., local operator.

N. Y. Suit Involves Sales to Locations

POUGHKEEPSIE, N. Y. — The C. & W. Diner here and its proprietor, Vernon Ridgeway, have become the targets of a suit brought by a New York firm known as American Vending Machine Company, of Fifth Avenue, in that city.

Ridgeway's diner was one of a number of locations approached in this sector during the past summer by the New York outfit, with a sales pitch on various types of second-hand, 10-column cigarette machines. Operators in the area estimated the market value of the units at approximately \$30 to \$35. Yet the New York firm put a price tag on them of \$255 each plus carrying charges as high as \$39.

Ridgeway's location was one serviced by A & N Vending of Beacon, operated by Nick Nuccitelli. When the diner owner decided to buy the deal offered by the itinerant second-hand equipment merchant, Nuccitelli's machine was put on the shelf. Later, however, when the second-hand unit broke down and the diner owner could get no service help from the seller, he called Nuccitelli and asked him to bring his equipment back in the spot, which was done.

Ridgeway, who had originally put \$60 down on the used unit, refused to make any further payments and asked the company to get the machine out of his diner. This they refused to do and later Ridgeway was sued for the balance owed on the machine, on which he had signed a contract.

As things stand now, Ridgeway has been served with a complaint

seeking the balance due, and his attorney has answered the complaint. Some weeks have now elapsed with no indication of further action from the plaintiff. Some traders in the area, who had originally brought to light the interesting fact that the units were selling to locations at about eight times their real market value, now predict that there may be no further action, since the company, in getting \$60 out of the victim, has already made a profit on the deal.

On another front, the entire matter was aired in Albany last week at the annual meeting of the New York State Coin Machine Association by attorney Lou Werner. Werner is counsel for the New York Operators Guild which is active in the Newburgh, Beacon, Poughkeepsie and Catskill areas, where much of the activity of the New York firm has centered. Werner called attention to an article in The Billboard (August 22) regarding the problem, and advised operators to be on the lookout for this new menace.

Meanwhile, there was some indication that the matter would be brought to the attention of the New York State attorney general for possible inquiry by the investigating committee attached to that office. It was hoped by those affected by the situation that some grounds for fraud charges might be turned up thru such an investigation.

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Programming Board Keeps Tabs on Record Inventory

By BOB LATIMER

MANHATTAN, Kan.—A touch of real inventiveness has helped Lou Ptacek, head of Bird Music Company here, to solve all of the problems associated with programming, record-spotting and inventory balance.

Ptacek's firm operates approximately 160 locations thruout Northeastern Kansas. There are three full-time servicemen-collectors, who run up hundreds of miles per week over the widespread routes, and who, by dint of constant, personal association with locations, are responsible for the music menus which go on the turntable.

Up to certain dollar limitations, Bird Music Company collectors have carte blanche in the matter of selecting records, with title strip work carried out by a typist in the Manhattan headquarters.

That's the general mechanics of record placement decision. Beyond that, of course, is the usual morass of detail work involved in keeping records on the music menu in each location, in controlling "open to buy" for new record purchasing, and maintaining a balance of hit records over the 160-spot string.

Until he invented the colorful visible-reference board pictured herewith, Ptacek underwent the same travail as has affected other operators of similar magnitude. Hit records which should be on all locations turned up missing where they would show greatest collections; there were instances in which records were duplicated in orders sent to the same machine, "runaways" when far too many numbers were scheduled for changing than the machine would allow, etc.

To simplify the job once and for all, Ptacek designed the six-by-four foot board of green-finished blackboard, divided into 160 vertical columns and 50 horizontal columns. The key to its use is the suspended "T-square" which rolls on small wheels at the top of the board to form a movable, vertical marker at any point along the board.

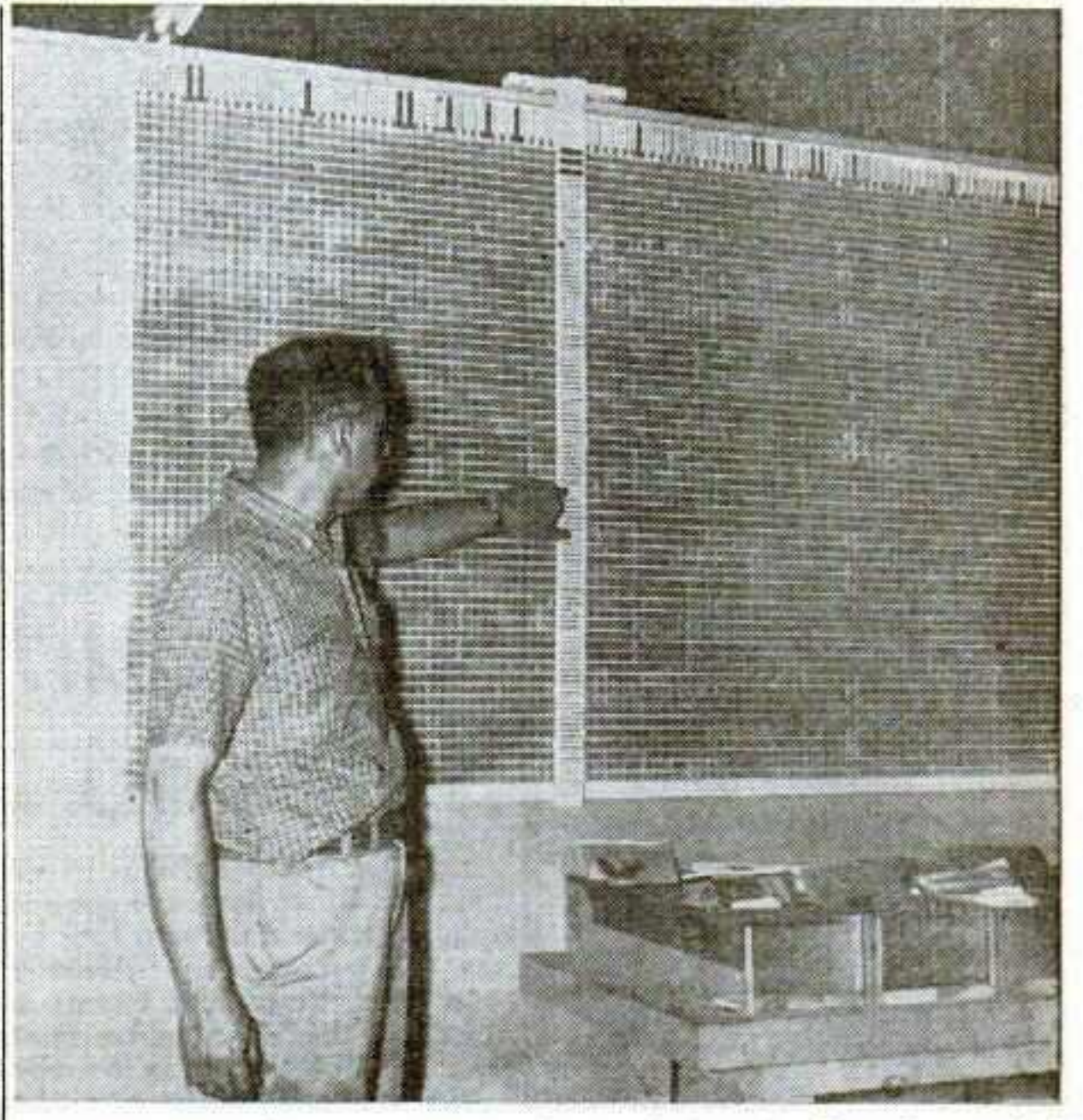
In building the board, Ptacek, who had an extremely clear view of his objective, mounted 160 small brass tab-holders across the top of the board, spaced approximately one inch apart, into which small typewritten slips of heavy paper are inserted to identify locations running from No. 1 to No. 160.

Down the three-inch-wide strip of wood which makes up the T-square are fifty horizontal tabs, tab-holders, which likewise serve for the insertion of slips of paper, on which the 50 top numbers, as they are received into Bird Music Company's inventory, are listed.

Forty of them, of course, correspond to Billboard's Top Forty; the remaining 10 are could-be hits which Ptacek is willing to buy experimentally on the basis of his long background in selling music to Northeastern Kansas. (About eight out of every 10 he selects for route-wide programming actually make the grade.)

The movable T-square and the 50 horizontal columns are the two factors which make it easy for anyone at Bird Music Company to instantly determine whether any given record is on the phonograph at any one of the 160 locations—by means of a small chalk "X" which is marked on the board when the collector selects that record.

The three collectors, when making weekly or biweekly record changes, make up a list of the records they want to install, using several references, among them the "Top Fifty" in the brass holders on the vertical T-square strip. As each record goes into the pile assigned for a particular location, the T-square is moved to the cor-



LOU PTACEK demonstrates with programming board at Bird Music, Manhattan, Kan.

responding location column and an X placed opposite the record title, listed in the brass holder.

Also included on the paper strip within the brass holder is the amount of that particular record which has been purchased and the total amount which will be purchased for the entire route.

The projected inventory purchase may range from 30 records to 40, 50, 60 and 90, with another number at the opposite end of the strip representing the number already received.

If the number 45 appears against a total of 90, this means, of course, that another 45 records will be bought under that title. As the collector places the record in the "out" bins on the opposite side of the room, he chalks in the X to identify placement of the record. When he has X'd all of his own locations, on one horizontal line, he has then, of course, made sure that the same record appears simultaneously on each juke box.

Then, in planning for the next week, or the week after that, it is a simple matter for Ptacek, or any of his personnel, including Ray Dowling, in charge of records, to determine how well spread a particular record is, where there is space for another new hit, and similar points.

When any record is closed out, as having reached the end of its paying power, it is a simple matter to request its withdrawal from every location and then erase the entire horizontal column, which shunts that disk forever out of the picture.

Along with the apparently complex but actually simple reference board, a loose-leaf notebook is used which identifies every record currently on every location, serving as a cross-check. As the three collectors service their stops, the loose-leaf notebook covering their strings is carried along, and the removal or addition of new records is entered as a matter of course.

In some instances, Ptacek admits, it is actually simpler to thumb thru the loose-leaf book, to determine whether a specific record is at a particular location, than to search out the appropriate "X" on the board.

The ring binder, of course, is likewise highly useful in checking back on every record which has gone on to every location for the last three or four months, entirely independent of the visible record in the record office.

Another slight drawback to the use of the visible record board, Ptacek, a director of the Music Operators of America, pointed out candidly, is the fact that it takes a certain amount of time before it is possible to depend on accuracy where a new stop is located.

When a new location goes onto the books, the juke box, of course, receives a basic record menu immediately, and it requires several servicings before the accurate listing of the 50 top items by X's on the board can naturally accumulate.

After a few weeks, however, and as long as the collectors are conscientious about adding their "X's," the board reflects the proper picture.

The board gets extensive use in the Poyntz Avenue headquarters of Bird Music Company because of the vast number of record changes which must be documented by chalkmark every day, as well as entry of new records into the inventory, and the scrubbing of those which have either worn out their popularity or built up an immunity to profitable play. Literally hours of difficult programming detail work are eliminated, and the system has made record keeping "a thing of joy" for the Kansas juke box firm.

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Detroit Op Cuts Corners

Continued from page 68

visual check, or when the location calls in. He directs his calls to the locations where he thinks, on the basis of experience, that the machine may be low.

He urges his location people to call him promptly when the machine needs a refill, and promises to pay for the cost of the phone call. This is a small expense, but a big thing psychologically to location owners. On the average, he services each machine once every two to six weeks, with the frequency determined by experience.

He uses his own passenger car in service calls, loading it with about five machines. When he makes this number of calls, he reloads the first machines he has taken out, and is ready to make another series of calls. He carries a stock of ball gum and other products in the car.

Machines Last

Maintenance is not a big problem, he finds—he has instances of machines on location for 15 years without a single service call, except possibly for refills. If a machine is out of order, he takes it into his shop, located in the basement of his home, and repairs it there if possible. If the repair work is more complex, he sends it to the factory.

He carries extra globes along on his calls, and if any are dirty, he replaces them on the spot, bringing the old ones in for cleaning. Breakage of globes is really a minor problem today. He has just about eliminated breakage by youngsters thru removing machines

from store counters and bracketing them on walls.

Growth of the route comes thru a constant watch for prospective new locations. His approach is to show that the owner will not have to spend any money, but that he will make money—an attractive proposition to which most store owners are receptive.

No Signs

Merchandising of machine products is not really necessary, Bernstein feels. His strategic placement of the machine at the entrance door jamb, where it is most visible and attractive to all comers, serves this function instead. The presentation of the product does the merchandising job, and he does not think that special signs are required.

Office details and bookkeeping are handled by Mrs. Bernstein, who takes an active interest in the business in addition to her duties in running a home and raising a family.

Bernstein has one more method of speeding up operation by an incentive program to increase volume per each location—thru his commission schedule. The basic commission rate is 20 per cent, but if he can place more than two machines—and he likes to have a bank of five or six—in a spot, he ups the rate to 25 per cent. This is especially feasible in supermarkets. "It is justified because I am making more money," he says, "and it is a little higher type of place. This also helps to hold the location against competition. . . . But if a competitor offers 30 or 40 per cent, I will not try to meet it."

Penny King Bows Plastic Clothes Pins & Lanterns

PITTSBURGH — A tiny, movable-clip clothes pin and a multi-colored, plastic lantern lamp are two new charms being introduced by the Penny King Company this week.

The pins are in clear plastic, assorted colors, controlled by a torsion spring on the inside of the assembly. Two different globe stickers are also available with the pins. One, with a girl appeal, shows a teen-age gal with pins clipped to clothing and a "You're in the groove," legend at the bottom. The "boy" stickers show a lad with pins stuck to hat and shirt with a "You'll be real gone," legend.

The lanterns have a yellow translucent plastic top and bottom, and a clear plastic center around a tiny, colored imitation flame. The charm also has a tiny key chain eyelet.

Both the pins and lamp are priced \$10 per 1,000 for over 5,000; \$12.50 for under 5,000.



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1—CC Bulls Eye Bowler	2—Big Times
1—CC Blinks Bowler	2—Frolics
2—CC Bowling Leagues, 14 ft.	1—Gottlieb World Beauties
1—Keeney Bowl-O-Rama, 14 ft.	1—Wms. Surf Rider
1—United 14 ft. Bowling Alley (3 Pk.)	1—CC Blondie
2—CC Rocket Shuffles	1—Bally Circus
2—United Imperial Shuffle Alleys	1—Genco Flying Aces
1—CC Tournament Ski Bowl	1—Wms. Hot Diggity
1—CC Starlite Bowler	1—Hi-Fi
2—United Shooting Stars	2—Playtimes
2—Bally Speed Bowlers	1—Pisic
2—Bally Congress Bowlers	1—Evans Turf & Saddle
2—CC Shoot-The-Crown	1—Keeney Big Roundup
1—CC World Series	5—Wild Cats
1—Wms. Shortstop	5—Jumping Jacks
1—Wms. '57 Baseball	3—Skill Scores
18—Used Pool Tables, various makes	1—Genco Showboat
3—CC Rebound Shuffles	1—Gottlieb Sluggin' Champ

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JAMBOREE is the new Bally Manufacturing Company upright game. Featured is a new style "Score-a-Scope" and a spell-the-name feature. Two names on the backglass assure that one will always be building up, even tho player has already lit one. The newly designed cabinet has a "marble-tone" front.

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SEE. V-200 . . . 275
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1465-200	525	HF-100L	515
1454-120	425	V-200	275
1448-120	395	HF-100R	455
1438-120	295	HF-100G	375
		M-103C	275
		M-100BL	225
		M-100B	215
		M-100A-45 R.P.M.	95
A.M.I.		WURLITZER	
H-120	\$495	2150-200	\$425
G-200	295	2104-104	445
G-120	375	1800-104	325
F-120	295	1700-104	245
E-120	175	1500-104	95
E-80	165		
D-80	125		

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Coin Machine Exports

July, 1960

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	236	\$133,297	346	\$103,335	575	\$ 75,285	1,157	\$ 311,917
W. Germany	289	195,342	42	14,630	128	46,234	459	256,206
U. Kingdom	44	26,890	32	18,918	718	169,273	794	215,081
Mexico	755	153,380	11	4,740	100	1,126	866	159,246
Canada	44	30,486	—	—	961	78,240	1,005	108,726
Australia	53	30,158	33	7,260	341	63,060	427	100,478
Venezuela	28	22,784	—	—	929	66,129	957	88,913
Norway	41	28,257	—	—	—	—	41	28,257
Netherlands	—	—	32	8,400	66	18,799	98	27,199
Sweden	15	10,920	—	—	50	15,782	65	26,702
Italy	63	15,905	—	—	30	8,125	93	24,030
Phil. Rep.	7	5,495	28	11,700	—	—	35	17,195
Other Countries	129	57,602	69	16,018	271	63,080	469	136,700
Totals	1,704	\$710,516	593	\$185,001	4,169	\$605,133	6,466	\$1,500,650



WINTRY BLASTS fail to dampen the ardor of youngsters for kiddie rides, and Denver operator Frank Thorwald takes advantage of this.

July Exports Below Average

CHICAGO — Exports of U.S. juke boxes and coin games hit a volume of \$1,500,650 in July, well under the 1960 monthly average to date and slightly below the 1959 average.

Biggest drop-off came in the new phonograph category. New boxes slid from a June volume of over \$1 million to \$710,516 in July. Used phonographs (\$185,001) were well

ahead of June, and games dropped slightly to \$605,133.

Export volume for the first six months of the year had been running ahead of the 1959 year and passed the \$10 million mark at the half-year period. A volume of \$18 million plus was done in 1959. Thru the six-month period, volume had averaged \$1,731,898 monthly compared to just \$1,567,305 for the previous 12-month period.

For the first time this year West Germany failed to lead all markets for U.S. machines. Belgium took over that spot in July with a \$311,917, a relatively modest run for the leader. West Germany dropped to the runner-up position, followed by the United Kingdom and Mexico. Canada and Australia were the only other markets above the \$100,000 level in July.

U.S. Department of Commerce figures show West Germany topped the markets for new juke boxes with a \$195,342 order. Belgium dominated the used juke box markets with a \$103,335 run, unusually high for this category. The United Kingdom led the game markets with a \$169,273 volume.

Mexico drew an unusually heavy order for new phonographs in July, taking a volume of \$153,380. On the basis of this order, Mexico rose to fourth place on the market list, highest climb for her this year to date.

Vending machine shipments (not shown on accompanying chart) hit \$183,162 on 895 machines in July. This compares to a June level of \$298,629 on 2,015 machines.

Winter Kiddie Ride Operation Is Profitable for Thorwald

DENVER—It's a mistake for the amusement machine operator to pull in all of his kiddie rides as soon as the first wintry weather appears on the scene, according to Frank Thorwald, alert operator here.

Thorwald, who has a string of 600 bulk venders in the Colorado capital, likewise runs an equally wide-spread list of kiddie ride locations, many of which are spotted in front of busy supermarkets in central shopping districts.

Well aware that the kiddie rides are much appreciated by shopping mothers who can pacify fretting youngsters with a kiddie ride and often park the youngsters on them long enough to take care of shopping needs, Thorwald has always disliked pulling in his machines each winter, where, of course, they show no earnings until spring rolls around again.

Last year the veteran Denver operator decided to experiment with leaving the machines out for much longer period of time, even after sub-zero temperatures and heavy snows were the rule.

He was prompted to make this unprecedented move simply because he noticed that most small children taken on shopping trips are warmly clad in snow suits, helmet-type caps, etc., to withstand extremely low temperatures without danger. So the kiddie rides remained in place, and as Thorwald had hoped, it turned out that the average youngster got just about as much fun from riding the kiddie rides in the chilly cold of winter as during the summer.

Naturally, Thorwald can't keep all of his kiddie rides on location thru the winter, but at those points where he must service his adjacent bulk venders often, he has made a point of keeping the kiddie rides in operation thruout most of the cold winter and producing welcome collections.

Dunlap Named By Rock-Ola As Dist. Head

CHICAGO—Robert L. Dunlap has been appointed manager of distribution for the Rock-Ola Phonograph Division, according to an announcement made this week by President David C. Rockola.

Dunlap had spent 17 years with the Seeburg Corporation in Chicago and had recently been connected with the Shaffer Music Company, Columbus, O., Seeburg distributor.

He will headquarter in Chicago and will be responsible for distribution for the entire United States and Canada.

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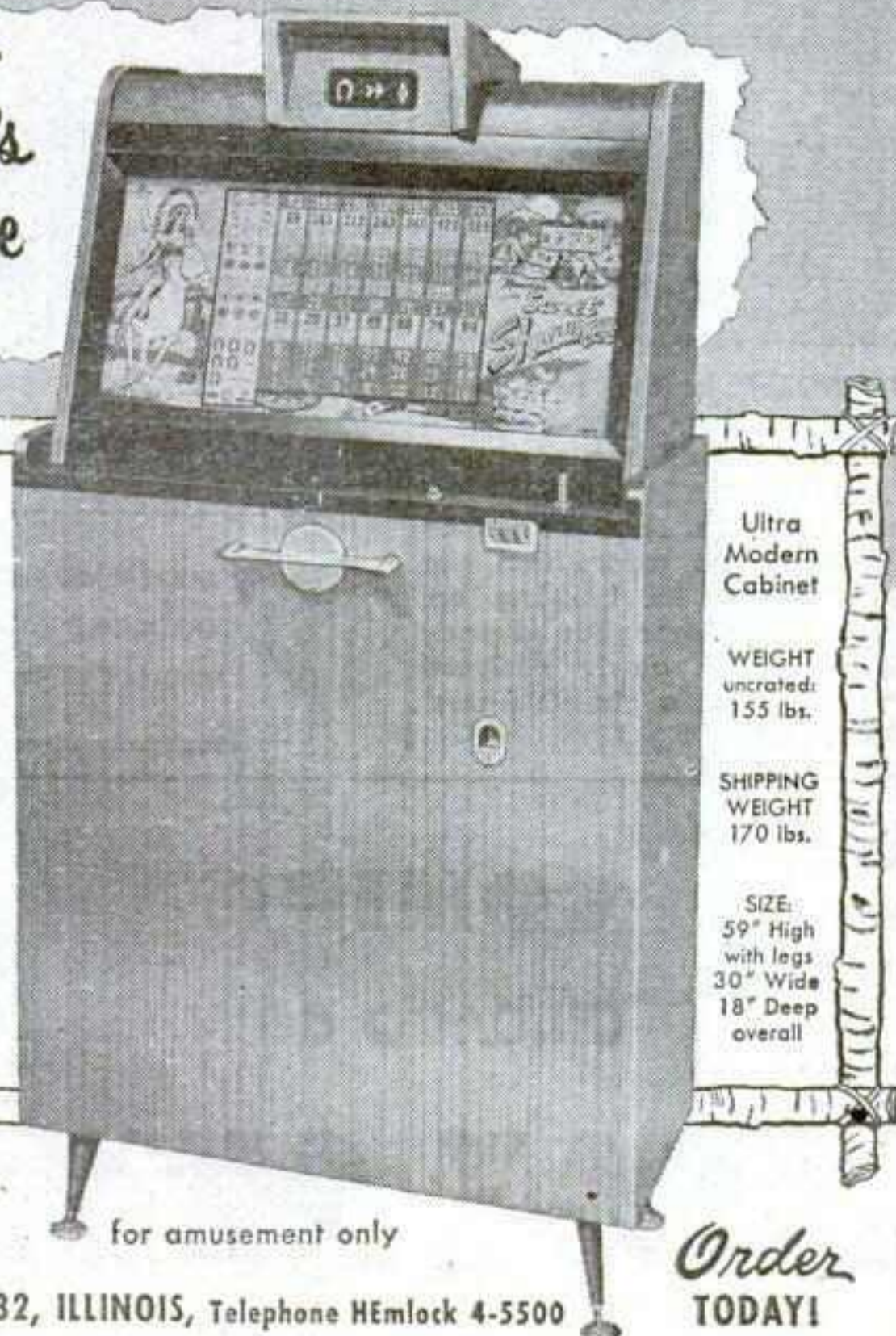
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New Pin Code For Erie, Pa.

ERIE, Pa.—Police are enforcing a new pinball ordinance which governs 289 machines in about 180 business places thruout the city, Chief Edward V. Williams revealed. The vice squad started looking for unlicensed devices which might be in operation but found none.

John Schiller, Mayor Arthur Gardner's administrative assistant, announced that 30 persons were denied licenses to operate pinball machines in various business places because of their past gambling records.

October 1 was designated as the deadline for granting of licenses and also for the banishment of pinballs from places that were denied licenses, Chief Williams said.

"Police will keep a close check on places that might be operating unlicensed devices and places that have licensed machines and might be using them for gambling purposes," he added. Arrests and seizures will result when the evidence is found.

Under the new ordinance an operator pays a \$50 fee a year for one machine, three being restricted to one place. A private individual is charged \$25 a year to license one device.

Wms. Appoints B. C. Distrib

CHICAGO — Dale Distributing Company, 1168 Seymour St., Vancouver, B. C., Canada, was named exclusive distributor for British Columbia by Williams Electronic Manufacturing Corporation.

Dale Distributing is owned by Dale Johnson. Johnson visited the Williams plant here last week.

H. Berger Explains N. Y. Game Tourney

NEW YORK — Harry Berger, of West Side Distributing Company here, and architect of the Champion of Tournaments coin bowling contest idea, unveiled full details of the proposed plan at a meeting of operators Thursday (13) in the Gothic Room of the Park Sheraton Hotel.

Berger told the operators, in a prepared statement, of the obvious need for such a business-stimulating contest; of the fact that "we have to bring this sick, failing industry back to health"; and of the benefits to be obtained by locations, operators, charities and the public alike.

Berger then revealed that he has

S. Bruck, Veteran Cig Operator, Dies

BAYSIDE, L. I., N. Y.—Sidney Bruck, president of the Long Island Tobacco Company, and one of the area's largest cigarette operators, died October 6, in Flushing. He was 65 years old.

Bruck had been president of the Cigarette Merchandisers Association for the past seven years. He had been with the Long Island Tobacco Company since 1936. He was long active in helping the vending industry thruout the area.

Bruck was a veteran of World War I, and one of the founders and a trustee of Temple Beth Shalom, Flushing. His other organization affiliations included the Mason Service Lodge, Flushing; Flushing Rotary Club, Queens Chamber of Commerce, American Legion, and the National Conference of Christians and Jews.

lined up the J. Ballantine Brewing Company as a sponsor of the contest. By having Ballantine in on the deal, TV showing of the coin bowling finals became a strong possibility, according to Berger, because of Ballantine's heavy credits in terms of TV time with several stations here. Also announced was the signing up of Madison Square Garden for the bowling finals next February 6. Joining Berger as a sort of special consultant for the contest idea is Sidney Panzer, who has planned many of the contest promotions constantly being run here by The New York Daily News.

Berger said the Ballantine participation hinged on a special ruling by the State Liquor Authority, which he described as "merely a matter of form." However, on this point a sharp dispute arose as to whether, in fact, Berger was "really telling us anything at this time that we didn't know before," in the words of one operator at-

Services Held for Suffern Operator

MONSEY, N. Y.—Louis Marozin, a partner in Silver King Amusements of Suffern, N. Y., died at his home here Thursday morning (13). Marozin was a partner of Tommy Catonese in the Silver King firm. Marozin had visited Catonese only the night before at Medical Center in New York, where the latter has been laid up with a back ailment. Marozin's death is believed to have been caused by a heart attack. Services were to be held at the Conklin Funeral Home in Suffern.

tending the meeting. The feeling among some present appeared to be that no further planning should go on until the SLA ruling has been obtained.

Berger's proposal for a payment of \$5 per machine per week for the 13 week contest, was felt by some to be "excessive," while others defended the figure as perfectly in order. However, there was some feeling that an amount of money accruing from the participation of 2,000 machines, might better be administered "by committee," a suggestion to which Berger was agreeable. Others felt, too, that working thru committee, each member could "bring a friend" thus building up participation of ops on a steady basis.

Berger noted that he already has 10 operators signed up for partici-

pation. He estimated that these represent a total of close to 1,000 machines, about one-half the target number for initiating the contest. Next week, a committee of ops will meet with Berger to map new ways and means of reaching the 2,000 machine quota as quickly as possible.

The general plan for the contest calls for \$25,000 worth of prizes—including a '61 Cadillac — and \$13,000 to charity, at the rate of \$1,000 a week during the life of the contest. The projected Ballantine participation involves the committing by Ballantine of several of its field men to work direct with locations in promoting the contest, and the airing by the sponsor on some of its current radio and TV properties, plugs for the bowling contest.

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Rocket Ship	140.00	Super Circus, 2 Play	165.00
Roto Pool	140.00	Toreador, 2 Play	90.00
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EXPANSION OF THE **SEEBURG** TERRITORY OF

Wolfe Distributing Company

to include major areas in Louisiana and Mississippi

Effective October 17, 1960, the Seeburg territory of the Wolfe Distributing Company, Inc., will be expanded to include the eastern four-fifths of Louisiana and the southern half of Mississippi. Sales and service headquarters will be at 832 Baronne Street, New Orleans.

WOLFE DISTRIBUTING COMPANY, INC.

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ROCK-OLA

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The all new 1961 Rock-Ola Regis is truly distinguished among today's phonographs. Only the Regis offers complete styling protection with every feature needed to keep it modern for years to come.



STYLING DISTINCTION

The graceful, contoured elegance of the Regis, framed in classical lines, blends with a harmony of soft colors to make it unmistakably beautiful. Without extremes but yet distinctively modern, the Regis is set apart as the one unmatched beauty for 1961.

(((REVERBA-SOUND)))

Now Rock-Ola offers the most significant advance in the field of Coin Operated Music since the introduction of High Fidelity. The New Regis with (((REVERBA-SOUND))) literally brings concert hall realism to every location. With Sound Reverberation the walls seem to roll back. Now every location regardless of size or configuration can have living presence, "wall to wall" music from either stereophonic or monaural records.

"TRI-FONIC" FLEXIBILITY

Only Rock-Ola, with its "Tri-Fonic" flexibility offers the convenience of three phonographs in one. The exclusive Rock-Ola "Tri-Fonic" switch on the dual-channel amplifier permits instant conversion from monaural to stereo play at the flip-of-a-switch. With the Rock-Ola Regis there is no need for expensive conversion parts, only stereo extension speakers are needed. Only Rock-Ola phonographs offer this true sound flexibility.

33 1/3 AND 45 RPM INTERMIX PLAY

The Rock-Ola built dual-speed turntable permits complete intermix of 33 1/3 and 45 RPM records in any sequence. No matter the speed or whether it's stereo or monaural, all records can be played on the Regis, the only truly flexible phonograph which looks and acts as a phonograph should.

PLUS...FULL PROFIT FEATURES

The Regis offers many other profit making features for your complete protection. Such features as dual pricing, 50¢ play...Astatic stereo cartridge and diamond needle are just a few of the Rock-Ola extras which make the Regis the world's most profitable and dependable phonograph to operate.

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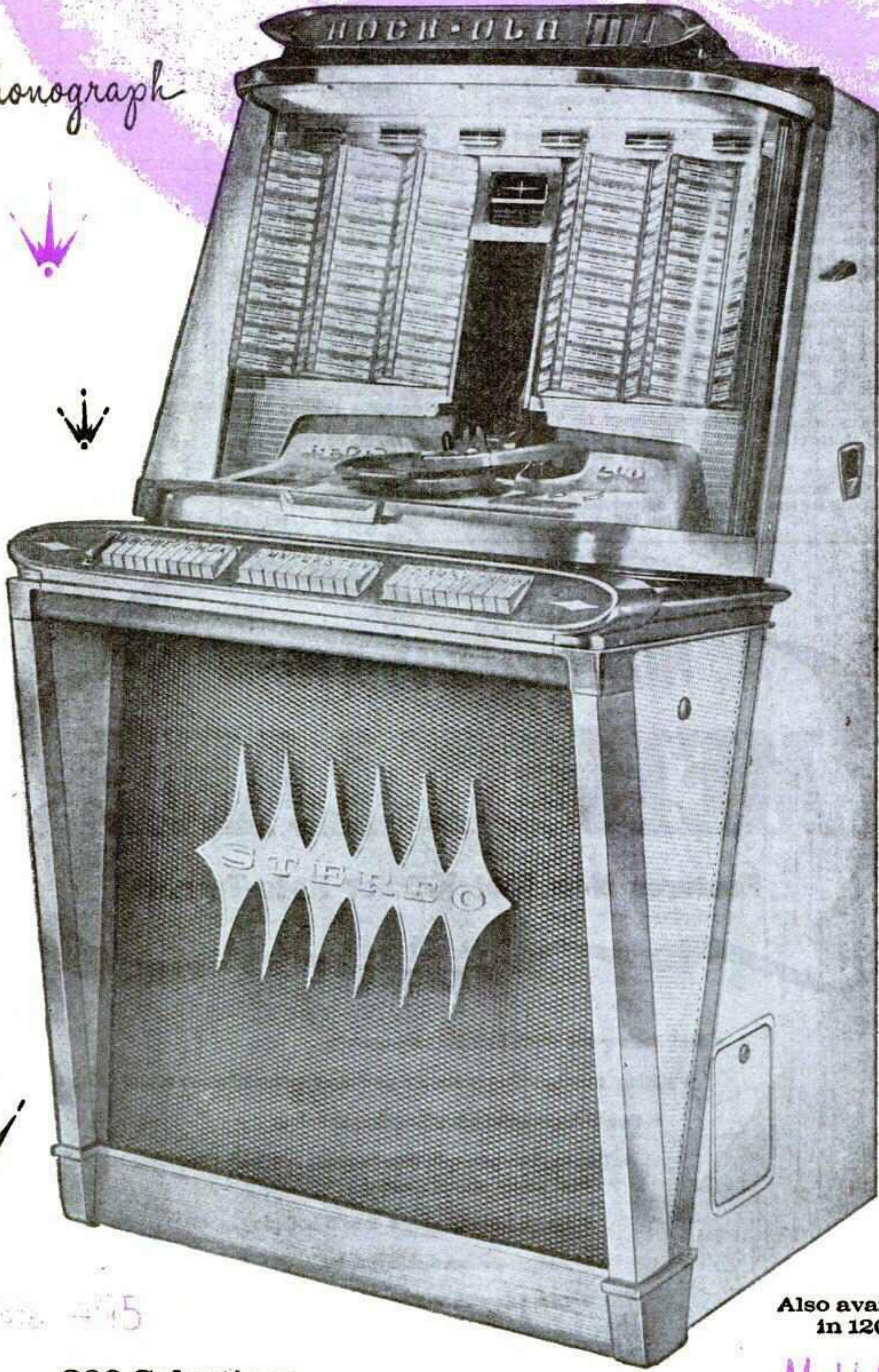
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WALL BOX SPECIALS

See. 200 Sel. W. B. . . \$77.50
 120 Sel. Rock-Ola
 W. B. 27.50
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See.-C \$225.00
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SAY YOU SAW IT IN THE BILLBOARD!

Raymond New Chi Distributor For Wurlitzer

CHICAGO—Adolph Raymond, a veteran coin machine man, has been named Wurlitzer distributor for the Chicago area. The announcement was made this week by Robert H. Baer, Wurlitzer sales manager. Raymond heads the A & M Music Company, an operating firm with headquarters at 7716 W. North Avenue.

The appointment follows a two-month period during which Wurlitzer was without a distributor here, and during which time several firms were rumored to have the line. Tower Music had been the previous distributor.

Bert B. Davidson, Wurlitzer district sales manager, is currently visiting local operators, along with Raymond.

Wurlitzer Veteran

Raymond, who attended John Marshall Law School here, got his start in the Wurlitzer organization 20 years ago when he sold juke boxes during summer vacations. He sold the old Wurlitzer counter model.

Paul Koenig will be service manager for the new distributorship, while Edward Helm will be in charge of the shop and parts department. Andrew (the Smiling Irishman) O'Malley has been named sales representative, and Ernest Geraci is office manager. Mike Raymond is in charge of the operating routes.

Clarence Ross, Wurlitzer field engineer, will work with Raymond in running service schools for local operators.

Redd Plans Move

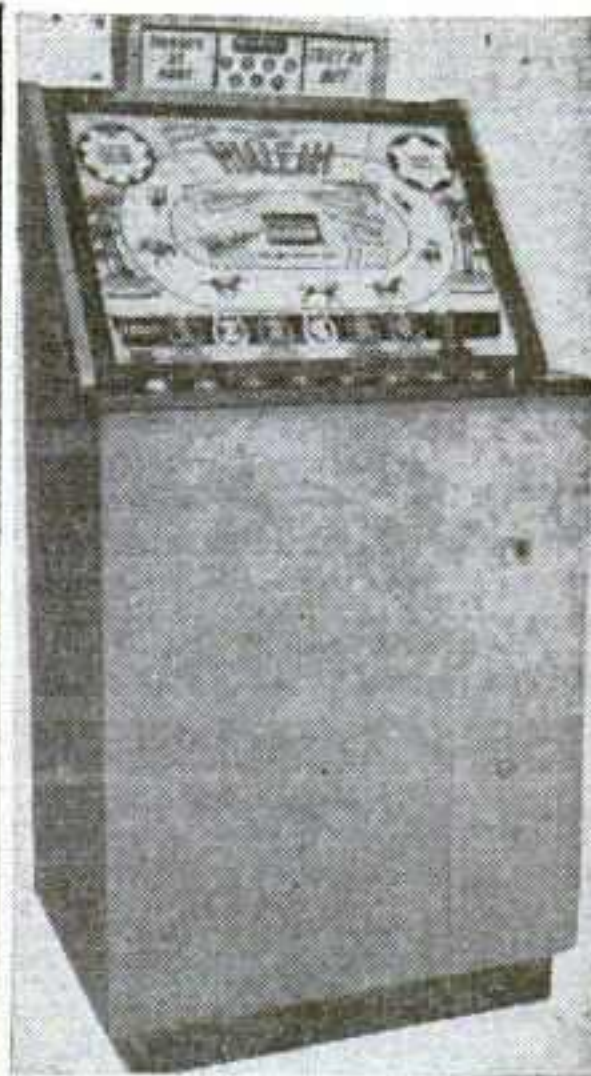
• Continued from page 70

for automatic phonographs and vending equipment, but this, according to Si Redd, was not the drive behind the shift in location to larger quarters. Besides being one of the largest jobbers in the area, Redd also is distributor for Conex vending cups, Chef Boy-Ar-Dee food products, the complete line of Bally Manufacturing Company's amusement machines and vending equipment, Chicago Coin amusement machines, Fisher pool tables, Keeney Manufacturing Company's amusement games, together with a full line of used equipment, supplies and parts.

Redd had been Wurlitzer distributor in Boston from 1943 to 1958, and when this connection was ended the firm began to acquire other interests. For more than a year there has been a need for additional space. As well as bigger quarters, the service staff will be considerably enlarged.

Heading the parts department is Hugh Sears, well known in the United States and abroad; Chuck Moro has charge of the service department, and Roy Sayer handles the shipping. The sales staff consists of Si Redd, Bob Jones, Al Levine, Jake Jacobi and Dick Olsen. Comptroller is Joe Maggioni. Redd pointed out that the key personnel have all been at least 10 years with the firm.

Also moving to the new plant will be Dick Mitchell, of Dick's Records, the one-stop, which also will increase its facilities by about 50 per cent. Mitchell has been associated with Redd for some 20 years and for the last 10 has been the sole owner of the one-stop. Of interest is the fact that the idea of a one-stop was conceived by Si Redd, who opened the first one in the nation in 1946.



HIALEAH

Auto-Bell Bows New Upright

CHICAGO—Hialeah, a new upright with a horse racing motif, has been released to distributors by the Auto-Bell Novelty Company here.

The single-coin-play game may be played with from one to seven contestants. Each contestant selects one of the seven numbers representing the seven horses. Odds of two, four, 10, 20, 50 or 200-1 are set after the coin insertion. These odds do not change or build up.

Another series of flashing lights determines whether or not the

"daily double" feature is in effect. If it is, the odds are doubled.

Winners are rewarded with free plays based on the odds. As an added feature, operators are provided with ticket books which entitle players to free games if they care to use them at a later date. In that case, the machine is set at free play until the player uses up his free credit.

Dimensions are 55 inches high, 28 inches wide and 19 inches deep.

FALL SPECIALS

- Seeburg 222's . . . Write
- Seeburg KD's . . . \$499.50
- Seeburg L-100 . . . 499.50
- Seeburg 200 WOM 79.50
- AMI H-100 (M) . . 319.50
- AMI E-120 139.50
- FB-500 Coffee Bar (1959 Model) . . 499.50

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NOW! Gottlieb's 2 Player MELODY LANE

Features New Match-Color Roto-Targets!

- Red, Yellow and White hats light in sequence
- Hitting corresponding colored Roto-Target scores 10 times target value
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- Match feature • 3 or 5 ball play
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D. Gottlieb & Co.

1140-59 N. KOSTNER AVENUE • CHICAGO 81, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



Coinmen Eye Canteen Moves

Continued from page 70

now progressed to a point where it is ample to provide for all of Automatic Canteen's current requirements in Europe.

With Canteen's purchase of the five Swiss firms, it is now assumed that Canteen is ready to begin the large-scale operation of coin machines as well as their production in Europe.

First of Series?

It is being assumed by the trade generally that acquisition of the five Swiss firms is merely the first of a series of Canteen moves to establish itself in European coin machine operation.

Canteen's Swiss ally, accordingly, has turned attention to the structure of European coin machine operation. The question is to what extent European placement of coin-operated equipment is different from that in the U. S., and to what degree European methods can be altered to conform with the U. S. pattern.

Contrary to the European formula (which is altering rapidly) of separating vending and juke box-games operation, Canteen long has had a foot planted firmly in each camp thru ownership of its Rowe Manufacturing Company (vending machines) and AMI, Inc. (juke boxes).

See Colossus

Operating as well as producing its own equipment, Automatic Canteen thus looms to Europeans as a coin machine colossus, against which lesser rivals will be hard-pressed to compete. If Canteen is successful in transplanting its U. S.-style operation to the Continent, it automatically will compel the European industry to follow suit.

And this would mean, ultimately, nothing less than a radical reshaping of the entire Continental industry. The effect would be to consolidate and concentrate the industry into a relatively few giant concerns, eliminating most of the present medium to small production and operating concerns. At least these are visualized as stakes in the Canteen invasion of the Continental market.

It must be realized, to appreciate fully the impact of Canteen on the Continental market, that the method of placement of coin-operated equipment is radically different in Europe as compared with the U. S.

In the U. S. virtually all equipment, games and music machines are (a) made by the manufacturer and sold to (b) the distributor. The latter in turn sells to (c) the operator. In the case of vending equip-

ment (a) the manufacturer usually sells direct to (c) the operator.

In many European countries the machines are sold direct to the location; servicing operations exist or the location handles its requirements itself.

In West Germany the trend has been toward the U. S. pattern. The Germans have the Continent's strongest operator associations.

France Loser

In France, the industry is less organized, and in England distributors frequently double as operating organizations. This is notably the case with the Arthur Ditch-

burn organization, one of England's biggest.

The industry's most astute observers are predicting that gigantic operations are in the future for the European industry, Canteen or whatever.

The key is to be found in the scramble of music machine and games producers to enter automatic merchandising, and the scramble of vending machine manufacturers to expand their product lines.

Shotgun Wedding

It is in effect a shotgun marriage of automatic merchandising and amusement machines forced by (1) saturation of the semi-saturated juke box market in West Germany, and (2) the dire labor death, making automatic merchandising a veritable gold mine.

Juke box producers now find themselves with excess production capacity, while vending machine producers lag behind demand.

There is even greater opportunity in the verdant vistas of vending than even that suggested by the labor lack. Automatic merchandising, the German love of gadgeteering and mechanization to the contrary notwithstanding, has trailed badly this country's general industrial progress.

Vending Frontier

Aside from the present problem of replacing clerks and waiters with vending machines, automatic merchandising lags 15 years (according to expert consensus) behind the U. S. This surprising situation has magnified the appeal of automatic merchandising for juke box pro-

ducers with idle plant capacity.

There are certain skeptics who argue that Canteen and other U. S. big-name coin machine concerns will run afoul, sooner or later, of European distaste of "hard-sell" business methods. The aggressive, winner-take-all U. S. style of business operation is repugnant to Europeans, it is argued.

But such skepticism is being discounted, and with seeming justification, by most U. S. executives on the spot. Their plans are based on a "paced" or gradual entry into the European market. And their European operations are being conducted in the main by European executives, who blend understanding of European temperament and business methods with American push and drive.

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BOWLER

Combines

FLASH-O-MATIC

ALL-STRIKE and

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NEW!
FUTURAMIC
COLOR-TONE
CABINET

NEW! FLASHING
"THEATER MARQUEE" HOOD

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6-GAME

Also Available

Companion to DUCHESS —

DUKE

BOWLER — Featuring

ALL-STRIKE and REGULATION SCORING!

PLAY MAY BE SET
For 10¢—
2 for 25¢
or 25¢
per Game

SEE THESE GAMES AT YOUR DISTRIBUTORS NOW

Ark. Operator Has \$15,000 Loss on Fire

TRUMANN, Ark.—C. E. (Tuffy) Tolliver, owner of Lepanto Music Company, Lepanto, Ark., lost approximately \$15,000 recently when fire destroyed a night club he owned near here and several pieces of coin equipment.

Cotton Bowl Club, on Highway 63 about three miles out of Trumann, burned to the ground. There was no water supply available for fire fighting and nothing was saved.

The building, juke box and several pin games amounted to a \$45,000 loss. Tolliver had insurance coverage of \$30,000 on the building.

His phonograph and games were not insured. Few, if any, companies here write insurance on them. Those that do have rates which, operators say, are prohibitive.

The fire was after midnight when the club was closed and no one was injured. Cause of the blaze was traced to a bad motor in a refrigerator which burned out and set the wall behind it on fire.



SHUFFLE BOWLER

- ① ALL STRIKE BOWLING
- ② REGULATION BOWLING
- ③ REGULAR HANDICAP BOWLING
- ④ FLASH-O-MATIC BOWLING
- ⑤ LITE-O-MATIC BOWLING
- ⑥ RED PIN BOWLING

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Chicago Dynamic Industries, Inc.

chicago coin's PONY EXPRESS

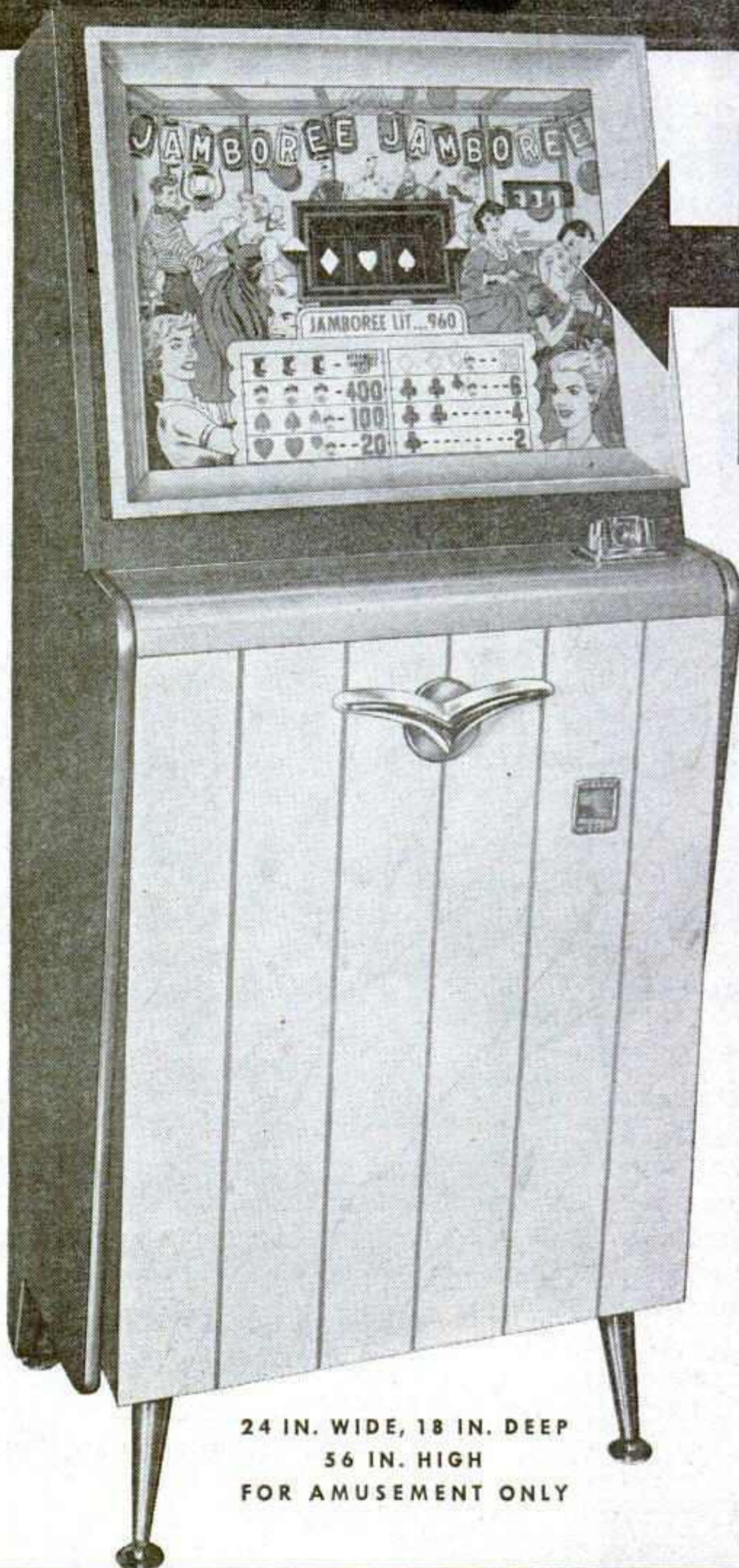
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With Moving Targets



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CHICAGO 14, ILLINOIS

Fastest Money-Maker in UPRIGHT Class!

Bally JAMBOREE



24 IN. WIDE, 18 IN. DEEP
56 IN. HIGH
FOR AMUSEMENT ONLY

NEW E-Z VIEW
SCORE-A-SCOPE

POPULAR SPELL-NAME
WITH "RESERVE" SPELL-NAME
TO INSURE CONTINUOUS REPEAT PLAY

HIGH-STYLED CABINET
WITH
RICH MARBLE-TONE FRONT

Smooth, quiet action...exciting suspense...colorful, illuminated score-glass, housed in a beautiful decorator cabinet...fascinating Score-a-Scope flash...time-tested Spell-Name feature with "reserve" Spell-Name...all add up to top earning-power in upright class. Get your share. Get JAMBOREE now.

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

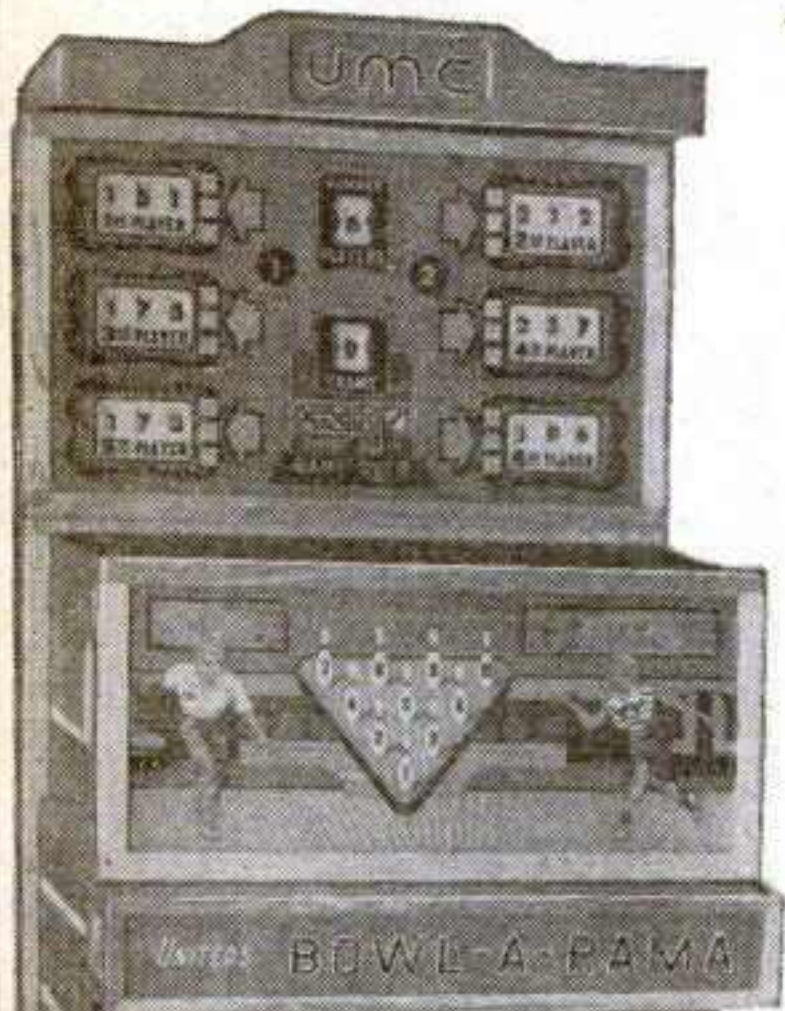
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THE SOUNDEST INVESTMENT YOU CAN MAKE IN COIN-OPERATED AMUSEMENT GAMES

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**AUTOMATIC
PIN-SETTER**

PINS SPOTTED
PERFECTLY
EVERY TIME

**SPECTACULAR
PROFITS**

*Pays For Itself
In A Hurry*

High Speed
**AUTOMATIC
SCORE
TOTALIZERS**

**Ball Hits Pins
Pins Hit Pins**

JUST LIKE REGULAR BOWLING
NO ROLL-OVER SWITCHES
ON ALLEY

**FAST
PLAY**

AS LITTLE AS

2

MINUTES PER GAME

**TOP SCORE
300**

1 to 6 Can Play

RUGGED CONSTRUCTION

LONG OPERATING LIFE

**25¢ NATIONAL REJECTOR
COIN MECHANISM**

(OTHER COIN MECHANISMS AVAILABLE)

STANDARD SIZE

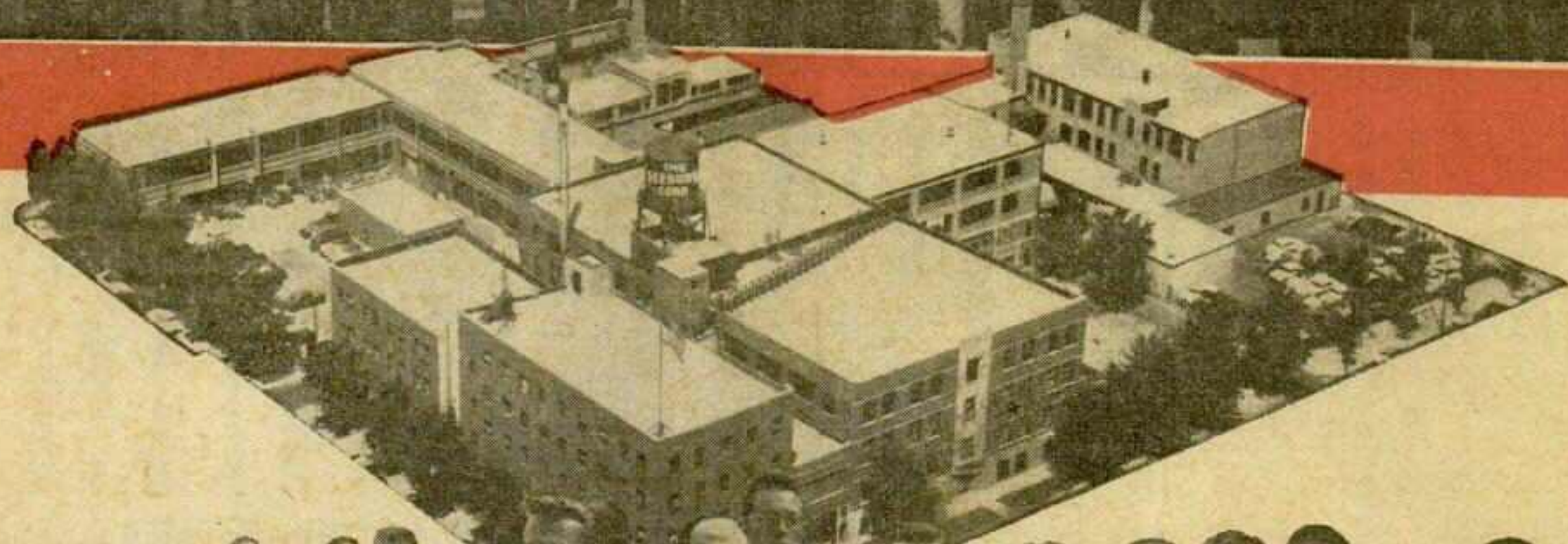
20 FT. LONG; 3½ FT. WIDE; 6½ FT. HIGH.
Shipping Weight (crated) 1250 lbs.
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HOSTS: Martin & Snyder, Seeburg distributors.



Music operators from Indianapolis area.
HOSTS: Seeburg's J. & J. Distributors.



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TO LEARN ALL ABOUT

"ARTIST of the WEEK" PLAN

New "ARTIST of the WEEK" 33 1/2
Stereo Record Packages released
this week and now available at
your Seeburg distributor:

JONI JAMES
MGM Records

KNUCKLES O'TOOLE
Grand Award Records

ANITA BRYANT
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HARRY JAMES
MGM Records

Music operators from far and wide are visiting Seeburg Chicago headquarters to learn more about how to increase location earnings with the revolutionary "ARTIST of the WEEK" plan.

Pictured here are two groups of operators from the Detroit and Indianapolis areas who came in for a solid day in chartered airplanes and buses, to see for themselves why Seeburg phonographs and the Seeburg "ARTIST of the WEEK" plan are the answer to modern music merchandising.

Seeburg has the equipment and Seeburg has the sales aids to help you sell. See your Seeburg distributor right away.

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