

The Billboard

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 PROGRAMMING
 SECTION**

SEE SECTION 2

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SEPTEMBER 28, 1959 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

Penny Arcade Moves From Skid Row to Swanky Main Line

Dave Rosen's Center Considered Asset to Posh Philly Community

By AARON STERNFIELD and REN GREVATT

PHILADELPHIA—The social-climbing Penny Arcade, once a resident of the skid row and honky amusement center. It's no longer called a Penny Arcade and it no longer draws a working-class patronage.

Just off the campus of St. John's College here, flanked by two austere banks and within a couple of blocks of \$100,000 homes, is a flourishing coin-operated amusement center. It's no longer called a Penny Arcade and it no longer draws a working-class patronage. But The Center, as the sign over the entrance proclaims, is tangible proof that a well-run Arcade operation can make the grade in any strata of society.

The Center is the pride and joy of Dave Rosen, veteran Philadelphia juke box and game distributor. Rosen, who had been one of the pioneers in setting up coin-operated recreation centers in discount stores and supermarkets, has long been active in community affairs, with juvenile delinquency his principal concern.

He soon learned that juvenile delinquency is not confined to any economic group, and that the sons of the wealthy are just as apt to

get into trouble as the sons of the poor. It was with this thought in mind that Rosen invested \$60,000 in a modernistic ranch building and the latest long bowler and Arcade equipment. He felt that if the youngsters in the neighborhood had a supervised recreation center where they could bowl and play coin-operated skill games under proper supervision, they would be less inclined to look for trouble.

So far, the experiment has been a thumping sociological success, and a fair business success as well. The term Arcade in reference to Dave Rosen's Center is a bit misleading. The 7,800-square foot, air-conditioned structure is a haven for youngsters of the community, a place they can call their own.

Manager of The Center is Bud Freeman, a former zone manager for a theater chain and a man with decades of experience in handling youngsters. The two attendants are physical education instructors in the Philadelphia school system. In charge of the 40,000-square foot parking lot is a retired Philadelphia city detective. The youngsters are supervised by experts.

Equipment in The Center includes 11 long bowlers and 40 Ar-

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Haverlin Calls Pubservers 'Ponderous'

By SAM CHASE

PALO ALTO, Calif.—Carl Haverlin, president of Broadcast Music, Inc., told radio-TV broadcasters gathered here that their public service efforts frequently are "ponderous, pedestrian and pontifical." He warned them that "if those three adjectives accompanied the sex act, the race would die out."

Haverlin was a member of a so-called "glamour panel" at the Westinghouse Broadcasting Company's third public service conference. Other members of the panel were playwright Marc Connelly, radio-TV producer Fred Friendly, award-winning Professor Frank C. Baxter, Hollywood designer Saul Bass, and Robert Foreman, executive vicepres of Batten, Barton, Durstine and Osborn.

Haverlin claimed that the newest BMI survey shows an increasing use of classical music on the air, with the current figures running triple those of 1920. An average of 6.2 hours per week nationally is spent by each AM radio station in broadcasting classical music, and this figure goes up to 9.7 hours if FM stations are included in the average.

Despite this, Haverlin complained that broadcasters "aren't making enough op-

(Continued on page 6)

Disk Programming Section Furthers Highlights to Trends

Majors, Male Artists Again Predominate; Show Tunes Build

By JUNE BUNDY

NEW YORK — Some interesting trends were again highlighted in the fall issue of The Billboard's new record programming section (which is bound into the center fold of this issue) for deejays and juke box operators.

The section's artist bio feature, "Today's Top Talent," shows that more than 240 artists, representing a total of 88 labels (same number as in the first issue) made The Billboard's "Hot 100" chart and/or the Best-Selling LP, country and western, and rhythm and blues lists from May thru July of this year. This is the first time the section has included artists from the c.&w. and r.&b. charts.

Album Emphasis

The current Record Programming Section places special emphasis on album programming, via several LP features, including a list of the top-selling 125 albums in rank order of sales made by retail stores in the full year between July, 1958 and June, 1959. Mitch Miller's "Sing Along With Mitch" was the No. 1 seller; M-G-M's "Gigi," No. 2, and Henry Mancini's "Peter Gunn," No. 3.

Only 26 labels were represented

on the LP chart, and only 12 of those firms had more than one album listed. The majors dominated; Capitol had 31 LP's on the chart; Columbia, 23 and RCA Victor, 22. Runners up were as follows: Dot with seven; London, six; Decca, five; Kapp, four; Mercury and Imperial, three each; Argo, Epic, and United Artists, two each.

Labels having one album on the list, included Del-Fi, Rheims, ABC-Paramount, M-G-M (with the No. 2 seller), Chancellor, Hi-Fi, Liberty, Brunswick, Coral, Crown, Jamie, Warner Bros., Verve and Cadence.

Show Music Strength

The enduring strength of show music in the LP field was evidenced by the appearance of 28 such albums, 14 sound track packages, five original cast, four TV, and the remainder tied up in some way with a Broadway, Hollywood, or video score. Eight of the top 15 best-selling LP's were show packages.

Only 32 labels of the 88 record firms making the "Today's Top Talent" feature, had more than one artist listed. Again the majors were in the lead. RCA Victor had the most artists listed, 28. Columbia was second, with 20, and Capitol, third, with 16 performers. Also scoring were Decca, with 11; Mercury, 10; M-G-M, nine; Roulette and Warner Bros., six each; Atlantic, five, and ABC-Paramount, four.

Showing up with three artists each on the "Top Talent" feature were Hickory, Argo, Chess, Swan, (Continued on page 6)

Pubserv Air Brass Confer

PALO ALTO, Calif. — More than 350 radio and TV execs participated here this week in the local public service programming conference sponsored by the Westinghouse Broadcasting Company. Among them were most of broadcasting's top programming brains.

A survey made during the conference concerning pubserv broadcast plans for 1960 indicates that a 20 per cent expansion may be expected in the amount of health, welfare and educational programming aired along with a 20 per cent decline in the quantity of religious programming broadcast. (See details in this issue.)

Mini-Bowling Gets Around

CHICAGO — The new-found American sport of bowling on miniature coin-operated alleys got started here less than three years ago, but it has already spread thru-out Europe as well as thru-out the U. S.

In England, where bowling on the green is a century-old pastime, the stepped-up version of alley bowling is just catching on, and the trend could create the biggest stir in the British amusement industry in many a year. Both the big-size regular alleys and the newer coin-operated miniature versions are slated to do big business in Britain.

Germany was one of the first countries outside the U. S. to pick up the mini-bowling idea. That country is already covered with them, and the Germans have begun to produce and export their own mini-bowling machines, competing with the American products.

NEWS OF THE WEEK

Westinghouse Exec Scores Programming Copycats . . .

Stations who copy successful programming ideas developed by other stations can only end up by boring their listeners, claimed Bill Kaland, national program director of the Westinghouse chain, at the California meet this week. . . . Page 2

Capitol Streamlines A.&R. Set-Up; Institutes Production Team Units . . .

Capitol Records completely reorganized its a.&r. set-up this week by instituting a series of production teams. Each team will consist of a producer, an associate and an exec producer, who will report direct to veepee Lloyd Dunn. Each team will handle both singles and albums of artists assigned to it. . . . Page 2

Macy's Whets Stereo Fair; Kicks Off Macy Fall Sales . . .

All sales elements that go into a successful show and demo are described. The Billboard turns its Audio News section over this week to a step-by-step analysis of how Macy's, giant retail chain, takes the stereo message to the public with the help of Macy-

navox, Webcor and Stromberg-Carlson, plus Columbia Records' artists. . . . Page 16

Autry Leads Way to Records At Tennessee State Fair . . .

Tennessee State Fair last week had one of its best runs since the lush post-war period. Grandstand receipts and turnouts were hitting a record pace, with Gene Autry and his show credited for much of the lure. . . . Page 48

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New Cap Pop A.&R. Set-Up Unique for Disk Industry

Divides Staff Into Production Units to Handle Specific Artists

By LEE ZHITO

HOLLYWOOD — Lloyd Dunn, Capitol's artist and repertoire veepee, is instituting a major organizational change in his pop a.&r. operation with the introduction of a unique structural format new to the record industry, The Billboard learned exclusively last week.

It calls for a group of production units, each headed by an exec producer who will report to Dunn and be in charge of a producer and an associate. Each unit is assigned specific artists, handling them for both albums and singles. The latter will receive the additional attention of an exec producer in charge of singles. He will operate closely with the other unit heads in funneling single production and controlling releasing schedules.

Team Play

Purpose of the organizational change is to streamline the operation and further intensify its effectiveness. Dunn feels a group of tightly knit production teams working together can make greater strides and prove far less cumbersome than one large a.&r. corps.

Immediate benefit of the change is reduction by a full 50 per cent of the number of men who will report directly to Dunn.

Dunn unveiled his new organizational plan before members of the a.&r. division at a meeting held the previous week at Ventura's (Calif.) Pierpont Hotel. By odd coincidence, this came simultaneously with an announcement by Columbia Records that it will change its a.&r. set-up to follow the pattern which Capitol is now abandoning.

Capitol's new pop a.&r. organization is as follows:

Personnel Set-Up

Dave Cavanaugh, exec producer, will have Tom Morgan as producer and Kermit Walter as associate.

Unit headed by Lee Gillette comprises producer John Palladino and associate producer Ed Yellin. Exec producer Voyle Gilmore has in his unit producer Bill Miller and associate Fred Grimes. Ken Nelson is exec producer in charge of singles. Dave Dexter, head of Capitol-of-the-World a.&r., was also named an exec producer, and in addition to his C-O-W duties, will be assigned some artists for domestic recording. All will headquarter here at the Capitol Tower. Andy Wiswell takes charge of the New York unit as exec producer with Manny Kellem as producer.

Francis Scott will continue as director of the a.&r. administrative department and as executive assistant to Dunn. Similarly, Lou (Continued on page 14)

Merc Sets 250G Advertising Push

Campaign Themes Firm's Engineering Skill; Plays Up Prestige Artists

CHICAGO—Mercury Records this week launches one of the first major institutional advertising campaigns in disk industry annals, scheduling a \$250,000 push to spread over four and a half months.

Central theme of the consumer campaign is the firm's engineering skill, with a subsidiary aim of advancing the names of the label's prestige artists. Pictures and copy will edify the public on how much time and care Mercury takes to turn out a superior product.

Ads, in full color, will each be a full page plus an adjacent column.

Only the extra column will be used to push specific merchandise. The full pages will be soft-sell serenades to artists and techniques. One ad will detail the care that went into recording the classical best-seller, Tchaikovsky's "1812 Overture." Patti Page and David Carroll will be among the artists singled out in the institutional buildup.

Media will include the New Yorker, Time, Esquire, Playboy and Gentlemen's Quarterly. Twelve different ads have been prepared. Running slogan is to be "The Dynamic New Dimension in Sound."

Kenny Myers, director of advertising, said the campaign's chief purpose is to make sales hay out of what the firm believes is one of its outstanding features, the quality of its recording technique. He said that an increasing number of con- (Continued on page 14)

Two Everest Teams to Cut In Europe

NEW YORK — Recording teams, representing Everest Records took to the high seas this week on assignments that will take them together with their portable equipment to disk assignments in Italy and Britain.

Team one, headed by John Livadary, technical director of the Belock staff, is en route to Rome to commence the score recording for "The Scent of Mystery," new Mike Todd Enterprises, pic pro- (Continued on page 14)

TOP COUNSEL TO LEAD DISSIDENTS' DECREE FIGHT

NEW YORK — The dissident ASCAP members who oppose the terms of the proposed new consent order, have retained attorney Charles Horsky of the firm of Covington & Burling to place into proper focus the dissident's objections to the proposed consent order at the hearing before Judge Sylvester Ryan on October 19. Horskys and Herbert Cheyette will handle the case for the dissidents. Cheyette, resident counsel of Sam Fox Music, participated in the hearings before the Roosevelt Committee.

Horsky is one of the outstanding antitrust attorneys in the U. S. and was one of the prosecutors at the Nuremberg Trials. The firm of Covington and Burling includes Dean Acheson as a member. Meanwhile, it is reported that more ASCAP members have joined the dissident group. Redd Evans is spearheading the group's membership drive. The dissidents expressed themselves as feeling "extremely confident."

Longhair Pubs Mull Decree Amendments

NEW YORK — An estimated 20 to 30 ASCAP publishers of serious music held a meeting in the Society's board room Wednesday to consider the proposed Consent Decree as it pertains to serious music. Many serious music copy-right owners feel they are not getting a fair share of the performance pie; and the proposed decree, many argue, is geared to pop music and does not adequately meet long-hair needs.

One serious music publisher present at the session stated that under the proposed document no long-hair composition can receive full credit for theme or background use. Conditions governing full (Continued on page 14)

Finfer Own Distributor

NEW YORK—Harry Finfer has taken his Jamie and Guyden labels from George Goldner enterprises and will handle all distribution of the two labels himself. The parting with Goldner was amicable, and the reason for separating, according to Finfer, was that he just wanted to be in business for himself. "George helped us when we started and he has done a lot for us" said Finfer.

The change means that the Jamie and Guyden labels, instead of being distributed via a national distributor, as Goldner acted for (Continued on page 14)

Randy Wood To Europe For Confabs

HOLLYWOOD — Dot prexy Randy Wood will leave for England this week to confer with Ted Lewis, whose English Decca organization distributes Dot product in several European markets. Following confabs with Lewis, Wood will head for Rome, where he will confer with Paramount Pictures veepee George Weltner. Latter will introduce Wood to the various Paramount International sales execs.

At the Rome meetings, Wood, Weltner and the International Pix execs will probe the prospect of establishing a closer tie-in between the label and its parent company's far-flung salespeople. Wood will probe the prospect of using Paramount's International manpower in sales and promotion of Dot product overseas.

Wood was scheduled to stop in New York while en route to record Pat Boone.

G-Men Eye Lormar Phoenix Invasion

Query Local Tradesters on Practices Of Chi Distrib Firm's Offshoot

PHOENIX, Ariz.—The FBI is questioning juke box operators thruout Arizona as well as distributors, dealers and radio stations in Phoenix about the practices of Flash Distributors, this city's newest one-stop. The Billboard has learned. Also, the legal staff of Sen. Barry Goldwater is known to be investigating the operation.

Meanwhile, pressure tactics on radio stations attributed to Flash manager, Joe English, stopped dead after they were exposed in The Billboard two weeks ago. Station sources had reported to The Billboard that English was demanding a listing on station charts of the ABC-Paramount version of "Livin' Doll" even local sales had not yet warranted a listing. Flash is not the ABC-Paramount distributor but had made a bid for the label

and was apparently out to prove it could do an effective job.

Flash is a local arm of Lormar Distributors, Chicago, long under fire for alleged pressure tactics in sewing up a near monopoly on juke box disk business in the Chicago area. Lormar's owner, Charles (Chuck) English, was recently brought before the McClellan committee to explain his long history of Chicago mob connections.

In recent weeks, Flash has enjoyed spectacular success in disk sales to Arizona juke box ops. Reliable trade sources estimate the firm has taken over 85 per cent of the trade, a remarkable feat of salesmanship that nobody around here seems able to explain. This appears to be what FB investigators, who are displaying a thick dossier on Lormar and Flash, are trying to find out.

LOCAL SCHOOLS SPOTLIGHTED ON ATLANTIC DISK

NEW YORK — Atlantic Records is marketing 20 different versions of one record—Tommy Facenda's "High School U.S.A."—for release in 20 different cities. Each version will spotlight the names of local high schools in each area.

Atlantic is testing the disk in the 20 markets, and, if the idea clicks, will make additional versions for other areas. The label is using a new serial system for the disk. Each local version will have its own number. Commenting on the multi-version plan, an Atlantic exec cracked: "This is one record which will not be trans-shipped."

The cities for which special waxings have been prepared are New York, Washington - Baltimore, Philadelphia, Detroit, Pittsburgh, Minneapolis-St. Paul, Newark, N. J., Boston, Cleveland, Buffalo, Hartford, Conn., St. Louis-Kansas City, Cincinnati, Chicago, Indianapolis, Los Angeles, San Francisco, Seattle - Portland, Denver, Oklahoma City. Facenda is managed by Frank Guida, owner of the Birdland Record Shop, Norfolk, Va.

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COSNAT EXPANSION BID

Blaine Plots New Dealer Buying Plan

NEW YORK—Jerry Blaine, who is planning an expansion of Cosnat, his distrib operation, will put into effect a deferred payment plan designed to encourage more dealers to stock in depth. Blaine figures the plan, which is applicable to album product, will result in more exposure for the lines he carries, and will permit the dealer to merchandise more freely.

The plan, which is effective October 1, provides for the dealer to sign an installment buying agreement and thus become a member of the DSBA — Dealers' Special Buying Account. Under the DSBA

plan the dealer may purchase album product by paying 20 per cent a month for five consecutive months, at no interest. If the purchase is made say, in October, the first 20 per cent payment is due in November. If at this point the dealer is moving the merchandise, he can make various other moves. For instance, he can take a 2 per cent discount and pay all the installments at once; or he can pay 20 per cent and give the distrib salesman another order, to be paid out five months later. Along with this, the dealer would enjoy regular discounts.

The dealer, to get the five-month deal must buy a minimum of \$300 worth of merchandise, and he must give Cosnat five notes.

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WBC Head Warns on Radio Programming 'Copycatism'

'Can't Just Copy Results' Kaland Tells Broadcasters

By SAM CHASE

PALO ALTO, Calif. — Music and news radio broadcasters were warned that many of the fresh programming and production approaches developed by radio in recent years are being diluted by "copycatism," the result of which must inevitably be listener boredom rather than excitement.

This was the charge levelled by William J. Kaland, national program director of the Westinghouse Broadcasting Company, as he opened the panel discussing how radio stations can improve their public image, at the third conference on local public service pro-

gramming sponsored by WBC and held at Stanford University.

Kaland noted that "someone decided years back that excitement was a desirable radio ingredient. Others promptly injected noise into their programming." He cautioned that "Creativity is a process, not a product, and you can't just copy the results." He added that after paying lip-service to the search for fresh approaches, too many broadcasters wind up only with a superficial carbon copy of a creative development which some other operation has achieved.

Kaland also declared that there need be no consistency in the image

station creates of itself. Thus a "color" radio station adhering to a strict format can also successfully inject into its schedule "everything the old line stations can do," including talk shows. Too many young people who come to SKH stations today are thrown into confusion if they aren't handed a batch of records and a strict SOP, charged Kaland. "It's degraded"

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SMS to Debut \$6.95 Tape Cartridge Line

NEW YORK—The Stereophonic Music Society, long a stereo tape one-stop and operator of the SMS mail order club, will shortly enter the tape cartridge field. Until now, the outfit, which headquarters in nearby Palisades Park, New Jersey, has been identified strictly with the so-called high quality reel-to-reel tape, first on the original two-track and later the four-track tape systems.

SMS prexy, Benevenuto Von Halle, has acquired leasing rights to the music of a major low-price disk line on a two-year deal. The company will issue its first five tapes October 15 and plans the release of five new tapes every month. Initial titles include "Leon Bibb Sings Folk Songs," "The Grand Canyon Suite," with the

(Continued on page 12)

PACK MAKES SAME OLD GAG

PALO ALTO, Calif. — Richard Pack, programming veepee of the Westinghouse Broadcasting Company, made his annual announcement indicating that this year's public service conference is likely the last under WBC sponsorship.

At the banquet winding up the confab, Pack made reference to this, but also recalled that a similar announcement had been made after the Boston conference in 1957 and the Biltmore sessions last year, only to have WBC president Don McGannon make a veiled reference to plans for the following year.

McGannon made no such references this time, but betting favors Cleveland as the site for 1960, with Pittsburgh not out of the running.

Payola Crackdown Looms For 1959 Tax Returns

Senate Bills Spearhead War on Show Business 'Gift' Deductions

By MILDRED HALL

WASHINGTON—The reported rampage of "payola" in the music and broadcast industries will run head-on into the closer scrutiny of 1959 entertainment and promotional deductions promised by Internal Revenue Service last year. But it could be the Senate that delivers the coup de grace to the pay-off and kick-back practices, when Sen. Joseph S. Clark spearheads a war on business "gift" and similar entertainment deductions, in bills co-sponsored by five senators, two being members of the powerful Senate Finance Committee.

Clark, speaking before a Danville Rotary Club in Pennsylvania last week, said he would wage all-out war against tax evasion by renewing the fight for his two bills: One would knock out the more plush type of business deduction now allowed, and another would tighten information requirements on deductible "gift" exchanges among businessmen. Clark attempted to rush a swindle sheet crackdown as a rider to a tax bill during the recent Congress, but was unsuccessful. (The Billboard, May 25, 1959.)

Clark and his fellow senators will also battle for more auditors

to be hired by IRS to work on tax loopholes in the areas of gift and promotional deductions. Clark said shorthandedness in tax examiners is costing the government over \$2 billion in uncollected taxes. He expects a crackdown on "abuse of business expense deductions" plus other tightening measures which would bring in another \$3 billion.

Increasing use of "gift" payoffs in the entertainment business were

(Continued on page 14)

Atlantic Sets Special Deal

NEW YORK — Atlantic Records is offering record retailers a "special deal" (thru their distributors) on its entire 8000 LP series, including the label's six new rock and roll albums.

The packages, each featuring past singles hits, include Clyde McPhatter's "Clyde," the Clovers' "Dance Party," Joe Turner's "Big Joe Is Here," "Blues Ballads" by LaVern Baker; "What'd I Say," by Ray Charles and Ruth Brown's "Miss Rhythm."

Cap Extends Fall Discounts

HOLLYWOOD—Capitol is extending its fall quantity discount program three weeks to keep it in effect thru October 17. It was to have expired September 26. Program applies to all Cap catalog package items, including LP's, EP's, monaural and stereo product. The label's regular 10 per cent exchange privilege covers purchases made as part of the program. In addition, split billing benefits permit dealers to pay the first half November 10 and the balance one month later.

Esskay Adds Four Labels

PHOENIX, Ariz. — Esskay Distributors, the Mercury outlet here, this week enjoyed a healthy fattening of its lines, adding four new labels. They are Carlton, Westminster, Elektra and Wynn.

20th-Fox Sets Big Fall Plan

NEW YORK — 20th-Fox Records has come up with a fall program that features a special 20 per cent discount on albums, a dating plan and exchange privileges. Plan is the brainchild of 20th-Fox prexy Henry Onorati, and sales manager Roy Friedman. In addition to the 20 per cent discount on both new and catalog album merchandise, the fall plan's dating program calls for a three part payment on the part of dealers for fall merchandise, with 25 per cent

(Continued on page 14)

Educational Aid Pledged By McGannon

PALO ALTO, Calif.—Many of the nation's foremost college presidents will participate in a campaign to inform the nation about the problems and needs of higher education. This was announced by Donald H. McGannon, president of Westinghouse Broadcasting Company, in an address closing the third public service conference sponsored by WBC.

The proposal was a direct outgrowth of the conference, McGannon revealed, as he pledged the complete co-operation of WBC's radio and TV outlets in airing the campaign. Dr. J. E. Wallace Sterling, president of Stanford University on whose campus the conference was held, indicated approval of the idea which he states he intends to explore with fellow college presidents.

THAR' IS GOLD IN SPECIAL EVENTS

PALO ALTO, Calif. — Broadcasters who doubt that special events are salable to sponsors were jolted by Bill Small, news director of WHAS and WHAS-TV, Louisville, Ky.

Small said that a sponsor had bought 10 special shows based on the Khrushchev visit and was delighted with the results as put together by the station's news staff. In fact, the sponsor has ordered another series of 10 shows based upon President Eisenhower's projected tour of Russia.

Small's problem is that altho he was able to set up station coverage of the Soviet leader's doings here, he hasn't any idea of how—or whether—Ike's tour will be covered. But he hasn't turned down the order, either.

Less Singles, Sock Promo, Sholes' View

NEW YORK — RCA Victor, currently staging a powerful drive in the singles field, has been releasing a sharply curtailed schedule of pop singles since the first of the year. Philosophy behind this is to put concentrated promotion behind those disks which are released, and judging by present indications the theory is now paying off. According to Steve Sholes, a.&r. chief, pop releases have been averaging 2.9 disks weekly, whereas prior to the beginning of the year RCA Victor averaged five and more disks weekly. In arriv-

ing at the 2.9 disks per week figure, Sholes stated that this included country or folk-oriented records which had gone pop in sales.

It is known that the label's singles screening session has become "ruthless." The screening session, Sholes stated, is in direct opposition to the so-called "buckshot theory." Adherents of the latter figure that if you put out enough disks some are bound to make it. "In today's market," Sholes says, "the buckshot theory doesn't make sense."

The a.&r. exec noted that in his current operation, the promotion men report to a.&r. This pinpoints responsibility and enables heavy promotional effort to be timed with releases.

The "ruthless" screening session

(Continued on page 14)

DOT'S 'DECK' HITS MILLION

HOLLYWOOD—Dot Records claims its pressing order on Wink Martindale's "Deck of Cards" has passed the million mark. Disk, recorded by the KHJ (Los Angeles) deejay, has been making rapid strides in its climb atop the "Hot 100" chart.

Col Preps Giant Push on Walter Set

NEW YORK — Columbia Records is putting a giant sales push behind its October special package release of the nine Beethoven Symphonies conducted by Bruno Walter with the Columbia Symphony Orchestra. The entire collection of the nine Beethoven Symphonies will be available in a de luxe stereo package, a de luxe monaural package as well as individually. (Three of the LP's were issued previously is going all out on promotion, as individual items.) The company

dealer displays, advertising lineage and radio station promotion records. According to Columbia the release of the nine Beethoven Symphonies (seven records) by Bruno Walter is the most important by a major conductor in a decade and the first full collection in stereo.

The seven records will be packaged in a special cloth album container, all in separate soft sleeves. Included in the packages, both stereo and monaural, will be a 48-

(Continued on page 12)

Execs Eye Tape, Transistor Build as Teen-Age Lure

By REN GREVATT

NEW YORK — Two electronic "monsters" as some tradesters are already calling them, are casting a shadow over the singles disk business. Tho the two devices are not yet believed to be factors of major significance in terms of decreased disk sales, they are nevertheless being viewed with alarm in some quarters with regard to their potential future impact.

Specifically, the gadgets which have become the subject of worried talk among publishers and diskers alike, are the tiny portable transistor radio and the tape recorder.

Arnold Maxim, M-G-M Records prexy, feels that both, and particularly the transistor radio, are factors in the singles business. According to Maxim, "It's no longer considered the smart thing among teen-agers to be a collector of records. It's much smarter now to be so familiar with the local Top 40 jockey—because you listen all the time on your portable radio—that you can tell exactly what time he's going to play a certain record, because you know when he played it yesterday and the day before. Somehow, we have to re-create the disk-buying habit with teen-agers or tomorrow's market for LP's is endangered." Some RCA Victor execs have privately expressed the same kind of apprehensions.

At Decca, veepee Marty Salkin stated a belief that the pocket-sized radios are having an impact on disk sales. "You see a lot of the kids walking around listening to them all day long," said Salkin, "which could mean they are not buying records." At the publisher level, Aaron (Goldie) Goldmark evinced the belief that both portable radio sets and tape machines are hurting the singles business today. With regard to tape recorders, a recent column on tape

recorders and their uses, appearing in a photography magazine, brought a response of more than 200 letters from teeners telling how they take disks off the air on tape.

Not long ago, veteran New York Mirror columnist, Nick Kenny, ran a piece to the effect that kids are catching on to the interesting applications of tape machines. Later, a Boston writer picked up the idea and did a similar story. Some kids, it is known, are having "tape parties" where they turn on the American Bandstand show or their favorite jockey and tape off the Top 40 hits.

In this way, they get the hottest records of the week. This is possible because they can always erase the old ones and tape new up and comers in their place. If

they want to save the oldies, they can buy a new reel of tape at low cost to pick up the new hits.

In some European countries, the industry has been aware of this potential use of the tape recorder and thus a tax is applied to the unit upon purchase, the proceeds of which are put into a royalty fund for publishers, to make up for allegedly lost mechanicals.

Pocket Size Threat

On the other hand, the pocket size transistor radios are today posing their own kind of threat to disk sales. Teen-agers have been noted walking along the route to school or perhaps the after-school soda shop hangout, with an ear plug in one ear. This is in reality a midget earphone attached to a

(Continued on page 14)

New Handbook for Air Programming

Katz Agency Tome Recommends Rigid Disk List; 10% Limit on LP Plays

By JUNE BUNDY

NEW YORK—George Skinner, director of radio programming services for the Katz Agency, Inc., one of the leading station representative outfits, has come with some interesting — and in some Brill Building circles — controversial advice on record programming in his new manual of contemporary radio programming.

Tagged "The Nuts and Bolts of Radio," the manual (which covers all areas of station programming—news, editorials, etc.) is being distributed to radio stations across the country this month. It is based on Skinner's experience in working with and analyzing station operations coast to coast for the past two years. Katz represents such key stations as WINS, New York; WWL, New Orleans, and WJKB, Detroit.

Skinner comes out strongly in favor of "a carefully selected and rigidly limited list of records" which, he claims, "must constitute the complete musical fare." In line with this he advocates the list or "Top 40" type format, utilizing surveys of local record stores, weighted data from national trade papers, etc.

Elektra in UST Fold

HOLLYWOOD — Elektra becomes the 20th label whose product will be issued in four-track open reel form by United Stereo Tapes, according to terms of a contract concluded between the label and the Ampex Audio subsid. Deal was made by Ampex veepee Herb Brown and Elektra prexy Jac Holzman.

Acquisition of the Elektra line gives UST access to recordings by Theodore Bikel who will co-star with Mary Martin in this season's Rogers & Hammerstein "Sound of Music" Broadway musical. Label's other artists are flamenco guitarist Sabicas, the Oranin Zabak Israeli Troupe, pop singer Anita Ellis and Shell Silverstein.

According to Bill Muster, UST marketing manager, initial Elektra release in quarter track tape form will include Bikel's "Musician Gypsy" and "More Jewish Folk Songs." Release will also consist of "Gold Coast Saturday Night" by the African Ensemble and "Cuadro Flamenco," both recorded in this country.

The Katz exec recommends stern methods of "policing the list," declaring, "On pain of dismissal, disk jockeys should never be allowed to play any record that is not on the list." "At least one of the 'top 10' should be played each hour, preferably right after news or a talk feature," says Skinner. To "discourage (deejay) talent from deleting a tune simply because they do not like," Skinner suggests "Each disk jockey should be required to check off every number played."

Skinner's recommendations on album programming are looked

(Continued on page 11)

Verbal Sparks at Radio News Panel

PALO ALTO, Calif.—American radio today is not the adolescent medium it was once accused of being. It is not that good—it is puberty.

Those words by William Small, director of news of WHAS radio and TV, Louisville, Ky., touched off sparks at the panel on radio news held here during the third local programming conference, sponsored by Westinghouse Broadcasting Company.

Small said his conclusion came after driving 3,000 miles thru the Midwest and East. His definition of radio today is that of "A badly behaved juke box which each hour on the hour suddenly blows a horn, whistle or siren, proclaims in

INSIDE 'MUSIC MAN' STORY

HOLLYWOOD — With "Music Man" now in its third year on Broadway, Meredith Willson will tell the world how he did it—both on disk and in book form. Capitol Records will issue an album featuring Willson and wife, Rimi, titled "and then I wrote 'The Music Man'." It will relate the inside story of how he sold the show to Broadway producer Kermit Bloomgarden. Album is a disk offshoot of Willson's book, "But He Doesn't Know the Territory," published next month by G. P. Putnam's Sons, New York, which documents his experiences in preparing and peddling his first Broadway show. Capitol has the original cast album of "Music Man," which also is enjoying its third-year run on the "Top LP's" chart.

London Debs 'Prepack' Deal

NEW YORK — London Records issued a new fall release of classical and pop LP's this week marking the firm's sixth "Operation Dealer Support Program," of this year. The new releases are being made available on what is termed a "no risk, no investment basis."

Most interesting aspect of the program are two new release "Prepacks" of LP's — one for classical and one for pop material. "Our salesmen would never have the time in many cases to run thru the whole extensive list of new releases—nor would the dealer have time," said sales veepee Lee Hartstone. "In this way we give him a package of the new releases, in the quantities that we feel each

(Continued on page 6)

Verbit Hits High Stereo Phono Prices

PHILADELPHIA—Nelson Verbit, head of Marnel Distributors of this city and Baltimore, claimed last week that phono manufacturers are hurting stereo record sales by pushing high-priced phonos at \$400 and up. According to Verbit a survey conducted by his salesmen and via mail showed that 80 per cent of all retailers feel the concentration should be on stereo sets costing less than \$200. These dealers claim that less than 5 per cent of their customers can afford to purchase sets for more than \$200.

"People are not only resisting these ridiculous prices that are being pushed on them by unrealistic manufacturers," said Verbit, "but . . . are starting to say that stereo is strictly a rich man's toy. This is really dangerous because it scares away prospects. The \$100 to \$200 level offers a perfectly good buy and excellent sound. We are advising all retailers we service with records to feature only stereophonic players starting at the very bottom prices and going no higher than \$200."

Pubserv Jazz Sparks \$\$ Potential

PALO ALTO, Calif.—Man, like educational programming, doesn't have to be far out. The cats at the third Public Service Conference here, sponsored by Westinghouse Broadcasting, were hipped to gramming with a beat when they kicked around the way WTOL-TV, Toledo, O., has been making big noises.

The fact is that, using the non-prime time of Monday afternoon from 12:15 to 12:30 p.m., the station grabbed considerable attention by airing a 13-week educational pubserv series which wound up last week—title: "The Sounds of Jazz." The show was presented in co-operation with the music department of the Toledo Museum of Art, and consisted of tracing the evolution of jazz by using original recordings, photos, live musicians and filmed interviews with jazz names, as well as discussion by a panel.

So much interest was stirred up that, even tho the series was not intended for sale, some agencies and clients have shown interest in bankrolling any future efforts of this type. This has given rise to

(Continued on page 11)

Foreign Air Execs Heard

PALO ALTO, Calif. — Six top broadcasting execs from other lands told the public service conference here that the United States can learn a great deal from pubserve efforts abroad.

Huw Weldon, producer for the British Broadcasting Corporation, struck sparks with some ad lib remarks, in which he declared that the pubserv battle discussed at this conference was won long, long ago in England, where the leading shows, in terms of audience, actually are pubserv efforts. The

(Continued on page 6)

One-Stopper Adds Two New Outlets

CHICAGO—The Music Box, a one-stop here owned by Jim O'Dwyer, is fast becoming a national one-stop chain. On October 1, O'Dwyer opens new outlets, each to be called Music Box, in Denver and Houston. He is already operating spots in Dallas and Atlanta.

The Denver point will be managed by Jack Krug, who worked in the Chicago establishment for seven years. Houston will be run by Charlie Wakefield, who moves over from the Dallas store.

O'Dwyer said that as a general rule each of the outlets will buy from distribs in its own areas.

Miss Tookman NARAS Exec

NEW YORK — Lillian Tookman, assistant national publicity director for Decca Records, has been named executive director of the New York Chapter of the National Academy of Recording Arts and Sciences. The announcement was made by John Hammond, prexy of the chapter here.

Miss Tookman has been with Decca since she moved to New York from Cleveland in March, 1958. She has been working un-

(Continued on page 6)

Charges Jock With Off-Color Gaggery

NEW YORK — A complaint alleging that station KIMN, Denver, allows its jockeys to make "off-color" offensive remarks on the air has been filed with the Federal Communications Commission by Don W. Burden, president of the Star Stations chain.

The complaint singles out KIMN deejay "Rolls Royce" Johnson and listed several on-the-air remarks by the jocks which Burden taped September 16. The tape was enclosed with the letter, and copies were also sent to all the other FCC commissioners, as well as civic and church officials, school board members and prominent businessmen of Denver.

Burden registered a particularly strong protest against Johnson's use of a bathroom "flushing" sound, accompanied by such remarks as "And South High gets to pull the chain on Royce Johnson this morning, and I'll try to get my water wings adjusted here so I don't drown."

The Star exec also objected to Johnson's "sordid approach" in on-the-air phone conversations with local high school girls. Johnson, said Burden, frequently utilizes suggestive intros for pop records (i.e. "Hey Little Girl in the High School Cheaters," cheaters being teen-age jargon for falsies.) Tag-

(Continued on page 6)

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1959 ENTERTAINMENT EXCISES TOP 1958

WASHINGTON — Excises collected by Uncle Sam on various forms of entertainment made healthy gains in fiscal 1959 over fiscal 1958. Strong jumps were made in excises collected on phonographs, radio and television sets, phonograph records, cabaret admissions. Smaller gains were made on coin-operated amusement devices, according to Internal Revenue Service.

Levy on phonographs and radio and television sets yielded \$152,566,000 to the federal coffer in fiscal 1959 (which ended June 30), a jump of \$6,144,000 over the previous fiscal year. Excise on records yielded \$20,540,000, up \$2,258,000 from fiscal 1958. Collections on musical instruments, however, dropped \$45,000 for the period from the earlier year.

Cabaret tax amounted to \$45,117,000 for the latest fiscal year, up from the \$42,919,000 a year earlier. Tax on admissions to theaters and concerts from \$54,683,000 to \$49,977,000.

Federal excise on coin-operated amusement devices contributed \$5,888,000 to Uncle Sam's coffer in fiscal 1959, a small gain from the \$5,780,000 of the earlier year. Excise on coin-operated gaming devices dropped from \$11,733,000 to \$11,006,000 during the same period. Tax on bowling alleys and pool tables amounted to \$3,403,000 in fiscal 1959, compared with \$3,139,000 in 1958.

For the quarter ended June 30, collections were as follows: excise on phonographs and radio and television sets, \$38,994,000, compared with \$29,046,000 for the same quarter; musical instruments, \$3,673,000, against \$3,186,000 for the same period a year earlier; excise on theater and concert admissions, \$7,952,000, compared with

\$13,950,000; cabaret tax, \$11,566,000, against \$10,027 for the second quarter of 1958; coin-operated amusement devices, \$1,960,000, against \$1,425,000; coin-operated gaming devices \$3,160,000 against \$2,847,000, and bowling alleys and pool tables, \$1,004,000 against \$744,000.

Palette Sets Regular Disk Sked Here

NEW YORK — Palette Records will go on a regular single and album release schedule here starting next month. The firm will release one record a week every week, and a total of 24 albums a year. In addition, the label is now setting up all new distribution, 100 per cent on its own. At the present time, Palette has set 12 distributors for the label, and expects to have more set up by the end of October.

Palette, part of a world-wide label based in France, is now distributed thruout the world under its own trade name. The hit Palette disk of a few months ago in the U. S., "Manhattan Spiritual," with the Reg Owens Ork, is now the number one hit in France, and is becoming a European standard. There are 35 recordings on it in France alone.

New artists signed by the label overseas, who will soon be released in the U. S., include Peter Kruder, Rueben Calzado, Benedict Silberman and David Bee and His Dixieland Band. The label has also recently signed Lady Jane and Verity, girl duo from England; the Adams Singers, Mike Shawn, and Pat Dodd. Reg Owen is also still with the label. Palette is readying a larger staff and additional promotion men across the country to work on its American releases.

London Debs

• Continued from page 4

record is likely to sell. This we offer him on a 100 per cent exchange basis with delayed billing thru next January 10. How can he go wrong. It's practically a consignment deal."

The so-called pop "Prepack" contains 50 new LP's (21 stereo and 29 monophonics) at a dealer cost of \$138.38, with a suggested list price of \$223.00. The classical package contains 43 new sets (35 stereo and eight monophonic) at dealer cost of \$135.97 with a suggested list of \$219.14. Other sets in the massive new release, not included in the prepack groups can be ordered separately by dealers.

Foreign Air

• Continued from page 4

British public, he said, is no better educated or intelligent than American audiences. Success thus depends on effective use of radio and TV by the most brilliant creative broadcast people, said Weldon.

Juan Duran, producer and continuity acceptance director of the Telesistema Mexicana, stressed the importance of the broadcast media in his land, especially in raising Mexico's literacy rate. The use of TV kinescopes in schools and in towns after their airing has helped bring significant messages to the people who would not otherwise be aware of them, he said.

Other speakers in this panel explained the uses of radio and TV in their countries for pubserv projects. These included Grazia Maria Puglisi from Italy, Shuji Tomowaza from Japan, Heinrich Fischer from West Germany, and Michael

I'M A DIRTY % # c \$, SAYS T. THUMB

SPRINGFIELD, Mo. —

Were P. T. Barnum alive today, it's anybody's guess whether he'd deem it tribute or tragedy that a new rock 'n' roller has appropriated the name Tom Thumb. In his Decca debut slated for this week, Tom sings what is termed a socially acceptable substitute for such angry utterings of mankind as "@/#*X\$\$!!," entitled "Dirty Rack-a-Frack."

The original Tom was the celebrated midget who ranked alongside Jumbo and Jenny Lind as Barnum's greatest "sucker-born-every-minute" exploitations. The '59 model Tom, a self-admitted midget in musical talent, is a Springfield network TV-radio writer named Don Richardson. According to Si Siman, of Earl Barton Music, Springfield publisher who speculated on the master of "Rack-a-Frack" (and its companion piece, "Harmony," sung by Hugh Ashley, composer of both sides), the new Tom Thumb's a cinch for special attention in today's r.&r. market, since he is "hampered by neither the ability to carry a tune nor any sense of rhythm whatever."

More spectacular a show than Barnum ever staged, reports Siman, was the night of Richardson's Nashville recording session. A veteran at putting words in the mouths of others, but a neophyte in facing a mike himself, Tom alternately blanched, flushed, shivered, quaked and, says mentor Siman, "his only salvation in keeping up with the beat was that his knees were knocking in time."

Off-Color Gags

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ging his program "The dirty old RJ show," Johnson, claimed Burden, also makes light of the problem of juvenile delinquency, via such remarks as "Go out and beat a teen this week friends. Beat up your teen-agers."

Meanwhile, Cecil Heftel, manager-owner of KIMN, said Johnson had been "removed from the air immediately," pending a thoro investigation of the complaint. Heftel, who has stations in other cities, said he was not aware of Johnson's conduct on the air—explaining: "He (Johnson) admits he tried to be a 'great personality' when I was out of town."

Heftel also explained that his program director Graham Richards left the station last July and since he still hadn't lined up a replacement, no one was around to police KIMN programming while he was away.

Heftel denied that Johnson reflected the "entire daily pattern" of KIMN, as alleged by Burden in his complaint. Johnson, said Heftel, has the lowest rating of any jock on the station, while one of KIMN's highest rated spinners is a Sunday School teacher.

Heftel said he thought Burden should have brought the complaint to him first for possible action, rather than going to the FCC. He also opined that Burden's complaint was at least partially sparked by the fact that KIMN's ratings are higher than those of Burden's Denver outlet.

Reddington from Associated Television, Ltd. the British commercial broadcasting organization. The panel was chaired by a third Britisher, Basil Thornton, the executive director of the Broadcasting Foundation of America.

DISK PROGRAMMING HIGHLIGHTS TRENDS

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Dot, Coral, Carlton, Cadence, Jamie, Dolton and Kapp. Labels having two each included Atco, Liberty, Laurie, End, Del-Fi, Chancellor, NRC, Duke, United Artists, London, Starday, Imperial and King.

Male artists were even more dominant during the May-July period than they were from January-thru-April of this year. A mere 25 women made the charts, as compared to 157 men. The group category (including duos) was also mainly masculine. There were 47 groups—33, all male; 10,

mixed; and only four, all-fem—the Chordettes, McGuires, Chantels and the Shirelles. Three of the 25 female chart-makers were country and western artists — Margie Bowes, Ruby Wright and Skeeter Davis.

Several long-time favorite girl singers made it — Doris Day, Teresa Brewer, Connie Francis, Patti Page, Lena Horne, Joni James, Jane Morgan, Peggy Lee, Sarah Vaughan, Dakota Staton, Dinah Washington, Ruth Brown, Keely Smith, and LaVern Baker. Also listed were Anita Bryant, Cathy Carr, Kathy Linden, Nina Simone, Annette, Connie Stevens, Dodie Stevens, and Baby Washington.

ARAC Moves To New Base

NASHVILLE—Acuff-Rose Artists Corporation, headed by Walter D. (Dee) Kilpatrick and currently handling the bookings on seven prominent "Grand Ole Opry" performers, last week moved into quarters in a new building at 2508-B Franklin Road here. The talent agency had occupied quarters in the same building with its sister firm, Acuff-Rose Publications, at 2510 Franklin Road.

"Grand Ole Opry" stars under exclusive management of ARAC are Roy Acuff, Hank Snow, Don Gibson, Billy Grammer, Wilma Lee and Stoney Cooper, Margie Bowes and Rusty and Doug. Other artists under the firm's banner are ventriloquist-dancer Alex Houston, Mark Dinning, Roy Orbison, composer-conductor Boudleaux Bryant, Jim Sweeney, Sammy Salvo, Lance Roberts and Bob Gallion.

In addition to working personals, Gallion handles sales promotion work for the firm. Others on the agency's operational staff are Margaret Cannon, sales and publicity, and June Gallion.

Big Release By Westm'ster

NEW YORK—Westminster Records is releasing a flock of albums for October, most in the classical repertoire. Key items include a complete new "Messiah" with the Vienna Academy Chorus and the Vienna State Opera Orchestra. Other classical LP's feature pianist Ryszard Bakst, and pianist Paul Badura-Skoda. There are also two albums of Christmas Carols among the 13 releases, which are available both in stereo and monaurally. There are also four pop sets in the new release, including a cha cha set, and an album of Sousa marches.

Miss Tookman

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officially with NARAS almost since its inception.

NARAS, meanwhile has sent out ballots in connection with its annual recording industry awards to be presented this year on NBC-TV in color on November 29. The show will be sponsored by the Watch Makers of Switzerland.

HOT 100 ADDS NINE

NEW YORK — The Hot 100 adds nine new sides this week. Essentials are:

70. **Darling, I Love You**—Al Martino, 20th Fox
75. **Danny Boy**—Conway Twitty, M-G-M
78. **I'll Be Seeing You**—Tommy Sands, Capitol
80. **Living Doll**—Cliff Richard, ABC-Paramount
83. **It Happened Today**—The Skyliners, Calico
86. **Boo Boo Stick Beat**—Chet Atkins, RCA Victor
87. **Torquay**—The Fireballs, Top Rank
96. **First Love, First Tears**—Duane Eddy, Jamie
97. **The Enchanted Sea**—The Islanders, Mayflower

A MOST RELIABLE HIT-PICKING SERVICE!

It's a statistically proven fact that 7 out of 10 of tomorrow's 100 Hottest Records are advertised in **Billboard** TODAY—and four of them will soon reach the best-seller class!



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I'LL NEVER FALL IN LOVE AGAIN
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YOU'RE ALL THAT I LIVE FOR
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This One



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SIDNEY SIEGEL
PRESIDENT

September 10, 1959

Mr. Jose Melis
c/o Jack Paar Show
NBC - TV

Dear Jose:

This morning's orders brought the number of Seeco albums you have sold since the beginning of 1958 to a total of 175,000, in the United States.

This enviable sales figure more than justifies the stature that you have attained as one of the top recording artists in the world.

We at Seeco Records are enormously proud of you and deeply pleased to have been able to contribute to your success.

Everyone of your Seeco albums has sold steadily since the first day it was released. "Tonight", "Melis At Midnight", "The Many Moods Of Melis" and "Christmas With Melis" have become true "catalog items" in every sense.

You will be pleased to know that we have already received 32,000 pre-release orders for your new album, "Jose Plays The Latin Way". This LP gives every indication of becoming your biggest yet.

Cordially,
Sidney Siegel
Sidney Siegel

Personal Management:
MORTIMER ROSENTHAL

Direction:



SECRET INGREDIENTS?

... it's just Decca's combination of top talent and tunes that makes the hits



WEBB PIERCE
"I Ain't Never"
 30923



BILL HALEY
"Joey's Song"
 30956



BOBBY HELMS
"Hurry Baby"
 c/w
"My Lucky Day"
 30976

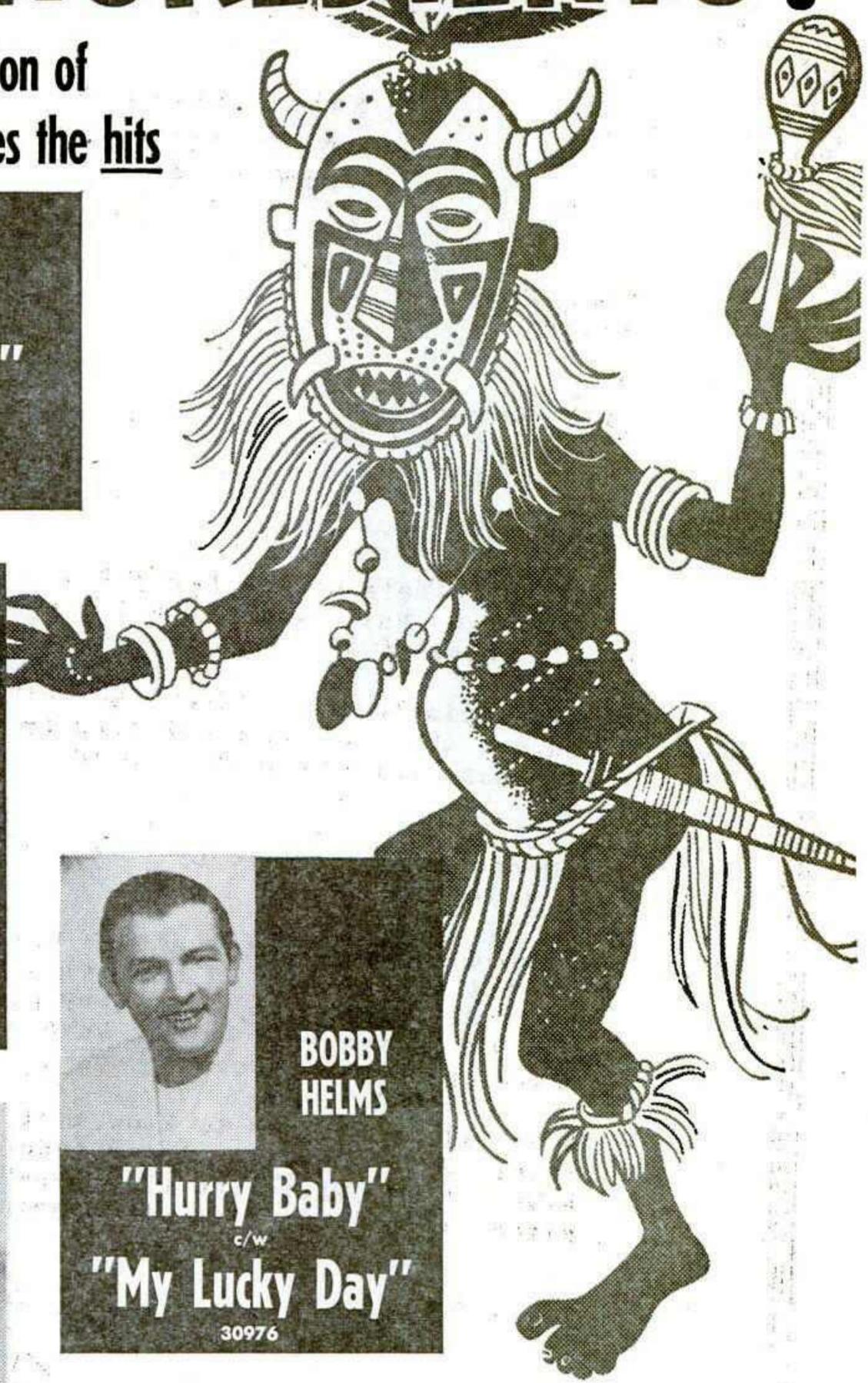
BOB BECKHAM
"Just as Much as Ever"
 30861



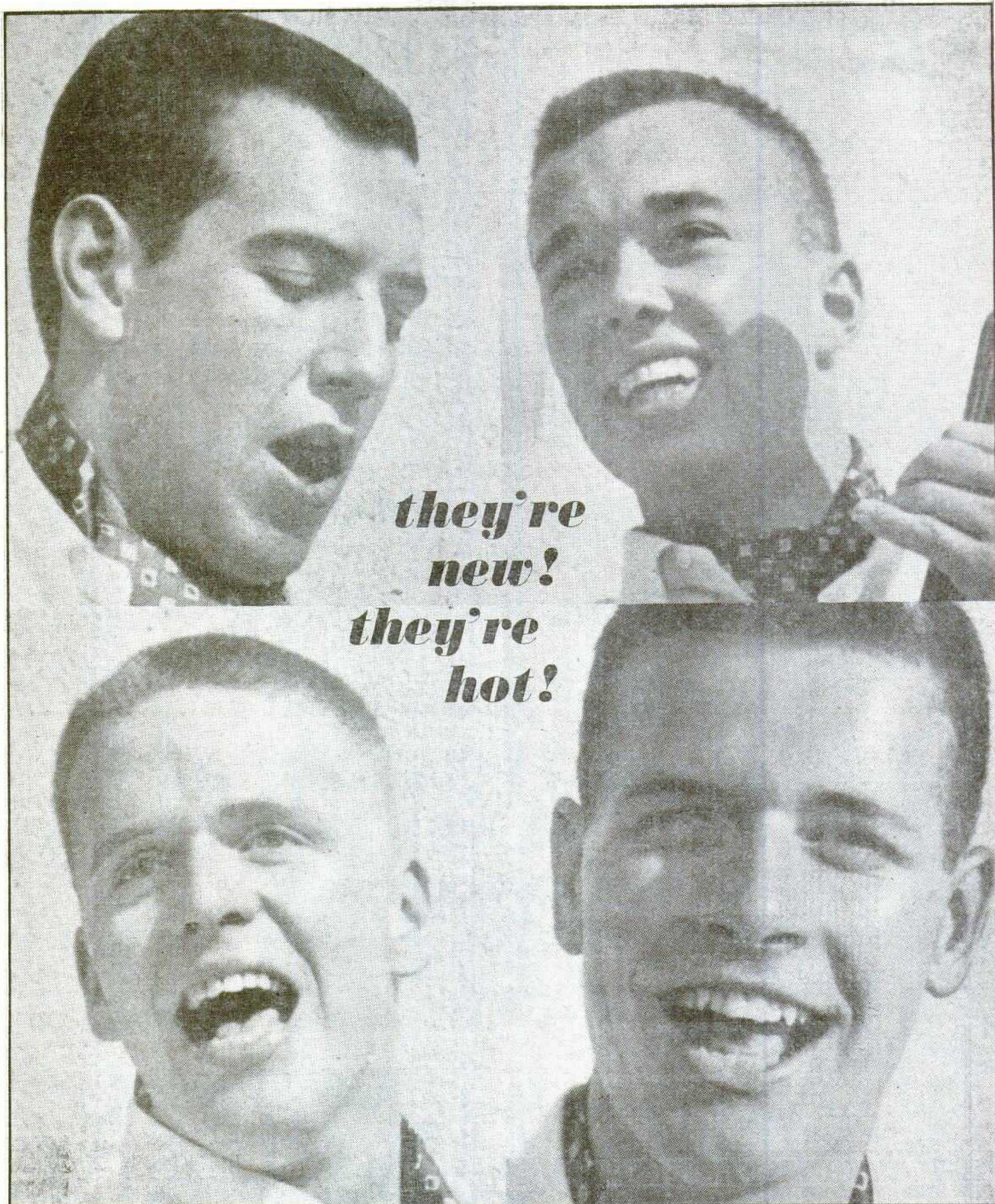

CARL DOBKINS, JR.
"If You Don't Want My Lovin'"
 30656



THE WILBURN BROS.
"A Woman's Intuition"
 30968



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The Brothers Four "Chicka Mucka Hi Di" b/w "Darlin'
Won't You Wait"—4-41461. Heading up with banjos, bass, guitar...and singing these two
walloping singles. 4½ minutes of the greatest new voices in town! Call your Columbia distributor today.

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Verbal Sparks at News Panel

• Continued from page 4

the weather, and it's around the world in 180 seconds," he said. With the "self-named modern radio school striving to get 10 stories into such a newscast, the important ones must get inadequate treatment," he declared.

Small also was negative on use of mobile units, saying he can't think of one story per month big enough for this treatment. Nor should radio news contain, as much modern radio does, a catalog of crime, "from rape to robbery with stopovers for everything else on the police blotter from sodomy to strong-arming a pin-ball machine."

Radio news does not need whistles, sirens, echo chambers, shouts, growls and musical orchestration," he concluded. Instead, Small cited a need to depart from the gimmick and encourage solid reporting—and reporters who dig, dig, dig for a story."

Jerry Landy, news director of WBZ, Boston, told the panel that "radio has been able to create personality for its deejays, personality for its music, personality for its announcers, but rarely for news." He applauded the increase of importance given news by some stations which formerly regarded it only as "a necessity on the program schedule so the deejay can go wash his hands." He agreed with Small and all the other panelists on the desirability of increasing the number of longer newscasts, but also defended the five-minute newscast, saying that "to deny the value of the five-minute program is to deny one blessed advantage of the radio news medium—the ability to deliver it clearly and quickly."

Martin Weldon, director of news and special events at WNEW, New York, said that altho WNEW has

been a pioneer in the five-minute newscast, he would personally like to see longer periods employed. He described the station's increased use of tape since setting up its own news staff, and emphasized the use of the voice of the newsmaker or observer rather than an announcer.

Hugh Brundige, news director of KMPC, Los Angeles, described how the unique traffic problems in that city brought about his station's stress on mobile coverage of traffic conditions thruout the day, including use of helicopters.

Handbook for Programming

• Continued from page 4

upon as particularly controversial by some record manufacturers, in that the exec advises stations to by-pass sound track and original cast albums. His reasoning is that "The motivating force behind the sales of these LP's is the story associated with them rather than the actual sound of the music."

Altho many stations have built high ratings, via the programming of selections from original-cast Broadway show scores, Skinner believes people buy show albums to enjoy them as a "unit," and that "hearing an occasional tune from the album rarely satisfies his desire to re-create the play in his mind."

The percentage of album music incorporated in a list, says Skinner, should depend on the number of potential listeners, indicated by sales figures rather than the dollar percentage. Skinner contends "album sales only underscore the similarity between adult and teen-age musical tastes," since, he claims, "the bulk of non-movie and non-show albums are done by the same groups and artists who are re-

garded as teen-ager delights." Consequently, he recommends "a generally acceptable percentage of album music for a well-balanced list is approximately 10 per cent."

Supplementary Tunes
In describing suitable material for use as "supplementary tunes" Skinner says: "Many should be modern re-makes of old standards." Then, however, he rather confuses the issue by adding, "conventional or original arrangements of the old standards should not be used. All music should have the modern beat."

Skinner believes in using strict "Statistical evaluation" standards for records listed from No. 1 to 35. However, on a group he labels, "Personality tunes—a purely subjective category, depending entirely on the judgment of the man selecting the music," he raises some traders' eyebrows by opining: "Ten of these tunes should be selected. The individual rank on the list is unimportant, so assign them arbitrary numbers from 36 to 45."

interest by other station programming execs here to the commercial potentials of a pubserv jazz series.

The panel which appeared on the Toledo Symphony Orchestra; Jim Hamilton, popular Toledo deejay, and jazz pianist Art Edgerton, a Julliard grad and friend of the late W. C. Handy. The station contributed technical crew and equipment as well as time. Extra costs for the series totalled only \$26.

OPERA REVIEWS

Center Offers Glowing 'Oedipus'

The coupling of Igor Stravinsky's "Oedipus Rex" and Carl Orff's "Carmina Burana" provided the New York City Opera with an interesting and glowing opening. Leopold Stokowski conducted both works.

Wesley Addy was narrator of "Oedipus Rex," filling in for an ailing Jason Robards Jr. Claramae Turner, using various vocal ranges, brought depth to her characterization of Jocasta. Joshua Hecht was in good voice as a robust Tiresias, and Richard Cassilly interpreted Oedipus in fine form. The chorus was excellent.

The work is staged in the classic manner in front of an intriguing and attractive set. The lighting was especially noteworthy.

Orff's work, a collection of "profane songs," sung in Latin, was staged and choreographed by John Butler. It is performed by three soloists, four principal dancers, a dancing ensemble and a chorus. The dancers give a literal translation of the text. What was lacking in musical color in the episodic work was supplied by the bright costuming and vigorous dancing. Soprano Reri Grist made an impressive debut as one of the soloists. The principal dancers were Carmen de Lavallade, Veronica Mlakar, Scott Douglas and Glen Tetley.

By contrast "Oedipus Rex" is more exciting musically, and the conductor was able to draw much more from the ensemble.

There are several available versions of each work, and dealers might well give them consideration. Howard Cook.

* * *

NIGHT CLUB REVIEWS

The Queen Scores at Vanguard

Dinah Washington breezed into New York's Village Vanguard last Tuesday evening with a flock of new numbers and her own highly pleasant way of selling a song. The Queen, in addition to offering some of her more classic items, treated the packed room to renditions of her current big hit, "What a Difference a Day Makes," and her new platter, which couples "Unforgettable" and "Nothing in the World."

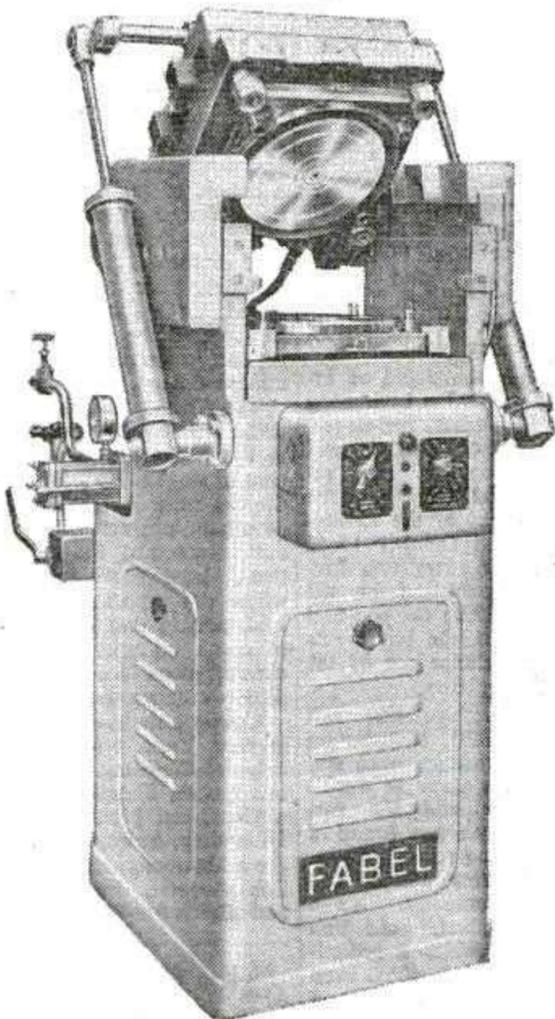
Of course, her set had several blues items, which she presented in her sly style. These included selections from her "Dinah Washington Sings Bessie Smith" LP.

The gal seemed a bit hampered by the group behind her (not her regular trio), but this detracted little from an entertaining evening. Howard Cook.

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Absolutely precision built, using many patented exclusive features, steel body. Designed for complete security and fully safety proof during operation.

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Only precision built press mass produced under strict control permit complete interchangeability of all parts.

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TOPS in Sound

SINGLES

GLORIA LYNNE

"JUST IN TIME"

b/w

"BUT NOT FOR ME"

#19308

BILLY SCOTT

"CAROLE"

b/w

"STAIRWAY TO THE STARS"

#19315

THE BOULEVARDS

"DELORES"

b/w

"CHOP CHOP HOLE IN THE WALL"

#19316

Distributed by Decca Distributing Corp.

EVEREST*

RECORDS

A DIVISION OF BELOCK INSTRUMENT CORP.

*T.M.

WBC Warning on 'Copycatism'

• Continued from page 3

ing, erroneous and entirely wrong to have to say a station has just one formula," said Kaland.

This approach was confirmed by R. Peter Straus, president of WMCA, New York, who said: "Altho we have long been identified as a music and news station, we have gradually built an image as a provocative talk station, too."

Bill Ennis, program manager of KEWB, Oakland, Calif., an exponent of "color" radio, decried the charge that "contemporary" stations are used as background listening while other types are foreground. If this is so he said, listeners apparently turn up their commercials, because they buy the products advertised. He emphasized, however, that deejays can best inform and entertain their audiences by thoro preparation before going on the air of what will be presented between records.

"I like to ask a jockey what he plans to be saying at 12:07 p.m. If he has a specific answer, it

means he has prepared himself well," said Ennis.

Pede Worth, program manager of LCBS, San Francisco, and George Volger, general manager of LWPC, Muscatine, Ia., agreed on the necessity of each radio station establishing a firm image of itself with the public, in view of increasing competition and similarity of style.

The panel's chairman, Don Quinn, program manager of WIND, Chicago, said that because the average American can't stand being alone, he has to have "background noise" on much of the time. Radio stations seek to serve this public in their own ways, nearly all using pop music as a basis. The listener, in turn learns he can punch in his favorite station at any time and get that station's kind of service. But he decried the lack of enthusiasm and listener excitement which generates real loyalty, of the type being obtained in increasing amounts by FM stations.

Col Push on Walter Set

• Continued from page 3

page booklet containing historical and biographical material about Beethoven and his music. There also will be a large portrait of Bruno Walter suitable for framing. The stereo set will cost \$41.86 (seven disks at \$5.98 each) and the monaural album will cost \$34.87 (seven records at \$4.98 each). Individually the records will sell at the stereo list of \$5.98 and the monaural list at \$4.98.

For the first 30 days the Walter records are being sold to distributors and dealers (October), there will be an extra discount on records purchased. In order to create extra excitement about the package, Columbia will send the sets out to both AM and FM stations, with the latter receiving stereo sets. Columbia will also send out a rehearsal record of Walter and the orchestra to radio stations as a promotional device.

A heavy advertising schedule is set on the packages. In the trade The Billboard's Audition magazine will carry a spread. Consumer magazines will include Life, Esquire, New Yorker, and many other class magazines. For the dealer Columbia has worked up a four

color die-cut wing display that features Walter and a bust of Beethoven. There are also four color consumer mailing pieces, silk banners to use in the store, and other displays that can be used on counters and in the store.

There are sales contests already set up for best windows on the Walter album, and the store that wins the national contest will receive a Columbia radio - phono. Forty other runner-up dealers will receive cameras for the second-best windows. Distributor salesmen who sell the most over quota of the Walter sets will also receive prizes, as will managers of independent and branch distributors, if their salesmen exceed quotas.

Blaine Plots

• Continued from page 3

Dealer can't lose, Blaine says, because he will have a 100 per cent exchange privilege every five months.

Blaine stated that he has tested the plan in some areas, and that it appeals to dealers who normally would want to stock only the top hits of a label. In fact, the Cosnat chief is so enthusiastic that he envisions Cosnat's annual gross rising a couple of million as a result of this deferred payment plan. "More and more industries are doing this kind of thing... It amounts to us factoring the dealers," Blaine added. To aid in this type of financing, Blaine has received bank support in the neighborhood of one million dollars.

The Cosnat chief stated that his dollar volume was now 80 per cent in the package goods and 20 per cent in singles. He noted that altho deejays were increasing the extent of album programming, the retail outlet remained the chief promotional level for albums. "That's where the exposure is needed" he said, adding that it was necessary to come up with attractive purchasing plans in order to keep the dealer structure healthy.

Cosnat now has five branches—in New York, New Jersey, Philadelphia, Cleveland and Detroit. In one month, Blaine intends to have a Cincinnati branch in operation. Ultimately, he expects to have 12, the additional cities being Chicago, Los Angeles, Pittsburgh, Boston and Baltimore-Washington.

SMS to Debut

• Continued from page 3

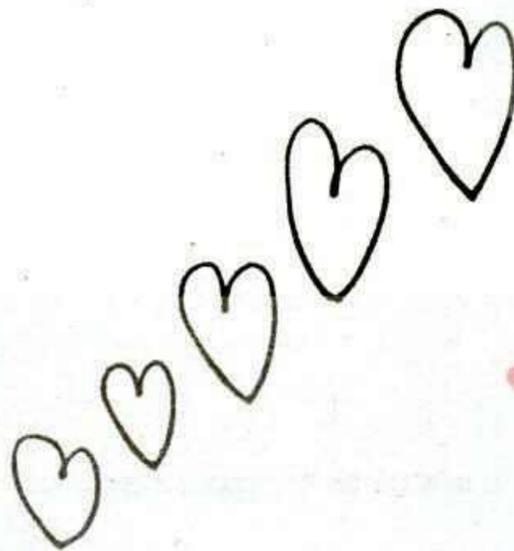
Oslo Ork, productions of the scores of "Flower Drum Song," "Kiss Me, Kate," "Showboat," and "Redhead," "TV Action Jazz," "The Biggest Hits of 1959," and "I Hate Men," with Nancy Walker.

SMS also has completed an arrangement to revive the Livingston tape line on four-track, reel-to-reel tapes. The Livingston material will consist of items not previously released. A special offer will be made to customers of the Livingston product from October 15 to December 1. For every two Livingston tapes purchased at the regular price of \$7.95 for pop and \$8.95 for classical, the buyer gets one tape of his choice out of the Livingston catalog free.

The SMS cartridge line will carry a list of \$6.95. Distribution plans for the cartridges were still in the negotiation stage at week's end. Von Halle said the cartridges will employ a new brand of tape researched and recently introduced by Minnesota Mining and Manufacturing Company. "It's a superior tape product," said Von Halle, "which provides a recording quality better than disks, even at the 3 3/4 ips speed. When I knew this was true, I decided to enter the cartridge field, because there is no doubt that this product has a potential mass market appeal."

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

Thanks to
the fellows
who play
the hits...



...from the gal
who loves
you all!

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GONNA
MISS ME"**

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Rendezvous #110

RENDEZVOUS
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Payola Crackdown Looms

• Continued from page 3

a prime target of the Senator's talk to Congress when he introduced his bills. Significant to the payola issue would be his proposed amendment "to prevent a corporation or business executive from claiming as deductions the sums spent for items on which the return to the taxpayer in terms of 'personal service' is apt to be high, and the business purpose subordinate."

Clark specifically mentioned movie star gifts to agents, directors and others—but tax attorneys see a strong parallel in payments or gifts to deejays by record companies or music publishing firms. Under present law, such payments not in excess of \$600 to any one person annually, can be lumped in promotional and advertising deductions, and would require substantiating only if the company's tax was audited.

In the eyes of Senator Clark, this constitutes too big a loophole. "To force auditing agents to pass on the reasonableness of claims when the personal and business purpose of the expenditures are almost sure to be blurred, is totally unrealistic." Hence, he would wipe most such expenses from the deductible category. In addition, his bill would require reporting of payments or gifts or services to any individual of over \$200, rather than the present \$600, on the employer's Form 1099.

Increasing attention of IRS to the expense deductions has been evident in the 1957 attempt to require full reporting, and the final ruling of 1958. The latter excuses an employee from itemizing expense deductions if he accounts for them to his employer. However, he must account for any amounts not reimbursed, and a full account is required of executives who do not report in detail to employers.

Also, IRS will require a full accounting if the employee is related to the employer, or works for a company in which he or his family own more than half interest. Even more broadly, "Accounting in full may be required if IRS determines that procedures used by the employer in accounting for the expenses are not adequate." If expenses are disallowed, they are no longer deductible by the employer, and tax on the amount is required of the employee who failed to prove the expense.

Currently, IRS is fairly tolerant of lumping "goodwill" type of gifting among business people into the firm's reported amounts for promotion or entertainment or advertising. However, in the case of an audit, IRS may require the employer to account for how the money was spent, and to whom it was given. Under present IRS regulations, it is legitimate for a firm to pay—or to have one of its employees pay—a disk jockey to plug their tunes, as long as the transaction is covered by proper tax forms, and payment of tax is made on any income so received.

Merc Ad Push

• Continued from page 2

sumers are looking for excellence of sound as the basis for choosing one disk over another.

The expenditure, said Myers, will bring a form of direct return in the label's future merchandising drives. Last year, Mercury put out \$250,000 for a merchandising effort called "Operation Pageworth," offering discounts upon the presentation of coupons from ads. Such efforts, Myers said, will continue because they have been highly successful. But by building the prestige of the label in the customer's mind, Myers added, the customer will feel he is getting still more for his money when he takes advantage of a future Mercury

Stories in both broadcasting and entertainment trade press indicate that substantial gifting and payment are buried in employer tax forms, and go unreported by deejay recipients. Record companies, publishing houses and deejays who neither give nor accept payola, and who are up against competitive "payola" tactics are hopeful that the reportedly large tax loss involved in a field of some 4,000 deejays and emcees and as many record companies, plus several thousand publishing firms, songwriters and performers, may bring a full-scale study by IRS.

Internal Revenue indicates that this is possible, altho currently there is no specific investigation of deejay returns as a class. However, IRS spokesmen reminded The Billboard that they are aware of the existence of payola, and in 1958 successfully prosecuted a case against a Philadelphia radio personality for failure to report some \$9,000 in payments. Also, IRS may at any time launch a full-scale study of any tax area "which seems to require it, not only because of evident abuse of the tax laws—but also because some groups of taxpayers may need further clarification of what they can and can't do under the laws."

20th-Fox Sets

• Continued from page 3

payable in November, 25 per cent in December and 50 per cent in January. There is a January exchange privilege date for dealers on fall merchandise.

Albums that come under the fall program include four new releases. These are "Sing We Now," with the Harry Simeone Chorale, "The Velvet Side of the Roaring Twenties," and two albums by the 20th Century Strings.

The firm is releasing its double LP set of Tommy Dorsey as two single LP's in the fall. Other items include the Shirley Temple album, the Glenn Miller, the George Gershwin, and the sound track from the picture "The Diary of Ann Frank." Firm will also have the Harry Simeone set "Sing We Now for Christmas," ready for fall orders.

The 20th Century Strings is composed of many of the top recording musicians and the label has skedded a number of musical projects for the ork. Hugo Montenegro is the conductor on the first album, leading the ork in a collection of standards. The second set is conducted by Nicholas Flagello, playing a collection of short classical warhorses.

Capitol A.&R.

• Continued from page 2

Schurrer's duties remain unchanged as director of album planning and packaging department and as exec assistant to Dunn. Both report to Dunn.

Fact that Capitol was dropping its former pop a.&r. set-up in favor of this organizational innovation was kept hush-hush by the firm.

Harry Finfer

• Continued from page 2

them, will be handled individually thru the individual distributors. They will be billed directly and orders will go to Finfer's Philadelphia Distributing firm, Universal Record Distributors. There will be no changes made in the distribution set-up; Jamie and Guyden will maintain the same distributors as they did when Goldner handled the lines.

Execs Eye Tape

• Continued from page 4

midget transistor radio in the owner's pocket. In this way, the favorite Top 40 jockey is never any further away than the switch on the radio in the girl's purse or the boy's jacket pocket. "They're even quietly listening to the radio in their study halls," noted one alarmed publisher this week.

Many big American radio-TV-phonograph manufacturers have midget radio models on the market today. And the market has also been flooded with Japanese made sets, some of which sell for as little as \$8, complete with earpiece.

It's often been reasoned that the Top 40 formula type of radio is helping hurt the singles business via its repetitive formula of playing records. It's now seen as an even greater threat to sales, inasmuch as the pocket type set increases the number of potential listening hours for the individual. On another front, the success of the late night Alan Fredericks deejay show out of WHOM, New York (12 to 2:00 a.m.) is believed partly traceable to the use of these tiny sets by teen-agers who have the earpiece plugged in while supposedly sound asleep.

Gag or Menace?

Manufacturers, it is known, are just now coming to put some thought on how to cope with these menaces. Tho in some quarters, the whole thing is viewed as a gag, in others it is known that the matter is seen as a serious one.

No concrete proposals have been advanced for meeting the over-all problem as yet, aside from recommendations from some quarters for a price cut. It is known however, that some thought has been given to "jamming" the output of a broadcast so as to make taping virtually impossible. It is believed possible for example, to incorporate a high pitched (heterodyne) squeel in a broadcast transmission, which would not be readily apparent to the listener of the broadcast, but which would come out prominently on a tape made of the show, such that the tape would be rendered unlistenable. This could be done supposedly, in the transmission facilities of the station, or could even be incorporated onto the record itself.

As far as the transistor radio is concerned, nobody has come up with an answer to that one yet.

Longhair Pubs

• Continued from page 2

credit in this area refer only to pop music, he argued—citing this as an instance wherein the proposed Decree does not meet the needs of the serious publishers and writers.

Among those present at the meeting were Adolph Vogel of Elkan-Vogel; Frank Connor for Carl Fischer; Sal Chianti for Leeds; David Adams of Boosey & Hawkes; Franco Colombo for G. Ricordi; Fred Fox of Sam Fox; Arthur Hauser representing Theodore Presser; Irving Brude for Broude Bros.; Aruthur Cohen of Mills Music, etc.

ASCAP president Stanley Adams and execs Dick Murray and Herman Finkelstein were present to answer questions.

Everest Teams

• Continued from page 2

duction. The recording will be made via the new 35 mm. magnetic tape. The picture also introduces a new process, known as "Smell-O-Vision."

The other team, which includes Raoul Poliakin and Bert Whyte with a staff of engineers, is headed for London where it will record a number of symphonic works played by the London Symphony under such conductors as Sir Malcolm Sargent, Sir Eugene Goossens, Leopold Ludwig and others.

Sholes' View

• Continued from page 3

and the concentrated promotional drive put behind those disks released results in a more professional output and firmer control of product by diskeries. "Fewer artists are telling us: 'I heard a great song and must record it,'" Sholes added.

Some diskeries feel that a flock of releases helps to keep total singles billing at a good level. Sholes states the more disciplined type of release schedule ultimately works out more favorably in billing, inasmuch as there is a tendency for the entire line to get hot when a concentrated drive develops a couple of hot disks.

"UNFORGETTABLE"

- * DINAH WASHINGTON *
Mercury
- * "SMILE" *
TONY BENNETT *
Columbia
- * "I'M CONFESSIN'" *
LOUIS and KEELY *
Dot
- * BOURNE, INC. *
ABC MUSIC CORP. *
136 West 52nd St. New York 19 *
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RECORD SALES MANAGER WANTED

Experienced and mature, with wide knowledge of present day distribution to Distributors, Rack Jobbers and Export. Excellent opportunity for right man with wide-awake, well-capitalized, old established firm. Our employees know about this ad.

Reply in detail, all correspondence in confidence. Write to Box 244, The Billboard, 1564 Broadway, N. Y. C., 36.

The American Society of Musical Arrangers
Meet at Gus & Andy's. Why Not You!



**GUS & ANDY'S
RESTAURANT**
146 W. 47th St.
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JUST GREAT!!

ARE YOU SORRY?

JONI JAMES - MGM
K-12828

MUSIC PUBLISHERS
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**MILLS
HIT REMINDERS**

- * THE DREAM OF OLWEN
- * ROULETTE
- * THE COQUETTE FROM RIO

MILLS MUSIC, INC.



**MR.
FABULOUS
HAS A NEW
SINGLE SMASH
!**

ROGER WILLIAMS
**SUNRISE SERENADE &
 COOL WATER**

K-301

EXCLUSIVELY ON



KEEP 'EM AWAKE

Macy Demo Combined Sell, Entertainment

NEW YORK — The advertising and promotion is set. Radio spots have told stereo prospects that a "Stereo Fair" is being held. Newspaper ads have done their work. Traffic has been directed to the "Fair" by in-store posters, displays and handbills. The store's p.a. system has made announcements at regular intervals. The auditorium or store area where the actual demonstration is to take place is crowded with would-be stereo phono purchasers. What do you do now?

Simple, Effective Program

At Macy's suburban branch, the following program format was followed and found to be effective:

1. Get the guest stars on the platform five minutes before the announced starting time. On the opening night at Macy's "Fair," "guest stars" included Columbia recording artist Kitty Kallen, WGLI deejay, Lee Murphy, and Webcor rep, Si Mazoff. By getting the participants on the platform, the audience is signaled that the program is ready to start. Stragglers, people hanging around the door and casual shoppers who want to know what's happening are encouraged to come in and sit down when they see people on stage.

2. Before the beginning of the actual program, fill the room with music the guest star's (Kitty Kal-

len's) latest LP. NEVER knock off music abruptly. This jars the audience. When the program is ready to begin, or when you've finished with a particular piece of demonstration music, either let it come to its natural end or turn it down gradually and then off. Never cut it off in the middle.

3. Greet the audience. The host for the demonstration (in the case of Macy's, the host was The Billboard's Audio News Editor Ralph Freas) should make the audience feel welcome and warm them up for the program ahead. The host should introduce himself and then introduce the "guest stars" on stage with him.

Explain the Drawing

4. Remind them of the prize drawing and explain it to them. Ask the audience if everyone has filled out a name and address slip for the prize drawing. Show them the drawing slips. Pass out slips to those who haven't filled them out and deposited them on coming into the room. In every audience, there were a few who hadn't filled out slips for the drawing. (Every night Macy's held a drawing for five "Porgy and Bess" original sound track albums on Columbia. If winners were not present, they were notified by phone and told to come to the store and pick up their albums. It helps to have their

(Continued on page 21)

'Fair Lady' Is Tops for Stereo Demo

NEW YORK—Columbia's original cast recording of "My Fair Lady" is a first-rate stereo demonstration disk. Used at Macy's Stereo Fair, the stereo disk was a consistent crowd-pleaser. It also provided a good opening talking point for a general discussion of the virtues of stereo.

Audiences were reminded that "Fair Lady" was a hit before stereo disks came along.

"Goddard Lieberman, Columbia's president, realized how much stereo could add to the pleasure of listening to this great musical," they were told, "and so he made a special trip to London early this year to have the original cast re-record the entire show."

As an example of how stereo could enhance listening, "Rain in Spain" (Side 1, Band 6) was played. Columbia recorded this band with fairly wide separation and Julie Andrews and Rex Harrison are heard as speaking and singing from opposite sides of the stage "just as they would if you were actually in the theater."

Choral sections of "Rain in Spain" were recorded to "fill in the middle." This is a good example of how stereo eliminates the sound sources and gives a spread of sound across the stage.

Aside from the fact that "Rain

(Continued on page 18)

EDITORIAL

Gains and 'Goofs'

Audio News is devoted this week to a description of a "Stereo Fair" run by Macy's Department Store at one of their suburban New York branch stores—at the Roosevelt Field Shopping Center near Hempstead, Long Island. In describing the "Stereo Fair" in detail, The Billboard hopes that dealers, large and small, throughout the country will be able to profit from the experience of the giant retail chain.

The Billboard participated in the Macy "Stereo Fair" to the extent of allowing a member of its editorial staff to participate in the planning and the actual conducting of the program itself during the week of September 21st. We felt that, only by being on the day-to-day scene, could we accurately report on how such a program could be created and run successfully.

The Macy promotion did not go off with a hitch. Mistakes were inevitable. Lessons were learned. But there were plenty of "pluses" and gains. In this Audio News section, we report both the gains and the "goofs." And we hope that dealers everywhere will be able to profit from both in what the industry hopes will be the most profitable phonograph sales season we've seen.

Macy's Stirs Up Stereo Excitement

NEW YORK — A department store has a lot of advantages over an ordinary phono-disk dealer in putting on a Stereo Fair and demonstration. Macy's knows how to take advantage of these advantages.

The store touched every base in promoting the Fair. Normal, everyday traffic was funneled toward

the second floor Community Room where the demo was held via a number of devices. First of all, a large display window was devoted to the Fair. It displayed phonos and records and large sign gave the times and place where the demo was held.

Posters in stainless steel stands were dotted thruout the store and in such strategic places as entrances to the store and at escalators where people couldn't fail to see them (see illustration). Supplementing these posters were large wooden mannekins, standing over seven feet high, covered with brilliantly colored album covers, and adjacent to the announcement posters.

P. A. System Used

Thruout the day, music is piped to all parts of the store thru a p. a. system. Periodically, announcements were carried over the system, telling the shoppers of the Fair, the time it would take place and the guest star for the evening. Announcements were stepped up to every 10 minutes during the hour just preceding the beginning of the demo.

At every entrance to the store, there is a rack of literature containing shopping information, daily specials, etc. Heading the list of daily specials was a Stereo Fair announcement that told about prize give-aways, the appearance of a guest star, time of demo and other information.

In departments other than the phono department, (handbags, lin-

(Continued on page 18)

TROUBLE SPOTS

Watch Out! Stereo Demos Have Pitfalls

NEW YORK — Your audience gives you complete attention. They're interested. You've told them about stereo generally and now you're going to play a band from "My Fair Lady" (See: "My Fair Lady Is Tops...") to illustrate what you've said.

"You'll hear Rex on this side of the stage and Julie over here," you tell them.

Then you put the needle in the right groove, grab the hand microphone and go into the audience to listen with them. A catastrophe happens. Both Julie and Rex are heard coming from the speaker on the left. What's wrong? The speaker on the right conked out.

Use Safeguards

This actually happened at the Macy Stereo Fair. It shouldn't have. It wouldn't have if the equipment had been checked just be-

fore the start of the demo. The moral is clear. Make sure the unit works. Check it just before you start. In the above instance, the day was saved by pressing a portable unit with stow-away speakers into service—quickly.

What happens if you check the unit and find it's okay only to have it conk out anyhow in the middle of your demo? As a safeguard, have two complete stereo systems on stage with you.

Rep Trouble?

Both you and the manufacturer's rep are interested in the same thing—moving merchandise. The only difficulty in working with a rep is that your approach to the goal may differ from his. You have to discuss it thoroly and make sure you see eye-to-eye before you start.

(Continued on page 18)



Kitty Kallen, Columbia Records' artist, chats with Lee Murphy, WGLI deejay. Kitty talked about stereo, her latest single, "I Give My Heart to You," and her album efforts. Singer graciously offered to sing along with a cut from her Columbia LP and won audience. Artist appearance is generally high point of stereo demonstration.



Larger-than-life wooden manikins are placed strategically thruout the store. Figures are covered with gaily colored album covers. Sign at right tells where Stereo Fair will be held, time and guest star who'll appear that evening. Figures are real traffic stoppers, are placed at exits, near escalators, where everyone can see them.



Poster displays at each entrance to store announce Stereo Fair, tell who guest star is, tells time and location of stereo demonstration.



Stage is made lively in appearance by album cover display, an inexpensive way to decorate backdrop. Large sign reads: "Welcome Macy's Roosevelt Field. Stereo Fair. Learn all about the latest in stereo." Guest stars sit behind table at right. Demo unit is in center, Webcor's console with stow-away speakers.

MATCHLESS STEREO-ADAPTABILITY!

SENSATIONAL **V-M** 'STEREO/MODULAR' SERIES

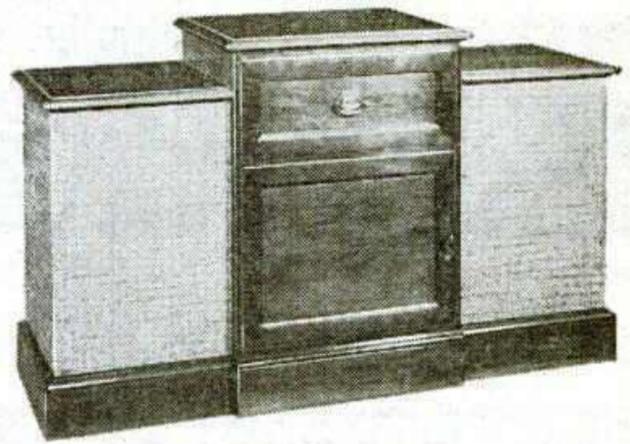
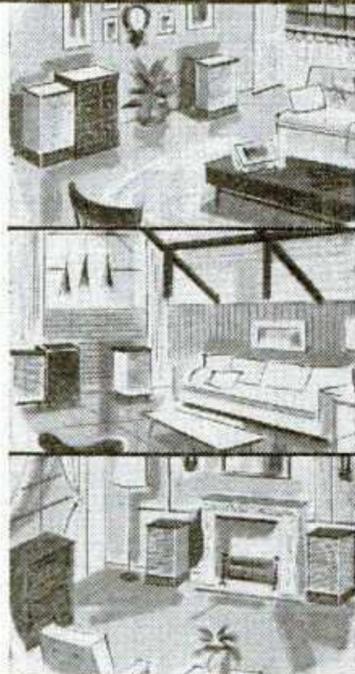


V-M 'Stereo/Modular' Console Phonograph—Model 582
A charming expression of American Traditional cabinetry in magnificent hand-rubbed Genuine Cherry. Sentimental spice box styling with white figured porcelain knobs blend tastefully into this ingenious design.
\$365⁰⁰† LIST

- America's only truly "arrangeable" consoles! ■ A complete console adaptable as 1 - 2 - 3 pieces!
- Choose from America's most popular furniture styles! ■ Only "Certified" Genuine Fine Hardwoods used! ■ FOUR Exquisite Furniture Finishes! Walnut . . . Mahogany . . . Cherry . . . 'Sahara' Blonde



V-M 'Stereo/Modular' Console Phonograph—Model 580
Brightly styled in fine, hand-rubbed Walnut or 'Sahara' Blonde in Genuine Fine Hardwoods. This proven sales success is fashioned to meet every consumer requirement.....**\$350⁰⁰† LIST**



V-M 'Stereo/Modular' Console Phonograph—Model 581
Rich and graceful with delicate period accents, this smart console carries imaginative design into functional stereo styling. Genuine Mahogany.....**\$360⁰⁰† LIST**

†Slightly higher in the West

ALL MODELS OFFER THESE FINE V-M FEATURES!

- Famous V-M 'Stere-O-Matic'® Automatic Four-Speed Record Changer
- V-M 'Stereo-Directional' Speaker Systems—two 12", two 3.5" speakers
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What Questions Do People Ask? Here's a Sampling

NEW YORK — No holds are barred in the "Question-Answer" period. Here's where you can get as technical as you like, depending on what members of the audience want to know. As a rule, however, questions lean toward the practical side.

The following is a sampling of questions asked by audiences at the Macy Stereo Fair—with the answers that were given:

Q: Where are speakers placed for the best stereo effect?

A: It would depend upon where you are listening to your stereo unit. Here (Macy's Community Room), for example, we've placed the speakers far apart so that a maximum number of people in the auditorium will hear stereo to best effect. In your own living room, the speakers wouldn't be nearly so far apart. What you must do is experiment at home. Try the speakers in one place and then another. Leave them where they sound best.

Q: I have wide draperies in my living room. Will they make a difference?

A: Absolutely. Everything you have in your living room—rugs,

furniture, curtains, walls, the size of the room, etc. — affects the quality of sound your set will deliver. In this room, for instance, the audience has a strong influence on what we have heard tonight. If the room were empty, the sound would be completely different. Incidentally, there are no drapes here. The sound quite frankly leaves much to be desired. The demonstration unit would sound much better in your living room, I can assure you.

Q: How come the sound comes out of both speakers of my stereo set when I play a monaural record?

A: That's as it should be. The pick-up feeds both amplifiers and speakers no matter what kind of record you play — mono or stereo. The difference is that you get no stereo effect from a monaural record. You don't get the spread of sound between both speakers with a monaural record. You do, however, hear the monaural record to better effect on the stereo system.

Q: You say that unit has 20 watts of power. How many watts

are needed for the average living room?

A: Plenty of phonographs are produced with less than a watt and a half of power output. And they'll fill the average room with sound. Why then have a system with as much as 70 watts? It's like buying a car capable of doing 130 miles an hour when you never drive over 60. That car will function at 60 better than a car whose top speed is 80 or 90.

Q: Can I play a stereo record on a monaural phonograph?

A: You can, but don't. The weight of the tone arm and the radius tip of a monaural arm and stylus are not designed to play a stereo record. After a given number of plays, the high frequencies will have been worn off the record. You don't hear it at first but the heavy arm and larger stylus tip do damage to the delicate stereo grooves.

Q: Will the needle of my stereo machine be harmed by playing monaural records on it?

A: No. Wear is normal whether the record is stereo or monaural. More importantly, keep the record free of dust and grit. This acts as abrasive and wears out both the needle and record faster.

Q: I have a stereo player already. I've noticed that a lot of

Stereo Demos Have Pitfalls

• Continued from page 16

Most reps have fire and enthusiasm for their company's product and this is as it should be. It can, however, work to your disadvantage if the rep gets carried away. A real fireball may want to give your audience a thumbnail history of his firm. You have to make him understand that your audience couldn't care less that his firm has been turning out phonos ever since Edison took out his first patent. And they don't care if he's the largest manufacturer in the South-Central part of the U. S.

Down With Kilocycles

Some reps are also engineers. They are full of red-hot news about square sine waves, linear response, radiating elements and low - frequency equalization. But that little gray-haired lady in the third row and the woman in the house dress at tenth row, center, don't understand, won't try to understand and may take off to put on the carrots and potatoes in the middle of a paragraph that's sure to wow the next meeting of the Audio Engineering Society.

the stereo records I've bought aren't very good stereo. In fact, some of them aren't as good as some of my old monaural records. How come?

A: It's true that you have to be as much, or more, discriminating when buying stereo records as you were when you bought monaurals. The answer to the problem lies with your dealer. You should know and trust him enough to allow him to make decisions on what you should buy. Let him know what your tastes are. Then, trust his judgment. If you find you can't trust his judgment, find yourself another dealer.

It would be impossible here to detail every question people are likely to ask at a stereo demonstration. And it's impossible to anticipate what they'll ask. From the above, however, you can see that the questions are pretty much in the non-technical category. They're the type of questions that any dealer should have little or no trouble answering.

'Fair Lady'

• Continued from page 16

in Spain" is full of humor and zest and perks up an audience, the idea of separating Rex from Julie via stereo always brought smiles to their faces. Another reason it's a good stereo demo disk is that many people are familiar with the monaural version and they can make a comparison between single-channel versus dual-channel listening for themselves.

The truth is that the average suburban housewife (and most of their husbands, too) doesn't give a rap for even the most rudimentary mechanical facts about how stereo is produced. Even the difference between the way a stereo needle moves as opposed to a monaural needle may produce boredom.

The safest way to circumvent chilling your audience with stereo facts is to save such discussions for a "Question - Answer" period at the end of the program. They will want to know stereo's end result, music. So play the records, entertain them and let the entertainment sell them.

Keep the demo out of the "lecture" category. If they want a lecture, they'll enroll for university extension courses. Keep your talk light, breezy and make it fun for them.

Macy's Stereo

• Continued from page 16

gerie, men's clothing, etc.), phonographs and records were given prominent display space. Poster announcements were placed adjacent to these displays.

Create Excitement

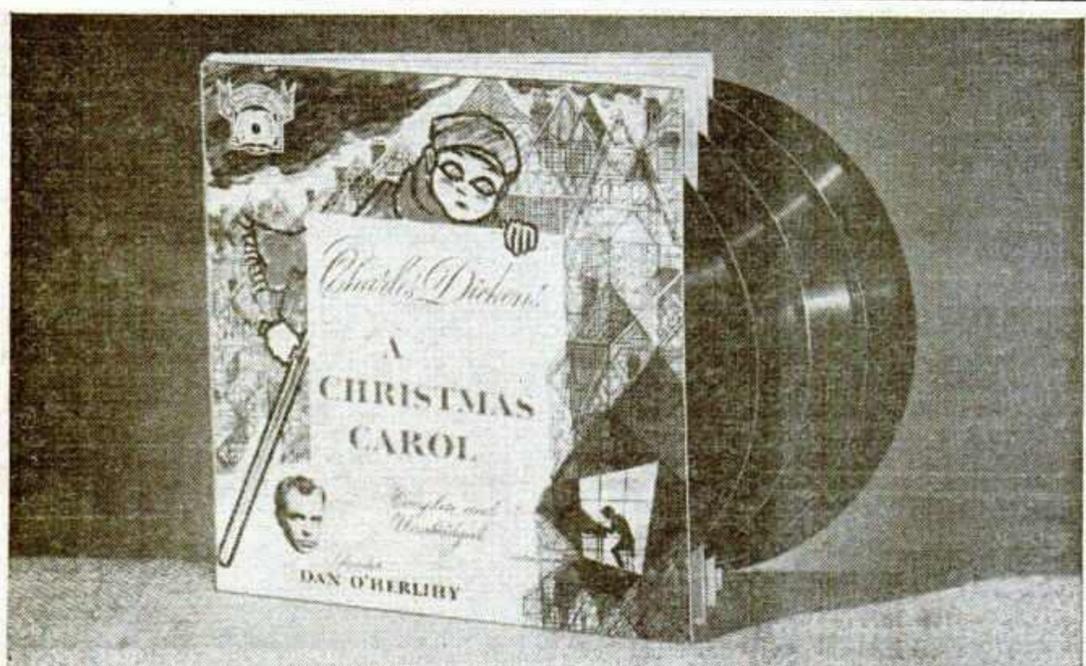
The auditorium itself, located next to the heavy-traffic second-floor cafeteria, was open thruout the day. It served as a form of promotion because, on looking into the room, the shoppers could see that an important event was taking place. Why important? The store hung six large TV antennae from the ceiling. Suspended from them were four-color album covers, dummy records and cut-outs of musical notes. These gave the room a kind of holiday excitement. In addition, clusters of album covers were attached to the walls. Mass displays of phonographs lined the walls. (There was at least one factory rep there during the day to answer questions about stereo equipment and traffic thru the room was constant.)

A large sign over the entrance to the community room invited shoppers with the message, "Come, Come, Come to the Fair."

It's true that many of Macy's methods can't be used by smaller retailers. But regular phono-record dealers can take a tip from them and explore all promotional possibilities.

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4 16 rpm records—\$4.95 list.

Many, many more selections for all ages—all tastes! There are now 39 great Audio Book Albums that sell and sell again! Three classifications! Children's Stories • Classic Literature • Religious Works! And remember—there's continuous profit for you when you sell literature for listening! One sale leads to dozens more!

CALL YOUR DISTRIBUTOR TODAY or write

AUDIO BOOK COMPANY • St. Joseph, Michigan



Thruout the week, grand prizes of a Magnavox stereo console and a Magnavox TV were displayed at the entrance to the auditorium. A box for the entries was placed between the prizes. From the entries, five prizes of Columbia "Porgy and Bess" albums were selected every day. Grand prize was awarded on Saturday.

all out for **No. 1**

the Drifters



A smash follow-up to "There Goes My Baby," which hit the No. 1 spot on the national pop charts

DANCE WITH ME

and

TRUE LOVE, TRUE LOVE

2040

Atlantic Records



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RODGERS**

THANKS

FOR THE PAST...

“Kisses Sweeter Than Wine”
“Honeycomb”
“Are You Really Mine”, “Bimbombey”

*And an even
brighter future...*

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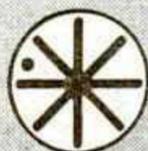
(By Olofson-McIntyre)

AND

**THE NIGHT YOU
BECAME SEVENTEEN**

(By Segal-Armand-Vance)

R-4191



ROULETTE

Macy Demo Sells Entertains

Continued from page 16

phone numbers on the slips. Grand prize, for which all who attended any demonstration were eligible, was a Magnavox stereo console and a Magnavox TV. Grand prize winner was selected at the last demonstration session at the end of the week.)

5. Tell them what you're going to do. Explain the program-to-come in a general way. This puts the audience at ease. They'll know they're not going to spend an inordinate amount of time at the demo. They're able to gauge when it comes to an end. Don't ever try to surprise them in things like this. There's no reason for it. For example, in this part of the Macy's program, the audience was told how long the program would last. They were told they were going to hear some general remarks on stereo, illustrated by demonstration records. Then, the product featured that evening would be described by the manufacturer's representative and who would answer questions about it, etc.

Sell the Benefits

6. Talk about stereo. Tell your audience the benefits of stereo reproduction. Talk benefits all the time. Don't talk about the way it's accomplished in detail. Save this for the "question - answer" period. Concentrate on how it improves recorded sound in the home. Talk benefits. Tell how it gives the effect of realism. Talk benefits. Tell how it will enhance listening to records. Talk benefits. Tell how it's better than monaural sound reproduction. Talk benefits.

7. Back up your description by demonstrating a stereo record. Here it is wise to choose a record that has fairly wide separation. In an auditorium set-up, always use a two-piece stereo console. You may be able to get separation with

an all-in-one in the home but, in an auditorium, it's difficult. During the record demo, go into the audience with a hand microphone. Don't leave it to the audience's imagination to decide what they're hearing. TELL THEM WHAT THEY'RE HEARING. Be in the audience yourself, listening to what's happening. Talk over the music. Tell them they hear the violins on the left and the brass on the right. You'll notice a few "noddors" — people who absently nod their heads in agreement with you. Talk to them, saying, "Do you hear the same thing I'm hearing, sir?" or "Don't you agree, ma'am, that the violins are on the left?" In other words, make the audience feel like they are part of the demo. Draw them into the program. Have them participate and you'll never lose them.

The Commercial

8. Sell the phonograph. Once the audience has an idea of what stereo is and has had it demonstrated, it's safe to introduce the manufacturer's rep. His is the commercial part of the program—the "sell." He isn't there to entertain. The audience must be prepared for him in order for him to do an effective job. Prior to this, every aspect of the program has been in the entertainment vein. They're relaxed and he can communicate with them. His job is to describe the phonograph, its components and tell how it is capable of reproducing sound so beautifully. He can also tell them the difference between separate units, all-in-one and consoles with wing or stow-away speakers. He winds up by telling them that prices and descriptions of other models will be made available to them either in the demo room or on the sales floor after the program is over.

9. Demonstrate different types of music. After the "sell," continue the demonstration of different types of music for as long as the audience will stand for it. Again, work the demo from the floor of the auditorium as a member of the audience. Keep them participating. When they get restless, prepare them for the guest star wind-up by playing the guest star's latest album.

Professional Help

10. The deejay interviews the guest star. It's wise to have a deejay handle this part of the program for several reasons. First, the deejay gives variety to the program. Second, he's a professional interviewer with plenty of experience and knows what he's doing. Third, having a "pro" on stage at this point, ends the program on a high note. People will be more inclined to remember the demo in a favorable way. Fourth, the guest star will feel more at ease and do a better, warmer job when working with a "pro." The guest stars, who participated in the Macy program, were, without exception, gracious and pleasant and added tremendously to the demo. For example, Kitty Kallen "lip-synched" one of her records, i.e. mouthed the music in synchronization with the disk. Ed Kenny Jr., a native Hawaiian, did a short hula bit to the music of his latest album, "My Hawaii." And Jerry Vale sang along with his own voice as heard in his recent "I Remember Russ" album for Columbia. Deejays Bert Sherwood (WMCA) and Lee Murphy (WGLI) handled the interview chores lightly, pleasantly and humorously.

11. The "Question - Answer" section. Introduce this part of the program by announcing that the drawing for free records or other prizes will be held immediately after "Questions and Answers." Any audience of this kind will be divided between those who are genuinely interested in stereo and those who came only to see and hear the guest star. Those who are interested in stereo will ask questions and the others will have to sit tight until it is over. If there is hesitancy in asking questions, warm them up by having the manufacturer's rep ask questions of the "host" or vice versa. This will usually stimulate the audience to ask questions on their own. (See separate story for typical questions asked at Macy's, and their answers.)

The Wind-Up

12. The drawing for prizes. During the "Question - Answer" period, keep the guest star and deejay on the stage. Have the guest star draw the winning names. If records are to be given away, try to give away those of the guest star who will autograph them for the winners.

The above format worked effectively for Macy's. Strict adherence to the sequence of program elements isn't essential and they can be altered, depending on the individual dealer's demo needs and problems. It's important to bear in mind, however, that the audience wants entertainment as well as in-

formation. They'll accept the information easier if relaxed thru entertainment. Bear in mind also that the end-product being sold is recorded sound — not kilocycles,

not technical specifications. The recorded sound is entertainment. Even if you can't have a guest star, you can entertain with the stereo system you hope to sell.



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RECORDS
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IT'S JUST A MATTER
OF TIME

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HURTIN' INSIDE

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ENDLESSLY

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SO CLOSE

JULY 13
THANK YOU
PRETTY BABY

JULY 20
WITH ALL MY HEART



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THE HIT TRADEMARK

DISTRIBUTOR NEWS

By HOWARD COOK

DETROIT: Germain Lacoursiere of Decca Distributing Corporation writes that his top five are "I Ain't Never" by Webb Pierce, "If You Don't Want My Lovin'" by Carl Dobkins Jr., "Just as Much as Ever" by Bob Beckham on Decca and "You Better Know It" by Jackie Wilson and "The Mummy" by Bob McFadden on Brunswick. Coming up are "I Wonder" by Billy Williams and "But Not for Me" by Gloria Lynne on Coral.

PHILADELPHIA: Ted Kellem of Marnel sends word that United Artists is hot with "Love Potion No. 9" by the Clovers and "Don't Leave Me" by Marv Johnson. Cameo is cooking with "I Dig Girls" and "We Got Love" by Bobby Rydell. "Kissin' Time" is still selling strongly. Carlton has "Six Boys and Seven Girls" by Anita Bryant and "Tango Bongo" by Monte Kelly. "(Seven Little Girls) Sittin' in the Back Seat" by Paul Evans on Guaranteed, Carlton's subsid, is big. Epic is swinging with "Make Believe Baby" by Sal Mineo and "Time Marches On" by Roy Hamilton. The new JDS label has a hot disk with "All the Things You Are" by Barry Mann. Vasser has a climber in Bobby Edve's "Twelve o'Clock."

Savoy's biggest is "I Understand" b-w "Some of These Days" by Big Maybelle. Laurie has big ones with Dion and the Belmonts' "Every Little Thing You Do" b-w "Lover's Prayer," "Don't Take the Stars" by the Mystics and "Morgen" by Ivo Robic. Colpix is still selling Jimmy Darren's "Angel Face." Nina Simone's LP is also a strong item. Imperial's top sellers are "I Wanna Walk You Home" by Fats Domino, "Afraid" by Sammy Salvo and Ricky Nelson's album, "Songs By Ricky." Golden Crest has a winner with "Mau-Mau" by the Wailers.

Shirley Rubin of Cosnat advises us that her list of best sellers include "Deck of Cards" by Wink Martindale on Dot, "Rag Mop" by the Jaye Brothers on Wynne, "Fool's Hall of Fame" by Pat Boone on Dot, "I Don't Know" by Ruth Brown on Atlantic, "Firewater" by Rusty Isabell on Brent, "Misty" by Chris Connor on Atlantic, and "Morgen" by Billy Vaughn, his latest EP.

Bob Heller of chips tells us that his top sellers is "In the Mood" by Ernie Fields on Rendezvous. Best selling LP is "Scheherazade" by Skip Martin on Stereo-Fidelity. Other disks that are scoring include "Enchanted Sea" by the Islanders on Mayflower, "Woo-Hoo" by the Rockateens and "Tucumcari" by Jimmie Rodgers on Roulette, "Across the Street From Your House" by Buddy Clinton on Brent, "Childhood Sweetheart" by Chuck Berry on Chess and "The Clouds" by the Spacemen on Alton. Chips is now handling Keen Records. The firm is also running a special promotion with Keen LP's wherein the dealer buys seven and receives four free albums.

SAN FRANCISCO: Stan Cumberpatch of New Sound called to report on "Sleep Walk" by Santo and Johnny on Canadian-American, which is still a big platter, "Taps to Summer" by Bill Tracey on Del Fi, "It Happened Today" by the Skyliners, "Enchanted Sea" by the Islanders on Mayflower, "In the Mood" by Ernie Fields on Rendezvous and "It's Love" by the Adrissi Brothers on Del Fi.

SHREVEPORT, La.: Stan Lewis of Stan's Record Shop reports action on "Red River Rock" by Johnny and the Hurricanes on Warwick, "You're Mine" by the Falcons on Unart, "Love Potion No. 9" by the Clovers on United Artists, "Afraid" by Sammy Salvo, "Always With You" by Ernie Freeman and "My Heart Is a Prison" by Percy Mayfield on Imperial. Other big ones are "After Hours" by Bill Doggett on King, "My Faith" by Arthur Prysock on Old Town, "All Night Long Party" on Ron, "Long Gone" by Lloyd Glenn on Aladdin and "I Cried" by Joe Damiano on Chancellor. Top Atlantic items are "Got You On My Mind" by Joe Turner, "True, True Love" by the Drifters and Atco's "Mack the Knife" by Bobby Darin. "Woo-Hoo" by the Rockateens looks good. Lewis also mentions "I Want to Be the Only One" by Jimmy Reed on Vee-Jay, "Someday" by Bobby (Blue) Bland on Duke, "Stranded" by Little Jr. Parker on Duke, "Tu-Ber-Cu-Lucas and the Sinus Blues" by Huey (Piano) Smith on Ace and "(Seven Little Girls) Sittin' in the Back Seat" by Paul Evans on Guaranteed, which looks like a sure winner.

ROULETTE RAMBLINGS: Herb Sandel of Sandel Distributors in Minneapolis reports strong sales reaction on "Woo-Hoo" by the Rockateens, "Tucumcari" b-w "The Night You Became Seventeen" by Jimmie Rodgers, "Personal Secret" by Cathy Carr, "I Want You to Know" by the Ives, "The Way to My Heart" by Valerie Carr and "Picture in My Wallet" by Darrell and the Oxfords. Strongest LP's are "Twilight on the Trail" by Jimmie Rodgers, "Breakfast Barbecue Dance" by Count Basie, "Ronnie Hawkins" and "Joe Reisman Salutes the All-Time Favorites." Roulette has appointed Flash Distributing Company as their outlet in Phoenix and H. W. Daily in Houston.

BALTIMORE: Ed (The Beard) Kalicka, promotion mahoff for Marshall Enterprises, Inc., writes that their hottest items are "Red River Rock" by Johnny and the Hurricanes on Warwick, "I Wanna Walk You Home" by Fats Domino on Imperial, "I've Been There" by Tommy Edwards and "You're Gonna Miss Me" by Connie Francis on M-G-M. Fastest rising disks are "You're Mine" by the Falcons on Unart, "Teenager's Blues" by Dick Caruso, "Are You Sorry" by Joni James and "Valley of the Moon" by Marvin Rainwater on M-G-M.

MIAMI: Ken Collier of Pan American Distributing Corporation reports strong action on "Deck of Cards" by Wink Martindale, "If I Had a Girl" by Jerry Keller, "With Open Arms" by Jane Morgan and "Livin' Doll" by David Hill on Kapp. Signature has "Give Me All Your Love" and "Dreams of Olwen" by George Cates.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Johnnie Ray Returns With Strong Ballad

With his strong reading of the dramatic ballad "I'll Never Fall in Love Again," Johnnie Ray once more returns to the hit scene. Ever since his back-to-back golden disk of "Little White Cloud-Cry" in '51, he has been hypnotizing audiences with his powerful style thruout the country.

It was no easy going for the Roseburg, Ore., chanter, who, before being discovered by a Columbia scout, worked as soda dispenser, car hop, movie extra and night club pianist.

Now, at 32, with the help of his manager, Bernie Lang, the Blackfoot Indian wailer stands at the top of his business. He is currently playing at the Roosevelt Hotel in New Orleans and next stop is Las Vegas. His favorites are Mexican food, football and jazz.

Boyd Bennett Breaks With 'Boogie Beat'

Blond Boyd Bennett was born in Muscle Shoals, Ala. He organized his own high school band in Tennessee, started his professional career as a deejay in Kentucky, and met and married his wife, Judy, in Indiana. The singer now lives in Indianapolis, where he owns the Thunderbird night club.

Outside of his Navy service, Bennett has stuck pretty close to the entertainment business. Biggest kicks in his career to date were touring with Patti Page and singing for an audience that included President Eisenhower at the Denver Veterans' Hospital.

Altho he had made his reputation via rock 'n' rollers like his "Boogie Bear," now on Billboard's charts, the Mercury artist prefers the ballads. His hobbies are hunting, fishing, golf and hypnotism.

Isley Bros. 'Shout' Their Way Up Charts

Just one year ago the Isley Brothers arrived in New York, intent on carving a niche in the music business. Eighteen-year-old Ronald, Rudolph, 20, and brother O'Kelly, 21, made the trek from their home town, Cincinnati.

The boys' mother, a pianist, trained them as spiritual singers, and the group spent their childhood and teen years singing in churches and at fairs and barbecues in and around Cincinnati. They began to get dates at such spots as N. Y.'s Apollo Theater and similar showcases in Philadelphia, Baltimore and Washington.

RCA's independent a.&r. team, Hugo and Luigi, heard about them, auditioned them and signed them. The brothers' current release is "Shout."

YESTERYEAR'S TOPS—

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

SEPTEMBER 25, 1954

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

SEPTEMBER 24, 1949

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

VOX JOX

By JUNE BUNDY

R.I.P.: In a move to dramatize "the end of rock and roll" on station WLEU, Erie, Pa., general manager R. J. Elliott, last week, accorded r.&r. a "burial at sea." An elaborate funeral procession drove from the WLEU studios to Erie Harbor, where 7,000 rock and roll disks were unloaded from a hearse and dumped into the deep blue waters.

THIS 'N' THAT: Jim Hawthorne, prexy of the newly formed Disk Jockey Association, has personally suspended all activities on his record and publishing companies in order to devote more time to DJA affairs, and avoid any implication he might be using his position to promote business interests. . . . Candy Lee, 17-year-old spinner from WDOK, Cleveland, was in Manhattan recently to confer with a couple of national sponsors and appear on TV's "What's My Line." Candy has been a deejay since she was nine.

GIMMIX: Latest marathon broadcaster is Denny Mitchell, WKBK, Keene, N. H., who broadcast from the window of a local appliance dealer's store window from noon, September 15, to 2:30 a.m. September 21. The dealer, who remained open during the entire ordeal, reported business "brisk" even during the early morning hours. Mitchell is WKBK's morning man.

GAMBLING RETIRES: John B. Gambling, one of the highest paid deejays in the United States, (\$6,000 a week) is retiring October 25. His son, John A. Gambling, will take over his show, altho Gambling Sr. will fill in for his son on vacations and do some special events for WOR. Gambling has been an active broadcaster for the past 34 years. He joined WOR in 1925 on the engineering staff. Shortly thereafter he went on the air during a station emergency, and thus started one of the longest careers in broadcasting.

ART FORD: There is no longer a Ford in Newark, N. J. outlet WNTA's future. Art Ford, formerly program director-deejay for WNTA, has left that post to join WRCA, New York, where he will host two nightly shows, starting September 28 7:05-7:30 p.m. and an all-night session from midnight to 6 a.m. Ford first achieved local fame as the long-time all-night jock on WNEW, New York.

Meanwhile, WNTA Manager Irv Lichtenstein has realigned his programming schedule. Bob Brown has taken over "Teen Stand" (3-5 p.m. across-the-board) and "All Jersey Hit Parade" (7:30-8 p.m. nightly). Starting this Sunday (27), Paul Brenner will emcee the station's 12-hour Sunday series, each hour of which will revolve around a central musical theme or an era in music. Brenner will also continue to do his regular weekday shows (1-3 p.m. and 5-7 p.m.). Neal Van Ells, who pilots "Neal's Place" on WNTA from 10 to 11 a.m. across-the-board, has been assigned a new Saturday show, "Neal's Platter Poll," (10 a.m. to 1 p.m.) which is designed to "reflect the musical tastes of North Jersey." He will poll listeners on the air via "beeper phone" and give away albums.

CHANGE OF THEME: Morning man Billy Daye, WTAO, Boston, has been appointed program director of that outlet. . . . Bud Arkell has moved from WANS, Anderson, S. C. to WDSR, Lake City, Fla., and is sending out an S.O.S. for records. . . . Boots Bell, WBUZ, Fredonia, N. Y., joins WHOT, Youngstown, O., October 5.

New Staffer at KMGM, Albuquerque, N. M., is Harry Chapman, formerly with KOAT-TV, same city. . . . Bill Price has joined KFMB, San Diego, Calif. . . . Also joining the San Diego FM outlet is "Newton," who will broadcast under the one name. His afternoon show, "Music to Read Dr. Spock By" will feature "more subtle types of jazz," while his 6 p.m. ainer, "Newton, News and All That Jazz," will be "Farther out."

Mike Western is the newest of the "Swingin' 91" deejays at KISN, Portland, Ore. He will emcee the 3-7 p.m. "Fabulous 50" show. . . . New spinner joining the "Swingin' 71" jocks at KICN, Denver, is Jerry Lee, who will pilot "Nightwatch." . . . Irving Green is new music director at WMRI (AM and FM), Marion, Ind. Under his direction, WMRI-FM, will put "more emphasis on the programming of serious music."

Tom Elkins, formerly with KSTT, Davenport, Ia., is the new owner-manager of KBUS, Mexia, Tex. He also emcees the outlet's morning show. Other jocks at KBUS, which has adopted a "Top 40 Plus" format (relying heavily on The Billboard's "Hot 100"), are Arthur Crawford, (only holdover from the old regime); Warren Reeves, formerly with KMLW, Tex., and Chuck Boyle, ex-KVOU, Uvalde, Tex.

New morning man at KANS, Kansas City, Mo., is Duke (The Spook) Bowman, formerly "Night Watchman" on KCMO, same city. The KANS outlet, owned by Kenyon Brown of the Bing Crosby Associates, will shortly launch a big publicity-promotion campaign (programming better "swinging" music and plenty of albums) under the guidance of its new promotion-publicity director Dotty Abbott. Miss Abbott was formerly manager of Sam Phillips' (Sun Records) all-fem radio station, WHER, Memphis. Her younger sister Jeanne Botto is assistant manager of that outlet.

T. J. and Wes McWain are no longer with the Mutual Broadcasting System, "due to the new ownership and program changes." . . . Danny (The Katman) Stiles, WNJR, Newark, N. J. and WCTC, New Brunswick, N. J., started a series of Sunday night record hops September 20 from the Riviera Park Roller Rink, Belleville, N. J.

Dick Summers joined WISH, Indianapolis, Ind., last week with a daily 2:30-5:45 p.m. program and nightly 8-10 p.m. show. He will also emcee a simulcast dance party show on Saturday mornings over WISH and WISH-TV. Summers plans to compile a record list, via an informal poll of high school students of the area, based on membership in the Dick Summer fan clubs. He is also experimenting with an "actual-on-air poll" of listeners. "Noting the trend toward jazz," the jock says "there will be a light spattering of same included on his show."

3

FOR THE TOP 10

BATTLE OF KOOKAMONGA

Homer & Jethro

47-7585

MAKIN' LOVE

Floyd Robinson

47-7529

DON'T YOU KNOW

Della Reese

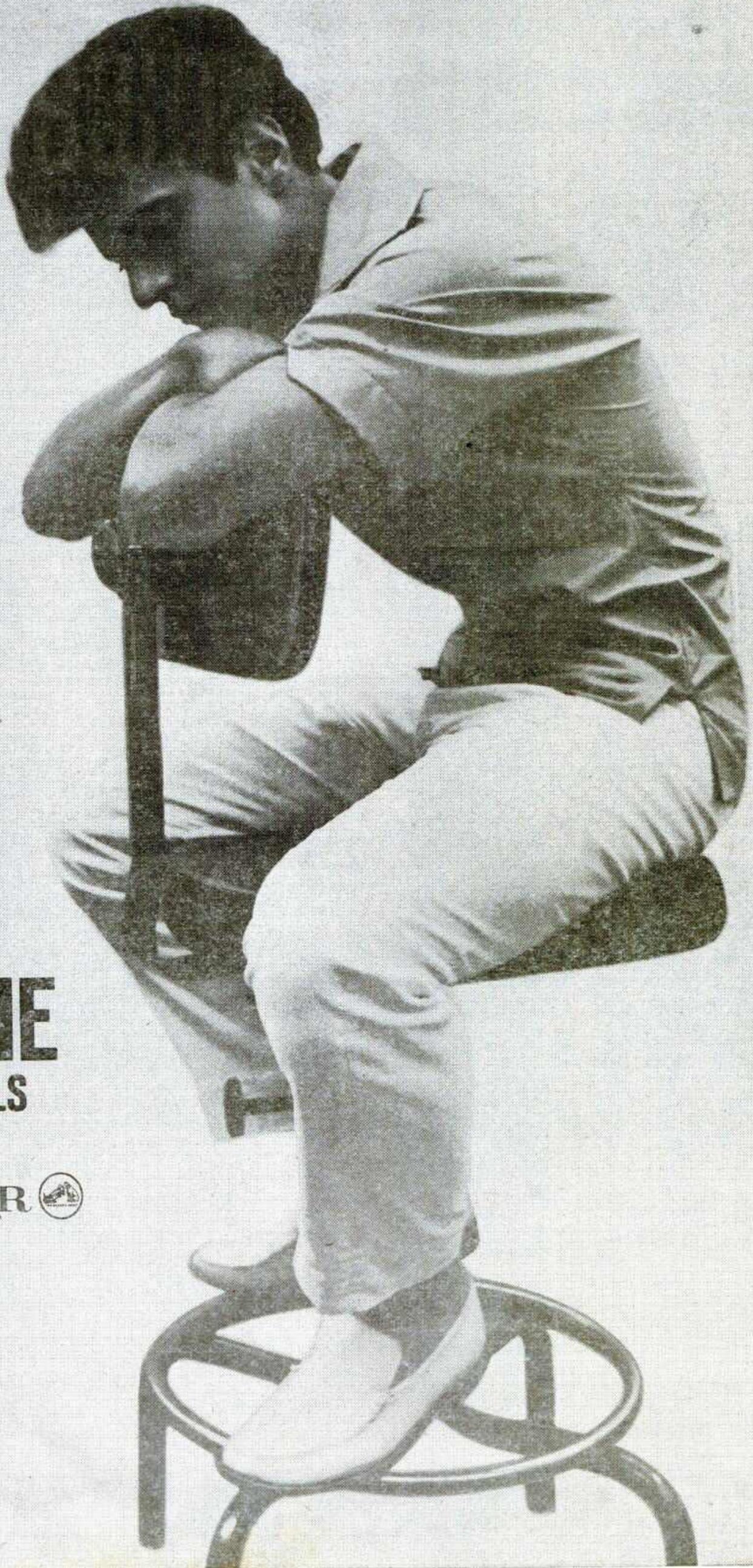
47-7591

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TRADE MARK
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single
most-
likely-
to-
succeed...

Johnny
Restivo's

DEAR SOMEONE

c/w I LIKE GIRLS

47/7601

 **RCA VICTOR** 
TRADE MARK RADIO CORPORATION OF AMERICA

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

ANNETTE has two hot contenders with her latest platter, *My Heart Became Of Age* b-w *First Name Initial*, both Spotlighted by Billboard. A member of the original Mouseketeers, the young Miss is currently touring with the Dick Clark Caravan which plays Reynolds Coliseum, Raleigh, N. C., Sept. 28; Memorial Aud., Greenville, S. C., Sept. 29; Coliseum, Charlotte, N. C., Sept. 30; Township Aud., Columbia, S. C., Oct. 1; Municipal Aud., Charleston, W. Va., Oct. 2; State Fair, Louisville, Ky., Oct. 3.

JOHNNY CASH enjoys the unique position of having two labels releasing his records at the same time. Although it's been over a year since Cash departed from Sun Records to join Columbia, Sun still possesses many of his masters, one of which is now in *The Billboard Spotlight*, *Goodbye Little Darlin'* b-w *You Tell Me*. His Columbia recording *The Rebel* will be played at the beginning and end of upcoming TV series titled *The Rebel*. Born in Kingsland, Ark., Johnny is presently spreading his country charm among his many fans in Europe.

CRASH CRADDOCK: On the heels of some strong Columbia promotion, Crash is doing just that in penetrating the sound barrier. The 19-year-old artist from Greensboro, N. C., turns in an impressive performance on his Columbia release *Don't Destroy Me* b-w *Boom Boom Baby*, both picked by Billboard. The latter is an energetic rocker that has all the makings of a hit. He is now on a coast-to-coast personal appearance tour that will take him to Cincinnati, Sept. 28; Cleveland, Sept. 29-30; Detroit, Oct. 1-3; Chi., Oct. 4-5; L. A., Oct. 8-10.

MARTIN DENNY, the gone American who went Hawaiian, is on the scene with *The Enchanted Sea* b-w *Stranger in Paradise*, on Liberty. During an engagement at Don the Beachcomer's in Honolulu, Denny became enamored of Hawaii and decided to settle there. He formed a jazz group that uses birdcalls and exotic effects which went into the making of their first hit *Quiet Village*.

DUKES OF DIXIELAND take the music of New Orleans to Columbus, O., Sept. 28 for five days of lively listening at Grandview Inn. Their interpretations of the perennial favorites *Old Man River*, *Beal St. Blues* and others, can be heard in their Audio Fidelity album *Up The Mississippi With The Phenomenal Dukes*.

BIRTHDAYS OF THE WEEK: Sept. 29, Gene Autry, Sept. 30, Johnny Mathis, Jill Corey, Oct. 3, Eddie Cochran.

EYDIE GORME: As a singer Eydie has two pleasant offerings in her newest on ABC-Paramount, *The Years Between* b-w *Taking A Chance On Love*. As the wife of singer Steve Lawrence, Eydie is "expecting." Bronx-born, she got her first lucky break when bandleader Tommy Tucker heard a demo record of hers and hired her for a road tour with his band. She also did a stint with Tex Benke.

BETTY JOHNSON, who hit it solid with *The Little Blue Man* and *I Dreamed*, is hoping her latest Atlantic release will do as well, title is *Waltz Me Around*, a pretty rock-waltz. In addition to singing, Betty finds time for yachting, tennis and collecting antiques. She will appear at the Va. State Fair, Richmond, Sept. 28 thru Oct. 2, and the National Dairy Cattle Congress at Waterloo, Iowa, Oct. 3-5.

CARL MANN could follow his big *Mona Lisa* with either of his newest sides, *Pretend and Rockin' Love*, on Phillips International. The teen-ager was born in Jackson, Tenn., hometown of many rock and roll musicians.

MORMON TABERNACLE CHOIR have the most unusual new pop single

hit today, *The Battle Hymn Of The Republic*. It is believed to be the first time a symphony orchestra (Phila. Symphony) and religious choir have clicked in the rock and roll-oriented pop singles field. The 375-voice Choir has its origin in Salt Lake City and dates back to 1847 when the Mormons settled that city. The Mormons, or "singing saints" as they are called, have climbed into the 23rd position on the Hot 100 chart.

The **MYSTICS**, Phil Cracioli, his brother Albee, Bob Ferrante, George Galpo and Allie Contrera, find themselves in the *Billboard Spotlight* with *Don't Take The Stars*, a medium-paced tune with smart arrangement b-w *So Tenderly*, a ballad. The five Brooklyn lads landed on the charts with their first Laurie Records wax, *Hushabye*.

JOHNNY NASH heads for Hollywood for a role in the film *Key Witness* which starts shooting about in Oct. Johnny's album *I Got Rhythm* is part of ABC-Paramount's Fall *Fiesta of Album Releases*. Houston, Texas, holds claim to this singing star.

101 STRINGS is the name given to a group of European musicians who play 101 string instruments and record on the Somerset label. Depending on the selections and arrangements the orchestra is composed of 128 to 141 players, 30 first violins, 26 second violins, 20 violas, 18 cellos, and seven string basses. The aggregation achieves a rich string sound and captures the temperament of Spain in their album *Soul of Spain*.

LOUIS PRIMA and **KEELY SMITH** perform another group of wild and driving duets that have always proved successful for the couple in their album *Louis And Keely!* Prima's musical training came from the very cradle of jazz, New Orleans, where he was born. The Dot recording artists are booked for two shows at the Civic Aud., San Francisco, Oct. 3.

BOBBY RYDELL, the young Cameo record artist from South Philly, could have sock follow-ups to his big *Kissin' Time* in his newest, *I Dig Girls*, a cute rocker b-w *We Got Love*. Still in school, he plans to continue his education, and then try to make some motion pictures.

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

JEAN SHEPARD, c.&w. artist, goes pop on *Heartaches*, *Teardrops* and *Sorrow* b-w *Sweetheart Don't Come Back*, her latest on Capitol. At 22, Jean has been a favorite of the Ozark Jubilee. In addition to singing, she can play string bass, guitar and drums.

DINAH SHORE's first on Capitol Records is an album of favorites, titled *Dinah, Yes Indeed!* She and George have recently returned from an extensive tour of Europe and she is now preparing her Fall TV series, which starts in Oct.

FRANK SINATRA is on the scene with a new single, *Talk To Me* b-w *They Came To Cordura* (from the film of the same name). Mr. S is well-represented on wax and film, his role in *Hole In The Head* was warmly received, and he is now working on the movie version of *Can Can*.

DINAH WASHINGTON opened at the Village Vanguard, N.Y.C., to a very receptive audience that received her performance with the enthusiasm due such a talent. She will be there till Oct. 6. Still creating a sensation with her recording of *What A Difference A Day Makes*, Mercury has released a new Dinah single, *Unforgettable* and *Nothing In The World*.

PROMOTION MONTH, WEEKS AND DAYS: Oct. begins National High Fidelity Month, Let's Go Hunting Month, National Rice Harvest Festival Month and National Science Youth Month. Oct. 1 begins National Employ The Physically Handicapped Week and National Business Women's Week.

Have a great spinnin' week. **TOM ROLLO.**

THIS WEEK'S NEW Money Records

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

SINGLES

- SINGLE**
- CHICKA MOCKA HI DI**—The Brothers Four.....Columbia
- COOL WATER**—Roger Williams.....Kapp
- DANCE WITH ME**—The Drifters.....Atlantic
- DARLING I LOVE YOU**—Al Martino.....20th-Fox
- DARLIN' WON'T YOU WAIT**—The Brothers Four.....Columbia
- DEAR SOMEONE**—Johnny Restivo.....RCA Victor
- LADY CHATTERLY'S LOVER**—Joe Reisman.....Roulette
- MARY LOU**—Ronnie Hawkins.....Roulette
- SO MANY WAYS**—Brook Benton.....Mercury
- SUNRISE SERENADE**—Roger Williams.....Kapp
- THE ENCHANTED SEA**—The Islanders.....Mayflower
- THE BEST OF EVERYTHING**—Johnny Mathis.....Columbia
- TRUE LOVE, TRUE LOVE**—The Drifters.....Atlantic
- TUCUMCARI**—Jimmy Rodgers.....Roulette
- YOU'RE GONNA MISS ME**—Connie Francis.....M-G-M

ALBUMS

- JOSE PLAYS THE LATIN WAY**—Jose Melis.....Seco
- THAT'S ALL**—Bobby Darin.....Atco
- STACCATO**—Elmer Bernstein.....Capitol

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

MUSIC AS WRITTEN

HONORS FOR MACERO

Teo Macero, the jazz composer and staff producer at Columbia Records, is beaming these days. The film "666" for which he wrote the music, has garnered two prizes in Venice, one from the Venice Film Festival—first prize winner for documentaries and shorts—and another from the Venice Chamber of Commerce, called the Golden Mercury Award. Macero, by the way, just completed his first opera, titled "The Heart" which may be performed in New York next season.

New York

Cliff Friend in town having a good time last week on a business trip to the East... Erroll Garner's concert at Carnegie Hall in New York under the Sol Hurok auspices will take place on October 16... Joe Valino has signed with Crosley Records of Philadelphia. Crosley has also signed Rosco and His Little Green Men, all of whom have green hair (not real of course)... Sam Hodge of Hodge Record Manufacturing Company in Philadelphia dropped us a note to say that his firm does not own any label, but is continuing to manufacture records for the trade as the firm has been doing for the past 10 years... Bobby Marchand had his first single released on Fury Records last week.

The Billy Butterfield combo is off on a string of one-nighter dates thru Texas... The Drifters and Phil Phillips will both join the Dick Clark Caravan this week... Andy Griffith will narrate an album of fairy tales for Capitol Records backed by the Billy May Ork. May is also writing the incidental music... Jerry will be at the Monticello Club in Framingham, Mass., thru October 2. Vale recently married actress-dancer Rita Grable... The Gene Krupa Quartet open at Mister K's in Minneapolis on October 5... Joe Lawrence, advertising manager of Columbia Records, became the father of a boy last week... Epic Records has recorded comic Phil Foster. Album is called "Phil Foster at Grossingers"... Al Shuman, general manager of Epic Records, has announced a national talent search for new recording artists for the firm's new subsidiary label, Alpine. Latter has just signed Bud and Ray, and the Rebels.

The Dukes of Dixieland will be at the Grandview Inn in Columbus, O., starting September 28... The Ramsey Lewis Trio and thrush Beverly Kelly will open at the Village Vanguard in New York on October 6... George Pickow of the Three Lions Studio in New York shot his 800th album cover this week... Jim Edward, Maxine and Bonnie Brown of "Three Bells" fame, have signed with MCA for TV and movies... Pianist Oscar Norde is now at the Arpeggio in New York... Jimmy Rodgers has cut a Christmas single, "Wistful Willie." Tune was penned by his accompanist, Al Lerner.

Eddie Heller and Charlie Hassin of M-G-M return to New York this week after a quick trip to the Coast on business... Jacques Kluger, the publisher, in New York on business. He will fly to the Coast before returning to Brussels... Don Elliott is busy backing singers on recording dates. He just did an album with Crystal Joy and another with Jane Harvey... The Russ Carlyle crew is in Hotel Peabody in Memphis until October 3.

Bob Rolontz.

Chicago

The Modernaires were pacted for Mercury by a.&r. veep Art Talmadge. Quintet immediately cut six sides for the label and is prepping album material. October 11, the Modernaires bow in the talent line-up for new George Gobel TV set on CBS... Ahmad Jamal Trio worked two Alaska concerts last week for flat \$6,500 plus plane tariff... Leonard Vannerson returns to Chicago office of Willard Alexander booking agency, replacing Freddie Dale. Vannerson, who formerly headed the office here recently moved to Alexander's New York office... A \$300,000 fire destroyed the Trio Club in Pine Bluff, Ark., owned by The Browns, performers on the current RCA Victor winner, "The Bells." Most of the loss is covered by insurance. The Browns—Maxine, Bonnie and J. E.—plan to build the swankiest bistro in Arkansas to replace the loss... Nat King Cole opens at Chez Paree October 3... Stan Dale, WAIT deejay, hoofed to Milwaukee to appear with Tony Curtis in filming of "Rat Race"... WBBM, CBS ailer here, staged a showcase in New York for time buyers called "Talent Airlift" last Tuesday. Making the trip were Deejays Mall Bellairs and Josh Brady; Singers Billy Leach, Connie Mitchell, Bill Lawrence, the Boyd Twins, Patty Clark, the King's Jesters; Pianist Sid Nierman and the Hal Kartun band.

Bernie Asbell.

Cincinnati

Ike Klayman, head of A. & I. Distributing Company here, reports a heavy demand for Fidelity Sound Recordings' "Ohio State University Marching Band" album, on which he holds exclusive Ohio distributorship. He reports shipping over 3,000 of the albums in the last two weeks and, with OSU officially kicking off its Big 10 grid season Saturday (26), he looks for sales to mount in ensuing weeks. Sales on the album in his territory last season hit better than 12,000, Klayman says... Julius La Rosa held down a starring role in the Star Theater's presentation of "Carousel" at the Shubert Theater here last week... Gordon and Shelia MacRae opened Friday (25) at Beverly Hills Country Club, Southgate, Ky., for a fortnight's stand.

Wednesday (23) in South Bend, Ind., where he was president of Notre Dame's radio-TV stations WNDU and WNDU-TV... Max Rudolf, music director of the Cincinnati Symphony Orchestra, hopped into New York last week to put the finishing touches on a second LP recording with Eileen Farrell, which will consist of 12 Puccini arias. The first LP on which they collaborated will be released by Columbia in October... Guy Harris, program director of WERE, Cleveland, spent two days here last week on a

(Continued on page 28)

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

The KINGSTON TRIO

Thanks deejays for your great reception!

Our latest:

"A WORRIED MAN"



WATCH FOR
NEW ALBUM
RELEAS
VERY SOON

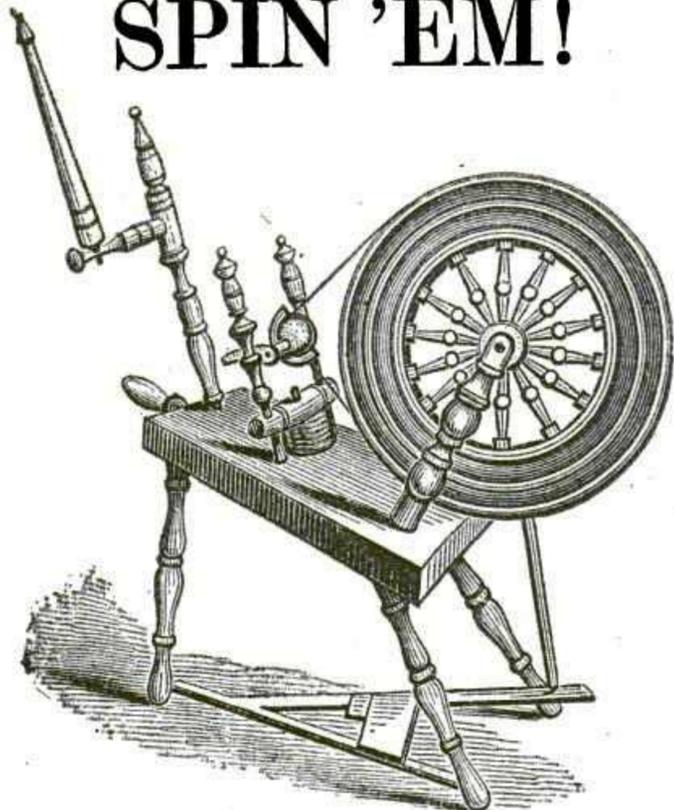
Exclusive Personal Management
FRANK WERBER AGENCY
Columbus Tower, San Francisco

Personal Booking
Associated Booking
Corp.

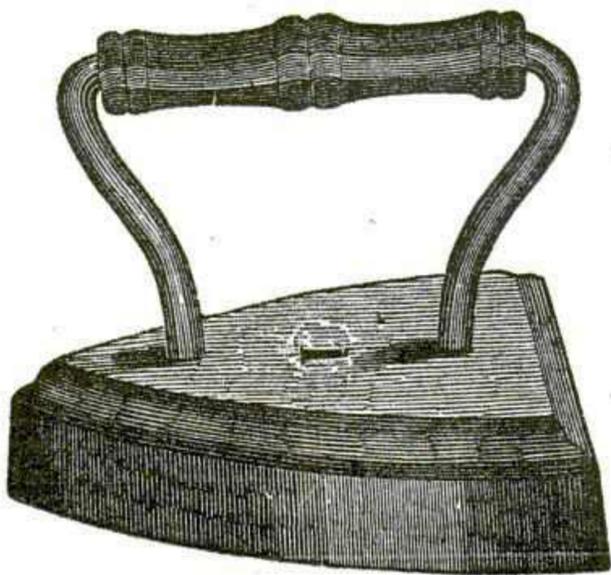
TV-FILM-RADIO
RECORDS
James Saphier Agency



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WE PRESS 'EM!



RCA Victor Custom Record Service is first with the big "Indies" of the record business. Disc jockeys, too, prefer records manufactured by RCA Custom. They have such a *sleek, smooth, satisfying* motion as they spin on your turntable. ■ RCA Custom Records give better sound, because they feature: an accurately centered hole, for distortion-free motion . . . highest quality vinyl compound . . . lowest surface noise. ■ Whether it's 45 or L.P., if it's manufactured by RCA Custom, it's the best product you can find anywhere.

FOR DJ'S GOING INTO THE RECORD BUSINESS:

Settle all your pressing problems this way! Choose RCA Custom, leader in the field. You get highest quality, every step of the way—newer, better equipment . . . expert recording techniques . . . three-plant "Speed Record Service" shipping . . . the capacity that gives you *all* the records you need, *when* you need them.

RCA VICTOR custom record sales

165 EAST 24TH STREET · NEW YORK 10, NEW YORK · MURRAY HILL 9-7200
445 N. LAKE SHORE DRIVE · CHICAGO 11, ILLINOIS · WHITEHALL 4-3215
1510 NORTH VINE STREET · HOLLYWOOD 28, CALIFORNIA · OLDFIELD 4-1680
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225 MUTUAL STREET, TORONTO



"SERVICE
ON A
PLATTER"

MUSIC AS WRITTEN

• Continued from page 26

secret mission. He put in his spare moments visiting local radio, TV and music friends.

Stan Kamin, refreshed from a recent vacation jaunt to the West Coast, has begun his new duties as regional director for Dot Records. He'll work out of Cincy, covering Wisconsin, Illinois, Ohio, Indiana and Kentucky. . . . Dick Overstake, out of the Pat Boone office, currently on tour covering deejays and Boone fan club members, in town for a day last week. . . . Paul Wexler, Colpix chief, was in recently with singer Jimmy Darren and the Misses Denmark and Texas, who made an appearance at the convention of the Motion Picture Theaters Owners of America held here. Wexler expressed himself as elated with early returns on his new low-price album release, "Huckleberry Hound."

Jack Larson, new on the Fraternity label, opens Monday (28) for a week stand at the Casino Royal, Washington, set by Vic Jarmel, of GAC, New York. He follows with a string of Florida dates for Peter Ward, who handles promotions for the J. M. Fields department stores in that State. Latter trek was arranged by Frank Hanshaw, of the Miami Beach, Fla., GAC office. . . . New Dot album release, "Stairway to Love," is an instrumental featuring Tye Robinson compositions. A native of Huntington, W. Va., Robinson now makes his home in Chicago. . . . John Gary (Fraternity) and his personal manager, Paul Carlson, spent Friday and Saturday (25-26) in Chicago calling on deejays to plug his new Fraternity releases, "Thank the Lord for This Thanksgiving Day" and "Little Things Mean a Lot" b.w. "Ever Since I Met Lucy." They left Chi for Hollywood Sunday (27) to begin preparations for Gary's appearance on the Lawrence Welk TV show Saturday (3). He makes his fifth appearance on the Jack Paar TV-er October 8.

Bill Sachs

Nashville

Vic McAlpin, much improved after serious heart surgery, was slated to leave the hospital over the weekend. . . . Joe Lucus, of Acuff-Rose Publications, was in Memphis and New Orleans last week promoting Hickory label's "Tennessee Waltz" recorded by the Jupiter Serenaders. Lester Rose, of Hickory and Acuff-Rose, says the "Waltz" is the best selling item on the label right now. Rose also reports that Wilma Lee and Stony Cooper's "Big Wheel" on Hickory is stirring c.&w. disk jockey action. Lester and Wesley Rose go with the Everly Brothers to New York for the Perry Como TV-er September 30.

Lucky Moeller, of the Jim Denny office, back in town Thursday (24) after several days in Las Vegas. . . . Young Nashville attorney and publisher, Kenny Marlow, reports that two young Nashville brothers have recently had 16 sides recorded, which the two kids penned exclusively for Kenny Marlow Music. The boys are Ron and Jimmy Isle. Both have record contracts, Jimmy with Sun and Ron with M-G-M. One of their songs, already released, is M-G-M's "Young Girls," recorded by Marvin Rainwater. . . . The Browns, Jim, Ed, Maxine and Bonnie, recorded at RCA Victor here Thursday and Thursday night. . . . Charlie Grean was in town last week. The Victor a.&r. man accompanied his wife, Betty Johnson, here. Betty appeared at the Tennessee State Fair with Gene Autry's "Hits of 1959." . . . Jimmie Driftwood was guest on "Grand Ole Opry" Saturday night and is skedded to cut an album session at RCA Victor Studio while in town. . . . Floyd Robinson was here last week to cut an RCA Victor album, then to hit the promo trail again to push his Victor success, "Makin' Love."

Owen Bradley got in Thursday afternoon (24) from New York with immediate plans to start a Tommy Jackson album for Decca. Jackson, a fiddler supreme, is slated to cut square-dance tunes on his first album for the label. . . . Harry Carlson was skedded for a Fraternity session at Bradley Studio Sunday (27). Artist booked was Richard Turley. . . . Don Law due here this week for a line-up of sessions at Bradley's, including a Johnny Horton session Monday night (28). Pat Twitty.

TIME MAG-CAPITOL TIE-IN

Capitol Records has effected a tie-in with Time Magazine whereby the news mag will use excerpts from Capitol-of-the-World Christmas albums on a paper disk to accompany Time gift subscriptions. Time will say it with music from Sweden, Italy, Australia and Poland in delivering its yule message.

Hollywood

Dot is issuing its first Keely Smith single, "I'd Climb the Highest Mountain" b-w "Don't Let the Tears Get in Your Eyes." Bill Vaughn provides the orchestral setting. . . . Stan Kenton Show, featuring the full-sized Kenton crew, June Christy and the Four Freshman, kicked off a 40-city tour Friday (25) at Newport's (Ky.) Copa Club. Troupe will travel by bus thru 15 States playing the college and auditorium circuit. A "live" disk session is scheduled en route, to be staged either at St. Louis' Kiel Opera House or Purdue U., with Cap exec producers Lee Gillette and Voyle Gilmore to handle the sessions.

Nat Cole leaves for New York to start rehearsals for Pat Boone's October 1 TV show. After the show he'll open the following day at Chicago's Chez Paree, and the day after his closing will appear on the Perry Como show. One day later, he opens at New York's Copa (October 22-November 18), followed by engagements at Blinstrub's (Boston), Pittsburgh's New Arena plus a three-week stand at Las Vegas' Sands opening December 30. He's also booked into Miami's Eden Roc and Puerto Rico's San Juan Hotel early in 1960. Lee Zhitto.

RECORDING SESSION PRODUCTION REPORT

DATE: 9-28

FROM:

Joe Reisman

THE MOST TALKED ABOUT BOOK... THE MOST PUBLICIZED MOVIE...

Now Becomes The Most Exciting Instrumental I've Ever Recorded!!!!

"LADY CHATTERLY'S LOVER"

AND

An infectious "blues stroll"

"MEMPHIS NIGHT WALK"

R-4198

AND MY THANKS FOR THE SALES FIREWORKS & WONDERFUL AIR PLAY ON MY LATEST ALBUM

"JOE REISMAN SALUTES THE ALL-TIME

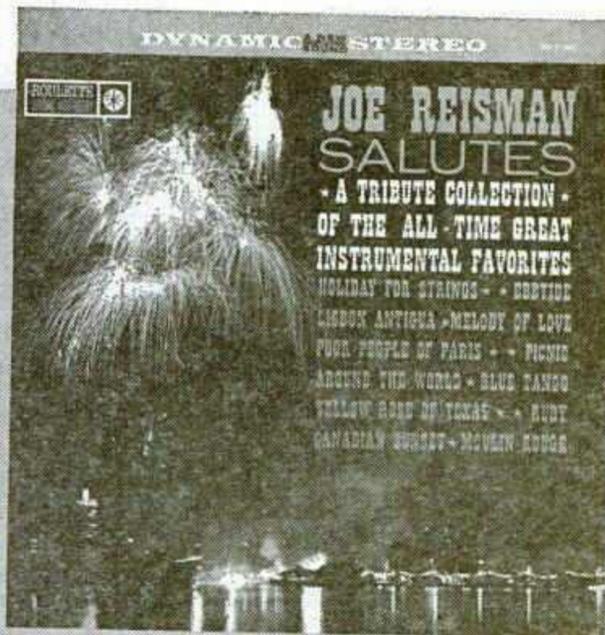
INSTRUMENTAL FAVORITES"

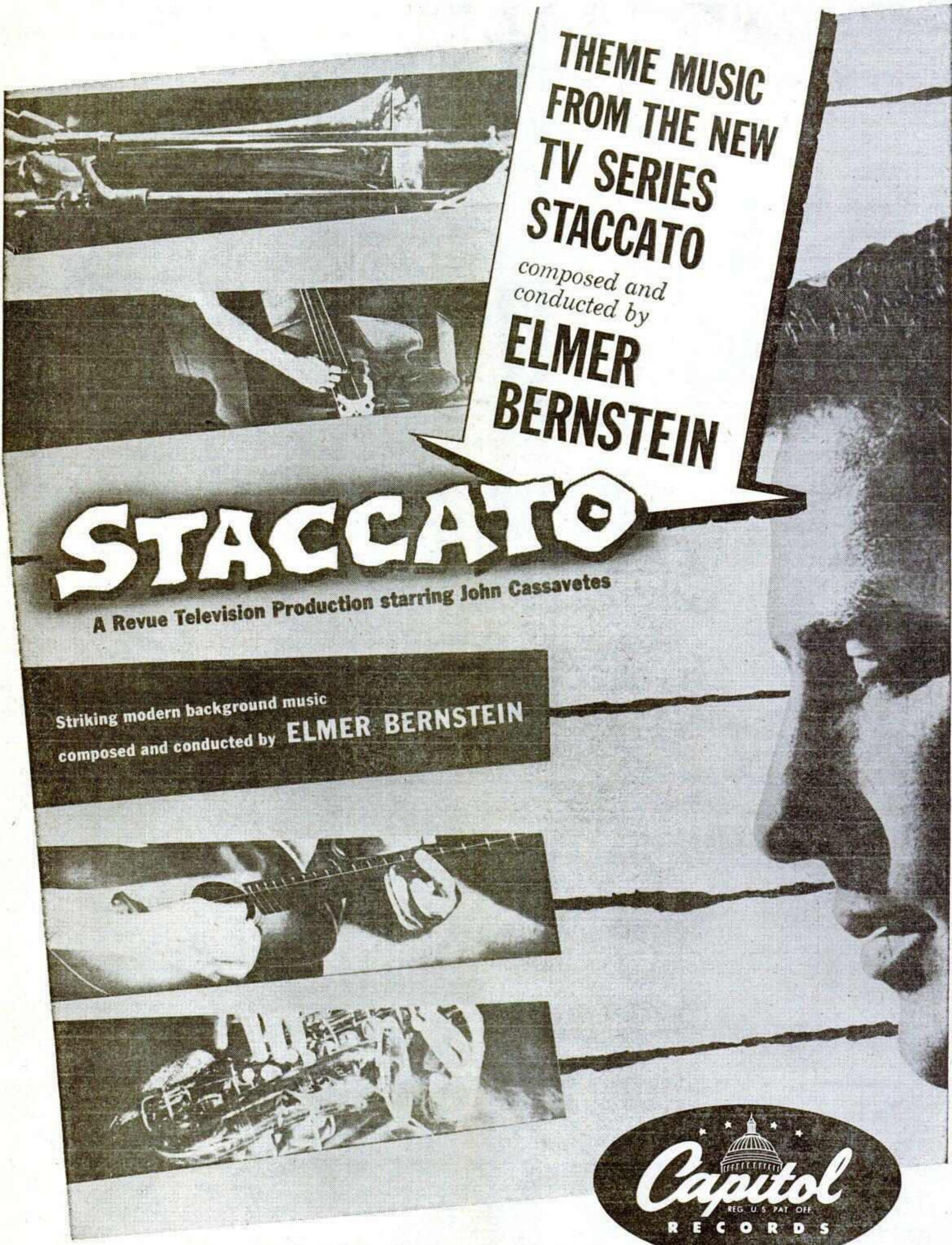
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A tribute to the No. 1 Best-Selling instrumentals presented in the same arrangements as the ORIGINAL HIT RECORDINGS!



ROULETTE





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 FROM THE NEW
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STACCATO
 composed and
 conducted by
**ELMER
 BERNSTEIN**

STACCATO

A Revue Television Production starring John Cassavetes

Striking modern background music
 composed and conducted by **ELMER BERNSTEIN**



ALBUM NO. T-1287

FULL DIMENSIONAL STEREO ST-1287

The Billboard TOP LP'S

FOR THE WEEK ENDING SEPTEMBER 27

BEST SELLING MONOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	KINGSTON TRIO AT LARGE, Capitol T 1199.....	15
2	2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	79
3	3	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	10
4	5	INSIDE SHELLY BERMAN, Verve MG V 15003.....	23
5	4	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	33
6	6	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133... 74	
7	7	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	33
8	8	NO ONE CARES, Frank Sinatra, Capitol W 1221.....	6
9	9	MY FAIR LADY, Original Cast, Columbia OL 5090.....	182
10	10	GIGI, Sound Track, M-G-M E 3641 ST.....	65
11	12	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	5
12	14	KINGSTON TRIO, Capitol T 996.....	15
13	13	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	278
14	28	HEAVENLY, Johnny Mathis, Columbia CL 1351.....	2
15	11	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	15
16	15	PORGY AND BESS, Sound Track, Columbia OL 5410.....	11
17	22	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	39
18	16	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	22
19	19	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160... 64	
20	18	FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	99
21	21	QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	5
22	17	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	18
23	23	HYMNS, Tennessee Ernie Ford, Capitol T 756.....	116
24	25	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	83
25	26	GYPSY, Original Cast, Columbia OL 5420.....	11

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	20	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	44
27	24	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.. 34	
28	27	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226.. 29	
29	29	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Records R 806.....	28
30	33	THE KING AND I, Sound Track, Capitol W 740.....	154
31	32	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	15
32	48	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001.. 2	
33	35	STILL SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	24
34	46	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	33
35	30	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	9
36	34	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	35
37	38	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.... 24	
38	40	BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	18
39	39	A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011.... 2	
40	45	ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	42
41	47	LOVE IS THE THING, Nat King Cole, Capitol W 824.....	6
42	31	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	14
43	36	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	37
44	37	OKLAHOMA! Sound Track, Capitol SAO 595.....	190
45	42	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130.. 16	
46	43	SWINGIN' PRETTY, Keely Smith, Capitol T 1145.....	7
47	—	CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163.....	11
48	—	SONGS BY RICKY, Ricky Nelson, Imperial 9082.....	1
49	41	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	20
50	—	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	15

BEST SELLING STEREOGRAPHIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	19
2	5	GIGI, Sound Track, M-G-M SE 3461 ST.....	19
3	7	NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	5
4	2	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	12
5	4	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.... 12	
6	3	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.. 17	
7	8	MY FAIR LADY, Original Cast, Columbia OS 2015.....	19
8	15	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	17
9	6	PETER GUNN, Henry Mancini, RCA Victor LP 1956.....	19
10	11	'S MARVELOUS, Ray Conniff, Columbia CS 8037.....	11
11	9	KINGSTON TRIO AT LARGE, Capitol ST 1199.....	13
12	12	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.... 19	
13	20	GYPSY, Original Cast, Columbia OS 2017.....	5
14	—	HEAVENLY, Johnny Mathis, Columbia CS 8152.....	1
15	10	FILM ENCORES, VOL. I, Mantovani, London PS 124.....	19

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	13	BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	12
17	19	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806.....	19
18	21	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	9
19	22	OKLAHOMA! Sound Track, Capitol SWAO 595.....	17
20	29	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022.....	2
21	30	FLOWER DRUM SONG, Original Cast, Columbia OS 2009.....	4
22	14	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.... 16	
23	16	STRAUSS WALTZES, Mantovani, London PS 118.....	15
24	18	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	12
25	24	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056.. 6	
26	—	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054... 13	
27	—	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600.....	14
28	17	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	18
29	26	ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006.....	4
30	27	FILM ENCORES, VOL. II, Mantovani, London PS 164.....	13

Album Cover of the Week



THE SOUND OF LOVE—MAYSA, United Artists UAS 6034. The dark, exotic beauty of the Brazilian thrush, in a striking close-up shot, creates an absorbing and unusual cover.

Best Selling Kiddie LP's on the Racks

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

- Popeye's Favorite Sea Chanties**
Allen SwiftRCA Bluebird LBY 1011
- Sleeping Beauty**
Darlene GillespieMickey Mouse MM 32
- Tales From the Great Book**
Joseph Cotten, Robert Preston.....RCA Bluebird LBY 1014
- Bambi**
Shirley TempleRCA Bluebird LBY 1012
- Wyatt Earp, Cheyenne and Other TV Favorites**
Various ArtistsRCA Bluebird LBY 1004
- Zorro**
Stan Jones, Henry Calvis, Jerome Courtland..... Mickey Mouse MM 28
- The Stars Sing**
Various ArtistsGolden LP 38
- Peter Pan**
Norman LeydenRCA Bluebird LBY 1009
- Humpty Dumpty's Album for Little Children**
Bud CollyerRCA Bluebird LBY 1015
- Fun in Shariland**
Shari LewisRCA Bluebird LBY 1006

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.

- Songs by Ricky**
Ricky NelsonImperial EP 162
- South Pacific**
Original CastColumbia EPA 850
- Side by Side**
Pat & Shirley BooneDot DEP 1076
- South Pacific**
Sound TrackRCA Victor EOC 1032
- Songs Our Daddy Taught Us**
Everly BrothersCadence CEP 110
- Still More Sing Along With Mitch**
Mitch MillerColumbia EPB 12831
- Ricky Sings Again**
Ricky NelsonImperial EP 159
- Peter Gunn**
Henry ManciniRCA Victor EPA 4333
- More Music From Peter Gunn**
Henry ManciniRCA Victor EPA 4339
- The Buddy Holly Story**
.....Coral EC 81108

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"CLASSICAL PREPACK" containing 43 new London classical LP's (35 stereo, 8 mono.)

STEREO

- 1-CS6070 Beethoven: SYMPHONY No. 4—Ansermet
- 1-CS6081 Mozart: SYMPHONIES Nos. 35 & 41—Krips
- 1-CS6083 Dvorák: SYMPHONY No. 2—Kubelik
- 1-CS6084 Saint-Saëns & Paganini-Kreisler: VIOLIN CONCERTI—Campoli
- 2-CS6089 Rossini: OVERTURES—Maag
- 1-CS6090 Schubert: TROUT QUINTET—Curzon
- 1-CS6094 Beethoven: CONCERTO No. 3—Backhaus
- 1-CS6099 Beethoven: CONCERTO No. 1—Backhaus
- 3-CS6100 Tchaikovsky: CONCERTO No. 1—Curzon
- 1-CS6107 Mozart: SYMPHONIES Nos. 32 & 38—Maag
- 2-CS6108 Tchaikovsky: SYMPHONY No. 6—Ansermet
- 2-CS6110 Brahms: SYMPHONY No. 1—Krips
- 2-CS6117 Tchaikovsky: SYMPHONY No. 5—Solti
- 1-CS6126 Borodin: SYMPHONIES Nos. 2 & 3—Ansermet
- 3-CS6127 Tchaikovsky: SWAN LAKE—Highlights—Ansermet

- 2-CS6128 Delibes: COPPELIA—Highlights—Ansermet
- 3-CS6129 R. Strauss: ALSO SPRACH ZARATHUSTRA—Karajan
- 1-OS25081 OPERATIC RECITAL—Giuseppe de Stefano
- 2-OS25082 RENATA TEBALDI SINGS VERDI
- 3-OS25084 Puccini: MADAMA BUTTERFLY—Highlights
- 1-OS25085 Verdi: LA FORZA DEL DESTINO—Highlights

MONOPHONIC

- 2-LL3130 R. Strauss: ALSO SPRACH ZARATHUSTRA—Karajan
- 1-5477 Mozart: DIE ZAUBERFLOTE—Highlights
- 1-5478 Mozart: COSI FAN TUTTE—Highlights
- 1-5483 Giordano: ANDREA CHENIER—Highlights
- 2-5484 Lehar: THE MERRY WIDOW—Highlights
- 1-5488 OPERATIC RECITAL—Giuseppe di Stefano

"POPULAR PREPACK" containing 50 new London "pop" LP's (21 stereo, 29 mono.)

STEREO

- 2-PS113 GREAT FILM THEMES—Stanley Black
- 1-PS167 LOVE SONGS OF ITALY—Vico Torriani
- 1-PS168 THE GREATEST FOR DANCING—George Evans
- 1-PS170 COUNTRY CLUB DANCE—Bill Savill
- 3-PS173 MORE ROS ON BROADWAY—Edmundo Ros
- 2-PS174 MY VERY GOOD FRIENDS THE BANDEADERS—Ted Heath
- 2-PS175 HITS OF THE TWENTIES—Bygraves/Heath
- 3-PS176 ALL-TIME TOP TANGOS—Stanley Black
- 3-PSA3202 ALL AMERICAN SHOWCASE—Mantovani

MONOPHONIC

- 1-LL3118 LOVE SONGS OF ITALY—Vico Torriani
- 2-LL3119 THE GREATEST FOR DANCING—George Evans
- 2-LL3121 COUNTRY CLUB DANCE—Bill Savill
- 6-LL3122/3 ALL AMERICAN SHOWCASE—Mantovani
- 3-LL3126 MORE ROS ON BROADWAY—Edmundo Ros
- 2-LL3127 MY VERY GOOD FRIENDS THE BANDEADERS—Ted Heath
- 2-LL3128 HITS OF THE TWENTIES—Bygraves/Heath
- 2-LL3129 ALL-TIME TOP TANGOS—Stanley Black
- 1-TW91191 STUDENT DRINKING SONGS
- 1-TW91192 HAPPY POLKAS AND WALTZES
- 1-TW91198 CONTINENTAL FAVORITES—Caterina Valente

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Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

WITH THESE HANDS



Roger Williams, Kapp KL 1147; KS 3030 (Stereo & Monaural)—Roger Williams should please his many fans with this strong, new album. The tunes are all familiar, ranging from "Two Different Worlds" to "Greensleeves" and they are played by the pianist with warmth and feeling. He is backed on the album with the orks of Marty Gold, Frank Hunter and Gen Von Hallberg. This should be another solid seller for Williams.

THE FABULOUS EARTHA KITT



Kapp KL 1162 & KS 3046 (Stereo & Monaural)—Fabulous is the word for Miss Kitt in her first LP effort for her label. She excels on a flock of tunes including Jewish, Spanish and American themes. She goes from the smart and sultry to the sweet and simple, and her approach is always fresh and refreshing. Jocks can have a ball with this item, and it should also lure her fans. Sound is a plus factor, and the packaging is attractive.

TIME TO SWING



Dakota Staton, Capitol T 1241—The thrush has another likely chart item with her latest, attractive LP. Tunes and tempos are nicely assorted to include a fair share of ballads and swingers—all read with her usual warmth and style. Selections include "But Not for Me," "When Lights Are Low" and "Gone With the Wind." Good cover photo of the artist.

WHEN I'M THINKING OF YOU



Tommy Sands, Capitol T 1239—Sands has a strong package to follow his "This Thing Called Love." The accent is on romantically styled tunes, tho the set does include some moderate-paced selections. It's a good jockey programming item with one side devoted to sweet love songs, and the other to sadder tunes. Displayable cover and fine sound add sales value. Numbers include "I'm Glad There Is You," "I Get the Blues When It Rains" and "Hello, Young Lovers." Backing by Nelson Riddle is excellent.

LET'S PLAY FATS DOMINO



Imperial LP 9065—Set is made up of some of the artist's past and current single best sellers. The strong New Orleans approach that exemplifies Domino sound is featured on "I Want to Walk You Home," "I'm Gonna Be a Wheel Someday" and "Margie" among others. His fans should find it attractive fare. Good cover shot of the artist.

Country & Western

SING ALONG COUNTRY STYLE



The Almanac Singers, Warner Bros. WS 1330 (Stereo & Monaural)—Here's another sing-along-type LP, with a group of "Grand Ole Opry" warblers providing fine community-sing-styled treatments of some memorable country-pop hits—"Singing the Blues," "Don't Let the Stars Get in Your Eyes," "Night Train to Memphis," "Slippin' Around," etc. Good sales prospects in both markets.

Sound

RICHARD STRAUSS: EIN HELDENLEBEN



The London Symphony Orch. (Ludwig), Everest SDBR 3038 (Stereo & Monaural)—A stereo triumph! Sections lend themselves importantly to stereo recording—the dialog between solo violin and the other sections of the orchestra, for example, in Part III. Sound thruout is brilliant, and this reading by the London Symphony ranks among the best. An exciting buy for the new owner of stereo equipment.

MERRY GO ROUND MUSIC FOR THE YOUNG IN HEART



Golden Crest CR 3054—Set can have huge appeal to bugs. All of the selections were recorded on either the Military Band Organ or the Giant Military Band Organ. All create the feeling of the circus or carnival runway. Part of the charm of the disk is the lack of the attempt to delete the mechanical noises of the instruments. The album was recorded at the Musical Museum at Deansboro, N. Y.

LES BAXTER'S WILD GUITARS



Capitol T 1248—Baxter in using various groupings of electric and/or Spanish guitars comes up with some intriguing sounds. Bright chorus added to the numbers with exciting percussive effects allows for further versatility and interest. The tunes are mainly of Latin origin, and several Latin tempos are featured. Selections include "Tico Tico," "Ritual Fire Dance" and "Piccolissima Serenata." Sound thruout is excellent.

Jazz

BRASS SHOUT



Art Farmer and various artists, United Artists UAS 5047 (Stereo & Monaural)—Farmer comes more into his own in this excellent package. Backed by brass choirs and rhythm section on the seven-track set (with charts by Benny Golson), the trumpeter attractively styles a varied program. Tunes include "Moanin'," "Stella by Starlight" and "April in Paris." Ballad or up-tune, he handles both capably with support from a flock of top jazz artists. It's perhaps his finest to date.

Jazz Low-Price

JAZZ HALL OF FAME, VOL. II



Various Artists, Design DLP 113—Here's another in the label's series called the "Jazz Hall of Fame," and it's a mighty good one. It contains recordings by Maxine Sullivan singing "Loch Lomond," Django Reinhardt and his combo playing "Nuages," and sides by such jazz greats as Jack Teagarden, Charlie Mingus, Osie Johnson, Josh White, Ralph Burns, Charlie Shavers and Big Bill Broonzy. A solid package at the price for jazz fans.

SPECIAL MERIT SPOTLIGHTS

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

JAZZ

NEW ORLEANS JAZZ—THE FLOWERING

Various Artists, Folkways FA 2465—Another album in the label's history of New Orleans jazz that should be of intense interest to all fans. It deals with the period 1910 to 1920, the period titled "The Flowering of New Orleans Jazz." There are sides by Punch Miller, Emile Barnes, Billy Pierce, Kid Clayton, Tony Parenti and others, and the musicians get a chance to talk about their music as well as play it. There are also interesting liner notes by Sam Charters, who also plays on some of the sides.

CLASSICAL

MISS ANN SCHEIN

Kapp KC 9040 S (Stereo & Monaural)—Miss Schein is a capable and talented pianist. She performs the four Chopin Scherzo's with feeling, displaying fine technique and understanding. The set has been well-recorded, and the composer's admirers will find little fault. This quality item rates consideration, and with exposure it can sell.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ THAT GIBSON BOY

Don Gibson, RCA Victor LSP 2038 & LPM 2038 (Stereo & Monaural)—Don Gibson's third Victor LP spotlights more of his ingratiating, rich warbling treatments of some pleasant country items. Gibson's strong following in the pop field gives the package solid dual market appeal. Selections include "Foggy River," "Midnight," "It's My Way" and "Didn't Work Out Did It?"

★★★★ STANLEY MELBA PRESENTS AN EVENING WITH JEROME KERN

United Artists UAL 3039 (Stereo & Monaural)—Dolores Perry, Wilbur Evans, and Bill Tabbert are the fine vocalists in this collection of the truly cream of the Kern's tunes. Miss Perry and Mr. Evans score in the infectious "I Won't Dance." Bill Tabbert's rendition of "The Song Is You" is one of the best, and Miss Perry shines in her solo of "Can't Help Lovin' Dat Man." Others include, "The Last Time I Saw Paris," "Who," "All the Things You Are" and many others. Release of attractive double covered package is timely with the TV show dedicated to Mr. Kern. Should ring up big sales.

★★★★ THE BOBBY HACKETT QUARTET

Capitol T 1325—Some of the smoothest and polliest jazz around is presented by Hackett and his crew which includes Dave McKenna on piano, Dick Scott, drums, and Hawaiian Bob Carter on bass. In many of the intros, Hackett blows with the piano lending harmonic support, which creates an interesting sound. Each man, otherwise, takes his breaks in sequence. It's tasteful jazz with strong pop potential. Tunes include "The Lady Is a Tramp," "Undecided," "High Society," etc. Fine wax for the groovier locks.

★★★★ YOUR GUY LOMBARDO MEDLEY VOL. 2

Capitol T 1244—Lombardo offers his own personal brand of dance music supreme with the modern hi fi sound. This is one of a series by the noted maestro and the set includes 40 tunes, most of them familiar standards. Music on both sides is continuous, making for uninterrupted dancing. Can be a long pull seller.

★★★★ POTLUCK

The John LaSalle Quartet, Capitol T 1238—The foursome has a smart sound in their presentations of a flock of attractive items. Their approach is fresh and original. Set spotlights an excellent a cappella reading of "Vespers" and such other numbers as "Once in a While," "The Night We Called It a Day" and "A La Calire Fontaine," a charming folk tune. Gag cover can draw.

CLASSICAL ★★★★★

★★★★ THE MUSIC OF RIGOLETTO

The Rome Symphony Orch. (Savino), Kapp KC 9032 S (Stereo & Monaural)—Latest in the Kapp "Operas Without Words" series gives a musical synthesis of "Rigoletto's" main themes. As usual, the lovely arias and dramatic sequences are treated to a crisp, unsaccharine and tasteful reading by Savino, with cellos and violins taking the place of vocalists. Should prove good fare for enthusiasts who like their grand opera in any attractive dress.

★★★★ STRAVINSKY: FIREBIRD AND AGON

New York City Ballet Orch. (Irving), Kapp KC 9037 S (Stereo & Monaural)—First-rate performances here by the New York City ballet orchestra of two important Stravinsky works. The "Firebird," of

course, has been recorded many times, but "Agon," the suite of dances performed this season by the New York City Ballet Company, has been recorded only a few times to date. The performance is good and so is the recording, and the stereo sound is fine.

★★★★ KAY: STARS AND STRIPES, WESTERN SYMPHONY

New York City Ballet Orch. (Irving), Kapp KC 9036 S (Stereo & Monaural)—Hershey Kay's adaptation of Sousa's march themes is given an exciting treatment by the ballet orchestra. Barber's programmatic work is also presented with a clean and precise interpretation. Two of the most popular work's in the New York City Ballet's repertoire, the set can sell to balletomanes. Appeal can be widespread due to the ensemble's tours. Set rates exposure.

LOW-PRICE CLASSICAL ★★★★★

★★★★ THE GREATEST VOICES OF A GOLDEN ERA VOL. 1

Various Artists, Design DLP 121—Here's a collector's item which should do well sales-wise. The nostalgic line-up includes sides by such all-time greats as Caruso, Melba, Rosa Ponselle, John McCormack, Mary Garden, Chaliapin, Tito Schipa, Emmy Destinn and Leo Slezak. The quality of most of the sides is surprisingly good.

INTERNATIONAL ★★★★★

★★★★ CECILE DEVILLE—THE GIRL FROM PARIS

With Russ Morgan Ork. Everest SDBR 1043 (Stereo & Monaural)—French canary sings a group of standards in French and English, registering strongly in both with her fresh, rich vocal quality. Russ Morgan provides solid backing on such nostalgic items as "My Heart Belongs to Daddy," "I Could Have Danced All Night" and "The Lady Is a Tramp." Excellent deejay wax for jocks in search of new talent.

★★★★ RITMOS FLAMENCOS

El Nino de Alicante & His Flamenco Ensemble, Ateo 33-106—A handsome production is this new set, and it's full of live, vigorous and fine strumming. In some instances the listener hears the excited shouting of the gypsy dancers in the background. But the show belongs to El Nino de Alicante who does a virtuoso job with the instrument. Recording quality is crisp and clear. The Goya painting on the cover is in keeping with the tone of the set. A fine product in its class.

LATIN AMERICAN ★★★★★

★★★★ CUBAN DANCE PARTY

Bebo Valdez Ork. Everest SDBR 1067 (Stereo & Monaural)—This is one of the classiest sounding Latin packages around. The sound of the big band fairly sparkles with liveness. There is considerable separation evident, but beyond that the depth of the sound is mighty convincing. Samples of the repertoire would include "Babalu," "El Cumbanchero," plus various cha cha and other Latin rhythms. Cover shows a reproduction of the headgear worn by Premier Castro's "26 Julio" movement. For the Latin-minded this is a solid buy.

NOVELTY ★★★★★

★★★★ SANDY BECKER CALLS BINGO

RCA Victor LBY 1034—This is purely and simply a kiddie version of bingo. Included are 18 bingo cards, cover markers, number check sheet and rules. Sandy Becker, on six different bands of the disk, calls out various sequences of numbers for the players to follow. It's an interesting and different idea for a disk and figures as an excellent children's gift suggestion.

★★★★

GOOD SALES POTENTIAL

POPULAR ★★★

★★★ THE MUSIC OF GEORGE GERSHWIN AND COLE PORTER

Pollakin Ork & Choral, Everest SDBR 1051 (Stereo & Monaural)—Despite the spate of packages of Gershwin and Porter, this one is captivating. The large orchestra of strings, woodwinds, French horns, trombones, trumpets, etc., plus an 18-voice orchestra, has been finely directed and produces outstanding sound. Material includes "Bess You Is My Woman," "Someone to Watch Over Me," "Night and Day," "Wunderbar," etc.

★★★ THE BIG CIRCUS

The Symphony Orch. of Munich (Graunke), Todd MT 5001—"The Big Circus" movie should do well at the box office, according to reports, which gives this package of original music from the film some sales appeal. Kurt Graunke and the Sym-

(Continued on page 36)

EVEREST

This is

* **EVEREST**

The remarkable EVEREST sound on this record is the result of a revolutionary new method of magnetic recording developed by EVEREST utilizing 35 mm magnetic film.

To the right is a graphic representation of this new material. What you see here, your ears will quickly verify when you listen to an EVEREST recording.

Notice that now EVEREST engineers have over 3 times the normal space available on $\frac{1}{4}$ " tape. This means distortion free, perfect sound. 35 mm magnetic film allows EVEREST engineers to make recordings with

- No distortion from print through
- No distortion from lack of channel width
- Absolute minimum of "wow or flutter"
- Highest possible signal to noise ratio
- Greatest quality and dynamic range ever recorded

With 35 mm magnetic film, the base material on which the magnetic oxide is coated is five times thicker than conventional tape and is similar to the film used for motion pictures. This thickness permits the recording of extremely high sound intensities without the danger of layer-to-layer "print-through." The width of 35 mm magnetic film is such that it can accommodate three channels, each of which is as wide as the standard $\frac{1}{4}$ " recording tape. Because of this great channel width it is possible to produce stereo recordings in which the usual "background noise" is inaudible. Another similarity of magnetic film to motion picture film is that it has sprocket holes cut along each edge. The drive mechanism is also similar to motion picture cameras in that sprocket gears engage these sprocket holes affording a smoothness of motion that reduces "wow and flutter" to an absolute minimum. The film has another advantage in its great tensile strength which effectively eliminates pitch changes due to "tape stretch," a condition heretofore almost impossible to control.

Drawing on the extensive experience in the motion picture sound field BELOCK INSTRUMENT (of which EVEREST is a division), requested Westrex Corporation to build special equipment to EVEREST'S exacting specifications in order to accomplish these advantages. This equipment includes the use of special recording heads which afford complete wide band frequency response beyond that normally specified in any present day motion picture recording.

It is of interest to note, that when sound tracks of great motion pictures originally recorded on 35 mm magnetic film are released as phonograph records, the normal technique is to re-record the sound from the 35 mm magnetic film to conventional tape. EVEREST, through its advanced processes and equipment, is the only record company able to transfer all Master Records directly from the 35 mm magnetic film to the recording heads.

To assure maintaining the high quality of EVEREST sound on every EVEREST recording, the same equipment that is used in the BELOCK Recording Studios is utilized for recordings made anywhere in the world. By utilizing specially designed portable versions of EVEREST 35 mm equipment, EVEREST engineers are able to make recordings and maintain the rigid standards and excellence of quality available in the Studios.

This advanced engineering and special equipment in addition to meticulous attention to detail, results in EVEREST sound, a sound that has been acclaimed as superb by critics and record enthusiasts throughout the world.

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is recorded on
magnetic film 35mm wide
←→
actually this size

←→
 $\frac{1}{2}$ " tape
used for
conventional
stereo recording

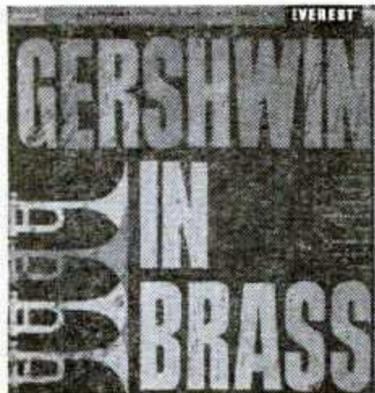
Actual size
of standard
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EVEREST

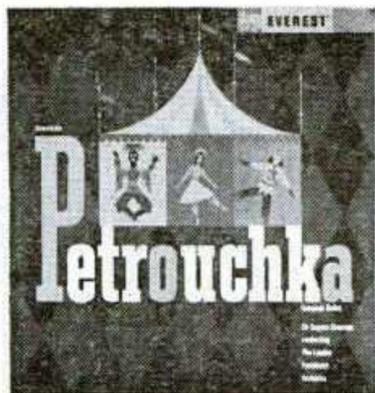
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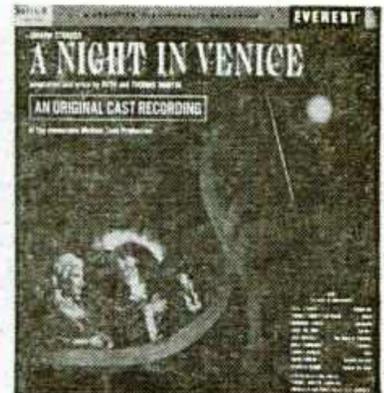
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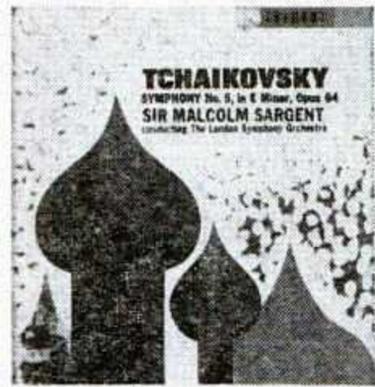
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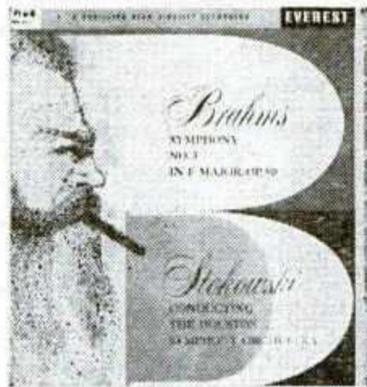
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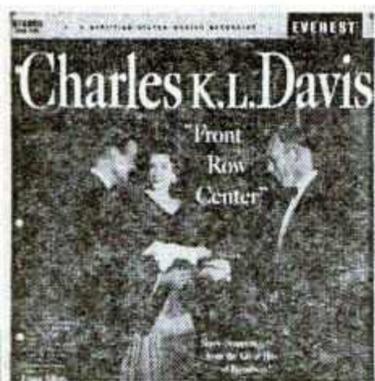
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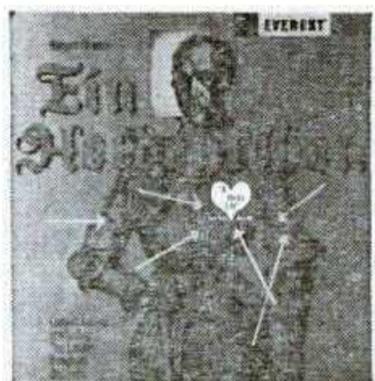
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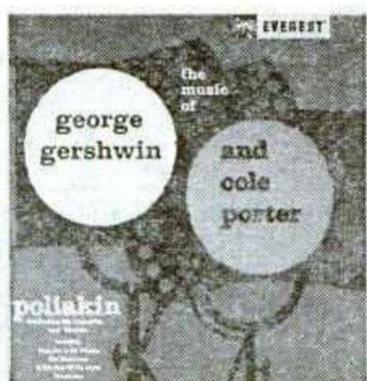
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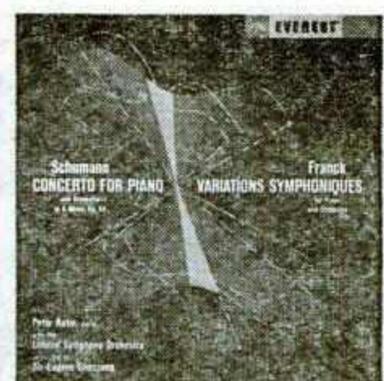
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MONOPHONIC-LPBR 6038 • STEREO-SDBR 3038



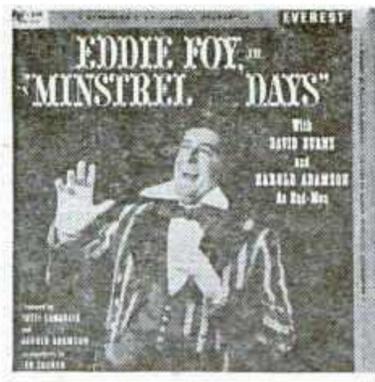
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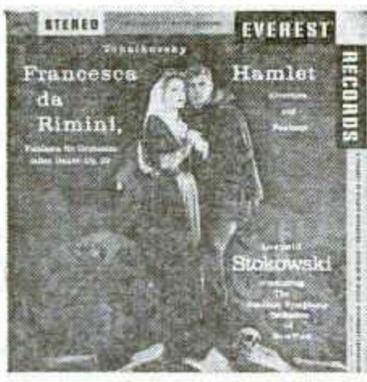
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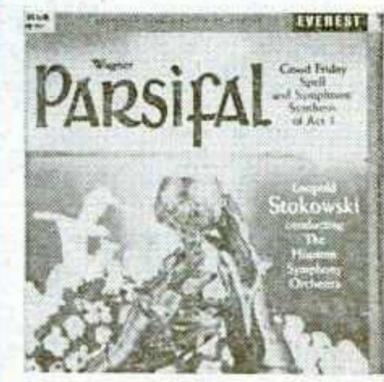
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MONOPHONIC-LPBR 5039 • STEREO-SDBR 1039



MONOPHONIC-LPBR 6011 • STEREO-SDBR 3011

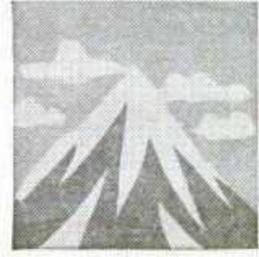


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Reviews and Ratings of New Albums

Continued from page 33

★ ★ ★ GOOD SALES POTENTIAL

phonic Ork of Munich provide some refined circus-type instrumental treatments of the colorful scores while a chorus sings the title song, a verveful item penned by Paul Francis Webster and Sammy Fain.

★ ★ ★ GOLD ON SILK
The Ray Wright Ork. Everest SDBR 1048 (Stereo & Monaural) — Excellent stereo sound marks this package, which spotlights top brass soloists (gold) against a large group of strings (the silk) with considerable effect. Excellent jockey wax. Selections include "Stormy Weather," "Why Was I Born?" and other standards. Soloists include Will Bradley, Doc Severinsen, Jimmy Chambers and Don Dutterfield.

★ ★ ★ BARBERSHOP QUARTET WINNERS—1959 MEDALISTS.
Decca DL 8927—Another in the label's continuing series of annual quartet winners of SPEBSQSA competition. Presented here are the new international champs, the Four Pitchikers and the runners-up, the Evans Quartet, the Town and Country Four, the Easternaires and the Shortcuts. The winning Pitchikers are particularly impressive on the disk and readily show why they became the titleholders. Set should enjoy a good sustained sales to the devotees of this art.

★ ★ ★ BARBERSHOP CHORUS WINNERS
Decca DL 8928—For many fans, the Barbershop choruses have their own special appeal over the quartets with a notable absence of the extra strong tenor of the quartet who sometimes tends to unbalance a blend. These choruses are the top five as determined in a contest last July in Chicago. Represented here in the order of finish are the Pekin, Illinois, Chorus, the Chordsmen Chorus, the Harmony Hawks, the Port City Chorus and the Razor's Edge Chorus. Mighty nice listening for fans of the four-square sound.

★ ★ ★ CRAZY JOE CHA CHA CHA
United Artists UAL 3046 (Stereo & Monaural)—The spicy cha cha and merengue beat is applied to some originals and international standards by the pianist. The bass and drum player are also billed as Crazy Jose. Amusing notes and appearance of the back of the jacket gives the set some novelty interest. Tunes include "Tea for Two Cha Cha," "Brazilian Nuts" and "Por Favor." Potential in pop and Latin-American marts.

★ ★ ★ THE ROCKIN' STRINGS OF RAY MARTIN
RCA Victor LPM 2130—Ray Martin, the English arranger, has a rocking album that should appeal to the teens as well as the adults. The tunes move, sparked partly by the triplet beat behind the ork and the attention-getting string work. The selections are all standards, ranging from "Who's Sorry Now?" and "I'll Always Be in Love With You" to "Too Young" and "Blueberry Hill." It's both exciting and swinging.

★ ★ ★ MITZI GAYNOR SINGS THE LYRICS OF IRA GERSHWIN
Verve MG V 2115—Actress Mitzi Gaynor comes thru with commendable performances on a wonderful group of Ira Gershwin tunes, some of them penned with brother George and others written by Vernon Duke, Kurt Weill and others. The thrush handles them expressively, backed by listenable arrangements. Tunes include "My Ship," "Soon," "Treat Me Rough," "I Can't Get Started" and "Isn't It a Pity."

★ ★ ★ SWINGIN' SERENADES
Kenyon Hopkins Ork. Capitol T 1236—All of the selections have "serenade" in their titles. The programmable set includes such fare as "Autumn Serenade," "The Donkey Serenade" and "Serenade in Blue." The numbers are all given colorful and imaginative arrangements. Good jockey programming item.

★ ★ ★ CRY
Bill Shepherd and the London Strings. Signature SM 1915 — Set of ballads with mild rock arrangements. The selections are patterned after versions of "Only You" and "Cry," which were recent single clicks. It's an easy listening item that can appeal to teens or adults. In addition to the above-mentioned tunes, "Misty" and "Stardust" are also included. Sound is good.

★ ★ ★ THE LANCERS
Imperial LP 9075 — The Lancers offer a program of standards that include semi-classical, pop and international items. Their approaches are listenable, and the arrangements are complementary. It's a fine decay programming item, and it should enjoy fair sales. Tunes include "Whispering Grass," "Kiss of Fire" and "I Almost Lost My Mind."

JAZZ ★ ★ ★
★ ★ ★ THE SOFT SWING
The Stan Getz Quartet with Mose Allison, Jerry Segal and Addison Farmer. Verve

MGV 8321—Stan Getz, playing with Mose Allison, Jerry Segal and Addison Farmer, turns some very accomplished work on this attractive album. It was waxed over two years ago and is softer, more emotional and rhythmic than the old honking style he used to play. There are only five tunes in the set, with "All the Things You Are" and the original "Down Beat," two of the best.

★ ★ ★ LEE KONITZ MEETS JIMMY GIUFFRÉ
Verve MG V 8335 — Lee Konitz meets Jimmy Giuffrè on this new waxing, and the meeting comes off just fine here. The album features contrapuntal harmony, with each member of the all-star band in back of the two leads getting a chance to show off a lyrical-type line. Konitz and Giuffrè both acquit themselves well, with Konitz getting a bit more of the action, but not much more than Giuffrè. Tunes include both standards and jazz originals, including "Darn That Dream," "When Your Lover Has Gone" and "Cork 'n' Bib."

★ ★ ★ YELLOW DOG BLUES
The Don Ewell Quartette. Audiolophile AP 66—Listenable Dixieland jazz by Don Ewell Quartet including such standards as the title song, "Blues My Naughty Sweetie Gave to Me" and "Atlanta Blues." Other titles include "Tishomingo Blues," "Georgia Bo Bo" and "Ole Miss." Pleasant wax.

★ ★ ★ CAL-ESSENCE
Calvin Jackson, Piano. Raynote 3001 M—Calvin Jackson comes thru with some pleasant piano work on this new set. He handles such standards as "Don't Get Around Much Anymore," "Satin Doll," "Isn't It Romantic" and a number of his own originals with sparkle. Good listening here.

★ ★ ★ RUBY BRAFF BLOWING AROUND THE WORLD
Ruby Braff Quintet. United Artists UAS 6045. (Stereo & Monaural) — Trumpet man Ruby Braff, working with a four-man rhythm group provides some sparkling performances on the set, the key of which is material with a geographical base—"Loch Lomond," "Song of India," "April in Paris," "Come Back to Sorrento," etc. The background group includes Bob Brookmeyer (on piano rather than trombone); B. Galbraith, guitar; J. Benjamin, bass and B. Drootin on drums. A swinging combo set with a displayable cover.

★ ★ ★ THE HOME OF THE HAPPY FEET
Various Artists. Capitol T 1243 — Maestro - arranger - conductor Van Alexander reminisces about his early days working with the great Chick Webb at the Savoy Ballroom in Harlem. Remembrances take the form of new and swinging interpretations of the tunes made famous by or identified with the name bands that played the Savoy. This treatment is accorded Webb plus such names as Don Redman, Teddy Hill, Andy Kirk, John Kirby, Claude Hopkins, Al Cooper and Lucky Millinder. A real fine sound here which the swingsters will appreciate.

★ ★ ★ FINIAN'S RAINBOW AND BRIGADOON REMEMBERED
Lee & Hal Schaefer. United Artists UAL 3035 — Pianist Hal Schaefer leads his swinging crew thru a flock of familiar melodies from two great Broadway hits of another day. The combo features mixed instrumentations of alto, flute, tenor, bass clarinet with common rhythm of bass and drums. Lee (Mrs. Hal) Schaefer lends her husky and sincere thrashing to a sprinkling of the numbers. A well-produced set and on the basis of successful sales for numerous jazz versions of show scores, it can have a good counter life.

CLASSICAL ★ ★ ★
★ ★ ★ TCHAIKOVSKY: THE NUTCRACKER SUITE (2-12")
The New York City Ballet Ork. (Irving). Kapp KX 5007 S (Stereo & Monaural)—A capable and lovely rendition of the beloved Tchaikovsky work. The music is lyrical and pleasant enough to stand on its own without visual aid of the ballet. It has, however, undergone several other major recordings that can offer strong competition. With a shove the set could still attract good sales.

★ ★ ★ SCHUMANN: CONCERTO FOR PIANO; FRANCK: VARIATIONS SYMPHONIQUES
Peter Katin, Piano with the London Symphony Ork. (Goossens). Everest SDBR 3036 (Stereo & Monaural)—Tender, moving interpretation of the familiar piano concerto. This one's for everybody; sound addicts; classics lover; beginning collector and stereo fan. The coupling with the heroic Franck piano work makes sense plus a desirable program. Good, all-around buy!

★ ★ ★ STRAVINSKY: PETROUCHKA
The London Symphony Ork. (Goossens). Everest SDBR 3033 (Stereo & Monaural)—A full-throated high fidelity showpiece. Stravinsky scored the work with many brilliant effects (drums with a locomotive-like insistence, cymbals, triangles, massed horns and strings). The effects are particularly strong in the stereo version in which individual instruments stand out clearly in spatial relationship to one another. Work itself is not the most accessible, but this disk should appeal to more than just Stravinsky fans.

★ ★ ★ SELECTIONS BY LISZT AND SCHUBERT
Sviatoslav Richter, Piano. Columbia ML 5396—The top Soviet pianist plays Liszt with polish, technical brilliance and vitality. So do other pianists, but Richter combines these talents with a beauty of tone and a tenderness that makes these Etudes and Valses truly unequalled. The same exquisite taste is present in his Schubert Impromptus. While the sound of this recorded concert is muffled and cough-racked, it does have the virtue of great reality.

FOLK ★ ★ ★
★ ★ ★ NIGHT ON THE DESERT
Hillel & Aviva. Kapp KS 3047 (Stereo & Monaural)—A sampling of Israeli folk songs by a duo who have lived in Israeli all their lives, but are well known to folk music devotees via concerts here. Haunting and unusual is the quality of the package, with the lyrics accompanied by shepherd's pipe and goat skin drum. The notes contain translations of the songs. A class folk package.

★ ★ ★ FALSE TRUE LOVERS
Shirley Elizabeth Collins. Folkways FG 3564 — Miss Collins, a South-of-England lass, is artful in taking the traditional ballads and re-creating them in the folk idiom. "Bobby Shaftoe" and "Foggy, Foggy Dew" as she presents them are as far removed from the nursery and bawdy party as they are from pseudo-hootenannies. These are exquisite, loving renditions that achieve the dimensions of place (Sussex) and timeliness. She is accompanied by guitar and five-string banjo. Interesting notes by Stan Lomax.

INTERNATIONAL ★ ★ ★
★ ★ ★ BOUZOUKKE PARTY
Poly Panos. Nina L 67—Thruout New York dozens of small, intimate Greek coffee shops have sprung up, frequented by celebrities as well as many Greek-American citizens, etc. In these cafes a special type of music, called Bouzouk, (after a gourd like instrument), that could be called, loosely Greek jazz. On this set Poly Panos sings a number of Greek songs backed by two bouzouk players. It's infectious and a lot of fun.

★ ★ ★ FIREWORKS FROM SPAIN
Madrid Concert Orchestra and Chorus (Sorozaal) United Artists 3053 (Stereo & Monaural)—Sorozaal presents colorful and programmatic music sketches via light classical and folksy material. The compositions are his own and are typically Spanish. Stereo heightens appreciation of the rich orchestral colors.

★ ★ ★ ST. LOUIS BLUES IN MOSCOW
Various Artists. Bruno BR 50094—This is a charming item, tho the title may prove a
(Continued on page 47)

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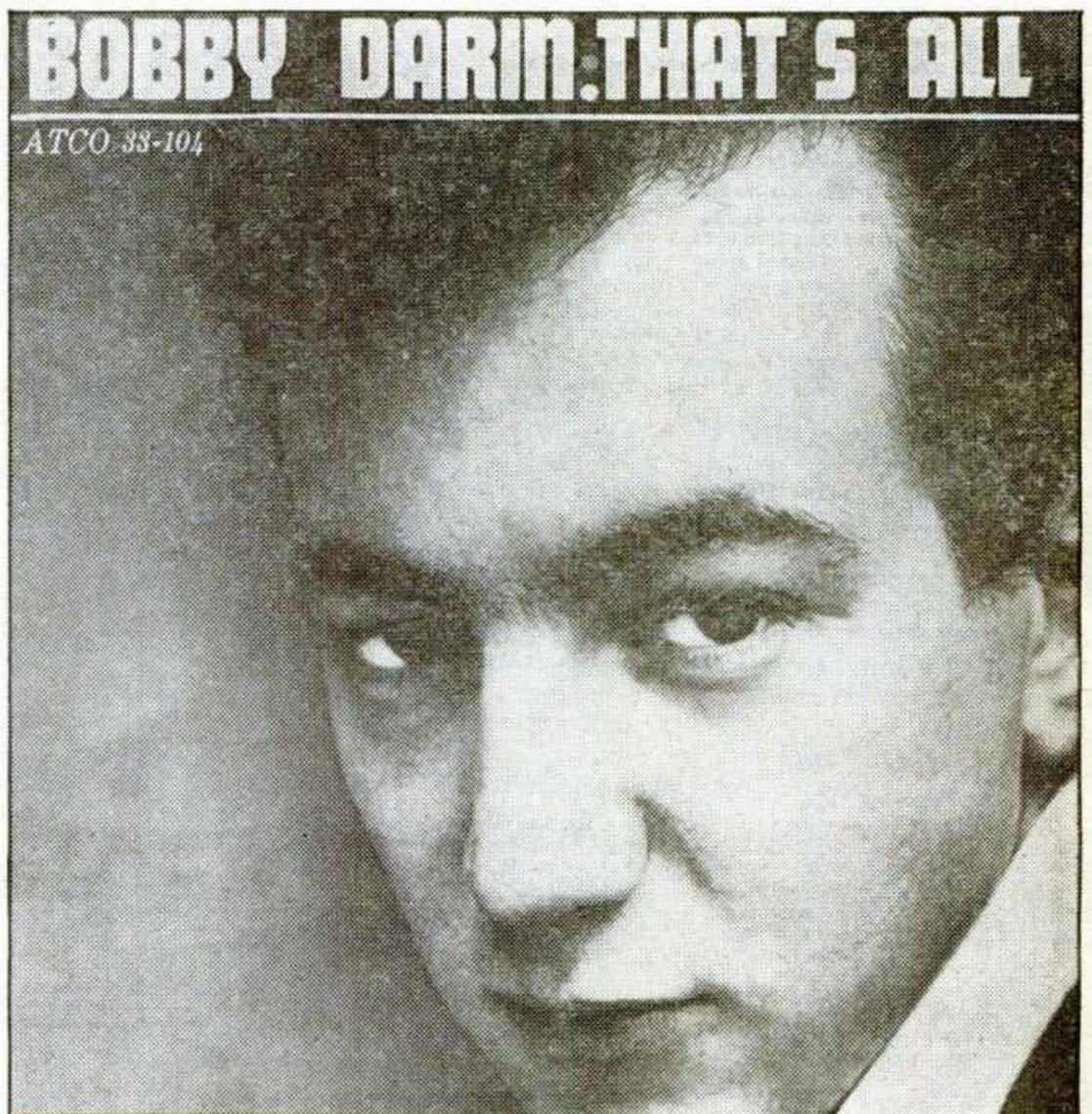
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES

 For survey week ending September 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Three Bells By Dick Manning and Jean Villard—Published by Southern (ASCAP) BEST SELLING RECORDS: Browns, RCA Victor 7555; Dick Flood, Monument 408. RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686.	1	8	6. Sea of Love By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORDS—Phil Phillips, Mer. 71465.	4	9
2. Sleep Walk By Farine-Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Brie, Canadian-American 106.	2	6	7. Red River Rock By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509.	7	6
3. Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1643; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.	6	4	8. Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.	10	3
4. I'm Gonna Get Married By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.	3	6	9. Broken-Hearted Melody By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477.	8	6
5. ('Til) I Kissed You By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.	5	5	10. Teen Beat By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.	13	3
Second Ten					
11. Poison Ivy By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.	11	3	16. Primrose Lane By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.	22	2
12. I Want to Walk You Home By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5606.	9	7	17. I Loves You Porgy By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11021.	16	5
13. Morgen By Moesser & Sherman—Published by Sidmore (BMI) BEST SELLING RECORD: Ivo Robic, Laurie 3033. RECORDS AVAILABLE: Rex Allen, Vista 347; Richard Maltby, Col 41452; Leslie Uggams, Col 41451 (One More Sunrise).	12	3	18. Battle of Kookamonga By Jimmie Driftwood and J. J. Reynolds—Published by December-Trinity-Warden (BMI) BEST SELLING RECORD: Homer & Jethro, RCA Victor 47-7585.	20	2
14. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.	21	2	19. Baby Talk By Melvin Schwartz—Published by Hiliary-Ultia-Admiration (BMI) BEST SELLING RECORD: Jan & Dean, Dore 522.	14	6
15. Just Ask Your Heart By DeNota-Ricci-Damata—Published by Rambled (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.	19	2	20. Lonely Street By K. Sowder-E. Hearn-C. Belew—Published by Four Star (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1370. RECORD AVAILABLE: Carl Belew, Four Star 1701.	-	1
Third Ten					
21. Lavender Blue By Larry Morey & Elliot Daniel—Published by Joy (ASCAP) RECORD AVAILABLE: Sammy Turner, Big Top 3016.	17	12	26. I Ain't Never By Mel Tillis-Webb Pierce—Published by Cedarwood (BMI) RECORDS AVAILABLE: Four Preps, Cap 4256; Webb Pierce, Dec 30923.	26	3
22. Kissin' Time By Mann & Lowe—Published by Kellem (ASCAP) RECORD AVAILABLE: Bobby Rydell, Cameo 167.	15	7	27. Caribbean By Mitchell Torok—Published by American Music (BMI) RECORD AVAILABLE: Mitchell Torok, Guyden 2018.	28	2
23. Hey Little Girl By Blackwell & B. Stephenson—Published by Roosevelt-Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1029.	-	2	28. Mary Lou By Hawkins-Magill—Published by Patricia (BMI) RECORD AVAILABLE: Ronnie Hawkins, Roulette 4177.	-	1
24. Makin' Love By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.	25	4	29. Fool's Hall of Fame By Aaron Schroeder-Wally Gold—Published by Spooone (ASCAP) RECORDS AVAILABLE: Pat Boone, Dot 15982; Rudi Richardson, Sun 271.	-	1
25. Battle Hymn of the Republic By Wilhousky—Published by Carl Fischer (ASCAP) RECORD AVAILABLE: The Mormon Tabernacle Choir, Columbia 41459.	30	2	30. I'm Gonna Be a Wheel Someday By Hayes, Bartholomew-Domino—Published by Travis (BMI) RECORDS AVAILABLE: Fats Domino, Imperial 5606; Bobby Mitchell, Imperial 5475.	-	6

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FOR THE WEEK
ENDING OCTOBER 4

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	1	2	2		SLEEP WALK Santo and Johnny, Canadian-American 103		10
2	7	9	24		MACK THE KNIFE Bobby Darin, Atco 6147		6
3	2	1	1		THE THREE BELLS Browns, RCA Victor 7555	S	10
4	4	5	6		('TIL) I KISSED YOU Everly Brothers, Cadence 1369		7
5	3	3	4		I'M GONNA GET MARRIED Lloyd Price, ABC-Paramount 10032	S	8
6	5	4	3		SEA OF LOVE Phil Phillips, Mercury 71465		13
7	10	29	41		PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount 10040	S	5
8	6	6	5		RED RIVER ROCK Johnny and the Hurricanes, Warwick 509	S	9
9	15	28	84		TEEN BEAT Sandy Nelson, Original Sound 5		4
10	8	7	7		BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477		11
11	12	15	34		POISON IVY Coasters, Atco 6146		6
12	16	34	75		MR. BLUE Fleetwoods, Dolton 5		4
13	14	35	52		JUST ASK YOUR HEART Frankie Avalon, Chancellor 1040	S	5
14	9	8	10		I WANT TO WALK YOU HOME Fats Domino, Imperial 5606		8
15	17	31	28		PRIMROSE LANE Jerry Wallace, Challenge 59047		7
16	13	21	29		MORGEN Ivo Robic, Laurie 3033		7
17	19	37	76		BATTLE OF KOOKAMONGA Homer & Jethro, RCA Victor 7585	S	4
18	18	10	11		BABY TALK Jan and Dean, Dore 522		9
19	41	64	72		LONELY STREET Andy Williams, Cadence 1370		4
20	23	22	21		MAKIN' LOVE Floyd Robinson, RCA Victor 7529		10
21	25	26	27		I LOVES YOU PORGY Nina Simone, Bethlehem 11021	S	9
22	11	12	14		KISSIN' TIME Bobby Rydell, Cameo 167		14
23	29	58	78		BATTLE HYMN OF THE REPUBLIC The Mormon Tabernacle Choir, Columbia 41459		4
24	20	27	48		HEY LITTLE GIRL Dee Clark, Abner 1029	S	6
25	22	11	8		LAVENDER BLUE Sammy Turner, Big Top 3016	S	15
26	28	59	51		MARY LOU Ronnie Hawkins, Roulette 4177	S	7
27	31	40	35		CARIBBEAN Mitchell Torok, Guyden 2018		9
28	24	23	59		THE THREE BELLS Dick Flood, Monument 408		5
29	26	24	44		I AIN'T NEVER Webb Pierce, Decca 30923		8
30	48	68	—		FOOL'S HALL OF FAME Pat Boone, Dot 15982	S	3
31	40	90	—		WORRIED MAN Kingston Trio, Capitol 4271		3
32	36	17	20		I'M GONNA BE A WHEEL SOMEDAY Fats Domino, Imperial 5606		10
33	57	72	97		YOU WERE MINE Fireflies, Ribbon 6901		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	37	43	53		YOU'RE GONNA MISS ME Connie Francis, M-G-M 12824	S	5
35	35	38	50		THE ANGELS LISTENED IN The Crests, Coed 515		7
36	27	16	18		THANK YOU PRETTY BABY Brook Benton, Mercury 71478	S	22
37	50	69	77		COME ON AND GET ME Fabian, Chancellor 1041	S	4
38	34	14	12		THERE GOES MY BABY The Drifters, Atlantic 2025		18
39	21	13	9		WHAT'D I SAY Ray Charles, Atlantic 2031		13
40	58	74	—		DECK OF CARDS Wink Martindale, Dot 15968		3
41	33	33	33		MY OWN TRUE LOVE Jimmy Clanton, Ace 567	S	9
42	71	—	—		SAY MAN Bo Diddley, Checker 931		2
43	46	56	66		OKEFENOKEE Freddie Cannon, Swan 4038		6
44	30	19	15		IT WAS I Skip & Flip, Brent 7002		15
45	38	52	71		I'M A HOG FOR YOU Coasters, Atco 6146		4
46	75	89	—		(7 LITTLE GIRLS) SITTING IN THE BACK SEAT Paul Evans & the Curls, Guaranteed 200		3
47	32	18	17		WHAT A DIFFERENCE A DAY MAKES Dinah Washington, Mercury 71435	S	19
48	59	75	100		YOU BETTER KNOW IT Jackie Wilson, Brunswick 55149	S	4
49	43	53	45		I GOT STRIPES Johnny Cash, Columbia 41427	S	9
50	74	—	—		DON'T YOU KNOW Della Reese, RCA Victor 7591	S	2
51	51	48	40		MONA LISA Conway Twitty, M-G-M 12804		11
52	61	47	49		LIKE I LOVE YOU Edd Byrnes & Friend, Warner Bros. 5087	S	8
53	47	39	46		THE MUMMY Bob McFadden & Dor, Brunswick 55140		6
54	62	—	—		GOT THE FEELING Fabian, Chancellor 1041	S	2
55	44	42	26		ROBBIN' THE CRADLE Tony Bellus, NRC 023		23
56	64	45	30		HIGH HOPES Frank Sinatra, Capitol 4214		16
57	70	—	—		SKI KING E. C. Beatty, Colonial 7003		2
58	86	85	—		JUST AS MUCH AS EVER Bob Beckham, Decca 30861		8
59	69	79	82		WHERE Platters, Mercury 71502	S	4
60	73	88	—		EVERY LITTLE THING I DO Dion & the Belmonts, Laurie 3035		3
61	53	67	56		I'VE BEEN THERE Tommy Edwards, M-G-M 12814	S	8
62	39	30	19		WHAT IS LOVE Playmates, Roulette 4160	S	13
63	42	20	13		A BIG HUNK O' LOVE Elvis Presley, RCA Victor 7600		13
64	90	—	—		TWO FOOLS Frankie Avalon, Chancellor 1040		2
65	55	57	62		SO HIGH, SO LOW LaVern Baker, Atlantic 2033		10
66	80	83	—		LOVE POTION #9 Clovers, United Artists 180		3
67	88	—	—		TUCUMCARI Jimmie Rodgers, Roulette 4191		2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
68	45	25	16		MY HEART IS AN OPEN BOOK Carl Dobkins Jr., Decca 30803		23
69	84	66	47		WITH OPEN ARMS Jane Morgan, Kapp 284	S	10
70	—	—	—		DARLING I LOVE YOU Al Martino, 20th Fox 153		1
71	67	81	79		ON AN EVENING IN ROMA Dean Martin, Capitol 4222		12
72	82	—	—		SHOUT The Isley Brothers, RCA Victor 7588	S	2
73	63	62	58		SOMETHIN' ELSE Eddie Cochran, Liberty 55203		5
74	65	54	64		TRUE, TRUE HAPPINESS Johnny Tillotson, Cadence 1365		6
75	—	—	—		DANNY BOY Conway Twitty, M-G-M 12826	S	1
76	60	51	55		MIDNIGHT FLYER Nat King Cole, Capitol 4248		9
77	81	99	—		I'LL NEVER FALL IN LOVE AGAIN Johnnie Ray, Columbia 41438	S	3
78	—	—	—		I'LL BE SEEING YOU Tommy Sands, Capitol 4259		1
79	—	100	—		I AIN'T NEVER Four Preps, Capitol 4256		2
80	—	—	—		LIVING DOLL Cliff Richard & the Drifters, ABC-Paramount 10042		1
81	54	61	54		JOHNNY REB Johnny Horton, Columbia 41437		6
82	79	—	—		BOOGIE BEAR Boyd Bennett, Mercury 71479		2
83	—	—	—		IT HAPPENED TODAY The Skyliners, Calico 109		1
84	52	32	23		SEE YOU IN SEPTEMBER The Tempos, Climax 102		14
85	94	—	—		SIX BOYS AND SEVEN GIRLS Anita Bryant, Carlton 518		2
86	—	—	—		BOO BOO STICK BEAT Chet Atkins, RCA Victor 7589		1
87	—	—	—		TORQUAY Fireballs, Top Rank 2008		1
88	72	63	67		LINDA LU Ray Sharpe, Jamie 1128		11
89	56	49	74		CATERPILLAR CRAWL The Strangers, Titan 1701		5
90	98	—	—		PLENTY GOOD LOVIN' Connie Francis, M-G-M 12824	S	2
91	95	76	60		THE WAY I WALK Jack Scott, Carlton 514	S	14
92	77	97	—		WISH IT WERE ME Platters, Mercury 71502	S	3
93	87	65	65		LEAVE MY KITTEN ALONE Little Willie John, King 5219		9
94	91	96	81		SAL'S GOT A SUGAR LIP Johnny Horton, Columbia 41437		7
95	99	—	—		IN THE MOOD Ernie Fields, Rendezvous 110		2
96	—	—	—		FIRST LOVE, FIRST TEARS Duane Eddy, Jamie 1130	S	1
97	—	—	—		THE ENCHANTED SEA The Islanders, May Flower 16		1
98	—	—	90		POCO LOCO Gene & Eunice, Case 101		4
99	100	87	98		CHAPEL OF DREAMS Dubs, Gone 5069		6
100	—	—	91		I CRIED Joe Damiano, Chancellor 1039		3

& TOMORROW'S TOPS

BEST BUYS

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

POP

JUST AS MUCH AS EVER Bob Beckham
(Roosevelt, BMI) Decca 30861

(SEVEN LITTLE GIRLS) SITTING IN THE BACK SEAT
..... Paul Evans & the Curls
(Sequence, ASCAP) Guaranteed 200

LOVE POTION NO. 9 The Coasters
(Quintet, BMI) United Artists 180

TUCUMCARI Jimmie Rodgers
(Mappa, ASCAP) Roulette 4191

DARLING, I LOVE YOU Al Martino
(Cini-Rambled, BMI) 20th Fox 153

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. JUST TO BE WITH YOU The Passions, Audicon
2. THE STORY OF OUR LOVE Johnny Mathis, Columbia
3. MISTY Johnny Mathis, Columbia
4. IF YOU DON'T WANT MY LOVE Carl Dobkins Jr., Decca
5. PINE TOP'S BOOGIE Jo Stafford, Columbia
6. HEARTACHES BY THE NUMBER Guy Mitchell, Columbia
7. WOO HOO The Rockateens, Roulette
8. JOEY'S SONG Bill Haley, Decca
9. VACATION DAYS ARE OVER The Argyles, Brent
10. IF I GIVE MY HEART TO YOU Kitty Kallen, Columbia
11. UNFORGETTABLE Dinah Washington, Mercury
12. GOODBYE, CHARLIE Patti Page, Mercury
13. ARE YOU SORRY! Joni James, M-G-M
14. THERE COMES A TIME Jack Scott, Carlton
15. BROKEN ARROW Chuck Berry, Chess

HOT 100: A TO Z

A Big Hunk o' Love	63
Angels Listened In, The	35
Baby Talk	18
Battle Hymn of the Republic	17
Battle of Kookamonga	86
Boo Boo Stick Beat	82
Boogie Bear	10
Broken-Hearted Melody	10
Caribbean	27
Caterpillar Crawl	89
Chapel of Dreams	99
Come On and Get Me	37
Danny Boy	75
Darling I Love You	70
Deck of Cards	40
Don't You Know	50
Enchanted Sea	97
Every Little Thing I Do	60
First Love, First Tears	96
Fool's Hall of Fame	30
Got the Feeling	54
Hey Little Girl	24
High Hopes	56
I Ain't Never (Four Preps)	79
I Ain't Never (Pierce)	29
I Cried	100
I Got Stripes	49
I Loves You Porgy	21
I Want to Walk You Home	14
I'll Be Seeing You	77
I'll Never Fall in Love Again	77
I'm a Ho for You	45
I'm Gonna Be a Wheel Someday	32
I'm Gonna Get Married	5
In the Mood	95
It Happened Today	83
It Was I	44
I've Been There	61
Johnny Reb	81
Just as Much as Ever	58
Just Ask Your Heart	13
Kissin' Time	22
Lavender Blue	25
Leaves My Kitten Alone	93
Like I Love You	88
Linda Lu	74
Living Doll	80
Lonely Street	19
Love Potion #9	66
Mack the Knife	2
Makin' Love	20
Mary Lou	26
Midnight Flyer	76
Mr. Blue	12
Mona Lisa (Twitty)	51
Morgen	16
Mummy, The	53
My Heart is an Open Book	68
My Own True Love	41
Okefenokee	43
On an Evening in Roma	71
Plenty Good Lovin'	90
Poco Loco	98
Poison Ivy	11
Primrose Lane	15
Put Your Head on My Shoulder	7
Red River Rock	8
Robbin' the Cradle	85
Sal's Got a Sugar Lip	94
Say Man	42
Sea of Love	6
See You in September	84
(7 Little Girls) Sittin' in the Back Seat	46
Shout	72
Six Boys and Seven Girls	85
Ski King	87
Sleep Walk	57
So High, So Low	65
Somechin' Else	73
Teen Beat	9
Thank You Pretty Baby	36
There Goes My Baby	38
Three Bells, The (Browns)	3
Three Bells, The (Flood)	28
(Til) I Kissed You	4
Torquay	87
True, True Happiness	74
Tucumcari	67
Two Fools	64
Way I Walk, The	91
What a Difference a Day Makes	62
What Is Love	52
What'd I Say	39
Where	59
Wish It Were Me	92
With Open Arms	69
Worried Man	31
You Better Know It	48
You Were Mine	33
You're Gonna Miss Me	34

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

JOHNNY MATHIS



THE BEST OF EVERYTHING (Miller, ASCAP)—**CHERIE** (Cathyrl, ASCAP)—Mathis has two strong items. Top tune is the title ballad from the forthcoming film. Flip is also a lovely ballad, and the artist gives both meaningful readings. Both can score. **Columbia 41491**

THE DRIFTERS



(IF YOU CRY) TRUE LOVE, TRUE LOVE (Brittany-Tiger-Tredlew, BMI) — **DANCE WITH ME** (Tredlew-Tiger, BMI)—The crew has two hot sides to follow their big "There Goes My Baby." "True Love" is a ballad that gets a strong vocal over an interesting arrangement. "Dance With Me" has a Latinish tinge, and the vocal here is also first-rate. **Atlantic 2040**

NINA SIMONE



LITTLE GIRL BLUE (Harms, ASCAP)—Side is from the chick's Bethlehem LP of the same title. She gives the pretty oldie a warm, sultry reading over fine backing. Her delivery has the same infectious charm as her reading of "Porgy," and the side could be a repeater. Flip is "He Needs Me," (Mark VII, ASCAP). **Bethlehem 11052**

TONY BELLUS



HEY LITTLE DARLIN' (Wonder, BMI)—**ONLY YOUR HEART** (Wonder-E & E, BMI)—Bellus can click again with either of these potent efforts. "Hey Little Darlin'" reminds somewhat of his current "Robbin' the Cradle." "Only Your Heart" is a rockballad. Both sides are strong. **NRC 035**

SAM COOKE



THERE I'VE SAID IT AGAIN (Vallant, ASCAP)—**ONE HOUR AHEAD OF THE POSSE** (Supreme, ASCAP)—Cooke has two nicely contrasting sides—both of which are strong bids. "There I've Said It Again," is given an updated rockballad approach. "One Hour" is an amusing novelty that can also be a chart side. **Keen 82105**

BUDDY KNOX



TASTE OF THE BLUES (Dundee, BMI)—Knox warbles this melodic ditty in strong fashion over a charming arrangement. It's a catchy side that can do well for the singer. Flip is "I Ain't Sharin' Sharon," (Brenner, BMI). **Roulette 4179**

MITCHEL TOROK



MEXICAN JOE (American, BMI)—**YOU ARE THE ONE** (Jamie, BMI)—Torok could have hit sequels to "Caribbean" with his latest tries. "Mexican Joe" spots smart revival of the rhythmic oldie. "You Are the One" is a medium-rhythm tune, and this is also belted to strong effect. **Guyden 2028**

ROGER WILLIAMS



COOL WATERS (American, ASCAP)—**SUNRISE SERENADE** (Jewel, ASCAP)—The pianist applies strong treatments to the attractive evergreens. "Cool Water" has a catchy, string figure in the fine arrangement. "Sunrise Serenade" gets a lush outing. Both are danceable and spinnable. **Kapp 3**

THE TASSELS



TO A YOUNG LOVER (Monument, BMI)—The group styles the tune in the manner of their current big "To a Soldier Boy." In addition to the strong group performance the fem member offers a recitation on the reprise. Side appears a likely winner. Flip is "My Guy and I," (Monument, BMI). **Madison 121**

HUEY (PIANO) SMITH



TU-BER-CU-LUCAS AND THE SINUS BABY BLUES (Ace, BMI)—**DEAREST DARLING** (Ace, BMI)—Smith has another off-beat blues in "Tu-Ber-Cu-Lucas" that is right in line with some of his previous hits. "Dearest Darling" is a gutty rockaballad. Both are given soulful renditions. **Ace 571**

THE AMES BROTHERS



TAKE ME ALONG (Valyr, ASCAP) — **WHAT DO I HEAR** (Pincus, ASCAP)—The Ames have strong threats with these attractive offerings. "Take Me Along" is a cute, bright number from the coming show of the same title. Flip, "What Do I Hear," is a pretty ballad that is read with feeling. Watch 'em! **RCA Victor 7604**

JERRY LEE LEWIS



I COULD NEVER BE ASHAMED OF YOU (Acuff-Rose, BMI)—**LITTLE QUEENIE** (Arc, BMI)—Lewis has two powerful outings that with exposure could easily coast in. "I Could Never" is a fine revival of the Hank Williams oldie. "Little Queenie" is a rhythmic belt of Chuck Berry's hit of a season or so ago. Both rate spins. **Sun 330**

THE KNIGHTSBRIDGE STRINGS



WHEEL OF FORTUNE (Laurel, ASCAP) — **COW COW BOOGIE** (Leeds, ASCAP) — The lush romantic string sound is applied to two oldies for highly listenable results. "Wheel of Fortune" is done as a slow ballad with beat. "Cow Cow Boogie" is a bit more up-tempo. Both are danceable sides. **Top Rank 2014**

(Continued on page 42)

Reviews of THIS WEEK'S SINGLES (continued)

JODIE SANDS



TURNABOUT HEART (Wood, ASCAP)—Miss Sands has her strongest effort in a spell. The attractive rhythm number is given a quality belt. Smart backing helps. Tasteful side should appeal to the kids. Flip is "Solo a Te Mio Amor," (Wood, ASCAP). **Thor 103**

JACK CLEMENT



WHOLE LOTTA LOOKIN' (Acuff-Rose, BMI)—Clement has a strong item for his debut on this label. It's a cute, bright novelty with a lilting melody. He handles the tune over complementary backing. Flip is "Edge of Town," (Acuff-Rose, BMI). **RCA Victor 7602**

BERT & RAY



SLOW DRAG (Andval, BMI)—The duo has a hot side that reminds a bit of "Sleep Walk." It features bluesy guitars, played in a relaxed, haunting style. It's an interesting side, and the potential appears strong. Flip is "Night Life," (Andval, BMI). **Alpine 51**

JAMES HORTON



MY LITTLE MARINE (Joy, ASCAP) — The talented, young thrush has a side that can capture teen fancy. It's a topical item about a girl whose marine boy-friend has been sent overseas. She also cuffed the song. Flip is "Missin'," (Joy, ASCAP). **Joy 234**

THE REVELS



MIDNIGHT STROLL (Calvert, BMI)—This is an interesting novelty effort. It's done in stroll tempo. Funny lyrics and a good group performance put it in line for heavy spins and coin. Flip is "Talking to My Heart," (Calvert, BMI). **Norgolde 103**

BUDDY CLINTON



ACROSS THE STREET FROM YOUR HOUSE (Siras, ASCAP)—Clinton, backed by a vocal group, comes thru with a solid reading of a listenable, medium-tempo ballad with teen appeal lyrics. It's a cute side, and it has strong chances. Flip is "How My Prayers Have Changed," (Siras, ASCAP). **Time 1016**

CHUCK & BETTY



SISSY BRITCHES (Champion, BMI) — **COME BACK LITTLE GIRL** (Champion, BMI)—The duo offers two strong items. "Sissy Britches" shows effective vocalizing on a catchy novelty about the knee-length trouser fad. Flip is an attractive, country-flavored tune. **Decca 30985**

THE SPACEMEN



THE CLOUDS (Draxon, BMI)—The crew has a swinging, jazz flavored instrumental treatment of this contagious blues. There's already action in several areas. This side could be a big one. Flip is "The Lonely Jet Pilot," (Draxon, BMI). **Alton 254**

TOMMY FACENDA



HIGH SCHOOL U.S.A. (Progressive, BMI) — The new young warbler pays exuberant tribute to high schools by name on a bouncy r.&r. ditty with a solid beat. Disk has a strong promotional gimmick, whereby Atlantic has recorded 20 different versions for 20 different cities—mentioning local schools. (See story elsewhere for details). Flip is "Plea of Love" (Progressive, BMI). **Atlantic** (Each version will have different serial number).

Pop Song

THEME FROM "A SUMMER PLACE" (Witmark, ASCAP)

PERCY FAITH, Columbia 41490; **HUGO WINTERHALTER**, RCA Victor 7599; **DON RALKE**, Warner Bros. 5108—The title tune from the coming film promises to be one of the biggest of the season. All of the above have a chance to share in the loot. Each version is attractive. The Faith and Winterhalter versions have the emphasis on strings. The Ralke approach is more rhythmic. Ralke's strong flip, "Bourbon Street," (Witmark, ASCAP) can help. Flip of the Holmes platter was not available at this writing. The Winterhalter platter couples "Blue Strings," (Sequence, ASCAP). Faith's flip is "Go-Go-Po-Go," (Marpet, ASCAP)

Country & Western

RED FOLEY



LIVING IS A LONESOME THING (Moss-Rose, BMI)—Foley sells a philosophical tale with warmth and heart over simple backing. A fine side by the country chanter that should please his many fans. Flip is "Crazy 'Bout Banjos," (Red-Top, BMI). **Decca 30975**

SPECIAL MERIT SPOTLIGHTS

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

POP TALENT

DONNIE BROOKS

WHITE ORCHID (Sherman-DeVorzon, BMI)—**SWAY AND MOVE WITH THE BEAT** (Sherman-DeVorzon, BMI)—Brooks registers strongly on two listenable sides. "White Orchid" is a touching ballad, sung in youthful fashion. Side has an interesting and unusual flavor. "Sway and Move With the Beat" is a rhythm item, and this is also smartly rendered. **Era 3007**

ANN GRAYSON

I'VE JUST DISCOVERED BOYS (Zest, BMI)—**NINE O'CLOCK** (Valyr, ASCAP)—Miss Grayson debuts with two fine performances. "I've Just Discovered" is a teen-appeal tune which she gives a highly pleasant outing. "Nine o'Clock" is a delightful tune from "Take Me Along." Both are good sides. **RCA Victor 7598**

POP DISK JOCKEY PROGRAMMING

THE PARISIANS

SILHOUETTES (Regent, BMI)—**PLANTERS CAFE** (Regent, BMI)—The group presents an imaginative interpretation of "Silhouettes," the old Rays' click, that features harmonica and violins. "Planters Cafe" is an exotic, tropical-styled theme that also warrants spins. **Bullseye 1028**

THE KIRBY STONE FOUR

VOLARE (NEL PINTO DI BLU) (Robbins-BIEM, ASCAP) — **I LOVE PARIS** (Buxton-Hill, ASCAP) — The group offers smart stylings of both themes. "Volare" gets a swiny interpretation with a strong chorus assist. "I Love Paris" is also accorded a classy whirl. Spins of both should please. **Columbia 41444**

THE ADAMS SINGERS

UNDER MOSCOW SKIES (Zodiac, BMI)—The Singers deliver the haunting song strongly. The arrangement has several colorful effects to support the attractive vocal. Side is an excellent programming item for all segs. Flip is "Two Flue Pigeons," (Zodiac, BMI). **Palette 5034**

CARMEN McRAE

THE MORE I SEE YOU (Bregman, Vocco & Conn, ASCAP)—**DON'T CRY JOE** (Harms, ASCAP)—The lark has two lovely sides that should flip listeners. Both are rendered over complementary, mild rock arrangements. Her warm stints should easily find favor, and both also have strong chances sales-wise. **Kapp 302**



VERY STRONG SALES POTENTIAL

ROY ORBISON

★★★★ **WITH THE BUG**—MONUMENT 409—A good rocker by Orbison. Material is interesting and the side has a good sound. Spinnable wax. (Acuff-Rose, BMI)

★★★★ **PAPER BOY**—He and his baby are thru and he tells his friend the paper boy all about the tragedy. A sad ballad and it's nicely performed by Orbison. (Acuff-Rose, BMI)

FRANK SINATRA

★★★★ **TALK TO ME**—CAPITOL 4284—A pretty ballad gets a good, salable reading by Sinatra. Backing has nice alto sax passages. Worth watching. (Barton, ASCAP)

★★★★ **THEY CAME TO CORDURA**—Sinatra croons with emotion this Spanish based tune which is the title song of the pic which features Gary Cooper and an all-star cast. Can be action here. (Maraville, ASCAP)

BIG JAY McNEELY & BAND

★★★★ **PSYCHO SERENADE**—SWINGIN' 618—Manic-depressive sound effects back exuberant vocal on bouncy rhythm-novelty.

★★★★ **I GOT THE MESSAGE**—Feelingful chanting on plaintive rockaballad. Dual market side. (Star Tunes & Mercedes, BMI)

TONY BELLUS

★★★★ **YOUNG GIRLS**—NRC 040—Cute side tells of the likes and dislikes of various young girls. The chanter has another item out with stronger potential. However, this should also attract. (Wonder-Marlow, BMI)

★★★★ **LITTLE DREAMS**—Listenable, folkish effort gets a salable warble from the artist. This should also be a money-maker. (Wonder, BMI)

(Continued on page 45)

GOOD SALES POTENTIAL

JOHNNY O'NEILL

★★★ **Ike and Dick and Nik**—IMPERIAL 5622—Smartly timed novelty cued to Khrushchev's visit here. Melody and arrangement captures Yandee doodle flavor. Sure to get play. (Post, ASCAP)

★★★ **Don't Ever Try to Understand a Woman**—Novelty, with a bouncing march rhythm, a honky tonk piano and a vocal which occasionally breaks into semi-narrative style. Quite effective. (Commodore, BMI)

STAN WOLOVIC

★★★ **Boombas**—CAPITOL 4277 — The polka band has a cute novelty here, with vocal. Lively tempo and sound. (Studio, BMI)

★★★ **Tinkling**—A Philippine stick dance game, supposedly done in strict gymnastic tempo. A fetching novelty in waltz time, and it can get play. (Studio, BMI)

JOHNNY GARMON

★★★ **All the Days of My Life**—MISSILE 2—A rockaballad, with guitar, featuring a triplet figure. Chanter does a good job. (J & B, BMI)

★★★ **Since I Found You** — A pretty melody line here. Vocal is chanted in relaxed fashion, with easy guitar rhythm. (J & B, BMI)

LARRY HOVIS

★★★ **My Heart Belongs to Only You**—From the album of the same title. A pretty ballad, done in slow tempo. Hovis chants with taste and heart. (Regent, BMI)

★★★ **I Want to Fall in Love**—Another from the album. The pretty tune, with its light, bouncy quality is smartly done here. (Longhorn, BMI)

RUSS REGAN

★★★ **Just the Two of Us**—CAPITOL 4280 —A bright, bouncy piece of material. Vocal has a fresh quality, backed with smartly arranged chorus and instrumentation. (Beechwood, BMI)

★★★ **Adults Only**—A teen slanted item, with a well-crafted lyric with considerable novelty value. (Beechwood, BMI)

BILL SHEPHERD

★★★ **Misty**—SIGNATURE 12012—A big ork arrangement of the Erroll Garner tune, now experiencing a rebirth via numerous covers. This is done in the rocking style with big strings and it can pull plenty of play. Side is a recoupling for "Enchanted" which was first back to back with the "Stardust" side. (Vernon, ASCAP)

★★★ **Stardust** — The strings are again heard in a mildly rocking version of the Carmichael standard. Spinnable wax. (Mills, ASCAP)

DON SCHROEDER

★★★ **Ben, Eddie and McGee**—VEE JAY 327—Chick chorus is just as prominent on this rocker about three sharp guys. Side has a sound and can attract. (Tollie, BMI)

★★★ **Melanie** — Slow rockaballad is chanted with appeal by Schroeder with a fem chorus giving good support. (Tollie, BMI)

BRENDA LEE

★★★ **Weep No More My Baby**—DECCA 30967—Brenda Lee sails into a nifty new novelty based on the Stephen Foster tune to good results here. Thrush has a chance for coins with this one. (Cedarwood, BMI)

★★★ **Sweet Nothin's**—A rocker is sung with spirit by the thrush over a tricky ork backing. Cute intro features a lad saying "Sweet Nothin's" to the thrush. (Champion, BMI)

MATTY HIGGINS

★★★ **Fabian's Picture** — WORLD 1002—Matty Higgins tells about his girl who he thought loved him until he caught her kissing Fabian's picture. Tune is cute and the side could catch on if exposed. (World & Sheraton, ASCAP)

★★★ **I'm Glad She's Mine**—The chanter sells this rhythmic item with care, over a bright combo backing. Flip side is more important. (Republic, BMI)

TONY PENN

★★★ **I Don't Like It**—PRI 101—Tony Penn bows on the new California label

(Continued on page 43)

Brand New Releases!

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

LATE LATE IN THE EVENING
b/w
I LOVE YOU, I NEED YOU
Lazy Lester
Excello 2166
Deejays — If you haven't received your sample copy, contact us.
NASHBORO Record Co., Inc.
Nashville, Tenn.

"BROKEN ARROW"
CHUCK BERRY
"CHILDHOOD SWEETHEART"
chess 1737

Smash Record on M-G-M
by Andre Previn-David Rose

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KNOW WHO KNOWS WHEN THAT WILL BE?

Reviews of New Pop Records

Continued from page 42

★★★
GOOD SALES POTENTIAL

with a Presley-like reading of a Presley-like song. But the lad handles it well, and it could get spins. (Lizann, BMI)

★★★ **A King or a Fool**—Penn comes thru with an attractive reading of a new ballad. The lad can sing a tune and he has a chance to come up with a seller if this is exposed. (Lizann, BMI)

JIMMY JONES
★★★ **Whenever You Need Me**—EPIC 9339—Jones packs plenty of emotion into an effective rockaballad. Dual market side. (Roosevelt, BMI)

★★★ **You For Me to Love**—Haunting rockaballad with folk flavor is sung with sincere intensity by Jones (Roosevelt, BMI)

BUDDY ACE
★★★ **Something New**—FIDELITY 3011—Moving rendition of a romantic rockaballad. Nice delivery by Ace. (Fairway, BMI)

★★★ **From These Roots**—A similar type of effort by Ace and it can do as well as the flip. (Lorrac, BMI)

THE COUSINS
★★★ **How We'll Love**—FIDELITY 3010—Pleasant blendwork on an interesting country-flavored ditty. Spinnable side. (Venice, BMI)

★★★ **Love Is Blind**—Tender warbling stint by the duo on a feelingful rockaballad. (Venice, BMI)

AL HARTLEY
★★★ **Our First Date**—SCARLET 4000—A catchy piece of material with a persistent beat. Hartley hands it a distinctive and sincere performance. Side could catch attention. (Conmar, BMI)

★★★ **Debbie**—A slow and pulsing rockaballad—a tribute to a lady named Debbie. Hartley chants it as tho he means it, and a chorus backs his efforts. (Conmar, BMI)

THE SHIRELLES
★★★ **Doin' the Rondo**—SCEPTER 1205—The gals do a rocker with breaks about a dance that comes from Jamaica. Then things wind up in a blaze of the blues. Playable wax. (BMI)

★★★ **A Teardrop and a Lollipop**—A teardrop and a lollipop is all that's left of her love, sings the gal lead with a frantic sort of devotion. Keyed to the teen heart. (BMI)

THE HAPPY SINGERS
★★★ **Rosa-Rosalie**—TELEFUNKEN 4503—Good group outing on a happy, polkaish effort. Lyrics are in German. Danceable item with infectious sound. (ASCAP)

★★★ **Annemarie**—March-like tune is presented along similar lines to the flip. Lyrics are again in German. It should move as well as the flip. (ASCAP)

LOUIS ARMSTRONG
★★★ **That Old Feeling**—VERVE 10182—Fine vocal by Armstrong on the oldie. Pop and jazz fans should like it. (Feist, ASCAP)

★★★ **Nobody Knows the Trouble I've Seen**—Feelingful sing of the spiritual. Armstrong is lushly backed by light guitar and violins. He has a trumpet spot on the reprise. (PD)

BILLIE HOLIDAY
★★★ **These Foolish Things**—VERVE 10181—The late songstress styles the pretty evergreen in her own inimitable fashion. Soft combo support backs the fine reading. Good programming item. (Bourne, ASCAP)

★★★ **Strange Fruit**—One of her best-known numbers, recorded at a jazz concert. Her reading is soulful. Crowd noises can be heard. Also for jocks. (Marks, BMI)

LOUIS NYE
★★★ **Teenage Beatnik**—WIG 103—Nye, the Gordon Hathaway of the Steve Allen TV'er, gives a blase talk-sing to this topical blues. He's backed by a chorus and bright arrangement. (Far-Out, BMI)

★★★ **Roland Rockoff**—Roland Rockoff is a Russian cat who digs rockin' more than Russia. Novelty side can attract. (Far-Out, BMI)

JERRY MCGILL
★★★ **I Wanna Make Sweet Love**—SUN 326—Deep-voiced outing by the artist on a
(Continued on page 45)

Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. THE THREE BELLS (Harris)	1	5
2. WATERLOO (Cedarwood)	2	11
3. TILL THERE WAS YOU (Frank)	3	8
4. MACK THE KNIFE (Harms)	10	2
5. AN EVENING IN ROMA (Zodiac)	8	6
6. LONELY BOY (Spanka)	5	10
7. BROKEN-HEARTED MELODY (Mansion)	4	6
8. MORGEN (Sidmore)	11	3
9. THE BATTLE OF NEW ORLEANS (Warden)	6	17
10. MY HEART IS AN OPEN BOOK (Sequence)	7	6
11. SLEEP WALK (Trinity)	14	2
12. I LOVES YOU PORGY (Gershwin)	13	4
13. FIVE PENNIES (Dena)	12	8
14. SEA OF LOVE (Kamar)	—	1
15. LIKE YOUNG (Robbins)	—	1

Best Selling Sheet Music in Britain

(For week ending September 19)

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)	Battle of New Orleans — Acuff-Rose (Warden)
China Tea—Mills (Mills)	The Wonder of You—Leeds (Random)
Living Doll—World Wide (Maurice)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Heart of a Man — David Toff (Shapiro-Bernstein)	Someone—Johnny Mathis (Cathryl)
Roulette—Mills (Mills)	I Know—Feldman (Roncom)
Side Saddle—Mills (Mills)	Teen-Ager in Love—West One (Rumbalero)
Lipstick on Your Collar—Joy (Joy)	Dream Lover — Aldon (Progressive - Fern - Trinity)
Here Comes Summer—Mills (Jaymar)	Trampolina—Harvard (-)
Lonely Boy—Bron (Spanka)	Three Bells—Southern (Southern)
Goodbye Jimmy Goodbye—Bron (Knoll-wood)	Trudie—Henderson (Kassner)

Best Selling Pop Records in Britain

(For week ending September 19)

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

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

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Rusty & Doug
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 HICKORY 1101

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"BUT IN A MILLION YEARS"
 b/w
"IS THAT LIGHT IN YOUR WINDOW"
 By GEORGE RITCHIE (for me)
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Red Foley captains the "Jubilee U.S.A.'s" travels to Pensacola, Fla., this Friday (2); then to Atlanta's Southeastern Fair Saturday and Sunday (3-4). Meanwhile, this week's ABC-TV show from Springfield, Mo., is in the hands of the newest member of the Foley troupe, Carl Smith, who has as his special guest Hank Thompson. . . . Carl Perkins guests this Saturday (3) on NBC Radio's "Red Foley Show," singing "One Ticket to Loneliness." Series is sponsored by an Ashland, O., manufacturer, Hess & Clark, Inc. Three-hundred-pound Bill Ring directs, and Joe Slattery announces.

Skeeter Davis and Charlie Walker join Ernest Tubb and Ray Price for four days in Michigan, October 1-4. Dates were arranged thru Curtis Artists Productions, Nashville, and Phil Simon, Grand Rapids, Mich. The Tubb unit returned to Nashville Sunday (27) after an extended tour of fairs thru Texas, Oklahoma and Arkansas. Price and his lads also have returned to the Tennessee city after winding up a tour of Texas and Oklahoma ballrooms at Spur, Tex., Saturday (26). . . . Will Mercer, Sam Phillips' new acquisition on the Sun label, has as his first release "The Ballad of St. Mark" b.w. "You're My Kind."

Bob (Bevo) Tubert is piloting his trusty Austin Healy thru Arizona and Nevada, taking two weeks' vacation from his chores as co-scripiter of "Jubilee U.S.A." . . . The Brooks Twins, Ronnie and Donnie, after a two-week stand at the Temple Hotel, Pendleton, Ore., last week embarked on a swing thru Southern California and Nevada for Wabash Valley Attractions. The Brooks lads are heard on the Blue Ribbon label. . . . Minnie Pearl is set for a guest shot on the Ernie Ford TV show November 12. . . . "Grand Ole Opry's" Benny Martin, fully recovered from injuries sustained in a recent auto crash, has a new Decca release in "Untrue You" b.w. "If I Can Stay Away Long Enough." Deejays may obtain a copy by dropping Benny a line at Station WSM, Nashville.

October issue of Esquire magazine carries a spread on country music and a full-page shot of "Grand Ole Opry's Earl and Lester Flatt. . . . Pee Wee King and his crew, along with Minnie Pearl, are set for Springlake Park, Oklahoma City, October 2-4. At Westport, Ind. (population 200), King and his country music makers played to a crowd of 4,021 paid at the annual Kiwanis Barbecue & Horse Show September 20, an all-time attendance mark for the event. . . . Billy Sanford, lead guitar, is a new member of the "Louisiana Hayride" band, Shreveport. . . . Carl Perkins set for the Casino Theater, Toronto, September 28-October 10.

Smiley Burnette, currently touring Washington and Oregon, stops off in Osage, Ia., October 10, en route back East, to play the Sellsiebrity Sale Day, and October 12-18 appears with the Tommy Steiner Rodeo at Evansville, Ind. Smiley shows his wares at the Flame Club, Minneapolis, October 28-31, and November 5-14 plays a string of dates for Mike Barry, South Bend, Ind., agent. . . . The Chuck Jones release "You're

the Most," on the Belle Meade label, was written by Dee Ray Williams, whose Oklahoma Trail Riders continue to score in the Northeast Oklahoma and Southeast Kansas territory. The Williams group makes its headquarters in Bartlesville, Okla.

Roy Acuff and His Smoky Mountain Boys, June Webb, the Wilburn Brothers plus Gary Van and Western Starlighters, of Dallas, Friday (2) begin a nine-day tour for Harry (Hap) Peebles, Wichita, Kan., promoter-booker. Itinerary is as follows: Wichita, Kan., October 2-3; Kansas City, Kan., 4; Topeka, Kan., 5; Omaha, Neb., 6; Scottsbluff, Neb., 7; Sioux City, Ia., 8; Lincoln, Neb., 9; Salina, Kan., 10. The two-day stand in Wichita is for the Independent Businessmen's Fall Festival, which is using country music for the 15th consecutive year. Peebles is supervising the festival plans.

Wilma Lee and Stony Cooper, of "Grand Ole Opry," are routed for Elkins, W. Va., October 1; Savannah, Tenn., 2; Luray, Va., 4, and Memphis, 18. . . . Flatt and Scruggs have bookings carrying them thru October, as follows: South Side, Tenn., October 1; Murfreesboro, Tenn., 2; Salt Lick, Ky., 7; Jackson, Ky., 8; Frankewing, Tenn., 9; Somerset Ky., 14; Horse Branch, Ky., 15; Richardsville, Ky., 16; Murphy, N. C., 20, and Jamestown, Ky., 28. . . . Billy Walker and wife, Boots, are lullabying a new daughter named Tena. . . . Barbara Allen, forced to cancel a recent guest shot on "New Dominion Barn Dance," Richmond, Va., due to the illness of her two-year-old daughter, Brenda Rene, has been rescheduled for early October.

Margie Bowes, a feature of "Grand Ole Opry" and Hickory Records, plays Winnipeg, Man., October 1, and follows with Duluth, Minn., 2; Minneapolis, 3; Des Moines, 4; Beardstown, Ill., 10; and Ashville, N. C., 12. . . . Jerry Reed is in his eighth week of basic training with Company D, 8th Battalion, Fort Jackson, S. C. After completing his training curriculum this week, Jerry, whose right name is Jerry Hubbard, will be assigned to an advanced training outfit at Fort Jackson. . . . Jimmy and Johnny's new release on the "D" label couples "My Little Baby" with "All I Need Is Time." Deejays may obtain a copy by dropping a postcard to Gabe Tucker at 314 East 11th, Houston 8.

Jim Reeves, thru his personal manager, Herb Shucher, has just signed a new five-year pact with RCA Victor, with Steve Sholes handling negotiations for the latter firm. . . . Joe Taylor and His Indiana Red Birds, of WGL, Fort Wayne, Ind., have just completed their 11th anniversary together. The youngest member in seniority has just completed six years with the outfit. . . . Dave G. Ruf, president of Westpor. Enterprises, Inc., Kansas City, Mo., has just added to his Westport label talent line-up Elmo Linn and Ronnie and Marlene Berry. Elmo's initial release for Westport couples a pair of his originals, "Sam Houston" and "Another's Arms." The Berrys recorded "Marlene" b.w. "I Wanna Love You." Deejays may obtain samples by writing on their letterhead to Dave G. Ruf, Westport Records, Kansas City 11, Mo.

The Billboard

HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 27

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO			TWO WEEKS AGO			THREE WEEKS AGO			WEEKS ON CHART
	1	2	3	1	2	3	1	2	3	
1	1	1	1	THE THREE BELLS, Browns, RCA Victor 7555	9					
2	2	2	2	I AIN'T NEVER, Webb Pierce, Decca 30923	11					
3	7	3	4	COUNTRY GIRL, Faron Young, Capitol 4233	11					
4	4	6	9	I GOT STRIPES, Johnny Cash, Columbia 41427	8					
5	5	7	10	PARTNERS, Jim Reeves, RCA Victor 7557	10					
6	6	5	5	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	21					
7	14	17	21	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	7					
8	21	25	23	OLD MOON, Betty Foley, Bandera 1034	5					
9	13	16	24	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	7					
10	3	4	3	WATERLOO, Stonewall Jackson, Columbia 41393	17					
11	8	10	8	WHO SHOT SAM, George Jones, Mercury 71464	11					
12	17	19	17	JOHNNY REB, Johnny Horton, Columbia 41437	4					
13	9	12	13	GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812	10					
14	20	27	30	'TIL I KISSED YOU, Everly Brothers, Cadence 1369	5					
15	11	11	12	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	19					
16	19	20	20	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41398	17					
17	12	8	6	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	15					
18	18	18	16	SAILOR MAN, Johnny and Jack, RCA Victor 7545	8					
19	26	24	28	NINETY-NINE YEARS, Bill Anderson, Decca 30914	13					
20	10	9	7	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	11					
21	22	23	25	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	9					
22	16	14	15	FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 30427	6					
23	23	22	19	SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437	5					
24	29	—	—	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	2					
25	—	—	—	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	1					
26	27	—	—	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	4					
27	30	—	27	I HEAR YOU TALKIN', Faron Young, Capitol 4233	6					
28	15	13	11	KATY TOO, Johnny Cash, Sun 321	11					
29	—	—	—	SAWMILL, Mel Tillis, Columbia 41417	1					
30	—	—	—	NEXT TIME, Ernest Tubb, Decca 30952	1					

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• **Reviews of New Pop Records**

• Continued from page 42

★★★★
VERY STRONG SALES POTENTIAL

HUTCH DAVIE

★★★★ **SWEET GEORGIA BROWN** — ATCO 6149 — A smart arrangement here features whistling and bones in the rhythm with horns moving in later. A most spinnable side. (Remick, ASCAP)

★★★ **Heartaches**—The oldie tune is given a growling tenor sax reading with a big backing of chorus, bells, etc. Side could score and it should be watched. (Leeds, ASCAP)

PERCY FAITH ORK

★★★★ **THE THEME FROM "A SUMMER PLACE"**—COLUMBIA 41490—Pretty instrumental wax of the theme from the upcoming movie. Side has a persuasive beat close to the rocking rhythm. A catchy piece that can pull action and spins. (Witmark, ASCAP)

★★★ **Go-Go-Po-Go**—An appealing bit of frothy Latin material done up nicely by the Faith ork treatment. Side has a samba rhythm. Nice listening. (Marpet, ASCAP)

RUSS CARLYLE

★★★★ **STUDOLA PUMPA**—MERCURY 71509—Carlyle performs this bright polka-type effort neatly over a snappy arrangement by the ork and chorus. If exposed this could grab some loot. (Carbaugh, ASCAP)

★★★ **You're Keeping a Secret**—Russ Carlyle turns in a smooth reading of a pretty new ballad over a simple arrangement. (Carbaugh, ASCAP)

JULES FARMER

★★★★ **THESE THINGS HAPPEN**—IMPERIAL 5625—First-rate performance by Farmer on a good new ballad that has a lot of appeal. This is a strong recording that could break loose with some push. Watch it. (Planetary, ASCAP)

★★★ **Possibly, Possibly**—Jules Farmer sells this nice ballad with feeling over a big string backing by the ork. Farmer is in the Benton style and the disk could grab spins. (Empress, ASCAP)

LEROY HOLMES ORK

★★★★ **A SUMMER PLACE**—M-G-M 12833—Holmes has a good sound with the fiddles here with strongly rock-accented guitars in front on the movie theme. Percy Faith has a version too. This can share the loot. (Witmark, ASCAP)

★★★ **Alice Blue Gown**—The fiddles take the melody here with down guitars taking the rhythm backing in rock tempo. A programable side. (Feist, ASCAP)

BILLY SCOTT

★★★★ **STAIRWAY TO THE STARS**—EVEREST 19315—Fervent reading by Scott with r.&r. beat on the lovely oldie. Watch it. (Robbins, ASCAP)

★★★ **Carole**—Attractive ditty with light Latin beat is handed appealing vocal stint. (Bryden, BMI)

of zest. Good backing with a catchy figure accompanies. (Central Songs, BMI)

★★★ **If I Could Write a Love Song**—Latin-tinged tune has a minor, folksy quality. Fallin handles it well. With exposure this might catch on. (Central Songs, BMI)

RUBY WRIGHT

★★★ **You're Just a Flower From an Old Bouquet**—KING 5261—The thrush performs this first-rate ballad sharply over a good ork arrangement. Side has a sound, and it could grab sales if exposed. (Leeds, ASCAP)

★★★ **Sweet Night of Love**—The familiar ballad is handled with warmth here, while the ork supports her neatly. This side too, shows off the lass' fine style. (Acuff-Rose, BMI)

WILL MERCER

★★★ **Ballad of St. Marks**—SUN 329—Mercer presents a fine reading of a theme with an interesting lyric about a match to win a lady's hand. (Knox, BMI)

★★★ **You're Just My Kind**—Rockabilly blues is given a verveful reading by Mercer. It should go as well as the flip. (Knox, BMI)

BILL HAYES

★★★ **Choppin' Mountains**—KAPP 298—Bucolic folk-flavored ditty is sung in friendly fashion by Hayes. (Morris, ASCAP)

★★★ **Tall Teller of Tall Tales**—Amusing country item is wrapped up in showmanly reading by Hayes and group. (Ashland, BMI)

MAX GREGER ORK

★★★ **Stenka-Razin**—DECCA 30984—German ork registers on catchy rhythm-novelty, a Russian ditty. Topical wax for jocks. (PD)

★★★ **Moscow Nights**—Haunting Russian theme is accorded pretty instrumental treatment. Several other versions also available, but this should pull play. (PD)

PAUL RICHY

★★★ **Framed**—RICHWOOD 100—This is the ballad of a prison escapee who is trying to stay clear of the hounds who are trailing him. Then he relates why he got in the clink in the first place. Good performance and interesting material. (Chas-Bon, BMI)

★★ **Alright Again**—A ballad with high ethereal soprano voices backing up Richy's inspirational message. Another good job here. (Chas-Bon, BMI)

THE SPARKS

★★★ **La Macarena**—DECCA 30974—The Sparks play this Latin item in Mexican band fashion with a sax in the lead. It's unusual enough to get spins. (PD)

★★ **Why Did You Leave?**—Lead singer handles this rockballad well over fair support by the band. (Champion, BMI)

GEORGE STALTER

★★★ **Just One More Chance**—PAM 106—The standard is handed a good go here by the Stalter crew and chorus, with strings zooming and voices coming in now and then. It could get spins. (Famous, ASCAP)

TONY LEE

★★★ **So Shy**—MERCURY 71511—Tony Lee sings a sad ballad with feeling and warmth over a good rock and roll beat. He handles it with style and it has a chance. (Actual, BMI)

★★ **Summer Love**—Lee sings of his summer love who has him going around in circles. (Actual, BMI)

THE BABY DOLLS

★★★ **Quiet!**—WARNER BROS. 5086—Delicate piping by gals with an amusing fight-routine. Dolls have pretty sound and tune is pleasant with relaxed pace. Nice jockey side. (Fairlane, ASCAP)

★★ **Hey, Baby!**—Catchy r.&r. item is sung with vivacity by duo. Both sides merit exposure. (Witmark, ASCAP)

BOB DANTE

★★★ **A Pin to a Piano**—FIDELITY 3012—Soulful chanting by Dante on an effective

r.&r. ditty. Merits spins. (Greenwich, ASCAP)

★★ **The Freeway**—Bouncy rhythm-novelty is accorded okay vocal treatment by Dante and fem chorus. (Venice, BMI)

CARMEL QUINN

★★★ **Forever and Ever**—HEADLINE 1005—Lyrical theme is handed romantic vocal treatment by gal. Recent appearances on Jack Paar's TV show should help sides. Nice jockey wax. (Robbins, ASCAP)

★★ **I'm Just a Country Girl (Boy)**—Irish thrush sings with delicate expressiveness on a pretty folk-styled tune. (Folkways, BMI)

JANE TURZY

★★★ **Looky Look**—B & F 1326—Vivacious chanting by the gal on a bouncy rhythm item, with good beat. Merits spins. (Brandom, ASCAP)

★★ **Who, Bay How**—Verveful chirping on a bouncy rhythm - rocker. (Brandom, ASCAP)

THE NIGHTBEATS

★★★ **Doreen**—ZOOM 004—Doreen's parents took her across the sea because she and the boy friend were too young to be serious. The lead man gives the tune a good ride and the song could appeal. Worth spinning. (Burt Ray, BMI)

★★ **Cryin' All Night**—An upbeat rhythm side gets a good enough reading. Flip would have the best chance. (Burt Ray, BMI)

AL SIMMS SEXTET

★★★ **Slave Dance**—AMERICAN INTERNATIONAL 501—From the film, "The Sign of the Gladiator," comes the material. Side is an instrumental, with some subtle tone coloring and effects. (Harlene, ASCAP)

BILL LEE

★★ **Xenobia**—From the same flick. A ballad, with a vocal which scores fairly well, but has not the interest of the instrumental on the flip. (Harlene, ASCAP)

CAROL HUGHES

★★★ **Staying Young**—RCA VICTOR 7605—Romantic show tune from forthcoming Broadway musical "Take Me Along" is chanted with rich expressiveness. Quality programming side. (Valyr, ASCAP)

★★ **Go in to the Dogs**—Strong thrashing treatment of clever special-material-type tune by Bob Merrill. (Valyr, ASCAP)

THE SCARLETS

★★★ **Stampede**—PRINCE 1207—A fine instrumental blues with lots of echo. Side makes use of a downward progression of notes as one of its base themes. Plenty of raucous guitar and sax sound here. (Atlantic, BMI)

★★ **Park Avenue**—An upbeater which also features the sax lead passages. Good honking here, too, but flip has a more primitive quality. (Atlantic, BMI)

THE LAURELS

★★★ **Hand in Hand**—ABC-PARAMOUNT 10048—The group sells this rockballad pleasantly over a rock and roll figure. (Paulette, BMI)

★★ **Picture of Love**—The vocal combo turns in an acceptable reading here of an uptempo rocker. (Paulette, BMI)

MYRON LEE

★★★ **Baby Sittin'**—KEEN 82104—A spritely rhythm tune is sung in bright fashion by the chanter over a snappy backing. It has a good sound, and it could pull some loot. (Dundee, BMI)

★★ **Come Back Baby**—The chanter sells this well, too, but the flip seems a mite stronger. Both sides are worth exposure. (Peer, BMI)

NIKI DAVIS

★★★ **Promise Me**—COLPIX 125—Italian thrush sells this familiar melody with much spirit, showing off a bright set of pipes. She could get a lot of spins on this one. (Joem, BMI)

★★ **Rido (Laugh)**—The thrush handles this slight effort in fair fashion. (Casetta, ASCAP)

(Continued on page 46)

I LOVES YOU PORGY

Nina Simone
Bethlehem 11021*

LITTLE GIRL BLUE

b/w
HE NEEDS ME
Nina Simone
Bethlehem 11052

LEAVE MY KITTEN ALONE
Little Willie John
King 5219*

YOCKY DOCK
Parts 1 & 2
Bill Doggett
King 5256
*also available in stereo



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b/w
"Many a New Day"
HARRY ELLIS
#201
P.O. Box 398, Hackensack, N.J.

• **Reviews of New Pop Records**

• Continued from page 43

★★★★
GOOD SALES POTENTIAL

rocker-blues. Singer chants the tune rhythmically. Side bears watching. (Hi Lo, BMI)

★★★ **Lovestruck**—Bright rocker tells about a cat who was lovestruck at first sight by a girl he spied down on the Boardwalk. Potential appears similar to that of flip. (Knox, BMI)

LONNIE SATTIN

★★★ **Take Me Along**—WARNER BROS. 5112—Solid title tune from Jackie Gleason's forthcoming Broadway musical is handed bouncy, bright warbling job. (Valyr, ASCAP)

★★★ **Oh Baby Don't Cry**—Frantic vocal interpretation of spiritual - flavored item with strong choral backing. This is Sattin's first waxing for the label. (Tri-Park, BMI)

DON ROBERTSON

★★★ **The Merry Men**—CAPITOL 4282—Tune has a catchy melody. Wordless male chorus handles the vocal, while Robertson provides a contrapuntal whistle. Tune reminds of "Skip to My Loo." (Ross Jungnickel & Don Robertson, ASCAP)

★★★ **A Fine Day**—Robertson whistles a march-type ditty over light, rhythm support. Possible jockey interest. (Ross Jungnickel & Don Robertson, ASCAP)

JOHNNY FALLIN

★★★ **Wild Streak**—CAPITOL 4283—Fallin delivers this folksy item with lots

HIS SMASH FOLLOW-UP TO
"KISSIN' TIME"
Bobby Rydell
"WE GOT LOVE"
b/w "I DIG GIRLS"
Cameo #169
CAMEO RECORDS
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LATEST RELEASE
"LIES"
Sung by
THE KEYMEN
#10039
ABC-PARAMOUNT
FULL COLOR FIDELITY

Reviews of New Pop Records

Continued from page 45



MODERATE SALES POTENTIAL

EARL COLEMAN

Green Eyes - FINCH 2003 - Coleman sings this somewhat in the Eckstine style against a jazz oriented band backing.

So Much to Be Thankful For - An inspirational number by Coleman, and it's sung with fitting emotion to match the thought.

COYE WILCOX

Song of Jesse James - AZALEA 123 - A ranchero type tune with a message strong in its folk origin.

Zippy, Hippy, Dippy - A novelty about a space craft which comes to earth and the weird characters it contains.

eled on the "Purple People Eater" idea. Some appeal here. (Betsy, BMI)

CHET (POISON) IVEY

The Slop - ATCO 6148 - Ivey chants the instructions to the dance, "The Slop," which in effect is a blues.

Tater Patch - Ivey chants a down South type blues effort to fair effect. (Sylvia, BMI)

MAE ARNETTE

Bublitchki - AURORA 1955 - The pretty Russian melody, nicely sung, with a balalaika accompaniment.

Andrushka - A pretty melody, Mae Arnette's vocal is accompanied by chorus and balalaika. Nice. (Aurora, BMI)

SANDI SUMMERS

So Many Tears - CHARM 101 - Gentle waltz theme is wrapped up in a pretty thrashing treatment. (Chant, BMI)

Ok, Ok, Okay - Attractive piping on an okay rhythm-novelty item. (Dream, ASCAP)

BOB MICHAELS

Darling, I Love You - DEAN 501 - Pleasant warbling by Michaels on an okay rockaballad. (Cini & Ramed, BMI)

So Close to My Heart - Another pretty rockaballad is wrapped up in nice vocal stint by Michaels and fem chorus. (Trinda, ASCAP)

LAURIE LLOYD

Walk With the Wind - WYNNE 117 - Rich thrashing stint with a lush backing on romantic ballad, with mildly r.&r. backing. (Republic, BMI)

The Rest of My Life - Dramatic ballad with semi-r.&r. tempo is handed a feelingful reading by thrush. (Merrick, BMI)

JERRY PAUL

I Want Back My Ring - GREAT 103 - A snappy upbeat by the rockabilly. Fair material and ditto the performance. (Alan K. & Polaris, BMI)

Sparkling Blue - An upbeat romantic type of tune with folk overtones. A chorus works with Paul on the saga of a life of married bliss. Okay effort. (Alan K. & Polaris, BMI)

LULU GODFREY

Stop Cheatin' on Me - FINCH 2002 - Miss Godfrey has a rough, tough approach here on a blues styled tune. She sings in front of a band which features an interesting piano riff. Side has an old style approach. (Totem, ASCAP)

Moanin' - The gal turns in a "Fever" type side for fair results. (Totem, ASCAP)

MARION WORTH

This Heart of Mine - CHEROKEE 503 - Pretty piping on a routine ballad with a country-flavor and mildly r.&r. backing. (Golden River, BMI)

Are You Willing Willie - Same comment. (Golden River, BMI)

RONNIE VARE - THE INSPIRATIONS

Let's Rock Little Girl - DELL 5202 - Exuberant vocalizing by Vare on an okay rocker. (Saka, BMI)

Love Just for Two - Feelingful interpretation by Vare on a romantic ditty. (Saka, BMI)

PAUL McGHEE & THE ROCK-E-TEERS

You Are My Sunshine - FLAME 305 - The fine oldie is handed a wild rock and roll reading by the chanter over a routine blues backing. (Peer, BMI)

Boogie for Drums and Guitar - Instrumental with a boogie piano featured receives a good go from the combo. (4 Star, BMI)

LITTLE JIMMY RAY

Make Her Mine - GALLANT 1001 - Jimmy Ray puts considerable feeling into this pleader. Unfortunately it's all for nought, since the gal won't notice him. (Gallant, BMI)

You Need to Fall in Love - A minor keyed, pounding rhythm side, with much of the flavor of "Fever." Okay performance by the chanter. (RealGone, BMI)

BEAMON YOUNG

Some Day - ARVEE 573 - Young gives an okay rendition of this ballad, set to rocking rhythm. Chorus assists. (Arvee, BMI)

The Love I Just Lost - Young sings the pleader ballad pleasantly. Chorus again is prominent in the backing arrangement. (Arvee, BMI)

FRED SHERWOOD

Won't You Ride in My Little Red Wagon - BROOKE 110 - Medium-beater is warbled in so-so style by Sherwood. Tune and approach have country overtones. Fair chances. (Peer, BMI)

Dream Boat - Again the approach is along country lines. Moderate pace tune gets a fair belt. (Jan Pat, BMI)

MAE ARNETTE

Oh Chichorula - AURORA 1954 - A reading of "Dark Eyes," with pleasant vocal and fetching mandolin accompaniment. (Aurora, BMI)

I Got the Blues - This is a re-working of the Volga Boatman, with a triplet figure. (Aurora, BMI)

LORENZO SMITH

Blue Changes - C. J. 6038 - Listenable after hours blues is performed pleasantly on this instrumental. (Lorenzo, BMI)

Moose on the Loose - Driver is performed with vigor on this instrumental. (Lorenzo, BMI)

Country & Western



BILL LEATHERWOOD

I Can't Shake Those Memories - J.C.D. 105 - Leatherwood turns in a good weepy country performance in the traditional groove. He's got a broken heart and he and the weepy fiddles make it all seem very real. (Lowery, BMI)

Living on Memories - Same rhythm and practically the same tone of emotion as the flip. Side has as good a chance. (Lowery, BMI)

LEX THOMAS

Man Alone - STARDAY 461 - Thomas sings this affecting ballad solidly. It's generally in c.&w. traditional style, altho with a hint of chorus. A fine song. (Starday, BMI)

Dixie Line - In march tempo is this one, with a lyric and melody reminiscent of Civil War songs. Melody is similar to "Glory, Glory Hallelujah"; but lyric has a love theme. (Starday, BMI)

THE COUNTRY GENTLEMEN

The Hills and Home - STARDAY 455 - Vocal duo, backed by traditional instrumentation, offer a lively reading with the real hill sound. (Starday, BMI)

New Freedom Bell - Another country side in a traditional style which will please the purists. Vocal duo is fine. Solid c.&w. programming. (Starday, BMI)

THE BLUE NOTES

Summer Love - BROOKE 111 - Pretty rockaballad is nicely presented by the lead with a good group assist. Not a bad side, and it could move with plugs, tho a bit late in the season. (Jan Pat, BMI)

I Don't Know What It Is - Bouncy theme is also accorded a listenable vocal. Smooth ork backing paces the talented group. (Jan Pat, BMI)

JIM EANES

Budded Roses - STARDAY 456 - A hillbilly ballad, sung in the traditional style. Very effective. Lovers of the pure genre have it here. (Starday, BMI)

Log Cabin in the Lane - Devotees of true picking and singing, with the traditional mountain flavor, have it here. (Starday, BMI)

LEON McAULIFF

Lookin' Glass - CIMARRON 4043 - Bright, country item tells of a gent who's going to stand in front of a lookin' glass and give himself a talking to. Moderate appeal. (Cimarron, BMI)

Wapanuka - Moderate-beat blues instrumental should also please. Pop action possible on this side, too. (Cimarron, BMI)

HUBERT BROWN

Unfaithful - PEACH 717 - Snappy, countryish tune is read in pleasant dual-track fashion by the chanter. Possible pop and c.&w. sales. (Lowery, BMI)

I've Got a Crush on You - Bouncy medium-beater is nicely handled by Brown. It can move as well as the flip. (Tree, BMI)

(Continued on page 47)

The Billboard HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 27

TITLE, Artist, Company, Record No.

Chart table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, WEEKS ON CHART. Rows 1-30 listing record titles, artists, and record numbers.

Advertisement for JOHNNY WALSH'S "SO I'LL NEVER" on Vista Records, Vista F-350.

Advertisement for LOVE POTION NO. 9 by THE CLOVERS, UA #180, United Artists.

Advertisement for DION AND THE BELMONT'S "EVERY LITTLE THING I DO" and "A LOVER'S PRAYER" on Laurie 3035.

Advertisement for JOAN ARMSTRONG and The Shakers "LONESOME WHISTLE" on Hanover Records.

Advertisement for "THE ANGELS LISTENED IN" by The Crests, COED 515, Coed Records.

Advertisement for 2 SMASH SPIRITUALS: "ALL MY SINS" and "HE'LL BRING PEACE" by Peacock 1802.

Advertisement for "TO KEEP OUR LOVE" by CLEVE DUNCAN, #451, Dooto Records.

Advertisement for "MIAMI" by EUGENE CHURCH, #254, Class Records.

Advertisement for "AFRAID" and "MARBLE HEART" by SAMMY SALVO, #5615, Imperial Records.

Reviews of New Pop Records

Continued from page 46

BOB WHITE
 ★★ I'll Take You Home Again Kathleen — CIMARRON 4042 — The familiar oldie gets a soft, wistful reading by White. Tune is given a countryish instrumental outing. (Cimarron, BMI)

★★★ Beautiful Ohio — The lovely waltz is also accorded a fine nostalgic, instrumental reading. Potential appears similar to that of flip. (Shapiro-Bernstein, ASCAP)

THE COUNTRY DUDES

★★★ Bumblebee — AZALEA 121 — Instrumental, and it's very much the blues. Leon Rhodes takes the guitar solo lead throught against a solid rhythm backing. Side could catch some loot with proper exposure. (Betsy, BMI)

★★ Have a Ball — The lead, Clay Allen, has a clever bit of material which likens a romantic chase to a horse race—talk of the race, winding up in the winner's circle, etc. Good vocal, and song idea would have some appeal. (Betsy, BMI)

CURLEY LANGLEY

★★★ She Wasn't Always Your Girl — ARCADIA 111 — Solid reading by Langley on a tender weeper. Spinnable jockey wax. (Arcadia, BMI)

★★ Why Did You Have to Pick on Me — Same comment. (Arcadia, BMI)

★ ★

BUZZ BUSBY

★★ Reno Bound — STARDAY 452 — Terrific picking and country fiddling support this side, which in segments recalls the "Wabash Cannonball." (Starday, BMI)

★★ Where Will This End — Chanter sings of being lost in sin, and "Where Will This End?" It's in the nature of a dirge, and a true piece of traditional hillbilly material it is. (Starday, BMI)

LES & HELEN TUSSEY & THE GOLDEN HILL BOYS

★★ Married to a Friend — POOR BOY 105 — Fair waxing telling about two who are in love with a stranger but married to a friend. (Oleta, BMI)

Her smash followup to "TILL THERE WAS YOU"

ANITA BRYANT

CARLTON TAGS THE HITS

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The Billboard

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★★ They Went Around — The dup handles this uptempo novelty nicely here. (Oleta, BMI)

LITTLE JIMMY DEMPSEY

★★ Bouncing Back — FOX 6 — Instrumental with a danceable, bouncy rhythm. (Lowery, ASCAP)

★ Tropic Mood — Instrumental in the mood of the title. (Lowery, ASCAP)

JEAN AND GLENN SMITH

★★ Calendar in Blue — D 1082 — The couple turn in an okay harmony treatment of the ballad that tells of a happier day. It's country in sound, but a sax is used. (Glad, BMI)

★★ The Real Thing — A country rhumba rhythm tune is done in fair style by the duo. (Dellwood, BMI)

GENE PETERSON

★★ Always in My Heart — CAVALIER 880 — Country medium-beater is given an okay chant by Peterson with traditional backing accompanying. (Dexter, ASCAP)

★★ Going Nowhere — Side is gimmicked with the sound of a horse trotting. Peterson reads the topical theme for fair results. (Dexter, ASCAP)

HANK HARRAL

★★ Mortgage on Your Heart — CAPROCK 114 — A country ballad. Harral sings it in the traditional style. Song is a good one c.&w deejays. (Starrite, BMI)

★★ Oklahoma Land — A folk-flavored Western item with a bright lyric and a lively rhythm. (Larrah, BMI)

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

BOB GRANATO: Tell Me You're Mine/Lolita — San-Tone 126

Rhythm & Blues

BILL DOGGETT

★★★ Yocky Dock (Parts 1 & 2) — KING 5256 — Doggett gives his usual fine-sounding treatment to a medium-tempo blues effort. Both sides feature organ, tenor and guitar. Danceable platter should collect plenty of pop and r.&r. loot. (Islip, BMI)

LAZY LESTER

★★★ Late Late in the Evening — EXCELLO 2166 — Lester chants this rocker blues in good form. Good gutty ork backing accompanies. It can collect pop and r.&r. loot. Crazy harmonica solo. (Excellorec, BMI)

★★★ I Love You, I Need You — Slow, bluesy ballad is read with feeling by the artist. Strongest potential in r.&b. maris, tho it can also create pop interest with exposure. (Excellorec, BMI)

ROSCOE SHELTON

★★★ Please Think It Over — EXCELLO 2167 — Slow, feeling rendition of a torchy ballad. Fine low-down backing helps. It can sell. (Excellorec, BMI)

★★★ Pleadin' For Love — Mild rocker is shouted to good effect by Shelton. Possible pop and r.&b. loot. (Excellorec, BMI)

THE ROYAL HALOS

★★★ Nobody But Me and My Girl — ALADDIN 3460 — Amusing novelty-rhythm item is wrapped up in bouncy delivery by lead warbler and group. Merits exposure. Effective guitar backing. (Aladdin, BMI)

★★★ My Love Is True — Heartfelt reading by the lead and group on tender rockaballad. (Aladdin, BMI)

LLOYD GLENN

★★★ Long Gone (Parts 1 & 2) — ALADDIN 3439 — Effective organ and sax solo work on a solid instrumental theme, with insistent beat. Excellent jockey and juke wax. Nice guitar seg on Part II. (Premium, BMI)

GABBY GARNER

★★ Smokin' Heat — ERALD 2052 — Gabby Garner and his combo turn in a solid reading of a rocker that is lively and occasionally exciting. (Littletown, BMI)

★★ The Shuffle — Gabby Garner and the ork come thru with a peppy reading of a country-based tune. (Littletown, BMI)

Children's

★ ★ ★ ★

CAPTAIN KANGAROO & MRS. GREEN JEANS
 ★★ Sleigh Ride — GOLDEN 560 — One of the favorite TV characters turns in a bright, happy reading of the Leroy Henderson tune. Mr. Green Jeans is here, too. Cover shows the Captain with Santa. Salable stuff. (Mills, ASCAP)

★★★ When Santa Clause Gets Your Letter — This is all about writing Santa a letter—something all kiddies are advised to do. This side has the voice of Santa, too. Good kiddie coupling. (St. Nicholas, ASCAP)

CHIP AND DALE WITH CLARICE

★★★ Kris Kringle (Parts 1 & 2) — GOLDEN 549 — The famous old story is told by the original Walt Disney characters on both sides of the disk. The cute speeded up voices will have a strong appeal for little kiddies. (Disney, ASCAP)

THE 3 STOOGES

★★★ All I Want for Christmas Is My Two Front Teeth — GOLDEN 559 — The Stooges, well-known in the night club field as a zany combo sing this well-known Christmas ditty in straight style without any shenanigans. (Witmark, ASCAP)

★★★ I Gotta Cold for Xmas — A novelty about a little fellow who's bedded down with a cold for Christmas. A sad thought but it might have some appeal. (Trinity, BMI)

Jazz

★ ★ ★

SNUFFY KLAUS' COTTON TOWN SEVEN

★★★ Royal Garden Blues — BAYOU 702 — Bright outing on the Dixie classic. A programming possibility for pop and jazz deejays.

★★★ Milenburg Joys — The group treats the oldie to a good traditional reading. Side should move as well as the flip.

Novelty

★ ★ ★

ARNOLD STANG

★★★ Ivy Will Cling — EPIC 9333 — Stang is a sort of chorus master, conducting a kid group on this novelty side. As the chorus sings, Stang sings along and offers comments. (Shapiro-Bernstein, ASCAP)

★★★ Where Ya' Calling From, Charlie — A friend with two girls on his hands calls Stang. Stang keeps asking: "Where ya' calling from, Charlie?" over a cute theme. Jockey interest here. (Shapiro-Bernstein, ASCAP)

Sacred

★ ★

LES & HELEN TUSSEY & THE GOLDEN HILL BOYS

★★ We've Got to Answer — POOR BOY 106 — Gospel item is sung pleasantly by the pair. (Oleta, BMI)

★ If Jesus Was in the Hearts — The pair handle this sacred item in so-so fashion. (Oleta, BMI)

Spiritual

★ ★ ★

CATHERINE DOWNEY

★★★ We Are Soldiers — FAIRFIELD 102 — Feelingful thrashing stint on a sincere sacred tune, with solid choral backing by the Warble-Aires. (Martin & Morris, BMI)

★★ I've Got Jesus... And That's Enough — Okay chanting by the canary on a bouncy popish tune with sacred lyric theme. (Martin & Morris, BMI)

GEORGIA LOUIS

★★ Move On Up a Little Higher — FAIRFIELD 101 — Heartfelt rendition by fem and chorus on a fervent spiritual item. (Martin & Morris, BMI)

★★ Every Now and Then — A moving sacred theme is handed a tender reading by Miss Louis and the Warble-Aires. (R. Martin, BMI)

RCA Signs Rascel

ROME — RCA Italiana, affiliate of RCA Victor, continues to pick off top recording artists with the signing of Renato Rascel, composer of "Arrivaderci, Roma." Among the other big names in the Italian popular field on this label are Nilla Pizzi, Teddy Reno, Miranda Martini and Stella Dizzy.

Reviews and Ratings of New Albums

Continued from page 36

★ ★ ★

GOOD SALES POTENTIAL

bit deceptive. The first track is a rendition of Handy's famous classic; the others are pleasant presentations of lovely themes—both instrumental and vocal. Most of the numbers have a Western flavor. Jocks looking for an off-beat programming item might consider this. Sound is good, and the set could gather fair sales with plugs.

as the tenor soloist on several bands of the disk. Despite the Polish language performance, the music has a broad charm and feeling of Christmas. Included is a Polish version of the French "Cantique de Noel." Primarily for folk buyers.

RELIGIOUS ★★

★★★ SUNDAY IN HAWAII
 The Reverend Abraham Kahikina Akaka with the Kawaihauo Church Choir. Kapp KS 3040 S (Stereo & Monaural)—A novel listening experience is presented here. The set comprises a complete Sunday morning service at the noted Hawaiian church, including hymns by the congregation, anthems by the choir, responsive reading and a pastoral prayer and sermon by the Rev. Akaka. An interesting aspect is the use of the Hawaiian language in some of the musical and spoken offerings. A well produced specialty item.

★ ★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ SONG AND DANCE MAN
 Don Meehan with the Dave Corey Ork. Folkways FS 3858—This is a package of pop hits of 1913-'28, sung and played in the style of that period. Much nostalgia here. Vocalist Meehan captures the flavor of small time vaudeville. Material includes "Oh, You Beautiful Doll," "Hello My Baby," "All Alone," etc. Disk would seem a good idea for parties.

★★ HITSVILLE, U.S.A.
 Imperial LP 9084 — Various groups and artists including the Spiders, the Bees, the Jewels, Smiley Lewis, Wee Willie Wayne and Bobby Mitchell present a varied program of rockers, rockaballads and blues items. Set will most likely cater to teen tastes. Selections include "The Real Thing," "One Night" and "Bells in My Heart."

JAZZ ★★

★★ BLUES FOR HARVEY
 The Jimmy Wisner Trio. Felsted FL 7509 — The Wisner Trio uses a mainstream approach on eight Wisner originals, ranging from swingers and blues to ballads. Wisner has a pleasant, tho not particularly distinctive technique. Support is from Chick Keeny on drums and Ace Teson on bass. Set can sell with exposure.

CLASSICAL ★★

★★ HANDEL: THE HARPSICHORD SUITES
 Anton Heiller, Vanguard BG 5020-5021 (Stereo & Monaural)—These two volumes comprise some of the composer's most famous instrumental works, including the No. 5 in E Major, the last movement of which is known as the "Harmonious Blacksmith." Heiller recreates the period marvelously, playing incisively and with a slow-paced, impersonal detachment. The harpsichordist's attack, however, is sometimes too hard. Excellent full sound on the stereo version is highly recommended.

★★ ERICH KUNZ SINGS GERMAN UNIVERSITY SONGS VOL. 4
 Vanguard VRS 1045 (Stereo & Monaural) — This collection of German University Songs will appeal to the connoisseur who enjoys the fine vocal work of Erich Kunz. And the latter has many fans as this fourth volume of German songs will attest. Like the other sets, Kunz sings these happy, youthful items with charm and brightness, backed by the chorus and orchestra of the Vienna State Opera. The songs are sung in German.

CHRISTMAS ★★

★★ TRADITIONAL POLISH CHRISTMAS CAROLS
 Bruno Ronty, Tenor with the Men's Choir of the Cathedral of St. John, Warsaw (Wozniak). Bruno BR 50092—This set was recorded in Warsaw and addition to the organ and the choirs, the owner of the Bruno disk label, Bruno Ronty, turns up

FOLK ★★

★★ SILESIA AND THE HIGHLANDERS OF POLAND
 Silesian National Song & Dance Ensemble (Hadyna), with the Carpathian Folk Ensemble. Bruno BR 50086—An interesting and varied program of folk dances and songs are presented here by native groups. The music has fire and it is rendered with color and verve. Recorded quality is good. In addition to the Silesian material, there are songs of the Carpathian highlanders as well.

★★ JEWIS FOLK SONGS

Ruth Rubin. Folkways FW 8740—Miss Rubin, whose lecture-recitals are familiar to the Jewish-speaking community, is primarily a musicologist. Her style is more like grandma's than like a concert artist's, and as such, it carries great nostalgia and sincerity. While most of the Yiddish selections are evergreens like "Bey Dem Shtetl," much of the Israeli material is new and interesting. Accompanying booklet has full text and translations.

INTERNATIONAL ★★

★★ FESTIVAL IN GREECE
 Nicos Tseperis & The Nina Continental Ork. Nina L 61—Authentic instrumental and vocal readings, nicely done. The categories include several Greek dances, rumbas, tangos and light airs. Featured singer, Nicos Tseperis, has a voice of much range.

★★ THE FLUTES OF PAN

Nina L 57—The modern Greek classics that make up this rather specialized disk are mostly songs of love. Various artists do the vocals on artful interpretations of folk material which is gay, mournful and sensual by turn. While Western influences are apparent in the ork, native instruments and arrangements keep the exotic flavor. Thrush Rena Dalia is a Hellenic Dietrich. Lack of notes or translations will restrict sales to Greek communities.

SPOKEN WORD ★★

★★ DECLENSIONS OF A REFRAIN
 Arthur Gregor. Spoken Word SW 11—Arthur Gregor reads his poems in an unaffected and interesting manner. His subject matter covers a wide range. Sound is good. Market may be limited, however, tho the production is certainly first-rate. Quality shops will give it serious consideration.

★★ A MASK FOR JANUS & OTHER POETRY

W. S. Merwin. Spoken Word SW 122—This disk is a notable addition to the label's contemporary poetry series. "A Mask for Janus" won the Yale Younger Poets Award in 1952, and subsequent volumes have continued to interest the poetry-reading public. Merwin writes with perception. His subjects are classic and are based on Biblical, Greek, Chinese and Romance sources. Those who enjoy Yeats and the early Pound will welcome making his acquaintance.

★★ THE ROOSTER AND OTHER POEMS

Gil Orlovitz. Spoken Word SW 120—Orlovitz, an East Coaster who spent some time in San Francisco, is an angry young poet-playwright-novelist. He appears regularly in the literary magazines. However, his overly dramatic readings here of his own poems make it difficult for the listener to concentrate on what is being said. Cummings and the Elizabethans are discernible influences, as well as some West Coast contemporaries. The sociological commentary is biting and at times humorous. Limited sales.

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Rogers' Strength Puts Allentown On Record Pace

Guarantee Met Before Opening; Add Extra Show in Quest for 100G Gross

By IRWIN KIRBY

ALLENTOWN, Pa. — Everything went Allentown's way last week, as the Eastern Pennsylvania annual loped toward new gate and grandstand standards on the strength of its Roy Rogers promotion. Showing here for the first time, Rogers was credited with a string of successes which had local observers near-dizzy:

1. It was the first time the fair was off the nut on its grandstand expense before the gates opened.
2. It was the first time a full grandstand responded on a Tuesday, when the outside gate price went into effect.
3. It was a swelling ticket sale record by mid-week, every dollar contributing to a new record. Price was \$2 tops.

Preview Thru's Huge

As early as Sunday (20), the day before the opening, the fair was jammed with sight-seers. By mid-afternoon all streets and commercial aisles were choked with people, trapping showfolks' automobiles and draining several eating stands of food and drink. That night there was already a \$36,000 advance for the Rogers show, which played under a first-\$30,000 agreement. The next \$30,000 went to the fair, and this figure was exceeded on Wednesday night (23) after the fourth of eight scheduled shows. An extra show was then

Ky. State Fair Pulls 419,500 In Nine Days

LOUISVILLE — Attendance at the Kentucky State Fair, which Saturday (19) closed its nine-day run, was 419,500, down from last year's 432,000. Lower attendance on pre-venue night, opening day and the closing day accounted for the drop-off, the turnouts on the other days having hit close to '58 levels.

Patronage for the Coliseum and stadium shows were off percentage-wise more than in '58. A show headed by Rosemary Clooney grossed \$33,000 in six shows as the opening Coliseum attraction. Gordon MacCrae was the headliner of the horse show, presented six nights in the Coliseum. "Out-of-the-Darkness," fireworks spec, pulled a good Sunday night Stadium throng and light turnouts two other nights. A Gene Autry-headed show was presented in the Stadium for three nights and two matinees, ending closing day, but the turnouts were far smaller than when Autry was here last, at which time he headed a rodeo in the strong, early days of the fair's run in the Coliseum.

Chattanooga Fair, Midway Ahead of '58

CHATTANOOGA, Tenn. — Given perfect weather, a sharp contrast with last year, the Chattanooga-Hamilton County Interstate Fair here romped thru its first four days to greater attendance and bigger midway business than in 1958.

Thru Thursday (24), fourth day of the six-day event, attendance was up an estimated 25 per cent over last year. Midway receipts for the Olson Shows were up a like amount, Mrs. Maude H. Atwood, fair secretary, said.

The fair again offered free outdoor talent shows, booking in four acts, each of which did two different routines, thru GAC-Hamid, Inc.

Indications Friday morning (25), next day to closing, were that the fair would continue to build greater attendance than last year, as Friday was given clear weather and forecasts were good thru closing day.

slotted for Saturday afternoon after the auto races.

The first four grandstand appearances were to 26,425 persons who paid a total of \$42,121 to attend. After the closing day's USAC big car events efforts will be made to clear the area for a 4:30 performance by the Rogers troupe. Fortuitous weather smiled on the fair, which was preceded by a heat wave and a cold wave.

Last year's total grandstand revenue was \$56,000 for all events, E. Leidig, treasurer - manager, reported. As of Thursday morning it was \$88,000 of which \$65,306 was paid for Rogers tickets.

Outpourings of elation were

(Continued on page 66)

278,211 AT ESE FIRST FIVE DAYS

Tented Talent Shows, Rodeo and Flyers Spur Action at Gates

WEST SPRINGFIELD, Mass. — An early gate slump was shrugged off by the big Eastern States Exposition, which had logged 278,211 customers during its first five days. As of Thursday (24) the attendance was 6,208 ahead of the same period last year, when the total was 272,003.

A 6,500-figure deficit was made up on Wednesday which, like all other days of the week, was clear and warm. Daily totals starting Saturday (19) were 59,108; 91,347; 35,041; 41,546, and 56,169, with four days remaining the chances were fair for the 1957 all-time record of 507,073 to be exceeded.

The entertainment blast fired by general manager Jack Renolds this year comes out of several barrels. Daily air shows were held from Monday thru Friday, on the first two days by the Royal Canadian Air Force "Golden Hawks" and finishing with the U. S. Navy's "Blue Angels." Excellent weather conditions kept any of the precision flyovers from being cancelled.

In front of the grandstand the Jack Kochman Hell Drivers grossed \$1,400 more than last year in four afternoon shows ending Wednesday (23). Arthur Godfrey was due as the Horse Show feature the final three days of the fair, for which all Coliseum seats were sold before the fair opened.

3 Shows Under Canvas

A new entertainment offering by Reynolds was the changing feature shows in Storrowton Music Theater, a theater-in-the-round which had operated on the grounds all summer. The tent holds about 2,000 persons and the fair offered three moderate-budget shows. Ballet Espanol Ximenez-Vargas did "disappointing" in four shows ending Sunday afternoon (20), al-

tho expenses were met. Herb Shriner opened week on Tuesday night and built to a two-thirds house by Wednesday night. His fourth and final show was Thursday (24).

(Continued on page 66)

Reading's 216,079 Stops Gate Slide

Off Only 1%; Fabian, Annie Oakley Turnouts Weak; Motor Events Click

READING, Pa. — Reading Fair's eight days included two which were held in bitter cold, and the effect on total attendance was to chip a lone percentage point off the 1958 figure. The fair did as well as last year, with 216,079 turning out in comparison with 218,222. The downward trend of recent years has at least been arrested, if not reversed.

High spots in the entertainment operation were automotive events and a high school band program

UTAH FAIR INKS ICER

SALT LAKE CITY — The Utah State Fair has signed a new three-year contract with "Holiday on Ice," Don Wyatt, secretary-manager of the fair, announced. Wyatt and C. J. Smout, fair president, and A. R. Grant, icer business manager, negotiated.

This year the ice show was at the fair for the 11th consecutive year.

AUTRY PACES TENN. STATE FAIR

Cowboy Pulls Six Strong Crowds; Attendance, Midway Race Ahead

NASHVILLE — Perfect weather combined with the strong pull of Gene Autry boosted attendance at the Tennessee State Fair here thru Thursday (24), fourth day of the six-day run.

The outside gate count to that point was 15 per cent higher than at the corresponding time last year, L. E. Griffin, fair secretary, said.

The pull for the grandstand show was by far the strongest of any talent offering since 1946, the first year of the fair's operation after the war. The Autry-headed show packed 'em in each of the first four nights and at matinees Monday and Tuesday (21-22). Autry also was scheduled to give night perform-

ances the closing two days of the fair and an added matinee on the wind-up day.

Other matinee grandstand attractions included stock car races, in the first two afternoons, with local people as the promoters. Big car races were slated for the final two afternoons, with Al Sweeney (National Speedway) as the promoter. The two stock car programs pulled light crowds, and this showing, fair officials pointed out, was attributed to the fact that stocks are raced frequently thruout the year on the fairgrounds track.

Midway business for the Gooding Amusement Company was up 13 per cent the first four days of the run.

Weather Hikes Gate At Kan. State Fair

Attendance Jumps 30% Over '58; Grandstand Turnouts 10% Ahead

HUTCHINSON, Kan. — The Kansas State Fair caught far better weather than last year and the six-day event closed Thursday (24) with income from all major segments of its operation up sharply.

Attendance was announced by Virgil Miller, fair secretary, at 420,000, a gain of fully 30 per cent over last year when the event was whacked by weather.

The fair was on the receiving end of rain only on closing day,

and the rain then washed out the auto races scheduled to be presented by Frank Winkley. Last year the fair met rain on one big day and lost two scheduled grandstand programs to the elements. Altho the fairgrounds proper was given less rain than last year, the outlying areas were given considerable rain during the fair's run, with flood conditions prevailing 65 miles away.

Over-all grandstand attendance was 10 per cent higher than last year, with greater fair attendance and one more show accounting for this jump. The Barnes-Carruthers No. 1 revue was presented nightly in front of the grandstand. Auto races staged the first two days by Winkley pulled strong crowds. Two other programs of auto racing by Winkley Tuesday and Wednesday were held before fair crowds. Aut Swenson's thrill show, in Monday, kids' day, also was presented to a fair crowd.

The fair offered an exceptionally large farm machinery and equipment show.

gross was up 30 per cent over last year and was the biggest ride and show take the Royal has registered here since it first sandwiched the fair into its route three years ago.

OKLA. FREE FAIR GETS RECORD START

Sky Circus, Races, Midway Up Sharply; Kids' Day Sets New All-Time High Mark

MUSKOGEE, Okla. — The Oklahoma Free State Fair left the post in a big surge Sunday (20) and by Thursday (24) after four days of its eight-day run, had hit a record-breaking pace in almost every department. Providing the weather held up thru Sunday (27), many records would go by the board, according to Tom Conrady, general manager.

The Atterbury-Hornbeck Sky Circus, in for five grandstand shows the first three days, drew capacity houses to almost every show even on Monday evening, traditionally a light night. Featured were the Flying Malkos, Sky Kings, Janet and Jackson billed as the Sky Dancers; Sky Cycles plus other aerial numbers, country and west-

(Continued on page 66)

TALENT ON THE ROAD

Mobile, Alabama, Fair Signs Yancy Derringer

The Greater Gulf State Fair will go in for television names in a big way during its October 18-24 run. Jock Mahoney, who plays the title role in the "Yancy Derringer" film series, will be featured. Also set for the fair are Tony Almerico, noted Dixieland trumpeter and his band, and Ann Davis, the Schultzie comic on the Bob Cummings video series. . . . Free acts set for the daily free shows at the State Fair of Texas, Dallas, will include Les Kimris, Egon Brothers and Bobo Barnett, booking handled by Charles Zemer Agency. Also set for the free shows are Hank Thompson, and His Brazos Valley Boys, October 10-19, and Mitch Miller, record artist, and Perez Prado.

Talent on the Val Campbell free grandstand show at the Michigan State Fair included Sam Howard's divers, Paul Kohler, music; Homer and Jethro, comics; Williams Twins; Buck Jr. and the Three Bears; emcee Harry Jarkey, Johnny Ginger, Marv Welch and the Jingles of Boofland. . . . Two U. S. acts recently played the closing bill on Sweden's top amusement park, Liseberg in Gethenburg. They were Lilian Angel, equilibrist, and Hoganas Trio. Also at the park were Trotter Brothers, puppets; Gena and Gerard, acro-dance; Cycasso, rapid sketch; Maurice Baquet, comedy; Umberto, songs; Florence and Frederic, ballet and Malte Johnson's band.

Betty Boatwright, high act, made the Jackson (O.) Apple Festival and while there appeared on a network TV show in Allentown, Pa. . . . In the Red Foley show at the Southeastern Fair, Atlanta, will be Johnny Horton, Slim Wilson, Promenaders, Uncle Cyp and Norma Jean. . . . Set by Barnes-Carruthers for the Hillsdale (Mich.) Fair grandstand is Buschbom's Horses, Vaughn Monroe and his band, Wes Harrison, Ted Miller and Smiley, and Ben Dova. . . . Talent line-up in the GAC-Hamid show at Reading (Pa.) Fair included Poodle Symphony, Triska Troupe, Adamson Duo, Klausen's Bears, Two Eris, Les Oriols and the Three Leggers.

TV Showcase: Anita Bryant and the Modernaires signed as regulars on the George Goble Show which preems on CBS October 11 and will be seen on alternate Sundays. . . . Set for the October 4 Ed Sullivan show are Ricky Lane and his dummy, Velvel; Trio Rayros, European novelty turn, and Julius LaRosa. . . . The McGuire Sisters join Danny Thomas on the first of three Jack Benny shows via CBS on November 7. . . . The Rudells added to the talent list of the Chevy Show Sunday night (27) via NBC. . . . Mort Sahl, Sammy Davis Jr., Esther Williams and Matt Dennis are set for the October 4 preem of "Big Party by Revlon." . . . Natalie Wood and the Crosby Brothers set for the October 8 Bob Hope Show. . . . Everly Brothers on Perry Como's September 30 show.

Charlie Byrnes

Ringling Director Again Assigned to Dick Barstow

Richard Barstow will stage and direct next season's Ringling circus after an absence of two seasons. It will be his 10th year with the show. Considerable planning is required but only three weeks of Florida rehearsals, starting January. . . . When Eastman Kodak unveils its next 60-foot-long color transparency in Grand Central Station, New York, the featured photo will show Ice Capades in action. . . . Featuring Roberto Iglesias, the Ballet Espanol opened to plaudits in the Winter Garden last week. Rather than confine itself to rapid-fire heel stamping, of which there is plenty, it offers comedy, tragedy, flamenco chanting, heel-and-toe work and other morsels. Show came to New York from Eastern States Exposition and will play mostly one-nighters until a December 11 date in Lakeland, Fla., when a month's vacation begins. New Canaan, Conn., October 5, follows the Winter Garden run. . . . On the water show front, Sam Howard's tanks and performers were at the Jersey State Fair. Albie Phillips, former Canadian National Exhibition swimmer, is a successful painting contractor. Bobby Maxwell had a busy season at Flushing Meadows, N. Y., and the CNE waterfront. . . . Eddie Gillen and Bobby Laden, coming out of Victoria, B. C., with Holiday Watercade, visited Al Sheehan's Aqua Follies in Seattle, and termed the deep-water choreography remarkable. It was Sheehan's 10th year at Seattle and 19th in Minneapolis, this season. Betty Gour is his choreographer, Helen Starr, synchronized swim director, Marie Kouhman, stage production director, and Hobie Billingsley, captain of divers.

Irwin Kirby.

'Country America' Grosses \$96,501 at West Texas State

A gross of \$96,501 by Nat Nigberg's "Country America" troupe set a new grandstand record at West Texas State Fair, Abilene, September 12-19, according to John Womble, president of the West Texas Chamber of Commerce. The show featured Leon McAuliffe and His Cimarron Boys, the Everly Brothers, Bobby Darin, Johnny Horton, Stonewall Jackson and Gene Sheldon. Previous record for the fair was established in 1958 when Johnny Cash, Molly Bee, the Collins Kids and the Goofers grossed \$89,000.

Featuring country music entertainment for the first time, the Nauvoo (Ill.) Grape Festival, September 5 and 6, drew 40,000 people, an all-time high since inauguration 22 years ago. Jimmie (Rocky) Star, of radio station KXGI, Fort Madison, Ia., booked in a "Grand Ole Opry" unit composed of Ernest Tubb and the Texas Troubadours, Skeeter Davis, Jed Starky and Chick Strickland. Also showing was the "Mississippi Valley Jamboree," a KXGI feature owned by Star. The "Jamboree" offered Carolyn Hempen, Sharon Linninberger, Jamboree Sweethearts, Bub Taylor and Billy Owens.

Al Schneider



FRANK HAUSMAN

Frank Hausman, 67, president of Greater Allentown (Pa.) Fair's society for the third consecutive year, died September 21 in Sacred Heart Hospital, Allentown, after being stricken at home. Burial took place September 24 in Fairview Cemetery. Prominent in fair activities as a director for many years, he was Lehigh Valley County Democratic chairman, president of Lehigh Valley Club, president of the State Highway and Bridge Authority, and president of the paving corporation bearing his name. He was a 33d Degree Mason. The State Senate passed a resolution expressing regret over his death. Honorary pallbearers at the funeral, attended by hundreds, included Ed Leidig, fair manager-treasurer, and Phil Storch, secretary.

Western Fair Wins On Final Two Days

Sets New One-Day Record of 93,297; Night Grandstand Show Pulls 32,000

LONDON, Ont.—The Western Fair overcame most of the weather difficulties that hurt the early part of its run, winding up with two of the biggest days on record.

Fair closed its six-day run here Saturday (19) with a new one-day mark on its books and another day that was of almost record proportions. Total attendance, paid and free, was 351,297, only 3,717 below last year, and was considered an excellent figure by E. D. McGugan, general manager.

Friday (18) was the first time the fair ever topped the 90,000 mark at the gate with 93,297 taking advantage of the warmer weather. Saturday was also a big one with 89,029 clocked thru the outside entrances.

The grandstand was well ahead of last year both from the standpoint of customers and receipts, McGugan disclosed. The night turnouts totaled 32,000 compared with 23,475 last year. In the afternoon a total of 12,464 came out against last year's 7,840. The matinee figures didn't include 6,000 at the free show given on Saturday honoring veterans and the armed

forces. Saturday the night show turned people away and Friday it played to a full house.

The night attraction this year was a Barnes-Carruthers' revue brought in by Stu McClellan and the first appearance in London of the new Royal Canadian Mounted Police exhibition ride, successor to the famed musical ride.

Receipts from the home giveaway, which is operated by the fair with the Shriners handling ticket sales, was ahead of last year. The Conklin midway was slightly ahead of last year on rides and shows.

McGugan said the entire operation was smooth and the cold winds blew somebody some good. Due to the low temperatures, many people spent more time inside the buildings and this, he said, pleased the commercial exhibitors no end.

YORK FAIR'S ATTENDANCE CUT BY COLD

Grandstand Dips; First Day Sellout For Tommy Sands

YORK, Pa.—Two days of frost-creating cold nipped the 300,000 attendance plans of the York Inter-State Fair, but the big five-day annual went far over the 200,000 to maintain its customary gate standard. In all divisions the event had an exceptional week, and again proved its value on the entertainment front.

Biting cold set in Friday night (18) when Guy Lombardo was the grandstand feature, temperatures dropping from the 60's to 40 within two hours. The 8,000 seats were two-thirds filled with hardy spectators. Cold cut into turnouts for Art Linkletter on Wednesday and Alice Lon the following night.

Pleasure was expressed in the record grandstand income derived from Tuesday's (15) appearance of Tommy Sands. The feature acts fronted a variety show produced here for the 41st year by Frank Wirth, whose 71st birthday was observed Saturday (19), closing day of the fair, with a surprise party in the office of President John Rudisill. The June Taylor Girls were the chorus line.

1960 Midway to Strates
On the midway the James E. (Continued on page 64)

KNOXVILLE FAIR DRAWS 198,595

New All-Time Attendance Mark Set; Names, Gooding Midway Are Winners

KNOXVILLE, Tenn.—Tennessee Valley A & I Fair, aided by ideal weather, broke all attendance records at its six-day run which ended Saturday (19) with a total of 198,595 thru its outside gates.

This topped all previous years and topped the '58 count of 185,079.

Leonard Rogers, secretary, reported that its open-air theater, which this year featured a complete program of name attractions, was highly successful and ended with a profit. The attraction during the final two days was Bob Barker's "Truth or Consequences" show, which drew strong turnouts with a full house at one performance.

Earlier Johnny Cash and Jimmy Wakely pulled 6,652 in four shows on two evenings and Tommy Sands topped them all with 13,000 in his four shows. All shows were brought in by E. O. Stacy, Music Corporation of America.

The fair's horse show had a sell-out the one night with the other two performances drawing good turnouts, Rogers said.

The Gooding Amusement Company, which had the biggest line-up of attractions ever to play the fair, racked up a 20 per cent increase on rides and shows. Hal Eifort managed the unit here.

Canada B Fairs Meet October 24

To Award Midway, Grandstand Pacts During 5-Day Meet

REGINA, Sask.—Annual meeting of the Western Canada Fairs Association will be held in the Hotel Saskatchewan here October 24-28.

Midway and grandstand contracts for the 12-show Class B fairs circuit will be awarded.

The attractions committee will start its deliberations Saturday (24) and carry on Sunday if necessary. Last year's session lasted nearly 20 hours.

Midway submissions will be heard at 9:30 a.m. Wednesday (28).

This year the WCFA is combining the customary fall meeting with the annual one. If this works out, there will not be another general meeting until the fall of 1960.

Grandstand show this year was provided by the Tom Drake Agency, Kansas City, Mo., and the Art B. Thomas Shows, Lennox, S. D., were on the midway.

Secretary is George K. Ross, Prince Albert, Sask., and president is Keith Stewart, Portage la Prairie, Man.

ICE SHOW REVIEW

Timely 'Follies' Salutes Alaska, World and Space

By SAM ABBOTT

LOS ANGELES—"Ice Follies" premiered its 24th annual production for 18 days ending Sunday (27) in Pan Pacific Auditorium here. Patrons liked the precision and comedy skating. There is plenty of both in the spectacular presentation.

While many who saw the premiere may have had a little anxiety as to what could be new, the

Shipstads and Johnson solved the problem well and, above all, entertainingly.

The 1960 edition is well rounded. It has an international flavor and also gives ample consideration to segments for the children. It has "Somewhere in Space," which displays plenty of imagination along with good skating.

Judging from applause, Mister (Continued on page 63)

UTAH STATE FAIR GATE DIPS; ICE SHOW WINS

SALT LAKE CITY—Rain on almost every day of Utah State Fair took its toll at the outside gate, but its featured attraction, "Holiday on Ice," held up well in the face of adversity.

Don Wyatt, secretary, disclosed that attendance, free and paid, totaled 246,000 for the 10-day run which wound up Sunday (20). This was about 30,000 below 1958, but in view of the rain, much of it falling just at the time patrons were heading for the fair, was not considered too bad.

Brightest spot of the run was the icer's performance in the coliseum. The show grossed \$152,800 before taxes in 17 performances. This was only \$900 below last year and the reason for the decline was explainable. Some 200 seats were set aside for special guests on one day, but only about 50 showed. The icers came in here with a whopping advance sale already on the books.

Monte Young Shows did fairly well on the midway, being off just a few points. On many of the rainy days the skies cleared by mid-evening and late crowds were good, keeping the midway folk busy until midnight in some instances.

Weather Cuts Saginaw, Mich., Fair by 18%

SAGINAW, Mich.—The Saginaw Fair, which closed its six-day run here Saturday (19), joined the ranks of many fairs hurt by weather during the past couple of weeks.

Cold weather that set in almost at the opening knocked the gate, car parking and grandstand off about 18 per cent, Clarence Harneden, veteran manager, disclosed. Most of this was registered in the grandstand, he pointed out.

Rain hurt the final day turnouts coming at 6 p.m., on Saturday at a time that also cut into the night show which featured Carmel Quinn and a selection of acts brought in by GAC-Hamid. The show did its best business on Thursday and Friday, but low temperatures held down the turnouts.

The Gooding Amusement Company on the midway wasn't off as much as the rest of the fair, but ride and show grosses were reported to be lower than in '58.

The fair's attendance wasn't off as much as the grandstand, and the buildings, particularly the new fine arts hall, were crowded most of the time. These people, however, remained out of the grandstand due to cold and rain.

Polack Pulls 19,000 at Eugene, Ore.

EUGENE, Ore.—Polack Bros. Circus attracted 19,000 patrons to the 10,000-seat McArthur Court here in four performances (15-16). On Tuesday (15) the show drew crowds of 5,000 and 4,500 and Wednesday (16) the matinee drew 4,000 and the night show pulled 5,500 payees.

Prince El Kigordo and Princess Tajana (Mrs. Tommy Hanneford) were out of the performances here and earlier at Seattle, Wash. Kigordo was resting in a Vancouver hospital from a mauling he received there at the opening performance of the circus at the PNE and Tajana became ill at Vancouver and was also hospitalized.

SHOW PLACES

Millions Come

OVER two million people attend over 2,000 events annually at the fairgrounds of the Tulsa State Fair, and if this doesn't make the plant one of the busiest it'll do until another comes along.

It all came about in 10 years and was the result of a desire by a dedicated board of trustees to make the fairgrounds more than a place where a fair operated for a couple of weeks. The vast progress stems from legislation passed in 1949 that made this possible.

The board immediately grabbed the ball with two aims:

1. To better serve people in the area.
2. To stage events that would provide revenue to improve the physical layout.

It was a virtual boot-strap operation and has paid off. Close to \$2 million has been invested during the period, much of it revenue from the year-round operation plus a bond issue and donations by private individuals and concerns.

Today the fairgrounds is the site of countless events. Just a few include regular auto races, Boy Scout jamborees, dealer shows, wrestling, baseball games, 4-H Club talent shows, home builder exhibits, dog shows, dances, rodeos, banquets, horse shows, picnics, graduations, July 4 fireworks shows, both college and high school basketball games, circuses, benefits and new car showings.

In addition to these events, there are many special religious, educational and entertainment attractions scheduled in the various facilities located on the grounds.

This is only part of it. An ice-skating rink provides winter sports; a golf driving range and miniature golf course is another recreation facility, and a Kiddieland, with 27 amusement devices, is a potent lure for the moppets.

Major plant improvements over the year have included the construction of a livestock exhibition building that covers 7.6 acres and is generally credited as being the largest building under roof in the world. New dormitories have been added, a women's building and an educational hall. More recent additions, in line with the times, was the addition of a cement stage for square dancing and a patio for outdoor cooking and cooking contests. Parking, that bugaboo of most fairgrounds, has been solved by grabbing all the space available.

The year-round operation certainly hasn't hurt the fall fair. In 1949 attendance was around 150,000—now its over 600,000. According to Manager Clarence Lester, the increase in the number of events being scheduled each year can be credited for much of the increase. Another plus is the ability to utilize the staff which works not only on the off-season activities but in planning and developing the fair.

Charlie Byrnes.

Bad Weather Cuts Pomona Gate 23,412

POMONA, Calif. — Loss of 23,412 in attendance thru Monday (21), fourth of the 17 days of the Los Angeles County Fair here, was blamed on threatening weather in this area and around Los Angeles from which the event draws a majority of its customers. Attendance for the period was 244,833 as compared with 268,245 for the same days in 1958.

The fair again featured horse racing each afternoon except Sunday, when running races are prohibited in California. The night show in front of the grandstand was presented by the Milton Deutsch Agency of Beverly Hills with George Burke in charge. Mickey Rooney and Molly Bee headlined the bill for the first three days starting September 18. The Lennon Sisters opened Monday (21) for four days with Bob Crosby the top-flight for three days with the Modernaires starting Friday (25). "Rhythm on Ice" and the Lancers open Monday (28) and run thru the closing on October 4. Jerry Rosen and orchestra, Jackie Hilliard, and Moro-Landis Dancers were on the bill September 18-27, inclusive.

Midway is under the direction of Funville Midway, Inc., headed by Louis Cecchini, president; Al Cecchini, vice-president, and John Levaggi, secretary-treasurer, for the first time. Company took over the operation of the fun zone early this year after the fair purchased the

equipment and contract of Harry A. Illions. Illions operated the midway for six years.

Independent midway concessionaires reported business holding up well in face of the attendance loss. Pat Treanor, who has had the novelties since the fair was organized in 1922, said that grosses for the full run would at least equal those of last year when the total was 1,083,927. Ed Lang of Mom's Aid declared that his business was holding up well on weekends. Frank Pipitone, who has a spaghetti sit-down restaurant as well as Italian Village, said the cool weather helped his grosses.

Mexican Village is again operated by Philip Torres and Alphonso Labrada. Business was brisk. Vance Graham is handling emcee chores for the 8th consecutive year and recently renewed his "Vance Graham Bolero Show," a noon daily feature over radio station KTYM in metropolitan Los Angeles.

JACKSON, Mich. — The Jackson County Fair here was offered \$185,000 for its fairgrounds by the Jackson Raceway, which operates harness racing at the plant. The offer came right after fire did severe damage to the fair's auditorium, which houses a roller rink during the non-fair season.

Leon J. Slavin, president of the harness race organization, made the offer to the fair.

Allegan, Mich., Fair Wins Out Over Cold Weather

ALLEGAN, Mich. — Allegan County Fair closed its seven-day run here Saturday (19) after a successful battle against the elements—frigid temperatures in this instance.

Despite weather that dropped the mercury into the 40's on some evenings, attendance compared favorably with that of 1958, one of the fair's better years.

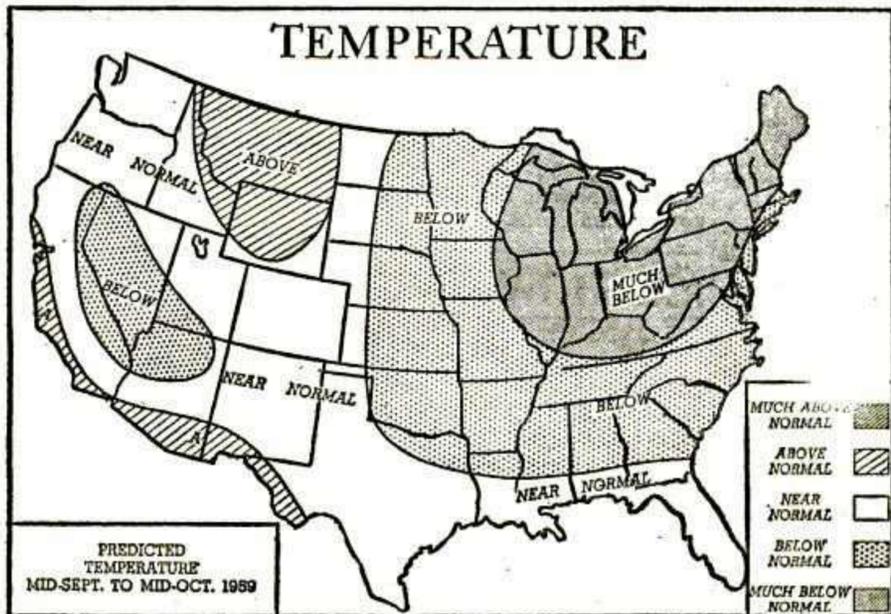
Most surprising, however, was grandstand patronage and receipts which matched last year, one of the best years for grandstand attractions at the fair. In fact, in 1959 a 30 per cent increase was registered over the previous run.

Friday and Saturday were both big days as the weather warmed. On Saturday evening the grounds were swamped and gate attendants received little rest.

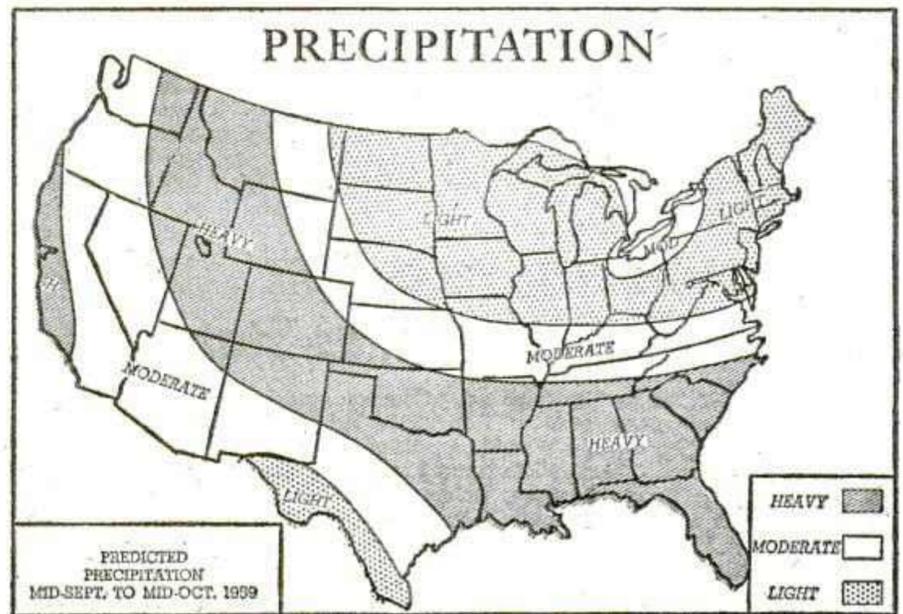
The night grandstand show was split into two segments, featuring Carmel Quinn part of the run and Snooky Lanson the rest, with Homer and Jethro coming in for one evening. Harness racing drew well with 10 heats on one day and 12 on the other four days.

John Reid's Happyland Shows were 3 per cent ahead of last year despite the cold. The Dowis Sky

(Continued on page 63)



The U. S. Weather Bureau's 30-day outlook for the period mid-September to mid-October calls for temperatures to average below seasonal normals over the eastern half of the nation except for near normal along the Gulf Coast. The coldest areas are expected to be the Great Lakes, Ohio Valley and Northeast. Temperatures over the western half of the country are predicted to average near normal except for below normal over the Southern Plateau and above normal in Montana, Wyoming and coastal California. Precipitation is expected to be subnormal over the northeastern quarter of the



nation. Above normal amounts are predicted for the southeast quarter, the Central Plains, the Rocky Mountain States and California. In unspecified areas about normal amounts are indicated. NOTE: The 30-day outlook given here is not a specific forecast in the usual meteorological sense, but is an estimate of the average rainfall and temperatures for the 30 days based upon the best indications now available. For more specific predictions readers should look to the local forecasts published by the nearest Weather Bureau office.

FAIR-EXHIBITION MANAGEMENT

Louisiana State Spends \$100,000 on Fairgrounds

SHREVEPORT, La.—Improvements costing more than \$100,000 will greet visitors to the Louisiana State Fair, October 23-November 1, Joe Mounsour, secretary-manager, disclosed.

Two new scoreboards have been installed in the stadium where from 25 to 30 high school and college football games are held each season. Cost was approximately \$20,000. Three streets were paved with concrete and others are being resurfaced. A new trailer park for show people and other personnel has been completed.

Three sidewalks were laid in the new cattle barn, running the entire length of the structure. Two are on either side of the building and the third down the center.

Two major buildings, the manufacturers and the poultry hall, have been remodeled. Additional fencing was installed around the half mile race track. Much work has also been done on drainage and sewers.

Portable seats that will accommodate 2,400, have been erected in the south end of the stadium for the big October 3 L.S.U.-Baylor football game.

Memphis Enlarges Arena, Widens Concessions Row

MEMPHIS—The Mid-South Fair opened its gates here Friday (25) with many improvements evident to first-day visitors.

The block-long concession section of the midway street has been widened to give a total width of 60 feet and provide more room between center concessions and the side booths. Male operators in the Chuck Moss concessions will wear white shirts and black ties and fem ops white blouses and black bow ties.

The indoor arena, site of the rodeo, now seats 7,000 for that event and 8,000 for the Roy Rogers show. Some 2,000 seats were added at a cost of \$50,000. Colorful plastic-coated canopies were installed at the main entrances.

Advance sale for the rodeo, in the first six days, was well ahead of recent years and advance for the Rogers show has topped any other previous attraction the fair has presented, Bill Wynne, manager of the fair, disclosed.

Pa. Bill Sets Up Mutuels At Fair Harness Race Tracks

HARRISBURG, Pa.—Progress was made last week by legislation which paves the way for harness racing on a pari-mutuel basis, at agricultural fairs in Pennsylvania. Passage would throw the issue to the public at a referendum and hopes to change the entire revenue complexion for fairs. No-betting races are pursued doggedly at many events, some of which have cut back the number of race days. Reading Fair has eliminated racing entirely from its program.

The bill was passed by the House on Tuesday (22) and received by the Senate the next day, where 26 votes were needed. House vote margin was slim. The governor favors a primary election, and the sponsors a general election. Sen. Robert T. Watkins is championing the bill, aided by Sen. John Van Sant, WSAN announcer. Pennsylvania residents were active fans at pari-mutuel tracks in New Jersey, Maryland and New York State.

Western Canada Events Have Record Race Season

CALGARY, Alta.—The most successful season in the 35-year history of horse racing in Alberta and Saskatchewan ended here Saturday (12).

Total mutuel play for Edmonton, Calgary, Saskatoon and Regina, covering 77 days, was \$15,240,139, with each center well up over 1958.

Edmonton, with 30 days of racing, had a wagering total of \$8,159,655. A one-day record for Western Canada of \$438,000 was set, as was a one-race mark of \$71,000.

Calgary, with 32 days, had a total handle of \$5,199,369, a substantial gain over last season. A one-day high was \$288,000.

Saskatoon reached \$725,095 for six days as compared with \$690,004 last year, and Regina's total was \$1,156,020 for nine days as against \$1,138,682 in 1958.

San Jose, Calif., Plans \$600,000 Women's Building

SAN JOSE, Calif.—Bids for a new building to house women's and young women's handiwork exhibits and cost approximately \$600,000 will be received by the Santa Clara County Fair here in mid-November, William A. Straub, fair secretary-manager, said.

Straub said that the building will cover an area from 32,000 to 35,000 square feet and be designed so that it can be divided into three parts. It will feature a concrete screen arrangement 10 feet from the main structure around the top of the building. Purpose of the screen is to give added insulation.

Completion is set prior to the 1960 fair which opens a week following Labor Day.

SEES U. S. AID TO THE MOON

SPARTANBURG, S. C.—The following comment was credited to Paul Black, president of the Piedmont Interstate Fair, on the Russian's successful shot at the moon: "The Russians were the first to land on the moon and the U. S. will be the first to send foreign aid up there!"

Central Wis. Fair Sets New Records

MARSHFIELD, Wis.—Despite spotty weather the Central Wisconsin State Fair broke several records, W. A. (Tiny) Uthmeier, secretary, disclosed here last week.

Opening day's program of auto races, brought in by Frank Winkley's Auto Racing, Inc., drew an overflow grandstand and 460 infield standees. This was the biggest auto race crowd ever at this fair, Uthmeier pointed out.

On the Sunday afternoon before Labor Day, big car races drew a capacity grandstand and the bleachers were 75 per cent filled to chalk up the best grandstand attendance in five years. Outside gate reached 29,000 on that day, best one-day count in 11 years.

Don Franklin Shows matched '58 with rides and shows on the midway.

Other attractions included a Red Foley show; rock and roll show which doubled last year's turnout for the same type attraction, Flying B Rodeo, "Grand Ole Opry" with Minnie Pearl and Pee Wee King, and a GAC-Hamid show with Pee Wee Hunt and Snooky Lanson, and Gene Holter's wild animals.

Newfoundland, Pa., Fair Racks Up Record Receipts

NEWFOUNDLAND, Pa.—Receipts rocketed 25 per cent over 1958 at the Greene-Dreher-Sterling Fair here September 2-5, according to Secretary Bob Staph.

After three days of rain left fairgrounds a morass and all but wiped out opening day activities, three days of the finest kind of weather brought out record-break-

(Continued on page 68)

Ore. State Fair Gate Down, Receipts Up

SALEM, Ore.—The Oregon State Fair lost attendance this year, but due to increased price of admissions took in more money at the gate. Loss of patronage was due to the fact that the fair ran two days fewer than last year and opening day was hit by heavy rain.

An estimated paid and free of 265,220 came to the fair and 159,132 paid their way for a total take of \$104,123. This compared with last year's \$102,613 when the 10-day run pulled 342,043. Last year the daytime admission was 50 cents, this year it was 75 cents.

Featured night show was headed by Bob Crosby which played to 20,431 and grossed \$30,957.25. The show, in on a budget of slightly more than \$20,000, will make money, Fair Manager Howard Maple disclosed.

A loss might be shown, however, for the rodeo and horse show. Attendance was 18,480 and receipts \$23,321.75. Rodeo stock was produced by Henry Christensen, Eugene, Ore.

A storm, with winds up to 40 miles per hour, hit just 24 hours before the fair opened, disrupting

set-up operations and damaging many of the decorations. The rain quit long enough to complete the details. Rain again fell on Saturday, holding attendance to 26,000, a sharp cut-back from last year's 52,000 on that day. Sunday dawned with threatening skies but the sun came out and almost 60,000 flocked to the grounds. The weather was okay the balance of the week.

West Coast Shows, which has provided the midway attractions the past two years, was awarded the contract for 1960, but that action was rescinded when other operators complained that they did not receive an opportunity to submit offers. Final decision will be made October 21.

Next year's dates are September 2-10.



The biggest profits come from the best rides



FINANCIAL PLAN AVAILABLE!

Salisbury and Rocky Mount OK for Buck

ROCKY MOUNT, N. C.—The fair in Salisbury, N. C. was a rewarding one for the O. C. Buck Shows. The new grounds, buildings and spacious show lot were pleasing to all who made the trip, and Dave Clay, secretary-manager, received many compliments on the improvements.

Everything arrived at Rocky Mount in good time, and the set-up was well along on Sunday for the next day's opening. Monday's opening gross was on a par with last year's. Tuesday, white kids' day, pulled excellent weather and a more solid gross than in 1958.

Joining in Salisbury for the balance of the season was Carole Buck, wife of owner Oscar Buck. Son Oscar Jr., known to many as Bucky, is attending New York Military Academy.

Cristiani Draws Good Houses In California

CALEXICO, Calif.—Cristiani Bros. Circus drew a half house at the matinee and a near-full house at night here Tuesday (22) with little advance publicity.

At San Bernardino for a weekend (19-20) the tent pulled one half and three-quarter houses Saturday (19) and three-quarter and near-full houses Sunday (20) in clear weather. The baseball pennant race between the Dodgers and Giants may have cut into matinee attendance.

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CEDAR POINT TABS WINNING SEASON

Plan to Add More Rides; Hotel Filled; Historic Bathhouse Replaced, Razed

CEDAR POINT, O. — After racking up the best business in many years, officials of Cedar Point are starting plans for the 1960 season. Spurred on by the success of three new rides this sea-

son, several additional ones are planned for next season.

The Wild Mouse, Turnpike and Monorail rides outgrossed all other rides on the midway and on the two weekends after Labor Day continued to draw better than the old rides.

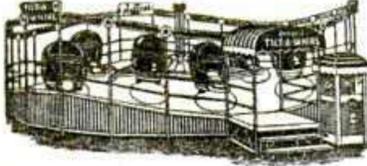
Instead of a few capacity nights as in past seasons, the Breakers Hotel had at least a dozen nights in 1959 when guests filled every room, and in a few cases some had to be turned away. A cocktail lounge with overhead sun deck and a 200-seat coffee shop were added and one section of the motel was modernized. Further improvements are being planned for next year.

A frame bathhouse that has had millions of visitors during the past half century is now being torn down. The wood was found to be in good condition and will be used in other places around the grounds. A concrete bathhouse accommodating 2,400 people was completed early in the season and the old one was discontinued. Knute Rockne, later famous as coach at Notre Dame University, served as a life guard at Cedar Point in 1912-1914, and along with Gus Dorias perfected the forward pass on the beach beside the old bathhouse. The landmark was erected in the fall of 1909, being two stories high with a long row of concession stands under the overhang and facing the lake.

Largest weekend of the season was the July 4 holiday, when more than 50,000 people were on the grounds at one time. Biggest promotional day was June 14 when Esmond Dairy drew 30,000 kids and their parents.

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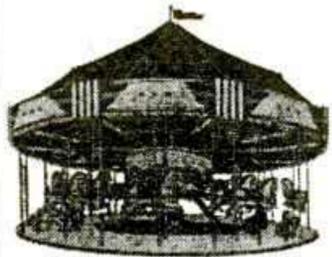
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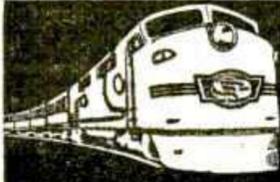
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INVALID BAN?

See End of Curfew for N. Y. Park

BINGHAMTON, N. Y.—The local 8 p.m. curfew for outdoor entertainment may end before next season, according to opinions advanced this month. Supreme Court Justice Joseph Molinari said he is inclined to believe the town of Dickinson licensing ordinance is unconstitutional.

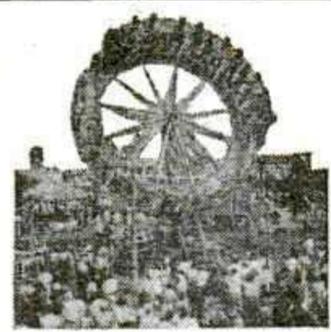
Asking an injunction against the 8 o'clock ban is Sunrise Park on Upper Front Street. Attorney Lee Alexander said the park operated at a financial loss and ended its season early because of the law.

Molinari said he agrees with State Comptroller Levitt that the ordinance "is unconstitutional." Constitutionality will be argued in Supreme Court next March. The park and its property belong to Binghamton Park, Inc., headed by showman James E. Strates, and were acquired 11 years ago.

Big Kids' Day Draws 3,000 To Butte Park

BUTTE, Mont. — Some 3,000 kids packed into Columbia Gardens here for the last Children's Day, September 3, as everything in the funspot went for a nickel. Extra buses, supplied free by the Anaconda Company, were required to accommodate the youngsters. Frank Panisko's Carnival Emporium proved a winner.

The 1959 season, which closed Labor Day, was down due to the copper strike, Manager Ted Beech reported. Dances were held every Saturday night with local musicians supplying the music and every Thursday was Children's Day.



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AMUSEMENT PARK OPERATION

Promotional Ad Series Boosts Lakeland Plans

LAKELAND DEVELOPMENT Corporation, which is building a big play area near Memphis, is using a series of newspaper ads to help promote the project. There are eight ads in the series, each with catchy headline and art. One says, "This Old Man Got Took," and refers to his going up in Lakeland's 180-foot observation tower that will have cable cars and elevators. Another is headed, "This Little Pigeon Got Shot," and refers to the skeet range. "A Mad Mouse Is in the House" says, of course, that the spot will have a Mad Mouse ride. "This Little Car Went to Market" heads an ad that says six antique cars at Buena Park in California carried 220,000 persons in three months. "This Little Pig Got Et" is an ad for the Lakeland food concession plans. When the ads says "This Nice Girl Went Into a Dive" it means a dive into one of the projected four heated swimming pools. A fishing lake is described under "This Fish Got Hooked." The final one says "The Bulls Are Here—Bulldozers, That Is." Ads are aimed at selling stock in the corporation, among other things. Construction has begun and an 1865 Herschell Train has been purchased. Until track is laid, the locomotive is being displayed in the lobby of a Memphis bank. Layout is scheduled to cost \$10,000,000 and to open July 4, 1960.

Russ Skip Disneyland; Band Organ Firm Bought

PROPOSED VISIT of the Russian premier, Nikita Khrushchev, to Disneyland got widespread press attention last week because it didn't come off. Russian security agents recommended that their leader skip the tour at the last minute. At one point some 40 California motorcycle policemen raced into the park gate, but there was no one behind them and the Russians didn't show up. . . . Sen. Charles Bovey, of Virginia City, Mont., recently bought all the remaining stock and equipment of a company in Brooklyn that serviced band organs. He got an ornate Gavolli 90-key organ made in 1880, as well as six smaller organs. He also has the equipment for manufacturing cardboard player music and music rolls. Oswald Wurdeman, Minneapolis, has been in the Montana town to restore three of the organs.

Tom Parkinson

Walled Lake Up Despite Detroit Economic Problems

DETROIT—Walled Lake Amusement Park closed for the season Sunday night, after two weeks of weekend operation only, with total gross for the season still slightly ahead of 1958. A serious drop in July and August was not quite enough to offset the fine start earlier in the season, according to Fred W. Pearce Jr., who heads the operation since the death of his father in August. "I don't feel that Detroit is off its back financially following last year," Pearce said. "The impending steel strike and the shutdown for auto model changeovers further hurt spending." Rides especially were down, but refreshments showed a substantial gain. No major changes for the park for 1960 have been planned as yet, with activity now centered on promoting 1960 picnic bookings. A. M. (Brownie) Brown, park manager, who suffered a coronary attack late in July, is showing an excellent recovery and is back on the job supervising the winding up of operations for the season.

Sans Souci Doing Okay; Boston Spot Stays Open

SHELDON WINTERMUTE, tub-thumper for Sans Souci Park, Wilkes-Barre, Pa., writes that the Pennsylvania funspot, in its 57th year, topped all previous attendance records. The park, headed by Edward J. Lee, president of the Pennsylvania Amusement Parks Association, is truly a family park, Lee says. The estimated 301,000 persons who visited the Hanover township park were members of 100,000 family groups. Weekend surveys showed that the average family group strolling the midway consisted of a father, mother and three children. Lee said the reports of "distressed area" and "unemployment" in the anthracite region appeared to be unfounded so far as Sans Souci was concerned on family and group attendance for a day out. . . . Graem G. Botts, general manager of Chicago's Riverview Park, is having a tough time of it trying to get back on the firing line from injuries received in a fall just before last July 4. Still confined to his Orrington Hotel apartment in Evanston he is currently plagued by heel ulcers which developed during his long stay in bed. Botts would appreciate a telephone calls or cards from friends. Speaking of Riverview, President Bill Schmidt is taking a West Coast trip within the next week, his initial experience flying on one of the pure jet planes. . . . Howard Fitzpatrick, publicity director at Pleasure Island, the new theme park near Boston, reports the funspot is now on a weekend basis, and is due to operate until November 1. Pleasure Island is planning an expansion program for 1960 that will include addition of several rides to give the fun area more balance. New ones must be in character with the park, according to Joe Doyle, public relations chief. Doyle and president Bill Hawkes are consulting with a group of outdoor amusement experts to sift out possibilities. . . . Send a get-well card to John Phillips, Dayton swim club operator. . . . He's undergoing daily treatments for a malignant skin growth. His condition is not serious, and he expects to be in action presiding as chairman of the NAAPPB pool and beach program November 29-December 2 in Chicago. . . . John Collins, New England amusement parks operator, is coming to Chicago Tuesday for the World Series.

John Bowman, Secretary, NAAPPB.

CIRCUS TROUPE

"THE ART OF CLOWNING" is the title of a new booklet prepared by Raymond Bickford, who heads the Clown Club of America. This is a 31-page pocket-sized paper-backed pamphlet priced at \$1. It is aimed at the newcomer and amateur who would like to be a clown. There are sections devoted to clown types, costumes, how to use make-up, suggested routines for beginners, a list of clown and show terms, and names of books on clowning. Perhaps the most noteworthy heading is "How to Obtain Bookings."

Newest of the organizations concerned with circuses has been formed by Charles L. Andrews, Nashville newspaper executive and circus enthusiast. He calls it the SEPPWLCEC, which, of course, would be the Society for the Encouragement and Preservation of People Who Like Circuses, Especially Clowns. . . . One of the world's most significant collections of historical circus material was auctioned recently in England. It was the collection of author M. Willson Disher and brought about \$4,750, a very high figure when converted into British pounds. There was a great number of items from the original circus, Astley's. Some of the collection is coming to America, it is believed, since several U. S. universities were bidding for parts of it.

Ringling-Barnum's route at last reports was set thru Louisville, Ky., November 19-22, where the current season is expected to close. There is a strong probability the circus then will go to Havana, Cuba, altho it will be in this country for its December 10 television show. And there will be more major cities on the pre-New York route, it is expected. . . . The James-Christy Circus has been playing Iowa and was closing this weekend for the season. *Tom Parkinson.*

★ ★ ★

Fans Howard and Agnes Hansen recently visited Bobo Barnett at Omaha where he was working at AK-Sar-Ben. . . . Floyd and Mary Henton caught the Gene Holter Wild Animal Show at Missouri Valley, Ia., and visited with Gene Holter, Bud Jones, Si Otis, Chuck Baldwin, Neil Chervarake and Bill Hovarter. . . . Randall F. Lynch, Charles L. Pease and the Bob Hofmeister family visited Polack Bros. Circus at Pasco, Wash. . . . Fritz (Doc) Reichert is in Baptist Memorial Hospital, San Antonio, Tex., recovering from surgery and would appreciate hearing from friends. . . . Bill Green's performing animals recently completed 12 weeks at the Pittsburgh Bicentennial and are now playing Canadian fairs for the Al Martin Agency.

Dan (Pappy) Kerr, West Asheville, N. C., is under the care of an eye specialist and may undergo an operation in the months ahead. Meanwhile, he is clowning on a combination advertising and television deal in Chattanooga, Tenn. . . . When Mills played Lancaster, Pa., George Kienzle interviewed Herman Joseph, Cocoa Jr., Zelda Lamont, Johann Schmitz and Barbara Rober on WLAN Radio. . . . Recent Mills visitors included John Adams, Sam Shearer, Walter Heist, Paul Rhoads, Paul Bohler, Allen Duffield, Harry Cooke and Harry Rose. . . . Pvt. William Rice saw a German ice show under canvas at Mannheim.

From Ringling Bros. and Barnum & Bailey Circus, clown Chuck Burnes writes that flier Ray Humphreys has returned to the act following a knee injury. . . . Clowns Jackie Gerlich and Otto Griebing made hospital wards in Denver and received a half page spread in the Denver Post. . . . Ignacio Ibarra has joined one of the flying acts. . . . Kenny Smith, on the advance, caught Cristiani in San Diego, Calif. . . . Dean McMurray celebrated his birthday. . . . Alan and David Alzana have returned to school in Sarasota. . . . Murray and Mitzie Fein are making fair dates with chameleons. . . . Three tiger cubs were born in Denver, one of them a rare albino. . . . Recent visitors included Elmer and Mimi Santana, Earl and Mary Reum, Frank D. Robin, Russel Scott, Brace Helfrich and Marguerite Cowger.

Bill Green, former circus press agent, has re-entered Henry Ford Hospital for treatment of an intestinal disorder. . . . Hamid-Morton Circus plays the Maple Leaf Gardens, Toronto, September 28-October 3. . . . George Barton, of Minneapolis, has an air calliope mounted on a trailer and is booking it for special events. . . . Paul

Miller's shopping center show, with a number of circus acts, was at Cincinnati's Swift Center recently. . . . Sunny Jim Snell is booked to clown the indoor circuses coming up at Chicago, Toledo and Cincinnati. He just played the CNE. . . . Mike C. Piccolo caught Mills Bros. Circus and visited with Jack Mills, Herman Joseph, Joe Rossi and the Riva family.

Barstow Returns To Ringling Show

NEW YORK—Richard Barstow has signed to stage and direct the 1960 Ringling-Barnum circus. He did the chore for nine consecutive years, with his sister Edith as choreographer. Since 1957, Tony Velona has directed, Margaret Smith staged and Chet Toliver choreographed the show. Barstow starts work in Sarasota in January. There will be three weeks of rehearsal, Barstow stated.

2 PHONEMEN

American Legion sponsored program. Ad sales. No Tix or U.P.C.'s. Several Florida cities. Work until spring. 25% pay daily. Men writing \$150 to \$200 per day.
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Winterquarters, Burlington, N. J.

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For Firemen's deal. 5 other deals to follow. Call
Parkersburg, West Va., HUDSON 5-4674.
JAMES STIMMEL
P.S.: Blackie Burns, Pat McDonald and Ray Walton, please contact me at once.

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Experience necessary. Good pay. 10-month employment. To blow class calls during 8-hour duty. Write or contact
CAPTAIN W. E. GRAYBEAL, Assistant Personnel Officer, Virginia Military Institute, Lexington, Virginia, giving age and experience.

PHONEMEN

Chicago area. Ticket sales. Public appearance of TV star. Good sponsors. Contact
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Arlington Heights, Ill. No Collects.

60,000 Attend Gil Gray Circus At Shreveport

SHREVEPORT, La.—The Gil Gray Circus drew a record-breaking 60,000 patrons to the 9,000-seat Hirsch Memorial Youth Building here for the Shrine in nine performances (16-20). The last three performances were given to full houses and hundreds were turned away at the final showing Sunday (20). It was by far the largest attendance for the local Shrine in the years they have been sponsoring circuses.

Opening Wednesday (16) drew 2,000 at the matinee and 3,000 people at the night show; Thursday built to crowds of 6,000 and 7,000; Friday (18) also grew with 7,000 and 8,000; Saturday brought two full houses of 9,000 each and Sunday (20) was strawed with 9,000 admissions at the 2:30 p.m. matinee-only.

GAINESVILLE, Mo.—The Carson and Barnes Circus drew a half house at the afternoon performance and a straw house at night here Wednesday (16) in clear weather under auspices of the Saddle Club. The circus was the first show in the city for two years.

6—PHONEMEN—6 Utah and Nevada

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2—PHONEMEN—2

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Night: Woodland 3-4875
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Beatty-Cole Straws Macon; Owners See Winning Season

MACON, Ga.—Playing to an overflow crowd at night, Clyde Beatty-Cole Bros. Circus had a highly profitable date here Friday (18), despite a half house at matinee.

The crowds came to Central City Park late and for a while it appeared a second night performance might be given. The problem was solved by seating on the ground on the hippodrome track, and this left many standees. Advance sale for the date totaled \$7,200, and this figure was greatly boosted by day-of-show receipts.

General Manager Frank McClosky and Manager Walter Kernan were approached by a local committee concerning winter quarters, but they said they preferred a Florida location.

Floyd King, general agent, came back to the show for the day here. He and Mrs. King and their children attended the matinee. The

Kings have lived here for many years.

Clyde Beatty was host to his aunt and uncle, Lorane and Jimmy Stephens, of Atlanta. Walter D. Nealan, circus press agent wintering here, spent the day on the lot.

The show made a 124-mile run from Augusta and was in before daylight. A large crowd was on the lot all morning watching the tops go up under supervision of Bob Reynolds, superintendent. *(Continued on page 63)*



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Winkley Auto Races Topping '58 Crowds

HUTCHINSON, Kan.—Business at auto races promoted by Frank Winkley's Auto Racing, Inc., has been on the up-beat in recent weeks, the veteran auto race operator noted here last week.

First date here Saturday (19) at Kansas State Fair yielded a 10 per cent increase over last year and many other fairs have been in line with that hike. Four days of racing at the South Dakota State Fair, Huron, showed a 9 per cent increase, and others giving better business than '58 included fairs at LaCrosse and Marshfield, Wis., and Madison, Minn. Cedar Rapids, Ia., was hurt with two days of racing lost to rain.

Winkley's big run of 10 events at Minnesota State Fair set new records this year, keeping pace with the fair's record run. Top event of the 10 was the Labor Day "North Star 350" which grossed \$64,264.50. Also presented at the big fair was five days of big car racing, three additional stock car races and one AMA motorcycle event held in conjunction with a 100-lap stock car race.

Following the fair here, the Winkley aggregation headed for Oklahoma State Free Fair, Muskogee, and Oklahoma State Fair, Oklahoma City, with the last dates of the year at Louisiana State Fair, Shreveport.

600 Attend N. H. Fete For Dineen

PORTSMOUTH, N. H.—More than 600 persons turned out Tuesday (8) for a testimonial dinner honoring John F. Dineen, widely known ballroom operator of Hampton Beach. He received an inscribed watch and other presentations.

Wentworth-by-the-Sea was the setting. Notables by the score attended and many wires of congratulations came from show people like Bing Crosby, the McGuire Sisters and others. Remarks were made by Governor Powell, Nick Xanthaky, of Salem Willows Park; Bill Elliott, of the Chamber of Commerce; James Batterbury, manager of the Dineen properties, and others. Invited guests included ex-Governor Gregg and Joseph D. Ward, Massachusetts Secretary of State.

Invocation was by the Rt. Rev. Msgr. David C. Sullivan, brother-in-law of Dineen.

Poarch Elected CFA President

CLARKSBURG, W. Va.—The Circus Fans of America elected L. Wilson Poarch Jr., Arlington, Va., as president for the coming year. The national convention was at the Stonewall Jackson Hotel here September 12-14. Poarch succeeds John C. Arter, Charleston, W. Va. Gil Conlinn, Hartford, Conn., was re-elected secretary-treasurer.

Vice-presidents elected are James I. Hassan, Philadelphia; M. G. Gorow, Appleton, Wis.; Ralph F. Hartman, San Antonio, and Daniel L. Miller, Tacoma, Wash. Directors named are Charles H. Elwell, Bennington, Vt.; William B. Hall III, Willow Grove, Pa.; C. C. Day, South Omaha, Neb.; Frank L. Van Epps, Portage, Wis.; L. M. White, Mexico, Mo.; Charles C. Milroy, Tacoma, Wash.; George G. MacKender, East Palo Alto, Calif.; Jack T. Painter, Ruston, La., and Clifford W. Glotzbach, Richmond, Virginia.

Ivan E. Myers, Wheeling, W. Va., photo contest chairman, announced winners including Norman Senhauser, New Philadelphia, O.; Phillip H. Glotzene, Springfield, O.; John W. Boyle, Cleveland; Paul R. Tharp, Washington; Everett M. Smith, Boston; Marcus F. Ritger Jr., Newport News, Va.; Ray E. Ranta, Solon, O.; Jack T. Painter, Ruston, La., and Floyd L. McClintock, Uhrichsville, O.

Knoxville Sees Park'g Jam-Up

KNOXVILLE — Mayor John Duncan says the city is certain to have a parking problem in connection with the new James White Memorial Auditorium here unless steps are taken to provide more off-street parking near the facility before its completion.

Altho officials recognized before the construction contract was let that parking might pose a problem, the subject got little discussion.

Now it appears that a minimum of 1,500 more off-street parking spaces will be needed, said Joe B. Whitlow, metropolitan planning director. He added that he hopes the expense of acquiring additional land can be lightened by tying the project in with an urban renewal project for the east Knoxville section.

ARENA, AUDITORIUM NEWSLETTER

State Funds for Show

By TOM PARKINSON

BIRMINGHAM'S RECENTLY modernized Municipal Auditorium will be the scene in December of the Southeast Exhibit of Business Opportunities. This is a show of the same type as is scheduled at Fort Wayne, Ind., which was described recently, with at least one significant difference. In Birmingham, like Fort Wayne, the show will be made up of displays by branches of the Armed Forces and other governmental agencies plus exhibits by manufacturers who make or would like to make products or parts for defense items.

Unusual in the Birmingham arrangement is the fact that the Alabama Legislature has appropriated \$25,000 to help underwrite the cost of producing the show. The expectation is that it will bring new business and industry to the South and to Alabama in particular. For the aim of the show is to bring together the military and the manufacturer with a view to finding what one needs and what the other can do. The Birmingham Chamber of Commerce and its Committee of One Hundred are promoting the show. Birmingham's exhibition will have 250 booths, with exhibitors from Florida, Georgia, Mississippi and South Carolina, as well as Alabama.

Birmingham Auditorium Manager Fred McCallum outlines much additional activity that is in store for his building this season. It will have Ringling-Barnum circus for 11 shows in five days during November. There is an upswing in convention and exhibit bookings since the building has been remodeled, and the Birmingham Music Club Concert Series promises an extensive program, with Boris Goldovsky's Grand Opera Theater; Birgit Nilsson, soprano; David Oistrakh, violinist; Canadian National Ballet, Gina Bachauer, pianist; Chicago Opera Ballet; Pittsburgh Symphony Orchestra, plus the closing event, appearance of the Metropolitan Opera Company. This is understood to be the only concert series that includes a performance by the Met in its season ticket. Also in the Birmingham future are stands by "My Fair Lady" and "Holiday on Ice."

New Facilities Planned For Florida, California

NEWLY COMPLETED IS the Municipal Civic Center at Sanford, Fla. It is of arched-roof construction and has a level floor with portable seating. Architect is John Burton IV. . . . New Britain, Conn., has proposed a \$500,000 war memorial auditorium. . . . Indoor and outdoor stages are to be among the features of a new building at Irwindale, Calif. The city has approved plans for a \$250,000 structure of 19,000 square feet with balcony seating, basketball court, gym, kitchen and dining facilities and the stages. The architect is R. Van Buren Livingston. . . . The Diplomat Hotel, Hollywood, Fla., is to build a \$2,000,000 convention hall seating 2,000 persons or handling 1,500 for dining.

Family Donating Theater As Municipal Auditorium

THE PALACE THEATER at South Bend, Ind., will be donated to the city and it will be operated as a municipal auditorium. The theater corporation's board voted to accept the offer of the E. M. Morris family in South Bend to buy the building. Mrs. Morris and family will turn it over to the city. Mayor Edward F. Voorde had been quite active in the preceding weeks to save the building from demolition. The directors had voted in August to raze it because it was losing money. The theater was built 37 years ago and is equipped to handle major stage productions. There are 2,595 seats. . . . The Mid-South Fair Arena, Memphis, has increased its seating recently and will be able to accommodate 7,000 for the rodeo and 8,000 for the Roy Rogers appearance. Both events are part of the fair program ending October 3. . . . "Holiday on Ice" added another world capital to its list of engagements recently when one of its overseas units opened at Seoul, Korea.

Orange Show Completes Dome; Portland Steel Up

FINAL TOUCHES OF construction have been completed on the Kaiser dome building at the National Orange Show at San Bernardino, Calif. The aluminum arena was erected during last April's Orange Show as an entertainment attraction. It will be used in the next show run, April 28-May 2, 1960, for the exposition's International Flower and Garden Show. Between annuals, the dome is expected to be used for other exhibitions and for theatrical events. . . . Facelifting of the Atlantic City Convention Hall is in full swing and is to be completed by next July 1 at a cost of \$3,000,000. Wreckers have been demolishing a line of stores near the building to make room for new exhibition and storage areas to be erected there. . . . At Portland, Ore., the steel corners have been erected and the concrete roof is to be poured soon for the new arnea. International Seating won the contract for the permanent seating, and American Seating won the bids on portable chairs, it was learned.

TWO OF THE FOUR Broadway Theater Alliance companies were getting launched last week. "Dark at the Top of the Stairs," with Joan Blondell, opened Monday (21) at the Veterans Memorial Auditorium, Providence, R. I., where it had been in rehearsal for five days. At Norfolk, Va., "Two for the Seesaw" went into rehearsal on Wednesday (23) at the Municipal Auditorium's theater, where it opens Monday (28) for three days. Hal March has the leading role. Still to come are BTA's "Look Homeward, Angel," with Miriam Hopkins and John Drew Barrymore, and "Odd Man In," with Ann Sheridan and Scott McKay. Bookings thru December 19 have been announced for "Seesaw." "Dark at the Top of the Stairs" is routed thru December 15.

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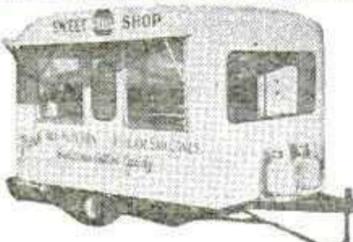
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THE FINAL CURTAIN

ASCHEY—Frank L., 63, concessionaire with Johnny's United Shows the past seven years, September 19 of a heart attack while working the Marietta (Ga.) Fair. He operated a Chicago night club in the '30's and later trouped with Bloom's Gold Medal, Blue Ribbon, Barney Lamb and John L. Robinson shows. Survived by his widow, Ethyl, and a brother, Joseph. Burial September 23 in West Hollywood, Fla.

BACON—Charles, 66, veteran outdoor showman, September 17 in Glenwood, Minn. He first traveled with the old Rubin & Cherry water show, later touring with the Duttons' white horses. For the past 20 years he was a bingo agent for Mrs. Pearl Connell. Burial September 19 in Glenwood.

BAUERNFEIND—Joseph, father of Mrs. Irene Ringling Bon Seigneur, September 21 at Dorchester, Wis., of cancer. He had been a blacksmith at Dorchester for 52 years and retired in 1951. Mrs. Bon Seigneur was formerly Mrs. Robert Ringling. Burial was in Medford, Wis.

CURTIS—Mrs. Gillie Cann, 87, former circus operator, September 10 in a St. Louis hospital. She and her first husband, Walter J. McDonald, worked together in the Diamond Dick Medicine Show and later operated a circus. McDonald died in 1910. She later married C. A. Curtis and they continued in show business up to 1921. Mrs. Curtis was known professionally as Lillian McDonald. Survivors include a nephew, Frank H. Cann. Burial in Abilene, Kan.

DAVIS—Ralph E. (Cy), 58, for 16 years a concession agent with Eaton's Concessions and Tidwell Shows, September

22 in Methodist Hospital, Indianapolis. Survived by a son, Edward L., and three sisters, Mrs. Opal Macon and Mrs. James Johnson, Lynn, Ind., and Mrs. Edna Hickman, Richmond, Ind. Services September 25 and burial in Lynn.

DUVAL—Herbert, former legal adjuster for Ringling Bros. and Barnum & Bailey Circus, at Sarasota, September 15. He had been in ill health for many years and retired some seasons ago. Prior to joining the Ringling show, Duval was with American Circus Corporation shows and in 1918 he was part owner of the Howes Great London Show, leased from the Corporation. He was a graduate of the Arkansas Law School and a member of Phi Alpha Delta law fraternity. He was a former resident of Little Rock, Ark., where he was a member of the Elks. Survivors include his widow, Lavenia, and a son, Herbert Duval Jr. Burial was at Little Rock.

HAUSMAN—Frank, 67, well-known fair figure in Allentown, Pa., who was serving his third term as president of the fair association, September 21, in Sacred Heart Hospital, Allentown. (Details in Show News section.)

KREUTZ—Felder G., 65, veteran showman, September 14 in Macon, Ga., of a heart attack. Services September 16 and burial in Rose Hill Cemetery, Macon.

MEYER—John E., 89, September 19 in Gladwin, Mich. He operated a private zoo, Spikehorn's Bear Den, near Harrison, Mich., until two years ago when it was destroyed by fire. He also made appearances at various shows and fairs. Survived by three sisters. Interment in Salt River Cemetery, Sheperd, Mich.

SHERMAN—Etta, 46, wife of Joe Sherman, operator of Zodiac Perfume Company, Philadelphia, August 16 in that city. With her husband she was well known in Eastern carnival circles. A worthy matron of Welcome Chapter 201, Eastern Star, she is survived by seven sisters and four brothers, in addition to her husband.

SHOENBERGER—Ralph, 76, onetime juggler, recently in Wellston, O., where he has lived since leaving the road 25 years ago. Since his retirement from the business, he operated a small farm near Wellston. Survivors include his wife, Emma May; a brother, Roy, of Dayton, O., a nephew and one niece.

STECKEL—Alex, 37, acrobat and clown, in Copenhagen, Denmark, September 5. He and his brother, Raymond, formed the Steckel Brothers act, working as hand-to-hand acrobats and also presenting a clown number with Circus Louis the past season. Survivors include

Earp, Kochman, Nelson Win At San Jose

SAN JOSE, Calif. — Hugh (Wyatt Earp) O'Brian, Kochman's Daredevils, and Ricky Nelson were the top attendance getters in the grandstand at the 15th annual Santa Clara County Fair, which closed its seven-day run here Sunday (20). Total attendance was 205,328, down from 248,041 last year due to rain and threatening weather, William A. Straub, secretary-manager, said.

O'Brian pulled 4,900 into the grandstand on Saturday (19) as the headliner for the show produced by Music Corporation of America. Ricky Nelson appeared at one show on Friday with an attendance ranging from 3,300 to 3,500 in drizzling weather. Sunday afternoon, Kochman's Daredevils had approximately 2,500 spectators. Grandstand prices ranged from \$1 general for adults with an additional \$1.50 and \$1.75 for reserved seats. Kochman's attraction was priced at 50 cents for children and \$1.50 for adults. All prices were in addition to 75 cents for adults at the front gate.

Opening Monday (14), Bobby Darin was featured for two shows that night and the following one. His draw was said to have been 4,500. Dick Contino opened Wednesday for two days with two shows daily and an attendance of 1,100. O'Brian was in for one day.

The closing night's attraction was "Guys and Dolls," staged by the San Jose Light Opera Company. Attendance was 1,500 with a charge of \$1 for adults and 50 cents for children.

Good Carolina Crowds for King

MULLINS, S. C.—King Bros. Circus entertained two near-full houses here Thursday (17) in cloudy-cool weather under auspices of the local Shrine club. At Dillon (16) a one-third house attended the matinee and the night performance was near capacity in comfortable weather under auspices of the Shrine club. Schools were let out early for the circus.

his parents, Charles and Maria Steckel; his brother, Raymond; his widow, Carmen, and four children.

STEPHENS—Mrs. Florence, 59, for 35 years a concessionaire who last worked with the Stipes Shows, September 18 in Scott & White Hospital, Temple, Tex., of cancer.

THOMAS—Walter Earl, 77, former acrobat, July 26 in Blessing Hospital, Quincy, Ill., it has just been learned. In the past he had appeared with the Ringling and Sells Floto circuses and in vaudeville. Survived by two sisters, Mrs. Dennis O'Connell, Portland, Ore., and Helen Thomas, Quincy. Services July 28 and burial in Woodland Cemetery, Quincy.

MARRIAGES

RAMEY-HOLIDAY— Albert E. Ramey, carnival worker and owner of Ramey Bros. Shows, miniature carnival, and Ruth E. Holliday, co-worker with the miniature show, September 19 in Seattle.

ROLLER RUMBLINGS

By AL SCHNEIDER

TWO TOP officials of the Roller Skating Rink Operators' Association of America started a 10-day transcontinental tour recently to visit local rinks and attend local operator chapter meetings. Victor J. Brown, chairman of the RSROA Advisory Board, and Charles E. Cahill, secretary-treasurer, in charge of operations at national headquarters in Detroit are attending chapter meetings at Bloomington, Ill.; Portland, Ore., and Los Angeles, in conjunction with operator membership drives being held in those areas.

Roller hockey will be emphasized by Brown and Cahill in talks before operators, the subject tying in with the newly formed RSROA Roller Hockey Association. RSROA public liability insurance and other special programs will also be discussed with operators.

"With our membership growing daily, it is increasingly difficult to visit every rink," Cahill said before his departure. "We do try to attend as many chapter meetings as possible during the year. In this way we hope to keep the membership informed of the many services available to them and the changes that are always taking place in the roller skating industry."

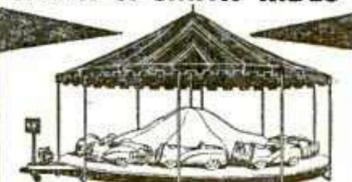
"There is no substitute for explaining in person such RSROA programs and being available to answer questions."

Roller Derby Skate Corporation is considering West Memphis, Ark., as a site for a new plant. Vincent Skillman, company attorney, said that the company has several sites under consideration and that a decision would be made within six

months. . . . Harry Neckes, owner of Hartford (Conn.) Skating Palace, has rented the rink to Sporting Promoters, Inc., Hartford, for a September 28 boxing show. The rink has seating capacity of 1,400.

In a unique pitch for family trade, the Norwalk (Conn.) Bowler-skate published a parent spectator pass in a recent newspaper ad. It read: "We want your seal of approval. Strict dress rules, good conduct and cleanliness. Please use this pass to look us over before you send your children." . . . An old-timers' roller skating party at Crystal Park Rink, Palmer, Mass., recently drew the season's record crowd of 200. . . . Bowl-O-Rink New Britain, Conn., has resumed policy of providing bus service to the rink from nearby Wallingford and Meriden, Conn.

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Spencer, Ia., Fair Hit Hard By Weather

SPENCER, Ia.—Bad weather on four of the six days of Clay County Fair produced one of the less successful runs in recent years with the night grandstand suffering most among the attractions.

Low temperatures, much rain and some sleet and fog combined to hit the fair a low blow. Despite this, however, total attendance wasn't too bad. Gate count was 143,000 compared with 175,000 last year.

The only real money-winner of the week so far as the grandstand was concerned was the auto races brought in by Al Sweeney's National Speedways. The Friday afternoon program was lost to rain, the second program to be lost in the 12 years that Bill Woods has been secretary. The other two races, however, were good. On Tuesday the grandstand was just 500 below capacity. On Saturday close to 12,000 saw the final program of races after a foggy morning.

Art B. Thomas Shows had a ride and show gross that was more than 15 per cent below last year.

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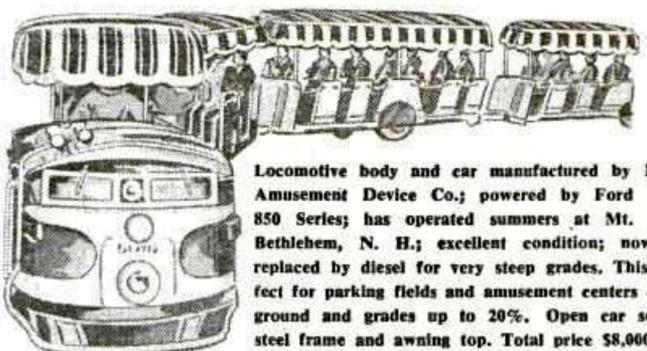
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HARRY MERKEL

Who passed away September 30, 1956.

MRS. GRACE MERKEL

In Loving Memory of My Husband

JULIUS "TURK" TUROVH

Sept. 28, 1952

LOIS TUROVH BENJAMIN

In Memory of Mother Hunter

who passed away Sept. 9, 1940. We stood side by side till death parted us. Only God knows how I miss you Love, Daughter Babe Hunter 1216 N. Main St., Jax, Fla.

IN LOVING AND FOND MEMORY OF

HELEN

Who passed away September 28, 1944

HANK SHELBY

CARNIVAL ROUTES

A-1 Amusements: *John Hanson; Lillbourn, Mo.; Malden 5-10.
Alamo: *Mrs. H. T. Reynolds; (Fair) De Ridder, La.; (Fair) Liberty, Tex., 7-10.
All American: (Fair) Martinsville, Va.; (Fair) Brookneal 5-12.
American Funland: *Patty McCarthy; Littlefield, Tex.
Amusements of America: *Pop Akers; (Fair) Charlottesville, Va., 29-Oct. 3; (Fair) Statesville, N. C., 5-10.
Bee's Old Reliable: *E. S. Van Hooser; Milledgeville, Ga.
Big State: *Joseph Sima; Alice, Tex., 29-Oct. 4; (Fair) Port Lavaca 7-10.
Blue Grass: *J. V. Richards; (Fair) Huntsville, Ala.; (Fair) Vicksburg, Miss., 5-10.
Blue Valley: *H. L. Cornell; Tilton, O.
Buck, O. C.: *Roy F. Peugh; Sanford, N. C.; Greenville 5-10.
Burkhart: *Eddie Haun; (Fair) Winnfield, La., 29-Oct. 3.
Byers Bros.: *James L. Reed; (Fair) Leesville, La.; (Fair) Ruston 5-10.
Capell Bros.: *H. E. Michaelson; Duncan, Ariz.
Capital City: *C. C. Miller; (Fair) Manchester, Ga.; (Fair) Thomas-ton 5-10.

Cetlin & Wilson: *Tony Lewis; (Fair) Richmond, Va.; (Fair) Greenwood, S. C., 5-10.
Cherokee Am. Co.: *J. W. Mahafey; Claremore, Okla., 28-29; Carl Junction, Mo., Oct. 1-3; Moran, Kan., 6-7.
Coleman Bros.: *John Pesecki; Meriden, Conn.

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Exclusive Billboard sales privilege available on shows in lightface type.

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Circulation Director
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Collins, Wm. T.: *Florence Hanson; Okmulgee, Okla., 28-Oct. 1; Tulsa 2-9.
Conklin: *George Sellmer; Kingston, Ont., 29-Oct. 3.
Crafts Expo.: *Vincent B. Kuro-patava; Tracy, Calif., 30-Oct. 4.
Crafts 20 Big: *Frances Ferris; (Fair) Fresno, Calif., Oct. 8-18.
Crystal United: *Mrs. Earl Miller; Moncks Corner, S. C.; St. George 5-10.
Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Dalton, Ga.; (Fair) Summerville 5-10.
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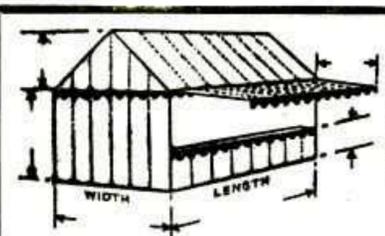
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Deggeller Funland: Old Washington, O.
Deluxe No. 1: (Fair) Ellington, Conn., 28-30.
Dixie Am. Co.: *Clifford Davis; Coweta, Okla., Oct. 1-3. (Season ends.)
Drago No. 1: *John Kiely; (Shopping Center) Kokomo, Ind.
Drew, James H.: *Mrs. Eula Drew; (Fair) Covington, Ga.; (Fair) Monroe 5-10.
Dudley, D. S.: *Ernest Wade; Muleshoe, Tex.; Post 5-10.
Dyers Greater: *Dale Stempson; (Fair) Grenada, Miss., 28-Oct. 4; (Fair) Brownsville, Tenn., 5-10.
Edy, David B.: (Fair) Roanoke Rapids, N. C.; (Fair) Warrenton 5-10.
Fair Timer: (Fair) Pomona, Calif., 28-Oct. 4; (Fair) Victorville 5-12.
Franklin, Don: *Jay Barton; Refugio, Tex., 30-Oct. 3; Angleton 6-10.
Gentsch, J. A.: *George Butler; (Fair) McComb, Miss.
Georgia Am. Co.: *Horace Williams; (Fair) McDonough, Ga.; (Fair) Jackson 5-10.
Geren, Bill: *Elmer Benefield; Aurora, Ind., Oct. 1-3. (Season ends.)
Glades Am. Co.: (Fair) Lancaster, Va.; (Fair) Emporia 5-10.
Gladstone Expo.: *Mrs. Ruth Poole; (Fair) Cleveland, Miss.; (Fair) Jackson 5-10.
Gold Medal: *C. C. Leasure; (Fair) Murphy, N. C.; (Fair) Cherokee 5-10.
Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Georgetown, O.
Gooding Am. Co., No. 2: *R. M. Taylor; (Fair) Hillsdale, Mich.

Circus Routes

Adams-Seils Bros.: *Dot Burdett; Wilmington, Ill., 28; East Chicago Heights 29; Calumet City 30; Berwyn Oct. 1; Chicago (Watson Park) 2; Meadowdale 3.
Carson & Barnes: *Leona Hill; Lecompte, La., 28; Simmesport 29; New Roads 30; Plaquemine Oct. 1; Donaldsonville 2; Raceland 3.
Clyde Beatty-Cole Bros.: *Ray Aguilar; Clarlsdale, Miss., 28; Greenville 29; El Dorado, Ark., 30; Monroe, La., Oct. 1; Natchitoches 2; Alexandria 3; Oakdale 4; Jennings 5; New Iberia 6; Opelousas 7; Baton Rouge 8; Hattiesburg, Miss., 9; McComb 10; Hammond, La., 11.
Clyde Bros.: Dodge City, Kan., 28-29; Salina Oct. 1-3; Wayne, Neb., 5-6; Sioux Falls, S. D., 7-8; La Crosse, Wis., 10-11.
Gray, Gil: *Jack Landrus; El Paso, Tex., Oct. 1-4.
Hagen Bros.: *Al Dean; Sweetwater, Tenn., 28; Chattanooga 29; La Fayette, Ga., 30; Rockmart Oct. 1; Cartersville 2; Jasper 3.
Kelly-Miller: *Jack Smith; Clinton, Mo., 28; Harrisonville 29; Eldorado Springs 30; Lamar Oct. 1; Carthage 2; Monett 3; Mount Vernon 4; Columbus, Kan., 5; Vinita, Okla., 6; Pryor 7; Nowata 8; Bartlesville 9; Ponca City 10.
King Bros.: *Eva Hinckly; Aniston, Ala., 28; Boaz 29; Cullman 30; Haleyville Oct. 1; Winfield 2; Red Bay 3; Corinth, Miss., 5.
Mills Bros.: *Harry Baker; Bloomington, Ind., 28; Vincennes 29; Evansville 30; Loogootee Oct. 1; Bedford 2; Salem 3; Montgomery, O., 5; Monfort Heights 6; Fairfield 7; Far Hills 8; Medway 9; Worthington 10; Groveport 12.
Polack Bros.: Odessa, Tex., Oct. 3-4.
Ringling Bros. and Barnum & Bailey: Long Beach, Calif., 29-30; Los Angeles Oct. 1-11; Albuquerque, N. M., 15-17.
Strong, Big John A.: *Verna Strong; Bakersfield, Calif., 28-Oct. 4; Fresno 8-18.

Billboard **SWEEPSTAKES** "SHOW NEWS"

LOOKING 'EM OVER

The **Billboard**

SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. TONY LEWIS, Cetlin & Wilson Shows
3. J. H. MacDOUGAL, Gooding Shows (No. 3)
4. MRS. AL KUNZ, Heth Shows
5. LILLIAN SYLVESTER, Prell's Broadway Shows
6. DON HANNA, Siebrand Bros. Shows
7. PETER MOLNAR, World of Mirth Shows
8. MRS. RAY CRAMER, Olsen Shows
9. FLORENCE HANSON, Wm. T. Collins Shows
10. POP AKERS, Amusements of America

Gooding's Million-Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Atlanta, Ga.
Gooding Am. Co., No. 4: *Leo J. Ebert; Utica, O.
Gooding Am. Co., No. 6: *Mrs. W. C. Leasure; Lagrange, Ind.
Gooding Am. Co., No. 7: Mitchell, Ind.
Gooding Am. Co., No. 8: (Fair) Carrollton, O.
Gooding Am. Co., No. 10: (Fair) Prestonburg, Ky.
Greater Dixieland: *Dolly Henson; (Fair) Marksville, La., 28-Oct. 4.

Legitimate Shows

Dark at the Top of the Stairs: (Paramount) Springfield, Mass., 28; (Memorial Aud) Burlington, Vt., 29; (RKO Keith) Syracuse, N. Y., 30; (Wadsworth) Genesee Oct. 1; (Shea) Jamestown 2; (Lafayette) Buffalo 3; (Regent) Grand Rapids, Mich., 5-6; (Sexton High School) Lansing 7; (Indiana) Indianapolis 8-10; (High School) Topeka, Kan., 12.
Gay '90's Nite: (Lobero) Santa Barbara, Calif., 28-30; (California) San Bernardino Oct. 1-2; (Russ Aud) San Diego 3; (Civic Rec. Hall) Oceanside 5; (Civic Aud) Santa Monica 6; (Fox) Bakersfield 7; (Roosevelt High School) Fresno 8; (Civic Aud) San Jose 10; (Gil Coliseum) Corvallis, Ore., 13.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
My Fair Lady: (Auditorium) St. Paul, Minn., 29-Oct. 10.
Two for the Seesaw: (Center) Norfolk, Va., 28-30; (American) Roanoke, Va., Oct. 1; (Ovens Aud) Charlotte, N. C., 2-3; (Tower) Atlanta, Ga., 5-7; (Municipal Aud) Savannah, Ga., 8; (Wescott Aud) Tallahassee, Fla., 9; (Lanier High School) Montgomery, Ala., 10; (City Aud) Beaumont, Tex., 12.

Greater Kastl: *Noble Hammock; Carlsbad, N. M., 29-Oct. 4.
Green Tree: *John M. Huls; (Fair) Salyersville, Ky.; Lexington 6-20.
Hames, Bill: (Fair) Lubbock, Tex.; (Fair) Waco 6-10.
Hammond, Bob: *Mrs. Keith Chapman; (Fair) Rosenberg, Tex.; (Fair) Center 5-10.
Heth: *Mrs. Al Kunz; (Fair) Tuscaloosa, Ala.; (Fair) Laurel, Miss., 5-10.
Hill's Greater: Pecos, Tex.
Hoard & Mullis: (Fair) Dublin, Ga.; (Fair) Sylvester 5-10.
Holiday Am. Co.: *Mrs. K. McCormak; (Fair) Girard, Kan., 30-Oct. 3.

Miscellaneous

Ballet Espanol: New Canaan, Conn., Oct. 5; Rome, N. Y., 6; Syracuse 8; Warren, Pa., 9; Huntington, W. Va., 12; Louisville, Ky., 13; Cincinnati, O., 14.
Bisbee's Comedians: Halls, Tenn., 28-30; Ripley Oct. 1-3; Brownsville 5-7; Whitesville 8-10.
Clark, Dick, Caravan: Raleigh, N. C., 28; Greenville, S. C., 29; Charlotte, N. C., 30; Columbia, S. C., Oct. 1; Charleston, W. Va., 2; Louisville, Ky., 3; Nashville, Tenn., 4; Cincinnati, O., 5; Canton 6; Lorraine 7; Columbus 8; Toledo 9; Grand Rapids, Mich., 10; Elkhart, Ind., 11.
Matchstick Cities: Oklahoma City, Okla., 28-Oct. 3.
O'Day's, Marie, Palace Car: Rosenberg, Tex., 29-Oct. 3; Center 5-10; Pasadena 12-17.
Sun Players: Marysville, Mo., 28-Oct. 24.

Ice Shows

Holiday on Ice of 1960: (Hobart Arena) Troy, O., 29-Oct. 5; (Allen Co. Coliseum) Fort Wayne, Ind., 6-11; (Fairgrounds Coliseum) Columbus, O., 12-20.
Ice Capades, 19th Edition: (Coliseum) Springfield, Mo., 29-Oct. 2; (Fair) Tulsa, Okla., 3-9; (Ice Arena) Dallas, Tex., 10-25.
Ice Capades, 20th Edition: (Arena) Cleveland, O., 28-Oct. 11; (Gardens) Cincinnati 12-18.
Ice Follies of 1960: (Coliseum) Denver, Colo., 30-Oct. 4; (Veterans Memorial Auc.) Des Moines, Ia., 7-11; (Arena) St. Louis, Mo., 13-18.

Arena Routes

New York Opera Festival: Syracuse, N. Y., 28; Niagara Falls 29; Wilkes-Barre, Pa., 30; Hershey Oct. 1; Johnstown 2; Reading 3; North Manchester, Ind., 5; Kalamazoo, Mich., 6; Elkhart, Ind., 7; Holland, Mich., 8; Chicago, Ill., 9; Ludington, Mich., 10; Muskegon 11; Green Bay, Wis., 12.

Holly Bros.: *Don Butter; (Fair) McRae, Ga.; (Fair) Camilla 5-10.
 Hottle, Buff, No. 1; *Fannie Bailey; Donaldsonville, La., 28-Oct. 4; Franklinton 6-12.
 Hottle, Buff, No. 2; *William H. Brooks; Oberlin, La., 28-Oct. 4.
 Hunt Am. Co.: Yazoo City, Miss.; (Fair) Opelika, Ala., 5-10.
 Johnny's United: *Dutch Schilling; (Fair) Decatur, Ala.; (Fair) Anniston 5-10.
 Key City: *John E. Chisholm; Green Hill, Ala.
 Kile, Floyd O.: (Fair) Kentwood, La., 29-Oct. 4; Haynesville 5-10.
 King Ams.: Roseville, Mich., 29-Oct. 11.
 L. & L.: (Fair) Trenton, Tenn.
 Lee Am. Co.: (Fair) Atmore, Ala.; (Fair) Selma 5-10.
 Lone Star Ams.: Dalhart, Tex.
 Manning, Ross: *Nelson Wilkins; Camden, S. C.; (Fair) Petersburg, Va., 5-10.
 Marks: *Arnold Maley; (Fair) Fayetteville, N. C.; (Fair) Orangeburg, S. C., 5-10.
 Mercury: *Bob Maser; Lafayette, La.
 Merriam's Midway: (Fair) Gothenburg, Neb., 29-Oct. 1; Hershey 2-4.
 Midway of Mirth: *Frank Lavall; (Fair) Hampton, Ark.
 Mighty Interstate: (Fair) Childersburg, Ala.; (Fair) Andalusia 5-10.
 Monarch Expo.: *Earl W. Carpenter; (Fair) Pochontas, Ark., 28-Oct. 4. (Season ends.)
 Moore's Modern: *Jack Moore Jr.; (Fair) Andrews, Tex.
 Motor State, No. 1: *M. Frederick; (Fair) Batesville, Miss.; (Fair) Moulton, Ala., 5-10.
 Mound City: Hayti, Mo.; Memphis, Tenn., 5-11.
 Olson: *Mrs. Ray Kramer; (Fair) Tupelo, Miss.; (Fair) Birmingham, Ala., 5-10.
 Orange Bros.: *D. R. Price; (Fair) DeQueen, Ark., 28-30; (Fair) Nashville Oct. 1-3.
 Page Bros.: *W. E. Page; (Fair) Athens, Ala.; (Fair) Boaz 5-10.
 Page Combined: *Blackey Jones; Dothan, Ala.
 Palmetto Expo.: *Milton McNeace; (Fair) Pembroke, N. C.; (Fair) Laurinburg 5-10.
 Penn Premier: *Richard Gilman; (Fair) Mount Airy, N. C.; (Fair) Burlington 5-10.
 Peter Paul Ams.: *Paul Bicio; Ripley, Tenn.; Martin 5-10.
 Powelson Am. Co., No. 1: *Happy Powelson; (Fair) Logan, O., 30-Oct. 3; (Fair) Coshocton 5-10.

Hunt Circus Ends '59 Tour; Has '60 Tent

BURLINGTON, N. J. — Hunt Bros. Circus is now back in the barn here at winter quarters and has taken delivery of its 1960 big top from the U. S. Tent & Awning Company, Sarasota. Regular season ended Labor Day at Villas, N. J., but the Hunt performance took part in the three-day Dobritch production at Roosevelt Stadium, Jersey City, N. J., after that. Roy Bush and five of the elephants appeared in the grandstand show of the Canadian National Exhibition in Toronto.

Total mileage for the 21-week season was less than 3,000 miles, Harry Hunt stated. Weather and business were good, jumps were short and the work force was virtually unchanged since opening day.

Prell's Broadway: *Lillian Sylvester; Frederick, Md.; Wilson, N. C., 5-10.
 Raines Ams.: *Rosa Raines; (Fair) Danville, Ark.; (Fair) Ringgold, La., 5-10.
 Reed Am. Co.: *Fred E. Ingle; (Fair) Athens, Ala.
 Reid's Golden Star: *Elmer Reid; Warrenton, Ga.
 Reithoffer: (Fair) Bloomsburg, Pa.
 Rock City: *Mrs. Geo. Isenhower; Stamps, Ark., 28-Oct. 4.
 Rohr's Modern Midway: *Babe Rohr; Cotton Plant, Ark.; Clarendon 5-10.
 Rose City Rides: *Dutch Schrader; East Prairie, Mo., 30-Oct. 3.
 Royal American: *J. A. Pearl; (Fair) Oklahoma City, Okla.; (Fair) Little Rock, Ark., 5-10.
 Schafer's 20th Century: *Archie Hensley; (Fair) Fort Smith, Ark.; (Fair) Longview, Tex., 5-10.
 Siebrand Bros.: *Don Hanna; Albuquerque, N. M., 28-Oct. 4.
 Smiley's Ams.: *Joe Fasolas; Hamlet, N. C.; (Fair) Smithfield 5-10.
 Smith, George Clyde: *F. A. Norton; (Fair) Enfield, N. C.; (Fair) Ahoskie 5-10.
 Southern States: Monticello, Fla.; Moultrie, Ga., 5-10.
 Southland Am. Co.: *L. H. Hardin; (Fair) Samson, Ala.; (Fair) Colquitt, Ga., 5-10.
 Steele's Ams.: *Martin Thoreson; Crown Point, Ind.
 Strates, James E., No. 1: *Wayne Kingsley; (Fair) Shelby, N. C., 29-Oct. 3; (Fair) Danville, Va., 6-10.
 Sugar State: (Fair) Cecelia, La., Oct. 3-4.
 Sunset Am. Co.: *H. E. Lange; (Fair) Harrisburg, Ark.; (Fair) Caruthersville, Mo., 5-10.
 Thomas Joyland: *Samuel Generallo; (Fair) Jacksonville, N. C.
 Tidwell, T. J.: (Fair) Waxahachie, Tex.
 Tinsley, Johnny T.: *Albert Rivers; (Fair) Madison, Ga.; (Fair) Orangeburg, S. C., 5-10.
 Uncle Joe's Ams.: Navasota, Tex., 30-Oct. 3.
 Victory Expo.: *Bill Darden; (Fair) Iowa Park, Tex.
 Virginia Greater: *H. W. Arnold; (Fair) Lewisburg, N. C.
 Wallace Bros.: *Clarence Walters; (Fair) Pine Bluff, Ark.; (Fair) Eunice, La., 5-11.
 West Coast, No. 2: *William Snellson; Bakersfield, Calif., 28-Oct. 4. (Season ends.)
 Williams Am. Co.: *Troy E. Williams; East Bend, N. C.
 Wilson Famous: *Mrs. Ray Wilson; Astoria, Ill., Oct. 1-3.
 Wolfe Ams.: *S. R. Holt; (Fair) Bishopville, S. C.; (Fair) Chester 5-10.
 World of Pleasure, No. 1: *Charles T. Carpenter; (Fair) Lawrenceburg, Tenn.

Cincinnati Fair Records Winning Run

CINCINNATI—Increases in all divisions of Carthage Fair, held here September 17-20 and embracing Sunday operation for the first time, resulted in one of the more successful runs in the 104-year history of the sponsoring Hamilton County Agricultural Society, said Clarence A. Peters, secretary.

Clear but cold weather the first two days hurt the fair to some extent. However, a warming trend saved the annual, which closed with attendance in excess of 90,000. Gate receipts totaled \$27,456 in comparison with \$24,970 in 1958, while the No. 1 unit of Gooding Amusement Company grossed \$20,411.06 vs. \$20,208.15 last year. Hard hit by the cold was the grandstand, but it, too, managed to show a gain, grossing \$2,482 in comparison with \$2,311 last year.

Minnie Pearl and the Pee Wee King band, c.&w. entertainers, and the Collins Sisters, dancers, were offered the first two days, in addition to the 50-piece Air Force Band from Dayton, O., on Friday. Saturday's feature was a competition for county school bands, with units later combining for a massed concert. In addition, there were a daily Zacchini cannon act, trotting races, performances by the Sky Dancers, Smittie's band, plus a nightly horse show.

While all figures are not in, it is certain the fair will be well in the black, said Peters, who reported exhibits outstanding. Sunday operation was also credited with an assist, drawing a big crowd that was "nicely spread over the day."

Mass. Annual Cancels Over Parking Site

BELCHERTOWN, Mass. — For the second time in 102 years the Belchertown Fair is being cancelled. Reason is pressure from merchants and churches around the Common over use of the town parking lot.

A petition was presented to Selectmen from townspeople and religious leaders. Particularly at issue was activity on Sunday, October 11, the day before the opening. Cessation of activities that day would prevent setting up of exhibits, concessions and the Coleman Bros. Shows midway. Selectmen voted to prohibit any such activities, in effect canceling the fair.

Officers of the sponsoring Farmers and Mechanics Club are Nelson Hill, president; Winslow Piper and Frederick Lincoln, vice-presidents, and Mrs. N. Harold Tucker, secretary.

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Trenton Gate Holds Up But Midway Curtailed

TRENTON, N. J. — An incomplete midway operation cast the only pall over the New Jersey State Fair last week, which had several accomplishments of note in the exhibit sense. Attendance thru midweek was satisfactory, at least equal to turnouts in the past.

"You and the Atom," a display of panels and equipment relating to atomic energy in its peacetime functions, filled the New Jersey Exhibit Building. In front of the grandstand there were fireworks displays as show finales for the first time in several years.

On opening day some 6,800 persons paid for midget auto racing promoted by Sam Nunis. George Hamid Sr., president of the fair, had a program of revue-plus-names scheduled for the week, among them Red Foley, Fabian and the Four Lads. At the front gate Hamid had the following prices in effect: adults \$1 in the daytime and 75 cents at night, children, 50 cents in the daytime and 25 cents at night. Parking was 50 cents.

Amusements of America had the midway contract for the first time and put down a broad spread of equipment. Games, however, were not permitted to open under

the county prosecutor's interpretation of New Jersey's anti-gaming laws. Rides and shows, plus straight sales and food stands, were the only units working. Shooting galleries and baseball batting also ran, under a no-prize definition.

Hamid's efforts have been for greater State participation. Toward this end he met with Governor Miner several times during the week.



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Brockton Gets Big \$ Week As Gate Dips

BROCKTON, Mass.—Brockton Fair wound up a seven-day engagement Saturday night with attendance slightly below last year's, but economic results much better. Weather was generally good. Pari-mutuel handle went up 12 per cent, edging over the \$1,000,000 mark for the first time. It was George Carney Jr.'s third season as manager; average in the years before his arrival was around \$500,000.

Talent-wise, children's attractions proved extremely popular, with the Howdy Doody troupe the big feature on opening weekend. Salty Brine, Rush Taylor and Big Brother, also kid TV acts, were on hand during the week, all scoring solidly with the young-young set, Carney said. He said future shows will also steer away from revues and musical features and be tailored for kids.

Sale of space was the most ever for Brockton. A novel undertaking was the placing of women active in a Cardinal Cushing charity drive on all rides of the World of Mirth Shows, as ticket takers. Carney said they added attractiveness to the rides, eliminated the temptation to rehash tickets, and wound up with \$3,500 on a percentage basis. Cushing attended the fair.

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 "The Showtalk's Insurance Man"
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FAIRFIELD COUNTY FAIR—LANCASTER, OHIO
 DAY and NIGHT—OCTOBER 13, 14, 15, 16, 17, 1959
 LARGEST COUNTY FAIR IN OHIO
 WANT Small Concessions
 Write T. B. COX, Concessionist

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Miniature Golf Course Equipment: Clubs, balls and five factory-built mechanical obstacles, consisting of Big Wheel, Lighthouse, Castle, Windmill and Nineteenth Hole, also other obstacles useful in miniature golf. Can be seen at
 PAR TIME MINIATURE GOLF COURSE, Brainerd Rd., Chattanooga, Tenn.

FOR SALE
 To make room for new rides
 1—24 Car Caterpillar
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 Good condition—prices reasonable
EXCELSIOR PARK CO.
 Excelsior, Minn.
 Phone Greenwood 4-7000.

Shooting Galleries
 And supplies for Eastern and Western Type Galleries. Write for new catalog.
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THE MOST SUCCESSFUL
 MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE
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 583 10th Ave., New York 36, N. Y.
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GROMER'S P-NUTS
 EQUIPMENT & SUPPLIES
 1233 Assembly St. Columbia, S. C.
 We Handle GOLD MEDAL PRODUCTS

when answering ads...
 say you saw it in THE BILLBOARD!

CARNIVAL CONFAB

MAX Friedman, veteran concessionaire, is taking treatment and resting up at the Robert E. Lee Hotel, San Antonio, following a heart attack. Friedman, who was out as an independent this year and later with Alamo Exposition Shows, would appreciate mail. . . . Frank (Slim) Davis, long-time former back-end show operator, is confined in Chicago State Tuberculosis Sanitarium, 1919 West Taylor, Chicago. . . . Byron and Thelma Gosh, producers of the All American Indoor Circus, recently wound up 18 weeks of fair dates with their novelty concessions and are now laying plans for the winter. During the summer trek, the duo were on Bee's Old Reliable, World of Pleasure, Hunt's Amusements, Mighty Hoosier State, Gold Medal and W. E. Page shows, among others. . . . Frank Lee, press agent for James H. Drew's World's Fair Shows, reports that in the 15 towns worked thus far he has scored at least one story on the front pages. Frank's son, Gene, was recently named advertising manager of the Whitewater (Wis.) Register.

Pearls from Royal American: Mrs. Aubrey Davis and two daughters spent a couple of weeks visiting her husband, Ken, agent on the front end. . . . Nancy Morgan, bally girl on the Covette show, is now grinding between ballys and assisting Kenny Revling on the front. As a result she scored several stories and a picture in papers. . . . Luigi Santalone picked up a new car in St. Paul. . . . Willis Tolliver, head porter on the train, cleaned up the cars inside and out. Crew included Garfield Chambers, Milton Anderson, LeRoy Smith, Henry Cooper, C. Cooper, Donald Morse, James Burgess, Arthur Ford, Jacob Price, Joseph Treats, Joseph Malcolm, Jacob Price and Ike Johnson. Maids are Isabelle Tolliver and Doris Ford. . . . Mystery at Topeka was who lifted all the light bulbs off the Roundup and ticket box. . . . Mrs. Dorothy Cohn is busy making new nets for her ball game. . . . Maude Knight visited her husband, Phil, who escaped serious injury when his car was struck by a truck in Nashville. Car was badly damaged, she reports. . . . Dave and Candy Carter had a concession on the Independent at Topeka. . . . Windy Lewis had a good week with a basket pitch. . . . John and Hettie Manzat put up the string game again after operating a basket toss for several weeks. . . . Sam Spellman and Spurgeon (Bozo) McDade bought new cars in Topeka. . . . Mr. and Mrs. Dick Best returned after attending the funeral of Mrs. Best's mother. Mrs. Best pinched her finger in a car door and required 10 stitches.

More Pearls: Mrs. Jack Ellman has joined her husband, China Jackson, RAS front-ender, who operates a Miami jewelry store in the winter. . . . Charley Cohen visited his sister in Kansas City. . . . There was a run on sweaters during the cold spell. . . . Mary Cain is busy getting out 1960 calendars for the Tampa club auxiliary. . . . Eddie (Boone) Summerlin is making daily rounds for the Tampa club. . . . Mrs. Kitty Owens left the Caterpillar ticket box due to lack of a baby sitter for daughter, Debbie. Laura Lee Coker took over. . . . Harry Klein, tractor department, was hospitalized in Hutchinson following a stroke.

★ ★ ★

Dan Cupid is busy on Crafts Exposition Shows. Lynda Thomas, daughter of Mr. and Mrs. Victor Thomas, has announced her engagement to Vincent B. Kuropatawa with wedding plans set for the near future. Lynda and her mother Thelma, are ticket sellers while Victor Thomas is a concession agent. . . . O. J. (Whitey) Weiss, concession manager on Royal American, picked up a new car. . . . Harry Klein, also of RAS, is back with it after being confined in a Hutchinson hospital following a stroke. . . . Cashiers on RAS rides include: Kate McMILLAN, Jenny; Laura Lee Coker, Caterpillar; Patricia James, Looper; Rosie Danielson, Tilt-a-Whirl; Edith Meyers, Jet Comet; Ann Yeley, Scrambler; Catherine Hanson, Flyoplane; Betty Boese, Octopus; Estell Young, Ghost Train; Judy Leonard, Wild Mouse; Myrtle Gall, Coaster; Rose Davis, Ferris Wheels; Ruth Minson Haunted Mill; Margaret Milton, Dodgem; Emma Ludwig, Twister; Iris Cook, Rolloplanes; Thelma Erickson, Roundup; Shirley Fowler Kiddieland; Vera Polett, pass box; Emma Brocies, Ruby Hall and Ollie Defour, relief sellers. . . . Mrs. Harry Julius left for Tampa. . . . Three children of Leon Claxton are back in school, two in Tampa, one in Richmond, Va. . . . Ben (Strings) Cohn made the front page of a Hutchinson paper with a

youngster carrying a panda tagged "I was won at Dorothy's ball game." *Charlie Byrnes*

Roger Bros. Shows closed the season September 20 at Glenwood, Minn., with equipment going to winter quarters at Pelican Rapids, Minn., and members going their various ways. The R. E. Laughlins, their rides and concessions headed for home in Buffalo, Mo.; Paul and Eileen Evans, De Soto, Kan., where their four children are in school; Paul and Mae Evans, Marshalltown, Ia., where the former will undergo surgery for cataracts; Bob and Thora Raugust, La Moure, N. D.; Mrs. Pearl Connolly, Les and Grace Johnson and the Curley Smith family, Minneapolis; the C. C. Vernons, Texas; Red and Fritz Kurtzhein, Montevideo, Minn.; Phil Lee, Fergus Falls, Minn.; Jerry, Willetta and Betty Jean Leeper, Sioux City, Ia., and the M. L. Whitesides, Grand Rapids, Minn. . . . Millard Gamble has been at home at Route 2, Box 2, Barton, Ga., since July because of illness of his wife. He would like to hear from friends.

Georgie Spears Jr., contortionist, dancer, acrobat and pianist, has been working at the Pennsylvania State Hospital and plans a return *(Continued on page 60)*

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FLASHBACKS: 20 Years Ago—Executives of the Amusement Corporation of America met in the Peabody Hotel, Memphis, during the Mid-South Fair. On hand were Mr. and Mrs. Rubin Gruberg, Fred Beckmann, Barney Gerety, Carl Sedlmayr, Elmer and Curtis Velare and J. C. McCaffery. . . . Early fair contracting for the next year included Max Linderman's World of Mirth Shows at the Brockton, Mass., fair, and Cetlin & Wilson at Reading, Pa. . . . Visitors at the Reading midway of C & W included Vernon Kohrn, Mel and Guy Dodson and Roy Jones.

York Big, Repacts Strates; Record Pace for Allentown

By IRWIN KIRBY

YORK, Pa. — Dame fortune smiled on the James E. Strates Shows as the big railroad exposition pulled onto the fairgrounds in Greenville, S. C., after playing the York Inter-State Fair. Despite very cold temperatures at mid-week, a hefty gross was accumulated and Strates pulled out with the 1960 fair contract.

John Rudisill, president, stated this was the earliest that York had ever awarded its midway and that the action was evidence of the fair's confidence in Strates. Saturday (19), finale of the five-day fair, had mild weather and provided a strong windup.

All Strates equipment rolled to South Carolina except two office wagons, the menagerie, and Broadway to Hollywood Revue, which traveled on rented system flatcars to the Greater Allentown (Pa.) Fair, where Strates had the midway contract.

OREGON FAIR CHANGES MIND ON '60 PACT

SALEM, Ore.—The Oregon State Fair awarded its 1960 midway contract to West Coast Shows, which produced the fun zone for two years, then rescinded it when other show owners complained they did not receive an opportunity to submit bids. Now the final decision on next year's run, to be September 2-10, will be made at the annual meeting of the fair commission on October 21.

ALLENTOWN, Pa. — Jam-packed midways greeted the show-folk at the Allentown Fair, starting with a preview day Sunday (20) prior to the official opening. The James E. Strates Shows was still in the setting-up stages, although most units were in place, and by mid-afternoon it became difficult to find much elbow room on streets or in buildings.

The terrific day was a forecast of things to come. Opening was Monday. For the preview day only rides were allowed to operate and in the space of a couple of hours more than \$12,000 was grossed by the assembled units. Action stopped dead at 7 p.m. when one and a-half-hour Vesper service was held before the grandstand. Strates had promised to build five light towers for the date, and these, fluorescent lined and topped with brilliance, were standouts.

Ride operators leaned back and contemplated a big week ahead, novelty and hat men ground out a sweet start, many food stands, caught unprepared, sold out of edibles, and the game and back-end folks waited impatiently for the next day to dawn.

Thru mid-week the business held up very well, helped along by the potent attraction of Roy Rogers, featured in all the fair's advertising and promotional work. Howard Parker arrived at mid-week with the office wagon to handle early arrivals, and owner Jimmy Strates presided once the fair got rolling. Strates' son, E. J., was in charge in Greenville, S. C., where the fair was being played.

80 Rides in Action

Between Greenville and Allentown there were about 80 rides operating under the Strates ban-

ner last week. In Allentown alone there were 24 major rides, 23 kiddie rides and 12 shows, the last of which, Vogstad's big Illusion unit, opened Tuesday to colorfully plug the remaining gap on the midway.

Included in the broad panorama of equipment were two Merry Mixers, two Merry - Go - Rounds, three Ferris Wheels, Wild Mouse, German Merry - Go - Round, Twister, Dodgem and all standard devices. On the back end were a Fat Show, Club 17, Rock'n'Roll, Little Horses, Illusion, Snow White, Life and Wildlife.

Concessions included the following:

Meder, candy wheel; Fanzone, two plush wheels, doll wheel, buckets, over - under, big cats; Harry Modelle, three plush wheels; Max Sonn, Sydney Daniels, and March, hat stands; Bill Canavan, managing Sam Sneed's derby racer; Ben Weiss, bingo; Mrs. H. W. Jones, bingo, managed by Gene and Julia O'Donnell; Dembroskys, duck pond, candy wheel, picture frame, big wheel, buckets, plush wheel; Jack Miller, crazy ball; Les Minor, short range; Les Minor and Murphy, sitdown grab; Lew Kane, cafeteria and grab; Paddock, pizza; Williams, softy ice cream truck; Richardson, french fries and fudge; Art Hertzog, three restaurants; Hearn, foot longs; Wilson, ice cream; Naylor Harrison, mitt camp; Sandefer, short range and long range; Bob White, two candy wheels; Bob Bennett, plush wheel; Bob Turner, balloon darts; Doubles, five stores; Christie Lewis, two pizzas; Jack Essner, popcorn; Matty Wilson, ice cream; Bill Howard, bear pitch; Rotary Mike, Rotaries and crazy ball.

GOLD MEDAL Shows

WANTS FOR BIG INDIAN FAIR, CHEROKEE, N. C.

Oct. 5-10 and five more big fairs to follow

RIDES Will book Scrambler, Scooter, and Paratrooper.

HELP Can always use good Ride Help.

SHOWS Will place Side Show Manager or will book complete Side Show, Minstrel Show, Motordrome, Girl Show or any other family-type Show.

CONCESSIONS All legitimate Concessions open. Eating Stands, Glass Pitch, Long Range, Short Range, Novelties, Custard, Name-On-Hat, Ice Cream, Hi-Striker.

Wire **JOHN DENTON**, Murphy, N. C., This Week.

SOUTH FLORIDA FAIR AND EXPOSITION

Formerly Palm Beach County Fair — Now Embracing All South Florida.

NOTICE

Those here before and wishing to return, arrange for space immediately. Nothing considered booked until \$50 deposit is received. All uncontracted space open to newcomers after Oct. 15.

DEGGELLER

Amusement Company has been selected to furnish all standard rides, fun and glass houses.

I will book independently one or two Super Feature Rides. Wire or Phone.

National Exhibitors Inside Demonstrators

Contact

Lamar Allen, Sec.-Mgr.
Box 3228
West Palm Beach, Fla.

South Florida's largest Agricultural and Industrial Exposition.

JAN. 22-30

'The High Quality Fair'

Address all correspondence to

MACALISTER MARCKRES, Conc. Mgr.
177 N. Marguerita Dr., West Palm Beach, Fla.
Tel. OV 3-0501

RAS Chalks Record At Kan. State Fair

HUTCHINSON, Kan. — The Royal American Shows notched up still another new record gross at the Kansas State Fair, which Thursday (24) ended its six-day run.

Ride and show receipts topped the total take of three years ago, when the Royal first moved in here, and surpassed last year's gross by 30 per cent.

The Royal's higher-than-'58 gross matched the fair's increase in attendance over last year, when the fair ran into considerable bad weather. Biggest days for the Royal were Saturday, Sunday and Monday (19-20-21), which accounted for a combined attendance of 225,000 persons.

Biggest problem the Royal encountered here was recruiting local help to assist in setting up and tearing down. The show advertised for 250 men and finally managed to round up 48 locals for set-up. Even tho short-handed, the Royal succeeded in having an impressive array of rides and shows up and in operation preview night Friday (18).

A fast railroad move was made

in from Topeka, where the show had closed the previous night. The run was under the supervision of Ray Milton, assistant trainmaster, formerly trainmaster of the Ringling-Barnum circus, as Wally Cobb, the Royal's trainmaster, continued hospitalized in Bethesda Hospital, St. Paul. Robert (Water Wagon) Gardiner, forman of the Royal's Dodgem, pinch hit as assistant trainmaster.

The Ricki Covette show was the No. 1 money-getter here, followed in order by Dick Best's Side Show, Leon Claxton's Harlem in Havana, and the Johnny Mack Brown show.

The Royal's kiddie rides were spotted in a special Kiddieland area provided by the fair, and the Kiddieland provided the biggest gross of the ride operation. The Wild Mouse was second.

Much publicity was given the Royal by the Hutchinson newspapers. Among the outstanding breaks was a three-column page one photo of a young girl holding a stuffed bear won at Dorothy Miller's concession.

Pomona Fun Zone Tops '58 Grosses

POMONA, Calif.—Altho attendance dipped more than 20,000 during the first four of the 17-day run thru Monday (21) at the Los Angeles County Fair, over-all revenue on the Funville midway, operated by Cecchini & Levaggi for the first time, was ahead of the same time last year, Louis Cecchini said.

Funville took over the operation of the zone early this year after the fair had purchased the equipment and contract held by Harry A. Illions. Louis Cecchini is president, Al Cecchini, vice-president, and John Levaggi, secretary-treasurer.

In addition to operating the permanent rides, Cecchini & Levaggi also have concession games. Last year C. & L. operated food concessions but sold them back to Ruth Cameron.

Cecchini said that he was unable to say just how much the gross was over last year but that it had increased. He explained that more rides are being used this year. In addition to the rides acquired under the agreement with the fair, Fair Time Shows, Inc., headed by Olivia Waldron, booked on six major and seven kid rides. Orville N. Crafts

booked four majors and a Helicopter ride with Larry Ferris in charge.

Thruout the areas assigned Funville, there were 25 major rides on the main midway, 14 rides including the Helicopter and Hot Rod ride of William Weisberg in No. 1 Kiddieland. In the Mexican Village area there were six major and seven kid rides, made up of Fair Time equipment mainly under Eddie Harris' direction.

Speaking of concessions, Cecchini said there were 104. Of this number, C. & L. has 41 (51 in 1958), and Blash & Hilligoss, 14.

Concession business for C. & L. dipped 10 per cent under the opening date last year on Friday (18), 20 per cent on Saturday, held its own on Sunday, and showed an increase of 50 per cent on Monday (20).

Since taking over the midway, Cecchini said that all of the rides installed by Illions had been worked over. The Bozo ride was changed from gasoline to electricity and the Rapids to natural gas. The Sky Wheel was illuminated with slim-line lighting. The Magic Carpet power was switched from direct to alternating current.

Gooding Scores Big At Nashville Fair

NASHVILLE, Tenn. — The Gooding Amusement Company's No. 1 unit, with thumping grosses at the Indiana State Fair and at the Tennessee Valley A. & I. Fair at Knoxville behind it, was well on its way Friday (25) to amassing another whopping gross at the Tennessee State Fair here.

Thru Thursday (24), fourth day of the six-day event here, ride and show grosses were up 13 per cent over the take to the same point

last year. Ideal weather helped and Friday (25) opened to the same brand of weather, with more of the same indicated for Saturday (26), closing day.

Added earning power also helped to up the Gooding gross.

Top money-getter, according to Hal Eifort, unit manager, was the Mad Mouse, with the Flying Coaster, owned by Hal Wilson of Chattanooga, second, and Teo Zacchini's Witches' Castle third.

The Silas Green of New Orleans Show held a slight edge over the Star and Garter Revue as the leading grosser among the shows, with the Eddie Dean show third.

The Knoxville Fair played the previous week, gave the Gooding show a 25 per cent larger gross than last year, final accounting showed.

CRAFTS 20 BIG SHOWS
 Now Booking Shows & Concessions, \$20.00 per ft.
 FOR
FRESNO FAIR
OCTOBER 8-18 INCLUSIVE
LAST MAJOR FAIR IN CALIFORNIA
 (UPTOWN LOCATION 300,000 ATTENDANCE)
 WIRE—WRITE—OR PHONE
CRAFTS 20 BIG SHOWS, INC.
 7283 Bellaire, North Hollywood, Calif. Phones: POplar 5-0909, POplar 5-0320

Sunset AMUSEMENT CO.

AMERICAN LEGION FAIR, CARUTHERSVILLE, MO., OCT. 6-11

SHOWS	Place Snake, Monkey, Animal, Mechanical, Motordrome, Side Show or any Show with own equipment. (NO DINGS.)
CONCESSIONS	All Pitches open. Will sell "Ex" on Foot Longs. Can place Long and Short Range, Striker, Custard or Ice Cream, Prontos. Will sell "Ex" on Novelties. Jewelry, Hats and Photos open. All Ball Games open. Hanky Panks open, no exclusive. Can place Six Cats, Buckets, Bushels, Picture Frames.

Address: Harrisburg, Ark., this week; Caruthersville, Mo., Oct. 4.

GREENWOOD FAIR
 Greenwood, S. C., Oct. 5 to 10 incl.

PIEDMONT INTERSTATE FAIR
 Spartanburg, S. C., Oct. 12 to 17 incl.

CONCESSIONS: Can place all legitimate Merchandise Concessions and Penny Arcade. No exclusives at Fairs.
 All Fairs until middle of November at Greater Jacksonville Fair. Gator Bowl, Jacksonville, Fla.

All Address CETLIN & WILSON SHOWS
 Richmond, Virginia

RIDES FOR SALE

ONE-MILER BUILT, WORLD'S LARGEST PORTABLE ROLLER COASTER

Perfect condition, capacity 21 adults. Excellent grosses. Erection 4½ hours, down 3 hours. Complete with 2 Semis and Tractors. \$21,500. Reasonable terms to responsible parties.

LATE MODEL ALLAN HERSHELL LOOPER RIDE

Perfect condition, new factory built platform in August. Complete with two Semis and Tractors, \$9,500. Terms. Both Rides can be seen in operation at Refugio, Texas, Fair, Sept. 30 thru Oct. 3. Angleton, Tex., Fair, Oct. 6 thru 10. Delivery at close of Angleton Fair or our Winter Quarters, Seguin, Texas.

We are not reducing the size of our show, nor has this show been offered for sale. We are maintaining our fixed policy of constantly offering new and different attractions. Our fair route has been rebooked for 1960—Opening date, Charro Days Celebration, Brownsville, Tex., Feb. 19 thru 28, 1960.

ALL REPLIES: Don Franklin, Mgr., Don Franklin Shows, per route

FOR SALE

SCOOTER, COMPLETE.
 12 Lusse Cars. Vans Optional.
BOB HAMMOND SHOWS
 Per Route

WANT - WANT
NEW MEXICO
TRI-STATE FAIR
 OCT. 5-11, DEMING, N. MEX.

Eating and Drinking Stands. Concessions of all kinds. Novelties, Alibi Joints that work for stock. Will book large Cookhouse. Place Shows of all kinds. Also Pitchmen and Demonstrators. Last call, so hurry.

CONTACT: BOB OR BILL CAPELL
 Capell Bros. Shows
 Duncan, Ariz., this week.

MEMPHIS COLORED FAIR,
WEEK OCT. 5 THRU 11

CONCESSIONS: Alibis, Blower and Grind Stores, some percentage. Want Agents for Buckets and Six Cats starting in Hayti, Mo. Also Swinger, Grind Store, Peek and Skillo Agents for Memphis.

Eddie O'Connor, if you want Cookhouse, get in touch. Will open my own show after Memphis. Out all winter.

JIMMY ACKLEY, Mound City Shows
 Hayti, Mo., Sept. 28-Oct. 3, then Memphis fairgrounds

HUNT AMUSEMENT CO.

WANTS WANTS WANTS

BINGO, RIDES, CONCESSIONS AND SHOWS FOR THESE FAIRS:

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.

REWARD

\$100.00 reward for the apprehension of Robert Lee Watkins, known as "Whitie." Warrant for his arrest was issued at Russellville, Ala.

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.

CAPITAL CITY SHOWS

WANT FOR WEST CENTRAL GEORGIA FAIR, Thomaston, Ga., Oct. 5 thru 10

2 BIG KID DAYS—ONE OF THE BEST

Followed by Colquitt County Fair, Moultrie, Ga.; Coastal Plains Fair, Tifton, Ga.; Dodge County Fair, Eastman, Ga.; then South Georgia Fair, Valdosta, Ga.

CONCESSIONS

Short Range, Bird, Glass and Bear Pitches, Novelties, Ice Cream On a Stick, Merchandise Concessions, Hanky Panks of all kinds and Custard. Bill Dwyer, contact.

SHOWS

Monkey, Illusion, Midget, Big Snake or any family-type Show with own equipment, Revue type Girl Show, Big Side Show. Bill Chalkias, contact. Called you but could not get you.

RIDES

Paratrooper, Round-Up, Rock-a-Plane, Scooter, Dark Ride, Fly-o-Plane, Caterpillar, or any non-conflicting Rides.

WANT TO BUY FOR CASH — BISCH ROCCO FLYING SCOOTER. NO JUNK.

All replies: J. L. KEEF, c/o Western Union or phone Fairgrounds, Manchester, Ga.

MIGHTY INTERSTATE SHOWS

Want for Covington County Fair, Andalusia, Ala., October 5-10; located at Coliseum Fairs until middle of November

CONCESSIONS—All Hanky Panks and Straight Sales open. Want Long Range Gallery, Novelties, Name on Hat, Photos, Age & Weight, Diggers, Lamp, Bear and Glass Pitches. Will book Cookhouse for balance of season. Want Hanky Pank and Bucket Agents. Want Help to up and down Concessions.

RIDE HELP—Foremen and Second Men on all Rides. All winter's work at Shopping Centers.

RIDES—Will book any Major Ride not conflicting with what we have.

SHOWS—Want Side Show and Minstrel Show with own equipment. Will book Fun House, Glass House, Animal Show and any Grind or Bally Show catering to the family. Want Man for Front Gate and Light Tower and useful Show People in all departments.

All replies to H. B. ROSEN, Talladega County Fairgrounds, Childersburg, Ala., this week.

WALTON COUNTY FAIR

Monroe, Ga., Oct. 5 to 10 Incl.; Emanuel County Fair, Swainsboro, Ga., Oct. 12 to 17 Incl.

ALL FAIRS UNTIL LATE IN NOVEMBER.

Concessions: Will place Merchandise and Outright Sale Stands of all kinds. Good opening for Short Range, High Striker, Derby, etc.
Shows: Good family-type Shows, Monkey, Animal, etc.
Rides: Will work any new Ride that we do not have. Can place Coaster for balance of season, also Dark Ride.
Help: Can place experienced Ride Help and Workingmen in all departments.
Note: Jack Kaplan, we are waiting to hear from you. All address this week:

JAMES H. DREW, WORLD FAIR SHOWS, INC.
VIA WESTERN UNION, COVINGTON, GA.

WALLACE BROS. SHOWS

WANT FOR EUNICE AND WINNSBORO, LA.

WANT HANKY PANK CONCESSIONS OF ALL KINDS.

WANT PHOTOS, COOKHOUSE.

WAN TO BOOK FUNHOUSE. ALL REPLIES:

ERNIE FARROW, MGR.

c/o Western Union, Pine Bluff, Ark.

LEE AMUSEMENT COMPANY

WANT FOR DALLAS COUNTY FAIR, SELMA, ALA., OCTOBER 5-10;

SPALDING COUNTY FAIR, GRIFFIN, GA., OCTOBER 12-17.

These are two of the best county fairs in the South. Ask anyone that has played them.

SHOWS—CIRCUS SIDE SHOW, MIDGETS, MOTORDROME OR ANY FAMILY-TYPE SHOW.

RIDES—SCRAMBLER, ROUNDUP, PARATROOPER, CATERPILLAR OR ANY RIDE NOT

CONFLICTING. Can place Ride Help in all departments.

COOKHOUSE—CAN PLACE NICE UP-TO-DATE COOKHOUSE FOR SELMA, ALA.,

FAIR. ALL ADDRESS: N. L. CRESON or TOMMY THOMPSON, Atmore, Ala., this week; Selma, Ala., next week.

LEES RIDES, INC.

BOX 450, HENDERSONVILLE, NORTH CAROLINA

Want for Greenville, South Carolina, County Colored Fair, Oct. 19-24, Concessions of all kinds, no flat joints, also Bingo and Colored Girl Show. May use Colored Rock and Roll.

RIDE SUPT.

Must be absolutely reliable and sober and know a Ferris Wheel.

J. B. BAILEY

Gen. Del., Marksville, La.

Sept. 28-Oct. 4

REID'S GOLDEN STAR SHOW

Wants for Fairs in Warrenton, Ga.; Louisville, Ga.; Eatonton, Ga., and others to follow.

Want Concessions and Bingo. Open Midway except Cookhouse and Popcorn. Will book Chairplane or Octopus. Want Ride Help who can drive semi. Jim Pumphrey, Bro King or Zip, come on. Contact:

ELMER REID or LESTER MCGEE
at Warrenton, Georgia, this week.

WANTED DROME RIDERS

Must do race or trick ride.

Bob Johnson, get in touch. Call

DAVE RICHARDSON

Amusements of America
Charlottesville, Va., this week.

SOUTH ALA. FAIR

MONTGOMERY, ALA.

OCTOBER 12-17

Independent midway needs Weight and Age, Salt Water Taffy, Pencil Sketching, Coll Car, other miscellaneous. Call BILL LYNN, AM 3-7556, or write Box 811, Montgomery, Ala.

WANTED Used Merry-Go-Round

Approximate Passengers, 50.

For permanent installation.

MELVIN J. BREWER, Chairman
Seminary Picnic Comm.
Perryville, Mo.

WANTED

For Pine Bluff, Ark., and Eunice, La., Head of Stores, Agents, Roughies for Blower, Razzle, Pin Store, Nail Joint and Buckets.

GENE CAIN

Wallace Bros. Shows, Pine Bluff, Ark.

CARNIVAL CONFAB

Continued from page 58

to show business. Now located at 614 Kohler Court, Lansing, Mich., Spears would like to hear from friends. . . . Gilda Lee, annex attraction, reports having had a big week at Maryland State Fair, Timonium. Joining the show there were Bonnie Bell, talker, and Jackie Lynn, sword swallower. . . . Johnny Sevinsky, of the James H. Drew World's Fair Shows, reports a best ever season as agent for one of Harney D. Drew's glass pitch games. . . . Joe Prell, of Prell's Broadway Shows, recently underwent surgery in Wayne County Hospital, Goldsboro, N. C., and is resting comfortably, according to Lillian Sylvester. Lillian Reilly, also of the Prell show, is in Richmond (Va.) Memorial Hospital for surgery.

News notes from Wm. T. Collins Shows: Recent visitors included Jim and Anna Dunlavey, now retired, and the Clarence Tandy family, formerly with the 20th Century Shows. Ben and Elsie Blikas are retiring after 14 years on the show with foot-longs, with John Streater and Ron Whitmer buying the concession. Bob and Jimmy Hall, sons of Charles and Dolly Hall, left the show to enter school. Mickey Collins celebrated her birthday with an informal breakfast for friends.

Al Schneider

Willie Lewis sold his Richmond Kiddieland and is with the L. I. Thomas Shows. . . . Maxie Sonn had a big week at Reading, Pa., with seven hat stands. After the Bloomsburg (Pa.) Fair he leaves for Europe, where he has machines set up for the Munich Oktoberfest, his third doings in Europe this year. . . . Pennsylvania was a busy State for bingo, eight of them at the York Inter-State Fair alone. Bennie Weiss had one, Al Boxall two (one managed by Jack Lowe), Freddie Blythe one, and Mrs. H. W. Jones had four, run by Gene O'Donnell, Tom Ely, Bobby Negus and Ken Brust. At Reading there were four local bingos plus Al Dorso with two, Martha Weiss with one, and Jones with two, handled by Dick Exter and Whitey Patterson.

When Johnny T. Tinsley sent his Mad Mouse to York, Pa., he made sure the word would get around because he also sent his foreman along in Tinsley's Cadillac. . . . Ben Hoff has a record of 100 per cent attendance on the Strates shows, having visited at every date since spring. . . . Jimmy Stabile and Phil (Lenz Insurance) Cook made the rounds of Pennsylvania and New Jersey fairs, the former with jewelry and merchandise, the latter with policy service, and both loyally active for the Miami Showmen's Association. . . . Busy in York were Paul (Novelties) Goldfarb, Julia O'Donnell (raising money for Eastern clubs), Sydney Daniels, Harry Modelle, Lou Kane, Charley Davenport, Regan-Cutler Concessions and Ike Weinberg. Kane tried a new wrinkle and operated his big aluminum-fronted restaurant cafeteria style. . . . Glen Garrahan is using a fork lift to sling his Arcade pieces on and off the truck. Bill Abraham's tent arrived at the Trenton, N. J., midway, but the equipment trailer flipped over at Carbondale, Pa., landing on a full car. Miraculously there were no fatalities. . . . The Stein brothers had one mechanical show in Allentown, one in Trenton, and a third sidelined briefly because of a broken truck axle.

The Allentown Fair date permitted Gene and Julia O'Connell to get home to Emmaus, Pa., for

the first time since January. . . . Bucky Allen entered Massachusetts General Hospital for surgery. . . . Brockton (Mass.) Fair drew agents from many other shows besides World of Mirth's regulars. Faces along concession row included H. G. (Lefty) Bowen, Lee Thomas, Jimmy Sacobie Jr., Dada King, Ben Glassberg, Irving Zaitchik, Bob Edelstein, Ennis (Peewee) Manning, Nate (Giblets) Kilberg, Chocolate Joe Baizman, Johnny Condello, Hazel Manjean and Lillian Barnes with French fries; Abe and Louette Feinstein, Ira Zaslow, Fred Waldman, Henry Brooker, Clyde Leonard, Al Cicilini, Dave and Marvin Schwartz, Stanley Rubin, Hervey Bloustein, Vito Messina, Ralph Lipsky, Eddie Walters and Whitey Tara, all in Milton Kaufman's crew; Irving Glasburg, Jim Cooperberg, Everett Winiecke, Ken Heath, Bob Muryn, Joe Toplin, James and Marjorie Leahy, Scully DeLuca, Mike Farino, Hy Feldman, Ernie Allen, Gerson Blaustein, Marvin Novak, Jack Knipperberg, Max Magovsky, Larry Baltimore, and George Martin. . . . Mike Dembrosky had several rides in Brockton, and Harry Kahn's New England Amusements put up five majors. For the first time most of the eating stands were awarded to church groups. . . . With John Venditto's season over, Nate Waterman and his wife are finishing the year on Coleman Bros. Shows.

Irwin Kirby

POMONA PICKINGS:

LII Schue, recently underwent surgery and is now awaiting admission into the City of Hope in Duarte, Calif., . . . The Pacific Coast Showmen's Association Day will be held at the Los Angeles County Fair in Pomona October 1. Arrangements were made by Bob Downie, a past president, with Al Flint, executive secretary. Tevis Paine represented the fair. . . . Joe Glacy and his wife, Irene, with Al Flint, visited the fairgrounds on Tuesday (22). . . . Bob Downie leaves soon for Chicago to attend the National Canvas convention. . . . Fred and Helen Smith were at the fair on Tuesday (22) to make arrangements for the Regular Associated Troupers' Day Wednesday (23). Ruth Davis was chairman of the day with Clarence Allton and Annabelle Patchett co-chairmen. . . . Irene McSweyn, who for many years was cashier for the late Hap Young, veteran food concessionaire, is now with Warren and Flora McMenus. She will handle the dough for them at the Arizona State Fair in Phoenix, too. . . . Darwin and Donna Glenn have added a new Roman target, their second. The new one has air-conditioned living quarters in addition to an easy set up game. . . . Jim McCaffery, who was with Hollie Ritter's United Shows which closed Labor Day, has a concession game at Pomona. Altho working with a broken arm sustained in a fall from a ladder, McCaffery is making out all right. He will play the San Bernardino County Fair in Victorville with Fair Time Shows, Inc. . . . Pat Treanor, who has the novelties on the independent midway, has served the Tulare County Fair since 1918 and the Los Angeles County Fair since 1922. Jim Smith has an add-a-ball and darts on the Funville midway. . . . Warren McMenus, food concessionaire, hosted his wife, Flora, on the occasion of her birthday at the Jade Palace in nearby Montclair. Guests included Gilbert Whitmore, their son-in-law; Virgil Jackson, Irene McSweyn, Harry Machrias, Har- rald and Betty Harper, John F. Patterson, William Duval, Mr. and Mrs. Fred Gagnon, Walter Anderson, Dee Coleman and Leo Souza.

(Continued on page 64)

Reading Gross OK; C&W Retains Date

Early Opening Follows Charleston Move; Fair Earnings Continue Good

RICHMOND, Va. — A pretty good week and retention of the 1960 midway rights were achieved by Cetlin & Wilson Shows as they left the Reading (Pa.) Fair last week. Fair attendance was up to par and so was carnival spending. The annual handshake between Is Cetlin and fair President John Giles cemented the return agreement.

The show got in Saturday night for the first time, and the results were rewarding. Coming to Reading from the fair in Charleston, W. Va., which closed at mid-week, made the earlier set-up and action possible. Not only did the show profit, but the fair, which operates three beer stands on the grounds, took in more than \$1,000 at 15 cents a cup that night.

Business continues good with the exception of Huntington, W. Va., which was a disappointment. Ionia, Mich., is in the fold for 1960, Roncerverte, W. Va., was up in gross, and Charleston took a 25-30 per cent increase over the previous year's returns.

Early Opening Does Well

The early opening in Reading was fortunate in offsetting some of the cold which followed. Sunday (13) produced a gross double that of the same day last season.

Chattanooga Up for Olson; Ky. Fair Even

CHATTANOOGA, Tenn.—Pelted by rain in recent years here, the Olson Shows were given ideal weather at the Chattanooga-Hamilton County Fair thru Thursday (24), fourth day of the run, and indications were for continued good weather the closing two days.

Midway receipts thru the first four days were 25 per cent higher than last year and, with continued good weather, were expected to remain at that level thru the full run.

The Mad Mouse was the pace-maker among the units. The Las Vegas Follies, managed by Gene Vaughan, was second and Jack Faircloth's motordrome was third.

The Kentucky State Fair, played the previous week, gave the Olson Shows a ride and show gross which was close to its '58 take there.

Visitors to the midway here included Leonard Rogers, secretary-manager of the Tennessee A & I Fair, Knoxville.

MEMPHIS OPS DON WHITE SHIRTS, TIES

MEMPHIS — One of the improvements at the Mid-South Fair, which opened here Friday (25) were the costumes worn by both male and female concession ops in the line-up operated by Chuck and Martha Moss.

A new policy, started this year, required all men agents to wear white shirts and black ties while their feminine counterparts wore white blouses and black bow ties.

Jack Wilson and Peasy Hoffman took off early to prepare for the arrival in Richmond for the Virginia State Fair.

Graydon Dowis had a Wild Mouse in Reading and Don Dowis joined here with his Wild Mouse and the Sky Wheels. The Mouse paced the ride action, standing out well with its high illumination over the back-end units. Shows, led by the Raynell Revue, held up nicely. Johnny Arnellis joined as talker and did a good job on the big revue, which has Dean Allen, vocalist; Baby Dumplin; Maxine Camp and Orvea Dean, specialties; Kay and Aldridge, comedy; Mary Arnellis, five ponies (line girls); Buddy Roy on organ; Vince Lee, drums, and Chloe Parker, "Biggest Bust in Show Business." Revue grosses were up at all repeat spots played, with the exception of Reading.

More than 30 rides were fielded, plus a dozen shows, Glen Garrahan's Arcade and two Al Dorso bingos. Dorso went ahead to Trenton, N. J., with "I Got It."

Sharing in pretty good business, including the extra night, were Bert Slover's Rock-a-Plane, Scrambler, Roller Coaster, Octopus and Helicopter; Bob Edwards' Paratrooper, Turnpike and Dark Ride, and Earl and Ethel Purtle's Motordrome, Kiddieland and candy floss. Other units were the Snake Show and Turtle Show, Doc Hartwig; Cardiff Giant, Art Stadtmiller; Wildlife, Naomi Johnson; Minstrel Revue, Jerry Jackson; Posing Show, Raynell; Side Show, Art Converse; Glass House, Vittorio Zacchini; Giant Hyena, and Funhouse, Tom Bush.

Dorso has the cookhouse, show diner and grab joints. With Bill Hartsman in the office are Whitey Walker and Jack Lejard. Concessions, presided over by Claude Sechrest, included Emanuel's ice cream; Hunter, four stands; Shaw, 2; Lillian Zarro; Jack Rummie, peanuts; Murray's jewelry, Stadtmiller's weight lifting machine; Tuttle, Mohr's cork gallery, A. Hymes with novelties, Davis with short range, Davidson's popcorn, Edward K. Johnson, duckpond; Brest, 2; Harry Errigo, 2; Claude Sechrest, 2; Frances Scott with Sonny Levin's 28-foot bucket joint, Jack Schue's Derby Racer and bowling, Joey Hoffman, 2; Barney Corey's pitches, Petersburg Concession Company with several, Jack and Harry Byers, diggers, and Jack Taylor, auction.

London, Ont., Fair Up 5% For Conklins

LONDON, Ont.—Conklin rides and shows racked up a 5 per cent increase at the Western Fair which wound up its six-day run here Saturday (19).

Loss incurred early in the run, due to cold weather and a re-scheduled Kid's Day, was more than made up on Friday and Saturday. Friday's attendance at the fair set a new all-time 'one-day mark and Saturday's turnout was only a few thousand less.

HILL'S GREATER SHOWS

Want for Reeves County Fair, Pecos, Tex., Sept. 28-Oct. 3 followed by EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. M., OCT. 7-11.

Kermit, Midland, Odessa (all Texas) to follow

Then the largest Celebration in Texas — Corpus Christi, Nov. 7-15.

9 DAYS — 2 SATURDAYS — 2 SUNDAYS

Bridge Opening and Armistice Celebration. Half million people expected.

CONCESSIONS Want Concessions of all kinds. Some Flats with Hanky Panks. Bingo and Pitches open.

SHOWS Want Side Show (Kitty Kelly, call). Want two high-class Girl Shows. Also Fun House, Glass House, Snake, Illusion, Fat Show, Midget, Mechanical, Motordrome, any worth-while Show.

HELP Can use A-1 Rock-a-Plane Foreman and Second Man. Also Roll-o-Plane Foreman. Second Men on 21 Rides. Man for Light Towers.

ALL CALL: FAIRGROUNDS, PECOS, TEXAS, THIS WEEK.

Want Phoneman with Crew for Corpus Christi — Trade Labor Council. Phones will be set up 30 days ahead of date.

Will book Round Up, Paratrooper, Dodgem, Looper, Big Coaster for Roswell.

HAVE FOR SALE—32-ft. Spillman Merry-Go-Round, brand new royal blue Top, fluorescent lighting; also 32-ft. Allan Herschell Merry-Go-Round in fair shape; 8-Tub Boat Ride in good shape, portable Tank; Airplane Ride with hydraulic lift; one Baby Wheel. Rides can be seen in operation in Corpus Christi now. Delivery after Corpus Christi celebration. Also have 12-car Dodgem, A-1 building, good cars, fair top. Bargain for cash. Reason for selling these Rides—they are duplicated, as just purchased 11 more Rides.

All Wires and Mail to: H. P. HILL, MGR., as per route.

WANTED TO BOOK

Alliance, Ohio, Street Fair to be held on the main street at the square, Sept. 30-Oct. 3; 200,000 merchants' coupons given out.

Want Candy Floss, Snow Cones, Apples, Fishpond, Milk Bottles or any other legitimate Games. Contact:

P. & J. AMUSEMENTS

Phone: Massillon, Ohio, TEmple-2-9487 or come on in.

GEORGIA AMUSEMENT CO.

Will book Hanky Panks of all kinds. Will sell "X" on Bingo, Custard and Scales and Age. SHOWS: Big Snake, Fat People and Working Monkeys. All replies

H. H. SCOTT

Fairgrounds, McDonough, Ga.

PETER PAUL AMUSEMENT CO.

Can use Pitch-Till-You-Win, Mug Joint and Prize-Every-Time stands. Can use one major Ride, small Grab or Cookhouse, P.C. open. Want Swinger and Allbi Agents. Can use Bucket Store or any Stock Concession. Fitzpatrick can use Agents at this spot. Contact **MANAGER, Ripley, Tenn., this week; Martin, Tenn., next week.**

RIDE HELP WANTED

Foremen for Ferris Wheel, Octopus and Round-Up, Second Men on all Rides who drive. Good wages, long season. Contact:

JOHN HANSEN, A-1 AMUSEMENTS

Lilbourn, Mo., this week.

GIRLS

FOR GIRL SHOW

Very good proposition. Six more weeks on road, then all winter in clubs. Write, wire or come on. No collects.

HAROLD WEATHERBEE

O. C. Buck Shows, Sanford, N. C.

Want—CRYSTAL AMUSEMENT—Want

For St. George, S. C., Oct. 5 thru 10; Kingsree, Oct. 12 thru 17; more to follow.

Can use a few more Hanky Panks including Alibis. Also want Pan Game. RIDES: Coaster, any major not conflicting with Wheel and Chairplane. SHOWS: Family-type, Girl Congo. Yellow, do you have the twins? All replies: **EARL MILLER, Moncks Corner, S. C.**

★ CONCESSIONS WANTED ★

SEPT. 30-OCT. 3

MITCHELL, IND.

PERSIMMON FESTIVAL

Can still book some Direct Sales. No Games.

OCT. 7-10

IRONTON, OHIO

FESTIVAL OF THE HILLS

Can book Hanky Panks and Direct Sales of all kinds.

GOODING AMUSEMENT CO.

Write **R. G. CASHNER, Conc. Mgr.** Wire

1300 Norton Ave.

Columbus, Ohio

WANT FOR THE

YORK COUNTY COLORED FAIR

OCTOBER 5 THRU 10, YORK, S. C.

You can get well on this one

CONCESSIONS: Bingo, Penny Pitch, Cookhouse, Ice Cream Wagon, Pitching Rings, OK C. E. Hurst. Want Hanky Panks of all kinds. Gypsy Bob Miles, contact me.

SHOWS: Geek Show, Minstrel Show, Side Show. Can place clean Shows with own equipment. No Girl Shows. Sherman H. Dudley definitely not with this outfit.

RIDES: What have you?

Mrs. Shelley Levy, Doc Thomas, contact me Leonard Duncan with me now.

All replies to: **WILLIAM H. WHITE, New Orleans Booking Agency, Inc., Jackson 56464, 631 Maison Blanche Bldg., New Orleans 16, La.**

NOLAN AMUSEMENT CO.

Spencer, W. Va., October 6 to 10

Black Walnut Festival

Laurelville, Ohio, October 5 to 10

Annual Street Fair

CONCESSIONS WANTED

Fred Nolan—Route 2—So. Zanesville, Ohio

Phone GL 2-3398 or GL 2-8252

DYER'S GREATER SHOWS

A CELEBRATION, A FAIR OR NOT THERE

Grenada, Miss., Sept. 28-Oct. 4; Brownsville, Tenn., Oct. 5-10; Tunica, Miss., Oct. 12-17; Marianna, Ark., Oct. 19-24; Oxford, Miss., Oct. 26-31.

Want Roll-o-Plane, Tilt or Octopus Foremen and Second Men who drive. Want Hanky Panks of all kinds, no exclusive Bingo and Derby open. For Sale: High road late model Schiff Coaster, good Ford truck. Inspect and make offer. Parked at Williams Tavern, Route 6, Maywood, Mo. For Sale: Rides on show, deliver after Nov. 1. Roll-o-Plane, Tilt-A-Whirl, late Octopus, with or without transportation: Kiddie Airplane and Cars, semi complete, good condition, parked near Fairgrounds, Galena, Ill. Inspect and make offer. Gala Expo Shows, per route. Eli-Wheel and 2-abreast Merry-Go-Round, Tractors, Trailers, racked to haul. Contact as per route.

FOR SALE

WANT A REAL BUY?

1 40-ft. 3-abreast Allan Herschell Merry-Go-Round. 1 #12 Eli Ferris Wheel. 2 25 KVA Lerol Gasoline Light Plants. 500 ft. two conductor double ought Ground Cable, plus Junction Boxes. This equipment has been working all season but recently repossessed, including 4 Semi Trailers for the above. \$8,000.00 cash—as is—no deals. Can be seen at

132 ELM ST., MORENCI, MICH.

Trenton Big, But Rides, Shows Only

Games Never Open; Vivonas Retain Leighton & Hughesville for 1960

TRENTON, N. J.—The big one for Amusements of America proved to be just that, for the nice spread of rides and shows it brought to the New Jersey State Fair. Two good early days on Sunday and Monday (20-21) produced grosses as good as any the Vivona family had known. Tuesday and Wednesday dropped somewhat.

A terrific disappointment was the refusal to let games operate. Thousands of feet of midway space were occupied for the opening, all of them by hanky-pank stands, but all remained shuttered over the weekend. By Wednesday virtually all operators had packed it in. Booking was in accordance with directions, but final approval to operate was withdrawn the day prior to the fair's opening.

Cited by the county prosecutor was the State's law which denies the operation of games where prizes are awarded. Consequently, straight sales, food, a batting range and eight long range galleries were all that were doing business.

Big Line-Up Fielded

The show had plenty to chest-beat about, however, throwing up a total of 18 major rides, 18 kiddie rides and 15 shows, filling the long back end nicely. Included were three Ferris Wheels, two Merry-Go-Rounds, two Rollo-o-Planes, two kiddie trains and Lyons' tram ride. Thru midweek top money was being racked up by the Cebini-Razzano Wild Mouse in the

midway's front location, followed by Danny Dell's Scrambler, Johnny Vivona's 150-foot Stacy Johnson Coaster and the gas speedway. Shows were paced by the Latin Casino of Tony Mason.

Shows also included Club 21, Al Hamid; Gorilla Show, Wild Life and Snake Show, Henry Vonderheid; Wild Life, Irene Burton; Side Show, Dickie Hilburn; Rock 'n' Roll Revue, Tony Mason; Snake Show, Bob Barlow; Arcade, Glen Garrahan; Hitler Car; Two-Headed Baby, Hellman; Unusual Pictures, Unusual World, Sindell's Monster Show, the Alligator Show, and Funhouse, Tarzan Banks.

An encouraging note is the signing of three fairs for repeat visits in 1960, John Vivona reported. They are Leighton, Pa., represented by Gordon Bennett, president, and Grant Bossard, secretary; Cumberland, Md., represented by Harry Barton, and Hughesville, Pa., where Clarence Stoltz is secretary. Visiting here were Bob Scarborough, heading the Exchange committee whose fair in Charleston, S. C., the show will play, and Colonel King, manager of the fair.

Charlottesville, Va., follows Trenton, then the fair in Statesville, N. C.

The show is one of the rare truck units to haul three office Ferris Wheels and two sit-down revues. Latin Casino has a new top, 40 feet by 125, and sports six-girl line, two specialties, dance team and five-piece band.

West Coast Party Nets \$\$ for Clubs

SAN JOSE, Calif.—A show-within-a-show held on the midway of West Coast Shows No. 2 unit netted over \$500 for two California show clubs. The profits were divided between the Pacific Coast Showmen's Association and the Show Folks of America.

Presidents of both clubs, Arthur Anderson, of PCSA, and Harry Myers, of Show Folks, were on hand. Several past presidents of both clubs also on hand included Claire Anderson, Mike Krekos, Ed Hellwig, Alex Freedman and Charlotte Porter. Mary Regan, first president of Show Folks, participated.

Margie Latiker donated the meat and cheese; Babe Gallamore came up with bread and relishes, and Marie Regan and Margaret McCloskey served the food. Liquid refreshments were dispensed by Sam Lasky, Jessie Gomez and Harry C. Baker.

Sol Grant was chairman of the event, assisted by Al Rodin, Jessie Gomez, Sam Lasky, Harry C. Baker, Earl Leonard, Harry Martin and Charlotte Porter. Kitty Scarce visited.

Leonard Gevas performed a magic and fire-eating bit.

Celes, Fairs Up 20 to 25% For Tathams

RUSHVILLE, Ill.—Tatham Bros. Shows, playing the fair here, has been following up an excellent spring and summer at celebrations and shopping centers. Business ranges 20-25 per cent ahead of the previous year, Owner-Manager Bill Tatham notes.

Show carries its own 60-by-30-foot stage, complete with lighting and backdrops. Nelson's band plays, and at least four good circus-variety acts are presented weekly, featuring Fearless Simon, dynamite act. New fluorescent lighting was added to all rides for this year. Units are kept in smart looking condition.

Basic line-up, augmented for fairs, includes Auto Cars, Airplane Swings, Ski Fighter, Merry-Go-Round, managed by Richard Cook; Ferris Wheel, Victor J. Bernard; Octopus, Virgil Stone and James Ruppert, and Roller Coaster, Al Chriswell and E. Welch.

Show plans to stay out all year, playing the South and returning to shopping centers following the fair season. Staff, in addition to Bill Tatham, includes Mrs. Tatham, secretary and treasurer; Mike Tatham, assistant manager; Virgil Stone, electrician, and Rollie Harden, stage manager.

Rohr's Adds Metal Front

MARVEL, Ark.—Refurbishing and painting got the Rohr's Modern Midway line-up in tip-top condition for fairs, which it hit thru Missouri and Arkansas after Labor Day. Ten light towers are sported, plus a new aluminum front purchased from Ed Young. An early season winner was the Sheldon (Ill.) Centennial, last week in July.

Southern Trek OK For Jimmy Drew

CARROLLTON, Ga.—The James H. Drew Shows has been continuing its winning ways since heading south after a successful Northern trek.

Owner Jimmy Drew said that every stand since early in May has been a winner, and this has been particularly so since fairs started in mid-June. Every fair has been as good as a year ago and in many cases topped its '58 counterpart, Drew said.

Three more people were added to the cast of "Drums Over Harlem" show for Southern dates. The Scooter, Scrambler and Tilt-a-Whirl are leading the rides. Oscar Bloom has had a tough time laying out some of the lots, but has squeezed in all the rides and shows.

Bobby Cooper, assistant manager, is now driving a Cadillac and A. B. (Bert) Edwards is enjoying a new house trailer. Edwards is the show electrician. Alton Sparks and Bill Stevens report a good season for their concessions.

Recent visitors included Lavoy Winton, Cumberland Valley Shows; John Portemont and Ted Woodward, Johnny's United Shows;

George Harr, Olson Shows; Floyd King, Clyde Beatty-Cole Bros. Circus; Al Kunz, Heth Shows; George Lenard, World of Pleasure Shows; Ralph Wilkerson Jr., Haas & Wilkerson Insurance, and Art and Myrtle Courtney.

Portemonts Raise \$1,500 For Fla. Clubs

MARIETTA, Ga.—A total of \$1,500 was raised at a recent benefit held here on Johnny's United Shows. The profits were divided equally between the Greater Tampa Showmen's Association and the Miami Showmen's Association.

Close to 150 turned out for the event which was held in the top of the Nat Gray Minstrel Show. Johnny Portemont Sr., co-owner of the show, gave the welcoming speech.

Al Williamson conducted the auction with refreshments and food supervised by Charlie Lampkin, Bill Anderson and Art Courtney. Merchandise for the auction was donated by many, including Kathy and Suzette Portemont and John Terry Portemont. Donations came from Bill and Roland Page, Page Combined Shows; Oscar Bloom, James H. Drew Shows; Bernie and Tillie Shapiro, Southern Poster, and Ralph Wilkerson, Haas, Wilkerson & Wohlberg Insurance Agency.

Advance tickets were handled by Rose Gallagher, Rose Lampkin, Myrtle Courtney, Gene Kelly and Luchio Owens.

Miami Club's Drive Clicks, Cook Reports

ALLENTOWN, Pa.—Visits to 103 parks and carnivals have been made by Phil Cook this year, with 34,000 miles logged to date. In addition to servicing the Charley Lenz accounts he has collected just short of 200 members' dues for the Miami Showmen's Association, in his capacity as membership chairman. Driving him is Fred Conti.

Recent applications for new members find Sam Generallo credited with 10, Jack Essner 8, Johnny Canole 5 and Joe Boston 3. This is the second year of special membership drive conditions under which initiation fees are waived and applications require only \$11, of which \$1 is for the cemetery fund.

Amusements of America has a jamboree scheduled shortly in the South and Page Combined Shows has pledged one to benefit both the Miami and Tampa clubs.

Al Kunz Wins At Rome, Ga., Jackson, Tenn.

ROME, Ga.—Heth Shows are racking up good business at the Coosa County Fair here last week and on the first three days, rides and shows were 10 per cent ahead of '58 when another show played the date. Biggest increase of the week was on Tuesday (22), kid's day, which was a whopper, Al Kunz, owner, announced.

Fair moved here from Jackson, Tenn., where the West Tennessee State Fair gave with a big week, yielding grosses that were 23.6 per cent ahead of last year, a new record for that fair. On Saturday night (19), an estimated 30,000 people were on the grounds.

The Kunz-managed organization made a fast move from Jackson to Rome. Show closed Saturday night, trucked 300 miles to Rome, and by 6 p.m. on Monday was 100 per cent ready to operate.

Myers Closes; Back in WQ

ST. JOSEPH, Mo.—Sonny Myers Shows were back here in winter quarters after closing both units, No. 1 at Chanute, Kan., with the second one at Holden, Mo. Both shuttered on Saturday (26) and moved to the permanent base.

Season as a whole was slightly off altho spring dates were up from previous years. The No. 1 unit will reopen to play an Armistice Day celebration in Iola, Kan., and a Halloween date in Independence, Kan.

Personnel includes Sonny Myers, Bill Dillard and Ted Dillard, owners; Sonny Myers and Bill Dillard are managers; Ted Dillard is superintendent; Melvin McIntosh, ride foreman; Howard Bash, electrician; Earl Muckey, mechanic; Mable Karolis, secretary; Elaine Myers, concession secretary; Helen Dillard, auditor, and M. F. McHenry, mailman and agent for The Billboard.

ROSS MANNING SHOWS

want for

PETERSBURG, VA., FAIR
Oct. 5-10

110,000 paid attendance 1958
3 Big Kid Days

FLORENCE, S. C., WHITE FAIR
Oct. 12-17

127,000 paid attendance 1958
also 3 Big Kid Days

CONCESSIONS: Eats, Drinks, Popcorn, Candy Apples, Ball Games, Buckets, Swinger, Cat Rack and Photos. Can place clean Cookhouse. Want Glass and Bear Pitches. No gypsies.

SHOWS: Drome, Colored Revue. J. RYAN, confirm. Le-Ola can place working Acts for Side Show. Austin Dentinger wants Girls for Girl Show.

RIDES: Dark Ride, Paratrooper, Round-Up and Fly-o-Plane.

RISE HELP: Can place Men who can drive.

Contact ROSS MANNING, Fairgrounds, Camden, S. C., or call BILL HOLT, Petersburg Fairgrounds, Regent 2-2107 or Hotel Petersburg, Regent 2-4711.

PALMETTO EXPOSITION SHOWS

FAIRS

FAIRS

FAIRS

Laurinburg, N. C., next week, October 5-10, 3 big Kid Days, followed by Pageland, S. C., October 12-17; Anderson, S. C., October 19-24; Loris, S. C., October 26-31.

CONCESSIONS: Want Hanky Panks of all kinds. Also Photos, High-Striker, Jewelry, Crab, Cookhouse, Lead Gallery, etc. Percentage with Concessions.

SHOWS: Can place Ape, 10-in-1, Jig Show, Motordrome or any family-type Shows. Can use 1 more Girl Show.

RISE HELP: Need Octopus, Wheel, Kiddie Ride Men who drive. Out until Nov. 1. Phone at Fairgrounds or wire MILTON N. McNEACE, Pembroke, N. C., this week.

P.S.: White, what happened to your people? Have them contact.

MARION, S. C., FAIR

All next week

Can place Complete Carnival or set of Rides or will book separately. Also Girl Shows, Minstrel, Side Show and other Shows. All concessions open, including Bingo and Cookhouse, Eats and Drinks, Novelties and Scales. Come on.

All answers to TED LEWIS on Fairgrounds, starting Wednesday at Marion, S. C., or DAVID B. ENDY SHOWS, Roanoke Rapids, N. C.

WANT

HOLLY BROS.' SHOWS

ONE MAJOR RIDE, TWO KID RIDES.

CONCESSIONS: Prize Every Time or Skill, "X" to Cookhouse. HELP ON ALL RIDES, COME ON.

F. HOLLINGSWORTH, McRae, Ga., now; then per route.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD

MORRIS BLUESTEIN

of TEXAS NOVELTY CO.

Wants all his friends on Circuses and Carnivals to know he is carrying a complete line of Carnival Merchandise. Football Dolls in school colors, Pennants, Buttons; also a complete line of Novelties. Whatever your needs might be, be sure to contact TEXAS NOVELTY CO. 2450 S. Shepherd Houston 6, Texas Phone: Jackson 8-4951

SIX-MONTH TOUR

Kochman Stunters Book S. America

READING, Pa. — A Latin-American tour for the Jack Kochman thrill show, in the works for many months and now well along in the booking phase, will begin January 15 and take the unit thru Mexico and Central and South America. A full six months will be played, longest foreign route yet for an automotive stunt show.

Kochman released the story on this and another unit, to tour Cuba, at the fair here. His International Auto Daredevils will open in Cuba on February 18 and close March 1. The Jack Kochman Hell Drivers will kick their journey off in Mexico and stay out of the country for about six months.

Dodge and Goodyear equipment will be featured. The tire firm's deal calls for 22 weeks in Latin America, it is reported, but at least 25 weeks are anticipated. There will be both 1959 and 1960 cars taken on the venture, which begins during the winter fair booking season. The return will be in mid-July, when new Dodges will be acquired

'Follies' Salutes

• Continued from page 49

Frick, formerly of Frick & Frack, proves that people still go for the antics of the blades. His turn, "Neapolitan Antics," maintains Frick's reputation as a top skater and, with the assistance of Doris Skillings, Gary Johnson and Joe Sullivan, proves a show-stopper. In the second half, "Alaska, U.S.A." wows with the Kermond Brothers in their razzle-dazzle skating. Assisted by the Ice Folliettes and Boys, Carol Caverly, Sullivan and others, this turn is good for solid laughs.

"Somewhere in Space" is set amid orbit objects, which take shape when they are inflated, and a smoke screen covers the ice. It is weird as science fiction, and offers an excellent opportunity for a most able skater, Colleen McCarthy, as Astra.

There is plenty of interest in the precision skating of 32 pretty Ice Folliettes who do a pinwheel near the closing. In fact, all of the sequences are worthy of comment. The costuming is spectacular for "Ballet de Brilliance," "Noches Taxquenas" and "International Fashions." Dwyer and Goodwin are standouts in "Twilight on the Lake," as are the youthful Beattys in "Ballroom Classics." Kids go for "Scrub-a-Dub-Dub" with the Medrum Twins and "Tina's Tabby," with Johnson and Manning.

Music for the production is conducted by George Hackett with Paul Gannon, announcer and vocalist. Directors include Fran Claudet, Mary Jane Lewis, and Stanley Kahn "Ice Follies" follows this date with a five-day run in Denver at the Coliseum. Season runs to 1960 Winterland, San Francisco.

CHARLESTON, W. Va. — Mills Bros. Circus drew two half houses here Saturday (19) in cool weather under auspices of the Cross Lanes, W. Va., Lions. At Marietta, O. (17), the tent drew a near-full matinee and a straw house at night. The Rotary club sold 5,800 advance tickets. The brakes on one of the show trucks failed on a hill near St. Marys, W. Va., and struck another show truck which turned over.

WANTED
FASCINATION
OF
LITE-A-LINE
tables
VERN RAW
Box 23, Seaside, Oregon

for the 1960 fair period. Angel Vasquez, well-known Latin promoter, is putting the route together.

Three Units Now Touring

With the Parisian Hell Drivers also playing dates in French Simca cars (Chrysler imports), Kochman's organization is thus assured of year-round work and by far its most prosperous year ever. Business experienced to date has been generally good. Honesdale, Pa., played prior to the Reading Fair, had its 15th consecutive appearance by Kochman, and the fact was commemorated in a plaque given to him by the fair.

Another bright spot was Indianapolis, where in four shows at Indiana State Fair the unit netted \$2,200 more than last year's thrill show effort and more than \$28,000 in the gross income column, a record for the fair.

The Cuban and Latin American trips will be the third and fourth foreign journeys for the company. It has played Cuba and Western Europe in the past, and changed plans for a French route when the Algerian political situation caused unrest in that country. This will be the longest and most comprehensive Latin tour of crash-and-stunters but not the first, a Jimmy Lynch show having played several dates below the U. S. border about three years ago.

Ike Approves D. C. Stadium

WASHINGTON — President Eisenhower on Wednesday (23) signed a bill clearing the way for building of a 50,000-seat stadium here.

George Shea, chairman of the Armory Board, which has authority to build the stadium, said he hopes to get financial discussions underway this week with the Washington Redskins and Washington Senators, the teams expected to use the stadium.

Beatty-Cole

• Continued from page 53

Frank Orman, legal adjuster; Treasurer Bill Petty, and George Werner, boss canvasman, were greeted by many old friends here. Many of the staff members and performers had wintered here in former years with other shows and the day had the atmosphere of a homecoming.

McClosky and Kernan were emphatically optimistic about business, and commented that the last several days in South Carolina and the previous day in Augusta, Ga., had been among the best in the show's history.

After a swing through Alabama, Mississippi, Arkansas and Louisiana, the show returns to Georgia for a week in mid-October, and will close in Florida around November 10. The season as a whole has proven to be a big winner, officials said.

Allegan Fair

• Continued from page 50

Wheels were hurt by the chill. Other attractions on what was probably the biggest fun zone ever to play here, included the Dowis Roller Coaster, Joe Sciortino's Girl Show and Cardiff Giant; Eddie Miller's Garden of Allah, Streets of Paris and snakes; Hubert Bennett's Little Man and Monster unit; Howard Laudrau's Monkey Speedway; Frank Allen, Motordrome;

Page Up 25% At Athens, Ala.

ATHENS, Ala. — Page Bros. Shows hit pay dirt at the Limestone County Fair here last week and thru Thursday (24), showed a whopping 25 per cent increase over last year.

Show had 21 rides, nine shows and close to 60 concessions. Scrambler topped the rides with the Roundup and four Ferris Wheels in second spot. Dixieland Minstrels, managed by Dr. H. A. Thomas, topped the back-end.

Following the Friday (25) close of the white fair a Negro fair opens Monday (28) for a week. Show then moves to Boaz, Ala., for the week of October 5.

W. E. (Shotgun) Page disclosed that the over-all season is 10 per cent ahead of last year.

Alex Freedman At Three State Fairs in One Week

SACRAMENTO, Calif. — Freedman Novelties of San Francisco played three State Fairs simultaneously that necessitated long jumps for dates starting Monday (14), Alex Freedman, head of the firm, said.

Freedman handled the sale of novelties fence-to-fence here at the California State Fair & Exposition, which closed its 12-day run Sunday (13). He said that his business for the run was the greatest ever. Fair set a new attendance record of more than 915,000.

Frank (Cuffy) Larson was in charge of sales at the Oregon State Fair in Salem. This fair closed Saturday night (12). Morrie Levy, a veteran with the firm, was in charge of the stands at the Utah State Fair in Salt Lake City.

Freedman moved into San Jose, a distance of 150 miles; Larson moved there, too, a distance of nearly 800 miles. Levy had a jump of approximately 1,200 miles—but an extra day to reach San Francisco.

Club Activities

Showmen's League of America

Ladies' Auxiliary

President Phoebe Carsky called a special board meeting Thursday (17) at Hotel Sherman. Other officers present were Mrs. Robert Miller, secretary and Evelyn Hock, treasurer. Invocation was given by Carmelita Horan. Margaret Filograsso reported Ethel Wadoz was ill with pneumonia; Bess Hamid is getting along well; Mae Taylor still confined to the Illinois Masonic Hospital; Viola Parker was at the meeting; Mrs. L. M. Brumleve and Hattie Wagner are still on the sick list and Margaret Hock is better and would enjoy visitors.

A letter from Nan Rankine was read. Mae Smith, chairman of the Cancer Fund Drive, reported award books coming in nicely.

The nominating committee for 1959 was appointed as follows: Dorothy Kennedy, chairman; Lucille Hirsch, Carmelita Horan, Agnes Smith, Lillian Lawrence, Mae Smith, Viola Parker, and alternates Frieda Rosen and Mrs. L. M. Brumleve. They will meet October 1 at the Hotel Sherman. Jeannette Martindale left for New Orleans. The membership drive closes October 1. First regular meeting will be October 1 at the Hotel Sherman at 8 p.m.

Carmelita Horan

Sparks, Wild Life; Virgil Dickey, Funhouse and dark ride, and Granville Pilant with an Arcade.

TINTYPE

Introduction to Biz Was on Rough Side

WHEN BEN BRAUNSTEIN first walked on a carnival lot, he knew less than nothing about the business. . . . In his late 20's he hooked up with a brother of Jack Seiden, pioneer of carnival sex lecture shows. Remembers it like it was yesterday: Perth Amboy, N. J., in 1935, on the Kaus Exposition Shows of Adolph, Joe and Bill Kaus.

"The week ended and everybody started disappearing," he recalls. "Everybody busy and me standing



BEN BRAUNSTEIN

there with a show to strike." Wound up with three girls and a ticket seller, wrestling with the frame and canvas. "We delayed the show a little bit," Ben says, with a touch of humor in his voice.

In the cookhouse at the Hamburg, N. Y., fairgrounds, he sketched a lifetime of exposure to many facets of the outdoor business. . . . Currently business manager of the James E. Strates Shows, wed to Frances Fornier, longtime with Strates as a concessionaire.

Ben was born August 6, 1906, in New York and grew up on the storied Lower East Side. Mother was a traveling concert pianist, and many of his early years were spent on the road. . . . Mom encouraged him in show business and he eventually became a performer with a Gus Edwards unit, singing, dancing, storytelling. . . . Did his own public relations work as he developed.

Back to Kaus Expo: On Thursday of the first week Ben's partner took off for New York, leaving him faced with the embarrassing tear-down. . . . After three weeks he wound up operator of the unit, and his future was charted in the outdoor field.

Went with West World Wonder Shows as press agent, 24-hour man, bannerman, under Neil Berk. . . . Then came Ideal Exposition Shows with Willie Glick, and a return to Kaus Shows. Worked a few concessions with George Whitehead. . . . Had concessions with Jack Perry in 1944, also doing press work. Toured with Gold Medal Shows, also with Al Wagner's Great Lakes Exposition.

Several years around Gold Medal with Johnny Denton, and helped with successful effort to get Canadian "B" Circuit of fairs in 1955. "Then I also had a kiddie park in Augusta, Ga.," he notes, ticking off the various developments on his fingers. . . . In 1956-'57 he agented for the Joie Chitwood

Thrill Show. "There was a stretch there with C&W and the Lawrence Shows. When you look it over you can see I've had some of the best tutors in the business." Also helped the late Johnny Kline.

Ben's assets include a certain gregariousness, an expansive appearance, artistically cocked cigar, and a ready word on all subjects. Don't mind talking a bit. "I don't win arguments and I don't lose them. I just keep talking."

Since December 7, 1958, he's been a husband to one of the top concession operators in the East. . . . Frances (Fornier) Braunstein has been with Strates outfit for 31 years, and while concession lore fills the head of Ben, there's little he can teach her. "In fact," he admits, "I've learned a few things." Knew Frances casually until joining the show, and they gravitated toward one another right away. Strates is the biggest outfit Ben's been with: "I couldn't be more satisfied." Irwin Kirby.

CORRECTION

WOLFE AMUSEMENT CO.

Ad, Page 82, Sept. 21 issue, reads: Shelbyville, N. C., Oct. 12-17. Correct stand for this date is

SHELBY, N. C.

SOUTHERN STATES SHOWS WANT

For balance of season, few more Stock Concessions; especially Grab Joint Man able to take care of it. Also operators for Rides and other Stock Concessions, Free Act and others.

JOHN B. DAVIS

Monticello, Florida, this week; Moultrie, Georgia, next week.

YOUNG & BOZZA

Want Agents for Count Store, Blower, Buckets, Complete Crew for Picture Frame, P. C. Dealers, Hanky Park Agents, Up and Down Men, Need good Truck Driver, Jitterbug, Kenny Gutnick, Billy Rosen, call me.; Playing Pecos, Tex.; Roswell, N. Mex.; Kermit, Odessa, Midland and Corpus Christi, Tex. Call

TOM BOZZA
c/o Leading Hotel
Pecos, Texas, this week.

WANTED

FERRIS WHEEL FOREMAN and help in all departments who can drive. Apply

TRUMAN SHOPPING CENTER

Kansas City, Mo.
Sept. 28-Oct. 11

CHARRO DAYS

All old Concessionaires must have deposits in by Dec. 1 to hold locations. Feb. 25-28, 1960.

M. G. DENNIS

1006 Van Buren St. Brownsville, Texas

FLOYD O. KILE SHOWS

WANT FOR CLAIBORNE PARISH FAIR AND DAIRY SHOW, HAYNESVILLE, LA., OCT. 5-10. FOLLOWED BY EAST FELICIANA PARISH FAIR, CLINTON, LA., OCT. 12-17.

WANT CAPABLE COOKHOUSE FOR CLINTON. EXCELLENT SPOT AND "EX." Also place Custard, Novelties, Stock Stores of all kinds. Get in on these two spots. Place Second Men who drive, come on now. All contact:

FLOYD O. KILE, Kentwood, La. (Fair), this week; then per route.



Reading Stops Gate Slide

• Continued from page 48

ment world, with few exceptions. (Pat Boone did very well.) Day-by-day attendances were as follows:

	1959	1958
Sunday (13).....	44,316	43,402
Monday (14)....	7,940	7,514
Tuesday (15)...	32,240	31,095
Wednesday (16) ..	28,763	37,891
Thursday (17)...	15,612	11,805
Friday (18)....	42,321	51,456
Saturday (19)...	29,465	16,432
Sunday (20).....	15,422	18,627

TOTALS216,079 218,222

Despite appearing on the two days set aside for school children, Tuesday (15) and Wednesday, singer Fabian sang to night houses of 2,400 and 2,700. Last year 2,800 watched Johnny Mathis on Tuesday. Gail Davis, TV's Annie Oakley, and Kirby Grant, video's Sky King, played to 200 on Friday afternoon, 300 that night and a smattering of people Saturday afternoon (19).

The USAC sprint car races on closing Sunday pulled a full house. The night before there was ARDC midget racing here for the first time with 2,600 paid admissions. At prices of \$1.75 for adults and 50 cents for kids, the results were considered gratifying. Also doing well were Tournament of Thrills on opening Sunday (13) night and Jack Kochman Hell Drivers on Saturday afternoon (19) following an earlier Annie Oakley performance. Opening event of the week was AMA motorcycle racing, a standard sellout for Reading. Japoly stock car racing was another sellout Thursday night. This was the second year the fair has operated without horse racing, which had dwindled in interest.

Or the midway the Cetlin & Wilson Shows put in a solid week, and Giles and Issy Cetlin shook hands for a 1960 return.

School Bands Mass

Only one of four free shows filled the grandstand, this being Wednesday afternoon when eight Berks County high school bands presented individual numbers, winding up with a massed band concert led by Charley Basile. There were more than 700 musicians and majorettes taking part, providing a five-column news photo, one of the week's best. With Russ Moyer leading the effort, press coverage this year exceeded anything experienced here. The usually co-operative media went all-out this season with feature stories, Page 1 coverage and lavish picture treatment.

Other free shows were a stage revue Monday night, safe driving Road-E-O on Tuesday afternoon and pony harness racing Thursday.

The band event will be retained in the future, Giles said. Participating schools received \$100 plus the cost of arrangements for the massed band concert, and every student taking part was given a meal on the fairgrounds. Meal tickets worth \$1.25 were distributed to the bandsmen and majorettes and the fair office redeemed them from food concessionaires. Giles said the idea worked like a charm. As it was county day the children would have come anyway, he said, but without their instruments and colorful band uniforms.

Also a county day event was the hosting of an "outstanding farm

MIDWAY CONFAB

• Continued from page 60

Eddie Harris, assistant manager of Fair Time Shows, Inc., found the Pomona date helpful in spending time at home. He drove the 18 miles to South San Gabriel each night and back to Pomona in the morning. . . . Joe Blash of Blash & Hilligoss spent his nights at his home in nearby LaVerne.

Sam Abbott

family." Pomona Grange picked the winner from nominations by subordinate granges. Lucky family got the red-carpet treatment, including transportation in a convertible and a valuable gift, this year a washing machine.

Another new effort which had encouraging results was the Sheerlund swimming pool exhibit. Installed in front of the Administration Building, it was one of the biggest attention-winners thruout the week. It was a 15-by-30-foot model with concrete block patio. Four swim-suited models graced lawn furniture and paraded in fur coat style shows.

York Attendance

• Continued from page 49

Strates Shows rolled up a substantial gross as always, and were awarded the 1960 contract Friday, the earliest it has ever been signed.

For Tommy Sands all grandstand seats were filled, as were bleacher and paddock sections. It was the only opening-day sellout in memory. Bolstering the fair attendance were 60,000 children's tickets, good for free admission and cut-rate grandstand entry. Prior to an official accounting, it appeared most of the kids' coupons were turned in.

For the fair this year the grandstand's 220-foot length was roofed over. A memorial entrance gate in honor of the late Samuel S. Lewis is completed and will be unveiled at ceremonies in the near future.

Closing day's grandstand attraction was the Aut Swenson Thrillcade, repeating after scoring well in two performances last year. Again the response was very big. It boosted ticket revenue, but the cold-ridden night shows earlier lowered grosses below those of 1958. Jerry Lippiatt's mule racing was a feature before each night show.

Litter Cleared Daily

Cleanliness continued to be an outstanding the unheralded feature of the fairgrounds. All wet and dry garbage is disposed of daily, providing the paved streets with an immaculate appearance. There are a great number of waste baskets spotted thruout the grounds, as well. Indoors, the dairymen offer a daily \$5 incentive award for the cleanest livestock stall.

York County Chapter, American Red Cross, maintains a first-aid station at which every case is registered carefully. Front grandstand seats are provided for these safety workers at the night shows.

A rarity occurred to earn unforeseen press attention on Wednesday when an eight-horse race went off in two heats, with the identical placement of horses in both. None of the veteran race participants or spectators could recall a similar occurrence.

B. & B. PARTY NETS \$750 FOR LEAGUE

CHICAGO — The hospital fund of the Showmen's League of America was enriched to the tune of \$750 received from a party held by John Campi on Bernard & Barry Shows in Quebec City. Campi is concession manager of the show.

Total proceeds were \$3,000, which was divided among several clubs. Harry Ross brought the money to Chicago from Canada.

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RIDES: Want Rides for Dothan—Helicopter, Round-Up, Bubble Bounce (Duane Steck, contact), Flying Coaster (Rod Link, contact), Mad Mouse (Johnny Tinsley, contact) and Twister (Harold Lloyd, contact).

SHOWS: Monkey Show (Harry Fee and Glenn Porter, contact), Side Show (Bill Chalkias, contact), Snake Show (Mark Williams and Sailor Katsy, contact), Mechanical Show (Dillon, contact) and Motordrome.

All replies to JOHNNY PORTEMONT, JR., Decatur, Ala., this week. Phone in office.

PENN PREMIER SHOWS

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ALAMANCE COUNTY FAIR
 BURLINGTON, N. C., OCT. 5-10

CAROLINA FAIR
 WINSTON-SALEM, N. C., OCT. 12-17

CONCESSIONS Can place Hats, Derby, Glass Pitch, Jewelry, Short Range, Palmistry, Cork Gallery, Hoopla, Pitch-Till-You-Win and all other types of legitimate Concessions.

RIDES Can use Scrambler, Wild Mouse or Paratrooper. These are terrific ride spots.

HELP Can use general Ride Help who drive semis in all departments. No Men wanted with cars.

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CAN PLACE HIGH FREE ACT FOR WEEK OF OCT. 26. State lowest salary.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Mt. Airy, N. C., this week; Burlington, N. C., next week, followed by North Carolina State Colored Fair.



WANT FOR FAIRS Iredell Co. Fair, Statesville, N. C., Oct. 5-10; Sumter Co. Fair, Sumter, S. C.; Lancaster Co. Fair, Lancaster, S. C.; Carolina Coastal Exchange Club Fair, Charleston, S. C.

CONCESSIONS: Want Concessions of all kinds. Will sell "Ex" on Frozen Custard, Eating and Drinking Stands, Jewelry.

RIDES: Will book Scooter for balance of season. Want Second Men on all Rides, must drive; wives to drive semis.

SHOWS: Any good family-type Shows. Harvey Wilson and Bruno Zaccini, contact. Tony Mason wants Organist with own Organ, also Drummer to cut Revue. Mickey Gallo, contact Danny Dell.

JOHN VIVONA, PHONE 3-3111, CHARLOTTEVILLE, VA.

WANT FOR GREENSVILLE CO. FAIR
 EMPORIA, VA., OCT. 5 THRU 10
 AND FIVE WEEKS OF SOUTH CAROLINA AND FLORIDA FAIRS TO FOLLOW

CONCESSIONS of all kinds—Arcade—Glass Pitch—Bear Pitch—Jewelry—Long Range—Palmistry—will book one Wheel—Agents for Percentage and one Count Store. SHOWS: Wildlife—Fun House—Mechanical City—Girl Shows or any Grind Show with own equipment. RIDE HELP: Wheel Foreman and general Ride Help on all Rides. RIDES: Will book two major Rides—Tilt—Rock-o-Plane or Octopus. P.S.: Mac McGinley, of Nolan Shows, contact. Geo. Leonard, contact. All answers to AGNES SADDLEMIRE, Mgr., GLADES AMUSEMENT CO., or DOLLY YOUNG, Concession Mgr., Fairgrounds, Lancaster, Va., this week; Emporia, Va., next week.

WILDLIFE FOR SALE

Must be sold immediately. No reasonable offer refused. Like new, 20x40 top, 8-ft. wall, 21 cages, jacks, lights, flash. Complete stock includes 17 Monkeys, Coyote, Badger, Porcupine, Fox, Raccoon, Woodchuck, Golden and Amherst Pheasants, Skunks, Talking Crow, etc. Special-bull trailer for unit available. Price, less monkeys, \$850.00; with monkey \$1,250.00.

R. ALTENBURG
 Wallace Bros. Show
 Pine Bluff, Arkansas, this week; Eunice, Louisiana, next; then per route.

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 MASON CITY, IOWA

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 NEXT WEEK

Want Custard, Photos, Duck & Fish Ponds, Six Cats, Grab, Candy Floss, Snow Cones, Popcorn, Candy Apples, Cork Gallery, Slum Spindle, Count Store, Skillo, Pitch-Till-You-Win and Age and Scales. All Concessions open except Bingo. Want Colored Girl Show, Jig Show, Monkey Show and Wildlife. Want Agents for office Hanky Panks, general Ride Help and Truck and Trailer Drivers. All replies to

GEORGE CLYDE SMITH SHOWS
 Enfield, N. C., Fair, this week; Ahoskie, N. C., Fair next week.

WANT For Sunflower County Fair

Ruleville, Miss., Sept. 29-Oct. 3. Concessions of all kinds. \$22.50 to Hanky Panks. Come on. Also want Kiddie Rides.

CARL BURKHART, Mgr.

RIDE HELP WANTED

Foreman for Allan Herschell Merry-Go-Round. Foreman for #5 Eli Ferris Wheel. Foreman for Kid Ride. Want Ride Help in all departments.

DE LUXE RIDE CO.
 c/o Giant Store, Anderson, Ind., all this week.

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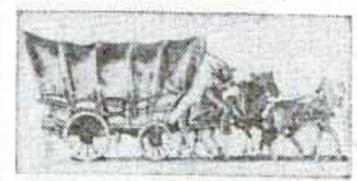
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Same set as
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Rogers Paces Allentown Fair

• Continued from page 48

forthcoming from directors of the fair, several of which had openly questioned this year's grandstand plans, and all of it was accompanied by congratulations for Leidig, who has been treasurer since 1955 and was also named general manager in 1957. The show, however, was bolstered by an intensive advance effort. There were 107 highway signs of 24-sheet size, 50,000 brochures distributed to grocery outlets, and more than 100,000 half-priced fair passes, featuring Rogers, sent to stores and gas stations. In addition to this barrage was distribution of 75,000 handbills plus Rogers-imprint lapel buttons and bowties.

The Daily Call printed a special fair supplement with color front page. Posters, simple and striking, featured three broad stripes in red, white and blue, with photo of Rogers and the legend, "Roy Rogers Show, Allentown Fair, September 20-26." Ritter-Leiberman agency of Allentown handled the ad campaign. Chains handling discount tickets kicked in with reciprocal radio commercials.

On the midway the James E. Strates Shows were heading for a total gross of \$85,000-\$100,000 as crowds built during the week.

Two Shows Overflow

Grandstand capacity is 7,070 permanent seats, and an additional 2,500 folding chairs are available when needed. They were needed for the first time on Tuesday, when

8,613 attended the matinee. Another full house responded on Wednesday night. Critically, the Rogers show was lauded by press and fairmen. With the star were Dale Evans, Pat Brady, Hollywood Square Dancers, Liberty palomines, Rafael Mendez, Sons of the Pioneers, and Tulara Lee.

On Monday afternoon, the Western entertainers went to the high school gymnasium for a special showing for 2,000 crippled and retarded children and their families.

Construction since Leidig took over the management has included a new agricultural hall and long commercial extension to the grandstand. About double the old commercial space total was sold for last week's fair, roughly \$30,000 worth in buildings and \$100,000 outdoors.

A newly-named youth building is one formerly used for poultry and destined to be outfitted with sleeping facilities.

Attendance figures contain estimations, since opening day on Monday features a free gate. Paid admissions on Tuesday and Wednesday were, respectively, 40,697 and 32,646 or about 10 per cent better than the comparable days of the previous year. Free-gate day was very well attended, with about 30,000 turning out.

Even more than that number swelled the grounds on the pre-opening Sunday, however. Gate charge is 50 cents for everyone over age 14. Parking is \$1.

An innovation Sunday was the matinee barbershop quartet musicale in front of the grandstand. Taken over by the local chapter of the barbershop singing society, it featured the Buffalo Bills, of the Broadway show, "The Music Man," and operated on a paid basis. Results were encouraging enough to

278,211 at ESE

• Continued from page 48

day. Woody Herman fronted a jazz festival next, for five performances.

The Music Theater admissions ranged from \$1.75 to \$2.50. Reynolds said the project shows considerable promise and can benefit from exposure over the seasons. He opined that the availability of a "class" attraction like the Spanish dance unit was not recognized by habitual non-theater fairgoers, who would doubtless develop curiosity about the tent operation as it became more established.

Zorro, proving to be a satisfactory kids' attraction, headlined the rodeo in the Coliseum. There were three sellouts (6,000 people) in the four shows thru Thursday, with total attendance of 25,741. Bolstering the rodeo were the Royal Canadian Mounted Police doing a full range of precision and individual riding routines.

The RCAF band was in for 16 performances, nightly in the Coliseum and daily at 5 p.m. outdoors, ending Saturday (26).

On the midway the King Reid Shows was repeating with rides.

Sunday's 91,347 persons was an all-time Sunday attendance, helped along by a visit from Vice-President Nixon. Nixon toured the grounds and made a speech to about 15,000 people.

Doug Baldwin of the Minnesota State Fair flew in during the week. Also visiting were Bill Masterson of the Wisconsin State Fair and Lon Campbell and Dr. J. L. Taylor of the Central Canada Exhibition who had also visited the major Pennsylvania fairs the previous week, and Frank Kingman, IAFE secretary.

sustain the event, Leidig said. Vesper services were held at the grandstand that night.

COMING EVENTS

Arkansas

Pine Bluff—S. Ark. Livestock Show, Sept. 29-Oct. 3. Harvey Hewitt.
Pine Bluff—Pine Bluff Rodeo, Sept. 29-Oct. 3.

California

Delano—Delano Rodeo, Oct. 10-11.
Sacramento—Exposition of Modern Living (Fairgrounds), Nov. 18-22. Bill Bien.
San Francisco—Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palace), Oct. 30-Nov. 8. Nye Wilson.
San Francisco—San Francisco-Bay Area Home Show, Sept. 25-Oct. 4. James Logan Associates, 1485 Bayshore Blvd.
San Francisco—San Francisco Rodeo, Oct. 30-Nov. 8.
Santa Monica—Santa Monica Fall Home & Decorators' Show (Civic Aud.), Oct. 28-Nov. 1. Patrick J. O'Toole.
Turlock—Calif. Horsemen's Assn. Convention & Horse Show, Oct. 1-4. Ivo Vollmer 1625 Alum Rock Ave., San Jose.
Ventura—Ventura Rodeo, Oct. 9-11.
Victorville—Victorville Rodeo, Oct. 10-11.

Connecticut

Hartford—Christopher Columbus Festival, Oct. 8-12. Paul Ollis, 33 Wethersfield Ave.
Hartford—Columbus Festival (Brainard Field), Oct. 8-12.

Florida

Cocoa—Cocoa Home Show, Nov. 6-9. Al Stern.

Georgia

Waycross—Waycross Rodeo, Oct. 8-10.

Illinois

Chicago—International Livestock Show (Amphitheater), Nov. 27-Dec. 3. William E. Ogilvie, Union Stockyards.
Chicago—Mid-America Lawn, Garden and Outdoor Living Show (Amphitheater), Oct. 8-10. Frank Yeager.

Indiana

Crown Point—125th Anniversary Celebration, Sept. 26-Oct. 3.
Evansville—Nut Club Festival, Oct. 5-10. Bill Ohning, 2218 W. Franklin St.
Lagrange—Corn School Week, Sept. 29-Oct. 3. Jack Chorpennig, Hamilton.
Mitchell—Persimmon Festival, Sept. 30-Oct. 2.

Kansas

Independence—Newsworld Celebration, Oct. 29-31. Jim Halsey, P. O. Box 452.

Kentucky

Louisville—Rod & Custom Show, Nov. 28-29. Shows, Inc.

Louisiana

Baton Rouge—La. Livestock Show & Dixie Horse Show Jubilee, Nov. 3-8. W. M. Babin.
Greensburg—St. Helena Forest Festival, Oct. 10. Eldon L. Watson.
Kentwood—Tri-Parish Food, Feed & Dairy Show, Sept. 30-Oct. 4. C. B. Temple.
Leesville—W. La. Forestry Festival, Sept. 28-Oct. 3. Mrs. C. E. Lawrence.
Marksville—La. Livestock & Pasture Festival, Oct. 2-4. Kermit J. Ducote.
Opelousas—La. Yambilee, Oct. 2-3. Billy M. Smith.
Winnfield—La. Forest Festival, Sept. 20-Oct. 3. L. L. Brewton Sr.

Maryland

Princess Anne—Princess Anne Livestock Show, Oct. 3-3. Howard H. Anderson.
Timonium—Eastern National Livestock Show, Nov. 14-19. Charles Borrow.

Massachusetts

West Springfield—Rod & Custom World's Fair Auto Show (Fairgrounds), Oct. 21-23. Joe Kizis, 2 Meadow Park Drive, Milford, Conn.

Michigan

Hillsdale—Calhoun Branch-Hillsdale Rabbit Show, Sept. 27-Oct. 8. Dean Daglow Home.
North Street—Thumb Dist. Plowing Match, Oct. 1. Sim Pynnonen, Federal Bldg., Port Huron.
Traverse City—Northern Mich. Potato & Apple Show, Nov. 4-5. A. L. Oison, Federal Bldg.

Mississippi

Tupelo—Mississippi-Alabama Fair Rodeo, Sept. 29-Oct. 3.

Missouri

Independence—Independence Rodeo, Oct. 9-11.
Kansas City—American Royal Livestock & Horse Show (American Royal Bldg.), Oct. 17-24. C. M. Woodward.
St. Louis—Health & Beauty Aids Show (Arena), Oct. 3-11. Erokke Productions, Inc., Ambassador Kingsway Hotel, Kingsway at West Pine.
St. Louis—Midwest Gun & Hobby Show (Arena), Oct. 12-18. Ray Hoffmann.
Waverly—Waverly Apple Jubilee, Sept. 17-19. R. W. Bricken.

Nebraska

Omaha—Midwest Hobbyrama (Civic Aud.) Nov. 13-15. Bill Baker.
Omaha—Omaha Rodeo, Sept. 25-Oct. 4.

Nevada

Carson City—Admission Day Celebration, Oct. 31.

New York

New York—Madison Square Garden Rodeo, Sept. 24-Oct. 12.
New York—National Winter Sports Show (Coliseum), 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 Festival Assn.
Ironton—Festival of the Hills, Oct. 7-10.
Utica—Homecoming, Oct. 1-2. Stewart Anderson, 29 E. Fifth St., London.

Oklahoma

Tulsa—Recreation Exposition (Fairgrounds), Oct. 3-9.

Oregon

Portland—Portland Rodeo, Oct. 17-24.

Pennsylvania

Harrisburg—Pennsylvania Livestock Exposition (Farm Show Bldg.), Nov. 10-14. J. Stewart Wood.

Tennessee

Memphis—Mid-South Boat Show (Fairgrounds) Sept. 25-Oct. 3.
Memphis—Mid-South Fair Rodeo, 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. Dempsey Henley.
Longview—Grege Expo. & Livestock Show, Oct. 3-10. John Murphy.
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 12-17. Bill Coyle.
Tyler—Texas Rose Festival, Oct. 16-18. Frank Bronaugh.

Utah

Ogden—Golden Spike National Livestock Show, Nov. 13-18.
Spanish Fork—Utah Ram Sale, Oct. 9.

Washington

Seattle—Wash. Jr. Poultry Show, Oct. 6-7. John G. Wilson.
Seattle—Seattle National Boat Show (Armory), Nov. 27-Dec. 6.

West Virginia

Spencer—West Virginia Black Walnut Festival, Oct. 9-10. Phil D. Phillips Jr.

Okla. Free Fair

• Continued from page 48

ern performers and clowns. According to Conrady, it was one of the strongest shows ever presented here.

Frank Winkley's auto races on the opening Sunday were approximately 12 per cent over last year money-wise. Winkley was set to operate another speed event on the final Sunday. The track, due to an expenditure of \$5,000 by the fair board, was in excellent condition.

On Monday, the largest kids' day in history was racked up. On Wednesday and Thursday afternoons and Friday and Saturday nights a rodeo, with talent from Oklahoma, was presented. Earl Newberry's thrill show was the attraction Wednesday and Thursday evenings and Friday and Saturday afternoons.

The William T. Collins Shows were racing well ahead of '58 and were eyeing a new gross mark on rides and shows.

Sales of exhibit and independent concession space hit a new high and reports were that concessionaires were up over last year.

Merchants Form Wildwood Group

WILDWOOD, N. J. — George Coombs, Boardwalk businessman, was elected president of the newly formed Wildwood Boardwalk Merchants' Association. The merchants formed the association to serve as a mutual protective agency and as a means to promote better business practices and a cleaner Boardwalk.

Other officers elected were Mrs. Doris Lee, vice-president; Eric Katz, treasurer, and Wildwood public relations man, Allen B. Taylor Jr., executive secretary. Taylor, as a paid officer of the group, will edit a newsletter.

Six persons were named to the board of directors. They were chosen to represent the various phases of business on the Boardwalk. They are Sid Rappaport, Raymond Hyson, Benjamin Bush, Max Hanker, Jack Mishan and Joseph Barnes, who set dues at \$25 per year. Allen Taylor announced an intensive membership campaign over the winter months.

2 Injured at Lakeside

DENVER — Two youths were hospitalized here Sunday (13) when the emergency brake on one of the Wild Chipmunk ride's cars jammed and four other cars slammed into it at Lakeside Amusement Park. Two other patrons were less seriously injured, and two of the four cars were unoccupied. Lakeside shuttered for the season, Sunday (20).

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\$14.40 GROSS
Rhodium & Gold Plate
Minimum sold
One Gross
Send \$15.00 for
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THE BILLBOARD'S

1959 CHRISTMAS MERCHANDISE SPECIAL

and

1959 CHRISTMAS MERCHANDISE REPRINT

Teamed together to form one of the hardest hitting sales teams ever offered this industry.

BUY ONE—GET TWO
MERCHANDISE BUYING GUIDES

Both dated and issued Monday, October 12.
LAST DAY FOR ALL ADVERTISING—
WEDNESDAY, OCTOBER 7.

CONTACT OUR NEAREST OFFICE TODAY—YOU'LL BE GLAD YOU DID

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

DISC JOCKEYS, ENTERTAINERS! \$1 FOR hundreds of professional ad libs, gags, gimmicks, fillers, quotes, Charles DeWitt Entertainers' Service, 1200 80th Ave. N., St. Petersburg, Fla.

THE ENTERTAINER - TOPICAL GAGS, original monologues, one liners, stories, riddle jokes. Sample copy, \$2. 12 issues, \$10. Eddie Gay, 242 West 72nd St., New York 23, New York.

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 Gaffles, Sketches, Monologues, Dialogs, Parodies, etc. Money back guarantee. Laugh Unlimited, 106 W. 45 St., New York, N. Y.

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.

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts.

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Asst. Earrings... \$1.75 & \$3.00 DZ. Pierced Earrings, Asst... \$1.25 & \$1.75 DZ. Charm Bracelets, Asst... \$1.50 & \$2.50 DZ. Tie & Cufflinks Sets, Asst... \$3.75 & \$6.00 DZ. Cultured Pearl Tie Slides, carded... \$2.00 DZ. Asst. Boxed Sets... \$4.50 & \$6.00 DZ. Boxed Sets, Asst... \$5.00 & \$10.00 DZ. Eng. Pearls, 1 1/2 & 3 Strands to Doz. \$3.00 DZ. Box Crosses, Ind. Boxed... \$2.50 DZ. Rosary Beads, Boxed... \$6.00 & \$9.00 DZ. Children's Neckties, Boxed... \$3.00 DZ. Pins, Asst... \$1.75 & \$3.00 DZ. 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. 1820 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES' MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn.

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YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, \$5; Mackinaws, \$3; Shoes, 12 1/2; Ladies' Coats, \$3; Dresses, \$5. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois.

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ALWAYS THE FASTEST SERVICE AND the best of quality on Reptiles, Animals and Snakes. Telephone 5411, Snake Farm, Laplace, La.

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O1—Odd Lot Brace & Neckts, Gr. 15.00
L2—Men's Chrome Lighters, Dz. 4.35
L5—Zippo-Type Lighters, Dz. 6.00
R11—Ladies' Birthstone Rings, Gr. ... 11.00
P4—3-Pc. Pearl Sets, Dz. 7.20
T17—Asst. Metal Toys, Dz. 3.75
619—Men's Asst. Stone Rings, Dz. 3.25
1165—Flashlights, Tri-Color, Dz. 4.00
Samples Reg. Price—25% Dep., Bal. C.O.D.

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START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 88-91, 158 State St. Albany, N. Y.

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

ATTENTION! SEAL TRAINERS CAN DELIVER immediately gentle, healthy, feeders, age 2 to 5 years. Seals and Sea Lions. Wire, write Homer Snow, Box 271, North Portland, Oregon.

HEALTHY SNAKES—ALL KINDS. ALSO Boas, Armadillos, Terrapins, Turtles, Tortoises, Gila Monsters, Horned Toads, Alligators, all sizes; Monkeya, deodorized Skunks, Civet Cats, Wild Cats, Ocelots, Squirrels, White Doves, Ringneck Doves, Pigeons, Peafowl, Agoutis, Paeas, Red Foxes, Porcupines, Owls, Hawks, Rats, Mice, Guinea Pigs, Wolf Ferrets, Coatimundis, Lizards, Otto Martin Locke, Phone MA 5-4523, New Braunfels, Texas.

NO REASONABLE OFFER REFUSED—17 Monkeys, Rhesus, Green, Capuchin, Bonnet, Badger, Coyote, Red Fox, Raccoon, Woodchuck, Porcupine, Golden Amherst Pheasants, Skunks. Must sell immediately. Altenburg, Wallace Bros. Show, Pine Bluff, Ark., then per route.

SNAKES—PYTHONS

10 ft. \$150 20 ft. \$700
13 ft. 200 21 ft. 750
15 ft. 300 23 ft. 1,000
Satisfaction guaranteed or money refunded.

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WILD ANIMALS — TROPICAL HOBBY-land, 1525 N.W. 37th Ave., Miami, Fla. Chimps, Baboons, Ocelots, Ringtails, Flamingos, Boas, Anacondas, Snake Dens. Phone: NEWton 4-4579.

28 LITTLE BROOD MARES—1 STUD, 3 TO 8 years old, all sound. Most of these broke. All for \$2,100. They have got to go, losing lease on pasture. This is the biggest bargain ever been. If you can't come I will send them to you. Don't wait, phone 9317. P. L. Cobb, Amite, La.

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LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 2068-BB, Sioux City, Iowa.

LIVE STEAM TRAIN—LOCOMOTIVE AND Tender 14' long, 4 Cars, 900' Track, 18" gauge. Nearly new. Write H. Cheadle, 2815 Moorana Pl., Santa Barbara, Calif., for details.

MAKE MONEY MAKING NEW GREASE-less doughnuts in kitchen. Sell stores. Free recipes. Norbert, 3605 South 15th, Minneapolis 7, Minn.

SERVICE STATION, GARAGE, REPAIRING. Used Cars, Chain Saws, etc., on U. S. 10 in Cato, Wis. Same owner 20 years. Ill health. Price \$6,500. Worth a lot more. R. J. Reindl, Cato, Wis. (Letters only, please).

This is a DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

WANTED — FASCINATION MACHINES. Have choice location busy summer resort. Can operate all year round. Heated building in upper New York State. Will lease or on percentage basis. Box C-538, c/o The Billboard, Cincinnati 22, Ohio.

YOU CAN BUY GOLD

AT 55% DISCOUNT (from the 1934 Value) by using cheap 1959 dollars (worth 45¢).

MAKE TREMENDOUS PROFITS. A gold price mark-up is inevitable and coming soon. PROTECT YOURSELF. Gold is the safest inflation hedge. The U. S. dollar is fiat money—irredeemable in gold. Historically fiat money always becomes valueless.

DEFEAT the political spenders by buying gold—it is political dynamite. Strike a blow for free enterprise and sound money. LEARN all about it. Read The Gold Report, now in its Second edition, a 40-page booklet on Why, Where and How to buy gold—legally.

Abridged List of Contents: The Decaying Dollar... Our Shaky Gold Reserve... Conversion of the Public Debt Into Money... Gold is Available to Americans... Will Price of Gold Go Up? Is \$35 a Fair Price?... Where Do the Russians Stand?... Gold as an Investment. Send \$3 to The Gold Report, Dept. TB, 4605 Austin, Houston 4, Texas. Complete satisfaction or money refunded. Add 20¢ for airmail.

300% PROFIT YOUR OWN BUSINESS. WE manufacture parts for name pins, you assemble and sell to waitresses, beauty ops., etc. Send \$2 for sample parts and easy instructions. Ace Novelty, 8820 Pine, Maywood, Calif.

Calliopes and Band Organs

AIR CALLIOPES FROM \$450 TO \$1,500! ALSO trailers; Air Calliope with the steam look just out. Cozatt Organ Co., Danville, Ill. Phone 5245-1 ring.

Costumes, Uniforms, Wardrobes

GIRL SHOW WARDROBE—PANEL SETS, solid Sequin Gowns, Fringes, real Hair Impersonators Wigs, Cloves Suits, Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

For Sale—Secondhand Show Property

FOR SALE

Super Roll-o-Plane with transportation \$3,000.00
Long Range Shooting Gallery mounted on tandem trailer, 1,500.00
12 Junior Tractors, Each 150.00
No. 146 Wurlitzer Band Organ 1,250.00
Like new 25-ft. Tandem House Trailer Frame with electric brakes 400.00
30-ft. Wilson Trailer 350.00
1937 Chev. Tractor, 2-speed axle, 27,000 actual miles 350.00

DON McELHINNEY

CeMar Amusement Park Box 207 Marion, Iowa Phone: DR 7-2885 Cedar Rapids

FOR SALE—SCENERY, CABLES, FOOT-lights, Olivettes. Many other items too much to mention. Also 1 1/2-ton Diamond T Truck, van body. Also a 1-ton Panel GMC Truck. Write: Mrs. Leslie Grove, P. O. Box 448, Newark, Ohio.

FOR SALE

12 Erie-type Diggers, like new, \$150.00 each. ROBERT MOSS

c/o Monarch Shows, Pocahontas, Ark.

FOR SALE—KIDDIE AUTO RIDE, 8 CARS; Airplane Swing ride, 5 planes. All electric. Frank Coleman, Hy. 190, Temple, Tex.

MERRY MIXUP, 30 CHAIR, 20' TOWER, V44 Wis. comp. conditioned, \$1,600. Owner R. B. Everly, 2741 N. River Rd., Salem, Ore.

MORE BUYERS

Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

ROLL-O-PLANE AND 12-CAR OCTOPUS, complete, good condition. Now operating. A. D. White, Belmont Park, San Diego, Calif.

SMITH & SMITH AUTO AND BOAT RIDES with lights and wiring, used only 3 months. Like new. Cash or terms. Rainbow Golf Range, 1024 Forrest Ave., Gadsden, Ala. Ph.: LI 3-4588.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. oc19

1 MINIATURE TRAIN, G12, 600 FT. TRACK, motor factory rebuilt, never used, \$1,200. Charles DeMartino, 1449 86 St., Brooklyn, N. Y. Cloverdale 6-7002.

Help Wanted

WANT BOOKING AGENT

For high-class Novelty Show, using service clubs, Percentage.

C. A. FRANK AGENCY

100 W. 29th St. Hutchinson, Kans.

WANTED—PERSON OF GOOD HABITS TO assist armless Man in lecture programs. Contact: Frank Coleman, Hy. 190, Temple, Texas.

Motion Picture Films and Accessories

16MM. FEATURES, \$15 UP; SHORTS, \$5. All guaranteed perfect to new. Minot Films, Inc., Milbridge, Me. oc26

Personal

BILL — GIFTS RECEIVED. THANKS BEYOND words. Everything adorable. Children sick, summer colds. Riekey wishes helicopter, Billfold. Always, Joan.

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. ec38

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Develop pers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1546 W. Cortes, Chicago 22, Ill. ch-17a

Printing

ALWAYS FASTEST SERVICE — QUALITY nonbonding posters! 14x22 size 3-color window cards up to 50 words copy \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. no23

ATTRACTIVE BUSINESS CARDS, \$2.95 PER 1,000. Taylor, 3900 Hamilton St., Hyattsville, Maryland.

200 NO 10 ENVELOPES AND 200 8 1/2 X 11 letterheads, \$3.50; 100 2-color business cards, \$1.25. Hunter Printing, 413 Elwood, Irving, Tex.

200—8 1/2 X 11 LETTERHEADS, 200 6 1/2 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. oc19



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M P Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____

ADDRESS _____ I enclose

CITY _____ STATE _____ remittance of

\$ _____

THE MARKET PLACE FOR BUYERS and SELLERS

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-250, Chicago 32. se28

YOUR 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 228, 307 North Michigan, Chicago 1. ch-11n

Tattooing Supplies

TATTOO ARTIST—GOOD PAYING STAND. We have flash. Steady, sober man. Phone: Harrison 7-2413. Super Arcade, 500 South State, Chicago, Ill. se12

20-PAGE TATTOO CARTOON BOOK, 50¢ each. Dozen lots, 25¢ each. Good for giveaways. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

CLEVELAND NEGRO FAIR HAS AN INDEPENDENT midway. Can place any Commission. Dates: Oct 14-15-16-17, 1959. A. W. Foster, Shelby, N. C. se28

WANTED — FLASHY, ENTERTAINING Acts between halves basketball games. 140 consecutive one-day stands. Also Clown. Send complete information first letter, include photos. Sports Associates, Inc., 241 Commerce Bldg., Sioux City 1, Iowa. se28

Wanted to Buy

ALLAN HERSHELL 32 FT. LITTLE Beauty MGR, cheap for cash. Condition unimportant if parts are there. Also No. 5 EH. State all first letter. Box C-539, Billboard, Cincinnati 22, Ohio. se28

WANTED TO BUY—FUN HOUSE, DARK Ride, devices for these. What have you? Ivan Ericson, 3617 W. 6th, Topeka, Kan.

WANT TO BUY — MACAW PARROT, stuffed or live (to be stuffed by us). Maurice Paulsen, Boyce-Greeley Bldg., Sioux Falls, S. D.

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.

Miscellaneous

WHEN YOU SEE A MAN WALKING IN your town with advertising necktie on, it's "Bang Up Jazz Brown," 831-839 Kelly St., Bronx 59, N. Y.

Musicians

AT LIBERTY—DRUMMER, NEAT, YOUNG, dependable. Name band experience. Prefer location. Local 10 card. Donnie Lang, 6612 Romona, Wauwatosa, Wis. GR 6-1136. se28

PIANO MAN — THOROUGH EXPERIENCE. Musician, 620 North 5th St., Apt. 6B, Waco, Texas.

TRUMPET — EXPERIENCED JAZZ AND commercial; reliable and co-operative; prefer commercial location. Write: Box C-642, c/o Billboard, Cincinnati, Ohio.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. oc28

Newfoundland

Continued from page 51 ing crowds to send proceeds soaring. Officials attribute the increase in attendance and spending to (1) moving the event into the Labor Day weekend in this mountain resort area and (2) to an increased entertainment budget.

Outstanding example of the latter occurred Thursday (3) when "Grand Ole Opry's" Wilma Lee, Stony Cooper and The Clinch Mountain Clan pulled the largest crowd in the 42-year history of the fair. Fair operates on a free gate with free entertainment daily. Revenue is derived from ride and show percentages, parking, fair-operated bingo, grab and other concessions. The Bill Goodn, an unit of Reithoffer Shows was on the midway.

COIN MACHINES

Help Wanted

MECHANIC

Experienced—top notch—Amusement and Music Machines—\$6,240.00 per year. Write, call or visit.

BANNER SPECIALTY CO. 5th St. above Girard Phila. 22, Pa. Center 6-5000

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EARRINGS, \$5 gross. Heart 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. oe5

Positions Wanted

EXPERIENCED MECHANIC ON BINGOS, Bowlers, Pins, etc. 8 E. Joliet St., Schererville, Ind. Phone: Union 5-8943.

Used Equipment

SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. oc19

100 BINGOS FOR SALE FROM SPOTLIGHTS to Beach Clubs. Any reasonable offer accepted. Cash or trades. Midwest Novelty Sales Co., 777 University Ave., St. Paul 4, Minnesota.

Wanted to Buy

USED VENDING MACHINES AND STANDS, especially Northwestern 49's. Describe. Box C-541, Billboard, Cincinnati, Ohio.

San Jose, Calif., Snaps Back After Weather-Hit Bow

SAN JOSE, Calif. — Cool weather cut the opening night's attendance of the 15th annual Santa Clara County Fair on Monday (14), but nearly all of the 9 per cent loss was regained the following day, William A. Straub, fair secretary-manager, said. The fair closed its seven-day run here Sunday (20).

Featuring the theme of "Space—the New Frontier," displays of missiles and computing machines used in their planning were shown. Commercial exhibits were shown in a 550 by 100-foot big top with flying quarter poles erected by Canvas Specialty Company of Los Angeles. Quarter poles are anchored on cables.

Night shows in front of the grandstand were headlined by Bobby Darin on Monday and Tuesday (14-15), Dick Contino (16-17); Ricky Nelson (18), and Hugh (Wyatt Earp) O'Brien, 19-20. Show was booked and staged by Jerry Perencio of Music Corporation of America, Beverly Hills. Earle Caldwell directed the staging for the fair.

Each of the headliners, except Nelson, gave two shows nightly at 8:30 and 9:30. For the one show given by Nelson, the fair installed about 800 bleacher seats in addition to 5,300 in the grandstand. Nelson appeared here in 1957 with general admissions being 75 cents each; this year the tab is \$1.50.

Pipes for Pitchmen

NOTED . . . at the recent Indiana State Fair, Indianapolis, were Dick Siedell, Ted Burdick, Osborn of Chicago and a Novelty Enterprises stand.

MAKING . . . the Tri-County Fair at Petersburg, W. Va., recently was pitch veteran Jack (Bottles) Stover, who reported getting fair results at the annual. Jack described his stay there as wonderful, particularly his visits with Mr. and Mrs. Orville Smith, owners of Smith's Funland Shows, midway occupant, and their right hand man, Heavy. Also doing well at the fair was Prof. Harry Wright, who went a long way toward garnering his winter bankroll with scales and age. Among others of the fraternity racking up good takes at the fair were Mousie Combs, his wife and children of Piedmont, W. Va., with candy apples, cotton candy, popcorn and snow balls. Clyde Forkner passed thru the area to make Mineral, Va., with Jack on Labor Day. Clyde reported that his brother, Heavy, is on the mend, but is still confined to his home in Winston-Salem, N. C. "This is my first pipe since going into the sick bay," said Jack. "I've been in the hospital part of July, all of August and part of September."

PITCH . . . veteran Tom Kennedy writes: "Some time ago Henry Varner, of Akron, sent in a pipe saying that he met up with Tom Kennedy, who was pitching books with a circus. I would like to advise that I'm not the one to whom Henry referred. In fact, I have not been near a circus in years. I used to send pipes in quite often about two characters called Doc Lushwell and Count Seldom Skoff. I have not run across these characters in years, but when I do I'll let you know. Off and on I do some writing in a more serious vein and have been working on a book the past few years. Meanwhile I've been knocking out some crime stories for magazines. In fact, the November issue of True Crime magazine, now on the stands, has two stories of mine, the title of one being featured on the cover."

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Hale, Pat. 2 magazines, 16¢ due
Spencer, Al Magazine, 10¢ due

- Adams, Tom & Dorothy
Allen, Buzy
Allen, Roy Lee
Arzo, Robert G.
Armstrong, Matt
Arndt, Ronnie
Arnett, Dorothy
Atterbury, Robert
Ayotte, Frank W.
Baird, Al & Mrs.
Baker, Bennie
Barber, George (Georgia Boy)
Barriss, Tony
Barnowski, Jocco
Barrett, Martin W.
Barrett, Walter
Barton, Mrs.
Marguerite George (Harold Bros. Circus)
Bell, W. C.
Belmonte, James (Manny)
Bentley, Ted L.
Bertel, Richard John
Boland, Walter
Boiner, Joe
Borden, Rickie
Brennan, E. C.
Britton, C. J. (Cecil)
Brown, A. B. (Red)
Brundell, E. W. (Brundell's Temple of Mystery)
Bullock, Mrs. W. H.
Burdick, Frank H.
Bush, W. A.
Carawan, Lee
Carlyle, Frances
Carlyle, Malcolm A.
Carmody, John
Carler, Chloe
Case, Charles David
Casey, William
Chandler, Bruce
Chase, Harold E.
Cheminant, L.
Christensen, George
Chumas, Tony & Mrs.
Claburi, Johnny
Cobb, Paul
Coburn, James E.
Colburn, John
Cole, Mrs. June
Conlon, Edward H.
Cooke, Biggun & Ruth
Corlock, Marion E.
Counter, Virginia
Cox, Clifton Ewing
Craibree, Walter
Cullen, Bill
Daubenspeck, Robert V.
Davis, Clarence
Davis, Gene Homer
Davis, Koke
Dee, Marty
Deefreer, Mrs. Wanda
Del Mar, Lisa
Delph, Dewey
Diano's Elephants
Donaldson, Dave
Duffy, Cherie
Duval, Tony
Eichelberger, John & Jackie
Ellis, Ray
Erwin, Elmer
Fair, Donald Robert
Faith, Orvine
Farmer, Mrs. Jeannie M.
Faubian, Jack
Faulconer, G. D.
Feininger, Ralph
Fingar, Roger
Finn, Charles J.
Flax, Harry
Floyes, W. W.
Foley, John
Forkum, Bill & Lee
Fox, Ed
Francis, Stanley L. (License Plate)
Freeman, C. D.
Gallagher, D. J.
Gates, Bamma O. A.
Geer, G. R.
Glazier, James
Glisson, Johnny
Glowacky, Mrs. Mundy
Glosser, Kitty
Goodwin, L. O.
Green, Mike (Frenchy)
Griffith, Leroy C.
Grignou, Mrs. N.
Gwens, Joe
Hackett, Edw. J. & Mrs.
Hale, D. D.
Hamid, Al
Hamilton, Debbie
Hamilton, George W.
Hammond, Al
Hangsterfer, Allan
Harris, Sid & Mrs.
Hart, Fred W.
Hill, J. & E.
Hoffman, Dan J.
Holliday, Jack
Holmes, Bishop
Hopper, William
Hornfield, Bill
Hunter, Art
Hunter, Bill
Huppe, Harry
January, Los
Johnson, Harry Lee
Johnson, Willis & Mrs. M.
Jones, Avery B.
Jordan, Jess
Jorman, Alice
Joyce, Chas. R.
Juliano, Joseph & Mrs.
Kalbaugh, William & Mrs.
Kaplan, Sam
Keen, Foster
Kelley, Pete
Kelly, Bob & Goldie
Kessler, Wm. F.
Kirkman, Marlan & Eddie

- Theodore, Mack
Tison, H. E.
Todd, Keith W.
Travis, Jimmy
Tuck, Matt
Tucker, Louie B.
Tyski, Walter
Valintia, Ray
Ventouras, Mrs. Niki
Vroman, Alice (Val City Shows)
Valentine, Gem
Walden, Richard
Walker, Bob
Walker, R. L.
Wallace, Paul G.
Ward, D. M. & Mary
Warren, Beth
Watson, Margaret

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, James W.
Allen, H. S.
Allison, Tex J.
Annin, Jimmy
Bailey, William J.
Barnett, Chester (Bobo)
Bartholc, Eugene A.
Bellville, Mrs. Arnela
Bennett, Wm. L.
Boatwright, B. E.
Boudreau, Peter
Brown, H. E.
Calofan, Carl A.
Camp, Mrs. Bonnie Lee
Casey, Clifford L.
Channey, Mrs. Lon
Coutu, Maurice
Cox, Francis X.
Curt, H. E.
Curry, Frank
Cutsinger, Mr. & Mrs. Curly
Daubenspeck, R.
Del Marr, Lisa
Diamond P Bar G
Dillinger, Rodeo
Earnhardt, Jimmy & Grace
Ellis, Lois
Eisey, Walter Lee
Fester, Charles G.
Finley, Evelyn
Gallagher, John J. & Smart, W.
Gant, James Lee
Gaughn, Harry
Gomez, Larry
Gray, C. H.
Gustine, C. Perry
Hall, Edward L.
Hall, Lewis J.
Harris, Sid
Hayden, Francis
Heath, Ralph B.
Hoyt, Clyde
Johnson, Mr. & Mrs. Jimmie
Jones, David P.
Jones, Phillip L.
Kelly, Mr. & Mrs. Eddie H.
Kennedy, Charles B.
Kibbey, Mr. & Mrs. Jess D.
Kisor, Arthur Guy
Knight, G.
Lantz, John

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

- Anthony, Milo
Borden, Sam
Bruce, Julian W.
Butts, Robert
Cabrin Amusement Center
Carr, Lawrence
Carson, Sunset
Garguilo, Annelo
Jaxon, Jay
Lane, Gerald
Lepa Amusements
Maughan, Robert I.

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

- Ackerl, Franz
Carson, Sunset
Christen, J. H.
Big D Amusements
Chiquita & Johnson
Clifton, C. B.
Cox, William
DeWald, Freeda
Dine Amusements
Derenou, Gary
Elkins, Eddie
Feinberg, Harry
Herrick, C. F.

Langdon, S. D., Sets Weekend '60 Dates

LANGDON, S. D.—The Cavalier County Fair in 1960 will for the first time desert early or mid-week dates and will operate Thursday thru Saturday, Dick Forkner, secretary, announced. Dates for next year are July 7-9.

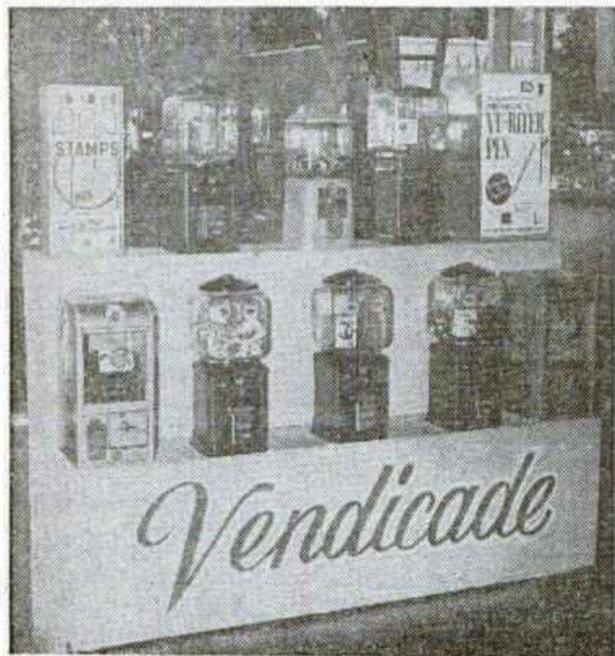
GIVE TO DAMON RUNYON CANCER FUND

Hershey, Ray
Larke, E. G.
Le Pa Amusements
Marcum, Marie
Moore, Herb
Nelson, Beatrice
Nickerson, Pauline
Novelty Exposition
Payson, Walter
Pinto, Jimmy
Silver, Ronnie
Weydi's Rides
Whittemour, Hary
Wilcox, Larry

BULK VENDING

SEPTEMBER 28, 1959 Communications to 188 W. Randolph St., Chicago 1, Ill.

St. Louis Operators Use Modern Design for Bulk Vending Stands



CHANGING STYLES IN BULK VENDER STANDS: Left is the original hardwood Vendicade designed by Irwin Katz and Elliot Levy. At the right is the new wrought-iron stand which has met with so much success.

ST. LOUIS—A continuing program of equipment-betterment, which includes the complete re-designing of existing facilities, constant upgrading of machine appearance, and better merchandising methods has been under way for the past two years at SP Distributing Company, here.

Partners Irwin Katz and Elliot Levy are a pair of young executives who long ago recognized a common

problem—that of stubborn resistance of some locations to the appearance and impression which bulk venders sometimes presents. These are the so called prestige locations where the location owner does not even contemplate breaking up his decor, over-all building interior design, etc., with prosaic vending machines and stands.

These are not necessarily luxurious hotels or cocktail lounges, but even bright modern new supermarkets, which are putting plenty of emphasis on the sort of decor which will please their customers in a highly competitive age.

That's the reason Levy and Katz have completely revamped their Vendicades already pictured in the pages of Billboard several months ago. The original Vendicade resembled a short flight of steps, anywhere from four to six feet wide, constructed of hardwood, and providing a convenient stock for mounting from four to 10 vending machines, on the two levels.

Big and eye-catching, the Vendicades were finished in fleck paint, an extremely durable material much more proof against damage than standard enamel. Across the lower front of each unit, below the first row of vending machines, the name Vendicade was painted in bright red script.

Even tho these were a marked improvement in bulk vending equipment, as it had been hoped, the wooden bases have demonstrated certain drawbacks, according to Katz. One of them, of course, was that thru constant handling, jars and shocks from the heavily loaded shopping carts, spillage, etc., the ordinary wooden Vendicade could lose much of its appearance in the space of a single year. Once the wood becomes damaged, splitting and cracking, paint gone at the corners, etc., the Vendicade immediately becomes something less of an eye-appealing asset for the store.

In Operation

Consequently, partners Katz and Levy have set out on an ambitious program to capture even the most reluctant potential spot, with the new form of Vendicade. Constructed of graceful wrought iron legs and two levels of hardwood shelves as shown, these units are already in operation in several new Kroger Supermarkets in the St. Louis area.

This chain of stores is among the most attractive ever built in the Midwest, and uses considerable blond hardwood in its paneling, fixtures and enclosures. By using the same hardwoods for the shelving in the new, smaller Vendicade, (Continued on page 70)

Thank You Cards Pay Off for Katz and Levy, St. Louis Ops

ST. LOUIS—Making it a routine policy to send a "thank you" card to every location owner after each example of co-operation is an unusual bit of public relations which pays constant dividends for SP Distributing Company.

Young partners Irwin Katz and Elliot Levy, both veteran bulk operators, feel that the location owner has too much opportunity to forget about the vending route operator where long spaces of time go by between personal conversations.

Where a machine is serviced at wide intervals and frequently when the location owner is out of his store, tavern, etc., all of the personality involved in dealing with the operator is likely to vanish.

Not so with SP Distributing Company. The reason is a simple thank you card, signed by whichever partner is concerned with the route, which is mailed after a new location arrangement is worked

out, after the machine is serviced and payment sent to the location owner, following a service call which originated when the location owner called in.

In almost any instance in which the location owner has taken the time and effort to better the bulk vending operation in general, the thank you card is always the result. Short, terse, the card expresses thanks for the recipient's interest, promises equally good cooperation in the future, and in this way makes sure that the location owner thinks of the vending operator by name whenever he looks at the bulk vender in his building.

A friendly, personal relation such as this is a worth-while hedge against losing the location to a Johnny-come-lately competition, and certainly makes any location owner regard the bulk vender as something more than an inanimate piece of glass and metal!

Bulk Operators To Attend NAMA Show in Chicago

CHICAGO—Bulk vending operators thruout the nation are expected to attend the annual convention of the National Automatic Merchandising Association, to be held October 31 thru November 3 at the Navy Pier and the Conrad Hilton Hotel here.

Among the sessions scheduled for the meet are a cost accounting panel, a study of sanitation problems, supervision and motivation of routemen, shop maintenance and repair, and a cigarette operator's workshop.

The keynote address will be given by Senator E. M. Dirksen of Illinois. The exhibits will be at the Navy Pier, with the workshop sessions at the Hilton.

2 Indicted by Federal Jury

ST. LOUIS—Donald, J. Garrison, Clayton, Mo., and Clovis N. Ooley, Fort Lauderdale, Fla., former officials of a razor blade vending machine firm, have been named in a 35-count Federal Grand Jury indictment for an alleged \$1,000,000 fraud involving the use of the mails. Both men had previously been convicted of mail fraud four months ago.

The indictment, returned here last week, charges the defendants with fraud thru the sale of vending machines. Both men had been fined \$5,000 each and sentenced to three years in a federal penitentiary for their previous conviction. They are free on \$5,000 bail, pending an appeal.

BUCK\$ BUCK\$ BUCK\$

They Roll In With **BABY BABS**

Coin Operated Kiddie Ride

\$65 to \$100
per week

MAKE BABY BABS YOUR SECOND BUSINESS



TUSCO MFG. CO. 2177 Ventura Blvd., Thousand Oaks, Calif.
Phone: HUDSON 5-2212

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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2700 W. Lake St. Chicago 12, Ill.
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We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies: 1 Hersheys, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

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PENNY-NICKEL ATLAS MASTER VENDOR

9 1/2 lb. Globe Black Lid
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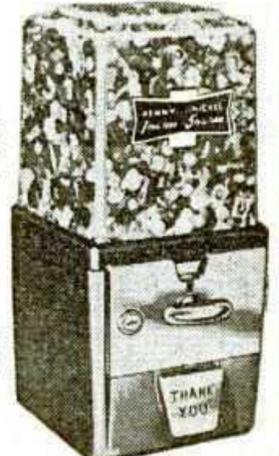
The ball gum and charm vendor with the proved penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means a 30% increase in sales because of nickel play.

CHARMS—Send \$1.00 for complete samples. Over 100 new items.

SURE-LOCK, the perfect capsule, Patent No. 2762411. Outstanding Items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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Candy, Gum & Nuts
Beverages
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814



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TOPPER
DELUXE
HALF-CABINET
STYLE**

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

\$15.50 Ea.

Minimum Packing: 4 to the Case. All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of
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Pistachio Nuts, Jumbo Queen, Red	\$.71
Pistachio Nuts, Jumbo, Queen, White	.66
Pistachio Nuts, Large, Tulip	.68
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.42
Peanuts, Jumbo	.32
Spanish Nuts	.57
Mixed Nuts	.30
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 450 ct.	.40
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blø Gum, 60 ct.	\$.30
Malt-ette, 100 ct., per 100	.32
Rain-Blø Ball Gum, 140 ct., 175 ct., 210 ct.	.30
Rain-Blø Ball Gum, 100 ct.	.32

200 lb. minimum, prepaid on all Rain-Blø Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes assorted.
Complete line of Parts, Supplies, Stands,
Globes, Brackets, Charms. Everything
for the operator.
1/3 Deposit, Balance C.O.D.

**IMMEDIATE DELIVERY
on the NEW**

**Northwestern
GOLDEN 59**



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with
-1c, 5c, 10c
or 25c
Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN
SALES AND SERVICE CO.**
MOE MANDELL

446 W. 36th St., New York 18, N.Y.
LOngacre 4-6467

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

FTC Orders Cig Mfrs. Stop 'Favors'

WASHINGTON—Four of the nation's largest cigarette manufacturers agreed last week (25) to a Federal Trade Commission order forbidding them to pay discriminatory promotional allowances to favored customers, both retailers and vending machine operators. Companies are Philip Morris, Inc., New York City; the American Tobacco Company, New York; R. J. Reynolds Tobacco, Winston-Salem, N. C., and Brown & Williamson Tobacco Corporation, Louisville, Ky. Commission based its decision on orders agreed to by the companies and FTC's bureau of litigation. The four manufacturers were charged in FTC complaints with paying allowances to some customers who are retailers and vending machine operators, but not to other customers who are "competitors of these favored customers."

FTC alleged that all four companies base their allowances on individual negotiations, resulting in "proportionally unequal, different and arbitrary terms." Philip Morris and American Tobacco, according to FTC, require some customers to comply with certain terms to receive allowances while others must meet less burdensome terms or none at all. R. J. Reynolds and Brown & Williamson allegedly of-

fer allowances conditioned upon the use of advertising displays which can be used only by a restricted number of customers. Such arrangements, FTC charged, violate the section of the Clayton Act which requires that promotional allowances, if given, must be made available to all competing customers on proportionally equal terms.

Agreements, FTC said, are for settlement purposes only and do not constitute admissions by the cigarette makers that they have violated the law.

FTC last week also ordered Liggett & Myers Tobacco Company, New York City, to stop discriminating among its customers—including vending machine operators—in paying promotional allowances.

FTC ruled that Liggett & Myers has violated Sec. 2(D) of the Robinson-Patman Amendment to the Clayton Act, which forbids payment of allowances to any customer unless they are made available on proportionally equal terms to all other competing customers. Among the violations cited by the commission was the paying of money to vending operators for putting L&M's cigarettes in machines and "for other services," without making such payments available on any terms to competing over-the-counter retail customers.

Commissioner William C. Kern dissented in part from the order, principal disagreement between the majority and Commissioner Kern was the majority's feeling that the evidence fails to establish that the company violated Sec. 2(D) by making promotional payments to vending operators and not to wholesalers.

In their appeal, FTC trial attorneys argued that the two categories are competing in distribution of the cigarettes within the law's meaning because both seek the various sales outlets. Counsel contended that whenever an over-the-counter retailer decides to use vending machines, the former wholesale supplier loses him as a customer.

That argument was denied by the FTC majority on the grounds that vending machine operators and wholesalers sell to different classes of customers and thus perform different distributional functions. The majority opinion, written by Commissioner Edward Tait, states that they do not believe Liggett & Myers violated the law by making promotional allowances available to vending machine operators and not to wholesalers.

Dissenter Kern said such an opinion "blinks at the facts of record, misinterprets the section of the

act in question, and seriously weakens the effectiveness of the act in a very critical and important area."

According to Commissioner Kern, "when a vending machine operator places a vending machine in a retail store, that store discontinues selling cigarettes over the counter. Thus the wholesaler who formerly supplied it loses the business. The facts are quite clear on this. The record is replete with instances of wholesalers losing retail accounts because vending machines have been installed. To me, a situation where vending machine operators destroy over-the-counter selling with the result that the business is lost to the wholesaler constitutes not only competition but competition of a singularly vigorous nature."

**Britain Plans
Vending Show**

LONDON — Great Britain's Second International Automatic Vending Exhibition and Convention will be held February 15 thru 18, 1960, in the New Hall of the Royal Horticultural Society, Westminster.

An American spokesman, to be named at a later date, will discuss operating problems. Information about exhibits may be obtained by writing Contemporary Exhibitions Limited, 40 Gerrard St. W. 1, London.

St. Louis Ops

Continued from page 69

combined with wrought iron legs, SP Distributing Company has been able to land some of the most desirable stops in the area.

Other Vendicades under study have incorporated graceful New Orleans type iron work at either end, built around similar blond oak shelving, variations on neo-modern design expensively put together from the products of wrought iron specialty manufacturers, and hardware from a local shop.

While this upgrading program is still in its relative infancy, the strides accomplished have been impressive. Not only has SP Distributing Company been able to land as locations major supermarkets which attract many thousands of shopping mothers with children every day, but there is every reason to expect that the new Vendicades, in each case engineered to fit the site in which they will be used, will permit SP Distributing Company to snare locations which were never possible before.

**CIGARETTE AND
CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

EASTERN ELECTRIC CIGARETTE, 10-Column, all coin, 25c & 30c	\$75.00
NATIONAL 9-M CIGARETTE, 25c & 30c	85.00
8-COLUMN CRUSADER, 25c & 30c	57.50
8-COLUMN PRESIDENT, 25c & 30c	50.00
8-COLUMN DIPLOMAT, 25c & 30c	65.00
CONVERSIONS, (30c to 35c)	7.50
8-COLUMN STONERS, (pre-war & post-war)	
6-COLUMN STONERS, (pre-war & post-war)	

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL
VENDING SERVICE CO.**
46 Fulton St., Brooklyn 1, N. Y.
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**Great Time Saver
COIN
WEIGHING
SCALE**

1c or 1c & 5c
Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case.

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors. Write for Prices.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
715 Lincoln Place, Brooklyn 76, N. Y.
PResident 3-3988

Tobacco Production

Production of all types of tobacco is estimated by Agriculture Department at 1,858 million pounds, 7 per cent above last year, but 11 per cent below the 1948-'57 average.

Standard of quality
the world over ...

LEAF



**BALL
GUM**

Contact your distributor
for immediate shipment.

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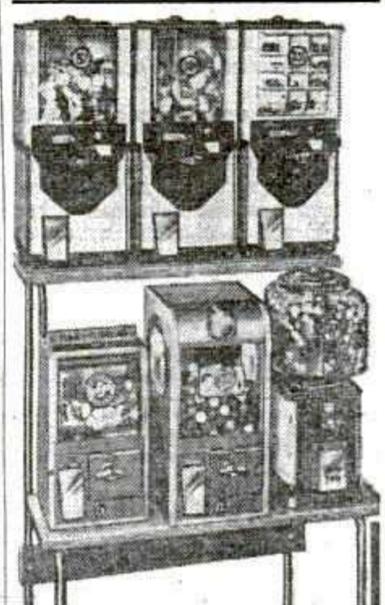
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INTERCHANGEABLE
MERCHANDISE
UNIT



Northwestern
GOLDEN
'59

... Easy to Service
... Easy to Clean
... Time Saving
... More Profit
Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

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Sextette

A terrific money-maker in those
Supers and Chain stores.
The New Modern Key to Successful
Bulk Vending.

IMMEDIATE DELIVERY!
THE 4-UNIT
BI-LEVEL STAND

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CHIPMUNKS
OFFICIAL
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RAGTIME COWBOY JOE

1000 to 4000	\$18.00 M
5000 & up	15.00 M

at your distributor or ...
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INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

**MULTIPLE VENDING
Means
LARGER PROFITS**

With
Northwestern

**GOLDEN 59
And HI-LO MULTIPLE STANDS**



HI-LO 4
HI-LO 6
HI-LO 8

Just try this money-making combination
on your route and see for yourself.

Wire, Write or Phone
THE NORTHWESTERN CORPORATION
2994 Armstrong St., Morris, Ill.

GO WESTERN!
Be in line with TV and Movies! Popular with all kids.

NEW SIX SHOOTER
(will not jam)
Plastic (assorted colors)\$2.75 per M
Silver (oxidized plated) 5.00 per M

BADGES
SHERIFF, MARSHAL, RANGER
Vacuum Plated\$8.25 per M

COINS
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PLAYING CARDS
Clipped Strips\$ 5.50 per M
Complete Deck Taped 12.50 per M

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PRICE co. inc.

VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.95 each

\$13.25 each 100 or more

Available for 1c and 5c peanuts and bulk candies.

COMPLETE STOCKS OF ALL VICTOR VENDORS
TIME PAYMENT AVAILABLE

Write **BERNARD K. BITTERMAN** for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.
PROMPT SHIPMENT.

Bernard K. Bitterman
4711 East 27th St., Kansas City 27, Mo.

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
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4541 W. Lake St. Chicago 24, Ill.
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Cable Address: WATLINGITE, Chicago

Coinmen You Know

Richmond, Va.

The first annual convention of the Music Operators of Virginia (MOV) was rated a whopping success. Held at Richmond this year, the 1960 meet is slated for Roanoke. Booths were displayed by Roanoke Vending Exchange (AMI), General Music Sales, Inc. (Rock-Ola), Musical Sales Company (Seeburg), Double-U-Sales Corporation (United), O'Connor Distributors, Inc. (Wurlitzer), Wico Corporation, Pat's One-Stop, and Allen Distributing Company.

Serving on committees were: J. D. Chandler, Robert H. Minor, John H. Cameron, Mickey Curry, George Rollo, Mrs. Harry Lubman, Mrs. Jack Bess, Mrs. Bernard Inge, Mrs. H. L. Donovan, Mrs. Robert H. Minor, Mrs. V. E. Martin, Mrs. K. A. O'Connor, Mrs. John H. Cameron, Walter Harvey, M. F. Frye, G. M. Haney, M. L. Holland, K. A. O'Connor, A. S. Nicholson, H. L. Donovan, Bernard Inge, Harry Fake.

Other guests, speakers and moderators included Msgr. Anthony Korkamaz, pastor of St. Anthony's Catholic Church; Hon. A. Scott Anderson, mayor of Richmond; Wilbur Walker, administrative assistant to the governor of Virginia; Nicholas Allen, Music Operators of America attorney; John W. Boyle, executive vice-president of Mountain Trust Bank, Roanoke; A. D. Palmer, sales promotional manager for Wurlitzer; Hon. W. Hobart Booth, member of the West Virginia Legislature; James Hutzler, MOA director; Sam Weisman, Double-U-Sales Corporation; Art Daddis, Automatic Music, Inc.; Chester Cooper, O'Connor's Distributors, Inc.; Ernest Bentley, and Pat Beville, Miss MOV.

Entertainment was provided by Ricky Holland, Juanita Kirby, Nat Ray, Phillips and Evelyn, Marguerite Widdop, George Winston, Rock-A-Teens, and others, under the emcee-ship of Jimmie Evans. John Cameron directed the entertainment.

Detroit

By HAL REVES

Bernard Jacoby, a newcomer to the coin machine field, who was formerly in the furniture business, has bought the General Automat Company in suburban Highland Park. William I. Starkstein, who founded the company, has retired from business. The company, which formerly operated the Snack-O-Mat Automatic Cafeteria in the David Stott Building, has expanded from nut, food, and beverage machines into full line vending, specializing in industrial plants, gas stations, and similar locations. Jacoby is very optimistic about prospects for business in this field.

Raymond T. Trudeau, executive secretary of the Merchandise Vendors Association of Michigan, who makes his headquarters in Inkster, was a caller at the Detroit office of The Billboard.

Christopher Christ, who operates the K & C Vending Machines, has sold his cigarette route and gone entirely into a new field—juke box operation. He likes the new field, finding it is less work, but notes that the investment is very great in relation to present income. Christ's young son, Michael, is recovering from pneumonia after a series of operations, while his wife recently presented him with a new daughter, Linda. He is planning expansion of his route a little later, after a breathing spell for these family expenses.

Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association, headed

MANNY RAKE SAYS:

"IF YOU ARE A RACK OPERATOR there is no nicer looking job than 4 or more GOLDEN '59s on the rack. The display is appealing and the operation trouble free."

Complete line of machines and equipment always in stock.

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609A Spring Garden Street - Philadelphia 23, Penna.
Phone: WALnut 5-2676

WE HAVE **oak's "PREMIERE"**

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.

WE HAVE **oak's "TRADING POST"**

STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas
Mission 4-4281

Available as a PENNY-NICKEL MACHINE

for a meeting at Mackinac Island, immediately following the September DSA meeting, marking the reactivation for the fall program of the association.

Victor Names

NEW YORK — Northwestern Sales & Service Company here, headed by Moe Mandell, has been appointed a district distributor for the Victor Vending Corporation. The new appointment is one in a series being made around the country by Victor.

BALL O' FIRE RINGS



1 Gold and Silver Settings. Like flames of liquid colors afire, captured in crystal. So very different and beautiful.

5,000 and up \$12.50 per 1,000
1,000 to 4,000 \$15.00 per 1,000

OUR NO. 1 BEST SELLER

SAMUEL EPPY & COMPANY INC.
91-15 144th Place Jamaica 35, N. Y.

WE HAVE **oak's 25c CAPSULE VENDOR**

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Atlanta 7, Georgia
DRake 7-4300

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WE HAVE **oak's "400"**

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Available as a PENNY-NICKEL MACHINE

WE HAVE **oak's "GOLD MINE"**

IMPRONTO VENDING MACHINE CORP.
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Baltimore 2, Maryland
PLaza 2-5010

oak's LI'L LEAGUER
a sure hit!

The bases are loaded with profits for the smart operators who install Oak's LI'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND: **ACORN**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

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Los Angeles, California

east and midwest factory sales
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oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of September 21)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, GENCO, GOTTLIB, SHUFFLE GAMES, ACE BOWLER, ARCADE EQUIPMENT, and various machine models with their High, Low, and Mean Avg. prices.

Stiff Competition Stalls Fight for Fair Commissions

By KEN KNAUF

CHICAGO—Operators are still stumbling over a block that should have been side-stepped long ago—the status quo of commission rates paid locations.

It is a paradox that commission rates are still stranded at the old traditional 50-50 split level, despite ever-rising operating costs.

Operators have strong arguments to throw at location owners in bidding for a better share of coin box receipts. The arguments are stronger today than ever before:

1. Stereo juke box installations, requiring higher investment cost, more careful installation and servicing, and providing better musical reproduction.
2. Higher costs of amusement games, vending units and new juke boxes in general.
3. Rising costs of running a route.

Potent as these arguments seem on paper, they tend to fade in practice. The operator who insists on a better commission arrangement—say a 60-40 cut in his favor

—is apt to find himself losing the location to another operator who will be satisfied with the old 50-50 split.

This situation is brought on by

the fact that competition for locations in most areas is stiffer than at any other time. In some cases it is too stiff for the smaller operators to compete with.

It is often only the operator who can cut costs to the bone and at the same time keep up a highly efficient servicing system who can remain in competition.

But there are exceptions to the 50-50 commission, and in these exceptions lies the hope of all operators for the future.

While the 50-50 split is universal, there are trends in some areas for established operators to move toward a 60-40 split and for wider use of front-money or guarantee arrangements. The going is slow and tough, but it is being done.

A survey of operations in five different areas of the country by The Billboard last week indicates that at least some operators are making headway in the battle for better commissions. (See separate reports, this section.) There is a definite trend apparent in the Twin
(Continued on page 81)



VIRGINIA MUSIC MEN meet at Richmond for the first annual convention of the Music Operators of Virginia. Taking part in music-vending forum above are, seated left to right, Walter Harvey, Arthur Daddis, Chester Cooper, Jim Hutzler, Stanley Lesnick, George Haney; standing left to right, Harry (Hap) Nevins, Al Loudon, Mrs. Harvey, Mrs. Loudon, and Pat Beville, Miss MOV.

SADDER, BUT WISER

Memphis Operator Feels Location Loans Should Be Amply Secured

By ELTON WHISENHUNT

MEMPHIS—The case of a location owner who left town suddenly last week, leaving several creditors holding the bag, brought to light the need for game operators to make only secured loans to help location owners continue operating.

The location owner had opened up Kwick Steak House in downtown Memphis several months ago. Jack Embry, of Central Music Company, put in a pinball game.

The game got good play, was popular with businessmen at lunch and during coffee breaks, and grossed about \$50 weekly.

The location owner approached Embry for a loan recently to pay two months' past due utility bills

and the current month, a total of \$500.

Embry made the loan with the agreement that the loan would be paid back with the location owner's 50 per cent of the collection per week, or \$25 per week. At this rate the loan would have been paid off in 20 weeks, less than five months.

It seemed a good risk to Embry, the cafe seemed to be doing good business and the man appeared to be honest. But for a number of weeks the location owner talked Embry into waiting on collecting his weekly loan payment from the machine's income.

Agreed to Wait

Embry, out of the goodness of his heart and to help the man get over pressing debts in starting a restaurant business, agreed to wait.

Then last week the blow fell. The man got into his Cadillac and left town. Embry's loss is \$500.

He said he had made other such loans in the past, most of which were repaid. A few were not, ending up in much the same way as this one. It has taught him the lesson now, he says, that he should make only secured loans in the future.

Something of Value

This means having the location owner sign a note and a chattel mortgage putting up some property, such as his car, fixtures or something of value equal to the loan, in the event he does not repay it.

Then the operator has legal grounds on which to proceed to collect what is rightfully his.

(Continued on page 78)

N. Y. DISTRIB'RS LAUNCH FUND-RAISING PLAN FOR PR

NEW YORK—A body of New York coin machine distributors have agreed to contribute an immediate \$200 gift each to the war chest of the public relations committee of the New York State Coin Machine Association. The distributors also gave the green light to a plan which involves operator participation to build on a continuing basis for the use of the committee in its various projects.

Under the novel plan, which becomes effective January 1, 1960, operators will pay \$1 extra for every piece of equipment they buy. This will be matched by an equal donation from the distributor of \$1. The resulting \$2 will be turned over to the public relations committee. It is believed that this plan can result in a substantial sum before the end of the year. The plan was originally conceived by Sandy Moore, local Wurlitzer distributor, and had been advanced by Moore at an earlier meeting of the public relations committee.

Decision to go ahead with the plan was made at a meeting here Wednesday (16). The latter get-together was sparked by Al (Senator) Bodkin, local operator who is chairman of the committee. Present were Sandy Moore, Bodkin, Al Simon and Meyer Parkoff. Irv Holzman and Barney Sugarman, tho not present, gave their okay in advance to the plan. It's understood that Henry Korppel has also indorsed the idea. As a result of the initial gifts of \$200 each, the committee treasury is now \$800 richer than it was a week ago.

Wurlitzer Names C. B. Ross as Midwestern Service Engineer

CHICAGO—Clarence B. Ross has been appointed factory field service engineer for the Midwest by the Wurlitzer Company, J. F. Hrdlicka, Wurlitzer service manager, announced last week. He will call on operators in Michigan, Ohio, Illinois, Indiana, Kentucky, Minnesota and Wisconsin from his Milwaukee headquarters.

Ross replaces Reid Whipple, who held the post for seven years. Whipple moves to the Wurlitzer factory in North Tonawanda, N. Y., where he will assist in technical writing and preparation of service manuals as well as in other detailed work concerning the administrative end of the phonographic service department.

A service veteran of the juke box field, Ross is a graduate in electronics of the Coyne Electrical Radio, TV and Sound School in Chicago as well as the British UHF



Clarence B. Ross

in London. He also owns and operates his own amateur short-wave radio station.

Service Expert

Ross' most recent positions were as a service expert with the Seranni Amusement Company, Eau Claire, Wis., and G&W Vendors Sales & Service, South Milwaukee.

During World War II Ross was a member of the Army Air Corps and was trained in mechanical and electrical repair, including sound.

Semi-Autonomy for NYSCMA PR Group; to Court Solons

By REN GREVATT

ALBANY, N. Y. — A decision to make the public relations committee of the New York State Coin Machine Association a semi-autonomous body, which would elect its own officers and have full charge of its own disbursements, while operating under the bylaws of the Association, and an exhortation by various members to constantly court State senators and assemblymen in order to favorably affect legislation bearing on the coin industry, highlighted the Association's third annual meeting here, Thursday (24). The meeting was held in the Crystal Room of the Hotel DeWitt Clinton and was attended by two dozen operators and officials of other State coin organizations.

Opening the meeting, Mrs. Amelia McCarthy, treasurer, noted in an informal report, that the bank balance currently stood at \$339.61 and that current membership numbered about 100. In a point introduced to Mrs. McCarthy, on the matter of advertising support in annual publications of other operator groups in the State, it was decided that henceforth, the NYSCMA would lend such support to groups at least 50 per cent of whose members were also

members of the State body. Beyond this, whether or not to place the ads would be left to the discretion of the Board.

COIN GROUP TO INTERVIEW PR FIRMS OCT. 15

CHICAGO—About a half dozen public relations firms will make their presentation before executive committee members of the Information Council of the Coin-Operated Equipment Industry, October 15, at the Bull-Fight Room of the Hotel Sherman here, Lou Casola, president of the group announced. Herb Jones, vice-president of the Bally Manufacturing Company, will set up the interviews. The coin machine industry group plans to hire a PR council to represent all facets of the trade. Primary purpose of the action is to show to the American public that the coin machine industry provides low-cost entertainment to the millions, and that men engaged in the industry are decent and hard-working citizens.

Al (Senator) Bodkin then outlined the current status of activities of the public relations committee which has had a series of meetings in New York City. Bodkin deplored the lack of favorable publicity over the years, despite the NYSCMA's support of Catholic and United Jewish Appeal charities. He compared the current state of the juke industry to that of the baseball world at the time of the notorious Black Sox scandal of 1919. "At that time, baseball found a man to clean up the mess in Judge Kenesaw M. Landis," said Bodkin, "and we look to the time when perhaps our industry too will enjoy the services of such a man."

Bodkin told of discussions which have gone on with various public relations specialists, including one Maxwell Rabb, with a view to getting an organized program started. He suggested that the committee might also concern itself with legislative matters.

Meyer Parkoff, of Atlantic New York, then outlined his thoughts on the permanent composition of the committee, noting that it should include representatives of all leading factory distributors in the area, the presidents of all the various State associations and two or three top operators. Parkoff also

(Continued on page 80)

Italy Relaxes on Pin Regulations

NAPLES, Italy—The first signs of relaxation of the regulations against pinball machines is that they are being allowed in private clubs where they were originally banned.

Among those who have profited from this is the Cheese Club, an off-the-reservation U. S. Navy Club for Chief Petty Officers.

Other Italian clubs have also been allowed to continue to use the five-ball machines.

Report on Commissions: A Survey of Seven Markets

Minneapolis Reports Trend to 60-40 Commission

By DON LYONS

The standard 50-50 operator-location split of receipts from juke boxes and games seems to be most predominant among those operators who have upped their coin denomination from 5 to 10 cents, altho some of these operators as well as those who have not made an increase have gone to 60-40. That is, 60 per cent of receipts goes to the operator and 40 per cent to the location.

The trend definitely is toward the 60-40 split, distributors here say. Front money also has started in the industry, and there also are some guarantees in favor of the operators, especially in the juke box field. The latter trends, as previously mentioned, are most apparent in the phonograph field, but there are many instances where they enter in a new location for the operator and also in some so-called marginal locations.

Stereo has not been a major factor in getting operators a better share of the split. However, the increasingly

higher cost of new games has forced operators to seek a better split and they have had to explain to the locations why they have to get more money.

Front money is not a big feature in this area, but distributors say it is developing. This method probably does not occur in over 3 per cent of the locations in the Twin Cities. As mentioned before, the trend is toward an increase in commissions from 50-50 to 60-40 except in the case of a few old "die-hard" location owners who resist the raise. Increased costs of equipment basically have brought on the demand for front money, guarantees and other deals, but increased costs of operation also have been a major factor.

Occasionally, the operator does make a loan to the location or co-sign a note, but this seems to be declining now in this area. As for payment of the license fees, generally the payment is made on a 50-50 basis by the operator and the location. The money usually is taken out of the cash box. Competition for locations is not a

major problem in the Twin Cities, operators say. The majority of operators respect each other and don't try to get locations away from other operators.

There are some (but few) written contracts; this is done usually when the operator co-signs a note or loans money to the location. There also are some rental deals, but usually between the distributor and the operator. That is, the operator tells the location he wants the amount of the rental the distributor is charging him for the equipment. Then the operator and the location split the balance of the receipts on a percentage basis. There are very few operators here that service equipment other than their own.

As for splits, generally the splits are made at the location. Cigarette and vending machine locations (in contrast to games and juke boxes) are paid by check. The split on the phonograph and amusement games are figured the same—60-40 or 50-50 as the case may be. Cigarette machines are figured separately.

Philly Ops Get Front Money on Music; Games 50-50

By GEORGE METZGER

One thing is for sure about the commission practices on juke and game routes in this area—almost every operator works the same way.

Everyone contacted agreed that the standard 50-50 split prevails on game routes while front money plus a percentage of what's left over is the rule on music stops.

"If you have a \$5 guarantee plus a 50-50 deal on what's left over," explained Bill Witsen, assistant secretary of the Scott Cross Company, "and there is \$15 in a machine, you will take out \$10. If there is only \$5, you get it all."

All agreed that just what ratio is worked out for the split and how much front money is asked, depends on the type of location you are dealing with.

As for the straight 50-50 split on game routes, it seems like it will remain that way. "There is no trend to a higher cut for the operator in sight," said Joe Ash, head man at the Active Amusement Machine Company.

"You have to get front money on the juke boxes or

you wouldn't be able to make a living on them," is the way Jack Palmer, of the International Amusement Company, put it. "It is necessary for the operator to have some kind of agreement with every location owner," he went on. Palmer also maintains that if you put junk equipment into a stop, you are not going to make out very well. "It only stands to reason," he said, "that if you have good equipment on a location, more people will play the machine and you will make more money. Junk equipment will not pay off, so there is no sense in putting it in."

As for the actual split itself, it takes place right on the scene in front of the location owner when the operator makes his collections. "About the only thing which is paid by check is cigarette machine commissions," explained Ash.

It does not matter here if an operator has more than one machine on a single location, most of them report. The split is still made on each individual machine and not on a mass basis.

Operators do engage in making loans to the location men in these parts. "This system is prevalent in Philadelphia," Palmer said.

"Especially at this time of year," Witsen added. "The tavern owners are just buying their new liquor licenses and they are expensive. Therefore, they don't have too much money on hand. We have a lot of friends this time of year."

Witsen believes that the operators could own half of the locations for the money they have invested in them if they were "smart."

Everyone agreed that the competition among operators for a location is very keen. But they don't expect it to stay this way very much longer.

"It's a case of the bigger man surviving and the smaller operator falling by the wayside," Witsen summed it up. "It's tough, but that's the way it is. The smaller man can simply not compete in this day and age."

"But I think the competition has reached its peak," he concluded, "and will start to recede shortly as more operators drop out."

So that's the way the commission picture shapes up in Philadelphia. And it isn't likely to change.

N. Y. Operators Settle for 50-50 Commission Split

By REN GREVATT

With New York operators, who find themselves in the midst of one of the most bitterly competitive market situations in the nation, there is little evidence of any trend to a 60-40 split in favor of the operator. Most operators here are apparently content to settle for a 50-50 deal with various other devices employed in seeking that extra gravy or at least the insurance dollar factor.

Among these devices are front money, minimums and rentals. The concensus is that you never stop trying and pushing for the extra loot and that whenever a new location opens up for business, you try for at least one of these extra benefits. Then too, if you have to give up bonuses or loans, you use this factor as a wedge to get something extra, not only in terms of a contract, but in extra money as well.

Al Bodkin of Forest Hills Automatic Music, said that close to 90 per cent of his locations, including all his best ones, are currently on a 50-50 arrangement. "You do the best you can wherever you've got a unit out," said Bodkin, "but it's a hard business, and the location owners are tough. If you don't give them the kind of deal they want, they've got others on the string who will."

"At one time, we got front money from maybe 80 per cent of our locations, now it happens very seldom. In some stops I'm getting \$5 and some-

times \$10 in front. With new equipment, which of course costs you real money today, I try to get a minimum deal set up, say for \$20 or \$25 a week. Sometimes we try for a rental set-up, but altho that guarantees you an income, it has the disadvantage of putting a ceiling on your earnings. If the place really gets hot, the owner can make three times as much as the operator."

Joe Lederman, of Stratford Vending in Newark, feels that if a location is a good one, the 50-50 deal is fair enough for all concerned. "If a place is not quite so good, then we might try to push for a more favorable ratio. But if a location reaches a level where it does no better than \$10 a week, I get rid of it. That's been my practice and I've just raised this minimum 'take' to \$12.50 a week."

"Frankly, I like the minimum deal, and in the case of any new stereo units, I insist on a minimum of \$20 a week. You can't operate on less. You need at least six or eight speaker combinations and that costs money in the first place and more money to get installed properly. You have to protect yourself. We aim to get our money back on a new stereo unit in the grosses of the first 15 months."

Accepted practice for collection as outlined by Lederman and other operators queried, is for an on-the-spot count and split. On the other hand, Lederman, who has been a kingpin in the development of the Vaultmeter safety collection and auditing unit for juke boxes, says

that this all may change. "In our own case," Lederman said, "26 out of 27 location owners asked, have agreed to have the Vaultmeter installed and to accept payment in a check at the end of every month. The one dissenter told us 'I don't trust my wife or my mother. Why should I trust you and your automatic safety devices?'"

Ray Knoss, of Arrow Music, pessimistically noted that "It's a dog-eat-dog situation here. You can try hard to get a better deal. If you got them gold-plated machines it wouldn't make any difference. The trouble here is that there's no co-operation among the operators. If everybody would refuse to undercut each other, we could probably get changes—like to a better ratio of the split, or more minimums or front money. But as it is, with a lot of operators, believe it or not, still on nickel play, it's hard. It's pretty rough getting any kind of concession from an owner if he knows that if he doesn't like what you offer him, he'll get his terms from the next guy."

Gabe Forman of Sandy Moore Distributors here, said that there is no current trend to a different split of proceeds from what has become the accepted thing—the 50-50 deal. "You take other ways, rentals, minimums, front money. With new stereo locations, we always try to set up an arrangement for front money. Rentals sometimes work out fine, but with rentals, you lose control of your own boxes and when you go to collect the rental, they can tell you to come back next week."

Milwaukee Ops Getting 60-40 on New Juke Boxes

By BEN OLLMAN

The 50-50 split is the most common commission set-up in use in Milwaukee. Operators agree that the down the middle arrangement is not the most desirable method of sharing juke box and games receipts. But the competitive nature of the industry keeps commissions pegged at that level.

Only on new music equipment, both monaural and stereo, operators claim, are they able to land better deals—up to 60-40.

Local operators claim they are making increasing use of location contracts and front money deals. Here again, the practice is limited mainly to new machines.

Introduction of stereo, according to distributors

and operators, has proved effective in landing better commissions. Convincing location owners that guarantees are necessary in order to support stereo equipment in their place is a simple matter.

What about games? The 50-50 commission set-up on games appears to have become an accepted custom. Game activity is at its lowest ebb in many years, with operators buying very few new pieces of equipment.

A guarantee of \$15 per week has become standard here for spots using new music machines. On stereo units, an additional \$2.50 per speaker is usually tagged on to the agreement.

Despite the report that more and more operators are insisting on guarantees, a surprisingly large share of them

do not utilize a written contract, or agreement: they rely on a verbal agreement.

One operator who uses both written and verbal agreements claims "Even a written contract cannot always be enforced; or costs more to enforce than it is worth. What's the sense then, in writing contracts? If a location owner's word is good, it will be good if he writes it down, or just shakes your hand on it."

When asked whether receipts are divided at the location, or paid later by check, one veteran coinman said: "Send them a company check later on? Most of our stops are standing right next to us when we count out the money, waiting for their share. They need that money to pay bills."

St. Louis Locations Tough to Budge From Even Split

By JOHN HICKS

The even split of receipts from games and music machines remains the predominant method practiced by St. Louis area operators in making commission payments to locations.

Despite the higher cost of equipment and the fact there has been a general decline in revenue since bingos have been pulled out of locations, there has been no appreciable trend toward a 60-40 split in favor of operators. Some operators have occasionally tried the 60-40 split, and to a limited degree some success has been achieved.

The higher take for the operator, says Tony Koupal, of Central Distributors, is "a pioneering job that does not come overnight."

"Alvin Nissenbaum, of Wonder Novelty Company, operators of music and game machines, said the 50-50 split is the prevailing rate with a good customer. He said the company is putting out a lot of stereos, but they are going into established locations. "I would rather put a stereo in a good location than get a guarantee," he said.

Kermit Neel, partner in Vending Machines Sales, also stated there is no trend locally toward requiring guarantees. There has been some talk about front money on new boxes, but that is about all it is, he said.

The operators generally make the 50-50 split in the locations. Wonder Novelty always makes the split where the machines are, Nissenbaum said. "I prefer to check with the man," he continued.

Everything is in a package, all itemized separately, the operator said.

"We want the location owner to feel that he is a part of the operation," Nissenbaum asserted. "Then the locations can help to see that more dimes go into the machines. It is a public relations job. And besides, I just want what is mine."

Neel said the split is made when the collections are counted from music and game machines. With cigarette machines, the location is paid once a month by check, he said.

Both Neel and Koupal said business has been slow during the summer. Neel said his firm has tried to re-vamp now that in-line machines have been done away with. "What is needed in the games line is some new type of equipment which is priced right," Neel said.

Stiff Competition in Memphis Nips Ops' Share of \$\$

By ELTON WHISENHUNT

Commission rates on games and juke boxes in Memphis are a straight 50-50 generally, with no guarantees, front money or bonuses, a survey last week by The Billboard disclosed.

There are few exceptions to the rule, but they are rare. For example, Edward H. Newall, owner of Ormatt Amusement Company, recalls a few instances in which bonuses were given, but that is not the usual trend. The few cases involving bonuses to location owners would be for the operator, in a highly competitive field, to get the location, and amount would range from \$100 to \$500 depending on the location.

Allen Y. Keller, another music and game operator (Central Music Company), says occasionally an operator would give a location owner 60 and take 40, but such instances are few "and hard to prove."

But all interviewed in the survey agreed that the general rule was 50-50. And they saw no possibility of getting it up to 60-40 in favor of the operator, even tho new games cost more now and stereo phonographs cost more.

"I see no possible change in the commission basis anytime in the near future, either way," is the way Alan Dixon, general manager of S & M Sales Company, distributor, put it.

And Newell; Keller; Drew Canale, owner of Canale Amusement Company and Service Amusement Company, and Parker Henderson, general manager of Southern Amusement Company, distributors and operators, agreed.

Reason is, there is stiff competition among operators in Memphis. Location owners expect a 50-50 division—they know if they cannot get that from one operator they can from another, so all give it.

Here are other facts the survey brought out: Operators believe that in game operations, the operator should get 60-40, tho it is not being attempted. It is hard to make a profit on games here for several reasons. Players are restricted—it is against the law for anyone under 18 to play and anyone under 21 in places where beer is sold.

Too, license fees are higher on games. Total is \$55, plus 25¢ city fee and 50¢ State and 50¢ county fee. On phonographs it's \$40, with the same clerks' fees.

"We need 60-40 with the cost of equipment what it is, and with these restrictions," said Keller.

One small relief the operator has is a custom here on the federal license fee—\$10 on phonographs and \$10 on games. When it was begun in 1940, operators began the trend of getting the locations to pay half of it. That custom has continued since then.

All operators make loans to their location owners. The location owner signs a note and agrees to pay back the loan at so much per week out of his share of the collection.

There are a few rentals of phonographs and games, but not many. The operator nearly always installs them, pays the license fees (half the federal fee), services them, and divides the proceeds in the presence of the location owner or his agent.

If there are several machines at one location—for example, juke box, game and cigarette machine—the divison from each machine is made separately.

Keller, who has been in the business since 1932, recalls when the commission split was 75-25. But it increased over the years because of competition.

"Games were \$25 to \$30 then," he said, "and when they went up to \$40 to \$50 we thought they were crazy. Now some pins are \$350, \$400 and \$575. You can't make any money on games in Memphis now. I have to buy most all used equipment and a new piece only occasionally."

Dixon said most operators bought used equipment from him because of the problems of game operation in Memphis, with relatively few new pieces being sold.

(Continued on page 76)

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Continued from page 75

Detroit Stereo Rates Guarantee, But No Better Cut

By HAL REVES

Commissions are almost frozen at 50-50 here, a survey of the field indicates. This split is nearly universal on games, with 85-90 per cent of locations on 50-50, according to Frank R. Fabiano, president of Music Operators, Inc. A few operators are getting 60 per cent but "there is no trend," he added, "due to the competition of too many operators in the city"—as estimated 180 now active. This 50-50 percentage applies on both new and older equipment.

Rentals constitute an exception—estimated at 15 per cent on juke boxes, but the operators don't prefer them. "We don't encourage rentals," says Frank Alluvot of Frank's Music—it is usually a top location that wants a rental—a poor location doesn't. Of course, if a poor location wants a better machine, we suggest a rental—but rarely get it."

In games, rentals are rarely encountered, and as Maurice J. Feldman of Central Coin explains, "the location usually gets dissatisfied when the gross drops."

Stereo juke equipment has been helpful in getting a guarantee, not a better split. Front money, taken off the top before any split, is just about unknown here—the preference is for the guarantee arrangement, with the split theoretically from the first dollar, but with a definite amount going first to the operator. This is found mostly on new equipment—such as stereo—and is very similar to rental in practice, because the take rarely equals the guarantee" says Fabiano, who estimates such arrangements at under 10 per cent of the total. He estimated that a switch to dime play would increase the take above the guarantee figure, and would mean an increase to the operator of 10-15 per cent in gross.

The amount of guarantee found on stereo is running \$20 to \$25 a week, depending on the equipment installed. Here the intensity of local competition hits again. As Alluvot, a 29-year veteran, comments, "Even if you go in with stereo and a \$25 guarantee, some other operator is knocking at the door and offering \$20. . . . I think this the worst city in the union when it comes to commission. I have never seen it as bad as it is today."

Some guarantees are found in games, but "on a good location the operator doesn't worry about a guarantee," says Feldman. (Some other operators have nothing to do with games guarantees.) They range from \$7 to \$10 per week on fairly recent games, but do not seem to be given on new games, which would not be installed in the first place unless a location justified the heavier investment.

Incidentally, the increasing cost of games does not seem to affect the basic commission arrangements. Alluvot noted that the fierceness of competition soon forces any better arrangement back to 50-50. And Feldman said "The cost of a game isn't a problem if it has earning power."

A typical guarantee arises in a location that has had experience with several operators in a row, who may pull out after a week or two, because of low takes. The alert operator then asks for a guarantee arrangement in taking on such a spot, and is likely to get it.

One paradox is occasionally found here—a supposedly poor spot needs a good machine. Feldman suggests his own policy—"Before giving up a location entirely, it's worth trying out with a new machine to see if the potential has been hidden."

Special financial arrangements with juke box locations crop up frequently in the form of loans, but straight bonus deals are very rare. Most op-

erators seem to be ready to help out established locations with loans when the location business justifies it, but there is a high percentage of high risk spots today, inducing caution.

Frank Alluvot said, "You can't even stop at a new location but they want to borrow \$1,000—and they get it. So we just let the operator that has the money loan it to him, and stay out of it as much as possible." There are less loans on game spots—"The operator has smartened up to the fact it isn't a paying proposition."

License splits vary, but in both games and jukes they appear to be generally paid out of the take, so that the operator and location split it. In jukes, the location sometimes pays its set fee, and says nothing—in other cases, the operator has to take care of it.

Games have a special problem here, affecting all aspects of commission arrangements. "Our equipment has to be built specially for Detroit and becomes obsolete quicker than anywhere else," Feldman explained. "The trade-in value is low, because it is not popular anywhere else," and this factor must be absorbed in the commission somehow.

Written contracts appear to be quite rare. "Most people don't want to sign anything," Alluvot said.

Commission payments are generally made right on the spot by the collector, rather than later by check. The location owner thus gets his money faster—and appreciates it—and is able to check the count if he wishes. When there are two or several machines run by the same operator in a spot, a separate count is almost universally kept. Operators here want to know how much each unit takes in and study its relation to investment cost. The location usually gets the same breakdown on a duplicate copy of the report. Incidentally, commission is usually standard—a straight 50-50, with no special deals where multiple installations are made.

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Coinmen You Know

Memphis

By ELTON WHISENHUNT

Rosa-Ray Kahn, daughter of Jake Kahn, owner of Tri-State Amusement Company, was married last week in an elaborate ceremony at Temple Israel. The bridegroom is a Kansas City newsman. The couple will live in Kansas City. . . . Drew Canale, owner of several coin machine enterprises, is back after a pleasant vacation at Henderson, Ky. He stayed in a big hotel overlooking the Ohio River and enjoyed the rest.

George Sammons, president of Sammons-Pennington Company, toured Arkansas last week calling on music and game operators. He reports all in the business are readying their routes for big fall business. Perhaps the largest cotton crop in Arkansas history is expected this fall.

Jack Embry, partner in Central Music Company, suffered a \$500 loss recently on a loan he made to a location owner. The loan was to have been paid back from collections from the pin game, but the location owner skipped town. Jack believes he'll make only secured loans in the future. . . .

Joe Cuoghi, partner in Poplar Tunes Record Shop, one-stop, reports record buying has picked up among operators now that summer is over.

Alan Dixon, general manager of S & M Sales Company, reports good public reception and collections on a stereo juke box he has out on location which he is testing. He believes stereo will make a public hit but that it will take some time to get enough stereo records.

Bill Forsythe, Forsythe Music Company, predicts a big upswing in his music and game revenue this fall. Much of his route is at rural locations in West Tennessee, and the fall season finds most of his customers with more money to spend. . . . Bill Fitzgerald, manager of Music Sales Company for years, took a job recently with Sun Record Company. Fitzgerald will handle record distribution. Sun is owned by Sam Phillips, the man who discovered Elvis Presley.

Milwaukee

By BENN OLLMAN

An emergency appendectomy was performed on Jim Blanck, Regal Music employee. Doctors labeled it a close call for Blanck. He is recuperating at St. Lukes Hospital. Also on the sick list is veteran coinman Les Arms, Cislser Music. He spent some time recently at the Veterans' Administration Hospital in Woods, Wis., following a heart attack. He is now recuperating at home. Arms has been in the business 23 years.

Reid Whipple has been promoted to a new post in the Wurlitzer field service organization. After seven years working the territory out of the United, Inc., distributor branch here, Whipple is being transferred back to North Tonawanda, N. Y. Taking Whipple's place as service engineer here for Wurlitzer is C. B. Ross. Ross has been top mechanic for the G. & W.

Novelty Company, South Milwaukee, for many years.

Another G. & W. Novelty Company man has ankled his job. He is Charlie Stanke, also a veteran employee, who has taken a job with IBM. Mrs. Harold Rohde, wife of a Hastings Distributing Company mechanic, is working part time now for the same firm. She is helping out at the Bluemound Arcade in her spare time.

According to Harry Jacobs Jr., the United, Inc., office and warehouse is being kept open on Saturdays again. During the summer the Wurlitzer distributor maintained a five-day schedule. More warehouse, shop and office space has been added to the Milwaukee Amusement Company plant, according to Clarence Smith. Latest project tacked an additional 35 feet to the building.

Little Rock

By ELTON WHISENHUNT

Robert Kirspe, owner of Kirspe-Hollenberg Music Company, an alderman at North Little Rock, served as acting mayor for two weeks recently while the mayor was on vacation. He has a new route manager, incidentally, J. W. Singleton, formerly an operator at Marked Tree, Ark., and more recently route manager for Little Rock Amusement Company. Andrew Cassinelli, Little Rock Amusement Company, obtained Singleton's brother, Elvis Singleton, as his new route manager.

J. D. Ashley, Globe Coin Machine Company, last week opened up his second \$1,000,000 shopping center within a month. Names are The Village and Rock Creek. He owned the land, needed capital, got multi-millionaire Winthrop Rockefeller, who lives near Little Rock, to put up the money for the developments.

C. W. Holmes, owner of Western Sales Company, was seen recently picking up some in-line pin games at some locations where

the play did not justify him spending \$250 a year for the federal stamp they now require. . . . Harold Dunaway, partner in Twin City Amusement Company, has gone into the oil business. He recently brought in six wells at Stillwater, Okla., and is now drilling in Kentucky.

H. G. Yancey, Arkansas Music Company, has a new son. He says he will bring him up to be an operator. Betty Willis, daughter of J. C. Willis, partner in Ace Music Company, married a Little Rock police officer recently.



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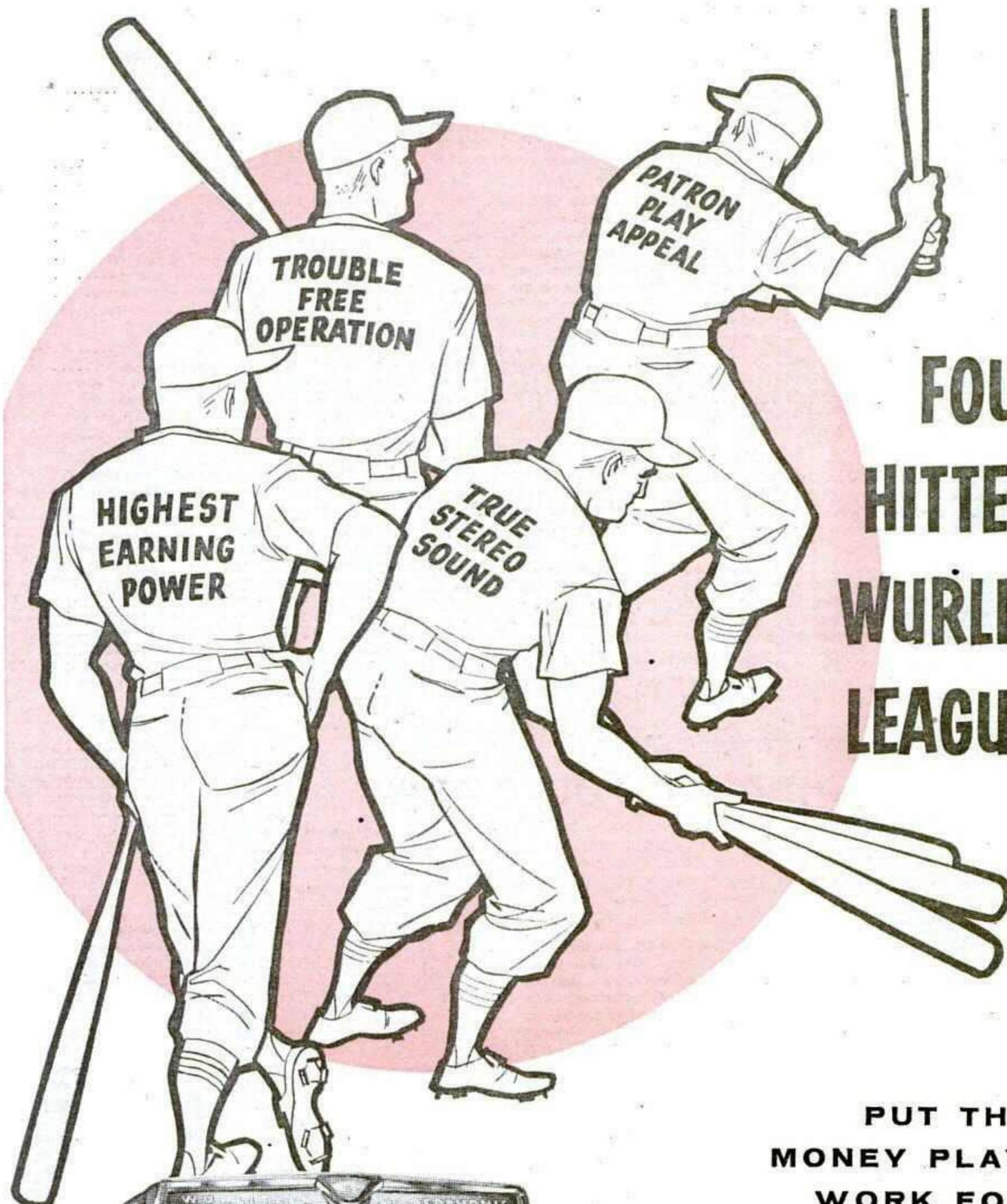
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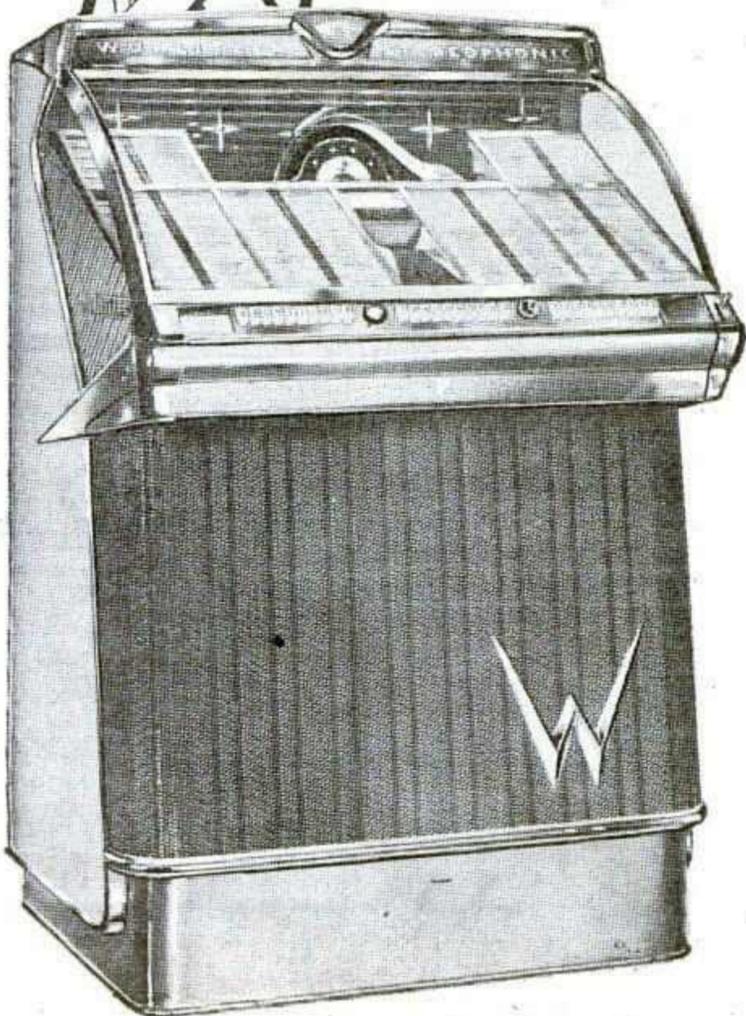
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Dothan, Ala., Operator Is Juke Box Goodwill Ambassador in Community

DOTHAN, Ala.—Far too many phonograph operators feel that "I have no time for public relations" when actually this may well be the most important single phase of their everyday operations, according to Joe Joseph, president of Dixie Amusement Company, with headquarters in Dothan.

Joseph, who has been an active operator since 1933, is president of the Alabama State Phonograph Operators' Association, and a powerful force for the betterment of the industry throughout Alabama.

Ever since setting up headquarters in Dothan, to serve an area extending out 50 miles in every direction, Joseph has been a "joiner." He is a member of the Dothan Sales Executive Club, a member of the Kiwanis, the Dothan Country Club and on the board of directors of the Retail Merchants' Association. He is also a member of the board of trustees of the Dothan Elks Lodge, and only the absolute lack of any more time has kept him out of the Toastmasters.

Brings Prestige

Joseph, the father of six children, feels that good public relations bring prestige to the business, and that it is mandatory that every operator should "mix with other businessmen" and do everything possible to acquaint them with his operations. Far too many people still associate phonograph operation with certain stigmas, he indicated, which can only be overcome by the use of direct efforts to offset it.

Along with his civic and club work, Joseph has subscribed to the two Dale Carnegie courses in public speaking and public relations, and

since then has been a frequent lecturer at club and businessmen's meetings when he tells the story of "What Makes the Music Business."

He explains the place of the juke box in the American scheme of life, traces its history and development, goes into the production and distribution of records, the tremendous strides forward in juke box design in recent years, business relations with location owners and similar points.

Another Businessman

Holding back nothing, Joseph has made it plain that "there are very few millionaire juke box operators" and gives the listener a clear appreciation of the fact that the phonograph operator is just another businessman.

Good public relations go much farther than co-operation with public affairs and lectures. There is also a within-the-industry internal program which Joseph has found pays dividends.

It isn't surprising to know that Joseph's collectors and servicemen are among the most neatly dressed, well educated and carefully trained in the Southern industry. Joseph is convinced that even tho he may have set the machine himself, it is the collector whom the location owner and his customers will see thereafter.

Customer Approach

Consequently the same sort of care and personal appearance, customer approach and over-all management is emphasized with location owners and with collectors, as with insurance salesmen, dry cleaning routemen, etc.

He circulates over his entire routes on the average of once per month, shaking hands, showing interest in the location owner's problems and frequently giving fantastic co-operation in the matter of good machine location, suggestive selling by location employees and similar points.

"It pays off in many ways," Joseph said. "I have instances in which a location owner has been offered a 60-40 commission split, brand-new machines, even stereo, to put in some new competitor's equipment. There hasn't been a single instance, however, in which I have been "jumped." My location owners appreciate the fact that we wash, clean and polish our machines at every call, and that we give them the benefit of just as much careful attention as a bar owner gives to his back bar and his own equipment."

Payment by Cash

At one time Joseph used checks to impress the public with the importance of commissions on the machines. At the end of the year a collection of canceled checks paid to a location owner was often a convincing argument toward permission to install other machines.

Now, however, with the economic situation of today what it is, the usual location owner "wants cash right now" when the cash box is taken out of the phonograph and often "has the money spent before he receives it."

Now the collector removes the money, counts it in the location owner's presence, removes the 5 per cent city and State tax, then "splits the collection right down the middle."

Programming

Even in programming there is a real opportunity for good public relations, the Alabama operator added. Programming primarily folk songs, hillbilly music and a surprising minimum number of hit tunes, Joseph uses the expert service of Collis Hilburn in selecting the music menu for each spot.

Each location owner, however, is personally queried on his own opinion of what pieces of music will do on the box before the records are changed, and even the slightest suggestion is meticulously honored.

Because there are no one-stops in Dothan, Joseph buys all of his records direct and will wire or make long-distance telephone calls in order to get the necessary disks. He has used menu riders in restaurants, in the form of mimeograph or printed slips, which permit a seated patron to scribble the selections he would like to hear on the juke box while dining, to be turned over to the waitress.

Knows Everybody

There is no doubt that much of the sensational play which Joseph's locations show traces back to the fact that "everybody knows that the phonograph belongs to Joe Joseph."

His continuous activity in all business circles means that he knows most of Dothan's population on a first-name basis, and, of course, the familiar beige-colored "Dixie Amusement Company" label on his machines always gets a smile from customers who know him.

He uses "refund money" sparingly with his location owners to shill the boxes, but stays away from careless and overly generous use of coins in this way. Joseph, incidentally, abhors painted coins, as "show money" feeling that they tend to cheapen the phonograph industry in the eyes of people who come up with the colored coins in

Hartford Coinman Foils Theft Try

HARTFORD, Conn.—Local police are looking for two or more men who attacked Peter Silvestri, General Amusement Game Company maintenance man, after he prevented one from taking coins from a machine he was working on.

Silvestri was working at the Robert Smoke Shop, and after he halted the theft attempt, the man attacked him as he left the shop. Two or three men joined in, punching and kicking him, Silvestri told police.

Silvestri's head was badly cut and he was taken to Hartford Hospital for treatment.

Memphis Ops

Continued from page 73

Some operators here make secured loans and some unsecured loans. All of them make loans to location owners. Not all location owners need them, but many do, and the operator has learned that it is to his advantage to help keep the location open so that he will have an income from his machines in it.

Canale's Advice

But, cautions Drew Canale, one of the leaders in the industry here and the only one who is an attorney (he does not practice, but operates his coin machine businesses), it is unwise for an operator to make an unsecured loan.

"It is poor business if an operator does," said Canale, who owns Canale Amusement Company, Service Amusement Company and Canale National Tobacco Distributors.

"The operator should not even take just a personal note. A bank would not take one, unless it were assured of getting its money. It is only sound business to require collateral on a loan.

"A survey made not too long ago showed that restaurants and cafes change hands more often than any other type of small business. That is all the more reason why the operator, who deals largely with owners of this business, should take notice and be warned beforehand to protect himself."

The restaurant the location owner skipped out on is still closed. Embry's machine is still there. He said he has hopes another location owner will take it over soon, reopen and he can recoup his loss.

But it would take a long time to do it, because with a new location owner he will be back on the 50-50 commission basis with the new owner.

This is an example all operators should heed, Canale believes. Embry echoes it, saying he will not put himself in such a spot again.

change and want to know "why?"

Along with a comfortable air-conditioned office, his Dixie Building headquarters include modern record store, finished in polished hardwood thruout, which displays a complete inventory of new records, along with used records sold off the location phonographs. He carries a complete line of phonographs, high fidelity and stereo equipment and offers complete repairs as well, a logical sideline in view of the large amount of electronic equipment on the routes.

Contrary to the attitude of many operators who attempt to remain as anonymous as possible in dealing with the public, Joseph proudly posts his Dixie Amusement Company card, around three times the size of the average business card on every machine, including his name, address, telephone number and a list of the services which he offers.

It isn't any wonder that whenever the subject of coin phonographs comes up in this Southeastern Alabama area, that the name of Joe Joseph immediately pops up!

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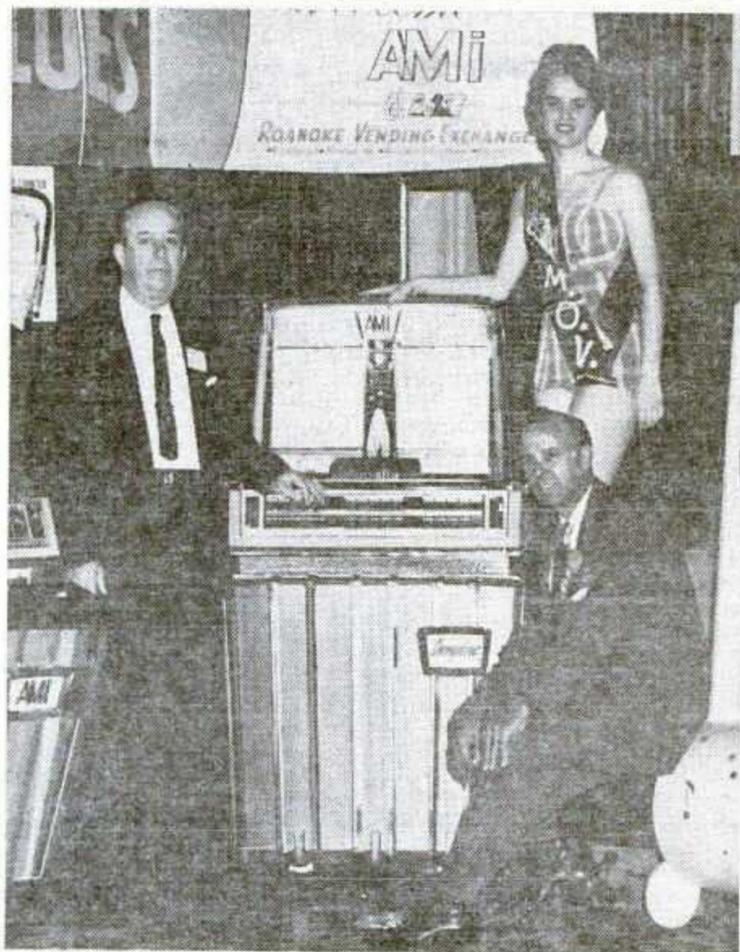
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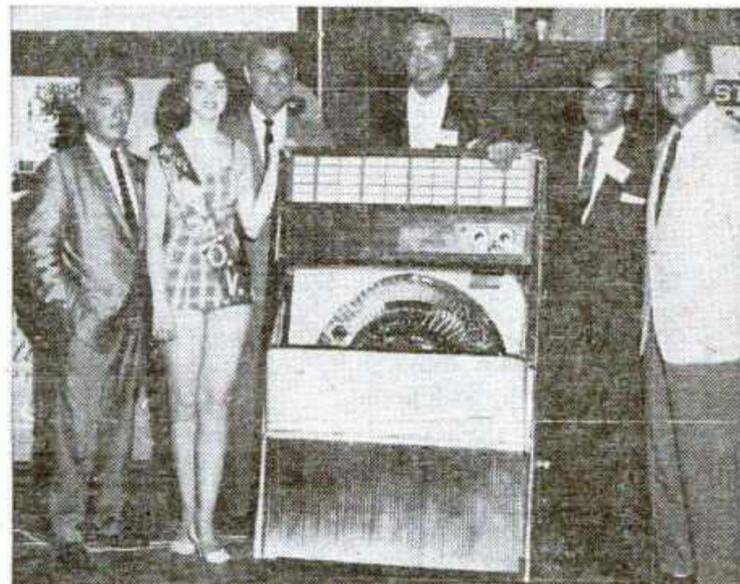
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Memphis Tradesters Boost Annual Picnic for Orphans

MEMPHIS—A distributor and an operator gave their services in an annual picnic-carnival to raise money for the local Memphis Boys' Town, an institution which cares for orphaned boys.

George Sammons, president of Sammons - Pennington Company, Seeburg distributor, and Allen Y. Keller, music and game operator, operated a doll booth which raised several hundred dollars for the home.

The recent picnic raised almost \$20,000, a big increase over last year's \$14,000, when the affair was plagued by rain. This year the weather was perfect.

Sammons and Keller were on the

job for some 12 hours. The booth they operated was one in which darts were thrown at a board. If the player got a certain total, he won a doll. But it's tough to win and there were few dolls given.

As Sammons laughingly put it, "We were playing Robin Hood—taking from the rich and giving to the poor."

There are about 75 boys at the home. The funds help defray expenses for the operation. Other funds come from the Shelby United Neighbors (SUN), formerly the Community Chest.

The affair was sponsored by the Sertoma Club. Both Sammons and Keller are members.

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Continued from page 73

clarified the point that "public relations involved all vending people, including those in cigarettes, games and juke boxes."

Considerable discussion followed on the matter of the course of operating funds for the committee. It was pointed out that New York distributors were contributing \$200 each now to the general fund (see separate story). All associations in the State were urged to match this amount as were other distributors within the State.

On the legislative front, the narrow margin of the final defeat of the Lerner Bill was noted and Bob Charles of Binghamton, warned that new bills can be expected in the upcoming session of the State Legislature. Jack Wilson, prexy of the New York State Operators Guild, noted that "nobody should

be afraid to approach his State senator and assemblyman to tell him our small businessman's story.

He added that "it's especially worthwhile to get to the incumbents because they are always thinking about the next election and votes." Association prexy Tom Greco, noted that everybody should get to know their men in the Legislature. "Their doors are always open," he said. Mrs. McCarthy, one of those most conversant with the over-all legislative picture, brandishing a breakdown of the voting in the Legislature on the Lerner Bill, declared that by far, the New York City senators were the toughest on the coin machine people.

In another aspect of the legislative problem, Tom Greco stated that in his opinion, the Association should consider the tax problem from a positive standpoint; namely that "if we have a tax there would no longer ever be implied threats to outlaw us, because they can't bite the hand that feeds them." Greco also noted that every year, considerable amounts of money were spent in influencing legislators on unfavorable legislation. Jack Wilson countered this thought with the proposal that a committee be named to study various ideas for a tax bill that could be ready and waiting as a countermeasure to any bill which might be introduced in the Legislature.

Mrs. McCarthy noted that on the basis of an informal tapping of opinion, it appeared that the tenor of the upcoming Legislature might be to try to impose a licensing law on coin machine operators. It was then suggested that a counter-licensing measure also be considered by the committee, with attorney Lou Werner sitting on the committee in an advisory capacity. The question was left on the agenda for further discussion at a later date.

At another point, Jim (Pie) Haley, an operator of Middletown, N. Y., was given the floor to protest a direct sale of a juke box to one of his locations by a New York distributor. Haley bitterly attacked these tactics. Other operators, while noting that they had had similar problems, appeared to believe this was more a matter for local Association action.

A motion was made and seconded to increase from four to six, the number of Association veepees. When the motion was passed, election of officers followed. Greco and Mrs. McCarthy were re-elected to their respective posts of prexy and treasurer. Mac Douglas was named secretary. Named as veepees were Lindy Nardone of Rochester; Henry Knoblauch of Hudson Falls; Bob Charles of Binghamton; Phil Benevento of Syracuse; Bucky Van Wyck of Rockland County and Al Bodkin of New York.

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London Firm to Import Late-Model U. S. Games

By BINGO BEAUFORT

LONDON — Phonographic Equipment, Ltd., one of the firms granted special and substantial games licenses from the Board of Trade to import American games, is losing no time in getting in a wide range of popular games from America of very recent vintage at excellent operator prices. The firm assures customers that no game imported from the States will be

older than 1958. All will be fully factory reconditioned.

Complete spares and backflashes will be available from stock.

In addition, all the very latest games from the top flipper-patable firms of Gottlieb and Williams will be released simultaneously with American distribution. As if that were not enough, prototype games will be available for distributors and operators to try three months in advance of American distribution. This gives them a golden opportunity to see and try before they order.

Gordon Marks, phonographic director, points out that although older games will probably come into Britain, the prices cannot be much lower than for the new ones.

The reason for this, he says, is that inland and ocean freight, insurance, packing, duty (pro rata) and purchase tax (pro rata) are constant. Alterations to contacts and other parts undergoing heavy wear tend to reduce the gap still further. "And there may be special maintenance problems on old machines."

Pin Games

Phonographic will also always have available at its London showrooms not less than 100 new pin games.

It will also offer all uprights, all bowlers, all bank shuffles, all guns and all multi-player games. Arcade equipment will be available in considerable range. A bar is to be installed at Ladbroke Grove, and operators will be able to choose equipment in the modern showrooms there in great comfort.

Available now for immediate delivery are Crossword (Williams), Turf Champ (Williams), Queen of Diamonds (Gottlieb) and Four Star (Williams). Following soon will be Sea Wolf (Williams), a gun machine called Titan (Williams), Miss Annabelle (Gottlieb), Golden Bell (Williams) and Universe (Gottlieb). There will also be a prototype Bank Shuffle.

Denver Firm Big User of Peanuts

DENVER—The Gibbons Vending Company, bulk vendors in the Denver area, is probably the Mountain State's biggest user of peanuts.

With many locations in garages, service stations, etc., all triple-head units, at least two machines and sometimes all three are devoted to peanuts, including 1-cent and 5-cent Spanish peanuts, and usually a 1-cent standard salted machine.

"Wherever men do heavy work peanuts are always popular," it was pointed out.

Stiff Competition

Continued from page 73

Cities area, for instance, toward the 60-40 split. Front money and guarantees are also gradually moving into the Twin Cities picture. Higher costs of new games has helped sell the 60-40 idea, and front money and guarantees are developing in the juke box field for the same reason. Stereo has not been a major factor in getting better arrangements in this area.

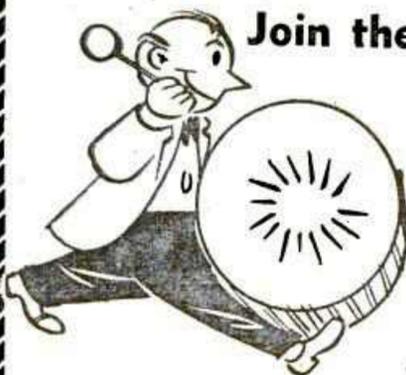
Stereo, with its better musical reproduction and higher investment costs, has helped operators in Detroit. Here it is helping to get a guarantee, not a better split.

In Philadelphia the rule is 50-50 on games, with front money plus a percentage of what's left over on music spots. There is no trend to better game cuts here, but operators feel that front money is definitely necessary, not just desired, on music machines.

Some Dim Prospects

Operators in St. Louis acknowledge that better splits and special arrangements are needed, but have done very little more than talk about it to date. This despite the fact that the business there is in the process of readjusting to removal of high-grossing in-line pin games, once a mainstay of operations in the area. Some operators there feel that since stereo juke will make more, they won't ask more.

Similarly, Memphis area operators saw no possibility of landing better split arrangements. The reason—stiff competition for spots. Arrangements to better commission arrangements is the old recurring problem of bonus payments and loans made by operators to locations. In high-competition areas, locations tend to make payment of bonuses or loans a condition of landing or keeping the spot. In this way, one operator is played off against another, with either the hungriest or biggest winning. Such problems are happily not universal, but seem to get more critical in certain areas at certain periods. Some areas are running wild with loans and bonus problems; other areas have no such problems at all.



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Virginia Juke Box Ops Post 1960 Officer Slate

RICHMOND, Va.—Robert H. Minor, Richmond, was picked to head the Music Operators of Virginia in 1960 as its president. Other officers, elected at the first annual MOV convention here, September 11-12, are:

Harry Lubman, Petersburg, first vice-president; V. E. Martin, Portsmouth, second vice-president; Mrs. Harry Lubman, Petersburg, secretary-treasurer.

Directors: M. F. Frye, Winchester; G. M. Haney, Fredericksburg; E. W. Harvey, Kilmarnock; E. L. Ward, Roanoke; A. S. Nicholson, Norfolk; George Rollo, Hampton;

E. L. Simmons, Danville; Bernard Inge, Norfolk; J. D. Chandler, Richmond.

Legal counselors are attorneys Jack R. Clanton and Crawley C. Connelly Jr.

The Roanoke Hotel, Roanoke, was picked as the 1960 convention site.

More than 200 attended the 1959 meet here, representing 100 operators and all major manufacturers of music machines. Five distributors had booths at the show. (The Billboard, September 21). Pictures of the convention appear on these pages.

FOUR CHARITIES GET MOV GIFTS

RICHMOND, Va.—Four charitable organizations were given stereophonic record players and albums by the Music Operators of Virginia in conjunction with the group's first annual convention here, September 11-12. Charities included the Masonic Home of Virginia (orphans), Beth-Sholom Home of Virginia (aged Jewish), Little Sisters of Poor (aged Catholic), and the Richmond Nursing Home for Aged (colored).

Low Jones Open House October 11-12

INDIANAPOLIS — Low Jones Distributing Company, headquartered here, will stage an open house at its new Cincinnati offices Saturday and Sunday, October 11-12.

A buffet luncheon will be served, and all area operators are invited. Factory personnel from the Wurlitzer Company will attend. Jones is the Wurlitzer distributor in the Cincinnati and Indianapolis areas.

Low Jones, head of the firm, also announced last week the appointment of Al Bland to head up the shop and parts end of the Indianapolis distributing offices. Al has been in the trade 25 years, so is well known to local operators. Dick McCann, another 25-year veteran and a top Wurlitzer mechanic, will assist Bland in the servicing department.

With two top servicemen on the job, Jones said he was sure that his firm could handle any service problem for operators.

Nebraska Ops Donate \$100 to Palsy School

OMAHA—The Music Guild of Nebraska has donated \$100 to the Hope Training Center and Work Shop, a school for children with cerebral palsy. The presentation was made to the school just before the recent MGN banquet in Hastings, and the Hastings television station carried the story on its Sunday newscast.

In addition, Leiberman Music, an Omaha one-stop, donated a portable stereo phonograph, and Derwin Burk Record Sales shipped a supply of records to the school.

Next meeting of the Nebraska group is scheduled for the first weekend of December at Lincoln.

Maurice Leschen, 61, Dies in N. Y.

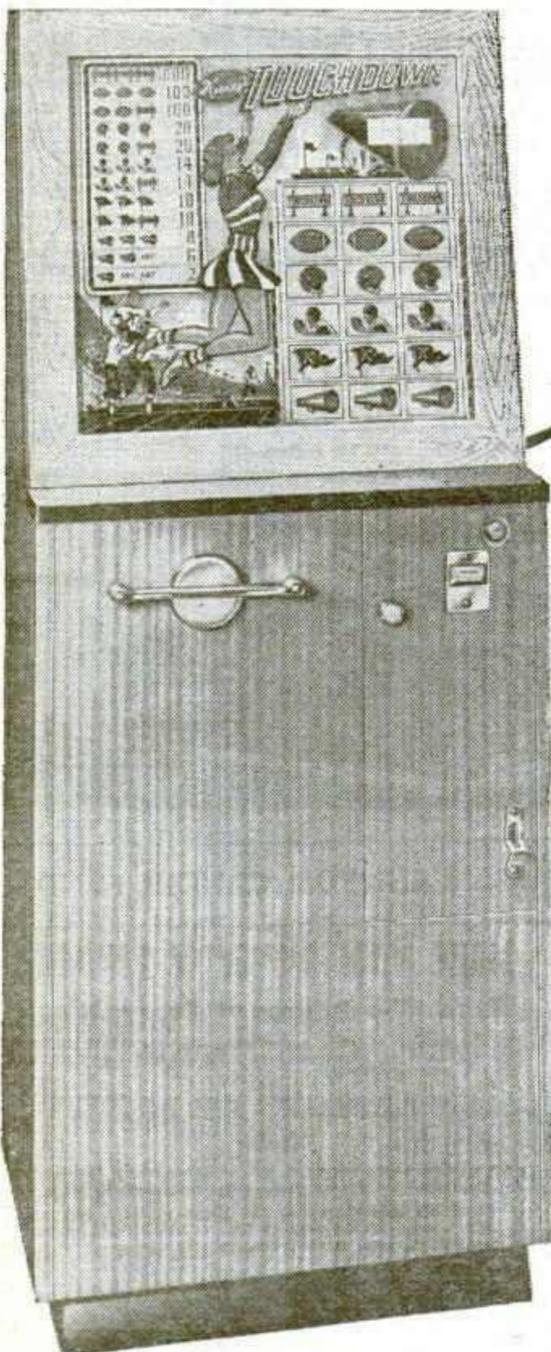
NEW YORK — Maurice B. Leschen, a name well known in the coin field here, died Friday (18). Leschen at the time of his death was general manager and controller of International Mutoscope Corporation; of Long Island City. He was 61 years old and had been with the company for 25 years.

Services were held in Riverside Memorial Chapel Sunday (20) and burial was in Montefiore Cemetery, Springfield Gardens, N. Y. He is survived by his widow, Tina; a daughter, Carole Sindei, and a son, Robert.

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Penny Arcade Makes Social Grade

• Continued from page 1

cade pieces, including Grandma, Horoscope, Hockey, Tropical Cruise and a variety of gun games. A snack bar on the same floor provides the youngsters with wholesome food.

The location, at 54th Street and City Line Avenue, is just off the campus of St. Joseph's College and on land owned by the college. The Center is flanked by two banks, and one of the steady patrons is Lewin Pizer, president of the West Philadelphia Federal Savings Bank. Rosen's home is just one block from The Center.

While The Center was designed primarily for youngsters, it does enjoy a sizable family trade. Rosen's motto is, "The Family That Plays Together Stays Together," and it's proved an effective one.

On occasion when a youngster appears to be spending more money than he should, Rosen or one of the attendants will phone the child's parents and inform them that junior is going thru a bundle. The usual response is appreciation on the part of the parents that The Center is so concerned, but that junior will have to manage his own allowance, and if he wants to go thru it all at once, that's his worry.

The Center served as hospitality headquarters for members of the Philadelphia and Miami Police Athletic League teams in a recent contest between the two clubs (see full-page picture spread).

Miami Visitors

William Blatt, prominent Miami distributor, has long been one of the hardest PAL workers in Florida. Earlier this month he brought his Miami club here to play the local nine. Both Blatt and Rosen planned entertainment for the youngsters. The Miami boys were house guests of the Philadelphia

players, and the highlight of their trip was a visit to The Center.

The local press took note of the fact that Blatt flew the 15 Miami boys to Philadelphia at his own expense and that Rosen took charge of the housing and entertainment arrangements, footing the bills.

Rosen presented the winning Miami pitcher, Tommy Rosi, with a college scholarship in a ceremony at The Center.

PR Coup

All told, it was both a community service and a public relations coup seldom matched in coin machine annals.



ROBERT W. CARLSON has been named director of the Military Electronics Division of the Wurlitzer Company. Carlson was formerly manager of the Electronic Design Department of the Bell Aircraft Company. At Wurlitzer, he will be in charge of engineering for the company's rapidly-expanding electronic and defense production.

Rosen, who already has more than 30 playland-type operations in discount centers and supermarkets, plans to lay increased emphasis in the recreation center type in residential areas.

According to Rosen, this type of installation serves two purposes. It demonstrates to parents that coin-operated amusement machines can provide wholesome entertainment, and that the people who run them are assets to the community. And just as important, it's good business.

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To travel Illinois, Indiana and adjacent territory. Good salary. Chance for advancement for hard worker.

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**Dime Play is
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In '33 nickel play was OK. Operate wisely in '59... dime play is here to stay!

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Joe Ash says . . .
FOREIGN BUYERS—ATTENTION!
We are the largest Gottlieb Distributor in the world. Therefore we always have the largest stock of used Gottlieb machines.

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Ex. Space Gun 125	Sky Gunner 125
Ex. Shooting Gallery .. 150	Squirt Water Gun 395
Flying Saucer 95	Set Shot Basket Ball ... 195
Gen. 2-Pl. Basket Ball.. 195	Sidewalk Engineer 150
Gen. Big Top 250	Standard Metal Typer .. 250

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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



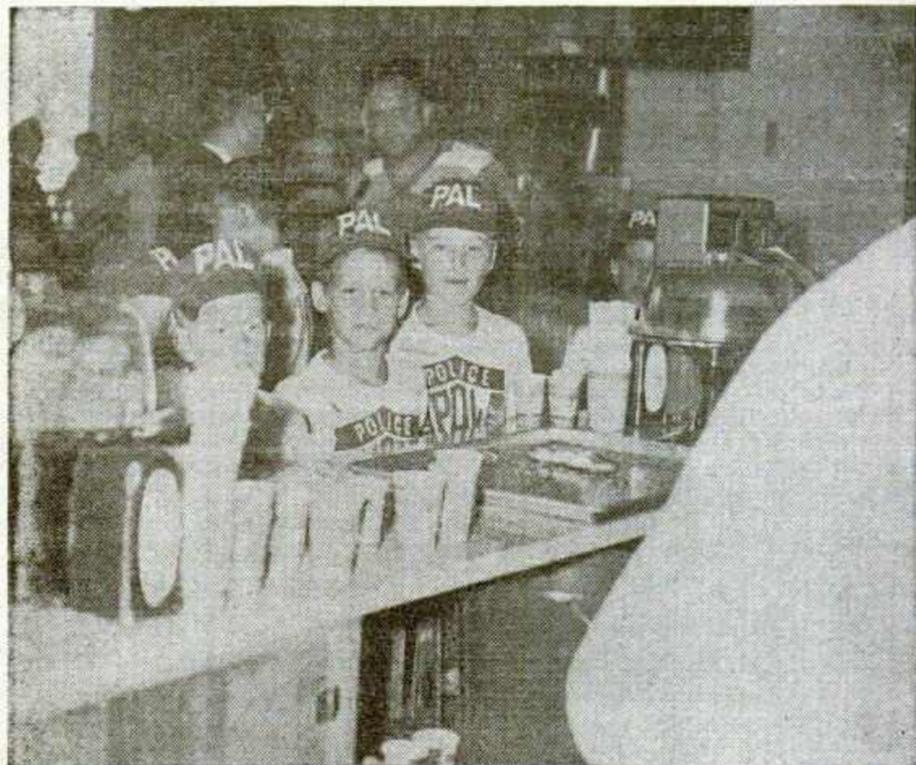
Amusement Pinballs
as American as Baseball and Hot Dogs!

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Dime play is here to stay—buy Gottlieb Games and keep it that way!

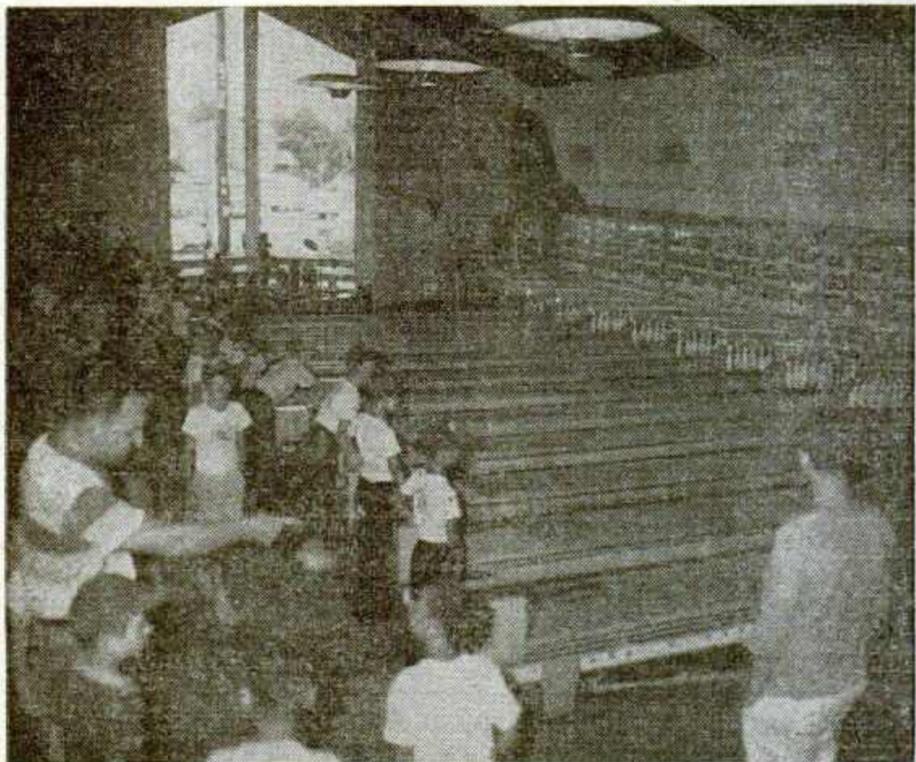
Dave Rosen Fetes Youngsters at the Center



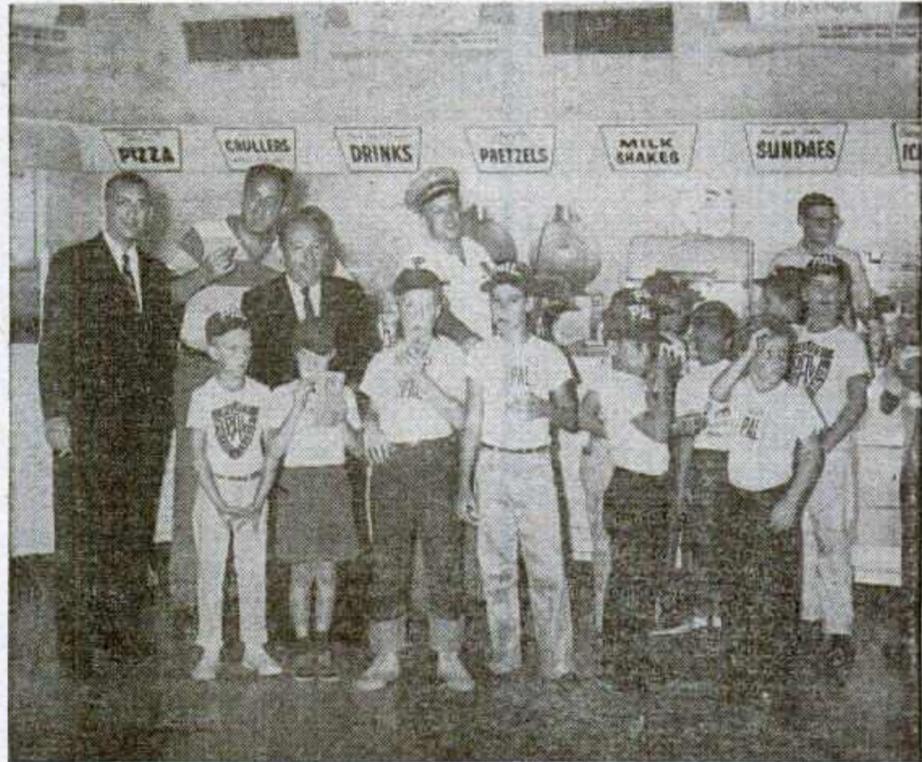
MEMBERS of the Miami Police Athletic League baseball team chow up at Dave Rosen's snack bar. The boys worked up a healthy appetite after nine innings of baseball and several rounds of bowling.



DAVE ROSEN, Philadelphia distributor who runs the Center, presents a college scholarship to Tommy Rosi, the winning pitcher. Willie Blatt, who brought the Miami boys to town, stands rear left.



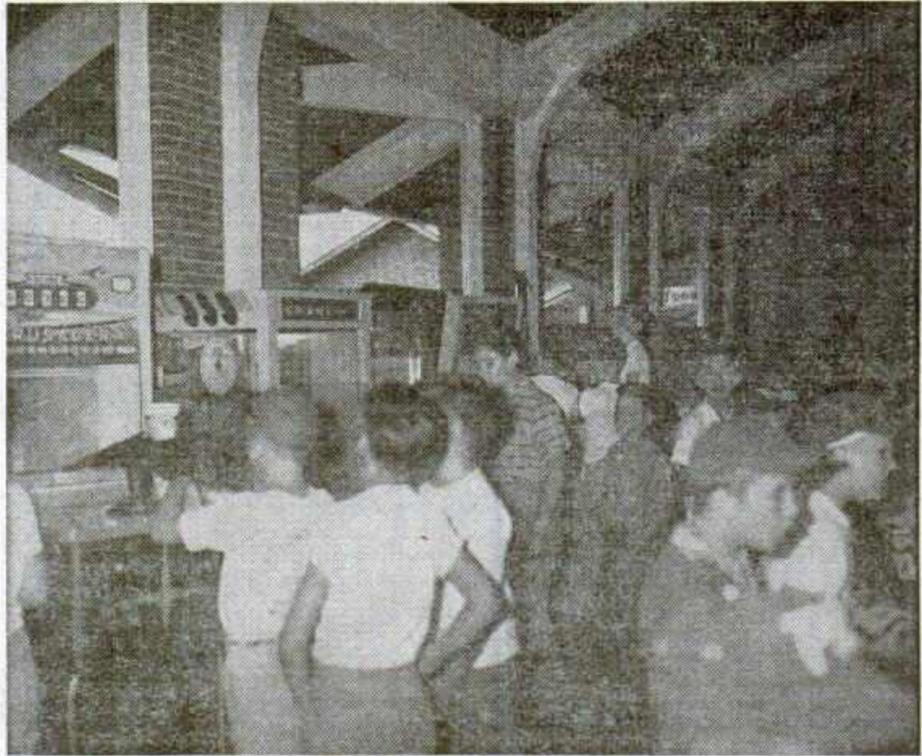
THE LONG BOWLERS proved popular with members of both the Miami and Philadelphia teams. Altho the youngsters had just completed a ball game, they were raring to test their skills further on the bowlers.



MEMBERS OF BOTH TEAMS mingle at the snack counter. Standing at the extreme left is Dave Rosen, with Willie Blatt (dark suit) to his left. Members of the Miami squad stayed at the homes of the Philadelphia boys.



THE CENTER is a beautiful ranch-style building in the heart of one of Philadelphia's most exclusive neighborhoods. The building and equipment represent an investment of \$60,000 on the part of Dave Rosen.



IN ADDITION to the battery of long bowlers, Dave Rosen's Center contains some 40 Arcade pieces. One of the most popular Arcade pieces with the Philadelphia and Miami PAL players was the gun game.

Ark. Ops Pay \$250 In-Line Taxes

By ELTON WHISENHUNT

LITTLE ROCK — Arkansas game operators, most of whom had many of the in-line type pin games on location, have generally bought the \$250 federal stamp required and kept the games on location where play justified the \$250 outlay.

A spot check of the situation in Arkansas by The Billboard last week disclosed this.

One exception was found. That is Pine Bluff, where Police Chief Norman Young advised game operators that if they bought the \$250 stamp he would arrest them and place a gambling charge against them under the State law.

Stored Games

As a result, all Pine Bluff operators have picked up their in-line games and stored them. They will use them as parts for other pin games.

The situation resulted from the September 9 formal ruling of the Internal Revenue Division that the in-line pin games were classified as gambling devices per se. That is, there is no defense under the government's ruling for operating the games without the \$250 license.

In Little Rock, Cecil Hill, Hill Amusement Company, one of the largest game operators in the State, bought dozens of the new \$250 stamp for machines he had on location. He has an estimated 200 to 300 out.

45 Pulled In

He picked up 45 of the in-lines from locations where the play would not justify the \$250 expenditure.

Andrew Cassinelli, owner of Little Rock Amusement Company, has a number of the in-lines out and also bought the new licenses for them. The check showed that he and other operators over the State picked up the in-lines which would not justify the \$250 license cost.

All Hot Springs operators bought a number of the stamps, the check showed. None of the operators there or at Little Rock, the two biggest markets for the machines, have been bothered by local authorities as a result of the Internal Revenue Service ruling.

Still Operating

They have continued to operate them by complying with all laws, including the new federal stamp ruling. The check did not uncover any other city except Pine Bluff where local police required the in-lines be taken up, altho there may be some.

At Pine Bluff, William Foster, Foster Music Company, picked up his eight and will replace them with amusement pin games. Vernon Ward, 19 Music Company, had six he picked up. He said he would replace them with pool tables.

Manuel Caras, Caras Music

Company, had six he took in and will replace them with bowling or pin games. Earl Holtzlander, H Music Company, picked up seven and will replace them with novelty games.

To Use Parts

All these operators said they would have to put the in-lines in their warehouse. The market is flooded now and they have no resale value, they said. They will use them by taking the glass off, the lights, relays and coils and other parts out which can be used in other pin games.

The new government ruling has resulted in probably as many as 200 or more of the machines being put out of action over the State, altho many hundred more have been continued in service.

The ones put out of service will remain in operators' warehouses until a new location where the play is good and justifies the \$250 federal license cost can enable the operator to put it out again.

Or the operators will use them as the Pine Bluff operators intend to, the survey disclosed, by junking them for parts.

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14-Ft. Bowlers. Ea. . . . \$265	Bally Bright Spot . . . \$ 65
C.C. Blinkers 225	Pinch Hitter Write
Kny. Diamond 155	Keeney Coffee Vendor. 135
Bally Strike 275	PHONOS
Star Rocket 395	SEEBURG L \$595
Rocket Shuffle 195	SEEBURG R 525
Shuffle Rebound 95	SEEBURG K 625
Targette 145	AMI D 80 175
Bally Showtime 150	AMI D 40 110
SHUFFLEBOARD Lites (fluorescent) . . . \$27.50 pr.	
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The Successor to "Big Top"!
Even More Action! More Features!
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All The Target Action and
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Realistic Moving Rabbits Run
Across Playfield — Drop When Hit!
5 Bull's-Eye Targets for Sharpshooters!

22 Caliber Rifle
Fires Single or Rapid Fire!

Match-A-Score or Perfect
Score for Replays . . . optional

- New Ultra Modern Cabinet With Formica Top Stands Out Among Other Guns.
- Proven Trouble-Free Easy Servicing Mechanism
- 25 Shots 10c — All Steel Cash Box

Chicago Dynamic Industries, Inc. CHICAGO 14, ILLINOIS
1725 W. DIVERSEY BLVD.

Confectionery Sales

Manufacturers' sales of confectionery and competitive chocolate products were estimated by Commerce Department at \$67.5 million in July, 6 per cent below sales of June, but 4 per cent above sales for July, 1958. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of this year poundage sales of bar goods are down 2 per cent and sales of bulk goods are down 1 per cent.

FOR SALE
Buckley Point Maker,
Remote or Coin \$495.00
Wurlitzer, Model 100,
Converted to 45 RPM. . . . 40.00
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1211 West 4th St. Lewistown, Pa.

New *Bally* High-Score Game

NO METERS

A fast, fascinating high-score skill-game with popular line-lighting play-appeal, LOTTA-FUN may be operated with or without replays but is not equipped with meters.

LOTTA-FUN

with popular light-a-line-skill-appeal

New "AUTO-MISSION" COIN-DIVIDER

1. Automatically pays location-commission, depositing percentage of all coins played in separate compartment, unlocked only with location-owner's key.
2. Adjustable to wide range of operator-location ratio of earnings.
3. Avoids arguments about division of earnings by automatically maintaining agreed operator-location ratio of income.
4. Permits location-owner to take his profit daily without waiting for operator's collection.
5. Eliminates coin-shortage on location and expense of keeping location supplied with coins. Location can quickly obtain coins, as required—for his cash-register or coin-chutes—by unlocking location's cash-compartment.
6. Insures continuous play and increases total play by providing constant supply of coins on location.
7. Permits location-owner to stimulate play by operating game with coins taken from his compartment.
8. Increases earnings of juke-boxes, cigarette-venders and other coin-operated equipment in location by providing constant supply of coins.
9. Saves time of collectors, who simply take contents of operator's cash-compartment without delay of counting cash or settling with location.
10. Eliminates counting coins in view of location-patrons.
11. Minimizes hazard of burglary by permitting location to remove cash from game when location is closed.

MANUFACTURER'S CERTIFICATE

Model: **LOTTA-FUN** Serial No. **1050**

This Machine is designed and manufactured to be operated exclusively as an Amusement Machine as defined in Section 4462 (a) (1) (C) of the Internal Revenue Code of 1954. It contains no "pushbutton for releasing free plays... meter for registering the plays so released or... provision for multiple coin insertion for increasing the odds." Operation of this Amusement Machine is subject to the \$10 Federal Special Tax imposed by the Internal Revenue Code, and a current \$10 tax stamp must be displayed on the place or premises of operation.

BALLY MANUFACTURING COMPANY, CHICAGO, ILLINOIS

MANUFACTURER'S CERTIFICATE attached to each game.



Earns up to 6 coins a game

Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN...fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

put service calls to sleep...

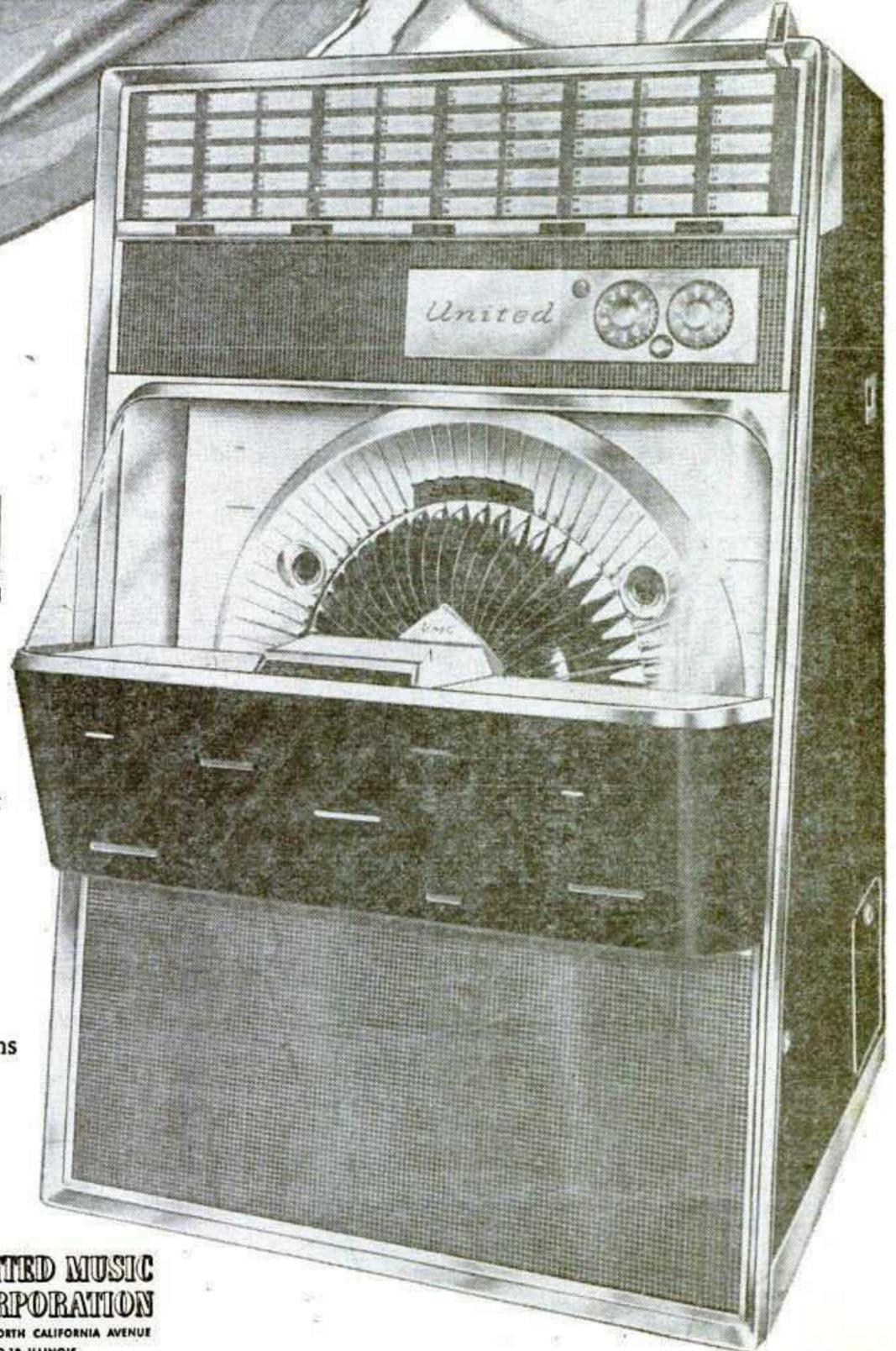


operate UNITED!

Do away with annoying, costly service calls . . . avoid expensive break-downs during periods of peak play . . . install United Music equipment in your busiest locations. Exclusive, simplified United mechanism insures continuous, trouble-free, high-profit operation. New, high-speed record-changer reduces silent time between selections by more than half, resulting in cash-box collections much greater than any other. Keep locations happy.

Keep yourself happy. Operate the smoothest, fastest money-maker in the industry . . . operate United. Write today . . .

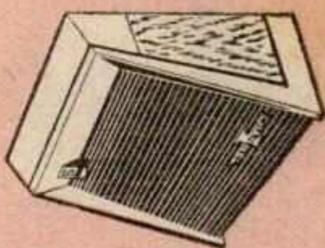
get full details about United's amazing *Unconditional Guarantee*.



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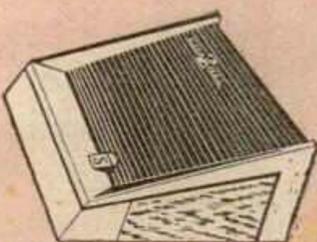
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Stereophonic—Monaural



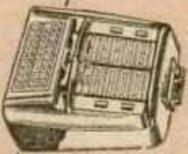
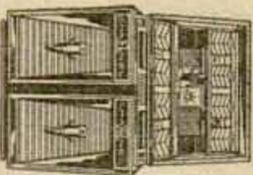
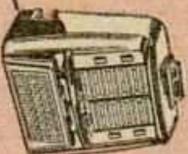
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