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OCTOBER 12, 1959 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

New Pacts Stress Pic-Disk Tie-Ups

Twitty, Nash Latest Camera Targets; Instrumentalists, Arrangers Inked

NEW YORK — The inter-relationship between records and the movies in the entertainment spectrum becomes more pronounced—with a number of additional pic deals for disk names noted in recent weeks.

Latest entrants in the field include M-G-M's Conway Twitty and ABC-Paramount's Johnny Nash, with a new effort already scheduled for Imperial's Ricky Nelson, following his appearance earlier this year in "Rio Bravo." Also noted were the signing of disk talent in the instrumental and arranging areas, not to mention the jazz field for picture work.

Cross promotion values of the deals are of course obvious with hot disk artists of any given moment much in demand on TV and for various personal appearance tours both as a part of a package and on a solo basis. During such exposures plenty of plugs for the artists' current film can be expected.

Another kind of promotion which comes as a reflection of the disk-pic tie-up is that being worked by Columbia Pictures on "The Gene Krupa Story," a biopic of the well-known skin man. The pic features disk chanters Jimmy Darren and Sal Mineo in co-starring roles. In the promotion, Columbia has made a merchandising tie-in with Halo Shampoo, with Darren featured in a flock of magazine color ads thruout the fall. In each ad, there's a plug for the pic, with exposure slated for M-Call's, Good Housekeeping, Seventeen, Modern Romances, and Scholastic.

Twitty Deal
The deal for Conway Twitty is for four M-G-M pictures on a non-exclusive basis. Twitty's disks are

Pic Stars Get Itch for Disks

NEW YORK — Just as disk stars migrate from record to pics, so do filmdom's brightest lights occasionally stray into the world of records. So it is with one of the screen's current hottest attractions, Rock Hudson, star of "Pillow Talk."
Hudson cut his very first disk—for Decca Records—as a result of the pic. The sides, "Pillow Talk," and "Roly Poly," both from the film, have brought Hudson into the typical disk promotion circuit, with the star recently engaging in a cross country deejay tour plugging his record.

N. Y. HI-FI SHOW SPARKS TOP DRAW, INTEREST

NEW YORK—"One of the best ever," was the way an official described the attendance and interest at the New York High Fidelity show, which opened here at the Trade Show Building Tuesday (6). Sponsored by the Institute of High Fidelity Manufacturers, the show, including five floors of exhibits, ran thru Saturday (10).

Tho the show primarily highlights component audio equipment in its exhibits, the presence of 13 diskeries was also noted. "The interesting thing," according to show director Sid Cottin, "is the fact that in virtually every case, record company exhibitors asked for more space this year than they have had in the past. Another indication of record company interest was the fact that several last minute bids for space had to be turned down because it just wasn't available."

Record companies included in the exhibitor roster were Angel, Audio Fidelity, Bel Canto, Capitol, EmArcy, London, Everest, Montilla, RCA Victor, Warner Bros., Westminster and Vanguard. At the Victor three-room exhibit area, a strong pitch was being made for the company's cartridge tape player.

Also represented at the level of music suppliers were pro-recorded tape firms including, again, Audio Fidelity, Bel

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Component Exhibits Key Home Decor at 1959 Hi-Fi Show

Monophonic Equipment Dead Issue; De Luxe Stereo Units in Spotlight

By RALPH FREAS

NEW YORK — The 1959 High Fidelity Music Show at the Trade Show Building here last week (October 6 thru 9) is noteworthy for the continuing efforts of component firms to break away from merchandising methods peculiar to that industry. The 1959 show also provided moments of drama when the latest scene in the rhubarb over the West Coast shows unfolded at the IHFM membership luncheon meeting Wednesday (7).

In contrast to the Trade Show din, the professional wing of the industry, the Audio Engineering Society met across Eighth Avenue in the Hotel New Yorker in dignity and quiet. They listened to papers on subjects like "Synthetic Reverberation" and "The VU Meter — Victory Over the Uninformed." As one observer put it, the two groups differ as an engineer does from a sales manager.

More Exhibitors
This year's High Fidelity Music Show showed a boost in number of exhibitors of almost 10 per cent. Attendance on opening day dropped from last year's figure because of competition from the World's Series, seen on TV here between 4:30 and 8:00 p.m. Show

spokesmen were confident attendance later in the week would boost the total to beat last year's 33,000.

Key exhibits at this year's show were five "decorator rooms" designed for beauty as well as top sound reproduction. Even if these exhibits didn't bring additional distaffers to the show, the idea was picked up by local press, with pictures appearing in the women's pages of the Times, Tribune, Daily News and others.

The "decorate your home with music" theme also dominated most individual exhibits. Components, which heretofore were seemingly designed with the engineer in mind, appeared in slimmer lines, fancy control panels, decorator colors and fancy hardwood cabinetry. Cabinetry not too many years ago was anathema to components manufacturers.

Little Really New
But essentially there was little really new at the show. Some observers compare the new product introduction in this industry to what happens every year in the auto industry. Change the grille, add a couple tail-fins, beef up the power a little and you have a new model. This, they say, is what component firms are doing.

Monophonic equipment is a dead issue. Few firms show any. And, in stereo equipment, the trend seems to be toward de luxe, high-price units. If components firms are afraid the public will balk at high price tags, they haven't told their engineers and designers about it.

Magnetic tape continues to hold plenty of interest and, in fact, creates new interest because of four-track and cartridge innovations. Two new recorder firms, Movic and Uher, bowed at the show. Movic,

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NEWS OF THE WEEK

FTC Studies Disk Club Competitive Activities . . .
The Federal Trade Commission is looking into the competitive activities of disk clubs and their impact on record shops to see if the clubs constitute unfair competition. . . . **Page 2**

Victor, Columbia, Mercury Sets To Be Offered by Diners' Club . . .
The Diners' Club, which up till now has offered package product of more than a score of indie firms to its mail order customers, will shortly for the first time offer albums from Columbia and RCA Victor as well. Mercury LP's too, are believed in line for sale thru the Club. . . . **Page 3**

Columbia Moves Into West Coast Battle . . .
Columbia is joining the battle for the nation's number two market with an expanded West Coast operation. It will become the third contestant in the competition now being waged between Victor and Capitol. . . . **Page 3**

515,967 Gate a New Record For Mid-South Fair, Memphis . . .
The Mid-South Fair at Memphis for the first time on record topped the half million attendance mark, pulling 515,967 in nine days. A strong program, featuring Roy Rogers and Dale Evans, good weather and big promotion combined to set the record. . . . **Page 44**

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New Hi-Fi TV Standards

WASHINGTON — A standard "music power output" for stereo and hi-fi equipment made by TV manufacturers has been set up by Electronics Industries Association. The standard was approved by the Consumer Products Division, after a poll of TV set manufacturers was reported by the Engineering Department of EIA. The association will publicize the standards thruout the industry.

FTC Studies Competitive Activities of Disk Clubs

Mull Dealers' Allegations of Unfair Advertising and Promotion Tactics

By MILDRED HALL

WASHINGTON — The impact of record clubs on retail record dealers is under study by the Federal Trade Commission to determine if the clubs constitute unfair competition, it was learned here last week. Recent impetus has come from Sen. Paul Douglas (D., Ill.) who has asked the FTC to look into complaints of unfair advertising and promotional tactics of the clubs, in response to a plea from dealers.

The FTC itself has no comment on the investigation. The agency does not release any information about a case under study, until charges have been made public on a complaint. However, the story leaked out profusely here, when dealers in the area were contacted by FTC attorneys for their side of the story.

It was learned from dealers, and from the Senator's office, that a prime target of the study is the large amount of club sales advertising by the manufacturers, which retailers claim has been a strong factor in declining sales by retail store, particularly in classical music, over the past four years.

To prove unfair competitive practice, it is expected that the agency will have to pinpoint statistically the dealer losses directly attributable to the alleged inroads of record club sales, and promotion by manufacturers in recent years. A Washington attorney also pointed out that the government may have to prove that the clubs owned by the manufacturers are in the nature of a separate retail outlet in competition with the record dealers for customers.

Dealers maintain that the clubs originally promised to send more customers into the stores to buy records — but now aim advertising at keeping the buying in the clubs, thus bypassing the dealer.

Dealers here have expressed the hope that the FTC study would carry well beyond the clubs, into distribution and all phases of discriminatory dealings in the industry "which have made prices such a shambles." Most seem to have talked about the discounters and rack jobbing as much as the clubs, to the FTC attorneys. Senator Douglas could not be reached for comment, but his office told The Billboard that "he is very concerned with the situation of the record clubs and the dealers, and intends to take a continuing interest in this matter." Douglas is a member of the powerful Senate Finance Committee, and a co-sponsor with Senator Clark (D., Pa.) on a bill to end deduction of entertainment and "gift" costs as deductible business expenses, legislation which may reach into payola aspects of the music industry. (The Billboard, September 28, 1959.)

Among the Washington dealers

contacted by FTC attorneys was Campbell's Music, a leading music merchandiser in the area. Campbell's is closing out its record department as "no longer profitable," in today's conditions in the record retailing field. In contrast, another topnotch dealer, Dan Danziger, owner of the carriage trade Disc Shop, is successfully expanding—but has also come out against the clubs. Danziger, who at one time headed the list of royalty-collecting dealers who promoted the clubs, has dropped club membership promotion for the past three years. He attributes the steep decline in his classical record sales directly to advertising and bonus offers by the record clubs.

The Campbell music store, pioneered by Earl Campbell, who served as NAMM president for two terms, expects to close out its substantial record inventory com-

(Continued on page 11)

COLUMBIA CLUB GROSS \$28 MIL

NEW YORK — On the record club story that ran in The Billboard last week (October 5), there was an error in the estimated gross of the Columbia Record Club. The figure should have been \$28,000,000, not \$2,000,000.

Court Vetoes Bourne Auction

NEW YORK — Bourne Music will not be put up for auction, according to a unanimous ruling of the Appellate Court of New York last Wednesday (7). The Appellate Court ruled against the auction last week and directed the case back to the Surrogate. The auction originally came about due to a dispute between the late Sol Bourne's widow, Bonnie Bourne, and his daughter Beebe Bourne, both directors of the company. Last spring the Surrogate ruled that the stock of the three corporations, Bourne Music, ABC Mu-

(Continued on page 12)

Atlantic Debs New Subsid

NEW YORK — Atlantic Records, in conjunction with indie West Coast producers Lester Sill and Lee Hazlewood, has launched a new disk subsidiary, Trey Records. Sill and Hazlewood will produce disks for the new label working out of their present Coast offices in Hollywood. The pair currently produce all of the Duane Eddy recordings for Jamie Records.

Atlantic will process and distribute Trey Records and will handle (Continued on page 12)

Solomon Sells Interest in Challenge

HOLLYWOOD —Bernie Solomon last week sold his interest in Challenge Records to his partners, Johnny Thompson and Joe Johnson. Solomon held 9 per cent of the firm's stock. Solomon gave as his reason the fact that he operates the Diner's Record Club. He said he felt it wasn't ethical for him to own a piece of a record company at a time when his record club handled the product of many other labels.

Solomon acquired the stock more than a year ago at the time when Gene Autry sold the label to Thompson and Johnson. Solomon held the stock as an officer, serving Challenge as secretary-treasurer.

Col. Makes Battle for West Coast Market 3-Way Fight

HOLLYWOOD —Los Angeles, the nation's No. 2 record market, appears destined to erupt into the major labels' No. 1 battleground.

The certainty of this prospect is assured by the fact that Columbia Records is sending major reinforcements to the Coast and will expand considerably its operations here. It is apparent that Columbia is girding itself to jump into the midst of the Los Angeles slugfest waged for more than a year between Capitol Records and RCA Victor.

Columbia Records, The Billboard learned exclusively last week, will take over substantial space in the Sunset Boulevard Columbia Square Building home of CBS-KNX, the network's 50,000 watt flagship radio station and coast origination point for its network broadcasts. Columbia Square will provide a one-roof housing for the label's greatly expanded artist and repertoire department and the complete business side of its coast operation. All Columbia Records personnel will be based at this new site with the exception of the pressing plant and distribution. Thus for the first time in Columbia's Coast history, all its forces will be consolidated at one location.

Columbia is expected to convert some of the broadcast audience

studios into recording studios, marking another Coast first for the label in that it will now have its own recording facilities here. It's Coast a.&r. department will be headed by Executive Producer Irving Townsend (The Billboard, September 21) and will include Percy Faith, Frank De Vol and Alan Emig. It will also house the sales and record promotion departments for the Coast.

Advantages of consolidating all operations in a single location are many. It brings all departments within working proximity of each other and eliminates the time and nerve consuming burden of driving between far-flung locations in this widespread area.

To a great extent, Columbia's conversion of the CBS-KNX broad-

cast facilities closely parallels RCA Victor's move a year ago when it took over a portion of NBC's Sunset and Vine Radio City headquarters. Acquisition of NBC space and conversion of these broadcast studios into recording studios was the brainchild of Bob Yorke, RCA Victor Coast manager. It gave RCA Victor a central location of all its operations, including artist repertoire and recording.

Concurrent with RCA Victor's centralized operations and its overhauled company-owned distribution (which was brought in under the wing of the RCA Victor Record Division run by Harry Jenkins), the label greatly intensified its activity in this market. Strengthened record promotion, plus a

(Continued on page 12)

Victor Launches Huge Christmas Program

NEW YORK—RCA Victor has launched one of its biggest Christmas programs ever, consisting of special Red Seal and pop Christmas albums, the October Red Seal and pop release, and the first LP's in the firm's Soria series. The Soria LP's, produced by Dario and Dorle Soria are among the most luxurious ever turned out by the diskery. The covers on the four Soria packages on this release are all cloth bound—with an appearance similar to an expensive book, with great art works on the covers. The multiple set is packaged in drawer-type boxes, and the contain booklets with information about the recordings, designed by well-known art-book publishers. The single album is a dowel-type jacket with brochure package, also with a cloth cover.

First albums in the Soria Series include four recordings by the Vienna Philharmonic, available both as individual LP's or as a four-LP package. As a package it is called "The Vienna Philharmonic

Festival." Other items are an album titled "The Royal Ballet Gala Performances," a recording of the Broadway drama "J. B. and Handel's Messiah." All of the recordings are in stereo.

Victor's Christmas release consists of Red Seal Albums by the Boston Pops, the late Mario Lanza and one with Rosalind Elias and Giorgio Tozzi. Pop Christmas items include an Elvis Presley set, a Pe'ry Como LP, and others by the Three Suns, the Melochrino Strings, and Gisele MacKenzie.

The regular October Red Seal release includes two abridged operas, "Carmen" and "Macbeth," an album titled "Sol Hurok Presents," featuring great singers, and a seven-LP package featuring the Boston Symphony Orchestra under Charles Munch, in the cream of the Orchestra's symphonic performances. Pop albums for October are a rus' release by the Browns titled "Sweet Sounds by the Browns," and an album by Johnny Restivo.

MOSCOW NIX

Jocks Cold To Russky Hit Tune

NEW YORK — Cold war politics appear to be influencing some jockeys' musical opinions, according to spokesmen for Palette Records here. It seems that Palette is having a tough time getting jocks to play its new record of "Under Moscow Skies," by the Adams Singers, which it recently issued (Continued on page 6)

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Herb Dotten Show News, Chicago
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Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Ziffo Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
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Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUbar 1-6450

New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.
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Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CEstnut 1-0443

Washington 5, 1426 G St., N.W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

Show News-Misc. 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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SORD to Call For Singles Price Cut

CHICAGO—Support of a cut in the price of single records is about to be announced in black-and-white by the Society of Record Dealers (SORD). The organization's president, Martin Spector, a Florida retailer, has already come out for a price slash in speeches at SORD meetings.

The firm stand is announced in the fall issue of the SORD Bulletin, now being readied for mailing to dealers. The bulletin lists a three-plank platform on which the Society will concentrate for the coming year. The planks are:

"1. Competitive pricing, lowering the price of single records without changing the mark-up to dealers. Change of prices on older album merchandise after the demands for the album have slackened.

"2. A uniform 10 per cent re-

(Continued on page 6)

Krefetz-Blaze Promo Deal

NEW YORK — Lou Krefetz, veteran disk man, has signed on with Blaze Records on a special promotion assignment. Krefetz will make a two-week coast to coast promotion tour on the Bobby Comstock single "Tennessee Waltz." Krefetz recently vacated his sales post with United Artists Records.

Blaze has also acquired the services of Ronnie Grainger, former disk librarian at WINS here. Grainger has been doing Eastern promotion on the disk and has accompanied Comstock on a whirlwind jockey tour. Comstock has already appeared on the Alan Freed show and on Rate the Records. He was signed this week by GAC for a national tour.

HOLLYWOOD'S RECORD ROW

HOLLYWOOD — When Columbia Records moves its new Coast headquarters in the CBS-KNX Columbia Square Building, it will be located on what rapidly is becoming this area's record row. Sunset Boulevard, the radio row of a decade ago, will now have, within a few blocks as side-by-side neighbors, Columbia, RCA Victor and Dot Records.

The Capitol Tower is but a few blocks up Vine Street. Liberty Records recently purchased the Gene Autry Sunset Boulevard building several blocks west of this label line-up to add its banner to Hollywood's new record row.

Diners' Disk Club to Offer Members Major Label Picks

Col., Victor, Mercury Albums Will Be Included in Listings

By LEE ZHITO

HOLLYWOOD — The Diners' Record Club will offer its members major label product including albums from Columbia and RCA Victor, among others, the Billboard learned last week. According to a reliable source, Mercury also will be among the majors whose albums will be added to the Diners' list. Verve, who recently signed with the Columbia

Record Club, also will be among the labels Diners' will offer.

This marks the club's initial break-thru into the realm of the majors. Heretofore, boasting product from more than 20 record companies, Diners' only handled independent labels. The addition of the majors to its indie merchandise will fortify considerably Diners' claim that it's "free and willing to handle recordings made by any and all firms."

Furthermore, this places Diners' in the unique position of being able to offer its members product released by the labels who own competing clubs. It could not be determined at press time whether Diners' will include Capitol albums the first time it unveils its line-up of major label merchandise. The club is expected to inform its members within the next few weeks of the addition of major label product to its album roster.

Bernard Solomon, head of the Diners' Record Club operation, refused to confirm or deny the report that his club will be handling major label merchandise. He said it was against the club's policy to reveal what albums will be made available in future offers, or to divulge the size of the club's membership.

When the formation of the club was first announced, Solomon at that time said that once the club reaches its anticipated member-

(Continued on page 6)

Committee Staff Analysis Scores Decree Amendments

WASHINGTON — The essential failure in the attempt of the proposed ASCAP Decree terms to distribution and management in the American Society of Composers, Authors and Publishers, have been outlined in a staff analysis prepared for the Roosevelt (D., Calif.) Small Business Subcommittee. The report is expected to be released this week, and will be available, together with the Committee's 1958 hearings transcript, for reference during the upcoming discussion of the Decree terms, to be held before Judge Sylvester Ryan, in the U. S. District Court in New York City, Billboard learned at deadline (9).

While the proposed terms negotiated by Justice Department and ASCAP attorneys have some curative value, the staff analysis questions their fundamental ability to make the ASCAP board realize that "they are the servants of the membership, not the masters."

Even more bluntly, the docu-

ment is known to ask "whether any consent decree is truly appropriate in this case," since the Subcommittee was informed during hearings that the Society has paid little heed to the provisions of its 1950 Consent Decree. Also, the antitrust division appears to have been "less mindful of the traditional sanctity of orders of the Court than would be expected," in this case, the report notes, with the result that "many are skeptical" about ASCAP's honoring its promise to comply with the new terms.

The "unusual powers" of the board of directors of ASCAP, are criticized severely in the report, which taxes "these individuals directly" with the Society's failure to meet the 1950 Decree terms. Further, Justice Department would appear to have a basis for questioning their eligibility to serve again, but the Decree makes no provision for correcting this situation, the document reportedly points out.

ASCAP's weighted vote is held to be somewhat improved under the Decree terms, but more is needed to "dilute the powers of the ruling clique." Reportedly, the document recommends: a more cumulative voting arrangement, with voting for a number of board members done on a one-vote-per-member basis; a new election held immediately, not after a year's wait; members who are permitted under the Decree to "petition" a candidate onto the board should be allowed secret ballot, and should not be penalized by debarment from the general election. The report questions the value of

the petition proviso, and even more seriously asks how its "harsh" terms can be acceptable to the antitrust division.

The Decree terms' survey and logging proposals are found to be a marked improvement, but the staff analysis recommends: a great reduction in the number of unidentified tunes under the survey; correction of the leeway in requiring performance survey and logging in other areas, which will be done only as ASCAP "deems necessary," under the Decree terms.

In distribution practices, "it appears doubtful that the proposed terms will bring the necessary degree of relief," from the type of violation persistent under the 1950 Decree, the document notes. Among these are: the pension-type distribution of what should be strictly "performance royalty"; disproportionate rewards for length of membership; arbitrary formulas lacking consistency with actual performances.

Justice's proposed plan allowing songwriters a current performance election carries certain penalties, and the alternate seniority type plan still puts a "disproportionate" value on length of membership, the analysis notes. Justice appears to recognize the undesirability of this in publisher distribution, by

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M-G-M All-Out Goodman Push

NEW YORK — M-G-M Records has launched an all-out push on its special, new "Benny Goodman" treasure chest packaging. For jocks, the label has prepared Benny Goodman interviews with timed scripts. For dealers, there is a bevy of display material for windows, counters, etc.

Two separate discount deals are being offered to dealers on the campaign. Based on his ability to buy, he can get plan A, which is a package of five each of Volumes 1, 2 and 3 and two deluxe packages (21 albums in all), or Plan B which has three each of Volumes 1, 2 and 3 and one deluxe set. With plan A there's a bonus of 15 per cent in free merchandise and with plan B, he gets a 10 per cent merchandise bonus. The free merchandise can be taken from the label's current October package release.

Midsummer Sales on Singles Equal '58

NEW YORK — Sales of single records during the summer of 1959, from July 20 thru August 15, were equal to single record

1,800,000 LP's were sold (a 27.8 per cent increase). In the July 20 thru August 15 period of 1959, 200,000 EP's were sold, a drop from the 500,000 sold in the same period in 1958.

From a dollar standpoint, the above figures mean that in the July-August period of 1959, LP sales represented 65.4 per cent of the dollar volume, singles represented 33.3 per cent, and EP's counted for 1.3 per cent. On a year to date basis, from January 1 thru August 15, 1959, LP's accounted for 67.8 per cent of the dollar volume, singles for 30.1 per cent, and EP's for 2.1 per cent.

A comparison with 1958 for the same times is interesting. In the July 20-August 15 period of 1958, LP's meant 57.7 per cent of dollar sales, singles 38.1 per cent and EP's 4.5 per cent. On a year to date basis, January 1 thru August 15, 1958, LP's accounted for 58.3 per cent of dollar sales, singles for 37.8 per cent, and EP's for 3.9 per cent.

In unit sales only, singles are now accounting for only about twice as many individual sales as LP's. Or to put it another way, every time two singles are sold, an LP sale is made. The unit percentages for the year-to-date, January 1 thru August 15, are: LP's 32.4 per cent, singles 64.5 per cent, and EP's 3.1 per cent.

Dreyer Named Aberbach V.-P., Gen. Counsel

NEW YORK — Lew Dreyer, the attorney, has been appointed executive vicepee and general counsel for all of the Aberbach Freres music publishing firms. This includes Hill & Range, Alamo, St. Louis Music and all the others. The appointment was made by Gene Aberbach, head of the music company. Lew Dreyer has been handling the firm's legal work for the past five years.

In his new post Dreyer will coordinate all domestic and foreign activities on an executive level. He will also continue to act as litigation council as in the past. Dreyer will turn over his own personal legal work to other lawyers, depending upon the wishes of his clients.

Lieberson Belts NARAS Methods

NEW YORK — Columbia Records president Goddard Lieberson put into words what many industry members of NARAS (National Academy of Recording Arts and Sciences) have felt about NARAS nominations (The Billboard, October 5) in a stinging letter to NARAS execs Jim Conkling and John Hammond last week (9). In his letter, which blasted the method of nominating artists for NARAS awards, Lieberson expressed himself as "shocked" by the results of the recent NARAS nominations, stating that these nominations "in no way reflect either the status, the quality or the scope of the record industry." He blasted the omission of many famous artists from the nominations and the inclusion of much "obviously partisan material."

Lieberson's straightforward objections to the NARAS system of balloting is a concise expression of what many traders have felt about the NARAS balloting since

the organization started. Lieberson's letter suggests an end to the present system and that the nominations be sponsored by the RIAA, with critics and reviewers polled for their choices. Otherwise, claims Lieberson, the inadequacies can "only be detrimental to the industry."

Shocked by Results

Lieberson's letter reads, in part: "As a member of a distinguished and creative industry I am shocked by the results of the second year's nominations for outstanding phonograph record releases. In my opinion, these, as was the case last year, in no way reflect either the status, the quality, or the scope of the record industry. I say this after one year of considered silence and, even now, at the risk of being accused of 'sour grapes.' It must seem obvious to any detached observer that the NARAS nominations do not, by any means, represent a true evaluation of our industry's

(Continued on page 6)



Chi Pubs Irked by Radio Log Switch

CHICAGO — Fifteen ASCAP publishers here have retained a lawyer, Morton Schaeffer, to oppose the dropping of the ABC radio network from ASCAP's performance log.

The controversy arose after Stanley Adams, ASCAP prexy, wrote to all members recently that the procedure for logging radio plays had been redesigned by a research firm, Joel Dean Associates. The new design includes a refurbished sampling of local stations and excludes the ABC net on the ground that income from ABC plays did not justify the expense of logging the net. The new procedure went into effect October 1.

The complaint of Chicago publishers is that the country's oldest radio show, "Don McNeill's Breakfast Club," aired over 360 stations, is now blacked out of the ASCAP log, unless it is caught by

chance in the new sample on local stations. The show is the only network musical opus emanating from Chicago. As such, Chicago publishers have enjoyed an advantageous position in securing plays of locally published material because of personal contact with its musical staff, according to Schaeffer. This advantage, he said, corresponds to the advantage New York publishers have in promoting plays on shows originated there. Blacking out ABC, he said, gives unfair advantage to the richer catalogs of the New York pubberies.

Schaeffer said he wrote to ASCAP general counsel Herman Finkelstein on September 18 calling attention to the alleged inequity, but as yet his letter has not been answered. He also has submitted the grievance to the anti-trust division of the Department of Justice. Robert A. Bicks of the anti-trust office replied that he is "looking into this problem at once."

Next Monday (19), Schaeffer will present the complaint about the ABC logging blackout to Judge Sylvester J. Ryan in Federal District Court, New York, during a hearing on numerous proposed amendments to the ASCAP consent decree.

Perfect to Deb Pops & Classical

NEW YORK — Epic Records new low price LP line, Perfect Records, which will retail for \$1.98 for monaural and \$2.98 for stereo, will contain both pop and classical albums on its first release, which ships on October 5 to distributors and is due in stores on October 19. There will be 11 pop sets and five classical items, most of which are available both in stereo and monaurally.

Pop releases include sets by Lionel Hampton, Tony Scott, the Tapscot Singers, two albums by the Silver Strings, the German Male Chorus of Frankfurt, the Jean Scapio Ork, Chaquito and his Ork, the Luis Alvarez Tango Ork, and the Guido Percacci Quartet. There is also a Bullfight set with the Banda Taurina Espanola.

Classical releases feature the Clongne Concerts Orchestra under Pierre Dervaux, the London Philharmonic under Sir Adrian Boult, the London Symphony under Walter Goehr, an album of "Aida" Highlights with the Orchestra Teatro Dell'Opera of Rome, and Highlights from Handel's "Messiah" with Mattiwilda Dobbs, Grace Hoffman, Leopold Simoneau, and Heinz Rehfuss.

Coed Adds to Field Staff

NEW YORK — Coed Records has added to its personnel staff via Jules Losch, who will represent the label on the West Coast. Lanny Gaines who will be the East Coast field man, and Jerry Moss, who will cover the South. Coed now has four field men who will systematically alternate between all major sales areas. The sales force will work with Marvin Cane distributors in these areas.

Coed will introduce its first LP's later this fall. The initial release will be in the jazz field.

To coincide with Coed Records and its music publisher affiliates, Winneton Music, George Paxton, Inc. and Whiting Music, its Capax Management Corporation has expanded its talent roster with the signing of Billy Dawn, Andy Ackers, Billy Donahue and the Ivy's. The label already has the Rivieras in addition to the Crests. To insure material for their artists, a group of tunesmiths, including Bob Haymes, Billy Dawn Smith, Bert Keyes, Ollic Jonew and Alicia Evelyn have been signed.

EIA SETS HI-FI TV STANDARDS

WASHINGTON—A standard "music power output" for stereo and hi-fi equipment made by TV manufacturers has been set up by Electronics Industries Association. The standard was approved by the Consumer Products Division, after a poll of TV set manufacturers was reported by the Engineering Department of EIA. The association will publicize the standards thruout the industry.

New Singers, Pianists on Col. Roster

NEW YORK — Columbia Records has been having a ball signing singers and pianists this week. On the singing side the company has pacted thrush Joya Sherill, who used to sing with the Duke Ellington band. On the piano side Columbia has signed Mose Allison, who also sings while playing jazz piano; Vincent Lopez, who will cut an album of the hit tunes he has introduced over the years, and a new fem 88-er, Patti Bown. Columbia has also signed Billy Butterfield and organist Sir Charles Thompson.

DRIFTWOOD, PROFESSOR OF FOLK-SAGA MAGIC

NEW YORK — RCA Victor's bard, Jimmy Driftwood, whose arrangement of "Battle of New Orleans" is often credited with sparking the folk-saga song revival via the Johnny Horton Columbia disk, has been forced to give up school teaching. The native of Timbo, Ark., has been a school teacher for some 20 years in Snowball, Ark., and environs—but the worldwide demands for his songs has thrust him into the music business full-time. "But in a way, I'm still

teaching," says Driftwood. "Many feel the songs have sparked an interest in history, government, etc." he stated.

Here on a visit with his wife, Driftwood noted that few of his songs which have scored well have a love angle. The exception is "The Tennessee Stud," Eddy Arnold's biggest disk in a long time. But even this song's chief appeal is its historical aspect, its color and element of adventure.

Horton and Arnold are not the only artists who have been catapulted back into the best selling field via Driftwood songs. Homer and Jethro's "Battle of Kookamonga" on RCA Victor is their biggest disk in a long time. Ditto Johnny and Jack's disk of "Sailor Dan," and Hawkshaw Hawkins' recording of "Soldier's Joy."

Driftwood has well over 1,000 songs. Some were "scraps" which he found, patched and revived.

(Continued on page 12)

Tops Extends 10-Free LP Giveaway Plan

HOLLYWOOD — Tops Records is extending its 10-free album offer for an additional 30 days after an avalanche of more than 1,800 requests greeted its initial giveaway announcement. Tops made its offer via a display ad in The Billboard.

It told dealers new to the Tops line that it will give them 10 of its \$1.49 packages for the asking. It explained as the purpose of its giveaway: (1) Proof of its claim that its \$1.49 product is equal in quality to labels selling for \$3.98; (2) It suggested that dealers place the albums on sale to test their market appeal.

Dealer response to the offer has far surpassed anticipations, according to Tops prexy Carl Doshay. He claimed that dealer orders as a result of the promotion similarly exceeded expectations. Offer is being extended, Doshay said, because of the program's success.

Tops launched this promotion to spearhead its invasion into the regular music dealer level of the disk business. The label heretofore concentrated its sales efforts on large chain store outlets. Tops will continue to follow its one-step (factory direct) distribution, operating sans distribs in a manner similar to the pattern it has followed with chain stores for more than a decade.

Big City Little Dealers Catch On-Sub Rosa

NEW YORK — An interesting small dealer co-op buying pattern is starting to spring up in some of the large cities about the country. Many smaller dealers are banding together quietly and ordering records in quantity from transhippers outside their cities wherever they can get better deals than from their local distributors. Then when they receive the merchandise they split it up and each dealer takes what he needs. This co-op buying pattern has sprung up because many smaller dealers are convinced they cannot get the same deal from their local distributor as large discounters in their cities do.

In one large city for instance, it is known that a number of dealers are getting close to half of their merchandise from out of town rather than from local distributors. And according to these dealers

ARD to Buck Clubs Via Co-Op Ad Plan

NEW YORK — A concerted, large-scale co-operative ad program is about to be launched by the Associated Record Dealers of New York and New Jersey. The campaign is expected to get under way about November 1, according to Association's prexy, Sy Bondy, who operates the Bondy Record Shop, Manhattan.

Present plans call for up to a half-page weekly for eight weeks in The New York Sunday Times, "in the same pages where all the big discounters have been running their ads," said Bondy. There will also be considerable stress put on local weekly papers in the suburban areas served by member dealers. The ads will be placed by the Association, which entitles the group to lower rates for the same amount of space. Each ad will list the addresses of all members' stores who are taking part in the campaign. Present indications are

that between 75 and 100 individual dealers will participate in the project.

"The ads will contain a coupon," Bondy continued. "The reader will be told to clip the coupon out and bring it in to any member store listed. The coupons will be put into a box and each week, each store will have a drawing. The winners will receive a free diamond needle for his phonograph."

"We'll be offering different specials each week at really ridiculously low prices. Sure they'll be below wholesale in some cases but Goody and Korvette and a lot of

(Continued on page 12)

Buffalo Disk Dealers Band

BUFFALO — Record dealers have banded together here to form an organization known as The Record Dealers of Greater Buffalo, Inc. Plans were first set in motion for the group last April.

According to prexy Lou Dell, the group has already had some solid accomplishments. Since starting, it was noted, co-op ads have been run in local papers on the RCA Victor, Mercury and Stereo Fidelity special promotions. Each dealer gets his store name listed in the ad for \$10.

A current promotion is being carried out on WWOL radio in which 18 dealers and seven distributors are together. Each dealer gets a

(Continued on page 12)

Lanza Heart Attack Fatal

ROME — Mario Lanza passed away last week (7) at the age of 38. He died of a heart attack after being in a hospital here for a week, and his heart condition was worsened by pneumonia and phlebitis. Lanza was in Rome working on a motion picture.

Lanza's records were among the top sellers on the RCA Victor label during the early 1950's. He had two singles that sold over 1,000,000 records, "Be My Love," which hit about 1,500,000 and "The Loveliest Night of the Year." Lanza also had the rare distinction of having an album that sold over 1,000,000 copies, "The Student Prince." And all of the singer's records were issued on the higher priced Red Seal label.

Lanza starred in many top-grossing movies in his tumultuous career. His flick "The Great Caruso" was one of the all-time top grossers. The last picture Lanza appeared in was "For the First Time," which was made in Europe. The singer is survived by his wife and four children, and his parent.

Ovens Heads UA Promotion

NEW YORK — Don Ovens has taken over as national promotion manager for United Artists Records. His last position was with Capitol Records as pop artists rep in the firm's national promotion department. He also served as a district promotion manager, New York promotion manager and Eastern promotion manager with the diskery. Prior to his association with Capitol, Ovens was on the staff of the Dick Linke publicity office.

CAPITOL RECORDS AND ITS RECORDING ARTISTS GRATEFULLY ACKNOWLEDGE THE 1959 NOMINATIONS BY THE NATIONAL ACADEMY OF RECORDING ARTS & SCIENCES

	RAY ANTHONY "Sound Spectacular" Best Performance by a Dance Band		JONAH JONES "I Dig Chicks" Best Jazz Performance — Group		LEONARD PENNARIO "Pennario Plays" Best Classical Performance — Instrumental soloist other than full orchestral accompaniment
	NAT KING COLE "Midnight Flyer" Best Performance by "Top 40" artist Best Rhythm and Blues Performance		THE KINGSTON TRIO "Kingston Trio at Large" Best Performance by a Vocal or Chorus Best Performance — Folk		MAVIS RIVERS Best New Artist of 1959
	BETTY COMDEN — ADOLPH GREEN "A Party With Betty Comden & Adolph Green" Best Broadway Show Album Best Comedy Performance — Musical		PEGGY LEE "Alright, Okay, You Win" Best Female Vocal Performance		FRANK SINATRA "High Hopes" Record of the Year Song of the Year (Sammy Cahn-Jimmy VanHeusen) "Come Dance With Me" Album of the Year Best Male Vocal Performance Best Arrangement (Billy May)
	STAN FREBERG "Stan Freberg with Original Cast" Best Comedy Performance — Spoken Award		NATHAN MILSTEIN "Four Italian Sonatas" Best Musical Performance — Chamber Music including Chamber Orchestra Best Classical Performance — Instrumental Soloist other than full orchestral accompaniment		FELIX SLATKIN "Cello Galaxy" Best Musical Performance — Chamber Music including Chamber Orchestra
	THE HOLLYWOOD STRING QUARTET "Villa Lobos String Quartet" Best Classical Performance — Chamber Music including Chamber Orchestra		MARK MURPHY Best New Artist of 1959	 This One  U384-5S6-3LD5	

R&B YANKS INVADE BRITAIN FULL-SCALE

LONDON—A wholesale invasion by the great American rhythm and blues artists appears to be in full swing here. On a successful concert tour right now are the famous team of Brownie McGhee and Sonny Terry. The pair are travelling the provinces.

Only recently, the well-known Chicago-based primitive blues artist, Muddy Waters, also won the plaudits of British blues fans in a concert tour, and word has it he'll pay a return visit.

Meanwhile, just this week it was announced that the American, Champion Jack Dupree, of Atlantic Records, would arrive here for a one-month visit November 1. Dupree will do a two-week engagement at a London night spot to be followed by two more weeks on the concert road circuit.

On the distaff side, only recently, the Queen, Dinah Washington, was here on tour and the artist made many new friends for herself. On the docket for upcoming tours are such fine authentic stylists as Helen Humes and Lizzie Miles.

In the orbit of folk blues, Josh White, for years a favorite in Britain, returned during the summer

for a series of engagements including a top-line TV appearance. Many of the current series of blues bookings are being carried out by the American Associated Booking Corporation thru Jack Green.

To Syndicate C.&W. TV-er

HOLLYWOOD — Nat Nigberg, whose c.&w. show, "Country America," recently concluded a two years' run on KABC-TV here, is producing the seg on video tape for TV syndication at the Rockett Studios here, which Nigberg has leased for the occasion. Taping is being done by Mobile Video Tape, Inc.

Included in the talent line-up are emcee Joe Allison, Debby Kay, Gordon Terry, Shirley Caddell, the Eligibles Quartet, Marty Robbins, Randy Sparks, Jim Reeves, the Surrey Dancers, and Bobby Bruce's Hometowners ork.

Technical staff comprises Nat Nigberg, producer; Mary Nigberg, director; Kathy Collins, art director, and Doty Vose, choreographer.

UA Skeds 8 Packages For October

NEW YORK — United Artists is releasing eight LP's in October. Included are the sound track from the coming Harry Belafonte film, "Odds Against Tomorrow," by John Lewis; the first two albums in the new UA series of recordings made on the famous Wurlitzer pipe organ, formerly owned by Paramount Pictures; "Steeverino" by Irene Kral and two classical albums, "The Pines of Rome" and four baroque compositions by Stokowski and the Symphony of the Air and "Forest of the Amazon" by Bidu Sayo. An LP of flamenco music by Curro de Uterra and Rafael de Coddobes and a jazz set, "Sliding Easy," by Lee Morgan and the Curtis Fuller sextet complete the release.

The diskery has joined in a national campaign with Spring Mills, distributors of Springmaid sheets, involving Connie Russell's album, "Don't Smoke in Bed." Ads will feature the picture of the thrush that appears on the LP cover.

The company has also released its first LP catalog. The 32-page, illustrated booklet provides complete information on their 98 albums. Song titles, a complete index, a numerical listing and price index are included. The catalog is complete thru December of this year. A special feature of the catalog is a seven musical category breakdown.

Don Costa, UA's a.&r. chief is about to record a jazz album, featuring arrangements by Bill Potts. Tito Rodriguez was recently signed by the label and will cut his first LP soon.

SORD to Call

• Continued from page 3

turn privilege from all manufacturers.

"3. The establishment of a national merchandise committee with representation of manufacturers, distributors and dealers to coordinate sales promotions and ideas."

The newsletter reports also that diplomatic relations are being established between SORD and Great Britain's Gramophone Record Retailers Association. The British group's president, H. A. Tipple, has written to Charles A. Simmons, former SORD president, suggesting a trans-Atlantic cabal. According to the newsletter, Tipple wrote:

"We feel that since you have already been affected by diverse problems which we only envisage in the near future, we could learn a great deal from your experiences."

"After reading your advertisement in The Billboard dated June 1, 1959, we entirely agree with the remarks expressed and have similar regrets ourselves that no organization was available to speak, or rather shout, for the rights and privileges of the bona fide record retailer. We would like to place on record our complete approval of your actions and wish you every success in your venture."

Diners' Disk Club

• Continued from page 3

ship, it would enjoy sufficient buying power to acquire any albums it may want to select for its membership, regardless of label. The Billboard last week confronted Solomon with this statement to ask whether the reported selection of major company albums means Diners' now has that buying power. He refused to comment, claiming that to answer this query would be divulging the size of the club's membership.

HOT 100 ADDS 10

NEW YORK—This week's Hot 100 chart adds 10 new sides. Essentials are:

67. We Got Love—Bobby Rydell, Cameo
70. I Dig Girls—Bobby Rydell, Cameo
73. Oh, Carol—Neil Sedaka, RCA Victor
83. Running Bear—Johnny Preston, Mercury
87. If You Don't Want My Lovin'—Carl Dobkins Jr., Decca
92. I Don't Know—Ruth Brown, Atlantic
94. Goodbye Charlie—Patti Page, Mercury
97. Dance With Me—The Drifters, Atlantic
98. The Story of Our Love—Johnny Mathis, Columbia
100. There Comes a Time—Jack Scott, Carlton

FIVE MORE JOIN LABEL PARADE

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

- Bayou Records, E. C. Spinks Jr., 5428 Calmont, Fort Worth.
- Blaze Records, care of Triumph Records, 54 West 74 Street, New York 23.
- Charm Records, care of Westminster Records, 275 Seventh Avenue, New York.
- Erald Records, 1312 Huestis Street Building, Ft. Wayne, Ind.
- Scarjet Records, care of London Records, 539 West 25 Street, New York.

Omega Cuts Stereos \$2, Monaurals \$1

HOLLYWOOD — Omega Records is putting a \$3.98 price tag on all its albums, both stereo and monaural. This amounts to a price cut of \$2 on its stereo packages, heretofore marked \$5.98, and \$1 on its monaural wares. New prices go into effect immediately. Normal mark-ups will prevail.

Label head Dave Hubert explained the move as means of providing a more realistic price structure. Cost of manufacturing a stereodisk, Hubert feels, is not that much more than its monaural counterpart to warrant the usual "dollar more" price policy. Cost was great in the early two-channel disk days and therefore the higher stereodisk price was valid.

Price cut coincides with Omega's release of 20 new LP's, consisting of eight stereo and 12 monaural albums. The latter dozen includes single-track versions of earlier stereo releases. Release embraces items in the pop, classical and jazz fields.

Lieberson Belts

• Continued from page 3

output during the past year. With all due respect to the artist nominated... the NARAS method of nomination cannot provide a true measure of artistic merit, or give any indication of the record industry's great artistic accomplishments in either the classical, jazz or popular fields. The omission of so many internationally famous artists and the inclusion of so much obviously partisan material demonstrates the inadequacy of a voting system which produces such results... What is the purpose of NARAS running a popularity poll? How can it bring distinction and recognition to our industry when it fails to evaluate the intrinsic merit of the product? It would seem that a popularity poll, in which the artists and members of the industry merely vote for themselves, is superfluous... I see no merit in self-served awards won by the sort of electioneering and lobbying which I believe must invariably accompany the NARAS method of balloting."

RIAA Sponsorship

Lieberson asked for the RIAA to sponsor the critical evaluation, with "qualified observers and professional critics." He noted that Columbia would "be happy to cooperate with any qualified agency." And he continued that "The

New Firm Set For Pressing; Distrib Ties

DALLAS—Texas Plastics, a new firm offering complete pressing and distributing service to independent record companies and artists, has been launched here by John W. Stephenson.

In its dealings with the artist or record companies, Stephenson says, all masters submitted will first be screened by the firm's a.&r. department. Upon acceptance, the artist or record company pays Texas Plastics \$450 for 3,000 promotional copies. The artist or indie gets 1,000 of the disks for mailing to disk jockeys or other promotional purposes. The remaining 2,000 platters are mailed by Texas to national distributors. If the record moves, Stephenson explains, all expenses for salable copies to distributors and dealers are borne by the Texas firm, the artist or indie receiving 14 cents on each record sold.

First release under the new set-up is a single, "Searching My Dreams for You," by the Hodges Brothers Band for the Whispering Pines label, of Indianapolis.

Jocks Cold

• Continued from page 2

on the label. The tune is the label's own version of the big Russian hit, which is called in that country, "Moscow Nights." In Moscow, Leningrad and other big Russian cities the tune has been number one on the Soviet Hit Parade for well over a year. (Tunes don't move up and down very fast there, it seems.) But some jocks have said to distributors handling the Palette disk: "What, play a tune about Moscow?"

Interesting aspect to the story is that the Palette record is only one of those on the market with the tune. Decca Records issued a record of "Moscow Nights" with the Max Gregor Ork a few weeks ago. And Palette is issuing an instrumental version of the tune with the Roland Palette ork next week. There will be many more versions as performers visiting Russia come back with the tune and records. Perhaps what is more interesting is that it is doubtful if any royalties will flow back to Russia on the ditty. Since the U. S. has no reciprocal copyright agreement with Russia, no royalties flow either way on material except by special agreement. Palette notes its version of the tune is in its own firm, since it considers the song P. D. and they commissioned their own lyrics. Decca's version is also P.D.

As one Palette exec put it, wryly, "If we can't get enough exposure on our record, we may bring it out again as 'Under Latin Skies.' We still think it's a good tune."

NARAS balloting... does not in any way enhance the stature of the industry or its participants." He concludes by stating, "If we all feel awards can bring honor and status to the record industry... let us at least devise truly objective methods which will confer real distinction on the recipients."

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L. C. COOKE

CHECKER 935

OUR BIGGEST CORRECTION

NEW YORK—In the adjoining columns is what is believed to be the biggest correction ever run by The Billboard. It was made necessary by errors in the Record Programming Section of the September 28 issue. The size and complexity of this section created problems which led to incorrect data running in several biogs. In addition, other biogs which were scheduled to run were omitted.

The biographies which ran in the Record Programming Section were intended primarily for use by deejays as chatter material to accompany their spins of current disks. The biogs included were those of artists whose records had appeared on The Billboard's record charts from May thru July, or who were receiving special promotional attention by the manufacturers.

Brazil Diskery Sets Up U. S. Operation

NEW YORK — Nilos Santos Pinto, chief of Gravacoos Musidisc, Ltd., big Brazilian indie record firm, is now going into an international operation. Pinto has organized Musidisc International, Inc., an American operation, with offices in the Tishman Building. Initial plans call for the release here of approximately 50 LP's annually, on the Musidisc label, the product being aimed at the American market. First releases are scheduled for November.

Pinto, whose Brazilian headquarters are in Rio, with additional offices in Sao Paulo, stated he also plans some EP and 45 r.p.m. product. The LP product, of which four per month or about 50 annually are expected to be released in the initial schedules, will be priced at \$4.98 and \$3.98, for stereo and monophonic, respectively. A low-price stereo LP line is also planned, to be priced at \$2.98.

Pinto's record label in Brazil is five years old, and it includes five subsidiary labels. The firm's catalog, built on a quality basis, contains much instrumental material, including symphonies of 80 to 100 musicians. Pinto, who expects to do recording in the States and in Europe too, will also release vocal material here.

Pinto, who also represents Vox and Grand Award, has had a career encompassing many segments of the trade. He was a vocalist under the name of Nilo Sergio with RCA Victor in Brazil; he was a record retailer, a disk jockey and critic—then branched out into his own record manufacturing operation. His studios and plant operation are completely modern, and its facilities are used by other labels.

Packages in the debut release will include "The Magic Strings," employing two separate 40-violin sections; "Cuba Libre," a dance package; "The Pan American Orchestra," doing American and Latin standards, and "Opera Fantasy," instrumental performances of noted arias.

Pinto is now arranging his distribution set-up here.

HOLLYWOOD — Robert Krechter last week was named acting director of Capitol Records' legal department. He will helm the department's operations. Krechter comes from the Northrop Corporation where he handled contract negotiation and administration in the aircraft and missiles field.

Today's Top Talent

Additions and corrections to the biographies of prominent recording artists which ran in the special Record Programming Section of the September 28 issue of The Billboard.

ARTIST (Current Record Label) Personal Mgr., Booking Office	BIOGRAPHICAL MATERIAL	RECORD DATA
JIMMY CLANTON (Ace) PM: Cosimo Matassa BO: G. A. C.	BIRTHDAY: Sept. 2, 1940. HOME TOWN: Baton Rouge, La. EDUCATION: College. HOBBY: Swimming. OTHER MUSICAL INTERESTS: Songwriting, plays guitar.	LATEST SINGLE: My Own True Love. LATEST ALBUM: Just a Dream. PREVIOUS HITS: Ship on a Stormy Sea b/w My Love Is Strong; Just a Dream.
CRASH CRADDOCK (Columbia) PM: Fred Koury	AGE: 19. HOME TOWN: Greensboro, N. C. EDUCATION: High school. HOBBIES: Folk music, football. BACKGROUND: Started in show biz at age 11 singing and playing guitar as entrant and winner of local TV talent show contest. Currently on 17-city personal appearance tour. OTHER MUSICAL INTEREST: Songwriter.	LATEST SINGLE: Don't Destroy Me b/w Boom, Boom Baby.
GOOGIE RENE (Class)	AGE: 28. HOME TOWN: Los Angeles, Calif. EDUCATION: High school. HOBBIES: Sports cars, painting. OTHER MUSICAL INTERESTS: Songwriter, arranger, member of ASCAP. BACKGROUND: Currently a.&r. director for Class.	LATEST ALBUM: Romesville. PREVIOUS HITS: Beautiful Weekend; Rebecca; Midnight.
JOE REISMAN (Roulette)	AGE: 35. HOME TOWN: Dallas, Tex. EDUCATION: High school. BACKGROUND: Was 18 when he joined first band playing saxophone. Also, began to do arranging. Played with Glen Gray, Bob Crosby, Sam Donehue, etc. Has arranged for Perry Como, Patti Page, Johnnie Ray, Jimmie Rodgers and the Playmates. Previously with RCA Victor. Now a.&r. director and artist at Roulette. OTHER MUSICAL INTERESTS: Arranger, conductor.	LATEST SINGLE: Lady Chatterly's Lover b/w Memphis Night Walk. LATEST ALBUM: Joe Reisman Salutes the All-Time Instrumental Favorites.
LITTLE RICHARD (Gone)	BIRTHDAY: December 25, 1935. HOME TOWN: Macon, Ga. BACKGROUND: Started as church soloist at 14. At 15 was singing, dancing and peddling herb tonic for a medicine show. A year later he won a talent contest at an Atlanta, Ga., theater. He retired from show business last year to concentrate on religious activities, but returned to show business this year. Formerly recorded for Specialty, now with Gone.	LATEST SINGLE: Troubles of the World b/w Save Me Lord, Milky White Way b/w I've Just Come Up From the Fountain. PREVIOUS HITS: Tutti Frutti, Long Tall Sally, Rip It Up, Keep a' Knockin', Good Golly, Miss Molly.
ROBERT SHAW (RCA Victor) PM: Walter Gould	BIRTHDAY: April 30, 1916. HOME TOWN: Red Bluff, Calif. EDUCATION: College.	LATEST ALBUM: On Stage With Robert Shaw. PREVIOUS HIT: Christmas Hymns and Carols.
BUDDY SHEPHERD (Play Me) PM: Hal Dennis	AGE: 18. HOME TOWN: Yonkers, N. Y. EDUCATION: High school. OTHER MUSICAL INTEREST: Guitar.	LATEST SINGLE: I'm Hypnotized b/w So Many Reasons Why.
SHIRELLES (Scepter) PM: Florence Greenberg BO: Shaw	AGES: Shirley Owens (leader), 18; Addie Harris, 18; Doris Coley, 18; Beverly Lee, 17. HOME TOWN: Passaic, N. J. EDUCATION: High School. OTHER MUSICAL INTERESTS: Shirley Owens wrote "I Met Him on Sunday."	LATEST SINGLE: Dedicated to the One I Love. PREVIOUS HIT: I Met Him on Sunday.
NINA SIMONE (Colpix-Bethlehem) PM: Bertha Case BO: G. A. C.	AGE: 26. HOME TOWN: Philadelphia. EDUCATION: College. BACKGROUND: Night clubs, Town Hall, concerts, Julliard. OTHER MUSICAL INTERESTS: Piano. REAL NAME: Eunice Waymon.	LATEST SINGLE: Porgy. LATEST ALBUM: The Amazing Nina Simone.
FRANK SINATRA (Capitol) PM: Hank Sanicola BO: W. M.	BIRTHDAY: Dec. 12, 1917. HOME TOWN: Hoboken, N. J. EDUCATION: High school. BACKGROUND: Started career as band singer with Tommy Dorsey. Films, TV, night clubs.	LATEST SINGLE: High Hopes b/w All My Tomorrows. LATEST ALBUM: No One Cares. STEREO EP's: French Foreign Legion, Come Dance With Me, Mr. Success, The Last Dance. PREVIOUS HITS: Young at Heart, All or Nothing at All, White Christmas, I've Got a Crush on You, Night and Day, September Song, You'll Never Walk Alone, Chicago, All the Way, Mr. Success, Oh What It Seemed to Be, Nancy, The Girl That I Marry, etc.
JIMMY SKINNER (Mercury) PM: Lou Epstein	HOME TOWN: Berea, Ky. EDUCATION: High school. HOBBY: Fishing. OTHER MUSICAL INTERESTS: Songwriter, music publisher, plays guitar and banjo. BACKGROUND: Currently owns record store in Cincinnati.	LATEST SINGLE: John Wesley Hardin. LATEST ALBUM: Songs That Make the Juke Box Play. PREVIOUS HITS: Will You Be Satisfied That Way; Dark Hollow; Doin' My Time; Let's Say Goodbye Like We Said Hello.
SKIP & FLIP (Brent) PM: Csida-Burton Assoc. BO: G. A. C.	AGE: 19. HOME TOWN: Tucson, Ariz. EDUCATION: High school. BACKGROUND: Personal appearances. OTHER MUSICAL INTEREST: Song writing, guitar. REAL NAMES: Skip, Clyde Batin; Flip, Gary Paxton. Skip is deejay for Arizona station.	LATEST SINGLE: It Was I.
SKYLINERS (Calico) PM: Joe Rock BO: G.A.C.	HOME TOWN: Pittsburgh. EDUCATION: High school. BACKGROUND: Write their own material. NAMES: Wally Lester, Janet Vogel, Jimmy Beaumont, Jack Taylor, Joe Versharem.	LATEST SINGLE: It Happened Today b/w Lonely Way. PREVIOUS HITS: Since I Don't Have You, This I Swear.
CARL SMITH (Columbia)	BIRTHDAY: March 15, 1927. HOME TOWN: Maynardville, Tenn. BACKGROUND: Local radio, "Grand Ole Opry," personal appearances. OTHER MUSICAL INTERESTS: Guitar, songwriter.	LATEST SINGLE: Ten Thousand Drums. PREVIOUS HITS: Let Old Mother Nature Have Her Way, Don't Just Stand There, Are You Teaching Me, Hey Joe, Back Up Buddy's Loose Talk, There She Goes, You Are the One, Best Years of Your Life, Your Name Is Beautiful.
KEELY SMITH (Dot) PM: Barbara Belle BO: W. M.-M. C. A.	HOME TOWN: Norfolk, Va., BACKGROUND: Radio-TV shows, movies, night clubs. Married to Louis Prima. Prima and Keely recently switched labels from Capitol to Dot. They have set up a talent management firm and will record their own masters.	LATEST SINGLE: I'm Confessin' LATEST ALBUM: Hey Boy! Hey Girl! PREVIOUS HITS: Old Black Magic, I've Got You Under My Skin, Bei Mir Bist Du Schoen.
TRUMPETEERS (Splash) PM: Murray Kaufman	LEADER: Billy Muir. HOME TOWN: New York City. EDUCATION: College. HOBBIES: Sports. BACKGROUND: Composing and arranging for top bands.	LATEST SINGLE: String of Trumpets.
ERNEST TUBB (Decca)	BIRTHDAY: Feb. 9, 1914. HOME TOWN: Crisp, Tex. HOBBIES: Golf, riding. BACKGROUND: Started in local radio in early '30's. He idolized the late c.&w. singer Jimmie Rodgers; was given Rodgers' guitar by Mrs. Rodgers, who opined he was carrying on her husband's tradition. Films, TV, radio, personal appearances.	LATEST SINGLE: What I Know About Her. LATEST ALBUM: The Ernest Tubb Story. PREVIOUS HITS: Missing in Action, Too Old to Cut the Mustard (with Red Foley), Half a Mind, Mister Love, No Help Wanted.
SAMMY TURNER (Big Top) PM: Herbert Lutz BO: Wm. Morris	BIRTHDAY: June 2, 1935. HOME TOWN: Paterson, N. J. EDUCATION: High school. HOBBY: Music. OTHER MUSICAL INTERESTS: Songwriter, arranger.	LATEST SINGLE: Lavender Blue. PREVIOUS HIT: Sweet Annie Laurie.
JERRY WALLACE (Challenge) BO: M.C.A. PM: Cy Kertman	AGE: 27. HOME TOWN: Kansas City, Mo. EDUCATION: High school. OTHER MUSICAL INTERESTS: Plays guitar, songwriter.	LATEST SINGLE: Primrose Lane b/w By Your Side. PREVIOUS HITS: Touch of Pink; How Time Flies.

FABULOUS!

"BG" COLLECTOR'S ITEMS NEVER AVAILABLE BEFORE IN A TREASURE CHEST OF PERFORMANCE RECORDINGS

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3E9—SPECIAL DELUXE TREASURE CHEST PACKAGE IN AN ATTRACTIVE SLIDE-IN CONTAINER HOLDING 3 12" LPs. ALSO AVAILABLE AS 3 INDIVIDUAL LPs & EPs.

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E3788	E3789	E3790
X3788	X3789	X3790

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Performance Recordings 1937-1938 by THE ORIGINAL ORCHESTRA, TRIO AND QUARTET featuring

BENNY GOODMAN CLARINET · HARRY JAMES TRUMPET · GENE KRUPA DRUMS
TEDDY WILSON PIANO · CHARLIE CHRISTIAN GUITAR · LIONEL HAMPTON VIBES

and

SAXOPHONES: Hymie Shertzer · Vido Musso · Jerry Jerome · George Koenig
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TROMBONES: Murray McEachern · Red Ballard · Vernon Brown

BASS: Harry Goodman · Artie Bernstein

TRUMPETS: Ziggy Elman · Gordon Griffin

DRUMS: Dave Tough · Nick Fatool

GUITAR: Allan Reuss

PIANO: Jess Stacy

ARRANGERS: Fletcher Henderson · James Mundy · Horace Henderson

ST SERIES OF 3

BENNY GOODMAN

PERFORMANCE RECORDINGS 1937-1938

ORIGINAL ORCHESTRA, TRIO AND QUARTET

HARRY JAMES TRUMPET · GENE KRUPA DRUMS
LIONEL HAMPTON VIBES

Old Southend · When Bad Things Happen · Quartet · Close Digs · See
You · On Home · Three Little Words · The I Surrender · Please
My We Be Friends · I Know That You Know

Mr. George Koenig—Trombone · Vido Musso—Clarinet · Arthur Rollini
and Babe Russin—Saxophone · Murray McEachern · Vernon Brown · Red
Ballard · Harry Goodman · Artie Bernstein · Ziggy Elman · Gordon Griffin
Ziggy Elman · Gordon Griffin · Dave Tough · Nick Fatool · Allan Reuss
Guitar · Jess Stacy · Piano · Fletcher Henderson · James Mundy · Horace Henderson

Competitive Activities Studied

Continued from page 2

pletely, by next spring or summer. Spokesmen for Campbell said inroads of discounting and rackers were bad but he felt the "unkindest cut of all" was made by the manufacturers who, in effect, shut the dealers out of major advertising of merchandise which both are selling.

"They expect us to carry huge inventories, provide service, promote and sell their labels—while they build up their club sales thru nationwide advertising and keep customers out of the retailer's store."

The outspoken owner of the newly expanded Disc Shop (The Billboard, May 4, 1959), Dan Danziger, said: "What the clubs do now seems to me to be far from what they originally intended to do." Originally, he said, the Columbia club "sounded good to the retailer." In contrast to earlier record clubs, which dealt in exclusive merchandise unavailable to the retailer, Columbia put records into the homes of non-store buyers, and put the same records on retailers' lists. Also, regular monthly listings of subscribers went to the dealer for use in his own mailing lists.

But as time went on, the clubs "dropped the dealer down into small print in their advertising," Danziger said. "Club sales were pushed with tremendous advertising, and catalogs, plus promotion of the 'bonus' records which, in effect, gave club customers a price reduction they could not get at the retail record store."

Danziger said that before the clubs, Disc Shop classical sales were 80 per cent of his total volume, but now have dropped to below 50 per cent. As a result, classical records had to take a back seat in the shop, and the front display went to popular, jazz,

show tunes and other kinds of music to capture sales.

Danziger does not accept the claim that the big companies had to use the clubs to stabilize a market for their top artists to hold them: "What RCA or Columbia or Capitol artist is going to go over to some smaller record company if the big one doesn't come thru with more royalty? These artists need the big-name prestige to get bookings."

Rack Jobber Blast

Danziger said he also gave the FTC attorney an earful about the rack jobber, who is "as bad if not worse, competitively, than the record club." The jobber, as a competitive outlet against the retailer, not only gets manufacturers' price preference and direct buying privileges, but he can elect to take only the "cream of the crop" with 100 per cent retail privileges, the dealer noted.

Danziger thinks this should get special attention from the FTC. "The racks have it so good they are offering retailers their surplus records at cut prices."

"Some are even going into retail shops of their own, under different names."

The Disc Shop proprietor saw foreboding significance in the closeout of the Campbell record operation. "When a pioneer like Earl Campbell close out records, it puts a chill down my back. We've all got to wonder who'll be next. The competitive pressures may literally push the retail dealership as we know it now, out of business."

None of the dealers in the area expects quick action from the FTC. Such investigations take months, and could even stretch into a year or more, in the agency's heavy workload.

MOVIE REVIEW

Top Acting, Score in Belafonte Pic

In addition to fine performances by Harry Belafonte, Robert Ryan, Shelley Winters and co-stars Ed Begley and Gloria Grahame, John Lewis' excellent score for "Odds Against Tomorrow" is sure to provoke considerable favorable comment. It's executed in part by the Modern Jazz Quartet and by a full orchestra.

Theme of the pic concerns an attempted bank robbery. In addition to the excitement built in leading to the crime, there is a racial conflict between Ryan and Belafonte. Lewis manages some interesting effects to create musical tension to parallel the action by switching from the small group to big orchestra.

United Artists is releasing two albums of music from the film, keyed to the opening of the pic. One is the regular sound track LP; the other will feature the Modern Jazz Quartet alone.

With the success of the sound track scores from "I Want to Live!" both of these albums rate strong consideration.

Howard Cook.

* * *

NIGHT CLUB REVIEW

La Micheyl Packs Personality

An extraordinary lass is Mick Micheyl, blonde French singer who is appearing at Richard Kollmar's Left Bank boite. She is the first starring performer to play the spot, and a special one-woman show of her paintings is running simultaneously at Kollmar's Little Studio art gallery.

Miss Micheyl, who has just been set in an album deal with Decca, is in the great tradition of French chanteuses, interpreting songs about the basic emotions of life with feeling, charm and striking personality. Many of her numbers, by the way, were written by Miss Micheyl herself.

What sets her apart from the ordinary run of singers is the exceptional quality of her voice and the forcefulness she displays in selling her songs. These run the full scale of emotions, but Miss Micheyl proves herself up to the contrasts. She would be a particularly good TV guest on this account, and already has had two Canadian web appearances in the past few days.

Should Miss Micheyl gain additional video exposure here, as seems entirely likely, it's completely possible for her to take on national importance as a performer, which naturally could have a beneficial effect upon her album sales.

Sam Chase

* * *

Darin Packs Real Nitery Punch

Bobby Darin — currently headlining the new show at the Copa Room of the Sands Hotel, Las Vegas—is one of the most versatile, polished young performers around today. Altho the 22-year-old Atco recording star is the youngest artist ever to headline at the Sands (Mathis was 23 when he first appeared) he isn't a boyish-type, but a self-assured showman with a dynamic personality and an exciting vocal delivery.

At the opening night show (6) Darin scored a solid hit with the adult crowd, via a neatly paced package of nostalgic standards, ballads, blues and rhythm tunes. He displayed a tender, expressive way with a ballad, but his most effective moments—and by far the most original style-wise—were his swinging, hard driving, rhythm numbers.

Antonio Morelli's ork—paced by Darin's own pianist-conductor Rickard Berke and drummer Ronnie Zitto—provided excellent backing. Selections included Darin's current best-selling single "Mack the Knife," an artfully integrated "Splish Splash," "I Got a Woman," and "I Can't Give You Anything But Love Baby."

The rest of the generally tasteful Jack Entratter production spotlighted French musical comedy star Lilo, Les Charlivels, appealingly energetic acrobatic turn; standard dance team Augie and Margo, and a suitably lavish, eye-filling chorus number. Only disappointment on the bill was Lilo, who cheapens what could be an attractive turn by getting overly chummy with the male segment of the audience and clutching her bosom suggestively.

June Bundy.

Committee Staff Analysis

Continued from page 3

providing for dwindling of the seniority fund, the document points out.

Music publishers who produce TV film, and who control their own shows and can use their own background music, need to be prevented under the Decree from "exploiting their dual position," the report states.

Distribution of foreign funds under the Decree terms is scored for "arbitrary" decision to make \$200,000 the royal sum required before credit for use in certain countries is granted. The analysis asks why ASCAP is allowed to apply "haphazard methods to the distribution of any money belonging to its members."

Grievance procedures under the 1950 Decree are termed a prime example of ASCAP management's "feeling of indifference toward the welfare of smaller publishing and composer members," in the an-

alysis. There is improvement under the proposed terms, but more democracy is needed in election of the special Grievance Board members, the document points out. Also records are only "grudgingly" made available to membership under the terms, when the reverse "should be the case."

The report is known to praise antitrust division's acting chief Robert Cicks for permitting a pre-entry discussion of the terms. But at the same time, the staff report recommends further hearings by the Roosevelt Small Business Subcommittee after entry of the Decree terms arrived at. The document notes that Justice's own memo in support (Billboard, September 7, 1959) supports the Subcommittee findings that the "attitude of those in control must change"—and to effect this, the staff is of the opinion that "more changes are needed than the Decree terms propose."

If You're Looking for Someone in the Music-Record Business—Try Reaching Them



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Mills' HIT REMINDERS

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SALESMAN

To call on retail phonograph record trade and offer a record review service designed to stimulate consumer purchase of new and past releases. Half of this weekly service lists good items subscribers report as slowdowns. Non-competitive annual item for non-competitive territory at 20% commission and complete protection on new and renewal sales. Send resume and territory desired by counties.

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JUST GREAT!!

ARE YOU SORRY?

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

LIKE YOUNG

ROBBINS MUSIC CORPORATION

NOTICE TO TRADE

Two tape recordings of copyrighted song "Please Holy Father" lost in midtown Manhattan between August 25-August 28. Tapes believed in package addressed to Liddell, Springfield, Mass. Reward for information leading to recovery. Infringers will be prosecuted. Please notify

ATTORNEY FRED I. SONNENFELD
111 West 57th Street New York
Circle 7-6070

WHILE THEY LAST!

Additional Copies of The Billboard, Sept. 28 Issue, containing the

RECORD PROGRAMMING SECTION



Contains biographical data on current artists and their releases, Best Selling LP's and Fall LP Preview.

are available at 50c each—40c in quantities of 25 or more—on a "first come, first served" basis.

Ideal for disk jockey programming, juke box programming, as a premium to record and album buyers, and as a reference guide.

The Billboard, Merchandising Div., 2160 Patterson St., Cincinnati 22, Ohio.

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List additional names on separate sheet.



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

JOHNNY CASH

sings

the most stirring

and inspiring

song of our time!

COLUMBIA RECORDS

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Wax Artist Pacts Stress Pic-Disk Tie

• Continued from page 1

films is the British combo of Chris Barber, which provides the jazz music heard in "Look Back in Anger," film version of the prize-winning Broadway hit.

All-Star Jazzer

On another front, M-G-M has put together an all-star cast of jazz stars to provide the soundtrack for the film version of Jack Kerouac's novel, "The Subterraneans." M-G-M will release the track package on which will be heard Andre Previn, Gerry Mulligan, Shelly Manne, Red Mitchell, Art Farmer, Dave Bailey, Buddy Clark, Russ Freeman, Art Pepper, Bob Enovoldsen and Bill Perkins. Thrush Carmen McRae has also been signed for the pic, which in turn marks her film debut.

Meanwhile, Paul Anka, who has become a young veteran of films with his third movie appearance now under his belt, is now on the road, heavily plugging his latest film, "Girls Town" again highlighting the value of teen-slanted record artists in film. Anka, red-hot on the disk front, is with the touring Dick Clark caravan of pop stars moving cross-country. Anka plugs the film at all performances.

Court Vetoes

• Continued from page 2

sic and Bogart Music, be sold at auction. Beebe Bourne appealed the decision.

The case now goes back to the Surrogate with the issue pending as to whether the three corporations should be dissolved for tax purposes and the money to go to the estate. What the Appellate decision means is that the two directors can now work out a method of either working together, one or the other selling out, or a split of the music firms so that each director has a firm or two to run. According to the legal firm representing Beebe Bourne, there is more than enough money in each corporation to pay any taxes or for any other necessary purposes. Each of the firms is understood to have cash assets of \$1,000,000.

ARD's Co-Op Ad Plan

• Continued from page 4

others do it. Why shouldn't we? Besides with us, they'll really be specials and they'll only last for a week. In the ads we'll offer free listening privileges in every member shop and we'll give customers a 30-day exchange privilege. A buyer will be able to make his exchange in any member store, not necessarily the one where he bought the record."

"Frankly," said Bondy, "we hope to pull customers away from the record clubs thru out ads. And we think we can do it. I can tell you that all of us have had more and more people coming in to com-

plain about the clubs and the fact that they get records they don't want because they sometimes forget to send in the card in time. One man told me this week that he would love to get out of the club he's in altogether, because of the delays and getting unwanted records, but he doesn't see how he can do it. It's all a very aggravating situation."

Bondy noted that the next meeting of the Association, at the Henry Hudson Hotel on Tuesday (20), would be the last opportunity for dealers to sign up for the ad program. He also explained that the Association would pay half the cost of the ads out of its own dues-supported treasury, while dealers would be expected to ante up the initial portions of their collective 50 per cent share at the upcoming meeting.

He also went on record that the group is contemplating a co-op buying program at an early date and is open for any offers at once. Regarding plans for the Association's own ARD record label, Bondy said the project was in motion and would probably be handled by an indie disk company. Dave Nadler, Bronx dealer member, is in charge of this activity.

Jimmy Driftwood

• Continued from page 4

others are completely his own. By training and inclination, Driftwood was impelled to become a dedicated folklorist. "But I never expected to make any money out of it," he added. "Now, my avocation has become my vocation, for songs like "The Battle of New Orleans" are being done in Spanish, German, Italian and other languages. Even Latin American interests are tapping the material, Driftwood said.

The bard credits Mrs. Driftwood and RCA Victor a.&r. exec Chet Atkins and the disk jockeys with providing the drive resulting in the commercial success of his tunes.

Driftwood expects the new album on the winning of the West, the two LP sets with Bing Crosby and Rosemary Clooney, to be out in November. His publishers, Warden Music, are also planning folio editions of his music for educational use.

Ensnored in his hotel room in New York, Driftwood strummed his old guitar. "It was made by my grandpappy from a fence post and an ox yoke," he ventured, and added: "I want to keep on gathering the old folk songs... and unearth the old heroes and write about their deeds... I don't want to be diverted from this... because if I don't do it maybe it will never be done."

Driftwood attends many folk festivals so as to maintain interest in this music. "Such as the Ozark Folk Festival" at Utica Springs, which is held "under the moon of painted leaves" in the fall. "That's an old Indian term," he added.

Atlantic Debs

• Continued from page 2

dle all national promotion and exploitation. Distribution will be effected thru a new distributor group being set-up by Atlantic sales chief Bob Kornheiser. Initial release will be "Crazy Little Dream" and "Don't Tell Him I Want to Know," by thrush Suzy Dickerson.

Plans now call for an expansion of the Atlantic sales department to service the new Trey operation. Kornheiser is expected to name a new lieutenant, who will have primary responsibility on the Trey line.

N. Y. Hi-Fi Show

• Continued from page 1

Canto, Capitol, Mercury, Montilla, RCA Victor, Westminster and a new entrant this year, the Stereophonic Music Society.

In the opinion of Cotten, who was conversant with the general trends of interest being noted in the booths, it was apparent that the public knows better what it wants than in any previous year. "The education campaign carried on by the industry on stereo and

on hi-fi is gradually beginning to sink in. It's being understood better with the result that buyers have a much better idea what they want and need today for their systems," he remarked.

Columbia Battle

• Continued from page 2

Coast publicity department, headed by Ann Fulchino, giving the label professional press relations in this area for the first time in its history, added to its power.

For years, Capitol Records dominated the Los Angeles market. It went unchallenged since this was the firm's headquarters and the weak branch efforts of the other major were no match. Bob Yorke's efficient administrative machine and Jenkins' new, hard-driving RCA Victor distribution set-up decided to lock horns with Capitol on its home ground.

After a long and intensive fight, RCA Victor was able to unseat Capitol from its long held perch in this market, toppling it to second spot. Capitol is making an all-out effort to regain its top rung on the L.A. business ladder and the battle is raging hot and heavy.

Buffalo Dealers

• Continued from page 4

full 30-second spot a day for three months. Cost per dealer is \$35 a month. Each distributor pays \$157.50 per month and each gives away 100 free albums as part of the promotion.

Among the other accomplishments claimed for the group by Dell is the stopping of a large discount record operation from getting started in the Buffalo area. Dell said the group is helping organize dealers in the Syracuse, Central State area and plans are afoot to go to other parts of the State and even to other States in starting local dealer groups. Dell stressed that "this is not an SORD organization."

Listed among the purposes of the outfit were the following: (1) To maintain price except for legitimate sales, (2) promote disk sales in general, (3) co-operate with distributors on all special promotions, and (4) help dealers promote and service their individual shops better and eliminate any unfriendly spirit among the local dealers. Meetings are held once a month.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

400,000 Shares

mca Inc.

Common Stock

(Without Par Value)

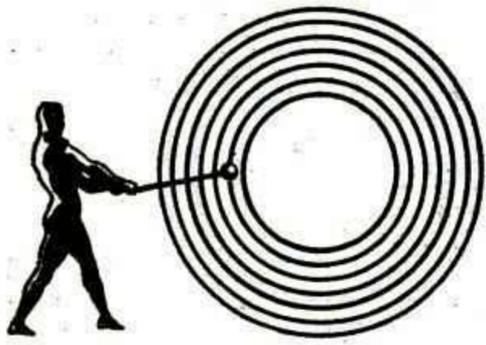
Price \$17.50 per Share

Copies of the Prospectus may be obtained from the undersigned.

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October 9, 1959.

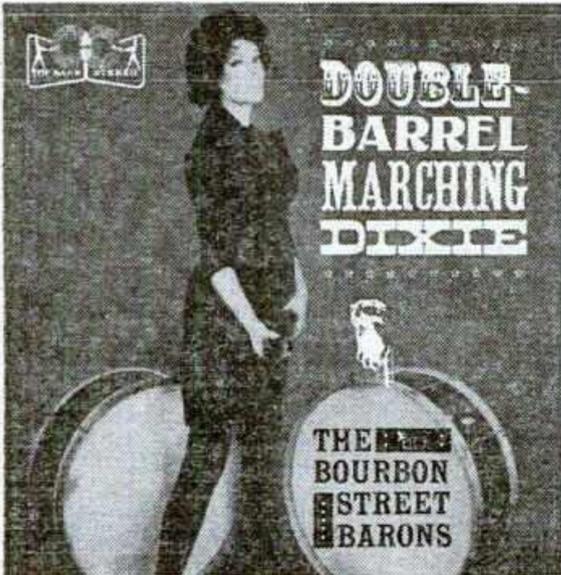
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PRESENTS ITS PREMIER ALBUM RELEASE

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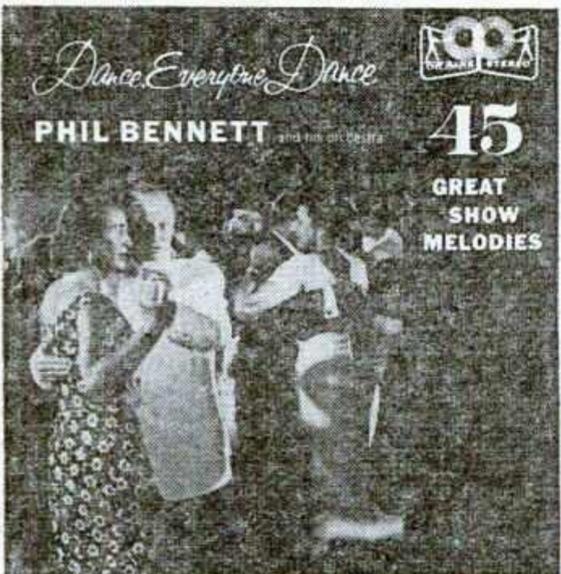
DOUBLE BARREL MARCHING DIXIE
The Bourbon Street Barons
RM 300 (mono)
RS 600 (stereo)



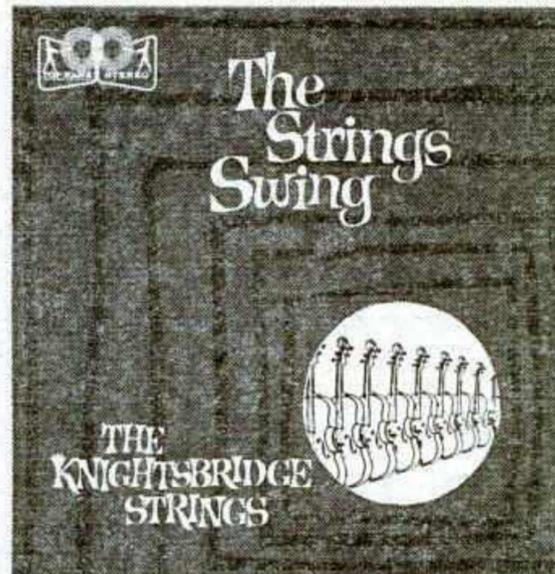
THE STRINGS SING
The Knightsbridge Strings
RM 303 (mono)
RS 603 (stereo)



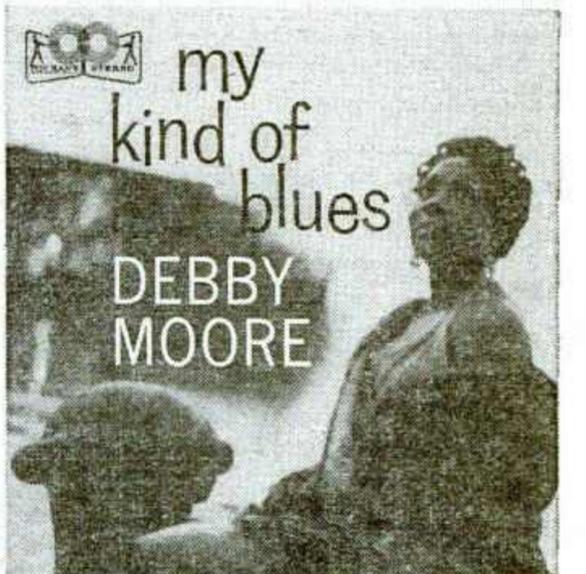
THE MELODY LINGERS ON
Georgie Auld and The Mello Larks
RM 306 (mono)
RS 606 (stereo)



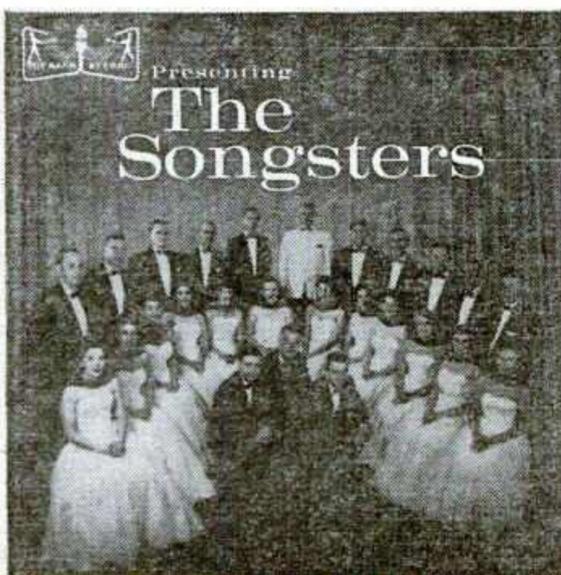
DANCE EVERYONE DANCE
Phil Bennett and His Orchestra
RM 302 (mono)
RS 602 (stereo)



THE STRINGS SWING
The Knightsbridge Strings
RM 308 (mono)
RS 608 (stereo)



MY KIND OF BLUES
Debby Moore
RM 301 (mono)
RS 601 (stereo)



Presenting THE SONGSTERS
RM 305 (mono)
RS 605 (stereo)

DEALERS
TAKE ADVANTAGE
OF THE SPECIAL
OCTOBER DISCOUNT
PLAN. CONTACT
YOUR TOP-RANK
DISTRIBUTOR TODAY!



MUSIC FOR TRAPPING (Tender, That Is)
Elliot Lawrence and His Orchestra
RM 304 (mono)
RS 604 (stereo)

MONAURAL \$3.98 suggested list price / **STEREO \$3.98** suggested list price

DEALER TELLS:

How Recorders Sell In a College Market

By N. J. BARATT

ITHACA, N. Y. — Why sell a Rambler when you can sell a Cadillac more profitably?

That's the operating philosophy of Ralph G. Lent, head of Lent's Music Store, here. The firm has been on a heavyweight tape recorder selling spree for the past few months, because it has taken the time to develop a smoothly working sales program.

"We started merchandising tape recorders more aggressively with the Webcor price special a few months ago," says Lent. "Until that time, we've never taken steps to work on a program designed to sell the heavier, more expensive recorders. A potential customer would tell a salesman that this or that machine was too heavy, and we'd go along with it and end up selling a lightweight machine."

"But when we sat down at one of our meetings to hash out the problem, we decided that the average customer very rarely gives a hang about portability, because the average customer just has need to carry the machine to and from his or her car, at the most."

Quality With Weight

So Lent salesmen began to sing the praises of a heavyweight. Customers would be told that, within reasonable limitations, the heavier the machine, the better. The salesmen would explain that the more expensive machine had the heavier transformer, the heavier amplifier, dual motors, dual speakers, etc.

Associating quality with weight isn't the only reason Lent Music Store's recorder sales have shot upward. The firm developed a well-rounded program, which includes follow up procedures, a demonstration that accomplishes two things simultaneously, and installment emphasis. It's all one integrated program, evolving from management's decision to turn a common customer objection into a selling asset.

Follow-Up System

"Times have changed," says Lent. "This firm was founded in

Bob Walcutt Resigns Walco Manager Post

NEW YORK — Maurice R. Eastin, general sales manager of Cle vite Electronic Components Division of Cle vite Corporation, Cleveland, has been appointed manager of Cle vite "Walco," East Orange, N. J., phonograph needle and record accessories firm.

Cle vite "Walco" is part of Cle vite Electronic Components. Eastin assumes his new duties in addition to his regular position as general sales manager of the division.

Herb Bodkin continues as distributor sales manager of Cle vite East Orange. Other assignments at East Orange include Paul J. Wolf, plant manager, and Charles Stewart, manager in charge of administration. David Kerr Jr. continues as manager of the Puerto Rican plant.

Eastin's appointment follows the resignation of Robert G. Walcutt earlier this week.

1893. It wouldn't be profitable to put a few recorders in the trunk of a car and tour the outlying districts until the merchandise was sold, like we used to do with radios many years back. In-the-home selling takes too much of the salesman's time.

"But that doesn't mean that a firm should pass up selling opportunities by not following up on leads. We found that the telephone is a wonderful sales instrument, if used properly."

Altho it is difficult to pin it down percentage-wise, the following system is credited with contributing materially to sales of heavyweight recorders.

Ithaca, home of Cornell University, is a town of approximately 22,000 population, plus an additional 8-10,000 students on the campus. Lent has found that the majority of heavyweight tape recorder sales have been to students and faculty.

Pinpoints Prospects

Advertising budget is allocated among radio, newspapers and

(Continued on page 16)

HOME DECOR THEMES 1959 HI-FI SHOW

• Continued from page 1

a Swedish firm, showed a competent-looking, highly styled unit. Uher, a West German firm, showed several models with de luxe features not found on commercial U. S. units. Another indication of interest in tape was attendance at AES Technical Sessions. Sessions devoted to magnetic tape Wednesday (7) were best attended, said AES spokesmen.

Magnetic tape also came into the spotlight at the IHFM's Wednesday luncheon meeting when a history of negotiations between West Coast show promoter, Jim Logan, and the IHFM was detailed. The part played by the Magnetic Recording Industry Association prexy, Herb Brown, and the present position of MRIA with respect to co-sponsoring the Logan shows in L. A. and San Francisco received careful scrutiny by the IHFM membership (see separate story in Audio News).

Component kit firms continue to draw crowds. Interest was attributed to economy-minded show-goers as well as new items shown. Dyna showed a new stereo pre-amp, tagged at \$59.95, to match their popular Stereo 70 power amplifier. Harmon-Kardon's debut in the kit field (The Billboard, October 5) was noteworthy for the de luxe styling and features of its higher priced kits. Veteran kit maker, Heath, showed their new kit version of the popular AR-2 speaker system.

The real success story of the show, however, would be determined at the cash registers and sales counters of audio outlets around the city. Harvey Radio's Jim Carroll reported that traffic was last because of the show. This, Carroll noted, is to be expected, but he added that traffic was somewhat better than it was during show week last year. Real impact will come next week, he said.

Hudson Electronics reported similarly increased traffic and concurred with Carroll in expecting heavy response to the show next week.

GE Sets Free Home Trial on Cartridges

NEW YORK — A 10-day home trial plan for General Electric's Model VR-22 stereo cartridge has been announced by the company's audio components section.

Under the terms of the plan, the customer, when he purchases a VR-22 stereo cartridge, signs a card which permits the return of the cartridge to the dealer within 10 days on a money-back guarantee basis, provided that the cartridge is undamaged except for normal wear.

S. J. Welsh, components marketing manager, said that the hi-fi customer has been "bewildered by a steady barrage of conflicting reports, claims and counter-claims on the wide variety of stereo cartridges now available. Now a customer can buy the General Electric VR-22 stereo cartridge, take it home, use it in his own equipment, and if he is not satisfied with its performance, he can return it within 10 days for full refund of the purchase price, no questions asked."

IHFM Burns at West Coast Show Stalemate

NEW YORK — The "West Coast show problem" got a full airing at the luncheon meeting of the Institute of High Fidelity Manufacturers here Wednesday (7). It solved nothing. When the meeting broke up, after more than two hours of heated discussion, the prospect of four high fidelity shows on the West Coast next January (The Billboard, October 5) was stronger than ever.

The meeting did serve to allow most of the principals on the IHFM side to let off steam, to give the full membership a detailed report of how the situation came about and to give the West Coast show promoter, Jim Logan, the roasting of his life. Logan was not present since he is not an IHFM member.

Zenith Radial Speaker Put In Portable

CHICAGO — Zenith, which highlighted its console stereo series with its optional Radial Sound dual remote speakers, this week introduced a portable with the twin remote speakers as regular equipment in the carry-about instrument. The \$149.95 portable, which brings to six the total number of two-channel carry-alls in the line, has a front slope-back speaker grill with a 10-inch woofer in the master unit. Twin spaces under the roof of the cabinet house twin Radial Sound five-and-a-quarter-inch cone-type tweeters, which can be removed easily for flanking the master unit, if so desired. The "Operetta" packs a peak of 20 watts thru dual amplifiers and boasts four-speed changer, automatic shut-off, combination volume-stereo balance control, bass and treble controls, and stereo or monaural switch.

Home Testing In Sight Via New Scope

CHICAGO — Audiophiles may have their first chance at an important audio testing device if plans on the board of Kinematix, local electronics accessory manufacturer, work out. It's known that Leonard Fish, president of Kinematix, is studying possibility of producing an oscilloscope with triggered sweep, which up to now has been available only to professionals because of a starting cost of \$400 and up. Fish, when queried, would not comment, but it's known that he plans to introduce the oscilloscope for between \$100 and \$130.

If audiophiles are able to obtain an economy-priced high quality oscilloscope as planned by Kinematix, it will provide them for the first time with a really basic piece of testing equipment. Not only can various performance phases of a component rig or a packaged hi-fi monaural or stereo be measured, but records and tapes could be tested for sweep of sound range. By utilizing a two-track oscilloscope, the record buyer could test out whether his disk is real stereo or merely a hopped up monaural disk.

The part played by Herb Brown, general manager of Ampex Audio and president of the Magnetic Recording Industry Association, in trying to arbitrate between the IHFM and Logan also came under close scrutiny. Brown was lauded by the IHFM directors for his efforts but, before the meeting ended, tempers flared, the discussion became less moderate and Brown also was criticized for throwing the membership of the MRIA on Logan's side. The MRIA will co-sponsor rival shows in Los Angeles and San Francisco with Logan concurrently with the IHFM's.

Brown has asked for permission to read a 10-minute statement on his position but was turned down because the agenda of the meeting had been set.

"Let's continue to explore," said Brown from the floor.

But the IHFM position was summed up by Avery Fisher, one of its directors, when he told the meeting he believed they had "done everything possible" to bring about a meeting of minds.

IHFM board chairman George Silber stressed, toward the end of the meeting, his belief that Brown and the MRIA were using the Logan problem as a lever to gain funds for the MRIA. He pointed out that, during negotiations, Brown asked for a slice of the take at the West Coast shows for the MRIA. He felt that, by throwing in with Logan, Brown was trying to force the money issue.

In the course of negotiations, the MRIA request was tossed at the IHFM board and turned down.

Brown later told The Billboard that the MRIA move to Logan's side was dictated only by the fact that Logan had sewed up the best locations for high fidelity shows in both cities. Regarding the MRIA bid for a slice of high fidelity show receipts, Brown said "the proposal was based on MRIA getting a percentage only on attendance over and above attendance at last year's show."

"We're out there on the West Coast and we have promotion facilities that would insure larger attendance," Brown said. "If we didn't help bring in new people we didn't deserve a share."

"We only want one show," Brown told the luncheon meeting. "We are willing to negotiate."

Some dissent to the MRIA position was registered by one of its members, Ray Ward, Shur Bros.

(Continued on page 16)

Silber Asks SEC Go-Ahead On Stock Deal

WASHINGTON — Rek-O-Kut Company, of Corona, N. Y., which produces hi fi and stereo and recording equipment, has asked the Securities and Exchange Commission for permission to register 214,000 shares of common stock, which would go on public sales at \$3.50 per share, with underwriting by D. A. Lomasney & Company.

Rek-O-Kut prexy, George Silber, says the firm would use \$60,000 of the proceeds of the stock sale for production of new stereo items, and about \$64,700 to repay two loans, and the rest for corporate purposes.

GOOGIE RENE

presents...

ROMESVILLE

- ★ A POP-JAZZ MASTERPIECE
- ★ TOOK ONE YEAR TO PRODUCE
- ★ 30 WORLD'S GREATEST JAZZ MUSICIANS
- ★ TOTAL COST \$7,000
- ★ A MUST FOR EVERY POP AND JAZZ D.J.
- ★ A MUST FOR EVERY DEALER!



Superb CLA-SONIC-SOUND
MONAURAL and STEREO
 CS-LP 5003

SIDE 1

Romesville
 Cool It at the Coliseum
 Serenade in the Night
 Flippin' the Pizza
 Come Back to Sorrento

SIDE 2

Caesar's Pad
 Cafe Roman Candle
 Rebecca
 Cherry Ferrari
 Farewell to Rome

Class
 Records
 HOLLYWOOD

PSYCHOLOGIZE 'EM

Hi-Fi Story Not Getting Across, Researcher Says

NEW YORK — If high fidelity component firms expect to increase their business substantially in the years ahead, they're going to have to take a new approach to merchandising their product.

That, in essence, is what Irving Gilman, guest speaker at the IHFM luncheon meeting Wednesday (7), told the assembled manufacturers. Mr. Gilman is a vice-president of the Motivational Research Institute, well-known firm for analyzing consumer buying habits.

"I don't know much about your industry," Gilman told the group, "but I do know people. Basic motivations are the same throughout the world."

One of the "basic motivations" cited by the researcher is "the yearning for individuality." He illustrated this by pointing out that people who live in such housing

developments as Levittown do many things to alter their homes and express themselves as individuals. Components manufacturers therefore have a built-in advantage in their products. Instead of buying a mass-produced phonograph, the component buyer can express his individuality in the wide number of combinations of components that are possible in assembling his music system.

He took the manufacturers to task for their pre-hi-fi show advertising approaches.

"Look at this," he said, holding up an omnibus-type ad from the Sunday Times. "First, you give the customer what I call 'misery of choice'—should I buy this group of components or the other?—then you don't help him make the choice with selling copy. Instead, you give him specifications that he is in no position to interpret if he's an average guy."

The high fidelity industry has failed in several ways, Gilman told the group. First, he accused them of failing to tell the public that stereo is really new and the best way to listen to music. The industry has failed in telling the public what stereo accomplishes. The second failure of the manufacturer rests in selling just the "physical quality" of the product and ignoring the "emotional quality." He underscored the fact that the average person doesn't buy intelligently or rationally. When beyond buying products for basic needs, the average person buys with his emotions.

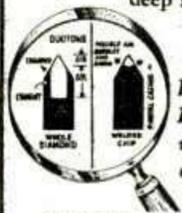
"When a dealer has a customer in his shop," Gilman said, "he demonstrates the unit and tells the customer what he's hearing. The customer will generally agree with the dealer at the time. But, at home and in the quiet of his own thoughts, he says to himself, 'I can't hear any difference between hi-fi and my old phonograph' or 'I can't hear any difference between monophonic and stereo.'"

As another illustration of how emotions affect consumer buying habits, Gilman cited what he called "negative word-of-mouth." These are the people who have components and who like them. They're made to feel self-conscious however when their friends visit and



FROM ONE WHO LEARNED

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



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

DUOTONE DIAMOND NEEDLE

"that remembers" Keyport, N. J.

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

IHFM Burns

Continued from page 14

sales manager. He pointed out that the MRJA board of directors alone made the decision to go into the Logan shows and that the membership was not polled to see how they felt. Brown told The Billboard that the board of directors is able to make such decisions under the bylaws of the organization for the membership at large.

One West Coast opinion was registered by Ray Pepe, James B. Lansing sales exec. Pepe played an important role in trying to negotiate the two forces. He pointed out that the general public was already plenty confused on high fidelity matters and that he felt two shows in the California cities would only add to the general confusion.

"Let's not have two shows," Pepe said in a last minute appeal.

Avery Fisher, Fisher Radio topper, summed up the viewpoint of the IHFM by saying, "I don't know Mr. Logan. I don't know if he's a gentleman or a crook. But I do know that in light of the trouble we've had with him so far, if we signed contracts with him, think of the trouble we'd have then."

Rek-O-Kut prexy George Silber, never known to be one to beat around the bush, said, "There's been a lot of propaganda from the West Coast that the exhibit spaces we have are no good. I don't buy it and I don't think you should. In my opinion, Logan is an outsider looking for a fast buck. We've gone way beyond where we should have gone in negotiating with him." And that's where matters stood as the Wednesday luncheon meeting broke up.

make them feel foolish for enjoying component hi-fi.

"High fidelity exists as a neurotic preoccupation for many of the people you're trying to reach," Gilman said. "It's a subject for humor."

The way to overcome this problem, said the researcher, is to communicate better with the public, to befriend the consumer.

"The audiophile is no longer your best customer," he said. "You are faced with a diminishing audience. You have been selling your product to the technician, the audiophile and the engineer. And now you are at the crossroads or close to it."

"If the average customer, in the course of his daily life has 110 buying decisions to make, high fidelity would be lucky to fall at 100 on that scale," Gilman said.

How to Sell in College Market

Continued from page 14

college publications. The content of the ads has been aimed at specific groups, like language, public speaking, and music students. Generally, says Lent, these special category prospects recognize the value of a recorder, so the ads just serve as a stimulus to draw them into the store. Most effective copy technique is a price special linked to a specific type prospect.

Altho the ads are directed at special categories, the demonstrations have been standardized to show the capability and versatility of the machines. No matter how the prospects intend to use the machine, experience has shown that pointing up versatility offsets the higher price tags of the heavier recorder's.

"Time is important to every salesman," says Lent. "If one of my clerks spends many hours selling one recorder, where is the profit? So our objective has been to standardize the demonstration. And to cut time spent on each sale, we make it a practice to instruct the prospect in operating techniques as we demonstrate."

Lets Customer Work It

Lent considers the simultaneous demonstration and instruction a very potent selling tool, because when a salesman is pointing up the features of a heavyweight machine and at the same time showing the prospect how to use it, that person is given the opportunity to try the controls himself.

Average demonstration takes 15 minutes, and it includes the playing of a manufacturer demonstrator tape, recording music from a hi-fi set, the recording of the customer's voice, and the instructional session. Other dealers giving a similar demonstration would probably find that it takes them substantially longer. When Lent salesmen started standardizing the demonstration, it was found that the average time was over 30 minutes. At each sales meeting, employees suggest methods of cutting down the demonstration time. Altho the demonstrations have been standardized as far as procedure and content, each salesman is not restricted to a set verbal format or a prepared talk. Lent points out that the objective has been to arrive at a maximum benefit — minimum time demonstration, with each employee free to adapt it to his or her specific personality.

Following-Up

The follow-up procedure is a two-pronged affair. Each employee makes it a point to get the name and address of the prospect during the first few minutes of conversation, then, as soon as the person leaves, the name and address are noted in a small note-

book each clerk carries. If the prospect has not returned within the next day or two, the salesman telephones him or her, and continues doing so.

"From the standpoint of time," says Lent, "we're finding that we can frequently close what otherwise would have been lost sales by telephoning. The other day, we sold a unit to a professor after the seventh telephone call. Most of the follow up sales have come after the second or third, tho. There must be some value to the calls, because customers have commented that they were undecided until they received the call from the salesman."

"One more thing," says Lent. "Our salesmen haven't let the price angle bother them. We carry our own paper, and will sell to a good credit risk, for as little as \$10 down, and two years to pay. We find that students, particularly, aren't deterred from buying a more expensive, heavier machine, knowing that credit is available."

DEALER GOLD

Top Nostalgia Manna From Decca Vault

NEW YORK — Tying in with Decca's 25th anniversary, and, in fact, culminating that occasion, is the diskery's big October promotion of six albums representing the cream of Decca recordings from 1934 to 1939. Under the overall title of "The Music Goes 'Round and Around," those disks include 72 original performances. The sound was reprocessed. Artists on the disks represent a virtual Who's Who of the music business, dating back to Glen Gray, Clyde McCoy, Bing Crosby, Ella Fitzgerald, Four Aces, Louis Armstrong and a host of names representing gold to the dealer and manna to the collector.

The sets and performances are arranged in chronological order, which makes them particularly good for programming.

The albums will be introduced via a prepack, whereby the dealer pays for five and gets six.

A many-faceted promotional campaign is in the works, particularly heavy in the matter of window displays and other point of sale material.

Titles of the individual packages, spanning the years since the founding of America Decca, are: "The Late 'Thirties," "Into the 'Forties," "The Middle 'Forties," "The Early 'Fifties," "Into the 'Fifties" and "The Late 'Fifties." All of them carry the tag, "The Original Performances."

More Toch by Contemporary

HOLLYWOOD — Contemporary Records will record the complete chamber music works of Ernest Toch. Label is issuing its second Toch album as part of its Contemporary Composers series, coupling his Quartet Op. 70 performed by the Zurich String Quartet, with his Trio Op. 63, recorded by the Vienna String Trio.

Toch supervised the sessions, as he did for his first Contemporary release (Quartet in D Flat Major b-w Serenade in G Major, performed by the Westwood String Quartet and Trio). He plans to give similar personal attention to the label's future releases of his works.

Arvin Adds to Marketing Group

COLUMBUS, Ind. — Arvin Industries, multiple manufacturer of materials ranging from auto mufflers thru a long line of electronics, including a full line of stereo portable phonos, this week beefed up its marketing division, with J. M. Jewell, veteran ad manager, moving in as assistant to Gordon Ritter, marketing chief. Replacing Jewell was his former assistant in advertising and sale promotion, Theodore R. (Ted) Jones. Jones, with Arvin since 1952, will also be a member of the firm's managerial group, according to Glenn W. Thompson, Arvin prexy.

Berlin, Sammy Cahn, Frank Loesser, Johnny Mercer, and Jimmy Van Heusen, among others. Rady currently is negotiating with several majors for the release of the album.

Rady Cutting Bing-Satchmo Dust Package

HOLLYWOOD — Si Rady this week will start recording Bing Crosby and Louis Armstrong in the second package to be produced by his Project Records. First was the recently completed "How the West Was Won," double-LP disk adaptation of the Life Magazine series. It's being released via RCA Victor Records as a de luxe offering including text and four-color illustrations carried by Life.

New album will be tagged "Bing and Satchmo," featuring the performers in duet versions of standards with the Billy May orchestra accompanying. Special versions of the songs have been prepared by the respective composers to better suit the artists' personalities. Alteration, consisting mostly of minor changes in the lyrics, are aimed at giving the evergreens a fresh ring, and at the same time dovetailing the material more closely to the performers.

Tunesmiths who have made the special adaptations include Irving

MUSIC ?

FOR PERFECT RECORDINGS

PRESTO

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

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

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

2 HOT LABELS

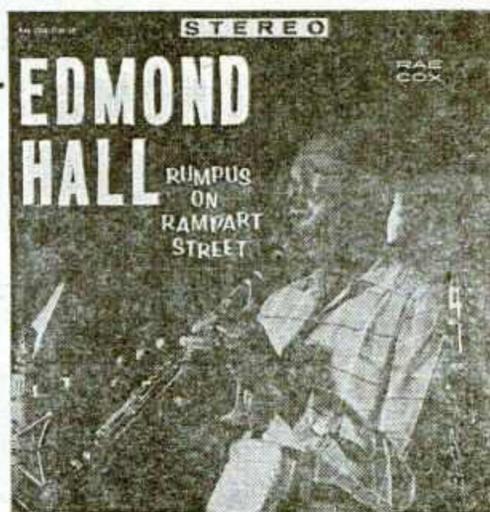
THAT WILL

GO! GO! GO!

RAECOX

EDMOND HALL RUMPUS ON RAMPART STREET

RAECOX 1120 (Monaural)
1120ST (Stereo)



Best Selling Singles on
RAECOX

**SITTIN'
AND CRYIN'**

b/w

**HOW WELL I
REMEMBER**

The Sunsets

RAECOX #102

Just Released

**GOTTA GO
TO SCHOOL**

b/w

**MY GIRL
(FLIP-FLOP)**

The Serenaders

RAECOX #101

New Young Sensation

**I WISH HE'D
NOTICE ME**

b/w

**A LETTER
TO YOU
(DEAR GOD)**

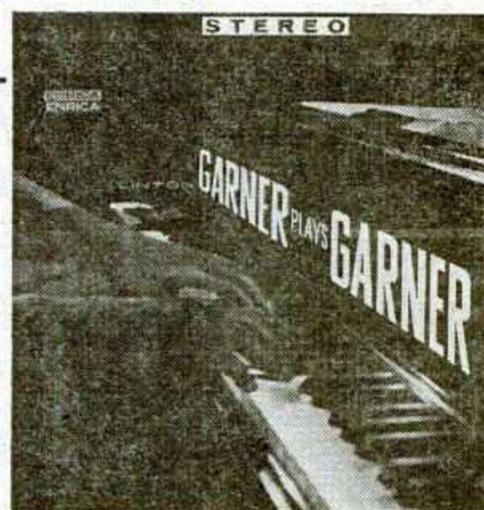
Little Pattie
Russo

RAECOX #103

ENRICA

GARNER PLAYS GARNER

Enrica 2001 (Monaural)
2001ST (Stereo)



Best Selling Singles on
ENRICA

**COME ON HONEY
LET'S DANCE**

b/w

**A BLESSING
TO YOU**

The Symphonics

ENRICA #1002

Just Released

**GIMME, GIMME,
GIMME**

b/w

**LOVE, OPEN UP
MY HEART**

The Carnations

ENRICA #1001

Spiritual Hit

GOING THROUGH

b/w

LET JESUS COME
Soloist—Ophelia

The Good
Neighbor Choir

ENRICA #S-121

ENRICA - RAECOX Records, Inc.

1697 Broadway, N. Y. 19, N. Y. Circle 5-0640-1

VOX JOX

By JUNE BUNDY

JAZZ 'N' JOCKS: Station WKPA, New Kensington, Pa., expects its second "Swingin' Fling" of the year to be even more successful than the earlier trek to New York. Included on the second tour are visits to several New York jazz niteries. The station is also sponsoring a jazz concert for next Sunday afternoon at which the headliners will be the George Shearing Quintet and Chris Connor.

CHANGE OF THEME: Mitch Thomas returns to the Philadelphia area to take over mike chores on a daily rock 'n' roll variety show over WTEL. . . . Joe Holcomb and Pat Patterson are both switching to KFBI, Wichita, Kan. from Omaha. . . . Art Pallan is now doing a Sunday afternoon record show on KDKA, Pittsburgh.

Bob Larimer, is the new program director of WCAO, Baltimore. . . . Glenn C. Jackson has succeeded Fred E. Walker as manager of WTTM, Trenton, N. J. Walker has moved to KYW, Cleveland. . . . Arnold Schorr, ex-WRVM, Rochester, N. Y., is new production supervisor at WBNY, Buffalo, N. Y. Also joining WBNY—in the daily 4-8 p.m. time slot—is Jerry Stevens, formerly all-night man at WROW, Albany, N. Y.

New appointments at KWK, St. Louis, are as follows: Deejay Gil Newsome is station manager, and Gene Davis is program director. Newsome will continue to do his daily record show. Davis, formerly with WHB, Kansas City, Mo., will also emcee a disk program on KWK. Under the reorganization, circulation director Michael Ruppe Jr., will concentrate more of his efforts on expanding KWK's promotional activities on all fronts.

PUBLIC SERVICE: KICN, Denver, has started a "Wake-Up" service for its listeners. Residents who request the service will receive a daily call at the time they have selected from jockey Jim Tate. Tate has offered to place a call to anyone desiring the service at any time desired, provided it is within his broadcast period of six to nine a.m. Tate has also launched a Saturday night feature, "High School Highlights." The 10 p.m. seg features sports results, highlights of school happenings and topical items of interest to teen listeners.

WWDC, Washington, is bringing home-town greetings to its out-of-town residents from deejays thruout the country. The station has lined up prominent personalities to send "greetings" to those who have adopted the capital as their new home.

CONTESTS & GIMMIX: Tulsa's Les Larsons of KTUL will attempt to prove that a person can live for six days and nights in a shelter. He will occupy a shelter sunk six feet in the ground, located on the grounds of the Tulsa State Fair.

Telephone facilities will enable Parson's listeners to call and query him regarding his stay. The stunt will be preceded by a big parade with Parsons being accompanied to the temporary home by six beautiful models before he enters his underground home.

KOIL, Omaha, has started a contest that centers around singing with David Seville's Chipmunks. Listeners are asked to send KOIL, in 25 words or less, their reasons for wanting to sing along with the talented rodents. KOIL jocks will pick a winner and invite him to the station's studios to sing along with the Chipmunks. The disk will then be sent to Liberty Records, pressed on a label and returned to KOIL where it will be played on the air. Winner gets a complimentary copy of the disk. Next four runners-up receive Chipmunk albums.

KISN, Portland, is in full swing on the "Kookie Hat" craze. Hal Raymond, who helms the station's morning show, has been asking audiences to send in descriptions of the strangest breakfast served at their homes. Winners are awarded odd hats. Response from all age groups asking for more "Kookie Hats" prompted KISN's general manager Charlie Vais to widen the scope of the promotion, and now "Kookie Hats" are common headgear thruout the city. Five hundred free copies of the "Kookie Hat" record were mailed to listeners who sent in the best pictures of the hats in use.

TO THE DOGS: Dennis James, morning jock at KISN, devotes a full ten seconds each morning to his canine listenership by loudly tooting a dog whistle. The sound is inaudible to human ears, but response indicates the whistle produces strange and varied effects on canines.

One woman called the station to report that her pooch won't budge from the side of the radio and that the dog barks and growls when anyone comes near. His strange behavior starts at precisely 11:10 a.m., the moment when James starts tooting. James, however, denies that his show is going to the dogs. He insists it's the other way around.

POET'S CORNER: "Deck of Cards," Wink Martindale's Dot recording, has generated heavy audience response in two areas. The side was picked as a "Pick Hit of the Day" on KOIL, and the station offered a free copy of the lyrics to all those interested enough to write in. Over three thousand copies were sent out.

Bob Ancell of WGBS in Miami had a similar response when he recently played the disk once every hour on his afternoon show. He reports that he was flooded with calls after playing the tune. Over 700 requests for copies of the lyrics were subsequently received.

FRIEND IN NEED: Ed Krause, 7912 Snow Road, Parma, Ohio, sends a request for help. He is a deejay at three closed-circuit stations with a listening audience of about 4,000 and he also runs a number of record hops. He has a problem in getting new records, while they are still hits. He mentions that he sometimes gets disks from fellow jockeys, but not nearly enough. He adds that any help will be greatly appreciated.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Kitty Kallen Again On Billboard Charts

Good news for Kitty Kallen fans is that the pretty ballad singer has come out of semi-retirement. For the past two years the Columbia artist has been concentrating on home and family. Her husband, TV producer Budd Granoff, their son, Jonathan, and their many friends in Englewood, N. J. are loud in praise of Miss Kallen's skill in interior decoration and cooking.

The disk which has brought her back into the spotlight is "If I Give My Heart to You." "Pretty Kitty" had her own program in her native Philadelphia when she was 12. At 15, she was touring with Jack Teagarden. Then came stints with Jimmy Dorsey and Harry James. More recently, there have been countless appearances: on radio, TV, motion pictures and musical comedy.

Miss Kallen will be on the Dick Clark Show October 17.



Passions Click With First Wax

The Passions are four lads from the Bensonhurst section of Brooklyn. The quartet consists of Jimmy Gallagher, lead; Tony Armato, first tenor; Albee Galione, second tenor, and Vinnie Acierno, baritone. The boys are all 17, except for Armato, who is 18. They've been singing together for six months.

Another popular neighborhood group, the Mystics, brought them to the attention of Manager Jim Gribble. The result of the audition was the Passions first waxing, "Just to Be With You," on the Audicon label. They've appeared on many TV programs, including the Alan Freed Show. For relaxation, the fellows like to swim, fish and play baseball.

YESTERYEAR'S TOPS—

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

OCTOBER 9, 1954

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

OCTOBER 8, 1949

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

DISTRIBUTOR NEWS

By HOWARD COOK

DISTRIB DOINGS: Duke, Peacock and Back Beat Records are now handled by Sneed Distributing Corporation in Denver, Esskay Distributors in Phoenix, and Bill Lawrence, Inc., in Pittsburgh. Pete Garris is the prexy of Cambridge Distributing Company, Inc., newly formed New York distrib. . . . Caedmon Records has appointed the Decca Distributing Corporation as distributor in the Los Angeles area.

BALTIMORE: Bernie Block of Marnel of Maryland writes that "Can't Make It by Myself" by Billy Lamont and "It's Been a Long, Long Time" by Little Joe on Okeh are hot. Alton Records has a winner with "Clouds" by the Spacemen. Laurie Records has strong ones with "Every Little Thing I Do," by Dion & the Belmonts and "Don't Take the Stars" by the Mystics. Top Carlton platters are "Six Boys and Seven Girls" by Anita Bryant, "Starry Eyes" by Gary Stites and "There Comes a Time" by Jack Scott. Roy Hamilton's new Epic disk, "A Great Romance," looks promising. United Artists has "Love Potion No. 9" by the Clovers, "You've Got What It Takes" by Marv Johnson and "I Walk the Line" by Don Costa.

PHILADELPHIA: Shirley Rubin of Cosnat sends word that her top new items are: "Crying in the Chapel" by Sonny Till & the Orioles on Jubilee, "High School, U. S. A." by Tommy Facenda on Atlantic, "Tennessee Waltz" by Bobby Comstock on Blaze and "Piano Shuffle" by Dave (Baby) Cortez on Clock. Holding are "Deck of Cards" by Wink Martindale, "Fool's Hall of Fame" by Pat Boone and Billy Vaughn's EP, "Morgen," all on Dot.

SEATTLE: Latest brief from Jerry Dennon mentions that several records are getting good sales at C&C. Heading the list are "Mr. Blue" by the Fleetwoods on Dolton, "Teen Beat" by Sandy Nelson on Original Sound, "Mack the Knife" by Bobby Darin on Atco, "Say Man" by Bo Diddley on Checker and "Deck of Cards" by Wink Martindale on Dot. Comers include "Midnight Stroll" by the Revels on Norgolde, "Ski King" by E. C. Beatty on Colonial, "White Orchid" by Donnie Brooks on Era, "Tennessee Waltz" by Bobby Comstock on Blaze, "We Got Love" by Bobby Rydell on Cameo, "Enchanted Sea" by Martin Denny on Liberty and "Too Old to Cry" by Gary Hodge on Dolton. Other promising newer disks are "Woo-Woo" by the Rock-Teens on Roulette, "Liza Jane" by Dale Hawkins on Checker, "I Ain't Sharin' Sharon" by Buddy Knox on Roulette, "You Told a Lie" by Jackie Dallas on Fawn and "Some Day" by Beamon Young on Arcee.

NEW YORK: Top sellers at Malverne, according to Mickey Wallach, are "Enchanted Sea" by Martin Tenny on Liberty, "But Not for Me" by Ella Fitzgerald on Verve, "The Little Drummer Boy" by the Harry Simeone Chorale on 20th Fox, "Happy Anniversary" by Jane Morgan on Kapp and "I Dig Girls" b-w "We Got Love" by Bobby Rydell on Cameo. Hottest LP is "Let's All Sing With the Chipmunks" by David Seville & the Chipmunks on Liberty.

George Weiss of Superior Record Sales mentions "I Walk the Line" by Don Costa on United Artists among his most promising new platters. Others are "Always" by Sammy Turner on Big Top, "We Told You Not to Marry" by Titus Turner on Glover, "Midnight Stroll" by the Revels on Norgolde, "Old Shep" by Ralph DeMarco on Guaranteed, "Rag Mop" by the Jaye Brothers on Wynne, "Taps to Summer" by Bill Tracey on Del Fi and "Going to New York" by Jimmy Reed on Vee Jay. Strongest albums are the Ahmad Jamal sets on Argo, "Bahaf" by Arthur Lyman on Hi Fi and "Afro-Cuban Suite" by Herbie Mann on United Artists.

Harold Horner of Leslie lists "Believe Me" by the Royal Teens on Capitol, "True Love, True Love" by the Drifters on Atlantic, "Enchanted Sea" by the Islanders on Mayflower, "So Many Ways" by Brook Benton on Mercury and "If I Give My Heart to You" by Kitty Kallen on Columbia. Other strong sellers are "Don't Take the Stars" by the Mystics on Laurie, "Unforgettable" by Dinah Washington on Mercury, "The Best of Everything" by Johnny Mathis on Columbia, "Oh, Carol" by Neil Sedaka on RCA Victor, "Talk to Me" by Frank Sinatra on Capitol and "Woo-Woo" by the Rock-A-Teens on Roulette.

Sam Levy of Ideal reports strong action on "Danny Boy" by Conway Twitty, "I've Been There" by Tommy Edwards and "Are You Sorry" by Joni James on M-G-M. "The Clouds" by the Spacemen on Alton is big. "She Doesn't Know" by Chick James on Pride is selling well. Other hot disks are "Tennessee Waltz" by Jerry Fuller on Challenge and "My Heart Became of Age" by Annette on Vista. Strongest new platters are "Revelle Rock" by Johnny & the Hurricanes on Warwick, "Young Girls" by Marvin Rainwater on M-G-M, "New in the Ways of Love" by Tommy Edwards on M-G-M, "The Hunch" by Paul Gayten on Anna, "That's How I Feel About You" by Sam (the Man) Taylor on M-G-M, "Can't Stand It" by Jeannie Allen on Mala, "Shanghai" by the Waiters and "Missed" by the Three Graces on Grand Award, "Glee" by Sonny Spencer and "Two More Days" by Little Eddie Mint on Memo, and "Hawaiian Honeymoon" by Charlie & Billy on Duane. Top LP's are "A Treasure Chest of Benny Goodman" on M-G-M, "Woody Woodbury Looks at Life and Love" on Stereoditties and the new Tom Lehrer album.

MIAMI: Brooke Distributors reports strong sales for "If You Don't Want My Lovin'" by Carl Dobkins Jr. and "Hurry Baby" by Bobby Helms on Decca, "Just as I Am," by Betty Madigan, and "I Wonder" by Billy Williams on Coral and "You Better Know It" by Jackie Wilson on Brunswick. Other strong sellers are "Joey's Song" by Bill Haley, "Just as Much as Ever" by Bob Beckham and "Why Don't You Believe Me" by the Kalin Twins on Decca.

IT'S GOT CHARTS APPEAL

and

PICKS APPEAL

SO

"I'LL BE SEEING YOU"

with

TOMMY SANDS

RECORD NO. 4259



AUGUST 24, 1959

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

TOMMY SANDS

I'LL BE SEEING YOU (Williamson, ASCAP)—**THAT'S THE WAY I AM** (Hecht-Lancaster & Buzzell, ASCAP)—Sands turns in two smooth chanting stints on lovely ballads. "I'll Be Seeing You" is rendered over a lush arrangement. "That's the Way" is also sung warmly over good backing.



August 29, 1959

The Cash Box Best Bets

Tommy Sands

B+ "I'LL BE SEEING YOU" (3:11) [Williamson ASCAP—Fain, Kahal] Lovely mainstay finds itself in expressive hands here. A solid ballad offering, too. Nelson Riddle backs on both ends.

LET'S THE WAY I AM [Hecht-Lancaster Buzzell—Shayne] Sands is on a fine ballad offering. Sands

OCTOBER 5, 1959

The Billboard's Music Popularity Chart ... POP RECORDS

The Billboard HOT 100

FOR THE WEEK ENDING OCTOBER 11
66

78

I'LL BE SEEING YOU **2**
Tommy Sands Capitol 4259

The Cash Box TOP 100

Best Selling Tunes on Records
COMPILED BY THE CASH BOX FROM LEADING RETAIL OUTLETS
October 10, 1959

66

I'LL BE SEEING YOU

★CA-4295 - TOMMY SANDS 84-90

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.

The AMES BROTHERS, Ed, Vic, Gene & Joe, are in the running for a Grammy Award. The National Academy of Recording Arts and Sciences (NARAS) has selected their RCA Victor album, Ames Brothers Sing Famous Hits of Famous Quartets, as one of the five nominees in the category of Best Performance by a Vocal Group or Chorus. One of the most versatile acts in the business, the boys are at their best whether its a romantic ballad, an operatic aria or a comedy number. Folks in the Pittsburgh area can hear the boys sing their newest release, Take Me Along (one of the tunes from the musical Take Me Along), at the Twin Coaches for nine days starting Nov. 6.

THEODORE BIKEL received rave reviews for his playing of Mary Martin's leading man in the pre-Broadway performance of the new musical about the famous Trapp family singers, The Sound of Music. Internationally renowned as a folk singer, a fluent linguist, who has a repertoire of songs in 17 languages, and guitarist, Elektra Records has released an album titled Bravo Bikel, which was recorded at one of his Town Hall concerts.

The BROWNS, a brother and sister trio consisting of Jim Edward, Maxine and Bonnie Brown, hail from Pine Bluff, Ark. Their new RCA Victor album, Sweet Sounds By The Browns, features their smash single, The Three Bells, and eleven other selections.

BOBBY COMSTOCK is a new name on a new label. Blaze Records is the label and Bobby is a sixteen-year-old lad from Ithaca, N. Y., swingin' with his first release Tennessee Waltz b-w Sweet Talk. In addition to singing, Bobby plays a torrid guitar along with The Counts, four musicians who provide vocal and instrumental backing on the record.

DION & THE BELMONTs: Dion, Fred Milano and Carlo Mastrangelo comprise this group of teen-age favorites. Angelo D'Aleo, a former member of the group, is presently serving in the Navy. The Laurel recording artists have included their latest release, Every Little Thing I Do, in their touring act which will take them to Arkota Ballroom, Sioux Falls, S. D., Oct. 13; Surf Ballroom, Clear Lake, Iowa, Oct. 14; Aud., Omaha, Neb., Oct. 15; Danceland Ballroom, Cedar Rapids, Iowa, Oct. 16; Wharton Field House, Moline, Ill., Oct. 17, and Riverside Ballroom, Green Bay, Wis., Oct. 18.

BIRTHDAYS OF THE WEEK: Oct. 15, Marv Johnson. Oct. 17, Cozy Cole, Jack Howard. Oct. 18, Bobby Troup — his RCA Victor album Bobby Troup and His Stars of Jazz is a nominee in the NARAS Best Jazz Performance-Soloist category.

FOUR LADS, Frank, Connei, James and Bernie, have their strongest disk recently in Happy Anniversary b-w Who Do You Think You Are? The Columbia recording artists have reached the million mark with their records Moments To Remember and No Not Much.

JERRY FULLER, Challenge recording artist, has two sides working for him: Tennessee Waltz, a rockin' version of the favorite, b-w Charlie, a pretty rockaballad — both Picked by Billboard. This is the second release for the young man from Fort Worth, Texas. His first was Betty My Angel. Recently, Jerry's attention has been focused on obtaining a movie contract.

BENNY GOODMAN and his band are currently touring Europe with the music America likes best. Chess Records has released a Goodman album titled Benny Rides Again! Born in the shadow of the Chicago Stockyards, the eighth in a family of eleven children, the story of this famous clarinetist's rise from a humble home to wealth and international fame rivals any Horatio Alger story.

GOGI GRANT's first release on her new label, Liberty Records, is a mild rockin' version of the standard I'll Never Smile Again b-w If And When. The sincere singing style of this talented singer from Phila. is always easy on the ears.

The ISLANDERS rate a Star Performer this week on the Hot 100 chart for their fast climbing Mayflower recording of The Enchanted Sea. The record was written and produced by Frank Metis and Randy Starr, who are the guiding forces behind The Islanders. The sound effects used in the record are authentic ones. The water sound was recorded on location off Nantucket, the fog-horn is the one used in the bay of Frisco, and the bell was used on an old sailing vessel.

The KALIN TWINS, Herbie and Harold, are on the scene with a smart, bright rendition of the oldie Why Don't You Believe Me, a Billboard Spotlight Winner. The boys got their break when songwriter Clint Ballard Jr. heard a demo they made and took it to Decca Records, which resulted in a contract for the Twins.

DEAN MARTIN's newest Capitol release is Career, the title tune from the motion picture of the same name starring Dino. Flip is I Ain't Gonna Lead This Life No More, a spiritual-rocker, both Spotlighted by Billboard. Born in Steubenville, O., Dean worked as a boxer, gas station attendant, mill hand and croupier before he turned to singing and comedy.

WINK MARTINDALE is a deejay on the West Coast who hit the charts with a unique narrative interpretation of a Deck Of Cards, recorded on the Dot label. He started deejaying at the age of 17 in Jackson, Tenn., not far from his birthplace, Belts, Tenn. Wink lives in San Marino with his wife and their two daughters.

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

PATTI PAGE has chance to display her acting ability as well as her singing talents in the forthcoming film The Life Of Elmer Gantry. Patti plays the part of the spiritual singer and does thirteen songs in the film which is now shooting in Hwd. Her Mercury wax, Goodbye Charlie, makes its appearance on the Hot 100 chart this week.

GARY STITES, who scored with his first Carlton release, Lonely For You, is on the scene with a Latinish tune titled Starry Eyed b-w Without Your Love. Currently at home in Denver, 19-year-old Gary is preparing a cross country p.a. tour.

The TEMPOS, new singing group from Pittsburgh, Pa., can have hit sequels to See You In September with either of their new Climax Records sides, The Crossroads of Love b-w What Ever Happens, Billboard Spotlights. The group consists of Mike Lazo, top tenor, Gene Schachter, Jim Drake and Tom Monito. They will appear in Newburgh, N. Y. Oct. 17.

CONWAY TWITTY is the latest diskier to get a call from Hollywood. The M-G-M singer has been signed by Metro to a four-picture deal. His first appearance will be in the film Platinum High School. Mississippi-born, Twitty is climbing the charts with his version of Danny Boy.

PROMOTION WEEKS AND DAYS: Oct. 12 is Columbus Day. Oct. 15 starts National Newspaper Week and National Macaroni Week. Oct. 18 begins National Downtown Week, United Nations Week, Pass The Laugh Week and National Thrift Week.

See you in one spinning week.
TOM ROLLO.

THIS WEEK'S NEW Money Records

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

SINGLES

DON'T LET THE STARS GET IN YOUR EYES—Keely Smith Dot
HAPPY ANNIVERSARY—Jane Morgan.....Kapp
I'LL BE SEEING YOU—Tommy Sands.....Capitol
I'LL CLIMB THE HIGHEST MOUNTAIN—Keely Smith.....Dot
THE HUNCH—Bobby Peterson Quintet.....Swan

ALBUMS

BENNY GOODMAN TREASURE CHEST—Benny Goodman M-G-M

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

MUSIC AS WRITTEN

New York

Judy Scott is now with Top Rank Records. ... Laurie Records and Mike Stewart threw a party last week (1) at the Warwick Hotel in New York for German warbler Ivo Robic. ... Teddy McRae, head of Rae-Cox Records, signed Benny Green and will soon issue his first album. ... Ina Friedman has been named to head her husband Harold's firm, Record Associates. She has been associated with a number of diskeries prior to her new post. ... Skip Milo is on the road plugging his new waxing of "Joe Baby" on Arc. ... Barbara McNair starts at Mr. Kelly's in Chicago on October 19. ... Tina Scott will be at the Casa Seville in Long Island for two weeks beginning October 16. ... Bill Cermak, Bob Wyss, Gertrude Hersk and Chuck Carson have formed Perry Records in Minneapolis. ... Gene Krupa and his combo will be at the Sheraton-Jefferson in St. Louis starting October 19. ... Fred Waring and his Pennsylvanians start a 125 city tour this Saturday (10). Tour will cover 43 States. ... Gigi Gryce and his quartet will be at the Five Spot in New York starting October 7. ... Audio Fidelity will hold a live recording session at the New York High Fidelity Show this week. Show will run thru October 10. ... Henry Glover has started his own label, Glover Records. He is associated with Hy Weiss of Old Town in the venture. Titus Turner and Dino are Glovers first pactees.

Mrs. Allison Assante of Haddon Heights, New Jersey, has started a music publishing firm, Algowill Music. ... Danny Crystal is the new professional manager of Spoon Music and Cooga Music, the Pat Boone pubberies. ... KJAZ, the jazz station (all jazz all day) out in San Francisco, is issuing a program guide which also contains many provocative stories about jazz and jazzmen. ... Ersel Hickey is at the Brown Derby in Toronto. ... Huey Smith and his Clowns are now playing one nighters in the South. ... Shirley and Lee are now on one nighters thruout Florida and Louisiana. ... Peter Szabo is now pacted with Skip Records. ... Ruth Roberts and Bill Katz have been signed to a three-year songwriting pact by Famous and Paramount Music. ... Clara Ward and the Ward Singers are now off on a coast-to-coast concert tour which is under the auspices of Giesen and Boomer. ... Trude Adams became the mother of a girl last week. ... Tina Robin will be featured at the Roxy Theater in New York starting October 23. ... Fred Waring Jr., and wife Dixie, are on the current tour with Fred Waring and his Pennsylvanians. Bob Rolontz

Cincinnati

Six-foot seven Dick Pike, deejay at WNOP, Newport, Ky., has been engaged to serve as emcee each Wednesday night at Newport's Copa Club, which continues to wax fat at the box office with its policy of using top record names on a regular weekly basis. Pike has also made arrangements for the Copa features to double each Sunday between Station WSAI's hops at Castle Farm here and his own hops at the Lookout House, Covington, Ky. Pike also has plans for setting jazz units into the Dude Ranch, Hamilton, O., and the Rainbow Club here on a split-week basis. He is putting in his spare moments pitching new audition tapes on the El Ricos and the Taboos, local r.&b. groups. ... The New Jazz Disciples, winners of a jazz contest here nearly a year ago, have gathered material to cut two albums for Prestige Records, jazz label.

Mel Herman, of State Records Distributors here, has just opened a new distributing firm in Cleveland, known as Ohio State Records Distributors, Inc. Cleveland branch is handling the London and Specialty line, with a host of promising commitments pending, according to Herman. In charge in Cleveland is Herb Harloe, who formerly handled the Whirling Disk operation in Cincinnati and Indianapolis for the Herman firm. Simultaneous with Herman's Cleveland opening, Cosnat Distributing, which also is located in that city, opened a new branch in Cincy, leading to rumors here that the two firms were feuding and that the Cosnat move was retaliatory. Both sides deny that such is the case. They term it simply a coincidence. ... Fraternity Records' John Gary has been selected as one of features of the Press Birthday Party for President Dwight D. Eisenhower at the Sheraton Park Hotel, Washington, Monday night (12). He'll do his new Fraternity release, "Thank the Lord for This Thanksgiving Day," which he introduced on the Lawrence Welk TV'er October 3 and which he did Thursday night (8) in his fifth appearance on the Jack Paar show.

Norman Granz's "An Evening With Ella Fitzgerald" pulled a healthy 6G at the Taft Theater Sunday night (4), with ducats scaled from \$2.75 to \$4.75. Local crits were loud in their praise of La Fitzgerald's talents. ... Judge Gilbert Bettman last week put off his decision on the Platters' case until October 16 to permit both sides to submit briefs on questions of law. ... Hotel Sinton continues to draw well on its weekend jazz sessions. Last Friday and Saturday (9-10) had the George Lewis crew on the stand there, with Chris Barber's combo coming in October 24. ... Danny Kellarney, formerly on the Fraternity label, is a feature of the Liberate show which opened Friday (9) at Beverly Hills Country Club, Southgate, Ky., for a two-week stand.

With ducats pegged from \$2 to \$3.50, some 3,100 payees laid it on the barrelhead to the tune of around \$8,300 to witness Dick Clark's "Cavalcade of Stars" at Cincinnati Garden Monday night (5). The promoters are reported to have dropped around 2G on the venture. ... Ike Klayman, head of A.&I. Distributing Company, played host to local deejays and music men at a cocktail session at the Copa Club, Newport, Ky., Wednesday (7), on the occasion of Roy Hamilton's (Epic) opening there. ... Record names set for the Copa are Sam Cooke, October 16-18; Al Hibbler, October 21-25; Dinah Washington, October 28-November 1; Lloyd Price, November 11-15; the Treniers, November 18-22; Ernestine Anderson, December

(Continued on page 22)

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.

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Bobby Peterson Quintet

V-TONE 205

*The Instrumental of the Year—
 A Sensation in All Markets on*

ALTON RECORDS

THE CLOUDS

by

The Spacemen

ALTON 254



The Novelty Hit of the Year on

NORGOLDE RECORDS

MIDNIGHT STROLL

by

The Revels

NORGOLDE 103

DJ's, Write for Free Samples—

1405 Locust St., Philadelphia, Pa.

MUSIC AS WRITTEN

Continued from page 20

1-6, and Nina Simone, for five days starting December 30. . . . Pop singer Tommy Zang has been signed by Hickory Records and added to the talent stable of Acuff-Rose Corporation, Nashville. This is Hickory's first signing of an exclusively pop vocalist. He cut his first session for the label last week. Bill Sachs

Nashville

There is no let-up in recording sessions on the Nashville scene. Both the RCA Victor and Bradley studios remain booked solidly, with a.&r. men of half dozen or more labels constantly moving in and out of town. Decca's Owen Bradley recorded the Anita Kerr Quartet Tuesday morning (6), and steel guitarist Buddy Emmons did a session for the label Tuesday night. Bradley directed a Wayne Walker session Wednesday night (7), and has Webb Pierce slated for Decca Tuesday and Wednesday of this week (13-14). . . . Over at RCA Victor, a.&r. man Chet Atkins began cutting an album Wednesday (7), and directed a Don Gibson session Thursday (8). Atkins had just wrapped up a Floyd Robinson album for RCA Victor before Floyd left town for the p.-a. trail again last week.

Other companies have brought Fred Foster and other a.&r. chiefs into town. Foster directed a Billy Grammer session for Monument Thursday night (8) at Bradley Studio. He reports that a new Jerry Byrd release for the label will be out this month. . . . One of the songs Grammer cut was penned by Paul Clayton, who wrote "Gotta Travel On." Clayton, who has a master's degree in folklore from University of Virginia, has cut an album for Monument which is due to be released November 1. Foster directed a Dick Floyd session Saturday. . . . Marvin Endsley cut a session for MGM Tuesday night (6) at Bradley, and Johnny Ferguson recorded for the label there Monday (5). . . . Jake and Josh, of the Lester Flatt-Earl Scruggs group, did a Friday a.m. session at Bradley for the Merri-Van label.

Jim Denny Artist Bureau has Stonewall Jackson set for the Dick Clark TV-er October 27. He starts a chain of p.-a.'s Monday (12) which carry him to Baltimore; Albany, N. Y.; Boston; Hartford, Conn.; Cincinnati and Pittsburgh thru the 24th. . . . Cedarwood Publishing Company's Curley Rhodes was on the road last week hitting Baltimore, Philadelphia, Cincinnati and Louisville to promote the firm's pop releases. . . . Columbia artist Bill Phillips, his wife and their new baby have moved from North Carolina into a new Nashville home. . . . Jimmy Dickens is playing p. a.'s thru October 24 in Tennessee, Georgia, Texas and Iowa. Dickens is booked by Jim Denny Artist Bureau, which has just inked the Judy Lynn Show, featuring Pat Kelly and the Shamrocks, to an exclusive pact.

Chet Atkins goes to New York October 19 for an RCA Victor management meeting. . . . RCA Victor's Jack Clement has a new release out. He's the youngster who has penned several Johnny Cash hits. . . . RCA Victor circles are buzzing over Del Wood's "Gizmo Rag." It's reportedly the biggest thing for the pianist since her "Down Yonder." . . . Other new releases out for RCA Victor are Hank Locklin's "Seven Days (The Humming Song)" and Boots Randolph's "Sweet Talk." . . . Stringbean and Curt Gibson have new releases out on the Cullman label. String's etching is "Barnyard Banjo Picking," and Gibson's release is "Don't You Think It's Time." . . . Brenda Lee, just back from Brazil, was taken off "Jubilee, U. S. A." Saturday (10) "on doctors' orders."

Pat Twitty

Hollywood

Tennessee Ernie Ford will be presented with a gold record on his October 15 TV show by Capitol's artist-repertoire veepee Lloyd Dunn for having passed the 500,000 mark in sales of his "Hymns" album. Sales figure was certified by RIAA. . . . Al Morgan signed an exclusive contract with Rendezvous Records. Label prexy Rod Pierce is rushing into release Morgan's "I'll Take Care of Your Cares," currently a top seller in Australia on the M & G label. Morgan is now appearing at the Las Vegas Dunes.

Capitol is pulling "Mighty Low" out of Milt Buckner's "Rockin' Hammond" album for release as a single. It's being done to comply with demands from the Chicago area where selection is apparently causing a stir. . . . "The Jazz Singer" will receive an up-dated TV version October 13 on NBC with Jerry Lewis and Anna Maria Alberghetti co-starring.

Dick Vent was named head of singles a.&r. at World Pacific Records. He was associated with the a.&r. departments at Dot, Mercury and American-International. Label prexy Dick Bock has saddled him with building new singles artists for the firm as well as authorized him to buy masters for WP release. Move comes as part of the firm's full-fledged invasion into the singles field.

Louis Prima and Keely Smith will top-line the NBC-TV Chevy Show Sunday (18), supported by Sam Butera and the Witnesses. . . . Don Ralke alternates between rock and roll and Christmas songs in Capitol Record sessions, providing orchestral accompaniment for the Eligibles followed by 14-year-old Johnny Caruso. Lee Zhitto

Chicago

James H. Martin Company, distribs of London, Dot, Somerset and others, moves into new digs of 15,000 sq. ft. at 2419 S. Michigan Avenue. Its old space at 1341 S. Michigan, meanwhile, is to be taken over by Martin's subsid, Music Distributors, of which MGM is flagship label. . . . Bruce Dennis, WGN program manager, elected prexy of Illinois Broadcasters' Association at a convention in Springfield. . . . Record column written by Bob Budler, city editor of Aurora (Ill.) Beacon-News, is being syndicated by Copley Press Service and picked up weekly by 32 papers. . . . Ahmad Jamal knocks off the month of November to fly to Egypt, the Sudan and Ghana to study the place of music in the local culture. Before leaving, he does a stint at the Blue Note in Chi. . . . Janie Joplin, deejay on WHER, Memphis, taped a show on her birthday from atop the Wild Mouse, a thrill ride at the Mid-South Fair. It was a swinger. Bernie Asbell.

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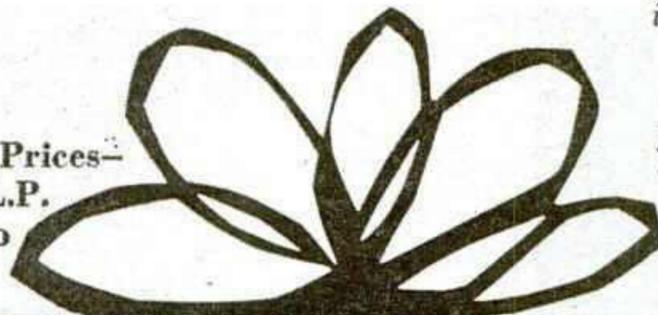
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Christmas Magic—CAL-449. The famous Hugo Winterhalter name adds sales magic to these Yuletide songs. Monaural only.

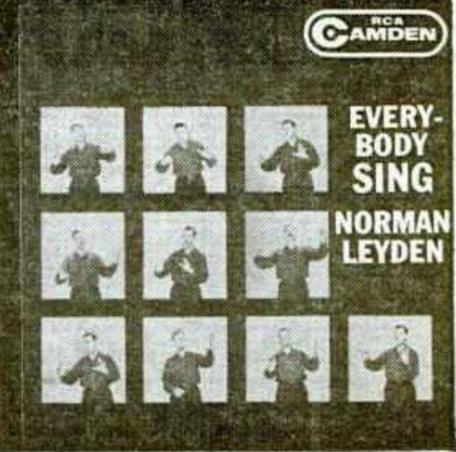
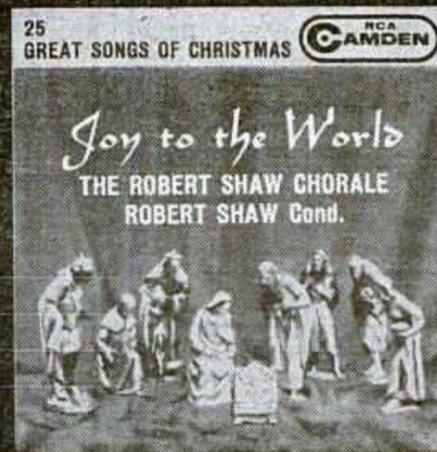
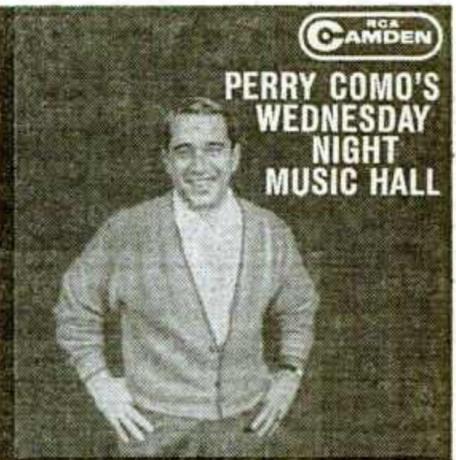
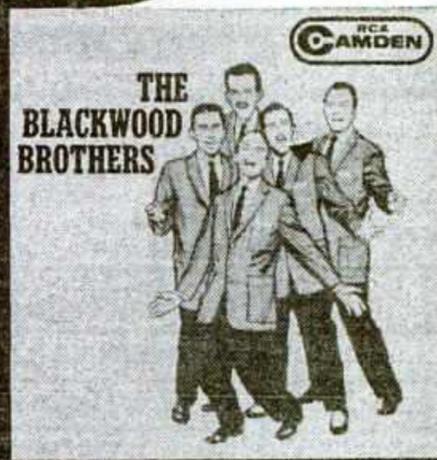
Joy to the World—CAL-448. 25 favorite Christmas hymns and carols by one of America's finest vocal groups. A real buy at just \$1.98. Monaural only.

26 Best Loved Christmas Hymns and Carols—CAL-138. A voluminous carol collection, with the amazing \$1.98 price. *Silent Night; Joy to the World; The First Noël;* 23 others! Monaural only.

Everybody Sing—CAS/CAL-541. Big chorus and orchestra in community-sing. *Sweet Adeline; Heart of My Heart;* 13 others.

Advertised in "Cosmopolitan," "Schwann Catalog," "Harrison Stereo Catalog," "High Fidelity." Order now for Happy Christmas Profits!

Manufacturer's Nationally Advertised Prices Shown—Optional with Dealer.



The Billboard TOP LP'S

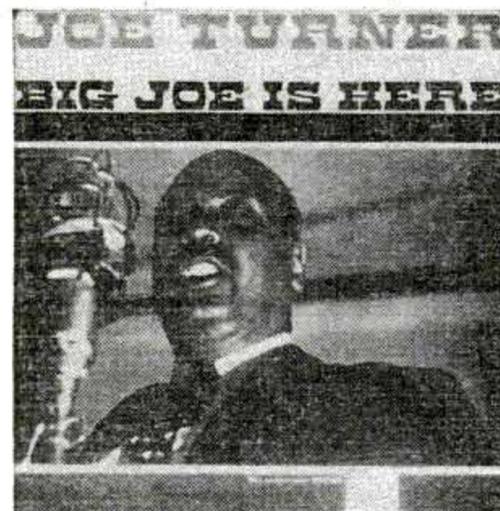
FOR THE WEEK
ENDING OCTOBER 11

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	17
2	2	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	81
3	3	INSIDE SHELLY BERMAN, Verve MG V 15003	25
4	4	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	12
5	10	HEAVENLY, Johnny Mathis, Columbia CL 1351	4
6	6	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	76
7	5	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	35
8	8	GIGI, Sound Track, M-G-M E 3641 ST	67
9	9	PETER GUNN, Henry Mancini, RCA Victor LPM 1956	35
10	11	MY FAIR LADY, Original Cast, Columbia OL 5090	184
11	7	NO ONE CARES, Frank Sinatra, Capitol W 1221	8
12	15	KINGSTON TRIO, Capitol T 996	17
13	12	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	7
14	14	SOUTH PACIFIC, Original Cast, Columbia OL 4180	280
15	13	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	41
16	16	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	17
17	17	PORGY AND BESS, Sound Track, Columbia OL 5410	13
18	19	QUIET VILLAGE, Martin Denny, Liberty LRP 3122	7
19	20	THE MUSIC MAN, Original Cast, Capitol WAO 990	85
20	21	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	66
21	22	FILM ENCORES, VOL. I, Mantovani, London LL 1700	101
22	26	GYPSY, Original Cast, Columbia OL 5420	13
23	18	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	24
24	23	HYMNS, Tennessee Ernie Ford, Capitol T 756	118
25	25	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	37

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	37	FLOWER DRUM SONG, Original Cast, Columbia OL 5350	39
27	24	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	20
28	27	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	36
29	28	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	4
30	34	THE KING AND I, Sound Track, Capitol W 740	156
31	38	SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082	3
32	31	TABOO IN HI FI, Arthur Lyman, Hi-Fi Records R 806	30
33	32	A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011	4
34	29	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	46
35	33	CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163	13
36	36	BLUE HAWAII, Billy Vaughn, Dot DLP 3165	20
37	39	THAT'S ALL, Bobby Darin, Atco LP 33-104	2
38	—	FIVE PENNIES, Sound Track, Dot DLP 9500	1
39	—	LATE, LATE SHOW, Dakota Staton, Capitol T 876	41
40	41	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	35
41	42	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	44
42	30	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	31
43	35	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	11
44	40	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	26
45	46	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	18
46	43	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	16
47	44	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	26
48	50	WARM, Johnny Mathis, Columbia CL 1078	58
49	47	SWINGIN' PRETTY, Keely Smith, Capitol T 1145	9
50	49	TCHAIKOVSKY: PIANO CONCERTO NO. I, Van Cliburn, RCA Victor LM 2252	53

Album Cover of the Week



BIG JOE IS HERE—JOE TURNER, Atlantic 8033. On a cover designed by Marvin Israel and photographed by Leo Friedlander, the famous chanter is caught in a dynamic pose as he belts out the blues.

Best Selling Low-Priced LP's on the Racks

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

1. Perry Como Sings Just for You
Camden CAL 440
2. Porgy and Bess
Mundell Lowe Camden CAL 490
3. Soul of Spain
101 Strings Somerset P 6600
4. Mantovani Showcase
London MS 5
5. Flower Drum Song
Various Artists Design DLP 98
6. Dream Along With Me
Perry Como Camden CAL 403
7. Music From Peter Gunn
Aaron Bell Ork Lion L 70112
8. Good Housekeeping Plan for Reducing Off the Record
Harmony HL 7145
9. Golden Era of Dixieland Jazz, 1887-1937
Various Artists Design DLP 38
10. Eddy Arnold
Camden CAL 403

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	21
2	2	NO ONE CARES, Frank Sinatra, Capitol SW 1221	7
3	6	MY FAIR LADY, Original Cast, Columbia OS 2015	21
4	6	GIGI, Sound Track, M-G-M SE 3461 ST	21
5	3	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	14
6	5	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	14
7	12	FILM ENCORES, VOL. I, Mantovani, London PS 124	21
8	14	HEAVENLY, Johnny Mathis, Columbia CS 8152	3
9	9	PETER GUNN, Henry Mancini, RCA Victor LSP 1956	21
10	10	KINGSTON TRIO AT LARGE, Capitol ST 1199	15
11	7	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	19
12	11	'S MARVELOUS, Ray Conniff, Columbia CS 8037	13
13	15	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	14
14	18	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	6
15	8	THE MUSIC MAN, Original Cast, Capitol SWAO 990	19

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	16	OKLAHOMA! Sound Track, Capitol SWAO 595	19
17	17	TABOO IN HI FI, Arthur Lyman, Hi Fi Record SR 806	21
18	13	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	21
19	20	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289	18
20	23	GYPSY, Original Cast, Columbia OS 2017	7
21	30	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	2
22	19	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	11
23	21	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	14
24	22	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	15
25	24	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	4
26	25	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CS 8056	8
27	26	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600	16
28	27	ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006	6
29	29	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8099	4
30	—	TCHAIKOVSKY: PIANO CONCERTO NO. I, Van Cliburn, RCA Victor LSC 2252	19

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 Nelson Imperial EP 162
2. South Pacific
Original Cast Columbia EPA 850
3. Heavenly
Johnny Mathis Columbia EPB 13511
4. Side by Side
Pat & Shirley Boone Dot DEP 1076
5. Spirituals
Tennessee Ernie Ford Capitol EAP 1-818
6. South Pacific
Sound Track RCA Victor EOC 1032
7. Peter Gunn
Henry Mancini RCA Victor EPA 4333
8. Still More Sing Along With Mitch
Mitch Miller Columbia EPB 12831
9. The Wildest Show at Lake Tahoe
Louis Prima and Keely Smith Capitol EAP 1-908
10. No One Cares
Frank Sinatra Capitol EAP 1-1221

WHITEHALL ALBUMS MEETING DEALER NEED AS LOW PRICE MARKET EXPANDS

Business Forecast
Excellent for Fall & Holiday
Selling Periods.

WHITEHALL RECORD-TIMES

Weather Forecast
Real Hot for Dealers Selling
Whitehall Albums.

Vol. 1, No. 1

Published by Whitehall Records in the interests of America's Record Dealers

October 12, 1959

Initial Releases

20 Tremendous Albums Included
In First Whitehall Release

NEW YORK, Oct. 12.—Twenty profit-making albums are included in the initial release this week from Whitehall Records, a subsidiary of Westminster Records. Among the releases are these great recordings:

TCHAIKOVSKY: PIANO CONCERTO NO. 1 IN B FLAT MINOR, OP. 23, VIVIAN RIVKIN—PIANO; Vienna Festival Orchestra. Conducted by Herbert Grossman.
WH 20001 Mono—WHS 40001 Stereo

GRIEG: PIANO CONCERTO IN A MINOR, OP. 16, Alfred Schneeberger — Piano; PEER GYNT SUITE NO. 1, OP. 46, Vienna Festival Orchestra. Conducted by Kurt Adler.
WH 20002 Mono—WHS 40002 Stereo

MENDELSSOHN: VIOLIN CONCERTO IN E MINOR, OP. 64, Peter Rybar—Violin; HEBRIDES OVERTURE, OP. 26, Vienna Festival Orchestra. Conducted by Victor Desarzens.
WH 20003 Mono—WHS 40003 Stereo



STEPHEN FOSTER FAVORITES which met with immediate acceptance in the trade. Oh! Susanna; Beautiful Dreamer; Old Black Joe; Camptown Races; Jeanie With the Light Brown Hair; Massa's in De Cold, Cold Ground; My Old Kentucky Home; Old Folks at Home (Way Down Upon De Swanee Ribber); Old Dog Tray; Come Where My Love Lies Dreaming; Nelly Bly; Gentle Annie; Joel Grew and His Orchestra.
WH 20013 Mono—WHS 40013 Stereo

TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR, OP. 35, Peter Rybar—Violin; Vienna Festival Orchestra. Conducted by Victor Desarzens.
WH 20004 Mono—WHS 40004 Stereo

RIMSKY-KORSAKOFF: SCHEHERAZADE; Vienna Festival Orchestra. Conducted by Herbert Grossman.
WH 20005 Mono—WHS 40005 Stereo

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR, OP. 67, Vienna Festival Orchestra. Conducted by Kurt Adler.
WH 20006 Mono—WHS 40006 Stereo

SCHUBERT: SYMPHONY NO. 8 IN B MINOR (UNFINISHED).

MOZART: EINE KLEINE NACHTMUSIK, I. 525, Vienna Festival Orchestra. Conducted by Philip Vernal.
WH 20007 Mono—WHS 40007 Stereo

BIZET: CARMEN SUITE NO. 1.

CHABRIER: ESPANA.

BORODIN: POLOVTSIAN DANCES, Vienna Festival Orchestra. Conducted by Philip Vernal.
WH 20008 Mono—WHS 40008 Stereo

ROSSINI: WILLIAM TELL OVERTURE.

SUPPE: LIGHT CAVALRY OVERTURE.

AUBER: FRA DIAVOLO OVERTURE.

STRAUSS, JOHANN: FLEDERMAUS OVERTURE, Vienna Festival Orchestra. Conducted by Kurt Adler.
WH 20009 Mono—WHS 40009 Stereo



TCHAIKOVSKY: TCHAIKOVSKY'S 1812 OVERTURE, in a never-before-released version of magnificence.

LISZT: HUNGARIAN RHAPSODY NO. 2.

BERLIOZ: RAKOCZY MARCH, Vienna Festival Orchestra. Conducted by Victor Desarzens.
WH 20014 Mono—WHS 40014 Stereo

TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR, OP. 64, Vienna Festival Orchestra. Conducted by Victor Desarzens.
WH 20010 Mono—WHS 40010 Stereo

STRAUSS, JOHANN: WALTZES—THE BLUE DANUBE, VOICES OF SPRING, TALES FROM THE VIENNA WOODS, EMPEROR WALTZ. Conducted by Josef Leo Gruber.
WH 20011 Mono—WHS 40011 Stereo

TCHAIKOVSKY: NUTCRACKER SUITE; SWAN LAKE SUITE; Vienna Festival Orchestra. Conducted by Herbert Grossman.
WH 20012 Mono—WHS 40012 Stereo

DVORAK: SYMPHONY NO. 5 IN E MINOR, OP. 95 ("NEW WORLD"), Vienna Festival Orchestra. Conducted by Philip Vernal.
WH 20015 Mono—WHS 40015 Stereo

THE BEST IN BALLET, DELIBES: SYLVIA—Les Chasseresses; Pizzicati; Cortège de Bacchus; COPPELIA: Waltz; Mazurka. NAILA WALTZ.

TCHAIKOVSKY: WALTZ FROM "SWAN LAKE."

PONCHIELLI: DANCE OF THE FLOWERS FROM THE "NUTCRACKER BALLET," Vienna Festival Orchestra. Conducted by Herbert Grossman.
WH 20016 Mono—WHS 40016 Stereo

Dealer Aids Part of Whitehall Program. Consumer Advertising Also Planned

NEW YORK, Oct. 12.—Dealer aids, including streamers, are available from Whitehall distributors.

This will enable dealers to capitalize on the name value of the new Whitehall line which will be extensively advertised in the consumer press.



MARCHES FOR BAND—Radetzky March (Strauss); Die Bosniaken kommen (Wagner); Schonfeld March (Ziehrer); Aller Ehren ist Osterreich voll (Novotny); Parade Defilier March (Ambrosch); Gruss aus Schwadorf (Schamburek); Prinz Eugen March (Leonhardt); Seyffertitz March (Achleitner); Fur Osterreich's Ehr (Lassletzberger); Kaiserjager March (Muhlberger); Vorwarts March (Biskup); Gieslingen March (Dobes); The Big Brass Band of the Vienna Police Force. Conducted by Otto Altenburger.
WH 20017 Mono—WHS 40017 Stereo

RACHMANINOFF: PIANO CONCERTO NO. 2, IN C MINOR, OP. 18, Vivian Rivkin—Piano, Vienna Festival Orchestra. Conducted by Herbert Grossman.
WH 20018 Mono—WHS 40018 Stereo

MOONLIGHT — Liebestraum No. 3 in A Flat Major (Liszt); The Swan (Saint-Saens—Godowsky); None But the Lonely Heart (Tchaikovsky); Waltz in C Sharp Minor, Op. 64, No. 2 (Chopin); Romance in E Flat Major, Op. 44, No. 1 (Rubinstein); Greensleeves (Traditional); Liebestod (from Tristan und Isolde—Wagner); Romance in F Minor, Op. 5 (Tchaikovsky); Traumerei (Schumann); Waltz in A Flat Major, Op. 39, No. 15 (Brahms); Moonlight Sonata, 1st movement (Beethoven); John Curtis—Piano.
WH 20019 Mono—WHS 40019 Stereo

CHOPIN FAVORITES — Dalcade No. 1 in G Minor, Op. 23; Etude in G Flat Major, Op. 10, No. 5 (Black Keys); Etude in C Minor, Op. 10, No. 12 (Revolutionary); Waltz in D Flat Major, Op. 64, No. 1 (Minute Waltz) Scherzo No. 2 in B Flat Minor, Op. 31; Fantaisie-Improptu, Op. 66; Waltz No. 7 in C Sharp Minor, Op. 64, No. 2; Polonaise No. 3 in A Major, Op. 40 No. 1 (Military); Nocturne No. 2 in E Flat Major, Op. 9, No. 2; Polonaise No. 6 in A Flat Major, Op. 55 (Heroic); Herbert Rogers—Piano.
WH 20020 Mono—WHS 40020 Stereo

SUGGESTED LIST PRICE
20000 Series (Mono) \$1.98
40000 Series (Stereo) 2.98

Whitehall Also To Enter Singles Field

NEW YORK, Oct. 12.—Whitehall Records announces a swinging singles operation to give the dealer complete cross-the-board representation on the Whitehall line.

Artists already signed include Frankie Castro, The Bonnevilles, Barbara Barry, Max Kaminsky, Col. Beauregard Johnson and The Volunteers, Gene Harris Jazz Trio and The Henry Snow Singers.

Consumer Traffic Builder Helps Dealer Sell More

NEW YORK, Oct. 12.—Each Whitehall album carries a coupon.

Quality, Value and Low Price Big Features of Whitehall

Label Debuts 20 Releases
For Fall & Holiday Profits

NEW YORK, Oct. 12.—The average record dealer is well aware of the need for quality merchandise to meet ever-growing customer demand for low-price albums.

The management of Westminster Records made the decision to enter the low-price album field in order to supply this dealer need. The result is a new quality label, Whitehall Records.

No Recording Quality Compromise

No expense has been spared in bringing dealers tremendous quality despite the \$1.98 mono-aural, \$2.98 stereo retail price. Whitehall recording techniques have no peer, and the artists are world renowned. The name value of the composers and recorded material is tremendous. Every album is a time-tested "war-horse" and a check of the list of the first release proves the point.

Covers and Packaging

Dealers will be amazed at the quality appearance of the

covers in the Whitehall line. Every album cover is in full color and has great eye-appeal. Poly bags, carrying a pre-printed price, are used on every album to impress the customer with the value of the product.

LOW PRICE LP'S ON SALES UPSWING

"Low Price LP's show definite signs of registering the greatest dollar volume of all time in 1959," according to Tom Noonan, Director of Research of The Billboard. Recent stories in The Billboard attribute this growth to better product and more outlets.

Impressive Line-Up of Whitehall Distributors Named

NEW YORK, Oct. 12.—Twenty-eight distributors, who will handle the Whitehall line of albums, were named this week by Norm Wieland, national sales manager of the label.

The distributors, listed alphabetically by city, are:

- ALBANY, N. Y.**
Seaboard Dist. Co.
313 Broadway
- BALTIMORE, MD.**
General Dist. Co., Inc.
2329 Pennsylvania Ave.
- BIRMINGHAM, ALA.**
Bel-Aire Dist. Co.
1109 Fifth Ave., S.
- BOSTON, MASS.**
Music Sup. of New England
283 Huntington Ave.
- BUFFALO, N. Y.**
Faysan Distributors
506 7th Ave.
- CHARLOTTE, N. C.**
F & F Enterprises
2704 Freedom Drive
- CHICAGO, ILL.**
Arnold Records, Inc.
1329 S. Michigan Ave.
- CINCINNATI, OHIO**
Supreme Distributors
1000 Broadway
- DALLAS, TEX.**
Baker Dist. Co., Inc.
2202 Irving Blvd.
- DENVER, COLO.**
Crown Distributors
600 15th Ave.
- DETROIT, MICH.**
B & H Distributors
3959 Woodward Ave.

- E. HARTFORD, CONN.**
Seaboard Dist. Co.
313 Park Ave.
- HOUSTON, TEX.**
Baker Dist. Co., Inc.
1706 Rusk St.
- LOS ANGELES, CALIF.**
Sun State Distributors
2669 W. Pico Blvd.
- MIAMI, FLA.**
Tru-Tone Dist. Co.
4701 Second Ave., N.W.
- MEMPHIS, TENN.**
S. W. Dist. Co.
1114 Union Ave.
- MILWAUKEE, WIS.**
John O'Brien, Inc.
2830 W. Vliet St.
- MINNEAPOLIS, MINN.**
Jather Distributors
730 N. Lindale Ave.
- NASHVILLE, TENN.**
Southern Rec. Dist.
445 Chestnut St.
- NEWARK, N. J.**
Apex-Martin Rec. Sales, Inc.
351 Washington Ave.
- NEW ORLEANS, LA.**
United Record Dist.
624 Barrone St.
- NEW YORK CITY**
Action Records, Inc.
452 W. 46th St.
- PHILADELPHIA, PA.**
J. H. Sparks, Inc.
1618 N. Broad St.
- PHOENIX, ARIZ.**
Esskay Dist., Inc.
2804 N. 16th St.
- PITTSBURGH, PA.**
Astor Distributors
1711 Fifth Ave.
- ST. LOUIS, MO.**
Record Merchandisers
1933 Washington St.
- SAN FRANCISCO, CALIF.**
New Sound Dist. Co.
50 Julian Ave.
- SEATTLE, WASH.**
Huffine Dist. Co.
3131 Western Ave.

pon. Customers will buy more Whitehall albums because of the traffic-building coupon feature. Three coupons, when sent with a small remittance to cover packing and shipping, will enable the consumer to obtain a fourth album free, direct from Whitehall.

Dealers and distributors who have seen samples of the line and this traffic-building feature are most enthusiastic over its possibilities.

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

THE BENNY GOODMAN TREASURE CHEST (3-12")

The Original Ork, Trio & Quartet, M-G-M 3E9—Here is a 3 LP collection of performance recordings of the great Benny Goodman ork of the wild days of 1937-'38, smartly packaged by the label, and with a history of the days of B.G. and swing that should give every Goodman fan a severe case of nostalgia. The tapes were made at B.G. dates in theaters and hotels, and it features such greats as Harry James, Gene Krupa, Lionel Hampton, Teddy Wilson, Charlie Christian, and a host of others. The sound is dated but the spirit isn't. A set that should move solidly thru the winter.



THE MUSIC GOES 'ROUND AND AROUND

The Original Hit Performances (Vols. I thru VI), Decca DL 4000, 4001, 4002, 4003, 4004, 4005—Here is a collection of hit singles from the Decca Records' vaults that is a musical history of the record business. The collection which starts with "Sugar Blues" and "The Music Goes 'Round and Around" swings thru the 1930's up to 1959 and the hits "The End," "When" and "Volare." Every hitmaker on the Decca label is represented here, Crosby, the Mills Brothers, Ted Weems, the Weavers, Bill Haley and many more. The LP's are available individually, or as a package of six. This should be a solid seller, from a nostalgic or a historical side, as well as mighty good listening.



GOLDEN SAXOPHONES

Billy Vaughn Ork, Dot DLP 25205 & 3205 (Stereo & Monaural)—The popularity of Billy Vaughn's band should continue via his latest LP. The Vaughn hallmark—harmonizing saxes against rhythm—is used effectively on such items as "Near You," "Tennessee Waltz," "Indian Summer," "Wabash Blues" and "You Belong to My Heart." Should do strong business.



SAM COOKE

Keen 86101—A consistent winner with his singles releases, Sam Cooke's latest album for Keen features a collection of some that achieved hit proportions. The former spiritual chanter's uniquely personal delivery is showcased most effectively on such numbers as "For Sentimental Reasons," "You Send Me," "Blue Moon" and "Everybody Loves to Cha Cha Cha." Will have strong appeal to his legion of fans.



Pop EP

CONNIE FRANCIS

M-G-M EPX 1687—This fine group of tunes—all of them hits for Miss Francis—will accomplish one profitable purpose. It will skim off a lot of plus sales that the two singles which are paired here did not catch the first time around. First, there's "Frankie" and "Lipstick on Your Collar," a two-sided single, as is the other pairing currently, "You're Gonna Miss Me" and "Plenty Good Lovin'." Smart merchandising idea which will sell well.



JOHNNY CASH

Columbia B 2155—This new EP features Johnny Cash in four tunes, one of which, "The Rebel," is the theme of the new TV show of the same name. Other tunes are "Remember the Alamo," a straightforward account of the memorable encounter; "The Ballad of Boot Hill" and "Lorena," the Civil War song. Both "The Rebel" and "Remember the Alamo" have a chance to become hot singles. Cash sings them all with great feeling.



Classical

RHAPSODY UNDER THE STARS

Leonard Pannario, Piano with the Hollywood Bowl Symphony Orch. (Rozsa), Capitol SP 8494 (Stereo & Monaural)—Pannario should have another strong selling item with his latest album. The program includes selections by Beethoven, Rachmaninoff, Mozart and Liszt. Also included is the "Spellbound Concerto," written by Miklos Rozsa, who conducts the orchestra in complementary fashion. Sound and cover are good.



BEETHOVEN: SYMPHONY NO. 9

Various Artists with the Westminster Symphonic Choir & the Columbia Symphony Orch. (Walter), Columbia M2L 264—Another first-rate market item in the Walter readings of the Beethoven symphonies. Treatment is solidly logical, in the meticulous German tradition. It strikes a dynamic middle ground between Toscanini's compression and Klemperer's leisurely pace. Solists and chorus generally acquit themselves well. Eighth Symphony is an added bonus.



Children's

HI KIDS!



Shari Lewis, Golden GLP 39—Charmer Shari Lewis, who has a wide TV following among moppets, sings along with cohorts Wing Ding, Charley Horse, Lamb Chop and Hush Puppy. The artist's style is fresh and buoyant, and her personality is immediately appealing. In soft breathy style, she does well by "Hi-Lili, Hi-Lo" and other naturals for children. Ork, led by Jimmy Carroll, gives her gentle, unobtrusive support. Cover will attract.

Folk

FOLK SONGS OF SONNY TERRY & BROWNIE McGHEE



Roulette R 25071—Folk blues addicts will be watching for this one. The duo has been recorded very well here, and the guitar and harmonica accompaniment to the vocals is very funky. Many of the songs are really good, and tell a story such as "Southern Train" and "Change the Lock on the Door." Cover is a gas!

BRAVO BIKEL



Theodore Bikel, Elektra 175—The label has spared no pains to go all out on this de luxe package. The recording itself is a combination of live tapes taken during two Bikel Town Hall concerts during the past year. The selections of numbers with their wide range of background, and the performer's off-the-cuff remarks to go with his most appealing performances set the LP off as a winner among folkophiles in general and Bikel fans in particular. Set is a double-fold job, full of photos and data on the artist. Good cover as well. This one can sell for a long time.

Rhythm & Blues

BIG JOE IS HERE



Joe Turner, Atlantic 8033—Joe Turner, one of our great blues singers, shows again why he is known as "The Boss of the Blues" on this fine new album. Turner shouts his way thru blues about love, women and trouble with feeling and meaning, backed solidly by the ork. Tunes include "Wee Baby Blues," "Poor Lover's Blues," "Ti-Ri-Lee" and the wild "Bump Miss Susie." Solid wax here that should move.

Sound

EDDIE LAYTON AT THE MIGHTY WURLITZER



Mercury SR 60105 (Stereo & Monaural)—Layton plays the console of the Wurlitzer theater organ at Radio City Music Hall in New York in his latest offering. As usual, he comes thru with imaginative and artistic readings. Sound is excellent, and the artists colorful approaches are heightened in stereo. Tunes and tempos are nicely varied and include "Bye Bye Blackbird," "Miserlou" and "Amor."

SESSIONS: THE BLACK MASTERS; McPHEE; TABUH-TABUHAN



The Eastman-Rochester Symphony Orch. (Hanson) Mercury SR 90103 (Stereo & Monaural)—"Tabuh-Tabuhan" is an interesting adventure in Oriental themes and poly rhythms. It receives commendable reading from the orchestra, and the work is ideally suited for a stereo waxing. Sessions' programmatic work also comes in for a stirring evaluation. Prime appeal will be to moderns, tho the set can certainly draw additional sales on the strength of the excellent sound.

Spoken Word

VIRGINIA WOLF: TO THE LIGHTHOUSE; MRS. DALLOWAY



Read by Celia Johnson, Caedmon TC 1105—Beautiful readings of selections from two of Virginia Woolf's best known novels, "To the Lighthouse" and "Mrs. Dalloway." The actress recites them with a sympathy and insight that is remarkable. A set to be listened to and enjoyed again and again.

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

THE BIRTH OF A BAND

Quincy Jones, Mercury SR 60129 (Stereo & Monaural)—Quincy Jones has written a group of fine arrangements—all of which are given first-rate interpretations by the big band. Most of the tunes were clefted by top-name jazz musicians in their own right. Sound is excellent, as are the liner notes by Count Basie. Set deserves exposure. Packaging is highlighted by a good cover shot of Jones. A quality set in every respect.

PIANO PORTRAITS BY PHINEAS NEWBORN

Roulette R 52031—Newborn gives out with thoughtful interpretations on a group of standards and an original or two. He's fleet and
(Continued on page 30)

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **COME BACK TO SORRENTO**
Frank Sinatra, Columbia CL 1359—Set is made up of various singles done when the singer was on this label. Previous releases of a similar type have proved big sellers, and this should follow suit. Tunes include "September Song," "Embraceable You" and "Someone to Watch Over Me."

★★★★ **WHAT'D I SAY**
Ray Charles, Atlantic 8029—A fine, swinging album by the great Ray Charles. Strictly in the rocking rather than the jazz groove, the pianist blues chanter offers his current smash, "What'd I Say," and a host of other powerful numbers. Samples of these would include "Jumpin' in the Mornin'," "Rockhouse," and "Tell All the World About You." The man is at his best here and he's joined by a swinging chick in Mary Ann Fisher who does a good blues vocal on "What Kind of Man Are You." Satisfying, down-to-earth stuff and the set has a good cover, too.

★★★★ **CLYDE**
Clyde McPhatter, Atlantic 8031—Here's a wonderful collection of tunes by Clyde McPhatter, waxed when he was with the Atlantic label, and originally issued as singles. Sides include such big hits as "Lovey Dovey," "A Lover's Question," "I Can't Stand Up Alone," and "Since You've Been Gone." This is Clyde at his swinging best, and the set is attractively packaged. Could be a strong seller.

★★★★ **OLAY!**
Ruth Olay, Mercury SR 60085 (Stereo & Monaural)—Ruth Olay, the night club singer who created a bit of a stir on her first album, comes thru with another first-rate reading here of a strong group of tunes. She gets a chance to show off her own individual interpretations of such songs as "Lover Man," "Slow But Sure," "When the Sun Comes Out," and "You Make Me Feel So Young." And she is warm, or dramatic by turn, as the song demands. An exciting and interesting album that could build into a steady seller.

★★★★ **JOE WILLIAMS SINGS ABOUT YOU!**
Roulette R 52030—Williams, one of the fine blues singers, does a grouping of ballads here, including many standards like "The Very Thought of You" and "You Are Too Beautiful." Arrangements by Jimmy Jones are lush; they use strings, but retain jazz flavor via use of horns. Williams' vocals are excellent, and are well showcased by Jones' work. No banality here.

★★★★ **THE CLOVERS DANCE PARTY**
Atlantic 8034—The Clovers vary from rhythm numbers to those which have the accent in a slower, ballad framework in this LP. It's a danceable item that can attract teen interest. Selections include "Down in the Alley," "Your Tender Lips" and "All About You."

★★★★ **BLUES BALLADS**
LaVern Baker, Atlantic 8030—Set is a collection of ballads with beat and rhythm tunes—several of which have been formerly released as singles. Tunes include her current big single, "So High, So Low," and "I Cried a Tear," "It's So Fine," and "St. Louis Blues." Strongest appeal to teen buyers with dual market pop and r.&b. appeal. Good cover photo of the thrush.

★★★★ **THE LAWRENCE WELK GLEE CLUB**
Dot DLP 25218 & 3218 (Stereo & Monaural)—The Welk Glee Club under the direction of Pete Lance renders in a capella form a group of tunes that includes spirituals, folk songs and college material. The Welk name should prove a lure. The stereo balancing is good and nicely captures the rich and colorful blend of the voices. Numbers include "Danny Boy," "Halls of Ivy" and "Deep River."

★★★★ **BROADWAY SHOW STOPPERS**
The Playmates, with Joe Reisman Ork, Roulette R 25084—The Playmates, who have become well-established singles artist, could make an impressive entry into the LP market via this listenable offering. The trio's approaches on selections from current and recent Broadway shows are first-rate. They are nicely backed by the Joe Reisman ork. Spinnable deejay package, and it should appeal to teen and adult buyers.

JAZZ ★★★★★

★★★★ **AHMAD JAMAL**
Epic LN 3631—This collection of waxings by Ahmad Jamal was recorded by the pianist a number of years ago, before he achieved fame last year. However, it well
(Continued on page 30)

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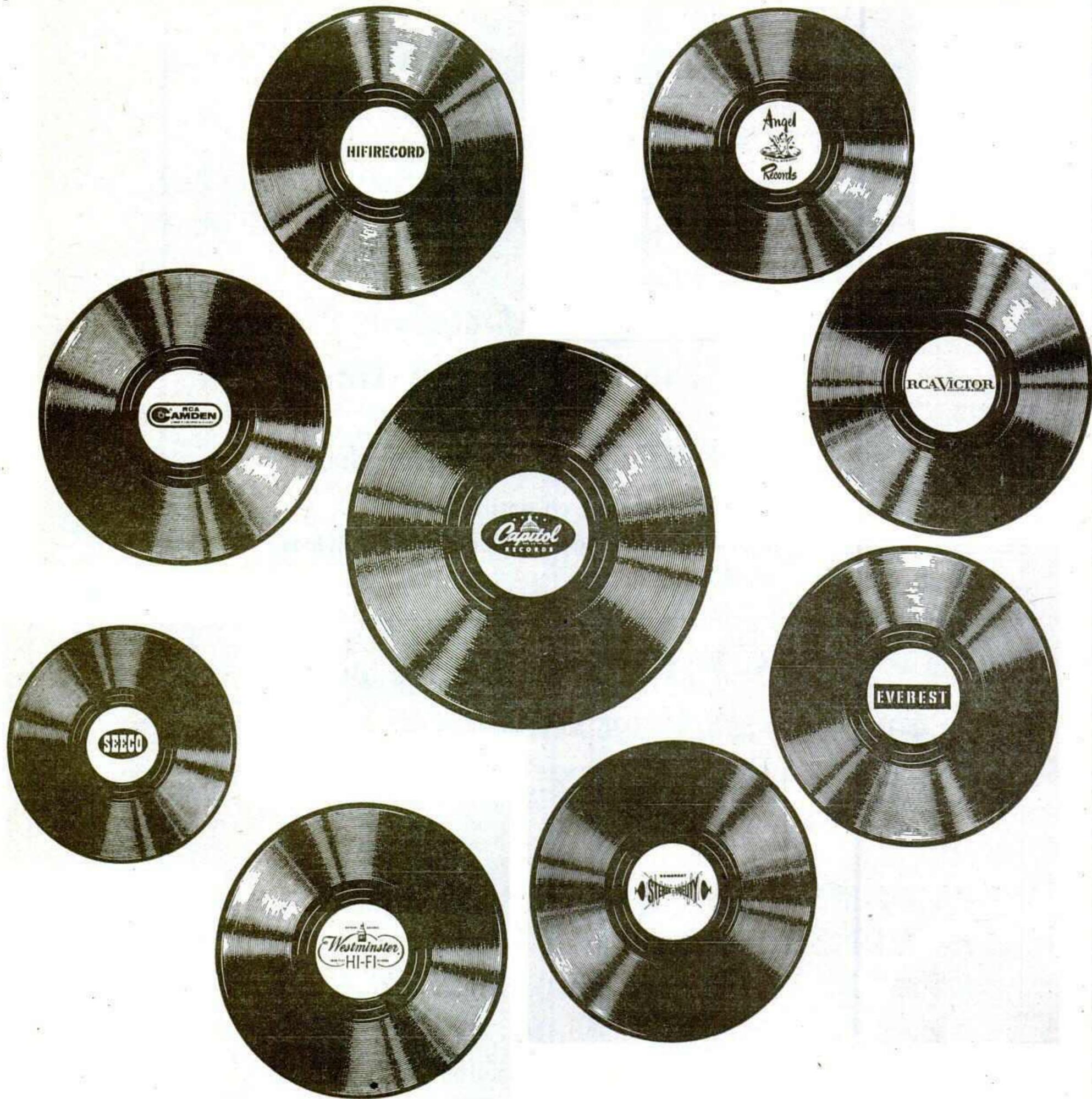
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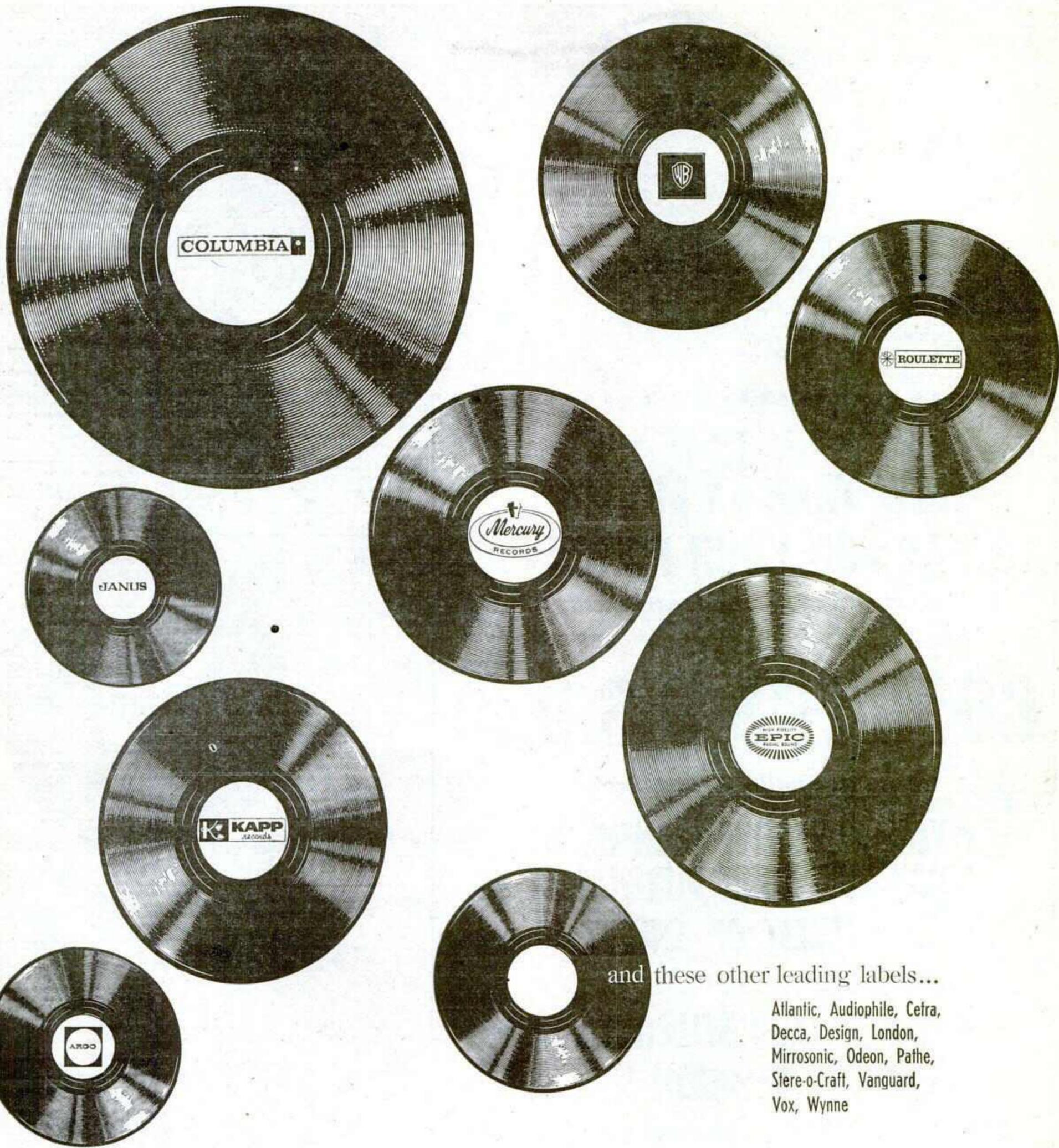
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Continued from page 26

deft on the up-numbers, and the ballads are also inventively styled. He gets excellent support from Roy Haines on drums and John Simmons on bass. Sound is excellent. With exposure this could be a good seller. Selections include a fine treatment of "Just in Time," "Blues Theme) for Left Hand Only" and "Sweet and Lovely."

THE HOUSE OF BLUE LIGHTS

Eddie Costa, Piano. Dot DLP 25206 & 3206 (Stereo & Monaural)—Costa provides highly inventive and imaginative piano stylings on six tunes. They are done in extended form, and the artist shows fine technique and style on all. This is tasteful and artistic jazz, and the set should do much to increase Costa's growing following. He is backed by rhythm section. Set can sell with a shove.

JAZZ GUITAR

Bill Harris, Mercury SR 60120 (Stereo & Monaural)—Wonderful work by guitarist Bill Harris on this new album that should help expand his already large following. On it Harris plays both electric and classical guitar, and he is fine on both. There is a warm down-home feeling on this set, and at the same time some excellent jazz work. The tunes are mainly originals with "Baker's Dozen" (dedicated to guitarist Mickey Baker), "Golden Sunset," "The Harris Touch" and "Rock Bottom Blues" among the best. Fine guitar work and excellent stereo recording.

Reviews and Ratings of New Albums

Continued from page 26

★★★★

VERY STRONG SALES POTENTIAL

represents the stylings of Jamal on a group of familiar standards. They still sound fresh and bright, and the many Jamal fans will enjoy the set. The cover is eye-catching.

demonstration disk for dealers to interest consumers in classical material.

CLASSICAL ★★★★★

★★★★ ENCORE PLEASE, SIR JOHN! The Halle Orch. (Barbrol) Mercury SR 90161 (Stereo — Monaural)—A series of virtuoso performances of extremely popular material including "Merry Wives of Windsor Overtures," "Valse Triste," "Dance of the Hours," "Stars and Stripes" and "Andante Cantabile." Fine sound. A good

LOW-PRICE CHILDREN'S ★★★★★

★★★★ SONGS AND HYMNS FOR SUNDAY MORNING

The Golden Choir Directed by Mitch Miller. Golden GLP 41—Recorded with full chorus and organ and featuring the voices of Anne Lloyd, Sally Sweetland, Margaret Miller and others—all under the direction of Mitch Miller—this is a very well-recorded disk. It sounds fresh, it carries a spirit of uplift, and its appeal is to folk of all ages and religions.

★★★★ SONGS ABOUT HEROES

Various Artists with Mitch Miller & Ork. Golden GLP 42—Here are the brightest, most heroic heroes of all in the eyes of the kiddie world, and they are extolled in song by the familiar performers in the Golden stable. The Sandpipers, Terry Gilkyson, Win Stracke and Mike Stewart are all featured in the musical dedications to everyone from "Superman" and "John Henry" to "Yancy Derringer," "Casey Jones" and "The Lone Ranger." A solid buy with a good cover to set it off.

★★★★ PETER PAN

Disneyland DQ 1206 — The Cahn-Fain duo, a pretty unbeatable pair, inked most of the tunes on this sound track. Charming ditties like "You Can Fly" and "What Made the Red Man Red" get lush choral and orchestral treatment here. The character-voices that sing the melodies will appeal to children. Set should do well with those who've seen the movie and/or read the book.

POLKA ★★★★★

★★★★ THE ALL-TIME GREAT POLKAS

Frankie Yankovic, Columbia CL 1358 — One of the big polka outfits in a dozen great polkas. There are vocals, too. "Beer Barrel Polka," "Just Another Polka" and "Pennsylvania Polka" are included. Recording was made on location, and there are applause sounds. A fine buy for any polka enthusiast.

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★ BESAME!

Toni Arden, Decca DL 8875 — Collection of Latin favorites by the talented thrush singing vigorously in Spanish and English. Backed by a big ork, Miss Arden gives out with such perennials as: "Be Mine Tonight," "Perfidia," "Anna," "Kiss of Fire," and "Cielito Lindo." Attractive cover could push the sales up. Well keyed for Latin music fans.

★★★★ JUSTIN GORDON SWINGS

Dot 25214 & 3214. (Stereo & Monaural) —Neatly swinging versions of a fine group of pop standards by the Justin Gordon crew, with Gordon, one of Hollywood's top recording men, handling the sax solos brightly. Tunes range from "Stars Fell on Alabama," to "Star Dust." A good new set.

★★★★ SHEPHERD & HIS FLOCK SWING

Bill Shepherd Ork & the Beryl Stott Chorus, Roulette R 25086 — Bright swingy work by Billy Shepherd and his flock with much help from the Beryl Stott Chorus. It's happy, attractive music with Shepherd, one of England's bright young arranger-conductors, leading the ork and chorus thru a group of light-hearted arrangements. Tunes include "Crazy Rhythm," "You Were Meant for Me," "The Glory of Love," and other standards. Good jockey programming material here.

★★★★ BASIE-ECKSTINE, INC.

Count Basie & Billy Eckstine, Roulette R 25029 — This could be called Billy Eckstine sings the blues for a great many of these tunes are blues, including "Stormy Monday Blues," "Lonesome Lover Blues," "Blues, The Mother of Sin," and "Jelly, Jelly." They are sung by Eckstine in good style, in fact he is in better voice on this waxing than he has been in a long time. And the Basie crew, tho not featured strongly on the set, backs him in solid style. Old-time, and perhaps even new Eckstine fans, will enjoy this set.

★★★★ GALE STORM SINGS

Dot DLP 3209 — A collection of the thrush's singles, most of them backed by Billy Vaughn. Sentimental ballads, as "I'm in the Mood for Love," "Love Theme From

A Farewell to Arms," and lesser-known items like "Oh, Lonely Crowd," and "Love by the Juke Box Light," are included. Performances are done with Miss Storm's usual dedication.

★★★ ON THE SUNNY SIDE

Julius La Rosa, Roulette R 25083—This might better be called on the "swinging" side in view of La Rosa's use of the neo-jazz, improvisational style in many of his treatments. "The Way You Look Tonight," "A Fine Romance," and "In Times Like These" are among those getting these happy, up treatments. Nick Perito has contributed some very neat arrangements to showcase La Rosa. Fans will like these bands.

★★★★ GO AHEAD & ROCK ROCK ROCK

Buddy Johnson Ork, With Ella Johnson, Roulette R 25085 — Lee Thomas and Ella Johnson share the vocal spotlight in this set. The Johnson band backs them all the way on a flock of blues and rhythm tunes. Buddy Johnson is also heard on some of the selections. Most of the tunes were clefted by Johnson. Danceable set can find a market.

★★★ BUDDY JOHNSON WAILS

Mercury SR 60072. (Stereo & Monaural) —The Johnson ork gives out with pleasant sound on a flock of Johnson originals. The big band sound nicely supports the vocals by Ella Johnson and Floyd Ryland. Sound is excellent, and the set can move in both pop and r.&r. markets. Displayable cover adds to over-all appeal.

★★★ SWINGIN' AND DANCIN'

Gas Bivona Plays the Music of Steve Allen, Mercury SR 60053. (Stereo & Monaural) — Bivona blows clarinet in front of a big, swing-era kind of band with the kind of sections—four trumpets, four trombones, five saxes—you can't hardly find any more. The sound is good, full and danceable with nice, restrained scorings by Skip Martin and Henry Mancini. The tunes are all from the pen of Steve Allen and have a pleasant enough air about them.

★★★★ EDDIE PEABODY PLAYS

Dot DLP 25211 & 3211. (Stereo & Monaural) — Ace banjoist Peabody excels on a flock of material that includes new and old tunes. He's nicely supported by guitar, rhythm section and a tuba on some selections. Tunes and tempos are nicely varied to allow the artist full chance to show his virtuosity. Sound is good, and the cover is displayable. Tunes include "Honey," "12th Street Rag" and "Smoke Gets in Your Eyes."

★★★ TED STRAETER SINGS TO THE MOST BEAUTIFUL GIRL IN THE WORLD

Columbia CL 1369 — Ted Straeter, something of a fixture with his band among the socially svelte set which is seen at the Persian Room of the Hotel Plaza in New York, turns out a brace of tunes all dedicated to the "most beautiful girl in the world." This, of course, is also his theme song, which is also included in the set. Straeters unique vocal approach, which is somewhat reminiscent of Skinnay Ennis, is a considerable following in society circles. In those special areas, this set will generate healthy interest.

★★★★ FABULOUS HOLLYWOOD!

Frank DeVoi Ork, Columbia CL 1371 — Big, string-filled orchestral readings of a group of top, all-time favorite screen hits. Selections include "Tammy," "Return to Paradise," "Gigi," "An Affair to Remember" and "Love Letters." Lush instrumentations with some beat here but the set is more for listening than dancing. Lovely

(Continued on page 38)

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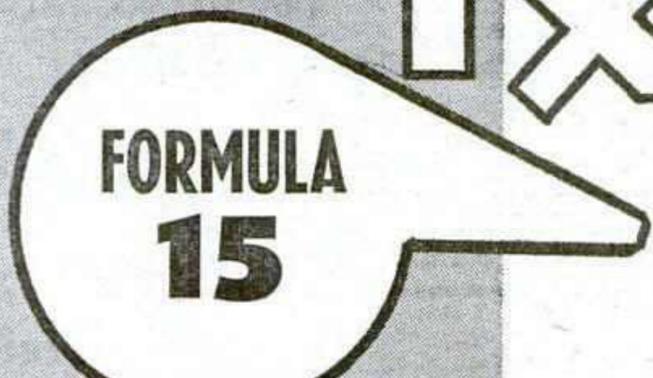
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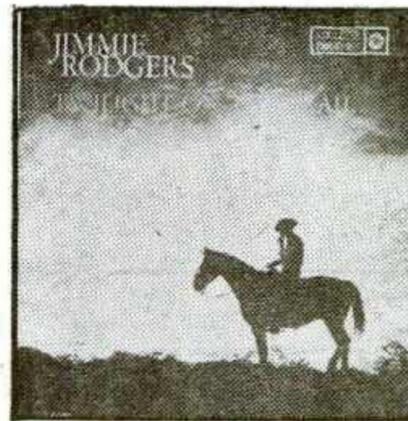


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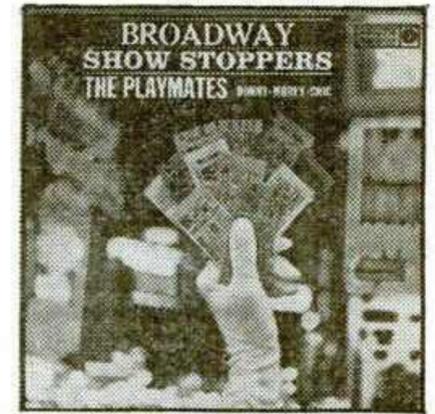
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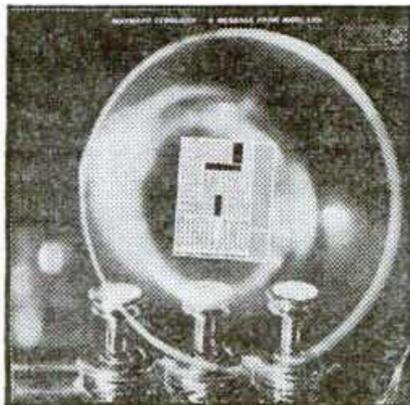
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Maynard Ferguson & His Orch.



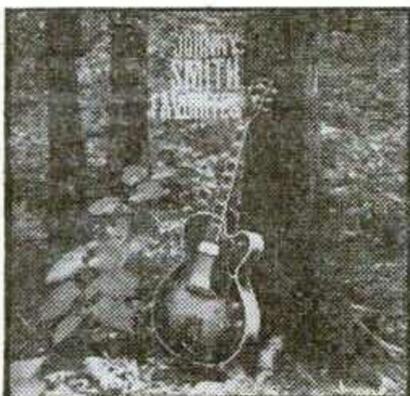
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Tyree Glenn with Strings



(SR) R-52028 BREAKFAST DANCE & BARBECUE
Count Basie & His Orchestra



(SR) R-25083 ON THE SUNNY SIDE
Julius La Rosa



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ROULETTE

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TRADE MARK REG.

THE NATIONS TOP TUNES

 For survey week ending October 3

This Week	Last Week	Weeks on Chart	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.	1	6	6. ('Til) I Kissed You By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.	4	7
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.	2	10	7. Teen Beat By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.	10	5
3. Sleep Walk By Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Brye, Canadian-American 106.	3	8	8. I'm Gonna Get Married By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.	6	8
4. Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.	5	5	9. Red River Rock By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509. RECORD AVAILABLE: Gene Redd, King 5250.	7	8
5. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.	8	4	10. Poison Ivy By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.	11	5

Second Ten

11. Just Ask Your Heart By DeNota-Ricci-Damata—Published by Ramed (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.	14	4	16. I Loves You Porgy By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11021.	15	7
12. Lonely Street By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1370. RECORD AVAILABLE: Carl Belew, Four Star 1701.	19	3	17. Primrose Lane By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.	16	4
13. Broken-Hearted Melody By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477.	12	8	18. Battle of Kookamonga By Jimmie Driftwood and J. J. Reynolds—Published by December-Trinity-Warden (BMI) BEST SELLING RECORD: Homer & Jethro, RCA Victor 47-7585.	17	4
14. Sea of Love By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Mer 71465.	9	11	19. Deck of Cards By T. Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.	21	2
15. 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	5	20. I Want to Walk You Home By A. Domino—Published by Alan-Edwards (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5606.	18	9

Third Ten

21. Battle Hymn of the Republic By Wilhousky—Published by Carl Fischer (ASCAP) RECORD AVAILABLE: The Mormon Tabernacle Choir, Columbia 41459.	20	4	26. The Angels Listened In By Billy Dawn Smith-Sid Faust—Published by Winneton (BMI) RECORD AVAILABLE: Crests, Coed 515.	-	1
22. Don't You Know By Bobby Worth—Published by Alexis (ASCAP) RECORD AVAILABLE: Della Reese, Vic 7591.	26	2	27. Makin' Love By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.	28	6
23. Hey Little Girl By Blackwell & B. Stephenson—Published by Roosevelt-Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1029.	23	4	28. Seven Little Girls (Sittin' in the Back Seat) By Hilliard-Pockriss—Published by Sequence (ASCAP) RECORD AVAILABLE: Paul Evans & the Curls, Guaranteed 200.	-	1
24. Say Man By C. McDaniel—Published by Arc (BMI) RECORD AVAILABLE: Bo Diddley, Checker 931.	24	2	29. Come On and Get Me By Bert Salmirs-Wally Zober—Published by Ramed-Jimskip (BMI) RECORD AVAILABLE: Fabian, Chancellor 1041.	-	1
25. A Worried Man By Dave Guard-Tom Glazer—Published by Harvard & Highridge (BMI) RECORD AVAILABLE: Kingston Trio, Cap 4271.	27	2	30. Fool's Hall of Fame By Aaron Schroeder-Wally Gold—Published by Spoons (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15982.	25	3

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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.

HER FIRST HOT Dot SINGLE!

KEELY SMITH

NO. 15989



KEELY SMITH

NO. 15989



KEELY SMITH

NO. 15989



KEELY SMITH

NO. 15989



KEELY SMITH

NO. 15989



**TO CLIMB
The
HIGHEST
MOUNTAIN**



**DON'T LET
THE STARS GET
IN YOUR EYES**

ULTRA HIGH FIDELITY RECORDING

Keely performs this new Dot smash on NBC-TV October 18, when Louis Prima and Keely Smith take over the Chevy Show (9:00 p.m. Sunday, October 18, NBC-TV).



THE NATION'S BEST SELLING RECORDS

FOR THE WEEK
ENDING OCTOBER 18

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.		WEEKS ON CHART
					[S]	Indicates that STEREO SINGLE version is available.	
TITLE, Artist, Company, Record No.							
1	1	2	7				8
2	2	7	10				7
3	8	12	16				6
4	3	1	1				12
5	4	4	4				9
6	6	9	15				6
7	10	11	12				8
8	5	3	2				12
9	12	13	14				7
10	14	19	41				6
11	9	8	6				11
12	7	5	3				10
13	15	15	17				9
14	17	17	19				6
15	11	6	5				15
16	13	10	8				13
17	22	40	58				5
18	16	16	13				9
19	19	23	29				6
20	18	21	25				11
21	21	24	20				8
22	24	31	40				5
23	23	50	74				4
24	28	42	71				4
25	20	14	9				10
26	31	35	35				9
27	25	20	23				12
28	34	46	75				5
29	32	37	50				6
30	33	33	57				6
31	29	30	48				5
32	52	67	88				4
33	27	26	28				9

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
					[S]	Indicates that STEREO SINGLE version is available.	
TITLE, Artist, Company, Record No.							
34	30	29	26				10
35	46	95	99				4
36	43	75	—				3
37	41	48	59				6
38	47	58	86				10
39	35	34	37				7
40	45	—	—				2
41	26	18	18				11
42	36	27	31				11
43	38	28	24				7
44	53	59	69				6
45	81	97	—				3
46	67	80	—				3
47	58	—	—				2
48	48	60	73				5
49	71	86	—				3
50	51	57	70				4
51	49	87	—				3
52	66	78	—				3
53	88	—	—				2
54	39	22	11				16
55	37	32	36				12
56	44	45	38				6
57	77	—	—				2
58	54	64	90				4
59	86	—	—				2
60	55	66	80				5
61	89	92	77				5
62	70	85	94				4
63	68	70	—				3
64	94	—	—				2
65	65	72	82				4
66	61	49	43				11
67	—	—	—				1

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
					[S]	Indicates that STEREO SINGLE version is available.	
TITLE, Artist, Company, Record No.							
68	42	36	27				24
69	60	54	62				4
70	—	—	—				1
71	56	43	46				8
72	62	76	60				11
73	—	—	—				1
74	59	61	53				10
75	69	90	98				4
76	99	96	—				3
77	50	39	21				15
78	75	77	81				5
79	74	53	47				8
80	92	89	56				7
81	57	41	33				11
82	78	—	83				3
83	—	—	—				1
84	97	55	44				25
85	85	74	65				8
86	90	81	54				8
87	—	—	—				1
88	80	98	—				6
89	82	88	72				13
90	93	—	—				2
91	40	25	22				17
92	—	—	—				1
93	98	—	—				2
94	—	—	—				1
95	84	73	63				7
96	73	82	79				4
97	—	—	—				1
98	—	—	—				1
99	100	—	—				2
100	—	—	—				1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *THE ENCHANTED SEA.....The Islanders
(Volkwein, ASCAP) Mayflower 16
- LIVING DOLL.....Cliff Richard & the Drifters
(Maurice, ASCAP) ABC-Paramount 10042
- *HEARTACHES BY THE NUMBER.....Guy Mitchell
(Pamper, BMI) Columbia 41476
- *IF I GIVE MY HEART TO YOU.....Kitty Kallen
(Miller, ASCAP) Columbia 41473
- *OH, CAROL.....Neil Sedaka
(Aldon, BMI) RCA Victor 7595
- *UNFORGETTABLE.....Dinah Washington
(Bourne, ASCAP) Mercury 71508

- *WE GOT LOVE
I DIG GIRLS.....Bobby Rydell
(Kaimana-Lowe, ASCAP) (Rumbalero, BMI)
Cameo 169
- BOO BOO STICK BEAT.....Chel Atkins
(Athens, BMI) RCA Victor 7589
- *I'LL BE SEEING YOU.....Tommy Sands
(Williamson, ASCAP) Capitol 4259

C&W—No selections this week.

R&B—No selections this week

Jamie Horton is the correct name for the artist on "My Little Marine" on Joy Records, a spotlight in the September 28 issue of The Billboard. The correct publisher and affiliate for "Tomorrow Night" by Carl Smith on Columbia, a spotlight in last week's issue of The Billboard, is Bourne, ASCAP.

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. VACATION DAYS ARE OVER.....The Argyles, Brent
2. ARE YOU SORRY!.....Jonl James, M-G-M
3. THE CLOUDS.....The Spacemen, Alton
4. MIDNIGHT STROLL.....The Revels, Norgolde
5. BOYS DO CRY.....The Sparkletones, Paris
6. BELIEVE ME.....The Royal Teens, Capitol
7. IGMOO.....Stonewall Jackson, Columbia
8. PRETEND.....Carl Mann, Phillips International
9. YOU'RE MINE.....The Falcons, Unart
10. THE ENCHANTED SEA.....Martin Denny, Liberty
11. BROKEN ARROW.....Chuck Berry, Chess
12. HIGH SCHOOL, U. S. A.....Tommy Facenda, Atlantic
13. GILLEE.....Sonny Spencer, Memo
14. SO MANY WAYS.....Brook Benton, Mercury
15. TALK TO ME.....Frank Sinatra, Capitol

HOT 100: A TO Z

Angels Listened In, The	24
Baby Talk	41
Bad Girl	93
Battle Hymn of the Republic	19
Battle of Kookamonga	14
Boo Boo Stick Beat	49
Boogie Bear	96
Broken-Hearted Melody	16
Caribbean	42
Caterpillar Crawl	80
Come On and Get Me	29
Dance With Me	97
Danny Boy	36
Darling I Love You	63
Deck of Cards	17
Don't You Know	23
Enchanted Sea, The	45
Every Little Thing I Do	48
First Love, First Tears	76
Fool's Hall of Fame	31
Goodbye Charlie	94
Got the Feeling	69
Heartaches by the Number	53
Hey Little Girl	21
I Ain't Never	34
I Dig Girls	70
I Don't Know	92
I Got Stripes for You	66
I Loves You Porgy	20
I Want to Walk You Home	25
If I Give My Heart to You	59
If You Don't Want My Lovin'	87
I'll Be Seeing You	52
I'll Never Fall in Love Again	78
I'm a Hog for You	56
I'm Gonna Be a Wheel Someday	55
I'm Gonna Get Married	12
In the Mood	35
It Happened Today	82
I've Been There	74
Joey's Song	90
Johnny Reb	86
Just as Much as Ever	38
Just Ask Your Heart	9
Kissin' Time	54
Lavender Blue	91
Linda Lu	89
Livin' Doll	46
Lonely Street	10
Love Potion #9	60
Love Walked In	99
Mack the Knife	1
Makin' Love	27
Mary Lou	33
Midnight Flyer	72
Mr. Blue	73
Misty	47
Morgen	18
Mummy, The	79
My Own True Love	81
Oh, Carol	73
Okefenokee	71
Plenty Good Lovin'	75
Poco Loco	88
Polser Ivy	7
Primrose Lane	13
Put Your Head on My Shoulder	2
Red River Rock	11
Robbin' the Cradle	84
Running Bear	83
Say Man	24
Sea of Love	13
7 Little Girls (Sittin' in the Back Seat)	28
Shout	65
Six Boys and Seven Girls	62
Ski King	50
Sleep Walk	4
Some Kind-A Earthquake	57
Somethin' Else	95
Story of Our Love	98
Teen Beat	6
Thank You Pretty Baby	68
There Comes a Time	100
Three Bells, The (Browns)	8
Three Bells, The (Flood)	43
(Til) I Kissed You	5
Torquay	51
True, True Happiness	85
Tucumcari	32
Two Pools	58
Unforgettable	64
We Got Love	67
What'd I Say	77
Where	44
Wish It Were Me	61
Woo-Hoo	40
Worried Man	22
You Better Know It	37
You Were Mine	30
You're Gonna Miss Me	39

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.

FATS DOMINO



I'VE BEEN AROUND (Travis, BMI)—BE MY GUEST (Travis, BMI)—Domino applies the hit sound to two strong items. "I've Been Around" is a slowish, but persistent tune on which he offers some crazy vocal gimmicks. "Be My Guest" is a medium rocker. Both should score.
Imperial 5629

JOHNNY & THE HURRICANES



REVILLE ROCK (Vicki, BMI)—The crew should click again via this rocker treatment of the familiar "rise and shine" theme. It's a wild danceable side, and the kids should go for it. Flip is "Time Bomb," (Vicki, BMI).
Warwick 513

TOMMY EDWARDS



(NEW IN) THE WAYS OF LOVE (Sequence, ASCAP)—HONESTLY AND TRULY (Edwards-H & S, ASCAP)—Edwards sells two pretty ballads with warmth. His fine readings are given lush ork backing. Both are likely winners, and the chanter should keep hit string alive.
M-G-M 12837

LaVERN BAKER



TINY TIM (Progressive-Vernal, BMI)—FOR LOVE OF YOU (Progressive, BMI)—The chick belts "Tiny Tim" in a vivacious manner. It's a rocker with sock backing. "For Love" is a ballad with beat, and Miss Baker also gives this a strong reading.
Atlantic 2041

THE PLAYMATES



FIRST LOVE (Kahl-Wanessa, BMI)—A CIU-E (Shapiro-Bernstein, ASCAP)—The Playmates could have a berth on the charts with either of these potent sides. "First Love" is a mild rocker sort. "A Ciu-e" is a bright, new Domenico Modugno song that is also neatly handled.
Roulette 4200

SARAH VAUGHAN



SMOOTH OPERATOR (Eden, BMI)—MAYBE IT'S BECAUSE (Berlin, ASCAP)—Miss Vaughan sells "Smooth Operator," a snappy effort, smartly over fine ork and chorus backing. "Maybe It's Because" is a lovely rock treatment of the Irving Berlin oldie. Both can make it.
Mercury 71519

ROY HAMILTON



A GREAT ROMANCE (Deauville, BMI)—ON MY WAY HOME (Roosevelt, BMI)—Hamilton has two powerful efforts—either of which can step out. "A Great Romance" is given a solid belt with a strongly accented ork beat. "On My Way" is a ballad with beat, and on this he's nicely supported by the chorus and ork.
Epic 9342

MITCH MILLER



DO-RE-MI (Williamson, ASCAP)—ALOUETTE MARCH (April, ASCAP)—"Do-Re-Mi" is a charming tune from the coming Rodgers and Hammerstein show "The Sound of Music." It comes in for a listenable march with the vocal taken by a kid chorus. "Alouette March" is a bright side with a big, big sound. Both can attract.
Columbia 41499

KEELY SMITH



DON'T LET THE STARS GET IN YOUR EYES (Four Star, BMI)—The lark revives the Perry Como hit of a few seasons ago with a first-rate reading. Swingin' ork support backs her fine vocal stint. Side can be a big one. Flip is "I'd Climb the Highest Mountain," (Bourne, ASCAP).
Dot 15989

THE FIESTAS



THAT WAS ME (Jon-Ware, BMI) — GOOD NEWS (Shalimar, BMI)—The group could have a two-sided click with their latest tries. "That Was Me" is a contagious rocker with cute lyrics. "Good News" is also in the rocker vein, and it sounds spiritual-derived. Vocals on both are highly salable.
Old Town 1074

JUNE VALLI



SHADOWS (Eden, BMI) — MY DARLING, MY DARLING (Frank, ASCAP)—These are the thrush's best efforts in a spell. "Shadows" is a lovely tune, which she sings with strong appeal. "My Darling" is a quality approach on the Frank Loesser tune from "Where's Charley?" Both can happen.
Mercury 71520

LITTLE RICHARD



WHOLE LOTTA SHAKIN' (Copar-Marlyn, BMI)—The frantic chanter wails this rocker at a high pitch and maintains the excitement all the way. It's the old Jerry Lee Lewis click, and it could also prove a winner this time. Flip is "Maybe I'm Right (Lion, BMI).
Specialty 680

DON COSTA



I'LL WALK THE LINE (Hi Lo, BMI) — CATWALK (United Artists, ASCAP)—Don Costa serves up two danceable and infectious instrumentals. "I'll Walk the Line" has twangy guitars featured with wordless chorus also prominent. "Catwalk" is also a bright side that provides a strong coupling.
United Artists 190
(Continued on page 36)

Reviews of THIS WEEK'S SINGLES (continued)

Continued from page 35

RALPH DeMARCO



OLD SHEP (Cole, BMI)—The country evergreen is sung with much feeling by DeMarco over suitable backing. The side has a sound and a solid chance to break thru. Flip is "More Than Riches," (Jones, BMI). **Guaranteed 202**

HOYT JOHNSON



LITTLE BOY BLUE (Marks, BMI)—**MY SPECIAL GIRL** (Sanama, BMI)—Johnson has two excellent sides that can easily score with exposure. "My Special Girl" has an intriguing piano figure to support the fine reading. "Little Boy Blue" is a rocker that is accorded an equally strong performance. Watch 'em! **RCA Victor 7607**

BOBBY PETERSON



THE HUNCH (Quintet-Caldwell, BMI) — The Latinish rocker gets a spirited and infectious treatment from Peterson and crew. The contagious side is already happening in some areas. Flip is "Love You Pretty Baby," (Caldwell, BMI). **V-Tone 205**

PAUL GAYTEN



THE HUNCH (Quintet-Caldwell, BMI)—Gayten's version of the attractive rocker can offer stiff competition to the Peterson disk. It's similarly styled and well-performed, and it should share in the loot for the tune. Flip is "Hot Cross Buns," (Ro-Gor, BMI). **Anna 1106**

Country & Western

KITTY WELLS



LONELY IS THE WORD (Cedarwood, BMI)—**AMIGO'S GUITAR** (Cedarwood, BMI)—Miss Wells has two strong offerings, both of which should find their way to the charts in short order. "Lonely" is a weeper that is read with feeling. Flip, "Amigo's Guitar," is an attractive item with Latin overtones. **Decca 30987**

HANK LOCKLIN



BLUES IN ADVANCE (Hollis, BMI)—Locklin gives a strong performance on the slow tune. His dedicated reading should gather wide interest. Side also has pop potential. Flip is "Seven Days," (Moss Ross, BMI). **RCA Victor 1762**

Spiritual

THE SWAN SILVERTONES



TROUBLE IN MY WAY (Conrad, BMI)—**NEAR THE CROSS (PART II)** (Conrad, BMI)—The group presents two hymns most attractively. "Trouble" is a swiftly-paced item. "Near the Cross" is slower. Both should appeal to lovers of spirituals. **See Jay 879**

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

JOHNNIE HUMBERD

YOUR PORCH LIGHT IS BURNING (Fairway, BMI)—**SWAM BIRD** (Cedarwood, BMI)—Humberd reveals real artistry and scores impressively on two folkish themes. Both tunes are well-handled, and the newcomer could have a two-sider, if the disk is plugged. **Columbia 41493**

THE GAYS

ALONE AT THE HARBOR (Cajun, BMI) — **COMMAND MY HEART** (Oleta, BMI)—The talented, new group treats "Command My Heart," a ballad, to an attractive mild rock outing. "Alone at the Harbor" is a folk-flavored tune with an interesting story. This also gets a listenable reading. **Decca 30988**

FRANK GARI

YOUR ONLY LOVE (Trinda-Granadeane, ASCAP)—**LIL' GIRL** (Trinda-Granadeane, ASCAP)—Gari bows on the label with two strong readings. "Lil' Girl" is a snappy, bright rocker. "Your Only Love" is a rockaballad with several recited segs. Both sides show the singer's talent. **Ribbon 6903**

DINO

RUN HOME, LITTLE GIRL (Jon-Ware, BMI) — **TOGETHER, YOU AND ME** (Glover, BMI)—Dino sings "Run Home Little Girl," a strong teen-slanted blues, stylishly over an attractive ork assist. He also scores handsomely on "Together," a tender ballad with beat. Both sides should create interest. **Glover 200**

POP DISK JOCKEY PROGRAMMING

THE SMART SET

LIKE YOUNG (Robbins, ASCAP)—The group offers a version with French lyrics of the recent Andre Previn-David Rose, instrumental

hit. It's a nicely done side with a smart sound. Quality side rates many whirls. Flip is "Sweetheart of Sigma Chi" (Melrose, ASCAP). **Warner Bros. 5110**

THE MILLS BROTHERS

TAKE ME ALONG (Valyr, ASCAP)—The title song from the upcoming Bob Merrill Broadway show gets a solid vocal by the brothers. There are other versions available, but this fine reading offers a spinnable and listenable change. Flip is "You Always Hurt the One You Love," (Pickwick, ASCAP). **Dot 15987**

ROLAND PALETTE

UNDER MOSCOW SKIES (Zodiac, BMI)—One side of the platter is a ballad reading of the haunting theme. Flip spots a rock version of the Russian click, presented in a well-orked and danceable manner by the Palette ork. Spins of either should please. **Palette 5035**

VERY STRONG SALES POTENTIAL

TERESA BREWER

★★★★ **IF YOU LIKE-A ME**—CORAL 62150—Miss Brewer sells this oldie with her usual verve and sparkle over snappy backing. The petite thrush has a chance for a hit with this. (Rote, ASCAP)

★★★★ **MEXICALI ROSE**—The fine evergreen receives a first-rate reading from the thrush over solid rockaballad backing. Two fine sides. (M. M. Cole, BMI)

THE BUTTONS

★★★★ **JUST WE TWO**—DOT 15988—Rocker has Latin overtones. It comes in for a good reading. Talented group could have a winner. (LaBelle, ASCAP)

★★★★ **CALENDAR OF LOVE**—Rocker can generate teen appeal. The group handles the tune nicely over listenable backing. Side could take off. (Marble-Swarthmore, ASCAP)

MICKEY BAKER

★★★★ **BAIA**—ATLANTIC 2042—Mickey Baker comes thru with a wild reading of the familiar tune, replete with bird calls, et al. plus wild guitar work. A strong disk. (Peer, BMI)

★★★★ **THIRD MAN THEME**—From Mickey Baker's forthcoming album comes this wild guitar version of the oldie. This could grab a lot of juke loot. (Chappell, ASCAP)

EARL GRANT

★★★★ **ALL FOR THE BEST**—DECCA 30983—Bluesy ballad is sung well by Grant over mild rock backing that includes strings. He could have something with this. (Atlantic, BMI)

★★★★ **NOT ONE MINUTE MORE**—Pretty outing by Grant on a ballad. He is given strong support by the chorus and lush ork. (Ross, Jungnickel, ASCAP)

RUSTY ISABELL

★★★★ **I GIVE UP**—BRENT 7006—Rocker is given a zestful approach by the group. This is a danceable item that provides a good coupling to the flip. Both sides bear watching. (Brent, BMI)

★★★ **Manhunt**—Interesting, minor-keyed blues with odd vocal effects comes in for an effective instrumental treatment from the artist. His "Firewater" created interest, and this could follow suit. (Brent, BMI)

JIMMY MITCHELL

★★★★ **YOUNG AND BEAUTIFUL WORLD**—MERCURY 71522—A beautiful new ballad is handled with much feeling over lovely backing. This side has a chance to move out. (Raleigh, BMI)

★★★ **At This Moment**—Jimmy Mitchell sells this tender effort sweetly over smooth backing. Could get spins. (We Three & Spier, BMI)

ALBIMOOR AND HIS LUCKY 13

★★★★ **BIG MONEY BOOGIE**—PALETTE 5025—Albimoor and his men handle this happy boogie effort stylishly over a swinging beat. A solid instrumental that has a chance. (ZODIAC, BMI) . . .

★★★ **Headn' North**—Cheery blues effort is sold well on this instrumental side, but the flip counts more. (Zodiac, BMI)

BOB BURNETT

★★★★ **LA CANZONA BELLA**—CUB 9050—An attractive Italian theme, with something of a clip clop rhythm in the backing, has a listenable sound. Harmonica is again featured. Two playable sides. (Richjohn, ASCAP)

★★★ **Point of No Return**—A pretty melody, which has a distinct resemblance to a classical theme, is done up in listenable style by a harmonica, piano and soft background chorus. Spinnable wax. (Singular, BMI)

(Continued on page 42)

GOOD SALES POTENTIAL

JENNIE SMITH

★★★ **It's a Cryin' Shame**—COLUMBIA 41495—Mild rock ballad is given a listenable reading by the thrush over a smooth arrangement. Smart chorus helps. (Dominion, BMI)

★★★ **Go Slow Little Heart**—Miss Smith gives the rockaballad a fine outing. Pretty tune should move as well as the flip. (Korwin, ASCAP)

RUSS CONWAY

★★★ **China Tea**—CUB 9051—The British pianist turns in a bright, Oriental-styled rendition. Piano has a sound in the groove of the player piano. Interesting sound that could catch a lot of attention on boxes. (Mills, ASCAP)

★★★ **The Wee Boy of Brussels**—Pretty Continental-flavored melody gets a listenable styling by Conway. Piano again has the doped sound. Two good juke box sides. (Duchess, ASCAP)

JENNY HERRELL

★★★ **Bottle or Me**—SIMS 109—Hoe-down sort is given an expressive rendition by the thrush. Side is done in the traditional manner, and c.&w. fans should find it to their liking. There's a narrative on the bridge. (R & R, BMI)

★★★ **Honey I Gotta Have You**—The chick has a hill sound on this country medium-beater. Potential appears similar to that of flip. (R & R, BMI)

JAMES MOODY

★★★ **Darren the Redd Fox**—ARGO 5347—Flute carries the lead in this instrumental offering. Big band complements. Side could catch on with juke. Side might move with exposure. (Arc, BMI)

★★★ **Little Girl Blue**—The Old Rodgers and Hart standard comes in for a pretty styling by the Moody crew. This could also be a strong jockey item. Flute again is spotted on the lead. (Harms, ASCAP)

SCOTT STEVENS

★★★ **I Like Girls and Girls Like Me**—ABC-PARAMOUNT 10054—Familiar melody is set to a rocking beat by Scott Stevens and the combo on this listenable dinking. (Oak, ASCAP)

★★★ **I Found a Girl**—Scott Stevens comes thru with a straightforward reading of a swinger that has a good feel. It moves, and it has a good sound. (Oak, ASCAP)

EVERETT MILLS & BUMPS

★★★ **Nothing at All**—PROTONE 113—Good sound by Mills on a pretty rockaballad. His feelingful vocal is nicely supported by the ork and chorus. It has a chance with exposure. (Welton & Romeo, BMI)

★★★ **Close Your Eyes**—The oldie is done nicely over a Latinish arrangement. Chorus support is again helpful. (Miller, ASCAP)

WILLIS SANDERS & THE EMBERS

★★★ **Time Out for Tears**—CORAL 62146—Sanders turns in a nicely soulful crooning job on this pretty ballad. It's done to a suggestion of a triplet beat in the piano. Chorus assists in the listenable side. Spins merited. (Republic, BMI)

★★★ **Hungry for Your Love**—A deep-voiced cat repeats "We-I-I" through this number as the balance of the group punch out the rocker. Well-made wax which is worth spins. (World-Sheraton, ASCAP)

COZY COLE

★★★ **Soft**—KING 5254—The swingin' blues instrumental which was a hit years back, features a lot of a good honking horn plus vibes and rhythm. Cole pounds the skins but doesn't take much of a featured spot. A solid jump side. (Jay & Cee, BMI)

★★★ **Melody of a Dreamer**—A slower side than the flip, but this has considerable charm. There is an organ heard here with the vibes and sax. More dreamy, it's still good terp wax. Merits spins. (Klip, BMI)

FELIX GARCIA

★★★ **Two Tangos**—ROSCO 411—Latin instrumental, with danceable beat. Instrumentation has an unusual sound. (Cadenza, ASCAP)

★★★ **Crazy Fingers**—Instrumental with pretty melody line. Deejays are likely to

(Continued on page 41)

Headlining and Holding Over at the ROXY THEATER, NEW YORK CITY
★ STEVE GIBSON
 and His RED CAPS
★ WALLACE BROS.

STEVE GIBSON
 and His Red Caps
 ★ headlining ★
 New Frontier Hotel
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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	7
2.	MACK THE KNIFE (Harms)	2	4
3.	BROKEN-HEARTED MELODY (Mansion)	7	8
4.	MORGEN (Sidmore)	6	5
5.	I LOVES YOU PORGY (Gershwin)	8	6
6.	TILL THERE WAS YOU (Frank)	3	10
7.	ON AN EVENING IN ROMA (Zodiac)	5	8
8.	WATERLOO (Cedarwood)	4	13
9.	SEA OF LOVE (Kamar)	10	3
10.	(TIL) I KISSED YOU (Lloyd-Logan)	15	2
11.	SLEEP WALK (Trinity)	12	4
12.	SUMMERTIME (Gershwin)	—	3
13.	LIKE YOUNG (Robbins)	14	3
14.	THE BATTLE OF NEW ORLEANS (Warden)	11	19
15.	CIAO, CIAO BAMBINA (Feist)	—	1

• Best Selling Sheet Music in Britain

(For week ending October 3)

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)	High Hopes—Barton (Maraville)
Living Doll—Worldwide (Maurice)	Lonely Boy—Bron (Spanka)
Roulette—Mills (Mills)	Trudie—Henderson (Kassner)
Here Comes Summer—Mills (Jaymar)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Heart of a Man—D. Toff (Shapiro-Bernstein)	The Wonder of You—Leeds (Random)
Side Saddle—Mills (Mills)	Goodbye, Jimmy, Goodbye—Bron (Knollwood)
Three Bells—Southern (Southern)	Mona Lisa—Famous-Chappell (Famous)
Lipstick on Your Collar—Joy (Joy)	Windows of Paris—Tin Pan Alley (Kahl)
Someone—Johnny Mathis (Cathryl)	Teenager in Love—West One (Rumbalero)

• Best Selling Pop Records in Britain

(For week ending October 3)

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

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Reviews and Ratings of New Albums

Continued from page 30

★★★
GOOD SALES POTENTIAL

lady on the cover is inspecting the foot and handprints of Grauman's Chinese Theater in Hollywood, which sets the tone for the album well.

★★★ MIXED EMOTIONS
Susan Barrett. Capitol T 1266 — A new singer of uncommon talent, with a voice of dramatic content and range. Chick has not yet made singles, the diskery having decided to showcase her varied assets in a package. "Bewitched," "Should I," and "Hey There," are typical of the material. Deejays will find good programming here, with the added incentive of presenting a new voice.

★★★ BILLY'S BEST
BILLY ECKSTINE. Mercury SR 60086 (Stereo & Monaural)—The chanter has a listenable mood set in his attractive vocals on a group of standards. Most of the tunes are done in a relaxed, ballad tempo, tho the set does include some fiery vocals such as "Babalu." Others are "Stella by Starlight," "Trust in Me" and "That Old Devil Called Love." Good jockey programming item, and it's sure to please his fans.

★★★ MISS RHYTHM—RUTH BROWN
Atlantic 8026—Set offers a good sampling of Miss Brown's vocal artistry. It is comprised of couplings of some of her past singles and includes "This Little Girl's Gone Rockin'" and "Jack o' Diamonds." Main

interest will be to teen buyers, tho the dual-market album can also attract adult interest. Good cover photo of the thrush.

★★★ CHA-CHA-CHA
Ralph Font Ork. Westminster WP 6111—Set should move well in pop and Latin-American markets. The contagious cha cha beat is applied to a flock of well-known tunes—all for highly pleasant results. Excellent sound and a good cover will help. Selections include "Fascination," "Hallelujah" and "Carioca."

★★★ GREAT FOR DANCING
Eddy Howard Ork. Mercury SR 60104 (Stereo & Monaural)—The Howard crew has a good terp package that can create interest with exposure. Tempos vary from slow, dreamy treatments to lightly swingin' items. Sound is a plus factor. Side two has four tracks of medleys of different tempos. Side one is varied.

LOW-PRICE POPULAR ★★★

★★★ COCKTAIL SWING
Jack Sterling Quintet. Harmony HL 7202 —Lightly swinging set with a good mainstream sound. It's a pleasant jazz-like approach, and the set can have wide appeal. The drummer is supported nicely by the rest of the group. Tunes include "Speak Low," "You'd Be So Nice to Come Home To" and "Carioca." Healthy prospects.

★★★ DEARLY BELOVED
Marion Marlowe. Design DLP 117—A package of standards with lush string accompaniment, sung in Miss Marlowe's legit style. "I've Told Ev'ry Little Star," "Dearly Beloved" and "All the Things You Are" are included.

★★★ GYPSY MAGIC
The Kardos Trio. Harmony HL 7207—The tunes are for the most part pop selections, but they are done with the sobbing violin approach that typifies gypsy music. Sound is good and packaging is attractive enough. It can find a market with economy buyers and on the racks. Tunes include "Autumn Leaves," "Hungarian Dance No. 1" and "Two Guitars."

JAZZ ★★★

★★★ I SWING FOR YOU
Lenny Niehaus. Mercury ST 60123. (Stereo & Monaural) —Altoist Niehaus has a smooth, mellow sound on a well-orked set of tunes. The arrangements for the most part were done by Niehaus with Bill Perkins contributing two. Personnel includes several former members of the Stan Kenton band who offer complementary support. Style is progressively mainstream, and the set can have wide appeal. Tunes include "Don't You Know I Care," "Soon," and "I See Your Face Before Me."

★★★ A MESSAGE FROM BIRDLAND
Maynard Ferguson. Roulette R 52027 — This new album, featuring the Maynard Ferguson ork, was recorded at Birdland in New York last summer before a regular audience. It displays the band at its wildest, playing for listeners, mainly solid jazz fans. This might have affected the band's work that night for often the band seems to be playing for effect rather than for musical sonority. Maynard, of course, can be heard on each tune, on his screaming trumpet. Tunes are mainly originals, contributed by Sonny Rollins, Benny Golson, etc. Died-in-the-wool fans of Ferguson may enjoy it.

★★★ COMMAND PERFORMANCE
The Jazz Pickers, featuring Red Norvo. Mercury SR 60126. (Stereo & Monaural) — This is what might be called low-keyed jazz. That's to say there's no blasting of horns to upset the cool and fairly intellectual atmosphere. Here is Harry Babasin who plays a plucked cello. His cello, working in harmony and in contrapuntal phrases with the guitar of Dempsey Wright makes for some fine sounds. Then the addition of Red Norvo as a guest of the Pickers is a happy one. Norvo is in fine form as soloist, and again when he joins in the harmony of the rest of the group. Good listening and a good cover.

★★★ RUMPUS ON RAMPART STREET
Edmund Hall. Rae-Cox LP 1120 — Edmund Hall, one of the great clarinetists, gets a chance on this new album to really play, and he comes thru in solid fashion. His liquid, meaningful clarinet work is displayed handsomely on a group of standards and originals. Standards include "Hallelujah," and "Lover." Best originals are "Rose in Her Window," and "American Tempo." Good wax that could move, if exposed.

★★★ THE RIVER BOAT FIVE TAKE THE TRAIN
Mercury SR 60094. (Stereo & Monaural)
(Continued on page 40)

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The Billboard HOT C & W SIDES

				FOR WEEK ENDING OCTOBER 11	
				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	11
2	2	2	2	I AIN'T NEVER, Webb Pierce, Decca 30923	13
3	3	3	7	COUNTRY GIRL, Faron Young, Capitol 4233	13
4	4	4	4	I GOT STRIPES, Johnny Cash, Columbia 41427	10
5	5	6	6	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	23
6	6	7	14	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	9
7	11	5	5	PARTNERS, Jim Reeves, RCA Victor 7557	12
8	8	14	20	('TIL) I KISSED YOU, Everly Brothers, Cadence 1369	7
9	20	16	19	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	19
10	10	12	17	JOHNNY REB, Johnny Horton, Columbia 41437	6
11	13	15	11	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	21
12	12	9	13	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	9
13	14	17	12	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	17
14	9	10	3	WATERLOO, Stonewall Jackson, Columbia 41393	19
15	7	8	21	OLD MOON, Betty Foley, Bandera 1034	7
16	15	25	—	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	3
17	23	—	—	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	2
18	26	24	29	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	4
19	19	18	18	SAILOR MAN, Johnny and Jack, RCA Victor 7545	10
20	24	—	—	FAMILY MAN, Frankie Miller, Starday 457	2
21	21	23	23	SAL'S GOT A SUGAR LIP, Johnny Horton, Columbia 41437	7
22	17	13	9	GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812	12
23	18	19	26	NINETY-NINE YEARS, Bill Anderson, Decca 30914	15
24	22	21	22	JOHN WESLEY HARDIN', Jimmie Skinner, Mercury 71470	11
25	25	23	23	FIVE FEET HIGH AND RISING, Johnny Cash, Columbia 30427	8
26	28	—	—	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557	3
27	—	—	—	SAME OLD ME, Ray Price, Columbia 41477	1
28	16	11	8	WHO SHOT SAM, George Jones, Mercury 71464	13
29	29	26	27	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	6
30	27	30	—	NEXT TIME, Ernest Tubbs, Decca 30952	3

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Big D Jamboree," Dallas, had two big ones, back to back, Saturday night (3), with Johnny Cash jamming the local sportatorium at both the 7 and 9:30 shows, with the exception of the farthest bleachers, in the face of a deluge of rain. Cash has enjoyed success at the Sportatorium before, but this time he attracted a goodly percentage of the pop kids, according to Johnny Dolan, who beats the publicity drums for "Big D." The week before Cash's appearance, "Big D" celebrated its 15th anniversary with Ernest Tubb and a good crowd. "Big D" has a date on Jim Reeves in November and another on Ray Price in December.

Mel Price and His Santa Fe Rangers, of WABW, Easton, Md., leave the country October 15 to entertain military personnel in Bermuda, the Azores and Iceland. Featured with the unit will be comic Bob (Luke) Jones, vocalists Barbara Shirley, Kay Auman and Joy Allison, and dancer Polly Bailey. Tour will run three weeks. . . . Tibby Edwards is in Houston lining up tunes for another session for "D" Records. . . . Clarence Stout, of 505 DuBois Street, Vincennes, Ind., is mailing free copies of his new Western tune, "Aces and Eights," to artists who write in. Stout is anxious to know what's become of Texas Jim Robertson, who formerly waxed for RCA Victor.

Roy Acuff and His Smokey Mountain Boys, the Wilburn Brothers and June Webb are set for an October 31 appearance with "Louisiana Hayride," Shreveport. The "Hayride's" Jimmy Martin and the Sunny Mountain Boys hopped to Austin, Tex., Friday (9) for an appearance on "Capitol City Jamboree." . . . George Jones has a new religious platter on the "D" label, "If You Want to Wear a Crown" and "My Lord Has Called Me." Deejays desiring a copy should write to Gabe Tucker at 314 East 11th Street, Houston 8. . . . Carl Perkins is set for a stand in Tulsa, Okla., October 30-31.

The Louvin Brothers, Charlie and Ira, show their wares in Elizabethtown, Ky., October 17, and follow with six dates in North Carolina beginning October 25. . . . Carl Belew and family have moved to Nashville, with Carl now working out of Hubert Long's office in the Exchange Building there. . . . Don Reno and Red Smiley and Their Tennessee Cut-Ups are heard in a new half-hour television show over WSVA-TV, Harrisonburg, Va., each Wednesday at 7 p.m. . . . Shirlee Hunter, of "New Dominion Barn Dance," Richmond, Va., has just had her initial release for Tip Top Records. Platter couples a new version of "Al-lentown Jail" with an instrumental, "Hot Blood." Deejays may obtain a sample by writing to Shirlee at WRVA-Radio, Richmond.

Roy Acuff and the Wilburn Brothers are routed for Memphis, Tenn., October 18; Henderson, Tex., 20; Tyler, Tex., 21; San Antonio, Tex., 23; Albuquerque, N. M., 24, and Grants, N. M., 25. . . . Other "Grand Ole Opry" bookings include Carl Butler, Belfry, O., October 24; Don Gibson and Billy Grammer, Mountain Home, Ark., 24; Ray Price, Savannah, Tenn., 30, and Jimmy Newman, Grants, N. M., 14; Winslow, Ariz.,

17; Artesia, N. M., 20; Odessa, Tex., 21; Lubbock, Tex., 22; Berger, Tex., 23; Russell, Kan., 24; Lincoln, Neb., 25, and Kirksville, Mo., 27. . . . The gospel-singing Blackwood Brothers Quartet is booked thru October, as follows: Baptist Temple, Akron, O., October 10-16; Masonic Temple, Detroit, 17; Baptist Temple, Akron, 18-19; Lima, O., 20; Findlay, O., 21; Fort Wayne, Ind., 22; Springfield, O., 23; Birmingham, Ala., 24; Malden, Mo., 26; Cape Girardeau, Mo., 27; Rector, Ark., 29; Lumberton, N. C., 30, and Charlotte, N. C., 31.

Dr. Spencer Thornton, who rose to national prominence with his predictions of the future and his experiments in extra-sensory perception, will be the keynote speaker at WSM's Eighth Annual Country Music Disk Jockey Festival in Nashville November 13-14. Dr. Thornton has appeared a number of times on the Jack Paar TV show, on NBC's "Monitor," and on Station WSM, where he got his start. . . . Two new Moss-Rose tunes, both written by Roy Drusky, hit the market last week. They are "Only the Lonely," waxed by Johnny Western on Columbia, and "Seven Days," the humming song, cut by Hank Locklin for RCA Victor. Deejays may fetch themselves a copy by writing to Hubert Long, 616 Exchange Building, Nashville.

"Grand Ole Opry's "Don Gibson, who made news several weeks ago with his new RCA Victor album, "That Gibson Boy," made news again October 4 when his wife, Polly, presented him with "That Gibson Girl" in the form of a seven-pound five-ounce daughter who has been named Autumn Scarlett. Gibson has installed his wife and daughter in a new tri-level home he recently built in suburban Knoxville. . . . Hank King, heard on the Blue Hen label and recently with WWVA, Wheeling, W. Va., and WAVL, Apollo, Pa., is taking temporary leave of the country music field due to ill health. . . . The staff of regulars on "Louisiana Hayride," Shreveport, now comprises the Fabulous Gays (Vera, Verna, Harold and Carl), Brad and Jerry, Frankie Miller, Jimmy Martin and the Sunny Mountain Boys, Johnny Mathis, Merle Kilgore, Ray Hendrix, Don Burford, Margie Singleton, Tony and Pecos Douglas, Buddy Sepaugh and Mallie Ann and Bob Magee. Guests on the show last Saturday (10) were Johnny Horton and the Geezinslaws.

With the Jockeys

Happy Wilson, of WBHP, Huntsville, Ala., typewrites, to wit: "Marion Worth's "Are You Willing Willie?," on the Cherokee label, is taking off down here like a house afire. In two weeks it's come up to be my No. 1 on my country shows and it's beginning to show up big in the pop department. It looks as tho it can go all the way from here." . . . "Bluegrass Ramble," devoted entirely to bluegrass country music, makes it's debut Wednesday (7) on WFUV-FM, the Fordham University station in New York. "It's going to be quite a push to get bluegrass going in Manhattan, so any material forthcoming from bluegrass bands will be much appreciated," writes Bill Knowlton, of "Bluegrass Ramble."

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Reviews and Ratings of New Albums

Continued from page 38

★★★
GOOD SALES POTENTIAL

The Riverboat Five as constituted here is a septet with such familiar Bourbon Street touches as the banjo and the bass horn. The boys blow a good, commercial brand of Dixie on a group of numbers mainly associated with travelling by train as the title would imply. There's a big, clean stereo sound on the likes of "Wabash Cannonball," "Farewell Blues," etc., and the caricature-styled cover will pull glances.

★★★ **THE EDDIE (LOCKJAW) DAVIS COOKBOOK, VOL. II**
With Shirley Scott & Jerome Richardson. Prestige 7161 — This is the second volume featuring Eddie Davis along with Shirley Scott on organ plus Jerry Richardson, George Duvivier, and Arthur Edgehill. Davis shows off his softer, more expressive side on his tenor work on this set. His style is in the semi-modern groove, and, of course, he swings. "Stardust" is the best of the standards and "Skillet" and "The Broilers" of the originals.

★★★ **RICH VERSUS ROACH**
Buddy Rich & Max Roach. Mercury SR 60133. (Stereo & Monaural) — This album, which features a drumming "duel" between Max Roach and Buddy Rich, should interest the jazz fan as well as the stereo addict. It pits Roach and his combo against the Rich group on different channels. Both Roach and Rich come off solidly altho the former makes better use of his solos.

Tunes they work on are "Sing, Sing Sing," "Yesterdays," "Limehouse Blues," and "The Casbah."

CLASSICAL ★★★

★★★ **POP-OVERS**
The Eastman-Rochester "Pops" (Fennell). Mercury MG 50222—The orchestra presents a fine cross-section of romantic and impressionist composers in these excerpts and short selections. The interpretations are highly individualistic, however, and Fennell takes liberties with the tempi. This grouping of the selections by Debussy, Rachmaninoff, Sibelius and Liszt, among others, can still prove an attractive buy. The set rates attention and consideration.

★★★ **TCHAIKOVSKY: SERENADE; ARENSKY: VARIATIONS ON A THEME BY TCHAIKOVSKY**
The Philharmonia Hungarica (Dorati). Mercury MG 50200—The romantic serenade gets a sensitive reading under Dorati's careful and meticulous interpretation. The variations are also well-performed. Both works come brilliantly alive due to the excellent sound. Set should prove a brisk seller.

★★★ **BEETHOVEN: PIANO SONATAS NOS. 21 & 30**
Rudolph Firkusny, Piano. Capitol SP 8943 (Stereo & Monaural)—Firkusny displays fine technique and warmth in his playing of the sonatas. The "Waldstein" is especially fine. There are other versions which couple the same works that can offer competition. However, discerning buyers will find that this compares favorably.

★★★ **BARTOK: CONCERTO FOR ORCHESTRA**
L'Orchestre De La Suisse Romande (Ansermet). London CS 6086 (Stereo & Monaural) — The interesting, stirring and programmatic Bartok work receives a careful and understanding performance from the orchestra under Ansermet's capable direction. Fans of the modernist will find this a rewarding set. The orchestra achieves a wide extreme of sounds—all of which are well-captured in stereo. The Ansermet name should prove a lure.

★★★ **ADAM: GISELLE**
The Paris Conservatoire Orch (Martinon). London CS 6098 (Stereo & Monaural)—The charming ballet score, richly melodic and musically descriptive, is fortunate in that it does not rely totally on the visual appeal of a theater performance. This reading, while more than capable will, however, be in strong competition with other available recordings. Sound is a plus factor.

★★★ **OPERATIC HIGHLIGHTS FOR ORCHESTRA**
The London Symphony Orch. (Gamba). London CS 6087 (Stereo & Monaural)—Orchestral settings of overtures, intermessa, and ballet music from several operas are presented by the London Symphony Orch. Gamba draws an attractive performance. Works include the preludes to acts one and three of "La Traviata," "Dance of the Hours" from "La Gioconda" and the intermezzo from "Cavalleria Rusticana."

★★★ **MUSIC OF BERLIOZ**
The Paris Conservatoire Orch. (Martinon). London CS 6101 (Stereo & Monaural)—Excerpts of several works by the composer that offer a fine cross-section of his development and change in style are offered by the French ensemble. As such, the disk can prove of interest to Berlioz devotees. The works allow for wide variations in orchestral and tonal colors, and stereo enhances the over-all appreciation. The overture from "Le Carnaval Romain" is itself an experience in sound.

★★★ **BACH: BRANDENBURG CONCERTOS (2-12)**
The Stuttgart Chamber Orch. London CSA 2301—Another release of the famed "Brandenburg Concertos," this latest by the Stuttgart Chamber Orchestra. The interpretations are clean and precise, and the distinctive London stereo technique is indeed a noteworthy factor. Competition is heavy, but with exposure the set can find a market.

INTERNATIONAL ★★★

★★★ **PIANO PASHA**
Erdogan Capli, Piano. Dot DLP 3215 — Pianist Capli, a popular artist in his own country, has been a sort of musical ambassador from Turkey since 1957. He has performed at the Embers and at Carnegie. With his diverting cocktail style, Capli westernizes his nation's folk and popular ballads for American listening and dancing.

(Continued on page 41)

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING OCTOBER 11

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS ON CHART			TITLE, Artist, Company, Record No.
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	
1	3	3	4	SEA OF LOVE, Phil Phillips, Mercury 71465 9
2	1	2	8	POISON IVY, Coasters, Atco 6146 7
3	10	9	7	SAY MAN, Bo Diddley, Checker 931 5
4	5	7	6	SLEEP WALK, Santo and Johnny, Canadian-American 103 7
5	6	6	2	I LOVES YOU, PORGY, Nina Simone, Bethlehem 11021 16
6	2	1	3	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032 9
7	11	12	15	HEY, LITTLE GIRL, Dee Clark, Abner 1029 5
8	9	13	5	WHAT'D I SAY, Ray Charles, Atlantic 2031 14
9	12	10	12	BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477 7
10	14	11	—	YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149 3
11	4	4	1	I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606 10
12	7	5	9	RED RIVER ROCK, Hurricanes, Warwick 509 8
13	8	8	10	THANK YOU, PRETTY BABY, Brook Benton, Mercury 71478 13
14	13	14	23	MACK THE KNIFE, Bobby Darin, Atco 6147 4
15	19	23	27	MARY LOU, Ronnie Hawkins, Roulette 4177 4
16	16	16	17	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614 22
17	15	18	20	THE THREE BELLS, Browns, RCA Victor 7555 8
18	20	20	22	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040 4
19	25	—	—	THREE LITTLE PIGS, Lloyd Price, ABC-Paramount 10032 2
20	18	17	11	LINDA LU, Ray Sharpe, Jamie 1128 9
21	27	—	—	THE ANGELS LISTENED IN, Crests, Coed 515 2
22	24	—	—	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369 2
23	21	28	—	TEEN BEAT, Sandy Nelson, Original Sound 5 3
24	—	—	—	DON'T YOU KNOW, Della Reese, RCA Victor 7591 1
25	17	15	16	MIDNIGHT FLYER, Nat King Cole, Capitol 4248 7
26	22	26	21	IT'S TOO LATE, Tarheel Slim, Fire 100 8
27	—	—	—	MAKIN' LOVE, Floyd Robinson, RCA Victor 7529 1
28	26	19	14	SO HIGH, SO LOW, LaVern Baker, Atlantic 2033 10
29	28	21	13	THERE GOES MY BABY, Drifters, Atlantic 2025 19
30	30	27	—	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435 17



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the most stirring
and inspiring
song of our time!

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Another New Hit by
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"I CRIED LIKE A BABY"
b/w "SO DEEP"
#1575
Still Going Strong
BIG MAYBELLE
"I UNDERSTAND"
b/w "SOME OF THESE DAYS"
#1576
SAVOY RECORD CO
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ANOTHER MILLION SELLER!
FATS DOMINO
I'VE BEEN AROUND
and
BE MY GUEST
8629

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6425 Hollywood Blvd.
Hollywood 28, Calif.

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

BREAKING NATIONALLY!
"UNCHAINED MELODY"
and
"3 YOUNG REBS FROM GEORGIA"
BOBBY DAY
#247

Class RECORDS

Reviews and Ratings of New Albums

Continued from page 40

★★★ GOOD SALES POTENTIAL

Many of the rhythms closely parallel Latin dance beats. About the only familiar item is "Uskudar," but it's all fun.

LATIN AMERICAN ★★★

★★★ IRVING BERLIN IN LATIN AMERICA
Machito Ork. Tico SLP 1062. (Stereo & Monaural) — Latin dance fans and lovers of the Afro-Cuban influence will get a charge out of these sides. Berlin standards such as "I've Got My Love to Keep Me Warm," "How Deep Is the Ocean," etc., are done romantically, but with bright brass and brilliant percussion.

★★★ TEQUILA!
Arcadio Elias & His Mariachi Nacional. Dot DLP 3217 — This Mexican mariachi group is just about tops in its field. Besides the usual strings, guitar, and rhythm

HOT SPIRITUALS NEW

1. The Dixie Hummingbirds
NOBODY KNOWS THE TROUBLE I SEE
Peacock 1803

2. The Gospel Consolators
LOOK TO JESUS
Peacock 1800

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DTL 270, Vol. 2
EP 271, 272, 273
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Mercury RECORDS

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ANNETTE
"FIRST NAME INITIAL"
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VISTA RECORDS

#4533

BUDDY SMITH
"OVERNIGHT"



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section, Senor Elias has a trumpet lead with a very clean, crisp sound. The band gives happy, scintillating treatment to evergreens like "Guadalajara," "La Golondrina" and "La Cucaracha." Liner notes include recipe for a Margarita, sort of a southern answer to the Martini. Merits exposure.

POLKA ★★★

★★★ BAVARIAN POLKA PARTY
Theo Ferstl Ork. Epic LN 3618—Sprightly polka set was recorded in Germany by the Ferstl ork. It's a colorful and danceable item. All of the numbers are not polkas—some of the tunes are international songs, and there are also mood selections. The set should prove a good seller in its limited market.

RELIGIOUS ★★★

★★★ SONGS OF FAITH
Alan Dean & the Don Williams Chorale. Design DLP 102 — The fine British chanter returns to disks with a collection of choir-supported offerings of songs of faith, inspiration and hope, a somewhat different school of song than his past romantic outings. He sings with much spirit and meaning such universal favorites as "The Lord's Prayer," "Adeste Fidelis," "Eli Eli," "May the Good Lord Bless and Keep You," etc. Don Williams Chorale is heard in support of Dean's solo efforts.

SACRED ★★★

★★★ THE VERNONS SING HOME-STEAD, U. S. A.
Dot DLP 25220 & 3220. (Stereo & Monaural) — Songs of the simple faith and inspiration are these, sung with considerable homespun appeal by the mixed octet, which actually consists of the four Vernon brothers, all of them ministers, and their wives. The groups are known for their appearances on a TV show, known as "Homestead, U. S. A." The dishing project was spawned by TV star Gale Storm and her husband, Lee Bonnell. Accompanied by a harp, celeste and organ, the group offers "Just a Closer Walk With Thee," and "Bless This House" among others.

SPOKEN WORD ★★★

★★★ BERT AND I
And Other Stories from Down East. Robert Bryan and Marshall Dodge. Event ELP 301 — Two young recent Yale graduates have fashioned this intriguing monument to the Yankees. Down East humor which defies the printed word and must be heard to be appreciated. The two have a remarkable way of duplicating the soft, State of Maine dialect in this series of anecdotes of the sea and the land. There are 19 selections of all of varying lengths, but all provide chuckles. Narrow market potential, but in its field it is well done indeed.

★★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ SMASH FLOPS
Pip PLP 1900 — Here's an album that may tickle the funnybone of sophisticates of "hippies" in such cities as New York and Los Angeles. It is made up of a group of original tunes, smartly called "A Collection of Ill-Timed Songs." These sardonic efforts include a "Confederate Victory Song," "Bon Voyage Titanic," "Congratulations Tom Dewey," and others of that type. There are occasional lapses of taste, but on the whole it's a funny collection. They were written by Dick Sherman and Milt Larsen and they are sung by the Characters, a good vocal group.

★★ ALL THIS AND GINNY TIU
Era EL 101 — Ginny Tiu is a five-year-old who plays the piano by ear. Here she runs the gamut from Brahms, Beethoven and Mozart to "Swedish Rhapsody," "China Night" and the "Colonel Bogey March." Her best efforts are "12th Street Rag," and "Turkish March," from a Mozart Sonata. As a novelty item it might go.

★★ SINGING A HAPPY SONG
Fern Jones. Dot DLP 3219 — A package of gospel and spiritual material, sung in enthusiastic style. Interesting backing, particularly by the guitar, points up the blues character of the arrangements. Material includes "I Am a Pilgrim" and "Be Thankful You're You."

★★ 40 ALL-TIME SONG FAVORITES
Paul Taubman, Organ. Columbia CL

1363 — Taubman is the exclusive New York night spot at the Penthouse Club. He also comes to the entertainment as he plays the piano to the accompaniment of a drummer, who provides the rhythm. In this album, Taubman has selected 40 top tunes favoring going back across the years. They're likely to evoke pleasant memories for many and the music has a danceable beat as well.

LOW-PRICE POPULAR ★★

★★ IRVING BERLIN'S "ANNIE GET YOUR GUN" AND "CALL ME MADAM"
Larry Douglas with Warren Vincent Ork. Design DLP 116—Vocals by Larry Douglas and Judy Lynn offering selections from these two popular Berlin Broadway shows. Songs include "I Hope, I Hope, I Hope" and "The Girl That I Marry" by Douglas, "Doin' What Comes Naturally" by Miss Lynn and duos of "Anything You Can Do" and "You're Just in Love." Fair performance by both.

JAZZ ★★

★★ THE SAINTS COME MARCHING IN
Ricky Lundy & the Saints. Westminster WST 15044 (Stereo & Monaural)—Good enough Dixie approach by the young group on a brace of Dixie standards. Sound, unfortunately, is not all that may have been expected. Many LP's of this type are available. This should gather some sales.

★★ GARNER PLAYS GARNER
Linton S. Garner. Enrica 2001 — Linton Garner is an older brother of Erroll, and he has been active on the musical scene for many years. He has been with some of the top bands and has penned arrangements for many top jazzmen as well as working with them on recording dates. He plays a pleasant, listenable piano, that makes this album an enjoyable one. Tunes here are all originals, written and arranged by Linton Garner. Best are "Dexterity," and "Tent Meetin'."

★★ DIXIELAND AT THE ROUND-TABLE
The Salt Lake City 6. Roulette R 25080 — Youthful Dixieland group plays with enthusiasm and freshness. Old jazz standards are here like "Wolverine Blues," but there are also modern tunes. Arrangements, while Dixieland, also carry some modern embellishments.

CLASSICAL ★★

★★ MOZART: FLUTE CONCERTOS NOS 1 & 2
Elaine Shaffer, Flute, with the Philharmonia Orch. (Kurtz) Capitol SG 7135 (Stereo & Monaural)—The jaunty works are briskly performed by the soloist, who manages an even tone, despite the demands of the works. Kurtz keeps the orchestra disciplined and in rapport with Miss Shaffer. She reveals fine technique in her treatments. Sound is good.

★★ HAYDN: CONCERTO FOR TRUMPET & ORCH.; MOZART: CONCERTO FOR FLUTE & ORCH.; SCHUMANN: ADAGIO & ALLEGRO FOR HORN
Various Artists with L'Orchestre De La Suisse Romande (Ansermet). London CS 6091 (Stereo & Monaural)—Andre Pepin is the soloist for the Mozart concerto, Edmund Leloir for the Schumann work and Paolo Longinotti for the Haydn selection. The Haydn and Mozart concerti are two prime examples of writing that call for skill and technique on the parts of the soloists—both of whom excel. The Schumann work, while the demands on the soloists are not a heavy, is a fine example in writing for that instrument. The orchestra in each case is fully complementary.

SEMI-CLASSICAL ★★

★★ THE VIENNESE STRINGS OF ANTON KARAS
Dot DLP 120—The gentleman who became familiar to Americans for his playing of the "Third Man Theme" puts his zither thru nostalgic paces. He's unquestionably a master of his instrument. The Schrammel music offered is well known, mostly marches and waltzes by Strauss, Lehar, Suppe and others. The disk by its nature doesn't offer too much variety, many will find it pleasant listening. Colorful cover will attract attention.

INTERNATIONAL ★★

★★ NIET? DA! DA!
Presented by Alexander Laszlo. Raynote RN 5003 — Latest offspring of the current Soviet-American cultural love affair treats folk songs to orchestral backings a la recent groups caught here. The music is lovely, and the level of artistry high. The Russian Army Choir and the Piatniski Folk Ensemble are among those heard. Unfortunately the sound of the Russian tapes is of rather poor quality.

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TONI ARDEN

★★★ Besame Mucho — D... Brassy instrumental intro and... cussion figure showcases the thr... sings the standard in Spanish, en... English. (Southern, ASCAP)

★★★ Anna—The hit of several years ago gets a fetching performance, with intriguingly rhythmic instrumentation and a solid vocal by the chick. (Hollis, BMI)

NAPPY BROWN

★★★ So Deep — SAVOY 1575 — Nappy brings a lot of blues feeling to this ballad. It's in slow tempo, with a chick chorus in the arrangement. The chanter delivers a vocal of strength and honesty. (Savoy & Miller, BMI)

★★★ I Cried Like a Baby — A blues. Nappy is singing out strongly here. A chorus and funky guitar chords lend color. (Crossroads, BMI)

SAM (THE MAN) TAYLOR

★★★ Pop-Pop-De-Poppa—M-G-M 12831—Even tho there are some voices here, it is essentially an instrumental novelty, with Sam the Man taking a riff and giving a virtuoso performance. (Hayworth, ASCAP)

MONUMENT MONUMENT
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"PAPER BOY"
ROY ORBISON
#409
MONUMENT MONUMENT

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"IT" IS A SMASH!
"IT" IS THE SMASH HIT FROM DETROIT
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Let him hear!**

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*sings
the most stirring
and inspiring
song of our time!*

COLUMBIA RECORDS

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• Reviews of New Pop Records

• Continued from page 36

★★★★
VERY STRONG SALES POTENTIAL

JAGUARS

★★★★ **THINKING OF YOU** — ORIGINAL SOUND 06 — The Jaguars sell this tune in fine fashion over listenable backing. (Harms, ASCAP)

★★★ **Look Into My Eyes**—Slight little effort is intoned well by the boys. It could get spins. (Drive-In, BMI)

BILLY STORM

★★★★ **I CAN'T STOP CRYING FOR YOU**—COLUMBIA 41494 —A powerful weeper song by Storm and he handles it in solid style. A high celestial type fem chorus assists. Arrangement also features fiddles. Worth watching. (Time, BMI)

★★★ **Emotion**—The rendition is full of shaking and quaking emotion as voiced by Storm. Tune is handled in good style but the flip may catch more interest. (We Three, BMI)

IVORY JOE HUNTER

★★★★ **DID YOU MEAN IT**—DOT 15986—An up-beater with a lot of life. Hunter chants a bluesy effort with strong gospel flavor and he's helped by a bright choral backing. Watch this. (Milhaven, BMI)

★★★ **My Search Was Ended**—DOT 15986—A slow ballad with a big, lush chorus supporting Ivory Joe. It's a pretty melody and it can grab plays. (Milhaven, BMI)

BUNNY PAUL

★★★★ **SUCH A NIGHT**—ROULETTE 4186—The unusual song (had some success a couple of years ago) proves a smart vehicle for Bunny Paul's stylized vocal. There's a backing which includes a fetching rhythm pattern. (Raleigh, BMI)

★★★ **A Million Miles From Nowhere**—An affecting ballad gets a strong reading. This is an honestly sung disk and is likely to get a lot of requests. Watch it. (Raleigh, BMI)

GENE ALLISON

★★★★ **I'LL BE WAITING FOR YOU**—VEE-JAY 329—The fine blues singer performs this sad ballad with warmth and feeling over first-rate backing. It has a chance. (Tollie, BMI)

★★★ **Let There Be Women**—Allison comes thru with a heart-felt reading about the need for women on this solid waxing. Allison sells this in a style that could appeal to both pop and r.&r. (Tollie & Twilight, BMI)

JIMMY NEWMAN

★★★★ **WALKIN' DOWN THE ROAD**—M-G-M 12830—Jimmy Newman sells this bright tune solidly over first-rate backing. It's another fine job by the chanter and he could come up with a hit here. (Cedarwood, BMI)

★★★ **Angels Cryin'**—Jimmy Newman handles this light little effort well, again over solid backing. Both sides show off Newman solidly and both sides have a chance. (Cedarwood, BMI)

★★★
GOOD SALES POTENTIAL

• Continued from page 41

figure. Relaxed performance is very effective. (Aldon, BMI)

AL & MARGIE
★★★ **History of Love**—NRC 038—Al and Margie turn in a hand-clapping story of

"The History of Love," starting with Adam and Eve and working up to the present day. It's an exciting side. (Wonder, BMI)

★★★ **You Are My Life**—A lovely new tune is sung smoothly by the duo over simple rock and roll backing. Both sides deserves exposure. (Wonder, BMI)

RAL DONNER

★★★ **Tell Me Why**—SCOTTIE 1310—Ral Donner comes thru with a listenable reading of a bright novelty on which he wants to know why he's all alone even tho he is in love. (Studio, BMI)

★★★ **That's All Right With Me**—The chanter handles this Presley-like tune well, and with the right material he could happen. (Studio-Tuneville, BMI)

DON JOHNSON

★★★ **Melody of Love**—KANDY 125—This smooth version of the hit tune is from Johnson's organ album on the label. Good instrumental wax. (Shapiro - Bernstein, ASCAP)

★★★ **You Can't Be True, Dear**—Another hit of a while back is also played smoothly by the organist. It, too, is from one of his organ LP's. (Biltmore, ASCAP)

BOBBY & TERRY CARAWAY

★★★ **Sweet Lies** — CREST 1065 — Bobby and Terry Caraway bow on the label with a Everly Brothers-like reading of a pretty ballad. They perform it well, and it has a chance for some coins. (American, BMI)

★★★ **Ballin' Keen**—The duo sings this praiseful novelty about a lad named "Ballin' Keen" who can really dance. Two

interesting sides by the boys. (American, BMI)

RONNIE MOORE

★★★ **When You Lose Your Love**—JARO 77009—A story of a love affair that is over receives a warm reading from the chanter, helped by simple backing. Good jock wax. (Le Bill, BMI)

★★★ **I'm Falling for You**—Snappy novelty is sold well by the singer, backed by a smart arrangement. Side has a chance. (Le Bill, BMI)

HANK LEEDS

★★★ **One More for the Road**—JARO 77007—Here is an instrumental version of the attractive tune that has a good sound and a good chance to catch some action. The whistling accompaniment adds a smart touch. (One o'Clock, BMI)

★★★ **One More for the Road**—Interesting new tune is handled with feeling by the chanter, as he tells of his misadventures in love. Tune has that "High Noon" folk flavor. (One o'Clock, BMI)

THE BARONS

★★★ **The Fight** — DEMON 1520 — Side begins with crowd sounds at a fight. The group does a Coasters-type sing on the novelty tune. It might start something. (Elizabeth-LeAlan, BMI)

★★★ **Gravel Gert**—Tune is all about a "sick" chick. Nonsense lyrics on the cute rocker are nicely handled by the crew. It can sell. (Elizabeth-LeAlan, BMI)

L. C. COOKE

★★★ **No! I'll Never**—CHECKER 935—Good shout by Cooke on a rocker. Chorus backing helps. A dual-market side. (Arc, BMI)

★★★ **If I Could Only Hear**—Cat wants to be told that he is loved. Tune is a rocker sort with spiritual overtones. It should prove as potent as the flip. (Arc, BMI)

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PZ-5034 1733 Broadway, New York 19, JU 6-3087 New York PZ-5035

EDWARD REDDING
 *** Devoted to Debbie—CHESS 1741—Rockaballad gets a feelingful belt by Redding with a lush chorus and ork assist. Pretty tune can get attract. (Arc & Josette, BMI)

*** Come On Home—Bluesy ballad with beat is warmly chanted by the singer over a chorus assist and a rhythmic arrangement. (Arc & Josette, BMI)

JOE VINA
 *** Marina — ALLIED 7778 — The chanter sells a Mediterranean-type novelty in Italian and it could get some loot on juke boxes. (Class, BMI)

*** That's Alright—A neat little novelty, in the Italian manner, is sold well by Vina and the choral group. Could get spins. (Colortunes, BMI)

BOB KAYLI
 *** Never More—ANNA 1104—Rockaballad is well-chanted by the singer. Triplet-filled arrangement includes chorus and strings. (Ro-Gor, BMI)

*** You Know What to Do—Glimmicky vocal by Kayli on a medium-beat theme with a charming fem group in support. Spinnable. (Ro-Gor, BMI)

LINDA LEIGH
 *** The Plan—AMERICAN-INTERNATIONAL 543—Miss Leigh registers in okay fashion on a Latinish rocker. Soft chorus support accompanies. (Dijon, BMI)

*** Berl-Berl—A no good cat gets his just dues in the theme of this interesting bit of material. The chick gives it a listenable whirl. (Lizann & Dijon, BMI)

JANICE HARPER
 *** I Am Forgetting You—CAPITOL 4290—Janice Harper sings this pretty ballad with feeling helped by a warm backing by the ork. (Zodiac, BMI)

*** My Boy—The thrush presents a big-voiced reading of a fair rockaballad. (Fairfield, BMI)

ANNISTEEN & MELVIN
 *** Trouble in Mind — TODD 1037—Annisteen Allen and Melvin Moore offer a good reading of the traditional blues. They are backed by the Lucky Millinder ork. A good disk. (Leeds, ASCAP)

*** Let It Roll—The well-known ditty is chanted with feeling by thrush Annisteen Allen over backing with beat by the ork. (Advance, ASCAP)

STAN STENNER
 *** Teri—DYNASTY 630—The lad sings this rocker with feeling over a good beat. Side moves and has a chance for some action. (Borgelin-Melissa, BMI)

*** Angel of Mine—The lad handles a celestial type ballad with feeling over rockaballad backing. Stenner can handle a song. (Pageant, ASCAP)

TEDDY VANN
 *** Sweetheart—END 1059—The side is a ballad and it has an interesting nostalgic quality with its old-fashioned harmonies between the boy and girl. Vann gives it a nice feeling against a chorus and string support. (Alan K., BMI)

*** There Is Someone—A ballad is sung in okay style by Vann but the flip will have more appeal. (Alan K., BMI)

WREG TRACY
 *** All I Want Is You—A nice performance by Wreg Tracy, somewhat in the Nat Cole style. A pleasant, simple arrangement frames the artist nicely in the medium beat ballad. (Ro-Gor, BMI)

*** Take Me Back—A slow ballad, with pretty strings and a gentle triplet rhythm in the backing. Tracy gives it a good ride and can be expected to come up with other good sides in the future. (Ro-Gor, BMI)

LITTLE EDDIE MINT
 *** Two More Days—MEMO 17921—Eddie Mint turns in a strong reading of a driver, backed solidly by the ork. Side rocks and it has a sound. (Mo, BMI)

*** Bring Yourself Back Here — The chanter sells a medium tempo ballad in which he asks his love to return home to him, as he's a lonely man. (Mo, BMI)

JOE STAMPLEY
 *** Glenda — IMPERIAL 5617 — Joe Stampley bows on the label with a smooth reading of a typical rockaballad over backing from a chorus and combo. (Travis, BMI)

*** We're Through—The chanter sells this pretty with some feeling as he tells his girl that he thought she cared, but he knows she doesn't. (Travis, BMI)

MELLO-LARKS
 *** Little Green Snake—HANSEN 333—Tune from the forthcoming Broadway musical "Take Me Along" is sung brightly by the Mello-Larks over interesting backing. Special material could get jockey spins. (Valyr, ASCAP)

*** Down, Down, Down—The Mello-Larks sing this novelty effectively. Tune was a hit back in 1902 when originally penned by Harry Von Tilzer. (Harvard, BMI)

THE MEMOS
 *** My Type of Girl—MEMO 34891—The Memos perform a Coasters-styled tune with verve and they handle it well indeed. Tune is based on an old folk tune. This side is exciting enough to have a chance. (Mo, BMI)

*** The Biddy Leg—Another good side by the boys, this time about a group of chickens who danced the "Biddy Leg." Flip is stronger. (Mo, BMI)

TERRY PHILLIPS
 *** Hot Rod Jalopy — JARO 77008—New tune is performed with spirit by the chanter over a snappy backing. Side could get some action if exposed. (Oak, ASCAP)

*** Don't Leave My Arms—Terry Phillips, a singer with a big voice, sings this wild, classy effort with a lot of feeling as he bows on the label. (Oak, ASCAP)

BOB AND JOE
 *** Stood Up—COLUMBIA 41487—Bob and Joe bow on the label with a good reading of a familiar-styled teen novelty. It tells about the pair being stood up by their chick. (Nancoz, BMI)

*** Has She Got a Sister—Familiar plaint of a lonesome teen is sung neatly here by the duo over complex backing. (Nancoz, BMI)

THE FIVE TROJANS
 *** Little Doll — EDISON INTERNATIONAL 412—A good reading of an up-tempo novelty by the Trojans that could get some coins if exposed. The group handles the tune brightly. (Hilton-Gregg, BMI)

*** Lola Lee—The Five Trojans sing about

"Lola Lee," a lass who is the one and only girl. (Hilton-Gregg, BMI)

JAYE SISTERS
 *** Sure-Fire Love—UNITED ARTISTS 187—The Jaye Sisters come thru with a strong reading of a swinging item, over solid backing by the combo and male chorus. (Saxon, BMI)

*** G-3—On this side the gals sing about a juke box record that really rocks and it's "G-3." (Conquest, ASCAP)

VELINE HACKERT
 *** Billy Boy—BRUNSWICK 55151—A rockably approach on the old folk song, warbled by a cat and chick over a spry arrangement. (Bolens, BMI)

*** Show Me How—Hackert handles the countryish tune in pleasant fashion. Flip appears a more salable effort. (Timpkin, BMI)

INTERLUDES
 *** Heartbreaker—VALLEY 1005—Lead voice sings the pretty tune well with good support from the group and ork. Talented crew has a good sound, and the side might attract with plugs. (Valley, BMI)

*** Scandalous—Soft male group outing on a theme that deals with gossip. It's done over a smart arrangement. (Valley, BMI)

ANNISTEEN ALLEN
 *** Don't Bug Me Beatrice—WIG 104—The cat gets home at 3 a.m. and faces the wrath of his frau. Then he warns her, "Don't Bug Me Beatrice." In the end he turns a machine gun on Beatrice and finishes her off. (Pintoff, ASCAP)

*** Sweet William—Miss Allen says goodbye to Willie in this medium beat rocker. Good thrashing but the flip has all the chips on this one. (Van-Lee, ASCAP)

SERENADERS
 *** My Girl Flip-Flop—RAE COX 101—Blues-oriented rocker, in slow tempo, with an appealing bass figure. Lead singer does a solid job here. (Enrica, BMI)

*** Gotta Go to School—A teen-slanted rocker. One of the group lends a falsetto effect. Honking horns and a repeating figure mark this one. (Enrica, BMI)

THE EMJAYS
 *** Over the Rainbow—PARIS 538—The famous tune is given a wild rock and roll reading by the Emjays, with a good lead vocal. Backing features triplets. Could get spins. (Feist, ASCAP)

*** Cookie Jar—The Emjays come thru with another exciting reading but the material isn't too strong here. (Montauk, BMI)

ERNIE FELICE
 *** Walk the Bebop Walk — RCA VICTOR 7606—A novelty rocker. Chanter is backed by Shorty Rogers' ork. Side is blues-based with funky guitar and a rhythm that goes right along. (Allied, ASCAP)

*** 'Cause I Love You, That's Why—The ballad is done in slow tempo, with relaxed instrumentation behind the vocal. (Daniels, ASCAP)

BILLY MITCHUM
 *** Living on a Cloud — IMPERIAL 5616—A swing reading of a neat little ballad by Billy Mitchum who is very much in love and in the stratosphere. Could get some spins. (Travis, BMI)

*** Twelve and Three Quarters—The lass he loves is almost 13, according to this song. And some stations could consider it in poor taste. (Duchess, BMI)

JIMMY JOINER
 *** Even So—UNIVERSITY 8201—Jimmy Joiner sells this pretty ballad well, over

JOE AND EDDIE
 *** Remember Me—CAPITOL 4288—Joe and Eddie handle this ditty pleasantly. (Beechwood, BMI)

*** Take My Hand—The boys sell this rockaballad in so-so fashion. (Leeds, ASCAP)

RON FURY
 *** Long Long Time—SESSION 701—A good rhythm rocker tune in a blues pattern. It's up-beat, and Fury gives it a good touch. (Session, BMI)

*** There's an Angel on My Shoulder—A rockaballad with Fury supported by a vocal. Fair wax. (Session, BMI)

THE BOULEVARDS
 *** Chop Chop Hole in the Wall—EVEREST 19316—An upbeat rocker by the group has a fair sound. Has some life. (Starling, BMI)

*** Delores—Not the old tune of the same name, this is a mild-paced rocker with a most routine reading by the lead. (Starling, BMI)

THE IVY'S
 *** All I Want—COED 518—The group develops some pleasant harmony spots here and they sing with a fem chorus and an interesting plucked guitar backing. (Paxton, ASCAP)

*** Lost Without You—The cat is all mixed up because the gal is gone. The lead sings it tenderly but the arrangement is on the pallid side. (Winneton, BMI)

TONY J. STEVENS
 *** What a Lonely One Am I—RON-TODD 104—A rocking plea by Stevens to his chick. Routine material. (Moontunes, ASCAP)

*** In the Shadows of the High Sierra—There's a mission, old as time, in the shadow of the High Sierra. This is where the cat was married, he reminisces here. Fair chances. (Moontunes, ASCAP)

SUNNY FULTON
 *** Honest I Do—CHELSEA 533—Fulton belts this with fervor in the Jackie Wilson style. He's coupled against a bass voice up front who seems to get in the way. Still the wax has a fair sound with a lot happening in the way of sound. (Marsal, BMI)

*** Fire — Another belter but Fulton doesn't seem to go anywhere, altho the artist has talent. (Marsal, BMI)

THE 3-D'S
 *** Nothin' to Wear — BRUNSWICK 55152—A good rocker and it deals with topical matter—every girl's plight of having nothing to wear when the cat asks her out. Cute novelty effort by the lads. (World-Sheraton, ASCAP)

*** The Happiest Boy and Girl—The group gives this a devoted reading with good feeling from the lead. Material is on the routine side. (Bell-Kaye, BMI)

BEVERLY ANN GIBSON
 *** Oh Yes I Love—KING 5258—The gal has a gospel flavor here as he piles into the rhythm number. She's supported by a chorus and things develop a big head of steam for awhile. Good piano is heard. (Kip, BMI)

*** A Heart Full of You—Miss Gibson turns in an okay swingin' performance on a bluesy effort. Chorus is heard, too. (Jay & Cee, BMI)

JIMMY JOINER
 *** Even So—UNIVERSITY 8201—Jimmy Joiner sells this pretty ballad well, over

good backing by the combo and chorus. (Tree & Tune, BMI)

*** Nero—Country side about Nero and his fiddle is handled well by the chanter and the chorus. (Tree & Tune, BMI)

GEORGE SNOWHILL BAND
 *** Touchdown — AMERICAN BEAUTY 778—Billed as the New York Football Giants Fight Song, this is in march tempo, with crowd noises in the backing. A timely element to this one. (O'Flynn, ASCAP)

*** The American Beauty March—Nostalgic sound here. There's a vocal to this one, too. (O'Flynn, ASCAP)

THE SILVER BELLS
 *** No More Sunshine—ANDEX 22103—The fems give an energetic vocal on a sprightly medium-beat tune. Fair chances. (Brunswick, BMI)

*** Candy Kisses and Bubbly Gum—Cute rocker sort is sung in okay style. (Brunswick, BMI)

CARL SALLY
 *** Midnight Sun—TERRY 102—Instrumental, featuring horn solo, with interesting organ strains in the background. (Keys Hansen)

*** Madison Shuffle — Instrumental blues. (Wills)

TALBOT BROTHERS
 *** Yellow Bird — CATHEDRAL 5813—Tune that was a hit a few months ago is sung nicely by the boys here. (Frank, ASCAP)

*** Aloha—Weak waxing of the Hawaiian tune. (Santly, ASCAP)

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

BOBBY MAY: Why Do You Treat Me This Way/I Kissed You—Maverick 592
THE CARNATIONS: Gimme', Gimme'/Love Open Up My Heart—Enrica 1001

Jazz

★ ★ ★ ★

THE DAVE BRUBECK QUARTET
 *** Short'nin' Bread — COLUMBIA 41485—From the new Brubeck album comes this single waxing featuring the pianist in a bright version of the familiar tune. For jazz boxes. (PD)

*** Camptown Races—Same comment. (PD)

★ ★ ★

EDDIE (LOCKJAW) DAVIS & SHIRLEY SCOTT
 *** Tangerine — PRESTIGE 148—From Davis' and Shirley Scott's first album, "Jaws," comes this swinging instrumental reading of the familiar tune. It moves all the way and Davis' tenor work is bright. (Famous, ASCAP)

*** I'll Never Be the Same—A smooth reading of the oldie, with Davis featured neatly on tenor. (Robbins, ASCAP)

MOSE ALLISON
 *** The Seventh Son—PRESTIGE 150—This is from the Mose Allison album "Creek Bank." It features a good vocal and some listenable piano work by Allison. Allison is sort of a modern-day Hoagy Carmichael. (Arc, BMI)

*** Do Nothing Till You Hear From Me—Same comment. (Robbins, ASCAP)

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1. The names and addresses of the publisher, editor, managing editor and secretary are: Publisher, The Billboard Publishing Company, Cincinnati, Ohio. Editor, R. S. Littleford Jr., New York, N. Y. Managing Editor, R. S. Littleford Jr., New York, N. Y. Secretary, J. W. Ross, Cincinnati, Ohio.

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5. The average number of copies of each issue of this publication sold or distributed, thru the mail or otherwise to paid subscribers during the 12 months preceding the date shown above was 46,885.

JOHN W. ROSS, Secretary.

Sworn to and subscribed before me this 29th day of September, 1959.
 (Seal)
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MODERATE SALES POTENTIAL

CURTIS PAYNE
 *** Never Let Me Go—FIDELITY 3013—Happy rocker receives a strong reading from the chanter over a hand-clapping backing. It could get some coins if exposed. (Venice, BMI)

*** Fool That I Am—Curtis Payne sells this weeper with feeling over fair support by the ork and chorus. Pleasant side. (Venice, BMI)

THE STEWART SISTERS
 *** Sound of Love—SPECIALTY 679—Ballad with beat comes in for a so-so reading by the fems. Some coin possible. (Venice, BMI)

*** Love Was Born—Latinish arrangement supports the sisters on this rocker sort. Fiddles are prominent in the backing. Fair chances. (Greenwich, ASCAP)

Memphis Fair Surpasses Half Million First Time

Pulls 515,967 for New Record; Roy Rogers, Rodeo Strong Lure

By HERB DOTTE

MEMPHIS—For the first time in its history the Mid-South Fair here topped the half-million attendance mark.

The nine-day event, which closed Saturday (3), piled up a gate count of 515,967 to far surpass last year's total of 369,147, and to top the previous high of 445,503, set in 1956—the fair's centennial year—by close to 60,000 persons.

In the process, the fair estab-

lished a new single day record gate of 81,664 on Sunday (27) only to smash that record five days later by pulling 101,033 on school children's day, Friday (2).

Many factors contributed to the record-shattering run. Among them—and not necessarily in the order of their importance—were ideal weather, the capable management of hard-working, progressive G. W. (Bill) Wynne, the fair's manager; superb support by his staff, notably the members of the press department; the personal appearance of Roy Rogers, Dale Evans and their troupe, and a shorter run for the rodeo.

The weather, except for a threatening blow-down one night, was ideal. Wynne packed and crammed an abundance of high quality features onto the fairgrounds, giving patrons more for their money than ever before. The fair's exploita-

tion campaign was outstanding.

A split Coliseum bill, with the rodeo in only up until the last three days, and with the Roy Rogers show in the last three days, gave the fair a powerful added lure. The rodeo, with Bat Masterson as the added attraction, pulled well. But, it was the powerful lure of Rogers that hyped attendance in the three-day stretch run and was largely responsible for the new 101,033 single-day gate on Friday (2).

On that day, Rogers gave three shows in the Coliseum and turned them away at each of the three performances. For his show, the capacity of the arena was about 7,800. Rogers gave one show Thursday (1) and two Saturday (3) and these, too, were turnaways.

The record attendance sent many other records toppling. Receipts

(Continued on page 56)

GAC-H Slates Sessions on Plans for '60

Hamid Gives Lie To Yarns He's Quitting Agency

NEW YORK — Staff and policy plans by the GAC-Hamid booking wing of General Artists Corporation are set for the end of this month, following George Hamid Sr.'s return from the road. Hamid will be coming in from the South Carolina State Fair in Columbia.

All GAC officials will convene, it is reported, to work out plans, contrary to rumors that Hamid is retiring from the organization. Hamid emphasized that this has been the greatest year since GAC's amalgamation with George A. Hamid and Son, and that an enthusiastic outlook is held for outdoor show business by agency heads.

Results of the meetings will be revealed at the Chicago conventions in November, Hamid said. Hamid said stories of GAC-Hamid realigning its staff functions have been entirely without foundation, in that no management members are departing the outdoor department.

ATLANTA FAIR AT RECORD PACE

Draws 87,230 in One Big Day; Midway Sets All-Time High Mark

ATLANTA — A new high single day attendance of 87,230 and a record \$72,511 one-day midway gross highlighted the first seven days of the Southeastern Fair here as the event moved toward a record run.

The new one-day gate and midway marks were established Saturday (3), the third day of the 10-day event. The turnstile tally of 87,230 topped by almost 15,000 the previous high of 71,962 established in '56.

Units of the Gooding Amusement Company piled up ride and show receipts of \$47,904, that day. And the permanent rides and shows on the grounds yielded \$24,607. For the Gooding operation, headed here by Hal Eifort, the gross was

the largest one day's business in the long history of the organization.

The combined Gooding and permanent ride grosses of \$72,500 gives the fair here the distinction of being second only to the State Fair of Texas at Dallas, among U.S. fairs, in midway ride and show receipts for one day.

The whopping record Saturday did much to put the fair on the way to new attendance and midway records for the full run. Thru Wednesday (7), seventh day, the turnstile count was 266,149, up more than 30,000 over the tally to the same point last year, when the event totaled up 359,804 thru the stiles for a record to that point.

(Continued on page 56)

Pomona Fair Gate Falls Off 67,009

POMONA, Calif. — The Los Angeles County Fair finished its annual 17-day run here Sunday (4) with a total attendance of 1,016,918, down 67,009 from 1958. Record attendance, set soon after World War II, was 1,254,000.

The intense interest in the Dodgers-Braves play-off and the World Series along with the steel strike and cloudy skies were blamed for the decrease. The first Los Angeles game of the series cut the attendance 27,057, as the count that day was 58,776 as compared with 85,833 for the same day a year ago.

The fair had the play-off between the Dodgers and the Braves in the middle of its run and when it should have done the biggest busi-

ness. With the Dodgers moving into the series, more and more people stayed glued to television. When the series moved to Los Angeles, 30 miles away, the attendance for the first game was approximately 94,000, which was capacity.

Racing with pari-mutuel betting was featured each afternoon except Sunday. Betting at the end of the 10th day of the fair was 4.5 per cent behind the same period a year ago.

The night show in front of the grandstand daily, including Sunday, was produced by George Burke of the Milton Deutsch Agency in Beverly Hills for the first time. Headliners included Mickey Roo-

(Continued on page 56)

Little Rock Goes Ahead Of '58 Pace

LITTLE ROCK, Ark.—For the first four days of the six-day Arkansas Livestock Exposition, attendance was ahead of last year by several thousand but, according to Clyde E. Byrd, manager, best news was the hyped spending thruout the grounds.

Royal American Shows, for the first three days, was up a whopping 36 per cent and attendance at the Homer Todd Rodeo, featuring Rex Allen, was also topping last year. Lennie Laden's water show, the featured grandstand show, was drawing half to two-thirds houses.

Weather was good with the exception of a light rain on Monday, opening day.

ROOMS GO FAST; CONVENTIONERS URGED TO ACT

CHICAGO — More than half of the rooms and all of the suites at the Hotel Sherman already have been reserved for the forthcoming outdoor show business conventions, it was announced last week.

Bill Masterson, of the IAFE; John Bowman, of NAAPPB, and Bill Carsky, of the Showmen's League, met Friday (2) and determined that the new reservation system is going along well.

Under the new plan this year, all reservations must be made on applications forms available from one of the three organizations and mailed to the housing bureau of the Chicago Convention Bureau.

Confirmed reservations will be honored and no reservations will be given after the Sherman's 1,200 rooms are accounted for. The hotel has said that this year no extra reservations will be given on the theory that there would be cancellations. The convention bureau and three organizations also are working with the Bismarck Hotel to accommodate additional convention-goers. All available rooms at both hotels are expected to be allotted very shortly, it was reported.

Ocean Beach Scores Record 270G Gross

NEW LONDON, Conn.—City-owned-and-operated Ocean Beach Park completed its official season the weekend after Labor Day. It chalked up a record revenue total of more than \$270,000. The comparable figures for 1958 totaled \$240,474.45.

City Manager Edward R. Henkle credited co-operative weather for the 1959 showing, saying "90 per cent of it is weather."

Activities director Anthony G. Pero noted that minor factors contributed to the favorable season. The park, he said, is becoming better known, excursion rates were higher this year for out-of-towners and there were "stronger" concession contracts.

Ala. State Fair Sees Okay Wind-Up

BIRMINGHAM, Ala.—Despite some rain each of the first four days, a steel strike which has gripped the area for 86 days, and a higher outside gate price (\$1 vs. 75 cents last year), the Alabama State Fair, Friday morning (10), went into its next to final day with expectations that it would end in the black.

The weather turned clear and warm on Friday to build these expectations, which were based in part on a strong Wednesday (8) when gate receipts were double last year, and when the midway gross also was up over last year.

VA. STATE BEATS RAIN, DROPS 6%

Autry Credited; 461,800 Attend Richmond's Fair

RICHMOND, Va. — Total attendance of 461,800 was recorded for the Virginia State Fair, which ended Saturday (3). The figure was only 25,000 or 6 per cent below 1958, Manager J. A. Mitchell reported. Midweek rains, coinciding with the Eastern hurricane, cut seriously into turnouts.

Ge Autry, grandstand feature, got eight of his 10 scheduled performances off, to 30,000 - 40,000 spectators. He was credited by Mitchell for hardiness and showmanship beyond the call of duty. Final night's show, in good weather, was very good.

Both Saturdays were used for automotive events, opening with Sam Nunis-promoted big cars, and closing with NASCAR stock car races under supervision of Paul Sawyer of Norfolk, Va. More than 7,000 persons saw the final program.

The Cetlin and Wilson Shows turned in a superb gross, Mitchell said, and were awarded the 1960 midway contract. Dates will be September 22 thru October 1.

Petersburg's Fair Off to Strong Start

PETERSBURG, Va. — Ideal weather greeted the Southside Virginia Fair, featuring thousands of dollars in improvements and a new look on the midway this year. It also marked the return of Stanley Hutcherson as manager for the sponsoring Lions Club.

Since the 1958 fair the city has financed paving of the midway areas. In addition there is a new front gate and a drainage system that has already proved its worth.

Ross Manning Shows provided the midway. In front of the grand-

(Continued on page 56)

Grandstand business also was higher, with credit given to TV headliners which were presented as a plus to the traditional Barnes-Carruthers No. 1 revue as the night attraction. Five such names—Peter Gunn, Zorro, Jim Bowie, Darin McGavin, and Robert Horton, were booked in thru Clyde Baldschun.

All but Zorro were in for one day. Zorro, in for two, gave matinees Tuesday and Wednesday (7-8). He also was scheduled for two night shows but Tuesday's was lost to rain. He pulled 6,000 for Wednesday's kids' matinee and appeared before a smaller crowd

(Continued on page 56)

TALENT ON THE ROAD

Brubeck Jazz Package Set for Long Road Tour

Jazz for Modern Concert Package, featuring Dave Brubeck, will launch a long road tour in early November. Also in the package are Chico Hamilton, Miss Chris Connor, Annie Roth and Lambert and the Maynard Ferguson ork. The show kicks off with a three-day stand for the El Paso C. of C. on November 6. Following will be one-day stands at Albuquerque, Tulsa, Chicago, Louisville, Cleveland, Buffalo, New York, Syracuse, Newark, Raleigh, Baltimore, Harrisburg; New Hampton, N. J.; Morgantown, W. Va.; Philadelphia, Pittsburgh, Detroit and Lansing, Mich. . . . Duke Ellington, currently in Europe, will be back in time to open a four-week stint December 16 at Chicago's Blue Note. . . . The Billy Williams Quartet is at the Riviera Hotel, Las Vegas, for an indefinite run. Pact carries them thru November 30 with options.

The Sammy Kaye ork has been signed to play the annual Ak-Sar-Ben Coronation Ball in Omaha on October 24. The Kaye band will also play the Chicago Sun-Times Harvest Moon Ball in the Stadium November 21. . . . Dukes of Dixieland, currently at the Round Table, New York, will be on the Garry Moore TV show October 13 and then launch a tour that includes a number of colleges and universities. The group will be at Villanova, Pa., October 25; Culver (Ind.) Military Academy, 26; Coe College, Cedar Rapids, 27; Carleton College, Northfield, Minn., 28; St. Cloud (Minn.) Teacher's College, 29; Fargo, N. D., C. of C., 30; University of Minnesota, 31. They'll then head for the Sheraton-Jefferson Hotel, St. Louis, for two weeks, and to the New Frontier Hotel, Las Vegas, for eight weeks, starting November 19. . . . Grandstand talent at the recent Tuscaloosa, Ala., fair included Lang Troupe, Linderman's dogs and ponies, Hank Maar, Silver Condors and Weldes Bears. . . . At the Huntsville, Ala., fair the bill had Low, Hite and Stanley; Alcides, Maschinos, Dam Brothers, Spec Thomas, Ellen Bell Dancers and the Musical Notes. . . . Claire Powell Dancers will play Texas Shrine circuses at Austin, Houston and Fort Worth. Adaros will also play all three while the Maschinos will be the Fort Worth date only. . . . Two Ton Baker tabbed for dates at the annual IBM Fashion Show, Rochester, Minn.; Midwest Power Show, Gibson City, Ill., and the annual Evanston, Ill., Elks celebration. . . . Featured with the Holmes Rodeo at the Eastern States Exposition, Springfield, Mass., were Guy (Zorro) Williams, Chief John White Eagle and Jonny Rivers, the latter emceeing and working his horse. . . . Yancy Derringer was parade marshal at the grocery chain-sponsored thrill show in New York's Polo Grounds October 9.

TV SHOWCASE: June Taylor will stage the Louis Jourdan Timex Special via NBC on November 11. Included in the talent lineup will be Xavier Cugat, Abbe Lane, Bobby Darin and Jane Morgan. . . . Betty Johnson set for the October 15 Jack Paar show and Carmel Quinn and Harry Mimmo the next night. . . . Gypsy Rose Lee, Jack Carter and Les Charlivals set for the November 5 Big Party show on CBS. . . . Ricky Layne and his dummy, Velvel, did not appear on the October 4 Ed Sullivan show but are set for a later date.

Charlie Byrnes

Baldschun Negotiates For S. A. Talent Tour

Clyde Baldschun, of the Van Nuys, Calif., office bearing his name, left for Miami recently to negotiate a deal that might mean a South American tour for some of the TV talent he books and manages. En route he stopped off at Albuquerque, N. M., where he visited Robert ("Wells Fargo") Horton and the "Gunsmoke" Trio—Dennis (Chester) Weaver, Doc and Kitty—which he had booked there. He also visited Alabama State Fair, Birmingham, where he had Craig ("Peter Gunn") Stevens, Guy ("Zorro") Williams, Scott ("Jim Bowie") Forbes, Horton and Daren McGavin, who plays Mike Hammer and the new River Boat series. Baldschun, who is manager of Eddie Dean, now with the Gooding Amusement Company, stopped off at Columbus, Ga., where a Gooding unit was operating.

Other bookings set by Baldschun this year included the Everly Brothers, Jock ("Yancy Derringer") Mahoney and Dennis (Chester) Weaver at the Mobile fair. Mahoney goes to Mobile following a three-day engagement at the Charlotte, N. C., Coliseum and his Polo Grounds appearance in New York. Mahoney will also play the National Peanut Festival, Dothan, Ala., October 23. The same office booked Dean ("Steve Canyon") Fredericks for a one-day stint in Indianapolis on October 17.

Sam Abbott

Garner Concert Gives Hurok Wedge in Jazz Booking Field

Ward Beam's White Horse Troupe has finished playing the RCA rodeo at the Tupelo (Miss.) Fair and is also booked into the Houston, Fort Worth and Austin (Tex.) Shrine circuses this fall. . . . Mr. Ballentine, nonsense magician, played the Bloomsburg (Pa.) Fair for Willard Alexander. Other acts included D'Arco and Gee, comics; Marquis Chimps, Wells and the Four Fays, Wolcott's Canine Revue; Atturo Grecco, roller skater, and the 16 Riviera-dorables. . . . Erroll Garner has a Carnegie Hall jazz piano concert set for October 16, a departure into jazz for the sedate Hurok office. Under Hurok aegis the 47-member Bayanihan (Philippine) dance company opens in New York's Winter Garden on October 13. Inbal, the Israeli dance theater, launched a national tour in Princeton, N. J., on October 4, and starts a two-week date at New York's City Center on November 24.

Irwin Kirby.

Tulsa Fair Gains Steam Despite Rains

Ice Capades May Top '58 Grosses; Collins Picks Up

TULSA—Despite a rough start due to a 10-inch rainfall, the Tulsa State Fair went into its eighth and final day here Friday (9) on the upbeat so far as attendance and attractions were concerned.

The rains wiped out much weekend business at the fair. Roads thruout Oklahoma and neighboring States were covered by water in many instances.

Despite this, attendance thru Thursday (8) with one big day yet to go, totaled 429,000. This wasn't too far below last year's total for eight days of 610,000 and Clarence Lester, fair manager, said the final figure shouldn't be too far below '58.

The two brightest spots on the grounds were Ice Capades, in the Coliseum, and the William T. Collins' Shows on the midway. The icer was expected to exceed its '58 gross of \$76,000, with Lester anticipating somewhere between \$80,000 and \$90,000. Show was in for nine performances with an extra one scheduled for Friday afternoon.

The Collins show was hard hit over the weekend, but when the weather cleared on Tuesday, it started making up ground. On Thursday (8) the show had the biggest single day's gross it ever had at this fair and Lester said with Friday yet to go, the rides and shows could conceivably bring the total figure near last year's levels.

The Aut Swenson Thrillcade lost all four of its performances on Saturday and Sunday. A country and western show headed up by Hank Thompson was rained out of the grandstand Monday evening but moved indoors and got the show in. During the week locally promoted hot rod and motorcycle races and auto destruction programs did okay, and a stock car race was set for the final evening.

Lester was pleased by the turnout of exhibits. He said that the day before opening he was worried, but 98 per cent were in for the first day.

Biggest loss of the week was on parking income due to soft surfaces on the lots. Much of the fairgrounds had been resurfaced this year and due to its high ground suffered no flooding.

Kelly-Miller Closing Oct. 25

VINITA, Okla.—Al G. Kelly & Miller Bros. Circus will close its season October 25, probably in Arkansas, and return to Hugo quarters.

Show has been battered by two weeks of rain, and earlier parts of the season also included long stretches of bad weather.

At Vinita Tuesday (6), the show had a near-full night and a light afternoon. At Columbus, Kan., Monday (5), the show bucked rain and mud but drew a pair of three-quarter houses. Show arrived in the rain and lot was soft, but things were ready at 10:30 p.m.

At Carthage, Mo. (2), the show had a one-third afternoon and lost the night show to rain. Many highways were flooded, telephones were out and conditions were bad thruout the area. Lot was ankle deep in mud and water.

145,580 Paid Give Bloomsburg Boost

Mack Amateurs and "Riviera Nights" Pull Strong Crowds to Grandstand

BLOOMSBURG, Pa.—A 6,000 gate increase over last year, despite a day of rain, gave Bloomsburg Fair one of its best weeks in recent years. The big annual, last major event in Pennsylvania, pulled 145,580 paid admissions for the six days ending Saturday (3). Total premiums paid was \$35,000.

Bloomsburg free-gates all children of "school age," and the liberal interpretation applies to high school kids as well as younger ones. Consequently, the paid figure is usually swelled by another 100,000 or more in the total estimates. Gate price is 55 cents for adults (includes 5 cents tax).

Last year there was rain on Saturday, closing day. This year the big day broke bright and warm and a record paid figure of 49,870 was attained. Coming on the heels of Friday's 38,750, it made for a superb weekend.

All segments did well, from the Reithoffer Shows midway down to the Willard Alexander grandstand show. With \$1.50 top price for reserves, Alexander provided "Ted Mack's Amateur Hour" for Wednesday and Thursday shows, plus six regular "Riviera Nights" revue performances, a total of eight shows. Mack all but filled the 6,000-seater, drawing 5,400 on Wednesday and 5,800 the next night. Revue crowds were all bet-

ter than half houses, ranging to a 4,925 peak on Saturday night.

Saturday's midget auto race card pulled 5,873 persons, with all seats being reserved at \$3. Promoter is Charley Keehan of Philadelphia. Harness racing, a standby here, consisted of Tuesday and Wednesday stake racing, and harness and running events for Thursday and Friday. The Thursday card was rained out and held the following day.

Rain, on the fringes of the week's hurricane, doused the fair on Wednesday and fell again Thursday morning.

Maynard Morden, fair manager, pointed to a list of improvements as heightening interest in the event. Since last year additional blacktopping has protected all but a few minor walkways against mud. A new racing facilities building contains an office for the race secretary, laboratory, and showers for horsemen. The track has been resurfaced and widened to permit starting eight horses abreast, and all turns have been banked.

Many horses are stabled at the grounds all year. In addition, some Reithoffer rides are left here, and four exhibit structures are rented as carpeting warehouses by the local Magee Carpet Corporation.

Annual election of officers and financial report are scheduled for the third Saturday in January.

'Gunsmoke' Trio Hot At N. M. State Fair

Gate Hits 472,000 Despite Rain, Cold; Siebrand Bros.' Grosses Soar 8%

ALBUQUERQUE, N. M.—The "Gunsmoke" trio (Chester, Doc and Kitty) turned 'em away from the 11,600-capacity Coliseum at New Mexico State Fair on two of the three night appearances with the rodeo at the nine-day fair which closed here Sunday (4).

The trio was in for the last three nights and for matinees Friday and Saturday (2-3). They chalked up above average crowds at the two matinees, a good closing night turnout and turnaways the previous two nights.

Steve McQueen and Margaret Whiting were Coliseum rodeo headliners the two previous nights and they played to crowds of between 6,000 and 8,000 on those nights. Dale Robertson, in one night,

played to the lightest week night crowd. Robert Horton, in as the rodeo headliner, played to a sellout Monday night (28).

The fair's attendance for the full run hit 472,000, thus topping last year's attendance of 448,000. The attendance increase was registered in the face of what Tex Barron, fair manager, termed the worst weather in the fair's history. Six days were marred by rain and cold.

Midway receipts for the Siebrand Bros.' Shows nevertheless were up 8 per cent. Hard hit by the weather was pari-mutuel wagering at the running horse races, with betting slashed 20 per cent because the weather sent grandstand patrons scurrying for shelter from the rain, high winds and cold.

Big Week Scored By Trenton Fair

TRENTON, N. J.—Ideal weather graced the eight-day New Jersey State Fair, which chalked up advancements in several departments this season. Ending on Sunday (27) the event had greater State participation than in several years, and indications are for even further expansion along this line in the future.

Governor Meyner and Phil Alampi, secretary of state, viewed each exhibit personally. On the level of various State departments there were 80 new exhibits, a 100 per cent increase over last year. George Hamid Sr., fair president,

extended much of the credit to the advisory board headed by Amos Kirby.

This year's fair was an unqualified financial success, Hamid reported. Admissions to the grounds totaled 305,000 and represented more than \$200,000 in revenue. The grandstand accounted for another \$83,000.

On the midway the Amusements of America piled up a \$61,000 gross with rides and shows in its first visit here, a total which was surprising in comparison with previous seasons. The record of \$72,-

(Continued on page 56)

SOUTHERN CROWDS SEE BEATTY-COLE

Show Plays Winning Route Thru Mississippi, Arkansas, Louisiana

BATON ROUGE, La.—Clyde Beatty & Cole Bros. Circus played to an exceptionally profitable week thru Wednesday (7). Show revealed that it will play thru November 8, closing at St. Petersburg, Fla., and probably returning to DeLand, Fla., for quarters.

Clarksburg and Greenville, Miss., both gave two strong houses. El Dorado, Ark., the circus had three-quarters in the afternoon and a full one at night. Notchitoches, La., brought a half house in the afternoon and three-quarters at night. In Alexandria, La., the show had a pair of full houses with Shrine auspices. On Monday (5), the

show played Jennings, La., and scored half and near-full houses, despite rain and mud.

Carson & Barnes was in the same territory, playing nearby towns while Beatty was in Jennings and Alexandria. At El Dorado, Ark., a critic from the Shreveport (La.) Times caught the show and later wrote a review altho the show didn't play his town. The review declared that "if the Shreveport Shriners are smart (they) will catch the show and sign on Beatty for next season." Later, at Alexandria a delegation of Shreveport Shriners caught the show.

MAGIC MOUNTAIN SETS OPENING

McGoodwin Credits Lefferdink, Zeckendorf With Saving Park

DENVER—The often-delayed official opening of Magic Mountain, multi-million dollar amusement park now under construction here, has now been set for early May.

The park is now 75 per cent complete according to James V. McGoodwin, general manager. Landscaping has been completed at a cost of almost \$250,000. Asphalt paving of the area is under way.

Set for partial operation this winter is a winter sports area on the mountain slopes of the western side of the park area. The sports concession has been leased to a group of Denverites who will install two ski runs, a chair lift, toboggan slide and a skating rink.

The park will remain open this year as long as weather permits,

with no admission or parking charges. Some 15,000 persons have visited the park each weekend this summer. In operation, in addition to concessions, are a narrow gauge train, two stage coaches and kiddie Antique Cars.

McGoodwin also is general manager of International Recreation Corporation, the New York firm holding a long-term lease on Magic Mountain and builders of the new Bronx, New York, Freedomland.

McGoodwin said Magic Mountain Board Chairman Allen J. Lefferdink's organization "took over control of a faltering organization last spring and made it a success." He added that the association of William Zeckendorf, controlling stockholder in International Recreation, with Magic Mountain assures further success.

Cristiani to Play 3 Days in Houston

HOBBS, N. M. — Cristiani Bros. Circus will play a three-day stand at Houston, October 15-17, and advance promotion has been going well. The show will be in Busch ball park under auspices of Houston area Civitan clubs. Tom Parker is handling the date and Dixie Herbert has the phones. Three weeks

advance work has included opening of the ticket sale and early results were termed very good.

Houston advertising has been strong and billing was going up there Thursday (8). Gorky Cristiani and Ron Roland went in from the show to make publicity appearances. Feature hits were coming up in two papers. The Cristiani show will give its street parade on second day of the stand (16). While there is no opposition battle, there is competition with the Houston Shrine Circus, which opens November 3. Shrine 24-sheets went up a week earlier than usual and newspaper ads began appearing last week.

Business for Cristiani has ranged from excellent to poor in recent days and over-all business has been weak since shortly after the profitable Los Angeles stand.

At Carlsbad, N. M. (3), the show had two turnaways and would have given an extra performance if a rain storm had not dispersed the waiting people. At Hobbs (4) the Sunday stand was hit by cold weather and both houses were light. Big Springs, Tex., gave excellent business for both houses, (6). It was reported that the show has instituted some cuts in salaries. The circus has been moving well and has played a full route of stands in Arizona, New Mexico and Texas since leaving California.

Greenfield, Westport Big For Wagner

GREENFIELD, Mass.—One of Buddy Wagner's best seasons in the thrill show business has been the result of dates played thus far. One rewarding one was the big Wednesday (16) at the fair in Greenfield, Mass., which was a record day for the fair and a strong one for the grandstand.

Auto Capades signed Friday (21) for a repeat visit in 1960 to the fair in Westport, N. Y., which produced an overflow crowd. To that day the show had played 32 performances in 34 days among Eastern fairs.

Park Man Wins As Court Okays Sunday Sales

GREENSBORO, N. C.—Continuing his ex-officio distaste for this city's so-called "blue laws," Judge William M. Potat threw out a case against B. J. Stigall, operator of a children's amusement park here. Stigall was charged with selling tickets for children's rides at his park on Sundays.

I do not think this ludicrous situation should be dignified by further comment, Judge Potat declared as he dismissed charges against Stigall.

The jurist pointed out that the city ordinance exempts parks from the ruling against certain establishments to do business on Sunday. The "blue laws" allows operation of athletic courts, parks, grounds and pools among others. Enforcement of the ordinance recently has resulted in numerous arrests and convictions. The defendants have included drugstore clerks and grocers.

Famous Cole, James-Christy Back in Hugo

HUGO, Okla.—The Famous Cole Circus is back in winter quarters here and back under ownership of Herb Walters. The show returned here September 7. A deal for selling the show to Glen J. Jarmes failed to be finalized. Jarmes' backer, a local dentist, asked Walters to bring the show back here, and he sold his interest in the circus back to Walters, according to Hugo reports.

Meanwhile, another Hugo circus, James-Christy, has come back to quarters here after a mediocre season. It is owned by the Plunkett family and Vernon Pratt. Norman Anderson, who had concessions on James-Christy Circus, is returning to California for the winter.

Funeral Held For Gus Sun

SPRINGFIELD, O. — Funeral services for Gus Sun Sr., 91, head of the Gus Sun Booking Exchange and a veteran of more than 70 years in show business, were held here Monday (5) at the Littleton Funeral Home, with showmen from all over the area attending the rites. Floyd E. Gooding, president of the Gooding Amusement Company, represented the Showmen's League of America. Interment was made in Ferncliff Cemetery here. Sun died at Mercy Hospital here October 1 of complications resulting from a broken hip sustained in a fall two weeks previously.

The passing of the former head of the Gus Sun Booking Exchange, with headquarters in the Regent Theater Building here, will in no way affect the operation of the booking firm, Gus Sun Jr. and Bob Shaw, partners in the office, announced here last week. They stated further that their tie-up with Val Campbell and Glenn Jacobs, of the Detroit Gus Sun office, will continue as in the past.

AMUSEMENT PARK OPERATION

Promotion Man Studies Possible Co-Op Tie-Ins

NEW YORK—Don Becker, promotion and advertising director for Pleasure Beach, New London, Conn., and Funland in the Bronx, N. Y., is drumming up interest in a co-operative activities plan which would benefit smaller metropolitan parks unable to participate in high-budget gimmicks. Several smaller parks here are being queried, and replies are encouraging.

His idea is to form an association which would offer a member park a program for its entire season, consisting of fund-raising projects, and tying in charitable organizations. Approval of the national association would be solicited.

Park operators, it is felt, would welcome a promotion which would support business on a usually slow day. Special discount days would be named after kid TV personalities, with TV plugs guaranteed in writing. Industrial sampling, a part of the project, would include sampling of products in exchange for advertising in the parks. Various contests are also included in the pattern.

Conklins, Billings Make New Belmont Ride Plans

J. W. (PATTY) CONKLIN, Frank Conklin and Rex Billings will operate four rides at Belmont Park, Montreal, next season. Billings retired September 31 as general manager of that park and now will be associated with the Conklins with a doubled-decked Hot Rod, German Carousel, a Silly Lilly recently bought from Philadelphia Toboggan, and a fourth ride. Patty Conklin will go to Germany in December to locate the latter. Meanwhile, the owners of Belmont Park have purchased from Conklin the German Wild Mouse he has had there for two years. Conklin and Billings recently were in New York and visited the Tilyous at Steeplechase, the Geists at Rockaway Playland and Al McKee at his Kiddieland. A recent visitor at Conklin's CNE midway was Adm. Joseph Fowler, vice-president of Disneyland.

Mass. Passes Wage Law; Mexico Considers Park

MASSACHUSETTS OPERATORS are studying the application of a new minimum wage law signed recently by the governor. It provides for an increase in minimum wages to \$1 for those in manufacturing occupations, while there are other minimums for other occupations. . . . Ken Davis, operator-owner of the Biloxi & Gulfport Amusement Park in Mississippi, reports that his spot is continuing its usual late season operation. Business has been slow, he states. . . . The Mexican government's tourist department is studying a plan to build family-type amusement parks, among other attractions, at border cities. The department director, Alfonso Garcia, pointed out that U. S. tourists who now cross into Mexico usually see only border areas which are not typical of the interior of the country and that parks rather than night clubs and casinos would give a different impression of the country.

Tom Parkinson

Dells Spots Shuttering

MOST OF THE theme parks in the Wisconsin Dells area will be closing in the coming few days. Among attractions which earlier announced they would shutter about October 15 include Fort Dells, Wonder Spot, Enchanted Forest, and Lost Canyon. Standley's Riverside & Great Northern Railroad will continue operating Sundays only for another week or two. Deer Park will run until November 1. At nearby Baraboo, the Circus World Museum will close for the winter at the end of October. The circus museum has drawn more than 135,000 persons since July.

Sinclair Reports Calypso Still Tops at Munich

THE CARL SINCLAIRS of Meyers Lake Park, Canton, O., and the Alex Moellers of Waldameer Beach Park, Erie, Pa., are on an autumn sightseeing trip thru New England. The Sinclairs were freed to travel after baby-sitting for son, George, and his wife while they were in Europe. George, also an executive at Meyers Lake, says they took in the Oktoberfest at Munich, and the Calypso ride was still the favorite of the millions who visited the Bavarian fall festival. Among others on the scene at Munich was dynamic Mickey Hughes of Hot Rods, Inc. . . . Send a get-well card to Frank C. Tilyou of Steeplechase Park, Coney Island, New York. Frank has been ailing and unable to go on his usual fall and winter sojourn at his ranch near Scottsdale, Ariz. . . . Bob Plarr, of Dorney Park, NAAPPB first vice-president and the banquet chairman for the 1959 NAAPPB convention, arrived in Chicago Thursday (8) to hammer out final details on the menu and entertainment for this year's gala affair. Bob, recovering from an extended illness, has several surprise features pending that should make the 1959 banquet show one of the best ever, he declares. . . . Vernon D. (Bud) Platt, of Feasterville, Pa., vice-chairman of the pool and beach program section for this year's convention, is going to Yale next week to take a special course in pool management. . . . Just a way of keeping abreast of the newest wrinkles in pool operation, Bud explains.

John S. Bowman, Secretary, NAAPPB

FAIR-EXHIBITION MANAGEMENT

Paid Outside Gate Prevails in Illinois

SPRINGFIELD, Ill.—Of 98 Illinois county fairs included in a recent survey, 77 operate behind a paid outside gate, Cliff Hunter, secretary of the Illinois Association of Agricultural Fairs, has disclosed. Fifty of those charge from 50 cents to \$1.50 for adults.

Sixty-six charge a grandstand admission fee; the majority, 38 to be exact, charge from 50 to 60 cents. Of the 98, there are 53 that charge for parking with a quarter the usual going rate.

Buying of grandstand attractions is split. Of the total, 32 buy on a flat basis, 39 on percentage and 14 use both flat and percentage. And 71 of the fairs buy their entertainment at the annual convention of the association.

Newspapers are the most used type of advertising, with 41 fairs rating this media as first. Circulars or heralds were second, radio third, television fourth, window and pole cards and auto signs next and billboards last. Forty-seven budget from 5 to 10 per cent of their receipts for advertising.

A total of 91 have machinery exhibits with the biggest number charging from \$1 to \$2.50 per front foot for the privilege. A flat rate for eating stands is charged by 23 fairs with 12 operating on a percentage. For other concessions 14 charge a flat rate. Fifteen charge from \$3 to \$3.50 per front foot.

Seven fairs receive a flat rate from the carnival. The others are as follows: 35 per cent, 1; 25 per cent, 21; 20 per cent, 32; 18 per cent, 1; 15 per cent, 10; 8 to 10 per cent, 3, and 5 per cent or less, 6.

The popularity of public dances is apparent. Eighteen fairs hold dances during the fair. Public liability insurance is carried by 79, and workmen's compensation by 61.

Two North Carolina Events Improve Plants

SANFORD, N. C.—Two North Carolina fairs, the Lee County Agriculture Fair here, and the Alamance County Fair in Burlington, have achieved improvements for this year's editions. Sanford acquired 12½ acres of additional land, giving it a total of 36 acres, and Burlington erected a modern exhibit building with 7,500 square feet of floor space.

The building in Burlington has new toilets for both races, Manager Joe Coble reports, and a deep well to provide water. Lee County's Fair, sponsored by the Lions Club, was begun in 1938 under the administration of President A. K. Miller.

Premium Lists Get Mention By N. C. Assn.'s Officials

HICKORY, N. C. — Unwilling to sit back idly between seasons, the North Carolina Association of Agricultural Fairs issues tips and comments on a periodic basis to its members. With Neil Bolton of Winston-Salem as president and Corbin Green of Hickory as secretary-treasurer, most recent ones have been on premium list books. Some changes worthy of mention this year, they note, are as follows:

Alamance County Fair, neat make-up and glossy cover; Iredell County Fair, attractive green-and-white cover combination; Enfield County Fair, directory of town officials, clubs and lodges with officials, churches, locations and time of services; Reidsville Fair, lavish use of red color throat.

University Display Clicks at Wis. State

MILWAUKEE—One of the features of the 1959 Wisconsin State Fair was the dispensing of knowledge in five fields by the University of Wisconsin.

Patrons learned about such varied subjects as the rural-urban water problem, the new cloth labeling law, ground covers for gardens and careers in agriculture.

The exhibits were sponsored by the university's agriculture and home economics schools. In the water display was shown the "hydrological cycle" of water, from sky to earth and back again. Rainfall measurements were shown.

Results of university research on new fabrics and fibers were explained. Five methods of rug cleaning were delineated, two performed in the home and three in commercial plants. The university's facilities for testing fabrics were demonstrated.

Careers in agriculture and home economics were explained in displays and interested both urban and rural youths. Landscaping the home grounds was demonstrated with a plot using about 20 varieties of growing shrubs and evergreens. Also explained was the processing of three Wisconsin products, apples, eggs and milk.

ALBUQUERQUE, N. M.—A robot—billed as the servant of the future—proved one of the interesting side features of the recent New Mexico State Fair.

Used as a sandwich man by the Sandia Corporation, the robot performed outside the firm's exhibit hall. After watching the robot perform, patrons would then go into the firm's plexiglass radome.

The robot saw thru two television cameras and its ears were microphones. The brains were four technicians, one of the four remaining outside at all times and another some 50 feet away before a control panel. Before the operator were two television screens and sound from the robot's ears came to the operator.

The robot weighed 4,500 pounds and could lift 150 pounds with one of its mechanical hands.

Rains Again Hit Okla. State

OKLAHOMA CITY—The hapless Oklahoma State Fair, which has been whacked by the elements ever since it moved to its present fairgrounds in 1954, ended its soggiest run ever here Saturday (3).

The eight-day event opened to good weather and higher attendance the first three days of its run but on Tuesday (6), its fourth day, rain and cold moved in. And the rains held, washing out four night grandstand programs and as many matinee track attractions, cutting deeply into attendance, and pruning back the potential gross on the midway.

At the close, the attendance was 312,390, down from 405,882 last year and from the peak 429,500 gate in '56.

Lost to rain were three night grandstand performances by the Barnes-Carruthers No. 1 revue, one night program by Aut Swenson's Thrillcade, and four auto race programs, scheduled to be presented by Frank Winkley.

On the midway, the Royal American Shows were running ahead of last year in ride and show receipts until rain moved in. For the Royal, the weather was the worst the show had encountered at any fair in recent years.

Lubbock Fair Off in Rains

LUBBOCK, Tex. — The Panhandle South Plains Fair was another casualty on the list of the fairs hit by heavy rains that drenched many areas in Texas and Oklahoma.

The fair closed one of its poorest runs here Saturday (3) with approximately 133,000 patrons compared with 178,000 in '58.

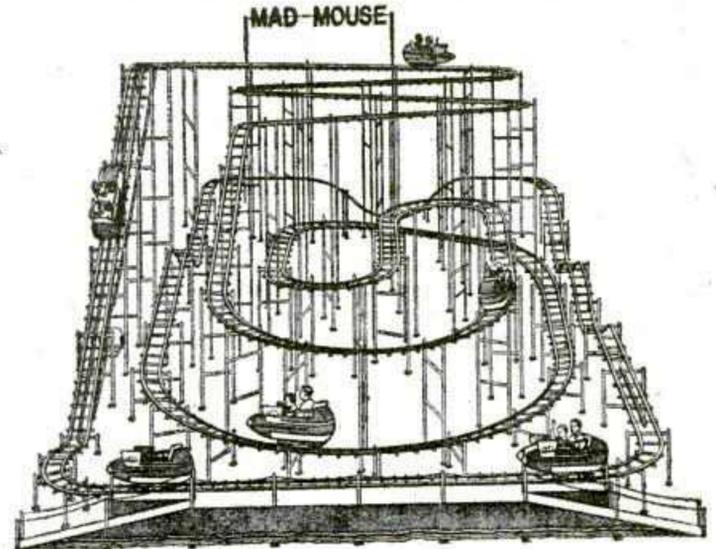
Fair opened Monday (28) to good weather and a big turnout and the weather held thru noon of the next day. From that time on, however, it was either heavy rain or drizzles that marred the program. Rain fell on five of the six days.

Attendance at the Coliseum show was off sharply due to lower gate patronage. Featured on six nights and three matinees was Hubert Castle's Circus. The Sky Kings were the free attractions on the grounds.

Bill Hames Shows, the midway attraction, was hurt by the weather and ride and show grosses were reportedly off from a year ago.

RECORD GROSSES AMUSEMENT PARKS-CARNIVALS

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Frontier Village
Oklahoma City, Oklahoma
- Phil Gordon
NuPika Amusement Park
Long Beach, California
- R. J. Irwin
Marshall Hall Amusement Park
Bryans Road, Maryland
- Robert E. Bollinger
Oaks Amusement Park
Portland, Oregon
- William L. O'Brien
Revere Beach
Revere, Massachusetts
- Pasadena Park Properties, Inc.
Peppermint Park
Houston, Texas
- F. E. Gooding
Zoo Park
Columbus, Ohio
- W. H. Zimmerman
Chain of Rocks Amusement Park
St. Louis, Missouri
- Kissel Brothers
Kissel Brothers' Amusement Park
Cincinnati, Ohio

CARNIVALS

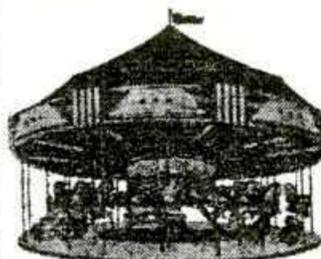
- Amusement Corp. of America
Olson Shows
- Orville Crafts
Crafts 20 Big Shows
- Alfred H. Kunz
Heth Shows
- E. D. McCrary
20th Century Shows
- Leonard Powelson
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Thrills Unlimited, Inc.
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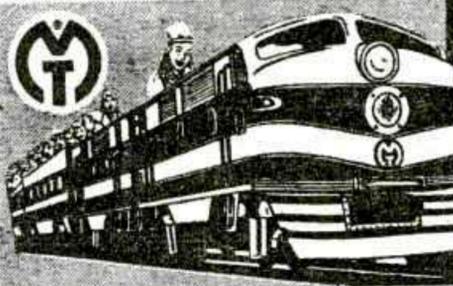


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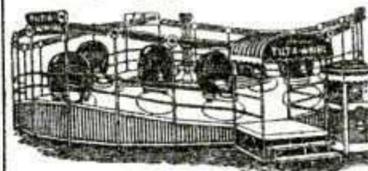
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Ringling Draws Well Despite World Series

Crowds Buck Baseball Throngs To See Circus Near Dodgers' Home

LOS ANGELES—Ringling Bros. and Barnum & Bailey Circus went to bat with the Los Angeles Dodgers and the Chicago White Sox and apparently was winning. A show representative reported that the 11-day run, which ended Sunday (11), would be a top grosser.

Playing the Los Angeles Memorial Sports Arena for the first time, the circus was pitted against the World Series in the Coliseum within a stone's throw. The games started at 1 p.m. Sunday (4) thru

Tuesday (6) and the circus matinees at 2:30, creating a parking problem for circusgoers, particularly on Sunday (4), fourth day for the circus and the first in the Series. There was no space within a mile.

Despite the push for parking, the circus pulled a matinee crowd of approximately 8,000 and a night house of 5,000 Sunday.

While turnaways are impossible, as the Arena can handle between 15,000 and 16,000, Ringling had a total of 24,000 for the two shows on its first Saturday (3). The Dodgers-Sox hit hard on Monday, when the Ringling afternoon house was cut to 2,000, but 6,000 showing up for the night show.

The show opened Thursday afternoon (1) with approximately 10,000 orphans and senior citizens as guests of Ringling management. This is the only place outside of New York where a practically free house is featured. The night show was given over to the press, with all editors of Los Angeles County newspapers, including community, weekly and throwaways, being invited. A number of movie and television stars attended, with a 30-minute front door and backyard television show over KTLA sponsored by the Thriftymart Market chain. They also gave away coupons allowing a 50-cent discount on reserved seats.

Friday afternoon (2) had 5,000 at the matinee and 9,000 for the evening show. Parking was at a premium for the late show because of a football game which pulled approximately 45,000.

Norman and Shirley Carroll were in charge of all phases of press for the date. They had 78 guest spots on seven television channels and 18 radio and television stunts from the arena. Circus people were spotted on several network shows.

In addition, the show had a tie-in with large department store operating 11 stores. Windows were decorated in circus motif and the theme was carried into the children's clothing departments. More than 3,000 pieces of Ringling paper was used for the decorations.

Packs Reported Seeking Stand In Mexico City

CHIHUAHUA, Mexico — Sources here have indicated recently that the Tom Packs Circus of St. Louis has been negotiating for possible presentation of a circus in Mexico City for five weeks starting December 4. The show would be in the mid-town Arena Mexico. The Packs show plays New Orleans shortly before that time.

Last year Ringling-Barnum was to play Mexico City at Christmas holiday time but was unable to get a permit. A year earlier it played Mexico City's suburban Auditorium. The Atayde Bros. Circus always plays the capital city at holiday time and this year it opens about December 20.

It was understood elsewhere that other U.S. circus producers also are negotiating with Mexico City officials and impresarios for a Christmas date.

Two members of the Packs staff caught the Circo Union here recently. Last year the Packs show played Cuba until the Castro revolution halted the show.

MCA's Castle Circus Works Lubbock Fair

LUBBOCK, Tex.—Line-up of Castle's Three-Ring Circus at Panchhandle South Plains Fair here recently included George J. Keller's Wild Animals; Haslevs, trampoline; Bobo Barnett, comedy car; Mike and Nino, perch; Ed Widaman's Elephants; Jennier's Seals, Les Blue and Yvette, unicycles; Chaley and May, rolling globes; Landon's Midgots, acro; Eris, one-finger stand; Adam's Chimps (3); Chamalas Duo, perch; La Norma, trapeze; Freddis, teeterboard; Cycling Adams; Richiardi, illusionist, and the Flying Malkos.

Merle Evans furnished the seven-piece band. Gus Bell was supervisor. Dick Slayton was equestrian director and Hubert Castle was the producer. Castle arrived at the fair Tuesday (29) after working a TV show. The show played to near-capacity business on opening day (28). Show was booked thru MCA of Dallas.

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References will be necessary from qualified sources.



ARENA, AUDITORIUM NEWSLETTER

Lakers in Armory

By TOM PARKINSON

TELEVISED PRO BASKETBALL will be coming this season via NBC from Boston Garden, Cincinnati Gardens, Detroit Olympia Stadium, Minneapolis Armory, Madison Square Garden, Philadelphia Convention Hall, Keil Auditorium at St. Louis and Syracuse War Memorial Auditorium. . . . The Minneapolis Lakers are moving to the Minneapolis Armory, with the first game set for Wednesday 14. For this arrangement, the Armory has been newly equipped with Safway risers for all four sides of the floor and all new chairs. These seats plus balcony permanents give the Armory a capacity of between 7,500 and 8,000. . . . Philharmonia Hungarica is made up of 80 Hungarian musicians who fled the revolution and Russian purge. William Morris agency handles the group. . . . Plans for the National Electrical Industries Show are shaping up for March 6-9 at the New York Coliseum. Features will include an animated display depicting the development of electricity from 1880 to 1960. . . . Unusual show at the Garden Auditorium, Vancouver, B. C., last week was that of the Lapidary Rock and Mineral Society of British Columbia, and exhibiting thousands of kinds of gems and rocks. There were major collections of opals, jade, crystals and other items. . . . Events at the Toledo Sports Arena in October include the Dick Clark Caravan (9); a furniture show and sale earlier; Mahalia Jackson concert (20); and Shrine Circus (21-24). . . . Jack Matlock, of Matlock Promotions, Portland, Ore., has a five-year deal for the exhibition in this country of the Nikki Exhibition, made up of displays of replicas of Japanese shrines and pagodas, some of them ranging to 12 feet in height. There are 24 main units and scores of carved figures. Exhibit is making fairs this fall.

California Shows Active; Coliseum Contract Up

A PROPOSED INTERNATIONAL Trade Fair for San Francisco in 1960 has been cancelled with word that scheduling of Los Angeles and Seattle shows for coming years influenced the decision. . . . San Francisco Bay Area Home Show was in full swing last week; it closed Sunday (4). Robert L. Jordan was sales manager for the show, a first annual. . . . Ted Bentley will produce the Do It Yourself Show at Oakland (Calif.) Exposition Building October 15-25. Oakland also will have the U. S. Marine Band, October 21 and the Imbal Israel Dancers, October 22. . . . Swing Auditorium, part of the National Orange Show at San Bernardino, Calif., is brighter by 300 gallons of five colors of paint, Manager G. Walter Glass has announced. . . . Rental rates for the Los Angeles Dodgers use of the Los Angeles Coliseum are to be discussed October 7 by the Coliseum Commission. Present contract has been the subject of much interest in the trade. In 1958 and 1959 the ball team paid \$200,000 a year plus 10 per cent of the gross of nine home games and concession profits at the same games.

Knoxville Buys Rink; American Seating Booms

CONTRACTS FOR NEW equipment at the Knoxville, Tenn., Auditorium, which is under construction, were signed last week. The Burge firm got the ice rink contract. Safway Steel Products won the contract for \$42,000 worth of portable chair risers, portable stage and hockey dasher. . . . James M. Ver Meulin, president of American Seating, told the Wall Street Journal last week that the firm has enough steel to last thru 1959 and that last '59 shipments may set a new high. In a three-month period they shipped 1,200 carloads of public seating. He described the \$575,000 order from the Pittsburgh Public Auditorium as the "largest single order in public seating history." The firm also has a \$400,000 order from the new Utica, N. Y., building. . . . A new system for spraying a fiberglass plastic coating over floors, ramps, walls and partitions has been developed by the Fibreon Company of Minneapolis. The system includes a new spray gun, and the set-up is said to ease maintenance work of this type. . . . Klopffopper is the name of a new model coin counting and sorting machine developed by Klopff Engineering, Inc. It has a capacity of 10,000 to 12,000 coins and delivers 6,000 coins per minute.

Dallas-Ft. Worth, Hartford, Ind. Town in Bond Actions

BONDS FOR BASEBALL were approved last week by voters in two counties in Texas. A \$9,500,000 issue for building a new baseball park between Dallas and Fort Worth was okayed. However, the bonds will be issued only when the cities are assured a franchise in the proposed new third major baseball league. . . . New Albany, Ind., and Floyd County were offering a \$2,450,000 bond issue for a joint building authority similar to one in Indianapolis. . . . Latest from Hartford, Conn., is that a referendum on November 3 will determine whether \$5,460,000 in bonds will be issued. Of that amount, \$4,000,000 would be used for a new auditorium. . . . At Delhi, Ont., the town council voted to make all necessary repairs on the Delhi Arena. Attendance at the Arena last year totaled 43,000 persons.

EARLY WORD FROM the 52d annual Chicago Automobile Show at the International Amphitheater, January 16-24, reflects some of the new interest and action in the automobile field this year. Edward L. Cleary is show manager again. The show expects to use 500,000 square feet of main-floor space. The new compact cars are added to the lists of participants. The space for foreign imported cars is increased to 62,000 square feet, up from 45,000. Twice daily revus is scheduled again. The show will be out to top the record one-day attendance, 79,663 set on a Sunday last year, and the over-all attendance high of 518,521, set in 1958.

Padre Island Sued

SAN ANTONIO—A local firm filed a suit for debt against the Padre Island Amusement Co., of Port Isabel, in 73d District Court. In a petition, the Southwest Radio & Sound Equipment Co.

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CIRCUS TROUPE

ANIMALS ARE NOT all that Tony Diano has added to the King Bros.' Circus. In addition to a cage truck with a lion, bear, chimp and baboon, are a Diano seat truck, stake driver, stock truck and a couple of Diano tractors pulling King semi-trailers. His assistance seems to be more in the moving than the menagerie. . . . Moving also is getting attention on the Beatty-Cole Circus. That show has several more tractors than trailers, apparently as insurance against loss of time to breakdowns. Both shows reportedly look and move well.

Charlie Campbell reports he'll have his Marie O'Day show at the Houston and Austin Shrine circuses, and then will make dates, including two months at El Paso, where Jim Stutz is booking him. Campbell is considering exhibition of a Cardiff Giant along with the Marie O'Day display for 1960, and he plans to retire the latter to the Palmer Clinic at Davenport, Ia., where Dr. B. J. Palmer hopes to make a series of X-rays of the mummy after next season.

Ben Davenport and Jean Jacobs, widow of Terrell Jacobs, are telling friends of their marriage in California last week. She has her wild animal act on the Sutton carnival. He has been with Cristiani Bros. and now is going to Sarasota, where he will frame a street show to play winter dates at shopping centers. . . . Circus Historical Society is expected to become international thru expansion of its present British membership to about ten persons, including Cyril Mills, of the Bertram Mills Circus. Later, members in other European countries will be sought, according to CHS president Fred Pfening Jr. . . . Current in the many and varied efforts of circus producers and agents to obtain Russian acts is the action by Al Dobritch. He is in touch with the Russian Ministry of Culture's F. Bardian thru an uncle, Lazar Dobritch, who is in charge of all Bulgarian circuses.

Tom Parkinson.

★ ★ ★

Film of the Ringling opening at Charlotte, N. C., this season which CBS aired, has been sold to the British Broadcasting Corporation thru a deal set by John Ringling North, according to British reports. . . . The Rev. Ed Sullivan was reported recently to be researching a book about circuses, but he now gives assurance that such is not the case. . . . Harold Bros.' Circus clowns for Chicago will include Jim Snell, Al Ackerman, George LaSalle, Rollo, John Facer, Larry Benner, Charlie Cheer, Al Francois, the Landons and the Dewsburys.

Bill Montague, CFA officer of Hartford, Conn., is recuperating after surgery at Hartford Hospital. Dr. H. H. Conley, Illinois CFA, is recuperating at St. Mary's Hospital, Rochester, Minn., after surgery and expects to be home in about a week. . . . Lyle Miller, son of the Paul A. Millers, who have the Paul Miller shopping center circus, has enrolled in Southern California Military Academy. . . . Clown Popo DeBathe is working New Mexico and Utah State fairs and a department store Christmas date as well as his Oakland, Calif., amusement park job. . . . Jay Jaxon, the stilt man, is working Northern Illinois dates for auto dealers, the Neewollah date at Independence, Kan., and the country & western music convention at Nashville. . . . Chris Anast, Chicago fan, went to the Southeast to visit Count Nicholas and others on the Clyde Beatty-Cole Bros. Circus. . . . Melvin Olsen, Indianapolis, has seen 12 shows this season, seven of them in a six-day stretch.

From King Bros. Circus Eva Hinckley writes that Joe Smiga joined in Danville, Va., with concessions. . . . Bill Tobias, trombone, and Al Yoder, drummer, closed with King at Dunn, N. C. . . . Numerous animals have been added to the King Side Show by Tony Diano. . . . Ann Dingler and daughter, Connie, have returned to their Macon, Ga., home where Connie enters school. . . . Deano and Nadio Cristiani have left for Sarasota, Fla., where they will also

enter school. . . . Piero Canestrelli's baby, Roberto, has returned from the hospital and is doing well. . . . Chief and Squaw Whitecloud and family have joined the King Wild West concert, which features Chee Chee Whitecloud. . . . Eva Hinckley has the front novelty stand. . . . Danny Styron has the King sound truck on the street each morning. . . . Doris Davis joined and has the inside soft drink stand. . . . Writer Bob Lax and Albert Stadler visited several days with Freddy and Ortans Canestrelli. . . . Other King Bros. visitors include Bob DeVinni, Fred Cousins and Studley Foster.

Chuck Burnes writes from Ringling that Robert Johnson has been drafted. Trevor Bale has rejoined Ringling as ringmaster. Also rejoining were Klausner's Bears and the Fredonias. Gerald Soule closed with Cristiani and joined Ringling. Edward Healy, of the elephant department, went home to Cleveland to recuperate after breaking his arm. Tony Reggetti, Florrie Stephenson and Louisa Bisoini celebrated birthdays. Kenneth Evans, former aerialist, is a restaurant manager at Disneyland. Chuck Burnes, Gene Lewis, Dennis Stevens, Otto Griebing, Arne Honkola, Eva Nomed and Trevor Bale, along with elephants and a calliope, made street bally from downtown Los Angeles to the Sports Arena. Griebing and Lou Jacobs were among those appearing on TV programs. Visitors included Howard Dayton, Jack Welles, Robert Lane, Mike Marsh, the Alvin Schwartzes and many of the Polack people.

Henry Varner, Akron, visited Mills Bros. Circus in Jeanette, Pa., and guided Jack Mills along a 100-mile scenic tour of the new Pittsburgh highway system. . . . Tommy Henderson's chimp act has returned to Banning, Calif., from an extended tour of the Hawaiian Islands. . . . Bill Baker, Fairfield, Ia., caught the Al G. Kelly and Miller Bros. Circus at Iowa City, Ia. . . . Frank Morris, flier with Ringling and the Flying Fishers 50 years ago, was mentioned in a September 2 Calgary (Alto.) Herald column.

★ ★ ★

TURNING BACK THE PAGES: 20 years ago—Parker and Watts Circus closed for the season at Guthrie, Okla. . . . Ringling-Barnum circus played Dallas for the first time since 1936. . . . Chita Cristiani was hospitalized at Santa Barbara, Calif. June Cristiani rejoined Ringling in Seattle after an appendectomy. Mugador Cristiani had recovered from a broken arm received in a fall during the riding act. . . . Bud E. Anderson has ordered three baby elephants for his circus.

BOOK REVIEW

New Circus Volume Full Of Mistakes

New in the lists of circus books is "Circus, Cinders to Sawdust," by Esse Forrester O'Brien, and published by the Naylor Company, San Antonio, Tex., at \$5.95.

Mrs. O'Brien has written numerous books, most of them for children and some of them on circus subjects. This one, unfortunately, reveals inadequate research and a considerable mix-up of time element. It comments repeatedly about Ringling as if it were still

(Continued on page 54)

ORRIN DAVENPORT SETS ROUTE, ACTS

Keller, Del-Rays, Dorchesters Signed; Fall Route Has Utica, Kansas City

CHICAGO — Route for the season and performance line-up for the first stand were announced last week by Orrin Davenport for his indoor circus.

The show will play Utica, N. Y., for the Shrine October 21-24, and Kansas City, Mo., for the Shrine, November 17-22. After the holidays, the Davenport show will have concurrent stands at Saginaw and Grand Rapids, Mich., with the Saginaw week starting January 24, and the Grand Rapids week starting a day later. Next stand will be at Cleveland for the Grotto, February 18-28. Subsequent stands will be in Rochester, N. Y.; St. Paul; Dayton, O.; Columbus, O.; Duluth, Minn.; Grand Forks, N. D., and

Winnipeg, Man. The last named stand is set for April 30-May 7.

The Utica program will include Prof. George Keller's wild animals, the Dorchester riding act, and the Flying Del-Rays, return act. Full rundown for Utica has:

(Continued on page 54)

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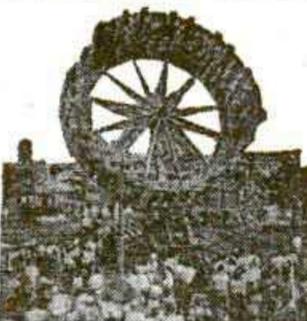
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THE FINAL CURTAIN
BAGGETT—Mrs. Rose, about 70, of the former juggling team, the Elgins, died October 3 at home at Lake Nipmuc, Mendon, Mass. The act, originally Baggett and Sheldon, played theaters, cafes and ice shows around the world and was one of the fastest-paced in the business. She is survived by her husband, Jim Baggett, and two sisters. Burial was in Lutheran Cemetery, Queens.
GREEN—Lola Lyons, wife of Walter Green, retired snake show operator who formerly trouped with the Otto Stephen, Wane Hale and Central States shows, September 25 of cancer in Leach, Okla. In recent years the Greens operated a blown glass business. Burial in Rose, Okla.
GREGORY—Willie, manager of the Serpentina mid-way attraction for nearly 50 years, September 15 in Wilmington, Mass. Burial September 17 in Wilmington.
JACOBS—Robert E., 65, former member of the Four Valentines and Peerless Potters casting acts, October 3 of pneumonia in Aransas Pass, Tex. He was born in Cincinnati November 29, 1893, and lived in Aransas Pass for the past 20 years. He was a member of Masonic Lodge 67, Peru, Ind.; the Scottish Rite and Alzar Shrine, San Antonio. Survived by his widow, Gladys. Burial in Prairie View Cemetery, Aransas Pass.
JOHNSON—James W., 57, for 35 years a concessionaire, September 20 in Cherokee County Hospital, Gaffney, S. C. In the past he had trouped with the J. J. Page, Strates, Marks, Crescent and Wolfe shows. Survived by his widow, Effie; a son, two sisters and a brother. Burial in Frederick Memorial Garden, Gaffney.
KENNY—Peter, 83, former acrobat, at a Waukesha, Wis., hospital, September 29. He had been a contortionist at dime museums and an aerialist at fairs, circuses and vaude. He was with the army in the Spanish-American War and Philippine Insurrection and began with circuses at Hot Springs, Ark., in 1907.
PETTY—William, 55, secretary-treasurer of the Clyde Beatty & Cole Bros. Circus, at Baton Rouge, La., Thursday (October 8), apparently of a heart attack. He was stricken as he entered the show's office wagon. Petty was a native of Illinois and a resident of Los Angeles. He had been with the Beatty Circus for about 12 years. Burial was to be in Los Angeles.
PRELL—Joe, 54, agent for the Prell's Broadway Shows, prominent Eastern carnival, died in Goldsboro, N. C. of complications following surgery. (Details elsewhere in this section).
REIDY—Irene, long time in show business and a past president of Showfolks of America, Chicago chapter, October 4 in Chicago following a long illness. Her husband, Jack, survives. She was known as Irene Dlauvelt Reidy.
SIMONS—Lois, 44, concessionaire with the Happyland Shows, October 3 in Tampa. Survived by her husband, Homer; a son, Bobby; a daughter, Jo Ann, and two sisters, Beatrice and Bertha. Services October 5 and burial in Showmen's Rest, Tampa.

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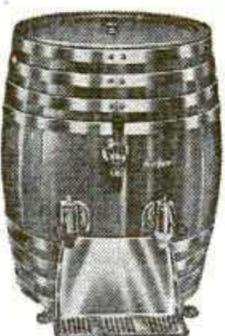
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In Loving Memory
Of My Dear Husband
J. C. McCAFFERY
Who passed away
5 years ago,
Sept. 28, 1954.

Oh, Mack, How I Still Miss You, Dear. Forever in My Heart. YOUR LOVING WIFE, **SARA MAE**

IN LOVING MEMORY OF
Our Beloved
Ruth Havrilla Murphy
A devoted Daughter, Wife and Mother, killed in an automobile accident while with Ringling Bros.' Circus, a Show Girl and in Aerial Ballet, 1 year ago, Oct. 6, 1958. We will always cherish you in our hearts. Beside your grave we often stand and try in vain to understand. You didn't have a chance to bid anyone a farewell or even have a chance to say good-bye, and yet softly the leaves of memory fall and sadly we stop and gather them all. Though absent, you are ever near. We are praying we will be with you some day again.
Sadly missed by Husband, Mom, Dad, Baby Son Michael and Sister Joan.

In Memory of Our Precious Mother
MRS. WALTER LONG
October 15, 1952
Mildred & Elizabeth

In Memory of J. C. McCAFFERY
who passed away
Sept. 28, 1954
I miss you, Mac
LOU LEONARD

IN MEMORY
Of our very, very dear friend
J. C. McCAFFERY
Who passed away
Sept. 28, 1954
LOU and ADA DUFOUR

Joe Prell Dies at 54 After Surgery in N. C.

NEW YORK—The Eastern carnival world was shocked last week by the untimely death of Joe Prell, general agent of Prell's Broadway Shows and widely known among fair and show people. Prell, 54, passed away Sunday (4) in Goldsboro (N. C.) Memorial Hospital while recuperating from a gall bladder operation.

In addition to his professional pursuits he was to be installed this year as head of the National Showmen's Association, of which he was first vice-president. He was also third vice-president of the Miami Showmen's Club.

Goldsboro is the show's winter quarters town and the fair there was established, largely thru Joe Prell's efforts, in 1949. It has since bought a 65-acre spread and has an ambitious building program charted. At last winter's State fair meeting, Olin Peele, president of the fair, spoke in tribute to the Prell family when he said relations between the show and community could serve as a model in outdoor show business.

Joined Show In 1942

Joe Prell was born April 3, 1905, in Singac, N. J. He was educated in the Paterson school system and at Packer School in New York City. Supervisor of the large Shanty Stores restaurant chain, he joined his father, Sam Prell, in 1942 to take over the carnival's cookhouse operation. The following year the show was the Prell's Broadway and Endy Shows Combined, and Joe began assisting with the agents' duties, from which he never departed.

A service was conducted in Goldsboro by Rabbi Sanderson, and funeral details were accomplished here on Wednesday (7). The ceremony was held at Riverside Memorial Chapel with burial in the NSA section of Ferncliff Cemetery, Hartsdale, N. Y. A large contingent of local people attended the Goldsboro services, and more than 100 were present at Riverside.

Prell lived in Parkchester Apartments, the Bronx. He married the former Beatrice Max 35 years ago, and leaves his wife, two children, Carl, 24, and Marion, 20; brothers Abe and Bennett; sisters Gertrude Goodman of Nutley, N. J., and Lillian Sylvester, who travels with the show, and his parents. Joe Prell was president of the Prell Shows, Abe was vice-president, and Ben-Prell has toured as advisor and a guiding force of the operation.

At the services were many NSA officers, including Al McKee, president; Charles Rubenstein, secretary; Leo Willens, treasurer; Sol Levine, attorney, and Joe McKee, trustee. George Hamid Sr. attended the previous night. Harry Kaplan came in from Baltimore. Joe Beck, former partner of Sam Prell in the Bell Company, also attended.

Telegraphed and floral expressions of sympathy were still arriving late in the week. They came from Max and Jane Tubis, Al and Mae McKee, Irene Moore Levy, Steve and Rose Stevens, the Reisinger family, the Vivona family, Danny and Rosita Dell, Gold Medal Shows, Marks Shows, Michael and Celie Jordan, Mel and Ella Dodson, NSA Auxiliary, Miami Showmen's Association, Paul and Ann Williams, George and Bess John and Marie Vivona, Mr. and Mrs. Joe Cenname, Dorothy Packman, Jeff Harris, NSA, Hy and Lil Stein, Smiley's Amusements, Robert McBride family, A. J. Collins, Fay and Walter L. Smith, Larry and Mary Lawrence, Mr. and Mrs. Harold Scales, O. C. Buck, Joseph family, Charley Gross and wife, Thompson Bros. Rides, Penn Premier Shows, Mr. and Mrs. Harry Westbrook, Prell Shows concessionaires, Mr. and Mrs. Frank Walsh, Strates Shows, C. C. Groscurth, Wilkins family, Mr. and Mrs. Jack Russell, Great Frederick (Md.) Fair directors, Thomas Joyland Shows, and many others.

GET LOCAL AID

Flooded-Out Vivonas Eye N. C. Rebound

FAYETTEVILLE, N. C. — Amusements of America finally got opened on Friday (2) in Charlottesville, Va., where it had been flooded by the overflowing Rivanna River at midweek. Aerial photos of the swamped midway made the wire services and were printed over a large part of the country.

Friday and Saturday didn't pull the lot was muddy after the hurricane.

There were no injuries but considerable water damage. The Vivona family expressed gratitude to the local agencies contributing their services. Temporary housing was provided for 42 carnival workers by the Red Cross, who installed them in the National Guard Armory. Women and married couples were put up in the Monticello Hotel.

Show was back in action here and looking for a good week. Opening weather was okay and the outlook good.

C&W Retained By Va. State

RICHMOND, Va. — Despite some midweek rainfall the Cetlin and Wilson Shows piled up a very healthy gross at the Virginia State Fair, ending Saturday (3). Total for rides and shows reportedly was around \$156,000.

J. A. Mitchell, fair manager, reported the 1960 midway contract was awarded to Is Cetlin and Jack Wilson before the show left Richmond.

CARNIVAL CONFAB

SAM (SHOM) ARENZ, longtime outdoor op, is confined in American Hospital, Chicago, and would like to receive mail, especially from Slim Collins. . . . One of the recent highlights of the Crafts Exposition tour was the marriage of Lynda Thomas and Vincent Kuropatwa at the First Presbyterian Church, Tracy, Calif. Wedding party included Blanche M. Henderson, matron of honor; Ralph J. Robinson, best man; Mr. and Mrs. Victor Thomas, parents of the bride, and David Thomas, the bride's brother. Following the ceremony the bride and groom hosted the personnel of the show at a reception in Harry Ballard's top, with about 75 guests. Gifts were received from many including Roger Warren and family, Mr. and Mrs. James Lantz, Blanche Henderson, Sam and Elsie Silvers, Tony and Dorothy Correria, Jack and Betty Kent, Ralph J. Robinson, Bab and Moxie Miller, and the show's ride personnel. A bridal shower was given the bride in Watsonville, Calif., hosted by Jimmy and Josephine Lynch, cookhouse ops. Gifts received from Blanche Henderson, Catherine Warren, Thelma Thomas, Tommy and Carol Cummings, Tony and Dorothy Correira, Sam and Elsie Silvers, Harry and Etta Ballard, George and Billie Bryant, Patsy Duran, Jack and Betty Kent, Evelyn Lantz, Johnnie and Sharon Jose, Kitty Searce, Jimmy and Judy Brown and Nancy and Winson. The newlyweds are now driving a new Ford.

Pearls from Royal American: Harold Denike, concessionaire, better known as Harold DeKnight, passed around cigars recently when his wife gave birth to a daughter, Desiree, in Orange County, Calif. . . . George Kunkel left Earl Maddox' six cats to re-enter school in Miami. . . . Martha Price and Dorothy Goss are working Roman targets since Helen Julius left for Tampa. Jean Matthews is cashier in the Harry Julius Arcade. . . . Billie Morrison now assisting Wes Galyon at the Siamese twin show. . . . Buck Steele's baby elephant is clicking with Johnny Mack Brown show. . . . Mae Sullivan, Betty Mullins and Jerry Lee sporting new wardrobes. . . . Fred Baake, former mailman on the Art B. Thomas Shows, had a bear pitch at Oklahoma City. . . . Linda Ludwig, 10-year-old daughter of Mr. and Mrs. Bill Ludwig, entered school in Hutchinson, Kan. When her teacher asked her about the fun and glamor of a travelling show, she said, "It's just a lot of work." . . . Paul Ward had a big week at Oklahoma City with his cookhouse. Ray Roma had a fun booth there and Bob Parker a string of concessions on the independent midway. Dave and Candy Candrea operated one. Slim LeBreche had picture frames; Roger and Mrs. Fingar had two, and Maynard Ostrow a bear and china joint.

More Pearls: Barbara Knight, daughter of Mr. and Mrs. Phil V. Knight, concession ops, was married several weeks ago to Henry Schinder, of Berlin, Germany, and they are making their home in Nashville. . . . Minnow A. Wayer is back on the front end after a Tampa trip. . . . Emma Brocies celebrated a birthday as did Ollie Defoor. . . . Andriani is now inside talker on Dick Best's Side Show. . . . Mush Wonder now operating Elvis the Mouse game. . . . Wally Cobb, trainmaster, is out of the hospital and is recuperating in his stateroom on the show train. Hopes to be back in action soon. . . . Herby Pickard, press agent for Barnes-Carruthers and formerly with Royal American, visited friends on the show. . . . Dorothy Ogden Morris closed as cashier of Tom Blackwell's backyard cookhouse, and headed for Miami. . . . Mollie Strauss was rushed to Jackson Memorial Hospital, Miami, and faces surgery. . . . George Dugan is back after flying to Chicago to pick up his car.

★ ★ ★

J. W. (Patty) Conklin, Canadian midway biggie, left last week to join Mrs. Conklin at their summer home on Vancouver Island for a couple of weeks of rest. Prior to leaving his Brantford, Ont., base, Conklin again participated in a fund-raising campaign there under Rotary auspices for the underprivileged and crippled children of that area. For the past 10 years anywhere from \$15,000 to \$20,000 has been raised for the cause. Conklin reported that business at the Lindsay, Ont., Fair was better than in '58 despite extremely cold weather, and the final fair of the season, Kingston, Ont., was about 10 per cent ahead of last year. . . . Maxie Friedman, long-time concessions op, is responding to treatment in San Antonio, following a stroke. Says the M.D. isn't keeping him in bed, but wants him to take it easy for six months and then have another check-up. . . . Tasso Craig, worker on the Motordrome of Cetlin & Wilson, suffered an injured right hand when one of the Earl Purtle lions chewed the member.

Charlie Byrnes

First-time convention - goes in Chicago this winter will be Francis (Toady) and Bobby Coleman of Coleman Bros. Shows. They may be joined by their dad late in the

(Continued on page 58)

★ ★ ★

FLASHBACKS: 15 Years Ago—A jamboree on the Johnny J. Jones Exposition Shows at Atlanta netted \$1,300 for the Showmen's League of America mustering-out fund for returning veterans. . . . John M. (Cap) Sheesley, head of Sheesley Greater Shows, announced retirement plans due to ill health. Said he planned to sell the show. . . . Cavalcade of Amusements was hurt by bad weather at the New Mexico State Fair. . . . William T. Collins Shows closed its season at Truman, N. M., with seven rides, six shows and 30 concessions and moved to St. Paul winter quarters.

GEORGIA STATE FAIR

Macon, Ga., Oct. 19 to 24 Inclusive

CONCESSIONS: Can place all legitimate Merchandise Concessions. No exclusives at fairs. All fairs until the closing date, Saturday, Nov. 21, in Jacksonville, Fla., at fair in Gator Bowl. WINTER QUARTERS again at Petersburg, Va. Anything worthwhile will be considered for 1960 season.

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Reithoffers Ready 16-Day NYC Stand

Harlem Armory as Fair Site; Strong
Close Aids Units at Bloomsburg Fair

NEW YORK — An added date planned since last winter will bring the Reithoffer Shows' season to a close November 1 instead of at the Bloomsburg (Pa.) Fair. Sixteen days in a Harlem armory may produce a bonanza, according to indications.

The outdoor fair season drew to a close at Bloomsburg on Saturday (3). The show put together more than 40 rides, including a 16-ride kiddieland. Augmented by a spacious array of back-end units it wound up as the most profitable week the Reithoffers have known.

Two midways were fielded, with the back one, formerly not too productive, winning a healthy gross

due to reversing the direction of ticket boxes and creating several new streets, Pat Reithoffer explained. Further changes for 1960 should increase the fair's potential earnings even further.

A new girl front, the Magic Wand, was built expressly for the date. It is a 70-footer with illuminated female cutout standing 32-feet high. Other shows included Hy Stein's Mechanical Show, Congo Dark Ride, Vonderheid's Gorilla Show and Wild Life, Unborn, Brownell's Pygmy Horses, Bagdad, Rock 'n' Roll, Motordrome, Seaquarium, Hitler Car, three Fun-houses, and others. Nine fluorescent-lined light towers were employed.

Storm rains blew the kids' day business on Tuesday (29) but the record attendance over the weekend was more than rewarding.

Set in Latin District

The armory date is being promoted as an indoor fair. Agent Marty Cohen laid the groundwork last winter. Admission price will be the purchase of either 75 or 25 cents' worth of ride tickets, altho for the first two or three days customers will be turned into the building at no charge. Location is 94th Street and Park Avenue, a Latin neighborhood.

A free zoo is being trucked in and set up in the basement. Animals are from Henry Vonderheim's Red Rock Game Farm in Sweet Valley, Pa., which was established several seasons ago when he and his mother took their Von Bros. Circus off the road. He is providing elephants, camel, llama, alpaca, guanaco, water buffalo, American buffalo, 50-odd cages of small animals and birds and as much lead stock as is possible.

A goodly assortment of rides will fill the drill hall's main floor. Reithoffer is also assembling a band, free acts, Side Show and other attractions. Franciscan Fathers will benefit from the date. At least 10 rides are earmarked for the hall, namely the Merry-Go-Round, Octopus, Scrambler, Ferris Wheel, Helicopter, Paratrooper, Whip and kiddie units. There will be some 600 feet of concession space laid out.

Oct. 14 Is First Meeting Of N. Y. Club

NEW YORK — First regular meeting of the National Showmen's Association season will be this Wednesday (14), to be followed by a governors' meeting. The club was deprived of its first vice-president and most likely presidential candidate when Joe Prell died Sunday (4) in Goldsboro, N. C.

The 1960 ticket will be submitted by the nominating committee at the first meeting in December, and combined election - installation will be the last meeting in December.

Banquet week activities are as follows: November 23, Park Sheraton Hotel, testimonial dinner for George Hamid Sr., tickets \$8.50 apiece; November 24, clubrooms at 123 West 56th Street, memorial services at 8 p.m. followed by open house, no charge; November 25, Hotel Commodore, annual banquet, tickets \$11 apiece or \$110 for table of 10.

DANVILLE & SHELBY BIG FOR STRATES

Charlotte Folks
At Shelby Fair
Provide Surge

DANVILLE, Va. — First two days were ahead of 1958 for the James E. Strates Shows here, pulling in after a successful week in Shelby, N. C.

Hurricane - induced rains in Shelby were the only low spot in business during recent weeks. Rainfall caused a blank on Tuesday (29) but it cleared the following day and crowds responded generously.

An encouraging sidelight to Shelby business was a strong weekend influx of patrons from Charlotte. This was the first year since Dr. J. S. Dorton's decision to retire the Charlotte fair last fall. Friday and Saturday crowds exceeded anything the fair had known.

Show was larger than its normal size here, with the addition of several folks tagging along for the coming North Carolina State Fair in Raleigh. Twelve light towers are in use, including the five built especially for Allentown (Pa.) Fair, and seven of the eight older ones.

A gross for Allentown beating the previous record was claimed by the Strates office, the total being in the neighborhood of six figures. Greenville, S. C., played coincidentally with Allentown, was very satisfying.

Heth Up 17% At Tuscaloosa

LAUREL, Miss.—Heth shows moved here last week after a winning run at the West Alabama Fair, Tuscaloosa. Al Kunz, owner-manager, reported rides and shows were up a whopping 17 per cent over last year.

The fun zone had 28 rides, 10 shows and 60 concessions with the Mad Mouse topping the line-up. Club Havana led the back end with Magic Mirrors in second spot.

Visitors included George Bartley, Paul Olson and George B. Flint. Also Bill Deneke and Jimmy Morris, Greater Gulf State Fair, Mobile, and A. L. Royal, Mississippi-Alabama State Fair, Meridian, Miss.

WANTED

For Coffee Co. Fair, Elba, Ala., Oct. 19-24, with two more Fairs to follow.
 CONCESSIONS: Bingo, Hanky Panks of all kinds, Glass, Bird and Bear Pitches, Photos, Long Range Gallery, Age and Scales, Novelties, Names-On-Hats and Penny Arcade.
 SHOWS: Can place Shows of all kinds.
 RIDES: Will book Scrambler, Paratrooper, Dark Ride or any major ride not conflicting.
 Want Ride Help on all rides.
 All winter's work in Shopping Centers.
 Replies to HERBERT WILSON
 c/o Western Union La Grange, Ga.

THOMAS JOYLAND SHOWS

Want Concessions of all kinds.
 Ride Help, useful people in all departments. Want Hanky Pank Agents. Address

L. I. THOMAS, Mgr.
 Chase City, Va., this week.

10 SWEEP LIVE PONY RIDE FOR SALE

Complete with 11 Ponies. All steel ride, complete with new top. Modern in every respect. One of the nicest Pony Rides on the road. With semi and Chevrolet tractor. Price, \$5,000.00. Can be seen at Fairgrounds, Seguin, Tex. Can be booked on Don Franklin Shows for 1960 season.

R. D. YOCHUM
 Phone: FR 9-4482 Seguin, Texas

SIDE SHOW ACTS

Can place Fire Eater, good Tattoo Artist, good Talker (Mush, answer) and any other Side Show Help for Pasadena, Tex., Fair; Austin Shrine Circus and then the big one—Houston Shrine Circus, 16 days and nights, inside the Coliseum in the Menagerie. Showing to over 100,000 people.

KITTY KELLY
 c/o Bob Hammond Shows, Pasadena, Tex., this week; then per route.
 FOR SALE—40x80 Ft. Top, khaki, fire resistant, two ends and one middle, good condition, \$200.00 cash. Come get it. Also 20x30 Ft. Tent, good, \$75.00.

REWARD

for information as to the whereabouts of
VICKI DAVIDSON, PARELLO

Call
 Paul Evans
 TE 6-4321 or WE 6-4721
 Tulsa, Okla.

FOR SALE

ELI SCRAMBLER

Like new. With or without transportation. Can be seen in operation at Minden, La., Oct. 14-17; Sulphur, La., Oct. 20-24. No calls.

JAY STANLEY

JOE J. FONTANA

Want Cookhouse Help for new Bowling Alley, Restaurant and Private Dining Room. Permanent location, Tarpon Springs, Florida.

Want Short Order Cook, Counterman, Waitresses, Dishwasher. No phone calls.

Address:

JOE J. FONTANA
 Fontana's Coffee Shoppe
 207 South Pinellas Ave.
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L. & L. SHOWS

Belmont, Miss., Oct. 12-17.

CONCESSIONS: Want Hanky Panks of any kind. Want Agents for Pin Store, Raffle and Skillo. SHOWS: Any Grind Show. Want Ride Help in all departments. Contact

C. R. LEONARD as per route.

WANT

Capable, sober Spitfire or Paratrooper Foreman who drives semi. Out all winter.

M. H. BARACKMAN
 c/o Gooding Amusement Co.
 Columbus, Ga.

GOLD MEDAL SHOWS

Want Want Want

PIKE COUNTY FAIR, TROY, ALA., OCT. 19-24

Followed by Bay Co. Fair, Panama City, Fla., Oct. 19-24; then Jackson Co. Agrl. Expo., Marianna, Fla., Nov. 2-7; and two more big ones to follow.

RIDES: Will book Dark Ride, Helicopter, Scrambler, Paratrooper, Scooter and Round-Up for balance of season.

SHOWS: Side Show, with or without your own equipment or any other Grind Shows.

CONCESSIONS: Will book all legitimate Concessions. There is no "X" at fairs. Also want Eats and Drinks. Answer to

JOHNNY DENTON, Oneonta, Alabama, Fair, this week.

WANTED FOR

SOUTHERN STATES SHOWS

Ride Help in all departments, truck drivers with proper license given preference, also want Striker, Bingo, Ball Games and others for balance of season which lasts until Nov. 14.

Arlington, Ga., this week; Hahira, Ga., and the Perry, Fla., Elk's Fall Festival, closing at Levy County Fair, Williston, Fla.

Write or call as per route

KIDDIE RIDES

SET OF 2 OR 3 WANTED

For Greater Gulf State Fair, Mobile, Ala., Oct. 19-24. Phone in office. Call information for phone number.

AL KUNZ, Heth Shows, Meridian, Miss., this week.

ATLANTA MIDWAY GETS \$72,511 ON RECORD DAY

ATLANTA—High per capita spending, an average of 82 cents each by the record 87,230 persons who went thru the turnstiles Saturday (3) gave the Southeastern Fair here a midway ride and gross of \$72,511, an all-time single day high for the fair. The gross was provided thru the combined receipts of the Gooding Amusement Company's No. 1 unit, managed by Hal Eifort, and by the permanent rides and show on the grounds. Gooding units amassed \$47,904, the biggest Gooding one-day gross anywhere in all of the years of the Gooding operation. The permanently installed rides and shows grossed \$24,607.

The Mad Mouse was the top Gooding grosser on the midway on the record day, with the Star and Garter Revue, Gooding's featured show, second. The revue, managed by Joy Purvis with Peter Gary working the front, grossed \$6,368, with tickets selling at one dollar.

Pomona Fun Zone Tops '58 by 10%

POMONA, Calif.—Business on the Funville Midway at the Los Angeles County Fair here thru Sunday (27), was approximately 10 per cent over the same period last year, Louis Cecchini, Funville's president, said. Also up 10 per cent were the concession operation of Cecchini & Levaggi, the partnership firm of Cecchini and John Levaggi.

Attendance at the fair for the period was lagging behind 20,000 or approximately 3 per cent. The Dodgers' nip-and-tuck run for the pennant, cool weather, and the steel strike were blamed for the loss in attendance.

Cecchini said that business spurted ahead 20 per cent on Saturday (26) when that day's attendance soared to more than 134,000. The second Sunday's attendance was more than 113,000, boosting concession business up 15 per cent. Monday thru Friday business was

slightly under but overcome by the weekend trade.

Funville is operating the permanent rides installed by Harry A. Illions and operated by him for the past seven years. In addition to these devices, Funville, which took over the fun zone operation early this year, booked portable rides of Olivia Waldron's Fair Time Shows, Inc., using the majors on the main midway and kiddie rides in two moppet areas. Orville N. Crafts had five rides here—the Mad Mouse, Paratrooper, Scrambler, Round-up and Helicopter.

Top ride money-makers for the period were the Magic Carpet, Mad Mouse and Skooter, the latter owned and operated by Rudy Illions.

Cool nights affected the fun area. Al Cecchini, Funville vice-president, said that only a small percentage of the morning and afternoon crowds visited the area. Night crowds were reduced by the cool weather as the nights have been from 8 to 12 degrees cooler than a year ago. Californians do not venture out after dark unless the temperature is in the 80s.

Mrs. Waldron, president of Fair Time, said that her grosses were ahead of 1958 when she had the same number of rides.

Olson Makes Up Lost Ground At Birmingham

BIRMINGHAM — The Olson Shows experienced the best weather in years for them at Tupelo, Miss., and Chattanooga, Tenn., their previous two fair dates, and rang up record grosses at both.

The weather, however, took a turn when the show moved into the six-day Alabama State Fair here. Rain fell and skies menaced intermittently thru the first four days. But at end of the first four days the ride and show gross was only slightly behind last year.

A big kids' day Wednesday (7) despite some rain, enabled the show to pile up a bigger take than on the corresponding day last year, and this served to offset in part the loss to rain on other days.

The two big days here are the fair's last two, and Friday (9) the first of these opened to excellent weather and more of the same was forecast for closing day. As a result, show officials went into stretch confident that the show would finish with a gross about equal to that of last year.

During the first four days, the show-owned Mad Mouse and the Velare Bros.' Space Wheels ran neck and neck for top money among the rides. The revue headed by Betty (Blue Eyes) Howard was the No. 1 money-getter among the shows, with Jack Faircloth's Motordrome second.

Visitors here included Je Engel, Mr. and Mrs. Ted Atwood, and Judge Wiley Graham of Chattanooga and Bill Carsky of Chicago.

La. Fair Big For Ruback

DE RIDDER, La.—Alamo Exposition Shows racked up a winning ride and show gross at the fair here after a long jump from Texas. According to Jack Ruback, owner-manager, rides and shows were 17 per cent ahead of last year with concessions holding to '58 levels.

Tops among the kid rides was the Turn Pike. The Skooter led the major rides with the Scrambler and Rock-o-Plane following in that order. Sam Conners Jr. added a second ring to his live ponies, this one featuring ponies and carts.

E. D. McCrary was scheduled to join with his Mad Mouse; William Butel, Dark Ride; M. Rich, Roller Coaster and Looper, and Tubby Hale with a Funhouse.

Much visiting was done when Byers Bros. Shows played nearby. Larry Nolan, Alamo's general agent, announced signing the De Ridder event for 1960. Alamo season ends October 31 and show will move to its San Antonio winter base.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

CAPITAL CITY SHOWS

Want for Coastal Plains Fair, Tifton, Ga.

Followed by Eastman, Ga., and South Georgia Fair, Valdosta, Ga.

CONCESSIONS

Short Range, Glass, Bird and Bear Pitches, Ice-Cream-on-a-Stick, legitimate Merchandise Concessions of all kinds. Can use two more Eating Stands for Valdosta.

SHOWS

Big Snake, Midget, Monkey Speedway or Monkey Show or any family-type show, two revue-type Girl Shows; must be wagon-type fronts.

RIDES

Paratrooper, Caterpillar, Fly-o-Plane, Dark Ride, Glass House, Round-Up, Rock-o-Plane, Twister, Flying Coaster or any non-conflicting major Ride. No Kid Rides needed.

HELP

Can use good Ride Men who drive semis.

All replies J. L. KEEF, c/o Western Union

Phone show office, Fairgrounds, Moultrie, Georgia

PALMETTO EXPO. SHOWS

5—MORE FAIRS—5

CAN PLACE GOOD FREE ACT—STARTING LORIS, S. C., FAIR

Want Hanky Panks of all kinds, also Alibi, etc.; Bingo, Eats, Custard, Photos, High Striker, Auction or what have you?

SHOWS: Can place any good show with own outfit.

Anderson, S. C., Colored Fair, Oct. 19-24; Loris, S. C., Fair, Oct. 26-31; Marion, S. C., Fair, Nov. 2-7; Bennettsville, S. C., Fair, Nov. 9-14; Georgetown, S. C., American Legion Fair, Nov. 16-21

All replies to MILTON McNEACE, Pageland, S. C., Fairgrounds this week, then as per route. P.S.: Can place any and all Concessions and Shows on Unit #2 for Chester, S. C., Colored Fair, Oct. 19-24, then all join #1 Unit for balance of season.

FOR SALE

Allan Herschell 10-Car Auto Ride; Mangels 8-Car Roto Whip. Both rides mounted on 1 semi and are in good condition.

Tilt-a-Whirl, new style catwalk and car top. In good condition. Available with transportation.

Can be seen in operation at Egleddale Shopping Center, Indianapolis, Ind., through Oct. 18. Cash sales only.

ERNIE ALLEN

Permanent address

1818 Spang Ave. Terre Haute, Ind.

SUMTER, S. C., COLORED FAIR

ALL NEXT WEEK, OCT. 19TH.

Can place Minstrel Show, Monkey and Arcade. All Concessions open. Food, Drinks, Pitches, Hankies, Photos. Want Foreman for Merry-Go-Round and Show Painter. Year-round work. Second Man for Skooter.

Have Ferris Wheel for sale, Eli No. 5. Come see it in operation. Will purchase Kiddie Rides.

All Answers: ENDY SHOWS Manning, S. C., this week. Eddie Long, contact Arthur Christian here. Important.

WANTED FOR CORTLAND, ALA. AMERICAN LEGION FAIR

Oct. 12-17

Want Hanky Panks, Popcorn Trailer, Cotton Candy, Candy Apples, small Grab Joint, Percentage Dealers, No Flats, No Alibis. No Gypsies. This show plays uptown and not in no cotton fields or corn fields. Heading South to play shopping Centers. Town Creek, Ala., Oct. 19-24. Want Ride Help in all departments. Contact Police Department, Cortland, Ala.

ACME SHOWS

WANTED TO JOIN AT ONCE

On account of disappointment, want clean, sober Annex Attraction, good wardrobe. John Monroe, La., this week; Tallulah, La., next and a long circuit of Southern Fairs. Wire

JOHN T. HUTCHENS Fairgrounds, Monroe, La.

WANTED BINGO CALLER AND TWO COUNTERMEN

Six more fairs. All winter in Florida. Come in to Manning, S. C. Wire MORT MESSIAS. Mac McMinn wants Grab Joint Help, P. C. and Hanky Pank Agents for Manning and all winter's work in Florida. Wire a/e Dave Endy Shows

SMILEY'S AMUSEMENTS

Rock Hill, S. C., 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.

Can use family type Shows. Can use Colored Girl Show and Minstrel Show.

RIDES: Can use Scrambler, Paratrooper or any other Major Ride not conflicting.

CAN USE GENERAL RIDE HELP WHO DRIVE

All replies and wires to Stokes Co. Fair, King, N. C., Oct. 12-17

PAGE COMBINED SHOWS

Want for Brunswick, Ga., Fair, Oct. 19-24

Legitimate Concessions of all kinds. Especially want Long and Short Range Galleries, Pitches, Novelties, Name-On-Hats. Want Agents for large office Bear Pitch and Nail Joint.

SHOWS: Wild Life, Side Show, Motor or Monkey Drome, Fun and Glass House, Big Coaster.

RIDES: Roundup, Dark Ride and Paratrooper. Want Mouse for Thomasville and Waycross. Want experienced Ride Help on all rides. No cars, please. All winter's work for sober, reliable help. All replies to BILL PAGE, Americus, Ga., Fairgrounds. P.S.: Now booking for our winter fairs in Florida.

GEORGE CLYDE SMITH SHOWS

LITTLETON, N. C., FAIR NEXT WEEK

Want Ball Games, Fish and Duck Ponds, Age & Scales, Grab, Custard, Penny Pitch, Hoopla, Six Cats and Buckets. Want Girl Show, Monkey Show and Wildlife. Want Agents for office Hanky Panks, Truck and Tractor Drivers and general Ride Help. All replies:

GEORGE CLYDE SMITH SHOWS

Edenton, N. C., this week; Littleton, N. C., next week.

CONEY ISLAND SHOWS

Last call for one of the largest Street Celebrations in Louisiana; Louisiana Dairy Festival at Abbeville, Oct. 20-25. Want Hanky Panks of all kinds. Especially want Ball Games, Diggers, Name-On-Hats. Will sell ex on Novelties. Want Popcorn, Candy Apples, Foot-Long, Set Joints, Fishpond, Pitches including Glass or any Gaming Concessions working for stock. Want Foremen for Tilt-a-Whirl, Rolloplanes, and Second Men on all rides. Must drive. Want Ride Superintendent and Mechanic. (Jim Gordon, I didn't hear from you.) Gene Bain, contact. Want Man and Wife to operate Cookhouse. Want Funhouse Operator, Snake Show Operator, Acts for Side Show. Will book shows with own equipment. Want Agents and Legal Adjuster with or without Concessions. All replies by wire to JOHN R. WARD or CARL ANSTED, St. Martinsville, La., this week.

ALL AMERICAN SHOWS

Want Concessions of all kinds, White & Jig Shows, also Show Cookhouse.

Lee Hos wants Peek and Count Store Agents, also Alibi Agents. Rocky Mount, Va., Legion Fairgrounds, this week.

GEORGIA AMUSEMENT CO.
 Want for the LINCOLN COUNTY FAIR, Lincolnton, Ga., all next week, Oct. 19 thru 24.
 Will sell "Ex" on Bingo, Scales and Age, Long Range and Custard. All Hanky Panks open. Will book moral and refined shows. Can always use sober and reliable Ride Help who drive and do not have car. Phone or wire all replies.
H. H. SCOTT
 Fairgrounds Springfield, Ga.

JOE STEVENS
Wants Capable Agents
For Shreveport, La., State Fair
 Bee Hive, Balloon Dart, One Ball and Duck Pond. Mack McHenry, contact for "X" on Duck Pond. Let us know by wire. Will be in Shreveport Oct. 19.
JOE STEVENS
 c/o Schafer's Shows, Nacogdoches, Texas, this week; then Shreveport.

TONY THORNTON'S
 Three-Day Midwestern Sale! Mon., Oct. 19, selling Reg. and Grade Quarter Horses, Appaloosas; Tues., Oct. 20, selling Reg. and Grade Saddle Ponies; Wed., Oct. 21, selling Wild and Freak Animals, Show Equipment, etc. All sales at Fairgrounds, Springfield, Mo. Consign your stock or write for details to:
TONY THORNTON
 Rt. 5, Springfield, Mo.

FOR SALE
 #5 Ell Wheel; 32-ft. Merry-Go-Round, aluminum horses, one year old. Also 2 Kid Rides. These rides are perfect with best transportation. Cash only.
 Write BOX 1012
 c/o Billboard Pub. Co.
 390 Arcade Bldg. St. Louis 1, Mo.

FOR SALE

1956 Allan Herschell Merry-Go-Round	\$10,000.00
1949 #5 Ell Wheel	6,500.00
1957 Eyerly Roll-o-Plane	5,500.00
1951 Eyerly Whale Kid Ride	1,500.00
1951 Eyerly Midget Auto Racer	1,500.00
1957 King Crazy House	4,000.00

These rides priced with transportation. Can be bought with if wanted.
TERMS ARRANGED FOR RESPONSIBLE PARTIES
 Several trucks and trailers worth the money.
 Also have 1,000 feet of #2, 3-conductor cable at 75¢ per foot for the lot. \$1.00 per foot in smaller quantities. 75 KW transformer.
 Several Concessions including a 14 x 36 Bingo with good top. These can be bought at a bargain.
 Rides can be seen in operation at the Northwest Plaza Shopping Center, Muncie, Indiana, until Oct. 31. You can call me between 7:00 & 9:00 A.M. only, Muncie, Indiana, at 8-3871 or write. No telegrams.
C. S. PECK
 I am quitting business. I will be at the convention in Chicago.

FLINT RIVER FAIR, BAINBRIDGE, GA., OCT. 19-24;
BROOKS COUNTY FAIR, WHITMAN, GA., OCT. 26-31
 Will place Merchandise Prize-Every-Time Concessions
RIDES: Will place any new rides that we do not have. NOTE! Wm. Dean Hunt, please wire where we can reach you by phone at once. Winter Quarters: Augusta, Ga.
 Now booking and contracting for the 1960 season.
 All address this week:
JAMES H. DREW WORLD'S FAIR SHOWS
 Swainsboro, Ga. Phone in office

F LAKE CITY, FLA., Oct. 13 to 17
A LIVE OAK, FLA., Oct. 19 to 24
I WANT WANT WANT WANT WANT
R CONCESSIONS
S TWO MAJOR RIDES
HOLLY BROS. SHOWS, LAKE CITY, FLA., NOW

WANT
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.
RIDES: Round-Up, Scrambler, Paratrooper or any other nonconflicting Ride that is outstanding.
SHOWS: Any family type Grind Show with own equipment.
 Address all replies to
JOHN H. MARKS, MARKS SHOWS
 Laurens County Fair, Laurens, S. C., this week

RECORD RUN
Memphis Fun Zone Ops Score Red One

MEMPHIS — There was unbounded joy on the midway at the Mid-South Fair here Saturday night (3) as the nine-day event drew to a close, leaving in its wake a spate of all-time records.
 Never before had midway operators here had it so good. Showmen, ride ops, games and food concessions experienced business which was either at record or near-record levels.
 And, just before teardown, the ops, usually wary about heaping praise upon a fair manager lest it be construed as open apple-polishing, were loud in their praise of G. W. (Bill) Wynne, the fair's No. 1 operating head.
 To be sure, they conceded, the weather had been ideal. But, they added, it took more than weather to draw a record 515,967—the first crowd of more than 500,000 ever to attend the fair here. And, this they pointed out, was in a large measure Wynne's doings.
 He and his staff, the showmen maintained, had used every available bit of space to offer something to the fairgoers. He had successfully advocated a shortened

rodeo run in the Coliseum, and this had paid off. He, too, had pushed to get Roy Rogers and Dale Evans in for the three-day finale. And this had yielded handsome dividends.
 On one day, Friday (2), when Roy Rogers was in for what proved to be three turnaway crowds in the Coliseum, the fair's attendance soared to over 100,000—to 101,033, to be exact, or about 20,000 persons more than on any previous day in the fair's history.
 And the people working on the midway translated this into money—into their own earnings.
 Cliff Wilson, operator of the rides and shows, was one of those most delighted and in a way he was amazed.
 "Why, on that one day I grossed 61 per cent of what I did during the entire run of the fair of only a few years ago," Cliff said.
 For the full run this year, Wilson's gross was 51 per cent over last year—a good year.
 Chuck Moss, operator of the midway games, beamed. "When I first came in here under Wynne, it was touch and go to make a profit. But look at all of the improvements that have been made—the paving and the curbing on the midway, the lights and all the rest. And look at all those people out there playing the games."
 Games concession receipts were up 38 per cent over last year—a remarkable increase considering what has been happening generally to games concession receipts.
 Wilson and Moss didn't say so, but they too have made their contributions to the fair's growth. Wilson's line-up of rides and shows had never been stronger. And the line-up of concessionaires under Moss was never more attractive.
 Included among rides under the Wilson banner was a new style Loop-o-Plane, designed for portability, which was operated by Hadji Delgarian of Chicago, who also had three other rides—a Scrambler, Tilt-a-Whirl and Rock-o-Plane in operation here.
Velares, Too
 Among other major rides were the Velare brothers' Rotor operated by Jimmie Deal, and the Velare Rotor, managed by Robert Roland.
 Other rides were a Hurricane, Bubble Bounce and Turnpike, owned and operated by Duane R. Steck; a Spinaroo, Coaster and Ferris Wheel, owned and operated by Jack Lindle; a Jerry Reid owned-and-operated Paratrooper, R. D. Reid's Octopus, and four units owned by Virgil L. Dickey. These were a Round-Up, Helicopter, Dark Ride and Funhouse. A Twister, owned and operated by John Robertson; a Wild Mouse and a Looper, owned by Garven and Isenberg and operated by T. Madison, also were in the line-up.
 The Dancing Waters unit, owned and managed by Alfred G. Osborn, was one of the top money-getters among the shows. Osborn put out much special paper and brought in his own press agent. Other shows were the revue and the girl illusion show, presented by Ronnie and Rozanne Mason; Glen Porter's monkey race track, Emmet Begano's Strange Couple; three units, a Glass House, wild horses and monster pythons owned by Lee Smith, and two units, Little Man and alligators owned by Winton and Bennett and operated by Pete Moore and the Shoemakers, respectively.
 Al C. Beck was office secretary-treasurer here for Wilson, who operates under the title of Cliff Wilson's Associated Exposition.
Herb Dotten

Ontario SLA Sets Oct. 25 Election

TORONTO — The Showmen's League of America — Ontario branch— will hold its first election of officers here October 25, J. W. (Patty) Conklin announced last week.
 The club to date has 188 members and has a total of 215 applications. Through the efforts of various shows a total of \$5,000 has been raised for the welfare and hospital fund.

Book Review
 • Continued from page 49

a railroad tented show. And it reports the "deaths" of Lucio Cristiani and May Wirth. Of course, both riders are quite lively.
 As for the rest, contrary to what this book says:
 Invention of the calliope was patented. Hemispheres bandwagon was bought by Bailey, not Barnum, who was dead by that time. John Robinson Circus didn't tour in 1931. Coup was not Barnum's manager prior to their circus deal and Castello helped recruit Barnum, not vice versa. Dan Rice didn't die in 1879, but some 21 years later. Barnum didn't bring the first giraffe to this country. The Carl Hagenbeck Show did not troupe as such in 1907.
 Annie Oakley wasn't with the Forepaugh show before joining Buffalo Bill, so far as we know. Certainly she was not killed in a 1901 wreck of the Cody train. Sells Bros. was not known best as a west-of-the-Rockies show. It's doubtful that Bill Curtis did anything on his seat wagons as early as 1898 and Wallace Beery wasn't the bullman who first trained elephants to tail-up. Tom Inabinette is a CFA member but hardly a leading trainer of wild animals. Twenty-four-hour men don't normally contract for the lots. There has been no African dip or Bingo on the Ringling show.
 Generally, the bulk of this book is stock material. Of the parts that are correct, little is new.
 —Tom Parkinson

Davenport Show
 • Continued from page 49

Keller's animals; Aero-Stylites; the Martinivics, comedy acrobatics, and Ascotts, bounding rope; clowns, including Bill Alcott; the Fredies, teeterboard, and Franklin and Astrid, balancing; Gracien, trapeze; clowns, including Jimmy Davison; Johnny Welde's Bears and Bob Nelson's Pigs; clowns, including John Toy; K. Caprice, juggling, Miss Diana and Constanza, wire acts; clowns, with Larry Anderson; Victor Julian's dogs.
 After intermission will be Mochele and Michael, aerial; Fossett's Risely act, Haslev's casting act and Marvell's acrobatics; Staneks, teeterboard; clowns, with Slim Collins; the Dorchesters, riding act; Ed Widaman's Elephants, with Grace MacIntosh; clowns; and the Flying Del-Rays.
 Staff will include Orrin Davenport producer; Harry Thomas, equestrian director; Merle Evans, band director; Charles Marine, props; Clarence Marine, transportation, and Mlle. Dolores, costumes.

FOR SALE
SALT WATER TAFFY CONCESSION
 Dissolving Partnership. Original cost, \$7,000.00; sacrifice, \$3,500.00. Consisting of 1956 model Candy Kias Wrapper, Candy Puller, Kettle, Stove, Cooling Slab, Scales, etc. Ready to go. Mounted in Glass enclosed, air conditioned, long wheel base 1953 Chev. Truck, trailer hitch. Good tires, truck and all equipment in A-1 shape. Anyone can make Taffy formula by weight and Temperature. Contact: ED FELSKE, c/o Byer's Bros. Shows, Many, La. (Fair), this week; Farmersville, La. (Fair), next.

Pomona Party Nets \$800 for Reg. Troupers

LOS ANGELES — More than \$800 was earned by the Regular Associated Troupers at the show-within-a-show at Los Angeles County Fair in Pomona. Ruth Davis was chairman of the event with C. H. Allton and Annabelle Patchett co-chairmen.

A special tent, donated by United States Tent & Awning, was used for the event and was installed thru the co-operation of Olivia Waldron, who had Fair Time Shows, Inc., on the midway, and Louis Cecchini, president of Funville, Inc., which operated the midway. Tables and chairs were contributed by Cameron Enterprises and food by Warren and Flora McMenus. Charles Walsh Sr. supplied a hi-fi set for music and news of the Dodgers. Fred Smith assisted in the arrangements.

Emily Bailey was in charge of the turkey and ham dinners and donated four cakes. Others donating included Julia Castle Hislop, Ruth Davis and Tillie Palmateer.
 Dinner tickets and others were sold by Ed and Elsie Kennedy, Mae Collins, Mrs. Patchett, Myrtle Hutt, Sunshine Jackson and Helen Smith. Ruth Wolf Wood was in charge of the refreshment bar. Assisting in serving were Emily Bailey, Eve Scott, Eva Thompson, Andrew and Julia Hislop, Rose DeHaven, Mora Bagby, Nell Robideaux, Sunshine Jackson, with Ralph Sears in charge of transporting needed utensils from the club-rooms. Larry Nathan arranged for beverage donations.

Among those attending were Ted LeFors, Elmer and Estelle, Hanscom, Ed and Peg Butler, Sally Marston, Dod and Rose Dodson, Josephine Walsh, Rose Rozard, Raymond and Bernice Allton and daughter, Norman Schue, Larry and Frances Ferris, Pat Treanor, Warren and Flora McMenus and Harold Hunting.
 A. Kay Skeete, Hy Korenblatt and Philip Downey were voted into the membership. Life membership cards were given John P. Norman and Rose DeHaven.

CORRECTION
 date of
STARKE, FLORIDA, FAIR
 should have read
 Oct. 19-24.
CONCESSIONS, ADDRESS OR CALL
TOM L. BAKER, MILLER AMUSEMENTS
 Starke, Florida, after Oct. 14.

FOR SALE
PARATROOPER
 Ride can be seen in operation. Excellent shape. Replies to
 BOX D-114
 c/o The Billboard, 2160 Patterson Cincinnati 22, Ohio

EXOTIC DANCERS & M.C. WANTED
 Entire Winter Season
HERB MILLER
 5 o'Clock Club, 8836 Atlantic Blvd. Jacksonville, 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.**

FOREMEN
 Wanted for Ferris Wheel and Merry-Go-Round. All winter's work in the city of Odessa, Tex. No long moves. Must be sober and reliable.
 Contact **MANAGER**
 Great Western Amusements
 (Phone: FEderal 7-5819)
 P. O. Box 2601 Odessa, Tex.

CARNIVAL ROUTES

A-1 Amusements: *John Carpenter; (Fair) Wardell, Mo., 13-18.
Alamo Expo.: *Mrs. H. T. Reynolds; (Fair) Minden, La.; Sulphur 19-25.
American Beauty: Lepanto, Ark.
American Funland: *Patty McCarthy; Tahoka, Tex.
Amusements of America: *Pop Akers; (Fair) Sumter, S. C.; (Fair) Lancaster 19-24.
Bee's Old Reliable: *E. S. Van Hooser; (Fair) Cochran, Ga.; Ashburn 19-24.
Big State: *Joseph Sima; Raymondville, Tex., 14-25.
Blue Grass: *J. V. Richards; (Fair) West Monroe, La.; (Fair) Tallulah 19-23.
Borderland: Pecos, Tex., 12-18.
Buck, O. C.: *Roy F. Peugh; (Fair) Washington, N. C.; (Fair) South Boston, Va., 19-24.
Burkhart: *Harvey Wilkins; (Fair) Oak Grove, La.; (Fair) Jonesville 19-24.
Byers Bros.: *James L. Reed; (Fair) Many, La.; (Fair) Farmerville 19-24.
Capell Bros.: *H. E. Michaelson; Tombstone, Ariz., 12-18; (Fair) Casa Grande 20-26.
Capital City: *C. C. Miller; (Fair) Moultrie, Ga.; (Fair) Tifton 19-24.
Coney Island: *Bob Maser; St. Martinsville, La.; Abbeville 20-25.
Crafts 20 Big: *Frances Ferris; (Fair) Fresno, Calif., 12-18.
Crystal United: *Mrs. Earl Miller; (Fair) Kingstree, S. C.
Cumberland Valley: *Mrs. Lavoy Winton; (Fair) Fort Payne, Ala. (Season ends.)
Drew, James H.: *Mrs. Eula Drew; (Fair) Swainsboro, Ga.; (Fair) Bainbridge 19-24.
Dyers Greater: *Wm. R. Dyer; Marianna, Ark.; Tunica, Miss., 19-24.
Eastern Am. Co.: *Robert Tuttle; Topsham, Me.
Endy, David B.: *William P. Munroe; (Fair) Manning, S. C.; (Fair) Sumter 19-24.

Geitsch, J. A.: *George Butler; (Fair) Ferriday, La.
Georgia Am. Co.: *Horace Williams; (Fair) Springfield, Ga.; (Fair) Lincolnton 19-24.
Gold Medal: *C. C. Leasure; (Fair) Oneonta, Ala.; (Fair) Troy 19-24.
Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Lancaster, O.
Manning, Ross: *Nelson Wilkins; (Fair) Florence, S. C.
Marks: *Arnold Maley; (Fair) Laurens, S. C.; (Fair) Union 19-24.

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**

Gooding's Million-Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Columbus, Ga.
Greater Kastl: *Nobie Hammock; Monahans, Tex., 13-18.
Green Tree: *John M. Huls; Lexington, Ky., 12-20.
Hames, Bill: (Fair) Palestine, Tex.
Hammond, Bob: *Mrs. Keith Chapman; (Fair) Pasadena, Tex.; Austin 23-31.
Heth: *Mrs. Al Kunz; (Fair) Meridian, Miss.; (Fair) Mobile, Ala., 19-24.
Hill's Greater: Kermit, Tex.; Midland 19-24.
Hoard & Mullis: *Elbert Mullis; (Fair) Douglas, Ga.; (Fair) Glennville 19-24.
Holly Bros.: *Don Butter; (Fair) Lake City, Fla.; (Fair) Live Oak 19-24.
Hottle, Buff, No. 1: *Fannie Bailey; Crowley, La., 13-16; Jennings 19-24.
Hottle, Buff, No. 2: *William H. Brooks; (Fair) Covington, La.
Hunt Am. Co.: (Fair) Robertsdale, Ala.
Johnny's United: *Dutch Schilling; Brundige, Ala.; (Fair) Dothan 19-24.
Kile, Floyd O.: (Fair) Clinton, La. L. & L.: Belmont, Miss.
Lee Am. Co.: (Fair) Griffin, Ga.

Arena Routes

Ballet Espanol: (Keith Albee) Huntington, W. Va., 12; Louisville, Ky., 13; (Taft Aud) Cincinnati, O., 14; (Coliseum) Evansville, Ind., 15; (Memorial Coliseum) Lexington, Ky., 16; Highland Park, Ill., 19; (Ray) Green Bay, Wis., 20.
Clark, Dick, Caravan: Fort Wayne, Ind., 13; Troy, O., 14; Indianapolis, Ind., 15; St. Louis, Mo., 16; Kansas City 17; Wichita, Kan., 18.
Benton, Brook, Rock & Roll Unit: (Aud) Raleigh, N. C., 12; (Auburn Casino) Atlanta, Ga., 14; (Aud) Augusta 15; (New Park Center) Charlotte, N. C., 16; (Township Aud) Columbia, S. C., 16; (Aud) Birmingham, Ala., 18; (Aud) Chattanooga, Tenn., 19; (Textile Hall) Greenville, S. C., 20; (Aud) Asheville, N. C., 22.
New York Opera Festival: Green Bay, Wis., 12; Lincoln, Neb., 14; Pueblo, Colo., 16; Denver 17-18; Scottsbluff, Neb., 19; Chadron 20; Bismarck, N. D., 21; Minot 22; Winnipeg, Man., 23-24.

Merriam's Midway: West Point, Neb., 12-15 (Season ends.)
Midway of Mirth: *Frank Lavall; West Memphis, Ark.
Mighty Interstate: La Grange, Ga.; (Fair) Elba, Ala., 19-24.
Moore's Modern: *Jack Moore Jr.; Levelland, Tex.
Motor State, No. 1: *M. Frederick; (Fair) Charleston, Miss.; (Fair) Charleston, Mo., 19-24.
Olson: *Mrs. Ray Kramer; (Fair) Montgomery, Ala.; (Fair) Beaumont, Tex., 22-31. (Season ends.)
Orange Bros.: *Dee Price; Frederick, Okla.
Page Combined: *Blackey Jones; Americus, Ga.; (Fair) Brunswick 19-24.
Palmetto Expo.: *Milton McNeace; (Fair) Pageland, S. C.; (Fair) Anderson 19-24.
Penn Premier: *Richard Gilman; (Fair) Winston-Salem, N. C.; (Fair) Henderson 19-24.
Prell's Broadway: *Lillian Sylvester; Rock Hill, S. C.; Trenton 19-24.
Reid's Golden Star: *W. E. Reid; Millen, Ga.; Claxton 19-24.
Rohr's Modern Midway: *Mack Rose; West Helena, Ark.
Rose City Rides: *Dutch Schrader; Clarkton, Mo. (Season ends.)
Royal American: *J. A. Pearl; (Fair) Jackson, Miss.; (Fair) Shreveport, La., 24-Nov. 1.
Schafer's 20th Century: *Archie Hensley; (Fair) Nacogdoches, Tex.; (Fair) Shreveport, La., 19-24.
Siebrand Bros.: *Don Hanna; El Paso, Tex., 12-18.
Smiley's Ams.: *Joe Fasolas; (Fair) King, N. C.; (Fair) Rock Hill, S. C., 19-24.
Smith, George Clyde: *F. A. Norton; Edenton, N. C.; Littleton 19-24.
Southern States: Arlington, Ga.; (Fair) Habira 19-24.

Legitimate Shows

Dark at the Top of the Stairs: (High School) Topeka, Kan., 12; (Memorial Hall) Independence 13; (Miller) Wichita 14-15; (Music Hall) Omaha, Neb., 16-17; (Orpheum) Sioux City, Ia., 19; (Paramount) Waterloo 20; (KRNT Theater) Des Moines 21; (Pershing Aud) Lincoln, Neb., 22; (Music Hall) Kansas City, Kan., 23-24; (Orpheum) Springfield, Ill., 26; (RKO Orpheum) Davenport, Ia., 27-28.
Gay '90's Nite: (Civic Aud) Eugene, Ore., 12; (Gil Coliseum) Corvallis 13; (Paramount) Portland 14; (Orpheum) Seattle, Wash., 15-16; (Queen Elizabeth) Vancouver, B. C., 17; (Temple) Tacoma, Wash., 18; (Coliseum) Spokane 19; (Shrine Aud) Billings, Mont., 21; (Aud) Minot, N. D., 22; (Aud Theater) St. Paul, Minn., 24.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
Two for the Seesaw: (City Aud) Beaumont, Tex., 12; (Music Hall) Houston 13-15; (Del Mar) Corpus Christi 16-17; Plainview 19; (Municipal) Amarillo 20; (Warner) Oklahoma City, Okla., 21-22; (Municipal) Tulsa 23-24; (Central Senior H. S.) Springfield, Mo., 25.

Ice Shows

Holiday on Ice of 1960: (Fairgrounds Coliseum) Columbus, O., 12-20; (Memorial Field House) Huntington, W. Va., 21-24; (Civic Center) Charleston 25-28.
Ice Capades, 19th Edition: (Ice Arena) Dallas, Tex., 12-25; (Coliseum) Corpus Christi 27-Nov. 1.
Ice Capades, 20th Edition: (Gardens) Cincinnati, O., 12-18; (Arena) Philadelphia, Pa., 20-Nov. 1.
Ice Follies of 1960: St. Louis, Mo., 13-18; Chicago, Ill., 21-Nov. 8.

Billboard SWEEPSTAKES "SHOW NEWS"

LOOKING 'EM OVER

The **Billboard**

SHOW AGENT SALES LEADERS

1. MRS. RAY CRAMER, Olson Shows
2. JOE PEARL, Royal American Shows
3. FLORENCE HANSON, William T. Collins Shows
4. J. H. MacDOUGALS, Gooding Shows (No. 3)
5. LILLIAN SYLVESTER, Prell's Broadway Shows
6. PETER MOLNAR, World of Mirth Shows
7. TONY LEWIS, Cellin & Wilson Shows
8. MRS. AL KUNZ, Heth Shows
9. ARNOLD MALEY, Marks Shows
10. H. E. LANGE, Sunset Amusement Company

Southern Valley: *Mrs. Eddie Haun; Osceola, Ark.
Southland Am. Co.: *L. H. Hardin; (Fair) Blountstown, Fla.; (Fair) Blakely, Ga., 19-24.
Strates, James E., No. 1: *Wayne Kingsley; (Fair) Raleigh, N. C., 13-17; (Fair) Athens, Ga., 19-24.
Sugar State: Arnaudville, La., 16-18.
Thomas Joyland: *Samuel Generalo; Chase City, Va.
Tidwell, T. J.: Hillsboro, Tex.
Tinsley, Johnny T.: *Albert Rivers; (Fair) Thomson, Ga.
Wallace Bros.: *Clarence Walters; (Fair) Winnsboro, La.; (Fair) Jackson, Miss., 19-24.
Wolfe Ams.: *S. R. Holt (Fair) Shelby, N. C.
World of Mirth: *Peter Molnar; Anderson, S. C.

Miscellaneous

Aquacircus Revue: (Fair) Columbia, S. C., 19-24.
Matchstick City: Gatesville, Tex., 12; Temple 13; Brownwood 14; San Angelo 15-24.
O'Day, Marie, Palace Car: Pasadena, Tex., 12-17.
Sun Players: Maryville, Mo., 12-24.

Manning Gets Strong Start In Petersburg

PETERSBURG, Va. — The biggest spread of equipment in many years was fielded by Ross Manning Shows for the Southside Fair, which opened last week in excellent weather.

Manning came in from Camden, S. C., which was hit by Hurricane Gracie and, as a result, was unproductive. Several rough weeks in the past had all hands looking toward the promising one - two punch on this year's route, the Petersburg and Florence, S. C., fairs.

Manning here put together 31 rides, 18 shows and about 105 concessions. Conditions were good, tempers congenial, and a sweet-grossing week was well under way as of Thursday (8).

Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-a-Racer
Bulky the Whale

IT PAYS TO BUY

Lenz INSURANCE

RELIABLE INSURANCE CANNOT BE PURCHASED AT A BARGAIN COUNTER

CHARLES A. Lenz & ASSOCIATES

"The Showman's Insurance Men"

1492 Fourth St., North
 St. Petersburg, Fla.
 Phones: 5-3121 — 7-5914

SHOW TENTS

HARRY SOMMERVILLE
 516-518 East 18th St.
 Kansas City 6, Missouri
 Phone: Harrison 3026

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INSURANCE

For the Amusement Industry

SAM SOLOMON

"The Showfolk's Insurance Man"

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**SAVE MORE MONEY—
 MAKE MORE MONEY**

Subscribe to The Billboard TODAY

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



NATIONAL PEANUT FESTIVAL AND FAIR, DOTHAN, ALA., OCT. 19 TO 24

TV Stars such as Red Foley and Yancey Derringer in person, Beauty Contest, also Miss Alabama, Miss Georgia, Miss Florida and gigantic parades with floats and bands galore.

WANT DIRECT SALES CONCESSIONS ONLY. Can place Cookhouse, Grab, Photos, Long Range Gallery, High Striker, Hats, African Dip and Demonstrations of all kinds.

SHOWS

Can place Minstrel, Motordrome, Mechanical, Glass House, Big Snake, Wild Life, Monkey Speedway or Drome and Midgets. Place any good Grind or family type Shows.

RIDES

Helicopter, Round-Up, Flying Coaster, Roller Coaster, Wheel to twin and Live Ponies.

All replies to JOHNNY PORTEMONT Jr., Brundidge, Ala., this week. Phone in office.

PENN PREMIER SHOWS

worlds • cleanest • midway

GOLDEN BELT FAIR
Oct. 19-24, Henderson, N. C.

VANCE CO. COLORED FAIR
Oct. 26-31, Henderson, N. C.

Due to the tremendous size of our show, we are playing these double date fairs. Those playing Henderson stay on the same location two weeks. These fairs are followed by Mt. Olive Fair, New Bern, and Warsaw, N. C. These fairs are in the heart of the tobacco belt. Plenty of money here.

CONCESSIONS Can place for Henderson Fair, 2 Grind Stores and 1 Wheel. Can place Eating and Drinking Stand. Also place good Cookhouse that can cater to show people for the second show. Place Palmistry, Glass Pitches, Photos, Hats, Novelties, 6-Cats, Buckets and all other Concessions.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Winston-Salem, N. C., or phone Penn Premier Shows' office or phone JOE GILMAN, Secretary, Robert E. Lee Hotel.

TIDEWATER FAIR
Oct. 19-24, Suffolk, Va.

SEVEN COUNTY FAIR
Oct. 26-31, Dunn, N. C.

SHOWS Can place 10-In-1. Also place manager with acts for our own Side Show for balance of season. We have everything complete, ready to go. Can place Wildlife, Motordrome, Snake Show, Monkey or any shows not conflicting.

RIDES Sorry, no rides needed as we carry 38 rides now.

HELP Sorry, no help needed as we have a full crew.

Atlanta Fair at Record Pace

• Continued from page 44

The fair registered the gain of more than 30,000 despite intermittent rain Tuesday and Wednesday (6-7). The record Saturday was given ideal weather, clear skies and daytime temperature of 90 degrees.

Lee Carteron, fair manager, attributed the strong attendance on the record day to a new advertising approach, the personal appearance of Red Foley, and ideal weather. The fair used a full page, set editorial style with big streamers topping the page, on opening day in the Atlanta morning and afternoon papers — and this Carteron believes gave the fair a big build-up. A similar full page advertisement also was used on the Sunday preceding the opening.

Red Foley was in for two shows Friday and Saturday (2-3) to good crowds in front of the grandstand. Dan Fleenor's Parisian Hell Drivers were in for the first five days and sandwiched in a show Saturday between Foley appearances. Business for the Fleenor unit was rated better than average for the fair here. Jack Kochman's thrill show moved in for the last five days but was rained out Thursday night (6), its first scheduled performance.

Many new features were offered by the fair. Chief among them was the Christmas Gift House, which brought Santa Claus by helicopter to the fair. The building housing the gift house was dolled up attractively and the presentation inside offered much color and appeal.

The fair also featured two Hawaiian days in cooperation with Northwest Airlines, with these days

marked by the appearance of Honolulu's Mayor, other Hawaiian dignitaries and Hawaiian talent.

The fair's farm machinery and equipment exhibits and the industrial exhibits were the largest in years. More commercial exhibits space had been sold than ever before in the fair's history.

Memphis Fair

• Continued from page 44

from the rides, shows, games and food concessions all hit new highs. Rides and shows, supplied by Cliff Wilson, returned a 51 per cent higher yield than last year and games, operated by Chuck Moss, were up 38 per cent. Car parking — a vital source of income, was also up sharply, with many automobile turnaways.

Besides the Coliseum attractions, the fair offered its traditional Riverboat Follies, a talent show, booked in by Eldred (MCA) Stacy and headed by Homer and Jethro. This offering drew about up to last year's levels.

Boats Click

A high spot of the fair was a huge boat show, developed by Glenn Pinkston, director of the fair's exhibits. It was housed in a 366 by 62 tent and offered exhibits by 16 manufacturers. A first at the fair here, the boat show was a thumping success, with most of the exhibitors reserving space or asking additional space for next year.

The fair's record-smashing run, which points up its future potential, underscored the need for better facilities on the grounds. There has been considerable support here for the erection of a new coliseum and a stadium on the fairgrounds and the whopping attendance is certain to add to the support for such facilities.

Pomona Fair

• Continued from page 44

ney with Joey Forman, Molly Bee, the Lennon Sisters, Bob Crosby and the Bobcats with the Modernaires, and George Arnold's "Rhythm on Ice," augmented by the Lancers, recording artists. While no figures were released on the take, Phil Shepherd, fair assistant manager, said that the business had been hit by the cool nights.

Business on the midway, operated by Funville Midways, Inc., headed by Louis Cecchini, was reported up. In addition to the permanent rides and attractions, rides were booked on by Fair Times Shows, Inc., headed by Olivia Waldron, and Crafts Shows with Larry Ferris in charge of the operation.

Novelties were handled by Pat Treanor & Son, San Francisco.

Big Week

• Continued from page 45

000 had been reached in a previous year when a full midway was operating; this year's was curtailed on the concession end. Hamid said he was "extremely pleased" with the show but did not take the initiative in awarding the carnival a 1960 repeat contract, because the new fair structure leaves the decision in the hands of the advisory board. He will, however, urge the board to retain Amusements of America, he said. The show was signed for this year on his recommendation. Award will come after his next meeting with Governor Meyner at Thanksgiving time.

The FFA checked in an excess of livestock and efforts will be made to handle this influx next year. A Saturday cooking contest designed for two hours ran over six because of heavy participation.

At the grandstand Red Foley did fairly well as did Fabian.

Sunday (20) with 62,000 paid admissions was the biggest single day the fair has known, Hamid said. He said the final two days were affected by the statewide sleeping sickness scare which had produced five deaths to children in the fair's area. Other handicaps overcome during the week included the layoff of 18,000 workers in the immediate area because of the steel strike.

Walter B. Fox, former general agent, is being treated for an eye condition in Mobile, Ala., and expects to be sidelined for several weeks. He has had two operations during the past three years... Turner Scott infers from Orlando, Fla. that he will have his rides in operation there for the seventh consecutive year. They'll open on November 11 for 12 weeks. He and Mrs. Scott left recently for a Southern jaunt.



WANT FOR LANCASTER CO. FAIR, LANCASTER, S. C., OCT. 19-24; FOLLOWED BY COASTAL CAROLINA FAIR, CHARLESTON, S. C., OCT. 26-31.

Concessions of all kinds. Eating and Drinking Stands. RIDES: Roundup, Dark Ride, Twister. SHOWS: Family-type shows with own equipment. FOR SALE: 12-car streamlined Ridee-O. Good shape, can be seen in operation. Will sacrifice.

JOHN VIVONA

SUMTER, SOUTH CAROLINA, Spruce 5-2351

ATTENTION FRIENDS OF BERT AND EVELYN GASKIN

In serious Jackpot, need money for Bond and Attorney's fees. Address:

EVELYN GASKIN
P.O. Box 122,
Hot Springs, Ark.

FOR SALE

1 Popcorn Trailer 18-ft. long with Popper and Apple Kettle, \$1,250; 1 Eli Ferris Wheel, Leroi Motor, \$150; 1 Roll-o-Whirl, A-1 shape, \$750; 1 Long Range Shooting Gallery with 10 Guns, mounted on late model International straight truck, complete, ready to go, \$1,250. Come and get it. Will buy Scrambler and Merry-Go-Round Organ and set of 12 seats for Eli Wheel.

FRANK KOPCHA
1561 Hillcrest Ave. Washington, Pa.

REID'S GOLDEN STAR SHOWS

Want for Millen, Ga., and Claxton, with others to follow.

Concessions of all kinds except Popcorn. Ride Help on Merry-Go-Round, Wheel, Coaster and Tilt. Bob Randy wants Agents and Cookhouse Help. Want Man and Wife to manage Two-Headed Baby Show.

ELMER REID
Millen, Ga., this week.

DYER'S GREATER SHOWS

Marianna, Ark., now; Tunica and Oxford, Miss., follow. Want family-type Shows, Hanky Panks, Ride Men with license to drive. FOR SALE: Two-Abreast Merry-Go-Round; Eli 5 Wheel, GALA SHOWS as per route. Several Rides on this show. Buy now, take delivery after Nov. 1st. Schiff High Road Model Coaster on trailer; good Ford Truck, parked at Williams Tavern, route 6, Maywood, Mo.; 5 grand takes it. One good semi, 38-ft. Chev Tractor; 2 Kiddle Rides; 2 drive-yourself tractors parked near city park. Galena, Ill., \$2,800 takes it. Contact or come see

FOR SALE NEW VOLKSWAGENS

Built for Grab or Jewelry Joint. Save \$1,000.00. Also 2 Semis, Rack Semi Trailers special built for hauling Caterpillar Ride. \$1,190.00 for both.

"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-9003 or WI 4-9347 Altoona, Pa.

Petersburg Fair

• Continued from page 44

stand the Rusti Kile ice show refunded to 1,000 spectators on Tuesday night (6) when its ice slushed in the freakish 92-degree weather. Some 3,500 persons turned out the next night and were well satisfied with the show. Glen Moose's K Bar M Rodeo was the attraction for Thursday and Friday.

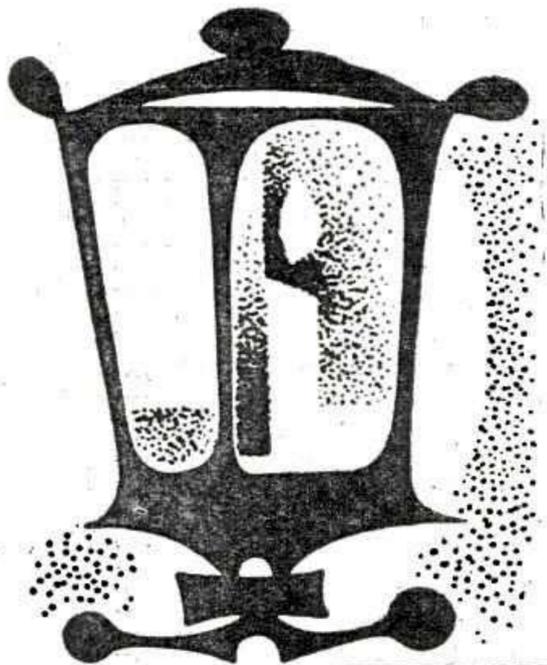
On closing day, Saturday (10), the Norman Rotroff girl hell drivers were booked in thru Richmond Cox. The fair occupies 21 acres, including its half-mile track and grandstand. Admission is 65 cents for adults and 35 cents for children.

Ala. State Fair

• Continued from page 44

Tuesday. Gunn bucked rain opening night. Bowie, headliner on Thursday, appeared before a better than normal crowd for that night. The TV names were credited with keeping the fair on the first page of newspapers.

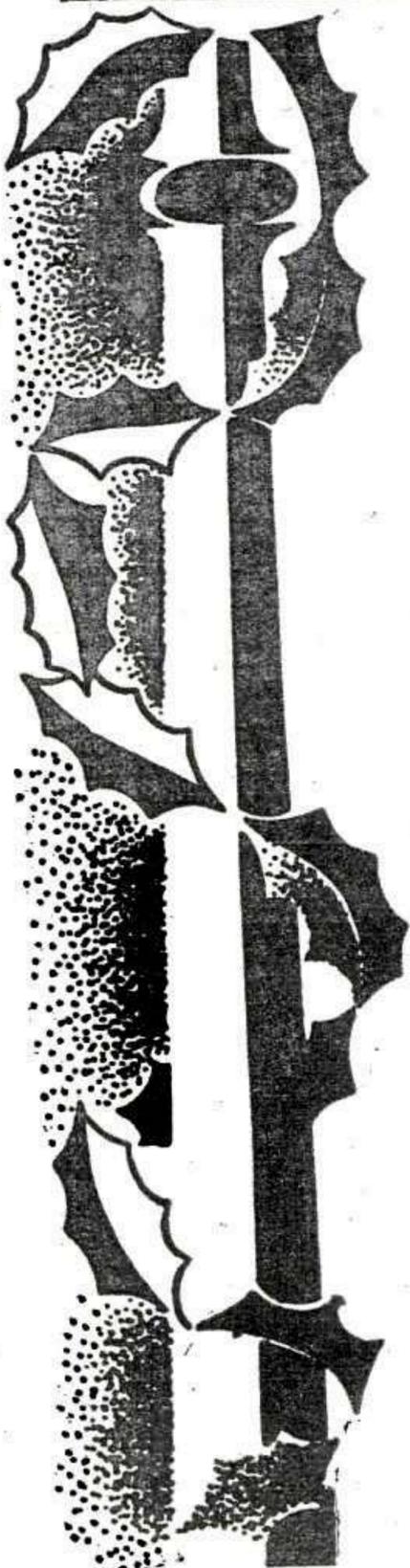
On the midway, Olson Shows enjoyed big business on the kids' day. The final two days are normally the biggest.



The Billboard

GIFT MERCHANDISE SECTION FOR 1959

Wholesale Gift headquarters



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.



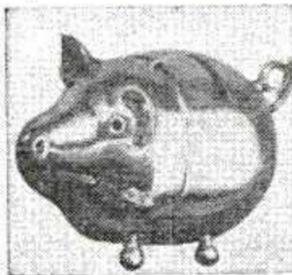
DOLL

Brikkette, the red-headed, freckle-faced, emerald-eyed doll is 22 inches tall and has a bending waist. Will captivate any little girl's heart. Vogue Dolls, Inc., Medford, Mass.

BATTERY ADDITIVE

The cadmium battery additive, BA - 100, gives instant power,

starts from 40 degrees below to 160 degrees above and prolongs battery life. Owners and professionals use solution to bring weak batteries back to life. Display carton contains a dozen three-ounce containers. Retail price, \$2.98 each. Cleveland & Taylor, Inc., 2610 West Lehigh Avenue, Philadelphia 32.



PIG BANK

Gleaming brass piggy bank has black set stones for eyes and rich red rhinestones on its nose. Retail price, \$2.98. Wodaska Sales Company, 303 Fifth Avenue, New York.

PAINTS

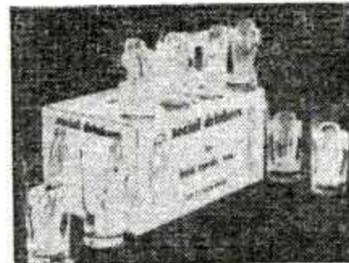
Paint sets featuring solid paints in plastic holders. No dipping or spilling as colors go on smoothly, cover evenly and blend to make additional hues. Nationwide fall TV campaign will saturate 40 major markets. Retail, three colors, three pictures in poly bag, 59 cents; six colors, six pictures in window box, \$1, and

12 colors, nine pictures in box, \$2. Kenner Products Company, 912 Sycamore Street, Cincinnati 2.



OVEN

Portable electric oven with detachable control is large enough to cook full-size pies and cakes and also roasts. Detachable control makes unit immersible in water. Retail price, \$24.95; control, \$6.95. National Presto, Eau Claire, Wis.

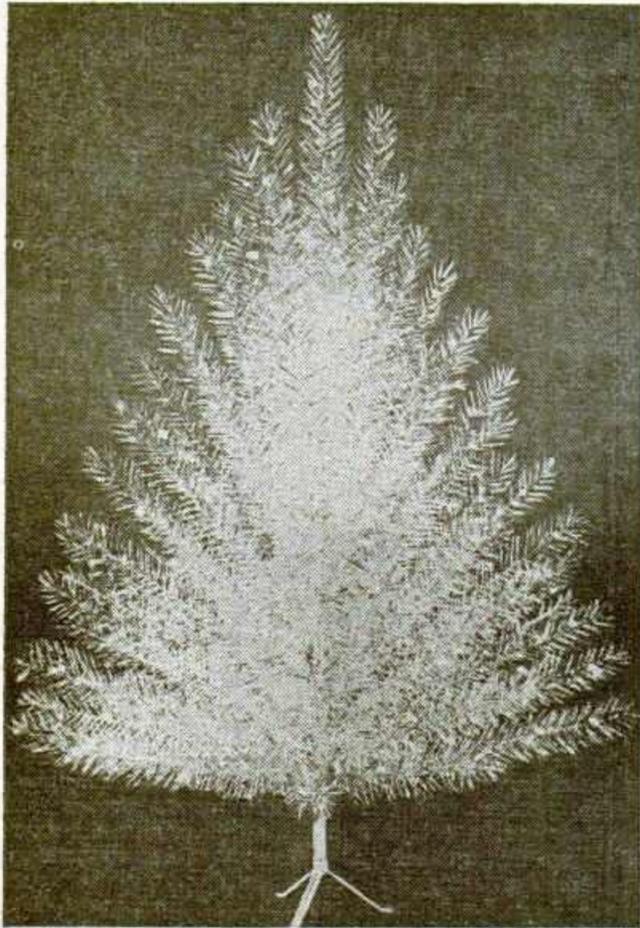


DRINKING SET

Set of eight 12-ounce caricature beverage glasses known as Social Drinkers. Minimum order is for six sets. Retail price, \$5.95. Box Cards, Inc., 526 North La Cienega Boulevard, Los Angeles.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

BIG DEMAND



The most POPULAR
Tree This Year
**6' STAINLESS
CHRISTMAS
TREE**
with stand

Shimmering with
15,000
Individual Pine-Shaped
Stainless Metal Needles.

**MOST BEAUTIFUL ON
THE MARKET—BAR NONE**

Sells on Sight—everyone will want
one this Christmas—**BE READY—
ORDER NOW**

In lots of **\$11.00 Each**
six or more

Sample \$15.00

Comes in 30"x14" Shipping and storage carton,
weight approx. 13 lbs.
TERMS: 25% dep., bal. C.O.D., F.O.B., Chicago

SAR'S WHOLESALE DISTRIBUTORS, Inc.

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WRITE FOR NEW 1959 CATALOG

MADE IN U.S.A.
Heart or Round Necklaces on 24" chain, Nickel or gold plated \$24.00 Gr.
Bracelets \$27.00 Gr.

Men's, Ladies', Girls', Boys' and Kiddies' Expansion Photo Idents from \$4.00 dz.
Boys', Girls', Men's, Ladies' Expansion Idents from \$3.75 dz.

Largest assortment of Plated Gold Filled and Sterling Rings, 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

FROM MEXICO DIRECT IMPORTERS

MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • HAND-TOOLED SHOES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for FREE Catalog showing our complete line of unusual and low priced Mexican Hand-Made Novelties.

FLEISCHER & KASNER IMPORT CO. P. O. Box 3603 El Paso, Texas

ATTENTION, ENGRAVERS

The largest selections and lowest prices of engraving jewelry in the country.

24" HEART ROUND PENDANTS
WHITE OR GOLD FINISH
\$21.00 GROSS & UP

EXPANSION & PHOTO IDENT
from \$3.50 DOZ.

SEND FOR OUR \$15.00 SAMPLE LINE.
Sorry, no catalog.

JACK ROSEMAN CO.
#307 Fifth Avenue New York 14, N. Y.

FALL SPECIAL Limited Supply Beautiful 24" Table LAMP

with matching shade, walnut wood trim, quality merchandise. TERRIFIC BUY.

\$2.00 Each in doz. lots. Sample \$3.50

25% dep., bal. C.O.D., F.O.B. Chicago.
CAMBRIDGE PRODUCTS CO.
1431 W. Irving Park Rd., Chicago 13, Ill.

INDISTINGUISHABLY NEW! Bulova, Bonrus, Elgin, Gruen, etc. Factory Originals—Free Catalog

30-day money-back guarantee. Look and run like new.
15 J., \$10.95—25% w/order, bal. C.O.D.
17 J., \$11.95.
Free: New gold-filled Expansion Band with each watch—reg. retail \$5.95.

JOHN A. HYATT
1331 N.E. 211th St. No. Miami Beach, Fla.

BIX XMAS NUMBER FOR STORES

BEAUTIFUL, REALISTIC BRAVE AND PRINCESS INDIAN DOLLS. HAND BEADED ON GENUINE LEATHER • MOVABLE HEADS, EYES AND ARMS. 12 different designs and dress. 4 girls have papoose on back. 7 1/2" tall—one doz. to a box (4 boys—8 girls). Per Doz., \$6.75; Min. Order.

25% dep., bal. C.O.D., F.O.B. Chicago.
WRITE FOR CATALOG OF OTHER NOVELTIES and INDIAN SPECIALTIES.
THUNDERBIRD PRODUCTS CO. 2122 No. Lincoln Ave., Chicago 14, Ill.

ATTENTION!

WE STILL HAVE ONLY THE GOOD PLASTIC PENS—NO CHEAP IMITATIONS.

TOP ACTION PEN W/CHROME RING & CLIP. In many colors, or color comb., Red, Green or Blue Ink.

\$8.64 Gross. Imprinted up to 4 lines—2¢ per pen. Minimum order 100 pieces.
Write for Catalog.
25% dep., bal. C.O.D., F.O.B. N.Y.

COASTLINE PEN CO.
23 West 38th Street N.Y.C.
Tel.: LI 4-1740 or BR 9-2757

BIG PROFIT CORSAGES **BIGGEST—BEST XMAS VALUES EVER** **FAST SELLER EARRINGS**

BUY DIRECT FROM MFR.
ALL AMERICAN PLASTICS
2344 W. HARRISON ST., CHICAGO 12, ILL.
\$5.00 Sample Kit Sent C.O.D.
FREE with gross order or more, ACT NOW!

NOVELTY \$15 Gross DE LUXE \$36 Gross —XMAS CHARACTERS—Decorations & Ornaments— NOVELTY \$27 Gross DE LUXE \$36 Gross

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

Most Complete Line in America **We Manufacture SALESBOARDS AND JAR TICKETS** **Lowest Factory Prices**

EMPIRE PRESS, INC.
444 ORLEANS ST. CHICAGO 10, ILL.
PHONE MO HAWK 4-4118

Phone or Write for Price List and Circular

when answering ads . . .
Say You Saw It in The Billboard

CARNIVAL CONFAB

Continued from page 51

Ed McKeon, Abe Klein, Charles A. Smith, Charles Buchbaum, Jack Schenck and Ben Rosenberg, Irwin Kirby.

Carl Herrick has re-entered Methodist Hospital, Indianapolis, for surgery and would like to hear from friends. . . . After successful dates at Cullman and Marietta, Ga., fairs with his Side Show, Girl Show and Snake Show, Robi Del Mar motored to his Mississippi Gulf Coast property to prepare for winter-quarters work. . . . Landrus the magician cards in to report that he is with the P. T. Barnum Side Show on World of Mirth Shows. . . . Mickie and Boots Shaffer, who closed their Dancing Follies and Red Hot and Blue units recently with the Blue Grass Shows in Huntsville, Ala., have joined Gold Medal Shows with their Follies. Boots is handling the front, Fred Bockleman is working the inside and candy pitch, and Mickie is featured with a four-girl line. . . . Bob Buffington and wife, Fie, en route to their home in Tampa after a big season with their gift shop at Virginia Beach, Va., found it necessary to stop in Winston Salem, N. C., where Mrs. Buffington entered Baptist Hospital for major surgery, performed September 30. She is recovering and would like to receive mail. *Al Schneider*

Pomona Pickings. The Los Angeles County Fair closed its annual 17-day run in Pomona, Calif., Sunday (4). During the stand, several social events were held, with the showfolk getting together for the occasions. The Regular Associated Troupers had a day as did the Pacific Coast Showmen's Association and its Ladies' Auxiliary. Al (Red) Cohn goes from there to Dallas to play the State Fair of Texas. His many friends were sorry to hear of the death of his father, Dave, in Milwaukee.

MIGHTY VALUES!

- RETRACTABLE BALL PENS . . . \$ 5.00 gr.
 - 4-PEN, 4 COLOR DESK SET . . . 27.00 gr.
 - 6 PENS IN POCKET SEC'Y . . . 39.00 gr.
 - METAL CIGARETTE PENS . . . 14.40 gr.
 - RAIN BONNETS IN CASE . . . 5.00 gr.
 - 5-INCH POCKET COMBS . . . 1.00 gr.
 - 70 COUNT NEEDLE BOOKS . . . 6.00 gr.
 - NYLON SEWING THREAD . . . 3.00 gr.
 - 27" SHOE LACES, Mercerized . . . 1.20 gr.
 - 50c POLY HAIR BRUSHES . . . 14.40 gr.
 - PIN CUSHION TAPE MEASURERS . . . 14.40 gr.
 - FOLDING OPERA GLASSES . . . 18.00 gr.
 - 25c KIDDIE SUN GLASSES . . . 4.50 gr.
 - 15c CHRISTMAS WRAPPING PAPER . . . 9.00 gr.
 - MIRACLE CROSS & CHAIN . . . 4.50 dz.
 - \$1 XMAS CORSAGES W/PEARL . . . 3.95 dz.
 - \$2.00 XMAS CARDS, 21 In. . . 7.20 dz.
 - 15 BULB XMAS LIGHT SETS . . . 9.60 dz.
 - 4 PC. (SIM.) PEARL SETS . . . 5.75 dz.
 - STERLING CROSS W/CHAIN . . . 6.00 dz.
 - \$1.00 RELIGIOUS PICTURES . . . 4.80 dz.
 - \$2.00 JEWELRY ENSEMBLES . . . 6.00 dz.
 - SPRAY PERFUMES . . . 4.80 dz.
 - \$3.00 BATTERY TOYS, ASS'T . . . 18.00 dz.
 - \$1.00 ASS'T GAMES & TOYS . . . 6.00 dz.
 - 24-INCH SARAN WIG DOLLS . . . 30.00 dz.
 - "ROCKET" POCKET RADIOS . . . 15.00 dz.
 - \$2.00 METAL TIE RACKS . . . 7.20 dz.
 - \$1.00 CHINA GIFTWARE, ASS'T . . . 4.20 dz.
 - MEN'S ZIPPERED WALLETS . . . 4.00 dz.
 - ENAMELED LIGHTERS . . . 3.75 dz.
 - \$1.50 MANICURE SETS . . . 6.00 dz.
 - PERPETUAL "FLIP" CALENDARS . . . 3.25 dz.
 - 25-PACK SINGER D.E. BLADES . . . 3.60 dz.
 - 6-INCH SCISSORS, Magnitized . . . 1.80 dz.
 - 3-PC. CARVING SETS . . . 8.40 dz.
 - NYLON WATCH BANDS . . . 2.40 dz.
 - MIDGET "HIT" CAMERAS . . . 4.80 dz.
 - \$1.00 SALT & PEPPER SETS . . . 3.00 dz.
 - IMMERSION HEATERS . . . 6.00 dz.
 - CUFF LINK & TIE BAR SETS . . . 3.60 dz.
 - PUSH BUTTON INDEXES . . . 4.20 dz.
 - TRAVEL ALARM CLOCKS . . . 3.00 ea.
 - 5-PC. MEN'S WATCH SETS . . . 4.00 ea.
 - MUSICAL JEWELRY BOXES . . . 3.00 ea.
 - \$5.00 LEATHER WALLETS . . . 2.00 ea.
 - 6-PIECE STEAK SETS . . . 1.00 ea.
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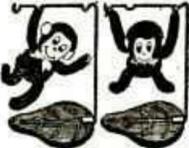
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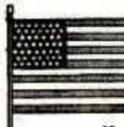
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JIMMY RYAN...

vet gadget and med worker, is handling a Fraternal Order of Police promotion set for the Cincinnati Gardens on November 25. The Harlem Satellites pro basketball team is being brought in for the affair and will be matched with a team composed of pro wrestlers. Tickets will go for \$2.20 and children's ducats are priced at 90 cents thru an arrangement with local retail grocers.

"LONG TIME..."

no write, so thought it time to send in a pipe," pens Jack (Tiny) King from Cleveland. "I have been inactive for so long that I suppose some of the boys thought that I might have checked out for good. Well, here's the score: I am still disabled, but am getting around with a cane. I was hurt six years ago and have been in the hospital nine times. It seems that they can't do anything for me, but I still have my leg. The docs wanted to take it off, but I would not hold still for that. So if it doesn't get any worse I might last for a while. I just won't give up the ship. I don't think I mentioned in my last pipe that we have a small news store,

Evelyn's News, named after my wife. It's nothing big, but it helps. She has a lot of determination, too. She's also been having a time of it with arthritis in both legs, but still manages to get around. The trouble is that we are not getting any younger. The steel strike and its effect on allied industries are making things ough in this area. Demos are getting about half their ordinary takes. Kresge, May and Woolworth stores have about five pitchmen working rug cleaner, corn punk, salve, pens, etc., and they seem to be making some money. In the Woolworth store is a young lad and his wife, Howie and Martha Harris. He has been working this district for Kenart Sales of New York, and I must say that he does a fine job—a comer if I ever saw one. He flew to Detroit Saturday (3) to open that territory, turning it over to Nick Victoronio. It's been almost seven years since I have pitched to a tip, and I might put in a few weekends myself, just to get my hand back in. My advice to any of the boys headed this way is not to be in too big a hurry, as there are about 40,000 people out of work in Cleveland. Would like to read pipes from some of the boys and girls."

CLUB ACTIVITIES

Show Folks of America

CHICAGO—September meeting was conducted by President George Flint, who drove many miles to be present. Also present were Lucian Kapp, first vice-president; Peggy Richards, second vice-president; Louise Emerson, recording secretary; Marguerite Horan, corresponding secretary; Thomas Coulthard, financial secretary, and Oliver Englund, treasurer.

William Hetlich presented the colors and Rev. Marcel LaVoy the invocation. Welfare Chairman Etta Coulthard, recently recovered from major surgery, announced the following members on the sick list: Lois Bonner, who suffered a stroke, is in Illinois Masonic Hospital; Eugene Bradley, Ravenswood Hospital; Helen Kilduff, Presbyterian Hospital, and Irene Riedy, Oak Forest. Members recuperating at home include Clara Fitzgerald, Ralph Gray, Ethel Sampson and Warren Warriner.

Members were shocked over news of the death of Loretta Hurst. Elected to serve on the nominating committee were Homer D. Briant, William Hetlich, Marguerite Horan, Lillian Lawrence, Evelyn Louise Nye, Clara Paulson and Belva Schrader. Assembly meetings are held the third Tuesday of every month in Hotel North Park.

Lillian Lawrence.

Show Folks of America

SAN FRANCISCO—Dust was brushed from the seats in the clubrooms last week as the clubroom opened on Monday (5). From all reports the members enjoyed a successful season, particularly favorable in Sacramento and fairly well in San Jose, Calif., with the exception of the one-day rain out.

New members obtained during the summer include the John Marktellos, William M. Brondhove, R. L. Ray, Clarence A. Preston, Robert J. Melasky, Daniel G. Donaldson, Arnold R. Coats, Robert George Coulland, Curtis LeRoy Jones, Harold K. Benjamin, Arthur Bourbon, Virgil Lee Lawrence, Arlene L. Paul, William Hall, Bruce E. L. Crowell, Barry Kahn, Vaughan A. Lang, David P. Johnson, Charles G. Cox Jr., Bobby Matthews, the Frank Wheelers, Em-

ma P. Kasch, the Bernard Goldsteins, Edward Gerstner, Ruth Lytle, Andy C. Hardy, Allen E. Eckert, the Ted Wrights, Joseph E. (Red) Dauer, Clayton H. Peltier, John W. Henery, Bruce Freeman, Morris Blumberg, Curtis B. Larson, John Finley, Ann Crowell, Jackie O. Arthur, James Wiley Jackson, Jerry E. Hatchcock, Brack H. Stamper, Ray D. Larrison, Harry J. Rosenthal and Lonnie S. Mathis.

Joe Barell is still on the sick list, and Fred Hansen and George Lick have been moved to the Laguna Honda Home. Charlotte Porter, ladies' bazaar chairman, is making an all out effort this year for the event. Mike Krekos, program chairman, reports the publication coming along well. Alex Freedman has 17 names to add to the cemetery monument.

Several members passed away during the summer and will be greatly missed. They include Samuel Cohn, Ray Morris, Walter Russell and Joe Ryan. Bob Foltz, of Foley & Burk Shows, not a member, also died. Dave Cavanaugh mourned the loss of his wife, Nellie.

The first clubrooms, housed in the Crystal Palace Building on Market Street, were dismantled as the building was torn down to make way for a motel.

PCSA Banquet Set for Dec. 8

LOS ANGELES—Annual banquet and ball of the Pacific Coast Showmen's Association will be held here in the Embassy Room of the Ambassador Hotel December 8, Arthur E. Andersen, club president, announced. Moe Levine, head of Monte Young Shows, is the chairman, with Joe (Red) Dauer, Fair Time Shows, Inc., co-chairman.

Andersen said that Bobby Cohn, West Coast Shows general agent, will be toastmaster with Levine in charge of entertainment. Levine plans to have several movie and television celebrities on hand for the occasion.

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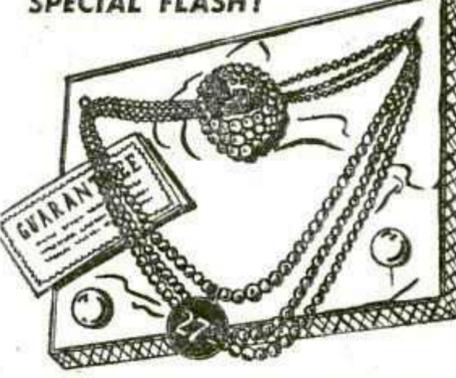
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CEL-Max Extra!
LADIES' NEW RHINESTONE WATCH
A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Order a sample, \$8.95. Yellow or white.
\$7.90

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

CLOSEOUTS!

Big Plush Dogs w/ squeak; Jumping Fur Dog w/shoe; Beautiful Gigi Poodle; Ceramic Animals w/Chain; Boy on Bike ringing bell; Cuddle Doll, plastic face
\$3 dozen

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. doz.

FREE CATALOG. 1,000 Plush Toys, Imported & Battery Operated Toys.
REPRESENTATION WANTED

ACE TOY 836-A Broadway
N. Y. C.
WO 6-8627

DIRECT FROM Costume Jewelry Manufacturer

JEWELRY FOR GRAB BAGS
Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings.

TERRIFIC FLASH
Real Jewelry. No Slum. Guaranteed \$1.00 Retailers. Dozens of Styles. Immediate Delivery. Only \$18.00 per gross.

Per Doz.
Miracle Prayer Crosses, boxed, \$4.25
Men's 3-Rhinestone Rings, boxed, 2.25
Ladies' Rhinestone Adj. Rings, bxd. 3.50
Ladies' Bridal Ring Set, individually boxed, 8.50
Tailored & Rhinestone Earrings, 1.80
DeLuxe Hollywood Styled Earrings 3.00
Scatter Pins, boxed, 3.00
Bracelets, tailored, 3.00
Necklace, Earring Sets, boxed, 6.00
Pin Earring Sets, boxed, 6.00
Necklace, Bracelet & Earring Sets, boxed, 6.00
5-Piece Sets—gold plated, beautifully boxed, Each 1.75

SEND FOR FREE CATALOG
48 illus. Pages. 25% Dep. on C.O.D.'s.
PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

Hurricane



Windproof Lighters are smart and modern. They spell smoking satisfaction and enduring smoking convenience.

IMPRINTING OR ENGRAVING ON LIGHTER TO ORDER

The first fine lighter to be placed within the reach of every smoker. Sturdy construction. One hand operation. Chromium plated in individual boxes. Furnished in regular and "slim" size. \$9.00 a doz. Sample, postpaid, \$1.00.

NEW METHOD CO. 88-59
Bradford, Pa.

MANUFACTURERS OF AMERICA'S BRIGHTEST COLORED FELT RUGS
Lowest prices. Sample \$2.50. Postage prepaid.
EASTERN MILLS, Box 154, Chelsea, Mass.

PUSHCARDS SALESBOARD • TIP BOOKS
IMMEDIATE DELIVERY • ORDER NOW

ARNOLD SAX
333 NO. MICHIGAN AVE. • CHICAGO, 1, ILL.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG
IT IS NOW AVAILABLE

Illustrating the latest line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

Gellman Bros. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

GIVE TO DAMON RUNYON CANCER FUND

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.

SHOW-BIZ COMEDY SERVICE

625 Avenue "V" Brooklyn 23, N. Y.

DISC JOCKEYS! ENTERTAINERS! \$1 FOR hundreds of professional ad lib, gags, puns, fillers, quotes.

FUN-MASTER PROFESSIONAL COMEDY MATERIAL

"We Service The Stars!" so "Kitch Your Gags" to a Star!

BILLY GLASON

Dept. 88, 200 W. 54th St., N. Y. C. 19, N. Y.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lib. Only \$1. List free!

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologues, Dialogs, Parodies, etc.

50,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, III

Agents, Distributors Items

BEAUTIFUL ILLUSTRATED 7 X 11 INCH Comic Christmas sign or jumbo postcard now ready.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement.

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.

EARRINGS—ASSORTED STONE AND TAILED, corded, 86 gross. Plastic Wallets, assorted colors, \$10.80 gross.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up.

NEW TINSELED CHRISTMAS SIGNS, 7" X 11" and 11" X 14". 50¢ to \$1 sellers. Make Christmas Money!

REAL DIAMOND RINGS—NATIONALLY advertised. Sell direct. Make big middle-man's profit.

YOUR OWN BUSINESS—SUITS, \$1.00; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Decked, 15¢.

JEWELRY CLOSEOUTS

FREE CATALOG

- E5—Stone E/rqs, etc., asst. Gr. \$12.00
E1—Tailored E/rqs, asst. Gr. 18.00
E2—Stone & Pearl E/rqs, asst. Gr. 21.00
E130—Rhinstone E/rqs, asst. Gr. 30.00
O1—Odd Lot Brace & Neckls. Gr. 15.00
L3—Men's Chrome Lighters. Dz. 4.35
L5—Zippo-Type Lighters. Dz. 6.00
R11—Ladies' Birthstone Rings. Gr. 11.00
P4—3-Pc. Pearl Sets. Dz. 7.20
T17—Asst. Metal Toys. Dz. 8.75
618—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.

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.

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.

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.

MERRY CHRISTMAS

TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US.

With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas.

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, Asst. \$2.00 Dz.
Asst. Boxed Sets \$4.50 to \$6.00 Dz.
Boxed Sets, Asst. \$9.00 & \$13.00 Dz.
Eng. Pearl Sets, Boxed 1, 2 & 3 Strands to doz. sets \$6.00 Dz.
Box Crosses, Ind. Boxed \$2.50 Dz.
Rosary Beads, Boxed \$6.00 & \$9.00 Dz.
Children's Neckls, Boxed \$3.00 Dz.
Flms, 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.

Animals, Birds, Snakes

ALL-PETS MAGAZINE COVERS MANAGEMENT and breeding of pets of every kind: monkeys, parakeets, snakes, etc.

ATTENTION! SEAL TRAINERS CAN DEVELOP immediately gentle, healthy, feeders, age 2 to 5 years.

GOING OUT OF BUSINESS—CAGES, Snakes, Animals. Cheap, in one lump or each.

HIGH DIVING DOG, YEAR OLD TOY FOX Terrier. Excellent worker. Special this week only, \$75.

Business Opportunities

AUTO RACE TRACK

Money Maker for good operator. Seats 3500, also 2200 rental seats. Completely equipped. Bargain price., \$25,000.00. Some terms.

City Realty, 2631 Jackson, Wichita, Kan. Tel. TE-8-4162

FOR LEASE

MIAMI BEACH

COTILLION BALLROOM OF DILIDO HOTEL

1500 Seasa, corner of Lincoln Road, on the ocean.

Fully equipped, Air Conditioned, Lights, P.A. System. Available for winter season to right operator. Write

HORACE BURNSTEIN, Gen. Mgr.

FOR SALE

EH #10 Adult Ferris Wheel, all Steel erection, V-Belt Drive, King Pony Carts, King Jet Fighters, King Electric Train, Trailer-mounted car ride, 1953 Dodge Tractor, 22' Fruehauf Van Trailer, 2 Floss Machines, 2 Popcorn Machines, Music Box, Wiring, Fences, Ticket Boxes, Signs. Everything in excellent condition. Will sell separately.

R. G. HAMMOND Rt. #2 Warren, Ohio TA-4285-3

FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927. Priced to sell, by owner.

H. W. TERPENING

137-129 Marine St. Ocean Park, Calif.

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesalers, Box 2068-BB, Sioux City, Iowa.

ROOT BEER-POPCORN TRAILER equipped, steel factory built, scarcely used. See to appreciate, cost \$5,000, make offer. McQuillan, Box 208, Calumet City, Ill. Torrence 2-0930.

THE MOST FABULOUS WESTERN TOWN on the East Coast. Great potential. Good deal. Act fast. Write Box C-648, Billboard, Cincinnati, Ohio.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

UP TO \$300 WEEKLY—ONLY 4 ORDERS A day means \$15,000 per year. No Experience! Just demonstrate and take orders for the Revolving Golden Beacon.

WANTED—FASCINATION MACHINES. Have choice location busy summer resort. Can operate all year round.

300% PROFIT YOUR OWN BUSINESS. WE manufacture parts for name pins, you assemble and sell to waitresses, beauty opp., etc.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. no2

For Sale—Secondhand Show Property

ALLAN HERSCHELL COASTER—NEW style, \$3,900. See it running. Noble Park Funland, 1851 North 8th St., Paducah, Ky.

BUILD MAJOR MERRY-GO-ROUNDS: Complete plans, \$25; complete patterns, including horse with extra head, \$700. Free parts catalog. Brill, Box 875, Peoria, Ill.

FLYING SCOOTER, TWO MERRY-GO-Rounds, Little Dipper, Kid Ferris Wheel, Ell clutch, Roto Whip, Airplanes. Land being sold. Phone 34010, Percell, S. Williamsport, Pennsylvania. oc12

FOR SALE—KING WET BOAT RIDE AND Kiddie Chairplane. Want to buy 18-ft. Chairplane and Kiddie Merry-Go-Round. John Fanelli, 93 Canton St., Fitchburg, Mass. Tel 3-9720 or 2-2638.

LONG RANGE SHOOTING GALLERY 18 ft. wide, mounted on tandem trailer, \$1,200. Can be seen at Jackson Fair. Jesse Norwood, 417 Lynch St., Jackson, Miss.

LORD'S PRAYER ON PENNY, COMPLETE: ABT 4 Gun Range. Both, \$500. Short Range living trailer, \$850. Paul Borchert, Petersburg, Ill.

MORE BUYERS

Will Stop and Read YOUR AD If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

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, Michigan.

SIX GERMAN LUGER NICKEL SHOOTING revolvers, newly refinished. Blue Tent 9x9s, almost new pin hinged push-up frame, \$250. You can get your money back in first good spot.

Help Wanted

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

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

DON'T FIGHT WINTER! BUY CHOICE Florida, California land directly from Government, \$10 acre. List \$2. W. Roscoe Slack, Associates, Hague, New York.

PHONOGRAPH RECORDS IN ATTRACTIVE display rack. New, 200 assorted, 45 RPM, recent, name labels, \$28 postpaid. Kingpin Record Co., 905 Annie, Tampa, Fla.

RUBBER BUMPERS FOR HIGH STRIKERS, 2 dummies, \$40. Former Moore-Made, J. M. Moore, 649 Turrell, Lapeer, Mich.

VENTRILOQUIAL FIGURES, MARIONETTES, Hand Puppets. Catalog, 20¢. Ventriloquial Course, \$1. Routine list free. Magic Catalog, 50¢. Flins Co., 624 W. 3rd, Waterloo, Iowa.

VENTRILOQUISTS—UPDATE YOUR ACT! New audience-proven scripts for West Coast headliner just released. Beatniks, space, westerns, etc. jokes. Fifteen min., \$40. Ten min., 1 dummy, \$25. Tolle House Publ. Co., P. O. 2061, Seattle 11, Washington. oc19

Personal

ROSIE—AM ALL ALONE, IN DIRE FINANCIAL trouble. Can't pay bills or carry on without your consent and signature. BILL

SMOKEY COCKRUM—JOHNSON IS O.K. Sunshing lease canceled. Mom is sorry. Contact Kenny or Stub at 931 S. Chelsea, Wenatchee, Wash. oc19

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. FDQ Camera Co., 1545 W. Cortez, Chicago 22, Ill. ch-17a

Ponies

15 LITTLE PONIES—TWO TO FIVE YEARS old, consisting of twelve females and three males, all for \$1,125. Truck available for delivery. No time for letter writing, phone day or night 9317. P. L. Cobb, Amite, La.

Printing

ALWAYS FASTEST SERVICE—QUALITY nonbonding posters: 14x22 size 3-color window cards up to 50 words copy \$9 hundred; 17x25 size, \$13.50 hundred. Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. no23

PRINTING—ENVELOPES, BILLHEADS, Statements, Tickets, Cards, Factory and Office Forms, etc. Rogers Printing Service, 5218 Brow Ave., Newburgh Hts. 5, Ohio.

SEND POSTCARD FOR FREE SAMPLES and low postpaid prices on good quality business printing. B. Mayfield, Box 9911, Chattanooga 11, Tenn.

200 NO. 10 ENVELOPES AND 200 8 1/2 X 11 letterheads, \$3.50; 100 2-color business cards, \$1.25. Hunter Printing, 413 Elwood, Irving, Tex.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:
2. Check the heading under which you want your ad placed:
[] Acts, Songs, Gags
[] Advertising Specialties
[] Agents, Distributors Items
[] Animals, Birds, Snakes
[] Business Opportunities
[] Calliopes and Band Organs
[] Collectors Items
[] Costumes, Uniforms, Wardrobes
[] Food & Drink Concession Supplies
[] Formulas and Plans
[] For Sale—Secondhand Goods
[] For Sale—Secondhand Show Property
[] Help Wanted
[] Instructions and Schools
[] Locations Wanted
[] Magical Supplies
[] Miscellaneous
[] Mobile Homes, Accessories
[] M P Films—Accessories
[] Musical Instruments, Accessories
[] Partners Wanted
[] Personals
[] Photo Supplies & Developing
[] Ponies
[] Printing
[] Rigging and Props
[] Salesmen Wanted
[] Scenery, Banners
[] Talent Wanted
[] Tattooing Supplies
[] Trucks, Trailers, Accessories
[] Wanted to Book
[] Wanted to Buy
[] Music, Records, Accessories
[] Business for Sale
[] Record Pressing
[] Situations Wanted
[] Sound Equipment—Components
[] Used Dealer-Distributor Equipment
[] Used Records
[] Used Record Pressing Equipment
[] Coin Machine Headings
[] Help Wanted
[] Opportunities
[] Parts, Supplies
[] Positions Wanted
[] Routes for Sale
[] Wanted to Buy
[] Used Equipment
[] Talent Availabilities Headings
[] Agents and Managers
[] Bands and Orchestras
[] Dramatic Artists
[] Hypnotists
[] Miscellaneous
[] M P Operators
[] Musicians
[] Outdoor Acts and Attractions
[] Vaudeville Artists
[] Vocalists

3. Indicate below the type of ad you wish:
[] REGULAR CLASSIFIED AD—20c a word. Minimum \$4
[] DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14 (14 agate lines to inch)
[] TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ issue

NAME _____

ADDRESS _____ I enclose remittance of \$ _____

CITY _____ STATE _____

"YOUR PHOTO ON A STAMP" COMMANDS ATTENTION!

Affix to your Business Cards, Postcards, Season's Greetings, Letters, Literature, etc., etc.

TO ORDER: Simply mail Photo or Snapshot. We'll return it. Deposit 25%.

PRICES: 1M-\$7.95; 2M-\$13.50. Size 3/4x1 in handy dispenser.

BUSINESS UTILITIES CO. 1977 B'way N. Y. 23, N. Y.

300-8 1/2 X 11 LETTERHEADS. 200 6 1/2 envelopes, both for \$3.95. Black or blue ink.

SALESMEN—BEAUTIFUL GLAZED 12 X 17 1960 Religious Picture Calendars, \$14 per 100.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling.

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric AD Clock Co., 227-231 W. Illinois, Chicago 10.

Talent Wanted CAN GUARANTEE 32 WEEKS FOR MAN with halo and transportation, to join Oct. 19.

PIANO MAN — COMMERCIAL. BUDDY Bair Orch., Belvedere Hotel, 319 W. 48th St., New York 36, N. Y.

WANTED: GIRL MUSICIANS IMMEDIATELY. name girl combo. Must read and travel. Leader, General Delivery, Rapid City, S. D.

Tattooing Supplies TATTOO ARTIST—GOOD PAYING STAND. We have flash. Steady, sober man. Phone: Harrison 7-2413. Super Arcade, 500 South State, Chicago, Ill.

TATTOOING THE WORLD OVER; FIRST and second editions, \$2 each, or both for \$3. Zeis, 728-A Leslie, Rockford, Ill.

TALENT AVAILABILITIES RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous BILLPOSTER-LITHOGRAPHER AVAILABLE December 5. Prefer Shrine-Sponsored Circus. Want contract for long season.

PREDICTING HITS—I'VE DISCOVERED I can accurately predict whether a recording will become a big hit or show little action.

WHEN YOU SEE A MAN WALKING IN your town with advertising necktie on, it's "Bang Up Jazz Brown," 831-839 Kelly St., Bronx 59, N. Y.

Musicians AT LIBERTY: "JUDGE" BRADLEY, PIANIST and judge of bank holidays at "Cow Boy Valley," Killingworth, Conn.

Wildwood Displays Publicity, Photos WILDWOOD, N. J.—An exhibit of pictures and news items received by the City of Wildwood from the 1959 advertising campaign is on display at the Information Bureau on the Boardwalk.

Stage Rodeo For Scouts COLORADO SPRINGS, Colo.—The expected 60,000 Boy Scouts who will deluge this area next July 22-28 for their 1960 National Jamboree will get to see a top-rated rodeo staged especially for their benefit.

The national Boy Scout Council has contracted with Beutler Bros. of Elk City, Okla., for a two-performance show July 25. Several specialty acts will be presented in addition to the rodeo which will not be open to the public.

All necessary facilities such as portable chutes and arenas will be installed on the Jamboree site. The scouts will watch the performances from a hillside.

Outdoor Acts and Attractions BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind.

FEATURE PLATFORM TRAPEZE ACT available for "Outdoor and Indoor" doings. Flashy equipment and wardrobe. Real act. Big drawing card. Price reasonable. For literature and full particulars, address: Charles La Croix, 1304 South Anthony Boulevard, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

HIGH AERIAL ACTS FOR OUTDOOR Presentation. Rigging illuminated. Visible for miles. Stunt men extraordinary. Mac Productions, 456 Lamphier, Warren, Ohio.

Trucks, Trailers, Accessories FOR SALE — BEAUTIFUL 16 ft. METAL Concession Trailer, equipped to be used for many things.

Wanted to Buy CASH FOR EQUITY IN ANY LATE RIDE. Don't need trucks. No junk. Give details. Box C-547, Billboard, Cincinnati, Ohio.

MUSIC RECORDS ACCESSORIES DEMONSTRATION RECORDS MADE. LOW cost. Write for prices. Sterling Records, Box 222, Belmont, Mass.

COIN MACHINES OPPORTUNITIES FORTY NEW VENDING MACHINES — heavy steel construction; cost forty dollars each.

Used Equipment NEW VITAMIN GUM VEND 2 FOR NICKEL. Ten lbs. gum plus used machine, \$25 f.o.b. Toledo 14, Ohio. Brings in \$75. Graeff Co., 3121 Strathmoor.

SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn.

WANTED—GOOD USED SHUFFLE GAMES and Pool Table. Cypress 2-3621. Arthur McAvener, 465 East 140 St., N.Y.C. 54.

WANTED—PENNY COUNTER GAMES. NO Venders. Lee Hirschler, 160 East Mitchell Ave., Cincinnati 17, Ohio.

COMING EVENTS

Alabama Dothan—National Peanut Festival, Oct. 18-24.

California Sacramento—Exposition of Modern Living (Fairgrounds), Nov. 18-22. Bill Bien.

San Francisco — Grand Natl. Livestock Expo., Horse Show & Rodeo (Cow Palace), Oct. 30-Nov. 8. Nye Wilson.

San Francisco—San Francisco Rodeo, Oct. 30-Nov. 8.

Santa Monica—Santa Monica Fall Home & Decorators' Show (Civic Aud.), Oct. 28-Nov. 1. Patrick J. O'Toole.

Turlock—Far West Turkey Show, Dec. 1-3. M. S. Johnson.

Florida Cocoa—Cocoa Home Show, Nov. 6-9. Al Stern, National Press Club, Washington 4, D. C.

Illinois Chicago — International Livestock Show (Amphitheater), Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards.

Indiana Fort Wayne—Rod & Custom Show, Dec. 13-13. Shows, Inc.

Kansas Independence—Neewollah Celebration, Oct. 29-31. Jim Halsey, P. O. Box 452.

Kentucky Louisville—Rod & Custom Show, Nov. 26-29. Shows, Inc.

Louisiana Baton Rouge—La. Livestock Show & Dixie Horse Show Jubilee, Nov. 5-8. W. M. Babin.

Baton Rouge—L.S.U. Livestock Show & Dixie Horse Show Jubilee, Nov. 5-8. W. M. Babin, Box 8637, University Station.

Baton Rouge—L.S.U. National Quarter Horse Show, Nov. 18-20. W. M. Babin, Box 8637, University Station.

Clinton—East Feliciana Negro Fair, Oct. 14-17. Prince Lewis.

Farmerville—Union Parish Fair, Oct. 21-24. Woodrow A. Downs.

Ferriday—Concordian Parish Fair, Oct. 13-16. Mrs. Stanley M. Maxwell, Star Route, Box 67.

Natchitoches—Christmas Festival, Dec. 5. A. N. Jackson, Pecan Park Bldg.

Opelousas—La. Yamblee, Inc., Oct. 29-30. W. M. Castellini, 330 Highland Drive.

Verde—Grant Parish Fair, Oct. 13-16. Everett Nelms.

Maryland Timonium — Eastern National Livestock Show, Nov. 14-19. Charles Borrow.

Massachusetts West Springfield—Rod & Custom World's Fair Auto Show (Fairgrounds), Oct. 21-25. Joe Kims, 2 Meadow Park Drive, Milford, Conn.

Michigan Traverse City—Northern Mich. Potato & Apple Show, Nov. 4-5. A. L. Olson, Federal Bldg.

Missouri Kansas City—American Royal Livestock & Horse Show (American Royal Bldg.), Oct. 17-24. C. M. Woodward.

St. Louis—Midwest Gun & Hobby Show (Arena), Oct. 12-18. Ray Hoffmann.

Nebraska Omaha—Midwest Hobbyrama (Civic Aud.) Nov. 13-15. Bill Baker.

Nevada Carson City—Admission Day Celebration, Oct. 31.

New York New York—International Festivals' Association Convention (Hotel Manhattan), Oct. 28-30. Robert Meyer.

New York—National Winter Sports Show (Coliseum), Nov. 14-22. J. Andrew Squitrea.

Oregon Portland—Portland Rodeo, Oct. 17-24.

Pennsylvania Harrisburg—Pennsylvania Livestock Exposition (Farm Show Bldg.), Nov. 16-14. J. Stewart Wood.

Texas Beeville—South Texas Hereford Show & Sale, Oct. 12-17. Humberto V. Reyes.

Corpus Christi—Celebration Nov. 9-15.

Dallas—RCA World's Series, Dec. 26-30. James Stewart.

Odesa—Odesa Fiesta, Nov. 6-18.

Pasadena—Pasadena Livestock Show & Rodeo, Oct. 12-17. Bill Coyle.

Tyler—Texas Rose Festival, Oct. 16-18. Frank Bronaugh.

Utah Ogden—Golden Spike National Livestock Show, Nov. 13-18.

Washington Seattle — Seattle National Boat Show (Armory), Nov. 27-Dec. 6.

Pacific Ocean Park On Winter Schedule

SANTA MONICA, Calif.—Pacific Ocean Park went on its winter schedule at the close of its Sunday (4) operation.

Park will be closed Monday thru Friday but open on Saturdays and Sundays from 11 a.m. to midnight and 10 p.m. respectively.

These hours will prevail until spring. J. L. Van Volkenburg, park president, said.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Leonard Bros. Circus Catalog 30¢ due

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ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. OCTOBER 12, 1959

Victor Bows All-Vend Unit

CHICAGO—Production has begun on the new Vendorama bulk vender manufactured by Victor Vending Corporation, announced President Harold Schaeff last week.

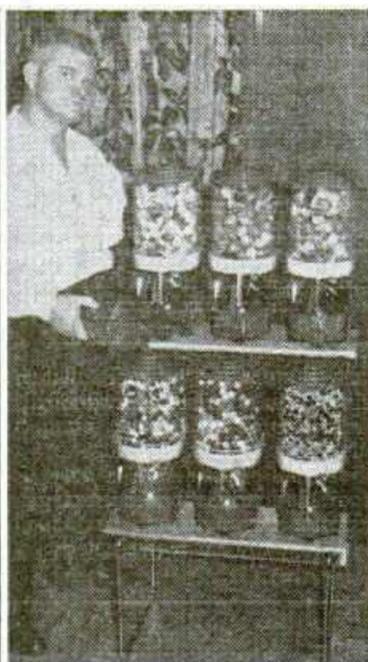
The machine was specifically designed to vend all kinds of merchandise. A main reason for the all-vend feature of the machine is the rapid growth of multi-vending, in which operators favor use of identical machines on a stand, said Schaeff. Uniformity of appearance enhances the sales potential of machine batteries, he continued.

Use of the machine is not limited to multi-vending, however, said Schaeff. It's all-vend feature is similarly suitable for one-machine installations, should the operator wish to vary the kind of merchandise vended in the machine.

Another special feature of the Vendorama is a removable cash drawer that locks in the front of the machine body. The cash drawer works independently of the rest of the machine (see picture.) Taking money from machines stacked closely together on a multi-unit had previously been a knotty problem for operators, said Schaeff.

Seven Wheels

There are seven die-cast aluminum wheels available for the Vendorama. Five are fixed wheels and designed for standard and jumbo capsules, ball gum-charms, 100-count ball gum and nickel



REMOVABLE cash box on Victor Vending Corporation's new Vendorama bulk vender is demonstrated by President Harold Schaeff.

may be used on the Vendorama. Operators have the option of interchanging either entire mechanisms that lift out of the machine or the coin carrier in each mechanism. A coin carrier may be taken out of the mechanism after removal of a couple of screws and a cotter pin.

The large-capacity globe grosses \$22 of ball gum and charms, said Schaeff. Globes are rounded in front and flat in the back. The unit is top load. The diameter of the globe opening is not reduced in size. This facilitates filling and dressing of globes, said Schaeff.

Cash Drawer

The lock on the machine is set in the cash drawer. The absence of a lock on the cap means that there is no water seepage or condensation, said Schaeff. A carrying top will be made for the Vendorama that will enable operators to service machines with refill units, he added.

Price of the Vendorama is \$17.95. About 90 per cent of the metal used in the machine is die-cast aluminum, said Schaeff. The unit stands 18½ inches high and is about seven inches wide and seven inches deep. Color scheme is red and yellow, with a chrome finish on the mechanism.

Schaeff planned to have color prints made of a battery of machines for use of the firm's district distributors in sales presentations.

rocket charms. The two remaining wheels are adjustable for portions of nuts or candies. One is for penny candies and nuts, and the other for nickel and dime portions.

Coin mechanisms vending at a penny, nickel, dime, or quarter

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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:
OAKS "400"

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

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Oak, N'western Plan NAMA Exhibit Booths

CHICAGO—The Northwestern Corporation and Oak Manufacturing Company have both announced that they will exhibit at the National Automatic Merchandising Association convention to be held here October 31 thru November 3 at Navy Pier and the Conrad Hilton Hotel.

An adapted version of the Northwestern Model 59 bulk vender will be shown along with the standard model, said Sales Manager Ray Greiner. The new four-in-a-row stand and the multi-vend Hi-Lo will also be on exhibit, he added. Northwestern has traditionally been an exhibitor at NAMA conventions.

Oak will show its Trading Post vender that dispenses trading stamps, said Vice-President Harold Probasco. An undisclosed new vender designed for use with bulk vendors will also be shown, said Probasco.

Sid Bloom and Meyer Abelson, other top executives of Oak, said that the vender to be unveiled introduces a new concept in bulk vending. The Oak exhibit will be in booth No. 494 at the Chicago show.

S. C. Agents Barred From Confiscating Vending Machines

CHARLESTON, S. C. — State tax agents have been enjoined by Circuit Court Judge Thomas P. Bussey, of Charleston, from confiscating vending machines pending clarification of a new State law requiring licenses for the machines.

At the request of two vending operators, Judge Bussey Tuesday

(Continued on page 66)

SAM SCHNAYER

Heart Condition Doesn't Faze Him



RECUPERATING at his home from a heart attack, Sam Schnayer is shown using an automatic coin counter to calculate the day's proceeds from his bulk vending route. Locations are paid a flat rate commission, which Schnayer finds is a big time-saver.

By FRANK SHIRAS

CHICAGO — Undaunted by his third heart attack in less than three years, Sam Schnayer came out of the hospital late last August and began ordering new machines for his bulk vending route.

At present his wife and a serviceman are running the route while Schnayer recuperates in his home. He has high hopes of getting back in the field in the near future.

Schnayer started in bulk vending in 1934, working for Ben Siegal, a former operator famed in local annals. For the next 13 years, he managed the office and serviced machines on the route. "I learned

the bulk vending business from Ben Siegal," says Schnayer of this period.

After a brief period in partnership with his brother and brother-in-law in D & B Hobby, Schnayer went into business for himself in 1951. He named the firm Circle R Distributors.

Hundreds of Machines

Schnayer has hundreds of bulk vending machines in Chicago and suburbs, with part of the route extending into Indiana. The vast majority of his machines vend ball gum-charms, altho he has some two-

(Continued on page 65)

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- * Chicke Trees, 2 for 1¢
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\$13.95 Each
Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of
● CAPSULES ● MACHINES
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Sextette

A terrific money-maker in those Supers and Chain stores.
The New Modern Key to Successful Bulk Vending.

IMMEDIATE DELIVERY!
THE 4-UNIT BI-LEVEL STAND

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We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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Available as a PENNY-NICKEL MACHINE

GIVE TO DAMON RUNYON CANCER FUND

SAM SCHNAYER CARRIES ON

• Continued from page 64



machine installations in which straight 210-count gum is vended as well.

One reason he doesn't diversify into other types of fills is because he found that they didn't take in as much money as ball gum-charms in his locations. The other reason is that use of other fills would cause too many headaches in his system of flat-rate commission payments, said Schnayer.

Generally, Schnayer pays the location between \$2.50 and \$3 in commissions per empty machine. Whereas a ball gum-charm machine consistently takes in just about the same amount of money each time it empties, gross receipts from nut and candy machines vary enough to make a flat-rate commission impractical, he said.

Same Commission

In addition, the location is apt to expect the same commission from machines vending different types of merchandise, he said. If the operator explains that the gross varies from one machine to another, the

owner may well want to see for himself. Once the store owner begins looking into the cash box, the feasibility of flat-rate payments is lessened, said Schnayer.

People tend to exaggerate the actual worth of a heap of pennies, he commented. And if the operator tries to keep the location owner happy by counting out proceeds, he might just as well pay his commission on a percentage basis.

Schnayer favors a flat commission for several reasons. Most important, it is more profitable for the operator in the long run, he feels. A location that will settle for a straight \$3 would often ask for a percentage of proceeds that would give the operator a smaller profit. For example, a typical 25 per cent commission leaves the operator with a smaller profit on a machine grossing \$15 than does a \$3 flat rate.

\$25 DOWN

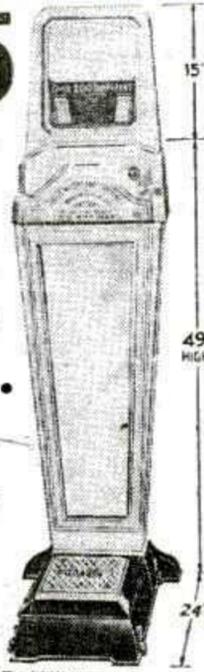
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PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" HIGH
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10-Col., all coin, 25c & 30c	\$75.00
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FILE cards are used by Schnayer to plan the daily servicing schedules.

Should he run out of machines that he started with, he can use the empties from locations already serviced. Merchandise is loaded into one of the spare globes, which is then mounted on the empty. This is done at the car. The complete machine can then be exchanged in the customary way.

Phone or Card

Location owners notify Schnayer when machines are empty by either a phone call or a prepaid post card. The route is broken down into districts, and stores that gave notification of empty machines form

(Continued on page 72)

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We handle complete line of machines, parts & supplies.

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NVA Board Meet Called

CHICAGO—A National Vendors Association board of directors meeting is slated for 8 p.m., Sunday, November 1, at the Conrad Hilton hotel here, said legal counsel Don Mitchell last week.

Notices to members of the board were sent out last week, he added. The agenda for the meeting has not yet been announced.

The meeting will fall during the National Automatic Merchandising Association Convention that will be staged here.

Meeting of Victor Distribs Planned

CHICAGO—A meeting of Victor Vending Corporation's district distributors will be held shortly before the National Automatic Vending Association convention here, October 31-November 3, said President Harold Schaefer.

Purpose of the meeting will be to plan methods of sales campaigning by distributors in the firm's new network of district representation.

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 #33 1c Porc. Converted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
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Mills 1c Tab Gum	12.00
Acorns, 1c or 5c B.G. or Mdse.	10.00

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Pistachio Nuts, Jumbo Queen, Red	.71
Pistachio Nuts, Jumbo, Queen, White	.66
Pistachio Nuts, Large Tulip	.64
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Sheik	.42
Cashew Whole	.46
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
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-It, 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.	.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.

IMMEDIATE DELIVERY on the New

VICTOR VENDORAMA

ALL PURPOSE VENDOR
1c, 5c, 10c or 25c Mechanisms

All parts interchangeable in seconds. Vends bulk candy, peanuts, ball gum, charms and capsules. Many new time saving features including removable cash box and no top lock. Unique in beauty and design.

\$17.95 Each
\$16.95 each — lots of hundred or more

STAMP FOLDERS, Lowest Prices, Write

MEMBER MACHINE DISTRIBUTORS, Inc. NATIONAL VENDING

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St. New York 18, N. Y. LOngacre 4-6467

Bulk Banter

Report from St. Louis By JOHN HICKS

Two St. Louis bulk vending operators who have been under the weather were recently released from hospitals here. They are Samuel Phillips, charms distributor, and Jason Koritz, owner of Marjay Vending Company. Both men were hospitalized for more than a week.

Koritz, who was off the job about two and one-half weeks, expected to return to his 5-cent cashew vending business actively within a few more days. He also is the Northwestern distributor in the St. Louis area.

The Koritz family—Mr. and Mrs. Koritz, and their son, Mark, a student at Washington University in St. Louis—will be in attendance at the National Automatic Merchandising Association Convention October 31 thru November 3. They will be at the Northwestern booth to greet all the bulk operators from St. Louis.

Another operator from this area, George Morrison Jr., expects to be at the convention of the NAMA. Morrison recently went into the bulk field, and has added another 50 machines to his route to increase his total to 150. He vends gum for service organizations, but has had many requests to add other products to his routes. He is giving it considerable thought. Morrison and his wife are expecting their fifth child any day now. They have four daughters, and are asking: "Will the fifth be a boy?"

Another new bulk operator on the local scene is Sam Signorino, who recently went into the field. He purchased 10 machines thru Koritz about three weeks ago and has ordered 50 more. Like Koritz, he vends cashews.

NEW YORK—Buymore Sales of nearby Lawrence, Long Island, has become national distributor for the trading cards manufactured by the Frank H. Fleer Company, of Philadelphia. Fleer is also the producer of a well-known bubble gum line.

Manny Greenberg, chief of Buymore, said the Fleer "Three Stooges" cards are the current line. Shortly, he said, the new "Indian" line will be introduced, to feature cards of 80 different Indians. Buymore vends the cards thru machines of the Oak Manufacturing Company, for which it is also exclusive New York distributor.

WEIGHT **1c** WEIGHT AND HOROSCOPE **5c**

No cards, capsules or tickets to buy. FULLY AUTOMATIC All you do is collect the money. Guaranteed for 5 years \$20 deposit puts it to work for you

Order or write for details.

AMERICAN SCALE MFG. CO. Dept. B. 3206 Grace St. N.W. Washington 7, D.C.

Send more details Send scale \$20 deposit enclosed

NAME _____ ADDRESS _____ CITY _____ ZONE _____ STATE _____

S. C. Agents

Continued from page 64 (6) issued a restraining order against the South Carolina Tax Commission.

The petitioners charged that the tax is "unconstitutional" and that confiscation of the machines "amounts to deprivation of the plaintiff's property without due process of law."

As previously reported, South Carolina's new Vending Machine Act provides for State-wide li-



SIDNEY S. KALLICK, formerly associate legislative council for the National Automatic Merchandising Association, has been named manager of NAMA's newly established Western office, with headquarters in Los Angeles. A former Illinois assistant state attorney, Kallick is chairman of the National Board of Delegates of the Young Democratic Clubs of America. He was recently a delegate to the Atlantic Congress in London.

THE COIN COUNTER YOU CAN COUNT ON

MEASURES PENNIES NICKELS • DIMES • ALL ON ONE COUNTER

ONLY \$1.25

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 43% of counting time.
 - ELIMINATES open public display of coin handling.
 - GIVES business-like appearance to money counting.
 - DETECTS bent coins and slugs through slotted side.

DISTRIBUTORSHIPS AVAILABLE STANDARD SPECIALTY CO. 1028 44th Ave., Oakland 1, Calif. Phone: AN 1-9037



STANDARD OF QUALITY THE WORLD OVER....

LEAF Rain-Blo

BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

censes based on a sliding scale ranging from \$25 per year on operators of gum, candy or nut dispensers to \$250 per year on tobacco products dispensers. In addition, individual licenses for each machine range from 50 cents for gum-candy-nut dispensers to \$10 per year for tobacco, soft drink and larger dispensers.

FAST DRAW GUN & DAGGER RING

FAST ACTION TOY! FAST MOVING RING! ... all in one!

1,000 to 4,000 \$16.50
5,000 and up 13.50

at your distributor or ... **Karl Guggenheim** INC.

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

For Added Income

HARMON AMCO HANDY POCKET COMB VENDOR

Delivers a Quality Comb for 10c

Provides a needed service and fits in well on location with other vendors.

PRICE OF MACHINE 10c Operation

1 to 2 machines	Each \$26.40
2 machines & up	21.40

PRICE OF COMBS

1 to 24 gross	\$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Prices quoted are net F.O.B. Brooklyn. Deposit required with order Balance C.O.D.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

ORDER TODAY **J. SCHOENBACH** Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices 715 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300

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 October 5)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with High, Low, and Mean Avg. prices.

FIRST IN SALES



FINEST IN SOUND

The tremendous success of WURLITZER sales is based on sound leadership.

TRUE STEREOPHONIC SOUND!

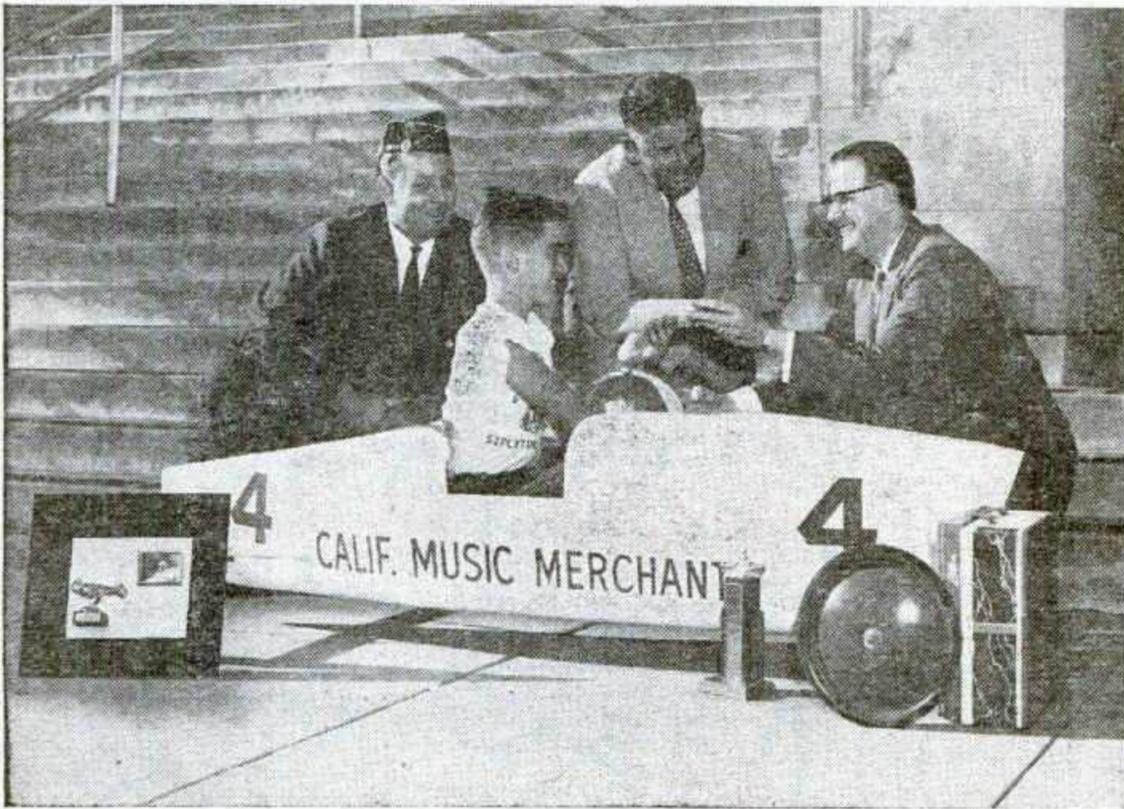
That's why Wurlitzer out-earns and out-sells all others.

Add to this the beauty of Wurlitzer instruments and the flexibility of WURLITZER MUSIC SYSTEMS in meeting the needs of any size or shape location and you have the reasons why WURLITZER IS FIRST IN SALES.



WURLITZER
Stereophonic
HIGH FIDELITY
MUSIC

THE WURLITZER COMPANY ESTABLISHED 1856 NORTH TONAWANDA, N. Y.



GEORGE A. MILLER, president of the California Music Merchants' Association and also the Music Operators of America, presents Dick Stagnaro with a \$50 Savings Bond, a new Capitol record player and 100 records for winning the Class A championship Soap Box Derby in Stockton, Calif. Last year Dick was sponsored by the CMMA and came in second. This year, under the same sponsorship, he won. Others in the picture are Stockton Police Chief Jack O'Keefe, second right, and Commander Leroy Lambert, of the Stockton American Legion Post, left. Lambert is also a prominent California juke box operator and is active in the Soap Box Derby.

EDITORIAL

Help Wanted—Yours

Major game manufacturers are looking for new ideas that can be adapted to coin-operated amusement machines.

Most of these manufacturers will readily admit that there is a current shortage of ideas and that they could use some help from inventors, engineers, creative thinkers, makers of toys and novelties and table games, as well as from people now in the coin machine trade—operators, distributors, servicemen and location owners.

The man who has a good new idea will be warmly welcomed by local manufacturers, and he can expect to be amply compensated for his idea if it proves marketable.

What can such a man expect? Most manufacturers pay a royalty to the idea man, based on the number of units sold.

Copying Expected

Can his idea be copied by other manufacturers? Yes. There is little or no protection for him in this respect. But, on the other hand, the manufacturer to whom he has given the idea will have a jump on competitors and usually will wind up selling the most units.

While coin machine manufacturers have respect for their competitors, it is generally recognized as an unwritten rule that any game made by any firm may be copied—and it usually is. On the other hand, established manufacturers can be counted on to give the inventor or idea man his just due in royalty payments. There are few cases known where an inventor was left without compensation for an idea used by a major game manufacturer.

Who to see about your new idea? Major manufacturers of coin games are the best bet. They are more likely to be interested in and more likely to market an idea from "outside." Smaller manufacturers generally rely on their own ideas and are usually geared to smaller production runs.

(Continued on page 74)

Rosenfeld to Open Second Bowlette In Converted S. St. Louis Theater

By JOHN HICKS

ST. LOUIS—Veteran coinman Jack Rosenfeld, who opened his first Bowlette in this area less than a year ago, plans to put another coin-operated bowling place in operation next week. The new amusement center will be located in South St. Louis and features 20 alleys.

The center, Rosenfeld said, will be supplemented with other types of amusement games like the first establishment. Its facilities will include a luncheonette, cocktail lounge and other attractions. Altho Rosenfeld did not disclose the exact address of his new Bowlette, he said it would be in a converted neighborhood theater.

Following the same pattern which he found successful with the other establishment, the veteran coinman said he would again be going after family trade.

He said that receipts of the first Bowlette, opened here the day after last Thanksgiving in the Delmar Loop of University City, fell off somewhat during the summer but they have again started to pick up. University City is a St. Louis municipality.

Rosenfeld's University City Bowlette was started with 50 units and more equipment was added later. Music is featured on stereophonic juke boxes.

The Bowlette opened by Norman Wasserman in North St. Louis under Rosenfeld's franchise is still going very well, Wasserman said. The center, which has eight alleys and nine pieces of Arcade equipment, was opened for business the weekend of July 24-26.

Opens at Noon

The operator, who is new in the coin machine industry, said now

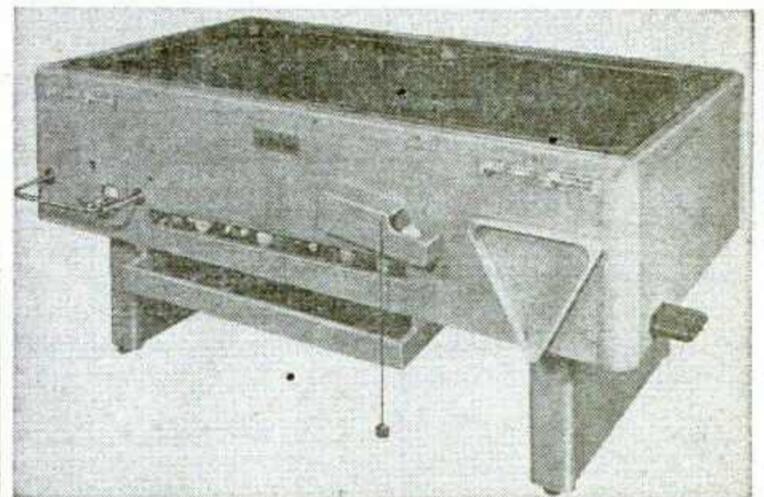
that school has started, the miniature bowling establishment does not open until about noon each day. It continues in operation until about 11 p.m.

Wasserman said the Bowlette has continued to be hit with adults as well as children. He reported that attendance, however, had dropped somewhat when school started for the fall semester.

As yet, Wasserman has refrained from giving premiums and from advertising. "I am going slow to determine what will produce the best results," he said.

"I realize," he said, "that you must keep something in front of people at all times, otherwise bowling in itself doesn't mean a thing to people." In an effort to bring receipts back up, Wasserman said he will start giving premiums. "You must get new faces, because the old faces will get tired," he added.

Bally Bows Firm's First New Pool Game Since Pool Boom



BALLY SIX-POCKET POOL GAME

CHICAGO—Bally Manufacturing Company shipped a new six-pocket pool game, the Bally 6-Pocket, to distributors last week. It was the first Bally pool game introduced since the big pool game boom a few years back.

Bill O'Donnell, Bally general sales manager, commented: "Pool table operation is known to be a year after year business, and Bally engineers made sure that the new 6-Pocket would provide long, continuous operation."

The game is equipped with a slate top, live-rubber billiard cushions and high quality billiard cloth.

It is available with choice of single quarter or double dime coin chute, and measures 75 by 42 1/4 inches and 33 inches high. Cabinet is finished in tan tones to harmonize with fixtures in all types of locations.

Each game is equipped with a cue ball and 15 pool balls brilliantly finished in official colors and striping, accurately balanced cue sticks, polished wood triangle, chalk holder, score tally, rule card with instructions for nine different versions of play, and a glossary of pool terminology.

Peg Stereo Disk Output to Sales

NEW YORK — Stereo movement in the world of juke boxes appears to have picked up a little steam in the early fall season. A midsummer roundup indicated considerable faith in the two-channel business on the part of operators, juke manufacturers and even some record companies. At this time, however, there appears to have been little increase in the pace of activity, at least at the level of releases of stereo singles and EP's.

Juke distributors here continue to report that the great bulk of all sales today are in stereo boxes. From all indications, despite this sales activity, operators seem content to program with monaural singles. Disk manufacturers are agreed on the point that marketing stereo singles today is not economically feasible.

Of the records being released which achieve any kind of sales level, approximately 30 per cent

are also released in stereo form. In last week's Billboard Hot 100 chart (Music section) 31 disks were available in stereo form. In the Hot 100 for the issue of June 8 (four months ago), there were 32 disks with stereo versions available.

Some diskeries in the New York area have reported that early this year a veritable fever of activity took hold among the one-stops. "They wanted stereo quick," said one record man, "and when we finally had the singles ready for them, they ordered in lots of 25 or less. We couldn't make any money at that pace, and since then, I can say that we are getting fewer calls than ever for them."

Charlie Hasin, sales chief of M-G-M Records, told The Billboard, "I don't believe that in terms of dollars and cents, stereo singles are profitable now, but in the long run, in terms of serving an infant field in an institutional way, I feel

our policy of supplying them will pay out." The label makes stereo versions of the singles of all its top artists as well as a number of its single instrumental selections.

Columbia, Capitol and Decca, meanwhile, have continued to take a "wait and see" attitude with regard to stereo singles. Spokesmen for all three companies stated that the present low level of demand for the product does not warrant production. All three, however, are making all recording dates in both monaural and stereo form and all could be expected to jump into the field practically overnight, were they to become convinced of a legitimate demand.

RCA Victor is maintaining its policy of selective release of stereo singles. Its top-rung current chart records, "The Three Bells" by the Browns, "The Battle of Kookamonga," by Homer and Jethro

(Continued on page 76)

House Group to Study Royalty Bill Further

WASHINGTON — "Further study" of the juke box performance royalty situation will be made by the House Judiciary Copyrights Subcommittee, before any additional action is taken by the group on proposed legislation to end the present exemption. The comment was made last week by Judiciary Chairman Emanuel Celler in a report to Congress on his committee's activities of the past session.

Celler told Congress that the Copyrights Subcommittee had conducted exhaustive hearings on H.R. 5921, to end the right Law's exemption of juke box performance royalty machines. Royalty exemption "would be a performance of on juke boxes."

(Conti.)

Glass Display Cases Prove Helpful in Finding Coin Parts



GARRISON SALES DISPLAY CASE

PHOENIX, Ariz.—A major reason for the popularity of Garrison Sales Company, distributor here, is the "find it fast" display system developed by Roy Garrison and Hap Nowell, partners in the big Arizona concern.

Active operators themselves, as well as distributors, Garrison and Nowell in three decades in the

business, have an innate understanding of the operators' problems in servicing his equipment. Both men know that new operators are displeased with the necessity of thumbing thru catalogs and ordering replacement parts by stock number or "association."

Consequently, when Garrison Sales Company moved into a new location a few years ago, out of the Phoenix downtown district, a prime consideration was the display system, pictured herewith.

Instead of the usual blank service counter, Garrison Sales Company uses row after row of glass display cases exactly as those employed by sporting goods stores, to show literally hundreds of parts, in just as recognizable a pattern as possible.

As shown, in most of the display cases there are some two to four tiers of shelving, on which small parts, including relays, switches, gears, connections, adapters, electronic parts, etc., are laid out like jewelry in a jewelry store.

Attached to each is a tag large enough to be read even by the most myopic eyes. The tags list the item by name, material, the code number, spot number and the price. Where an item is a less-often-used part, such additional information is included as "fits part No. 2X111 on AMI phonograph model No. 3-920."

In this way, even a new operator who has not yet had time to become familiar with the name and parts number on all of the elements which go into equipment can not only recognize it at sight in the display case, but likewise make a record of the number, price and description for later ordering.

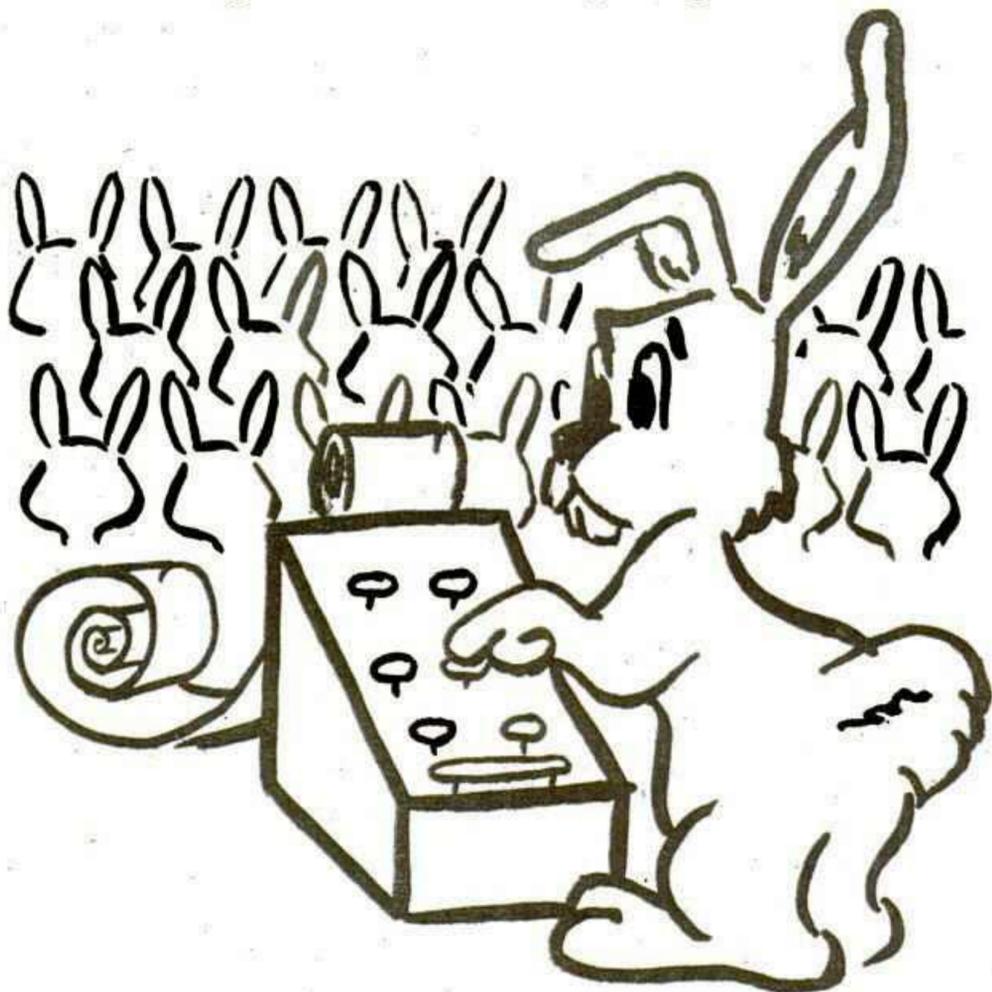
The fact that operators thruout the Southern part of Arizona telephone in and ask fluently for a dozen parts with surety, is an eloquent testimonial to how well the display system has worked out.

Innovations in displaying parts which have paid dividends include large muffin tins which are used for small screws, bolts, and nuts, plastic compartmented trays for larger small parts, velvet pads for handling small parts which are likely to roll off glass tops and become lost, etc.

All of the contents of the display cases are religiously dusted off at least once a week, the bases are kept bright and clean and fluorescent lighting makes it easy to see even the smallest details clearly.

Thru this system, the average operator-customer spends only around one-quarter as much time in filling his order, when the parts for games or phonographs are concerned. Thus "making it easy for the customer" actually means "making it easy for ourselves."

MULTIPLY your sales force during the Fall Buying Season



put The Billboard on your payroll

Of course your salesmen do an effective job. But they're only human. There's only so many people they can see in a day. Only so many customers they can talk to. Let Billboard multiply their effort for you.*

An effective advertising message in The Billboard—tied in with your own sales program—helps you reach more operators in less time. Gets your story across better and faster. Helps you achieve maximum results.

We know operators read The Billboard. Buy from its pages. Why? It's the only trade publication they show they want by PAYING FOR IT. (BB sub is \$15 per year.)

Contact your Billboard representative for advice on how to best integrate your sales effort with an advertising program to achieve maximum results.

*If you'd like your salesmen to see a film sales help, "How to Multiply Yourself," contact your BB advertising salesmen.

The Billboard

CHICAGO
188 W. Randolph
Chicago 1, Ill.

NEW YORK
1564 Broadway
New York 36, N. Y.

HOLLYWOOD
1520 N. Gower St.
Hollywood 28, Calif.

ST. LOUIS
812 Olive St.
St. Louis 1, Mo.

SAM ABBOTT

NICK BIRO

FRANK JOERLING

DICK WILSON

JACK SLOAN

DICK FORD

THE J GETS THE PLAY

AMI Automatic Music, Inc., 1500 Union Avenue, S. E., Grand Rapids 2, Michigan. Affiliate of Automatic Canteen Company of America.

X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest

ONE-STOP

Record Service

Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales' has it at . . .

DISTRIBUTOR WHOLESALE

Nothing over!

- Singles
- Albums
- Tapes
- Accessories

45 R.P.M.
60¢

33 1/3 R.P.M.

\$2.47 \$3.09

\$3.71

Write, wire or phone your order today to The

MUSICAL SALES CO.

Musical Sales Bldg.
Seeburg Dist for Md- Va- D.C.
Baltimore 1, Md. VERNON 7-5755

COIN MACHINE EXPORTS

July, 1959

Country	New Phonographs		Used Phonographs		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	465	\$ 304,187	48	\$ 24,655	659	\$247,806	1,172	\$ 576,648
Belgium	153	90,321	272	110,826	645	79,109	1,070	280,256
Venezuela	170	143,445	—	—	75	23,813	245	167,258
U. Kingdom	66	51,858	10	7,650	125	66,077	201	125,585
Canada	89	62,448	10	3,895	1,120	33,431	1,219	99,774
Korean Rep.	—	—	—	—	97	41,240	97	41,240
Ecuador	54	37,350	—	—	—	—	54	37,350
France	—	—	—	—	47	33,067	47	33,067
Denmark	42	29,415	—	—	10	1,920	52	31,335
Netherlands	10	7,500	52	15,173	29	5,400	91	28,073
Nan. Island	2	2,494	30	12,000	16	12,000	48	26,494
Phil. Rep.	24	19,632	—	—	3	2,100	27	21,732
Jamaica	28	19,275	—	—	—	—	28	19,275
Norway	25	18,331	—	—	—	—	25	18,331
Sweden	1	722	12	8,964	11	3,751	24	13,437
Italy	30	9,793	—	—	1	775	31	10,568
Mexico	11	9,270	—	—	—	—	11	9,270
Other Countries	61	41,407	15	23,508	451	83,519	527	148,434
Totals	1,231	\$ 847,448	449	\$206,671	3,289	\$634,008	4,969	\$1,688,127

July Game Exports Up; Jukes Off

CHICAGO—U. S. juke box and coin game exports hit a slightly below par volume of \$1,688,127 in July, with games spurting and juke boxes slumping. Volume compares with a monthly average figure of \$1,781,494 for 1958.

New juke box exports, usually easily topping the \$1 million mark, dropped to \$847,448, their lowest level in recent months. Used juke boxes accounted for a \$206,671 volume, which is average, while games jumped to \$634,008, well above the mark for the previous month.

U. S. Department of Commerce figures for the first six months of this year indicate total juke box and game exports at nearly \$11 million, equaling last year's level.

(See The Billboard, September 21.)

West Germany, as has become its habit, led all markets in new phonograph imports from the U. S. in July, taking \$304,187, a hefty figure, but just 75 per cent of its total of the previous month. Other top markets in this category were Venezuela (\$143,445), Belgium (\$90,321), Canada (\$62,448) and the United Kingdom (\$57,858).

Belgium took the lion's share of used juke boxes, with a volume of \$110,826. Next highest in this category was West Germany's \$24,655.

West Germany cut the biggest slice of U. S. game exports on a \$247,806 total. Farther back was Belgium's \$79,109 and the United Kingdom's \$66,077. Korea's \$41,240 ranked a surprising fourth in game imports for July.

In total juke box and game imports, West Germany ranked as the No. 1 market on \$576,648 (see accompanying chart).

Belgium was next with \$280,256, Venezuela third with \$167,258, and the United Kingdom was the only other market above the \$100,000 mark, notching \$125,585.

Vending machines, not shown on chart, hit \$259,686 on 7,547 units shipped during July. This compares with \$211,503 on 1,091 units the previous month.

Worthy of notice in the July export report is the United Kingdom's gradual climb toward the top of the ladder. It ranks fourth in import of U. S. games and jukes in July, and ranked seventh the previous month. Expectations are for

SHOWN AT CONVENTION

Football Marble Game Has Coin Play Potential

CHICAGO—Among the exhibits at the National Recreation Congress here last week was a table model football game played with marbles. Fascinating in itself, the game has top potential as a coin-operated location piece.

Made completely of wood, the game consists of a 20 by 43-inch marked football field which can be mounted on legs. Behind each end zone are two marble chutes and a good supply of marbles.

At the 50-yard line is a miniature football. Object of the game is for the player to roll marbles down the chutes at the little wooden football, trying to push it over his opponent's goal. His opponent does the same. The chutes slide back and forth to aim. Two or four players can compete.

The playfield is slanted downward at both ends so that marbles roll easily across the field to the opponent's side.

Coin Adaptation

It requires little imagination as to how this game could be adapted to coin play. The ball could be teed up on the 50-yard line upon insertion of a coin and could drop off the board after crossing one of the goal lines. Similarly, the marbles could roll out when coin is

this market to show still further development.

Korea is showing signs of becoming a steady customer for U. S. games, and France showed a spurt in games in July, which could be a harbinger of better things to come.

deposited and fall back under the playfield as they were shot. The playfield could be enclosed with unbreakable plastic and could be set up in cabinet form.

The game, called "Marble Football," is made by World Wide Games, headed by Warren and Mary Lea Bailey, Delaware, O. It is listed at \$19, weighs 16 pounds.

World Wide produces a number of wooden table games, including a version of the English game of Skittles, featuring a spinning top that knocks over wooden pins.

Du Grenier to Bow New Cig Machine

NEW YORK—The first public showing of the new 20-column Du Grenier cigarette machine will be held Friday and Saturday (16 and 17) at the Executive Suite of the Hotel Delmonico here.

Manually operated, the unit has a 720-pack capacity and is only 48 inches high. It is designed for locations which cannot accommodate machines of standard height.

Host for the showing here will be Dan Thomas, the firm's New York representative. Other company executives to attend are Francis C. Du Grenier, president; Blanche E. Bouchard, treasurer; Julius A. Levy, New York State and New Jersey representative; Richard E. Gibbs, sales manager; Leo Melanson, field service head, and John Klein, field service department.



ARE SERVICE COSTS SWALLOWING UP YOUR PROFITS ?

...then switch to

ROCK-OLA tempo

Available in True-Stereophonic or in the finest Monaural High Fidelity Sound
200 and 120 selection phonographs

If the high cost of service on your route is "swallowing up" your profits in big bites, then do what all the profit-minded operators are doing...Join the "Big Switch" to Rock-Ola.

Yes, every day more operators are turning to the de-

pendability of Rock-Ola to help increase their profits. Less service calls, fewer part replacements mean happier locations and more profits.

For the sure way to more profit, join the "Big Switch" to Rock-Ola! Your profits will be glad you did.



ROCK-OLA MANUFACTURING CORPORATION 800 No. Kedzie Ave., Chicago 51, Ill.

OPERATE
Williams
TITAN
NEW and DIFFERENT
GUN GAME

- ★ Corner In-Lines score double
- ★ Super Hole triples score
- ★ Red Button transfers score
- ★ Spell T-I-T-A-N for carry-over

Williams
ELECTRONIC Mfg. Corp.
4242 W. Fillmore St., Chicago 24, Ill.

Heart Trouble No Drawback

• Continued from page 65

the nucleus of the day's servicing calls. A machine reported empty can go unserviced a maximum of three days in Chicago or a week out of town, said Schnayer. Reason is that each district is visited weekly, to insure prompt servicing of empties.

Sometimes a location doesn't report an empty or malfunctioning machine. For this reason each stop is visited at regular intervals to check on whether the machine needs servicing. These overdue calls are combined with the nucleus of stops known to need servicing when the daily schedule for a district is made up.

New locations are solicited during the course of a regular day of servicing, said Schnayer. He found that in his one-man operation it wasn't feasible to allot a specific amount of time for soliciting. While making the day's stops, Schnayer keeps an eye out for new stores or ones that have undergone remodeling or change of some kind. "Even the appearance of an awning in front of a store can sometimes mean new owners," he commented. If the location looks like a good possibility, Schnayer takes time out to make a sales pitch to the fresh prospect.

Upright Ruled Gaming Device; Tax Fee \$250

WASHINGTON—Internal Revenue Service ruled last week (5) that a coin-operated machine which has no payout mechanism and no reels or drums, but which appears to have all the other characteristics of a conventional slot machine is considered to be a coin-operated gaming device.

IRS described the machine in question as follows: It is "operated by inserting a coin in a slot and pushing a lever to cock the machine. A button is then pressed to release a mechanism that flashes a series of lights, three of which remain lit when the mechanism stops. The player can win from 100 to 700 free games if each of these three remaining lights illuminates a picture of an elephant and from two to 14 free games if various other picture combinations remain lit. There are no reels or drums in the machine; the lights are energized by rotund cylinders with circuit breakers."

In answer to a request for advice from industry, the service pointed out that while the machine does not have a pay-out mechanism and "does not have incorporated therein reels and drums," it "nevertheless appears to have all the other characteristics of, and is similar in many respects to, a conventional console-type 'slot' machine."

Federal Judge Chides IRS on Game Tax Case

PHILADELPHIA—In a case involving the \$250 annual tax on coin machines allegedly used for gambling, U. S. District Judge C. William Kraft Jr. here chided the Internal Revenue Service for what he termed "bureaucratic fencing by government agencies."

The comment was made in the case of John C. Butala, McAdoo, Pa., who was protesting the \$250 a year tax on a pinball machine in his store. Butala claimed that the machine was used for amusement only and should be subject to the \$10 annual tax.

When the IRS agents admitted that they had no evidence that the machine was used for gambling, Judge Kraft said that "the individual citizens have as much right to test government regulations . . . as the government has to enact such regulations."

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Friendliness with location owners isn't simply a pleasant way to pass the time of day but is important in a bulk vending route, said Schnayer. It fosters the kind of co-operation that results in added sales. The owner is more apt to keep a supply of pennies on hand and point out the bulk vender to children coming into the store, he commented.

Charm Promotion
Whenever Schnayer has a new feature charm, he promotes it at each location. The method is simple, but pays off. He passes out samples to children that happen to be in the store, and gives a handful to the owner to distribute. Schnayer will often give pennies to children that are in the store when he calls, as well. Result is that news of a new charm in the machine travels among children in the neighborhood much more quickly.

When a new item proves a good seller, Schnayer will often put a handful of the charm in a slow-moving machine. This simple expedient generally proves an effective way of speeding up play on slow-moving machines, he said.

When a machine, despite all efforts, takes more than six months to empty, it is pulled off location. The inactivity of machines that take longer to empty eats into profits that could be made with the machine at another location, said Schnayer.

Various Locations
Circle R Distributors has venders in all kinds of locations, including small chains. Schnayer has never found a contract necessary in these chains, where business is generally conducted on a highly personable level. Proof of liability insurance must be furnished these claims before they will agree to have machines on location, however.

Cleanliness of machines has the highest rating in Schnayer's list of operating musts. Hygiene is not the sole factor. He believes that cleanliness is responsible for more sales than any other single factor in operating. Smudges on the outside of the machine having no relation to hygiene can nevertheless have a serious effect on sales, he maintains.

"Would you put a penny into your own machine?" This question is a practical check on whether an operator's venders are up to par, said Schnayer. The globe, top, body, and chute of a Circle R machine is cleaned when it is replaced at the location. He commented that good sanitation practices are easier with ball gum-charm machines compared to other venders.

Small Operators
Competition from small operators is one of the most serious vending problems in Chicago, said Schnayer. There are many operators, with from 10 to 15 bulk venders, who do not take a realistic approach to vending, he asserted. Result is that they offer commissions that prove unworkable in the long run. Sooner or later, said Schnayer, these operators realize that profits aren't nearly as high as anticipated.

The problem is not solved after machines are pulled off location,

he said. All too often the location will ask for a high commission simply because it got one in the past. A lot of time is wasted explaining the realities of profits in bulk vending to these locations, said Schnayer.

Sometimes Schnayer is willing to meet such competition directly in his better stops. Altho he puts a ceiling of \$4 on commissions, there are 10 or 15 stops in which the location is paid \$5 simply to keep smaller operators from getting control of the stop.

Tax Consultant
Circle R's books are kept by a tax consultant. Each week Schnayer sends him a listing of expenditures and proceeds from machines. At the end of the month the sales tax on proceeds is paid and Schnayer receives a statement of profits.

Schnayer spent 11 weeks in the hospital recovering from his third heart attack. While there he continued ordering merchandise for the business and planning daily servicing schedules. A number of sympathetic location owners sent him get-well cards during his stay at the hospital.

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Chicago Coin Bowling League, 14 Ft.	250.00
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Bally ABC Bowling Lane, 14 Ft.	245.00
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- ROTO POOL, 1-PI. 235
- SUNSHINE, 1-PI. 250
- SITTIN' PRETTY, 1-PI. 250
- STRAIGHT SHOOTER, 1-PI. 265
- HI-DIVER, 1-PI. 275
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- DOUBLE ACTION, 2-PI. 315
- RACE TIME, 2-PI. 325
- ATLAS, 2-PI. 345
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Show Tune EP's Socko For Some Juke Spots

NEW YORK — The mention of the word juke box to many people, both in and out of the trade, is more than likely to conjure up visions of a flock of pop hit single records, not to mention a number of standard Glenn Miller titles.

By and large, this type of programming selection may well be the rule of thumb, yet operators are becoming more and more alerted to the value of keying programming to types of location. LaSalle Music Company, large operator on the upper East Side of Manhattan, serving boxes thruout the five boroughs of the city, has enjoyed increased play on a number of its boxes, by programming show and movie music EP's taken from original cast and sound-track LP's. Much of this kind of material is certainly not danceable, which in some locations is considered a key requisite to profitable spins.

In one particular location, the Finale Restaurant, in the Greenwich Village section of the city, LaSalle is currently featuring EP's of numbers from the original cast album of the current Broadway smash, "Gypsy," which stars Ethel Merman. LaSalle's manager, Jack Hearn, admits that this programming has been successful. But just how successful remained to be ex-

pressed by a regular customer of the spot, who told a reporter that "that music from 'Gypsy' is being played all night long on the juke box."

"When we open a new location like the Finale, which started just a couple of months ago," Hearn asserted, "we spend a little-time around the place. We try to get a feel of it and to decide what kind of people the location will attract. Then we'll program the box to fit the market. With the Finale, being in the part of town where it was, we figured there might easily be a show business kind of crowd, or at least people who were not interested in rock and roll. So we tried out some of the show items and they've worked well."

"We've used the sound track and cast stuff in other areas, too. There are many restaurants around town where this kind of material pays off. We keep our eyes open for the new shows. When any one hits big—like 'Gypsy' did, we get on it very quickly, as soon as records are available. We had "My Fair Lady" and "The Music Man" records on our boxes right away. And we have done well with the EP's from the 'Gigi' sound track. Anything that's really hot like that can go in certain locations. You've just got to know your spots and be in a position to know what will sell and what won't as far as programming goes. We keep a lot of variety on our boxes, which gives us a good chance to figure what they want most."

N. Y. P-R Group Plans Drawing At MOA Show

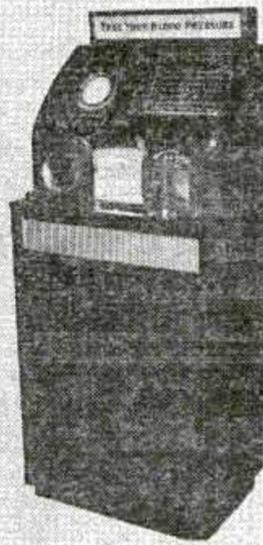
NEW YORK—The public relations committee of the New York State Coin Machine Association will hold a prize drawing at next year's Music Operators Convention in Chicago. Plans for the drawing were announced by Irving Holzman of Simon Sales, who will be in charge of the operation. All monies received over and above the cost of prizes will be turned over to the public relations committee for the furtherance of its own activities.

Holzman said that tickets will be \$2 apiece. A hook of a dozen tickets will sell for \$20. Tickets will go on sale initially at the Music Operators of New York banquet at the Hotel Commodore, Saturday, November 7. They'll be sold there by two attractive and scantily clad models, it was noted.

For the following six months, leading up to the MOA clambake, tickets will be available. There will also be a ticket sales booth at the MOA Convention itself, leading up to the grand drawing on the final night of the convention.

Prizes will include a 1960 Thunderbird, a 1960 Corvaire, a cruise to Bermuda for two, an all-expense week in Florida for two, a 1960 RCA color TV receiver, a 1960 de luxe refrigerator and a de luxe washer-dryer combination.

Sandor, Welbourn To Handle Blood Pressure Machine



Blood Pressure Machine

CHICAGO — The Heart Distributing Company here has been named exclusive distributor for a coin-operated unit, known as the Blood Pressure Machine. Principals were Dave Sandor and George Welbourn, who operate Indiana Supply and Superior Sales, Chicago and Gary, Ind., game distributors.

The unit, manufactured by the Orleans Electronic Corporation of Bedford, Ind., is in production after six months of field tests. The customer inserts 25 cents and places his arm in a pneumatic sleeve, with the machine then indicating whether or not he has high blood pressure.

Inventors of the machine are Dr. A. E. Newland, a physician, and Prof. Arthur Schultz, of Purdue University. Dimensions are five feet seven inches high, two feet four inches wide and one foot eight inches deep. List price is \$1,750.

Suggested locations are airports, bus stations, hotel lobbies and shopping centers.

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- C.C. 14' BOWL LEAGUE 245

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BINGOS

SUN VALLEY \$245	NITE CLUB \$95
MISS AMERICA 225	BROADWAY 85
SHOWTIME 145	BIG TIME 75
KEY WEST 125	GAYTIME 65
BIG SHOW 125	GAYTIME 75
DOUBLE HEADER 95	VARIETY 65
PARADE 95	SURF CLUB 85

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- ROCK-OLA 1454 525
- ROCK-OLA 1448 445
- ROCK-OLA 1446 395
- A.M.I. H-120 595
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2-PI. GONDOLIER 295	SITTIN' PRETTY 245
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C	40
E-120	225
H-200	595

ROCK-OLA

1432, 45 RPM	\$ 85
1434	145

BINGOS

Miss America	\$200
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	95
Big Show	95

5-BALLS

Turf Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	85
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
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Imperial	65
C.C. Red Pin Shuffle	495

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Editorial: Help Wanted—Yours

Continued from page 69

Most of the big coin game producers are in Chicago, the hub of the coin machine business. They include: Bally Manufacturing Company, Chicago Coin Machine, J. H. Keeney & Company, United Manufacturing Company and Williams Electronic Manufacturing Corporation. D. Gottlieb & Company, another large manufacturer, concentrates on five-ball pin games. All of these manufactures have well-staffed engineering and development departments and are equipped to design and engineer games themselves. What they want is ideas, not technical help.

St. Louis Cig Operator Fights Removal of Firm's Machines

ST. LOUIS—Attorney Morris Shenker says W-R Cigarette Company, linked by police to the Frank (Buster) Wortman interests, plans to fight the decree taking its machines out of service in city buildings.

"We are attempting to do something but I don't know when, probably within the next day or so," Shenker told reporters. He declined to say what the "something" will be.

Meanwhile three more W-R machines that had escaped notice earlier were found in the corridors of the Municipal Courts building. "Out of Service"

Under orders from Comptroller John Poelker, they promptly met the same fate as 22 W-R machines discovered previously. They were turned to the wall and marked "out of service."

According to police reports to city hall, W-R Cigarette Company and rackets boss Wortman were linked thru interlocking directorships of W-R, Plaza Amusement Company and W-R's parent firm, Rite-Way Cigarette Sales Company.

Authorities said James B. Hines, Rite-Way secretary-treasurer, at first agreed to remove the machines. He failed, however, to heed Comptroller Poelker's ultimatum that they be out by 3 p.m. September 28.

Attorney Shenker, representing Hines, said he told the latter that the city could not force W-R to remove the machines.

When Comptroller Poelker called him last week to set the Monday deadline, Mr. Hines said his attorney had advised him this legal question existed. When the deadline passed, Poelker ordered the machines turned around.

Lew Jones Plans European Trip

INDIANAPOLIS—Lew Jones, Wurlitzer distributor here and in Cincinnati, leaves October 25 for a two-week business trip to the United Kingdom, Belgium and Holland.

He flies from New York to London, where he will spend three days, then to Antwerp, Brussels and Rotterdam. Jones will attempt to round up export business for his company.

House Group

Continued from page 69

doubt for the benefit of the many members unversed in the complications of royalties.

Because of the "great interest in this legislation, as well as the many legal and practical issues involved, the Subcommittee plans to give further study to this legislation before taking action in the matter."

Informal Meetings

Celler has already held two informal meetings with spokesmen for the juke box operators and opposing songwriter representatives, on the whole issue of performance royalty on juke box music. Another meeting is expected in January (The Billboard, September 7, 1959).

Discussion has been on Celler's proposed plan to set up a "trustee" arrangement for the collection of juke box performance royalty. The plan, proposed as an amendment to his Anti-Exemption Bill, would provide representation of both sides, plus a government spokesman, and would set a lump sum of possibly \$5 per year per box in performance royalty.

The arrangement would bypass any licensing group, such as the American Society of Composers, Authors and Publishers, as a collecting agent for the juke box operators, since the latter have bitterly opposed direct dealing with ASCAP in negotiations for over a decade.

Indiana Anti-Pin Law To Face Test in Court

HAMMOND, Ind.—Validity of Indiana's anti-pin law and the stringency of its enforcement may be determined Wednesday (7) when Special Judge Harold C. Hector hands down his decision in a trial of seven location owners charged with possession of illegal pinball machines.

Defense attorneys asked for acquittal on the grounds that the prosecution had failed to prove a violation of the State's gaming statutes.

The law provides that a pin is a gambling device when the player receives "more than an immediate and unrecorded right of replay."

Game of Skill

Otherwise, the lawyers asserted, play on the machine is only a game of skill.

The counters on the machines seized on the premises of the seven defendants were covered with stickers with the words "For Amusement Only".

Led by Lake County Prosecuting

Indiana Judge Okays Seizures Without Warrant

HAMMOND, Ind.—A decision holding that police may seize pinball machines without search warrants was handed down Friday (18) by Special Judge Harold C. Hector in Hammond City Court.

A defense motion for the "suppression and rejection" of evidence against four Hammond location owners charged with possession of gambling devices was denied by Judge Hector.

"I felt the machines were contraband," he said. "The officers had the right to seize them."

Judge Hector insisted, however, that his decision should not be construed to mean that he considers pinball machines as gambling devices.

"I haven't seen these machines," he said. "I don't know what they look like."

Early trials are scheduled for the four businessmen and three others similarly charged.

ABC Places Cig Unit in Theater

HARTFORD, Conn.—The ABC Vending Company, which operates candy vending machines in numerous Connecticut motion picture theaters, has installed a cigarette machine, believed to be the first such unit in a downtown first-run film outlet here, at Loew's Poli.

The machine, near the Main Street entrance, charges 30 cents per pack and a large sign on glass mirror reminds patrons, "Please do not smoke in theater." (Local ordinances prohibit theater interior smoking.)

While other theaters have not indicated whether similar action will be forthcoming, it is assumed that if the machine proves sufficiently profitable to Loew's Poli, first-run theaters, at least, will follow Loew's Poli move.

Attorney Floyd C. Vance, the drive on payoff pins was intensified here after the June appearance of Lake County witnesses before the McClellan Committee.

Not a pin is in operation in this community of 400,000, according to police and sheriff reports.

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Williams Ten-Strike (like new) \$175.00
Keeney Fascination Shuffle, 7 1/2 ft. 150.00

5 LEE 2-Horse Merry-Go-Rounds (with music) \$275.00

4 Brand New Bev-O-Bar Multi-Selection Hot Beverage Venders, cost new, \$200.00, offering for sale at \$100.00 each. Send for literature.

KAYE 6-Pocket Pool Tables (like new) \$150.00

Cine-Sonic Continuous Music on Tape. Like new, only \$75.00
Continuous Music Tapes for Same, 1/2 Hour 12.00
(A real deal for someone looking for continuous music at a real low price.)

MODERN DISTRIBUTING CO.

3222 Tejon St.
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Phone: GRand 7-6834

SEND FOR NEW and COMPLETE LISTINGS

LOWEST PRICES IN THE NATION

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

Phone, Wire, Write Today!

New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- NATIONAL COIN REJECTOR in each chute.
- NOW has TWO coin returns and other new features.
- EASY TO LOAD.

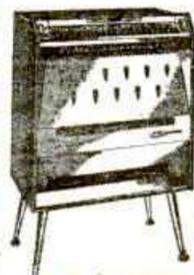
GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6". Shipping wgt.: 20 lbs.

WRITE FOR DETAILS **MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

ATLAS... The STRONG Line!

The All-New SEEBURG



CIGARETTE VENDOR

- MORE CAPACITY! 825 PACKS!
- SAVE ON MATCHES!

- AUTOMATIC "SWITCH-OVER" WHEN SOLD OUT!
- MODERN STYLING—HIGH LUSTRE CHROME TRIM.
- QUIET OPERATION



ATLAS MUSIC COMPANY

Quarter Century of Service
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MUSIC

SEEBURG 201	\$850
SEEBURG L-100	650
SEEBURG 100-J	595
SEEBURG 100-C	395
SEEBURG 100-B	295
WURLITZER 2000	495
A. M. I. E-120	295
ROCK-OLA 1448	435
ROCK-OLA 1446	325

Reconditioned—Refinished

USED CIGARETTE VENDORS

12-Col. AC DUGRENIER	\$ 80
14-Col. K DUGRENIER (Shed. Box)	125
12-Col. EASTERN	85
10-Col. EASTERN	65
8-Col. EASTERN	35
9-Col. NATIONAL	95
22-Col. EASTERN	125

Exclusive Seeburg Distributors

GIVE TO DAMON RUNYON CANCER FUND

Cigarette Smoking Hits U. S. Record

WASHINGTON — This year Americans will smoke a record 465.9 billion cigarettes, according to the U. S. Department of Agriculture. The previous high last year was 436.3 billion.

The nation's 58,000,000 smokers will spend an estimated \$6 billion on cigarettes, with about 15 per cent of this total accounted for in vending machine sales.

7-Inch Stereo Single Brings Juke Reaction

NEW YORK — The Stereo-Seven, the seven-inch 33 1/3 r.p.m. single, recently introduced by Columbia Records, has caused at least a flurry of interest in juke box manufacturer circles.

It was noted here this week by a Columbia spokesman, that "one of the larger juke manufacturing concerns," had made inquiries regarding Columbia's view of the future of such a disk. "We frankly thought," said the spokesman, "that they were going to accuse us of contributing confusion to the business of 45's. Instead, in several meetings that were held, they showed considerable interest in the possibilities of conversion units which would make boxes able to take the new speed single."

It was pointed out at the meetings by the juke interests that an element could be introduced in juke boxes at relatively low cost which would permit the box to automatically "select" the right speed for the given disk selected by the customer. This process would require no selection by the man with the dime other than choosing the record he wants to hear.

Mobile Record Opens Third Branch—in N. Y.

NEW YORK — Mobile Record Service, a Pittsburgh truck one-stop service to operators which earlier this year also moved into the Cleveland area, has opened its third branch here. Home operation is headed up by the founders of the one-year-old concern, Bob Klein and Brud Oseroff, with the new Manhattan-based layout being helmed by Tim Torme.

Discussing the new move, Klein told The Billboard that it was his intention to go into business "as a one-stop was meant to be," that is to say, "in a service strictly for juke operators with disk prices pegged at a nickel over wholesale—65 cents."

"Unfortunately," Klein remarked, "the phrase one-stop, in recent years, has developed a kind of unhealthy stigma. We wanted to avoid whatever stigma goes with the mention of that term, so we actually left it out of our company name. Our role will be to render a service to both customers and suppliers. We do not intend to compete with our suppliers in any way. We will simply maintain a flexible truck service to operators and we will accommodate them with every possible kind of convenience in service."

Mobile was started in Pittsburgh about a year ago. Prior to that time, Klein was associated with the Mercury distributorship there. In May of this year, the Leslie interests closed their Pittsburgh holdings with Mobile taking over the Leslie quarters in the Seeburg Building. It's understood that two months of market research and planning went into the decision to open in the New York market.

Everybody benefits when everybody gives



BINGO GAMES

Clean, Ready for Location!

- Beach Time ... \$295
- Cypress Gardens 265
- Sun Valley ... 210
- Miss America .. 180
- Show Time 135
- Key West 115
- Night Club 80
- Big Show 80
- Broadway 75
- Miami Beach .. 70
- Gay Time 65
- Gayety 50

1/3 deposit—write to
SUPERIOR SALES CO.

7855 Stony Island Ave.
Chicago 49, Illinois

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

FAMOUS DAVIS 6-POINT GUARANTEE

WURLITZER	
1500	\$ 99
1550A	139
1600	149
2000	395
2150	449
2200	595

AMI	
G200	\$375
with conversion unit	

WALL BOXES	
AMI WQ120	\$79.50
120 selections	
AMI WQ200	89.50
200 selections	

Terms: 1/3 deposit required

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Phone GRanite 5-1631

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YOUR EXCLUSIVE AMI DISTRIBUTOR FOR VIRGINIA,
WEST VIRGINIA AND EASTERN TENNESSEE

NEW CLOSE OUT

- 1 Bally Golf Champ
- 1 Bally USA
- 1 Bally All-Star Bowler
- 1 Bally Rebound Shuffle
- 1 Bally Space Gunner
- 2 Bert Lane Corner Pools
- 1 C. C. Rocket Ball
- 1 C. C. Star Rocket
- 1 C. C. Jet Pilot
- 2 C. C. Batter Up
- 1 C. C. Criss Cross Hockey
- 3 Genco Space Age
- 1 Genco Baseball Pool
- 1 Genco Motorama
- 2 Genco Royal Marklite Pool Game
- 5 Genco Sweet 21
- 2 Genco King Size Pool
- 1 Kaye Shorty Croquet
- 4 Keeney Flicker Pool
- 1 Keeney Fascination Pool
- 1 Mike Munves Bike
- 3 Williams Star Pool Games
- 2 Williams Olympic Pool Games
- 1 Williams Ten Strike
- 2 Williams 6-Player Ten Strike

USED EQUIPMENT

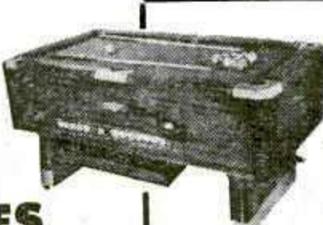
- 2 Bally Skill Roll
- 4 C. C. Rebound Shuffle
- 2 C. C. Rocket Shuffle
- 2 Exhibit Star Shooting Gallery
- 1 Exhibit Gun Patrol
- 1 Exhibit Dale Jet Gun
- 1 Genco Show Boat
- 1 Genco State Fair Gun
- 2 Genco Champion Baseball
- 1 Genco Flying Aces
- 2 Genco Hi Fly Baseball
- 4 Genco Skill Ball (2-Player)
- 2 Genco Sweet 21
- 2 Mutoscope Voice-o-Graph
- 1 Williams Race the Clock
- 3 Williams Naples
- 2 Williams Piccadilly
- 2 Williams Top Hat
- 1 Williams Cue Ball
- 1 Williams Jig Saw
- 1 Williams Cusher
- 1 Williams Kings
- 1 Williams Arrow Head
- 1 Williams Circus Wagon

1/3 DEPOSIT WITH ORDERS

CALL, WRITE OR WIRE US FOR YOUR COIN-OPERATED EQUIPMENT NEEDS
(Richmond, Virginia)
ATLantic 2-4221—Phone

Valley

6-POCKET POOL TABLES



THE DELUXE
6 Ft. and 7 Ft.
Models

now equipped with

NEW trouble free
cheat-proof mechanism!

Genuine regulation
billiard cushions!

Regulation 2 1/4" size
billiard balls!

Valley's exclusive
"Easy Count" Scorer!

See your Distributor or write direct

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Profits
with
Valley's
Luxury
Quality
at
Economy
Prices!

when answering ads ...
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500 rooms. Air-conditioning.
Television. Finest Cuisine. Lamp
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- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
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- NEW YORK CITY Hotel New Yorker
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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	
Gen. GYPSY GRANDMA	\$195
C. C. GOALEE	95
Keeney LEAGUE LEADER	235
C. C. SUPER H.R.	
BASEBALL	130
Genco FOOTBALL	110
Wms. CRANE	115
C. C. STEAM SHOVEL	115
Bally ALL STAR	
BOWLERS	165
Genco MOTORAMA	215
C. C. TWIN HOCKEY	215
Williams TEN PIN	160
Wms. SIDEWALK	
ENGINEER	105
TELEQUIZ W/Film	95

GUNS	
Exhibit SIX SHOOTER	\$ 95
Genco CIRCUS GUN	295
Genco STATE FAIR	240
Un. CARNIVAL GUN	160
Keeney SPORTSMAN	135
Genco RIFLE GALLERY	135

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COIN MACHINE
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WITH THESE REBUILT
PHONO SPECIALS
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2204	\$595.00
2400	479.50
2150	479.50
2000	425.00
1900	469.50
1800	375.00

CIGARETTE VENDORS

Natl. 22 M	WRITE
Seeburg 800E-1	\$275.00
Eastern Mark II	199.50
Eastern, 12 Col.	129.50
Eastern, 8 Col.	59.50

COFFEE VENDORS

Bart Mills FB56/57	\$395.00
Bart Mills M/500 (58)	495.00

CC RECORD SHOPS

Columbus, Cincinnati, Indianapolis.
Free Title Strips.
Stereo and Monaural.
Singles, 60 cents—E.P.'s, 80 cents.

GUARANTEED BY

SHAFER
MUSIC COMPANY

Write for Illustrated Catalog

849 North High Street
Columbus 8, Ohio
Phone: AX 4-4614

Stereo Disk Pace on Upbeat

• Continued from page 69

and Della Reese's "Don't You Know," are all out in stereo, but a spokesman noted that the company did not automatically turn out a stereo version of a hit. "It depends too on whether we think it lends itself to stereo," he said.

ABC - Paramount maintains a similar attitude to the matter as that of RCA Victor. The label's current front-running hits by Paul Anka and Lloyd Price both have stereo versions. On the other hand, another indie, Atlantic, which has current healthy sellers by Bobby Darin and the Coasters on its subsidiary label, Atco, has made neither available in stereo, nor does the label plan to get into the field at all for the time being.

For the smaller indie record companies, there are special problems posed by the question of whether or not to issue stereo singles. Many of these small firms, of course, come up with substantial hits. But the problem of costs is particularly acute for them, since they have to work extra hard at the beginning to get a record off the ground. Where a larger company can conceivably afford to take a net loss on the stereo version of a single for what have been called "institutional purposes," this loss is pure bread and butter to the small disker. By the time he does get his record moving, the disk is already grabbed for boxes in monaural form and it isn't likely at that point that a juke operator would remove the monaural in favor of a stereo version.

It's also true that some singles will never have stereo versions because they were not cut that way in the first place. This is true where a small producer makes a disk and later sells the master to a larger company. Chances are the disk was made on a shoestring in a

small studio, where stereo facilities might not even have been available.

Murray Kaye of Atlantic New York, Seeburg distributor here, explained the operator's position with regard to buying stereo equipment, in this way. "This year we're featuring the 160-selection stereo box. The operator can buy this for less money than he paid last year for the 200-selection monaural machine. If it costs him no more for stereo equipment, then he might as well cover himself for the future by spending his \$1,050 or \$1,100 on a stereo set-up.

"Then if things start to break wide open with stereo in a year or maybe even six months, he's protected. All he has to do is add his speakers and he's in business. In the meantime, he's got his basic stereo unit operating, maybe with a minimum number of speakers, but at least he has it. He can put 10 or a dozen stereo selections on the box for the customers who really want it. On the other hand, any record, played thru two or more speakers sounds an awful lot better than when it's played thru an old-style juke box."

Another factor which has to be considered in the question of stereo singles and EP's, from the standpoint of the record manufacturers, is what a number of producers, distributors and retailers refer to as the lagging state of the business for both types of disks. Monaural EP's have sunk to a new low in sales, according to the latest information available, while complaints continue to be registered about the singles business from all levels. With apparently more and more interest and buying power being focussed on LP's (singles account for only about 30 per cent of the total dollar volume today)

Philly Disk Distributors Listed in Directory

PHILADELPHIA—As a service to juke box operators in the area, the Philadelphia Society of Record Salesmen has published a directory of Philadelphia record distributors, with a listing of more than 300 record labels and the distributors who handle these labels.

This is the first time that such a directory has been published in any area. Instrumental in compiling the directory and also instrumental in founding the Philadelphia Society of Record Salesmen, was Dave Rosen, local AMI distributor and record dealer.

it's hard for any company to get a single moving. In view of this, the effort in the stereo direction is not worth it in the view of some. On the other hand, other producers appear to feel that a stereo single could actually hypo interest in a given single record.

OPERATORS

Dime Play is
Here to Stay



In '33 nickel
play was OK.

Operate wisely in '59 . . .
dime play is here to stay!

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would like
DISTRIBUTORSHIP
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RECONDITIONED
REFINISHED

Ready for Location!

CC Rebound Shuffle . . \$ 89

Rock-Ola 1448 459

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Sensational price reductions
on Wurlitzer parts. Up to
70% discount on all parts
for Wurlitzer program page
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THANK YOU . . .

for making "Sweet Sioux" the largest selling
4-player game we have ever produced.

Watch for next week's ad introducing a
sensational new single player game.

D. Gottlieb & Co.

1140-50 N. Kostner Avenue • Chicago 51, Illinois

There Is No Substitute for Quality

FTC Rules on Subsidies for Cig Operators

WASHINGTON—Coinmen who operate cigarette machines have for many years availed themselves of the advertising promotional allowances offered by cigarette manufacturers for placing their brands in vending machines.

The Federal Trade Commission has charged that some cigarette manufacturers allow some operating firms better subsidy deals than others, and hence have committed

violations of the Robinson-Patman Act.

Recently the FTC issued an order forbidding the Liggett & Myers Tobacco Company from continuing such alleged discrimination. Following this order, four other major cigarette companies, while not conceding any wrong-doing, have agreed to discontinue similar merchandising practices. The four firms are the American Tobacco Company, the R. J. Reynolds Tobacco Company, the Brown & Williamson Tobacco Corporation and Philip Morris, Inc.

The FTC ruling does not mean that subsidies to operators are illegal. It merely means that these subsidies must be offered to all operators on the same basis.

MONEY Banquet Looking Good

NEW YORK — The annual banquet of the Music Operators of New York, scheduled for November 7 at the Hotel Commodore, is shaping up as one of the most gala, colorful and well-attended in the history of the affair. Al Denver and Nash Gordon of MONEY reported brisk activity on the ticket sales front and urged interested parties to sign up now before the supply is exhausted.

—Special of the Week—
20 SEEBURG HF 100 R's

Completely Reconditioned
New Decal

\$495 ea.

15—16 FT. UNITED SIMPLEX
ALLEYS
WRITE !!!

Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!



40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

TOP N. Y. TOPIC: ONE-STOP PUSH

NEW YORK — A considerable amount of trade talk this week centered on new one-stop activity in the area. Already in its second week here was the new Mobile Record Service, a truck service to operators being carried on by Tim Torme on behalf of the Pittsburgh-based outfit. (See separate story.)

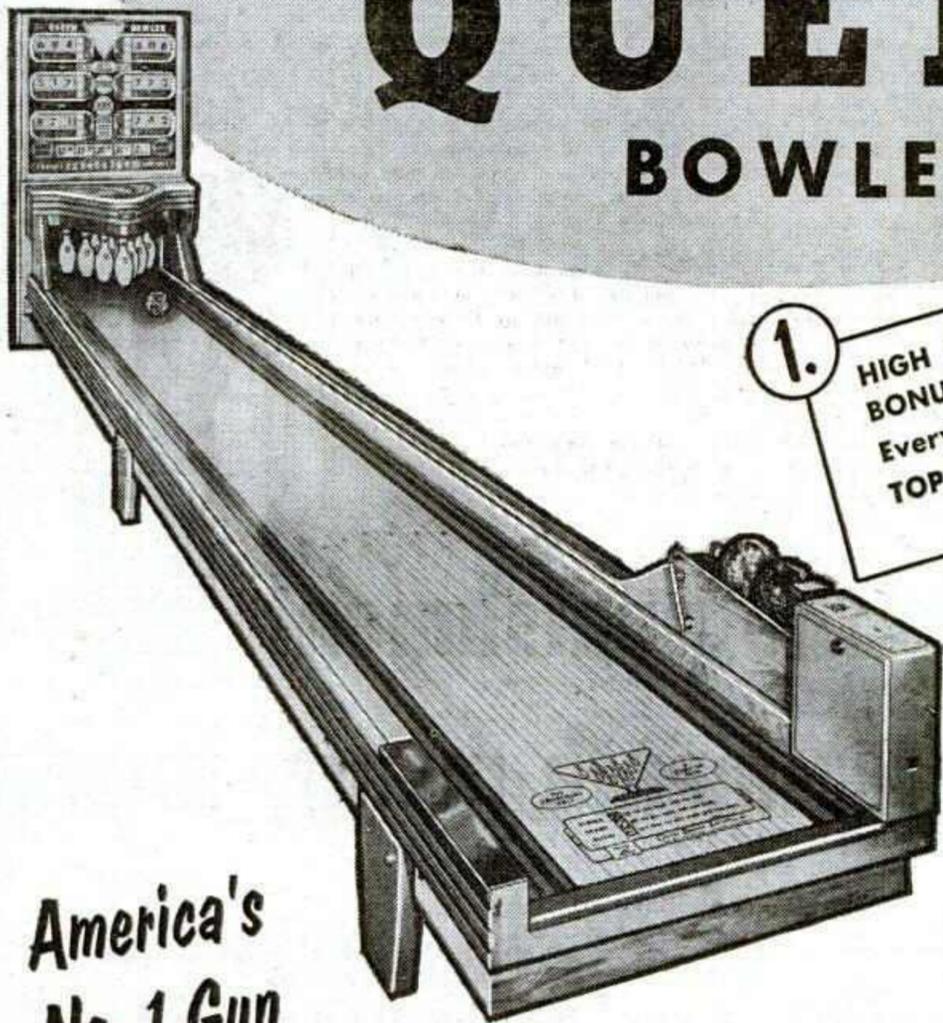
The trade also noted the opening of Good-Stop, Inc., a new one-stop on Ninth Avenue, and the successor to the recently closed Goody Annex store on West 49th Street. Cards went out to the trade this week from "Otto, Al and Harold," all of whom were with the Goody one-stop, who are now operating the new indie set-up. There was also unconfirmed word of another one-stop invasion of this market by a mysterious entity described only as "an outfit from Philly." No details on this could be uncovered.

TOPS
'EM ALL...

chicago coin's

QUEEN

BOWLER



1.

HIGH SCORING with
BONUS BALLS
Every Frame Plays Like the 10th...
TOP SCORE 900

2.

OFFICIAL REGULATION
SCORING
Top Score 300

Available in 16½
and 21½ ft. Lengths!

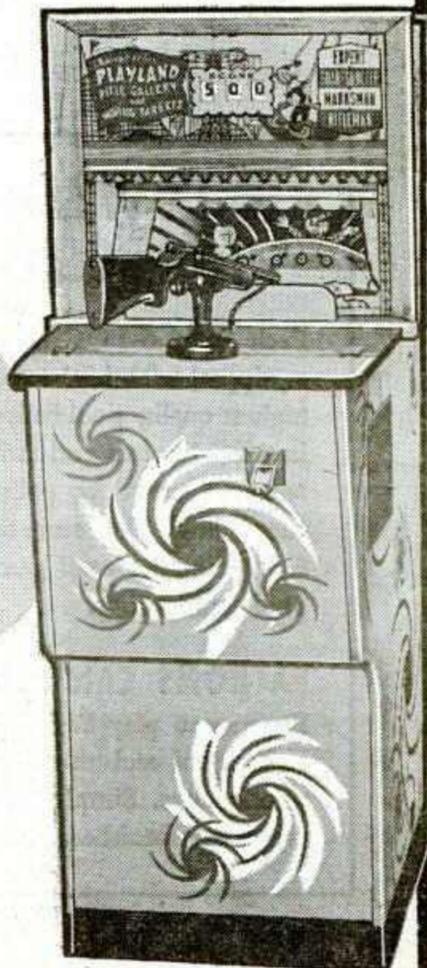
America's
No. 1 Gun
Attraction!

chicago coin's

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Realistic Moving Rabbits Run
Across Playfield—Drop When Hit!
5 Bull's-Eye Targets for Sharp-
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.22 Caliber Rifle Fires Single or
Rapid Fire!
Match-A-Score or Perfect Score
for Replays . . . optional

25 Shots 10c—All Steel Cash Box

Chicago Dynamic Industries, Inc.

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CHICAGO 14, ILLINOIS

RECONDITIONED GAMES

Carnival Queen	\$350.00
Beach Time	275.00
Cypress Gardens	250.00
Miss America	175.00
Sun Valley	225.00
Shew Time	125.00
Key West	110.00
Big Show	85.00
Parade	80.00
Night Club	75.00
Broadway	75.00
Beach Beauty	60.00
Miami Beach	50.00

GOTTLIEB GAMES

Ace High	\$115.00
Classy Bowler	125.00
Criss Cross	195.00
Easy Aces	115.00
Gladiator (2 Player)	110.00
Queen of Diamonds	285.00
Royal Flush	145.00
Silver	175.00
Sittin' Pretty	240.00
Straight Flush	195.00
Sunshine	235.00
Twin Bill	75.00
World Champ	95.00

ARCADE GAMES

Bally GUN SMOKE (Free Play)	\$365.00
Bally OFFICIAL 6-Pocket POOL	150.00
Genco STATE FAIR GUN	210.00
Keeney TRUE SCORE BOWLER, 12½ Ft.	150.00
Keeney DOMINO SHUFFLE ALLEY	65.00

1/3 deposit with order, balance C.O.D.

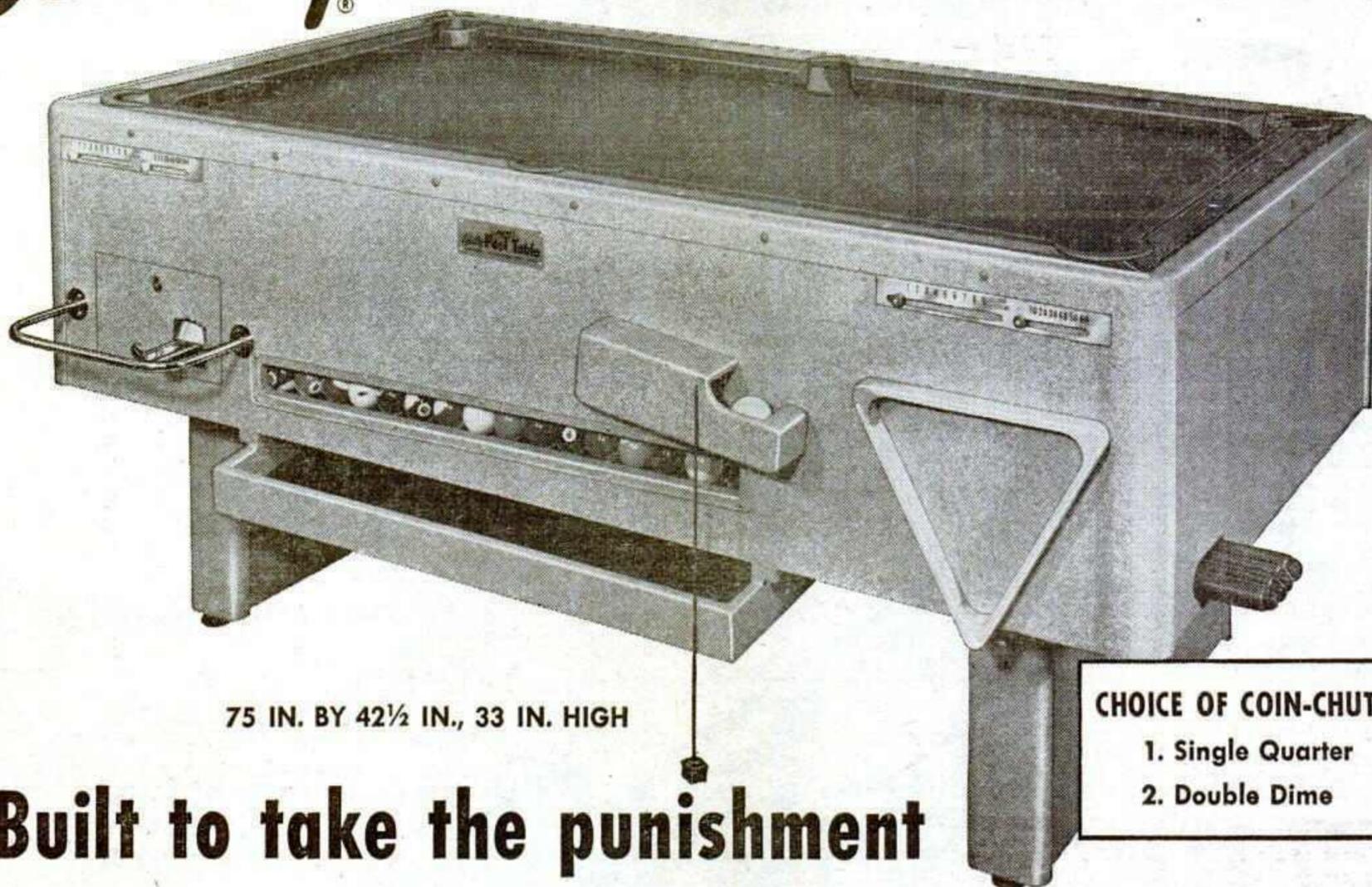
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MEAN BUSINESS

Bally 6-POCKET Pool Table



75 IN. BY 42½ IN., 33 IN. HIGH

CHOICE OF COIN-CHUTES

1. Single Quarter
2. Double Dime

**Built to take the punishment
of month-after-month money-making action**

LOOK WHAT YOU GET TO PROMOTE PLAY

Each Bally 6-POCKET POOL-TABLE is equipped with highest quality cue-ball, 15 highest quality pool-balls—brilliantly finished in official colors and striping—4 accurately balanced cue-sticks, polished wood triangle, cue-chalk holder, score-tally, complete rules for 9 different pool games and glossary of pool terminology.

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Players can play Basic Pool, Rotation Pool, Kelly Pool and all other popular styles of pool-games. Simple rules for 9 different games are furnished with each table.

GENUINE STA-FLAT SLATE TOP

GENUINE BILLIARD CUSHIONS

HIGHEST QUALITY BILLIARD CLOTH

Pool-table operation is a month-after-month, year-after-year business. That's why pool operators welcome the rugged construction and simple, trouble-proof mechanism of Bally 6-POCKET POOL-TABLE... the table built to take the punishment of long hours of play...built for long life on location.

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

wrap up

choice locations

permanently



It's easy to get and hold choice locations with the great new United Phonograph. It's the topic of conversation in the entire music industry. Actually, better locations are demanding United. They too, have heard the news about United trouble-free performance... the high-speed, *unconditionally guaranteed* record mechanism that pours more coins into the cash-box... the unsurpassed rich hi-fidelity sound. Now is the time for you to join the big swing to United. Now is the time for you to establish long-lasting harmony with your locations and build up the most sensational profit-record in your music-operating career. Make every location a United location.

You'll be glad you did.



A COMPLETE MUSIC SYSTEM
Stereophonic—Monaural



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CABLE ADDRESS: UMCORP

with United **MUSIC**

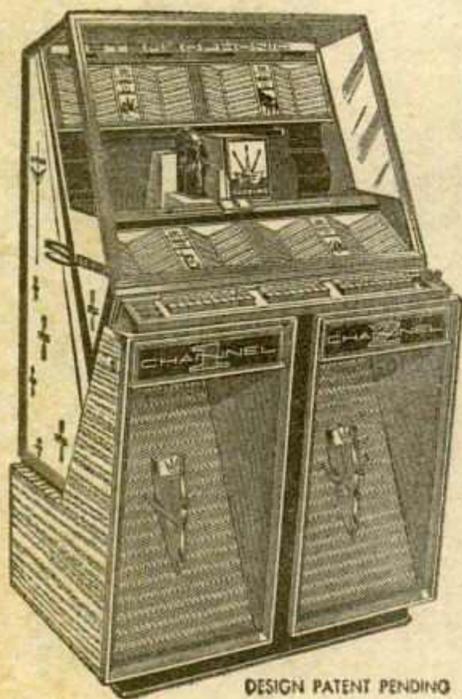
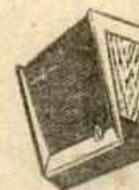
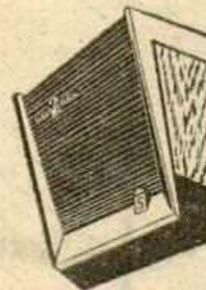
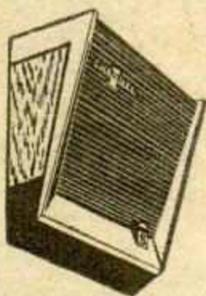
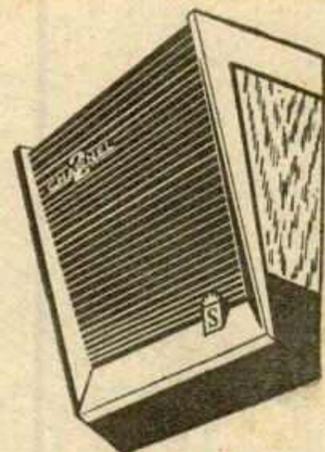
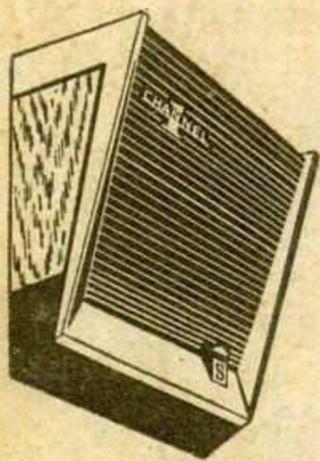
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TO HEAR
THE TRUE REALISM
OF STEREO IS**

EVERYWHERE

IN THE

LOCATION

**...WHEN
THE SYSTEM IS
SEEBURG**



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DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

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Complete Music Systems*