

The Billboard

"How To Sell Them"
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see page 13

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SEPTEMBER 14, 1959 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

Kiddisk Sales Boom Despite Narrower Sub-Teen Bracket

Biz Up 25% Over Year Ago in 3-9 Age Group; Trend to Pop Material

By **REN GREVATT**

NEW YORK — The kiddie record business is swinging like never before despite the fact that the market is narrower than at any time in the past in terms of age brackets. Representative leading kiddisk producers reported this week that business is generally up as much as 25 per cent over a year ago.

The children's record market, strictly speaking, is regarded today as embracing the age brackets of from three to nine. As one manufacturer put it this week: "If we haven't caught the kid for a sale by the time he is eight or nine, we figure we have lost him irrevocably to the pop record world."

Moppets Really Dig

It has often been noted in recent months that the pop market has been making a substantial incursion into the kiddie field. In short, the kids, even back into the sub-teen eight and nine-year brackets, are digging the rock and roll the most. One reason given for this trend is the fact that even the tots are today constantly influenced by what they hear and see on radio and TV. In other cases, where they may not be directly influenced by these media, they do, nonetheless, attempt to emulate their older brothers and sisters in terms of their musical tastes.

With this thought in mind, some kiddie labels have taken to adapt-

ing pop hits for the sub-teen group. Among the more successful kiddie singles put out this year by Peter-Pan Records, are three disks in a series titled "Peter Pan Kiddie Pops." These included adaptations of "Charlie Brown," "Children's Marching Song" and "Red River Rose," the latter based on the pop hit, "Red River Rock," which in turn was based on the oldie, "Red River Valley."

Golden Records, a product of Simon & Schuster, also adapted "The Children's Marching Song" and the tune "High Hopes" from the picture "A Hole in the Head." The label is now bringing out kiddie adaptations of "77 Sunset Strip" and "Peter Gunn."

Repertoire that sells best, according to Cy Leslie, who operates the Cricket label, a highly successful line, breaks down into several categories. One of the most important, according to Leslie, is the so-called narrative or storytelling record. Leslie explained that: "Kids often look to records to replace a live playmate and this explains the success of the talking or storytelling record. But beyond that, we've found that kids much prefer a man's voice rather than a woman's. That's because they associate themselves with the figure of Daddy, who is away from home during most of the daytime periods."

Another successful category is
(Continued on page 6)

DJA CONVENT'N SET FOR MARCH IN HOLLYWOOD

HOLLYWOOD — The Disk Jockey Association set dates for its first convention here as March 4, 5 and 6 of next year. DJA President Jim Hawthorne expects an attendance of 3,000 spinners from the U. S. and abroad.

Association's business sessions will be conducted on the 20th Century - Fox studio lot in Beverly Hills and will run concurrently with the filming of the studio's CinemaScope production, "The Big Platter Parade." Occasion will be used to shoot footage of the various jockeys for use in the film, thereby effecting a promotional tie-in between the pic and DJA, according to Hawthorne. A million dollars in talent will appear in the film which is being produced by A-P-I for 20th Century - Fox release.

Movie-making, Hawthorne said, will help convey the deejay's message to the public of their field's high degree of responsibility, and its standards. DJA will invite all deejays, whether they're members or not, but will restrict its business meetings to its own ranks.

The Disk Jockey Association was formed in Milwaukee last July (18-19) at which time its present interim officers were elected, and plans made to elect permanent officers at the forthcoming convention. The last deejay convention was held in Miami Beach, Fla., (under the Storz Stations sponsorship) May 29, 30 and 31.

(Continued on page 6)

W. Germany on Way To Global Lead in Coin Export Market

Frankfurt Fair Juke, Game Exhibits Compare Favorably With U. S. Models

By **OMER ANDERSON**

FRANKFURT, Germany—West Germany's coin machine industry has just spelled out how it is routing American competition in the world market.

The occasion was the German industry's first coin machine fair since 1956. And it left no doubts as to the extent of German inroads into the U. S. coin machine export market.

The contrast between the 1956 showing and that just held at Frankfurt is astounding. The 1956 exhibits were definitely amateurish, copies of American products and of dubious quality.

But now the Germans, as mirrored by the fair just held at Frankfurt in conjunction with the annual Frankfurt autumn fair, have struck out on their own in the matter of equipment—and that equipment is excellent.

250,000 Attendance

The proof was in the exhibits—and in the attendance. The coin machine exhibit attracted 250,000, including 2,200 from foreign countries, some as far away as South America.

The 2,200 came not primarily to see—but to buy. The most important single fact about the fair was not the exhibits but a table of statistics issued just before the fair opened.

German coin machine manufac-

turers are now exporting more than 80 per cent of production, a record peak.

Record June

The all-time peak was established in June, with total exports of \$138,833. The breakdown was: Juke boxes, \$72,123; coin games, \$14,208; vending machines, \$52,500. A total of 847 juke boxes were exported, of which 255 went to Britain, 243 to Italy and 31 to Japan. This latter item is regarded in West Germany as being akin to sending coals to Newcastle in view of the intense Japanese activity in the electronics field.

German coin machine exports totaled \$518,583 for the first half of 1956: Juke boxes, \$205,291; vending machines, \$277,166, and games, \$36,125.

How German coin machine exports have rocketed is illustrated by these comparative figures: Juke boxes—1956, \$96,166; 1958, \$391,208; games—1951, \$1,042; 1958, \$67,500; vending machines—1951, \$2,625; 1958, \$391,208.

Ready to Buy

Prior to 1956, there were no appreciable exports of juke boxes.

With German coin machine exports booming, the 1959 fair was primarily an export fair, and with German coin machines firmly
(Continued on page 90)

Bal-Ami Bows 100-Play Box

LONDON—While West Germany is making a concerted effort to supplant the United States for the World coin machine leadership, the British have not been idle (see separate story in Coin Machine section).

Bal-Ami, the British firm which makes AMI automatic phonographs under license, has added a new model to its line—a 100-selection unit. Bal-Ami already makes 120-selection and 200-selection machines. The new model will give the British firm the same equipment line-up as does the American manufacturer.

The news has not yet been released to operators, although Bal-Ami distributors have been informed of the development. Despite increased competition from the Continent, and direct imports from the United States, Bal-Ami continues to dominate the British juke box field.

NEWS OF THE WEEK

ASCAP Dissidents Hire Attorney; Step Up Attacks on Proposed Order . . .
 Oppositionists and diversionists within ASCAP continued attacking the new proposed consent order this week. Group hired counsel to present its views at October 19 hearings. Meanwhile, it was learned that full transcript of Roosevelt ASCAP hearings last year will be made available for Judge Ryan's reference during upcoming hearings. . . . **Page 3**

Disparity in Local Disk Lists Spotlights Regional Hit Trend . . .
 A study of current top-disk programming lists made up by stations and jocks in various parts of the country indicates a wide variety of record selections—either in choice and/or rank-order—thereby pointing up the increasing regional nature of the pop record business. . . . **Page 3**

Minn. State Fair Tops Million At Gate; Midway Sets Record . . .
 Minnesota State Fair, St. Paul, for the fifth

straight year topped the million mark attendance-wise and also racked up big grandstand crowds and record receipts from rides and shows on the midway. . . . **Page 66**

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Kid Classics Vs. a Beat

NEW YORK — Some diskers, active on the kiddie record scene here, have noted that even the littlest tots want a beat on their records. The comment would tend to dilute the value of the so-called kiddie classics introduction disk. Mercury Records, on the other hand, has moved to disprove the theory.

This week, the label, following the industry trend to the \$1.98 kiddie LP, issued LP re-releases of its well-known Childcraft series. One of the highlights of the re-release, and formerly a successful item in the label's 45 r.p.m. and 78 r.p.m. kiddie catalog is "A Child's Introduction to the Classics," featuring such works as "Peter and the Wolfe," "The Nutcracker Suite," "The Sorcerer's Apprentice," etc. The Childcraft series carries the commendation of Parent's magazine.

Local Disk Scene Shook Up By Lormar Distrib Invasion

Former Rackets Committee Target Seen Eying West Coast Pastures

PHOENIX, Ariz. — Lormar Distributors, the Chicago one-stop with a rich history of hoodlum connections and strong-arm pressure in selling disks to juke box operators, is backing a major attempt to establish a distribution beachhead here. The move is believed to be a stepping stone to distribution on the West Coast.

Lormar, headed by Charles (Chuck) English who, with his brother (Butch) English, was hailed before the McClellan Labor Rackets Committee — is behind the opening of Flash Distributors in Phoenix, headed by Joe English. Flash is operating as both a distributor and one-stop. It has already obtained distribution of the Roulette, Prestige, Savoy and King lines, and is making a strong bid for ABC-Paramount and M-G-M. Merchandise on other labels is being shipped to Flash via air express from Lormar in Chicago.

Other distributors are openly puzzled as to how Flash can afford to bear the cost of air express shipments daily from its parent one-stop, which in turn, must presumably buy its merchandise from distributors. But the technique is enabling Flash to provide dealers with speedy service that even their territorial distributors — some located in El Paso — cannot match. One distributor of a major label has told Phoenix traders that as

SMILES FOR PRETTY BIRDIE

PHOENIX, Ariz. — In recent days in Phoenix, Flash was building public relations via a cocktail party for DJ's which was very sparsely attended. Also, Joe English and his staff were smiling for the cameras of a record trade paper which reportedly was scheduled to publish an industry welcome to Flash in this week's issue.

a feeler he offered to sell singles to Flash for 42 cents and was "laughed out of the place" by Joe English. The distributor has said he is at a loss to explain where Flash or Lormar is getting its merchandise.

All retailers in Phoenix except one, who was ill, met 10 days ago to ponder the entrance of Flash in

their market. They "more or less" agreed according to a trade source, to shy away from the new outfit. But it is known that the temptation of fast shipments at competitive prices is breaking down resistance with some of them.

Flash reportedly has made hurricane progress in taking over juke box sales all over Arizona and is making inroads on the Coast.

Joe English has been active in promoting a single disk employing methods which have set radio stations on their guard. The program director of one station told The Billboard that English has called three weeks consecutively to announce he expected to see a chart listing the following week for ABC-Paramount's "Livin' Doll" by Cliff Richard. When the program director said that dealers were not reporting sales on it, English is said to have replied that he expected a listing anyhow. Other than that the program director said the con-

(Continued on page 63)

Harry Fox to Debut Overseas Operation

Seen Boon to Facilitate Collectors On British-Continental Mechanicals

NEW YORK — The Harry Fox office recently concluded negotiations solidifying its foreign representation. Final details of the latest deal were set by Al Berman, whereby the Fox office will work thru the Mechanical Copyright Protection Society (MCPS) with regard to collections from England and the Continent (excluding the Scandinavian countries). Heretofore, the Fox office has restricted itself to the United States and Canada. The new alignment is expected to make for ease of handling for many publishers.

Berman spent 16 days overseas tying down the arrangement. Within a short time, Harry Fox will appoint a man to work with MCPS to facilitate payments to American copyright owners.

On hit tunes, foreign representation is not too much of a problem for publishers. Such songs are generally subpublished via special deals. But a publisher's run-of-the-mill material released overseas poses problems. The publisher is often reluctant to tie up with a foreign mechanical collection agency; he is generally not a linguist, so

finds himself at a loss to handle correspondence, too, such a publisher often lacks know-how in the foreign field.

The extension of Fox representation overseas, therefore, comes as a boon.

The Fox office does not expect to make any real profit for itself out of the venture—but regards it as a necessary service in view of the global nature of the music business.

For publishers, of course, the foreign mechanical income is important—for even the sales in any one country are not equal to sales in the United States, the mechanical income is proportionately more. This is true because the rates are not fixed by statute, as in the United States, but are negotiable by representatives of the phonograph industry and the copyright

(Continued on page 6)

King Gets Rights To 4-Star Catalog

NEW YORK—King Records has acquired the world-wide rights to release the entire Four Star catalog, including new material. Deal was set recently by Sid Nathan and Bill McCall, respective heads of King and Four Star. Nathan stated that a blanket contract had been worked out, and that McCall would also profit via a lease-royalty pressing fee. The paper is for five years, with options.

Under the arrangement King will manufacture, distribute and do promotion; altho McCall will participate in certain promotional costs—such as deejay promotion of both albums and singles.

'BATTLE HYMN' SETS PRECEDENT AS POP SINGLE

NEW YORK — The most unusual new pop singles hit today is "The Battle Hymn of the Republic," by the Mormon Tabernacle Choir and the Philadelphia Symphony on Columbia. It is believed to be the first time a symphony orchestra and religious choir has clicked in the rock and roll-oriented pop singles field.

The disk (No. 58 on the "Hot 100" this week) started as a regional hit in the Cleveland area, after deejay Bill Randle, WERE, Cleveland, found it in an LP and started playing it steadily on his pop platter program. A WERE engineer cut the lengthy side down to singles—3.7 minute-size; and Columbia later brought out a similarly edited-down edition as a single.

It was Randle who first spotted the pop single potential of "Yellow Rose of Texas" when he heard it on Columbia's "Confederacy" LP.

Program director George Dunlevy, WONE, Dayton, O., is currently programming the Mormon Choir disk daily, and plans to continue spinning it regularly thruout Nikita S. Khrushchev's visit to America, as what he calls "the sound of freedom."

DEANE PLUG

Decca Gets Birthday Salute

BALTIMORE — Decca Records received a novel and powerful promotion assist here last week with the help of WJZ-TV deejay, Buddy Deane. Deane saluted the label on the occasion of its 25th anniversary in the record business.

On a lengthy segment of the show, Deane reviewed some of the significant highlights in the label's history and played a number of the company's biggest hits since its inception in 1934. Bill Haley appeared in person to perform his memorable hit, "Rock Around the Clock."

The diskery provided a number of display pieces and candid photos of artists, recording sessions and social events for use on camera.

Dot Sets Fall Album Catalog Discount Deal

HOLLYWOOD — Dot Records will stage a month-long dealer discount program on catalog albums and will back it up with a delayed split billing plan. It will extend a 15 per cent discount on 69 catalog packages, including monaural and stereo versions, for the month of September 15 to October 15.

First payment of 50 per cent will be due November 15 and second half will be due December 15.

Dot is mailing sample order blanks directly to its dealers so as to have them thoroly acquainted with details of the offer by the

(Continued on Page 6)

Record B. O. For Clark

NEW YORK — Dick Clark chalked up a record-breaking box office during his appearance at the Michigan State Fair, Detroit, Labor Day weekend (September 4-7).

The ABC-TV star drew 58,296 persons to the auditorium, which was approximately 20 per cent ahead of the highest audience record set at the fair. The Clark bill featured Frankie Avalon, Duane Eddy, Anita Bryant and others.

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Own Pressing Plant Set Up By NRC Label

HOLLYWOOD—Atlanta's NRC label has opened its own pressing plant in the South's Hub City. This was revealed here by D. L. (Boots) Woodall, NRC veepee, while here on a recording and sales junket. NRC subsid will be known as the National Pressing Plant and, according to Woodall, will serve as the sole large record manufacturing facility in the Atlanta area.

Purpose of the plant, Woodall said, was to provide pressing facilities to all labels in that Southern area which, he said, heretofore have been without a disk factory. Plant will accept pressing business only for distribution in the South, Woodall said. His own label (NRC), he added, will continue to use pressing facilities in the various other business areas of the country but will utilize the Atlanta plant for Southern markets.

According to Woodall, overnight truck delivery from Atlanta covers the major Southern markets and thus makes the plant's location important. Woodall said his plant is equipped with 10 Trivoli presses, made in Milan, Italy. This marks the first time these presses have

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KYW, WTIK Shows Pull Record Gates

NEW YORK — Two swinging local radio stations—KYW, Cleveland, and WTIK, New Orleans—chalked up record-breaking crowds at recent station-sponsored rock and roll shows.

Cleveland outlet KYW climaxed its "Summer's Fun With Safety" campaign September 2 with an auto "daredevil" show and a rock and roll bill, which drew 14,000 with admission ranging from \$1 to \$1.50.

The entire performance was video-taped and edited into a half-hour show for airing September 3 over KYW-TV here. Deejay Joe Finan emceed the KYW show, which featured Ronnie Hawkins, Bobby Rydell, Boyd Bennett, Skip and Flip, Cadillacs, Fleetwoods and others.

In spite of rain, 85,000 people turned out for "The WTIK Appreciation Night" show at Pontchartrain Beach, Fla., August 25. The bill—supervised by WTIK program director Marshall Pearce—spotlighted Frankie Valo, Ferlin Husky, Frankie Ford, Ronnie Dawson, the Emeralds, Travis and Bob, Billy Grammer, Thomas Wayne, Scotty McKay, Ike Clanton, Kenny Smith, Larry Deone and Mack Rebhenac.

Cap Spotlights Shore, Starr

HOLLYWOOD — Capitol will herald its acquisition of two top name fem singers with special album releases issued apart from its regular monthly package releases. Dinah Shore will receive the special treatment on September 14 with a special release of "Dinah, Yes Indeed!" her first package under the Cap banner. Kay Starr's return to the fold will be similarly heralded with a special issue of her first package since her homecoming on October 19. Album is called "Movin'." Label has used the technique of a single album release to win full attention for the artist involved. Last time was on behalf of Mavis Rivers.

SOLON GARLAND JIMMY Mc HUGH

WASHINGTON — Jimmy ("I Can't Give You Anything but Love") McHugh was garlanded in the Congressional Record last week for his myriad accomplishments in music, talent finding, charitable and civic affairs, to say nothing of government bond promotion and work for teen-age recreation centers.

The tribute was given by Rep. Donald L. Jackson on the occasion of McHugh's 35th anniversary as a songwriter. The Congressman said Jimmy's music made him the modern Stephen Foster in reflecting moods of American life over the years. "One of the greatest functions of the popular songwriter is to capture and express poetically and musically the emotions which we all encounter," said Jackson.

Understandably, among the legislator's favorites in the McHugh collection are: "A Most Unusual Day," "Don't Blame Me" and "When My Sugar Walks Down the Street."

Local Top-Disk Lists Spot Disparity in Jock Choices

Point Up Increasing Regional Impact on Pop Record Business

By JUNE BUNDY

NEW YORK—A study of current top-disk programming lists made up by station and jocks in various parts of the county indicates a wide disparity of record selections—either in choice and-or rank-order—thereby pointing up the increasing regional nature of the pop record business.

The regional trend is considered rather a mixed blessing by many record manufacturers. They appreciate the opportunity to test a new release by breaking it out in one territory, but, as London's sales chief Walt Maguire points out, it is becoming increasingly difficult to spread a record. A record can be a big hit in one city, says Maguire, and still fail to stir up any action in nearby towns.

Currently Maguire is endeavoring to "spread" sales on the Jay B.

Lloyd waxing, "I'm So Lonely" on the Hi label, which was released last May 15 and didn't generate much sales action at the time. However, Station WJJD, Chicago, stayed with it, and two weeks ago their consistent plugging efforts paid off with an order from Chicago for more than 10,000.

Maguire cites "Ski King" by E. C. Beatty on Colonel as another regional hit which is beginning to spread. The disk was plugged into a strong seller by a Charlotte, N. C., station, with orders from that city now totaling about 14,000.

On the other hand, Maguire lists Gordon Young's "Who's Fooling Who" on Felsted as an example of a disk that corralled heavy sales in one city (Chicago) recently but—despite considerable effort by the label—failed to make it elsewhere.

The regional hit is sometimes instigated by the label in a move to "test" the hit potential of new releases. Even some of the majors do this on a regular basis today. However, in the case of most regional hits, it happens because either one or more important local jockeys are specially interested in it—for any one of a number of reasons; a local distributor owns part of the disk; or the artist or songwriter on the platter is a local boy.

For instance, earlier this year, "Class Ring" on Cover Records was a regional hit in Akron O., altho it did little elsewhere. The tune was written and recorded by Joe Benedetti, RCA Victor's field man in Columbus, O.

Prime Example

The No. 2 record on The Billboard's Hot 100 chart this week, "Sleepwalk" by Santo and Johnny on Canadian-American, is a prime example of a regional hit. The disk was released several months ago and died quietly. Then deejay Alan Freed, WNEW-TV and WABC, New York, decided to plug it on a concentrated basis, and after a few

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Protracted Court Decision Seen on Consent Decree

Dissidents To Seek Top Attorney

By PAUL ACKERMAN

NEW YORK — Dissident members of ASCAP who are fighting the proposed Consent order are expected shortly to retain a prominent attorney to present their case before Judge Ryan on October 19. It is known that several such attorneys are being considered. The choice is expected to be a man of national repute, with grounding in the music business. In brief, a figure who would be able to put into proper focus for Judge Ryan the various claims of the dissidents and the proposed consent order offers virtually no relief from present conditions—particularly with regard to the weighted vote and the distribution of monies.

In view of the tumult already occasioned by the proposed Consent order—and bearing in mind

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THEY'LL HATE EACH OTHER

SALT LAKE CITY—The average parent finds it difficult to live in a house with three teen-agers, but deejay "Daddy Flo" Wineriter, KALL, here, last Friday (11) bravely sealed himself into a tiny 8 x 11 concrete cubicle, determined to remain there for seven days with his three active off-spring.

The jock is going thru the ordeal in the interest of science, as part of the Civil Defense plans to test the adequacies of atom radiation fallout shelters. Wineriter and his kids are being provided with only the basic necessities (food, water, clothing) during their stay.

The deejay is broadcasting his regular daily show from the cubicle, and reporting on his children's reactions. "If this isn't togetherness," Wineriter commented, "I don't know what it is."

Judge to Get Report and Analysis

By MILDRED HALL

WASHINGTON — The Roosevelt Small Business Subcommittee hearings and a staff analysis of the terms of the proposed amendments to the ASCAP decree will be available to U. S. District Court Judge Sylvester Ryan when he holds the scheduled October hearing on the negotiated decree terms for the American Society of Composers, Authors and Publishers.

Subcommittee Chairman Roosevelt (D., Calif.) told The Billboard that the court had been queried as to the propriety of submitting the report and the transcript of the 1958 hearings. A reply from the court clerk indicated there was

(Continued on page 8)

Cates Named Hanover West Coast Guide

NEW YORK — Hanover-Signature Records officially opened West Coast operations this week with announcement of the pacting of George Cates as veepee of the firm's Coast operations. Also noted was the signing of comedian Eddie Lawrence.

For some years, Cates was associated with Hanover prexy Bob Thiele, when both were with Coral Records. More recently, Cates has been closely connected with the Lawrence Welk camp in California as musical director for Welk's operations, including his TV airings. In addition to his duties as a Hanover artist, Cates will now have charge of all company operations on the West Coast. These duties, it was explained, will not interfere with his work with Lawrence Welk.

Lawrence, who became well-known as "The Old Philosopher," when he was with Thiele at Coral Records, recently concluded a three-year stint in "Bells Are Ringing," Broadway hit musical.

Pittsburgh Indie Distrib Shutters

PITTSBURGH — The Remlee Distributing Corporation, the largest independent record company in Pittsburgh during the last year and a half, went out of business suddenly last week.

No reason was given, but Herb Cohen of Ajack Records has taken over the large Remlee headquarters at 1711 Fifth Ave. in addition to his Astor Records at 1901 Fifth Ave.

Cohen intends to retain many of the labels Remlee featured, including Warner Bros.' Audio Fidelity, Gone and End, but he has dropped Mercury.

Mercury will probably open its own Pittsburgh distributing company, a policy it once had here, but this is just in the talking stages as yet.

Cohen has retained Charlie Feldman, head of Remlee, to maintain his new Ajack headquarters. Feldman has had vast experience in the record business, mostly with Hamburg Bros., distributors of RCA Victor Records.

Playboy Pub Tells Off Time Mag

CHICAGO—Playboy Magazine's editor-publisher, Hugh M. Hefner, angrily protested to Time Magazine this week for snubbing coverage of Playboy's recent jazz festival and for calling the Randall's Island festival "the world's biggest jam session."

The Playboy bash attracted 68,069 ticket buyers, said Hefner, compared to the report that 30,000 attended Randall's Island. Playboy, according to the young publisher, "spent over \$200,000 on its first venture into live jazz, a budget three to four times larger than any other festival, and Playboy brought together twice the number of top jazz stars seen and heard at Randall's Island, or anywhere else at one time, ever, and we think Time ought to say so."

MCA, Inc., to Offer New Stock Issue

WASHINGTON — MCA, Inc., wants to put 400,000 shares of common stock on public sale, thru an underwriting group headed by Lehman Bros., the Securities and Exchange Commission announced last week. Offering price and underwriting terms are yet to be supplied to the SEC.

Of the net proceeds of the MCA stock sale, \$6,250,000 will be applied to reduction of its \$9,250,000 notes payable to banks, and the balance will go into working capital. MCA now has outstanding 3,595,735 shares of common stock, 17,985 shares of \$100 par 5 per cent preferred, and the bank notes. Of the outstanding stock, 3,065,920 shares are owned by officers and directors as a group; Jules C. Stein, board chairman, is listed as the owner of 1,430,000 shares (39.7 per cent) and Lew S.

Wasserman, president, 715,000 shares (19.7 per cent), according to SEC.

Prior to the company's organization in November of 1958, there were five main MCA companies related thru common ownership and management: Music Corporation of America; MCA Artists, Ltd.; Management Corporation of America; Revue Productions, Inc., and MCA TV, Ltd. On September 1, 1959, all the companies were brought into one corporate structure, with MCA, Inc., the parent company, SEC points out. Revue and Management Corporation of America were merged into MCA, Inc.; Music Corporation of America, MCA Artists, Ltd., and MCA TV, plus subsidiaries Revue Productions and Management Corporation of America, became subsidiaries of MCA, Inc.

Merc Brass Covers All Compass Points

CHICAGO—Mercury's top officers fled headquarters late last week in five different directions, each to conduct a series of sales meetings on distributors' home ground.

Explaining the mass migration, Irving B. Green, president, said: "Altho in the past our meetings have been attended by salesmen who have traveled to us, we feel it is more logical to meet these representatives on their home grounds, to evaluate each organization and to give the kind of assist best geared to the differing regional situations. In addition, the salesmen are not inconvenienced by loss of working time by asking them to travel to us for one general meeting in Chicago."

Green presided over meetings in New York and Philadelphia, aided by Eastern regional managers Chester Woods and Charles Fach. Cleveland and Detroit meetings were gavelled by Irwin Steinberg, vice-president, with music director David Carroll and Central regional manager Don Thorn. In the Western States, veep Art Talmadge, covered confabs in Los Angeles, San Francisco, Seattle and Denver, accompanied by regional manager Irving Marcus. Minneapolis and

Chicago were helmed by Kenny Myers with Herb Wolfson and regional chief Hugh Tulane. The Southern confabs were conducted by Pete Fabri, with Marvin Wolfberg and regional manager Shelby Singleton.

Main feature of the presentations was announcement of the Mercury 10 Percent Plan, offering dealers a 10 per cent discount on all LP's with deferred billing until October 14. A review of releases and advertising plans also got attention.

To pep up the confabs, Green said that Merc has led all labels in the sale of singles during most of the past year.

Vox Records in UST Line-Up

HOLLYWOOD — Vox Records becomes the 17th label to join the United Stereo Tapes line-up of recording firms whose product is being made available in four-track, reel-to-reel form. Deal was concluded last week between Vox Productions, Inc., and UST, the tape distributing subsidiary of Ampex Audio. UST plans to issue at least 15 Vox albums during this year. These will include a package of the complete Dvorak Fourth and Fifth Symphonies to retail at \$9.95, \$2 less than their stereo-disk counterpart. Similarly, UST will offer a combination in a single package of Tchaikovsky's Fourth and Fifth Symphonies.

Both Herb Brown, UST head, and Bill Muster, UST marketing manager, are bearing down heavily on the fact that their firm will be issuing the four-track stereo tape versions of these recordings at prices competitive to their disk form. Furthermore, tape allows the listener to hear a complete symphony on one side of a reel, thereby eliminating the usual break resulting in flipping over a disk.

Vox artists to be released by UST include (classical) Heinrich Hollreiser, conducting the Bamberg Symphony Orchestra; pianist Frederick Wuehrer, conductor William Reemoortel and pianist Orazio Frugoni. On the pop side, roster includes George Feyer, West Point Cadet Quartet, and Walter Baracchi.

MDS to Be Reorganized

NEW YORK — Larry Richmond, head of Music Dealers Service, Thursday (10) stated that the company had filed for an arrangement under Chapter XI. According to the schedules filed, assets are \$431,304.60; liability is listed as \$649,548.05. The principal creditors are various music publishing firms and Heart International.

Richmond stated that the reorganization became a necessity as a result of the decline in pop sheet music business, particularly in connection with rack distribution. He expressed confidence that upon reorganization, the business would be operated on a profitable basis.

Last week, Richmond stated that as a result of changes in the music business affecting the sale of pop sheet music, he would place heavy emphasis on the educational-standard field, which is currently in a lush condition. It's known a number of publishers have indicated their faith in the continued operation of MDS.

Decree Hassle Reaches Top Govt. Echelon

NEW YORK — The hassle over the proposed Consent Decree has reached into the highest echelons of the executive branch of the Federal Government — as is attested to by an exchange of correspondence between ASCAP publishers and officials close to the President. One of the most topical matters of correspondence has to do with precedential fact that parties of interest are to be given a chance to voice their opinions before Judge Ryan on October 19. There seems to be some question as to who may be credited with this innovation — some claiming it was the idea of the Justice Department, others stating it was the idea of attorney Arthur Dean and ASCAP.

A high legal eagle, writing to a Brill Building publisher, recently stated: "There seems to be in several quarters a misunderstanding as to the consent order in the ASCAP case. The fact of the matter is that the order could have been presented to Judge Ryan as an order agreed to by the litigants and in such circumstances it would have been entered as a matter of course by the court. Because the Department of Justice insisted, however, that interested persons be given an opportunity to study the order prior to its entry and that they be given an opportunity to be heard in opposition to the order if they so desired, the court adopted the unusual procedure of issuing the order with a directive that the parties show cause why the order should be entered and permitting any interested party to make application to be heard. I am advised that there is no other anti-trust case on record in which such a procedure was followed.

"As you may be aware, the Department of Justice has been praised by a number of people for its handling of this difficult problem."

The publisher, in answering, stated in part: "Your letter . . . show me how clearly and easily you have been put into a position of misunderstanding. . . I smile at your statement that 'The Department has been praised for its handling of this difficult problem.' Sir, it is impossible for this to be even slightly true unless the person so doing is in direct interest. . . You mention the Department of Justice insisted that interested persons be given an opportunity to be heard in opposition, etc. At an open ASCAP meeting . . . the 27th, Arthur Dean, when asked this question, said that it was ASCAP's idea that this be done with the Department's co-operation, etc. My view on this is that Justice is trying to evade responsibility for this hodge-podge of inequity. They know that I and several others had been promised an opportunity to object to the decree prior to it going to Judge Ryan. After Judge Hansen left, Justice would not allow this but promised me and several others individually that every objection that we had made would be taken care of . . . that we had no reason to worry. . . and Sir, if you understood this Consent Decree you would see that they have done the direct opposite.

"I apologize for the length of this letter. It should be 20 times as long to really acquaint you with the facts so that you might do what is necessary. However, am going to make this prediction. . . That the future of American popular music and because of it a great part of its cultural export is going to be subjected like a football to a cheap political squabble in which clear lines of opposition will be drawn. This, Sir, is a shame . . ."

PUBBER HASSLE NOTED ON 'MISTY' LICENSING

NEW YORK — The song "Misty," composed by Erroll Garner, with lyrics by Johnny Burke, is getting a considerable revival via new disk activity on various labels and with this upsurge, a curious phenomena has been noted. In effect, the tune is currently being licensed by two entirely unrelated ASCAP publishing firms. Nor is this the only mystifying aspect of the case. The practice of dual licensing has apparently been going on for quite a spell.

As an indication of the current interest in the tune, Columbia last week issued a back to back single containing back to back versions by Johnny Mathis and Erroll Garner. This was noted as "available only to members of the broadcasting industry." Only a few days after this, field demand was noted as "so heavy" that Columbia issued the Mathis "Misty" as a commercial single, taking the version out of his album, "Heavenly." The label is also re-issuing Garner's original version of "Misty," (with ork directed by Mitch Miller) as well as Garner's entire ork album, retitling it "Misty."

The hassle over the song involves Garner's own firm, Octave Music (ASCAP) and Bob Thiele's ASCAP firm, Vernon Music, which is part of the Bregman, Vocco and Conn set-up. When the song was written by Garner, several years back, it was allegedly placed with Vernon on a 90-day option basis. The current bizarre licensing set-up apparently emanates from a divergence of views as to whether the firm ever exercised the option.

At any rate, some observers have been incredulous lately to note

Liberty Buys Autry 'Flying A' Building

HOLLYWOOD — Liberty Records bought Gene Autry's Flying A Productions building at 6920 Sunset Boulevard here and will move its headquarters early in November. Deal is currently in escrow and, according to the escrow reports, amounts to a total consideration of \$265,000. Transaction also includes a building in back of the Sunset Boulevard property used by Flying A for editing and handling its TV film shows.

Liberty, after four and a half years, has more than doubled its staff. Its present headquarters at 1556 N. La Brea Blvd. (a few blocks from its new headquarters), has been bulging at the seams in housing the label's expanded activities. Acquisition of the building gives the label a considerable boost in office space. It also contains a movie sound stage which can be converted to recording studios should the label so desire at some later date. In the meantime, it's understood that Liberty will continue to rent the space to tele-plex producers.

Autry used the building as a headquarters for his varied business interests. He told The Billboard that inasmuch as he is board chairman of station KMPC, 50,000-watt independent a mile east on Sunset, where abundant office space is available, he will move his headquarters to the station. Heretofore, he explained, he maintained duplicate offices at the station and his building. Sound stage space also duplicated sound stages at Autry's Newhall ranch were many of the TV Westerns are filmed.

According to Al Bennett, Liberty vice-president, the firm has budgeted several hundred thousand dollars for alterations to make the Autry Building more suitable to the label's needs.

what appears to be a continuing stream of recordings of the tune, some carrying the Octave and others the Vernon credit line on the pressings.

Other than the current Mathis and Garner releases, the most recent effort was released just this week—a reading by Chris Connor on Atlantic. This was listed in Vernon. Prior to that, around the first of July, Sarah Vaughan's version was released on Mercury as the flip of her current hit "Broken Hearted Melody." Miss Vaughan's "Misty" is credited to Octave. Since the "Broken Hearted Melody" side is number seven in the Hot 100 chart this week, it can be legitimately termed a "hot one," which of course will account for plenty of mechanical loot for the "Misty" side as well. This development, could logically be expected to bring the matter to some kind of crisis.

Earlier versions of the tune by Jane Harvey (Mrs. Bob Thiele) on Dot, and Johnny Desmond, Johnny Costa and George Auld, all on Coral, were all listed in the Vernon firm. On the other hand, a single, an EP and two LP album versions by Garner on Columbia plus one Garner LP version on Mercury, were all in Octave Music.

Cash Off to Brit. Chores

NEW YORK — Johnny Cash, Columbia disk artist, flies to England Wednesday (16), following his stint at the Tennessee Valley A&I Fair. Cash is scheduled to perform on the 18th on the ABC-TV "Oh Boy" show from Manchester and on the 18th he will tape a segment for an ensuing show. While in London, Cash will visit deejays and the London offices of his publishing operation, Johnny Cash Music, Inc. On September 20, Cash goes to Frankfurt, to confer with Armed Forces Network and German disk and publishing execs. The singer will also visit Radio Luxembourg, and in general survey the European scene with the view in mind of making a personal appearance tour in 1960.

BACK-TO-BACK CULTURE SWAP

NEW YORK — Taking note of the scheduled exchange of visits between President Eisenhower and Soviet Premier Khrushchev, RCA Victor has produced an album titled "The Common Ground," designed to foster the spirit of cultural exchange. One side of the disk is devoted to American selections, one side to Russian. Sid Bass directs the orchestra. American material includes a sampling of Dixieland, traditional, popular ballad, swing, Western and Broadway tunes — as "When the Saints Come Marching In," "Home on the Range," "Oklahoma," "Stardust," etc.

Russian side includes "Dark Eyes," "Sabre Dance," "Kalinka," etc. Exchange motif is carried out on the cover, which has illustrations of Eisenhower and Khrushchev. Scenes of Vice - President Nixon and Soviet First Deputy Kozlov are on the back cover.

WB Skeds 12 Pkgs. For Sept.

HOLLYWOOD — Warner Bros. 12 album September release covers a rainbow of musical styles ranging from country singing to modern jazz. It is paced by a George Greeley package tagged "Greatest Motion Picture Piano Concertos." Others include albums by Raoul Meynard's ork, Don Rakke, the first stereo version of the "Gone With the Wind" score, comedy offerings by Irv Taylor, Jim Timmens, David Terry, a jungle album by Marty Wilson, Billy Byrd's western guitar, a modern jazz sampler featuring Chico Hamilton among others, Al "Spider" Dugan's honky-tonk piano and the Almanac Singers in "Sing Along—Country Style."

WB continues to offer dealers its "Listening Post," a stereo player with ear phones, allowing demonstration of its disks in minimum space.

Label is backing up its release with a full scale ad campaign (High Fidelity, New Yorker, Playboy, Billboard, Down Beat, Metronome, Hi Fi Review, Schwann's Catalog) plus merchandising and point of sale pieces. Latter include catalog wall hangers, die-cut cards for counter and window display, full color streamers plus a 28-page full-color catalog covering the complete WB line.

CBS Guests Gallic Toppers

NEW YORK—Some of France's most important recording artists will be spotlighted on an upcoming CBS radio special, starring Maurice Chevalier, on Sunday, September 27, from 5 to 6 p.m.

Specially taped by Chevalier in Paris, the spec, "Holiday With Chevalier," will feature a special score by Michel LeGrand, who will also conduct his ork on the show. Guests include Jacqueline Francois, Juliette Greco, Les Compagnons de la Chanson, Line Renaud, and guitarist-singer Sacha Distel.

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The Newest teen age recording idol on **COLUMBIA**  **RECORDS**

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KIDDISK MARKET BOOM; SALES UP 25 PER CENT

• Continued from page 1

the TV tie-up record, Leslie indicated. "Here you have the benefit of what amounts to a pre-sold product, an important factor to us, since disk jockey exploitation is out for kiddie records, nor will most consumer magazine reviewers ever deign to review children's disks. The other most important general category is music, and music with a beat is the most successful, even with tots. All kids have natural rhythm and despite some good product that tries to introduce kids to classical music, it's still the beat that they really want the most." Leslie feels that the kiddie business may be as high as 10 per cent of the total record market, but in his own case it represents 40 per cent of his total volume.

Harold Levine, of the Mervin and Jesse Levine ad agency, which handles Peter Pan Records as an account, pointed out that the "basic appeal of kiddie records doesn't have to be limited to the classic Mother Goose items. "The disk business is something like the fashion business in the sense that it's always influenced from year to year by fads and trends," he said.

Levine cited another analogy which highlights the identification which young children have today

with the pop world. "We have as an account a manufacturer of bobby sox," Levine noted. "Ten years ago the market for bobby sox was among girls from 14 to 17. That we judge by the sizes getting the biggest production allocations. Today the big market for bobby sox starts at age seven and pretty much ends at 13. After that most kids wouldn't be caught dead with them. It's like Frankie Avalon told it in his hit record, 'From Bobby Sox to Stockings,' not long ago. And let's face it, it's the ones who wear bobby sox who like those pop records and who watch the Dick Clark show."

At RCA Victor, Fred McKuen, who heads up the Bluebird kiddie disk operation, reports that the business in this field has increased threefold since 1956. "I was originally supposed to spend 10 per cent of my time on kiddie stuff," said McKuen, "but I'm spending closer to 50 per cent now."

Material-wise, McKuen made the interesting observation that "kids do not like other kids on TV or records. Psychologically, they associate themselves with adult figures and voices. In a way they like to look down on the kids they see on the screen or hear on a record. We thus use very few children on our records. The TV tie-up, of course, is vitally important, but even more so is the cover of the record. There is no pre-hearing of a kiddie record so the cover has to snap out and say, 'Here I am, take me.'"

The kiddie disk field today is almost exclusively low price as far as albums are concerned. At one time \$3.98 albums were being issued with some frequency. Today it's virtually all \$1.98 material. The bulk of the business still lies with singles, but albums are growing in importance and abundance. Cricket and Disneyland have also both found a brisk market for the 49-cent EP.

Disneyland, too, has become increasingly active in the strictly kiddie field. One Disney sales exec stated: "We intend to move more and more into broad distribution for our many Disney-associated properties. And we, of course, do have a great advantage thru our merchandising program of all types of products tied in with Mickey Mouse, Donald Duck and all the other characters."

"We have Disney merchandise like Mickey Mouse rattles and other toys that parents buy for kids almost before they can see. But the parent is then Disney-oriented and will start buying the kiddie records for even two and a half and three year olds. It's a very successful way of developing the market, we've found."

Cap Renews Baker Pact

HOLLYWOOD — Capitol Records artist-repertoire veepee Lloyd Dunn last week renewed organist Don Baker's long-term contract. Cap Producer Bill Miller will continue to handle Baker's album sessions.

12 MORE JOIN LABEL PARADE

NEW YORK — Twelve new labels joined the label parade during the last few days. Here are the names and addresses of the newcomers.

Alpine Records, 1473 Barnum Ave., Bridgeport 8, Conn.; Cupid Records, 14640 Ventura Blvd., Sherman Oaks, Calif.; Film Records, 6087 Sunset Blvd., Hollywood 28; Guaranteed Records, care of Carlton Records, 345 W. 58 St., New York 19; Hodge Records 3208-16 S. 48 St., Philadelphia 42, Pa.; Laurel-Li Records, 7226 Remmet Ave., Canoga Park, Calif.; Larry Records, Box 94, Natchez, Miss.; Pat Records, care of Cook Caribbean, Ltd., 26 Sackville St., Port of Spain, Trinidad, B.W.I.; Rontodd Records, care of The Todd Organization, Box 1001, Hollywood 28; Shelley Records, 220 Broadway, Huntington Station, N. Y.; Swade Records, Box 94, Natchez, Miss.; Vel-A-Tone Records, 7 & 13 Public Square, Cartersville, Ga.

The listing of Co-Ed Records, care of Sorority Fraternity Records as a new label in last week's Billboard was a mistake. This company has been active since 1940.

DJA Meet Date Set For March

• Continued from page 1

The DJA plans to invite record companies to participate in the convention as they (the labels) did in the past at the two Storz meets in '58 and '59. Twentieth-Century-Fox is also expected to play an important part in the 1960 convention operation. Headquarters for the convention have not yet been decided upon.

Altho Todd Storz, who initiated the national deejay convention movement (when he sponsored the first meeting in Kansas City, March 1958, and last May's Miami meet) could not be reached for comment on the convention plans. Bill Gavin, DJA secretary - treasurer, said he had recently received a letter from Storz, which read, in part, "I am wholeheartedly in favor of any move that will in any way improve the status and professional standing of disk jockeys as a group. I started out in broadcasting as a disk jockey and I certainly feel some sort of group action is desirable just as in other professions."

Harry Fox

• Continued from page 2

owners. On the Continent, for instance, the mechanical rate is 8 per cent of the retail price of the disk. In England, the rate is about 6½ per cent the retail price. This amounts to an important royalty. To the American publisher on the back of a British or Continental hit, the ease of handling afforded by the Fox-MCPS tie-up would be important.

Shortly prior to the tie-up with MCPS, the Harry Fox office opened a branch in Hollywood so as to better service the West Coast on auditing, etc.

Dot Fall Deal

• Continued from page 2

time distrib sales reps approach them with the regular order forms.

Array of 69 albums does not include packages by Pat Boone, Billy Vaughn, Lawrence or Louis Prima and Keely Smith. Reason for this, according to Dot, is the fact that the label has (or will) staged special promotions on each artist, allowing price discounts. Promotions have been held on Boone and Vaughn, with Welk and Prima-Smith scheduled for the special treatment in the immediate future. During these promotions, the label extends discounts (Vaughn price break amounted to a full 20 per cent in addition to backing up the individual artist's drive with special ads and promotional material).

West Coast NARAS Keys Enrollment Drive

HOLLYWOOD — RCA Victor's Bob Yorke, newly named membership chairman of the National Association of Recording Arts and Sciences' Los Angeles chapter, has launched an intensive enrollment drive. Aim is to swell the NARAS Coast wing's ranks past the thousand member mark. All persons affiliated with the various creative facets of the recording industry here are eligible to join.

The 10-man membership committee has divided the field into specific categories with each concentrating on a single branch of the industry in getting joiners. In addition to Yorke (chariman), committee consists of Imperial's Lew Chudd, who will enroll artist - repertoire producers and engineers; Ray Evans, songwriters and composers; Jay Livingston, leaders and conductors; Verve's Bernie Silverman, arrangers, art directors and literary editors.

Recording artist phase of the drive will be helmed by Spike Jones, who will approach comedy

and documentary recording talent; Capitol's John Coveny, classical artists; Frank De Vol, pop vocalists and Liberty's Sy Waronker, instrumentalists. Membership fees are \$15 per year or \$100 for a life charter membership with no further dues required of the member.

Purpose of the all-out membership drive is twofold: (1) To get as many recording industry members into the Academy as possible, thereby building the organization's strength in depth (i.e. wider base of support and more participants in its undertakings); (2) safety in numbers—the greater the number of members drawn from all facets of the disk biz, the less chance there will be for a single strong firm to dominate the balloting for the Academy's awards.

NARAS will make its Grammy Awards on November 29 on a coast-to-coast NBC Television spectacular sponsored by the Watchmakers of Switzerland. All who are accepted for membership now will be joining in time to vote for the forthcoming awards. Furthermore, all members will be able to acquire thru the Academy the nominated recordings at a cost of but \$1 per album. Thinking is that this will afford the voters an opportunity to carefully study the award contenders before casting their ballot.

Phono Remote Control in '60

FORT WAYNE, Ind.—The first wireless remote control for a phonograph will probably make its debut early in 1960, when Magnavox introduces a new super de luxe console stereo phonograph, equipped with a device similar to the type which now actuates a TV set from anywhere up to 50 feet from the instrument. Magnavox showed a mock-up of the console phono at the National Association of Music Merchants' convention in New York City this summer. No definite comment could be obtained from Magnavox brass regarding the release of the unit nor the price of the unit. The remote control tuner, as bowed by Magnavox, enabled the listener to control volume, treble or bass, start and stop and reject via the wireless remote control unit.

It is known that the unit, if it operates like a TV remote control center utilizing an inaudible beep which is picked up in a microphone-receiver unit in the set, would add about \$100 to utilization in a phono. The TV unit is about the size of an average small table radio, which makes its utilization pretty impossible on anything but a good sized console.

Cap All Out On Shore LP

HOLLYWOOD — Capitol Records is throwing an intensive ad and promotional campaign behind Dinah Shore's first release under its banner. The album, "Dinah, Yes Indeed," package will be featured in ads in High Fidelity Magazine, Esquire, Time, Newsweek, The New Yorker, Schwann's, Hi Fi Review and Listen.

In addition, Capitol is distributing two thousand full-color giant in store displays, foot-square photos of the songstress and jacket side panels containing a note of welcome from Frank Sinatra to Dinah. Drive will coincide with a saturation air campaign to be achieved by blanketing deejays with 45 r.p.m. excerpt disks from the album shipped in special sleeves.

On the publicity front, Cap will furnish national editors at the press and broadcast levels with special kits containing the LP, feature story on the artist plus pix.

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I HAVE EVERYTHING BUT THE RIGHT JOB

Have wonderful wife, healthy kids, nice apartment, BBA degree, 13 years' diversified record industry experience; retail, wholesale selling; buying; managing—former store owner; keen in sales promotion, merchandising; good idea man and the energy to go with it; salary, position, flexible; NYC only.

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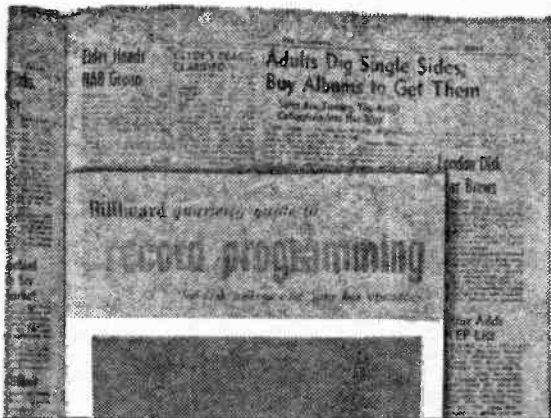


"it suits us just fine"

Just one of the scores of

**actual
comments**

from program directors, disk jockeys
and librarians about Billboard's May 25
stick-stock Quarterly Programming Guide.



IMPORTANT NOTE:
New, earlier advertising deadline—
September 21. Ad material received after that date (and as late as Sept. 23) will be accepted for regular newsprint section of Sept. 28 Billboard.

**new sept. 28 edition
now in preparation!**

Jock Choices
• Continued from page 3

weeks the disk spread into a national best seller.

Another current example of a regional hit breaking nationally is "Battle Hymn of the Republic" by the Mormon Tabernacle Choir on Columbia. Bill Randle, WERE, Cleveland, found the side in an L.P. and plugged it into a local hit. Then Columbia issued it as a single and it is currently breaking out across the country. (See story elsewhere in this issue.)

Still another regional hit is Jamie Coe's "Summertime Symphony," which Buddy Deane plugged into WJZ-TV's top 20 and which hit No. 14 on WCAO, Providence, R. I., but which didn't move particularly strongly elsewhere.

Some of the regional hits listed by stations around the country last week were Joe London's "It Might Have Been"; No. 4, WLOL, Minneapolis; Frank Pizani's "Wanna Dance," Afton, No. 39, Buddy Deane, WJZ-TV, Baltimore; the Passions' "Just to Be With You," Audicon, No. 10, Danny Stiles, WNJR, Newark, N. J.; Billy Storm's "Easy Chair," No. 3 Robin Seymour, WKMJ, Detroit; Rusty Isabell's "Firewater," on Brent, No. 30, WAKE, Atlanta; "Rendezvous" by Ernie Fields, which is breaking out on the West Coast.

It's also interesting to note the time lags between the time a disk hits the top of a station chart in various cities. For example, "Sleepwalk" was No. 4 on WCAO, Baltimore, the same week (August 28) it was No. 35 on WMPS, Memphis, and No. 27, WCOP, Boston.

All three outlets are owned by the Plough stations, thereby indicating that the chain's "Top 40" operations program on more of an individual basis than some traders suspected.

NRC Plant
• Continued from page 3

been used in this country, Woodall said. Altho they're more costly than domestic equipment (Woodall claims to have paid \$14,000 per press), he feels the equipment will more than pay for itself.

Presses are automatic and capable of producing 160 singles per hour, Woodall said. He further claimed the imported equipment is able to operate at top speed with a minimum of rejects.

Purpose of Woodall's coast hop was to huddle with label execs here concerning handling pressing of product intended for Southern distribution. Also, he plans to record NRC artists while here.

Woodall also revealed that his firm will unveil its second subsid label, giving the National combine a total of three separate diskeries. New firm will be known as Jax records and will concentrate in the r.&b. field. Other subsid is Scottie Records, started three months ago. These are in addition to the parent label NRC.

Acquisition of the plant gives National a combined operation of owning record labels, disk distribution (Atlanta's National Records) and now disk manufacturing.

Dissidents Seek
• Continued from page 3

the determination of the opposition to continue their campaign unabatedly—it is now felt that the ultimate decision is likely to be protracted considerably beyond October 19.

Those who hold this point of view argue: (1) That the Consent order is precedential in that interested parties are being given a chance to voice their opinions; (2) among the interested parties are those whose initial complaints precipitated the Roosevelt hearings

Judge to Get
• Continued from page 3

no objection to having the documents on hand at the hearing. Judge Ryan did not communicate with the committee, nor will he look at the Small Business Subcommittee findings before the hearing. The documents will be on hand for reference, the court clerk informed Roosevelt.

Roosevelt said the committee counsel, Bryan Jackques, is in the process of "finishing a staff report which will analyze from the staff viewpoint the validity of the terms of the proposed amended decree, in the light of complaints made before us during the hearings on ASCAP."

The letter from court law clerk Helena Pichel Solleder to the congressman said: "Thank you for your letter to Judge Ryan informing him of the subcommittee's hearings and report in the ASCAP matter. I am writing, since the Judge cannot conduct an ex parte correspondence while the matter is sub judice.

"While Judge Ryan could not study the reports you mention prior to the hearing, it would be helpful if he had them at hand at that time in the event he should wish to consider them, and provided there was no objection by the parties in interest."

and the Justice Department's action; (3) the Justice Department's action was designed to give relief to those very parties; (4) those parties claim no relief has been forthcoming.

Thus, it is argued, additional study of the matter is likely, following court presentations on October 19 by publishers and attorneys, who, it is known, will strongly try to indicate what they consider to be a sharp disparity between the original complaints and the mild nature of the decree.

-ESQUIVEL-

Millions will
Rave about the

Sound when
They hear
ESQUIVEL on

R. C. A. Victor Records

Easy listening ...

Original, fresh sounding arrangements

Hear the new Living Sound of ESQUIVEL on R.C.A. Victor Records
TO LOVE AGAIN
OTHER WORLDS OTHER SOUNDS
FOUR CORNERS OF THE WORLD
EXPLORING NEW SOUNDS IN HI FI
STRINGS AFLAME

Having broken the musical sound barrier, what other new sounds will this genius ESQUIVEL think of for his next release? Watch for it.



PEER INTERNATIONAL CORPORATION
1619 Broadway New York 19, N.Y.



-Pianist
-Arranger
-Conductor



Take a waltz



Blend a

ballad



Add the "Rage"

.....Perfect recipe for a hit!



"Goodbye Charlie"

PATTI PAGE

coupled with "BECAUSE HIM IS A BABY"

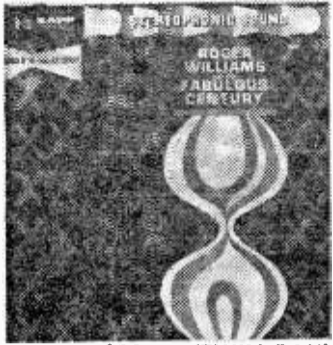
Mercury 71510 - in stereo 1001C



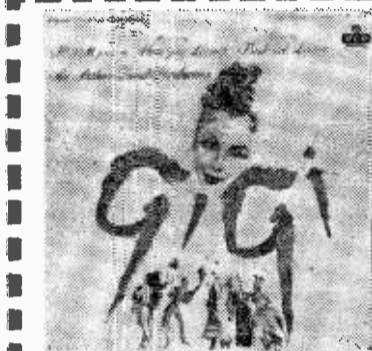
THE HIT TRADEMARK

"It will be noted that Mercury has more disks in high positions than any other company."..... Billboard, Sept. 7, 1959

now on 4 track stereo tape



\$11.95 (TWIN-PAK)



\$7.95



\$6.95



\$7.95



\$11.95 (TWIN-PAK)

These and over 200 4-track stereo tapes from 17 top labels available now to dealers.

Take advantage of these UST benefits:

- Single-source ordering
- Standard dealer discount — plus!
- Complete dealer catalog service
- Powerful promotional support
- National consumer advertising

Order these hits and get more information by writing —

UNITED STEREO TAPES
1024 Kifer Road — Sunnyvale, Calif.

HIS AND HERS

Westinghouse Bows Unique Demo Display

NEW YORK — Westinghouse has a new stereo demonstration system for dealers to dramatize visually separation, position and movement of sound. Westinghouse's display uses two head and shoulder cut-out units of a man and a woman which are placed on the demonstration set. "Bob" on the left, and "Mary" on the right, represent their respective speaker systems. Each cut-out has a small light which flashes when its speaker is used, co-ordinating with the demonstration record and actually showing the sound separation.

The record itself, only six minutes long, is a husband and wife bit in which they discuss getting a stereo phono and then go to their Westinghouse dealer to make the purchase. Dialog is separated on the sound tracks to coincide with the respective display units, which flash as each "speaks."

Westinghouse is thus able to use audio "gimmicks," such as the ride to the store, in which the car goes from one side of the road to the other. Its sound is seen and heard as it moves back and forth between speakers. Use of a couple also enables Westinghouse to plug its stereo theme — "The First His and Her Stereo." This stresses engineering for the man, and period

cabinets in furniture styles for the woman.

Westinghouse felt that the theory behind most demonstration records now in use is wrong. Most disks examined by the company were ineffective because they were lectures with just enough music to be annoying, due to too brief passages and poor editing that leaves the listener hanging on an incomplete musical phrase, says the firm.

It's unreasonable to expect a person to just sit still and listen to 25 minutes of commercial, says Westinghouse. These demonstration units are now being made available to all of their dealers.

New Portables Debuted by RCA Victor

NEW YORK — RCA Victor has added four portable stereo players to their low-end phono line. They are priced from \$39.95 up and feature dual amplifiers and separate speaker systems in "lift-away" lids.

Available in manual and automatic versions, the new players will be shipped to stores very soon. The new models are:

Model SES1 — a four-speed, manual with two four-inch speakers, a twin crystal stereo pick-up and a balanced featherweight tone arm. It comes in white and tan tweed, blue and charcoal tweed or white and green tweed.

Model SES2—a de luxe version of the SES1 featuring a twin ceramic pick-up with stereo balance control and five-watt two-in-one amplifier in a blue and white simulated leather case.

Model SES3 — four-speed, automatic changer unit with a five-watt two-in-one amplifier, balance control and two four-inch speakers and a twin ceramic pick-up. Comes in choice of gray and green and sandalwood and terra cotta simulated leather finishes.

Model SES4—a de luxe version of the SES3, featuring dual volume and tone controls as well as balance control with two four-inch speakers and a twin ceramic pick-up. Available in gun metal gray and white carrying case.

GE Intros 3 New Portables

BRIDGEPORT, Conn. — Three new stereo portables are announced by General Electric. The new models will be shipped in early fall. A "high fidelity" portable (Model RP 1150) is a complete stereo system, with speakers that can be separated, dual amplifier, and a jewel-tipped cartridge. Four G-E "Dyna-power" speakers are mounted in similarly constructed speaker enclosures. One of the enclosures, equipped with two of the four speakers, attaches to the main unit for easy carrying but can be separated for wide separation.

The cabinet is two-tone blue pyroxylin coated fabric over wood. The unit can play all records with lid closed, and with detachable speaker enclosure on the unit. A 45 r.p.m. spindle is included.

The Model RP 1130, in beige
(Continued on page 63)

Macy Branch Sets Stereo Phono Show

NEW YORK — Macy's Department Store, giant retail outlet here, will toss a week-long stereo whirling beginning September 21, at an outlying store, at the Roosevelt Field Shopping Center, Garden City, Long Island, N. Y. The Macy Stereo Fair and Sale will focus on mass demonstration in an auditorium-type set-up. Under the joint-guidance of their publicity and phono department buying staffs, the store says they're going "to touch all bases" to make the stereo demonstration and sale a model sales effort which other outlets in the chain can emulate.

Participating with Macy's will be several of the store's important suppliers. Prominent among them are Magnavox, Stromberg-Carlson, Webcor and Columbia. Their merchandise will be displayed, explained and demonstrated to audiences that are expected to reach 500 at each demonstration.

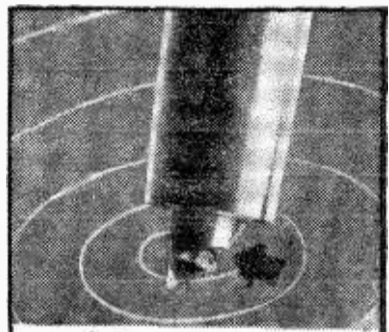
Supplementing the talk to be given the prospective stereo buyers will be large visual displays, created by the manufacturers, to describe stereo techniques and effects. The formal program will last approximately one half-hour and cover the following general subjects: an introduction to stereo, how it works and what it does, demonstration of various types of musical programs, a guest star appearance, a "question-answer" period and a prize drawing. Following the formal program, guests will be able to examine some of the phono models on display and ask questions of factory reps who will

help out with the program. Ralph Freas, of The Billboard staff, will "host" the demonstration for Macy's.

The Long Island area served by the shopping center is claimed to be the second largest market in New York State and the sixth largest in the nation. The area has a total population of five and a half million which includes over a million and a half families. It's a suburban area and a prime target for stereo phono sales.

Macy's is using every media at their command to assure overflow crowds at the Community Hall auditorium where the demo will be held. Spot radio will be used on Hempstead's WHLI thruout the week. Full-page newspaper ads, featuring guest stars, door prizes and sale-priced merchandise will

(Continued on page 63)



FROM ONE WHO LEARNED

This enlargement shows a diamond-chip needle sent us by a disappointed user, who learned all diamond needles are not O.K. Shows what happens if a heat bubble forms when a chip is welded on. Can't happen with a Duotone Needle that uses only the whole diamond set deep in the metal shank.



Insist on Duotone. Be sure. Duotone's whole diamond can't break off.

DUOTONE DIAMOND NEEDLE

"I bet remembers"
Keypoint, N. J.

In Canada: Chas. W. Pointon, Ltd., Toronto

Imported Pick-Up Arm at \$59.50

NEW YORK — Ercona Corporation has announced the importation of what it calls a "cushion-controlled" pickup arm from the British manufacturers of Connoisseur turntables and tone arms.

The 10 1/4 inch unit features a .0006 inch diamond stereo pickup and a lifting device on the side of the arm. A knob on the pickup arm makes possible the lifting of the arm from its permanent-magnet mooring. The combination of the arm and the diamond stereo pickup retails for \$59.50 per set.



Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc-recording surfaces. Only PRESTO, alone among manufacturers, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

Want to know more about The Billboard's dealers? How they sell \$200 millions worth of equipment a year? What they handle — phonographs, radios, tape recorders, components? What lines? What models? In what price ranges? Their future buying plans? These and other valuable market facts are all in the new 1959 Phono-Record Dealer Survey conducted under the supervision of the New York University School of Retailing. For your copy, call or write, *Market Analysis Division, The Billboard, 1564 Broadway, New York 36, N. Y.*

Say Macy's Buyers

GERALD LEVY
Buyer of Hi-Fi, Stereo and TV
and
JOHN REEVES
Buyer of Phonographs & Records

"As an integral part of the successful operation of the Phonograph and Record Department at Macy's we read The Billboard every week. The complete and accurate information we get from its editorial and advertising content, concerning new products, trends and sales of stereo, high fidelity, portable phonographs and records is...

most helpful
in our
buying decisions"



Advertising in The Billboard means
phonograph business—as any advertising man
who knows his business can tell you—because men who
read The Billboard mean business



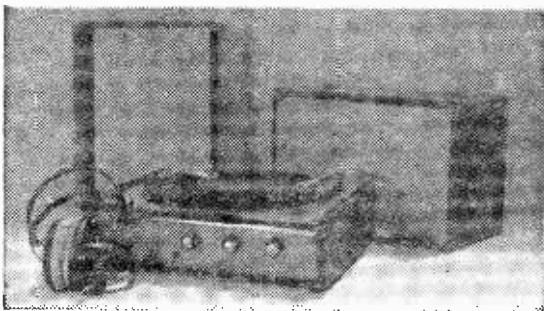
**the SOUND-SATIONAL
NEW "TRUE-stereo"
record demonstrator**

MAKE THE MOST OUT OF THE CURRENT BOOM IN STEREO DISCS by using this brilliant new "TRUE-stereo" 3-dimensions-in-sound Record Demonstrator by Permo-flux. Dealers EVERYWHERE are proclaiming it a "FABULOUS" sale\$ succes\$!



**here's why "TRUE-stereo" is the
undisputed leader among
record demonstrators**

- A dual demonstrator in one rugged, compact unit
- Simple to operate—easy to transport
- Demonstrates both monophonic and stereo discs
- Saves valuable floor space
- Years ahead design prevents obsolescence
- Finer sound adjustment for every hearing variation
- Speeds up sales through multiple demonstrations
- Individual isolation without cross interference



RSD-53

In the final analysis "It's the quality of the demonstration that sells the record." The "TRUE-stereo" demonstrator stands alone as the first UNIVERSALLY accepted means of demonstrating FULL range binaural high fidelity stereo sound.

"TRUE-stereo" comes complete with one set of Stereophones and two matched stereo Hi-Fi speakers. Dirs. Net—\$89.70.

Permo-flux PRODUCTS CO.

4101 San Fernando Road, Glendale 4, California. CHapman 5-5135

American-Style Hi-Fi Gets Russian Hearing

NEW YORK — A group of high fidelity equipment manufacturers will sponsor a month-long record concert in the U.S.S.R. beginning Monday (14). The program, which has the State Department's blessing and which will be in a hall rented for the purpose in Moscow, goes under the general name of American Records in Russia.

The American group handling the show consists of three Americans: Anne Winter, Robin Lanier (monthly audio columnist for the New York Sunday Times) and Jan Syrjala, a recording engineer. They will be assisted in Moscow by a Russian engineer and secretary, both of whom are English-speaking. Russian sponsorship of the project is by the Khatchaturian Committee and the Technical and Scientific Committee.

The project is capitalized—if the Reds will forgive the word—at about \$12,000 to \$14,000. Some of the sponsors are Audio Fidelity and Columbia, among the disk firms, and Shure, Glaser-Steers, Dyna, Acoustic Research, Sherwood and Fairchild, among the equipment people. In all, 1,280 pounds of equipment was shipped to Moscow including duplicate pieces in case anything goes wrong. About 400 carefully selected records of all kinds—with most every label represented—will form the

basis for the recorded programs.

Pictures of American artists and composers will be used to decorate the hall and literature, translated into Russian, will be distributed. General purpose is to inform the Russian public of recent musical trends and creative efforts here. Visitors to the hall will be invited to bring tape recorders along and

(Continued on page 63)

Allied Unveils New De Luxe Amplifier Kit

CHICAGO—Allied Radio Corporation here has announced a new Knight-Kit de luxe 40-watt stereo hi-fi amplifier kit. At the same time the company unveiled a new 1960 general catalog of electronic parts and equipment.

The amplifier kit includes a specially designed center-channel output which permits feeding a center speaker which is claimed to eliminate the well-known "hole in the middle" effect common in widely spaced stereo speakers. The set also employs a maximum of printed circuit switches, boards and plug-in assemblies. Retail tag is \$79.50.

Allied catalog is a 444-page affair and lists over 40,000 separate items. All 70 of the firm's Knight-Kit electronic kits are illustrated and described. There's also a section listing latest stereo, hi-fi equipment in all leading makes.

Admiral Debuts Needle Line

CHICAGO—Admiral Corporation here teed off an expansive program of what will be record user accessories with the debut this week of a line of more than 300 needles, both old type mono and new stereo Dyna-Point combination cartridge and needle styli. Admiral distributors are offering the needle line which will be merchandised on a cardboard backing with a plastic bubble enclosure to dealers currently. Admiral is supplying dealers with window banners, phonograph needle wall charts and a cross-reference guide. Admiral spokesman said that the firm intends to investigate possibility of entering field of self-merchandising wall-rack accessory sales for early in 1960.

New Pre-Amp Has Unique Channel Balance Feature

NEW YORK — A new stereo pre-amp is coming from Crosby Electronics, Inc., makers of Madison Fielding stereo components. It features a new circuit design for balancing each channel.

Amplifier is the 40-watt Model 360. Its channel - balancing feature is called the Aural Zero Null. The null circuit is activated by using one switch and turning one level control for silence. When the switch is released, both channels are in perfect balance.

Unit comes with solid brass front panel, and has 10 color light indicators for ease of operation. Other features include separate bass and treble controls, separate channel controls as well as master volume and a total of 12 inputs for complete flexibility. There are additional front panel controls for phasing and channel reverse, plus noise and rumble cut-outs.

The new unit will go thru their independent national franchised dealer network. The new Madison Fielding line will get national ad backing.

\$3 Mil Zenith Promo Budget

CHICAGO — Zenith Radio Corporation has just kicked off the heaviest and most costly promotion and advertising campaign in the company's 44-year history. Prexy L. C. Truesdell said this week that the \$3,000,000 budget will be concentrated in the peak selling and upcoming autumn selling season in national and local printed media.

Heavy allocations are earmarked for local newspaper advertising, Truesdell remarked, making the ad program basically "dealer-designed." Campaign will cover the full line including stereo record playing units, portable phonos, and radio and TV equipment. The ad allocation for this fourth quarter represents a 40 per cent increase over that budgeted for the similar period of a year ago.

Ferrograph Adds to Line

NEW YORK — The British Ferrograph Recorder Company has made itself competitive with the latest American market requirements with the introduction of two new stereo recorder-playback units, one for two-track and the other for four-track stereo.

According to Charles Frank, vice-president of Ercona Corporation, U. S. importers of the Ferrograph line, the new units both have matched low-level outputs to feed into an existing hi fi stereo system. Model 808-4 is the four-track unit, while the two-track assembly is designated model 808-2. Both units will both record and play back in stereo and monaural, and both

(Continued on page 63)

The Billboard's 1960 Phonograph Directory

CATEGORY I

Under \$30

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Arvin	2093	manual	monaural	1.3 watts	1 plus rectifier	1-4"	single sapphire	no	plywood—pink or gold	6"x13 3/4"x12 3/4" (9 lbs.)	\$29.95	top swings open—4" speaker in top
Birch	29	4-speed manual	monaural	2.1 watts	1 plus rectifier	---	single sapphire	no	wood case covered—gray with either maroon, charcoal, green or blue	---	\$21.95	lead manual
Birch	SM 22	4-speed manual	stereo	2.1 watts	dual channels	---	dual sapphire	---	wood case covered—two-toned red with white or blue with white	16"x10 1/2"x5 1/2" (11 lbs.)	\$29.95	separate controls for each channel—removable lid
Birch	942	4-speed manual	hi-fi monaural	2.1 watts	1 plus rectified	---	dual sapphire	no	wood case covered—two-tone, maroon or blue	10 1/2"x6 3/4"x12 1/4" (11 lbs.)	---	tone and volume control—control dual cone
Columbia	C-1002	manual	monaural	.75 watts	1 tube	---	dual sapphire	---	wood—plastic cover—two-tone, tan and white	6 1/2"x13 1/2"x10 3/4" (9 3/4 lbs.)	\$24.95	---
Decca	DPS-10	manual	monaural	---	1 plus rectifier	1	dual sapphire	no	wood with fabricoid covering—black & white, blue & white, pink & charcoal—portable	17 1/8"x9 5/8"x5 1/8" (7 1/4 lbs.)	\$19.95	---
Decca	DP-585	manual	monaural	---	1 plus rectifier	Alnico PM-1	dual sapphire	no	white with harlequin trim and black with harlequin trim—portable	12 3/4"x5"x13 1/5" (8 1/4 lbs.)	\$29.95	---
Motorola	2F11	manual	monaural	---	1 plus rectifier	1-5"	dual sapphire	no	wood covered with fabric—red, 2F11R; blue, 2F11B—portable	5 1/2"x12 3/8"x10"	\$29.95	---
Olympic	S-6	manual	monaural	3 watts	2 tubes	---	single osmium	no	leatherette, two-tone	5"x9 1/2"x12 1/4" (8 lbs.)	\$19.95	---
Olympic	D-16	manual	monaural	3 watts	2 tubes	---	dual osmium	no	leatherette, two-tone	5"x9 1/2"x12 1/4" (8 lbs.)	\$24.95	---
Philco	1383	manual	monaural	2 watt	---	---	dual sapphire	no	wood—pyroxylin covered	4 1/2"x11 1/2" (8 1/4 lbs.)	\$29.95	---
Phonola	SM57	manual	monaural	---	---	---	single steel	no	---	7 1/4"x12 1/4"x11" (10 1/2 lbs.)	\$24.95	---
Phonola	159	manual	monaural	---	1 plus	---	single osmium	no	solid wood—two-tone gray—portable	5 3/4"x12"x10" (9 lbs.)	\$19.95	---
Phonola	359	manual	monaural	---	1 plus rectifier	---	dual sapphire	no	solid wood—blue and white—portable	5"x9 3/4"x13 1/4" (9 lbs.)	\$24.95	---
Phonola	559	manual	monaural	---	1 plus rectifier	---	dual sapphire	no	solid wood—orange and white—portable	5"x12 3/4"x13 1/4" (12 lbs.)	---	---
Regency	RP-3	manual	monaural	---	operates with Regency 7R-22 radio	---	dual sapphire	no	composition, vinyl covered—tan, white—portable	11 1/4"x9"x3 1/4" (4 1/4 lbs.)	\$29.95	battery operated
Steelman	1111	manual	monaural	---	1 plus rectifier	1-4"	single diamond sapphire	---	2 tone comb—red & white	10"x12 1/2"x4 3/4" (8 1/2 lbs.)	\$19.95	---
Steelman	102	manual	monaural	---	1 plus rectifier	1-4"	single diamond-sapphire	---	2 tone—red & white or blue & white	6 1/4"x11 5/8"x9 1/2" (8 1/2 lbs.)	\$24.95	front speaker
Steelman	103	manual	monaural	---	1 plus rectifier	2-4"	single diamond-sapphire	no	red & white, green & white	7 1/2"x13"x11 3/4" (12 1/2 lbs.)	\$29.95	---
Sylvania	45P07	manual	monaural	1 1/2 watts	2	1-4"	dual sapphire	no	wood with leatherette cover—turquoise & ivory, scarlet & ivory—portable	7"x12 3/4"x12" (8 1/2 lbs.)	\$29.95	all-in-one stereo
Symphonic	1600	manual	monaural	---	---	front mounted speaker	dual	no	red with black, brown with white, aqua with white, grey with white	6 1/2"x10 3/4"x13" (9 lbs.)	\$19.95	---
Symphonic	1602	manual	monaural	---	---	front mounted speaker	dual	no	turquoise with white, tangerine with white, gray with white	17"x13"x10 3/4" (9 3/4 lbs.)	\$26.95	tone control
Tri-Phi	400	manual	monaural	---	1 tube	1-4"	dual sapphire	no	composition—4 two-tone combinations—table model	6"x12" (4 lbs.)	\$24.95	---
Westinghouse	S1MP1, S1MP2, S1MP3	manual	monaural	---	---	---	dual sapphire	no	gray & white, red & white, turquoise & white	6 3/4"x12 7/8"x12 1/8" (10 lbs.)	\$29.95	---
Zenith	BP7	manual	monaural	---	---	2 alnico 5 magnet	dual sapphire	no	combination—Durastron—green & white—portable	7 1/2"x14 1/16"x14 1/4" (12 lbs.)	\$29.95	---
Zenith	BP6	manual	monaural	---	---	1 alnico 5 magnet	dual sapphire	no	red & white, brown & tan—portable	7 3/8"x12 5/16"x10 5/16" (10 lbs.)	\$29.95	---

CATEGORY II

\$31 to \$60

ABC Paramount	305	manual	stereo	---	---	2-4"	dual sapphire	no	portable	16 1/2"x12"x5 1/4" (10 lbs.)	\$36.95	separate volume controls
ABC Paramount	300	manual	stereo	---	---	1-4"	dual sapphire	no	blue with white—chayenne congo—portable	14 1/2"x10 1/2"x5 3/4" (11 lbs.)	\$34.95	---
ABC Paramount	310	manual	stereo	---	3 plus rectifier	2-4"	dual sapphire	no	portable	14 3/4"x14"x6 3/4" (12 lbs.)	\$42.95	---
ABC Paramount	310	manual	stereo	---	3 plus rectifier	2-4"	dual sapphire	no	portable	14 3/4"x14"x6 3/4" (12 lbs.)	\$42.95	---
Admiral	Y925-929	manual	stereo	---	2	---	dual sapphire	no	pyroxylin fabric over wood—coral & gray, blue and white	7"x12 3/4"x13 1/4" (12 lbs.)	\$39.95	2-4" speakers (one in detachable lid)
Admiral	Y949	automatic	monaural	---	2	---	dual sapphire	no	pyroxylin fabric cover over wood—gray and white	8 3/4"x15 5/8"x17" (18 lbs.)	\$49.95	---
Birch	SM49	4 speed manual	stereo	2.1 watts	---	---	dual sapphire	stereo tuner incl.	wood case covered—two tones maroon and white, blue and white	14"x12 1/2"x6 1/2" (10 1/4 lbs.)	\$39.95	separate control for each channel
Birch	A-59	automatic	monaural	2.1 watts	1 plus rectifier	---	dual sapphire	---	wood covered—blue and green with gray	15 1/4"x14 1/4"x8 1/2" (18 lbs.)	\$54.95	V-M changer
Capitol	919	manual	stereo	---	2	---	single sapphire	no	wood covered with plastic—red and white, blue and white, gray washable plastic	7 1/2"x13"x10 3/4" (9 3/4 lbs.)	\$32.95	---
Capitol	923	manual	stereo	---	2	---	single sapphire	no	wood covered with plastic fabric—red and white, turquoise and white	8 1/4"x13 1/4"x12 1/4" (11 lbs.)	\$39.95	---
Columbia	C-1008	automatic	monaural	.75 watts	2	---	dual sapphire	no	wood—plastic cover—two-tone grey and white	9"x15 1/2"x16 7/8" (18 lbs.)	\$49.95	---
Columbia	CO1006	manual	stereo	1.5 watts	2	---	dual sapphire	no	wood—plastic cover—tan-blue	5 3/8"x20 1/2"x15 1/2" (14 1/2 lbs.)	\$49.95	---
Columbia	C-1004	manual	stereo	1.5 watts	2	---	dual sapphire	no	wood—plastic cover—tan-gray	7"x13 3/4"x15 1/2" (14 1/2 lbs.)	\$39.95	---
Decca	DP-547	automatic	monaural	---	1 plus rectifier	1 Alinica PM	dual sapphire	no	(not specified)—black with gold and white and brown with gold and white—portable	14 1/2"x8 7/8"x17 3/4" (17 lbs.)	\$49.95	---
Decca	DP-586	manual	stereo	---	2 plus rectifier	2-4"	dual sapphire	no	(not specified)—tan with trim, gray red—portable	12 1/2"x5 1/4"x16" (8 1/2 lbs.)	\$39.95	---
Decca	DP-548	automatic	stereo	---	2 plus rectifier	2-4"	dual sapphire	no	black and white, black and gray with contrasting trim—portable	14 3/4"x9"x10" (20 lbs.)	\$59.95	speaker unit completely detachable
General Electric	RP1110	automatic	monaural	3 watts	2 plus rectifier	---	dual sapphire	no	pyroxylin fabrics over a wood frame—one-two tone blue—portable	8 11/16"x15 3/4"x17 7/8" (19 1/2 lbs.)	\$59.95	---

(Continued on page 16)

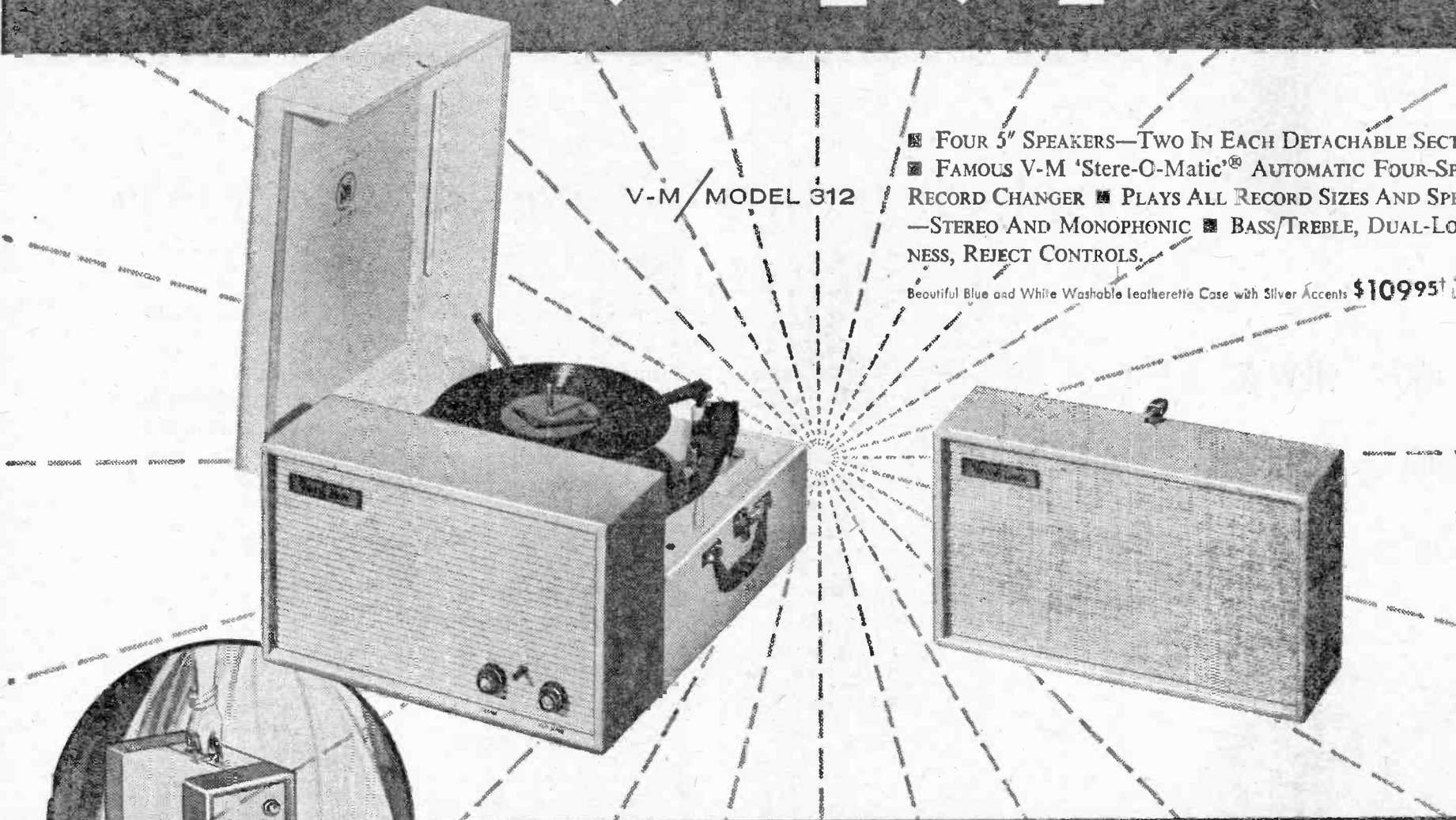
FOLLOW THE STEREO LEADER...

V-M

V-M MODEL 312

- FOUR 5" SPEAKERS—TWO IN EACH DETACHABLE SECTION
- FAMOUS V-M 'Stere-O-Matic'® AUTOMATIC FOUR-SPEED RECORD CHANGER ■ PLAYS ALL RECORD SIZES AND SPEEDS—STEREO AND MONOPHONIC ■ BASS/TREBLE, DUAL-LOUDNESS, REJECT CONTROLS.

Beautiful Blue and White Washable Leatherette Case with Silver Accents \$109.95* list



FOLLOW THE STEREO LEADER — CALL YOUR V-M DISTRIBUTOR TODAY!

Your choice for music is...

the

voice



of

Music*

V-M CORPORATION

BENTON HARBOR MICHIGAN

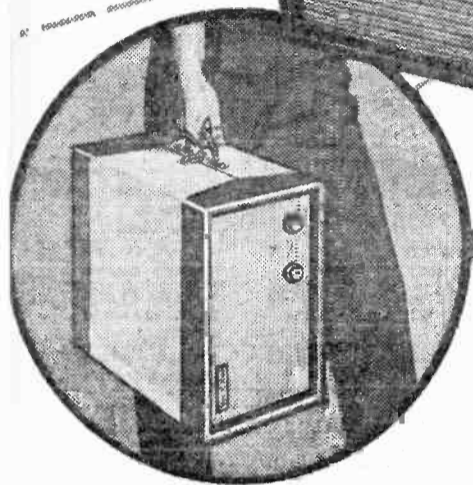
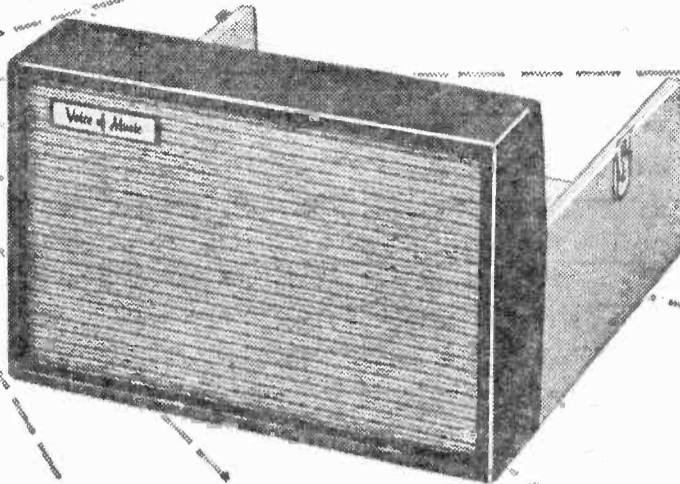
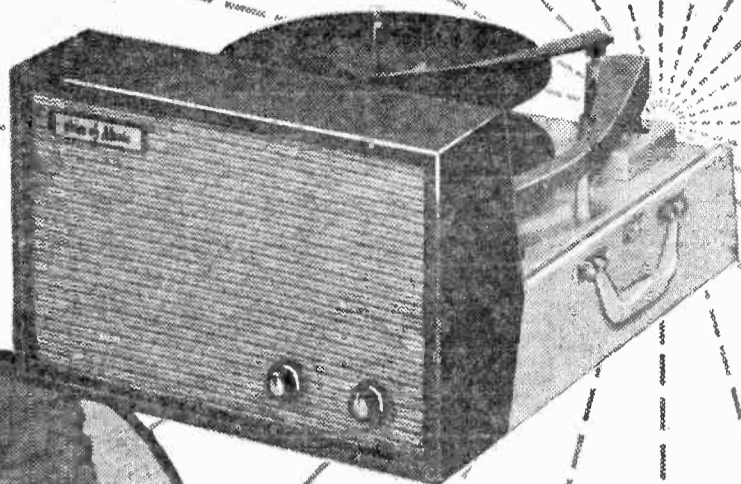
World Famous for the Finest in Record Changers, Phonographs and Tape Recorders

*Slightly higher in the West

V-M MODEL 314

- V-M AUTOMATIC PRECISION RECORD CHANGER. ■ PLAYS ALL STEREO AND MONOPHONIC 33 AND 45 RPM RECORDS.
- DUAL LOUDNESS AND TONE CONTROLS. ■ A 5 1/4" SPEAKER IN EACH DETACHABLE SECTION.

Attractive Mojave Brown and White Washable Leatherette Case \$7995⁺ List



Complete Versatility in Portable Stereo Systems!

- 3 GREAT NEW MODELS!
- COMPLETELY SELF-CONTAINED!
- UNPARALLELED PERFORMANCE!

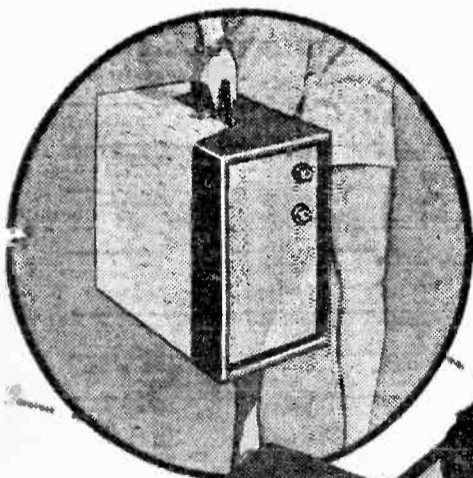
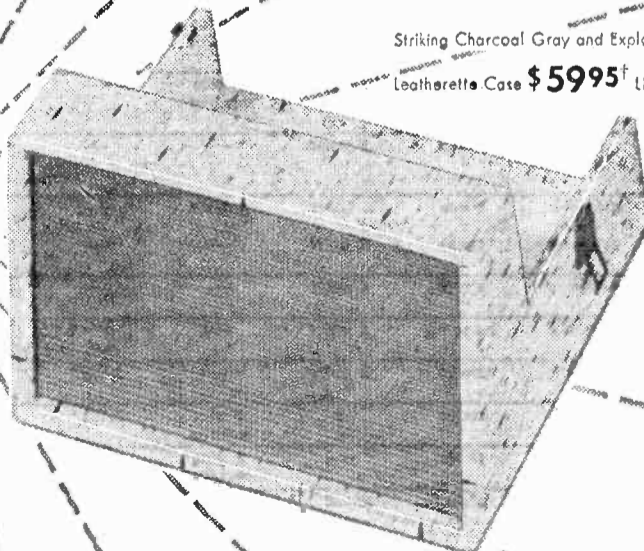
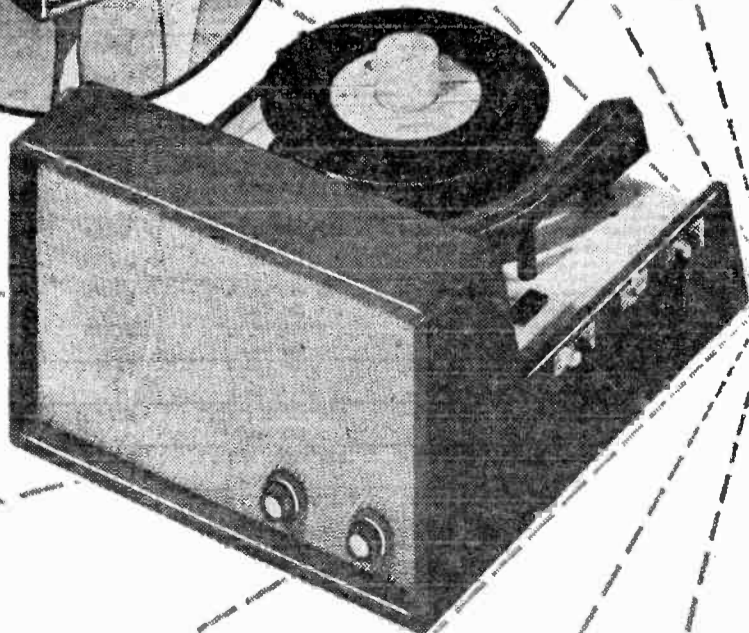
V-M—pioneer in stereo record changers now brings you a trio of self-contained portable stereo systems that suit every consumer desire. These precision-engineered phonographs will meet the demands of *all* of your various customers. Completely new—completely *different* in styling—exceptional in performance, these distinctive V-M models will build a far greater sales volume. *Look—listen—compare!* You can't beat these incomparable phonographs—*anywhere!*

THEY'RE AVAILABLE NOW! These are the V-M styled portable stereo systems our customers have been waiting for! AD MATS AND COMPLETE SALES PROMOTION PROGRAM IS READY TO WORK FOR YOU!

V-M MODEL 301

- TWO BIG 6" SPEAKERS—ONE IN EACH DETACHABLE SECTION
- PLAYS STEREO AND MONOPHONIC 45 AND 16 RPM RECORDS
- BASS/TREBLE AND DUAL-LOUDNESS CONTROLS

Striking Charcoal Gray and Explorer White Washable Leatherette Case \$5995⁺ List



• Continued from page 13

CATEGORY II (continued)

\$31 to \$60

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Mitchell	5918	manual	stereo	---	---	jack in back for additional speaker	dual sapphire	no	wood cabinet, pyroxylin covering—blue and white	15 1/2" x 15 1/4" x 5 1/4" (14 lbs.)	\$39.95	self-contained stereo
Mitchell	5919	manual	stereo	---	---	2-4"	dual sapphire	no	wood case, pyroxylin covered—two-toned red and white	17" x 12 1/4" x 6" (16 lbs.)	\$44.95	two separate volume controls, built-in 45 r.p.m. adapter
Motorola	SF14	manual	stereo	4 watts	2 plus rectifier	2-5"	dual sapphire	no	wood covered with fabric—silver, SF14SL—portable	6 1/4" x 20 1/8" x 12 3/8" (20 lbs.)	\$49.95	---
Olympic	C-45	automatic	monaural	5 watts	3	---	dual sapphire	no	leatherette—two-tone	14 7/8" x 16 1/2" x 19 1/8" (20 lbs.)	\$59.95	---
Philco	1385	automatic	stereo	4 watts	---	---	dual sapphire	no	wood—pyroxylin covered—tan and white—1	4 7/8" x 17" (10 lbs.)	\$42.50	compact—2 unit stereo
Phonola	2959	manual	stereo	---	2 plus rectifier	---	dual sapphire	no	solid wood—blue and white—portable	6 1/2" x 13 1/4" x 14 1/2" (16 lbs.)	\$39.95	---
Phonola	759	automatic	monaural	---	1 plus rectifier	---	dual sapphire	---	Solid wood—brown and white portable	8 1/4" x 14 3/4" x 17" (21 lbs.)	\$59.95	---
Regency	RP-4	manual 3-speed	monaural	---	all transistor	---	dual sapphire	AM radio included	vinyl cover—saddle tan—portable	11 1/4" x 9" x 3 1/4" (4 1/2 lbs.)	\$49.95	battery powered
Steelman	202	manual	stereo	---	2 plus rectifier	2-4"	dual diamond, sapphire	no	Ser-V-Lon leather—tan, white, red or black	5 1/4" x 11 1/2" x 13 1/2" (10 lbs.)	\$44.95	concealed speaker removable zip-around case
Steelman	201	manual	stereo	---	2 plus rectifier	2-4"	dual diamond, sapphire	no	plastic covered—tan and white, coral and white	5 1/2" x 17" x 12 5/8" (12 lbs.)	\$39.95	removable speakers
Steelman	301	automatic	monaural	---	2 plus rectifier	2-4"	single diamond-sapphire	---	plastic covered—two-tone red & white, black & white	8 1/2" x 14 1/2" x 16" (20 lbs.)	\$49.95	twin speaker
Steelman	1142	manual	monaural	---	1 plus rectifier	2-4"	single diamond-sapphire	no	Ser-V-Lon leather—suntan, white rawhide, or black	5 1/4" x 11 1/2" x 13 1/2" (10 lbs.)	\$34.95	zip-around attache case
Sylvania	45P08	manual	stereo	3 watts	3	2-4"	dual sapphire	no	wood with leatherette cover—blue & ebony, red & white—portable	5 1/8" x 20 1/2" x 10 1/4" (11 1/2 lbs.)	\$44.95	all-in-one stereo
Symphonic	1604	manual	stereo	---	---	one speaker in detachable lid	dual sapphire	no	blue with white—brown with white—tangerine with black	7" x 12 1/2" x 10 1/4" (10 1/2 lbs.)	\$32.95	separate loudness controls, one speaker in motor board
Symphonic	1607	manual	stereo	---	---	two detachable speakers	dual sapphire	no	turquoise with white, brown with white	16 1/2" x 19" x 13" (15 1/4 lbs.)	\$39.95	4 speeds, separate loudness controls
Symphonic	1614	automatic	monaural	---	---	coax. speaker	dual sapphire	no	blue with white, red with white, black with white	8" x 10 3/4" x 11 1/2" (10 1/2 lbs.)	\$44.95	automatic 45 RPM phono, 12 - record capacity.
Symphonic	1616	automatic	monaural	---	---	front mounted speaker	dual sapphire	no	green with beige, tan with beige	9" x 14 3/4" x 16 3/4" (22 lbs.)	\$49.95	separate volume and tone controls
V-M Corporation	215	manual	monaural	2 watts	1 plus rectifier	4"	dual sapphire	no	leatherette—blue & white, green & white, red & white.	6 3/4" x 11 3/4" (11 lbs. 8 oz.)	\$32.50	---
V-M Corporation	1260	automatic	monaural	3 watts	1 plus rectifier	5 1/4"	dual sapphire	no	leatherette—red & white	8 3/8" x 16" (29 lbs.)	\$54.95	---
V-M Corporation	155	manual	monaural	3 watts	2	4" x 6"	dual sapphire	no	leatherette—2-tone tan & cream	8" x 15 1/2" (15 lbs.)	\$49.95	---
V-M Corporation	630	automatic—2 speed	monaural	3 watts	plus rectifier	5 1/4"	single sapphire	no	leatherette—red & white, blue & white	7" x 12" (11 1/2 lbs.)	\$39.95	---
Webcor	1012	manual	stereo	---	---	2	dual sapphire	no	wood with fabric—blue & white, ebony & white	20" x 7 1/4" x 11 1/8" (10 lbs.)	\$39.95	---
Webcor	1013	manual	stereo	---	---	2 removable	dual sapphire	no	wood with fabric—green & white, gold & white—portable	14 1/2" x 6" x 14" (11 1/2 lbs.)	\$39.95	---
Westinghouse	MUS1, 52MPS1, 52MPS3	manual	stereo	---	---	---	dual sapphire	no	gray & white, red & white, turquoise & white—portable	6" x 19 1/2" x 12 3/8" (18 lbs.)	\$39.95	---
Westinghouse	58AC1-58AC2	automatic	stereo	---	---	---	dual sapphire	no	gray & white, turquoise & white—portable	8 3/4" x 14 1/2" x 16 5/8" (22 lbs.)	\$49.95	---

CATEGORY III

\$61 to \$80

ABC-Paramount	320	automatic	stereo	---	---	1-4"	dual sapphire	no	brown & gold—portable	16" x 15 1/2" x 8 3/4" (23 lbs.)	\$69.95	15 ft. cord, plug-in jack
Admiral Corp.	Y938	automatic	stereo	---	2-5 1/4"	---	dual sapphire	no	pyroxylin fabric over wood—blue and aqua	8 3/4" x 15 3/4" x 17 1/4" (23 lbs.)	\$69.95	One speaker in detachable lid
Arvin	8093	automatic	stereo	2.5 watts	4	1-6"	dual sapphire	no	plywood—brown, gold arvin—portable	12 1/2" x 15" x 13 1/2" (18 lbs.)	\$79.95	auxiliary amplifier-speaker with cable for stereo reproduction
Arvin	8092	automatic	stereo	2.5 watts	4	(2) 5", 6"	single sapphire	no	plywood—tan and gold—portable	10 1/4" x 17 1/4" x 17" (16 lbs.)	\$69.95	detachable speaker—storage for 23 records
Arvin	7093	automatic	monaural	5 watts	3 plus rectifier	2-5"	dual sapphire	no	plywood—blue—portable	9 5/16" x 14 7/8" x 18 7/16" (20 lbs.)	\$69.95	---
Birch	RAC-59	automatic	monaural	---	5 tubes	---	dual sapphire	---	wood covered—green and rose with gray	16 1/2" x 15 1/2" x 8 1/4" (21 lbs.)	\$79.95	V-M changer
Birch	SA-955	automatic	stereo	---	---	2-5"	dual sapphire	---	wood covered—maroon or green with white	19 1/4" x 15" x 8 1/2" (21 lbs.)	\$69.95	V-M changer—"piggy back" speaker
Capitol	925	automatic	stereo	---	2	---	single sapphire	no	wood covered with plastic—red & white, turquoise & white—plastic	9 3/8" x 15 1/2" x 17 3/4" (21 lbs.)	\$69.95	---
Columbia	C-1010	automatic	stereo	3 watts	2 tubes	---	dual sapphire	no	wood—plastic cover—grey-tan	8 1/2" x 15 3/4" x 17 1/4" (26 lbs.)	\$79.95	---
Decca	DP-237	automatic	stereo	---	3 plus rectifier	2-5 1/4"	dual sapphire	---	red & white, blue & white—modern portable	15 5/8" x 9 1/2" x 18" (30 lbs.)	\$79.95	removable speaker in lid
General Electric Co.	RP1120	automatic	needs amplifier speaker AS 2 for stereo	3 watts	2 plus rectifier	---	dual sapphire	no	pyroxylin fabrics over wood—cocoa and beige—portable	9 1/2" x 16 3/4" x 18 1/2" (22 1/4 lbs.)	\$69.95	---
General Electric	RP1115 and RP1116	automatic	stereo	5 watts	2 plus rectifier	---	dual sapphire	no	pyroxylin fabrics over wood—tan and ivory, blue and ivory—portable	7" x 14 1/2" x 13 3/8" (16 lbs.)	\$79.95	lowest priced GE all-in-one stereo
Magnavox	1SC238J	automatic	stereo	2 watts	3 plus rectifier	---	dual diamond-sapphire	---	leatherette over wood—qua & grey, brown & tan, blue & white—portable	8 3/8" x 15 5/8" x 17 3/8" (26 lbs.)	\$79.90	---
Mitchell	5922	automatic	stereo	5 watts	---	---	dual sapphire	no	wood case, pyroxylin coated leatherette—blue and white	15 1/2" x 12 1/4" x 8 1/2" (19 lbs.)	\$69.95	removable speaker with 12 ft. cable
Olympic	SP-58	automatic	stereo	6 watts	4 tubes	---	dual sapphire	no	leatherette—ebony and white—coral and white	10" x 15" x 17 1/2" (24 lbs.)	\$69.95	complete self-contained stereo
Olympic	SP-59	automatic	stereo	8 watts	---	---	dual sapphire	no	leatherette—blue and white—tan and white	9" x 15" x 17 1/2" (28 lbs.)	\$79.95	self contained stereo
Philco	1413	automatic	stereo	4 watts	---	---	dual sapphire	no	wood—pyroxylin covered sun-tan or white alligator—1	7 1/2" x 16 3/4" (21 3/4 lbs.)	\$75	---
Phonola	859	automatic	monaural	5 watts	---	2-(1-6" 1-4")	dual sapphire	no	solid wood—brown and white—portable	8 3/4" x 17 3/4" x 18 1/4" (23 lbs.)	\$79.95	---
Phonola	3059	automatic	stereo	5 watts	---	2-5 1/4"	dual sapphire	no	solid wood—brown and white—portable	8 7/8" x 15 1/2" x 20 1/4" (30 lbs.)	\$79.95	---
Steelman	404	automatic	stereo	5	3 plus rectifier	2-5 1/4"	dual diamond-sapphire	no	plastic covered—blue and white or charcoal and pearl gray	9 3/4" x 15 5/8" x 18 1/4" (26 lbs.)	\$79.95	removable speaker
Steelman	403	automatic	stereo	---	2 plus rectifier	2-5"	dual diamond-sapphire	no	plastic covered—brown and white, coral and white	9 1/2" x 14 1/2" x 16 1/2" (25 lbs.)	\$64.95	speaker in lid
Sylvania	45P10	automatic	stereo	5 watts	3	2-5"	dual sapphire	no	wood with luggage case—gray and white, redwood and white—portable	9 1/2" x 12 1/2" x 18" (23 lbs.)	\$79.95	all in one stereo
Symphonic	1618	automatic	stereo	---	---	speaker in detachable lid	dual sapphire	no	tangerine with white, grey with white	9" x 14 3/4" x 16 3/4" (22 lbs.)	\$64.95	4 speed

CATEGORY III (continued)

\$61 to \$80

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
V-M Corporation	1276	automatic	monaural	3 watts	2 plus rectifier	5"x7"	dual sapphire	no	leatherette—tan and brown	8 1/2"x18" (27 lbs.)	\$79.95	—
V-M Corporation	301-45 & 16 r.p.m.	automatic	stereo	8 watts (peak)	3	2-6"	single sapphire	no	leatherette—charcoal grey and white	7 3/8"x16 1/2" (16 lbs.)	\$59.95	—
V-M Corporation	314-33 & 45 r.p.m.	automatic or manual	stereo	6 watts (peak)	3	2-5 1/2"	single sapphire	no	leatherette—brown and white	8 3/4"x20 1/8" (19 lbs.)	\$79.95	—
Webcor	1053	automatic	stereo	5 watts	—	2	dual sapphire	no	wood covered with fabric—blue and white, grey and white—portable	17"x21 1/2"x10" (21 lbs.)	\$79.95	speaker output jack
Westinghouse	54ACS1-54ACS2	automatic	stereo	—	—	—	dual sapphire	no	gray and white, red and white—portable	9"x14 1/2"x16 5/8" (24 lbs.)	\$69.95	lift-away lid extends speaker up to 12 ft.
Zenith	BP40L	manual	monaural	—	—	1-4"	single sapphire	no	combination Durastron—brown and white—portable	7 3/8"x13"x11 1/4"	\$59.95	fold-away 45 r.p.m. spindle

CATEGORY IV

\$81 to \$100

ABC-Paramount	330	automatic	stereo	—	—	1-6", 1-4"	dual sapphire	no	charcoal with gold bead—portable	19 1/2"x9"x13 1/2" (25 lbs.)	\$89.95	slumber switch turns off everything; jack for external speakers
Admiral	Y957	automatic	stereo	—	4	—	dual sapphire	no	pyroxylin fabric over wood—bronze and rosewood	9 3/8"x15 3/4"x18 1/2"	\$99.95	2-5/4 speakers
Arvin	8091	automatic	stereo	3.0 watts	3 plus rectifier	2-6"	dual sapphire	no	plywood—black & gold—portable	9 11/16"x16"x20 1/4" (25 lbs.)	\$99.95	speakers in 2 "wings" detachable up to 10"
Birch	SW93	automatic	stereo	—	—	5" dual—4 speaker system	dual sapphire	—	wood covered—green or tuberoso, with golden gray	8 1/2"x16 1/4"x21 1/2" (21 lbs.)	\$89.95	wing speakers—V-M 4-speed changer
Birch	FS936	automatic	stereo	5 watts	3	—	dual sapphire	—	wood covered—tan or black with golden white	8 1/2"x18"x23" (27 lbs.)	\$99.95	V-M changer—wing speakers
Capitol	926	automatic	stereo	10 watts	3	—	single sapphire	no	wood covered with plastic fabric—gray with white	9 1/4"x23 1/2"x13 1/2" (27 1/2 lbs.)	\$99.95	—
Columbia	C-1012	automatic	stereo	10 watts	3	—	single sapphire	no	wood—plastic cover—gray-blue	9 1/2"x16 3/4"x22" (34 lbs.)	\$99.95	—
Decca	DP-296	automatic	stereo	—	3	2-6", 2-4"	dual sapphire	no	silver with charcoal and cream with brown trim—portable	16 3/4"x10 1/4"x20" (26 3/4 lbs.)	\$99.95	—
General Electric	RP1130	automatic	stereo	5 watts	2 plus rectifier	—	dual sapphire	no	pyroxylin fabrics over a wood frame—beige and white—portable	9 1/2"x17"x19 1/4" (23 lbs.)	\$99.95	all-in-one
Magnavox	15C242J	automatic	stereo	2 watts	3 plus rectifier	—	dual diamond, sapphire	tuner in phono only	leatherette over wood—green & ivory, gray & black, brown & brown—portable	8 7/8"x15 1/4"x22" (30 lbs.)	\$99.90	—
Mitchell	5923	automatic	stereo	6 watts (peak)	—	4-4" detachable second speaker	dual sapphire	no	wood cabinet, fabric covered—watermelon and ivory	18 1/4"x15 3/4"x8 1/4" (21 lbs.)	\$89.95	balance controls for each channel, V.M. changer
Motorola	SF11N	automatic	stereo	—	3 plus rectifier	2-5 1/4"	dual sapphire	no	wood covered with fabric—brown & white, blue & white—portable	9 1/4"x15"x19"	\$99.95	—
Olympic	SP-60	automatic	stereo	10 watts	5	—	dual sapphire	no	leatherette—blue and white—charcoal and white	8 3/4"x15 1/4"x23 1/4" (35 lbs.)	\$99.95	2 separate speaker systems
Philco	1410	automatic	stereo	4 watts	—	—	dual sapphire	no	wood, textile—gray—one	9 1/4"x19 1/2" (23 lbs.)	\$89.95	"stereo-dors"—all in one stereo
Philco	1416	automatic	stereo	4 watts	—	—	dual sapphire	no	wood, textile—luggage tan, black alligator—1	9 1/4"x15 1/2"x19 1/2"	\$99.95	"stereo-dors"—all in one stereo
Phonola	2659	automatic	stereo	10 watts	—	4-4"	dual sapphire	no	solid wood—blue—portable	9"x16"x19" (30 lbs.)	\$89.95	—
Phonola	3159	automatic	stereo	10 watts	—	4-4"	dual sapphire	no	solid wood—green and white—portable	9 1/2"x18 3/8"x22 3/8" (31 lbs.)	\$99.95	—
Steelman	601	automatic	stereo	5 watts	3 plus rectifier	2-6"	dual diamond, sapphire	no	solid—mahogany, lined oak—\$104.95—contemporary	27"x20"x16"	\$99.95	compact cabinet
Steelman	405	automatic	stereo	7 watts	3 plus rectifier	4-2-6", 2-4"	dual diamond, sapphire	no	plastic covered—black & brown—metallic white	10"x21 1/2"x16" (38 lbs.)	\$99.95	removable speakers
Sylvania	45P11	automatic	stereo	4 watts	4	2-6", 2-2"	dual sapphire	no	wood with luggage case—brown & eggshell—portable	9 1/2"x23 1/2"x13 1/2" (27 1/2 lbs.)	\$99.95	all-in-one stereo
Symphonic	1619	automatic	stereo	—	—	detachable wing speaker	dual sapphire	no	black with white, suntan with white	9"x18 1/2"x16 3/4" (27 1/2 lbs.)	\$84.95	separate loudness, tone controls
Symphonic	1623	automatic	stereo	—	—	2 wing speakers	dual sapphire	no	suntan with white, gray with tangerine	9 1/4"x24 3/4"x13 3/4" (27 1/2 lbs.)	\$99.95	separate loudness, bass and treble controls
V-M Corporation	156 4-speed	manual	monaural	6 watts	3	6"x9", 3.5"	dual sapphire	no	leatherette—2-tone gray	10"x13 1/2" (34 lbs. 8 oz.)	\$99.95	—
V-M Corporation	1281-1882	automatic	stereo	—	4	8", 3.5"	dual sapphire	1281—no 1282—AM \$125	"Fabrikoid"—checkerboard tan and brown	9 3/8"x18 3/8" (27 1/2 lbs.) 1281—(28 1/2 lbs.)	\$99.50	—
Webcor	1054—Holiday	automatic	stereo	55 watts	—	2-5"	dual sapphire	no	wood covered with fabric—black and silver, copper and silver—portable	9 1/4"x18"x22 1/2" (24 lbs.)	\$99.95	external speaker output jack
Westinghouse	55ACS1-55ACS2	automatic	stereo	—	—	—	dual sapphire	no	gray & white, brown & white—portable	9"x14 5/8"x20 3/4" (32 lbs.)	\$89.95	—

CATEGORY V

\$101 to \$150

Admiral	Y967	automatic	stereo	—	—	4-5 1/4"	dual sapphire	—	pyroxylin fabric over wood—brown and beige	9 3/4"x18"x19 1/2"	\$129.95	one stowaway speaker unit
Arvin	7097	automatic	stereo	12 watts	4	3 6x9", 4", 3 1/2"	dual sapphire	no	plywood—charcoal gray—portable	9 3/4"x18 3/16"x20 1/4" (29 lbs.)	\$119.95	auxiliary amplifier-speaker
Birch	FW948	automatic	stereo	5 watt	—	3 tubes plus rectifier	dual sapphire	—	wood covered—tan or black with white	8 1/4"x18"x26" (32 lbs.)	\$119.95	V-M changer—wing speaker
Capitol	928	automatic	stereo	20 watts	3	—	single sapphire	no	wood covered with plastic—simulated pigskin	11 1/2"x20"x20" (36 lbs.)	\$129.95	—
Columbia	C-1014	automatic	stereo	20 watts	4 tubes	—	single sapphire	no	wood—plastic cover—tan	9 3/8"x23 1/2"x20 1/2" (39 lbs.)	\$139.95	—
Columbia	C-1148	automatic	stereo	5 watts	3 tubes	—	single sapphire	no	wood—mahogany, \$129.95; blond and walnut, \$139.95	28"x21 1/2"x15 1/8"	\$129.95	—
Decca	DP-303	automatic	stereo	—	3	2-6"	dual sapphire	no	wood veneers—mahogany, DP-304: Blonde, & DP-305: Walnut, \$114.95—contemporary	27"x26"x16"	\$109.95	all in one stereo
Decca	DP-295	automatic	stereo	—	4	4-6"	dual sapphire	no	composition—Texolite—charcoal, suntan—portable	15 3/4"x9 1/4"x21 1/2" (28 lbs.)	\$139.95	complete stereo, second speaker rides on unit
General Electric	RP1150	automatic	stereo	14 watts	3 plus rectifier	—	dual sapphire	no	pyroxylin over wood frame—two-tone blue—portable	10"x20"x20" (31 lbs.)	\$129.95	—
General Electric	RP1160	automatic	stereo	5 1/2 watts	4 plus rectifier	—	dual sapphire	AM	pyroxylin fabrics over wood—one—two-tone gray—portable	9 1/2"x20"x18 1/4" (30 lbs.)	\$129.95	needs amplifier speaker AS4 for complete stereo
General Electric	RT1230 and RT1231	automatic	stereo	10 watts	3 plus rectifier	—	dual sapphire	no	wood veneers—2, mahogany, veneers, \$149.95—blond oak veneers, \$159.95—table console	10 3/8"x19"x18 3/4" plus 14 11/16" legs	\$149.95	needs amplifier speaker AS15 or AS16 for complete stereo
Magnavox	15P241F	automatic	stereo	2 watts	3 plus rectifier	—	dual diamond, sapphire	—	leatherette over wood—gray & black, brown & tan, blue & white—portable	9 1/8"x16"x18 1/8" (22 lbs.)	\$114.90	matching speaker unit required

(Continued on page 18)

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CATEGORY V (continued)

\$101 to \$150

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Mitchell	5924	automatic	stereo	8 watts	—	4 speakers (2-6", 2-3 1/2")	dual sapphire	no	wood case—fabric covered—beige & ivory	20 3/4"x16"x8 1/2" (24 lbs.)	\$119.95	V.M. changer complete with 45 spindle
Mitchell	5925-5926	automatic	stereo	8 watts	—	2-8" dual coax	dual sapphire	no	solid wood—blonde, mahogany	16"x20"x29"	\$129.95	deluxe VM changer, 45 r.p.m. spindle incl.—wood legs
Motorola	SH16B	automatic	stereo	20 watts	3 plus rectifier	2-6", 2-4"	dual sapphire	no	wood covered fabric—congo blue—SH163E, ebony—portable	9 7/8"x22 1/4"x16 5/8"	\$129.95	—
Olympic	723	automatic	stereo	6 watts	3 tubes	3	dual sapphire	no	grained wood—mahogany and oak	28"x23"x16 1/2"	\$129.95	—
Olympic	728	automatic	stereo	6 watts	—	3 speakers	dual sapphire	AM	grained wood—mahogany and oak	28"x22"x16 1/2"	\$139.95	—
Philco	1418	automatic	stereo	12 watts	—	—	dual sapphire	no	wood—luggage finished—yellow & white—1	9 1/2"x20 3/4" (34 lbs.)	\$139.95	radio jack
Philco	1412	automatic	stereo	12 watts	—	—	dual sapphire	no	wood—leatherette covered—two-tone: blue & white—1	9 1/2"x17 3/4"x20 3/4" (34 lbs.)	\$129.95	—
Phonola	2759	automatic	stereo	15 watts	—	2-6", 2-4x6"	dual sapphire	no	solid wood—tan and white—portable	9"x18"x19" (31 lbs.)	\$119.95	—
Phonola	3259	automatic	stereo	20 watts	—	2-6", 2-3 1/2"	dual sapphire	no	solid wood—gray & brown—portable	10"x17 3/4"x22" (35 lbs.)	\$129.95	—
Phonola	3559	automatic	stereo	10 watts	—	2-8"	dual sapphire	no	solid wood—furniture finish—console	28 3/4"x19 3/4"x15" (37 lbs.)	\$119.95	—
RCA Victor	PD27	automatic	stereo	4.5 watts	—	1-6 1/2", 2-3 1/2"	dual sapphire	no	hardboard cabinets—mahogany, oak, maple, walnut-grained finishes—console with removable legs	27"x20"x18"	\$149.95	—
RCA Victor	PL28	automatic	stereo	9 watts	—	2-6 1/2", 2-3 1/2"	dual sapphire	no	simulated leather—two-tone brown—portable	9"x18"x19 1/4"	\$139.95	2d speaker in "Liftaway" lid
Setchell-Carlson	RP 91A	automatic	optional	dual 30 watts	6	—	single diamond & sapphire	AM & FM optional	hardwood veneer—oak, cherry, walnut, mahogany—console	32"x21 1/8"x15 1/2"	\$149	optional stereo speaker
Setchell-Carlson	RP 92A	automatic	optional	30 watts	6	—	single diamond, sapphire	AM-FM included	veneer (hardwood)—oak, cherry, walnut, mahogany	31 7/8"x26 1/2"x16 1/2"	\$149	optional stereo speaker
Steelman	602	automatic	stereo	6	3 plus rectifier	4-2-6", 2-4"	dual diamond, sapphire	no	solid—mahogany, limed oak or walnut, \$144.95—contemporary	27 1/2"x25"x15 3/4"	\$139.95	compact cabinet, external jacks
Steelman	552	automatic	stereo	5	8 plus rectifier	2-6" (coaxially mounted tweeters)	dual diamond, sapphire	FM-AM included	plastic covered—black & metallic white	9 1/2"x24"x19 1/2"	\$149.95	removable speakers
Steelman	551	automatic	stereo	5	6 plus rectifier	2-6" (coaxially mounted tweeters)	dual diamond, sapphire	AM included	plastic covered—tan & metallic white	9 1/2"x24"x19 1/2"	\$119.95	removable speaker
Steelman	406	automatic	stereo	10	4 plus rectifier	2-8", 2-4" (coaxially mounted tweeters)	dual diamond, sapphire	no	stitched case—tan or charcoal	10"x23"x16"	\$149.95	balance-control-removable speakers
Symphonic	1625	automatic	stereo	20 watts	—	6 speakers	dual sapphire	no	black, suntan	9"x23 3/4"x18 3/4"	\$139.95	frequency response, 50-15,000 CPS
Symphonic	1626	automatic	stereo	10 watts	—	—	dual diamond, sapphire	no	black leather, ginger leather	9 3/4"x16 3/4"x19 3/4" (29 lbs.)	\$149.95	genuine leather covering
Symphonic	1641	automatic	stereo	20 watts	—	—	dual sapphire	no	composition—mahogany, limed oak, walnut	30 3/4"x24 3/4"x16 3/4"	\$139.95	automatic changer, 50-15000 CPS
V-M Corporation	312	automatic	stereo	8 watts (peak)	3	2-5 1/2"	dual diamond	no	leatherette—blue & white with silver	8 1/2"x22 1/2" (25 lbs.)	\$109.95	—
V-M Corporation	557	automatic	stereo	—	5	8", 5"x7"	dual sapphire	no	"Fabrikoid"—marbelized blue-gray "Fabrikoid"	9 1/2"x21 1/6" (40 lbs.)	\$139.95	—
V-M Corporation	1296	automatic	stereo	—	5	8"x3.5"	dual sapphire	AM	veneer—blond, mahogany—contemporary	9 7/8"x18 1/2"	\$145	—
Webcor	1055—Musical	automatic	stereo	8 watts	4, including rectifier	2-5", 1-6"	dual sapphire	no	MC-1055, mahogany—\$149.95. BC-1055, blond; WC-1055, walnut—\$159.95—modern	24 1/2"x28 3/4"x21"	\$149.95	record storage compartment
Webcor	1063	automatic	stereo	14 watts	5 including rectifier	2-5", 1-6"	dual sapphire	no	wood with fabric—EP-1063, black and silver; TP-1603, copper and brown—portable	10 1/2"x19"x22 3/4" (34 1/2 lbs.)	\$139.95	—
Westinghouse	60ACSI	automatic	stereo	—	—	2-6"	dual sapphire	no	mahogany grain finish. Limed oak and fruitwood, \$149.95—console	26"x27"x16 1/4"	\$139.95	all in one stereo
Westinghouse	56ACSI	automatic	stereo	—	—	2-6"	dual sapphire	no	charcoal gray, saddle tan—portable	8 7/8"x23 1/8"x18" (44 lbs.)	\$109.95	—
Westinghouse	57ACSI	automatic	stereo	20 watts	—	2-6", 2-4"	dual diamond, sapphire	no	charcoal, bark brown—portable	8 3/4"x26 3/4"x18" (60 lbs.)	\$149.95	automatic shut-off
Westinghouse	F-1001	automatic	stereo	—	—	2-6"	dual sapphire	no	veneer paneled hardwood—mahogany grain finish, cherry grain finish, F-1003, \$159.95—custom traditional	26"x30"x16 1/4"	\$149.95	balance control
Westinghouse	F-1000	automatic	stereo	—	—	2-6"	dual sapphire	no	veneer paneled—walnut, limed oak, \$159.95—contemporary console	26"x30"x16 1/4"	\$149.95	all-in-one stereo, remote speaker jack for auxiliary speaker
Zenith	DPS80C-Faust	automatic	stereo	5	—	2-5"x7", 2-3 1/2"	dual sapphire	no	wood covered in Durastron—charcoal & white—portable	8 3/4"x18 1/4"x19 1/4"	\$129.95	remote speaker in removable cover
Zenith	BPS89L	automatic	stereo	5	—	2-6", 2-4"	dual sapphire	no	wood covered in Durastron—brown, also charcoal—portable	17 1/4"x9 1/8"x18 3/4"	\$149.95	complete with remote speaker

CATEGORY VI

\$151 to \$200

Admiral	Y979	automatic	stereo	20 watts	5	2-8"—2-3 1/2"	dual sapphire	no	pyroxylin fabric over wood—gray and charcoal—2 piece	9 15/16"x15 3/4"x20 3/8"	\$159.95	large speaker cabinets
Admiral Corp.	Y722, 723	automatic	stereo	20 watts	5	2-8", 2-3 1/2"	dual sapphire	no	ensemble #723—\$219.95	—	\$199.95	balanced sound system
Birch	SC212	automatic	stereo	10 watts	4 plus rectifier	2-10" coaxials 2-4" tweeters	dual sapphire	stereo tuner incl.	oak-walnut—self-contained console	36"x16"x30"	\$179.95	4-speed V-M changer. Full tonal range
Birch	Su-284 & Sp284C	automatic	stereo	10 watt	4 plus rectifier	4-8" coaxials	dual sapphire	stereo tuner	mahogany veneer—oak-walnut—modern	32x24x16 3/4x19 3/4x9 1/2x8	\$199.95	separate console speaker
Capitol	932	automatic	stereo	30 watts	—	2-9", 4-3 1/2"	dual sapphire	no	wood covered with plastic—simulated leather—two piece stereo	10"x16"x21" 45 lbs. 3 oz.	\$199.95	record storage
Columbia	C-1150	automatic	stereo	5 watts	3 tubes	—	single sapphire	no	wood—mahogany, \$199.95—walnut, \$209.95	28"x25"x17 3/4"	\$199.95	—
Columbia	C-1154	automatic	stereo	10 watts	4 tubes	—	single sapphire	no	wood—mahogany, \$199.95—blonde and walnut, \$209.95	26 3/8"x32 3/8"x15 3/8"	\$199.95	—
Decca	DP 310	automatic	stereo	—	—	2-8", 2-4"	single sapphire	no	Mahogany. Limed Oak; DP-311 & walnut; DP-312—\$174.95—contemporary	32 1/2"x27 3/4"x16"	\$169.95	switch to separate speaker for external stereo; includes \$50 worth of records

(Continued on page 22)

1.1. 1959

RETAIL FORECAST: 1960's TOP SELLER



NEW COLUMBIA STEREO 1 HIGH-FIDELITY 6-SPEAKER PORTABLE

\$139⁹⁵

- Two 6", two 4", two 2" speakers.
- Push-pull balanced amplifier, 20 watt peak output.
- Exclusive Columbia CD Cartridge plays all records, all speeds.
- Handsomely styled in two-tone washable case.

See KING STEREO advertised in:
THE SATURDAY EVENING POST
TIME—NEW YORKER—SUNSET
BETTER HOMES & GARDENS
SPORTS ILLUSTRATED

Here it is!—The stereo portable that's destined to be your top seller in 1960. Be convinced! Listen to it yourself. Then demonstrate it. Your customers will be amazed. Because there's never been a tone like this before in a portable phonograph. The big, rich voice has a range and depth that's the envy of many makers' expensive consoles.

It has the extra advantage of today's biggest advance in the whole great field of sound: Columbia's own **Stereo 1**. Interlocking circles of sound sweep through the room in every direction, surrounding the listener with the magic of a "live" performance.

Get ready to meet the sure demand for this great new King Stereo. It will be the focal point of Columbia's national advertising program on portables—in consumer magazines and CBS network radio. Stock it big. Promote it big. And profit big. Contact your distributor today.

Columbia Phonographs—
CBS Electronics—
Division of Columbia Broadcasting System—
405 Park Avenue, N. Y. C.

One of the new phonographs featuring

Stereo 1 by COLUMBIA

NUMBER ONE IN THE WONDERFUL WORLD OF SOUND!

Major break-through in recorded sound launches a new era in home entertainment selling—opens up a whole new market for you

RCA Victor introduces first stereo player/recorder that ends threading,

18 great demonstrable features! RCA Victor's Stereo Tape Cartridge Player/advanced features for the easiest-to-operate, easiest selling tape recorder

Model SCP2. Plays up to 2 hours on a single cartridge. Push-button controls. Unbelievably easy to operate! No threading or rewinding. 3 speaker high fidelity sound system. 2 microphones. Dual amplifier. Plays and records stereophonically and monaurally. Companion speaker, extra, completes stereo system. In charcoal and white. Introduced in Life October 19!

RCA VICTOR DESIGNED AND DEVELOPED THE TAPE CARTRIDGE



Nationally advertised list price shown, optional with case. Price, specifications subject to change without notice. © RCA trademark for record and tape players.

Your favorite classical and pop music is now on pre-recorded Tape Cartridges from \$5.95. Among them these great RCA Victor recordings:

"The New Glenn Miller Orchestra in Hi-Fi"

George Melachrino . . .
"Under Western Skies"

Perry Como . . .
"Saturday Night with Mr. C"

"Hugo Winterhalter Goes . . . Latin"

The Three Suns . . .
"Love in the Afternoon"

Harry Belafonte . . .
"Love Is a Gentle Thing"

Rachmaninoff: Rhapsody on a Theme of Paganini, Op. 43 —
Rubinstein/Chicago Symphony/Reiner

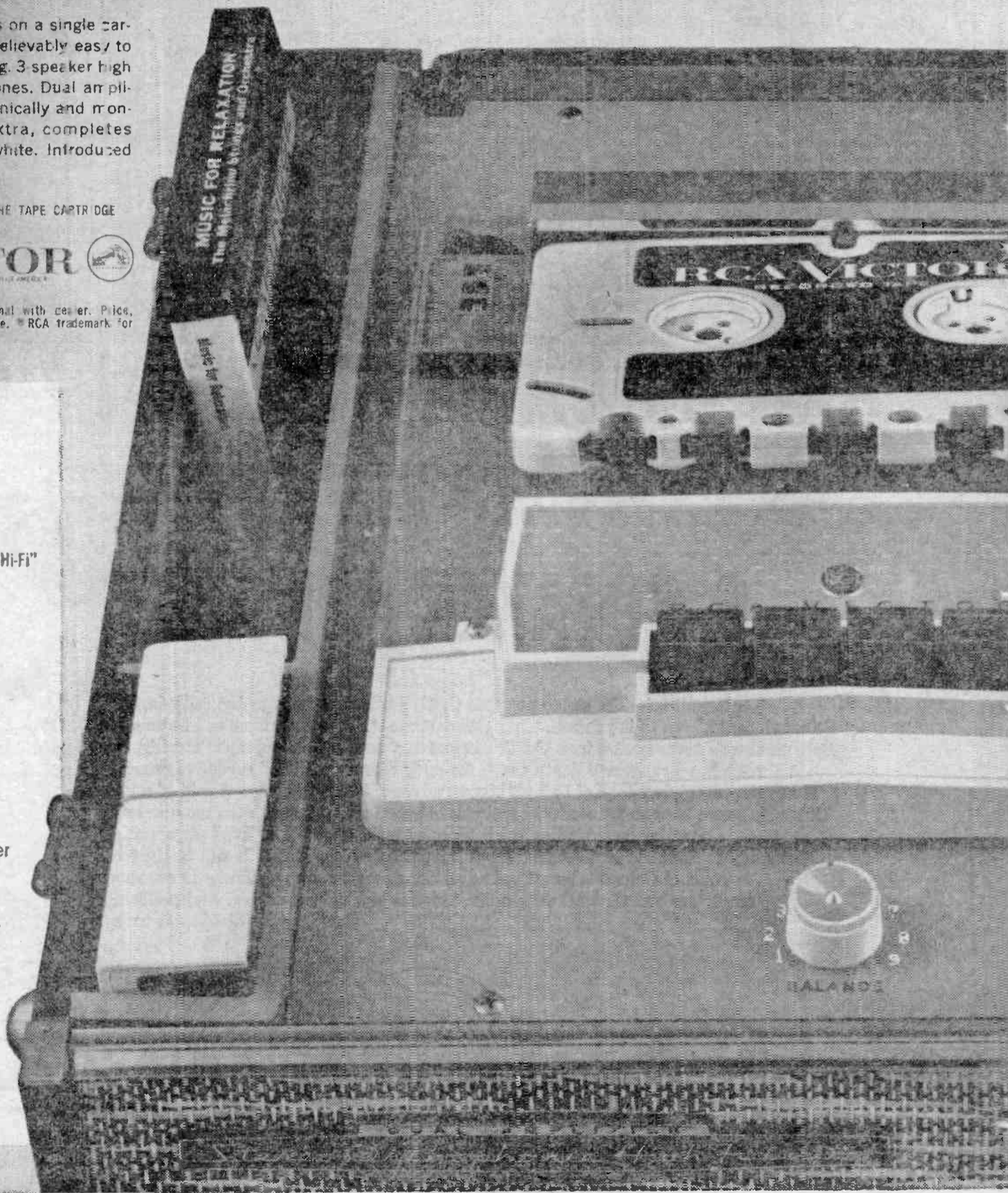
Tchaikovsky: Violin Concerto —
Heifetz/Chicago Symphony/Reiner

Vienna — Chicago Symphony/Reiner

Beethoven: Concerto No. 5 —
Rubinstein/Symphony of the Air/Krips

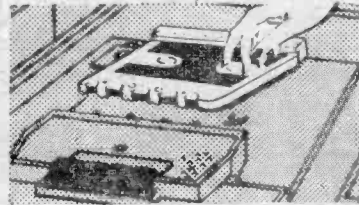
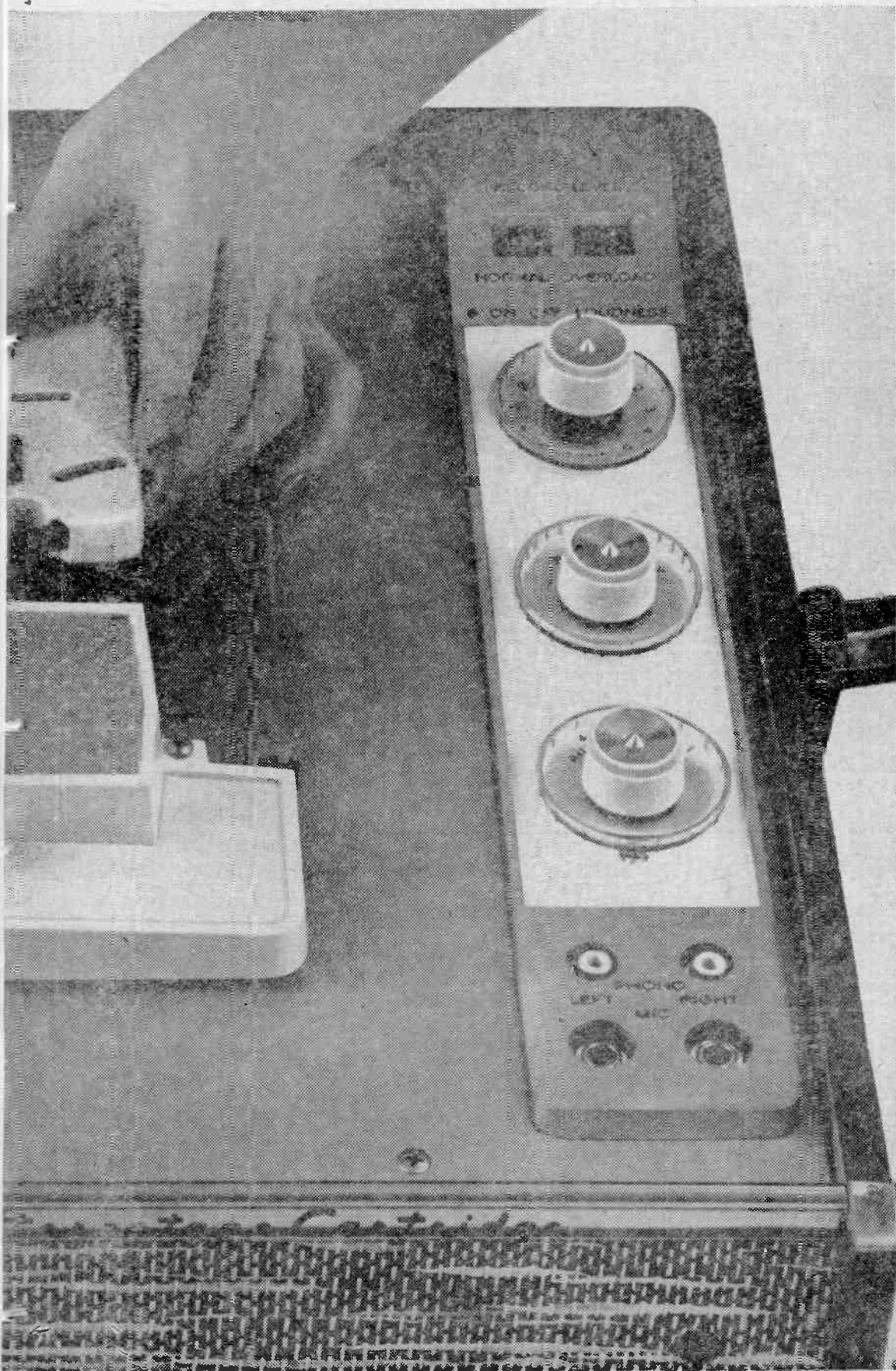
Copland: Billy the Kid and Rodeo —
Morton Gould

Mendelssohn: Symphonies Nos. 4 and 5 —
Boston Symphony/Munch

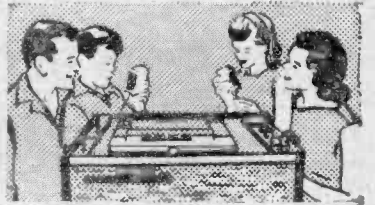


tape cartridge winding, fussing

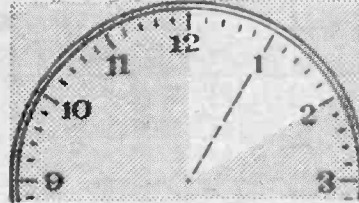
Recorder is jam-packed with the most you've ever had. Ready for delivery now!



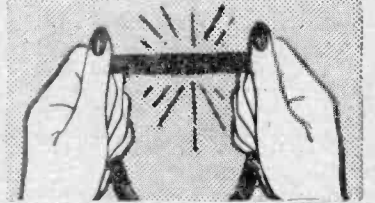
Tape at a touch. Easy magazine loading. Tape Cartridge simply drops in. No threading of tape ever



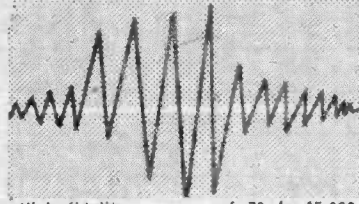
Records stereophonically or monaurally electrically or by microphone



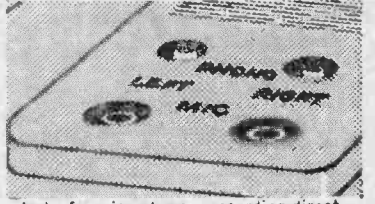
Records and plays back up to 2 hours monaurally, 1 hour in stereo on a single cartridge



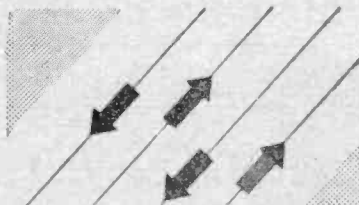
Super-strong Mylar tape — designed for lifetime fidelity



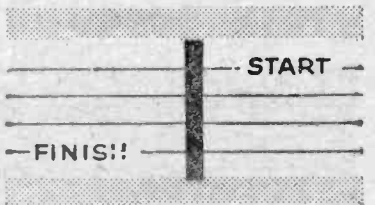
High fidelity response of 70 to 15,000 cycles



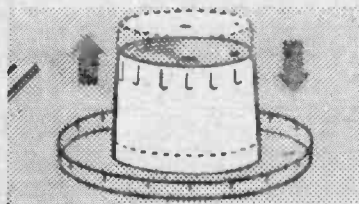
Jacks for microphones—recording direct—stereo companion speaker or "Victrola"®



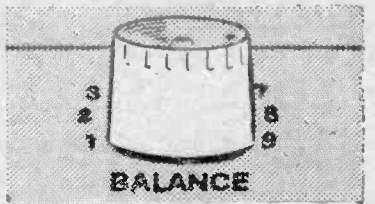
"Precision-play" 4-track tape transport—with new tape speed of 3 3/4 ips



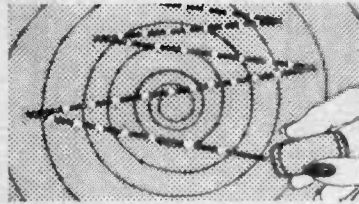
No rewinding needed — even at end of selection



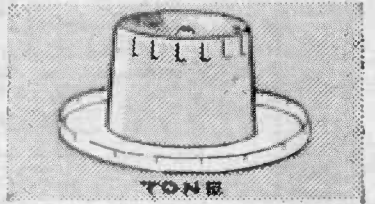
Pull-push volume control for pre-set volume—stand-by warm up—automatic shut-off



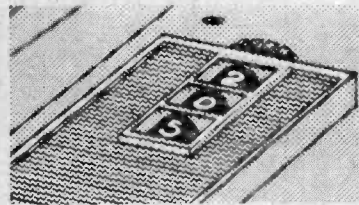
Single stereo balance control regulates output of both sound channels



Foolproof "No-erase" tape protection



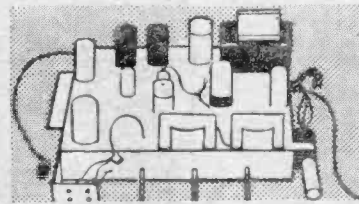
Variable tone control accentuates highs or lows



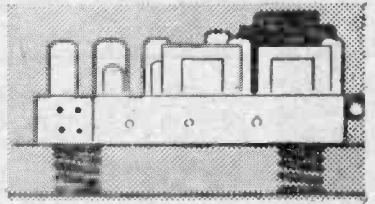
Accurate indicator pinpoints selections on tape



Pre-recorded stereo selections from \$5.95 —high fidelity recording costs up to 36% less per hour than on 2-track tape



Powerful 2-in-1 amplifier delivers a maximum output of 17 watts



Shock-mounted transport for quiet operation

Another great selling opportunity for you!



Fully automatic—plays all 4 tracks automatically for two hours of uninterrupted music — no need to turn cartridge over. 5 push buttons. In brown and beige, Model SCP3.

• Continued from page 18

CATEGORY VI (continued)

\$151 to \$200

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Hoffman	810	automatic	stereo	20 watts	4 plus rectifier	—	dual sapphire	no	luggage—fabric covered—gray, tan—portable	18"x28"x9" 52 lbs.	\$159.95	—
Magnavox	1SP263FA	automatic	stereo	10 watts	4	—	dual diamond, sapphire	tuner in phono only	wood—mahogany, oak, cherry, syntex—console	26 1/2"x20"x16 9/10"	\$169.50	matching speaker unit required
Magnavox	1SF268F	auto	stereo	10 watts	4	—	dual diamond, sapphire	tuner in phono only	wood—walnut, mahogany, cherry, syntex—console	26 1/2"x32"x17 1/2"	\$199.50	—
Magnavox Company	1SP275F	automatic	stereo	20 watts	8	—	dual diamond, sapphire	tuner in phono only	wood—walnut, oak, mahogany, cherry syntex—console	30"x23"x16 1/2"	\$199.50	matching speaker unit required
Moterele	SH12N	automatic	stereo	34 watts peak	4 plus rectifier	2-6", 2-4" 1-6x9"	dual sapphire	no	wood covered in fabric—brown, black, Irish linen—portable	10"x25"x19 1/2"	\$159.95	—
Moterele	SH17GL	automatic	stereo	34 watts peak	4 plus rectifier	2-6", 2-4"	dual sapphire	no	wood covered in fabric—gold, brown, black, Irish linen—portable	9 3/4"x25"x19 3/8"	\$179.95	—
Moterele	SH18GL, SH18N	automatic	stereo	34 watts peak	5 plus rectifier	1-5 1/4", 1-4", 1-6x9"	dual sapphire	no	wood with fabric—gold, brown—portable	9 1/8"x22 3/4"x20 7/8"	\$199.95	—
Olympic	730	automatic	stereo	10 watts	—	4 speakers	dual sapphire	AM	grained wood—mahogany and oak	28"x29 1/2"x16 1/2"	\$169.95	2 separate speaker systems
Olympic	654	automatic	stereo	30 watts	4 tubes	4 speakers	dual sapphire	no	genuine veneer wood—mahogany and oak	32"x27"x18 3/8"	\$169.50	2 separate speaker systems
Olympic	655	automatic	stereo	30 watts	5 tubes	6 speakers	dual sapphire	no	genuine veneer wood—mahogany, oak, walnut	31 1/8"x28 1/2"x18"	\$199.95	2 separate speaker systems
Philco	1616	automatic	stereo	12 watts	—	—	dual sapphire	no	wood—walnut or mahogany	9 3/8"x25"x15 1/2"	\$179.95	stereo-dors
Philco	1608	automatic	stereo	12 watts	—	—	dual sapphire	no	wood—mahogany; \$10 more blonde, \$20 more walnut	26"x30"x20 1/2" with legs	\$199.95	stereo-dors
Philco	1618	automatic	stereo	12 watts	—	—	dual sapphire	no	wood—walnut; \$10 more mahogany; \$20 more blonde	12 7/8"x30"x20 1/8" without legs	\$199.95	stereo-dors
Phonola	3359	automatic	stereo	30 watts	—	2-8", 2-4"	dual sapphire	no	solid wood—grey & silver—portable	9 3/4"x25"x19 3/8"	\$159.95	—
RCA Victor	PD23	automatic	stereo	17 watts	—	1-8" woofer 2-3 1/2" tweeters	dual diamond, sapphire	no	hardboard cabinets—mahogany, oak, walnut, cherry, grained finishes—\$189.95; traditional console	28"x28 1/4"x16 1/2"	\$179.95	—
RCA Victor	PD24	automatic	stereo	17 watts	—	1-6 1/2" woofer 2-3 1/2" tweeters	dual diamond, sapphire	no	hardboard cabinets—mahogany, oak, walnut, cherry, grained finishes—\$169.95; console	27 1/2"x20"x18"	\$159.95	—
RCA Victor	PF26D	automatic	stereo	15 watts	—	2-6 1/2" woofers 2-3 1/2" tweeters	dual diamond-sapphire	no	brown/white portable	10 1/4"x18"x21 1/4"	\$169.95	2nd speaker's "snap-mounted" on front
RCA Victor	PF26	automatic	stereo	15 watts	—	2-6 1/2" woofers 2-3 1/2" tweeters	dual sapphire	no	simulated leather—two-tone gray—portable	10 1/4"x18"x21 1/4"	\$159.95	2nd speaker's "snap-mounted" on front
Steelman	702	automatic	stereo	6	9 plus rectifier	4-2-6", 2-4"	dual diamond, sapphire	AM-FM tuner included	solid—mahogany. Lined oak, walnut—\$209.95—Contemporary	27 1/2"x25"x15 3/4"	\$199.95	external speaker-jacks
Steelman	603	automatic	stereo	20 watts	6 plus rectifier	6-2-8" woofers 4-4" tweeters	dual diamond-sapphire	no	hand-rubbed veneer—mahogany—lined oak, walnut—\$209.95—Contemporary	30"x37"x16"	\$199.95	2 separate cross-over networks—isolated sound reflector chambers
Sylvania	45C13	automatic	stereo	20 watts	5	1-8", 1-6", 2-3"	dual sapphire	no	grained wood—mahogany, blonde—modern	25"x17 1/2"x33"	\$199.95	stereo balance control
Symphonic	1644	automatic	stereo	20 watts	—	—	dual sapphire	no	composition—mahogany, lined oak, walnut grain—transitional	28"x34"x16"	\$159.95	4-speed changer
Symphonic	1647	automatic	stereo	20 watts	—	—	dual sapphire	no	composition—mahogany, lined oak, walnut—transitional	29 1/2"x36 1/4"x16 1/4"	\$189.95	4-speed changer, on-off light
Symphonic	1660	automatic	stereo	20 watts	—	—	dual sapphire	tuner	composition—mahogany, lined oak, walnut grain—transitional	30 3/4"x24"x16 3/4"	\$199.95	full stereo, jeweled on-off light
V-M Corporation	566	automatic	stereo	25 watts (peak)	5	12", 4"	dual sapphire	no	veneer—blonde, mahogany: \$179.95—walnut: \$185—provincial: \$199.95. Contemporary	31"x16"	\$179.95	—
V-M Corporation	564	automatic	stereo	16 watts	7	2-8"	dual sapphire	no	veneer—mahogany, blonde: \$159.95—walnut: \$164.95—ebony: \$169.95. contemporary console	10 3/4"x19 1/2"	\$159.95	—
V-M Corporation	811	automatic	stereo	16 watts	5	1-12", 1-315"	dual sapphire	no	veneer—mahogany, walnut, blonde—Contemporary	29 3/16"x16 1/2"	\$179.95	—
Webcor	1050	automatic	stereo	18 watts	5	2-6", 2-4"	single sapphire	no	wood with fabric—ebony—portable	24 1/2"x9 1/2"x19 1/2" (42 lbs.)	\$169.95	front mounted controls
Webcor	1069	automatic	stereo	14 watts	4 plus rectifier	1-10", 2-5"	dual sapphire	no	veneer—mahogany, walnut and blonde: \$189.95—modern	32 3/4"x24"x17 3/8"	\$179.95	—
Zenith	SF112R	automatic	stereo	6 watts	—	—	dual sapphire	no	veneer and solids—mahogany, blonde oak; walnut—\$169.95—Contemporary	11 1/2"x19 1/2"x18 3/4"	\$159.95	provision for remote speaker system. (1 - 7 1/2" woofer, 1-3 1/2" tweeter), 25-ft. extension cord.
Zenith	SF114W, SF114R	automatic	stereo	20 watts peak	—	1-10", 1-3 1/2"	dual sapphire	no	veneer walnut; mahogany—\$179.95. Blonde oak—\$189.95. Modern	30"x25"x16 1/4"	\$179.95	Model SRS4 is matching speaker system with 1-10" woofer, & 1-3 1/2" tweeter.
Zenith	SFD122R, SFD122W	automatic	stereo	40 watts peak	—	1-12", 1-5"	dual sapphire	no	veneers and hardwood solids—mahogany-walnut, \$199.95—blonde oak—\$209.95—Contemporary	29"x27"x16 1/8"	\$199.95	Speaker amplifier Model SRD22 additional.

CATEGORY VII

\$201 to \$300

Admiral	Y729	automatic	stereo	20 watt	5	2-8", 2-3 1/2"	dual sapphire	no	ensemble	—	\$239.95	balanced sound system
Admiral	Y1021, 1022, 23	automatic	stereo	20 watts	5	2-8", 2-3 1/2"	—	AM-FM tuner optional with radio	veneer—mahogany, walnut, blond, \$289.95—all-in-one console	13"x38"x15 1/16"	\$279.95	balanced sound system
Admiral	Y1041, 42, 43	automatic	stereo	20 watts	5	2-8", 2-3 1/2"	—	AM-FM optional	wood over hardboard—mahogany, walnut, blond, \$299.95—ensemble	29 1/2"x24"x15 7/16"	\$279.95	balanced sound system
Admiral	Y1002, 09	automatic	stereo	20 watts	5	2-8", 2-3 1/2"	—	radio-optional	veneers—mahogany, cherrywood—\$299.95—all-in-one console	31"x38"x14 5/8"	\$289.95	balanced sound system
Admiral	Y1069	automatic	stereo	20 watts	5	2-8", 2-3 1/2"	—	radio-optional	veneers—cherrywood—ensemble	29 3/4"x24"x15 3/8"	\$299.95	balanced sound system
Capitol	No. 933	automatic	stereo	—	7-plus rectifier	(4) in 2 bass reflex cabinets	dual diamond-sapphire	AM-FM optional	solid wood—mahogany, walnut, lined oak—modern	22"x27"x17"	\$249.95	versatile 3-piece ensemble
Capitol	930	automatic	stereo	—	7 tube	(4) in 2 separate enclosures	dual diamond-sapphire	FM tuner optional	solid wood—mahogany, walnut—lined oak—modern & traditional	27 1/2"x42 7/8"x18"	\$239.95	full speaker separation
Columbia	C-1160	automatic	stereo	10 watts	4 tubes	—	single diamond	no	wood—mahogany, \$299.95—blond and walnut, \$309.95	30"x24"x15 1/4"	\$299.95	—
Columbia	C-1158	automatic	stereo	10 watts	4 tubes	—	single diamond	no	wood—mahogany, \$299.95—cherry and walnut, \$309.95	30"x36"x15 5/8"	\$299.95	—
Columbia	C-1156	automatic	stereo	10 watts	4 tubes	—	single diamond	no	wood—mahogany, \$249.95—cherry, walnut, \$259.95	30"x36"x15 5/8"	\$249.95	—
Columbia	C-1152	automatic	stereo	10 watts	5 tubes	—	single sapphire	no	wood—mahogany, \$229.95—blond & walnut, \$239.95	26"x20"x14 1/2"	\$229.95	—
Decca	DP-274	automatic	stereo	—	—	2-10", 1-5", 1-3"	—	no	wood veneer—mahogany, blond—contemporary	30"x29"x16"	\$259.95	3-position speaker control

(Continued on page 26)

Webcor breaks the stereo fonograf price barrier



New Webcor Stereo Portables are priced to convert shoppers to customers — pronto!

All 1960 Webcor Stereo Portables are self-contained fonograf. The Holiday, Holiday Coronet and Holiday Imperial have "sound contact" hinges that transmit sound to the speaker wings. And, most of the new Webcor Portables have detachable speakers for even finer stereo sound. Speakers have individual cords up to 8' long.



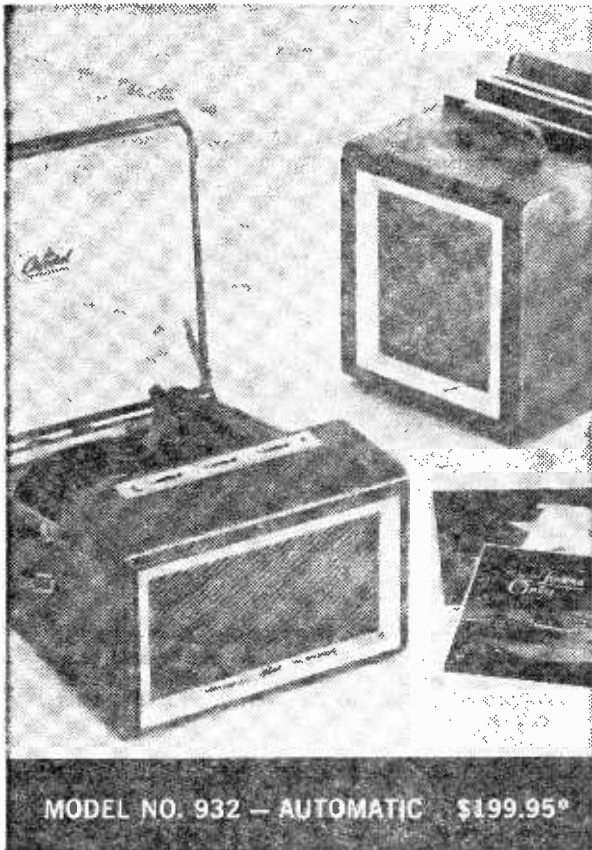
<p>New Melody Stereo Fonograf—Model 1012. Outstanding 4-speed self-contained manual. Has 2 fine stereo speakers—separate volume controls for channel 1 and 2. Plays all records. Choice of 2-tone colors.</p>	<p>New Lark Stereo Fonograf—Model 1013. Superb 4-speed manual fonograf. Has 2 wide-range PM speakers—separate volume controls for channel 1 and channel 2. Plays all stereo and monaural records. Choice of 2-tone colors.</p>	<p>New Holiday Stereo HI-FI Fonograf—Model 1053. Has wide-range stereo speakers—with "sound contact" hinges—dual-channel stereo amplifier—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors.</p>
<p>New Holiday Coronet Stereo HI-FI Fonograf—Model 1054. High Fidelity stereo speakers with "sound contact" hinges—dual-channel 8-watt amplifier—separate volume and tone controls—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors.</p>	<p>New Holiday Imperial Stereo HI-FI Fonograf—Model 1063. Has exclusive BFD—Bass Frequency Distribution for finest 3 channel stereo sound. 3 powerful speakers with "sound contact" hinges—dual-channel 14-watt amplifier—4-speed Stereo-Diskchanger. Choice of 2-tone colors.</p>	<p>New President Stereo HI-FI Fonograf—Model 1050. Has 4 wide-range speakers—bayonet hinges keep speakers on when open—dual-channel 18-watt amplifier—front-mounted controls—4-speed automatic Stereo-Diskchanger. In smart ebony carrying case.</p>

*Suggested list prices. Slightly higher South and West

SELL THE LINE THAT SELLS THE FASTEST... SELL WEBCOR

CUSTOM DESIGNED
EXCLUSIVE FEATURES
DISTINCTIVE STYLE
OUTSTANDING PERFORMANCE
ALL STEREO MODELS
COMPETITIVE PRICES
QUANTITY DISCOUNTS

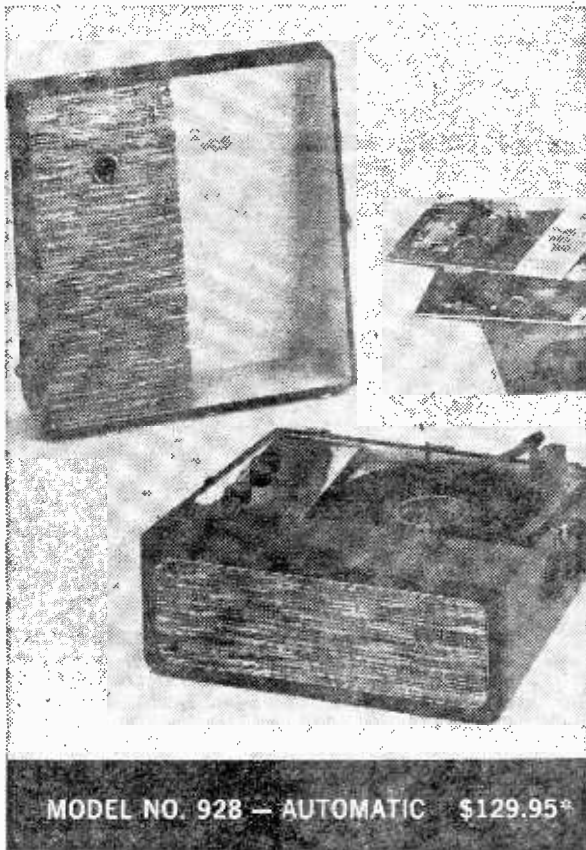
CAPITOL SOUND SPECTACULAR



MODEL NO. 932 — AUTOMATIC \$199.95*

Bigger, better, more elegant than ever, the 932 actually costs 20% less than last year. Improvements include a new, more powerful A.C. transformer-powered amplifier, developing 30 watts of power compared to last year's 20 watt amplifier . . . the auxiliary speaker cabinet has been redesigned to include record storage space for up to 25, 12" long playing albums . . . covering is Goodyear Vitalon plastic in Saddle Leather finish.

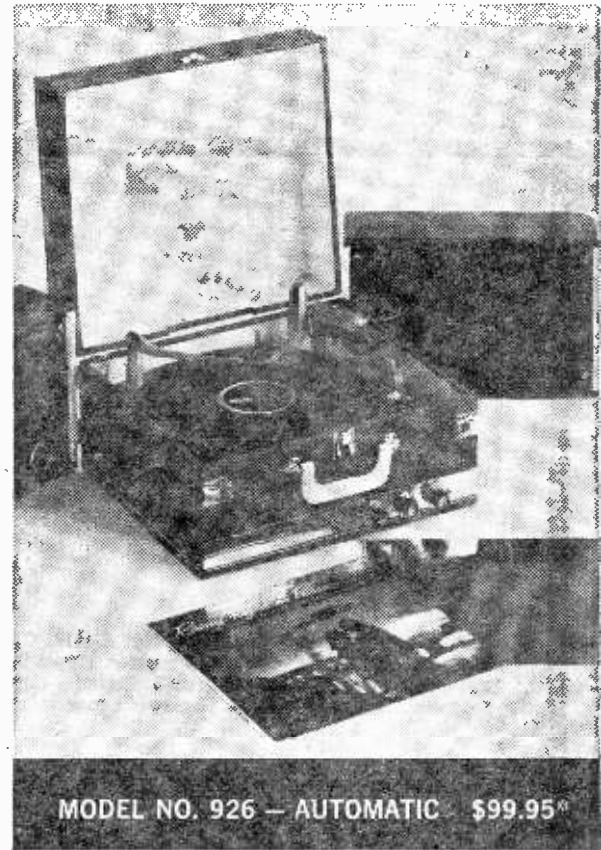
Features include: Two 9" heavy-duty speakers . . . four 3½" tweeters . . . deluxe stereo automatic intermix four-speed changer with high fidelity stereo cartridge and diamond stylus.



MODEL NO. 928 — AUTOMATIC \$129.95*

Driven by a 20 watt A.C. transformer-powered push-pull amplifier, the 928 produces high fidelity stereo sound of depth and quality. Each of two acoustically designed sound chambers houses a 9" woofer and a 4" tweeter.

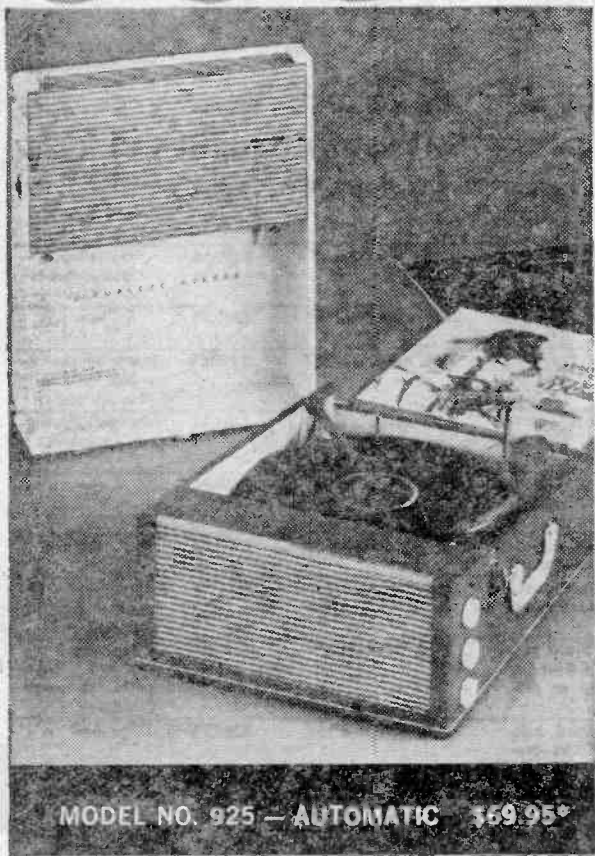
Features include Capitol's own compensated volume control for high fidelity sound at both low and high level. Four speed stereo record changer with turnover stereo cartridge equipped with diamond stylus . . . separate bass and treble tone controls . . . stereo balance control . . . covered with tough pigskin finish Dupont Vinyl.



MODEL NO. 926 — AUTOMATIC \$99.95*

Specially constructed speaker enclosures producing sound from both front and back make this three piece stereo portable completely adaptable to any set of circumstances. Speakers can be left in place, swung open or completely detached for greater sound separation. If space is a problem the control unit can be hidden away and the speakers suspended from a wall. Powered by a 10 watt push-pull amplifier, the 926 features a specially designed volume control, compensated to give high fidelity sound at the lowest levels . . . specially engineered sound enclosures each including a six inch and a four inch speaker to provide outstanding bass response . . . four speed stereo record changer with top quality turnover stereo cartridge. Finish: Pyroxlin plastic, charcoal gray flecked with white.

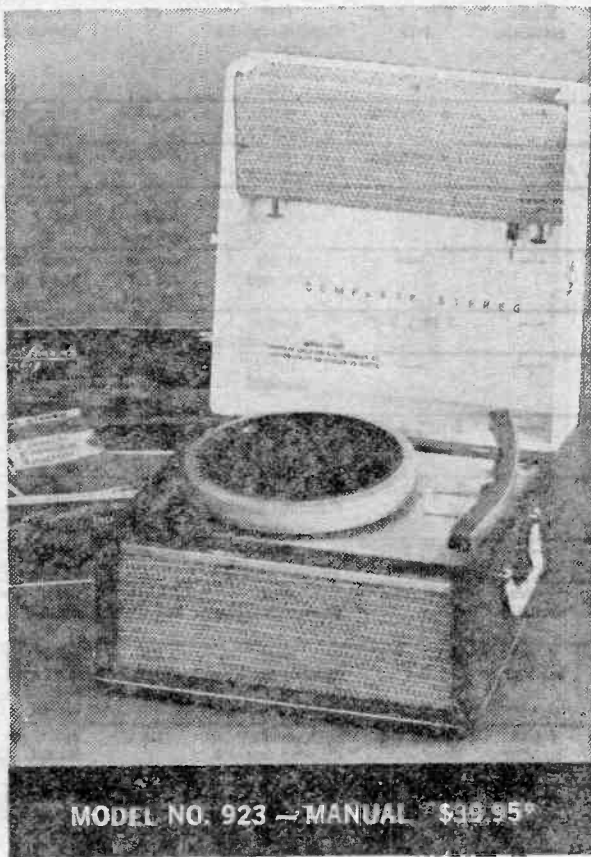
PORTABLES SPECTACULAR SOUND



Two channel amplifier, electronically balanced, with second channel speaker in lid . . . complete with ten feet of connecting cord for true stereo separation and equipped with the newest imported high output turnover stereo cartridge. Automatic Intermix changer plays all record sizes and speeds.

Two 4 x 6 Alnico V heavy duty PM speakers . . . two volume controls for channel balancing; coupled tone control . . . light weight, pressure adjustable tone arm will track with only six grams force . . . safely locked for protection while travelling.

Two attractive color combinations; red and white and turquoise and white.



A complete stereo phonograph with the second channel speaker mounted in the lid . . . electronically balanced stereo amplifier . . . lid is detachable with ten feet of cord for true stereo separation . . . high output stereo turnover cartridge . . . two volume controls for easy channel balancing . . . rubber-matted high traction turntable with retractable insert for 45 rpm records built in.

Two attractive color combinations, turquoise and white, and red and white.



Compact and powerful, the 919 offers true stereo separation with electronically balanced amplifier . . . second channel speaker in detachable lid with ten feet of cord for separation . . . high output stereo turnover cartridge . . . two volume controls for easy channel balancing . . . rubber matted high traction turntable with retractable insert for 45 rpm records built right in.

Plays all record sizes and three speeds: 33½, 45 and 78 rpm. Three attractive color combinations; red and white, blue and white and charcoal gray and gray.

**Prices shown are usual retail prices. Add state and local tax.*

For complete information, call or write your CRDC Branch or Distributor.



Continued from page 22

CATEGORY VII (continued)

\$201 to \$300

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Delmonico International	910	automatic	stereo	—	10 plus rectifier	—	dual sapphire	AM-FM-SW included	veneer—mahogany, walnut—309.95—Low Boy	47 1/2"x32 1/2"x15 1/2"	\$299.95	—
Delmonico International	112-6	automatic	stereo	—	6 plus rectifier	—	dual sapphire	AM-FM-SW included	veneer — mahogany, walnut, \$259.95 — blond, \$269.95 — Low Boy	30"x35 1/2"x15 1/2"	\$249.95	—
Delmonico International	915	automatic	stereo	—	10 plus rectifier	—	Dual Sapphire	AM-FM-SW included	veneer — mahogany, walnut, \$259.95—console	34 1/2"x25 1/2"x17 1/2"	\$249.95	Side speakers fold into cabinet
Fisher Radio Corporation	510	automatic	stereo	35	7	3-8" speakers	dual diamond-sapphire	no	solid wood—mahogany—\$309.50 for walnut, cherry, blond, teak—modern provincial	31 1/8"x28"x18 1/2"	\$299.50	—
Fisher	320	automatic	stereo	16	7	2-8" speakers in 320, 2-8" speakers in 140	dual diamond-sapphire	no	solid wood—mahogany, walnut, blond, teak—modern	23 11/16"x20 1/2"x19 1/2"	\$229.50	The model 140 (\$59.50) is matching speaker
Guild	785	automatic	stereo	60 watts	10 tubes	—	dual sapphire	AM	maple—salem and brown mahogany—early American	29 1/2"x18"x21"	\$209.95	early American design
Hoffman	8008	automatic	stereo	40 watts	5 plus rectifier	—	dual sapphire	AM, FM	hardwood veneers—walnut mahogany, blond, maple—console	31"x27 3/8"x17 1/16"	\$299.95	full power transformer
Hoffman	807	automatic	stereo	40 watts	4 plus rectifier	—	dual sapphire	no	hardwood with veneer—walnut, mahogany, blond, maple—console	34"x36"x16 3/4"	\$299.95	stereo display scope
Magnavox	1SM402F	automatic	stereo	30 watts	11	matching speaker unit required	dual diamond, sapphire	AM-FM included	wood—mahogany, walnut, syntex—modular	9 3/4"x31 1/4"x16 1/4"	\$299.50	—
Magnavox	1SR276F	automatic	stereo	20 watts	7	matching speaker unit required	dual diamond, sapphire	AM-FM included	wood—walnut, mahogany, oak cherry—console	30"x23"x16 1/2"	\$269.50	—
Magnavox	1SC211FA	automatic	stereo	20 watts	8	—	dual diamond, sapphire	—	wood—walnut, mahogany, cherry—console	29 1/2"x36"x17 1/2"	\$249.50	—
Magnavox	1SP209F	automatic	stereo	20 watts	8	matching speaker unit required	dual diamond, sapphire	—	wood veneer—mahogany, cherry—console	30"x27"x16 3/4"	\$249.50	—
Magnavox	1SM401F	automatic	stereo	10 watts	4	matching speaker unit required	dual diamond, sapphire	AM-FM included	wood—mahogany, oak, cherry syntex—modular	9 3/4"x31 1/4"x16 1/4"	\$219.50	—
Magnavox	1SP290F	automatic	stereo	20 watts	8	matching speaker unit required	dual diamond-sapphire	—	wood—mahogany, cherry, oak—console	30"x26 1/2"x15 5/8"	\$299.50	—
Magnavox	2SC202F	automatic	stereo	20 watts	8	—	dual diamond-sapphire	—	wood—walnut, mahogany, oak, cherry—console	30 1/2"x45"x17 3/4"	\$299.50	—
Magnavox	1ST212F	automatic	stereo	10 watts	4	—	dual diamond-sapphire	AM-FM included	wood—walnut, mahogany, cherry, maple, syntex—console	30 3/8"x38"x18 1/8"	\$299.50	—
Magnavox	1SR281F	automatic	stereo	20 watts	7	matching speaker unit required	dual diamond-sapphire	AM-FM included	wood—walnut, mahogany, cherry, syntex—console	30 3/8"x24"x26 1/4"	\$299.50	—
Motorola	SK22M	automatic	stereo	34 watts peak	4 plus rectifier	2-8", 2-4"	dual sapphire	no	mahogany color. Blond color, \$239.95—modern	31"x44"x16 5/8"	\$229.95	FM-AM tuner optional for "drop-in" installation
Motorola	SK24M	automatic	stereo	34 watts peak	5 plus rectifier	1-12", 2-6", 2-4"	dual sapphire	no	mahogany color. Blond color, walnut color, \$289.95—modern	29 7/8"x44"x16 1/2"	\$279.95	FM-AM tuner optional for "drop-in" installation
Motorola	SK28M	automatic	stereo	80 watts peak	8 plus rectifier	2-8", 2-5", 1-15"	dual diamond-sapphire	no	mahogany color. Blond color, walnut color, \$279.95—modern	32"x52"x18 1/2"	\$269.95	stereo tape input jacks. A.M.-F.M. tuner optional for "drop-in" installation
Olympic	696	automatic	stereo	30 watts	—	6 speakers	dual sapphire	AM, FM	grained wood—mahogany, oak, walnut	31 1/4"x36 1/4"x18 1/4"	\$299.95	2 separate speaker systems
Olympic	695	automatic	stereo	18 watts	—	4 speakers	dual sapphire	AM, FM	grained wood—mahogany, ebony, oak, walnut	31 3/4"x32 3/8"x17 1/2"	\$249.95	2 separate speaker systems
Philco	1714	automatic	stereo	22 watts	—	—	single diamond	drop in AM-FM optional	wood—mahogany, add \$10 walnut—1	29 3/8"x33"x15 5/8"	\$279.95	all-in-one, stereo-dors
Philco	1710	automatic	stereo	40 watts	—	—	single diamond	drop in AM-FM optional	wood—mahogany, add \$10 for blond or walnut	31"x36"x16 1/2"	\$299.95	all-in-one, stereo-dors
Phonola	3459	automatic	stereo	30 watts	—	2-10", 2-4"	single diamond-sapphire	no	solid wood—furniture finish—console	25 1/4"x35 3/4"x16 3/8"	\$249.95	—
Pilot	1060	automatic	stereo	20 watts	—	—	single diamond	no	vinyl—black or tan	10 1/2"x16 3/4"x23 1/2"	\$219.50	stereo speaker 1-160 \$39.50 additional
RCA Victor	PR21	automatic	stereo	24 watts	—	2-12", 2-3 1/2"	dual diamond-sapphire	jack only	veneers and hardwoods — mahogany. Oak, walnut, \$299.95—transitional	22"x31 1/2"x17"	\$284.95	removable "swing-out" speakers
RCA Victor	PM19	automatic	stereo	24 watts	—	2-12", 2-3 1/2"	dual diamond-sapphire	jack only	hardboard — mahogany. Cherry, maple finishes, \$284.95—traditional	31 1/4"x31 5/8"x17"	\$269.95	—
RCA Victor	PM22	automatic	stereo	24 watts	—	2-8", 2-3 1/2"	dual diamond-sapphire	jack only	hardboard—mahogany, Oak, walnut, \$249.95—transitional styled	31 3/8"x31 5/8"x17 1/8"	\$239.95	—
Steelman	703	automatic	stereo	16 watts	6 plus rectifier	2-8", 4-4"	dual diamond-sapphire	AM-FM included	veneer—mahogany. Lined oak, walnut, \$309.95—contemporary	30"x37"x16"	\$299.95	2 crossover networks — 2 sound chambers
Steelman	604	automatic	stereo	40 watts	8 plus rectifier	2-12", 2-8", 2-4"	dual diamond-sapphire	no	solid — mahogany, lined oak, walnut, \$309.95. Cherry, \$339.95—contemporary or provincial	29 1/2"x44"x16 1/4"	\$289.95	2 separate 3-way crossover networks, 2 sound chambers
Steelman	6221	automatic	stereo	10 watts	4 plus rectifier	1-8", 2-4"	dual diamond-sapphire	no	veneer—mahogany, lined oak, walnut. Cherry, \$259.95—contemporary	27"x32"x16"	\$249.95	—
Sylvania	45C14	automatic	stereo	20 watts	6	1-10", 1-8", 2-3"	dual diamond-sapphire	no	grained wood—mahogany. Blond, walnut, \$259.95—modern	30"x15 1/4"x42"	\$249.95	stereo balance control
Symphonic	1664	automatic	stereo	20 watts	—	—	dual diamond-sapphire	yes	veneer — mahogany, \$299.95; lined oak and walnut, \$309.95—transitional	28"x38"x19"	\$299.95	hand rubbed finish, quality tuner, jeweled on-off light
Symphonic	1646	automatic	stereo	20 watts	—	6	dual diamond-sapphire	no	veneer — mahogany, \$229.95; lined oak and walnut, \$239.95—transitional	28"x38"x19"	\$229.95	hand-rubbed finishes, full stereo
Symphonic	1648	automatic	stereo	30 watts	—	6 speakers	dual diamond-sapphire	no	veneer — mahogany, \$269.95; lined oak and walnut, \$279.95—transitional	32"x42"x17"	\$269.95	hand-rubbed finishes, full stereo
Symphonic	1662	automatic	stereo	20 watts	—	—	dual sapphire	yes	composition — mahogany, lined oak, walnut grain—transitional	29 1/2"x36 1/4"x16 1/4"	\$269.95	full stereo, quality tuner, jeweled on-off light
V-M Corporation	801	automatic	stereo	50 watts peak	9	12", 8", 8 1/2"	dual diamond	no	veneer—blond, walnut—contemporary	32 5/8"x16 3/4"	\$249.95	—
V-M Corporation	802	automatic	stereo	50 watts peak	9	12", 8", 3 1/2"	dual diamond	no	veneer—mahogany—contemporary	31 5/8"x16 3/4"	\$269.95	—
V-M Corporation	815	automatic	stereo	40 watts peak	8	2-12", 2-3"	dual diamond	optional	cherry—American traditional	30"x16 1/2"	\$279.95	—
V-M Corporation	812	automatic	stereo	20 watts peak	9	2-12"	dual diamond	no	walnut, blond — scandinavian contemporary	31 1/2"x16 3/4"	\$299.95	—
Webcor	1059	automatic	stereo	30 watts	8 plus 2 rectifiers	1-12", 2-6", 2-4"	dual sapphire	no	veneer — mahogany. Walnut, blond, ebony, \$259.95—modern	31"x34 3/4"x16 1/2"	\$249.95	stereo balance control
Webcor	1068	automatic	stereo	30 watts	8 plus rectifier	1-10", 2-6", 2-4"	dual diamond-sapphire	AM-FM optional	veneer — mahogany. Walnut, lined oak, blond, \$309.95 — modern	42"x32"x16 3/4"	\$299.95	stereo balance control
Webcor	1071	automatic	stereo	60 watts	8 plus rectifier	1-15", 2-6", 2-4"	dual diamond-sapphire	AM-FM optional	veneer—mahogany. Blond, ebony and walnut, \$299.95—modern	34 1/2"x35 5/8"x17"	\$289.95	stereo balance control
Westinghouse	M-1301, M-1303	automatic	stereo	30 watts	—	2-8", 2-4"	dual sapphire	AM-FM included	veneer — mahogany or cherry finish—custom traditional	30"x36"x17"	\$299.95	tape input jacks. 8-position selector control

(Continued on page 28)

The Three Ages of Entertainment By

America's Largest
Exclusive Manufacturer
of Phonographs



Covers the Greatest Buying Demand

There is an old and true axiom in business, "Two Fast Nickels Are Better Than One Slow Dime." Symphonic is the phonograph line that gives you 100% sales coverage in the fast turnover, mass buying price ranges. Symphonic offers you the proven style, performance and value leaders in the big volume, big profit market. Symphonic keeps you ahead of competition and customer preference with the three ages of home entertainment.



The Teen-Age of Entertainment
STEREO PORTABLE VALUE LEADERS PRICED FROM 32⁹⁵

For active, dance loving teen-agers. Exciting new styles, colorful new fabrics, thrilling new performance, incomparable values. Included are manual and automatic models and America's most beautiful 45 rpm automatic portable.

Model 1625 The Mandalay (Illustrated): Complete Stereo High-Fidelity 4-Speed Automatic Portable... Suggested Retail List 139.95

The Adult Age of Entertainment
SELF-CONTAINED STEREO CONSOLES PRICED FROM 139⁹⁵

For the sophisticated adult age Symphonic proudly presents the decorator styled custom and deluxe series. Each model in this group is a superbly engineered, brilliantly styled, self-contained stereo high-fidelity console with the features, performance and in the price range that most customers demand. Available in all popular finishes: Mahogany, Walnut, Lined Oak.

Model 1650 The Shangri-La (Illustrated): An 8-speaker 80 watt automatic stereo high-fidelity console that offers the finest in styling, the optimum in full dimensional sound realism performance, the greatest in value... Suggested Retail List (Mahogany) 359.95

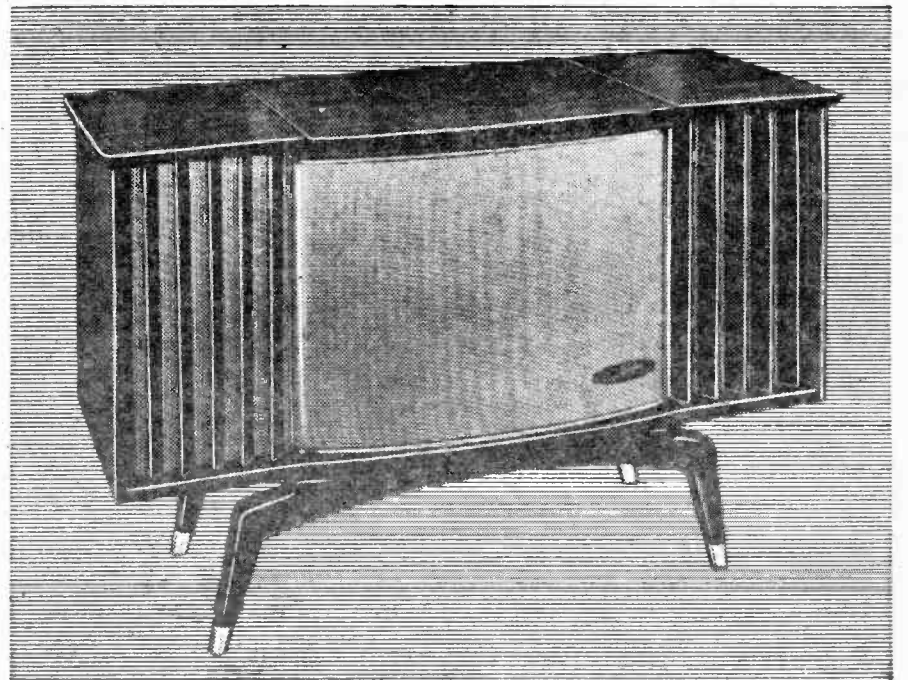


The Junior Age
of Entertainment

BUDGET PRICED TRAFFIC LEADERS FROM . . . 19⁹⁵

Once again Symphonic offers you the unchallenged value leaders in this important fast turnover price range. Styled for the younger set in gay two-tone colors and priced for the most modern gift budgets.

Model 1602 The Camelot (Illustrated): 4-Speed Portable . . . Suggested Retail List 26.95



Get the facts from your Symphonic distributor or write directly to Dept. BB14
SYMPHONIC RADIO & ELECTRONIC CORP., 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y.

Continued from page 26

CATEGORY VII (continued)

\$201 to \$300

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Westinghouse	R-1201	automatic	stereo	30 watts	—	2-12", 2-4"	dual diamond-sapphire	AM radio included	veneer—mahogany—custom traditional	30"x38"x18 1/4"	\$299.95	tape input jacks, satellite speaker, 6 position selector control panel
Westinghouse	R-1101, R-1103	automatic	stereo	30 watts	—	2-8", 2-4"	dual sapphire	AM radio included	veneer—mahogany or cherry—custom traditional console	30"x34"x18 1/4"	\$239.95	tape input jacks, 6 position selector control panel
Westinghouse	M-1300	automatic	stereo	30 watts	—	2-8", 2-4"	dual sapphire	AM-FM included	veneer—walnut, limed oak, \$299.95—American contemporary	30"x36"x17"	\$289.95	8 position selector control panel, tape input jacks
Westinghouse	R-1200	automatic	stereo	30 watts	—	2-12", 2-4"	dual diamond-sapphire	AM radio included	veneer—walnut—American contemporary	31"x38"x17 1/2"	\$289.95	two speaker jacks, optional satellite speakers, two input jacks for tape
Westinghouse	R-1100	automatic	stereo	30 watts	—	2-8", 2-4"	dual sapphire	AM radio included	veneer—walnut, limed oak, \$239.95—American contemporary console	30"x34"x18 1/4"	\$229.95	6-position selector control, 6 input jacks for tape
Zenith	SFD2505 R, W	automatic	stereo	20 watts peak	—	2-12", 2-5"	dual sapphire	no	veneer—mahogany, walnut, blond, \$309.95—modern	31"x43"x16 1/4"	\$299.95	provision for radial sound system
Zenith	SF174R, SF174W	automatic	stereo	40 watts peak	—	2-12", 1-5", 1-3 1/2"	dual sapphire	AM radio included	wood—mahogany, walnut—traditional	31"x30 1/2"x18"	\$289.95	matching speaker amplifier—Model SRS12—additional
Zenith	SFD220R	automatic	stereo	80 watts peak	—	2-12", 1-5 1/4", 1-3 1/2"	dual diamond-sapphire	no	veneer—mahogany, \$285; maple, \$295—Early American	31"x29 1/2"x17 1/4"	\$285.00	matching remote speaker additional

CATEGORY VIII

\$301 to \$500

Admiral	Y1162, 61, 63	automatic	stereo	80 watt	9	2-12", 2-6", 2-3 1/2"	—	radio optional	veneers—mahogany; walnut, blonde oak—\$395 all-in-one console	31 1/2"x44"x14 13/16"	\$375	special control center
Admiral	Y1092, 93	automatic	stereo	80 watt	9	2-12", 2-6", 2-3 1/2"	—	radio optional	veneers—mahogany; blonde oak \$395—ensemble	30"x28"x16 13/16"	\$375	special control center
Bell Sound	500	automatic	stereo	20	7 plus rectifier	—	dual diamond, sapphire	no	wood solids and veneers—walnut—"avant garde"	28"x34 1/2"x18"	\$349.95	all models are "component packages"
Capitol	934C	automatic	stereo	—	7 plus rectifier	(6) 3 speakers in each enclosure	dual sapphire, diamond	AM-FM optional	solid wood cabinet—cherry—Early American	31"x51"x19"	\$379.95	—
Capitol	935	automatic	stereo	—	7 tubes plus rectifier	(6) 3 speakers in each enclosure	dual diamond, sapphire	AM-FM optional	solid wood—mahogany, Walnut, Modern & Traditional	31"x51"x19"	\$379.95	3 piece ensemble for compact or separated stereo.
Capitol	936	automatic	stereo	—	7 plus rectifier	(4) 2 horns plus 2-15" in each enclosure	dual diamond, sapphire	AM-FM optional	solid wood—mahogany, walnut—modern & traditional	31"x53"x19"	\$489.95	7 ft. multi-speaker spacing
Columbia	C-1168	automatic	stereo	20 watts	7 tubes	—	single diamond	no	wood—mahogany, cherry, walnut	31"x45"x17 1/4"	\$495	—
Columbia	C-1166	automatic	stereo	20 watts	7 tubes	—	single diamond	no	wood—mahogany; blonde and walnut, \$399.95	30"x24"x15 1/4"	\$389.95	—
Columbia	C-1164	automatic	stereo	30 watts	4 tubes	—	single diamond	no	wood—mahogany; blonde and walnut \$389.95	31 1/2"x40"x16 3/8"	\$379.95	—



CATEGORY VIII (continued)

\$301 to \$500

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Columbia	C-1162	automatic	stereo	30 watts	4 tubes	---	single diamond	no	wood — mahogany and walnut	31"x38"x15 3/8"	\$329.95	---
Decca	DP-634	automatic	stereo	2-20 watt	4 in each	4 8"	dual diamond, sapphire	AM-FM included	wood veneers — mahogany, blonde—contemporary	17"x7 5/8"x10 3/4"	\$454.95	---
Delmonico International	911	automatic	stereo	---	10 plus rectifier	---	dual sapphire	AM-FM-SW included	veneer — mahogany; walnut, \$329.95—low boy	47 1/2"x32 1/2"x15 1/2"	\$319.95	same as 910 but with de luxe Telefunkin changer
Delmonico International	1060	automatic	stereo	---	6 plus rectifier	---	dual sapphire	AM-FM-SW included	veneer — walnut; mahogany, \$359.95—console	44 1/2"x27 1/2"x16 1/2"	\$349.95	built in lighted bar
Delmonico International	1051	automatic	stereo	---	6 plus rectifier	---	dual sapphire	AM-FM-SW included	veneer — walnut; mahogany, \$379.95—console	44 1/2"x27 1/2"x16 1/2"	\$369.95	de luxe Telefunkin changer
Fisher	420	automatic	stereo	35 watts	11	2-10", 2-8" 2 tweeters	dual diamond-sapphire	AM-FM included	solid wood—mahogany; walnut, teakwood, fruitwood (\$399.50)—modern, provincial	Modern 31 1/2"x43"x17 13/16"	\$389.50	Multiplex adaptor can be added
Fisher	440	automatic	stereo	35 watts	17-2 diodes	2-10", 2-8" 2 tweeters	dual diamond-sapphire	AM-FM included	solid wood—mahogany; walnut, teakwood, fruitwood (\$399.50)—modern, provincial	Modern 31 1/2"x43"x17 13/16"	\$389.50	Multiplex adaptor can be added
Fisher	610	automatic	stereo	35 watts	13-2 diodes	3-8"	dual diamond-sapphire	no	solid wood—mahogany; \$399.50 for walnut, cherry, blond teak—modern, provincial	Modern 31 1/8"x28"x18 1/2"	\$389.50	---
Guild	818	automatic	stereo	50 watts	12	---	dual diamond-sapphire	AM-FM	maple veneers—salem, mahogany and cherry—early American	31 1/2"x29"x17"	\$409.95	authentic early American design
Hoffman	8010	automatic	stereo	60 watts	9 including rectifier	---	dual diamond-sapphire	AM-FM	hardwood and veneer—walnut, mahogany, blond, maple—console	31"x42"x17 3/4"	\$429.95	stereo display scope
Hoffman	8009	automatic	stereo	40 watts	6 including rectifier	---	dual sapphire	AM-FM	hardwood and veneer—walnut, mahogany, blond, maple console	31"x28 3/4"x17 1/8"	\$329.95	---
Hoffman	8006	automatic	stereo	40 watts	5 including rectifier	---	dual sapphire	AM-FM	hardwood and veneer—walnut, mahogany, blond, maple console	34"x42"x17 1/4"	\$499.95	stereo display scope
Hoffman	8097	automatic	stereo	40 watts	5 including rectifier	---	dual sapphire	AM-FM	hardwood and veneer—mahogany, walnut, blond, maple—console	34"x36"x16 3/4"	\$359.95	stereo display scope
Magnavox	1SR378H	automatic	stereo	30 watts	11	matching speaker unit required	dual diamond-sapphire	AM-FM	wood veneer—cherry—console	33 3/4"x31 3/4"x17 1/4"	\$450.00	---
Magnavox	2ST203F	automatic	stereo	20 watts	7	---	dual diamond-sapphire	AM-FM included	wood—walnut, mahogany, oak, cherry syntex—console	30 1/2"x45"x17 3/4"	\$399.50	---
Magnavox	1SR295H	automatic	stereo	30 watts	11	matching speaker unit required	dual diamond-sapphire	AM-FM included	wood veneer—walnut, mahogany, oak, cherry, ebony—console	30"x38"x16 3/4"	\$399.50	---
Magnavox	SR206H	automatic	stereo	20 watts	7	matching speaker unit required	dual diamond-sapphire	AM-FM included	wood veneer—walnut, mahogany, cherry console	35 1/4"x33 1/4"x16 1/4"	\$349.50	---
Magnavox	1SR210F	automatic	stereo	20 watts	7	matching speaker unit required	dual diamond-sapphire	AM-FM included	wood veneer—mahogany, cherry—console	30"x27"x16 3/8"	\$329.50	---

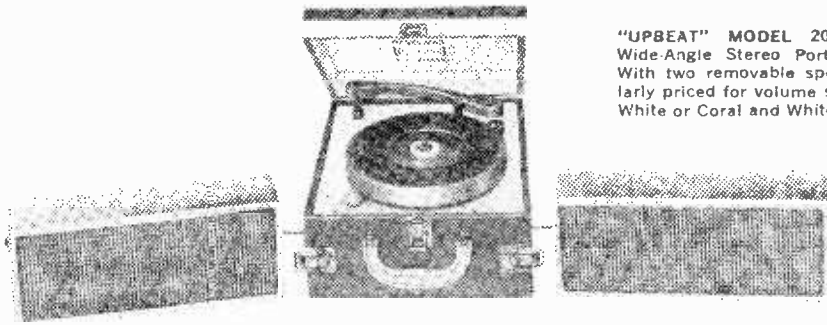
(Continued on page 31)



Easier to demonstrate...easier to sell...because only Steelman Wide-Angle Stereo makes the wonder of full stereophonic high fidelity enjoyable in every part of the room...without the need of special furniture arrangements. It's a revolutionary achievement...a revelation in sound...that will win new converts to stereo...pile up profitable sales for you. Demonstrate the thrilling realism of Steelman Wide-Angle Stereo anywhere in your store...easily and instantly. In designer-elegant consoles and handsome compact portables that will turn listeners into buyers. Win yourself a wider share of the stereo market...call your Steelman distributor today.

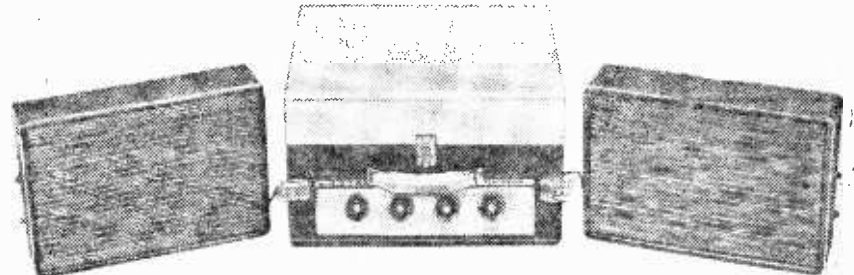
"EMPEROR II" MODEL 705 (in illustration at left)—Self-contained High Fidelity Wide-Angle Stereo Console Phonograph with FM/AM Simulcast Stereo Radio. 60 watt amplifier, 6 matched speakers. Contemporary styling in Mahogany, Lined Oak, Walnut or Ebony veneers—also Provincial styling in Cherry veneer.

widens the **stereo market for you!**



"UPBEAT" MODEL 201 — Self-contained Wide-Angle Stereo Portable Phonograph. With two removable speaker units. Popularly priced for volume selling. In Tan and White or Coral and White.

"CONTEMPO" MODEL 405—Self-contained High Fidelity Wide-Angle Stereo, Automatic Portable Phonograph. Two removable speaker units contain 4 matched speakers. In Brown and White or Black and White combinations.
 "ALLEGRO" MODEL 551—same model with AM Radio.
 "COMBO" MODEL 552—same model with FM/AM Radio.



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Model SK32

Once you surround customers with "wall-to-wall" stereo they'll buy . . .

AUTHENTIC Motorola

3-Channel Stereo Hi-Fi

...MOST REALISTIC EVER!

3 separate amplifiers (not just two)—**3 separate speaker systems** (not just two)

No words needed to sell your customers on Motorola's *authentic* 3-Channel System. The most eloquent salesman is the music itself. Room-filling music that surrounds the listener with sound . . . every high, low and middle note *alive* with concert-hall depth and clarity. Imagine: *three separate sound systems* recreating every last note to convince even the most critical prospect that this is truly the ultimate in stereo hi-fi listening enjoyment!

The Most Advanced Stereo Hi-Fi Ever
 . . . featuring Motorola's exclusive Golden Audio Separator (the real secret of 3-Channel stereo).



Motorola's unique STEREO DEMONSTRATOR
 . . . lets prospects sell themselves on the superiority of authentic 3-Channel Stereo Hi-Fi. Paddle's three-switch system turns on *one* channel of sound, then *two* . . . and finally Motorola's 3-Channel system—finest expression of recorded sound. Your Distributor has full details on the "sales message in music"—Motorola's amazing Stereo Demonstrator!

Here, sharply defined highs and lows are channeled to separate left and right speaker systems. Bass notes are fed to a *third* (centered) channel. Result: flawless, undistorted sound . . . with mixing of frequencies virtually eliminated electronically.

Three Separate Amplifiers

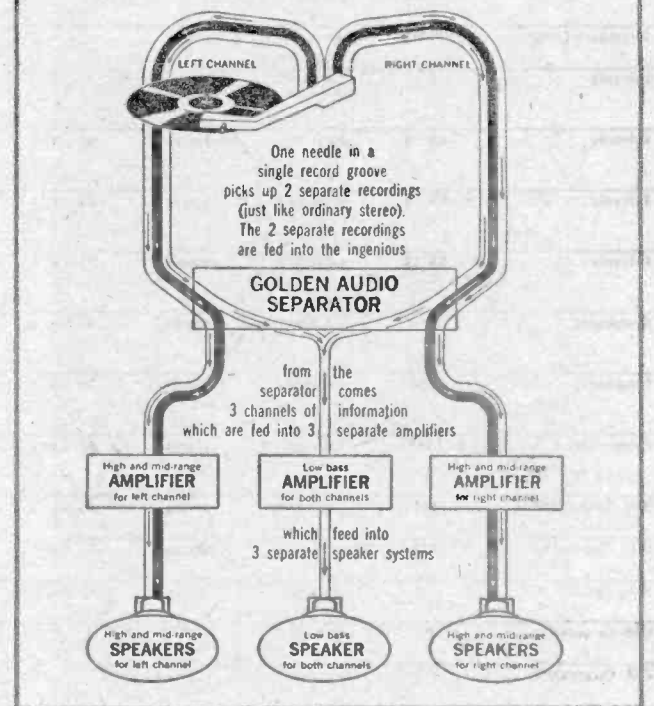
Motorola's three amplifiers span a dynamic range never before found in stereo record-playing instruments. Each amplifier handles only the frequencies for which it was designed. Up to 80 watts peak power give the drive needed to balance and clarify the complete audible sound spectrum!

Three Separate Speaker Systems

Only Motorola offers three separate Golden Voice* speaker systems . . . with up to 7 speakers (electronically matched and balanced to cabinetry and each other) to cover the entire audible frequency range.

*TRADEMARK OF MOTOROLA INC.

HOW MOTOROLA'S 3-CHANNEL SYSTEM WORKS



MOTOROLA



REG. TRADEMARK

Continued from page 29

CATEGORY VIII (continued)

\$301 to \$500

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Motorola	SK29M	automatic	stereo	80 watts	8 plus rectifier	2-6"x9", 2-5", 1-15"	dual diamond-sapphire	no	mahogany, blond, walnut, \$409.95—modern	31 7/8"x34 3/4"x17 3/4"	\$399.95	stereo tape input jacks, tuner input jack. FM-AM tuner optional
Motorola	SK30M	automatic	stereo	80 watts	8 plus rectifier	2-8", 2-5", 1-15"	dual diamond-sapphire	no	mahogany, blond, walnut, \$409.95—modern	32"x52"x18 1/2"	\$399.95	FM-AM tuner optional, stereo tape input jacks, tuner input jack
Motorola	SK31M	automatic	stereo	80 watts	8 plus rectifier	2-8", 4-5", 1-15"	dual diamond-sapphire	no	mahogany, blond, cherrywood, \$439.95—modern	32"x27 1/2"x17 3/8"	\$429.95	FM-AM tuner optional, stereo tape input jacks, tuner input jack
Motorola	SK36M	automatic	stereo	50 watts	8 plus rectifier	1-12", 2-6", 2-4"	dual sapphire	no	grained mahogany color—modern	31"x45 1/2"x18 1/2"	\$329.95	FM-AM tuner optional
Motorola	SK37CW	automatic	stereo	50 watts	8 plus rectifier	1-12", 2-6", 2-4"	dual sapphire	no	grained cherrywood color—early American	31"x45 1/2"x18 1/2"	\$349.95	FM-AM tuner optional
Motorola	SK38	automatic	stereo	50 watts	8 plus rectifier	1-12", 2-6", 2-4"	dual sapphire	no	veneer—blond—modern	27 1/2"x45 1/2"x18 1/2"	\$349.95	FM-AM tuner optional
Motorola	SK18	automatic	stereo	80 watts	6 plus rectifier	1-5", 2-5 1/2", 1-15"	dual diamond-sapphire	AM-FM included	veneer—mahogany—traditional	34 1/2"x35"x20 1/2"	\$499.95	stereo tape input
Olympic	7511	automatic	stereo	30 watts	—	6 speakers	dual sapphire	AM-FM	genuine wood veneer—mahogany, walnut, oak, Chinese	32 3/8"x45 5/8"x16 1/2"	\$389.95	2 separate speaker systems
Olympic	7502	automatic	stereo	30 watts	—	6 speakers	dual sapphire	AM-FM	wood veneer—provincial	29 5/8"x34 1/4"x17 3/4"	\$369.95	2 separate speaker systems
Olympic	7501	automatic	stereo	30 watts	—	6 speakers	dual sapphire	AM-FM	grained wood—mahogany, oak, walnut	30 1/8"x38"x17 7/8"	\$319.95	2 separate speaker systems
Olympic	700	automatic	stereo	30 watts	—	6 speakers	dual sapphire	AM-FM	genuine veneer wood—mahogany, walnut, oak	32 3/8"x45 5/8"x16 1/2"	\$369.95	2 separate speaker systems
Olympic	697	automatic	stereo	30 watts	—	6 speakers	dual sapphire	AM-FM	genuine veneer wood—provincial	29 5/8"x34 1/4"x17 3/4"	\$349.95	2 separate speaker systems
Philco	1814	automatic	stereo	80 watts	—	—	single diamond	optional: stereo—\$100, AM-FM—\$70	veneers and hardwoods—mahogany; cherry and walnut, add \$15—3	26"x27"x16 1/2"	\$375.00	stereo-phones
Philco	1716	automatic	stereo	80 watts	—	—	single diamond	optional: stereo—\$100, AM-FM—\$70	veneers and hardwoods—mahogany; maple, add \$20—2	21 1/4"x34 7/8"x16 3/4"	\$350.00	stereo-dors
Philco	1816	automatic	stereo	80 watts	—	—	single diamond	optional: stereo—\$100, AM-FM—\$70	veneers and hardwoods—mahogany; maple, walnut or blond, add \$25—2	36 1/2"x34 7/8"x15 5/8"	\$450.00	stereo-phones
Pilot	1051	automatic	stereo	30 watts	10 plus rectifier	2-10", 2-6", 2-3"	single diamond	no	solid wood—mahogany; walnut or oiled walnut, \$469.50—modern	36 1/2"x32"x16 3/4"	\$459.50	inclined control panels
RCA Victor	PM18	automatic	stereo	58 watts	—	2-12", 4-3/4"	dual diamond-sapphire	jack only	hardboard—mahogany; oak, walnut grained finishes, \$319.95—contemporary	31 5/8"x37 1/4"x16 1/8"	\$309.95	—
RCA Victor	PM17	automatic	stereo	58 watts	—	2-12", 4-3 1/2"	dual diamond-sapphire	jack only	veneers and hardwoods—mahogany; cherry, maple, \$335—French provincial	29 5/8"x39"x16 5/8"	\$319.95	—
RCA Victor	PS16	automatic	stereo	87 watts	—	1-12", 1-5"x7", 1-3 1/2" in each "twin" companion speaker	dual diamond-sapphire	jack only	veneers and hardwoods—mahogany, oak, walnut, \$450—Danish styled	34 1/4"x29 1/2"x16 3/4"	\$425.00	—
RCA Victor	TPM13	automatic	stereo	24 watts	—	2-8", 2-3 1/2"	dual diamond-sapphire	AM-FM	grained finishes — mahogany; oak, walnut, \$335—transitional console	31 5/8"x31 5/8"x17 1/8"	\$319.95	—
RCA Victor	TPM12	automatic	stereo	58 watts	—	2-12", 4-3 1/2"	dual diamond-sapphire	stereo AM-FM	grained finishes — mahogany; oak, walnut, \$395—contemporary	31 5/8"x37 1/4"x16 1/8"	\$379.95	—
RCA Victor	TPM11	automatic	stereo	58 watts	—	2-12", 4-3 1/2"	dual diamond-sapphire	stereo AM-FM	veneers and hardwoods—mahogany; cherry, maple, \$419.95—French provincial	29 5/8"x39"x16 5/8"	\$399.95	—
Steelman	704	automatic	stereo	30 watts	7 plus rectifier	6 (2-12", 2-8", 2-4")	dual diamond-sapphire	FM-AM included	veneer—mahogany; limed oak and walnut, \$469.95; provincial cherry, \$499.95—contemporary and provincial	29 1/2"x44"x16 1/4"	\$449.95	visual stereo balance meter — 2 separate 3-way crossover networks
Steelman	6522	automatic	stereo	20 watts	4 plus rectifier	4 (2-12", 2-4")	dual diamond-sapphire	FM-AM included	veneer—mahogany, limed oak and ebony—contemporary	29 3/4"x32 3/4"x18"	\$359.95	2 separate crossover networks
Stromberg-Carlson	SP-901	manual and automatic	stereo	—	8	—	dual sapphire	optional	hardwood veneered — mahogany; limed oak, walnut, oil or lacquer—Contemporary	35"x48"x18"	\$349.95	stereo choice switch
Stromberg-Carlson	SP-902	manual and automatic	stereo	—	8	—	dual diamond	optional	hardwood core veneered—mahogany and walnut lacquer—Contemporary	48"x18"x35"	\$399.95	stereo choice switch
Stromberg-Carlson	SP-903	manual and automatic	stereo	—	8	—	dual diamond	optional	hardwood core veneered—cherry—French Provincial	48"x18"x35"	\$399.95	stereo choice switch
Stromberg-Carlson	SP-911	manual and automatic	stereo	—	10	—	dual sapphire	optional	hardwood core veneered—mahogany; limed oak, walnut (oil or lacquer)—Contemporary	48"x18"x35"	\$449.95	stereo choice switch
Stromberg-Carlson	SP-912	manual and automatic	stereo	—	10	—	dual diamond	optional	hardwood core veneered—mahogany and walnut lacquer—Traditional	48"x18"x35"	\$499.95	stereo choice switch
Stromberg-Carlson	SP-913	manual and automatic	stereo	—	10	—	dual diamond	optional	hardwood core veneered—maple—Early American	48"x18"x35"	\$499.95	stereo choice switch
Sylvania	45C16	automatic	stereo	40 watts	8	2-12", 2-6", 2-3"	dual diamond, sapphire	no	veneer—mahogany, blonde walnut—Italian Provincial, Modern, Swedish Modern	30 1/8"x17 1/2"x42"	\$399.95	stereo balance control
Sylvania	45C15	automatic	stereo	40 watts	8	1-12", 1-8", 2-6", 2-3"	dual diamond, sapphire	no	veneer—mahogany—blonde, cherry: \$349.95—Traditional, Modern, Early American	32 1/8"x18"x37"	\$339.95	stereo balance control
Sylvania	55C15	automatic	stereo	40 watts	8	1-12", 1-8", 2-6", 2-3"	dual sapphire	AM-FM included	wood veneer—mahogany—blonde, fruitwood: \$469.95—Traditional, Early American	32 1/8"x17 1/2"x37 1/2"	\$459.95	stereo balance control
Sylvania	55C13	automatic	stereo	20 watts	8	1-8", 1-6", 2-3"	dual sapphire	AM-FM included	grained finish—mahogany—blonde: \$339.95—Conventional console	25"x17 1/2"x33"	\$329.95	stereo balance control, stereo extension enclosure
Symphonic	1650	automatic	stereo	80 watts	—	8	single diamond	no	veneer—mahogany—limed oak and walnut: \$379.95—Transitional	30 1/2"x49"x19"	\$359.95	hand-rubbed finishes, Glaser-Steers changer
Symphonic	1666	automatic	stereo	30 watts	—	—	dual diamond, sapphire	yes	veneer — mahogany: \$349.95—limed oak and walnut: \$359.95—Transitional	32"x42"x17"	\$349.95	30-19,000 CPS, jeweled on-off light
Symphonic	1668	automatic	stereo	80 watts	—	—	single diamond	yes	veneer—mahogany, limed oak and walnut: \$469.95—Transitional	30 1/2"x49"x19"	\$449.95	20-20,000 CPS, Glaser-Steers changer
V-M Corporation	568	automatic	stereo	25 watts	5	12", 8", 2-4"	dual diamond	AM-FM included	veneer — blonde, mahogany—Contemporary	33"x—x16"	\$325	—
V-M Corporation	902	automatic	stereo	50 watts	9	12", 8", 3.5"	dual diamond	included	veneer — mahogany—Contemporary	31 3/8"x—x16 3/4"	\$379.95	—
V-M Corporation	912	automatic	stereo	40 watts	9	2-3.5"	dual diamond	included	walnut, blonde — Scandinavian Contemporary	31 1/2"x—x16 3/4"	\$399.95	—
V-M Corporation	901	automatic	stereo	50 watts	9	12", 8", 3.5"	dual diamond	included	veneer—blonde, walnut—Contemporary	32 3/8"x—x16 3/4"	\$354.94	—
V-M Corporation	582	automatic	stereo	30 watts	8	2-12", 2-3.5"	dual diamond	optional	genuine—cherry—Early American	30 7/8"x—x17 1/2"	\$365	—
V-M Corporation	1.580	automatic	stereo	30 watts	8	2-12", 2-3.5"	dual diamond	optional	blonde, walnut — Contemporary	32"x—x17"	\$350	—
V-M Corporation	581	automatic	stereo	30 watts	8	2-12", 2-3.5"	dual diamond	optional	genuine — mahogany—Contemporary	30 7/8"x—x17 1/2"	\$360	—
Webcor	1097	automatic	stereo	60 watts	9 incl. rectifier	1-15", 2-6", 2-4"	dual sapphire	AM-FM included	veneer—walnut, maple, fruitwood—French Provincial	33 3/4"x38"x18 3/8"	\$399.95	stereo balance control

(Continued on page 32)

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CATEGORY VIII (continued)

\$301 to \$500

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finishes or Color Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Webcor	1096	automatic	stereo	60 watts	9 Incl. rectifier	1-15", 2-6", 2-4"	dual sapphire	AM-FM radio	veneer—mahogany—ebony: \$389.95—Traditional	33 3/4"x38"x18 5/8"	\$389.95	"Magic Mind" disk changer
Webcor	1060	automatic	stereo	60 watts	9 Incl. rectifier	1-15", 2-6", 2-4"	dual diamond, sapphire	AM-FM optional	veneer—mahogany—blonde and walnut: \$379.95—Modern	32"x52"x17 1/4"	\$369.95	stereo balance control
Webcor	1058	automatic	stereo	30 watts	9 Incl. rectifier	1-10", 2-6", 2-4"	dual diamond, sapphire	AM-FM optional	veneer—mahogany—walnut and limed oak: \$359.95—Modern	42"x32"x17 1/4"	\$349.95	stereo balance control; removable speaker systems
Westinghouse	M-1401	automatic	stereo	60 watts	—	2-12", 2-4"	dual diamond, sapphire	AM-FM included	veneer—hardwood—genuine mahogany—Custom Traditional	33"x40"x18"	\$450	tape input jacks, remote speaker attachment, 8-position selector
Westinghouse	M-1402	automatic	stereo	60 watts	—	2-12", 2-4"	dual diamond, sapphire	AM-FM included	veneer—cherry—Imperial Provincial, Classical French	33"x40"x17 1/2"	\$475	tape input jacks, remote speaker attachment, 8-position selector
Westinghouse	R-1202	automatic	stereo	30 watts	—	2-12", 2-4"	dual diamond, sapphire	AM radio included	veneer—maple—Early American	30"x38"x17 1/2"	\$309.95	tape input jacks, remote speaker attachment, 6-position selector control
Westinghouse	M-1400	automatic	stereo	60 watts	—	2-12", 2-4"	dual diamond, sapphire	AM-FM included	veneer—walnut—American Contemporary	31 1/2"x42 3/8"x18 3/8"	\$450	remote speaker attachment, tape input jacks
Westinghouse	M-1403	automatic	stereo	60 watts	—	2-12", 2-4"	dual diamond, sapphire	AM-FM included	veneer—cherry—Early American	31 1/2"x40"x17 11/16"	\$475	tape input jacks, remote speaker attachment, 8-position selector control
Zenith	SFD2535 R, M	automatic	stereo	20 watts	—	2-12", 2-5"	dual sapphire	FM-AM radio included	veneers & hardwood—mahogany, maple—American Provincial	31"x44 5/8"x18 1/8"	\$450	provision for radial sound system, stereo tape input jack
Zenith	SFD2530 W, R	automatic	stereo	20 watts	—	2-12", 2-5"	dual sapphire	FM-AM radio included	veneer—walnut, mahogany—blonde: \$435—ebony: \$450—Modern	31"x43"x17 1/2"	\$425	provision for radial sound system, stereo tape input jack
Zenith	SFD2515 R, E	automatic	stereo	40 watts	—	2-12", 2-5 1/4"	dual diamond, sapphire	no	veneer—mahogany, blonde—Modern	30 3/4"x42"x17 3/8"	\$375	provision for radial sound system, stereo tape input jack
Zenith	SFD290 R, H	automatic	stereo	40 watts	—	1-15", 1 horn-type tweeter	dual diamond, sapphire	FM-AM included	veneers and hardwood—mahogany and cherry—Georgian	32"x37 1/4"x18"	\$495	provision for matching speaker system, and stereo tape input jack
Zenith	SFD288 W, R	automatic	stereo	40 watts	—	2-12", 1-5 1/4", 1-3 1/2"	dual sapphire	FM-AM radio included	wood—walnut and mahogany—blonde: \$435—Modern Lo-Boy	31"x39"x17 1/2"	\$425	provision for matching speaker system
Zenith	SFD285 R, M	automatic	stereo	40 watts	—	2-12", 1-5 1/4", 1-3 1/2"	dual sapphire	FM-AM included	wood—mahogany and maple—Provincial	33 1/8"x31"x18 3/8"	\$425	provision for matching speaker system
Zenith	SFD283R W, H	automatic	stereo	80 watts	—	2-12", 1-5 1/4", 1-3 1/2"	dual sapphire	FM-AM radio included	wood—mahogany, walnut, cherry—Contemporary	31"x31"x18 5/8"	\$395	stereo balance control, provision for matching speaker system
Zenith	SFD280R	automatic	stereo	20 watts	—	2-12", 1-5", 1-3 1/2"	dual sapphire	FM-AM radio included	wood—mahogany—maple: \$350—Early American	31"x31"x18 1/2"	\$340	provision for matching remote speaker system, radial sound system, stereo tape input jack

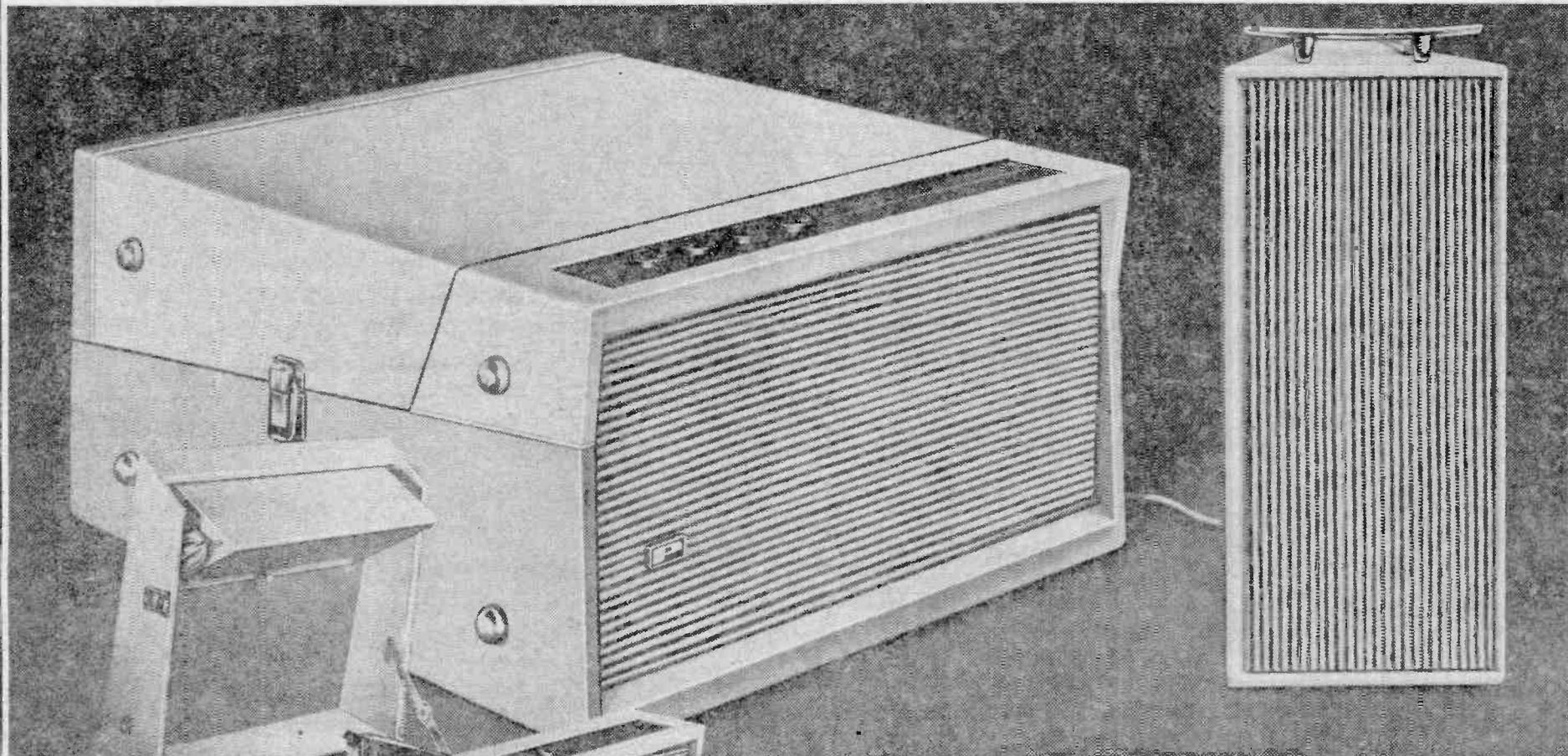
CATEGORY IX

\$501 or More

Admiral	Y1191, 92	automatic	stereo	80 watts	16	2-12", 2-6", 2-3 1/2"	—	AM-FM included	veneers—Mahogany, Walnut—\$605 all-in-one; with removable speaker	33 1/2"x46"x14 5/8"	\$595.00	—
Bell Sound	530	automatic	stereo	20 watts	9 plus rectifier	—	single diamond	Stereo AM-FM included	wood solids and veneers—cherry, colonial	29"x54"x18"	\$699.95	all models are component packages
Bell Sound	530	automatic	stereo	20 watts	9 plus rectifier	—	single diamond	Stereo AM-FM included	wood solids and veneer—oiled walnut; contemporary	29"x54"x18"	\$699.95	all models are component packages
Bell Sound	540	automatic	stereo	30 watts	10 plus rectifier	—	single diamond	AM-FM included	wood solids and veneers—oiled walnut—Danish	33"x52 1/2"x19"	\$999.95	all models are component packages
Bell Sound	540	automatic	stereo	30 watts	10 plus rectifier	—	single diamond	AM-FM included	wood solids and veneers—fruitwood; provincial	33"x52 1/2"x19 3/4"	\$1,049.95	all models are component packages
Fisher	920	automatic	stereo	35 watts	—	2-10", 2-8", 2 tweeters	diamond magnetic cartridge	AM-FM included	solid wood—mahogany, Walnut, teakwood, fruitwood (\$645)—provincial	32 1/2"x45"x18"	\$595.00	Multiplex adaptor can be added
Fisher	808	automatic	stereo	36 watts	—	2-12", 2-8", 2 tweeters	diamond stylus magnetic cartridge	AM-FM stereo	solid wood—Mahogany, Teakwood, walnut, fruitwood (\$745.) modern—provincial	32"x49 1/2"x17"	\$695.00	Multiplex adaptor can be added
Fisher	220	automatic	stereo	40 watts	—	2-12", 2-8", 2 tweeters	diamond stylus magnetic cartridge	AM-FM stereo tuner included	solid wood—Mahogany, Teakwood, walnut, fruitwood (\$945) modern—provincial	32"x50 1/2"x17 1/2"	\$895.00	Multiplex adaptor can be added
Fisher	1010	automatic	stereo	50 watts	—	2-12", 2-8", 4-3"	single diamond	AM-FM stereo included	solid wood—Mahogany, Teakwood, walnut, fruitwood (\$1,145); modern—provincial	32"x58"x18"	\$1,095.00	Remote control/multiplex adaptor can be added
Fisher	1000	automatic	stereo	40 watts	—	2-12", 2-8", 4 tweeters	single diamond	AM-FM stereo	solid wood—Mahogany teakwood, walnut, fruitwood; modern—provincial	33"x64"x19 1/2"	\$1,795.00	Has stereophonic tape recorder and reproducer, plays 4 track stereo tape, multiplex adaptor can be added
Fisher	3000	automatic	stereo	70 watts	—	2-15", 2-8", 4 tweeters	single diamond	AM-FM stereo included	solid wood—Mahogany, teakwood, walnut, fruitwood; modern—provincial	33 1/4"x71 1/4"x19"	\$2,595.00	has stereophonic tape recorder and reproducer, plays 4 track stereo tape, multiplex adaptor can be added. Remote control
Guild	921-ML	automatic	stereo	70 watts	—	—	dual diamond-sapphire	AM-FM	maple veneers—salem and cherry early American	42"x39"x22"	\$589.50	authentic early American design
Guild	820	automatic	stereo	70 watts	4 power	—	dual diamond, sapphire	AM-FM	maple veneers—salem, mahogany, cherry, early American	49"x36"x19 1/2"	\$649.95	authentic early American design
Guild	820DS	automatic	stereo	70 watts	—	—	dual diamond, sapphire	AM-FM	maple veneers—salem, mahogany, cherry, early American	42 3/4"x42"x19"	\$749.50	authentic early American design
Magnavox	1ST221H	automatic	stereo	30 watts	4 power transistors	—	dual diamond, sapphire	AM-FM	wood veneer—walnut, console	32 1/4"x50"x17 3/4"	\$595.00	—
Magnavox	1ST220H	automatic	stereo	30 watts	—	—	dual diamond, sapphire	AM-FM	wood veneer—walnut, console	32 1/4"x50"x17 3/4"	\$595.00	—
Magnavox	1ST217H	automatic	stereo	30 watts	—	—	dual diamond, sapphire	AM-FM included	—	32 1/2"x50"x17 3/4"	\$595.00	—
Magnavox	1ST215H	automatic	stereo	30 watts	—	—	dual diamond, sapphire	AM-FM included	wood veneer—mahogany, console	32 1/4"x50"x17 3/4"	\$595.00	—

(Continued on page 34)

THE "MOST" PORTABLE YOU EVER HEARD-OR HANDLED!



MODEL 1418

GENUINE STEREO!

Has 4 speakers! Two speakers in removable housing go anywhere in the room!

Inch-for-inch here's more *elegance* and more *real stereo* than in any set you've ever offered! Compare the features — your customers will! This show stealer packs four *husky* speakers: one 5" x 7", two 4" and a 5¼" speaker. It features two separate tone controls — *plus* stereo balance control! New 12-watt peak amplifier. New 4-speed changer with every automatic convenience, including automatic-shutoff! Deluxe Power Point cartridge and dual sapphire needle. Set plays with lid closed for better bass response. And the cabinet is clad in smart new two-tone travel-luggage leatherette. A stereo best-seller for sure!

SUPER VALUE!

4-speed automatic with twin speakers!

Portable perfection in hi-fi! Philco puts *new* big-set performance plus spectacular *new* styling in your volume part of the line. Here's the ideal set to satisfy a dozen needs — a hundred tastes! Amazingly compact and light-weight, this value leader delivers balanced, deep-tone hi-fi sound. A luxury portable for the traffic market!

- Two rich-tone 4-inch speakers!
- Tone control!
- 4-speed automatic changer with automatic shutoff!
- New Split-spindle!
- Leatherette travel luggage with removable lid!

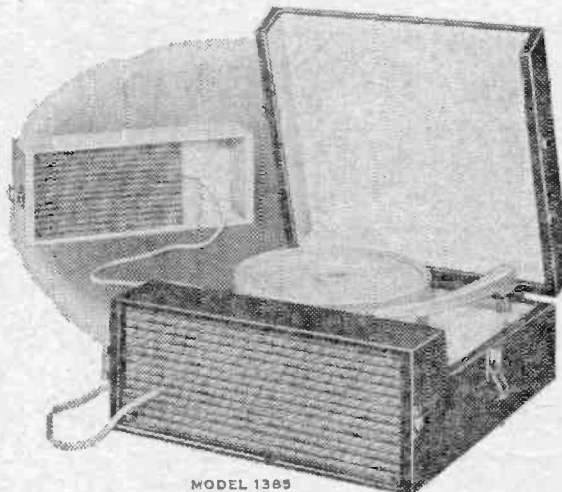


MODEL 1413

VALUE SENSATION!

Tone control — twin speakers!

Deluxe in every detail! Features two precision four-inch speakers. Separate tone control. Rugged three-speed manual changer. Finest bottom-of-the-line performer ever! Sleek leatherette luggage-type case in choice of two contrasting color combinations. Best value number in the phonograph business!



MODEL 1385

Top quality all the way from \$29⁹⁵ to \$139⁹⁵!

PHILCO

QUALITY FIRST!

Continued from page 32

CATEGORY IX (continued)

\$501 or More

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	Case or Cabinet Material—Finishes or Color: Combination—Styles (Cabinet Only)	Dimensions (Weight for Portable)	Suggested Retail Price	Selling Point
Motorola	SK32W	automatic	stereo	80 watts	8 plus rectifier	1-15", 2-8", 2-5 1/4", 2-5"	dual diamond, sapphire	AM-FM included	veneer walnut contemporary	31"x50 1/4"x20"	\$550.00	stereo tape input jacks, AC outlet for tape recorder or other audio equipment (100 watts max.)
Motorola	SK33W	automatic	stereo	80 watts peak	8 plus; rectifier	1-15", 2-8", 2-5 1/4", 2-5"	dual diamond, sapphire	AM-FM included	veneer—walnut; Contemporary	30 1/2"x50"x20 3/8"	\$575.00	stereo tape input jacks, AC outlet for tape recorder or other audio equipment (100 watts max.)
Motorola	SK35W	automatic	stereo	80 watts peak	8 plus rectifier	1-15", 2-6x9", 2-5 1/4", 2-5"	dual diamond, sapphire	AM-FM included	veneer walnut, French Provincial	35"x35 3/4"x20 1/4"	\$625.00	stereo tape input jacks, AC outlet for tape recorder or other audio equipment (100 watts max.)
Philco	1916	automatic	stereo	100 watts	—	—	single diamond	AM-FM optional	veneers & wood solids—Mahogany, \$25; more for maple	35 7/8"x48 3/4"x18 3/8"	\$650.00	stereo-phones
Pilot	1072	automatic	stereo	40 watts	—	2-12", 2-6", 4-3"	single diamond	no	solid wood—mahogany; walnut \$615.00; contemporary	38 1/4"x33 1/4"x18 1/4"	\$599.50	inclined control panel
Pilot	1077	automatic	stereo	40 watts	—	2-12", 2-6", 4-3"	single diamond	no	solid wood—fruitwood; Fr. Provincial	38 1/4"x31 1/2"x18 1/4"	\$639.50	inclined control panel
Pilot	1073	automatic	stereo	40 watts	—	2-12", 2-6", 4-3"	single diamond	FM-AM	solid wood—Mahogany; walnut—\$765.00; contemporary	38 1/4"x33 1/4"x18 1/4"	\$749.50	inclined control panel
Pilot	1078	automatic	stereo	40 watts	—	2-12", 2-6", 4-3"	single diamond	FM-AM	solid wood—fruitwood; Fr. Provincial	38 1/4"x31 1/2"x18 1/4"	\$789.50	inclined control panel
Pilot	1090-A	automatic	stereo	40 watts	—	—	single diamond	FM-AM	solid wood—walnut; contemporary	33 3/4"x40"x18 1/2"	\$799.50	2 piece S-190 speaker, \$199.50 additional
Pilot	1240	automatic	stereo	30 watts	—	—	single diamond	FM-AM	solid wood—oiled walnut; contemporary	15 1/2"x37 1/2"x18 1/2"	\$589.50	—
Pilot	1245	automatic	stereo	40 watts	—	—	single diamond	FM-AM	solid wood—oiled walnut; contemporary	15 1/2"x37 1/2"x18 1/2"	\$699.50	—
Pilot	1100-A	automatic	stereo	80 watts	—	—	single diamond	FM-AM	solid wood—mahogany, walnut, \$1,095; Italian Provincial	34"x51 1/2"x18 1/2"	\$1,085.00	—
Pilot	1120-A	automatic	stereo	80 watts	—	—	single diamond	FM-AM	solid wood—fruitwood; French Provincial	34"x54 1/4"x19 1/2"	\$1,130.00	—
RCA Victor	TPR8	automatic	stereo	58 watts	—	2-12", 4-3 1/2"	dual diamond, sapphire	AM-FM	veneers and hardwoods—mahogany, walnut, oak, \$550.00; contemporary	32"x43"x17"	\$525.00	2-in-1 with swing-out speaker
RCA Victor	TPM4	automatic	stereo	58 watts	—	2-12", 2-5", 2-3 1/2"	dual diamond, sapphire	stereo AM-FM	veneers and hardwoods—mahogany, walnut, cherry, \$595.00; Italian Provincial	32"x49 1/2"x16 1/2"	\$575.00	—
Steelman	6541	automatic	stereo	40 watts	—	2-10", 2-6", 2-4"	dual diamond, sapphire	FM-AM included	veneer—mahogany, limed oak and cherry veneers; contemporary	33 1/4"x47"x18"	\$575.00	transistorized balance control—2 separate crossover networks
Steelman	705	automatic	stereo	60 watts	—	6—(2 tweeter horns, 2-8", 2-15")	dual sapphire, diamond	FM-AM included	veneer—mahogany, limed oak, ebony, \$719.95; walnut & cherry, \$749.95; contemporary and provincial	32 1/2"x55 1/2"x17 1/2"	\$699.95	visual stereo balance meter, 2 separate crossover networks
Stromberg-Carlson	SP-921	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood veneered—mahogany; limed oak; walnut; contemporary	48"x18"x35"	\$599.95	stereo choice switch
Stromberg-Carlson	SP-922	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood veneered—mahogany, walnut (lacquered); traditional	48"x18"x35"	\$649.95	stereo choice switch
Stromberg-Carlson	SP-925	manual and automatic	stereo	—	—	—	dual diamond	AM-FM stereo	hardwood veneered—cherry, Italian Provincial	48"x18"x35"	\$689.95	stereo choice switch
Stromberg-Carlson	SP-941	manual and automatic	stereo	—	—	—	dual diamond	AM-FM stereo	hardwood veneered—mahogany, walnut (lacquered); contemporary	54"x18"x35"	\$799.95	stereo choice switch
Stromberg-Carlson	SP-942	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood core veneered—walnut (lacquered)—traditional	54"x18"x35"	\$899.95	stereo choice switch
Stromberg-Carlson	SP-963	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood core veneered—cherry, French Provincial	54"x18"x35"	\$1,095.00	stereo choice switch
Stromberg-Carlson	SP-964	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood veneered—walnut (ebony); Oriental modern	54"x18"x35"	\$1,095.00	stereo choice switch
Stromberg-Carlson	SP-965	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood veneered—cherry, Italian Provincial	54"x18"x35"	\$1,095.00	stereo choice switch
Stromberg-Carlson	SP-991	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood veneered—walnut; contemporary	75"x63"x24"	\$3,500.00	stereo choice switch; stereo tape deck; stereo pre-amplifier
Stromberg-Carlson	SP-993	manual and automatic	stereo	—	—	—	dual diamond	AM-FM	hardwood veneered—cherry; French Provincial	75"x80"x24"	\$4,800.00	stereo choice switch; stereo tape deck; stereo pre-amplifier
Sylvania	4706	automatic	stereo	40 watts	14	2-12", 2-4x8" ovals, 2-3"	dual sapphire	AM-FM	solid wood—mahogany, blonde, walnut, ebony; modern	30 1/4"x17"x46 1/4"	\$595.00	—
Westinghouse	M-1500	automatic	stereo	100 watts	—	2-12", 2-7"	dual diamond, sapphire	AM-FM	veneer walnut, Danish modern	32 1/4"x62 3/8"x19 7/8"	\$595.00	tape input jacks, remote speaker attachment, 8 position selector control
Westinghouse	M-1502	automatic	stereo	100 watts	—	2-12", 2-7"	dual diamond, sapphire	AM-FM	veneer—cherry, early American	34 1/2"x50"x18 1/2"	\$595.00	tape input jacks, remote speaker attachment, 8 position selector control
Westinghouse	M-1503	automatic	stereo	100 watts	—	2-12", 2-7"	dual diamond, sapphire	AM-FM included	veneer—cherry, Imperial Provincial, classical French	27"x52"x18 1/2"	\$595.00	tape input jacks, remote speaker attachment, 8 position selector control
Westinghouse	M-1501	automatic	stereo	100 watts	—	2-12", 2-7"	dual diamond, sapphire	AM-FM	veneer—genuine mahogany; custom traditional	33"x55"x19"	\$595.00	tape input jacks, remote speaker attachment, 8 position selector control panel
Zenith	SFD2560 R, W, E	automatic	stereo	40 watts	—	2-12", 2-5 1/4", 2-3 1/2"	dual diamond, sapphire	FM-AM included	veneers and solids—mahogany, walnut, blonde; modern	31"x45"x17 1/4"	\$550.00	provision for radial sound system, extended stereo sound, balance controls, tape input jack
Zenith	SFD2565 R, M	automatic	stereo	40 watts	—	2-12", 2-5 1/4", 2-3 1/2"	dual diamond, sapphire	FM-AM Radio	veneers and solids—mahogany, maple, early American	33"x46 1/2"x18 1/8"	\$625.00	provision for radial sound system, balance controls, stereo tape input jack
Zenith	SFD2570 W, E, Y	automatic	stereo	40 watts	—	2-12", 2 treble horn	dual diamond, sapphire	FM-AM Radio	veneers and solids—walnut, blonde, ebony; Danish modern	32"x46"x17 1/8"	\$700.00	provision for radial sound system, tape input jack
Zenith	SFD2575 L	automatic	stereo	40 watts	—	2-12", 2 treble horn	dual diamond, sapphire	FM-AM Radio included	veneers and solids—walnut; Italian Provincial	33"x48"x18 1/8"	\$750.00	provision for radial sound system, automatic balance controls, stereo tape input jack
Zenith	SFD2580 R, H	automatic	stereo	40 watts	—	2-12", 2 treble horn	dual diamond, sapphire	FM-AM Radio included	veneers and solids—mahogany, cherry; provincial	32 3/4"x48 1/4"x18 1/4"	\$800.00	provision for radial sound system, automatic balance controls, tape input jack

SALES REFRESHER

22 WAYS TO SELL MORE STEREO PHONOS

1. **Hold Critique Sessions.** Get your sales people together at least once a week for sales critiques. The purpose: Find out specific sales problems they've had during the week and brainstorm the way to a solution. By listening to each other's problems, the sales people will become acquainted with sales situations they haven't had but are likely to have as the season progresses. Keep the session positive and helpful.
2. **Put an Empty Store to Work.** If there's a store in your town that hasn't been rented, put it to work for you. Approach the agent for the property and offer to keep it clean, windows washed, sidewalk swept, in return for the use of the display window. If the agent needs a small fee for the use of the display windows, pay it; it's worth it. Or see if your distributor thinks enough of the idea, he may be willing to split costs.
3. **Use Mass Display.** There's no surer way to show your customer that you have what he wants than thru mass display. Show a full line. If you're limited in space, have a rack built to let you stock models while still being able to demonstrate them. Some manufacturers make such racks available. Check your distributor.
4. **Price Your Merchandise.** Only the retailer who's afraid his merchandise isn't really worth the asking price is afraid to put price tags on it. Nothing drives a customer out of a store faster than not knowing what a unit will cost. Usually the price is lower than he thinks but the fear that it might be higher scares him away. Put tags on everything—even if you hand-letter them.
5. **Display Phonos Up Front.** If you've been displaying any other way, change right away. Your heavy traffic comes from records and low-priced items. Make your customers walk past the big-ticket items—the console phonos and tape recorders—in order to get to the disk display and record counter. You'll get a hundred times the traffic past your phonos this way—and you'll at least double your sales.
6. **Prepare to Demonstrate.** Hook up every model you have on display and be ready to demonstrate it. Barring an elaborate electrical wiring system, have some simple means of being able to power any unit at a moment's notice. If you fumble around getting the demonstration going, the customer will feel that you're going to waste his time (which you are) and will lose interest.
7. **Know the Merchandise.** Spend time during the less busy hours to learn every model you have on the sales floor. It is not unusual for a sales person to be so unfamiliar with a phono model that he doesn't know where the off-on switch is. Frequently, a changer mechanism will give the sales person a hard time. A fumbling sales person makes the prospect think: "If he can't run it, how does he expect me to." This is particularly true of women customers. So be able to demonstrate every model smoothly, as if to say: "See how easy it is!"
8. **You're Selling Music.** Forget power output, frequency range, distortion, transient response and all the rest of the audiophile jargon—unless the customer asks for it (most of them won't). Keep in mind that the end-product is pleasurable music, well reproduced. And the customer is buying music, not kilocycles. You should be able to answer questions about the products components when asked, however. So check your spec sheets. If you can't commit pertinent facts to memory, have the spec sheets handy for reference.
9. **Give Incentives to Sales People.** Set up a schedule of spiffs on phonos. Set light spiffs on the portables and low-ticket items and heavy spiffs on the big-ticket consoles. These should be payable at the end of each week. Make a bonus offer for end-of-month sales records. Don't make bonuses too hard to earn or the competing sales people will lose interest. It's better to keep the bonuses low and easy to win than high and difficult to win.
10. **Free Home Demonstration.** Nothing is more important to the sale of stereo phonos than the demonstration. Don't have adequate room in your store for demonstration? Use your customers' homes. Actually, this is the best place for demonstration because you can set the system up for maximum effect and good results. More importantly, once the system is in the prospects' homes, chances are it will stay there.
11. **Post Card Mailings.** Easiest and one of the least expensive ways to reach an audience via direct mail is thru post card mailings. The post card message should be direct, simple and friendly. The most important thing you can offer the potential prospect is an understanding of stereo. Tell them that you'll take the confusion out of the current stereo picture by giving them a thoro demonstration of one of the new phonos. Mention the lines you carry. Tell them how inexpensively they can have stereo. And don't forget the credit arrangements you offer. But keep it simple. Write it the way you talk.
12. **Set Up a Demo Room.** Most effective demonstration in the store is not on the sales floor but in a special room set up for that purpose. Have you an office or stock room big enough to be given over to this purpose? Set up your office at home temporarily. Rearrange your stock to allow for adequate demo space. If a spare room in your building is available, rent it for a stock room for the next four or five months.
13. **Give Demonstration by Appointment.** If there's no possibility of any kind for setting up private demonstration rooms, give demos "by appointment" in the store after hours. Limit them to a half hour. In three hours in the evening, you can see six couples (be sure the husband and wife attend at the same time so you can get a quicker decision on the sale). Don't give a demo for more than one couple at a time. You don't want your prospects to listen to the other couple; you want them to listen to you.
14. **Give Mass Demonstrations.** The exception to handling one couple at a time is the "mass demonstration" at which you demonstrate to a large group. The purpose of the mass demonstration is the same as general, or "buckshot," advertising. If you talk to enough people, law of averages insures getting a percentage of prospects. Contact religious and social groups for this purpose. Offer to put on an "entertainment" for them at one of their meetings—the "entertainment" to consist of a stereo demonstration, special stereo effects and music. The logical groups to start with are those of which you are a member.
15. **How to Pull a Crowd.** It's obvious that, without a mass audience, there can be no mass demonstration. Make coming to your demonstration attractive and important. One of the best ways is to give the audience something. Have a drawing for a package of LP's or an inexpensive stereo portable. Have them sign their names and addresses on the slip for the drawing and give yourself, thereby, a good prospect list for a follow-up mailing.
16. **Get on the Telephone.** One way to flush out prospects is to contact them by phone. This has the advantage of being a personal contact that can be made at your convenience. You can call anytime—when ever things are slow. Give yourself a small goal every day—that of calling just five people. Between now and the holiday season, this small effort will have resulted in about 450 personal contacts. If only one in 10 turns into a sale, you've made 45 sales that you might not have gotten.
17. **Follow Newspaper Leads.** One of the best places to prospect for leads is your daily paper—particularly announcements of engagements and weddings. Contact the families of the bride and groom and plant the thought that a stereo radio-phono console is one of the most wanted "appliances" of newlyweds. It makes a great wedding present and it's a gift that keeps

(Continued on page 51)

DIAMOND NEEDLE MAGIC?



Yes! FROM THE GREAT Puli
 A SENSATIONAL NEW PRICE
 FOR PULI DIAMOND NEEDLES
\$1.95 All Needles Including Stereo And Foreign, Single And Duals
DEALER COST
 *Naturally, This Low Price Does Not Include Plug-In Cartridge Needles

LOW COST, PLUS THESE SOLID MERCHANDISING AIDS FROM THE GREAT PULI, WILL MAKE "PULI DIAMONDS" YOUR TOP PROFIT PRODUCING NEEDLE

NATIONAL ADVERTISING

PLAYBOY, reaching music-minded prime diamond needle prospects.

SELF-SERVICE PACKAGING

Throw away your reference catalog and make more sales than ever before through customer identification of correct Puli replacement needle with new select-o-matic package.

POINT-OF-PURCHASE AIDS

Exclusive new browser file display cards to trigger Diamond Needle sales where the message is guaranteed to be read.

NEWSPAPER MATS

Ready-made sales producers for your local advertising telling a compelling story of diamond needle value that pays off in your store.

RADIO SPOTS

Short and to the Puli Diamond Needle sales point. Attention getters for your local station advertising.

QUALITY AT LOW PRICE

An amazing combination of top grade, fully oriented diamonds at a sensational low, low price.

If customers know the Puli story of high quality and low price in a Diamond Needle that wears 20 times as long as a sapphire . . . they can't afford to buy any other needle.

Just For The Record . . . It's

Transcriber Co., Inc., Dept. C, Plainville, Massachusetts





JONI JAMES

Singing



**ARE
YOU
SORRY?**

**WHAT I
DON'T KNOW
WON'T
HURT ME**

MGM K12828
STEREO SK50131



DISTRIBUTOR NEWS

By HOWARD COOK

WORD FROM WARNERS: Jack White, divisional sales manager at Warner Bros. Records Sales Corporation in Chicago, sends word that "Like I Love You" by Edd Byrnes is chalking up a lot of sales. Byrnes' LP, "Kookie," is also selling strongly. Other big LP's are the sound track of "The Nun's Story" and "77 Sunset Strip," which is still holding. Eddie and Betty Cole were in Chicago recently making a series of visits to jocks to plug their "Sweet Someone." "Teen Beat" by Don Ralke is beginning to move, White reports.

Don Graham of Warners in Burbank, Calif., writes that his number one single is "Like I Love You" by Edd Brynes. Following are "Theme From Room 43" by Ken Jones, "Brassmen's Holiday" by Claude Gordon, "Why Do I Cry for Joey" by Connie Stevens and "Waitin' for Fall" by Tab Hunter. "Teen Beat" by Don Ralke looks promising. Top LP's are "A Musical Touch of Far Away Places" by Warren Barker, "Powerhouse" by Buddy Cole and "Imported Carr-American Gas" by Carole Carr. Others that are climbing include "Kookie" by Edd Byrnes and "Speak Low" by Maurice Levine. Graham mentions that the favorite track in "A Musical Touch of Far Away Places" is "Carnavallito." The band is getting heavy air-play single style.

DETROIT: Steve Blaine of Cosnat Distributing writes that "Bahia" by Arthur Lymon on Hi Fi and "Where Did My Baby Go" by Bobby Freeman on Josie are taking off.

MIAMI: Dick Kline of King Records, Inc., advises that Nina Simone's Bethlehem LP, "Little Girl Blue," is the best selling album in the area. Her single, "I Loves You Porgy," continues to climb. Other hot singles are "Cute Little Ways" by Hank Ballard and the Midnighters on King and "Got to Cry" by James Brown on Federal.

PHILADELPHIA: Shirley Rubin of Cosnat writes that "Deck of Cards" by Wink Martindale on Dot has "busted wide open." Over ten thousand have been ordered.

Bob Heller of Chips sends a report on Chess Records' fall LP plan. Details of the plan are that the dealer gets one free for every five bought. Top seller among the new Chess LP's has been "Chuck Berry Is on Top." The set has been selected as pick of the week by several Philly stations.

NEW YORK: Evelyn Carnell of Cosnat has the following top five: "There Goes My Baby" by the Drifters, "What'd I Say" by Ray Charles, "If You Love Me" by LaVern Baker on Atlantic, "Romeo" by the Cadillacs on Josie and "Cry" by the Knightsbridge Strings on Top Rank. Comers are "Miami" by Eugene Church on Class, "Sempre Amore" by Don Cornell on Signature and "Bye Bye Love" by Will Jordan on Hanover.

MINNEAPOLIS: Liberman Music Company wires us that "Bahia" by Arthur Lymon on Hi Fi is selling better than "Taboo," his previous click.

PITTSBURGH: Dorothy Kauch of Bill Lawrence, Inc., reports that the firm's top platters are "Put Your Head on My Shoulder" by Paul Anka on ABC-Paramount; "Everytime We Kiss" by the Donnybrooks and "It Happened Today" by the Skyliners on Calico, "Seven Little Girls" by Paul Evans on Guaranteed, "Just Ask Your Heart," by Frankie Avalon and "Got the Feeling" by Fabian on Chancellor. Strongest albums are "Eddie Gorme on Stage" on ABC-Paramount, "Flame Out" by Janet Blair on Dico and "My Heart Sings" by Paul Anka on ABC-Paramount.

Sam Shapiro of Record Distributors lists the following newer sides: "Deck of Cards" by Wink Martindale on Dot, "Put Your Head on My Shoulder" by Paul Anka on ABC-Paramount, "Hully Gully" by the Olympics on Arvee, "Mr. Blue" by the Fleetwoods on Dolton and "Hey, Little Girl" by Dee Clark on Abner. Hottest albums are "Kingston Trio at Large" on Capitol, "Oldies, But Goodies" on Original Sound, "No One Cares" by Frank Sinatra on Capitol, "Exotica, III" by Martin Denny on Liberty and "Talk of the Town" by the Ray Conniff Singers on Columbia.

Ben Herman of Standard Distributing Company mentions "Deck of Cards" by Wink Martindale on Dot, "Lonely Street" by Andy Williams on Cadence, "Fool's Hall of Fame" by Pat Boone on Dot, "Teen Beat" by Sandy Nelson on Original Sound and "Livin' Doll" by David Hill on Kapp. Top LP's are "Oldies, But Goodies" by various artists on Original Sound, the sound track of "The Five Pennies," "Pat and Shirley" by Pat and Shirley Boone on Dot, "With These Hands" by Roger Williams on Kapp and "Songs by Ricky Nelson" on Imperial.

Herb Cohen of Asta Records reports strong action on "Danny Boy" by Conway Twitty on M-G-M, "Piano Shuffle" by Dave (Baby) Cortez, "A Lover's Plea," by Mack Vicker on Gone, "Woo-Woo" by the Rockateens on Roulette, "It Might Have Been" by Joe London on Liberty, "Six Boys and Seven Girls" by Anita Bryant on Carlton, "Are You Sorry" by Joni James on M-G-M, "Apollo" by Connie Stevens on Warner Bros., "Vacation Days Are Over" by the Argyles on Brent, "You're the One to Blame" by the Starlighters on End and "You Must Try" by the Guides on Guyden. Hottest LP's are "My Thanks to You" by Connie Francis, "For Young Lovers" by Tommy Edwards and "Let's Start All Over Again" by Clyde McPhatter (all on M-G-M), "At the Penhouse" by Ahmad Jamal on Argo and "Exotica, III" by Martin Denny on Liberty.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING.



'Shape I'm In' Apt Waxing for Restivo

Johnny Restivo, who was 16 yesterday, combines weight lifting and body building with rock and roll. Photos of the Bronx-born lad have appeared in numerous physique publications. His coach, "Mr. America of 1958," feels that Restivo may well succeed to that title.

The 5'7", 145-pound RCA Victor artist's first dinking is aptly billed "The Shape I'm In." In his spare time, young Restivo writes ballads. He comes from a musical family, for his mother is an accomplished pianist and his father plays guitar and accordion. Film star Anthony Franciosa is his cousin.

Besides appearances at school functions, the singer has performed at record hops, amateur shows, and most recently, on the State, radio and TV thruout the New York-New England area.



Jivin' Gene Hits With 'Breaking Up'

When Jivin' Gene has occasion to use his give name, Gene Burgeois, he pronounces the French surname with a deep Texas drawl. He was born in Fort Arthur, in the Lone Star State, where he has resided for most of his 19 years.

Gene was already an artist on the electric guitar at the age of nine. During his school days, he did most of his entertaining for school and church organizations. At present he has his own band, The Jokers, which he organized two years ago.

Since the release of his first Mercury record, "Breaking Up Is Hard to Do," the artist has been on many radio and TV deejay shows, doing his first extensive traveling away from his home town. Personal statistics include the fact that he is 5'9", weighs 170 pounds, unmarried.

YESTERYEAR'S TOPS—

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

SEPTEMBER 10, 1949

1. Room Full of Roses
2. Some Enchanted Evening
3. You're Breaking My Heart
4. Someday (You'll Want Me to Want You)
5. Maybe It's Because
6. Again
7. That Lucky Old Sun
8. Jealous Heart
9. Hucklebuck
10. Just One Way to Say I Love You

SEPTEMBER 11, 1954

1. Sh-Boom
2. Hey, There
3. Little Shoemaker
4. High and the Mighty
5. Skokiaan
6. Little Things Mean a Lot
7. In the Chapel in the Moonlight
8. This Ole House
9. Goodnight, Sweetheart, Good-night
10. I'm a Fool to Care

VOX JOX

By JUNE BUNDY

ANTI-ROCK: Station WPEN, Philadelphia, has banned rock and roll records. Henceforth, all records must meet "new standards" set up by station manager Murray Arnold, and r.&r. doesn't reach him. . . . Also on the r.&r. ban wagon is Bryce Bond, WNOR, Norfolk, Va., who writes, "As the Night Mayor of Norfolk, I have put a ban on rock and roll, rhythm and blues and hillbilly music on my six and a half hour nightly show (midnight to 6:30 a.m.) I play nothing but the very best in quality standard music, old and new, plus good progressive jazz. . . . Wt at WNOR are very proud of having 95 per cent of the adult audience, the buying audience."

PRO-ROCK: On the other hand, Fred Fiske, WWDC, Washington, recently made some interesting pro-r.&r. comments in one of his weekly columns, which appears in The Washington Daily News. Fiske wrote: "For a long time I have had a theory that a great many adults who loudly proclaimed their distaste for rock and roll music actually like it!"

"Some of the greatest performers in America appeared at the Dick Jockey Convention in Miami Beach. Many of the panel speakers blasted rock and roll and ominously tolled its death knell. These same people were swept along in the enormous wave of enthusiastic approval which followed Lloyd Price's singing 'Personality.' Some of the highest TV ratings ever were piled up when Elvis Presley appeared on the Ed Sullivan Show. Numerically there just aren't enough teen-agers to account for it. The audience had to be largely adult. The ratings of popular music radio stations all over the country, during school hours when audiences are almost entirely adult, also support the theory. . . . Many adults admit they like good rock and roll. Many honestly do not. My point is that of those who say they don't a goodly number actually do!"

ONE-STOP: Tom Edwards, formerly with WERE, Cleveland, has come up with a new twist on his proposed deejay one stop service, which he originally launched during the last disk jockey convention in Miami. In a letter to those who responded to his original offer, Edwards recently wrote: "You will recall that the record companies and a lot of deejays were not interested in the proposed plan. Only a handful of people like you responded to the suggestion. Naturally you are still bugged by the same problem of how to get records on the smaller labels while they are still popular. I believe I have finally come up with a solution to the problem."

"Being in a large market area like Cleveland, I get all the releases of the record companies from coast to coast. Here's my plan. You send me a reel of recording tape and a list of the songs you want to have recorded on the tape, along with a self-addressed label and postage. I record the tunes you want on the tape and zip it back to you the very same day. The whole transaction shouldn't take longer than three days."

"The price," writes Edwards, "would be nominal. I would charge 25 cents per tune or ten tunes for \$2. Your check or money order would accompany the tape. I realize that the use of the tape may sound distasteful to you, but it seems to be the best way to solve your problem. Your engineering department could put the tunes on acetate, or put the individual tune tracks on small reels for filing in the control room for use on the individual deejay's shows."

THIS 'N' THAT: Judy Cross, who produces the Al Collins show on WINS, New York, has a mysterious admirer who sends her roses, but doesn't enclose a card. Now she's waiting for the follow-up record plug—if any! . . . "Music 'Til Dawn," will celebrate its 2000th broadcast September 10 over WCBS, New York. Today, six years after its debut, the show still has the same sponsor, American Airlines. A special feature on the anniversary night will be programming of those selections which have proved to be the most popular over the six years.

GIMMIX: In co-operation with the Christmas Seal X-Ray unit, KICN, Denver, recently offered a free record (from KICN's "Fabulous Fifty" list) to each listener who brought in a receipt for a chest X-ray. The X-ray unit was located adjacent to the KICN studios for two days during the promotion.

During Labor Day weekend, WPRO, Providence, R. I., utilized airplane spotters to inform the station of traffic and beach conditions thruout the holiday rush, and offered cartons of Coca-Cola and record albums to careful drivers and winners of a WPRO-sponsored gold hunt along the State beaches led by deejays Smilin' Jack Spector, Salty Brine, Dave Sennett and Bill Burns. . . . Joel Spivak, KILT, Houston, is conducting an Extra Sensory Perception contest on his morning show to help science prove that thought waves are transmittable.

CHANGE OF THEME: New program director at WCUE, Akron, O., is Dick Carr, formerly with WBNY, Buffalo, N. Y. New jocks at WCUE are Don Fortune, ex-WINE, Buffalo, N. Y., and Art Knight, formerly with WARM, Scranton, Pa. . . . New personnel line-up at KALB, Alexandria, La., is as follows: program director, Skip Wilkerson, formerly with WHHY, Montgomery, Ala.; Kris Laie, ex-WCRR, Corinth, Miss.; Lee Stanley, ex-DKBS, Alexandria, La.; Nev Powell, ex-KDBS, Alexandria, La.; and Lee Kuenzi, ex-WRBC, Jackson, Miss.

New jocks at WERC, Erie, Pa., are Jerry Glenn, ex-WARD, Johnstown, Pa., and Tom Silver, ex-WACB, Kittanning, Pa. Also new at WERC is program director Robert M. Miller, formerly with WERE, Cleveland. . . . Mark Thomas has left WSJM, St. Joseph, Mich., to take over the morning slot on WMRI, Marion, Ind. He also hosts an afternoon ainer—1-3 p.m.

Ed Dunn is taking over a couple of morning spots on K TSA, San Antonio, Tex., following the departure of Don French, who resigned to take over an executive post with WISK, Minn.



Barry De Vorzon

One of Columbia's newest and most exciting pop artists—
 "Across the Street from your House"

b/w "Betty Betty" **COLUMBIA RECORDS**

CALL YOUR COLUMBIA DISTRIBUTOR TODAY!

Columbia is a Merck & Co. Inc. Division of Columbia Broadcasting System, Inc.

MUSIC AS WRITTEN

NORMAN RUBIN JOINS ATLANTIC

Norman Rubin has joined Atlantic Records as promotion director. He formerly served as promotion director for United Artists Records, and prior to that did promotion work for George Paxton and Con-Ed Records. In his new post Rubin will spend most of his time on the road working with distributors and deejays.

New York

Mort Hillman has joined Seeco Records as general manager in charge of sales and artist and repertoire. . . . Rondo Records (Eli Oberstein's firm) has added three new staffers, all in newly created posts for the label. Phyllis Hoffman has been named Rondo's national publicity director—in charge of deejay contact work, production of front covers, reviewer service and liner notes. Reggie Haney has been appointed Midwest field sales manager, and Cynthia Navarre, assistant to Rondo veepee Herb Joseph.

Robert Lissauer has formed Cassetta Music, which will be owned jointly by Tonino Casetta, head of Bluebell Records, Milan, Italy, and Lissauer. The firm's first tune is "Rido," recorded in Italy by Niki Davis and released here on Colpix. . . . Buck Ram has signed personal management contracts with band leader Tony Pastor and his two sons, Guy and Tony Jr. Pastor Sr. has given up his band to form a family act with his sons, which will henceforth be known as The Pastors. The family unit returns to the Star Dust Hotel in Las Vegas September 21.

Kay Thompson has inked a recording pact with Signature Records. Her first release is tagged "Moscow Cha Cha" backed by "Das Vidanya." In a similar mood, Miss Thompson has also waxed an LP, which was recorded during a party at her home and features a discussion by the star and her guests about Miss Thompson's recent trip to Russia. . . . The Danleers have signed a long-term contract with Memo Records. . . . Gene Krupa and his Trio open at the Town House, Pittsburgh, September 21. . . . Toshiko, the Japanese jazz pianist, started a four-week engagement at the Arpeggio, here, September 8.

Capitol has formed a public relations department to widen the scope of its former press relations operations. Move marked the exit of press relations director Vic Rowland, for five years at the helm of the department. Brown Meggs, with Capitol since September 1958, was named director of public relations. Fred Martin (son of Capitol artist-batoner Freddy Martin) who joined Capitol in June 1958, as Rowland's assistant, was named press relations manager.

Hal Cook, Warner Bros. Records veepee in charge of sales, and Eastern artist-repertoire chief George Avakian here for meetings with the label's execs. . . . Dean Martin was signed to a two-picture deal by Columbia. Films are to be made during the next three years. . . . Life Records, new label started by Ted Havartos, has issued nine LP's in a series of children's training disks. Each treats a different problem in child training. Disks are aimed at the three-to-eight age bracket. Modern Distributing will handle the line in the LA market. Distribution deals are being set for other areas.

Chicago

Ralph Bass, formerly of Federal, has signed on with Chess Records as a touring a.&r. staffer, to plow for new material chiefly in the South. One of his first assignments will be to compile an LP of the label's best sellers. . . . WAIT deejay Stan Dale appointed a judge for National Teen Convention, New York's Carnegie Hall November 7, to help pick winning letter on the subject "Why I Feel I'm a Typical Teenager." . . . Cast of WBKB-TV's "Polka-Go-Round" devotes its full hour show tonight (14) to a plug of its new ABC-Paramount album, "Love That Sound From Polka-Go-Round." Performers are Bob Lewandowski, singing emcee; Lou Prohut and his Polka Rounders; Carolyn DeZurik, yodeling vocalist; Tom (Stubby) Fout's Singing Waiters and the Chaine Dancers. . . . A new conservator of music, dance and drama being launched by Sheppard Lehnhoff, Chicago Symphony violinist, with four other Chi Symp members forming music faculty. . . . American Women in Radio and Television running a swim-buffet party Thursday (18) at Sheraton Towers Hotel pool. . . . Success in selling offbeat shows to offbeat sponsors continues for WFMT, the serious music station. Its popular two-hour folk music show on Saturday nights, "The Midnight Special," just bought up by Japan Air Lines and Webb and Knapp. Latter will pitch a high-priced new town house development here. Bernie Asbell.

Cincinnati

Will Lenay, one of the town's top platter spinners, is quitting his morning show on WSAI, just as soon as contractual settlement can be made with the station's management, to join WCKY, with headquarters in the Sheraton-Gibson Hotel. Lenay has been on the air locally since 1943, when he joined WLW. He later moved to WSAI, then to WCPO, then back to WSAI. He had the afternoon spot on WSAI for seven years and four months ago took over the station's morning seg. . . . Thurston Moore, for a number of years publisher of c.&w. talent pitch books, this week puts to bed his most ambitious venture, "Country Music Who's Who," on which he has been working nearly a year. The hefty slick makes its bow at the WSM Country Music Disk Jockeys' Convention in Nashville in November.

La Vern Baker concluded a five-day stand at the Spatz Show Bar in nearby Hamilton, O., Sunday night (13), with the Cadillacs moving in for a like period this Wednesday (16). . . . Jonathan Winters, who Sunday (13) con-

(Continued on page 41)

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 artist items are carried in strict alphabetical sequence.

RUTH BROWN, the Atlantic thrush, whose father disapproved of her singing anything but hymns, has become one of the most consistent distaffers in the business. Her latest, "I Don't Know," is a wistful ballad read with great appeal and was given a Spot by Billboard. It follows up her success with Jack O' Diamonds.

ANITA BRYANT, the current Miss Oklahoma and a runner-up to Miss America, piped her way into stardom with "Till There Was You," which hit the top 30 on Billboard's charts. Her follow-up, "Six Boys and Seven Girls," b-w "The Blessings of Love," has been Spotlighted by Billboard and her strong singing of the two pretty tunes should make for a repeat success for the former Godfrey lark.

BUD AND TRAVIS have been called back to the Blue Angel in New York to begin their second consecutive week there, starting September 10th. Inter-twinning folk, pop and period ballads, "Bud and Travis," their first Liberty album, bids fair to carry over into disks the success they have achieved in top flight clubs around the nation. October 8th, they'll be at the Hotel Copley Square in Boston and on the 19th, at Mr. Kelly's in Chicago.

SAM BUTERA, who hails from New Orleans, has been playing his saxophone since the age of seven. Captain of both the track and football teams in high school, he decided in favor of a musical career rather than a scholarship from Notre Dame. He has played in the Tommy Dorsey and Louis Prima orks, and between riffs and licks, follows his favorite hobbies of fishing and investing in real estate. His latest, "She's a Kookamunger," b-w "Ten of Bricks" is his first waxing on Dot.

CATHY CARR, besides selling records faster than hot cakes, also collects them, her collection numbering over 2,000 with Debussy and Tchaikowsky as favorites. The Bronx, New York, canary is warbling away once more, her latest, "Personal Secret," a pretty Latinish theme, having been picked by Billboard.

BIRTHDAYS OF THE WEEK:
Sept. 17, Hank Williams. Sept. 18, Teddi King. Sept. 20, Jelly Roll Morton; Frank DeVol.

EDDIE COCHRAN, from his earliest days in Minnesota, has been both an avid outdoor sportsman, often going on hunting and fishing trips with his family. At his first professional engagement, he lost his guitar pick and his voice cracked several times. Since then he's gone on to stardom on Liberty Records and his latest, "Something Else," b-w "Boll Weevil Song," are two rhythmic chatters that could continue his success.

CRASH CRADDOCK picked up his nickname by crashing thru the line in a tense football game his Greensboro, North Carolina, high school team was playing. The youngest of 13 children, his brother taught him to play the guitar at six and he has since participated in many a songfest and family sing. He worked in cotton mills and cigarette factories until discovered by Fred Koury, Greensboro showman. His first effort for Columbia, "Don't Destroy Me," b-w "Boom, Boom Baby," will be released shortly.

CHIP FISHER, the son of a naval officer, lived in 15 different places before settling down in Darlen, Conn. A graduate of Dartmouth, he plans to enter the Air Force in 1960. He writes many of his songs, including the present two he recorded for Addison, "No One," b-w "Poor Me," which were Spotted in Billboard.

The **FLEETWOODS** are getting set for their third hit in a row, both "Come Softly to Me," which reached number one spot on the charts and "Graduation" Here, which hit among the top 50, clicking for them. In "You Mean Everything to Me," the Dolton artists sing softly over smooth ork backing and with their smart rendition of Mr. Blue, either side can make it.

HOMER AND JETHRO, the masters of hoe-down comedy, were the first hillbilly performers to sing popular numbers in country dialect. Their tunes, including the Everly Brothers, "Doggie In The Window" and "Bird Dog," have given them a lively and devoted following. Their present "Battle of Kookamonga," in the same hilarious vein, is a parody of "Battle of New Orleans."

JONI JAMES, who has turned out national best sellers from "Why Don't You Believe Me" to "I Still Get a Thrill," has come up with another strong contender in "Are You Sorry," b-w "What I Don't Know Won't Hurt Me." The M-G-M star will appear at Illinois University in Carbondale on Oct. 17, and on the 19th, she'll be a guest on the Ed Sullivan Show.

KITTY KALLEN, who can boast every sort of distinction including the million seller, "Little Things Mean a Lot," stints with the Jack Teagarden and Jimmy Dorsey bands and her portrayal of Sharon McGlornegan in "Flanigan's Rainbow," makes a strong return bid in her present single for Columbia. "If I Give My Heart to You" is a pretty oldie which she reads wistfully over fine ork and chorus backing.

JOHNNY NASH has two possible winners in "But Not for Me," b-w "Take a Giant Step" which promise to follow up his success with "As Time Goes By," earlier in the year. He plays the starring role in "Take a Giant Step," in which he makes his screen debut.

JOHNNY OCTOBER is active in Catholic youth work in his home town of Philadelphia. His favorite singers are Sinatra and Mathis and his favorite sport, boxing. His last name is actually an English translation from Italian of his real name which is "Ottobre." "Growin' Prettier," b-w "Young and In Love," his latest effort is on Capitol.

JIMMIE RODGERS delivers another two potent ditties in "Tucumcari," a bright folkish tune, and "The Night You Became Seventeen," a lovely ballad with his usual appealing sound. Both sides were picked by Billboard.

NEIL SEDAKA, among other distinctions, was chosen by Artur Rubinstein to play on WQXR's "Musical Talent in Our Schools" program. Lincoln High School gave him its Music Award and Julliard awarded him a two-year piano scholarship. Besides writing such hit tunes as "Cupid and Fallin'," he has won national fame with his recordings of "The Diary and I Go Ape." His present disk for RCA is "Oh! Carol," b-w "One Way Ticket," two strong vocal stunts that could put him on the charts again.

ANDY WILLIAMS, the Cadence crooner from Iowa, has a passion for good clothes and the music of Rachmaninoff. His latest, "Lonely Street," a lovely tune with country overtones, seems headed chart-wise.

PROMOTION DAYS AND WEEKS: Sept. 15 begins National Eat Lamb week, purpose of which is to promote greater consumption of lamb when in peak supply. Sept. 15 is also the beginning of Mute Your Muffler Month and National Wallpaper Month. Sept. 17 is Citizenship Day and also starts Constitution Week. See you next week. **TOM ROLLO.**

THIS WEEK'S NEW

Money Records

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

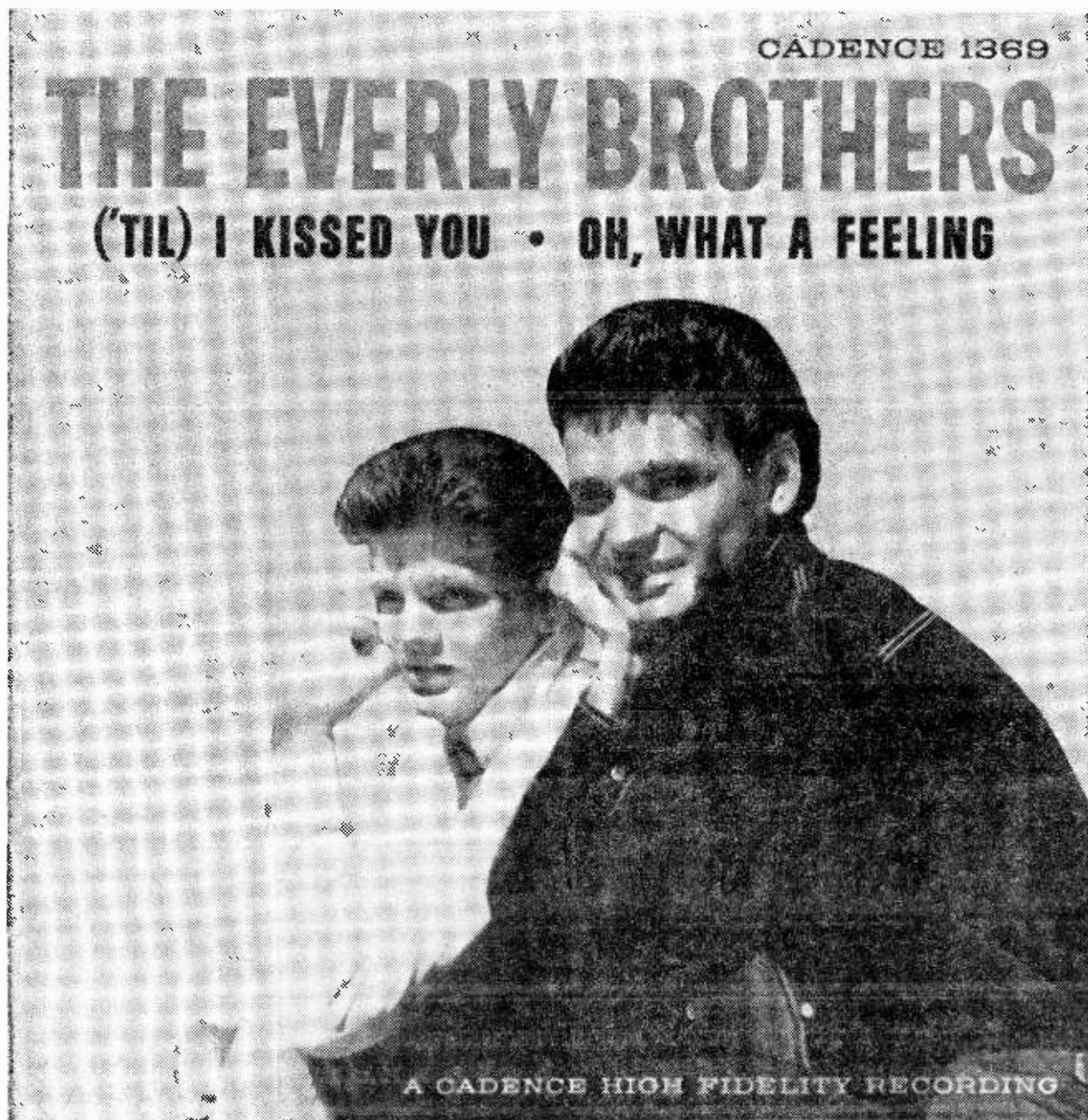
SINGLES

MACK THE KNIFE—Bobby Darin	Atco
POISON IVY—The Coasters	Atco
THE THREE BELLS—Dick Flood	Monument
I AIN'T NEVER—Webb Pierce	Decca
HEY LITTLE GIRL—Dee Clark	Abner
TEEN BEAT—Sandy Nelson	Original
PUT YOUR HEAD ON MY SHOULDER—Paul Anka	ABC-Paramount
MR. BLUE—The Fleetwoods	Dolton
JUST ASK YOUR HEART—Frankie Avalon	Chancellor
BATTLE OF KOOKAMONGA—Homer & Jethro	RCA Victor
THE ANGELS LISTENED IN—The Crests	Coed
YOU'RE GONNA MISS ME—Connie Francis	M-G-M
CATERPILLAR CRAWL—The Strangers	Titan
I'M A HOG FOR YOU—The Coasters	Atco
TRUE, TRUE HAPPINESS—Johnny Tillotson	Cadence
OKEFENOKEE—Freddy Cannon	Swan
BATTLE HYMN OF THE REPUBLIC—Mormon Tabernacle Choir	Columbia
FOOL'S HALL OF FAME—Pat Boone	Dot
YOU WERE MINE—The Fireflies	Ribbon
DECK OF CARDS—Wink Martindale	Dot
YOU BETTER KNOW IT—Jackie Wilson	Brunswick
LOVE POTION NO. 9—Clovers	United Artists
FIVE FEET HIGH AND RISING—Johnny Cash	Columbia
EVERY LITTLE THING I DO—Dion & the Belmonts	Laurie
(SEVEN LITTLE GIRLS) SITTING IN THE BACK SEAT—Paul Evans	Guaranteed
WORRIED MAN—The Kingston Trio	Capitol

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.

**THE EVERLY BROTHERS
HIT SINGLE
NOW AVAILABLE IN A
FOUR COLOR SLEEVE**



**SEE...THE EVERLY BROTHERS ON THE FIRST
PERRY COMO TV SHOW...WEDNESDAY SEPTEMBER 30**

MUSIC AS WRITTEN

Continued from page 39

cluded work in a musical for Doug Crawford at Memorial Hall in his native Dayton, O., is set for an October stand at the Riviera in Las Vegas. . . . Milt Magel kicked off the new season at his Castle Farm here with the Four Aces Saturday night (12). He has Fabian set for September 28, with the Hilltoppers following in October 10; George Shearing's band, October 14; Louis Armstrong, November 21, and Lionel Hampton, November 28.

Fraternity Records artist, John Gary, pulled into Cincy Sunday night (13) from Windsor, Ont., where on Saturday (12) he concluded a fortnight's stand at the Metropole Cafe. He'll be a feature next Saturday and Sunday (19-20) at the Food Show at Cincinnati Garden. Gary will put in this week visiting the deejays here to plug his new Fraternity release, "Thank the Lord for This Thanksgiving Day," written by Paul Cunningham, former ASCAP prexy, and Jimmy McHugh, veteran songwriter. Bill Sachs

Nashville

Hal Smith, prexy of Pamper Music, Inc., excited over Guy Mitchell's cover of the firm's "Heartaches by the Number" for pop release on Columbia. Ditty has already been good to Ray Price as a country release for the Columbia label. . . . Hank Locklin was in town last week to record for RCA Victor. He hopped in from Milton, Fla., where he's just moved into his new home. . . . Local Victor Studio reports that the Browns have already gone over the million mark with their "The Three Bells." Maxine, one of the Brown sisters, took time off from the group's p.a.'s recently to give birth to her second son, James Brown Russell.

Carl Smith, skedded for "Jubilee, U. S. A.," September 19, October 3 and October 17, hits Angola, Ind.; Colorado Springs, Colo.; Farmington, N. M., and El Paso, Tex., among other towns on a p.-a. schedule set thru September 27. Bookings were handled by the Jim Denny Artist Bureau, which has Marvin Rainwater slated for shows in Toronto September 14-19; Webb Pierce on a Northwestern and Canadian tour September 17 thru October 4, and Carl Perkins for Toronto September 28-October 10. . . . Juanita Jackson accompanies hubby Stonewall via Cadillac-drawn house trailer on a Texas-Oklahoma tour which began last week. . . . Decca's Arnie Derksen plays Las Vegas September 22-October 12. . . . Del Wood has a new RCA Victor release out titled "Gismo Rag." . . . RCA Victor's Skeeter Davis in town for a few days last week for golf and rest.

Vic McAlpin was writing at his busiest before entering Vanderbilt Hospital here for heart surgery September 8. The writer, reportedly in good condition after surgery Thursday (10), turned out "When My Conscience Hurts the Most," recorded by Charlie Walker; "The Carpet On the Floor," by Stonewall Jackson; "Living Is a Lonely Thing," by Red Foley, and several other recently released songs for Moss Rose Publications. . . . Hubert Long was showing the film, "Calico Fair," to his associates in Nashville last week. Film is a TV pilot made at Knott's Berry Farm, Hollywood, and features Ferlin Husky, Faron Young and Webb Pierce. . . . Eddy Arnold is slated for an RCA Victor session this week at the local RCA Studio. Pat Twitty

Carlton Subsid Buys Master

NEW YORK—Guaranteed Records, Carlton Records subsid, has purchased the master of "Aces Up" by the Dynamics, a Seattle high school group, from Penguin Records.

The deal was completed by Don Genson, West Coast v.-p. of Carlton and Guaranteed Records. An undisclosed sum was paid to Penguin for right to the record and an option on the group's services.

LAST SHOWBOAT FINDS A BUYER

BLOOMINGTON, Ind. — The Majestic, last of America's showboats still touring, has been purchased by Indiana University.

Capt. Thomas Jefferson Reynolds built the vessel in 1923 and retained ownership until recently when J. A. Franklin, the university's vice-president reached an agreement for its acquisition at Point Pleasant, W. Va., where the ship is harbored.

Recently advertised for sale for \$30,000, the Majestic was bought with the profits of the Brown County Playhouse, an Indiana University subsidiary.

The floating theater will be used for Playhouse productions for presentation to Indiana audiences along the Ohio River from Lawrenceburg to Evansville.

No Statute of Limitation on Cabaret Taxes

WASHINGTON—Cabaret owners were warned by an IRS ruling last week not to count on the three-year statute of limitation, in cases where owners have filed admissions taxes, but failed to enter the separate cabaret tax on the return, when their premises require it. Internal Revenue says that where admission is charged, filing the admission excise, but making no entry on the cabaret tax leaves the owner liable to assessment or collection proceedings "at any time."

The ruling was made on query of a cabaret owner who had reported and paid tax on admissions, but said nothing about liability for the separate cabaret tax. Later, IRS determined that the owner should have filed the cabaret tax at that time, instead of the admissions tax.

The general rule in excise is that the amount must be assessed within three years after the filing of the return, and no court proceeding without such assessment can be started after that period. However, IRS points out that its Code provides that proceedings for collection "may be begun without assessment, at any time," in the case of failure to file.

Failure to pay the admissions tax, which is a "collected" tax, invokes penalty; but cabaret tax is "incurred" personally by the proprietor, making him liable for the

New Fidelipac Tape Magazine Used in Radio

CHICAGO—Application of the tape cartridge to automation of radio station broadcasting was revealed this week when Conley Electronics Corporation, Skokie, Ill., granted a non-exclusive franchise for use of its Fidelipac continuous tape magazine to Collins Radio Company, Cedar Rapids, Ia. The Collins broadcasting division has incorporated the Fidelipac cartridge into its Automatic Tape Control record and playback units.

The Collins' playback unit, on either a 15-inch or 19-inch long by 10-inch high panel, has a slotted hole in its top, into which a d.j. merely drops a Fidelipac cartridge. The cartridge will either play all the way thru and stop or the unit has a stop button. In addition, the control board on the panel has a ready light, operation light and a start button. The playback unit lists for \$525.

The record amplifier unit, listing at \$350, has a VU meter, gain control and a record set button. Again, the Fidelipac magazine can be dropped into a slot and by depressing the start button, recording can begin. The record unit comes in a panel 15 or 19 inches long by about 5¼ inches high. Collins also supplies a bulk eraser for \$18 so that cartridges of tape, which have been recorded and are no longer being used, can be erased and utilized again.

Fidelipac is supplying a series of three different sized magazines, which will be marked on the cartridge's exterior for playing time. The playing times of the cartridges run 40 or 70 seconds, three-and-one-half minutes, five-and-one-half minutes, 15½ minutes and 31 minutes so that all station commercials or programming seg can be serviced.

WHK PLOTS

Seven Gal Treatment For Fred

NEW YORK — Fred, the hero of Carlton Records' "(Seven Little Girls) Sitting in the Back Seat," will be wine and dined to a fare thee well in Cleveland in the next couple of weeks. This news was learned from the diskery this week, along with the fact that it acquired a hot master from the Penguin label, for its Guaranteed Records subsidiary.

The "Seven Little Girls" doings involve a contest being run by WHK, Cleveland, in connection with the disk in which anybody whose name is Fred is invited to tell WHK in the proverbial 25 words or less why he'd like to be in the back seat with the girls. The winning "Fred" gets taken to dinner and a show with seven of the most "gorgeous doll type" models in the Buckeye State. A spokesman said, "After what he'll go thru on his date with the seven girls, anything else he might win would be anti-climactic."

On the master front, Carlton purchased for Guaranteed, a disk by the Dynamics, from the Penguin label. The side is "Aces Up," described as a "rockin'-raunchy" type instrumental. Deal was set by Don Genson, Carlton West Coast veepee.

whole tax, whether or not he passes it on to his patrons, Revenue Service points out.

HOT 100 ADDS ELEVEN

NEW YORK — Eleven new sides appear on this week's Hot 100 chart. Details are:

- 68. Fool's Hall of Fame—Pat Boone, Dot
- 74. Deck of Cards—Wink Martindale, Dot
- 83. Love Potion No. 9—The Clovers, United Artists
- 88. Every Little Thing I Do—Dion & the Belmonts, Laurie
- 89. (Seven Little Girls) Sitting in the Back Seat—Paul Evans & the Curls, Guaranteed
- 90. Worried Man—The Kingston Trio, Capitol
- 93. Fog Cutter—The Frantics, Dolton
- 97. Wish It Were Me—The Platters, Mercury
- 98. One More Sunrise—Leslie Uggams, Columbia
- 99. I'll Never Fall in Love Again—Johnny Ray, Columbia
- 100. I Ain't Never—The Four Preps, Capitol

Fox Petitions To Set Aside AAA Decision

NEW ORK — Sam Fox Publishing Company has petitioned the Supreme Court of the State of New York to set aside a recent decision of the American Arbitration Association in a dispute between Fox and ASCAP relative to performance payments on "durations" works.

Originally, Fox had sought relief as long as two years ago on the matter of obtaining full credit for durational works, no matter what the length of time of performance. The relief first was sought thru the normal ASCAP appeals machinery. The result of these hearings was the diminution, rather than a raising of credits for durationals.

At this point, Fox, thru its prexy, Fred Fox, became the first firm to avail itself of the appeals procedure set up thru the AAA under terms of the 1950 consent decree. The result of the AAA determinations was partly favorable to the Fox cause, in that it found that the ASCAP appeals board was out of order in taking it upon itself to relog and resurvey performance sheets in arriving at new and lower credits for the Fox material in question.

However, says the brief: "The Arbitrators have failed to make a final, definite award with regard to all the issues submitted for determination. . . . Wherefore, it is respectfully prayed that an order be made vacating and setting aside the arbitration award herein."

A hearing is scheduled on the motion Wednesday (16) at County Court House, Manhattan.

Zenith Makes Decca Tie on Phono Sales

NEW YORK — Decca records are being used as a special premium by the Zenith Radio Corporation, in the sale of its new stereo phonograph line this fall. The special "Stereo Package" of 10 LP's will be given away with each Zenith stereo phono by dealers, during the fall season.

The package consists of what the label has described as "enhanced stereo" versions of the original cast packages of "The King and I," "Oklahoma," "Carousel," "Song of Norway," "Annie Get Your Gun," "Guys and Dolls," and "Porgy and Bess." Stereo versions are also included of "The Eddy Duchin Story," and "Around the World" soundtracks and the "Destry Rides Again" original cast package.

Even tho seven of the disks were made in the pre-stereo era, engineers at Zenith were described as highly enthusiastic at the quality of the sound and the stereo effect produced in the modernization process. The pitch was also seen as a valuable assist for Decca.

100 MILLIONTH PRESSING MARK

NEW YORK — RCA Victor's plant at Rockaway, N. J., pressed its 100 millionth disk recently, according to A. L. McClay, manager. Record was Morton Gould's new stereo Sound Spectacular of the "1812 Overture." The 100 millionth disk was set aside as a permanent record of the occasion.

More Big Disk Names for TV Specials

NEW YORK — More big record names have been added to the guest roster of TV specials scheduled for the upcoming video season.

Elvis Presley will make his first TV appearance on Frank Sinatra's ABC-TV special sometime in early May. The hour-long show, sponsored by Timex Watches, will be tagged "Frank Sinatra's Welcome Home Party on TV for Elvis Presley." Sinatra and Presley will join vocal forces on the program.

Andy Williams will star on NBC-TV's "Music From Schubert Alley," (November 13, 10 p.m.) which will highlight outstanding numbers from Broadway musical comedies, past and present. Also on the bill will be Alfred Drake and Doretta Morrow. Marian Anderson will do a Christmas special for NBC-TV. NBC-TV's "A Toast to Jerome Kern," (September 22, 9-10:30 p.m.) will spotlight Howard Keel, Patrice Munsel, Louis Prima, Keely Smith, and Sam Butera and the Witnesses.

UA Extends Sales Plan

NEW YORK — United Artists Records is extending its Fall Sales Plan for two additional weeks to September 30. Under the plan, distrib. placing orders for UA's receive five free LP's with every 25 purchased. There are 23 albums in the pop, jazz, folk and classical fields from which to choose.

The diskery has purchased a master by Bobby Long from Glow Hill Records for an undisclosed amount. The sides are "Did You Ever Dream Lucky" and "Calling for the One I Love." They will be released on Unart Records immediately.

Thrush Own Pubber

NEW YORK—Atlantic canary Betty Johnson has set up her own publishing firm, B. J. Music, with Broadcast Music, Inc.

The thrush's new firm is publishing her next Atlantic release, "Willow Tree," clefted by her husband Charles Grean, RCA Victor's pop singles artist and repertoire topper.

The Billboard **TOP LP'S** FOR THE WEEK ENDING SEPTEMBER 13

BEST SELLING MONOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	KINGSTON TRIO AT LARGE, Capitol T 1199	13
2	2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	77
3	3	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	8
4	4	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	31
5	5	INSIDE SHELLY BERMAN, Verve MG V 15003	21
6	7	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	72
7	6	PETER GUNN, Henry Mancini, RCA Victor LPM 1956	31
8	9	MY FAIR LADY, Original Cast, Columbia OL 5090	180
9	8	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	13
10	11	KINGSTON TRIO, Capitol T 996	13
11	10	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	20
12	17	NO ONE CARES, Frank Sinatra, Capitol W 1221	4
13	12	GIGI, Sound Track, M-G-M E 3641 ST	63
14	15	PORGY AND BESS, Sound Track, Columbia OL 5410	9
15	16	SOUTH PACIFIC, Original Cast, Columbia OL 4180	276
16	13	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	32
17	14	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	62
18	19	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	16
19	23	FILM ENCORES, VOL. I, Mantovani, London LL 1700	97
20	20	THE MUSIC MAN, Original Cast, Capitol WAO 990	81
21	37	PARTY SING AONG WITH MITCH, Mitch Miller, Columbia CL 1331	3
22	22	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	42
23	18	GYPSY, Original Cast, Columbia OL 5420	9
24	34	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	7
25	42	QUIET VILLAGE, Martin Denny, Liberty LRP 3122	3

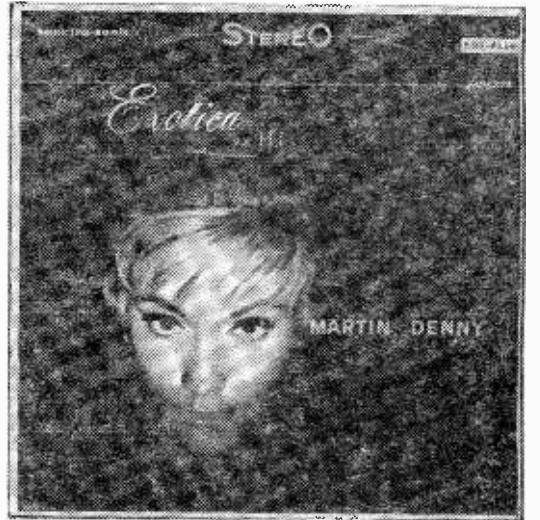
THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	26	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	27
27	29	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	37
28	24	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	12
29	25	HYMNS, Tennessee Ernie Ford, Capitol T 756	114
30	30	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507	13
31	32	POWER DRUM SONG, Original Cast, Columbia OL 5350	35
32	33	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	33
33	39	BLUE HAWAII, Billy Vaughn, Dot DLP 3165	16
34	21	HOLD THAT TIGER, Fabian, Chancellor CHL 5003	18
35	27	TENDERLY, Pat Boone, Dot DLP 3180	10
36	28	TABOO IN HI FI, Arthur Lydon, Hi-Fi Records R 806	26
37	31	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	22
38	36	THE KING AND I, Sound Track, Capitol W 740	152
39	43	OKLAHOMA! Sound Track, Capitol SAO 595	188
40	45	NEAR YOU, Roger Williams, Kapp KL 1112	25
41	35	GEMS FOREVER, Mantovani, London LL 3032	46
42	46	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	22
43	—	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	40
44	40	TILL, Roger Williams, Kapp KL 1081	5
45	44	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	14
46	47	LOVE IS THE THING, Nat King Cole, Capitol W 824	4
47	—	CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163	10
48	41	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	10
49	—	SWINGIN' PRETTY, Keely Smith, Capitol T 1145	5
50	38	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	31

BEST SELLING STEREOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	17
2	2	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	10
3	3	GIGI, Sound Track, M-G-M SE 3461 ST	17
4	4	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	15
5	6	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	10
6	7	PETER GUNN, Henry Mancini, RCA Victor LSP 1956	17
7	18	NO ONE CARES, Frank Sinatra, Capitol SW 1221	3
8	5	KINGSTON TRIO AT LARGE, Capitol ST 1199	11
9	9	FILM ENCORES, VOL. I, Mantovani, London PS 124	17
10	10	MY FAIR LADY, Original Cast, Columbia OS 2015	17
11	11	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	17
12	8	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289	14
13	12	OKLAHOMA! Sound Track, Capitol SWAO 595	15
14	15	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	10
15	23	'S MARVELOUS, Ray Conniff, Columbia CS 8037	9

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	13	THE MUSIC MAN, Original Cast, Capitol SWAO 990	15
17	17	STRAUSS WALTZES, Mantovani, London PS 118	13
18	24	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	16
19	16	GAITE PARISIENNE, Boston Pops, RCA Victor LSC 2267	5
20	19	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	10
21	21	TABOO IN HI-FI, Arthur Lydon, Hi-Fi Records SR 806	17
22	22	GYPSY, Original Cast, Columbia OS 2017	3
23	14	THE KING AND I, Sound Track, Capitol SW 740	13
24	20	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	7
25	25	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8150	4
26	26	ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006	2
27	—	FILM ENCORES, VOL. II, Mantovani, London PS 164	11
28	27	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	2
29	28	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8099	2
30	29	PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507	10

Album Cover of the Week



EXOTICA, VOL. III, Liberty LST 7116. Garrett-Howard have come up with another winner the second week in a row. This one features a spotlighted close-up of an adorable blonde in a French knot hair-do.

Best Selling Low-Priced LP's on the Racks

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

- Soul of Spain**
101 StringsSomerset P6600
- Perry Como Sings Just for You**
.....Camden CAL 440
- Music From Peter Gunn**
Aaron Bell OrkLion L 70112
- Good Housekeeping Plan for Reducing Off the Record**
.....Harmony HL 7145
- Mantovani Showcase**
.....London MS 5
- Porgy and Bess**
Mundell LoweCamden CAL 490
- Golden Era of Dixieland Jazz 1887-1937**
Various ArtistsDesign DLP 38
- Flower Drum Song**
Various ArtistsDesign DLP 98
- Eddy Arnold**
.....Camden CAL 471
- Dream Along With Me**
Perry ComoCamden CAL 403

Best Selling Pop EP's

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

- Side By Side**
Pat & Shirley BooneDot DEP 1076
- South Pacific**
Original CastColumbia EPA 850
- South Pacific**
Sound TrackRCA Victor EOC 1032
- Peter Gunn**
Henry ManciniRCA Victor EPA 4333
- Hymns**
Tennessee Ernie FordCapitol EAP 1-756
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
- Ricky Sings Again**
Ricky NelsonImperial EP 159
- Songs Our Daddy Taught Us**
Everly BrothersCadence CEP 110
- The Late, Late Show**
Dakota StatonCapitol EAP 1-876
- More Music From Peter Gunn**
Henry ManciniRCA Victor EPA 4339

**OUR 10 HOTTEST SELLING ALBUMS
WILL BE SENT YOU AS A PRESENT**
— to prove they are \$3.98 quality, to show you
they'll move faster than any other line in your store!

LAST CHANCE!

WE'RE GIVING YOU \$14.95 OF MERCHANDISE FREE... JUST FOR FILLING OUT THE COUPON!

If you are an accredited dealer these 10 LP's are strictly a gift—no strings attached!

The records are yours to do anything you want with; but, here's our suggestion. When you receive these albums, select one at random—bust it open—play a few tracks.

You'll be impressed. But don't let yourself be convinced too quickly. Open another album—there's no out-of-pocket expense involved—play a couple more selections. We think you'll agree with the disc jockeys around the country who are now playing Tops Records—agree there is no finer sound in music than on Tops LP's!

NOW, PUT THESE NEW TOPS ALBUMS OUT FOR SALE! Notice how fast your customers grab them up. No wonder! Tops Records are the best value. Imagine, buying LP's at \$1.49 featuring famous artists like LENA HORNE, BILLY DANIELS, JOHNNY DESMOND, INK SPOTS, KATE SMITH and a dozen others. But, the big surprise is this...

YOU MAKE A FULL 40% ON TOPS ALBUMS! For 12 years Tops has maintained its policy of selling direct to dealers. By so doing, Tops can sell a high quality product at \$1.49 while giving you a full margin of profit. And, by selling you direct, Tops can offer you merchandising privileges you've never dreamed of before! For example...

100% GUARANTEED SALE! Only Tops offers you a full 100% return privilege on every LP you buy. Tops takes the speculation out of the music business. Sell every Tops Record at full price, or return it for full refund!

MORE RECORDS SOLD TODAY AT LESS THAN \$2 THAN AT \$3.98! It's amazing, but true. More LP's are sold at promotional prices today than at \$3.98. If you're not getting your full share of this business, all the more reason you should feature Tops Records in your store! All the major labels are now pushing promotionally-priced merchandise, but Tops Records, at \$1.49, still sell for \$3.98!... and Tops is still the biggest seller in its field!



5810 S. Normandie Ave., Los Angeles 44, Calif.
418 Lafayette Ave., New York, N. Y.



TOPS RECORDS, 5810 So. Normandie Ave., Los Angeles 44, Calif.

Regarding Tops' 12th Birthday offer, please send me free of charge your 10 fastest selling albums. I am not a dealer already handling your merchandise. My acceptance of your pre-paid shipment does not obligate me to buy Tops Records now or in the future.

NAME _____
 TITLE _____
 STORE NAME _____
 ADDRESS _____
 CREDIT REFERENCE _____

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

A DATE WITH ELVIS



Elvis Presley. RCA Victor LPM 2011—Strong showmanship is evidenced in packaging of this elaborate double-fold LP, which features calendar marked with Presley's Army release date, March 24, and photos of him as a G. I. plus plaintive telegram, asking his fans not to forget him. Selections include several sides from "Jail House Rock," one from "Love Me Tender," plus "Baby, Let's Play House," "Good Rockin' Tonight," etc. Displayable cover photo of the star.

EXOTICA VOL. III



Martin Denny. Liberty LST 7116 (Stereo & Monaural)—Here's another sock sound package by Denny. Volume III has all the exotic ingredients that made the first two "Exotica" albums solid sellers. Again Denny provides colorful, effective instrumental treatments of exotic themes, utilizing unusual instruments—gongs, temple bells, etc.

LET'S ALL SING WITH THE CHIPMUNKS



David Seville & the Chipmunks. Liberty LST 7132 (Stereo & Monaural)—This is one of the most charming items to hit the market in a while. Seville and his three chipmunks, especially the unruly Alvin register strongly on a series of tunes including their past singles releases and several new tunes. For kids or adults, this should prove an alluring set.

Classical

BRAHMS: PIANO CONCERTO NO. 2



Artur Schnabel, Piano, with the RCA Victor Symphony Orch. (Krips). RCA Victor LSC 2296 & LM 2296 (Stereo & Monaural)—Rubinstein's approach is technically precise, and his interpretation of the work is in no way lacking in feeling. The orchestra under Krips complements fully. Stereo enhances the over-all appreciation of the disk. Sound, in general, is excellent. A displayable cover is also an additional lure.

BEETHOVEN: SYMPHONY NO. 5 CORIOLAN OVERTURE



The Chicago Symphony (Reiner). RCA Victor LSC 2343 & LM 2343 (Stereo & Monaural)—Yet another version of the "war horse," this by the well-known Chicagoans. Reiner evokes a vigorous and moving treatment of the stirring work. Competition is formidable, but the sales draw of the conductor's name should overcome this. The interpretation is first-rate. Sound is excellent.

SCHUBERT: SYMPHONY IN C MAJOR



The Boston Symphony (Munch). RCA Victor LSC 2344 & LM 2344 (Stereo & Monaural)—The romantic and technically interesting work is performed effortlessly by the famed orchestra. Munch achieves an excellent balance. In stereo the wide range of dynamics is captured in full. This ranks with the best interpretations of the symphony, and it should prove a strong item.

TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO



Morton Gould Orch. & Band. RCA Victor LSC 2345 & LM 2345 (Stereo & Monaural)—The special discount price (\$1.98) on this set should make it a brisk mover, despite heavy competition. The programmatic work with the extreme and colorful ork effects might well have been written for a stereo interpretation, and Gould takes advantage of every sound opportunity. "Bolero" is also well performed, starting with a light sound and gradually increasing in intensity to its climax. The Gould name and reduced price-tag should be effective buy incentives.

Low-Price Classical

EZIO PINZA SINGS ITALIAN SONGS



RCA Camden, CAL 539 — While Pinza was known primarily for his opera and musical comedy roles, it might be said that he found the supreme expression for his voice in the Italian art song. Few within living memory could compete with him. This reissue includes songs by Scarlatti, Giordani, Monteverdi and other early composers. In the transfer from shellac, nothing of the basso's beautiful vocal resonance is lost. Artist's name should extend sales beyond classical market.

Specialty

A WAY OF LIFE



Mort Sahl. Verve MG 15006—The off-beat humorist should repeat the success of his previous LP with this effort. His brand of topical satire and beat humor is applied to a host of subjects that includes social, political. It's sick, but it's fun.

READINGS BY JACK KEROUAC ON THE BEAT GENERATION



VERVE MG 15005—Kerouac has quite a following in the "beatnik" world, and this collection of readings by the best-selling novelist should hold strong appeal for them. Altho unpolished, Kerouac has a magnetic vocal quality on this disk. He reads selections from his own best seller "The Subterraneans" and from some lesser-known works—"The Beginnings of Bop," "Neal and the Three Stooges," and some unpublished works. Effective cover.

Rhythm & Blues

ROCKIN' WITH REED



Jimmy Reed. Vee-Jay LP 1008—Reed created good sales with his first package. This one should find a ready market. It's authentic blues with Reed accompanying himself on harmonica and guitar, and the bass and drums giving a solid beat. In the folk style, the tunes are Reed's own: "Going to New York," "Wanna Be Loved," "Down in Virginia," etc.

SPECIAL MERIT SPOTLIGHTS

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

POP TALENT

BUD AND TRAVIS

Liberty LST 7125 (Stereo & Monaural)—Folk music fans who dig the Kingston Trio will go for Bud and Travis. The boys sing a group of melodic folk items with taste and solid showmanship. Selections include "Delia's Gone," "They Call the Wind Maria," "Tina," etc. The duo has garnered fine notices recently via a Blue Angel nitery appearance in New York City.

JAZZ

HAVE TRUMPET, WILL EXCITE!

Dizzy Gillespie. Verve MG 8313—Gillespie is blowing better than ever in this exciting LP. The arrangements are interesting, and the tunes are well executed. He is given top support from the rest of the group which includes J. Mance, piano; L. Spann on flute and guitar; S. Jones, bass, and L. Humphries on drums. His fans will go for this strongly. Set merits heavy exposure.

CLASSICAL TALENT

PRESENTING JAIMIE LAREDO

RCA Victor LSC 2373 & LM 2373 (Stereo & Monaural)—In his disk debut, Jaimie Laredo demonstrates some of the qualities that won him first prize this year in Brussels at the Queen Elizabeth competition. The 18-year-old Bolivian strikes the listener with the depth and beauty of his violin sound and the maturity of his musical understanding, despite some technical shortcomings. Among the composers represented are Vivaldi, Falla, Bach and Paganini.



VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ TO YOU MY SWEETHEART, ALOHA
Andy Williams. Cadence CLP 3029—Here's a tasteful, restful package of familiar Hawaiian themes, sung with relaxed showmanship and rich vocal quality by Williams. Selections include the artist's hit single, "Hawaiian Wedding Song," the title theme, "Blue Hawaii," "Sweet Lileani," etc. Sock jockey wax.

★★★★ HAVE BLUES MUST TRAVEL
Roy Hamilton. Epic BN 535 & LN 3580 (Stereo & Monaural)—Hamilton turns on the emotion in this group of bluesy, but not blues songs. The emotion is always controlled rather than all out as in some of the chanter's single efforts, which makes for a package with more over-all appeal especially in adult areas. Hamilton is in fine form on "A Cottage For Sale," "I Could Have Told You," "Sophisticated Lady," etc. Marion Evans contributes some highly stylish and lush ork backgrounds. Lots of spinnable material here.

★★★★ DEE CLARK
Abner LP 2000 — Clark warbles up a fascinating emotion-packed vocal storm of rock and roll plus unusual treatments of "Nature Boy," "Whispering Grass," etc. A vocal chorus gives him a strong assist. A dual market item. Included are his former singles "Nobody But You" and "Just Keep It Up."

★★★★ THE MERRILL STATION CHOIR SALUTES THE GLEE CLUB
Epic BN 538 & LN 3583 (Stereo &

Monaural)—The choir offers stirring a cappella vocal treatments on a varied repertoire that includes folk, light classical and spiritual fare. The arrangements are interesting, and as usual the renditions are first-rate. Set could prove a timely item with the new college season about to begin. Range of sound is effectively captured in stereo.

CHILDREN'S EP ★★★★★

★★★★ CHRISTMAS CONCERT
Jimmy Cricket & the All Mouse Chorus (Mickey). (1-EP) Disneyland DBR 47 — Mickey Mouse introduces Jimmy Cricket who sings "Kris Kringle" and "From All of Us to All of You," a happy pairing of Christmas songs. On the flip, the Mouse Chorus develops a cute speeded up harmony sound (in the Chipmunk style) on traditional carols like "Hark, the Herald Angels Sing," "O Little Town of Bethlehem," etc. A winging set for the kiddies beyond a doubt, and it should enjoy plenty of pre-holiday action in the months to come.

★★★★ DONALD DUCK AND HIS CHIPMUNK FRIENDS
1-(EP). Disneyland DBR 48 — Donald Duck, Mickey Mouse, and Chip and Dale the Chipmunks (not to be confused with Alvin and his friends) all join in on the happy singing that takes place here on such simple ditties as "Mousekartoon Time," "Quack Quack Quack," etc. Songs lend themselves to sing-along treatment from the kiddie listeners. A worthwhile set.

★★★★ SWAMP FOX
(1-EP). Disneyland DBR 39 — Here are

a group of six songs of the Revolutionary War. Three of them deal with great heroes of that day, including Johnny Tremain, Paul Revere, and the famous Carolina "Swamp Fox," a man who pestered the British to death, and who also becomes the title for the package. Flip side contains "Yankee Doodle," "Liberty Tree" and "Heave." Good and appealing vocal work by an unbilled male performer.

★★★★ HAPPY BIRTHDAY TO YOU (1-EP). Disneyland DBR 46 — A fine piece of merchandise with a flock of Disney's characters getting into the song act on the birthday kick. Tunes performed include "Happy Birthday," with spaces left for listeners to fill in their own recipient of the greeting, "Unbirthday Song," and "April Fool" among others. Cute wax is just the thing to keep the kiddies occupied while the ice cream is being put out on the table. Solid potential.

★★★★ STORIES IN SONG OF THE WEST
Fess Parker. (1-EP) Disneyland DBR 40 — Fess Parker, already a hero to many youngsters as Davy Crockett, now sings about equally resplendent heroes of the old West. Naturally, the "Ballad of Davy Crockett" is included, but the disk also contains "The Old Timer," "The Ballad of John Colter," "The Hunter's Return," and "Ghosts of Old San Juan." Wax figures as a natural for the kiddies.

CLASSICAL ★★★★★

★★★★ SIBELIUS: SYMPHONY NO. 2
The London Symphony Orch. (Monteux). RCA Victor LSC 2342 & LM 2342. (Stereo & Monaural) — Monteux draws a brisk and clean performance from the orchestra. The rich and melodic symphony is presented with vitality. Sound is a plus factor, and an interesting portrait of the composer lends excellent display values. There are other versions, but this can compete strongly.

LATIN AMERICAN ★★★★★

★★★★ LATINO
Don Swan Ork. Liberty LST 7123. (Stereo & Monaural) — Sharp, crisp big band treatments of many favorite Latin melodies. Maestro Swan has mixed up the rhythms nicely and includes the cha cha, tango, rumba, mambo, paso doble and even a fast rumba. Unusually good recorded sound here with a program that can please practically any dancer's fancy. The lady on the cover will have strong merchandising appeal.

SEMI-CLASSICAL ★★★★★

★★★★ THE GEORGE GERSHWIN STORY
The Symphony of the Air Pops Orch. (D'Artega), with Roger Sceme, Piano. (2-12) Epic SN 6034 — An elaborate package of Gershwin memories with the named value of the Symphony of the Air added to samplings of much of the composer's widely varied repertoire. For purists, the abridged versions will not have the solid appeal but for the layman, this is a well-conceived cross section, which includes portions of "Rhapsody in Blue," "Concerto in F," an arrangement of melodies from "Porgy and Bess," segments of "An American in Paris," and medleys of the composer's works written for Broadway and Hollywood. Notes are taken from "A Journey to Greatness," David Ewens's biog. Most listenable and well conceived set.

SPOKEN WORD ★★★★★

★★★★ HAL HOLBROOK WITH MARK TWAIN TONIGHT!
Columbia OL 5440 — Even more than most show albums, this one-man "impersonation" of Mark Twain must rely on visual elements for top impact. It doesn't strike the ear alone as forcefully as one might like. Don't overlook, however, the hit success "Mark Twain Tonight" has enjoyed on Broadway. This album makes its appearance just as Holbrook is preparing his tour de force for cross country tour. Tie in with show for peak album sales.

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ JUN'GALA
Marty Wilson Ork. Warner Bros. WS 1326 (Stereo & Monaural)—Jungle mood music with interesting instrumental treatments. Marty Wilson is arranger, conductor, composer and artist on this disk. His talent as a flutist is noteworthy on several of the numbers. Highlights are "Taboo," "Harlem Nocturne," "Misty Poo," "Babalu," and particularly "Manteca." Reed, brass and string harmonics added to the flute solos provide for clever and exciting arrangements. Stereo sound enhances entire program.

(Continued on page 47)

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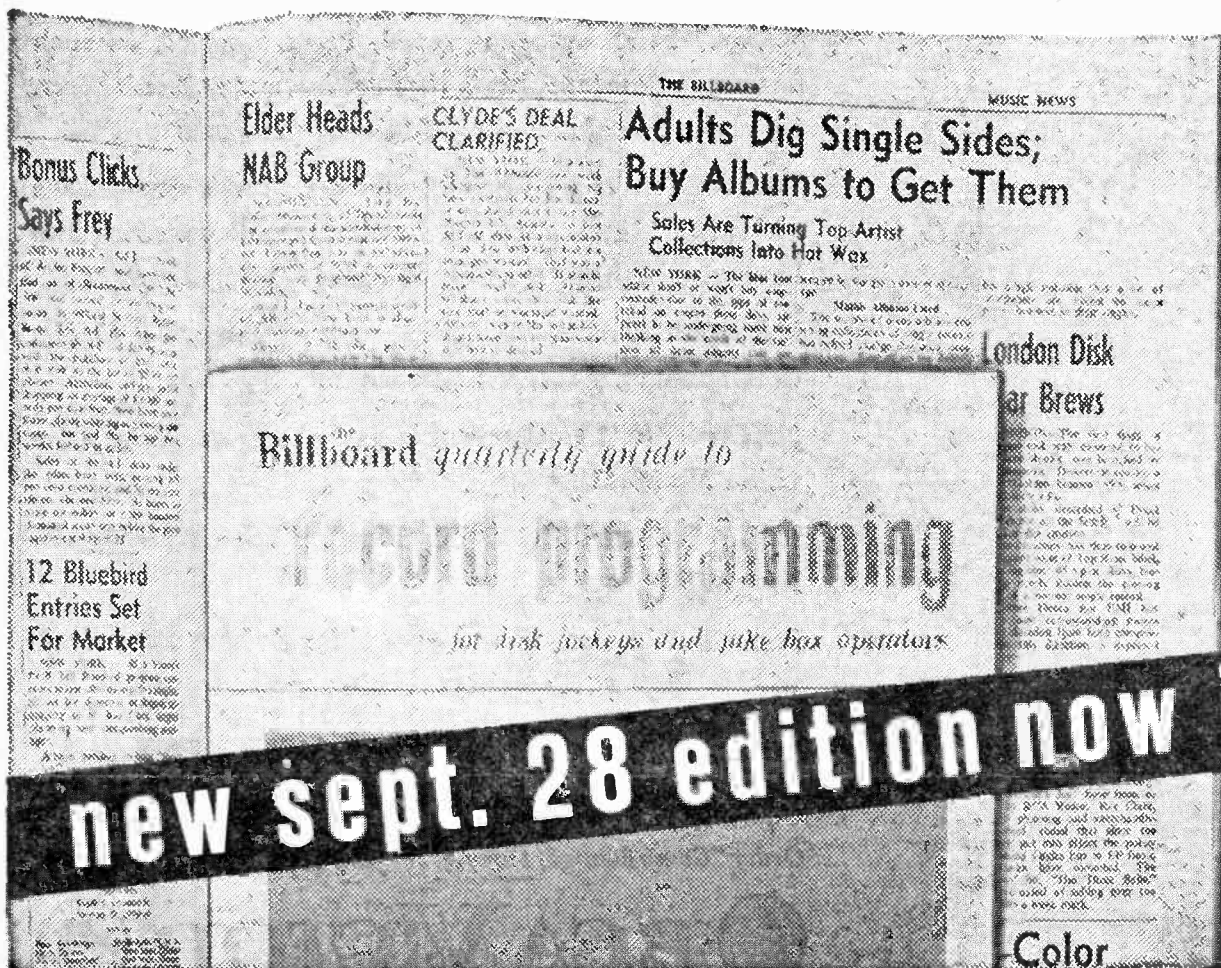
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"very informative... a great idea"

"best industry report on the market"

... from program directors, disk jockeys and librarians about Billboard's May 25 slick-stock Quarterly Programming Guide



new sept. 28 edition now in preparation!

IMPORTANT NOTE: New, earlier advertising deadline—September 21. Ad material received after that date (and as late as Sept. 23) will be accepted for regular newsprint section of Sept. 28 Billboard.

• **Reviews and Ratings of New Albums**

• Continued from page 44

★ ★ ★
GOOD SALES POTENTIAL

★★★ **PASSION FLOWER**

The Fraternity Brothers. Verve MGV 2116—The duo's debut LP is an attractive item that can register with teen or adult buyers. They offer a program of folk tunes, current pop hits and standards—styled to appeal to younger or adult tastes. Tunes include "Passion Flower," "When" and "Nevertheless." Excellent sound. Displayable cover shot of the artists.

★★★ **R.S.V.P.**

The Invitations with Russ Garcia Ork. Liberty LST 7117 (Stereo & Monaural)—The Invitations are a new group of five young men from Honolulu. Here they tend to favor the modern vocal sound as displayed by such as the Hi Lo's. Harmony is a basic factor on the material, which, as the liner states, runs from pop to pol. "Sweet Someone," "Invitation" and "Mr. Wonderful" are the main pop entries with the rest reserved for the island style material. Pleasant and languorous listening by a group which could make itself felt with a bit more vocal conviction.

★★★ **JIMMY DORSEY ON TOUR**

Epic BN 534 & LN 3579 (Stereo & Monaural)—The Dorsey band bears virtually no resemblance to the historic group from which it takes its name, but these sides are nevertheless crisp, driving and well made in the big band tradition. Castle occasionally cuts thru for a good trumpet solo, but he is more likely to be under wraps while the band is in the fore. One of these solos is offered nicely on the oldie, "What's New?" The band plays things like "Autumn in New York," "Power Glide," "Mojen Stomp," etc. Many jocks will find this has worth-while things for spinning.

★★★ **CARL DOBKINS JR.**

Decca DL 8938—The popular young hit maker has his first album offering, with a selection of tunes which includes his big singles hit, "My Heart Is an Open Book." Other selections offered by the chanter includes the well-known "True Love," from "High Society," "For Your Love" and "If You Don't Want My Lovin'," written by

the artist himself. Pleasing effort which teen-age fans should enjoy.

★★★ **BAL MUSETTE**

Andre Beavols, His Accordion & Ork. Epic BN 544 & LN 3608 (Stereo & Monaural)—This set has a nostalgic and nicely produced sound, typical of the Montmartre sector. Musette group features maestro Beauvols' colorful accordion playing. Among the better known numbers included are "Fascination," "Under Paris Skies" and "Swedish Rhapsody." Delightful mood fare. There's a real flavor of Paris here, and it's nicely captured for the stereo or monaural listener.

★★★ **ALMA MATER**

The Johnny Mann Singers. Liberty LST 7134 (Stereo & Monaural)—With the new college season just beginning this collection of familiar school themes should find a ready sales market. The a cappella male chorus blends with listenable harmony and rich vocal quality on "The Whiffenpoof Song," "Sweetheart of Sigma Chi," "Stein Song," etc. Also some nice fall programming sides for jocks.

★★★ **MARGIE**

Margie Rayburn with the Russ Garcia Ork. Liberty LST 7126 (Stereo & Monaural)—The canary, who had a couple of strong singles a while ago, thrushes with warmth and nice phrasing on a collection of standards. Spinnable material for jocks here. Selections include "Body and Soul," "Blues in the Night," "Almost Like Being in Love," etc.

★★★ **A THINKING MAN'S BAND**

Si Zentner Ork. Liberty LST 7133 (Stereo & Monaural)—Trombonist Zentner's big West Coast outfit turns out danceable stuff with jazz overtones. There are sweet and hot renditions of "The Sweetheart of Sigma Chi," "Stomp in the Savoy" and "Bel Mir Bist Du Schoen." Arrangements are varied and original and sound really gives location feeling.

★★★ **FIELDS IN CLOVER**

Herbie Fields with His Sextet & Ork. Fraternity F 1011—This is the last recording work ever done by saxophonist Herbie Fields. Here, he is heard again for posterity on soprano, alto, tenor and baritone sax on a collection of numbers, including "Skylark," "Deep Purple," "Harlem Nocturne" and others. He was a dexterous artist with all four of the instruments as these good recordings—made in Miami—show. For fans of the reeds, this can be regarded as a sort of collector's item.

★★★ **GUITARS, VOL. II**

Liberty LST 7127 (Stereo & Monaural)—Guitar buffs should be attracted. Arrangements, in multiple taping technique, are decidedly unique and the tunes are all pop standards ("I Cover the Waterfront," "Lonesome Road," etc.). Wide stereo separation is used with the melody delivered thru one speaker and the rhythm-harmony assigned to the other. Disk is a little special, but in that special audience, could do well.

CLASSICAL ★★★

★★★ **CHOPIN BALLADES**

Gary Graffman, Piano. RCA Victor LSC 2304 & LM 2304. (Stereo & Monaural)—The four programmatic ballades and Chopin's "Andante Spianato and Grande Polonaise" are given capable readings by the pianist, who displays impressive technique and genuine feeling. Sound and an interesting cover are sales assets.

JAZZ ★★★

★★★ **OSCAR PETERSON PLAYS MY FAIR LADY**

Verve MGV 2119—The Oscar Peterson Trio manages new and listenable treatments of the heavily recorded and well-known score that can appeal to pop and classical buyers. It's a good jockey programming item. "The Rain in Spain" gets a particularly inventive treatment. Despite the late arrival of the set, it can move.

★★★ **A MAP OF JIMMY CLEVELAND**

Mercury SR 60117. (Stereo & Monaural)—The accent is on brass in this fine LP by Jimmy Cleveland, who presents inventive and imaginative approaches over brass choirs, on six tracks. Ernie Wilkins' arrangements are fluid: Sound is a factor. Over-all feeling of the set is progressively mainstream. Tunes include "Stardust," "Jay Bird," and "Swing Low, Sweet Chariot."

★★★ **BACK TO EARTH**

Duke Ellington & Johnny Hodges. Verve MGV 8317—Duke Ellington on piano and ace altoist Johnny Hodges are supported

(Continued on page 49)

ATLANTIC'S

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		3054-D "THE TEN COMMANDMENTS" — Sound Track			*3155 WHEN YOUR SWELLING — Eddie Peabody
		*3057 LURE OF THE ISLANDS — Hal Aloma			3157 THE MILLS BROTHERS GREAT HITS
		3058 HELEN TRAUBEL			*3160 DON'S GREAT HITS — Don Cornell
		3063 THE THIRTIES IN RAGTIME — Johnny Maddox			*3161 STEVE ALLEN
		3067 MY OLD FLAMES — Johnny Maddox			DO-SI-DO — Tommy Jackson
		*3069 MOONLIGHT AND SHADOWS — Bonnie Guitar			*3167 IN MY OWN QUIET WAY — Johnny Costa
		*3072 GOIN' PLACES — Margaret Whiting			*3170 PETITE FLEUR — Bob Crosby
		3075 LOVE IN BLOOM — The Hilltoppers			*3175 MARGARET WHITING'S GREAT HITS
		3075 WORD JAZZ — Ken Nordine & Fred Katz Group			THE GREAT MILLIONS
		3080 PEABODY PARADE			*3186 HALLELUJAH — Clara Ward
		3083 CHRISTMAS CHIMES — Dr. Charles Kendall			*3187 WEDDING CHIMES — Dr. Charles Kendall
		3084 'TIS SWEETLY REMEMBERED — Mac Wiseman			3189 SING UNTO HIM — The Sunshine Boys
		3085 SQUARE DANCE TONIGHT — Tommy Jackson			*3191 DEBIE — Debbie Reynolds
		3093 THE SUNSHINE BOYS			*3192 PORGY AND BESS — Bob Crosby
		*3096 SON OF WORD JAZZ — Ken Nordine & Fred Katz			3193 NEXT — Ken Nordine
		3098 GALE'S GREAT HITS — Gale Storm			*3197 SOFTLY AND TENDERLY — Gale Storm
		3101 CATHEDRAL CHIMES — Dr. Charles Kendall			*3198 OLD FASHIONED LOVE — Johnny Maddox
		*3103 M MMMM — The Mills Brothers			*3202 PATRIOTIC CHIMES — Dr. Charles Kendall
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• **Reviews and Ratings of New Albums**

• Continued from page 47

★★★

GOOD SALES POTENTIAL

by H. Edison, trumpet; L. Spann, guitar, and bassists A. Hall and S. Jones in this set that deals with different approaches on the blues. Included are "St. Louis Blues," "Royal Garden Blues" and "Wabash Blues." Set spotlights some fine solo work on the part of the principals. The Ellington name should be a sales lure. It can have wide appeal.

★★★ **THE COOL SCENE**

Various Artists. Warner Bros. WS 1328. (Stereo & Monaural) — Set is composed of tracks from several LP's by various WB artists. As such, it gives a good breakdown of some of the jazz packages in the label's current flock of releases. Styles are varied, so that the LP can have wide appeal. Artists include The Signatures, Marty Paich, Frank Constock, Chico, Hamilton and Trombones, Inc. Good potential.

★★★ **LAUGHIN' TO KEEP FROM CRYIN'**

Lester Young, Roy Eldridge & Harry Edison. Verve MG V 8316 — The late, great Lester Young is heard on clarinet on one side of this platter, and his fine alto tone is the feature on the flip. Edison and Eldridge on trumpets are also spotlighted on some excellent solo work. All of the artists pour plenty of heart into their work. Tunes include "They Can't Take That Away From Me," "Gypsy in My Soul" and "Salute to Benny." Jazz collectors should flock to this.

★★★ **SHOWBOAT REVISITED**

Jim Timmens Ork. Warner Bros. WS 1324. (Stereo & Monaural) — Smooth jazz interludes of some of the numbers from the Jerome Kern musical comedy hit "Showboat." Doc Severinsen, trumpeter, excels on "Can't Help Lovin' Dat Man," "Bill," and "Why Do I Love You." The Jim Timmens version of "Ol' Man River" is driving and exciting. Sound is good. Good material for the jazz jocks.

★★★ **THE COOLEST MIKADO**

The Gilbert & Sullivan Jazz Workshop. Andex 26101. (Stereo & Monaural) — This is a cool one all right, and it can mean a lot of kicks in living room jazz concerts. The familiar melodies of "The Mikado" are heard in modern jazz style. The complement includes trombone, French horn, vibes, clarinet, trumpet, baritone and alto sax, rhythm and, of course, gongs. Liner notes are done in the form of a synopsis of the action of the Gilbert and Sullivan classic, in hip style. The cover is a gasser. A mighty smart and listenable production which can be sold.

★★★ **WE BRING YOU SWING**

Sarah McLawler & Richard Otto. Vee-Jay LP 1006 — The dealer or deejay looking for fresh, out-of-the-ordinary material has it here. Otto, a classically trained violinist-turned jazzist, and organist McLawler, form an instrument duo. Their performances are notable technically and from a creative viewpoint. Use of the violin in jazz is rare, although there have been a few notable jazz violinists. In combination with organ, the result is unique. Tunes are standards — "A Foggy Day," "Caravan," "Slow Boat to China," etc.

★★★ **A DOUBLE SHOT OF JOE SAYE**. Mercury SR 80022. (Stereo & Monaural) — Tasty jazz treatments of standard show tunes laced with originals by the pianist. Group includes piano, rhythm section and flute. The "originals" are Scotch-oriented and based on traditional Scottish tunes. Nice stereo effects are achieved. But the tasty arrangements are the big attraction here.

INTERNATIONAL ★★★

★★★ **PARIS GOES LATIN**

Marcel Hayes Ork. with the Chi Chi Singers. Guilden GLP 501 — The set offers a clean and fresh group of Latin numbers, arranged effectively, for a sizable band complement. "Ciao Ciao Bambina," "Ay Ay Ay," "Fascination," and "Amor Amor," are some of the items set to the Latin beat. French influence is heard in the use of choral vocals, wherein the language is French. Listenable with a cover shot that can certainly attract.

★★★ **JUST ARRIVED FROM ITALY**

Gina Varese, Beppi Monetti & I Musici Del Trastevere. Request RLP 8034 — A lot for the money here — 17 tunes with vocals by either Varese or Monetti. Package is well produced, with no skimping on orchestral accompaniment. Vocals are in Italian, and have that legit quality which will appeal to adult audiences.

RHYTHM & BLUES ★★★

★★★ **I'M JOHN LEE HOOKER**

Vee-Jay LP 1007 — One of the fine Southern-styled blues artists is herein represented. Hooker made singles for literally dozens of labels in the years past, and collectors will be glad to have his performances in the more permanent LP speed. Some of his greatest tunes are here. "I'm in the Mood," "Boogie Chillun," etc. In the true folk style, all the material is his own. He works alone on some tunes, accompanying himself with guitar while beating a plywood board; on the other sides he's helped by an additional guitar, bass and drums.

★★ **MODERATE SALES POTENTIAL**

POPULAR ★★★

★★ **SIGHTSEEING IN SOUND**

Bob Boucher Ork. Stere-O-Craft RC 510 (Stereo Only) — Disk featuring the 17-piece Boucher ork, familiar to patrons of New York's Roxy, was planned to take the listener thru a day in Manhattan. Tunes include "Love Is Sweeping the Country," "Charleston" and "April Showers." Without the scenic backdrops of a theater, tie-in to Gotham is thin. While arrangements are listenable and band swings, chorus and sound could do better. Attractive montage of city on jacket should help rack sales.

★★ **I LOVE A GUITAR**

Billy Byrd. Warner Bros. WS 1327 (Stereo & Monaural) — Ernest Tubb's "ace guitar player," Billy Byrd, gets a chance to show his stuff in this disk debut. Set is a spinable one with stereo contributing a great deal in showing up the fine points of Byrd's talents. Tunes include "Your Cheatin' Heart," "I Love You So Much It Hurts," "Trouble in Mind," "Half as Much," and a fine arrangement of "Walking the Floor Over You."

★★ **THAT RAGTIME SOUND**

Joe Clover & His Cotton Pickers. Epic BN 536 LN 3581 (Stereo & Monaural) — More wax and a good sampling it is, to add to the growing amount of rag repertoire currently on the market. The rag piano work is shared by Irving Brodsky and Milton Krauss. The instrumentation features the usual trumpet, trombone, clarinet and rhythm plus the addition of a tenor sax, not a historical part of the ragtime ork. "Maple Leaf Rag," "Carolina Shout," "Little Rock Getaway," are all included. Nice sound and good stereo quality. A rugcutters holiday.

LOW-PRICE POPULAR ★★★

★★ **BANJO IN DIXIE**

The Freddy Charles Banjo Group. Rondollette SA 125. (Stereo Only) — This instrumental group features the banjo in both solo playing and as a chord instrument. Quality of the group is Dixieland and will appeal to traditionalists. Material comprises standards as "Marie," "There's a Small Hotel," "Paper Moon," etc.

CLASSICAL ★★

★★ **WLATON: FACADE; LECOQC: MAMZELLE ANGOT**. Royal Opera House Ork. (Fistoulari). RCA Victor LSC 2285. (Stereo & Monaural) — The Royal Opera House Orchestra. Covent Garden presents the two light ballet scores with charm. Fistoulari's interpretation is tasteful, drawing fully from the rich melodic themes in each work. Balletomanes will like the disk, and those who like light classical fare can also be sold.

LOW-PRICE CLASSICAL ★★

★★ **TCHAIKOWSKY: VIOLIN CONCERTO**

Lotte Warena, Violin with The Hamburg Symphony Ork. (Jurgens). Rondollette SA 124. (Stereo Only) — Miss Warena has a sweet tone in some of the slower passages. That's the only plus factor on this disk, however. The violinist doesn't have the technique to approach a major concerto. Lack of co-ordination between soloist and ork results in a disjointed performance. However, little low-priced stereo competition makes it a possible rack item.

FOLK ★★

★★ **PASTORALKA**

Various Artists with the Vocal & Instrumental Ensemble of Poland (Kolaczowski). Bruno BR 50993 — Charming Polish peasant story about the birth of Christ and the happenings of a group of Polish shepherds who start for Bethlehem to bring Him gifts. For a musical play based on medieval mystery plays, the songs and story are well integrated and performed. Top seller for the genre. One of the better offerings from this label. Sound could have been better.

JAZZ ★★

★★ **JUST FRIENDS**

Tommy Jones with the Apex All Stars. Apex LP 4924 — Competent tenor blowing, soulful and with technical facility, displayed by Jones. With him are Guinan Wilson, bass; Al Duncan, drums; Floyd Morris, piano and organ and William Bates, guitar. Material includes standards, plus a few bluesy pieces. "Apex Blues," "T. J.'s Rock," "A Gal in Calico," "Laura," etc.

★★ **SHADES OF JELLY ROLL**

Merle Koch with Vocals by Edmond Souchon. Carnival CLP 102 — Koch, who used to play piano in Pete Fountain's

(Continued on page 63)

JACK ANDREWS and MIKE AKOPOFF

Announce the opening of . . .

A & A

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Southern California's newest and most aggressive distributor

JERRY BUTLER SMASH

"I WAS WRONG"

"I COULDN'T GO TO SLEEP"

abner 1030

"GOIN' TO NEW YORK"

b/w

"I WANNA BE LOVED"
JIMMY REED

abner 1029

from Jimmy's Hit LP—
"Rockin' With Reed"
veejay LP 1008

How manufacturers select records for the BIG PUSH

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

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



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

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

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

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

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

101 Strings
The World's First Stereo-Scored Orchestra

HEAR EVEREST

GLORY, GLORY, HALLELUJAH!





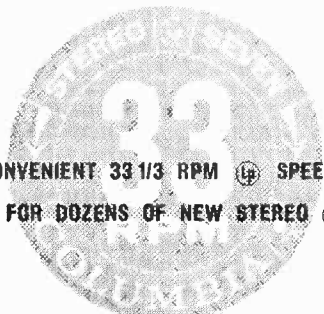
“THE
BATTLE HYMN
 OF THE
REPUBLIC”

4-41459 a thrilling single release from the magnificent Columbia album “The Lord’s Prayer” (ML 5386 MS 6068 stereo) The Mormon Tabernacle Choir singing “The Battle Hymn of The Republic”—It’s Marching Onward and Upward—Heading for Victory!



ALSO AVAILABLE IN

COMPLETELY NEW! CONVENIENT 33 1/3 RPM  SPEED, EXCITING STEREO-
 PHONIC SOUND. LOOK FOR DOZENS OF NEW STEREO  SEVEN RELEASES.



COLUMBIA RECORDS

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HOW TO SELL MORE STEREO PHONOS

• Continued from page 35

- on giving, year after year. Other news leads are notices of appointments or promotions in local industry.
18. **Follow-Up the Sale.** Your best salesman can be the person to whom you have already sold a stereo unit. Follow up the sale a month later ostensibly to check the unit and make sure that it is performing well. The customer will appreciate your thoughtfulness. While at the customer's home, ask if any neighbors are interested in, have a similar phonograph or installation for themselves. Even if they can't come up with immediate prospects for you, they'll be on the job for you in the future. When anyone asks where they got the unit, your store will be mentioned. And they'll probably also mention your thoughtfulness in coming back a month later to see that the unit was working properly.
 19. **How to Find Part-Time Salesmen.** As the busy season gets busier, you'll surely need extra help to handle all prospects. You already know who your hi-fi enthusiasts are in your area from selling them records. Sound them out on the possibility of their working for you on a part-time basis. They offer the advantage of liking the product, having enthusiasm for it and knowing something about it. Caution such help against getting technical with the customer. Remind them that they're selling music not cycles-per-second.
 20. **Make Credit Arrangements.** If you've been concentrating on the low-end units

and are going to go after the higher priced console market this year, contact your local bank about the credit arrangements you can work thru them. Then, advertise it. Make it easy for your customers to buy and then tell them about it. And repeat it over and over. This gives you a definite edge on your discounter competition, who, for the most part, don't advertise name brands and prices.

21. **Sell the Teenage Market.** Teenagers are currently spending about \$6 billion annually. Don't overlook them and don't think they're interested in low-end units. They're as quality-minded as their parents. According to the N.A.M.M. Monthly Bulletin, senior high school boys spend \$7.48 weekly and save \$4.03. Their feminine counterparts spend \$4.98 weekly and save \$1.87. The percentage of spendable teenage income the phono-record store will get depends on how strongly it convinces this market that teenagers are important customers. Slant part of your promotion toward them.
22. **Sell Benefits.** Above all, follow the first rule of advertising and promotion—sell the benefits of owning a stereo phono. Think and talk in terms of what it's going to do for the customer. For example: It's going to give depth and dimension to recorded sound; he'll hear his records like he's never heard them before. It will give concert hall realism to recorded music. He'll be the envy of the neighborhood, etc.

SMASH HIT!

THE BALLAD OF EARL K. LONG

Recco #1002

by

JAY CHEVALIER

Order from these Top-Notch Distributors:

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San Francisco
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AJACK DISTRS.
El Paso
BARNEY KRUPP DISTRS.
Cincinnati
SUPREME DISTRS.
Milwaukee
O'BRIEN DISTRS.
East Hartford, Conn.
TRINITY RECORD DISTRS.
Washington, D. C.
SCHWARTZ BROS. DIST.
Philadelphia
CHIPS DISTRS.

Buffalo
BEST RECORD DISTRS.
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T J RECORDS Presents "CASUAL AFFAIR"

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C.O.D., F.O.B., N. Y. This album is the best jazz release in the past five years!

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The Incomparable
JOHN MEHEGAN, piano
KENNY DORHAM, trumpet
CHUCK WAYNE, guitar
ERNIE FURTADO, bass

Arc Plugs New Chanter

NEW YORK—Arc Records is waging an extensive build-up campaign to introduce its new singer Skip Milo. The diskery has set up an itinerary that will take the chanter on a nationwide swing of jockey and distributor visits.

Milo's first effort, "Jo Baby" b-w "What's Wrong With Me" is being shipped this week.

DEE JAYS, DEALERS, DISTRIBUTORS!
THE IMMEDIATE REACTION HAS BEEN ON

"FIRST LOVE, FIRST TEARS"

JAMIE #1130

FIRST BIG BALLAD INSTRUMENTAL FOR

DUANE EDDY

"CARIBBEAN"

MITCHELL TOROK

Guyden #2018

NATION-WIDE

"TRES CHIC"

(tray-cheek)

GEOFF GILMORE

& The Sheiks

Jamie #1132

"YOU MUST TRY"

b/w How Long Must a Fool Go On

THE GUIDES

Guyden #2023

DEE JAYS: IF YOU HAVEN'T RECEIVED THESE RELEASES, CALL COLLECT OR WIRE US AT ONCE!

JAMIE-GUYDEN RECORDS

1330 West Girard Ave., Philadelphia, Pa.
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES For survey week ending September 5

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Three Bells		1	6		
By Dick Manning and Jean Villard—Published by Southern (ASCAP) BEST SELLING RECORDS: Browns, RCA Victor 7555; Dick Flood, Monument 408. RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686.					
2. Sleep Walk		2	4		
By Farine-Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Brie, Canadian-American 106.					
3. Sea of Love		3	7		
By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Met 71465.					
4. I'm Gonna Get Married		4	4		
By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.					
5. ('Til) I Kissed You		8	3		
By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.					
6. Broken-Hearted Melody		5	4		
By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477.					
7. Red River Rock		6	4		
By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509.					
8. I Want to Walk You Home		11	5		
By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5606.					
9. Mack the Knife		26	2		
By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.					
10. Lavender Blue		7	10		
By Larry Morey & Eliot Daniel—Published by Joy (ASCAP) BEST SELLING RECORD: Sammy Turner, Big Top 3016.					

Second Ten

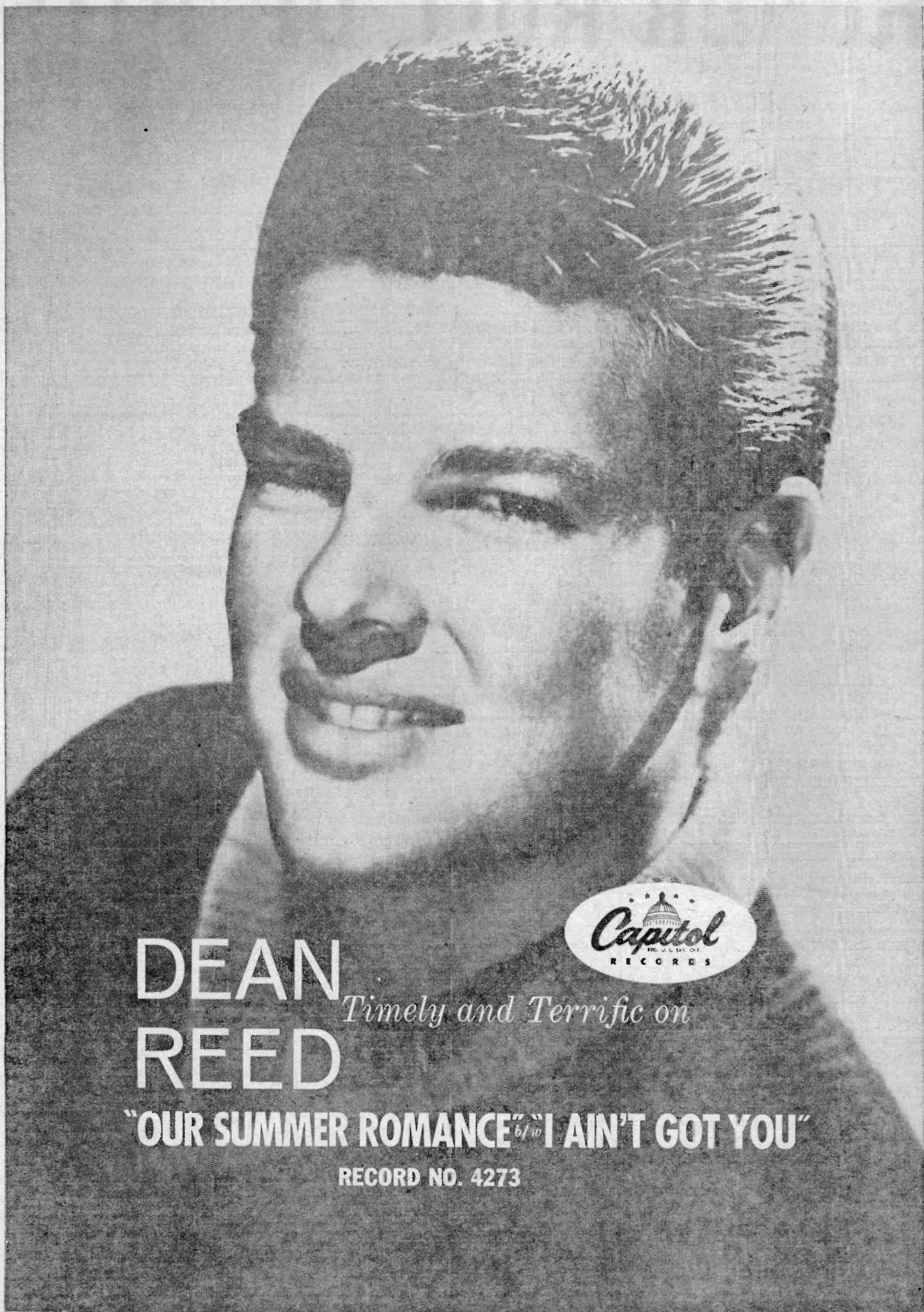
11. Baby Talk		13	4	16. Poison Ivy		1
By Melvin Schwartz—Published by Hilliary-Ulita-Admiration (BMI) BEST SELLING RECORD: Jan & Dean, Dore 522.						
12. What'd I Say		9	8	17. My Heart Is an Open Book		14
By Ray Charles—Published by Progressive (BMI) BEST SELLING RECORD: Ray Charles, Atlantic 2031.						
13. There Goes My Baby		10	11	18. A Big Hunk o' Love		12
By Patterson J. Treadwell—Published by Jat Progressive (BMI) BEST SELLING RECORD: Drifters, Atlantic 2025.						
14. Kissin' Time		18	5	19. Thank You Pretty Baby		17
By Mann & Lowe—Published by Kellem (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 167.						
15. What a Difference a Day Makes		16	12	20. I Loves You Porgy		28
By Grever-Adams—Published by E. B. Marks (BMI) BEST SELLING RECORD: Dinah Washington, Mer 71435.						
16. Poison Ivy				17. My Heart Is an Open Book		14
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.						
17. My Heart Is an Open Book				18. A Big Hunk o' Love		12
By Hal David-Lee Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Carl Dobkins Jr., Dec 30803. RECORD AVAILABLE: Jimmy Dean, Col 41265.						
18. A Big Hunk o' Love				19. Thank You Pretty Baby		17
By Schroeder & Wyche—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.						
19. Thank You Pretty Baby				20. I Loves You Porgy		28
By Benton-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71478.						
20. I Loves You Porgy						
By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11021.						

Third Ten

21. Morgen		-	1	26. Teen Beat		-
By Moesser—Published by Sidmore (BMI) RECORDS AVAILABLE: Rex Allen, Vista 347; Richard Maltby, Col 41452; Ivo Robic, Laurie 3033; Leslie Uggams, Col 41451 (One More Sunrise).						
22. It Was I		15	7	27. I Ain't Never		-
By Garry Paxton—Published by Trinity-Desert Palms (BMI) RECORD AVAILABLE: Skip & Flip, Brent 7002.						
23. I'm Gonna Be a Wheel Someday		21	5	28. See You in September		29
By Hayes, Bartholomew-Domino—Published by Travis (BMI) RECORDS AVAILABLE: Fats Domino, Imperial 5606; Bobby Mitchell, Imperial 5475.						
24. Makin' Love		25	2	29. Hey Little Girl		-
By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.						
25. What Is Love		27	7	30. Put Your Head on My Shoulder		-
By Pockriss-Vance—Published by Planetary (ASCAP) RECORDS AVAILABLE: Pat O'Day, Crest 100; Playmates, Roulette 4160; Terry & Jerry, Class 240.						
26. Teen Beat						
By Nelson-Egnoian—Published by Drive-In (BMI) RECORD AVAILABLE: Sandy Nelson, Original 5.						
27. I Ain't Never						
By Mel Tillis-Webb Pierce—Published by Cedarwood (BMI) RECORDS AVAILABLE: Four Preps, Cap 4256; Webb Pierce, Dec 30923.						
28. See You in September						
By Sherman Edwards-Syd Wayne—Published by Gold (ASCAP) RECORD AVAILABLE: Tempos, Climax 102.						
29. Hey Little Girl						
By Blackwell & B. Stephenson—Published by Roosevelt-Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1029.						
30. Put Your Head on My Shoulder						
By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 10040.						

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



**DEAN
REED**

Timely and Terrific on

"OUR SUMMER ROMANCE" ^{b/w} "I AIN'T GOT YOU"

RECORD NO. 4273

FOR THE WEEK
ENDING SEPTEMBER 20

The Billboard HOT 100

★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.

S Indicates that STEREO SINGLE version is available.

TITLE, Artist, Company, Record No.

THIS WEEK ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO STEREO WEEKS ON CHART

1	1	1	1	THE THREE BELLS	S	8	Browns, RCA Victor 7555
2	2	3	8	SLEEP WALK		8	Santo and Johnny, Canadian-American 103
3	4	5	11	I'M GONNA GET MARRIED	S	6	Lloyd Price, ABC-Paramount 10032
4	3	2	2	SEA OF LOVE		11	Phil Phillips, Mercury 71465
5	6	13	33	('TIL) I KISSED YOU		5	Everly Brothers, Cadence 1369
6	5	9	20	RED RIVER ROCK	S	7	Johnny and the Hurricanes, Warwick 509
7	7	14	21	BROKEN-HEARTED MELODY		9	Sarah Vaughan, Mercury 71477
8	10	10	10	I WANT TO WALK YOU HOME		6	Fats Domino, Imperial 5606
9	24	43	59	MACK THE KNIFE		4	Bobby Darin, Atco 6147
10	11	17	17	BABY TALK		7	Jan and Dean, Dore 522
11	8	4	3	LAVENDER BLUE	S	13	Sammy Turner, Big Top 3016
12	14	15	19	KISSIN' TIME		12	Bobby Rydell, Cameo 167
13	9	6	6	WHAT'D I SAY		11	Ray Charles, Atlantic 2031
14	12	8	7	THERE GOES MY BABY		16	The Drifters, Atlantic 2025
15	34	54	73	POISON IVY		4	Coasters, Atco 6146
16	18	16	18	THANK YOU PRETTY BABY	S	20	Brook Benton, Mercury 71478
17	20	22	28	I'M GONNA BE A WHEEL SOMEDAY		8	Fats Domino, Imperial 5606
18	17	18	9	WHAT A DIFFERENCE A DAY MAKES	S	17	Dinah Washington, Mercury 71435
19	15	11	12	IT WAS I		13	Skip & Flip, Brent 7002
20	13	7	4	A BIG HUNK O' LOVE		11	Elvis Presley, RCA Victor 7600
21	29	40	60	MORGEN		5	Ivo Robic, Laurie 3033
22	21	27	31	MAKIN' LOVE		8	Floyd Robinson, RCA Victor 7529
23	59	84	—	THE THREE BELLS		3	Dick Flood, Monument 408
24	44	38	42	I AIN'T NEVER		6	Webb Pierce, Decca 30923
25	16	12	5	MY HEART IS AN OPEN BOOK		21	Carl Dobkins Jr., Decca 30803
26	27	28	39	I LOVES YOU PORGY	S	7	Nina Simone, Bethlehem 11021
27	48	61	86	HEY LITTLE GIRL		4	Dee Clark, Abner 1029
28	84	—	—	TEEN BEAT		2	Sandy Nelson, Original 5
29	41	67	—	PUT YOUR HEAD ON MY SHOULDER	S	3	Paul Anka, ABC-Paramount 10040
30	19	19	15	WHAT IS LOVE	S	11	Playmates, Roulette 4160
31	28	45	51	PRIMROSE LANE		5	Jerry Wallace, Challenge 59047
32	23	30	26	SEE YOU IN SEPTEMBER		12	The Tempos, Climax 102
33	33	36	34	MY OWN TRUE LOVE	S	7	Jimmy Clanton, Ace 567

★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.

S Indicates that STEREO SINGLE version is available.

TITLE, Artist, Company, Record No.

THIS WEEK ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO STEREO WEEKS ON CHART

34	75	—	—	MR. BLUE		2	Fleetwoods, Dolton 5
35	52	65	—	JUST ASK YOUR HEART	S	3	Frankie Avalon, Chancellor 1040
36	22	21	16	MY WISH CAME TRUE		9	Elvis Presley, RCA Victor 7600
37	76	—	—	BATTLE OF KOOKAMONGA	S	2	Homer & Jethro, RCA Victor 7585
38	50	62	80	THE ANGELS LISTENED IN		5	The Crests, Coed 515
39	46	51	81	THE MUMMY		4	Bob McFadden & Dor, Brunswick 55140
40	35	31	45	CARIBBEAN		7	Mitchell Torok, Guyden 2018
41	25	25	24	HERE COMES SUMMER	S	12	Jerry Keller, Kapp 277
42	26	32	32	ROBBIN' THE CRADLE		21	Tony Belus, NRC 023
43	53	69	—	YOU'RE GONNA MISS ME	S	3	Connie Francis, M-G-M 12814
44	36	33	37	SMALL WORLD		14	Johnny Mathis, Columbia 41410
45	30	41	50	HIGH HOPES		14	Frank Sinatra, Capitol 4214
46	32	23	14	FORTY MILES OF BAD ROAD	S	14	Duane Eddy, Jamie 1126
47	49	42	48	LIKE I LOVE YOU	S	6	Edd Byrnes & Friend, Warner Bros. 5087
48	40	29	30	MONA LISA		9	Conway Twitty, M-G-M 12804
49	74	100	—	CATERPILLAR CRAWL		3	The Strangers, Titan 1701
50	31	20	22	JUST A LITTLE TOO MUCH		12	Ricky Nelson, Imperial 5595
51	55	58	66	MIDNIGHT FLYER		7	Nat King Cole, Capitol 4248
52	71	—	—	I'M A HOG FOR YOU		2	Coasters, Atco 6146
53	45	47	55	I GOT STRIPES	S	7	Johnny Cash, Columbia 41427
54	64	72	87	TRUE, TRUE HAPPINESS		4	Johnny Tillotson, Cadence 1365
55	38	35	38	TILL THERE WAS YOU	S	12	Anita Bryant, Carlton 512
56	66	83	90	OKEFENOKEE		4	Freddie Cannon, Swan 4038
57	62	52	54	SO HIGH, SO LOW		8	LaVern Baker, Atlantic 2033
58	78	—	—	BATTLE HYMN OF THE REPUBLIC		2	The Mormon Tabernacle Choir, Columbia 41459
59	51	56	63	MARY LOU		5	Ronnie Hawkins, Roulette 4177
60	43	26	23	SWEETER THAN YOU		11	Ricky Nelson, Imperial 5595
61	54	60	70	JOHNNY REB		4	Johnny Horton, Columbia 41437
62	58	68	—	SOMETHIN' ELSE		3	Eddie Cochran, Liberty 55203
63	67	49	46	LINDA LU		9	Ray Sharpe, Jamie 1128
64	72	—	—	LONELY STREET		2	Andy Williams, Cadence 1370
65	65	78	75	LEAVE MY KITTEN ALONE		7	Little Willie John, King 5219
66	47	39	43	WITH OPEN ARMS	S	8	Jane Morgan, Kapp 284
67	56	63	69	I'VE BEEN THERE	S	6	Tommy Edwards, M-G-M 12814

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TITLE, Artist, Company, Record No.

THIS WEEK ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO STEREO WEEKS ON CHART

68	—	—	—	FOOL'S HALL OF FAME		1	Pat Boone, Dot 15982
69	77	—	—	COME ON AND GET ME	S	2	Fabian, Chancellor 1041
70	39	37	36	MONA LISA		16	Carl Mann, Phillips International 3539
71	57	57	47	ANGEL FACE	S	7	Jimmy Darren, Colpix 119
72	97	—	—	YOU WERE MINE		2	Fireflies, Ribbon 6901
73	80	76	85	SMILE		5	Tony Bennett, Columbia 41434
74	—	—	—	DECK OF CARDS		1	Wink Martindale, Dot 15968
75	100	—	—	YOU BETTER KNOW IT		2	Jackie Wilson, Brunswick 55149
76	60	46	35	THE WAY I WALK	S	12	Jack Scott, Carlton 514
77	86	87	—	SUZY BABY		3	Bobby Vee & the Shadows, Liberty 55208
78	69	53	49	TENNESSEE STUD	S	10	Eddy Arnold, RCA Victor 7542
79	82	—	—	WHERE	S	2	Platters, Mercury 71502
80	87	—	—	THE SHAPE I'M IN		2	Johnny Restivo, RCA Victor 7559
81	79	70	71	ON AN EVENING IN ROMA		10	Dean Martin, Capitol 4222
82	83	—	—	BREAKING UP IS HARD TO DO		2	Jivin' Gene, Mercury 71485
83	—	—	—	LOVE POTION #9		1	Clovers, United Artists 180
84	73	81	91	GEE		7	George Hamilton IV, ABC-Paramount 10028
85	—	—	88	FIVE FEET HIGH AND RISING		2	Johnny Cash, Columbia 41427
86	—	—	—	DON'T TELL ME YOUR TROUBLES		3	Don Gibson, RCA Victor 7566
87	98	74	89	CHAPEL OF DREAMS		4	Dubs, Gone 5046
88	—	—	—	EVERY LITTLE THING I DO		1	Dion & the Belmonts, Laurie 3035
89	—	—	—	(7 LITTLE GIRLS) SITTING IN THE BACK SEAT		1	Paul Evans & the Curls, Guaranteed 200
90	—	—	—	WORRIED MAN		1	Kingston Trio, Capitol 4271
91	42	34	25	THE BATTLE OF NEW ORLEANS		21	Johnny Horton, Columbia 41339
92	68	71	78	MAU-MAU		5	Wailers, Golden Crest 526
93	—	—	—	FOG CUTTER		1	Frantics, Dolton 6
94	63	59	52	LONELY GUITAR		11	Annette, Vista 339
95	—	—	—	PRIVATE EYE		1	Olympics, Arvee 562
96	81	95	96	SAL'S GOT A SUGAR LIP		5	Johnny Horton, Columbia 41437
97	—	—	—	WISH IT WERE ME	S	1	Platters, Mercury 71502
98	—	—	—	ONE MORE SUNRISE		1	Leslie Uggams, Columbia 41451
99	—	—	—	I'LL NEVER FALL IN LOVE AGAIN		1	Johnny Fay, Columbia 41438
100	—	—	—	I AIN'T NEVER		1	Four Preps, Capitol 4256

& 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

- TEEN BEAT** Sandy Nelson
(Drive-In, BMI) Original 5
- *FOOL'S HALL OF FAME** Pat Boone
(Spoone, ASCAP) Dot 15982
- *DECK OF CARDS** Wink Martindale
(American, BMI) Dot 15968

***YOU BETTER KNOW IT** Jackie Wilson
(Pearl, BMI) Brunswick 55149

YOU WERE MINE The Fireflies
(Dara & Good, BMI) Ribbon 6901

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. IN THE MOOD Ernie Fields, Rendezvous
2. STARLIGHT Lee Greenlee, Brent
3. LOVE WALKED IN The Flamingos, End
4. JOEY'S SONG Bill Haley, Decca
5. DANNY BOY Conway Twitty, M-G-M
6. CUTE LITTLE WAYS Hank Ballard, King
7. SKI KING E. C. Beatty, Colonial
8. IF YOU DON'T WANT MY LOVE Carl Dobkins Jr., Decca
9. WOO-HOO The Rockateens, Roulette
10. BOYS ALSO CRY The Sparkletones, Paris
11. I'LL BE SEEING YOU Tommy Sands, Capitol
12. SHOUT The Isley Brothers, RCA Victor
13. DON'T YOU KNOW Della Reese, RCA Victor
14. IT HAPPENED TODAY The Skyliners, Calico
15. PINE TOP'S BOOGIE Jo Stafford

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REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

JOHNNY MATHIS



THE STORY OF OUR LOVE (Cathryl, ASCAP)—**MISTY** (Octave, ASCAP)—"The Story of Our Love" is a pretty new ballad that gets a warm vocal from Mathis. The attractive arrangement features lush strings, chorus and harmonica support. Flip is an equally pretty rendition of Erroll Garner's "Misty." Both should make it.
Columbia 41483

DUANE EDDY



FIRST LOVE, FIRST TEARS (Gregmark, BMI) — **SOME KIND-A EARTHQUAKE** (Gregmark, BMI) — Eddy has a likely two sider with his latest. "First Love" is a pretty rockballad on which he is backed by a chorus. Flip "Earthquake" is a lively rocker.
Jamie 1130

JACK SCOTT



THERE COMES A TIME (Starfire, BMI) — **BABY MARIE** (Jones, BMI) — "There Comes a Time" is a slow, mournful ballad which Scott delivers with feeling. "Baby Marie" is a wistful rockballad that is also sung with appeal. Both can score.
Carlton 519

CHUCK BERRY



CHILDHOOD SWEETHEART (Arc, BMI) — **BROKEN ARROW** (Arc, BMI) — Berry has two strong sides. He shouts "Childhood Sweetheart" a topical blues, over good chorus and combo work. "Broken Arrow" is a clever novelty, accented with vocal gimmicks and an equally strong performance by the artist.
Chess 1737

PATTI PAGE



GOODBYE, CHARLIE (Egap, BMI) — Miss Page presents a highly appealing warble on "Goodbye, Charlie," a countryish rockawaltz. Her smooth outing can account for a good share of coin. Flip is "Because Him Is a Baby," (Joy, ASCAP).
Mercury 71510

DAVE (BABY) CORTEZ



PIANO SHUFFLE (Lowell, BMI) — **IT'S A SIN TO TELL A LIE** (Bregman, Vocco & Conn, ASCAP) — Cortez could make it three in a row with either of these sides. He switches to piano on the top side for a strong instrumental treatment of rhythm tune. Flip shows a listenable organ styling of the oldie.
Clock 1014

MARV JOHNSON



DON'T LEAVE ME (Jobet, BMI) — **YOU GOT WHAT IT TAKES** (Fidelity, BMI) — Johnson offers strong warbles on two tunes with gospel overtones. Both are in the rocker groove and on each he is given good chorus and ork backing. Either could step out.
United Artists 185

DALE HAWKINS



LIZA JANE (Arc, BMI) — **BACK TO SCHOOL BLUES** (Arc, BMI) — "Liza Jane" is based on the old folk tune, and Hawkins applies an up-dated rocker approach that could catch on with the kids. "Back to School Blues" is a rocker with topical, teen-slanted lyrics. Both can step out.
Checker 934

THE WILBURN BROTHERS



A WOMAN'S INTUITION (Sure-Fire, BMI) — The Wilburns are a strong bet to crash the pop market with this infectious item. It reminds a bit of "Waterloo." The fine vocal effort is given solid backing. Flip is "A Town That Never Sleeps," (Sure-Fire, BMI). Heavy c.&w. appeal also.
Decca 30968

CAROL JARVIS



CARELESS LOVE (Remick, ASCAP) — **LITTLE RED ROOSTER** (Dot, BMI) — The thrush reads the tender oldie "Careless Love," over a smart and danceable arrangement. It's a strong side for Miss Jarvis, and it could be a big one. Flip, "Little Red Rooster," is a blues that should also attract.
Dot 15984

ROCK HUDSON



PILLOW TALK (Artists, ASCAP) — **ROLY POLY** (Artists, ASCAP) — Hudson makes a strong disk debut on two songs from his coming flick, "Pillow Talk." "Pillow Talk" is a cute medium-beater, and "Roly Poly" is a novelty.
Decca 30966

THE PONI TAILS



I'LL BE SEEING YOU (Williamson, ASCAP) — **I'LL KEEP TRYIN'** (E. H. Morris, Chas. N. Daniels, ASCAP) — The fem trio gives expressive readings of two lovely themes. "I'll Be Seeing You" is richly sung rockballad style over a warm arrangement. "I'll Keep Tryin'" has a folkish sound, and it's also accorded a quality sing.
ABC-Paramount 10047

NED MILLER



RING THE BELL FOR JOHNNY (Jat, BMI) — **GIRL FROM THE SECOND WORLD** (Jat, BMI) — Miller comes off to strong effect in his presentations of two attractive numbers. "Ring the Bell" is a sentimental ditty on which he is helped strongly by thrush Jan Howard. "Girl" is an unusual and interesting bit of material, and Miss Howard also figures prominently here.
Jackpot 48020

(Continued on page 57)

the Original



MAYFLOWER OF PITTSBURGH
SAILS TO HITSBURGH
ON

SMASH HIT
INSTRUMENTAL

THE ENCHANTED SEA

b/w
"POLLYANNA"

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ISLANDERS
Mayflower M-16
Written and Produced by
FRANK METIS and RANDY STARR



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Reviews of THIS WEEK'S SINGLES (continued)

GUY MITCHELL



HEARTACHES BY THE NUMBER (Pamper, BMI) — **TWO** (Joy, ASCAP) — Mitchell registers strongly on his pop treatment of Ray Price's current c.&w. smash. "Two" is a rockaballad with eerie guitar effects, reminiscent of "Sleep Walk," employed in the backing. Both are contenders. **Columbia 41476**

Country & Western

RAY PRICE



UNDER YOUR SPELL AGAIN (Central Songs, BMI) — **THE SAME OLD ME** (Pamper, BMI) — Price appears chart bound again with both sides of this latest disk. "Under Your Spell" is given a fine, dual-track warble over traditional-type support. "The Same Old Me" is a weeper, and this is also done with a traditional approach. **Columbia 41477**

HANK THOMPSON



I DIDN'T MEAN TO FAIL IN LOVE (Texoma, ASCAP) — **I GUESS I'M GETTING OVER YOU** (Texoma, ASCAP) — Thompson has two c.&w. ballads that can attract c.&w. coin. The Brazos Valley Boys back him strongly on both, and the sides should move well. **Capitol 4269**

JUNE WEBB



WHAT A PRICE TO PAY (Acuff-Rose, BMI) — **I WONDER IF YOU KNOW** (C & I, BMI) — Miss Webb offers plaintive thrashing stints on two attractive c.&w. items. "I Wonder" is a weeper, and "What a Price" is a ballad, clefied by Don Gibson. **Hickory 1105**

NORMA JEAN



THE GAMBLER AND THE LADY (Cedarwood, BMI) — **YOU CALLED ME ANOTHER WOMAN'S NAME** (Moss-Rose, BMI) — Norma Jean presents "The Gambler and the Lady," a honky tonker, with lots of verve. Tune tells of an interesting love affair. Flip, "You Called Me Another Woman's Name," is also given an emotional reading. **Columbia 41474**

Rhythm & Blues

NO SELECTIONS THIS WEEK.



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 DISK JOCKEY PROGRAMMING

ERROLL GARNER

MISTY (Octave, BMI) — **SOLITAIRE** (Octave, BMI) — Garner's effective piano sound is embraced by a host of lush strings on these two pretty instrumentals. The sides are from his "Other Voices" LP. Spinnable for all segs. **Columbia 41482**

JIMMY DRIFTWOOD

THE BEAR FLEW OVER THE OCEAN (Warden, BMI) — **JOHN PAUL JONES** (Warden, BMI) — The "Bear" is a timely programming side with Russian premier Khrushchev's coming visit. The folk-flavored item should please listeners. "John Paul Jones" is also a folkish sort, and Driftwood handles it strongly. **RCA Victor 7603**

ANDRE COLBERT

NOW IS THE HOUR (Leeds, ASCAP) — The Colbert ork gives the Maori farewell song an appealing, mild rock treatment with lush strings and sax harmony featured. Spinnable side should go well with teens or adults. Flip is "Aloha Rock," (Zodiac, BMI). **Palette 5028**

JOHN LESLIE

ONLY FOREVER (Joy, ASCAP) — Leslie hands the pretty evergreen a fine, romantic reading with lush ork accompanying. It's a quality side that rates heavy spins. Flip is "That's the Story of My Life," (Kramer-Whitney, ASCAP). **Liberty 55205**

RUBY WRIGHT

POOR BUTTERFLY (Harms, ASCAP) — **I WAS SURE I HAD FORGOTTEN** (Candee, BMI) — Miss Wright turns in expressive readings on the lovely songs. "Poor Butterfly" is read pleasantly over an attractive ork assist. "I Was Sure," a pretty new theme is also given a fine outing. Both are good programming fare. **Candee 501**

POP TALENT

BUDDY SMITH

OVERNIGHT (Morris, ASCAP) — **TENNESSEE** (Morris, ASCAP) — Smith acquits himself strongly on his first wax tries. "Overnight" is an attractive rockaballad which he reads with feeling. "Tennessee" is a catchy rhythm tune, and this is also handed a good reading. **Hanover 4533**

MARY KASPER

MY LAST GOODBYE (Bourne, ASCAP) — Talented thrush debuts with a fine rendition on the pretty evergreen. The arrangement is creative and complementary, and the lark handles the tune most attractively. Flip is "Toot, Toot, Tootsie, Goodbye," (Feist, ASCAP). **Mercury 71497**



VERY STRONG SALES POTENTIAL

BOBBY HELMS

★★★★ **HURRY BABY** — DECCA 30976 — Helms has a spiritual sounding rocker that could step out for big coin. Good chorus work supports the singer. (Cedarwood, BMI)

★★★★ **MY LUCKY DAY** — Bright sound on a ballad with beat. Helms handles the pretty tune nicely. Also a side to consider. (Cedarwood, BMI)

RAY ANTHONY

★★★★ **ROOM 43** — CAPITOL 4275 — Movie title tune is treated to a brassy whirl by the Anthony ork. Good programming fare and also a healthy bet to chalk up strong sales. (Suchon, ASCAP)

★★★★ **STOCKHOLM BLUES** — Light, lyrical theme spotlights piano with soft ork support. Also a likely jockey prospect, the flip appears a bit stronger. (Moonlight, BMI)

JESSE BELVIN

★★★★ **GIVE ME LOVE** — RCA Victor 7596 — Melodic ballad with mildly r.&r. backing is handed an emotion-packed vocal by Belvin. Merits spins. (Michele, BMI)

★★★★ **I'LL NEVER BE LONELY AGAIN** — Haunting Latin-flavored theme, blended with Oriental-styled backing, is sung with feeling and tenderness. Nice jockey wax. (Alamo, ASCAP)

BOBBY LONG

★★★★ **DID YOU EVER DREAM LUCKY** — UNART 2023 — Long turns in a classy reading of this blues. The lyric is in the form of a narrative, and the side has that catchy "Kansas City" type beat. Interesting wax and it's worth spins. (Unart-Dazzler, BMI)

★★★★ **CALLING (FOR THE ONE I LOVE)** — Long works with a fem chorus on this side, and he has a fine sound on the pleader ballad. Two good performances. (Chalk, ASCAP)

TRAVIS & BOB

★★★★ **OH YEAH** — SANDY 1024 — Pleasant duo warbling stint on a strong r.&r. ditty, patterned after their big hit, "Tell Him No." (Burnt Oak & Singing River, BMI)

★★★ **Lover's Rendezvous** — Boys blend with effective plaintiveness on a catchy r.&r. item. (Burnt Oak & Singing River, BMI)

JERRY BUTLER

★★★★ **COULDN'T GO TO SLEEP** — ABNE 1030 — Soft warble by Butler on a slowish ballad with beat. The rockaballad is sung warmly over lush ork backing. Side can attract. (Score & Tollie, BMI)

★★★ **I Was Wrong** — Smart sound by Butler on an attractive medium-beater. Strong chorus and ork work back the chanter. (Joni, BMI)

BETTY MADIGAN

★★★★ **JUST AS I AM** — CORAL 62139 — A bright side by the gal, her first in a spell. Arrangement has an organ and a chorus. Miss Madigan thrushes in dual-track style. Effort has a happy, revival flavor. Spinnable wax. (Brighton, ASCAP)

★★★ **Tonight, Tonight** — A ballad full of emotion and it's nicely handled by the canary. Side has the rocking feeling. Flip may have an edge, however. (Angel, BMI)

CHRIS CONNOR

★★★★ **SENROR BLUES** — ATLANTIC 2037 — A very smartly-crafted disk, blues-oriented, with a Latin figure in the arrangement. The thrush does it in stylish fashion. (Ecaroh, ASCAP)

★★★ **Misty** — The jazz vocalist is in fine vocal form with this pretty ballad. There's a distinctive backing. Discerning deejays will give it strong exposure. (Vernon, ASCAP)



GOOD SALES POTENTIAL

BARRY DE VORZON

★★★ **Betty, Betty** — COLUMBIA 41464 — Rocker pleads with a chick to go steady. Side could click with teens. Good sound by the artist. (Marks, BMI)

★★★ **Across the Street From Your House** — Cute, bouncy theme provides the chanter with a good debut side on this label. Singer gets a nice chorus assist. It can move. (Siras, ASCAP)

MALCOLM DODDS

★★★ **I Feel Peculiar** — DECCA 30907 — Dodds chants the medium-beater smartly over shuffle-rhythm backing and chorus support. Danceable item can attract. (Sherwin, ASCAP)

★★★ **Only for You** — Pretty inspirational rockaballad is warmly sung by Dodds over a lush arrangement. Side can move. (Melin, BMI)

ERIC ROGERS

★★★ **Joanna** — LONDON 1879 — A mighty pleasing bit of wax which employs a harpsichord playing an interesting repetitive theme. A chorus is employed nicely in the later stages. Fine juke wax and the side could step out. (Keith Prowse, ASCAP)

★★★ **Lingering Lovers** — Same instrumentation of harpsichord here on another attractive theme with a chorus employed. Either side could generate interest. (Harmau, ASCAP)

JAY NELSON

★★★ **Wild Love** — EXCELLO 2165 — Nelson shouts this Latinish rocker rhythmically with a peppy assist from a girl chorus. (Excellorec, BMI)

★★★ **To You My Darling** — Feelingful rendition of a rockaballad. Again the singer gets strong support from the chorus. (Excellorec, BMI)

ARTHUR GUNTER

★★★ **No Naggin' No Draggin'** — EXCELLO 2164 — Medium-beat blues is also nicely handled by the artist. It should prove as potent as the flip. (Excellorec, BMI)

★★★ **I Want Her Back** — Slow blues is sung with feeling by Gunter over low-down combo support. Good r.&r. ride. (Excellorec, BMI)

JOHNNY BRAGG

★★★ **World of Make Believe** — DECCA 30972 — Soulful reading of a slow rockaballad by the artist. Side merits spins. (Singing River & Gulfstream, BMI)

★★★ **Everything's Alright** — Latinish rocker is handled with zest by Bragg. Happy chorus support backs the singer on the rhythmic theme. (Tree, BMI)

THE TUNE-DROPS

★★★ **Smoothie** — METRO 20028 — Light, lush trombone sound on a pretty theme. Side offers good jockey programming material. Kids could take to it. (Wemar, BMI)

★★★ **Jumpin' Jellybeans** — Contagious rhythm item is give a pleasant instrumental whirl by the group. Side has a sort of samba rhythm. (Wemar, BMI)

GIG WALLACE

★★★ **Show Me the Way to Go Home** — COLUMBIA 41442 — The oldie gets a bright, brassy ork treatment by the Wallace crew. Racy, danceable item is good deejay side, and also rates exposure in the boxes. (Campbell-Connelly, ASCAP)

★★★ **Rockin' on the Railroad** — Swingin' adaptation of "I've Been Workin' on the Railroad." Also good for jocks and jukes. (Delphine, ASCAP)

TUNESTERS

★★★ **Wykiup** — TIARA 6129 — A rocker with an American Indian flavor. Seems the braves want to share the squaws' wykiup. Lyric and the sound provide some novelty. (Lugar, ASCAP)

★★★ **Casually** — A tender ballad, with triplet-figured arrangement. Makes pleasant listening. (Garlock, BMI)

JOE SIMMONS

★★★ **The Dance** — EPIC 9335 — A ballad in slow tempo, with distinctive backing including voicing by the chorus. (Wemar, BMI)

★★★ **Di-Di-O Day** — Simple melody has charm, as it is rendered here. Simmons has a virile-sounding voice, with chorus and a beat behind him. (Wemar-Rayven, BMI)

THE DOLLS

★★★ **In Love** — OKEH 7122 — A rocker, with the gals supported by honking horns in an arrangement that moves right along. (Wemar, BMI)

★★★ **Please Come Home** — A ballad, in slow tempo, in a minor key. Has a haunting quality, and the lead thrush sings with soul. (Wemar, BMI)

BONNIE FUSSELL

★★★ **Where Are You** — HAMMOND 104 — There's a simple charm to this one. Has a pretty melody, with fresh-sounding voices behind the singer. (L. Thompson, BMI)

★★★ **Too High Class** — A rocker. Tune is an uptempo blues; chanter belts it out to a fine arrangement featuring horns. (L. Thompson, BMI)

EARL BOSTIC ORK.

★★★ **Dark Eyes** — KING 5252 — Bostic
(Continued on page 58)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Marian Hall, formerly steel guitarist on "Town Hall Party" for three years, is back in the swing of things after a visit from the stork and has joined the regulars at Tex Williams' remodelled Village Ballroom, Long Beach, Calif. . . . Joanie Hall, regular Friday and Saturday feature with the Tex Williams crew at the latter's Village Ballroom, has a new one out on the Ivory label titled "Over a Friendly Cup of Coffee." Deejays who may have been missed in the mailing may obtain a copy by writing to Jack Murrah, 5434 Lemon, Long Beach 5, Calif. . . . Glenn Stepp and his western combo are currently playing for dances in the Modesto, Calif., sector.

Stoney Cooper, Wilma Lee, the Clinch Mountain Clan, Grandpa Jones, Mac Wiseman and Big Slim, the Lone Cowboy, are on a 21-day tour of Canada arranged by Gene Johnson, Wheeling, W. Va., promoter. The unit is routed as follows for the next seven days: Noranda, Que., September 14; Schumacher, Ont., 15; North Bay, Ont., 16; Huntsville, Ont., 17; Sault Ste. Marie, Ont., 18, and State Theater, Niagra Falls, N. Y., 20. . . . Abbie Neal and Her Ranch Gals, after a swing of Ohio, Pennsylvania and West Virginia fairs, return to Las Vegas September 17. Following the Las Vegas engagement, the Neal Gals hit out for the West Coast where they will remain until June of 1960.

The itinerary on Leon McAuliffe and His Cimarron Boys finds them at the Cherokee Strip Celebration, Perry, Okla., September 16; Civic Auditorium, Woodward, Okla., 17; Clinton-Sherman Air Force Base, Clinton, Okla., 18; Cimarron Ballroom, Tulsa, Okla., 19; Jump's Roller Rink, Fairfax, Okla., 24; Tinker Air Force Base, Oklahoma City, 25; Meadowbrook Country Club, Muskogee, Okla., 26; Beauregard Parish Fair, DeRidder, La. (with Tex Ritter), 30; Cook's Hoedown, Houston, October 1-3; Naval Air Station, Kingsville, Tex., 4; Cimarron Ballroom, Tulsa, Okla., 7; and American Legion Celebration, Geetsysburg, S. D., 9. . . . "Jubilee U. S. A.'s" new top feature, Carl Smith, makes his return before the Springfield, Mo., cameras this Saturday (19).

Del Reeves, currently on tour to promote his new release on the Las Vegas label, "Johnny Applesseed," stops off in Little Rock, Ark., September 17, and Camden, Ark., September 18, and next Saturday (19) does a guest spot on "Louisiana Hayride," Shreveport. His manager, Jack McFadden, is on the trip with him. . . . The gospel-singing Blackwood Brothers are routed for the remainder of September as follows: Neosha, Mo., September 14; Ava, Mo., 15; St. Louis, 17; Centralia, Ill., 18; Atlanta, Ga., 19; Roosa, Mo., 21; Sikeston, Mo., 22; Birmingham, Ala., 26; Van Wert, O., 28; Ingersoll, Ont., 29, and Paris, Ont., 30. . . . Betty Foley, who is reported getting a rise with her new release on the Bandera label, "Old Moon," has been set by Top Talent, Inc., Springfield, Mo., for personals in Hometown, Pa., September 16-17; Trenton, N. J., 21; Clarence, Ia., 23, and Shelby, O., 24. . . .

Carrie Thacquer, 17-year-old country singer of Canoga Park, Calif., makes her bow on the Laurel-Li Records label with a release coupling "Letter to Jimmy" and "Tennessee Mama." . . . The

Davis Brothers, Herb and J. C., of Pasagoula, Miss., have just cut their second session for Col. Chuck Thompson and Col. John Dixon, of Flag Recording & Publishing Company, Mobile, Ala. New release spots a pair of original country tunes, "Things I Can't Forget" and "Wild, Wild Flower."

With the Jockeys

A. J. Winn, c.&w. platter pusher at WTAW, Bryan, Tex., is now spinning 'em 9 a.m. to noon daily, with a four-and-a-half-hour session Saturday evenings. He recently had as guest Larry Butler, whose latest on the Allstar label couples "Foolish Affair" with "Echos Fade and Die." Winn is the writer of Lonesome Living, which Jerry Jericho has etched for the Allstar label. . . . "Early reaction on Tibby Edwards' first 'D' Records release, 'Memory of a Lie' and 'One More Night,' is very encouraging," writes Gabe Tucker, the label's veepee. He'll send a sample to any deejay who may have been missed. Gabe's address is 314 East 11th Street, Houston.

Alan Herbert sends out an S.O.S. for records for his brand-new c.&w. station, KBFS, Belle Fourche, S. D. . . . Lou Epstein, manager of the Jimmie Skinner Music Center, 222 East Fifth Street, Cincinnati, has deejay samples available on Jimmie Skinner's new Mercury platter, "John Wesley Hardin," and Connie Hall's newest on the same label, "Third Party at the Table." A postcard to Lou will fetch you your copy. . . . The Austin Brothers, Royce and Floyce, typewrite that they still have deejay copies available on their new release. They urge jocks to drop them a line at P. O. Box 12, Orange, Calif.

"I need records for my new show to be heard over AFN and Sued & Norddeutcher Radio here in Germany, typewrites Pfc. Karl Theuerl, whose professional name is Bill Caden. The show gets under way September 15. Theuerl's address is RA 55 629 909, Co. A, First Battle Group, 18th Infantry, APO 28, New York, N. Y. . . . Wayne (Saddlebags) Griffin, of Station KDEF, Albuquerque, N. M., posts to wit: "I would like to be put on the mailing lists to receive promotion c.&w. recordings. I'd like to receive new songs featuring new talent. I will do all to promote and let my listeners pass merit." . . . The gospel-singing Couriers Quartet has available deejay samples of their latest recordings. A card addressed to the Couriers Quartet, Box 1140, Harrisburg, Pa., will put you on the list. . . . Deejays desiring a copy of Bonnie King's latest Brunswick release may write to her at Box 34, Merrick, Long Island, N. Y.

Eli Alincic, R. D. 1, Mt. Pleasant, Pa., has his version of "Wabash Cannon Ball" out on the P. B. label, and asks that deejays needing same contact him at the above address or at WHJB, Greensburg, Pa. . . . B. W. Leisy, of 2019 Shepherd Drive, Houston 7, Tex., says he's in need of a record which he put out on James O'Gwynn's "Battle Talk" and "Love in an Old-Fashioned Way" on the Musicraft label. He asks that any deejay who has a spare ship it on to him at the above address. Leisy says he has two sides by O'Gwynn going for him currently on Musicraft, "Wish You Wuz My Darling" and "Love-Made Slave," which he'll send to deejays writing in.

Reviews of New Pop Records

Continued from page 57

★ ★ ★ GOOD SALES POTENTIAL

wraps up the standard in a fiery swing instrumental treatment with a fine beat. Spinnable. (PD)

★★★ White Horse — Solid wax solo work on a swinging instrumental. Strong jockey-juke wax with dual market appeal. (Earl's, BMI)

CHARLIE GRACIE

★★★ Because I Love You So—CORAL 62141—A happy sounding rocker in medium tempo. Gracie works with a chorus which uses touches of the "Stagger Lee" background. Worth attention. (Skidmore, ASCAP)

★★★ Oh-Well-A—Gracie comes thru with an interesting blues effort. The backing pounds away for a good beat. Spinnable wax, and it could catch some action. (Skidmore, ASCAP)

BARRY MARTIN

★★★ The Willies — FREEDOM 44019—Jaunty blues with stops is handed a showmanly vocal by Martin. Merits spins. (Metric, BMI)

★★★ Minnie the Moocher—The Cab Calloway theme is updated with an infectious r.&r. treatment and solid vocal by Martin and fem chorus. (Mills, ASCAP)

CHIP YOUNG

★★★ There's a Great Day Coming—ESCO 108—Fine, vevful outing by Young on a peppy rocker blues. Side has a gospel touch. Bright sounding disk could step out with plugs. (South, BMI)

★★★ Just As You Are—Rockaballad with a lyric about an ended love affair is given an emotional belt by Young. Side could create interest with exposure. (South, BMI)

JOHNNY OLENN

★★★ Devil Darling — PERSONALITY — 1002—Ingratating chanting by Olenn on an attractive rockaballad, penned by Buck Ram. (A.M.C., ASCAP)

★★★ Teenie—Personable interpretation by Olenn on okay novelty. Dual market item. Label is owned by Buck Ram. (Argo, BMI)

THE FREDERICK BROTHERS

★★★ When I'm With You — COLPIX 126 — The brothers handle a rockaballad in listenable fashion. Side provides topical chatter—for deejays. The brothers are all football stars at various colleges. (Robbins, ASCAP)

★★★ I'd Give Anything in the World — Pretty rockaballad is nicely wrapped up by the foursome. Potential appears similar to that of flip. (Lorob, BMI)

JERRY NORELL

★★★ The Comic Book Hop — BRUNSWICK 55148 — A rocker. Norell gives it a rockabilly type reading. Material has a new twist which could win spins for the side. (Aldon, BMI)

★★ The Freshman — He's just a freshman at Central High, and he's in love. It's a slow ballad side and Norell gives it a fair reading. (Champion & Aldon, BMI)

EDDIE SEACRIST

★★★ Able One — K & C 108 — Instrumental with a world of movement, and a train type rhythm; somewhat bluesy in orientation. Nice. (Kentucky, BMI)

★★ Silly to Dream — A ballad, done by the chanter in relaxed fashion, to a tasteful backing. (Kentucky, BMI)

SYLVIE MORA

★★★ Summertime — VERVE 10184 — A stylized reading of the beautiful Gershwin tune. Some thought has been given to production here; with interesting ideas in the arrangement. (Gershwin, ASCAP)

★★ Misirlou — The standard gets an imaginative reading. Thrush has ability, and the arrangement contributes a lot of mood. (Colonial, BMI)

BOBBY DOYLE

★★★ Someone Else, Not Me — BACK BEAT 528 — Moving reading by Doyle on a pretty ballad, with choral backing. (Sherwick, ASCAP)

★★ Pauline — Personable vocal interpretation of a catchy r.&r. item. (Sherwick, ASCAP)

(Continued on page 61)

The Billboard

HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 13

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO			TWO WEEKS AGO			THREE WEEKS AGO			WEEKS ON CHART
	1	2	3	1	2	3	1	2	3	
1	1	2	THE THREE BELLS, Browns, RCA Victor 7555							7
2	2	3	5 I AIN'T NEVER, Webb Pierce, Decca 30923							9
3	4	6	10 COUNTRY GIRL, Faron Young, Capitol 4233							9
4	3	2	1 WATERLOO, Stonewall Jackson, Columbia 41393							15
5	5	4	3 HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374							19
6	9	13	18 I GOT STRIPES, Johnny Cash, Columbia 41427							6
7	10	14	13 PARTNERS, Jim Reeves, RCA Victor 7557							8
8	6	7	6 TENNESSEE STUD, Eddy Arnold, RCA Victor 7542							13
9	7	5	7 TEN THOUSAND DRUMS, Carl Smith, Columbia 41417							9
10	8	8	9 WHO SHOT SAMI George Jones, Mercury 71464							9
11	12	9	8 BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098							17
12	13	12	11 GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812							8
13	11	11	12 KATY TOO, Johnny Cash, Sun 321							9
14	15	24	25 FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 30427							4
15	14	10	4 THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339							21
16	24	30	— JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946							5
17	21	25	23 DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566							5
18	16	18	21 SAILOR MAN, Johnny and Jack, RCA Victor 7545							6
19	17	—	— JOHNNY REB, Johnny Horton, Columbia 41437							2
20	20	22	19 CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389							15
21	18	16	16 SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871							18
22	19	20	— SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437							3
23	25	23	20 JOHN WESLEY HARDIN, Jimmie Skinner, Mercury 71470							7
24	28	17	14 NINETY-NINE YEARS, Bill Anderson, Decca 30914							11
25	23	21	— OLD MOON, Betty Foley, Bandera 1034							3
26	22	15	17 SOLDIER'S JOY, Hawkshaw Hawkins, Columbia 41419							6
27	30	27	— ('TIL) I KISSED YOU, Everly Brothers, Cadence 1369							3
28	26	—	— NOTHING, BUT TRUE LOVE, Margie Singleton, Starday 443							5
29	—	26	— MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102							2
30	29	28	29 LONG BLACK VEIL, Lefty Frizzell, Columbia 41384							15

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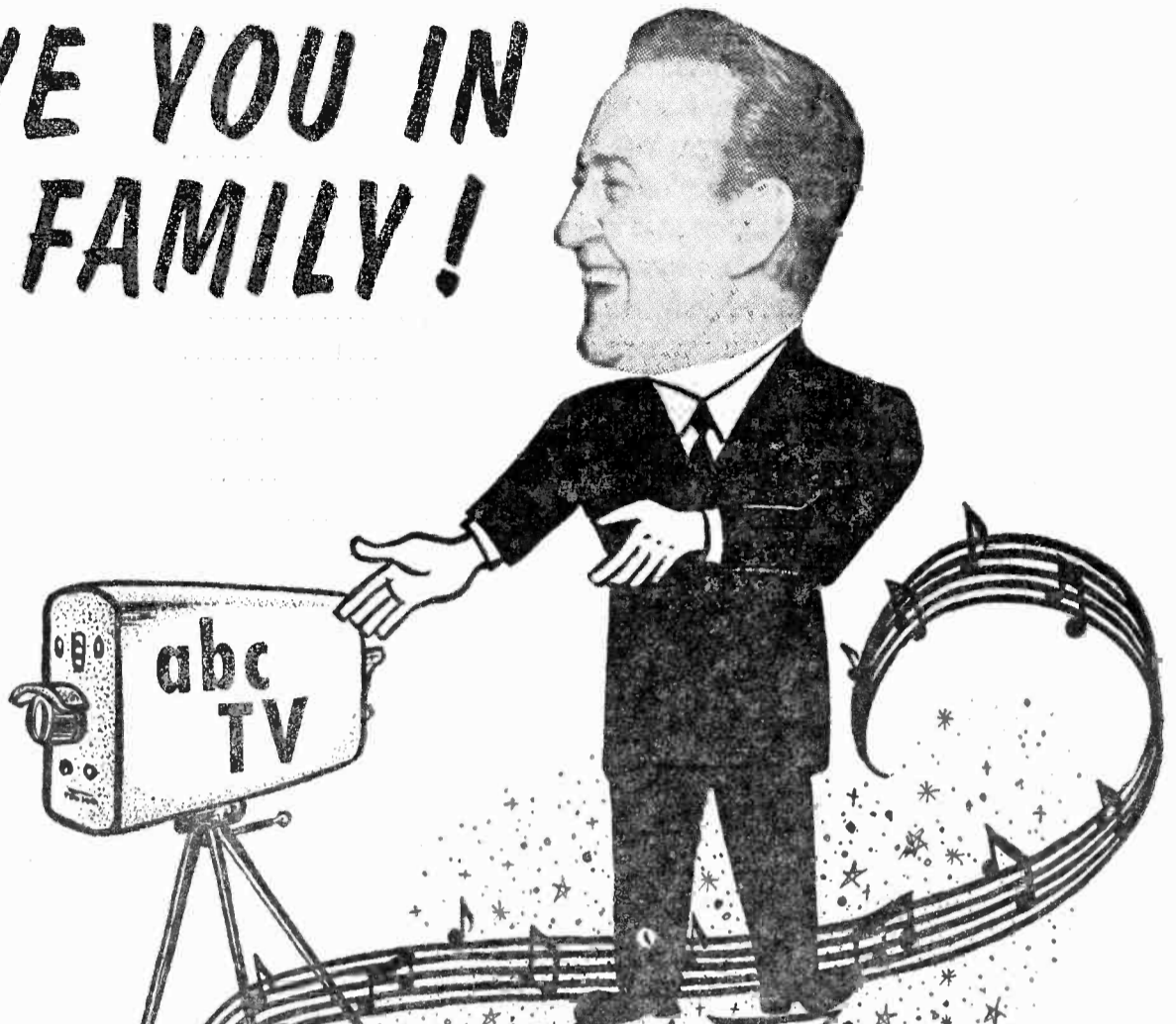
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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. THE THREE BELLS (Harris)	1	3
2. WATERLOO (Cedarwood)	3	9
3. TILL THERE WAS YOU (Frank)	4	6
4. THE BATTLE OF NEW ORLEANS (Warden)	2	15
5. BROKEN-HEARTED MELODY (Mansion)	7	4
6. MY HEART IS AN OPEN BOOK (Sequence)	5	4
7. LONELY BOY (Spanka)	8	8
8. PERSONALITY (Lloyd-Logan)	6	15
9. ON AN EVENING IN ROMA (Zodiac)	9	4
10. FIVE PENNIES (Dena)	13	6
11. SUMMERTIME (Gershwin)	—	1
12. SUMMER DREAMS (Rio Grande)	14	12
13. I LOVES YOU PORGY (Gershwin)	12	2
14. HAWAIIAN WEDDING SONG (Pickwick)	10	35
15. MORGEN (Sidmore)	—	1

• Best Selling Sheet Music in Britain

(For week ending September 5)

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

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


• Best Selling Pop Records in Britain

(For week ending September 5)

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

This Week	Last Week
1. ONLY SIXTEEN—Craig Douglas (Top Rank)	2
2. LIVING DOLL—Cliff Richard (Columbia)	1
3. LONELY BOY—Paul Anka (Columbia)	3
4. HERE COMES SUMMER—Jerry Keller (London)	10
5. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	4
6. SOMEONE—Johnny Mathis (Fontana)	6
6. CHINA TEA—Russ Conway (Columbia)	8
8. HEART OF A MAN—Frankie Vaughan (Phillips)	5
9. BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye)	7
10. MONA LISA—Conway Twitty (M-G-M)	11
11. DREAM LOVER—Bobby Darin (London)	9
12. 40 MILES OF BAD ROAD—Duane Eddy (London)	16
13. SAL'S GOT A SUGAR LIP—Lonnie Donegan (Pye)	—
14. 'TIL I KISSED YOU—Everly Brothers (London)	—
15. I KNOW—Perry Como (RCA)	17
16. ROULETTE—Russ Conway (Columbia)	15
17. BIG HUNK O' LOVE—Elvis Presley (RCA)	12
18. HIGH HOPES—Frank Sinatra (Capitol)	—
19. PEGGY SUE GOT MARRIED—Buddy Holly (Coral)	—
20. SWEETER THAN YOU—Ricky Nelson (London)	19

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The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 13

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART
①	1	2	4	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032 5
②	3	4	5	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606 6
③	2	1	1	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478 9
④	5	3	2	WHAT'D I SAY, Ray Charles, Atlantic 2031 10
⑤	7	21	—	SLEEP WALK, Santo and Johnny, Canadian-American 103 3
⑥	6	5	7	I LOVES YOU PORGY, Nina Simone, Bethlehem 11021 12
⑦	10	12	10	SEA OF LOVE, Phil Phillips, Mercury 71465 5
⑧	4	6	3	THERE GOES MY BABY, Drifters, Atlantic 2025 15
⑨	8	9	26	RED RIVER ROCK, Hurricanes, Warwick 509 4
⑩	15	28	—	POISON IVY, Coasters, Atco 6146 3
⑪	11	10	21	THE THREE BELLS, Browns, RCA Victor 7555 4
⑫	17	17	24	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033 6
⑬	12	18	—	MIDNIGHT FLYER, Nat King Cole, Capitol 4248 3
⑭	19	22	—	LINDA LU, Ray Sharpe, Jamie 1128 5
⑮	14	15	—	LAVENDER BLUE, Sammy Turner, Big Top 3016 7
⑯	13	8	8	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614 . . 18
⑰	16	11	6	YOU'RE SO FINE, Falcons, Unart 2013 17
⑱	20	26	—	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477 3
⑲	9	7	11	WHAT A DIFF'RENCE A DAY MAKES, Dinah Washington, Mercury 71435 . 14
⑳	24	24	28	IT'S TOO LATE, Tarheel Slim, Fire 100 4
㉑	—	—	—	SAY MAN, Bo Diddley, Checker 931 1
㉒	21	—	12	A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600 6
㉓	23	13	13	LEAVE MY KITTEN ALONE, Little Willie John, King 5219 6
㉔	—	—	—	HEY LITTLE GIRL, Dee Clark, Abner 1029 1
㉕	—	—	—	FORTY MILES OF BAD ROAD, Duane Eddy, Jamie 1126 4
㉖	—	—	—	YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149 1
㉗	26	—	—	CARIBBEAN, Mitchell Torok, Guyden 2018 2
㉘	22	—	—	I'M GONNA BE A WHEEL SOMEDAY, Fats Domino, Imperial 5606 3
㉙	—	—	—	BABY TALK, Jan and Dean, Dore 522 1
㉚	—	—	—	EVERYTHING GONNA BE ALRIGHT, Little Walter, Checker 930 1

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Reviews of New Pop Records

Continued from page 58

★★★
GOOD SALES POTENTIAL

EDDIE BOYD
★★★ I'm Comin' Home — BEA & BABY 101 — Boyd shouts this one in good style. It's a blues and Boyd performs it well here. A satisfying and well-made effort. (Ghana, BMI)

★★ Thank You Baby — A rhythmic blues effort by Boyd done to an eight-to-the-bar type backing. Moderate prospects. (Ghana, BMI)

THE DAYLIGHTERS
★★★ Mad House Jump — BEA & BABY 103 — An upbeat, and it's set in the boogie woogie blues framework. Boys give it a good go and there's a good honking tenor man here. (Stams-La Cours, BMI)

★★ You're Breaking My Heart — A rockballad by the group has a good enough sound. It's in medium tempo. With better material, the lads might have a chance. (Stams-LaCour, BMI)

KING GUION
★★★ Does She or Doesn't She? — CITATION 1041 — A tick side with Guion imitating Cary Grant in his breaks at the end of each phrase with the question, "Does she or doesn't she?" Has novelty value for jocks. (Peer, BMI)

★★ The Bridge of Bardot March — The sound of marching feet permeates this martial rhythm side. The title may arouse some interest. (Peer, BMI)

DAN PENN
★★★ You Don't Treat Me Right — EARTH 1013 — Penn is a good rockabilly. He turns in a nice reading of this interesting minor-flavored, medium-paced rocker. Good guitar backing. (Sherrill-Stafford, BMI)

★★ Crazy Over You — Penn turns in an impassioned ballad reading. It's slow and easy-going in mood. Good performance. (Sherrill-Stafford, BMI)

SAM BUTERA
★★★ Ton of Bricks—DOT 15983—Lively blues-rocker is wrapped up in a fervent vocal and a solid beat. (Weiss & Barry, BMI)

★★ She's a Kookamunger—Frantic chanting by Butera on an okay bouncy rocker. It's the artist's first disk for this label. (Enterprise, ASCAP)

BET F. MARTIN
★★★ Maybe You'll Be There—EPIC 9133 —The pretty oldie is thrashed attractively by the gal on her initial outing with the label. It's an appealing side employing a chorus. (Triangle, ASCAP)

★★ One-Woman Man — The new thrush sings this medium-paced ditty with gusto. Interesting arrangement. (Tryton, BMI)

JIMMIE EDWARDS
★★★ Your Love Is a Good Love—RCA VICTOR 7597—Edwards sings in mildly rockabilly style on catchy country ditty. Merits exposure. (Obie, BMI)

★★ A Favor for a Friend—Tasteful, relaxed guitar backing marks this pleasant reading (talk-sing style) on a bluesy narrative. (Tree, BMI)

KAREN LAKE
★★★ Nine o'Clock — ABC-Paramount 10050—The tune is from the upcoming Bob Merrill legitier, "Take Me Along." Miss Lake hands in a thrashing job which has a pleasant sound. (Valyr, ASCAP)

★★ Will I Know (When I'm Really in Love)—A medium-paced rockballad gets a creditable reading by the thrush. Flip has an edge, however. (Brighton, ASCAP)

THE MARY KAYE TRIO
★★★ My Isle of Golden Dreams — WARNER BROS. 5095—Smooth, leisurely paced interpretation of the pretty oldie with a nice lead vocal by Norman Kaye. Spinnable wax. (Remick, ASCAP)

★★ That Wasn't Me — Showmanly duo chanting by Mary Kaye and brother Norman on okay novelty-rhythm side. (Source, BMI)

THE SABRES
★★★ Take Up the Slack Daddy-O—KII-MAC 1412—Rockabilly shout on a peppy countryish tune. Lead voice is given a rhythmic chorus and combo assist. (Kanteen, BMI)

★★ I Care for You—Slow rockballad gets a deep-voiced chant by the unbilled vocalist over twangy guitar support. Moderate appeal. (Kanteen, BMI)

DIANE JEWETT
★★★ Without Your Love — SUNDOWN 124—Rhythm side moves right along with a rocking beat. Lyric has a country flavor, altho side has essentially pop appeal. (Durf, BMI)

★★ Tomorrow—A ballad of some sensitivity. Chick chants it nicely, sans gimmicks, to a triplet-figured country-flavored arrangement. (Durf & Vidor, BMI)

★★★
MODERATE SALES POTENTIAL

TONY MANGANO
★★ Na Conzone D'Amore — DAUPHIN 103—Mangano offers a pretty Italian love song. It's slow and lazy with a strummed

mandolin in the background. Nice romantic wax features a good performance. (Timely, ASCAP)

★★ Woodpecker Song—The hit tune of some years back is revived in pleasant fashion by the legit-styled voice of Tony Mangano. A flute is heard in the background, lending a Latin flavor. Mangano also offers a chorus in Italian. (Robbins, ASCAP)

JAY JOHNSTON
★★ Walk a Dog — FREEDOM 44018—Okay novelty rocker is handed a solid reading by Johnston. (Metric, BMI)

★★ Livin' Doll—Folkish ditty is sung with sincerity and style. Tune is not the same as song waxed by Cliff Richard and David Hill. (Ridgeway, BMI)

JIMMY KRISS
★★ You've Got Me Worried—WINSTON 1039—Kriss turns in a rock vocal against good minor flavored down guitar backin'. Tune is essentially a blues in the rural tradition. (Willet, BMI)

★★ Lost in a Dream—Kriss handles a slow rockballad for okay effect. (Willet, BMI)

THE NOMADS
★★ Alone—WESTWIND 1—A mournful, minor key side by the mixed group. It's

sung to a steady, repeating guitar figure. Side has a retentive quality. (Skagit)

★★ White Roses—This side is taken from an album "The Nomads at the Junior Prom," and the song rendition is punctuated by crowd noises in the background. (Skagit)

GEORGE RITCHIE
★★ Is That Light In Your Window—SMART 321—A slow and pulsing weeper ballad by Ritchie. He does a good, meaningful job to a good backing. (Tree, BMI)

(Continued on page 62)

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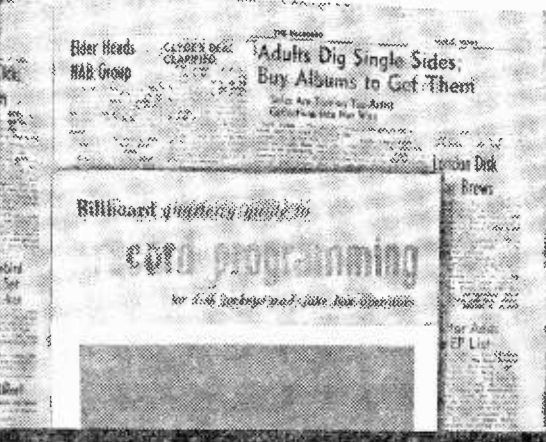
Canadian distributor, Barrell Records



Just one of the scores of

actual comments

from program directors, disk jockeys and librarians about Billboard's May 25 slick-stock Quarterly Programming Guide.



new sept. 28 edition now in preparation!

GIVE TO DAMON RUNYON CANCER FUND

Reviews of New Pop Records

Continued from page 61

★ ★

MODERATE SALES POTENTIAL

- ★ ★ But in a Million Years—Ritchie turns in a satisfactory rockabilly reading in a pounding upbeat groove. Good beat side from the Arizona label. (MGH, BMI)
- DON RAY**
- ★ ★ Roly Poly—ARWIN 1004—Ray wraps up the bouncy tune (from Doris Day movie "Pillow Talk") in exuberant reading. However, the Doris Day-Rock Hudson waxings will probably corral most of the play. (Artists, ASCAP)
- ★ ★ You Lied—Sincere warbling stint by Ray on bouncy r.&r. item. Moderate spin potential. (Daywin, BMI)
- BOBBY LOUIS**
- ★ ★ Cell of Love—CAPITOL 4272—Up-tempo blues. Lyric details how romance can lead to the jail, specifically, the cell of love. Funky strings abet the arrangement. Some novelty value. (Central Songs, BMI)
- ★ ★ I'm a Coward—The ballad side is a contrast to the flip. Done with a slow, pervasive beat. (Central Songs, BMI)
- JOEY SINGER**
- ★ ★ For the Love of You—ERA 3006—A ballad. Vocalist does it quite straight and pleasantly, backed by chorus and triplet-figured arrangement. (Bamboo, BMI)
- ★ ★ Keep Me In Your Care—Inspirational side with a brief narrative beginning. A girl chorus is used in the arrangement. (Pattern, ASCAP)
- ROY DELL**
- ★ ★ I'll Cry Tomorrow—ESCO 129—Rock-ballad is delivered in so-so fashion by Dell. Chorus accompanies. (South, BMI)
- ★ ★ Classroom — Fairly up rocker is shouted in okay style by the artist. Fair chances. (South, BMI)
- THE POWELL TWINS**
- ★ ★ Come Be My Baby—ACCENT 1064—Snappy rhythm item is given a happy shout by the youngsters. Fair chances. (Sound, BMI)
- ★ ★ Baby Love Me — Same comment. (S&R, ASCAP)
- LLOYD TROTMAN ORK.**
- ★ ★ Take Five — BRUNSWICK 55147 — An interesting side which finds a long string bass solo interspersed with instrumental vocalistics of the chorus. (Co-op, BMI)
- ★ ★ Trotlin' In — The band turns in a shuffle-rhythm instrumental which could provide okay accompaniment for the terminated. (Tippy, BMI)
- WERNER MULLER ORK.**
- ★ ★ The Flight of the Dalai Lama — DECCA 30971 — The memorable flight of the Dalai Lama from the oppression in his own country is dramatized here in a medium rhythm instrumental which employs voices as instruments. Side also has the oriental sound. Title makes it a program-mable piece. (Leeds, ASCAP)
- ★ ★ Merry Geishas — The usual fine sound of the Muller group is here. It's applied to a somewhat offbeat medium rhythm tune with a distinctly oriental quality, as would be implicit in the title. Attractive programming. (Leeds, ASCAP)
- SLIP MILO**
- ★ ★ Jo Baby — ARC 4453 — Rockaballad gets a fair enough belt by the singer. Fair chances. (Tree, BMI)
- ★ ★ What's Wrong With Me? — Hiccuppy vocal by Milo on a so-so rocker. Chorus and driving rhythm support accompany. (Sherill-Stafford, BMI)
- RONNIE WILSON**
- ★ ★ You Love That Guitar Better Than Me — RFD 1027 — Bouncy rockabilly item is sung with verve by Wilson. (Double "M," BMI)
- ★ ★ Let's Make History — Same comment. (Double "M," BMI)
- CHUCK WAYNE**
- ★ ★ Wishing — OZARK 963 — Plaintive warbling stint by Wayne with pretty chirping by fem chorus on okay country-flavored rockaballad. (Mississippi Valley, BMI)
- ★ ★ Thank You Call Again — Amusing country ditty is sung with verve by Wayne. (Mississippi Valley, BMI)
- BILL GARLAND**
- ★ ★ Guitar Blues — PAM 201 — The man has the pickin' blues. A nonsense type of lyric but the performance on the vocal is fair. (Monrovia, BMI)
- ★ ★ Lonesome Guitar — A minor key effort with good pickin' and a fair vocal. A lot of echo distinguishes this side. (Monrovia, BMI)
- BOB BRAUN**
- ★ ★ Broken-Hearted — KING 5255 — Braun gives an old-time styled ballad a pleasant reading to the accompaniment of a good swingin' band also with a rather dated sound. (Music 4 U, BMI)
- ★ ★ All My Love — A pretty ballad done in Latin tempo. Braun has the sound of a night club singer. Side has a big production. (Music 4 U, BMI)
- GEORGE SMITH**
- ★ ★ Bess You Is My Woman — BARBARY COAST 1001 — The tune from "Porgy and Bess" gets an airy reading with nice guitar work from George Smith and high voiced obbligato from Lynn Gold. Attractive mood wax is taken from an album. (Gershwin, ASCAP)
- ★ ★ Fantasy on Black Is the Color of My True Love's Hair — Another moody piece of wax is based on the well-known folk song. Miss Gold's high soprano sound floating in the background gives the side a celestial quality. Also from the Smith album (Barbary, BMI)
- WES GRIFFITH**
- ★ ★ Rockin' Mary — BELLA 17 — A rocker. Chanter's vocal has a lot of instrumentation behind it, with honking horns featured. (Grey Star, BMI)
- ★ ★ It Hurts So Bad — A ballad, slow in tempo. Hasn't the impact of the flip. (Grey Star, BMI)
- KENNE FORD**
- ★ ★ Kenny's Blues — HEART 5001 — Ford sings the blues pleasantly with okay backing by the Jubilaires. (Double "M," BMI)
- ★ ★ A Thousand Lives — Routine warbling stint by Ford on a plaintive ballad. (Double "M," BMI)
- CHUCK JONES**
- ★ ★ Blast Off Time—Cat is proposing a trip on the first space ship. Tune is only ordinary, and performance comes off second to that on flip. (Grange, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

- BOB BAKER:** I Miss You/Lovely You—Veeda 4004
- JIMMIE CRANE:** I Don't Know, Grin and Beat It—Dart 301
- HAROLD CROSBY:** Jallhouse in Your Heart/San Antone Boogie—Lorida 5
- TOMMY GAYLORD:** Don't Talk—Kiss Me/Azalea—Star-X 516
- EARI LEE:** My Baby Girl/I'll Be Waiting—Trace 104
- LARRY MEADOWS:** We're Through/Phyllis—Stratolite 969
- ZODIACS:** "I" Town/Golly Gee—Cole 100

★ ★ ★

Country & Western

- BOB GRAVES**
- ★ ★ Lovin' Sam — DECCA 30969 — Country theme tells about the legendary "Lovin' Sam," who had quite a way with the ladies. Pop and c.&w. coin possible. Cedarwood & Champion, (BMI)
- ★ ★ ★ The Hangman's Come to Town — Tune is about the unpleasant preparations for a sad event. Graves gives the tune a knowing reading. Good prospects for c.&w. loot. (Cedarwood & Champion, BMI)
- JENKS (TEX) CARMAN**
- ★ ★ This Lonely Road — SAGE 300 — Sincere sound on an attractive country weeper. Side will appeal to traditional devotees. (Sage & Sand, SESAC)
- ★ ★ Little May — Carman delivers this medium-beat country theme in hill style with traditional backing. (Sage & Sand, SESAC)

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JACK BRADSHAW
 *** No No — GLENN 754 — A country weeper with a lot of emotion in the reading. C.&w. delays should expose it. (Hits of Tomorrow, BMI)

** Welcome Heart — A three-beat country tune. Bradshaw sings it well, in the traditional style. (Hits of Tomorrow, BMI)

BILLY NIX
 *** I'm a Lucky Guy — GLENN 1800 — Country side tells a good story. Tune carries a rhythm and beat goes right along. Style is in the traditional manner. (Hits of Tomorrow, BMI)

** Devoted Love — A country side. Nix's vocal is in the traditional style and will appeal to listeners who want this type of programming. (Hits of Tomorrow, BMI)

BILL WATKINS
 ** Missed the Workhouse — LUCKY 0006 — Folkish tune is delivered with verve by Watkins over fine plucked string backing. It can move for pop and c.&w. coin. (Countryfied, BMI)

** Time Will Make You Pay — Intense reading of a weeper, sung over traditional backing. (Countryfied, BMI)

MONA KERRY
 ** Don't Hang Around My Door — GLENN 1501 — The chick is thru with him, and tells him to scram. Thrush delivers this theme in true country style, with traditional backing. (Hits of Tomorrow, BMI)

** Stay Away — A weeper. Like the flip, it's sung in the true country style, devoid of pop trimmings. (Hits of Tomorrow, BMI)

ELMER SNODGRASS & MUSICAL PIONEERS
 ** Until Today — COUNTRY JUBILEE 519 — A weeper. Vocal and the arrangement are in the traditional style. Well done. (Radio Music, BMI)

** Sidelines — The chick has a new love, and the old is on the side lines. A good country song idea. (Ralph's Radio Music, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

ORANGIE HUBBARD: Is She Sore/Look What I Found—Lucky 0007

Jazz

LAMBERT, HENDRICKS & ROSS
 **** Moanin' — COLUMBIA 41468 — The jazz standard is given a top-notch reading by the trio. Good side for pop and jazz jocks. Disk is their first for the label. (Totem, ASCAP)

**** Cloudburst — Jazz item with scat lyrics by the popular trio. Spinnable side for pop and jazz jocks. Swingin' ork work pushes all the way. (Marilyn, BMI)

THE AUSTRALIAN JAZZ QUINTET
 **** MACK THE KNIFE — BETHLEHEM 11053 — The jazz group presents the Kurt Weill theme in an up-tempo, swingin' arrangement. It's a spinnable side for pop and jazz jocks. (Harms, ASCAP)

*** Tango Ballad — Smooth, inventive approach on an interesting theme by the quartet. Also a good side for jocks. (Harms, ASCAP)

Rhythm & Blues

LIGHTNIN' HOPKINS
 *** Let's Move — HERALD 542 — An up-beater blues with the guitar taking the lead all the way with a basically Yancey bass figure. Hopkins comes in here only for occasional spoken bits. Good instrumental sound. (Angel, BMI)

*** I'm Achin' — The cat is achin' all over, because he's "got the pneumonia this time." Good low-down swampy blues by Hopkins. Can generate interest in legit r.&b. areas. (Angel, BMI)

Spiritual

THE ROBERTA MARTIN SINGERS
 **** That Great Judgment Day — SAVOY 4125 — This one rolls right along, full of true spirit and a rollicking beat. A top side for gospel and spiritual programmers. (Martin Studio, BMI)

*** He's All I Need — Slower in tempo than the flip, this has a fine passage by the male lead; and the gospel figures in the arrangement are very satisfying. (Martin Studio, BMI)

Local Disk Scene Shook Up

Continued from page 2

versations did not contain any "threats." The puzzling fact to local traders is "that Flash does not distribute ABC-Paramount on which the Cliff Richard disk appears.

New Needle Display Kit

CHICAGO — Jensen Industries, prominent needle and accessory house here, has announced a new needle display called the T-24 kit. The program is part of Jensen's observance of 10 years of successful dealer selling programs.

The display, planned for wall hanging, contains 24 of the three most popular needles used by record buyers. The top of the display carried a warning to disk fans, "Replace your phono needle today to have scratch-free records tomorrow."

Sales chief Mike Remund justifies the importance of the program by pointing out that many record collectors have as much tied up in disk investment as they do in a car. "Yet," says Remund, "no one would ever think of driving a car without replacing the oil, yet the same person will refuse to change phono needles which can ruin their records in the long run."

In line with the oil analogy, Jensen is pushing servicemen and disk fans to list the date of a needle change on the cartridge tab, just the way they note their last change of oil and grease job on the family car.

GE Intros Three

Continued from page 10

and white, features separate speaker systems, dual amplifier and stereo cartridge. Two G-E Dynapower speakers are separately mounted, each in its own enclosure. One speaker enclosure is detachable from inside the phonograph lid for stereo operation, and features a slot in the back for hang-on-the-wall operation. When set up, the lid can be closed for better tone.

In tan and ivory (Model RP 1115) or blue and ivory (Model RP 1116), the other new portable has two "Dynapower" speakers, in separate enclosures, which form the phonograph lid. In operation, the enclosures are removed from the turntable and set up either side of it, with cords plugged into the turntable unit.

Sound feedback in the tone arm is minimized because neither speaker is housed in the turntable compartment. Unit also features a dual amplifier and stereophonic cartridge.

Units are tagged as follows: Model RP 1150, \$129.95; Model RP 1130, \$99.95; and Models RP 115 and 116, \$79.95.

Reviews and Ratings of New Albums

Continued from page 49

Moderate Sales Potential

group after the latter returned to New Orleans, renders a flavorful keyboard potpourri here. Much of the material is Jelly Roll Morton's, in keeping with the title idea, and there's much to appeal to the lover of early jazz. There are some vocals by Doc Souchon, New Orleans jazzophile who occasionally quits the surgery to essay a few gravel-voiced blues. Songs include "Winin' Boy," "Buddy Bolden's Blues," etc.

This gave rise to local theories that Flash is out to show ABC-Paramount its effectiveness as a distributor. In New York, ABC-Paramount sales manager, Larry Newton, confirmed to The Billboard that Flash has made a formal bid for distribution of the label. Newton said that as long as Flash is a one-stop he sees no reason to discourage them from "knocking themselves out working for our records." He declined to comment on whether he was considering a switch to Flash from his present distributor, Frontier, in El Paso.

Jack Williams, the Mayor of Phoenix, and owner of radio station KOY, told The Billboard that he received a complaint that Flash is "employing threats" and his office is looking into the charge.

Early in 1958, Lormar's Chuck English was arrested in Chicago and charged with possession of bootlegged disks, products of a large scale bootleg operation uncovered there. Arrested at the same time was George Hilger, charged with engineering the bootlegging. English was subsequently freed when he disclaimed knowledge that the disks were counterfeit. He told The Billboard during the investigation that he had no knowledge of Hilger. Later inquiries by The Billboard uncovered the fact that Hilger's sister had formerly been employed by Lormar listed as an officer on its original papers on incorporation. She was married to English's assistant Bill McGuire.

Hilger later received a suspended sentence and a small fine for unauthorized duplication of trademark.

Macy Branch

Continued from page 10

appear every day during the Stereo Fair and Sale. Social, religious and civic groups will be contacted by the store. Every day a prize of an inexpensive stereo phono and packages of records will be given away. And, at the end of the week, a grand prize of a Magnavox Stereophonic TV-Phonograph console will be won by a lucky ticket-holder. Tickets for the drawing will provide names for a follow-up promotional mailing. It will also indicate to the store the most effective medium they used for drawing a crowd. Signers will be asked how they heard of the demonstration.

Demonstrations will be held daily at 2:30 p.m. and twice-a-day on days when the store is open evenings. The Roosevelt Field Shopping Center itself is a heavy traffic area. The store will draw a heavy audience from the casual shoppers who will be alerted to the demonstration via placards spotted thruout the store and by special window displays.

A report on the effectiveness of the Macy Stereo Fair and Sale will be given on this page next week with special emphasis on what the average shopper does or does not know about stereophonic sound.

Ferrograph Adds

Continued from page 12

units have been pegged at \$595 suggested retail.

Also debuted by Ferrograph is the 4S series of portable units with stereo playback and monaural-only recording facilities. The unit, with 3 3/4 and 7 1/2 speeds lists at \$495, while a similar unit with the professional 15 i.p.s. speed in addition to the 7 1/2, goes for \$545.

Ferrograph series 4, another portable, is designed for monaural recording and playback only. With 3 3/4 and 7 1/2 speed, the model is pegged at \$395, with \$445 the price of the unit which has the 7 1/2 speed coupled with the 15 speed.

New Tape-Splicing Kit by Hudson

NEW YORK — Hudson Photographic Industries, well known in the photo accessories market, has entered the hi fi field with a newly developed audio tape splicing kit.

Bob Riebel, veepee and sales chief, tabbed the unit "Quik Splice," in making his announcement. One of the features of the kit is the use of color-coded, pre-cut mylar adhesive strips to make the splice. Many other earlier splicing models did not offer the pre-cut feature. Brand Products, Inc., will handle the entire marketing - advertising program for Hudson.

American Style

Continued from page 12

tape programs to take home with them.

Line current in Russia is 50 cycles, 130 volts and the voltage is said to be very steady. All the tape equipment (an Ampex console) had to be converted to 50 cycle motors as well as the Glaser-Steers changer. A large Variac-type unit is being taken along to control voltages.

Robin Lanier, on the eve of his departure, told The Billboard that the plan had been held up for a month. They got a go-ahead only after the State Department gave the Russians the nod to hold a similar program here. Lanier said that the show would be held only in Moscow but that they had the State Department's blessing to go

to Leningrad, Kiev and Odessa. Only hitch is they'll need a Russian truck and driver. These will have to come from the Russians.

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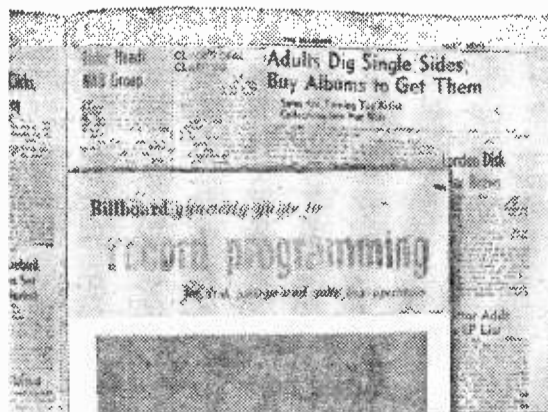
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IMPORTANT NOTE:
 New, earlier advertising deadline—September 21. Ad material received after that date (and as late as Sept. 23) will be accepted for regular newsprint section of Sept. 28 Billboard.

new sept. 28 edition now in preparation!

CNE Pulls 2,472,500 in 14 Days Despite Heat, Press, Politics

Gobel Hit by Papers, Politico; Conklin Midway 10% Ahead of '58

By HERB DOTTEN

TORONTO—The solid Canadian National Exhibition, beset by hot, humid weather; a mouthy, ambitious politician, and Toronto press treatment which even with charity, can only be termed questionable, if not irresponsible, gave a strong showing thru Thursday (10), 14th day of its 16-day run. Attendance for the 14-day pe-

riod was 2,472,500—down only 67,000 from last year—a remarkable performance in the face of the weather, the politician, and the press. Even with the lower attendance, one major segment—the midway—was up over last year. Greater earning power boosted the per capita spending on the Conklin midway by 10 per cent and lifted ride and show receipts to a record high.

The night grandstand business was down sharply and this drop stemmed not only from the hot weather but from mouthings of a politician and from press treatment.

The pol ran off at the mouth over the night grandstand show which featured George Gobel. The press jumped in with two feet, giving the little guy withering reviews and following up with a relentless hammering which continued for days.

Actually some of Gobel's opening night offering, drawn from his night club routine, were not fashioned for the family trade which patronizes the exhibition's night grandstand shows. But, such sprinklings were deleted by Gobel on the second night, yet the press kept it up. The newspapers expanded their fire to cover the exhibition itself, and had a field day of it. Then, reaction set in. Many responsible people became acutely aware of the unfairness of the press hammering. Later, the press relented, then it reversed its position. It started to extoll the merits of the CNE. But, by this time the damage had been done. Attendance either thru the outside gates or at the night grandstand show failed to build. The hot, humid weather which held for 13 days didn't help. Rain Thursday (10) broke the hot spell and ushered in the first cool weather in months.

Showmen from the U. S. as well as from Canada were shocked at the treatment given by the press to Gobel. As for Gobel, he took it like a soldier and it became clear as the CNE went into its closing days that the grandstand crowds were in his corner. Many show-

(Continued on page 81)

Syracuse Eyes Top Gate After 7 Days

Annual Expected to Exceed 500,000 Mark; Heat Wilts Entertainment Biz

By IRWIN KIRBY

SYRACUSE—A new attendance record was in the making for New York State Fair thru Thursday night (10). In seven days of the nine to be shown 421,155 persons filed into the fair. Last year's total was 497,134. There was a drop last year after the fair had exceeded a half million for the first time.

A novel opening, one not tried

by any other agricultural event, was the opening of the fair gates by electric impulse relayed from the orbiting satellite Vanguard. The State's fair queen on Friday (4) pressed a button which broke a circuit, thereby opening the gates.

Record-sized crowds responded immediately, the fair being ahead of last year on each of the first four days and then trailing on

(Continued on page 81)

Detroit Fair Gate, \$\$ Ahead of 1958

Gate Receipts Total \$217,623; Dick Clark Show Sets New Highs

DETROIT — The 109th Michigan State Fair lagged a mere 3 per cent under 1958 in total paid adult attendance in the first six days — drawing 241,804 people, compared to last year's 250,200. The fair opened strong, running well ahead the first three days, but hot weather and humidity cut crowds the following three days.

Daily figures for paid adult attendance with comparable 1958 figures in parentheses: Friday 16,852 (13,656); Saturday, 47,560

(38,885); Sunday, 78,572 (69,029); Monday, Labor Day, 61,408 (71,559); Tuesday, 20,714 (32,657); Wednesday, 16,698 (24,414). With gate admission upped from 75 to 90 cents, total receipts were satisfactorily up to \$217,623.60 (\$194,885.80).

Two all-time marks were shattered on the first two days, according to Fair Manager Donald L. Swanson—62,765 on Friday, breaking the 1955 record of 60,280, and

(Continued on page 81)

More Than 200 Attend NAAPPB Summer Meet

TORONTO — More than 200 persons attended the late summer meeting of the National Association of Amusement Parks, Pools and Beaches at the Canadian National Exposition here Wednesday (9) and Thursday (10). The turnout of members and their families made this one of the best-attended summer sessions the NAAPPB has had.

Meeting was headquartered at the Royal York Hotel and social highlights included a cocktail party given by William A. Muar, association president, of Roseland Park, Canandaigua, N. Y., and a cocktail

party and buffet dinner at which the NAAPPB conducted a brief meeting.

Hiram E. McCallum, general manager of the CNE, and J. W. (Fatty) Conklin, CNE midway operator, were hosts to the group and greeted the session Thursday. John S. Bowman, NAAPPB secretary, handled arrangements for the activities in Toronto.

The NAAPPB party visited the CNE midway to view Conklin's rides, including newly imported models, and they also attended the night grandstand show, which featured George Gobel.

Keating Plugs World's Fair Site at N. Y.

WASHINGTON — Battle over a site for the 1964 World's Fair grew hotter last week when Sen. Kenneth B. Keating (R., N. Y.) said New York City would require only a small share of federal funds for the project because the city has "in the past handled such events with great success."

He said if the fair is held in Washington, as some quarters hope, the amount of federal funds necessary for the venture would be much greater. A New York site has already been approved by the House Foreign Affairs Committee. The Senate has pending a resolution to set up a bipartisan commission to investigate the feasibility of a site.

Keating hopes the Senate will be "able to hammer out a piece of legislation which will either designate New York" as the site, or "leave the competition open." He is confident that New York will be able "to hold its own, and in fact do a great deal more than that."

IND. STATE FAIR TOPS 1958 PACE

Roy Rogers Troupe Grosses \$46,749; Total Coliseum Receipts Fall Off

INDIANAPOLIS—The Indiana State Fair wrapped up its nine-day run here Thursday (10) with bigger attendance and higher receipts from its major attractions.

Total attendance, without figuring exhibitors, concessionaires and other cuffos, came to 473,219 customers. This compared with 481,188 last year, which did include all free admissions.

Altho this year's coliseum programs of TV and recording names didn't gross as much as last year, the combined gross from the big building and the grandstand — where Roy Rogers held forth — topped the same total in '58.

Rogers, along with Dale Evans,

and his troupe, grossed \$46,749 in five shows in front of the grandstand, stopping the downward trend that has been evident for years. Last year, a revue with acts took in \$19,269 in four performances.

Total receipts in the Coliseum, with six shows, was \$85,967. This compares with \$118,698 a year ago. Ricky Nelson, with Homer and Jethro and the Chordettes, grossed \$43,327 in two nights; Art Linkletter, in for one night, took in \$8,419, while Rosemary Clooney with the Four Lads and Jimmy Dean grossed \$34,221 in three shows. Last year, the Coliseum

(Continued on page 80)

TIMONIUM NEAR 300,000 RECORD

Rainy Setback Is Overcome by Record 75,461 Persons Labor Day

TIMONIUM, Md. — A record attendance — possibly a 300,000 total—was looming for the Maryland State Fair, lacking only 50,000 admissions with four days remaining. The fair this year returned to its traditional 13-day length after trying a shortened, one-week-long fair, in 1958.

As of Wednesday (9) there had been 229,313 persons attending. The record, set in 1956, is 278,644. Helping the pace along, following a soggy kickoff, was a fine holiday weekend featuring a record one-day crowd on Labor Day, Monday (7). There were 75,461 persons on the grounds and the parimutuel handle was also a record, with \$715,790 being wagered on flat racing.

Rain smacked the first three days starting Monday (31). One-day gate figures were 12,655; 16,985; 15,018; 16,434; 16,289; 27,430; 36,958; 75,461, and

12,083. On the big Labor Day, 58,629 of those attending went thru the fair gate and the remainder thru the separate gate for the horse oval.

A new president, Congressman Daniel Brewster of the Second District, heads the association. John Heil continues as general manager.

Midway Activity Stimulating
Midway activity presided over by Endy Amusements was highly satisfying, once the rainy spell was passed. The Wild Mouse ride and Paratrooper, first time seen here, were standouts in popularity.

The fair is 78 years old and there was a feeling last season that as many people could be compressed into seven or eight days, as into 13. Protests were loud and long over the countryside, it is reported, and the decision was made to conform with past patterns. Admission prices are 50 cents for the fair, for everyone over age 12, with younger ones being free. Race gate is \$1.50.

NEB. STATE FAIR HAS A WINNER

Gate, Night Shows, Races Romp Ahead; Collins Rides and Shows Surpass '58

LINCOLN, Neb.—The Nebraska State Fair had a good run last week, equalling or surpassing '58 in most every department. On Friday, final day, attendance was near 300,000, and it only needed 18,000 to match last year, but Ed Schultz, secretary, expected it to go over the top by a good margin.

Grandstand business, too, was excellent, altho no attempt was made to compare it with last year when Roy Rogers was the feature. Schultz pointed out, however, that the combination show this year surpassed any of their traditional revues by \$15,000 to \$20,000. Night features for three evenings was a GAC-Hamid show with the

Lennon Sisters, Betty Johnson, Harmonicats and Shep Fields' ork. The rest of the combination was Red Foley's "Jubilee U.S.A." which was in Wednesday and Thursday evenings. Both productions more than pleased, Schultz said. A collection of arts put on six shows in three afternoons during the early part of the run and did well, he said.

Auto racing, produced by Al Sweeney's National Speedways, was quite strong. With one more program to go on Friday, attendance at the series of meets was below '58 by only 760 people and \$309 in receipts. Typical was the Sunday

(Continued on page 80)

TALENT ON THE ROAD

Crazy Otto Maddox Set For '60 Stunter Repeat

Johnny (Crazy Otto) Maddox, honky tonk 88er who has been with the Aut Swenson Thrillcade for a number of seasons at fairs, again will make the jaunt with Swenson in 1960. The pianist was out this year for three weeks of fairs in Iowa, Michigan, Illinois, Indiana, Minnesota, Ohio and Wisconsin and will again work three weeks next year. . . . Among the thrill acts at the Montgomery County Fair, Dayton, were the Great Veno, Arturos and the Aerial Alcidos. . . . Acts set for the Barnes-Carruthers grandstand show at the St. Joseph County Fair, Centerville, Mich., includes Valenos, Vagabounders, Freedom Chorus, Three Renowns, Roberti Trio, Jimmy Byrnes and Patti, Beatrice and Bill Balenos, Marilyn Mann Dancers (24), and Cuneo's Baby Elephant. Cuneo played the spot last year with his bear act.

Short Takes: Xavier Cugat and Abbe Lane have been pencilled in to headline the Port Arthur (Tex.) seventh annual CavOILcade, October 15-18. They'll fill for Spike Jones who canceled. . . . Toppers at the Independence, Kan., Neewollah Celebration, October 29-31, will include Clyde McCoy, Some-thin' Smith and the Redheads, Ink Spots, Hank Thompson and the Brazos Valley Boys, Merle Travis, Ernie Fields, Bobby Winters and Johnny Matson. . . . Bill Laney of All-Star Attractions reports he has set Chuck (Ole Hoss) Jones and his revue into the Sharon, Tenn., fair on September 12; University of Tennessee homecoming dance, September 18; Union City, the next day; Wingo, Ky., September 21. In addition to Jones, group will include Herb Cathey, alto sax; Buddy Jones, guitar; Cotton Ray, tenor sax; Louie Robie, drums; Fingers Beniot, piano, and Wayne Williams and Dixie Dare, vocals. . . . Walter Shyretto, cyclist, currently at the Amphitheater in Flushing, L. I., will open at Montreal's Mocombo September 21 for a two-weeker. . . . Dorothy Dorben has the line at Riviera, Las Vegas. . . . Half Brothers at Riverside, Reno. . . . Where Brothers at Fack's in San Francisco.

TV Showcase: NBC is launching a talent discovery and development program. Search will center around emcees and hosts for daytime programs and singers, comedians and specialty acts for variety shows. First one's set for October 1 in New York. . . . Fred A. Niles Productions, Inc., Chicago, recently conducted a talent hunt and selected seven winners in the fields of models, actors, singers and dancers. . . . Lawrence Welk, Gisele MacKenzie and others will be part of "An Evening with Jimmy Durante," over NBC on September 25. . . . Rosemary Clooney and Ford and Hines, well known to outdoor crowds, will be on the new Ed Sullivan show when it preems September 20. Also set for the first one is Gino Donati, singer-acrobat. . . . Peggy King and the Everly Brothers will welcome Perry Como back when he resumes his winter sked on September 30.

Charlie Byrnes

Names at Fairs: Darin, Poni Tails, Mills Bros.

FAIR DATES: Bobby Darin at West Texas State Fair, Abilene, September 16-17, and the Four Lads at New Jersey State Fair, Trenton, September 24-25. . . . Snooky Lanson plays Allegan (Mich.) County Fair, September 17-19. Mills Bros. start at Central Washington Fair in Yakima, September 30 for five days. . . . Poni Tails are at Brockton, Mass., on September 20 and Ashland, O., on the 25th. It's a big three-day show, October 8-10, for Jerry Murad's Harmonicats and the Diamonds at the National Dairy Cattle Congress, Waterloo, Ia. . . . Annie Oakley and Tagg (Gail Davis and Jimmy Hawkins) play the Brockton (Mass.) Fair, September 13-15, and Reading (Pa.) Fair, 17-18. All are GAC-Hamid bookings.

Fair manager Buzz Faucett of Bath, N. Y., complimented the Mariners and Carmel Quinn, revue features. The entire cast had gone to the V. A. Hospital to entertain patients, and the star acts, coming in during the week, heard about the visit and made one of their own, unasked. . . . An announcement of major importance in the touring sports attraction field will be made in New York this week. As it involves the amateur standing of athletes now in competition, the details cannot be released ahead of time. . . . Free grandstand show at the Maryland State Fair, Timonium, is provided for the umpteenth time by Frank Melville of New York and includes the Juggling Jesters, Lo, Hite and Stanley, Flying Valentines, Tsilaks, emcee Jim Oliver, and the Bobbinettes line of dancing girls. Irwin Kirby.

RAIN ON KEY DAYS HOLDS DOWN PNE

Total Attendance is 880,325; Officials Still Look for Profit

VANCOUVER, B. C. — Rain Saturday (5) and Monday (7) cost the Pacific National Exhibition more than 100,000 in attendance and its first 1,000,000 gate.

Directors said rain, a heavy downpour, was the only factor in keeping the crowds away. When the weather was pleasant, neither labor troubles nor tight money had any effect.

Rain fell or threatened during eight days of the fair. It was the

worst weather since 1929, when it rained during all seven days of the PNE.

During the afternoons of the deluge the midway and Playland were all but deserted. Scores of concessions didn't bother opening up.

In spite of the drop in attendance, the PNE has had a successful year. The salute to the Orient theme made this year's fair a little different and the displays of the six

Flemington Off 10% But Closes Big

FLEMINGTON, N. J. — A paid admission deficit was held to 10 per cent for the Flemington Fair, which got good weather and strong turnouts over the Labor Day weekend. Early run of the seven-day fair pulled considerable rain, including a total rainout on Wednesday (2).

Encouraging results came from expanded youth activities. Held here for the first time, the State 4-H Fat Lamb Show and sale was a huge success, manager Norman Marshall commented. Judging in the daytime in a special arena was followed by night sales at which \$7,000 was realized. A price of \$2.25 per pound was paid for the champion. Also new was a 4-H Horse Show.

Attendance approximated 100,000, Marshall said. On the midway, the How-Reit Shows provided a larger spread of equipment than had been seen here, and spent the better part of a week refurbishing on the grounds. A new area was developed for amusements to take care of the expanded midway, and the gross was a record for this fair.

Tuesday (1), opening day, was kids' day and did fairly well in disagreeable weather. Wednesday was a washout, Thursday got clearing skies at noontime and wound up okay. Friday (4) had the program for the farmers' day which had been rained out, and started a four-day weekend which exceeded anything known here in the past, Marshall said.

Grandstand activities all did well. There was New York-Penn Colt Stakes racing, Jack Kochman's thrill show on two days, midjet racers Saturday afternoon, and sprint cars Sunday and Monday. Jack Joyce's jungle racing was popularly received for two shows Tuesday.

Commercial space was so heavily filled that it stretched around the second turn of the race track for the first time. The fair returned to its regular Saturday schedule of stock car racing following fair week.

Foley Scores At Wis. Fairs

ELKHORN, Wis. — The Red Foley show raked up big winners both here at Walworth County Fair and at Winnebago County Fair, Oshkosh, Wis.

On Sunday night (6) the show pulled an overflow here with close to 3,500 in the stands and another 2,500 seated on the area between the track and grandstand. At Oshkosh on Thursday (3) the aggregation set a new one-night grandstand record, breaking the old one that had stood for 25 years, it was reported.

Asian countries attracted hundreds of thousands of visitors.

And what counts most for next year's show, the PNE has ended with a satisfactory profit. "We won't know the final figures for another month, but we can't help but do well with a crowd of 900,000," President J. F. Brown stated.

Saturday's attendance was down to 67,809 against 77,653 last year and Monday's 69,313 down from 111,505 the corresponding day in 1958.

Total attendance for the 14-day fair was 880,325, about 45,000 below the 1958 centennial year.

Polio Scare Hits Iowa State Fair

Publicity Cuts Gate to 416,000; Rogers Nets 55G; Auto Races Click

DES MOINES — One newspaper headline and the 1959 Iowa State Fair was hurt.

The headlines, printed by a State-wide newspaper, consisted of "Iowa Faces New Polio Wave."

The story was based on statements by a State health official who was warning Iowans they were not taking their polio shots, and with the return of the children to schools September could be a peak month. Actually, 284 polio cases have been reported in the State so far this year as compared with 3,564 in 1952.

The fair official had been bucking the polio scare from the start as the city of Des Moines this summer ranked as the number two city in the nation with polio cases, but the peak had been believed reached.

The fair started O.K. with attendance on the increase the first three days, but rains washed out the night shows on Monday and Tuesday. With Roy Rogers arriving to put on five shows, the fair officials hoped for a strong finish to make up for the rainy days.

About that time the headline on polio hit and attendance actually dropped over 20,000 on the last three days of the exposition.

Total attendance for the fair was 416,000 as compared with 479,102 in 1958 and 432,521 in 1957.

Even Roy Rogers couldn't pull them in during the final days with the cowboy's five shows netting around \$55,000 as compared with \$118,000 in his last appearance at the fair.

Financially OK

Financially the fair came out better, with revenue about equaling expenses. An increase of 25 cents at the outside gate, boosting the price from 50 to 75 cents saved the fair from going into the red quite heavy and enabled fair officials to hit their budget of approximately \$600,000.

The Monday-morning quarterbacks took over after the fair with various explanations of what was wrong.

Some complained the boost in the outside gate had kept them away, but Fair Secretary Lloyd Cunningham reported he had very few complaints and pointed out the extra two bits had saved the fair from going into the red.

Others wanted the fair moved up a week because more schools over the State are opening the week prior to Labor Day. Cunningham again pointed out this would put the State Fair in competition with some 30 county fairs and also would cause complications with other State Fair attractions.

Actually, most agreed the two days of rain and the polio scare caused the damage.

The polio scare was in evidence on a number of scores. First, Roy Rogers failed to attract the kids. The Olson Shows, on the midway, reported a near-bust on the kiddie rides, again showing this age trade was missing. Also, other concessions reported a huge drop in kid trade.

Races Strong

Local radio and TV stations attempted to help breach the polio scare with constant interviews and plugs on the Rogers, race drivers and other attractions, but as one veteran showman observed, "The mothers can still read the headlines."

Auto races again proved the best draw at the fair, even tho the number of shows was increased from eight to 10. Almost every show produced good crowds. The total grandstand take was down about \$20,000 from the \$232,000 of a year ago despite two washouts.

Olson Shows, on the midway, finished slightly under a year ago which was considered good in view of the rains and drop in attendance. The shows started strong and for the first three days of the 10-day run was ahead of 1958 figures. The Olson shows presented one of the strongest midways in recent Iowa fair history.

The Velare Space Wheels and the Mad Mouse were the best money-makers on the midway.

Dayton, O., Fair Gets Record 90,507

DAYTON, O.—The Montgomery County Fair wrapped up its five-day run here Wednesday (9) with a new attendance record on the books. Goldie Scheible, secretary-manager, said that paid admissions went over the 90,000 mark for the first time, totaling 90,507 to beat the previous high of 88,838 set in 1956. Total paid and free was estimated at 140,000.

Spending around the grounds was good and the grandstand shows scored well. Sunday night (6) a GAC-Hamid show included the Four Lads, Conway Twitty and the Poni Tails, packed the stand. The Poni Tails were the draw in the afternoon but heat, that was in the 90's for much of the run, cut into turnouts.

The fair raked up a big day on Tuesday (8), youth day, when the night show played to a packed house. Featured were Sky King and Penny and Annie Oakley and her TV brother, Tagg. Attendance at the Labor Day harness racing programs, both afternoon and evening, was hurt by the heat and the same was true on the final day altho the night crowds made up for

daytime deficits. Aut Swenson's Thrillcade opened the fair Saturday (5) with a light matinee and a good evening.

Gooding Amusement Company Unit No. 1, managed by John Enright, did strong business throughout the run with rides getting the big play.

The fair kicked off its run Saturday (5) with dedication of its new \$100,000 facilities by Lt. Gov. John W. Donahay. The new addition includes a luxurious new administration building, completely air conditioned, a new elaborate, yet functional main gate and new fairtime offices. Robert Terhune, Ohio's director of agriculture, was also on hand for the ceremonies as well as many local officials. Lieutenant Governor Donahay also presided at the official opening of the fair in the grandstand that evening.

The fair honored the National Cash Register Company, whose plant adjoins the fairgrounds, on Sunday evening on the firm's 75th anniversary. The chairman of the board and a dozen top officials were on hand for the evening.

Minn. State Fair's 1,129,738 Tops All But 1958 Figures

Three New Single-Day Marks Set; Night Show Up 9%; Races Gross 64G

ST. PAUL.—The second largest Minnesota State Fair in history terminated its annual 10-day exposition Labor Day with an official attendance of 1,129,738.

Admissions fell only 63,873 short of the mark reached by last year's mammoth Centennial Exposition. It exceeded the previous second-best total of 1,054,484 established in 1957 by 75,254.

Three new all-time daily attendance records fell by the wayside. They were:

Saturday, August 19, 101,189; Monday, August 31, 104,072, and Saturday, September 5, 131,364. The 1959 fair narrowly missed new records for both Sundays and Wednesday.

Night grandstand receipts showed a 9 per cent increase over those of a year ago, according to General Manager D. K. Baldwin. Attendance at the second Saturday night show of 7,540 was the largest in three years. More than 6,700 watched the closing Sunday night performance of the All-Star Grandstand Show.

Record receipts for the 10-day auto race meeting were climaxed on Labor Day afternoon when the highly publicized "North Star 350" stock car race grossed \$64,264.50. The program consisted of five days of speedway car racing, four days of late-model stock car competition, one day of midget auto racing, and a program of AMA motorcycle races held in conjunction with a 100-lap stock car race.

DIANO ANIMALS ON KING SHOW; PLAN PARADES

WILMINGTON, Del. — Tony Diano has joined King Bros. Circus with a number of his menagerie animals and the show will give street parades in the South. This was announced by Diano and the owners of the King circus, Tripoli, Remo and Bennie Cristiani.

During the last five days of the fair an added thrill attraction produced good publicity results and added to both the afternoon and night grandstand shows.

This helicopter - trapeze act, booked thru Atterbury-Hornbeck, featured a boy-girl aerial team of Dave Merrifield, Hartford, Conn., and Shirley Peterson, Sarasota, Fla. Darrell Hornbeck, who "advanced" the act, was seriously injured at last year's fair when he fell from a pole. He is still recuperating, but his appearance in connection with the act helped stimulate publicity stories.

Exhibits Up

Livestock, farm machinery, agriculture and horticulture exhibits were the largest in history. Concession and exhibit space was in such demand that practically all available space was sold two months ahead of the fair and a waiting list ensued.

The Machinery Hill exhibits, covering 82 acres of space, were very well received. Once more, this was said to be the largest farm machinery show on the face of the earth. All the nation's leading manufacturers were represented and the reported the most successful show ever held.

Record-breaking Future Farmers of America livestock exhibitions on the closing three days of the fair was a feature of the cattle, swine and sheep departments. For the first time in history, FFA entries of sheep exceeded those in the open-class show. The FFA entry of 1,450 swine almost equaled the open-class entry of 1,700 animals. FFA cattle entries were 15 per cent larger than in 1958.

For the first time, entry of Western horses in the Horse Show exceeded entries for the English show. The English show is held first seven days of the fair and the Western show takes over on the final two days. Attendance at horse shows was about even with last year's gate.

C. A. Moore, Hutchinson, Minn., president of the Minnesota State Agricultural Society, reported that the 1959 fair was the best in history for numerous reasons despite the fact attendance dropped below 1958 by 5 per cent.

CRISTIANI TABS 2 STRAW, EXTRA IN SANTA ANA

SANTA ANA, Calif.—Cristiani Bros. Circus added to its winning streak here Wednesday (2). The show played to a straw house in the afternoon. At night it pulled another straw house for the scheduled show and held another 1,200 people for an extra performance starting at about 9:30 p.m. Show previously had done well at Long Beach and Los Angeles. In Escondido Thursday (3) it had a three-quarter afternoon and near-full night house.

88,300 View Annual Fair In Essex Jct.

ESSEX JCT., Vt. — High temperatures and scattered showers were experienced by the Champlain Valley Exposition, concluding a six-day run on Saturday (5). Some 88,300 persons attended the annual fair, surprisingly only a shade less than the accustomed total of 90,000, it was reported by H. K. Drury, manager. There were scattered showers on four days and a clear two-day windup.

Closing day pulled a large crowd exceeding 22,000. Drury said public acceptance and response to the Aqua-Circus show of GAC-Hamid was overwhelming, with attendance easily three times that of the previous year. Also appearing was Yancy Derringer of TV, kiddie show feature for Tuesday.

The fair cut its race program back to two days instead of three, assigning the Friday (4), which had been a disappointing day, to Tournament of Thrills. It did very nicely, it was reported. Jack Kochman was in with his thrill show for two shows on opening day.

On the exhibit end the fair effort was particularly rewarding, Drury noted. More than 220 head of cattle filled all barn areas. The King Reid Show put in a satisfactory week on the midway.

C. T. Graves Named Prez

FREDERICKSBURG, Va. — New president of the Fredericksburg Agricultural Fair is C. T. Graves. He succeeds W. J. Wilkerson, who resigned.

SHOW PLACES

NEW YORK'S second smallest county has an annual fair which makes no claim to greatness. The grounds at Horseheads are spacious and well managed, and most observers would label this a nice, moderate-sized county fair. But while it is strongly rural in its exhibit phase, the Chemung County Fair goes big-time when it comes to talent.

This is the smallest event on the route of GAC-Hamid's No. 1 revue, and it may be the smallest fair anywhere to employ the top show of a major talent office. The reasons why this has been feasible are not easy to isolate. Bob Turner, who ought to know, has a head-scratching time trying to figure it out sometimes.

"We've just gotten known in the business as a grandstand fair," he explains. "With Corning and Elmira right down the road, we have a cosmopolitan crowd to draw from."

But the fair doesn't kowtow to its citified neighbors, keeping a predominant country flavor to its operation. In talent, where the neighbors have definite opinions due to a strong television exposure, the fair presents a big but varied program. Even prior to TV the revue did well there.

The Mariners were the first big-name act showing Horseheads, around the time of the Hamid-General Artists Corporation affiliation. They went over big, Turner remembers. In 1957 Lillian Briggs was a smash hit, and the following year Connee Boswell was featured. There never has been any trouble filling the 3,500-seat grandstand-and-bleacher area, no matter what the show, but officials opine that the winning combination is that of strong entertainment in a purely rural setting. Horseheads had gone commercial in overloading its midway and commercial exhibit facets, the public wouldn't have responded so hearteningly to the grandstand talent, they feel.

The Fontane Sisters, George Hamilton IV and others were well received. This year the Mills Brothers, Four Coins and Poni Tails alternated as GAC-Hamid revue features. The special Tuesday-Wednesday kiddie show highlighted Gene Autry and his troupe for morning and afternoon shows. Previous kid stars have been Superman, Popeye, Rin Tin Tin and the Lone Ranger.

Acceptance was so good that this year the fair decided to launch an extra night show on Thursday and Friday, two shows nightly. Business was good, as expected. With only 50,000-odd patrons coming to the grounds during the week, half of these found their way into the grandstand, and any fairman will agree that's a good average. The Autry show also used a doubled-up pattern, with 11:30 a.m., and 2:30 p.m., showings instead of merely a matinee for kids on each of two days. Prices for the youngster's performances give kids a free outside gate and 75-cent admission to the grandstand. For adults its 75 cents outside and \$1.25 inside. Night show tickets range from \$1 in the bleachers to \$1.75 for reserves.

Horseheads continues to be a strong spot for grandstand entertainment despite its small size. As long as they hold the line, putting on an impressive agricultural fair, crowds will turn out for the live entertainment, Turner says. A youthful fairman, he has been secretary-manager for 13 years, and he ought to know.

Irwin Kirby

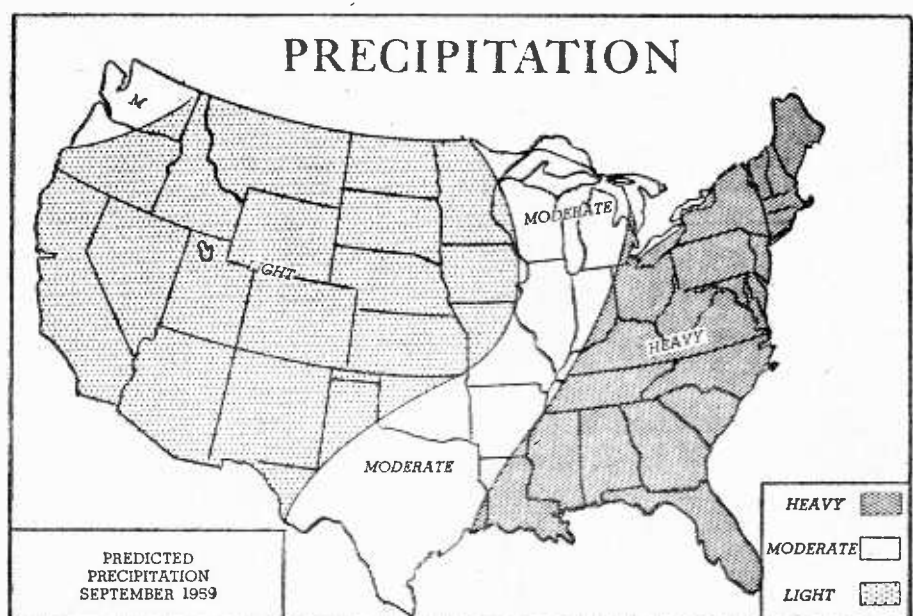
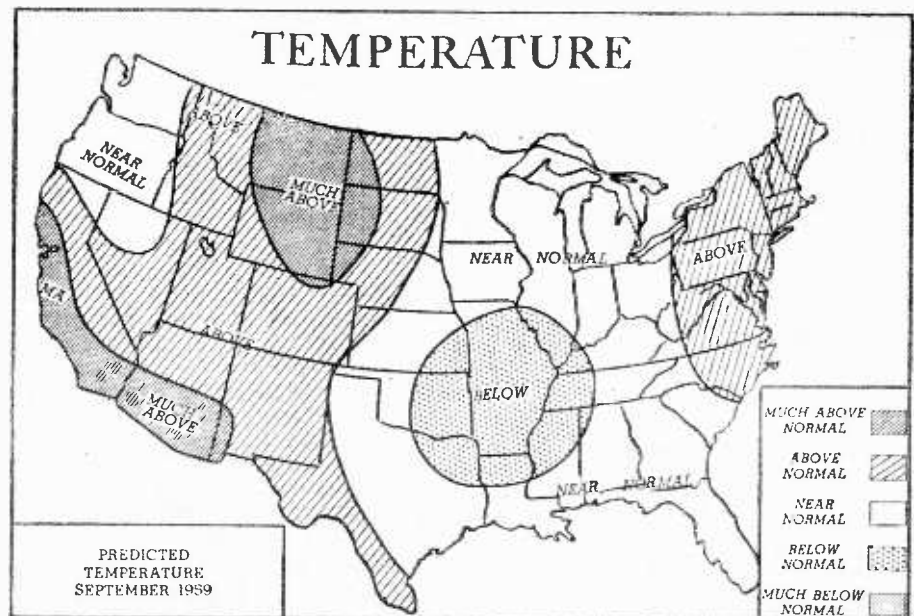
James Christy Pulls Union City, Tenn., Fair Gets 42,000 Wisconsin Crowds

GALESVILLE, Wis. — The James Christy Circus showed to a three-quarter house at the matinee and a half house at night here in cloudy weather Monday (31). The day before (Alma) was cancelled due to a wet lot.

At Arcadia (27) the show pulled a half house at the afternoon show and a near-full house at night in good weather.

UNION CITY, Tenn. — Obion County Fair closed its four-day run here Saturday (5) after pulling 42,000, Hunter Miller, president, announced.

Attractions included beauty and talent contests managed by Ed Fritts, of radio Station WENK. Buff Hottle Shows provided the midway attractions and topped its 1959 gross.



The U. S. Weather Bureau's 30-day outlook for September calls for temperatures to average above seasonal normals over the western half of the nation and also over the Middle and North Atlantic States. Greatest departures are expected over the Northern Plains and the Far Southwest. Near normal temperatures are anticipated for the remaining area except for below normal in the Middle Mississippi Valley. Precipitation is expected to exceed normal over the eastern third of the nation, but

be deficient over the western half. In the remaining areas near normal rainfall is indicated. NOTE: The 30-day outlook given here is not a specific forecast in the usual meteorological sense, but is an estimate of the average rainfall and temperatures for the next 30 days based upon the best indications now available. For more specific predictions, readers should look to the local forecasts published by the nearest Weather Bureau office.

FAIR-EXHIBITION MANAGEMENT

Wisconsin State Fair Ekes Out \$22,630 Net

MILWAUKEE—Altho the 1959 Wisconsin State Fair had its lowest attendance since 1955, it squeezed out a profit of \$22,630. Attendance for the 10-day event was 700,264, against 763,644 last year when the net profit was \$95,018.

Fair Manager Bill Masterson blamed the heat, humidity and rain for the drop-off in both attendance and profits.

Revenue was as follows: Gates, \$357,000; grandstand, \$233,640; space rentals, \$177,000; entry fees, \$11,500; State concessions, \$60,000; programs, \$2,500, and utilities, \$14,750, a total of \$857,050.

Expenses were: Premiums and transportation, \$124,600; maintenance of buildings and grounds, \$260,000; entertainment, \$129,570; exhibit expense, \$65,000; publicity and advertising, \$71,000; State concessions, \$55,000; general administration, \$61,000; gates, police, fire and first aid, \$51,000; utilities, \$14,750, and programs, \$2,500. Total output was \$834,420.

Tennessee Ernie Ford, in for seven shows, had a gross, after taxes, of \$89,780 with Ford getting about \$55,000. The Ringling Circus which grossed \$101,558 after taxes, received \$45,000 as its share.

Colorado State Plans Emphasis on Rodeo in '60

PUEBLO, Colo.—More emphasis may be put on rodeos next year at the Colorado State Fair, Clyde P. Fugate, manager, announced shortly after the close of the 87th run. Total attendance was 289,999 of which 88,316 were paid.

Fugate said: "This is a rodeo fair and people really respond to the rodeo. Other forms of entertainment haven't been doing us any good. We just can't afford them."

He disclosed that the gross on the Harry Knight rodeo this year was up 3.2 per cent over last year, with \$49,000 coming into the till. Featured were Rex Allen and Betty Johnson.

The International Circus, afternoon grandstand fare, and the night show, with Snooky Lanson, was down 56 per cent dollar-wise, he said. Fugate pointed out, however, that this did not give a true picture because grandstand tickets were cheaper than last year.

Entrance, Drainage, Fences Added at Petersburg, Va.

PETERSBURG, Va.—The Southside Virginia Fair promises to be a better one this year in several ways. Stanley Hutcherson, general manager, reports that an entirely new drainage system has been installed, all midway avenues have been paved, and more than 2,000 feet of fencing has been erected. The fair is also adding a kiddy zoo as a free attraction. Work has been going on for some time on a new main entrance, and it is being finished off in bright red and blue. Other officials are Gilbert Martin, president; William Traylor Jr., vice-president; Otto Parker, secretary-treasurer, and Directors J. Madison Titus Jr., J. Russell Early and C. Frank Scott Jr.

Patrons Given Firm Footing At Bath, N. Y., Fairgrounds

BATH, N. Y.—With several moderate-sized fairs getting around to paving their midways, Steuben County Fair here is applying its fifth coat of blacktop in 15 years. The event has always favored offering patrons firm footing in its exhibit and midway areas, especially after rainfall.

Previous surfaces, J. Victor (Buzz) Faucett notes, were just spread applications of tar and stone. This time a one-and-a-half-inch covering is being applied, which ought to be good for a long time.

Allegan, Mich., Remodels, Skeds Shuttle Bus Service

ALLEGAN, Mich.—Before the gate swung open on the Allegan County Fair here Monday (14), many thousands of dollars were plowed back into plant improvements and a shuttle bus service was established between the fairgrounds and distant parking areas.

The industrial hall received a complete face-lifting and portable partitions were installed to form booths in the center. New windows, with ventilating fans have been installed in that building and the agricultural halls.

The main entrance gate has been remodeled to handle pedestrians more smoothly. The main grandstand entrance has been remodeled with a new marquee and inside all the chairs and seats repaired and painted. The permanent stage received a new concrete surface and a special telescoping ramp is under construction.

CNE Waters With Ease

TORONTO—Poultry and pets on exhibit at the Canadian National Exhibition here are living it up, but good.

For as long as one can remember they've been getting their drinks from water cans, a slow process. This year a rolling water tank was devised which is wheeled down the aisle between cages.

The tank, which carries 100 gallons, has hoses on each side.

Big Weekend Boosts Du Quoin, Ill., Fair

DU QUOIN, Ill. — The Du Quoin State Fair wound up what co-managers Gene and Don Hayes called a very "satisfactory" fair here Labor Day.

Weather and the fact that schools started August 31, were given as the reason for a slight decrease in attendance, which fell off from 1958 levels. The lack of youngsters on the fairgrounds, even on kids' day, when the gate was free, was noticeable.

Grandstand attractions, however, did well thruout. The big Labor Day evening show, which this year featured Rosemary Clooney, Jimmy Dean and the Four Lads, was surpassed only by two other holiday shows, last year, when Bob Hope set a new all-time record, and one other time. Tony Bennett, who was also scheduled and advertised for the show, begged off late in the week as he had a sore throat. The fair immediately

put-up signs pointing out that Bennett would not be in the program and offered money back. Only four asked for a refund.

The big weekend program of USAC auto racing, stocks, midgets and big cars, topped all 1958 figures, being managed this year by Bill Hayes, son of Eugene. A total of 26,000 turned out for the Labor Day big car race and total attendance was 36,000 on that day.

The Jimmy Durante-headed grandstand show, which was in first seven evenings, topped last year's offering of Jaye P. Morgan and Rowan and Martin by a few percentage points. Despite bad weather turnouts for the Hambletonian were only 500 below last year. The regular schedule of Grand Circuit racing drew average turnouts.

Heth Shows scored well on the midway with the Mad Mouse getting the biggest play.

'COWS IN THE HENHOUSE'

Bath, N. Y., Fair Scores Good Week; Entries Rise

BATH, N. Y.—A six-day run of Steuben County Fair here went off successfully, ending Labor Day (7). Participation was increased in several sections, notably in livestock. Weather was good and at-

tendance was estimated at around 48,000.

Bath had "cows in the henhouse" in the literal sense, since some 500 head overflowed the livestock facilities and had to be barned in the poultry building. Poultry was put in tents.

Grandstand business was up a few points, J. Victor Faucett, manager, noted. O. C. Buck Shows, on the midway, also put in a good week. Six nights of a GAC-Hamid revue featured the Mariners and Carmel Quinn for three nights apiece. Frank Wirth Agency provided "Ted Mack's Amateur Hour" for two matinees on Sunday (6), both of which were well received.

Jack Kochman's Hell Drivers, showing Saturday (5), were on a par with last year, as was the Western Stampede of Ward Beam on closing afternoon.

Pittsburgh Reports Gate Near 500,000

PITTSBURGH — The 22d Allegheny County Fair came to a close here Monday (7) after drawing almost 500,000 thru its free outside gate, Betty Colisimo, manager, said.

The annual, which operates a cuffo gate and grandstand, this year again featured a long list of acts in the latter. Included were Annie Oakley and Tagg, Sky King and Penny, Four Lads, Poni Tails, Jack Kochman's dogs, Vidbell's racing elephants, and Jack Joyce's animals. "Dancing Waters" was on the grounds. Reported \$39,500 was spent on acts and \$3,000 on "Waters."

Total fair cost was given as \$160,000. Biggest income was an estimated \$40,000 from the sale of concession and exhibit space.

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NAAPPB Contest Press Clippings Accepted Now

CHICAGO — Amusement parks and kiddielands having good examples of newspaper publicity during the 1959 season may enter the publicity display contest of the National Association of Amusement Parks, Pleasure Beaches, according to Chairman Carl O. Hughes, of Kennywood Park, Pittsburgh. Deadline for entries to be sent to the NAAPPB office in Chicago is September 30. Each clipping sent should be accompanied by a clipping of the masthead of the newspaper which ran it, Hughes emphasized.

Categories for prize awards are (1) feature story; (2) photo and story, and (3) photos. Winners of the contest will be announced at the NAAPPB Convention, November 29-December 2, at the Hotel Sherman, Chicago. All entries will be mounted for exhibition at the convention.

CALYPSO GOING TO DALLAS FAIR

SAN ANTONIO — The Calypso ride at Jimmy Johnson's Playland Park will be taken to the State Fair of Texas at Dallas in October. The ride, imported from Germany this year, is one of only two Calypsos in the country. The other one is owned by Marvin Staton of Oklahoma City.

LeSourdsville Lake Open for Weekend

MIDDLETOWN, O.—LeSourdsville Lake here reopened Saturday and Sunday (12-13) with various rides operating at 5 and 10 cents. Dancing was held in Stardust Gardens Saturday night (12).

The park's business in 1959 surpassed all previous years, with a new record of nearly a million people enjoying the park's attractions.

Reopening for a post-Labor Day weekend at reduced prices is a park custom "in appreciation to the patrons" who made the regular season a success.

Sam Slusky Killed by Car at Park

HOUSTON—Sam Slusky, assistant manager of Playland Park here, was one of three persons killed instantly Saturday (5) night by an out-of-control stock car. The stock car's accelerator stuck, according to driver Charles Lothringer. It cut thru a steel fence and traveled 70 feet out of control. Joe McCree, a long-time track-keeper at Playland, and Raymond Bowers, 14, were struck fatally also. John Hennech, was hospitalized as was Lothringer, the driver.

The crowd of 2,500 spectators was dismissed and the park closed. Slusky's survivors include one brother, Louis, manager of Playland Park here, and another brother, Abe, owner of Playland Park, Council Bluffs, Ia.

Mattoon Beach Okay in Debut

MATTOON, Ill. — Mattoon Beach, a new 65-acre beach and recreation area located on city-owned land on Lake Mattoon, eight miles south of here, has been drawing satisfactory patronage during its first season. Pepsi-Cola days held recently brought over 2,000 people daily to the new fun-spot. The park is managed by David Owen, Monticello, Ind., associated with Tom Spackman, of Indiana Beach, Monticello, Ind., under a 20-year lease contract with the city of Mattoon.

Present facilities consist of a 12-acre shaded picnic area and shelter house on the lake shore, 2,000 feet of shaded beach, miniature golf, large Merry-Go-Round, four kiddie rides, Arcade, game concessions, bath house, marina and Miniature Train with 3,500 feet of track connecting the beach zone with the picnic area. Plans for 1960 include a Hot Rod track and Scooter Boats.

AMUSEMENT PARK OPERATION

Wisconsin Youth Builds New Style of Tractor Ride

A BARABOO, WIS., youth has built pilot models of a new type tractor kiddie ride. He is 18-year-old Phil Traxler, son of a Baraboo contractor, and the ride is a crawler-style tractor. Boy's father, who also is a member of the Sauk County Fair board, noted kids always are interested in his contractor's equipment, so when the Traxlers saw commercially built auto rides at Wisconsin Dells, the idea occurred to them to build these tractors. The two units were in operation at the Circus World Museum in Baraboo when spotted. Traxler said this was their third day of operation, and that mechanically and business-wise things were going well on this try-out. The Traxlers will come to the outdoor conventions in Chicago this fall, the father for the fair meetings, the son for the NAAPPB's trade show.

Tom Parkinson.

Fort Dells Theme Park Using 4-Horse Hitches

FORT DELLS, the new theme park this year at Wisconsin Dells, Wis., has a strong attraction in its stagecoach ride. Two full-scale stagecoaches are operated with four-horse hitches over a dog-bone route that includes a river ford and other features. Horses go at a good pace. Spot is getting 50 cents for this ride and several others. The park includes an Arrow Train, Hawes Riverboat, Arrow antique cars, pony sweep, burro train, kid zoo and Indian village as well as other attractions. The establishment was set up with guidance from the Wisconsin State Historical Society, which has one of the buildings in the "town" for historical displays. Gate is 90 and 50 cents, with special rates available.

Paisley's European Trip Recalls First Wild Mouse

DETROIT—Norman Paisley, superintendent of Bob-Lo Amusement Park for the past three years, has been promoted to the post of assistant park manager under Manager Harold E. Gorry.

Paisley and his wife, June, will leave after the Labor Day closing to attend the Oktoberfest at Munich, Germany. Bob-Lo made history two years ago when it displayed the first Wild Mouse and Satellite Jet rides in North America, following an earlier trip to Germany by park executives. Paisley also will visit the Tivoli Park in Copenhagen.

Carolina Town Resembles Theme Park—But Isn't

WHAT COULD BE A Western theme park but apparently is a sure-enough town is Love Valley, N. C., a settlement built along the lines of Old Western towns. It has dirt streets, board sidewalks, and frontier-type wooden buildings not unlike those of theme parks. But it also has a dozen resident families, eight families that come out for weekends, and another 50 families who have bought lots. The several business buildings are for real businesses in most cases. Developer Andy Barker looks to the time there will be several dude ranches and other attractions around. But for now it is just a town, except for a lone dude ranch nearby and a rodeo area where Southeastern Rodeo Association conducted finals recently.

Lagoon Operators Open New Salt Lake Ballroom

Guy Lombardo and his orchestra will be the first name band to play the remodeled and renamed ballroom at Salt Lake City. The spot is the Terrace and has just been remodeled by Robert Freed and Ranch Kimball, who also operate the Lagoon amusement park near Salt Lake City. They have spent \$150,000 in refurbishing what used to be the Rainbow Ballroom and will open it Wednesday (16) with a local band. The location has a capacity of about 4,000 persons and will be available for conventions and meetings as well as for dancing. Variety of dance programs is scheduled weekly.

Park's Flea Show Moves; Rocky Glen Had Insurance

OPERATORS OF A flea circus at the Tivoli park in Copenhagen have indicated they want to come to this country and asked for suggestions as to good locations with warm weather. They are Elsie Torp and her son, John, who also is an optician. He did not comment about whether being an optician helped in seeing the tiny fleas. They have operated flea shows in various European parks for 32 years and were at Tivoli for eight seasons. . . . Ben Sterling's recent costly fire was partially covered by insurance, he said. This was the seventh fire at Rocky Glen, tho the series has been spread over a great many years, starting in 1928. This year's blaze came only shortly after completion of a new Coaster. The previous Coaster was lost in a 1950 fire. This time other rides, but not the new Coaster, were damaged.

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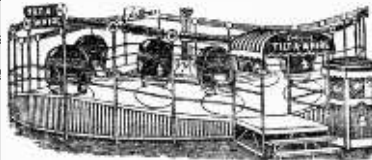
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ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

Hockey Action High

THERE IS NEW INTEREST in hockey all across the country, according to building managers who have or want hockey. Nowhere is this interest better illustrated than in the Middle West, where the International Hockey League has just doubled its size. Andy Mulligan, of the Toledo Sports Arena and a director of the International League, details the addition this year of a Western division in that league. Last year, it was a five-team loop, including Toledo, Fort Wayne, Louisville, Indianapolis and Troy, O. This year, that group less Troy, which dropped out, makes up the Eastern division.

All new is the Western division. Omaha will have hockey at the Ak-Sar-Ben Coliseum. St. Paul's hockey will be at the Auditorium. Milwaukee speeded up its hockey action and got ready for this season. Its team will play at the West Allis Coliseum and will be called the Falcons. The bonds and dates have been arranged, putting pro hockey back into Milwaukee after about 10 years hiatus. Also in the Western division is Denver, where the Mavericks are being organized to play in the Coliseum. They have posted the necessary bond and set dates. The only thing remaining to be done there is the posting of an additional bond, this one to guarantee that the Denver team will pay travel expenses from Omaha to Denver and back for the visiting teams. To reduce these and other travel expenses, the scheduling calls for each team to play six games with each of the teams in its own division and four games with each in the other division.

Toledo itself has a complication in its hockey plans. The Mercuries are selling season tickets now—but on the basis of only half of the games being in Toledo. The second half of the season may be played some place else. In advanced stages now are negotiations between the owners of the Sports Arena and Mercuries with the State of Ohio. It seems likely that the Sports Arena will lease the Ohio State Fair's Coliseum. If that deal is worked out, the Toledo hockey team will play the second half of its season in Columbus. It also is planned that in that case the present Toledo team probably would be divided in two for 1960-'61 to provide the basis for teams in both Toledo and Columbus. If the Columbus negotiations should fall thru, Toledo then will increase the pace of its talks with the city of Canton with a view to installing ice at the Canton Auditorium and playing the second half there instead of Columbus or Toledo. There is interest in hockey in other cities of the area. St. Louis and Cincinnati were delayed this year by inability to agree on rental terms, but there is hope for next year. Des Moines and Green Bay may be interested in the future in upgrading hockey. And other cities also are interested, Mulligan reports.

While the International League's area is bubbling with action, the league in the East is expanding to eight teams thru addition of a team at the new Greensboro, N. C., building and revival of a team at Washington. In California there is much interest in the possibility of expanding pro hockey. Observers say that the coming of pro hockey to several major cities in the West Coast awaits only the coming of ice to San Francisco. Los Angeles has a building with a rink now; when the Cow Palace gets a rink there is expected to be more hockey on the Coast.

Mullin declares that interest in hockey is at a new high, with much new in the way of amateur leagues as well as this news in the pro leagues. He believes the number of pro teams now is probably higher than in the past, altho TV has hurt some Canadian teams. From a business standpoint, hockey has been doing well, too. He pointed out that four Eastern teams topped \$100,000 last year and in the National League, three of the five teams had good years. Money for the new teams of the Western division came readily, he said. Denver now is selling 220,000 shares of stock to finance its team. Television hurt hockey at one time, and it has had other ups and downs, but Mulligan believes that it is in fine shape now and widespread new interest seems to assure good future.

Western Shows Scheduled; Hartford Proposal Debated

THE BIENNIAL Western regional Material Handling Show and Packaging Cavalcade will be at the Great Western Exhibit Center at Los Angeles, in May, 1960, reports A. Byron Perkins, executive manager. The three-day show was held previously in 1956 and 1958. . . Whether to build a facility primarily for conventions or one for sports and entertainment is one of the points still to be decided in Hartford, Conn. There the architect for the Plan Commission has said that the proposed Coliseum "has its greatest hope financially at a convention center." But Clifford S. Strike, president of F. H. McGraw & Company, declares that his study indicates that the city lacks other things, primarily entertainment, to attract conventions, and that the Coliseum stands to do best as a center for sports and spectacles. The commission and the company also are at odds about the location of the proposed building. McGraw company has offered to build a Coliseum, and the chamber of commerce has urged the city to select a Coliseum site "as promptly as possible." . . . More than 100 firms have signed for space at New Horizons of 1959, fourth annual public exhibition of products and services produced under union contracts. Show is October 14-19 at the Shrine Exposition Hall in Los Angeles. The AFL-CIO sponsors the show and expects to draw 400,000 persons. There will be entertainment and give-aways. A showing of 1960 model automobiles is to be part of the display.

Hagen Pulls Halves In Ky., Mo. Towns

MAYFIELD, Ky.—Hagen Bros. Circus pulled a half-house for the matinee in rainy weather and a

quarter house in the cool night here Wednesday (2) under DAV sponsorship.

At Kirkwood, Mo., Thursday (27) the show registered two half houses in muggy, rainy weather under Jaycee auspices.

'Watercade' Shows Omaha For Sclerosis

OMAHA — "Holiday Watercade" played the Civic Auditorium four days ending Saturday (12) under multiple sclerosis sponsorship. Following was to be the fair in Little Rock, then a vacation before winter dates.

Satisfactory business was reported for Spokane, Wash., and Boise and Twin Falls, Idaho.

Polack Plays Half of Time In Six Weeks

CHICAGO — Route of Polack Bros. Circus from August 15 to September 27, finds the show in action exactly one-half the period. It works 22 days and lays off 22 days in that time. Polack was at the Vancouver, B. C., PNE Forum for the Shrine, an engagement which formerly ran the entire run of the annual. This year the Sam Snyder Water Follies were in the Forum for the first half of the exposition.

The show will also play three sold-out dates in a row, two of them being one-day stands. The three are the Lodi, Calif., Grape Festival, September 19, Marine base in Twentynine Palms, Calif., (23) and Camp Pendleton, Calif., (26-27).

Between the January 18 opening in Flint, Mich., and September 27, the show will have worked 151 days and traveled and layed-off 102 days.

Los Angeles Okays Zoo

LOS ANGELES — The City Council's Recreation and Parks Committee has approved a 50-year pact with the city and the Friends of the Los Angeles Zoo. The city will build the Los Angeles World Zoo with \$6,613,000 from a bond issue approved in 1957. The new zoo will then be operated by the Friends as a non-profit project.

The Friends have agreed to stock the zoo with animal exhibits and retain Stanford Research Institute to make a \$60,000 site study. The zoo has been tentatively located in Elysian Park here.

'Ice Capades' At Houston

HOUSTON — The Houston Police are sponsoring the local appearance of "Ice Capades" at the Coliseum for 17 performances, nine in the evening and eight in the afternoon, thru Saturday (19). Matinees are scheduled for 1:30 and 5:30 p.m. on weekends. There were no night performances on Sunday (13).

SAN MATEO, Calif. — James Bros. Circus, promoted and managed by Sid Kellner, is doing good business in California, altho all of the towns they are playing have had one of more shows already this year. James recently completed a successful two months in the Pacific Northwest.

Performance includes Johnny Cline, pony drill; clowns; Tom Twist and his balancing dogs; clowns and funny car; Milonga Cline, web; Tom Twist and chimp; John Cline and his canines; clowns, juggling; Volanteys, unicycles, and John Cline with his baby elephant.

ICE SHOW REVIEW

'Capades' Flashes Opera, 'Danube,' Dolls

By IRWIN KIRBY

NEW YORK—If John Harris winds up his most successful season ever as a show producer, on the basis of this year's "Ice Capades," it will be no more than well deserved. For the show has everything. A Madison Square Garden opening-night house of some 10,000 was never more satisfied.

In evaluating the audience-satisfying potentials of ice shows there is often a sameness which inhibits the annual viewer. A feeling that there are limitations to man's theatrical ingenuity inevitably sets in. But it can be convincingly stated that the current "Ice Capades," while similar to its predecessors in the basic presentation pattern, is so much more inventive that it stands distinctly apart.

Costuming and choreography

are particularly noteworthy. The music is excellent. "Operama Number Two," a venture into compressing four operas into capsule ice spectacles, is tastefully done. Borrowing from still another theatrical endeavor, Harris has "Moiseyev on Ice" as an eight-part conception of the Russian folk dance troupe.

If these are not spectacular enough there are the opening "Blue Danube" production number, "Babes in Toyland," and a rousing, drumbeating, flagwaving finale, "Salute to the Mounties," in which the massed Ice CaPets and Ice Cadets reach new pinnacles of precision formations.

From the viewpoint of individual performers, the show is more than amply provided with talent, with Ronnie Robertson having matured

(Continued on page 73)

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South Proves Fairly Good For Beatty-Cole Circus

KINSTON, N. C.—The Clyde Beatty-Cole Bros.' Circus has had average to good business in its trek thru the South, which included some heavy rains and wet lots. At Statesville, N. C., the grounds were wet but the sun was out as a half house attended the matinee and a near-capacity crowd was at the night show under Exchange auspices Wednesday (2). Asheville (3) drew a quarter house in the afternoon in cloudy weather and a three-quarter house at night when

a torrential rain hit. The VFW was the auspices. The tent drew a quarter house in the afternoon and over a half house at night in Greenville, S. C., Friday (4) in clear, hot weather under Police auspices.

At Rock Hill, S. C., Saturday (5) heavy rains hit the matinee which played to a half house and also the night show to a three-quarter filled top under Optimist auspices. After a rare Sunday off, the show played Fayetteville, N. C., Monday (7) to a half house in the afternoon and a near-capacity crowd at night in good weather under Police auspices. Here Tuesday (8) the top was three-quarter and near-full in excellent weather for the Shrine.

Earlier, the show drew a half house at the matinee and a near-capacity crowd at night at Wilson, N. C., August 27 in fair, hot weather under Optimist sponsorship.

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You can clear \$75 a day—no sweat. Pay daily. Other towns set, CAP. Steady work until February. Book, Banners and Tickets. This is the best offer in this issue.
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BEATTY CIRCUS SEEKING NEW QUARTERS

MACON, Ga. — Clyde Beatty Circus is seeking new winter quarters, it was learned here last week.

The show has wintered in De Land, Fla., for the last three years, but recently E. Lawrence Phillips, owner of the fairgrounds there, sold this property to the municipal government.

Buildings formerly used by the circus now will be used as repair and maintenance shops for the city's fleet of trucks.

Floyd King, circus general agent, was a visitor at his home here on Labor Day and confirmed the report that the show will winter elsewhere.

King Pulls at Ahsokie
AHOSKIE, N.C.—King Bros. Circus drew a one-quarter house during a rainy afternoon here Monday (31) and a near-full house at night, when the rains stopped and left a muddy lot, under Kiwanis sponsorship.

WANTED
Musicians for King Bros. Circus. Closing late in November in Florida. Drums, Trombone, Tenor Sax, to join on wire. Ted Girard, Mike Minello, answer as per route.
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CIRCUS TROUPE

By JON FRIDAY

CHARLES T. UNDERWOOD, general agent of King Bros. Circus, recently was in Macon, Ga., routing the show. After a quick swing thru Georgia and Alabama late this month, the new tent will play at least two weeks in Mississippi and return to Georgia for closing in November. . . . Fred Pfening Jr., CHS president, air posts from Helsinki that he saw five circuses in the USSR and three in Denmark. Pfening hopes to catch 12 to 15 shows during his European jaunt.

Walter Nealand, press agent, has closed with the John H. Marks Shows and is back at the Central Hotel, Macon, Ga. . . . The Bailey Bros. Circus played the Dallas Big Town Shopping Center September 4 and 5. The show presented some ground acts daily at 2 p.m., in the air-conditioned mall; animal and high acts in the parking lot at 4 p.m., and the complete two-hour performance at 9 p.m., when the center closes for the day. Acts included the Ralph Duke Family and the Gainesville Community Circus elephant. . . . Sid Stephenson was connected with Big Bob Stevens in the Bailey operation for the Dallas date.

The Emmett Kelly CFA Tent of Hagerstown, Md., presented Jack, Jake and Harry Mills their "Showmen of the Year Award" during the Mills night performance there Saturday (5). A similar certificate went to Lucio Cristiani last year. . . . Donn J. Moyer and Ben (Damon) Meyers have framed the Damon & Marco Shows to play shopping center promotions down the Pacific Coast from Wenatchee, Wash., into California. Unit will include animal exhibits and circus acts. . . . Al G. Kelly and Miller Bros. Circus will play Jefferson City, Mo., Monday (28), the first major circus there in seven years.

★ ★ ★

Paul and Joan Bohler, Lancaster, Pa., visited the Canadian National Exhibition and talked with Roy Bush, who had five Hunt Bros. Circus elephants there. The Bohlers also caught the Wisconsin State Fair. . . . Ray Bickford, Pat Kelly and Jo Jo Lewis will clown at the Peru (Ind.) Circus Festival, September 18-19. . . . Chester Clayton, Al G. Kelly and Miller Bros. Circus 24-hour man, recently returned to the show from Greenville, S. C., where his wife was killed in a train-auto crash August 30. . . . Keller and Geraldine Pressly celebrated with a back yard party on K-M in Muscatine, Ia., Sunday (6). America Estrada of the Estrada Troupe celebrated her birthday the same day. . . . Glenn J. Jarmes, Kelly-Miller director of public relations, visited Bill Woodruff in the Muscatine, Ia., Hospital. . . Doris Riley, wife of Edward Riley, manager of the K-M advertising car, is in the Kirksville, Mo., Hospital and expects to be released soon. . . . Roy and Joy Thomas and Shorty and Peggy Sylvester, Kelly-Miller clowns, will work the Houston and Fort Worth, Tex., Shrine dates. . . Harry Thomas, K-M big show announcer will play Orrin Davenport dates this winter. . . . Recent visitors to Kelly-Miller included Frank Tague, circus banner puller last with Cole Bros. Circus; Bob Parkinson and family and Al Hasek.

Jane Beatty and Clyde Jr., left the Clyde Beatty-Cole Bros. Circus at Asheville, N. C., flying to Los Angeles where the youth entered school last week. . . . Earl Tegge, clown, will start 10 weeks in Chicago chain stores for Flip Beverages in October and has other engagements to follow. . . . Steve Byrd, formerly with Downie Bros., Howe Great London, Hagenbeck-Wallace, John Robinson and Ringling Bros. circuses, has been released from Veterans Hospital and is at home in Anderson, S. C. . . . Paul M. Conway, Macon, Ga., visited the Beatty-Cole Circus at Durham and Greensboro, N. C., and talked with Clyde Beatty and Walter Kernan.

J. E. Hill is in his third year as a contracting agent for Hagen Bros. Circus. Hill, C. C. Smith and Charles Cuthbert make up the advance for Hagen under General Agent Joe McMahon. . . . The Tony Diano Elephants will play the Toledo Shrine Circus, October 21-24 for Al Dobritch, the Tom Packs date in New Orleans in November and the Atlanta Shrine Circus in April for Dobritch.

★ ★ ★

TURNING BACK THE PAGES: 25 years ago—Both the Knights of Columbus and the Brotherhood of the Temple Israel will sponsor Downie Bros. Circus, at Savannah, Ga., September 24-25. . . . Gorman Bros. Circus children who publish a daily newspaper on the show include Betsy Ross, Joey Hodgini, Tommy Hodgini, June Ross, Billy Heverly and (Big Bear) Leland. . . . The Billboard is 40 years old.

15 years ago—Tom Packs Circus played to 118,000 in four days at Cleveland's Municipal Stadium. Acts included Do Amata, Levolas, Hale Hamilton Jr., Miss Marion, Kirk's Dogs, Marie's circus; Auroras, Greers, Jordans, O'Brien & O'Dea, Dolly Jacobs, Great Gregoresko, Yacopis, Flying Valentines, Melzoras, Terrell Jacobs and Peejay Ringens. . . . Ernie White, Jimmy Bagwell and Clarence Walter will open Bradley & Benson's Combined Circus and Rodeo in the South about September 25.

5 years ago—The Ward-Bell Circus will take to the road next spring with one ring and a European-style top. . . . Mary Jane Miller ended her 14-year stay with R-B at Chicago and returned to Sarasota. Her husband, Dick Miller, remains with the show. . . . H. N. (Doc) Capell lost his fourth top of the season at Harrisburg, Ark., recently when a storm damaged the canvas of the Edgar B. Buck Wild Animal Circus. . . . Several toughs sprayed the lot of the George W. Cole Circus with buckshot as the show tore down at Dunlap, Tenn.

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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Arnett, Dorothy I.
Asher, Charles
Atkinson, Hosea
Augustino, Louie & Kate
Barfield, John
Barnes, Pvt. Roscoe R.
Barnowski, Jocco
Barrett, Barry
Bays, Richard (Dick)
Bejarano, William
Bentley, Ted L.
Blankenship, Barba Faye
Bluestein, Sam
Bodin, Johnny M.
Bordman, Ernest & Roberta
Bordonaro, Samuel
Boyer, James R.

Boyer, William
Brady, Red (United States Show)
Brewer, Ernest R. & Mrs.
Brook, Harry
Brooks, Hattie
Brooks, Reberta
Broeffle, Harry
Brown, A. B. (Red)
Brun, Bill
Burton, Irene (Wild Life)
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Davis, Charles
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Dooley, Danny
Doyle, Benita
Dunn, J. D.
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Durham, Buddy
Duvall, Tony
Eddy, Samuel D.
Faubian, Jack
Field, Capt. James
Elliott, Mrs. Robert
Evans, Clarence
Fairbanks, William
Farmer, A. L. or (A. T?)
Foster, Stanley
Gable, Joseph
Garib, Paul
Girard, Ted
Grazier, James
Gilbert, Arthur
Girouard, Anthony
Glisson, Johnny M.
Gillagher, D. J.
Golden, John C.
Goldstein, Sam
Gordon, John (Flash)
Gorman, Tex.
Gray, William
Green, Ralph E. or Mary C.
Griffith, Leroy C.
Gutnick, Kenneth M.
Gwens, Joe
Hackett, Edw. J. & Mrs.
Hall, Jack & Aldene
Hall, Robert
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Hart, Fred W.
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Hill, J. & E.
Hoffman, Dan J.
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Hunter, Bill
Jackson, Jay
Jones, Curtis
Keller, Prof. George
Kellar, Robert
Kelly, Bob (Side Show Talker)
Kelly, Jack
Kessler, Wm. F. (Doc)
Korman, Carroll
Landes, B. E.
LaRoy, Harry & Marie
Lane, Cynthia
Laury, Red
Lauther, William E.
LeBarle, Babe
Lee, Francene
Lehman, Herb
Leib, Rodrick H.

(Continued on page 83)

Rocky Hill Goes OK for New Operator

EAST GREENWICH, R. I. — Rocky Hill Fair, only one in Rhode Island, squeaked thru a six-day run which concluded a closing day rainout on Saturday (29) and hot, humid weather on the other days. Richard E. Hamilton, who took the event over when the Legislature failed to make its annual appropriation, reported being well satisfied with the results.

On the midway were rides by John and Joe Venditto, and Fitzpatrick's Reptile Show. Concession spending was down a few points from last year, it is reported.

Iowa Crowds Up for K-M

WASHINGTON, Ia. — The Al G. Kelly and Miller Bros. Circus found business a little ahead of Wisconsin in Iowa altho extreme heat returned to the K-M lots again last week.

At Manchester, Ia., Thursday (3) the weather was cool and the afternoon show was one-third filled and the night show held a half-house. The weather was hot at Anamosa (4) and the matinee was one-third filled and the night show was half-full. At Iowa City Saturday (5) the matinee was straddled and the night performance was near-capacity in ideal weather.

A matinee-only stop at Tipton Sunday (6) drew a half-house in extreme heat. At Muscatine (7) extreme heat continued and a capacity crowd was at the afternoon show and a half house attended at night. The hot weather turned cool in the evening here Tuesday (8) as a one-third house attended the matinee and a three-quarter house was recorded at night.

Cristiani Buys Sarasota Land

SARASOTA — The Cristiani family has purchased land on Highway 301 here and will build new winter quarters on the property.

other devices, died September 3 in St. Petersburg, Fla. In partnership with the late Miller Huggins, former manager of the New York Yankees, Nall operated Music Hall Roller Rink, Cincinnati, for many years, and later operated the Music Hall dance hall. He was perhaps best known for his promotion of speed skating in an era when that sport was the chief showcase of the trade, bringing to his Cincinnati rink such greats as Fred A. Martin, Rodney Peters, the Bacon boys and a host of others. At one time, it is said, he had 25 professional racers under his wing, along with teams of novice and amateur racers. Nall promoted a number of world championship races in Cincinnati and for a time manufactured the Nall twin plate roller skate. He is also credited with operating rinks in Europe and with the invention of the manual coin changer, a familiar accessory of the street car conductor. In addition, he built two amusement park Roller Coasters. Nall, a native of Detroit, was noted in the trade for his immaculate dress and the high caliber of his operations. Surviving is his widow, Clara Preston Nall. Burial took place in Detroit.

THE FINAL CURTAIN

HAGGERTY—Leo, 70, former circus billposter and contracting agent, September 1 in Los Angeles. Haggerty was with the Walter L. Main Circus in 1901; 101 Wild West Show, Sells-Floto and Clyde Beatty circuses. More recently he was a theater manager in the Los Angeles area. He had served on the Board of Governors of the Pacific Coast Showmen's Association. Burial in Pacific Coast Showmen's Rest, Los Angeles.

HILYARD—Pat, former dancer and singer, recently. She had been with Capell and 20th Century shows as well as in night clubs with her brother, Jimmie, as a partner. Survivors include her mother, four brothers and one sister. Burial in Liberal, Kan.

HOWARD—Mrs. Peter, wife of the kiddie ride foreman on George Clyde Smith Shows, September 1 in Stanley, Va. Death came in her sleep and followed an illness of four months. She had been on the Smith show for the past several years and in the 1940's had been on the Bright Lights Exposition Shows. Services and burial in Luray, Va., September 2.

LEE—Audrey 72, veteran actress died September 5 in New York. Born in Boston, she made her first stage appearance in 1907. She played opposite Maclyn Arbuckle, was with the Poli Stock Company for several seasons, and toured vaude for years with Wilbur Mack. Her last professional appearance was with Billy Rose's Aquacade. Sister of the late charter ASCAP composer, Henry I. Marshall, and a grand niece of Sir Henry Irving. Survived

by a niece, Ardath Marshall Johnson of Watchung, N. J. Interment was at Kensico Cemetery, Valhalla, N. Y.

NALL—Fred W., 92, former Cincinnati roller rink operator, inventor of a roller skate and other devices, and a Roller Coaster builder. September 3 in St. Petersburg, Fla. (Details in Roller Rumbblings.)

RICKETTS—Joe T., long-time friend of show people and manager of the Austin (Tex.) Coca-Cola Bottling Company, September 6 in Austin. He was with the beverage firm for 25 years. Survivors include his widow, Leah Dale; three sons, Jodie, Phil and Kent, and his parents, Mr. and Mrs. Sam Ricketts, Gatesville, Tex. Burial in Gatesville.

SLUSKY—Sam, 51, assistant manager of Playland Park, Houston, September 5 of injuries when struck by a speeding race car at Playland Park. (Details in Show News.)

WANOUS—Mrs. Rose, 74, mother of Mrs. Dick Best and Walter Wanous, both of Side Show note, recently in Blooming Prairie, Minn. Survivors include six sisters and brothers.

ROLLER RUMBLINGS

By AL SCHNEIDER

RECENT articles in roller-skating publications reporting the successes of so-called sock hops in rinks are a cause of growing concern to C. V. (Cap) Sefferino, manager of Price Hill Roller Rink, Cincinnati. In commenting on this trend, if that is what it may be called, Sefferino asks a couple of pointed questions which may cause operators who have used these promotions to take time for further study of such programming:

1. Is this really success, asks Sefferino, or is it actually an admission by some rink owners of their inability to operate a rink on a profitable basis?

2. Or are some men letting a fast buck cloud their minds to the danger of what such programming may hold for the future of the roller-skating industry?

"I do not wish to tell any operator how to conduct his business," said Sefferino. "but I believe everyone should realize the potential danger to his business if there should be a marked trend in the industry toward sock hop programming."

Aside from the problem of supervising sock hops, much more important is the danger that every roller skater subjected to this type of entertainment stands a better than even chance of being converted into a dancer, the Cincinnati points out, "and one can be certain that every patron weaned away from skating means less business the next season. In 10 years the problem could be an in-

surmountable one for our industry."

The rink industry's method of creating a sound recreation is a good one, says Sefferino. "Lately, thru the co-operation of nearly everyone in our industry, our efforts have begun to bear fruit, and I see no point in aiding and abetting other recreations," he declared. That danger exists is seen in a recent article in Rinkside by Joseph Shevelson, of Chicago Skate Company, who related how the bowling industry has been raiding the skating field.

That the rink industry's method of building business is sound is further substantiated by a National Ballroom Operators Association program announced in the August 31 issue of The Billboard on Page 2, said Sefferino. In the NBOA program, tied in with operators, band leaders, bookers and disk jockeys, emphasis will be placed on getting into schools with dance programs as part of the regular school activity. Record hops are beginning to pay off, it was reported, and Carl Braun, NBOA president, said that a study made showed that good music is the answer to ballroom success. Bands and ballrooms doing top business today are the ones that stress good music, the article said. It was also announced that the NBOA will shortly appoint a public relations firm to handle its program, with operators reportedly ready to spend heavy cash in order to make the program a success.

"This article rang a familiar note to me," said Sefferino. "Our program, initiated two years ago, must have been sound to attract the attention of other forms of recreation. So are we going to kill our industry for the sake of a few quick dollars by aiding this program thru the use of our establishments?"

Fred W. Nall, 92, former roller rink operator, dance hall promoter and inventor of a roller skate and

MARRIAGES

CATARZI-SCOTT— Jules Catarzi and Toni Elaine Scott, daughter of Scotty and Elaine Scott, of the William T. Collins Shows, September 4 in Youngstown, O.

REVLING-COSGROVE— Kenny Revling, talker on the Ricki Covette show on Royal American Shows, and Jane Cosgrove, chorus girl on the same show, recently in St. Paul.

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CARNIVAL ROUTES
 A-1 Amusements: *Dale Carpenter; East Prairie, Mo.; Gideon 21-26.
 Alamo: *Mrs. H. T. Reynolds; (Fair) Denton, Tex., 15-19; (Fair) McKinney 21-26.
 American Beauty: *Mrs. H. W. Bartholomew; Malvern, Ark.
 American Funland: *Patty McCarthy; Plainview, Tex.
 Amusements of America: *Pop Akers; (Fair) Honesdale, Pa.; (Fair) Trenton, N. J., 20-27.
 Badger State: *A. Vomberg; Hutchinson, Minn., 14-16; La Crescent 19-20.
 B. Ams.: Madison, Mo., 25-26.

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Beam's Attractions: *E. S. Beam; Millersburg, Pa.; (Fair) Gratz 21-26.
 Bee's Old Reliable: *E. B. Van Hooser; (Fair) Centerville, Tenn. Attalla, Ala., 21-26.
 Bernard & Barry: *Paul Bouchard; Welland, Ont.
 Big State: *Joseph Sima; (Fair) Bryan, Tex.; (Fair) New Braunfels 21-27.

Blue Grass: *J. V. Richards; (Fair) Cape Girardeau, Mo.; (Fair) Corinth, Miss., 21-26.
 Brown, Al: *Dennis Brown; Willmar, Minn., 16-19.
 Buck, O. C.: *Roy F. Peugh; Salisbury, N. Y.; Rocky Mount, N. C.; 21-26.
 Burkhardt: *Eddie Haun; (Fair) Ville Platte, La.
 Byers Bros.: *James L. Reed; (Fair) Coushatta, La.; (Fair) Natchitoches 21-26.
 Capell Bros.: *H. E. Michaelson; (Fair) Lordsburg, N. M.
 Capital City: *C. C. Miller; Dalton, Ga.; (Fair) Piedmont, Ala., 21-26.
 Central States: *J. D. Steinbeck; (Fair) Pawhuska, Okla.
 Cetlin & Wilson: *Tony Lewis; (Fair) Reading, Pa., 14-20; (Fair) Richmond, Va., 24-Oct. 3.
 Chanos, Jimmie: *Charles D. French; Germantown, O.
 Cherokee Am. Co.: *J. W. Mahaffey; Wewoka, Okla., 14-16; Pauls Valley 17-19.
 Coleman Bros.: *John Pesecki; Greenfield, Mass.
 Collins, Wm. T.: *Florence Hanson; (Fair) Fayetteville, Ark.; (Fair) Muskogee, Okla., 20-27.
 Coney Island: Monroe, La.
 Conklin: *George Sellmer; Renfrew, Ont.; Lindsay 22-26.
 Crafts Expo.: *Vincent B. Kuropatawa; Fairfield, Calif., 17-20; (Fair) Watsonville 24-27.
 Cumberland Valley No. 1: *Mrs. Lavoy Winton; (Fair) McMinnville, Tenn.; (Fair) Manchester 21-26.
 Davidson United: Ridgeway, Mo., 14-17.
 Davis Am. Co.: *Martha Davis; John Day, Ore., 16-19.
 Doggeller Show of Shows: (Plaza) Warren, O.; Dover 22-25.
 Deluxe No. 1: (Fair) Portland, Conn., 19-20; (Fair) Durham 25-27.
 Dixie Am. Co.: *Clifford Davis; Cleveland, Okla., 14-16; Sallisaw 17-19.
 Drago No. 1: *John Kiely; (Fair) Bourbon, Ind.; (shopping center) Kokomo, Ind., 21-Oct. 3.
 Drago No. 2: *Cally Striegel; Peru, Ind.
 Drew, James H.: *Mrs. Eula Drew; (Fair) Cartersville, Ga.; (Fair) Carrollton 21-26.
 Dudley, D. S.: *Ernest Wade; Clovis, N. M.; Portales 21-26.
 Dyers Greater: *Dale Stempson; (Fair) Star City, Ark.
 Eastern Am. Co.: *Robert Tuttle; Cherryfield, Me.
 Emshoff: Muscoda, Wis., 16-17; Cazenovia 19-20.
 Endy, David B.: (Fair) Lumberton, N. C.; (Fair) Oxford 21-26.
 Fair Time: (Fair) Pomona, Calif., 18-Oct. 4.

Circus Routes
 Adams Bros.: *Dot Burdett; Bensenville, Ill., 15.
 Carson & Barnes: *Leona Hill; Mountain Grove, Mo. 14; West Plains 15; Gainesville 16; Mountain Home, Ark., 17; Calico Rock 18; Newport 19.
 Clyde Beatty-Cole Bros.: *Ray Aguilar; Florence, S. C., 14; Charleston 15; Columbia 16; Augusta, Ga., 17; Macon 18; Columbus 19; Opelika, Ala., 21; Montgomery 22; Selma 23; Meridian, Miss., 24; Kosciusko 25; Greenwood 26.
 Gray, Gil: *Jack Landrus; Shreveport, La., 16.
 Hagen Bros.: *Al Dean; Lewisburg, Tenn., 14; Waynesboro 15; Huntsville, Ala., 16; Decatur 17; Decherd, Tenn., 18; Smithville 19.
 Kelly-Miller: *Jack Smith; Centerville, Ia., 14; Kirksville, Mo., 15; Macon 16; Moberly 17; Mexico 18; Fulton 19; Hermann 20; Columbia 21; Boonville 22; Marshall 23; Lexington 24; Warrensburg 25; Clinton 26; Jefferson City 28.
 King Bros.: *Eva Hinckly; Rockingham, N. C., 14; Laurenburg 15; Dillon, S. C., 16; Mullens 17; Whiteville 18; Conway 19; Chester 21.
 Mills Bros.: *Harry Baker; Clarksburg, W. Va., 14; Fairmont 15; West Union 16; Marietta, O., 17; Parkersburg, W. Va., 18; Charleston 19; Huntington 21; Piketon, O., 22; Wilmington 23; Lebanon 24; Connersville, Ind., 25; Indianapolis 26.
 Polack Bros.: Eugene Ore., 15-16; Lodi, Calif., 19; Twentynine Palms 23; Camp Pendleton 26-27.
 Ringling Bros. and Barnum & Bailey: Des Moines, Ia., 15-16; Milwaukee, Wis., 21-25; Hutchinson, Kan., 28-30.
 Strong, Big John A.: *Verna Strong; San Jose, Calif., 18-20; (Fair) Watsonville 24-27; Bakersfield 28-Oct. 4.

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LOOKING 'EM OVER
 The **Billboard**
SHOW AGENT SALES LEADERS
 1. J. A. Pearl, Royal American Shows
 2. FLORENCE HANSON, Wm. T. Collins Shows
 3. WAYNE KINGSLEY, James E. Strates Shows
 4. J. H. MacDougle, Gooding Shows (No. 3)
 5. PETER MOLNAR, World of Mirth Shows
 6. ROBERT F. PLATT, Art B. Thomas Shows (No. 1)
 7. MRS. RAY CRAMER, Olson Shows
 8. TONY LEWIS, Cetlin & Wilson Shows
 9. LILLIAN SYLVESTER, Prell's Broadway Shows
 10. MRS. AL KUNZ, Heth Shows

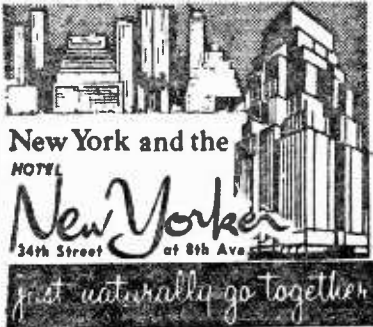
Foley & Burk Comb.: *J. P. Harvey; (Fair) Reno, Nev.
 Franklin, Don.: *Jay Barton (Fair) Tyler, Tex.; Wharton 21-26.
 Funland: (Fair) Harrison, Ark., 16-19; (Fair) Webb City, Mo., 23-26.
 Gala Expo.: *Carolyn Miller; Searcy, Ark.
 Garner, Joe: (Fair) Powhatan, Va., 16-19; (Fair) Chesterfield 23-26.
 Gentsch, J. A.: *George Butler; (Fair) Belzoni, Miss.

Georgia Am. Co.: *Horace Williams (Fair) Fayetteville, Ga.; (Fair) Lexington 21-26.
 Geren, Bill: *Elmer Benefield; field; (Fair) Austin, Ind.; (Fair) Versailles 24-26.
 Glades Am. Co.: (Fair) Chesterfield Courthouse, Va.
 Gladstone Expo.: *Mrs. Ruth Poole; Fordyce, Ark.; (Fair) Paragould 21-26.
 Gold Medal: *C. C. Leasure; (Fair) Lawrenceville, Ga.; (Fair) Sandersville 21-26.
 Golden Gate: *Ray Sistrunk; Lodi, Calif.
 Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Cincinnati, O.
 Gooding Am. Co., No. 2: *R. M. Taylor; (Fair) Saginaw, Mich.
 Gooding's Million Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Knoxville, Tenn.

Miscellaneous
 Bisbee's Comedians: Obion, Tenn., 14-16; Tiptonville 17-19; Dyersburg 21-23; Dyer 24-26.
 Damon, Dwight: Worcester, Mass., 15; Wilmington 16; North Grafton 17; Ware 18; Franklin 19; North Beverly 23; Peabody 24; Lynn 25; Needham 26.
 Lively Arts Revue: (Fair) Saginaw, Mich., 15-19.
 Matchstick Cities: Topeka, Kan., 14-17; Hutchinson 19-24; Oklahoma City, Okla., 26-Oct. 3.
 O'Day, Marie, Palace Car: Enid, Okla., 14-17.
 Sun Players: Maryville, Mo., 14-Oct. 24.
 Toby and Susie Show: Marcelline, Mo., 14-20.

Ice Shows
 Holiday on Ice of 1960: (Fairgrounds Coliseum) Salt Lake City, Utah, 14-20; (Bradley Field House) Peoria, Ill., 23-27.
 Ice Capades of 1960: (Garden) New York 14-20.
 Ice Follies of 1960: (Pan Pacific Aud) Los Angeles, Calif., 14-27; (Coliseum) Denver, Colo., 30-Oct. 4.

Legitimate Shows
 Music Man, The: (Shubert) Chicago, Ill., indefinite run.
 My Fair Lady: (Jubilee Aud) Edmonton, Alta., 15-19; (Jubilee Aud) Calgary 21-26.



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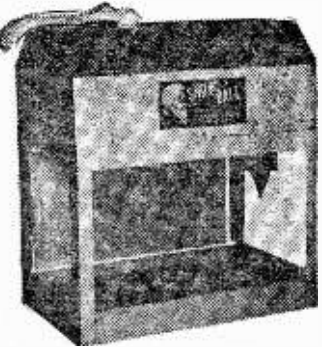
- SANTA MONICA, CALIF. Hotel Miramar
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DO YOU HAVE A PERMIT?

Chapter 59-167, Laws of Florida, passed during the recent session of the Florida Legislature, provides that after July 1, 1959, it is unlawful for any person, firm or corporation to operate a traveling show, exhibition or amusement enterprise in Florida without first securing from the Florida Department of Agriculture a permit to operate at each separate location in the State. Permit fee for each separate location is fifty dollars (\$50.00).

To secure permits for your itinerary in Florida, please write Executive Secretary, Agricultural and Livestock Fair Committee, 115 East Call Street, Tallahassee, Florida. Penalty for violation of Chapter 59-167, Laws of Florida, is 6 months' imprisonment.

Nathan Mayo
Commissioner of Agriculture

Gooding Am. Co., No. 4: *Leo J. Ebert; (Fair) Bellville, O., 16-19.
Gooding Am. Co., No. 5: *Pauline Clark; Norwalk, O.
Gooding Am. Co., No. 6: *Mrs. W. C. Leisure; (Fair) Bluffton, Ind.
Gooding Am. Co., No. 7: Swanton, O.
Gooding Am. Co., No. 8: (Fair) Cadiz, O.
Gooding Am. Co., No. 9: (Fair) Paintsville, Ky.
Grand American: *L. O. Weaver; Moulton, Ia., 14; (Fair) Monroe City 16-19.
Greater Dixieland: (Fair) Jonesboro, Ia.
Green Tree: *John M. Huls; (Fair) Booneville, Ky.; (Fair) Beattyville 21-26.
Hale's Shows of Tomorrow: *H. T. Hale; (Fair) Humbolt, Neb., 15-18; Carroll, Ia., 21-26.
Hames, Bill: (Fair) Abilene, Tex.; Amarillo 21-26.
Hammond, Bob: *Mrs. Keith Chapman; (Fair) Enid, Okla.; (Fair) Crockett, Tex., 21-26.
Happyland: *Russ Stager; (Fair) Allegan, Mich.
Hartsock, Roy: *Roy Hartsock; Mendon, Mo., 17-19.
Heart of America: *Jack Wilson; (Fair) Alva, Okla., 14-17; (Fair) Chelsea 19-22; (Fair) Bristow 23-26.
Heth: *Mrs. Al Kunz; (Fair) Jackson, Tenn.; (Fair) Rome, Ga., 21-26.
Hoard & Mullis Ams.: (Fair) Lavonia, Ga.; (Fair) Sparta 21-26.
Holiday Am. Co.: *Mrs. K. McComak; (Fair) Miami, Okla.; (Fair) Bentonville, Ark., 22-26.
Holly Bros.: Jasper, Ga.; Conyers 21-26.
Hottle, Buff, No. 1: *Fannie Bailey; Magnolia, Ill.
Hottle, Buff, No. 2: *Wm. H. Brooks; (Fair) Jonesboro, Ark.; (Fair) Kenneth, Mo., 21-26.
Hunt Am. Co.: (Fair) Russellville, Ala.; (Fair) Centerville 21-26.
Inland Empire, No. 1: Spokane, Wash.
Inland Empire, No. 2: Orofino, Idaho, 16-20.
Johnny's United: *Ray Jackson; (Fair) Marietta, Ga.; (Fair) Tallahassee, Ala., 21-26.
Key City: *John Chisholm; Savannah, Tenn.; Parsons 21-26.
Kile, Floyd O.: (Fair) Sheridan, Ark.; (Fair) Clarks, La., 22-26.
King Expo.: Pontiac, Mich., 16-19.
L. & L.: (Fair) Iuka, Miss.; (Fair) Jackson, Tenn., 21-26.
Lake Shore Ams.: South Whitley, Ind., 16-19; Minster, O., 22-26.
Lee Am. Co.: (Fair) Decatur, Ga.
Leeright's Midway: *Ralph C. Bowers; (Fair) Moab, Utah.

Lindle, Jack: *Anthony Arcaro; Beardstown, Ill., 14-16; Ipava 18-19 (Fair) Memphis, Tenn., 22-Oct. 3.
Luehrs' Ideal Rides: *Bill Luehrs; (Fair) Ellettsville, Ind.
Manning, Ross: *Nelson Wilkins; Rutherfordton, N. C.; Lenoir 21-26.
Marks: *Arnold Maley; (Fair) Hickory, N. C.; (Fair) Albe-marle 21-26.
Mercury: *Bob Maser; Greenwood, Miss.
Merriam's Midway: *Dale Merriam; (Fair) Scribner, Neb., 15-18; (Fair) Cozad 22-24; (Fair) Curtis 26-27.
Midway of Mirth: *Frank Lavell; (Fair) Ripley, Miss.; (Fair) McCrory, Ark., 21-26.
Mighty Interstate: (Fair) Springfield, Tenn.
Miller Am. Rides: Indianapolis, Ind., 17-20; Hartford City 22-26.
Monarch Expo.: *Earl W. Carpenter; (Fair) Russellville, Ark.; (Fair) Blytheville 21-26.
Moore's Modern: *Jack Moore Jr.; (Fair) Clinton, Okla., 14-16; (Fair) Dumas, Tex., 18-19.
Motor State No. 1: *M. Frederick; (Fair) Water Valley, Miss.; (Fair) West Point 21-26.
Mound City: (Fair) Steele, Mo.; (Fair) Palmer 21-26.
Olson: *Mrs. Ray Kramer; (Fair) Louisville, Ky.; (Fair) Chattanooga, Tenn., 21-26.
Orange Bros.: *D. R. Price; (Fair) Poteau, Okla., 16-19; (Fair) Mulberry, Ark., 23-26.
Page Bros.: *W. E. Page; (Fair) Linden, Tenn.; (Fair) Athens, Ala., 21-26.
Page Combined: *Blackey Jones; (Fair) Gainesville, Ga.; (Fair) Newman 21-26.
Palmetto Expo.: *Milton McNeace; (Fair) Durham, N. C.; (Fair) Pembroke 28-Oct. 3.
Penn Premier, No. 1: *Richard Gilman; (Fair) Fredericksburg, Va.; (Fair) High Point, N. C., 21-26.
Peppers All States: *Bob Sickles; (Fair) Butler, Ala.; (Fair) Lucedale, Miss., 21-26.
Peter Paul Ams.: *Paul Bicio; Charleston, Mo.; (Fair) Greenfield, Tenn., 21-26.
Powelson Am. Co., No. 1: *Happy Powelson; (Fair) Wooster, O.
Preil's Broadway: *Lillian Sylvester; (Fair) Goldsboro, N. C.; (Fair) Gastonia 21-26.
Raines Ams.: *Rosa Raines; (Fair) Clarksville, Ark.
Reed Am. Co.: *Fred E. Ingle; Franklin, Tenn.; (Fair) Athens, Ala., 21-26.
Reid's Golden Star: *Elmer Reid; Calhoun, Ga.; (Fair) Hartwell 21-26.
Reid, King: *Wm. R. Austin; (Fair) Springfield, Mass., 14-27.
Robinson's Western, No. 1: *George A. Roach; Waterville, Wash.
Rock City: *Mrs. Geo. Isenhower; Perryville, Ark.; DeWitt 21-26.
Rogers Bros.: *Mrs. M. L. Whiteside; (Fair) Glenwood, Minn., 17-20.
Rohr's Modern Midway: *Sun Harris; Portageville, Mo.; Marvel, Ark., 21-26.
Rose City Rides: *Dutch Schrader; Piggott, Ark.; Sikeston, Mo., 23-26.
Royal American: *J. A. Pearl; (Fair) Topeka, Kan., 14-17; (Fair) Hutchinson 18-24.

(Continued on page 80)

'Ice Capades'

Continued from page 69

into a seasoned crowd pleaser. Coming on in both halves just before closing, he has his watchers spellbound with spins and various other acrobatic maneuvers. Phil Romayne and Cathy Steele are two of several performers benefiting this time from their best material in years with adagio presentations. Jimmy Grogan, Bobby Specht, Sandy Culbertson and Helga are pleasing, while a somewhat trimmer Cathy Machado has become more vivacious with the passing seasons.

Opening spot is held by Lynn (Patsy) Finnegan, who will undoubtedly be seen more often in coming years.

In comedy segments there is a king-sized helping of fun. The Three Bruises perform artfully and at times grotesquely. Eric Waite, veteran ice comic, scores solidly with his little girl antics.

Rather than jam the ice with massed skaters in too frequent appearances, Harris this year has smaller groups coming on in rapid order, with scintillating costumes and skillful productions. The "Operama" number has sections depicting "Tosca," "Martha," "Aida" and "Rigoletto." Costumes, such as "Martha's" hunting get-ups and "Aida's" Egyptian garb, are outstanding. The eight Moiseyev ice dances feature languid-to-frantic pacing and plenty of sword waving, shouting and stamping in the Russian tradition.

"Babes in Toyland" is strictly for the kiddies and offers depictions of a host of fairytale and Disney characters. In one phase there is an excellent set of doll costumes worn by the line girls. Huge workable heads enable the skater within to manipulate her hands within the head, thus tugging the plastic face into any number of grimaces. It is a big hit for all.

Harris' sound system is stereophonic in nature and produces a superior rendition of speech and music. Again synchronization of live and recorded segments is done with precision. Milton Cross' voice narrates the operatic parts.

Credits are deservedly heaped on the entire show staff, for without dissent from the tough New York press or visiting ice show people it is conceded that Harris has contributed something of an excellence standard in his industry. There are no weak spots in the property or performing end. The Old Smoothies continue to impress with their effortless grace, Labrecque and Gibben have a brief but hilarious comic interlude, and an "Ice Cha-Cha-Cha" number has everyone on ice at once.



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CARNIVAL CONFAB

WILLIAM PERROT, assistant manager and lot layout man on C. C. (Specks) Groscurth's Blue Grass Shows, has laid claim to some kind of a lot layout record. Recently, Perrot left Jeffersonville, Ind., at 8 a.m., being driven to Louisville, where he arrived at 8:35 a.m. He grabbed an Ozark Airliner there and flew to Cape Girardeau, Mo., landing at 11:05. Chartered a plane and flew to Pine Bluff, Mo., arriving at noon. Rented a car, drove out to the lot, laid it out in three hours, flew back to Cape Girardeau where he again made plane connections at 5 p.m., landed in Louisville at 8:05 p.m. and was back in Jeffersonville by 8:35 p.m. Wonder what he did in his spare time?

The Gooding State Fair unit will play an important role on network television when it will be seen on the Coca-Cola NBC Spectacular "America Pauses for September." Hal Eifort, Gooding manager, hosted cameramen and technicians at the Indiana State Fair while they shot plenty of footage of Art Linkletter, cavorting on the fun zone. Linkletter even took over for one of the talkers for a while and it's reported he did pretty good. . . . Harvey L. Boswell, back-end show operator, says he's having a busy season with his far-flung operations. At the Maryland State Fair, Timonium, he had a Wild Life, Freak Animal and Geek unit featuring Bobbie Echo and Tom Ramsey as manager. Boswell also had Freak Animals at Palisades Park, N. J., which hit the road after Labor Day. It's managed by James R. Hudgins with Herbert W. Lewis as inside talker and also manager of the Vampire Bats in the annex. All units are now hop-scotching after the Labor Day holiday.

R. D. McCollin is back at his Midvale, Utah, home after a quickie trip to Los Angeles and other West Coast spots, where he huddled with a couple of show owners. McCollin reports his night club is doing okay and his orchestra, The Blue Valley Boys, recently cut a series of records. Also infos that his son is now 19 months old. . . . Back-end shows on Junior Schafer's 20th Century fun zone at Hannibal, Mo., included John T. Hutchen's Modern Museum, Charles Thompson's Motordorme, Clyde Davis gal unit and the Tommy Arnez Snake Show. Show had 24 rides and 45 concessions. Noted on the front end were Simmy and Inez Carroll, Roy Henderson, Steve Porter, Johnny Graves and John Francis, along with Archie Hensley who is also handling the mail and is agent for The Billboard among other duties.

★ ★ ★

Pearls from Royal American: Harold Spence left to play the Michigan State Fair, driving several thousand miles to pick up a two-headed calf for the Arnold Raybuck show there. . . . Visitors included Ida Cohen, Lou Dufour, Bob Parker, Sam J. Levy Sr., Fred H. Kressman and Joe Lynch. . . . Trainmaster Wallace Cobb suffered a stroke and is confined in a St. Paul hospital. Ray Milton, his assistant, is now in charge until Wally gets out. . . . Leon Miller, producer of the Ricki Covette Revue, was sidelined for a few days and confined to his stateroom. . . . William (Bill) Stophel, custodian of the Tampa Club, stopped off en route to Rochester, Minn., where his wife, Ella, had surgery. Ella, who is chaplain of the Tampa Auxiliary, is convalescing at the Abbott Hotel in Rochester. . . . Jerry Lea, vocalist and sharpshooter with the Johnny Mack Brown Western show, has been hospitalized but expects to be back for Topeka. . . . Dell Barfield, talker on the Bob Parker Derby, flew to Miami to pick up his wife, Nettie, and car and will drive back to Topeka. . . . Mrs. Jean Blackwell back with it after a quickie to Atlanta where she was on hand for the birth of a grandchild.

More Pearls: Mr. and Mrs. C. J. Sedlmayr Jr. flew over to the Wisconsin State Fair where Mrs. Sedlmayr visited her father, Edmondo Zacchini. . . . Billy Logsdon, talker on the Dick Best Side Show, went to Rochester, Minn., for more surgery. . . . Harold Denike back from a flying trip to California to visit his wife. . . . Mrs. Ida Jacobson hospitalized in St. Paul. . . . Mrs. Dick (Irene) Best, back from Iowa after the death of her mother. . . . Mrs. Gertrude Weiss back from Tampa after enrolling her daughter, Linda, in school. . . . Mrs. Tony Diaz entertained her sisters, Ethel and Karen from Brainerd, Minn. . . . J. P. (Windy) Lewis and Roger Finger back on the front end. . . . Bernard Demay

★ ★ ★

FLASHBACKS—15 Years Ago: Royal American Shows registered a \$128,000 ride and show gross at the Minnesota State Fair, St. Paul. . . . J. C. Weer Shows were hurt by polio at the fair in Elmira, N. Y. . . . Paul Huedepohl, manager of Jantzen Beach Amusement Park, Portland, Ore., was a visitor to West Coast Shows at Lakeview, Ore.

ROYAL AMERICAN GETS 379G AT ST. PAUL FAIR

Tops Previous High by \$33,367 Despite 5 Per Cent Gate Dip

ST. PAUL — Royal American Shows scored its biggest 10-day gross in history at the 1959 Minnesota State Fair, ending Labor Day.

C. J. Sedlmayr, president and general manager of the largest traveling show on earth, reported gross receipts reached \$379,388.30 for 11 nights and 10 days at the Minnesota fair.

This figure is nearly 10 per cent larger than Royal American's previous record of \$346,020.40 earned here at the 1958 fair. It amounts to a gain of \$33,367.90 over 1958.

Sedlmayr said he is certain that this year's total could have reached \$400,000 if it hadn't been for rain and low temperatures during the three-day period from Tuesday, September 1, thru Thursday, September 3. Extremely hot weather and high humidity readings on two final days also cut into the potential gross.

Royal American's substantial gain was made despite a dip of 5 per cent in outside gate attendance at the 1959 fair.

Dick Best's Congress of Strange People once again was the leading money-taker. The Ricki Covette Revue was in second place, only \$927 behind the freak show. Harlem in Haven placed third among the dozen shows touring with Royal American.

The Wild Mouse headed the list of riding devices in total gross. The Ferris Wheels were in second place.

Sedlmayr said the Kiddieland rides also showed a large gain. Kiddieland has been increasing every year in popularity.

The mammoth railroad show de-

parted Labor Day night for Topeka, Kan., and its next stop at the Kansas Free Fair.

Visitors to the midway at the Minnesota State Fair included: Wilfred Walker, Canadian Lakehead Exhibition, Fort William, Ont.; Maurice E. Hartnett, Calgary Exhibition and Stampede, Calgary, Alta.; J. C. Huskisson, Florida State Fair, Tampa; William Carsky, pres-

ident of the Showmen's League of America, Chicago; Ida Cohen, Chicago; Lou Merrill, general manager of the Western Fairs Association, Sacramento, Calif.; Andrew Hanson, secretary of the All-Iowa Fair, Cedar Rapids, Ia.; Dan Thurber, North Montana State Fair, Great Falls, Mont., and Joe Monsour, secretary of the Louisiana State Fair, Shreveport.

Rain on Eight Days Hits PNE Fun Zone

VANCOUVER, B. C. — Midway business at the Pacific National Exhibition, which opened auspiciously the first three days with a gross that pointed to an all-time high, was all washed up with eight days of rain out of the 14-day run when the last light went out Labor Day night.

Jerry Mackie, president of Playland Amusement Park, which operates the midway has been playing the PNE midway with concessions the past 30 years. In his words, "this year's weather was the worst I have ever experienced during my long time association with the PNE. Our business is about 40 per cent under 1958."

Concessions on the fair grounds proper, with 29 novelty stands put in by Whitey Monette and 41 food and juice joints, were all down from 25 to 50 per cent in some

cases. Some drink joints, unable to peddle their thirst quenchers owing to the cool wet weather, switched to hot dogs and hamburgers.

Of the 45 combined major and kiddieland rides, the Coaster held the lead to the finish with the Mad Mouse and Skooter each in second place at different times.

Dagmar, Issy Walter's girl show finished first with Pete Kortess Ten-in-One a close second to lead the five back-end units.

Dolly Young With Glades

CINCINNATI — Mrs. Dolly Young announced last week that she has returned to Glades Amusement Company as business manager, a post she has held with the show for the past five years during its Florida dates.

GOLD MEDAL shows

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RIDES: Will book Round-Up, Scrambler, Paratrooper and Scooter. Lloyd Burge, contact us.

SHOWS: Have complete outfit for Side Show and Jig Show. Leonard Duncan, get in touch. All other family-type shows open.

RIDE HELP: Can place A#1 Ride Superintendent for year around work to handle 16-Ride Show. Can always use first-class Ride Help.

Contact JOHNNY DENTON, Lawrenceville, Georgia, this week.

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CONCESSIONS: Legitimate Concessions, Hanky Panks and Fish Bowl. Choice space on the pavement still available.

RIDES: Dark Ride, Roundup, Kiddie Rides, Rockoplane and Caterpillar. Any Rides not conflicting.

SHOWS: Grind Shows, Monkey Show.

Contact: PAT REITHOFFER, Shrine Acres, Dallas, Pa.

Phone: Orchard 4-4986

Mr. and Mrs. Roland Smith, owners of Smith Amusement Company, will again hit the road this season. For the past several years their rides have been at a Lawton, Okla., park, but this year they've signed to provide rides, shows and concessions at the Lawton Free Fair, September 14-19. Two of

(Continued on page 78)

Charlie Byrnes

Conklins Run 43G Ahead in 13 Days Despite CNE Lag

Expect Total to Reach \$750,000; Wild Mouse Leads; New Rides Score

TORONTO—Higher per capita spending enabled the multi-unit Conklin midway to overcome hot, humid weather and lower Canadian National Exhibition attendance thru Wednesday (9), the 13th day of the 16-day CNE.

At the close of business then, the Conklin gross was about \$43,000 ahead of the same point last year, when the midway for the full 16 days turned in a ride and show take of \$707,000. Goal of J. W. (Patty) Conklin for the '59 operation was \$800,000. With three days to go, Conklin saw little likelihood of hitting the figure but was pleased at the remarkably strong showing of his operation in the face of unfavorable weather and the lower CNE attendance. He estimated that the midway would finish with a gross of about \$750,000, which would be substantially

higher than last year's record. Per capita spending, he noted, was up almost 10 per cent over last year. Greater earning power of his attractions played a big part in upping this spending. His line-up numbered no fewer than 27 major rides, 24 kiddie rides and 5 shows.

A new single-day high for ride and show receipts was set on the first Saturday, when the gross was \$84,182. This topped the previous \$83,866 peak, set on the same day last year. Kids' Day, the first Monday, also produced a new record, \$66,132 vs. 64,331, established last year. The Kiddieland alone accounted for a gross of \$75,720 in the first 10 days.

Outstanding among grosses of individual attractions was the take of the Wild Mouse. It turned in a peak day of \$5,044 and a first 10-day gross of \$36,118.95. The ride went at 35 cents per ride.

Two Scramblers, with rides at 25 cents per, grossed \$25,529 in the first 10 days. In the same period two no. 16 Ferris Wheels, sitting in the same location as they have for 12 years, bagged \$19,262 and a Twister in the first 10 days grossed \$9,947.

The Flying Coaster, invented by Norman Bartlett and manufactured by Lowell Staff of Amarillo, Tex., worked behind a 25-cent price and grossed \$14,449 in the first 10 days. A Silly Lilly, made by Philadelphia Toboggan Company, also working behind a 25-cent price, grossed \$6,481 in the same period.

The Himalaya, th French ride imported by Conklin, grossed \$15,712 in nine days of action. The Allotria, Swiss Funhouse, brought over by Conklin, grossed \$28,773 in the first 10 days.

Other new imported attractions presented included four kiddie rides none of which is priced at over \$8,000. One of these has six helicopter cars, another has three fire trucks and three small cars modeled after the Mercedes, with each truck and car having a six-person capacity. One has 16 individual automobiles and six motor bikes and the other has six boats (on wheels) which rock up and down and sidewise.

Lou Dufour's Side Show was the top money-getter among the shows. Next in order were the Girl Show, produced by Chick Schloss; Glenn Porter's Monkey Show, Dufour's Mankiller Show, and a pit show. Conklin cut the number of shows by one from last year and said he plans to reduce the number of such attractions to four next year.

Conklin put in considerable time during the second week of the operation, hosting visiting showmen and park operators, the latter turning out in force for the late summer meeting of the National Association of Amusement Parks, Pools and Beaches. Among visitors, besides parkmen, were C. J. Sedlmayr, of Royal American Shows; Hank Shelby, secretary of the Showmen's League of America, and Maurice E. Hartnett, Bert Morrow, and Tommy Mac Leod, managers, respectively of the Calgary Stampede, the Pacific National Exhibition, Vancouver, and the Regina (Sask.) Exhibition.

KEENE, N. H. — Inclement weather cut attendance all four days of the Cheshire County Fair, Charles Farmer, vice-president, reported.

Rain hit the big Sunday which featured horse pulling, tractor pulling and a horse show.

A. of A. Preps For Trenton; Leighton. Off

Labor Day Fair's Spending Curbed By Steel Strike

HONESDALE, Pa. — Some 36 rides and 15 shows will be assembled on the New Jersey State Fairgrounds next week when Amusements of America makes its first appearance there. John Vivona is spending the week at Trenton, preparing the lot. Some Vivona units and many independents will set up in advance of the Sunday (20) opening.

Business continues satisfactory. Following the split week at Gilbert and Schuylkill Haven, Pa., were the seventh visit of the show to the Firemen's Jubilee in Matamoras, Pa., then the Labor Day fair in Leighton, where earnings trailed 1958's by several percentage points thru mid-week.

Leighton opened Sunday (6) with a gross virtually equal to the previous year. The holiday itself was kids' day and with the front gate being off several dollars — about \$40, the fair reported — ride and show receipts were off about the same. A. Hymes joined for several weeks with novelties, scales and age. Henry Vonderheid joined with a Snake Show, and added a Gorilla Show here.

Newcomers also include Bob Burton with his Wild Life. Leighton was not expected to produce any bonanza because of the steel strike, but a nice week was in the cards, nonetheless.

Following Trenton comes the Southern route, with a new fair in Charlottesville, Va., breaking the long jump. Statesville, N. C., comes next. In Charlottesville are Bob Halleck, working ahead of the show, and local attorney Walter Smith, both developing plans for exhibits and local participation.

The show is working kiddieland tickets at seven for \$1 at all times except kids' days, or 20 apiece. For kids' day the prices are 10 for \$1 or 15 cents apiece. The main carnival marquee is used as a kiddieland front at fairs.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

SEPT. 22-26
Kingwood, W. Va.
Buckwheat Festival
Can place Hanky Panks and Direct Sales.

SEPT. 23-26
Gahanna, Ohio
V. F. W. Fair
Can place Hanky Panks, Floss and Foot Longs.

SEPT. 23-26
Jackson, Ohio
Apple Festival
Can place Hanky Panks and some Direct Sales. Snow, Floss, Apples sold.

SEPT. 28-OCT. 3
Prestonsburg, Ky.
Lloyd County Fair
Can place Hanky Panks and some Direct Sales. Corn, Apples, Floss sold.

SEPT. 30-OCT. 3
Mitchell, Ind.
Persimmon Festival
Can place Direct Sales only. No Games.

OCT. 7-10
Ironton, Ohio
Festival of the Hills
Can place Hanky Panks and Direct Sales.

WRITE AT ONCE **GOODING AMUSEMENT CO.**
1300 NORTON AVENUE R. G. CASHNER, Conc. Mgr. COLUMBUS 8, OHIO

VIRGINIA STATE FAIR

RICHMOND, VA., SEPT. 24 TO OCT. 3

GREENWOOD FAIR

GREENWOOD, S. C., OCT. 5 TO 10

CAN PLACE: Can book any new Ride not conflicting.

SHOWS: Can place all worthwhile Grind Shows not conflicting. What have you?

CONCESSIONS: Can place all legitimate Merchandise Concessions.

Positively no exclusives at fair.

Can place Glass Pitches for balance of season.

All fairs until middle of November at Jacksonville Fair. Gator Bowl, Jacksonville, Fla.

All Address

CETLIN & WILSON SHOWS

Reading, Pa., until Sept. 19.

BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

WANT FOR GASTONIA, N. C., FAIR, SEPT. 21-26.—GREAT FREDERICK FAIR TO FOLLOW, SEPT. 28-OCT. 3

CONCESSIONS: Age & Scales, Novelties, Eating & Drinking Stands, Long & Short Range Galleries, Glass & Bear Pitches, Photos.

RIDES: For Frederick. Scooter, Paratrooper, Kid Rides, Live Pony Ride, Coaster and Wild Mouse.

SHOWS: For Frederick. Side Show with own equipment, Minstrel Show, 2 Girl Shows, Snake Show, Fun House. King Reid, get in touch.

HELP: Ride Help, semi-drivers preferred.

All answer: **PRELL'S BROADWAY SHOWS**

Phone Fair Office, Goldsboro, N. C.

GLADSTONE EXPO SHOWS

PARAGOULD, ARK., SEPT. 21-26—CLEVELAND, MISS., SEPT. 28-OCT. 3—JACKSON, MISS., OCT. 12-17

FAIRS

THEN SHOPPING CENTERS

CONCESSIONS: Stock Concessions of all kinds, Fish Pond, Basket Ball, Age & Weight, Photos, Novelties, Balloon Dart, Bear Pitch, Penny Pitch, Jewelry, etc. Paul H. Miller wants Alibi and Hanky Pank Agents.

WANT RIDE HELP: First and Second Men on all Rides, Wheel, Jenny, Tilt, Octopus, Rock-O-Plane, etc.

SHOWS: Girl, Snake, Monkey, Fun House, Grind Shows of all kinds, come on.

RIDES: Want set of Kid Rides, three or more, none on show now, also major ride for Cleveland and Paragould. Contact

F. O. POOLE,
Owner-Manager

J. L. OLIVER,
Asst. Manager

J. O. GREEN,
Agent

at Fordyce, Arkansas, this week

PALMETTO EXPOSITION SHOWS

Want for Durham, N. C., White Fair, September 21-26.

Razzle, Skillo, Buckets, Swinger, etc. Place Hanky Panks of all kinds. Whitey Fowler wants Agent for Peek Store, Buckets, Count Store and Six Cats. Three more fairs to follow. Jack Martin, wire Al Edwards. Can use good Ride Help—own Octopus, Swing and Kiddie Rides. All replies to **WHITEY FOWLER,** Durham, N. C., Colored Fair, this week; Phone 2-3252.

MADISON, N. C., FAIR, WEEK SEPT. 21-26

Want Popcorn, Candy Apples, Snow Cones, Candy Floss, Pitch-Till-You-Win, Glass Pitch, Bear Pitch, Hoopla, Fish and Duck Ponds, Basket Ball, Swingers, Photos, Grab, Ball Games, Caunt Store and Balloon Darts. Want Girl Shows, white and colored; Monkey Show, Side Show and Wildlife. Want Ferris Wheel Foreman, Little Dipper Foreman, general Ride Help and Truck and Tractor Drivers.

All replies **GEORGE CLYDE SMITH SHOWS**

Farmville, Va., Fair, this week; Madison, N. C., Fair, next week.

GIVE TO DAMON RUNYON CANCER FUND

Gooding Grosses Up 15-20 Per Cent At Indianapolis

Labor Day Weekend Yields \$\$; 40 Rides, 17 Shows on Fun Zone

INDIANAPOLIS—The Gooding Amusement Company State Fair unit piled up ride and show grosses that were between 15 and 20 per cent ahead of 1958 at the Indiana State Fair last week.

The unit, managed by Hal Eifort got off to a strong start, racked up big earnings over the weekend, then fell off. The day after Labor Day was light from the attendance standpoint. On Wednesday, threatening weather and rains that started late in the afternoon, kept people away. Thursday (10), Farmers' Day, however, produced good crowds and late on that day, carnival officials were looking for a total increase of somewhere between 15 and 20 per cent.

The show had one of the largest line-ups of rides and shows ever at this fair. In all there were 40 rides, including three Ferris Wheels, two Tilt-a-Whirls and two Merry-Go-Rounds, one a three-abreast, the other two-abreast. The Mad Mouse made its first appearance here and it, along with the Wheels, Dodgem, Scrambler and Flying Coaster, were in the top money department.

A total of 17 units were on the back end. Included were the Joy Purvis revue, Eddie Dean and the Western Show, Silas Green from

New Orleans, Charlie Hodges' Side and Fat Shows, Jack Hatcher's Motordrome, Harvey Wilson's Glasshouse, Tio Zacchini's Dark Ride and Funhouse, Jansen's Space Ship, Sailor Katzy's snakes, Mark William's Vampire, J. Cook's animals, Sylvia Warren's Arcade, and monsters, horses, illusions and dogs brought in by R. A. Migrothy.

Eifort was operating out of the show's new office wagon here which is mounted on a 34-foot special constructed semi. It is paneled on the outside with Greyhound bus-type aluminum paneling and the inside is lined with Japanese sima wood. It is air conditioned and has wall-to-wall carpeting, carries 400 gallons of water in stainless steel tanks, has refrigeration and an intercom system similar to those used in theater box offices.

Show closed in Sedalia on a Sunday night and was ready for the following Tuesday evening preview here after a 500-mile trek with no difficulties.

On Tuesday evening (1) the show hosted members of the fair board, television, radio and newspapers at a party attended by 85. A steak dinner was served by a caterer and the guests enjoyed a show with acts from the various back-end units.

Wade Gets \$202,523 At Detroit Fair

DETROIT — Reversing the downward trend of the past two years, the W. G. Wade Shows midway grossed \$207,523.36 in the first six days of the Michigan State Fair—a healthy increase of 17½

per cent over last year's \$176,613.46 the same period.

Unseasonably hot weather for all six days—around 90 or above daily, and 80 at night—proved a stimulant at first and then hurt business, as crowds stayed away because of heat. Despite the numerous special inducements offered Tuesday on Children's Day, juvenile attendance was clocked as well under last year's 36,160.

Sunday, however, was a red one, grossing \$56,372.90, setting an all-time second high, exceeded only by the corresponding day's gross of \$58,168.21 in 1956.

Top gross honors went to three Dows units—Sky Wheels, Giant Coaster and Wild Mouse, in that order. The Sky Wheels went 50 per cent above last year on opening day, and took in \$4,612 at 50 cents on Sunday—within \$32.50 of the all-time record of \$4,644.50 for this ride, set on the same midway on opening Sunday in 1950.

The other top-grossing rides in order were: Edwin Ingalls' Scrambler, Wade's Tilt-a-Whirl, Duane Steck's Bubble Bounce and Hurricane, and Jerry Reid's Paratrooper.

Top grossers among the shows were: Archie McAskill's Hell's Belles, Harry Swank's Hilton Twins Revue, Joe Sciortino's Scandolls and Cardiff Giant; Arnold Ray-buck's Two-Headed Calf, and Hubert Bennett's Little Man.

The Hilton Sisters Revue suffered a setback when the Siamese twins entered Mt. Carmel Mercy Hospital Sunday night for a hernia operation upon Daisy.

Wade brought in a record number of 48 major rides—24 major and 14 kiddie units—for their eighth consecutive stand at the Michigan State Fair, plus 20 shows.

Culpepper, Va., Wet One for G. C. Smith

FRONT ROYAL, Va. — Culpepper (Va.) Fair was a wet, altho fairly profitable, week for George Clyde Smith Shows. Monday night (24) was lost to rain, as was the Saturday matinee.

The lot drained well and Saturday night turned out okay, getting in some decent business between rainfall, as it rained once more the following day. The shows' new winch truck got a workout, freeing the transformer truck and several house trailers.

Larry Saunders joined with his Topaz show, but closed Friday night, as did Mike Sabor, with popcorn and apples. In Winchester, Va., preceding Culpepper, several King Bros. Circus trucks pulled onto the lot while Smith was departing.

The show was saddened Tuesday morning (1) when Nettie Howard, wife of kiddieland foreman Pete Howard, was found dead in bed after a prolonged illness. Popular among all on the show, she was buried the following day in Luray, Va.

BLUE GRASS SHOWS

TRI STATE FAIR, CORINTH, MISS., SEPT. 21-26. FOLLOWED BY THE BIG HUNTSVILLE, ALA., FAIR, WEEK SEPT. 28-OCT. 3. TRULY THE BIG MONEY SPOT OF THE SOUTH.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, High Striker, Age and Scales, Short Range, Derby, Lamp, Bear and Glass Pitches, Names on Hats, Auction, Grab, Custard, Ice Cream on a Stick, Direct Sales and catering concessions of all kinds.

RIDES: Round-Up or Paratrooper for Huntsville and balance of season. Can also place two factory built non-conflicting Kiddie Rides for Huntsville, ONLY.

SHOWS: Will book one big outstanding money getting attraction for Huntsville.

HELP: Foreman and Second Men for all major rides, Second Men to work top for twin wheels.

All wires or phone calls to C. C. GROSCURTH, BLUE GRASS SHOWS

Cape Girardeau, Mo., all this week. Phone in office.

BUFF HOTTLE SHOWS

DELTA FAIR AND LIVESTOCK SHOW, KENNETT, MO., SEPT. 21-27 — 7 BIG DAYS AND NIGHTS. 65,000 ATTENDANCE. PARADES, THRILL SHOWS, RACING, GRAND OLE OPRY. WITH TOP LOUISIANA MONEY FAIRS TO FOLLOW.

SHOWS

Want 10-In-1 Side Show, Monkey Show, Motordrome, Mechanical, Illusion Show or any Family Type Show. Also need Penny Arcade. No Girl Shows.

CONCESSIONS

Scales and Age, Hi-Striker, Custard, Pronto Pups, Pitches of all kinds—Bird, Pottery, Lamp, Spot Bear and Hoop-La. Also Stock Concessions of all kinds. Novelties open for Kennett.

SHOW COOKHOUSE OPEN FOR BALANCE OF SEASON

HELP

Top wages to Foremen and Second Men who can drive and stay sober, and be an asset to our organization. Long season to those who qualify.

All Replies: ROMEO DUNN, MGR.

Fairgrounds, Jonesboro, Ark., this week (Phone in Office)

CAPITAL CITY SHOWS

Want for NORTHEAST CALHOUN COUNTY FAIR, PIEDMONT, ALA., Sept. 21 thru 26

2 Big Kid Days. This is one of the best county fairs in Alabama, followed by the best fairs in Georgia until Nov. 13: Tri-County Fair, Manchester, Ga.; West Central Georgia Fair, Thomaston, Ga.; Colquitt County Fair, Moultrie, Ga.; Coastal Plains Fair, Tifton, Ga.; Dodge County Fair, Eastman, Ga., and South Georgia Fair, Valdosta, Ga.

CONCESSIONS: Long and Short Range, Bear, Glass, Bird and China Pitches, Diggers, Custard, Novelties and Stock Concessions of all kinds. JACK ELAM wants Bingo Help. HARRY SHAW, contact. V. L. COLLIER wants Alibi Agents. C. C. MILLER wants Countertermen for Cookhouse.

SHOWS: Side Show, Monkey, Big Snake, Fat Show or any family-type Show with own equipment. No Ding Shows. Want Manager for Girl Show. Must take orders and have own P. A. set and wardrobe. BILL CHALKIAS and REX BARNES, contact.

RIDES: Scooter. Mr. Burge, contact. No other rides needed.

HELP: Man to handle GMC searchlights, Foremen for Sky Fighter and Allan Herschell Water Boats, Second Men on all rides who drive semis; good, sober Show Painter. Must be good as I want the best.

All replies J. L. KEEF, c/o Western Union, Dalton, Georgia

WHITESIDE CONCESSIONS WANT

Can place sober, capable Grind Store Agents. Also Wheel Agents, Hanky Pank, Alibi and percentage Agents. All replies Lordsburg, New Mexico, this week; Douglas, Ariz., next week.

UNCLE JOE'S AMUSEMENTS WANTS

Ride Help: Experienced Wheel Man for No. 5 Ell; Foreman for new 30-ft. Merry-Go-Round. Also Help on other Rides. Concessions: Will book Hanky Panks of all kinds not conflicting with what we have. One of a kind only. For the following Fairs: Italy, Sept. 18-19; Clifton, 23-26; Navasota, Sept. 30-Oct. 3; all Texas. Contact JOE SEABOALT, Owner

WANTED SEPT. 21-SEPT. 26

Fish Pond, Ball Games, Popcorn, Hanky Panks all kind. Woodland Ave. and Long St., Columbus, Ohio; Tarlton, Ohio, on streets, to follow.

BLUE VALLEY SHOWS

2720 Parsons Ave. Columbus 7, Ohio

GOING LIKE HOT CAKES

The New Straight Nail Spindle, guaranteed, flash your best, \$125.00. Sent on six days' trial. Handled in Chicago by H. C. Evans and Frisco Pete also.

LOUIS BOYCE

(Inventor-Manufacturer) Nevada 8-3322. 3956 West End Avenue, Chicago 24, Ill.

O.C. BUCK SHOWS

WANT FOR ROUTE OF OUTSTANDING FAIRS

Rocky Mount Agrl. Fair, Rocky Mount, N. C., Sept. 21-26. Followed by Sanford, Greenville and Washington, N. C., South Boston, Va., and Carthage, N. C. Will place Arcade or any worth-while outstanding Grind Show. Will place Girl Show for South Boston, Va., week Oct. 19-24. Want Merchandising Concessions of all kinds, Eating and Drinking Stands, Age & Scales, Jewelry and Hanky Panks.

All answer O. C. BUCK, Salisbury, N. C.

PAGE COMBINED SHOWS

Want for Newnan, Ga., Fair, Sept. 21-26, followed by Dothan, Ala., Fair

CONCESSIONS: Grabs, Custard, Snow Cones, Novelties, Hanky Panks, Derby Racers and Arcade. **SHOWS:** Wildlife, Big Snake, Glass House, Motordrome. Good opening for Side Show with own equipment. **RIDES:** Roundup, Paratrooper, Mad Mouse, Pony Cart and Tank Ride and any new and outstanding Kiddie Rides. Ride Help who have license and drive, on all rides.

All replies to BILL PAGE, Gainesville, Ga., Fairgrounds.

A-1 AMUSEMENTS

Want for East Prairie, Mo., Sept. 14-19 followed by Gideon and Lilbourn, Mo.

And a long string of Fairs and Celebrations. Can place Photos, Fish Pond, Bumper, Pitch-Till-You-Win, Milk Bottles, Glass Pitch, Scales and Age or any non-conflicting Shows working for stock. **HELP:** Can place Foreman for new Round-Up and Second Men who drive and have license. Long season, good wages. Contact JOHN HANSEN, Mgr., East Prairie, Mo., this week.

FAIR TIME SHOWS, INC.

HELP WANTED FOR ALL RIDES

LOS ANGELES COUNTY FAIR
POMONA, CALIF., Sept. 18-Oct. 4

SAN BERNARDINO CO. FAIR
VICTORVILLE, CALIF., OCT. 6-11

(Concessions that do not conflict)

FAIR TIME SHOWS, INC., Olivia Waldron, Pres.
P. O. Box 1705 Santa Ana, Calif.

Chet Barker
General Manager

Red Dauer
Concession Manager
2542 N. San Gabriel
South San Gabriel, Calif.

HUNT AMUSEMENT CO.

WANTED FOR THE FOLLOWING FAIRS

Russellville, Ala.
Sept. 14-19

Newton, Miss.
Sept. 21-26

Opelika, Ala.
Oct. 5-10

Centerville, Ala.
Sept. 21-26

Yazoo City, Miss.
Sept. 28-Oct. 3

Robertsdale, Ala.
Oct. 12-17

AND OTHERS TO FOLLOW

RIDES: Any major Ride not conflicting such as Roll-O-Plane, Rock-O-Plane, Flying Coaster, Paratrooper, Spitfire, Round-Up, Scooter, Chairplane, or others. Can book Merry-Go-Round for Newton, Miss.

SHOWS: Will book worthwhile Shows, Want Arcade. Will book Diggers and Derby Racers.

CONCESSIONS: All Straight Sales open except Cotton Candy and Candy Apples. Want Long and Short Range Galleries. Basket Ball open. All Hanky Panks open. WILL BOOK FLASHY BINGO FOR ALL FAIRS.

HELP: Need first-class Wheel Foreman who knows his job. Top wages for right man. Want Ride Foremen and Second Men, who drive semis and have chauffeur's license, in all departments. All winter's work.

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT FOR FLORENCE, ALA., FAIR NEXT WEEK—25th ANNIVERSARY. SILVER CADILLAC GIVEN AWAY MONDAY NIGHT, SEPT. 21; FOLLOWED BY LAWRENCEBURG, TENN., FAIR.

CONCESSIONS: Want Hanky Panks of all kinds, Glass Pitch, Pottery Pitch, Prize-Every-Time Concessions, etc.

RIDES: Will book major rides not conflicting.

WANT MAD MOUSE FOR FLORENCE, ALA.

SHOWS: Place any family-type Grind Shows, Motordrome, Monkey Show, etc. Contact BUD DAVIS, Fayetteville, Tenn., this week. Phone in office.

BYERS BROS.' SHOWS

Six weeks of Louisiana Fairs—Coushatta now; Natchitoches, Leesville, Rustin, Many, Farmersville. Out until Christmas with Number Two Show.

CONCESSIONS: Cookhouse, Photos, Long and Short Range, Duck Pond, Glass Pitch, High Striker, Six Cats. **SHOWS:** Family type except Big Snake and Funhouse. **HELP:** Can use Ferris Wheel Operator. **RIDES:** WILL BOOK OR BUY 12-car Dodge, must be A-1.

All replies CARL BYERS, Mgr., per route

AGENTS

For Seven or Eight Fairs.

Pin Store, Count Store, Hanky Panks and Nickel Roll, also Roughie. Willie Schneider, contact Tom Mooney.

WHITEY BOATWRIGHT
Sheridan, Arkansas

GRATZ, PA., FAIR, NEXT WEEK, SEPT. 21-26

Can place all types of Concessions including Food Stands. Shows of any kind will be placed.

ALL AMERICAN SHOWS COMBINED WITH BEAM'S ATTRACTIONS

on the midway.
Address all communications to STEVE DECKER, Millersburg, Pa., this week.

CONCESSIONS

Can place a few more Merchandise Concessions for WOODLAWN FESTIVAL, INDIANAPOLIS, Sept. 17 thru 20, and HARTFORD CITY FALL STREET FAIR, Sept. 22 thru 26.

TOM L. BAKER

2235 Ransdell St. Indianapolis, Ind.
Phone: STate 7-1711

CARNIVAL CONFAB

Continued from page 74

their kid rides were damaged when a tornado struck the park but no one was injured. . . . Bill Stacy, who has bingo on the Art B. Thomas Shows, has a second one on Happyland Shows. His No. 1 game couldn't operate in Colorado and Kansas so Stacy went elsewhere but is set to rejoin Thomas. . . . Bob Alsobrook is playing fairs in Mississippi and Louisiana, with his Mercury Shows assisted by Bob Meyers. . . . George Jones has his concessions on the Bill Hames midway. George Golden has also moved his joints from Royal United to Hames.

Jack Edwards, former general agent with a number of Texas shows, now with the Gulf Coast Trading Company in Aransas Pass, Tex., was elected commander of the American Legion Post in that city. En route home from a recent business trip, Edwards stopped off in Oklahoma City and visited Harold Brought, and visited in Andarko, Okla., with Bob Hammond, owner of the shows bearing his name, and his business manager, Keith Chapman. Also Tommy Tidwell, owner of T. J. Tidwell Shows. . . . George Leonard, publicity man on World of Pleasure, is sporting a new automobile on his rounds of newspaper, radio and TV stations.

Little Known Facts: It's been revealed where Wyman W. Moser got his name—Skobie. Some 45 years ago, when his dad had the Central States Shows and it was playing Scobey, Mont., the young Moser was taken fishing by another oldtime showman. The oldster, and Harry Lucas, named young Moser Skobie, after the town the show was playing and dunked him in the river that flows thru the town. The name has stuck thru all the years and he and his brother, Malcolm, operate Central States Shows with the help of their widowed mother, Mrs. T. M. (Granny) whom they credit with being the guiding light of the show. . . . Another show owner who credits his mother with his success is W. T. (Tubby) Hale, who says Hale Shows of Tomorrow couldn't go without the advice of Mrs. Fern M. Hale.

Frank Joerling

Frank J. Kuba, veteran concessionaire of Dupont, O., who in recent years was with Myers' Refreshment Concessions, is in the surgical ward of Veterans' Hospital, Fort Wayne, Ind., and would like to hear from friends. . . . Lola Conklin has joined the Lisa and Robi Del Mar show on the Gem City Shows as annex attraction. Duke Scott, manager and talker, and Veronica Lane have rejoined the show after a month's vacation in Sioux City, Ia. . . . Cliff Patton, former Side Show and girl show operator and recently with the James E. Strates Shows, is a patient in J. E. Adams Memorial Hospital, Perrysburg, N. Y., reports Mrs. Mae Patton. He will be there for at least three years and would appreciate mail. . . . Mrs. Maria Johnston is back in Los Angeles after spending two weeks with her daughter, Mrs. Charles McCarthy, wife of the manager of the American Funland Shows. On September 2 the McCarthys were guests of show personnel at a supper at which their 14th wedding anniversary was observed. . . . En route to Crawfordsville, Ga., the truck and house trailer of Mr. and Mrs. Charles Asher overturned near Winona, Mo., wrecking both. The Ashers were uninjured.

Notes from William T. Collins Shows: Visitors last week included Bill and Marilyn Bonnell; Sheri Lynn, of the Art B. Thomas Shows,

en route to Huron, S. D., and Jess Richards, for many years with Thomas Joyland Shows, who called on Bill and Mickey Hanson. Show children returning to school last week included Candy and Judy Jones, daughters of Mr. and Mrs. Johnny J. Jones Jr.; Bob Burns, son of Mr. and Mrs. G. N. Burns, who flew to Jamaica, and Michael Collins, who celebrated his 11th birthday with a party on the eve of his departure. Scotty and Elaine Scott announced the marriage of their daughter, Toni Elaine, to Jules Catarzi in Youngstown, O., September 4. Al Schneider

Buck Show doings: Visitors to the O. C. Buck midway have been Mr. and Mrs. Bernard B. Allen, of World of Mirth Shows; Bob and Archie Turner, of the Elmira, N. Y., Fair; Jimmy Stabile, Bernie Renn, Ben Hoff and Bligh Dodds, of the Gouverneur, N. Y., Fair. . . . Nick Bozinis, of the Strates Show, visited with Roy Peugh, Mr. and Mrs. E. J. Clarke and daughter, Barbara, of Montreal, weekended with their son and daughter-in-law, Mr. and Mrs. Lou Clarke, concessionaires. . . . Harry Witt is doing a nice job with his flashy new Fun House. Chet Batchelor, mechanic, had a house trailer accident en route to Malone, N. Y., when a spring and axle broke, causing a blowout in the rain, and his wife wound up with a severe facial cut. Wayne Moorehouse, Octopus foreman, ought to be off the crutches soon. He smashed a toe and had to have it amputated. . . . Jovial Jimmy Quinn, legal adjuster, is looking forward to Southern fried chicken for eight weeks, following a successful season up North. Harold (Skim) Dillingham is back with Bill Beldock. John (Mickey) McBride, after being hospitalized at Gouverneur, returned to his concession at Malone, but couldn't last the week and took up residence at the Hotel Troy in Troy, N. Y. . . . Many of the school-age kids with Buck returned to the classrooms after the fair in Bath, N. Y. Included were Karin Peugh, Skipper Beldock and others.

Pallbearers for Nettie Howard, wife of George Clyde Smith's kid-dieland foreman, were Eddie Ryan, Tex Edmonds, Curley Edmonds, James Carroll, Tony Cristiani and Lonie Dare, according to F. A. Norton. Mrs. Howard died September 1 after a long illness and was buried the next day in Luray, Va. . . . Visiting the Maryland State Fair midway of Dave Endy were fair men Joe Johnson, of Manassas, Va.; Mr. Cunningham, of Hagerstown, Md.; Harry Barton, of Cumberland, Md.; Ed Leidig, of Allentown, and delegations from Gaithersburg and other Maryland fairs, plus local folks like Archie Rothbard, of Kravitz & Rothbard; Norm Shapiro, of Globe Poster, and Mike Goldstein. Irwin Kirby.

Orville N. Crafts celebrated his birthday during the California State Fair & Exposition in Sacramento Tuesday night (8) with a party at Johnson's Del Prado restaurant. On hand for the cocktail party followed by a steak and champagne dinner were his wife, Eleanor; Ted and Renee Rosequist of the State Fair; L. G. and Jane Chapman, Foley & Burk Shows; Harry Myers, West Coast Shows; Roger Warren, Crafts show manager; Frank and Charlotte Warren, Golden Gate Shows; Mrs. Hoppy Schiller, Jack and Betty Kent, Crafts Shows; Bill and Jewel Hobday, mentalists; Ernest and Flossie Fitzgerald, Foley & Burk Shows; George Bryant, arcade operator; Alex Freedman,

(Continued on page 80)

TINTYPE

Cigar-Smoking Op Says He's Available

TO TALK with Harry Weiss you have to dodge the cigar puffs. . . . When not sleeping, eating, smoking or otherwise relaxing, he's the bingo man on Prell's Broadway Shows. Now 53 years old, he has a name synonymous with the well-known corn game.

As younger brother of Big-Hearted Bennie Weiss, likewise no slouch in the bingo game, Harry spent 10 years developing an acquaintance with the business before stepping out on his own. . . . The game's the same today (he had his own unit in 1942) but prices are different and so are prizes. Harry's still the same, tho—still unmarried.

That doesn't mean he isn't available or willing, he cracked in West Lanham, Md. . . . "I'm always



HARRY WEISS

available. I'm the most available bridegroom there is. Send all prospects right over."

Born December 23, 1906, in San Francisco, six years later than Ben. . . . Family moved from there to Brooklyn, where his father ran a riding academy. . . . Ben was active when young, and had 20-30 concessions in 1926. When he went into bingo in 1932, Harry went along.

After a year on the road Harry took sick. . . . Was out of action for five years. Still puffing away, Harry reflected on a career that has been 50 per cent business 50 per cent social. . . . Between business, gambling and romance, he complains—as tho seeking sympathy—who has time for marriage? "I'm just too busy!"

In 1942 Harry felt the time for tutoring had passed, and took a bingo on the Endy Bros.' Shows. . . . Has also been with John Marks, Harry Hennies, Johnny T. Tinsley, and Prell. . . . "Bennie's 'Big-Hearted Bennie' and I'm 'Good-Natured Harry'" he grins,

sending up a cloud of stogie smoke.

Marriage has been one of his pet subjects. Someone's always after him with some eligible friend or relative. "That's wonderful, wonderful," he muses, "but I'm too busy. Between t' horses in Miami and the Continental games in Hot Springs, it's too rugged a pace for most girls." It's always "girls," never "women." . . . That's because we never grow old, he notes.

History: Bennie broke his brother in at Gerardsville, Pa., in 1926. . . . J. was April, on McCarthy Greater Shows. "V'hat a lousy spot. What a lousy season." But there have been good ones. . . . Harry has maintained a close friendship with many business friends, cites Jack Ruback, M. Shapiro the merchandise house.

Cites Sam Prell, with whom he's been for three years. He don't kick, he says, and he meets the most important Prell requirement: "I play pinochle and drink plenty coffee." (Prell, in background, says Harry plays everything but pinochle, grumbles that Harry's been avoiding the hook for three years.)

The Harry Weiss bingo is a 180-seater, 30 feet by 40, moving on two trucks. . . . Max (Mac) Pincus, who married Sylvia Weiss, joined Harry in 1944, has since been elevated to partnership. . . . Harry dotes on Mac's 13-year-old daughter Marilyn and will likely lavish the same attention on infant Rori Gold, son of Mac's older girl, Barbara. . . . On the go, Harry frequently keeps in telephone touch with Martha Weiss, Ben's popular wife, and corresponds with Jackie, his attorney-bingo personality nephew.

Bingo fortunes have been tapering off in recent years, but not Harry's living standards. "Hard work, hard play. . . . "And I love the womenfolks, all of them. It's like an obligation with me that I'm always paying off. And I never want for companionship because people are always trying to marry me off."

Busy and loyal club worker: Mason, Shriner, member of Mahi Shrine in Miami. . . . Charter member of Hot Springs show club palling with Jack Ruback, Harry Hennies, Paul Olson. Claims the first bingo for the benefit of Hot Springs Showmen's Association. . . . Now chairman of Miami club's bingo committee: runs a weekly game for MSA.

Smoke keeps curling up but Harry doesn't contemplate it like other smokers. . . . too busy, he says. Smokes too much but doesn't care. "I have too many other bad habits to worry about, to be concerned with this one." And don't forget, he adds, "I'm eligible."

Irwin Kirby

Big Crowds Yield \$\$ To Timonium Midway

TIMONIUM, Md.—Sparkling weather for the Maryland State Fair pulled both the hopes and the finances of show people out of the doldrums over the holiday weekend. Following three days of rain for the fair's opening, the weekend pulled warm and sunny skies.

Record-sized crowds responded and the independent midway, formed with Endy Amusements as its focal point, rolled up a smashing gross. Labor Day itself proved equal to any Eastern fair's big day, it was reported. It was about 30

per cent better than Labor Day of last year. After eight of the 13 days most independents were more than satisfied. The Wild Mouse held top grossing honors, followed by the Skooter and Paratrooper. Ben Weiss' bingo was having its usual terrific fortune here.

Dave Endy, Midway manager, will have his rides and other units at fairs in Lumberton, Oxford, Roanoke Rapids, and Warrenton, N. C., and Marion and Sumter, S. C. Winter promotions in Florida will follow.

Detroit Lists Concessions

DETROIT—Concessionaires at Michigan State Fair included:

Food stands—Michael Adler, Amvets Highland Park Post 10; Amvets Post 156, Sid and Bert Ayles, Edward Barsch, Charles and Philip Boots, John Buback, John Buckshaw, Paul Buscemi, Gerald Clary, Donald Conrad, Eugene Danescu, Mrs. J. Daskaloff, Berry Davis, Jack Dingeman, Gwendolyn Dombrowski, Genevieve Dutkiewicz, Eastern Star, William Exarhos, Mr. and Mrs. R. French, Jack Giroux, Haywood and Miller, Mrs. J. Herrington, Hubert Johnson, Billy Jones, Kappa Sigma Kappa, Harold Kaufman, Walter S. Kozak, Kutzen and Rosenberg, Latter Day Saints, Raymond Lindsey, Eugene Love, Metropolitan Activities Club, Howard Miller, W. S. Myers, P&H Enterprises, Jerry Pappas, Phi Phi Alpha, Phi Kappa Upsilon, Pizza Delight Co., Iris Platnik, Polish United National Choirs, W. C. Rettlech, Helen Skowronski, Harold Slater, St. Joe Dad's Club, G. H. Tucker, Jimmy Tucker, Village Vender, Warren Methodist Church, Wanda L. Ziellinski.

Wholesale concessionaires—Sid Ayles, root beer and snow cone sirups; Edward A. Barsch, grandstand vendor and Pepsi-Cola stands; Becharas Brothers Coffee Co.; Borden Co., Michigan Ice Cream Division; Tom Caramagno & Co., produce; Dean Cardox Chemicals Corp., dry ice; Detroit Coca-Cola Bottling Co., premix vendors; Dossli's Food Products, soft drinks Do-Boy-Donuts; Donald T. Elliott, cigars, cigarettes, candy and Coliseum vending; Flame Gas Van Dyke, bottled gas; Gordon Baking Co., bread and buns; Jay Art Paper Co., paper supplies; Karp Coal & Ice Co., ice; Queen Quality Laundry; Reliable Linen Service, linen rental; Seven-Up Bottling Co.; S&G Grocery, dry groceries; Stanny-Morris-Livingston Co., meat; Vernor's Ginger, Inc.; Veterans Food Products Co., pizza mix, pretzels and potato chips.

Popcorn stands—Hrabad Agababian, Albert Goodballan, Joe Johnson, Mrs. Mike Johnson, Dorothy G. Lutz, Arthur and John Mahlebashian, Mrs. Galust May, Dajad Dan Nabandian, Albert and Charles Ohanesian, Leo Oumedian, Edward Vartanian, H. A. and S. A. Yavruian, H. Zakarian.

Cotton candy—Sid Ayles, Paul Delaney, Eugene Farnum, Earl R. Floyd, Maurice G. Layne, Art Linder, Arthur E. Moon, W. S. Myers.

French fries—John E. Duby, Donald Duncan, Mrs. H. W. Fiske, George and Mrs. Helen Frazer, Manuel Garcia, P&H Enterprises, Mrs. Alice Sherwood.

Frozen custard—Fred Brown, William C. Dwyer, W. S. Myers.

Hats—Callanan and Lavetter, Morris Bluestein Joseph Conway, Leonard Luxenberg, Ray C. Schafran.

Horoscopes—Edward G. Edwards, Randolph Mathura.

Jewelry stands—Michael Coffrey, B. B. K. Sales, Inc.; Nick Gonte, Harry Kibel, Michael L. Sauro, Jack Zaichick.

Kitchen gadgets—Lionel Wegate.

Novelty stands—Allied Veterans' Council Auxiliary, Edward Bennett, Morris Bluestein, Joseph Conway, Andy Day, Paul Delaney, William J. Hayes, Harry Lefkowitz, Leonard Luxenberg.

Salt water taffy—William J. Coffelt, Walter E. Irwin, Stanley S. Powell.

Shooting galleries—W. O. King, Thomas Sutton.

Photo gallery—Gerald Levine.

Specialty stands—Charles W. Armitage III, slush; Associated Retail Bakers, model bakery; Sid Ayles, snow cones and root beer; Hileen Barkoot, machine gun; Mr. and Mrs. Barton, gifts and flowers; M. Beatty, herbs; Henry Biggs, shoe-shine stanc; William Boyce, vitamins; Buck'n Bum, Western garments; Contemporary Studio, artists; Dari-Delite, soft cream; Don Elliott, cigars and cigarettes; Sam Field, artist booth; Louis Feller Co., slush and coffee; Harry Flax Co., Hum-a-Tune; Murray Fleh, chameleons; Guy Jones, silhouettes; Karp and Saks, malted milk; George Kehoe, handwriting; Maurice Layne, candy apples; Raymond Lindsey, knife sharpeners; Lenhard and Smith, car wax; Mrs. J. Lutostanski, candy apples; Mackinac Island Fudge; Arthur Mahlebashian, candy apples; Edward March, toys; H. F. Martin, African dip; Bernard Moran, Bozo; James McNeal, candy apples and archery range; Stanley Miller, sweat shirts; Chester Nairne, vitamins and herbs; H. J. Navon, stuffed toys; Thomas Norton, salad chopper; Pled Piper Pets, puppet animals; Charles Richards, jewelry and toys Salvation Army, rest station; Albert Sarkees, wood carving and balloons; Ray Schafran, buttons; Toney Stanley, phrenology; E. L. Wahl, lemonade; E. B. Wilson & Associates, batting game; Ruth Zack, portrait artist; Norman Zemer, root beer.

Ice cream nut dips—Jerry Pine, James McNeal, Wilson Enterprises, Inc.

Specialty exhibits—Michael Swiatowski, sandwiches; Casman & Weiss Distributing Co., blender and juicer; Joy Deming, sausage; B & L Co., lavender sachet; J. Arthur McCool, ironing board pads; Joy Dending, candy; Rudolph Hanacek, shells; Roger C. Bell, leather goods; M. Gilbert, novelty jewelry; Guy Carl, beauty methods; Ken Hazard, honey; Popell Bros., food slicer; Hodson's home-made fudge; Joseph Beaudoin leather goods; Mrs. Marjorie Murphy, cosmetics; James D. Powell, oil paintings and frames; Mrs. Evelyn Bell, ironing cord holder; Mrs. Gryn and Mrs. Plewinski, dolls, hankies and dollies; David Goldman, condiments; Mrs. Sterling, figurines; Moe Gilbert, purses and novelty jewelry; Earl Kauffer, jewelry novelties; Adolph Dolph, hot-dog roaster; Harold Franzen, French baskets; Marie Rochford, lavender and pine sachets, and Louis Rosenberg, aluminum foil pictures.

HOLLY BROS.' SHOWS

ROCKDALE COUNTY FAIR, Conyers, Ga., Sept. 21-26; OCMULGEE DISTRICT FAIR, McCrae, Ga., Sept. 28 to Oct. 3; MITCHELL COUNTY FAIR, Camilla, Ga., Oct. 5 to 10; SLASH PINE FESTIVAL & FAIR, Lake City, Fla., Oct. 12 to 17; SUWANNEE COUNTY FAIR, Live Oak, Fla., Oct. 19 to 24.

➡ RIDES "X" to party with two or more Kid Rides. Will place one Major Ride such as Tilt, Paratrooper, Octopus, Round-Up or Rock-a-Plane.

➡ WANT CONCESSIONS Prize-Every-Time or Skill, Fish Pond, Guess Age, Novelties, Basketball, Long and Short Range, Glass Pitch, Bingo, Hoopla, etc.

➡ WANT SHOWS One or two Grind Shows catering to the famliy. Positively no Girl Shows.

RIDE HELP Wheel, Roll-o-Plane, Coaster First and Second Men; you must drive.

F. HOLLINGSWORTH, JASPER, GA., NOW; THEN PER ROUTE.

REED AMUSEMENT CO.

Limestone Co. White Fair, Athens, Ala., Sept. 21-26; followed by Four County Colored Fair, Athens, Ala., Sept. 28-Oct. 3.

CONCESSIONS: Can place for above two fairs, Cookhouse, Grab, Popcorn, Snow, French Fries and any and all Eating Joints, Photos, Novelties, Glass Pitch, Bear Pitch, Water Joints, Ball Games, Buckets, Six Cats and Swinger. All Concessions open at these two spots.

HELP: Can place capable Alibi Agents, P. C. Dealers, Grind Store Agents and useful Carnival Help.

SHOWS: Want A#1 Girl Show, with or without own equipment, Glass House, Side Show, Snake Show and Novelty Show.

All address JOHN REED

Franklin, Tenn., this week. Phone SW 4-9136

FOR SALE

COMPLETELY REBUILT FLASHY MOON ROCKET RIDE, WITH OR WITHOUT TRANSPORTATION. TERMS TO RESPONSIBLE PEOPLE.

All inquiries to

E. A. BODART SHAWANO, WISCONSIN

BOB HAMMOND SHOWS

Want for Crockett County Fair, Crockett, Tex., Sept. 21-26; Fort Bend County Fair, Rosenberg, Tex., Sept. 28-Oct. 3; Shelby County Fair, Center, Tex., Oct. 5-10; Pasadena Fair & Rodeo, Pasadena, Tex., Oct. 12-17; Ben Hur Temple Shrine Circus, Austin, Tex., Oct. 23-31; Arabia Temple Shrine Circus, Houston, Tex., Nov. 3-15. Want Shows not conflicting. Place Rockplane and Roundup. Also Flying Coaster and Dark Ride.

Contact BOB HAMMOND, MGR.

Enid, Okla., Fair through Sept. 18; then Crockett, Tex.

OXFORD, NORTH CAROLINA, NEXT WEEK

CAN PLACE Scrambler and non-conflicting rides.

HELP—Can place good Foreman for Ferris Wheel, also other Ride Help.

CONCESSIONS—Novelties, etc.

DAVID B. ENDY SHOWS

Lumberton, N. C., this week

HEART OF AMERICA SHOWS

WANT TO BOOK FOR THREE OKLAHOMA FAIRS, THEN LONG ROUTE SOUTH

RIDES: Coaster, Pony Ride, non-conflicting Kid Rides.

SHOWS: Grind Shows of all kinds.

CONCESSIONS: Non-conflicting Concessions. Pat Patterson wants one Count Store Agent, one Skillo Agent, Agents for Swinging Ball and Hankies.

ALVA, OKLA., FAIR, SEPT. 14-17; CHELSEA, OKLA., FAIR, SEPT. 19-22;

Then Per Route

TED CORY, MGR.

CARNIVAL CONFAB

Continued from page 78

Freedman Concessions; Sam Dolman, West Coast Shows, and the writer.

Bill Hobday, who with his wife, Jewel, had a mental act on the independent midway at the California State Fair & Exposition, has had 33 years of continuous appearances at the event. This makes him the oldest concessionaire at the Fair with the passing of Basil (Hap) Young who died a few months ago after having had eating concessions there for nearly 50 years. . . . Peggy Forstall of Los Angeles took time off from her home duties to assist Margaret Farmer in the operation of a bear pitch on the West Coast Shows at the California State Fair.

Golden Feather Butte County Fair in Gridley, Calif., served as much for a reunion of show people as it did a profitable date. Josephine and Jimmy Lynch followed their usual procedure of having the kin from San Francisco meet them there and help out in the food concession. Lynch and J. Frank War-

ren, who with his wife, Charlotte, took time out to fish. They had very little good luck as the small mouth bass were not striking in the Feather River. Lynch picked up a couple of badges for his collection. . . . Jane Albright is recuperating from surgery at her home in Oakland. While on the mend, Mrs. Albright is helping her sister, Elizabeth McCarron, who is also recovering from surgery. . . . Marie Levitt, who returned to the road after a layoff of five years, is with the Golden Gate Shows of which her husband, Teddy, is the business manager. At the close of the season, the Levitts plan to leave their Santa Clara home for a vacation in Palm Springs. . . . Sylvia W. (Kato) Jalet of the Golden Gate was recently married in Reno. . . . Al (Moxie) and Babe Miller entertained Charles Albright and the Levitts at a ham dinner during the fair. . . . Chuck Wiggins' Country Kitchen was again the rendezvous for show folks. Sam Abbott.

Heth Signs Four 1960 Fair Pacts

DICKSON, Tenn.—Al Kunz, owner-manager of Heth Shows, disclosed that he has four fair contracts for 1960 already in the files.

Before leaving DuQuoin, Ill., where rides and shows were a solid 15 per cent ahead of last year, he closed for next year. The pact was signed backstage during an intermission of the Rosemary Clooney show which was the Labor Day night attraction.

Earlier, he had closed to play next year at the Ozark Empire Fair, Springfield, Mo., and the Purchase District Fair, Mayfield, Ky. Show was here playing the first of a two-year contract and will be back in '60.

Sunday (6) at DuQuoin yielded the biggest one-day midway gross on record there, Kunz said, and Labor Day wasn't far behind.

Wilbur Potts joined with a Dark Ride, coming from Pueblo, Colo., and the Art B. Thomas Shows, and J. D. Floyd is on with a Twister.

Fun Zone Sets Highs At California Fair

SACRAMENTO, Calif. — Business done by the trio of carnivals — West Coast, Crafts, and Foley & Burk Combined shows—at the California State Fair & Exposition here thru Tuesday (8), seventh of the 12-day run which ended Sunday (13), went up with the attendance at the event.

During that period the fair chalked up an attendance of 589,570, which was 56,576 above the same period last year.

Altho the three shows had their respective staffs here for the run, operation of the combined facilities was mainly in the hands of Harry Myers, West Coast Shows' general manager.

Myers said the operation was the same as last year. This was that West Coast and Crafts paid 40 per cent each and Foley & Burk, 20 per cent of the flat fee—

\$135,000. Last year the trio paid \$165,000 for the contract.

It also indicated that the combine had brought its best rides as well as those with the greatest capacity. Of the 32 major and 21 kid rides, four Ferris Wheels were used along with a new Helicopter ride from the Crafts unit, a Scrambler each from Crafts and Foley & Burk, and two Scooters from Crafts shows. Eight shows were supplied, with four from Foley & Burk, three from Crafts and one from West Coast.

There were 139 concessions on the grounds. While this was said to have been "about the same as last year," no estimates as to total footage were disclosed. Cecchini & Levaggi were the largest single buyers of space with 15 stands in addition to those they have on the three shows.

CARNIVAL ROUTES

Continued from page 73

Royal United: *Jackie Swift; Worthington, Minn., 15-16; Inwood, Ia., 18-19; Ellsworth, Minn., 20-21.

Russels Ams.: Rockford, Ill. Schafer's 20th Century: *Archie Hensley; (Fair) Texarkana, Tex.; (Fair) Clarksville 21-26.

Shorter's Greater: *E. Michaelson. Siebrand Bros.: *Don Hanna; Farmington, N. M.; Albuquerque 25-Oct. 4.

Silver State: *Mrs. C. B. Clifton; Brownville, Neb., 14; Wilber 19-20; Plattsmouth 24-26.

Smiley's Ams.: *Mark Lichtenster; (Fair) West Jefferson, N. C.; (Fair) Yanceyville 21-26.

Smith, George Clyde: *F. A. Norton; (Fair) Farmville, Va.; Madison, N. C., 21-26.

Southland Am. Co.: *L. H. Hardin; Port St. Joe, Fla.

Steele's Ams.: *Martin Thoreson; Rockford, Ill., 15-20; Crown Point, Ind., 25-Oct. 3.

Stephen's Otto: *D. Harridge; Keosauqua, Ia., 15; Queen City, Mo., 17-19.

Strates, James E.: *Wayne Kingsley; (Fair) York, Pa.; (Fair) Allentown 19-26.

Strong's Am. Co., No. 1: *Verna Strong; Milford, Neb., 14-15.

Sunset Am. Co., No. 1: *H. E. Lange; (Fair) Lamar, Mo.; (Fair) Dexter 21-26.

Tatham's Fun Fair: *Bill Tatham; Springfield, Ill.

Thiess United: Dixon, Ill., 17-19.

Thomas, Art B., No. 1: *Robert F. Platt; Spencer, Ia.

Thomas, Art B., No. 2: *Fred Baake; (Fair) Waterloo, Neb., 16-19; Mitchell, S. D., 21-26.

Thomas Joyland: *Samuel Generallo; Concord, N. C.

Tinsley, Johnny T.: *Albert Rivers; (Fair) Abbeville, S. C., (Fair)

Toccoa, Ga., 21-26.

Uncle Joe's Ams.: (Fair) Italy, Tex., 16-19; (Fair) Clifton 23-26.

Victory Expo.: (Fair) Ardmore, Okla.

Virginia Greater: *H. W. Arnold; (Fair) Clinton, N. C.; (Fair) Zebulon 21-26.

Wade Greater: *A. Southwell; (Ecorse Road & Harding) Detroit; (Beech-Daly & Michigan) Detroit 21-27.

Wade, W. G., No. 1: *James Blackmon.

Wallace Bros.: *Clarence Walters; Monticello, Ark., 16-19; El Dorado 21-26.

West Coast, No. 2: *William Snellson; (Fair) San Jose, Calif.; (Fair) Walnut Creek 21-27.

Williams Am. Co.: *Troy E. Williams; (Fair) Hillsdale, Va.; (Fair) Beaufort, N. C., 21-26.

Wilson Famous: *Mrs. Ray Wilson; Canton, Ill., 17-19.

Wolfe Ams.: *S. R. Holt; Robertsonville, N. C.

Wonderland Expo., No. 1: *Mrs. E. J. McDaniel; (Fair) Lexington, N. M.

Wonderland Expo., No. 2: (Fair) Levelland, Tex.

World of Pleasure, No. 1: *Charles T. Carpenter; Fayetteville, Tenn.; (Fair) Florence, Ala., 21-26.

Young, Monte: (Fair) Salt Lake City, Utah, 14-20.

WANTED AT ONCE ALL SEASON'S WORK SILAS GREEN SHOW

Chorus Girls, Dancing Boy, Trumpet Player and Drummer. Wire c/o

GOODING AMUSEMENT COMPANY
Fairgrounds, Knoxville, Tenn.

STODDARD COUNTY FREE FAIR, DEXTER, MO., SEPT. 21-26

Can place Novelties, Arcade, Photos, Pronto Pups, Short Range, Striker, Pitch-Tilt-You-Win, Fish Pond, One Ball Game, Pitches and Hanky Panks. Can place Shows with own equipment.

SUNSET AMUSEMENT CO.
LAMAR, MO., THIS WEEK.

BIG STATE SHOWS WANT FOR THE BIG ONES

Will book two flat major Rides. Don Tunsey, get in touch. New Braunfels, Tex., Fair, Sept. 21-27; Alice, Tex., Celebration, on the streets, Sept. 29-Oct. 4; Fort Lavaca, Tex., Fair, Oct. 7-10. Would like to book Girl Show at Bryan, Tex., this week. Can place Ride Help. Can place a few more Concessions. Need Mug Joint.

Wire ANNA MOORE, Bryan, Tex., this week

WANT CONCESSIONS—FREE ACTS HOMECOMING, UTICA, OHIO, OCT. 1-2-3

Sponsored by Lawrence Lightner Post No. 92, American Legion. Gooding's Rides booked. Legitimate Games wanted, also high-class Free Acts, Wild Animal Act. Contact

STEWART ANDERSON
29 EAST FIFTH ST. Phone: ULrick 2-0201 LONDON, OHIO

GREATER DIXIELAND EXPOSITION

WANTS FOR JONESBORO, LA., FAIR, SEPT. 21-26, FOLLOWED BY MARKSVILLE, LA., FAIR

CONCESSIONS: Want legitimate Stock Concessions of all kinds. Also Eats and Drinks, Photos, Age, Novelties, Custard, Jewelry, Glass and Bear Pitches, etc. HELP: Want Foremen for Tilt and Octopus. Help on other Rides, must drive. Also place Mechanic with tools. SHOWS: Place clean Shows of all kinds, low percentage. RIDES: Can use one major Ride and complete set of Kid Rides. Need #5 Wheel to Twin in Marksville. CURLEY NEEDS AGENTS FOR CORK AND DARTS. REPLIES: **JIMMIE HENSON**

Fairgrounds, Jonesboro, La., after Sept. 14; Fair opens Sept. 21.

SMILEY'S AMUSEMENTS

Caswell Co. Fair, Yanceyville, N. C. Sept. 21-26

Richmond Co. Fair, Hamlet, N. C. Sept. 28-Oct. 3

CONCESSIONS: Can use French Fries, Long and Short Range Galleries, Bear Pitch, Glass Pitch and all other Hanky Panks. SHOWS: Fun House, Snake Show, Girl Show and any other family-type Shows. RIDES: Can use Scrambler, Paratrooper, Tilt and three good Kiddie Rides.

CAN USE GENERAL RIDE HELP WHO DRIVE

All wires and answers to Ashe County Fair, West Jefferson, N. C., Sept. 14-19.

PALMETTO SHOWS

Want for Durham, N. C., White Fair, all next week, Sept. 21-26; followed by Indian Fair, Pembroke, N. C., Sept. 28-Oct. 3.

CONCESSIONS of all kinds. Everything open, Eats, Striker, Lead Gallery, Glass and Bear Pitches, Photo, Jewelry and Hanky Panks of all kinds, also Razzle, Pin Store, Swinger, etc.

SHOWS: Can place one or two more family-type shows, also Colored and White Girl Shows with own equipment. All replies to

MILTON McNEACE

Durham, N. C., Colored Fair, this week. Phone 2-3252, Durham, N. C. American Legion Fairgrounds

WANTED

STEELE'S AMUSEMENTS, INC.

For Crown Point, Ind., 125th Year Celebration Around Courthouse Square, Starting Sept. 25 Thru Oct. 3.

One more major Ride, Round-Up or Scrambler preferred. Funhouse and any good family-type Shows. CONCESSIONS: Straight Sales of all kinds, Novelties, Name-on-Hats, Bear Pitch, and all kinds of Hanky Panks. We will play St. Ambrosia Society Grounds, Rockford, Ill., Sept. 15-20; then to Crown Point.

Contact **RAY STEELE**, per route

PEPPERS ALL STATES SHOWS

FAIRS — FAIRS — FAIRS

CONCESSIONS: Want Novelties, Age and Scales, Basket Ball, Add-Em-Up Darts, Custard, Bumper, High Striker and Slum Blower. SHOWS: Want Minstrel Show; must be clean (no Girl Show), with own equipment. Can also use Fun House. RIDES: Roll-o-Plane, Sky Fighter and Pony Ride. RIDE HELP: Foremen for Smith and Smith Chairplane, Allan Herschell 2-Abreast Merry-Go-Round and Ferris Wheel. Bob Miller (Cowboy Miller), get in touch with me. AGENTS: Man and Wife to help on Popcorn. Husband to work Slum Blower. Also for Balloon Darts, Pan Game, Hoop-La and Penny Pitch. We close November 28. Then Mardi Gras in Mobile, Ala., in February. Carl Byers, Lee Moss, will be glad to do business with you for 1960 Mardi Gras. Address: Butler, Ala., this week; Lucedale, Miss., next. Join on wire.

TIP TOP SHOWS

Want Concessions. Can place all Wisconsin-type Concessions. No ex. Contact at Waupaca, Wis., until Sept. 15; then Cumberland, Wis. FOR SALE—Cat, converted to 1 truck, electrically driven ride. Cumberland, Wis., Sept. 18-20; Blair, Wis., Sept. 25-27.

Ind. State Fair

Continued from page 64

yielded \$118,698 from Tennessee Ernie and Molly Bee in two shows, and three performances by Bob Hope, Betty Johnson and Paul Anka.

The Jack Kochman Thrill Show, in for four performances over the holiday weekend, just about matched its 1958 gross, taking in \$24,676 this year compared with \$24,635 a year earlier. On Sunday night (6), a combination of an Abraham Lincoln pageant along with the pyro spec "Out of the Darkness," played to about 9,000 people and turned over a net of \$5,318 to the fair.

Gooding Amusement Company, on the midway for the first time in several years, reported ride and show grosses were 15 to 20 per cent ahead of last year's take.

Weather for the most part of the run was hot with temperatures in the nineties. This cooled off on Wednesday (9) and coats were the order of the day from then to the end.

The horse show, without the lure of a name, was below last year when Arthur Godfrey was featured.

Neb. State Fair

Continued from page 64

(6) big car race which drew 17,000 and Labor Day big cars which were seen by some 14,000 fans. Swenson Thrillcade closed the fair Friday evening.

The William T. Collins Shows on the midway did strong ride and show business altho concessions were off sharply. With one day to go, ride and show grosses were only \$1,700 below last year's total figure, Schultz pointed out.

The veteran fair executive said that entries in all departments were up; livestock show was the best in years; draft horses came back strong, and all commercial space was completely sold out. The fair's farm machinery exhibit, with four major manufacturers, was also well received, as were the National Shetland Pony Show and the always popular quarter horse show.

AGENTS

WANTED FOR

SIX CATS, LONG RANGE, BUCKETS, PICTURE FRAMES.

For Oklahoma City Fair, Sept. 26-Oct. 3. ALSO GENERAL CONCESSION HELP.

BOB K. PARKER

Box 111, Delavan, Wis. Phone: Saratoga 8-3954

CAN LOCATE SHOWS—RIDES

MID-SOUTH FAIR OPENS SEPT. 25

Call Me at Memphis Now. Around Noon,
Phone: BR 4-5301

CLIF WILSON

AGENTS WANTED

Can place one Count Store Agent and one Peek Store Agent. Will give head of newly framed Roll-Down to capable man with crew. Eight more solid weeks of fairs.

Contact
MAX SHARP
c/o Fairgrounds, Goldsboro, N. C., or Goldsboro Hotel

AGENTS—AGENTS

For Our Southern Route of Fairs.

Duck Pond, One Ball, Punk Rack, Balloon Store, Bear Block, etc. Will be in Dixon, Ill., on Wednesday for Street Fair, Sept. 18-19-20, then south. Red, what happened? Sent you money.

JOE STEVENS
c/o Thiess United Shows, Dixon, Ill.

Thank You CLAUDE SECHREST

Concession Manager, Cettin & Wilson Shows for your new HOLIDAY RAMBLER MOBILE HOME PURCHASE. "Save Money With Johnny"

JOHNNY CANOLE
Phone: WI 3-0003 or WI 4-9347 Altoona, Pa.

FOR SALE OR TRADE SMITH & SMITH CHAIRPLANE

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2,472,500 at CNE in 14 Days

• Continued from page 64

men visiting here were extremely sympathetic to CNE officials and particularly to Jack Arthur, producer of the night grandstand spectacular, over the press treatment and utterance of a politician who would-be-mayor, but now probably is knocked out of the political box.

Arthur, they point out, has a remarkable batting average. He has consistently produced superb grandstand shows and has been notably successful in including big names to headline such shows. These same showmen recognize the difficulty of this job. And, they were quick to note, Arthur's job will be more difficult in the future. Because top names will be prone to back away from playing the CNE if they figure that thereby they would let themselves open to the press treatment given Gobel.

The '59 night grandstand show again was distinguished, as, was Arthur's previous editions, by outstanding production numbers. For the first time the spec was presented on a portable stage, built at a cost of more than \$500,000. Said to be the largest portable stage in the world, it has a proscenium opening of 180 feet and is 80 feet deep. Ten caterpillars, working from electrical controls, moved the stage on and off in five minutes without denting the infield sod.

Thanks to this stage, it was possible to use the infield for the afternoon grandstand attraction, a bill of circus type acts, booked in and produced by Al Dobritch of New York, with the Cisco Kid as the added feature. Cisco was booked in by Val Campbell of Detroit. Pancho (Leo Carrillo) had been scheduled in along with his partner, but was stricken shortly before the CNE opening and is now reported recovering on the West Coast.

Acts booked in by Dobritch were Captain Cresso, Rocket Star; Henri Lamothe, high dive; Valitha and Aldino, barrel jumpers; Ten Karrells, Roman ladder; Wallenda

Detroit Fair

• Continued from page 64

95,953 on Saturday, breaking the previous high of 84,145 set in 1958.

Swanson noted that the strength of the opening was sufficient to set new highs for the first four days in five major categories—attendance, gate receipts, midway business, parking receipts and Coliseum admissions.

The fair suffered a major setback promotion-wise on Tuesday when all three Detroit newspapers suspended publication, not resuming again until Thursday afternoon.

The Coliseum Show starring Dick Clark set new all-time records for a four-day event, drawing 55,796 people with a gross of \$73,484.90, in 10 shows, against 25,246 people and \$46,192.69 for the Ernie Ford Show in seven.

The Dick Clark Show topped the all-time gross of about \$70,000 for a single show in the Coliseum, set in 1940 by the combination of Rudy Vallee, Benny Goodman, Buddy Rogers, Guy Lombardo and Kay Kyser.

The free variety show before the grandstand drew an estimated 76,000 people in six days, 12 performances, compared to 40,000 in five days last year.

Talent, booked by the Val Campbell Agency, includes Sam Howard's Sky Divers; Paul Kohler, Mr. Music; Homer and Jethro, country comics; Williams Twins; Buck Jr. and the Three Bears; "Our Friend" Harry Jarkey, master of ceremonies; Johnny Ginger; Marv Welch, and Jingles of Boofland.

Family, high wire; White Horse Troupe; Jordan Brothers, acrobats; Aldo Cristiana, Jog act; Paramount Bears; Hunt Bros. Circus' five elephants and six llamas, Betty and Benny Fox, aerial dancers; Alfredo Landon and his midgets, and a six-girl aerial ballet, with Paul Kaye as ringmaster-announcer. The matinee grandstand show attendance was hurt by hot, humid weather, with turnouts following past matinee patterns here, dropping after Labor Day, when schools reopened.

Syracuse Eyes

• Continued from page 64

three. Peak was Saturday when 93,411 attended. On Labor Day there were 91,029 customers. All together the increase over last year at mid-week was nearly 30,000, or better than 7 per cent.

The weather was having a stifling effect on entertainment business. The fair's largest entertainment contract, held by Music Corporation of America, resulted in a big-time free grandstand in the fair's first attempt in this field. A couple of full houses of 8,000 patrons were recorded at nights, but daytime business, in torrid sunshine, was minimal. In the Coliseum Art Linkletter presided over a show which he was lightly referring to as "Linkletter's Steam Bath," drawing less than 2,000 admissions at a time thru mid-week.

Creal Back

Fair Director Howard Creal, back after an absence of four years, instituted the free grandstand and it gave a solid advertising and promotional peg. "Truth or Consequences" was the feature the first three days, followed by Edgar Bergen with Charley McCarthy, Leary's ice show, Hubert Castle and the Claude Gordon orchestra. In the Coliseum a big-name package was to follow Linkletter on the final two days. Included were Guy Lombardo, Tommy Sands, Jaye P. Morgan, Johnny Cash, and Ford and Hines. The fair had several encouraging aspects to flourish in its record pace. On Empire Court's adjacent area was a towering Atlas ICBM missile.

The total attendance included 175,000 tickets of half-priced 50-cent value thru mid-week. These were distributed thru 1,200 outlets thruout the State prior to fair week and were about 25 per cent more, in the returns, than previous discount tickets.

Farmstead Exhibit

Farmstead was in action. This is a representation of a model farm in which a great many commercial exhibitors took part. Rather than confine their activities to typical exhibit space, they took advantage of this opportunity to show their products in action on a typical farm. Livestock and poultry were included in their proper places, and the display proved one of the most popular ones at the fair.

Also novel was promoter Norm Rothschild's Carmen Bassilio Cavalcade of Boxing. Held under canvas, it included Nat Fleischer's boxing museum and a ring in which training routines were done by names of current and former years, such as Joe Louis, Rocky Marciano, Carmen Bassilio, Gene Fullmer, Maxie Rosenbloom and Barney Ross. The tented unit for which admission was 50 cents and \$1, suffered from a poor location and was not coming up to its daily \$2,300 nut. Rothschild, with bugs work out at week's end, said he would try to organize a similar show for fairs in 1960.

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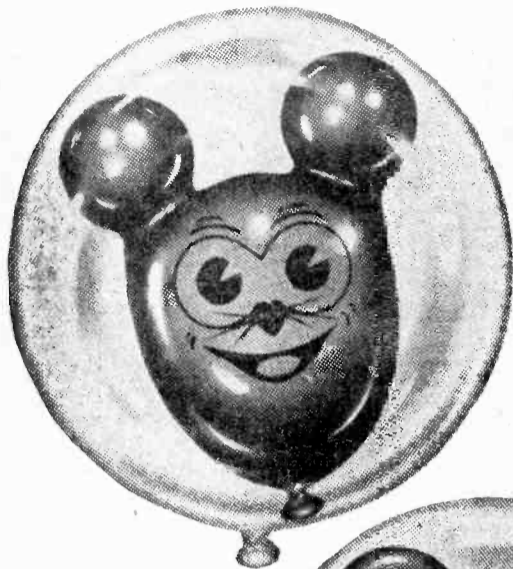
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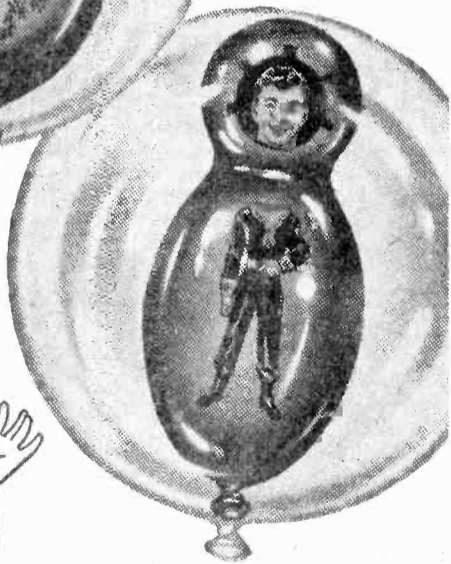
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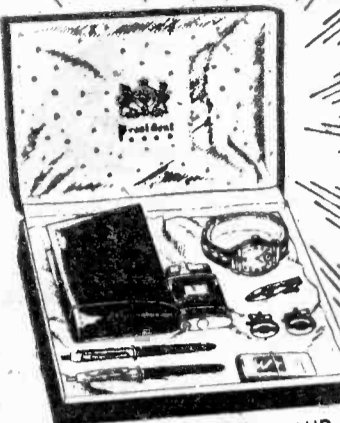
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 AFTER TRIPS . . . to a number of Midwestern fairs and other stops en route, Jack Scharding headed back toward his home in Long Beach, Calif., but not before giving us the lowdown on the activities of a number of workers at Indiana State Fair, Indianapolis, his last port of call. At the Hoosier annual Jack noted L. M. Stover, a real oldtimer with more than 30 years behind the trips, doing well with glass cutters and jar wrenches. Another vet of the trade, Doc Wilson, made the big fair with gummy. "Altho it's one of the old items in the business, Doc was doing as well with it as he did a decade ago," said Scharding. Henry Jackson also made the fair with a nicely flashed hooked rug making item, while Mr. and Mrs. Hocker were garnering the long green with three flashy lavender stands. Also spotted at the fair was M. L. Merney with Saf-T-Site eyeglass cleaner. Other well known pitchmen noted at the exposition were Charley Ray, working Dial-A-Matic slicers and choppers and currently in his 35th year in the business; Paul Krugel with a well framed silhouette cutter stand, and Ruby Morris, sister of Martha Hosburg, who was also pitching Dial-A-Matic gadgets "and is one of the hardest workers I have ever seen," said Scharding. Bill Eden, who worked coils for 35 years, was also on the grounds, but this time he was pitching magic ring tricks and had some time to cut up jackpots with Scharding. Professor Hansen, who hails from Milwaukee, also made the date with a silhouette outfit and hand-cut woodcraft from Germany.

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MAKE BIG PROFITS, FAST SALES WITH Mite-Size Radios, Rechargeable Flashlights, Badminton Sets, Camping Knives and many other items. If you sell wholesale, retail, mail order or direct, write now for literature and prices. Samuel Glenn (Publication Box 507, Jacksonville, N. C.)

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REAL DIAMOND RINGS - NATIONALLY advertised. Sell direct. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleam-Light 111-P12, North Columbus, Mount Vernon, New York.

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JEWELRY CLOSEOUTS

FREE CATALOG

E5-Stone E/r/s, etc., asst. \$r. \$12.00 O1-Odd Lot Brace & Neckls, gr. 15.00 L2-Men's Chrome Lighters, dz. 4.35 L5-Zippo-Type Lighters, dz. 6.00 R6-Ladies' Asst. Rings, dz. 5.00 R11-Ladies' Birthstone Rings, gr. 11.00 P4-3-Pc. Pearl Sets, dz. 7.20 P13-Famous Make Perfumes, dz. 7.20 P15-Men's 8-Pc. Watch Set 5.85 T17-Asst. Metal Toys, dz. 3.75 619-Men's Asst. Stone Rings, dz. 3.25 409-Men's or Ladies' Ex. Bands, dz. 7.20 1165-Flashlights, Tri-Color, dz. 4.00 237-9" Hunting Knife & Case, dz. 7.20 2255-Kiddies' Neck & Brace Set, dz. 3.25 E102-Asst. Stone & Tail E/r., gr. 6.00 BF201-Asst. Plastic Wallets, gr. 10.80 25% dep., bal. C.O.D. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS

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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.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

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ALWAYS THE FASTEST SERVICE AND the best of quality on Reptiles, Animals and Snakes. Telephone 5411, Snake Farm, Laplace, La.

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DWARF HEREFORD BULL-HEIGHT 27 inches overall, length 43 inches; Heifer, height 23 inches, overall length 39 inches. W. W. Copeland, Como, Miss.

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Table with columns for length (9-ft to 24-ft) and price (\$75 to \$400). Includes 'SALE OF REGAL PYTHON' and 'REPTILE JUNGLE'.

HEALTHY SNAKES-ALL KINDS, ALSO Boas, Armadillos, Terrapins, Turtles, Tortoises, Gila Monsters, Horned Toads, Alligators, all sizes; Monkeys, deodorized Skunks, Civet Cats, Wild Cats, Ocelots, Squirrels, White Doves, Ringneck Doves, Pigeons, Peafowl, Agoutis, Pacas, Red Foxes, Porcupines, Owls, Hawks, Rats, Mice, Guinea Pigs, Wolf Ferrets, Coimundis, Lizards, Otto Martin Locke, Phone MA 5-4523, New Braunfels, Texas.

SNAKES

Reticulated Regal Rainbow Pythons: 18 Ft.'s-\$350, 21 Ft.'s-\$900, 23 Ft.'s-\$1,250. Binturong Bear Cat \$350. Palm Civet Cat 75.

Satisfaction guaranteed or money refunded.

Raymond Biddle

328 Manheim Street Phila. 44, Pa.

WILD ANIMALS - TROPICAL HOBBY-land, 1525 N.W. 27th Ave., Miami, Fla. Chimps, Baboons, Ocelots, Ringtails, Flamingos, Boas, Anacondas, Snake Dens. Phone: Newton 4-4579.

WILL BUY FOR CASH-SURPLUS ANIMALS; interested yearling Black Bears, Golden Eagle, H. R. Ray, General Delivery, Conneaut, Pa.

Business Opportunities

A STEAL!

GRAB NOW! Fascination - 50 Tables and Stools. Parts. Completely equipped, ready to go, \$3,500. AL SIEGEL Club Miami, Keansburg, N. J. Phone 6-9653

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EARN UP TO \$30 AN HOUR IN YOUR spare time. Just demonstrating and taking orders for the amazing Revolving Golden Beacon. No experience needed. Every store, diner, motel, gas station, etc., are prospects. Send for details free. The Golden Beacon Sales Co., Dept. B, 251 S. 5th St., Philadelphia 6, Pa.

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LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesalers, Box 2068-BB, Sioux City, Iowa.

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NYLONS - FIRST QUALITY, LOVELY shades, each pair in cello bag. Money back guarantee. \$4.50 doz, add postage. Roxy-James Hosiery, Chattanooga 4, Tenn.

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This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

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TWO MERRY-GO-ROUNDS, LITTLE DIPPER, Kid Ferris Wheel, Ell clutch, Roto Whip, Airplane's. Land being sold. Wire, phone 34010, Ferrell, South Williamsport, Pa. se14

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4000 FOLDING CHAIRS, STADIUM CHAIRS. Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating Box 1734, Dallas 1, Tex.

MAGICAL SUPPLIES LOOK! OUR WORLD FAMOUS GIANT Professional Magic and Fun Catalog (over 1,000 tricks) now only 10¢, and you get a Free Trick, too! Hurry! House of 1,000 Mysteries, 202 BL Pinewood, Trumbull, Connecticut.

NEW 148-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscope, Crystals, Graphology, Sub-Miniature Radiophone for mentalists Catalog, \$1 with refundable certificate Ne'ron's, 336-B South High, Columbus, Ohio.

"LIGHTED CANDLE FROM POCKET Trick" including 100 refills, 1. Used Magic Tricks: Books bought, sold. Kolb Magic Co., 373 Leslie, Wheeling, Ill.

Miscellaneous YOUR SHOW IN TRANSIT? NEED HELP! Call or write us - We have it

ALL AGENCIES! Please Place Us On Your Mailing List

Personal FRANK KARRELL-I HAVE GOOD DEAL for you. Advise when I can contact you and where. Box C-535, c/o The Billboard, Cincinnati 22, Ohio.

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Printing ALWAYS FASTEST SERVICE - QUALITY nonbonding posters: 14x22 size 3-color window cards up to 50 words copy, \$9 hundred, 17x26 size, \$13.50 hundred. Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred Tribune Press, Dept. 259, Earl Park, Ind.

150 BOND LETTERHEADS (8 1/2 X 11) AND 150 Envelopes (8 1/2 X 11), \$2.95. Taylor, 3900 Hamilton St., Hyattsville, Md.

200-8 1/2 X 11 LETTERHEADS, 200 6 1/2 ENvelopes, both for \$3.85. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan.

200 NO. 10 ENVELOPES AND 200 8 1/2 X 11 letterheads, \$3.50; 100 2-color business cards, \$1.25. Hunter Printing, 413 Elwood, Irving, Tex.

Ponies SALES MEN WANTED AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-248 Chicago 32.

BIG MONEY Investigate this. No investment. Highly dignified. Full or part time. Every business buys printing, office supplies, advertising specialties, holiday goods, book matches, calendars, etc. Over 7,000 products. Lowest prices. Quick profits. Repeats. Permanent. Experience unnecessary. Sell anywhere. Samples free. KAESER & BLAIR, Inc. Dept. B-914 Cincinnati 2, Ohio

EARN BIG COMMISSION FULL OR PART TIME Build profitable business of your own selling America's largest line low price business printing. 360-page catalog, samples, hundreds of items used daily by business people. Advertising specialties line features imprinted Ball Pens low as \$9.95 for 100. Calendars low as \$5.95 for 100. Free sales kit. National Press, Dept. 11, North Chicago, Ill.

YOU'RE FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-tn

\$240 A WEEK, MAN TO CALL ON Churches and other civic organizations with guaranteed money making plan. Must have car, be free to travel. We will train you, demonstrate in the field that you can earn commissions of \$240 and more weekly. Women's Clubs Publishing, 201 North Wells, Chicago 6, Ill.

\$300 FIRST WEEK OR MONEY BACK-AD Clock unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10.

Tattooing Supplies JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world \$3 per year. Zeis, 728-A Leslie, Rockford, Ill.

TATTOO ARTIST-GOOD PAYING STAND. We have flash. Steady, sober man. Phone: HARRISON 7-2413. Super Arcade, 500 South State, Chicago, Ill.

Wanted to Book

CLEVELAND NEGRO FAIR HAS AN IN- dependent midway. Can place any Concession Dates: Oct. 14-15-16-17, 1959. A. W. Foster Shelby N. C.

Wanted to Buy

ADULT TRAIN RIDE-GOOD EQUIPMENT, no junk. Write details to L. L. Morrow, Box 148, Mena, Ark.

COMPLETE SET OF DIGGERS ANY MAKE or model. Good condition only. H. L. Runyan Route #1, Knox Ind.

USED BLEACHERS IN MIDWEST. GIVE price type condition by mail. Olmsted County Free Fair, 212 1st Ave., S.W., Rochester Minn.

WANTED-G-16 ALLAN HERSCHELL MIN- iature Train. We are in the market for one or more. Cash deal. Will want to inspect before buying. Brackenridge Laclede Railroad, 3918 No. St. Mary's St., San Antonio, Texas.

WANTED-OLD THEATRICAL MATERIAL. Playbills, programs, pictures of old stars, etc. Philip Sklar, 2141 N. Wanamaker St., Philadelphia 31 Pa.

MUSIC RECORDS ACCESSORIES

Sound Equipment, Components

LAST CALL! PUBLIC ADDRESS SYSTEMS bargains. Only a few outfits left! Free list. R. Forman, 210 Burr Oak, Kalamazoo, Michigan.

COIN MACHINES

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PRICE! PRICE! PRICE! PRICE! PRICE! NEW CIGARETTE & CIGAR Vending Machines

For distributors, jobbers, salesmen who demand price! We have what we advertise! The best cigarette and cigar vending machines for the average location. 10-col cigarette (25¢, 30¢, 35¢), 4-col. cigar machines (2 @ 25¢). Absolutely trouble-free! The simplest vending machines made anywhere. Write us now on your letterhead for confidential Distributor-Jobber price sheet. Write, wire or call TAYLOR 3-6211. GENERAL VENDING MFG., INC. 3200 Nicollet Ave., Minneapolis 8, Minn.

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CAPSULE JEWELRY - ASSORTED EAR- rings, \$9 gross. Assorted Pendants, \$5 gross. Solitaire Rings, \$6 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I.

Used Equipment

FOR SALE-100 1/4 DERBY CONFECTION Machines; 50 \$r Atlas Santa's Trav' Machines, all in excellent condition. Make offer for all or part. 711 Charles Truth or Consequences, New Mexico.

MAKE OFFER-FOR SALE TWO SELBURG type HFCV 2.8 Wall Speakers. Like new. One Selburg 100 sel. chrome cabinet. Jans Rant & Appliance, 218 Superior Ave., Crystal Falls, Michigan.

TEN PEERLESS TICKET SCALES, REFIN- ished and new mirrors, \$300 for all. Roger Caudle, 1602 Trogon St., Greensboro, N. C.

Wanted to Buy

USED GOTTLIEB AND ACME SHOCKERS, must be in good condition and priced right. Reliable Coin Machine Co., 1433 W. Sherwin Ave., Chicago Ill.

WANT TO PURCHASE BACK GLASSES for United DeLuxe Target Shuttle Albums. Nelson Music Co. 946 W 63rd, Des Moines, Iowa.

Musicians

LEAD TRUMPET-FEATURE VOICE. TOP name experience. Free September 10. Box C-534, c/o The Billboard 2160 Patterson, Cincinnati 22, Ohio.

PIANO MAN DESIRES CHANGE. PREFER small commercial unit, south or southwest only. Give details. Jimmy Moore, Waller Hotel, Greenville, Ala.

TENOR SAX, CLARINET, FLUTE AND VI- olin. Fine tone. Read, take appointment. Twenty years' experience. Good appearance. Bedford Brown, 104 West Mineral St., Hot Springs, Ark.

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AN OUTSTANDING TRAPEZE ACT AVAIL- able for outdoor celebrations, etc. Real act flashy paraphernalia. (Platform and dressing quarters required.) For literature, particulars and price address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1641 S. Dennison, Indian- apolis 41, Ind.

BALLOON ASCENSIONS - PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760 Porter Flyers, 614 Hoyt Ave. Muncie Ind.

HAVE GUTS-WILL TRAVEL. HORSEMAN, young, personable, ex-circusman, collere, single, sober, desires position as understudy- helper to successful big cat trainer. Not afraid of work. Know show-biz publicity, etc. Drive semi, type, etc. Start now. Write Lash Nelson, Saratoga Raceway, Saratoga Springs, New York.

HIGH UP OUTDOOR ACTS, RIGGING lights visible for miles. Illustrated posters available. Strong advertisers. Hollywood Stunt Men Mac Productions, 456 Lampher, Warren Ohio.

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TO FIT EVERY ACORN MACHINE
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INSERT A PENNY OR A NICKEL HERE

After years of research and engineering, Oak Mfg. Co. know-how has perfected a 1¢-5¢ coin mechanism that will fit any and every Acorn machine in use. Yes, it's as simple as 1-2-3! Order your new 1¢-5¢ coin mechanism... remove the 1¢ mechanism from your Acorn machines... install the 1¢-5¢ mechanism... and start making nickel sales as well as penny sales with a single machine!

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OAK MFG. CO. INC., 11411 Knightsbridge Avenue, Culver City, California

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. SEPTEMBER 14, 1959

BOB GRAFF

Dallas Bulk Operator Tells How He Runs 3,000-Machine Route

DALLAS—There is nothing of the Horatio Alger theme in the success of Bob Graff, bulk operator headquartering in Dallas who operates over 3,000 machines in a territory which extends north as far as St. Louis; Amarillo, Tex., south and east to Fort Smith, Ark., and into sections of Kentucky and Illinois.

Graff went into vending soon after graduating from North Texas State University at Denton, Tex., after a Louisiana upbringing. Helping him substantially in choosing this career was the fact that his brother Everett was already established as a bulk vending machine distributor in Dallas.

Moving into Dallas with his brother, Bob Graff had an opportunity to observe the "do's and don't's" of bulk vending thru constant contact with the city's operators, and thus "got off on the right foot."

Oklahoma City

Graff began operating in Oklahoma City in 1947, starting off with 100 bulk machines. The operation prospered, and within nine years Graff had a sound 1,000-machine route going in the Sooner State.

Graff built his original volume entirely on ball gum and charms, making no attempt whatsoever to get into novelties, nuts, confections or any other line. He has stuck consistently to the same product policy ever since, with the exception of capsules, vended thru 5-cent machines.

From Oklahoma City, after having "skimmed the cream of the locations" it was only natural that he would begin expanding into other territories. In a matter of three years, he spread as far north as St. Louis, jumped out along the highways radiating in every direction from Oklahoma City, and was watching what he had planned to be an eight-hour workday increase to from 10 to 12 hours a day.

Expansion Period

Nevertheless, convinced that more locations meant funds to buy more machines, and that the surface of the bulk vending business had scarcely been scratched, he kept building, literally saturating one city after another thru his chosen territory, until 1956, when



BOB GRAFF

he became convinced that he should move back to Dallas.

"There were a lot of reasons for re-locating where I should have started in the first place," Graff said, "for one thing, Dallas and nearby Fort Worth have both had huge population increases; industry is booming in both cities; there are lots of new locations opening up every day and, of course, I call the city home."

Just prior to moving back to Dallas, Graff had made his first experiments with capsules, which, until that time, had appeared only sparingly in his territory. He bought his first 5-cent vendors to vend the capsules, began adding the capsule machines to established penny vending locations, and found them surprisingly profitable.

Capsule Enthusiast

Graff is thoroly pleased with capsules, which he considers exceptionally clean, attractive, salable merchandise, requiring much less labor to handle than even the old ball-gum standby, and thus, for many years, he has used attractive capsule machines and high-class charms as his "door opener."

This theory deserves some special attention. Graff's basic philosophy is that "the vending machine must give the customer a real bargain, to bring him back again. For that reason, he uses only top-quality merchandise in all classifica-

tions, including 100-count and premium gum, eschews cheap charms customers will simply throw away, and makes sure that every customer gets his money's worth.

In returning to Dallas, and setting up a new office, Graff naturally added several hundred miles to his territory, which led him to sell off routes in Illinois and Kentucky, which were simply too remote to be practically serviced by anything less than an airplane.

He disliked selling them to begin with, but built the routes up to where they were returning a guaranteed profit, and then, only when he was certain that the purchaser would make a worth-while livelihood from the routes, put them on the market.

He is still in constant contact with the operators who purchased these routes, who rely on him for suggestions, help in settling problems, etc., as an idea of how solid these routes actually were.

Using up a new automobile every year, in covering multiple thousands of miles on his route, Graff has organized his operations, with one full-time employee operating on commission, against a six weeks' schedule.

Work Schedule

During each week he services from 240 to 250 machines spending as much as an entire week away from home on the routes, staying at motels, up at the crack of dawn and working until late each evening.

The 12 to 14 hours per day required involve a lot of rolling, on the 5,000 total miles involved in his routes, but Graff, who is a bachelor, doesn't mind.

"Probably if I didn't spend so large a part of my life out in the hinterlands on service and collections, I might not be a bachelor," he grinned. At 37, an extremely handsome man, Graff's social life has been of necessity somewhat stunted.

Consolidation

Now, from his Dallas headquarters, covering a territory which is actually too large to suit him, Graff's dream is to slowly cut down his territory to the twin cities of Dallas and Fort Worth, 30 miles apart. This, naturally, would mean the cutting down of the over-all size of his routes, but the convenience of servicing machines which would be less than 40 miles away, and the healthy economic situation in the two cities makes this a dream which can easily come true.

Maintenance, even with 3,000 machines involved, doesn't pose a particularly stiff problem for the Dallas operator. He learned long ago that exchange operations were far better than repairs on the spot, and consequently, goes out on each of his 240-250 machine service trips, loaded down with exchange globes, cash boxes, stands, parts, etc., so that a machine which is giving any kind of trouble is simply replaced on the spot, and repaired at the Dallas headquarters.

Graff was one of the first op-
(Continued on page 88)

St. Louis Bulk Ops Object to 'Slot Machine' License Term

ST. LOUIS—Bulk vending machines, like all other coin-operated machines in operation here, are termed "slot machines" on license issued by the city's license collector's office.

Bulk operators are far from pleased, because the term does not describe their business, and it connotes gambling. This archaic term, altho offensive, has not hurt or affected business in the bulk field, they agree.

"Actually, nothing can be done about the term," Irvin Katz, co-partner of S P Distributing Company, said. "The operator has to emphasize to the customer that bulk vending has no connection with other coin devices. The operator also has to sell the customer on the idea that the bulk business has no bearing on gambling." Katz said the majority of people do not think of bulk products as coming from slot machines.

Against Term

Jason Koritz, of Marjay Vending Company, put it this way: "I

am very much against the term because it does not describe our business." Ted Mueller also doesn't like the term, stating "bulk vending should be in a different class. When you think of slot machines," Mueller said, "it implies gambling. The term must go back a long way," he added.

"Bulk machines shouldn't be considered slot machines because they definitely are not," Ace Case said. "When you think of slot machines you think of money being extracted," he continued. "The only way the term might hurt business is the way communities levy a high or prohibitive tax simply because of the designation 'slot machine,'" Case said.

Louis Rohman, of Penny Vending Machine, said the term on licenses should read "vending machines." He also stated the "slot machine" tag on present licenses makes people think of "one-armed bandits." "The term doesn't hurt business," he said, "it just doesn't sound right."

VICTOR NAMES ED FLANAGAN

BOSTON—Ed Flanagan, of the Champion Nut Company, here has been named New England distributor for the Victor Vending Corporation. Flanagan, a veteran of more than 20 years in the bulk vending business, is a jobber of machines and supplies.

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Off-Beat Locations Top Stops for Jay Shannon

DENVER—Following the dictates of common sense will result in more off-beat locations than any other one factor, according to Jay Shannon, bulk operator here.

Shannon has several off-beat locations, the most unusual is on the wall of a large Denver flour mill.

Here where hundreds of tons of flour are ground every week from polished grain, a two-machine unit, vending candy and peanuts, has shown around 15 per cent greater intake than so-called "prime locations" in gas stations, taverns, food stores, etc.

Flour Dust

Shannon hit on the idea of soliciting the flour mill when visiting the plant on another errand. He saw that the air was full of flour dust, settling heavy on everything in the plant, and inquired from a worker whether the employee's mouth did not "dry up" in such an atmosphere. The answer was yes.

Shannon immediately contacted the management and asked whether he could install some penny venders which the men would welcome. He received a go-ahead and the venders have been operating for more than three years on the wall and required servicing at least twice as often as the average location.

Particular popular are confections, candy which stimulates saliva and which the flour mill workers prize to prevent the sort of lip-chapping dryness which otherwise occurs.

Clean-Up Job

In return for much better sales volume on peanuts and confections, Shannon has a much more arduous clean-up job on every service call than any other machine on the route.

Flour particles, carried in the air, settle on the machines in a thick blanket and must be dusted away carefully to prevent getting the flour dust down thru the coin slot and other interstices.

The call is well worthwhile. Shannon said, altho he admits that he sometimes comes out of the flour mill with a rime of flour on his clothes.

Shannon is probably the only bulk operator in the Denver area

who has been successful in locating bulk machines in hotel lobbies. He has two hotels signed up, including the Congress Hotel in the downtown Denver district and the (Continued on page 88)

H. B. "HUTCH" HUTCHINSON SAYS:

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We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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The Billboard

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Now! With two tiny play dice. \$12.50 per M. for 5M or more. Three million "Midgies" with full decks cards sold to date and still going strong.

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 Send \$1.00 for complete samples. Over 100 new items.

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Coinmen You Know

Twin Cities

By DON LYONS

Arcades at the Minnesota State Fair did good business during the 10-day event August 29-September 7. Business got off to a slow start, but picked up momentum right along with very satisfactory total grosses reported by the operators. Incidentally, many out-State operators were in for the fair.

Acme Box Lunch, which operates penny, cigarette and various other kinds of vending machines, has moved to a new one-floor building at 2411 N. Washington Avenue, Minneapolis. The firm formerly was located at 16 N. Washington. The newly constructed building has 3,200 square feet of space, according to Frank Hall, president of the firm.

An open house will be held soon.

Hot, humid weather has put the skids on sales of candy in penny machines and other venders, distributors say. . . . Johnny Puleo, star of the Harmonica Gang, which was appearing at the Minnesota State Fair, autographed records at Donaldson's, Minneapolis department store. . . . Lieberman

Music Company reports that Gottlieb's new "Miss Annabelle" five-ball machine has gone over well.

Joe Perkins has opened an Arcade featuring kiddie rides in the Atlantic Mills store in the Minneapolis suburb of Crystal. Another Arcade is slated for the new Atlantic Mills store in suburban Rich-

Off-Beat Locations Click

Continued from page 87

Denver Hotel, a few blocks out of the shopping area.

In each case, Shannon obtains the locations by simply carrying sample machines, pointing out that hotel guests and employees often have "nothing to do" for long periods of time, usually have a few pennies in change in their pocket, and that the machine would thus be a welcome service.

In each location the hotel installation, consisting of multiple units,

vending nuts, gum and confections, has worked out well.

Litter Problem

"The principle objection on the part of most hotels to both venders seems to be that they are likely to litter the floor if the customer is careless in opening the merchandise trap," Shannon said.

"However, by spotting the machines where the floor can be easily swept up in the event of an accident, and pointing out that the return to the hotel is not inconsiderable, I have managed to make these two locations work out."

The Denver operator likewise has been successful in getting penny machines into two Denver theaters, Westwood and Santa Fe.

In one instance, the sales approach which he took in obtaining the location was that there are many children entering the theater who don't have nickles and dimes for purchases at the refreshment stand but do have a penny or two to spend.

Parents welcome the penny venders, he pointed out, inasmuch as they can satisfy their children's sweet tooth for a few cents instead of a 25-cent or greater purchase.

No Stand

In the other theater, located in a lower-income district, there was no refreshment stand, and when Shannon found that the theater was using several 5-cent venders for candy bars, another for cup beverages, he pointed out again that a large percentage of the theater traffic was made up of young children who have only pennies to spend.

Here again a gum machine, candy machine and charm venders have all three worked out profitably.

Dallas Bulk Op

Continued from page 86

erators to make use of aerosol spray cans for repainting, and has become a practicing artist in touching up scratched or otherwise damaged machines on the spot with the handy spray-can.

At the end of each service trip, he arrives home with his sedan creaking dangerously low on the springs, with its tremendous load of pennies, and he has often considered building a "penny trailer" for no other purpose than to haul back big loads of pennies where they cannot easily be converted into currency at banks.

Graff has almost never had a difference of opinion of any sort with his location owners, uses standard commission plans, and makes absolutely no concessions in order to gain what he feels is a worth-while spot.

25-Cent Machine

Graff's newest interest along with his "master plan" for reducing his routes down to the Fort Worth-Dallas area is the Victor 25-cent vender. Vending high-quality costume jewelry, novelties, cigarette lighters, men's jewelry items, etc., the 25-cent vender, judiciously spotted in better-income locations, has proven surprisingly profitable.

field which is scheduled to open soon.

Operators in town include Chet LeDoux, Virginia, Minn.; Lawrence Sanford, Dodge Center, Minn.; Frank Grant, St. Cloud, Minn., and Harold Rose, Fargo, N. D.



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Pistachio Nuts, Sheik	.42
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Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
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Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.59
Hershey's	.47
Rain-Blo Gum, 60 ct.	.30
Malt-ette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
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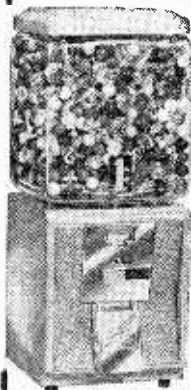
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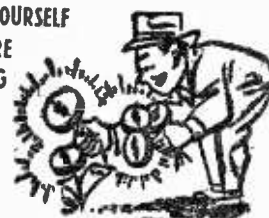
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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of September 7)

Table with columns for High, Low, Mean Avg. prices for various machine categories including Music Machines, Rock-Ola, Seeburg, Wurlitzer, Pinball Games, and Chicago Coin. Includes sub-sections like Genco, Gottlieb, and Shuffle Games.

Germany Bids for World Leadership in Coin Exports

• Continued from page 1

established on the world market, foreign visitors came to buy.

Nineteen firms had exhibits, including 10 German producers, four importers of American products and five wholesale organizations.

Coin Exhibits

They featured stereophonic juke boxes; German-developed games more numerous and ingenious than ever before, and an entire new series of vending machines aimed at industrial plants, which, in the American manner, has become the great new field for German vendors.

The 19 exhibitors were F. W. Assmann & Soehne, Luedenscheid; Bag Bayerischer Automaten Grosshandel, Munich; Thomas Bergmann & Company, Hamburg-Altona; A. K. Gruenberg, Ulm; West-Automaten Guenter Hiltgens Kg.; Loewen-Automaten, Bingen; K. W. Mueller, Brunswick; Nova, Hamburg; Phoenix-Apparate, Karlsruhe; Helmut Rehbock, Hamburg; Eugen Reis, Bruchsal, Baden; Rex-Automaten, Coesfeld; Schmitz & Gerdes, Cologne; Telemat, Mainz; Tonomat, Neu Isenburg; Hermann R. Volbracht, Hanover; Westdeutscher

Automatenvertrieb, Kassel; Wiegandt Automaten, Berlin; Guenter Wulff Apparate-bau, Berlin.

Juke box exhibits included:

The Harmonie 200, the stereo product of Guenter Wulff; Wiegandt's Diplomat C, also a standard stereo juke, and Tonomat's best selling stereo number Panoramic 200 S, which has sold over 1,000. REX-Automaten, the Wurlitzer agent, exhibited the Wurlitzer 104 and 200 stereo boxes.

Huge Backlog

Altho the Germans started well after U. S. producers in the stereo-

phonic field, they have scored tremendous export success. Tonomat, for example, has a huge order backlog for its Panoramic. The firm is expanding production capacity and increasing staff with the aim of tripling production by autumn.

The versatility of German manufacturers was illustrated by Thomas Bergmann of Hamburg, which exhibited its Stereo-Symphonic 200 and 80 and the wall box 120; the pinball game Bomber, the football game Nonstop and the hockey game Hurricane.

One of the most popular smaller

juke boxes shown at Frankfurt is Loewen-Automaten NSM's Fanfare 100 stereo. NSM's new stereophonic creation is fitted with the new stereo amplifier VK 101 St and a tone arm with two crystal stereo pick-up cases. The Fanfare Stereo also has incorporated a microphone connection by which it is possible to insert announcements.

Loewen also displayed the Seeburg stereo juke 222 S and 222 D. Moreover, Loewen displayed, for the first time, Seeburg and Bally vending machines.

Nova Display

A. W. Adickes' Nova firm built its display around the 25th anniversary of Rock-Ola, and Nova also showed the latest American pinball models. The Rock-Ola juke boxes displayed included the Tempo 200, the Tempo 120, and the wall juke, also with 120 selections. Of the games, Nova's Gottlieb pinball, "Around the World," captured the most attention.

The Frankfurt fair indicated that German manufacturers will offer increasing competition to American firms in coin games as well as juke boxes. New German games displayed included NSM's BALO football; the Schmitz & Gerdes layout of five different golf billiards, pocket billiards and football; the Westav (Kassel) bowling alley.

Helmut Rehbock of Hamburg staged a second celebration of the AMI half-century jubilee. The AMI juke J-200 was such a hit at the Frankfurt Spring Fair, according to Rehbock, that the Hamburg concern repeated its AMI jubilee exhibit.

The first showing of Bally and (Continued on page 92)

Game Trade Hopes Latched To New Ideas From Mfrs.

By KEN KNAUF

CHICAGO—In no other industry can a single product mean so much. The game industry's fall prospects depend almost entirely on manufacturers' efforts to come up with a new model game that all operators will buy and all players play.

Manufacturers, in recent months, have been feeding the trade an almost steady diet of bowlers and five-ball pins. These games are steady sellers, but do not diminish the sharp need for novelty attraction.

Producers, faced with the twin bugaboos of rising costs and a scarcity of fresh ideas for new models, insist that as soon as a practical idea for a new game is brought in and tested, it will be marketed with a fervor.

Some manufacturers say the industry is currently in a lull. They feel that their engineers are very capable of creating new ideas, but that they just slumped a bit recently. Others feel that the creative process of new ideas in games is beyond the realms of electrical and mechanical engineering—that new ideas must come from idea men or people in the field. From there on, they say, the engineers can take over.

The fact is, the industry has been milking the concepts of bowling and pinballs and electrical guns for more than they are worth. Why, some tradesters ask, must the game industry depend on three or four categories of new models when almost any number of categories would seem to be available?

The answer to this question lies mainly, it appears, in the problem of latching on to new ideas; and secondly, in the annually-increasing problem of rising costs of labor and materials. It is not likely, for instance, that the next top game will be priced in the high range of the ball bowler. But the basic costs of the ball bowler plus the added costs of continually introducing new features on this game, have hiked price almost beyond range of the average operator.

What's coming up this fall? Manufacturers currently promise nothing more than the old standbys—ball bowlers, shuffles, pins and guns. But, naturally, they do have fresh ideas on the drawing boards. A check by this reporter revealed, however, that major manufacturers generally are not overly-hopeful that any one of the new ideas will make the grade. Manufacturers generally admit that they need help from the outside world of

creative ideas. Once such ideas are furnished, they are confident their highly-experienced engineering departments can fashion them into high-grossing coin games.

Copying a Problem

Still another problem, peculiar to this industry, has a halting effect on new game introductions: Any top game produced by any one manufacturer will almost immediately be put into production by all of the firm's competitors. Manufacturers make no bones about the fact that "we have 'so and so' firm's new game in our engineering room right now." If the game scores a hit, all the other firms will hop on the bandwagon.

By the same token, manufacturers don't care particularly which of their competitors comes up with a winning game. "We hope they all (Continued on page 96)



IRVING F. WEBB (above) has been appointed Western sales manager for Rock-Ola, Manufacturing Corporation, David C. Rockola, president of the firm, announced last week. Webb's territory comprises California, Nevada, Idaho, Utah, Arizona, Oregon and Washington. He has been with Rock-Ola and other coin machine manufacturers for the past 25 years.

THE WOMAN'S TOUCH

Gertrude Browne Builds Sound Operation From Dying Business

BEACON, N. Y. — Gertrude Browne this year is celebrating her 10th anniversary as the sole proprietor of Paramount Vending Company. She can look back on a decade of trial and reward, of a climb from near bankruptcy in 1949, when an irresponsible associate and part-

ner all but ruined the business, to its present state of high good health.

Once a school teacher, Mrs. Browne cashed in part of an insurance policy to buy into her husband' juke box business, when it had undergone a period of hard-

ship and struggle. Finally taking over the reins herself, the sadly slipping status of the business was reversed.

Perhaps a woman has at least one advantage over her male competitors. She can exercise charm in doing business. If Gertrude Browne has a single philosophy, that's it. "I make all my collections myself," she asserts. "I try to make each call, and I have more than 200 boxes, a personal, friendly contact. I ask the location owners what they want and within reason, I try to get their choices on the boxes. I personally buy all the records too. Tuesday of each week, I drive our station wagon the 59 miles down to New York and load up along 10th Avenue."

Mrs. Browne's routes, contrary to the tendency toward concentration, are spread out, with stops as far away as 60 miles from her home base of Beacon, which is on the eastern shore of the Hudson River opposite Newburgh. "Yet we make every location at least once every two weeks, even those that are furthest away," she said. "Some of the bigger ones in the nearby areas, we make every week. And we like our country routes. They are very, very good and they're steady, and not nearly so likely to be seasonal."

On the matter of programming, whether you're talking stereo or monaural, Mrs. Browne has her own ideas. "It may sound strange,"

(Continued on page 92)

IRS PUBLISHES RULING ON \$250 IN-LINE PINBALL TAX

WASHINGTON—The Internal Revenue Service this week published the long-awaited ruling on in-line pinballs and the \$250 federal tax. The complete ruling appears elsewhere in this section. Nub of the ruling is the following paragraph:

"A pinball machine which is so equipped that it is especially adapted for gambling purposes is considered to be a coin-operated gaming device per se, and evidence of actual payoffs is not necessary in order to hold applicable thereto the \$250 special tax imposed on coin-operated gaming devices by section 4461 (2) of the Internal Revenue Code of 1954."

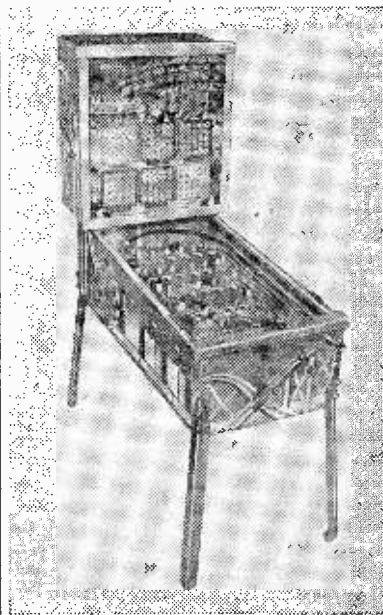
IRS no longer has to obtain evidence of free play or payoff on the machines of the button-meter type to apply the \$250 annual tax. In the case of the amusement-type machine, IRS would have to have evidence that a proprietor was using the machine for gambling purposes, to apply the higher tax.

Backgrounding the ruling, IRS quotes the decision of the court in the Korpan case, which affirmed the right to collect the gaming tax on in-line pinballs if any free plays were redeemed in cash or prizes. It also quotes the "nine gambling devices" decision which held that a machine peculiarly adaptable for gambling use which has been intentionally so manufactured, is a coin-operated gaming device per se.

The court held this true regardless of any label proclaiming that the machine was "for amusement purposes only," and held that proof of gambling use was unnecessary.

Exact wording in the ruling is: "Where a pinball machine is equipped with a pushbutton or other device for releasing free plays and a meter for registering the plays so released, or with a provision for multiple coin insertion for increasing the odds, such equipment is considered prima facie evidence that the machine is being maintained for gambling purposes. Therefore in such cases, it is not necessary that evidence of payoffs or redemption of free plays be obtained in order to hold the \$250 special Gaming Device Tax applicable."

Bally Ships New-Type Pinball Without Meters



LOTTA FUN

CHICAGO—Lotta-Fun, the first in what could be a regular series of new Bally Manufacturing Company pinballs, was shipped to distributors last week.

In appearance the game resembles an in-line type pinball game, but it has no pushbutton for releasing free plays or meter for registering the plays so released. It does have provision for multiple coin insertion, but such insertion, according to Bally, does not increase the odds.

Thus, according to Bally, the game will be operated as an "amusement only" piece, and will be so labeled on locations. Affixed to each game is a "manufacturer's certificate" affirming that the game is not designed to operate as a gambling device.

The game has a standard 25-hole ball field and has six separate score cards. Each coin inserted lights up an additional card to the total of (Continued on page 92)

In-Line Ruling Faces U. S. Court Test in Pa.

PHILADELPHIA — A store owner from McAdoo, Schuylkill County, Pa., filed a suit in the U. S. District Court here Tuesday (8) asking for an injunction restraining the Internal Revenue Service from levying a \$250 tax against a pinball machine he has in his shop.

The location owner, John C. Butala, has asked for a temporary injunction, pending argument for a permanent injunction.

The action was viewed here as a test case against the new ruling handed down in May which hiked the \$10 tax on in-lines to \$250.

Trouble Either Way
Thru his attorney, Jacob Kossman, Butala told the court in making his appeal that he will have trouble whether he pays the higher tax or not.

If he doesn't pay the \$250, Butala pointed out, he will be subject to penalties by the Internal Revenue Service for failure to register a gaming device.

On the other hand, if he does

pay the higher levy, Butala claims he will acknowledge that his machine is a gaming device and that the Commonwealth of Pennsylvania will step in.

"The State will be able to prosecute me as the operator of a gaming device or can even charge me with being in the gambling business," the location-owner said.

Arbitrary, Oppressive
"The action by the Internal Revenue Service is both arbitrary and oppressive and can not be adequately redressed by the payment of its special gaming tax," the plaintiff said.

No date was set for the hearing on the suit. But everyone in the industry here — distributors, ops and location owners—are watching the proceedings with great interest.

They realize that whatever is decided in this case by the U. S. District Court will go for them too.

It is the first such case brought in this area.

Arkansas Game Tax Faces Court Test; Ruling Due in Oct.

LITTLE ROCK — At a brief hearing before Chancellor Murray O. Reed, it was made known that a suit protesting a new State amusement machine stamp costing \$250 will be decided on the basis of attorneys' legal briefs and without a trial in Pulaski County Chancery Court.

The attorneys on both sides agreed to this method of arguing the merits of Act 120 of 1959. The hearing was on a demurrer by Revenue Commissioner Orville Cheney's attorney objecting to the right of one of the two plaintiffs to be a party to the suit. It is a class action for all other persons in the amusement machine business and is against Cheney as the official charged with collecting the new tax.

Judge Reed overruled the demurrer. The attorneys then agreed to submit their briefs to him within 30 days. This means that a ruling on the validity of the Act will be filed by Judge Reed, probably in the latter part of October.

Final Decision
The case eventually will go to the State Supreme Court for a final decision.

As noted, the Act requires every person in the amusement machine business, whether he owns one machine or many, to buy the \$250 stamp in addition to the regular \$5 stamp for each machine required by the previous law.

The plaintiffs, W. Jake Brown, who operates the Tia Wanna Club at 9210 West Markham Street, and Lynn Farr, who operates Central Music Company at Texarkana, con-

tend that the Act will drive the small businessman out of the amusement machine business. Brown says he owns just one music machine at his club, but Farr operates many machines.

They contend that the Act is confiscatory. It requires the posting of \$3,000 surety bond upon buying the \$250 stamp and imposes strict qualifications on the purchaser.

Death Strikes 3 Members of Juke Trade in Memphis

MEMPHIS—Three deaths struck members of the juke box industry or their families recently, one an employee of a distributor, one an operator and the other a step-daughter of an operator.

The death of Mary Lynn Holcomb, 18, step-daughter of Jack Canipe Jr., partner in Canipe Amusement Company, was tragic. The attractive young woman's life was snuffed out in a rending two-car crash on the outskirts of Memphis.

Two other teen-agers died in the collision. Canipe and his wife have filed a \$100,000 suit for damages against driver of the other car, a 17-year-old Marine who was stationed at the Naval Air Technical Training Center near Memphis.

The operator was Joseph H. Stafford, 71, of Shelby, Miss., not far from Memphis. He lid all his buying of equipment, records and supplies in Memphis. He had been an operator for 25 years.

He died of cancer. He was a colorful, popular man in his community and looked to by all as a leader. Evidence of this was his appointment as town marshal and a sheriff's deputy for Boliver County, in which Shelby is situated.

The third death was that of Eugene Jones, head of the cabinet refinishing department of Sammons-Pennington Company, distributors of phonographs and games. He was 56.

Jones had been with the company seven years since his retirement as a U. S. Marine Corps Master Sergeant. He saw action in the Southwest Pacific during World War II, serving with bravery and honor. He was wounded and received the Purple Heart.

He left a wife and a son, Eugene Jones Jr., 10.

Text of IRS Ruling

SECTION 4462.—DEFINITION OF COIN-OPERATED AMUSEMENT OR GAMING DEVICE (OCCUPATIONAL TAX ON COIN-OPERATED DEVICES)

Rev. Rul. 59—294

A pinball machine which is so equipped that it is especially adapted for gambling purposes is considered to be a coin-operated gaming device per se, and evidence of actual payoffs is not necessary in order to hold applicable thereto the \$250 special tax imposed on coin-operated gaming devices by section 4461(2) of the Internal Revenue Code of 1954.

Advice has been requested whether the pinball machine described below is considered to be an amusement device or a gaming device for purposes of the special tax on coin-operated devices.

The machine in question is a five-ball free play pinball machine with a push button for releasing free plays and a meter for registering the plays so released. It also has provisions for multiple coin insertion for increasing the odds of winning free plays.

Section 4461 of the Internal Revenue Code of 1954 imposes a special tax to be paid by every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device. This tax is imposed at the rate of ten dollars a year in the case of a device defined in paragraph (1) of section 4462(a) and \$250 a year in the case of a device defined in paragraph (2) of section 4462(a).

The definition set forth in paragraph (1) of section 4462(a) of the Code includes any machine which is an amusement machine operated by means of the insertion of a coin, token, or similar object, but not including any device defined in paragraph (2) of this subsection. The definition set forth in paragraph (2) of section 4462(a) of the Code includes any machine which is a so-called "slot" machine which operates by means of the insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or entitle a person playing or operating the machine to receive, cash, premiums, merchandise, or tokens.

In accordance with the provisions of section 323.22(b) (1) of Regulations 59, made applicable to the 1954 Code by Treasury Decision 6091, C.B. 1954—2, 47, a "pinball" machine with respect to which unused "free plays" are redeemed in cash, tokens, or merchandise, or with respect to which prizes are offered to any person for the attainment of designated scores is regarded as a gaming device for purposes of the occupational tax on coin-operated devices. This interpretation was upheld by the United States Supreme Court in the case of *United States v. Walter Korpan*, 354 U.S. 271, Ct. D. 1811, C.B. 1957—2, 783. In that decision the court noted that the statute has language which affirmatively suggests that section 4462(a) (2) of the Code was designed to include all sorts of coin-operated gambling devices regardless of their particular structure or the method by which they paid off players.

The decision of the United States District Court for the Southern District of Illinois in the case of *United States v. Nine Gambling Devices* (Civil No. 2415), November 29, 1957, held that the question of whether a particular coin-operated device is an amusement or a gaming device is to be determined from the features, characteristics and functioning of the device. When it is peculiarly adaptable to use for gambling purposes and has been intentionally so manufactured, it is a coin-operated gaming device, and any person who maintains it for use or permits its use on his premises is required to register it as a coin-operated gaming device and pay the \$250 special tax. The court further stated that this is true notwithstanding the fact that the device may bear on its face the words "For Amusement Purposes Only," and notwithstanding the fact that the evidence fails to disclose the actual use of such device for gambling purposes.

Accordingly, where a pinball machine is equipped with a push button or other device for releasing free plays and a meter for registering the plays so released, or with a provision for multiple coin insertion for increasing the odds, such equipment is considered prima facie evidence that the machine is being maintained for gambling purposes. Therefore, in such cases, it is not necessary that evidence of payoffs or redemption of free plays be obtained in order to hold the \$250 special gaming device tax applicable. Thus, a pinball machine of the type described in the instant case is considered to be a gaming device per se, within the meaning of section 4462 of the Code. Therefore, any person who maintains such a machine for use or permits its use on his premises is liable for the \$250 special tax on coin-operated gaming devices, notwithstanding the fact that evidence of actual payoffs or redemption of free plays has not been obtained.

Coin-operated devices which depend upon the element of chance for successful operation and coin-operated devices depending upon skill. See Rev. Rul. 59-293, page 26.

Copies of this ruling may be obtained by writing the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Single copies are 20 cents. The ruling appears in the Internal Revenue Bulletin, dated September 8, 1959.

Windsor, Ont., Cops Enforce Pin Ban

WINDSOR, Ont.—Pinball machines throught the city stopped operating September 1—the deadline set for their banishment by Chief Constable Carl W. Farrow.

The chief said he planned to enforce the ban on the machines despite a request from city council that the heat be taken off oper-

ators until a wider study of the problem can be made.

"I can't see what city council has to do with it. The machines were made illegal by a Supreme Court of Canada ruling. How can they argue with the Supreme Court?"

The chief charged that council had ample time to make a study because it is five weeks since he set the deadline for the pinball banishment.

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GERMAN BID FOR LEADERSHIP

Continued from page 90

Seeburg vending machines on the German market was featured by Loewen-Automaten. Models included a Seeburg 22-selection cigarette vendor, a Seeburg instant coffee bar and the Bally eight-selection hot and cold beverage vendor.

The Frankfurt coin machine showing coincided not only with an upsurge of exports to an all-time record; it also coincided with a further decline in U. S. exports.

The Frankfurt Fair strengthened the growing conviction on the part of German producers that the American industry will not profit from the liberalization of British import quotas and dollar exchange regulations to the extent supposed.

A German producer told me at Frankfurt:

"Don't forget that it's not merely a matter of being able to get hold of dollar currency and to have a free track to buy what machines you like where you like.

No Different

"The British buyer is no different from buyers anywhere else. He wants the best machines at the lowest prices, whether they be U. S., German or some other make. The day is past, as a lot of people are now realizing for the first time, when American coin machines automatically were accepted as the best available.

"We Germans are now turning out good machines, too, and cheaper than most American models. The word is getting around; if you don't believe me, take a look at the export figures."

This German producer reflected the consensus of the other German coinmen I talked with. After the

hard postwar years of scrounging and scraping, of learning by trial and error, the German coin machine industry sees light at the end of the tunnel.

German producers are inclined to be heady with success, cocky about the future. "Why not," my producer friend asked, "we've served our apprenticeship and now ready to compete for the world market on no-quarter terms."

The German industry is taking note of the feeling in some American coin machine circles that the export market, particularly in Europe, is becoming glutted. But the Germans simply don't believe it.

Britain alone is a vast potential market. "How can you call the British market glutted?" asked a German producer. "The British have only 16,000 juke boxes. There is a market in Britain for at least 50,000 juke boxes.

Not Saturated

The German juke box count is reaching toward 35,000, but nobody in the coin machine industry here talks of "saturation." The Frankfurt Fair was based on the premise that producers and operators, working hand in glove, can expand almost without limitation the juke box market.

This thesis is also true of coin games and vending machines.

Represented at Frankfurt along with producers and wholesalers were the following industry organizations: AMA (the Working Committee of the Coin Machine Industry).

Deutscher Automaten-Grosshandelsverband, Verband der Deutschen Automatenindustrie and the

Zentralverband der Organization des Automaten-Aufstellgewerbes.

These organizations encompass the entire coin machine field, and they work hand in glove in promoting the coin machine business. The German industry has scored such tremendous success in the export markets because it has stable home base upon which to operate.

All this the Frankfurt Fair pointed up—and more, too. For German coin producers are gearing for the European Common Market and, beyond this six-nation market, the "Outer Seven" market. German interest in these two markets, and plans to compete vigorously in them, was the keynote of the Frankfurt showing.

Most German producers believe—or at least hope—that by fast footwork they can sew up the six-nation Common Market against American competition, and possibly the "Outer Seven" market as well, either by means of subsidiaries in the "Outer Seven" or, as seems more likely, a working agreement between the Common Market and the "Outer Seven."

Tough Competition

Automatenmarkt, the German coin machine publication, predicts that the American coin machine industry will be hard put to withstand German competition. The magazine said:

"No doubt the U. S. coin machine industry aims at establishing factories of its own in Europe. Such establishments already exist in Germany, Great Britain, Ireland, Holland and France.

"This clearly proves that far-sighted American manufacturers are doing their utmost to strengthen their position on the important European market in order not to fall back in the competitive struggle which has commenced in this field of industry.

"On the other hand, statistics show that the efforts made by European manufacturers aiming at securing their own market have been crowned with success during the last year.

"Furthermore, European manufacturers are not slow in competing with the Americans in their own markets, i.e., North American, Central America and South America.

"The truth is that, on all the markets all over the world, there is going on a stiff competition between European and U. S. firms in the field of vending machines, juke boxes and amusement machines. This is this year's situation on the world market, which has completely changed as compared with that of previous years."

Automatenmarkt then proceeds to point out the nub of the U. S. versus German competitive situation:

Matter of Time

"And this is, no doubt, also the end of the inferiority of the European industry which had suffered so badly owing to war conditions. Now it is only a question of time when the advantage the Americans have in particular fields of the coin machine industry, and which results from years of undisturbed development and production, will be eliminated.

"It must, however, not be forgotten that the American industry has at its disposal a vast home market which is not handicapped by restrictions as they exist in Europe; in a motley of nations (small ones at that) where each country has its own regulations detrimental to the coin machine business.

"Therefore, it will chiefly depend on the common sense of the European bureaucracy how quickly the European coin machine industry will come up to the high standard of American production.

"Any narrow-minded measures

Bally Ships

Continued from page 90

six. Each additional card increases the player's chance of making an in-line, but does not increase the number of replays earned for three, four or five-in-line scores.

Special Ohio Model

A special model, Fun-Way, similar in appearance to Lotta-Fun but not equipped with replay button and which cannot be operated to permit replays without insertion of an additional coin, was earlier shipped to the Ohio area. Ohio law prohibits replays of any kind.

On the Lotta-Fun model, in shipment to most other areas, replays earned may be automatically transformed into free plays on the game or to light additional cards.

Biggest mechanical improvement built into Lotta-Fun is the new Auto-Mission Coin-Divider, designed to simplify operating technique by automatically paying the location commission. (See separate story.)

Players may deposit up to six coins a game. Each extra coin gives the player an extra score card in which to make an in-line score. Scoring in several selected cards is a demonstration of skill in choosing and hitting target holes for the purpose of lighting lines on several cards, instead of on only one card.

adopted by the authorities of individual European countries are bound to impede in an irresponsible way the progress which European producers are determined to achieve."

The Automatenmarkt editorial reflects the thinking of the German coin machine industry. It is all the more interesting because of the working agreements being forged between U. S.-German interests.

A further such pact was negotiated in the period just preceding the Frankfurt Fair. Loewen-Automaten of Bingen was appointed Seeburg general agents in Benelux—Holland, Belgium and Luxembourg. Loewen, the Seeburg general agent for Germany, will now be charged with promoting the sale of Seeburg products in the Benelux countries along with its own Fanfare juke boxes.



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Gertrude Browne Biz Sound

Continued from page 90

she continued, "but I've always felt that a 200-play machine is too big. I think a lot of people are impatient by nature and because there are so many selections to choose from, they may not bother to go thru the whole list — especially when it comes to new records. For that problem, at least, I have one answer. Each time I put new records in a box, I make a list of them on a separate sheet and tape the sheet on the front of the box itself. In that way, at least, the new records have a chance.

"Stereo machines? I have a few of them out now. I'm sure that it probably is the coming thing and you have to give the people what they want. But so far, I'm not convinced that stereo is really appreciated in the average tavern or lounge. They tell me that the regular records sound better on stereo machines too so we are gradually moving into stereo equipment. But we have a rule of thumb for bringing in stereo. We feel a location must be worth a minimum of \$20 net to us every week, to be worth a stereo unit. If the level is that high, we'll give it a try."

Mrs. Browne also has some definite opinions on location contracts. "I don't really believe in contracts, especially in the non big city areas," she says. "We have verbal contracts. I believe if a person will renege on a verbal deal, he will probably break a written one just as fast. I've heard that operators have been able to sue location owners for broken contracts, but if you have a law suit and the fellow is fined or has to pay up, you have lost a location anyway when all is said and done.

"In the city areas maybe an operator has to give a bonus to get a good location on his books. Then maybe he has a good reason for wanting a contract. He feels he wants to protect himself. But we never give bonuses. We feel

that good service is what we can offer and that should be more important than any kind of front money."

At least one problem, tho not in the critical class, has caused some recent concern with Mrs. Browne's Paramount outfit. It's the problem of theft. "You are more likely to have this trouble in an area where you have unemployment problems," she points out. "And Newburgh has many unemployed at present. We have had several break-ins on locations in just the last few months. They seem to come in the early hours of the morning, scoop out what little change is left in the cash register, and then quickly break into the juke box and pull out whatever money they can find there. It's hard because very seldom do they ever catch up with that kind of thief. And we are simply out the money."

Programming-wise, Mrs. Browne depends primarily on the printed word, charts and lists of The Billboard, for example, rather than station reports. "I'm out on my routes everyday," she says, "so I rarely get a chance to listen much to the disk jockeys. And of course, I only see Dick Clark's Saturday night show. During his afternoon time, I'm usually putting records on a machine. I rely a lot, too, on my location owners' requests and what my suppliers in New York tell me is hit material."

The simple operation formula apparently works at Paramount. Today the firm's four service personnel all have company owned cars while the firm operates its station wagon for collection and programming calls. A solid and substantial gross is being written which is a fitting tribute to Gert Browne's homespun business acumen and an interesting comparison to the near defunct state of the company in this mid-Hudson community just 10 years ago next month.

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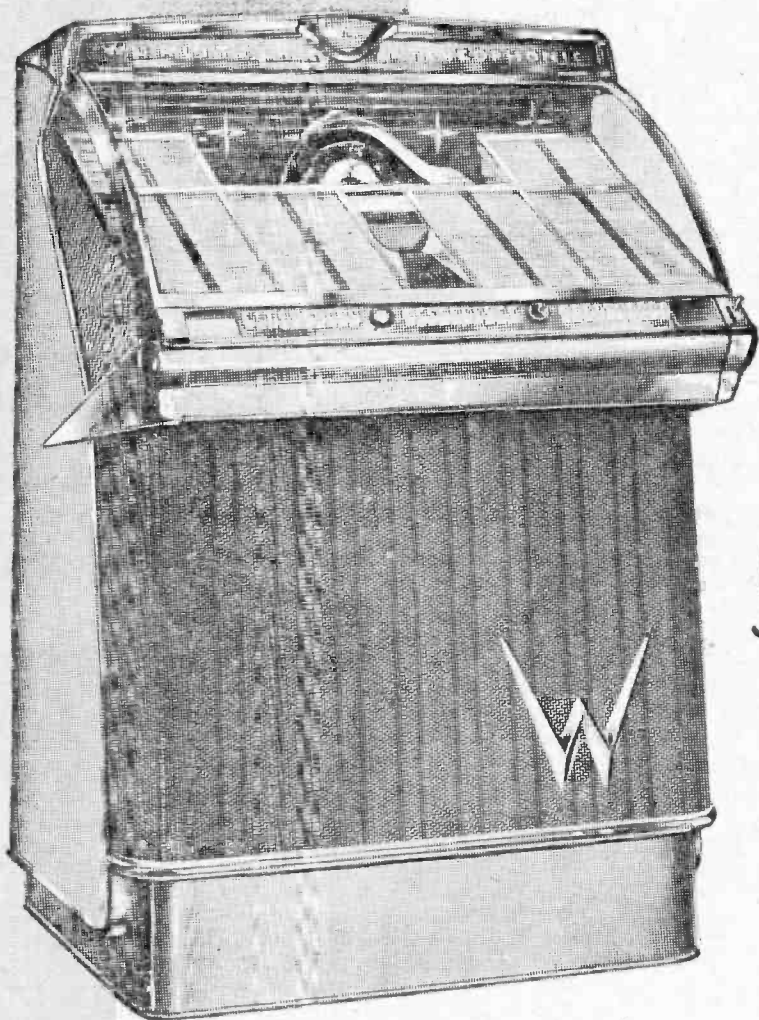
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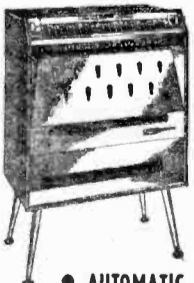
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British Coin Game Boom in Offing

By BINGO BEAUFORT

LONDON—Great Britain is on the brink of the greatest boom in coin-operated games since before the war. The British Board of Trade has suddenly decided to allow substantial licenses for the import of games.

Individual distributing firms, such as Phonographic Equipment, Ltd., and Ruffler and Walker, Ltd., have been granted dollar sums in excess of \$30,000 for the purchase of amusement machines of any sort over the next three months.

They have been informed that further substantial licenses will be granted if the business is well conducted this quarter.

Pre-War Games

When restrictions were taken off phonographs and vending machines some three months ago, and their unrestricted import from America allowed, amusement machines remained on the restricted list. Virtually no coin games have been seen in Britain since before the war. In pubs and cafes thruout Britain some thousands of pre-war pin tables (some of them as much as 30 years old) are still in operation, mostly on penny play.

A limited quantity of the full range of American flipper games (by Gottlieb and Williams) have been assembled in Dublin, Eire, and shipped to Britain over the past 18 months. About 100 coin-operated bowlers have also been produced at Shannon, Eire, by Co-Am-Co., Ltd., and assembly production of United bowlers (using American mechanisms) has now been transferred to Co-Am-Co. (England), Ltd., at Leeds. Also the vast Bal-Ami organization at Ilford, England, is already releasing assembled games by arrangement with Bally.

But in the main, virtually no American games have been seen in Britain since before the war.

Supply and Demand

The supply and demand will now be twofold. New games will be brought into Britain from all sources, more or less simultaneously with the hard-currency countries of the European Continent. And quantities of secondhand machines

(of the many categories not seen at all in Britain) will be imported from American and Continental jobbers. There will also be a very large market in Britain in spare parts.

There are games in about 3,000 locations in Britain at the moment, two-thirds of which are prewar. It is thought that saturation point will be reached at over 100,000 locations. Replacement business should also be excellent.

In short, in a very short time the United Kingdom should become America's greatest export market for coin-operated games.

Syracuse Op Sues City for Game Permit

SYRACUSE—Joe Bell Games Inc., 463 Pulaski St., whose amusement center game licenses were revoked by the city because of a previous conviction for possessing illegal machines, has instituted an action against the city to set aside the revocations.

The show cause proceeding is set for argument at a motion term of Supreme Court at the Onondaga County Courthouse.

Under a city law no person or corporation that has a criminal conviction may have an amusement center or game license. On one occasion, an employee of Joe Bell Games was convicted after illegal machines were found on the property; the corporation was convicted of the same charge on another occasion, and there is now a police court case pending where it is charged that the corporation had illegal machines on the property at another time.

City Clerk Edward R. Apps revoked the game licenses of the company after he learned of the conviction.

The licenses were among several revoked when it was found that the police license bureau over a two-year period, had issued licenses to 68 persons who had been convicted of crimes—a direct violation of a city law.

T. P. Aaron Buys Route From Camp In West Memphis



WEST MEMPHIS, Ark.—Clarence A. Camp, of Memphis, prominent music distributor and operator who also has other wide enterprises, has sold his music and route at West Memphis to T. P. Aaron, manager of the route.

The sale was for a reported \$85,000. The route was of moderate size, the largest music operation in West Memphis.

Camp bought the route five years ago from Frank Sullivan for a reported \$70,000 and made improvements on it.

The route consists of both phonographs and games in a number of active night clubs, restaurants and other locations.

Camp is president of Southern Amusement Company in Memphis, distributors and operators, C. A. Camp & Company, manufacturers of coin-operated hobby horses, an official of West Memphis Racing Bowl, stock car race track, and other businesses.

Walter Hitchcock has been appointed sales and service representative for the Wurlitzer Export Department in the Far East. According to Arthur C. Rutzen, export sales manager, Hitchcock's territory will include Japan, Korea, Okinawa, Formosa, Hong Kong and the Philippines. He will be responsible for setting up dealers and distributorships for all the Wurlitzer products in this area. Hitchcock has resided for an extended period in the area and is thoroly familiar with the region. He will establish a residence and office in Tokyo, Japan.

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R&B, Country Disk Shortage Delays Mid-South Stereo Juke Development

By ELTON WHISENHUNT

MEMPHIS—Operators in Memphis and the Mid-South have not yet taken to stereophonic juke boxes in a big way, but indications are that it is only a matter of time before there will be a large representation of them on routes.

This was disclosed in a survey last week by The Billboard of several operators and distributors. The spot check was among top operators and distributors and key men in the business here.

The main problem, repeated again and again by those checked, is that they are not yet getting enough of the type of records on stereo needed for their locations here.

Memphis Market

To understand this, it must be remembered that the Memphis market is not similar to the large cities generally. As Alan Dixon, general manager of S & M Sales Co., said:

"Stereo is going over very well in the large cities, such as New York, Chicago, Los Angeles, Philadelphia and so on, but here is our problem:

"We have many colored locations. The type of records that go well there are rock 'n' roll and rhythm and blues. We're not getting enough of those records on stereo yet to fill a phonograph.

Teen Agers

"I have also found that many of our white locations dominated by teen-age play is the same. They go for rock 'n' roll here still. (The Elvis Presley hometown influence

is still strong among teeners here.)" Dixon, whose company also is a distributorship, says "the principal drawback so far is suitable records." He says his company is selling a few of the new phonographs to operators here and in the territory, but not many yet.

He has only one phonograph on his route now, a 120. It is doing well. The manufacturer he distributes for makes the 120 and a 200. Also carried is a conversion kit with amplifiers and speakers to convert hi-fi machines into stereo. This costs the operator about \$200.

The speakers are set apart from the machine. "Operators in the smaller cities have colored, white and country and western-type locations," he said.

Record Shortage

"Broken down, this would mean rhythm and blues for colored, rock 'n' roll and pop for white, and country and western music for those locations. So it can be seen that our problem here is one of not having the records yet. But the time will come, I think, when stereo will be the big thing here in our top locations as it is now in larger cities."

Parker Henderson general manager of Southern Amusement Company, said less than 10 per cent of his route, largest in the Mid-South, is on stereo now.

"But it is the coming thing, I am sure," Henderson said. "The operators in Memphis and the Mid-South whom I have been dealing with have indicated that. They are

not buying many new phonographs now, because they realize that sooner or later they will have to convert to stereo, and there is no need buying a regular type juke box now.

"All the hi-fi machines are easily converted to stereo. We have some new stereo machines on our route and some converted. The conversion kit costs about \$200, which includes the amplifiers and two speakers.

"However, right now the stereo record shortage is the major problem. Many colored locations (40 per cent of Memphis' population is Negro) like blues-type music, which we don't have enough of on stereo yet to put on a machine."

Edward H. Newell, owner of Ormatt Amusement Company, and Drew Canale, owner of Canale Amusement Company, have no stereo phonographs yet and are waiting for more records to come in.

Coming Thing

Both expressed the same view that it is the coming thing in the industry, they will eventually go into it, but they cannot now with insufficient stereo records for their type of locations.

Most operators interviewed expressed the view that what is mostly coming out in stereo records now are pop, semi-classical, show tunes and country and western. And only a small percentage of stereo in what is coming out in hi-fi.

Jack Canipe, partner in Canipe Amusement Company, touched on the record problem and one other—the higher costs of the stereo phonographs, as well as the \$200 per machine expense of converting old ones.

Gradual Conversion

He figures the conversion work done by operators will be gradual and before he has his route the way he wants it, fully taking advantage of stereo, it may be several years.

As a wrap-up on the record problem, Joe Cuogi, partner in Poplar Tunes Record Shop, a one-stop which services most operators, was interviewed.

He said he gets now about 25 per cent stereo records of the 100 per cent he gets on monaural. Reason is there are many, many independent record companies which are not yet recording on stereo.

"But they're going to have to start making their records on both stereo and hi-fi," said Joe. He predicted in less than a year most records would be on both, and he foresaw a split-type field (comparable several years ago to the 78 phonographs and 45 phonographs) where operators will be using some monaural records and machines on certain locations and stereo records and phonographs on others.

He said the record distributors have not yet begun distributing stereo records in a big way, but it should get going soon. The record companies and juke box manufacturers are pushing it, he said.

The 25 per cent he mentioned includes singles in pop, show tunes, semi-classical and country and western, with little rock 'n' roll.

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New Ideas Hope of Trade

• Continued from page 90

find a new game," says one manufacturer. "Then we can copy them. We don't care who gets it first—a new game by any manufacturer will help the whole industry."

Reasonable as this system may seem, it tends to leave each manufacturer sitting on the shelf, waiting for their competitors to deliver the new product. Their competitors, in turn, are waiting for them. The fact that the originating firm must invest rather heavily in research, materials and testing to bring a new game to market, acts as a deterrent in trying out any new product that isn't apparently a sure thing.

Many times a firm will hold a monopoly on a new game for as long as six months before competitors jump into the market—but eventually everybody is making the game, if it proves a success. More often, leading competitors begin copying a game after one or two weeks.

Work On Price

Manufacturers are making "a constant effort" to lower prices. But so long as they continue improving existing games instead of fashioning new ones, the price inevitably goes up. Some producers who had been absorbing rising costs, are just now beginning to pass them along to buyers. Producers can't afford to continue absorbing these costs and continue to operate at a profit.

Lull In Ideas

Says Wolberg, "Ideas have always been a problem. They really must be developed by geniuses—which the industry has—but there has been a lull in developing new ideas, partly brought by the stability of the bowling game market."

Sam Lewis, Williams vice-president, feels that the demand for new ideas is the industry's current biggest problem. "Few really new ideas in games have been developed thru the years," says Lewis. He feels that engineers generally can't be counted on to come up with a steady stream of good game ideas. "We must have help from outside the manufacturing field," he says.

Lewis called for operators, distributors, inventors from all ends of the industry to submit ideas to Williams—or to an other manufacturer. "It's not too important which firm initiates the new game," says Lewis. "I would be most happy to see any firm come up with a strong idea. The industry as a whole would benefit."

Bally, currently engaged in producing a new-type five-ball pin game, is slated to come up with a number of new ideas in the pinball line. The firm has not continued, in recent months, to introduce new in-line pinballs with replay meters and multi-coin play. The new Bally pins are expected to be designed to qualify as amusement-type pinballs.

Herb Jones, Bally vice-president, assured the trade that the bowling game line, as a stable product, would be continued. New bowling game features to add to Bally's latest—the Lucky Strike feature—will be added. Bowlers, pins, guns and kiddie rides will likely continue to account for the biggest share of Bally models.

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Boston Closes 2 Arcades on Obscenity Charge

BOSTON—The Boston Licensing Board last week ordered Arthur Wertheimer to divest himself of all future control of two downtown Arcades because it charges he permitted minors to view obscene film in both places.

Chairman Clarence Elam of the Board notified the chief of the Boston Police Vice Squad, that as of now, the licenses of both spots have been suspended indefinitely. He said the action was the result of a hearing before the Board on June 24 on a police complaint that minors were permitted to view obscene films.

He added that he had issued an order for Wertheimer to get out of the control of the Arcades, both known as the Mardi Gras Arcades before any consideration could be given to re-opening them.

On August 14, Judge John J. Fox revoked a sentence of three months in jail which he had imposed previously, when Wertheimer had agreed to remove obscene films from his Arcades forever.

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Bally Coin Divider Unit Pays Splits

CHICAGO—Bally Manufacturing Company has devised a new coin-dividing unit which automatically separates coin box receipts into pre-set commission percentages.

Introduced on the new Bally pin-ball, Lotta-Fun (see separate story), the divider, set on standard 50-50 split, directs half the coins to one coin box, the other half to a separate box.

Operator and location owner each has a separate key—one to open the location's box, the other to open the operator's box.

Any Commission

Similarly, the divider can be set to divvy up coins according to a 60-40 commission arrangement, or any other.

In this way, the operator no longer must take time out to pay the location owner directly his share of the receipts.

The divider eases the location owner's problems too, for he no longer must take care to see that he has ample coins on hand for playing patrons. When he runs short, he can simply open his coin box and count out the change for the patron.

Patent on the new device, according to Bally, is pending. Previously, dividers have been used to separate coins on different denominations, but not to divide them into commission percentages.

Barbara Atkin, daughter of Harry Atkin, of United Vending Machine Company, Minneapolis, was married recently to Zola Friedman, of Minneapolis, at Beth El Synagogue. A dinner and reception followed at the Nicollet Hotel. Both Mr. and Mrs. Friedman attend the University of Minnesota.

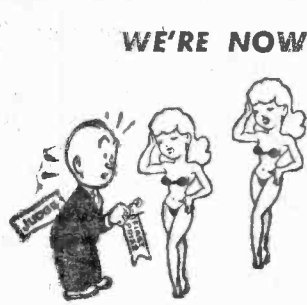
CRANE IS LIABLE TO \$250 FED. TAX

WASHINGTON — Coin-operated claw, crane or digger machines were ruled gaming devices and subject to the annual \$250 tax by the Internal Revenue Service last week.

A bill to exempt this type of machine from the gaming tax, when used in fairs or carnivals, unexpectedly received Senate okay last week, in the wake of earlier passage by the House. The bill, HR8725, now requires only Presidential signature to become law, and will be effective July 1, 1960.

IRS ruled the diggers liable to the steep gaming tax because the "element of chance" is involved, even tho the merchandise prizes are valued at less than 5 cents. In a hair-splitting decision, IRS decided that its general code ruling that a coin-operated vending machine can be termed an "amusement" device if prizes are in merchandise of less than 5-cent value, would not apply to the diggers, because of the chance element.

The recently-passed bill to exempt the machines from gaming tax would apply only to those in carnivals or fairs, where the charge to operate is not over 10 cents, and the merchandise prizes are not over \$1 in value



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- Genco RIFLE GALLERY . 135

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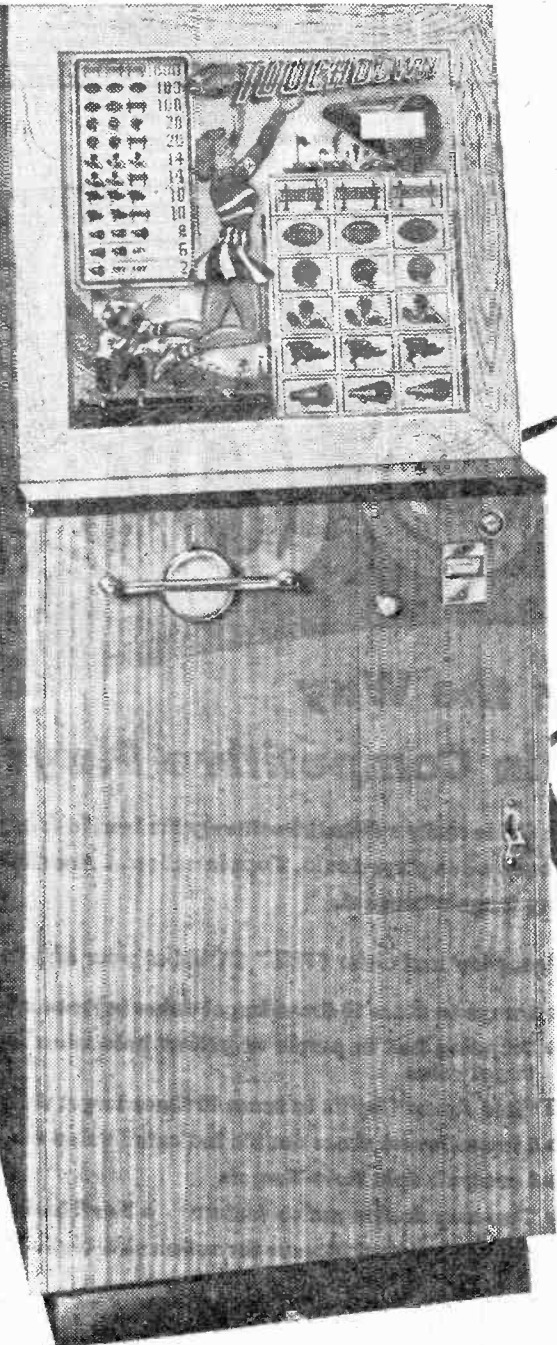
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DENVER OPERATOR FINDS USE FOR 20-PLAY JUKES

DENVER—Johnny Knight, who operates Skyline Music Company here, doesn't believe in junking elderly 20-record phonographs.

Instead, Knight simply looks for unusual spots, where people have only a brief amount of time to listen to music—and he finds that elderly phonographs fit into this situation ideally.

For example, Knight has installed a machine in the basement of the snack shop of Mercy Hospital, big Catholic institution in an East Denver residential neighborhood. Here, with an average of 250 people on duty per shift, the snack bar is busy thru the day and evening, but the usual music customer is only in the snack shop once or twice per day for a brief cup of coffee or a snack.

Consequently, Knight programs a straight "Top 20" on the venerable machine and finds that it shows as high play per "playable hour" as 100 and 200 record machines in populous bars, cocktail lounges, restaurants, etc. Young internes, nurses, medical technicians, etc., work long hours, usually of high-tension, nerve-racking varieties, Knight has found, and they welcome the chance to listen to a popular hit during their short coffee breaks.

Davis Promotes Key Executives

SYRACUSE — Thomas Ferrar and Henry Wertheimer have been named regional sales managers by the Davis Distributing Company, New York State Seeburg distributor. Both men are veteran Davis sales executives.

The new posts were created by the expansion of the Seeburg Corporation into full-line vending. Ferrar will headquarter in Buffalo and will cover Western New York, including Rochester.

Wertheimer will be in charge of the Syracuse office, and he will also retain his present office in Albany.

OPERATORS

Dime Play is Here to Stay



In '33 nickel play was OK.

Operate wisely in '59... dime play is here to stay!

D. GOTTLIEB & CO.

THE
to buy your used equipment!

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1650 AF	\$245.00
2000	495.00
5205 Wall Boxes	35.00
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SEEBURG

Model G	\$295.00
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200 Seeburg Wallboxes	79.50

AMI

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1453	\$495.00
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Miss America	\$225
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Cypress Gardens	275
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Race Time	\$275
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Star Pool	55
Smoke Signal	70
Balls a Poppin'	85
Sitting Pretty	265
Toreador	115

ARCADE

C.C. Rocket Shuffle	\$115
C.C. Rebound Shuffle	95
Voice-O-Graph	165
Seeburg Bear Gun	85
Telequis	65
Bally A.B.C. Lane	325
C.C. Bowler	325

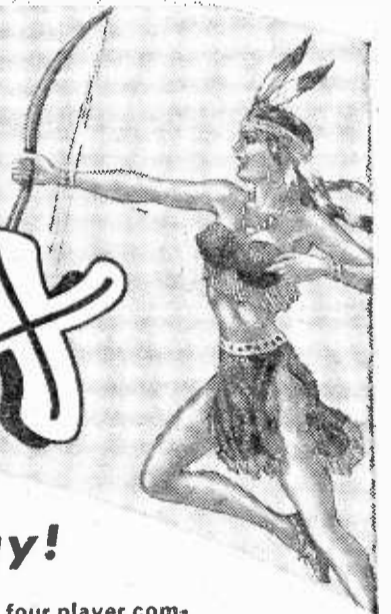
Our Cincinnati Office is Located at 1635 Central Parkway Cincinnati, Ohio Phone: MAin 1-8731

Call, Write or Wire Direct all Inquiries to Indianapolis office. Export Inquiries Invited.

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Exclusive Wurlitzer Distributor
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Gottlieb's 4 Player

SWEET SIOUX



**Leads the Way
in Competitive Play!**

This Indian Gal is really spirited! Positively the best in four player competition or even when played solo. Tops in action... tops in features... tops in "play it again" appeal.

See, play and order SWEET SIOUX at your distributor today!

- 5 ways to score 10 times target value in "running light" section
- Dropping ball in purple or yellow hole when lit scores 10 times target value
- "Red Arrow" lights to score 10 times target value
- 5 top rollovers score double indicated value when lit
- 4 contacts spin Roto-Targets
- Two way double match feature • 3 or 5 ball play
- 2 super-powered flippers for action skill shots



Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Dime play is here to stay—buy Gottlieb Games and keep it that way!

Ship 60 Games Thus Far in '59

Summer Output Average; Novelty Models Show Drop; Pins, Bowlers Main Items

CHICAGO—Manufacturers held production of new games at a fairly steady level over the past two months. Compared to other years, output has been average, but introduction of new-type games has been relatively slim.

Summer output has advanced the number of 1959 game models from 45 to 60, with manufacturers continuing conservative runs. Most new introductions are in the bowler, five-ball pin or rifle game categories.

A new game with real class, if bowed in the fall, could change the current status quo to a boom period in the business. Such a game combined with the fall buying season and better collections at locations, would pep up all ends of the industry. To date, however, there isn't even a rumor that such a game might be coming.

5-Balls Lead

The 1959 introductions now include 13 five-ball pin games, two in-line pins, eight shuffle bowlers, six ball bowlers and seven guns. There are four kiddie rides and four baseball games, with no more added in the past few months.

The dozen or so games not included above are pools, shuffleboards, Arcade units and some novelties, but very few of the latter.

A good share of the novelty game crop each year is slated for the Arcade field, but among the remainder there is usually at least one game that creates a flurry of activity around the country. This year, but for a brief period early in the year when the rebound shuffle was fairly popular, there has been no such game.

Solow Back From Canada

PHILADELPHIA—Nat Solow, president of Eastern Music Systems, local Seeburg distributor, returned this week from a Canadian vacation. He was accompanied by Mrs. Solow and their two sons.

of competition from novelty games do well. Used ball bowlers have not rated as highly, altho some of the small ball models are in demand.

Upright games are moving well in certain territories, with Eastern areas currently favored.

Pool games are reported still taking top money in some stops. Operators with such stops are happy to keep the pools on location, for they represent low upkeep and steady receipts. Others, where the pool play has died off, have had to replace them with shuffles or novelties.

Pool play seems to be based on individual locations, rather than on certain areas. Thus there are at least some pools—generally 10 per cent of total games out—on most routes.

Guns have shown resurgence this year, with the in-line bounding ball models moving well. Used guns in this class are now scarce, and operators are searching for them.

Used Shuffles Prosper

Good used shuffles are also in top demand as usual. Shuffles are good if not heavy grossers at most tavern locations, and in the absence

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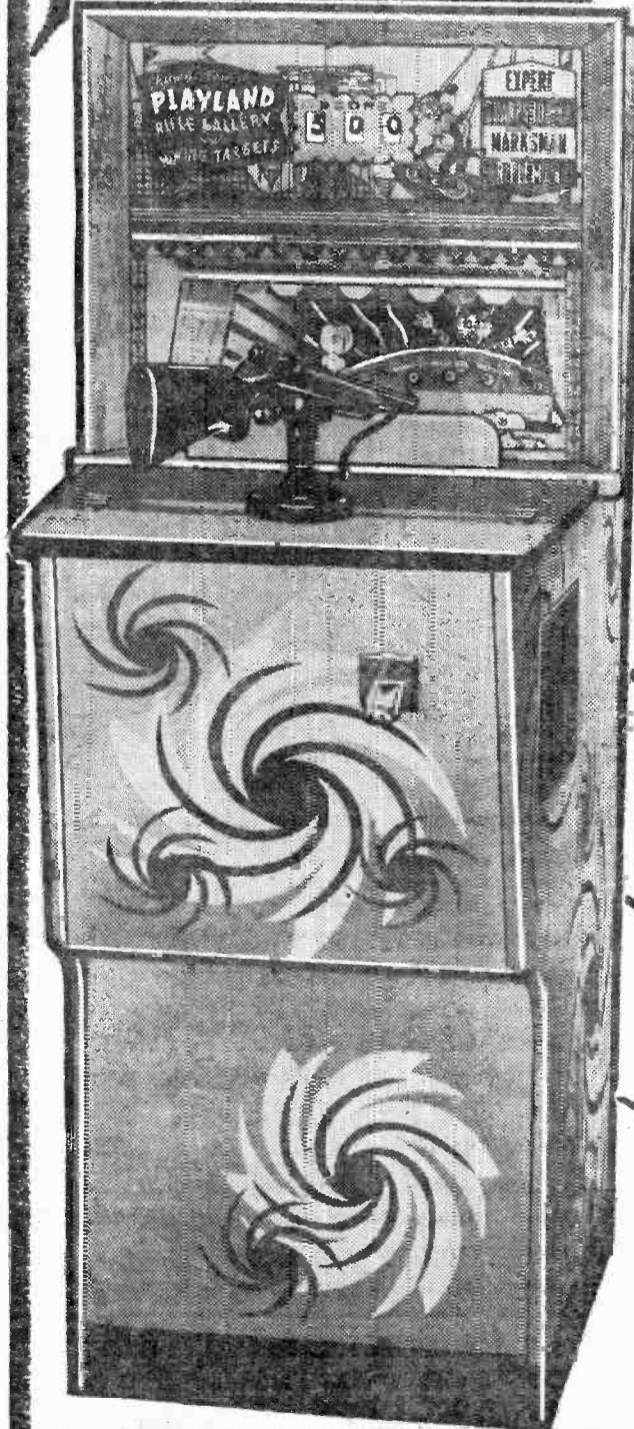
chicago coin's

Playland

RIFLE GALLERY

with MOVING TARGETS!





The Successor to "Big Top"!
Even More Action! More Features!
More Excitement!

All The Target Action and
Realism of a Real Rifle Gallery!

Realistic Moving Rabbits Run
Across Playfield — Drop When Hit!
5 Bull's-Eye Targets for Sharpshooters!

22 Caliber Rifle
Fires Single or Rapid Fire!

Match-A-Score or Perfect
Score for Replays . . . optional

- New Ultra Modern Cabinet With Formica Top Stands Out Among Other Guns.
- Proven Trouble-Free Easy Servicing Mechanism
- 25 Shots 10c — All Steel Cash Box

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GOTTLIEB'S NEW

SWEET SIOUX

4-PLAYER

WOOS the Customers with Spirited Action, Top Features—WOWS 'Em with Top Competitive Play Appeal!

NATIONAL SPECIALS!

GOLD STAR, 1-PI.	150
ROYAL FLUSH, 1-PI.	195
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STRAIGHT FLUSH, 1-PI.	195
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DOUBLE ACTION, 2-PI.	315
RACE TIME, 2-PI.	345

WANT — 25 Regular Size BUMPER POOLS.

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 Model: **LOTTA-FUN** Serial No. **1050**
 This Machine is designed and manufactured to be operated exclusively as an Amusement Machine as defined in Section 4462 (a) (1) (C) of the Internal Revenue Code of 1954. It contains no "pushbutton for releasing free plays" meter for registering the plays so released or... provision for multiple coin insertion for increasing the odds. Operation of this Amusement Machine is subject to the \$10 Federal Special Tax imposed by the Internal Revenue Code, and a current \$10 tax stamp must be displayed on the place of premises of operation.
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New Bally

LOTTA

Earns



**WITH POPULAR
 LIGHT-A-LINE
 SKILL-APPEAL**

**FAMOUS
 "SPOT"
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High-Score Game

= FUN

up to 6 coins a game

Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN. Fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

OHIO MANUFACTURING COMPANY
640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



NO METERS
A fast, fascinating high-score skill-game with popular line-lighting play-appeal, LOTTA-FUN may be operated with or without replays but is not equipped with meters.

New
"AUTO-MISSION"
COIN-DIVIDER

1. Automatically pays location-commission, depositing percentage of all coins played in separate compartment, unlocked only with location-owner's key.
2. Adjustable to wide range of operator-location ratio of earnings.
3. Avoids arguments about division of earnings by automatically maintaining agreed operator-location ratio of income.
4. Permits location-owner to take his profit daily without waiting for operator's collection.
5. Eliminates coin-shortage on location and expense of keeping location supplied with coins. Location can quickly obtain coins, as required—for his cash-register or coin-chutes—by unlocking location's cash-compartment.
6. Insures continuous play and increases total play by providing constant supply of coins on location.
7. Permits location-owner to stimulate play by operating game with coins taken from his compartment.
8. Increases earnings of juke-boxes, cigarette-venders and other coin-operated equipment in location by providing constant supply of coins.
9. Saves time of collectors, who simply take contents of operator's cash-compartment without delay of counting cash or settling with location.
10. Eliminates counting coins in view of location-patrons.
11. Minimizes hazard of burglary by permitting location to remove cash from game when location is closed.

**SEE
SENSATIONAL
ANNOUNCEMENT**

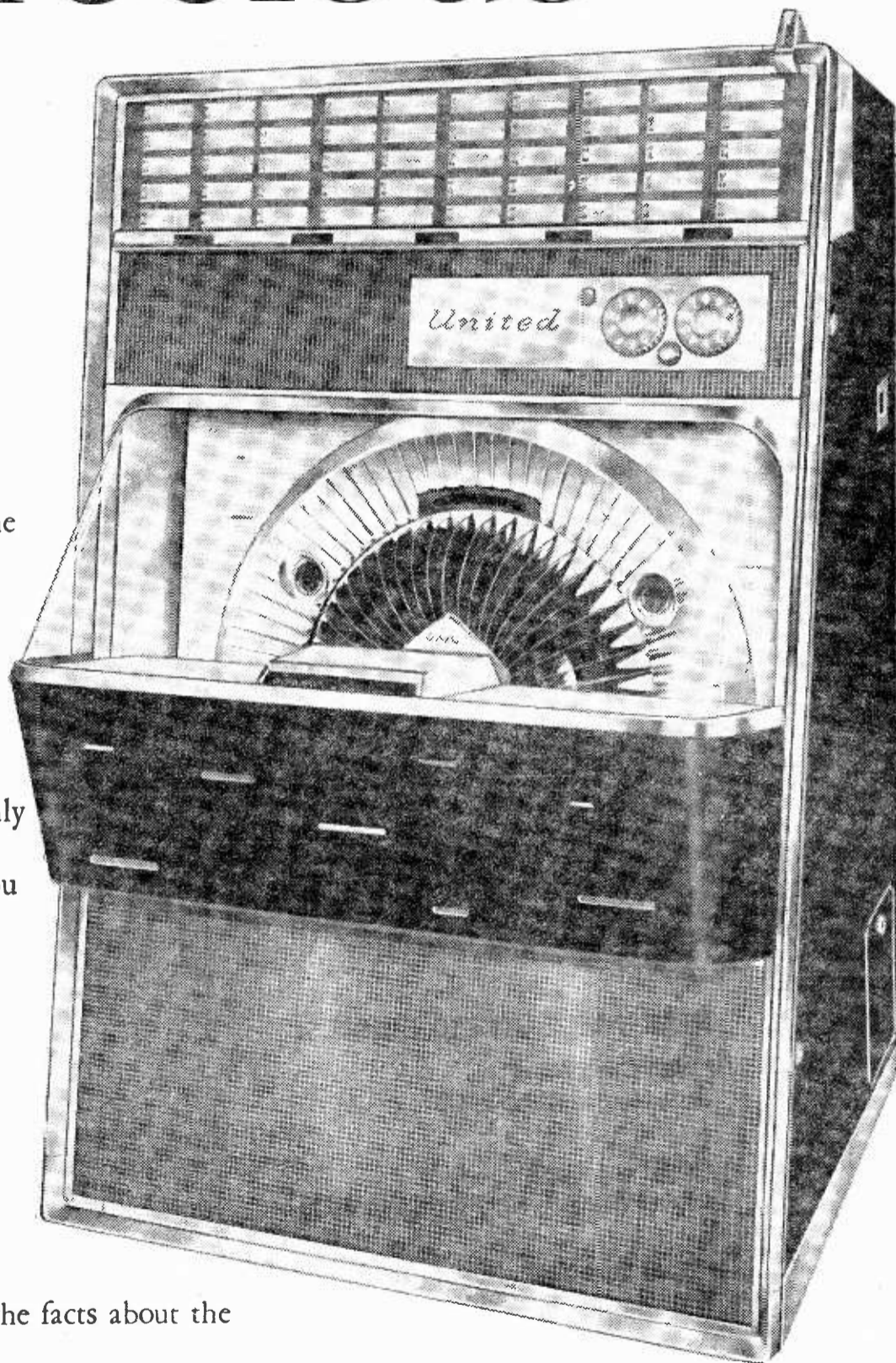
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ON PAGES 100-101

the pause that is precious

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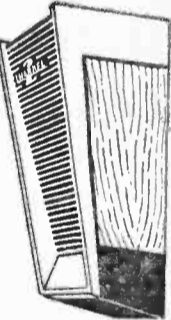
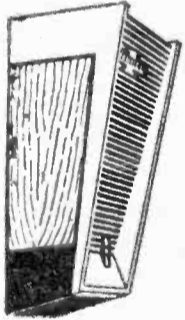
LOUIS PRIMA & KEELY SMITH, DOT RECORDS



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WARNER BROS. RECORDS

JANE MORGAN, KAPP RECORDS

JANE, LOUIS & KEELY
AND "KOOKIE"
ARE ON **STEREO**
and they sound best on



SEEBURG STEREO

HEAR THESE STEREO SINGLES:

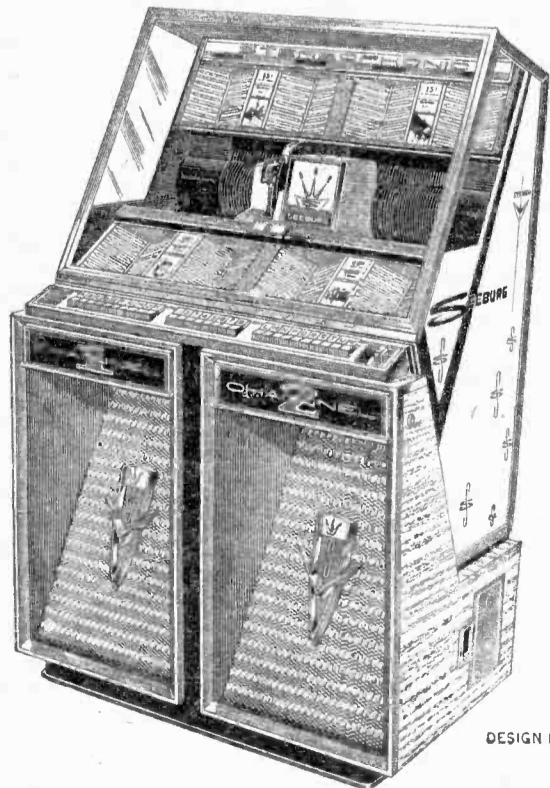
"With Open Arms"
Jane Morgan, Kapp 284-S

"Night and Day"
Louis Prima & Keely Smith, Dot S-210

"Like I Love You"
Edd "Kookie" Byrnes, Warner Bros. S-5087

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Chicago 22, Illinois

America's Finest and Most Complete Music Systems



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