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SEPTEMBER 21, 1959 (B) THE AMUSEMENT NEWSWEEKLY (ABC) INDUSTRY'S LEADING

Chain Competition Spurs Discounting

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

(Editor's Note: This is the second ords back into the chain stores. in a series about the record mar- In some cases, chain store operaketing revolution.)

By BOB ROLONTZ

NEW YORK - If one-stops and racks have been partly responsible for expanding the record market over the past 10 years (The Billboard, August 31), certainly records in chain stores have also Woolworth's, and all of its compehelped in this expansion as well. For years many stores in such LP's in every market where there chains as Woolworth's, Kresge's, and many stores in the large general merchandise store chains such as Sears and J. C. Penny, had not carried records. There were still a Whether it has made the record number of important chains that business more profitable is another did, but such a giant as Wool- question. And that it has hurt the worth's discontinued selling records a number of years back. In the early and middle '50's the five and ten-type chains came back into the record picture. A few years later the Sears type of store started carrying records again.

Return to Chains

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

tions are operated by rack jobbers or concessionaires, but generally it is the chain itself that orders and maintains its record stock.

When records originally returned to the chains, they were sold at list price. But the growth of discounting across the country has changed all of this. Today tition, discounts both singles and is price cutting. The same is true for the Korvette type of operation, That this discounting has attracted more customers is probably true. old-line dealer is also true, with many of the smaller record stores seriously hurt.

Discounting

Of all consumer items, records were able to maintain a steadier list price-until the 1950's-than many lines of consumer goods. There rarely were record sales, and secondhand records usually had a good market. The advent of price cutting has changed all this. Records advertised at 30 to 40 per cent discount are not uncommon in almost every large city in the country. A recent Billboard survey of dealers showed that a majority of dealers in cities over 100,000 (Continued on page 4)

CONFERENCE SET FOR PRESIDENT'S MUSIC COM'TEE

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

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

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

(Continued on page 6)

Juke Box Operators Cautiously Explore Background Music

Street Locations and Non-Metropolitan Areas Provide Most Likely Markets

By AARON STERNFIELD

juke box operators, traditionally in this development? purveyors of coin-operated recorded music in restaurants, taverns and soda shops, are gingerly exploring the possibilities of backand better-class public locations.

While background music in the form of FM radio and central studio programming is not new, recent developments in on-location units -both tape and wax-have given

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

Operaton Role

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

feel it will), but how much of a CHICAGO - America's 10,000 role will the juke box operator play

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

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

Industrial Locations

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

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

Price Cuts in High Gear

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

NEWS OF THE WEEK

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

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

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

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

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

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

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

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

DEPARTMENT AND FEATURES

Amssement Park Arena, Auditorium Audio Products38 Bulk Vending 91 Carnival Confab 80 Circus Trouping 76 Classified Ads 89 Coin Machines 96 Fair-Exhibition Management 73 Einal Curtain 72

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Music Pop Charts-Honor Roll of Hitt. 53 Tomorrow's Tops .. Hot R. & B. Music Record Reviews-Routes Shone News Show Places ... Talent on the Road .. 71

TV-Music-Radio

Bossie Doesn't Dig the Beat

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

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

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



A LABEL-BUT A RECORD COMPANY!

World Pacific

Launches Own

HOLLYWOOD-World Pacific

Records prexy Dick Bock has

launched his own distributing

company here and has moved his

label's line to his newly formed

West Coast Record Distributors.

Distrib firm will also handle the

Stinson and Profile labels, and is

currently negotiating for several

other lines. World Pacific had been

Bock told The Billboard his rea-

son for going into the distribution

field was to help his firm effect

a closer relationship with its indie

(Continued on page 12)

represented by California Record

Distributing in this area.

Distrib Firm

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

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

ords prexy Goddard Lieberson has Irving Townsend, executive pro- responsibility for the technical opcome up with a sweeping reor- ducer; Percy Faith, Frank De Vol eration of the department, such as ganization of the entire Columbia and Allan Emig. The West Coast integrating recording plans and pop a.&r. staff. There is no longer move will bring both TD and Faith skedding releases. Newly named a pop a.&r. chief. Each pop recording man at the diskery is part of the company-wide a.&r. staff, each acting as an independent producer on both albums and singles, and reporting directly to prexy Lieberson. From this week on, each member of the a.&r. staff can accept or reject material as he sees fit without checking with anyone

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

Martin to Set Up Own Distribbery

NEW YORK-Joe Martin next week will leave his post as director of sales and merchandising at Stereo-Fidelity and Somerset Rec- as early as last April 1, BMI had ords to start his own distributing written to various publishers who firm. New firm will be called Apex had expressed an interest in ac-Distributors. Martin has not named the city but it is believed to be somewhere in the East.

Fidelity after two years with the Dave Miller firm. It was during Europe Trek the low-price stereo field with Stereo-Fidelity, which has turned into the most important label for Miller.

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

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

NEW YORK - Columbia Rec- West Coast staff will consist of pop department, and assume all There is a chance that DeVol may Kavan, who has been working with come east to stay in a short while. the pop a.&r. department since Roving C.&W.

Don Law, the label's country pany for the past 10 years. and western hitmaker, who has scored so strongly in pop, will Shapiro, co-ordinator of internacontinue to operate as "roving c.&w. producer." Howard Scott, who has been recording Masterworks albums, will occasionally What the change does is to make handle pop albums too on the East

The new Columbia a.&r. set-up dle all administrative work in the

form the East to West Coast offices. as co-ordinator of a.&r. is Stan 1956 and has been with the com-

> Columbia also noted that Nat tional repertoire, representing material recorded by Columbia, will be added to the staff. Shapiro represents material recorded by Columbia or its affiliates in many countries thruout the world.

Idea of the new "independent will also have a newly appointed and equal" a.&r. staff is that the co-ordinator of a.&r., who will han- one man head of an a.&r. depart-(Continued on page 12)

BMI Sale to Col. Pix Looks Likely

By REN GREVATT

NEW YORK-Negotiations for the acquisition of Broadcast Muerated by the licensing society of the same name, by the Columbia Pictures interests, were in an adand Bob Burton on the West Coast to New York BMI attorneys to draw up contracts of sale for execution possibly next week.

It was learned this week that

Martin leaves Somerset-Stereo Moretti Sets

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

Moretti hopes to work with European distributors in untangling problems common to all in and to co-ordinate the release of American hits in the various Con-(Continued on page 12) tinental countries involved.

quiring the catalog asking them to enter into further discussions.

The firm, which was started by sic, Inc., the publishing firm op- BMI at the time of its own inception to provide an immediate reservoir of music for broadcast use, has been less active in recent vanced state at, week's end. It years. Its net income from mewas learned that instructions were chanicals, performances and sheet sent from BMI execs Bob Sour music sales in 1956 was about figure was approximately \$114,000 \$80,000. The catalog contains hundreds of copyrights, some of which, like "The Song From Moulin Rouge," "Because of You," "Hi Neighbor," "High on a Windy Hill," (which has a current new release by Eddy Heywood on Mercury), "It's a Big, Wide, Wonderful World," "Laughing on the Outside," and "You Walked By," are viewed in the trade as having considerable value.

HUMIDITY EVEN GETS TO ALVIN

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

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

'Fiorello' Original Cast Rights to Cap

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

It is being produced by Griffith and Prince who also teamed talents on "Pajama Game" and "Dam Yankees." Book is by Jerome The Amusement Industry's Leading Newsweekly \$140,000. The following year the Weidman, music by Jerry Bock with Sheldon Harnick's lyrics, while in 1958, it came to about George Abbott's direction and Peter Gennaro's choreography. Cast includes Tom Bosley (as the Little Flower), Pat Wilson, Ellen Hanley, Howard De Sylva, Pat Stanley and Mark Dawson.

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

(Continued on page 12)

Mathis Firm Sues on 3 Renewal R'ts

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

(Continued on page 12)

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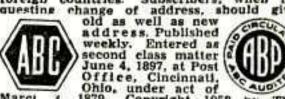
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Circulation Department Send Form 3579 to Main Advertising and Circulation Offices 2160 Patterson St., Cincinnati 22, Ohio



Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of June 4, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year \$5; The Billboard International; Sunspot the monthly magazine of amusemen management, and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRTG. CO., St. Louis, Mo.

The asking price of the firm was age. reported as about \$350,000. N. Y. Dealers to

Make Own Records

NEW YORK - The Association | ganization will be serviced with an cording to Seymour Bondy, prexy of the group. Bondy uso took note is normal wholesale." of the growing membership of the group which now is claimed to number 373 active dealer members.

into competition with the record You get downright mad." companies at their own level. Our label will be called ARD Records and for the moment we'll be limited to singles only.

proached on distribution by various a general meeting would be held parties and we are working on that Tuesday (29) at 8 p.m. in the angle. Members of our dealer or- Henry Hudson Hotel here.

of Record Dealers of New York extra 20-cent discount off the reguand New Jersey will soon enter the lar wholesale price. Other dealers record manufacturing business, ac- can get the records at the same price they pay for any singles, that

On the LP front, Bondy said a poll of members showed that 93 per cent believed that diskeries Explaining the move into the were putting out too much prodmanufacturing end of the business, uct. "It's a terrible situation," he Bondy noted that "the manufactur- said, "especially when it comes to ers with their clubs and their racks dealing with a distributor's saleshaven't done very much to protect man. It's not his fault that his emthe dealer. We, the record dealers, ployer is putting out too much must protect ourselves and perhaps stuff, and yet as soon as he puts we can best do that by entering his face in your door, you see red.

Bondy noted that members of the group have carried out an active recruiting campaign for members, which has resulted in 21 re-"We have already been ap- cent new additions. He added that

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Solon Hints More Decree Hearings

Dissident Complaints on Proposed Amendments Stir Committee Review

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

MEMORY LANE

Victor 60th Birthday Set; **Packs Glamor**

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

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

Selections on the two disks represent not only outstanding performance, but also notable com-

mercial success.

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

WASHINGTON - "Further | (D., Tex.), chairman of the full committee.

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

(The subcommittee report on the decree, plus the transcript of the Roosevelt Subcommittee hearings of 1958 will be on hand for reference during the October_hearing by Federal District Court Judge hearing, attorneys for ASCAP and sales manager of Mercury. the Justice Department will meet representatives of the dissident members, to argue the efficacy of September 14, 1959.)

Chairman Patman firmly credits Representative Roosevelt with in-(Continued on page 12)

New Distrib Org Formed

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

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

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

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

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

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

NASHVILLE — Gov. Buford starts Thursday, November 12, at the Andrew Jackson Hotel, convention headquarters.

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

CAP 'CARDS' AT 1/2 MIL MARK

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

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

Yablon Exits

CHICAGO—Gerald M. Yablon this week left his post as chief administrative officer of Mercury branches to become treasurer and ow of a cloud over them." comptroller of Arnold Distributors here. Arnold was recently formed Sylvester Ryan. In a pre-entry by Morris S. Price, former national

Mixed Reactions to Lormar Beachhead

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

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

M-G-M Says No Dice

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

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

NEW YORK - Revelations last | made no agreement and there have week on the activities of the new been no shipments of records made. Phoenix, Ariz., distributor known As in any case where we are approached on distribution matters, we look thoroly into the parties involved before making our decision."

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

"I'm Not the Law"

"What they do outside of Lormar or Flash is something else again. I'm not the law, and I'd say if they've done anything wrong, let the law worry about it. Be-(Continued on page 10)

Nelson King WCKY Exit Cues Surprise

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

It was rumored later in the week that King had been offered an executive post with WBRC-Radio, Birmingham, Ala., an affiliate of Station WKRC here. A WKRC official acknowledged that King had been talking with Ken Church, vicepresident in charge of national ad-(Continued on page 10)

Possible Flop for Goody Stirs Trade

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

Debbie Ishlon Upped to New Col. Post

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

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

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

Meanwhile, other tradesters were speculating on the possible

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

Distribs Nicked

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

> It has also been noted that should Goody go under, his inven-(Continued on page 10)

TEN MORE JOIN LABEL PARADE

NEW YORK-Ten new lubels joined the label parade during the last few days. Here are the names and addresses of the newcomers.

Bea & Baby Records, 4708 S. Dearborn St., Chicago 9; Carnaval Records, 706 Bourbon St., New Orleans 16; Ginchee Records, Sportatorium, Dallas; Glenn Records, Box 841, Hammond, Ind.; Hammond Records, Box 2063, Baton Rouge; Lummtone Records, Box 11121, Los Angeles 11; Mopic Records, Woodstown, N. Y.; Pam Records, care of Monrovia Music, 150 Pamelo Rd., Monrovia, Calif.; Rockin' Records, Sportatorium, Dallas; Stereoddities Records, 319 East 44 St., New York 17.

Victor Inks Mancini to 3-Yr. Pact

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

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

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

(Continued on page 10)

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

in the past few years as more and album container. thru with hits, the a.&r. man is business are making the hot al- "Taboo" was from his Hi-Fi LP; bums now represent better than ber of hit singles that are coming ing "Battle Hymn of the Republic" that substantial LP product is most half a dozen hit singles from al- "Lonely Guitar" is from the Animportant to produce steady in- bums, even the "quality" is not nette Vista LP. And the recent come for any record company, supposed to be easy to sell these hit tune "Battle of New Orleans" More and more diskeries have days. Bobby Darin's "Mack the learned that strong LP product can only be made by solid record men and that the LP boss not only has to be commercial, but that he has to be creative song-wise, idea-wise, and in packaging and promotion.

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

High Honor To Ellington

last week received the 44th Sping- early 1950's, however, was probably one around him cuts, the legiti- lumbia will put behind its newly arn medal, presented annually "for true. That Goody did not run his mate dealer is often forced into the acquired roster of teen-age artists kick-off the distribution arrangethe highest or noblest achievement discounting operation very well is same type of business. Dealers this year. by an American Negro during the evidenced by the fact that Goody with a certain loyal clientele, or preceding year or years." In ac- is now operating his two New York the type of clientele who are not records previously on the Columcepting the award, Ellington stated stores under Section 11 of the totally concerned with saving a bia label, is a 19-year-old singer that jazz means "freedom." The Bankruptcy Act. term also means peace, he added, "because peace can come to man- helped start a lot of other discountkind only when man is free."

The award was presented by Benny Goodman. In a speech, the price cutting has spread across the origin and purpose of the award country. In the price cutting operwas explained by Arthur B. Spingarn, president of the National As- via various means. Sometimes the sociation for the Advancement of Colored People, and brother of the late J. E. Spingarn who instituted the award in 1914.

Top Rank Cuts 3 Yank Hits

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

Mrs. Jimmie Rodgers III

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

CORRECTION ON ZENITH PREMIUM

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

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

NEW YORK - Altho the posi- bums ever since the days when all Knife" is from his Atco album; the tion of the a.&r. man in the singles you had to do to create an album Johnny Mathis "Misty" is from his field has been undergoing attrition was to package five singles in an latest Columbia set; Nina Simone's

"I Loves You Porgy" is from her more spanking new labels break The fact that the pros in the Bethlehem LP; Arthur Lyman's becoming more and more impor- bums, with few exceptions, is illus- "Quiet Village" came out of Martin tant in the album field. Since al- trated more by the increasing num- Denny's Liberty set; the upcom-75 per cent of the dollar volume from albums. Over the past few is from the Mormon Tabernacle of the record business, it is obvious months there have been more than Choir's Columbia album; and (Continued on page 64)

CHANTING PATTERNS

Chain Competition Spurs Discounting

Continued from page 1

start with Sam Goody in New

ing operations, mainly in New York, but over the past five years ation the dealer or store cuts price store takes a shorter mark-up. Sometimes the store or large retail chain is able to obtain a lot of merchandise very cheaply, either by a large purchase direct from the manufacturer, or because it is "dump" merchandise, slow sellers that the manufacturer pressed too much of and can no longer carry. The price-cutter may work thru the dis-

Victor Sept.

NEW YORK - Initial packpop album schedule include albums by the Crew Cuts, Jesse

both monophonic and stereo versions, the latter with the new miracle surface anti-static compound.

Embee Adds Two Acts to Roster

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

Label is headed by Paul Barhis third appearance in Washing- jazz field with its signing this week Jazz," and "Lullaby of Birdland," ton to testify on behalf of the Music Operators of America against star in an LP. They are Paul in the United States. the proposed elimination of the Chambers, Lee Morgan, Wayne juke box exemption in the Copy- Shorter and the Modern Jazz Trio right Act.

ever, only a minority of dealers distributor or trans-shipper, a onecut price. Altho some dealers won't stop, the manufacturer himself, a believe it, price cutting did not rack jobber, or even another store, artist named Crash Craddock,

York. That Goody made the most means a lower price for the con- Me" has just been issued. Accordnoise and had the largest stock of sumer, but a harder time for the ing to Kapralik this is only the First Todd Disk by Dot NEW YORK - Duke Ellington discounted merchandise in the regular dealer. Obviously, if every- first of the all-out drives that Cobuck, have managed to stay at list, from Greensboro, N. C. He has Certainly Goody's example but in large cities these are fewer been singing since he was 12, and Mind" with "Let It Roll."

(Continued on page 64)

'TAKE BACK YOUR GOLD'

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

Col to Crash Craddock Thru

NEW YORK - Columbia Record merchandising, a.&r. and sales department are on an all-out campaign to capture a bigger share of the teen-age singles record market. First artist to get the dynamic cut price. In smaller towns, how- tributor in his territory, an outside campaign treatment under the aegis of singles merchandising chief Dave Kapralik is a young Under any circumstances, it whose latest record "Don't Destroy

Craddock, who has issued two Continued on page 64) was discovered by night club (Continued on page 39)

Frey Woos Dealer Aid in JD Hassle

prietor of Audio Fidelity Records, behind these charges? Who are the who has sometimes been referred complainants? It is the malicious nue." released a letter to the na- it the unethical and unscrupulous tion's record retailers this week distributor? enlisting their support in the company's legal battle with the Justice record company with ethics . . . Department.

August 26, concerning the Justice Fidelity charging unreasonable restraint of trade, Frey stated to the ages in RCA Victor's September dealers: "We feel we have maintained ethical business dealings with you, Mr. Dealer. Simply Belvin, Don Gibson and a jazz stated, the effect of the Attorney specialty by Rex Stewart and Dickie General's accusations are that Audio Fidelity has prevented trans-The four albums are offered in shipping and attempted to prevent malicious discounting and destructive price-cutting of Audio Fidelity

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

Vee-Jay Inks Jazz Artists

CHICAGO - Vee-Jay Records rett, who earlier this year made stepped toward its etrance into the Jazz Messengers in "East Coast of four artists, each of whom will singer is now on Atlantic Records Plus Three.

NEW YORK - Sid Frey, pro- this attack? What real issue is

"Why Audio Fidelity . . . a

(Continued on page 66) nations.

FREEBEE

M-G-M Gift Album for Khrush

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

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

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

HOLLYWOOD - Dot Records will issue its first Todd disk to ment recently concluded between Dot prexy Randy Wood and Todd prexy Paul Cohn (The Billboard, August 31). It's a Lucky Millinder single, coupling "Trouble in

Riverside in Kidisk Field

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

Producer of the new album line to as "Fenfant terrible of 11th Ave- and irresponsible discounter? Is is Leo Israel, a vet in this kidisk field. Among the six sets due for immediate release are albums by Ed Wynn, Cyril Ritchard and Martyn Green. October sets will that is successful . . . that enjoys be by Ed Wynn, Alec Templeton Referring to news stories last an enviable reputation . . . which and Jon Arthur. Later on, there'll has the finest quality produced in a be a series of "Songs Children Department's suit against Audio record today . . . that has no Sing" sets, featuring music from Fidelity charging unreasonable re- record blub and whose product Germany, Spain, Italy and other

NIPPON WAX SCENE ACTIVE

New Tie-Ups for Foreign **Products; Soviet Wants In**

YOKOHAMA - A flurry of ac- the New World Records label. music and disk world with a numnew releases of foreign made diskings. Also of interest are the forthof well-known foreign artists.

Toshiba, a leading electronics firm here which is affiliated in various operations with General Electric, and which developed the antistatic record pressing process know as "Everclean," recently acquired rights to the American Bethlehem label via EMI in England. First LP releases will be Art Blakey's

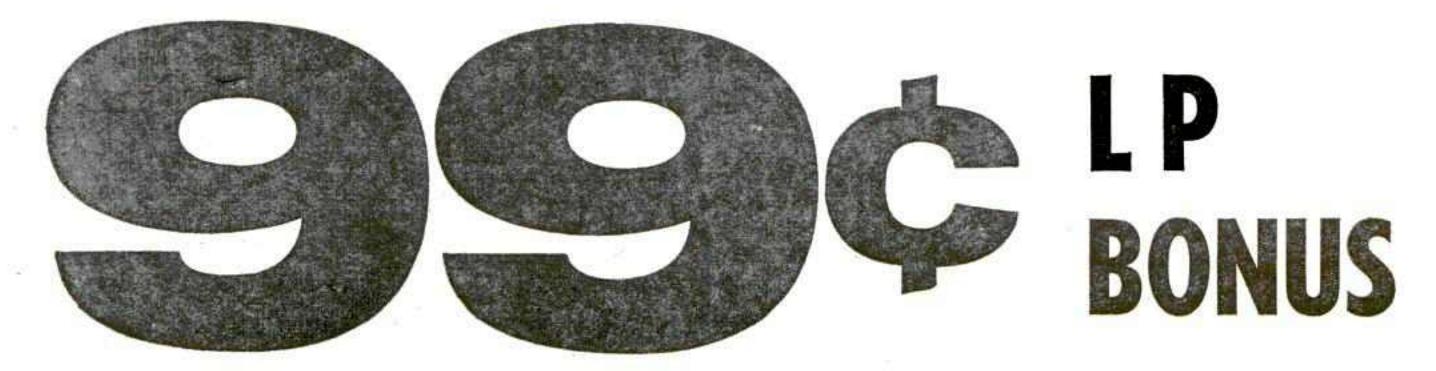
The Soviet Union is also attempting to move into the Japanese market via recordings to be issued on

tivity has occurred here in the Among others, the Soviet - based firm will release disk product of ber of companies contracting for Supraphon (Czechoslovak) Records and Poliski Nagrane (Polish) Records. The Russian label will also coming visits to Japan of a number release a performance of the Mozart Violin Concerto No. 5 with violinist Boris Gutnikoff and the Japanese maestro M. Uyeda, conducting the Leningrad Symphony. The recording was made in Leningrad last fall.

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

(Continued on page 66)

ONLY 9 DAYS LEFT!!! THE AUDIO FIDELITY MF.



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COMMITTEE MEET

Continued from page 1

Federation of Musicians, who will can provide what in the way of act as chairman of the midday money and equipment for our artluncheon.

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

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

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

Laurie Label to **Enter Jazz Field**

NEW YORK — Laurie Records will enter the jazz field in the near future. The label's new department will be headed by Murray competitions held thruout the

and LP's in the jazz line and is materials around the globe to currently on the prowl for new jazz those who want to exchange ideas talent-both vocal and instrumen- on jazz, folk music, band, cham-

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

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

The President's Music Committee, which is made up of representatives of all fields of American music and the music industry, published the first International Music Calendar lot with Fraternity. His initial relast April, as part of its worldwide music promotion. It also publishes both a summer and winter calendar of music activities in the U. S. The committee clears music world thru its contacts with over The firm plans to release singles 57 countries, and distributes source laborated on the latter ditties as ber, orchestral music and opera,



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

* CASH MONTH MEMPHIS—It's been a year since Johnny Cash parted from the Sun Reco



week 28 Billboard

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

Gary to Guest On Welk Show

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

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

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

Simeon, Jazz Vet, Dies

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

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

BIG CASH IN

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

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

HOT 100 ADDS TEN

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

62. Got the Feeling-Fabian, Chancellor

70. Ski King-E. C. Beatty, Colonial 71. Say Man—Bo Diddley, Checker

74. Don't You Know-Della Reese, RCA Victor

79. Boogie Bear-Boyd Bennett, Mercury

82. Shout—The Isley Brothers, RCA Victor

88. Tucumcari—Jimmie Rodgers, Roulette

94. Six Boys and Seven Girls-Anita Bryant, Carlton

98. Plenty Good Lovin'—Connie Francis, M-G-M 99. In the Mood—Ernie Feilds, Rendezvous

TOPS SEEKS D.J. TALENT PICKS

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

Spoken Word Wall St. Tie

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

> The set is mainly on an elementary level, aiming at the beginning contain a series of never-before reinvestor. Presentations are informa- leased original performances retive and lucid thruout. Cost of series makes it a more likely prospect for schools and clubs than for individuals. The Art of Investing-Spoken Word SW-A 20-22.

> > Bernie Hodes.

Frank Music Snares Score

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

Two New Packages By Contemporary

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

Merc Preems 15 New LP's For Sept.

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

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

M-G-M De Luxe Goodman Set

NEW YORK-M-G-M Records lease of a de luxe Benny Goodman, three-LP "Treasure Chest" package. The deal was completed recently by the label prexy, Arnold Maxin and Goodman. The set will corded in 1937 by the Goodman band, trio and quartet. Featured a such names as Harry James, Gene Krupa, Charlie Christian, Teddy Wilson, Lionel Hampton and Ziggy Elman.

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

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

Dot Singles Get Facelift

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



the sparks are flying ...

TADDOCK

b/w "BOOM BOOM BAST 4-41470

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

Call your Columbia distributor today.

COLUMBIA RECORDS

6 Columbia ' 1 Marcus Rug A division of Columbia Broads

07WK-JHB-P9S7

Copyrighted material

Bourne Wins Court Not-in-'Gang' Suit

ing court action involving the re- charges. The motion was granted, newal rights to the song "That Old but at the same time, Bourne en-Gang of Mine," which was origi- tered a countersuit, seeking a denally instituted six years ago by claratory judgment regarding its cleffers Billy Rose, Ray Henderson full ownership of the renewal and the late Mort Dixon against Bourne Music, has been settled in favor of the publisher. The decision was handed down this week by Federal Judge Edward J. Dimock.

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

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

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

In June, the plaintiffs had o'Clock."

NEW YORK — The long-pend- moved for a dismissal of their copyright.

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

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

Victor Cuts Pre-B'dway

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

NIKITA ALBUM TUNES PICKED

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

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

Roulette New UST Pactee

Records, and its new-born sister tory. B. G. maintains headquarters firm, Forum, last week hopped in Seattle and Portland. The Portaboard the United Stereo Tapes land office is operated by Bertha bandwagon to give the Ampex Gribble, a 15-year vet of the disk Audio, Inc., subsidiary a total of industry. Seattle is supervised by sion undoubtedly would have been 19 labels whose product it will her partner, Oliver Runchey, the duplicate and/or distribute in four- largest distributor of tapes on the track, open-reel form. Contract was West Coast. New Merc sales staff signed by Roulette veepee Joe Kolsky and Herb Brown, Ampex Au- one in Alaska. dio veepee who heads the UST operation.

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

ner will be devoted to that label's lius La Rosa, Pearl Bailey and imported classical catalog and will Tyree Glenn.

Merc Makes 2 Distrib Shifts

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

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

In the Northwest, Mercury appointed B. G. Record Service, Inc., to cover the Seattle and Portland territories. This area previously was har.dled by C.&C. Distributors, which will continue to represent HOLLYWOOD - Roulette Merc in the San Francisco terriwill consist of six men, including

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

Acquisition of Roulette gives UST access to recordings by Jimmie Rodgers, Count Basie, Joe Williams, Joe Reisman, Maynard Fer-Releases under the Forum ban- guson, Henry Sweets Addison, Ju-

SQUARE DANCE FIESTA HELD

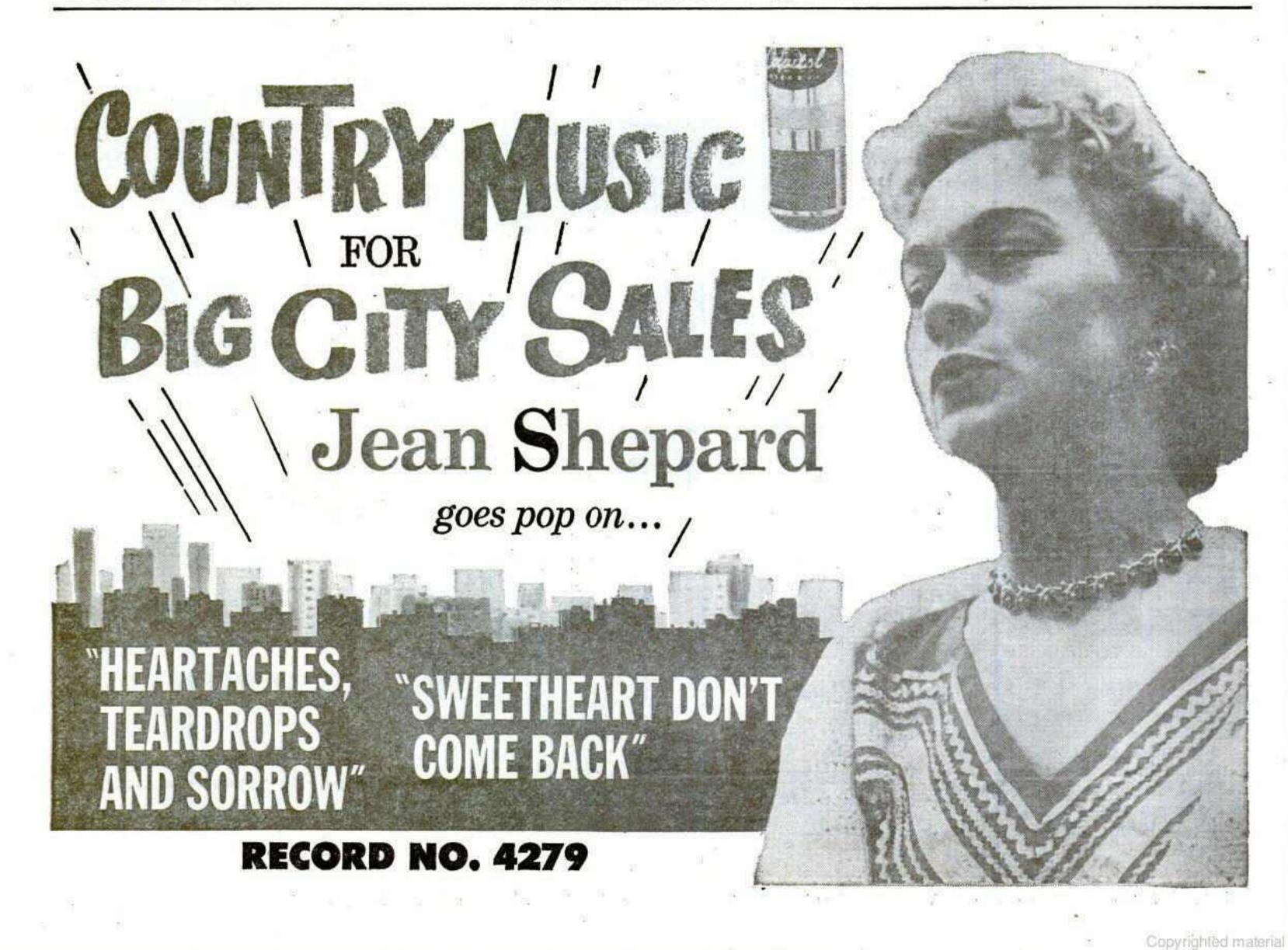
NEW ORLEANS - The 1959 Square Dance festival was held here September 11-12 at Municipal Auditorium. Some 2,000 persons attended, according to Harvey Bolster, president of the Greater New Orleans Square Dance Association, the sponsoring organization.

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

Dot Inks Teenager

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





The Instrumental of '59.

...by the Artist of '59





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BEST SELLING LP's by Martin Denny



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LOUIS and KEELY

ABC MUSIC CORP. 136 West 52nd St. New York 19



Really Different TENOR SOUND! JACK HYMAN

Young, showmanly AGVA vocalist available for records and personals.

For acetates and data contact

MAURA JACKSON Box 969, The Billboard 188 W. Randolph, Chicago 1

Continued from page 3

ranging in the neighborhood of pricing policy. perhaps no more than 50 cents per the whole retail picture. It is thority. claimed that with this amount of merchandise on the market here at "ridiculously low prices," new buying by dealers and their customers Goody settlement plan might well Flash should be pushing our "Livweeks or even months.

price cuts can effect the business in general, a special promotion undertaken by one New York store hattan disk mail order operation, cited. The store elected to sell committee get-togethers. Tepper the period. At the time, a London ing some of the assets of the Goody spokesman said that word of mouth empire should such a possibility of this promotion among dealers arise. and consumers, caused a tremendous loss to the company in orders. "When prices like that obtain, nobody orders," was one comment.

said that the Goody merchandise dumped on the New York market would have little effect in view of the already precarious pricing situation on LP product now existing

will sell catalog if Goody and a by Mrs. Marks. few others aren't around to do it," Marks will spend most of his was the question raised, particu- time in England and France, larly in view of a suit against man- where his catalog does not have ufacturers' clubs (which do sell exclusive representation. Thirty Classic Sked catalog) launched in Chicago by dates in London and 20 in Paris certain retailers connected with the have already been scheduled with SORD. It was pointed out that

tory (estimated wholesale value of such a suit could conceivably reabout \$1,000,000) would undoubt- sult in a change in the status of edly be auctioned off, with prices club operations with regard to

Still other tradesters claim, how-LP. Some claim that these would ever, that catalog today means lit- mount, admitted that "they have" likely be bought up by the big tle in the total merchandising picdiscounters for use as "football ture. "It's not selling, so it shouldn't merchandise," further disrupting be a factor," commented one au-

May Wait for New Year

There was a feeling in some quarters that any decision on a would be slowed for a number of be delayed until the first of the ing Doll" record, but I think I year, since this is the best selling As an example of how deep season of the year anyway. Meanwhile, it was noted that Irving Tepper of the well-known lower Manon the occasion of the London Chesterfield Music, has been pres-"May Is Mantovani" month was ent at a number of the creditors Mantovani LP's at \$1.79 during was believed interested in acquir-

On the other hand, others Two-Month

NEW YORK - Herbert E. Marks, prexy of the E. B. Marks Another point that has been 52d Street publishing axis, flew raised is Goody's value to diskeries to Europe last week for a twoas one of the last outlets which month tour of principal cities. stocks catalog in any depth. "Who He is accompanied on the trek

> publishers, recording men, performing rights society representatives and others. Shorter trips to Marks reps in Germany, Italy, Holland and Spain will follow.

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

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

Nelson King

Continued from page 3

vertising for WKRC, and Louis with the Vienna State Opera Ork. Taft, head of the WBRC operation, but that nothing definite had yet to introduce record fans to the Vancome out of the confabs.

Meanwhile, at WCKY, Leo Un- are priced at \$1.98 in mono and derhill, who has been conducting \$2.98 in stereo. the station's morning platter show, takes over King's two daily slots, takes over King's two daily slots, 10 a.m. to noon and 2-4 p.m. Will NAACP Sets Lenay, who joined WCKY two weeks ago after resigning from WSAI here, succeeds Underhill in the daily 6-10 a.m. slot.

King, who for the past year and entitled "Jazz For Civil Rights," a half has been concentrating on will be sponsored by the Comthe pops, was formerly rated one mittee of 50 of the New York of the top country and western deejays in the nation. For seven years tober 4, in Hunter College Auditorin a row he was voted No. 1 c.&w. jockey by the nation's deejays in a ing the show for the Committee, poll conducted by The Billboard, and Alan Morrison, editor of Ebo

Victor Inks

Continued from page 3

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

First release scheduled under the new contract is "The Mancini Touch" to be issued after the first of the year. Package marks the initial step in Victor's projected features in a set of dance tunes, program to disarm Mancini from most of them standards, with a "Gunn" and build him into the few Mancini originals tossed in for broader realm of a bandleader. It good measure.

Possible Flop for Goody Stirs Reactions to Lormar Beachhead

Continued from page 3

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

Sam Clark, prexy of ABC-Paraapproached me by mail, phone and personally. However, we're perfectly satisfied with Frontier Distributors in Texas which serves the Phoenix market for us. We contemplate no change in distributors. Frankly, I have no idea why should send them a thank you note for their help."

Joe Kolsky, prexy of Roulette Records, declined comment.

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

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

Vanguard Fall

NEW YORK - As part of its

tenth anniversary celebration, Van-

guard Records is releasing a four-

disk set of Bach's "St. Matthew

Passion," complete in both stereo

and monophonically. The set with

the Vienna State Opera Orchestra

and Chorus and soloists, conducted

by Mogens Woldike, will be of-

fered for \$11.90 in the mono ver-

Other works on the label's Sep-

tember classical LP schedule are

Mahler's "Das Klagende Lied" and

the Khachaturian Violin Concerto

and the Saint-Saens "Introduction

and Rondo Capriccioso" by Mischa

Elman. These are available in

The label's folk release will be

"Gods and Demons," available in

mono only. Vanguard's Hi-Fi Dem-

onstration Séries release is Tchai-

kovsky's "Pathetique Symphony"

This is the sampler series designed

guard product. Sets in this series

NEW ORK - A jazz show,

branch of the NAACP here on Oc-

ium. Elsie Carrington is sponsor-

ton, Bill Henderson, Billy Taylor,

Art Blakey, Jerome Richardson, Joe Jones, Kenny Burrell, Irene

Perlow, and Tony Scott.

Jazz Bash

stereo and mono.

sion and \$17.85 for the stereo.

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

SHAWNEE STANDARDS

Margaret Ross of Chicago.

Current Recordings:

The Alley Singers-Victor Billy Daniels-Verve Banjo Kings-Good Time Jazz Mitch Miller-Columbia Mills Bros .- Decca

Lanny Ross-Design Del Wood-Victor

Chawnee Yress inc. New York Office: 157 W. 57 St., N. Y. 19

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MACK THE KNIFE BOBBY DARIN

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America's Fastest Selling Records!

Cords Magazine is the chairman of the event. Set to appear on the October 4 show to date are: Miles Davis, Dakota Staton, Horace Sil-CONWAY TWITTY ver, Babs Gonzalez, Maxine Sullivan, Timmie Rogers, Randy Wes-

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"DANNY BOY"

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GIVE TO DAMON RUNYON CANCER FUND

11



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

"UNFORGETTABLE"

"NOTHING IN THE WORLD"

DINAH WASHINGTON

Mercury 71508 - in stereo SS 10015

THE HIT TRADEMARK



World Pacific's Own Distrib

Continued from page 2

will be possible, he said, as a re- be released. These are in addition sult of first hand exposure to the to the r.&r.-flavored singles reproblems which exist at the distrib cently issued featuring the Swings level. It will help his label im- (Dave Lambert, John Hendric and prove its merchandising and promotional techniques, for as distributors, the firm will be working in close contact with dealers in the Southern California market.

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

distributors in other markets. This singles by both attractions soon to Annie Ross) in "Love Makes the World Go Around."

Bock also signed comedian Lord Buckley as an addition to the la- penned by the three writers prior attention to the singles facet won't March, 1956, before the original interfere with the firm's product term expired, Eliscu and Rose astion of package merchandise.

will be named by Jules Buccierei, assigned the renewal rights to the formerly with Pacific Record Sales, who will serve as sales manager, and Floyd Ray, also a former PRS

GIVE TO DAMON RUNYON CANCER FUND

Mathis Sues 'Fiorello' to Cap Continued from page 2

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

These tunes were originally bel's LP artist roster. Increased to August 22, 1929, and prior to signed their renewal rights to West Coast Record Distributors Double A Music, and the latter tunes about February 10, 1959.

> Interesting part about the suit Mathis firm, the plaintiffs, claim wrote the music.

 Continued from page 2 Capitol has enjoyed particularly

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

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

for a declaratory judgment on the they have two-thirds renewal rights songs, is that the defendants claim in the tune because they allegedly they own the Eliscu rights to the have the renewal rights of two of songs as a result of an employment the three writers, even tho these pact with him. Another interesting two writers Eliscu and Rose, aspect of the case is that the penned the lyrics, while Youmans

Solon Hints

• Continued from page 3

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

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

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

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

Columbia A.&R.

Continued from page 2

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

Incentive Plan

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

Martin Distribbery • Continued from page 2

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



IN THE BILLBOARD

How mainufacturers se

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

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



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

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

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

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

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

Not just a RECORD LABEL but a RECORD COMPANY

Miller-International's success is no accident.

It is based on viewing the record business realistically—
plus the youth and energy of its staff.

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

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

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

A Company Is Steady

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

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

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

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

Plan for a Product

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

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

Because of the balance and essential soundness of the repertory, M-1 is able to set realistic sales quotas for their distributors.

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

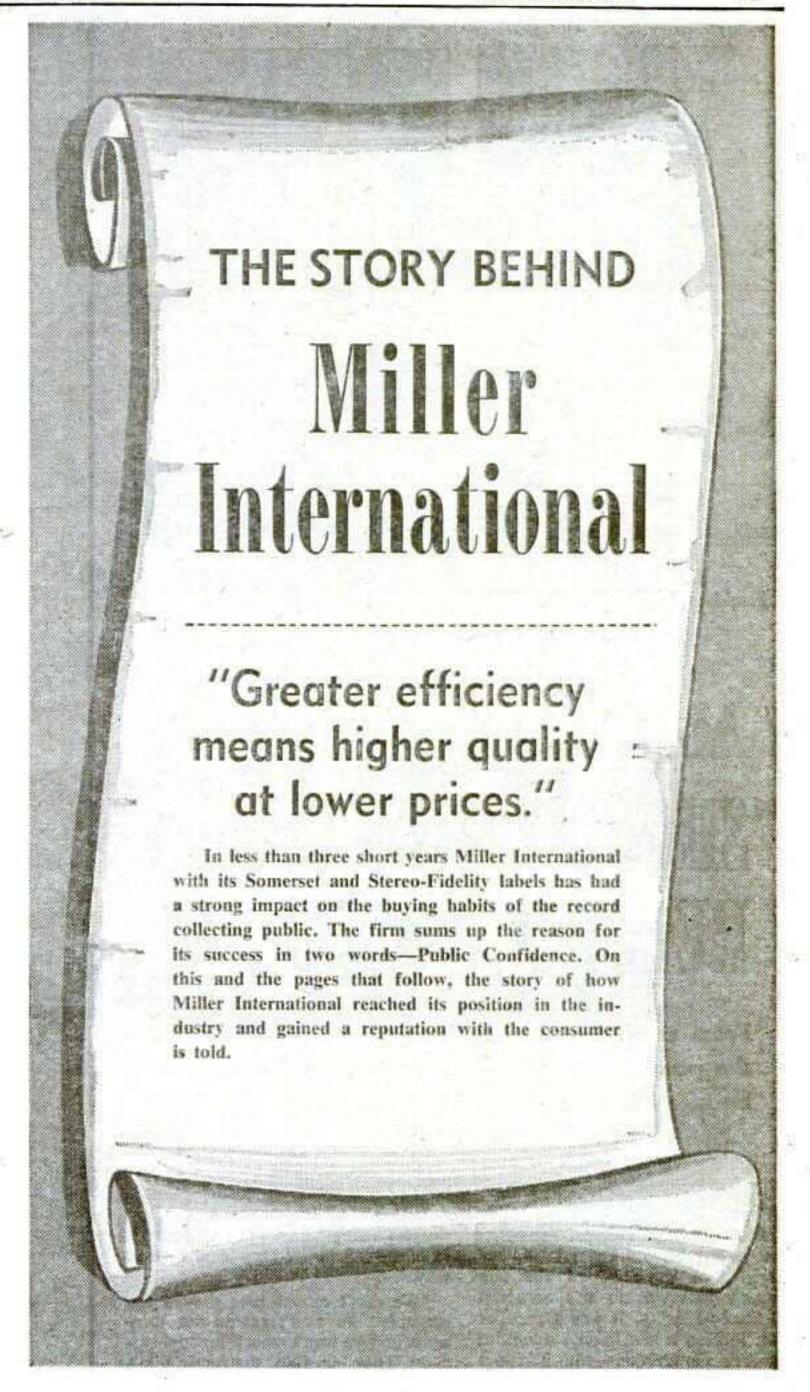
No Room for Glamour

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

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

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

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



BIRTH OF THE SOMERSET LABEL

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

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



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

... AND THE STEREO-FIDELITY LABEL

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

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



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





DAVE MILLER President, Miller-International



GEORGE PHILLIPS Secretary-Treasurer

A handshake that "SHOOK" THE RECORD WORLD

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

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

They shook hands on it.

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

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

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

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

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

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

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

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

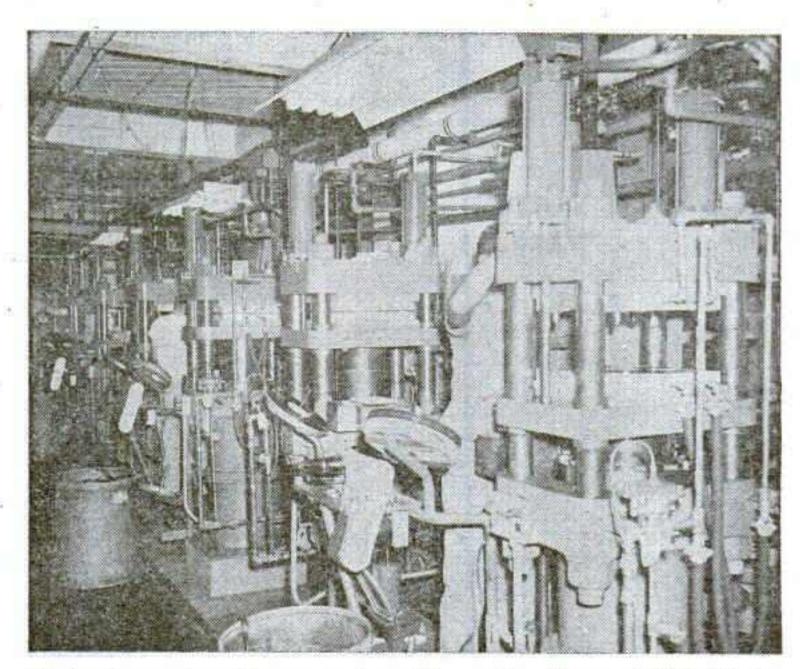
Summing up their experience over the past three years, he underscores the fact that the firm set high goals in an expanding business and the staff had the health and energy to push

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

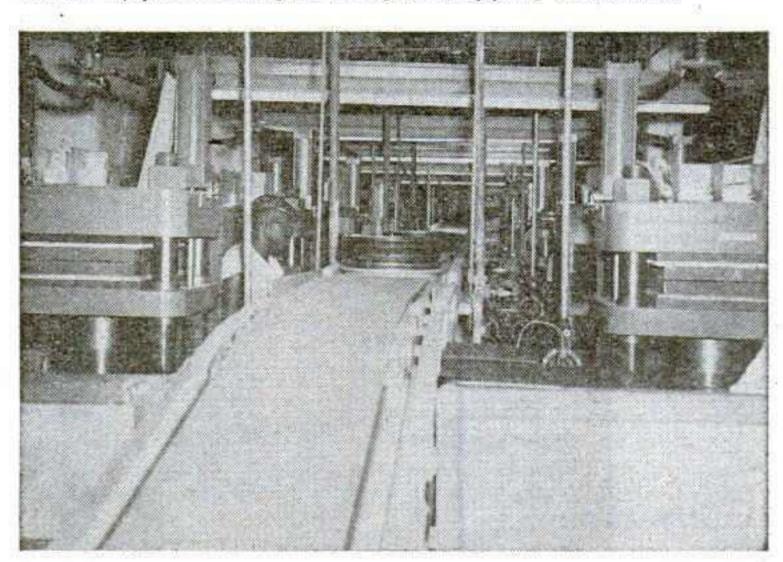
The plant . . . from

RAW MATERIALS TO FINISHED **PRODUCT**

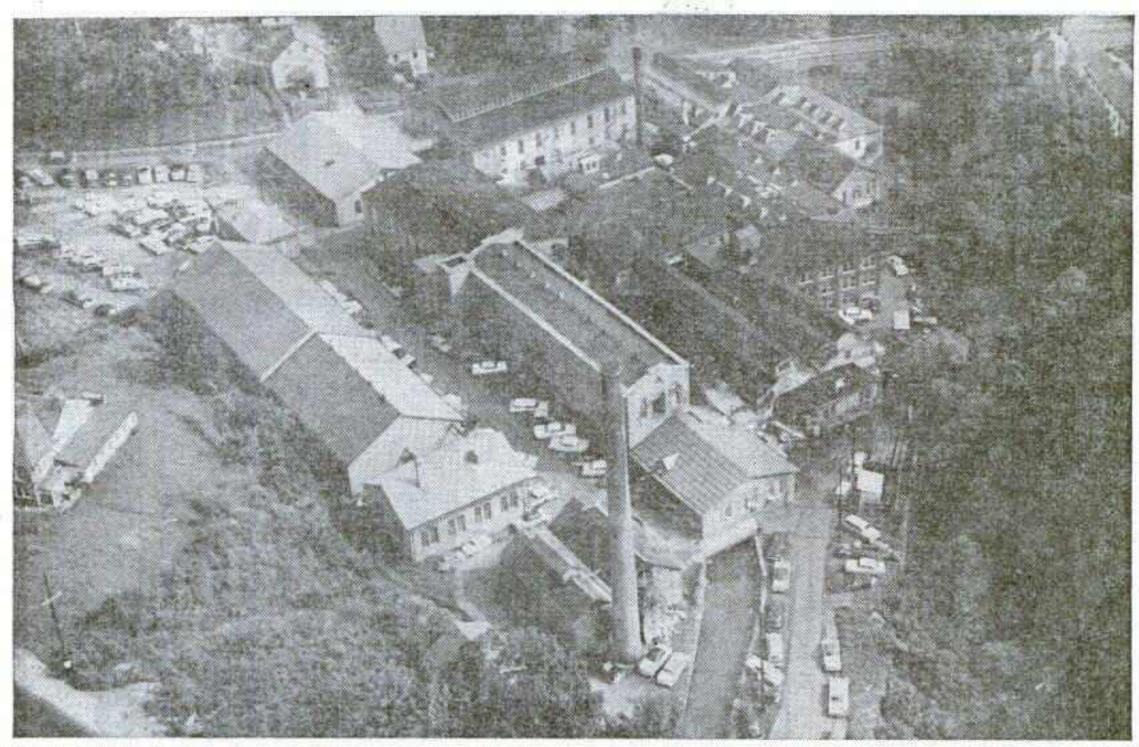
M-I believes quality and cost controls are realized only when there is complete knowledge of plant operation, plus genuine respect for the end-product.



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

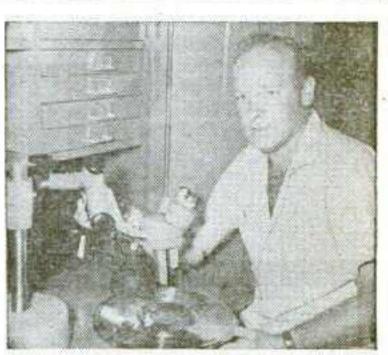


Spindled pressings on conveyor are en route to unique audio inspection booth where last pressing of every stack is sound-tested. Pressings are then belt-fed to visual inspection and jacketing. From compound to poly-bagging is study in automation.

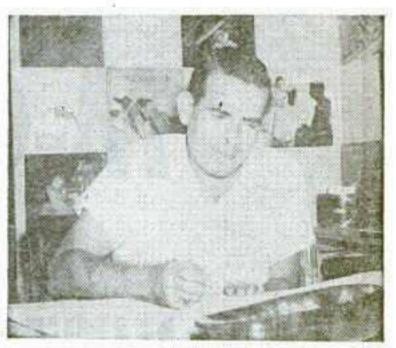


M-I plant in Swarthmore, Pa., has 85,000 square feet with complete disk manufacturing facilities. This is only industry in quiet academic atmosphere of Swarthmore College. It is adjacent to

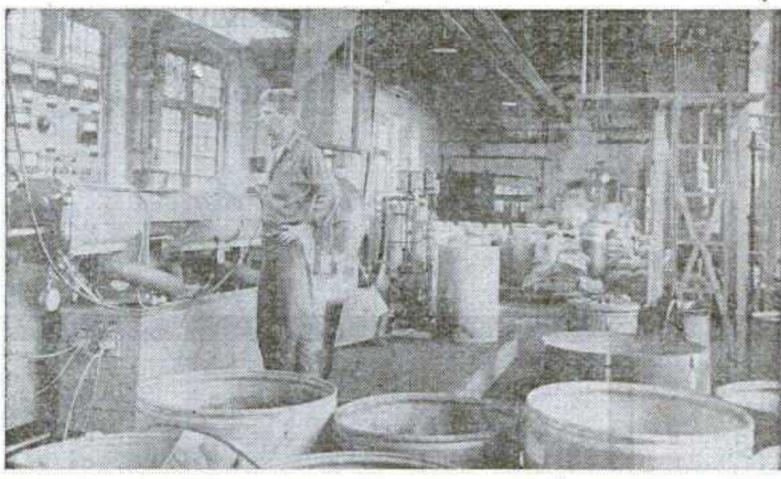
clear-water stream which feeds boilers that produce a halfmillion LP's a month. Century-old building is oak-beamed, constructed of attractive Pennsylvania fieldstone.



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

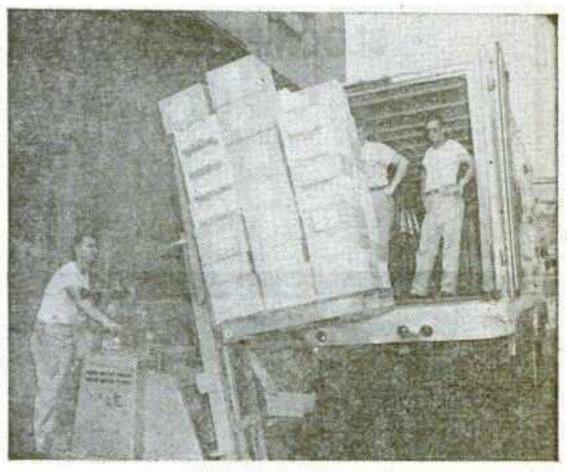


William Gobey is head of purchasing. His office's complex function is keeping tab on hundreds of hundreds of purchases, relating price realism to product quality.



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

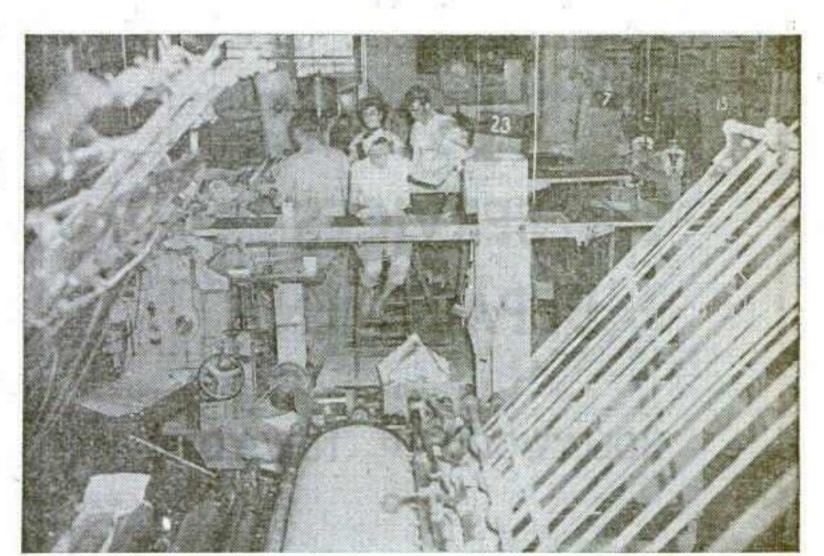
highly consistent molding quality is maintained through the use of this modern extruder, part of firm's automation methods.



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



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



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

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

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For the Record Industry



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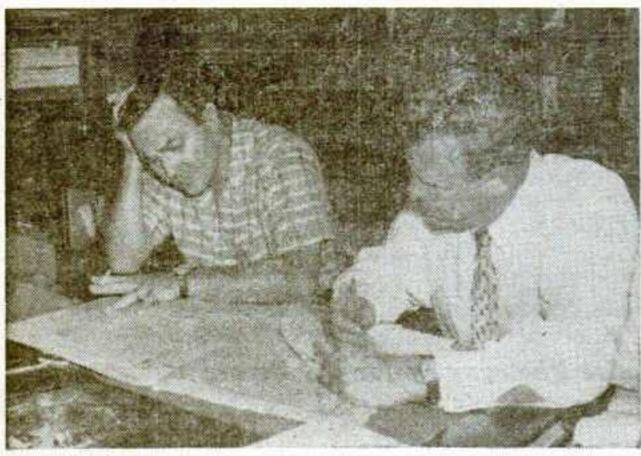
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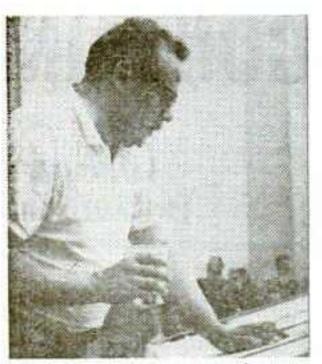
(ABOVE) Sir Adrian Boult, British conductor, is seen at the desk in front of the London Philharmonic Orchestra during a recent Stereo-Fidelity classical recording session overseas. (RIGHT) "101 Strings"-Miller-International's exclusive, middle-of-the-road orchestra is seen during a recent performance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



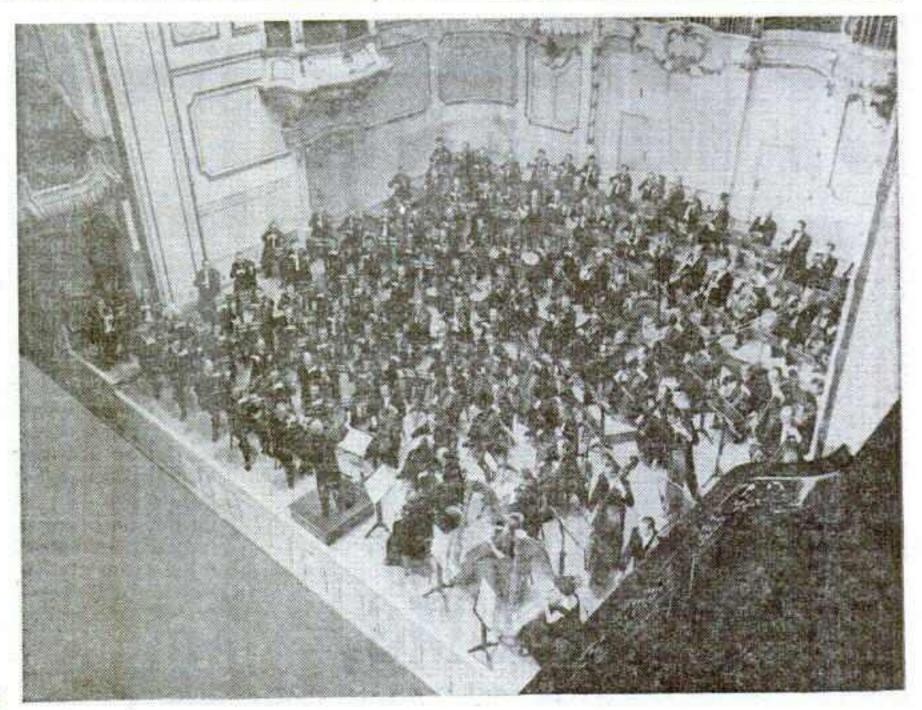
Joe Kuhn, M-I's stateside staff arranger, is pictured here with Dave Miller, determining continuity for a new album production. Miller and Kuhn decide the category to be recorded after field analysis shows sales merit. Then a recording and royalty budget, based on material availability, is determined.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



Fred Wright (London, England)



Skip Martin (Hollywood, Calif.)



THE ARTISTS AND REPERTORY DEPARTMENT

Programs and artists to APPEAL TO ALL TASTES

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

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

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

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

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

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

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

the firm wants to satisfy this special but important customer.

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

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

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

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

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

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

THE ENGINEERING AND RECORDING DEPARTMENT

High standards result in

A QUALITY PRODUCT

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

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

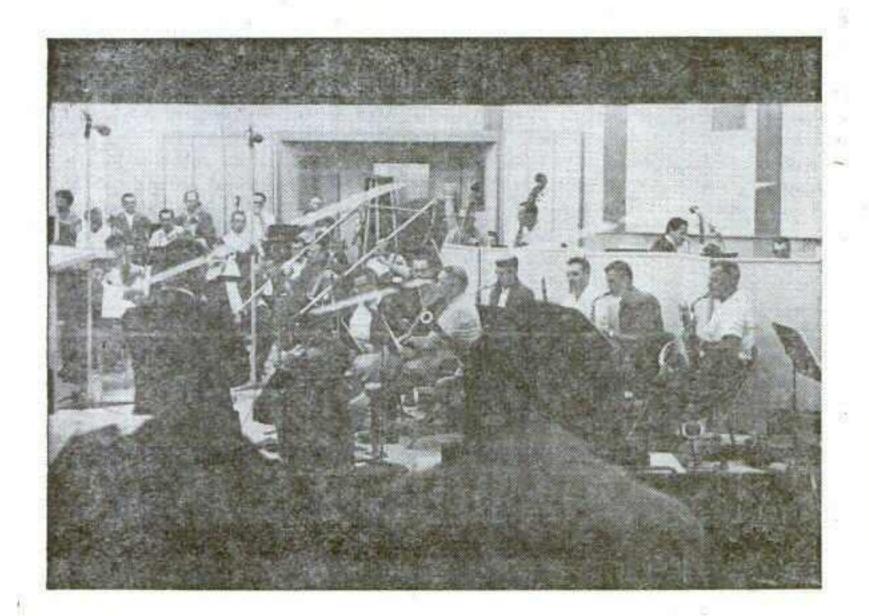
This is the firm belief held by the Miller-International staff and one that is kept in mind at all times during the creation of their product. Every member of the M-I engineering staff holds Doctorate in Music and two have degrees in physics as well. This engineering background, combined with a complete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

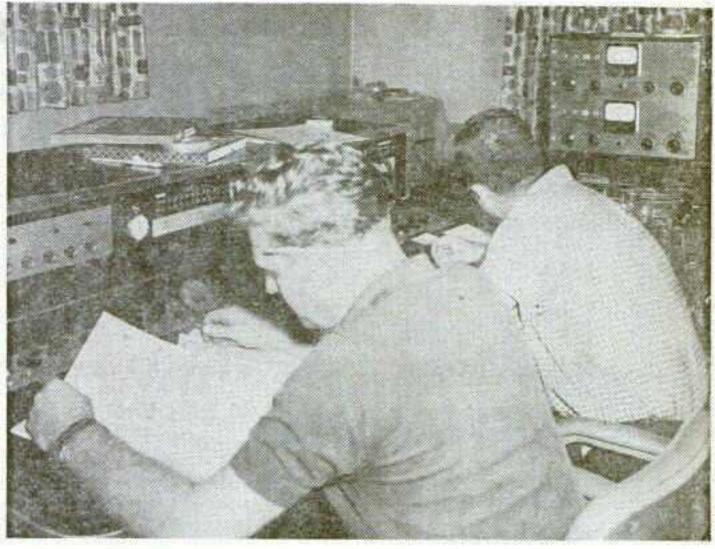
"Our people know that much of the sound quality in any specific program lies with scoring," explains Dave Miller. "But they also realize that it is impossible to project the feeling of the composer, arranger and performer into the living room without proper engineering."

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

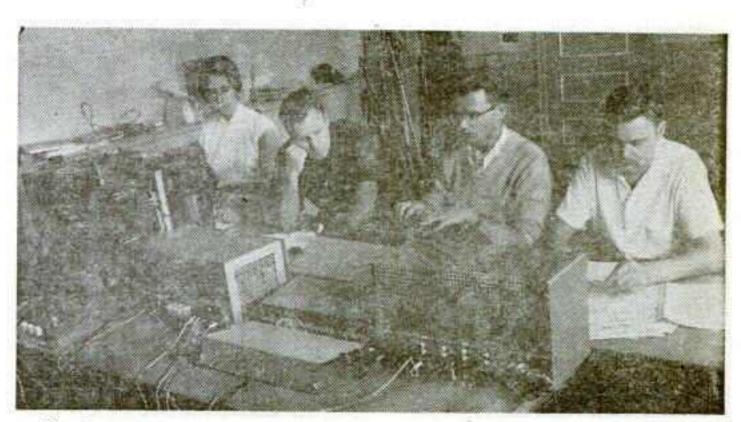
Much of the equipment used by the engineering staff is designed and built by them. Included is a complete remote recording set-up, created by Dr. Eric Beurmann. This equipment is kept in Hamburg, Germany, and can be moved at a moment's notice to Britain or any other recording location on the continent.

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





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



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



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

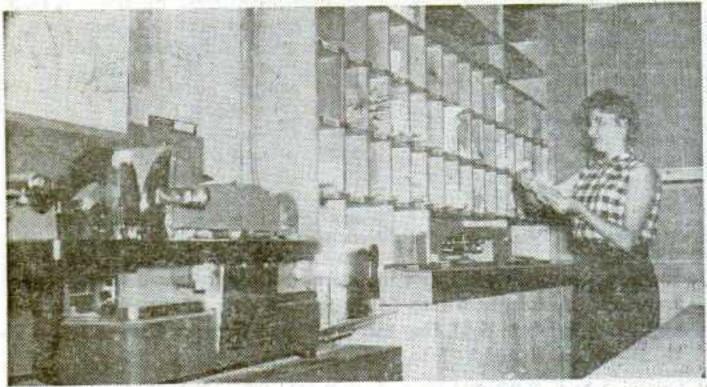
From the engineer's vantage point, this is how the recording session of "Scheherajazz" looked at the Hollywood studios. A total of 101/2 hours of studio time, adding up to 830 individual performer hours, was required to do the session.

AND MARKS TO THE PARTY

A TENDER TO ME

Industry "firsts" bring SALES SUCCESSES

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



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

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



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



Miller-International was:

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

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

First company to produce a moderately priced stereo LP.

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

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

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

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

First to produce original recordings for a moderately priced label.

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

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

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

M-I realized very early that it would be necessary to develop tools and merchandising aids, plus an indoctrination program, to help the new customers reach the consumer. The problem of fixtures in high-traffic locations was overcome via cardboard floor "dumps" which enabled the company to get concentrated point-of-sale display in stores that had never before handled records.

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

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

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

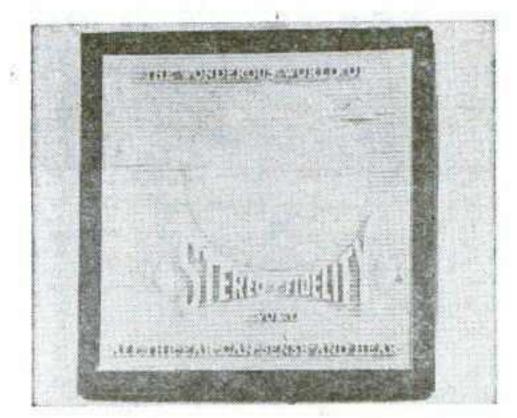
Importantly, the firm has acted on the premise that being first with a new idea per se has little meaning. Being first only has meaning when it furthers merchandising of the product. Being first has to bring sales success.

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



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



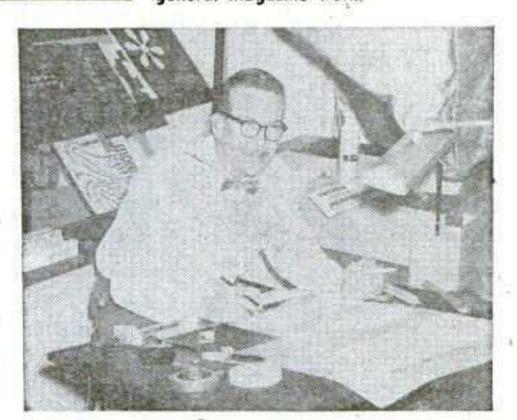


Conquerors

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

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

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



Varied techniques make SELF-SELLING PACKAGING

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

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

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

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

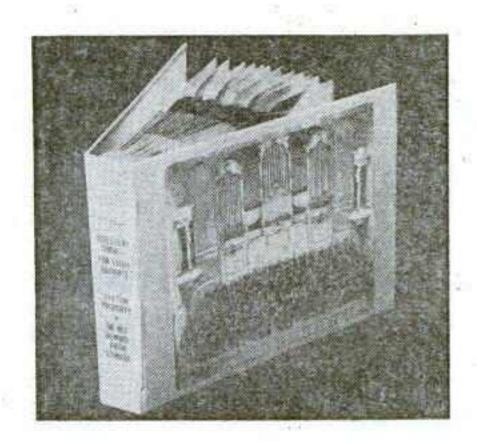
"We look upon an album as a 'sound book'," says Dave Miller, "and the cover should reflect what the customer buys in terms of sound. When we make an album, it has a basic concept. We will not compromise the concept even if it means having original works composed and tailored to fit it. The cover also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

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

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

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

First moderately-priced line to TAKE TO THE AIR



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

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

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

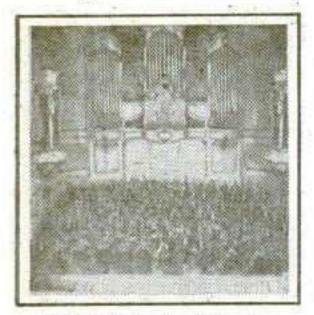
commercials in every major city in the U. S. The campaign was concentrated on stations that reached an adult audience. They found that the rock 'n' roll rated shows did not necessarily reach the adult market where the bulk of their business lies. And, of course, the campaign has been tied in with deejay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

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

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

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

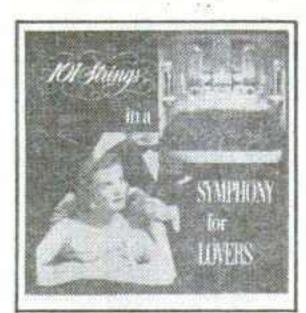
THE WORLD'S FIRST STEREO-SCORED ORCHESTRA



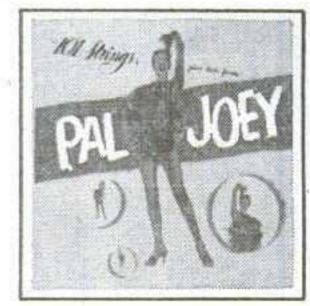
SF-4300 "101 Strings" Play the World's Great Standards



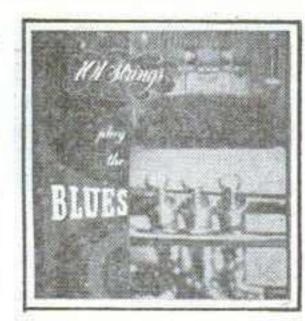
SF-4400 "101 Strings" in "A Night in the Tropics"



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



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



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



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



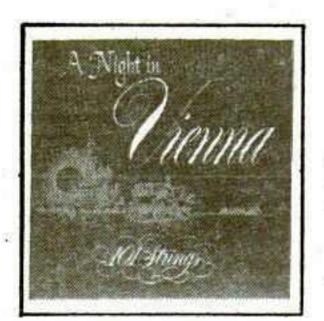
8F-6400 "101 Strings" in "A Bridal Bouquet"



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



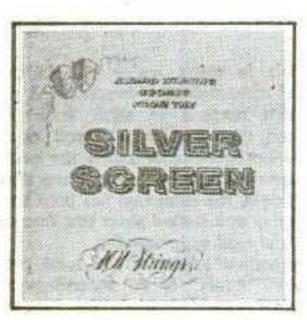
SF-6700 "101 Strings in a "Concerto Under the Stars"



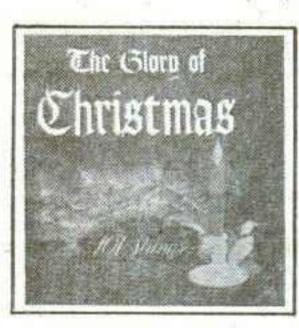
SF-6800 "101 Strings" in "A Night in Vienna"



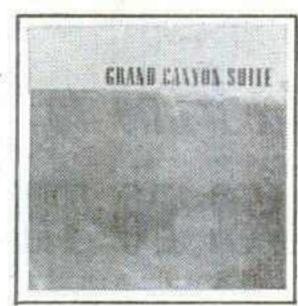
SF-6900 "101 Strings" Play "The Sugar and Spice of Rudolph Frimi"



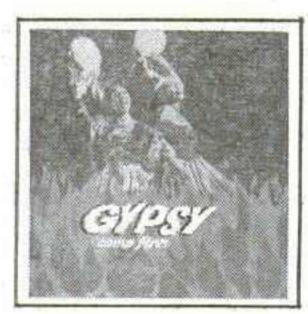
SF-7000 "101 Strings" Play "Academy Award Winning Songs From the Silver Screen"



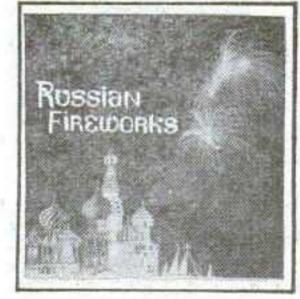
SF-7100 "101 Strings" Play "The Glary of Christmas"



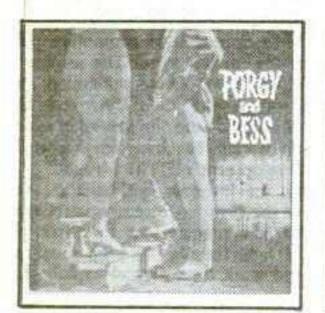
SF-7900 "101 Strings" Play Grafe's "Grand Canyon Suite"



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



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



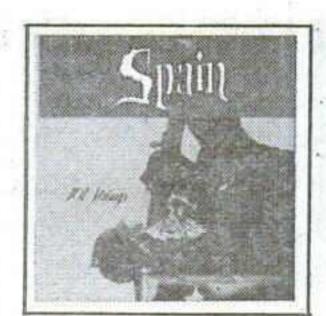
SF-8600 "101 Strings" Play "Porgy and Bess"



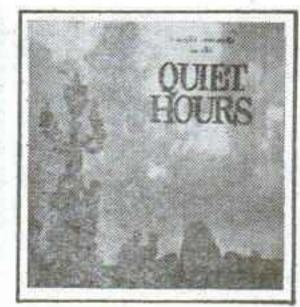
SF-8700 "101 Strings" Play "Opera Without Words"



SF-9000 "101 Strings" Play "Rivieros"



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



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

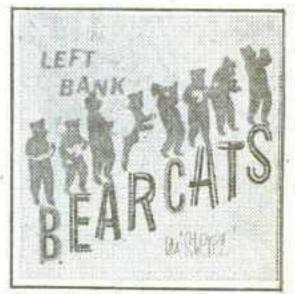
THE SOUND OF MAGNIFICENCE FOR EVERY PROGRAM TASTE





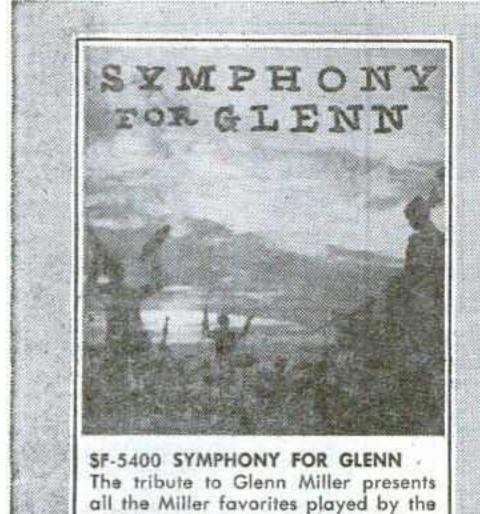
SF-10400 INTIMATE JAZZ
Three's a crowd when it's
Intimate jazz by the Phil
Moody Quintet playing alltime popular favorites.





SF-8300 LEFT BANK BEAR-CATS IN STEREO

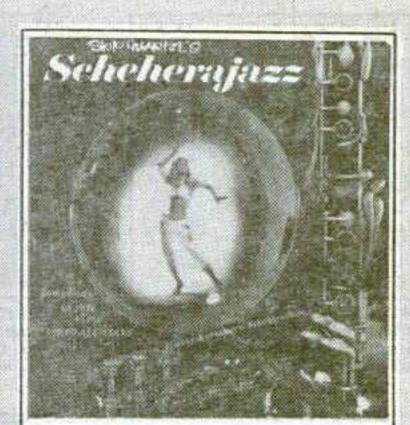
You've never heard two-beat music until you've heard the old favorites done by these Parisian hotshots.



Hamburg Philharmonic Orchestra.



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

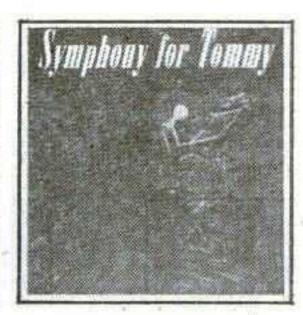


SF-9700 SCHEHERAJAZZ
Skip Martin's Symphony in jazz
adapted from the Rimsky-Korsakov
work and played by the Video AllStars.



SF-9500 GOLDEN AGE OF THE DANCE BANDS

Great stereo performances of the original hit arrangements of Glenn Miller, Artie Shaw, Benny Goodman, Jimmy Dorsey, Harry James and Tommy Dorsey favorites.

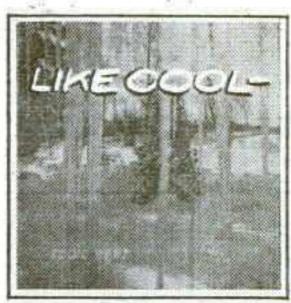


SF-5700 SYMPHONY FOR TOMMY

The Hamburg Philharmonic pays tribute to Tommy Dorsey in these renditions of 10. great T.D. favorites.



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



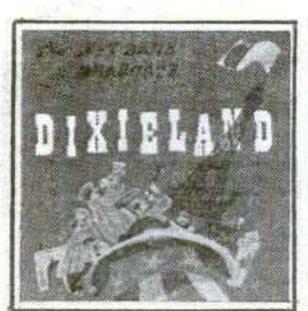
P-5200 LIKE COOL (Eddie Bert)

The contemporary trombone artistry of Eddie Bert in "I'm Through With Love," "Pennies From Heaven," and others.



P-2200 I'M IN THE MOOD (Billy Butterfield)

The magic trumpet of Billy Butterfield creates a relaxing and dreaming mood.



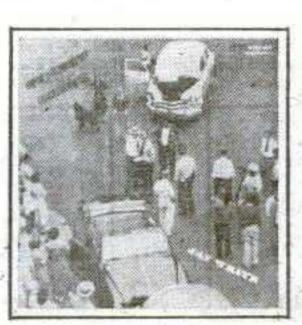
P-5300 DIXIELAND (Geo. M. Cohan Songs)

A program of Cohan greats in Dixie style by a group of Parisian Jazz cats.



P-6000 ON A RAINY NIGHT (Ray Charles Chorus)

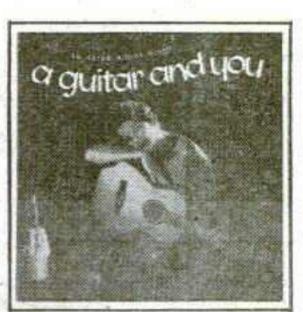
The Ray Charles Chorus casts a spell that can fit into any Indoor plans for a rainy night.



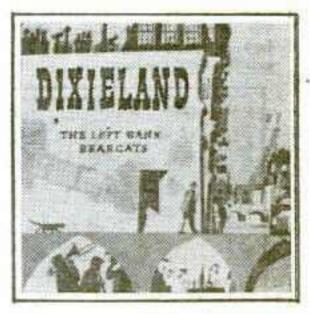
P-7200 STREET SCENE (Jay White)

Jay White, one of the country's leading alto men, weaves a wonderful mood with "Laura," "Deep Purple," "Sleepy Lagoon," and other

favorites.



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



P-1400 DIXIELAND! (Bearcats)

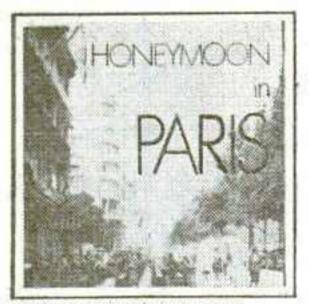
This is Jazz—this is Paris this is true Dixieland as recorded on the Left Bank by the Bearcats.



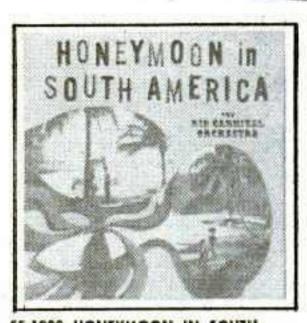
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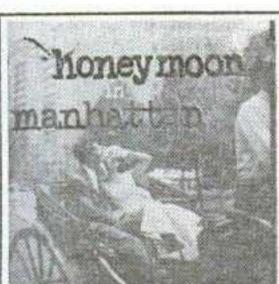




. &F-2500 HONEYMOON IN PARIS "I Love Paris," "La Siene," "Under Parls Skies," and others by the Paris Theotre Orchestra.



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



8F-3000 HONEYMOON IN MANHATTAN A musical tour of the Island Includes "Slaughter on 10th Avenue" and "Manhattan." New World Theatre Orchestra performs.



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



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



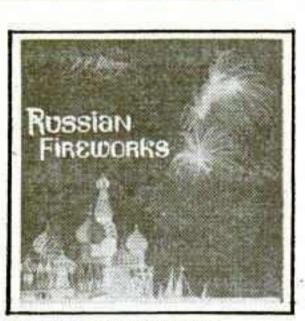
SF-5900 CARIBBEAN CRUISE A true stereophonic high fidelity panarama portrayed by the Rio Carnival Orchestra.



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



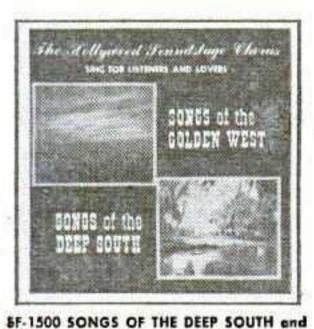
SF-10500 EXOTIC ISLAND The Surfmen portray the sounds of an exotic Island Including "Quiet Village," "Tobu" and many others.



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



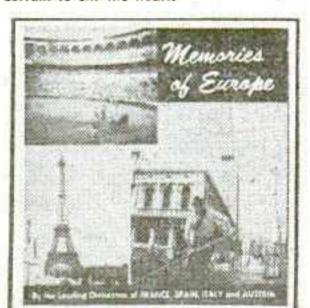
"101 Strings" Take a musical cruise with the "101 Strings" along the coasts of Italy, France and Spain.



GOLDEN WEST Music for lovers and listeners sung by the Hollywood Soundstage Charus. Fine listen-Ing in stereophonic sound.



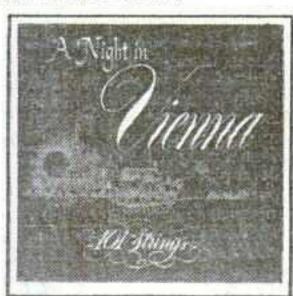
SF-9300 TORERO! The glory of the bull fight in Mexico City performed by the Banda Corrida, conducted by Genaro Nunez.



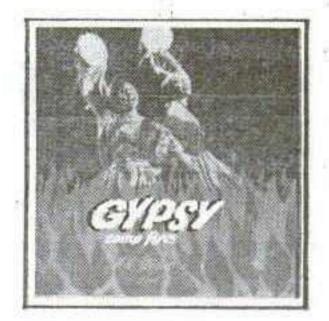
P-300 MEMORIES OF EUROPE A musical travelague by the leading orchestras of France, Spain, Italy and Austria.



\$F-6600 THE SOUL OF SPAIN "101 Strings" The full emotion of Spain is musically exposed through "Malaguena," "Macorenas," "Espana Coni," etc.



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

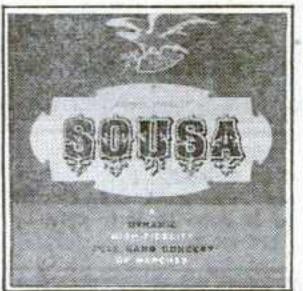


SF-8100 GYPSY CAMPFIRES "101 Strings" Only the emotional depth of this orchestra can capture the fiery crescendoes of true gypsy music.

THE ROLL



P-4000 SONGS FOR CHILDREN

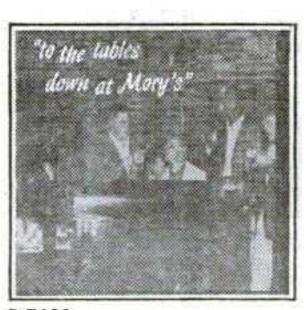


P-4800 SOUSA MARCHES IN HI-FI

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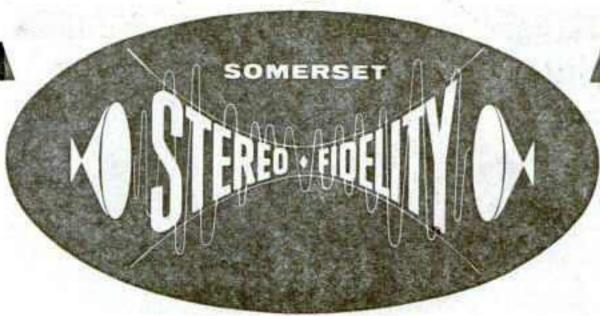
P-400 THE BEST OF VICTOR HERBERT



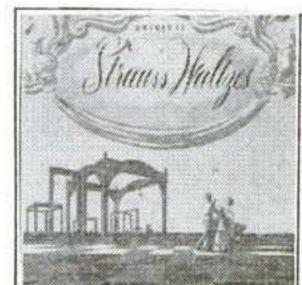
P-7600 TO THE TABLES DOWN AT MORY'S



P-3400 **GAY NINETIES WALTZES**



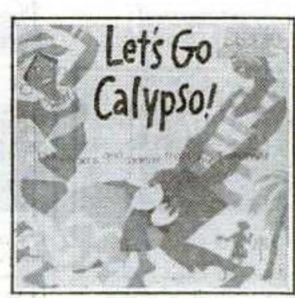
FOR YOUR CUSTOMER



P-2000 STRAUSS WALTZES



P-8000 LET'S CHA-CHA-CHA



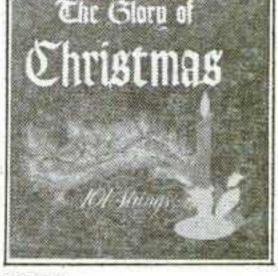
P-2300 LET'S GO CALYPSO



P-5600 **EXOTIC LANDS**



The Glory of



P-7100



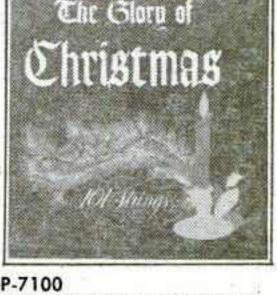
P-1100 ORGAN STARDUST



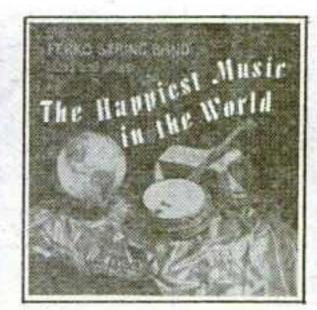
SF-8900 MEN OF THE MALL



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



THE GLORY OF CHRISTMAS



P-3700 THE HAPPIEST MUSIC IN THE WORLD



P-4900 SYMPHONY ON ICE



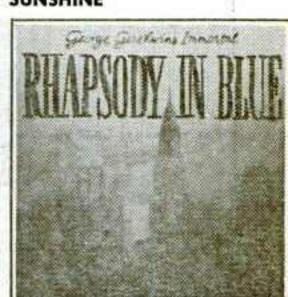
P-100 MOOD MUSIC SAMPLER



P-4200 HYMNS THE FAMILY KNOWS AND LOVES



P-6300 SONGS THAT BROUGHT SUNSHINE



P-1800 RHAPSODY IN BLUE

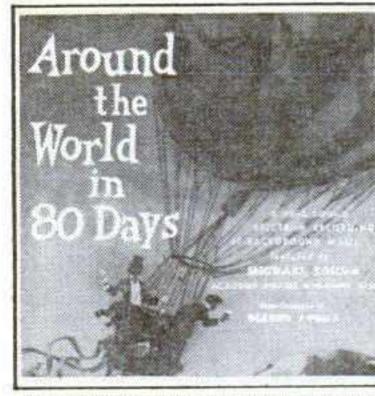


P-900 HAIL, HAIL, THE GANG'S ALL HERE!



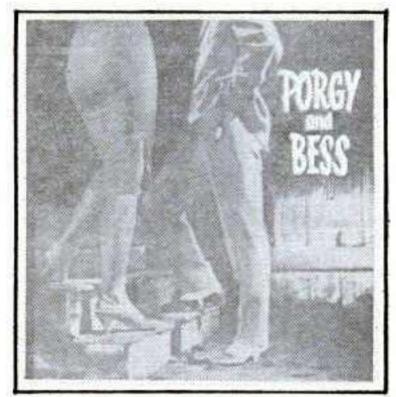
B-800 COCKTAIL TIME





SF-2800 AROUND THE WORLD IN 80 DAYS

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



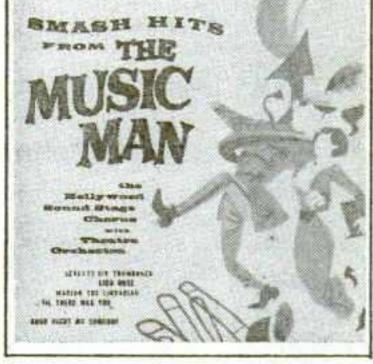
SF-8600 PORGY AND BESS "101 Strings"

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



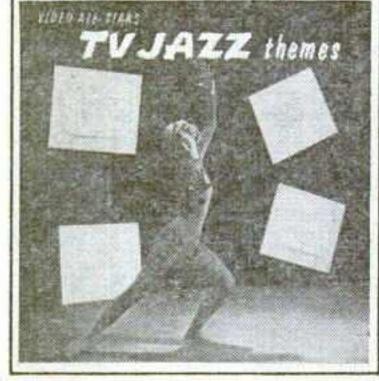
SF-2700 MY FAIR LADY and THE KING AND I

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



SF-7700 MUSIC MAN and SOUTH PACIFIC

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



SF-8800 TV JAZZ THEMES

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

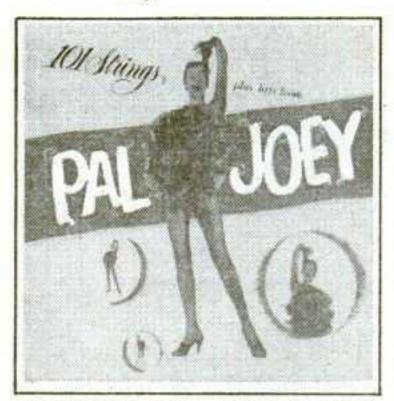


SF-9800 KISS ME KATE and **OKLAHOMA!**

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



SF-1600 AUTHENTIC MINSTREL SHOW A complete, authentic minstrel show. 18 songs and comedy selections.



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

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



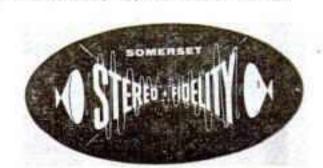
SF-3300 THE PAJAMA GAME and SILK STOCKINGS

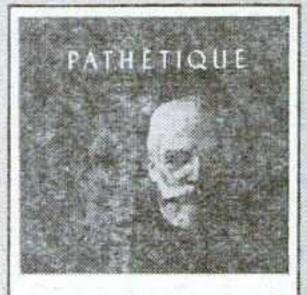
The most popular selections from both Broadway hit musicals in superb arrangements are played by the New World Theatre Orchestra.



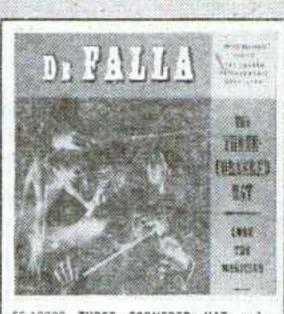
SF-7000 SILVER SCREEN "101 Strings" Among the Award-Winning songs are "Picnic," "Ruby," "Spellbound,"
"Love Is a Many Splendored Thing."

BIG SHOWS IN STEREO ARE





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



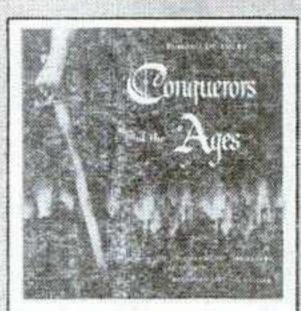
LOVE, THE MAGICIAN Two of Manuel de Falla's greatest compositions dramatically performed by the London Philharmonic, Hugo Rignold



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



presents a world renowned orchestra THE LONDON PHILHARMONIC



SF-10800 CONQUERORS OF THE AGES Edmond de Luca's original manuscript depicts the conquerors of history from Attila to Hiller. DeLuxe package by the London Philharmonic Orchestra and Chorus. Reinhard Linz cond.



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



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

Stereo fidelity classical "firsts in Stereo"



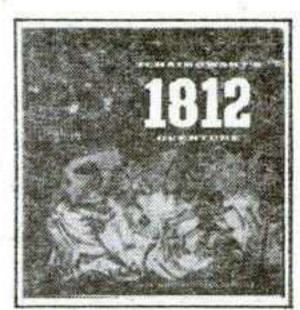
THE MESSIAH (Handel) London Philharmonic Choir and Orchestra. Conducted by Walter Susskind. The complete score of the Handel oratorio in a four-record set in superb stereophonic sound. Packaged in a sealed box with biography, technical data and text.

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

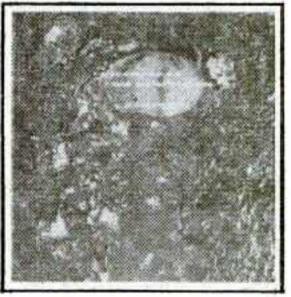




SF-2600 SCHEHERAZADE The popular Rimsky-Korsakov work per-formed by the full Nord Deutches Sym-phony under Wilhelm Rohr.



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



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



SF-2900 THE BALLET Tchaikovsky's "Swan Lake" and Romeo Calcarino's "Pygmation" in classic steren performances.



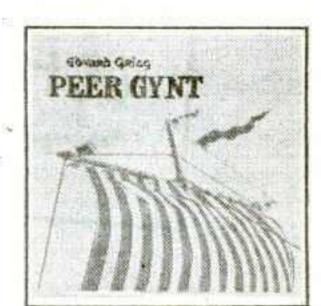
SF-8200 WARSAW CONCERTO AND NUTCRACKER SUITE Are featured on this recording by planist David Haines and the Paris Theatre Orchestra and the Nord Deutches Symphony Orchestra.



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

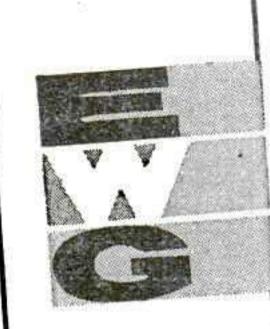


The majesty of the Luneberg Organ is utilized to the fullest extent in the Bach selections.



SF-9400 GRIEG'S PEER GYNT Both Peer Gynt Suites are performed by the Hamburg Staatsoper Orchesfra conducted by Withelm Bruckner Rugge-

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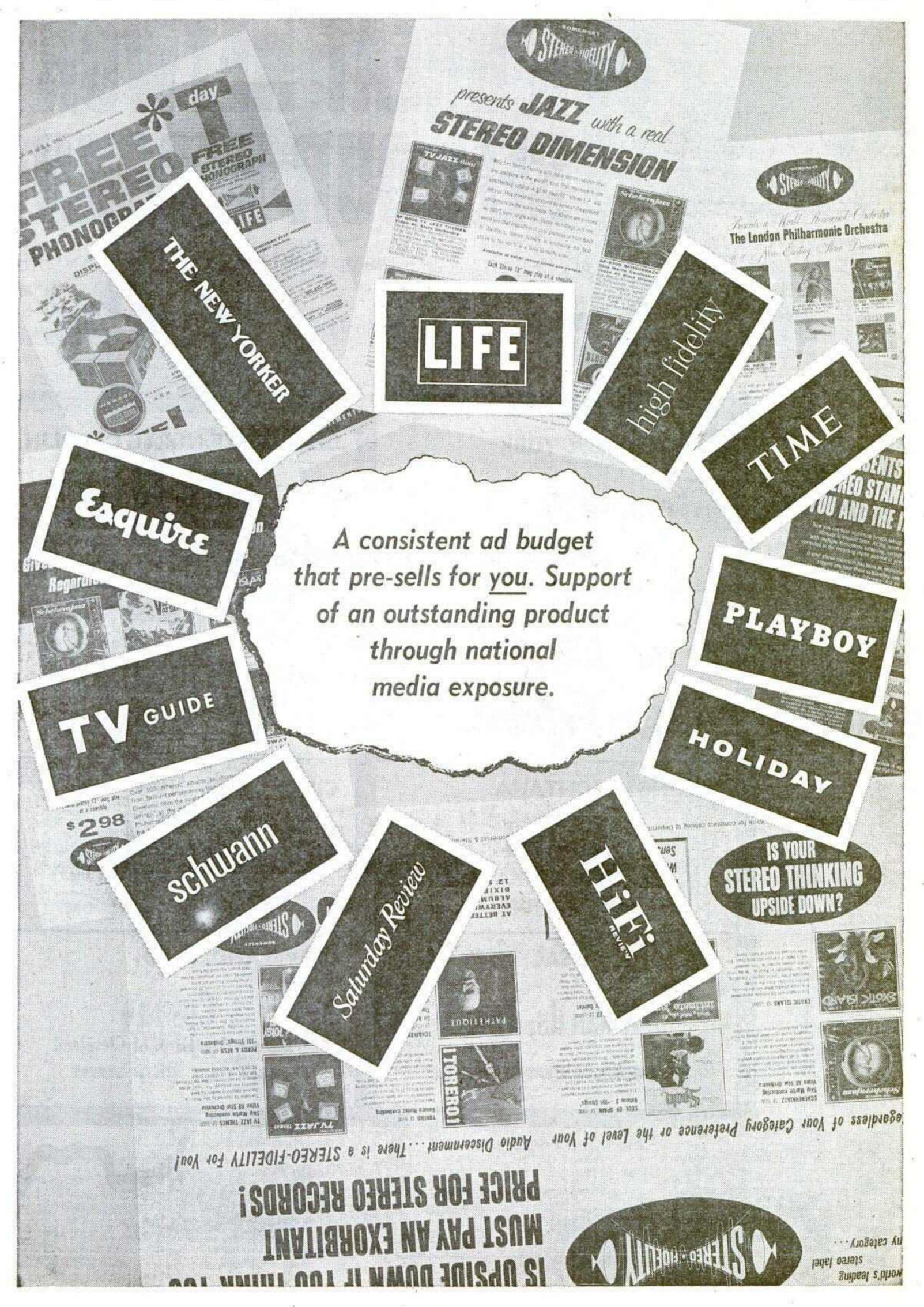


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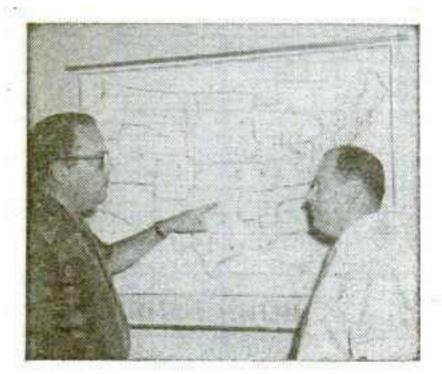
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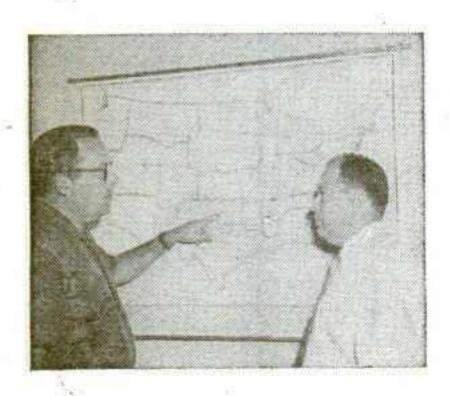
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We wish to thank the following manufacturers and
their distributors of quality stereo phonographs
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PHILCO

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



DAVE MILLER LOOKS TO THE FUTURE

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

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

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

commensurate to the rise of total recorded product.

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

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

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

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

We are highly confident of our future as we have the most necessary ingredient to insure it—young, capable people with energy and imagination. Communications to 1564 Broadway, New York 36, N. Y.

Novel Credit Plan Moves 'Trade-Ons'

high-fidelity stereo dealer do to trade-ins would sell swiftly. expedite sales of slow-mover tradeins?

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

One of the first dealers in the St. Louis area to make a major operation of stereo and high fidelity, Singer naturally anticipated trade-ins. He knew that there were many hundreds of phonographs, combinations, etc., which would be brought in, and, of course, he depended upon trade- \$25 and \$35. Still, he was conin allowances to move much expensive new equipment.

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

Decca Has Stereo Unit At \$32.95

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

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

ST. LOUIS — What can the where Singer had expected the

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

(Continued on page 39,

Accessory Display By Audiotex

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

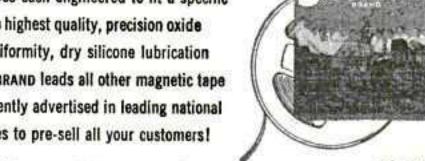
On the new Audiotex self-merchandiser, designed for impulse buying, are 11 tape accessories. These include splicers, splicing tape, head demagnetizers, end leaders, fluids and "Kleentape" for ups and phono and recorder oil.

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

preferred line! SCOTCH BRAND

Only with "Scotch" BRAND can you satisfy every recording neeucomplete line, nine tapes each engineered to fit a specific tape recording situation manifest quality, precision oxide dispersion, controlled uniformity, dry silicone lubrication

■ best seller, "Scotch" BRAND leads all other magnetic tape brands in sales - consistently advertised in leading national and specialized magazines to pre-sell all your customers!



SCOTCH



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GIVE TO DAMON RUNYON CANCER FUND

MOVE RUMORED

Heath to Set Direct Mail Disk Plan?

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

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

Audio Artists Debs Complete Stereo Kit

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

(Continued on page 39)

Cabinet for Components ls \$159.50

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

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

grouping in a sliding drawer. A ged at \$159.50.

Free Phono Sparks Indie Disk Club

mushroomed from its first installation here to branches in Atlanta, Charlotte, Sarasota, New Orleans, Minneapolis, Cincinnati, Hunting- initially set up by Pierce for ton, W. Va., and Milwaukee since April 1. Louis Pierce, ex-textiles exec, opened national headquarters here, utilizing the moniker, World of Music, for his franchised clubs projected for the entire U. S.

Six Plans

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

If the consumer shoots for the highest priced Columbia console as his premium, he must buy a total of 204 records over a twohe gets the \$249.95 console when he initially inks his contract under

which he pays \$816.

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

G-E Debuts Two New Stereo Amps

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

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

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

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

drop-front pulls down over the tuner amplifier section.

The Model 1000 comes in a Center equipment part of the choice of woods - walnut, maunit has space for tuner and am- hogany, blonde and ebony. Cabplifier. Changer of transcription inet in 54 inches wide, 32 inches player is below the tuner-amplifier high and 18 inches deep. It's tag-

CHICAGO - A record club ord player, he can purchase three that uses Columbia phonographs LP records from the list and he as premium for membership has will be given two free and if he purchases four LP records, he is given three records free. The program of record buying only was World of Music members who had finished their first year's membership and received the stereo phono.

SEPTEMBER 21, 1959

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

Ampex to Push Aired Tapings

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

Shows will consist of two halfhour shows a week and the music will be chosen from currently availyear period, averaging out almost able four-track, 71/2 ips record two per week, in return for which tapes. No disks will be programmed. Major theme of the ad pitch will be "Stereo sounds best on tape-tape sounds best on Ampex." Programs will be played on each station on Ampex's consumer model stereo recorder - playback, the model 960.

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

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

Soft Speaker Gives Poor Man's Hi-Fi

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

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

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

Credit Plan Moves 'Trade-Ons'

Continued from page 38

and telephone calls, until the St. together \$25 or \$35 for a cash pur-Louis dealer eventually located a chase. The trade-ins which at one firm which was "accustomed to time "piled up" in the warehouse dealing with low-income customers on small-unit credit buying." The company, he found, would underwrite sales contracts of this nature for 7 per cent of the total of the sale—a figure well above standard financing rates, but in view of Schweig-Engel's experience, a highly practical "out" indeed. "We could 40 per cent mark-up is steadily have financed such sales ourselves," Singer said, "as long as the capital held out. If, however, we experienced a much heavier sales volume from these trade-ins than we had anticipated, we might have easily found ourselves with all operating capital tied up in the form of small contracts such as this."

Mass Displays

Accordingly, Schweig - Engel began intensifying its advertising program on trade-ins, using classified newspaper advertising offering spectacular bargains on tradein TV's, tape recorders, radio-pho- Continued from page 4 nograph combinations, high-fidelity phonographs, and even some owner Fred Koury. For this new been, compared with its clearance Got a Crush on Crash." price, and emphasizing the low list credit terms which could be applied. A beautiful mahogany- ceptions in 17 cities. He arrived cased radio-phonograph combina- in Baltimore last week by helicoption, for example, was shown as ter and was welcomed by deejay priced originally at \$665, offered Buddy Dean. A filmed performnow at \$60. A \$275 tape recorder ance of him doing his record of was offered at \$35. In the latter "Don't Destroy Me" will be sent case, the customer could buy the this week to 200 radio stations. machine for a down payment of Film is in color and black and er utilizes the ceiling as a baffle to only a few dollars, and pay as little white. as a dollar a week, to pay it out, nancing plan made available.

Attracts New Customers

solutely spectacular. Schweig-En- the lad's campaign with over gel Company is currently selling \$5,000. around 700 trade-ins per year, as According to Kapralik the firm opposed to only 250 to 300 be- is out on the aggressive kick to fore the plan went into effect, and create showmanly gimmicks to more than 85 per cent of this total break out a new artist. The mervolume is sold on the 7 per cent chandising boss feels that not credit plan. The store is steadily enough attention has been paid to streamers, pennants and illustrated selling good, reliable trade-in mu- merchandising single records in sleeve for the record, as well as sical equipment to customers who stores, as well as exposing them the 17-city tour, ads, promotion,

This meant a lot of investigation | large families, are unable to put now move out so rapidly that the store has considered buying them from other sources.

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

Crash Craddock

stereo equipment. Instead of dis- record Columbia has come up with playing these in a rear room, such a national tour for Craddock, an as had been the policy in the past, eight page pictorial biography atbig mass displays were built thru- tached to the envelope sleeve of out the store, in each case, with the new Craddock record for price tags pointing out what the jockies, and thousands of small original price of each item had pennants and leaflets saying: "I've be shipping its FI-LIGHT, a

> The national tour will take Craddock across the country to re-

The loot for the Craddock pubunder the terms of the novel fi- licity, advertising, tour, etc., is coming partly from Columbia and partly from manager Koury. The Now, results have been ab- latter, it is understood, is backing

for one reason or another, usually on the radio. Thus the window etc.

Zenith Bows Transistor **Portables**

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

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

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

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

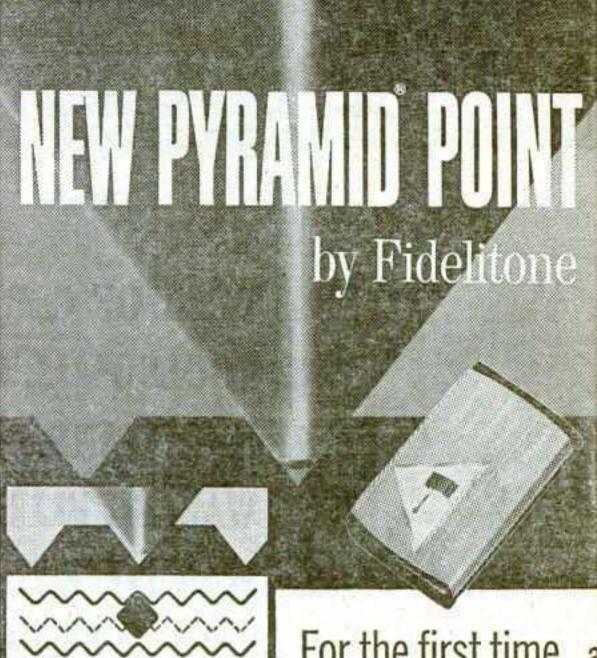
Audio Artists

· Continued from page 38

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

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

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



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



contact. Pinches and rides bumpily in high frequency areas - distorts many sound impressions.

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

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

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

Over 30 years of quality needles

Fidelitone

Chicago 26, Illinois "Best buy on records"

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

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

"22 WAYS TO SELL MORE STEREO PHONOS"

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

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

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

Name of Individual

Name of Company or Store_____

Address_

City & State_____ (cash only, please)

THE DOC "HOT PARADE"

SINGLES

15968 DECK OF CARDS—Wink Martindale

15982 FOOLS HALL OF FAME_Pat Boone

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

15976 WABASH BLUES—Billy Vaughn

15975 MISS LONELY HEARTS - Dodie Stevens

15983 SHE'S A KOOKAMUNGER - Sam Butera

15946 JIMMY BROWN THE NEWSBOY - Mac Wiseman

* * *

BREAKING BIG!

MAC WISEMAN

"JIMMY BROWN THE NEWSBOY"

15946

EP'S

DEP 1076 SIDE BY SIDE
Pat and Shirley Boone

DEP 1089 MORGEN
Billy Vaughn

LP'S

DLP 3210 LOUIS AND KEELY
Louis Prima and Keely Smith

DLP 3205 GOLDEN SAXOPHONES
Billy Vaughn

DLP 9500 THE FIVE PENNIES

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



THE NATION'S BEST SELLING RECORDS

DISTRIBUTOR NEWS

By HOWARD COOK

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

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

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

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

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

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

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

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

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

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

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

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

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Leslie Uggams Clicks Via 'One More Sunrise'

Sixteen-year-old Leslie Uggams is a senior at New York's Professional Children's School. She made her TV debut at seven and has appeared with Jack Barry, Paul Whiteman, the "Beulah" series and on Godfrey's Talent Scout program. In 1958 she won \$25,000 on "Name That Tune." Miss Uggams donated her winnings to the building fund of the Incarnate Work Academy in Corpus Christi.

The Manhattan - born singer's father was a member of the Hall Johnson Choir and her mother danced at the Cotton Club. Recently, she made her stage debut in a musical version of a Tennessee Williams play. She plans to continue dramatic arts studies in college.

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



'Back Seat' Brings Paul Evans to Fore

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

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

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

YESTERYEAR'S TOPS-The nation's top tunes on records as reported in The Billboard

1. Sh-Boom

2. Hey, There

3. High and the Mighty

4. Little Shoemaker

Skokiaan

6. In the Chapel in the Moonlight 7. This Ole House

8. Little Things Mean a Lot

9. If ' Give My Heart to You 10. Goodnight, Sweetheart, Good-

night 10. I'm a Fool to Care

SEPTEMBER 17, 1949

1. You're Breaking My Heart 2. Room Full of Roses

3. Some Enchanted Evening

4. Someday (You'll Want Me to Want You)

5. That Lucky Old Sun

6. Maybe It's Because 7. Let's Take an Old-Fashioned

Walk 8. Jealous Heart

9. Again 10. Hucklebuck

VOX JOX

By JUNE BUNDY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

THE MASTER OF



FRANK.
SINATRA

with a new HIT SINGLE —

RECORD NO. 4284

Picture "THEY CAME TO CORDURA"

...another smash from



MUSIC AS WRITTEN

New York

Columbia Records will wax the Takarazuka Dance Theater during the Troupe's current engagement in New York.... Weiss & Barry Music is handling the theme song for the new CBS TV Show "The Many Loves of Dobie Gillis." ... Barbara McNair opens September 25 at the Apollo Theater in New York First record by the Pageants "Saturday Romance" was issued this week by Urania Records. . . . Jazz Pianist Roland Hanna opened at the Five Spot Cafe in New York last week for a three-week stand. . . . Page Morton is now playing piano nightly at New York's Sherry-Netherland Hotel.... Peacock a.&r. chief Joe Scott cut new sides with Gatemouth Brown last week that will be rushed out immediately according to Duke prexy Don Robey.... Mayflower Records chiefs Frank Metis and Randy Starr are flipped about the firm's waxings of "The Enchanted Sea" by the Islanders.

Hurricane Records of Miami have signed the Blue Dots and the Bachelors. . . . Larry Uttal, head of Madison Records, has signed Ted Feigin as national promotion manager. Feigin was formerly with Melody Record Distributors in New York and Design Records. . . . Gene Krupa and his combo opened at the Top o' the Pole in New York last week. Group will be followed at the club above the Metropole by the Kai Winding septet. . . . Stan Greeson has opened his own office called Stan Greeson Associates, to handle talent. Ed Rubin and Warren Fisher have joined the new firm. Greeson, by the way, became the father of a boy, Peter, last week. . . . Promotion man Morty Wax has signed Dave Siegel in Columbus, O., Sam Wigler in Miami, Emile Iassogna in Connecticut, and has Robbie Buckley in Cleveland, to work with his national promotion network. . . . George Ritchie has signed with the Smart label of Arizona. Ritchie is presently serving a two-year hitch in the Army in Southern Arizona.

Frankie Vaughan is headlining at The Dunes in Las Vegas. . . . Warren Covington and his ork takes off next week for a string of Southern one nighters. . . . Thrush Jamie Horton, 16-year-old, had her first record released last week on the Joy label. Tunes are called "My Little Marine" and "Missin'."

Paul Desmond, of the Dave Brubeck Quartet, waxed an album with a combo for Warner Bros. Records. . . . Eddie and Betty Cole of Warner Bros. Records in New York last week to see deejays. . . . Epic Records will run a deejay contest on the new Arnold Stang record of "Where You Calling From Charlie?" . . . Adelphi College in Garden City, Long Island, New York is looking for singers who are anxious to be professional opera singers. All voices are wanted but baritones especially are needed. Auditions will be held in the college Monday evening, September 21, and Monday evening, September 28, in music room two of the gymnasium.

Ray Hartley opened at the Peacock Alley of the Waldorf-Astoria in New York last week. . . . Alan Holmes, general professional manager of Robbins Music, Ltd., arrives in New York this week to confer with Mickey Scopp and will also huddle with the professional men at The Big Three. . . . Ray Passman and Herb Wasserman made an album titled "Crazy Jose, Cha Cha Cha" for United Artists Records last week. The duo is also managing singer Patti Bown who is now signed with Columbia.... The Vagabonds have signed with Viva Records of Miami. . . . The Chordettes are now out on tour with the Jerry Lewis show.... Eberto Landi, manager of Dominico Modugno in America, is bringing over another Italian singing star, Giacomo Rondinella. He will sing at Carnegie Hall in New York on Sunday, September 27.... James Myers of Myers Music in Philadelphia has signed Joni Dina for personal management, and also Little Gracie and Bobby Bernard.

Jimmy Reed and Al Smith are on a string of one-nighters singing folk songs and blues. . . . Richard Otto and Sarah McLawker have just released two albums on Veejay Records. ... Flippin Records has signed the Uniques.... Colpix Records has signed the Frederick Brothers.... The "Treasury Bandstand" will be on CBS radio Sundays September 27 and October 4.... Co-Ed Records, N. B. Mayhams label, will be distributed in Europe by Top Rank.

Bob Rolontz.

Nashville

Jim Denny Artist Bureau last week signed c.&w. singer Justin Tubb to a personal-management contract. The young singer and Red Sovine will journey to Washington Tuesday (22) with Jim Denny's rep, Lucky Moeller, for the Military Base Convention, which attracts N.C.O. Club managers from all over the country to eye talent. . . . Goldie Hill hit the Texas trail last week for a visit in Wichita Falls with her mother. Young daughter, Lori Lynn, accompanied her mom on the trip. . . . At a board meeting last Tuesday night (15), Cedarwood Publishing Company elected Curley Rhodes vice-president. He will continue to handle the firm's publicity and promotion. . . . Eddy Arnold cut a Victor session at RCA Victor Studio here Tuesday morning (15). One of the tunes was another Jimmie Driftwood ditty. . . . The Browns come to town September 23 for a session at RCA Victor.

Jimmie Driftwood, songsmith-singer, during his recent weekend in New York sang to a real live Russian bear in font of the United Nations Building while a Life magazine photographer recorded the action. . . A.&r. man, Owen Bradley, off to New York Monday (21) on Decca business. . . . Chet Atkins has signed a new youngster, Jerry Woodward, of Birmingham, who, according to an RCA Victor spokesman, "actually cries as he sings."

The Wilburn Brothers, Teddy and Doyle, recorded a Decca session at Bradley Studio Monday and Tuesday of last week. . . .

(Continued on page 46)

FROM THE BILLBOARD SALES DEPARTMENT

ERNESTINE ANDERSON sings the oldies I Can Dream Can't I b-w You Cried Last Night with the feeling and heart that rates a Billboard Spotlight, The Mercury artist, whose album Hot Cargo created excitement in Sweden and started the ball rolling for her in the States, is currently playing Fack's in San Francisco till the end of the

RAY ANTHONY'S newest on Capitol is Room 43, theme music from the movie Room 43, b-w Stockholm Blues, Born in Celveland, O., the trumpet player and band leader got his start with Al Donahue and graduated to the Glenn Miller and Jimmy Dorsey bands. In 1946, Ray organized his own aggregation, who have since become one of America's top musicmakers.

CHUCK BERRY, who hit it solid with Sweet Little Sixteen and That's My Desire, has two strong sides in Childhood Sweetheart, a topical blues with good chorus and combo work, b-w Broken Arrow, a clever noveltyboth Picked by Billboard, Chuck will be at the Amory in Paterson, N. J., Sept. 26 for a one-nighter.

PERRY COMO changes pace to an up-tempo in his new album, Como Swings. Included are such favorites as Route 66, Begin the Beguine, and St. Louis Blues. Incidentally, the album cover is a picture of Perry at his bobby, golf. A little background on how he started singing: Altho his customers at the barbershop in Cannonsburg, Pa., almost always received a song along with their shave and haircut, it was while spending a summer vacation in Lorain, O., that Perry considered singing as a profession. He auditioned for an orchestra that had just lost its vocalist, and was hired; his first pro job, at 28 dollars a week. Perry promptly married his childhood sweetheart and four days after was on the road with the band, This led to his second singing lob, as vocalist with the Ted Weems band, The rest is entertainment history. Perry will be back on TV Wed. Sept. 30.

BIRTHDAYS OF THE WEEK: Sept. 22, Joni James, Dean Reed. Sept. 25, Wade Flemons, Sept. 26, George Gershwin (deceased), composer of Rhapsody in Blue, The Man I Love, Embraceable You, Someone to Watch Over Me, and the musical Porgy & Bess.

DAVE (Baby) CORTEZ switches to piano on one side of his latest Clock release, Piano Shuffle. Flip is an organ styling of the oldie It's A Sin To Tell a Lie, a two-sided Billboard Spotlight Winner. The 20-year-older from Detroit reached the million mark with his recording Happy Organ.

DUANE EDDY has a likely two sider with his latest, First Love, a rockaballad b-w Some Kind-A Earthquake, a lively rocker. When not on the road, Duane enjoys swimming, fishing, collecting records and American History. His first gold record for Jamie was Rebel Rouser.

EVERLY BROTHERS will help Perry Como launch his Wednesday night TV series, Sept. 30 with a performance of their newest release ('Til) I Kissed You b-w Oh, What A Feeling. From a musical family, Don and Phil were eight and six, respectively, when they appeared on their parents' radio show, which was part of their early musical training.

FOUR LADS, Frank Busseri, Bernard Toorish, James Arnold and Corrie Coderini, will appear at the New Jersey State Fair, Trenton, Sept. 24 & 25. The Columbia artists, who hit the million seller list with No Not Much and Moments to Remember, will open at Blinstrubs, Boston, Sept. 28 for one week.

DALE HAWKINS applies an updated rocker approach to the old folk tune Liza Jane. Back To School is the title of the flip side, a rocker with topical teen-slanted lyrics. Both sides picked by Billboard. Dale hails from Bossier City, La.

ROCK HUDSON, the actor and teenage heart-throb, has taken to the turn-table, following in the groove of many of his fellow thesplans. He makes a strong disk debut on two songs from his coming movie, Pillow Talk. Pillow Talk, a cute mediumbeater, bears the title of the movie. Flip is Roly Poly, a novelty. Billboard Spotlighted both sides.

MARY JOHNSON is on the scene with two strong tunes, on United Artists, with gospel overtones: Don't Leave Me b-w You Got What It Takes, both Spotlighted by Billboard. Singer - composer - pianist, Marv was born 20 years ago in Detroit, and has a range of favorite singers from Doris Day to Chris Connor and Sammy Davis.

JOHNNY MATHIS offers a pretty new ballad that gets a warm vocal, The Story of Our Love. Flip is an equally pretty rendition, Misty. Johnny is an athlete-turned singer (he holds a six-foot five-and-a-half-inch high-Jump record, which has been matched only four times in the history of the Olympic games, and at college collected a bale of letters and medals for his prowess as an athlete) who is one of Columbia Records top selling artists.

GUY MITCHELL, who hit the million mark with My Heart Cries For You and Singing The Blues, registers strongly on his pop treatment of Ray Price's current c.&w. smash, Heartaches By The Number. Second side is Two, a rockaballad with eerie gui-

PATTI PAGE is currently in Holly-

wood filming an important straight acting role in the film Elmer Gantry, with Burt Lancaster and Jean Simmons. Her Mercury recording of Goodbye, Charlie, a countryish rockawaltz, was Spotlighted by Billboard. PONI TAILS, Toni Cistone, LaVerne Novak, Patti McCabe, recently returned from a successful tour of England and find themselves in the Bill-

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 thom, all artist items are carried in strict alphabetical sequence,

Secretarian

board Spotlight Circle with I'll Be Seeing You, a richly sung rockaballad, b-w I'll Keep Tryin', a folkish tune, The girls are all in their late teens and hail from Lynn, O.

DEAN REED: In July 1956 Dean was racing 110 miles on foot against a man on muleback. In 1958 the 21year-old Denver youth was training for the 1960 Olympic games, Now, less than a year later, he is the object of a nationwide promotion campaign by Capitol Records to promote his latest release, Our Summer Romance b-w I Ain't Got You. Dean started his professional singing career to help get thru college. He uses a guitar in his singing but is not a rock 'n' roll singer. He describes his singing as pop-folk. By the way, Reed won the race with the mule by a bare three-minute margin.

WILBURN BROTHERS, Doyle and Teddy, are a strong bet to crash the pop field with A Woman's Intuition, their latest entry on Decca. The story of the Wilburn Bros, began on the small farm in Arkansas where they were born and raised with their two other brothers and their sister.

BILLY WILLIAMS is hoping his newest entry, I Wonder, will have the success of his hit I'm Gonna Sit Right Down And Write Myself A Letter. The son of a Methodist minister, Billy was born in Waco, Texas, He studied for the ministry himself at college. His latest album is Half Sweet, Half Beat on Coral.

PROMOTION DAYS AND WEEKS: National Sweater Week begins Sept. 21. Sept. 25 is American Indian Day. Sept. 26 is National Tie Week, and Sept. 27 is Gold Star Mothers' Day. See you next week. TOM ROLLO.

THIS WEEK'S NEW Money Records

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

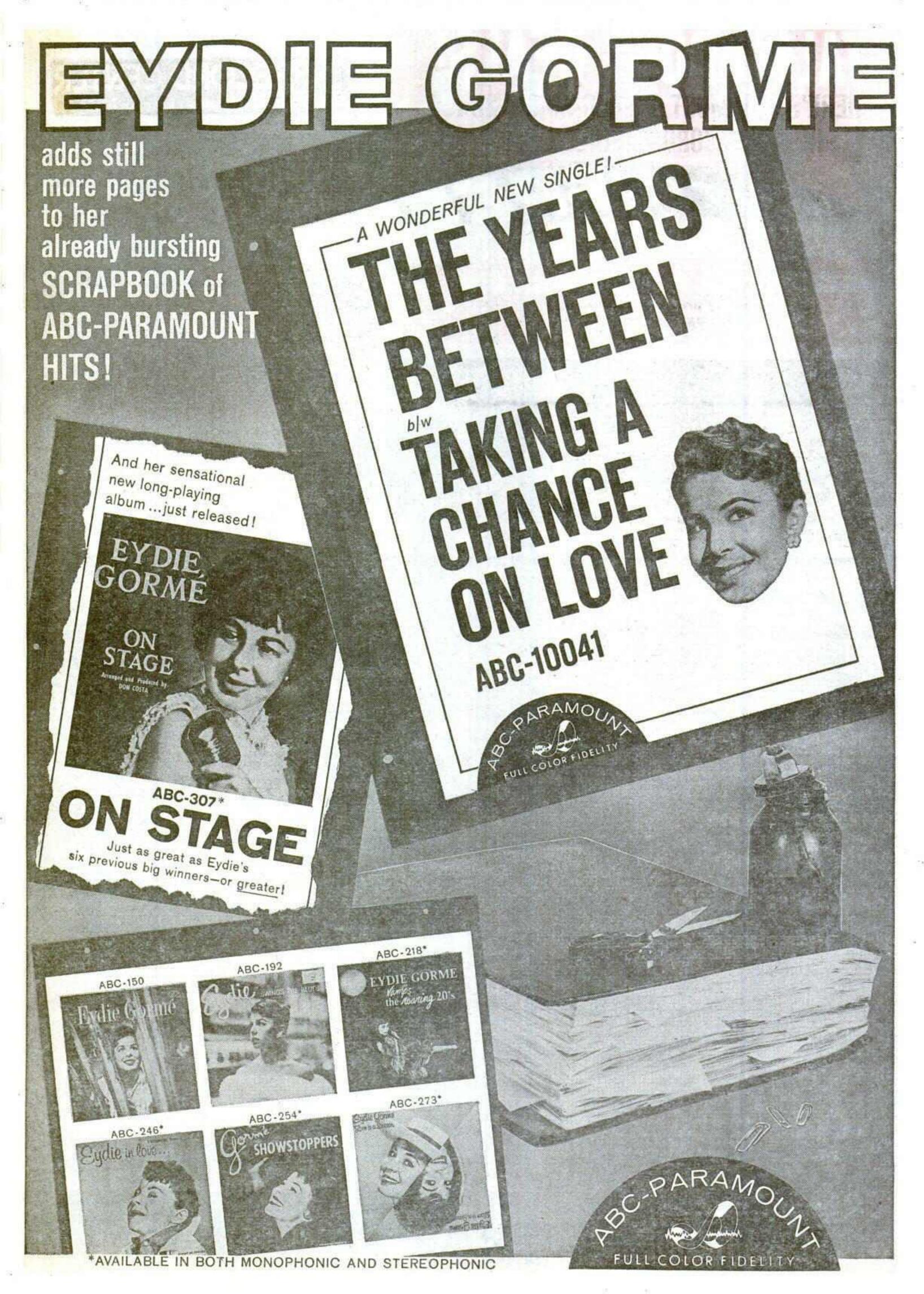
SINGLES

BOOM, BOOM I	BABY-Crash Cra	ddock	Columbia
DON'T TAKE T			
GOODBYE CHA	RLIE-Patti Page		Mercury
I AIN'T GOT YO			
DON'T DESTRO			
IT'S A SIN TO			
OUR SUMMER I			
MISTY-Johnny			
PIANO SHUFFL			
SO TENDERLY-			
TAKING A CHA!			
TALK TO ME-			
THE ENCHANTE			
THE YEARS BE	TWEEN-Eydie C	jorme	ABC-Paramount
UNFORGETTABL			
-			

ALBUMS

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.



MONEY STEREOPHON

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

TALK ABUUT DEALS

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

you get this **FANTASTIC?** SURE—but ABC-PARAMOUNT's

FALL FIESTA ALBUM R

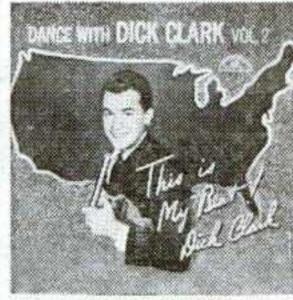
... so fantastically above and beyond the ordinary, it calls for a FANTASTIC DEAL! Look!



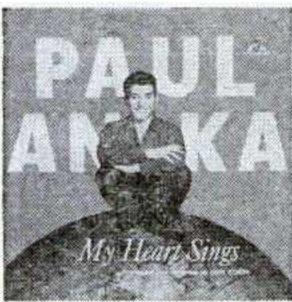
ABC-307 and ABC5-307 EYDIE GORME-ON STAGE



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



ABC-288 and ABCS-288 DICK CLARK-THIS IS MY BEAT



ABC-296 and ABCS-296 PAUL ANKA-MY HEART SING\$

DIAMOND



ABC-297 and ABCS-297 LIOYD PRICE-MR. PERSONALITY

Once Around The Clock

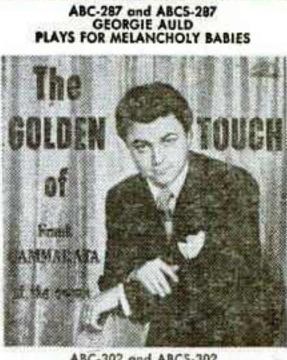


ABC-299 and ABCS-299 JOHNNY NASH-I GOT RHYTHM



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

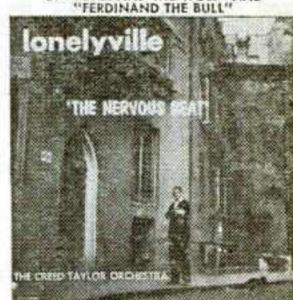




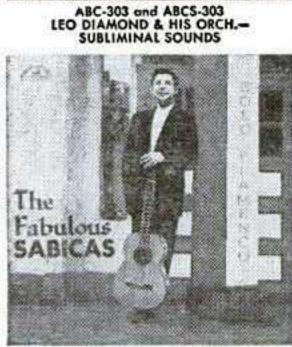
ABC-302 and ABC5-302 FRANK CAMMARATA— HIS GOLDEN TOUCH AT THE ORGAN



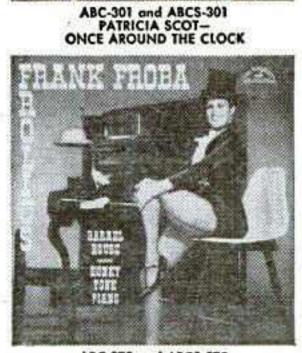
ABC-294 and ABCS-294
ARNOLD STANG'S WAGGISH TALES
OF "PETER AND THE WOLF" AND
"FERDINAND THE BULL"



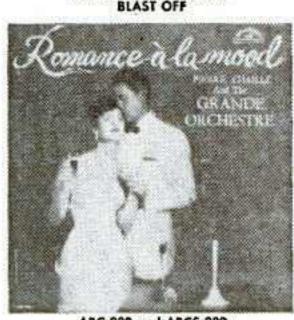
ABC-308 and ABCS-308 LONELYVILLE—THE NERVOUS BEAT— CREED TAYLOR ORCH.



ABC-304 and ABCS-304 SABICAS-50LO FLAMENCO

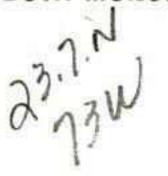


ABC-278 and ABCS-278 FRANK FROBA FROLICS



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

ALL ALBUMS AVAILABLE IN BOTH MONOPHONIC AND STEREOPHONIC!



7

See your ABC-PARAMOUNT distributor for complete information on his It's really FANTASTIC!



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



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

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

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

if you want to get the jump on tomorrow's hits than to

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

MUSIC AS WRITTEN

· Continued from page 43

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

Pat Twitty.

Cincinnati

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

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

Bill Sachs.

Hollywood

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

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

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

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

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

Lee Zhito.

NIGHT CLUB REVIEWS

Joe E. Bluer But Always Lovable

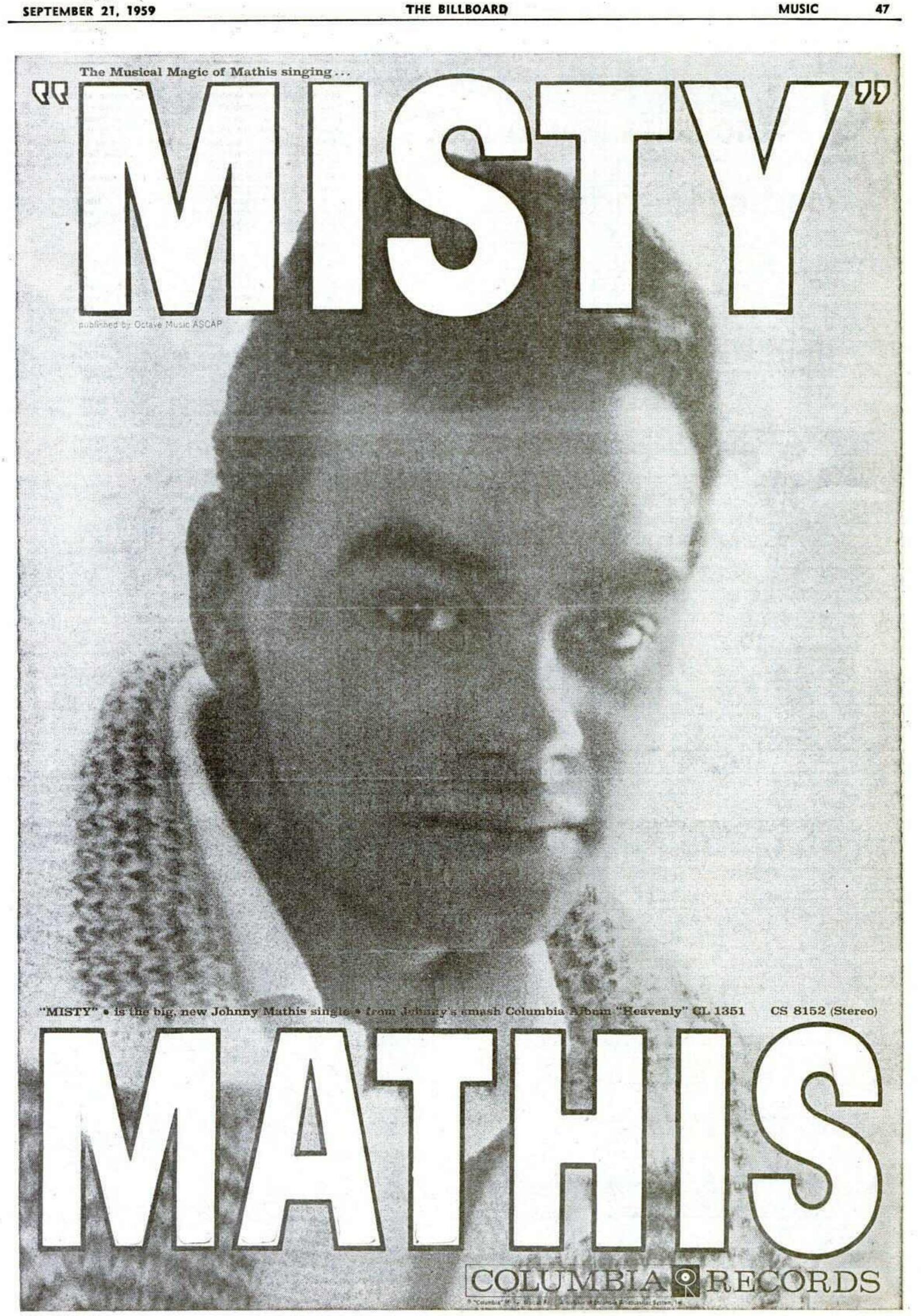
Joe E. Lewis — currently drawing capacity crowds to the Copacabana (New York) — is using even more blue material than usual, which must be from choice, since his cleanest gags pull the biggest audience response. As always, the dissolute leprechaun is a sock showman with a unique, lovable, seemingly ad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

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

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

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

June Bundy.



Billboard TOP LP'S

FOR THE WEEK ENDING SEPTEMBER 20

BEST SELLING MONOPHONIC LP'S

THIS WEEK	TITLE, Artist, Company, Record No.	WEEKS ON CHART
Ō١	KINGSTON TRIO AT LARGE, Capitol T 1199	14
② 2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	78
① 3	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	9
(1)	FROM THE MUMGRY I, Kingston Trio, Capitol T 1107	32
⑤ 5	INSIDE SHELLY BERMAN, Verve MGV 15003	22
(6	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	73
1	PETER GUNN, Henry Mancini, RCA Victor LPM 1956	32
12	NO ONE CARES, Frank Sinatra, Capitol W 1221	5
(§) 8	MY FAIR LADY, Original Cast, Columbia OL 50901	81
(10) 13	6161, Sound Track, M-G-M E 3641 ST	64
<u></u> "	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	14
(12) 21	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	-
(13) 15	SOUTH PACIFIC, Original Cast, Columbia OL 41802	
(14) 10	KINGSTON TRIO, Capitol T 996	14
(15) 14	PORGY AND BESS, Sound Track, Columbia OL 5410	10
(16) 11	EXOTICA, VOL. 1, Martin Denny, Liberty LRP 3034	21
(17) 18	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	17
(18) 19	FILM ENCORES, VOL. I, Mantovani, London LL 1700	100
<u>(19) 17</u>	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	53
20) 22	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	43
20) 25	QUIET VILLAGE, Martin Denny, Liberty LRP 3122	4
22) 27	BUT NOT FOR ME, Ahmad Jamai, Argo LP 628	-
23) 29	HYMKS, Tennessee Ernie Ford, Capitol T 756	
24) 16	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	_
25) 20	THE MUSIC MAN, Original Cast, Capitol WAO 990	-

THIS WEEK	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26) 23	6YPSY, Original Cast, Columbia OL 5420	10
27)20	RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	28
28)-	- HEAVENLY, Johnny Mathis, Columbia CL 1351	1
29 36	TABOG IM HI FI, Arthur Lymon, Hi-Fi Records R 806	27
30 24	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	8
(3) 28 (32) 30	Andre Previn & David Rose, M-G-M E 3716	_
(33) 38	mission (Automorphism and State States) (Constituting States)	_
(34) 3Z		_
35 37	Duane Eddy, Jamie JLP 3000	
36) 31		-
(37) 39	OKLAHOMAI Sound Track, Capitol SAO 595	89
38 47	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	23
<u> 39</u> –	A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011	1
40 33	BLUE HAWAII, Billy Vaughn, Det DLP 3165	17
(41) 34	HOLD THAT TIGER, Fabian, Chancellor CHL 5003	19
42 45	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	15
43 49	SWINGIN' PRETTY, Keely Smith, Capitol T 1145	6
(4) 35	TEMDERLY, Pat Boone, Dot DLP 3180	11
(45) 43	ORLY THE LONELY, Frank Sinatra, Capitol W 1053	11
46 50	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 3	32
(17) 46	LOVE IS THE THING, Nat King Cole, Capitol W 824	5
(8) -	OLDIES BUT GOODIES, Assorted Artists, Original 5-001	1
49 41	GEMS FOREYER, Mantovani, London LL 3032	17
<u>50</u> 48	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	11

BEST SELLING STEREOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.
0	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 103218
0	2	EXOTICA, VOL. 1, Martin Denny, Liberty LST 7034
0	4	RODGERS: VICTORY AT SEA, VOL. II. RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 222616
0	5	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 800411
3	3	616), Sound Track, M-G-M SE 3461 ST
(6)	6	PETER GUNN, Henry Mancini, RCA Victor LSP 195618
0	1	NO ONE CARES, Frank Sinatra, Capitol SW 1221 4
0	10	MY FAIR LADY, Original Cast, Columbia OS 201518
9	8	KINGSTON TRIO AT LARGE, Capitol ST 119912
<u>(10)</u>	9	FILM ENCORES, VOL. 1, Mantovani, London PS 12418
<u>(II)</u>	15	'S MARVELOUS, Ray Conniff, Columbia CS 803710
12	1	COME DANCE WITH ME, Frank Sinatra, Capitol SW 106918
(13)	4	BLUE HAWAII, Billy Vaughn, Dot DLP 25165
(4)	2	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 128915
~	1	11-11-20-11-1-1-1-1-1-1-1-1-1-1-1-1-1-1-

THIS WEEK	8
(16) 17	
<u>0</u> 1	Van Cliburn, RCA Victor LSC 2252
18) 20	
19 2	
20 22	C GYPSY, Original Cast, Columbia OS 2017
21) 24	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150
(22) 13	o who dispute the control of the con
23 19	GAITE PARISIENNE, Boston Pops, RCA Victor LSC 2267 6
24) 25	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056 5
25 23	THE KING AND I, Sound Track, Capitol SW 740
26) 26	ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006
27) 27	FILM ENCORES, VOL. II, Mantovani, London PS 16412
28 28	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043. 3
<u> </u>	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022 1
<u> </u>	FLOWER DRUM SONG, Original Cast, Columbia 05 2009 3

Album Cover of the Week



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

Best Selling EP's on the Racks

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

- 1. A Touch of Gold
 Elvis PresleyRCA Victor EPA 5088

- 4. The Kingston Trie at Large

- 5. Hank Williams
- 6. Tenderly
 Pat Boone Det DEP 1082
- 8. Peter Gunn
 Henry ManciniRCA Victor EPA 4333
- 9. Hold That Tiger
- 10. Sing Along With Mitch
 Mitch MillerColumbia EPB 11661

Best Selling Pop EP's

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

- 1. South Pacific
- 2. Side by Side
 Pat & Shirley Boone Dot DEP 1076
- 3. South Pacific Sound TrackRCA Victor EOC 1032

- 5. Still More Sing Along With Mitch
- 6. Peter Gunn
 Henry ManciniRCA Victor EPA 4333
- 7. Ricky Sings Again
- Ricky NelsonImeprial EP 159

- 10. More Music From Peter Gunn
 Henry ManciniRCA Victor EPA 4339



ON





Hi, Dinah honey,

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

Drank
FRANCIS ALBERT SINATRA

Manual Marine Control of the Control

IT ALL DEPENDS ON YOU

FALLING IN LOVE WITH LOVE

Medley: WHERE OR WHEN

EASY TO LOVE

GET OUT OF TOWN

THEY CAN'T TAKE THAT

AWAY FROM ME

SENTIMENTAL JOURNEY

side two

BELONGS TO SOMEBODY ELSE

I'M OLD FASHIONED

LOVE IS HERE TO STAY

TAKING A CHANCE ON LOVE

YES INDEED!

(S)T1247

Available in monophonic or Full Dimensional Sound



Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

JAMAL AT THE PENTHOUSE



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

ELLA FITZGERALD SINGS SWEET SONGS FOR SWINGERS



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

Pop Low Price -

ENCORES



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

Pop EP

THE BROWNS SING "THE THREE BELLS"



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

Jazz

THE BILLIE HOLIDAY STORY



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

THE MASTERSOUNDS IN CONCERT



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

GIL EVANS ORCHESTRA



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

CHRIS CONNOR SINGS BALLADS OF THE SAD CAFE



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

Children's Low-Price

THEMES OF TV'S GREATEST WESTERNS



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

Sound

WHITE GODDESS



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

SPECIAL MERIT SPOTLIGHTS

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

JAZZ

50TH STATE JAZZ

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

CLASSICAL

BACH: ST. MATTHEW PASSION

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

- CHAMBER MUSIC

VIVALDI: L'ESTRO ARMONICO: 12 CONCERTI GROSSI

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

*** VERY STRONG SALES POTENTIAL

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

*** LOUIS AND KEELY!

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

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

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

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

LOW-PRICE POPULAR ★★★★

*** LAWRENCE WELK DANCE PARTY

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

*** THE ONE AND ONLY PEARL

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

*** CONTRASTS

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

LOW-PRICE CHILDREN'S ***

*** BEST LOVED FAIRY TALES

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

*** LET'S ALL JOIN IN

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

*** A CHILD'S INTRODUCTION TO THE CLASSICS

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

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

GOOD SALES POTENTIAL

the set to make it more of a value yet.

POPULAR ***

*** DANCING AND DREAMING The Four Preps. Capitol T 1216-The

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

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

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

*** JUST JESSE BELVIN RCA Victor LSP 2089 & LPM 2089

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

*** THE HAPPY ORGAN

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

*** THE CREW-CUTS SING RCA Victor LSP 2037 & LPM 2037 (Stereo & Monaural)-A collection of pop

favorites are given smooth, modern arrange- | ** PLEASE DON'T PUT YOUR ments by the group. Ably backed by the Crew-Cuts' own maestro, Morty Jay, the group scores with "Moments to Remember,"
"Kentucky Babe," "That Old Gang of
Mine" and "Cruising Down the River." Stereo disk is particularly good.

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Bobby Rydell "KISSIN" TIME"

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EMPTIES ON THE PIANO

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

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

LOW-PRICE POPULAR ***

*** JERRY MURAD'S HARMONICATS

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

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

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

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

*** ACADEMY AWARDS HITS Pierre La Blanc Ork. Mercury Wing SRW 12504 (Stereo Only)-One of a number of albums which pop up from time to time to honor the Oscar nominees and winners, this low-priced (\$2.98) stereo stands out of the set is the "Cool Philosophy of Babs for its good sound quality as well as its Gonzales." During the course of the proselection of well-remembered tunes like gram Gonzales, one of the fathers of scat "Tammy," "Sayonara," "Wild Is the Wind," singing, offers his own comments on a etc. Instrumentation focusses on strings and wind instruments. Listenable mood wax and

CLASSICAL ***

*** MAHLER: DAS KLAGANDE

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

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

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

JAZZ ***

*** JAZZ WEST COAST VOL. 5 Various Artists. World Pacific JWC 511-

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

*** CHATTER JAZZ

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

*** TALES OF MANHATTAN

Babs Gonzales, Jaro JAM 5000-Sub-title variety of topics all talk-sing over jazz backing. Excellent notes by Nat Hentoff includes a glossary of some of the terms

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

FOLK ***

*** MOONLIGHT IN MAYO

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

INTERNATIONAL ***

*** THE VOLGA

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

*** TAHITI

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

SPECIALTY ***

*** THE "DO IT YOURSELF" PSYCHOANALYSIS KIT

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

(Continued on page 65)

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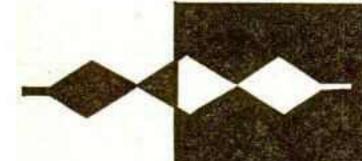
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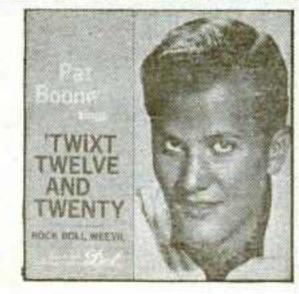
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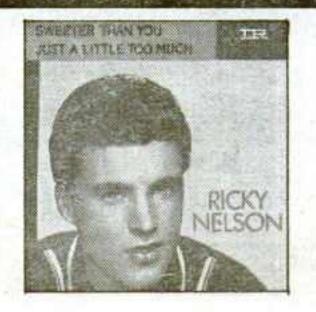
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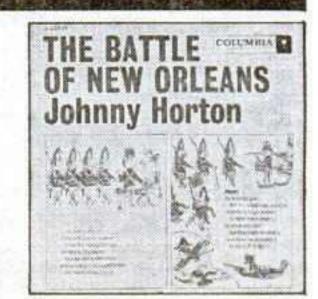
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES for survey week ending September 12

This Week		Last Week	Veeka on Chart	Fhis Week		Last Week	Week of Char
1.	The Three Bells By Dick Manning and Jean Villard—Published by Southern (ASCAP) BEST SELLING RECORDS: Browns, RCA Victor 7555; Dick Plood, Monument RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686.	498.	7	6.	Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816;	9 Dick	8
2.	Sleep Walk By Farine-Parine-Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 101.	2	5	7.	Hyman Trio, M-G-M 12149; Eric Rodgers Trio. London 1645; Caterina Valente, Dec. Billy Vaughn, Dot 15444. Rea River Rock By King-Mack-Mendelsohn—Published by Vicki (BMI)	30978; 7	
3.	RECORD AVAILABLE: Betsy Brye, Canadian-American 106. I'm Gonna Get Married By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI)	4	5	8.	Broken-Hearted Melody	6	5
4.	BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10932, Sea of Love	3	8		By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477		
1	By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Met 71465.	E,	9	9.	By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5606.	8	•
5.	('Til) I Kissed You By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.	5	4	10.	Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.	30	2
		– Se	con	d Te	n		(1)
11.	Poison Ivy	16	2	16.	I Love You Porgy	20	4
	By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.	×			By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11921.	Ж	
12.	Morgen By Moesser—Published by Sidmore (BMI) BEST SELLING RECORD: Rex Allen, Vista 347; Richard Malthy, Col 41452; Ivo R	21 tobic,	2	17.	Lavender Blue By Larry Morey & Eliot Daniel—Published by Joy (ASCAP)— BEST SELLING RECORD: Sammy Turner, Big Top 3016.	10	1
	Laurie 3033; Leslie Ugams, Col 41451 (One More Sunrise.	925044	19-020	18	What'd I Say	12	88
13.	Teen Beat By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.	26	2	10.	By Ray Charles—Published by Progressive (BMI) BEST SELLING RECORD: Ray Charles, Atlantic 2031.	: 	
14.	Baby Talk By Melvin Schwartz—Published by Hilliary-Ultia-Admiration (BMI) BEST SELLING RECORD: Jan & Dean, Dore 522.	11	5	19.	Just Ask Your Heart By DeNota-Ricci-Damata—Published by Rambed (BMI) BEST SELLING RECORD: Frankle Avalon, Chancellor 1049.). 10	1089
15.	Kissin' Time	14	6	20.	Battle of Kookamonga		
	By Mann & Lowe—Published by Kellem (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 167.				By Jimmie Driftwood and J. J. Reynolds—Published by Trinity-Warden Musle BEST SELLING RECORD: Homer & Jethro, RCA Victor 47-7585.	(BMI)	
		<u> </u>	hire	l Ter			
21.	Mr. Blue	_	1	26.	I Ain't Never By Mel Tillis-Webb Pierce—Published by Cedarwood (BMI)	27	2
	By Dwayne Blackwell—Published by Cornerstone (BMf) RECORD AVAILABLE: Fleetwoods, Dolton 5.				RECORDS AVAILABLE: Fout Preps, Cap 4256; Webb Pierce, Dec 30923.	294	
22.	Primpose Lane By Callender-Shanlin—Published by Music Productions (ASCAP) RECORD AVAILABLE: Jerry Wallace, Challenge 59047.		1	27.	By Garry Paston—Published by Trinity-Desert Palms (BMI) RECORD AVARLABLE: Skip & Flip, Brent 7002.	22	1
23.	See You in September By Sherman Edwards-Syd Wayne—Published by Gold (ASCAP) RECORD AVAILABLE: Tempos, Climax 102.	28	4	28.	Caribbean By Mitchell Torok—Published by American Music (BMI) RECORD AVAILABLE: Mitchell Torok, Guyden 2015.	1000	į
24.	Thank You Pretty Baby By Benton-Otis-Published by Eden (BMI) RECORD AVAILABLE: Brook Benton, Mer 71478.	19	8	29.	My Heart Is an Open Book By Hal David-Lee Pockriss—Published by Sequence (ASCAP) RECORDS AVAILABLE: Jimmy Dean, Col 41265; Carl Dobkins Jr., Dec 30803.	17	14
25.	Makin' Love By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.	24	3	30.	Battle Hymn of the Republic By Wilhousky—Published by Carl Fischer (ASCAP) RECORD AVAILABLE: The Mormon Tabernacle Choir, Columbia 41459.	_]

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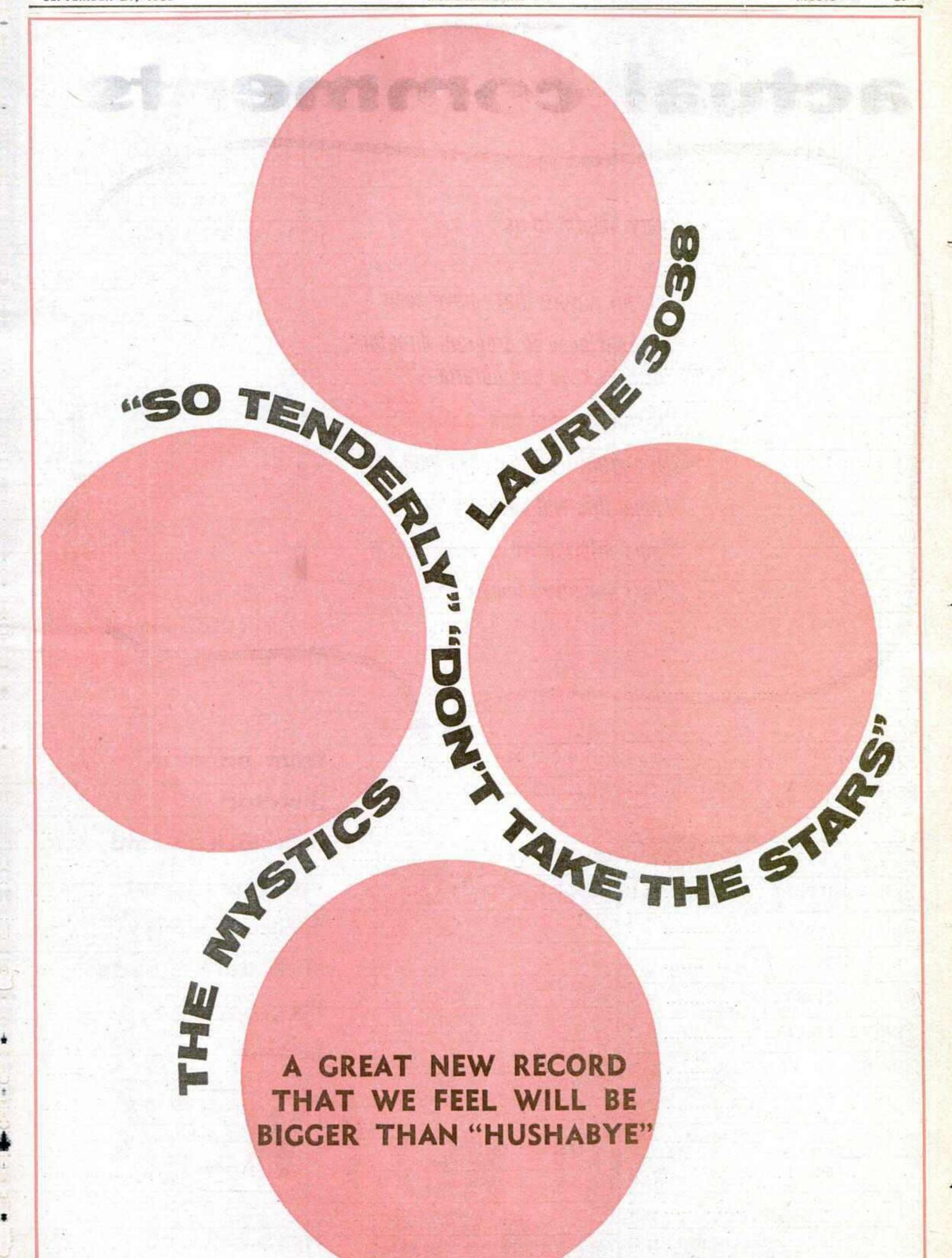
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Browns, RCA Victor 7555
Loyd Price, ABC-Paramount 10032
Everly Brothers, Cadence 1369
Phil Phillips, Mercury 71465
3 9 24 43 MACK THE KNIFE 5 5 8 7 7 14 BROKEN-HEARTED MELODY 10 Sarah Vaughan, Mercury 71477 10 Sarah Vaughan, Mercury 71477 10 10 10 10 10 10 10
Bobby Darin, Dore 522
Sarah Vaughan, Mercury 71477
29 41 67 PUT YOUR HEAD ON MY SHOULDER S 4 Paul Anka, ABC-Paramount 10040 11 12 14 15 KISSIN' TIME
Paul Ankn, ABC-Paramount 10040 11 12 14 15 KISSIN' TIME
Bobby Rydell, Cameo 167 (12) 15 34 54 POISON IVY
13 21 29 40 MORGEN
35 52 65 JUST ASK YOUR HEART S 4
28 84 — TEEN BEAT 3
34 75 — MR. BLUE
31 28 45 PRIMROSE LANE
18 10 11 17 BABY TALK
37 76 — BATTLE OF KOOKAMONGA 3 3
(20) 27 48 61 HEY LITTLE GIRL § 5
21) 13 9 6 WHAT'D I SAY
Ray Charles, Atlantic 2031 (22) 11 8 4 LAVENDER BLUE
Sammy Turner, Big Top 3016
Floyd Robinson, RCA Victor 5729
24 23 59 84 THE THREE BELLS
25 26 27 28 I LOVES YOU PORGY
26 24 44 38 AIN'T NEVER
27 16 18 16 THANK YOU PRETTY BABY S 21 Brook Benton, Mercury 71478
59 51 56 MARY LOU
58 78 — BATTLE HYMN OF THE REPUBLIC 3 The Mormon Tabernacle Choir, Columbia 41459
(30) 19 15 11 IT WAS I
31) 40 35 31 CARIBBEAN
Mitchell Torok, Guyden 2018 (32) 18 17 18 WHAT A DIFF'RENCE A DAY MAKES S 18
Dinah Washington, Mercury 71435
33 33 36 MY OWN TRUE LOVE S 8

4		
WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on the Het 100 this week. S Indicates that STEREO SINGLE version is available. S ITTLE, Artist, Company, Record No.	WEEKS ON CHART
9	34 14 12 8 THERE GOES MY BABY	17
9	35 38 50 62 THE ANGELS LISTENED IN	6
7	36 17 20 22 I'M GONNA BE A WHEEL SOMEDAY	9
6	37 43 53 69 YOU'RE GONNA MISS ME S	4
2	52 71 — I'M A HOG FOR YOU	3
8	39 30 19 19 WHAT IS LOVE	12
5	90 — — WORRIED MAN	2
0	64 72 — LONELY STREET	3
7	42 20 13 7 A BIG HUNK O' LOVE	12
1	53 45 47 GOT STRIPES	8
3	44 42 26 32 ROBBIN' THE CRADLE	22
5	25 16 12 MY HEART IS AN OPEN BOOK	22
5	56 66 83 OKEFENOKEE	5
4	47 39 46 51 THE MUMMY	5
3	68 — FOOL'S HALL OF FAME	2
3	49 36 22 21 MY WISH CAME TRUE	10
5	69 77 — COME ON AND GET ME	3
3	51 48 40 29 MONA LISA	10
3	52 32 23 30 SEE YOU IN SEPTEMBER	13
5	67 56 63 I'VE BEEN THERE	7
	54) 61 54 60 JOHNNY REB	5
i	55 57 62 52 SO HIGH, SO LOW	9
	56 49 74 100 CATERPILLAR CRAWL	4
	72 97 — YOU WERE MINE	3
	74 — DECK OF CARDS	2
	75 100 — YOU BETTER KNOW IT S Jackie Wilson, Brunswick 55149	3
	60 51 55 58 MIDNIGHT FLYER	8
	61 47 49 42 LIKE I LOVE YOU	7
	Fubian, Chancellor 1041	1
	63 62 58 68 SOMETHIN' ELSE	4
	64 45 30 41 HIGH HOPES	15
The state of the s	65 54 64 72 TRUE, TRUE HAPPINESS	5
100	66 46 32 23 FORTY MILES OF BAD ROAD S	15
31		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	upwar wook. Indica is ava	d progr ites that itable.	STEREO	owed the g the Hot 10 SINGLE ver y, Record	00 thi		WEEK ON CHADT
68	41	25	25	HERE	COM			ller, Kapp	277	[8]	13
69	79	82	_	WHERE			Platters,		1502	s	3
如	-	-		SKI K	NG		Beatty,	Colonial	7003		1
仚	_	_	-	SAY N	MAN	Во	Diddley	, Checker	931		1
12)	63	67	49	LINDA	LU		tay Shar	pe, Jamie	1128	n.	10
由	88	_	-					00 s, Laurie	 3035		2
由	_	-	-	DON'T				A Victor	7591	[\$]	1
75	89	-	-					N THE BAC		NT.	2
76	85		-	FIVE I	EET ,	HIGH Johnny	AND R	ISING Johnness 4	1427		3
敬	97	-	_	WISH	IT W	ERE N	Æ Platters,	Mercury 7	1502	8	2
78)	60	43	26	SWEET	ER T	HAN \	OU Nelson,	Imperial	5595		12
由	-	-	-	BOOGI	E BE	AR	ennett, 1	Mercury 7	1479	- 88	1
80	83	-	-	LOVE	POTI			ed Artists			2
仚	99	-	-	I'LL NE				E AGAIN		s	2
仚	_	_	-	THOUT				A Victor		S	1
83	73	80	76	SMILE	Ton	y Ben	nett, Co	lumbia 4	1434		6
84)	66	47	39	WITH	OPEN	ARM	S	 gan, Kapp	284	s	9
85	55	38	35	TILL T	IERE	WAS	YOU . ta Bryan	t, Carlton	512	s	13
86	85	_	88	A TZUL	S M	UCH A Bob B	S EVE) Decca 30	861	. 7	7
87	65	65	78	LEAVE	MY	KITTEN Little V	L ALON	E hn, King S	219		8
d	-	-	de	TUCUMO			dgers,	Roulette 4	191		1
89	80	87		THE SH				Victor 7	559		3
愈	_		_	TWO F				ancellor 1	040		1
91	96	81	95	SAL'S (lumbia 41	437		6
92	50	31	20	A TZUL	LITT	LE TO	O MUCI Nelson,	H	595		13
93	77	86		SUZY B				Liberty 55	208		- 4,
94			_y	SIX BOY				Carlton			1
95	76	60	46	THE W		WALK	١			s	13
	71	57	57	ANGEL	EACE					0	- 04

71 57 57 ANGEL FACE

Jimmy Darren, Colpix 119

Gopyrighted material

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 lockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

(Harvard & Highridge, BMI) Capitol 4271

*EVERY LITTLE THING I DO Dion & The Belmonts

(Stratton, BMI) Laurie 3035

*WISH IT WERE ME—WHERE The Platters

(A. M. C., ASCAP) (Argo, BMI) Mercury 71502

DON'T	YOU	KNOW				. Della	Reese
		(A	lexis,	ASCAP)	RCA	Victor	7591
CAY MA	u			34		Ro D	iddlav

(Arc, BMI) Checker 931

(Bentley, BMI) Colonial 7003

C&W-No selections this week.

R&B-No selections this week.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength 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.	IT HAPPENED TODAY The Skyliners, Calico
2.	JUST TO BE WITH YOU The Passions, Audicon
3.	FIRST LOVE, FIRST TEARS Duane Eddy, Jamie
4.	THE STORY OF OUR LOVE Johnny Mathis, Columbia
5.	MISTY Johnny Mathis, Columbia
6.	I'LL BE SEEING YOU Tommy Sands, Capitol
7.	IF YOU DON'T WANT MY LOVE Carl Dobkins Jr., Decca
8.	PINE TOP BOOGIE
9.	LOVE WALKED IN The Flamingos, End
10.	THE ENCHANTED SEA The Islanders, Mayflower
11.	DANNY BOY Conway Twitty, M-G-M
12.	W00-H00 The Rockateens, Roulette
13.	CUTE LITTLE WAYS
14.	JOEY'S SONG
15	VACATION DAYS ADE OVED The Appeles Brees

HOT 100: A TO Z

A Big Hunk of Lov Angel Face Angels Listened in	•	Ť	h							
Baby Talk Battle Hymn of the Battle of Kookamor Boogle Bear	ng	8				ř	٠	á	٠	
Broken-Hearted Me	le	d	Y							
Caribbean Caterpillar Crawl Chape of Dreams	43		٠,							1

Every Little Thing I Do 73

Five Feet High and Rising 76
Fool's Hall of Fame 48
Forty Miles of Bad Road 66 Here Comes Summer 68

Hey Little Girl 20

Kissin' Time 11

 Mary Lou
 28

 Midnight Flyer
 60

 Mr. Blue
 16

 Mona Lisa (Twifty)
 51

Plenty Good Levin' 98

Sal's Got a Sugar Lip 91

 Sal's Got a Sugar Lip
 91

 Say Man
 71

 Sea of Love
 5

 See You in September
 52

 (Seven Little Girls)
 52

 Sittin' in the Back Seat
 75

 Shape I'm In, The
 89

 Shout
 82

 Six Boys and Seven Girls
 94

 Ski King
 70

 Sleep Walk
 1

 Small World
 97

 Smile
 83

 Smile 83
So High, So Low 55
Somethin' Else 63
Suzy Baby 93
Sweeter Than You 78

Tucumcari Two Fools 90

With Open Arms 84
Worried Man 40

REVIEWS OF

THIS WEEK'S SINGLES



The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

DINAH WASHINGTON



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

BOBBY RYDELL



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

STONEWALL JACKSON



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

Columbia 41488

THE MYSTICS



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

SKIP AND FLIP



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

CLYDE McPHATTER



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



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

MARTIN DENNY



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

ANNETTE



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

JOHNNY CASH



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

BOBBY DAY



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

BETTY JOHNSON



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

JOHN GARY



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

(Continued on page 61)



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Best Selling Sheet Music in U. S.

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

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

• Best Selling Sheet Music in Britain

(for week ending September 12)

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

Only Sixteen—Ardmore & Beechwood (Kags)

Living Doll-World Wide (Maurice)

Lonely Boy-Bron (Spanka)

China Tea-Mills (Mills)
The Heart of a Man-David Toff

(Shapiro-Bernstein) Roulette--Mills (Mills)

Lipstick On Your Collar-Joy (Joy) Here Comes Summer-Mills (Jaymar)

Side Saddle—Mills (Mills)
The Battle of New Orleans—Acuff-Rose
(Warden)

Goodbye Jimmy Goodbye-Bron (Knollwood)

The Wonder of You-Leeds (Random)
Teenager in Love-West One (Rumbalero)
I Know-Feldman (Roncom)

May You Always—Essex (Hecht, Lancaster & Buzzell)
Someone—Johnny Mathis (Cathryl)

Dream Lover—Aldon (Progressive-Fern-Trinity)

Trudie—Henderson (Kassner)
Twixt Twelve & Twenty—Spoone (Spoone)
Windows of Paris—Tin Pan Alley
(Planetary)

Best Selling Pop Records in Britain

(for week ending September 12)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. ONLY	SIXTEEN-Craig Douglas (Top Rank)	1
2. LIVIN	G DOLL-Cliff Richards (Columbia)	2
3. HERE	COMES SUMMER-Jerry Keller (London)	4
4. LONE	LY BOY-Paul Anka (Columbia)	3
5. CHINA	A TEA-Russ Conway (Columbia)	6
6. LIPST	ICK ON YOUR COLLAR-Connie Francis (M-G-M)	5
	LISA—Conway Twitty (M-G-M)	
8. HEAR	T OF A MAN-Frankie Vaughan (Philips)	8
9. SOME	ONE-Johnny Mathis (Fontana)	6
	LES OF BAD ROAD-Duane Eddy (London)	
	LE OF NEW ORLEANS-Lonnie Donegan (Pye)	
13. ('TIL)	I KISSED YOU-Everly Brothers (London)	14
	OW—Perry Como (RCA)	
15. HIGH	HOPES-Frank Sinatra (Capitol)	18
16, SAL'S	GOT A SUGAR LIP-Lonnie Donegan (Pye)	—
16. JUST	A LITTLE TOO MUCH-Ricky Nelson (London)	
IS. ROUL	ETTE-Russ Conway (Columbia)	16
19. PLENT	TY GOOD LOVIN'-Connie Francis (M-G-M)	
19. BROKE	EN-HEARTED MELODY-Sarah Vaughan (Mercury)	
19. THRE	E BELLS—The Browns (RCA)	

MONEY	
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Reviews of THIS WEEK'S SINGLES

(continued)

JACKIE DALLAS



YOU TOLD A LIE (Conley, BMI)-LORRAINE (Conley, BMI)—Dallas could have winners with his first tries. "You Told a Lie" is a pounding rockaballad that is strongly belted over driving ork assistance. "Lorraine" is a rocker JOHNNY RESTIVO tribute to a young miss. Both have the hit sound.

Fawn 6002

BOBBY COMSTOCK



TENNESSEE WALTZ (Acuff-Rose, BMI) - SWEET TALK (Rio Grande, BMI)-Comstock hands both tunes fine readings. "Tennessee Waltz," is given a rocker treatment with an attractively stylized warble from the singer. "Sweet Talk" is a Latinish rocker on which he's nicely backed by a chorus. Both are first-rate. Blaze 349

Country & Western -

CARL BUTLER



GRIEF IN MY HEART (Golden West, BMI)—REMEM-BER THE ALAMO (Vidor, BMI)-Butler should have big ones with both sides. "Grief" is more along traditional lines. The tune is a weeper. "Alamo" is a folkish type, and this could create pop interest also. Columbia 41475

Rhythm & Blues —

NO SELECTIONS THIS WEEK.



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 TALENT -

GARY HODGE

TOO OLD TO CRY (Cornerstone, BMI)-NOT FOR LOVE OR MONEY (Cornerstone, BMI)-Hodge has two good sides-both of which could be clicks. "Too Old to Cry" is a rockaballad that starts with a narrative. "Not for Love or Money" is a rocker. Vocals on both are well-handled. Dolton 611

CRASH CRADDOCK

DON'T DESTROY ME (Aldon, BMI)-BOOM BOOM BABY Golden West, BMI)-Craddock impresses on both sides. "Don't Destroy Me" is a countrish rockaballad on which he turns in a strong performance. "Boom Boom Baby," a rocker gets an energetic go. Both are strong efforts. Columbia 41470

KENNY LORAN

MAMA'S LITTLE BABY (Beechwood, BMI)-MAGIC STAR (Snyder, ASCAP)-Loran handles both tunes strongly. "Mama's Little Baby" is based on "Shortnin' Bread." The song presented as a rocker with teen-appeal lyrics. "Magic Star" is a slight rocker that is also given a fine sing. Capitol 4276

- POP DISK JOCKEY PROGRAMMING -

EDDIE HEYWOOD

HIGH ON A WINDY HILL (Broadcast, BMI)—The pianist styles the familiar oldie with interesting figures over an inventive arrangement. Side offers spinnable material for all segs. With plugs it could take off sales-wise. Flip is "Winds in Autumn." (Meridian, BMI). Mercury 71504

ODETTA

MOTHERLESS CHILDREN (Sanga, BMI)—OX-DRIVER SONG (Clara, ASCAP)—The fine folk artist has two sides that should go well with listeners. "Motherless Children" is related to the old spiritual, "This Train." "Ox-Driver Song" is a folkish song, cocleffed by Harry Belafonte. It's given a solid and excellent rendition. Vanguard 35007

VERY STRONG SALES POTENTIAL

THE BROTHERS FOUR

*** CHICKA MUCKA HI DI—COLUMBIA 41461—The four voices turn in a bright medium beater to ukulele-based backing. An interesting side which has strong touches of the Kingston Trio approach. Side has a folk flavor, and it's spinnable. (Joy, ASCAP)

*** DARLIN' WON'T YOU WAIT-Another strongly folkish side and it's sung in good bright style by the group. Both sides are programmable. (Shapiro-Bernstein, ASCAP)

ROD BERNARD

*** ONE MORE CHANCE — MERCURY 71507 — A slow rocker with strong touches of r.&b. patterns is given a good, commercial go by Bernard on his first outing on the label. Worth spins. (Glad, BMI)

*** SHEDDING TEARDROPS OVER YOU - Another slow JOHNNY PATE QUINTET side, with touches of the blues. Bernard handles it with feeling in ** Whistle Blues-FEDERAL 12367- green is given a good whirl by wordless

front of a pounding beat. Both sides whould be watched. (Big | chorus over moderate-beat ork support. Bopper, BMI)

*** DEAR SOMEONE—RCA VICTOR 7601—Pretty ballad is introed with a narrative by the singer. Side tells of a letter from Bright sound by Roman on a rocker. Good an unknown fan. Restivo sells it with appeal. (Chappell, ASCAP) *** I LIKE GIRLS—Cat shouts that he likes the fairer sex in a rocker framework. Good chant by the lad. Also a side to watch. (Roncom, ASCAP)

THE FOUR COINS

*** ANGEL IN THE RAIN-EPIC 9337-Tune was cleffed by Neil Sedaka. The song is read over a danceable, shuffle-pace arrangement. Strong chances. (Tryton, BMI)

*** THE FIRST SIGNS OF LOVE—The Coins read the ballad with beat and appeal. Lush orking helps. Good jockey side, and it has a chance to step out. (Rush, BMI)

THE KEYMEN

*** CAMILA—ABC-PARAMOUNT 10039—Rocker instrumental with a Latinish beat spots a twangy guitar lead. Wordless chorus is also spotlighted. (Sea-Lark, BMI)

*** CHA CHA MARCHA CONGA—Rockacongo is also given a spicy whirl by the group. Wordless chorus again has the honors. Bright side can also take off. Both are danceable and spinnable items. (Arch, ASCAP)

FERLIN HUSKY

*** I'LL ALWAYS RETURN—CAPITOL 4278—Tender reading of a rockaballad by the singer. Pretty side can attract. (Tree, BMI)

** Black Sheep-Rapid, folkish item is energetically belted by Husky over a bright arrangement. Side can move for pop and c.&w. loot. (Central Songs, BMI)

DON FRENCH

*** LITTLE BLONDE GIRL—LANCER 105—Rocker blues comes in for a good shout from the singer. Good backing helps. (Lancer-Dara, BMI)

** I Look Into My Heart-Soulful reading of a rockaballad by French. Good vocal stint has a sound that can attract. (Rhyme & Rhythm, ASCAP)

ART MOONEY

*** MY DREAMS ARE GETTING BETTER ALL THE TIME -M-G-M 12832-The appealing oldie gets the Mooney chorus and ork treatment to good effect. Chorus hands it a nice vocal. Side is worth watching. (Joy, ASCAP)

** "Till the End of the World-The old hit is revived in bright LARR HALL style by the Mooney band and chorus. Side has a lot of sound and it figures a good bet for jukes and jocks. (Southern, ASCAP)

MARVIN RAINWATER

*** YOUNG GIRLS—M-G-M 12829—A bright rhythm tune by Rainwater. Side deals with the characteristics of teen chicks. Spinnable. (Marlow-Wonder, BMI)

** The Valley of the Moon-Rainwater chants a rocker with a strong Indian war dance flavor. A chorus of Indian maids is heard in the background. Good chanting effort by the cat. (Spook, BMI)

THE ESCORTS

*** CLAP HAPPY-JUDD 1014-The Mobile, Ala., group offers a swinging, upbeat instrumental that should appeal to the dancing teeners. Lots of hand-clapping rhythm to be heard here. (Flag, BMI)

GOOD SALES POTENTIAL

Popular

TEX RITTER

** Deck of Cards-CAPITOL 4285-Ritter's old hit of a few years ago, currently a big one for Wink Martindale is given a new reading. This side offers a good programming change. (American, BMI)

** Conversation With a Gun-Westernish ballad is narrated by Ritter over male chorus support. Lyrics tell a story with a moral, (Vidor, BMI)

JESSE LEE TURNER

*** Teen-Age Misery-FRATERNITY 855-Rocker with a Latin rhythm gets a multi-track reading from the artist. Side also has a chance, (Ren Rut, BMI)

** That's My Girl-Jesse Lee Turner handles a rocker with gimmicked voices in rhythm. It could take off. (Tree, BMI)

Infectious rhythm side with a catchy blend of human whistling and flute. Good deejay programming. (Armo, BMI)

solo work on flute marks this swingy instrumental side. Another spinnable item for jocks. (Yvonne, BMI)

THE DYNAMICS

*** Aces Up - GUARANTEED 201-Real gutty side by the group. The instrumental features sax over rhythm section with boogie piano triplets prominent. (D. Jones, BMI)

***Baby-Funky blues is nicely shouted by the group. Side has a sound, If exposed, this can create interest. Good soulful sax solo on the reprise. (D. Jones, BMI)

MILTON DeLUGG

*** Ain't She Sweet - SIGNATURE 120006-Bright reading of the oldie by a chorus. Tune is given a sort of '20's styling. Possible jockey interest. (Advance, ASCAP)

** Moon Over Miami-The pretty ever-

Also a very programmable side. (Bourne, ASCAP)

RICK ROMAN

** Kingdom of Paradise-EPIC 9336ork and chorus support help with the energetic reading. Side could move with plugs. (Mellin, BMI)

** A Real Love-Feelingful vocal of an attractive rockaballad. Again the chanter gets a good chorus and ork assist. Good coupling. (Oak, ASCAP)

THE DELLS

** Baby, Open Up Your Heart-VEE JAY 324-The Dells belt this novelty in rhythmic fashion. The lead's verveful vocal is nicely backed. It can collect pop and r.&b. loot. (Tollie, BMI)

** Dry Your Eyes-Pounding rockaballad is given a group go. Side also has pop and r.&b. potential, (Tollie, BMI)

CLAUDE GORDON

*** The Light Cavalry Overture-WARNER BROS. 5957 - An interesting popularization of the noted overture. Deejays will find it a smart change of pace. The instrumental is also likely to catch adult listeners. (Maytime, BMI)

** You're the Cream in My Coffee-May has arranged the standard into a bright instrumental with big sound and creative effects. (DeSylva, Brown & Henderson, ASCAP)

SONY TIL AND THE ORIOLES

** Crying in the Chapel — JUBILEE 6001-The hit of a few years back is given a fine rockaballad treatment by the group. Side can attract. (Valley, BMI)

** Forgive and Forget-Pleader ballad gets a soulful vocal from Til with a fine group assist from the Orioles, Side should move well. (Harman, ASCAP)

THE FOUR TUNES

*** I Understand — JUBILEE 6000-Rockawaltz is given a good outing by the lead voice with the group complementing. Side can sell. (Jubilee, ASCAP)

*** Marie-Revival of the old hit by the group. Side could take off again. (Berlin, ASCAP)

*** Sandy-STRAND 25007-Attractive warbling by Hall on an appealing teen tune with effective backing. Spinnable. (American, BMI)

*** Lovin' Tree-Personable reading on haunting folk-flavored item. (Signature, BMI)

LOREZ ALEXANDRA

** Don't Blame Me-KING 5253-The standard gets a neat arrangement. Thrush and the instrumentation has a jazz quality which many jocks will find appealing, Merits play. (Robbins, ASCAP)

** Just You, Just Me-Another tasteful treatment of a standard. Arrangement is relaxed and swinging. (Robbins, ASCAP)

JOHNNY WALSH

** So I'll Never-VISTA 350 - Fine outing by Walsh on a dramatic ballad with beat. Walsh handles the material impressively with a lush chorus and ork assist. (Ardmore, ASCAP)

** My Darling, Why?-Folkish effort has a weeper theme. Again, the singer comes across with a listenable vocal. Side can also attract. (Disney, ASCAP)

STEVE FRANCE

** Bad Boy-RENOWN 110-Medium *** Double Promotion Blues - Strong rocker blues is sung rhythmically by France with mildly driving ork support. Side could attract with exposure. (Renown, BMI)

> ** Dream Boy-Smart, bluesy tune gets a good vocal from France. The artist acquits himself well. Effective combo work helps. (Renown, BMI)

FLOYD HENDERSON

*** Tenderly-TRIANGLE 51315-The standard is sung with warmth and feeling by the chanter on this side. Rockaballad style and good arrangement could help this one move out. (Morris, ASCAP)

** Nosy Rosy-Floyd Henderson tells about a little chick named "Nosy Rosy" on this bright new platter. It could get some coins, (Fontana, BMI)

HUB ATWOOD

*** Stompin' at the Savoy-CAPITOL 4274-Fresh, appealing instrumental treat-(Continued on page 63)

Copyrighted material



WINNERS

'LIZA JANE' DALE HAWKINS

checker 934

'BROKEN ARROW'

h/w

'CHILDHOOD SWEETHEART'

CHUCK BERRY

chess 1737

OTHER BIG ONES:

'BAD GIRL'

MIRACLES

chess 1734

'SAY MAN' BO DIDDLEY

checker 931

'HARBOR Lights'

SEYMOUR

and His Heartbreak Trumpet argo 5334

'BECAUSE OF YOU'

TAB SMITH

checker 932

FOLK TALENT & TUNES

- By BILL SACHS

Around the Horn

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

Oscar and Doris Davis are back in Nashville after six weeks' vacation in Old Mexico. They visited with old friends, Sunshine and Gabe Tucker, in Houston en route home.

... Wanda Jackson moves into the Showboat Hotel, Las Vegas, September 22 for a three-week stand.... Faron Young entertains the personnel at McCoy & Patrick Air Force Base, Miami, September 23-27.... Curly Miller has taken over the emsee chores on "World's Original Jamboree," WWVA, Wheeling, W. Va.

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

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

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

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

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

With the Jockeys

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

americanradiohistory.co

Billboard EMSIDES

WEEK AGO WEEKS AGO FOR WEEK ENDING SEPTEMBER 20 ONE TITLE, Artist, Company, Record No. 6 9 13 I GOT STRIPES, Johnny Cash, Columbia 41427...... 7 7 10 14 PARTNERS, Jim Reeves, RCA Victor 7557..... 5 5 4 HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374.......20 3 4 6 COUNTRY GIRL, Faron Young, Capitol 4233......10 10 8 8 WHO SHOT SAM, George Jones, Mercury 71464......10 12 13 12 GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812...... 9 9 7 5 TEN THOUSAND DRUMS, Carl Smith, Columbia 41417......10 11 12 9 BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098 18 (13) 16 24 30 JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946....... 17 21 25 DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566..... 6 (15) 13 11 11 KATY TOO, Johnny Cash, Sun 321......10 14 15 24 FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 41427...... 5 18 16 18 SAILOR MAN, Johnny and Jack, RCA Victor 7545...... 7 20 20 22 CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389 16 27 30 27 ('TIL) I KISSED YOU, Everly Brothers, Cadence 1369...... 4 23 25 23 JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470..... 8 22 19 20 SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437...... 4 - 19 YOUR WILD LIFE WILL GET YOU DOWN, Kitty Wells, Decca 30890....10 21 18 16 SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871......19 24 28 17 NINETY-NINE YEARS, Bill Anderson, Decca 30914......12 - - HOMEBREAKER, Skeeter Davis, RCA Victor 7570...... 1 - 27 29 I HEAR YOU TALKIN', Faron Young, Capitol 4233......



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11 full weeks*



week

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

Reviews of New Pop Records

Continued from page 61

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

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

THE ECHOES

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

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

THE HI-LO'S

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

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

MICHAEL WESLEY

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

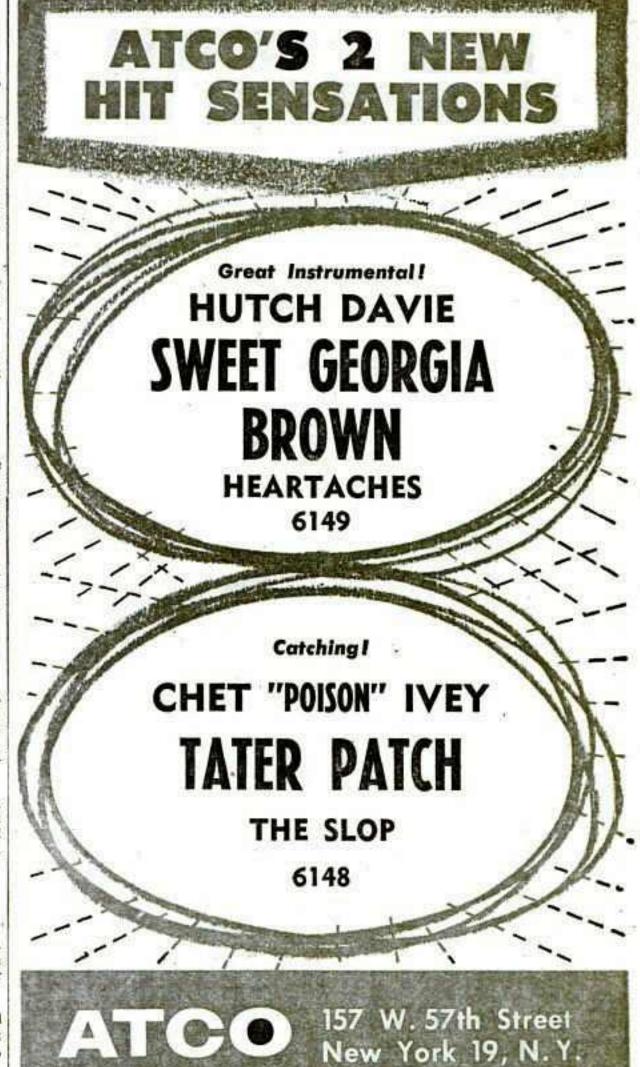
★★ Magic Lover—Wesley has a pleasant legit sound on this ballad adaptation of a Tchaikovsky theme. Gals are again heard in a supporting harmony role. (Rann, ASCAP)

ERNIE FREEMAN

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

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

(Continued on page 65)



ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS



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abner 1029

'I WAS WRONG' **JERRY** BUTLER

abner. 1030



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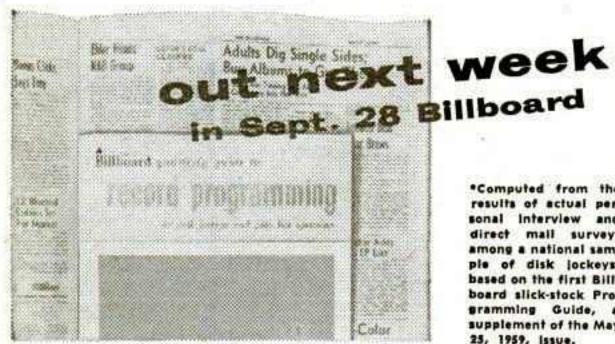
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78's - 76¢

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

when answering ads . . .

Say You Saw It in The Billboard

Chanting Patterns

Continued from page 4

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

Loss Leaders

Probably the most unusual and the most damaging to legitimate dealers of all the discount record operations is the "loss leader" rec ord sale that many stores, espe cially chain or department stores engage in. These are sales on which the chain or department store doe not make any money on record sales, altho it does not lose an money either. The object is to at tract people in the store, and hop that in addition to the record which may be as cheap as \$1.49 or \$1.99, or \$2.17, the custome will become interested in anothe item, from a refrigerator to a TV set. These are the type of sales that set legitimate dealers to gnashing their teeth and caus many in the record business to be moan the fact that the record busi ness is becoming a football, or "schlack" business.

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

A.&R. Impact Continued from page 4

was first issued on a Jimmy Drift wood set on RCA Victor.

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

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

O WEEKS AGO

EE WEEKS AGO

FOR WEEK ENDING SEPTEMBER 20

	TWO	TITLE, Artist, Company, Record No.
0	2 3 4	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606 7
1	6 6 5	I LOVES YOU PORGY, Mina Simone, Bethlehem 1102113
3	1 1 2	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032 6
①	7 10 12	SEA OF LOVE, Phil Phillips, Mercury 71465
<u>(5)</u>	4 5 3	WHAT'D I SAY, Ray Charles, Atlantic 2031
(5 7 21	SLEEP WALK, Santo and Johnny, Canadian-American 103 4
0	21	SAY MAN, Bo Diddley, Checker 931
8	10 15 28	POISON IVY, Coasters, Atco 6146
9	9 8 9	RED RIVER ROCK, Hurricanes, Warwick 509 5
(10)	3 2 1	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478 10
(11)	14 19 22	LINDA LU, Ray Sharpe, Jamie 1128
12	18 20 26	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477 4
(13)	8 4 6	THERE GOES MY BABY, Drifters, Atlantic 2025
14)	12 17 17	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033
(15)	24 — —	HEY LITTLE GIRL, Dee Clark, Abner 1029 2
16)	13 12 18	MIDNIGHT FLYER, Nat King Cole, Capitol 4248 4
1	16 13 8	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614 19
(18)	17 16 11	YOU'RE SO FIME, Falcons, Unart 201318
(19)	23 23 13	LEAVE MY KITTEN ALONE, Little Willie John, King 5219 7
20	11 11 10	THE THREE BELLS, Browns, RCA Victor 7555
21)	20 24 24	IT'S TOO LATE, Tarheel Slim, Fire 100
22)		PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC Paramount 10040 1
23)		MACK THE KNIFE, Bobby Darin, Atco 6147
24)	22 21 —	A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600
25)	30 — —	EVERYTHING GONNA BE ALRIGHT, Little Walter, Checker 930 2
26)	15 14 15	LAYENDER BLUE, Sammy Turner, Big Top 3016
Ø		MARY LOU, Ronnie Hawkins, Checker 4177 1
28)	29 — —	BABY TALK, Jan and Dean, Dore 522
(20)	79 77	I'M CONNA RE A WHEEL COMEDAY Fate Domino Imperial 5606 A

28 22 — I'M GONNA BE A WHEEL SOMEDAY, Fats Domino, Imperial 5606.... 4

- - THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339.....16

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Reviews of New Pop Records

• Continued from page 63

CHARLES BUD DANT ORK

** Island Medley: (a) Pagan Love Song (b) War Chant-CORAL 62143-The chorus and the swingin' Bud Dant band turn in listenable versions of the two tunes, with the second one coming in as a counter melody against the first, Good arrangement. (a) (Robbins, ASCAP), (b) (PD)

** Forevermore-A warm and appealvocal group with high soprano passages. Song, interestingly enough, is set to a suggestion of a rock rhythm. Spinnable wax in the "Hawalian Wedding Song" style. (Criterion, ASCAP)

IRA IRONSTRINGS

*** I Wonder Where My Baby Is Tonight - WARNER BROS. 5096-Peppy '20's approach on the oldie. Also a possible jock and juke item. (Bourne, ASCAP)

** Sugar Blues-Ironstrings gives the oldie a spinnable, instrumental treatment, Side can appeal to jocks, and it's also a good juke item. Fine trumpet work a la Clyde McCoy is featured.

ROY BROWN

*** School Bell Rock-KING 5247-Bright rocker is given a dual-track belt by Brown. Side can cop pop and. r.&b. loot. (Lois, BMI)

** Aln't No Rocking No More-Gutty shout by Brown on a blues. Flip, however, appears the top side. (Lois, BMI)

BUDDY HEART

** My Blue Angel-DECCA 30973-A soft croon on a pretty rockaballad. Lush chorus and ork support the listenable vocal. (Leeds, ASCAP)

** Julie-Medium-beat, mild rock tune is given a good sing by the chanter. It should move as well as the flip. (Roosevelt, BMI)

CATERINA VALENTE

** Mack the Knife-DECCA 30978-Interesting treatment of the "Threepenny revival via Bobby Darin' waxing. Lyrics are in German. Also a fine programming side for deejays. (Harms, ASCAP)

*** Tipl Tipl Tipso-Bright Latin tune gets a zestful reading from the thrush. Lyrics are in German. Programmable side. (Miller, ASCAP)

FRANKIE VAUGHAN

** I Ain't Gonna Lead This Life No More-COLUMBIA 41480-Tune is based on an old spiritual. Vaughan gives a bright reading, backed by a chorus. (Count, ASCAP)

** The Heart of a Man-The English chanter hands the ballad a dramatic reading. Side can move as well as the flip. (Shapiro-Bernstein, ASCAP)

KAY CEE JONES

** Little Night Owl-CHANCELLOR 1025-Good outing by Miss Jones on a cute, novelty theme. Her fella is a night owl who runs around a bit. (Debmar-Ardmore, ASCAP)

*** Chain of Love-Pretty rockaballad is nicely read by the thrush over a mild rock arrangement that includes a chorus. ing Hawaiian melody performed by a mixed Potential appears similar to that of flip. (Debmar-Ardmore, ASCAP)

JOE VALINO

** Hidden Persuasion—CROSLEY 216 LANI KAI stint by Valino with Sinatra-type backing. Nice jockey side. (Wharton, ASCAP)

** Back to Your Eyes - Feelingful chanting by Valino on a pretty ballad, Another spinnable side. (Wharton, ASCAP)

THE GAY NOTES

** Something Special - VIM 501-Organ performance makes a fetching instrumental. Tune is blues-oriented, and is done with a rocking beat, abette: by an alto horn. (Lowell, BMI)

** Cherle-Another instrumental, with a pleasant melody, and an arrangement marked with a triplet figure. Horns make a contribution. (Lowell, BMI)

HARRY SUKMAN

** Crimson Kimono—LIBERTY 55210 -Instrumental. Melody is the theme from the Columbia film, "The Crimson Kimono." Song is a ballad, with good melody line and it's tastefully done here. (G.M.E., ASCAP)

Bess You Is My Woman-The Gershwin standard in a pretty instrumental reading. (Gershwin, ASCAP)

JIMMY JONES

** The Search Is Over-CUB 9040-This side is folk-flavored. Like the flip, the vocal and the arrangement produce an uncommon sound. (Shalimar, BMI)

** Handy Man-A rocker with an un-Opera" tune, currently enjoying a smash usual sound. Jones does a fine vocal to a blues-oriented

DEL WOOD

*** Gismo Rag-RCA VICTOR 7594-A lot of ragtime color and flavor here. The keyboarding is in Del Wood's best style, and it has a clear, clean recording sound. (Southern, BMI)

* Swance River Soft-Shoe-A world of charm to this side. Arrangement includes the soft shoe taps, stops at the end of musical phrases, etc. (Starday, BMI)

RONNIE CHAPMAN

*** Annie B. Is Gone - COLUMBIA 41469—Chapman turns in a spiritual based

Reviews and Ratings of New Albums

Continued from page 51

* * MODERATE SALES POTENTIAL

CLASSICAL **

** RAVEL: QUARTET IN F MAJOR: DEBUSSY: QUARTET NO. I IN G MINOR

The Paganini Quartet. Kapp KC 9038-S-Precise, yet sensitive readings of the chamber works by the impressionistic composers. There are other versions available. Chamber music enthusiastis will not be disappointed.

** TCHAIKOVSKY: SYMPHONY NO. 2 Berlin Symphony Orch. (van Weth). Rondo ST 578-A capable reading of the romantic, programmatic symphony. Van Weth draws rich, orchestral colors, Competition, however, is formidable. Assets are good sound and a charming cover.

JAZZ **

** WEATHER IN A JAZZ VANE

The Jimmy Rowles Septet. Andex A 3007 -Moderately swinging LP should have wide appeal. The over-all approach is mainstream. Rowles' piano work is capable, and the rest of the septet backs him smartly.

** THE DISCOVERY OF BUCK HAMMER

Hanover M 8001-The late Buck Ham- ★ APHRODISIA mer is featured on a group of boogie-styled

instrumental blues efforts. His approach is soulful and technically interesting, tho not particularly inventive. Collectors of this sort may find the set of interest.

SPOKEN WORD ★★

** SAN FRANCISCO POETS Various Artists, Hanover M 500L-A

virtual anthology of contemporary avant garde verse, this disk features a dozen San Francisco bards reading their own efforts. The quality ranges from ridiculous to interesting both in terms of the material and renditions. Some do not seem even to take their own work seriously. Strictly a novelty package, likely to generate interest mainly in college, beatnik or intellectual areas.

** SUBUD

Discussed by Steve Allen & John Bennett. Hanover M 5003-An hour-long discussion of a new approach to belief in God. The principal speaker, John Bennett, is an articulate and intelligent Subud-ite and could win many listeners to his point of view. Anyone with an interest in philosophical matters will probably find the disk somewhat rewarding.

INTERNATIONAL *

Hanover M 5004

Side has a flavorsome sound, (L. Taylor,

plea to Annie B. to return to his heart,

** In the Beginning-A very profound chorus break introduces this ballad side. Chapman sings with Biblical overtones, about discovering his love. (Jimskip, BMI)

THE CHANNELS

*** Earthquake - MERCURY 71501-The group offers a bright, guitar-spotlighted blues effort. Side has a good beat and the teens could easily take to it. (Judy, ASCAP)

** Jungle Lights-A bit more upbeat than the flip, this is also a blues-oriented effort and its punctuated by occasional vocal recitation of the title. (Judy, ASCAP)

-Swingy tune is handed a pleasant warbling ** I'm Gonna Leave My Heart at Home-KEEN 82103-A good shouting upbeat tune with a strong gospel flavor. Kai gives this a pleasing reading with a good sounding chorus of chicks. Side rocks nicely. (Clayton, BMI)

> ** Batik-A Latinish rhythm tune has a melody more characteristic of the Near East. Offbeat sound to the arrangement, but Kai hands it a fair enough reading. (Hermosa, BMI)

DEAN REED

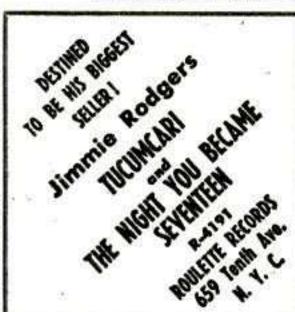
*** I Ain't Got You-CAPITOL 4273-Reed complains about having everything he could want but that one chick. Smart reading by the chanter in a rockabilly framework with a good backing by ork and chorus. Good talent. (Sheldon, BMI)

** Our Summer Romance-Deen Reed wrote this tune himself. It's a happy, upbeat effort with good chanting by Reed and the vocal group behind him. (Beechwood, BMI)

THE WILDER BROTHERS

*** Dream World - PERSONALITY 1003-Attractive outing by the duo on a slow rockaballad, Wailing soprano sings a contrapuntal strain in the backing. Side can move. (A.M.C., ASCAP)

(Continued on page 68)





Be on the Lookout for

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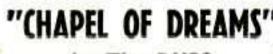
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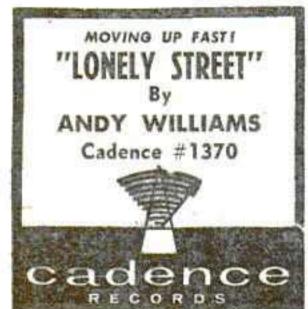
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(Aug. 31 Ad listed Incorrect record number) COLONIAL RECORDS

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FOLK TALENT AND TUNES

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

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

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

Sam Cooke

Parts I & II Keen 82101

SMASHING NATIONALLY I **EUGENE CHURCH**



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James Mask, a regular on the of Canada with Grandpa Jones and "Open House Show," aired over Wilma Lee and Stoney Cooper. WCPC, Houston, Miss., each Sun- He's currently plugging his new day afternoon, 2:30-5, is excited Dot release, "Jimmy Brown, the

> More Folk Talent and Tunes on Page 62

M-G-M Signs

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

Nippons Active

Continued from page 4

Moiseyev Ballet, the Kolo National Folk Dance Theater and the Vienna Symphony Orchestra.

On the personal appearance front, autumn visits are scheduled ity-promotion office here for classihere for Herbert Karayan and the cal artists. Among her clients will Vienna Philharmonic, Karel Ancerl be Antonietta Stella, the Metropoland the Czecho Philharmonic, the Kolo Folk Dance Theater, violinist Ray Price and June Carter will Julian Olevsky, violinist Michael Wyman, German pianist Helmut cover such artist services as pub-Roluff, German coloratura Rita Streich and French baritone Gerard Souze.

On the matter of the Toshiba anti-static pressing process, it was noted that the label has been pressing all classical product with this formula since August, 1958. Now, with the completion of mass production equipment, "Toshiba decided to press all classical and popular numbers with this transparent red colored material starting with rently working out a 21-day tour November issue." "Everclean" was stated to be the equivalent of RCA Victor's recently announced "Miracle Surface" process in the States.

Frey Woos Dealer

· Continued from page 4

sells because the customer demands This prosecution has cost us many tens of thousands of dollars and will cost many, many more. We are the conscience of the record Industry. If Audio Fidelity falls, the entire industry will unquestionably suffer. We are being prosecuted in your behalf. We need your help. Don't let us down."

Tradesters with longer memories may recall some of the interesting background on this head-on clash between Audio Fidelity and the Department of Justice. For example, sources close to Sam Goody have indicated that as long as three years ago, a running tussel between Frey and the 49th Street discounter culminated in Goody writing a letter to the Justice Department, charging Frey with unfair trade practices. Goody has not denied this. This letter is believed to have played a considerable part in bringing about the current proceedings.

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UA Skeds 14 Sept. Packages

NEW YORK - United Artists Records will release 14 LP's before the end of September. The release includes a wide assortment of pop, jazz, classical and semiclassical items. All are available in both mono and stereo versions.

Pop sets include "An Evening With Jerome Kern" by Stanley Melba, "Finian's Rainbow" and "Brigadoon Remembered" by Lee and Hal Shaefer, "The Sound of Love" by Maysa, "Crazy Jose Cha Cha Cha," "Blowing Around the World" by Ruby Braff and the sound track of "The Wonderful Country."

Jazz LP's in the UA line-up are "The Ivory Hunters" with Bob Brookmeyer and Bill Evans, "Brass Shout" by the Art Farmer Tentet, "Like Who?" by Paul Quinichette, "Love for Sale" by Cecil Taylor and "Did You Ever Hear the Blues" by Big Miller

The classical and semi-classical packages spotlight "Fireworks From Spain" with the Madrid Orchestra and Chorus, "The Pines of Rome" with the Symphony of the Air, Leopold Stokowsky conducting, and an album of piano music of Bach and Mozart, performed by Walter Hautzig.

Eleanor Morrison Exits Col. Post

NEW YORK - Eleanor Morrison has resigned as manager of classical publicity for Columbia Records to set up her own publicitan Opera star.

Miss Morrison's new office will licity, promotion, and concert and opera arrangements for forthcoming seasons. Prior to joining Columbia, the exec was publicity director for the Friends of the Philharmonic and the New York Philharmonic Young Peoples' Concerts, and publicity chief for radio station WCOP in Boston.











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Reviews of New Pop Records

Continued from page 63

Square Rooster-Vocal gimmicks suggest a clucking hen on this novelty presentation. (Pickwick, ASCAP)

MARIO & THE FIVE DISCS

*** Roses-DWAIN 803-A rockaballad with triplet figure. Lads contribute a choral effect behind the lead chanter. Slow in tempo, with relaxed effect. (Destry, BMI)

** My Chinese Girl-A rocker, with some novelty effect in the lyric. (Destry, BMI)

MODERATE SALES POTENTIAL

Popular

BOB RICARD

** Show Them Our People - SKOOP 1051-This is good advice to "Mr. President" about what to show the visiting diplomats from overseas when they come to America. Side is very patriotic in its thought. (Buna, BMI)

** Rinktum Dinktum-A folkish effort nicely chanted by Ricard. With a better arrangement, Ricard might have a chance. Cat has a strong rural flavor. (Buga, BMI)

THE FAIRLANES

** Bullseye-DART 109-The Fairlanes come thru with a Coaster's type reading of a snappy rocker that could get some spins. (Glad, BMI)

* Just for Me-On this side the lead singer performs a sweet ballad with feeling, while the group backs the lead neatly. (DeCappo-Bayou State, BMI)

** Tell Me Pretty Buby-CHRISTY 111-The Jades sing this rockaballad with feeling over a standard backing. It deserves spins. (Rambolt, BMI)

** Applesauce-The boys come thru with a rhythmic reading of a happy rocker here. Two listenable sides. (Rambolt, BMI)

ROBERTA SHORE

** Take Me Along-VISTA 348-The young thrush, who appeared in "The Shaggy Dog," thrushes the bouncy title tune of the upcoming legit musical. Score was written by Bob Merrill. (Valyr, ASCAP)

** Love at First Sight-A slow, rockerstyled ballad by the gal. Moderate prospects. (Disney, ASCAP)

BUDDY SHEPHERD

** So Many Reasons Why-PLAY ME 3517-A slow and pulsating rockaballad sung for fair results by Shepherd. (Tuneville, BMI)

** I'm Hypnotized-A moderate rhythm rockabilly effort in which Shepherd sounds suitably love-struck and devoted. (Tuneville,

ANDY ROSE

** With Feeling - CORAL 62142 - The chanter pounds out a rocker with a breathless, frantic quality, in the style of other earlier rockabillies, (Roosevelt, BMI)

** Perfidia-Rose gives this revival of the oldie a relatively straight, ungimmicked version, with a chorus assist, Listenable. (Peer Intl., BMI)

GENE DAVIS

** Thanks-ROSCO 407-Good shout by the artist on a countryish medium-beater that he delivers over plucked string support. Possible pop and c.&w. coin. (Teresa, BMI)

** I've Had It, I'm Through-Rocker blues is handled with verve by Davis over a rhythmic combo assist, (Teresa, BMI)

LUTHER BOND

** Gold Will Never Do-SHOWBOAT 1501-A spiritual-derived side, with lead singer displaying considerable emotion; he's backed by a quiet, the intense choral group. (Buna, BMI)

** The Tale of the Hip Chick and the | ** Jitterbug Jamboree-A rocker which moves right along, and builds. (Buna, BMI)

RANDY BRENT

** How Slowly-CUPID 1-The chanter sells this ballad pleasantly over a rock and roll backing. (Hit, ASCAP)

* Run Like the Wind-This side features Brent on a weak, new tune, (Hit, ASCAP)

EDWARD REDDING

** Come On Home-APEX 7753-Come on home, baby, chants Redding with the support of a fem group. Backing is a bit old style. Song material is completely unimaginative. (Josette, BMI)

Devoted to Debbie-A rather trite song with Redding giving an okay performance. (Josette, BMI)

HANK AND THE ELECTRAS

** Women Train - DAUPHIN 105 - A train song, with rhythm simulating sound of the approaching iron horse, which is bringing back his love. Vocal is done in semi-recitative fashion. Arrangement is blues-oriented. (Timely, ASCAP)

Get Lost Baby-A blues. Interesting lyric details abortive goings on in a drive-in, where the chick won't huddle. (Timely, (ASCAP)

Jazz

THE SWINGERS

*** Love Makes the World Go 'Round -WORLD PACIFIC 803-The swingers,

featuring Lambert, Hendricks and Ross, offer a smart reading of blues. Good programming side for pop and jazz jocks. (Mcllin, ASCAP)

*** Jackie - Inventive lyrics on this up-jazz theme. Again the threesome is featured. Also a prospect for jazz and pop deejays, (Prestige, BMI)

JEAN SHEPARD

*** Sweetheart, Don't Come Back-Capitol 4279-Feelingful sing by the chick on a weeper about an affair that has to end. Strong chances in this market. (Central Songs, BMI)

*** Heartaches, Teardrops and Sorrow-The chick sings this bluesy-country tune over a good mild rock arrangement. Strong potential. (Bunga, BMI)

EDDIE CORNER

*** World of Make Believe-SMOKE 101-Sincere, meaningful reading by Corner of a moving rockaballad. Both sides are dual market items. (Gulf Stream & Singing River, BMI)

WILLIE LOFTIN

** Bad Habit - Bouncy rocker is handed cheerful vocal interpretation by Willie Loftin and the Dischords, (Gulf Stream & Singing River, BMI)

HARVEY ANDERSON

*** Jivaro - BAYOU 703 - Side has something of the exotica flavor of a Martin



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NATIONAL RECORDS

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Denny disk, with offbeat percussion sounds | and a melody similar to some of Denny's material. Has some value for boxes.

** Monday Night at 8 P. M .- The group features an extended bass and cymbal opening with flute and piano moving in later. Side has a good beat on the medium side. Group is billed as the Modern Jazz Quartet, but it's not to be confused with the better known group of that name, on Atlantic.

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

DELORES ANDREWS: Them There Eyes/ Gimme a Little Kiss, Will Ya, Huh?-Broadway 117

DAISY BANKS: Sweet Georgia Brown/ I Love to See the Evenin' Sun Go Down -Broadway 114

VIC CARLO: You're Gonna Be Sorry Don't Cry, Little Girl, Don't Cry-Broad-DUNGAREE DARLINGS: Boy of My

Dreams/Little Wall Flower-Karen 1005 RONNEY HEIGHT: Juvenile/Mr. Blues, I Presume-Era 3005 STARLIGHTERS: Teenage Bop/It's Been

So Lonely-Gala 106 N. A. STEPHENSON: Plas and Needles/ Boogie Woogie Country Girl-Westwood

Country & Western

HODGES BROTHERS BAND

** Searching My Dreams for You-WHISPERING PINES 200 - Sprightly country tune is handed a handsome warble by Ralph Hodges over traditional support. (Whispering Pines, BMI)

** I Dream of Loving You-Ralph Hodges again has the vocal honors-this time on a country ballad. It should move as well as the flip. (Whispering Pines, BMI)

CECIL SURRATT AND SMITTY SMITH *** Goin' Up Cripple Creek - KING 5257—Humorous vocalizing on a fast moving country item with solid banjo backing.

** Brown Eyes-Heartfelt wailing on a plaintive weeper. (Lois, BMI)

** When the Blues Come Walking In D 1087-Good sound and a good nasal country vocal by Bragg on this traditional, Westernish tune. A well-made disk full of feeling. (Glad, BMI)

** Unfinished Castle-A tale of real tragedy. His unfinished castle is the broken romance, as he stands with a wedding invitation in hand. Real weeping material for traditional markets. Interesting harmonica accompaniment. (Glad, BMI)

R. L. & BONNIE JORDAN

** Don't Sell Daddy Anymore Whiskey -TNT 9023-Fervent pleading by a strongvoiced fem and lad on plaintive weeper. Solid side.

** The Chosen Few-Exuberant reading by duo on hand-clapping sacred ditty with honky-tonk type piano backing, (Tree & Champion, BMI)

CLAUDE GRAY

** Best Part of Me-D 1093-Good traditional country song material full of interesting analogies. Gray performs it well. (Glad, BMI)

** Loneliness-Another weeper side with unusual use made of the fiddle in various spots. Flip has a bit more in the groove. (Glad, BMI)

BOBBY LILE

** Kathy-4 STAR-A moderate paced ballad of tribute to a gal. Lile sings it with okay appeal. He's helped out here by a girl's chorus. (4 Star, BMI)

** All the Time - A bright medium rhythm effort has an okay sound. (4 Star,

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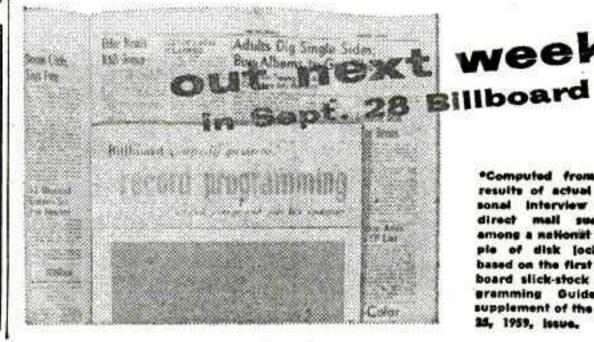
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THE BILLBOARD

SYRACUSE RACKS Western Fair 519,776 RECORD

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

gate count of 519,776 for the New to \$2.50. York State Fair, which overcame cent better than last year.

On the entertainment scene the stand turnouts also perked up. heat wave had its most wilting effect on the free grandstand show other officials concurred that the and the Art Linkletter variety unit | record attendance came at a time in the Coliseum. With the advance when Syracuse offered its best fair however. The usual Monday kids' sale being weak, the big-name show in history, by far. The attendance day was switched to Friday this in the Coliseum—Guy Lombardo, Jaye P. Morgan, Johnny Cash, Ford and Hines, Tommy Sandsdid very well in four performances Friday and Saturday.

Gate comparisons were:

7,0	1958	1959
Friday (4)	33,824	37,909
Saturday	76,771	93,411
Sunday	68,545	86,559
Monday	88,412	91,029
Tuesday	48,510	44,593
Wednesday	43,339	32,299
Thursday	36,695	33,355
Friday	34,516	36,914
Saturday	66,522	59,707
		-

497,134 517,776 Total The midweek decline was heightened by four days of 90-plus temperatures and news stories about 25 heat prostrations on Tuesday (8). An oddity was that thru that night, for only five of the nine days, there were 208 lost children Sunday (13). recorded, or 30 more than the entire run of 1958.

Big Cars Pack Stands

Strates Shows midway, was the 100at which 5,006 attended, and stock but adequate, he added.

SYRACUSE-It was a record | turnout 10,342. Tickets were \$1.50

a midweek heat slump to top the ranged from \$2.10 general admishalf-million figure for the second sion to \$3.20 tops. After the heat time in three years. Cooling weath- wave accompanying the Linkletter er on the final two days, Friday show the lower temperatures followand Saturday (11-12), enabled the ing were a blessing. Both night well in the words of E. D. Mcevent to finish 20,642, or 4 per Coliseum houses were full and the Gugan, general manager. matinees were near full. Free grand-

> Fair director Harold Creal and total included a considerable num- year and thousands of youngsters ber of 50-cent gate tickets distrib- weren't included in this year's figuted in advance of fair week. There ures. Friday was a clear, sunny were 221,712 of these turned in day after early rains, there was (Continued on page 86)

Bucks Cold Weather, Wins

LONDON, Ont.—The Western Fair bucked cold weather last week and as of Friday (18) was win-For the Coliseum show the prices | ning its battle. Temperatures that dipped below freezing at night took a toll but attendance was not off too much and grandstand patronage was holding up "surprisingly"

> Attendance thru Thursday (17), fourth day of the six-day run, was the same point last year. The weather wasn't the only factor,

(Continued on page 86)

CALIF. STATE FAIR SETS NEW MARK

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

tendance record of 915,559 was daily high. This came on the first set by the California State Fair Sunday (6), when the attendance and Exposition which closed its was 129,963 to beat the 1956 high 105th annual 12-day run here for the same day of 117,970. The

From the opening September 2, the fair had ideal weather for the entire run. While the days were the fair's run was shifted from 11 Biggest-grossing event of the warm, sometimes hot, the night week, aside from the James E. temperature did not drop below shirt-sleeve comfort. Theodore mile big-car race promoted by Ira Rosequist, for years assistant man-Vail on closing day. With tickets ager and now pinch-hitting in pubpriced from \$3.50 to \$6, the 8,000 licity from his duties as co-ordigrandstand seats were packed, with nator for the new fairgrounds, said additional thousands standing the weather was the best he had around the oval. Other track events seen in 17 years. The day and were stock sprints on Sunday (6), night temperature span was small

endurance on Monday, with the In addition to setting a record

SACRAMENTO - A new at- | for the run, the fair also hit a new total this year was 98,557 above last year's 817,002 and 81,672 over the record 823,887 in 1956, when to 12 days.

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

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

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

Attendance Down Only 4 Per Cent; 'Holiday on Ice' Scores Sellouts SALT LAKE CITY—Altho the sale was already on the books for

UTAH STATE FAIR

OK DESPITE RAIN

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

Strongest feature, and one that was attributed in part in sustaining attendance was "Holiday on Ice" in the Coliseum. This traditional better weather over the weekend. attraction played to sellouts thru Wednesday evening (16). By Thursday morning that night's years. This included the commerboth sold out and a big advance livestock.

both Saturday and Sunday.

Cochise was the attraction on the two kid days and did very well. Wyatt said the Ki-Ann Indians, a troup of white boys from Chevenne did their rain dance on those two days and it really worked. Seymor's Gym and Circus was spotted and Secretary-Manager Don Wyatt | in the center of the grounds going at 25 cents and two free acts were Les Rhodins and the Silver Condors.

Despite the weather, Monte Young Shows were doing fairly well and were looking forward to

This year's exhibit departments were classed as the best in many show and the one on Friday were cial departments as well as the

Picnics, Weather Add Up to Success For Circle L Ranch

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

Topeka Fair Big Despite Paid Gate; Rogers Tops Record

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

By HERB DOTTEN

TOPEKA, Kan. - The Mid-America Fair, the former Kansas Free Fair here, made the switch from a free gate fair to a paid gate operation with remarkable 168,971 compared with 205,532 to smoothness and outstanding suc-

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

The strong patronage was racked up despite rain which made the washout.

success of the maiden run as a attendance. paid gate fair went to Roy Rogers,

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

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

Adults were admitted for 50 cents and 12 to 17 year-olds for 25 cents with youngsters under 12 closing day all but a complete free. Of the total furnout, youngsters under 12 were figured to Major credit for the smashing account for 22 per cent of the fair's

(Continued on page 72)

Knoxville rair Alms For All-Time Mark

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

KNOXVILLE -The Tennessee of America. Johnny Cash and Jim-Valley A & I Fair was having one my Wakely were in for four shows of, if not the, best runs on record. the first two evenings and played Weather was ideal, attendance was to 6,652. The next two nights up sharply and turnouts at the open air theater, were racing ahead of ing and played to capacity twice any year.

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

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

Tommy Sands headed up the offerand two-thirds capacity the other two performances for a total of over 13,000. Advance sale for Bob Barker's Truth or Consequences show were strong for the final two evenings with a capacity almost certain for Friday.

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

KY. STATE FAIR LAGS BEHIND '58

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

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

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

Coliseum attendance for the

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

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

(Continued on page 86)

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

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

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

Opening under ideal weather of an unusual heat and humidity wave seldom felt at this period. During Labor Day week the therdropped later to a neat 65 maximum for a cold but very busy weekend.

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

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

results proved very satisfying. Many new contests were featured in the agricultural section. Industry and commerce were highlighted by the general theme "Year of Industry." Art and photo contests

Gets Near-Full Night Houses

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

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

Fair Tops '58 Gate

GRIDLEY, Calif. - Switching to a Sunday (6) instead of a Labor Day closing, the four-day Golden Feather Butte County Fair pulled a total attendance of 23,446, which was 1,629 over the 1958 mark, J. E. Whitaker, secretary-manager, said. Paid attendance for the run was 12,929, 71 under last year.

Weather for the entire run was unusually hot. To cope with the high temperature, Golden Gate Shows, which played the midway for the first time, set its call time at 4 p.m. rather than 1 p.m.

A new midway under local management of Racine Greater Shows along with Bernard & Barry attractions, held general attention with a wide variety of rides and shows, the Wild Mouse proving to be quite a sensation. Reports are that business was very good, but no figures are available as yet to compare with 'the Conklin organization of prior years. The Coliconditions, the Ex suffered effects seum featured a three - in - one package with the June Taylor Dancers, two units of the Dancing show. Altho appraised as one of mometer climbed above 87 but it the best productions in years, it drew some 7,000 patrons less than the 1958 program. Producer Al Dobrith was cited for splendid An epidemic of polio centered showmanship in the set-up of a two-hour, 16-act program, with 14 performances,

> a \$35,000 house, furniture, landexpected sales by some \$10,000. Local Kinsmen organization were running this scheme for the third year. The raceway, with four afternoon and seven night programs, was up in both attendance and pari-mutuel betting with 34,683 race fans (25 per cent increase) wagering \$1,215,368 (15 per cent increase) with one program less than last year.

A tri-service armed forces display had among its attractions the In spite of these handicaps, the Silver Dart model and climaxed Sunday with an air exhibition starring the Royal Canadian Aviation "Golden Hawks."

Park improvements were held September 2-11.

Rutland Fair Pulls 101,000 For 6% Boost

Night Cut Rates Sold Earlier; **Pattern Clicks**

RUTLAND, Vt. - Attendance for the 114th Rutland Fair was 6 per cent better than the 95,-000 of last year, altho unseasonable cold beset the end of the six-day engagement on Saturday (12). There were 19,000 reported for that day, bringing the gate count to 101,000.

The fair set its peak attendance figure in 1956 with 118,000 and the following season it hit 106,000.

Night business in particular was encouraging this year, according to George G. Smith, president treasurer. Part of the credit was laid to advancing the hour for selling lower-priced night tickets to 5 p.m., instead of 6.

Final day's matinee feature was the Jack Kochman stunt show, which drew a nice crowd. World of Mirth Shows, flushed with suc-A family home contest offering cess in its Ottawa fair visit, scored a comparatively good gross here, site and \$700 fur coat fell behind before moving on to Brockton,

> Grandstand entertainment had Carmel Quinn and the Kalin Twins as headliners, all of them warmly received.

down to strict necessities while an important sum was spent on the erection of a new pavilion designed mostly for food exhibitors and samplers. The 1960 exhibition will be the 49th annual, and directors have already taken official steps to have it held in collaboration with the Provincial Department of Forestry, using "The Forest" as general theme. Unofficial dates will be

featured inscriptions from all 10 provinces and a new hobby contest drew wide interest. Mich. State Fair Carson-Barnes Gate Totals 796,915

Total Attendance Off 1 Per Cent; Higher Admission Tab Ups Receipts

paid admissions, yet was up 8 per cent on gate receipts due to a boost

Total paid and free was announced by General Manager Donald L. Swanson at 796,915, 1 per cent below last year's 807,-318. Paid admissions reflected the economic situation of the area with 348,001 laying down their money compared with 389,990 last year. Yet, due to the hike in admissions from 75 cents to a 90cent level, receipts were \$314,-200:90 against last year's \$304,288, which included a dime charge for children. Actual '58 receipts from adult patronage was \$292,494.50.

Deterring factors included the weather which was hot, then cold; a big Shrine parade Saturday night (12), and a pro football game on the final Sunday afternoon. Also a number of factories worked Saturday (12) to offset Labor Day and some outstate schools opened earlier than usual. To this might be added a two-day newspaper strike, which hurt promotion of the fair.

Despite all this, the fair was expected to show a profit of between \$15,000 and \$25,000, Swanson

A 250-mile stock car race brought in by Pete Spencer on Sun- orchestra.

DETROIT-The Michigan State | day (12), was slightly off, grossing Fair, which closed its 11th run here | \$32,919.40 against \$34,718 in '58. Sunday (13), was off slightly on The grandstand was scaled at \$2.50 total attendance, down sharply on to \$5.50 this year, a slight decrease from last year's \$2.20 to \$6.60. The free grandstand show booked thru Val Campbell, played to an estimated 92,000 in 18 performances. The traditional thrill show on Sunday evening was abandoned in favor of a free pyro display by American Fireworks Company which drew close

five Coliseum performances, failed to draw as well as the earlier-presented Dick Clark show. The show drew 7,386 who paid \$10,235.80. This compared with last year's Ricky Nelson show which grossed \$39,660.90 and played to 33,028.

The Clark show in the first four days of the fair, grossed a new record \$73,484.90 with 63,182 seeing the entertainment. Total gross from the building this year was \$83,720.70 compared with \$85,853.59 a year earlier.

Talent supporting Bennett, booked thru GAC-Hamid, included Mills Brothers, Connie Francis, Richard Hayman, Blackburn Twins and Jerry Collins, Johnny Conrad and Dancers, Joe Bennett and the Sparkletones and the Herschel Lieb

SHOW PLACES

Name Band Mecca

FEW PEOPLE have ever heard of the Mitchell, S. D., Corn Festival. Even many in the entertainment business give you a blank look when you mention the event.

Yet this seven-day festival, held since 1892 in a city of 13,000 or less, annually draws close to 250,000 fun-seekers and about 20 per cent of these see the show presented in the unique and picturesque Corn Palace.

One branch of show business knows Mitchell well-that's the name bands that have been featured and have played to big crowds there since the '20's. Even during the period after World War II, when band business fell to a new low, people around Mitchell loved 'em and paid good money to see them featured in the shows.

Over the years featured bands have included Guy Lombardo. Lawrence Welk, Harry James; both Dorseys, Tommy and Jimmy; Duke Ellington, Freddy Martin and even Paul Whiteman, who was one of the early signed orks. Lombardo set a new record for the two-shows-a-day in the building in 1952. This was broken two years later by Lawrence Welk (before his TV smash). But Lombardo came back in 1958 to again regain the top spot.

While name bands have long been the one and only lure, this year (September 20-26) the officials have followed the trend and are beefing up the program with names other than those in the band business. Altho Shep Fields will be featured, he'll share billings with Snooky Lanson, the Mills Brothers and the Manhattan Rockets, the latter line the first one in over 20 years.

All the lure isn't in the big building, however. There's a 10-block-long midway where the Art B. Thomas Shows, augmented by other rides and shows, holds forth. Also in this area, which is the town's main street, are set up all types of agricultural exhibits, popular with the patrons.

Focal point of the entire event, however, is the Corn Palace, which houses the annual name band entertainment. It is an unusual, striking result of native artistry. Each year for the festival, its outer walls are decorated with 14 huge pictorial panels, each made of corn in white, yellow, red and blue, set off by long, hanging strands of corn ears.

Between 2,000 and 3,000 ears of corn are sawed lengthwise and nailed to the panels, each year in a different theme. One year it might be contemporary life; another history, wildlife or Indians. At night colored lights play on the walls, to further heighten the effect.

It wasn't always easy to get attractions in the early days of the Corn Festival. Officials sought John Phillips Sousa when he was at the height of his career. His manager said the band would be delivered only after two banks guaranteed the \$7,000 tab. Then when Sousa and his band arrived, he demanded advance payment before he'd permit any member of his aggregation to leave the train.

Officials complied with the bandmaster who was later sorry he had made the demands. So enthusiastic was the reception given him that Sousa gave three concerts a day and came back three years later to score another huge success.

FREDERICTON SURVIVES **FUROR ON TALENT SHOW**

tendance slightly off from that of picked it up. a year ago, according to Ray Crewdson, secretary - manager. Labor Day was big and an attractive harness racing card added to the total. Total admissions went around 15,000 that day.

Tuesday (8), usually a slow day, held up in ideal weather for the first children's day

The fair board had dispensed with the traditional vaudeville type of grandstand show, long a fixture at Fredericton; and instead had engaged Don Messer and His Islanders, longtime country music The Tony Bennett show, in its fixture on Maritime radio and TV for grandstand fare. The public apparently liked the Islanders in their front rooms via TV but not outdoors. Additionally, Pinky Madison's baby elephants, engaged for the week, had not shown by Tuesday night. At a city council meet-

FREDERICTON, N. B. - Ideal ing the situation boiled over when weather and aldermanic criticism the fair was censured for their failconflicted to give the Fredericton ure to provide suitable entertain-Exhibition a brisk week with at- ment. Local papers and radio

Resulting from the hullabaloo, Wednesday (9) was light. Thursday, traditionally a half holiday for the horse racing, was fair in the afternoon but light at night. Accordingly, the fair board declared the grandstand show, formerly ticketed at \$1, free for the last two nights of the week.

Friday night paradoxically turned out a good crowd despite threatened rain and sudden cold. Roy Eastman and his band from Halifax, Nova Scotia, had replaced Don Messer and His Islanders as a grandstand unit. Saturday night (12) turned out big with another crowd of 15,000 people to wind up the fair. Spending, according to folk on the Bill Lynch midway, was a bit more cautious than a year ago.

Gus Sun Sr. Hospitalized

SPRINGFIELD, O.—Gus Sun Sr., veteran head of the Gus Sun Booking Exchange, with headquarters in the Regent Theater here, is in Mercy Hospital, this city, with a broken hip sustained in a fall while crossing the street in front of his office. His condition is described as good. Sun celebrates his 91st birthday October 7.

DOBRITCH WINS 3D ST. LOUIS PACT

ST. LOUIS - Al Dobritch was awarded the contract to produce the St. Louis Police Circus for 1960. In a session with the police organization here Tuesday (15), the New York producer won the pact for the third successive year.

Others in the running were Ernie Young for GAC-Hamid, George Hunt of California, and L. N. Fleckles, Chicago.

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ON THE TALENT

Texas Prison Rodeo Books TV Cowboy Plus Singers

A host of television's top cowboy actors plus folk singer Johnny Cash will be going to prison next month and in Texas too. The 28th annual Texas Prison Rodeo which opens in Huntsville, Tex., October 4 and plays the following three Sundays, will kick off with Jim Arness, the Matt Dillon of Gunsmoke on the first go around. Dale (Wells Fargo) Robertson and Tommy Sands will be in the following week and Steve McQueen and Johnny Horton the third Sunday. Two more names are being lined up for the October 25 finals. . . . Talent set for the Panhandle South Plains Fair, Lubbock, Tex., September 28-October 3, are Hubert Castle's Circus, set for nine shows in the Coliseum, including George Keller's cats. Sky King's aerial turn will also be on the grounds.

Set by GAC-Hamid's Ernie Young for the grandstand show at the Tennessee State Fair, Nashville, are Gene Autry, Betty Johnson and a group of acts including the Alaskan Huskies. . . . Supporting the queen coronation at the Lodi, Calif., Grape Festival, were Wayne Roland, comedian-vent; Dick and Dot Remy, knockabout comedy; Jack Simpson, marimba; Don Frank, organ, and Bob Emerson, drums. George Riley emseed. Bill and Billie Cassidy, puppeteers, worked as a daily free act. . . . Joni Larabee, of the Los Larabees and Miss Joni acts, writes that they've at least set some kind of a personal turnpike record this season. From July 4 thru Labor Day, they logged over 5,000 miles on eight different turnpikes with truck and house trailer. This was out of a total mileage of 11,500 miles in 12 States and two Canadian provinces. They drove 935 miles on the Illinois toll strip alone. . . . Billy Barton writes that following Chattanooga and Lexington for Harold Voise, he played Olympic Park, then the Alamance Country Club, Burlington, N. C. After Jersey City, he'll do three weeks of fairs and then to Chicago for the Voise dates. . . . Hilda Klein and Kurt Arondo, of the Kings and Queen of the Sky, took Ron Barrett, Vancouver (B. C.) Province staff writer for a ride on their rig during the Pacific National Exhibition and rated big space with two photos. . . . Corinne Dearo closed her outdoor trek at the Stirling, Ont., fair for GAC-Hamid and will head for Shrine dates in Texas. . . . Jimmie Campbell, 15-year-old son of Val Campbell, Detroit agent, suffered facial injuries recently in a motorcycle-auto crash.

TV Showcase: State fairs will be highlighted on one of the Chevy Shows to be aired this season starring Roy Rogers and Dale Evans via NBC. Plans are still in the making but a rodeo will be included and the segment will be called cavalcade of State fairs. . . . Eddy Arnold and the Hollywood Square Dancers set for the September 27 Chevy bit. . . Carmel Quinn for the September 22 Jack Paar night show. . . . Johnny Cash booked into NBC's "Bell Telephone Hour" on October 23. , . Eddie Foy Jr., and Polly Bergen in the Ford opus on October 6 via

Gotham Openings for Hurok 'International Fest' Units

Rounding out the Art Linkletter Show at the New York State Fair were the Berk Twins, acrobatic dance; Tippy and Cobina, monkeys; Bobby Winters, juggler-comic; Jimmy Byrnes and Patti, novelty dance; Gloria Gray, vocal, and the Billy Williams orchestra. Eldred Stacy supervised this and other talent for MCA, including big-time free grandstand: Edgar Bergen, Ed Leary's Ice Show, Hubert Castle, Claude Gordon's orchestra, and Truth or Consequences. . . . The Hurok office's Dance Company, October 13; Polish State Folk Bailet, November 3: Inbal Israel Dance Theater, November 24; Katharine Cornell and Brian Aherne in "Dear Liar," December 27; Moscow State Symphony, January 3. More Russian dancers will come over in 1960, namely the Georgian State Dance Company.... Maritime Playboys, countrycomedy group, and the Famous Gurumlays, bicycle act, starred at the Cape Breton County Exhibition, North Sydney, N. S. Gurumlays were also at the Pictou (N. S.) Exhibition along with Peyton and Ray, dogs and puppets; Ernie Hicks and his Golden Valley Boys; Marilyn Hale, taps; Cindy the Clown, and others. Irwin Kirby

Topsfield, Mass., Fair Matches '58 Records

TOPSFIELD, Mass.-The 135th crowds in the fair's history, topping edition of the Topsfield Fair wound \$18,000. Six days of pari-mutuel up its seven-day run Saturday (12) greyhound racing broke last year's with an over-all attendance that record by \$16,000 for a total of closely approximated last year's \$1,880,000 and a crowd of 47,000 record total of 175,000. This was on Labor Day was the largest the second year that the event en- ever in the fair's history for one joyed perfect weather. Actual paid day. admissions were 142,000.

continuous operation in the nation, their second 10-year contract, came has grossed a half-million dollars out a bit ahead of 1958, which haps just a trickle over last year. in the last five years. Last year it was a banner year. They had Lawtook in \$111,000 and Manager rence Carr's Shows with several Dr. Carver's Diving Horses. The Paul Corson said this year's re- new rides here for the first time. act played Topsfield 25 years ago ceipts would be about the same. Among major rides were a new This is nearly three times the Helicopter, a Merry-Go-Round, fair into the big time. Other acts

The grandstand drew the biggest Dean and Flynn reported that Miles.

Gene Dean and Jack Flynn of The fair, one of the oldest in Salisbury, running the midway on amount taken in at the 1948 event. double Ferris Wheels, Kiddie Whip included the Busy B's, Rory and Three records were set this year, and several other kiddie rides. Bor, Aquatic Monkeys, and Johnny

Allegan, Mich., Fair Ignores Cold Weather

ALLEGAN, Mich.-The 107th edition of the Allegan County Fair last week reflected its strong lure by drawing good turnouts despite temperatures that dipped into the frigid 40's. Thru Thursday (17), its fourth day, attendance thru the outside gates was about even with last year when good weather prevailed.

And the grandstand, too, was more than holding its own altho patrons came out in overcoats and brought blankets. Clair McOmber, vice-president in charge of the grandstand, attributed the good attendance to the name attractions and the strong line-up of rides and shows brought in by John Reid's Happyland shows.

The Aut Swenson Thrillcade opened the fair on Monday evening (14) with two well-attended performances. A GAC-Hamid revue, featuring Carmel Quinn, moved in on Tuesday for two nights and scored well in front of a strong bill of acts. Snooky Lanson came in-Thursday night to head up the show and Homer and Jethro were added for Friday night only. Others in the show included Victor Julian and his dogs, Tuckers, Roger Ray, Debbie and the Diplomats, Cathalas Duo, Elkins Sisters, Manhattan Rockets (24) and Ernie Rudy and his band.

The Reid fun zone, expanded this year, had a total of 20 rides, 12 shows and 150 concessions. New here were the Dowis Skywheels and Roller Coaster and the show-owned Paratrooper.

Fair opened Sunday with its annual religious services and programs. Harness racing, despite the low temperatures, was well attended and a total of 232 horses were being stabled.

Cold Spell **Hurts Stand** At Saginaw

SAGINAW, Mich. - The cold weather that struck much of the Midwest was the bugaboo at the Saginaw Fair here last week. Total attendance wasn't hurt and was matching last year but the night grandstand was about 25 per cent off, Clarence Harnden, veteran fair manager, disclosed.

A country and western package show was featured both afternoon and night on Sunday (13). Brought in by GAC-Hamid and it did just fair. The Snooky Lanson-headed revue on Tuesday and Wednesday suffered from the cold. On Thursday, Carmel Quinn came in to head up the show for the balance of the run thru Saturday night. She was warmly recieved the first night despite low temperatures and a warming trend set in Friday that was expected to strengthen the night crowds.

Fair had a big turnout of youngsters on the Monday kids' day and this helped to keep the Gooding Amusement Company's midway gross about even with last year.

money was flowing easily, per-

The 50-cent grandstand featured and is credited with putting the

CNE MAKES UP SOME LOSS TO END WITH 2,906,500

TORONTO-The 16-day Canadian National Exhibition closed Saturday (12) after registering attendance of 2,906,500, a drop of 53,500 from '58.

The drop, however, was rated small as the big exposition had to contend with hot, humid weather thru most of its run and strong press criticism directed mainly at the George Gobelheaded night grandstand show.

Night grandstand business was down sharply. The day grandstand offering, a circus type program produced and booked by Al Dobritch, plus the Cisco Kid, held up fairly well in the face of generally hot, humid afternoon weather.

Midway business was the biggest in the exhibition's history, with rides and shows of the Conklin Shows grossing \$752,500 to topple the old mark of \$707,000, set last year. Added earning power enabled the midway to establish a new high.

BEATTY-COLE GETS STRAWS, EXTRA

Carolina Stands Top for Circus; Columbia Turns Up Best Business

performances strawed and the extra 10 p.m. show three-quarter filled. The show enjoyed good advance publicity and had two clowns on radio and TV. Exchange Club was the auspices.

the show Saturday (12) under Ki-N. C., in cloudy, cold and threaten- at both spots.

COLUMBIA, S. C.—Business | ing weather. Crowds of 2,500 and has been excellent for the Clyde 4,500 greeted the tenter at Jackson-Beatty and Cole Bros. Circus at ville, N. C., Friday (11) in excelrecent Carolina stands. Three shows lent weather. The Jaycee auspices were given here Wednesday (16) said they were pleased with the with the regular matinee and night show. A county fair was due in two weeks.

At New Bern (10) the matinee was 80 per cent filled and the night show was strawed in fair weather. The afternoon show was half filled and the night perform-Two near-full houses attended ance was near-capacity at Greenville, N. C., Wednesday (9) in clear wanis sponsorship at Wilmington, weather. Jaycees were the auspices

Kingling Scores At Oakland, Denver

drew 24,372 people into the 6,000- which will be named Denver. seat Municipal Auditorium in six shows here September 11-13. The sponsored by the local A. G. E. stores.

Earlier at Denver the show drew a thumping 87,500 patrons in 10 performances at the 10,000-seat Neumann's tigers gave birth to formance.

OAKLAND, Calif. - Ringling three tiger cubs here and one of Bros. and Barnum & Bailey Circus them was a rare albino tiger cub

The run started Wednesday (2) with 8,000 people in the afternoon first evening performance was and 9,000 at night. On Thursday (3) 7,500 and 9,000 attended the show. Friday (4) brought crowds of 8,000 at the matinee and 9,000 at night. Saturday (5) was tops with a near-capacity 9,500 at both Coliseum September 2-6. A ticket performances. The stand ended tie-in with a grocery chain helped Sunday (6) with 8,000 in the afterthe strong attendance. One of Hans noon and 10,000 at the final per-

S. DAKOTA STATE FAIR SHRUGS OFF DROUGHT

HURON, S. D.—The South Dakota State Fair wound up its six-day run here Saturday (12) after a week that surprised even the officials. Faced with severe drought conditions no one had much hope for a successful fair but the sturdy annual came thru with flying colors.

Total attendance was only 3,700 below last year with 140,300 visiting the event this year. Over-all receipts were only \$13,000 below last year, a figure that was expected to be much higher, and night grandstand receipts almost matched those of last year. Total this year was \$35,949 compared with \$36,892 last year.

Sidney Larson, manager, said they were well pleased with the night shows which included a Barnes-Carruthers revue featuring Herb Shriner for three nights and an RCA rodeo brought in by Korkow and Sutton of Oneida, S. D., on three evenings.

The afternoon grandstand suffered most of all, with receipts of \$23,896 against last year's \$37,285. Featured were four afternoons of auto racing by Frank Winkley's Auto Racing, Inc.; one performance of Tournament of Thrills auto stunt show by Leo Overland, and one matinee of harness racing. Only event to top last year was the trotters, Larson pointed out.

Art B. Thomas Shows were off about 9 per cent, he said.

HOUSTON - Playland Park here will begin its fall and winter on Fridays and Saturdays at 6 p.m. policy of weekend-only operation Friday night (25), Louis Slusky, president and managing director, has announced.

Slusky said the park will open and on Sundays at 1 p.m. The closing time is midnight. Reduced prices prevail on all rides during the fall and winter, he added.

286,312 Is Record At Md. State Fair

TIMONIUM, Md.—The strong attendance pace built by the Mary- set over the 13-day route in 1957. land State Fair resulted in a record

Pat W. Kerr, Fair Manager, Dies at 81,

KNOXVILLE, Tenn. - Pat W Kerr. 81, for 14 years secretary manager of the Tennessee Valley til his retirement last year, died September 10 at Petersburg, Va., following a long illness.

the opening of this year's fair.

The fair set a record attendance every year that Kerr was manager every year that Kerr was manager except in 1957—his last year—but in that year was plagued by rain Columbus Fest in that year was plagued by rain

Homer Hamilton outdoor theater and the Kerr (women's) Building were constructed and paid for as well as extensive improvements on the grounds.

Kerr left for Virginia to live with his son because of failing health last December. He had been in and out of a hospital at Petersburg 6-12. There will be a free gate reported. several times. A fall in the hospital last June left him with a broken hip and he was never able to walk again. He was hospitalized when he died.

The deceased is survived by a son and a brother. Mrs. Kerr died in 1953.

Cold Weather, Rain Smacks Spencer, la.

SPENCER, Ia. — The Clay County Fair as of Friday (18), sixth day of its seven-day run, was wet, cold and pretty well beat. Fair opened Sunday (13) to ideal weather, recieved more of the same on Monday and then experienced a complete switch.

Rain, low temperatures and even some sleet hit this section of Iowa and hurt everything in sight, the night grandstand being the hardest

Attendance wasn't too bad, Bill Woods, veteran manager, disclosed. Thru Thursday, the count was 70,000, about 17,000 below last Long Island (The Billboard, June wich and Freeport, Ill.; Burlington, year at that point. Brightest spot from the attraction standpoint was the auto races brought in by Al Sweeney. Despite the weather and fielding eight of the little German track conditions, the grandstand on buses, which have been converted Tuesday afternoon was about 500 into show rooms complete with a major rent-payer in the outdoor below capacity and the advance couches, canopies and recorded fair field, which it is completely sale for the Friday and Saturday visual sales spiels. races were excellent.

The Barnes-Carruthers' revue was the biggest casualty of the week. The opening night feature, Music for America, brought in by Cy Jackson and featuring Ethel Waters, pulled close to 5,000.

Art B. Thomas Shows, the midway attraction, was not off as much as anticipated. For the first five days, rides and shows were down 15 per cent.

Previous mark of 278,644 was

Records were also set in pariof 286,312 admissions, short of the mutuel wagering, a mainstay of the hoped-for 300,000, but still more operation. Gate figures combine than gratifying to all concerned. separate totals for the exhibition and race track enclosures.

> Sharing in the big week was the midway assembled by the Endy Amusements. Despite heavy rains during its opening week and competition with other tracks in Maryland, the fair was widely successful, Manager John Heil noted.

During the first week of the fair 4-H Club and FFA exhibitors were in competition, with adults competing the second week with a full judging schedule of cattle, swine, sheep and horses, poultry and pigeons, farm and garden products and thousands of items made, Agricultural and Industrial Fair un- baked and grown by Maryland housewives.

A record number of entries was received in all categories, and live-A native of Hartsville, Tenn., he stock on hand during the fair tobecame secretary-manager of the taled 4,000 head. Some 15,000 fair at the age of 65. Ironically his prize ribbons were awarded, plus death came only four days before a new high of \$98,000 in premium

every day of the run. Even year he managed to show a profit for the fair. Promising

have developed to where a strong went over well. Ray Price was feaweek is predicted for the Colum- tured on opening night, when a bus Festival here, running October weak crowd turned out, Morely and free entertainment in addition to the midway attractions. A large macadam surface has been set showing hillbilly and circus acts. aside for modern, square and folk The directors will tackle not only dancing.

grams starting at 6 p.m., with the Outside gate admission is pegged final three being day and night. at 55 cents for all over age 12 Parades are scheduled for Satur- and parking is free. Among the day and Sunday (10-11). Schools many solutions being sifted are an and merchants have distributed increased admission plus a free 100,000 tickets.

on Airport Road. Honorary com- odd auto spaces available. Also mittee has Governor Ribicoff, Sen- coming up for study is the pass ator Armentano, Mayor Kinsella list, which i is felt can be tightand Deputy Mayor DeLucco.

Ebensburg's Fair Clicks Over Strike

Steel Area Idle; Effect Bad for Name Talent Show

EBENSBURG, Pa.—Despite the area's idled steel industry the Cambria County Legion Fair came out of its run with generally excellent results. Only disappointments were in grandstand grosses.

Paid attendance for the six days ending Saturday (12) was 60,000 and free admissions for the Tuesday children's day, including teachers, were estimated at more than 40,000. Total attendance was a few points less than last year.

An excess of entries in all departments was recorded, plus complete sellout of independent midway space. Penn Premier Shows, playing the fair for the first time, hit its highest gross of the season.

This was the first time the Amercan Legion operated the fair itself rather than lease its property to a fair association and directors acquired considerable knowledge to apply to future efforts. It was a case of learning by doing, secretary Frank Morley reported, and plenty of food for thought resulted.

On Tuesday the Paul Winchell appearance grossed less than \$1,000 and on Thursday the Ted Mack show did about twice that figure, he said. Publicity was reportedly ample but attendance was not. Motorcycle racing on the closing afternoon was another HARTFORD, Conn. - Plans loser. Friday night stock car racing

Directors Tackle Posers Past pattern had been one of the grandstand problem but also First four days will have pro- that of revenue from other sources. grandstand show, or imposition of Grounds are at Brainard Field a 50-cent parking fee for 4,000-

ened judiciously.

FLORIDA ON WHEELS

Volks Realty Buses Make 50-Plus Fairs

NEW YORK-Showing both on | ton, Marshfield, Spencer, Rehocarnival midways and on inde- both, Topsfield, Otis and Barnpendent space, Volkswagen real stable, Mass., Danbury and Bristol, estate offices of the Charlex firm | Conn.; Trenton, N. J.; Allentown, will have hit more than 50 fairs by the time the season ends. First exposure of this type was on the paign, Springfield, Decatur, Kan-How-Reit Shows in Suburban

Charlex, representing a group of tremendous Florida properties, is

In addition to the fair dates, units toured sporadically with the Reithoffer, Paul Miller and Playtime midway outfits. A list of fairs both played and about to be played includes the following:

Timonium, Hagerstown, Cumberland, Crisfield and Bel Air, Md.; Middletown, N. Y.; Rocky Hill, R. I.; Weymouth, Barrington, West Springfield, Northampton, Brock-ruary 4-6.

Reading, York, Pa.

Also Peoria, Taylorsville, Chamkakee, Lincoln, Freeport, Sand-Oscaloosa, Davenport, Cedar Rapids, Southern Iowa and Des Moines, Ia., and Crown Point and Fort Wayne, Ind.

The operation has made Charlex new to. It sells lots in the Port Charlotte, Port St. Lucie and Sebastian Highlands developments in

Changes Fair Dates

BAY CITY, Tex.—The 1960 Matagorda County Fair and Livestock Show will be held one month earlier than in previous years. The dates have been announced as Feb-

NIPMUC RENAMED

Rhode Island Parks Score Winning Year

in Rhode Island were generally Hall did 40 per cent more business Rocky Point Park at Warwick had dance hall business fell off someits best year in the last 11 under what. A Flying Fish ride was inpresent ownership, manager Paul stalled. Haney reports. Crescent Park at Riverside also had a nice year.

Haney worked a tie-in with Frist National supermarkets thru which the public got ride tickets and World shoppers stamps. A Republican outing on Sunday (13) officially ended the season, with Mayor Stone of Warwick and Governor DelSesto among those attending. Added this year were a Helicopter and Wild Cat, adding substantially to the gross.

Crescent Park edged last year's revenue, Owner-Manager Arthur don, Mass., to Lakeview Park.

PROVIDENCE — Park grosses | Simmons reported. Shore Dinner good for the season now ending. than the season previous, altho

> Joe Carrolo, octogenarian and veteran Merry-Go-Round operator, has a Jenny, Arcade and other concession buildings at Oakland Beach, Warwick, and a Jenny at Stateowned Goddard Park, East Greenwich. The Oakland grosses slipped in 1959 partly due to reluctance of independent operators to co-operate in a midway improvement pro-

> Carrolo reports a change in the name of Lake Nipmuc Park, Men-

Saint John, N. B., Fair Nine-Tenths Rainout

SAINT JOHN, N. B. — The was a \$1 gate with the grandstand weather man wrote a wet script talent presented in front of colfor the Saint John Exhibition, for lapsible stands elsewhere on the nine of the 10 scheduled days of grounds. Acts the opening four the fair's operation.

ran thru Saturday, September 5, and only the final day was rain- dogs; Los Imitados, dancing dolls; free. Five scheduled cards of harness racing were worked in whenever they could be, between the showers.

gainst a hoped-for total of 100,-000. Clear skies on the final day brought out an estimated 10,000 persons, Bill Lynch Shows pro-

vided the midway. Experimental formula this year poline and balancing.

days included Ginger Ray, musical Opening on August 26, the fair novelty with puppets; Los Larrabees; Peyton and Ray, Pomeranian Miss Joni, high act, and Smokey Warren's County Music.

Second week was a show out of the Al Martin office in Boston. In-The attendance reached 80,000 cluded were the Two Freddis, bicycle act; the Morrison Sisters (Suzanne, Jay and Merry), marimbas; Antonucci's chimps, and the Hasleys, two men and a girl, tram-

Topeka Bucks Paid Gate

Continued from page 69

here. While final figures were lacking, it was estimated that Rogers in six night shows and two matinees grossed, after taxes, more than \$90,000 to shatter the old night grandstand record gross of \$52,000 set by a combination ice show and revue.

The grandstand was scaled at 75 cents to \$2.50, and at all but two shows the seating capacity was augmented by chairs placed on the race track.

On Sunday (13), when the total attendance was announced at over 130,000, Rogers played to about 25,000 in two performances, one of them a late matinee, the other a night show. On that day, auto races, under the promotional banner of Al Sweeney, also were staged, starting at 12:30 p.m. and the races were held to a crowd of about 8,500 persons, about par for racing for that day.

The Rogers' show strength was underscored on closing night, when following intermittent rain thru most of the day, more than 4,000 braved threatening skies to see the wind-up performance, during which some rain fell.

The free talent show on the grounds was presented in front of benches and bleachers which accommodated about 3,500. On the big weekend days these shows were offered three times daily; on the other days they were presented favorable. twice daily. Running 30 minutes, the shows presented Alexander, high act, billed as "The Man Who Hangs Himself"; The Gutis, comedy knockabout, and the Chipin by Barnes-Carruthers Theatrical State Fair began September 19.

The Roy Rogers show proved Enterprises, Chicago, and the to be nothing short of a sensation Chipmunks by Eldred Stacy of Music Corporation of America. At some performances standees lifted crowds for these shows to well over 5,000 persons.

In the pre-opening campaign, Maurice Fager, fair manager, said the fair had emphasized that the added money generated by the paid gate would enable the fair to add new facilities on the grounds. Now well along in the planning stages is a youth building to cost at least \$275,000 and to go up in time for the '60 fair.

New plant improvements prior to opening was a new hard-surfaced and lighted parking lot costing \$35,000 which accommodates 1,600 and the opening of two main outside gates.

In the publicity and advertising campaign, Clyde Lane, the fair's veteran publicist, extended his campaign to more remote areas and concentrated heavily upon the personal appearance of Roy Rogers.

Visitors to the fair included Ed Schultz, manager of the Nebraska State Fair, and Mrs. Schultz.

PRATT, Kan.—Clyde Bros. Circus pulled two full houses in three performances at 1,500-seat Elk's Ball Park here, September 8-9. The Shrine date was formerly held in the Municipal Auditorium, but reaction to the switch outdoors was highly

The first full house of 1,500 was the night-only performance Tuesday (8). The matinee Wednesday (9) drew only 350 patrons, but the night performance was munks. The first two were booked another full house. The nearby

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FAIR-EXHIBITION MANAGEMENT

Security Centers on ESE Prior to Visit by Nixon

WEST SPRINGFIELD, Mass .- Security precautions got under way last week in advance of Eastern States Exposition's kick-off, since Vice-President Nixon will be a guest of the fair. Three FBI men went over the grounds early in the week. They were to be augmented by a group from the Hartford, Conn., office. Two other agents travel with Nixon wherever he goes. In addition to this contingent will be the 110-man metropolitan police force that normally covers the grounds during fair week,

Nixon's visit could draw an attendance exceeding that of President Eisenhower several years ago, when more than 80,000 persons turned out. Jack Reynolds, ESE manager, points out that Nixon will visit on a Sunday (20) whereas the former made his appearance on a Monday.

Steel Strike Fails To Hurt Canfield Run

CANFIELD, O .- The 1959 Canfield Fair broke all existing records in its 113-year history despite economic reverses brought about by the crippling steel strike.

Canfield is located on the fringe of Youngstown which derives Eastern Idaho State Fair had one afternoon, chariot races, also put the bulk of its revenue from the steel industry. When the smoke stops belching out of stacks in the Youngstown area an economic pall settles days ending Saturday (12). Mrs. along with acts from the night over the entire area.

When the directors opened the gates for the usual five days which always concludes on Labor Day, they thought they were just going a solid 10 per cent and rides and pulling and a horse show. thru the motions.

Instead, they found long lines of customers-many of them steel produced a 25 per cent increase workers with time on their hands and saved-up cash in their pocketswaiting to get in. The result was a grand total of 210,555 persons, of which 101,547 were paid. The fair staged a Youth Day the first day exception of the first day. Followwhen all under 18 were admitted free and during the rest of the fair ing the opening parade, which kids under 12 are let in gratis. The admission price for those who paid brought an estimated 25,000 free was \$1 per head.

In 1958 the fair played to a total of 155,000 of which 98,101

The big crowds resulted in a big play on the Gooding midway and the fair had one of its best

where long lines waited to get on rides and see shows.

This year, however, the fair departed from its big-name policy lowing four days the weather was for grandstand shows. And here officials estimate they lost money. ideal. Last year it was standing room only for the Lennon Sisters. This year Ward Beam's Laugh Show and Jack Kochman's thrill show played to a half empty grandstand.

The fair enjoyed a tremendous weather break. The temperature was in the 85-90 degree bracket at all times. No rain fell, compared to last year when two big days were ruined by thunderstorms.

All exhibit space was sold out for this year's Canfield Fair, and altho the grandstand operation may end up in the red, the entire fair is figured to end up as a record-breaker money maker.

Saskatoon Ex Replaces Barns Destroyed in Fire

SASKATOON, Sask .- The Saskatoon Exhibition will build two new race horse barns as replacement for four barns destroyed by fire in July. Cost has been estimated at \$50,000.

Foundation and superstructure of the barns is expected to be completed this fall. One barn will be 300 feet long and the other 310 feet. Walls will be eight-inch concrete blocks.

S. N. MacEachern, exhibition manager, told directors it would be wise to wait and see how many horses would come to Saskatoon next

year before replacing more than two barns. The horse entry depends on whether the Winnipeg Racing Association and the Western Canada Racing Association continue to operate

together. The fair's finance committee reported on the June fire which destroyed the caretaker's shop. Insurance on the building and contents was \$16,246. Insurance on the four barns destroyed by fire following the summer fair was \$39,277.

Brandon Mayor Seeks Winter-Summer Merger

BRANDON, Man.-Mayor James Creighton suggested at a city council meeting that facilities of the Manitoba Winter Fair and the Provincial Exhibition of Manitoba be combined at Exhibition Park.

The suggestion came during discussion of a request from the Manitoba Winter Fair board for title to city-owned property adjacent to the downtown winter fair buildings.

The winter fair board plans to erect a new building on the property and needs city assurance that the land will be made available before it proceeds with negotiations for federal and provincial capital grants.

"Things just become more muddled as we put more buildings on the present winter fair location," the mayor told council. "Maybe they should be thinking about putting any new buildings at the exhibition grounds."

Pointing out that the Wheat City Arena building is already too small to accommodate winter fair crowds, the mayor said the two fair boards should take a hard look at their future building requirements.

Other members of council said the winter fair directors are satisfied they will be operating at the downtown site for many years, and a motion, confirming that the site for the new building will be made available, was approved.

500 FAMILIES CAMP OUT AT CENTRE HALL, PA., GROUNDS

CENTRE HALL, Pa. — "Tenting at the Old Camp Grounds" is an applicable tune for the annual Grange Fair here. By the time the eight-day event got under way, there were more than 500 families pitching tents on the grounds. In 1887, 28 National Guard tents were rented for two nights of camping, and in 1890 the first encampment was held here. It rained

Reservations are made months in advance now for camp space, and the Grange encampment is a roundup of area farm people. Sixteen committees run the camp, which is the most distinctive feature of the fair. The bustling tent city provides around 2,000 fair participants every day. They come in cars and trucks and bring with them TV sets, electric refrigerators and electric hotplates.

Hospitality and friendship are hallmarks of the big encampment: Casual visitors find themselves invited in for a meal and even to spend the night. One family, the Paul Bolicks of South Charleston, W. Va., comes from 400 miles away every year; another, the Carl Rossmans of Lakeland, Fla., drives 1,296 miles with all their equipment. Most families plan the junket for weeks and take several days packing.

Blackfoot, Idaho, Fair Jumps 10% at Gate

shows brought in by Siebrand Bros. over last year.

Weather was excellent with the and paid on the grounds, a dust storm with high winds hit. Patrons, however, stayed on the grounds openers of recent years. The fol-

Grandstand attractions were about even with last year. The featured Barnes-Carruthers revue with acts, headlined by Pegleg Bates, matched last year's grosses. Local drama talent put on "Oklahoma!" in front of the grandstand the night before the fair opened and the evening after the fair closed to good crowds.

Other features which did well in front of the grandstand was a miniature rodeo with performers aged five to 14. This scored well

TEEN-AGER PROBABLY ON THE LINE

SAN JOSE, Calif.—Opening ceremonies for the Santa Clara County Fair for its seven-day run here Monday night (14) turned out to be very real.

After A. L. Christopher, fair board president, had introduced dignitaries, the queen, Marlene Rowett, was to make a long distance telephone call to Hawaii as part of the event's theme "Space-the New Frontier." The telephone company had set up a special line for her to invite the Island's Governor William Quinn to the fair.

President Christopher called off the telephone number. Miss Rowette dialed. Lights on a map lighted up as the call traveled under the ocean. Then there was silence.

"The line's busy," Miss Rowette told the crowd over the loud speaker.

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BLACKFOOT, Idaho - The on Saturday afternoon. On Friday of its better runs during the five on by local people, scored well Ruth Hartkopf, secretary-manager, show. First three afternoons the announced that attendance was up fair offered running races, horse-

Owego, N. Y., Has Gate of

OWEGO, N. Y. - New records were set in every department during the seven-day Itoga County Fair. Attendance was about 50. 000 and increases were recorded in exhibits, midway size and earnings, was generally good except for an opening-day rainout. Reithoffer Shows had the midway, the biggest ever used here.

A Centennial Fair, it utilized a natural promotion by having the opening ribbon cut by Mrs. Charity Bartlett, 100 years old. She is the mother-in-law of Jason Mead, fair

president.

Charles Estey, executive director. said the first-time firemen's parade was a success and will be retained next year. An Al Martin show was put on before the grandstand with tickets priced at 60 cents. Jack Kochman's thrill show had two performances on a hot, muggy Sunday, which cut into attendance. Buddy Wagner's stunters packed the grandstand on Saturday night, weather being more favorable, Estey said.

N. H. State Wins Despite Rain, Storm

PLYMOUTH, N. H. - Rain failed to cut attendance at the recent New Hampshire State Fair here, and total attendance was up over any recent year, officials said.

A severe electrical storm struck on Saturday afternoon and rain threatened the following day but did not discourage the turnouts.



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To award contracts for 1960, Grandstand submissions will be heard Saturday, Oct. 24. The midway sub-missions on Wednesday, Oct. 28. GEORGE K. ROSS, Secretary

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200 Attend NAAPPB Session at Toronto

SHOW NEWS

the late-summer meeting of the National Association of Amusement Parks, Pools and Beaches here (9-10) totaled more than 200 persons. Among those registered bury, Pa.; E. B. Nelson, Elmer S. Mason;

Mr. and Mrs. C. K. MacDonald, Idlewild Management Company, Ligonier, Pa.; Mr. and Mrs. R. A. Rindin, Idora Amusement Company, Youngstown, O.; A. B. Mc Swigan, Carl Henninger, Carl Hughes, Curtis Clay, Kennywood Park, Duquense, Pa.; Harry Sweeney, Lollipop Farm, Syosset, N. Y.; Mr. and Mrs. Robert A Long, Mr. and Mrs. A. J. Weisenfluh and Jay Parker, Elmira, N. Y.; Raymond Lusse, Lusse Bros., Inc., Philadelphia; Joe Munves, New York; Aurel Vaszin, National Amusement Device Company, Dayton O.; R. F. J. Williams Jr., Oklahoma City; Mr. and Mrs. Joseph Schuler, Mr. and Mrs Philip Schuler, Olympic Park, Rochester, N. Y.; Mr. and Mrs. Lawrence Stone and Mr. and Mrs. M. Klayman, Paragon Park. Nantasket Beach, Mass.; Fred W. Pearce Jr., F. W. Pearce Corporation, Detroit; Ferd Clemen, Pee Wee Valley, Cincinnati.

Mr. and Mrs. E. M. Pera, Pera's Amuse ment Park, Geneva-on-the-Lake, O.; Mr. and Mrs. John C. Allen Mr. and Mrs. Swim Club, Minersville, Pa.; Mr. and Mrs. S. H. High Jr., Philadelphia Toboggan H. G. Bowen, Mr. and Mrs. J. Leis, Whalom

TORONTO — Registration for Company, Philadelphia; Harry J. Batt Sr., Harry J. Batt Jr., John A. Batt, Playland Amusements, Inc., New Orleans; Mr. and Mrs. James Johnson, Piayland Park, San Antonio; Mr. and Mrs. Harry E. Prince, Mr. and Mrs. Nathan L. Prince, Mr. and Mrs. Jack Strauss, Boston; Mr. and Mrs. R. & S. Amusement Company Birming-ham; Mr. and Mrs. William W. Muar, Mr and Mrs. John Walsh, James Radcliffe, Mr. and Mrs. James R. Miller, Mr. and Mrs. C. J. Miller, Roseland Park, Canandiagua, N. Y.

Laurence Canfield, Larry Canfield, Santa Oruz Seaside Company, Santa Cruz, Calif.; Marvin Staton, Springlake Amusement Park, Oklahoma City; Mr. and Mrs. Jimmie Thompson, Jimmie Thompson Enterprises, Alexandria, La.; Edward F. Tilyou Steeplechase Park, Coney Island, N. Y.; Mr. and Mrs. H W. Larned, Trout Pond Park, Inc., Muncy, Pa.; Mr. and Mrs. M. Tone, Uncle Milty's Park, Bayonne, N. J.; John Fitzgerald, Ken Wyn, Richard Edwards, Gil Liebrick, Frank Garofolo, Bob Bennett, James Smith Tom Barrett, Jack Flood, Venice Amusement Corp., Seaside Heights, N. J.; P. T. Nelson, Alex Moeiler, Waldameer Beach Park, Erie, Pa.; Mr. and Mrs. George M. Harton, West View Park Co., Pittsburgh; Mr. and Mrs. T. G. Smith and daughter, Patricia Ann, Williow Lake

NIK SEEING DISNEYLAND

ANAHEIM, Calif.-Nikita Krushchev and his entourage was scheduled to visit Disneyland over the weekend. The Russian premier was to fly to Los Angeles Saturday (19). He will be taken on a tour of Disneyland by Walt Disney, who will show them the Mississippi riverboat ride, the miniature steam train, the submarine and the African river ride.

Park Fitchburg, Mass.; Mr. and Mrs. Ha Wilson, Chattanooga, Tenn.

Mr. and Mrs. Daniel Summa and Mr and Mrs. Ralph Mazzeosuvac Amusement Co., Port Chester, N. Y.; H. Fitzpatrick, J. Doyle, Pleasure Island, Boston; E. J. Casey, Rendezvous Park, Winnipeg; Mr and Mrs. J. N. Volpe, Rainbow Gardens Amusement Park, McKeesport, Pa.; Mr and Mrs. T. E. Spackman, Indiana Beach, Inc., Monticello, Ind. John S. Bowman Mr. and Mrs. C. R. Johnson, NAAPP&B Staff; Harry Altman, Joe Soetz, Glen Echo Park; Williamsville, N. Y.; Mr. and Mrs J. Loughlin, Playland, Rye, N. Y.; Mr. and Mrs. Rex Billings, Belmont Park, Ltd. Montreal; Norman Bartlett, North Miam Beach, Fla.; Mr. and Mrs. Ken Davis Biloxi-Gulfport Amusement Park, Biloxi, Miss.; Mr. and Mrs. H. Gorry, Mr. and Mrs. N. Paisley, Bob-Lo-Park, Amherst-burg, Ont.; Jack Ray, Belmont Park at Mission Beach, San Diego, Calif. Mr. and Mission Beach, San Diego, Calif. Mr. and Mrs. George Roose, Mr. and Mrs. E. Starr, G. A. Boeckling Co., Sandusky, O.; John Logan Campbell, J. L. Campbell & Com-pany, Baltimore; Mr. S. B. Goldsmith and Mr. and Mrs. C. Katz, Capitol Projector Corp., New York Gilbert Ramagosa, Carll & Ramagosa, Wildwood, N. J.; Joseph L. Carrolo, J. L. Oarrolo Amusement Enterprises, Warwick, R. I.

William Carsky, Casey Concession Com-pany, Chicago; Harry A. Illions, Mrs. Alma Daves, Celoron Park, Jamestown, N. Y.; Mr. and Mrs. T. J. Tomblin, Chattanooga, Tenn.; Mr. and Mrs. W. J. Tarr, Mr. and Mrs. E. E. Freeland, Conneaut Lake Park Pa.: Ida Cohen, Chicago; Mr. and Mrs A. R. Simons, Mr. R. A. Simons, Beverly Thompson, Crescent Park, Riverside, R. I.; Mr. and Mrs. Pillmore L. Hall, Mr. and Mrs. Edward G. Hall, Mr. and Mrs. C. Hall Jr., Crystal Beach, Buffalo, N. Y.; Mr. and Mrs. J. W. Fowler, Disneyland, Anaheim, Calif.; Robert L. Plaar, Miss Margaret P. Lehr, Dorney Park, Allentown

Harold Mosta, Robert Norris, Dreamland Park, Rochester, N. Y.; Lou Dufour, St. (Continued on page 77)



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Nickel-Off Ride Ticket Tops Pleasure Beach Gimmicks

BRIDGEPORT, Conn.—Buses directly to the midway got started too late to be of substantial aid to Pleasure Beach here. It was July before patrons were saved the foot trip across the park's drawbridge entry, but the arrangement should bring considerably more people next season, Bert Nathan and Frank Sonshine claim. Season's gross was about even with last year, which was their first at the park, formerly operated by the city. Nathan and Sonshine plan to bring in independently operated rides to augment the line-up next season.

AMUSEMENT PARK

OPERATION

Contract calls for the third year to go on a basis of 10 per cent of the ride and food gross, with a \$20,000 minimum. This year saw the Teamsters organize park workers. After initial pressures, the operation went along amicably, it is reported. Parking was found insufficient for peak day and new acreage is to be developed. Best day was the WNAC-TV Day, August 21, when record artists appeared, and best promotion was distribution of 380,000 nickel-off tickets at 100 Chevron gas stations in the Fairfield County area. Basis of distribution was one ticket with \$1 purchase. Ticket returns at the park were fair but promising.

60 Surprise Rocco On Park Anniversary

ARGO, Ill.—Sixty guests attended a surprise dinner for Ralph Rocco, owner of Playland Amusement Park, Wednesday (16) in honor of the park's 10th season of operation. The park is at 79th and LaGrange Road in Willow Springs, Ill., Chicago suburb. Mr. and Mrs. Rocco were presented a bronze plaque with the names of the department heads inscribed on it. Motion pictures were shown to illustrate Playland's beginning and growth thru the decade.

Among the guests were the Roccos' daughter, Lois Eisenring, and a son, Ralph, who are active in operation of the park. Another son, Robert, on the West Coast, could not make it at the last minute. Two maintenance men who attended were Andrew Juhl and Ralph Dargert, whose combined years of service with Rocco add up to 45 years.

Among others were Fred Lauerman, insurance broker; Anna Jane and Earl Bunting, Joe and Annette Siciliano, Bessie Harris, the Heelans and Jim Haack, concessionaires, as well as numerous ride operators, cashiers and refreshment stand helpers.

Chairmen Urge Speedy Return of Questionnaires

PARKS AND KIDDIELANDS that received safety questionnaires from the National Association of Amusement Parks, Pools and Beaches recently, are being urged by Robert Plarr, Allentown, Pa., to return the completed forms. He is chairman of the NAAPPB safety committee and states that the returns are needed to compile facts on which a 1960 safety program is to be based. Information will be kept confidential, he stressed. . . . Similarly, Edward L. Schott, Cincinnati, chairman of the association's important Program of Work Committee, is asking that members complete the questionnaires he has sent them to inquire about how they evaluate various phases of the convention and other activities as well as what they think the association should undertake. Again, results will be tabulated for use in determining what course the association should follow in the future. Committee recommendations will go to the NAAPPB board of directors. . . . Also in regard to the upcoming outdoor show conventions in Chicago, John S. Bowman, NAAPPB secretary, reports that application for hotel reservations should be made at once since it appears that the quota of 1,200 rooms for the park association, fairs association and Showmen's League will be oversubscribed within a couple of weeks. Tom Parkinson

Sign of the Times

A NEWLY INSTALLED sign at Jack's-at-the-Beach restaurant in Pacific Ocean Park carries reproductions of a number of the new credit cards, which are honored there. And just to make sure there is no confusion, the sign adds: "Cash also accepted."

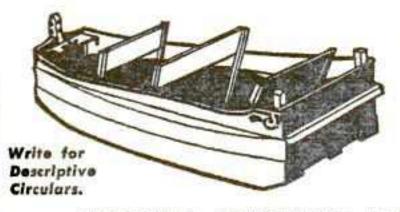
Toronto Notes: Billings Has New Plans for 1960

NOTES FROM THE well-frayed cuff after the NAAPPB late summer meeting at Toronto. . . . Rex Billings, veteran amusement park operator, is telling friends that he's leaving Belmont Park at Montreal at the end of this season and will devote his time during the active season as a ride concessionaire. He's lining up a selected group of larger amusement parks where he hopes to operate new rides this coming season Rex will winter as usual at his lovely home in South Miami. . . . Few parkmen recall a more enjoyable bull session than that in NAAPPB hospitality suite late Wednesday night when a few of the old-timers reminisced about the origin of many of our basic rides. Holding the limelight were Bob Plarr of Dorney Park, Allentown, Pa., and J. W. (Patty) Conklin, veteran showman who operates the midway at CNE and numerous other enterprises. "It was worth the trip just to hear that," said Joe Doyle, public relations director of Pleasure Island, the new theme park near Boston. . . . Alex Moeller, of Waldameer Beach Park, Erie, Pa., dazzling the guests with his new Mark IV Continental. He was accompanied by his nephew and park manager, "Torg" Nelson, whom he reports is doing a fine job.

John S. Bowman, Secretary, NAAPPB

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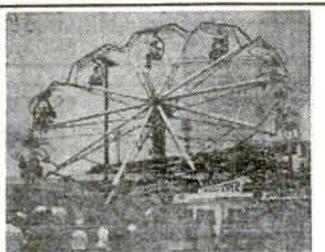
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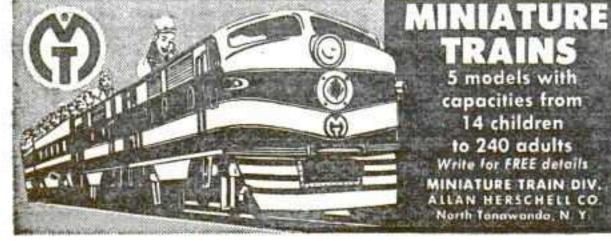


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ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

Crowds and Security

CECURITY POSED some interesting problems for management of the Miami Beach Auditorium & Exposition Hall when the 13th annual session of the Air Force Association, the Aerospace Panorama, was in the buildings. More than 104,000 persons were clocked thru the gates on Saturday and Sunday (5-6) to see the exhibits of space-age equipment and weapons. On Sunday alone there were 67,000 visitors. That was a busy time with much activity and long hours for Manager Claude Ritter and Assistant Manager Raymond Baker and their staff.

But it was the first day of the affair, Friday, that was complicated by the addition of military security measures. This was the time of a closed session in the Auditorium half of the facilities. In attendance were 1,800 persons who were either key executives of industries in defense activities or military personnel with the rank of major or more. They were on hand for morning and afternoon sessions and lunch hour. This select group was to see and hear about secret military materiel. Outsiders were not allowed. In fact, only Ritter, Baker and two girls on the office staff were permitted in the building at the time. Maintenance people, visitors and all others were excluded. On the chance that some breakdown of equipment would necessitate calling a stagehand-electrician, one such technician was stationed in a nearby room, but outside of the building. Plans were arranged so that if he were needed—and he wasn't—the classified material in the auditorium would be covered, the session would pause and the repair man would be escorted in under guard. Dealing with 1,800 persons, it follows that someone would forget his credentials. So the Air Force Association had three special phones set up at the Miami Beach Auditorium. These were used to clear with Washington or elsewhere on elegibility of those seeking admittance.

There were exhibits by 165 companies and governmental units, using 108,000 square feet of space indoors and about 15,000 more in the parking area. On display were a 90-foot Titan space missile; a mock-up of an X-15 rocket plane; a Mace wing-guided missile; the F105, newest fighter bomber, and a simulated flight around the moon. With all these space-age vehicles was the first airplane the Army bought from the Wright brothers in 1909. Air Force Secretary James Douglas, 100 Air Force generals, 150 corporate presidents and board chairmen, and 200 executive vice-presidents and general managers were present. In contrast to the top secret portion was the highly public part, attracting the huge crowds and more than 200 newspaper and magazine reporters. Miami Beach reported that this year's Air Force Association event pulled 10,000 more people, more than 30,000 additional square feet of displays and 27 more exhibitors than last year's showing.

Milwaukee Journal Series Spotlights Elmer Krahn

MILWAUKEE-Elmer Krahn, manager of the Milwaukee Auditorium-Arena, was the subject recently of a Milwaukee Journal article that is part of a series about leading business and professional men of the city. It recalls that Krahn was on the three-man board to pick a manager for the buildings and so he was doubly surprised when he was offered the post. It tells that Krahn began as a messenger for a Socialist newspaper when Milwaukee was a center for Socialism. He became acquainted with Carl Sandburg, once city editor of the paper; Eugene V. Debs and Norman Thomas. Krahn became ad manager and then business manager for the paper until it closed in 1938, then he was active with the successor paper until 1942, when he opened a company which publishes the Milwaukee Labor Press and other papers. The article points out that, as an orphaned youth, Krahn studied much in the public library. Later he was on the board of the library for 24 years. He has a great interest in history and rarely passes up an historical marker along the highway. He and Mrs. Krahn have an extensive library of hi-fi recordings of symphonies, operas and other serious music. Krahn now is an independent in politics. In addition to his other activities he is president of the Badger State Mutual Casualty Company, an insurance company, where he has been a member of the board for 16 years.

Indianapolis, Houston Voters Approve Bonds

VOTERS IN TWO CITIES last week approved major bond issues involving new auditorium-arena construction. At Indianapolis, a \$32, 000,000 issue for the proposed Indianapolis-Marion County Auditorium was okayed. This project has been under consideration for some time. The IAAM New Building Consulting Board made a survey for the building. In the past year, the State Legislature has acted on enabling legislation to clarify the status of the joint city-county action. And at Houston, a referendum gave approval for a \$4,000,000 civic center project. This is part of a \$55,000,000 bond issue that covers several other municipal projects.

Jack Kramert's traveling tennis pros who played a long route of areas last season, currently are in Europe for tournaments at Paris and at Wembley, England. They are Tony Trabert, Pancho Segura, Ashley Cooper, Mal Anderson, Mervyn Rose, Lew Hoad, Ken Rosewall and Frank Sedgman. Failing to show up was Pancho Gonzales. . . . Bud Purdy advises that his summer at Montana State College Fieldhouse at Bozeman included a run of Rudy Bros.' Circus for the Shrine, and Jaycee rodeo and a Little League baseball tournament. The circus drew 12,000 in two performances, the rodeo got 12,000 in three, and the Little League event was the first indoor baseball in that part of the country. Sam Snyder's Water Follies is in the building October 1-3.

89G First Week In Vancouver

VANCOUVER, B. C. — "My Fair Lady" set a new record for box-office receipts in Vancouver. Box office statistics for the first week, August 31-September 5, reveal an all-time record take of \$89,000 at the new Civic Auditorium.

Previous high was in December, 1957, when one week of the Royal Ballet drew \$80,000 at the Orpheum theater.

"The second week will be even better, said business manager Len Greenall, who predicted second week receipts would top \$100,000. The manager added that as of Wednesday (9) about 50 tickets for Saturday's matinee were all that is left for the remaining performances, and these were going fast. "My Fair Lady" was in for a two weeks'

Platt's Group Hikes Action Against Pa. Tax

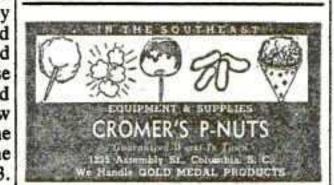
FEASTERVILLE, Pa.—Vernon tle against the Pennsylvania Enabling Act which permits a 10 per cent amusement tax on privatelyowned swimming pools, beaches, skating rinks and other places providing facilities for physical exercise. In 1958, the PSAA helped gain exemption from a federal admission tax for privately-owned recreation centers.

Platt and Eric A. Arneth, chairman of the Pennsylvania Tax Committee, have urged members of PSAA and operators in Pennsylvania to write or visit their legislators to appeal for relief on the tax. Pennsylvania operators have also been asked to make contributions to help pay expenses of the legal fight.

Plan to Convert Conn. Theater Into Coliseum

HARTFORD, Conn. - Preliminary plans to convert the 3800-seat State Theater, Connecticut's largest theater and sole remaining combination motion picture-vaudeville house, into a 5,000-seat auditorium have been presented to city officials.

The plans, submitted by theater owners Ted. Sam and Martin Harris, have been referred to the Metropolitan Hartford Chamber of Commerce's urban development committee. The Harrises have estimated conversion costs would run between \$300,000 and \$500,000. The project would replace the longdiscussed Coliseum construction plan in the downtown area.



JERSEYITE WINS

Miniature Golf Tourney May Go to Arena in '60

By IRWIN KIRBY

ASBURY PARK, N. J.-More than two dozen finalists representing some 40 courses took part in the second annual International Miniature Golf Tourney here Sunday (13). They played on four local courses, and the five low scorers competed in two final rounds Sunday morning on the Boardwalk.

The tourney, supervised by George Zuckerman, of the convention and publicity bureau, may go indoors next year. Thoughts are being given to holding it in Convention Hall, thus providing plenty of cool spectator seating and the possibility of TV coverage, which ought to be available on a Sunday morning.

First prize this year, a Fiat automobile and a victory trophy, went to Arthur Paige, a New Jerseyite. Second place winner was Dave Lynch, of Downey, Calif., who traveled the fartherest and won a gold-plated putter as consolation prize. Paige finished with 75 strokes for 36 holes to the Californian's 77.

Top five were Paige, representing Bowcraft Golfland of Ted Miller and Roy. D'Arcy, Scotch Plains, N. J.; Lynch, of a group of nine courses in the Los Angeles area, managed by Richard Hufft; George Carhart, of Applegate's Tee Putt, Asbury Park; Warren Buckingham, D. Platt, president of the Participat- of Hunt's Skyline Golf, Wildwood, ing Sports Association of America, N. J., and Roger Enyeart, of Pee has renewed his organization's bat- Wee Rama, Kokomo, Ind., owned by Alliance Theatres.

> There were seven judges, of which Edward H. Schulze was chief, and two scorekeepers. Play was conducted under rigidly enforced rules for both play and scoring. The Fiat's cost was shared by the four finalist courses, Applegate's Tee Putt, Kessler's, Golf-

land and 6th Avenue Golf, plus Jules Resnick's course and the American Hair & Felt Company, makers of playing surfaces.

Lone Canadian finalist was Allen Dempster, of Karl Williams' Unionville Golf, Toronto.

Weather was excellent for the weekend. Players arrived for practice rounds on Friday and eliminations were held the next day. Accommodations and transportation were included in entry fees. Special dinners were held in Michal's Restaurant.



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SHOW NEWS

In First Tour Of California

SANTA MONICA, Calif.—Cristiani Bros. Circus continued to draw good business in its first tour of California. It drew one-half and three-quarter houses here Monday (14). Business at Panorama City (11-12) was termed fair, and Burbank (10) was good.

At El Monte for a two-day stand, the matinee was half full and the night show was near capacity Tuesday (8). The matinee was half full and the night show was three-quarters capacity Wednesday (9). No advertising was placed in M. C. House, business manager; the local newspaper. Free elephant L. O. (Hoot) Black, agent; G. W. rides were given at a local auto dealer's.

At Riverside (7) the afternoon field, concessions. show was near-full and the night performance was three-quarters filled in cloudy weather under American Legion auspices. Webber Bros. Circus played the same city September 11.

2 - Salesmen Wanted - 2

Can use two alert, aggressive, exp. men to sell ads and tickets for strong and endorsed deal sponsored by Utah State AFL-CIO. Repeat Xmas deal. NEW plans and improvements should net \$60,000 or more. Deal is Timely and Fast. Lucrative leads furnished All repeats. Our men making \$150 per wk. and better commission. Steady all-year work. Nebr., Colo., Utah. Exp. phone men, come in; write or phone prepaid.

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Earn \$500 and Transportation refunded. This State deal 2½ mos.; then to Denver, 10-yr, repeats. Last 2 wks.' earnings— top man \$910—low man \$310.

AMERICA'S FINEST SHOW

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WILL BUY

Circus Equipment of all kinds, or complete Outfit; or will operate your circus either on percentage or as partner. What have you to offer? P. O. Box 162, Gloucester, New Jersey

PHONE SALES

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BOX 105

Page Plans Tent Tour For Henson

SPRINGFIELD, Tenn. - W. E. (Shotgun) Page will open a tented circus on October 15 and plans to circus on October 15 and plans to tour Alabama, Mississippi and Louisiana.

ing Green, Ky.

Page, who also operates Page Bros. Shows and Reed Amusement Company carnivals, will manage the circus. Staffers will include Boren, billposter; Duke Kerkumber, Side Show, and Norman Little-



Interested in bookings also season 1960. Sept. 28-Oct. 4, c/o Hamid-Morton Circus, Toronto, Ont., Canada; then Gen. Del., Springfield, Mo., until Dec. 25. ********

PROMOTIONAL MANAGER WANTED

FOR UPC TICKETS and ADVERTISING Only thoroughly experienced pro-

Year 'round work if you qualify. Address FLOYD KING, Gen. Agt. Clyde Beatty-Cole Bros. Circus Phone: SHerwood 6-1634

Work in sunny Florida, Phones in. Air-conditioned office, Carded and cut-offs. Pay daily or weekly on delivered business. No collects. No

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Contracting Agent (no phones) for our 11th annual Southern tour. Worth-while school attractions. Write all details and quote lowest.

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Strong governmental Official Publication. 10 Midwest States-6 months. State rights available to capable and responsible men. Must produce qualified references. Liberal commission,

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HENSON BROS. CIRCUS

Opening under canvas, Oct. 15. Out all winter in South. Want Acts doing two or more (Dogs-Ponies), Wire, Juggler, Web, Ladder and family acts of any kind, heel and toe Bannerman, Jig Band for Side Show, Side Show Acts, Elephant Man to handle big, gentle elephant, useful Circus People in all departments, somebody to furnish and operate Concessions such as Cotton Candy, Juice and Grab, Popcorn, Novelties. 25% to office.

W. E. (SHOTGUN) PAGE, Fairgrounds, Athens, Alabama.

Strikes Hurt Mills in Pa.,

VANDERGRIFT, Pa. — Mills Show will be called Henson Bros. Circus drew 61 paid admis-Bros. and will have a 70x140 big sions at the matinee and 158 paid top, 40x80 Side Show top, five at the night performance here trucks and an elephant. The bull Wednesday (9) in hot weather and was bought recently from Charles under fire department auspices. Garvin, of Buck Bend Park, Bowl- Strikes were on at four of the seven major local industries.

> Earlier, at Hagerstown, Md., the show drew a straw house at the matinee and a half-house at night Saturday (5) under Lions auspices. At a Frederick, Md., shopping center (4) the show played to a nearfull afternoon crowd and a straw house at night. Several hundred stayed for the concert and the side show did well.

> WICHITA, Kan. - The Tom Packs Circus drew 28,400 people to the 6,500-seat Lawrence Stadium in six performances September 10-13. At the night-only opener, Thursday (10), 3,500 patrons were recorded. On Friday (11) the afternoon show held 1,500 and the night performance was a full house. Saturday (12) brought crowds of 4,500 and 6,500. The final performance Sunday (13) played to 5,900 customers.

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2 PHONEMEN

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Peoria, III.

-PHONEMEN—2

K. OF C. SPONSOR. REPEAT DEAL.

No collects. No advances. INDIANAPOLIS Call Metrose 4-4717

CIRCUS TROUPING

By JON FRIDAY

HEN JACK W. BURKE, contracting agent for King Bros.' Circus, was recently a dinner guest of the Union Springs, Ala., Exchange Club, the courses included fried rattlesnake. While Burke has handled snakes for Frank Buck and Clif Wilson and had his own reptile show, this was his first rattlesnake luncheon. . . . Mills Bros.' Circus will be showing Indianapolis this Saturday (26) for the second time this season. The first stand in the capital city of Indiana was on June 13. . . . The Kayarts, who recently closed the Steel Pier in Atlantic City, visited the Nocks, Trevor Bale and Miss Mara at the recent Jersey City Community Fund Circus.

Bill Wilcox recently became ill and Claude Poe, a member of the Carson and Barnes Circus brigade, drove Wilcox to his Hot Springs home. Francis Kitzman has taken over the Carson and Barnes bill car in the absence of Wilcox. . . . The Pete Ivaoffs, Bob Couls Family, Cecil Eddingtons and the Joe Taggets with their calliope have joined the Adams-Seils Circus which has Chicago suburbs inked thru October 2. . . . Ed Widaman visited the Al G. Kelly and Miller Bros. Circus a couple of days and visited with Harry Thomas, among many others.

Fred D. Pfening Jr., recently returned home from a five-week tour of Russia and Europe. Pfening attended the Circus Williams in Berlin and the Robert Bros. Circus in London among a dozen shows.... Fans at the Jersey City circus included Ben Wekar, Mike (3-D) Negro, Frank Mara, Gladys Emerson Cook and Larry Higgins... Visitors to Ringling-Barnum in Oakland, Calif., included John Brott, Tom Rouse and Don Marcks. . . . Russell Harrison, former Kelly-Miller trombone player, visited Cristiani Bros. Circus in Santa Monica, Calif. Harrison is at the Los Angeles V.A. Hospital and would enjoy mail. He reports he is well again.

Roger Towne, Buffalo, N. Y., caught the Beatty-Cole Circus in Rochester, Hornell and Niagara Falls, N. Y., and Williamsport, Pa. He also visited Bert Pettus on the Strates Shows in Buffalo. . . Rayford, the Clown, was a subject of an August 29 Peru (Ind.) Tribune front page feature with photo.

Visitors to Mills Bros. Circus in the Baltimore-Washington area included Dr. and Mrs. William M Mann, Dr. and Mrs. Joseph Watson, the Jimmy Keegans, Mike Larkin, Katherine Gardner, Frank Greene, Frank Felt, Harrison Sayre, Bill Galloway, Mr. and Mrs. Bill Rector, Vin Carey, Ed Gorand Claire and Tony Conway. . . . Bonnie Bonto visited Deer Forest, Coloma, Mich., and Happy Harrison, Hartford, Mich., while recently playing the House of David Park, Benton Harbor, Mich., with her

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For Mill Bros. Circus dates. Pay daily.
Need men for Columbus, Cincinnati and
Dayton.

MEARL N. JOHNSON Columbus, AMherst 8-9882, Ohio JERRY BOWES, Cincinnati, Ohio, phone SYcamore 1-2485

From Ringling Bros. and Barnum & Bailey Circus, clown Chuck Burnes writes George and Janis Michael and Reggie and Bonnie Armour bought new trailers from Joe Sharpe in Omaha. . . . Show secretary Joe Hodgini bought a new car. . . . Duane Thorpe and Chuck Burnes caught some fairs, Aut Swenson's Thrillcade, the Wisconsin Dells and the Circus World Museum at Baraboo, Wis., where they made a 20-minute radio interview. . . . Dinah and Florrie Stephenson, the Ibarra Brothers and Ken Mayo were interviewed on TV in Milwaukee. . . . Manfred Fritch is now working in one such, Frank Partello, Bert Sheldon of the flying acts. . . . A triple birthday party was held for Ray Humphreys, Billy Ward and Frankie Doyle. . . . Clown Robert Keck has rejoined after a brief

> Dick Barstow visited William Woodruff in Muscatine (Ia.) General Hospital on August 25, where the latter was taken after suffering severe burns in a Crisitani truck accident. Woodruff has had surgery four times since then and may not be able to move before Christmas. He sends gratitude for the help received, and would like to hear from friends.

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19. selling Reg. and Grade Quarter
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Wed., Oct. 21, selling Wild and Freak
Animals, Show Equipment, etc. All sales
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THE FINAL CURTAIN

BIBRING-Sam,

65, former outdoor showman with O. C. Buck Shows, September 8 in New York following a heart attack. He was known as Uncle to most in the trade and has been a member of the National Showmen's Association since 1944. He left a sister, one brother and a number of nieces and nephews. Attending the funeral were Ethel Weinberg, NSA executive secretary; Louis D. King, chaplain, and Ike Weinberg, chairman of the club's cemetery committee.

CLAYTON-Mrs. Dolores,

wife of C. L. (Tex) Clayton, 24hour man with the Al G. Kelly and Miller Bros. Circus, August 30 in an auto and train accident at Greenville, S. C. Burial was at Greenwood, S. C.

FAULKNER-Harry H.,

69, August 12 in Atlanta, it has just been learned. Formerly in vaudeville, he was for years office manager of United Booking Association, Detroit, which specialized in outdoor shows. He was later with Amusement Booking Service, Detroit, retiring several years ago. Survived by his widow, Lucille. Interment in Spring Hill Cemetery, Atlanta.

FELTON—King,

73, for 50 years a magician, September 6 in Topeka, Kan., hospital. He left the road in 1943 to enter the trailer sales business in Kansas City, Mo., later operating a trailer court and sales agency in Topeka. He and his wife, Hazel, were divorced in 1956, each taking ownership of one of the businesses. Burial September 8 in Topeka.

GOULD-Robert,

59, concessionaire at the old Luna Park, Cleveland, September 8 of a heart attack. He was a member of the Michigan Showmen's Association. vived by his widow, Grace A., and son. Interment in the MSA Plot, Forest Lawn Cemetery, Detroit.

FINLEY JACKSON GRAVES passed away

September 12, 1948.

years have passed but hasn't softened the loneliness in our hearts for you.

Your Sisters and Brother, Helen James Evelyn Archer Mertyle Carroll John R. Graves

IN MEMORY

of. TOM HASSON

Sept. 19, 1955 You Will Never Be Forgotten

BOB HASSON & FAMILY

HOBSON-Sarah Nelson,

79, formerly of the Flying Nelsons, September 11 at her home in Mount Clemens, Mich., of a heart attack. She was the widow of Arthur Nelson Hobson. Before their retirement in 1937 they worked for 40 years in circuses with six daughters and a son. Survivors are a son, Paul Nelson, and four daughters, Mrs. Rosina Brown, Mrs. Hilda Burkhart, Mrs. Theol Marlowe and Mrs. Estrella Terrell. Burial in Clinton Grove Cemetery, Mount Clemens.

HUSTON—Edwin (Pick),

former actor in stock and rep shows, recently in Denver following a heart attack. At one time he was with Hila Morgan, Brunk's Comedians, Edward and the Larry Nolan Players. For the past 17 years he has been in the music machine business. His wife, Mae, also a former actress, and a sister, survive.

KERR-Pat W.,

81, retired manager of the Tennessee Valley A. and I. Fair, Knoxville, September 10 in Petersburg, Va., following a long illness. (Details in Show News).

LANG-Mrs. Helen.

73, owner of Northern Exposi- grounds for the week. tion Shows in the 1920's, August 3 in St. Joseph Hospital, at Edson, Wis., and in 1914 married Frank Lang, who pretwo brothers, Frank and Jacob, fair. and a nephew and niece, Mr. and Mrs. Walter Sonday, of the Gold Bond Shows.

LEE—Raymond C.,

75, operator of Lee's Riding Devices in North Carolina for 50 years, September 5 in Hendersonville, N. C. Survived by his widow, Ada, and a brother, Elmer C., Savary Island, B. C. Burial in Oakdale Cemetery.

MANEGRE—Lucien,

45, a director of Battleford Agricultural Society, recently in North Battleford, Sask. Survived by his widow and four children.

McLEAN—Earl,

brother-in-law of Prof. W. H. Agnew, petrified man exhibtor, September 12 at his home in Flint, Mich. Burial in Royal Oak, Mich.

MILLER-Carl M.,

63, a ride operator for 40 years and an employee at Rice's Kiddieland, Kansas City, Mo., at the time of death, September 6. Burial September 10 in Mount Calvary Cemetery, Kansas City, Kan.

NELSON—Mrs. Sarah,

member of the Famous Nelson Family, at Mount Clemens, Mich., Friday (September 11) of a heart ailment. She is survived by four daughters and a son. (Details elsewhere in this issue.)

O'NEILL-Louis F.,

67, variety performer all his adult life, passed away September 9 in Veterans Hospital, Coral Gables, Fla., after a long illness. Until retiring eight years ago he appeared in the act, Lou and Gert, comedy acrobatic and singing. In 1913 at the Palace Theater they were in opening spot, with a barrel act. In addition to his wife, he is survived by a sister and a brother. He was a native of Fall River, Mass. Burial was in West Hollywood,

MARRIAGES

FERN-SCHERRY—

Thomas Fern, concession manager at the Gaiety Theater, Norfolk, and Mildred Scherry, exotic dancer of Philadelphia, September 1 in Norfolk.

PITTS-KAROLY-

Earl Pitts, 24-hour man with King Bros. Circus, and Evy Karoly, performer with the same circus, August 26 at Orange, Va.

Cold & Rain Slow Pace At Brockton

BROCKTON, Mass. — Brockton Fair was holding its own thru midweek, altho slowed up Tuesday (15) when rainfall cut into kids' day attendance. Some attractions are used, such as the Howdy Doody gang on opening day Sunday (13) and "Big Brother" Bob Emery on Tuesday, but the grandstand stage has been torn down. It turned bitter cold Wednesday and Thursday.

Pari-mutuel racing is the main fare for the race track, with some 300 horses being stabled on the

Opening day's turnout was strong, altho not as large as last Chippewa Falls, Wis. She was year's when the gates had to be born Helen Sonnentag in 1886 closed and infield parking overflowed. Two Army helicopters presented a mock attack in front of ceded her in death 20 years ago. the grandstand, one of them a large For the past 11 years she had troop-carrying model. Monday drew lived in Boyd, Wis. Survived by an estimated 30,000 persons to the firms. Authorized capital stock is

> Gate system this year features a gimmick borrowed from other pari-mutuel tracks. Silver dollar tokens are used in turnstiles. All under age 12 enter free.

tended Thursday afternoon, receiv- gala Labor Day skating party and ing a check from the Cardinal dance. The affair, sponsored by women have a good tent on the skaters from Philadelphia and the midway and station a ticket-taker South Jersey resort area. Prizes at each ride on the World of Mirth were awarded outstanding skaters. Shows. Proceeds aid handicapped . . . Chez Vous Skating Rink, Upchildren's expenses in trips to the per Darby, Pa., reopened Tuesday Lourdes Shrine in France.

Purcell Named Director of Atlanta Oval

ATLANTA-Pat Purcell, executive manager of the National Association of Stock Car Racing, and a veteran outdoor showman, has been named racing director of the new race track here.

The oval, which cost \$1 million. has a high banked, asphalt surface rentals included. On Monday and is a mile and one-half around. It will kick off its first event, a 300mile NASCAR stock car championship race, on November 22.

Purcell, former Outdoor Editor of The Billboard, will also continue in his executive post with NASCAR in addition to his duties here. Don O'Reilly, veteran race publicist, will handle publicity at the new track.

King Drawing

ROCKINGHAM, N. C.—King Bros. Circus pulled a half-house at the afternoon show and a nearfull top at night here Monday (14) under Rotary auspices. The show drew a half-house at the matinee and a three-quarters house at the night show in Lincolnton, N. C., (12) in good weather. Show had sponsorship of the fire department.

BIRTHS

ALEXANDER—

A son, Peter Mathew Alexander. to Lee and Elizabeth Alexander, September 4 in Onendaga (N.Y.) Memorial Hospital. Mother is the daughter of James E. Strates and the father is on the staff of the James E. Strates Shows, Eastern railroad show.

ROLLER RUMBLINGS

By AL SCHNEIDER

LOWER court decision by which a skater was denied \$50,000 in damages for injuries allegedly suffered at a Vanderburgh County, Indiana, skating rink was affirmed August 4 by the Indiana State Appellate Court at Indianapolis.

Peggy Jane Flowers was the plaintiff in the suit brought against the Vanderburgh County commissioners and park department. She claimed that she was hurt in a fall at the Burdette Park Rink July 8, 1954. She slipped, according to her brief, on broken glass scattered on the rink by vandals.

The suit reached the State Tribunal after Warwick Circuit Judge Addison M. Beaver ruled against Miss Flowers and for the county commissioners and park department, who operate the rink.

Mass., has added a "Gigantic Record Hop," featuring recording artist Don Blair, plus recording bands, to its Thursday night schedule. There is a 90-cent admission charge for the 8 to 11:30 p.m. program. The Rollaway is the first rink in this region (between Springfield, Mass., and Hartford, Conn.) to conduct weekly record hops.

Skate Supply, Inc., High Point, N. C., has been granted a charter by Secretary of State Thad Eure to carry on the business of operating skating rinks and rink supply \$100,000. Principals are John Haworth, William Kuhn and John C. Riggs, all of High Point.

Leo Berkoff, owner, and Johnny Hodges, manager, of Coliseum Skating Rink, Atlantic City, cli-Richard Cardinal Cushing at- maxed the summer season with a Cushing Charities Committee. The the Beachcombers Club, attracted (8) with exhibition by champion skaters as the attraction. Sessions are scheduled for Tuesdays, Thursdays, Fridays and Sundays, with the rink being used for dancing on Wednesday and Saturday evenings. The opening for junior members was scheduled for Saturday afternoon (12). Junior sessions will be held every Saturday and Sunday afternoon.

> In addition to regular daily, afternoon and evening sessions, the rink is advertising a family plan for Tuesdays, Wednesdays and Thursdays in which under this an entire family is admitted for \$2.50, nights young couples are admitted for 75 cents, rentals excluded. Patrons over 21 are admitted on Friday and Saturday nights (11 p.m.-1 a.m.) for \$1, rentals included. Bowlerskate also offers free daytime instruction and free daytime baby sitting thruout the week, except Mondays.

The South Cobb Roller Rink, Mäbleton, Ga., owned and operated by Albert and Carl Couey,

Registration

Continued from page 74

Louis; Dr. Louis H. Firestone, Mrs. J. J Petterman, Euclid Beach Park, Cleveland, O.; Mr. and Mrs. Jack V. Eyerly, Eyerly Aircraft Co., Salem, Ore.; Mr. and Mrs. Nathan Faber, Nathan Faber & Company Inc., Rocksway Beach, N. Y. Mr. and Mrs. Alfred McKee, Fairyland Park, Inc., Elmhurst, N. Y.; Mr. and Mrs. Jack Singhiser, Mr. and Mrs. A. J. Doerr, Mrs. Louis Rassieur, Fontaine Perry Enterprises, Inc. Louisville; Mr. and Mrs. John O'Brien, Fun Fair Kiddie Park, Skokie, Ill.; Jim McHugh Funspot Magazine, New York; George Hamid, GAC-Hamid, Inc., New

Abe Baker, Glen Echo Park, Glen Echo, Md.; Mr. and Mrs. David W. Price, James P. Price, Gwynn Oak Amusement Park, Inc., Baltimore; Mr. and Mrs. Anthony Guiliano, Guiliano Holding Corp., New Hayen, Conn.; Robert R. Hammer, Louisville; Richard B. McFadden, Lyndon Wilson, Watson Bray, George Moses, Allan Herschell Company, North Tonawanda, N. Y.; Allan Hawes, Allan Hawes Amusement Company, El Segundo, Calif; John D. Hickey, W. A. Albury, Hickey & Albury, Inc., Baltimore; Mr. and Mrs. Paul Huedepohl, Chicago; Mr. and Mrs. Morgan Hughes, Hot Rods, Inc. New York; Mr. and Mrs. Henry S. Witte, Hunt's Theaters, Inc., Wildwood, N. J.; Mr. and Mrs. J Collins, Charles Collins, Jay Collins, Lincoln Park, North Dartmouth, Mass.; Mr. and Mrs. R. Tomasso, Providence, R. I., and Herb Dotten The Billboard, Chicago.

Riverside Rollaway, Agawam, held its formal opening September 5. It is one of the most modern rinks in the entire South. Entrance and front of the building are of glass and tile. A "drive-in skate-in" entrance with canopy protects patrons and there is a large parking lot. . . . South Carolina Secretary of State Frank Thornton has issued a certificate of incorporation to Cornelison's Skateland, New Ellenton, to operate a rink. Authorized capital stock is \$1,000. Jack Cornelison is president.



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Gideon, Mo.; Lilbourn 28-Oct. 3. Alamo: *Mrs. H. T. Reynolds; (Fair) McKinney, Tex.; (Fair) DeRidder, La., 29-Oct. 3.

All American: (Fair) Gratz, Pa.; (Fair) Martinsville, Va., 28-Oct.

American Funland: *Patty Mc-Carthy; Spur, Tex.

Amusements of America: *Pop Akers; (Fair) Trenton, N. J., 21-28.

Badger State: *A. Vomberg; Montgomery, Minn., 25-27.

Beam's Attractions: "E. S. Beam; (Fair) Gratz, Pa.

Bee's Old Reliable: *E. B. Van Hooser; Attalla, Ala.; Milledgeville, Ga., 28-Oct. 3.

Big State: *Joseph Sima; (Fair) New Braunfels, Tex.; Alice 29-Oct. 4. Blue Grass: *J. V. Richards; (Fair) Corinth, Miss.; (Fair) Huntsville, Ala., 28-Oct. 3.

Blue Valley: *H. L. Cornell; Columbus, O.; Tariton 28-Oct. 3.

Buck, O. C.: *Roy F. Peugh; (Fair) Rocky Mount, N. C.; Sanford 28-Oct. 3.

Burkhart: *Eddie Haun; (Fair) Bastrop, La.; (Fair) Winnfield 29-Oct. 3.

Byers Bros.: *James L. Reed; (Fair) Natchitoches, La.; (Fair) Leesville 28-Oct. 3.

Capell Bros.: *H. E. Michaelson; Douglas, Ariz.

Capital City: *C. C. Miller; (Fair) Dudley, D. S.: *Ernest Wade; Piedmont, Ala. (Fair) Manchester, Ga., 28-Oct. 3.

Cetlin & Wilson: *Tony Lewis; (Fair) Richmond, Va., 24-Oct. 3. Cherokee Am. Co.: *J. W. Mahaffey; Shawnee, Okla., 21-24.

Collins, Wm. T.: *Florence Hanson; (Fair) Muskogee, Okla. Coney Island: Jena, La.

Conklin: *George Sellmer; Lindsay, Ont.; Kingston 29-Oct. 3.

Crafts Expo.: *Vincent B. Kuropatawa; (Fair) Watsonville, Calif., 24-27.

Crafts 20 Big: *Frances Ferris; (Fair) Maderia, Calif., 23-27.

Cumberland Valley No. 1: *Mrs. Lavoy Winton; (Fair) Manchester, Tenn.; (Fair) Dalfon, Ga., 28-Oct. 3.

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Deluxe No. 1: (Fair) Durham, Conn., 25-27; (Fair) Ellington 29-30.

Dixie Am. Co.: *Clifford Davis: (Fair) Ozark, Ark.; Coweta, Okla., Oct. 1-3.

Drago No. 1: "John Kiely; (shopping center) Kokomo, Ind., 21-Oct. 3.

Drew, James H.: *Mrs. Eula Drew; (Fair) Carrollton, Ga.; (Fair) Covington 28-Oct. 3.

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Dyers Greater: *Dale Stempson; (Fair) Star City, Ark.; (Fair) Grenda, Miss., 28-Oct. 4.

Farmington, Me.

Endy, David B.: (Fair) Oxford, 28-Oct. 3.

Evans United: Concordia, Mo. Fair Time: (Fair) Pomona, Calif., 21-Oct. 4.

Foley & Burk Comb.: *J. P. Harvey: (Fair) Tulare, Calif. Franklin, Don: *Jay Barton; Wharton, Tex.; Refugio 30-Oct. 3.

Miscellaneous

Bisbee's Comedians: Dyersburg, Tenn., 21-23; Dyer 24-26.

Clark, Dick, Caravan: Toronto, Ont., 21; Rochester, N. Y., 22; White Plains 23; Hershey, Pa., 24; Pittsburgh 25; Norfolk, Va., 26; Richmond 27; Raleigh, N. C., 28; Greenville, S. C., 29.

Damon, Dwight: North Beverly, Mass., 23; Peabody 24; Lynn 25; Needham 26.

Matchstick Cities: Hutchinson, Kan., 21-24; Oklahoma City, Okla., 26-Oct. 3.

O'Day's, Marie, Palace Car: Crockett, Tex., 21-26; Rosenburg 29-Oct. 3.

Sun Players: Maryville, Mo., 21-Oct. 24.

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Funland: (Fair) Webb City, Mo., Gladstone Expo.: *Mrs. Ruth 23-26.

Gala Expo.: *Carolyn Miller; Prescott, Ariz. Garner, Joe: (Fair) Chesterfield,

Va., 23-26. Gentsch, J. A.: *George Butler; Gooding Am. Co., No. 1: *Joseph

Waynesboro, Miss. Eastern Am. Co.: *Robert Tuttle; Georgie Am. Co.: *Horace Williams; (Fair) Lexington, Ga.;

(Fair) McDonough 28-Oct. 3. N. C.; (Fair) Roanoke Rapids Geren, Bill: *Elmer Benefield; (Fair) Versailles, Ind., 24-26; Aurora Oct. 1-3.

> Glades Am. Co.: (Fair) Matthews, Va.; (Fair) Lancaster 28-Oct. 3.

Circus Routes

Adams-Seils Bros.: *Dot Burdett; Wheeling, Ill., 21; Maywood 22; Belmont 23; Geneva 24.

Clyde Beatty-Cole Bros.: *Ray Aguilar; Opelika, Ala., 21; Montgomery 22; Selma 23; Meridian, Miss., 24; Kosciusko 25; Greenwood 26.

Cristiani Bros.: *William McCabe; El Centro, Calif., 21; Calexico 22; Yuma, Ariz., 23; Phoenix 24-26.

Gray, Gil: "Jack Landrus; Abilene, Tex., 24-26.

Hagen Bros.: "Al Dean; Cookeville, Tenn., 21; Harriman 22; Leonoir City 23; Oak Ridge 24; Jefferson City 25; Maryville 26; Sweetwater 28; Chattanooga 29; Lafayette, Ga., 30; Rockmart Oct. 1; Cartersville 2; Jasper 3.

Kelly-Miller: *Jack Smith; Columbia, Mo., 21; Boonville 22; Marshall 23; Lexington 24; Warrensburg 25; Clinton 26; Eldon 27; Jefferson City 28; Harrisonville 29; Eldorado Springs 30; Lamar Oct. 1; Carthage 2: Monett 3. King Bros.: *Eva Hinckly; Chester,

S. C., 21; Clinton 22; Seneca 23; Commerce, Ga., 24; Cornelia 25; Gainesville 26; Anniston, Ala., 28.

Mills Bros.: *Harry Baker: Huntington, W. Va., 21; Piketon, O., 22; Wilmington 23; Lebanon 24; Connersville, Ind., 25; Indianapolis 26; Bloomington 28; Vincennes 29; Evansville 30; Loogootee Oct. 1: Bedford 2: Salem 3.

Polack Bros.: Twentynine Palms, Calif., 23; Camp Pendleton 26-27.

Ringling Bros. and Barnum & Bailey: San Diego, Calif., 23-27; Long Beach 29-30; Los Angeles Oct. 1-11.

Strong, Big John A.: *Verna Strong: (fair) Watsonville, Calif., 24-27; Bakersfield 28-Oct. 4; Fresno 8-18.

Poole; (Fair) Paragould, Ark.; (Fair) Cleveland, Miss., 28-Oct.

Gold Medal: *C. C. Leasure; (Fair) Sandersville, Ga.

Gaskell; Jackson, O. Gooding Am. Co., No. 2: *R. M.

Taylor; (Fair) Ottawa, O. Gooding's Million Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Nashville, Tenn.

Gooding Am. Co., No. 4: *Leo J. Ebert; Kingwood, W. Va. Gooding Am. Co., No. 5: *Pauline

Clark (Fair) Centreville, Mich. Gooding Am. Co., No. 6: *Mrs. W. C. Leisure; (Fair) Auburn,

Gooding Am. Co., No. 7: Cincin-

nati, O. Gooding Am. Co., No. 8: Lima, O.

Gooding Am. Co., No. 9: (Fair) Delaware, O. Gooding Am. Co., No. 10: (Fair)

Pikeville, Ky. Gooding Am. Co., No. 11: (Fair) Gahanna, O.

Greater Dixieland: Dolly Henson: (Fair) Jonesboro, La.; (Fair) Marksville 20-Oct. 4.

Green Tree: *John M. Huls; (Fair) Beattyville, Ky.; (Fair) Salyersville 28-Oct. 3.

Hale's Shows of Tomorrow: *H. T. Hale; Carroll, Ia.

Hames, Bill: Amarillo, Tex.; (Fair) Lubbock 28-Oct. 3.

Hammond, Bob: *Mrs. Keith Chapman; (Fair) Crockett, Tex.; (Fair) Rosenberg 28-Oct. 3. Heart of America: *Jack Wilson;

(Fair) Chelsea, Okla., 21-22; (Fair) Bristow 23-26.

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Heth: *Mrs. Al Kunz; (Fair) Rome, Ga.; (Fair) Tuscaloosa, Ala., 28-Oct. 3.

Hoard & Mullis: (Fair) Sparta, Ga.; (Fair) Dublin 28-Oct. 3.

Holiday Am. Co.: *Mrs. K. Mc-Comak; (Fair) Bentonville, Ark.; (Fair) Girard, Kan., 30-Oct. 3. Holly Bros.: *Don Butler; (Fairs)

Convers, Ga.; (Fair) McRae 28-Oct. 3. Hottle, Buff, No. 1: *Fannie Bai-

ley; Warren, Ark.; Donaldsonville, La., 20-Oct. 4. Hottle, Buff, No. 2: Kennett, Mo.;

Oberlin, La., 28-Oct. 4. Hunt Am. Co., No. 1: (Fair) Centerville, Ala.; Yazoo City, Miss., 28-Oct. 3.

Hunt Am. Co., No. 2: (Fair) Newton, Miss.; Yazoo City, Miss., 28-Oct. 3.

Johnny's United: *Ray Jackson; (Fair) Tallassee, Ala.; (Fair) Decatur 28-Oct. 3.

Kile, Floyd O.: (Fair) Clarks, La. King Am.: Roseville, Mich., 29-Oct. 11.

L. & L.: (Fair) Jackson, Tenn.; (Fair) Trenton 28-Oct. 3. Lake Shore Ams.: Minster, O. Lee Am. Co.: (Fair) Roanoke, Ala.;

(Fair) Atmore 28-Oct. 3. Luehrs' Ideal Rides: *Bill Luehrs;

Toledo, Ill. Manning, Ross: *Nelson Wilkins; Lenoir, N. C.; Camden, S. C.,

28-Oct. 3. Marks: *Arnold Maley; (Fair) Albemarle, N. C.; (Fair) Fayetteville 28-Oct. 3.

Merriam's Midway: *Dale Merriam; (Fair) Cozad, Neb., 23-25; Curtis 26-27; (Fair) Gothenburg 29-Oct. 1; Hershey 2-4.

Midway of Mirth: *Frank Lavall; (Fair) McCrory, Ark.; (Fair) Hampton 28-Oct. 3. Mighty Interstate: (Fair) Bolivar,

Tenn.; (Fair) Childersburg, Ala., 28-Oct. 3.

Miller Am. Rides: Hartford City,

Monarch Expo.: *Earl W. Carpenter (Fair) Blytheville, Ark.; (Fair) Pocahontas 28-Oct. 4.

Moore's Modern: "Jack Moore Jr.: Brownfield, Tex.; (Fair) Andrews 28-Oct. 3.

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(Fair) West Point, Miss.

Mound City: (Fair) Palmer, Mo.; Hayti 28-Oct. 3.

Myers, Sonny: *M. F. McHenry; (Fair) Nowata, Okla., 21-23; (Fair) Holden, Mo., 24 -26.

Olson: *Mrs. Ray Kramer; (Fair) Chattanooga, Tenn.; (Fair) Tupelo, Miss., 28-Oct. 3.

Orange Bros.: *D. R. Price: (Fair) Mulberry, Ark., 23-26; (Fair) DeQueen 28-30; (Fair) Nashville Oct. 1-3.

Page Bros.: *W. E. Page; (Fair) Athens, Ala., 21-Oct. 3.

Page Combined: *Blackey Jones; (Fair) Newnan, Ga.; Dothan, Ala., 28-Oct. 3.

Palmetto Expo.: "Milton Mc-Neace: (Fair) Durham, N. C.; (Fair) Pembroke 28-Oct. 3.

Penn Premier: *Richard Gilman; (Fair) High Point, N. C.; (Fair) Mount Airy 28-Oct. 3.

Peppers All States: *Bob Sickles; (Fair) Lucedale, Miss.

Peter Paul Ams.: *Paul Bicio; (Fair) Greenfield, Tenn.; Ripley 28-

Powelson Am. Co., No. 1: *Happy Powelson; Urichsville, O.; (Fair) Logan 30-Oct. 3. Prell's Broadway: *Lillian Sylves-

ter; Gastonia, N. C.; Frederick, Md., 28-Oct. 3. Raines Ams.: *Rosa Raines; (Fair)

Paris, Ark.; (Fair) Danville 28-Oct. 3.

Reed Am. Co.: *Fred E. Ingle; (Fairs) Athens, Ala., 21-Oct. 3. Reid's Golden Star: *Elmer Reid; (Fair) Hartwell, Ga.

Reid, King: *Wm. R. Austin; (Fair) Springfield, Mass., 21-27.

Rock City: *Mrs. Geo. Isenhower; DeWitt, Ark.; Stamps 28-Oct. 4. Rohr's Modern Midway: *Babe Rohr; Marvel, Ark.; Cotton Plant 28-Oct. 3.

Rose City Rides: *Dutch Schrader; Sikeston, Mo., 23-26.

Royal American: *J. A. Pearl; (Fair) Hutchinson, Kan., 21-24; (Fair) Oklahoma City, Okla., 26-

Royal United: *Jackie Swift; Ellsworth, Minn.

Schafer's 20th Century: *Archie Hensley; (Fair) Clarksville, Tex.; (Fair) Fort Smith, Ark., 28-Oct.

Siebrand Bros.: *Don Hanna; Albuquerque, N. M., 25-Oct. 4. Silver State: *Mrs. C. B. Clifton;

Plattsmouth, Neb., 24-26. Smiley's Ams.: *Joe Fasolas: (Fair) Yanceyville, N. C.; Hamlet 28-Oct. 3.

Smith, George Clyde: *F. A. Norton; (Fair) Madison, N. C.; (Fair) Enfield 28-Oct. 3.

Southern States: Pelham, Ga.; Monticello, Fla., 28-Oct. 3.

Southland Am. Co.: *L. H. Hardin; (Fair) Donaldsonville, Ga.

Steele's Ams.: *Martin Thoreson; Valparaiso, Ind., 21; Crown Point, 25-Oct. 3.

Strates, James E., No. 1 *Wayne Kingsley; (Fair) Allentown, Pa., 21-26; (Fair) Shelby, N. C., 29-Oct. 3.

Strates, James E., No. 2: (Fair) Greenville, S. C.

Ice Shows

Holiday on Ice of 1960: (Bradley Field House) Peoria, Ill., 23-27; (Hobart Arena) Troy, O., 29-Oct. 5; (Allen Co. Coliseum) Fort Wayne, Ind., 6-11.

Ice Follies of 1960: (Pan Pacific Aud) Los Angeles, Calif., 21-27; (Coliseum) Denver, Colo., 30-Oct. 4; (Veterans Memorial Aud) Des Moines, Ia., 7-11.

Legitimate Shows

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

My Fair Lady: (Jubilee Aud) Calgary, Alta., 21-26; (Aud) St. Paul, Minn., 29-Oct. 10.

Motor State No. 1: *M. Frederick; Sunset Am. Co.: *H. E. Lange; (Fair) Dexter, Mo.; (Fair) Harrisburg, Ark., 28-Oct. 3.

Tatham's Fun Fair: *Bill Tatham; (Fair) Rushville, Ill., 22-23; (Fair) Assumption 24-26.

Thomas, Art B., No. 1: *Robert F. Platt; Mitchell, S. D.

Thomas, Art B., No. 2: *Fred Baake; Mitchell, S. D. Thomas Joyland: *Samuel Generallo (Fair) Lexington, N. C.;

(Fair) Jacksonville 28-Oct. 3. Tinsley, Johnny T.: *Albert Rivers; (Fair) Toccoa, Ga.; (Fair) Madison 28-Oct. 3.

Uncle Joe's Ams.: (Fair) Clifton, Tex., 23-26; Navasota 30-Oct. 3. Victory Expo.: Iowa Park, Tex.; Hollis, Okla.; (Fair) Iowa Park, Tex., 28-Oct. 3.

Virginia Greater: *H. W. Arnold; Zebulon, N. C.; Wallace 28-Oct.

Wade Greater: *A. Southwell; (Beech-Daly & Michigan) Inkster. Mich.

Wallace Bros.: *Clarence Walters: (Fair) El Dorado, Ark.; (Fair) Pine Bluff 28-Oct. 3.

West Coast, No. 2: *William Snellson; (Fair) Walnut Creek, Calif. Wilson Famous: *Mrs. Ray Wilson; Eureka, Ill., 24-26.

Wolfe Ams.: S. R. Holt; (Fair) Beaufort, N. C.; Bishopville, S. C., 28-Oct. 3.

Wonderland Expo., No. 1: *Mrs. E. J. McDaniel; Hobbs, N. M.

World of Mirth: *Peter Molnar; Greensboro, N. C.

World of Pleasure, No. 1: *Charles T. Carpenter; (Fair) Florence, Ala.; (Fair) Lawrenceburg, Tenn., 28-Oct. 3.

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SAVE MORE MONEY-MAKE MORE MONEY Cabraribe to The Billboard TODAYS

Sarah Nelson, Of Family Act, Dies in Mich.

MOUNT CLEMENS, Mich. -Mrs. Sarah Nelson, of the Famous Nelson Family of acrobats, died here Friday (11). She had been in failing health. Funeral services were held at Mount Clemens.

The Famous Nelson Family was one of the best known acts in circus business. Mrs. Nelson together with her husband, the late Arthur Nelson, and their seven children, per-

DID GEOLOGISTS FIND OLD BET?

SCARBOROUGH, Me. — Geologists digging in a clay pit might have come upon the remains of Old Bet, bought in 1815 by Hachaliah Bailey of Somers, N. Y., in the origin of the circus menagerie in this country. First the tusk and bones unearthed were thought to be that of a mastodon, which roamed New England thousands of years ago. Then the Old Bet story was resurrected, telling how a farmer took a shot at her hereabouts 125 years ago, sending her on a rampage which ended in the elephant bogging down and sinking in a clay pit.

formed with a number of circuses. They were with Ringling Bros. Circus for many years and also trouped with John Robinson Circus and others. At one time the family owned the Mount Clemens Opera House. Altho the family act was discontinued some time ago, various members of the family have continued in circus business.

Survivors include four daughters and one son. They are Estralla, the former Mrs. Zack Terrell; Hilda, now Mrs. Noyelles Burkhart; Theol now Mrs. Ray Marlowe; Rosina Nelson Brown, and Paul Nelson.

- MERRY-GO-ROUNDS -

1959 Jumping Carousels in 3 standard sizes-kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

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BIG ELI Fourth of July Contests (Contest No. 1 for BIG ELI Wheels) Rank Owner or Operator Wheel Receipts Robert Choate \$1000.75 Wm. L. Zabel 883.25 A. E. Forcier 3rd 830.50 Browning Bros. 735.50 John Portement Jr. 648.50 634.25 Jos. L. Bedard Average Receipts Per Wheel \$ 788.78 The No. 5 BIG ELI has long been the leading profit earner. Plan now for a modern BIG ELI Wheel. Request full information and Price List A-73 on BIG ELI Wheels TODAY. Full Contest reports in July-August BIG ELI NEWS, ready for mailing now. Ask for your free copy.

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Illustrated Circulars Free W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888



PUMP HANDCAR RIDE PROVEN ITS FIELD HISO OTTAWAY STEAM TOAINS

CARNIVAL CONFAB

ETROIT Doings: Both Wade units united for the Michigan State Fair plus Wade Greater Shows owned by Mr. and Mrs. Patrick Manley with the latter on its own location. The 1865 Train, Stage Coach and ponies were also in their own location. Independent rides included Gordon Irwin's Fly-o-Plane; Joe Garvin, Octopus; Milo Rupp, Dipsy Doodle; Victor Ferguson, Dodgem; Edwin Ingalls, Scrambler, Twister and Flying Coaster; Jerry Reid, Paratrooper; W. O. King, Looper, Caterpillar, Whirlaround and Spinaroo; Duane Steck, Turnpike, Bubble Bounce and Hurricane; R. Don Dowis, Sky Wheels and Giant Coaster; Gradon Dowis, Wild Mouse; Jerry Rupp, Octopus; J. Verdi, Pony Ride; George Brown, Stagecoach; Maxine Basso, Pony Ride. Independent shows were: David Blum, Pete and Punk (Giant 515. Oxen), and Five-Legged Steer; Edwin Ingalls, Funhouse; W. O. King, Glass House: Arnold Raybuck, Two-Headed Calf: Archie McAskill, Illusion Show; Harry Swank, Hilton Twins Revue; H. Hilligass, Reptile, Pygmy Horses, and Glass House; Joe Sciortino, Scandolls and Cardiff Giant; Hubert Bennett, Little Man and Alligator; Victor Ferguson, Devil's Taxi; Milo Anthony, Pinhead, Reptile and Animal Shows; Eddie Marks, Freak Animal; John Mapus, Arcade; A. Lindy, Miniature Circus.

Visitors on the midway included: Frank Kingman, secretary, International Association of Fairs and Expositions; James M. Hare, secretary of State, former State Fair manager, and Mrs. Hare; Governor G. Mennen Williams; Clif and Frieda Wilson, Southern midway producers; Billie Farnum, Deputy Secretary of State and former State Fair Board member; Hubert Bennett, Cookeville, Tenn., show operator; Mr. and Mrs. Justin Brown, Battle Creek show promoters; Earl Ingalls, Coldwater, ride operator; Mrs. Don Dowis, Sterling, Colo.; Harry Beach, Pavilion Amusement Park, Myrtle Beach, S. C.; Harold E. Gorry, manager, and Ray Scheetz, passenger agent, Bob-Lo Amusement Park, with seven of their staff; Dick McFadden, Allan Herschell Company, and Bob Reid, Happyland Shows.

Paul Sprague, concession manager on Happyland Shows, is in Harper Hospital, Detroit, receiving treatment for a liver ailment. He has received a number of transfusions from the blood bank of the Michigan Showmen's Association. . . Joe Casper, talker on Joe Sciortino's Scandolls Revue, was the subject of a feature piece in the Sunday (13) Detroit Free Press. The article, penned by staffer Don Gervose, described his bally platform technique and his life on the road. . . . Our mistake—Earl Walsh, who operates two matchstick cities on the road, will have played a total of 36 fairs in 14 States before he winds up this season. And a total of 41,000 saw his display at the Peoria, Ill., fair. . . . George Gallo, billposter for the Art B. Thomas Shows, reports that the fair managers around the Canadian B circuit really co-operated this season. Some made 12 and 16-sheet boards and one sent a crew on a 100-mile trip to erect a 16-sheet board for the carnival's paper.

Jim and June Taylor, Jones show wig toured the midway. . . . Visialumni, had a new popcorn trailer tors were frequent at Topeka. Alat Topeka. E. S. (Ted) Webb, vet- len Meadows, jet pilot stationed at eran custard op, who makes To- Kansas City, his wife, Jean, and peka his home, had several loca- their family spent a day visiting tions on the fairgrounds. . . . Wil- Guy Gardner. . . . Harvey William (Bill) Hunt has the Roy liams, operator of a freak bull show Rogers programs and reports a big on the Collins' midway, stopped season. . . . Shellie (Mom) Whit- off. . . . J. Raymond Morris, longman, rejoined after a short Florida time billposter, stayed off the road vacation and is at Bill Hasson's this year and worked for an outcustard joint. . . . Speedy Marcus, door ad firm in Miami. . . . Tony merchandise salesman, visited at St. (Suits) Paradise, talker on the Clax-Paul and many of the folks, both ton show, has a friend in the dry back and front enders, are sporting cleaning business in Topeka and new white-on-white shirts and other kept him busy by sending much fancy wardrobe. . . . Mrs. Ida Jacobson was released from the hospital and flew to Miami to pick up her two youngsters. . . . With Wally Cobb still in Bethesda Hospital, St. Paul, Ray Milton is operating the first section of the train and Bob (Water Wagon) Garner the second section. . . Frank Leggett and Tom Sharkey were at Topeka with Jack Duffield's concessions, and cut up a lot of jackpots with RAS daughter, Trudy, left for Tampa. . . . Ernie Wenzik left to have his back examined at Mayo Clinic. . . Vera Pollet, who has the press box, won the watremelon eating contest at Topeka.

sent his twin sons, Ronny and Donboth passed with flying colors. . . . he had stored at Topeka. His fam-

Pearls from Royal American: ily and that of William (Bill) Ludof his wardrobe over to be cleaned.

WEST COAST NOTES. The two units of West Coast Shows were combined at the Santa Clara County Fair in San Jose, Calif. . . . Arthur Unger of California Concession Supply Company in San Francisco visited Tuesday night (15). . . . Eloise Sylvester reported recovering from injuries received in an automobile crash in Klamath personnel. . . . Mrs. Tony Diaz and Falls, Ore. . . . Sam Dolman observed a birthday on Monday (14) and his co-worker, Earl Richards, on Tuesday (15). . . . Hunter and Margaret Farmer will return to Los Angeles after the show closes October 4 to start work on their El Monte Christmas store. . . . Earl More Pearls: Wesley Gaylon Leonard reported functions for Show Folks of America in San ny to Mayos for a physical and Francisco were adding to the club's treasury. . . . Frank Redmond sad-Lester B. Demay, currently study- dened by the death of his sister, ing watch repairing, is keeping all Eva Grundy, in Seattle. . . . Mary the timepieces ticking. . . . John Ragan Kanthe hit a gravel on-Jackson picked up his trailer which slaught while driving from Salem (Continued on page 84)

FLASHBACKS: 20 Years Ago-Sally Rand headed up the entertainment at a Showmen's Day party at the San Francisco World's Fair. Mel Smith emseed and introduced Harry Hargrave, Frank Braden, J. Ed Brown, S. L. Cronin and Orville Crafts. . . . Visitors to Peazy Hoffman's cookhouse at the Michigan State Fair in Detroit included J. C. McCafferty, Gean Berni, Ned Torti, Harry Ross, Rubin Gruberg, John F. Courtney, Joe Streibich, Denny Pugh, Whitey Weiss and R. O. Woody. . . . Billy Overfield had a sprial tower act on Dodson's World's Fair Shows.

Conklins Gross \$752,569 At Canadian National Ex

the Canadian National racked up a total gross of \$752,569 on ride \$17,514.60. and shows, J. W. (Patty) Conklin, announced last week. This was \$45,054 ahead of last year's \$707,-

Conklin pointed out that they were up over '58 on 11 of the 16 days but the heat cut into turnouts

during the day.

The Roller Coaster again topped the entire zone with a take of \$75,046.65. Top back-end unit was the Chick Schloss girl revue which took in \$27,267.50, followed by Lou Dufour's Side Show with \$26,666.60 and Glen Porter's monkeys which took in \$21,658.60. The new Swiss Allotria, a Funhouse, took in \$38,740.70.

The Conklin Kiddieland almost made the \$100,000 mark this year, taking in a total of \$99,005.90 with 23 devices. The Wild Mouse ride racked up \$48,028.05; twin Ferris Wheels, \$25,315.85; Himalaya, a new ride from France, \$19,441.30, but was hurt by mechanical difficulties; Dark Ride, \$21,568.60; Auto Skooter, \$35,632;

RAS RAISES \$600 FOR NEW TORONTO CLUB

TORONTO - Honors for the first fund-raising efforts on behalf of the new Toronto Chapter of the last week.

Sedlmayr Jr., and O. J. (Whitey) merge again for fairs. Weiss. The money was raised on the Western Canadian tour.

weather and other deterring factors, Lily, \$8,102.25; Flying Coaster, \$20,199. the Conklin-operated fun zone at \$18,540.75; Caterpillar, \$14,634.85

LONDON, Ont.-Despite hot Magic Carpet. \$17,546.40; Silly the Geisler Express took in

Altho cold weather hit the West-Rotor, in its eighth year, ern Fair here in London, the Conklin fun zone was doing okay. Two Scramblers were in oper- Switching the kids' day from the ation in different locations. The usual Monday to Friday, cut into Conklin-owned ride took in early week business but this was \$19,601.35 while Charles Cooper's expected to pick up over the weekgrossed \$11,520.55. The Hot Rods, end. Friday, however, started out with 12 cars, did \$27,160.35, and with light rain in the morning.

Penn-Premier Nets Ebensburg Return

Pa. Fair a Solid Winner; Serfass **Eyes Unit System for Still Dates**

second consecutive strong week is just a recognition of the handwas building for Penn Premier writing on the wall, that is, that it Shows here, on the heels of the becomes increasingly tough for highly successful Cambria County Fair, Ebensburg, Pa. Ebensburg proved one of the biggest dates, if not the very biggest, Lloyd Serfass had experienced, he reported.

Serfass continued that the 1960 contract was awarded to Penn Premier by Edwin F. Green, president and manager, and other fair directors. It was the show's first

visit there.

Nine weeks of fairs lie ahead, a couple of them very promising, ment competition and fair-minded-Showmen's League of America, go Business has been spotty this sea- ness of the population. to Royal American Shows, J. W. son, encouraging thoughts of Visitors in Ebensburg included (Patty) Conklin, announced here switching the operational pattern Claire Johnson, Mr. Owens and next spring. The show will prob- Mr. Neary of Huntington, Richard Conklin said a total of \$600 was ably open intact as usual, but will Eichelberger of Bedford, and delturned over to the chapter's welfare split into two or three units as egations from Kutztown, Meyersfund by Carl Sedlmayr Sr., Carl situations present themselves, then dale, Clearfield, and Meadville,

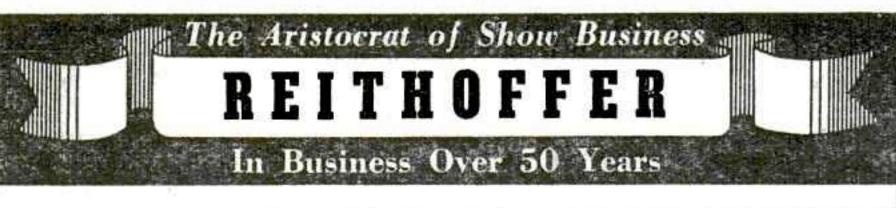
Still Dates Rugged Serfass pointed out that the plan

FREDERICKSBURG, Va. — A to be adopted is nothing new but larger truck shows to cut it during still dates.

The fairgrounds here held 27 rides and 16 shows, many of them joining in Fredericksburg. The midway management was pleased with its appearance. Tobacco markets laying ahead have experienced prices somewhat lower than last year but Serfass was confident that fairgrounds spending would not be affected, due to lack of amuse-

all in Pennsylvania.

Outlook for the show is good. (Continued on page 86)



LAST CALL FOR THE GREAT BLOOMSBURG, PA., FAIR, SEPT. 28 THRU OCT. 3

Rides: Due to disappointment, can use Rock-O-Plane, Roundup and some Kiddie Rides.

Concessions: Want Concessions of all kinds.

Shows: Mechanical City, Motordrome. Preacher Munroe, contact me.

PAT REITHOFFER

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JACKSONVILLE, N. C., FAIR AND MARINE PAY DAY. KINSTON, N. C., AND CHASE CITY, VA., TO FOLLOW

CAN PLACE AT ONCE - SIDE SHOW MANAGER AND TALKER. WORKING ACTS OF ALL KINDS, FIRE EATER. WILLIAM HAWKINS, JOE DRAKE, PATTON, HARRY GALLEGER, PLEASE WIRE. WILL PLACE SIDE SHOW WITH OWN EQUIPMENT FOR BALANCE OF SEASON.

RIDE HELP: Want Ride Help for Wheels, Tilt-A-Whirl, Roll-O-Plane and all Ride Men who drive. CONCESSIONS: Place Game Concessions of all kinds.

CONCESSION HELP: Want Hanky Pank Agents, Alibi Agents, Bingo Help.

SHOWS: Place Shows of all kinds. Place Girl Show Operator.

CONTACT: L. I. THOMAS, Mgr., Lexington, N. C., this week; Jacksonville, N. C., next.

Olson Scores Best Two Days of Year At Louisville Fair

Gross Big Despite Attendance Lag; Displays Big Money-Winning Line-Up

LOUISVILLE — The Olson tucky State Fair.

The fair's gate on both days exceeded 80,000, and with more grossers among the rides. The units in its line-up than last year, Kiddieland accounted for the secthe show turned in whopping ond highest gross, with the Mouse grosses each of the two days.

Preview night, never big, was down slightly from last year, and lies were the pace-makers among opening day's business was off due the shows, closely pressed by Fairto the fair's lower attendance that clothe's Motordrome. day, but the mindway cut deeply

creditable gross.

The Velare Double Space and the Shows registered its two biggest Valure Rotor also supplemented the days of the season here Saturday regular Olson line-up of attractions, and Sunday (12-13), the second and and both rides not only contributed third day of the nine-day Ken- substantially to the gross, but added to the appearance of the show.

The Space Wheels were the top third.

Gene Vaughan's Las Vegas Fol-

The Olson Shows moved in here into such losses over the big week- from the Iowa State Fair, Des Moines. There the show's ride and The Olson organization never show gross was down 17 per cent looked better here. Its lighting from last year, but Paul Olson, the particularly was outstanding. The show's manager and co-owner new Mad Mouse helped to build nevertheless was pleased. The drop the thumping weekend business. at Des Moines was due largely to A Flying Coaster, owned by Rod the fair's lower attendance which Link, also was a first-timer here, was due to a number of factors, and it accounted for a highly among them publicity given a polio scare.

How-Reit Prepares for Danbury's Fair Finale

of the new How-Reit Shows are the now-retired I. T. Shows sufturning up at the Great Danbury fered a fire last winter which de-(Conn.) Fairgrounds in preparation stroyed the main building. for its final fair of the year. Dates are October 3-11, and a National Showmen's Association jamboree is scheduled.

The show is still-dating around New York following the Flemington (N. J.) Fair, where business dipped a few points due to the heat wave. Last week's location was Dekalb and Lewis Avenues in Brooklyn.

Indications are that equipment this winter will be stored with Reithoffer Shows units in Pennsyl-

VOLTAGE LOSS KEEPS DOWIS FROM RECORD

DETROIT - Don Dowis barely missed an all-time record with his Sky Wheels at the Michigan State Fair due to electrical problems. On opening Sunday the big ride ran at capacity for eight hours, but it was noted that the figures were not coming up as they should under these conditions. The number of customers was clocked, and it was first thought the attendants were slowing up loading.

Finally, at 9:30 p.m. the trouble was found-the ride was hooked up with generators, a new set-up here, and a line loss was reducing the voltage from 208 to 200. Result was the loss of just a few seconds-particularly when the booms changed the wheelsadding up to a loss of an estimated 40-50 rides an hour. This was immediately corrected by a change in the electrical hook-up, but the gross for the day was \$4,612 on 9,214 rides -running just under the record of \$4,644.50.

NEW YORK - Advance units vania. Former winter quarters of

Al Howard and Pat Reithoffer, whose names are combined in the show title, will hit the convention circuit intensively this winter, with plans to beef up the fair route to solid proportions in 1960. How-Reit, distinct from the Reithoffer Shows, will have shown four of them this year: Middletown, N. Y., Flemington and Troy Hills, N. J., and Danbury.

Howard reported that Bill Appleton, well known as ride superintendent and custodian of the show, is no longer associated with it.

Hammond Wins At Enid, Okla.

ENID, Okla.—The Bob Hammond Shows enjoyed good business at the Garfield County Fair here, being favored with good weather. Attendance broke all records and midway grosses were almost double that of previous years.

The show, playing the Midwest, has had a good season and many improvements have been made. Show carries 15 rides, seven shows and 40 concessions. Fourteen new concessions were framed this year, including a new midway cookhouse framed by John and Rose Click.

Jim Schneck, veteran general agent and former show owner has five concessions. Schneck, on September 26 will recieve his 50-year pin and Life Membership Card in the Masonic Order, Lodge No. 62, Hot Springs.

Show staff included Bob Hammond, owner; Mrs. Mabel Hammond, secretary-treasurer; Keith Chapman, business manager; Bill Boswell, concessions manager; Peggy Chapman, mail and agent for The Billboard; Eugene Hammond, ride superintendent; James Wilson, electrician.

HUNTSVILLE, ALA., FAIR, Sept. 28-Oct. 3

The Missile City of the World With Plenty of Money and Activity, 2 Big Kid Days. Truly the Money Spot of the South.

CONCESSIONS

Hanky Pank Prize-**Every-Time Games of** all kinds, Derby, High Striker, Age and Scales, Lamp, Bird and Bear Pitches, Short Range, Alibi Stores if you have Hanky Panks to go with same. Want Auction Sales, Custard, Ice Cream-On-Stick, Popcorn, Name-On-Hats, Catering Concessions and Direct Sales of all kinds. Don Pierson, please phone me.

RIDES

Will book 2 factory-built Kiddie Rides for Huntsville only. Can also use Round-Up and Paratrooper or

any novel Rides. Plane.

SHOWS

Room for 1 outstanding money-getting attraction.

HELP

Want Second Men on all Rides, Foremen for Roll-o-Plane.

All address C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS Corinth, Miss., all this week. Phone in office.

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Now Booking Shows & Concessions, \$20.00 per ft.

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DENN PREMIERSHOWS

Segt. 28-Oct. 2; Surry County Fair, Mt. Airy, N. C.; Oct. 4-9, Alamance County Fair, Burlington, N. C., followed by the big Carolina Fair, Winston-Salem, N. C.

CONCESSIONS

CAN PLACE BINGO starting Oct. 18. Must be well flashed. In touch with me. Can place all types of legitimate Concessions, Eating Stands, Hanky Panks, etc.

Can place Monkey Show, Motordrome, MINSTREL SHOW that has complete SHOWS

band and complete show. We have the rest. Can also place Colored Girl Shows for Winston-Salem.

RIDES

Can place Scrambler, Rock-o-Plane, Flyo-Plane, Wild Mouse or any Major Rides not conflicting. No Kiddle Rides needed.

HELP

Can place at once Men for Roll-o-Plane, Wheels, Tilt, Octopus and other general Ride Help. Must drive semi. No men

Can also place any other family-type Shows. Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, High Point, N. C., this week (we have phone in office), followed by

Surry County Fair, Mt. Airy, North Carolina.

SCHAFER 20th CENTURY SHOWS

Want for Arkansas-Oklahoma District Free Fair, Fort Smith, Ark., Sept. 28-Oct. 3; Gregg County Fair, Longview, Tex., Oct. 5-10; Nacogdoches County Fair, Nacogdoches, Tex., Oct. 12-17.

CONCESSIONS

Cookhouse, Frozen Custard, Ice Cream, Age and Weight, Novelties, Glass Pitch, Basket Ball, Photos, Hoop-La, String. Hanky Panks and Straight Sales, come on.

SHOWS

Arcade, Monkey Circus, Illusion, Mechanical. Especially want to book first-class Glass House or Fun House.

Contact W. A. SCHAFER, Mgr., Clarksville, Texas, this week

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82

WANT FOR

Petersburg, Va., Fair | Florence, S. C., White Fair Oct. 12-17 Oct. 5-10

RIDES: Want Paratrooper, Round-Up, Helicopter, Rock-o-Plane, Whip, Ridee-O and Kid Rides.

SHOWS: Can place Grind Shows with own equipment and Jig Show. Le-Ola can place outstanding Freaks and Tattoo Man. AUSTIN NEEDS GIRLS FOR TWO SHOWS. COME ON.

CONCESSIONS: Can place Popcorn, Candy Apples, Eats, Drinks, Hanky Panks, Bear Pitch, Glass Pitch, French Fries and Penny Arcade. Geo. Harms wants Swinger Agents. Write, wire or call ROSS MANNING, Fairgrounds, Lenoir, N. C.

FAIRS of the FAIRS

Contact Now Everything Open -BISHOPVILLE, S. C., SEPT. 28-OCT. 3 CHESTER, S. C., OCT. 5 TO 10 SHELBYVILLE, N. C., OCT. 12 TO 17

Can place Wheel and Octopus Foremen. Doyle, contact me. WOLFE AMUSEMENT CO., Beaufort, N. C., this week.

SMILEY'S AMUSEMENTS

RICHMOND CO. FAIR Hamlet, N. C. Sept. 28-Oct. 3

JOHNSTON CO. FAIR Smithfield, N. C. Oct. 5-10

CONCESSIONS: Can use Hanky Panks of all kinds, French Fries, Eating Stands, Long and Short Range Galleries, Bear and Glass Pitches. SHOWS: Can use family-type Shows. Can also use Cirl Shows with own equipment. RIDES: Will book for Hamlet and Smithfield, Scrambler, Paratrooper, Tilt and set of Kiddie Rides. Can use general Ride Help who drive. P.S.: Al Hamid, get in touch with me about Smithfield.

All wires and answers to Caswell Co. Fairgrounds, Yanceyville, N. C., September 21-26.

DAVID ENDY SHOWS

ROANOKE RAPIDS, N. C., NEXT WEEK Four More Fairs to Follow—All Winter in Florida Can place Octopus, Rock-O-Plane and Minstrel Show. Will sell "X" on Novelties and Scales. All Concessions open. Want Operator for Custard. Want Ride Help. Top salaries.

Want Complete Set of Rides for Three Additional Conflicting Fairs

All answers to

DAVID B. ENDY SHOWS, Oxford, N. C., this week.

GEORGE CLYDE SMITH SHOWS

ENFIELD, N. C., FAIR, NEXT WEEK

Want Custard, Popcorn, Apples, Candy Floss, Snow Cones, Ball Games, Fish and Duck Ponds, Age and Scales, Photos, Grab, Slum Spindle, Six Cats, Buckets and Penny Arcade. Want Girl Show, white and colored; Side Show and Monkey Show. Want general Ride Help, Truck and Tractor Drivers.

All replies: GEORGE CLYDE SMITH SHOWS

Madison, N. C., Fair, this week; Enfield, N. C., Fair, next week.

GLADES AMUSEMENT CO.

WANT FOR LANCASTER, VA., FAIR, AND EMPORIA, VA., FAIR. ALSO FIVE MORE WEEKS IN SOUTH CAROLINA AND FLORIDA.

SHOWS: Fun House, Wildlife, Reptile; also want two Girl Shows with own equipment. CONCESSIONS: Want any kind of Prize-Every-Time and Photos, Long Range and Short Range. Will book, starting at Emporia, one Wheel, Buckets, Push-Up Coke and Swinger. Must obey orders. Want Agents for Percentage and Count Store.

All answers to MRS. ACNES SADDLEMIRE or DOLLY YOUNG Matthews, Va., Fair, this week; Lancaster, Va., Fair, next week.

RIDES FOR SALE

We offer for immediate sale late model Caterpillar. Can be seen all this week Eastern States Exposition, Springfield, Mass. In fine condition. \$5,500; also 12-car Ridee-O, erected at winter quarters, Manchester. Vermont. All new platforms, \$1,800 for quick cash sale. Both rides good value as priced. Will consider Eli No. 5 or Octopus in trade.

> KING REID, Eastern States Exposition, Springfield, Mass. Phone REpublic 6-9616

ALL AMERICAN SHOWS

Want for Martinsville, Va., Four-County Colored Agrl. Fair, Sept. 28-Oct. 3, with the big one to follow at Brookneal, Va., Oct. 5-12.

RIDES: Any thrill ride not conflicting. SHOWS: Family-type shows. Can use Minstrel Show for Brookneal. CONCESSIONS: Everything open. Can use capable Agents. Fair committees, have two open weeks. 10-ride show. Contact

STEVE DECKER, Phone Gratz Fairgrounds, or wire Millersburg, Pa.

ROSS MANNING SHOWS GOODING UP 33% AT KNOXVILLE

Strong Line-Up Aims for Record 100G; Mouse, Flying Coaster Lead Rides

KNOXVILLE - The Gooding Amusement Company as of Friday (18) appeared almost certain to set a new ride and show record at the in Knoxville.

of its record '58 figures. Hal Eifort | third spot. manager, said that given good with ease.

The Gooding organization had one of the most powerful line-ups ever here with 36 rides and 20 shows. The Mad Mouse, as usual, was leading the pack followed by Tennessee Valley A. & I. Fair here the Flying Coaster and Tio Zacchini's Dark Ride. The Girl As of that day, next to the final, Show and the Silas Green unit were the rides and shows were 33.4 per almost neck and neck with the forcent ahead of last year and for the mer a little ahead. The Western first four days was \$15,884 ahead unit with Eddie Dean was in the

Eifort reported that even conweather on the final day, the cessions, limited in number this \$100,000 mark should be attained year, were having a good week. Only 30 games were in operation.

Topeka Paid Gate Drops RAS Gross

Rides, Shows Off 15-20 Per Cent as Anticipated; Concessions Dip More

TOPEKA, Kan. - All of the crease, a drop-off which would U. S. fairs on the strong route of have been even smaller had not the power-packed Royal American rain practically washed out closing Shows now are paid gate operation. | day's potential.

The last of the Royal's free gate fairs-the former Kansas Free Fair from a paid gate in the past always here, now the Mid America Fairclosed its first run as a paid gate receipts the first year of a changeoperation Thursday night (17).

close to last year's levels, thanks Louisiana State Fair at Shreveport to the remarkably strong grand- and when the Mississippi State Fair stand pull of Roy Rogers and Dale at Jackson, both on Royal's route, Evans, smart fair management and made the switch to a paid gate. highly effective public relations and advertising.

and show grosses of the Royal American Shows were down 15 to 20 per cent from last year.

Carl Sedlmayr, Royal American all-time high. owner, had anticipated such a de-

SLA Initial **Meeting Set** For Oct. 1

CHICAGO — The Showmen's League of America will kick off took the same long-term view as its first meeting of the fall season Sedlmayr. on October 1 at 8 p.m., William (Bill) Carsky, president, announced this week.

The rooms have been re-decorated by the house committee with the assistance of Otto Zinzell and a new mahogany executive table was donated by Elmer Byrnes for the meeting platform.

his post after spending a couple of days taking care of business in Toronto, and announced that 1960 membership cards are now available. Carsky was also at the Toronto fair.

home after surgery; Wallace Cobb, Bethesda Hospital, St. Paul, and Toby Wells, taking treatments at las County Fair, Mesquite, Tex., Alexian Brothers Hospital. Bernie which was okay. The Saline Coun-Mendelson okay after surgery.

Clubroom visitors included Lou all season. Leonard, back from Vancouver, Brantman and Ed Sopenar.

The pattern in the change-over has been for a drop in midway

Surprisingly, attendance held This pattern showed up when the

and Jackson showed that in the As was expected, however, ride second year of a paid gate operation, the midway gross climbed back close to its previous high and here. in the third year nudged to an

> Sedlmayr, taking a long term view, has been for the shift to paid gates. The added income, he points out, enables the fairs to build added surpluses which in turn they can plow back into additional facilities and into more crowdpulling and crowd-pleasing features. This, he observes, rebounds to the benefit of a carnival and also to concessionaires.

> Concessionaires here reported their business down even more than the rides and shows. But they had expected the drop and a good many

With the fair here now a paid gate operation, the only large fair in the country which continues to operate with a free gate is the Ionia (Mich.) Free Fair, played for many years by the Cetlin & Wilson Shows.

Secretary Hank Shelby is back at Texas Fair **OK for Alamo**

DENTON, Tex.—Business since Sick list includes Andre Dumont hitting its Texas dates has been in a Chicago VA hospital; Sammy good for Alamo Exposition Shows, Steffin, being treated at Alexian after a Northern trek that was a Brothers Hospital; Abe Raymond, big winner, Jack Ruback, ownermanager, reported here last week.

Show moved here from the Dalty Fair, Salina, Kan., was a big With the Chicago lot business one, with rides and shows producthru for the season most of the lo- ing a 20 per cent increase. Only cal members are heading south, one night has been lost to weather

> Many visitors came out at Meswere Jos Murphy, Pearl Vaught, headed back home.

CALIF. FAIR **FUN ZONE** TOPS '58 \$\$

SACRAMENTO, Calif.— Business done by the combination-West Coast Shows. Crafts Shows and Foley & Burk Combined Shows - at the California State Fair & Exposition which ended here Sunday (13) was definitely above 1958 but no figures will be made available until a final check has been made, Harry Myers, West Coast general manager and spokesman for the group, said.

The three shows brought in their most popular rides and those with the greatest capacities. There were 32 majors and 21 kid rides, eight shows and 139 concessions.

Myers said that the deal among the showowners was the same as last year, which indicated that of the \$135,000 flat fee Crafts and West Coast paid 40 per cent each and Foley & Burk, 20 per cent. All the money from the midway was handled by a central office.

Myers would give no inkling as to the percentage of increase. He said that he would not venture even a guess "until all of the reports are filed and checked."

West Coast Units Make Fast Jumps

SAN JOSE, Calif. - The two units of the West Coast Shows which played two State fairs simultaneously made circus moves from The pattern at both Shreveport Salem, Ore., and Sacramento to open on time Monday night (14) at the Santa Clara County Fair

> The Oregon unit, managed by Eddie Hellwig, closed at the State Fair in Salem Saturday night and rolled II major and five kid rides and other equipment over a mountainous 800 miles. All of the ride trucks except the Merry-Go-Round were on the grounds here at 9:30 a.m. Monday and operating by 7 p.m. The M-G-R truck went out of commission near Yreka and was delayed 24 hours.

> Under the management of Al Rodin, the California unit closed at the California State Fair in Sacramento, 150 miles from here, Sunday night. First truck to leave the Sacramento lot was dispatched at

> Equipment of the two units was combined here for the first time this year. Featured for the sevenday fair which closed Sunday (20) were 22 major and 13 kid rides, four shows, and approximately 80 concessions. The line-up included a Skooter and Paratrooper booked on by Crafts Shows.

West Coast has played the fair since its inception in 1940, with the exception of the war years. This was the 15th annual fair run.

The two units vill again be combined September 27 for the sevenday Kern County Fair in Bakersfield, Calif. Harry Myers, West Coast general manager, said this will be another circus move. Both units will close Sunday night with the Rodin unit to move 200 miles from Walnut Creek and the Hellwig unit from Tulare, approximately 60 miles. The fair opens at 6 p.m. Show will end its season October 4.

Margaret Pugh, George and Ida Smith; Ruback's brother, Mike, and his sister, Bess; and Mr. and Mrs. G. Cameron. School bells have B. C.; Sollie Wasserman, Max quite from nearby Dallas. Included rung for all the kids and they're

TINTYPE

Add Two Colemans And More Growing

L is dominated by one brother, Dick Coleman, a couple of others are plenty active around the lot. . . . Toady and Bobby, his two strapping sons, have emerged as Both brought up the hard way full-fledged showmen in their own right and more than capable of coddling. Get along well with one carrying on the family tradition. ... And if they ever give out, there ing for a successful, close-knit famare still more Colemans down the ily. . . . Dad lives in central Midline, which is to say, their kids.

in Eastern carnival land, and most prominent in New England. Based in Middletown, Conn., the smartly equipped truck show tours New ventures far from home. . . Toady, born Francis Coleman on November 25, 1919, doesn't look in when possible. his age of 40. And when Bobby,

who was born October 29, 1925, gets to be 40, chances are he won't And behind Toady and Bobby there look it, either, for both have the

FRANCIS COLEMAN

muscular get-up coming from athletic backgrounds and plain, hard work.

They complement each other perfectly. . . . With dad Dick Coleman at the reins they've become two experienced aids. Toady's the quiet one, the mechanic, electrician and ride expert, who exercises a golden touch on motors and pig iron. . . . You have to drag him away from it, then he pops right Bobby's developing as a Grade A At Gridley back to work, winter and summer. front man. . . . A diplomat, gladhanding and conversing. But he's right with it between dates, pushing the lead truck, staking the lot and spotting the arriving equipment. . . . Both boys tear down, and pectations, C. F. Albright, owner-Toady brings up the rear. It works manager, said. Albright added that out perfectly.

Francis got the Toady nickname in his football days. Born in Middletown and a product of Suffield Academy (as was Bobby), he quarterbacked thru Washington and Lee University. . . . Plenty hard to catch, and so is a toad. Hence, Toady. Married Frances Clew in 1945, local girl, now has sons Richard, 12, and Francis Jr., six. . . . Grew up on the carnival as his own kids are doing. Richard sells tickets in the Whip box and helps tear down. . . . Toady's an Army veteran, serving in the Aleutian Islands

and in Germany. Bobby left a promising pro baseball career to return to show business. As outfielder, he played in the New York Giants farm system with Hickory, N. C., Fort Smith, by Glenn Beers. Ark., Richmond, Jacksonville, Sioux City and, finally, Jersey City. . . . Married Rachel Bump of Iverton, Conn., in 1951, and ness manager; Marie Levitt, secrethey have three youngsters: Bobby tary; Whitey Wanish, lot superin-Jr., eight; Julie-Ann, seven, and

mon besides their physiques. Both

VEN the Coleman Bros. Shows are temperate in their actions, 100 per cent for the business and all for the business and all for their own kids to continue in it. . . . Take their families with them in trailers. around the show, with no mollyanother and so do the wives, makdletown, Bobby has a home in the Coleman is a well-known name South section, and his brother resides in nearby Cromwell. . . .

Winters, both work. Toady's in the barn with equipment, Bobby's with his father booking the show. York and New England and never Frances has been handling the office since 1946 (with time out for two children) and Rachel pitches

Dick Coleman has bred himself an outstanding carnival crew. . . . are four more sprouting Coleman



BOBBY COLEMAN

brothers growing up in outdoor show business. . . . There will be Colemans on the horizon far into the future, and three generations of brothers is a tough mark to match in the business. Irwin Kirby.

Golden Gate Does Okay

GRIDLEY, Calif.—Playing the Golden Feather Butte County Fair for the first time, business for the Golden Gate Shows was up to exbusiness for the season was running satisfactorily ahead of 1958.

The show moved from here to Orland after closing the four-day event Sunday (6). Season, which opened April 6 in Vacaville, ends October 4. In November a second unit will be launched to play shopping centers thru the Christmas holidays. Season will have included 17 celebrations and seven fairs. Among the fairs played, in addition to Butte County, are those in Quincy, Concord, Red Bluff, and Susanville. Golden Gate will be featured for the first time at the Lodi Grape and Wine Festival.

For the run here, the show featured eight major and six kid rides. Booked on were the Little Dipper owned by Norman and Lillian Schue and a pony ride owned

Personnel of the show, organized three years ago, includes in addition to Albright, Ted Levitt, busitendent; Bert Evans, chief electri-Timmy, 4. Bobby's a Navy veteran. cian, and Eddie Davis, assistant; The brothers have a lot in com- Ray Sistrunk, jewelry and Billboard (Continued on page 86)

GOODING AMUSEMENT

NOW BOOKING CONCESSIONS FOR

SEPT. 23-26 Pikeville, Ky. Pike County Fair Can place Direct Sales only. No Floss or Corn.

SEPT. 28-OCT. 3 Prestonsburg, Ky. Lloyd County Fair Can place Hanky Panks and some Direct Sales. Corn, Apples, Floss sold.

SEPT. 23-26 Gahanna, Ohio V. F. W. Fair Can place Hanky Panks, Floss and Foot Longs.

SEPT. 30-0CT. 3 Mitchell, Ind. Persimmon Festival Can place Direct Sales only.

SEPT. 23-26 Jackson, Ohio Apple Festival Can place Hanky Panks and some Direct Sales, Snow. Floss, Apples sold.

OCT. 7-10 Ironton, Ohio Festival of the Kills Can place Hanky Panks and

WRITE AT ONCE

GOODING AMUSEMENT CO.

1300 NORTON AVENUE

R. G. CASHNER, Conc. Mgr.

COLUMBUS 8, OHIO

"Nothing Old But the Name"

WANT FOR THE FOLLOWING OUTSTANDING FAIRS: DALTON, GA., WITH TWO BIG KID DAYS, SEPT. 28-OCT. 3, FOLLOWED BY SUMMERVILLE, GA., AND FORT PAYNE, ALA.

Can place Grind Shows or any good family-type Shows that do not conflict. Will book Scrambler and Paratrooper for remainder of season. Percentage reasonable. Can place all Hanky Panks and Straight Sales only. No gypsies or flats, please. Can always use good Ride Men in all departments.

All replies to LAVOY WINTON, Manchester, Tenn. Phone: Parkway 8-3284.

HUNT AMUSEMENT CO.

BINGO, CONCESSIONS AND SHOWS FOR THE FOLLOWING FAIRS

Centerville, Ala., Sept. 21-26

Newton, Miss., Sept. 21-26

Yazoo City, Miss., Sept. 28-Oct. 3

Opelika, Ala., Oct. 5-10 This is a red one, don't miss it. Robertsdale, Ala., Oct. 12-17

Can also place Chairplane, Spitfire or Paratrooper, All Straight Sales open except Cotton Candy and Candy Apples. Bill Laykins wants Agents. Can use Ride Help in all departments.

WANT

FOR SALE HOLLYWOOD CHIMPANZEE SHOW

Complete outfit, top, front, props, cage truck and semi./ 3 healthy Chimps, 2 outstanding performers; I large male for feature attraction; 7 working Monkeys and 2 Mandrils. Show formerly owned by Leo Carroll.

First \$3,500 takes all. Come and get it. Wire C. C. GROSCURTH, GEN MCR., BLUE CRASS SHOWS

Corinth, Miss., all this week. Phone In office.

AGENTS — AGENTS

Bee Hive, Coke Ring, Ball Games and other Hanky Panks. Have good Southern route ending Shreveport State Fair.

JOE STEVENS

e/o Buff Hottle Shows #2 Kennett, Mo., this week; then as per route.

PETER PAUL AMUSEMENT CO.

Need Pitch-Till-You-Win, Mug Joint, Striker or any Prize-Every-Time Games; also can place Alibi and Stock Conces-sions. Percentage open with Hanky Panks. This week, Greenfield, Tenn.; next week, Sept. 28-Oct. 3, Ripley, Tenn. We will work here. Can use small Grab or Cook-house.

WONDERLAND EXPOSITION SHOWS

Hobbs, New Mexico, American Legion Annual Celebration, Sept. 21-27. 7 Big Days and Nights-Free Acts, Giveaways, Kid Days, etc. Followed by our continuous route of top spots. Out all winter.

CONCESSIONS: Need Slum and Alibi Stores, Long Range, Straight Sales, Pitchmen. Want Hanky Panks of all kinds. Due to disappointment, Bingo open. RIDES: Will book Major and Kiddie Rides not conflicting. Due to disappointment, will book Live Pony Ride.

SHOWS: Have Girl and Snake, All others open. Good deal for Funhouse. HELP: Need Ride Help on Dual Wheels, Merry-Go-Round, Coaster, Tilt, Octopus, Roll-o-Plane and Spitfire. Can also place Concession Help and useful Carnival

This show will play the best spots in the Southwest. Top fairs, celebrations and pay days. Out all winter. Those joining now will be given preference at Eastern New Mexico State Fair, Roswell, with HILL'S GREATER SHOWS.

All address: E. J. McDANIEL, Hobbs, New Mexico, this week.

LINDSEY-PUGH-MURPHY

Foremen for Fly-O-Plane and Rocket (Fly-O-Plane is 1958 model) for Dallas Fair. Oct. 9-25. Must have references. Top salary plus bonus if you can cut it. Also weeks' work after fair for dismantling. Apply to

JOE MURPHY, Fair Park, Dallas, Tex. Phone: HAmilton 1-1210.

WANT LEGITIMATE CONCESSIONS

Lincoln County Fair, Star City, Ark., Sept. 21-26; C. of C. Fair, Grenada, Miss., Sept. 28-Oct. 4; Haywood Co. Colored Fair, Brownsville, Tenn., Oct. 5-10; Tunica, Miss. Cotton Carnival, Oct. 12-17; Marianna. Ark., Cotton Carnival, Oct. 19-24; Oxford, Miss., Fall Festival, Oct. 26-31. Want Roll-o-Plane Foreman, Tilt and other sober Ride Men. Must drive. Also want

family-type Shows and Photo Gallery. Contact DYER'S GREATER SHOWS Oct. 3.

SHOW NEWS

Arkansas

Dewitt-Ark. Co. Livestock Show, Sept 22-26. J. L. Ply. El Dorado-Union Co. Livestock & Poultry Show, Sept 21-28. E. W. Weiss. Pine Bluff-S. Ark. Livestock Show, Sept 29-Oct 3. Harvey Hewitt. Pine Bluff-Pine Bluff Rodeo, Sept. 29-

California

Barstow-Barstow Rodeo, Sept. 26-27. Delano-Delano Rodeo, Oct. 10-11. Pasadena-Pasadena Home & Decorators Show (Civic Aud), Sept. 30-Oct. 4. Patrick J. O'Toole.

Ban Francisco - Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palacer. Oct 30-Nov. 8. Nye Wilson. Ban Francisco-San Francisco-Bay Area Home Show, Sept. 25-Oct. 4. James

Logan Associates, 1485 Bayshore Blvd. San Francisco-San Francisco Rodeo, Oct. 30-Nov 8. Banta Monica-Santa Monica Pall Home &

Decorators' Show (Civic Aud), Oct. 28-Nov. I. Patrick J. O'Toole. Turlock-Calif. Horsemen's Assn. Conven-

tion & Horse Show, Oct. 1-4. Ivo Vollmer, 1825 Alum Rock Ave., San Jose Ventura-Ventura Rodeo, Oct. 9-11. Victorville-Victorville Roden, Oct. 10-11.

Connecticut Hartford-Christopher Columbus Festival Oct 5-12. Paul Ollis, 33 Wethersfield

Florida Occoa-Cocoa Home Show, Nov. 6-9. Al

Georgia Wayeross-Wayeross Rodeo, Oct. 8-10.

Rain Chills Lynch Unit in Saint John

SAINT JOHN, N. B.—Rather than getting money, most of the Bill Lynch Shows got something more akin to rheumatism while playing the rain-drenched fair here. Nine of the 10 days pulled rain, holding crowds and spending down.

Rides included the Octopus, Scrambler, Twin Wheels, Roll-o-Plane, Tilt, Rock 'n' Roll and Merry-Go-Round. After the first weekend the Octopus went to Chatham (New Brunswick) Fair and a factory-new Helicopter was uncrated.

Six shows were fielded, the Fat Family, Street of Missing Girls, Grave Robbers, Crazy House, 5-in-1, and Monica Daye's revue. Frank A. Robbins, operating the 5-in-1, monkeys, quillotine illusion, and Albert-Albertine, half and half. Monica Daye show is a sit-down, well lighted, costumed and staged. Omaha-Omaha Rodeo, Sept. 25-Oct. 4.

Illinois

Chicago - International Livestock Show (Ampitheater), Nov. 27-Dec. 5. William E. Oglivie, Union Stockyarda, Chicago-Mid-America Lawn, Garden and Outdoor Living Show (Amphitheater), Oct. 8-10, Frank Yeager.

Indiana

Crown Point-125th Anniversary Celebration, Sept. 25-Oct. 3 Evansville-Nut Club Festival, Oct. 5-19. Bill Ohning, 2218 W. Pranklin St. Hartford City-Street Festival, Sept. 22-26. Lagrange-Corn School Week, Sept. 29-Oct. 3. Jack Chorpenning, Hamilton. Mitchell-Persimmon Festival, Sept. Oct. 3 Versailles-Versailles Pumpkin Show, Sept.

Carroll-Southwest Iowa Band Festival,

Sept. 21-26. Kansas

Independence-Neewollah Celebration, Oct 29-31. Jim Haisey, P. O. Box 452. Kentucky

Louisville-Rod & Custom Show, Nov. 26-29. Shows, Inc.

Louisiana

Baton Rouge La, Livestock Show & Dixie Horse Show Jubiles, Nov. 5-8. W. M. Oreensburg-St. Helena Forest Pestival, Oct. 10. Eldon L. Watson. Kentwood-Tri-Parish Food, Feed & Dairy Show; Sept. 30-Oct 4. C. B. Temple. Leesville-W. La Forestry Festival, Sept 28-Oct. 3, Mrs. C. E. Lawrence. Marksville-La, Livestock & Pasture Festival, Oct. 2-4. Kermit J. Ducote. Opelonsas-La. Yambiles, Oct. 2-3. Billy

M Smith. Winnfield-La. Forest Festival, Sept. 30-Oct. 3. L. L. Brewton Sr.

Maryland

Princess Anne-Princess Anne Livestock Show, Oct. 2-3. Howard H. Anderson. Timonium - Eastern National Livestock Show, Nov. 14-19. Charles Borrow.

Massachusetts West Springfield-Rod & Custom World's Fair Auto Show (Pairgrounds), Oct. 21-25. Joe Kizis, 2 Meadow Park Drivs

Milford, Conn.

Michigan Hillsdale-Calhoun Branch-Hillsdale Rabbit Show, Sept. 27-Oct 8. Dean Daglow Home. North Street-Thumb Dist. Plowing Match.

Oct. 1. Sim Pynnonen, Federal Bldg., Port Huron. Apple Show, Nov. 4-5. A. L. Olson,

Federal Bldg. Mississippi

Tupelo-Mississippi-Alabama Fair Rodeo, Sept. 29-Oct. 3.

Missouri

Independence - Independence Rodeo, Oct Kansas City-American Royal Livestock &

Horse Show (American Royal Bidg), Oct 17-24 C M. Woodward Milan-Sullivan Co. 4-H Club & FFA Livestock Show, Sept. 18. Mrs. P. N. Marr. S St. Joseph-Interstate Baby Beet & Pig Show, Sept. 22-24. H. M. Oarlock.

St. Louis-Health & Beauty Aids Show (Arena), Oct. 3-11, Erokke Productions, Inc., Ambassador Kingsway Hotel Kingsway at West Pins

St. Louis - Midwest Gun & Hobby Show (Arena), Oct. 12-18. Ray Hoffmann Waverly-Waverly Apple Jubilee, Sept 17-19. R W. Bricken.

Nebraska

Omaha-Midwest Hobbyrama (Civic Aud), Nov. 13-15. Bill Baker.

LAS VEGAS CASINO AVAILABLE

Right Downtown

Want 2 or 3 good Associate Operators who want to get into the big time. Everything furnished. Only requires operating bankroll. Las Vegas was never better. Act fast! Wire or write to:

HARRY KRAMER

618 Pine Street

St. Louis, Mo.

WM. T. COLLINS SHOWS

WANT FOR TULSA STATE FAIR, OCT. 3-9

CAN PLACE HANKY PANKS OF ALL KINDS. WANT ONE COOKHOUSE. CAN PLACE A FEW RELIABLE RIDE MEN.

ADDRESS: WM. T. COLLINS, MGR.

Muskogee, Okla., Free State Fair, This Week.

MOTOR STATE EXPOSITIONS

Want for West Point, Miss., Fair, Sept. 23-26, and fairs at Moulton, Ala.; Charleston, Miss., and balance of season.

Hanky Panks, Sno Cone, Bingo, Pronto, etc. Can use Ride Men that drive. George Lowe, mail received. All replies to

J. J. FREDERICK

West Point, Miss., this week; then as per route.

Jersey City Circus Does Okay Business

JERSEY CITY, N. J. - The Community Fund Circus did satisfactory business in five shows (11-13) at Roosevelt Stadium here. Producer Al Dobritch used several acts to augment the Hunt Bros. Circus performance.

Sunday's matinee (13) drew 4.000 people. Other performances pulled about 2,000 each. Good press and clear weather helped the show.

Bale's pongas; Conley's dogs, pony and monkey; Gloria Bale's ponies; Paul Kelly Lions (5) with Billy Hutchinson; Montez Sisters and Anita Conley, swinging ladders; Marsha Hunt's Liberty Horses (6); Clowns; Cycling Bales (5); Rixos, unsupported aerial ladder; Clowns; Montez Sisters, webs; LeVine's Chimps (3); Trevor and Gloria Bale, ponies; Cooke and Enos, Funny Ford; Nock Trio, wire, and Olga Sanchez, bounding rope; Clowns; Mr. Sensation, cloud swing: Gloria Bale, trapeze; Lola Sanchez, trapeze; Miss Mara, trapeze; Billy Outten, high dive; Trevor Bale's camel, guanaco and ponies; Wilson's dogs and Roland Raffler's pigs; Conley's, juggling, and Sanchez Sisters, acro; Speedy Babbs, motorcycle globe; Trevor, Gloria and Anita Bale, high school horses; Hunt Bros. Elephants (3) with Junior Clark and Lola Sanchez and Nerveless Nocks (4), swaypole.

Claude-Kirchner, guest ringmaster, and Jim Conley, shared announcing. Joe Basile's Big Top Sol Grant was chairman of the is playing Trenton, N. J. with his Traverse City-Northern Mich. Potato & Band was directed by Charlie Ba- show-within-a-show held on the Roundup and other units. sile. Clowns included the Gil Wilsons. Peggy and Shorty Sylvester, Hal Haviland, Al Maddox and Roland Raffler.

Nevada

Oarson City-Admission Day Celebration

New York New York-Madison Square Garden Rodeo,

Sept. 24-Oct. 12. New York-National Winter Sports Show (Coliscum), 'Nov. 14-22. J. Andrew Squires.

New Mexico

Albuquerque-New Mexico State Fair Rodeo, Sept. 26-Oct. 4.

Ohio

Bradford-Bradford Pumpkin Show, Oct. 6-10. Community Pestival Assu. Cincinnati-Original Food Show (Garden), Sept. 19-27. John Joehnke. Ironton-Festival of the Hills, Oct. 7-16. Jackson-Apple Festival, Sept. 23-26. Utica-Homecoming. Oct. 1-3. Stewart Anderson, 29 E. Fifth St., London.

Okłaboma Tuisa - Recreation Exposition (Fair-

grounds), Oct. 3-9

Oregon Portland-Portland Rodeo, Oct. 17-24.

Pennsylvania

Harrisburg-Pennsylvania Livestock Exposition (Farm Show Bldg.), Nov. 10-14. J Stewart Wood.

South Dakota Mitchell-Corn Palace Festival Sept. 20-26.

Tennessee

Memphis-Mid-South Boat Show (Fairgroundsi, Sept 25-Oct. 3.

Memphis-Mid-South Fair Rodoo, Sept. 25-Oct. 3. Bill Wynne.

Texas

Beeville-South Texas Hereford Show & Sale, Oct. 12-17. Humberto V. Reyes. Corpus Christi-Celebration, Nov. 9-15. Dallas-RCA World's Series, Dec. 26-30. James Stewart.

Liberty-Trinity Valley Livestock Expo., Oct. 7-10. Dempsie Henley. Longview-Gregg Expo. & Livestock Show Oct. 3-10. John Murphey.

Pasadena-Pasadena Livestock Show Rodeo, Oct. 12-17, Bill Coyle. Fyler-Texas Rose Festival, Oct. 16-18. Frank Bronaugh.

Utah

Ogden-Golden Spike National Livestock Show, Nov. 13-18. Spanish Fork-Utah Ram Saie, Oct. 9.

Washington Puyailup-Western Washington Fair Rodeo,

Sept. 19-27.

Seattle-Wash, Jr. Poultry Show, Oct. 6-7. John G. Wilson. Seattle - Seattle National Boat Show (Armory), Nov. 27-Dec. 6.

West Virginia

Kingwood-Preston Co. Buckwheat Pestival, Sept. 24-26 Alton J. Anderson. Spencer-West Virginia Black Walnut Festi-Oct. 9-10. Phil D. Phillips Jr.

CARNIVAL CONFAB

Continued from page 80

one side of her house trailer. She reports that her sister, Madeline, is booking the Tommy Scott Show in the East. . . . Jack Lee is showing the plaque presented him for raising more than \$10,000 for the clubs in 1958. . . . Lee and Velda Schneider were married during the summer and honeymooned in Canada. . . . Al Rodin, manager of West Coast Shows, California unit, took advantage of the show being in San Jose to drive to his home in Performance included Trevor nearby Santa Clara each night. . A show-within-a-show was held Wednesday night (16) with the money to be divided between Show Folks of America and Pacific Coast Showmen's Association. Sol Grant was chairman.

> Sacramento Notes: R. E. Foltz, Foley & Burk Shows secretary, is ailing. . . . Ralph G. Lockett is with the show and handling the office. . . . Alex Freedman of Freedman Novelty, had the contract for the California State Fair as well as those at the Oregon State Fair and Utah State Fair. He assigned Frank (Cuffy) Larson to handle Salem, Ore., and Morrie Levy, Salt Lake City. It was Larson's first year to handle the assignment for the novelty firm. . . Bill Coles, 13-year-old son of Bill and Anne Coles, is believed to be the youngest monogrammed hat man in the business. He worked a stand for Freedman at the California State Fair. . . . Joe Steinberg had his horse race game here and plans to play the Arizona State Fair, Phoenix in November. . West Coast Shows at the Santa Clara County Fair in San Jose on Wednesday (16). Monday was split between Show Folks of America and Pacific Coast Showmen's As-

Iko, sheep headed men. In the an- daga Memorial Hospital. nex, Grodlow Grigsby is the attraction. The inside is handled by Rick Lithart and Chief Canoe.

funds for the club.

Among the showmen currently operating on the Schafer 20th Century Shows, most of whom have been with it all season, are John Hutchens and his Modern Museum: John Weilander, Animal Show: Charles Thompson, Motordrome; Clyde Davis, Girl Revue; Tomy Arnez, Snake Show. Concessionaires who have been with the show all season include Simmy and Inez Carroll, Roy Henderson, Steve Porter, Johnnie Graves, John and Lotus Francis. Archie Hensely, who formerly operated two shows on this midway, is currently in the office assisting Mrs. Schafer and also operating several concessions. . . . Roy Jones, Pepsi-Cola promo- Subscribe to The Billboard TODAY! tional ambassador, stopped over in

to San Jose and lost the paint from St. Louis en route from Eastern fairs to his home in Ft. Worth.

> Byers Bros. Shows made a long trek from Humbolt, Ia., to Benton, Ark., with no difficulties and Alvin Smith, ride superintendent had everything in the air in good time. J. M. (Dad) Byers, who's 80, is still making the nightly rounds to check on everything. . . . Youngsters and teenagers have all gone back to schools. Mary Elders is back at Texas University and Mrs. Russell Phipps herded her youngsters back to school in Wyoming. Ruby Helton left to join Big State Shows for a few weeks, Mrs. James Morris was guest of honor at a stork shower given by Mrs. Tommy Landon, Mrs. Al Hawes and Mrs. Dutch Wilson. Staff includes Carl Byers, owner-manager; Mrs. Alma Coleman, secretary; A. (Dutch) Wilson, legal adjuster; Clem Smith, general agent; Harry Benson, special agent; Alvin Smith, ride super; Robert (Cowboy) Davis, front gate and towers; Charles Elders, lot man, and James L. Reed, mailman and agent for The Billboard.

Frank Joerling

Tommy Allen and the Mindens have joined Penn Premier Shows. plus Joe Serit and Custard Joe Uknis. Tonny Arger and Al Boxall both had big weeks with their bingos in Ebensburg, Pa., and Arger is continuing with Penn Premier. Jimmy Farmer has the Circus Side Show, Harry Fink the Wild Girl and Pickled Punk, and Joe Mooney and Earl Roberts, each two Girl Shows.... Fred Sindell

Joining the James E. Strates concession crew lately have been June and Edna Lasure, Macallister Mackres, Barney Corey with his pitches, Danny Mann and sociation. . . . Charlotte Porter, Show Folks treasurer, was on the many others.... Walter D. Neagrounds collecting dues and raising land, for nine years press agent Sam Abbott with John Marks, has left the Marks Shows. At the Central Hotel The Pete Kortes Side Show, after in Macon, Ga., a showfolks' headplaying the Oregon Centennial in quarters, he cut up jackpots with Portland, and the Pacific National Floyd King, Art Bitters and others Exhibition, Vancouver, B. C., made of the Beatty-Cole billing crew, the long jump to Salt Lake City to C. Foster Bell, Ed Morris, and play on the midway of the Utah Charles T. Underwood. Ed and State Fair. From there the show Carrie Logue run the well-known will play fairs in the West including hostelry.... Sam Levy is in Charthe New Mexico State Fair, Albu- lotte, N. C., while wife Shirley querque; Las Cruces, N. M., El Levy is in Knoxville. . . . A \$14,000 Paso, Tex., Tucson, Ariz., and gross is posted for Lou DuFour's closing at the Arizona State Fair, "Woman" show at the Minnesota Phoenix. . . . Jim Davis is handling State Fair. Lou says his tour with the front for Pete Kortes, while the Sedlmayrs is his first on a car-Bill Becker and L. Parastriker have nival midway since 1932.... Chick the tickets. Attractions include, Schloss got around with a cast on among others, J. (Sealo) Gonzales: his chest at the Toronto fair fol-Jean Preston, electric; Joe Brad- lowing an accident. Glen Porter's shaw, glass eater; Frances O'Con- Monkey Speedway had one of its ner. armless girl; Artoria Gibbons, biggest weeks during the run.... tattooed girl; Prince Denis and James E. Strates became a grandwife, Lady Ethel, smallest married father again at the fair in Syracuse, couple; Jolly Lee, fat girl; Gladys when Peter Mathew Alexander was Lithart and Nany Cyrus, bally girls; born to Lee and Elizabeth (Strates) Anita Stone, sword box; Eko and Alexander, September 4 in Onen-

Irwin Kirby.

Notes from L. H. Heth Shows: Bill Kimmel and Al Girard, assistant managers for Eph Glosser's games, plan to open a private detective agency in New Orleans following the show's date at the Jackson (Tenn.) Fair. . . . Bob Paul has joined with his ride after a successful tour of Western fairs. . . . Arthur and Morris Brown were recent visitors with Glosser. They were en route to Acapulco, Mexico, to complete arrangements for the opening of their nitery there, to be named Casa Midway.

Al Schneider

SAVE MORE MONEY-MAKE MORE MONEY

WADE TABS 286G AT DETROIT FAIR

Tops Last Year's \$274,783 Figure **Despite Tighter Purse Strings**

By mid-fair it became apparent

that, despite some good attendance

Sunday crowd was strong, with

some 95,000 people on the ground,

but the money stayed in their

pockets as they strolled the midway

The drop in spending proved

disconcerting, coming after the

way the fair opened, with the first

day running 34 per cent ahead.

Analysis of the disappointing drop

ing the first few days from the

record-breaking crowds of teen-

agers attracted to the Coliseum by

the Dick Clark Show. By the time

he closed on Labor Day, midway

business was on its way downward.

Mrs. Earl Ingalls, Coldwater, Mich.

Ray LaPorte, manager, Upper

Peninsula State Fair, Escanaba,

Mich.; Earl Allingham, board of

Amusement Company.

up to a late hour.

DETROIT-The W. G. Wade opening days. Heat did it the next Shows managed to pull slightly three days, and for the final four, ahead of last year's gross in their the thermometer dropped into the eight straight year at the Michigan fifties for part of the day, and State Fair midway, taking in never reached a comfortably warm \$286,599.61 in the 10-day event figure despite sunny skies. which closed Sunday (13), against \$274,783.32 last year.

Two contrary varieties of weather cut into the lead piled up the three days, people were holding onto their

MEMPHIS FAIR Opens This Week FRIDAY, SEPT. 25

CAN PLACE

Have several good locations left. Call now, around noon: BRoadway 4-5301, Memphis, Tenn. DALLAS FOLLOWS.

CLIF WILSON

GIRLS - GIRLS CAN PLACE GIRLS FOR REVUE, STRIPS, HULA, RUMBA, ETC. Long Season

\$125.00 A WEEK

Pay every night

Can place feature Strip starting Huntsville, Alabama, next week. Salary no object. Wire or come on.

MELVIN SHAFFER

c/o Blue Grass Shows, Corinth, Miss., now: Huntsville, Alabama, next week.

ROSEVILLE, MICH.

SEPT. 29-OCT. 11

Location-12 Mile Road and Gratiot Ave 500,000 Merchants' coupons being given away. Sponsored by Goodfellows Club. Can use Hanky Panks and Straight

KING EXPOSITION SHOWS

Michigan

Mt. Clemens

AGENTS WANTED FOR SIX CATS, LONG RANGE, BUCKETS, PICTURE FRAMES. For Oklahoma City Fair, Sept. 26-Oct. 3.

ALSO GENERAL CONCESSION HELP.

BOB K. PARKER Box 111, Delavan, Wis. Phone: Saratoga 8-3954

W. O. PERROT

Can place at once

P. C. Dealers, Agents for Bear Pitch and Hanky Panks. Can also place new crew for Pin Store. All wires to

W. O. PERROT

c/o Blue Grass Shows Corinth, Miss., this week.

WANT TO BUY

late model TILT with trailers.

DON TEACH, EMSHOFF SHOWS

as per route or Richland Center, Wis.

FOR SALE

Water Boat Ride, Pony Cart Ride, all in good shape, cheap. Can be seen in operation at North West St. Kiddleland, Lima, Ohio. Contact

FLOYD DILLON 2735 North West St. Lima, Ohio

Toronto SLA Get \$1,500

SHERBROOKE, Que. - The ducted on the midway of World's Finest Shows during the Great Eastern Exhibition here.

Frank R. Conklin and Pat Marco, the latter acting president of the new chapter, and more than 400 attended at \$1 per head.

money, according to W. G. Wade Pierce, tenor; Harry Oldham, com-Jr., owner-manager. The closing edy dance, and Mary Ann Jackson, blues singer, all from Charles Taylor's Rock and Roll Revue. Ben Hoke, guitarist from Vive Les Girls Revue, entertained and accompanied Llawana in native dances. Bill Harding did a comedy bit, and Howard and Billy Cleaver offered several old-time favorites, and Pierce and Clark closed the

Marco conducted the auction which included merchandise from Frank R. Conklin, J. P. (Jimmy) Sullivan, M. F. Sullivan, Marco, showed that the money was flow-Hank Blade, Al Brown, Harold Fagan, Lee Harris, Bill McMurtrey, Bill and Fran Harding, Frank Karbain, Ted Hensler, Ted and Vera Prockin, Harry Cooper, Jim and Bert Paling, Jim Cisela, Gene Hutchinson, G. Kerslake, Billy and Visitors on the midway included Ray DeCosimo, Doc Scott, Mike Thomas, Don Campbell, Floyd Crawford, Ozzie Mostaway, George (Whitey) Sellmar, Alan (Slim) Lalumiere, Johnny Marco and Joe Scullion.

managers, Upper Peninsula State Guests included a group from Fair, and Mrs. Allingham; Fred the Tom Green Shows, who were Silber, Ferndale, concession sup-playing about 20 miles away. In plier, and Mrs. Silber; Charles the party were Howard and Billy O'Brien, Amusement Ride Build- Cleaver, Lyle Cleaver, Jacqueline ers, Amarillo, Tex.; Billy Lauther Cleaver, Harry Matisoff, Louie and Harvey Wilson, Gooding Andrews, Jack Cotton and Henry and Peggy Dubois.

From Jamboree

new Ontario branch of the Showmen's League of America received over \$1,500 from a jamboree con-

The event was spearheaded by

Entertainment included Buddy

625-Mile Journey Routes Buck South

625-mile jump from the North was eating stands and ice cream. Mr. made last week by O. C. Buck Shows, following the fair in Bath, N. Y. Take-off was Tuesday (8). Buck will play Rocky Mount, Sanford, Greenville, and Washington, N. C.; South Boston, Va., and then Carthage, N. C.

Bath also came on the heels of a man-sized jump, 300 miles from the fair in Malone, N. Y. The journey was accomplished without Eleanor Thiele of the Air Force, mishaps and everything was up who is departing for a tour of and ready for kiddies' day,

Wednesday (2). Malone proved okay despite three days of rainy weather, and the midway gross topped 1958's on two of the days. Outcome was up to par. James (Speedy) McNish, Motordrome operator, had that unit's top week and reported his decision to remain with the Buck organization in 1960. The drome is well managed and relations with the office are excellent. Mrs. Joe (Ruby) Marcianno Jr., with the duck pond, had the Marcianno stands' biggest week.

At Bath Mr. and Mrs. Louis Black, Kenmore, N. Y., had their concessions with Buck, as did August.

RACE CAR RIDE FOR SALE

A complete ride, only 5 mos. old., ready to operate now. Includes 6 gas racers (for all ages), steel railings, fencing, light towers, ticket box, etc. Also a 30-ft. Trailmobile and Chev. tractor with new motor. This unit will gross its entire cost in 2 or 3 fairs. Have two units, must sell one. Act quickly for a good deal. Can be seen on Boyal American deal. Can be seen on Royal American Shows, as per route. Contact BILL BOYD, c/o R. A. S.

SALISBURY, N. C .- The big Matty Willson, Buffalo, with his and Mrs. Harry Heath, Massena, N. Y., have joined, Harry on the Scrambler and Marie selling tickets. Mr. and Mrs. Larry Hazen, Keene, N. H., and their son have joined for the balance of the season.

> Mrs. Elizabeth Murphy, show secretary, had a surprise visit from her sister and brother-in-law, Mr. and Mrs. William Aeppli, of Hollis, N. Y., and her sister, Capt. duty in France.

> Roy Peugh has taken over mail and The Billboard from Joe Marcianno Jr., whose business interests on the show occupy most of his time. Mr. and Mrs. Tommy Farrone, Rochester, N. Y., were to join in Salisbury with their French fries.

> KNOXVILLE, Ia.—Al G. Kelly & Miller Bros. Circus recorded a one-quarter matinee and a nearfull, night performance here in fair and cool weather Friday (11). The opening high school football game was opposition. Ringling-Barnum had shown nearby Des Moines in

> The show drew a pair of threequarter houses at Ottumwa (10) in excellent weather. Clyde Bros. Circus has the town inked for October 21. At Fairfield (9) the 3 p.m. matinee was one-third filled and the night show was two-thirds full. Weather was hot and humid in the morning and clear at night.

BUFF HOTTLE SHOWS, UNIT #1

Want for South Louisiana State Fair, Donaldsonville, Sept. 20-Oct. 4, followed by Washington Parish Free Fair, Franklinton, La.; International Rice Festival, Crowley, La.; Jeff Davis Parish Fair, Jennings, La. Several good spots to follow.

CONCESSIONS: Want Hanky Panks that work strictly for stock. All people already booked, please confirm and state footage. SHOWS: Need family-type Shows that do not conflict. Especially want well-framed Funhouse.

HELP: Want Ride Men who drive semi trailers, especially Ferris Wheel Foreman.

All replies: BUFF HOTTLE, Mgr., Warren, Ark., now.

WANT FOR TALLADEGA COUNTY FAIR, CHILDERSBURG, ALA., SEPT. 28-OCT. 3

All mills working three shifts a day.

Followed by a continuous route of bona fide Southern fairs until middle of November. CONCESSIONS: Will book Cookhouse for balance of season. All Hanky Panks and Straight Sales open; also Diggers, Long Range Callery, Age & Scales, Novelties, Auction, Photos, Penny Arcade and Pitches of all kinds. Want Agents for Six Cats and Buckets. Want useful Show People in all departments.

RIDE HELP: Want Foremen for Tilt, Merry-Go-Round, Spitfire and Roller Coaster and Second Men on all Rides. All winter's work in Shopping Centers. Want Electrician who knows GMC Diesel.

SHOWS: Want Side Show, Minstrel Show, Animal, Fun House or any worthwhile Grind or Bally Shows with own equipment. CURLEY MICROTHY, get in touch, All replies to H. B. ROSEN, Hardeman Co. Fairgrounds, Bolivar, Tenn.

Page Combined Shows WANT FOR DOTHAN, ALA., SEPT. 28-OCT. 3

CONCESSIONS: Games of skill, Gadgets, Direct Sales, Novelties, High Striker, Age and Scale, Ice Cream and Penny Arcade.

SHOWS: Wild Life, Drome, Big Snake, Glass House and Side Show.

RIDES: Dark Ride, Round-Up and Paratrooper. Want Ride Help on all Rides.

All replies to BILL PAGE, Newnan, Georgia.

WANT

LEGITIMATE CONCESSIONS OF ALL KINDS

URICHSVILLE, OHIO, FUNFEST, SEPT. 21-26

CLEAN, FAMILY TYPE SHOWS FOR HOCKING CO. FAIR-LOGAN, OHIO, SEPT. 29-OCT. 3 COSHOCTON CO., FAIR—COSHOCTON, OHIO, OCT. 6-10 All Inquiries To:

> POWELSON AMUSEMENTS, INC. BOX 125, COSHOCTON, OHIO-MAin 2-1727

LEE AMUSEMENT COMPANY

Want for Dallas County Fair, Selma, Ala., October 5-10 Spalding County Fair, Griffin, Ga., Oct. 12-17

These are two of the best county fairs in the South. Ask anyone that has played them. CIRCUS SIDE SHOW MIDGETS, MOTORDROME OR ANY FAMILY-TYPE SHOW.

FAIRGROUNDS, ROANOKE, ALA., THIS WEEK; ATMORE, ALA., NEXT WEEK.

RIDES RIDES RIDES
PARATROOPER, CATERPILLAR OR ANY RIDE NOT CONFLICTING,
COOKHOUSE—CAN PLACE NICE UP-TO-DATE COOKHOUSE FOR ALA-FLORA FAIR. ATMORE, ALA., NEXT WEEK AND SELMA, ALA. ALL ADDRESS
N. L. CRESON OR TOMMY THOMPSON

SUNSET AMUSEMENT CO.

POINSETT COUNTY FAIR, HARRISBURG, ARK., SEPT. 28 TO OCT. 3 Want Six Cats, Buckets, Percentage. Open Midway. Can place Novelties, Hi Striker, Photos, Grab, Cookhouse and all kinds of Hanky Panks. Binga open for Harrisburg.

Can place everything for Legion Fair, Caruthersville, Mo., starting Oct. 6. Shows

wanted for Caruthersville. Dexter, Missouri, this week.

CONEY ISLAND SHOWS

Want sober, reliable Ride Help on all Rides. Especially want good Tilt Foreman.

Want sober, reliable Ride Help on all Rides. Especially want good Tilt Foreman. Need sober, reliable Lot Superintendent. (Gene Bain, call me please.)
Place Popcorn, Apples, Floss, Foot-Long and other Eating Stands except Cookhouse. Will place Hanky Panks of all kinds Especially want Ball Games of all kinds and Age and Weight. Work all winter.
Want Agents for office-owned Concessions.
Will book Scrambler, Scooter, Round-Up or Octopus. Also want Pony Ride. Want Free Act. Advise price and description. Must be priced right for winter work. Now booking for Louisiana Dairy Festival, Abbeville, on the streets for the first time, Biggest Street Celebration in Louisiana.

All replies CARL ANSTED, Fairgrounds or Jena Hotel, Jena, La.

WANT CONCESSIONS-FREE ACTS HOMECOMING, UTICA, OHIO, OCT. 1-2-3

Sponsored by Laurence Lightner Post No. 92, American Legion. Gooding's Rides booked. Legitimate Games wanted, Glass Pitch, Striker, Jewelry, Waffles, Straight Sales and Ball Games. Also want Bingo. Want high-class Free Acts and Magician with Illusions. Contact

STEWART ANDERSON 29 EAST FIFTH ST.

Phone: ULrick 2-0201

LONDON, OHIO

WANTS FOR MARKSVILLE, LA., FAIR, SEPT. 20-OCT. 4. Place Photos, Scales, Cork Gallery, Fish Pond, Glass and Bear Pitch, Ball Came, Long and Short Range. Want #5 Eli Wheel to Twin for this date. Want other major Rides. Can place clean Shows. Want useful Ride Help that drive. Address: JIMMIE HENSON, Jonesboro, La. (Fair), this week; Marksville, La., next.

SHOW NEWS

HOARD and MULLIS

HELP: Need Tip-Over Chairplane Foreman at once. Can use good Second Men on

CONCESSIONS: Will book Cotton Candy and Snow Ball Joint. Can use a few good Concessions.

SHOWS: Good family-type Shows. Mr. Eagleson, contact. Contact ELBERT MULLIS or DAN HOARD

Sparta, Georgia, all this week; Dublin, Georgia, next week.



ALBERMARLE COUNTY FAIR

Charlottesville, Virginia, Sept. 29-Oct. 3

CONCESSIONS OF ALL KINDS: Eating and Drink Stands and Jewelry. SHOWS: Any good family-type Grind Show.
RIDES: Second Men on all Rides. Wife to sell tickets. JOHN VIVONA, Trenton, N. J. Phone: JUniper 7-4915.

THE GREAT LONDONDERRY FAIR

Route 28 By-Pass-DERRY, NEW HAMPSHIRE

One Million People Within 25-Mile Radius.

WANT legitimate Concessions and Hanky Panks who work for stock. Want 10 in 1 or any clean Side Shows. Want Pitchmen, Age and Scales, Motordrome, Wildlife, Pitchmen. NO FLAT STORES OR GIRL SHOWS. Want Rides which won't conflict. CAN USE LARGE CARNIVAL with own electric power. Advertised in 11 newspapers, 3 radio stations, television, posters and 50,000 passes being distributed.

Business WALTER MITCHELL

154 Margin St. Lawrence, Mass. Tel.: MUrdock 2-3231

9-10 11-12

OCTOBER

ALAMO EXPUDITION SHUWS

4 OF THE BIGGEST SOUTHERN FAIRS-A WINTER BANKROLL FOR ALL-DE RIDDER, LA.—LIBERTY, TEX.—MINDEN, LA.—SULPHUR, LA.

Have room for a few Hanky Panks. Place Rides not conflicting. Will book family-type Shows. Want Foreman for #5 Ferris Wheel. Must drive and stay sober. All winter's work. Wire or phone:

JACK RUBACK

McKinney, Texas, c/o Commercial Hotel, September 21-26.

BURKHART SHOWS

Want for the following Louisiana Fairs: Bastrop, La., Sept. 23-27; Winnfield, La., Sept. 29-Oct. 3; Jonesville and Oak Grove to follow. CONCESSIONS: Want legitimate Concessions of all kinds. SHOWS: Will book Snake, Fun House, Walk-Thru or any clean family-

RIDES: Can book any major Rides not conflicting. Also a set of Kiddle Rides.

HELP: Merry-Go-Round Foreman, Wheel Foreman, Octopus and Scrambler Foremen. Must drive semis and have license.

Will be out all winter playing Shopping Centers with 4-Ring Circus program. Contact MANAGER, Bastrop, La., Fairgrounds this week.

CAPE FEAR FAIR

PAY WEEK AT FT. BRAGG, AMERICA'S LARGEST ARMY CAMP

ORANGEBURG COUNTY FAIR ORANGEBURG, SOUTH CAROLINA, OCT. 5-OCT. 10 ALL FAIRS UNTIL NOVEMBER FIRST

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusives. Opening for Short and Long Range Galleries, SHOWS: Worthwhile Grind Shows, Glass House, Fun House.

RIDES: Round-Up, Mad Mouse. HELP: Can always use capable Ride Help, Boss Canvasman, Man capable of handling Seachlights and Towers. Can use one more HIGH-CLASS HIGH ACT. All address:

JOHN H. MARKS, MARKS SHOWS

Albemarle, N. C., this week; then as per route.

JOHNNY T. TINSLEY SHOWS

WILL BOOK SKOOTER FOR BALANCE OF SEASON—5 FAIRS

SHOWS: Want Girl Show, Sideshow, Minstrel or any Grind or Bally Show, NEED COLORED GIRL SHOW FOR ORANGEBURG, S. C., FAIR, WEEK OCT, 5. ALSO 1 HIGH FREE ACT FOR ORANGEBURG.

CCNCESSIONS: Want Concessions of all kinds, Eating and Refreshment Stands, Pronto Pups, Ice Cream, etc. Great Photo spot. Hanky Panks of all kinds. BINCO: Bill Kottcamp, Relief Caller and Countermen,

Madison County Fair, Madison, Ga., next week, followed by Orangeburg, S. C.; then McDuffie County Fair, Thomson, Ga.

Contact JOHNNY T. TINSLEY, Toccoa, Ga., Fairgrounds this week,

FOR SALE

2 A. H. 3-Abreast Merry-Go-Rounds, 1 = 12 Eli Wheel, 1 = 5 Eli Wheel, 1 Schiff Hi-Coaster, 1 King Swing Plane. Rides with or without transportation. All rides like new.

CARL PULINE 532 Nevada Dr. Erie, Pa. Ph. Glendale 6-4529

GREAT WESTERN AMUSEMENTS

Wants Foremen for Tilt-a-Whirl and Merry-Go-Round. Second Men on all Rides. Following people contact: Buddy Delano, Frank Alegrace, Herb. Morris Delano. Year-round work. Call before 11:00 a.m. (no tickets or collects).

Phone: Federal 7-8819, or write P. O. Box 2601, Odessa, Texas

Colo. Fair Inks Thomas For 4th Year

SPENCER, Ia.—The Art B. Thomas Shows will again provide the midway attractions at next year's Colorado State Fair, Bernard Thomas, show manager, announced here last week. The contract was signed before the show left Pueblo.

affected Pueblo, rides and shows supervised playground, health films were approximately 7 per cent in the Martha Eddy Annex, Carl ahead of '58. At the Belleville, Silfer's 40-piece pops orchestra con-Kan., fair the take was 14 per cent certs, fly and bait casting, microd ahead of last year. The 1960 pact racing, Indian village, baton-twirlwill mark the fourth year for ing championship, modern art mu-Thomas at the Colorado annual.

Show moved here from the South Dakota State Fair, Huron, where business was hurt by the drought. Tight spending was evident and rides and shows were off close to 10 per cent.

Wade Greater Fairs Okay

DETROIT—Fairs have been the money-makers for Wade Greater Shows, operated by Mr. and Mrs. Patrick Manley, according to General Manager Charles Stewart. A short series of Michigan fairs, including the Newaygo County Fair at Fremont, Armada Fair, and Milan Fair, boosted grosses up to ness is running just about even Mounted Police exhibition ride,

Up-State engagements in general, such as a stand at Wayland, have proved more satisfactory this season than the earlier still dates around the Detroit area.

The shows, which set up on a separate midway at the Michigan State Fair, opened Tuesday (15) at Ecorse and Harding Roads for six days under auspices of the Taylor Township Democratic Club. They move next week to Inkster under Rotary for the final stand of the season, and will then move into winter quarters in one of the exhibit buildings at the Michigan Mount Airy, N. C., with three State Fairgrounds. Children's days, and the Suffolk,

Ky. State Fair

Continued from page 69

was set to repeat Wednesday night.

Midway Wins

Shows held close to last year's levels. Saturday and Sunday gave Joe Uknis, custard operator, has the show its biggest ride and show grosses of the season. Co-ownermanager Paul Olson expressed himself as being "extremely pleased."

The horse show, in the Coliseum for six nights, opened to light crowd but was expected to build as it progressed and finish with a closing the following day. night sell-out or near sell-out. Gordon MacRae was the horse show's added attraction.

Gene Autry and his show was Continued from page 83 scheduled to move into the Stadium Thursday (15) on a two-a-day agent, and George Oliver, billposter basis.

Sky King and Penny were offered locations on the grounds.

The fair presented probably the finest farm machinery and equip- nold 3; Tom Eddy, 2; Vern Harment show in its history and a showing of such devices which stacks up among the best at any

Syracuse Racks

Continued from page 69

days, and 29,875 nights, just about half the total. There was also a note that the closing day's attendance could have been much higher but for the gates being thrown open free for the first time at 5 p.m. Creal said this was to avoid charging people to see anything less than a complete fair.

Premium awards totaled a huge \$137,000 to about 30,000 competitors in all divisions.

Included in the free features were a kitchen theater, family food center, live WHEN-TV telecasts, nurs-Despite the steel strike, which ery school for visitors' children, seum, antique car competition, RCA color TV exhibit, news photo display, high school marching band competition, prototype bomb shelters and other elements.

In addition to expansion of the Youth Building facilities by addition of a new wing, the fair's drainage system was updated at a cost of \$42,000 to eliminate areas subject to flooding. Eight new concession stands were built, replacing old wooden ones.

Western Fair

Continued from page 69

a good turnout and McGugan figured they would gain some ground. The night grandstand show, a

r vue with acts brought in by Stu McClellan of Barnes-Carruthers, was doing well and was well received. Also featured each night, and also credited for much of the the point where the season's busi- draw, was the new Royal Canadian which was making its third appearance and its first in Western Ontario.

The fair introduced a new idea this year, a Ladies' Day on Monday afternoon. Some 3,000 women came out to see a combination style show and act program in the grandstand.

The Conklin midway was holding its own and expected to match '58 by the Saturday night windup.

Penn Premier

Continued from page 80

Va. Colored Farmer's Fair, both hold promise. In addition to returning to Fredericksburg this season, Serfass and business manager Harry (Buster) Westbrook routed the show into several new fairs. Included are Ebensburg, Suffolk, and Burlington, and Dunn, N. C.

Boswell joined here with three Midway receipts for the Olson shows. Joe Mooney and Earl Roberts each have two Girl Shows. been hustling on behalf of the National Showmen's Association, despite the strong Tampa and Miami representation. The over-mountain trip from Pennsylvania went okay with everything up and running on Monday (14) except the Tilta-Whirl, which joined the action

Golden Gate

and press.

Independent concessionaires with the organization for t' ir date inas a free attraction, three times cluded Tom Hughes, crime and daily, starting Monday, at various Siamese twins attractions; R. C. Smith, Arcade; Ray Leif, 2; O. B. (Tex) Smith, 4; Don Jones, Charles Simpson, Lucille Evans, Mert Arper, Jack Camp, Al (Moxie) and Babe Miller, 3; Albert Lucchsi, Frank and Charlotte Warren, and Sally Wanish. Show carries no office concessions. Approximated the second of the contract of the second of t

42 Ft. Ferris Wheel 36 Ft. Ferris Wheel

> 20 Ft. Chair Swing 16 Ft. Chair Swing

FLYING SAUCER Merry Mixer



Trailer Mounted Kiddle Rides

GARBRICK MFG.

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WITH TRANSPORTATION, \$20,000.00 cash. Can be seen on Schafer 20th Century Shows, Clarksville, Tex., Sept. 21-26; then per route. Contact

MRS. CHARLES OLIVER

3612 Lafayette St. St. Louis 10, Mo.

Wheel, Jinny & Roll-o-Plane Foremen who can stay. Out late in south Louisians. Booking Concessions for the big one, Danville, Ark. Can use Bucket and Cork Agent.

RAINES AMUSEMENTS Paris, Ark., this week; Danville, Ark., next week

FOR SALE

Complete Carnival - Six Rides, 15 Concessions, Floss Trailer, complete trucks and equipment and No. 1 route. Write

A. T. KING 11520 McKinley Ave., Tacoma 44, Wash.

> Thank You JUNE TATE BLADE Sullivan's World's Finest Shows

For your new BUICK STATION WAGON PURCHASE. "Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

CALL

SYCAMORE, OHIO, 7-5557 BABY DUCKLINGS

BARE'S HATCHERY

KIDDIE RIDE OPERATOR

With Concessions, Etc.
For Kiddieland.
To Lease Paved Area Across From
Largest Montgomery Ward Store in
Kansas City. Opening October 1. HORTON JACQUES, Leasing Agent Ward Parkway Shopping Center 8584 Ward Parkway, Kansas City, Me. (Phone: Emerson 3-2140)

WANT TO TRADE

#5 Ell Wheel in perfect condition, late model, steel seats, V belt drive, no bent iron, park operated only. Never on road. For any good Flat Ride (except Tilt). What have you?

H. FREDERICK 1622 Boulevard Peekskill, N. Y. PE 7-2364

MERRIAM'S MIDWAY SHOWS

Want Concessions for Coxad, Neb., Sept. 23-24-25; Curtis, Neb., Sept. 26-27; Gothenburg, Neb., Sept. 29-30-Oct. 1; Hershey, Neb., Oct. 2-3-4; West Point, Neb., 101 Celebration, Oct. 8-15, eight days on the street. Can use Sno Cone, Grab Joint or small Cookhouse.

AVAILABLE

Clean high-class NYC-Hollywood type Musical Revue, featuring top name attractions. Phone FA 8-3185, Columbus, Mississippi. Write Warren Wilson, 926 South 28 Street, Birmingham, Ala. 34 years in show business. Have produced shows coast to coast and agented 15 major shows, six circuses.

T. J. McMANUS

Contact at once. JOHN VAN DEN BOSCH, JR.

Attorney At Law Jackson, Tenn. Phone 7-4408

SEPTEMBER 21, 1959

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POWERFUL SELLING FORCES TO SELL YOUR MERCHANDISE AT A TIME WHEN THE BIG CHRISTMAS MERCHANDISE BUYING IS IN FULL SWING ...



The Billboard's

1959 CHRISTMAS MERCHANDISE SPECIAL 1959 CHRISTMAS MERCHANDISE REPRINT

Teamed together to form one of the hardest hitting sales programs ever offered this industry

Both Dated and Issued Monday, October 12 FINAL CLOSING DATE—WEDNESDAY, OCTOBER 7

The Billboard's Powerful Selling "Twins" Has MORE of EVERYTHING











MORE Active Circulation



The combined distribution of The Billboard's "1959 Powerful Selling Team" is estimated to be over

*60,192

which will include—Independent Salesmen—Wholesalers -Manufacturers-Wagon Jobbers-Variety Stores-Concessionaires-Jewelry and Department Stores-Demonstrators-Pitchmen-Premium Buyers and many others.

Merchandise of all types will be in demand, such as-Holiday Merchandise, Big and Small Appliances—Specialties-Jewelry of all kinds, New & Rebuilt Watches-Leather Goods-Religious Goods-Glassware, etc.

is the time to start planning your advertising for the two Billboard merchandise "Buying Guides."

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WRITE, WIRE, PHONE THE NEAREST BILLBOARD OFFICE FOR MORE DETAILS

St. Louis 1, Mo. 812 Olive St. Chestnut 1-0443

Hollywood 28, Calif. | New York 36, N. Y. | 1520 N. Gower Hollywood 9-5831

1564 Broadway Plaza 7-2800

Chicago 1, III. 188 W. Randolph St. Central 6-9818

*50,000 BILLBOARD CHRISTMAS SPECIAL-10,192 CHRISTMAS MERCHANDISE REPRINT

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

SEPTEMBER 21, 1959

Movements made in-to attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

LIKE

NEW!

WEINMAN'S

Gives You

The Works"

FREE

with your

order

WATCHES

(Sample \$9.95)

MEMPHIS, TENN

FAMOUS MAKE WATCHES

Choice Lot - 6 for

10 FOR

25% cash with order—Balance C.O.D.

CLOSEOUTS! ~ ,

10" All Plush Scotty Dog C # 00

Gigi Poodles, 2 doz. for \$6. doz.

SAMPLES-48 Pcs. only \$18.00 FOB

SAMPLES-18 Pcs. Assid. . \$18.00 FOB

Novelty Road Sign Pillows. S 7.20 dz.

Tremendous 22" TV Dog ... 15.00 dz.

15" Tigers & Leopards ... 10.80 dz.

SAMPLES-6 of each. \$16.50 FOB

FREE CATALOG. 1,000 Plush Toys, Imported Toys & Carnival Goods. REPRESENTATION WANTED

Jumbo Plush Floppy Dog 🥒 🦠

Jumbo Plush Scotty ...

26"-40" Taffeta Dolls. .

Complete with expansion band. Rebuilt and GUAR-ANTEED like new. Choice selection of new styles for men and ladies.

Men's new style Elgins and Walthams, Expansion bands included. Guaran-teed like new.

MEN'S

WOMEN'S

New



 15-Jewel Watch 7.90 17-Jewel Watch 8.90 Min. order 6. 25% cash, bal. C.O.D.

BILLFOLD

LIGHTER

CUFF LINKS

JEWEL WATCH

PENAPENCIL SET

NATIONALLY ADVERTISED The hottest line for '39! High style tifully matched - handsomely EVERYTHING-nina smart pieces-including dependable watch and expansion bandl -Cel-Max Extraia

LADIES' NEW RHINESTONE WATCH

A sparkting beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Or der a sample, \$8.93 Yallow or white.

CEL-MAX, Inc. 582 SO. MAIN ST. MEMPHIS, TENN.

While They Last I

Brand New, Beautiful with Expansion Bands in lots of 6..

Single Watches, \$1 extra. Ladies Watches, \$1 extra. Plastic Gift Box, 50¢

Asst'd Watches Elgins, Bulovas, Rebuilt, guaranteed

like new-in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50¢ additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$8.95

SINGLE WATCHES: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95. Write for Free Catalog

MIDWEST WATCH CO. 5 S. WABASH AVE., CHICAGO 3, ILL.

FROM MEXICO -DIRECT **IMPORTERS**

MEXICAN PURSES . WALLETS . LEATHER NOVELTIES . MEXICAN RINGS HAND-PAINTED SKIRTS
 WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES . MARACAS . STRAW HATS . TOOLED BELTS . HAND-TOOLED SHOES
 MEXICAN EARRINGS . MUSICAL INSTRUMENTS.

 Write for FREE Catalog show-Ing our complete line of unusual and low priced Mexican Hand-Made Novelties.

FLEISCHER & KASNER IMPORT CO. P. O. Box 3603 El Paso, Texas

You Can't Beat

For Merchandise

FAIR SPECIALS

OUR NEW 1959-'60 CATALOG, 72 Illustrated pages, many new Items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

M. K. BRODY & CO., INC. 916 So. Halsted Chicago 7, Illinois L. D. Phone: MOnros 6-9520-9524

OPEN SUNDAYS to Labor Day, 9 to 1
—In Business in Chicago for 46 years—

ENGRAVERS AND DEMONSTRATORS: ATTENTION!



WHOLESALE

BUYERS'

GUIDE

FOR NEW 1959 CATALOG Kiddles' Expan-Largest assortment of

WRITE

sion Photo Idents Plated Gold Filled and from \$4.00 dr. Sterling Rings. 25% Beys', Giris', deposit with all C.O.D. Men's, Ladies' Exorders. Include postpansion Idents age with prepaid or from \$3.75 dr.

MADE IN U.S.A. Heart or Round Necklace \$24.00 on 24" chain. Nickel or \$24.00 or. Bracelets\$27.00 Gr.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

OF OUR GENERAL CATALOG IT IS NOW AVAILABLE Illustrating the Createst Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines. A GENUINE MONEY SAVING GUIDE FOR

SEND TODAY FOR YOUR FREE COPY

Promium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year second of Honest and Depend-

able Service is your guarantee of Quality Merchandise at lowest wholesale prices. . 119 N. FOURTH ST. MINNEAPOLIS, MINN

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



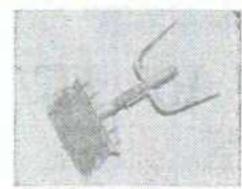
Sexual 2201 Washington Ave., St. Louis 3, Mo.

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



AUTO VALET

Combination whisk broom and dust pan is specifically designed for cars with recessed floors. Dust pan snaps on and off whisk broom handle. Display available. Retail, \$1.69. Jamick Manufacturing Company, 351 Atlantic Avenue, Brooklyn 17.



PEELER

"Peel King" pares, de-eyes and slices potatoes, pares and slices carrots and apples, shreds cabbage and lettuce cubes fruit. The tool is said to be incapable of cutting operator. Retail, \$14.95. Cleveland-Detroit Corporation, 5400 Brookpart, Cleveland 29.

COOKIE CUTTERS

Merchandiser contains 30 plastic cookie cutter sets including 12 sets of the Big Six cutters, 12 sets of the Circus cutters and six sets of the No. 106 cutters. Retail, 59 cents for No. 106 cutters; others, 49 cents per set. All sets wrapped in polyethylene. Hutzler Manufacturing Company, 45-36 21st Street, Long Island City 1, N. Y.

TABLE BARBECUE

"Table Chef" of cast iron with tiled trivet base is 101/4 by 71/2 by 41/2 inches, barbecues hors d'oeuvres to steaks right at the table. Complete with spears, unit weighs six pounds. Retail, \$9.95. William Streeter, 225 Fifth Avenue, New York 10.

THE BILLBOARD PARADE OF HITS.

Internal Revenue Service Rules On Sales of Prizes, Premiums

WASHINGTON - Internal on both wholesale and retail op-Revenue Service has clarified its tax rule on sales of articles by wholesalers to buyers for use as prizes, premiums, advertising or makes this type of sale.

In cases where concerns carry sale transaction.

DOUBLE SKIRT

Bridesmaid Dell

erations, the wholesale branch pays no retail excise if it is distinct and "separately identifiable" from the retail operation. The retail branch of the operation must pay the repromotion. IRS says the usual re- tail excise. One example of separate tailers' excise tax does not apply wholesale operation given by IRS to these sales when they are made notes that the branch has its own sells fast to THEATERS, SERVICE STATIONS, by a bona fide wholesale firm, but executive personnel, billing, order it does apply when a retail outlet and sales department, and its records relate only to its own whole-



25% deposit required. Write for Free Price List. FOOTBALL PRICE LIST NOW READY

Twill ... 84.00 gr. Folt Hats available in all colors



POT CLEANER

Plastic mesh pot cleaner with plastic handle comes in assorted colors. Drawstring bag with sponge for utilizing small soap pieces is available for 19 cents extra. Retail, 39 cents; refills, 19 cents. John Jacobson, 303 Fifth Avenue, New York.

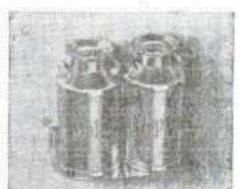


TABLE SET

Salt and pepper set in form of miniature dairy farm cans are made of copper anodized aluminum with caps to keep contents dry and clean. Set comes complete with wall bracket and screws. Retail, \$1. Aluminum Housewares Company, Inc., Ambassador Building, St. Louis

SNOW PLOW

Plow cuts 21-inch path in four to five inches of snow. Tubular steel, chrome-plated handle and welded heavy gauge blade with pitch that throws snow off to side on tractor-lug six-inch wheels, oilite bearings. New footoperated handle lock raises blade and also releases by foot pressure. Retail, \$12.95. Aaero Manufacturing Company, Rockford,

SHOES

Imported ribbed rubber sole shoes made of Durilin, the fabric that is said to outwear leather. Water and scuff-proof shoes are available in all men's and boy's sizes. Jules, 273 West 40th

Street, New York 18. WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN



Closeouts. Etc. Please state your business.

FRISCO PETE ENTERPRISES, INC. 2045 W. North Ave., Chicago 47, III. EVerglade 4-0244



STORES, BAR-CAFE WORKERS, BANKS Discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators and 3 Tear-Gas Cartridges. Not said to and 3 Tear-Gas Cartridges. Not sold to minors—state age with order.
HAGEN SUPPLY CORP. Dept. BB 99
St. Paul 1, Minn.



FRIENDSHIP IDENT RING \$14.40 GROSS



NEW STYLES

NEW PRICES

Hand-fooled Mexican Purses and Wallets + Mexi-

can tarnish proof Rings * Hand-painted Skirts *

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* Zarapes * All
Sizes * Men's
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Knives # The best

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And many more items too numer-

ous to mention.

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WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS • TIP BOOKS • BASEBALL BOOKS at very, very reasonable prices. Phone: Wheeling-CEdar 34282 Tark Columbia Sales Co. 302 Main St., Wheeling, W. Va.

FREE! CATALOG ADULT GAMES JAR TICKETS MATCH-PAKS TIP BOOKS SALESBOARDS . PUSH CAROS BINGO and CASINO EQUIPMENT Complete Supplies - Carlo Dally But ACE GAMES Manufacturing Company



this issue

man FALL SPECIALS ming

15' DROP CORD, Doz.... \$ 8.60 3 Pc. CARVER SET. Doz. . 8.40 RIVIERA SUN GLASS. Doz. 5.40 XMAS CORSAGE, Doz.... 2.35 20" BRIDE DOLL. Doz ... 33.00 54" x 72" XMAS PL CLOTH.

...... Sold in dozen lots only. 25% Dep., Bal. C.O.D., F.O.B. Chi.

& N COOK, Inc. 763 W. Taylor Chicago 7, III. OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.



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NAGIC BRUSH * *



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GUITARS 33" x 121/2" -WESTERN STYLE SPECIAL TEXAN

30" x 11" SAMPLE Both Sizes - \$7.50 Post Paid

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Only 1x154-in. Over 200 pages. Illustrated. Choice of black or white cover. with gold imprint. **ENGLISH PROTESTANT** OR SPANISH CATHOLIC EDITION

Send 25¢ for sample of both. Either style: 90¢ dozen, \$6.70 \$50.00 per 1000, F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.

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"We Service The Stars!" so
"Hitch Your Gaggin' to a Star!"
35 Gag Files, \$15, plus \$1 Postage
"The Comedian" monthly service,
\$20 yr. (Single issues, \$3.)
"How to Master the Ceremonies," \$3.
"Minstrel Budget," \$25 Blackout Bks. 4 vols.,
\$25 per vol. 3 Bks. Paraodies, \$10 per book,
3 for \$25. "Humor-Dor for M. C.'s and
Comedians," \$100. (All different—classified.)

BILLY GLASON Dept. BB, 200 W. 54th St., N. Y. C. 19, N. Y.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif.

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guaran-tee, Laughs Unlimited, 106 W. 45 St., New York N. V.

THE ENTERTAINER - TOPICAL GAGS, original monologues, one liners, stories, risque jokes. Sample copy, \$2. 12 issues, \$10. Eddie Gay, 242 West 72nd St., New York 23, New York.

25,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies. 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de28

Agents, Distributors Items

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JUMBO COMIC BADGES-BIG MONEY makers for concessionaires, amusement parks. We pay postage on orders. Sample free. Hanco, Box 802, Ruskin, Fla. sc21

JEWELRY CLOSEOUTS

FREE CATALOG

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

$\star\star\star\star$ ATTENTION $\star\star\star$

Novelty Companies, Manufacturers, Distributors, Wholesalers. We sell everything . . Rock 'n' Roll Items, Gadgets, Balloons, Toys, Jewelry, Pens, etc. Send samples. Catalog. No charges. Non-returnable. BENSON, BENSON & WILLIAMS CO. Carver Courts #20, Hollywood Village Beaumont, Texas

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Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No Illustrations, reverses, or other decorative matter. One pt. rule border on ods of one inch or

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

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2 160 PATTERSON ST., CINCINNATI 22. O.

FAMOUS MFR. CLOSEOUTS

Cultured Pearl Tie Slides, carded. \$2.00 Dz. Broken Jewelry, Min. 3 Lbs......\$1.00 Lb. Cameo Neck & Earrings Boxed....\$3.00 Dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. Westminster St. Providence, R. I. 1820 Westminster St.

MAKE BIG PROFITS, FAST SALES WITH Mite-Size Radios. Rechargeable Flashlights, Badminton Sets. Camping Knives and many other imports. If you sell wholesale, retail, mail order or direct, write now for literature and prices. Samuel Glenn (Publications, Box 507, Jacksonville, N. C. se28

REBUILT WATCHES-ELGIN. WALTHAM, Benrus, Bulova; \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. eh-np

SELL COMIC, WITTY 7X11 INCH BEAU-tifully colored, illustrated Signs or Jumbo Postcards everywhere, \$6 per 100 postpaid. U. S. only. Koehler, 12 Caldwell, Cincin-nati 16, Ohio.

Animals, Birds, Snakes

ALL-PETS MAGAZINE COVERS MANAGEment and breeding of pets of every kind; monkeys, parakeets, snakes, etc. All kinds of livestock advertised monthly. Illustrated, \$350 yearly, sample 35c. All-Pets Magazine, 126 Darling Pl., Fond du Lac, Wis. Free list of pet books on request.

ALWAYS THE FASTEST SERVICE AND the best of quality on Reptiles, Animals and Snakes. Telephone 5411, Snake Farm, Laplace, La. se26

CHIMPANZEES, TAME BABIES, \$495; tame 3 year performing Leopard, \$450; tame 7 month Leopards, \$395; Emu, \$175; 500 pound Galapagos Tortoise, \$1,000; Spec-tacled Langurs, Golden Lionheaded Marmos ettes, many more. Rare Bird Farm, Kendall, Florida.

DOG, PONY, MONKEY ACT; EIGHT ANimals, props, cages, trappings, mat and curb, uniforms, tractor trailer, many extras. Everything good condition. Box C-540, The Billboard, 1564 Broadway, New York 36, New York.

GIANT SPECIAL

12-ft. 200 13-ft. 250 14-ft. 300

HEALTHY SNAKES-ALL KINDS. ALSO Boas, Armadilios, Terrapins, Turtles, Tor-toises, Gila Monsters, Horned Toads, Alliga-tors, 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, Coatimundis, Lizards. Otto Martin Locke, Phone MA 5-4523, New Braunfels,

PERFECTLY GENTLE LION CUBS, months old, male and female, \$60 each. Black Hills Reptile Gardens, Box 1589, Rapid City, S. D.

THREE ACTS—RING CURB AND PROPS.
Mixed Liberty Drill, pony, beautiful
guanaco-vicuna cross, tiny Abyssinian donkey, two goats. Pony does educated single,
goats do comedy climbs. Worked here all
summer. Lost our trainer. Sacrifice, \$2,600
cash. Deer Forest, Coloms, Mich.

Business Opportunities

AMUSEMENT LAKE FOR COLORED IN AN are of half million population. Four miles from large city. Concession stand, dancing, swimming, 12 acre picnic area on good road with two entrances. Cottage on premises for manger. Owners have other business interest. Can finance for right party. Buy now for a real bargain. Write or wire Creighton Lake, Mechanicsville, Va.

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CONCESSION TRAILER CUSTOM BUILT on Santa Fe Cub, Servel Welf grill cabinets for premix setup. Formica counters. Cash or lease. John Jelliffe. 3531½ Fletcher Dr., Los Angeles 65, Calif. Phone CL 4-2304.

FORTUNE AWAITS YOU WITH TRUVAL'S informative business treatise, revealing 10 ways to make big money legitimately. Send for your copy today, \$1 postpaid. Sat-isfaction or refund. Write Truval Indus-tries, 1941 S. Homan Ave., Chicago 23, Ill.

FOR SALE—FELT NAME EMBLEMS. OVER 300 assorted names, two stands, pens, pins, 25,000 names, \$500 takes all. Mike DiNapoli, 207 Oak Dale Dr., Syracuse, N. Y. HO 9-2424.

FOR SALE -- PORTABLE SKATE RINK, used. 40x90 maple floor, tent in fair condition. Edwardsville Skating Rink, Rt. 2, Box 393-B, New Albany, Ind.

JUNGLE GOLF It's a Zoolu!

Complete 18-hole Hap'-Hazard Portable Put-A-Round Golf Course, brand-new this summer, including animated animals, electrical hazards, club house, 72 professional clubs-balls, banners, lots of advertising material and extras never used. Ideal for motel, shopping center, drive in theater or restaurant. For sale or trade for other equipment, such as Exhibit Trailer or Derby Game. May be seen in operation at

DAIRY QUEEN DRIVE-IN Greenville, Kentucky

ROOT BEER, POPCORN TRAILER - ALL steel factory built. Scarcely used, see to appreciate, make offer. McQuillin, Box 208, Calumet City, Ill. Torrence 2-0030. se21

This is a DISPLAY CLASSIFIED AD

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WANTED — FASCINATION MACHINES. Have choice location busy summer resort. Can operate all year round. Heated build-ing in upper New York State. Will lease or on percentage basis. Box C-538, e/o The Billboard, Cincinnati 22, Ohio. oc12

TAME PATAS MONKEY, YOUNG FEMALE. 300% PROFIT YOUR OWN BUSINESS. WE very gentle, affectionate, intelligent pet. some parts for name pins, you assemble and sell to waitresses, beauty opr., Werner, New Orleans 22, La. etc. Send \$2 for sample parts and easy semble and sell to waitresses, beauty opr., etc. Send \$2 for sample parts and easy instructions. Ace Novelty, 5820 Pine, Maywood, Calif.

Costumes, Uniforms, Wardrobes

GIRL SHOW, STRIP, CLOWN WARDROBE, real bair Impersonators Wigs, Clown Wigs, Ostrich Plumes. Free lists. Leroy Car-penter, 4618 Park Ave., Weehawken, N. J.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, III.

For Sale—Secondhand Show Property

COMPLETE FRONTIER CITY AND ALL ITS equipment, carriages, stores filled with antiques. Movable. Write Leon Tuttle, Rtc. #3, Box 495, Michigan City, Ind.

BRILL'S TESTED PLANS: MINIATURE Golf. portable, \$7; permanent, \$25. Fun-house, \$10; Pit Show (Spidora), \$8; Panel Front Shows, \$7; free 104-page catalog. Brill, Box \$75, Peoria, Ill.

KIDDIE RIDES FOR SALE

in Chic's Largest Shopping Center.

5 Kiddie Rides plus many extras. Will sell as unit at present location.

or rider may be bought individually. ROCKET RIDE, JET FIGHTER PLANE KIDDIE COASTER, MERRY-GO-ROUND,

> GASOLINE TRAIN G12 Write

SOUTHGATE KIDDIELAND

227 Grand Blvd. Bedford, Ohio Or phone: Bedford 2-2922

LIKE NEW TENTS FOR SALE

-6 Months Old-

3 Hip Roof Tents, 250-oz. Duck, all complete with 7 ft. Sidewalls.

2 Tents 52'x122'; 1 Tent 60'x122' Currently erected & available for & spection.

> Mrs. Anne Gatz Phone: NA 2-5600

MERRY MIXUP, 30 CHAIR. 20' TOWER, VE4 Wis. comp. conditioned, \$1,600. Owner R. B. Eyerly, 2741 N. River Rd., Salem, Ore,

MORE BUYERS Will Stop and Read YOUR AD If you use a DISPLAY CLASSIFIED AD

NO. 5 ELI WHEEL; SMITH & SMITH Chairplane, perfect condition, complete, up in operation. Priced to sell. Call Sam Cooper, Jacksonboro, S. C. Vernon 52107.

RATE ONLY \$14 per inch

ROLL-O-PLANE AND 12-CAR OCTOPUS, complete, good condition. Now operating.

**D. White, Belmont Park, San Diego, Calif.

RUBBER SPECIMEN FOR FREAK SIDE Show. Write for details. Regelah, 772 6th Ave., N.Y.C. 36, N. Y.

20-PASSENGER NEW KID SWINGS, Machine made, precision built, simple erection, \$800 takes it. Write J. A. Ciem IV, 223 N. Augusta St., Staunton, Va., for literature.

Help Wanted

single Lady (20-50) FOR MAGIC SHOW playing school, will train you. Steady work, Give correct age, weight, height. Show now open. Enclose photo if possible. Paul Hubbard, Gen. Del., Covington, Ky.

Magical Supplies

LOOK! OUR WORLD FAMOUS GIANT PRO-fessional Magic and Fun Catalog (over 1,000 tricks) now only 10¢, and you get & Free Trick, too! Hurry! House of 1,000 Mysteries. 202 BL Pinewood, Trumbull, Connecticut.

NEW 148-PAGE ILLUSTRATED CATALOG.
Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology,
Sub-Miniature Radiophone for mentalists.
Catalog, \$1, with refundable certificate.
Nelson's, 336-B South High, Columbus, Ohlo,
se21

Motion Picture Films and Accessories

CASH FOR OLD STYLE CAPITOL MA-chine. suit-case type, continuous run 16 MM. Silent Projector, model C, type 1, or similar. Walter H. Jones, Rt. 1, Box 1281, Woodinville, Wash.

Personal

JIMMY (KILOWATT) MILLER - WRITE: Walter Rice, Adams Bros. Circus, Apple-ton, Wis. Job for you.

McQUEEN, HERMAN ALBERT (SPUD), Born Aug. 17, 1912. Have information of financial interest to him. Anyone knowing whereabouts write B. A. R., P. O. Box 4081, Atlanta 2, Ga.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortes, Chicago 22, Ill.

Printing

ALWAYS FASTEST SERVICE — QUALITY nonbending posters! 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind.

BE INDEPENDENT START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVES Key pro-tectors. Samples of either 500 with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. BB-90, 188 State St. Albany, N. Y.

THE MARKET PLACE FOR BUYERS and SELLERS

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI ness without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our leated sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-249, Chicago 32.

YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in salesmen's opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're ciling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. se21

OUR 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 188, 307 North Michigan, Chicago 1. ch-tfn

Tattooing Supplies

TATTOO ARTIST-GOOD PAYING STAND We have flash. Steady, sober man. Phone: HArrison 7-2413. Super Arcade, 500 South State, Chicago, Ill. 0c12

WHEREVER MEN WALK THE EARTH OR sail the seven seas you will find them wearing Zeis Tattoo designs. Zeis, 728-A salta, Rockford, Ill.

Wanted to Book

CIRCUS WANTED FOR DATE IN OCTOBER. Sponsored by Junior Chamber of Com-erce. Write, wire or phone Jack Bixler,

CLEVELAND NEGRO FAIR HAS AN INdependent midway. Can place any Con-ession. Dates: Oct 14-15-16-17, 1959. A. W. oster, Shelby, N. C. se28

ty Fair, Sept. 29-Oct. 3. Contact Hovey Norman, Sec'y, Yadkin County Fair Asen., East Bend, N. C. Phone Forbush 6-2670.

Wanted to Buy

ADULT TRAIN RIDE-GOOD EQUIPMENT no junk. Write details to L. L. Morrow Box 148, Mens, Ark. se2

ALLAN HERSCHELL 32 FT. LITTLE Beauty MGR, cheap for cash. Condition palmportant if parts are there. Also No. 5 Ed. State all first letter. Box C-539, Bill-board, Cincinnati 22, Ohio.

CASH FOR ANY QUANTITY BLANK DISC Records, 614" size, for coin-operated Wilcox-Gay "Recordio-Gram" Voice Recording Machine. Walter H. Jones, Rt. 1, Box 1231, Woodinville, Wash.

PHILADELPHIA TOBOGGAN DONKEYS, full size, moving heads. With or without compressors. Box C-537, c/o The Billboard, Cincinnati 22, Ohio,

WANTED — MACHINES THAT MADE Rolled Out Cents used at different falrs, etc. Central Coin Mart, 25 N. Dearborn, Chicago, III.

WANTED - MUTOSCOPES "IRON HORSE" Viewers, Pulver Gum Venders and very old Arcade and Vending Machines in good working order. Write Box C-536, c/o The Billboard, 1564 Broadway, New York 36, N. Y.

WANTED-OLD THEATRICAL MATERIAL Playbills, programs, pictures of old stars, etc. Philip Sklar, 2141 N. Wanamaker St., Philadelphia 31, Pa. se21

WANTED TO BUY — PENNY ELECTRIC Shockers and Gottlieb Grippers. Reliable Coin Machine Co., 1433 W. Sherwin Ave.,

WANTED—USED 12 LB. RAIL. STATE condition and price. John Jaidinger, 5719 Bernice, Chicago, Ill.

WANTED—36* MERRY-GO-ROUNDS, KID-die Rides of all kinds, Merry-Go-Round Wood Horses, all sizes. We pick up. J. W. Landi 323 Sanford, Upper Darby, Pa.

16-SEAT CHAIR-O-PLANE, ALSO KIDDIE Rides. No junk. Write Box 454, Sleepy

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EAR-rings, \$5 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. oc5

Used Equipment

SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn.

SPECIAL—50 4-MACHINE BACK STANDS, \$10 ea.; 25 1¢ Master Ball Gum, \$5 ea.; 10 5¢ Silver King Nut, \$8 ea.; 25 5¢ Master Nut Machines, \$5 ea. Ed Barnett, 474 W. 43d,

10 COLUMN LEHIGH CIGARETTE MAchines, \$50; 75 Se Cash Tray Vendors, \$3 each; 100 Wall Brackets to fit any type vendor, 50e each; 60 Atlas 1e & 5e Combination Mechanisms, complete, \$4.50 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Musicians

AT LIBERTY—DRUMMER, NEAT, YOUNG, dependable. Name band experience. Pre-fer location. Local 10 card. Donnie Lang. 8611 Romona, Wauwatosa, Wis. GR 6-1138.

GIRL — TENOR, ALTO SAX FOR COM-mercial group. Union, have car. Musician, 4119 N.W., 36 Ave., Miami, Fla. Newton 4-7798.

TENOR, ALTO, CLAR., EXPERIENCED ALL styles. Reliable, 27. D. Rench, 81 South Ave., Battle Creek, Mich. WO 4-2040, No

Pacific Park Sets Autumn Rates, Hours

SANTA MONICA, Calif.— Pacific Ocean Park announced new "Indian summer" rates effective Friday (11).

The new admission prices are adults 90 cents; juniors 70 cents; and children 50 cents. Youngsters under three are admitted free.

New prices are also announced for books of tickets good for admission and attractions. The new adult package sells for \$3.10; the Junior books for \$2.85; and children \$2.45.

"Indian summer" opening and closing hours were also announced, effective Monday (14). Monday thru Thursday they are noon to 10 p.m.,; Friday, noon to midnight; Saturday 11 a.m., to midnight and Sunday, 11 a.m., to 10

Outdoor Acts and Attractions

AERIALIST — EXPERIENCED RINGS, Traps, Swivel, etc. Available immediately. Also next season interested in Flying Act. Learn quickly. Margie Shuberg, 1418 Robert E. Lee, Mobile, Ala.

quarters are required for outdoor.) For literature, particulars and price, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind. Telephone: EAstbrook 3312.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 41, Ind. oc25

BALLOON ASCENSIONS, PARACHUTE, Leaps for all occasions. Using modern equipment. Phone AT 8-8760, Porter Flyers, 614 Hoyt Ave., Muncie, Ind. 9e21

HIGH AERIAL ACTS FOR OUTDOOR PRES-entation. Rigging illuminated. Visible for miles. Stunt men extraordinary. Mac Productions, 456 Lamphier, Warren, Ohio.

John Strong Pulls 4,100 at California Fair

ORLAND, Calif.-The Big John A. Strong Circus played to 4,100 people under a canopy top while operating at the Glenn County Fair here September 10-13 as a free attraction.

The circus drew crowds of 200 and 400 Thursday (10); 750 and 750 Friday (11); 500 and 500 Sunday (13). The show features A fireworks display was held each clowns, trained dogs and a performing elephant.

Hays Runs for Mayor

in the October 14 mayoralty race is the pre-stampede breakfasts at the Harry Hays, a local businessman Hays farm that have been attended

Pipes for Pitchmen

CONTINUING ...

his report on pitch activities at the recent Indiana State Fair, Indianapolis, Jack Scharding noted one worker getting his share of the long green with a Kennedy rust remover stand. Also doing well at the fair was a woman with Hawaiian tiplants. One of the high spots along pitch row was an elaborate layout by Sylvester Enterprises, Detroit, featuring a variety of pictures imported from England. The machine-made pictures of aluminum were reproductions of famous artists and the hundreds of scenes on display drew good crowds. "The 20 engraving stands I counted on the grounds seemed to be more than enough for a fair, however big it may be," said Jack in concluding his letter.

E. C. PARDEE . . .

reports that he was discharged from the hospital recently and is back on the sheet. Writing from Poplar Bluff, Mo., E. C. says that lots of rain in that area has slowed down the cotton picking.

AFTER . . .

a long period of Inactivity, Ben (Horseback) Meyers reports that he is back again on the job. He would like to read pipes from Jack Rubin, Mike Halpers and Earnie Desplanters and son.

AN INTERESTING . . .

and humerous article by Bernard Gavzer, Associated Press Newsfeatures writer, on the subject of the pitch business, appeared in many of the nation's newspapers Sunday (13). In it Gavzer related how he spent a day on the Atlantic City Boardwalk with pitchman Archie Morris, kitchen gadget worker, in an attempt to learn the pitch trade. Gavzer made many interesting and humerous comments about the profession, related some of Morris' secrets in making a successful pitch and then, after considerable coaching from Morris, tried his hand at the job. His piece was one of the top off-beat features to hit the press wires over the weekend. .

Bill Starting D. C. Stadium To President

WASHINGTON — Legislation clearing the way for construction AN OUTSTANDING TRAPEZE ACT AVAILable for outdoor celebrations, etc. Also
for indoor events. Real act, with flashy
paraphernalia. (A platform and dressing and is now awaiting the President's

It authorizes the Interior Department to spend up to \$2.600, 000 on landscaping, parking facilities and other work for the \$10,-000,000 structure, to be built on East Capitol Street here.

Pontchartrain In Post-Season 'Appreciation'

NEW ORLEANS—Ponchartrain Beach here re-opened Saturday and Sunday (12-13) "in appreciation for the patronage of the residents of the Crescent City thruout the summer," according to Managing Director Harry J. Batt. All rides were offered on a half-price basis. evening.

associate director of the Calgary Exhibition and Stampede board CALGARY, Alta.-A contestant since 1938. He is well known for who has served as a director and by as many as 2,500 persons.

LETTER LIST

Lotters 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 to our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Halo, Pat, 2 magazines, 16¢ due

Acker, Bennle Adams, Tom & Dorothy Allen, Billy Allen, Buzy Allen, Roy Lee Anderson, William

Annin, Ralph Armann, Jim Armstrong, Matt Asher, Charles Atkinson, Hosea (Lucky

Atterbury, Robert Baird, Al & Mrs. Baker, Bennie Banks, Blaine (Sparky) Barfield, John Barnowski, Jocco

Barrett, Barry Barrett, Martin W. Barton, Mrs. Marguerite George Moran, Billy (Harold Bros.' Moran, Eddie Circus) Morgan, Mrs. Katle (Mr. Lorne) Baumgardner,

Bolner, Joe Boothe, Dallas F. Brennan, E. C. Brock, Harry Brooks, Hattle Bruns, Bill Bruns, Bill
Burridge, Frank R.
Byrd, Meiba Jean
Catalano, Peter
Case, Charles David
Chandler, Bruce
Chase, Harold S.
Cobb, Paul
Collins, Ricki
Conion, Edward R.

Cooke, Biggun & Ruth Pierce, Sailor Jim Cooley Jr., Royce Corlock, Marion E. Counter, Virginia Cox. Clifton Ewing Crabtree, Walter Crawley, Rolla Cullen, Bill Culpepper, Milton (Hickey) Reece, Robert

Daubenspeck, Robert

Conjon, Edward H.

Davis, Clarence
Davis, Gene Homer
Davis, Koke
Davis, Charles
Reidy, Paul R.
Reik, Raymond
Reik, Raymond
Reynolds, Larry Davis, Earl (Bill) Dean, Russell S. Del Mar, Lisa Delph, Dewey Diano's Elephants Dillon, George Donaldson, Dave Donnelly, Russell Donofio, Frank R.

Eichelberger, John & Ellis, Ray
Evans, Clarence
Fair, Donald Robert
Fairbanks, William
Farmer, Mrs. Jeannie

Faubian, Jack Faulconer, G. D. Feininger, Raiph Flanagan, Dorothy Flax, Harry
Floyes, W. W.
Forkum, Bill & Lee
Freeman, C. D.
Gallagher, D. J.
Gates, Bamma O. A
Garib, Paul

Gilbert, Arthur (Home Show Glazier, James Glosser, Kitty Glowacky Goldstein, Sam Gray, William Griffith Leroy G. Gwens. Joe Hale, D. D. Hall, Robert Hamid, Al

Hamid, Al Hamilton, George Hammond, Al Hanson, Mrs. C. Hart, Fred W. Hartman, A. C. Herman, A. H. Hill. J. & E. Hoffman, Dan J. Hoffman, Eugene Holliday, Jack Holmes, Bishop Holmes, Bishop Hopper. William

Anderson
Hornisfield, Bill
Howrey, W. H.
Huftel, Mr.
Hunt, Art
Hunter, Bill
Huppe, Harry
January, Los
Johnson, Harry Lee

Jordan, Jess Jorman, Alice Juliano, Joseph & Ingeb Mrs. Walden, Richard Walker, Bob Jordan, Jess

Longo, Anthony E.
McDermott, Wm.
McSpadden, John R.
Malman, Mannie Mannesovitch, Jay 8 Manning, Mrs. Molly Mapes, Thomas O. Marchand, Hondo Mathle Jr., Edward

Maynard, Kelth Miller, Clifford Miller, Wm. (Buddy) Minello, Mike Mitchell, Gussie Mitchell, James T. & Melvin Black

Mohr, C. E. Mohr, Donna Monahan, Vincent Moore, Mrs. J. G. Moore, James MacArthur

William A. (Bill) Morgan, James
Bentley, Ted L.
Bertel, Richard John
Blankenship, Barba
(License Plate) Faye Nelson, Herbert Nelson, Robert Nightengale, Billy Nolan, Edward O'Dare, Lynn (Irene Browning)

O'Toole, Barney Ott, Mrs. Lois
Owens, Buck & Mrs.
Park, Franklin L.
Parker, Ted
Pauli, F. W.
Pauli, Ruby (Majestic Pease, Lou Perks, George Ernest Phillips, Connie & Mrs.

(Tattoo Artist) Poole, Sonny Popkin, Mrs. Dolly Porter, J. W. (Bill) Powers, Nellie R. Puteet, Wayne Ray, Thomas E.

Reeves, Tommy Reichert, Frank Reynolds, Larry Lee William Riffle, Lewis Riggs, Forrest W. Ritchey, Louise Mary Louise Wary Louise Roach, John W. Robbinson Robert Robinson Robert

Rogers, H. L. & Mrs. Royer, Florence Donohue, Robert Lee Saas, George F.
Doyle, Benita
Duggan, W. F. (Dub)
Eddy, Samuel D.
Saunders, Larry Sanders, Samuel J. Saunders, Larry Schmuck, Guy O.

Segal, Ben Selby, Wm. F. Shaffer, James Shiner, Joe Shuck, Frank

Shumate, Charlotte Silverman, Frank & Silvers, B. M. Slaughter, Katherine Sioat, Roy Smith Jr., Earl Smith, William P. Sparton Family Act Spoon, Mrs. Sus

Stacey, W. A.
Steagoll, Norm
Steenrod Jr., Elmer
Harold c/o Archie Continental Shows Stein, Mrs. Barbara Stephan, Henry

Stevens, Bob (formerly with Bailey Bros. Circus Stevens. Mrs. Rachel Stevenson. Miller Stoker, Alice Striegel, C. & Mrs. Stringer, Raymond

Sturms, Edward Stutler, Bob Sutton, Carl Sutton, F M Sutton, F. M. Ires. Sutton, Mrs. Margaret Swank, Harry Swenson Lucky

Tabor, Jim Tattoo Sandy Terry T L. Theodore, Mack Huntel, Mr.
Hunter, Bill
Huppe, Harry
January, Los
Johnson, Harry
Johnson, Willis M.
Jones, Avery B.

Theodore, Mack
Tison, H. E.
Todd, Kelth W.
Travis, Jimmy
Tuck, Matt
Tucker, Louie B.
Tyski, Walter
Vroman, Alice (Val Valentine, Gem City Shows) Viicko, Paul Vinicky, Antonin &

Kalbaugh, William & Walker, Bob Mrs. Wallace, John Wallace, John Wallace Paul G Ward, D. M. & Mary Edward Ward, William H. (Bill)

Keily, Bob (Side
Show Talker)
Kessler, Wm. F.
(Doc)
Lane, Cynthla
Lange, Ed
Larkin, Charles
(P. P.) & Mrs.
Larmore, Mrs. James
Laury, Red
LeBarie, Babe
Lee, Francene
Lehman, Herb

Watson, Margaret
Wells, Mrs. Marie
Westey, Elbert J.
West, Ronald (Red)
West, Walter J.
Wheatley, William
White Flash
Williams, Joseph
Williams, Rex
Wilson, Alice
Wilson, Edgar R
Wysong, Ralph K. Lee, Frances.
Lehman. Herb
Lewis, Barney
Lines, Rev. W. J. & Yearty. Ben
Mrs. Young, Charles H.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Ackley, James W. Allen, H. S. Allison, Tex J. Bailey, William J. Bain, John Lee Balsewice, Peter Barnett, Chester (Bobo) Barton, James P.

Bates, Charles E. Bellville, Mrs. Bierbaum, Mrs.

Noble
Blackwell, Robert L.
Brown, H. E.
Brown, Hugh L.
Butler, Bill

Moreno, Geraldine
Multinex, Ula
Meill, L. K.
Nelson, Don
Nippo, William M.
Nix, Ray
Noakes, Mr. & Mrs.
Hank Carpenter, Walter E Conlin, Pat Cozart, John Curl, H. E.

Darland, John Daubenspeck, R. Denind, Luther DeWald, Frieda Diamond P-Bar-G

Curry, Frank

DeLgar, Diane Diaz, Mr. & Mrs. Dillinger, Maurine Donaldson, W. H. Dukes, Danny Elsey, Walter Lee Fester, Charles G. Followell, R. E. Freeland, Ray Fritts, W. R. Fry, Harvey L. Gomer, Larry Gray, C. H. Grover, Barney Gustine, C. Perry Hager, J. R. Hall, Lewis J. Harris, Sid Hayden, Francis Johann, Peter Jones, Phillip L. Hennessee, John

Hinds, Kenneth Kerner, Dorothy Kisor, Arthur Guy Knight, G. Koopuni, Mrs. Kriger, Al Ledbetter, Albert

Ledbetter, Albert
Carl
Louth, Albert
(Whitey)
Luvas, Mrs. Peter
McCoy, Mr. & Mrs.
Mack
McClard, Russ
McHenry, M. F.
Wells, Marie
Widaman, Edwin
Williams, C. L.
Wilson, Charles A.
Wright, Gene (Chief
Yates, E. J.
Zilinsky, Walter
Zingo, James
Zuke, Joseph

McLaine, William F McWhorter, Ted

Madson, Doug Manning, Ennis Martin, Terri Mazurkiewicz, Miller, Paul A.
Miller, Robert
Mofield, Janes
Molfield, Mrs. (Jimmy)

Moreno, Geraldine

O'Moore, Jerry Ostein, Jesse E. Owens, Richard P. Palkoleic, Joe Payton, Jean Pierce, Carl E.
Platt Jr., Carl N.
Pollack, Eugene
Price, Mrs. Lorna G.
Pyle, Milton r-G Qualis, Harold Rodeo Rich, Arthur Richards, James T.

Rogers, John F. Sanderson, B. E. Scott, D. Scott, F. A. Scott, Mr. & Mrs. Selbey, Mrs. Hank Simons, J. Smart, A. (Brother Smart, W.

Smart, W.
Smith, Robert D.
Spain, Lee
Sparks, Toni LaVera
Sparks, J. R.
Starkey, John
Starr, Agnes
Sterner, Mrs. Maxine
Stewert, Toni LaVera
Suilivan, Katharine
W.

Swan, Waiter Lloyd Tedman, Charles & Charlotte Terry, Mrs. Janie Thomas, John Thompson, Geo. Walker, Benjamin J. Ware, Chester B. Wells, Marie

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

Bennett, Bryce (Roe) Palm Circus Brown, Charles Equipme Bruce, Julian W. Rothman, C Cabrini Amusement

Doolin, R.
Doyle, John J.
Frakes, Capt. Frank
Garguilo, Annello
Lane, Geraid Lepa Amusements Lorraine, Louis

Equipment Corp. Rothman, Charles Ryan, Mike
Saxon, Jonny, Hell
Drivers, Inc.
Shang Hi Twins
Sheridon, Wm. K.
(Bill) Simms, S. D. (Pat) Slover, B. A. Szunyogh, Albert J. Willis, Duke

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

Ackeri, Frans Big D Amusements Carter, June Chiquita & Johnson Clifton, C. B. Derenow, Gary DeWald, Freeda Yvonne Dine Amusements Hershey, Ray Larkee, E. G. Le Pa Amusements Marcum, Marie

Manzell, B.

Novelty Exposition Nickerson, Pauline Payson, Waiter Pinto, Jimmy Schriber, Baptiste Sehl, John Silver, Romle Uncle Joe's Amusements
Weydt's Rides
Whitenour, Harry
Wilcox, Larry

Moore, Herb

Union, S. C., Fair Names Jack Kirby

UNION, S. C .- Jack Kirby Jr. is the new executive secretary of the Union County Fair Association, succeeding his late father, Hydrick L. Kirby.

Kirby, associated with his father for a number of years in the operation of the fair, said this year's exhibition will be held the week of October 19.

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

ROUTE EXPANSION THE EASY WAY

Op Reminds Locations He's Seeking Additional Bulk Spots—And Gets 'Em

DENVER—Unsolicited requests and eye - appealing, because he ter was finished, however, he turned lation of vending machines have increased steadily during 1958 and another one. 1959, according to Jay Shannon, Denver bulk operator, who has ap-

This happy situation has come ing customers but to potential location owners, according to Shannon.

his machines, applied either by his chair. spray gun or paint brush, and using

by location owners for the instal- knows that sooner or later almost out to be a service station owner every location can be the basis for located a block away who had no

Snowball Sample

"Here is an unusual example," proximately 750 machines in this Shannon indicated. "One of my located a few doors away, would tion and within a month's time, the about thru a planned campaign for like to put in a gum vendor and filling station operator telephoned keeping every machine on location a peanut vender in his barbershop to say that his brother, operating attractive not only to penny-spend- When I called the barber, and explained just about what the returns would be, the best spot to locate types of machines, and I made anthe machine, how often I would Several years ago he developed service it, etc., the location owner a black and green color scheme for had a customer all lathered up in

"We talked quite a bit about the high-gloss, extremely durable ma- contemplated installation which and backs up his request with the rine paints. Shannon goes to ex- would consist of three machines. tremes in servicing every stop to without paying much attention to leave the machines bright, shiny, the shave customer. When the lat-

vending machines in his station and had gotten highly interested in the conversation.

"I wound up with four additional customers told me that a barber, venders offered in this service staanother station on the other side of the city, was interested in several other four installations."

New Locations

Shannon makes a point of reminding every location owner that he is on the lookout for new spots, amount of effort which he puts into keeping the current location clean and attractive.

Busy tavern owners, grocers, bowling alley proprietors, etc., can usually be depended upon to remember him when discussing everyday business with their contemporaries and quite often this leads to extra location tips.

FTC Orders Cigar Maker Stop 'Favors'

WASHINGTON — The Federal Trade Commission last week (14) approved a consent order that forbids Bayuk Cigars, Inc., Philadelphia, the maker of "Phillies," "Webster" and other well-known cigars, to pay discriminatory advertising allowances to favored customers.

Bayuk was charged by FTC earlier this year with making payments to some customers but not making them available to all other competing customers on proportionally equal terms, as required by the Clayton Act.

Other allegations were that even among favored customers payments were proportionally unequal because they were based on individual negotiations, and that one customer exclusively was paid about \$700 a month for advertising the company's cigars on book matches.

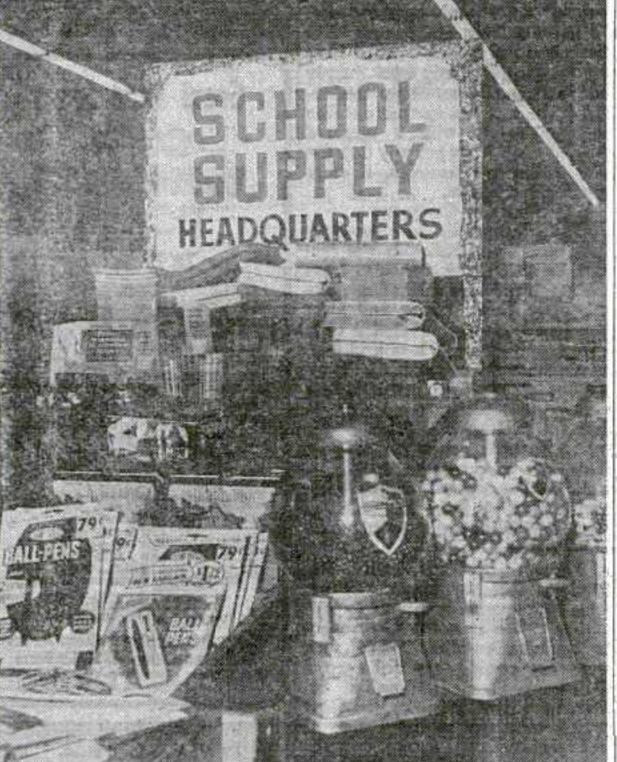
Bayuk's agreement to abide by the Clayton Act when paying allowances, according to FTC, is "for settlement purposes only and does not constitute an admission that it has violated the law."

S. C. Vending Tax To Be Enforced

COLUMBIA, S. C .- The law requiring a license to operate vending machines will be strictly enforced beginning Monday (21), according to official announcement by the South Carolina Tax Com-

A spokesman said the commission resumed enforcement of the license tax on coin-operated devices on August 19, after the levy went unenforced for a time. But up until now tax agents have made few cases against those not able to show the required license.

"Enforcement of the license tax was suspended for a time because of confusion over who should pay it," the spokesman explained. "But the tax commission has since ruled that the persons in whose places of business the device is located, the was exclusively an operator, his Despite the fact that the Arizona persons maintaining the machines distributing business demands city is near the saturation point and the owner of the machine can enough of his time that he can't (Continued on page 92) all be held liable," he added.



SCHOOL'S IN SESSION! Just a reminder to bulk vending operators to check out school supply stores and other kiddie-frequented spots in their area for potential new locations. Operator at the location shown above has a row of vending units right on the school supplies counter of a supermarket.

LOCATIONS CO-OPERATE

Globe-Changing System Saves Time & Trouble

veteran bulk operator here, gets two cities as he once did. the sort of co-operation from loca-

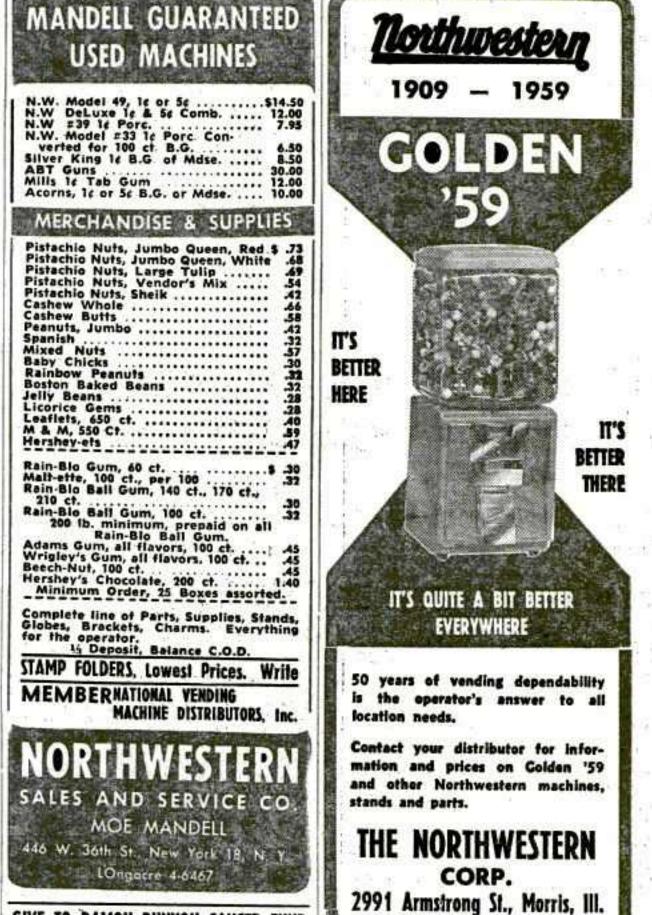
A busy distributor, as well as an six weeks. for the unusual co-operation he gets from location owners. Like Phoenix.

was no serious problem when he cent and often more.

PHOENIX, Ariz.—Walter Gray, jump back and forth between the

However, Gray has found that tion owners which operators dream he can "get by" thru servicing his remote machines only once every

operator, Gray would suffer from His decision to spread out col-"distance problems" if it was not lection calls over so long a period of time was based entirely upon long-established goodwill over his many operators in the sparsely set- entire route. For an example of tled Southwestern States, Gray has the high regard which location 500 machines in El Paso, Tex., owners have for the tall ex-Texan, which is some 450 miles from he has 500 machines operating at a 20 per cent commission in Phoe-Whereas servicing the machines hix, where the average is 25 per



SANDY MOORE, PENNSYLVANIA, INC.

GIVE TO DAMON RUNYON CANCER FUND

Exclusive Wurlitzer Distributor for Eastern Pennsylvania, Southern New Jersey and Delaware

ANNOUNCES A NEW SUBSIDIARY

ALL-VEND EQUIPMENT COMPANY

Exclusive Distributors for

- Valley Sales Co.—Pool Tables
- J. H. Keeney & Co.—Entire Vending Line
- Lehigh, Inc.—Entire Vending Line

(Specializing in Lehigh's Cigarette Machines)

NOW DELIVERING KEENEY'S NEW TOUCHDOWN GAME

Complete line of reconditioned phonographs, games and cigarette machines. **Export Inquiries Invited**

SANDY MOORE, PENNSYLVANIA, INC.

PHILADELPHIA 30, PA.



MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

SPECIAL INTRODUCTORY TRIAL SUBSCRIPTION

	Enter my subscription to The Billboard for a full yea (52 issues) at the rate of \$15 (a considerable saving over single copy rates) Foreign rate \$30.
i	Name
	Company
į	Address
	City Zone State
	Type of Business Title Title

BULK VENDING

GIVE TO DAMON RUNYON CANCER FUND

COMPANY_

540 Second Ave., North

ADDRESS_

CHARMS

Send \$1.00

complete

Samples. Over 100 new items.

I am interested in improving my bulk vend-ing operation. Please send me complete

information and prices on Northwestern

GOLDEN '59 (as illustrated) and other

Fill in coupon, clip and mail to:

BIRMINGHAM VENDING COMPANY

Phone: FAirfax 4-7526

Vacuum Plated 200 Series, \$1.85 per M in drum lots

Vacuum Plated Western Rings, \$1.85 per M in drum lots

Contains our complete line.

We handle complete line of machines, parts & supplies.

BARGAINS BY THE BARREL

Bright Colored Plastic 100 Series only 95c per M in drum lots

About 110M per drum

SURE-LOCK, the perfect capsule. Pat-

ent No. 2762411. Outstanding Items. Send

\$2.50 and receive 100 quality filled capsules.

Company

KING

Northwestern machines.

IMMEDIATE DELIVERY

THE 4-UNIT

BI-LEVEL STAND

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

Civic Clubs Support Kentucky Op Route

LEXINGTON, Ky. - H. D. sold out in 1947 and moved here. Harris, who has 1,700 bulk machines operating in Central Kentucky, has a working agreement with Lions and Kiwanis Clubs thruout this area.

The clubs are given 20 per cent of the gross for securing locations. Store owners, factory owners and merchants furnish the locations without charge as a service to the clubs.

Harris provides the machines, does the servicing and pays for the liability insurance that covers any injury that might occur to a person operating a machine.

Harris has Lions Club and Kiwanis Club-sponsored machines in Bardstown, Bloomfield, Lawrenceburg, Versailles, Shelbyville, Frankford, Midway, Paris, Georgetown, Powell County, McKee, Berea, Richmond, Lexington, Wilmore and Harrodsburg.

The veteran operator stresses regular servicing as a must in the business. This consists of (1) keeping machines clean, (2) loaded with fill; and (3) repairing broken machines immediately.

Harris has 17 years' experience in bulk vending, starting in Fort Worth, Tex., with 50 stamp machines. He increased his route to 450 with the addition of gum, nut and candy penny machines, then

He signed a franchise with the Hart Gum Company, later purchased by Leaf Gum. The Kentucky route rose to 2,300 machines, but he cut down to his present number to ease the work load.

Harris practices multiple vending with the number of units on location ranging from one to nine. He



H. D. HARRIS

feels this saves him expenses. He strives to have fill in at least one machine at each spot all the time. For economy sake, he thus has as many as nine machines at one location to cut servicing trips.

Every machine, regardless of its location, gets a complete servicing once every six weeks, others as often as once a week.

every machine operated and any machine not earning its keep is removed from location.

Coins a Hobby

With literally thousands of coins going thru his hands each month, Harris took up a hobby that complemented his work-that of coin collecting. As a result of 10 years of coin collecting, Harris has become a coin dealer on a limited scale and advertises in some of the coin collector trade papers.

Harris is also a fisherman and hunter. He has a fine collection of guns and won three trophies for casting 3/8-ounce and 5/8-ounce lures lures at sportsmen's contests in Tennessee and Kentucky.

Handy with tools, Harris made a den and recreation room in the basement of his home, doing all the work himself, including putting in a tile floor and paneled walls. From the walls hang his collection of guns. At one end of the den is still another collection-old-fashioned whisky bottles.

The Kentucky operator is a 32d Degree Mason, a member of the Methodist Church, and is married to the former Trula Mae Atwell.

SAY YOU SAW IT IN

THE BILLBOARD!

System Saves Time, Money

• Continued from page 91

Gray has had less than a dozen knowledge that no location will location owners ask him to in- suffer because of the delay. crease the commission.

Places Larger Heads

Goodwill such as this made it possible for Gray to continue his 500-unit route in El Paso. First, he converted all machines over to nine and one-half-pound heads, which means that the machines will empty far more slowly. Then, he kept a watch on the machines for a period of several months, and found that even with the nine and one-half-pound head some of his machines would empty in three or four weeks.

The answer to this problem was simple. Gray collared his location owners one by one, and asked them whether they would be willing to change heads on the machines themselves if he left a replacement head, already packed, and the necessary tools. Nine out of 10 of the location owners agreed that they would, indeed, be willing to tackle the chore, and Gray took a "double load" to El Paso on his next visit and drilled location owners on the proper routine for head replacement.

"Of course, this isn't a blanket policy," the Phoenix operator said. "I left the filled globes only with those location owners whom I have known for years, can trust thoroly and have no butter-finger tendencies. The idea has worked out fine in combination with a postcard which I send about halfw y thru the Harris keeps a route card for six-week period, reminding them to check the machine.

Weighing Ceremony

One of the reasons why Gray gets such co-operation is the fact that he weighs out the coins from his machines in the location owner's presence as a rule, and gives the location owner a choice of a check, currency or his split in pennies. Since 90 per cent of his locations are in food stores, where pennies are a perennial nuisance, he has yet to find a location owner who refused to accept the coppers. This sort of operation, making a definite "ceremony" of the scale weighing of the coins has endeared the Phoenix operator to his food store owners.

Another point which Gray has made is that any location owner, in a remote area, is entitled to telephone collect to notify Gray when a machine empties. While such calls are costly, they build up a business-partner relationship between the location owner and Gray which translates to better care of the machines.

Now Gray can put off his El Paso route servicing operations to

THE

OFFICIAL

from the standpoint of venders, six weeks at a time, secure in the



FREE Copy of NEW CATALO

RECONDITIONED MACHINES Acorns 5c ... Northwestern Jets 1c Jumbo B/G 8.95 Northwestern Jet Capsules 5c. 8.95 Northwestern Deluxe 1c and 5c. . 9.00 Horthwestern '49 5c Special... 10.00 Northwestern 10-Col. Tab Gum. 19.50 Mational B/G Hunter..... 12.50 Mills Tab 6-Columns...... 14.50 Columbus 5c 5.95 Pen Machines 50c..... 5.00 Duval 3-Col. Roll Stamps..... 29.50 Acorn Premier Card Machine . . . 15.00 3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange 609-A Spring Garden St., Philadelphia 23. Pa. WAlnut 5-2676

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Complete With Sturdy Carrying Case. ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices.

. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders-Write for Prices 715 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900





Ask about Our

ATLAS

Finance Plan



the

FUTURE

with a

promise



ADDRESS_



Coinmen You Know

Detroit

By HAL REVES

Art Hebert, manager of the Detroit office of Miller-Newmark Distributing Company, has been vacationing at an undisclosed lake, spending his time relaxing. Orville Bolier, sales-manager of the Grand



ONLY

NICKELS . DIMES . ALL ON ONE COUNTER

\$1.25 Calibrated for accuracy . . . no need to count individual coins. Eliminates clumsy fumbling. Die-stamped of durable, lightweight sheet aluminum; non-breakable.

- SPEEDY—By actual test saves 63% of counting time.
 ELIMINATES open public display of
- coin handling. GIVES business-like appearance to money ecunting.

 DETECTS bent coins and slugs through

DISTRIBUTORSHIPS AVAILABLE

CTANDARD PECIALTY CO. 1028 44th Ave., Oakland 1, Colif. Phone: AN 1-9037

CIGARETTE AND

Fully reconditioned complete with base ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

EASTERN ELECTRIC CIGARETTE,	EW 5
10-Col., all coin, 25c & 30c.	\$75.00
NATIONAL 9-M CIGARETTE.	
25c & 30c	85.00
8-COLUMN CRUSADER,	
25c & 30c	57.50
8-COLUMN PRESIDENT,	
25c & 30c	50.00
8-COLUMN DIPLOMAT,	
25c & 30c	65.00
CONVERSIONS.	
(30c to 35c)	7.50
8-COLUMN STONERS,	3.0.4
(pre-war & post-war)	161
6-COLUMN STONERS,	
(pre-war & post-war)	
All equipment uncon-	ditionally

All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO. 46 Fulton St., Brooklyn 1, N. Y. rRiangle 5-1857



complete information."

1784 N. Decatur Road, N.E. Atlanta 7, Georgia

take charge of operations in Hebert's absence, returning from his own vacation, which was divided between moving into a new home, and a round of golf, fishing, and boating.

Carl Angott, head of Angott Distributing Company, returning from a three weeks' vacation at his cabin in the Upper Peninsula near Manistique, reports that business is showing a very fine pick-up with good prospects for fall. The Angott family vacationed with him, including his sons, William and Carl Jr., both of whom have joined the business as partners, and his daughter, Judith, who has recently joined the staff as bookkeeper.

Linden F. Bush, associated with Fabiano Sales and Service since he sold out the Bush Music Company to that firm a year and a half ago, is also operating a background music business as the Bush Record and Sales Company.

Frank R. Fabiano, head of Fabiano Sales and Service, has been devoting much of his time to fighting the ASCAP bill thru meetings and other activities in his capacity as president of Music Operators, Inc. He also sounds the optimistic note-"Business is on the upgrade. We are looking forward to a big pickup this coming fall."

Herbert E. Payne Jr., formerly with Music Systems, Seeburg Distributors, and now sales manager of Contemporary Music, Inc., rating background music system, is Potentate of Moslem Temple of the Shrine, which is preparing to produce the famed annual Shrine Circus in the State Fair Coliseum. Contemporary Music, with headquarters in Ypsilanti, is headed by James Davis as president.

Trio Vending, located in the north end suburb of Oak Park, has been formed to take over the music box operations of the Fisher Music Company, both formerly in Detroit. Owners of the new firm are Gordon Fruitman, who had Gordon Music, and Aaron Katzman, who was a partner in Fisher Music. Louis Fisher, founder and senior partner in Fisher Music, who has incidentally been away vacationing during this hot spell, is operating tube testing equipment. Incidentally, plans are under consideration for revival of the Gordon Music name.

Frank Alluvot, operator of Frank's Music since 1930—one of in the territory — thinks that play. He had some of it on dime, competition between operators in had to go back to 5 cents and is now the Detroit territory is about the getting needed co-operation for most intensive to be found in any city in the country. . . . Johnny Marklin, serviceman for Frank's Music, has been spending his vacation right around town, seeing the sights of Detroit.

Frank R. Fabiano, head of Fabiano Sales and Service, commutes each week clear across the State to his home in Buchanan, near Lake Michigan, arriving back in town Monday morning.

Alex Friedenberg, owner of the Frye Amusement Company, will also continue indefinitely to manage the Frye Coin Machine Company, amusement game route establishment by his late brother Charles, for the latter's widow, Mrs.

Rapids branch, came to town to Evelyn Friedenberg. Alex Fridenberg reflects the viewpoint of typical games operators in this area, that the present low play on machines is unlikely to improve substantially until there is a real improvement in employment conditions locally. Figures indicate that 60,000 or more families have moved out of the area, and many more are out of work, creating a big vacuum in the market.

Memphis

By ELTON WHISENHUNT

Drew Canale, Canale Amusement Company and Service Amusement Company, was on a vacation at a big national park in Kentucky last week with his family. He deserves a long rest after the hard work of directing an election campaign. . . . Edward H. Newell, Ormatt Amusement Company, enjoyed a vacation with his family on an island off the Georgia coast, also in Florida for swimming and deep sea fishing. He caught some big ones, too.

Newell, incidentally, left last week to take his daughter, Linda, 18, to Southern Methodist University at Dallas, where she is enrolled as a freshman. Newell says his music route is doing good business, expects even greater collections for the fall season and probably one of the best years in some time.

Clarence A. Camp, president of Southern Amusement Company, a ball of fire in many enterprises (juke box operator, distributor, coin operated hobby horses, official of stock car racking track, et al.) has made a success at background music. He has 125 locations now, will expand into something big soon. He has a franchise for FM receiver sets for the Mid-South, will use WMC-FM radio music (not available to the public), which the receivers pick up on radio beam.

Camp, by the way, has the most glamorous secretary of any operator in town and is trying to figure out how to keep the wolves away. It's amazing how many visitors call now that Mary Louise Hickman, 18 (nickname Lesa), is there

Little Rock

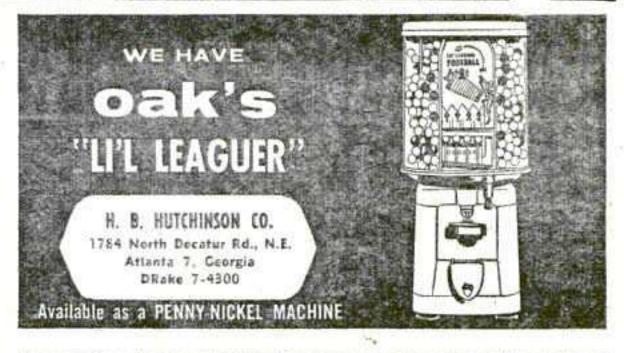
By ELTON WHISENHUNT

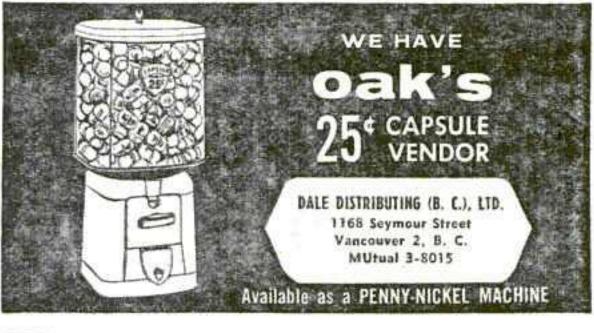
News from operators about Arkansas: Arlie Turner, Turner Amusement Company, Harrison, in the Ozark Mountains, reports the best tourist season ever at his resort town, which brought a big increase in collections on his route. . . James Akers, Akers Music Company also at Harrison, is at work the largest games and juke routes getting most of his route on dime dime play.

> Bill Adams, Ozark Vending Company at Batesville, recently got his route cleaned and oiled and put new records on for an anticipated big fall business. . . . Warren Smith, S & D Amusement Company, Hoxie, was seen unloading some new games; he reports they carried him thru the summer.

Edward Boyce, Boyce Amusement Company, Bald Knob, has opened his second coin-operated laundry. He also reports he has ordered two-way radio systems for his four vehicles to expedite serv-

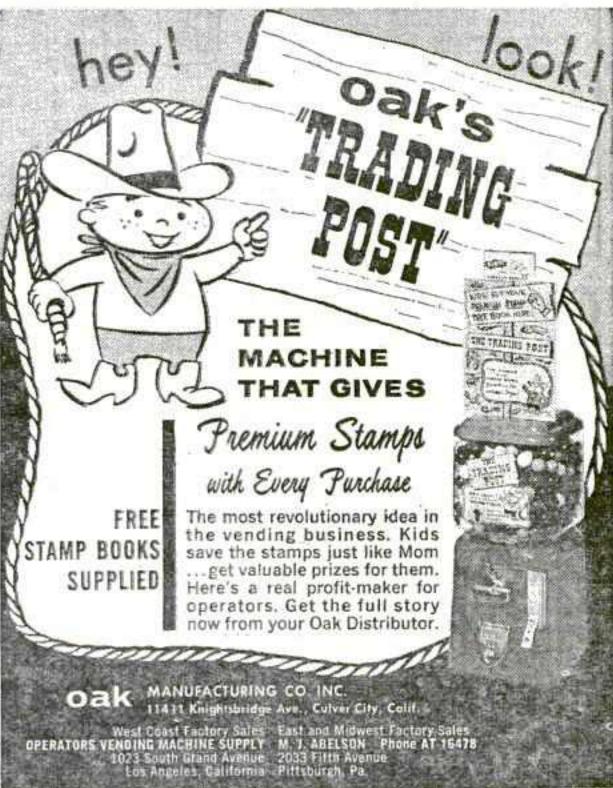
(Continued on page 94)











every conceivable kind of

WHAT DO YOU HAVE TO SELL!

EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

Write Box 666, 2160 Patterson St., Cincinnati, Ohie



WEIGHT, 165 LBS.

Invented and made only by

Manufacturing Company 4541 W. Lake St. Chicago 24, Ill.

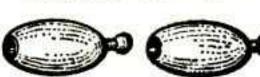
Est. 1899. Telephone: Columbia 1-2772 Cable Address: WATLINGITE, Chicago

COINMEN YOU KNOW

Continued from page 93

ice calls, and he expects the equipment to be paid for in three years on what his men would use making phone calls. . . . E. V. Womack, Womack Music Service, Jonesboro, is sporting a new Buick; he reports business is good.

SALES A'POPPIN' OVAL and OVAL Again

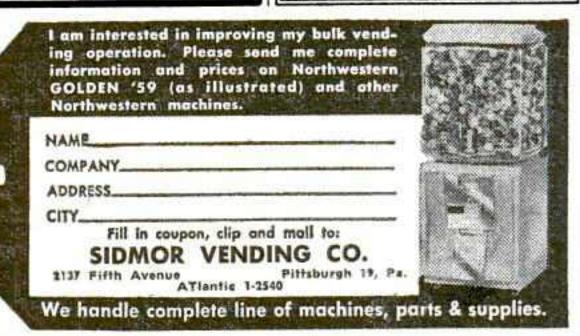


took a new "shape" to put POP-IT BEADS back into machines. Best thing that ever happened to OPERATIONS. Happy Days, Smiling Faces, Excellent Business is here

100,000 & up \$2.25 per 1,000 50,000 to 90,000 . 2.50 per 1,000 10,000 to 40,000 .. 3.00 per 1,000

> Packed in Bulk-Minimum Order, 10,000.

SAMUEL EPPY & CO., INC. 91-18 144th Place, Jamaica 35, N. Y.





VEEDCO SALES COMPANY

2124 MARKET STREET PHILADELPHIA 3, PA.

SAMUEL KOPF, Pres.

Appointed

DISTRICT DISTRIBUTOR

VICTOR VENDING CORP. machines, parts and supplies in the states of

PENNSYLVANIA NEW JERSEY



E. J. Mafouz, Mafouz Company, Stuttgart, has had another stroke of misfortune. He recently returned from the hospital for treatment of a rare blood disease and had a blood transfusion of eight pints. He got bad wreck injuries last year and a fire destroyed his home.

THE BILLBOARD

Sam Torjusen and Virgil Boyd, & T Amusement Company, Blytheville, are expecting a big fall business. Both have recently purchased new Cadillacs, an indication that business has been good all year so far. They report a big cotton crop will up business even more, and indications now are for the biggest in years. . . . Mrs. E. L. Elbin, Paragould Music Company, likewise expects a good fall Charles Cole, Melody Music Company, recently renovated his route.

Philadelphia

By GEORGE METZGER

Coinmen in the Philadelphia area are continuing to do good acts without trying to get publicity for it. . . . David Rosen, president of the firm that bears his name here, has awarded a four-year scholarship to Tommy Rosa, eight, of Miami, for being chosen the outbetween Police Athletic League teams from Miami and Philadel-Philadelphia has donated a 200record juke box to St. Vincent's Orphanage in the Tacony section of Philadelphia. It is one of the many times this coinmen's organization has made such a donation to orphans.

Abe Witsen, president of the Scott Crosse Corporation, took his vacation at Cape Charles, Va., right after his son, Bill, assistant secretary of the firm, returned from his two weeks of "leisure." Only Bill hopes his dad has a better time than he did. The younger Witsen spent his two weeks drilling at camp with the Army reserves.

Larry Ash, of Active Amusement Machine Company, is the latest bachelor along Coin Row to fall by the wayside. He was married to the former Joan Isenberg on August 16. The couple honeymoned in the Caribbean.

Twin Cities

Jim Christiansen, operator of Jim's Record Shop is St. Paul, a one-stop, vacationed in Winnipeg. . . . Don Leary, of Don Leary's, Inc., record store, says that business is "about 100 per cent better" since he moved into his new store at 223 East Hennepin.

Melody Music City, an expansion of the former Melodee Record Shop, opened its new record su permarket at 700 Hennepin recently. The store has 3,500 air-

VICTOR NAMES VEEDCO IN EAST

PHILADELPHIA—Veedco Sales Company, 2124 Market Street here, has been named district distributor for Victor Vending Corporation, Chicago, in Pennsylvania and New Jersey. Veedco is headed by Sam Kopf.

Plan Campaign To Up Canada Candy Sales

TORONTO - An all-out campaign to boost Canadian consumption of candy products is planned by the Confectionery Association of Canada.

The association has concluded that Canadians don't eat "enough" candy, and will employ promotion, advertising, public relations and research to remedy the situation.

Per capita consumption of candy, the association has found, was almost static in the last two years, and what candy was consumed was not all Canadian. Canadian candy accounted for only 12.02 pounds of the 13.94 and 13.68 pounds consumed per capita in 1958 and 1957, respectively. And, according to George McVitty, Toronto, general manager of C.A.C., "the entire increase in 1958 over 1957 went to imported candy."

McVitty suggested the slogan of the association's planned campaign should be "Eat More Canadian Candy."

C.A.C. condemned what it called a discriminatory sales tax on confectionery. The levy has been increased in spite of the association's petitions for removal of the tax. The tax jumped from 10 to 11 per cent at the last fiscal budget. standing baseball player in a game The industry, McVitty said, would continue its efforts to have the tax removed entirely. C.A.C. also phia in the latter city on September pledged to work for government 4. When he is old enough, Tommy, action on import quotas of confecwho is a switch-hitter, will attend tionery, particularly on British the University of Miami. . . . The firms. Greatest competition for Amusement Machine Operators of domestic candy makers comes from

Venders Protest Proposed Boost In Denver Fees

DENVER - Proposed changes i in this city's existing permit, license and inspection fees and addition of new fees were opposed by vending machine tradesters before the City Council.

The proposals would up fee costs for owners of penny vending machines as well as operators of cigarette and beverage machines.

Vending machine representatives told the council that the proposed fee hikes might raise the price of cigarettes here five cents-from 25 to 30 cents. And bulk operators told the Council that the new fees would force them out of business.

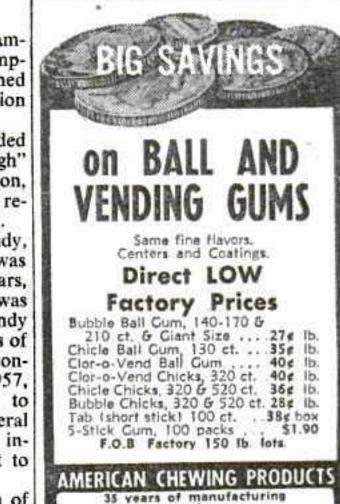
Free Structure

Proposals would double permit fees from \$7.50 to \$15.

J. Glenn Donaldson, Denver attorney representing the Colorado Automatic Merchandisers Association (cigarette vending), said such a fee would produce only \$10,975 in added city revenue, but would cost cigarette purchasers \$390,000 more a year (if the 5-cent boost was effected), and the industry \$240,-000 to convert or replace its 25-cent operated machines. "How absurd can we get?" Donaldson asked the Council.

conditioned square feet of space and separate departments for musical preferences. There also is a balcony showroom for phonographs and stereo equipment.

Norman Pink, general manager of Advance Music Company, Minneapolis, has been given added duties as general manager of Midwest Automatic Photo Company, it was announced by Dan Heilicher, an official of the two firms. New personnel also has been added to the staff of Midwest Automatic Photo, Heilicher the United Kingdom, C.A.C. feels, New officers elected during the C.A.C. meeting were: Sidney J. Smith, of William Neilson, Ltd., president; G. O. Nichols, of Rowntree Company, Ltd., first vicepresident; E. L. Otto, of Moirs of Halifax, Ltd., second vice-president.





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BABY GRAND Capsule 5¢ or 10¢

5-STAR

Ball Gum & Charms

Rocket

Charms,

* Chicle Treets, 1 100-Count Ball Gum,

Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of

 CAPSULES • MACHINES • CHARMS • BALL GUM

Order Now From Victor's South-H. B. HUTCHINSON, JR.

1784 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300



Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW - MAIL THIS COUPON TODAY

Vend Magazine

2610 Patterson St. Cincinnati 22, Ohio □ 1 year \$5 □ 3 years \$11 □ Payment enclosed □ Please bill me (Foreign rate, one year, \$10) Name

Address

CityZone. State.... Occupation

SEPTEMBER 21, 1959 THE BILLBOARD COIN MACHINES

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.

(For 10-week period ending with Issue of September 14)

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.

4	High	Low	Mean Avg.	CENCO	High	Low	Mean Avg.	à ,	High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Me
MUSIC MA	CHIN	ES		GENCO 1520 Golden Nugget	3810	8 E		Screamo (4-54)\$ Sea Jockeys (11-51)		50 225	\$ 50 225	Rocket (B) (8-54)\$ 1 Royal (U) (8-54)		125 100	\$ 125 100	Flash Hockey	000		2,000
odel C-40\$	125	\$ 125	\$ 125	2-53)\$ Invader (3-54)	75	75	75	Silver Skates (2-53) Singapore (10-54)	39 50	39	39 50	Score-a-Line		33.		(Coinex) (9-54)\$ Flying Saucer (M) (6-50)	125	\$ 75 95	1:
	245	125	189	GOTTLIEB				Sky Way (9-54)	85	85	85	(CC) (9-55) 2 Shuftle Alley Deluxe		245	04025	Football (M)	95	140	-
del E-40 (53) 40 sel.,	COLEMAN A	225	225	Arabian Knights .	40		. 40	Spark Plug (10-51) Spitfire (2-55)	65 75	49	65	6 Player (U) (10-51) Shuffle Alley	85	30		Gun Patrol (Ex) (5-51) Gypsy Fortune Teller	110	110	
del E-80 (53) 80 sel.,	CARROLL DA	275	295	Auto Race (9-56)	125	99	125	Star Pool (10-54) Struggle Buggle (12-53) .	55 55	55 - 55	55 55		85	45	45	Harvard Metal Typer	225	225	2
65 RPMdel E-120 (53) 120 sel.,	NO RECEIVED		CONTRACTOR OF THE PERSON OF TH	Cinderella (3-48)	25	39 25	39 25	Slugfest (3-52)	45	45	45	10 Player (C)	95	50	60	Heavy Hitter (B) Hi Ball (Ex) (2-38)	65	65	
15 RPMdel F-80 (54) 80 sel.,	325	215	295	Classy Bowler (7-56) College Daze (8-49)	125	125	125	Twenty Grand (12-52) Times Square (4-53)	30 45	30 45	30 45	Shuffle Alley 11th Frame	335	150	195	Hockey (CC) Home Run, 6 Player	75	75	
	365	365	365	Coronation (11-52)	35	35	35	Thunderbird (5-54) Three Deuces (8-55)	59 85	59 79	59 79	Shuffle Alley Deluxe	325	175	Stone	(CC) (3-54)	95	95	-
45 RPM	395	395	395	Melay Mae (7-34)	60	25 60	60	Super World Series	10765	2000	535/0	Shuffle Pool (Ge) (11-53)	50	50	50	(Meteor) (6-53)	485	485	4
CK-OLA				Derby Day (4-56) Diamond Lil (12-54)	99	95 65	95 65	tr in the second	50	50	50		65	45	45	Jack Rabbit (Amusematic) ('46)	95	95	= ,
32 50 sel., 78 RPM\$				Dragonette (6-54)	75	69	69	SHUFFLE (GA ME	S	(8	Six Player Deluxe (U) Six Player 10th	65	40	45	Jet (B;	110	110	100
2 50 sel., 78 RPM	and Company States	125	139	Duette (3-55)	135	70 125	135	(CC) (9-50)\$	295 \$	95	\$ 95	Frame (U)	75	55	70	Jet Fighter (W) (10-54)		100	
6 A 120 sel., 45 RPM	149	149 215		Flying High (2-53) Four Belles (10-54)	60	19	60	Advance Bowler (CC) (5-53)	95	95	95		185 135 -	185 135	135	Jumping Jack (G) (11-52)	85	35	
8 120 sel., 45 RPM	325	295	295	Four Stars (6-52)	65	50	50	American Bank (American Shuffleboard (5-52)		225	225	Star, 5 Player (U) (7-52) Star, 10th Frame	95	34	45	Jungle Gun (U) (7-54) Kicker & Catchers		295	
2 50 sel., 45 RPM 6 Hi-Fi 120 sel.,	295	245		Frontiersman (11-25) Gold Star (8-54)	75	60 75	75 75	Arrow (CC)	210	210	210	(U) (9-52)	65	65	65	K O Fighter	150	150	1
5 RPM	395	395	395	Grand Slam (4-53) Green Pastures (1-54)	35 50	35 50	35 50	Banner (U) (8-54) Bikini (K) (6-54)		115	125	Super Bonus Deluxe (U) :	75 225	75 225	225	Little League (W) (2-54) Lord's Prayer (M) (6-56)	125	125	
BURG				Guys & Dolls (5-53) Gypsy Queen (2-55)	39	39	39	Bonus Bowler (K) (3-54) Bonus Score Bowler		75	125	Super Frame (CC) (5-54) Super Match Bowler	125	125	125	Lovemeter (Ex) Mauser Pistol (Ex)	25	25 89	
100 Hideaway 9-49)\$	125	\$ 125	\$ 125	Harbor Lites	95	60 95	95	(CC) (4-55)	175	175	175	(CC) (10-52)	75	50	55	Mercury Counter Gripper	25	25	
00 A (9-49) 100 sel.,	123	4 123	4 123	Hawaiian Beauty (5-24) Jockey Club (4-54)	70	50 70	50 70	Bowlette (G) (7-50) Broadway Alley (U)		245 225		[HELEPIN 1874] [HELEPIN LA CONTROL OF CONTR	75	29 75	75 75	Midget Movies (CC) Midget Racer (B) (11-56)	125 75	125 75	
RPM	195	195	195	Jubilee (5-55)	150	150	150	Capital Deluxe Shuffle Games		225	245		320 95	95 95	195	Mildget Skeeball (CC) Mills Scales	125	125	
0 (10-50) 100 sel.,	325	225	300	Jumbo (10-54) Lady Luck (9-54)	60	225 50		Capitol (U) (6-55)	235	235	235	Team Bowler (K) (10-52)	75	49	50	Panoram (Mills)	350	350	
00 C (5-52) 100 sel.,	205	975	395	Lovely Lucy (2-54) Marathon (10-55)	125	50 115		Carnival (K) (5-53) Cascade (U) (2-53)	75	45 75		Tenth Frame (K)	75	35	50	Pennant Baseball (W) Periscope (CC)		95	37.E
W (9-53)		375 535	535	Marble Queen (6-53)	69	69	69	Century (K) (6-54) Champion (B) (5-54)	155	155	155 195			200		Photomatic (M) (1-50) Photomatic Deluxe	325	325	
0-G		395	395	Niegara (12-51)	35	39 35	35	Chet (U) (11-50)	300 115	115	115	Triple Score Bowler		62	IOSIG!	(M) (3-36)	245	245	
LITZER	-			Pin Wheel (10-53) Poker Face (8-53)	60 50	40 50			140	50 175	80 175	(CC) (6-53) Triple Strike Bowler (CC)	200	200	200	Pistol (CC) (1-49) Pistol Pete (CC)	75 125	75 125	
(51) 48 sel.,				Quartette (2-52)	49	49	49	Clipper Deluxe (U) (5-55)	210	210	210	[4] [4] [4] [4] [4] [4] [4] [4] [4] [4]		150 225	150	Pistol Target Skill	15	15	
or 78 RPM\$	125	\$ 125	\$ 125	10000 BOOK AND WAR.	50	50	50	Clover Shuffle (U) (1-53) Club (K) (4-53)		65 50	65	Victory Bowler				Pitch'm & Bat'm (\$) Polar Hunt (W)	175	125 175	
(51) 48 sel.,	175	150	150	Score-Board (3-56) Sea-Bells (8-53)	85 150	85 145	85 150	Comet Targette (U) (11-54)	125	125	125	(CC) (3-52)		153	155	Pop Up	18	18	
or 78 RPM (52) 104 sel.,	1/3	150	150	Shindig (9-53)		90	90	Comet Deluxe	-	Western.	5000	The state of the s	and the fact of the fact	. TOURS	:00247.1	Ranger (K)	198	195	
78 RPM Mix	175	175	175	Skill Pool (8-52) Sluggin Champ (4-55)	95	89	50 95	Criss-Cross		125	245	ARCADE EQU				Rifle Gallery (G) (6-54) Rocket Ship		125 215	
(52) 104 sel.,	141 141 141 141		1.45	Sluggin Champ Deluxe (4-55)	175	175	175	(CC) (11-53) Criss-Cross Targette	110	110	110	CODE: AP-Auto Photo, B- Coin, EV-Evans, Ex-				Round the World Trainer (CC) (10-53)	350	350	kar s
-78 RPM Mix -A (53) 104 sel.,	145	145	145	Southern Belle (6-55)	95	75	90	Regular (CC) (1-55)		75	75	Gb-Gottlieb, K-Keer	ney, M	-Int'i	Muto-	Royal Mustang Horse	275	275	
-78 RPM Mix	155	155	155	Spot Bowler (10-50) Stage Coach (11-54)	85	30 85	30 85			80 50	80 50	scope, R-Roovers, S- /tific, Sh-Shipman,	T-T	elecoir	n, U-	Scientific Boat Set Shot Basketball		250	
(53) 48 sel.,	33555	255	1000	Sweet Add-a-Line (7-55) Toreador (6-55)	115	105	105 125	(CC) (3-53)	95	49	75	United, W-Williams,	Name of the last	0.000.000	15	(Munves) (6-52) Shoe Brush Up	05	175	
or 78 RPM	235	235	235	Tournament (8-55)	150	150	150	8 Player (Ge) (9-51)	83	50	50	AA Gun (K) ('48)\$	99 5			Shoot the Bear (5)	120	120	
or 78 RPM	249	249	249	Twin Bill (1-55) Wishing Well	95	75 80		Feature (CC) (7-54) Fifth Inning Deluxe		125	125	ABT Challenger (5-54) All Star Baseball (W)		125	125	Shooting Gallery (Ex) (6-54)	110	110	
(53) 48 sel.,				UNITED				(U) (6-55)		110	110	Atomic Bombers (M)		95	95	Sidewalk Engineer (W) 5-55)		125	
RPM	225	200	225	reneme (9.99) ********	50	\$ 50	\$ 50	5 Player (U) (1-51) Fireball (CC) (11-54)		145	145	Auto Photo (AP) 1	2-20	1150		Silver Bullets (Ex)		ENGINE A	
O-A (54) 48 sel., 5 RPM	249	249	249	Caravan (1-56) Circus (8-52)	335	335	95 335	Flash (CC) (9-54)		175	175	Anti-Aircraft Air Raider (C) (48)	150	150	99 150	Silver Gloves (M)	125	125	
0 (54) 104 sel.,	ESS TOTAL	0000 80007	44954	Havana (2-54)	50	50		Gold Cup (C) (7-53)	155	75	115	Air Hockey		125	10.530	Six Shooter (Ex) Skee Ball (W) (8-36)	95	95 245	
RPM		275	295	Manhattan (4-55)	30	30	30	Gold Medal (B) (3-55) Hi Speed Triple Score	185	185	185	Air Football	150	125	150	Sky Fighter (M) (9-53)	110	110)
) (2-25) (W)		300	395	Mexico (3-54) Nevada (8-54)	50	65 25	65 50		60	60	60	Balloonamat Capital P (1-55)	175	165	175	Sky Gunner (G) (9-53) Sky Rocket (G) (5-51)		110	
PINBALL (GAM	ES		Pixie (9-55)	85	45	65 30	Holiday Match Bowler	0.0550	100 miles	West	Baseball (Sc)		85	100	Space Gun (Ex)		110	
ntic City (5-21)!	\$ 50	\$ 50	\$ 50	Singapore (10-54)	50	50	50	(CC) (9-53)			900000			65	1	Space Ranger (Deco)		225	
th Beauty (1-55)		65		Starlet (11-55)	85	95 50	110	Hollywood (CC) (5-55) Imperial (U) (9-53)		175 95	175	Basketball (G)		145	100000000000000000000000000000000000000	Speed Boat (B) (7-53)		150 275	
h Club (2-53)		50	50	Stars (6-52)	50	50	50	Jet Bowler (B) (8-54)		90	90	Basketball (CC) Bert Lane Merry-Go-Round		175		Sportland (Ex) (11-51)		135	
ty Club (2-53)		45	45	Triple Play (8-55)	85	85	85	League Bowler (U) (1-54)	E ALCOY		165	Big Baunce (1-51)		350		Sportsman (K) (11-54)		135	5
Time (1-55) nt Lights (5-51)		65		Tropicana (1-55)	50	60	50	League Bowler Deluxe Lightning (U) (2-55)		100	145	pid mining (p) (es)	345	345	345	Standard Metal Typer	-		S304
ht Spot (11-51)		145	3575		24.60			Lightning Deluxe	133	155	155	Big League Baseball (W) (2-54)	145	145	145	F. S		245 85	
dway (12-55)		85	1 100	Army & Navy (10-51)	35	\$ 35	\$ 35	(U) (2-55)		275		Big Top (G) (6-55)	195	1.95		Star Shooting Gallery (E)			52
y Island (9-52) Ranch (9-51)		50 24	1	Big Ben (9-54) C.O.D. (9-53)	75	75 34	75 34	Magic (B) (12-54)		145	6291	Bingo Roll		95	95	Control of the Contro		75	
ic (10-52)		55	1 1176	Colors (11-54)	135	135	135	Manhattan 10 Frame (U) Mars (U) (1-55)		85 135	135	Bonus Deluxe (U) Bonus Gun (U) (1-55)		220		Steeple Chase Strike a Lite (AB)		395 195	33
ety (3-55)	60	39	60	Daffy Derby (8-54) Dealer 21 (2-54)	34	34	34	Mars Deluxe (U)		185		Broncho Horse	377	100000 B	18500	Submarine (K) (1-42)			
ime (6-55)		49	65	Deluxe Baseball Disk Jockey (11-52)	85	85	85			1000		(Ex) (10-47)		375	375	Super Home Run (CC)	INCSCO	some	90
(6-54) Frolice (1-54)		29	39	Dreamy (2-50)	135	110	135	(CC) (8-52) Match Pool (Ge) (2-54)		60		Card Vendor (Ex) Carnival Deluxe (U)		45	50	And the second of the second o		125	
i Beach (9-55)		70		Eight Ball (1-52) Four Corners (11-52)	35 39	35	35	Mercury (U) (12-54)		125	125	A SEC AN ADECE OF THE PROPERTY	273	150	243	Super Jet (CC) (4-53) Super Jet (CC) (8-53)		225	
Club (3-56)		85	99		50	50	50	Mystic Bowler (B) (12-54)		325	245	(U) (10-54)		125		Super Pennant (W)	75	75	
Beach (7-52) Springs (11-52)		15	7 22	Hayburner (6-51)	65	395 65	425 65	Mercury Deluxe	OOF.		0.45	Carousel (Sc) (11-54)	100	140		Super Slugger (U) (7-55)		145	
Lite (1-52)		24		Hong Kong (10-52)	65	55 65	55 65	Name Bowler (CC) (1-54)		235	245			140		Telequiz (1-49) (T) Ten Strike (E) (46)		175	
Club (3-54)	55	29		King of Swat	125	125		Official (U) (5-52)		60	INTER	Coon Gun (S)		125		3-D Theater (M) (12-53)		150	
ety (9-54)		35	43	Lazy Q (2-54)	35	85	35	Olympic (U) (8-54)	65	65	65	Coon Hunt (S) 2-54)	125	85	95	Three-of-a-Kind	25	25	
ht Club (6-53)	50	50	50	Nine Sisters (1-54)		125		Original		50	70			125		Three Way Gripper (Gb)		25	
CAGO COIN ketball Champ				Peter Pan (4-55)		75 39		Pacemaker (K) (9-53) Palisade (K)		110	55	Defender (B) ('40) Derby (Ex)		125		Treasure Love (Ex) (6-55) Trigger Horse (Ex) (7-53)		395	
10-49)	\$ 125	\$ 125		Quarterback (10-49)	85	85		Playtime Bowler	365	15.5	Ste	Derby 4 Player	-0/3/	SOMME Control	1. Section	Underseas Raider 2-46)		125	
ne Run	95	95	95	Race the Clock (1-55)		95	95			195	195			153		Voice-o-Graph (M) (4-46)		165	
		50	50	Rag Mop 5 Ball (11-50)	49	49	49	(U) (11-53)	125	125	125	Drivemobile (M) (7-54)	150	150	150	Wild West (G) (2-55)		195	5
ti (10-49) dle & Turf Club	50	50		Rainbow 5 Ball (11-48)	145	145	145	Rainbow Shuffle Alley				500 Shooting Gallery				Wizard Whiz	25	18	1

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

CONGRESS ADJOURNS; TAKES NO ACTION ON PIN BAN BILLS

WASHINGTON-The first session of the 86th Congress has adjourned without taking action on various proposals that would outlaw gaming pinballs.

The proposals, authored by Sens. Frank Church, (D., Idaho), Warren Magnuson (D., Wash.) and Rep. Oren Harris (D., Ark.) differ somewhat in phrasing, but all would ban shipments of gaming pinballs in interstate or foreign commerce. (The Billboard, June 22, July 13.)

The Church and Magnuson bills were sent to the Senate Commerce Committee for study, but that group was so tied up with other matters, it did not have an opportunity to take action on the proposals. Same held true for the Harris bill, which was sent to the House Commerce Committee.

There is a possibility, however, that action may be taken on the bills when the second session of this Congress reconvenes in January. If the second session does not act on the proposals, the bills would automatically die and have to be reintroduced when the 87th Congress starts up in 1961.

200 Attend Convention Of Virginia Juke Ops

(11-12), as all major manufacturers | Chicago parts distributor. of automatic phonographs displayed their wares.

bur Walker, administrative assistant were held both days. to Governor Almond; Nick Allen, ler, MOA director from West Vir- would be an annual event.

ing manufacturer representatives: Harry Lubman, Petersburg, first A. D. Palmer, Wurlitzer; Roy Cra- vice-president; B. E. Martin, Portsmer, United; Art Daddis, AMI, mouth, second vice-president, and and Jack Gordon, Seeburg.

The following distributors had tary-treasurer.

RICHMOND, Va.-More than | booths at the show: Roanoke Vend-200 persons, 100 of whom were ing Exchange (AMI), O'Connor operators, attended the first annual Distributing (Wurlitzer), Double-U convention of the Music Operators | Sales (United), General Music Sales of Virginia at the John Marshall (Rock-Ola), Musical Sales (See-Hotel here Friday and Saturday burg), and the Wico Corporation,

The sessions opened with a forum which covered dime play, stereo-Speakers included Mayor A. phonic music and performance roy-Scott Anderson, of Richmond; Wil- alty fees. General business sessions

The convention wound up with legislative counsel for the Music a cocktail party and annual ban-Operators of America; W. Hobart quet, featuring a fast-paced va-Booth, member of the West Vir- riety show and recording talent. ginia Legislature, and J. K. Hutz- MOV officials said that the affair

Also speaking were the follow- Chandler, Richmond, president; Robert Minor, Richmond, secre-

Milwaukee Operators Conduct **Brain Storming Conference**

ing the Milwaukee Phonograph Op- have joined. Main purpose of the erators' Association. All of the meetings was to encourage more of area's music operator's were in- the smaller operators to join the vited to attend as guests of the As- ranks. sociation.

More than 40 coin machine operators attended the cocktail hour and dinner which preceded the meeting. Harry Jacobs Jr., United, Inc., was the head of the arrangements committee. He was aided by Les Reder, L. R. Distributing Company; Bob Puccio, P. & P. Distributing Company; Erv Beck, Mitchell Novelty Company, and Ken Kulow, Kendou, Inc.

The association was organized about a year ago. Membership cur-

MILWAUKEE-A brain-storm- rently represents operators of aping session Monday (14) at the Am- proximately 75 per cent of all the bassador Hotel here netted numer- area's coin machines on location. ous ideas for promoting and build- Most of the major concerns here

95 Per Cent Goal

"We're not unhappy about our membership totals," claimed Sam Hastings, president of the group, "but we are anxious to improve it, if possible. We are now striving for at least 90-95 per cent of the Milwaukee operators."

Among the suggestions presented from the floor were these: A questionnaire should be worked up and sent to all operators in the terri-

N. Y. Ops Challenge \$25 Juke Box License Fee in State Supreme Court

By REN GREVATT

NEW YORK-A test case has been filed in Supreme Court, New York County here, against the City of New York and various of its

box tax. Specifically, the case at- is also prexy of the Music Operatacks the constitutionality of the tors of New York. The complaint so-called Local Law No. 50, which notes that the plaintiff brings the became effective July 1, 1959.

The case has been filed in the elected officials with the aim of name of Lincoln Service, Inc., a determining the legality of the re- juke box operating firm, the head cently imposed New York City juke of which is Albert S. Denver, who

action in behalf of itself and others similarly situated (i.e. all other operators within the City of New York, whose boxes are all subject to the \$25 annual tax).

Basis of the current action is the alleged discriminatory nature of the law, which has the effect of singling out juke boxes alone for the tax, while other coin-operated devices have not become so subject. It is claimed that the new law is "in violation of the applicable provisions of the Constitution of the United States and the Constitution of the State of New York."

It is charged that altho Mayor Robert F. Wagner requested authority and power to impose a tax on all coin operated devices and altho the State Legislature passed an enabling act on April 13, 1959, authorizing the City of New York to impose the tax on all coin devices, both the Mayor's request and the legislation passed by the State of New York were ignored. Instead, the law, as it was finally enacted, was based on a 1947 enabling act, which has allegedly since become obsolete and is no longer in full force.

It's charged further that the local law was based on the 1947 statute to justify the singling out alone of juke boxes for taxation while other coin-operated devices remained free of the tax.

It is also charged that the law imposing the tax on juke boxes amounts in effect to double taxation, since operators of jukes in New York City are already subject to the provisions of the Gross Receipts Tax which is, as the complaint notes, "a tax for the privilege of carrying on or exercising for gain or profit within the City of New York businesses operated by the plaintiff and others similarly

The complaint also charges that all of the Chicago Coin line of the imposition of the tax under local law "so substantially affects Continued on page 102)



Chi Coin Enters Output

MOV officers were John D. IRISH FACTORY at Shannon, Ireland, is in production on Chicago Coin Machine games. A new corporation, International Dynamic Industries, Ltd., has been set up to manufacture the full line of games designed by the Chicago game organization. View above shows a portion of the factory, now at work on ball bowling games.

> CHICAGO—International Dy-1 namic Industries, Ltd., a newlyformed corporation controlled by Chicago Dynamic Industries, Inc., here, is now making Chicago Coin Machine bowling games in Shannon, Ireland.

> Sam Wolberg, Chicago co-head, announced the move last week.

Distribution of games from the Shannon factory will cover the United Kingdom, Europe and the British Commonwealth.

Wolberg said the factory is currently concentrating on ball bowler output, but will eventually produce games-including shuffles and guns Continued on page 102)

Stout Charges Record Mfrs. With Stalling on Stereo Disks

CHICAGO — Gordon Stout, and a member of the board of di-America, has charged the record industry with failing to live up to its responsibilities in providing follows: stereophonic music for the automa-Continued on page 102) tic phonograph industry.

promises about the future of stereo. The complete text of Stout's letter

the phonograph people on their job in the field of stereophonic sound singles record production. I am making this plea in behalf of the entire juke box industry as well as for myself.

"I am getting out of patience with the obvious stalling and still almost nil production in this field after all the glowing promises that were made and are still being made about the future of stereo.

"I refuse to accept the suggestion that lack of distributor dealer demand for stereo in the singles field has been holding up production.

Likes Sound

I like this new stereophonic sound. I started placing new stereo juke boxes on my better locations as soon as they were available. While at first but a few test records, old classics and such were all that was available in the new sound. I found that even the Hi-Fiono- quent discriminatory legislation." phonic recordings sounded better

In a sharply worded open letter when played on the new dual am-Pierre, S. D., juke box operator to the record industry, Stout ac- plification and separated sound macused the disk manufacturers of chines. For that reason I kept right rectors of the Music Operators of stalling after making glowing on changing to the new stereo sound. I now have 70 of these new (Continued on page 108)

To Hold Annual Meet in Albany

ALBANY, N. Y .- The Dewitt Clinton Hotel here will be the scene of the third annual meeting of the New York State Coin Machine Association next Thursday (24). The session will get underway in the main dining room at 4 p.m.

In a notice sen to members, treasurer Amelia McCarthy, took note of the growing strength of the organization and of the need to "co-ordinate all efforts to stem the tide of bad publicity and subse-

(Continued on page 108)

MUSICAL APPETIZERS

Waitresses Pitch Stereo Juke Fare at New Restaurant Spot

DENVER - One of Denver's | The Denver restaurant operator most enthusiastic boosters for has a real sense of humor, as restereo juke boxes is Dewey Dutton, flected on a neon sign on the side owner of Tops Restaurant on North of the building which points out Federal Boulevard here.

per week from a stereo installation in his small, 90-seat restaurant. Open 24 hours a day, the restaurant made its bow in early May, and feature: quick "family service" on popular-priced chicken, veal cutlets, shrimp, ground beef and other speakers, high in the walls on four and internal sound grows louder. standbys.

"We Never Close-Open 24 Days stallation specifically to the restau-Dutton takes an average of \$65 a Week, 7 Hours a Day."

Juke Box in Mind

mind as an important contribution space for the installation of stereo sides of the dining room.

This plan was worked out with Bob Rothberg, owner of Continental Music Company, who thus got an opportunity to tailor the inrant.

A smooth, even distribution of When Dutton was planning the music thruout the building was the restaurant he kept the juke box in goal, enhanced by a central volume control which makes it possible to to over-all volume, and provided raise the decibel level of the sound imperceptibly as traffic increases

(Continued on page 105)

WURLITZER BIG FOUR FEATURES

are making it a Banner Year for MUSIC OPERATORS



9

Background Music: Reports From 6 Markets

New York Report

By REN GREVATT

Operators in this territory are at considerable variance with regard to the background music business. Some have apparently given little thought to the matter and in fact seem unversed on the various systems now available. On the other hand, one operator from up-State New York, hailed the welcome guaranteed monthly income made possible by location background systems.

Saugerties operator, Tommy Greco, who is also the current head of the New York State Coin Machine Association, described one of his background locations at the Sloatsburg Hot Shoppe servicecenter on the New York State Thruway.

"It's really a de luxe set-up," said Greco, "and it's stereo besides. We have 32 speakers and they are in every part of the place, including the main dining room, the kitchen and even the ladies' rest room. "I'm probably one of the few operators who has ever made a (stereo) installation in a lady's room.

"We are using a Seeburg 200 selector unit installed in the basement and we use the Seeburg record library exclusively. Each month we put on 25 new records. The records are leased from Seeburg and our total annual fee for the records comes to \$205—an \$85 introduction fee plus \$10 a month for the leasing of the records. The \$205 covers all royalty costs to ASCAP and BMI and we get \$85 a month from the location for the service. So our gross on the unit for a year is \$1,020. And the income is guaranteed. You don't have to depend on juke box plays and you are not always at the mercy of any other factors or variables."

Greco is also maintaining two other background music set-ups in the Thruway servicenters at Malden and Ulster, which lie between Poughkeepsie and Albany. These are not setereo, however. "They are older Seeburg hide-away units and we put strictly EP's and no vocals on these units," said Greco. "The cost to the location on this service is \$1 a day. We also have juke boxes in both locations but they are in other areas and don't conflict. Frankly, we are very enthusiastic about the value of background music and we have hopes of moving into new locations like motels, hotels, factories and business offices in our area. The new Seeburg system with its 163 r.p.m. records is perfect for these types of locations."

Al Koondel of Empire Automatic Music in Brooklyn, likes the background music idea but feels that it's an extra burden for the already hardpressed big city operator. Moondel feels that the background music idea tends to attract people who were never in the juke business. In effect, he feels it's a separate field.

Westchester County operator, Seymour Pollack, has several background units in use on a rental basis. In one location, Pollack has a 200 selection machine programmed with EP's. "I feel that many locations can use both background music and coin-operated boxes," Pollack remarked. They can easily work in conjunction with each other. The background systems can be timed to play for specific periods of the day and evening or they can be set to play for 20 or 30 minutes on and the same period off, which gives the box a chance to collect some plays. You can also employ a cut-out device on the juke box. When the coin is inserted in the juke, it activates a switch which cuts out the background system while the record on the juke is playing."

Joe Connors of Automatic Music Company feels there is a place for the background music principle, but points out that a hideaway juke box which plays automatically from the basement of a location can often be just as satisfactory as one of the newer types of background units.

Another New York City operator, Charlie Bernhoff, takes the opposite view with a statement to the effect that locations don't need background music as such on a rental or sale basis. "Why should they pay a monthly fee, when they can get great background music on FM and even AM radio today," Bernoff noted.

Philadelphia Report

By GEORGE METZGER

Operators in Philadelphia have not entered the background music field and do not plan to.

This conclusion was drawn after a dozen of the top ops in the city were contacted and not one of them even had the slightest intention of entering this field.

"We'll leave that to the specialists," most of them replied. The specialists are those firms which pipe music into offices and factories through telephone wires and such.

Another popular method of providing background music in this area (especially in doctors' Memphis Report
By ELTON WHISENHUNT

One operator and one distributor in Memphis have gone into the background music business successfully and one is thinking about it, but the other approximately 20 operators say they will stick to phonographs.

A survey last week disclosed that the only locations the new mushrooming background music business is cutting into are the swank, plush restaurants, most of which use background music.

Other than that, juke box operators have not been hurt by background music. Main reason, they say, is:

Background music locations are different from juke box locations. Background music is played usually in daytime in banks, factories, supermarkets, office buildings, etc. Juke box locations usually have night play (some day play) in cafes, taverns, night clubs, etc.

Clarence A. Camp, president of Southern Amusement Company, operators and distributors, several years ago set up Music Service, Inc. He has about 125 locations he services in Memphis and across the Mississippi River in West Memphis, Ark.

He uses some Seeburg player units, some from other manufacturers and uses music from both tapes and records. His cost per location is \$25 per month, which includes music license fee (to ASCAP and BMI). This is for from one to four speakers. For more than four speakers, cost per speaker is additional \$1.08 per location per month.

Champ has a franchise soon to expand his background music system into the Mid-South, setting up FM receiver units to receive music from Memphis radio station WCM-FM. This music is not available to the public, is what the FCC calls "point to point non-broadcasting," is picked up by the receiver by beam.

Camp pays a \$3 initial fee to ASCAP for each new location, then \$3 per month. For BMI music used, he pays 60c initial fee and 60c month. The great majority of background music used is ASCAP, because it is more of the type music for that service than BMI music.

George Sammons and Cotton Pennington, partners in Sammons-Pennington Company, have operated a Seeburg background music system for some years. They have more than 100 locations, pay the same ASCAP and BMI rates as Camp.

Sammons-Pennington, which is the Mid-South Seeburg distributor, uses records. Their present operation has 45 r.p.m. records. But Seeburg recently put out a new system which used 1625 records.

Sammons-Pennington charges \$18.50 per month for the record, or music, service, plus cost of equipment. For example, if a supermarket already had a sound system, the cost would be small to tie in the background music system. But if all equipment, microphones, amplifiers, speakers, had to be installed, the cost would run higher. The company would pay \$50 to \$60 a month for three years on a lease basis and at the end of the three years own the equipment. After that, the \$18.50 music service fee is the only charge.

Edward H. Newell, owner of Ormatt Amusement Company, operator, said he has been thinking of going into the business, hasn't decided yet. He thinks the telephone line system is antiquated, might develop a service using taped music.

The ASCAP and BMI royalty payments, he thinks, may have been the reason other operators have not gone into the business, but says those rates are "not prohibitive"

offices) is have an FM radio playing. Many stations set themselves up for this by playing uninterrupted music for a half hour or an hour with the announcer coming in and announcing what records are coming up and what station the audience is listening to.

It also appears that those locations interested in having background music already have it and there are not many places left to go into even if the juke box operators here decided to enter the field.

Some of the operators contacted did not even know that other operators around the country have thought about going into the background end. They had to have the system explained to them. They did not even know equipment was available to them.

"I think I'll just stick to the coin-operated end of the business," was the typical reply after the set-up was explained. "It is much less complicated." **Detroit Report**

By HAL REVES

The a good number of juke box operators have discussed going into background music here, few have taken the plunge, according to a survey that included all distributors and a sampling of operators. Reports indicate it may be more developed, proportional to population, up-State, with a few operators concentrated in principal cities.

Typical operators cited are: Shank Bros. Auto-

matic Music, Kalamazoo, in background music, 3-4 years, with an estimated 15-20 locations, using a central station and telephone system, who seem well satisfied; Paul Andre, with a similar phone set-up in Lansing, and Stan Warner of American Amusement Company, who has used Seeburg background music equipment for about a year.

In Western Michigan, Orville Bolier, Miller-Newmark, Grand Rapids office, reports this AMI distributor has promoted tape players for smaller locations like doctors' offices, as well as hideaway units. Operators are considering going into the field, but have generally not started there yet.

Detroit itself trends toward specialization. Thus Frank R. Fabiano, major juke box operator, says his firm has simply not had the personnel to go into background music tho a number of operators have indicated their entry in the field in casual conversations. Typical is Bob Jason, former Fabiano salesman, who has gone into background music exclusively, using tape machines.

Another specialist is Linden F. Bush, who has been in background music seven years, sold his extensive juke box route to Fabiano over a year ago, and is in background music exclusively now. He thinks "it will not affect the juke box operator, because the places where background music is applicable don't want a juke box, such as high class dining rooms."

Bush is "not much sold" on tape recorders for background music, because of limited playing time—perhaps two hours. His units offer 12 hours without repetition this is a custom-made unit he has built up from a basic AMI unit, using 33½ r.p.m. records.

Competition from radio stations definitely limits the field for background music, Bush stresses. Most doctors and dentists here use such FM music, and so do many bars, even with commercials, he notes.

FM Multiplex, a new competitor, has been offered since August 15 by Contemporary Music, Inc.—so far chiefly in virtual test locations. This can be picked up only by actual subscribers.

Contemporary also has the State operating (and distribution) rights for the new Seeburg 1000 background music units—which are handled entirely separate from the juke box distribution—a factor which may explain the fact that as Herbert E. Payne Jr., Contemporary salesmanager, says, "Few juke box operators are much interested." Out only 30 days, the Model 1000 reception has been "excellent." The first unit off the line went into the Ford Transmission & Chassis Division—and two more are slated to replace FM in other Ford divisions. Others have gone into the Sheraton-Cadillac Hotel, Topikinka's Country House Restaurant, and Home Juices, a manufacturer—absorbing all the factory can supply.

This unit is handled strictly on rental—not sale. Payne is ready to talk with juke box operators and work out a suitable arrangement to meet each case. At present, Contemporary is the only operator in Michigan with this unit. Basically, the unit is rented to the location for \$35 a month, including record service and maintenance. The location may furnish its own mikes, speakers, and other equipment, or Contemporary will rent that at a figure varied according to equipment needed. The ASCAP royalty fee—\$3 per month per unit—is included in the basic rental.

This is typical in background music—Bush, for instance, operates on a lease basis, for a stated monthly sum, including the \$3 ASCAP charge (if the installation is all on one floor). Records are changed about once a month.

Carl Angott, a leading distributor, has tried the tape repeater, but found "it isn't too successful," and notes again that those going into the field come generally from outside the juke box business. Angott is handling repeaters, but working now solely on a basis of outright sale to the location.

This sharp contrast to conditions in the juke box business arises, he says, from the economic factor, based upon competition from systems like Muzak. On a lease basis, the charge to the location would have to be at least as high as Muzak's, and there would be no advantage to the location, Angott says, but the location can generally reduce his cost by purchase. The cost of installation on such tape repeater systems varies from \$250 to \$650 according to the number of speakers and mikes required.

Milwaukee Report

By BEN OLLMAN

Background music as an industry is making big gains here. But the juke box operators are not getting a slice of the pie. Nor do they seem anxious to enter the background music field.

A growing number of up-State operators are building profitable strings of background music spots. Operators in Madison, Fond du Lac and Appleton are currently active in promoting background music.

Why the contrasting lack of interest among Beer City operators? These are some of the reasons turned up by a survey here: (1) Operators frankly hesitate to compete with established background music firms. Muzak, Clef and the direct Seeburg factory distributor, S. L. London Company are solidly entrenched. Most operators consider the competition too formidable. (2) Most operators are convinced that it requires a completely different type of service and installation than the one to which they are accustomed. (3) Too big an investment is required, operators claim, and (4) It would require a specialized location solicitation campaign to build a route.

Despite these objections, many of the operators here claim they can see good possibilities in background music. Says Carl Betz, route manager for P. & P. Distributing Company, "Personally, I don't think it is a bad deal. In order to do it correctly, however, a completely separate set-up is necessary. It can't be run properly as an addition to a juke box route. Also, unless you go into it on a large scale, there isn't much chance for success."

According to Sam Hastings, Hastings Distributing Company, "Background music could provide the solution for some locations that are not taking in enough money to warrant a regular juke installation. It has a good potential. Right now, the set-up here is not too promising for the average operator. I might consider it, in the future."

According to a spokesman for the S. L. London Music Company, Seeburg distributor, operators are not being "squeezed out" of the background music field. "It is not an expensive deal. The equipment can be leased, if the operator doesn't want to buy it outright. Operators here have simply overlooked background music possibilities. It seems to be too

Boston Report

By CAMERON DEWAR

Background music may not as yet have figured too largely in the picture for Greater Boston operators, but it is the belief of several of them that it may be the best thing that could happen in the music industry. Many in this area are being driven to the wall by the juke box tax and license situation and it is felt that, intelligently approached, that background music could be the most profitable thing that ever happened.

Most popular seems to be the Seeburg library, which has been taken up by a number of operators within its short existence. Others have worked with systems built by themselves or built for them. within its short existence. Others have worked with There is very little enthusiasm for the tape systems, which are considered impractical because of tape breakages and poor tone quality.

One operator said he finds the Seeburg library satisfactory except in one case where the manager of the location knows and likes music. He will, as the library expands, give him the better type of record. This operator is planning to go into background as much as possible since he can, in his estimation, deal with a better type of location. A couple of operators had tried the telephone wire system, but found it too expensive.

It would appear that the systems used in the near future will be split between the Seeburg, AMI (when available) and homemade ones. Several feel that the surface of background music hasn't even been scratched and as soon as the systems are available with large selections there will be many who will take up this line.

Another operator is concentrating on dining rooms and feels background systems are a natural on such locations. He also has found spots where the owner finds a juke box too flashy and has been successful in installing back-

great a departure from the juke box for the average operator."

Not all coinmen here are convinced that background music ventures even belong in the juke box domain. According to one veteran juke box distributor, "Background music fits in better for the radio, television and sound dealers than it does for juke box operators. Those people are better equipped to solicit and install it."

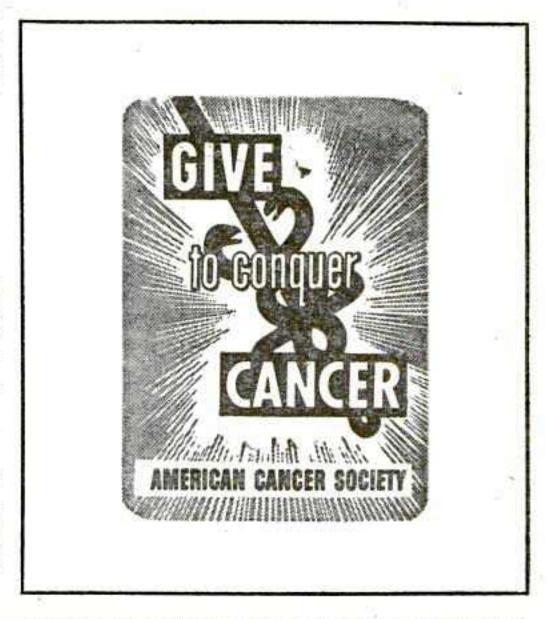
ground music. If the operator knows his field, he believes there is no need for outside help being called in.

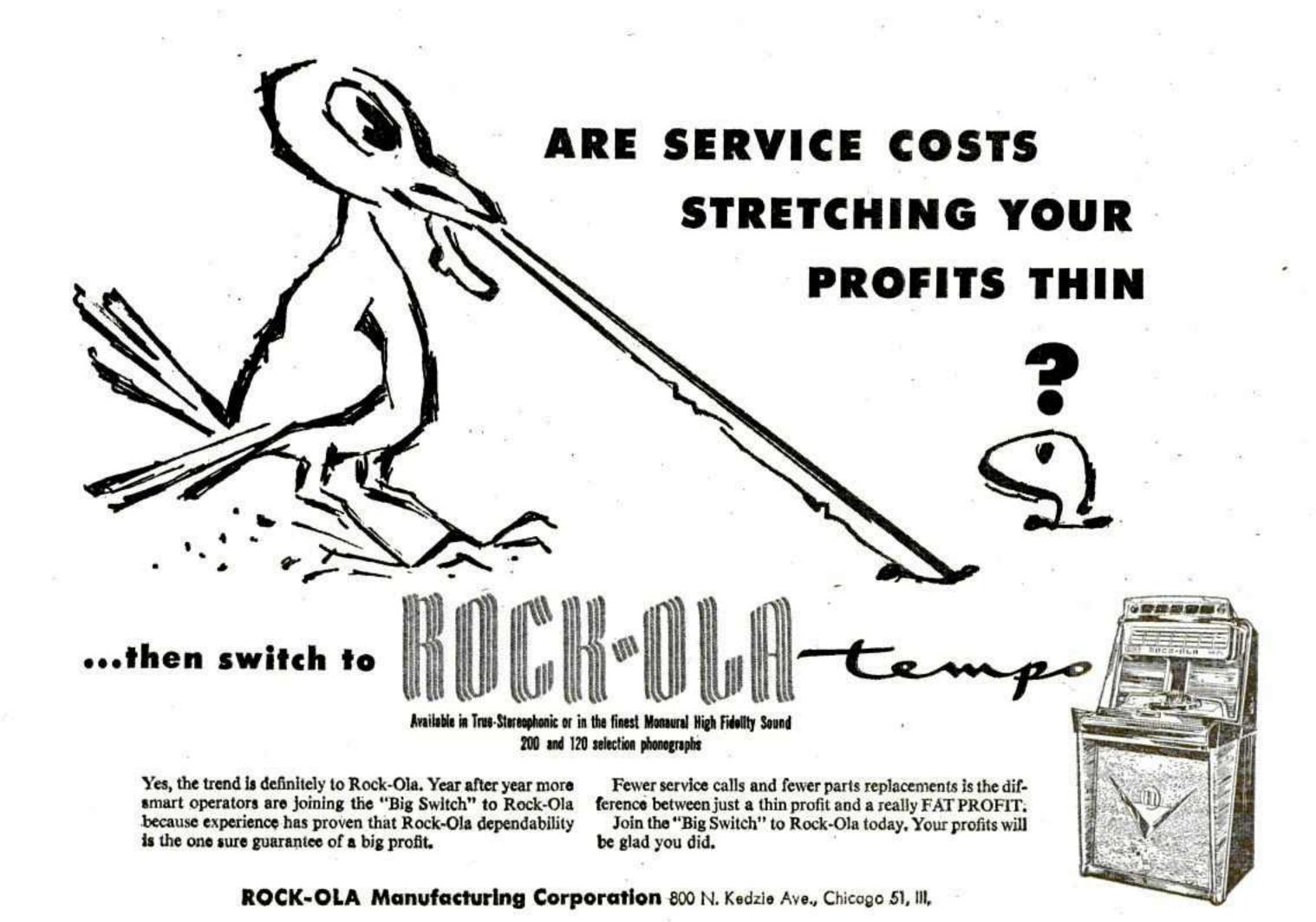
One form has a couple of Seeburg units and have found that the only headache is the selections. This has been eliminated by giving the owner a key so that he can remove any record he finds isn't popular. This also makes for some choice in replacements. These units are on view since the location owners feel the customers like to see what's going on. Others are quite satisfied with the hideaway system.

Operators said every installation is a special case.

Some want more speakers than others, some want the equipment on view while others prefer to keep it hidden. This, the operators said makes it difficult to quote a money figure. One outfit has a beautician lined up and a couple of reducing studios ready for installations,

All operators interviewed wished to remain anonymous and declined to give figures on payments or other arrangements, but it would appear that quite a bit of spade work has been done with background music and it looks as the it could be a big thing in the Boston area.





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COIN MACHINE EXPORTS

June, 1959

	New	Phonographs	Used	Phonographs	Amus	ement Games		Total	
Country	No.	Value	No.	Value	No.	Value	No.		Value
W. Germany	582	\$ 402,136	97	\$ 37,611	466	\$139.292	1,145	\$	579,039
Belgium	247	170,069	138	54,230	248	35,182	633		259,481
Venezuela	173	140,656	21	11,652	131	35,747	325		188,055
Canada	156	123,864	.7	2,790	227	57,223	390		183,877
Switzerland	72	58,873	_	**************************************	141	69,268	213		128,141
Italy	130	71,167	-	-	4	3,554	134		74,721
U. Kingdom	54	48,557	-	2	8	6,290	62		54,847
Netherlands	112	41,269	28	8,115	39	3,038	179		52,422
Panama	39	31,729	-				39		31,729
Korean Rep	-		-		83	28,992	83		28,992
N. Antilles	12	8,868	4	2,908	17	9,492	33		21,268
Denmark	20	13,945	-	7-3	21	4,395	41		18,340
Phil. Rep	11	9,800	4	1,040	5	5,050	20		15,890
France	_	-	-	met out of	27	15,842	27		15,842
Brazil	-		-	8 <u></u>	20	15,494	20		15,494
Nan. Island	12	12,890	-	1	6	2,350	18		15,240
Sweden	3	2,509	-	-	29	9,189	32		11,698
Mexico	14	9,693	-	-	37	1,328	51		11,021
Honduras	14	10,763	-	-	-	-	14		10,763
Cuba	5.33	-	5	4,000)	5		4,000
Other Countries	60	38,526	115	26,462	238	49,623	413		114,611
Totals	,711	\$1,195,314	419	\$148,808	1,747	\$491,349	3,877	\$1	,835,471

Coin Exports Near \$11 Million In First 6 Months of 1959

Equals 1958 Mark; Jukes Show Hike, Games Dip; Value Per Machine Higher

to U. S. Department of Commerce of almost \$25 million by year's end. types of machines, taking new and figures, \$10,981,082 was notched in the first six months of 1959, and \$11,141,680 was recorded in the same months of 1958.

From here on the parallel of the two periods fades. More machines — 29,763, compared 23,237-were needed to reach the \$11 million mark last year. This means that value per machine shipped took a sharp hike this year.

A whopping \$6,423,375 was made in new juke box exports in this year's first half. Last year, the figure was \$5,904,157, and 1,182 more new jukes were shipped this year than last during the same period.

In the used juke box category, however, the figures are reversed, with a \$1,034,442 business done so far this year compared to \$1,195,-593 in the first half of 1958. A total of 2,852 machines were shipped in this category in 1959 compared to a 1958 figure of 3,053.

Games Drop

Game shipments took the worst pasting this year. They dipped from a 1958 first-half volume of \$4,-041,930 on 18,732 units shipped, to a run of \$2,511,256 on just 11,245 machines. Big. factor here was the almost total absence of Italy as a big game importing market. Italy has turned away from games and toward music as an import item since games of the popular pinball variety were banned for locations here by a governmental decree.

Bilotta Says Stereo Juke Sales Boom

NEWARK, N. Y .-- John Bilotta, up-State New York Wurlitzer distributor, reports that in the last three months 95 per cent of his new machine sales have been stereo. Bilotta sells packages of 20 or more stereo disks at cost to new machine buyers.

He said that stereo sales overcame the normal summer slump, with fall business brisk. He added that the Bally games which he also handles are moving extremely well.

amusement game exports for the of the year is a favorable one for usual volume in games, was Italy's first six months of this year show U. S. exports, with volume ex- comeback in the music field (\$71,a remarkable likeness to the same pected to run equal to, or well 167 in new phonographs), and the months of last year - in both ahead of the 1958 year's total- United Kingdom's surge in new periods a volume of close to \$11 \$21,377,931. Exports could con- jukes-\$48,577. Netherlands Anmillion was racked up. According ceivably vie with 1957's record run tilles showed a good demand for all

> with June 1959 showing a total volume of \$1,835,471 on 3,877 units shipped, rising above the 1958 monthly average of \$1,781,494. (See \$211,503 on 1,091 units shipped. accompanying June export chart.) This compares with a May level of A healthy sign in June was the \$285,956 on 3,345 units, and an wider-than-usual spread of dollar April volume of \$239,534 on 4,746 volume among the markets.

West Germany, however, took by far the largest total volume in games and juke boxes, hitting \$579,039 on 1,145 units. Next in line was Belgium with \$259,481. Other markets topping the \$100,000 level included Venezuela (\$188.055), Canada (\$183,887), and Switzerland (\$128,141). More than a dozen other markets topped the \$10,000 level in June.

German Juke Market

West Germany, similarly, led all other markets in new juke box imports, taking 582 for \$402,136. Belgium, Venezuela and Canada were the other big markets for new music machines, with respective volumes of \$170,069, \$140,656, and \$123,864.

Belgium took the most used juke boxes-138 for a volume of \$54,-230. West Germany rated second in this category on a \$37,611 volume. Venezuela was the only other market of consequence here, toting a \$11,652 mark.

West Germany was by far the best market for games in June. posting a \$139,292 volume on 466 machines. Well behind was Switzerland's \$69,268, followed by Canada's \$75,223, Venezuela's \$35,747 and Korea's \$28,992.

CHICAGO-U. S. juke box and The outlook for the remainder Notable, along with Korea's un-The upturn is already in sight, used jukes and games to the tune of \$21,268.

June's vending machine export volume (not shown on chart) hit machines.

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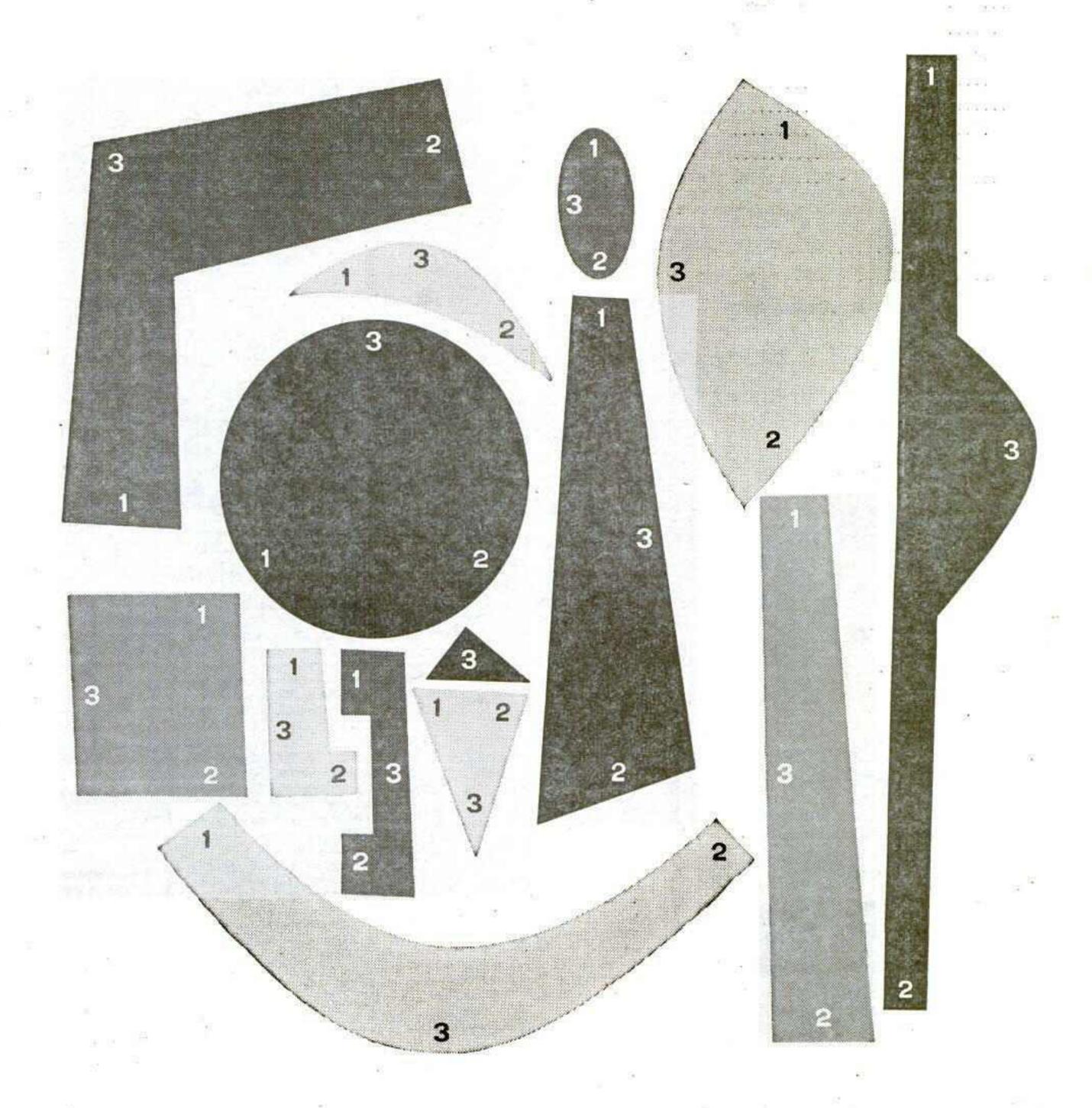
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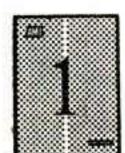
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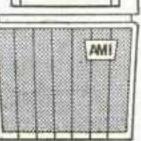
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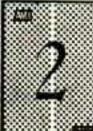
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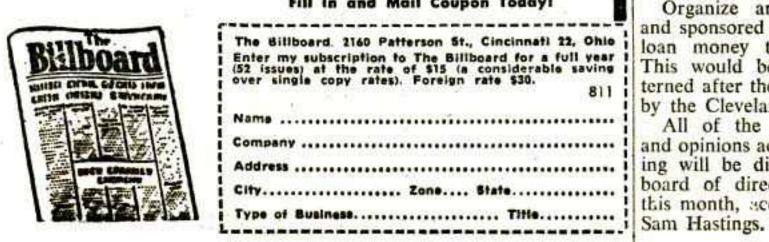
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Joe Lederman, Newark Op, Launches His Own Record Label

man, well known in operator circles Miss Dawn's first release will be here as one of the men behind the standards, "Have You Ever Stratford Vending Company, has Been Lonely" and "If I Had My launched a new enterprise in the Way." record business. The firm will be known as Jolt Records.

active in the development and mar- Philadelphia territories. "We're gowhich safeguards juke box receipts, announced the signing this week of the famed Christine Jorgenson to a recording contract.

"Miss Jorgenson is going to record album and singles for us and we already have heard from a number of writers with special mabe sort of a party type of LP record, but there will be nothing offensive about the songs," Lederman stated. "Her first single will contain 'Crazy Little Men,' and 'Nervous Jervis'."

Lederman said the company has also signed Tony Drake, a singer, Dolly Dawn and thrush, Cathy Castro. He described Miss Castro as "a luscious looking doll of 19 who will easily be the next Connie Francis." With these artists, Leder-

New York Ops

• Continued from page 96

the income of juke box operators and the tax imposed bears such an unreasonable relationship to the net income of juke box operators the U. S. that the tax deprives operators of their property without due process of law and in violation of applicable provisions of the United States and the New York State Constitution."

In conclusion the complaint states that the tax is "unreasonable, arbitrary, capriciously discriminatory and imposes an unequal burden upon the plaintiff and others similarly situated." The plaintiff has asked for a judgment declaring Local Law No. 50 unconstitutional and void and granting to the plaintiff such other relief as may be just and proper, including costs of the action.

Denver announced later that an application for a temporary injunction to enjoin collection of the tax during the pendency of the case will be sought. The action was brought by Samuel Mezansky, attorney for Lincoln Service.

Named in the action as defendants were Mayor Wagner; Comptroller Lawrence E. Gerosa; City Council prexy Abe Stark; Hulan E. Jack, James J. Lyons, John Cashmore, John T. Clancy and Albert V. Maniscallo, who are respectively borough presidents of Manhattan, Bronx, Brooklyn, Queens and Richmond, and who together constitute the Board of Estimate, and Hilda G. Schwartz, New York City, treas-

Brain Storming

• Continued from page 96

tory. They would be asked to list, in confidence, all their complaints and suggestions for improvement of the association.

Scheduling of only one meeting per month. This would primarily be a social meeting, with a minimum of business matters on the agenda.

Eliminate bylaws. Some operators felt that a less formalized organizational set-up would appeal to a broader cross section of the industry's members.

Organize an association-owned and sponsored finance company to loan money to location owners. This would be a loan firm patterned after the one reportedly run by the Cleveland group.

All of the various suggestions and opinions advanced at the meeting will be discussed at the next board of director's meeting later this month, according to President

NEWARK, N. J. — Joe Leder- man will focus on singles releases.

Distribution for the new label is now complete for Connecticut, Lederman, who has also been New York, New Jersey and the keting of Vault Meter, a device ing to feel our way before we line up nationwide distribution," he said, "but I want to stress that we'll be delighted to get new and fresh song material from anyone."

Lederman, a progressive operator who is a board member of both the Music Operators of America as well as his local association, is terial for her. The first project will moving rapidly into stereo and background music. With regard to the latter, he told The Billboard that Stratford is buying a number of the new Seeburg 163 r.p.m. speed background units and is leasing them to outlets. "Everybody is going for them," he said, "and they show no concern at all about getting rid of whatever older system of background music they have, including Muzak. One of my accounts, who is building himself a \$100,000 home, wants me to set up the background system in his home."

Chi Coin Enters

• Continued from page 96

-as the games are introduced in

A number of Chicago Coin games have already been manufactured and shipped to England. The games are the latest-type Chicago Coin ball bowlers.

Manned by Irish

The plant, according to Wolberg, is brand new, measuring approximately 20,000 square feet. It is manned fully by Irish workers, currently employing 50, with expectations for eventual employment of 250 when the plant is in full operation.

Personnel from the Chicago factory will be used periodically to supervise engineering and production. Wolberg said the Irish workers had already mastered the intricacies of ball bowler output, but had more to learn about shuffle game production and output of other type models. Much machinery has already been moved into the Shannon factory, with more on the

Additional factory space will be

available in the future thru purchase or rental of adjacent buildings set up by the Shannon Airport Authority.

Wolberg estimated that there were now only about 150 ball bowling games on location in England, with the potential great. He said that the Irish factory would continue to be an advantage over direct shipment from the U. S., even the British import restrictions have been relaxed. Costs of manufacturing are lower in Ireland.

Bowling Catches On Wolberg, who recently completed a trip to England, Germany, Ireland, Switzerland, Denmark and Israel, remarked that the American concept of bowling is catching on thruout these areas of the world.

He said that Israel is in need of developing some "sport" that the working people can play. Active sports are few there, he said, and recreation furnished by

coin-operated bowling games would seem to be an excellent recreational outlet for the people. He looked for more countries to relax import restrictions on coin games-as England has finally done.

The idea of bowling on coin games, he said, could easily be popularized in all countries.

Wolberg said he was "well pleased" with the prospects of overseas manufacture and for wide distribution of U. S.-styled games to other countries.

MUNVES CORPO

377 TENTH AVE., N. T. 36, N.Y. Chicago Coin Midget Skeeball. . \$125 Evans Batascore Chicago Coin Goalee 110 Keeney League Leader (like new) 150 Rock-Ola World Series 100 Lord's Prayer 195 Medal Stamper 225 Exhibit Vitalizer 95 Exhibit Jitters 125 Exhibit HiBall 85 Scientific Baseball Scientific Upright Basketball ... Chicago Coin All Star Hockey... 75 Muto, Rock and Roll 50 The World's Largest Selection of Arcade Equipment

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IRS Launches Eastern Pa. Probe

By GEORGE METZGER

PHILADELPHIA—The Internal Revenue Service has launched an investigation into the pinball machine industry in Eastern Pennsylvania. It is aiming to uncover operators who have not purchased their \$250 stamp necessary for those types of machines which are termed "gambling devices."

And this means every one of them in Philadelphia and nearby counties, since the IRS has not received one single application for a \$250 stamp this year from this area, according to Edgar A. Mc-Ginnes, district director of the IRS.

"My agents are checking the entire area," he said, "and pretty soon the local pinball operators will be brought into line-if their pinball machines are used for gambling."

425 Stamps McGinnes said that since the beginning of the fiscal year on July 1, 247 persons in the nine other Eastern Pennsylvania counties have purchased 425 stamps at \$250 a throw.

These counties-Berks, Schuylkill, Perry, Dauphin, Cumberland, York, Adams, Blair and Lebanonare engaged in a running battle of wits with the federal authorities.

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In fact, one operator, John C. Butala, of McAdoo, Schuylkill the place would also stand to lose County, has filed suit for an in- its liquor license since this, too, junction restraining the IRS from bars gaming machines of any delevying the \$250 fee on his machines. This is being viewed here as a test case. Everyone in the industry is watching it very carefully.

Many Arguments

The operators have many arguments against paying the \$250 for a stamp in addition to it being such a large piece of cash. (And this could run high into the thousands for an operator with a lot of equipment.)

The operators claim that by purchasing a stamp, they admit the machine is a gambling device, thereby paving the way for the State to move in and confiscate such machines as provided by law.

Fed. Grand Jury Indicts Marcello In FCC Wrangle

WASHINGTON-A grand jury here has returned a five-count indictment charging Vincent J. Marcello, Gretna, La., a prominent figure in the rackets probe conducted by the McClellan Committee earlier this year, with submitting false statements to the Federal Communications Commission in applications for a citizens radio station license for Jefferson Music Company.

The indictment, announced by Attorney General William P. Rogers, charges that Marcello, in papers filed with the FCC in 1957, concealed the fact that the applicant, Jefferson Music Company, was a partnership and that his brother, Carlos, was a partner in the business. It also charges that he falsely certified to the commission that all partners in the business were citizens of the U. S., as required by the Federal Communications Act, when he knew that his brother and partner, Carlos, were aliens. Carlos Marcello was ordered deported in 1953 by the Immigration and Naturalization Service, but is still here pending legal actions challenging the deportation procedures.

Aaron Kohn, managing director of the Metropolitan New Orleans Crime Commission, appeared before the Rackets Committee late in March and charged that mobsters have control over juke boxes in the area partly because of their alliances with corrupt public officials He particularly cited Vincent and Carlos Marcello, owners of the Huey Distributing Company and Jefferson Music.

Committee Counsel Kennedy then said that the FCC granted a radio license to Jefferson Music, on the presumption it would be used to dispatch servicemen to repair machines. A license was issued to Vincent, who said some 630 machines would be serviced. FCC monitored the calls after being notified by Kohn's commission that the lines might be used illegally, and found that in an 11-day period, only nine transmissions were made. This indicated that the license was not using the facilities for which he applied. It was hinted by committee staffers that the facilities might have been used to transmit gambling information.

Carlos appeared before the committee, but invoked the Fifth. Kennedy charged that he has made every effort to keep unions out of his area, and that Marcello operates pinballs as gambling devices, even tho gambling is illegal.

The five-count indictment handed down by the court against Vincent last week (26) carries a maximum penalty for conviction under each count of five years imprisonment and a \$10,000 fine.

Also, if the location is a tavern, scription.

Machines Replaced

"Experience has taught us," McGinnes said, "that whenever a certain machine has been 'determined to be a gambling device, some operator, rather than pay the \$250 tax, replaces the machine with another type, contending that the new one is merely an amusement device.

It is no secret that the IRS agents have been visiting nearly—if not all-of the operators in the Philadelphia area. And a lot of them seem to be getting ready for a showdown.

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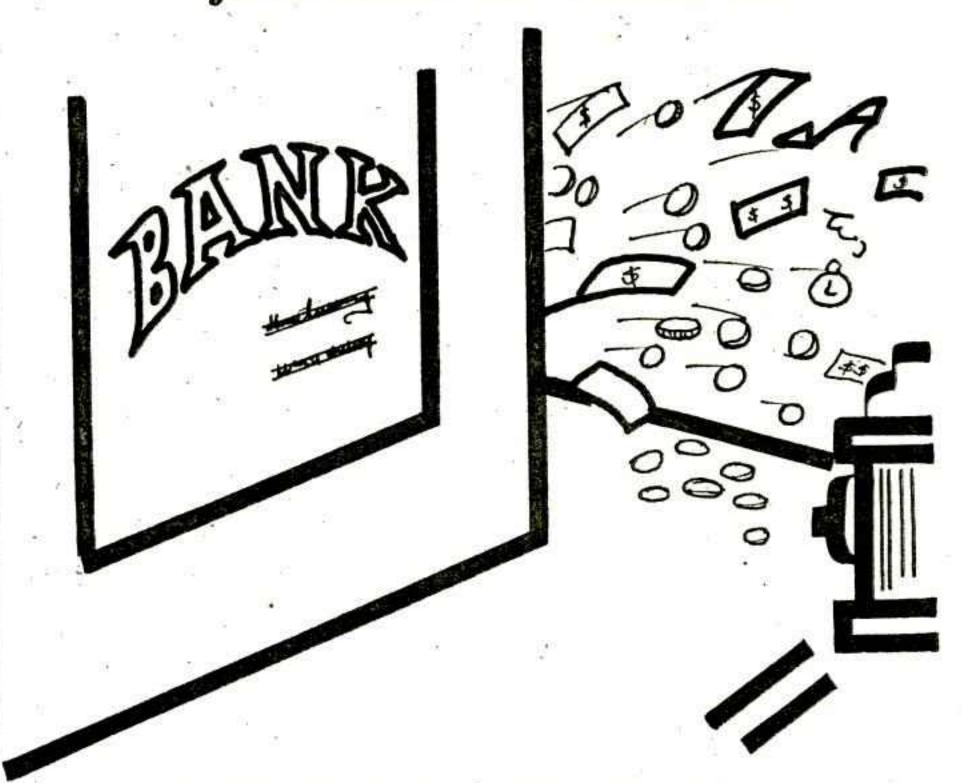
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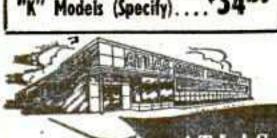
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Colo. Operator Stores Parts In Juke Boxes on Location

a juke box operator more than to the spare parts already within the arrive at a location where the machine will handle the repair phonograph has broken down and needs with no problems. find that the necessary repair parts are not in the car or truck.

to install a stock of most often needed parts within the phonograph

Neatly wrapped in kraft paper, day." and fitted into a small cardboard box, the spare parts include amplifier tubes, power tubes, relays and switches which undergo heavy use, and intermediate frequency elements most likely to "go out."

In each case, the parts are those which Lucero has found are most often needed in a particular make of phonograph, so that from model to model, make to make, the "emergency parts" differ sharply.

Naturally, buying extra parts in this way boosts costs somewhat on the route, but in view of the fact that he can be reasonably sure of putting any phonograph back in service in a few minutes at any time, the maintenance of revenue completely offsets the spare parts cost, Lucero indicated.

Telephoning in regularly to his office, during the day and evening, Lucero often gets the news that a phonograph has broken down in such locations as Golden, Colo., 15 miles west of Denver, when he is already in the western section of the

Instead of having to drive into the downtown district to obtain the parts and tools, Lucero keeps a roll of tools always on hand in his car, and can drive directly to the site of the troublesome phono-

PR Firms to Submit Plans For Coinmen

CHICAGO - Executive committee members of the Information Council for the Coin Operated Equipment Industries last week explained their goals for a half dozen Chicago public relations firms who are being considered to represent the all-industry group.

Proposals from the PR firms will be received on October 1 and they will be discussed at the next meeting, scheduled for October 15 at the Hotel Sherman. Further consultations will be held with the directors of the Music Operators of America here on November 3, 4 and 5.

At the last meeting, industry spokesmen explained to the PR men some of the problems confronting the coin machine trade, while the PR representatives outlined broad programs.

However the proposals are expected to be specific, and on the basis of these proposals, one firm is expected to be retained to represent the Council.

Wico Issues **New Catalog**

CHICAGO-The Wico Corporation, one of the nation's largest coin machine parts and supply houses, this week issued its 1960 catalog, a 108-page affair which lists parts and supplies for all game and juke box manufacturers.

The catalog was prepared under the supervision of Ed Ruber, sales manager. It is the largest catalog in the 10 years the firm has been issuing them. Thousands of parts are listed, with hundreds of illustrations.

DENVER-Nothing aggravates graph. In 90 per cent of all cases

There is a constant temptation, of course, the Denver operator ad-Tony Lucero, Denver suburban mitted, to rob one phonograph of operator, never encounters this its spare parts in order to service problem-because he makes it a another one in the same area. "I routine policy, whenever he sets won't say that I don't do this once a phonograph in a new location, in a while," he said. "When it happens, however, I make sure that the part inventory is replaced at the first location on the very next

> Lucero estimates that a \$20 to \$30 stock of parts kept in each machine in this way is enough to keep the average phonograph going from six months to a year, and save as much as \$50 to \$100 in lost revenue, and a substantial amount of gas and oil in reaching the spots.

> Lucero makes up the parts for his back-up stock in each phonograph entirely on the basis of personal experience with each machine, but admits that he is quite often over-cautious.

> In some instances he has stocked replacement tubes in this way, snugly in the bottom of the phonograph and never needed to replace a single such tube over a year's time.

The security of knowing that the component is there when it is needed, and that there won't be any "drives down to the shop" to pick up parts makes this added expense "a really practical investment," Lucero added.

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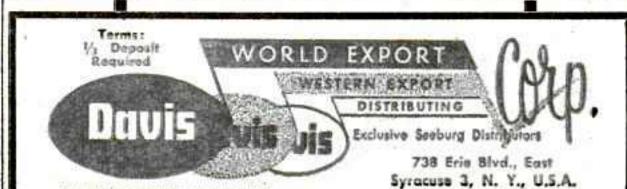
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\$250 ROCK-OLA 1446 SPECIAL AMI G200 with Conversion Unit... 375



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Waitresses Pitch Stereo Juke Williams Bows

Continued from page 96

took care of the electronics details, while Dutton at the same time was working out a well-balanced effective sales program.

Enthusiastic over stereo himself, with a fine set in his own home. Dutton realized that he could scarcely expect his waitresses to do

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UPRIGHTS

bames Inc. Skeet Shoot	\$275
Games Inc. Super Hunter	275
Games Inc. Double Shot	285
Bally Skill Roll (new)	65
Genco 400	
Gence Silver Chest	50
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BOWLERS

Bally ABC Bowling Lane, 14'.	\$245
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(uncrated) 200.00 ea. 10 Bally Balls-A-Poppin' 60.00 ea.
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(in original cartons) 150.00 ea.
10 Bally Carnivals 125.00 ea.
10 Bally All Star
Super Bowlers 100.00 ea.
8 Skill Rolls 60.00 ea.
3 Late Mutoscope
Voice-0-Graphs 1025.00 ea.
10 Golf Champs 150.00 ea.
5 Skill Parade 150.00 ea
All Makes Bingos starting at \$30 and up
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1423 Spring Garden St., Phila. 30, Pa. Rittenhouse 6-7712 Exclusive Dist. for Bally in E. Pa., and Rock-Ola in E. Pa., So. Jersey and Del. Branch: 1101 Pittston Avg.

Phonograph operator Rothberg | a good suggestive selling job if they did not work up similar enthusiasm on their own. He solved this problem in an ingenious way by simply taking the waitress crew to another one of Rothberg's spots, equipped with ordinary high-fidelity, and then rushing them back to the new restaurant to listen to the same records in stereo.

> This had a potent effect on his waitress staff, and was equal to many thousands of words in exhorting them to "talk up" stereo to their dinner-table patrons.

> Now, at the end of three months, every food customer at the Tops Restaurant gets a "liberal education in stereo" condensed into a few short sentences, on the part of each waitress.

> Standard operating procedure is for each girl to point out the phonograph, contrasted against the vertical hardwood paneling of the walls at the front.

> Then the waitress tells her dinner guests that the restaurant has something new to offer in the way of music, and then explains that the sound is coming from four speakers, each carrying a different element of the sound to their ears. This approach is amazingly successful in getting the patron to rise from his chair, walk over to the juke box and "try it out." It is particularly effective where the diner's order is steak or chicken, which will require a few minutes in preparation.

> "A lot of people tell us that they didn't have the slightest notion what the word stereophonic meant until a waitress explained it," the operator explained. "We go to a lot of effort to produce a full menu of music, with a lot of old favorites and classics, and semi-classics which dinner customers enjoy, as well as hit tunes for the younger traffic. This is important, since too many people have the idea that stereo music is for the long-hair lover of classic music only."

> The phonograph, naturally, is shilled whenever there are long, protracted periods of inactivity, but the need for "house money" in the phonograph has almost disappeared. It isn't unusual for repeat customers who are coming back for their favorite dish on the Tops' menu to walk to the phonograph first before sitting down to the table, or to hand the waitress a quarter or a half-dollar and simply suggest, "Get some string music,"

> Collections from the juke box, every two weeks, average \$123, \$127, \$119, etc.—which makes this Wurlitzer installation one of the best on Continental routes. Play is equal to some of the largest tavern and cocktail lounge spots, balanced by the fact that the restaurant is open the clock around.

New LULK 5c, 10c or 25c PLAY

- MATIONAL COIN REJECTOR in each chute.
- NOW has TWO coin returns and other new features.
- EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6".



2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

Golden Bells, Five-Ball Pin

CHICAGO—A new single-player five-ball pin game, Golden Bells, was shipped to distributors last week by Williams Manufacturing Company.

Featured is lighting up a string of 10 bells stretching diagonally across the backglass.

When the player lights any five bells in a row he earns a special score. Any seven bells in a row



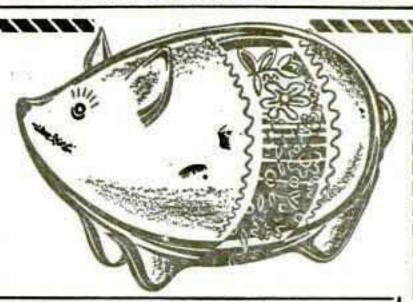
rates as a super special, while all 10 bells lighted scores a triple special. Player lights bells by hitting targets on the playfield.

White Background

Golden Bells has a solid white background on its scoreglass, contrasting with the brightly colored bells. The unusual scoreglass decoration increases the eye-appeal of the game, and it stands out sharply in a darkened room.

According to Sam Lewis, Williams vice-president, the game has been location-tested for 16 weeks and showed fine results. Shipment is timed with annual increased demand for single-player pins in the early fall season. Lewis said Golden Bells was put into production two weeks ahead of schedule to meet the demand.

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BALLY 14' STRIKES BALLY 14" A. B. C. BOWLERS

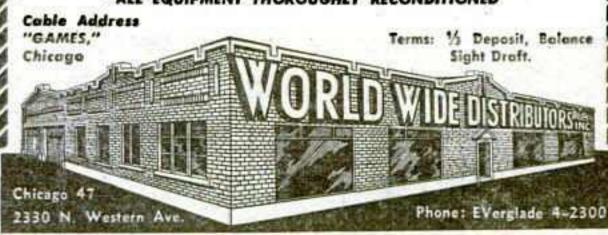
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Phone: MOnroe 6-8855 1604-06 W. LAKE ST., CHICAGO 12, ILL.

Juke Box Ops Mull B'ground Music

· Continued from page I

The Seeburg Corporation is betting heavily that the juke box operator will become a prime user of background music, with the firm currently engaged in a program of explaining background music and tion of a long-term contract. its operation to juke box operators.

R. E. Lindgren, who is in charge

tial market for the juke box oper- of the Seeburg background music effort, feels that as the juke box vending, the background music unit can serve as his entre to the industrial location, with the unit offered at no charge as a condi-

But, he pointed out, the juke juke box stop. box operator who has not diversified is in a weak competitive position for the industrial background music location.

Lindgren feels — and various other juke box manufacturers agree -that as far as the automatic phonograph operator is concerned, the prime potential for background music is still in what is commonly referred to as the street location (taverns and restaurants).

The Market

tions may be divided roughly in ably a long way off. this manner: 10 per cent are class locations which will not have juke boxes; 40 per cent are strictly juke box locations, with no call for background music; the remaining 50 per cent of the locations are suitable for both selective and nonselective recorded music.

For example, he pointed out, music during lunch, dinner and cocktail hours and want coin-operated selective music all other times. He feels that juke box operator can nail down a good location to a long-term contract by offering the background music as a free inducement.

Also, said Lindgren, most communities away from metropolitan areas have neither FM radio nor wired music systems available, and the juke box operator can fill the void by servicing stores, offices, factories and institutions with onlocation background music.

Seeburg Plan

Seeburg originally announced Its units (which plays 1,000 selections on 25 16% r.p.m. disks) on a rental basis, with the operator paying the local Seeburg distributor \$25 a month for the unit, records and royalty license fees to ASCAP and

However, the unit is now available on a straight purchase plan, with records leased for an average of \$12.50 a month. The Seeburg library has special programming for industrials and prestige locations,

as well as a basic selection. AMI also promises to be a factor in the background music field, as the firm is developing a library for its hideaway unit. AMI willundoubtedly pitch its unit to vending machine operators as well as juke box people, as the firm's parent organization, the Automatic Canteen Company of America, is the nation's largest operator of industrial vending equipment. Right now, AMI and Canteen executives are discussing how background music may best be utilized by vending operators.

Performance Fees

One problem to be encountered by juke box operators embarking on background music is the payment of performance fees to licensing agencies. On coin-operated music, the only royalty is the mechanical one, which is included in the cost of the record.

There is no set pattern for royalty fees on background music. Often the operator will install a system, the licensing agency will threaten to sue, and then the bargaining will begin.

However, most juke box operators with background music systems generally pay ASCAP in the vicinity of \$3 a month and pay BMI around \$1.50 a month.

Street Locations

Most of the incursions into background music by juke box operators will probably be in street locations which feel they have a little too much class for juke box installations, or on juke box locations which require mood music as

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A 5-BALL-BUY THE BEST-BUY WILLIAMS

These locations represent a logical extension of the juke box operaoperator diversifies into full-line tor's province, and the installation problems will be no more difficult than on many of his existing juke box locations. In addition, the location owner is basically the same person as the location owner of the

Whether the juke box operator with background music locations of this sort will eventually branch out and cover factories and offices is another matter. In non-metropolitan areas—where competition from FM radio and wired music systems does not exist-such expansion may be imminent. But in the larger cities, where the juke box operator will have to vie with sound engineers in setting up complicated systems, complete with public address and Lindgren feels that street loca- intercom arrangements, it is prob-

> Within its limitations, tho, background music can be a profitable sideline for the juke box operator. It is primarily a supplement of, not a competitor to, selective, coinoperated music. And if the operator regards it as such, it can provide him with a steady source of income month in and month out.

> For a region-by-region report on the progress of background music among juke box operators, see the story appearing elsewhere in this section.



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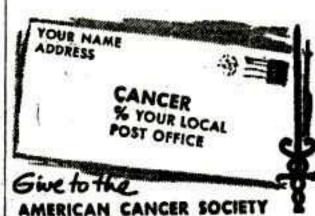
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Lynch Holds B-Music Clinic

Company of Dallas, Seeburg dis- Edward Furlow, vice-president, and new tunes every 90 days. tributor, held a meeting September Robert Hunter, manager of the 9 to inform the company's officials of the operation of the new Seeburg background music system.

Ray Lindgren, vice-president of the Seeburg Corporation, was present to conduct the clinic.

Lynch company officials present were S. H. Lynch Sr., president;

Bally Preems Little Champion, Ride for Tots

CHICAGO—Little Champion, a compact pony ride for youngsters in the three-to-eight-year age bracket, was shipped to distributors last week by Bally Manufacturing Company.

The new ride is a miniature version of the well-known Champion horse, in production by Bally

thru the years. It fills just one and a half by three feet of space on location.

Not only does the Little Champion fit into spots that sometimes can't accommodate a larger ride, but it also draws patronage from some of the smaller kiddies who might be hesitant about hopping aboard a larger horse or animal ride.

The ride is of iron-tough plastic, brightly finished in durable glossy enamels, with a richly colored steel base housing a simple, sturdy mechanism.

One-Speed

Movement is a one-speed moderate gallop. The ride is seated in a high-backed saddle and can use hand-grips and foot-rests to make climbing on and off easier. The chassis is built close to floor and moving parts are shielded as a safety feature.

Tamper-proofed dime-a-ride coin mechanism is standard equipment. Little Champion runs from onehalf to three minutes per dime, as adjusted by operator. Coin mechanisms that accept other coins are available on special order.

The ride is designed to operate on alternating current, 60 cycles, 110-220 volts. Special electrical systems, suitable to local electrical supply, are available.

Myron Sugarman Leaves for Europe

NEW YORK - Myron Sugarman, of Runyon Sales, New York, leaves on an extended swing thru Europe Saturday (26). Sugarman plans to be in touch with buyers and distributors of coin equipment in Spain, Portugal, Switzerland, Germany, Holland, Belgium, England and France. He expects to be abroad for at least two months.

background music division.

The meeting, in the swank new Sheraton Hotel, was also attended by other Lynch employees and a number of Texas operators. Also in attendance for guidance in his background music operation was George Sammons, president of Sammons-Pennington Company at Memphis, Seeburg distributor there.

Explains System

Purpose of the meeting was to introduce the new Seeburg 1000 music system. The records play on 16% r.p.m. There are 1,000 tunes which play for 37.5 hours without repetition.

Every 90 days the location owner gets, 200 new selections and a new diamond needle on the player. This means a complete change of tunes every 15 months.

The distributors will preferably offer the system for rent, but a loincludes the player, music service, pair department.

DALLAS-The S. H. Lynch Arthur C. Hughes, vice-president; the diamond needle and the 200

Selling price of the system was not given, because installation cost would vary at different locations.

Sammons said he attended the meeting to learn of the new music system operation, since he will handle it for Seeburg in the Mid-South territory (most of Tennessee, Arkansas and Mississippi).

He said Lynch Company has been very successful in Dallas and he would pattern the operation of the new background system in his territory after their operation. The Lynch company has about 200 background music locations now in Dallas. Sammons has about the same number, but they are scattered all over the Mid-South.

Sammons began with the Lynch company's Memphis branch office as an office boy in 1936. He worked his way up till he managed the office and in 1952 bought it from Mr. Lynch. He then formed cation owner may buy it if he de- his own distributorship in partnersires. Rental cost is \$25 a month ship in 1952 with Cotton Penningplus \$1.25 per speaker. The \$25 ton, who heads the service and re-

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Showtime 175	Bally A.B.C. Bowling Lanes \$245
Sun Valley	Bally A.B.C. Tournament Bowling
Key West 145	Lane
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Although small in size-requiring only 11/2 ft. by 3 ft. of space-LITTLE CHAMPION is engineered and constructed to take the punishment of hour-after-hour and month-after-month money-making action.

Iron-tough plastic ponies, brightly finished in durable glossy enamels, ride on richly colorful steel base. Simple, sturdy mechanism insures years of trouble-free performance.

Safety-Styled

Toy-size pony, moderate one-speed gallop, high-backed saddle, hand-grips and foot-rests, close-to-floor chassis and safety-shielded moving parts are exclusive LITTLE CHAMPION features that appeal to parents. Realistic appearance, gay colors and exciting action attract youngsters from 3 to 8.

Earning-power, depending on riding-time-adjustable from ½ minute to 3 minutesis location-tested to be highest-per-square-foot in kiddie-ride class



Tamper-proof dime-a-ride coin-mechanism is standard equipment in all Bally Kiddie-Rides. Coin-mechanisms that accept other coins, including coins of practically all nations, are available on special order.

Standard Bally Kiddie-Rides are designed to operate on Alternating Current, 60 cycles, 110-220 volts. Special electrical systems, suitable to local electrical supply, are available on special order.

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Bert Mills



Amusement Pinballs

Charges Stereo Disk Stalling

Continued from page 98

units on location. I started making these changes last November.

"What peeves me is I'm still waiting and even begging for stereo sound recording of new hit singles.

Why Must We Wait?

distribution and retail selling of recorded music, but I do know that most retail stores order but very few records until juke box and disk jockey reports start coming in that indicate hit potential. But why do we juke box operators and disk jockeys have to wait until a hit is established before we can have recordings in stereophonic sound?

"Even more exasperating, why do we juke box operators have to resort to EP's even then, with but very few exceptions? Is the reason because distributors and dealers prefer to sell EP and LP albums on account of the greater profit incentive? Frankly, this does appear to be the reason.

"If so, then who is left to help sell hit records that first must be established before sales of any kind can be profitable? Too, how can we who help make hit records help to sell this new sound unless it is made available to us in the new singles.

"Everyone knows that everything new must have exposure, demonstration and trial before profitable sales start rolling in. Therefore, my considered opinion, it is I am sure not necessarily because I am a juke box operator, that I feel juke boxes actually can and are doing the best job of presenting and proving the hit potential of new record releases.

"True, disk jockeys do a real good job of presenting and giving their own views as to hit potential of new record releases, but on juke boxes the listener must pay to hear the music play.

"Therefore, on juke boxes if a record continues to play, if it plays more than any other record in any given period of time, that is a hit record, at least in that location. If it does the same thing on juke boxes all over the nation a juke I don't know very much about box survey should lead the way in proving the value of new recording and at the same time it might very well be doing the same job for the new stereophonic sound.

"Juke box operators buy records too, remember."

N. Y. State Assn.

Continued from page 96

Mrs. McCarthy also noted the recent formation of the NYSCMA's public relations committee "under our appreciation for that committee's tireless efforts by sending in \$5 to defray costs of mailing, printing and small incidentals."

"Now we ask your co-operation by attending this meeting," Mrs. McCarthy said, "to formulate plans for the coming year, elect new officers, and to discuss procedure in relieving some of the pressures under which operators in several areas must conduct their business. Only by attending can you get the complete picture of these problems."

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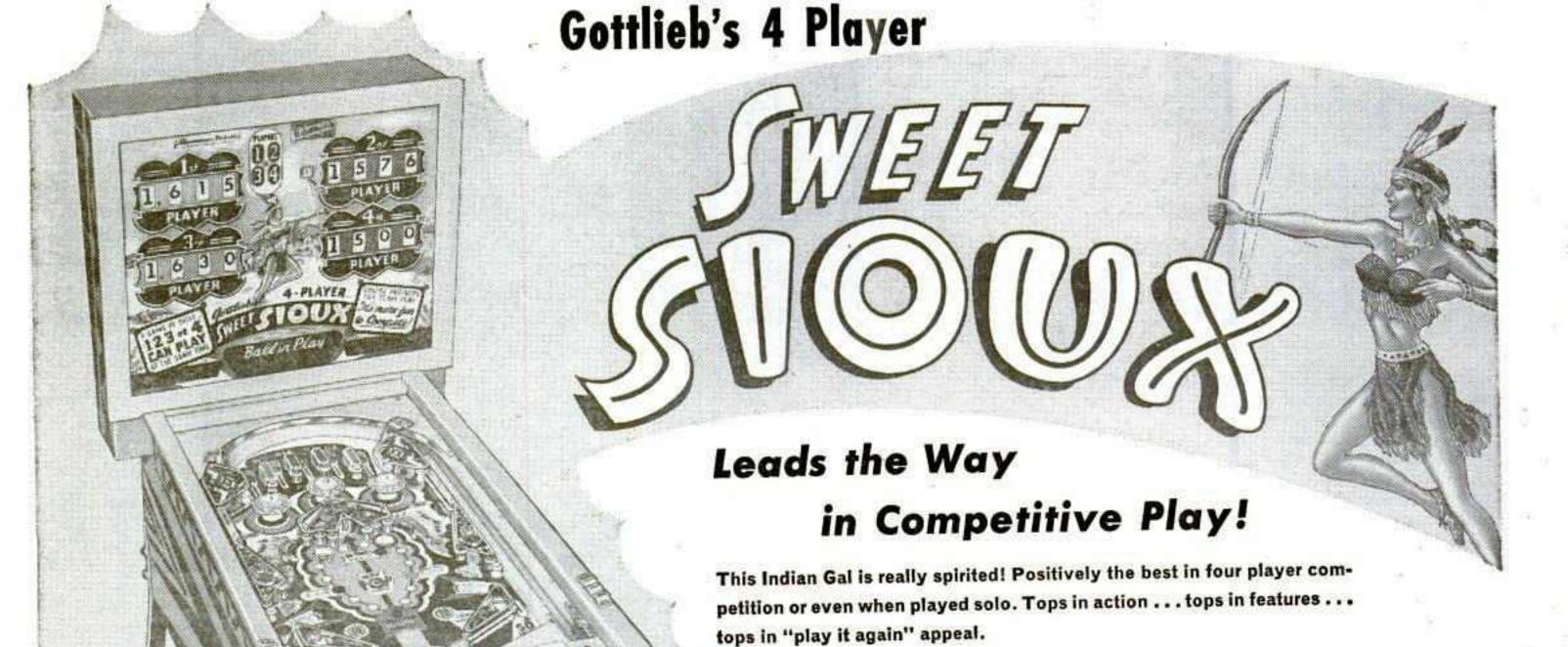
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See, play and order SWEET SIOUX at your distributor today!

- 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



Coinmen You Know

Jackson, Miss.

By ELTON WHISENHUNT

News from around the State: Bluford Taylor, owner of Holmes Music Service at Tchula, announced that his former service manager, Doc Seal, has returned Company at Shaw, Miss., reports to work for him. Seal had been his route is in shape for the big working for a coin machine company at Biloxi on the Mississippi Gulf Coast. . . . Abe Malouf, owner of LeFlore Music Company at Greenwood, is happy over the election of two men he supported in the recent election; the sheriff and Governor-elect Ross Barnett.

Joe Tierce, Greenwood Music Company at Greenwood, has traded off his six American-made service vehicles and bought all foreign cars, mostly Volkswagens. Reason is saving on gas, he said, and upkeep. He reports he expects to save 30 per cent, which will reduce his operating expense by that much.

Eddie Barnes, Eddie's Music Service, has had a new building constructed to house his expanding route and radio repair service. It's a new brick building. . . . Henry C. Smith, Smith Amusement Company, has been operating PM Music Company, route of Pete Manos, while Manos has been in the hospital. Manos was injured by two soldiers he attempted to eject from his cafe when the soldiers became disorderly. One kicked Manos in the eye and he lost it.

J. T. Long, Long Music Company at Hollandale, ran for constable in the recent election but was defeated. He said he did not regret it, however, as he ran a good race, fought a good fight and was happy about the experience in politics he got.

Yazoo City recently celebrated the 100th annviersary of the discovery of oil in Mississippi at Yazoo City, and Clint Shive, Shive Amusement Company, took part along with most of the rest of the town-one of the requirements being that he grow a beard. He grew a big one and a mustache. Took him 45 days. When it was over, he was mighty glad to get it shaved off, he said. Seems it sometimes itched.

Chester Richardson, who operates his music route, Richardson Amusement Company, and a traveling carnival on the side, has his show on the road now. He was at Rosedale, Miss., recently, had to return to his Greenville home for another supply of dolls from his warehouse.

Paul Mauceli, Paul's Novelty Company at Greenville, one of the Southern pioneers in using twoway radios to give quicker service and cut the cost of phone bills, has some new radio equipment he's installing which will expand his communication radius to from 60 to 75 miles. Before that, on a limited frequency, it was 25 miles. . . . Clarence Spain, Spain Music Company, Tunica, is getting his route ready in expectation of big cotton crop.

Joe Lavene, Lavene Amusement Company at Clarksdale, has 600 acres of fertile Mississippi Delta land he farms in cotton in addition to operating his route. He reports the crop this year is expected to be the best in the history of the delta.

Frank Steed, partner in Steed & Detroit Hearn Music Company, Clarksdale, was out delivering a new organ to a church when The Bill- D & L Coin Company, of Linboard scout called. He's a dealer for Baldwin pianos and organs, in addition to his music and game route. . . . Johnny Allegrazza, Ace Music cotton crop. His brother, Alex, is back helping him operate the busi- Amusement of Wyandotte, special-

Delisle L. Lodico, owner of the coln Park, operator of Arcadetype equipment and juke boxes, was drowned in the lower Detroit River. He apparently dove in shallow water and became mired. A brother, Lorie Lodico, operates the Lynn izing in penny vendors.

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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.

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"AUTO-MISSION" COIN-DIVIDER

- 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.
- Permits location-owner to take his profit daily without waiting for operator's collection.
- 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.
- 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.
- Increases earnings of juke-boxes, cigarette-venders and other coin-operated equipment in location by providing constant supply of coins.
- 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.
- Minimizes hazard of burglary by permitting location to remove cash from game when location is closed.

CHIC MODEL FUN - WAY OPERATED WITHOUT REPLAYS FAMOUS "SPOT" FEATURE

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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 commissertion for increasing the odds." Operation of this Amusement Machine is subject to the \$10 Federal Special Tax imposed by the Internal Revenue Code, and a current \$10 tax stamp must be displayed on the place or premises of operation.

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Earns up to 6 coins a game

Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN...fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

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