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Disk Clubs Zoom to 2 Mil Subscribers

Spark Continued Controversy But Here to Stay; Huge Income Source

By PAUL ACKERMAN AND BOB ROLONTZ

Editor's Note: This is the third of a series on the record marketing revolution.

Probably the fastest growing area of all new merchandising methods for records are the record clubs. In less than a decade mail order record clubs have racked up fantastic sales figures, and now have more than 2,000,000 subscribers from coast to coast. The largest of all the record clubs is Columbia Records, with a membership of 1,300,000; RCA Victor Records is estimated to have close to 600,000 members in its three clubs, classical, opera and pop; Capitol Records is believed to have about 250,000 members in its club; and the Diner's Club Record Club, started only six months ago, claims over 125,000 members. There are other specialized mail order record clubs with respectable memberships.

Book Club Pattern

The record clubs are run on similar principles to book clubs; members sign up for a year and agree to purchase four to six records a year. For joining they receive four to five records at the start. If they stay in the club a second year, they receive bonus records for every two or three records they purchase. Originally the record clubs sold only their parent labels, but now Columbia sells some Caedmon and Verve records, as well as Epic. The Diner's Club handles more than a dozen labels. A subscriber who purchases his records thru a record club can save from 30 to 40 per cent off the list price of these records via his joining and bonus merchandise.

Of all the merchandising innovations, the record clubs caused and

are still causing more ill-feeling among record dealers than any other of the new methods of selling records. Dealers feel, and have felt for a long time, that the record clubs with their free merchandise take customers away from record shops and hurt business. Record companies who have clubs, on the other hand, claim that clubs help the dealer's business and that records advertised in the clubs sell better in stores. Many observers, however, aver that if the manufacturers who have clubs spent the same amount of money advertising records in dealers' stores as they do on club advertising dealer sales would be much larger than they are now.

Major Income Source

But no matter what the dealer, or anyone else for that matter—and this includes a lot of execs right within record companies who have clubs—may think about the clubs, there is little doubt that they have become a major source of income for the record companies. It is estimated that the Columbia club, for instance, grosses close to 50 per cent of the firm's total income. Columbia's record club gross is understood to be approximately \$2,000,000 annually. And of course, record clubs have provided a built-in stability to diskery operation, in that they assure a guaranteed number of sales each month.

Columbia, the first major to go into the club business started its club because some of its artists were receiving sizable offers from indie record clubs that had already built up a solid subscriber list. Other major diskery execs have ad-

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CHINA CIRCUS CLEARED FOR TOUR IN 1960

NEW YORK—Preliminary work is being completed for a 1960 arena tour of an all-Chinese circus, only organized foreign circus unit to visit this country in decades. Groundwork has been laid diligently for the last year by Jerry Hoffman of Savoy Enterprises, and the following results can now be announced:

Approval for the tour has been given by both the Chinese Nationalist government and U. S. State Department.

Feelers to arena people have been met with considerable interest.

Clearance has also been forthcoming from the American Guild of Variety Arts.

A tour of indoor appearances will be accomplished starting in the fall or winter, with personnel being covered by six-month tourists' visas. Extensions will then be sought to permit a brief vacation and subsequent 1961 fair dates.

Hoffman said some 100 Formosa Chinese will comprise the troupe. Jackie Bright of AGVA, queried about union jurisdiction over them, has said no objections will be raised over the tour so long as membership fees and dues are paid. The troupe is being privately promoted and is not a State-supported circus, and will not be affected by immigration quotas.

"Circus of the Orient" will be the title used, and the performers will show skills not associated with Orientals in the circus world, from the photos and films received. For example, Americans will be seeing Chinese bareback.

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Fair Showcasing Sales Medium for Hi-Fi Components

Big Gates Seen Built for Broad Public Exposure and Education

By LEE ZHITO

HOLLYWOOD—A major manufacturer of high fidelity components, James B. Lansing Sound, Inc., is turning to the county fair as a showcase and salesroom for its products.

JBL is exhibiting at the current Los Angeles County Fair in Pomona (Calif.). Based on the results it is reaping from this experiment, JBL will participate in the top attendance fairs thruout the country in 1960. This marks the first time that an important hi-fi components manufacturer has exhibited at county fairs. Heretofore, hi-fi firms have restricted their public exhibits to the audio shows.

JBL's purpose in going into county fairs is to deliver the components concept of hi-fi directly to the general public. It thereby goes beyond the realm of the audiophile fraternity which comprise the hi-fi shows' attendance in an effort to widen the potential market for components. The manufacturer will use fairs to complement its continued participation in the regular hi-fi shows. However, JBL plans to be more selective in its choice on audio events.

Ray Pepe, JBL veepee, explained his firm's entry into fairs as follows: "Our decision to participate in the Los Angeles County Fair was motivated by the desire to broaden the base of exposure of component products to the general public. In view of the fact that this fair consistently has drawn in excess of

one million persons, it was felt that a clearly defined exhibit which explained simply the use of components in a home music system and pointed out the advantages of the component way of doing it would attract the attention of interested persons who normally would not receive this exposure.

"The high fidelity show, as it has been held traditionally in this industry, should be examined to determine whether the funds expended by the manufacturer are producing the maximum exposure per dollar for the purpose for which they are intended. Few audio shows have drawn more than 35,000 in attendance. With shows being repeated each year it has become quite evident that there is a large percentage of duplication of people who come to see the show each year. Consequently, the shows have represented very little exposure of components to the uninitiated public.

"The facilities in which audio shows have been held have never been conducive to the reproduction of good sound due to crowded conditions and limited space for the display on equipment."

JBL is also using its LA County Fair exhibit as a dealer aid. After the manufacturer sets up the exhibit, it's turned over to franchised dealers in the area to take turns on a scheduled basis in manning the display.

The fair opened September 18 and will run until October 5. According to Pepe, more than 4,000,000 persons have visited the exhibit. He said that more than 20,000 to date have filled out cards requesting additional information.

"The cost of setting up this exhibit and paying the space

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NEWS OF THE WEEK

NARAS Nominates Artists; Balloting Starts This Week . . .

The National Academy of Recording Arts and Sciences nominated 175 artists in 34 different categories last week. The list of nominees will be sent to every NARAS member, and ballots are to be returned no later than October 14. Winners will be awarded their Grammy's on a nationwide TV show over NBC November 29 . . . [Page 2](#)

ESE Sets New Gate Mark With Hot Talent, Excellent Weather . . .

Good weather and strong talent combined to set a new all-time attendance record at the Eastern States Exposition, Springfield, Mass. Leading the attractions was Arthur Godfrey, who, in his first personal appearance since his illness, pulled big throngs to the popular horse show. . . . [Page 52](#)

Two Hi-Fi Shows Each for L. A., S. F., As Agreement Efforts Collapse . . .

Two hi-fi shows each are now in the offing for both Los Angeles and San Francisco early

next year. Efforts to reach agreement on a single show for each between the Institute of High Fidelity Manufacturers and Coast promoter Jim Logan have collapsed. Meanwhile, the Magnetic Recording Industry Association has aligned itself with Logan's shows. . . [Page 13](#)

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Top Sellers Lure Members

NEW YORK—Interesting aspect of record club membership appears to be that mail-order customers are not very adventurous. The best-selling albums in record clubs are records in dealers' stores, with the big names the strongest. And record club members have not taken to stereo in the same strength as the store record buyer. RCA Victor offered members their choice of either stereo or monaural records on certain selections and received a very disappointing return on the stereo disks. Another club exec noted that certain types of records, usually those of a specialized nature, were often neglected by club members. Generally, the majors have preferred to choose club merchandise with the greatest general appeal.

NARAS '59 Nominations Set; Ballots in Mail

Choices Cover 175 Artists, Disks In 34 Categories; Victor Sweep

NEW YORK — The National Academy of Recording Arts and Sciences came thru with its 1959 nominations last week, naming about 175 artists and records in 34 different categories ranging from "Record of the Year" to "Best New Artist of 1959."

The NARAS Grammy awards to the winning nominees will be made on a nationwide TV show November 29 via the NBC network, sponsored by the Swiss Watchmakers.

The NARAS nominations this year are more hip than they were last year (the first year of NARAS), with Elvis Presley, Bobby Darin and the Browns being nominated for "Record of the Year," along with Frank Sinatra and Andre Previn. This is true in the "Song of the Year" category as well, with Jimmie Driftwood's "Battle of New Orleans" in the running, along with "High Hopes," "I Know," "Like Young" and "Small World." And the same can be said for the "Best Vocal Performance (male)," with Bobby Darin and Jesse Belvin in the running, along with Frank Sinatra, Harry Belafonte and Robert Merrill.

Victor Sweep

As far as recording companies are concerned, RCA Victor swept the nominations, with more entries than all the other labels added together. Far behind Victor, in sec-

ond and third place respectively, were Capitol Records, with about 25 entries, and Columbia Records with 17. The indie labels did not fare very well, with less than 20 per cent of all nominations.

Many of the newer rock and rollers, such as Fabian, and Sammy Turner, were not nominated in the new-artist category.

In the rhythm and blues category, NARAS again this year, as in 1958, nominated records that were rock and roll and even pop rather than r. and b. Thus r. and b. performers such as Little Walter, Bobby Blue Bland and Gene Allison were not nominated.

There were two artists who made both the pop and classical nominations. Van Cliburn was one, with his new "Rachmaninoff Concerto"

waxing, and the other was the Mormon Tabernacle Choir, with its hit single and hit album.

Ballots in Mail

Ballots containing these nominations were mailed over the weekend to members. Ballots must be returned not later than October 14 to be counted.

1959 NARAS NOMINATIONS

(Top five nominees in each category; where more than five items are listed, it is the result of ties in that category)

RECORD OF THE YEAR

1. A Fool Such as I—Elvis Presley
2. High Hopes—Frank Sinatra
3. Like Young—Andre Previn & David Rose Ork
4. Mack the Knife—Bobby Darin
5. The Three Bells—The Browns

ALBUM OF THE YEAR

1. Belafonte at Carnegie Hall—Harry Belafonte
2. Come Dance With Me—Frank Sinatra
3. More Music From Peter Gunn—Henry Mancini
4. Rachmaninoff: Piano Concerto No. 3; Van Cliburn; Kiril Kondrashin, conductor, Symphony of the Air
5. Victory at Sea, Vol. 2 (R. Rodgers)—Robert Russel Bennett & RCA Victor Symphony Orch. (Remake)

SONG OF THE YEAR

1. Battle of New Orleans (Comp—Jimmy Driftwood)
2. High Hopes (Comp—Sammy Cahn-Jimmy Vanheusen)
3. I Know (Comp—Karl Stutz-Edith Lindeman)
4. Like Young (Comp—Paul Francis Webster-Andre Previn)
5. Small World (Comp—Jule Styne-Sтивен Сондheim)

BEST VOCAL PERFORMANCE

FEMALE

1. Alright, Okay, You Win—Peggy Lee
2. Broadway '59—Pat Suzuki
3. But Not for Me—Ella Fitzgerald
4. La Strada Del Amore—Catrina Valente
5. Porgy and Bess—Lena Horne

BEST VOCAL PERFORMANCE

MALE

1. An Evening With Lerner and Lowe—Robert Merrill
2. Belafonte at Carnegie Hall—Harry Belafonte
3. Come Dance With Me—Frank Sinatra
4. Guess Who—Jesse Belvin
5. Mack the Knife—Bobby Darin

BEST PERFORMANCE BY A DANCE BAND

1. Anatomy of a Murder—Duke Ellington
2. Breakfast Dance and Barbecue—Count Basie
3. For the Very First Time—Glenn Miller
4. New Sounds at the Roosevelt—Larry Elgart
5. Pops and Prado—Perez Prado
6. Sound Spectacular—Ray Anthony

BEST PERFORMANCE BY AN ORCHESTRA

1. Just for Kicks—Bob Thompson and His Ork
2. Like Young—David Rose Ork and Andre Previn
3. More Music From Peter Gunn—Henri Mancini
4. Music From M Squad—Stanley Wilson
5. Strings Aflame—Esquivel
6. Two Sides of Winterhalter—Hugo Winterhalter

BEST PERFORMANCE BY A VOCAL OR CHORUS

1. Ames Brothers Sing Famous Hits of Famous Quartets—Ames Brothers
2. Battle Hymn of the Republic—Mormon Tabernacle Choir
3. Kingston Trio at Large—Kingston Trio
4. The Three Bells—The Browns
5. The Stephen Foster Song Book—Robert Shaw Chorale

BEST JAZZ PERFORMANCE—SOLOIST

1. Urbie Green, Trombone
"Best of New Broadway Show Hits"
2. Bobby Troup, Piano, Vocal
"Bobby Troup and His Stars of Jazz"
3. Ruby Braff, Trumpet
"Easy Now"
4. Ella Fitzgerald, Vocal
"Ella Swings Lightly"
5. Andre Previn, Piano
"Like Young"
6. Red Norvo, Vibes
"Red Norvo in Hi-Fi"

Everest Debts 'Top 20' LP Promotion

NEW YORK—Everest Records introduced its "Top 20" record album promotion this week. Sales chief Charlie Schicke stated that the new plan, which comprises the label's 10 top-selling classical sets and 10 top-selling pop sets, would run the entire month of October. Under the plan dealers who order seven of these top 20 albums will receive an album free. There must be a spread of five different sets in the order. Dealers can order either monaural or LP albums.

Balaban Exec. Flays 'Top 40'

NEW YORK — The battle between advocates of "Top 40" programming and those in opposition to it continues. For example, John Box, managing director of the Balaban Stations, last week predicted that there would be a sharp reduction in the number of "Top 40" stations in the next two years.

On the other hand, KWK, St. Louis, a key Midwestern outlet, recently adopted a strictly "Top 40" type programming format. In reporting the change, KWK circulation director Michael Ruppe Jr., commented: "The rumor about KWK being on a current play-list is a true one. It's not as bad as it sounds. If you were radio management and concerned with corporation re-alignment, I think you, too, would adopt a 'safe play' policy."

Box predicted the demise of "Top 40" in a speech before the third annual Southwestern conference of the American Women in Radio and TV in Houston. He told the session that the "battle of the alikes" would bring economic disaster to many imitators, and averred that too many indie broadcasters are abandoning their programming to "the corner record shop and the pre-shave crowd."

NEW YORK — Vox Records is releasing four new albums, in both monaural and stereo in October. New sets include the latest in the Vox Science Series entitled "Conquest of Space."

Somerset Debts New Fall Plan

NEW YORK—Somerset Records has come up with a fall plan, called "Operation Singles Graveyard." Under the new plan, as spelled out by sales chief Jules Malamud of the Miller International firm, any dealer who orders 100 monaural Somerset LP's from his local distributor will be entitled to return 50 singles for a credit of 60 cents each. (If the dealer purchases 500 Somerset LP's, he can return 250 singles for 60 cent credit each, etc.) Singles of any label may be returned, and of any year.

Under the new plan, the price of 100 Somerset monaural LP's to

(Continued on page 11)

Penna. ARD Charter Due This Week

PHILADELPHIA — The Association of Record Dealers of Pennsylvania is due to receive its charter from the Commonwealth of Pennsylvania this week, according to Marvin Baker, member of the firm of Ostroff & Lawler, attorney for the group. At a first hearing a while back, The Master turned down the request for a charter, claiming the group would offer pecuniary gain to members. But the ARD of

Penna. went to court and at a re-

(Continued on page 11)

Katz to Quit WMGM for Mgt. Firm

NEW YORK—Ray Katz has resigned as associated director in charge of programming of WMGM here to concentrate full time on his personal management firm, Durgom-Katz Associates, effective November 2.

No replacement has been set as yet at WMGM for Katz, who has worked for WMGM's parent company Loew's for the past 25 years, joining the firm when he was 17. Pending the appointment of a successor, his duties will be handled by Arthur M. Tolchin, WMGM's executive vicepres and director.

Katz's resignation was prompted by the growth of Durgom-Katz Associates, and major expansion plans for it in the near future. They are opening a Hollywood office November 2 and both Katz and Bullets Durgom plan to spend part of their time there.

They are planning production of

(Continued on page 19)

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Editors

Paul Ackerman Music-Radio-TV, N. Y.
Herb Dotten Show News, Chicago
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Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Zhito Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
Herb Dotten Show News Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago
W. D. Littleford President
M. L. Reuter Vice-Pres.
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Offices

Cincinnati 22, 2160 Patterson St.

L. W. Gatto

Phone: DUnbar 1-6450

New York 36, 1564 Broadway

W. D. Littleford

Phone: PLaza 7-2900

Chicago 1, 188 W. Randolph St.

Maynard L. Reuter

Phone: CEntral 6-9818

Hollywood 28, 1520 North Gower

Sam Abbott

Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.

Frank B. Joerling

Phone: CHestnut 1-0443

Washington 5, 1428 G St., N.W.

News Bureau

Phone: NAtional 8-4749

Advertising Managers

Show News-Mdse. Robert Kendall, Chicago
Music-Radio-TV Dan Collins, New York
Coin Machine Hilmer Stark, Chicago
Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati

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(Continued on page 6)

Am-Par Acquires Grand Award Label

Becomes One of Largest Key Indies; Light to Continue as G.A. Head

NEW YORK — The long-pending purchase of Enoch Light's Grand Award Record Corporation by ABC-Paramount Records (Am-Par Record Corporation) was completed here last week. Altho the purchase price was not revealed, it is believed to be in the neighborhood of \$3,000,000.

The deal makes Am-Par one of the largest of the key indie labels. Grand Award and its subsidiaries reportedly grossed about \$3,500,000 last year. Am-Par prexy Sam Clark said the acquisition of Grand Award "automatically increases Am-Par to almost

twice its present size and scope of operation."

Included in the sale are Grand Award affiliates Waldorf Music Hall, Inc., Award Publishing Company, the new Command Label, and two low-priced (\$1.49) lines, Audition and Colortone. Audition is manufactured exclusively for release in Woolworth chain stores; while Colortone is available to all chains. Command (which retails for \$4.98 monaural and \$5.98, stereo) will be expanded under the new operation.

Enoch Light, who will continue to direct Grand Award, is moving his entire operation (including Sales Manager Loren Becker) over to Am-Par's headquarters in the Paramount Building in New York.

Clark said that no plans for changing or inter-changing distributorships are in the works at this time. "However," he added, "serious consideration will have to be given some particular areas in the near future." While Grand Award will be continued on all the existent labels of the absorbed firms, an Am-Par spokesman pointed out that ABC-Paramount's "prestige and rating in the international record scene is greatly enhanced by virtue of the additional catalogs."

Grand Award catalog has approximately 150 LP's, including best sellers by Light himself and Knuckles O'Toole. The label has concentrated more on developing "idea packages" rather than selling the strength of an artist's name. According to Am-Par, "fully a third of Grand Award's product has exceeded sales of 100,000 or over."

The catalog includes a variety of organ, instrumental, show tunes, and international LP's. In addition to Light (and the Charleston City All Stars) and O'Toole, the catalog also includes packages by Bob Eberly, Stanley Melba, Charles Margulis, George Barnes, Mahalia Jackson, Dinah Washington, Joe Venuti, Paul Whiteman, Billy Rowland and the Ink Spots.

L. OF C. REPORTS ON

Do's & Don'ts for Disk Preservation

WASHINGTON — A summary of a two-year study of deterioration of sound recordings on disks and tape during storage and transportation, was released by the Library of Congress here last week. The 74-page report on "The preservation and Storage of Sound Recordings," by A. G. Pickett and M. M. Lemcoe outlines main causes of deterioration, and concludes that the best place to start preserving fine recordings is in choice of materials, packaging and transportation methods of manufacturing level.

Authors of the study conducted by the Southwest Research Institute of San Antonio, Tex., and financed by a Rockefeller Foundation grant, point out that a two-year study can give only a preliminary outline of the many variants in chemical composition of today's disks and tapes. Main attention is given to the effect of heat, light, fungus, grit, moisture and other atmospheric conditions on the preservation of acetate, shellac, and vinyl disks, and of acetate and polyester-based magnetic tapes. Librarians and collectors have reported extensive loss of ir-

JOCKS SPEAK A LANGUAGE ALL THEIR OWN

NEW YORK—Deejay Dick Biondi, WKBW, Buffalo, has written his own version of "Strange Interlude." The jock has issued "The Disk Jockey Handbook," which lists typical comments made to pluggers by spinners, with translations of what they really mean.

"Yeah, I heard it a few minutes ago."—The distrib called and warned you the manufacturer was calling.

"Man, it's a smash!"—Warm-up for how soon can I get the artist for my hop.

"I'd like to play it, but the rest of the guys in the meeting didn't dig it."—The jock forgot to bring the disk in for auditioning.

"Sure it's getting plays here."—On all the other stations but ours.

"Man the kids went wild for it at my hop."—They wanted to know why I didn't play it on the air.

"I'm getting calls for it every night."—The distrib's promo man lives in a phone booth.

Bids Dealers Stress Values, Not Disc'ts

SORD Prexy Urges Use of Special Deals, Cites United Progress

By REN GREVATT

CLEVELAND — "I think the words 'discount,' or '40 per cent off,' or 'price cut,' have just about had it," Mike Spector, prexy of the Society of Record Dealers of America, told a group of Northern Ohio dealers here Wednesday (30). "Instead," Spector asked, "why don't we feature 'values' and why doesn't our advertising stress 'savings'?" Prior to the meeting here, Spector covered much the same ground Tuesday (29) before the Upper New York State Record Dealers Association in Syracuse.

"Once you're established as a price-cutter, it is very hard to come back to a legitimate price basis," Spector told the dealers, urging them at the same time to accept the many good deals available from suppliers, "pass these savings on to your customers and still make a fair profit. Such values are the weapons you use to fight

price competition. They will certify your store as a house of values. Supermarkets and discount centers do not sell everything at a marked down price."

In line with the idea of special deals offered by diskeries, Spector cited Mercury and Audio Fidelity as being among those who "have had good programs to increase our record business during slow months. We ought to back these companies in their efforts whenever good business judgment tells us to do so. I would also like to mention London Records' 'Operation Gift Wrap.' This is designed to sell the record store as a gift center. We dealers could take the London lead and do more promotion on our own to talk about records as gift items. Every dealer should have a sign in his store stating that he offers gift certificates."

On the matter of dealers undertaking co-operative efforts, Spector noted that: "There is a strong trend today for the dealers to group together and pool their buying in special cases. Co-op advertising with dealers' groups is coming into vogue and Boston dealers are putting out jointly a consumer booklet with disk news and detachable coupons worth special discounts and a mystery bonus at member stores. In Miami, we are about to

(Continued on page 11)

No Col. Release Change Under New A.&R. Policy

NEW YORK—There will be no change in Columbia Records single or album release schedule as the result of the changes in the a.&r. set-up at the firm (The Billboard, September 21). Altho there are now 12 "equal and independent" a.&r. staffers, Columbia will continue to release records according to the market, and not according to numbers. This was stated by Stan Kavan, Columbia Records newly appointed co-ordinator of a.&r. this week.

Kavan noted that Columbia accelerates or decelerates releases depending upon the "hotness" of the artist, condition of the market, etc. Stonewall Jackson, Kavan noted, who became a hot artist with "Waterloo" will now get more re-

leases and more push than he did before the smash. The diskery likes to keep itself in a liquid position, according to Kavan, to enlarge or decrease its single, and or album releases as necessary.

The co-ordinator stated that the firm had not anticipated that the Mormon Tabernacle Choir's recording of "Battle Hymn of the Republic" would become a single release, but when it developed into a hit the firm pulled it out of the album. The same is true of the Johnny Mathis "Misty" which was also culled from an album after it started to get calls as a single.

On the album side, Kavan pointed out that Columbia tries to treat albums the way it does singles. It tries to come up with hit albums. Kavan stated that his albums sell a lot more copies now than it used to, due to the expansion of the LP market and the attraction of LP's from an economy standpoint. Altho more and more singles are coming out of albums, Kavan stated he felt it was much harder to make artists via albums than single records, but he noted that it can be done, pointing out that Ray Conniff has become a hit-maker via albums, not singles.

Benton Treks Own R.&R. Pkg. Show

NEW YORK—Brook Benton, one of the hottest of the new hit-makers, left last week with a rock and roll package that will last 10 weeks and cover 50 cities. The package, Benton's own, is called "The Brook Benton Show" and features Benton as headliner plus Ruth Brown, the Falcons, and the James Moody ork with Hilton Jefferson. Show is being booked by Shaw-Artists.

According to Dave Dreyer, the music publisher and Benton's manager, show is almost completely booked up as of now, for the entire tour. Clyde Otis, Mercury Eastern recording chief, who a.&r.'s Benton's dates, accompanied the singer on his first appearance in Richmond on Friday (2). Tour is expected to make a hefty bundle for the singer.

Acuff-Rose to Market New Acuff TV-er

NEW YORK — Acuff-Rose Artists Corporation, Nashville, is handling sales and distribution for the new TV film series "Roy Acuff's Open House," which goes on the market shortly.

The 39 week series, packaged by Milroy Productions, Inc., stars Acuff, and features 30 "Grand Ole Opry" performers, including the Wilburn Brothers, June Webb, Smoky Mountain Boys, and the Open House Square Dancers. The format concentrates on country and Western music, plus some pop standards.

A complete merchandising package will be made available to regional advertisers — tie-ups with Acuff's personal appearances, special commercials by Acuff and promotional use of disks cut by those in the cast. Sales reps already appointed include John T. Link, who will headquarter at the Acuff-Rose Nashville offices, and Ben Berry, Chicago.

GOULD WINNER OF HI-FI AWARD

NEW YORK — The High-Fidelity Institute's annual award for "Outstanding Contributions to Music" this year will be presented to composer-conductor Morton Gould at the opening of the High-Fidelity Music Show here at the New York Trade Show Building Tuesday (6).

The award will be made by Joseph N. Benjamin, president of the Institute of High-Fidelity Manufacturers. Gould, a pioneer in the techniques of stereo recording, cut the first album ever released in which orchestrations were specially arranged for stereo. "Bats and Bows," on RCA Victor.

Mayfair Is Newest N. Y. Distrib

NEW YORK—Another new distributor opened its doors in New York last week, the third new record jobber to start in business here this year. New firm is called Mayfair Distributing Company, and the boss of the firm is Jerry Winston. In partnership with Winston are Al Hirsch of Malverne Distributors; Bill Schockett, also of Malverne, and Sam Goldner, a cousin of George Goldner of Gone and End Records. The same group, except for Goldner are all associated with Wendy Distributors of Newark, N. J. The lines being handled by Mayfair are Jamie, Guyden, Gone, End, Mardi Gras, Greycliff, Scepter and Prince.

The entry of Mayfair into the distributing scene intensifies the struggle for lines in New York. There are now 10 active distributors in the city, sparked partly by the flood of new labels and partly by the success of the established New York record distrib.

Majors Still Rule LP Chart But Hot Indie Artists Score

By HOWARD COOK

NEW YORK—The majors continue to come thru album-wise with album market, but the indies continue to come thru albumwise with their own hot artists. It is interesting to note that in most cases among the indie labels, once one of their artists does come up with a best-selling package, the follow-up sets also tend to do well.

Among the indies listed on the current LP chart, Verve is represented via "Inside Shelly Berman," one of the few albums for that label to score in a while. Argo's Ahmad Jamal has at times been on the charts with more than one LP, but that label has not yet come up with another best-selling artist in the over-all LP market.

Liberty now holds two positions on the chart, and both of these are by Martin Denny. Mantovani has been a consistent scorer for London Records, having had as many as five LP's on the chart at the same time, but few other London sets have made the chart.

The same is true for Jamie with Duane Eddy, who clicked initially with "Have Twangy Guitar, Will Travel" and repeated with "Especially for You." To date he is Jamie's only artist on the chart. Roger Williams has been Kapp's LP money maker, and Ricky Nelson has had several hit LP's for Imperial. The Dot has been on the charts with sets by Pat Boone and various sound tracks, Billy Vaughn is their only artist currently to have a hit LP, and that label's best-

selling albums have been shared among few artists. M-G-M, one of the larger companies has two LP's among the top 50.

In the cases of the other indies, those LP's listed are the first for those labels to reach the chart.

The over-all make-up of the chart has undergone interesting changes during the past year. Sets by male vocalists are still the top selling items. On the present chart there are 14 by solo male vocalists and three by the Kingston Trio for a total of 17 listings. Instrumental packages of various types show a strong increase with several classical items reaching the over-all best selling chart and with jazz-type packages such as the "Peter Gunn"

LP's "77 Sunset Strip" and the Andre Previn-David Rose "Secret Songs for Young Lovers" contributing heavily. The combined total with the usual mood and dance instrumented items is 16. Original casts and sound tracks total nine. Other miscellaneous LP's include a spoken word LP, one by Keely Smith, the only girl singer on the chart at the moment and Original Sound's specialty best seller.

Best selling artists on the chart are Johnny Mathis and Mitch Miller who have five apiece. The Kingston Trio and Frank Sinatra are second with three each.

Columbia is in first place among the majors with 16 listings. Capitol has 11, and RCA Victor has six.

New Copyr't Study Would Clarify Reciprocal System

WASHINGTON—Interestingly timed, in the wake of the recent Kruschchev visit, was last week's release of a study on copyright protection of foreign musical and literary works by the copyright office—the 20th in a series looking toward revision of the 1909 Copyright Act. The study, and comments, incline toward more leniency in granting copyright protection to nationals of all countries—with exception provided for countries like the U.S.S.R., which offers no copyright protection for works of non-nationals.

Under the present U. S. law, there is a cumbersome system of "proclaimed" countries, which are declared eligible to copyright protection here by the President, it is pointed out in the study, "protection of works of foreign origin," by Copyright Office legal adviser Arpad Bogsch. Also involved in this setup are overlapping and sometimes conflicting provisions of the Universal Copyright Convention and the Buenos Aires Convention, to which the U. S. subscribes. Some 35 countries are so-called "proclaimed" countries, and 25 more are covered by treaty or copyright "Convention" terms.

Recording or "compulsory licensing" rights under the U. S. Copyright Act have to be considered separately. A "proclaimed" country's nationals are only eligible for recording rights if their country afforded the same privilege to

American citizens. This meant that the President had to make a separate finding and proclamation as regarded musical recording rights, unless both were specifically granted in the original proclamation.

Most foreign countries grant reciprocal copyright protection to aliens under some treaty form or other. France and Portugal freely grant protection, with no strings attached — with the result that French works get reciprocal protection in more countries than any other nation, Bogsch points out. Russia, on the other hand, has

concluded no reciprocal copyright protection agreement with any country in the world, "so far as is known."

The Library of Congress study offers three choices: 1. To leave the present system largely as it is, but clear up cloudy areas of overlap under treaty and conventions; 2. Grant copyright protection freely to works by citizens of all nations — with a resultant gain in cultural prestige and an end to the cumbersome juggling and reviewing of proclamations, which time and change require; 3.

(Continued on page 11)

Ruskys Dig Glenn Miller; 'Moscow Nights' Still Tops

NEW YORK — There are now more orks playing Glenn Miller arrangements in Moscow than there are in the U. S. This is the opinion of Elliot Lawrence, the conductor-arranger who returned recently from a six-week musical trek in Russian. Lawrence conducted 46 Russian musicians for the State Department Show over there last summer in Moscow and Leningrad and handled the batoning on the Ed Sullivan Moscow variety seg. The tunes that the Russian orks are playing in the Moscow restaurants are the old Miller hits like "Little Brown Jug," "Harlem Nocturne" and such.

But Lawrence stated that the biggest tune in Russia is still "Moscow Nights," the song that has been the top Russian pop hit for almost a year.

Lawrence noted that the Russian

musicians he conducted were equal to the best he has led anywhere. He said, however, that the instruments the brass and woodwind men used were not nearly of the quality of their American counterparts.

Records and sheet music are priced inexpensively, Lawrence noted, with records available in record shop music stores and department stores in the large cities. LP's and 78's are the two types of records, he said, with the 45's as yet uncommon in Moscow or Leningrad.

Lawrence, who has been back in the U. S. for four weeks, is now dickering for another conducting job in the Middle East. Lawrence has a new jazz set out on Fantasy and another soon to be released on Top Rank.

N.R.C. Disk Co. Buys Judd Label

NEW YORK—The N.R.C. Record Company here has purchased Judd Phillips' Judd label, which currently has a promising single in Ray Smith's "That's All Right."

Judd is joining N.R.C.'s offices here and will work on promotion for both the Judd and the N.R.C. labels. Artist and repertoire for both lines will be handled by N.R.C. topper Bill Lowery, N.R.C. exec Boots Woodall and Judd.

The N.R.C. firm is currently on the "Hot 100" chart with Tony Bellus' "Robbin' the Cradle." The label has also hit the charts with Paul Peek and Joe South.

KIDISK EDUCATIONALS KEYNOTE LUSH FIELD

NEW YORK—The educational segment of the kiddie record field — sales to schools thru local dealers — is experiencing a very healthy growth, according to David Stevenson, vice-president of Children's Record Guild, Inc., whose lines include Young Peoples Records, Living Language and Living Method Courses, etc. Stevenson is urging distributors to point up this angle of the business, because it has already been proved that those dealers who have cultivated school business have found it lush — with the added inducement that in-school listening leads to additional sales at the store level.

The exec noted that the booming birth rate and the consequent expansion of the school system thru-

Jazz Fiesta Season Ends At Monterey

HOLLYWOOD — The last jazz clambake of the season, the Monterey Jazz Festival, got under way last weekend with a galaxy of jazz stars. On hand, in addition to all the spectators, were recording men, including Atlantic's own Nesuhi Ertegun, here to record the Woody Herman ork, made up of a group of all stars, and the Modern Jazz Quartet.

The Monterey execs hoped for an audience of 35,000 when it opened on Friday night (2). If it hits that figure it will become the third largest jazz fest, following

(Continued on page 11)

All-State to Operate Tobin Distribution

CHICAGO — All-State Distributors this week absorbed the operation of its subsidiary, Tobin Record Distributors. The move was made to fortify a single line with singles and album offerings.

All-State has been specializing in singles, carrying the Chess-Checker, Imperial, Atlantic and Specialty labels. Tobin, which was formed when All-State recently bought out Frumkin Sales, distributed the predominantly LP lines of Grand Award, World Pacific, Riverside, Contemporary, Good Time Jazz, Blue Note and Hi-Fi.

Earl Glicker, manager of Tobin, becomes sales manager of All-State. Paul Glass is owner of the firm.

Siegel Dies in Plane Crash

WACO, Tex. — Herman (Hy) Siegel, national sales manager of Savoy Records, died in a plane crash near here early Wednesday (30). Siegel was one of 34 victims lost in the crack-up of a Lockheed Electra prop-jet plane which was operated by Braniff Airways. The plane which exploded in midair, was bound from Houston to New York.

Siegel is perhaps best remembered as one of the original founders of Apollo Records. For some time he was associated with the Berman family in the diskery, after which he disposed of his interest in the company. Still later, he returned to work under Bess Berman as sales manager for the label. Three years ago, Siegel joined Herman Lubinsky's Savoy Records as sales chief. Siegel leaves his wife and three children, aged 21, 17 and 11.

Chi SORD to Hear Spector And Abner

CHICAGO — The Chicago Chapter of the Society of Record Dealers (SORD) will hear its national president, Martin Spector, a Florida retailer, at a meeting Tuesday (6) at 8 p.m. at Toffenetti's, 51 West Randolph Street.

Also scheduled to speak is Ewart Abner, manager of Vee-Jay and Abner Records, who is president of the American Record Manufacturing and Distributors Association (ARMADA). Abner's subject is "The Manufacturer and Distributor: Friend or Foe of the Retailer?"

Spector also addressed dealer meetings last week in Syracuse (29) and Cleveland (30).

KINGSTON CONCERT TREK LOOMS AS A BONANZA

CHICAGO—Concert appeal of the Kingston Trio will be exploited in 39 college dates over the next 60 days sold by Associated Booking Corporation. The field shows increasing signs of being a gold mine for the folk trio.

For example, the act has already sold out a 3,788-seat theater at the University of Indiana for next Saturday (10) for a gross of \$6,000. ABC concert booker Paul Bannister said the box office opened at 8 a.m. one morning last week and 90 minutes later the seats were cleaned out. Lincup at the b.o. began at 10 p.m. the night before by students employed by fraternity houses to wait up all night to buy stacks of tickets for frat members.

Similarly, Northwestern University's 2,500-seat Cahn Auditorium was cleaned out in 30 minutes last Thursday for a performance October 13

A huge sellout appears assured for October 14 at the Civic Center, Lansing, Mich., Bannister reported. For a house scaled to gross \$12,000 seats were half sold by last Tuesday. The Kingstons, taking out 50 per cent, were guaranteed \$4,250 for the date.

Besides the 39 college concerts, the trio's two-month tour includes a pair of weeks at the Chase Hotel, St. Louis.

Another unit with socko youth appeal in the Associated stable is the Ahmad Jamal Trio. The jazz group grossed \$5,470 in a concert at the University of Indiana Saturday, September 26, going into percentage on a 60 per cent deal, according to Bannister. Jamal has other dates coming up at the Universities of Michigan, Illinois, Georgia and Colorado, settling down October 21 for two weeks at Chicago's Blue Note.

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HER FINEST RECORD TO DATE*

"IF AND WHEN"

and

"I'LL NEVER SMILE AGAIN"

#55214

LIBERTY Record Sales Corp.

Distributed in Canada by London Records of Canada, Ltd., Montreal



1959 NARAS NOMINATIONS

• Continued from page 2

BEST JAZZ PERFORMANCE—GROUP

1. Chances Are It Swings—Shorty Rogers
2. I Dig Chicks—Jonah Jones
3. More Music From Peter Gunn—Henry Mancini
4. Red Norvo in Hi-Fi
5. Shorty Rogers Plays the Wizard of Oz—Shorty Rogers

BEST CLASSICAL PERFORMANCE—ORCHESTRA

1. Beethoven: Symphony No. 6—Pierre Monteux, Vienna Philharmonic
2. Debussy: Images for Orchestra—Charles Munch, The Boston Symphony Orch.
3. Rossini Overtures—Fritz Reiner, The Chicago Symphony Orch.
4. Tchaikovsky: Capriccio Italien; Rimsky-Korsakov: Capriccio Espagnol—Kondrashin, The RCA Victor Symphony Orch.
5. Tchaikovsky: 1812 Overture; Ravel: Bolero—Morton Gould and His Orchestra

BEST CLASSICAL PERFORMANCE—CHAMBER MUSIC Incl. CHAMBER ORCHESTRA

1. Beethoven Sonatas No. 21 in C, Op. 53 and No. 18 in E Flat, Op. 53—Artur Rubinstein
2. Beethoven Piano Quartet in E Flat, Op. 16; Schuman Piano Quartet in E Flat, Op. 47; The Festival Quartet
3. Cello Galaxy—Felix Slatkin, Concert Arts Orch.
4. Four Italian Sonatas—Nathan Milstein
5. Villa Lobos String Quartet—The Hollywood String Quartet

BEST SELLING PERFORMANCE—CONCERTO OR INSTRUMENT SOLOIST WITH FULL ORCHESTRAL ACCOMPANIMENT

1. Brahms: Violin Concerto in D—Henryk Szeryng; The London Symphony Orch. Monteaux
2. Brahms: Piano Concerto No. 2—Arthur Rubinstein; The RCA Victor Symphony Orch. Kripps
3. Mendelssohn; Violin Concerto in E Minor, Op. 64; Prokofieff; Violin Concerto No. 2 in G Minor—Jascha Heifetz; Boston Symphony Orch., Munch
4. Rachmaninoff: Piano Concerto No. 3—Van Cliburn, Symphony of the Air, Kondrashin
5. Tchaikovsky: Piano Concerto No. 1—Vladimir Horowitz, NBC Symphony, Toscanini

BEST CLASSICAL PERFORMANCE—INSTRUMENTAL SOLOIST OTHER THAN FULL ORCHESTRAL ACCOMPANIMENT

1. Beethoven Sonatas No. 21 and 18—Artur Rubinstein, Piano
3. Four Italian Sonatas—Nathan Millstein, Violin
4. Berg: Sonta for Piano, Op. 1; Krenek: Sonta No. 3, Op. 92; Schoenberg: Three Piano Pieces, Op. 11—Glenn Gould, Piano
5. Pennario Plays—Leonard Pennario, Piano
6. Presenting Jaimie Laredo—Jaimie Laredo, Violin

BEST CLASSICAL PERFORMANCE—VOCAL SOLOIST WITH OR WITHOUT ORCHESTRA

1. A Brahms-Schumann Recital—Maureen Forrester
2. Bjoerling in Opera—Jussi Bjoerling
3. Maria Callas Portrays Verdi Heroines
4. Milanov Operatic Arias—Zinka Milanov
4. The Art of Song—Cesare Valletti

BEST CLASSICAL PERFORMANCE—OPERA CAST OR CHORAL

1. Mozart: The Marriage of Figaro—R. Peters, G. London, L. Della Casa, Vienna Philharmonic Orch, Leinsdorf
2. Rossini: The Barber of Seville—R. Peters, C. Valetti, R. Merrill, G. Tozzi, Metropolitan Orch. and Chorus, Leinsdorf.
3. Saint-Saens: Samson & Delilah—R. Stevens, M. Del Monaco, Metropolitan Opera Orch. and Chorus, Faustocleva
4. The Beloved Choruses—Mormon Tabernacle Choir
5. Verdi: The Force of Destiny—Z. Milanov, G. Di Stefano, L. Warren, R. Elias, G. Tozzi; Orchestra and Chorus of the Academia De Santa Cecilia, Rome, Previtali

BEST MUSICAL COMPOSITIONS FIRST RECORDED AND RELEASED IN 1959—MORE THAN FIVE MINUTES' DURATION

1. Anatomy of a Murder—Duke Ellington
2. More Music From Peter Gunn—Henry Mancini
3. Prokofieff: The Overture Russe, Op. 72 — The Paris Conservatoire Orch., Martinon
4. St. Lawrence Suite (From the Album "Doubling in Brass"): Morton Gould and His Symphonic Orch.
5. Shostakovitch: Concerto No. 2 for Piano and Orchestra, Op. 101—Leonard Bernstein and New York Philharmonic

BEST SOUND TRACK ALBUM—BACKGROUND SCORE FROM MOTION PICTURE OR TELEVISION

1. Anatomy of a Murder—Duke Ellington (From motion picture.)
2. More Music From Peter Gunn—Orch. Cond. by Henry Mancini (From TV show.)
3. Pete Kelly's Blues (From TV show.)
4. The Music From M Squad—Orch. Cond. by Stanley Wilson (From TV show.)
5. The Nun's Story (From motion picture.)

BEST SOUND TRACK ALBUM—ORIGINAL CAST MOTION PICTURE OR TELEVISION

1. For the First Time (From motion picture.)
2. Porgy and Bess (From motion picture.)
3. Sleeping Beauty (From motion picture.)
4. Some Like It Hot (From motion picture.)
5. The Five Pennies (From motion picture.)

BEST BROADWAY SHOW ALBUM

1. A Party With Betty Comden and Adolph Green
2. Ages of Man—Sir John Gielgud
3. Gypsy
3. Once Upon a Mattress
5. Redhead

BEST COMEDY PERFORMANCE—SPOKEN WORD

1. Hamlet—Andy Griffith
2. Inside Shelly Berman
3. Look Forward in Anger—Mort Sahl
4. Sick Humor—Lenny Bruce
5. Stan Freberg with Original Cast

BEST COMEDY PERFORMANCE—MUSICAL

1. A Party With Betty Comden and Adolph Green
2. Charlie Weaver Sings for His People
3. Monster Rally—Hans Conreid, Alice Pearce and the Creatures
4. Musically Mad—Orchestra Mis-Led by Bernie Green and the Stereo Madmen
5. The Battle of Kookamonga—Homer and Jethro

BEST PERFORMANCE—DOCUMENTARY OR SPOKEN WORD OTHER THAN COMEDY

1. A Lincoln Portrait—Carl Sandburg
2. Ages of Man—Sir John Gielgud
3. Mark Twain Tonight—Hal Holbrook
4. New York Taxi Driver—Tony Schwartz
5. Sherlock Holmes, Basil Rathbone Reads

(Continued on page 9)

Roulette Debs 'Formula 15'

NEW YORK—Roulette Records is offering a 15 per cent discount on all albums this month to "qualifying dealers." The discount, which includes Roulette's new October album release, will be handled thru the label's distributors, who will also determine which dealers are "qualified."

Tagged "Formula 15," the discount plan covers all albums in the Roulette, Tico and Roost catalog, but excludes the label's new low-priced classical line, Forum Records. Members of the Roulette Dealers Record Club have already received one copy of each LP in the new October album release at the reduced price, in accordance with the club's provisions.

Roulette's October release spotlights the following: "Basie-Eck- (Continued on page 19)

Miele Named New UA Sales Manager

NEW YORK—Andy Miele has been pegged as the new sales manager for United Artists Records, effective immediately. Miele had been with Capitol Records for the past eight years. His most recent position with Capitol was as the Eastern district sales manager, a post which he held for the past two and one-half years.

The diskery is planning to release two albums from the new Harry Belafonte film, "Odds Against Tomorrow." One is the sound track score, which utilizes a 22-piece ork and the Modern Jazz Quartet. The second is an adapta- (Continued on page 19)

Col. Appoints Masterworks Co-Ordinator

NEW YORK — Columbia Records prexy Goddard Lieberson has appointed Schuyler Chapin, concert management pro, as executive co-ordinator of the firm's Masterworks department. In the new position Chapin will handle executive and administrative functions for the department, and will correlate artist relations, recording and administrative activities.

The post of executive co-ordinator is a new one for the company, and it was established, according to Lieberson, as separate musical recording functions from administrative duties. Chapin thus holds a position in Columbia's classical department similar to Stan Kavan's position in the pop department. John McClure remains as execu- (Continued on page 19)

PRETTY SLOPPY PROMOTION IDEA

NEW YORK — Reed Records, Birmingham, has come up with a new slant on pin-up girl contests. However, they may encounter major difficulties in getting fems to enter it.

The contest, staged to promote a new Reed disk, "Pig," by the Flares, will seek to find a Miss Pig, described in the lyric as having "black teeth, big feet, fat jaws, long paws. Have a fat nose like on a pig grows. Eat sloppy and her ears are floppy."

Reed is asking deejays to send pictures of all contestants —if any—to the record company for final judging.

He who hath an ear
Let him hear!

— soon —

the most stirring
and inspiring
song of our time!

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We take second place to the White Sox for the most hits

SO MANY WAYS
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 Stereo 10019

GOODBYE CHARLIE
 Patti Page
 71510
 Stereo 10016

UNFORGETTABLE
 Dinah Washington
 71508
 Stereo 10015

ONE MORE CHANCE
 Rod Bernard
 71507

YOUNG IN YEARS
 The Diamonds
 71505
 Stereo 10017

**WHERE
 and
 WISH IT WERE ME**
 The Platters
 71502
 Stereo 10018

**BREAKING UP
 IS HARD TO DO**
 Jivin' Gene
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BOOGIE BEAR
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*Here's
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ACTION!!*

*OVER
76,000*

*Ordered Monday
Sept. 28*



CHALLENGE



HOT 100 ADDS TEN

NEW YORK—Ten new sides appear for the first time on this week's Hot 100 chart. Details are:

- 45. **Woo-Hoo**—The Rock-A-Teens, Roulette.
- 58. **Misty**—Johnny Mathis, Columbia.
- 77. **Some Kind-A Earthquake**—Duane Eddy, Jamie.
- 86. **If I Give My Heart to You**—Kitty Kallen, Columbia.
- 88. **Heartaches By the Number**—Guy Mitchell, Columbia.
- 93. **Joey's Song**—Bill Haley & His Comets, Decca.
- 94. **Unforgettable**—Dinah Washington, Mercury.
- 95. **Just to Be With You**—The Passions, Audiocon.
- 98. **Bad Girl**—The Miracles, Chess.
- 100. **Love Walked In**—The Flamingos, End.

1959 NARAS NOMINATIONS

• Continued from page 6

BEST PERFORMANCE BY "TOP 40" ARTIST

- 1. A Big Hunk o' Love—Elvis Presley
- 2. Broken-Hearted Melody—Sarah Vaughan
- 3. Charlie Brown—The Coasters
- 4. Makin' Love—Floyd Robinson
- 5. Midnight Flyer—Nat King Cole
- 6. Neil Sedaka—Neil Sedaka

BEST COUNTRY AND WESTERN PERFORMANCE

- 1. Battle of New Orleans—Johnny Horton
- 2. Don't Tell Me Your Troubles—Don Gibson
- 3. Home—Jim Reeves
- 4. Set Him Free—Skeeter Davis
- 5. Tennessee Stud—Eddy Arnold

BEST RHYTHM AND BLUES PERFORMANCE

- 1. A Big Hunk o' Love—Elvis Presley
- 2. Charlie Brown—The Coasters
- 3. Guess Who—Jesse Belvin
- 4. Midnight Flyer—Nat King Cole
- 4. What a Difference a Day Makes—Dinah Washington

BEST PERFORMANCE—FOLK

- 1. Belafonte at Carnegie Hall—Harry Belafonte
- 2. Tennessee Stud—Eddy Arnold
- 3. The Wilderness Road—Jimmy Driftwood
- 4. At Large With the Kingston Trio—Kingston Trio
- 5. The Wild, Wild West—Ralph Hunter Choir

BEST RECORDING FOR CHILDREN

- 1. Hansel and Gretel Original Sound Track Recording—Michael Myerberg Film
- 2. Peter and the Wolf—Peter Ustinov, Narrative
- 3. Popeye's Favorite Sea Chanties—Capt. Allen Swift
- 4. The Arabian Nights—Marla Ray
- 5. Three to Make Music—Cinderella—Mary Martin, the Little Orch. Society Cond. by Thomas Scherman

BEST ARRANGEMENT

- 1. An Evening With Lerner and Lowe—Johnny Green, RCA Victor Symphony Orch. and Chorale (arranger Johnny Green)
- 2. Come Dance With Me—Frank Sinatra (arranger Billy May)
- 3. Mack the Knife—Bobby Darin (arranger Richard Wess)
- 4. More Music From Peter Gunn—Henry Mancini (arranger Henry Mancini)
- 5. Strings Aflame—Esquivel (arranger Esquivel)
- 6. Victory at Sea, Vol. 2—R. Russell Bennett, RCA Symphony Orch. (arranger R. Russell Bennett (Remake))

BEST ENGINEERING CONTRIBUTION—CLASSICAL RECORDING

- 1. Doubling in Brass—Morton Gould
- 2. Rossini Overtures—Fritz Reiner, Chicago Symphony
- 3. Tchaikovsky: Capriccio Italien, Rimsky-Korsakov: Capriccio Espagnol—Kiril Kondrashin, RCA Victor Symphony
- 4. Tchaikovsky: 1812 Overture; Ravel: Bolero—Morton Gould and His Orchestra
- 5. Victory at Sea, Vol. 2—Robert Russell Bennett and RCA Symphony Orch. (Remake)

BEST ENGINEERING CONTRIBUTION—NOVELTY RECORDING

- 1. Alvin's Harmonica—David Seville
- 2. Orienta—Marco Polo Adventures
- 3. Supersonics in Flight—Billy Mure
- 4. The Bat—Alvino Rey
- 5. Wild, Wild West—Ralph Hunter Choir

BEST ENGINEERING CONTRIBUTION OTHER THAN CLASSICAL OR NOVELTY

- 1. Belafonte at Carnegie Hall—Harry Belafonte
- 2. Big Band Guitar—Buddy Morrow
- 3. Compulsion to Swing—Henri Rene
- 4. New Sounds at the Roosevelt—Larry Elgart
- 5. Strings Aflame—Esquivel

BEST ALBUM COVER

- 1. Anatomy of a Murder—Duke Ellington and His Ork
- 2. For LP Fans Only—Elvis Presley
- 3. Porgy and Bess—Lena Horne, Harry Belafonte
- 4. Shostakovich Symphony No. 5—Nat'l Symphony Orch.—Howard Mitchell
- 5. The South Shall Rise Again—Phil Harris

BEST NEW ARTIST OF 1959

- 1. Bobby Darin
- 2. Edd Byrnes
- 3. Johnny Restivo
- 4. Mark Murphy
- 5. Mavis Rivers

MOVIE REVIEW

'Pillow Talk' Looks Like Pay-Off

The pairing of the nation's No. 1 male and female movie box office attractions—Doris Day and Rock Hudson—should make "Pillow Talk" one of the year's top movie grossers.

It also should pay off at the record dealer level, since both Miss Day and Hudson have cut the four tunes featured in the film—"Roly Poly," "Possess Me," "Inspiration" and the title tune, "Pillow Talk." Two Columbia singles by the canary—featuring all four songs—and one Decca single by Hudson (title tune and "Roly Poly") were released last month.

Once the movie is shown nationally at least one—and possibly all three singles—should take off big sales-wise. Altho the film isn't a musical, the tunes are neatly integrated into the plot, and each receives an effective showcase. "Pillow Talk" (a bright ditty sung by Miss Day behind the titles) gets the biggest sendoff, while a pretty ballad, "Inspiration," is used as a running plot gag thruout the film, with Hudson, portraying a wolfish songwriter, using it to woo successive girl friends, substituting a different name each time in the lyric.

The comedy is slickly commercial in every department with eye-catching sets, good performances by the stars plus Tony Randall and Thelma Ritter; a funny script and fine color.

Doris Day sings better, but Rock Hudson's Decca disk may very well move out in front sales-wise, in view of the extensive cross-country campaign recently undertaken by the handsome actor to plug the platter in person with deejays, dealers and record fans.

June Bundy.

* * *

NIGHT CLUB REVIEW

'Pieces of Eight' Cheery Revue

Julius Monk's latest tab revue, "Pieces of Eight," which opened at the Upstairs at the Downstairs in New York last week (September 24) continues the tradition of smart revue entertainment started by the impresario four years ago. Altho "Pieces of Eight" is a bit softer and less biting than the original "Four Below" or "Son of Four Below" or even "Take Five" after it, it is still a bright, cheery show, neatly paced and cleverly sung and acted by the six performers. It starts slowly, but once it hits its stride about the middle of Act I, it keeps the laughs coming steadily, and it ends up with the audience wanting more.

One of the most attractive aspects of all of the Monk revues has been the ebullience of the young cast. This one is no exception. Some of the performers are holdovers from earlier editions, but all of them are excellent. Perhaps the most impressive is Jane Connell, who can make more faces and sing more songs in funnier ways than many an actress in a Broadway musical, but the other fem members of the cast, Ceil Cabot and Estelle Parsons, and the three men, Gerry Matthews, Gordon Connell and Del Close were all strong, too.

The show contains satirical skits on such subjects as TV shows (the takeoff on "Open End" is a gem), elections, Broadway musicals (inspired by "Pajama Game" and "Flower Drum Song"), Radio City Music Hall shows, the banning of "Lady Chatterly's Lover," and statehood for Alaska and Hawaii. Best skits were penned by Bud McCreery, and Bill Dana. Rod Warren, David Davenport and William Roy, Martin Charnin and Bob Kessler, Dennis Marks and Alan Friedman, all contributed clever lyrics and music. William Roy and Carl Norman handled the twin piano backing. Show could easily be made into a package to play intimate boites in other cities. Offbeat Records cut the whole show for LP release yesterday (4).

Bob Rolontz.

* * *

CONCERT REVIEW

MJQ, Beaux Arts at Town Hall

One of the opening salvos in the fall concert season was fired last Friday (25) when The Record Hunter, a Fifth Ave. disk outlet, paired the Modern Jazz Quartet and the Beaux-Arts String Quartet at Town Hall.

The program began with the Beaux-Arts tasteful, flowing reading of Haydn's Quartet in C, Opus 74, No. 1. While none of the players are virtuoso performers, their delicacy and good instrumental balance compensated for shortcomings in full sound and intonation.

High spots in the evening were new works utilizing both groups in concert. John Lewis, of the Modern Jazz Quartet, and classical musician Gunther Schuller are busy bees in the cross-fertilization of the jazz and classical idioms. Of the two compositions, Lewis' "Sketch" was perhaps the more successful. His short, almost fragmentary essay is an exciting blend of textures. The single melodic line of the jazz quartet and the chordal structure of the classical ensemble combined in happy fashion.

Schuller, who conducted his "Conversations," is less concerned with textural interplay than with the possibilities of eight different instruments. There are echoes of Bartok, electronic music and atonality here. Lewis' men concluded the evening with a number of shorter selections in different moods. Once again, the Modern Jazz Quartet demonstrated its originality and impressive musicianship.

Both "Sketch" and "Conversations" were recorded last week by Atlantic Records and are scheduled for early release.

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Stress Value, Not Discounts

Continued from page 3

engage in newspaper advertising. There will be about 15 dealers mentioned in the ads. It will cost each dealer about 35 cents an inch."

Continuing on the theme of united activity, Spector noted the achievements of the SORD in its first 14 months. "Hundreds of dealers have eagerly joined us and I say to you without fear of contradiction that this organization has infused new life, strength and confidence into the retail record business. We have been able to reach the top echelon of record companies, something which had been impossible before. We have obtained admissions from these people that the dealer was entitled to sell his records before they are placed in a club. We have demanded and received better return and exchange privileges, an important achievement."

After alluding to SORD's active support of a lawsuit launched in

Chicago by several dealers against the record clubs of Capitol, RCA Victor and Columbia, Spector outlined future plans of the organization. "We intend to supply members with information on inventory control, promotions, ad layouts, display ideas, marketing and accounting procedures and many other types of services which the dealer could not afford. We are also studying the feasibility of group buying on a national scale and we are investigating the possibility of offering group insurance to our members."

Somerset Debs

Continued from page 2

dealers comes to 93 cents each, instead of the normal cost of \$1.23, after the dealer has returned the singles. The plan will be effective for the entire month of October, and is payable by December 28, 1959.

Pa. ARD Charter

Continued from page 2

hearing the State court sustained the association's request for a charter last Tuesday (22).

The suit brought by Sidney Meyers, head of Bandstand Record Shop and president of the Penna. ARD, is due to come up in court next month, it is believed. Meyers' suit was started against three local department stores, Gimbel's, Lit Bros. and Strawbridge and Clothier. The basis of the suit was that the department stores allegedly sold records at less than cost, which is prohibited in Pennsylvania under the Commonwealth's Unfair Sales Law.

New Format

Continued from page 4

along with instrumental works by Liszt, Bizet, Mozart and Bach.

Many of the stories are told by Norman Rose and the Eugene Lowell Singers in a direct, non-patronizing style. Oscar Brand helps out on some of the folk material. The classical selections are played, for the most part, by Viennese orchestras under the direction of Hans Swarowsky and Felix Prohaska, two gentlemen in high standing with the adult market. Albums are notable for their taste and execution, often rare qualities in the juvenile field.

"Cinderella - Sleeping Beauty," Young People's Records 6001; "All Aboard," YPR 10001; "The Carrot Seed," YPR 10002; "Chisholm Trail," YPR 15001; "Little Pedro," YPR 15002; "Come to the Party," YPR 15003; "Sing Along," YPR 15005. Bernie Hodes.

Do's & Don'ts

Continued from page 3

tween re-recording necessitated by the usual deterioration would be an offsetting economy. Since extremes of temperature and weather conditions affect the disks, the study recommends that very special disks be transported in special containers and at constant temperatures, like certain foods.

The study makes parallel recommendations for preserving tapes, and notes that increased competition in the tape field is already resulting in constant improvement toward longevity.

Copies of the study can be obtained by writing the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., price 45 cents.

Copyright Study

Continued from page 4

Grant copyright protection freely—but with Presidential power to restrict or cancel it in case of nations which afford our works no similar protection.

Herman Finkelstein, counsel to the American Society of Composers, Authors and Publishers, would offer protection to works of all nationals, but would bar the authors from receiving income from U. S., if American authors were barred from income in the other nation. Finkelstein is hopeful that at some future date all countries will belong to some copyright covenant for mutual protection, and in the interim, he thinks authors of the various nations should not forfeit rights in properties already published.

John Schulman, of the American Guild of Authors and Composers (formerly Songwriters' Protective Association) would not offer protection to all, because he believes, with a number of other panelists, that this would kill incentive for more countries to join the Universal Copyright Convention. He'd prefer to leave the proclamation system as is, for now, or rely entirely on treaty and convention procedure rather than attempt an "impractical" if generous gesture.

Educationals

Continued from page 4

quota system, and it places a responsibility for quick servicing on the manufacturer—but it is paying off, according to the exec.

Stevenson, noting that major universities are using the firm's Living Language courses, stated: "We have not even scratched the surface of the many ways to use records as teaching aids. The jet age, greater tourism,

Fairs Medium For Hi-Fi Showcasing

Continued from page 1

rental, "Pepe said, "was about one half of the amount normally spent at a high fidelity show. It is also quite evident that the fair will finish up with the product having been exposed to 30 times the number of people. And, in addition, these are people who normally would not get such exposure. This represents the broadening of the market which is the objective of all component manufacturers."

Results of the JBL experiment at the LA County Fair is twofold. It opens up a new avenue of exposure for hi-fi component manufacturers seeking to reach the general public with the components philosophy as opposed to package (i. e. factory assembled) instruments to the fairs across the country. It provides a new source for exhibitors which heretofore had not utilized fairs to display their wares.

etc., are all helping to make poly-linguism more necessary, he noted.

Firm's Living Method line has now added a shorthand course which teaches three systems—Gregg, Pitman and Rapid Writing. At the beginning of 1960, Young People's Records will invade the children's language field with a line called "Young People Living Language, French and Spanish." This bridges the gap between the ages of five and 12.

Other languages will be added (the adult language line has 11). Price will be \$9.95.

Jazz Fiesta

Continued from page 4

the Playboy-Chicago clambake and the Newport shindig, and tied with the French Lick bash.

Stars appearing at the show included the Lambert-Hendricks-Ross Trio, Chris Barber Ork, Lizzie Miles, George Lewis Ork, Earl Hines Trio, Jimmy Witherspoon, J. J. Johnson, Coleman Hawkins, Ben Webster, Ornette Coleman, MJQ, Carl Tjader, Count Basie Ork, Oscar Peterson Trio, Sarah Vaughan and a symphonic brass ensemble conducted by Gunther Schuller. Jimmy Lyons managed the festival and John Lewis was the musical consultant.

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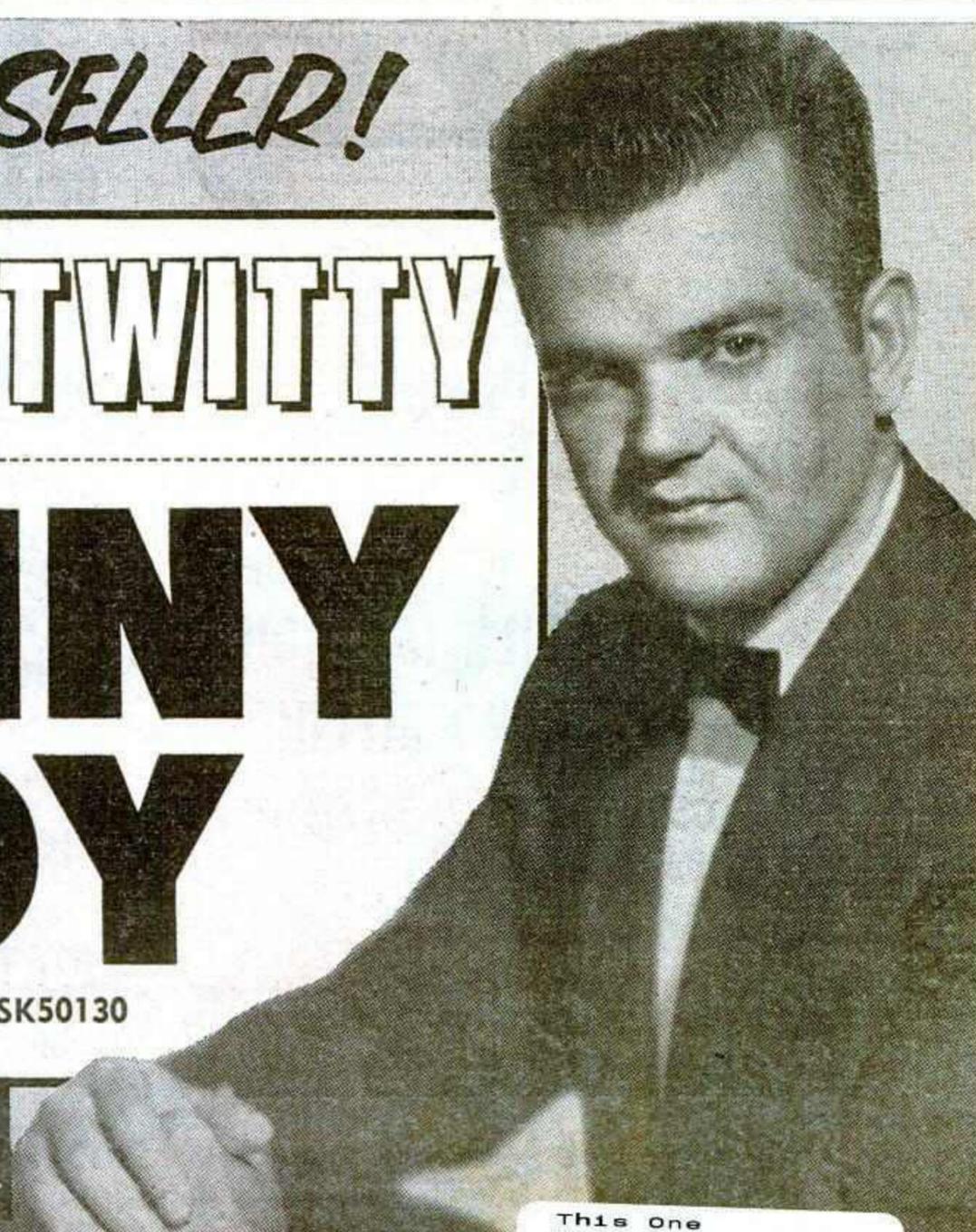
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Audio Feedback

By RALPH FREAS

The New York High Fidelity Show, sponsored by the Institute of High Fidelity Manufacturers, opens today (5) in its dual home consisting of the Hotel New Yorker and the New York Trade Show Building. The show is booked up with more than 100 exhibitors filling at least 150 separate exhibit rooms. As usual, the show is expected to bring with it a number of novel firsts. Jack Bernstein, who is handling publicity for the affair, filled us in on some of these in advance.

"For one thing," says Bernstein, "the theme of this year's event is 'Decorate Your Home With Music.' To dramatize that idea, we've got five special model rooms planned and decorated by members of the American Institute of Decorators. Naturally, they'll highlight the placement of high fidelity music units."

"Another thing we will have this year," Bernstein continued, "will be our squad of what we call 'decibel detectives.' These fellows will be equipped with a sound meter and it'll be their job to keep constantly moving around the show keeping track on the sound level in the various exhibits. We had it on a trial basis last year and it helped so much to keep exhibitors' enthusiasm under control, that we've decided to go all the way with it this year."

"And there are several other important things. Mayor Wagner has proclaimed Hi-Fi Music Week in New York to run along with the Hi-Fi Show. A highlight will be the presentation to Morton Gould of the 1959 IHFM award for his outstanding contribution to music."

"Another fascinating aspect of the show will be the unveiling of a new system of stereo broadcasting by the Bell Telephone Laboratories. It's a brand-new system, being publicly demonstrated for the very first time, and it employs a stereo circuit which makes use of an acoustic quirk of the human brain. It's based on what they call a psycho-acoustical phenomenon called 'Precedence Effect,' which causes the listener to instinctively disregard a sound from one speaker when it's immediately preceded by an identical sound from another source. That probably sounds complicated, and it is. But my advice would be to not miss the demonstration because it really works."

But that isn't all. There are some interesting hold-over features from last year's show, too. For one thing, Sid Frey, the crown prince of the audio world, will again be on the scene with his complete exhibit which includes a recording studio and all the paraphernalia that goes with it. Frey's Audio Fidelity exhibit will feature live, the famous Dukes of Dixieland, demonstrating how they go thru their recording sessions. Other artists who also appear in the 200-seat recording auditorium, include Emanuel Vardi and his string ensemble and Fernando Sirvent, guitarist. Whether Frey would also have on hand some of the models who appeared on his Near East and Turkish type album covers was not disclosed.

Highlight the increasing interest in stereo broadcasting will be the repeat exhibit from last year, set up by New York FM Station WBAI. It has been noted that more than half the broadcast stations in the nation are now featuring some form of stereo transmission. WBAI will set up a broadcasting studio on the spot, from which it will originate its programs during the course of the show. These programs will include live performances by some of the country's leading folk singers.

One other interesting new wrinkle at this year's Hi-Fi Show will be a special display of Hartley Products Company. The company will demonstrate its new 220 loudspeaker system playing while entirely submerged in water. The stunt is being pulled off by the firm to highlight the climate-proof quality of the speaker, in a land where humidity becomes a major concern ever so often. The music will be audible in the room even thru the water barrier, tho it will have a muted effect. Beyond this, Hartley is recommending its use for underwater installations in swimming pools.

Audiotex Rack For Dealers

LOS ANGELES — Audiotex, manufacturer of a line of more than 150 different audio accessories, has developed a special self-dispensing display rack to carry the nine most wanted accessory items for dealers. The self-dispensing counter display rack is supplied to the dealer with his order.

Each item on the 24 by 13 inch rack is packaged in a transparent container which allows the customer to study it and see an illustration of it in use. Included in the display are such items as disk brushes, static eliminators, stylus brushes, disk cleaners, 45 rpm inserts and adapters, tone arm lifts and the special Audiotex microscope for checking stylus wear.



Audiotex of California has developed this new display rack for the most wanted accessory items. Rack is supplied to dealers with their orders for the accessories.

Peace Meets Fail; 2 Hi-Fi Shows Each Seen for L.A. and Frisco

IHFM Shows Challenged by MRIA, Logan

By LEE ZHITO

HOLLYWOOD — The high fidelity industry is caught on the horns of a two-show dilemma on the West Coast, facing competing audio shows in both the Los Angeles and San Francisco markets. All hopes for a resolution of differences which would have removed the two-show threat vanished last week when negotiations between the Institute of High Fidelity Manufacturers and the Magnetic Recording Industry Association reached an impasse.

Following the breakdown in peace talks, MRIA prexy, Herb Brown, informed the Institute that his Association will sponsor its own audio shows in Los Angeles and San Francisco. He advised his own members of the failure to reach an agreement and of the decision to lock horns with the Institute by sponsoring competitive shows in the two key Coast markets. Both MRIA events will be produced by veteran show promoter, Jim Logan, who has handled the San Francisco Hi-Fi shows since 1954. Brown, a veepee of the Ampex Corporation, immediately set the wheels in motion to line up exhibitors for these MRIA-sponsored affairs.

The prospect of two shows hung as a specter over both markets,

PEPE SUGGESTS JOINT COM'TEE

HOLLYWOOD—Ray Pepe, veepee of James B. Lansing Sound, Inc., last week appealed to both the Institute of High Fidelity Manufacturers and the Magnetic Recording Industry Association not to permit a split in the hi-fi industry's ranks but to find the way for a peaceful resolution of its differences.

Pepe suggested that a committee be appointed from both organizations empowered to work out the differences and proceed with one show in Los Angeles and San Francisco.

"It is my feeling," Pepe said, "that personal difference and personality clashes should be set aside for the good of the industry. The two organizations, one of which is more than 60 per cent composed of members from the other body, must sit down and resolve the issues which keep them apart. If this is not done now, the high fidelity industry will be a house divided against itself."

with component dealers and manufacturers fearing that differences between the Institute and Logan would flair into a knock-down, drag-out battle. Members of the industry felt that no market could support two high fidelity shows in one season. Dealers feared that a

(Continued on page 19)

Institute Men Hit Tactics of Coast Forces

By REN GREVATT

NEW YORK—The activities of the Magnetic Recording Industry Association in aligning itself with West Coast promoter James Logan in the sponsorship of upcoming high fidelity shows in Los Angeles and San Francisco were severely castigated here this week by spokesmen for the Institute of High Fidelity Manufacturers.

The news came as a bad climax her to a protracted series of conferences between the Institute and the Logan interests which had the goal of joining forces on sponsoring a single show each in Los Angeles and San Francisco.

On the eve of the Institute's highly touted New York Hi-Fi Show, set to open today (5), Joe Benjamin, Institute prexy deplored the situation. "Here are two industry organizations (IHFM and MRIA) that have the same basic purpose," he asserted. "They have almost a 60 per cent overlap in membership. Yet they can't get together on a single show simply because of one entrepreneur. I think Herb Brown's action is deplorable. He entered the picture supposedly to help pull the parties together. Instead he has made himself a divisive force. As everyone knows, the MRIA is unfortunately dominated by one company and is operating thru the vice-president of that company. The Institute, on the other hand, makes its decisions thru its Board of Directors for the good of the entire industry."

Benjamin, nevertheless, predicted success for the Institute sponsored West Coast shows which will now go on strictly as IHFM functions.

(Continued on page 19)

Harman-Kardon Sets De Luxe Kit Amplifiers

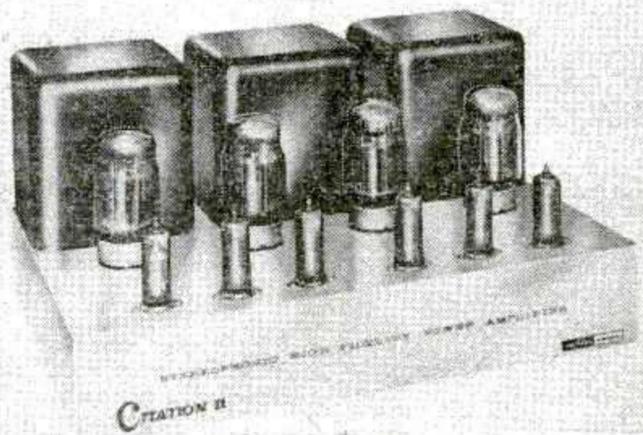
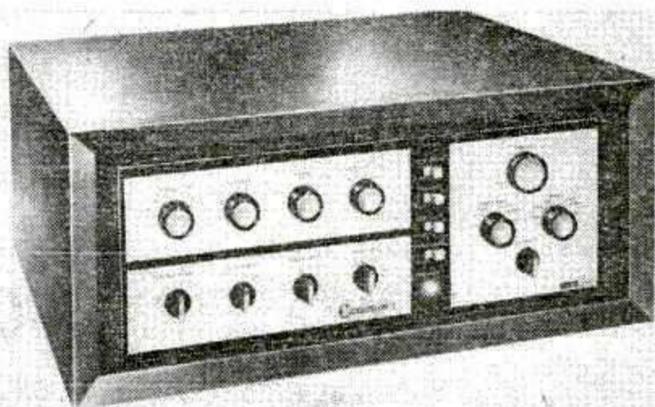
NEW YORK—Kit assemblies to fit the most discriminating musical tastes have been put on the market by Harman-Kardon, leading hi-fi component manufacturer, of Westbury, N. Y. Models in the de luxe Citation series were introduced at a special trade showing here this week.

Sidney Harman, prexy of the firm, noted that "do it yourself" product demand has rapidly expanded over the past 10 years, with a vastly increased market predicted for the next three years. "The desire for top quality kits has sharply increased along with a rising market for inexpensive models," Harman said.

Currently introduced H-K product includes the Citation I, stereo preamplifier and the Citation II, a stereo, hi fi, 120 watt power amplifier. It is claimed that the assembled Citation amplifier produces frequencies as low as five cycles per second without phase shift and is also able to perform beyond 100,000 cycles without instability. The designs employed by engineer Stewart Hegeman were developed in line with the "psycho-acoustical fact that the characteristics of an amplifier in the non-audible range strongly influence the quality of sound in the audible frequency range."

Tho the two new units are by no means in the low-price category, substantial savings are possible in the purchase of the kit versions over those assembled in the factory. The preamp kit sells for \$139.95 as against a factory wired price of \$239.95. The power am-

plifier unit has a kit tag of \$159.95 as against the factory wired price of \$219.95.



Harman-Kardon entered the hi-fi component kit field last week. Pictured are the Citation I stereo preamplifier (top) and Citation II 120-watt power amplifier (bottom). In kit form the units are pegged at \$139.95 and \$159.95 respectively.



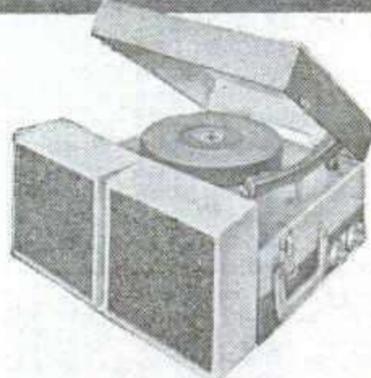
WEBCOR PORTABLES

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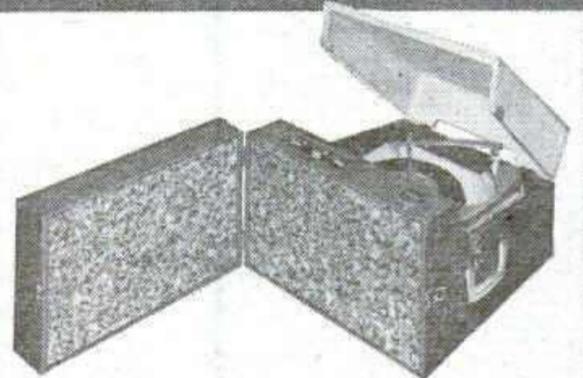
All 1960 Webcor Stereo Portables play superb stereo music as self-contained fonografas . . . most of them have detachable speaker wings for even finer reproduction.



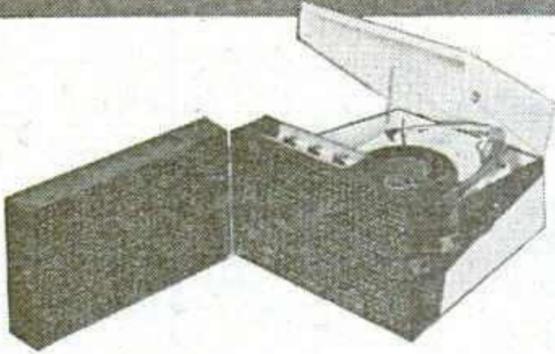
New Melody Stereo Fonograf—Model 1012. Outstanding 4-speed self-contained manual. Has 2 fine stereo speakers—separate volume controls for channel 1 and 2. Plays all records. Choice of 2-tone colors. Webcor manuals start at \$37.95.



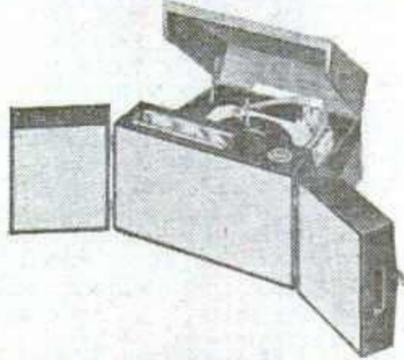
New Lark Stereo Fonograf—Model 1013. Superb 4-speed manual fonograf. Has 2 wide-range PM speakers—separate volume controls for channel 1 and channel 2. Plays all stereo and monaural records. Choice of 2-tone colors.



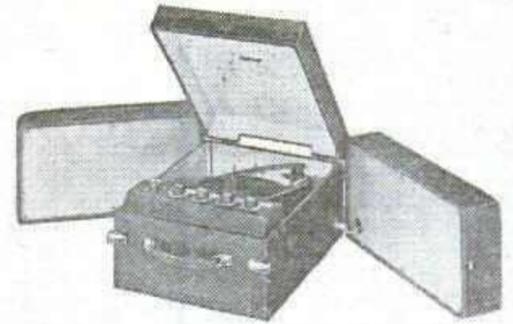
New Holiday Stereo Hi-Fi Fonograf—Model 1053. Has wide-range stereo speakers—dual-channel stereo amplifier—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors. Webcor Portable automatic Fonografas start at \$79.95.



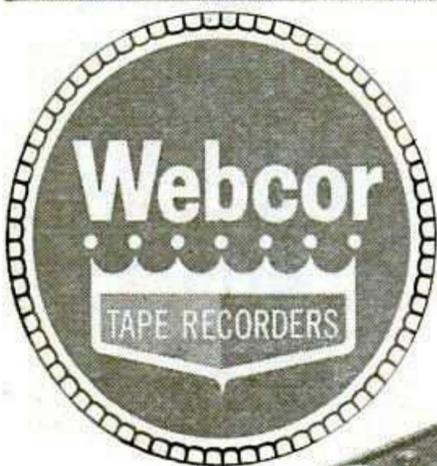
New Holiday Coronet Stereo Hi-Fi Fonograf—Model 1054. High Fidelity stereo speakers with "sound contact" hinges—dual-channel 8-watt amplifier—separate volume and tone controls—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors.



New Holiday Imperial Stereo Hi-Fi Fonograf—Model 1063. Has exclusive BFD—Bass Frequency Distribution for finest 3 channel stereo sound. 3 powerful speakers with "sound contact" hinges—dual-channel 14-watt amplifier—4-speed Stereo-Diskchanger. Choice of 2-tone colors.



New President Stereo Hi-Fi Fonograf—Model 1050. Has 4 wide-range speakers—bayonet hinges keep speakers on when open—dual-channel 18-watt amplifier—front-mounted controls—4-speed automatic Stereo-Diskchanger. In smart ebony carrying case.



WEBCOR TAPE RECORDERS

Outperform, Outsell the field!



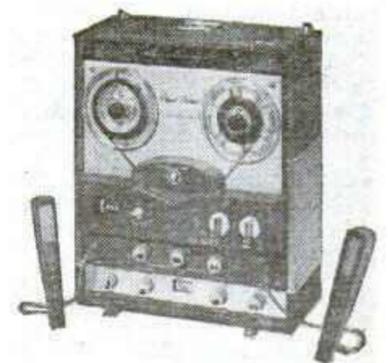
New Royalite Hi-Fi Tape Recorder—Model 2001 \$189.95*. Really portable—weighs only 20 pounds. Will record and play back monaurally at all 3 speeds. New long-playing 3rd speed 1 1/4 ips allows up to six hours of record and playback. Operates in either horizontal or vertical positions. 2 high fidelity speakers—powerful 8-watt amplifier. Grey with aluminum trim.



New Regent Hi-Fi Tape Recorder—Model 2005 \$159.95*. Will record and play back monaurally at all 3 speeds. New long-playing 3rd speed 1 1/4 ips allows up to six hours of record and playback. Operates in either horizontal or vertical positions. Wide-range high fidelity speaker—8-watt amplifier. Brown or ebony carrying case. Also available as remote control for business applications—Model 2006.



New Royalite Stereo Hi-Fi Tape Recorder—Model 2007. Superb 2-track and 4-track playback of recorded stereo tapes. Will record and play back monaurally. Self-contained stereo sound system—dual-channel 16-watt amplifier—weighs only 23 lbs. Grey with aluminum trim. Matching single-unit Ext. Speaker System (Model 4008) for even finer stereo separation available.



New Regent Coronet Stereo Hi-Fi Tape Recorder—Model 2007. Complete self-contained stereo—will record and play back both stereo and monaural tapes. 2-track and 4-track record and stereo playback—dual-channel 16-watt amplifier—2 speakers—2 directional microphones. Ebony with silver trim. Matching 2-unit Ext. Speaker System (Model 4007) for even finer stereo separation available. Webcor tape recorders start at \$159.95*.

*Suggested list prices. Slightly higher South and West

WEBCOR, INC., CHICAGO, ILL.

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

Hi-Fi, Stereo Tie-In Builds Radio Sales

By BOB LATIMER

Giving the radio prospect not only one hundred models to choose from, but likewise presenting some practical reasons why he should buy a new radio has boomed sales at Colfax Radio & Appliance Company, Denver, Colo.

The East Denver store topped its first-half 1958 sales by better than 20 per cent during 1959, since display and merchandising methods were completely changed. One of the largest suburban stores in the Denver area, the Colfax outlet carries hi-fi, stereo, television, and major appliances, and has grown steadily over the past 25 years, thru a period which saw many shortlived dealerships open and close in the same area.

Step No. 1 in a carefully planned radio merchandising program was the decision to display radios not only with high-fidelity and stereo equipment in a separate room of the store, but to likewise integrate them so that it would be impossible to look over any stereo phonograph, tape recorder, or high-fidelity equipment, without being "radio conscious" at the same time.

The first step taken in this direction was the construction of chain-hung wooden shelves, 10 inches broad, by more than 25 feet long, which are supported in a double-deck, above console displays, all the way around the walls of the showroom. On the west wall of the room are 60 examples of tabletop radios, in two decks, both levels of shelving, swinging from gold-washed chains, which extend all the way to the ceiling. The same sort of display, with another 30 radio choices appears on the front and rear walls. Built into the swinging shelves is a continuous outlet, which makes it possible to plug in any radio at any point along the shelf, for immediate "live" demonstration. The radio choice running all the way from \$19.95 up into the \$59.95 classification duplicates some models, but for the most part, there are more than 100 styles available, in any price bracket, color, material, or design.

Supported as they are, directly above the phonographs and consoles around the walls, the radio display automatically impresses its size on anyone who enters the department. Salesmen help this point along by pointing out that radios are indispensable for news, for keeping up with the weather, and in the case of the music lover, for knowing what musical trends are developing. This is a point well taken, particularly where higher quality radios, both FM and AM are concerned. A German import table model in FM at \$150, is a very good seller, and is usually an "add-on" purchase to a fine phonograph. Transistor FM is another "sparkplug" which gets much interest, probably because the average person doesn't realize that frequency modulation and transistor circuits and size have been combined. No Colfax radio and appliance salesman shows a console or high-fidelity set (or for that matter a television set) without pointing out a radio "to match" from the handy overhead stock, and demonstrating it. One of the most clever "gimmicks" from the standpoint of providing the customer with another reason for buying small radios comes with clock radios, both transistorized, and standard tube models. A feature frequently stressed is that the one-hour timer built into the clock radio can be used to automatically turn on or turn off an hour of music from the stereo or high-fidelity set. People

who enjoy watching late movies and other late-hour television programs, are pleased when it is pointed out that the television set can be plugged in to the back of the clock-radio, set to operate for one hour, and will then cut off automatically, so that it isn't necessary for the viewer to get out of bed to turn it off, and automatically cutting off the set should he fall asleep. This one innovation, simple as it seems, isn't understood by the great majority of customers, and has set up a thought process in many instances which winds up in a radio order along with the phonograph.

While it is true that radio sales have fallen off to some extent in the Colorado capital during the past few years, Colfax Radio & Appliances has posted an increase in all but one year. The manage-

ment takes the highly reasonable viewpoint that radios are constantly wearing out and must be replaced, and that with prices generally down, where table model radios are concerned, more people prefer to simply buy a new set with its added improvements and features, rather than have the old one repaired at high cost. "Customers have varying functional uses for different types of radios and will keep on buying the type whenever an old one wears out, or when they need a gift for a friend or relative, it was pointed out.

When the overhead shelf display was swung on its chains, the Colfax Radio and Appliance management had no reason to expect that "impulse sales" would come into the picture. These have very definitely arrived, however. There are many instances in which a purchaser of a stereo set priced at \$350 or more listened to a short demonstration of an FM radio receiver, a clock-radio, etc., and decided "you'd better send the radio along, too," when signing the order. Such sales as this are definitely "plus business," Colfax Radio

Dualex Intros Multiplex Unit

MORTON GROVE, Ill. — The Dualex Division of Bell & Gossett Company, manufacturers of hot water heating and air conditioning and electronic equipment, is getting its feet wet in the components field. Within 30 days, Dualex will start delivery on a \$39.95 multiplex adapter. Dan Shay, divisional sales chief, said that distribution plans are not fully set as yet.

The Dualex adapter will convert FM or FM-AM tuners to stereo reception when broadcasts utilize the compatible Crosby system. Shay said this system is currently the most widely used of "17 different systems," with special emphasis on the Crosby method of multiplexing in Chicago, Boston and New York.

& Appliances believes, which could not be accomplished if the radios were displayed off to one side or another.

PETE GARRIS

is pleased to announce the formation of a new record distributing organization

CAMBRIDGE DISTRIBUTING CO., Inc.

721 11th Ave. N. Y. C. 19
Judson 2-7881

THE WHOLE MULTI-MILLION DOLLAR MARKET HAS HEARD THAT

ASTATIC PLUG-IN CARTRIDGES



ARE THE ONLY COMPLETE LINE THAT MEETS EVERY SALES OPPORTUNITY

AS EASY AS CHANGING A LIGHT BULB
... NO INSTALLATION OR SERVICE PROBLEMS

You've had the message by now—that millions of plug-in phono cartridges have already been sold . . . that Astatic Plug-ins represent a tremendous multi-million dollar replacement market . . . and that THE ONLY COMPLETE, SINGLE SOURCE PLUG-IN LINE ON THE MARKET IS ASTATIC'S!

So why not use the message? Act now to cash in on this RICH and SKYROCKETING MARKET. Get into the plug-in business and get into it all the way—never missing a single sale—with THE COMPLETE ASTATIC PLUG-IN LINE.

EASY, AUTOMATIC SALES WITH
ASTATIC MERCHANDISING PACKAGE

You sell from this plastic display-merchandiser which is pilfer-proof, holds an assortment of a dozen cartridges. Information under each cartridge tells the customer which model he needs. Colorful, attractive window card—free of charge—tells em you've got em!

CALL YOUR DISTRIBUTOR OR WRITE FOR FULL DETAILS



THE **Astatic** CORPORATION, CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LIMITED, TORONTO, ONTARIO
EXPORT SALES: ROBURN AGENCIES INC., 431 GREENWICH ST., N. Y. 13, N. Y., U. S. A.

GO BY BRAND
—GO BUY ASTATIC

A MODEL FOR EVERY APPLICATION — STEREO OR MONAURAL — DIAMOND OR SAPPHIRE TIP



there's
more
to

TALK

about

with STEELMAN TRANSITAPE



world's outstanding PORTABLE TAPE RECORDER

ONLY *transitape*™ HAS ALL THESE SELLING FEATURES:

TRULY PORTABLE—Weighs only 6½ pounds!
2 STANDARD SPEEDS, 1⅞ and 3¼—Big-set
fidelity for both music and voice!

FULLY TRANSISTORIZED—With 7 transistors
plus 2 diodes!

NEEDS NO ELECTRIC PLUG-IN—Operates
on mercury penlight batteries. Can be used in a
plane, train, car—at home or anywhere!

BIG BUILT-IN SPEAKER—Plays back instantly
through big 4-inch speaker, or dual purpose
microphone for private listening!

OVER AN HOUR of recording time on one reel.

THERE'S MORE TO TALK ABOUT... more to
sell... with the unique, all-transistor Steelman
Transitape. That's why it's bringing such profitable
extra business to dealers across the nation.
Steelman Transitape is the only truly portable
tape recorder that does so many things so well
for so many people... for executives and business-
men-on-the-go, for professionals, and for stu-
dents. Speeds up and lightens their work... takes
dictation anywhere... plays back instantly...
wonderful for leisure hours and family fun. Make
the most of this big, receptive market... call your
distributor today!

*Priced to retail profitably at
In its own leather case, with "mike", reels and tape \$199.50*

SLIGHTLY HIGHER IN WEST AND SOUTH. less batt.

TRANSITAPE ACCESSORIES FOR TIE-IN SALES:

REMOTE CONTROL HAND SWITCH—with 6-ft. cord.

REMOTE CONTROL FLOOR SWITCH—leaves
hands free for typing.

10-FOOT MIKE EXTENSION CORD

220/110 VOLT AC POWER SOURCE ADAPTER—
converts to AC for electric plug-in.

12 VOLT DC CAR BATTERY ADAPTER—for use in
car or boat.

BATTERY KIT—Steelman/Mallory RM12R Mercury
replacement batteries.

STANDARD TAPE—150 feet all-purpose tape.

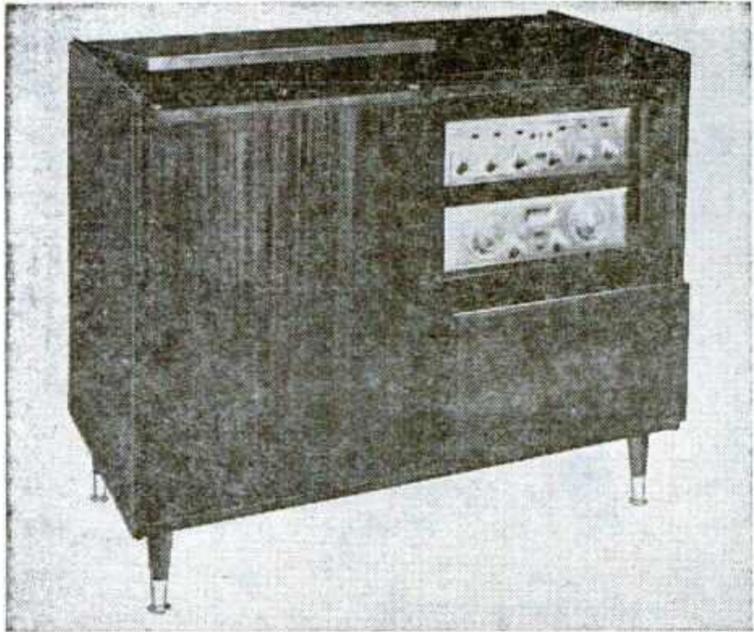
DOUBLE-PLAY TAPE—new 300-foot tensilized
tape gives twice the recording time.

Designed and precision made in America by the manufacturers of Steelman "Wide-Angle" Stereo Hi-Fi Music Systems

STEELMAN PHONOGRAPH & RADIO CO., INC., Mt. Vernon, N. Y. Div. of Herold Radio & Electronics Corporation • In Canada, Mfrd. by Electrohome, Kitchener, Ont.

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Model 105 all-purpose equipment and disk cabinet introduced last week by Rockford Special Furniture Company, Rockford, Ill. All-in-one equipment center is designed to house amplifier, preamplifier, tuner, tape recorder, record changer and transcription table. One compartment will also allow storage of 150 LP's.

PALETTE RECORDS = COLOR IN MUSIC

Billboard "Spotlight"

UNDER MOSCOW SKIES

The Wonderful Russian Love Song

The Great Vocal Version
by

THE ADAM SINGERS
THE FAMOUS
B. B. C. CHOIR

PZ-5034

Two Fantastic Instrumental
Versions by

ROLAND PALETTE
AND HIS
ORCHESTRA

PZ-5035



Rek-O-Kut Sets Sales Contest

NEW YORK — The Rek-O-Kut Company, manufacturer of Rek-O-Kut and Audax high fidelity component equipment, has instituted a special dealer incentive contest, in which any number of winners can qualify for an all-expenses-paid one week vacation in Nassau, Bahamas. Winners will get their vacation prizes in June 1960, following the Chicago Parts Show.

Dealers can win by two different methods. The first system will be on the basis of points awarded for purchase of Rek-O-Kut and Audax products between September 1, 1959 and April 30, 1960. Under the second system, a dealer can win by being one of the first 25 dealers in the United States to have the greatest percentage increase in sales during the same period, as compared to the corresponding months last year. Dealers not wishing to accept the trip can take their prize in the form of merchandise from a selected list to be released shortly.

SMS Tapes to Bell Distrib

PALISADES PARK, N. J.—The newly announced four-track, 3 3/4 speed cartridge tapes introduced by the Stereophonic Music Society (The Billboard, September 28 issue) will be offered for distribution by the representatives of Bell Sound Systems to distributors of the Bell Stereopak tape cartridge player and recorder line. The announcement was made this week here by Benvenuto Vaon Halle, head of SMS.

Bell general sales manager, Earl D. Sala, hailed the move. "Since we are now selling a complete line of Bell Stereopak tape players and recorders, we are pleased that our salesmen will also be able to offer distributors the 'blade to go along with the razor.' We will certainly encourage them to accept the new line," declared Sala.

It was noted, meanwhile, that Bell is a corporate relative of Bel Canto, California manufacturer of tapes. While Bell Sound is a division of Thompson, Ramo, Woolridge Inc., Bel Canto is a subsidiary of the same company. It was believed that in some cases at least, this would result in some distributors offering both the SMS and the Bel Canto tape lines.

A complete tape department—all in one package

SOUND CRAFT'S

NEW DEALER DISPLAY PACK

BUILDS TAPE PROFITS

Designed expressly to make tape sales come easy and often, SOUND CRAFT'S new eye-catching, space-saving, Dealer Display Pack (Code HFDDP) is one of the most profitable units you ever saw:

COMES COMPLETELY PACKED WITH:

- 5—seven-inch reels Hi-Fi Standard Play—
- 5—five-inch reels Hi-Fi } 1 1/2 mil acetate
- 5—seven-inch reels Hi-Fi 50 } Long Play—
- 5—five-inch reels Hi-Fi 50 } 1 mil acetate
- 6—three-inch reels Tapespondence tapes—the perfect tape mailer
- 6—three-inch reels Mylar* Base Colored Leader Tapes—protects and identifies tapes

This carefully planned assortment enables you to serve all of your customers' tape needs (no reason for them to go to a competitor) and your inventory outlay is minimum.

Sell SOUND CRAFT Hi-Fi Tape—the nationally advertised, dynamically promoted, professional-performing tape that insures satisfied customers. Order from your Franchised Soundcraft Wholesaler today!

A BIG SELLING EXTRA:

The original PREMIUM PACK

Contains 1 seven-inch reel of blank Soundcraft recording tape, and 1 seven-inch reel with either "Sweet Moods of Jazz in Stereo" or "Dixieland Jamfest in Stereo" recorded on the reel. Your customer pays for the two reels of tape plus only \$1.00. He'll probably want both Premium Packs—you sell 4 reels instead of one.



REEVES

*Dupont T.M.

SOUND CRAFT

CORP.

Great Pasture Rd., Danbury, Conn.
Chicago: 28 East Jackson Blvd.
Los Angeles: 342 N. La Brea
Toronto: 700 Weston Rd.

THE Dot "HOT PARADE"

★ NEW SINGLES ★

**15986 "Did You Mean It"
"My Search Was Ended"**
Ivory Joe Hunter

**15988 "Calendar Of Love"
"Just We Two"**
The Buffons

**15987 "Take Me Along"
"You Always Hurt The
One You Love"**
The Mills Brothers

Todd 1037 "Trouble In Mind"
Annisteen Allen-Melvin Moore
"Let It Roll"
Lucky Millinder & His Orchestra

★ ★ HOT SINGLES ★ ★

15968 "DECK OF CARDS"—Wink Martindale
15928 "FOOL'S HALL OF FAME"—Pat Boone
15978 "I'M CONFESSIN'"—"NIGHT AND DAY"—
Louis Prima-Keely Smith
15946 "JIMMY BROWN THE NEWSBOY"—Mac Wiseman
15976 "WABASH BLUES"—"CARNIVAL IN PARIS"—
Billy Vaughn

TITAN 1701 "CATERPILLAR CRAWL"—The Strangers
15975 "MISS LONELY HEARTS"—Dodie Stevens
SANDY 1024 "OH, YEAH"—Travis and Bob
15984 "CARELESS LOVE"—Carol Jarvis
15983 "SHE'S A KOOKAMONGER"—
Sam Butera and the Witnesses

★ ★ ★ ALBUMS ★ ★ ★

LP MONAURAL

DLP-3001 SWEET MUSIC AND MEMORIES—Billy Vaughn	DLP-3140 LA PALOMA—Billy Vaughn
DLP-3012 PAT BOONE	DLP-3155 WHEN YOU'RE SMILING—Eddie Peabody
DLP-3016 THE GOLDEN INSTRUMENTALS—Billy Vaughn	DLP-3156 BILLY VAUGHN PLAYS THE MILLS BROTHERS' GREAT HITS
DLP-3030 HOWDY!—Pat Boone	DLP-3157 THE MILLS BROTHERS' GREAT HITS
DL-3045 INSTRUMENTAL SOUVENIRS—Billy Vaughn	DLP-3158 PAT BOONE SINGS MR. MUSIC MAKER—Lawrence Welk
DLP-3052 FAVORITES BY MR. BANJO HIMSELF—Eddie Peabody	DLP-3165 BLUE HAWAII—Billy Vaughn
DLP-3001-D "The TEN COMMANDMENTS"—Sound Track	DLP-3180 TENDERLY—Pat Boone
DLP-3057 LURE OF THE ISLANDS—Hal Aloma	DLP-3186 HALLELUJAH!—Clara Ward
DLP-3064 MELODIES IN GOLD—Billy Vaughn	DLP-3187 WEDDING CHIMES—Dr. Charles Kendall
DLP-3068 HYMNS WE LOVE—Pat Boone	DLP-3191 DEBBIE—Debbie Reynolds
DLP-3071 PAT'S GREAT HITS—Pat Boone	DLP-3197 SOFTLY AND TENDERLY—Gale Storm
DLP-3084 'TIS SWEET TO BE REMEMBERED—Mac Wiseman	DLP-3198 OLD FASHIONED LOVE—Johnny Maddox
DLP-3086 MUSIC FOR THE GOLDEN HOURS—Billy Vaughn	DLP-3199 SIDE BY SIDE—Pat and Shirley Boone
DLP-3098 GALE'S GREAT HITS—Gale Storm	DLP-3200 VOICES AND STRINGS OF LAWRENCE WELK
DLP-3100 SAIL ALONG SILV'RY MOON—Billy Vaughn	DLP-3201 GOLDEN HITS—Billy Vaughn
DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS	DLP-3205 GOLDEN SAXOPHONES—Billy Vaughn
DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS	DLP-3210 LOUIS AND KEELY!—Louis Prima and Keely Smith
DLP-3135 BESIDE THE STILL WATERS—Mac Wiseman	DLP-9500 THE FIVE PENNIES—Danny Kaye & Louis Armstrong (Original Sound Track)

LP STEREO

DLP-25016 THE GOLDEN INSTRUMENTALS—Billy Vaughn	DLP-25210 LOUIS AND KEELY!—Louis Prima and Keely Smith
DLP-25064 MELODIES IN GOLD—Billy Vaughn	DLP-29500 THE FIVE PENNIES—Danny Kaye & Louis Armstrong (Original Sound Track)
DLP-25071 PAT'S GREAT HITS—Pat Boone	EP's
DLP-25086 MUSIC FOR THE GOLDEN HOURS—Billy Vaughn	DEP-1021 MELODIES OF LOVE (Volume 1)—Billy Vaughn
DLP-25100 SAIL ALONG SILV'RY MOON—Billy Vaughn	DEP-1022 MELODIES OF LOVE (Volume 2)—Billy Vaughn
DLP-25118 STAR DUST—Pat Boone	DEP-1060 THE SHIFTING WHISPERING SANDS—Billy Vaughn
DLP-25119 BILLY VAUGHN PLAYS THE MILLION SELLERS	DEP-1066 FOUR BY BILLY VAUGHN
DLP-25140 LA PALOMA—Billy Vaughn	DEP-1068 THE LORD'S PRAYER—Pat Boone
DLP-25156 BILLY VAUGHN PLAYS THE MILLS BROTHERS' GREAT HITS	DEP-1071 BILLY VAUGHN PLAYS THE MILLION SELLERS
DLP-25164 MR. MUSIC MAKER—Lawrence Welk	DEP-1072 SAIL ALONG SILV'RY MOON—Billy Vaughn
DLP-25165 BLUE HAWAII—Billy Vaughn	DEP-1074 GALE'S GREAT HITS—Gale Storm
DLP-25180 TENDERLY—Pat Boone	DEP-1076 SIDE BY SIDE—Pat and Shirley Boone
DLP-25199 SIDE BY SIDE—Pat and Shirley Boone	DEP-1078 BLUE HAWAII—Billy Vaughn
DLP-25200 VOICES AND STRINGS OF LAWRENCE WELK	DEP-1081 HYMNS WE LOVE—Pat Boone
DLP-25201 GOLDEN HITS—Billy Vaughn	DEP-1082 TENDERLY—Pat Boone
DLP-25205 GOLDEN SAXOPHONES—Billy Vaughn	DEP-1083 PAT'S GREAT HITS
	DEP-1084 I LOVE YOU TRULY—Billy Vaughn



THE NATION'S BEST SELLING RECORDS

MRIA ANSWERS MOST ASKED FOUR TRACK TAPE QUERIES

CHICAGO—As a guide to sales of tape equipment, the Magnetic Recording Industry Association has determined from dealers across the nation the most-asked questions about four-track stereo tape, one of the year's most significant developments in the tape field. Here are the questions with answers supplied by MRIA:

1. **Q. What is four track?**
A. Whether it's called four-track or quarter-track, it's simply two-track stereo in one direction and two-track in the other—a total of four tracks. During the first run only two tracks are heard. When the playing direction of the tape is reversed, the other two tracks are played.
2. **Q. Will four-track reels save me money?**
A. Yes, since the process doubles the length of playing time, the cost of the tape itself is cut in half.
3. **Q. Do I have to rewind the tape?**
A. No, since the tape is played in both directions, it means no rewind. Tape is wound—and more smoothly—on the play, take-up reel.
4. **Q. Is the quality of four-track as good as or better than that of two-track?**
A. Yes. Ultra-narrow gap heads and improved duplicating methods make the new tapes superior to the old.
5. **Q. Can I play the new four-track reels on my present tape deck?**
A. Yes, if your machine is one of those produced this year with four-track playback heads. Otherwise, no, but inexpensive head conversion units are available at dealers.
6. **Q. Are all major companies manufacturing four-track machines and conversion kits?**
A. Yes.
7. **Q. Can I continue to play reels from my two-track library with machines with four-track heads?**
A. Yes.
8. **Q. Will I have a wide selection of four-track stereo tapes?**
A. Yes. Almost 200 tapes are available this fall with 400 expected by year's end.
9. **Q. How many recording companies are at present producing four-track stereo tapes?**
A. A total of 19, including Audio Fidelity, Bel Canto, Concertapes, Dot, Everest, Hi Fi Tapes, Kapp, M-G-M, Mercury, Omegatapes, Stereophonic Music Society, Verve, Warner Bros., Westminster, World Pacific, Vanguard, Vox, Elektra and Roulette.

IHFM Shows Challenged

• Continued from page 13

double show would dilute whatever sales stimulation these events have over prospective buyers.

Foremost in the industry's fears is that an already befuddled public will be confused further with two shows, one selling the components, concept while the MRIA event will include package equipment as well (MRIA's Brown is soliciting such packaged manufacturers as Admiral, Motorola and Zenith, among others, to participate in its shows).

In San Francisco, for example, the Institute show will run day and date with the MRIA-sponsored events. MRIA's show is scheduled for January 22-25, while the Institute's show will run January 23-26.

Dealers in both markets as well as components manufacturers throughout the country have exerted pressure on both parties in the tug-of-war to avoid this splintering. MRIA entered the audio show picture only recently, stepping in between the Institute and Logan in an effort to bring the two together to a peaceful solution and thereby

eliminate competing shows in both markets.

Brown felt that MRIA might bridge the differences which separated the Institute and Logan. He engaged in weeks of negotiations with the Institute, visiting New York frequently to present proposals before the Institute's board as well as working with Institute execs who came to the Coast in further pursuit of peace talks.

As late as a week ago, the Institute's Abe Schwartzman came to San Francisco, flanked by Institute attorney Mike Menkin, to confer with Brown. An agreement was reached which seemed to be so assured of Institute Board approval that a joint press release was prepared on the spot to be issued by both parties as soon as the Institute's directors gave their blessings to the deal.

Terms called for MRIA to withdraw its demand that it co-sponsor the Los Angeles and San Francisco shows with the Institute and share in the profit. Logan would produce the shows of both markets and would stage them at the location which he previously contracted. (Logan had plucked the top plum spot in both markets—the Cow Palace in San Francisco and the Pan Pacific Auditorium in Los Angeles.) Logan further agreed not to enter the Los Angeles area with future audio shows. With these concessions by both Brown and Logan, approval by the Institute board of this agreement seemed imminent. Instead, the Board rejected the deal. As a counterproposal, the Board is believed to have insisted that Logan surrender his five-year contract which he holds with the San Francisco Cow Palace and turn it over to the Institute. Since the Cow Palace pact is nontransferrable, this appeared to be illegal. Furthermore, Logan, irked by these counterdemands, informed the Institute he would not assign the Cow Palace contract to the Institute even if he could do so legally. Brown, feeling that he had ex-



Hoffman Electronics has developed Model P419, remote balance and volume control for stereo phono units, in the firm's current line. Device, like those developed earlier for TV tuning, allows listener to control his set from the comfort of his easy chair.

hausted every possible avenue to peace, decided to lead MRIA into sponsoring the Logan shows.

Difference between Logan and the Institute dates back to early this year following the conclusion of the San Francisco audio show which Logan had handled under Institute sponsorship. The Institute at that time informed Logan that henceforth it will take over complete charge of the San Francisco annual event. It offered Logan a job in the 1960 show but made it clear that the Institute would hold the reins.

Logan was disturbed by this development. He had been producing audio shows in San Francisco each year since 1954, long before the Institute itself was born. He felt he was responsible for bringing the Institute into the San Francisco area in the first place and was instrumental in gaining support for the Institute from a number of West Coast manufacturers at the time the organization was first formed.

Logan, sensing an invasion of his home grounds by a group which he helped build in his area, made plans to stage his own show in San Francisco and immediately sewed up the Cow Palace, scene of last year's highly successful show. The Institute rented Brooks Hall for its next show.

Logan further invaded the Institute's territory by moving into Los Angeles and securing the coveted Pan Pacific Auditorium location for his first show in the L.A. market. The Institute had promised dealers and manufacturers it would get the Pan-Pacific for its 1960 show, following complaints about the way the show was staged at the Shrine Auditorium last year. With the Pan Pacific out of Institute reach, it will return to the Shrine again this year.

MRIA's Brown will start in-person soliciting of exhibitors during New York's Audio show next week and will discuss the Association's show plans with its board of directors as a meeting on Tuesday (6) at the New York offices of Audio Devices.

Ray Katz

• Continued from page 2

a movie, based on the new book "Buffalo Soldiers," which they recently published, and are looking for properties for Broadway. They are also working on plans for new TV film series in partnership with some of their clients.

Staffers working for the D-K operation include Bill Chambers (in charge of theatrical properties) and Tino Barzic. Clients include Jaye P. Morgan, Four Aces, Marguerite Piazza, Jules Munshin, Bobby Van, John LaSalle Quartet, Enzo Stuarti, Newport Youth Band, and Patricia Wilson, co-star of the forthcoming Broadway musical "Fiorello."

Metronome Celebrates 10th Birthday

STOCKHOLM — Metronome Records celebrated its tenth anniversary here recently with a gala party at the Foresta, attended by 450 guests. Top stars on the label, including the Harry Arnold band, Siw Malmkvist, Ove Tornquist, and others appeared, and the Delta Rhythm Boys and a group of Swedish jazz stars also entertained.

Metronome president Mats Bjerke, export manager Borge Ekberg and Danish chief Bent Fabricius-Bjerre were all present. Metronome Records are released thru affiliates thruout the world with Claes Dahlgren heading up the firm's New York office. The American labels handled by Metronome include Atlantic, Disneyland and Prestige. Ernestine Anderson's "Hot Cargo" released on Mercury in the U. S. was made by Metronome. At the present time Metronome has four records on the Swedish Hit Parade, and is doing well with its publishing firm.

Roulette Debs

• Continued from page 6

stine, Inc." "Broadway Show Stoppers" by the Playmates"; "Joe Williams Sings About You"; Maynard Ferguson's "A Message From Birdland," and albums by Buddy Johnson and Ella Johnson, Bill Shepherd; Sonny Terry and Brownie McGhee, Phineas Newborn, Salt City Six, and one Tico Package, "Irving Berlin in Latin America" by Machito, first in a new "composer series."

Roulette's executive veepee Joe Kolsky reports that the label's album merchandising plan for August was so successful it was extended until September 25, thereby increasing the impact of the "Formula 15" October plan, "because we have not skimmed the cream off our catalog as some discount programs do."

Col. Appoints

• Continued from page 6

Chapin has been with the Judson, O'Neil and Judd Division, concert management associates for the past few years, serving as traveling representatives, Midwest sales rep and associate in management, handling artists and group attractions. He has also been with NBC in a number of positions.

Chapin has been with the Judson, O'Neil and Judd Division, concert management associates for the past few years, serving as traveling representatives, Midwest sales rep and associate in management, handling artists and group attractions. He has also been with NBC in a number of positions.

Miele Named

• Continued from page 6

tion of the music by the MJQ. The score was composed by John Lewis, pianist for the group.

UA has also signed Tito Rodriguez to an exclusive recording contract. He will record for the label with both his large band and a small group. His first LP will be a "live" recording from New York's Palladium.

Don Costa's first disk as a.&r. chief for UA is due to be released this week. The new single introduces Bobby and Billy, a singing duo, in their wax debut on "Georgie Beatnik" b-w "Sorrow."



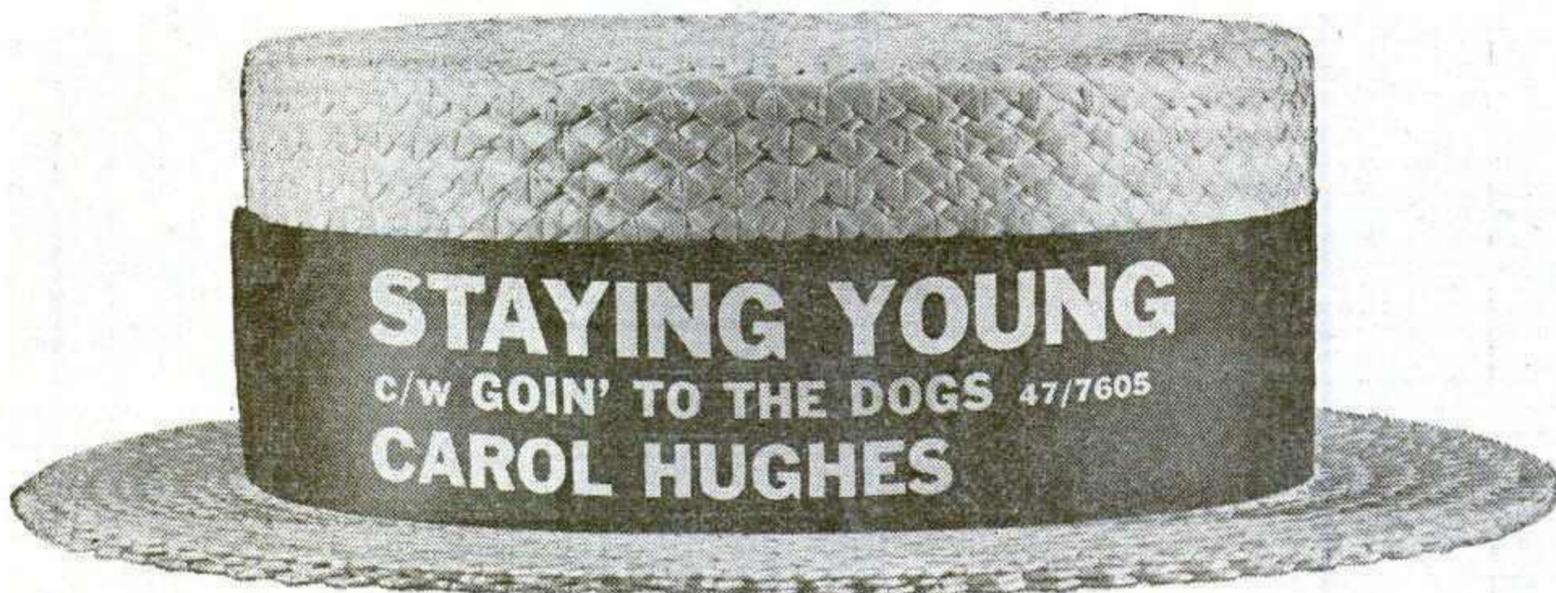
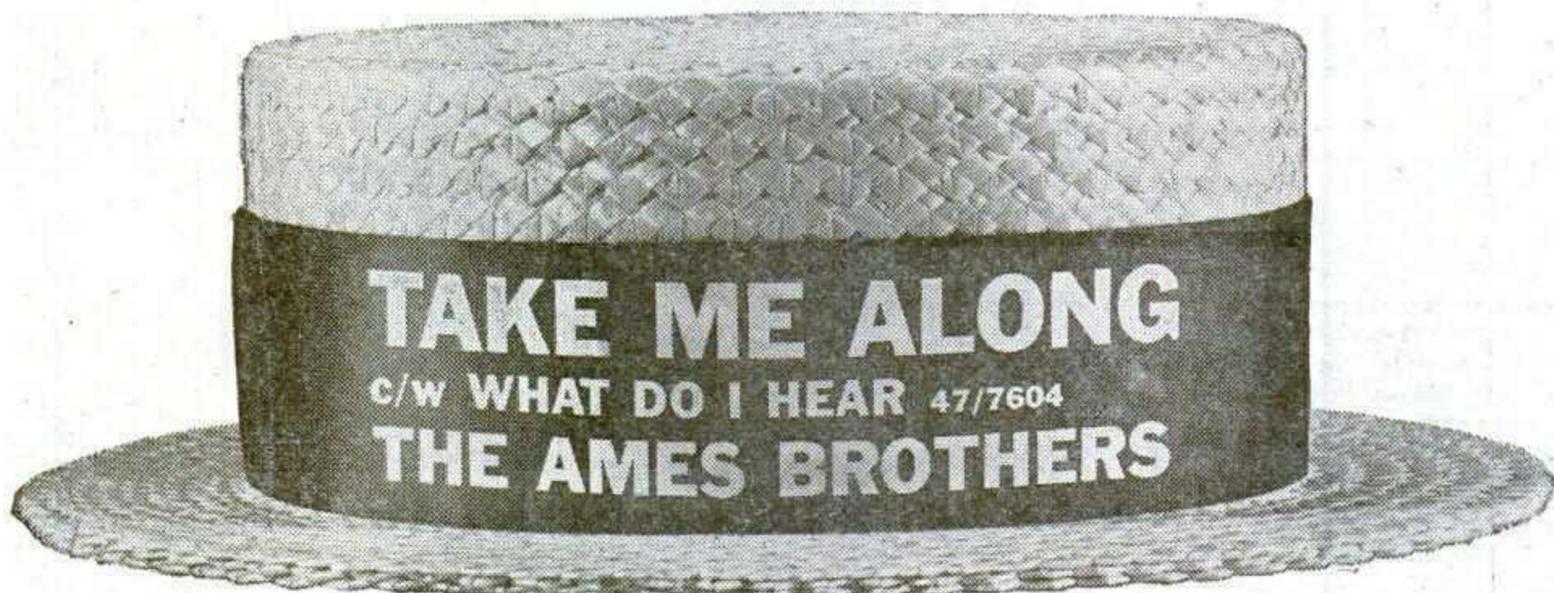
BREAKING TOP 10 ALL OVER!

"I WANNA BE LIKE THE MOOD"

ERNIE FIELD'S ORCH.
Rendezvous #110

RENDEZVOUS Records
P.O. Box 20903
Los Angeles 6
California • DUnklrk 5-2543

hats off to hits from
"TAKE ME ALONG"...



...ALBUM HITS FROM "TAKE ME ALONG"

- The Original Cast Recording starring Jackie Gleason, Walter Pidgeon and Eileen Herlie. LOC/LSO-1050
- The Frankie Carle all-instrumental version. LPM/LSP-2142



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



DISTRIBUTOR NEWS

By HOWARD COOK

CHICAGO: The weekly distributor report, compiled by our Chicago office, reveals the following: Top three at Capitol are **Worried Man** by the Kingston Trio and **"Talk to Me"** and **High Hopes**, both by Frank Sinatra. Columbia has **"Heartaches By the Number"** by Guy Mitchell, **"Misty"** by Johnny Mathis and **"Battle Hymn of the Republic"** by the Mormon Tabernacle Choir. At United the top pop disks are **"The Clouds"** by the Spacemen on Alton, **"Tennessee Waltz"** by Bobby Comstock on Blaze and **"Good-bye Little Darlin'"** by Johnny Cash on Sun. Hottest r.&b. platters are **"Some of These Days"** by Big Maybelle on Savoy, **"I'm Coming Home"** by Eddie Boyd on Bea and Baby and **"Stranded"** by Little Jr. Parker on Duke.

James H. Martin's strongest are **"Fool's Hall of Fame"** by Pat Boone on Dot, **"Ski King"** by E. C. Beatty on Colonial and **"Deck of Cards"** by Wink Martindale on Dot. Music Distributors, Inc., reports strong action on **"You're Gonna Miss Me"** by Connie Francis, **"Danny Boy"** by Conway Twitty on M-G-M and **"Red River Rock"** by Johnny and the Hurricanes on Warwick. Decca has winners with **"Just As Much As Ever"** by Bob Beckham, **"Sweet Nothin's"** by Brenda Lee and **"Pillow Talk"** by Rock Hudson. Strongest Coral items are **"I Surrender Dear"** by Nick Noble and **"I Wonder"** by Billy Williams. Brunswick's hottest is **"I'm Satisfied"** by Jackie Wilson.

RCA Victor's best-selling disks are **"Don't You Know"** by Della Reese, **"The Three Bells"** by the Browns and **"Battle of Kookamonga"** by Homer and Jethro. At Mercury, **"Unforgettable"** by Dinah Washington, **"So Many Ways"** by Brook Benton and **"Good-bye Charlie"** by Patti Page are tops. MS Distributors mentions **"We Got Love"** by Bobby Rydell on Cameo, **"First Name Initial"** by Annette on Vista, **"Lonely Street"** by Andy Williams and **"Shadows"** by the Five Satins on Ember. All-State's list-headers are **"First Love, First Tears"** by Duane Eddy on Jamie, **"Hey Little Girl"** by Dee Clark on Abner and **"I Don't Know"** by Ruth Brown on Atlantic. Chicago Manufacturers' (Chess-Checker-Argo) has strong sellers with **"Childhood Sweetheart"** by Chuck Berry on Chess, **"Bad Girl"** by the Miracles on Chess and **"Say Man"** by Bo Diddley on Checker.

DETROIT: Dave Hollis, RCA Victor promo mahoff, mentions in his usual, informative correspondence, **"The Three Bells"** by the Browns, **"Blueberry Hill"** by Ray Martin, **"Don't You Know"** by Della Reese and **"Battle of Kookamonga"** by Homer and Jethro.

MIAMI: Frank J. Hackinson, Hansen Publications, Inc., advises us that he is gathering big sales on **"Enchanted Sea"** by the Islanders on Mayflower, **"I've Become of Age"** b-w **"First Name Initial"** by Annette on Vista, **"My Little Marine"** by Jamie Horton on Joy and **"Love at First Sight"** b-w **"Take Me Along"** by Roberta Shore on Vista.

RIVERSIDE, N. J.: Jimmy Bolton of D Records Distributors sends word that his big ones are **"A Thinking Man's Woman"** by Eddie Noack, **"Deep in the Heart of a Fool"** by Tommy Durden, **"Cotton"** by Cecil Bowman, **"Uh Huh"** by William Tell Taylor (all on D) and **"Why Do I Keep on Crying?"** by Billy Parks on Razorback.

LOS ANGELES: Irwin Zucker, publicity head for Challenge Records, writes that "Challenge is enjoying its fastest days in three years of existence." The label's current big hits are **"Primrose Lane"** by Jerry Wallace and **"Betty, My Angel"** by Jerry Fuller. Up-and-coming items include **"Double Rock"** by the Champs and **"Just Jerry,"** Wallace's latest album.

PHILADELPHIA: Barry Abrams of Lesco Distributors informs us of strong sales on **"Shadows"** by the Five Satins on Ember. Tony Bellus is scoring with **"Young Girls"** on NRC. Huey Smith has a winner with **"Tu-Ber-Cu-Lucas and the Sinus Blues"** on Ace. Smith and crew were in Philly recently for a TV appearance.

BRIEFS: B. G. Record Service is the new Mercury distrib in the Northwest. Shipments are presently made from the Portland office. The firm will open a Seattle office shortly. . . . Dynasty Records has switched to Apex-Martin in Newark, N. J.

MORE FROM MIAMI: Ed Lambert reports strong sales on **"If You Don't Want My Lovin'"** by Carl Dobkins Jr., on Decca. The outfit has started a contest to help promote the disk with 14 radio stations in various cities. Listeners write to Dobkins answering his plea, **"If You Don't Want My Lovin', What Do You Want?"** The listener answers in 25 words or less what he or she does want. Best five letters in each of the 14 cities receives a copy of Dobkins' latest Decca LP, and the Florida winner receives "his or her wish come true."

MORE FROM PHILADELPHIA: Bob Heller of Chips tells us that Bert Demon, prexy of Keen Records, was in Philadelphia last week to visit and to help set up action on **"There I've Said It Again"** by Sam Cooke. Max Cooperstein of Chess Records was also a recent visitor with strong mentions of Chuck Berry's **"Childhood Sweetheart."** Strong sellers at Chips at the moment are **"Woo Hoo"** by the Rockateens and **"Tucumcari"** by Jimmie Rodgers on Roulette. Top LP's are **"Woddy Woodbury Looks at Love and Life"** on Stereodiddies and **"Maynard Ferguson at Birdland"** on Roulette.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Martindale Clicks Via 'Deck of Cards'

Wink (Winston Conrad) Martindale was born in Bells, Tenn. By the time he was 17, the blond six-footer was working as an announcer for Jackson's WPIL. During the next few years, he did staff announcing, news and sports reporting and deejaying for several stations in the area.

In April, 1953, Martindale joined WHBQ in Memphis, where he took over the morning radio show and ventured into TV. This past March, the 25-year-old lad moved to Los Angeles' KHJ-TV. Here he has an hour-long "Dance Party" for teenagers on Saturday nights.

The artist, his wife and their two daughters live in San Marino. He's currently climbing the charts with **"Deck of Cards,"** on Dot. In his spare time, Martindale likes skiing and dancing.



Fireballs Catch On With First Waxing

The Fireballs, one of the newer combos on the charts, are five teen-aged lads. Guitarist George Tomsco is the group's leader. The other members are Dan Trammell on guitar, Eric Budd on drums, bass-player Stan Lark and singer Chuck Tharp.

The fellows met in high school in Raton, N. M., and have been playing together for a little over a year. They first appeared in a talent show at the school, where four of them were seniors. After that, the Fireballs held down various jobs during the day while working dance dates in a 250-mile radius.

Norman Petty, who runs a recording studio in Clovis, N. M., arranged for their initial session. The result was **"Torquay"** on the Top Rank label. Right now the boys are playing jobs in the Minneapolis area.

YESTERYEAR'S TOPS—

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

OCTOBER 2, 1954

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

OCTOBER 1, 1949

1. You're Breaking My Heart
2. Someday (You'll Want Me to Want You)
3. Room Full of Roses
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. (Where Are You) Now that I Need You

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Richard Pedraza, CMB-FM, Nuevo Vedado, Habana, Cuba, emcees a nightly two hour jazz show from 6 to 7 p.m. Signing himself "a deejay and friend in Cuba," Pedraza, said he utilizes The Billboard on his show, adding—in his delightful English—"I have a sincere pleasure to mention this fine news-weekly on so many occasions in my programmations." We appreciate the kind words and hope he will send additional on his jazz ailer.

TEXAS: Paul Berlin, KNUZ, Houston, will play the role of a lathe machine operator in a forthcoming episode of **"77 Sunset Strip"** on ABC-TV. . . . Deejay changes in this State are as follows: Jerry Fuller has joined WFAA, Dallas, with two weekday shows and two classical airs on the weekends. . . . New staffer at KITE, San Antonio, is Victor Kearns. . . . Eddie Daniels has moved to KMAC, San Antonio.

NIGHT OWLS MEET: Deejays who pilot "Music 'Til Dawn" programs (sponsored by American Airlines) on various stations around the country, were flown to Amon Carter Field at the Stewardess College in Dallas, last week to attend a graduation ceremony. Hugh Lampman, KRLD, Dallas, who celebrated his fifth anniversary on "Music 'Til Dawn" this month, played host to Bill Hanson, WEEI, Boston; Bob Hall, WCBS, New York; Hal Stepler, WTOP, Washington; Jay Andres, WBBM, Chicago; Les Martens, WWJ, Detroit; Pete Mathews, WLW, Cincinnati; Ken Ackerman, KCBS, San Francisco, and Mel Baldwin, KNX, Los Angeles.

DOREMUS ICEMAN: John Doremus, WMAQ, Chicago, recently staged what he termed a "cool" stunt. The jock stationed himself with a 41-ton "glacier of ice" at a downtown street corner, and invited Chicagoans to guess how long it would take the mountain of ice to melt. First prize was a \$200 Savings Bond. Doremus reports: "To show how hot it can get in Chicago, the monster failed to last even four days."

SNAKE STUNT: Jocks at WDGY, Minneapolis, were snake watchers last month as part of a promotion staged by the station to raise money for the Sister Kenny Fund drive. A 36-year-old Cherokee Indian, Wachickanoka (translation: Little Blue Feather) permitted himself to be buried alive, sharing his king-sized coffin with more than two dozen poisonous snakes. He vowed not to come up until 50,000 persons viewed him and contributed to the fund. Admission to the "grave" at Queen Anne Kiddieland, was 25 cents. The station's deejays maintained constant telephone-broadcast contact with him. The Indian, who has handled snakes since the age of five, remained in his coffin for 14 days, 11 hours, 10 minutes, and 28 seconds. The outlet's eager press agent insists that WDGY program director Don Kelly and his spinners were also pressed into service when the snakes needed a bath.

GAB BAG: Dick Biondi, WKBW, Buffalo, N. Y., writes: "To the recording artist one of the most important money making sides to his career, if not the most important, is club dates and shows. This is to make mention of the fact that one of the reasons for top disk names not drawing and clubs folding is over-exposure on TV. Recently in a large city we watched a TV show present the star of a rock and roll show appearing in town for that night and the next two.

"The artist was on for over 30 minutes—longer than he was on stage at the show. Why would a kid then pay \$3 that night to go out and see him? We went to the show and the crowd almost made you cry. We are not trying to suggest no TV appearances, but let's use some sense. We only have to look to Elvis to see how proper TV exposure works wonders."

BIRTH DEPT.: Roger and Carolyn Clark (he's all-night jock on WGH, Norfolk, Va.) are proud parents of their first child—a boy, Roger Jr. . . . Another deejay-papa for the first time is Rick Lacovara, WMOD, Moundsville, W. Va., whose baby girl, Donna Marie, was born September 14. Lacovara celebrated the event on the air by playing Ritchie Valens' waxing of "Donna" and dedicating it to his new daughter.

BELL BACK: Don Bell, veteran Midwestern deejay will emcee a daily 11 a.m. to 1 p.m. KWKY seg on KWKY (formerly KWDM) Des Moines, Ia., which started operations October 1. Bell, who is primarily engaged in the mutual fund investment business, is resuming radio "only on a limited part-time basis." His new show will feature "Top 30" disks show tunes, gold records and new releases.

Bell's "alter ego," Sam, will launch the program's first gimmick—a "Blooperbelt" contest, whereby the first listener to call in after hearing a bell ring wins \$1.15 (KWKY's dial spot is 1150). Bell also plans a "Smile Club," awarding cash prizes ranging from \$1.15 to \$11.50, for jokes submitted by dialers and used by Bell on the air.

CHANGE OF THEME: Terry Phillips, formerly with KELP, El Paso, Tex., has joined KMGH, Albuquerque, N. M. . . . New manager of KZEY, Tyler, Tex., is G. C. Condra, ex-manager of KWON, Bartlesville, Okla. . . . Dick McGrath has moved to WSWA, Harrisonburg, Va. . . . Jack McDermott, ex-WORL, Boston, is now spinning 'em from 2 to 6 p.m. over WTAO, Boston. He will shortly issue a "brand new survey."

After a two-month absence, Bud Arkell is returning to WANS, Anderson, S. C., from 7 to 9 a.m. . . . John C. Amick, manager of WANS, declared last Wednesday "Bud Arkell Day," and scheduled promotional spots on Arkell throught the day. . . . New staffer at KYA, San Francisco, is Steve Snow, "the man with a thousand voices."

the Original "ENCHANTED SEA" *the Original*

"ENCHANTED SEA" *the Original*

"ENCHANTED SEA" *the Original*

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HIT SOUNDS AND THE TREMENDOUS
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MUSIC AS WRITTEN

ST. LOUISIAN WINS LEVENTRITT COMPETITION

Malcolm Frager, 24-year-old pianist from St. Louis won the 20th Annual Leventritt Award Competition at Carnegie Hall, New York last Wednesday (30). Frager topped a field of 63 in America's most important musical competition. The annual award by the foundation, which was established in 1939 by the late Edgar Leventritt, carries with it a prize of \$1,000 and an appearance with the New York Philharmonic and other key American Orchestras. The winner will perform with the Philharmonic on May 1, 1960. Frager has been appearing in his home town since he was a lad, playing in public at six and appearing as a soloist with orchestras by the time he was 10. He studied under Carl Freidberg when he came to New York in 1949. Frager has won a number of other competitions and made his New York debut in 1952.

New York

The Dukes of Dixieland will open at the Roundtable in New York this week (6). . . . Steve Sholes has signed Jim Reeves to a new contract at RCA Victor. . . . Herb Linsky, national promotion manager for Epic Records, has put into action the firm's "Where Ya Calling From, Charlie," contest to hype the Arnold Stang record. Jockeys receiving the most unusual call from the most unusual location will receive a prize as will the caller. National jockey winner will receive a Columbia phono. . . . Seeco Records chief Sid Siegel has pacted comic Alan King to the label.

Mills Music has secured the American publishing rights to Russ Conway's new English hit, "China Tea." Tune was penned by Trevor Stanford. . . . Sycamore Records of Hollywood has signed Dorita. . . . Rondo Records has pacted Muriel Rahn. . . . Joe Rene, free-lance a.&r. man for Kenco, has just completed arrangements for the new Lester Lanin album on Epic, and is prepping a jazz set for Stereo-O-Craft.

Laurie Records a.&r. head Gene Schwartz has signed singer Jack Carroll. . . . Hurrigan Records has moved into new offices in Miami. Firm has just incorporated and the officers are: Dick Riddle, prexy; Ric Castle, veepee; Bill Hubbard, secretary, and Herb Teitelbaum, treasurer. . . . Andy Williams opened last week at the Roosevelt in New Orleans. . . . Allan Kallman is now working with George Goldner at Gone Records. He was formerly with Ribbon Records. . . . Goldie's New York boite has opened for the winter season. With Lou Hawkins at the piano will be Bob Printz and Wayne Saunders.

There has been some confusion over pianist-singer Nina Simone's label affiliation. She had her first album released on Bethlehem Records, the King subsidiary. Her single hits have also been issued on Bethlehem. However, she has been signed by Colpix and that label will soon issue her latest album. . . . Erroll Garner has signed with the Lenny-Deblin Agency to handle his TV representation. . . . Tony Lavelli's one man show will play New Britain, Conn. on October 18, Bristol, Conn. on November 8 and New Haven, Conn. on November 10.

Pianist Earl Roach is back playing piano at the Gunpowder Cavern on Retreat Hill in St. Georges, Bermuda. . . . Jimmie Rodgers is now Down Under for two weeks of concerts in Sydney, Melbourne and Brisbane. . . . Lester Sims, general professional manager at Bourne Music, is flipping over the action on his firm's "Unforgettable," with Dinah Washington and is excited about the forthcoming Dot waxing on "I'd Climb the Highest Mountain" with Keely Smith. . . . Jerry Wald has cut the European hit "The Creeper" for his new label Waldork. Tune is from the flip "Toi Le Venin." Bob Rolontz.

Chicago

Hugo Winterhalter and a 25-piece ork pacted by Associated Booking Corporation for a tour starting April, 1960. . . . Mercury, searching for a hot teen-age property, believes it has found him in Jivin' Gene, a tall, blond Texan showing promising sales on "Breaking Up Is Hard to Do." The lad is currently being sent on a two-week promo tour of the East, winding up in Chicago October 9. . . . Charlie Shavers signed with Merc. . . . Ruth Olaj opens at the Cloister October 20. . . . Damita Jo goes into the Flamingo, Las Vegas, Nev., October 8, for four. . . . Patti Page signed by Burt Lancaster to play the spiritual singer in "The Life of Elmer Gantry." She says she'll do a whopping showcase of 14 songs. Truth is, she only does a mere 13, but Patti's superstitious. . . . Veejay's general manager, Ewart Abner, papa of a girl, Casey. Bernie Asbell

Cincinnati

Rolly Davis, for a number of years manager of the record division of Ohio Appliances, Inc., here, RCA Victor distributor, has been upped to sales manager of the firm's electronics division. He has been succeeded as records head by Jerry Weiner, platter salesman in the territory the last nine years. Weiner's salesman's post has been filled by Claire Newman, who has served in a similar capacity with the RCA Victor distributor in Dayton, O. . . . The Stan Kenton ork chalked the top attendance mark for name bands at Moonlight Gardens, Coney Island, on the season just concluded. . . . Fraternity Records' singer John Gary, following his appearance on the Lawrence Welk TV-er from Hollywood Saturday (3), jet-planned out Monday (5) for New York, where he makes his fifth appearance on the Jack Paar TV show Thursday (8). Gary's personal manager, Paul Carlson, made the hop from the Coast to his headquarters here.

Crash Craddock, new Columbia Records satellite, was in town Sunday and Monday (27-28) for a series of personals to plug his new release, "Don't Destroy Me" b.w. "Boom Boom Baby." He put in a busy Sunday, with appearances on Station WCKY's hop at Castle Farm, deejay

(Continued on page 24)

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

TONY BELLUS, who hit it big with Robbin' The Cradle, has a two-sided Billboard Pick working for him: Hey Little Darlin' b-w Only Your Heart. The National Recording Company artist's other musical interests include songwriting, playing accordion and guitar.

BROOK BENTON: It will probably be just a matter of time until Brook's new Mercury release, So Many Ways b-w I Want You Forever, finds it's way on the charts. It rated a Billboard Spotlight. Brook is presently doing one-nighters that will take him to Evans Club, Forestville, Md., Oct. 7; James Sports Arena, Street, Md., Oct. 9; Idora Park, Youngstown, O., Oct. 10; Keith Theater, Cleveland, O., Oct. 11; City Aud., Raleigh, N. C., Oct. 12.

The **BROTHERS FOUR**, banjo-playing Mike Kirkland, guitar-playing John Paine, bass fiddler Bob Flick and Dick Foley, who backs up the group with cymbals and bongos, are the latest folk-singing, instrument-playing and fun-lovin' group on the music scene. A year ago this Autumn, at the start of Fraternity Rush Week at the University of Washington, the boys got-together on a few instrumental-vocals as an entertainment feature. Their successful performing expanded to night club work and eventually to a Columbia Records contract. Next on the agenda is a stint at the Tropicana Hotel in Las Vegas starting Oct. 7. Chicka Mucka Hi Di b-w Darlin' Won't You Wait is the title of their spirited release.

FREDDY CANNON, the young man from Revere, Mass., is hoping his new Swan release, Okefenokee will do as well as his previous hit, Tallahassee Lassie.

SAM COOK headlines a bright and fast-moving review at the Apollo Theater, N. Y. C. His showmanship, charm and pleasing vocals make Cook an all-round entertainer. The Keen recording artist has two nicely contrasting sides in his new release. There I've Said It Again is the title of one, an up-dated rockballad approach to the old favorite, One Hour Ahead of the Posse, an amusing novelty, is the flip—both Spotlighted by Billboard.

BIRTHDAYS OF THE WEEK: Oct. 7, Al Martino—20th Fox artist on the scene with Darling, I Love You b-w The Memory of You. Oct. 7 is also the birthday of Alfred Drake and Vaughn Monroe. Oct. 10, Ivory Joe Hunter, Thelonious Monk.

BOBBY DARIN'S Mack the Knife went all the way to the top of the Hot 100 this week. At 22, Bobby's success includes the number one song in the nation, a film contract with Paramount and his own label. That's All is the title of his swingin' Atco album. He opens at the Sands Hotel, Las Vegas Oct. 6 for a 3 week stand.

The **DRIFTERS**, Benny Nelson, Ekberry Hobbs, Doc Green Jr., and Charles Thomas, have two hot sides, (If You Cry) True Love, True Love b-w Dance With Me, to follow their big There Goes My Baby. The boys are touring with the Dick Clark Caravan and will be at Memorial Aud., Canton, O., Oct. 6; Lorain Arena, Lorain, O., Oct. 7; Veteran's Memorial Aud., Columbus, O., Oct. 8; Sports Arena, Toledo, O., Oct. 9; and Civic Aud., Grand Rapids, Mich., Oct. 10.

CONNIE FRANCIS rates a Star Performer on the Hot 100 for her fast climbing MGM single, Plenty Good Lovin'. Newark, N. J.-born, Connie is scheduled for a 3-week engagement at The Chez Paree, Chi., beginning Oct. 23.

BILL HALEY, who hit the million-seller mark with Shake, Rattle and Roll, Rock Around the Clock and See You Later, Alligator, hit the Hot 100 chart this week with his Decca recording Joey's Song.

RONNIE HAWKINS is currently touring Canada with his group. It was in clubs in Canada where the young man from Huntsville, Ark., received much of his show-biz training. The quartet is composed of Will Jones on piano; Levon Helm on drums; Ray Paulman on guitar, and of course, Ronnie on the lead vocals. The group play up a storm on their Roulette release Mary Lou.

KINGSTON TRIO are on the road with their new Capitol recording. A Worried Man, Dave, Bob and Nick will take the MTA to Oklahoma State College, Stillwater, Okla., Oct. 6; University of Indiana, Oct. 10; Masonic Aud., Detroit, Oct. 11; Northwestern U., Evanston, Ill., Oct. 13, for personal appearances.

JOHNNY MATHIS is swingin' with the release of Misty, a Star Performer this week, and The Best of Everything b-w Cherie, both new Columbia singles. The Best of Everything is the title ballad from the forthcoming film.

The **PLATTERS**, Tony Williams, David Lynch, Paul Robi, Herbert Reed and Zola Taylor, have to their credit five gold records: Only You, The Great Pretender, My Prayer, Twilight Time and Smoke Gets in Your Eyes. Their current Mercury release is Where and Wish It Were Me.

JOHNNIE RAY'S highly original singing style has kept him a favorite in the ever-changing music scene. Born in Dallas, Oregon, Mr. Emotion will delight audiences at the Riviera Club, Las Vegas, where he opens Oct. 12 for 2 weeks, with his new Columbia release I'll Never Fall in Love Again and You're All That I Live For.

JOE REISMAN, a.&r. director at Roulette Records, has come up with an instrumental version of Lady Chatterly's Lover b-w Memphis Night Walk. The former saxophone player with Glen Gray, Bob Crosby and Sam Donahue offers an arrangement of all-time instrumental favorites in his album Joe Reisman Salutes.

JOHNNY RESTIVO, newest RCA Victor rock 'n' roll singer, has cut his second wax for them, Dear Someone coupled with I Like Girls. Bronx, N. Y.-born Johnny now resides with his family in Cliffside Park, N. J., and manages to find time for weight-

lifting and body building, which earned him the title of The Most Perfectly Proportioned Teenager in America, 1958, awarded by a national health magazine.

JIMMIE RODGERS is climbing the charts with his Roulette recording Tucumcari. Jimmie's recording of Honeycomb skyrocketed this young singer from Camas, Washington to stardom overnight.

BUDDY SHEPHERD is new name on a new label. I'm Hypnotized b-w So Many Reasons Why is the release and Play Me is the label. Buddy is an eighteen-year-old from Yonkers, N. Y., who also plays guitar.

JERRY WALLACE: The ex-Navy man from Kansas City, Mo., is familiar to West Coast audiences because of his many appearances there. He is currently making personal appearances in connection with his latest Challenge Records release Primrose Lane.

ROGER WILLIAMS has cut his number of concerts in anticipation of becoming a father. Mr. Williams is the son of a prizefighter turned minister and a music teacher. During the war he was a Navy boxing champion. The pianist applies strong treatment to his new Kapp wax, Cool Waters b-w Sunrise Serenade, both Spotlighted by Billboard.

PROMOTION WEEKS AND DAYS: Oct. 4 began National Fire Prevention Week, Letter Writing Week and National Pharmacy Week. Oct. 5 begins National Better Living Week. Oct. 10 is Oklahoma Historical Day and starts National Wine Week. International Pizza Week starts Oct. 11.

See you next week.

TONY 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

- CAREER—Dean Martin.....Capitol
- EVERY LITTLE THING I DO—Dion and The Belmonts.....Laurie
- I AIN'T GONNA LEAD THIS LIFE NO MORE—Dean Martin.....Capitol
- IF AND WHEN—Gogi Grant.....Liberty
- I'LL NEVER SMILE AGAIN—Gogi Grant.....Liberty
- NINE O'CLOCK—Ann Grayson.....RCA Victor
- STARRY EYED—Gary Stites.....Carlton
- STAYING YOUNG—Carol Hughes.....RCA Victor
- TAKE ME ALONG—Ames Brothers.....RCA Victor
- TENNESSEE WALTZ—Bobby Comstock and the Counts.....Blaze
- TENNESSEE WALTZ—Jerry Fuller.....Challenge
- THE ENCHANTED SEA—The Islanders.....Mayflower

ALBUMS

- BENNY RIDES AGAIN—Benny Goodman.....Chess-Checker
- SWEET SOUNDS—The Browns.....RCA Victor

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

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

FOR KNOW-HOW BORN OF RESEARCH MAKE IT A "CUSTOM"



QUALITY IS AN ART...AND AN RCA TRADITION

RCA CUSTOM RECORD SALES



155 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 4-1660
800 17TH AVENUE SOUTH • NASHVILLE 3, TENNESSEE • ALPINE 5-6691
IN CANADA: RCA VICTOR COMPANY, LTD. { 1001 LENOIR STREET, MONTREAL
225 MUTUAL STREET, TORONTO

MUSIC AS WRITTEN

• Continued from page 23

Dick Pike's teen-age setto at the Lookout House, Covington, Ky.; Station WSAI's hop at a local K. of C. Hall, and Bob Braun's "Bandstand" via WLW-T. Arthur Miller and Frank Shue, of the local Columbia distributing works, chartered a helicopter for Craddock to make the jumps. On Monday, Craddock pulled a mob of teen-agers to the Teen Dream department at Shillito's, downtown department store.

Ruth Lyons, star of the "50-50 Club," beamed simulcast, Monday thru Friday, 12 noon-1:30 p.m., over the Crosley Broadcasting's four-station hook-up, has a new release on her own Candee label, a Yule platter coupling "The Christmas Marching Song" and "This Is Christmas," both from Miss Lyons' own pen. On the former, vocals are handled by Miss Lyons and the Melo-Larks, with Ruby Wright handling the warble chores on the latter tune. Cliff Lash's band does the backing on both. The platter will be plugged thruout Miss Lyons' Christmas Fund Drive, which annually raises more than \$100,000 for local underprivileged children. . . . The fabulous Fabian did a Brody at Milt Magel's Castle Farm Saturday (26), attracting 205 teen-agers at \$1.50, at a matinee performance, and 430 adults at night at \$2 each, for a total gross of \$1,167.50. Magel is reported to have dropped around \$2,300 on the booking. Bill Sachs

Hollywood

Message from Capitol exec producer Dave Dexter, written from trouble-torn Calcutta, India, while beating the bushes of the Orient in search of authentic disk material: "Riots here, which killed nine yesterday, have made it awkward . . ."

Raynote Records prexy Ray Whitaker promoted Ed Borgelin to be label's general manager. He was Raynote's promotion director. . . . Dot is issuing another single from its "Five Pennies" sound track—"Battle Hymn of the Republic," performed by Louis Armstrong and Red Nichols. It's backed with "Lullabye in Ragtime," sung by Danny Kaye and Eileen Wilson who supplied the screen voice for Barbara Bel Geddes in the Paramount film.

M-G-M Records' teen-age troubador Conway Twitty makes his movie debut in Metro's pic, "Platinum High School," co-starring Mickey Rooney and Terry Moore, and produced by Albert Zub-smith and Red Doff.

Nashville

Wedding bells rang out Friday night (25) for Dollie Dearman and Jim Denny, of the Jim Denny Talent Agency and Cedarwood Publishing. Vows were said at Brentwood Methodist Church while some 50 friends looked on. Brentwood Country Club was the scene of the reception which followed the quiet ceremony. Among those attending were Eddy Arnold and wife, Sally; Minnie Pearl and hubby, Henry Cannon; Don Law, Melvin Endsley, Whitey (Duke of Paducah) Ford, Mel Tillis, Wayne Walker Frances Williams, Hubert Long, and Betty Johnson and hubby, Charlie Grean. . . . Cedarwood Publishing Company's Marjohm Wilkin's first Columbia release is due out October 13. . . . Pee Wee King was in town Thursday (1) en route to Oklahoma City.

Local stork has been busy with a girl for Wayne Walker and wife, Elaine (she's Ernest Tubb's daughter); a daughter for Tannen Music rep and guitarist, Ray Edenton, and wife, Rita Robbins, and a fourth boy for drummer and co-author of "Boo Boo Stick Beat," Buddy Harman, and wife. . . . Don Gibson's new Victor album, "That Gibson Boy," came out last week, along with Eddy Arnold's "Thereby Hangs a Tale." . . . Jim, Ed, Maxine and Bonnie Brown are skedded to be Arthur Murray's TV guests October 13. . . . Jimmie Driftwood was on the CBS-TV "To Tell the Truth" show October 1. . . . Floyd Robinson completed a Victor album last week, and Porter Wagoner was slated for a session for the label Friday (2). . . . Homer and Jethro played the fair at Memphis last week and will come into town soon for an RCA Victor session. . . . According to a.&r. man, Chet Atkins, "Little Boy Blue," recorded for RCA Victor by Hoyt Johnson, of Arley, Ala., is "breaking in California and looks mighty hopeful." . . . Monument's Fred Foster is due in town for sessions this week.

Don Law was in town thru Saturday (3), recording Johnny Horton and Bobby Lord. . . . Bobby Sykes had an Epic session at Bradley Studio Thursday night (1). A.&r. man, Jim Foglesong, was in town to direct Sykes' first session for the label. . . . Joe Lucas, of Acuff-Rose Publications, reports that Audrey Williams is on tour with Cub label's Johnny Rivers. . . . Jim Vieneau due in town this week for an M-G-M session. Melvin Endsley is also skedded to record for the label. . . . The Sunday night crowd at the Carousel in Printers' Alley has increased from SRO to "not another corner" as patrons pour in to hear Chet Atkins, guitar; Bobby Moore, bass; Floyd Cramer, piano, and Buddy Harman, drums.

Pat Twitty

Boston Skeds 4 October Albums

NEW YORK—Boston Records, the indie classical label, has four releases skedded for October, including one pop item on its Sheraton label. Classical items include sets featuring Paul Wittgenstein in two Richard Strauss compositions, an album of "French Horn Masterpieces," and choral works in its "Music of the Bach Family" series. The pop set on Sheraton is titled "Don Russell and his Ork at the Harvard-Yale Ball."

Stevens-Rene Repeat Team-Up

HOLLYWOOD — History is repeating itself, according to Imperial Records, in its teaming songstress April Stevens with conductor-arranger Henri Rene. Miss Stevens' "I'm in Love Again" backed by Rene on the Victor label nine years ago smashed thru into the top-sellers. Pair are together again, this time under the Imperial banner, with "Teach Me Tiger." Diskery claims initial strong sales response points to another hit.

Here's **DINO** with a
sure-sell combination:

CAREER

*from the motion picture "Career"
 starring Dean Martin*

b/w

**I AIN'T GONNA
 LEAD THIS LIFE
 NO MORE**



RECORD NO. 4287

The Billboard **TOP LP'S** FOR THE WEEK ENDING OCTOBER 4

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.....	16
2	2 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	80
3	4 INSIDE SHELLY BERMAN, Verve MG V 15003.....	24
4	3 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	11
5	5 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	34
6	6 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133...	75
7	8 NO ONE CARES, Frank Sinatra, Capitol W 1221.....	7
8	10 GIGI, Sound Track, M-G-M E 3641 ST.....	66
9	7 PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	34
10	14 HEAVENLY, Johnny Mathis, Columbia CL 1351.....	3
11	9 MY FAIR LADY, Original Cast, Columbia OL 5090.....	183
12	11 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331.....	6
13	17 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	40
14	13 SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	279
15	12 KINGSTON TRIO, Capitol T 996.....	16
16	15 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	16
17	16 PORGY AND BESS, Sound Track, Columbia OL 5410.....	12
18	18 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	23
19	21 QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	6
20	24 THE MUSIC MAN, Original Cast, Capitol WAO 990.....	84
21	19 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160....	65
22	20 FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	100
23	23 HYMNS, Tennessee Ernie Ford, Capitol T 756.....	117
24	22 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	19
25	36 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	36

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	25 GYPSY, Original Cast, Columbia OL 5420.....	12
27	27 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270....	35
28	32 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001...	3
29	26 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.	45
30	28 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226....	30
31	29 TABOO IN HI FI, Arthur Lyman, Hi-Fi Records R 806.....	29
32	39 A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011.....	3
33	47 CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163.....	12
34	30 THE KING AND I, Sound Track, Capitol W 740.....	155
35	35 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	10
36	38 BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	19
37	43 FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	38
38	48 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082.....	2
39	— THAT'S ALL, Bobby Darin, Alco 33-104.....	1
40	33 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	25
41	34 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	34
42	40 ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	43
43	42 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	15
44	37 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289....	25
45	41 LOVE IS THE THING, Nat King Cole, Capitol W 824.....	7
46	45 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130....	17
47	46 SWINGIN' PRETTY, Keely Smith, Capitol T 1145.....	8
48	49 HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	21
49	— TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Clijburn, RCA Victor LM 2252.....	52
50	— WARM, Johnny Mathis, Columbia CL 1078.....	57

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	20
2	3 NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	6
3	4 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	13
4	2 GIGI, Sound Track, M-G-M SE 3461 ST.....	20
5	5 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.....	13
6	7 MY FAIR LADY, Original Cast, Columbia OS 2015.....	20
7	6 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226....	18
8	8 THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	18
9	9 PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	20
10	11 KINGSTON TRIO AT LARGE, Capitol ST 1199.....	14
11	10 'S MARVELOUS, Ray Conniff, Columbia CS 8037.....	12
12	15 FILM ENCORES, VOL. I, Mantovani, London PS 124.....	20
13	12 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	20
14	14 HEAVENLY, Johnny Mathis, Columbia CS 8152.....	2
15	16 BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	13

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	19 OKLAHOMA! Sound Track, Capitol SWAO 595.....	18
17	17 TABOO IN HI FI, Arthur Lyman, Hi-Fi Record SR 806.....	20
18	21 FLOWER DRUM SONG, Original Cast, Columbia OS 2009.....	5
19	18 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.10	
20	22 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.....	17
21	24 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	13
22	26 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054.....	14
23	13 GYPSY, Original Cast, Columbia OS 2017.....	6
24	20 CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022.....	3
25	25 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056....	7
26	27 SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600.....	15
27	29 ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006.....	5
28	— MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043.	3
29	— STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8099.....	3
30	— PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138.	1

Album Cover of the Week



WANDA LANDOWSKA, RCA Victor LM 3289. The depth and sensitivity of character is shown in this cover photo of the late great harpsichordist.

Best Selling 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.

1. **More Music From Peter Gunn**
Henry ManciniRCA Victor LPM 2040
2. **Kingston Trio at Large**
.....Capitol T 1199
3. **Exotica, Vol. I**
Martin DennyLiberty LRP 3034
4. **Film Encores, Vol. II**
MantovaniLondon LL 3117
5. **More Johnny's Greatest Hits**
Johnny MathisColumbia CL 1344
6. **Hold That Tiger**
FabianChancellor CHL 5003
7. **Tenderly**
Pat BooneDot DLP 3180
8. **Peter Gunn**
Henry ManciniRCA Victor LPM 1956
9. **77 Sunset Strip**
Warren BarkerWarner Bros. WB 1289
10. **From the Hungry "i"**
The Kingston TrioCapitol T 1107

Best Selling Pop EP's

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

1. **Songs by Ricky**
Ricky NelsonImperial EP 162
2. **South Pacific**
Original CastColumbia EPA 850
3. **Side by Side**
Pat & Shirley BooneDot DEP 1076
4. **Heavenly**
Johnny MathisColumbia EPB 13511
5. **Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
6. **South Pacific**
Sound TrackRCA Victor EOC 1032
7. **Peter Gunn**
Henry ManciniRCA Victor EPA 4333
8. **Songs Our Daddy Taught Us**
Everly BrothersCadence CEP 110
9. **Ricky Sings Again**
Ricky NelsonImperial EP 159
10. **Still More Sing Along With Mitch**
Mitch MillerColumbia EPB 12831

IT BROKE ON TV!

Benny Goodman's *First Chess Album*



*Millions saw and HEARD it on John Gunther's HIGH ROAD
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**benny
 rides
 again**

AVAILABLE STEREO AND MONAURAL
 FEATURING BG'S BIG BAND AND QUIN-
 TET, including stars like Andre Previn, Red
 Mitchell and others too contracted to mention

BRAND NEW! JUST CUT!
 Great Standards —
 "Whispering, Mission to Moscow" and others.

Great New Instrumentals —
 "Stereo Stomp, It Could Happen To You" and
 others.

CHESS LP-1440

CHESS PROD. CORP.
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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

SOLO SPOTLIGHT

Glen Gray & the Casa Loma Ork. Capitol T 1234—Glen Gray has built up a sizable following with current disk buyers, and his latest Capitol package should meet with similar success. Blending his old style with a modern feeling, Gray serves up some listenable ork treatments on such beautiful standards as "Stella By Starlight," "Around the World," etc. Titled theme is carried out via solo segs by Murray McEachern, Ray Sherman, Joe Howard, Nick Fatool, Shorty Sherock, Mannie Klein, etc.

EVERY TIME I FEEL THE SPIRIT

Nat King Cole with Gordon Jenkins & the First Church Deliverance Choir. Capitol W 1249—Here's a quality album that should click in the pop as well as the religious market. Cole contributes reverent, feelingful readings of some great spirituals—"Go Down Moses," "Nobody Knows the Trouble I've Seen," etc. Fine support by the First Church of Deliverance Choir and the Jenkins ork. Some of the bands offer interesting material for pop jocks.

APHRODISIA

Jackie Gleason Ork. Capitol W 1250—Another in the long series of delightful mood albums inspired by Gleason. This one features big banks of shimmering strings, with the fine organ assistance of (Wild) Bill Davis. Tunes are all Gleason originals and bear such titles as "Pastel Flame," "Dawn Desire," "Pink Chiffon" and "Perpetual Emotion," which advance the mood as noted in the set's title. Mighty satisfying listening and jocks will find some good bands here as well.

THE QUEEN

Dinah Washington. Mercury SR 60111 (Stereo & Monaural)—The Queen has a package here of much vocal craftsmanship. There are four blues, including "Trouble in Mind" and "Back Water Blues" and a number of ballads and sophisticated songs, including "All of Me," "I Remember Clifford," etc. The backing is tastefully smart jazz. For those who are fond of wonderful phrasing and sensitive vocal nuance, here it is.

Jazz

DOUBLE BARRELLED PIANO

Bob Brookmeyer & Bill Evans. United Artists UAS 6044 (Stereo & Monaural)—This is a marvelous recording and one that has a chance to become a big seller as well. It features Bill Evans, one of the most impressive of the new jazz pianists, and Bobby Brookmeyer, also playing piano on this new recording. The combination of Evans and Brookmeyer is electric, and the entire album is exciting. "Honeysuckle Rose," "As Time Goes By," "The Way You Look Tonight," and the others in the set are played in a swinging, modern manner that makes them come alive. One of the most impressive new jazz waxings this year.

Classical

WANDA LANDOWSKA-MEMORIAL EDITION

RCA Victor LM 2389—This item should create considerable interest and prove a strong seller. The late artist is presented, playing Bach's "Three-Part Inventions" and "Two-Part Inventions" on harpsichord. Her interpretations are meticulous and concise. Her pure artistry is complemented by the excellent sound quality of the recording. A dramatic cover photo lends display value.

HANDEL: MESSIAH - 2-12"

Eileen Farrell, Soprano; Various Artists with the Philadelphia Orch. (Ormandy) and the Mormon Tabernacle Choir (Condie). Columbia M21 263—Disk is bound to be a stand-out sales item for dealers, since it features some of the best-drawing names in the business. It can get its share of Christmas coin, too. Over-all pace is a bit rapid, however, serious collectors will applaud fine sound of Miss Farrell and the Philadelphians.

Sound

CHARGE!

Felix Slatkin Conducting the Light Brigade. Capitol T 1270—Here's a solid candidate for sales to sound addicts. Rich, colorful sound (cannons, bagpipes, fifes, etc.) is highlighted on a group of exciting battle songs—"When Johnny Comes Marching Home," "Bugler's Dream," "Drummer Boys," "Fifes and Drums," "Charge!" and "Bagpipes and Drums." Some sides should make interesting off-beat jockey wax.

Country & Western

SONGS FOR ROUNDERS

Hank Thompson. Capitol T 1246—The title of this new Hank Thompson set is an apt one. The songs concern bachelors who enjoy the single life, and songs of gamblers, drunkards, and men who have much fun and much sorrow in their lives. All of these Thompson sings with feeling and heart, and the set is one of his best efforts on wax. Tunes include "Three Times Seven," "I'll Be Bachelor Till I Die," "Drunkards' Blues," "Cocaine Blues" and "Bummin' 'Round." A fine LP that could also appeal in the pop market.

THE ONE AND ONLY LEFTY FRIZZELL

Columbia CL 1342—Frizzell, one of the great country artists, has a flock of fine performances. For years one of the most distinctive hillbilly singers, Frizzell does material here which not only reflects his own personality, but also shows the influence of the original Jimmy Rodgers (such as "Mom and Dad's Waltz"). "If You've Got the Money," side, and a classic blues, "My Bucket's Got a Hole in It," are also here.

Children's

HUCKLEBERRY HOUND

Daws Butler & Don Messick. Colpix CP 202—The popular wax in the kiddie field. A straight narration by Don Messick is blended in showmanly fashion with amusing character voices from the series supplied by Butler and Messick—Jinx, the cat; Pixie and Dixie, two little mice; Yogi Bear, etc.

Pop Disk Jockey Programming

SOMETHING TO REMEMBER YOU BY

Enoch Light Ork. Grand Award G. A. 33-410—A very well-produced disk with excellent sound. Arrangements are not only lush, but also tasteful. Standard material includes "I Only Have Eyes for You," "If I Loved You," "Greensleeves" and "Scarlet Ribbons." An excellent jockey programming item.

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

DID YOU EVER HEAR THE BLUES?

Big Miller. United Artists UAS 6047 (Stereo & Monaural)—These blues were written by poet Langston Hughes in collaboration with others. The style is in the traditional blues idiom for Hughes has absorbed the soul and verbal imagery of the blues. Big Miller shouts them in dramatic fashion to fine backing which includes outstanding instrumentalists. Recorded with excellent sound.

PIANO & PEN

Dick Katz. Atlantic 1314—Dick Katz, a new pianist who is gaining notice in critical circles lately, reveals himself as an interesting new talent here. Altho Katz has played with a lot of top groups this is his first starring album. On it he shows off sensitivity, imagination, and a strong melodic line. And most important his style is sparse and thoughtful, not overblown. With Katz on this set are Chuck Wayne, Jimmy Raney, Joe Benjamin and Connie Kay. Selections include "Timonium," "Glad to Be Unhappy" and "Afternoon in Paris."

NICA'S TEMPO

Gigi Gryce Ork. Savoy MG 12137—This is an interesting new album featuring the orchestra and quartet of Gigi Gryce, the arranger-musician. The orchestra is of the same composition musically as was the famous Miles Davis group of 1949. A lot of top jazzmen are featured on the tracks, including Gryce himself on alto. Others are H. Silver, J. Cleveland, J. Payne, A. Farmer, and E. Bert and A. Blakely. It's an all-star line-up and the music is something to hear. Tunes are all originals, many composed by Gryce, with "Speculation" and "Shuffle Boil," among the best.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ SONGS OF THE CARIBBEAN
The Norman Luboff Choir. (Columbia CL 1357)—A group of Caribbean folk songs and ballads based on calypso with slight variations and given smooth and sophisticated interpretations by the noted Norman Luboff choir. The performance and material is versatile in rhythm and style providing for extremely entertaining listening and dancing pleasure. Highlights are, "Balance," "Dance de Limbo," "Bamboo-Tambo," "Woman Sweet," and "Sunset and Moon-

rise." Disk has attractive cover and displayed well it should bring in some solid sales.

★★★★ THEREBY HANGS A TALE

Eddy Arnold. RCA Victor LPM 2036—The Tennessee plowboy has been riding a good singles hit lately in "Tennessee Stud," and here he includes that tune plus numerous others with strong folkish roots. Included are "Nellie Sits A-Waitin'," "The Wreck of the Old '97" and "The Battle of Little Big Horn." These, as the notes say, are as "down to earth as hominy grits,"

and Arnold hands them the down-to-earth flavor. A classy set of readings.

JAZZ ★★★★★

★★★★ MINGUS AHUM-CHARLES MINGUS

Columbia CL 1370—What Charlie Mingus says in jazz is never unimportant, and he has a lot to say on this new recording. On this new album, his first for Columbia, he turns in some first-rate performances on highly personal group of tunes, all of which he composed. With Mingus on this waxing are Shafi Hadi, Jimmy Knepper, Danny Richmond and Willie Dennis. This is avant-garde jazz, but jazz with a soul. Best sides are "Goodbye Pork Pie Hat" and "Self Portrait in Three Colors." for Mingus' many fans.

LOW-PRICE CHILDREN'S ★★★★★

★★★★ HERCULES
Sound Track. RCA Victor LBY 1036—A thriller, detailing the great adventures of Hercules, Ulysses and the argonauts who find the Golden Fleece. One episode follows another rapidly, and the action never flags. Value here is educational too. Recording is the sound track from the film starring Steve Reeves, (noted strongman), with narration by Conrad Nagel.

★★★ GOOD SALES POTENTIAL

POPULAR ★★★

★★★ MY VERY GOOD FRIENDS THE BANDLEADERS

Ted Heath Ork. London LL 3127—The popular British bandleader shepherds his flock thru hits made famous by a dozen of his American colleagues. But whether he's concentrating on Goodman's "Sing, Sing, Sing," Basie's "One o'clock Jump" or Kenton's "Intermission Riff," it's far from slavish imitation. All the tunes are served up in Heath's polished, individual style, with the emphasis on full-bodied brass. Tempos are fast and driving, and just right for dancing.

★★★ LEROY ANDERSON CONDUCTS LEROY ANDERSON

Decca DL 8865—Anderson serves up a rich, melodic wax helping of his own compositions — "Blue Tango," "Sleigh Ride," "The Waltzing Cat," etc. Fine jockey wax.

★★★ BIG BAND SOUND

The Elliot Lawrence Ork. Fantasy 3290—Here's a quality-sound package, featuring bright, swinging big-band instrumental treatments of danceable themes—"Did You Say Dixie," "Jump Steady," etc. Good beat and excellent musicianship.

★★★ WONDERFUL COUNTRY

Sound Track. United Artists UAS 5050 (Stereo & Monaural)—The film, which stars Robert Mitchum and Julie London, is an action Western and the music reflects the strongly Western flavor. There's a bit of Mexico and plenty of Texas wrapped into the score by Alex North and the devoted fans of the Western can't help but like the sound. Handsomely recorded, the disk contains some bands which could easily pick up some mood deejay play.

★★★ ALL THE WAY

Emil Stern. Piano. Felsted FS 17506 (Stereo & Monaural)—The pianist, a past winner of the "Grand Prix du Disque," handles ballads with true Gallic charm. Combining vivacity and lightness, he gets an awful lot of mood mileage out of "Love Me Forever," "Catch a Falling Star," and title song. Some of the lesser-known French items like "Zon, Zon, Zon" are great. Rhythm group behind him is soft and unobtrusive. Stereo has good, intimate sound.

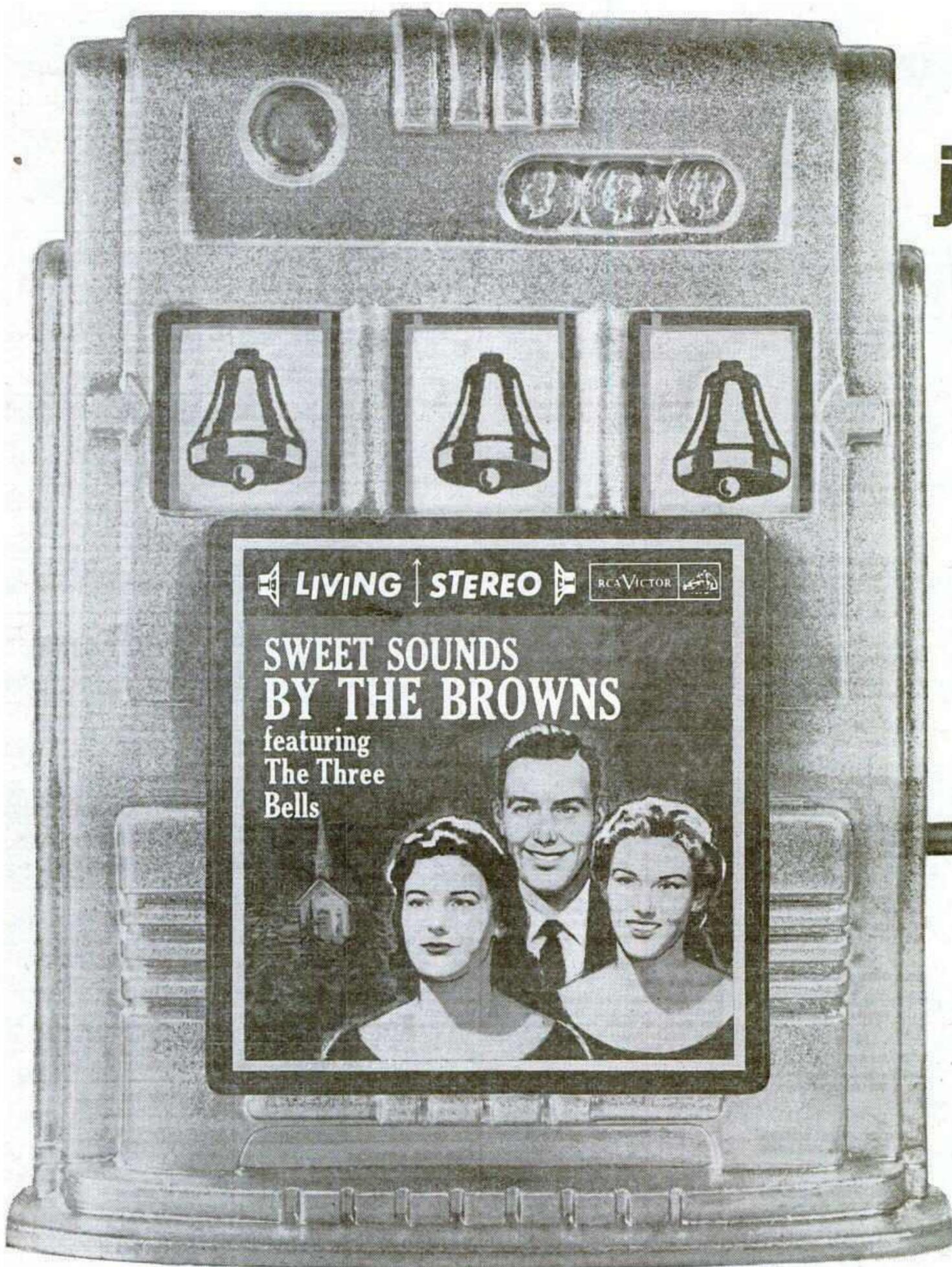
★★★ THE SWINGING LENEY EVERSONG

Seco CELP 435—A very unusual voice and an unusual talent. The thrush, very well known in South America and Europe, is multi-lingual — singing in Portuguese, French, English, etc. Voice is uncommon — it swings; has a jazz quality, and also a legit quality. Material here includes "Granada," "Solitude," "I Want to Be Happy."

★★★ SONGS OF BATTLE

The Ralph Hunter Choir with Sid Bass Ork. RCA Victor LSP 1996 & LPM 1996 (Stereo & Monaural)—A good selection of material by the Ralph Hunter group is performed in excellent fashion. There are songs of the Army, Navy, Air Force and Marine Corps, and there are the tunes of both World Wars in addition to those associated with the Civil War and the Revolutionary period. In addition to the vocal chorus and instrumental work there are bugle and marching sounds recorded by a drill team of Fort Monmouth, N. J.

(Continued on page 30)



jackpot album!

The Browns hit the jackpot with "The Three Bells," the smash single that's #1 in the nation! Now, here comes a jackpot **ALBUM** by the Browns, featuring "The Three Bells" and eleven other solid selections.

Available in Living Stereo and Regular L. P.

LPM/LSP-2144.

EXTRA WINNINGS FROM THIS 45 EP ALBUM - "The Browns Sing 'The Three Bells'" EPA-4347. (The Three Bells, The Man in the Moon, This Time I Would Know, Be My Love.)



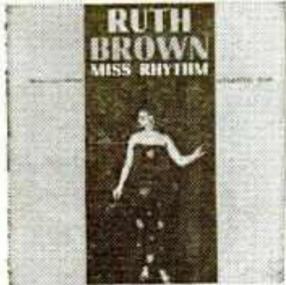
Atlantic's Biggest

Rock & Roll LP Release:

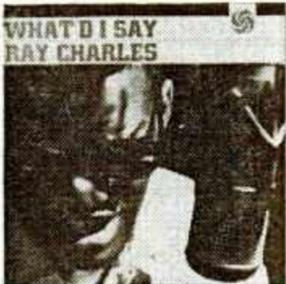


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"Miss Rhythm" (8026)



RAY CHARLES
"What'd I Say" (8029)



LA VERN BAKER
"Blues Ballads" (8030)



CLYDE McPHATTER
"Clyde" (8031)



JOE TURNER
"Big Joe Is Here" (8033)



THE CLOVERS
"Dance Party" (8034)

8028 THE FABULOUS GUITAR OF LUIZ BONFA/AMOR

8027 BETTY JOHNSON/THE SONG YOU HEARD WHEN YOU FELL IN LOVE
Red Sails in the Sunset; Dream; The Very Thought of You; Always, etc.

8025 RAY CHARLES/YES INDEED!
It's All Right; I Want to Know; Yes Indeed; Talkin' 'Bout You; Swanee River Rock; I Want a Little Girl, etc.

8024 CLYDE McPHATTER/LOVE BALLADS
Come What May; Rock and Cry; Lucille; Long, Lonely Nights, etc.

8023 JOE TURNER/ROCKIN' THE BLUES
We're Gonna Jump for Joy; Lipstick Powder and Paint; I Need a Girl; Red Sails in the Sunset; Blues in the Night; Trouble in Mind; TV Mama, etc.

8022 THE DRIFTERS/ROCKIN' & DRIFT-
IN!
Moonlight Bay; Ruby Baby; Drip Drop; Soldier of Fortune; Adorable; Steamboat, etc.

8021 ROCK & ROLL FOREVER—VOLUME 2
C. C. Rider; Mr. Lee; Lucky Lips; What Am I Living For, etc.

8020 T-BONE WALKER/T-BONE BLUES
Mean Old World; T-Bone Shuffle; T-Bone Blues; Papa Ain't Salty, etc.

8019 CHAMPION JACK DUPREE/BLUES FROM THE GUTTER
Strollin'; Frankie & Johnny; Stack-O-Lee, etc.

8018 CHUCK WILLIS/THE KING OF THE STROLL
Betty and Dupree; Juanita; C.C. Rider; Kansas City Woman, etc.

8017 BETTY JOHNSON
I Dreamed; The Touch; I Gave My Love a Cherry; I Get the Blues When It Rains, etc.

8016 CY WALTER PLAYS GERSHWIN CLASSICS; FUNNY FACE/OF THEE I SING

8015 IVORY JOE HUNTER/IVORY JOE SINGS THE OLD & THE NEW
Where Are You; I'll Take You Home Again Kathleen; Moonlight & Roses, etc.

8014 CHRIS CONNOR/I MISS YOU SO
I Miss You So; Go 'Way From My Window; Trust in Me; Time Out for Tears; They All Laughed; Speak Low, etc.

8013 DANCE THE ROCK & ROLL

Gater's Groove; Hey Tiger; Jam Up; Flying Home Mambo; Hop 'n' Twist; Barrel House; Midnight Special, etc.

8012 MAC-KAC & HIS FRENCH ROCK & ROLL

8011 THE MUSIC OF GEORGES BRASSEMS PLAYED BY RAY VENTURA/HI-FI SOUNDS FOR YOUNG PARISIANS

8010 ROCK & ROLL FOREVER

Shake, Rattle & Roll; Tweedlee Dee; One Mint Julep; Money Honey; 5-10-15 Hours; Mama, He Treats Your Daughter Mean; I've Got a Woman, etc.

8009 THE CLOVERS

Love Love Love; Lovey Dovey; Hey, Miss Fanny; Blue Velvet; Little Mama; Here Goes a Fool; Devil or Angel, etc.

8008 IVORY JOE HUNTER

Since I Met You Baby; A Tear Fell; It May Sound Silly, etc.

8007 LA VERN BAKER

Jim Dandy; Tweedlee Dee, etc.

8006 RAY CHARLES

Ain't That Love; Hallelujah I Love Her So; This Little Girl of Mine; Mary Ann; Greenbacks; Don't You Know; I Got a Woman, etc.

8005 JOE TURNER

Shake, Rattle & Roll; Flip, Flop & Fly; The Chicken and the Hawk; Boogie Woogie Country Girl; Honey Hush; Corrine Corrina; Sweet Sixteen; Chains of Love, etc.

8004 RUTH BROWN

Lucky Lips; Wild Wild Young Men; Teardrops From My Eyes; Hello, Little Boy; Mama, He Treats Your Daughter Mean; 5-10-15 Hours; It's Love Baby; Oh What a Dream, etc.

8003 CLYDE McPHATTER & THE DRIFTERS

Treasure of Love; Bells of St. Mary's; Seven Days; Money Honey; Such a Night; Honey Love; Thirty Days, etc.

8002 LA VERN BAKER/LA VERN

Miracles; I'm in a Crying Mood; Mine All Mine; Harbor Lights; Romance in the Dark, etc.

8001 THE GREATEST ROCK & ROLL

Hallelujah I Love Her So; Jim Dandy; Thirty Days; The Chicken and the Hawk; Corrine Corrina; Smooth Operator; Steamboat; Treasure of Love; Since I Met You Baby, etc.

Reviews and Ratings of New Albums

Continued from page 28

★ ★ ★ GOOD SALES POTENTIAL

★ ★ ★ ROMESVILLE

Googie Rene, Class 5001—Googie Rene and his ork take themselves thru a swinging tour of Toms with the pianist and the band coming thru with some bright renditions of a group of rockers. A number of the tunes were penned by Rene and others are standards such as "Come Back to Sorrento." Best sides are the happy "Romesville," "Flippin' the Pizza" and "Caesar's Pad." Set could do some business if exposed.

Fiesta FLP 1246—This is Volume Two in the label's musical portrait of Italy, and it features the Pippo Barzizza ork, and vocalists Fiorella Bini, Paolo Sardisco and Adriano Valle. Songs are pop-styled Italian tunes, and they are handled happily. Selections include "Cobra," "Ci Ciu Ci," "Perche" and "Sentiero." Good wax for those who enjoy Italian memories.

★ ★ ★ COME WITH ME TO THE CASBAH

Ganliman & His Oriental Music, Ateo 33-107—Ganliman and his Oriental band play some interesting music. The style, the phrasing, beat, and rhythm are all in the Oriental tradition, and even when the band plays a standard or a pop tune, it still has that hard-to-get-used-to sound. Tunes include originals like "Oriental Jam" and "The Whirling Dervish," and standards such as "Over the Rainbow" and "My Funny Valentine."

★ ★ ★ ALPINE FESTIVAL

Columbia WL 159—Songs, landier and yodeling from the Swiss, Austrian and German Alps make up this cheery disk. Listeners can hear yodeling choirs of various cantons and unusual native instruments like the Alp horn. Most charming, perhaps, is the Kernser boys choir. Special honors go to the four-octave yodel queen, Therese Wirth von Kanel. Sound buffs and folk fanciers alike can be attracted to this one.

SPECIALTY ★ ★ ★

★ ★ ★ DANCE RECORD

Andy Weis, Organ, D & L LP 101-2-3—Owners and operators of roller and ice skating rinks are the primary market for these three albums of dance music. Most of the numbers are standards. Rhythms include tangos, waltzes, schottishes, marches, fox-trots and paso-dobles. Selections are marked with metronomic time as well as length of play. Weis, who plays a Hammond console, has a practiced hand with the clear beat. Sound should hold up fine when amplified.

★ ★ ★ SPEAK WELL

Paul Mills, Columbia CL 1361—Paul Mills with the aid of Miss Sydel Streiner offers speech lessons and exercises "for speech correction and voice personality development." Aimed primarily at business people and others who are in constant contact with the public, the material is conducted on an adult level. The album comes complete with an instruction manual and participation exercises packaged attractively in a double cover album.

★ ★ MODERATE SALES POTENTIAL

POPULAR ★ ★

★ ★ LEIBERT TAKES YOU DANCING

Dick Leibert, Organ, Westminster WP 6111—This is an organ record for listeners to dance by. Has excellent sound—the instrument being the 34-rank Wurliizer pipe organ. Leibert, Radio City Music Hall organist, does a group of fox trots, cha chas, tango, rumba, etc.—all of them standards, as "Night and Day," "On the Street Where You Live," "What Is This Thing Called Love," etc.

INTERNATIONAL ★ ★

★ ★ AN EVENING IN WARSAW VOLS 2 & 3 (2-12")

Various Artists, Bruno BR 50102-50091—A lively program of Polish pop and folk songs that also includes a brand of rock and roll is offered in the two volumes. Some tracks are instrumental; others have vocals. Sound is adequate. Probable limited and specialized appeal.

★ ★ AN EVENING WITH THE ZAPOROZHSKY COSSACKS VOL. 5

Mykola Lysenko, Veronika Borisenko, Soprano; Boris Hmyria, Bass-Baritone and Various Artists, Bruno BR 50103—The cossack chorus and soloists offer a varied program of folkish fare. Unusual thematic material and instrumentation lend an interesting flavor. It should collect some sales in this market.

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

JAZZ ★ ★ ★

★ ★ ★ BIRD'S NIGHT

Various Artists, Savoy MG 12138—This album is a tribute to the late Charlie Parker, and it features a group of top musicians playing four of his compositions. Personnel includes Cecil Payne, Phil Woods, Frank Socolow, Duke Jordan, Wendell Marshall and Art Taylor. They perform the Parker items with verve, sparked by the performances of Woods, Socolow and Payne. Tunes are Parker's "Mood," "Steeplechase," "Buzzy" and "Scrapple From the Apple," for dyed-in-the-wool Parker fans.

★ ★ ★ A NIGHT AT THE BLACKHAWK

The Cal Tjader Sextet, Fantasy 3283—Cal Tjader and his sextet, featuring Jose Silva, Al McKibbon, Willie Bobo, Mongo Santamaria and Vince Guaraldi, come thru with some listenable, warm jazz the type that will provide many pleasant hours. Tjader, of course, turns in his usual fine solo work, backed brightly by the rhythm section and Silva. Tunes include standards like "Stompin' at the Savoy" and "I Love Paris," as well as the jazz classic "A Night in Tunisia." Good wax that is helped by attractive and unusual packaging.

★ ★ ★ MONGO

Mongo Santamaria & Various Artists, Fantasy 3291—Mongo Santamaria, the drummer who has played with a lot of jazz groups, gets a chance to demonstrate his fine drum work on a collection of original material with many of the songs composed by Santamaria and Francisco Aguabella. This is gutty, rhythmic Afro-Cuban jazz, and it is exciting and swinging. One of the tunes is dedicated to Dizzy Gillespie's late drummer, the great Chano Pozo; other good tunes are "Mazacote" and "Afro Blue." The seeker-after the driving Afro-Cuban music will enjoy this set.

★ ★ ★ DIXIELAND JAZZ FROM NEW ORLEANS

The Dukes of Dixieland and George Girard, Imperial LP 9086—George Girard and His New Orleans Five take up one side of this Dixieland disk. They strive pretty hard for that old-time sound on standards like "When the Saints." However, product has a somewhat warmed-over flavor. The Dukes of Dixieland do a little better with the legit feeling in "Sweet Georgia Brown" and "Bourbon St. Parade," but not nearly as well as they have on previous efforts. Name will sell.

CLASSICAL ★ ★ ★

★ ★ ★ BERLIOZ: GRAND SYMPHONIE FUNEBRE ET TRIOMPHALE

Musique des Gardiens de La Paix de Paris (Dondeyne), Westminster XWN 18865—This recording of the stirring, patriotic music, written by Berlioz in 1840 to commemorate the 10th Anniversary of the Revolution of 1830, has few current competitors on disk, either monaural or stereo. It is well performed by the famous Paris Police band of more than 100 pieces, abetted by 110 choristers. The work is not the best known of Berlioz, this version could easily become a popular one for the existing market, due to its high quality throat.

★ ★ ★ THE MESSAGE

Professor Charles Taylor & the Taylor Singers, Savoy MG 14029—Professor Taylor does a group of impassioned spirituals. Four-girl group with him provides a solid background with plenty of rhythm. There's much happy exuberance. Material includes "Jesus Loves Me," "The Message," "I'll See It Through," etc.

INTERNATIONAL ★ ★ ★

★ ★ ★ JERUSALEM

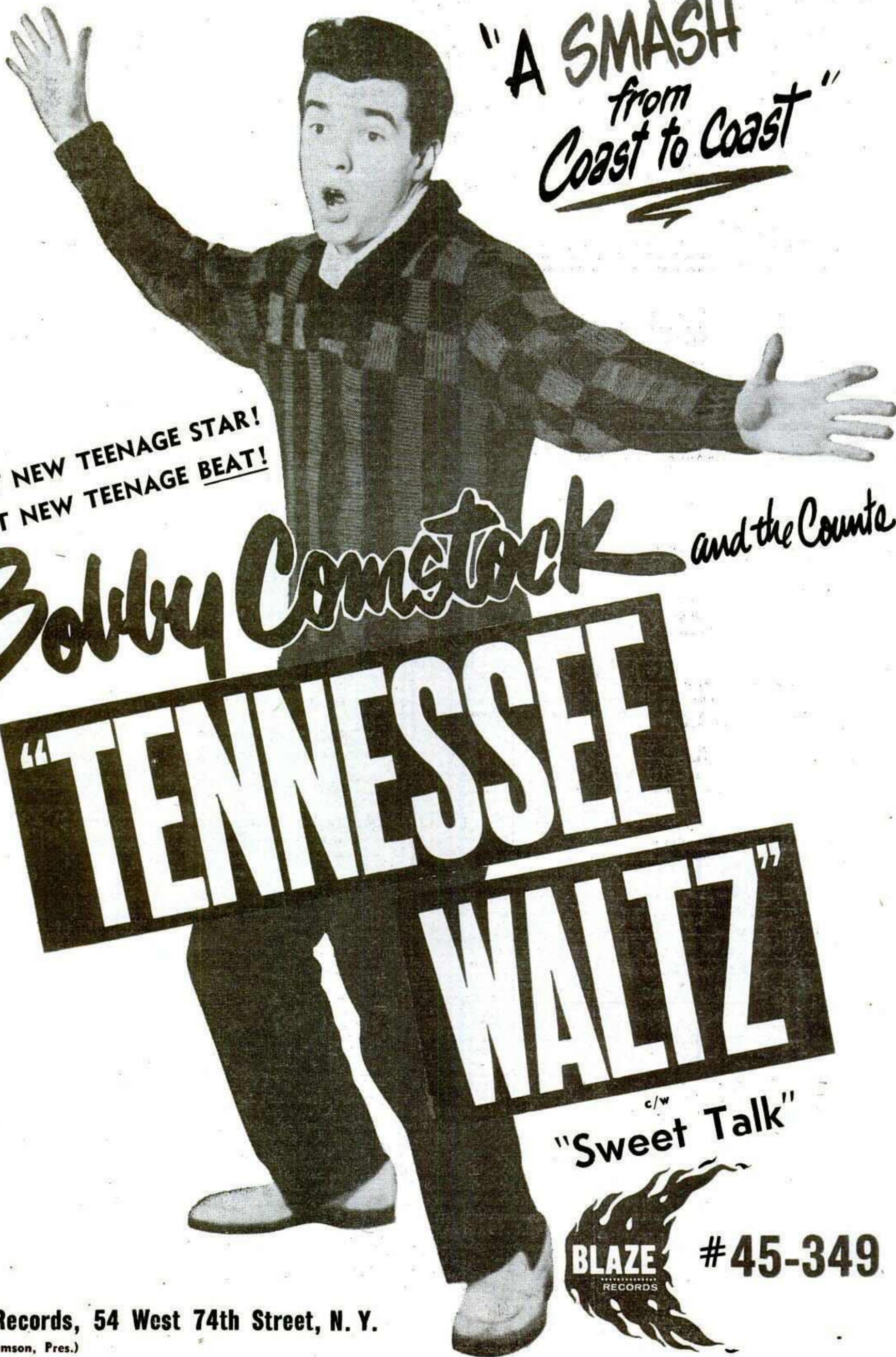
Sarah Osnath Halevy, Fiesta FLP 1249—This is music of numerous cultures which exert themselves on the life of modern Jerusalem — including Hebrew, Yiddish, Turkish and Arabic. The mood ranges from spirited gaiety to moody minor-keyed sadness. All are expressed with showmanship by Miss Halevy, a native artist, discovered and brought to America by impresario, Sol Hurok, for a record concert tour. Excellent product in its market.

★ ★ ★ I REMEMBER ITALY VOL. II

Pippo Barzizza Ork with Various Artists.

ATLANTIC RECORDS

157 WEST 57th STREET • NEW YORK 19, N.Y.



"A SMASH
from
Coast to Coast"

GREAT NEW TEENAGE STAR!
GREAT NEW TEENAGE BEAT!

Bobby Comstock *and the Counts*

**"TENNESSEE
WALTZ"**

c/w
"Sweet Talk"

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RECORDS

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Blaze Records, 54 West 74th Street, N. Y.
(Herb Abramson, Pres.)

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES For survey week ending September 26

This Week	Last Week	Weeks on Chart
1. Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.	3	5
2. 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	9
3. Sleep Walk By Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Bryce, Canadian-American 106.	2	7
4. ('Til) I Kissed You By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.	5	6
5. Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.	8	4

This Week	Last Week	Weeks on Chart
6. I'm Gonna Get Married By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.	4	7
7. Red River Rock By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509.	7	7
8. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.	14	3
9. Sea of Love By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Mer 71465.	6	10
10. Teen Beat By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.	10	4

Second Ten

11. Poison Ivy By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.	11	4
12. Broken-Hearted Melody By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477.	9	7
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).	13	4
14. Just Ask Your Heart By DeNota-Ricci-Damata—Published by Ramed (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.	15	3
15. I Loves You Porgy By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11021.	17	6

16. Primrose Lane By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.	16	3
17. 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.	18	3
18. I Want to Walk You Home By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5606.	12	8
19. 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.	20	2
20. Battle Hymn of the Republic By Wilhousky—Published by Carl Fischer (ASCAP) BEST SELLING RECORD: The Mormon Tabernacle Choir, Columbia 41459.	25	3

Third Ten

21. Deck of Cards By T. Texas Tyler—Published by American (BMI) RECORDS AVAILABLE: Wink Martindale, Dot 15968; Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.	-	1
22. Baby Talk By Melvin Schwartz—Published by Hilliary-Ulita-Admiration (BMI) RECORD AVAILABLE: Jan & Dean, Dore 522.	19	7
23. Hey Little Girl By Blackwell & B. Stephenson—Published by Roosevelt-Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1029.	23	3
24. Say Man Published by Arc (BMI) RECORD AVAILABLE: Bo Diddley, Checker 931.	-	1
25. Fool's Hall of Fame By Aaron Schroeder-Wally Gold—Published by Spone (ASCAP) RECORDS AVAILABLE: Pat Boone, Dot 15982; Rudi Richardson, Sun 271.	29	2

26. Don't You Know Published by Alexis (ASCAP) RECORD AVAILABLE: Della Reese, Vic 7591.	-	1
27. A Worried Man By Dave Guard-Tom Glazer—Published by Harvard & Highridge (BMI) RECORD AVAILABLE: Kingston Trio, Cap 4271.	-	1
28. Makin' Love By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.	24	5
29. I Ain't Never By Mel Tillis-Webb Pierce—Published by Cedarwood (BMI) RECORDS AVAILABLE: Four Preps, Cap 4256; Webb-Pierce, Dec 30923.	26	4
30. Mary Lou By Hawkins-Magill—Published by Patricia (BMI) RECORD AVAILABLE: Ronnie Hawkins, Roulette 4177.	28	2

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

FOR THE WEEK
ENDING OCTOBER 11

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.

Ⓢ Indicates that STEREO SINGLE version is available.

TITLE, Artist, Company, Record No.

STEREO WEEKS ON CHART

1	2	7	9	MACK THE KNIFE 7 Bobby Darin, Atco 6147
2	7	10	29	PUT YOUR HEAD ON MY SHOULDER ... Ⓢ 6 Paul Anka, ABC-Paramount 10040
3	1	1	2	SLEEP WALK 11 Santo and Johnny, Canadian-American 103
4	4	4	5	(TIL) I KISSED YOU 8 Everly Brothers, Cadence 1369
5	3	2	1	THE THREE BELLS Ⓢ 11 Browns, RCA Victor 7555
6	9	15	28	TEEN BEAT 5 Sandy Nelson, Original Sound 5
7	5	3	3	I'M GONNA GET MARRIED Ⓢ 9 Lloyd Price, ABC-Paramount 10032
8	12	16	34	MR. BLUE 5 Fleetwoods, Dolton 5
9	8	6	6	RED RIVER ROCK Ⓢ 10 Johnny and the Hurricanes, Warwick 509
10	11	12	15	POISON IVY 7 Coasters, Atco 6146
11	6	5	4	SEA OF LOVE 14 Phil Phillips, Mercury 71465
12	13	14	35	JUST ASK YOUR HEART Ⓢ 6 Frankie Avalon, Chancellor 1040
13	10	8	7	BROKEN-HEARTED MELODY 12 Sarah Vaughan, Mercury 71477
14	19	41	64	LONELY STREET 5 Andy Williams, Cadence 1370
15	15	17	31	PRIMROSE LANE 8 Jerry Wallace, Challenge 59047
16	16	13	21	MORGEN 8 Ivo Robic, Laurie 3033
17	17	19	37	BATTLE OF KOOKAMONGA Ⓢ 5 Homer & Jethro, RCA Victor 7585
18	21	25	26	I LOVES YOU PORGY Ⓢ 10 Nina Simone, Bethlehem 11021
19	23	29	58	BATTLE HYMN OF THE REPUBLIC 5 The Mormon Tabernacle Choir, Columbia 41459
20	14	9	8	I WANT TO WALK YOU HOME 9 Fats Domino, Imperial 5606
21	24	20	27	HEY LITTLE GIRL Ⓢ 7 Dee Clark, Abner 1029
22	40	58	74	DECK OF CARDS 4 Wink Martindale, Dot 15968
23	50	74	—	DON'T YOU KNOW Ⓢ 3 Della Reese, RCA Victor 7591
24	31	40	90	WORRIED MAN 4 Kingston Trio, Capitol 4271
25	20	23	22	MAKIN' LOVE 11 Floyd Robinson, RCA Victor 7529
26	18	18	10	BABY TALK 10 Jan and Dean, Dora 522
27	26	28	59	MARY LOU Ⓢ 8 Ronnie Hawkins, Roulette 4177
28	42	71	—	SAY MAN 3 Bo Diddley, Checker 931
29	30	48	68	FOOL'S HALL OF FAME Ⓢ 4 Pat Boone, Dot 15982
30	29	26	24	I AIN'T NEVER 9 Webb Pierce, Decca 30923
31	35	35	38	THE ANGELS LISTENED IN 8 The Crests, Coed 515
32	37	50	69	COME ON AND GET ME Ⓢ 5 Fabian, Chancellor 1041
33	33	57	72	YOU WERE MINE 5 Fireflies, Ribbon 6901

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STEREO WEEKS ON CHART

34	46	75	89	(7 LITTLE GIRLS) SITTING IN THE BACK SEAT 4 Paul Evans & the Curle, Guaranteed 200
35	34	37	43	YOU'RE GONNA MISS ME Ⓢ 6 Connie Francis, M-G-M 12814
36	27	31	40	CARIBBEAN 10 Mitchell Torok, Guyden 2018
37	32	36	17	IM GONNA BE A WHEEL SOMEDAY .. 11 Fats Domino, Imperial 5606
38	28	24	23	THE THREE BELLS 6 Dick Flood, Monument 408
39	22	11	12	KISSIN' TIME 15 Bobby Rydell, Cameo 167
40	25	22	11	LAVENDER BLUE Ⓢ 16 Summy Turner, Big Top 3016
41	48	59	75	YOU BETTER KNOW IT Ⓢ 5 Jackie Wilson, Brunswick 55149
42	36	27	16	THANK YOU PRETTY BABY Ⓢ 23 Brook Benton, Mercury 71478
43	75	—	—	DANNY BOY Ⓢ 2 Conway Twitty, M-G-M 12826
44	45	38	52	I'M A HOG FOR YOU 5 Coasters, Atco 6146
45	—	—	—	WOO-HOO 1 Rock-A-Teens, Roulette 4192
46	95	99	—	IN THE MOOD 3 Ernie Fields, Rendezvous 110
47	58	86	85	JUST AS MUCH AS EVER 9 Bob Beckham, Decca 30861
48	60	73	88	EVERY LITTLE THING I DO 4 Dion & the Belmonts, Laurie 3035
49	87	—	—	TORQUAY 2 Fireballs, Top Rank 2008
50	39	21	13	WHAT'D I SAY 14 Ray Charles, Atlantic 2031
51	57	70	—	SKI KING 3 E. C. Beatty, Colonial 7003
52	67	88	—	TUCUMCARI 3 Jimmie Rodgers, Roulette 4191
53	59	69	79	WHERE Ⓢ 5 Platters, Mercury 71502
54	64	90	—	TWO FOOLS 3 Frankie Avalon, Chancellor 1040
55	66	80	83	LOVE POTION #9 4 Clovers, United Artists 180
56	43	46	56	OKEFENOKEE 7 Freddie Cannon, Swan 4038
57	41	33	33	MY OWN TRUE LOVE Ⓢ 10 Jimmy Clanton, Ace 567
58	—	—	—	MISTY 1 Johnny Mathis, Columbia 41483
59	61	53	67	I'VE BEEN THERE Ⓢ 9 Tommy Edwards, M-G-M 12814
60	54	62	—	GOT THE FEELING Ⓢ 3 Fabian, Chancellor 1041
61	49	43	53	I GOT STRIPES Ⓢ 10 Johnny Cash, Columbia 41427
62	76	60	51	MIDNIGHT FLYER 10 Nat King Cole, Capitol 4248
63	44	30	19	IT WAS I 16 Skip & Flip, Brent 7002
64	38	34	14	THERE GOES MY BABY 19 The Drifters, Atlantic 2025
65	72	82	—	SHOUT Ⓢ 3 The Isley Brothers, RCA Victor 7588
66	78	—	—	I'LL BE SEEING YOU 2 Tommy Sands, Capitol 4259
67	80	—	—	LIVIN' DOLL 2 Cliff Richard & the Drifters, ABC-Paramount 10042

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STEREO WEEKS ON CHART

68	70	—	—	DARLING, I LOVE YOU 2 Al Martino, 20th Fox 153
69	90	98	—	PLENTY GOOD LOVIN' Ⓢ 3 Connie Francis, M-G-M 12824
70	85	94	—	SIX BOYS AND SEVEN GIRLS 3 Anita Bryant, Carlton 518
71	86	—	—	BOO BOO STICK BEAT 2 Chet Atkins, RCA Victor 7589
72	56	64	45	HIGH HOPES 17 Frank Sinatra, Capitol 4214
73	82	79	—	BOOGIE BEAR 3 Boyd Bennett, Mercury 71479
74	53	47	39	THE MUMMY 7 Bob McFadden & Dor, Brunswick 55140
75	77	81	99	I'LL NEVER FALL IN LOVE AGAIN ... Ⓢ 4 Johnnie Ray, Columbia 41438
76	52	61	47	LIKE I LOVE YOU Ⓢ 9 Edd Byrnes & Friend, Warner Bros. 5087
77	—	—	—	SOME KIND-A EARTHQUAKE Ⓢ 1 Duane Eddy, Jamie 1130
78	—	83	—	IT HAPPENED TODAY 2 The Skyliners, Calico 109
79	47	32	18	WHAT A DIFFERENCE A DAY MAKES ... Ⓢ 20 Dinah Washington, Mercury 71435
80	98	—	—	POCO LOCO 5 Gene & Eunice, Case 101
81	97	—	—	THE ENCHANTED SEA 2 The Islanders, May Flower 16
82	88	72	63	LINDA LU 12 Ray Sharpe, Jamie 1128
83	69	84	66	WITH OPEN ARMS Ⓢ 11 Jane Morgan, Kapp 284
84	73	63	62	SOMETHIN' ELSE 6 Eddie Cochran, Liberty 55203
85	74	65	54	TRUE, TRUE HAPPINESS 7 Johnny Tillotson, Cadence 1365
86	—	—	—	IF I GIVE MY HEART TO YOU 1 Kitty Kallen, Columbia 41473
87	51	51	48	MONA LISA 12 Conway Twitty, M-G-M 12804
88	—	—	—	HEARTACHES BY THE NUMBER 1 Guy Mitchell, Columbia 41476
89	92	77	97	WISH IT WERE ME Ⓢ 4 Platters, Mercury 71502
90	81	54	61	JOHNNY REB 7 Johnny Horton, Columbia 41437
91	71	67	81	ON AN EVENING IN ROMA 13 Dean Martin, Capitol 4222
92	89	56	49	CATERPILLAR CRAWL 6 The Strangers, Titan 1701
93	—	—	—	JOEY'S SONG 1 Bill Haley and His Comets, Decca 30956
94	—	—	—	UNFORGETTABLE 1 Dinah Washington, Mercury 71508
95	—	—	—	JUST TO BE WITH YOU 1 The Passions, Audiocon 102
96	63	42	20	A BIG HUNK O' LOVE 14 Elvis Presley, RCA Victor 7600
97	55	44	42	ROBBIN' THE CRADLE 24 Tony Bellus, NRC 023
98	—	—	—	BAD GIRL 1 The Miracles, Chess 1734
99	96	—	—	FIRST LOVE, FIRST TEARS Ⓢ 2 Duane Eddy, Jamie 1130
100	—	—	—	LOVE WALKED IN 1 The Flamingos, End 1055

& 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

- DANNY BOY** Conway Twitty
(Bossey & Howkes, ASCAP) M-G-M 12826
- WOO-HOO** The Rock-A-Teens
(Shapiro-Bernstein & McGraw, ASCAP) Roulette 4192
- TORQUAY** The Fireballs
(Dundee, BMI) Top Rank 2008
- IN THE MOOD** Ernie Fields
(Shapiro-Bernstein, ASCAP) Rendezvous 110

- MISTY** Johnny Mathis
(Octave, ASCAP) Columbia 41483
- SIX BOYS AND SEVEN GIRLS** Anita Bryant
(Planetary-Pambill, ASCAP) Carlton 518
- SOME KIND-A EARTHQUAKE** Duane Eddy
- FIRST LOVE, FIRST TEARS**
(Gremark, BMI) Jamie 1130
- C&W**
- UNDER YOUR SPELL AGAIN** Ray Price
(Central Songs, BMI) Columbia 41477

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. IF YOU DON'T WANT MY LOVE Carl Dobkins Jr., Decca
2. VACATION DAYS ARE OVER The Argyles, Brent
3. GOODBYE, CHARLIE Patti Page, Mercury
4. ARE YOU SORRY! Joni James, M-G-M
5. THERE COMES A TIME Jack Scott, Carlton
6. OH, CAROL Nell Sedaka, RCA Victor
7. RUNNING BEAR Johnny Preston, Mercury
8. THE CLOUDS The Spacemen, Alton
9. MIDNIGHT STROLL The Revels, Norgolds
10. IGMOO Stonewall Jackson, Columbia
11. PRETEND Carl Mann, Phillips International
12. I DIG GIRLS Bobby Rydell, Cameo
13. BROKEN ARROW Chuck Berry, Chess
14. THE ENCHANTED SEA Martin Denny, Liberty
15. YOU'RE MINE The Falcons, Unart

HOT 100: A TO Z

A Big Hunk o' Love	96
Angels Listened In, The	31
Baby Talk	26
Bad Girl	98
Battle Hymn of the Republic	19
Battle of Kookamonga	17
Boo Boo Stick Beat	71
Boogie Bear	73
Broken-Hearted Melody	13
Caribbean	36
Caterpillar Crawl	92
Come On and Get Me	32
Danny Boy	43
Darling, I Love You	68
Deck of Cards	23
Don't You Know	22
Enchanted Sea, The	81
Every Little Thing I Do	48
First Love, First Tears	99
Fool's Hall of Fame	29
Got the Feeling	60
Heartaches by the Number	88
Hey, Little Girl	21
High Hopes	72
I Ain't Never	30
I Got Stripes	61
I Loves You Porgy	18
I Want to Walk You Home	20
If I Give My Heart to You	87
I'll Be Seeing You	66
I'll Never Fall in Love Again	75
I'm a Hog for You	44
I'm Gonna Be a Wheel Someday	37
I'm Gonna Get Married	7
In the Mood	46
It Happened Today	78
It Was I	63
I've Been There	59
Joey's Song	93
Johnny Reb	90
Just as Much as Ever	47
Just Ask Your Heart	12
Just to Be With You	95
Kissin' Time	39
Lavender Blue	40
Like I Love You	76
Linda Lu	82
Livin' Doll	67
Lovin' Street	14
Love Potion #9	55
Love Walked In	100
Mack the Knife	1
Makin' Love	25
Mary Lou	27
Midnight Flyer	42
Mr. Blue	8
Misty	58
Mona Lisa	87
Morgen	16
Mummy, The	74
My Own True Love	57
Okefenokee	84
On an Evening in Roma	91
Plenty Good Lovin'	69
Poco Loco	80
Poison Ivy	10
Primrose Lane	15
Put Your Head on My Shoulder	3
Red River Rock	9
Robbin' the Cradle	97
Say Man	28
Sea of Love	11
(7 Little Girls) Sittin' in the Back Seat	34
Shout	65
Six Boys and Seven Girls	70
Ski King	81
Sleep Walk	3
Some Kind-A Earthquake	77
Somethin' Else	84
Teen Beat	6
Thank You Pretty Baby	42
There Goes My Baby	64
Three Bells, The (Browns)	8
Three Bells, The (Flood)	88
(Till) I Kissed You	4
Torquay	49
True, True Happiness	85
Tucumcari	82
Two Fools	84
Unforgettable	94
What a Difference a Day Makes	79
What'd I Say	50
Where	53
Wish It Were Me	89
With Open Arms	83
Woo-Hoo	45
Worried Man	24
You Better Know It	41
You Were Mine	33
You're Gonna Miss Me	85

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.

BROOK BENTON



SO MANY WAYS (Brenda, BMI)—I WANT YOU FOREVER (Eden, BMI)—Benton figures to keep his hit string going with these two hot contenders. Both are ballad efforts that come in for strong outings, and both can click. Mercury 71512

SAMMY TURNER



ALWAYS (Berlin, ASCAP) — **SYMPHONY** (Chappell, ASCAP)—Turner follows his "Lavender Blue" with two strong sides. "Always," the old Berlin evergreen, gets an infectious, rhythm approach, while the backing on "Symphony" is in a Latinish vein. Both are potent entries. Big Top 3029

JANE MORGAN



HAPPY ANNIVERSARY (Korwin, ASCAP)—**C'EST LA VIE, C'EST L'AMOUR** (Garland, ASCAP)—Miss Morgan turns in two first-rate readings on lovely themes. Top tune is the title tune from the coming flick. Flip is a pretty beguine. Both can step out. Kapp 304

JAN & DEAN



MY HEART SINGS (Hillary & Ultra, BMI)—**THERE'S A GIRL** (Hillary & Ultra, BMI)—The duo can click again via these two bids. "My Heart Sings" is a Latinish, medium-beat tune that comes in for a strong warble. Their vocal on "There's a Girl," a topical, teen-slanted number, is also highly salable. Dore 531

DEAN MARTIN



I AIN'T GONNA LEAD THIS LIFE NO MORE (Court, ASCAP)—**(LOVE IS A) CAREER** (Famous, ASCAP)—Martin exudes relaxed charm in his reading of both songs. "I Ain't" is a spiritual-derived rocker. Flip, "Career," is the pretty title tune from his coming flick. Capitol 4287

THE TEMPOS



THE CROSSROADS OF LOVE (Gold, ASCAP)—**WHAT EVER HAPPENS** (Greta, BMI)—The Tempos can have hit sequels to "See You in September" with either of these attractive sides. "Crossroads," a beguine, is given a styling similar to their current hit. "Whatever Happens" is a moderate-beater that is also accorded a strong performance. Climax 105

THE FOUR LADS



HAPPY ANNIVERSARY (Korwin, ASCAP)—**WHO DO YOU THINK YOU ARE?** (Woodbine, BMI)—The Lads have their strongest disk recently. "Happy Anniversary" gets a pretty group vocal over lush, ork support. Flip spots a winning treatment of another pretty ballad, somewhat along the lines of "Who Needs You."

Columbia 41497

THE KALIN TWINS



WHY DON'T YOU BELIEVE ME (Brandom, ASCAP)—The twins have a change in style, as they render this oldie in a smart, bright framework. They are nicely backed by a good arrangement, and they could have a big one. Flip is "The Meaning of the Blues," (Sheldon, BMI).

Decca 30977

JERRY FULLER



TENNESSEE WALTZ (Acuff-Rose, BMI)—**CHARLENE** (Jat, BMI)—Fuller could have a big two-sider with these powerful efforts. "Tennessee Waltz" is given a verveful, rockin' reading. "Charlene," a pretty rockaballad, gets a fine, multi-track approach. Both have a sound.

Challenge 59057

CARL SMITH



TOMORROW NIGHT (Cedarwood, BMI) (**Bourne, ASCAP**)—**I'LL WALK WITH YOU** (Cedarwood, BMI)—Smith has a likely dual-market click with his latest tries. "Tomorrow Night" is done as a rockaballad, and Smith hands the tune a feelingful vocal. "I'll Walk With You" is a countryish medium-beater. Columbia 41489

FIVE SATINS



SHADOWS (Scherlyn-Pent, BMI)—The group offers a spirited reading of a ballad with beat. Fervent sound by the lead is nicely backed by the group and band. It's their best in a while. Flip is "Toni My Love," (Angel, BMI).

Ember 1056

PROFESSOR LONGHAIR



IF I ONLY KNEW (Ron, BMI)—The Professor turns in a solid sing on a pounding rockaballad. A fine ork assists complements the good vocal outing. With exposure, the side could easily take off. Flip is "Cuttin' Out," (Ron-Lowell, BMI).

Ron 326

Rhythm & Blues

BABY WASHINGTON

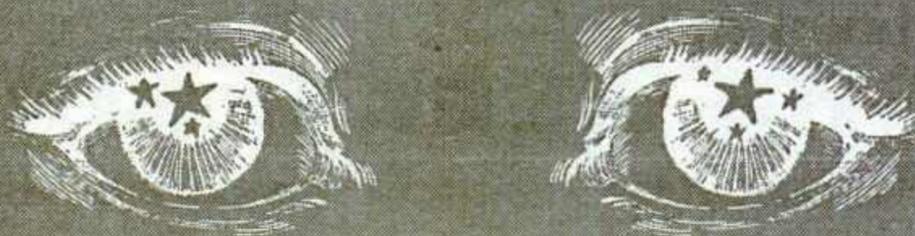


WORK OUT (Shaw, BMI) — **LET'S LOVE IN THE MOONLIGHT** (Hooks, BMI)—The thrush should collect pop and r.&b. loot on this bid. "Let's Love" is a moving rockaballad that she renders with feeling. "Work Out" is a lively rocker, and this also comes in for a salable whirl.

Neptune 107

(Continued on page 37)

You're Looking at a Winner!



"STARRY EYED"

Gary Stites

CARLTON #521



Reviews of THIS WEEK'S SINGLES (continued)

Continued from page 35

Spiritual

THE DIXIE HUMMINGBIRDS



NOBODY KNOWS THE TROUBLE I SEE (Lion, BMI)
THE FINAL EDITION (Lion, BMI)—The well-known gospel group has two sides that should appeal strongly to lovers of this sort. "The Final Edition" is a new theme, clefted by a member of the group. "Nobody" is an adaptation of the standard spiritual. Peacock 1803

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

BILLY DONAHUE

O' DARLIN' (Winneton BMI) — **DREAM OF ME** (Winneton, BMI)—Donahue handles both sides impressively. The new chanter scores well on "O' Darlin'," a tender rockaballad. He also gives "Dream of Me," a celestial-type rockaballad, a meaningful chant. Either side can also set out sales-wise. Coed 519

BOBBY & BILLY

SORROW (Unart, BMI)—**GEORGIE BEATNIK** (Almimo, BMI)—The new duo registers to strong effect on two salable items. "Sorrow" is a rocker rhythm tune that they chant solidly over a strong fem chorus assist. "George Beatnik" is a clever, topical rocker that is also nicely handled. First-rate ork backing on both by Don Costa. United Artists 188

BILLY WATKINS

YOU'RE UNFORGETTABLE (Jat, BMI)—Watkins handles the pretty rockaballad strongly over a pretty arrangement. He has a sound and with plugs his first wax attempt could prove a winner. Flip is "Rendezvous," (Hilder, BMI). Challenge 59056

POP DISK JOCKEY PROGRAMMING

ENOCH LIGHT

SCARLET RIBBONS (Mills, ASCAP)—**GREENSLEEVES**—Light and crew serve up two quality and lush instrumental treatments of the lovely folk theme. Both sides offer strong jockey material for all segs. The sides are from his current LP, "Something to Remember You By." Grand Award 1035

BARBARA CARROLL

FAR AWAY (Garland, ASCAP)—**NORTH BY NORTHWEST** (Robbins, ASCAP)—Both tunes get smart, masterful piano stylings by the jazz pianist. Her fine pianistics are supported on both sides by the host of romantic strings. The warm sides should be well received by audiences. Kapp 297

JOE REISMAN

LADY CHATTERLY'S LOVER (Planetary, ASCAP)—Reisman presents a contagious instrumental approach on a cute theme. The tune is well-orked, and it receives a colorful reading. Listeners should like. Flip is "Memphis Night Walk," (Shapiro-Bernstein, ASCAP). Roulette 4198



VERY STRONG SALES POTENTIAL

LEROY HOLMES ORK

Alice Blue Gown—M-G-M 12833—An effective instrumental version of the lovely oldie with mildly r.&r. backing. Fine jockey side. (Feist, ASCAP)

SWEET LAILANI—Lushly stringed instrumental treatment of the Bing Crosby oldie. Another good deejay item. (Joy, ASCAP)

GARY STITES

STARRY EYED—CARLTON 521—Latinish tune gets a salable belt from the singer with a strong chorus assist. Side has a sound. (Mansion, ASCAP)

WITHOUT YOUR LOVE—Mildly pounding rockaballad is given a good reading. Pretty side can also score. Chorus and ork are helpful. (Pambill, ASCAP)

ADDRISI BROTHERS

IT'S LOVE—DEL-FI 4125—A pounding rocker with a contagious rhythm is belted with verve by the duo. It's an infectious side that could step out. (Sparrow, BMI)

THE OLD SALT MINE—Bright rocker is given a zestful reading by the pair. Good coupling, and each side has a chance. (Zuma, & Bobby, ASCAP)

ROBERT PARKER

ALL NIGHT LONG (PARTS I & II)—RON 327—Driving blues is handed a solid reading here by the band, with Part II featuring some wry comments from a member of the band. This could appeal to the blues market as well as the pop. (Ron, BMI)

LARRY WILLIAMS

GIVE ME LOVE—SPECIALTY 677—Larry Williams comes thru with a frantic delivery on a wild rocker that jumps all the way. It's a solid performance on a tune that has a lot of gospel flavor. Watch this one. (Pioneer, BMI)

TEARDROPS—A slow, sad ballad is sung in appropriate fashion here by Williams, over good backing by the ork and chorus. A first-rate performance on both sides by the chanter. Watch them both. (Venice, BMI)

THE BEVERLEY SISTERS

STRAWBERRY FAIR—LONDON 1862—The gals do the tune, which has a strongly folkish air, strongly. It's a pretty rendition with an interesting backing. (Hollis, BMI)

THE LITTLE DRUMMER BOY—The gals revive the tune that was a hit last Christmas for the Harry Simeone Chorale. The reading has a classy touch, and the gals could get play with the side. (Bregman, Vocco & Conn, ASCAP)

DUKE SAVAGE

YOUR LOVE—ARGO 5346—Savage packs plenty of heart and sincerity into this fervent reading of a tender rockaballad. (Arc, BMI)

HEY, BABY!—Fine falsetto warbling stint on a catchy, rockin' item. Dual market side.

GOGI GRANT

I'LL NEVER SMILE AGAIN—LIBERTY 55214—In her first effort for the label, Miss Grant revives the standard tune, penned by Ruth Lowe. The tune is done to a mild rock backing by the band. The canary handles it nicely. Should get plenty of play. (Pickwick, ASCAP)

If and When—A philosophical message is contained in this interesting minor-key tune. Has the flavor of "Nature Boy." Nice thrashing job. (Cadenza, ASCAP)

DARRELL HOWE

I MAKE A WISH—JAMIE 1136—Tune is from the coming flick, "Young Scarface." Howe hands the rockaballad a smooth reading with a good chorus and ork assist. (Mine-Saracen, BMI)

Gonna Go Round—Bouncy medium-beater has mildly rockin' beat. Howe handles the tune for listenable results. Good coupling can attract. (Jamie-Saracen, BMI)

DANNY AND THE JUNIORS

PLAYING HARD TO GET—ABC-PARAMOUNT 10052—Bouncy rocker is handed a personable reading by Danny and the boys. Fine rockin' beat. (Richjon, ASCAP)

Of Love—Group sells well on a jaunty ditty with teen-appeal lyrics. Merits exposure. (Gil-Singular, BMI)

HARVEY & THE MOONGLOWS

UNEMPLOYMENT—CHESS 1738—Strong performance on a solid rhythm-novelty with good lyrics and fine beat. Watch it. (Arc, BMI)

Mama Looie—A catchy rhythm-rocker is wrapped up in a fervent reading. (Arc, BMI)

ARTIE BARSAMIAN

SHADOWS IN THE CASHBAY — KAPP 303 — Wild oriental-flavored tune is played solidly here by the ork. It has a sound and a beat and a chance to catch on. (Garland, ASCAP)

Misirlou—The familiar standard is played in intriguing style by the Middle-East styled ork. A good instrumental version of the tune. (Colonial, BMI)

DALLAS FRAZIER

WHEN YOU GOT LOVE—JAMIE 1135—Happy rocker is on the gospel order. Fine piano backs the chanter on this bright tune. It bears watching. (Jamie, BMI)

Can't Go On—The cat gives a smooth belt to this pounding rockaballad. Side can attract with exposure. It rates spins. (Jamie, BMI)

THE HARPTONES

HEP TEENAGER—WARWICK 512—A blues, and it rocks with a fine beat. The group has a fine sound as does the piano man in the background. Side, first in a spell for the group, has real potential. (Selma, BMI)

Love Me Completely—An emotional plea registered with a good sound by the lead of the group. Their first side in a spell and first on this label. Worth spins. (Marks, BMI)

(Continued on page 39)

GOOD SALES POTENTIAL

BILLIE AND EDDIE

The King Is Coming Back—TOP RANK 2017—The boys hail the return of Presley with a catchy rendition of an infectious rocker with good lyrics. Should draw jockey play. (Peer, BMI)

Come Back, Baby—Pleasant blend-work by boys on a bouncy rhythm-rocker with a nice beat. (Peer, BMI)

ANN COLE

Nobody But Me — SIR 272 — Miss Cole, who had a fine effort on Baton with "In the Chapel," offers a solid rhythm number in a minor key. Good material and good, jazz-styled backing. (Selbourn-Raleigh, BMI)

That's Enough — A strong gospel-flavored effort by the gal. She gets fine support from a gospelly girl's chorus. A good rhythmic item. Both sides are worth spins. (Selbourn-Dave, BMI)

THE ATMOSPHERES

The Fickle Chicken—LIN 5023—Interesting instrumental treatment of a contagious rhythm theme with solid guitar work. (Leonard, BMI)

Kabalo—Exotic theme is handed a deft instrumental treatment with good piano and drum solo work. (Leonard, BMI)

TONI FISHER

Memphis Belle—SIGNET 275—The chick delivers this minstrelsh tune over a peppy arrangement. She has a slightly Kay Starr sound. Good jockey material. (Music Prod., ASCAP)

The Big Hurt—Miss Fisher chirps this attractive beguine with good chorus and ork support. Talented artist. (Music Prod., ASCAP)

LILLIAN BROOKS & LEW DOUGLAS ORK

Sentimental Fool Am I—B & F 1327—Rich thrashing by canary on a feelingful rockaballad. (Brandom, ASCAP)

Why Don't You Believe Me?—Pretty thrashing stint by Miss Brooks on an attractive ballad. (Brandom, ASCAP)

MYRON LEE

Come Back, Baby—KEEN 82104—Dual track warble on a Latinish rocker. Side has an interesting flavor. Good talent. (Peer, BMI)

Baby Sittin'—Bright sound by the lad on a topical rocker. It should move as well as the flip. (Dundee, BMI)

J. B. LENOIR

Lou Ella — SHAD 5012 — Emotion-packed delivery by Lenoir on a strong blues. A dual market side. (Danbury, BMI)

Back Door—Warbler sells an okay blues with sincerity and feeling. (Brent, BMI)

MILLIE VERNON

That Old Feeling—ARGO 5348—A super-dramatic and shouted performance by the gal on the oldie. The revival is done to the triplet beat, and Miss Vernon gives it a good ride. Spinnable. (Feist, ASCAP)

Blood Shot Eyes—A rhythm rocker. Side has an infectious, hand-clapping beat and the shouting gal hands it a lively job. (Lois, BMI)

THE OVERTONES

Smoke Rings—ABC-PARAMOUNT —10053—The lead has an interesting sound on steel guitar in reviving this old Casa Loma theme favorite. Has an appeal. (American Academy of Music, ASCAP)

Hawaiian Haze—An unusual instrumental, featuring among other things a steel guitar and various other types of stringed instruments. It's a pretty melody, and the sound could be worth plays. (Moonmist, BMI)

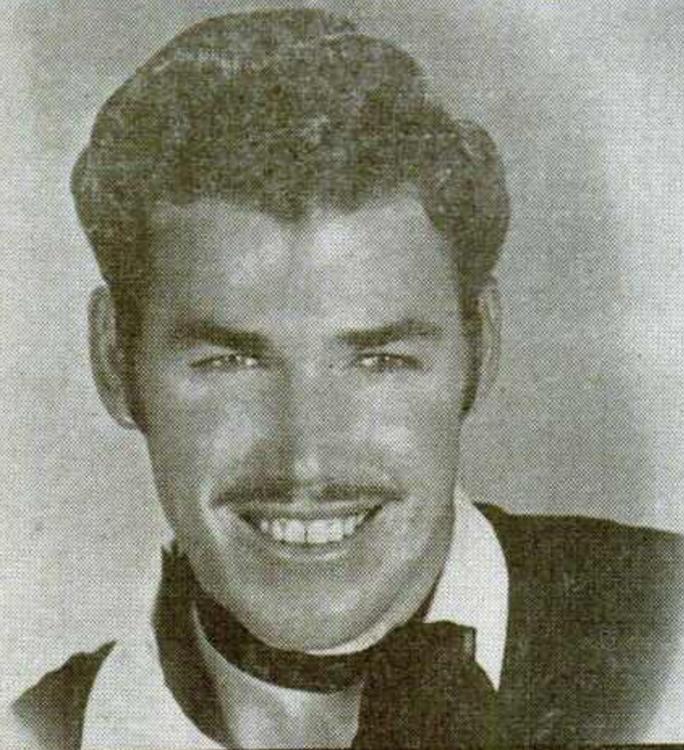
ROBERT PEEBLES

This Little Light of Mine—JAZ 1001—Personable chanting on a catchy rhythm item with nice beat. (Marlow-Wonder, BMI)

Gift From Heaven—Appealing reading by Peebles on a tender rockaballad. Dual market item. (Marlow-Wonder, BMI)

(Continued on page 39)

SOLID NEW HIT!



SLIM WHITMAN

THE CASH BOX BULLSEYE

"A FOOL SUCH AS I" (2:31) [Leeds ASCAP-Trader]
 "PRISONER'S SONG" (2:33) [Shapiro-Bernstein ASCAP-Massey]

SLIM WHITMAN (Imperial 8322)

These two oldies should witness a revival via Whitman's beautiful, delicate handling of them. The singer is a sentimental delight on "A Fool Such As I," the tune that Presley scored big with a short while back. An equally touching reading is given the sad "Prisoner's Song." Two weepers that fit perfectly into both the country and pop scenes.

"A FOOL SUCH AS I"

b/w

"PRISONER'S SONG"

#8322

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Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. THE THREE BELLS (Harris)	1	6
2. MACK THE KNIFE (Harms)	4	3
3. TILL THERE WAS YOU (Frank)	3	9
4. WATERLOO (Cedarwood)	2	12
5. ON AN EVENING IN ROMA (Zodiac)	5	7
6. MORGEN (Sidmore)	8	4
7. BROKEN-HEARTED MELODY (Mansion)	7	7
8. I LOVES YOU PORGY (Gershwin)	12	5
9. LONELY BOY (Spanka)	6	11
10. SEA OF LOVE (Kamar)	14	2
11. THE BATTLE OF NEW ORLEANS (Warden)	9	18
12. SLEEP WALK (Trinity)	11	3
13. FIVE PENNIES (Dena)	13	9
14. LIKE YOUNG (Robbins)	15	2
15. ('TIL) I KISSED YOU (Lloyd-Logan)	—	1

Best Selling Sheet Music in Britain

(For week ending September 26)

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)	I Know—Feldman (Roncom)
China Tea—Mills (Mills)	Goodbye Jimmy Goodbye—Bron (Knollwood)
Living Doll—World Wide (Maurice)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Heart of a Man—David Toff (Shapiro-Bernstein)	Trudie—Henderson (Kassner)
Here Comes Summer—Mills (Jaymar)	The Wonder of You—Leeds (Random)
Roulette—Mills (Mills)	Battle of New Orleans—Acuff-Rose (Warden)
Side Saddle—Mills (Mills)	Teenager in Love—West One (Rumbalero)
Lipstick On Your Collar—Joy (Joy)	High Hopes—Barton (Maraville)
Someone—Johnny Mathis (Cathryl)	Widows of Paris—Tin Pan Alley (Kahl)
Three Bells—Southern (Southern)	
Lonely Boy—Bron (Spanka)	

Best Selling Pop Records in Britain

(For week ending September 26)

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. HERE COMES SUMMER—Jerry Keller (London).....	3
3. LIVING DOLL—Cliff Richard (Columbia).....	2
4. 'TIL I KISSED YOU—Everly Brothers (London).....	7
5. LONELY BOY—Paul Anka (Columbia).....	4
6. SOMEONE—Johnny Mathis (Fontana).....	11
7. MACK THE KNIFE—Bobby Darin (London).....	—
8. CHINA TEA—Russ Conway (Columbia).....	5
9. MONA LISA—Conway Twitty (M-G-M).....	6
10. THREE BELLS—The Browns (RCA).....	8
11. JUST A LITTLE TOO MUCH—Ricky Nelson (London).....	13
12. HIGH HOPES—Frank Sinatra (Capitol).....	15
13. HEART OF A MAN—Frankie Vaughan (Phillips).....	9
14. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M).....	10
14. BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury).....	14
16. 40 MILES OF BAD ROAD—Duane Eddy (London).....	12
16. SEA OF LOVE—Marty Wilde (Phillips).....	—
16. PEGGY SUE GOT MARRIED—Buddy Holly (Coral).....	—
19. PLENTY GOOD LOVIN'—Connie Francis (M-G-M).....	18
19. I KNOW—Perry Como (RCA).....	20

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Bobby Rydell

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b/w "I DIG GIRLS"

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NASHBORO Record Co., Inc.
 Nashville, Tenn.

KNOW WHO KNOWS WHEN THAT WILL BE?

• **Reviews of New Pop Records**

• *Continued from page 37*

★★★★
VERY STRONG SALES POTENTIAL

DYNATONES

★★★★ **HAWAIIAN WAR CHANT**—BOMARC 305—Solid, rocking instrumental version of the standard with growling sax and strong guitar solo work. Dual market item. (Miller, ASCAP)

★★★ **Moon Shot**—Same instrumentation spots sax and guitar on a lively instrumental theme with good beat. (Missie, BMI)

DENNIS BELL

★★★★ **I'D LIKE HER TO BE**—TOP RANK 2015—A dreamy ballad, with Dennis Bell spinning out a pretty vocal. A good one for adult programming. (Arch, ASCAP)

★★ **Make Me a Dreamer**—As on flip, Bell displays a good vocal delivery. Tune again is adult. Well-recorded. (Southern, ASCAP)

BILLY JACK HALE

★★★★ **DANGER MOVED WEST**—D 1088—Lively warbling treatment of a hand-clapping Western ditty with solid beat. Dual market side. (Glad, BMI)

★★ **Out of Town Joe**—Plaintive weeper with teen-lyrics is sung with feeling by Hale and chorus. (Glad, BMI)

• **Reviews of New Pop Records**

• *Continued from page 37*

★★★★
GOOD SALES POTENTIAL

TITUS TURNER

★★★ **We Told You Not to Marry**—GLOVER 201—Jaunty vocal job by Turner and fem chorus on a bouncy rhythm-novelty. Merits spins. Solid backing. (Jon Ware, BMI)

★★★ **Taking Care of Business**—Rocking rhythm-novelty is wrapped up in fast moving showmanly vocal treatment. (Jon Ware, BMI)

WILLIS SANDERS & THE EMBERS

★★★ **Hungry For Love**—CORAL 62146—A novelty item with a staccato backing and a gimmicked vocal. Likely to get good deejay exposure. Has a weird quality. (World & Sheraton, ASCAP)

★★★ **Time Out for Tears**—Another unusual one. Legit-styled lead singer is supported by a vocal group whose phrasing has a satiric quality. (Republic, BMI)

CLIFF DRIVERS COMBO

★★★ **Juley Fruit (Parts I & II)**—NEPTUNE 111—A fetching blues instrumental with a solid, relaxed beat and fine horn and organ passages. A solid programming item, honestly made. (Shaw & Jaybird, BMI)

FRANKIE LAINE

★★★ **Rockin' Mother**—COLUMBIA 41486—The side begins with the melody of Brahms' "Cradle Song," and then develops into a mildly swingin' tune which the chanter handles nicely. (Melo-Art, ASCAP)

★★★ **Rocks and Gravel**—Laine delivers a listenable warble on a folkish tune. Good backing helps. Side should move as well as the flip. (Ludlow, BMI)

SONNY BRONSON

★★★ **There's a Hole in the Middle of the Moon**—MALA 408—Story about a hole in the middle of the moon due to a rocket is sung brightly here over gimmicky backing. Tune has a good beat and it may stand a chance. (Morris, ASCAP)

★★★ **About That Kiss**—Bronson handles this smart new ballad sharply over simple ork support. Singer sounds a bit like Joe Williams. (M & M, BMI)

THE RAVENS

★★★ **(There's a) Hole in the Middle of the Moon**—TOP RANK 2016—The Ravens sell this tale of a rocket that hits the moon in cute fashion, replete with sounds of rock-

(Continued on page 49)



**He who hath an ear
 Let him hear!**

—soon—
 the most stirring
 and inspiring
 song of our time!

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lazy Jim Day, one of the real veterans of the country music business who has appeared as a feature on most of the major jamboree-type shows, died suddenly in his car while on a date in Massachusetts September 5. Death was attributed to a ruptured ulcer. Lazy Jim was last with WWVA's "World's Original Jamboree," Wheeling, W. Va. . . . New on the talent roster of Acuff-Rose Artists Corporation, Nashville, managed by Walter D. (Dee) Kilpatrick, is "Grand Ole Opry" name, Carl Butler.

Gene Johnson, who now handles all talent bookings for "World's Original Jamboree," WWVA, Wheeling, W. Va., last Thursday (1) moved into new offices in the Hawley Building, that city. A unit piloted by Johnson, featuring Stoney Cooper and Wilma Lee and the Clinch Mountain Gang, Grandpa Jones, Mac Wiseman, and Big Slim, the Lone Cowboy, has just concluded a 21-day tour of Canadian arenas. Business on the trek was outstanding, reports Johnson, with several spots setting new attendance marks for a c.&w. attraction. . . . Curley Miller is back at WWVA, Wheeling, W. Va., as emcee and producer of the station's "World's Original Jamboree."

Pine Hedge Ranch, near Franklin, Pa., closed its season Sunday, September 27, with a show comprising Junie Lou and Her Pine Hedge Ranch Hands, Cowboy Howard Vokes and His Country Boys, Pete Domars, Handy Fowler and Mabelene Baker, all of "Early Bird Jamboree," Apollo, Pa., plus Charlie McVay's Lone Pine Boys, the Dixie Mountaineers, Mac McGlone's Kentucky Coon Hunters and Cowboy Willie. Mel Reader, of Youngstown, O., will again have management of Pine Hedge Ranch in 1960. . . . Johnnie Humbird, new country singer recently signed by Don Law, of Columbia Records, will have his first release on the latter label October 12. Humbird is working under the personal management of Sheriff Tex Davis, deejay-promoter of Station WLOW, Norfolk, Va.

Eyes popped among deejays in Atlanta last week, when a recording artist made the station rounds, plugging away in behalf of another artist's release. "Turnabout's fair play," was the explanation of Decca's Red Foley, as he peddled and ballyhooed Tom Thumb's first Decca effort, "Rack-a-Frack." Tom, in reality, is Foley's employee, combination publicity man-scriber for his weekly ABC-TV and NBC Radio series, Don Richardson. Foley's own calculations, Richardson has made more than 500 jockey contacts in tub thumping for Foley's singles and LP's in the past half dozen years. Foley headlined the Southeastern Fair, Atlanta, Saturday and Sunday (3-4). He intends to repeat his Tom Thumbing calls en route to Tuesday and Wednesday (6-7) appearances at the National Dairy Cattle Congress, Waterloo, Iowa.

Jim Reeves heads up the Prince Albert portion of "Grand Ole Opry," heard over the NBC radio net via WSM, Nashville, Saturday (10), with Mac Wiseman as his guest. The following week's session spots Ray Price

as emcee, with the Wilburn Brothers as guests. . . . The Hon. Joel T. Broyhill, Republican U. S. Congressman of Virginia, recently read into the Congressional Record a lengthy statement lauding Connie B. Gay and his Washington radio station, WGAY, for its quality programming. The ironic part of it is that Connie is a dyed-in-the-wool North Carolina Democrat. Broyhill's remark occupies a full page in the Congressional Record.

October itinerary for Leon McAuliff and His Cimarron Boys stacks up as follows: Cimarron Ballroom, Tulsa, Okla., October 7; Gettysburg, S. D., 9; Round-Up, Valentine, Neb., 12; Perrin Air Force Base, Denison, Tex., 14; Tinker Air Force Base, Oklahoma City, 16; Cimarron Ballroom, Tulsa, Okla., 17 and 21; Loc Mor Club, El Dorado, Kan., 22; Forbes Air Force Base, Topeka, Kan., 23; Playhouse, Wichita, Kan., 24; Frontier Days, Stillwater, Okla., 30, and Arkalalah Days, Arkansas City, Kan., 31. The McAuliff group plays the Flame Club, Minneapolis, November 4-7, and then hits out for the country music deejays' convention in Nashville, November 13-14, where it will be featured at a dance sponsored by the Country Music Association.

Bud and Carolyn Chase and their Triple A Ranch Gang are working out of WSBS, Great Barrington, Mass. . . . Norman Loop and band, featuring the Laurel Valley Sweethearts, are heard each Saturday, 7:05-8 a.m., over WESA, Charleroi, Pa. . . . Kenny and His Cole Mountain Boys, heard on radio via WVSC, Somerset, Pa., have signed a 13-week pact with WFBG-TV, Altoona, Pa.

Garland Abbott and his string combo, who formerly presented a western-type show on WTAR-TV, Norfolk, Va., for more than four years, returned to that station last Monday (28) to do a music variety show five days a week, 7-7:30 a.m. New seg is conducted by LaVern Watson, who does a hillbilly character called Cousin Tibble. Abbott and his crew have just inked a five-year recording pact with Jalo Music, Inc., owned by Jack Gale, Baltimore. Gale sold their master to Clock Records, with their first release, "Aboutay," an instrumental penned by band member Ernest Bivens, due out this week. . . . Ben Gabus, professionally known as Chuck Wilson, has just cut two of his own tunes for Audicorn Records.

Howard and Patty Gerald, nightly features at the Anchor Club in downtown Honolulu, will return to the Mainland in October for a vacation. Pfc. Georgie Riddle, now stationed at Schofield Barracks in Hawaii, will fill in for them during their absence, along with the Dream Ranch Trio. Riddle still has eight more months to go in service. . . . Jerry Smith debuted recently on the Audio DeLuxe label with "Careless Love" b.w. "Pins and Needles." . . . Tommy Hill, c.&w. artist, composer and musician, recently joined the Starday Records staff at Madison, Tenn., as assistant to Starday bossman Don Pierce.

The Billboard HOT C & W SIDES

		FOR WEEK ENDING OCTOBER 4				
		TITLE, Artist, Company, Record No.				
THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART		
1	1	1	1	THE THREE BELLS, Browns, RCA Victor 7555	10	
2	2	2	2	I AIN'T NEVER, Webb Pierce, Decca 30923	12	
3	3	7	3	COUNTRY GIRL, Faron Young, Capitol 4233	12	
4	4	4	6	I GOT STRIPES, Johnny Cash, Columbia 41427	9	
5	6	6	5	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	22	
6	7	14	17	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	8	
7	8	21	25	OLD MOON, Betty Foley, Bandera 1034	6	
8	14	20	27	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369	6	
9	10	3	4	WATERLOO, Stonewall Jackson, Columbia 41393	18	
10	12	17	19	JOHNNY REB, Johnny Horton, Columbia 41437	5	
11	5	5	7	PARTNERS, Jim Reeves, HCA Victor 7557	11	
12	9	13	16	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	8	
13	15	11	11	BIG MIDNIGHT SPECIAL, Wilma Lee & Stoney Cooper, Hickory 1098	20	
14	17	12	8	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	16	
15	25	—	—	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	2	
16	11	8	10	WHO SHOT SAM, George Jones, Mercury 71464	12	
17	13	9	12	GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812	11	
18	19	26	24	NINETY-NINE YEARS, Bill Anderson, Decca 30914	14	
19	18	18	18	SAILOR MAN, Johnny and Jack, RCA Victor 7545	9	
20	16	19	20	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	18	
21	23	23	22	SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437	6	
22	21	22	23	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	10	
23	—	—	—	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	1	
24	—	—	—	FAMILY MAN, Frankie Miller, Starday 457	1	
25	23	23	22	FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 30427	7	
26	24	29	—	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	3	
27	30	—	—	NEXT TIME, Ernest Tubb, Decca 30952	2	
28	—	—	—	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557	2	
29	26	27	—	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	5	
30	20	10	9	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	12	

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AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

The Billboard/OCTOBER 5, 1959



POPULAR

BOUQUET

The Percy Faith Strings. Columbia CS 8124 & CL 1322. (S&M)

DANCING ON THE CONTINENT

Lester Lanin Ork. Epic LN 3578

PORGY & BESS—WEST SIDE STORY

RCA Symphony Ork. (Robert Russell Bennett). RCA Victor LSC 2340 & LM 2340. (S&M)

MR. PERSONALITY

Lloyd Price. ABC-Paramount ABC 297

TWILIGHT ON THE TRAIL

Jimmie Rodgers with Joe Reisman Ork & Chorus
Roulette R 25081

SONGS OF THE BRITISH ISLES

The Norman Luboff Choir. Columbia CL 1355

I GOT RHYTHM

Johnny Nash. ABC-Paramount ABC 299

HEAVENLY ECHOES OF MY FAIR LADY

George Feyer, Piano with Rhythm Accompaniment. Vox
STVX 425.340. (S&M)

A DATE WITH ELVIS

Elvis Presley. RCA Victor LPM 2011

EXOTICA, VOL. III

Martin Denny. Liberty LST 7116. (S&M)

JAMAL AT THE PENTHOUSE

Ahmad Jamal. Argo LP 646

ELLA FITZGERALD SINGS SWEET SONGS FOR SWINGERS

Verve MG V 4032

LET'S ALL SING WITH THE CHIPMUNKS

David Seville & the Chipmunks. Liberty LST 7132. (S&M)

POP LOW-PRICE

ENCORES

The Platters. Mercury Wing MGW 12112

SONGS OF THE CIVIL WAR ERA

Lehman Engel Chorus. Harmony HL 7198.

JAZZ

KIND OF BLUE

Miles Davis. Columbia CL 1355

BREAKFAST DANCE & BARBECUE

Count Basie Ork, Featuring Joe Williams. Roulette R52028

THE BILLIE HOLIDAY STORY

Decca DXB 161

THE MASTERSOUNDS IN CONCERT

World Pacific WP 1269

CHRIS CONNOR SINGS BALLADS OF THE SAD CAFE

Atlantic 1307

GIL EVANS ORCHESTRA

World Pacific WP 1270

JAZZ LOW-PRICE

SCHERERAJAZZ

Studio Symphony and the Video All-Stars (Skip Martin).
Stereo-Fidelity SF 9700. (Stereo Only)



OTHER

FOLK

FOC'SLE SONGS AND SHANTIES

Paul Clayton & the Foc'sle Singers. Folkways FA 2429.

FOLK SONGS FROM THE BLUE GRASS

Earl Taylor & His Stoney Mountain Boys. United Artists
UAL 3049

SOLO FLAMENCO—THE FABULOUS SABCAS

ABC-Paramount ABC 304

INTERNATIONAL

GIGI

Maurice Chevalier; Sacha Distel, Marie-France, Jane Marken with Paul Baron Ork.

NOVELTY

DRINK ALONG WITH IRVING

With Carl Brandt Ork. Warner Bros. WS 1323. (S&M)

OPERA

PUCCHINI: GIRL OF THE GOLDEN WEST (2-12")

Birgit Nilsson, Soprano; Various Artists with The Teatro Alla Scala Chorus (Mola) and Ork. (Von Maticic).
Angel S 3593 C-L. (S&M)

GIORDANO: ANDREA CHENIER HIGHLIGHTS

Renata Tebaldi, Soprano; Mario Del Monaco, Tenor; Various Artists with Chorus and Ork. of the Accademia De Santa Cecilia; Rome (Gavazzoni). London
OS 25076.

RHYTHM & BLUES

ROCKIN' WITH REED

Jimmy Reed. Vee-Jay LP 1008

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1034 & UX 134. (S&M)

BLAST OFF!

Ferrante & Teicher, Pianists. ABC-Paramount ABC 285

WHITE GODDESS

Frank Hunter Ork. Kapp KL 1136 & KS 3019. (S&M)

SPECIALTY

A WAY OF LIFE

Mort Sahl. Verve MG V 15006

READINGS BY JACK KEROUAC ON THE BEAT GENERATION

Verve MG V 15005

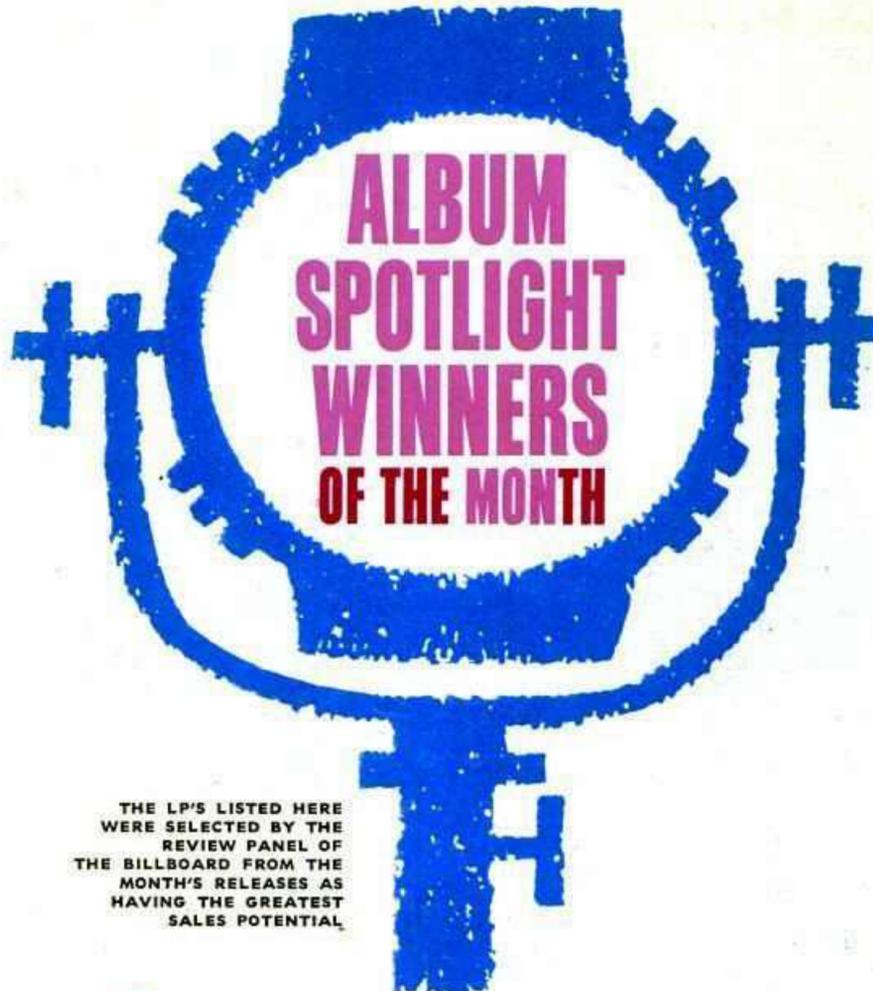
SON OF DALLIANCE

Ed McCurdy. Elektra 170

SPIRITUAL

THE HARMONIZING FOUR

Vee Jay LP 5002



THE LP'S LISTED HERE WERE SELECTED BY THE REVIEW PANEL OF THE BILLBOARD FROM THE MONTH'S RELEASES AS HAVING THE GREATEST SALES POTENTIAL



CLASSICAL

1812 OVERTURE

The Philadelphia Ork. (Ormandy). Columbia MS 6073. (S&M)

BRAHMS: PIANO CONCERTO NO. 2

Artur Schnabel, Piano, with the RCA Victor Symphony Ork. (Krips). RCA Victor LSC 2296 & LM 2296. (S&M)

DEBUSSY: AFTERNOON OF A FAUN; LA MER; RAVEL: DAPHNIS & CHLOE, NO. 2

The Philadelphia Ork. (Ormandy). Columbia MS 6077. (S&M)

BEETHOVEN: SYMPHONY NO. 5; CORIOLAN OVERTURE

The Chicago Symphony (Reiner). RCA Victor LSC 2343 & LM 2343. (S&M)

MOUSSORGSKY: PICTURES AT AN EXHIBITION; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL

The New York Philharmonic (Bernstein). Columbia MS 6080. (S&M)

FRANCK: SYMPHONIC VARIATIONS; D'INDY: SYMPHONY ON A FRENCH MOUNTAIN AIR

Robert Casadesu, Piano, with the Philadelphia Ork. (Ormandy). Columbia MS 6070. (S&M)

SCHUBERT: SYMPHONY IN C MAJOR

The Boston Symphony (Munch). RCA Victor LSC 2344 & LM 2344. (S&M)

TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Ork. & Band. RCA Victor LSC 2345 & LM 2345. (S&M)

THE STRINGS OF THE PHILADELPHIA ORCH. PLAY EINE KLEINE NACHTMUSIK

Columbia MS 6081. (S&M)

TCHAIKOVSKY: PIANO CONCERTO NO. 1

Eugene Istomin, Piano, with the Philadelphia Ork. (Ormandy). Columbia MS 6079. (S&M)

CLASSICAL LOW-PRICE

EZIO PINZA SINGS ITALIAN SONGS

RCA Camden CAL 539

The material shown on this page—as well as the lists carried on the inside pages of AUDITION—are valuable monthly supplements to the important buying and inventory helps provided elsewhere in every weekly issue of The Billboard. Dealers are advised to use AUDITION'S advanced LP release data as an order guide based on the musical tastes and buying habits which prevail within their own special retail sales areas.

NEW RELEASES

LONG PLAY ALBUMS

All releases are 12-inch long play records unless otherwise indicated. Suggested list prices are shown in a special listing on page 6.

POPULAR

- ADAMS, JOEY & CINDY**—Cindy and I M-G-M E3784 (M)
- AKAKA, REVEREND ABRAHAM KAHIKINA**—Sunday in Hawaii Kapp KL-1157 (M) KS-3040 (S)
- ALEXANDRIA, LOREZ**—The Band Swings—Lorez Sings King 657 (M)
- ALLEN, STEVE & GUS BIVONA**—Swingin' & Dancin' Mercury SR 60053 (S)
- ALLISON, GENE**—Gene Allison VeeJay VJLP 1009 (M)
- ANDERSON, LEROY**—Leroy Anderson Conducts Leroy Anderson Decca DL-8865 (M) DL-78865 (S)
- APRIL, JOHNNY**—If You Are Not Plucked—You Die Apollo LP 485 (M&S)
- ARGUESO & ORK**—Cha Cha Cha—Tango—Mambo—Merengue Fiesta FLP 1250 (M) FLP5 1250 (S)

- ARMENIAN SONG & DANCE ENSEMBLE**—Armenian Folk Dances Monitor MF 321 (M)
- ARNOLD, EDDY**—Thereby Hangs a Tale RCA Victor LPM-2036 (M) LSP-2036 (S)
- AULD, GEORGIE & THE MELLO LARKS**—The Melody Lingers On Top Rank RM-306 (M) RS-606 (S)
- BANJO BARONS, THE**—Happy Days Are Here Again Decca VL-3662 (M)
- BARKER WARREN**—Barker Is "In" Warner Bros. W 1331 (M) WS 1331 (S)
- BARNETT, CHARLIE**—More Charlie Barnett Everest LPBR 5059 (M) SDBR 1059 (S)
- BARSAMIAN, ARTIE & ORK**—Shadows in the Casbah Kapp KL-1160 (M) KS-3043 (S)
- The Seventh Veil Kapp KS-3044 (S)
- BASS, SID & ORK & CHORUS**—The Common Ground RCA Victor LPM-2141 (M) LSP-2141 (S)
- BAUER, ALFONS**—Music of the German Alps Capitol ST-10211 (S)
- BAY, FRANCIS & ORK**—Latin Heat Omega OML-1044 (M)
- BELVIN, JESSE**—Just Jesse Belvin RCA Victor LPM-2089 (M) LSP-2089 (S)
- BENNETT, PHIL & ORK**—Dancing at the Country Club Top Rank RM-302 (M) RS-602 (S)
- BERNSTEIN, ELMER**—Staccato, Music From the Television Series Capitol T-1287 (M) ST-1287 (S)

- BIG MILLER**—Did You Ever Hear the Blues? United Artists UAL 3047 (M) UAS 6047 (S)
- BIKEL, THEODORE**—Bravo Bikel Elektra EKL-175 (M)
- BLACKWOOD BROTHERS QUARTET**—Paradise Island RCA Victor LPM-2033 (M) LSP-2033 (S)
- BOSTIC, EARL**—Musical Pearls by Bostic King 662 (M)
- BOUCHER, BOB & ORK**—Sightseeing in Sound Stereo-craft RCS 507M (S)
- BRAFF, RUBY**—Blowing Around the World United Artists UAL 3045 (M) UAS 6045 (S)

(M) following record number indicates Monaural
(S) following record number indicates Stereo

- CHAMBERS, PAUL**—Go VeeJay VYLP 1014 (M&S)
- CLOONEY, ROSEMARY**—Hymns From the Heart M-G-M E3782 (M) SE3782 (S)
- COLE, NAT KING**—Every Time I Feel the Spirit Capitol W-1249 (M) SW-1249 (S)
- CONNIFF, RAY & BILLY BUTTERFIELD**—Conniff Meets Butterfield Columbia CL 1346 (M) CS 8355 (S)
- CONNIFF, RAY SINGERS**—Christmas With Conniff Columbia CL 1390 (M) CS 8185 (S)
- CONRIED, HANS**—Hans Conried Meets Peter and the Wolf in Dixieland Strand SL 1001 (M) SLS 1001 (S)
- CONTINO, DICK**—Squeeze Me Mercury MG 20414 (M) SR 60090 (S)
- CONWAY, RUSS**—Happy Honky Tonk Piano CUB 8005 (M)
- CRAZY JOSE**—Crazy Jose Cha-Cha Cha United Artists UAL 3046 (M) UAS 6046 (S)
- DAVIS, EDDIE**—"LOCKJAW"—The Eddie "Lockjaw" Davis Cookbook, Vol. II Prestige PRLP 7161 (M)
- DAVIS, WILD BILL & QUARTET**—Flying High With Wild Bill Davis Everest LPBR 5052 (M) SDBR 1052 (S)
- DELL, THE**—Oh What a Night VeeJay VJLP 1010 (M)

- DELTA KINGS**—Down the River With the Delta Kings Kapp KL-1159 (M)
- DE VOL, FRANK & ORK**—Fabulous Hollywood! Columbia CL 1371 (M) CS 8172 (S)
- DOBKINS, CARL JR.**—Carl Dobkins, Jr. Decca DL-8938 (M) DL-78938 (S)
- DO-RAY-MI TRIO**—The Do-Ray-Mi Trio Stereo-craft 508M (M)
- ECKSTINE, BILLY**—Billy's Best Mercury SR 60086 (S)
- ELLINGTON ALL STARS**—Ellingtonia Wynne 107 (M) 707 (S)
- ELLINGTON, DUKE & ORK**—Ellington Jazz Party in Stereo Columbia CL 1323 (M) CS 8127 (S)
- ELLINGTON, MERCER**—Colors in Rhythm Coral 57293 (M) 757293 (S)
- ELLIOTT, LEONARD**—The Fuzzy Peach Pie and Other Lunacies Monitor MP 570 (M)
- FAITH, PERCY & ORK**—Music of Christmas Columbia CL 1381 (M) CS 8176 (S)
- FARMER, ART TENTET**—Brass Shout United Artists UAL 4047 (M) UAS 5057 (S)
- FAZ, ROBERTO Y SU CONJUNTO**—Cuban Dance Rhythms Panart 2025 (M)
- FERSTL, THEO & ORK**—Bavarian Polka Party Epic LN 3618 (M) BN548 (S)
- 5 BLIND BOYS**—5 Blind Boys VeeJay VJLP 5004 (M&S)
- FLEMONS, WADE**—Wade Flemons VeeJay VJLP 1011 (M&S)
- FONT, RALPH & ORK**—Cha-Cha-Cha Westminster WP 6111 (M)
- FREBERG, STAN**—Stan Freberg Original Cast Capitol T-1242 (M)
- FRIZZELL, LEFTY**—The One and Only Lefty Frizzell Columbia CL 1342 (M)
- GALLOWGLAS CEILI BAND**—London LL 1713 (M)
- GATEWAY SINGERS**—Wagons West Warner Bros. W 1334 (M) WS 1334 (S)
- GIBSON, DON**—That Gibson Boy RCA Victor LPM-2038 (M) LSP-2038 (S)
- GOLD, MARTY AND THE CHILDREN'S CHORUS**—Christmas Songs for Children Kapp KL-1154 (M) KS-3037 (S)
- C'mon You Campers Let's All Sing** Kapp KL-1146 (M) KS-3029 (S)
- GONZALES, BABS**—Tales of Manhattan Jaro JAM 5000 (M)
- GONZALES, NENO & ORK**—Tropical Rhythm Panart 2030 (M)
- GOODMAN, BENNY**—The Benny Goodman Treasure Chest, Vols. 1-3 M-G-M 3E9 (M)
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THE PHILADELPHIA ORCHESTRA
Eugene Ormandy
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HILLET & AVIVA—Night on the
Desert Kapp KL-1163 (M)
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OS 2019 (S)

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HOWARD, JOE—The Golden Sound
King 661 (M)

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Goddess Kapp KL-1136 (M)
KS-3019 (S)

IRONSTRINGS, IRA—Ira Iron-
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Apollo LP 486 (M)

JACKSON, WILLIS—Please Mr.
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Epic LN 3631 (M)

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Wynne 102 (M)
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Party
Stere-o-craft RCS 509M (M)

JOHNSON, BUDDY & ORK—Buddy
Johnson Wails
Mercury SR 60072 (S)

JOHNSON, ELLA & BUDDY—Go
Ahead and Rock
Roulette R-25085 (M)
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Spike Jones in Stereo
Warner Bros. WS 1332 (S)

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ries—Tomorrow's Dreams
King 652 (M)

KINGSTRIDGE STRINGS—The
Knightsbridge Swing
Top Rank RM-308 (M)
RS-608 (S)

The Strings Sing
Top Rank RM-303 (M)
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Eartha Kitt Kapp KL-1162 (M)
KS-3046 (S)

KNIGHTSBRIDGE ORK—Mississippi
Melody—Knightsbridge Ork
CUB 8007 (M)
S-CUB 8007 (S)

KOSTELANETZ, ANDRE & ORK—
Lure of Paradise
Columbia CL 1335 (M)
CS 8144 (S)

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Epic LN 3616 (M)

LANDERMAN BROS. ORK—Country
Club Dancing
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the Mighty Wurlitzer
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Coral 57302 (M)
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Columbia CS 8140 (S)

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Westminster WP 6113 (M)

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Kapp KL-1144 (M)
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UAL 6034 (S)

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706 (S)

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Columbia CL 1361 (M)

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Columbia CL 1370 (M)
CS 8171 (S)

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SLS 1004 (S)

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Wonderful
Wynne 103 (M)
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Mercury SR 60113 (S)

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King 648 (M)

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Sheraton S-100 (M)
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Roulette R-25080 (M)
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ing of You
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705 (S)

Sings Cool Music For Warm
People
Wynne 101 (M)
701 (S)

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Roulette R-25086 (M)
SR-25086 (S)

SINATRA, FRANK—Come Back To
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Columbia CS 1359 (M)

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Capitol T-10184 (M)

STOTT, WALLY—Happy Holiday
Warner Bros. B 1341 (M)
WS 1341 (S)

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Columbia CL 1369 (M)
CS 8170 (S)

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TAUBMAN, PAUL—Forty All-Time
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CS 8168 (S)

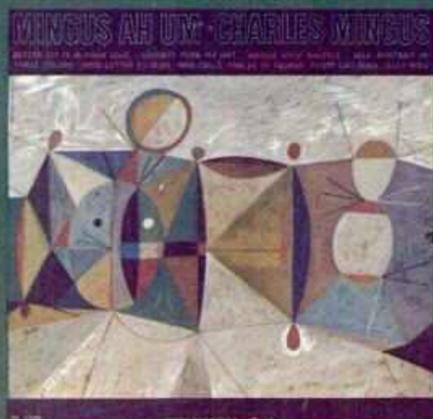
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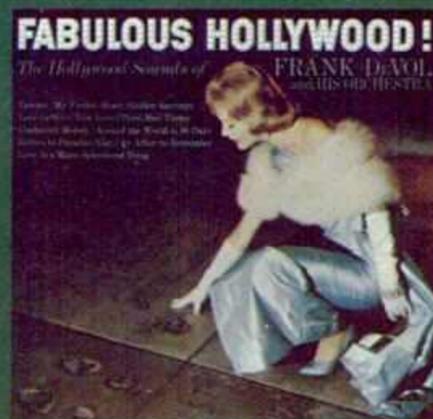
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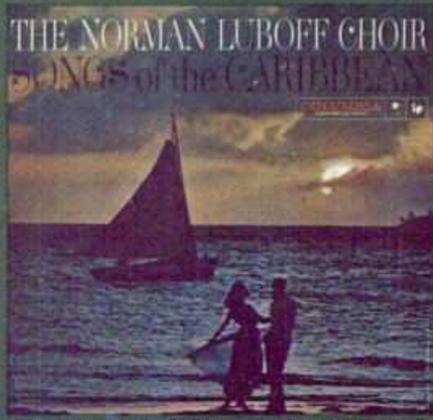
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OCTOBER 5, 1959

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THOMPSON, SONNY—Mellow Blues for the Late Hours King 655 (M)
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MASTERS FAMILY—Sacred Songs Harmony HL 7197 (M)
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Omegatape ST-7057

VOICES FROM THE VIENNA WOODS —Boys Choir of Vienna; Vienna State Opera Ork (Volkoper)
Omegatape ST-7061

ZITHERAMA—Anton Karas
Omegatape ST-7067

SALUTE TO BENNY GOODMAN—Played by Members of Benny Goodman Ork
Omegatape ST-7068

STRAUSS WALTZES AND POLKAS BY THE BOYS CHOIR OF VIENNA—With Vienna State Opera Ork
Omegatape ST-7069

SOUND ON PARADE—Vienna Army Battalion Band
Omegatape ST-7070

FLOWER DRUM SONG—Hollywood Radio City Ork & Singers
Omegatape ST-7071

A TRIBUTE TO CHARLEY BARNETT —Members of Charley Barnett Ork
Omegatape ST-7073

A TRIBUTE TO WOODY HERMAN—Members of Woody Herman Ork
Omegatape ST-7077

PORGY AND BESS—Hollywood Radio City Ork & Singers
Omegatape ST-7078

POPS AND PRADO—Perez Prado & Ork
RCA Victor APS-238

COMO SWINGS—Perry Como
RCA Victor EPS-231

LAVALLE IN STEREO—Paul Lavalle, His Woodwinds & Ork
RCA Victor KPS-3006

LOVE IS A SWINGIN' THING—Sid Ramin & Ork
RCA Victor KPS-3028

WHEN YOU COME TO THE END OF THE DAY—Perry Como
RCA Victor KPS-3043

CUGAT IN SPAIN—Xavier Cugat & Ork
RCA Victor KPS-3053

See page following Audition for continuation of NEW RELEASES.

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THE BILLBOARD

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A SMASH!!
SAM COOKE
"THERE I'VE SAID
IT AGAIN"
"ONE HOUR AHEAD OF
THE POSSE"
KEEN #82105

NEW RELEASES

CONTINUED FROM PAGE 7 OF AUDITION

EP's

BERNSTEIN, ELMER—Staccato, Vol. 1
 Capitol EAP 1-1287 (M)
 Staccato, Vol. 2
 Capitol EAP 2-1287 (M)
 Staccato, Vol. 3
 Capitol EAP 3-1287 (M)

BLACKWOOD BROS. QUARTET—The Men Upstairs
 RCA Victor EPA 5093 (M)

BROWNS, THE—The Browns
 RCA Victor EPA 5089 (M)
 The Browns Sing The Three Bells
 RCA Victor EPA 4347 (M)

BUTTERFIELD, BILLY, & RAY CONNIFF—Conniff Meets Butterfield
 Columbia B 13462 (M)

CASH, JOHNNY—Johnny Cash Sings The Rebel
 Columbia B 2155 (M)

COLE, NAT KING—Every Time I Feel the Spirit, Vol. 1
 Capitol EAP 1-1249 (M)

Every Time I Feel the Spirit, Vol. 2
 Capitol EAP 2-1249 (M)
 Every Time I Feel the Spirit, Vol. 3
 Capitol EAP 3-1249 (M)

COMO, PERRY—Como Swings
 RCA Victor EPA 4346 (M)
 Magic Moments With Perry Como
 RCA Victor EPA 5109 (M)

CONNIFF, RAY, SINGERS—Christmas With Conniff
 Columbia B 13901 (M)

DORSEY, TOMMY, & ORK—Yes, Indeed!
 RCA Victor EPA 5102 (M)

DRIFTWOOD, JIMMIE—Soldier's Joy
 RCA Victor EPA 4345 (M)

ELLINGTON, DUKE & ORK—Ellington Jazz Party in Stereo
 Columbia B 13231 (S)

FRIZZELL, LEFTY—The One and Only Lefty Frizzell, Vol. 1
 Columbia B 13421 (M)

The One and Only Lefty Frizzell, Vol. 2
 Columbia B 13422 (M)

The One and Only Lefty Frizzell, Vol. 3
 Columbia B 13423 (M)

GIBSON, DON—Blue and Lonesome
 RCA Victor EPA 5114 (M)

GOODMAN, BENNY—Benny Goodman Performance Recordings 1937-1938, Vol. 1
 M-G-M X3788 (M)

Benny Goodman Performance Recordings 1937-1938, Vol. 2
 M-G-M X3789 (M)

Benny Goodman Performance Recordings 1937-1938, Vol. 3
 M-G-M X3790 (M)

Stompin' at the Savoy
 RCA Victor EPA 5072 (M)

HAWKINS, ERSKINE, & ORK—After Hours
 RCA Victor EPA 5095 (M)
KAYE, SAMMY—Swing and Sway
 RCA Victor EPA 5098 (M)

KRUPA, GENE—Drum Beat
 RCA Victor EPA 5107 (M)
MacDONALD, JEANETTE—Movie Memories
 RCA Victor EPA 5113 (M)

MILLER, GLENN, & ORK—Four Ways to Say Goodbye
 RCA Victor EPA 5094 (M)
 Glenn Miller Magic
 RCA Victor EPA 5103 (M)

MONTE, LOU—Lazy Mary
 RCA Victor EPA 5105 (M)

PIANO RED—Rockin' With Red
 RCA Victor EPA 5091 (M)

PIERCE, WEBB—Webb Pierce
 Decca ED 2668 (M)
 ED 72668 (S)

PRADO, PEREZ, & ORK—Prado Parade
 RCA Victor EPA 5106 (M)

PRESLEY, ELVIS—A Touch of Gold, Vol. 2
 RCA Victor EPA 5101 (M)
 Christmas With Elvis
 RCA Victor EPA 4340 (M)

RODGERS, JIMMIE—The Legendary Jimmie Rodgers
 RCA Victor EPA 5097 (M)

ST. LOUIS BLUES BY THE MASTERS—Various Artists
 RCA Victor EPA 5092 (M)

SHAW, ARTIE, & ORK—Swing Time
 RCA Victor EPA 5110 (M)

SMITH, KATE—God Bless America
 RCA Victor EPA 5099 (M)

TAUBMAN, PAUL—Forty All-Time Song Favorites, Vol. 1
 Columbia B 13631 (M)

Forty All-Time Song Favorites, Vol. 2
 Columbia B 13632 (M)

WELLS, KITTY & RED FOLEY—Kitty Wells and Red Foley
 Decca ED 2667 (M)

WELLS, KITTY, & WEBB PIERCE—Kitty Wells and Webb Pierce
 Decca ED 2666 (M)

WINTERHALTER, HUGO, & ORK—Autumn Rhapsody
 RCA Victor EPA 5108 (M)

YANKOVIC, FRANKIE—The All-Time Great Polkas, Vol. 1
 Columbia B 13581 (M)

The All-Time Great Polkas, Vol. 2
 Columbia B 13582 (M)

The All-Time Great Polkas, Vol. 3
 Columbia B 13583 (M)

★★★ **Moonlight Serenade**—The mellow sax sound is applied to the great standard for highly listenable results. Also a jockey prospect. (Robbins, ASCAP)

★★ **Mary Ellen**—Another in the girl's name series, tho this song says little that's new. Group has a good touch and with more interesting material they could cause a stir. (Rambled, BMI)

(Continued on page 50)

CHICK JAMES

★★★ **She Doesn't Know**—PRIDE 101—James gets a strong backing from a fem group on this sprightly tune. He handles the song nicely. (Pry, BMI)

★★★ **If There Should Be**—Soft organ and light triplets on drums form the attractive background for the singer on this pleasant rockballad. It should move as well as the flip. (Pry, BMI)

THE CRYSTALS

★★★ **Blind Date**—FELSTED 8566—The upbeat blues side has a good sound, tho the lyric has a repetitive monotony about it. Lead gives it a frantic quality and the backing is solid. (Rambled, BMI)

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• **Reviews of New Pop Records**
 • Continued from page 39
 ★ ★ ★
GOOD SALES POTENTIAL

ets, misses, etc. Definitely rates spins. (E. H. Morris, ASCAP)

★★★ **Solitude**—The Ellington tunes is handled well by the boys with a good lead coming thru warmly over a smart arrangement. (American Academy of Music, ASCAP)

WYNONA CARR
 ★★★ **Give Me Your Hand to Hold**—SPECIALTY 678—The thrush sings a moving ballad with warmth and feeling over a big backing with chorus and ork. She turns in a first-rate vocal here. (Venice-Cheer-town, BMI)

★★★ **How Many Times?**—Wynona Carr performs this medium-tempo effort strongly backed simply by the combo. Two good sides by the thrush. (Venice, BMI)

GEORGE GREELEY
 ★★★ **Malaguena**—WARNER BROS. 5100—Exciting instrumental treatment of the dramatic Latin standard, with standout piano solo work. (Marks, BMI)

★★★ **My Love**—The label's strong LP seller contributes listenable piano solo work on a tender ballad, penned by himself. Spinnable mood wax. (Witmark, ASCAP)

CARMEN
 ★★★ **Isle of Love**—INFERNO 100—A sensitive ballad. Carmen's vocal is effective,

and in spots sounds like a segment of the instrumentation. (Inferno, BMI)

★★★ **Ukulele Mambo**—Attractive mambo, with string arrangement contributing an unusual quality. (Inferno, BMI)

TONY OSBORNE
 ★★★ **The Windows of Paris**—ROULETTE 4189—A sprightly Parisian styled melody with a fast samba rhythm. The disk is an origination of EMI in England. Good sound and a good jockey instrumental side. (Kahl, BMI)

★★★ **The Man From Marseilles**—A pretty melody and it's on the upbeat side. Lead is carried for a time by a soprano sax and then a harpsichord. Lots of fiddle sounds, too, give it color. More good programming (Patricia, BMI)

KEN McDONALD
 ★★★ **Teenage Tears**—ABC-PARAMOUNT 10049—Another ballad with overtones of heartbreak. Side has a good sound and a nice plucked-guitar backing with chorus. Side could do business. (Saxon, BMI)

★★★ **Reminders of You**—McDonald sings with fervor on this heavily accented rockballad. A chorus assists in the chanting department. Could cop spins. (Moonmist, BMI)

DOYE O'DELL
 ★★★ **Half Past a Heartache**—SAGE 304—Smooth outing on an attractive weeper sort. Traditional backing accompanies. (Sage & Sand, SESAC)

★★★ **That Takes a Lot Out of Me**—Bright country up-tempo tune is given a listenable talk-sing by O'Dell. It can sell. (Sage & Sand, SESAC)

THE MARLBORO SAXOPHONE QUINTET
 ★★★ **I'll Walk Alone**—SIGNATURE 1201—The saxophone group offers a mellow rockballad styling of the oldie. It's a pretty side that should go well with jocks. (May-fair, ASCAP)

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Reviews of New Pop Records

Continued from page 49

★ ★ ★
GOOD SALES POTENTIAL

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING OCTOBER 4

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	8	10	POISON IVY, Coasters, Atco 6146.....	6
2	1	3	1	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032.....	8
3	3	4	7	SEA OF LOVE, Phil Phillips, Mercury 71465.....	8
4	4	1	2	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606.....	9
5	7	6	5	SLEEP WALK, Santo and Johnny, Canadian-American 103.....	6
6	6	2	6	I LOVES YOU PORGY, Nina Simone, Bethlehem 11021.....	15
7	5	9	9	RED RIVER ROCK, Hurricanes, Warwick 509.....	7
8	8	10	3	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478.....	12
9	13	5	4	WHAT'D I SAY, Ray Charles, Atlantic 2031.....	13
10	9	7	21	SAY MAN, Bo Diddley, Checker 931.....	4
11	12	15	24	HEY LITTLE GIRL, Dee Clark, Abner 1029.....	4
12	10	12	18	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477.....	6
13	14	23	—	MACK THE KNIFE, Bobby Darin, Atco 6147.....	3
14	11	—	—	YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149.....	2
15	18	20	11	THE THREE BELLS, Browns, RCA Victor 7555.....	7
16	16	17	16	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614...21	21
17	15	16	13	MIDNIGHT FLYER, Nat King Cole, Capitol 4248.....	6
18	17	11	14	LINDA LU, Ray Sharpe, Jamie 1128.....	8
19	23	27	—	MARY LOU, Ronnie Hawkins, Roulette 4177.....	3
20	20	22	—	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040.. 3	3
21	28	—	—	TEEN BEAT, Sandy Nelson, Original Sound 5.....	2
22	26	21	20	IT'S TOO LATE, Tarheel Slim, Fire 100.....	7
23	22	26	15	LAVENDER BLUE, Sammy Turner, Big Top 3016.....	10
24	—	—	—	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369.....	1
25	—	—	—	THREE LITTLE PIGS, Lloyd Price, ABC-Paramount 10032.....	1
26	19	14	12	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033.....	9
27	—	—	—	THE ANGELS LISTENED IN, Cressis, Coed 515.....	1
28	21	13	8	THERE GOES MY BABY, Drifters, Atlantic 2025.....	18
29	24	19	23	LEAVE MY KITTEN ALONE, Little Willie John, King 5219.....	9
30	27	—	19	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435.16	16

CLOCK RINGS IN THE HITS

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JEANNIE THOMAS
★ ★ ★ Honey — FELSTED 8590 — Miss Thomas makes her disk debut with a revival of the oldie in mild rock tempo. Gal gives the tune a good belt to a nice ork and chorus backing. Worth exposure. (Fiest, ASCAP)

★ ★ Blue Bells — A pleasant, slow-paced, track harmony effort by Jeannie Thomas. She has a nice touch tho the material here is on the so-so side. (Marguerita, ASCAP)

TOM THUMB
★ ★ ★ Rack-a-Frack — DECCA 30982— Just say "dirty Rack-a-Frack" when you're mad and you don't blow your top. It's an unusual type of rocker with Tom Thumb having a different sound. Plays possible on this one. (Barton, BMI)

HUGH ASHLEY
★ ★ Harmony — A medium-paced ditty about that stuff put out by the barber-shoppers. Okay vocal by Ashley but the flip packs the interest. (Barton, BMI)

BILLY LAMONT
★ ★ ★ Country Boy — OKEH 7125 — A snappy, upbeat rhythm item about the country boy who comes to town and has himself a ball. A pounder which dancers will like. (Almore, BMI)

★ ★ Can't Make It By Myself—Lamont offers a dedicated reading of this slow ballad which recalls happier days in the romance. Gal has now found someone new. (Almore, BMI)

JIMMY AND JOHNNY
★ ★ ★ My Little Baby—D 1089—Effective blendwork by the duo on a catchy country ditty with dual market appeal. (Glad, BMI)

★ ★ All I Need Is Time — Honky-styled piano backing on a plaintive warbling stint by the boys on a heartfelt ballad. (Glad, BMI)

THE LOMBARDO TWINS
★ ★ ★ Arabian Drums — ABC - PARAMOUNT 10051—Exotic theme is wrapped up in an effective instrumental treatment with exciting beat and non-lyric type wailing in background. Fine jockey side. (Dorvi, ASCAP)

★ ★ When You Look at Me — Another spinnable instrumental side, featuring hip-swinging Latin tempo and nice piano solo work. (Dorvi, ASCAP)

LENY EVERSONG
★ ★ ★ Ca C'Est L'Amour—SEECO 6033—Rich, expressive reading by the Latin canary on the Cole Porter song, with dramatic ork backing. Something different for jocks. Both sides are from her album. (Buxton-Hill, ASCAP)

★ ★ I Want to Be Happy—Classical-styled thrush swings a bit on the great standards. (Harms, ASCAP)

DEVINY JAMES
★ ★ ★ Little Girl—BETA 1006—He loves his little girl and he dares to tell her so on this new waxing. Warbler has a good, young sound. (Retta, BMI)

★ ★ Blue Denims—A praiseful tribute to his girl, who wears blue denims, is sung warmly here by the young chanter. (Blacron, BMI)

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

★ ★ Soft Touch—Okay instrumental is performed nicely by the ork and chorus. (Robbins, ASCAP)

BILLY ECKSTINE
★ ★ ★ Anything You Wanna Do—ROULETTE 4199—A good medium swinger by Eckstine. The side has the quality of Ray Charles' "Ain't That Love." Good arrangement and vocal effort. Worth spins. (Kahl, BMI)

★ ★ Like Wow—Eckstine launches into a nice rhythm effort with a good band and chorus backing. (Cee Cee, BMI)

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(Continued on page 51)

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SOMETHIN' ELSE
Pts. 1 & 2
by Cannonball Adderly's 5 Stars
BLUE NOTE 45-1738

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NAPPY BROWN
"I CRIED LIKE A BABY"
b/w "SO DEEP"
#1575
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BIG MAYBELLE
"I UNDERSTAND"
b/w "SOME OF THESE DAYS"
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Al Martino
DARLING I LOVE YOU
c-w THE MEMORY OF YOU
Fox #153
look to...
20. FOX
for the greatest!

Continued from page 50

HUGO MONTENEGRO & THE 20TH CENTURY STRINGS
 ★★ Vaya Con Dios—20TH FOX 161—The oldie gets a warm instrumental treatment by the group. Emphasis is on lush, romantic strings. Also fine deejay programming material. (Ardmore, ASCAP)

★★ St. Louis Blues—Lush trumpet sound is complimented by a host of strings on this Latinish treatment of the blues classic. Possible jockey prospect. (Handy, ASCAP)

SONNY SPENCER
 ★★ Glee — MEMO 17984 — Title is a chick's name. Tune is a bouncy side with a good vocal, abetted by good rhythm and horns. (Weiss-Barry, BMI)

★★ Oh Boy—A ballad with triplet figure, adequately done. (We Three, BMI)

JUDY WINKLER
 ★★ Another Girl — JDS 5003 — Pretty rockaballad is given a warm outing by the thrush over listenable chorus and ork support. Side can sell. (Peer, BMI)

★★ You Told Me So—Cute sound by the thrush on a sprightly rhythm tune. Male chorus assists. Fair chances. (Albi, BMI)

GROWING!
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 End #1055



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★ ★
MODERATE SALES POTENTIAL

ZIGGY GONZALES
 ★★ Fifth Patio — GLEN 5001 — Gonzales and his Chicagoans turn in a bright cha cha reading with a good recorded sound. Lead is taken by a nice, clean trumpet sound. (Peer, BMI)

★★ Chicago (Cha-Cha-Cha)—This is the old and familiar melody, "Chicago," set to the equally familiar rhythm treatment. For the dancers, two nice sides. (F. Fisher, ASCAP)

RONNIE & MARLENE
 ★★ I Wanna Love You—WESTPORT 144 —The boy girl duo deliver a hiccuppy vocal on a rockabilly tune. Fair chances. (Westport, BMI)

★★ Marlene — Pounding rockaballad is handled in so-so fashion. (Westport, BMI)

LEROY ANDERSON ORK
 ★★ Lady in Waiting—DECCA 30979—Tune is from last season's Broadway show, "Goldilocks." Anderson clefled the lyrical waltz. Good instrumental programming fare for jocks. (Ankerford, ASCAP)

★★ Pyramid Dance—Exotic theme is also from "Goldilocks." Potential and appeal appear similar to that of flip. (Ankerford, ASCAP)

THE RAY LIEBL QUINTET
 ★★ In the Garden of the Stars—DEMO 1039—Okay reading by chanter Dick Regan on romantic ballad with Latin tempo. Regan, who penned the tune, has reportedly raised several thousand signatures in Milwaukee in petition to have Perry Como do song on TV, which gives side some promotional value. (Demco, BMI)

★★ Hungry for Your Love—So-so delivery by Regan on a jazz-flavored arrangement of an up-tempo ditty. (Demo, BMI)

APRIL STEVENS
 ★★ Teach Me Tiger—IMPERIAL 5626—Sexy canary whispers her way thru a sultry treatment of okay ballad. Should catch some spins. (Aragain-Chandler, ASCAP)

★★ That Warm Afternoon — Another breathless thrashing job by Miss Stevens on a pretty ballad. (Aragain, ASCAP)

LEE LAWRENCE
 ★★ The Rising River — APOLLO 538—New ballad is sung pleasantly by the chanter over unusual ork support. (Melhedd, ASCAP)

★★ Loving You—Same comment. (Zodiac, BMI)

TOMMY DISHAW
 ★★ Dream Girl—D & C 500—The singer handles this ballad in fair style over simple ork support. (Bryeen, BMI)

★★ We're Gonna Rock—"We're gonna rock" after we get out of school, sings Dishaw on this platter. (Bryden, BMI)

JERRY LYNN
 ★★ Don't Want Your Money, Honey — KRCO 102—A blues with country flavor. Old-fashioned in quality, yet appealing because chanter and musicians like what they are doing. (Ken-Rick, BMI)

★ Poor Unfortunate Me — Old-fashioned styling in both the singing and the arrangement. (Ken-Rick, BMI)

DANNY WINCHELL
 ★★ I've Chosen You—RECORTE 415—A slow-paced ballad effort. Winchell offers a dual-track version with help from celestial type soprano voices. Fair potential. (Beam, BMI)

★ Come Back My Baby—Dated rock and roll arrangement with material that's on the so-so side. (Beam, BMI)

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

DUCKY BOGGS: Drillin' Rig Boogie/ Are You an Angel—Shawnee 101
BOB ELLIS: Bob Ellis Sings Medley/La Rosita—EK 100
OSCAR HART: Well Now/Glad I Was Born—Sage 306
TOALSON SISTERS: Mau Mau Mambo/ Ready to Go Steady—S.I.N.A. 709

Country & Western
 ★ ★ ★ ★

WILMA LEE AND STONEY COOPER
 ★★ There's a Big Wheel—HICKORY 1107—A rousing, revival quality marks this side. Enthusiastic vocalizing is backed by authentic picking with banjo sound prominent. Lyric is a sacred one, and all the

more pointed by its use of colloquial expressions (Acuff-Rose, BMI)

★★★ Rachel's Guitar — Rachel was Andrew Jackson's love. This is a saga song about their meeting, marriage and later life. (Acuff-Rose, BMI)

WANDA JACKSON
 ★★ I'd Rather Have You—CAPITOL 4286—She wanted a lot of things, a mansion, jewels, etc., but now she finds she made a terrible error. A strong, emotional performance by the fine country thrush. Sure to get plays in traditional marts. (Brazo Valley, BMI)

★★★ Reaching—Somehow they can't get together, but she'll keep trying and reaching. Miss Jackson makes a strong plea, part of it in dual track style. Can get attention on its own. (Central Songs, BMI)

★ ★ ★
SHORTY BACON
 ★★ Only a Dream — KELLEY 103—Bacon gives the pretty tune an attractive multi-track outing. Side has country overtones and can have appeal in pop and c.&w. marts. (Barrister, BMI)

★★★ You're Smilin' At Me — Another good, multi-track reading by the artist on a bright country tune. Artist handles the material well. Both sides could move with exposure. (Barrister, BMI)

ELMO LINN
 ★★ Sam Houston — WESTPORT 143—Side has country overtones, but it should also get pop attention with exposure. Folkish effort is very much in line with several of today's big ones. (Westport, BMI)

★★★ Another's Arms—Fine outing on a country ballad. Side can attract. (Westport, BMI)

ROY ACUFF
 ★★ Write Me Sweetheart — HICKORY 1106—Strong country tune is sung with spirit by Acuff and his gang on this bright new waxing. Country market will enjoy this one. (Acuff-Rose, BMI)

★★★ Nero Played His Fiddle—The story of Nero fiddling while Rome burned is retold cleverly here by Acuff and the group. Two good sides. (Acuff-Rose, BMI)

SLIM WHITMAN
 ★★ Prisoner's Song—IMPERIAL 8322—Here's the oldie traditional tune done with high, yodeling touches by the chanter. A meaningful rendition. (Shapiro-Bernstein, ASCAP)

★★ A Fool Such as I—The fine tune, a recent hit for Elvis Presley, gets a fervent rendition by Whitman in his first outing in a spell. Fans will like this one. (Leeds, ASCAP)

JACK ARNOLD
 ★★ Pistol Packing Mama—WILDCAT 18—The oldie is sung with a rock and roll beat by Arnold over a swinging backing. It moves and it has a sound-of pistol shots now and then—and it could get some action. (Vogue, BMI)

★★ Hey, Jo Baby—Jack Arnold performs this rocker in screaming fashion over routine rock and roll backing. (Fa Du Co, BMI)

JENNY HERRELL
 ★★ Bottle or Me—SIMS 109—Canary laments fact that her boy friend loves booze better than her. Good lyric makes side interesting jock wax. (R & R, BMI)

★★ Honey I Gotta Have You—Jaunty chirping by gal on bouncy country item. (R & R, BMI)

BILL MORGAN
 ★★ At Home With Mom—D 1092—Morgan gives this nostalgic theme a warm reading with attractive guitar work in support. It can sell. (Glad-Big Bopper, BMI)

★★ Your Wicked Love—Okay sound by Morgan on a moderate-beat, country tune. Flip appears to have an edge, however. (Glad-Big Bopper, BMI)

★ ★
TOM TALL
 ★★ Three Walls—SAGE 305—Three walls and a row of bars—and the lyric tells why that's his home, until he pays the full price. A weeper. (Sage & Sand, SESAC)

★★ This Island—Chanter is in the Cash style. He sings a country-folk flavored song. (Sage & Sand, SESAC)

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

COWBOW COPAS: Tennessee Waltz/ Signed, Sealed and Delivered—King 5270
BOB GRANTO: Tell Me You're Mine/ Lolita—San-Tone 126

Rhythm & Blues

★ ★
PIANO RED
 ★★ This Old World—JAX 1000—Exuberant shouting by Piano Red on a lively rhythm item with spiritual flavor and choral backing. (Lowery, BMI)

★★ I Feel Good—Same comment. (Lowery, BMI)

DEL RIOS
 ★★ Wait, Wait, Wait—NEPTUNE 108—Fervent wailing by group on a frantic r.&r. ditty. (Shaw & Jaybird, BMI)

★★ I'm Crying—Plaintive reading by lead singer and group on an okay rockaballad. (Shaw & Jaybird, BMI)

★ ★ ★
Folk

PETE SEEGER
 ★★ Skip to My Lou—FOLKWAYS 202 —The renowned folk artist works with fem group support on this revival of the folk tune. He gives it a bright, happy reading, and his work on the 12-string guitar is quite flashy. Definitely worth a whirl. (Melody Trails, BMI)

★★★ One Day As I Rambled—The story of a girl who has hurled herself into the deep, because her lover has left. It's a waltz folk song, and Seeger does a plaintive job with it. Good performance. (Melody Trails, BMI)

★ ★ ★ ★
Spiritual

THE YOUNG PEOPLES CHOIR OF THE ABBYSSINIA BAPTIST CHURCH
 ★★ You've Got to Move—GOSPEL 1023—The choir of the famous Harlem church gets a strong lead performance from Enoch Franklin in this upbeat shouter with the chorus joining in repeating the phrases in exciting fashion. Piano and organ are heard. (Volunteers, BMI)

★★★★ What Are They Doing—Jimmie Barnes is the strong lead performer. He sings with fervor and devotion and winds up in a blaze of feeling with the chorus. (Volunteer, BMI)

THE NORTH PHILADELPHIA JUNIORS
 ★★ Lord Come By Here — SAVOY 4121—The new gospel group makes a fine beginning on this side. The fem lead gives the plea a powerful reading. Side has much persistency. Really gets to a listener. (Savoy, BMI)

THE GOSPEL CONSOLATORS
 ★★ Look to Jesus—PEACOCK 1800—Like the flip, another in the quiet style, yet loaded with true spiritual feeling. (Lion, BMI)

★★★★ His Precious Blood—This is keyed to a quiet pitch, with profound religious feeling. (Lion, BMI)

PROF. ALEX BRADFORD
 ★★ He Makes All My Decisions For Me—GOSPEL 1028—The Professor piles much vitality and feeling in this confessional. Following the opening passage, the Ladies of Music answer the Professor in a series of passages. A strong side. (Savoy, BMI)

★★ Big Wind Blowing — Bradford's Ladies of Music are heard here in a shouting, pounding, upbeater. A group of sterling performances. (Savoy, BMI)

THE GOSPELAIRES
 ★★ When I Rose—PEACOCK 1801—Relaxed and full of dignity is this performance. Lead singer, addressing himself to the Lord, achieves deep feeling. (Lion, BMI)

★★ He Heard Me Cry—This side is full of excitement, with lead's dramatic style set off by a staccato choral arrangement. (Lion, BMI)

EVER-READY GOSPEL SINGERS
 ★★ He'll Bring Peace — PEACOCK 1802—Performance is loaded with intensity, with lead singer doing a standout vocal. (Lion, BMI)

★★ All My Sins—A contrast to flip, this is the uptempo side, with a rolling rhythm. (Lion, BMI)

★ ★ ★
TRUMPETS OF JOY
 ★★ I Love Jesus—NASHBORO 648—Side opens with an emotional appeal in the chant and response pattern with chorus answering the lead. It's uptempo and quite exciting. (Excellorec, BMI)

★★ I Come to Thee—In contrast to flip, this is in slow, relaxed tempo, satisfying in its spiritual quality. (Excellorec, BMI)

★ ★
PILGRIM JUBILEE SINGERS
 ★★ River of Jordan—NASHBORO 650—Intensity of emotion is chief interest here. Lead does a solid job. (Excellorec, BMI)

★★ Father, I'm Coming Home—An affecting lyric marks this side. A sincere performance. (Excellorec, BMI)

GOLDEN TRUMPETS
 ★★ Mean Old World—NASHBORO 649—Lead singer achieves a dramatic effect with his delivery to a contrasting backing of quietly pitched voicing by the chorus. (Excellorec, BMI)

★ Jesus My Doctor—Sincerity is here, but side doesn't have the impact of the flip. (Excellorec, BMI)

★ ★ ★
Sacred

GEORGE JONES
 ★★ My Lord Has Called Me—MERCURY 71506—Religious effort is sold with sincerity by Jones, backed well by the combo and chorus. (Starrite, BMI)

★★★ If You Want to Wear a Crown—George Jones does a good job on an inspirational tune as he explains that you must have troubles in this life. (Starrite, BMI)

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ESE Parlays Weather, Talent For Record 531,991 Attendance

Godfrey Clicks as Horse Show Feature; Study Major Changes in '60 Operations

By IRWIN KIRBY

WEST SPRINGFIELD, Mass.—Superb weather parlayed with a strong lineup of attractions and exhibits brought record crowds to the nine-day Eastern States Exposition, with 531,991 persons packing the grounds. The total, for the fair which ended Sunday (27) was 6 per cent or 29,317 more than last year's 502,674. It also was substantially more than the former standard of 505,073 established in 1957.

With the tension of operations having subsided, general manager Jack Reynolds was already making plans for the 1960 exposition, some of them significant changes in the running pattern. King Reid Shows, on the midway, equalled last year's gross in a new location somewhat apart from the former one, taken over for farm machinery.

The headlong race for a new record was stalled at midweek, then picked up strongly. Daily attendance comparisons were as follows:

	1958	1959
Saturday (19)	63,010	59,108
Sunday	89,995	91,347
Monday	38,179	35,041
Tuesday	46,126	41,041
Wednesday	34,690	51,169
Thursday	37,709	47,426
Friday	61,410	63,105
Saturday	87,614	88,137
Sunday	43,941	55,112

Totals 502,674 531,001
New one-day highs were set on the first Sunday, when Vice-President Nixon attended, and on the closing Friday and Saturday.

Godfrey Lure Cited

The strength of Arthur Godfrey in his return to public appearances was evident in receipts for the horse show, holding forth in the 6,000-seat Coliseum Friday thru Sunday (25-27). In fact, Reynolds said, every night show indoors was a sellout except opening Sunday and Monday, reflecting excellent

business also done by the Rodeo featuring Zorro and the Canadian Mounted Police. A special morning performance was added Saturday morning (26) and, with Godfrey also appearing for the show, it sold out.

The horse show, always popular, had experienced difficulties previously in selling tickets for certain events. Godfrey's presence provided just the lure to step up the attendance pace for the weak performances. Reynolds and Amico Barone, publicist, lauded the TV personality's congeniality and co-operation during his visit.

For the first time in the last 10 years the big exposition was rain-free, and this was also pointed to as a significant factor.

Race track business was good for automotive events. On Saturday (25) the modified stocks event was

(Continued on page 65)

MEMPHIS FAIR SHATTERS MARKS

Management Eyes 500,000 Gate; Attractions Race Ahead of 1958

MEMPHIS — The Mid-South Fair here thru Thursday (1), seventh day of its nine-day run, had shattered a flock of records and was on its way to smashing still more.

With two days to go for the finish, W. G. (Bill) Wynne, fair manager, Friday (2) predicted the fair would top the 500,000 attendance mark for the first time.

At the end of the first seven days, the gate count was 347,776, up sharply from the 256,943 total to that point last year.

On Sunday (27), five new records were established, with the fair hitting a new high one-day attendance of 81,644, a peak in parking cars (4,200), the biggest one-day gross here for two rodeo performances, the largest one-day take of the

"Riverboat Follies," and the fattest receipts from the fair's end of percentage concessions.

A strong three-day wind-up appeared assured, as Roy Rogers, Dale Evans and their show moved into the Coliseum Thursday night (1) and was scheduled to give three

(Continued on page 65)

N. M. State Fair Races 10% Ahead

Totals 320,000 for Six Days; Coliseum Business 10% Ahead

ALBUQUERQUE, N. M.—Four days that the added school days city kid days, instead of one as in the past, played a major part in sending attendance at the New Mexico State Fair here thru the first six days up more than 10 per cent over last year, even tho the event had to contend with high winds, rain and cold weather.

At the end of the first six days, attendance stood at 320,000, up from 290,000 last year, Manager Tex Barron reported. Night Coliseum business was up 10 per cent. Pari-mutuel betting for running horse races, however, was down about 7 per cent because the high winds, and cold weather discouraged long stays in the grandstand for the matinee grandstand program. Midway receipts for the Siebrand Shows were higher than last year.

The fair was given good weather over the first weekend, but caught bad weather Tuesday, Wednesday and Thursday. It was on those

ALLENTOWN BIG ON ALL COUNTS

Rogers Gross \$97,277; Total 132G Doubles 1958 Grandstand Income

ALLENTOWN, Pa.—New attendance and gross revenue standards achieved by the Greater Allentown Fair will be tough to beat, officials conceded this week, but it is hoped the chore will be made easier because of the 108th fair's enormous success. Efforts will be directed toward maintaining the headlong momentum built up as a direct result of the appearance of Roy Rogers.

When the gates closed for the last time Saturday night (26) there had been 203,636 paid fair admissions. But this was for five days, and overflow throngs had dotted the grounds for two free days previously, on Sunday and Monday (20-21). At least 350,000 persons, in excess of anything known here in the past, saw the fair. The new paid gate mark was 6,125 more than the 1956 record of 197,511.

Records tumbled all along the line. Rogers himself played to 63,741 people in nine shows, grossing \$97,277. The total grandstand revenue was a record \$132,000, more than double the 1958 total of \$56,000. A decision to sandwich a ninth Rogers performance after the Saturday auto races brought in 6,888 more spectators and 10,726 more dollars, all but filling the grandstand.

Other grandstand results were 5,324 people for two days of harness and running horse races, 9,812 at the closing day's big car racing (grossing a record \$23,351), and 1,301 at preview Sunday's barber-shop quartet show.

Rogers Visits Hospitals

The cowboy star was lauded for his co-operation, visiting the children's ward of Allentown Hospital, the Sacred Heart Hospital and the

Good Shepherd Home. It was his first appearance in town since 1938 when he played the old State Theater at the premiere of his first motion picture, "Under Western Stars." On the midway it was a return for the James E. Strates Shows, which played here last in 1952. The gross was more than satisfactory, Strates reported.

Closing day gave the fair its biggest one-day grandstand business. The two Rogers performances did 6,885 (for \$10,726) and 6,566 (for \$11,502) and racing of big cars pulled 9,812 (for \$23,351). Last year's auto races grossed \$22,520.

Weather was ideal all during the week, a fact that was commented on frequently and applaudingly.

(Continued on page 65)

Add Acreage For New York World's Fair

NEW YORK—An additional 35 acres for the projected 1964 World's Fair is being provided by Robert Moses, parks commissioner. This will bring the total acreage that much greater than the original 1,257 which comprises Flushing Meadow Park in Queens.

To be added is Kissena Corridor, a tract of undeveloped park land. The last fair held here occupied 1,216 acres of Flushing Meadow. Development of Kissena Corridor would cost over \$10,000,000 and work on four suggested roadway developments would cost another \$84,000,000.

Major block in the fair effort is getting legislation thru Congress authorizing President Eisenhower to deal with foreign governments on behalf of the fair. Washington and Los Angeles are also petitioning for recognition as the fair site. Senator Fulbright of Arkansas made an effort to have the Senate urge Eisenhower to set up an investigating commission, but the two New York Senators talked the measure to death as the body adjourned last week.

Okla. Free State Fair Clicks Big

MUSKOGEE, Okla.—The eight-day Oklahoma Free State Fair, which ended Sunday (27), enjoyed one of the best runs of recent years.

Ride and show receipts for the William T. Collins Shows were the biggest at the fair since 1946, the first year after World War II.

A 150-lap stock car race closing day under the promotional banner of Frank Winkley drew one of the largest crowds in the fair's history. A rodeo, in for two matinees and two night shows, drew fairly well.

The fair caught rain Thursday and Friday afternoons (25-26) and washed out scheduled performance of the Tournament of Thrills unit managed by Leo Overland.

TENN. STATE FAIR COUNTS 208,000

Misses All-Time Record by Mere 8,000; Gene Autry, Auto Races Score Big

NASHVILLE — The Tennessee State Fair, which Saturday (26) closed its six-day run, was one of the most successful in its history. Attendance hit 208,000, only 8,000 under the previous record set in 1946.

Weather, except for menacing skies on closing day, was ideal, a sharp contrast with last year when bad weather hit the fair hard.

Grandstand business was up sharply, with Gene Autry packing in far bigger crowds than any

other attraction in recent years. Autry was in for six night shows and three matinees. One of the matinees was sandwiched between the closing day auto races and the Autry show at night.

Big car races, presented the final two days by Al Sweeney (National Speedways) were staged before large crowds.

Ride and show receipts for the Gooding Amusement Company surpassed last year's midway gross by 15 per cent.

CONSISTENT:

Weather Clobbers Okla. State Fair

OKLAHOMA CITY—The Oklahoma State Fair was given another bounteous dose of bad weather—something it has received every year since it moved to its present grounds—and once again the fair took a clobbering.

The eight-day event opened strong with good weather Saturday (26) and Sunday (27) and more

of the same Monday (28), kids' day. But Tuesday (29), the weather changed. Rain hit that afternoon and was followed by cold that night. And the bad weather held thru noon Friday (2).

Meanwhile, two performances of a Barnes-Carruthers revue in front of the grandstand and as many

(Continued on page 65)

TALENT ON THE ROAD

Jerry Lewis Heads Up Shopping Center Unit

Jerry Lewis and the Chordettes are heading up a shopping center show currently touring a grocery chain in Texas. Also in the cast are Teddy Phillips orchestra, Hubert Castle and the Y-Knot Twirlers, square dance group. Route included Amarillo, Lubbock, Abilene, Midland, Odessa and El Paso. No admission with customers getting a free ducat for every \$25 worth of groceries. A similar show is planned for Dallas and East Texas later in the year, with Tommy Sands reportedly penciled in as one of the names. . . . Dennis (Chester) Weaver has been added to the bill at the Greater Gulf Coast Fair, Mobile. Earlier signed for the October 19-24 fair were Jock (Yancey Derrigner) Mahoney and Ann (Schultzie) Davis. . . . Texas, too, likes its TV cowboys. Robert Horton, of TV's Wagon Train series, will be featured at the Houston Fat Stock Show and Rodeo, February 24-March 6. Horton will be in for the first week with another Western name to be booked for the rest of the run. Roy Rogers and Dale Evans will do a network TV show from the rodeo on the final night, Sunday, March 6.

Still more Texas news: Rusty Draper, recording and TV performer, will return to Liberty, Tex., for a three-day stand, October 7-10. Draper was the featured name at the 1957 run of the Trinity Valley Exposition. . . . Acts playing the New Jersey State Fair included the Dime Wilson Family with greyhounds; Les Orioles, aerial; Goetichis, unicycle; Vidbell's elephants and the high-wire Triska Troupe. . . . The Nock's are heading for Texas and a series of Shrine circus dates. . . . Woody Herman and Chris Barber bands will be the headliners at October 21 jazz festival at the State Fair of Texas, Dallas.

TV Showcase: Pat Boone has been added to the October 11 Chevy show with Dinah Shore via NBC. . . . Kingston Trio and Connie Boswell are set for the October 9 Bell Telephone hour, also on the NBC net. . . . Helping Red Skelton celebrate his 30th year in the business on October 9 will be Tommy Sands, Burl Ives and James (Gunsmoke) Arness. CBS will have that one. . . . Gisele MacKenzie guests on the October 6 Arthur Murray NBC segment. . . . Featured on Perry Como's October 7 show will be Dancing Waters and Dorothy Collins.

Charlie Byrnes.

Dagenham Girl Pipers Set For 2-Month Spring Tour

More than 100 of the Dagenham Girl Pipers will make 45-60 date area tour next April and May for Savoy Enterprises, on the heels of the successes of Hurok's Scot Guards importation. Jerry Hoffman has been working on the tour for Savoy. . . . A heavy sprinkling of circus acts made a jamboree showing for Hess, big Eastern Pennsylvania department store. Every day from September 14-22 acts performed on the fifth-floor roof or on the street. Included were the Four Kelroys, trampoline; Hollywood Sky Rockets (Willi Hystrei and Mary Lou Lawrence) on double swaypole; Les Rhodens, human windmill act; Miriam France, trapeze; Bettina, swaypole; Evy and Evert, unicycles.

Irwin Kirby.

Los Angeles, Nicholas In Year of Big Events

LOS ANGELES—World's Series in baseball this year means another top event on the schedule of Bill Nicholas, general manager of the Los Angeles Coliseum. The Los Angeles Dodgers will be playing their share of the series games at the Nicholas-managed stadium. This is the first World Series in Los Angeles and second season for the Dodgers to play regular games in it. Because of its huge seating capacity, there are expected to be new records in baseball attendance annals. But this is not the only big event on Nicholas' schedule. Only this summer the new Los Angeles Sports Arena, which he also manages, was opened, with Vice-President Nixon on hand for the ceremonies. And the world series of politics, the national political conventions, will be split between Los Angeles and Chicago, just like the baseball series. Nicholas will have the Democratic National Convention as tenants in 1960. There is to be plenty of other action as well, and some doubling events demonstrated by the presence of Ringling Bros. and Barnum & Bailey Circus in the Sports Arena while the World Series is next door in the Coliseum.

WINTER PLAN SET

Prospering Adams Circus Wins Gamble With Weather

BELMONT, Ill. — Bill Griffith and his Adams-Seils circus are winning their gamble with the weather. The show took a chance with September in the Chicago suburbs and has had only two cold days.

Griffith announced that he would close Saturday (3) at Meadowdale, Ill., and lay off until October 19. At that time he will reopen as a smaller show and, starting at La Salle-Peru, Ill., make his way south

on a tour that is scheduled to last into December. Bob Couls will manage the six-truck winter tour, while the Griffiths vacation.

Adams opened in April and played Chicago territory for May 21-June 7, then returned for another week in June. It was tough booking stands here, but by the time the first weeks were set, several other engagements were in the works. Rather than blow them,

Gotham Rodeo Formula Okay For Talent

NEW YORK — Facing cancellation earlier this year, the World's Championship Rodeo got off running in Madison Square Garden with a highly entertaining effort for some 6,000 spectators. The stock was rugged, the competition hard, and the features entertaining. Advance sale trailed last year's by 40 per cent at the opening.

The premiere on Thursday (24), first of 28 scheduled performances, had a couple of unscheduled elements that tickled ribs. During the introductions the local girl chosen as rodeo queen was twice dumped on her britches. In Annie Oakley's act the cigarette clenched in her target's teeth exploded before she got her gun clear of its holster, amusing everyone but puzzling the younger set, who are convinced of their heroine's infallibility.

Gail Davis, playing her TV role, was accompanied by Ernie Felice and his trio in a turn consisting mostly of singing, with a too-brief balloon-shooting segment, plugs for Wonder Bread, and hand-shake departure. Her personality and energy are commendable but more action will likely be added to the act for the benefit of kid fans who don't know from singers. On the talent side of this year's rodeo edition is more than satisfactory.

A long 21-minute routine featuring the Rin Tin Tin Troupe (Rinty, Rusty, Lt. Rip Masters, Apache Joe and six troopers) are up most of the night's first half. Singing supplemented the dog's obedience act and comedy between Rusty and Masters.

In competition the closing wild-horse finale has been eliminated and the major events, bareback bronk, calf roping, saddle bronk, steer wrestling and Brahma bull riding, retained. Prizes total \$85,500. Other entertainment includes Ken Boen's "old gray mare" act, dude ranch girls' barrel race, mounted quadrille, and Ray Crawford's whip cracking. Crawford is one of the Australian and New Zealand cowboys making the circuit this year. Clowning is by Kajun Kidd Gaudin and Buck LeGrand.

Credits include Harry Knight, managing director; Everett Colburn, arena director; Frank Moore, rodeo manager; Pete Logan, announcer; James Cimmeron, band leader.

Irwin Kirby.

Gil Gray Okay In Abilene

ABILENE, Tex.—The Gil Gray Circus drew a total 12,360 to the 4,000-seat Carl Myers Memorial Arena, an open-air rodeo grounds, here September 24-26. Afternoon turnout was 250 people Thursday (24) but the night show played to 2,000. Crowds of 500 and 3,000 were recorded at Friday (25) performances and Saturday (26) was the top day with 2,800 and 3,750. The Shrine auspices plans to move the show to the football stadium next year.

the show came back. It has been playing the area since August 30 this time.

Griffith said his season has been highly successful. Only one week was a loser. That was part of the time spent around Minneapolis suburbs while opposition was the State fair, hot weather and a big Legion convention.

The late summer tour here has brought good business. Griffith figures it has been less than the show got in season but better than it would have gotten in other territory at this time of year.

Gus Sun Sr. Dies; 70 Years in Showbiz

SPRINGFIELD, O.—Gus Sun Sr., dean of American showmen, head of the Gus Sun Booking Exchange, with headquarters here, and a veteran of more than 70 years in the amusement business, died at Mercy Hospital here Thursday night (1) of complications resulting from a broken hip sustained in a fall two weeks ago. He would have celebrated his 91st birthday October 7.

Funeral will be held Monday (5) from the Littleton Funeral Home here, with interment in Ferncliff Cemetery. In lieu of floral tributes the family suggested that donations



GUS SUN SR.

be made to the Showmen's League of America. Survivors include a daughter, Mrs. F. A. (Louise) Remsburg, of Springfield; two sons, Gus Jr., of Kelly's Island, O., and Robert, associated with the J. Walter Thompson Agency, New York; five grandchildren and eight great-grandchildren.

The deceased took an active interest in the booking office until the time of his death. He spent his summers on Kelly's Island and the winters in Arizona. Mr. Sun was an ardent hunter and sportsman.

Bob Shaw, who for many years managed the Gus Sun office here, assisted by Gus Sun Jr., recently established his home and a Sun office in Margate, Fla. Gus Sun Jr. heads another Sun office on Kelly's Island, where he recently built a home.

Born Gustave Klotz, Gus Sun Sr. broke into show business in 1889 as a circus juggler and became successively circus owner, vaude trouper, medicine show impresario, head of his own minstrel show, owner of a dozen shows and as many theaters and the man who

gave scores of theatrical stars their professional starts thru his booking office.

Among the stars who got their first dates thru the Sun office were Chic Sale, Bob Hope, the Marx Brothers, Sophie Tucker, Ted Lewis, Eddie Cantor, Moran and Mack, Fannie Brice, W. C. Fields, Mae West and many others.

His first job was with the Summerville & Lee Circus, opening in Chicago. However, business was bad for the little show and two weeks later when arriving on the lot he found that the show had departed for St. Louis, with instructions for personnel to follow. This Sun did, but when a similar experience occurred in the Mound City, Sun quit to play Midwest variety houses.

After a season with the Sells-Foley Circus, during which he was treasurer and general manager as well as juggler, Sun and his brothers—John, George and Pete—organized the Sun Bros.' Great United Shows and Trained Animal Exhibition. The show was successful and when it went into quarters Sun would take his act to variety houses and med troupes, among the latter a Healy & Bigelow Kickapoo Indian Medicine unit, which he managed. In 1898 he sold his circus interest to his brothers, George and Pete, and organized the Gus Sun American Minstrels, a profitable venture. However, a few years later he became interested in vaudeville and the then embryonic movie industry, and he decided to combine films with popular-priced vaudeville, choosing Springfield, O., for the experiment. Thus was born his Orpheum Theater, which was nothing more than a storeroom with a makeshift stage and rented kitchen chairs. The venture was an immediate success and five years later Sun purchased the building for \$100,000. In a few years Sun opened such theaters in 10 cities, all charging 20 cents admission with a 25-cent top.

With his expansion Sun found difficulty in obtaining enough acts, leading to the formation in 1906 of the booking agency. Quickly more than 100 small-town Midwest theater operators signed agreements to play 25-cent vaudeville, and the business soon gained a dominant position in the amusement field, with many more theater operators getting aboard the Sun bandwagon. It was during this period that Sun developed the split week and tab show, both of which became theatrical institutions. As early as 1910 the Sun office was booking fairs and parks, and this, too, grew to huge proportions.

Baseball, Weather Cut Pomona Gate

Counts 661,036 for First 10 Days; Independent Midway Reports OK Biz

POMONA, Calif.—High interest in the Dodgers' winning the National League pennant, cool weather, and the steel strike cost the Los Angeles County Fair 20,295 patrons thru Sunday (27), 10th day of the 17-day run which ended Sunday (4). Total attendance for the period was 661,036 as against 681,331.

Phil Shepherd, fair assistant manager, said that the loss was only 3 per cent and, in the face of the intense interest in baseball, was not "too worrisome a factor." Par-

mutuel betting dipped 4.3 per cent.

Shepherd explained that the management realized it would have to compete with the World Series over the last weekend. No one, however, anticipated the fever that would be produced by the Dodgers' nip-and-tuck race for the pennant. A similar interest was shown by the diamond fans in the Chicago games. At the races, particularly during the Dodgers-Braves games, transistor radios were heard throughout the grandstand. Scores were

(Continued on page 65)

Gracie's Backlash Drenches Richmond

RICHMOND, Va.—A big wind-up was in the making for the Virginia State Fair, which had gotten off to a record-breaking start before being drenched by "fringe benefits" of Hurricane Gracie. Thru Thursday morning (1) after five of the nine days the attendance total stood at 272,325 visitors.

Total turnout was about 40,000 behind last year's equivalent days, but Manager J. A. Mitchell said the paid gate was up by about 7,000.

A tough break for grandstand feature Gene Autry, as well as other elements of the fair, the rain-fall started Monday and was accompanied by winds and other forms of inclemency for three days. Thursday dawned bright and clear, with promise of strong finish to the week.

Autry got in two shows on Monday, three on Tuesday, and a night show Wednesday in a downpour. All six performances were in weather ranging from sprinkles to torrents. Mitchell commended the Western star for his fortitude and willingness to perform as long as there were people in the stands.

During the first three days a rollicking total of 168,902 hit the grounds, helping all segments including the Cetlin & Wilson Shows midway. Saturday's 87,577 came as near to capacity as is possible here, choking every available avenue with people. Gate prices are 60 cents for adults and 25 cents for kids. For the Autry show it is a \$2 tops, with other seats at \$1.75 and, for children, 75 cents.

Interest in the fair had been at a high level long before the opening. All commercial space was taken three weeks in advance, with a sizable waiting list built up, Mitchell said.

For the gate coun's, Richmond has 20 hand-held counting machines in use at the five gates.

Tournament of Thrills showed Saturday night, booked thru Jack Kochman, and pulled a full house. Sam Nunis-promoted big car racing that afternoon did nicely, and the Sunday afternoon feature was motorcycling, a standby in this area. Sunday night program was the State fair's beauty queen finals.

Cristiani, Rudy Play Phoenix Day and Date

PHOENIX, Ariz.—Rudy Bros. Circus and Cristiani Bros. Circus played day and date here a week ago. Rudy Bros. was in for Saturday and Sunday (26-27) while Cristiani was here Sunday and Monday (27-28).

Rudy pulled two good Saturday houses and a big 4,000 for the Sunday afternoon-only schedule. Cristiani also had a strong Sunday afternoon show, while the night house was typical of Sunday evenings. There was no report on Cristiani's Monday business.

Both shows used much outdoor paper and television. Both had cards on the buses. Rudy Bros. had a clown in town a week early. In addition, Rudy passed out half-price ticket coupons to the crowd on hand for the Cristiani street parade.

Cristiani played Phoenix as it began its moves from California toward Florida quarters. Rudy Bros., which plays Phoenix for the Shrine in the spring, was back this time for its regular fall Grotto stand. The Shrine has been signed again for 1960, it was reported.

Cold, Rain, Wind Hamper Kelly-Miller in Missouri

ELDORADO SPRINGS, Mo.—Since crossing into Missouri, Al G. Kelly and Miller Bros. Circus has been making longer moves and running into some severe weather, but business has been generally good. The mercury dipped to about 40 degrees in rainy weather here Wednesday (30) and some snow flurries were sighted in the previous town.

Earlier, at Fulton (19) two half

houses attended the show in good weather. An overflow crowd was scored at Hermann (20) in warm and windy conditions on a Sunday matinee-only. At Columbia (21) an afternoon show and a capacity house was recorded at night. Two capacity houses were scored at Boonville (22).

Rain and heavy mud were encountered at Marshall (23), where the matinee was capacity and the night show was half full. Rain continued to plague the tent at Lexington (24), where two half houses attended. A bad lot, cold, rainy weather and two one-quarter houses were the score at Warrensburg (25).

Show jumped 100 miles to Jefferson City (26) and set up on the fairgrounds despite rain, wind and heavy mud. Warnings of high winds were received 30 minutes before the matinee and D. R. Miller ordered the show sloughed and on the road ready for the move. At Eldon (27) an overflow crowd attended the Sunday afternoon-only performance in warm and windy weather. At Clinton (28) the matinee was one-third full and the night show was three-quarters capacity in rainy, cold conditions. It was also cold at Harrisonville (29), where a one-third house attended the matinee, but the night performance was strawed. A one-third house attended the afternoon showing here in severe cold weather and rain.

Rains Belt Spokane Fair

SPOKANE — Rain virtually drowned out the eighth annual Spokane Interstate Fair September 16-20. Attendance was approximately 35,000, compared to about 61,000 last year.

Bowling exhibitions and other attractions had to be canceled during the last three days because of the rain. A rodeo on the last two days, sponsored by the Spokane County Sheriff's Posse, attracted only 2,000.

The fair, with 1,500 exhibitors, featured champion bowlers, Reggie the Clown, a kiddie barnyard, an international sack-sewing contest, an old-time threshing bee, a huge flower display and a Shetland pony show. Inland Empire Shows, owned by Ray Barber, had the midway.

Admissions were \$1.25 for adults and 35 cents for children. Youngsters under six were free.

U. S. Invites 84 Nations to Seattle Expo

WASHINGTON — The U. S. State Department has sent invitations to 84 countries asking them to participate in the Century 21 Exposition in Seattle in 1961 and 1962.

Invitations, extended by Governor Rosellini of Washington, were accompanied by a letter from Secretary of State Herter expressing the hope that "many nations" will be represented at the huge scientific and cultural exposition scheduled to open in Seattle, May 10, 1961.

Governor Rosellini said the exposition will be unique and exciting and will include extensive commercial and industrial displays sponsored by the federal government and private industry. Century 21 is so entitled because the exposition will demonstrate the scientific, technological and cultural achievements of contemporary mankind in an atmosphere of international co-operation and interchange," the governor said.

Russia, Czechoslovakia and Poland were included in the invitations, but theirs were accompanied by a request for negotiations in which the U. S. would be offered an opportunity to participate in similar expositions in those countries.

Reservations Due for Rooms At Convention

CHICAGO — Executives of amusement parks, kiddie parks, fairs, expositions, carnivals and other outdoor amusement facilities expecting to attend the International Outdoor Amusement Exposition at the Hotel Sherman November 29 to December 2 should get their hotel reservation requests in at once, if they have not already done so, according to John S. Bowman, executive secretary of the National Association of Amusement Parks, Pools and Beaches.

He reported that the quotas of rooms allotted to the NAAPPB, the International Association of Fairs and Expositions and the Showmen's League of America are going fast, and all available rooms are expected to be assigned within the next two or three weeks.

Reservations are being dispensed by a special housing bureau set up by the Chicago Convention Bureau and administered under the joint direction of the NAAPPB, the IAF&E and the SLA. To obtain a confirmed reservation from either the Hotel Sherman or the Bismarck Hotel, a member of any of the three organizations must submit an official reservation blank to the housing bureau. Reservation blanks may be obtained from any of the three organizations.

King Has Straw In Georgia Spot

GAINESVILLE, Ga. — King Bros. Circus drew a near-full crowd at the afternoon show and a straw house at night here Saturday (26) in warm, partly cloudy weather. Show played the fairgrounds where the fair the week previous drew 20,000 people. A local high school football game competed at night. Lions Club was the auspices.

SOUTHERN CROWDS FILL BEATTY TOP

Capacity Houses Attend at Meridian, Miss.; Selma, Montgomery, Ala., in 27th Week

KOSCIUSKO, Miss.—The Clyde Beatty-Cole Bros. Circus enjoyed excellent business in its 27th week of the current season. Show drew a pair of half houses here Friday (25) in sunny, clear, warm weather under Lions auspices.

At Meridian, Miss. (24), the afternoon show was three-quarters filled and the night show was strawed with many sitting on the ground. The local fair was due to open in 10 days. Fraternal Order of Police was the sponsor. At Selma, Ala. (23), the matinee was near-full and the night show was filled to capacity under Fraternal Order of Police auspices. A lion jumped Clyde Beatty here and X-rays showed that two ribs are still cracked from an incident in Buffalo two months ago involving the same cat.

Showing at Montgomery, Ala. (22), the tent packed in a half-house at the matinee and a capacity audience at night. The lot was five miles from Maxwell Air Force Base and many of the patrons were Air Force personnel and families. Warm, mild weather prevailed and the American Legion sponsored.

Miriam Palustre returned to the flying act after being bruised on both legs the previous week. Ernie Burch was called to his home, where his wife was injured in an automobile accident, but will re-join shortly. Rosalie Nicholas, daughter of Count Nicholas, has her right arm in a cast due to an injury in the web number, but still works in the elephant act.

Fest Mgrs. Slate Fourth Annual Meet

NEW YORK — The fourth annual convention of the International Festivals Association is scheduled for the Hotel Manhattan, October 28-30, Executive Secretary Robert Meyer reports. The name was changed last year from Festival Managers Association.

President is Joe Mickler, executive officer of the Gasparilla Pirate Invasion, Tampa, and the association also boasts some 50 member events of all sizes. Program is being organized now.

Mills Straws Afternoons At Ind. Towns

VINCENNES, Ind.—Mills Bros. Circus, the first in this city for years, drew a straw house at the matinee and a near-capacity crowd at night here Tuesday (29) in fair, warm weather. School was let out for the matinee. The sponsoring Kiwanis enjoyed a big advance sale and were well pleased.

At Southport, an Indianapolis suburb, Saturday (26), the show pulled another straw matinee despite occasional showers in the morning and afternoon. Less than a quarter house attended the night performances in a steady downpour. Southport Lions Club was the auspices.

SHOW PLACES

Hoosier Hot Spot

SINCE World War II one of, if not the biggest, show places in the State of Indiana has been the big Coliseum at the Indiana State Fair, Indianapolis.

Its annual fairtime operation alone has made it a Hoosier show place to say nothing about the dozens of other shows and athletic events that use the attractive building during the year.

One of its most noted uses, however, is the housing of a big name attraction show during the fair and there's hardly a name performer from TV, motion pictures or the phonograph record business that hasn't participated.

This year's bill, which grossed over \$85,000, is typical. Ricky Nelson, Art Linkletter, Rosemary Clooney, Four Lads, Jimmy Dean, Chordettes, and Homer and Jethro were the principals.

It all started back in 1946, right after the war, when the fair presented a one-nighter in the building, an all-Hoosier show that made the ABC network. Staged on a Saturday night, it featured Olson and Johnson, Herb Shriner, Hoagy Carmichael and a host of Indiana acts sent in by various radio stations. It not only put the fair on the map but drew over 10,000 people who paid to see the broadcast.

Since then the show, no longer on the air, has become a potent lure for the fair and the names have served to give the entire fair much strong publicity. The program usually is split into two segments with top names heading up each portion.

One of the veterans of the big fair shows has been Tennessee Ernie Ford, who has played the building on three different occasions, helping to rack up an all-time high gross of \$118,698 in 1958 when he appeared with Molly Bee, Bob Hope, Betty Johnson and Paul Anka.

Pat Boone is another that has played there more than once, coming in for both the 1956 and 1957 presentations. Bob Hope, too, has been in a couple of times. He was one of the earlier ones, scoring big in 1950 and then coming back last year. Shriner, too, who wasn't too well known when he was there in '50, returned to head up the '52 show with Phil Harris.

The list of other names, most of them still top ranking in show business, to play the fair Coliseum, reads like a who's who. Included are Eddie Fisher and Julius La Rosa, who played in '54; Patti Page, Guy Lombardo and the Ink Spots in '53; Dennis Day in '51; Spike Jones and his show in '49; Tex Ritter and a Hoosier presentation in '48; Frankie Laine and Nat King Cole in '55, and Guy Mitchell and Joni James were there in '57 along with Boone. *Charlie Byrnes.*

FAIR-EXHIBITION MANAGEMENT

Orange Show Selects Kaleidoscope of Color

SAN BERNARDINO, Calif.—Colors with glamour and eye-appeal have been selected by an expert for the five-year paint-up job just launched at the National Orange Show here, G. Walter Glass, exposition manager, said.

Advice of the color consultant, G. M. Plochere, Los Angeles, was sought before the exposition embarked on its paint program for all exhibit buildings and other facilities on the 135-acre grounds.

More than 300 gallons of five different colors were recently sprayed and brushed onto the exterior of the Ralph E. Swing Auditorium, first of the facilities to be covered.

Plochere also selected color combinations for benches, overhead light hoods and posts, electrical boxes and trash cans, the latter in two tones to increase the aim of visitors.

Detroit Sees Profit; Maps Changes for 1960

DETROIT—The Michigan State Fair will show a substantial net profit from its '59 run despite a drop in attendance, according to Donald L. Swanson, manager. Swanson was back here last week after visiting fairs in London, Ont., and Springfield, Mass.

Swanson also outlined a number of changes contemplated for next year. One would be to switch the traditional parade from Friday noon to the previous Thursday night to permit participation by units that cannot turn out during the daytime.

Fair may be formally opened on Friday morning instead of following the noon parade, and children's day may be switched from Tuesday to the opening Friday to tie in with changed back-to-school schedules. Added emphasis may be put on midweek days and some additional attractions may be booked.

Dallas Coliseum Bows As Horse Show Location

DALLAS—The \$2 million State Fair of Texas Livestock Coliseum will be put into use for the first time during the fair here, providing the location for three horse shows.

More than 900 horses from 25 States and Canada will compete in the turquoise-colored structure with a total of 12 paid show performances. Tickets are \$1 for adults and 50 cents for children with box seats at \$2 each. All daytime shows are free, except for those on Sunday afternoon.

First series will feature three and five-gaited saddle horses, harness horses, walking horses, road and parade horses and hunters and jumpers. Second series will be cutting horses and quarter-horse breeds. Final segment will spotlight Arabians, Palominos and Shetland ponies.

London, Ont., Seeks Increase to Eight Days

LONDON, Ont.—Depending on possible date changes of the Canadian National Exhibition, Toronto, the Western Fair is planning on an eight-day run in 1960.

E. D. McGugan, general manager of the London event, said that if the CNE decides to end its run on Labor Day next year, the Western Fair will open the following Friday and run thru two weekends.

"We definitely want the extension and we have reason to be optimistic that the CNE will decide to end its run on Labor Day," McGugan said. "I have no doubt if they announced that this week our director's meeting would decide to extend our time to eight days."

Antique Car Parade & Show Kept As Syracuse Feature

SYRACUSE, N. Y.—New York's State Fair retained its Automobile Exhibition and Grand Concours d'Elegance—simply a turn-out of old-time automobiles—after instituting it in 1959. The event drew 92 cars and a great number of spectators at the parade and judging, which awarded prizes for age, costumes, distance traveled, and other categories.

Among the gas buggies promenading in one of the fair's more colorful activities were a 1910 Hupmobile, 1913 Model T Ford, 1905 Reo, 1929 Franklin, 1902 Pope Hartford, and—the oldest model—a 1901 Pontiac.

Regina Ex Schedules New \$12,000 Storage Bin

REGINA, Sask.—Directors of the Regina Exhibition Association have okayed construction of a \$12,000 storage building that will free two livestock barns for use as race horse stables.

An outlay of \$2,730 also will be made for additional electrical services in the auditorium annex to improve facilities for trade shows. Consideration is being given to move the attractions stage closer to the grandstand.

Florence, Ala., Fair Chalks Up New Highs

FLORENCE, Ala.—The North Alabama State Fair racked up new records in many departments during its six-day run which ended here Saturday (26). Fair marked its 25th anniversary this year.

First day was a big one with over 30,000 pouring thru the outside gates and swarming into the grandstand. This pace continued throughout the week.

C. H. Jackson, fair manager, credited the success to ideal weather and a strong grandstand and midway. Grandstand show, brought in by Jack Norman, Olympic Theatrical Productions, Nashville, included Al Vernon Trio, Kinko, Mabel and Jack, Robert Baudy and his leopard, Max Cooper, Nino and Victor, Meyand Trio, Satire from the Stars, Mendez Duo, Florida Trio, Landon and his Midgets, and the Great Cresso.

The midway was provided by World of Pleasure Shows which had 23 rides, 8 shows and close to 70 concessions.

Livestock from seven States was on exhibit and entries in almost all departments overflowed the facilities. Fair this year increased its parking facilities and have added 20 acres to its holdings.

Grape Fest Attendance Cut by Rain

LODI, Calif.—Attendance at the 22d annual Lodi Grape Festival and National Wine Show totaled 40,442 for the last two days of the three-day event which closed here Sunday (20), with the opening Friday (18) not being counted because of rain. Last year's attendance for the full run was 46,616.

Appearance of Polack Bros.' Circus scheduled for Saturday night at 8:30 was postponed until Sunday at 6 p.m. Attendance for the show was 6,598 in the Grape Bowl, which seats 22,000.

According to Clarence S. Jackson, secretary-manager, a new day record was set on the closing day when 25,849 attended and shattered the previous high of 18,741 set in 1957. Saturday's attendance was 14,953.

When rain hit the area on Friday, all outdoor events were canceled. Coronation of the festival queen was shifted from the Grape Bowl to the Lodi High School auditorium. It was attended by 1,200, with many being turned away. The kiddies' parade scheduled for Saturday morning was postponed one week.

Charles Albright's Golden Gate Shows was on the midway for the first time.

FFA Honors D. T. Fortin

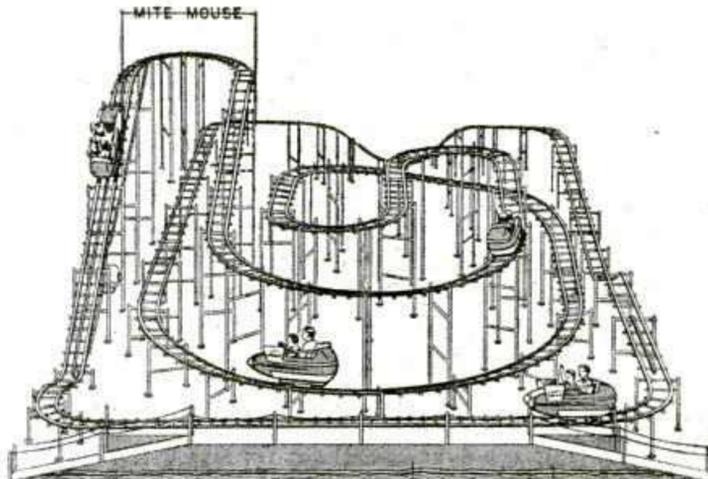
SACRAMENTO, Calif.—Dudley T. Fortin, manager of the California State Fair & Exposition, has been awarded the Honorary Future Farmers Degree, the highest tribute paid by Future Farmers of America, for his co-operation and service rendered the organization over the past years. The degree has been awarded to only 130 men in the past 31 years.

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Palisades Park Signs Dobritch, Hunt Bros. for Spring Circus

PALISADES, N. J.—First announcements about next spring's Palisades Amusement Park circus venture were finally forthcoming this week, altho knowledge of Irving Rosenthal's efforts to achieve

something spectacular has been apparent in a widening circle of show observers for months.

Hunt Bros. Circus and Al Dobritch are producing the big assemblage under Rosenthal's super-

vision, and it will hold forth for 38 days under an international-flavored title. Toward this end Pia Dobritch, wife of the booking agent, has been touring European show centers to contract as many impressive "first time in U. S." acts as possible, both for the Palisades presentation and a network TV show. The possibility of getting Russian circus talent cannot be discounted, it was emphasized.

Dobritch will have the exclusive booking rights for the park's free acts next season. The Hunts, meanwhile, have been assembling their own talent as a nucleus of the park production and it is easily evident from the contracts explained, that first-rank acts will predominate. About 75 per cent of the show will tour with Hunt once the park run is over. The Hunts will operate the inside concessions.

All Chair Seats, No Benches

A new 110-foot round tent with over-all length of 310 feet, will be Hunt property and stored at the park for the 1961 edition. Seating will be modest, with 3,000 capacity, but all will be chair seats. Also, all seats will be assigned, with no blues, Rosenthal said.

The modest capacity and large tent will provide for a huge performing area with three rings and two stages being utilized, in the fashion of the Ringling circus which will be performing in Madison Square Garden during the same general period as the park show. Park dates are April 15 thru May 22, on a two-a-day basis except for Saturdays, Sundays and Easter week, when three performances will be offered daily. (Ringling's dates are March 31 to May 15.) Palisades seat prices are unchanged, 90 cents and \$1.50 for general admission and \$1.50 and \$2.50 for reserves. There will also be a menagerie offered. The tent will be heated. Charley Hunt has gone to Sarasota to buy heavily into former Ringling tent show equipment with which to embellish the park appearance. It is known, for instance, that two towers will be erected with intense overhead lighting.

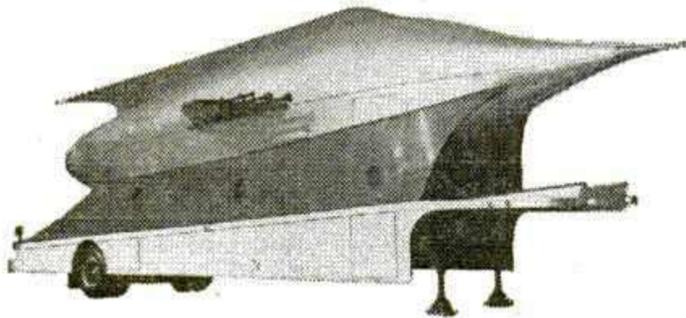
The tent will be set up closer to the Hudson River this time, and in order to prepare a site several telephone poles and wires have to be moved. This will provide more parking space than in the past. The entire circus enclosure will have to be thru the park itself.

On the promotional side, Rosenthal said he has budgeted \$450,000 to bally the show. Air time has already been contracted on WINS, WBNJ (Newark), WMGM, NBC-TV and WOR-TV. There will be 420 outdoor boards of 24-sheet size, 1,000 New Jersey three-sheets and a like number on the New York side of the river. Considerable sniping will again be utilized. Paper will be of special design and is being prepared by the D'Arcy and N. C. Greenfield agencies. For publicity both the Bert Nevins and Seth Babbit offices will again beat the drums.

Opening features will be John Bromfield, TV's "U. S. Marshall," and Miss Joan of the "Romper Room," plus others to be signed.

Rosenthal is forming an advisory board consisting of local and trade press, news media and Palisades Park "insiders." The promotion will use the full range of park gimmicks as attendance lures: Matchbook covers, comic book coupons, newspaper coupons and bottle-tops.

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This rocket ship has been attracting large crowds at markets for more than 3 years on the West Coast for a leading manufacturer. The ship itself was designed and built by one of America's leading manufacturers of such equipment. The 8-minute film was produced by one of Hollywood's leading animation studios. Original cost of ship and film exceeded \$60,000. Has been kept in tip-top condition. Sale price less than one-half original cost.

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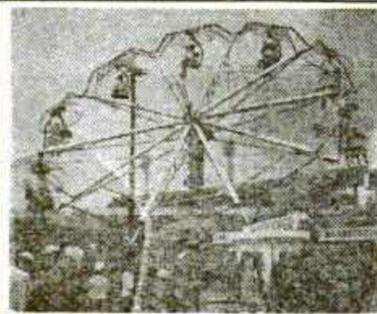
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AMUSEMENT PARK OPERATION

Carolina Operator Tests Sunday Law

GREENSBORO, N. C.—A Kiddieland operator here is making a test of city blue laws. He is B. J. Stigall, who has the Friendly Center Kiddieland at Friendly Shopping Center. The ordinance is a controversial measure under which drug clerks also were arrested for selling stationery on Sunday. A city attorney earlier had said he believed that ride ticket sales would be a violation, and city police had watched Stigall's operation and a separate miniature train operation at Greensboro Country Park. W. A. Cameron, owner of the latter ride, posted a sign saying he was closed for repairs. Police warned Stigall that his doing business on Sunday might constitute a violation, but his attorney advised him to go ahead. When he and his wife opened their six-ride layout Sunday (27), police arrested him.

Disneyland Reports New Attendance Records

ANAHEIM, Calif.—New attendance records were reported by Disneyland for the past summer. In June, July and August the park's total attendance was 2,746,000. That was up about a half-million people over the 1958 figure of 2,232,000. The spot's first full year of operation, 1956, had attendance of 1,800,000, and since its opening in mid-1955, Disneyland has counted 18,117,594 customers. Eighty per cent of the patrons are adults and half of the business comes from out of State.

Woman Named to Manage Okla. Frontier City

OKLAHOMA CITY—Named new manager of Frontier City, Oklahoma City theme park, is Miss Joan Neihart, who has been on the staff of the spot since its opening a year ago and who has been secretary to James C. Burge, creator of Frontier City and earlier general manager of the Southwest American Exposition of 1956 and the Oklahoma Semi-Centennial Exposition in 1957. She succeeds Ed Edmiston, who resigned. The park announced it would continue full-time operation during the Oklahoma State Fair last week, and it began a weekend schedule on Friday (2). However, stores in the park will operate full time and rides will operate during the daytime hours as demand requires.

Israel Park Mulls Rink; Fan Photographs Rides

N. BLAIBERG'S LUNA PARK at Tel-Aviv, Israel, may soon add an ice rink to its layout. This, the first amusement park in the Middle East, according to its builder, is contemplating year-round operation of a rink, with seating in the proposed building for up to 3,000 people. . . . P. Richard Myers, of Baltimore, is an enthusiast for amusement park and ride history. During the past season he visited Wildwood, N. J.; Coney Island, N. Y.; Glen Echo, Md.; Gwynn Oak, Md.; Chesapeake Beach, Md.; Willow Grove, Pa.; Buckroe Beach, Va.; Forest Park at Hanover, Pa., and Rolling Green Park, Sunbury, Pa. On each visit he photographs rides and buildings. His interest includes band organs and he, along with a friend, were able to make tape recordings of two organs owned by August Karst, of Forest Park, Hanover.

Tom Parkinson

World Series Attracts Park Men to Chicago

THE WORLD SERIES was the magnet attracting quite a number of executives from the outdoor amusement industry to Chicago on October 1. . . . Leading a good sized party from New England was John Collins, of Lincoln Park, North Dartmouth, Mass. Among those with him were his son, Jay Collins, who runs Mountain Park at Holyoke, Mass.; NAAPPB Past President Henry Bowen of Whalom Park, Fitchburg, Mass., and Joe Duffy of Mountain Park. . . . Another perennial World Series bug on hand, but in another group, was Larry Stone of Paragon Park, Nantasket Beach, Mass. Stone, an NAAPPB vice-president, usually comes to the series without tickets and somehow manages to scare up the necessary ducats. He tells some zany tales about his good fortune in getting tickets unexpectedly and the best is one about once being mistaken for a scalper. . . . Among the prominent concessionaires here for the first game was H. W. Lehman of Marshall Hall Park, Maryland. . . . Lehman is a baseball enthusiast thru and thru. . . . Ed Meck, publicity director of Disneyland, Inc., reports the West Coast funspot will continue its Date Night programs on its five-day schedule which began September 28. . . . Basic hours Wednesday thru Sunday will be 10 a.m. to 7 p.m. but on Saturday nights Disneyland will remain open until 12 midnight for the Date Night observance with three dance bands providing the music. . . . Speaking of publicity, entries are beginning to trickle into the NAAPPB national office for the Publicity Displays contest to be held in connection with the NAAPPB 1959 convention scheduled for November 29-December 2. Chairman Carl Hughes, of Kennywood Park, is urging all park executives who handle publicity to send in their clippings of news stories, photos and feature stories which were especially effective during the season just closed.

John S. Bowman, Secretary, NAAPPB

CIRCUS TROUPE

By JOHN FRIDAY

VICKY CRISTIANI has returned to Cristiani Bros.' Circus following her release from the hospital. . . . Reggie and Bonnie Armour, formerly of Ringling, have joined Cristiani. . . . Equestrian director Jerry Eagles closed with Cristiani. . . . Benny Rossi, trick rider, joined Cristiani Bros.' Circus, had an accident and was replaced by his brother, Jimmy, but is now working again.

Little Bob Stevens, concession manager of Hagen Bros.' Circus, purchased Jack Turner's Ape Show which was on the Carson & Barnes Circus this season. . . . Clyde Beatty and other acts currently with the Clyde Beatty-Cole Bros.' Circus may go to Hawaii this winter.

Otto Griebing's grandson, 11-year-old Stephen Gable, of South Bend, Ind., portrayed his grandfather in the parade of the Circus City Festival at Peru, Ind., recently. . . . W. S. Jackson, bar performer, and Cleo Plunkett, announcer-singer, both now with the Gil Gray Circus, are forming a three-piece musical combo to begin dates November 1 as "The Musical Mistakes." . . . Eloise Berchtold had Kao the African baby elephant on a downtown street in Chicago last week for Harold Bros.' Circus. The Knights of Columbus show opens October 10 in the International Amphitheater.

★ ★ ★

Tony Diano is having a 12-foot, six-inch special van built for his elephants. Three Diano bulls, including the male, Tusko, are appearing at a Pittsburgh department store. . . . Captain Clarence E. Pfeffer was seriously clawed by a lion he was breaking for a private zoo near Johnstown, Pa., recently and is now recuperating at his home at 1021 Ash St., Johnstown, Pa., and would like to hear from friends. . . . Warren (Billy) Wilson, former advance agent for circuses, Columbus, Miss., visited the Clyde Beatty-Cole Bros.' Circus at Kosciusko, Miss. . . . Harry Holmes, clown-juggler, is confined to his Alma, Mich., home with hepatitis and would enjoy hearing from friends.

Buck Leahy, Tex Maynard and Jimmy O'Donnell, Hagen Bros.' Circus, were interviewed on the radio station at Harriman, Tenn. . . . Visitors to Ringling-Barnum in San Francisco included Joe and Chester Sherman, Mac and Peggy MacDonald, John Brott, Don Marcks, Tom Upton, Bert Martin and Donald Nebergall. . . . Aurelio Atayde, Atayde Bros.' Circus, went to California to purchase animals while his circus played Salamanaca, Mexico. Tom Inabinette went to Texas and Oklahoma on show business. Eva Horworth went to San Antonio. . . . Circus Union and Circus Osorio are playing in Juarez, across the border from El Paso, Tex., to good business.

Seacow reports from Cristiani Bros.' Circus that a backyard birthday party was given for Valentina Cristiani. Paul Cristiani also celebrated his birthday. Seacow was visited by his family during the San Diego engagement. Most of the children have returned to Sarasota for school classes. Enrico and Rosa Swarze and Oscar Cristiani are pulling new trailers. Joe Duval, animal superintendent, has a broken foot. Most of the show personnel visited the Pike when the circus played Long Beach. Mr. Mike, TV chimp, has joined the Side Show. Dave Budd, husband of Corky Cristiani, visited the show. Dick Le Roy, Hollywood, clowned for one day. Jimmy Crabtree, concessionaire, rejoined the show after an operation in San Antonio, Tex. CFA Jerry Simone clowned with the show for three days. Mr. and Mrs. E. Simone spent three weeks with the show.

The Atwell Luncheon Club celebrated T. Dwight Pepple's 83rd birthday Tuesday (22). The late Harry Atwell's brother from Los Angeles visited the day before. . . . Hank and Thelma Craig have the Houston Shrine Circus and dates for Ken Jensen's Circus coming up. Their chimp, Kimba, worked in the Disney movie, "Toby Tyler." The Craigs visited Eddy Kuhn when the Cristiani Bros. Circus played Riverside, Calif. . . . Gus Spera, Florence Wis., caught Adams-Seils, Carson and Barnes and the James-Christy circuses.

J. W. Hartigan Jr., visited Mills Bros. Circus in West Brownsville, Pa., and Westmont, W. Va., and chatted with Herman Joseph and Harry Baker. . . . Mr. and Mrs. Ed (Blackie) Burns visited Mills at Charleston, W. Va. . . . Rome's Togni Circus will attempt to cross the Alps with its entire elephant troupe, cashing in on the recent British scientific expedition which failed with an elephant from the Turin Zoo. . . . Recent visitors to Ben Wekar, Paterson, N. J., include Trevor and Elvin Bale, Beatrice Dante, Carl and Joyce Linares, Victor Julian, Gene Detroit, Armetto Scipilini, now in Copenhagen, and agent Simone Kinner. Wekar's mother recently suffered a stroke. Lou Walton, producing clown; Bubba Voss, bandleader and Humberto and Julio Padilla, perch act, were guests of the CFA of Fairfield, Ia., at a dinner when the Al G. Kelly and Miller Bros. Circus showed the town. . . . Leo Francis, clown, closes his outdoor season October 3 at Killbuck Park in Anderson, Ind.

Walter Nealand has rejoined Beatty-Cole as story man and made Greenville, Miss., as his first town, augmenting the staff of Frank Braden, general press representative; C. Foster Bell, story man; Eddie Dullom, handling press and radio on the show, and Art Bitters, contracting press agent. . . . Sam Stratton is set for 1960 at Music Fair, the tent theater on the Eastern States Exposition grounds, West Springfield, Mass., Wally Beach advices. Beach is producer-manager of the operation.

Duke Patterson, clown, is scheduled to do posing for a Cincinnati art class after playing a series of dates at area drive-in theaters.

★ ★ ★

TURNING BACK THE PAGES: 20 years ago—The Ham and Eggs Circus continues to find good crowds in California. . . . Earl Shipley will take charge of the holiday show of the Famous-Barr Co., St. Louis, making his 12th year at the store. . . . The George Hanneford family closed its fair season at Richmond, Va., and will open with the Hamid-Morton Circus. . . . Floyd King was agent of Cole Bros.' Circus. . . . Art and Marie Henry closed a nine-week engagement with DeWaldo's American Rocket Revue at Guthrie Center, Iowa, and headed for theater dates in Sedalia and Columbia, Mo.

China Circus Cleared for Tour in 1960

Continued from page 1

tumbling, pyramid building, perch, high wire, wild animals, trained bear, trapeze, strong man, clown and other acts, in addition to the plate spinning, balancing, bicycling and unicycling for which the Orient has traditionally shown an affinity.

This is a commercial package that, while not an actual State circus, is well established in Formosa as an attraction. Of high quality, altho a one-ring production, it will be embellished for American consumption with aerial and ground ballet and such Chinese elements as decorative lanterns, firecrackers, music and parading dragons.

Hoffman said films will be shown at the Chicago fair convention in November, at which managers will be polled for their impressions for possible 1961 bookings.

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Harold Announces Chicago Program

CHICAGO — Harold Bros. Circus will open its initial Chicago run Saturday (10) at the International Amphitheater. Owner Harold Voise last week announced the line-up of acts. The show is sponsored by the Knights of Columbus and takes on a showcase aspect since success with the KC's here could mean bookings with the same sponsor elsewhere.

Membership ticket books are in the hands of the 48,000 members and the show's advance promotion was reported unofficially at about \$20,000 with more than a week to go.

So far the circus has been heavy on use of 24-sheet panels and light on newspaper ads. Only one newspaper ad has appeared. Publicity also was light, but it picked up when the chore was handed to Aaron Cushman and Associates. Downtown ticket office in Chicago's Loop was getting action, and there was to be a parade Friday night (9).

Acts Named

Line-up includes Cuneo's Wild Animal Fantasy with Patricia Jameson; Hildalys, aerial; Walter and Sina, perch; Karrells, Roman ladders; Landons, acro; Wiswell

Honeymooners, comedy car; Tiebor's Seals; Antonucci's Chimps; Royal Inca Llamas; Baudy's Greyhounds and Monkeys; the Gobs, knockabout; Jan Risko and Nina, plate spinning; Landons, comedy; Count Roberto DeVassconcellos, dressage horse; Wallendas, high wire; Jeanine Pivoteau, the Geraldos, the Carousel number, the Luvvas, aerial; Nelson's Porkers; Robert's Leopards; Paramount Bears; Theron Troupe and Prince Quartet cycles; Tony Diano's Elephants; Constantines, St. Leon Troupe, Jordan Bros., acro; Billy Barton, cloud swing; Norbu, gorilla parody; Flying Satellites and clowns.

Harold Voise is general manager; Preston Lambert, equestrian director and announcer; Charles Jones, property; George Voise, rigging superintendent, and Leo Krezmer is transportation manager. Al Vernon will have the band.

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1067 five by seven photos of many circuses, large and small, of and since Barnum's time showing parades, ornamental wagons, banners, acts, owners, lot layouts, bands, clowns and personalities, fronts, etc., and because of large size and exceptional clearness these photos are standouts in any collection. Twelve photos for two dollars, fifty for five. Complete lists which are collectors' items themselves.

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Indianapolis Mulls Stadium

INDIANAPOLIS — Plans for the construction of a stadium for major sports and entertainment purposes were explored Monday (22) by civic and business leaders at a luncheon called by Mayor Charles H. Boswell.

"Great interest was shown," Mayor Boswell reported at the conclusion of the gathering. He said he would consider the appointment of "a permanent committee to concentrate on an effort to bring high-ranking entertainment to the city."

Culver Names Theater Mgr.

CULVER, Ind. — Appointment of William J. Martin as director of the theater, the Eugene C. Eppley Auditorium, at Culver Military Academy, was announced last week by Major Gen. Delmar T. Spivey, superintendent.

Formerly general manager of the Williamstown, (Mass.) Theater Foundation, and the Three Arts Society of Stockbridge, Mass., Martin will be in charge of programs to be presented in the new 1,555-seat auditorium built recently at a cost of \$1,600,000.

New Community Arena Opened At Moose Jaw

MOOSE JAW, Sask. — This city's \$525,000 Community Centre was opened officially recently with Saskatchewan's Premier T. C. Douglas doing the honors and Louis Armstrong's group providing the entertainment.

Turnout was 3,640, for a gross of \$8,322. The building can seat 3,000 on the sides and 1,280 on the rink area.

Distinctively styled structure, designed by Regina architect Joe Pettick, has a cable-supported concave roof and no inside pillars.

The two-inch steel cables are spaced eight feet apart and span the 192-foot width from reinforced concrete beams. The exterior walls are of concrete block, with huge concrete A-frames at every second cable point. Length is 214 feet.

The sloped sidewalls are more than 30 feet high and the roof is only 12 feet above grade at the center. The interior is submerged into the site on a hill in the exhibition grounds to take advantage of the insulating value of the soil.

The building has an artificial ice plant and will be used extensively for hockey. It can also be used for livestock shows, exhibition events, musical programs and rallies but will probably not be able to handle indoor circuses.

Scott Bros.' Circus Names Staff, Acts

WORCESTER, Mass. — Scott Bros.' Circus, managed by Chet Harnes, opens Tuesday (6) to tour Connecticut and Massachusetts thru October 31, when the unit will shutter in Gardner, Mass. The show will reopen in late November in New Jersey and make long jumps into the South.

Unit personnel includes Chet Harnes, manager; JoAnn Harnes, secretary; Cy Gurrier, general agent; Tom McNamara, advance; Kit and Chickie Noble, dogs, goats, whips and rolling globes; Ray Beeler, dogs and monkeys; Reggie Walley Band, tap dancing; Trinidadians, calypso dancers; Ken Sherburne, unicycle and juggling; Joe Martin, adagio dancing, vent and clown.

ARENA, AUDITORIUM NEWSLETTER

One-Nighter Under Way

By TOM PARKINSON

GETTING UNDER WAY last week was the Hollywood Bowl's "Gay '90s Nite," starring Patricia Morison, in what is to be a 12-week tour of one-night stands in auditoriums, arenas, high school auds, theaters, movie houses and similar spots. The show opened at Lobero Theater at Santa Barbara, Calif., and this week (5-10) is playing Oceanside's Civic Recreation Hall, Santa Monica Civic Auditorium, Fox Theater at Bakersfield, a Fresno high school auditorium, Sacramento Municipal Auditorium and San Jose Civic Auditorium.

Performance itself has been described as a family-type musical. It has appeared regularly at the Hollywood Bowl for the past couple of seasons. The three parts are called "The Gay, Gay '90s," "Highlights From the Merry Widow" and "Minstrels." Hollywood Starlite Productions presents the show and booking is by Dorian Attractions, Santa Monica.

The show is moving by two special buses and two trucks, going over the roads immediately after tear-down at each stand. There are about 70 people in the company. There is a heavy publicity and advertising campaign outlined for the show, using outdoor billing, ornate newspaper advertising, and considerable publicity material. Publicist Eddie Howe is working ahead of the show. Almost all of the stands are guaranteed in advance and many types of sponsors have been signed.

On the advance route are many of the nation's well-known auditorium-arena facilities. A quick examination turns up the Queen Elizabeth Theater at Vancouver; Spokane Coliseum; Billings, Mont., Shrine Auditorium; Minot, N. D., Municipal Auditorium; all within the next several days. Coming up are engagements at such familiar coast-to-coast auditorium names as Mayo, Pershing, Taft, Stambaugh, Bushnell, Ovens, and Liberty Hall. The season runs thru December 12 at Phoenix, Ariz., and there is a plan for the tour to resume in 1960 for as much as a 30-week season.

The show shapes up as one of the pioneers in what many people consider one of the most promising phases of live show business. "Gay '90s" should not only succeed for itself but also help point up the how and where for the similar companies that can be expected to emulate this and comparable shows in the future.

Winter Signs Winnipeg; Shreveport in Bond Vote

WINNIPEG ARENA will house a Sports, Travel and Boat Show, May 13-21, 1960, with Max Winter as producer and Max Kurnow as manager. Winter formerly owned the Minneapolis Lakers basketball team, is connected with the new Minneapolis-St. Paul pro football team in the new American Football League, and has been awarded a National pro basketball franchise for Chicago. . . . Shreveport, La., will vote October 20 on a bond proposal that would include provisions for a theater-type auditorium to cost about \$600,000. The city already has Municipal Auditorium and the State Fair Youth Building, an arena. . . . At San Diego, Calif., a planning and research company has urged the city not to try remodeling a 1935 building to make it a convention hall. Instead, the firm said it would be less expensive to build an all-new structure. . . . Indianapolis-Marion County (Ind.) Building Authority has sold its \$32,000,000 in bonds.

Bob Hope Plays Bozeman

FIELD HOUSE OF THE Montana State College at Bozeman will have the Bob Hope Show Friday (9) as the college homecoming show, reports manager Bud Purdy. . . . The biennial Western regional Material Handling Show & Packaging Cavalcade will be May 11-13, 1960, at the Great Western Exhibit Center, Los Angeles, with A. E. Flinck as show chairman. . . . Cleveland Home & Flower Show, to be produced at the Cleveland Public Auditorium, March 5-13, 1960, by Ralph P. Stoddard, is using an attractive 12-page promotion folder. . . . A Baptist General Convention is to be one of 14 conventions in Corpus Christi, Tex., yet this year. It will be at the Memorial Coliseum, managed by Margery Brown. . . . New at Cleveland is the Bowl-Arena, 300x118-foot area with 52 bowling alleys, its trussless steel roof permits an interior free from beams or pillars. . . . That Korean engagement by "Holiday on Ice" came only after a typhoon delayed shipment of the compressor, pipes and show props, after high water flooded the proposed site for the show, after problems in obtaining enough electricity and after passport difficulties which were finally cleared only by decree of the Korean president.

REGINA, Sask.—Fire of undetermined origin Friday (17) did \$3,000 damage to the interior of a race horse stable at the fairgrounds. The blaze was extinguished within 15 minutes. There were no horses in the stable.

EAGLE, Mich. — The Eagle Township Fair has been forced to discontinue its annual event due to the sale of its grounds to the State highway department. Charles Higbee, secretary, said the board may resume operations in the future provided a suitable location can be found.

Dobritch in Ex-R-B Setup

NEW YORK—Circus booker Al Dobritch moved this week from the Fisk Building to 10 Rockefeller Plaza, into Suite 704, the former Ringling offices. Also using the offices is Harry Dube.

Pia Dobritch is on a four-week contracting tour, visiting Madrid, Lisbon, Paris, Hamburg, Copenhagen, Frankfurt and London.



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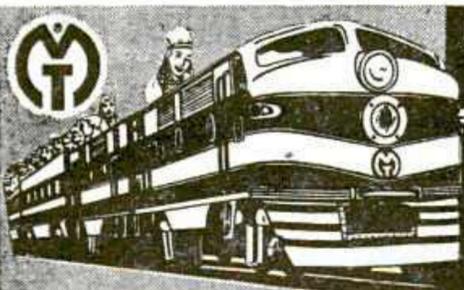
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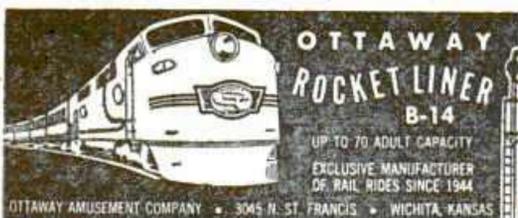
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Daly Ticket & Printing Co., Collinsville, Illinois

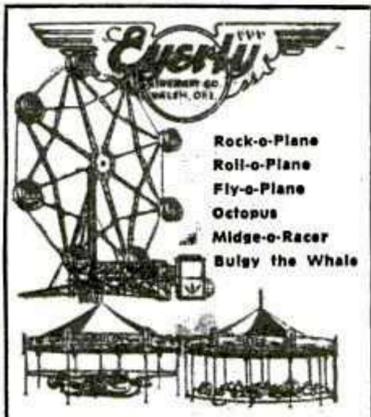
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A-1 Amusements: *John Hanson; (Fair) Malden, Mo.; (Fair) Wardell 13-18.
 Alamo Expo.: *Mrs. H. T. Reynolds; (Fair) Liberty, Tex., 7-10; (Fair) Minden, La., 12-17.
 All American: (Fair) Brookneal, Va., 5-12.
 American Funland: *Patty McCarthy; (Fair) Deming, N. M.
 Amusements of America: *Pop Akers; (Fair) Statesville, N. C.; (Fair) Sumter, S. C., 12-17.
 Bee's Old Reliable: *E. S. Van Hooser; Barnesville, Ga., 5-8; Cochran 10-15.
 Big State: *Joseph Sima; (Fair) Port Lavaca, Tex., 7-10; Raymondville 14-25.
 Blue Grass: *J. V. Richards; (Fair) Vicksburg, Miss.; West Monroe, La., 12-17.
 Buck, O. C.: *Roy F. Peugh; Greenville, N. C.; Washington 12-17.
 Buckeye State: Laurelville, O.
 Burkhardt: *Harvey Wilkins; Lake Providence, La.
 Byers Bros.: *James L. Reed; (Fair) Ruston, La.; (Fair) Many 12-17.
 Capell Bros., No. 1: *H. E. Michaelson; (Fair) Safford, Ariz.; Tombstone 12-18.
 Capell Bros., No. 2: *H. E. Michaelson; (Fair) Deming, N. M.

Capital City: *C. C. Miller; (Fair) Thomaston, Ga.; (Fair) Moultrie 12-17.
 Cetlin & Wilson: *Tony Lewis; (Fair) Greenwood, S. C.; (Fair) Spartanburg, 12-17.
 Cherokee Am. Co.: *J. W. Mahaffey; Moran, Kan., 6-7; Fredonia 9-10. (Season ends).
 Collins, Wm. T.: *Florence Hanson; (Fair) Tulsa, Okla., 5-9.
 Coney Island: *Bob Maser; Lafayette, La., 5-9.
 Crafts 20 Big: *Frances Ferris; (Fair) Fresno, Calif., 8-18.

Crystal United: *Mrs. Earl Miller; (Fair) St. George, S. C.; (Fair) Kingstree 12-17.
 Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Summerville, Ga.; (Fair) Fort Payne, Ala., 12-17. (Season ends).
 Drew, James H.: *Mrs. Eula Drew; (Fair) Monroe, Ga.; (Fair) Swainsboro 12-17.

Adams-Seils Bros.: *Dot Burdett; Joilet, Ill., 5-10.
 Carson & Barnes: *Leona Hill; Patterson, La., 5; Franklin 6; Arnaudville 7; Abbeville 8; Elton 9; Kaplan 10.
 Cristiani Bros.: Midland, Tex., 5; Big Spring 6; Snyder 7; Sweetwater 8; Brownwood 9; Temple 10.
 Clyde Beatty-Cole Bros.: *Ray Aguilar; Jennings, La., 5; New Iberia 6; Opelousas 7; Baton Rouge 8; Hattiesburg, Miss., 9; McComb 10; Hammond, La., 11.
 Clyde Bros.: Wayne, Neb., 5-6; Sioux Falls, S. D., 7-8; La Crosse, Wis., 10-11.
 Hagen Bros.: *Al Dean; Clarksville, Ga., 5; Walhalla, S. C., 6; Hartwell, Ga., 7; Thomson 8; Milledgeville 9; Fort Valley 10; Eastman 12; Fitzgerald 13; Tifton 14; Valdosta 15; Colquitt 16; Defuniak Springs 17.
 Harold Bros.: Chicago, Ill., 10-17.
 Kelly-Miller: *Jack Smith; Columbus, Kan., 5; Vinita, Okla., 6; Pryor 7; Nowata 8; Bartlesville 9; Ponca City 10.
 Kelly-Miller: Caldwell, Kan. 11; Enid, Okla., 12; Kingfisher 13; Anadarko 14; Seminole 15; Ada 16; McAlester 17.
 King Bros.: *Eva Hinckly; Corinth, Miss., 5; Jackson, Tenn., 6; Holly Springs, Miss., 7; Water Valley 8; Booneville 9; Aberdeen 10; West Point 12; Louisville 13.
 Mills Bros.: *Harry Baker; Montgomery, O., 5; Montford Heights (Cincinnati) 6; Fairfield 7; Far Hills 8; Medway 9; Worthington 10; Groveport 12.
 Polack Bros.: McAllen, Tex., 6; Harlingen 7-8; San Antonio 14-18.
 Ringling Bros. and Barnum & Bailey; Los Angeles, Calif., 5-11; Albuquerque, N. M., 15-17; Lubbock, Tex., 18-21.
 Strong, Big John A.: *Verna Strong; Fresno, Calif., 8-18.

Miscellaneous

Ballet Espanol: New Canaan, Conn., 5; Rome, N. Y., 6; Syracuse 8; Warren, Pa., 9; Huntington, W. Va., 12; Louisville, Ky., 13; Cincinnati, O., 14.
 Benton, Brook, Rock & Roll Unit: (Evans Grill) Forrestville, Md., 7; (Sports Arena) Street 9; (Idora Park) Youngstown, O., 10; (Keith) Cleveland 11; (Aud) Raleigh, N. C., 12.
 Bisbee's Comedians: Brownsville, Tenn., 5-7; Whiteville 8-10.
 Clark, Dick, Caravan: Cincinnati, O., 5; Canton 6; Lorraine 7; Columbus 8; Toledo 9; Grand Rapids, Mich., 10; Elkhart, Ind., 11; Fort Wayne 13; Troy, O., 14; Indianapolis, Ind., 15; St. Louis, Mo., 16; Kansas City 17; Wichita, Kan., 18.
 Matchstick Cities: Waco, Tex., 5-10.
 O'Day, Marie, Palace Car: Center, Tex., 5-10; Pasadena 12-17.
 Sun Players: Maryville, Mo., 5-24.

Arena Routes

New York Opera Festival: 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; Lincoln, Neb., 14; Pueblo, Colo., 16; Denver 17-18; Scottsbluff, Neb., 19; Chadron 20.

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 Dyers Greater: *Wm. R. Dyer; (Fair) Brownsville, Tenn.; Tunica, Miss., 12-17.
 Eastern Am. Co.: *Robert Tuttle; Fryeburg, Me.
 Endy, David B., No. 1: *Wm. Munroe; (Fair) Warrenton, N. C.
 Endy, David B., No. 2: (Fair) Marion, S. C.; (Fair) Manning 12-17.
 Fair Time: (Fair) Victorville, Calif., 5-12.
 Foley & Burk Comb.: (Fair) Ventura, Calif., 6-11. (Season ends).
 Franklin, Don: *Jay Barton; Angleton, Tex., 6-10. (Season ends).
 Gala Expo.: *Carolyn Miller; Eudora, Ark.
 Gentsch, J. A.: *George Butler; (Fair) Natchez, Miss.
 Georgia Am. Co.: *Horace Williams; (Fair) Jackson, Ga.; (Fair) Springfield 12-17.

(Continued on page 64)

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire Circulation Director BILLBOARD Cincinnati 22, Ohio

Ice Shows

Holiday on Ice of 1960: (Hobart Arena) Troy, O., 5; (Allen Co. Coliseum) Fort Wayne, Ind., 6-11; (Fairgrounds Coliseum) Columbus, O., 12-20.
 Ice Capades, 19th Edition: (Fairgrounds Coliseum) Tulsa, Okla., 5-9; (Ice Arena) Dallas, Tex., 10-25.
 Ice Follies of 1960: Des Moines, Ia., 7-11; St. Louis, Mo., 13-18; Chicago, Ill., 21-Nov. 8.

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THE FINAL CURTAIN

DEDRICK—Theodore L., 62, former owner of the original Funland and New Deal shows, September 30 of a heart attack while showing with the L. J. Heth Shows at the Tuscaloosa (Ala.) Fair. He first traveled with the L. J. Heth Shows in 1923 and since then was prominent in carnival, amusement park and circus activities. He was a Scottish Rite Mason and Shriner and an honorary member of the Ameri-

can Legion. Survived by his widow, Luella Heth DEDRICK. Burial October 2 in Elmwood Cemetery, Birmingham.

HOLDER—Arthur H., 76, former elephant handler, September 22 at Staunton, Va. Survivors include a sister, three sons and two daughters.

KLIEGL—John, 89, pioneer in the development of the famous Kliegl light used in all phases of the entertainment industry, September 30 in Doctors' Hospital, New York. He was president of Kliegl Bros. Universal Stage Lighting Company. Brothers John and Anton Kliegl founded the firm in 1896, producing one of the early carbon arc lights. Anton Kliegl died in 1928.

MARTOCCIO—Chuck, 41, formerly with Don Franklin Shows and in the business for the past 15 years, September 16 in Aurora, Ill.

McBRIDE—John (Mickey), 62, September 23 in Rocky Mount, N. C., while playing the fair with O. C. Buck Shows. A veteran of some 20 years with the Buck Shows as concessionaire, he lived in Troy, N. Y., and was buried in Forest Park Cemetery there.

O'BRIEN—A. Frank, 72, general manager of Fabian theaters in Richmond, Va., from

Carson-Barnes In Ark., May Stay Out Late

LITTLE ROCK — Carson & Barnes Circus has been doing well in Arkansas, according to word from the show. Night houses have been good. Agent Floyd Hill is back in Hugo, Okla., having completed his routing for this year. However, there was talk on the show of playing a long route in lower Louisiana and Texas.

Recent visitors included Johnny Frazier, Mrs. Harry Rawls, Jack Ecking and Perry La Meir.

Waynesboro, Tenn., Plans 1960 Run

WAYNESBORO, Tenn. — The Wayne County Fair, which has not operated for a number of years, is mapping plans for a '60 fair, Jack E. Gervin, county agent, announced. The fair has a 10-acre field that will be used as a plant.

1930 until retirement in 1957, September 29 in a Richmond hospital. He was employed by Wilmer & Vincent Theaters in 1901 at Utica, N. Y., and was a booked for the chain's vaudeville circuit in New York City before going to Richmond. Surviving are his widow and three sisters. Burial in Hollywood Cemetery, Richmond.

PEARCE—Sgt. 1/c J. Lee (Red), 47, of the Army and widely known among outdoor show folks thru his assistance at fairs in Arkansas and Texas, September 20 at Fort Hood, Tex. Survived by his widow, his mother and a sister of Greenville, S. C. Services and burial in Greenville.

SUN—Gus, 90, founder of the Gus Sun Booking Agency, Springfield, O., October 1 in Mercy Hospital, that city, of complications following a fall in which he suffered a broken hip. (Details elsewhere in this section.)

MARRIAGES

CRUMLEY-JOHNSON—Boyd Crumley, stunt man, and Edna Eloise Johnson, non-pro, September 24 at Berrien Center, Mich.

BIRTHS

FARROW—A daughter, Mary Ellen, August 1 to Mr. and Mrs. Jerry Farrow, it has just been learned. Father is a Ferris Wheel and pony ride operator on Prell's Broadway Shows.

BLANKS—A daughter, Denise, September 3 to Mr. and Mrs. Charles Blanks, son and daughter-in-law of Mr. and Mrs. Jerry Farrow, of Prell's Broadway Shows.

*In Loving Memory
of My Dear Wife*

**CLEONE IRMA
CROWE**

Passed Away
October 10, 1953

Gone But Not Forgotten
JAMES E. CROWE
Husband

ROLLER RUMBLINGS

By AL SCHNEIDER

THE GROWING popularity of family-night rink operation is evidenced in the recent announcement by the America on Wheels chain that the promotion will be a regular weekly feature in its nine establishments. Basic theme behind AOW advertising of the promotion is "The family that plays together stays together." Under the plan children 14 years of age and under will be admitted free when accom-

panied by parents (or parent) who pay the regular admission price. AOW book admission tickets will not be accepted at family-night sessions, scheduled for Wednesdays in all AOW rinks except the one at Alexandria, Va. Monday night has been established as family night at Alexandria. The family-night promotion in roller skating serves a double purpose, according to operators who have successfully tried the scheme: (1) In these days of strong public recognition of the problems involved in fighting juvenile delinquency, it gives the rink operator an excellent chance of "selling" parents on the idea that roller rink skating is an acceptable amusement for children and (2) the belief that parents, having sampled roller skating, might be induced to return to the rink on other nights with their children, thus building patronage.

The roller rink and auditorium building at Jackson County Fairgrounds, Jackson, Mich., was seriously damaged by fire the night of September 27. Cause of the fire is believed to have been a lighted match or cigarette in a wastebasket. Future of the property is uncertain, following an offer by the Jackson Raceway to buy the entire grounds for harness racing operations.

Irving Richland, formerly associated with his brother-in-law, Harry Neckes, in the operation of the Hartford (Conn.) Skating Palace and now a Miami Beach, Fla., resident, has been visiting in Hartford. Richland moved south several years ago after 20 years in the Connecticut skating rink management field.

Mark's Roller Rink at Brownsdale, Minn., was destroyed by fire September 26, with loss estimated at \$25,000 to \$30,000. Brownsdale is 12 miles northeast of Austin, Minn.

James Ulrick, of Groesbeck, O., is constructing a \$320,000 roller rink, Club Rollerama, at 7990 Reading Road in the Roselawn section of Cincinnati. Now nearing completion, the ranch-style building of brick and steel construction is scheduled to open for business October 15. The building, measuring 140 by 205 feet, will have a hard maple, soundproof floor for skating and dancing, accommodating 1,200 skaters or 2,500 dancers. There will be parking space for 250 cars. Plans are to operate from 7:30 p.m. to 1 a.m., six nights weekly and from 7:30 to 10:30

NIKITA, GIANTS HURT RINGLING

SAN FRANCISCO—Ringling Bros. and Barnum & Bailey Circus scored big attendance at the Cow Palace here Sunday afternoon (27). The other days, however, had light business. Opening show, sponsored by CARE, did poorly, it was reported, and other performances attracted small crowds.

Show was here while the city was agog over the visit of Russian premier Khrushchev and while the National League pennant race was hottest for the San Francisco Giants. Giant games were day and date against the show. Ahead of the circus was a day and date stand with the World Series at Los Angeles.

p.m., on Sundays. Dance sessions will be offered after 10:30 p.m. on Saturdays. Organ and recorded music will alternate for skating and there will be live music for dancing. The building is wired for stereophonic sound. Radio Station WCKY is scheduled to broadcast from the rink 10:30 to 1 a.m. nightly except Sundays, with Steve Palmer at the mike. The rink will be run as a club with 25-cent membership cards. Don Bokelman is vice-president and general manager, and Bennie Hauck, former manager of the Lebanon (O.) Roller Rink, will be manager.

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In Memory of My Beloved Husband
J. C. (Jimmie) Simpson
Who passed away
OCTOBER 6, 1943
MARIE SIMPSON

In Memoriam

MARGIE CETLIN

October 5

1947

*Like a Tree, each year,
Rooting deeper in the Earth,
Each Memory grows dear
And priceless, beyond worth.*

Sadie WILSON Jack

In Memory of

My Wife

MARGIE CETLIN

October 5

1947

*No tomorrows ever have replaced
The yesterdays, nor in my heart
This day of sadness ever been replaced,
But memories live. In them we never part.*

ISSY CETLIN

Gracie Clobbers Vivonas, Buck, C&W

Heavy Downpours Flood Lots, Wash Out Southern Fair Stands

NEW YORK—Hurricane Gracie bucketed water thruout the Carolinas and Virginia last week, sparing no show from at least a heavy drenching. The suffering was brief in some cases, prolonged in others, with the most serious effects being felt by Amusements of America, playing Charlottesville, Va.

The hurricane claimed a heavy death toll in Ivy, only six miles from Charlottesville. Damage on the show was not of the wind variety, but following the storm a terrific downpour flooded the lot at depths ranging from hip-high to head-high.

At 1 a.m. Thursday (1) police gave a warning to the midway, and wiser heads got their trailers to high ground. Some stayed and were literally drowned. Water level covered the motors in trucks. With the level dropping rapidly on Thursday crews worked all night in putting the lot into shape, with the result that the show made plans to open at 2 p.m. Friday, thus salvaging the last two days of the stand.

Police & Red Cross Help

The entire Kiddieland was under water and the ticket boxes went bobbing down the midway toward a nearby river. Water was up to the floor of the office trailer. Local organizations were very helpful, with police, Red Cross and Civil Defense all pitching in. Red Cross provided coffee and dry clothing for carnival people. Most equipment was recovered and no serious loss was incurred, a Vivona spokesman reported early Friday.

Other shows also felt the effects. The O. C. Buck Shows didn't bother to open on Tuesday, it was raining so heavily. Cetlin & Wilson, off on the fringes at Richmond, took a bath for three days until the sun broke thru Thursday. The Marks Shows in Fayetteville, N. C.,

sponged up its share of rain, as did World of Mirth in Greensboro, James E. Strates in Shelby, and others.

It was a good week for playing cards but a rotten one for business, as shows cocked their eyes toward the weekend wind-up.

Oregon State Fair Skeds Oct. 21 Meet

SALEM, Ore. — The Oregon State Fair Commission is expected to award its midway contract for 1960 at a meeting here on October 21. Proposals will be re-examined at that time at the request of independent ride operators.

Contract for the past two years, ending in 1959, was held by West Coast Shows, San Francisco, with Bobby Cohn, the show's general agent, acting as liaison between the fair and the ride operators, including West Coast and independents. During the term of the contract, independent rides were integrated into the carnival installation and operated under one manager, as is the usual arrangement at many fairs thruout the country. Independent ride operators at the 1959 event included Robert Bollinger, Johanns Bros., Carl Miler, and Agnes Green.

With the State Fair-West Coast Shows' contract expiring this year, another was awarded but rescinded pending the scheduled meeting.

Altho attendance at the fair, which closed September 12 was

(Continued on page 62)

WEST COAST OP 'BOMBS' WITH DUCATS

EVERETT, Wash.—Frank Robinson ended a successful season for his Western Shows here by "bombing" the city with cut-rate ride tickets as he piloted his own plane. The date was sponsored by Old Guard Post No. 2100, Veterans of Foreign Wars.

Robinson purchased the plane during the season after he had his pilot's license issued during World War II reinstated. The plane was used extensively with good results during the summer to drop ducats advertising the show, fairs and celebrations. He plans to check out his father, Frank C. Robinson, this winter and purchase another plane to travel with the second unit of Robinson's Western Shows.

Robinson said that the No. 1 unit was relighted en route with all fluorescents and four new light towers were added. Eight towers will be added to the second unit this winter.

The show played fire days here for the VFW post and was set up in the Yacht Club area on the waterfront.

Recent Spots Good for Buck

SANFORD, N. C.—Recent fairs for the O. C. Buck Shows have been surprisingly good. Rocky Mount, N. C., produced the best gross yet for the show. Salisbury, since Buck played there three years ago, has shifted to a new fairgrounds with greatly expanded parking facilities, and the show did 30 per cent better than last time. Monday (28) was very good here, but the hurricane rains kept the show from opening the next day, and it rained on Wednesday also.

CARNIVAL CONFAB

MANY of the midway clan who winter in Tampa were happy when the Al Lopez-managed Chicago White Sox clinched the American League pennant. Lopez, who makes his home in Tampa, which has also been the training site of the Sox the past several years, is well known to many showfolk around that city. He was the speaker at last winter's banquet of the Greater Tampa Showmen's Association. . . . Early Chicago arrivals for the World Series included Lou Dufour, who recently wound up good runs on the Conklin midway at Toronto and London, Ont. . . . Chick Schloss, who had a Girl Show on five Ontario fairs for the Conklins, was back in Chicago with a brace on his back, which was injured in a fall. The Schloss show, which featured Shirley Jean at the major spots, topped last year's gross. It played Ontario fairs at Toronto, London, Peterborough, Leamington and Belleville.

Pearls from Royal American: Troy Pennel entertained Mr. and Mrs. F. J. Landers who came over from Wichita, Kan. . . . Bill and Evelyn Clain are off the road this season and operating Hot Rods at Fairyland Park, Tampa. Tex Harris is also at the same spot running Buck Fortner's Ferris Wheel and all report a good, but wet, season. . . . Tony Williams marked his 71st birthday and his 14th as office night watchman. . . . Carl Spriggs, chief of police of Hutchinson, was a daily visitor to the midway. His two sons, John and David, had a concession on the show until schools reopened. . . . Mrs. Margaret Jenkins is back after a trip to Knoxville. . . . Red Friend, magician, stopped off at RAS en route to California to join Sam Alexander's Side Show. . . . Mrs. O. J. (Whitey) Weiss, Blanche Ziemann, Shirley Fowler and Emma Brocles, are operating a series of bank nights with the Tampa Club's Ladies' Auxiliary to benefit. . . . Eddie (Boone) Summerlin is also working hard for the men's club. . . . George Murray is riding again at the Motordrome after being sidelined by a virus. . . . James Weeks joined the Drome staff. . . . Johnny Mack Brown hosted guests from Dothan, Ala. . . . Mollie Strauss is back on the front end after an illness. . . . Arnold Raybuck had motor trouble en route to Oklahoma City but made it with time to spare.

Word received from the Western Fair, London, Ont., is that the Showmen's League of America and its Ontario Chapter will both benefit from a jamboree held on the Conklin midway. Pat Marco served as auctioneer and many of the concessionaires donated merchandise. Held in the top that housed the Chick Schloss Girl Show, it drew a large turnout. Show featured Wimpy the Clown and Howard Hardin from the Barnes-Carruthers' grandstand show, and Shirley Jean, Grover Wilkins and June Tracy from the Girl Show. Presentation ended with the "Westfall Murder Case," an old burley number. . . . Visitors to the James H. Drew World's Fair Shows at Carrollton, Ga., included Bill Page, Page Bros.' Shows; Lee Creson and Charles Baldwin, Lee Amusement Company; Newell Taylor and Norman Anderson, Heth Shows, and J. L. Keef, Capitol City Shows. . . . Ray and Mae Oakes, Sr., left Tampa for Texas recently to visit Bob Oakes and their new grandson. They'll also be at Dallas to cut up jackies with the midwayites there. . . . Mr. and Mrs. Joe McMurtrey booked their new Flying Coaster on Royal American at Oklahoma City and will then head for the Dallas fair. . . . Directors of the Regina (Sask.) Exhibition have nixed all donation shows.

Charlie Byrnes

★ ★ ★

Babe Raab had two of his kiddie rides at the fair in Trenton, plus a big snow cone stand in front of the grandstand entrance. . . . George F. Whitehead, reposing in sunny Reno, cut up jackpots recently with Ralph Lockett, handling the Foley and Burk Shows' office. Eddie Keck, Ringling paymaster, also visited with Whitehead. They had worked together on the James E. Strates Shows in the past. . . . On the O. C. Buck Shows two persons have been hospitalized in Rocky Mount, N. C., with heart trouble; namely, Ann Marcassio, wife of Larry Marcassio, and Milo Savage, of St. Regis Falls, N. Y. Mrs. Florence Yancey, of the Miami club's auxiliary, has been visiting with Mr. and Mrs. Joe Marciano. . . . Walter D. Nealand, former Marks Shows publicist, has joined the Beatty-Cole press department as story man for the rest of the season. . . . Louis (Dada) King, Piccolo and other World of Mirth stand-bys laid over in New York between the Brockton, Mass., and Greensboro, N. C., fairs.

Johnson, Nick Todd, Duncan Sisters and the Shep Fields band. Bary's also plugging his tune, "In the Heart of Donegal," recorded by Birdie Gallagher. . . . Jack Barstow joined George Clyde Smith with popcorn, apples and pan game, and Mr. and Mrs. Cecil Swain came on with a short-range gallery and two p.c. tables. This was at the Front Royal, Va., Labor Day spot. . . . The Higginses joined in Farmville, Va., with age and scales, and Frank Zellers brought on his bee hive and jewelry spindles. F. A. Norton, reporting from the Smith show, says that Joe Reo, working a p.c. table, suffered a heart attack in Farmville and faced a few weeks' hospitalization. This is the 50th season on the road for the brother of Johnny Reo. They had side shows and girl shows, but for the last 15 years he has operated mostly popcorn and apples.

Gerry Bary has wound up eight weeks as GAC-Hamid company manager at Midwest fairs, where features included the Mariners, Harmonicats, Snooky Lanson, Betty

Mickey McBride of the O. C. Buck Shows, some 20 years on the show and well known among concessionaires, died September 23 while the show was playing Rocky Mount, N. C. . . . Jovial Jimmy Quinn of the Buck show found his auto ashtrays all full last week and took the only course possible for

(Continued on page 64)

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FLASHBACKS: 20 Years Ago—J. B. (Jack) Baillie bought half of Dodson's World's Fair Shows from C. Guy Dodson who planned to retire. Mel Dodson remained as one of the operating heads with Baillie. . . . Guests at Bill Hames' birthday party in Longview, Tex., included Bob Neely, C. R. Fulton, Grady Shipp and T. G. Ledel. . . . When the tobacco markets closed at the Tarboro, N. C., Fair, attendance and grosses of Gruber's Shows suffered. Altho admission was granted to people turning in five pounds of tobacco, less than 500 pounds were collected. . . . Dave Fineman joined Endy Bros.' Shows at Raleigh, N. C., with concessions. . . . Visitors to the Johnny J. Jones fun zone at Chattanooga included Sunny Bernet, Mike T. Clark, Joseph Goodman, Rubin Gruberg and Joe Redding.

BLUE GRASS SHOWS

OUACHITA COUNTY FAIR, WEST MONROE, LA., WEEK OCT. 12-17

Followed by Louisiana Delta Fair, Tallulah, La., Oct. 19-23

CONCESSIONS

Hanky Pank Prize-Every-Time Games of all kinds, Age and Scale, Name-On-Hats, Custard, Ice Cream on Stick, High-Striker, Short Range, Derby, Jewelry, Grab, etc.

HELP

Foremen and Second Men for all major rides. Must be licensed semi drivers. All winter's work in Florida.

RIDES

Will book Round-Up or Paratrooper for balance of season.

All wires to C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS, Vicksburg, Miss., all this week

PIEDMONT INTERSTATE FAIR

Spartanburg, S. C., Oct. 12 to 17 Inclusive

GEORGIA STATE FAIR

Macon, Ga., Oct. 19 to 24 Inclusive

CONCESSIONS: Can place all legitimate Merchandise Concessions. No exclusives at fairs. All fairs until Nov. 21 closing date Greater Jacksonville Fair, Gator Bowl, Jacksonville, Fla. WINTER QUARTERS again at Petersburg, Va. Anything worthwhile will be considered for 1960 booking.

All address **CETLIN & WILSON SHOWS**
Greenwood, S. C.

LAREDO, TEXAS WASHINGTON BIRTHDAY CELEBRATION

Feb. 14 to 28, 1960—(2 Sundays)

RIDES Can Place Looper, Caterpillar and Dodgem, also Spitfire.

SHOWS Want 10-In-1, Big Snake, Monkey Show, Fun or Glass House, Grind Shows. (No Girl Shows.)

CONCESSIONS Long and Short Range Galleries, Photos, Scales, Ball Games, Custard, Novelties, Taffy, Milk Bottles, Cigarette Gallery, China Pitches. (Mr. Hackett, write for China only.) NO COUNT STORES OR "GAFF" WHEELS TOLERATED. Legitimate Hanky Panks.

ALREADY SOLD EXCLUSIVE—Cookhouse, Eats and Drinks, Candy Floss, Bear Pitch, Candy Apples, Peanuts and Popcorn.

All those interested, wire or write at once

NOTE: I HAVE BEEN AWARDED EXCLUSIVE CARNIVAL CONTRACT UNTIL 1963. OUR FORTIETH CONSECUTIVE YEAR.

WIRE OR WRITE

J. GEORGE LOOS, Box 455 Laredo, Texas

Page Combined Shows

WANT FOR FOUR OUTSTANDING GEORGIA FAIRS

Americus, Oct. 12-17—Brunswick, Oct. 19-24

Thomasville, Oct. 26-31—Waycross, Nov. 2-7

Followed by Brooksville and Mulberry, Fla., Fairs, closing Nov. 21

CONCESSIONS: Cookhouse, Chocolate Dip, French Fries, Snow Cones, Lemonade Snake, Pronto Pups and one Grab Joint. Want Stock Concessions of all kinds, especially Long and Short Range Galleries, High Striker, Age & Scales, Novelties, Names on Hats, Basket Ball and Perry Arcade. SHOWS: Outstanding Side Show, Motordrome, Big Snake, Glass House and Wildlife. BILL CHALKIAS, contact. Can place all your equipment. Noel's Gorilla Show no longer here. RIDES: Round-Up, Flying Scooter, Fly-o-Plane, Paratrooper, Kid Tanks and Pony Carts. Like to book Mouse for Brunswick, Thomasville and Waycross. RIDE HELP: Need several first-class Ride Men who have license and drive semis. No cars. All winter's work in Florida. All replies to BILL PACE, Montezuma, Georgia, this week.

WANT

Laurens County Fair, Laurens, S. C., Oct. 12 thru 17

Union County Fair, Union, S. C., Oct. 19 thru 24

CONCESSIONS: Want legitimate Merchandise Concessions of all kinds. Opening for Photos and Short Range Galleries.

SHOWS: Any family-type Grind Show with own equipment.

RIDES: Round-Up, Scrambler and Paratrooper.

HELP: Can always use reliable Carnival Help. address all replies to

JOHN H. MARKS, MARKS SHOWS

Orangeburg, S. C., Fair this week; then as per route.

SCHIFF WILD MOUSE AVAILABLE

For fall and winter booking—after the Tri-State Fair, Memphis, October 3. This ride is an outstanding feature— attracts and holds the crowds. Proven one of the biggest gross earners in the business. For complete details write or phone

CHARLES GARVIN Bowling Green, Ky.
Phone: Victor 3-4802

WANTED

FOR MONTGOMERY, ALA., AND BEAUMONT, TEX.

HANKY PANKS AND PRIZE-EVERY-TIME CONCESSIONS

Write, wire or call—phone in office.

OLSON SHOWS

BIRMINGHAM, ALA.

W
A
N
T

HOLLY BROS.' SHOWS

NORTH FLORIDA'S LARGEST FAIRS, LAKE CITY AND LIVE OAK. WILL PLACE CONCESSIONS, ONE MAJOR RIDE, TWO SHOWS, NO GIRLS. F. Hollingsworth, Camilla, Ga., now, THEN LAKE CITY, FLA.

FOR SALE OR TRADE

1959 new Tilt, 2 Chev Tractors, 2 30-ft. Trailers, \$19,000.00; Eli Scrambler, like new, Chev Tractor and Trailer, \$22,500.00; 75 kw. G.M. 6-cyl. Diesel, Winch Tractor and Trailer, \$9,250.00. CASH, TERMS OR TRADE FOR OTHER RIDES, 25 ELI WHEELS OR? 12 Erie Diggers, trailer mounted, very nice, \$3,500.00; Calumet Coach, Snow, Floss, Popcorn, \$2,000.00; 27-ft. Tandem Trailer, Snow, Floss, Popcorn, Cold Drinks, \$1,750.00; 12-ft. Hit and Miss, \$100.00; 3 set Spindles and Joint, \$300.00; 3 Bee Hives and Joint, \$300.00; Nickel Roll, \$75.00; 12x8 One-Ball, \$150.00; 12x10 Balloon Dart, \$150.00; 12x12 Center Pitch, \$100.00; 10x10 Penny Pitch, \$50.00. Cash, terms or trade. What have you? FORREST C. SWISHER, Box 125, Phone 468, Caney, Kansas.

PEPPERS ALL STATE SHOWS

RIDE HELP: Foreman for Allan Herschell 2-Abreast Merry-Co-Round, Smith and Smith Chairplane, Foreman for 2 Kiddie Rides. Want Agents for Pan Game, Balloon Darts, Hoopla (Ted Lin, Johnny Rogers, get in touch with me immediately), Glass Pitch. R. E. McLaughlin, let me hear from you for Mardi Gras.

Address: Picayune, Miss., this week.

GIVE TO DAMON RUNYON CANCER FUND

FAIR REINSTATED

Colemans Get OK For Belchertown

MERIDEN, Conn. — The Belchertown (Mass.) Fair is reinstated after being canceled only a week (The Billboard, September 28). Coleman Bros. Shows will provide the midway for the big Columbus Day festival, as originally planned.

Activity on Sunday (11), the day before the fair, is being eliminated by Coleman's setting up fully on Saturday. The show will entertain more than 1,000 children from a State school, open for regular business at 6 p.m. Saturday, and shutter on Sunday (11).

On the big Monday (12) some 40,000 people traditionally attend, with ride business starting as early as 8 a.m. and continuing all day. Fair approval was obtained by Nelson Hill, president of the sponsoring Farmers and Mechanics Club.

Business this year has been excellent, Dick Coleman reported. This week there were two dates

going simultaneously, Meriden and Stafford Springs, Conn., each with 14 rides. For Stafford Springs the Bell-Form Shows and several independent units from Eastern States Exposition were added. Meriden was questionable, being at a new location in Falcon Park, and the weekend held the key to success.

Greenfield Okay in Cold

Greenfield, Mass., was played during the recent cold wave, and held up nicely. Wednesday was fair's biggest day ever, with a full house watching the Buddy Wagner auto thrill show at night. Fonda, N. Y., was also very good.

A mishap out of Fonda saw a tractor-trailer bearing two kiddie rides roll over on the highway. Rides and driver were unhurt but the truck units had to be junked, Coleman reported. For the date in Meriden a free act was obtained thru Al Martin, namely Mike and Hope Kent in their Stardusters swaypole routine.

Hefty ESE Gross Tops Reid's Year

WEST SPRINGFIELD, Mass.—The major part of King Reid Shows season came to a pleasant end last week, following which several back-end units were booked into Southern spots as previously announced. In addition to the healthy gross rolled up for rides here at Eastern States Exposition, owner Reid was cheered by advance work on the 1960 season.

A return to Canada is imminent, partly because the contract for Ormstown, Que., is of a long-range nature. Also encouraging is an agreement at Eastern States under which Reid is pledging improvements to the midway area. Included would be new paving, permanent archways and floodlighting from decorative poles.

Close to 30 rides were put down here, in a new area somewhat removed from the advantageous intersection previously occupied. The funland was shifted a couple of hundred feet to provide more farm machinery exhibit space. With the fair hitting a record attendance figure, ride grosses were on a par with 1958. Reid's contemplated improvements would, however, enhance the new location to increase its potential earnings.

Most units are being returned to the barn at Reid's Manchester, Vt., winter quarters. Making the Southern tour will be the outstanding Darkest Africa, a Pretzel adaptation. Towering over the Fritz-designed front is a 42-foot-high Congo native in panel sections. The bally canopy is supported on spears

and the exterior has a striking jungle effect.

Also touring will be the Minstrel Show, Girl Show and Funhouse, Reid said.

Skowhegan, Union Good

The 1959 season closes with the usual range of results, including both ups and downs. Two substitute dates in Canada were not overly productive, and the Lewiston, Me., spot for Labor Day week also fell short of expectations. Otherwise the season had a number of pleasant surprises, notably the Skowhegan and Union, Me., fairs.

The fair here is almost purely a ride date, altho 18 concessions continue to operate in permanent stands built by Reid a couple of seasons ago. Paul Miller's Arcade also made the date.

Rides included three Ferris Wheels, Skooter, Helicopter, Tilt, Roc-o-Wheel, Scrambler, Comet, Keith's Tubs-O-Fo, Tony Guliano's Roto-Jet, Spector's Wild Mouse out of York Beach, Me., Darkest Africa, Roll-o-Plane, Bill Howard's Paratrooper, Funhouse, Fly-o-Plane, Caterpillar, Roll-o-Wheels, Roller Coaster, Artie Pinsonault's Turnpike, and a half dozen other kiddie rides.

An addition this year was the Volkswagon bus, painted white and decorated as an advance car. Used by Tommy Austin, purchasing agent, it is fitted for sound and will probably be used as a sound truck in 1960, Reid observed.

Rainy Weather Cuts RAS Gross

OKLAHOMA CITY — Rainy weather which has plagued the Oklahoma State Fair here annually in recent years again dogged the event, and as a result the potential gross of the Royal American Shows was cut back sharply.

The fair caught a three-day stretch of good weather, starting opening day—Saturday (26)—and the Royal's ride and show receipts climbed 12 per cent over those for the 1958 comparable period. But rain set in Tuesday night, continued

intermittently thruout Wednesday, came down strong Thursday afternoon, and fell again Friday as the event went into its next-to-closing afternoon.

Dick Best's Side Show, which was given much publicity here, paced the shows. The Ricki Covette Show and Leon Claxton's Harlem in Havana ran neck and neck for the second spot, with Johnny Mack Brown's Western Show fourth.

The Kiddieland accounted for the

Cotton Belt Is Good for Motor State

BATESVILLE, Miss. — J. J. Frederick's Motor State Shows were in the heart of cotton country here last week and racking up good business. Show made an 800-mile jump from Ohio to Mississippi with no major mishaps.

A new Paratrooper was added before heading South. The Helicopter, playing some Southern spots for the first time, has been doing good business. Concessions too, are doing well.

Show will play one more fair each in Missouri, Alabama and Mississippi and then will stay out all winter playing shopping centers along the Gulf in Louisiana and Texas. Charles Krekeler will manage the winter unit while Mr. and Mrs. Joe Frederick return to Belleville, Mich., winter quarters where another building is under construction.

Heth Scores Big at Rome

ROME, Ga.—Aided by a whopping turnout on the final day of the Coosa County Fair here Saturday (26), Heth Shows racked up a ride and show gross that was 9.3 per cent ahead of last year's fun zone take.

The fair had its largest attendance of any previous year and on Saturday the 100,000th patron passed thru the outside gates. The Al Kunz-owned Mad Mouse set a one-day mark for the season, topping the similar figure registered at Springfield, Mo., by \$1.20. Prices here were 50 and 35 cents, however, while at Springfield ride went for a flat 50 cents.

During the latter part of the fair's run there was concern over weather that might be brought in by hurricane Gracie, but no rain fell until Sunday morning when the show was being torn down.

Oregon State

• Continued from page 61

down approximately 22 per cent due to rain, West Coast's gross dropped only 17 per cent. The show unit, managed by Eddie Hellwig, used extra rides to increase take and compete with the Oregon Centennial, which, at the time of the local event, had been running in nearby Portland for nearly three months.

biggest take among the rides, with the Mouse second.

Wally Cobb, the Royal's trainmaster, rejoined the show here after being hospitalized at St. Paul and was recuperating rapidly.

Visitors to the midway included Maurice Fager, manager of the Mid-America Fair, Topeka, Kan., and Mrs. Fager; Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines; Fred Miller and Lloyd Miller, vice-president, and assistant manager, respectively, of the Edmonton (Sask.) Exhibition, and Harold Johnston, concession manager of the Minnesota State Fair, St. Paul.

Strong press was given the show. The gross of the Side Show was upped in part by publicity given to one of its features, giant Johann Peterson. Included among the breaks was a three-column sports page picture of the giant standing alongside of a six-foot three-inch Oklahoma University athlete which made the latter look like a midget.

TINTYPE

Pioneered Fun Zones In Latin America

CARNIVAL business has undergone considerable change since Harry Witt got into it. . . . Much of it while he was out of the country, which is what gives his story an interesting angle. . . . Witt, age 68, is one of the show clan whose activities, many of them highly successful, have been notably in Latin America. Also played has been South Africa. He's been around and was back in the U. S. this year with a show unit on Eastern midways.



HARRY WITT

At his peak, which is to say, prior to a short-lived retirement, Witt operated complete midways, owned parks, manufactured rides. . . . Considers himself the pioneer in Latin territory, dating his experiences back to 1924. Witt and brother, Mark, who died four years ago, were running the Victory Attractions, with office in New York's old Putnam Building, when a committee of foreign gentlemen walked in.

"They'd seen our unit in Hoboken and wanted to have the whole thing shipped to Lima, Peru, for a centennial. President Legiere was behind it and they had cash on the line, guaranteeing transportation and six months' work. Who could refuse?" The brothers went to Lima with a Jenny, two Ferris Wheels, Chairplane, Mantor's Diving Girl Show, Willard's Musical Show, Walker's Side Show, refreshment stands and stock concessions. . . . "Tremendous," Witt reflects. "This was virgin country, so we hit next for Santiago, Chile, with no deposit but plenty of confidence." Then Argentina, where the equipment was sold before the Witts returned home. . . . It set the pattern for future seasons.

Harry was born in Boston, 1891, started in as a youngster on concessions, by 1920 had worked up to an exclusive on the Ferrera Shows. . . . Bought a small outfit consisting of Merry-Go-Round, Ferris Wheel, Airplane ride and concessions. . . . The late Johnny J. Kline was agent. . . . Show played auspices dates around New York until the South American deal dropped up.

"It showed us the way. We came back with a bundle, bought a new unit and went back into New York and Brooklyn lots." In 1926 the brothers took another South American flier, visiting Rio De Janeiro and various Brazilian provincial capitals. Nine months later they sold out and came home again with a nice profit. . . . In 1927 Africa beckoned. They had operated Patchogue (N. Y.) Amusement Park in the summer, then signed with African Theatres, Ltd., to tour a show in the Capetown area, and the business continued for a year before the inevitable sellout and return.

"In 1928 we went down to Caracas, Venezuela, under the best possible auspices, a benevolent dic-

tatorship. We were the first carnival seen down there. We toured Colombia, the Guianas, Trinidad, Barbados, Kingston." . . . Harry handled the advance work, with Mark as show manager. . . . Ride variety was limited then. The brothers manufactured a Waltzer, then Boomerang rides, which went to a number of parks and shows, out of the Mercer Engineering Company, Clifton, N. J.

Last overseas operation was in Rio De Janeiro during World War II. . . . Looking back on a tantalizing career, Harry Witt admits that luck played a large part in his early success. The cream of a very good business went his way, but he doesn't speak with frustration about the Latin governments, as some showmen have been known to do. . . . The early showmen got every bit of co-operation from dictators and democratic politicians alike. . . . "We had a good thing going and we operated pretty straight. Business was so good we didn't have to cut corners or manipulate." . . . This is not to imply that every move of Witt has been a rousing success, because while every business has ups and downs, the downs in outdoor show-business can cancel out a lot of good fortune. . . . He's not complaining, tho, Witt states. "Except for a period in the manufacturing business, this has been my life." Owned and operated virtually every kind of equipment, married some 35 years, father of a son, 25. . . . His King Fun-house is a bright spot along the Eastern seaboard, while he scouts units for still another venture in Latin America after November of this year. No reason why it shouldn't be as good now as it was then, he opines, or even better. "I'll be sure to let you know."

Irwin Kirby.

Jimmy Drew Inks 2 Fairs For '60 Route

COVINGTON, Ga. — James H. Drew, owner-manager of the James H. Drew World's Fair Shows, announced here that he has re-contracted two Georgia fairs for next year. The fairs, both played this year for the first time by the Drew organization, are the Bartow County Fair, Cartersville, and the West Georgia Fair, Carrollton.

Drew said here last week that the rides and shows have continued their money-winning ways thruout the South.

McDaniel Inks 5-Year Pacts With 2 Fairs

LOVINGTON, N. M.—Wonderland Exposition Shows has been signed to provide the midway attractions at two Southwestern fairs for five years, E. J. McDaniel, owner-manager, announced.

The two fairs are at Levelland, Tex., and here in Lovington, and ride and show grosses at both spots were well ahead of 1959, McDaniel disclosed.

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

THE GREATER GULF STATE FAIR
 Mobile, Ala., October 19-24
DIRECT SALES CONCESSIONS ONLY—OPEN MIDWAY
 Can place all types of Eating and Drinking Stands, Cotton Candy, Jewelry, Short Range Galleries, Long Range Galleries, Photos, Hi-Striker, African Dip, Candy Taffy, Kitchen, Car or other gadgets.
 Can place Flying Coaster or a non-conflicting ride that is outstanding, call me.
 Can place Midget Show, Mechanical Show or any outstanding Grind Show.
 Phone in office each week or wire, no time to write.
HETH SHOWS
Al Kunz, Owner-Manager
 Laurel, Miss., this week; Meridian, Miss., Oct. 12-17

GREAT WESTERN AMUSEMENTS
 AND
VICTORY EXPOSITION SHOWS
 Combine for 3 big events, 10 big days and 10 big nights—Odessa Fiesta and Ice Capades of 1959, November 6-15. (Over 100,000 attendance last year.) Also for the 1960 Stock Show and Rodeo, January 5-10, 1960, and the Oil Show of 1960. All at Odessa, Texas.
WE HOLD EXCLUSIVE CONTRACTS ON THESE BIG DATES
 Those Joining Now Will Be Given Preference at the Above Dates
CONCESSIONS Want Concessions of all kinds. No flats, no gypsies. Space limited, get your reservations in now.
SHOWS Can place Shows of all kinds, especially Fun House.
RIDES Will book Scrambler, Paratrooper, Dark Ride and Wild Mouse.
 Contact: **MANAGER**, Phone: FEderal 7-8819 (Before 4:00 P.M., or after 11:00 P.M.) or write: P.O. Box 2601, Odessa, Texas.

STATE FAIR OF TEXAS
 DALLAS
 Opens this Friday, Oct. 9.
 Can Locate.
SHOWS
 Dallas Phone: HA 8-0102
CLIF WILSON

THE GREAT SHELBY (N. C., Col.) FAIR
 Oct. 12 thru 17
EVERYTHING OPEN — EVERYTHING WORKS
 Wire or Call
WOLFE AMUSEMENT CO.
 Fairgrounds, Chester, S. C., this week

FOR SALE
 SCOOTER, COMPLETE.
 12 Lusse Cars. Vans Optional.
BOB HAMMOND SHOWS
 Per Route

MOTOR STATE SHOWS
 Want for Charleston, Miss., Fair, Oct. 12-17; Charleston, Mo., Fair, Oct. 19-24.
 And balance of season. Out all winter, Shopping Centers and Delta Cotton. Want Cookhouse, Prontos, French Fries, Age & Scales, Fish Pond, etc. Want Ride Help on some rides. Must drive. Want Scenic Painter. All winter's work. Merle Sloane, contact me at once. All replies to **JOE FREDERICK**, Moulton, Alabama, to October 10.

DODGEM FOR SALE
 12 cars; building, 34x54; all new June, 1957, with 2 tractors and trailers. All excellent condition. Can be inspected on Marks show as per route.
Harold J. Lucas

MOTOR STATE SHOWS
 Want for Moulton, Ala., Fair, Oct. 6-10; Charleston, Miss., Fair, Oct. 12-17, and balance of season:
 Hanky Panks, Cookhouse or Grab, Glass or Bear Pitch. Help on Rockplane and other Rides. Long season—shopping centers.
J. J. FREDERICK

\$200.00 REWARD
 \$100.00 reward for information as to the whereabouts of
EDGAR LEE (Wingy) BIGGS
 Social Security number 231-03-6803. Works as Billposter or Special Agent. Has no left arm.
 \$100.00 reward for information as to the whereabouts of
OLICE CLINTON (Johnny) BRAZIER
 Social Security number 414-22-5176. Works as Ride Man. Previously worked Octopus on James H. Drew Show.
H. B. ROSEN
 Covington Co. Fairgrounds
 Andalusia, Ala.
 or c/o Western Union

SCRAMBLER
 For sale, with transportation, \$20,000 cash. Can be seen on Schafer 20th Century Shows, Longview, Tex., this week. Contact
MRS. CHAS. OLIVER
 3612 Lafayette St.
 St. Louis, Mo.

FOR SALE
 Concessions in good condition.
 5 14x10 ft; 1 16x10 ft. Tops and frames. Also have Fish Pond, Swinger, Buckets, Ball Games, 6-Cats, Razzle, Add-'Em-Up Pans. These are complete and ready to operate.
 Also have Van with lumber racks and stock bins, priced to sell. Can be seen in operation at Waco, Tex., Fairgrounds.
BUSTER BROWN
 c/o Bill Hames Shows, Waco, Tex.

Want...CRYSTAL AMUSEMENT...Want
 For Kingstree, S. C., Oct. 12 thru 17. Largest Colored Fair in South Carolina in attendance.
 Few more Hanky Panks, clean Sit-Down Grab; open midway except Popcorn and Apples, Allhis, Razzle, Pin Store, Bingo, Foster and Stan, let me know something. RIDES: Coaster, Scooter, M.-G.-R., Train. SHOWS: Girl, Congo, Yellow, Circus Side Show. Those joining now will have preference at Wauchula and Riviera, Fla. P.S.: Will pay cash for Floss Machines.
 All replies: **EARL MILLER**
 St. George, S. C., this week.

FOR SALE
 Huck Finn Fish Pond.
 Priced to sell.
GID L. FALLON
 2135 Massillon Rd.
 Akron 12, Ohio

WANT FOR CALLAHAN, FLA., FAIR
 Oct. 20 thru 24
 Two big Kid Days, Rodeo combined. Thousands to draw from.
 Want Games of Skill, Novelties, Penny Arcade, Rides that do not conflict, such as Rock-o-Plane, Paratrooper, Scrambler, Dark Ride, Octopus, High Coaster or Mouse; family-type Shows or any worthwhile attraction. Low percentage. Need good Scooter Man.
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 P. O. Box 72 Jacksonville Beach, Fla.

\$100.00 REWARD
 will be paid for information as to the whereabouts of
RODNEY BRUSO
 Contact
HUGH L. LAMBERT, Carrollton, Ga.,
 or **JAMES LOVELL**, Clayton, Ga.

CONCESSIONS
 Our Florida Fair Route Opens at STARKE, NOV. 19-24.
 Can place clean Merchandise Concessions.
MILLER AMUSEMENT ENT.
 All communications to
TOM L. BAKER, Vendome Hotel
 Evansville, Ind., until Oct. 10.

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 SYCAMORE, OHIO, 7-5557
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BABY DUCKLINGS
BARE'S HATCHERY

Thank You
 Geo. (Bud) & Geraldine Sollenberger
 Office Manager World of Mirth Shows
 For your new AVION MOBILE HOME PURCHASE
 "Save Money With Johnny"
JOHNNY CANOLE
 Phones: WI 3-0003 or WI 4-9347
 Altoona, Pa.

Carnival Routes

Continued from page 59

Glades Am. Co.: (Fair) Emporia, Va.
 Gladstone Expo.: *Mrs. Ruth Poole; (Fair) Jackson, Miss.
 Gold Medal: *C. C. Leasure; (Fair) Cherokee, N. C.
 Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Loudonville, O.
 Gooding's Million-Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Atlanta, Ga.
 Gooding Am Co., No. 6: *Mrs. W. C. Leisure; Bradford, O.
 Gooding Am. Co., No. 10: Ironton, O.
 Green Tree: *John M. Huls; Lexington, Ky., 6-20.
 Hames, Bill: (Fair) Waco, Tex., 6-10; (Fair) Palestine 12-17.
 Hammond, Bob: *Mrs. Keith Chapman; (Fair) Center, Tex.; (Fair) Pasadena 12-17.
 Heth: *Mrs. Al Kunz; (Fair) Laurel, Miss.; (Fair) Meridian 12-17.
 Hill's Greater: (Fair) Roswell, N. M., 7-11; Kermit, Tex., 12-17.
 Hoard & Mullis: *Elbert Mullis; (Fair) Sylvester, Ga.; (Fair) Douglas 12-17.
 Holly Bros.: *Don Butter; (Fair) Camilla, Ga.; (Fair) Lake City, Fla., 12-17.
 Hottle, Buff, No. 1: *Fannie Bailey; Franklinton, La., 6-12; Crowley 13-16.
 Hottle, Buff, No. 2: *William H. Brooks; (Fair) Livingston, La.; (Fair) Covington 12-17.
 Hunt Am. Co.: (Fair) Opelika, Ala.; (Fair) Robertsdale 12-17.
 Johnny's United: *Dutch Schilling; (Fair) Anniston, Ala.
 Key City: *John E. Chisholm; Muncie, Ind.
 Kile, Floyd O.: Haynesville, La.; (Fair) Clinton 12-17.
 King Ams.: Roseville, Mich.
 Lee Am. Co.: (Fair) Selma, Ala.; (Fair) Griffin, Ga., 12-17.
 Manning, Ross: *Nelson Wilkins; (Fair) Petersburg, Va.; (Fair) Florence, S. C., 12-17.
 Marks: *Arnold Maley; (Fair) Orangeburg, S. C.; (Fair) Laurens 12-17.
 Midway of Mirth: *Frank Lavall; Earle, Ark.
 Mighty Interstate: (Fair) Andalusia, Ala.; La Grange, Ga., 12-17.
 Motor State, No. 1: *M. Frederick; (Fair) Moulton, Ala.; (Fair) Charleston, Miss., 12-17.
 Mound City: Chaffee, Mo.
 Nolan Am. Co., No. 1: Spencer, W. Va., 6-10.

Legitimate Shows

Dark at the Top of the Stairs: (Regent) Grand Rapids, Mich., 5-6; (Sexton High School) Lansing 7; (Indiana) Indianapolis, Ind., 8-10; (High School) Topeka, Kan., 12; (Memorial Hall) Independence, Kan., 13; (Miller) Wichita 14-15; (Music Hall) Omaha, Neb., 16-17.
 Gay '90s Nite: (Civic Recreation Hall) Oceanside, Calif., 5; (Civic Aud) Santa Monica 6; (Harvey Aud) Bakersfield 7; (Roosevelt High School) Fresno 8; (Municipal Aud) Sacramento 9; (Civic Aud) San Jose 10; (Civic Aud) Eugene, Ore., 12; (Gil Coliseum) Corvallis 13; (Paramount) Portland, Ore., 14; (Orpheum) Seattle, Wash., 15-16; (Queen Elizabeth) Vancouver, B. C., 17.
 Music Man, The: (Shubert) Chicago, Ill., indefinite run.
 My Fair Lady: (Aud) St. Paul, Minn., 5-10.
 Two for the Seesaw: (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; (Music Hall) Houston 13-15; (Del Mar) Corpus Christi 16-17.

Nolan Am. Co., No. 2: Laurelville, O.
 Olson: *Mrs. Ray Kramer; (Fair) Birmingham, Ala.; (Fair) Montgomery 12-17.
 Page Bros.: *W. E. Page; (Fair) Boaz, Ala.
 Page Combined: *Blackey Jones; Montezuma, Ga.; Americus 12-17.
 Palmetto Expo.: *Milton McNeace; (Fair) Laurinburg, N. C.; Page-land, S. C., 12-17.
 Penr Premier: *Richard Gilman; (Fair) Burlington, N. C.; (Fair) Winston-Salem, 12-17.
 Peppers All States: Picayune, Miss.
 Peter Paul Ams.: *Paul Bicio; Humbolt, Tenn.
 Powelson Am. Co., No. 1: *Happy Powelson; (Fair) Coshocton, O.
 Prell's Broadway: *Lillian Sylvester; Wilson, N. C.; Rock Hill 12-17.
 Raines Ams.: *Rosa Raines; (Fair) Ringgold, La.
 Rohr's Modern Midway: *Babe Rohr; Clarendon, Ark.
 Rose City Rides: *Dutch Schrader; Bernie, Mo.
 Royal American: *J. A. Pearl; (Fair) Little Rock, Ark.; (Fair) Jackson, Miss., 12-17.
 Schafer's 20th Century: *Archie Hensley; (Fair) Longview, Tex.; (Fair) Nacogdoches 12-17.
 Siebrand Bros.: *Don Hanna; Las Cruces, N. M., 6-11.
 Smiley's Ams.: *Joe Fasolas; (Fair) Smithfield, N. C.; (Fair) King 12-17.
 Smith, George Clyde: *F. A. Norton; (Fair) Ahsokie, N. C.; Edenton 12-17.
 Southern States: Moultrie, Ga.; Arlington 12-17.
 Southland Am. Co.: *L. H. Hardin; (Fair) Colquitt, Ga.; (Fair) Blountstown, Fla., 12-17.
 Strates, James E., No. 1: *Wayne Kingsley; (Fair) Danville, Va., 6-10; (Fair) Raleigh, N. C., 13-17.

CARNIVAL CONFAB

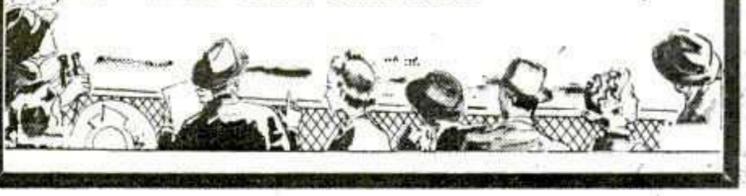
Continued from page 61

him: He bought a new car... Tasso Craig, with Earl Purtle's lion motordrome in Richmond, was showing friends how he could shake hands with the lion in its cage. Result, hospitalization with a bitten hand... Ethel Weinberg, in several visits for the National Showmen's Association, has been with James E. Strates, Ben Braunstein, Harry Modele, Sam Applebaum, Charley Davenport, Al Lefleur, Harold Nevins, Abe Fabricant, Ernie Dellabate, Allen Travers, Natie Cutler, Harry Berk, Jack Wilson, Gene O'Donnell, Is Cetlin, Claude Sechrest, Dom Danzi, Lou Weinstein, Bill Hartsman, Lew and Rose Lange, Frances Fornier, Ben Weiss, Bess Hamid, Maxie Sonn, Frank Bergen, Bucky Allen, Joe Baizman, Sammy Walker, James Leahy, Ernie Allen, Pat Razzano, Bennie Glass, Pat Schilly, Franie Schillizzi, Harold Greenberg, Jack Eichholz, the Vivona family, Willie Stein, Eddie Davis, Frank and Fred Cerbini, Arthur Sicard, Nick Garofalo, Howard Ramsey, Sonny (Kelly) Gray, Irving Zaitshik, Bud Sollenberg, Bonnie Snellens, Louis D. King and many more... Bess Hamid had as luncheon guests at the Trenon Fairgrounds, *Mildred Peterson, Erma Bernard, and Ethel Weinberg... Bucky Allen is recovering from surgery at the Philips House, Massachusetts General Hospital. Joe Prell went into Goldsboro (N. C.) Memorial Hospital.
Irwin Kirby

Clarence D. Auskings is out of the hospital and back on the road as general agent for American Funland Shows. Auskings said the show will be out all winter in Arizona and California territory, and reports current business good... Preacher and Jack Munroe, Side Show operators on the David B. Endy Shows, were visited in Lumberton, N. C., recently by

Billboard **SWEEPSTAKES** "SHOW NEWS"
LOOKING 'EM OVER
 The
Billboard
SHOW AGENT SALES LEADERS

1. JOE PEARL, Royal American Shows
2. LILLIAN SYLVESTER, Prell's Broadway Shows
3. TONY LEWIS, Cellin & Wilson Shows
4. J. H. MacDOUGAL, Gooding Shows (No. 3)
5. J. T. RICHARDS, Blue Grass Shows
6. MRS. AL KUNZ, Heth Shows
7. DON HANNA, Siebrand Bros. Shows
8. FANNIE BAILEY, Buff Hottle Shows (No. 1)
9. FLORENCE HANSON, William T. Collins Shows
10. ARNOLD MALEY, Marks Shows



Sunset Am. Co.: *H. E. Lange; (Fair) Caruthersville, Mo. (Season ends.)
 Thomas, Art B., No. 1: *Robert F. Platt; Waterloo, Ia. (Season ends.)
 Tinsley, Johnny T.: *Albert Rivers; (Fair) Orangeburg, S. C.; (Fair) Thomson, Ga., 12-17.
 Virginia Greater: *H. W. Arnold; Louisburg, N. C., 6-11.

Wallace Bros.: *Clarence Walters; (Fair) Eunice, La., 5-11; Winnboro 12-17.
 Wolfe Ams.: *S. R. Holt; (Fair) Chester, S. C.; (Fair) Shelby, N. C., 12-17.
 World of Mirth: *Peter Molnar; Winston-Salem, N. C.
 World's Finest: *George Sellmer; Simcoe, Ont.

Skeeter, Cortes and Snooky Lorow, who for years had the Side Show on Royal American Shows. Now off the road, the Lorows indicated that they may return to show business. According to the Munroes, their show outgrossed all shows and rides for the second consecutive year at the Timonium (Md.) Fair... L. J. Latimer, recently of the Rock City Shows, is in Veterans' M. T. G. Hospital, Getwell Road, Memphis, for a long stay and would like to hear from friends, according to Dorothy Kerner... Spending a recent weekend at Charlottesville, Va., with James Rapple, publicity director for Amusements of America, were his son, Paul, and the latter's wife... George Lane, of Lane's Concessions, closed September 19 at Spencer, Ia., with the Art B. Thomas Shows and jumped 900 miles to open September 21 in Amarillo, Tex., with the Bill Hames Shows.
Al Schneider

Bakersfield Banter. West Coast Shows united its Oregon and California units for the Kern County Fair, which closed its annual seven-day run Sunday (4). The show also ended its 33d year of operation. Combining of the two units gave the personnel of each a chance to visit—for the last time this year. Arthur Andersen, veteran concessionaire and Pacific Coast Showmen's Association president, is enthusiastic over the improvements being made to the clubrooms in Los Angeles. While playing the fair, he renewed acquaintance with Capt. Jimmy Jamison, who was featured with his high diving... Eddie Hellwig, manager of the Oregon unit, takes off for deer hunting in Nevada and Montana. He will be accompanied by his wife, Barbara, and his brother, Jerry, with his wife, Martha...

Sam and Stella Shaffer visited the show en route from Western Washington Fair in Puyallup to their home in Los Angeles... Hunter and Margaret Farmer have been with West Coast Shows for 22 years. Both are past presidents of the Pacific Coast Showmen's Association and its Ladies' Auxiliary, respectively... West Coast organization claims two show presidents—Harry Myers, president of Show Folks of America, San Francisco, and Andersen, PCSA prexy... Bruce (Pineapple) Crowell is looking forward to his mother's arrival in San Francisco from his native Hawaii. His mother, Harriett Vredenburg, is due there for a nurses' convention and will later attend one in New York. It will be her first visit with her son in two years. Mrs. Vredenburg supplied orchids, fresh from Hawaiian fields, for the West Coast's personnel picnic last summer in Roseburg, Ore. She will be accompanied by her husband, Wilmott, who will be making his first visit to the Mainland... Sam Dolman took advantage of Bakersfield being near Los Angeles and visited his wife, Lucille, at their home in Monterey Park... Al Rodin, manager of the West Coast California unit, says he will spend a couple of weeks at his home in Santa Clara and be reintroduced to his family... Margaret McCloskey, concessionaire, will return to her home in San Francisco... Speed Mullins, who has been busy getting the show on the road, will take a few weeks off to rest up following some of the circus moves the show has been making.
Sam Abbott

WANTED
DROME RIDERS
 at once on account of accident. Come on. John Reed, answer.
 Contact
EARLE PURTLE
 Cetlin & Wilson Shows
 Greenwood, South Carolina, now; Spartanburg, S. Carolina, follows.

N. M. Fair

Continued from page 52

cial day. This time, the city was divided into four sections and school kids of those sections had their own special days.

To make the fair more inviting to the youngsters, a special afternoon attraction was offered in the Coliseum. It was Bill Mc Gaw's "Cavalcade of Wheels," a show which combined automobile stunts with chariot races and other horse events. The show played to about 4,000 each afternoon, according to Barron. Headliners of the nightly rodeo in the Coliseum appeared as added lures at the matinee shows.

Of the names, Robert Horton, in Monday night, exerted the strongest pull. An estimated 1,500 persons were turned away, another 1,500 were standees, and the 1,060-seat Coliseum was packed for the rodeo program at which Horton was the headliner.

Dale Robertson was in the following night and his turnout, as characterized by Barron, was light. Steve McQueen and Margaret Whiting, in for the following night, played to extremely good crowds. Sellouts loomed for both Friday and Saturday nights and a good crowd for Sunday night, when Chester, Doc and Kitty (the "Gun-smoke" trio) were scheduled as the rodeo's added attraction. The rodeo was presented by Lynn Beutler.

Pomona Gate

Continued from page 53

announced over the fair's public address system.

Cool nights and overcast skies had their influence, too, on holding down the attendance. Starting Sunday (20), temperatures at 9 p.m. were down each night from 8 to 12 degrees; Californians respond to night temperatures in the 80's.

While no figures were available on the night grandstand show attendance, Shepherd indicated that the cool weather had also affected it.

In the steel strike category, approximately 8,000 workers at the Kaiser Steel Corporation in nearby Fontana were reported off the job.

Despite the loss in attendance and the factors causing it, independent midway concessionaires reported business holding up satisfactorily. Warren McMenus, a veteran food concessionaire, said his gross was "in line" with past years. Ed Lang of Mom's Aid also reported a "steady level on the take." Pat Treanor, who has had the novelties on the grounds since 1922, declared that the gross would "vary very little."

Stageshow was produced by George Burk for the Milton Deutsch Agency in Beverly Hills. George Arnold's "Rhythm on Ice" was featured the last seven days, closing October 4. Prior shows were headlined by Mickey Kooney, Joey Forman, Molly Bee, from September 18 to 20; the Lennon Sisters, September 21-24; Bob Crosby with the Bob Cats and the Modernaires, September 25-27. The Lancers, recording group, were also featured with the Arnold ice show.

Rides were operated in the Fun Zone and in two separate kiddie lands by Funville Midway, Inc., headed by Louis Cecchini as president. Fair Time Shows, Inc., and Crafts Shows booked on portable rides thru Funville.

ESE Parlays

Continued from page 52

paced by the white 1936 Duesenberg of Max and Ceil Obie, and their museum-piece Chrysler was the lead car for Saturday's (26) late-model stock events.

Reynolds was mulling several alterations in the traditional operation. One is reportedly the addition of an opening Friday, thus extending the run to 10 days.

The 1960 dates are September 17-25. The executive committee is receiving a list of proposals from Reynolds which includes shifting the three-day horse show to the start of the fair, rather than the end, thereby making the Coliseum available for "special" seven-day attractions of domestic or foreign origin. In addition, cattle would be received at the grounds a week prior to the opening but actual judging and livestock show would be held Wednesday to Sunday (21-25).

Storowton Music Fair will be operated again during fair week despite spotty results this time in the initial attempt. Big-name artists are contemplated altho the exact form of presentation has not been decided on. Spanish ballet, Herb Shriver and Woody Herman jazz concerts occupied the big tent this year, Herman achieving a sellout of the 2,000-seater on Saturday night (26).

On the publicity end the results were more gratifying this season than in many years, one reason being the advantages offered by adding a teletype wire in the newsroom to service wire services and newspapers.

In the exhibit phase the huge working oil rig installed in observance of oil's 100th year observance was a standout. It towered high in the air and dwarfed a replica of the old wooden shack employed in the original Titusville, Pa. drilling. The working rig chugged, steamed and probed more than 100 feet below the ESE surface, and countless thousands of spectators walked by to observe and get narrated descriptions of the operation. It was the most intriguing animated display shown here in many years.

Okla. State Fair

Continued from page 52

afternoon programs of auto races were washed out and attendance at one of the Barnes-Carruthers revue performances was cut sharply by cold weather.

Up until the weather turned cold and rainy, attendance, grandstand income and midway receipts had been running ahead of last year. Even with bad weather, the gate count was down only 5 per cent at 6 p.m. Thursday (1) from the corresponding point a year ago.

On Sundy (27) an auto race program staged by Frank Winkley pulled an extremely large crowd. In all, Winkley was scheduled to present eight programs of auto races during the fair's run.

On the midway the rides and shows of the Royal American were running 12 per cent ahead of last year until the rain and cold moved in.

Allentown Big

Continued from page 52

Ed Leidig, general manager of the Lehigh County Agricultural Society, noted that "it was a wonderful week and one that we will long remember. And needless to say, a tough one to beat."

A one-day high at the front gates was set on closing day, with 68,739 persons attending, easily beating the 60,160 of 1956.

Farm exhibits were gratifying both in quality and number this year. Indications were that intense efforts will be made in the direction of buying talent for next season's grandstand show, in the wake of the Roy Rogers success.

O.C. BUCK SHOWS

BEAUFORT COUNTY FAIR
Washington, Va., Oct. 12-17

HALIFAX COUNTY FAIR
South Boston, Va., Oct. 19-24

MOORE COUNTY FAIR, Carthage, N. C., Oct. 26-31

WANT ONE OUTSTANDING GIRL SHOW FOR SOUTH BOSTON, VA. Also worth-while Grind Show, Mechanical City. CONCESSIONS: Can place Merchandise Concessions of all kinds. Hanky Panks, Novelties, Hats, Eating and Drinking stands.
Answer O. C. BUCK, c/o Fairgrounds Greenville, North Carolina

SMILEY'S AMUSEMENTS

STOKES CO. FAIR | ROCK HILL, S. C.
King, N. C., Oct. 12-17 | Colored Fair, Oct. 19-24

Can use French Fries, Eating Stands, Long and Short Range Galleries, Bear and Glass Pitches and Hanky Panks of all kinds. SHOWS: Can use family-type Shows. Can use Colored Girl Show or Minstrel Show for Rock Hill, S. C. RIDES: Can use Scrambler, Paratrooper and Tilt. CAN USE GENERAL RIDE HELP WHO DRIVE. All wires and answers to Johnston Co. Fairgrounds, Smithfield, N. C., October 5-10. P.S.: Will buy Tilt for cash.

WANT FOR TROUP CO. AMERICAN LEGION FAIR

LA GRANGE, GA., OCT. 12-17

CONCESSIONS: Cookhouse and Merchandise Concessions of all kinds, Long Range Gallery, Photos, Novelties, Age & Scales, Diggers; Bird, Glass and Bear Pitches. No flats or gypsies wanted. SHOWS: Side Show, Big Snake, Fun House, Fat Show, Illusion or any worthwhile Shows. HELP: Ride Men on all Rides. All winter's work in Shopping Centers. Man for front gate and light towers. RIDES: Will book any major Ride not conflicting, also live Pony Ride. All replies to HERBERT WILSON, c/o Western Union, Andalusia, Alabama.

EDENTON, NORTH CAROLINA, FAIR

NEXT WEEK

Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Fish and Duck Ponds, Age and Scale, Six Cats, Buckets, Hoopla, Popcorn, Candy Apples, Sno Cone, Candy Floss, Photos. Want Girl Shows, Side Show and Monkey Show. General Ride Help, truck and tractor drivers. Agents for office Hanky Panks. All replies to GEORGE CLYDE SMITH SHOWS Ahsokie, N. C., Fair this week; Edenton, N. C., next week.

***** of *****
AMUSEMENTS OF AMERICA
A STAR SPANGLED MIDWAY

Want for Sumter Co. Fair, Sumter, S. C., Oct. 12-17
CONCESSIONS of all kinds, Eating and Drinking Stands. RIDES: Round-Up and Scooter. SHOWS: Family-type Shows with own equipment. Phone JOHN VIVONA LA 8-5401 Statesville, N. C.

CAPELL BROS.' SHOWS

FAIRS—FAIRS—CELEBRATIONS

Graham County Fair, this week, Stafford, Ariz.; Annual Helderado Days Celebration, on the streets, Tombstone, Ariz., Oct. 12-18. 50,000 people to work to, then the big one, Pinal County Fair at 11-Mile Corner, Casa Grande, Ariz., Oct. 20-26. CONCESSIONS: Want Concessions of all kinds, Stock and Alibi, Custard, Novelties, Long and Short Range, Ball Games, Eats and Drinks. CAN PLACE PITCHMEN AND DEMONSTRATORS. SHOWS: Want Shows with own outfits. These dates are the last big ones before the Arizona State Fair, Phoenix. Wire, phone, write for space now or come on. All address: DOC CAPELL as per route.

Correction—PETER PAUL AMUSEMENT CO.—Correction

Want for the largest American Legion Colored Fair, Humboldt, Tenn. Winter BR here. Can place Jewelry, Balloon Darts, Set Spindle, Age & Weight or any Prize-Every-Time Concession; also Buckets, Swinger, Tip-Up. Percentage open with Hanky Panks. Need small Grab or Cookhouse. SHOWS: Colored Girl Show, Wild Life, Snake or Minstrel. RIDES: One or two Major Rides. HELP: Can use Wheel Man. Those joining now have preference for all winter's work in Park in Florida. Fred Fitzpatrick wants Grind Store Agents. Contact Manager, Peter Paul Amusement Co., Humboldt, Tenn., this week.

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WANT—WANT—WANT

For the balance of season including Colquitt, Ga.; Blountstown, Pa.; Blakely, Ga., Fairs, etc. Two clean Family Shows; Rides, Octopus or Coaster. Concession Agents, also a few Hanky Panks. Can use Ride Help that have driver's license, also small Cook House. Mario Zacchini, get in touch with me, it's important. All replies E. J. (ED) GORDON, Colquitt, Ga.

RIDES—FOR SALE—RIDES

We are overloaded with them. We offer for sale now: One round-end Scooter Building with 11 cars, completely reconditioned, with new top and new paint job. Complete in every detail at \$8,900.00 cash. Also Super Roll-a-Plane, Tilt-a-Whirl, Fun House on trailer, No. 5 Eli and various other attractions that can be seen in operation at Callahan, Fla., Fair, Oct. 20 thru 24. These are excellent rides and priced to sell.

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American Beauty Shows

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OCT. 7-12.

Lepanto, Ark., to follow. Out four more weeks.

Address: Monette, Ark., this week.

WANT NOW

Foremen for #5 Wheel, Allan-Herschell Merry-Go-Round and Octopus. Must drive our equipment and have Chauffeur's licenses. Have bookings until Christmas. Can use a few well flashed Hanky Panks. (Pay for your wires, I pay for mine).

Jimmie DiSalvo

1527 So. Lauderdale Memphis, Tenn.

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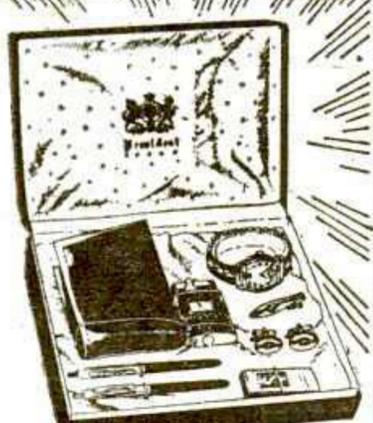
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CLOSEOUTS!

Big Plush Dogs w/ squeak. Jumping Fur Dog w/shoe. Beautiful Gigi Poodles. Ceramic Animals w/Chain. Boy on Bike ringing bell. Cuddle Doll, plastic face

\$3 dz.

SAMPLES--72 Pcs. Asstd., \$18.00 FOB

Jumbo Plush Dog, bagged **\$10.80**
16" Chipmunk, bagged **10** doz.
15" Tigers & Leopards.

SAMPLES--18 Pcs. Asstd., \$16.20 FOB

Battery Plush Fishing Bear **\$36**
Fantastic Shoe Shine Bear.
New Organ Grinder Clown.

FREE CATALOG. 1,000 Plush Toys, Imported & Battery Operated Toys. REPRESENTATION WANTED

ACE TOY 536-A Broadway N. Y. C. WO 6-5627

SOMETHING NEW

While They Last!

Brand New, Beautiful Jeweled Watches with Expansion Bands in lots of 6. . . **\$3.95** ea.

Single Watches, \$1 extra. Ladies Watches, \$1 extra. Plastic Gift Box, 80¢

6 Ass'd Watches Elgins, Bulova's, Gruens, etc. Men's and Ladies'.

Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50¢ additional, 25% with order, bal. C.O.D. 8-day money-back guarantee. **\$42.95** SAMPLE \$8.95

SINGLE WATCHES: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.
Write for Free Catalog

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

TRANSISTOR RADIOS

\$11.97 each
(in lots of 100)

Pre-Xmas Delivery!

Complete, all-Transistor radios with speaker, leather case, battery earphone; gift packaged. In lots of 10, \$12.97 each F.O.B. Mpls. Sample, \$14.50 ppd. Terms: Cash with order or 25% deposit, balance C.O.D.

J. G. RALSTON ENTERPRISES
1317-B Nicollet Minneapolis, Minn.

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

SONAR BUS

A replica, over 18 inches long, of the Greyhound Scenicruiser. Driven by audio-magic control, a sound system which eliminates all wires and connections and offers true remote control. Each is packaged in a full-color display, gift-mailing carton. Weighs three pounds. Operates on standard flashlight batteries. Retail price, \$9.95. Bell Products Company, St. Louis.



MUSIC BOXES

Hand-carved and hand-painted music boxes in a dozen models and tunes. Musical movement is a fully guaranteed genuine Thorens, 28 Swiss movement. Models range six to 10 inches high. Illustrated music box is seven and one-quarter inches high and plays "Home on the Range." Anri Woodcarvings, Inc., 280 Summer Street, Boston 10.



WESTERN HATS

Autographed Western hats by "Rawhide's" Gil Favor, "Cheyenne's" Cheyenne Bodie, "Sugarfoot's" Tom Brewster or "Lawman's" Dan Troop and Deputy Johnny McKay. Retail, colorfast miracle fiber, 98 cents; 100 per cent new felt, \$1.29, or 100 per cent virgin wool felt, \$1.98. Corona Hat Company, 27 Wilbur Street, Lynbrook, L. I., N. Y.

CHRISTMAS TREE

Stainless aluminum Christmas tree comes disassembled in carton with heavy-duty polyethylene bags to keep branches untarnished. Retail: Two feet, \$5; four feet, \$10; six feet, \$20, and seven feet, \$25. Aluminum Specialty Company, Manitowoc, Wis.



FUR CAPELET

Luxurious natural chinchilla fur capelet with pom pom buttons is lined in floral satin. Fur origin is U. S. A. Retail price, \$27.95. Rose Fur Company, 20 West 27th Street, New York 1.

TAKRAW

New and unusual game now on display at 200 Fifth Avenue, New York. General Sportcraft, 33 New Bridge Road, Bergenfield, N. J.



WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP BOOKS
BASEBALL BOOKS

at very, very reasonable prices.
Phone: Wheeling—CEDar 34282

Columbia Sales Co.
302 Main St., Wheeling, W. Va.

MORE BRILLIANT THAN DIAMONDS

Famous Titania Gems
\$7.50 per carat

You can't tell the difference
Gold rings—half price
FREE CATALOG Agents wanted

Synthetic Diamond Co.
23-B Mundy Ave. Spotswood, N. J.

YOUR TICKET TO

SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

MANUFACTURERS OF AMERICA'S BRIGHTEST COLORED

FELT RUGS

Lowest prices. Sample \$2.50. Postage prepaid.

EASTERN MILLS, Box 154, Chelsea, Mass.

WEINMAN'S Gives You "The Works" FREE with your order

Genuine Watch Movements made into attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

FAMOUS MAKE WATCHES

Choice Lot—6 for **\$49.00**
Complete with expansion band. Rebuilt and GUARANTEED like new. Choice selection of new styles for men and ladies. (Sample \$9.95)

10 FOR **\$69.00**
Men's new style Elgins and Walthams. Expansion bands included. Guaranteed like new. (Sample \$8.95)

25% cash with order—Balance C.O.D.

WEINMAN'S
182 S. MAIN ST. MEMPHIS, TENN.

Send for Your FREE 1959 Jewelry Catalog

CONTAINING

- Expansion and Photo Idents
- Heart and Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

Please state your business

FRISCO PETE ENTERPRISES, INC.
2018 W. North Ave., Chicago 47, Ill. EVerglade 4-0247

FALL SPECIALS

- 15' DROP CORD. Doz. . . . \$ 8.60
- 3 Pc. CARVER SET. Doz. . . . 8.40
- RIVIERA SUN GLASS. Doz. . . . 5.40
- XMAS CORSAGE. Doz. . . . 2.35
- 20" BRIDE DOLL. Doz. . . . 33.00
- 54" x 72" XMAS PL. CLOTH. Doz. . . . 5.90

Sold in dozen lots only.
25% Dep., Bal. C.O.D., F.O.B. Chl.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

You Can't Beat BRODY For Merchandise FAIR SPECIALS

OUR NEW 1959-'60 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY ITEMS. Send for FREE COPY.

M. K. BRODY & CO., INC.
916 So. Halsted Chicago 7, Illinois L. D. Phone: MONroe 6-9520-9524

OPEN SUNDAYS to Labor Day, 9 to 1 —in Business in Chicago for 46 years—

FREE! CATALOG ADULT GAMES JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

JOHN J. MURRAY . . . a veteran pitchman who formerly was a frequent contributor to the Pipes column, writes from Quincy, Mass., that come next April 13 he will celebrate his 80th birthday by marrying a woman half his age. Apparently brother Murray thinks 13 is his lucky number, for he detailed in his letter a list of coincidences, too long to repeat here, involving the figure 13. They included his date of birth, sizes of

his wearing apparel, etc. Murray still lives at the Brysen House, 10 Dysart Street, Quincy, and Bill Baker is sure that the vet merchandise purveyor would appreciate mail from many of the old-timers in the business who may remember him.

B. V. (SPUD) MANGUM . . . is reported to be corralling the long green in Fairmont, N. C., while E. C. Pardee is still in the Veterans' Hospital at Joplin, Mo., and Al Harvey is somewhere in the Carolinas.

DAN McNEILL . . . pipes in to say that he recently located Doc M. J. Lockey, of sheet note, in the Veterans' Hospital at Lake City, Fla. Lockey expected to be laid up there for some time, according to Dan, and would appreciate receiving mail from friends.

"A FEW WORDS . . . about the big red one here," writes Cookie Rathman from Nashville. The crew of novelty agents working for me was the best I ever had. It included such notables as Art Stallman, Al (Porky) Ambrose, Moonshine Marks, Ted Berdinsky and Joe Joblots. Dick Cornell and Mama Jean worked here with their new cookhouse, while Dick's brother, Jess, a newcomer in the business, did well with doughnuts. Dick Seydel and Frank Lazar had a cowboy show featuring Pecos Slim and did okay. Alonza Shallow and John Curtis did a good job with their wholesaling. Red Lux was noticeable around the new Nashville airport. I am having a fine year and hope all the boys are doing the same. Would like to read pipes from H. T. Weiss, Joe Conway and my ex-partner, Harry Consello."

WOW! NEW STYLES NEW PRICES. SELLING FAST EVERYWHERE

Hand-tooled Mexican Purses and Wallets * Mexican furnish proof Rings * Hand-painted Skirts * 100% wool jackets * Zarapes * All Sizes * Men's hand tooled Belts * Imported Fish ing and Hunting Knives * The best Merchandise at lowest prices * And many more items too numerous to mention.

JUST OUT—NEW CATALOG SEND FOR YOUR COPY PEARL SALES CO. P. O. BOX 675, EL PASO, TEXAS

BINGO

World's Largest Manufacturer of FEATHERWEIGHT BINGO SHEETS

3000 PER SET—SERIAL NUMBERED. 2 SIZES—20 COLORS—WHOLESALE.

WORTHMORE

1825 S. MICHIGAN, CHICAGO 16, ILL.

when answering ads . . . **SAY YOU SAW IT IN THE BILLBOARD!**

I NEED YOUR MERCHANDISE



LAST CALL! 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

"After trying the rest. Show-Biz proves best!"

SHOW-BIZ smart comedy material leads the field in quality and low-budget price. Introductory offer, "Classical Collection," the one-line classics of tomorrow . . . Act Now . . . only \$3.00.

SHOW-BIZ COMEDY SERVICE (Dept. BD)

625 Avenue "V" Brooklyn 23, N. Y.

THE ENTERTAINER—TOPICAL GAGS, original monologues, one liners, stories, risque jokes. Sample copy, \$2. 12 issues, \$10. Eddie Gay, 242 West 72nd St., New York 23, New York. oc5

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lbs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. tfn

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologues, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. oc26

JEWELRY CLOSEOUTS

FREE CATALOG

E5—Stone E/rigs, etc., asst. Gr. . . . \$12.00
E1—Tailored E/rigs, asst. Gr. . . . 18.00
E2—Stone & Pearl E/rigs, asst. Gr. . . . 21.00
E130—Rhinstones E/rigs, asst. Gr. . . . 30.00
O1—Odd Lot Brace & Neckls. 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
P-4—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.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8—Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS

Dept. BB-92, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

● DISPLAY CLASSIFIED ADS ●

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Agents, Distributors Items

AGENTS—BRAND NAME BARGAINS. UN-usual Items. Big discounts. Illustrated catalogue, 25¢; double (50¢) refund if not pleased. Scheetz's, Sellersville, Pa.

COMIC CHRISTMAS CARDS—BIG PROFITS. Sells on sight. Adults only. Send \$1 for samples, quantity prices. Gary, Box 13265, Phoenix, Ariz.

EARRINGS—ASSORTED STONE AND TAI-lored, carded. \$6 gross. Plastic Wallets, assorted colors. \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island. oc26

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. oc26

HUNTING HORNS OUR SPECIALTY. Wholesale, retail; write us. Frontier Products, 3102 Salinas, Laredo, Texas.

MAKE BIG PROFITS, FAST SALES, WITH Mite-Size Radios, Rechargeable Flashlights, Badminton Sets, Camping Knives and many other imports. If you sell wholesale, retail, mail order or direct, write now for literature and prices. Samuel Glenn Publications, Box 507, Jacksonville, N. C.

MERRY CHRISTMAS

TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US. With every purchase of \$15.00 of our regular goods, listed below, we will give you FREE 3 dozen of earrings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

FAMOUS MFR. CLOSEOUTS

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 to \$6.00 Dz.
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.
Eng. Pearls, 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 Neckls, 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, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

SELL WHOLESALE—COMBS, NOVELTIES, Sundries. Pocket Combs, assorted colors, 12, 10¢ on card; 100 cards, \$15; Clip Combs, 100 cards, \$20. Carleton House (BB), La Marque, Tex.

WILL YOU TEST NEW ITEMS IN YOUR home? Surprisingly big pay. Latest conveniences for home, car. Send no money. Just your name. Kristee 111, Akron, Ohio.

Did This Ad **ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

Animals, Birds, Snakes

ATTENTION! SEAL TRAINERS CAN DEL-iver immediately gentle, healthy, feeders, age 2 to 5 years. Seals and Sea Lions. Wire, write Homer Snow, Box 271, North Portland, Oregon. oc12

FOR SALE—WELL TRAINED BABY ELE-phant, 48-inches high, \$3,500. Marine En-terprises, Inc., P. O. Box 2636, Ocean Park, California. np

HEALTHY SNAKES—ALL KINDS, ALSO Boas, Armadillos, Terrapins, Turtles, Tor-toises, Gila Monsters, Horned Toads, Alliga-tors, all sizes; Monkeys, deodorized Skunks, Civet Cats, Wild Cats, Ocelots, Squirrels, White Doves, Ringneck Doves, Pigeons, Pea-fowl, Agoutis, Pacas, Red Foxes, Porcupines, Owls, Hawks, Rats, Mice, Guinea Pigs, Wolf Ferrets, Coati-mundis, Lizards. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Texas. oc5

Business Opportunities

FAMOUS IRISH HILLS TOWERS. LOCATED on Detroit-Chicago Turnpike US 112. West of Detroit 65 miles. Business consists of ad-mission, gifts and souvenirs. Real Estate included. Locale classed as one of the ten wonders of the State. For information con-tact Frank Lamping, Route 1, Onsted, Mich.

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 Whole-salers, Box 2068-BB, Sioux City, Iowa. ch-np

MODERN AMUSEMENT PARK FOR SALE or lease. One of America's most scenic locations near large Eastern Ohio lake. Stage, dance floor, concession buildings, midjet auto track, etc. Good spot for rides. Excellent potential. No competition. Box C-544, c/o Billboard, Cincinnati 22, Ohio.

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. oc12

60" SEARCHLIGHTS AND PARTS. UNUSED Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. np

300% PROFIT YOUR OWN BUSINESS. WE manufacture parts for name plus, you as-ssemble and sell to waitresses, beauty opp., etc. Send \$2 for sample parts and easy instructions. Ace Novelty, 5820 Pine, May-wood Calif. oc12

PORTABLE ICE RINK. JUST OPENED IN Fayetteville, N. C. Near Fort Bragg, largest army camp in the world. Ice, 60 by 150 ft. All ice machinery on tandem army trailer. Easily moved. \$25,000 — \$12,500 down, bal-ance monthly payments. Nice building with ceramic tile rest rooms, available as long as you want it at \$650 month. Reason for sell-ing. Manager gone back to school. Call James Freeland, 6535, Hillsboro, N. C., Rt. #2.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc2

THE MARKET PLACE FOR BUYERS and SELLERS

For Sale—Secondhand Show Property

BRILL'S KIDDIE RIDE PLANS: DRIVER-less Bus, Ferris Wheel, Street Car, Ponies and Carts, \$8 each; 29 Kiddie Ride Plans, \$126. Free catalog. Brill, Box 875, Peoria, Illinois.

CROSLY CONVERTED INTO FIRE TRUCK. Seats 16 kids. Has been overhauled. \$750 f.o.b. C. H. Swanson, 2913 3rd Ave., N., Great Falls, Mont.

FLYING SCOOTER, TWO MERRY-GO-Rounds, Little Dipper, Kid Ferris Wheel, Eli clutch, Roto Whip, Airplanes. Land being sold. Phone 34010, Percell, S. Williamsport, Pennsylvania. oc12

FOR SALE—FERRIS WHEEL, 2 MERRY-GO-Rounds, Kiddie Aeroplane, Boat Ride, Whip. Wanted: Merry-Go-Round Horses, any quantity and condition. No packing, we deliver and pick up. J. W. Landi, 323 Sanford, Upper Darby, Pa.

FOR SALE ONE KIDDIE OCTOPUS RIDE ONE KIDDIE CHAIRPLANE RIDE

Both in perfect condition with sectional tubular fencing and can be seen here. Price, \$500 each or \$950 for both.

NU-RIDES, INC.

2658 Gaviota Ave. Long Beach 7, Calif.

FOR SALE

The greatest Monkey Show on the road today, earning power unlimited. Eighteen of the finest performing monkeys in captivity, including mother and baby, 3 weeks old, with Wardrobes, Props, Sound Equipment, beautiful Front, 20 x 30 Top. New in June, \$1,500. This show could pay for itself on any one good fair. Also Small Cow Show, 20 ft. Front, 12 x 16 Top, Sound and Light Equipment, all ready to go. Cow 34" high, weight 275 lbs., \$500. All must go, got to slow down. Can be seen in operation on Powelson Shows, Coshocton, Ohio, Oct. 6-10. D. REX BARNES

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 Phone: DR 7-2885 Marion, Iowa Cedar Rapids

FOR SALE ROCK-O-PLANE

Park operated—complete with driving unit, colored lighting with portable box for same, ramps, platform and attractive ticket booth. In excellent condition and operating here. Price, \$9,250, cash or terms.

NU-RIDES, INC.

2658 Gaviota Ave. Long Beach 7, Calif.

SCHIFF TURNPIKE — 5 ROCKET TYPE cars. Approx. 500 ft. track, used part of season in park, original finish, Allan Herschell 10-car Auto Ride, also other rides, Joe Frederick, 2263 Newton, Detroit 11, Michigan. oc12

NO. 5 ELI WHEEL; SMITH & SMITH Chairplane, perfect condition, complete, up in operation. Priced to sell. Call Sam Cooper, Jacksonboro, S. C. Vernon 52107.

TWO FUN HOUSES, NOT COMPLETED, ON 24' Fruehauf trailer, cheap. Best offer. Must move. Or will trade for Kiddie Ride. 900 Columbia Ave., Lansdale, Pa. UI 5-7010.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains. 33-B Winthrop, Rehoboth, Mass. oc19

3,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Stacked Chairs, Lone Star Seating, Box 1734, Dallas 1, Texas.

7 TRAINED GELDING PONY RIDE, WHEEL, canvas shade, fencing, \$2,000. Trade for major or Kid Ride—no junk. F. Shafer, Washington, Ind.

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

Help Wanted

ADVERTISING PHENOMENON OR WOMEN—Nal. magazine. Steady work. Highest commission. Constant states, other states open. Taps. Write R. Snider, 444 Wildwood Dr., Youngstown 12, Ohio.

CONCESSION AGENT WANTED

Experienced games Concession Agent wanted for all-year-round work. Give full details in your first letter.

Harry Germain

P. O. Box 292 Newark, N. J.

GIRLS — GIRLS — GIRLS — FOR ESCORT service work. All year or off-season work. A good spot for a live wire. Room furnished. If interested, send age, photo and information to Victoria Escort Service, 1101 E. Juan Linn, Victoria, Texas. oc12

NAME BAND NEEDS PIANO, TROMBONE and String Bass. Others also write. Top locations, one nighters. Don't misrepresent. Orchestra Leader, 4935 Clearcreek Road, Dallas, Tex. oc5

WANTED—MIDGETS OR DWARFS FOR EXHIBITION wrestling. No experience necessary. Guaranteed salary plus commission. All winter's work in the South. A. J. Anderson, 107 E. Lexington, Independence, Mo. Phone Temple 1-1636.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. oc19

Miscellaneous

MAIL RECEIVING AND FORWARDING Service, \$3.50 monthly. Marc II, P. O. Box 236, Kingsport, Tenn.

VENTRILOQUISTS—UPDATE YOUR ACT! New audience-proven scripts for West Coast headliner just released. Beatniks, space, westerns, etc. jokes. Fifteen min., 2 dummies, \$40. Ten min., 1 dummy, \$25. Tolle House Publ. Co., P. O. 2081, Seattle 11, Washington. oc19

WORRIED ABOUT CASH BEING STOLEN from your car or truck, then send for circular on steel safe that can be bolted or welded to floor. R. C. Printz, R.D. #1, Mohrsville, Pa.

Motion Picture Films and Accessories

16MM. SOUND FILMS AND PROJECTORS for sale. Bargains, write for list. H. Mango, 456 B Halsted St., E. Orange, N. J.

Personal

SMOKEY COCKRUM — JOHNSON IS O.K. Sunshine lease canceled. Mom is sorry. Contact Kenny or Stub at 931 S. Chelan, Wenatchee, Wash. oc19

Photo Supplies and Developing

P-D-Q CAMERA—STREET MODEL, PORTABLE, studio, complete, like new, bargain. Wollensak Lenses, Ilex-Shutter, F4.5, 5/4 Focus, \$25. Bill Meyers, c/o West Side Nut Club, Evansville, Ind. Permanent address, Diverson, Ill.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Develop pers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1646 W. Cortes, Chicago 22, Ill. oc19

Printing

ALWAYS FASTEST SERVICE—QUALITY nonbending posters! 14x22 size 3-color window cards up to 50 words copy. \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. no23

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

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising match books. 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-251, Chicago 32. oc26

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now, Opportunity 848 N. Dearborn, Dept 21, Chicago 10, Ill. ap

IT AIN'T SELLIN'—JUST SERVICING! Stores make money for you every open hour Tremendously successful! Free Book tells all. Write Novo, 3855 Lincoln, Dept. H-69, Chicago 13.

SALESMAN WANTED TO SELL "APART m'ts for Pick-Ups." Must make bond and be free to travel. Sloat Manufacturing Company, 111 West Lowden, Ft. Worth, Texas.

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 #2B, 307 North Michigan, Chicago 1. ch-tfn

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-np

Talent Wanted

MUSICIAN WANTED—GIRL, LEAD GUITAR, rock & roll; two fellows, Everly Bros. style. Wire Webb Foley, 1312 Huestis St. Bldg., Ft. Wayne, Ind.

PIANO MAN — COMMERCIAL, BUDDY Bair Orch., Belvedere Hotel, 319 W. 48th St., New York 36, N. Y. oc12

Tattooing Supplies

TATTOO ARTIST—GOOD PAYING STAND. We have flash. Steady, sober man. Phone: HARRISON 7-2413, Super Arcade, 500 South State Chicago, Ill. oc12

TWO OUTSTANDING WINDOW DISPLAYS, size 8 1/2 x 11, in colors, \$1 each. Zels, 728-A Leslie, Rockford, Ill. np

Wanted to Buy

SURPLUS RECORDS—45 RPM AND ALBUMS all types, any quantity. Harrison Record Co., R.D. 1, Box 61, Flemington, N. J.

WANTED USED SCRAMBLER

State price, condition and all particulars. Write

ELMER MAHONEY

14023 Westwood Detroit 23, Mich. Phone VErmont 8-5180 after 5 P.M.

WANT—GOTTIEB AND MERCURY GRIP-pers, also Penny Electric Shockers, in good condition. Reliable Coin Machine Co., 1433 W. Sherwin Ave., Chicago 26, Ill.

MUSIC RECORDS ACCESSORIES

Record Pressing

DEMONSTRATION RECORDS MADE. LOW cost. Write for prices. Sterling Records, Box 222, Belmont, Mass. oc19

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.

Agents and Managers

AGENT—LAST 30 YEARS CIRCUSES, RO-deos, Mobile Units, Carnivals in summer; School Assemblies, Theaters in winter. Have good School Circuit. State your proposition. J. S. Ramsey, Southern Pines, N. C.

Musicians

FINE CLARINET AND SAX TEACHER wants teaching job. Woodwinds, Trumpet. Go anywhere. Box C-543, c/o Billboard, Cincinnati 22, Ohio.

GIVE TO DAMON RUNYON CANCER FUND

LETTER LIST

Letters and packages addressed to persons to 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, 16c due

- Adams, Candy Adams, Bill (Blackie) Allen, Roy Lee Allison, John W. Argo, Robert G. Armstrong, William E. (c/o Bill Smith) Arndt, Ronnie Arnett, Dorothy Ayotte, Frank W. Barber, George Barnes, Tony Barrett, Walter Beach, Mrs. Rose Bell, W. C. Belmonte, James Bentley, Ted L. Bertel, Richard John Biddle, Wm. J. Bishop, Jay Boland, Walter Borden, Rickie Britton, C. J. Brownfield, Mrs. Brundell, E. W. (Brundell's Temple of Mystery) Burns, William Burrige, Frank H. Caloian, Carl A. Carawan, Lee Carlyle, Malcolm A. Carmody, John Carawan, Mrs. Bernice Carter, Chloé Case, Charles David Casey, William Chaikias, Bill & Mrs. Chase, Harold E. Chandler, Paul B. Cheminant, L. Cibull, Gertrude Christensen, George Claburji, Johnny Cobb, Paul Coburn, James E. Colburn, John Cole, Mrs. June Crows, Jesse Cullen, Bill Daugherty, Clinton & Davenport, Lucky Davis, Gene Homer

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EAR-rings, \$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. oc5

Routes for Sale

40 SMALL TOWN AND RURAL MUSIC AND Game locations, Central West Virginia. Write Box C-545, c/o Billboard, Cincinnati, Ohio.

Used Equipment

SHIPMAN 3 COL. STAMP MACHINES. LIKE new \$34.50; Duos \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. oc19

Wanted to Buy

WANTED—PENNY COUNTER GAMES. NO Venders. Lee Hirschler, 160 East Mitchell Ave., Cincinnati 17, Ohio. oc12

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. oc26

FEATURE TRAPEZE ACT AVAILABLE for outdoor and indoor events. A real act, flashy equipment, elaborate wardrobe. (Platform necessary for outdoor.) Price reasonable. For literature and all particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

HIGH AERIAL ACTS FOR OUTDOOR PRE-sentation. Rigging illuminated. Visible for miles. Stout men extraordinary. Mac Productions, 456 Lamphier, Warren, Ohio de14

Agents and Managers

AGENT—LAST 30 YEARS CIRCUSES, RO-deos, Mobile Units, Carnivals in summer; School Assemblies, Theaters in winter. Have good School Circuit. State your proposition. J. S. Ramsey, Southern Pines, N. C.

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- Stiener, Lee Stevens, Mrs. Rache Stoker, Alice Stringer, Raymond S. Sutton, Carl Sutton, F. M. (Pete) Sutton, Mrs. Margaret Swain, Sam L. Swan, John L. Swank, Harry Swenson, Lucky Tanguay, Lee (or Lee Taylor) Tarbes, Max Thomas, Sylvia & Mike Tolley, Virgil Tucker, Barbara E. Urquhart, Mrs. Don Usher, William T. (Fats) Wade Richard Earl Valintia, Ray Vroman, Alice Valentine, Gen (c/o Danny Mann) Walker, R. L. Wallace, Paul G. Wanous, Walter Ward, D. M. & Mary Watson, Margaret Weinberg, Morris Wendell, H. C. West, Ronald (Red) White, Flash Williams, Rex Wilson, Alice Wilson, Mrs. Marguerita Wiswell, Gilmore L. Woodrome, Tom W. Wyson, Ralph K. Yearty, Ben

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Anthony, Milo Borden, Sam Butts, Robert Carr, Lawrence Carson, Sunset Day, Andy De Waid, Frieda Diaz, Mr. & Mrs. Theodore Dodd Brothers Fireworks Corp. of America Hawthorn, Jack Maughan, Robert L. Murphy, John Northern State Shows Onsgard, H. C. Palm Circus Equipment Corp.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Adams, Frank Anderson, Lucile Benamy, Tamar Big D Amusements Carson, Sunset Christen, S. H. Clifton, C. B. Box, William Dine Amusements Elkins, Eddie Feinberg, Harry Hershey, Ray Larkee, E. G. Le Pa Amusements McGee, John Moore, Herb Nelson, Bob Novelty Exposition Nickerson, Pauline Palmer, Charles Payson, Walter Rooney, James Sehl, John Uncie Joe's Amusements

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Ackerman, Bill & Nancy Ackley, James A. Ames Sr., Jack Annin, Jimmy Anthony, J. C. Averill, William G. Bailey, Robert Bartholic, Eugene A. Beach, Mrs. Rose Bennett, Wm. L. Boatwright, B. E. Boudreau, Peter Brown, H. E. Brown, Wendell S. Bullock, Wyatt H. Burto, Leon H. Caloian, Carl A. Campi, Mrs. Bonnie Lee Case, Clifford L. Channey, Mrs. Lon Cooper, Ray Coutu, Maurice Cox, Francis X. Cutsinger, Mr. & Mrs. Curly Davies, Fred Dunn, Danny Earnhardt, Jimmy & Grace Ellis, Lois Fineman, Dave Finley, Evelyn Gagne, Jack L. Gallagher, John J. & Bessie Gant, James Lee Gaughn, Harry Gellespie, Danny Gray, Ch. H. Harris, Buddy Heath, Ralph B. Hewitt, Roy M. Hile Jr., Forrest Hutton, Allen V. Johnson, Mr. & Mrs. Jimmie Jones, Avery B. Karr, Kitty Kays Enterprises Kellow, Jr., Paul Kelly, Mr. & Mrs. Eddie H. Kennedy, Charles B. Kester, David E. Lantz, John LaVance, Dainn Levitan, M. & Mrs. Little, Mr. & Mrs. Jack Lottis, Jack McIntosh, Melvin Madson, Doug Manning, Ennis Mannuzza, Thomas Matthews, Sport Meyers, Mrs. Marie Miller, Paul A. Mofield, James Moore, Bob Morens, Gus Mosgrove, Truman Mushoff, Ollie Nash, John Franklina Nelson, Don Noakes, Henry C. Nolan Shows Ogelsie, Ben Payne, J. C. Peek, Mr. & Mrs. R. L. Price, Mrs. Lorna G. Quails, Mrs. Veolia E. Rajas, Mario Ray, Bernard W. Rendell, Gene Ritchie, Mrs. Ken Robinson, John W. Rogers, Johnny Russell, Paul Ryan, Edward & Rosa Shoup, Sherwood Sandusky, A. D. Scott, Toni Shane, Mike Simmons, J. L. Sitki, Wm. J. Snook, Albert T. Spicer, Marvin Earl Sproull, Lorraine Crawford Star, Billy Starr, C. M. Stevenson, W. O. Strauss, Joseph Stulter, Bob Terry, Mrs. Thomas L. Thomas, H. A. Thomas, K. B. Tolson, Mrs. Luther W. Todd, Keith W. Tracy, Gene Whitehead, Glenn Wingfield, Harry D. Levitan, M. & Mrs. Wright, Maldon S.

Los Angeles Mayor Names Five-Man World's Fair Group

LOS ANGELES—A five-man committee to study the proposal for a World's Fair for Los Angeles County has been named by Mayor Norris Poulson.

Named are Dr. R. J. Carreon, co-ordinator of Latin American Affairs for the city; Pietro DiCarlo, harbor area business leader; Les Scherer, architect; Postmaster Otto K. Olesen, and Paul R. Williams, architect.

Blind Vending Ops Meet in Milwaukee

MILWAUKEE—What is probably the nation's only organization of blind vending machine operators recently held its 1959 fall meeting at the Badger Home for the Blind here. The group is the North Central Vendors' Association, most of whose members operate bulk vending machines.

In recent years Association membership has declined, according to one spokesman, as fewer sightless people now enter the business. But, a strong nucleus of the original members remain. Increased costs of travel, plus climbing equipment costs have discouraged blind people from entering vending in the numbers seen during the depression years. Some of the group's original members, however, are still active and many have prospered thru the years.

Bert Veldhuizen, Watertown, vice-president, presided at the meeting in the absence of president Henry Wenzel, of Hartford.

Store Closings

Members discussed the necessity for obtaining more bulk vending locations in shopping centers. Several members reported alarm at the folding of a growing number of small retail stores in their areas. Since small retailers provide a heavy portion of the average blind venter's locations, the situation is serious, they maintain.

Also touched upon was the need for a source for 140-count candy balls for bulk vending. "This type of item" according to Erwin H. Samp, "is needed to get us into locations that object to gum ball vending. A lot of locations, particularly those with carpeting on their floors, will not let us put gum ball equipment in their places. Many of these spots would be excellent locations. All we have to do is find an item to vend that is as attractive to them as gum balls without the objectionable feature of stickiness."

Victor Readies New All-Vend Bulk Machine

CHICAGO—A new bulk venter manufactured by Victor Vending Corporation designed to vend all varieties of bulk vending merchandise was announced by President Harold Schaeff last week.

Samples of the new machine, called the Vendorama, were to be shipped to the firm's 10 district distributors last week, said Schaeff. Limited initial production of the venter is scheduled for this week, he added. The Vendorama will be in full production late in October, said Schaeff.

Altho details of the machine have not yet been disclosed, Schaeff said that the unit has a special feature that greatly facilitates servicing. He did disclose, however, that the machine will operate at a penny, nickel, dime or quarter, vending all types of merchandise, including the firm's jumbo (V-2) capsule.

Multiple Installations

The Vendorama is expressly designed for use on multiple installations, said Schaeff. Multi-vending is most successful when identical machines are used, he claimed, and mainly for that reason the unit is designed to take all kinds of merchandise.

Originally intended for release earlier in the year, production was held up by a shortage of glass for globes, he concluded.

Ten-cent candy bars versus 5-cent candy bar vending also came up for discussion. Consensus of reports was that a growing percentage of the blind venders are now switching to dime candy bars. Nickel bars, however, will continue to account for a big share of the total volume of candy vended for some time to come, most agreed.

What about beverage vending? A growing number of the blind venders here are adding hot coffee machines, they reported. The addition of coffee equipment, however, is being limited to those operators who have built up staff organizations, and are able to hire competent help.

Two of the blind owned firms reportedly finding success with hot coffee machines are those owned

by Bert Veldhuizen, Watertown, and Herb Davies, Racine.

Two major meetings are called each year by this group—in spring and fall. The next session will be held in spring of 1960 at the Pretty Lake, Wis., summer home of Vice-President Bert Veldhuizen.

The list of those who attended the fall meeting included: Mr. and Mrs. George Card, Mr. and Mrs. Jimmy Sletten and Mr. and Mrs. Steve Hopkins, all of Madison; Gary Van Beck, Wisconsin Rapids; Herbert Pitz, Oshkosh; Ed Andrews, Plymouth; Mr. and Mrs. Bert Veldhuizen, Watertown; Mr. and Mrs. Lyle Watson, Sheboygan, and Herb Davies, Racine. Milwaukeeans were Mr. and Mrs. Erwin H. Samp, Edgar Heizel, Louis Seidita, Miss Stella Hamilton and L. G. Vine.

NVA Lands Improved Insurance Program

CHICAGO—The National Vendors' Association now has an improved group product liability and property damage insurance program handled by a new agency, Don Mitchell, of Raynor & Mitchell, legal counsel for the association, said last week.

The new agency is W. W. Rice & Company, Chicago, and coverage became effective last Tuesday (29). Telegrams to operators in the NVA insurance program were immediately sent out notifying them of the change, said Mitchell.

Altho premiums will be at least temporarily increased between 10 and 30 per cent, operators will be able to insure not only ball gum-charm machines but nut venders and other machines, said Mitchell.

Loss Experience

The higher rates are a result of excessive loss experience over the past year, when the insurance program was handled by Sylvan Lip-

shutz, broker associated with Joseph Lipshutz & Company, said Mitchell.

Two weeks ago NVA was notified by World Wide Insurance Agency, affiliated with Joseph Lipshutz & Company, that the insurance was not in order and that Sylvan Lipshutz was no longer in the insurance business.

Mitchell said that Sylvan Lipshutz had not been keeping NVA headquarters fully informed of the status of the insurance program and had not given them correct appraisal of the situation.

British Firms

The new coverage handled by W. W. Rice & Company is underwritten by a number of British companies, said Mitchell. "Insurance for members already covered is written on the same deposit premium as that of last year, with a small increase to cover last year's (Continued on page 85)

Vender Output Normal During Steel Strike

By FRANK SHIRAS

CHICAGO—The steel strike has not yet affected production of bulk vending machines, said the nation's four top manufacturers last week.

At worst, two manufacturers said that present inventories of steel will last until the end of November or the end of the year.

In no case do manufacturers anticipate a price hike because of the steel shortage.

Said Harold Schaeff, president of Victor Vending Corporation, "I'm concerned but not worried by the steel strike." He estimated that present inventories will last until the end of the year.

In the case of some small steel parts purchased regularly from sub-contractors, he said that the price has already doubled. These parts are minor components of machines, however, and Schaeff is confident that his firm will be able to continue absorbing the price increase.

If the strike is prolonged indefinitely, production on the Topper model will be affected the most, he said, since a good deal of steel goes into it. No problem is anticipated with the new Vendorama, made chiefly of die-cast aluminum. Substitute materials can be used for what little steel goes into the machine, he said.

"Steel is a small matter to us,"

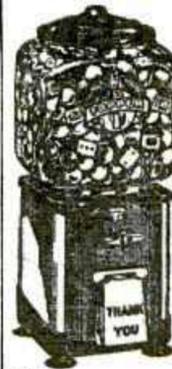
said Harold Probasco, vice-president of Oak Manufacturing Company. He estimated that about 20 per cent of the firm's Acorn machine is made of steel parts, all of which are small fastening devices in abundant supply.

Ray Greiner, sales manager of the Northwestern Company, said that the firm has enough steel inventory to last until the early part of November. No steel is available from the mills, which supplies the firm with sheet steel. Any critical shortage will hit the Northwestern "49" model first, which has a high percentage of steel.

In the case of the "59" model, the amount of steel used is minute aside from the case and top, said Greiner.

Margaret Kelly, manager of the Penny King Company, manufacturer of the Atlas Master, said that their machine continues in full production. She does not anticipate any shortage of steel in the near future.

Harold Schaeff believes that if the strike continues long enough, the really critical situation might ironically develop after steelworkers return to the mills. He estimates that it would take from 60 to 90 days for production to get back to normal. Bulk vending manufacturers who had exhausted their inventories of steel would then feel the pinch, he said.



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Acorn's 5c Cabinets	10.00
Acorn's 5c Globes	11.00
Master 1c & 5c comb.	10.00
N.W. Tab Gum, 1c or 5c	19.50
Acorn Capsule Machines	12.50
N.W. Jots Capsule or Jumbo B/G	8.95
Columbus 5c Machines	7.50
Victor Home Run	12.50
Topper Cabinets B/G	10.00
Stamp Machines, folder type	15.00
N.W. Roll type Stamp Machines	40.00
3 Col. Duval Roll Stamp	35.00
Pon Machines, 25c vend	12.50
Pon Machines, 50c vend	5.00
Pencil Machines, 5c vend	12.50
3 Col. Perfume	29.50
N.W. Deluxe, 1c & 5c comb.	9.95
Silver King Hunters	12.50
1/2 Deposit, Balance C.O.D.	

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Occupation

Self-Servicing Offered To Problem Locations

CHAMPAIGN, Ill.—It is often advantageous to have a troublesome location buy merchandise from the operator and make machine collections itself, Mrs. Delta Wenger, local ball gum-charm operator, has found.

The location has the key to the bulk vender and orders merchandise from the operator by mail, as needed. The difference between the price paid to the operator for merchandise and gross receipts from machines is the location's profit, which is much higher than a straight commission.

This arrangement proved a way of solving several different kinds of problems, said Mrs. Wenger. Particularly in the case of new stores or ones that have undergone extensive remodeling, the usual sales talk sometimes didn't work. These stores said that commissions were too small, and ignored the fact that the venders took up unused space and that servicing was done by the operator.

For some reason, when Mrs. Wenger showed them that profits were much higher if they bought merchandise from her and serviced machines themselves, they agreed to have the machines on location. "I found out that owners of these new stores are all mark-up conscious," commented Mrs. Wenger. She added that there are a fairly large number of employees in these locations, and the

time required to service a machine by an employee during a spare moment is considered insignificant by management.

She successfully used the same arrangement to save a number of high-traffic locations where there was a lot of globe breakage. As a last resort, she talked the store owners into buying merchandise from her and servicing machines themselves. The frequency of broken globes dropped quickly. It was not merely the extra money the location got that was responsible for the change, said Mrs. Wenger. It appeared that when the location took care of servicing the machine itself, the owner felt more responsible.

There are also locations that eventually prove dissatisfied with the flat commission that Mrs. Wenger gives. Rather than pay more to the location, she offers the owner the arrangement of servicing the vender in his store. The solution has generally been satisfactory, she reported. When a location is seriously enough interested in proceeds from a bulk vender to demand more money, it generally will agree to service the machine itself.

Finally, the mail-order arrangement is the only feasible way of getting some locations that are too far away to service regularly, said Mrs. Wenger. Very often store owners in such distant spots are aware of the situation and are quite willing to order merchandise and look after machines themselves.

Mrs. Wenger said that in the majority of cases the machines are kept full by locations that service machines themselves. Chief reason is that she carefully selects the locations that the plan is offered to. Not only must the location be a good spot, but the owner must be seriously interested before she makes the offer.

There are about 400 machines in Mrs. Wenger's route, 60 of which work with the mail-order plan. Ordering of ball gum and charms is conducted on a cash basis. Otherwise, as a small operator, the problem of bookkeeping would make the arrangement less attractive to her, said Mrs. Wenger.

On machines she services herself, the location is given a flat commission ranging from \$2.50 to \$3 per empty. When merchandise is ordered from her, she sells the required amount of ball gum-charms to fill one globe. The price is \$9 per fill. The location can expect to gross \$15.50 when the globe empties.

Almond crop in California is estimated by Agriculture Department at 70,000 tons, three and one-half times last year's small crop and the largest of record. Walnut production in California and Oregon is estimated at 61,900 tons, 30 per cent less than last year's record crop and 16 per cent below average. Production of filberts in Oregon and Washington is expected to total 9,400 tons, 26 per cent above last year and 19 per cent above average. Pecan production is forecast at 132 million pounds, 24 per cent below last year and 12 per cent below average.

Nelson Takes Sales Trip This Week

CHICAGO—Jack Nelson, head of Logan Distributing Company, will spend this week on the first of a series of sales trips in conjunction with his appointment as Midwest distributor for Victor Vending Corporation.

He planned to spend the week traveling in Michigan and Ohio, two of the States in his newly appointed territory. Nelson said that the purpose of the trip was to familiarize himself with the territory, appoint sub-distributors, call on operators, and present new ideas in bulk vending that have evolved in Chicago.

Chief among the new ideas is the proper presentation of multi-vending to locations and the optimum way to service a battery of machines, he said. For example, there are alternate ways of mounting or placing multi-installations on location. Operators are in a better position to land locations when they are aware of the various possibilities, he commented.

Nelson will also demonstrate the forthcoming VENDOR, a bulk vender, manufactured by Victor. (See separate story.) Designed for multi-vending, Nelson said that the unit has a special feature to facilitate servicing.

Main cities that Nelson planned to visit are Grand Rapids and Detroit in Michigan, and Toledo, Columbus, Akron and Cleveland in Ohio.

Newark Firms Charged With 'Pie in Sky'

WASHINGTON—Federal Trade Commission last week (25) charged two affiliated vending machine distributors with selling the machines thru deceptive employment offers, exaggerated earnings claims and other misrepresentations.

Cited in the complaint were Commercial Distributors of America, Inc.; National Placement and Distribution Agency, Inc.; Gene J. Davidson, their president, and William J. Stockton, vice-president of National Placement. Offices are in Newark, N. J.

FTC's complaint alleges that the companies have deceived the public in newspaper and periodical advertising and promotional material, and thru their salesmen who follow up leads attracted by the advertising. Complaint says the distributors are not offering employment as claimed, but the sole purpose of their advertisements is to sell nut vending machines to persons responding.

FTC further alleges that the companies do not offer established routes, as claimed, and make no attempt to locate machines until after the sale has been made. Such locations are no more than a token compliance with contractual obligations, and virtually all are "undesirable and unprofitable," the commission maintains.

Other alleged misrepresentations are that the distributors' business is 70 years old and one of the largest of its kind, and that they are affiliated with two large and reputable wholesale dealers in nuts and confectionery.

Parties are granted 30 days to file an answer to the complaint.

Milk Output Down

Milk production during August totaled 10,335 million pounds, 1 per cent below August, 1958, and the eighth month of a decline.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model 23 1c Porc. Converted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns, 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

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	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.49
Hershey-ets	.47

Rain-Blo Gum, 60 ct.	\$.30
Malt-ette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32

200 lb. minimum, prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/2 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONGacre 4-6467



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
Vacuum Plated\$7.00 per M

PLAYING CARDS
Clipped Strips\$ 5.50 per M
Complete Deck Taped 12.50 per M

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8



AND HERE'S WHY!

- IT'S VERSATILE—Dispenses all small products from peanuts to capsules and jumbo ball gum
- GETS MORE COINS—Striking appearance gets added attention . . . and extra coins
- EASY TO SERVICE AND CLEAN—Cuts servicing costs 50%
- COIN MECHANISM—Simple, compact, and built to last. Available to operate with 1c, 5c, 10c, or 25c coin.

CONTACT US TODAY FOR THE COMPLETE DETAILS ON THE HOTTEST SELLING VENDER IN AMERICA.

SIDMOR VENDING CO.
2137 Fifth Avenue Pittsburgh 19, Pa. Phone: ATLantic 1-2540

Northwestern

1909 - 1959 **GOLDEN 59**

- Attractive design
- Large globe capacity
- Interchangeable merchandise unit
- Flawless vending of all popular items
- Easy to service
- 1c, 5c, 10c, 25c play

TAB GUM VENDOR

- Rotating merchandise drum
- Window shows empty columns
- Interchangeable merchandise drum
- Giant capacity — 550 pieces
- Quick, easy servicing

We also manufacture Model 49, 49 Hot Nut, Package Gum, U. S. Postage and other vending machines. Contact your distributor for further information and prices on Northwestern venders, parts and stands.

THE NORTHWESTERN CORP.
29101 E. Armstrong Ave., Morris, Illinois

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

Fill in coupon, clip and mail to
H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

We handle complete line of machines, parts & supplies.

Constitutionality of Vending Tax Challenged by Distributor

By L. D. BRAY

COLUMBIA, S. C.—Constitutionality of the 1959 law taxing vending machines is being challenged by Lance, Inc., a major distributor of food items.

Lance, a North Carolina corporation, has filed suit in Richland County Common Pleas Court, Columbia, to test validity of the act.

As previously reported, South Carolina's new license tax on vending machines, enacted by the 1959 General Assembly, is expected to yield an additional \$500,000 in revenue, a portion of the some \$26 million in new taxes passed by this year's Legislature.

Defendant

The South Carolina Tax Commission, which has just begun a crackdown on violators of the new vending machine levy, was named by Lance as defendant in the court action. The new levy became effective last July 1.

The petitioner set forth in its suit that it "imposed upon it the duty—in order to protect its property—of paying the taxes for others."

Lance, Inc., further contended that the "complicated law is discriminatory, unreasonable and confiscatory in that it imposes a \$100 license tax on distributors or operators of five or more non-bulk food dispensers of candy, gum, nuts, etc., that is four times as large as the \$25 license tax on distributors or operators of five or more dispensers of candy, gum and nuts in the bulk."

Conflicting

The complaint also contended that "the statute's provisions are ambiguous and conflicting among themselves and discriminate against the selling of food by vending machines as contrasted with the selling of the same foods by other methods."

Richland County Common Pleas Court was asked by the North Carolina corporation to "declare unconstitutional the sections of the law referred to in our suit."

Lance, Inc., also asked the court to direct the South Carolina Tax Commission to refund the \$9,950 it paid under protest in \$10 license fees on each of the 995 machines it owns in the Palmetto State.

Location Pays Tax

The commission has ruled that where the location owner collects the money from said machine, pays sales tax on the merchandise sold in it and stocks the machine, he

IRS Reverses Cabaret Tax Vending Rule

WASHINGTON—Internal Revenue Service today (28) reversed its earlier ruling that made vended food and merchandise subject to 20 per cent cabaret tax if sold in establishments qualifying as cabarets.

The ruling was never accepted by the vending industry because of the hardship it imposed on operators. Some 21 congressmen went to bat for the operators by asking IRS to "look" at the matter. Result is today's announcement of the reversal.

Statement from Internal Revenue reads, in part, as follows:

The service has given further consideration to the application of the cabaret tax to amounts paid for food, refreshment, or merchandise dispensed thru vending machines. It now holds that amounts deposited in vending machines which dispense only merchandise of nominal value, such as snacks, candy, gum, soft drinks, cigarettes, nail files, tissues, combs and similar articles, do not constitute amounts paid for food, refreshments or merchandise even though such vending machines may be located in an establishment which qualifies as a cabaret and, therefore, the tax imposed by sec-

(Continued on page 85)

THE CHIPMUNKS OFFICIAL RINGS

1000 to 4000\$18.00 M
5000 & up 15.00 M

at your distributor or ...
Karl Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

BIG SAVINGS

on **BALL AND VENDING GUMS**

Same fine flavors
Centers and Coatings

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Chicle Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick) 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS
35 years of manufacturing experience.
4th & Mt. Pleasant • Newark 4, N. J.

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-Col., all coin, 25c & 30c... \$75.00

NATIONAL 9-M CIGARETTE,
25c & 30c 85.00

8-COLUMN CRUSADER,
25c & 30c 57.50

8-COLUMN PRESIDENT,
25c & 30c 50.00

8-COLUMN DIPLOMAT,
25c & 30c 65.00

CONVERSIONS,
(30c to 35c) 7.50

8-COLUMN STONERS,
(pre-war & post-war)

6-COLUMN STONERS,
(pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.95 each

Available for 1¢ and 5¢ 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.

WE HAVE oak's "ACORN"

H. B. HUTCHINSON CO.
1784 North Decatur Rd., N.E.
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Available as a PENNY-NICKEL MACHINE

WE HAVE oak's "TRADING POST"

DALE DISTRIBUTING (B. C.), LTD.
1146 Seymour Street
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Available as a PENNY-NICKEL MACHINE

WE HAVE oak's "PREMIERE"

RAKE COIN MACHINE
609 Spring Garden Street
Philadelphia, Pennsylvania

must pay the tax. This ruling was made despite the fact that Lance, Inc., owns 995 machines operated in South Carolina.

In its court action here, the North Carolina corporation emphasized that it had to pay the license fee in order to protect its machines from the Tax Commission and under lease agreements with its lessees.

The petitioner also noted that it in addition must pay a distributor's license of \$100 as operator of more than five vending machines offering non-bulk candy, crackers, etc.

Informed sources here expressed the opinion that other large distributors of products sold thru vending machines will follow suit with similar complaints against the new South Carolina law taxing such machines.

PENGUINS AND WATCHES

Include these two GIMMICKS in EPPY's "HALL OF FAME." They have what it takes to become "GIMMICK CHAMPIONS" in Machines.

The public knows Quality, Beauty, and Appeal. So do Operators.

PENGUINS
5,000 & up \$13.50 M
1,000-4,000 \$16.50 M

WATCHES
5,000 & up \$12.50 M
1,000-4,000 \$15.00 M

SAMUEL EPPY & CO., INC.
91-15 144th Place, Jamaica 35, N. Y.

THE COIN COUNTER YOU CAN COUNT ON
MEASURES PENNIES • NICKELS • DIMES
ALL ON ONE COUNTER

Distributorships Available

Calibrated for accuracy. No need to count individual coins. Eliminates clumsy fumbling. Die-stamped of durable, lightweight sheet aluminum; non-breakable.

FEATURES:

- SPEEDY—By actual test saves 63% of counting time.
- ELIMINATES open public display of coin handling.
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- Detects bent coins and slugs through slotted side.

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Terrific Profits With

BABY TUSKO
Coin Operated Kiddie Ride
\$65 to \$100 per week

MAKE BABY TUSKO YOUR SECOND BUSINESS

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WE HAVE oak's "ACORN"

JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

Available as a PENNY-NICKEL MACHINE

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: GOLD MINE

Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!

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M. J. ABELSON/Phone AT 1-6478
2033 Fifth Avenue Pittsburgh, Pa.

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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 28)

Table with columns for Machine Name, High Price, Low Price, Mean Average Price, and Manufacturer. Categories include Music Machines, Shuffle Games, Arcade Equipment, and Pinball Games. Sub-sections include Genco, Gottlieb, Bally, Williams, and Chicago Coin.

EDITORIAL

Cassandra's Logic

Cassandra is the pen name of a British newspaperman who writes a widely syndicated column on American manners and morals. At times, Cassandra's observations about life in the United States are accurate and pertinent. And at times he misses the mark completely.

Last week Cassandra attempted to survey the effect of the American juke box on the culture of Italy. The result was a farrago of outlandish logic and downright untruths. For, according to the British journalist, the automatic phonograph—imported from the United States—has been responsible for an assault on Italian musical tastes.

Here is a sample of Cassandra's purple prose:

"Play a melancholy lament for Italy, the land of music.

"The people sing here. Nobody is ashamed to burst into song: Folk on bicycles; fishermen in the port; shopkeepers—anybody will give voice without excuse or pretext.

"But there is a new barbarian invader roaring its way into this harmonious land.

"It is the juke box.

"These garish adominations are everywhere. The cafes, almost without exception, have them.

"They are installed in the open, under the oleander trees, and there is only one position for the volume control—flat out. You can hear them half a mile away: Electrical iron throats that make ships' loudhailers appear to whisper sweet murmurings by comparison."

Cassandra goes on to criticize selections on Italian juke boxes, referring to an "acoustic bomb" dropped by Perry Como which "has a lethal range of about 1,000 yards on a quiet night."

Cassandra's tirade on juke boxes overlooks nothing—even the oft-repeated canard about the type of people in the industry. Here's another paragraph from the column:

"It is a tragedy that the Italians, who play so well and who sing so well, should be the victims of these diabolical machines imported from America, where, fittingly enough, much of the business is controlled by gangsters and hoodlums of the most depraved type."

Cassandra really outdoes himself in his statement about the type gangsters and hoodlums that allegedly control the industry. In this country many of the sensational stories which appear in the daily press charge that the industry is gangster-ridden, but few have gone so far as to say that these gangsters are "of the most depraved type." Most accounts are satisfied to charge that the gangsters who are supposed to run the industry are just common, garden-variety hoodlums.

It is significant that Cassandra's column did not actually name any gangsters who control the juke box industry. This omission is easily explained: He doesn't know of any.

(Continued on page 79)



NEWLY ELECTED OFFICERS AND BOARD MEMBERS of the West Virginia Music Operators' Association pose for their official picture. Front row, left to right, are C. H. Flannery, Logan, treasurer; Leoma Ballard, Bell, board member; R. W. Hall, Huntington, second vice-president; James Stevens, Clarksburg, president; Bill Wortham, Huntington, executive secretary; Dilman De Haven, Martinsburg, sergeant-at-arms; Ross Gerard, Grafton, board member. Back row, left to right, are board members C. C. Keesling, Bluefield; Joe Hunt, Welch; Bill Anderson, Logan; John A. Wallace, Oak Hill; Jim Hutzler, Martinsburg; Edward M. Oliver, Montgomery, and Ken Mathew, Fairmont. Missing from the picture were Raymond Tabor, Charleston, first vice-president, and the following board members: Max Caplan, Morgantown; Max Carpenter, Beckley; Dick Pulliam, Keyser, and Eldridge L. Fink, Huntington.

W. Va. Operators Elect Stevens

BLUEFIELD, W. Va.—James Stevens, Clarksburg Amusement Company, Clarksburg, was elected president of the West Virginia Music Operators Association Saturday (26) as that organization wound up its two-day annual convention at the Hotel West Virginia here. More than 100 persons at-

tended the Association's fifth annual meet.

Other officers elected were Raymond Tabor, Tabor Music Company, Charleston, first vice-president; R. W. Hall, Checker Amusement Company, Huntington, second vice-president; C. H. Flannery, White Amusement Company, Logan, treasurer, and William Wortham, Charleston accountant, executive secretary.

Outgoing President Edward Oliver welcomed the delegates at the opening business meeting Friday (25), and J. G. Hunt, a West Virginia MOA director, introduced the principal speaker of the day, Harry Pauley, speaker of the West Virginia House of Delegates and reportedly a leading candidate for the democratic gubernatorial nomination.

Pauley Talk

Pauley spoke of the need for attracting new industry to the State and discussed the need for industrial

diversification, pointing out that West Virginia needs more than coal for its total economy.

Principal speaker at the banquet Saturday night (26) was U. S. Senator Jennings Randolph, who spoke at length about State problems.

Toastmaster at the floorshow was John A. Wallace, first president of the West Virginia MOA, while Al Snider, magician, was emcee. Acts included Darrell Peter and Jennie Nelson, vocalists; Nella Betta, acrobatic act; Marie Risk, rock and roll singer, and Mary Fulk Hutchinson, pianist.

Distinguished Guests

In addition to the politicians (see separate story), distinguished guests included John Chandler, former president of the Music Operators of Virginia; Robert Minor, recently elected MOV president; Art Garvey of the Bally Manufacturing Company; Bob Hamilton and Hank

(Continued on page 78)

N.Y. PR Group Debates Fund Raising

By REN GREVATT

NEW YORK—A meeting of the public relations committee of the New York State Coin Machine Association here Thursday (1) was highlighted by a vigorous exchange of views regarding the raising of funds as well as ways and means of getting the program started. Little in the way of concrete accomplishment was achieved.

The primary bone of contention was a resolution passed several weeks ago by a committee of distributors consisting of Sandy Moore and Meyer Parkoff. At this meet-

ing it was decided that in addition to an immediate \$200 donation to the committee's operating fund, each distributor would contribute \$1 for every piece of coin equipment sold. This amount was to be in turn matched by the operator buying the unit. It was understood that Al Simon and Irving Holtzman had indicated in advance that tho they couldn't be at the meeting, they would go along in spirit with whatever the others decided.

At this week's meeting, however, Holtzman said he could not go along with this plan of raising

money, since by its very nature it would reveal to anybody who was interested, the number of machines he was selling. Simon also objected to the system, tho both indicated a willingness to contribute substantially to the fund.

This was followed by a heated discussion which at times ranged far from the basic subject. After many minutes of wrangling, it was decided on a motion that the distributors would have another meeting, at which, it was hoped, all would be present. At this meeting the "\$1 donation per machine sold" idea would be reviewed with an attempt to come up with a collection plan suitable to all concerned. The distributors will present their revised proposals at a full committee meeting Thursday (22).

Al (Senator) Bodkin also brought up the matter of legislation and recalled the narrow margin of defeat for last year's Lerner bill calling for a 20 per cent gross receipts tax. The same kind of legislation can be expected to be introduced this year, Bodkin warned. This lead to a discussion of whether working on legislative matters constituted public relations and was in the province of the committee. One suggested that the main goal to be attained by a public relations effort was to create in the minds of the public a picture of the juke box operator as a decent business man and a gentleman.

There was also some discussion on the scope and composition of various operating committees, in-

(Continued on page 82)

3 Coin Firms Exhibit at Natl. Recreation Show

CHICAGO—The three coin machine manufacturers exhibiting at the annual convention of the National Recreation Association, which ended its four-day run at the Morrison Hotel here Friday (2), reported lively interest in coin games on the part of the 2,000 municipal, military and industrial recreation officials who attended the meeting.

Exhibiting were the American Shuffleboard Company, Union City N. J., manufacturer of shuffleboard games; the Valley Sales Company, Bay City, Mich., manufacturer of coin-operated pool tables, and Table Soccer Limited, Madison, Wis.; manufacturer of a manually operated coin soccer game.

Sol Lipkin of American Shuffleboard said that the firm's new Imperial Shuffleboard model, which comes in 16, 18, 20 and 22-foot lengths, is moving well. He said that the following distributors are handling the unit: Ron Rood, Orlando, Fla.; Jack Bess, Richmond, Va.; Frank Fabiano, Buchanan, Mich.; Miller-Newmark, Grand Rapids, Mich.; Wallace Distributors, Mineral Wells, Tex.; Atlas Distributing, Boston; Southern Amusement, Memphis, and Purveyor Distributors, Chicago.

Saw Series

Lipkin managed to mix business with pleasure, as he watched the first two games of the World Series

(Continued on page 76)

STATESMANSHIP

Political VIP's Attend W. Va. State Op Meet

By AARON STERNFIELD

BLUEFIELD, W. Va.—A visitor to the lobby of the Hotel West Virginian here Friday and Saturday (25 and 26) could be excused for thinking he had stumbled into a State political convention.

Leading political figures—both Democratic and Republican—were on hand, including Jennings Randolph, the State's senior United States senator; Harry Pauley, speaker of the State House of Representatives; State Attorney-General W. W. Barron; Assistant Attorney-General Hal Williams; Hewlett Smith, State Democratic Party chairman; Arch Moore, West Virginia's only Republican congressman, and Mayor Courtney Tanner of Bluefield.

The appearance of these worthies was a tribute to the effectiveness of the West Virginia Music Operators' Association, which was holding its Fifth Annual Convention during the above dates. And when the convention was over, there seemed little doubt that West Virginia public servants—on the municipal, State and federal levels—are willing to listen to the problems of the coin machine operator, and willing to weigh these problems before committing any action unfair to the industry.

Policy Pays Off

The West Virginia group has embarked on a policy of getting to know public officials, spending time with them and telling them about

(Continued on page 79)

Mini-Bowling Fills Oil Town's Recreation Needs

BARTLESVILLE, Okla.—Standing only a "stone's throw" from the heart of an ultra-modern shopping center here, is a fresh-looking rock building with a bright red neon sign spread across the front that proclaims, "Bowlerette, Bowl for 10 Cents a Game."

Inside the stone-finished structure are 10 ball bowlers and 10 other types of coin games, designed to provide fun for youngsters "eight to eighty."

It's the latest addition to the P & M Music and Cigarette Company's operations headed up by Percy L. Fielding.

The new rec spot is located just steps from the "Pennington Hills" shopping center.

Included in the set-up is a baseball game, drive-it-yourself car game, shuffle bowler and a gun game.

Snacks, Cokes, Stereo

Also housed in the 60 by 40 foot building are a snack bar, coke

machine, juke box with stereo hook-up and benches for the bowlers to sit on while awaiting their turn at the hardwoods.

Actual cost of these games is well over \$20,000, with all maintenance and replacement being handled by Fielding. Help in running the Bowlerette is provided by Fielding's wife, 12-year-old son Mike and 10-year-old daughter, Patty. Aside from the family, one man is employed to help Fielding keep his many juke boxes and cigarette machines in perfect operation on the route.

The Bowlerette began operation during early July of this year, and is one of the first of its kind in Oklahoma. Other shopkeepers have been left standing at the starting gate.

Presently, a full-size bowling alley of 10 lanes is under final stages of construction in the adjoining building. It is expected to open this month. Attendance at the

Bowlerette consists of youngsters who arrive as soon as the doors open, teen-agers and family groups out for an evening's entertainment at a nominal cost.

The doors open at 11 a.m. each weekday, including Saturday, closing at 11 p.m. On Sundays, it opens at 1 p.m., running until 10 p.m.

Draws From 35,000

The Bowlerette draws its customers from the 35,000 population of Bartlesville, plus more from the surrounding communities and rural areas. The building is constructed to house such a business, using materials that can stand lots of

with acres of paved parking area.

One of the Bowlerette's talking points is the elimination of some teen-age trouble that was present in the community before the Bowlerette opened. So far, there have been no traces of any repeat performances. This goes a long way with city officials and the local police force.

When the establishment first opened its doors to the public, the teen-agers were slow to come around but now they represent some of the top scorers on the weekly bowling score sheet.

According to Mrs. Fielding, "We

licized "Telemovie" experiment was tried here—only to prove a drastic flop. Its idea and objective was to televise current motion pictures into Bartlesville's living rooms. Customers were eager at first, only to drop out causing the program's abandonment.

Besides the recreation located in Pennington Hills there's not much in the line a teen-ager would like to do in his or her spare time. Tulsa, one of the State's larger cities, is only 50 miles from Bartlesville. It usually draws quite a bit of local traffic.



ROYAL

DISTRIBUTORS FOR



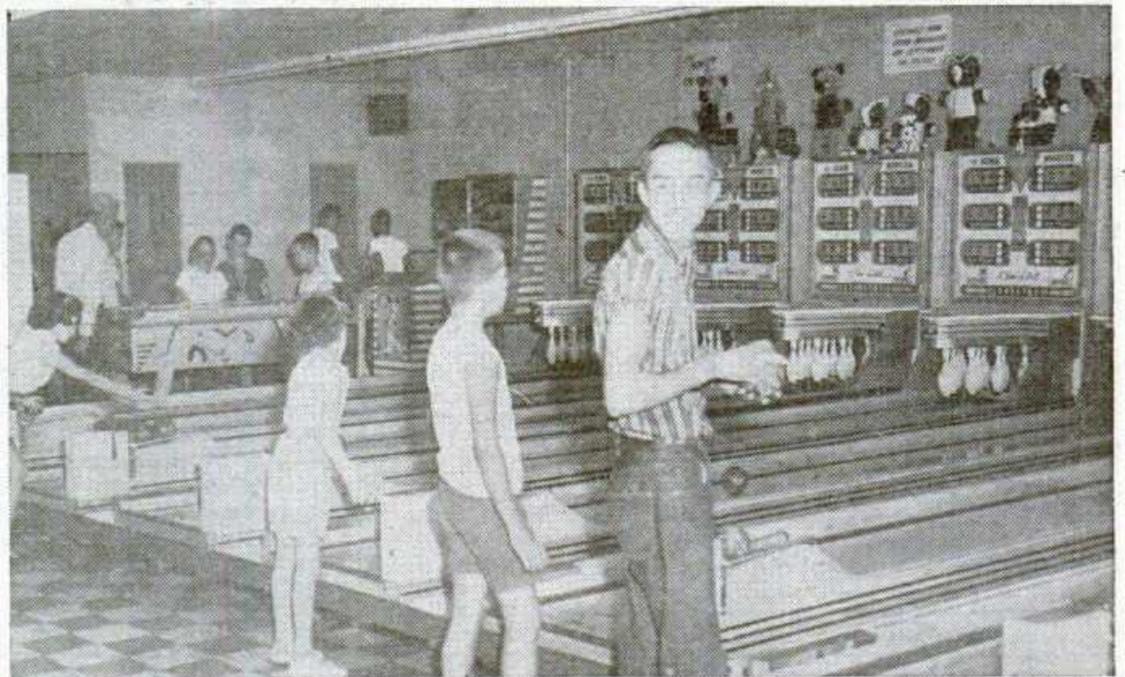
chicago coin
UNITED MUSIC

DISTRIBUTING, INC.

222 E. 3RD ST., CINCINNATI 2, OHIO

PHONE: DUNBAR 1-5152-3 HAROLD HOFFMAN

C. C. Rocket Shuffle, 1 Pl. \$165	Gottlieb Picnic, 2 Pl. \$295
Wms. Shortstop 335	Gottlieb Register, 4 Pl. 135
Bally Target Roll 150	United Jumbo Bowler, 16 ft. 475
Gottlieb Straight Plush 200	C. C. Classic Bowler, 16 ft. 475
Gottlieb Whirlwind 255	Bally U. S. A. 235



BOWLING GAMES are all one size, but kids are all sizes at the Bowlerette in Bartlesville, Okla. Management plans to encourage "the whole family" to come in and bowl or play at other coin games.

SLATE TOPS

REG. PRICE \$69.50 **NOW BUMPER POOL, 32" x 48" \$44.50 4 or more \$42.50**

REG. PRICE \$90.00 **6 POCKET, 35" x 67 1/4" 69.50 2 or more 65.00**

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

IMMEDIATE DELIVERY—ORDER NOW—SAVE MONEY!

Complete Stock of Billiard Supplies for A I Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

MARVEL Billiard Supply Company

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SPECIAL!

United 14-Ft. Bowler \$295	Gottlieb Duette \$ 85
United Deluxe Shuffle Target ... 120	Williams Regatta 115
Williams Ten Strike 150	Williams Three Deuces 85
Cenco Hi Fly 90	Gottlieb Marathon 115
Gottlieb Southern Belle 75	AMI E-80 275
Gottlieb Flying High 40	Wurlitzer 2000 475

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SEEBURG 100-J..... 595
SEEBURG 100-C..... 395
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WURLITZER 2000.... 495
A. M. I. E-120..... 295
ROCK-OLA 1448..... 435
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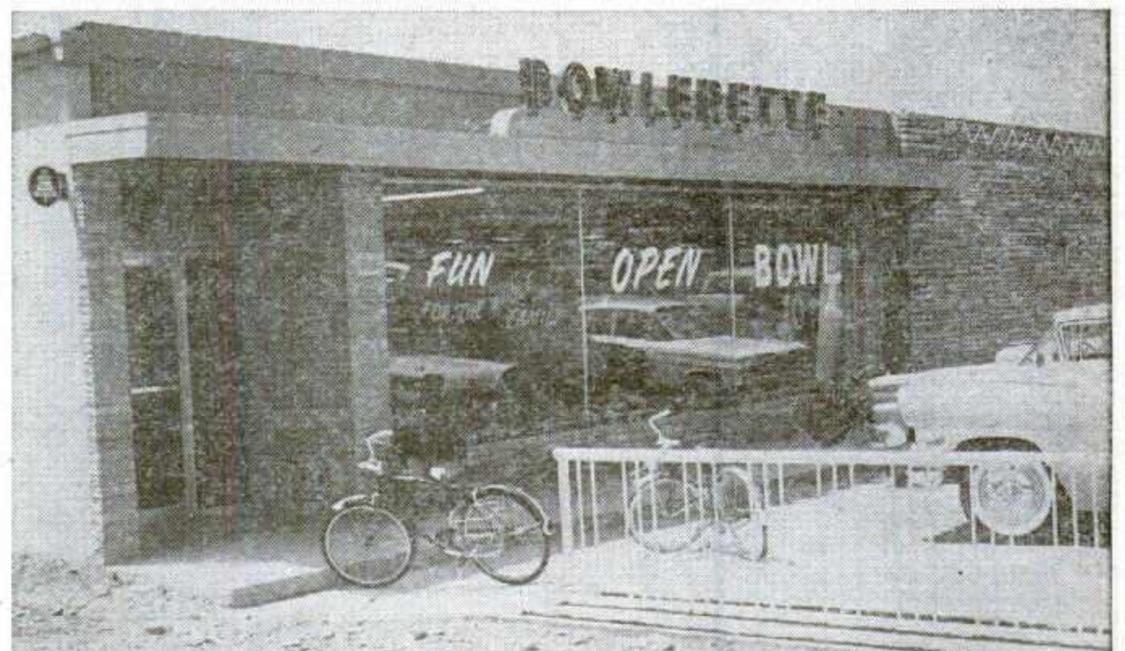
12-Col. AC DUGRENIER.....\$ 80
14-Col. K DUGRENIER (Shad. Box) 125
12-Col. EASTERN..... 85
10-Col. EASTERN..... 65
8-Col. EASTERN..... 35
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BOWLERETTE FROM OUTSIDE presents a modern view. Building is new, 60 by 40 feet. Neon sign lights up at top. Note bikes as well as autos in front, indicating appeal to both kids and teen-agers.

"traffic." It consists of cement blocks, with a stone front and concrete tile-covered floors. Inside colors are light gray and light tans with the benches being a reddish brown.

Just blocks away is still another bowling alley, with 16 lanes. It also boasts one of the famed miniature bowling machines in a special "game corner." Also, a new skating rink is being built behind this alley.

Add to this the nearby Golfland driving range and you have a mecca of entertainment. The Golfland consists of a driving range, baseball batting machine and Micro-Midget race track where patrons can actually pilot the cars for a small fee.

A variety of stores make up the center, with all business fronts being represented. There is also a large restaurant included in the layout, which is all surrounded

are still trying to improve our family participation. For where there are families, trouble never follows. And, the low 10-cent fee enables even the smallest children to enjoy an evening's bowling. This is something they can't do at a regular alley—even if they have the money."

It will be interesting to compare the attendance records for the two businesses when the full-size model gets into operation. The larger alley located three blocks away always has a full slate of league and open bowlers.

Few Funspots

Aside from the above mentioned recreation spots, Bartlesville is serviced by only one other public bowling alley and one private oil company alley. Add to this two movie houses and one drive-in theater and you quickly see why the Bowlerette is bound to succeed. Just recently, a nation-wide pub-

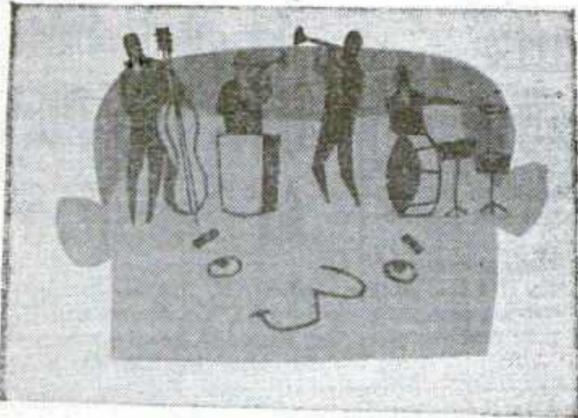
Other facilities here include the usual YMCA and YWCA, Boys' Club and other civic clubs designed to keep teen-agers busy. Recently a drag strip campaign idea sprang up, but quickly died from the lack of funds.

So all in all, it looks like the Bowlerette and its relatives have a bright future in Bartlesville.

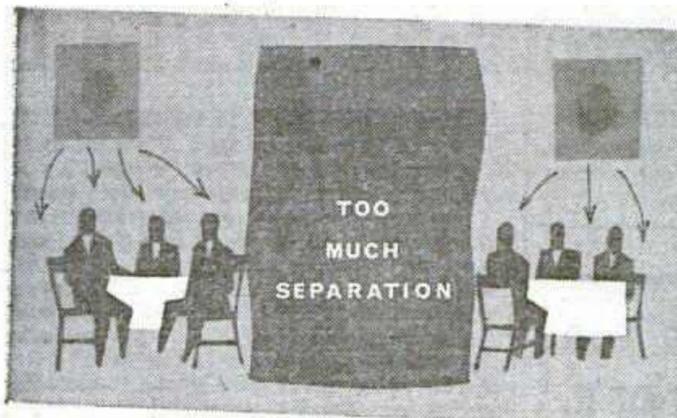
St. Joseph Valley Ops Set Banquet

SOUTH BEND, Ind.—The annual banquet of the Music Operators' Society of St. Joseph Valley will be held October 14 at Irvin's Dining Room at 602 South Walnut Street here, according to A. C. Evans, chairman of the entertainment committee.

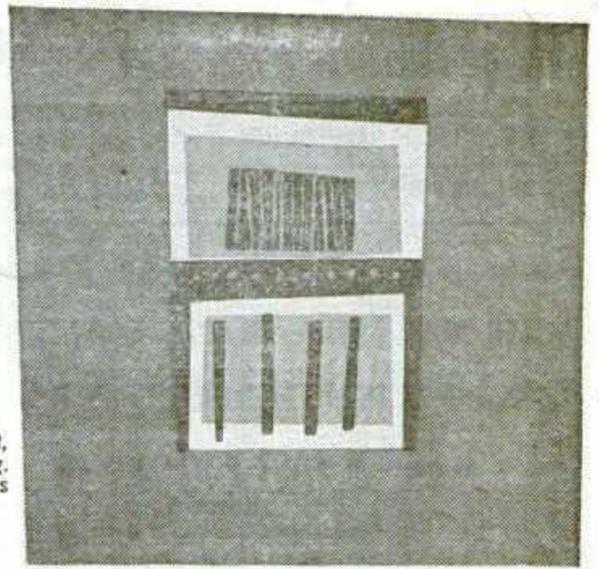
The cocktail hour is set for 6 p.m., with dinner to begin at 7:30 and entertainment following.



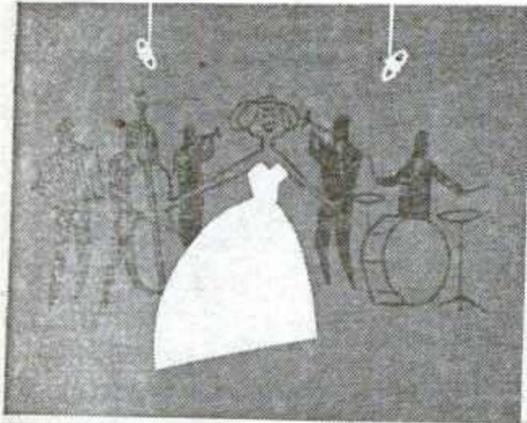
Stereo is "seeing with your ears." As you hear music, the brain places each instrument in the position it was recorded. You hear in breadth. Left and right sides of the orchestra are separated. You hear stereo in depth, too. How is this done?



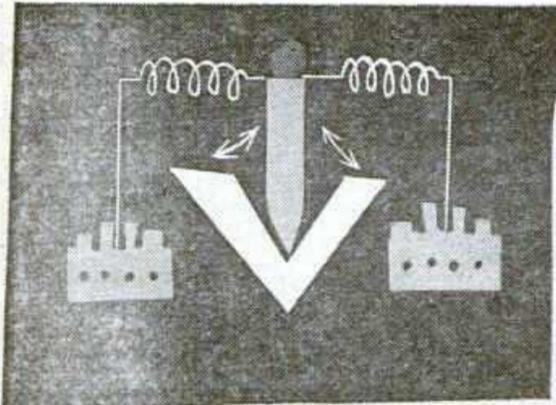
Patrons left of center hear the left channel with too great intensity. At right, just the reverse occurs. Failure to hear both channels equally can be irritating. How can the operator avoid this excessive separation? He placed the speakers well apart to get location coverage as well as stereo effect.



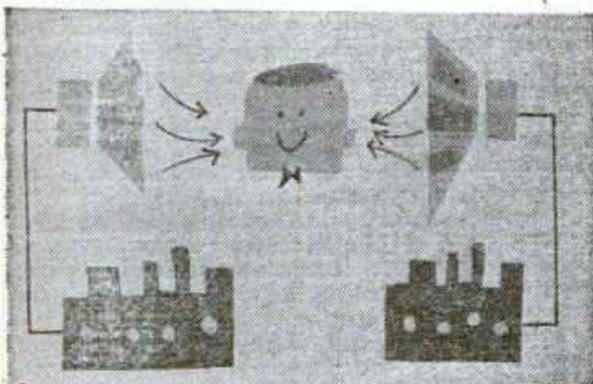
Then there's the other extreme: trying to get adequate separation by squeezing both channels into the juke box itself! This is like trying to compress a yardstick into a foot rule: an acoustical impossibility, as any audio engineer will tell you.



One microphone picks up music from the left side—and part of the middle. Another microphone picks up music from the right side—and part of the middle. These two channels of sound are taped, then transferred to records.

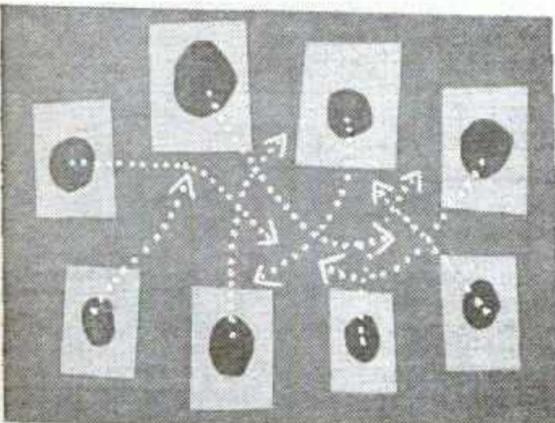


Both sides of the record groove are used, with each carrying its own separate channel. A stereo cartridge feeds the first channel to an amplifier and the second channel to another amplifier.



Music from the first amplifier goes to the speaker enclosure on the left, and from the second amplifier to another speaker enclosure on the right. Adequate separation of speakers is essential for the stereo effect. Yet, too much separation leaves a "hole in the middle of the music."

Obviously, a good stereo seat is midway between the left and right speakers. But, no location can so seat all its patrons.



To compensate for the "missing middle", some will pile the speakers on. Four, six, eight, ten—strung all around the location. This makes matters worse. "Cross-squawk", im-balance of channels and distortion result.

LET'S TAKE A STEREO LOOK* AT STEREO

*A realistic appraisal with both eyes from several points of view

After 50 years—a half century of music service—AMI's policy remains what it has always been: to give operators equipment they need and want—when they need and want it. Never to force untried equipment before its time. Yet, to be ready with tested and proved equipment equal to the opportunities of the times.

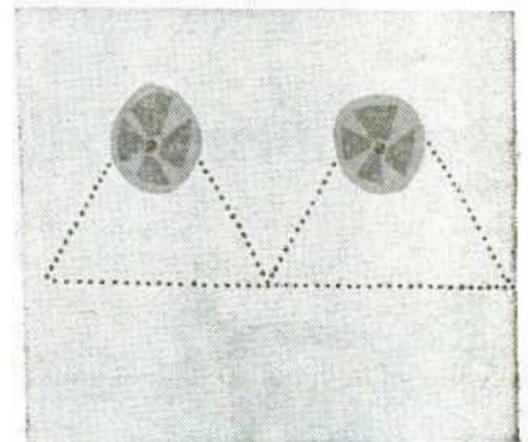
STEREO SEEMS TO PRESENT SUCH OPPORTUNITY. IT CAN MARK THE BEGINNING OF A WHOLE NEW ERA OF MUSIC.

It is clear that equipment of superior engineering, design and, above all, flexibility is required to serve the operator's needs... to return the profit on his investment that he has a right to expect.

Moreover, stereo equipment must:

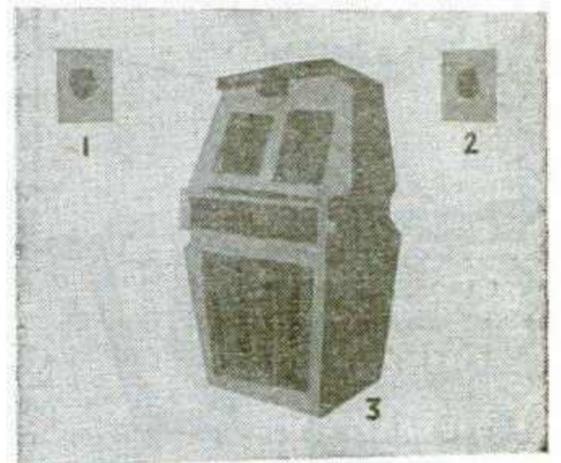
1. Meet the needs of the operator NOW...
2. And meet the needs of the operator for years to come.

To understand the kind of equipment that will meet these needs, it is helpful to understand the stereophonic process from recording to reproducing.



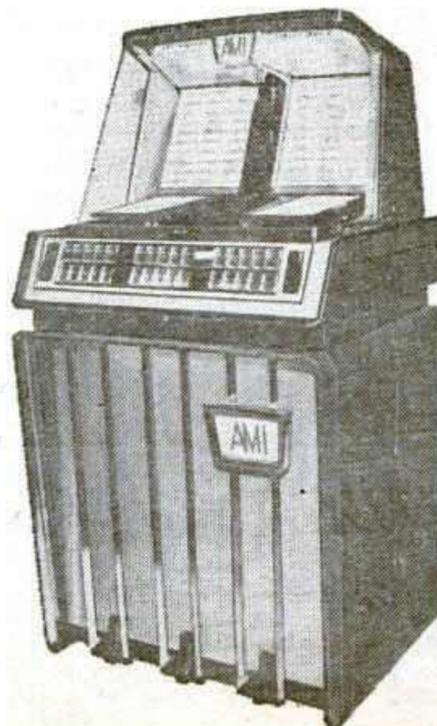
Stereo speaker enclosures must have wide angle dispersion horns to spread the sound of each channel over as broad an area as possible.

To insure maximum coverage and separation of channels with a minimum number of enclosures, a third channel should be employed in most locations.



This third channel, recommended by audio engineers, is located in the AMI model "J" itself. It is essential for maximum stereo coverage of location areas. The AMI third channel carries signals from both channels #1 and #2, fed through the juke box at lower level. It has the following distinct advantages:

1. Far greater flexibility in speaker placement to meet varying location layouts;
 2. Wider area coverage with fewer wall or corner enclosures;
 3. Lower cost of installation in line with the location's potential take;
 4. Significantly better sound.
- Look to AMI for another half century of giving you the equipment you need when you need it...



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GIVE TO DAMON RUNYON CANCER FUND

Milwaukee Operators, Distributors Give Viewpoints on Location Loans

By **BENN OLLMAN**
MILWAUKEE—"Location loans are the worst evil in our business" ... from a distributor.

"The only way to get 'in solid' with a location is thru a loan . . ." this is the viewpoint of some of the larger music and games operators. These two views, at opposite poles, present the thinking in operating circles here concerning location loans and bonuses. According to most music and games people queried, the 'loan bug' has seriously infected the industry in the past year. All agree that the situation contains within it many serious ramifications.

Hastings' Viewpoint

According to Sam Hastings, Hastings Distributing Company, president of the Milwaukee Phonograph Operators' Association, "No one has a single solution to the problem. Loans in themselves are not

harmful. But we are solidly opposed to their use as a weapon in soliciting locations. We don't believe operators should go into another man's location and get it by giving loans."

Has the Association come up with any solutions? "Not yet," says Sam Hastings. "But we are going to put a lot of time and thought to it."

According to a spot check, close to a half dozen local operators have built up location loan portfolios ranging from \$30,000 to \$50,000.

\$3,000 Loans

"It is no longer unusual for a spot to ask for a \$3,000 loan these days," claims veteran coinman George Schroeder. "We steer away from these guys," he adds. "If a tavern owner can't get a loan from a bank, the way any legitimate businessman should, why should we give it to him?"

Why the upsurge in location loaning? Many reasons exist. What appeals to location owners is the relative ease with which they can repay these loans. The payments come 'painlessly' out of the juke box or games receipts.

These receipts, in many instances, are the sole collateral needed to obtain the loans. Coin machine operators, too, are known to be much more flexible than banks or finance companies; if the receipts are down one week, the payment may be scaled down and then built up the following week when the take improves.

Credit Clampdown

Providing loans to locations has long been a part of the coin machine business here. But the practice assumed greater proportions a few years back when the State Legislature clamped down on credit extended to taverns by liquor wholesalers.

Liquor bills now must be paid by tavern owners within a 30-day period—or the tavern's license can be revoked. This restriction has made the juke box, game and cigarette operator the quickest, easiest target to hit for a loan.

Loan Business

According to one veteran music and games operator, "This indiscriminate granting of loans to locations is killing the small operator. Locations used to ask for a \$100 loan. Now they ask for \$1,000. And the first loan is seldom the last one; it isn't long before the tavern keeper is back again, asking for another one. Before long we'll all be in the loan business."

One operator claims that "at least one-fourth of the city's locations are borrowing money from their coin machine operators."

Lending money to a new tavern operator, he claims, is the most risky proposition. What it amounts to is that the coin machine operator is actually buying their key to the place so that they can get started in business. "We aren't loaning most of these guys money—we're buying a location to place our equipment."

Various Forms

Loans take various forms. Each one is different. According to Clarence Smith, Milwaukee Amusement Company, an operator must protect his interests carefully when making each loan.

"We put our loans on a business-like basis. Each one is handled thru our lawyer. We charge a specified, legitimate rate of interest plus a small percentage for a 'paper charge' to cover attorney's costs and filing fees.

"Once a location has demonstrated ability to repay a loan on schedule, we may not insist on a 'paper charge' for later loans. An operator who is careful with his loans will seldom get hurt. But you have to anticipate some losses."

TEEN DRAW

Baseball Unit Gets Top Play At Drugstore

DOTHAN, Ala. — Joe Joseph, owner of Dixie Amusement Company here, has found what he feels is the ideal location for a coin baseball game. Joe has the game spotted in a busy drugstore frequented by teen-agers.

The baseball game is set up at the head of the soda fountain and along an aisle which leads back to restaurant food service facilities seating 40 people.

Play is extremely heavy on the game for several reasons: The soda fountain attracts huge numbers of teens—so many that the fountain is often overloaded, forcing incoming teens to wait in line for stools. With time on their hands, the youngsters gladly turn to the baseball game, keeping it merrily clanging away until there is a spot along the fountain or in the restaurant.

Regular Fad

Playing the game while waiting has become a regular fad, according to Joseph. It's become as much a part of dropping by the drugstore as a soft drink or a sandwich.

The store is one of the few places of business open on Thursday afternoons, when, traditionally, almost every type of retail store and office in the South closes up during the long, hot summer.

The baseball game, as well as a nearby juke box, provide something to do for customers in the downtown area after the stores are closed.

3 Coin Firms

Continued from page 73

from the press box in the company of Paul Horowitz, a boyhood chum and sports writer for the Newark (N. J.) News.

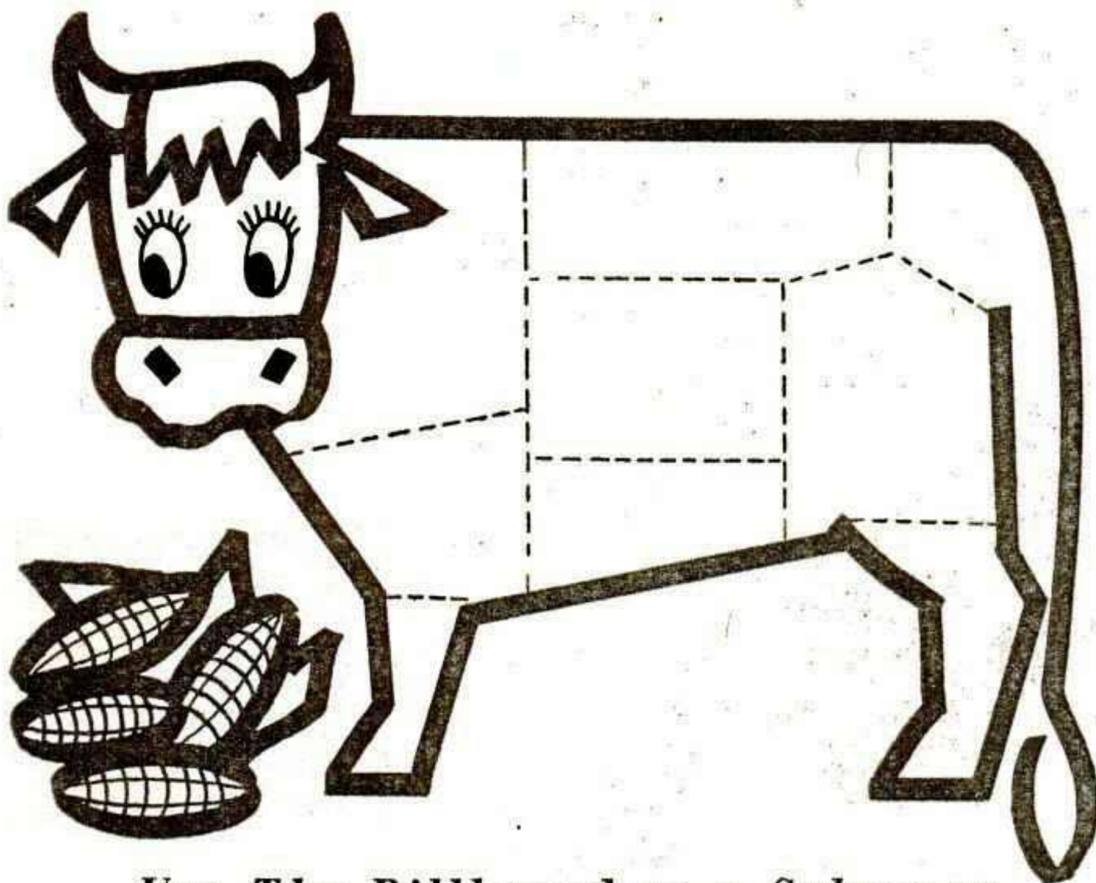
Earl Feddick, president, and Jack Ryan, sales manager of Valley Sales reported that the firm's coin-operated pool game received a warm reception. Feddick disclosed that Valley has just completed a large addition to its plant in Bay City, with the space used for warehousing facilities.

The other coin machine exhibitor, W. H. Wheeler of Table Soccer Limited, is exclusive U. S. distributor for a soccer game made by La Cosaque of Paris. The unit, which sells for \$470 delivered, may be played with from two to eight players. Coin mechanisms for 10-cent play and 20-cent play are available.

Dimensions are three feet high, four feet wide, and five feet, four inches long. Contestants manipulate rods to which are attached miniature soccer players. Idea is to manipulate the ball into the opponents goal.

Wheeler said he is seeking sub-distributors to handle the game in this country.

Beef up your sales force during Fall Buying Months



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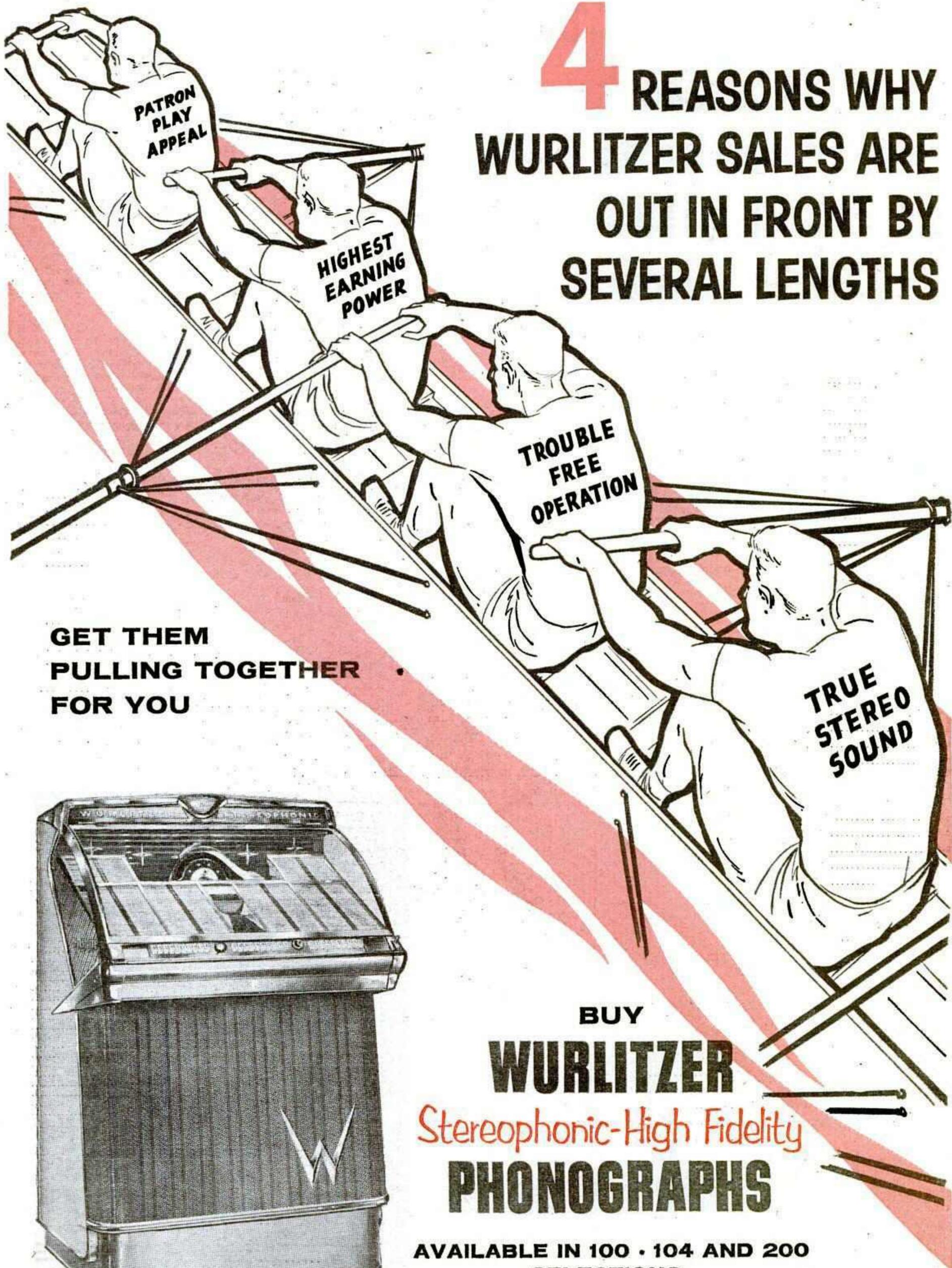
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NEW YORK 1564 Broadway New York 36, N. Y.	ST. LOUIS 812 Olive St. St. Louis 1, Mo.	FRANK JOERLING		DICK FORD	

more than

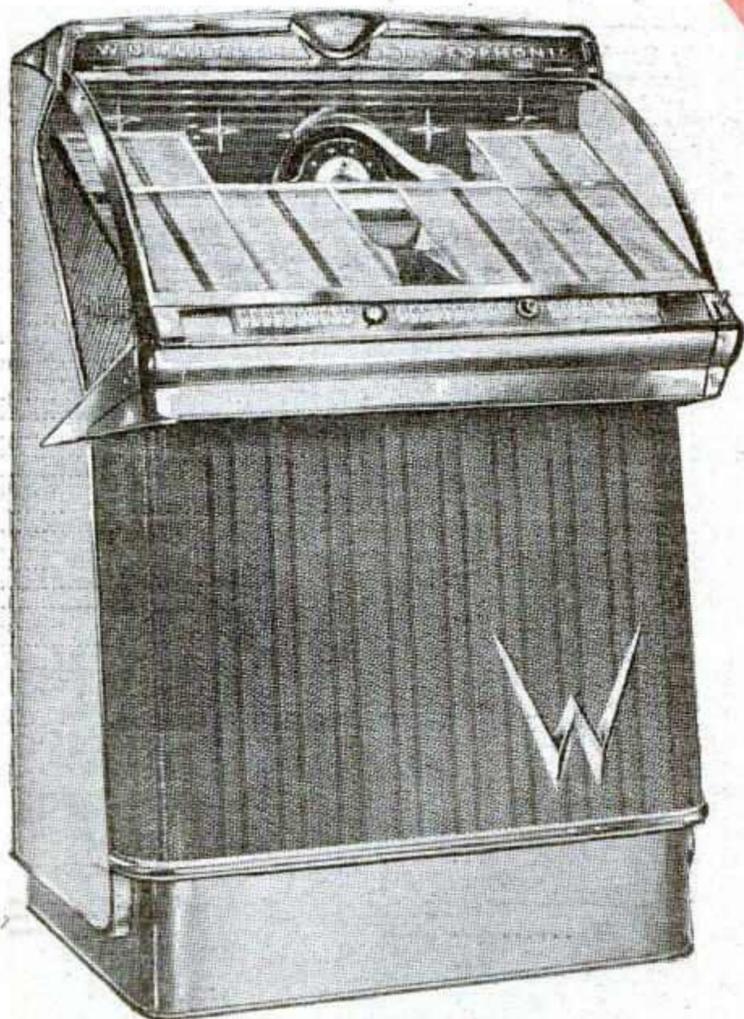


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Auto-Test Figures in Driver Safety Push in Dept. Store



S. D. KNOX, vice-president of L. Bamberger, proudly points to his Auto-Test score, while C. A. Wall of the Middlesex County Traffic Safety Committee looks on. At the left is Anthony Yelenciscs, mayor of Edison Township, N. J.

MENLO PARK, N. J.—Capitol Projectors Corporation has instituted a novel public relations project in the L. Bamberger and Company department store here. The branch of the famous Newark store is located in a large Middlesex County shopping center in this mid-Jersey town. Capitol manufactures the coin-operated Auto-Test, an amusement device which contains an auto seat, brakes, steering wheel and dashboard, behind which there is a motion picture screen. On the screen are flashed motion picture images of typical traffic situations, which are the basis of the driver's reactions with brakes, steering and

throttle. On the basis of the skill of his actions, the driver is given a score on his ability to drive employing the rules of safety. During the interesting test, a tape recorder delivers a continuing stream of instructions and warnings regarding proper driving procedure. Now, under the unique Bamberger set-up, a special one-week safety campaign has been launched under the joint sponsorship of the Middlesex County Traffic Safety Committee, the New Jersey State Police, the American Legion, the Equitable Life Insurance Company, the Zurich Insurance Company, the American Automobile Association, the local Girl and Boy Scout organizations, the mayor and director of public safety of Menlo Park, the police chiefs of every municipality in Middlesex County and the Capitol Projector firm. The one-week effort was launched Monday 28 in the store. Drivers to be tested at first were to get their test ride free, but according to Capitol's Sam Goldsmith, "We decided they should pay their dimes as usual as a small enough price to find out about their driving skill. We're taking all the money received during the week-long test and donating it to the local United Fund drive, which is under way right now." Goldsmith also disclosed that a similar project has been under way in the Greyhound Bus Terminal in Cleveland. Within 10 days the same kind of operation will be started in new Greyhound terminals. The idea here on the part of Greyhound would be to test the drivers skill. If he failed his test,

W. Va. Ops Elect Stevens

Continued from page 73

Peters of the Wurlitzer Company; Art Daddis and Al Butler of AMI; Jack Barabash of Rock-Ola; Jack Bess, Roanoke Vending Exchange; Spec Cruze, Cruise Distributing Company; Ed Ruber, the Wico Corporation; John Graystone, B. D. Lazar Company, and Herman Perin, General Vending, Baltimore. Exhibitors at the convention were B. D. Lazar Company (Rock-Ola); Roanoke Vending Exchange (AMI), Shaffer Music Company (Seeburg), the Wurlitzer Company, the Wico Corporation and the Continental Vending Machine Company.

The 1960 convention will be held in Clarksburg, at a date to be announced.

Convention Sidelights

A good friend of the West Virginia MOA was sorely missed at the convention. Mayor John T. Copenhaver, of Charleston, who had attended many previous conventions, died shortly before the 1959 meet.

With Mayor Copenhaver's death, Art Garvey, of the Bally Manufacturing Company, becomes the organization's only honorary member. Garvey demonstrated his fine Irish tenor voice at the banquet Saturday evening when he sang "I Love You Truly."

Art Daddis, the AMI representative who flew in from New York, reports that his son, Scott Daddis, is operating a successful music and game route in Miami, with 50 pieces on location.

John Chandler, outgoing president of the Music Operators of Virginia, regaled the West Virginians with some stories while they were waiting for the speaker to appear. He was accompanied by Robert Minor, recently elected MOV president.

Hospitality rooms on the lobby of the hotel were thru the courtesy of Spec Cruze and Hobart Booth. Prizes at the banquet were won by Bill Anderson (a Wurlitzer donated by Spec Cruze), Harvey Bayard (a Bally Lotta Fun donated by Allan

the Greyhound sales slogan, "Take a bus and leave the driving to us," would be in order.

An interesting aspect of the Bamberger deal is the fact that Bamberger-Macy head man, Jack Strauss, is chairman of the Newark Mayor's Committee on Public Safety. "The idea has Mr. Strauss' blessing and we hope to have our test units set up in the main stores soon," said Goldsmith.

GAME SPECIALS

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- Chl. Coin Batter Up ... 205.00
- Bally All-Star Bowler .. 90.00
- United Pixie Bowler .. 215.00
- Rebound Shuffles 90.00
- 1-Pc. United Sm. Ball Bowler 195.00
- Wms. Deluxe Rollaball. 95.00
- Bally Rocket Shuffle ... 99.50
- Bally Deluxe ABC Shuffle 265.00

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Sales) and Red Wallace (a Seeburg cigarette machine donated by Shaffer Music). Other prizes were two Rock-Ola speakers, donated by the B. D. Lazar Company, and a magnus organ, donated by Roanoke Vending Exchange.

Local press coverage of the convention was strong, with both of the local dailies running front-page stories and pictures, and the managing editor of The Bluefield Telegraph sitting in on one business session.

Joe Hunt, who is prominent in State Republican politics, introduced Harry Pauley, the Democratic speaker of the House of Delegates. Political differences were put aside, as Hunt expressed strong admiration for Pauley.

Bluefield is known as "The Air-Conditioned City," and it lived up to its reputation. Mayor Courtney Tanner made it official at the banquet by presenting the key to the city to President Stevens.

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- Genco Silver Chest 50
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- Bally ABC Bowling Lane, 14' \$245
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- United Bowling Alley, 14' ... 245
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- CRISS CROSS, 1-PI. 195
- ROCKET SHIP, 1-PI. 218
- ROTO POOL, 1-PI. 235
- SUNSHINE, 1-PI. 250
- SITTIN' PRETTY, 1-PI. 250
- STRAIGHT SHOOTER, 1-PI. 265
- HI-DIVER, 1-PI. 275
- WHIRLWIND, 2-PI. 275
- QUEEN OF DIAMONDS, 1-PI. 285
- DOUBLE ACTION, 2-PI. 315
- RACE TIME, 2-PI. 325
- ATLAS, 2-PI. 345
- CONTEST, 4-PI. 395

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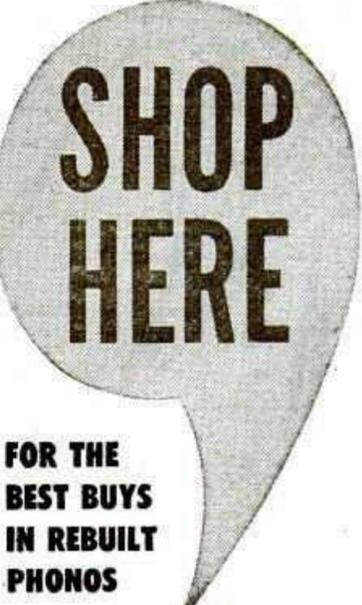
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- Eastern, 10 Col. 99.50
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- National, 13 Col. 189.50

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J. S. Duarte on European Trip

LONDON — Joseph S. Duarte, Duarte International Sales Company, Inc., Los Angeles, is currently on a European business trip. Duarte, who is an export distributor for Bally and AMI in the Far East, also exports to South America. This is his first European trip. So far he has visited the United Kingdom, Denmark, Sweden, Holland, Belgium and Germany. Duarte, who attended the recent Frankfurt Fair in Germany, is looking for European equipment to import to the United States. He already sends used American equipment to Europe.

According to Duarte, the rest of the British Commonwealth may follow the lead of the United Kingdom in issuing licenses for coin machine imports, with Australia already easing up.

Ark. Fire Destroys Games, Juke Boxes

PINE BLUFF, Ark.—Charles Wilcox, owner of Wilcox Amusement Company, lost two juke boxes and two pin games in the recent fire which burned the Trio Club near here to the ground. Value of the machines was \$3,500.

Wilcox said he had insurance to cover the loss. In addition to the machines, he had several speakers and a sound system at the plush Southeast Arkansas night spot.

The club, valued at \$300,000, was owned by the brother-sister recording trio, the Browns, Maxine, Bonnie and J. E.

**If It's
Coin Operated
We
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Editorial—Cassandra's Logic

Continued from page 73

Now let us examine Cassandra's other charges. He calls automatic phonographs "garish adominations." It is true that the juke boxes of a decade or two ago wouldn't win any prizes for design, but recent vintage models of all major manufacturers are in good taste, with fairly simple and attractive lines.

He complains that virtually all Italian cafes have juke boxes. Evidently they must want juke boxes; if they didn't want them they wouldn't have them.

He complains that American pop tunes are played on Italian juke boxes. Again, if the patrons of these juke boxes didn't like American music, they wouldn't play it. As a matter of fact, much Italian music is being played on juke boxes in this country. Juke box patrons in both countries are less provincial than is Cassandra.

Cassandra feels that juke boxes in Italy are being played too loud for his tastes. All automatic phonographs have volume control, and if they are being played loudly, it's because the people like it that way.

What Cassandra fails to realize is that the juke box in itself does not determine the musical tastes of a people. It merely serves as an instrument to allow them to hear the music they want.

If Cassandra's musical tastes differ from those of the Italian people, he can stay away from places where that music is played. But why take it out on the poor juke box?

Statesmanship

Continued from page 73

the operating business. And this policy has been paying dividends.

For example, in the last meeting of the State Legislature, several bills which would have taxed the industry unfairly were defeated. Another bill, giving the State Beer Commission the right to determine playing hours for juke boxes, was repealed, so that as long as the location is legally open, coin-operated music may be heard.

At most trade association conventions, a leading public figure will show up at the banquet, say a few words and disappear before dessert is served. At Bluefield the officials showed up well before their speeches were scheduled and remained long after the applause had died out. They appeared to be on a first-name basis with many

of the operators, and they discussed problems ranging from how to encourage tourist business in the State to general politics.

Hobart Booth Jr.

And the State group even has a public official in its own ranks. Hobart Booth Jr., manager of the Charleston branch of the Roanoke Vending Exchange, is a veteran member of the West Virginia House of Delegates.

Typical of the attitude of State officials was the statement made by Attorney-General Barron before the convention Saturday (26). Barron told the coinmen that "the attorney-general's office is your office," and he offered to express an opinion on any phase of State law which was hazy to the operator.

He told the operators that either he or one of the assistant attorney-generals will respond to requests for legal interpretation and that he is willing to work with members of the industry at all times.



Joe Ash says . . .

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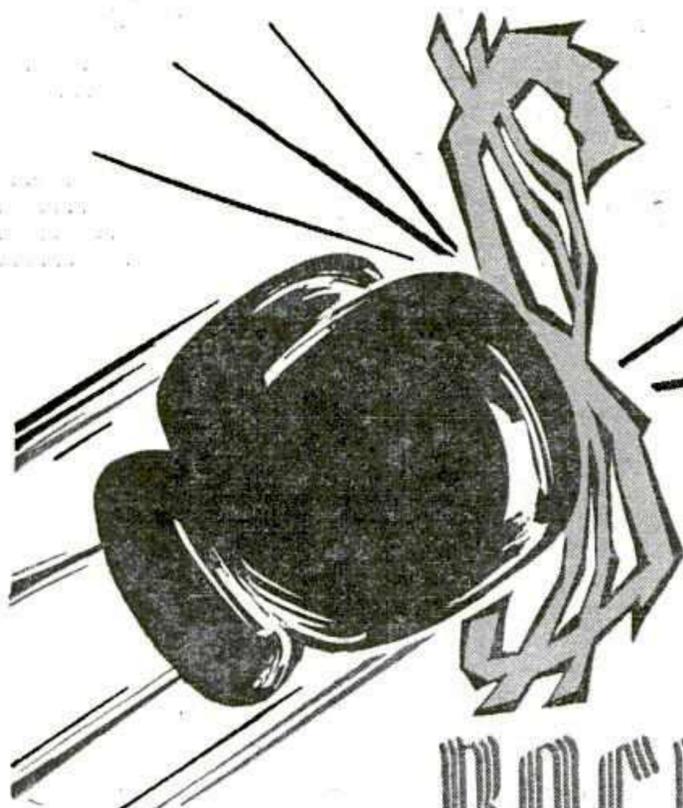


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COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

Another AMI service school for the area's music operators has been tentatively scheduled for November, according to Sam Cooper, Paster Distributing Company. . . . Ed Gronowski, Red's Novelty Company route foreman, now can spend more time on his ham radio hobby. He recently installed a transmitter and receiver mobile unit in his car. Now he keeps busy at his hobby while driving from stop to stop.

Back from a visit to England and Europe, Doug Opitz, Hilltop Coin Machine Company, is busy working out from under a big load of accumulated work. The trip, a pleasure jaunt with his wife to see the new granddaughter in England, "was wonderful, but it is sure swell to get home," he says. He did only a little bit of checking on the coin business while there, was impressed with the European food vending equipment.

Harry Jacobs Jr., just back from several days of resting and golfing with friends in Door County, notes that Wurlitzer sales are up. The distributor claims that stereo is largely responsible for this climb in what is normally an off season. "Stereo juke boxes are starting to hit in some sections that have strongly objected to it until recently, he claims.

Joe Hrdlicka, head service director for the Wurlitzer Company, is spending some time here this week from his North Tonawanda, N. Y., headquarters. He is traveling the State breaking in C. B. Ross, who is replacing service engineer Reid Whipple. Whipple is due to get a send off from the United, Inc., this week when he leaves for his new Wurlitzer home office post. . . . Board members of the Milwaukee Phonograph Operators' Association will hold their monthly meeting Wednesday (7) at the Hastings Distributing Company office.

Jackson, Miss.

By ELTON WHISENHUNT

News of operators around the State: E. E. Steed, owner of Steed Amusement Company at Tupelo, has come up with something novel. As part of his diversification program he has a chicken farm, sells to a frozen food packaging company at Tupelo. He also sells eggs. He reports he has taken a used Seeburg juke box and piped in some background music to his hen house and this soothing innovation has induced his hens to lay more eggs!

Vernon Vandervander, owner of Red's Music Company at Booneville, recently completed construction of a nice drive-in restaurant adjoining the campus of Northeast Mississippi Junior College at Booneville. Biggest customers are students, for hamburgers, sandwiches, milk shakes, soft drinks—a profitable diversification.

Lavaughn Johnson, Johnson Music Company, Corinth, has had good business the past few years. He recently completed construction of a new brick home on Pickwick Lake, about 12 miles away on the Tennessee River. He's a big fishing fan, believes "every man ought to take two days off a week for fishing." . . . D. C. Johnson, his cousin, (Continued on page 82)

COLO. OPERATOR MOVES EQUIPMENT WITH SEASONS

DURANGO, Colo.—Roy Kaiser, game and phonograph operator here, probably puts twice as much "muscle" into his yearly operations as any other phonograph operator in Colorado.

Kaiser, with headquarters in Durango, near the Famous Four Corners area, where New Mexico, Arizona, Utah and Colorado come together, operates over a far-flung territory. His machines are spotted in mountain lodges, taverns, restaurants, etc., often as much as 50 or 60 miles apart, and reached only by high mountain roads. Not only are many long drives involved, but likewise, Kaiser operates against a background of two unusual business seasons per year.

First, of course, are the hundreds of thousands of tourists who flock into the Colorado Rockies every summer from the first of June till the first of September. With many attractions in his area, including the famed cliff dweller's monument at Mesa Verde, the Million Dollar Highway, the Colorado Little Alps, all of Kaiser's stops play to near standing room only traffic during the summer. Kaiser, naturally, spends much of the winter setting his route, spotting the machines, checking them for performance, moving them from one location to another. Often he has handled as many as 150 pieces of equipment by the time the melting snows bring on the first avalanche of free-spending tourists.

When the summer ends, the program is repeated all over again, this time in the re-location of his equipment to other sections of the same area which are likely to attract hunters. The high mountain country surrounding Durango is some of the best deer and elk hunting country in the world, and it isn't unusual for as many as a hundred thousand gun-bearing hunters to throng into the area in a single month's time.

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PR Proposals Being Studied By Coin Group

CHICAGO—Herb Jones, vice-president of the Bally Manufacturing Company and a member of the executive committee of the Information Council of the Coin-Operated Equipment Industry, disclosed that various proposals from public relations firms with regard to the handling of the industry's PR problem are being studied.

Jones said that "since the meeting in Chicago on September 11, when key personnel of several public relations firms were briefed on industry problems, representatives of these firms have been asked to discuss the problems in greater detail with me."

"Their questions about every phase of the industry, as well as their response to my probing of their thinking, convince me that they are going deeply into every ramification of public relations for the industry."

"The executive committee will consider the proposals of several public relations counselors at a meeting on October 15. Based on my informal conferences with these men, I expect very sound and sensible programs to be presented to us—public relations programs that will really help the industry."

Royal Distrib Open House Oct. 10, 11

CINCINNATI—Royal Distributing, Inc., Bally distributor for Southern Ohio, will hold open house Saturday and Sunday (10 and 11) to celebrate the opening of the firm's new headquarters at 222 E. Third Street.

Royal, which was incorporated in 1946, jobs all types of new and used equipment, selling thruout the United States, as well as in Canada, Cuba and parts of Europe.

Head of Royal is Joseph G. Westerhaus, whose father started the business in 1909. The younger Westerhaus entered the business in 1934 upon the death of his father.

Was Manager

Westerhaus began with a game conversion and refinishing business and was a manufacturer during World War II, making such games as Marines and American Beauty. Right after the war he organized Royal as a jobbing and distributing outlet for the Cincinnati area.

Sales Manager Harold B. Hoffman has been in the coin machine business since 1947 and has held his present position for eight years. Service manager Paul Habertier has been in the business since 1936 and was formerly with the Marmor Distributing Company.

United, Wichita, Holds Wurlitzer Service School

WICHITA, Kan. — United Distributors, Inc., here, staged an operator service school September 14-16 on the new Wurlitzer stereo phonographs.

The school was conducted by Karel Johnson, Wurlitzer factory representative, with the co-operation of Clyde D. Gage, United Distributors service department supervisor.

M. Y. Blum, United Distributors executive, reported a good turnout and enthusiasm shown for the new models. He said stereo sales are currently very active.

See Export Less Profitable Than Setting Up Overseas

CHICAGO — U. S. firms are turning increasingly to wholly owned foreign subsidiaries or licensing agreements with foreign producers as a more profitable operation than exporting. That's the conclusion of a new study by Allan R. Wilson, marketing consultant, for international editions of Newsweek magazine.

The study finds "export trade has become less and less a profitable activity for American companies."

The trend toward overseas operations, according to Newsweek, will be accentuated by the European Common Market, which will create a tariff barrier around this six-nation market. Side-stepping this barrier requires that U. S. firms will have to invest in plants within the ECM or make licensing agreements with companies inside the trade community.

The study points to three factors of encouragement for U. S. firms doing business abroad:

1. Europe and other parts of the world still lack capital.
2. U. S. investments are still welcomed by European companies on a joint ownership basis.
3. American companies should find less difficulty in taking profits and dividends out of their foreign operations because of the recent moves toward currency convertibility.

The study urges U. S. firms to establish a corporate identity and acceptance for their products overseas. It suggests that the products be identified as of European origin rather than as imported American products.

Ireland is a prime example of opportunities afforded U. S. firms manufacturing abroad: To encourage foreign firms to set up production, assembly or distribution facilities there, the Irish government will pay up to 75 per cent of the cost of erecting facilities, will help cover the cost of training local help and will give full remission on

all taxes on profits for export for 10 to 25 years.

Reason for the liberality of Ireland in this regard is the lack of employment in the country and the consequent drop in population as the unemployed move to England.

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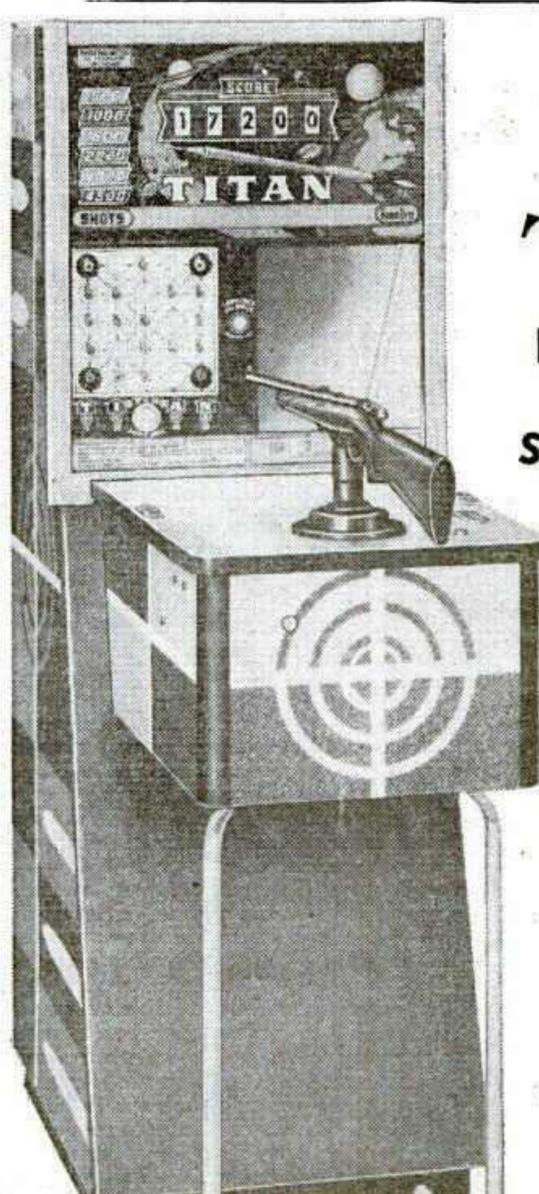
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Coinmen You Know

Continued from page 80

owner of Johnson Cigarette Service, recently put out some more cigarette machines, has a good route now.

A. B. Ford, Fairway Amusement Company, reports his switch to the use of two-way radio system for his widely spread-out route is effecting a good savings in operating costs. The equipment cost \$6,000 and he expects savings to pay for it within two years.

John Tiry, former owner of Fairway Amusement Company, Columbus, is now back in the coin machine business with two coin-operated laundries, reports, "Once a coin machine operator, always one. I had to get back into something the customer puts money

into." He also has a beer distributorship. . . . **Grady Wallace,** Wallace Amusement Company, Columbus, returned last week from a big fishing trip on the Tennessee River in Alabama, caught 100 pounds of catfish.

St. Louis

By JOHN HICKS

Joseph McCormick, partner in Musical Sales Company here, recently returned from a three-week vacation at Lake of the Woods, Ontario, Canada, with his family. The McCormicks have three sons, 15, 12 and 10 years old. . . . Commenting on the fishing, McCormick said "it was like catching fish out of a barrel. Drop a hook in the water and a fish bit." . . . **Ray Higgins,** formerly with Coleman Music Company at Chester, Ill., has joined the Musical Sales firm in St. Louis. He came to the firm here after Ray Coleman sold out his business at Chester and retired.

Bill Seiter, service manager for Brandt Distributing Company, has become the proud father of a son, William Allen Seiter Jr. The infant is the first child of the Seiters and Bill Sr. "hasn't got over it yet," says his boss, Peter Brandt. Speaking of the music industry here, Brandt said: "We are just not getting popular releases quick enough in stereo."

Sidney Morris and his wife spent the week of September 28 on vacation in Acapulco, Mexico. . . . **Charles Kagels,** president of Central Distributors, is keeping up with the times. He is sporting an imported foreign model car with a portable top. . . . **William Geiger,** president of Amusement Supply Company, said that since one of the new games he distributes came out, there seems to be a trend toward rentals by operators. He thinks the

shortage of money in circulation is the reason. He pointed out that operators in the Decatur (Ill.) area, however, have always done business on a rental basis.

Little Rock

Andrew Cassinelli, Little Rock Amusement Company, also owns a recreation room, Brunswick Billiard Company. He is remodeling the front, removing glass and installing brick. **Cecil Hill,** Hill Amusement Company, who had picked up 45 in-line games from locations because they did not pay to buy the new \$250 federal stamp, was seen last week replacing them with shuffle and bowling alleys. He still has dozens of the in-line pin games out on location for which he bought the stamp.

Some news of Pine Bluff operators: **William Foster,** Foster Music Company, went squirrel hunting on the opening day of the season recently, bagging eight, the limit. . . . **Earl Holtzlander,** H. Music Company, is revamping his route for an expected increased fall business from agricultural income in the area.

Manuel Caras, Caras Music Company, bought a French car, a Renault Dauphine, for service calls. He reports it has reduced his gasoline bill about 75 per cent. . . . **Vernon Ward,** 19 Music Company, was seen busy putting out some pool tables on location. He reports business conditions, with both agriculture and industry considered, are better now than at any time.

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Miss America	210.00
Show Time	150.00
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AMI

G200	\$395
C	40
E-120	225
H-200	595

ROCK-OLA

1432, 45 RPM	\$ 85
--------------	-------

BINGOS

Miss America	\$200
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	95

5-BALLS

Turf Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	85
Sitting Pretty	265
4 Star	30
Guys & Dolls	55
Hawaiian Beauty	85

ARCADE

C.C. Rocket Shuffle	\$115
C.C. Rebound Shuffle	65
Voice-O-Graph	125
Seeburg Bear Gun	85
Telequiz	65
Bally A.B.C. Lane	325
C.C. Bowler	325
United Leader	95
Imperial	65
Red Pin Shuffle	495

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N. Y. PR Group

Continued from page 73

cluding a so-called steering committee. The name of this was changed to advisory committee, one of the functions of which would be to participate in decisions regarding disbursement of funds. Committee Chairman Bodkin was authorized to spend sums up to \$200 on his own say-so, without authorization from the advisory group. It was also noted that the present bank balance for the committee is \$1,087.25.

Following a premature motion to adjourn, there was additional discussion on a "starting point" for the committee operations. Al Denver suggested that "we start small," with a juke box party connected with a church. At this point, Bodkin produced a letter of inquiry from the priest of a church in Brooklyn regarding the possible acquisition of a juke box for the use of his young people's groups. Denver and Bodkin agreed to seek a meeting with the priest and present their idea for a juke party. The next meeting date was set for Thursday (22).

Attending this week's huddle were Al Bodkin, Al Denver, Sandy Moore, Al Simon, Irving Holtzman, George Holtzman, Nash Gordon, Gabe Forman, Carl Pavesi and Gerry Schweizer. The last named, repping the Rockland County Operators group, was attending his first session of the committee.

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EDOLITE CINESONIC Tape Repeater

Some New . . . Some Like New . . .

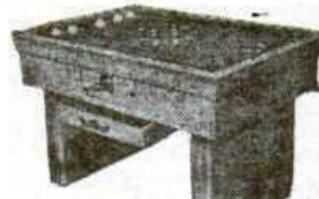
Just 18 Available . . . \$79.50 Each

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BUMPER POOL®

IS THE BETTER BUY!

Tops in features . . . tops in value! You get the most when it's a Valley . . . FIRST in Bumper Pool!

Now! Equipped with Genuine Billiard Cushions!

- REGULATION TOURNAMENT SIZE
- MAHOGANY FINISH OR NATURAL HARD WHITE MAPLE
- TOP QUALITY THROUGHOUT

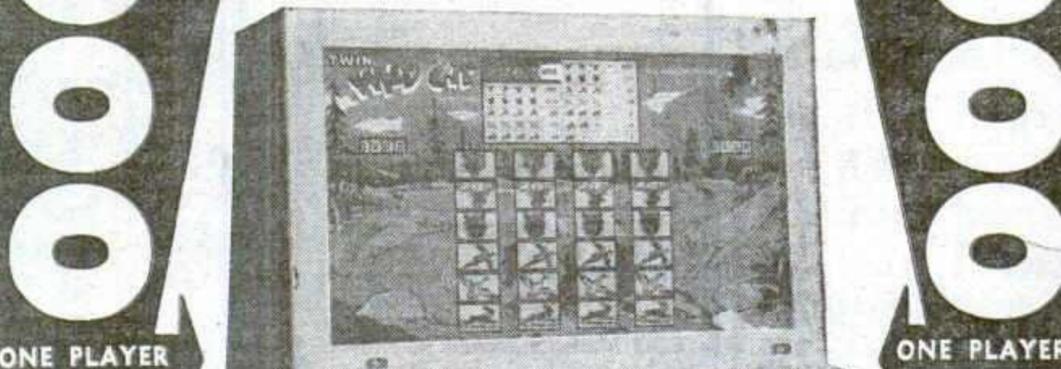
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- Always Available From Stock
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ONE PLAYER

ONE PLAYER

LOCATION TESTED

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Optional Coin Denomination
Height 56"
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Ship. wt. 200#

MANUFACTURED BY GAMES, INC.

2950 N. Campbell Av.
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The originators of electric upright free-play games.

2-Way Radio Pays Off for Miss. Op

COLUMBUS, Miss. — A. B. Ford, owner of Fairway Amusement Company, has installed a two-way radio system in his three Ford Ranchero pick-up service

trucks and one auto his routemen use on calls.

He invested \$6,000 in the equipment and expects the savings on wear and tear on equipment, gas bill, repairs and reduction in telephone costs to pay for it in from 20 to 24 months.

The system is controlled by a two-way mike in the office, with the dispatcher in touch with the service vehicles at all times. In addition to the savings, Ford expects to render better service to his locations.

The radio short-wave set covers a radius of 60 miles and most of Ford's route. He has 175 to 200 pieces of equipment, music and games, in Eastern Mississippi and some in Northwestern Alabama. Columbus is only a short ways from the Alabama line.

In Mississippi his route is spread out from Columbus to West Point, Starkville, Macon and points in between. It is the exact type of route which can best benefit from a two-way radio service system.

Ford gave this example: His servicemen, in calling in, have to make some long-distance calls. They ran 20 cents, 30 cents or 40 cents. A routeman may call from West Point, Miss., find that there are no service calls to make and is told to return to Columbus. This is under the old system when he used a telephone.

Service Call

But, and this has happened, five minutes later a location owner in West Point has a breakdown of a pin game and calls in for a serviceman.

Under the old telephoning system the repairman would go all the way back to Columbus, have to turn around and drive back to West Point—a waste of gas, wear

and tear on the car—and a valuable workman's time.

Under the new radio system the dispatcher can catch the repairman by two-way radio and send him back to West Point before he has gone very far.

The two-way radio system seems to be a coming thing for operators, especially in the South where routes are spread over many miles in a rural area. In cities, routes can be concentrated in a small area. But in small towns and rural sections they cover many small cities and in-between locations.

The first operator, a young man with a radio background who used

his Navy radio training and some foresight, was the first to come up with the two-way radio system in the Mid-South. He is Paul Mauceli, owner of Paul's Novelty Company at Greenville, Miss.

Since he made the first move two years ago, several Mid-South operators have seen the wisdom of it and have also installed two-way radio equipment.

Indiana Coinmen Request Stay on Submitting Appeal

INDIANAPOLIS—A request for a 30-day extension for submitting an appeal brief was filed with the State Supreme Court by two Indiana amusement equipment distributors.

James H. Peachy and John D. Ward are the appellants. Their appeal was to have been filed by Monday (21). They argued, however, that they needed more time for the preparation of the 462-page transcript of the lower-court trial they are appealing.

The action stems from a ruling of Circuit Court Judge John L. Niblack by which all free-game equipment was held illegal. Following the decision, law-enforcement agencies seized 89 machines belonging to Peachy and Ward.

Hammond Chief Sour on Pinballs

HAMMOND, Ind.—“There are no legal pinball machines at the present time.”

That is the position of Hammond Police Chief Mike Kambiss as voiced on the witness stand while testifying in the case of a restaurant owner charged with possession of a pinball machine.

And, warned the chief, that will continue to be his guiding policy until the law is changed.

FIRST presents a DOUBLE WINNER!

CHICAGO COIN'S

16' QUEEN BOWLER 21' KING BOWLER



NEW GAMES

- Auto Bell's GALLOPING DOMINOES
- Bally BATTING PRACTICE
- Bally CHALLENGER
- Bally CLUB BOWLER
- Gottlieb SWEET SIOUX
- Keeney BIG "3"
- Keeney BIG DIPPER
- Keeney TOUCHDOWN
- United FLASH
- United LEAGUE BOWLER
- Wms. GOLDEN BELLES
- Valley 6-PKT POOL
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Write or Call for Latest Listing of All Types **BINGO GAMES** PRICED RIGHT!

CHICAGO COIN **BOWL MASTER** 8' Shuffle Alley

CHICAGO COIN **PLAYLAND** Rifle Gallery w/Moving Targets

CHICAGO COIN SPECIALS!

Ready for Immediate Delivery! Thoroughly Reconditioned!

- ROCKET SHUFFLE\$195
- ROCKET SHUFFLE, 2-PL... 225
- EXPLORER 225
- BATTER-UP 245
- REBOUND SHUFFLE 110
- ROCKET BALL 175

ARCADE

- Genco FOOTBALL\$110
- Wms. CRANE 115
- C. C. STEAM SHOVEL .. 115
- Bally ALL STAR BOWLER 170
- Genco MOTORAMA 215
- C. C. TWIN HOCKEY 215
- Williams TEN PIN 140
- Wms. SIDEWALK ENGINEER 105
- TELEQUIZ W/Film 95

GUNS

- Genco CIRCUS GUN ... \$295
- Genco STATE FAIR 240
- Genco DAVY CROCKETT 225
- Genco BIG TOP 195
- Keeney RANGER 195
- Un CARNIVAL GUN ... 140
- Keeney SPORTSMAN ... 135
- Genco RIFLE GALLERY 135

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222 E. THIRD STREET, CINCINNATI

a **ROYAL** welcome awaits you!

DAVIS 6-POINT GUARANTEED!

SEEBURG	V200 with VL Selection Receiver . \$475
	HVL200 Hideaway 475
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WURLITZER	1500 \$ 99
	1550A 139
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Indiana Judge Upholds Ruling On 1955 Anti-Gambling Law

JEFFERSONVILLE, Ind. — Sheriffs or police officers who fail to seize pinball machines and arrest the location owners should be indicted for nonfeasance, a special judge asserted here Thursday (24) while handing down a decision which has assumed State-wide importance.

Closely watched by all Indiana operators and distributors, the case tried before Special Judge Owen Voigt involved a test of the constitutionality of the anti-gambling law passed in 1955 and an amendment enacted in 1957.

Harlow Conklin and Al Murley, area restaurant owners, were the defendants whose appeals were turned down by Judge Voigt. Arrested last May for the possession of three pinball machines, they were convicted by a jury and fined \$500. That verdict, appealed by the two, was upheld by Voigt.

Don't Give In
 Attorneys for the restaurant own-

ers argued that the law was unconstitutional in that it was ambiguous in its establishment of a standard of guilt.

"Nothing could be more clear than the statute," Judge Voigt declared. "These cases were tried by a jury of 12 men and women of Clark County. They heard the evidence. They saw a demonstration of the operation of the machines. By their verdict they found the machines to be gambling devices within the meaning of the law. Further, it is illegal for anyone to knowingly possess these machines or any of a similar type which are used to record so-called 'skill points.'"

The judge then voiced his warning to sheriffs and police who tolerate pin operations.

Prosecuting Attorney Howard J. Snyder requested the court's permission to destroy the machines. A defense objection delayed consideration of that motion until this week.

County Plans Tax Collection At City Spots

ST. LOUIS—Operators and location owners here may be stuck with additional taxes on coin machines due to a ruling by State Attorney General John M. Dalton.

Dalton ruled that St. Louis County licensing laws, not generally applied to amusements in municipalities, are now to be applied to incorporated as well as unincorporated areas.

This would mean that machines operated in the various cities of this county would be taxed, along with those outside the cities.

County officials expect a major part of the potential revenue increase for the county's general fund to come from the \$2 to \$5 tax on juke boxes, games and vending machines.

The attorney general's opinion came as a result of a request by State Sen. Raymond B. Hopfinger (D.), St. Louis County. Hopfinger had been asked to clear up the matter by Gordon E. Olson, city manager of Berkeley.

reported in The Billboard. Jones is the Wurlitzer distributor in the Indianapolis and Cincinnati areas.

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

It's Magnetized! It's Location Proven! THE ALL NEW Imperial



After four months on location throughout the country, the Imperial proves to be the most advanced and finest shuffleboard in America. Get those extra coins now. Write, call or wire for complete details.

Available in 15', 18', 20' and 22' lengths.

AMERICAN SHUFFLEBOARD COMPANY

210 Paterson Plank Road, Union City, New Jersey

UNION 5-6633

Jones Open House Dates

CINCINNATI—The open house to celebrate the opening of the Cincinnati office of the Lew Jones Distributing Company will be held October 10 and 11 instead of October 11 and 12 as previously

OPERATORS

The Switch in '59 is to a Dime

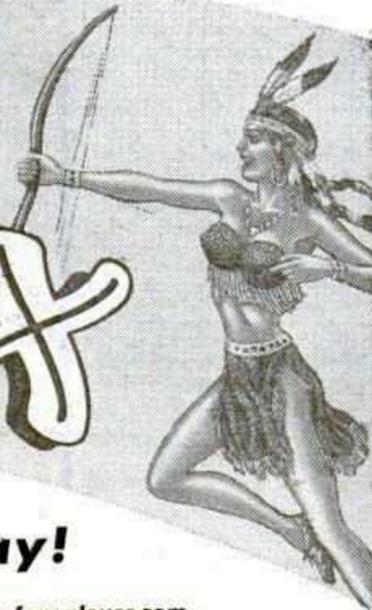
In '33 nickel play was OK. Don't operate in the past . . . the switch in '59 is to a dime!

D. GOTTLIEB & CO.

Gottlieb's 4 Player



SWEET SIOUX



Leads the Way
 in Competitive Play!

This Indian Gal is really spirited! Positively the best in four player competition or even when played solo. Tops in action . . . tops in features . . . tops in "play it again" appeal.

See, play and order SWEET SIOUX at your distributor today!

- 5 ways to score 10 times target value in "running light" section
- Dropping ball in purple or yellow hole when lit scores 10 times target value
- "Red Arrow" lights to score 10 times target value
- 5 top rollovers score double indicated value when lit
- 4 contacts spin Roto-Targets
- Two way double match feature • 3 or 5 ball play
- 2 super-powered flippers for action skill shots

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Dime play is here to stay—buy Gottlieb Games and keep it that way!

Amusement Pinballs
 as American as Baseball and Hot Dogs!

W. Va. Congressman Warns on Compromise With ASCAP

BLUEFIELD, W. Va. — West Virginia music operators were warned against showing any signs of weakness or willingness to compromise on licensing fee legislation here Friday (25) by the State's lone Republican congressman.

Speaking before members of the West Virginia Music Operators' Association, Rep. Arch Moore, a member of the House Judiciary subcommittee which conducts the

ASCAP hearings, told the operators they would have "holes in their heads" if they agreed to any form of compromise.

The Congressman told the operators that they have a lot of friends in the House and that "the ASCAP legislation won't get off the ground if you continue to fight and refuse all deals or compromises." He added that the only time a compromise with ASCAP would be in order would be when the operators

have their backs against the wall. This, he assured them, is not the case.

Representative Moore also warned the operators that once ASCAP breaks thru with a nominal fee for performance rights, the figure will be increased later on, and eventually the tariff will be steep enough to hurt. He added that he had watched ASCAP work at close range and that the organization is itching to move in on juke boxes.

Representative Moore paid special tribute to the efforts of William Wortham, West Virginia MOA convention chairman and executive secretary, for his efforts in fighting the proposed ASCAP legislation.

Jack Bess Strong Convention Goer

RICHMOND, Va. — Jack G. Bess, president of the Roanoke Vending Exchange here, is fast gaining the reputation of being the coin machine industry's No. 1 conventioneer.

Bess, who attended the annual meeting of the West Virginia Music Operators' Association in Bluefield last week, is in Winston-Salem, N. C., this week for the North Carolina convention of the Loyal Order of the Moose.

Late this summer the AMI distributor attended the International convention of the Loyal Order of the Moose in Pittsburgh, while a couple of weeks ago he attended the convention of the Music Operators of Virginia in Richmond.

And Tuesday thru Thursday (29 thru 31), Bess was at the Virginia State Restaurant Association's annual convention in Richmond.

NVA Insurance

• Continued from page 69

experience," he added. If loss experience warrants it, there will be a reduction in rates at the end of the year, he said.

Altho peanut machines and other venders will be covered, machines vending soft-center candies are excluded, he said. Operators are required to inform the insurance company of the type machines for which they want coverage. The insurance applies to venders operated at a penny, nickel, dime or quarter, said Mitchell.

As in the past, operators are insured on a per-machine basis. Basic limits are \$50,000 and \$100,000 liability and product liability, and \$5,000 property damage. "If additional limits are required, they are available to operators at a small added premium," said Mitchell. The master policy is in the name of NVA, and individual certificates will be issued to members and their customers as required.

Per-Machine Basis

Operators are not required to furnish serial numbers of machines. Mitchell emphasized, however, that operators should report all machines on location. Rates are made on a per-machine basis. If all machines are not reported, operators not only run the risk of failure to collect on a claim but of losing their insurance as well.

Mitchell pointed out that the NVA group product liability and property damage insurance is limited to its members, and urged full participation in the program. Address of W. W. Rice & Company is 135 South LaSalle Street, Chicago.

IRS Reverses

• Continued from page 71

tion 4231(6) of the code does not apply to such amounts. However, in the event that the type of goods customarily vended by such machines changes materially, the service may find it necessary to reconsider the question as to whether amounts deposited in such machines may be subject to the cabaret tax."

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Phone,
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Today!

GIVE TO DAMON RUNYON CANCER FUND

DOUBLE WINNER!

1. OFFICIAL
REGULATION
SCORING
Top Score
300



2. HIGH SCORING with
BONUS BALLS
Every Frame Plays Like The 10th

* A STRIKE In Any Frame Gives Player 2
EXTRA BONUS BALLS In That Frame!

* A SPARE In Any Frame Gives Player 1
EXTRA BONUS BALL In That Frame!

TOP SCORE 900

chicago coin's QUEEN Bowler



* Available in 16½
and 21½ ft. Lengths!

- Roll Over "Ball Count Switches" In Playfield!
- Ball Lift — ¼ hp. Motor — Belt Driven (No Gears)!
- Jumbo Size Score Drums!
- "Lite-Up" Pin Recorder — Records Pins Left Standing!
- Extra Sturdy Cabinet Takes Continuous Play!

Chicago Dynamic Industries, Inc.

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CHICAGO 14, ILLINOIS

Other
chicago coin
Profit
Winners!

Playland
Rifle Gallery
Bowl Master
Star Rocket
Jet Pilot
King Bowler



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

Operating pinball games is a **LOTTA-FUN** again!

Get the happy facts about LOTTA-FUN*...the new Bally high-score game with light-a-line skill-appeal...popular spot-a-number feature... 6-coins-a-game earning-power...new "Auto-Mission" Coin-Divider...

designed for top, trouble-free profits. Talk to your Bally Distributor today....or write to BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago 18, Illinois.

*Ohio model—FUN-WAY—cannot be operated to permit free plays without deposit of coin.

UNITED'S 3-WAY SHUFFLE ALLEY

offers players choice of 3 TYPES OF SCORING!



PLAYERS
SIMPLY
PRESS BUTTON
FOR CHOICE

Regulation Scoring!

Flash Scoring!

Bonus Scoring!

AVAILABLE IN
Deluxe Model
WITH
3-WAY MATCH FEATURE

OTHER UNITED HITS

★
LEAGUE
BOWLING ALLEY

★
SIMPLEX
BOWLING ALLEY

★
SHUFFLE
PLAY-MATE

SEE YOUR DISTRIBUTOR

ATTRACTS ALL TYPES OF PLAYERS

- ★ 1 TO 6 CAN PLAY
- ★ RAPID-SCORING TOTALIZERS
- ★ NATIONAL REJECTOR
- ★ 8½ FT. LONG, 2½ FT. WIDE
- ★ SHIPPING WEIGHT, 430 LBS. (CRATED)

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