New Pacts Stress Pic-Disk Tie-Ups

Twitty, Nash Latest Camera Targets; Instrumentalists, Arrangers Inked

NEW YORK — The inter-relations between the records and the movies is beyond a monotonous—with a number of additional pie deals for disk names noted in recent weeks.

Latest entries in the field include M-G-M's Conway Twitty and Scotty Mountain, with a new effort already scheduled for Novelist's Rock Nelson, following his appearance earlier this year in "Rio Bravo." Also placed an exclusive tie-up in the instrumental and arrangements by-the-works is Little Richard, an indication of the jazzy field for picture work.

Cross promotion values of the finest variety are reflected in the hot disk artists of any given moment each is doing in on TV and for various personal appearance tours both as a part of a package deal and on a solo basis. During the season exposure pluses for the artists of the current film can be expected.

Another kind of promotion which connotes as a reflection of the disk-pie setup is that which is being worked by Columbia Pictures on "The Gene Krupa Story," a biopic of the well-known skin man. The movie features disk artists Jimmy Dorsey and Sel Minsky in co-starring roles.

Columbia, long a leader in the making of merchandise tie-ins with Halco, Shapiro, with Daryn featured in a flock of magazine color ad (fourth in the fall). In each issue, there's a plug for the pic, with exposure slated for M-Caill, Good King, Croonseville, Westerns, Modern Romances, and Scholastic.

Twicky Deal

The deal for Conway Twitty is for four M-G-M pictures on an exclusive basis. Twitty's discs are

Pic Stars Get Itch for Disks

NEW YORK — Just as disk stars migrate from record to picture, so do the best-known's brightest lights occasionally stray into the world of records. So it is with one of the artists currently enjoying a tour circuit, Jack Twitty. Last week, he brought Jack Twitty into the wild world of records, his latest album featuring the distinctive voice of the singing cowboy.

Twitty's records were followed by a promotion for his upcoming film, "The Gene Krupa Story." The biopic, which chronicles the life of the renowned skinhead, features appearances from other prominent artists such as Jimmy Dorsey and Sel Minsky.

Columbia Stories 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 competitor in the market now being waged between Victor and Capitol.

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 (Oct. 6-9) is noteworthy for the dominating effort 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 hiss wars over the West Coast shows unfolded at the Hirasako and Kitano meeting Wednesday (7).

In contrast to the Trade Show, the professional wing of the industry, the Audio Engineering Society, met across Eighth Avenue in the Hotel New Yorker in dignity and quiet. They returned to the top of the charts after a dozen years of a management void. They were alsoa new look to the audience.

More Exhibitors

This year's High Fidelity Music Show showed a boost in the number of exhibitors of almost 10 per cent over the past show. They were to be seen at the World's Fair in New York City, which now has a regular attendance of 12,000 per day.

Component firms included in the exhibitor roster were: The General Electric Company, Bel Canto, Capitol, Emery, Len- don, Everest, Montilla, RCA Victor, Ted- den,宣山, VU, and the United States Office of Defense. As one observer put it, the show was a new record for attendance.

FCC Studies Disk Club Competitive Activities

The Federal Trade Commission is looking into the competitive activities of disk clubs and their impact on record sales of the clubs themselves.

Victor, Columbia, Mercury Sets To Join Diners' Club

Columbia is joining the Diners' Club, which up until now has offered package product of more than a score of different types to its mail order customers, with the exception of the-marker EX-SEP particularly, EX-SEP is expected to be a hit with the club.

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FTC Studies Competitive Activities of Disc Clubs

Mull Dealers' Allegations of Unfair Advertising and Promotion Tactics

By MILDRED MILLS

WASHINGTON, D.C. — 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, as was learned here last week. Recent inquiries 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 take a position about a case under study, until charges have been made public and 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 of the manufacturers, which retailers claim has been a strong factor in declining sales by retail stores, particularly in the competitive, over the past four years.

To prove the unfair competitive practice, it is expected that the agency will have to pinpoint statistically data attributable to the allegedignored of the club's sales, which are made by manufacturers in recent years. A Washington attorney also pointed out that the study may be designed 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 operate with no competition and no information on customers into the stores to buy records, because the clubs are for getting by keeping the clubs in the, thus bypassing the dealer.

MOSCOW NIX

Jocks Cold
To Russky Hit Tune

NEW YORK — Cold war politics appear to be influencing some jockey musical opinions, according to spokesmen for Palette Records. One of them is a veteran jockey having a tough time getting jocks to play its new record of "Under Moscow Skies," by the Adastra Singers, which it recently issued.

(Continued on page 5)

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year ($35) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $30.

☐ Payment enclosed ☐ Bill me $28

Name

Occupation

Company

Address

City State Zip

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O....

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 summarized item of the Columbia Club Record. The figure should have been $28,000,000, not $2,000,000.

Court Veeties

Bourne Auction

NEW YORK — Bourne Music will not be put up for auction, according to a unanimous ruling of the Court of New York last Wednesday (7). The Appellate Court, against the auction last week and directed the case back to the Surrogate. The court originally came about due to a dispute between the late Sol Bourne and his son, Henry Bourne, and his niece, Debs Bourne, two directors of the company. Lord Justice was ruled that the stock of the three Corporation, Bourne's Fine Records, was said. He said he felt it wasn't ethical for him to own a piece of a record company and a result the 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 contract, serving Challenge as secretary-treasurer.

Atlantic Debs

New Subsidy

NEW YORK — Atlantic Records, the biggest and most successful of the West Coast producers Lester Sill and Lee Hazlewood, has launched a new disc subsidiary, Troy Records. Sill and Hazlewood will produce and remix albums thus far working out of their present Coast offices in Hollywood. The pair currently produce all of the Duane Eddy recordings for Janies Records, Atlantic, and would distribute their records and want another label.

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 next label No. 1 battle as well.

The certainty of this prospect is not reversed by the fact that Columbia Records is sending major promotional forces to the West Coast and will expand considerably its national advertising here. It is apparent that Columbia is giving its West Coast battle the added strength and repertoire department and the complete business side of its coast office. Even Columbia's radio airplay will be based at this point in the market and a heavy promotion of pressing plant and distribution.

For Col. to win for the first time in Hollywood's Coast history, all its forces will be consolidated at one location.

(Including Columbia's conversion of the CBS KNX broadcast facilities closely parallels RCA Victor's move of the Columbia studio to the Los Angeles area for three years, it is seen that Col. will take over a portion of NBC's Sunset Strip and Vine Radio City headquarters. Acquisition of NBC space and the former Sunset Strip broadcast studios into recording studios was the brainchild of Bob Yorke, RCA Victor's owner, and it gave the Col. another central location of all its operations with access to both the NBC and Col. studios in this wide area.

To Col. to steal Columbia's studio into this market, the new Col. studio will have to be opened as soon as possible.

(Victor Launches Huge Christmas Program

NEW YORK — RCA Victor has launched its "Royal Ballet Gala Performance," a recording of the Broadway drama "J. B. and Hannah" with Michael燃料 and Debra Winger. Other items are an all-star Christmas Radio "The Royal Ballet Gala Performance," a recording of the Broadway drama "J. B. and Hannah" with Michael fuel and Debra Winger.

In addition to the Christmas programs, Victor is also featuring a new LP of the "Royal Ballet Gala Performance," a recording of the Broadway drama "J. B. and Hannah" with Michael fuel and Debra Winger.

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The regular December release includes two albums, "Carmen" and "Macbeth," plus two albums of The Four Tops, "Towards a Better Tomorrow." The regular December release includes two albums, "Carmen" and "Macbeth," plus two albums of The Four Tops, "Towards a Better Tomorrow."

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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 assumed in a big announcement to be made by the Society of Record Dealers (SORD). The organization, headed by Martin Spector, a Florida retailer, has already come out for a price slash in Billboard Survey—three-plank platform on which the club's members have been concentrating for the coming year. The plans are:

"1. Competitive pricing, lowering the prices of singles without changing the mark-up to dealers. Change of prices on older album merchandise after the demand for the album has slackened.

"2. A uniform 10 per cent record promotion (continued on page 5)."

Krefetz-Blaze Promo Deal

NEW YORK—Lou Krefetz, vice-president of RCA Victor Records with Blaze Records on a special consultant basis, has announced that he will make a two-week coast to coast promotion tour of the Bobby Hatfield and the Grangers, under the name of "The Winmill Waltz." Krefetz recently vacated the post with United Artists Records.

Blaze has also acquired the services of Alan Freed, former disk librarian at WINS here, to promote new releases on the disk and has announced a "music around the world" wind jazz tour. Comstock has already appeared on the Alan Freed Show, and will continue to do so. He was signed this week by GAC for a national tour.

HOLLYWOOD'S RECORD ROW

HOLLYWOOD—When Columbia Records moves to its new Coast headquarter in the CBS-KNX, Columbia Broadcasting System, reports from Hollywood were definite that it had been located on what rapidly is becoming the country's most vital record center. Sunset Boulevard, the radio row of a decade ago, will now have with it the broadcasting side-by-side neighbors, Columbia, RCA Victor and Decca.

The Sunset Tower is but a few blocks up Vine Street. Liberty Records recently purchased the Gone and Sunset boulevard building seven years ago. An old expense line-up to add its bunter to Hollywood's new record row.

HOLLYWOOD—The Diners Club has named its major label product including albums from Columbia and RCA Victor Records, as its "Diners' Disk Club Offer for Members: Major Label Picks." Col., Victor, Mercury Albums Will Be Included in Listings.

By LEI ZHIO

Diners’ Disk Club to Offer Members Major Label Picks

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By LEI ZHIO

Parke-Bernet Sale

NEW YORK—Sale of 150,000 rare 78s and 7,000 albums and 75,000 singles from the Granger's collection, to be auctioned by Parke-Bernet on December 2.

The sale, which is the largest single collection of music records ever offered, will be presented in two sessions.

The first session will be held on December 2, the second on December 3.

The sale includes a large number of rare and unusual records, including some that are hard to find, and will be sold without reserve.

The sale will be held at 2:00 p.m. on both days.

The sale will be conducted by John H. Brown, the firm's head of music sales.

Midsummer sales on Singles "'58

NEW YORK—Sales of singles during the midsummer months were up sharply over 1957 levels, with LP sales up 26.3 per cent over the same period last year. Sales of LP's were up strongly in the second quarter, continuing a trend that has become more and more pronounced in recent months. Sales of 45-rpm records were down slightly from the first quarter of 1957, but with the increased number of new albums, as well as the detailed figures that follow, were obtained by Billboard from the New York University Continuing Survey of Recorded Music.

Every month The Billboard furnishes subscribers to its research services with complete statistical information on record sales in retail stores in the United States.

The actual figures in units for the Eighth Period Report of The Billboard Index of Recorded Music, May 20 through August 15, 1958, are as follows:

\[ \text{Total sales of singles: 11,800,000 LP's were sold in the period, representing a 45.7 per cent increase over the same period last year.} \]

\[ \text{Total sales of 45-rpm singles: 4,570,000,000 copies were sold, a decrease of 22.3 per cent from the same period last year.} \]

\[ \text{Total sales of albums: 2,600,000 LP's were sold, an increase of 39.3 per cent from the same period last year.} \]

\[ \text{Total sales of 45-rpm albums: 300,000 LP's were sold, an increase of 18.5 per cent from the same period last year.} \]

Committee Staff Analysis Scores Decree Amendments

WASHINGTON—The essential failure in the attempt of the proposed ASCAP Decree to distribute and license in the American Society of Composers, Authors and Publishers is being cited by a staff assistant in a staff analysis prepared for the Roosevelt (D., Calif.) committee of the House of Representatives. The report is expected to be released today by the committee, which is to meet with the Committee’s 1958 Republic decision on the wireless issue, and is to discuss the issue again in the upcoming discussion of the Decree terms, to be held here this week. The committee is to discuss the terms of the Decree with the ASCAP and ASCAP attorneys have some reservations about the effectiveness of the staff analysis questions their fundamental abilities to make the ASCAP board reiterate that "they are the servants of the membership, not the masters." Even more bloody, the document 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 attention to the question.

The Decree’s terms will likely be revised by the Roosevelt committee, which is to meet with the committee on the wireless issue, and is to discuss the issue again in the upcoming discussion of the Decree terms, to be held here this week. The committee is to discuss the terms of the Decree with the ASCAP and ASCAP attorneys have some reservations about the effectiveness of the staff analysis questions their fundamental abilities to make the ASCAP board reiterate that "they are the servants of the membership, not the masters." Even more bloody, the document 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 attention to the question. The Decree’s terms will likely be revised by the Roosevelt committee, which is to meet with the committee on the wireless issue, and is to discuss the issue again in the upcoming discussion of the Decree terms, to be held here this week. The committee is to discuss the terms of the Decree with the ASCAP and ASCAP attorneys have some reservations about the effectiveness of the staff analysis questions their fundamental abilities to make the ASCAP board reiterate that "they are the servants of the membership, not the masters." Even more bloody, the document 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 attention to the question.

M-G-M All-Out Goodman Push

NEW YORK—M-G-M Records has launched an all-out push on its newest recording, "Goodman Comes Out," recorded by Benny Goodman. The push includes a series of newspaper ads with text rediscovered by Goodman interviews with leading critics. For labels, there will be a new Goodman album with big windows, counterm, etc. The results of this promotional effort are being offered to dealers on the campaign.

As a result of his ability to talk, he can get plans from labels, which is a package of five each of Vol. 1, 2 and 3 along with a plan B2 in all albums, and Plan B which has three each of Vol. 1, 2 and 3 sold as one big window, counterm, etc. The results of this promotional effort are being offered to dealers on the campaign.

Liebenson, head of the Diners' Disk Club operation, refused to confirm or deny the report that he will be handling major label records. He said it against the club's policy to reveal any plans until all options are available for purchase, or offer the size of the club's membership.

When the formation of the club was announced some weeks ago, it was announced that the club's membership, which had been set at 10,000, was increased to 15,000. The club was formed to allow members to purchase major label records at a 10 per cent discount off the retail price. The free membership can be offered from the label's current October package release.

Furthermore, this places Diners' Disk Club in the position of being able to offer its members product received by the labels who own companies, and that the club is determined at press time whether or not, and the club will be able to determine at the first time it unveiling its line-up of major label merchandise. The club is expected to inform its members within the next few weeks of the line-up of major label product to their album roster.

The club's vice-president, M-G-M's head of the Diners' Disk Club operation, refused to confirm or deny the report that he will be handling major label records. He said it against the club's policy to reveal any plans until all options are available for purchase, or offer the size of the club's membership.

Sylvester Ryan, ASCAP's honoring the label, and the administration of the National Academy of Recording Arts and Sciences have (Continued on page 4)
The complaint of Chicago pub-
lishers is that the country’s oldest
radio show, “Don McNellis’s Break-Through Club,” aired over 360
stations, is now blacked out of the
ASCAP log, unless it is caught by

Perfect to Deb
Pops & Classical

BUFFALO Disk Dealers Band

Lanza Heart
Attack Fatal

Ovens Heads
UA Promotion

Coed Adds to
Field Staff

New York — Epic Records
has announced sales records
which will retail for $1.98
for a 78, and $2.50
for a 45, which will contain both pop and clas-
sical albums on its first release, which will go on sale
October 19. It will have four
acts and five classical items, most of which are available both in stereo and mono.

Pop releases include sets by
Louis Armstrong, Bing Crosby,
Tapscott Sings, two albums by the
local group, the Blue Barns,
Male Chorus of Frankfort, the Jean
Scapio Ork, Chaquito and his Orch,
the Latin American Trio and Ork,
and the Guido Paccini Quartet.
There is also a home talent set with
the Banda Taurina Espino.

Classical releases feature the
Chicago Concerts Orchestra under
Pierre Dervaux, the London Philhar-
musica, the London Symphony under
Walter Goehr, an album of “Aida”
Highlights by the Parma Opera
Patrio Dell’ Opera of Rome, and
Highfield Town, Gluck’s “Heracles”
with Mattild de Dobis, Grace
Hassig, Arnold Simonett, and
Heinz Rohn.

Chips Pubs Irked by
Radio Log Switch

Chicago — Fifteen ASCAP
publishers here have retained
a lawyer to redress the
impact of the dropping of the ASCAP
radio network from ASCAP’s per-
formance royalty lists.

The controversy arose after
Stephen Schaeffer, ASCAP’s
executive director, wrote to all members recently that
the procedure for logging radio
play had been changed by
a New York search firm, Joel Dean Associates. The
firm, which had furnished sampling of local
stations and ran the ASC net on
the ground that the ASCAP
plays did not justify the expense of logging.

The controversy flared up into
October 1.

New Singers, Pianists on
Col. Rec.

New York — Columbia Reco-
serts has been giving a ball sing-
sing and pianists this week.
On the stage of course has
projected itself to the New York
public, who has said, second con-
ract of the Department of Justice
will have been his antitrust
officer replied that he is “looking
into this problem at once.”

Next week Schaeffer
will present the complaint to
the New York high of the]
said, second contract

DRIFTWOOD, PROFESSOR of FOLK-SAGA MAGIC

New York — RCA Victor’s
buff, Jimmy Driftwood, whose ac-
ding to the New York
“team” is often credited with
founding the folk-saga record
via the phonograph. (1) Proof of its claim
is that its $1.49 product is equal in
to Doggie, the dog of Driftwood’s
outings, and — the whole
worldwide demand for his songs has
been a steady increase.

Driftwood has won over 1,000,
Songs so far have “scraps”
which he found, patched and revived.

RCA Victor

Big City Little Dealers
Catch-on-Sub Rosa

New York — A concerted,
large-scale co-operative ad
program is being launched by
the Associated Record Dealers
of New York and New Jersey. The
campaign was approved by the
Consumer Products Division,
as a poll of TV set manu-
facturers was reported by the
Engineering Department of
the trade, and will public-
ize the standards throughout the
industry.

The campaign will be for a
two-month period, and will
in “the same pages where all the
big distributors have been running their ads.”

The campaign will be executed with
special emphasis on areas served by member deals-
ers. The ads will be placed by
the Association, which is an
organization that will charge
for a lower rate for the same
amount of space. Each ad will
list the addresses of all members’ stores
who are taking part in the camp-
aign. Present indications are
that between 75 and 100 individ-
ual dealers will participate in the pre-

1st Birthday for Colpix
This Month

New York — Colpix Records
celebrates its first anniversary this
month. The company, subsidiary of
Columbia Pictures, was brought up by
two principal properties in its first
year, Jimmy Driftwood and Nina Simone.

Driftwood is credited with
three major records, and his
voice was never so sweet.

Colpix has now added three
new acts, and the company has
bought a studio.

This month the label has
signed four new acts, and will
proceed with its current line-
del of the record.

The label is now continuing with
its promotion of “The Legend
of the Year.”

Holdings—Top Records
extends its 10-free LP
Giveaway Plan

Hollywood — Top Rec-
ords is extending its 10-free al-
bom offer for an additional 30
days after an avalanche of
more than 1,000,000 LP’s have
been shipped.

The offer was first announced by
Top’s President J.J. Drash.

Dealer response to the offer has been un-
precedented, according to
Drash.

The offer was the first to have
been used by Top’s in its
history.

Big City Little Dealers
Catch on-Sub Rosa

New York — An interesting
small dealer co-buying pattern
has been established by
some of the smaller cities
about the country.

Many smaller dealers are
beginning to show an interest in
the co-buying plan.

Their interest in the plan
is growing.

Dealer coverage of the plan has
been good.

The plan is now being
extended to other areas.

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CAPITOL RECORDS AND ITS RECORDING ARTISTS GRATIFY 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 Group
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 Van Heusen)
"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

MARK MURPHY
Best New Artist of 1959

THE HOLLYWOOD STRING QUARTET
"Villa Lobos String Quartet"
Best Classical Performance — Chamber Music including Chamber Orchestra

FELIX SLATKIN
"Cello Galaxy"
Best Musical Performance — Chamber Music including Chamber Orchestra
R&B YANKS INVADE BRITAIN FULL-SCALE

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

Only recently, the well-known Chicago-based primitive blues artists, Muddy Waters, also won the plaudits of British blues fans in a concert tour. And the word is that a return visit is to be paid a return visit. Meanwhile, just this week it was announced that rhythm and blues singer, Champion Jack Ducre, of Atlantic Records, would arrive here for a one-month visit beginning November 1. Ducre 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, Dianna 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 Homes and Lizzie Miles.

In the orbit of folk blues, Josh White, for a favorite in Britain, arrived, 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 through Jack Green.

To Syndicate
C&W TV-er

HOLLYWOOD—Nat "King" Cole of the KABC-TV here, producing the set on video tape for TV syndication at the Rockmart Studios here, where Cole has been located for the occasion. Taping is being done by Mobile Video Tape, Inc.

Included in the talent line-up are Joyce August, Benny Carter, Gordon Terry, Shirley Cradell, the Eighty-second, Mary Roberts, Randie Sear, Jim Reeves, the Sup- Duprines, and Bobby Brown Junior, the technical staff.

A company has also released its first LP catalog. The 32-page, full-color catalog contains complete information on their 96 albums. Song titles, a complete listening guide, a numerical listing and price index are included. The catalog is complete for the past six months, the first record of the catalog. Second records, a musical category breakdown.

Don Costo, U's ad's chief, is about to open a record a jazz album, featuring arrangements by Bill Potts. This Rodgers and company session is by label and an LP soon.

SORD to Call

- Continued from page 3

A-A "The establishment of a national merchantile committee with representatives of manufacturers, distributors, retailers, and others will do much toward promoting sales promotion and distribution. The newsletter reports also that diplomatic relations are being estab- lished between the U.S. and Britain's Gramophone Record Retailers Association. The British group, in turn, has written to Charles A. Simmons, publisher of the Billboard, and has asked them to consider a trans-Atlantic cabal. According to the newsletter, Tipple wrote.

The chart that has already been affected by diverse factors in the near future, we could learn a great deal from your experiences. At the current meeting in "The Billboard" dated June 1, 1959, we entirely agree with the claim that the DJ's are of great and impressive importance to artists and producers, or deathly, for the rights and privileges of the host-club record retailer. We would like to place on record our complete approval of your efforts to work for the best interest of every success in your venture.

Diners' Disk Club

- Continued from page 3

ship, it would enjoy sufficient buy- ers. In this case it may want to select for its mem- bership the most interesting artists. The "Billboard" last week confronted Solomon with this statement to which he made the following response: "Many of the most successful and major company albums means that "Diners' new has that buying the clubs, there is a strong claim that to answer this query would be divorcing the size of the club's membership.

UA Skeds 8 Packages For October

NEW YORK—United Artists, releasing eight LPs in October. Included are the second track from the number one R&B charting, "Odd's Against Tomorrow," by John Lewis; the first two albums in the series, "The Adventures of Yank in" by the famous Whirlitzer pipe organ team, "Serenade" by Irene Kral and two classical albums, "Love the Theme of Rome" and four baroque compositions by Stockwol and the "Suite for Strings" and "Symphonies" of the "Amazon" by Bida Sory. An LP of flamenco music by Caro Castejon and a jazz and a set, "Easy Listening," by Leo Morgan is a part of the Fuller series- complete the release. The discography has joined a nation- al campaign with Spring Mill, distributors of Springmill records, involving Comic Records, "..." and "..." both are set. Ads will feature the picture of the thrush.

The company is about to urge and complete the release of its first LP catalog, the 32-page, full-color catalog contains complete information on their 96 albums. Song titles, a complete listening guide, a numerical listing and price index are included. The catalog is complete for the past six months, the first record of the catalog. Second records, a musical category breakdown.

Don Costo, U's ad's chief, is about to open a record a jazz album, featuring arrangements by Bill Potts. This Rodgers and company session is by label and an LP soon.
MISS FASCINATION
JANE MORGAN
HAS A NEW SINGLE HIT
HAPPY ANNIVERSARY
B/W C'EST LA VIE, C'EST L'AMOUR/K305

Have you heard
"I'M IN LOVE"
the love poem read
by Jane on the
Ed Sullivan Show
K304

KAPP records
Chess Records presents
THE NATION'S NEXT NO. 1 SMASH!

The Original
THE HUNCH

by
PAUL GAYTEN

ANNA #1106

Distributors—Disk Jockeys—Write, Wire, Phone
ANNA RECORDS 588 Farmsworth, Detroit 2, Mich. TE 1-7474

“DEVOTED TO DEBBIE”
EDWARD REDDING
CHESS 1741

“BROKEN ARROW”
CHUCK BERRY
CHESS 1737

“LIZA JANE”
DALE HAWKINS
CHECKER 934

“IF I COULD ONLY HEAR”
L. C. COOKE
CHECKER 935
**Brazil Diskery Sets Up U. S. Operation**

NEW YORK — Nilos Santos Pinto, chief of Gravacsa Musidisc, Ltd., big Brazilian independent record firm, is planning to go into an international operation. Pinto has organized Musicas International, Inc., an American operation, with offices in New York and Los Angeles. The firm plans to call for the release here of approximately 30 LP's annually, and a 45-rpm label, the latter being aimed at the American market. First releases are scheduled for November.

Pinto, whose Brazilian headquarters are in Rio, has additional offices in San Paulo, stated he also plans to handle some firm's own production. The LP product, of which four per month or about 50 annually is expected to be released in the initial schemes, will be priced at $5.99 and $9.98, for stereo and monophonic, respectively. A 12-inch stereo LP 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 when he has enough personnel, plans to handle 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 disc jockey and critic—then branched out into his own firm's manufacturing and wholesale. His studio and plant operations are completely modern, and its facilities are used by other labels. Pinto recently announced that the debut album will include "The Magic Strings," employing two separate 40-motion effects. It will be a package; The Pan American Orchestra, the 21-member Indian and Latin standards, and "Opera Fantasia," instrumental performances of noted Brazilianists.

Pinto is now arranging his distribution setup in New York.

**HOLLYWOOD — Robert Krueger last week was named acting director of Capitol Records' legal department. He will be in charge of the department's operations. Krueger comes from the Northrop Corpora-
FABULOUS!

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

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 many distinguished greats

MGM RECORDS presents

BENNY GOODMAN
TREASURE CHEST

Individual LP's $3.98 each. Extended Play Sets (3 records to a box), $3.98 each box.

THE BENNY GOODMAN TREASURE CHEST

Performance Recordings 1937-1938 by
THE ORIGINAL ORCHESTRA, TRIO AND QUARTET
featuring
BENNY GOODMAN CLARINET, HARRY JAMES TRUMPET, GENE KRPJA DRUMS
TEDDY WILSON PIANO, CHARLIE CHRISTIAN GUITAR, LIONEL HAMPTON VIBES

SAXOPHONES: Hynde Shorter ... ore Brown, J. Henry-Jones, George Koonig
CLARINET: Harry Matterson ... Eddie Hobbs, Blake Ruston
TRUMPETS: Harry McEntire ... Ray Ralston, Vernon Brown
TROMBONES: Harry McEntire ... Artie Bernstein, Ted Smith
TRUMPETS: Tony Kottler, George Koonig, Harry McEntire
GUITAR: Allene Willis
PIANO: Ben Selick

ASSISTANT: Fred Bickford, Wade Allman, Howard Hamblen

www.americanradiohistory.com
Competitive Activities Studied

- Continued from page 2

...by next spring or summer. Spokesmen for Campbell said in
roads of discounting and rackers were bad but he felt the "under-
out of all" was made by the
province, that in effect, shut
the dealers out of major advertising
of merchandise which both
were in the Billboard.

"They expect to carry huge
inventories, provide services, prof-
and sell their wares - while they build up their club sales rather
than maintain their own stores and
customers out of the retailer's
store.

The outspoken owner of the
newly expanded Disc Shop (The
Billboard, May 4, 1959) Dan Dan-
geriz, said: "What the clubs do now seems to me to be far from
what they originally intended to
do. Originally, he said, the Co-
club was designed "for the retailer." In contrast to earlier rec-
ar 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. Today, smaller numbers of
buyers were slated for the dealers for
mailing lists.

But as time went on, the clubs "dropped the dealer down into small
sales," Daningerz said. "Club sales were
pressed with tremendous advertising,
and catalogs, plus promotion of the
"homes" records which, in effect, gave the club a very
low cost reproduction they could not get at the retail
record store.

Daningerz said that before the club
Disc Shop classical sales were 80
per cent of his total vol-
but now have dropped to be-
over 50 per cent of the total.

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 mu-
cis to capture sales.

Daningerz does not accept the
claim that the big companies had to
use the clubs to stabilize a mark
for their top assets 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 ad space? These artists need
the big-name prestige to get book-
ings."

Jack Robber Blunt

Daningerz said he also gave the
jobber the responsibility of the
rack jobber, who is "as bad if not
worse, competitively, than the rec-

club. The jacker, as a com-

petitive outlet against the retailer,
not only gets manufacturers' price
preference and direct buying privi-

lege, but can also effect the
"cream of the crop" with
100 per cent retail privileges, the
dled on.

Daningerz thinks this should get
special attention from the F.T.C.
"The racks have it so they are
offering retailers their sur-
plices at cutprice rates."

"Some are even going into retail
shelves of their own, under dif-
iferent names."

The Disc Shop proprietor saw
foregoing significance in the closenest of the Billboard record
operation, "when a pioneer jazz
Earl Campbell closed out records..."
"It puts a chill down my back,
and I'm afraid, this will have to
be next. The competitive pres-
ure may literally push the retail
dealer as we know it now, out of
business."

None of the dealer's areas
expects quick action from the F.T.C.
"The FTC needs an early start and
to keep on it, or we may stretch
ourselves out of a "price" near,
and by far the most original style-wise — were his swinging, hard
driving, rhythmic numbers.

Antonio Merlii's cork-popped by Daningerz's own pianist-con-
ductor Richard Berlin and drummer Ronnie Zhao — provided
excellent backing. Selections included Daningerz's current favorite
single "Mack the Knife," an artistically integrated "Splish Splash," "I'm a Woman," and "I Can't Give You Anything But Love Baby."

The rest of the generally tasty Jack Entmiller production did not impress, such notably starry cast did not impress, such as seemingly energetic acoustic turn; standard dance team Angie Lee and Jack Warne, with all-star, eye-catching chorus girls. Only the disappointment on the bill was Lili, who cheapened what could be an attractive turn by getting overly chummy with the male segment of the audience and catching her bouquets of paper.
Wax Artist Pacts Stress Pic-Disk Tie  
Continued from page 1

Columbia is the British thoroughbred of Chris Barber, which provides the jazz music heard in “Look Back in Anger,” film version of the prize-winning Broadway hit.

At first Beale Street.

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, “On the Road.” M-G-M will release the track package on which will be heard Andre Previn, Gerry Mulligan, Shelly Manne, Red Mitchell, Art Farmer, Charlie Barnet, Buddy Clark, Red Freeman, Art Pepper, Bob Newhart and Bill Perkins. Through Carmen McRae has also been signed for the pic, which in turn marks her film debut.

Meanwhile, Paul Anka, who has been a young virtuoso of films with his third movie appearance under his belt, is low on the road, heavily plugging his latest film, “Girls Town” again highlighting the value of teen-agers as record artists in filmland. Anka, red-faced on the disk front, is with the touring Dick Clark caravan as part of the stars moving country. Anka plays the film at all performances.

Court Vetoes

Continued from page 2

and Bogart Music, to be sold at auction, Bleeze Bourne appealed to the New York Supreme Court in an effort to stay the sale of the estate. The case now goes back to the Supreme Court with the question of whether the three corporations should be dissolved for tax purposes and the money given to the estate. The Appellate division of the court held that the three corporations 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 Bleeze Bourne, there is more than enough money in each corporation to pay any taxes or for any other necessary purposes, and in the future, the firm is understood to have cash assets of $1,000,000.

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.

WAX ARTIST PACS STRESS PIC-DISK TIE

400,000 Shares

mca inc.

Common Stock

(Without Par Value)

Price $17.50 per Share

Copies of the Prospectus may be obtained from the underwriters.

LEHMANN BROTHERS

October 9, 1959.

GIVE TO DAMON RUNYON CANCER FUND

ARD'S Co-Op Ad Plan

Continued from page 4

others do it. Why shouldn’t we? Besides with us, they’ll really be special and they’ll only last for a week. We need to get some off to get some in.

To the set will offer free listening privileges in every member shop and we’ll give customers a Monday exchange privilege. A buyer will be able to make his exchange in the regular store, not necessarily the one where he bought the record.

“Frankly,” said Bondy, “we hope to pull customers away from the record clubs this month and also we think we can do it. I can tell you that all of us have had more and more people coming in to com-

Jimmy Driftwood

Continued from page 4

others are completely his own. By training and inclination, Driftwood was influenced to become a dedicated folklorist. “But I never ex-
pected to make any money out of it,” he added. “Now, my association has become my vocation, for songs like 'The Battle of New Orleans' are being done in Spanish, German, Italian and other lan-

Columbia Battle

Continued from page 2

Coat publicity department, headed by Anna Fulchino, giving the label professional press rela-

tions in this area for the first time in its history, added to its power. For years, Capitol Records dominated this area of the music market. It went unchallenged since this was the firm’s headquarters and the heavy marketing efforts of the other major were no match. Bob Shearer, who had been with Columbia, Lefty Jenkins, and Jenkin’s new, hard-driving RCA Victor distribution setup decided to knock 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 area. Capitol is making an all-out effort to regain its top rank on the I.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 $57.50 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 stepping up of large disc count record operation from getting started in the Buffalo area. Dell said the group is helping orga-

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

plain about the highs and the fact that they get room and the fact that they want to have a much better idea what they need and want today for their systems,” he remarked.

Also on his list is gradually beginning to sink in. It’s being understood better that we need to have a much better idea what they want and need today for their systems.”
TOP RANK INTERNATIONAL PRESENTS ITS PREMIER ALBUM RELEASE

A "SOUND" PRODUCT OF DISTINCTION FROM THE WORLD WIDE LEADERS IN ENTERTAINMENT

DOUBLE BARREL MARCHING DIXIE
The Bourbon Street Barons

THE STRINGS SING
The Knightsbridge Strings

THE MELODY LINGERS ON
Georgie Auld and The Mello Larks

DANCE EVERYONE DANCE
Phil Bennett and His Orchestra

THE STRINGS SWING
The Knightsbridge Strings

MY KIND OF BLUES
Debby Moore

THE SONGSTERS

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

MONOAURAL $3.98 / STEREO $3.98
DEALER TELLS:
How Recorders Sell
In a College Market

By ROY J. BARAT

ITHACA, N. Y. — Why sell
recorders in a college setting
when you can sell a Clevite
motors more profitably?

"But," is the answer given
by a sophisticated manager of
a college electronic sales firm.

"Putting the record in the
library or the dormitory is
the way to sell recorders.
With an educational emphasis,
the time to develop a
smoothly working program is
now.

"We started merchandising
recorders more aggressively with
the view that the sooner we
promote the item, the more
likely customers will keep the
item at the college.

Quality With Weight

So Lent salesmen began to
sing the praises of a heavyweight.

"Custom-built units are
the only ones that will
make the future," Lent salesmen
would say. "If we don't have
these units, we'll lose our
business.

"Schools and colleges
are becoming more
aware of the
importance of
recorders.

So Lent's advertising
is directed more
strongly at
this market.

HOME DECOR THEMES
1959 HI-SHI SHOW

Continued from page 1

GF Seals Free Home Trial on
Cartridges

NEW YORK — A 10-day home
trial 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,
you would get a new
to the dealer within
10 days on a money-back
 guarantee basis. Thus,
the cartridge is undamaged except for normal

S. J. Welsh, components market-
 ing manager, said that the hi-fi
man is becoming more
aggressive with a steady
beating of conflicting
 reports, claims and counter-
claims that all stereo car-
tidges now available. Now
a customer may try a
electri
cal VR-22 stereo cartridge,
take it home and listen to it,
and if he is not satisfied with
its performance, he can re-
turn it within 10 days for
full refund of the purchase
price, no questions asked.

Zenith Radial Speaker Put
In Portable

CHICAGO — Zenith, which
highlighted its console stereo
series with its optional Radiodrome
dual speed record changer,
now has introduced a portable
unit with the twin record-changer
in-the-cabinet feature. It's
the carry-along to bring
to the total number of
two-channel carry-along in
the line, the most important
unit. However, the Zenith
is the only one in the line
with a 10-inch woofer in the
massive speaker cabinet of
the cabinet house twin
Radiodrome Five-and-a-quarter
inch cone-type tweeter, which
can be removed easily for
flanking the master unit,
but "Operetta" packs a 20
watts dual the field
amplifiers and
bass-cut and treble
controls, and stereo and
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 board of Kinetmacs,
local electronics accessory
manufacturer, work out. It's known
that Leonard Fish, president of
Kinetmacs, is studying possibility
of producing an oscilloscope with
triggering capability for
records, and his company has
been available only to profes-
sionals because of the high
prices of $400 and up. Fish, when
questioned, didn't want to comment
but it is known that he plans to introduce
the oscilloscope for between
$100 and $125.

If audiofiliates are able
to obtain the scope, it will
be an important addition
to the home testing
oscilloscope as planned by
Kinetmacs, it will provide for
the first time the probe of
test equipment. Not
only will it be an addition
of a new tool for the
professional stereo
life, but also for the
enthusiast who
wants to get a
complete
scope of the sound
range. By utilizing a two-track
oscilloscope, the record changer
could test either the disk
itself or stereo real or merely a
hopped-up monaural disk.

Silvers Asks
SEC Go-Ahead On Stock Deal

WASHINGTON — Reck-O-Kut
Company of Cerritos, N. Y., which
has been trying for some
months to get SEC approval
for registration of 2,000,000
shares of common stock, which
is to be issued at $20 per share,
with underwriting by
Cowan-Kramer, has
announced that the SEC has
given the go-ahead.

Reck-O-Kut prexy, George Siffer,
said the firm would issue $40,000
of the proceeds of the stock sale
for production of new stereo items,
and about $6,700 to repay
loans, and the rest for corporate
depenses.

The part played by Herb Brown,
general manager of Ampex Audio
Research, and of the National
Record Industry Association,
Inc., has been suggested by
IHF and Logan also came un-
expected. The IHFM was
launched by the IHFM directors
for his efforts but, before the meeting
showed a definite break in the
organization became less moderate
and was decided but the IHFM
for throwing the membership of
the MRIA on Logan's side. The
MRIA was then re-elected and
concurrently with the
IHFM's.

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

"Let's continue to explore," said
Brown after his speech

But the IHFM position was
confirmed by every speaker, one of
its directors, when he told the
meeting he believed they had "doned ev-
ery possible to bring about a
meeting of minds.

IHFM chairman George Silber
stressed toward the end of the
discussion that Logan and the
MRIA were using the Log-
non problem as a lever to
gain an advantage that had been
out that, during negotiations, Brown
asked for a slice of the take of the
West Coast shows for the MRIA.
He felt that, by throwing in with
this position, Brown had said "the force
in money.

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

"I need to tell you that the board
that the MRIA move to Logan's
position was rejected only by the fact
that Logan had sewed up the best
locations for high fidelity shows in
the West Coast. Logan made the
bid for a slice of high fidelity shows
on the IHFM proposal was based
on MRIA getting a percentage of
attendance for the IHFM's shows,
the IHFM's last year's show.

"But there's only the West Coast
and we have promotion facilities
and we have to get a good
attendance," Brown said. "If we
didn't help bring in new people we
wouldn't be here.

"We only want one show," Brown
continued. "We don't want years.
"We are willing to negotiate.

Some dissent to the MRIA pos-
tion was registered by one of its
members, Ray Ward, Stur Bros.

Bob Walcutt
Resigns Walco
Manager Post

NEW YORK — Maurice R.
Easin, general sales manager of
Clevite Electronic Components
Division of Clevite Corporation,
Cleveland, has been appointed
manager of Clevite 'Walco,' East
Orange, N. J., phonograph needle
and cartridge division of Clevite
'Walco' is part of Clevite
Electronic Components.

Easing's appointment is in addi-
tion to his regular position as
principal traffic manager.

Herb Bodkin continues as dis-
sale manager of Clevite East
Orange, supplemented by Paul
J. Wood, branch manager, and
Richard Stewart, manager of
administration. David Kerr Jr.
continues as manager of the Philips
Rental plant.

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

SIDES 1
Romessville
Cool It at the Coliseum
Serenade in the Night
Flippin' the Pizza
Come Back to Sorrento

SIDES 2
Caesar's Pad
Cafe Roman Candle
Rebecca
Cherry Ferrari
Farewell to Rome

Superb CLA-SONIC-SOUND
MONAURAL and STEREO
CS-LP 5003
Hi-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 HFM lunchbox 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 behavior.

"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. Component 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 system."

He took the manufacturers to task for lacking an advertising approach.

"Look at this," he said, holding up an omnibus-type ad from the Sunday Times. "First, you give the customer what I call 'choice 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 has no position to interpret if he's an average consumer.

"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 manufacturers is the 'physical quality' of the product and 'emotional quality.' He underscored the fact that the average person doesn't buy hi-fi components or radios. When he buys beyond buying products for basic needs, he buys person with his emotions."

"When a dealer has a customer in his store," 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 a later date, if the customer's memory is rough, he says to himself, 'I don't hear any difference between hi-fi and old-fashioned' 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 a 'negative word-of-mouth,'" he said. "There are 3,000 repartees and those are like them. They're made to feel conscious however when their friends visit and

FROM ONE WHO LEARNED

This enlargement shows a diamond-needle tip sent by a disappointed user, who learned all diamond needles are not OK. Shows what happens if a heat bubble forms when a chip is welded on. Can't have a diamond Needle that uses only the whole diamond set down in the asbestos shell.

In Canada, Cahn, W. Pandish, Ltd., Terry.

DUOTONE DIAMOND NEEDLE "old remembrance"

RIGHT: Dupont.

Jude B. "Sure, Duetone's whole diamond can't break off.

Rady Cutting Bing-Satchmo Dust Package

HOLLYWOOD — So Rady this week will start recording Bing and Satchmo for the second package to be produced by Project Records. First was recently completed "How the West Was Won," a tribute to the art of film adaptation of the Life Magazine series. It's being released via RCA Victor Records on a de luxe offering including text and four-color illustrations.

New albums will be tagged "Bing and Satchmo," featuring the performances of standards with the Billy May orchestra and his company. Special versions of the sides will be released by the respective composers to benefit the Motion Picture Relief Fund. "Satchmo," consisting mostly of material aimed at giving the evergreen a fresh ring, and at the same time dovetailing the material more closely to the performers.

Sumsheets who have made the special adaptations include writing and music for the release of the album.

How to Sell in College Market

CONTINUED FROM PAGE 14

SALES MANAGER. He pointed out that the MRIA board of directors was the last time the Logins showed and that the salesmen agreed to pick up the material and how they felt. Briefly: Through the Billboard that the board of directors would tell them their procedures and who in the organization for the membership at large.

The West Coast opinion was that "Joe was using a selling sales exec. Pops played an important role in negotiating the two forces. He pointed out that the general public was also finding out what was happening to the mental and physical health and that he felt two shows in the California city only add to the general confusion.

"Let's have no two shows," Pops said in a last minute appeal.

Every Fisher, Fisher Radio top per., struck up the violin part of the HFM by saying, "I don't know Mr. Logan. I don't know if I do know 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."

Roller-Karl gets George Silver, never known to be one to beat around the bush. He said, "There's been a lot of propaganda from the West Coast that the exhibit spaces were the ones to. I don't and I don't think you should in the rider looking for a vast buck. We've come down to the point where we should have gone in negotiating with him."

And that's where matters stood at the luncheon meeting broken up.

make them feel foolish for enjoying component hi-fi.

High fidelity exists as a nebula. People who have never had an opportunity to try it are forced to face the whole thing as an "emotionally unacquainted."-

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

"The audiophile is no longer 'your customer. You are face with a diminishing audience. You have been selling your product related to a hi-fi, a stereo tape recorder, music and the engineer. And there are changes at the crossroads or close to it.

"If the average customer, in the course of his daily life has buying decisions to make and he's going to fall at 100 on that scale," Gilman said.

This story is a two-armed pugilist. Each employer is protected by his name and address of the prospect during the first few minutes of the conversation. If the person leaves the name and address are noted in a small note

Arvin Adds to Marketing Group

COLUMBUS, Ind. — Arvin Industries, multiple manufacturer of materials ranging from photo-resist to electronic circuits thru a long line of electronics, including a full line of stereo portable packages for its new marketing division, with J. W. Miller, veteran of Betty Crocker, as assistant to Gordon Riter, marketing chief. Replacing Miller was Edward W. Johnson advertising and sale promotion, Theodore Robinson, president, with Arvin since 1952, will also be a member of the firm's managerial team.

Berl, Saalman, Cahn, Frank Loeber, Johnny Vag Hennes, among others. Rady currently is negotiating with several majors for the release of the album.

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2 HOT LABELS

RAECOX

EDMOND HALL
RUMPS 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 Patti 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 #5-121

ENRICA-RAECOX Records, Inc.
1697 Broadway, N. Y. 19, N. Y. Circle 5-0640-1
JAZZ 78'S ROCKS: Station WKPX, New Kensington, Pa., was selected to handle the "Fling" of the year so successful that the earlier trip to New York. Included on the second floor of the hotel's lavish lobby is the "Blue Room," where 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 milk chases on a daily rock 'n roll variety show over WTLC, Philadelphia. His broadcasts are being handled by Bob Nelson. The station is also getting its own " Overnight" show with William Jenkins. The station is also getting a new Sunday afternoon show on WDIP, Pittsburgh.

Bob Larimer, now the program director of WCAO, Baltimore, ... Glenn C. Jackson has succeeded Fred J. Walker at management of WOBX, N. J. Walker Hotel in placing CBS, Cleveland. Arnold Schott, ex-WRVM, Rochester, N. Y., is a new program director of WOBX, Buffalo, and WKNY in the daily 4-8 p. m. time slot is Jerry Stevens, formerly all-night man at WRWV, Albany, N. Y.

New appointments at WKK, St. Louis, as well as ... are pipeline to the personnel. In the temporary house by six beautiful models before he enters his underground home.

PUBLIC SERVICE: KICU, Denver, has started a "Wake-Up" across the country. Residents who respond to the signal will receive a daily call at the time they have selected from the program. The call will be sent to each recipient at the time any desired, provided it is within its broadcast period of six to nine a.m. The station has also launched a Saturday feature called "Shop Around," in which the star of the show is a guest at various stores.

The 100,000,000 disks now in use, highlights of school happenings and topical items of interest to the listeners.

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

CONTESTS & GIMMICKS: Tulsa's Les Lavon of KTUL will attempt to prove that a person can live 24 hours in a shell. He will occupy a shell sunk six feet in the ground, located on the main grounds of the Tulsa State Fair.

Telephone facilities will enable Parsons' 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 house by six beautiful models before he enters his underground home.

KOIL, Omaha, has started a contest that centers around singing with David Seville. Chimney Whisk. Listeners are asked to visit KOIL, in 25 words or less, their reasons for wanting to sing along with David Seville in a contest which will provide a prize for the writer of the winning entry. The station will be networked and the winners' names will be announced.

KESN, Portland, is in full swing on the "Kookie Hat" craze. Hal Raymond, who heads the station's morning show, has been asking audiences to send in descriptions of the straw," Kookie Hat." Many of their descriptions have been awarded odd prizes. Response from all age groups is indicating that the Kasaki Kensei hat, which started in Japan, is now sweeping the country.

The typical audience of the station is in its seventh year on the air. It is estimated that over 10,000 listeners have sent in their "Kookie Hat" ideas.

A popular neighborhood performance feature on the station is "Parsons' Picture Walk," where the attention of Manager Jim Parsons is focused on a particular corner. This week's show was in the "Kookie Hat" pictures. It will be broadcast on the air.

Bob Anne of WGBS in Miami has similar a response when he recently played the disc once every hour on his "Kookie Hat" theme. He claimed that it was the first disc to be played after the program's over.
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, Brent, ASCAP)—
Sands, born in two unusually charming stanzas on lovely ballads. "I’ll Be Seeing You" is rendered over a lush arrangement. "That’s The Way" is also sung warmly over superb backing.

Capitol 4259

August 29, 1959

The Cash Box
Best Bets

Tommy Sands
B+ "I’LL BE SEEING YOU" (Williamson, ASCAP—Parts) Lovely melody and nice backing. An expensive ballad. A solid ballad offering, too.

The Cash Box TOP 100

Best Selling Tunes on Records

Tommy Sands Capitol 4259

66 I’LL BE SEEING YOU

66 78 I’LL BE SEEING YOU

Copyrighted material
TENNESSEE JERRY has reached Nashville, Tenn., to record a song for a Grammy Award. The National Academy of Recording Arts and Sciences (NARAS) has selected their candidate for the “Best Country” Album of the Year. Sister Brothers Bing & Jerry are one of the prominent acts in the business, but Jerry is on his way to become one of the top country artists, with a new album of his own. The group, consisting of Bing, Jerry, and Bob, has been singing together for many years and is now working on a new album. The group has recorded many hits in the past, and they are excited about this new project. The album is expected to be released in the near future.

COLEMAN RAMSEY has released a new album titled “Country Classics.” The album features a variety of classic country songs, including “Silver Bells,” “White Christmas,” and “Jingle Bells.” Ramsey, a well-known country singer, has been performing for over 20 years and has released several albums in the past. This new project is sure to please fans of classic country music.

GREGORI KUNO’s new album, “The Best of World Music,” has been released. The album features a diverse range of musical styles, including Indian classical music, African percussion, and Middle Eastern modal music. Kuno, a multi-instrumentalist and composer, has been performing and recording for over 15 years. This new album is a reflection of his musical journey and his commitment to preserving and spreading world music.

PATTI PAGE has a new project titled “The Best of Country Music.” The album features a collection of classic country songs, including “Jolene,” “Coal Miner’s Daughter,” and “A Hundred Miles an Hour.” Page has been performing for over 60 years and is a legendary country singer. This new album is a celebration of her career and her dedication to preserving the traditions of country music.

PRINCE HARRY has released a new album titled “The Prince of Wales.” The album features a mix of contemporary and traditional music, inspired by the culture and traditions of his home country. Prince Harry is a passionate advocate for the environment and social issues, and this album reflects his commitment to these causes. The album is available now and is sure to be a hit with fans of Prince Harry and music lovers worldwide.

GET ON THE BANDWAGON WITH THE

EVERYONE AGREES IT'S THE BEST on...

V-TONE RECORDS

"THE HUNCH"

BY

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—
NOW! KATE SMITH

RECORDING EXCLUSIVELY ON TOPS

AMERICA'S GREATEST MUSICAL VALUE... STILL ONLY $1.49 RETAIL

TOPS

3 fabulous new albums! The Great Kate Christmas with Kate Kate Smith Sings Hymns and Spirituals

Dennis

Kate

Ave., Ca./I. 

industry!

Tops...

The company that revolutionized the industry! $3.98 quality for $1.49 + Full 40% mark-up on all LP's! 100% guaranteed sale + Direct sale to accredited dealers

Call...wire...or write

A Division of Precision Radiation Instruments, Inc., 5015 S. Paronne Ave., Los Angeles 28, Calif. 418 Lafayette St., New York, N.Y.

Among the great stars you will find on Tops Records... Les Paul


TOPS

Copyrighted material

MUSIC AS WRITTEN

Continued from page 20

1-6, and Nina Simone, for five days starting December 30. . . . Top singer Tommy Done 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 exclusive 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.k.r. men of half dozen or more labels constantly moving in and out of town. Decca's own Bradley recorded the Anita Kerr Quartet Tuesday morning, (0), and steel guitarist Buddy Emmons did a session for the label Tuesday night. Bradley directed a Wayne Walker session Wednesday night (7), and had a Dolly Parton slated for Decca Tuesday and Wednesday of this week (13-14). . . . Over at RCA Victor, a.k.r. man Curt Atkles began getting an album Monday (7), and directed a Don Gibson session Thursday (6). Atkles had just wrapped up a Floyd Robinson album for RCA Victor before Floyd left town for the p-a. spokesperson last week.

Other companies have brought Fred Foster and other a.k.r. chiefs into town. Foster directed a Billy Grammer session for Monument Monday 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 Chlayan, who wrote "Gotta Travel On." Chlayan, who has a master's degree in journalism 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 Edel picker a session for MGM Tuesday night (6) at Bradley, and Johnny Ferguson recorded for the label there Monday (5). . . . Jake and Sarah of the Lester Flatt-Earl Scruggs group, did a Friday a.m. session at Bradley for the Merri-Van label.

Jim Danny Artist Bureau has Stonewall Jackson set for the Dick Clark TV show October 27. He starts a chain of p-a.Y's Monday (12) which carry him to Baltimore, Albany, N. Y., Boston, Hartford, Conn., Cincinnati and Pittsburgh thru the 24th. . . . Colardwood 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.Y's thru October 24 in Tennessee, Georgia, Texas and Iowa. Dickens is booked by Jim Danny Artist Bureau, which has just inked the Judy Lynn Show, featuring Pat Kelly and the Shammocks, to an exclusive pact.

Chet Atkins goes to New York October 19 for an RCA Victor management meeting. . . . RCA Victor's Jack Cleanay has a new release out. He's the youngster who has penned several Johnny Cash hits. . . . RCA Victor critics are buzzing over Del Wood's "Grimm Rag." It's reportedly the biggest thing for the plan, since she's "Down Yonder." . . . Other new release out for RCA Victor are Hank Locklin's "Seven Days (The Hymning Song)" and Boots Randolph's "Sweet Talk." . . . Stringham and Curt Gibson have new releases out on the Capitol label. String's catchy is "Runaway Banjo Picking," and Gibson's release is "Don't You Think It's Time." . . . Brenda Lee, just back from Brazil, was taken off "Juliet, U. S. A." Saturday (10) on "doctors orders," Pat Twitty

Hollywood

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

Capitol is pushing "Mighty Low" out of Milt Buckner's "Rockin' Hamsound" 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 updated TV version October 13 on NBC with Jerry Lewis and Anna Maria Alberghetti co-starring.

Dick Van was named head of singles a.k.r. at World Pacific Records. He was associated with the a.k.r. departments at Dot, Mercury and America-International. Label prexy Dick Rock has saddled him with building new singles artists for the firm as was 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 (11), supported by Sam Butera and the Witnesses. Don Rullo alternates between rock and roll and Christmas songs in Capitol Record sessions, providing orchestral accompaniment for the Eligibles followed by 14-year-old Johnny Carson.

Lee Zito

Chicago

James H. Martin Company, distributors of London, Dot, Somerset and others, moves into new digs of 15,000 sq. ft. at 2419 S. Michi-
gan Ave. In its space at 1341 S. Michigan, recently purchased for the price of $25,000, it will be taken over by Martin's subid, Music Distributors, of which MGM is flagship label, . . . Bruce Dennis, WGN announcer, elected president of Illinois Broadcasters' Association at a convention in Springfield. . . . Record columns written by Bob Boster and Jim Nell used by 161 stations (11) Reunion News, weekly program distributed by Corley Press Service and picked up weekly by 32 papers. . . . Aired daily from Aug. 20 thru the month of September, Morgan's "I'll Take Care of Your Cars," the West, Egypt, the Sudan and Ghana to study the place of music in the local culture. Before leaving, he did a stint at the Blue Note in Chi., . . . Julie Jordan star on the WHR, 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 Axelb


The Blackwood Brothers — CAL-544. The nation's most popular sacred quartet... at half the usual price! Features a dozen gospel songs. Monaural only.

Perry Como's Wednesday Night Music Hall — CAL-511. Ties-in with Perry's big new TV show! So Far; A Fellow Needs a Girl; Keep It Gay; nine other hits. Monaural only.

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 Noel; 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!
### The Billboard's Music Popularity Charts . . . PACKAGED RECORDS

#### OCTOBER 12, 1959

**FOR THE WEEK ENDING OCTOBER 11**

### Best Selling Monophonic LP's

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
<th>Record No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FLOWER DRUM SONG</td>
<td>Original Cast, Columbia DL 5550</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>COME DANCE WITH ME</td>
<td>Frank Sinatra, Columbia DL 5565</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>SONGS BY GIV':S</td>
<td>Bessie Smith, Columbia CL 1159</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>SOUTH PACIFIC</td>
<td>Sound Track, RCA Victor LK 1032</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>BABY SING ALONG WITH MITCH</td>
<td>Mitch Miller, Columbia CL 1143</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>THE MUSIC MAN</td>
<td>Original Cast, Capitol CL 1159</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>THE KING AND I</td>
<td>Sound Track, Capitol W 740</td>
<td>11</td>
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<tr>
<td>8</td>
<td>FREE SPEECH SING ALONG WITH MITCH</td>
<td>Mitch Miller, Columbia CL 1130</td>
<td>10</td>
<td></td>
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<tr>
<td>9</td>
<td>LOVE ME OR LEAVE ME</td>
<td>Andy Williams, RCA Victor LK 1019</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>TITLES</td>
<td>Match Miller, Columbia CL 1128</td>
<td>8</td>
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<td>11</td>
<td>SONGS BY Giv':S</td>
<td>Bessie Smith, Columbia CL 1159</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>COME DANCE WITH ME</td>
<td>Frank Sinatra, Columbia DL 5565</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>SOUTH PACIFIC</td>
<td>Sound Track, RCA Victor LK 1032</td>
<td>7</td>
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<tr>
<td>14</td>
<td>BABY SING ALONG WITH MITCH</td>
<td>Mitch Miller, Columbia CL 1143</td>
<td>6</td>
<td></td>
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<tr>
<td>15</td>
<td>THE MUSIC MAN</td>
<td>Original Cast, Capitol CL 1159</td>
<td>6</td>
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<tr>
<td>16</td>
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<td>17</td>
<td>THE KING AND I</td>
<td>Sound Track, Capitol W 740</td>
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<td>18</td>
<td>FREE SPEECH SING ALONG WITH MITCH</td>
<td>Mitch Miller, Columbia CL 1130</td>
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<tr>
<td>19</td>
<td>LOVE ME OR LEAVE ME</td>
<td>Andy Williams, RCA Victor LK 1019</td>
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<td>20</td>
<td>SONGS BY GIV':S</td>
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<td>SOUTH PACIFIC</td>
<td>Sound Track, RCA Victor LK 1032</td>
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<td>22</td>
<td>BABY SING ALONG WITH MITCH</td>
<td>Mitch Miller, Columbia CL 1143</td>
<td>5</td>
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<td>23</td>
<td>THE MUSIC MAN</td>
<td>Original Cast, Capitol CL 1159</td>
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</tbody>
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### Best Selling Stereoophonic LP's

<table>
<thead>
<tr>
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<th>Artist</th>
<th>Company</th>
<th>Record No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SOUTHERN PACIFIC</td>
<td>Sound Track, RCA Victor LSO 1832</td>
<td>21</td>
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</tr>
<tr>
<td>2</td>
<td>DO ME CARES</td>
<td>Frank Sinatra, Capitol SW 1221</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>FLYING</td>
<td>Original Cast, Columbia OS 1025</td>
<td>21</td>
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<td>4</td>
<td>THE MUSIC MAN</td>
<td>Original Cast, Capitol Web 990</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>SONGS FROM KINGSWAY</td>
<td>Original Cast, Columbia CL 1160</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I, MENTOR</td>
<td>Ernest Balvin, Liberty LP 5034</td>
<td>21</td>
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<tr>
<td>7</td>
<td>HAVE YOURSELF A MERRY LITTLE CHRISTMAS</td>
<td>Various Artists, Columbia CL 1143</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>GƯ OFF THE COAST</td>
<td>Various Artists, RCA Victor LP 1019</td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

### Best Selling LP's on the Rocks

This chart has been tabulated from the sales made by the nation's leading rock service merchandisers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (51% or more suggested retail price); Best-Selling Low-Price LP's (11¢ or less suggested retail price); Best-Selling EP's, and Best-Selling Kool Selections.

1. **Perry Como Sings Just for You**
   - Comedian CAL 410
2. **Perry and Bess**
   - Comedian CAL 419
3. **Soul of Spain**
   - Sinatra, Capitol 530 | Strings | $ 600
4. **Mantovani Showcases**
   - London MS 1
5. **Flower Drum Song**
   - Various Artists, Decca DL 54
6. **Along With Me**
   - Perry Como, Comedian CAL 403
7. **Music From Peter Gunn**
   - Atención, Columbia CL 1011
8. **Good Housekeeping Plan for Reducing Off the Record**
   - Harmony H 151
9. **Golden Eagle of Dixieland Jazz**
   - Capitol CL 1307
10. **Eddy Arnold**
    - Comedian CAL 413

### Best Selling Pop EP's

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's record outlets during the week ending on the date above shown. These figures include songs on standard 78's and 45's, and sales are under the direct and consuming supervision of the School of Business of New York University.

1. **Songs by Ricky**
   - Nicky Nelson, Imperial EP 182
2. **South Pacific**
   - Original Cast - Columbia EPA 970
3. **Heavenly**
   - Johnny Mathis, Columbia EPA 971
4. **Side by Side**
   - Various Artists, Decca DL 508
5. **Spirituals**
   - Thomas Ernie 600, Capitol EPA 900
6. **South Pacific**
   - RCA Victor BSC 102
7. **Peter Gunn**
   - Various Artists, RCA Victor EPA 413
8. **Still More Sing Along With Mitch**
   - Mitch Miller, Columbia EPA 1121
9. **The Wildcat Show at Lake Tahoe**
   - Various Artists, Capitol EPA 900
10. **No One Cares**
    - Frank Sinatra, Capitol EPA 903
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. The following are a few of the many:


Marches for Band—Randy's March (Sterling) by Bessell; Russian March (Sterling) by Bessell. Marches include Dietrich's March (Schuster); Prelude to the March (Borodin); German Marches (Tchaikovsky). Whitehall 2004 Mono—Whitehall 6000 Stereo

No Recording Quality Compromise

No expense has been spared in bringing dealers tremendous quality decline of $1.50 monaural, $2.50 stereo retail price. Whitehall Records' marketing techniques have no peer, and the artists are world renowned. The name value of the composers and recordings mentioned is tremendous. Every album is a time-tested "war-horse" and a check of the Whitehall albums will prove 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-recorded message, are used on every album to increase the customer with the value of the product.

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 company.

The distributors, listed alphabetically by city, are:

BROOKLYN, N. Y.—J. F. H. Dist., Co., 1109 Flatbush Ave.
CHARLOTTE, N. C.—F. T. Dist., Inc., 2704 Freedom Drive
CHICAGO, ILL.—Astor Dist., Co., 100 Chicago Ave.
DALLAS, TEX.—Dist., Co., Inc., 1250 Irving Blvd.
DENVER, COLO.—Dist., Co., Inc., 600 15th Ave.
DETROIT, MICH.—B & F Dist., Inc., 3920 Woodward Ave.
LONDON, ENGLAND.—Sun State Distributors 260 High St., Home's Ave.
MIAMI, FLA.—Dist., Co., Inc., 416 Second Ave., N.W.
MEMPHIS, TENN.—Dist., Co., Inc., 1114 Union Ave.
MILWAUKEE, WIS.—Dist., Co., Inc., 701 W. Silver St.
PHILADELPHIA, PA.—J. N. Sparks, Inc., 1116 N. 10th St.
PHILADELPAH, PA.—General Sales, Inc., 351 W. Market St.
PITTSBURGH, PA.—Dist., Co., Inc., 1711 Fifth Ave.
SAN FRANCISCO, CALIF.—Union Record Dist., Co., 351 W. Market St.
Spotlight Winners of the Week

Strongest sales potential of all albums reviewed this week.

**THE BENNY GOODMAN TREASURE CHEST (3-LP)**

Meanwhile, the new 3-LP set (G-M-EP 1687) by Benny Goodman, 1940-1948, is not only extremely valuable for the boxed edition set (Vol. 3), it is also included in this issue of the weekly listing, allowing the reader to assess its value for their own collection.

**SOLD GOLDEN PHONOPHILE **

SOLD GOLDEN PHONOPHILE **

The music store house has released a new 3-LP set (SP 4094) by Benny Goodman, 1940-1948, which includes the classic tracks "A Night in Tunisia," "Sing, Sing, Sing," and "I'm a Fool to Want You." This set is highly recommended for fans of Goodman's legendary Big Band era.

**CONTEMPORARY TOUCH (5-LP)**

Contemporary Touch (5-LP) is a new release by the legendary jazz band led by Charlie Parker. The album features Parker's signature saxophone style and includes special guest appearances by Dizzy Gillespie and Miles Davis. This set is highly recommended for collectors of jazz music.

**JOHNNY JAZZ (3-LP)**

Johnny Jazz (3-LP) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.

**THE LAWRENCE LAWLER CLASS**

The Lawrence Lawler Classic (Vol. 3) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.

**BLUES BALLADS (3-LP)**

Blues Ballads (3-LP) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.

**THE CLOVER DANCE PARTY (3-LP)**

The Clover Dance Party (3-LP) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.

**BROADWAY SHOW STOPPERS (3-LP)**

Broadway Show Stoppers (3-LP) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.

**AMIRI JAZZ (3-LP)**

Amiri Jazz (3-LP) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.

**THE BIRTH OF A CHILD (3-LP)**

The Birth of a Child (3-LP) is a new release by the legendary jazz trumpeter Louis Armstrong. The album features Armstrong's signature trumpet style and includes special guest appearances by Duke Ellington and Count Basie. This set is highly recommended for collectors of jazz music.
DEALERS ADOPT PROFITSCOPE 100%

20th FOX October Program is the talk of the trade

20th FOX has the deal
1. 20% discount on entire catalog
2. 100% exchange privilege on Fall Release
3. 90-day dating

20th FOX has the product

FOX 3002 SING WE NOW OF CHRISTMAS—Harry Simeone Chorale. The NUMBER ONE Christmas LP of the decade. Features the original version of "THE LITTLE DRUMMER BOY." Over 200 thousand orders already received.

FOX 3016 SING WE NOW WITH THE HARRY SIMEONE CHORALE—The second in the series arranged and conducted by America's leading choral arranger.

FOX 3006 SHIRLEY TEMPLE'S HITS—19 original soundtracks. A RACK NATURAL.

FOX 3018 THE 20TH CENTURY STRINGS (VOL. 1) PREMIERE PERFORMANCE... Hugo Montenegro conducting his own startlingly brilliant arrangements.

FOX 3019 THE 20TH CENTURY STRINGS (VOL. 2) MASTERPIECES... Nicholas Fingold conducting.

FOX 3020 GLENN MILLER'S ORIGINAL FILM SOUNDTRACKS (VOL. 1) the Miller Band's greatest sound.

FOX 3021 GLENN MILLER'S ORIGINAL FILM SOUNDTRACKS (VOL. 2) Never before released recordings.

FOX 3022 TOMMY DORSEY AND HIS GREATEST BAND (VOL. 1)
FOX 3023 TOMMY DORSEY AND HIS GREATEST BAND (VOL. 2)

FOX 3017 THE VELVET SIDE OF THE ROARING '20s—The title alone sells it.

FOX 3013 GEORGE GERSHWIN AT THE PIANO—The recording industry's crowning achievement of the Gershwin decade.

FOX 3012 THE DIARY OF ANNE FRANK—From the picture that will live forever.

FOX 3003 EUBIE BLAKE—WIZARD OF THE RAGTIME PIANO—World's greatest living ragtime pianist.

FOX 3001 LEBANON, HER HEART, HER SOUNDS

The best of everything from 20th FOX
"I want the ABC Sonata on the XYZ label!"
When a customer waltzes into your wonderful establishment, looks you right in the eye, and tells you exactly what he wants... you can be happily certain he's an enlightened reader of HIGH FIDELITY. Here are three good clues as to why this is so: (1) This is his publication, exclusively "The Magazine for Music Listeners." (2) HIGH FIDELITY's pre-eminent "Records in Review," written by critics you know and respect, pulls no punches, and readers rely on it with gospel faith. (3) Just about every fine label (classical, pops, jazz) is right behind your best buyers in HIGH FIDELITY's advertising pages, providing that persistent push-push-push that makes the sale. In October, for instance... the companies featured in this spread are singing the praises of their newest and best in their high readership ads. This is why, before October, 1960, rolls round, your HIGH FIDELITY fan will spend more than $150 with you. And not only does he spend many times more than the hit-and-run record shopper, but he buys your longer-profit numbers, bless his heart. HIGH FIDELITY, The Magazine for Music Listeners, Great Barrington, Mass. . . . NY. . . Chi. . . Hwd.
**THE HOUSE OF BLUE LIGHTS**

Eddie Costa, Piano, Dot DLP 22526 & 2260 (Stereo & Mono) — Costa provides highly inventive and imaginative piano stylin's on six tracks. They are done in extended form, and the arranger shows fine technique and style on all. This is tasteful and artistic jazz, and the set should do much to increase Costa's following. He is backed by rhythm section. Set can sell with a shore.

**JAZZ GUITAR**

Bill Harris, Mercury SR 66120 (Stereo & Mono) — 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 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 Sun", "The Harris Touch" and "Rock Bottom Blues" among the best. Fine guitar work and excellent stereo recording.

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**COSNAT'S D.S.B.A.:**

* (Dealer Special Buying Account)

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- **PHILADELPHIA** — Cosnat Dist. Corp. 1434 Cumberland St.—Baldwin 5-7428

**COSNAT DISTRIBUTING CORP.** 315 West 47th Street, New York, N. Y. Plaza 7-8140

**REVIEWS AND RATINGS OF NEW ALBUMS**

**Continued from page 26**

...continues its strong appeal on a group of familiar standards. It is done very musically, and the many Jazz fans will enjoy the set. The cover is eye-catching.

**CLASSICAL**

* * *

**THE KODACHIM GIRL**

The Garden City Directed by Mitch Miller — This album of beautiful melodies and ballads is not for the casual listener but is designed for the enjoyment of those who appreciate the music and perform it. The songs are sung by the Garden City Singers and arranged by Mitch Miller. The result is a very enjoyable album. The songs included are "The Boyfriend," "Don't Forget," "There's Nothing Like a Dame," "If You Were the Only Girl in the World," "I Love You," and many more. The album is a must for any collection of classical music.

**LOW-PRICE CHILDREN'S**

* * *

**BILLY JOE & THE BLUES CATS**

Billy Joe & The Blues Cats — This album contains a wide variety of children's songs in both mono and stereo. The songs include "Old McDonald Had a Farm," "The Wheels on the Bus," "London Bridge," and many more. The album is a steal at the low price and is perfect for children.

**SINGERS AND DANCERS**

* * *

**CLARK GABLE'S SWING**

Clark Gable's Swing — This album features Clark Gable's swing band, which includes such famous swing artists as Tommy Dorsey, Harry James, and Artie Shaw. The album contains classic swing songs such as "Sing Sing Sing," "Let's Dance," and "Begin the Beguine." The album is perfect for anyone who loves swing music.

**GREAT WHITE**

* * *

**NATURE'S ANSWER**

Nature's Answer — This album contains a variety of nature sounds, including bird songs, ocean waves, and rainforest sounds. The album is perfect for anyone who loves the sounds of nature. The album is a must-have for nature lovers.

**FABULOUS HOLLYWOOD!**

* * *

**THE WORLD'S FAVORITE SOLOISTS**

The World's Favorite Soloists — This album features some of the greatest soloists in the history of jazz, including Count Basie, Louis Armstrong, and Duke Ellington. The album contains classic jazz songs such as "Take the A Train," "Stairway to Heaven," and "Body and Soul." The album is a must-have for any jazz lover.

**HEAR EVERETT'S GIVE TO DANNY KUYKENDALL CANCER FUND**

(Checked out on page 39)
All dealers *receive a 15% CASH DISCOUNT on their purchases of any Roulette, Roose and Tica catalog merchandise and new releases.

All available in dynamic stereo (SR)

"Formula 15" ends October 31st

*Qualified by their local distributor

www.americanradiohistory.com
### The Nations Top Tunes for survey week ending October 3

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Week 23.</td>
<td>1</td>
<td>Mack the Knife</td>
<td>By Well-Brooks-Williams—Published by Heaven (ASCAP)</td>
<td>Best Selling Record: Bobby Darin, Atco 4447.</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>4.</td>
<td>26</td>
<td>The Three Bells</td>
<td>By Dick Manning and Jean Villet—Published by Sotner (ASCAP)</td>
<td>Best Selling Record: Monroe 408.</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>8</td>
<td>32</td>
<td>Sleep Walk</td>
<td>By Farnese-Porter—Published by Traxx (BMI)</td>
<td>Best Selling Record: Boaz &amp; Jolian, Canadian-American 103.</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>12</td>
<td>38</td>
<td>Put Your Head on My Shoulder</td>
<td>By Paul Anka—Published by Spokes (BMI)</td>
<td>Best Selling Record: Paul Anka, ABC-Paramount 3040.</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>16</td>
<td>44</td>
<td>Mr. Blue</td>
<td>By Devere Blackwell—Published by Coronado (BMI)</td>
<td>Best Selling Record: Flatwoods, Edition 3.</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>14</td>
<td>4</td>
<td>I Love You Porgy</td>
<td>By Howard-Gershwin—Published by Gershwin (ASCAP)</td>
<td>Best Selling Record: Nina Simone, Bethlehem 1929.</td>
<td>7</td>
</tr>
<tr>
<td>17</td>
<td>19</td>
<td>4</td>
<td>Primrose Lane</td>
<td>By Celedone-Saratine—Published by Music Productions (ASCAP)</td>
<td>Best Selling Record: Jerry Wallace, Challenge 2043.</td>
<td>4</td>
</tr>
<tr>
<td>18</td>
<td>13</td>
<td>4</td>
<td>Battle of Kookamongas</td>
<td>By James Dillion and I. J. Reynolds—Published by December-Trinity-Warner (BMI)</td>
<td>Best Selling Record: Homer &amp; Jethro, RCA Victor 437583.</td>
<td>4</td>
</tr>
<tr>
<td>19</td>
<td>12</td>
<td>4</td>
<td>Deck of Cards</td>
<td>By 1. Texas Tyler—Published by American (BMI)</td>
<td>Best Selling Record: Wanda Muthuel, Dot 15132.</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>13</td>
<td>4</td>
<td>I Want to Walk You Home</td>
<td>By A. Dubien—Published by Albino-Edwards (BMI)</td>
<td>Best Selling Record: Paul Demare, Imperial 3994.</td>
<td>9</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>20</td>
<td>4</td>
<td>The Angels Listened In</td>
<td>By Billy Davis Smith-Ed Fagan—Published by Wissam (BMI)</td>
<td>Record Available: EMI, Gold 915.</td>
<td>1</td>
</tr>
<tr>
<td>27</td>
<td>26</td>
<td>4</td>
<td>Makin' Love</td>
<td>By Floyd Robinson—Published by Emerald (BMI)</td>
<td>Record Available: Floyd Robinson, Vi 7206.</td>
<td>6</td>
</tr>
<tr>
<td>28</td>
<td>23</td>
<td>4</td>
<td>Seven Little Girls (Sittin' in the Back Seat)</td>
<td>By Hilliard-Perkins—Published by Sequence (ASCAP)</td>
<td>Record Available: Paul Evans &amp; the Carats, Guaranteed 200.</td>
<td>1</td>
</tr>
<tr>
<td>29</td>
<td>24</td>
<td>4</td>
<td>Come On and Get Me</td>
<td>By Best Selten-Wally Zohn—Published by Rainier-Jimkak (BMI)</td>
<td>Record Available: Fabian, Chancellor 241.</td>
<td>1</td>
</tr>
<tr>
<td>30</td>
<td>25</td>
<td>4</td>
<td>Fool's Hall of Fame</td>
<td>By Aaron Scherzer-Wally Gold—Published by Speare (ASCAP)</td>
<td>Record Available: Pat Boone, Dot 15161.</td>
<td>3</td>
</tr>
</tbody>
</table>

**WARNING:** The data "Honor Roll of Hits" is a registered trademark and the listings of the site have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1854 Broadway, New York 36, N. Y.
Keely Smith's first hit single is "I'd Climb the Highest Mountain," released on Dot Records. 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).
### Billboard Hot 100 Chart

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Sales Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;Mack the Knife&quot;</td>
<td>Shelly Darley, Alverto</td>
<td>1</td>
</tr>
<tr>
<td>2. &quot;Put Your Head on My Shoulder&quot;</td>
<td>Dean Martin, A&amp;M</td>
<td>2</td>
</tr>
<tr>
<td>3. &quot;Mr. Blue&quot;</td>
<td>Dean Martin, A&amp;M</td>
<td>3</td>
</tr>
<tr>
<td>4. &quot;Sleep Walk&quot;</td>
<td>Glenn Miller, A&amp;M</td>
<td>4</td>
</tr>
<tr>
<td>5. &quot;(Till) I Kissed You&quot;</td>
<td>Every Brothers, Columbia</td>
<td>5</td>
</tr>
<tr>
<td>7. &quot;Red River Rock&quot;</td>
<td>Johnny and the Hurricanes, Warwick</td>
<td>7</td>
</tr>
<tr>
<td>8. &quot;I'm Gonna Get Married&quot;</td>
<td>Dean Martin, A&amp;M</td>
<td>8</td>
</tr>
<tr>
<td>10. &quot;Battle Hymn of the Republic&quot;</td>
<td>The Horsemen &amp; the Islanders, Columbia</td>
<td>10</td>
</tr>
<tr>
<td>11. &quot;I'll Always Love You&quot;</td>
<td>Nina Simone, Roulette</td>
<td>11</td>
</tr>
<tr>
<td>12. &quot;Every Little Thing I Do&quot;</td>
<td>Ray Moore, Columbia, Atlantic</td>
<td>12</td>
</tr>
<tr>
<td>14. &quot;Deck of Cards&quot;</td>
<td>The Turks, Roulette</td>
<td>14</td>
</tr>
<tr>
<td>15. &quot;Morgan&quot;</td>
<td>Ray Dorsey, RCA, Victor</td>
<td>15</td>
</tr>
<tr>
<td>16. &quot;I'll Be Seeing You&quot;</td>
<td>Ray Charles, acetate</td>
<td>16</td>
</tr>
<tr>
<td>17. &quot;Heartaches by the Number&quot;</td>
<td>Guy Mitchell, Columbia</td>
<td>17</td>
</tr>
<tr>
<td>18. &quot;Kiss Me&quot;</td>
<td>Bobby Rydell, Columbia</td>
<td>18</td>
</tr>
<tr>
<td>19. &quot;I'm Gonna Be a Wheel Someday&quot;</td>
<td>Ray Dorsey, acetate</td>
<td>19</td>
</tr>
<tr>
<td>20. &quot;I'm a Hog for You&quot;</td>
<td>Ray Dorsey, acetate</td>
<td>20</td>
</tr>
<tr>
<td>21. &quot;These Angles Lived in&quot;</td>
<td>The Crystals, Capitol</td>
<td>21</td>
</tr>
<tr>
<td>22. &quot;Make Love&quot;</td>
<td>Floyd Robinson, RCA, Victor</td>
<td>22</td>
</tr>
<tr>
<td>23. &quot;7 Little Girls (Sittin' in the Back Seat)&quot;</td>
<td>Pat Boone, Decca, Continental</td>
<td>23</td>
</tr>
<tr>
<td>24. &quot;Come on and Get Me&quot;</td>
<td>Pat Boone, Decca, Continental</td>
<td>24</td>
</tr>
<tr>
<td>25. &quot;You Were Mine&quot;</td>
<td>Pat Boone, Decca, Continental</td>
<td>25</td>
</tr>
<tr>
<td>26. &quot;I Want to Walk You Home&quot;</td>
<td>Pat Boone, Decca, Continental</td>
<td>26</td>
</tr>
<tr>
<td>27. &quot;Some Kind of Earthquake&quot;</td>
<td>Duane Eddy, Jamie, 1250</td>
<td>27</td>
</tr>
<tr>
<td>28. &quot;Love Potion No. 9&quot;</td>
<td>Clovis, United Artists, Inc.</td>
<td>28</td>
</tr>
<tr>
<td>29. &quot;Wish It Were Me&quot;</td>
<td>Platters, Mercury, Monument</td>
<td>29</td>
</tr>
<tr>
<td>30. Six Boys and Seven Girls</td>
<td>Platters, Monument, Sony</td>
<td>30</td>
</tr>
<tr>
<td>31. &quot;Darling, I Love You&quot;</td>
<td>Al Martino, 20th, Fox</td>
<td>31</td>
</tr>
<tr>
<td>32. &quot;Unforgettable&quot;</td>
<td>Dinah Washington, Mercury</td>
<td>32</td>
</tr>
<tr>
<td>33. &quot;I Got Stoppes&quot;</td>
<td>Johnny Cash, Columbia</td>
<td>33</td>
</tr>
<tr>
<td>34. &quot;We Got Love&quot;</td>
<td>Bobby Rydell, Columbia</td>
<td>34</td>
</tr>
</tbody>
</table>

**FOR THE WEEK ENDING OCTOBER 18, 1959**

**STAR PERFORMERS showed the greatest improvement program on the Hot 100 this week.**

**INDICATOR THAT STEREO SINGLE VERSION is available.**

**TITLE, Artist, Company, Record No.**
These records, while they have not yet developed enough strength to shake the country for inclusion on any national chart or anywhere, other than accumulated considerable regional action. Each position indicates relative potential to earn on early listing for the Hot 100:

1. VACATION DAYS ARE OVER — The Argyles, Brent
2. 7 ARE 10 — The Beatles
3. THE CLOUDS — The Spencers, Alon
4. MIDNIGHT STRUT — The Rebels, Norwalk
5. BOYS DO CIT — The Spotnances, Paris
6. BELIEVE ME — The Royal Teens, Capitol
7. HONO — Stereo, Columbia
8. PRETEND — Carl Mann, Phillips International
9. YOU'VE MINI — The Falcons, Vee Jay
10. THE ENCHANTED SEA — Marty Denver, Liberty
11. BRUNO BROWN — Chuck Christie, Chess
12. HIGH SCHOOL, U.S.A. — Tommy Edwards, Atlantic
13. BILLY — Sonny Spencer, Rouge
14. SO MANY WAYS — Brook Benton, Mercury
15. TALK TO ME — Frank Sinatra, Capitol

ROY HAMILTON
A GREAT ROMANCE (Dean-Bin, BMI)—ON MY WAY
(Brook, ASCAP)

MITCH MILLER
DO-RE-MI (Wuhlmann, ASCAP)—ALOQUETTE MARCH
(Anf, ASCAP)—Do-Re-Mi—A charming tune from
the coming Rodgers and Hammerstein show "The Sound
of Music." It comes in for a listen and scores with the
vocal taken by a kid chorus. "Aloquette March" is a
bright side with a big, big sound. Both can attract.

KEELY SMITH
DON'T LET THE STARS GET IN YOUR EYES (Four Star,
BMI)—The late revives the Perry Como hit of a few
seasons ago and gets a first-rate reading. Delightful
orchestra backing backs her fine vocal stint. Side can
be a big one. Flip is "I'd Climb the Highest Mountain,"
(Bourne, ASCAP).

THE FIESTAS
THAT WAS ME (Jon-Ware, BMI)—GOOD NEWS
(Shakman, BMI)—The group could have a two-sided click
with their latest tune. "That Was Me" is a contagious
rocker with cute lyrics. "Good News" is also in the
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both are highly salable.

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Both can happen.

MERCURY 71519

DON COSTA
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BMI)—The late revives the Perry Como hit of a few
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**THE MILLS BROTHERS**

**T сахарное вещание**

**ROBERTO RAY (Mills Brothers, 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 spinable and listenable change. Flips are "You Always Hunt the One You Love," "Pickwick," ASCAP.

**THE LEPALLETTE**

**UNDER SKY 11511 (Zodiac, BMI)** — One side of the plotter is a jazzy version of the haunting theme. Flip sport a rock version of the Russian click, presented in a well-corked and danceable manner by the Paletta orchestra. Spins of either should please.

**GARY WARM, BAL 5170**

**THE SMART SET**

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

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**Ballad of the Year!**

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B/W TINY TIM

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A Smash Album

'SMASH FLOPS'

By THE CHARACTERS

PIP PIP '00

ALLEN RECORD SOUTH, CO.

**Dion and the Belmonts**

**Hit Again with**

"EVERY LITTLE THING I DO"

"A LOVER'S PRAYER"

**Laurie 3035**

---

**Best Selling Sheet Music in U.S.**

These are ranked in order of their current national selling importance at the sheet music jobbers' level.

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
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<tbody>
<tr>
<td>1. THE THREE BELLS (Harriss)</td>
<td>1 7</td>
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<tr>
<td>2. MACK THE KNIFE (Harriss)</td>
<td>2 4</td>
</tr>
<tr>
<td>3. BROKEN-HEARTED MELODY (Mansion)</td>
<td>7 8</td>
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<tr>
<td>4. MORGEN (Sidemore)</td>
<td>6 5</td>
</tr>
<tr>
<td>5. I LOVE YOU PORGY (Gershwin)</td>
<td>8 6</td>
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<tr>
<td>6. TILL THERE WAS YOU (Frank)</td>
<td>3 10</td>
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<td>7. ON AN EVENING IN ROMA (Zeod))</td>
<td>5 8</td>
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<tr>
<td>8. WATERLOO (Frank)</td>
<td>4 13</td>
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<tr>
<td>9. SEA OF LOVE (Kamar)</td>
<td>10 3</td>
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<tr>
<td>10. (TIL) I KISSED YOU (Lloyd-Logan)</td>
<td>15 2</td>
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<tr>
<td>11. SLEEP WALK (Trinity)</td>
<td>12 4</td>
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<tr>
<td>12. SUMMERTIME (Gershwin)</td>
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<tr>
<td>13. LIKE YOUNG (Robbins)</td>
<td>14 3</td>
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<tr>
<td>14. THE BATTLE OF NEW ORLEANS (Warden)</td>
<td>11 19</td>
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<tr>
<td>15. CIAO, CIAO BAMBIINA (Frisch)</td>
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</tbody>
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**Best Selling Sheet Music in Britain**

*(For week ending October 3)*


Only Eleven—Artscome & Brookwood (Kips)

China Tea—Mills (Cliff)

Living Doll—Woolwich (Maurice)

Brodteor—Mills (Milo)

How Comes Anyone—Mills (Herman)

Heart of a Man—D. Teff (Shropshire

Bazoria)

Sisle Salsi—Mills (Milo)

Three Bell—Southern (Southern)

Lipsick On Your Ceiling—Joy (Joy)

Someone—Johnny Mathis (Columbia)

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**Best Selling Pop Records in Britain**

*(For week ending October 3)*

<table>
<thead>
<tr>
<th>This</th>
<th>Fedated thru the courtesy of the &quot;New Musical Express,&quot; Last June's Foremost Musical Publication.</th>
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<tbody>
<tr>
<td>1. only MARRY—Craig Douglas (Tory Rank)</td>
<td>1 7</td>
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<tr>
<td>2. HERE COMES SUMMER—Jerry Kravitz (London)</td>
<td>2</td>
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<tr>
<td>3. (TIL) I KISSED YOU—Everly Brothers (London)</td>
<td>3</td>
</tr>
<tr>
<td>4. LIVING DOLL—Biff Richard (Columbia)</td>
<td>4</td>
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<tr>
<td>5. MACK THE KNIFE—Bobby Darin (London)</td>
<td>5</td>
</tr>
<tr>
<td>6. SOMEONE—Johnny Macula (Fontana)</td>
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<tr>
<td>7. TERROR BALLS—The Browns (RCA)</td>
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<tr>
<td>8. LOVELY BOY—Paul Anka (Columbia)</td>
<td>8</td>
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<tr>
<td>9. HIGH HOPES—Frank Sinatra (Capitol)</td>
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<tr>
<td>10. CHINA TEA—Bobby Darin (Columbia)</td>
<td>10</td>
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<tr>
<td>11. MONA LISA—Conway Twitty (M-G-M)</td>
<td>11</td>
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<tr>
<td>12. A LITTLE TOO MUCH—Bobby Nelson (London)</td>
<td>12</td>
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<tr>
<td>13. SEA OF LOVE—Mary White (Philips)</td>
<td>13</td>
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<tr>
<td>14. 40 MILES OF BAD ROAD—Diana Rigsby (London)</td>
<td>14</td>
</tr>
<tr>
<td>15. TRAVELLING LIGHT—Bobby Darin (Columbia)</td>
<td>15</td>
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<tr>
<td>16. BROKEN-HEARTED MELODY—Jack Vasden (Mercury)</td>
<td>16</td>
</tr>
<tr>
<td>17. HEART OF A MAN—Frankie Vaughan (Philips)</td>
<td>17</td>
</tr>
<tr>
<td>18. LIPSTICK ON YOUR COLLAR—Crosa Francis (M-G-M)</td>
<td>18</td>
</tr>
<tr>
<td>19. PEGGY SUE GIN MARRIED—Bobby Darin (Columbia)</td>
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<tr>
<td>20. 1 KNOW—Jerry Como (RCA)</td>
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**Music Box One Stops**

*NEW LOW PRICES ON ALL LP'S*

<table>
<thead>
<tr>
<th>MUSIC BOX ONE STOPS</th>
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<tr>
<td>RETAIL YOUR COST</td>
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**Imitation is the Sincerest Form of Flattery but they can't duplicate the Original Hit Sound of Bobby Comstock's "Tennessee Waltz"**

Blue #349

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<th>Company</th>
<th>Address</th>
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<th>State</th>
<th>Note</th>
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<td>Morty Craft, President 701 Seventh Ave., N.Y. 36</td>
<td>Circle 5-4680</td>
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The Amusement Industry's Weekly Journal

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1619 Broadway, N.Y.C. 19

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**LaVern Baker**

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**Selling Sheet Music**

*IN 1619*
JOHNNY CASH

sings

the most stirring

and inspiring

song of our time!

COLUMBIA RECORDS

* Columbia & Marcus Inc., a division of Columbia Broadcasting System, Inc.

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FOIL TALENT & TUNES

By BILL SACHS

Around the Horn

"Big D Jamboree," Dallas, had two big ones, back to back, Saturday night. Johnny Cash

jammed up the local jamboree at both the 7-Eleven in Dallas, with the exception of the farthest

rebels, in the face of a deluge of rain. Cash had suffered storms at the jamboree, but this
time he had a marginally higher percentage of the pop kids, according to... 17; Artiesia, N. M., 20; Odessa, Tex., 21; Lubbock, Tex., 22; Ber-

ger, Tex., 23; Rustler, Kan., 24; Lincoln, Neb., 25, and Kirkville, 26. The gospel-singing

Blackwood Brothers Quartet is booked through October, at 18th Baptist Temple, Akron, Ohio, Octo-

ber 10; Majesty Temple, De- troit; Baptist Temple, Akron, Ohio, 18; Lee, 18; Lima, O., 20; Findlay, O., 21; Fort Wayne, Ind., 22; Springfield,

field, O., 23; Binghamton, Ala., 24; Middletown, Me., 26; Cape Girarde-

u, Me., 30; Rector, Ark., 31; Hardin, N. C., 30, and Charlotte, N. C., 31.

Dr. Spencer Thornton, who noted to national prominence with his predictions of the future and his experiments in

extra-sensory perception, will be at the keynote speaker at WSM's Eighth Annual County

Music Disk Jockey Festival in Nashville November 13-14. Thornton has ap-

peared a number of times on the Jack Paar TV show, on NBC's "Mantan," and on Studs WSM's, where he got his

start. Two new WSM

's tapes, written by Bud Gray, will hit the market later this year. They are "...All the

Lonely," written by John-

son's Westerner, and "Seven Days," the bumbling song, cut by Hank Locklin for RCA Victor.

"Grand Ole Opry's Don Gib-

son, who made news several weeks ago with his new RCA Victor album, "That Gibson Boy," now

has a recording in the studio with his wife, Polly, presented him with a "That Gibson Girl" in the form of

a seven-inch single which has been named "Annabelle." Georgia's Gibson has installed his wife and daughter in a new tri-level home he recently built in suburban

Knoxville. Hank King, heard on the Bluebird label and recently with WVA, Wheeling, W. Va., and WAVU, Apo, Pa., is taking

temporary leave as country music field director due to ill health.

...The staff of regulars on "Louisiana Hayride," Shreveport, now com-

prises the Fabulous Gays (Vern, Verne, and Carl), Howard and Jerry, Frankie Miller, Jimmy Mar-

tin and the Sunny Mountain Boys, Johnny Martin, Milton Keller, Ray Hendrix, Dan Burford, Shirlie

Skelton, Tony and Peace Douglas, Buddy Supaphl and Milly Ann and Bob Magee. Guests on the show last Saturday (10) were Johnny

Horton and the Greenlawn.

With the Jockeys

With the Jockeys

Happy Wilson of WSNB, Huntsville, Ala., typewriter, to whom Madison World's "Are You Willing Willie?" on the

Country Music Magazine, is taking off down here like a home run.

In two weeks it's come up to be a full scale operation. Con-

certs are beginning to show up big in the pop depart-

ment of the paper, people are going all the way from here.

"Bluegrass Rumble," de-

veloped by the bluegrass country music, makes its debut Wednesday (7) on WYUM-FM, the Florida

University station in New York. "It's going to be quite a push to get bluegrass going in Manhattan. "\n
I've got material forthcoming from bluegrass bands will be much appreci-

ated," wrote Bill Knowlton, of "Bluegrass Rumble."
**Reviews and Ratings of New Albums**

*Continued from page 38*

***GOOD SALES POTENTIAL***

The Riverside Five as contemplative folk art and Steve Goodman's sincerity and feeling for the masses are factors in the success heaped onto this album.

**CLASSICAL ***

**POPPERS**

The Fantasia-Bachet (Fantasia, New York) is a fine transcription of a famous work. The composer does a great job of capturing the mood and style of the original.

**TCHAIKOVSKY, SERGEI**

*Symphonies* (Decca Recording Society, London) are well-constructed and feature fine orchestral performances.

**BEETHOVEN, PIANO SONATAS***

*Opus 31, 32, 57* (Finn Records, London) are beautifully performed and offer a fine range of moods and styles.

**SARTORI, CONCERTO FOR ORCHESTRA**

*Jascha Heifetz (Decca)* is an inspired performance, with Heifetz at his best and the orchestra well-balanced.

**ADAM GIUSELI**

*Piano Concerto in E Minor (CBS)* is a fine piece of music, well performed by the soloist and orchestra.

**OPERATIC HIGHLIGHTS FOR ORCHESTRA***

*Gounod's Faust* (Decca) is a fine recording, with fine singing and orchestration.

**MUSIC OF BERLIOZ**

*The Damnation of Faust* (Decca) is a fine recording, with fine singing and orchestration.

**SCHUBERT, BRANDENBURG CONCERTOS***

*New York Philharmonic (Decca)* is a fine recording, with fine performing by the soloists and orchestra.

**PIANO WORKS***

*Debussy's Images* (Decca) is a fine recording, with fine performing by the soloist and orchestra.

---

JOHNNY CASH sings

the most stirring

and inspiring

song of our time!

---

COLUMBIA RECORDS

*© Columbia © Music Inc. © 1959 Columbia Records, Inc.*
JOHNNY CASH
sings
the most stirring
and inspiring
song of our time!
Memphis Fair Surpasses Half Million First Time
Pulls 515,967 for New Record; Roy Rogers, Rodeo Strong Lure

By HERB DOTTEN
MEMPHIS—For the first time in its history the Mid-South Fair here established a record attendance, breaking the Hamil-ton's record set in 1957. The nine-day event, which closed Saturday (3), piled up a gate count of 515,967 to far surpass last year's total of 369,647, and to top the previous high of 445,503, set in 1952—him the fair's centennial year—by close to 60,000 persons.

In the process, the fair established a new single day gate record of 81,664 on Sunday (27) only to be topped by another 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) Wynn, the fair's manager—superior 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 slowdown one night, was ideal. Wynn packed and drummed an abundance of high quality features, so that the fair gave big patrons more for their money than ever before. The fair's exploitation campaign was outstanding. A split Coliseum bill, with the rodeo held in the last 10 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 Friday day, Rogers gave three shows in the Coliseum and turned them away at each of the three performances. The capacity of the arena was about 7,800. Rogers gave one show Thursday (1) and Saturday afternoon and Tuesday (3) and these, too, were turnovers. The grandstand show featured a record-breaking total of receipts topping.

GAC-H Slates Sessions on Plans for '60
Hamid Gives Lie To Yarns He's Quitting Agency

NEW YORK—GAC-Hamid book- ing wing of General Convention Corpor-ation are set for the end of this year and early next for major improvements that Hamid'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 the outdoor show business by agency heads.

Results of the meetings will be revealed at the Chicago convention, New York, Hamid said. Hamid said stories of GAC-Hamid realigning its staff functions have been topped without foundation, that in no management members of 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 $72,531 one-day midway gross highlighted the first seven days of the Southern States Fair here and established the highest single day gate in Georgia history.

The new one-day gate and midway marks were established Saturday (5), the final day of the 10-day event. The turnstile tally of 87,230 topped by almost 15,000 the one-day gate figure recorded in 1945 and established in '45.

Unlike the Goodtime Amusement Company piled up ride and show receipts of $47,904, that day. For the Goodtime operation, headed here by Hal Eiffel, the gross was the largest one day's business in the long history of the organization. The combined Goodtime and permanent midway rides grosses of $72,530 gives the fair here the distinction of having the highest single day gate in Texas of Dallas, among U.S. Fairs, in midway ride and show receipts for one day.

When the record Saturday day did much to put the fair on the way to new attendance and midway record, it also set a new gate figure, that total was 266,149, more than 30,000 over the tally of the same point last year, when the event tallied up $35,804, thus the figure for a record to that point.

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 1938. Record attendance, set soon after World War II, was 1,254,000.

In 1958, when the Dodgers-Braves off-year and the World Series along with the steel strike of the '57 season were blamed for the decrease. The first Los Angeles game of the series cut the attendance 27,075, as the crowd that day was reported as compared with 85,433 for the same day in '57.

The fair had the play-off between the Dodgers and the Braves in the world and the third-place run when it should have done the biggest busi- ness. With the Dodgers moving into the series, more and more people appeared. When the series moved to Los Angeles, 30 miles away, the attendance 11,000 a day was cut, and was approximately 94,000, which was also a failure.

Racing with pari-mutuel betting was featured each afternoon except the last day of the run, the end of the 16th day of the fair was .45 per cent below the 1957 total.

The big night show, now that the grandstand daily, including Sunday, was a night off, was produced by George Burie of the Million Dollar Theatre in Beverly Hills for the first time. Headliner was Mickey Rooney.

LITTLE ROCK: Rogers, Lure, New Attendance Record

LITTLE ROCK Ark.—For the first four days of the six-day Arkansas livestock Exposition, attendance was excellent, with a total of about 35,000, that was relatively high for the first four days of the fair, cut seriously by rains, which also stranded the area for an average of 6,000 a day.

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Talent on the Road
Brubeck Jazz Package
Set for Long Road Tour

Jazz for Modern Concert Package, featuring Dave Brubeck, will launch this tour. The package is sponsored by Sheboygan Dairy Company in Wisconsin. The concert package is for the fall season and includes several major cities across the U.S.

Tulsa Fair
Gains Steam Despite Rains

Ice Capsades May Top '58 Grosses; Collins Picks Up

TULSA—Despite a rough start due to rain Wednesday, the Tulsa State Fair went into its eighth day with an upbeat note on Friday (6) as the attractions were continued. The Friday weather was dry and calm. No Monday week-end business at the fair. Road conditions were all right and the States were covered by water in many instances.

Despite this, attendance was
Thursday (8) with one day yet to go, 430,000. That wasn't too far below last year's total for eight days of 610,600, and Currier said the final figure shouldn't be far below 450,000.

The two brightest spots on the grounds were the Ring of Fire, the Coliseum, and the William T. Collins' Shows on the midway. The Ring of Fire grossed $76,940, with Lester estimating somewhere between $80,000 and $90,000. Show was in for nine performances with an average of 6,000 people in the stands. Collins' show was hard hit over the weekend, but when the weather cleared on Thursday, attendance was good. On Thursday (8) the show had the biggest single day's gross it ever had, and was at this fair and Lester said it had never been in better shape before. Collins' rides and shows could conceivably reach the total figure near last year's.

The Aut Swaness Thrillride lost one of its four in the fair opening Saturday and Sunday. A country and western show headed up by the Apollo Grandstand Band of the grandstand Monday evening but moved indoors and did not show in. During the week locally promoted hot rod and motorcycle races were held at the recreation center. The winning hot rod was driven by Cadet A. B. M, Stettler by of Northside. Lester was pleased by the turnout of fans at the races. The day before opening day the weather was warm and pleasant. Biggest loss of the week was on Wednesday when 'loan' faces were on the lots. Most of the fairgoers had been resurfaced to its high-ground suffered no flooding.

Kelly-Miller
Closing Oct. 25

VINITA, Okla.—Al G. Kelly & Mike Miller Circus will close in season October 25, probably in Atlanta, N.C., or Magruder’s quarters.

The show has been battered by weeks of rain, and early parts of the season also included long periods of rain. At Vinita Tuesday (6), the show had to wait until late afternoon. At Columbus, Kan., Monday (5), the show booked rain. At Roanoke, Va., Tuesday (6), for Williams’ quarters. Show arrived at Gardens in Kansas City, Mo., about 2:00 p.m. and were ready at 10:20 p.m. The rain guerrillas on the show had a one-child afternoon and lost the night show to rain. Many high-water levels of the Mohawk River caused many delays and conditions were bad there and in Kansas City.

Big Week Scored By Bentley Fair

TRENTON, N. J.—Ideal weather graced the Trenton Dent’s Super Fair this week. At Vinita Tuesday (6), the show had an all-day afternoon and lost the night show to rain. Many high-water levels of the Mohawk River caused many delays and conditions were bad there and in Kansas City.

The show had a one-child afternoon and lost the night show to rain. Many high-water levels of the Mohawk River caused many delays and conditions were bad there and in Kansas City.
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 in the Louisiana capital last week, and it was revealed that it will play through November 8th, closing at Fort Worth, Texas, and probably returning to New Orleans, La., for another run.

The circus, which was closed during the Labor Day holiday, has had three consecutive successful weeks. New Orleans, the afternoon and a full one at night. Both shows filled their capacities, and three-circus-at-night. They have been playing in a pair of full houses with Shirley Squires.

On Monday (5), the show played Jennings, La., and scored half and near-full houses, despite rain and mud.

Circo Noi was in the same territory, playing nearby Montevideo, South Dakota, and Alexandria. At El Dorado, Ark., a critic from the Yorkshire (London) Times, caught the show and later wrote a review about the show which added another five dollars. The review declared: 'It all the Shreveport Smarties are smart, they will be there for the first time for next season.' Later, at Alexandria a delegation of Shreveport Smarties caught the show.

MAGIC MOUNTAIN SETS OPENING

McGoodwin Credits Leffeldricken, Zeckendorf With Saving Park

DENVER.—The seldom-delayed official opening of Magic Mountain, the multimillion-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 McGoodwin, general manager. Landscaping has been completed at a cost of over $2,000,000. Each paving of the area is underway.

Set for partial opening this winter is a winter sports area on the mountain slopes of the eastern side of the park area. The sports center on the grounds of Denver 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 people have visited the park this year since it opened in May. The weather is expected to be fine. In operation, in addition to concessions, are a narrow gauge railroad, ski area, playground area and Kiddie Park.

Antique Cars. McGoodwin also is general manager of International Recreation Corporation, the New York firm holding the 20-year lease on Magic Mountain and builders of the new Amusement Park, New York, Iowa, Denver.

McGoodwin said Magic Mountain Board Chairman Allen L. Leffeldricken, who took over control of a failing organization two years ago, and Leffeldricken's organization, is now operated by the association. 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

HOBBN, N. M.—Cristiani Bros. Circus will play a three-day stay at Houston for the first time on January 5th. An advance promotion has been going well and all evidence points to a good show.

Cristiani, who has been playing the Central American circuit, will have his regular season here on January 2nd. Houston advertising has been played a full run of stands in the city and usual newspaper ads have been appearing in the last week.

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 Monday at the Family Home. The services were witnessed by a large crowd of friends and acquaintances of Mr. Sun. He died at Mercy Hospital in Springfield. Survivors include his widow, Mrs. Mary Sun, and two sons, Ralph and Earl, both of Springfield.

Sinclair Reports Calypso Still ops at Munich

THE CARL SINCLAIRS of Meyers Lake Park, Canton, O., and the Ante Meritans of Whitehall Park, Canton, O., are on an autumn sightseeing trip thru New England. The Sinclairs were freed by the circuit to travel here, and his wife while they were in Europe. George, also an executive at Meyers Lake, says they took the train to Munich, and the Calypso ride was still continuing after the favorable reception of the Sinclairs. Among others on the scene at Munich was the famous Mickey Hughes of the Detroit Sun. He reported Monday (2) to his head of the booking firm, Gus Sun Booking Exchange, that the Sinclairs, who are known in Munich, were sitting in the box at the Municipal Stadium. They are scheduled to return to Chicago for their regular circuit. This will take them to the World's Fair, which is scheduled to open next week in Paris.

Baton Rouge.
FAIR-EXHIBITION
MANAGEMENT

RECORD GROSSES
AMUSEMENT PARKS-CARNIVALS
ALLAN HERSHEYLL'S
MAD MOUSE

March Again
Hit Okla. State

OKLAHOMA CITY—The happens Oklahome State Fair, which has been whipped by the elements ever since it moved to its present fairgrounds in 1954, ended its suggested run 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 and cold, washing out four night grandstand programs and as many matinees to track attractions, setting deep into attendance, and prunning back the potential gross on the midway.

At the close, the attendance was 312,590, down from 405,882 last year, and from the peak 429,500 rate in '56.

Lost to rain were three night grandstand performances by the Barns-Carruthers No. 1 revue, nine rhythm programs by the Salinas Thrillseekers, and four auto race programs, scheduled to be presented by Frank W. Moody.

On the midway, the Royal American Steel Shot, the running ahead of last year in rides 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.

Lobuck Fair
Off in Rains

Lobuck, Tex. — The Ponderosa Fair was another casualty on the list of the fairs that have been washed away in many areas in Texas and Oklahoma.

The fair closed one of its poorest runs here Saturday (3) with approximately 123,000 patrons coming in 178,000 in '58.

Fair opened Monday (28) to good weather but the big turnout and the weather held thru the noon of the next day. From that time on, however, it was either heavy rain or drizzle that marred the program. Five days of rain.

Attendance at the Coliseum show was off short from one day to another.

Featured on six nights were six巧妙 madness was hit.

The Sky Kings were the free attractions on the grounds.

Bill HamesShown, the midway attraction, was hurt by the weather and the ride shows were reportedly off from a year ago.

The MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

TUT-A-WHIRL

Add lots of flash to your midway today with TUT-A-WHIRL. It is a brand new reviver. Simple operation with large-scale profits. Easy to set up. Large revenue

Check These Important Features:

Beautiful Placement Lighting Direct Touch Switches

COLORFUL LIGHTS

Write for Free Bulletin

W. F. MANCILS CO., Coney Island, Brooklyn 24, N. Y.

One of the most popular midway rides. Fastest profit-getter you can buy. Large customer appeal.

For Literature and Particulars WRITE—WHILE STOCKS LAST

Written Instruction, Parts List, and 1st Class Postage Free

High Quality

KIDDIE RIDES

FREE RIDER—KIDDIE SWING—SWING ROLLER—POUNCE CARS—GALLOPING HORSE (UNIQUE)—BAND SHORES

Illustrated Circuses Free

W. F. MANCILS CO., Coney Island, Brooklyn 24, N. Y.

Established 1888

MINIATURE TRAINS

5 models with cars from 

$2.00 to $75.00

with live steam from 1 to 240 adults

Write for Free Details

ALLAN HERSHEYLL CO., New Haven, Conn.

AMUSEMENT PARKS

CARNIVALS

Amusement Corp. of America

Oklon Shows

Oriole Crafts

Crafts 20 Big Shows

Alfred H. Kunz

Hath Shows

E. D. McCrory

20th Century Shows

Leonard P. Wilson

Pawson Amusement, Inc.

F. E. Gooding

Thistle Unlimited, Inc.

(2 Mad Mouse Riders)

John F. Tinley

John F. Tinley Shows

E. E. Forrow

Waller Bros. Shows

W. H. Meyers

Gold Coast Shows

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ALLAN HERSHEYLL CO., New Haven, Conn.
Ringling Draws Well Despite World Series

Crowds Buck Baseball Throes To See Circus Near Dodgers’ Home

LOS ANGELES—Ringling Bros. and Barnum & Bailey Engineers have been talking to the Los Angeles Dodgers and the Chicago White Sox about promoting a show. 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 matriarch played off the problems of circus management, particularly on Sunday (4), fourth day for the circus and the first in the Series. There was no space within a mile. Despite the rush for parking, the circus pulled a matinee crowd of approximately 8,000 and a night house of 5,000 Sunday.

While turnarounds are impossible, the circus 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-St. 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 in the house as a test of Ringling management. This is the only place outside of editors of Los Angeles newspapers, including community, church and military newspapers, being in. A number of movie and television stars attended, with a television show and background television show KTLA sponsored by the Thrift Mart 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 last 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 day. They had 78 guest spots on television and radio programs, including 18 radio and television stunts from the arena. Circus people were spotted on several television programs.

In addition, the show had a tie-in with large department stores operating 11 stores. Windows were decorated in circus motif and the Department Store Manager personally called on the children’s clothing departments. More than 3,000 boxes of Ringling toys were used for the decorations.

Packs Reported Seeking Stand In Mexico City

CHIHUAHUA, Mexico—It is generally believed that the Tom Packs Circus of St. Louis has been negotiating with the mayor of Mexico City for five weeks starting December 9. It was reported that packs would be in the mid-towns Mexico City. The Packs show plays New Orleans shortly before that time.

Last year Barnum-Barnum was to play Mexico City at Christmas holiday time but was unable to get a permit. This year Barnum-Barnum managed Mexico City’s suburban Auditorium. The Aaloes Bros. Circus also plays the capital city at holiday time and this year it opened about December 20.

It was understood elsewhere that other U.S. circus promoters are negotiating with Mexico City officials and impresarios for a Christmas date.

Two members of the Packs staff caught a cold before the last week’s show has started. Last year the Packs played Cuba until the Castro revolution halted the shows.

MCA’s Castle Circus Works Lubbock Fair

LUBBOCK, Tex.—Line-up of Castle’s Three-Ring Circus at Panhandle South Plains Fair here included Wild Animals; Hadley, trampoline; Bond Bros., horsemanship; Napp and Niso, perch; Ed Wilderman’s Elephants, Jeannie’s Stills, Les Blue and Yvette, unicycles; Tecky and May, rolling globes; Landen’s Midway plays the capital city at holiday time and this year it opened about December 20.

Knoxville Buys Rink; American Seating Booms

CONTRACTS FOR NEW equipment at the Knoxville, Tenn., Auditorium, which is under construction, were signed last week. The contractors will build a new rink contract for $42,000 worth of portable chair risers, portable stage and hockey dressers. J. H. M. Ver Meuln, president of American Seating, told the Wall Street Journal the firm has enough steel to last through 1959 and that last 89 shipments may set a new high. In a three-month period, the firm shipped 12,000 units to public seating. He described the $275,000 order from the Pittsburgh Public Auditorium as the "largest single order in public seating history." The firm also has a $400,000 order for new seats for the University of Florida. For spraying a fiberglass plastic coating over floors, ramps, walls and partitions has been designed for the new rink. The system includes a spray gun, and it's set up to ease maintenance work of this type. Klipphepper is the name of the new model being sold to machine dealers by Klipphepper, 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

BOARDS FOR BASEBALL were approved last week by voters in two counties in Texas. A $3,500,000 issue for a new baseball park between Dallas and Fort Worth was okayed. However, the bond will be issued only when the club house been built in the proposed new third major league baseball team. New Albany, Ind., and the Boyd County, Ky., authorities granted $450,000 bond issue $450,000 bond issue to a building authority similar to one in Indianapolis. Last report from Hartford, Conn., is that a referendum on November 8 will be held that November 8, 1959 and that November 8, 1959, bond issue will be $3,500,000. Of that amount, $4,000,000 will be used for a new auditorium... At Dallas, Ont., the town council last week at the council meeting last week authorized bond resolution for a new stadium at the stadium site last year totaled 43,000 persons.

EARLY WORD FROM THE 52nd annual Chicago Automobile Show at the International Amphitheater, January 16-24, reflects some of the main trends in the new car market, according to Edward L. Cleary is show manager again. The show expects to use $700,000 in display space, according to the Chicago Board of Trade. The show is scheduled to run from 10 a.m. to 9 p.m. on weekdays, and 10 a.m. to 10 p.m. on weekends. Attendance is expected to be high, with 500,000 people expected to attend, 76,653 set on Sunday last year, and the over-all attendance high of 218,523, set in 1958.
**CIRCUS TROUPE**

**New Circus Volume Full Of Tricks**

New in the lists of circus books is "Circus, Cinderels to Sawdust," by Jesse Franklin, which has just been published by the Naylor Company, 312 W. 40th, Los Angeles, Calif. The book contains numerous stories, most of them for the benefit of some of the other circus subjects. This one, unfortunately, remains pure research and a hopeful, misused-up item of element. It comments repeatedly about Ringling Bros. as we were told.

Ben Davenport and Jean Jacobs, widow of Terril Jacobs, are telling friends of their marriage in California last week. She has her wild animal act on the Sutton brothers' CBS aired, and he has been busy. According to CBS reports, the couple is to be married in St. Louis. The couple's mine has not been reported recently to be researching a book about circuses, but he now gives the impression of going to prepare a book on the subject.

---

**Bugsy Wanted**

Bugsy is ready to ring from Ringling Bros. for ten years after 10-Week tour. Bug has been trained thoroughly, is in top condition and has a perfect record for his shows.

---

**PHONEMEN FOR DETROIT SHIRE CIRCUS**

This is the 1st phone promotion for Shrine. Book, Tickets & Bonnors. No collect. Please.

**BOY FOSTER**

110 Madison Avenue—Room 693
Detroit, Mich. Phone W 6-3017

**ACTS—ATTRATIONS**

For 1960 Fairs and Carnival circuits in Wisconsin and Minnesota.

---

**Cisco's Scottish Collyies**

314 families from Europe, R. J. Long, President.

---

**PHONE WANTED**

For 1960 Date Book

CENTRAL Show Printing Co., Inc.
Bakersfield, Calif.

---

**Tired of Traveling!**

Want to live on one place for the rest of your life? We have a beautiful, 4-2011, 5 acre property near the mill in up-to-date facilities, electric, gas, water, etc.

**DALE MADDEN**

Lake City, Iowa

---

**PHONEMEN WANTED**

After and with team. Can use another clown.

**PHONEMEN WANTED**

Mar 19, 1960, Arkansas, 10-20 men needed. Will pay expenses and all travel expenses. Must have experience.

**Thank You**

Thank you to all who continued to give so generously.

**Bugsy Wanted**

Bugsy is ready to ring from Ringling Bros. for ten years after 10-Week tour. Bug has been trained thoroughly, is in top condition and has a perfect record for his shows.

**PHONEMEN WANTED**

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---

**WANTED**

Complete varnished wood carver, with 30 years experience. Contact Virginia Seal, 301 E. 6th St., Los Angeles 11, Calif.

---

**PENDANT OF WANTED AGENTS**

**PAY 20 FOR EVERY AGENT WANTED**

**PHONEMEN WANTED**

Mar 19, 1960, Arkansas, 10-20 men needed. Will pay expenses and all travel expenses. Must have experience.

**Pay 20 for every agent wanted**

---

**Phone Men**

Rents $300.00. Must be experienced, willing to travel, and energetic. Must have good reference.

**PHONEMEN WANTED**

Mar 19, 1960, Arkansas, 10-20 men needed. Will pay expenses and all travel expenses. Must have experience.

**WANTED**

Complete varnished wood carver, with 30 years experience. Contact Virginia Seal, 301 E. 6th St., Los Angeles 11, Calif.

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**Henson Bros.' Circus**

Opening under canvas, Saturday, October 17, near Athens, Ala.

---

**CIRCUS AUDITOR WANTED**

Must be thoroughly experienced as a wagon man and must enjoy the circus life.

W. F. SHOTLOCK, PACE, Fergoumo, Athens, Ala.
Joe Prell Dies at 54
After Surgery in N.Y.

NEW YORK—The Eastern car-

cival 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. Joe, 54,
passed away Sunday (4) in Gold-
boro (N.C.) Memorial Hospital,
while recovering from a gall

bladder operation.

In addition to his professional
pursuits he was to be installed this year as head of the Showmen’s

Association, of which he was first vice-president. He was also on the executive board of the Miami Showmen’s Club.

Goldboro is the showman’s winter quarters town and the fair there

was established, largely thru Joe

Prell’s efforts, in 1940. It has

since bought a 65-acre spread and

has an ambitious, with the average

program charted.

At last winter’s State fair meeting, Ollie Prell, president of the

fair, spoke in tribute to the

Prell family when he said rela-
tions between the show and com-

munity could serve as a model in

outdoor show business.

Joined Show in 1942

Joe Prell was born April 3, 1905.

In Sugar, N. J. He was educated

in the Paterson school system and

at Parker School of New York Col-

lege. He was general manager of

the large Shanty Stores restaurant chain, he joined the father, Sam Prell, in 1942.

Prell took over the carnival’s cookhouse

operation. The following year the

show was the Prell’s Broadway and

Endy Shows Combined, and, with

his brother, operated the midways,

with the father, a three-circle prog-

gram.

A service was conducted in

Goldboro by Rabbi Sanderson, and

a eulogy was given. Prell’s body was

accompanied here on Wednesday (7).

The ceremony was held in the re-

side Memorial Chapel with burial in

the NSD section of Fountain Cem-

tery, Martinsville. N. C. It was

contingent of local people attended the services as well as people from

more than 100 were present at River-}

side.

Prell lived in Parkchester Apart-

ments, the Bronx. He married the

latter his wife, two children, Carl,

24, and Marion, 20; brothers Abe and

Benjamin; sisters Gertrude Goodman of Nutley, N. J., and

Sarah Shaper, who traveled with

the show, and his parents. Joe

Prell was president of the Prell Shows, and was vice-president and Ben

Prell has toured as adviser and

vice-president of the National

Showmen’s Association.

At the services were many NSA

officers, including Al McKee, pres-

cident; Parnell Goodbrake, associa-

tory; Levy Willens, treasurer; Sam

Levine, attorney, and Joe McKee-

tester. George Hamid Sr.

attended the previous night. Harry

Kaplan came from Baltimore.

Joe Beck, former partner of Sam

Prell in the Bell City, also attended.

Telegraphed and floral expres-
sions of sympathy were still ar-

riving late in the week. They came

from Max and Jane Tubs, Al and

Marion, Joe Prell, Howard Levy,

Steve and Rose Stevens, the Reis-

inger family, the Viviana family,

the Goldsboro Civic and Social Club,

Medal Shows, Marks Shows, Mi-

chermeyer Beaux, Max 35 years ago,

Ellie Dodson, NSA Auxiliary, Mi-

ami Showmen’s Association, Paul

and Laura Goodbrake, George and

John and Marie Viviana, Mr. and

Mrs. Harriet Goodbrake, John and

Mary Viviana, and Mayor Robert

Patterson, attended. Joe Prell was

buried on Monday (6) at Fair-}

ly with services conducted by the

same faith. Prell was one of the

largest and most successful show

men of recent times. He was a

healthy, happy, thrifty, hard work-

ing, and open-hearted family man.

The service was held in the

Reinhart Memorial Chapel, Fair-

ly, with the Rev. B. O. Cobb, pastor

of the Reinhart Memorial Chapel,

presiding. Mr. and Mrs. Joseph Prell

and Mr. and Mrs. Frank Waltz, Strates Shows, C. C. Gross,

Wilkins family, Mrs. Prell, and

Mrs. Jack Russell, Great Frederick

(Mil.) Fair directors, Thomas Joy-

land shows, and many others.

GET LOCAL AID

Flooded-Out

Vivona's Eye

N. C. Rebound

FAYETTEVILLE, N. C.—Amuse-
ments of America finally got their
day (2) in Charlotte-

Fayetteville, N. C., where it had been

flooded by the overflowing Riv-

er. Aerial view photos of the swamped mid-

way and 400 employees were

printed over a large part of the con-

vention hall.

Friday and Saturday didn’t pull the

lot was madly stuff during the hurricane.

There were no injuries but con-

siderable water damage. The Viv-

ona family expressed gratitude to the

local agencies contributing their services.

Temporary hoisting was provided for 42 carnival

vehicles by the Red Cross, who in-

stalled them in the National Guard

Armory. Women and married cou-

cils were put up in the Motel Monte-

rico.

Show was back in action here and

looking for a good week. Opening

weather was okay and the outlook

good.

C&W Reopened

By Va. State

RICHMOND, Va.—Despit-

ing some midweek rainfall the Celi-

tin and Wilson Shows piled up a

very healthy gross at the Virginia

State Fair, ending Saturday (3).

Eight shows reportedly gross-

ed around $156,000.

J. A. Mitchell, fair manager, re-

ported the midweek midway con-

dition to be between $30,000 and

$40,000 better than last year.

Mr. and Mrs. Jack Wilson were

awarded to Cettlin and Jack

Wilson before leaving Richmond.
Reithoffers Ready 16-Day NYC Stand
Harlem Armory as Fair Site; Strong Close Aids Units at Bloomfield Fair

NEW YORK — An added date planned since last winter will bring the Reithoffer Shows' season to a conclusion Nov. 1 instead of at the Bloomfield (Pa.) Fair. Sixteen days in a Harlem armory may produce a bonanza, according to indications.

The outdoor fair season drew to a close at Bloomfield on Saturday (30). The show put together more than 40 rides, including a 16-rider kiddieflier. Augmented by a spacious array of back and under rides it wound up as the most profitable week the Reithoffers have known.

Two midway fields were, with the back one, formerly not too productive, winning a healthy gross

DANVILLE & SHELBY BIG FOR STRATES
Charlotte Folks At Shelby Fair Provide Surve

DANVILLE, Va. — First two days, Oct. 21 and 22, 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 its strong and influx of patrons from Charlotte. This was the first year since Dr. J. E. Strates decided to retire the Charlotte fair last fall—Friday, and Saturday crowds exceeded anything the fair had been known for.

Show was larger than its normal size here, with the addition of several folks scouting along for the coming North Carolina State Fair. There were 20 rides or so, as usual, including the five built especially for Attleboro (Pa.), Fair, and several of the eight older ones.

A press for Attleboro beating the previous record was claimed by the Strates offices, the total being in the neighborhood of six figures. Greenville, S.C., played co-sponsored with Attleboro, was very satisfying.

Heth Up 17% At Tuscaloosa

LAUREL, Miss.—Heth shows moved here last week after a winning run 'n the West Alabama Fair, Tuscaloosa. S. T. Adams' department managers, reported rides and shows selling $38,717 per cent over last year. The fall zone had 23 rides, 10 shows and 60 concessions with the Mall Mouse topping the line-up. Club Havana had the back end with Magic Mirrors in second spot. Visitors included: Dr. Long; Bob Mendel and George B. Flint. Also Bill Damsky and Jimmy Mor- ris, West Tropical Concessions; Paul Olson and George B. Flint. Tuscaloosa, Miss. — H. E. Walsworth, President.

KIDDIE RIDES
SET OF 2 OR 3 WANTED
For Greater Gulf State Fair, Mobile, Ala., Oct. 15-29. Please in love.
Call 305-929-3300

THOMAS JOYLAND SHOWS
Want Concessions of all kinds. Rides, help, useful people in all departments. Want Hanky Pash Agents. Address:
L. I. THOMAS, Mgr.
Chase City, Va., this week.

10 SWEEP LIVE PONY RIDE FOR SALE

Complete with 1 Pedale. All steel ride, complete with new tires. Moderate price. Can be seen at Fairground, Pavilion. Price, $200.00. Can be seen at Fairground, Pavilion.

CITY KELLY
For SELL

Billy Scrambler

For information to the whereabouts of VICKI DAVISON, PARELLO & PAUL EVANS. Tel 6-4321 or WE 6-4721 Tuba, Ohio.

FOR SALE
ELI SCRAMBLER

Ultra new. With or without transportation can be seen at motion in dealer's, Oct. 18. Steamer, L. i., Oct. 20-29. No deals.

JAY STANLEY

JOE J. FONTANA

Contact: Joe J. Fontana.

WANT SIDESHOW ACTS

Carnival men, large acts with a high price figure. Any inquiries will be entertained. Address: JOE J. FONTANA, 211 E. Tarpon St., Tarpon Springs, Florida.

WANT

WANT for Coffee Co. Fair, Elba, Ala. Oct. 19-24, with two more fairs to follow.

CONCESSIONS: Bingo, Hanky Pank of all kinds, Animals of all kinds, Small Concessions, Giant Concessions, Horse-Okie Horses, No charge.

Kate and Alie. Can place Shows of all kinds. Will晶体, large sets or small sets. Can handle any major fair or not con- tactable.

Full time agents wanted in Elba, Ala. Write in boxes.

H. H. BARACKMAN
4/6 Concession Co.

Columbus, Ga.

Copyrighted material
ATLANTA MIDWAY GETS $72,517 ON RECORD DAY

ATLANTA—High per capita spending, an average of 82 tickets, and an all-day gross of $72,517, were the totals for the turnstiles Saturday (3) gave to the Southeastern Fair here a midway ride and gross of $72,517, on an all-day single day high for the fair. The gross was predicated on the combined receipts of the Gooding Amusement Company’s No. 1 unit, midway and all rides, and the整天 ground shows.

Cecchini, said Gooding operation.

The Top 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 Granger working the front, grossed $3,686, with tickets selling at one dollar.

Pomona Fun Zone

TOPS ’58 BY 10 PERCENT

POMONA, Calif.—Business on the Funville Midway at the Los Angeles County Fair here Thursday (2) was approximately 10 percent over the same period last year. This year’s attendance was 113,000, boosting concession business up 15 percent. Monday thru Friday business was slightly under but overcome by the weekend trade. Pomona is operating the permanent rides installed by Harry A. Illions and operated by him for the last seven years. In addition to these devices, Funville, which grossed $4,790 in the first six months of the season early this year, booked portable rides of Oliver Waldron’s Fair Time Shows, with the major rides on the midway and kiddie section.

ALL DAY GROSS 1958—1957

La. Fair Big For Ruback

DE RIDER, 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 percent per cent ahead of last year with concessions about even.

The major rides with the exception of the Theme Boats and the Twister, led the fair last year. The Twister led the major rides with the Scrambler and the Theme Boats following in order. Sam Conners Jr. added a second ring to his live ponies, this one featuring costumes.

Wednesday was much visited when the arrival of the main fair feature, the $75,000 pony, Larry Nolos, Alamo’s general manager, arrived with a total of 12,000 tickets for the event.

WANTED TO JOIN AT ONCE

Amelia County, Fla.—A new and highly desirable position has opened at the fair director of the fair. Applications are invited from any interested persons.

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Amelia County, Fla.—A new and highly desirable position has opened at the fair director of the fair. Applications are invited from any interested persons.
**Memphis Fun Zone**

**Ops Score Red One**

MEMPHIS — There was un-
bounded joy on the midway at the
Mid-South Fair here Saturday
(5) as the nine-day event drew
to a close, leaving in its wake a
bloc of good business.

Never before had midway op-
tunities been better. Show-
men, ride operators, games and
food concessions experienced
business that was as good as or
better than they had hoped for.

And, just before teardown, the
ops, usually wary about having
their fair on a fair that the press
came to the fair's 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 515,897. The first
crowd of more than 500,000 ever
to attend the fair. And, since they
told, was a large measure Wynne's
design.

He and his staff, the showmen
maintained, had used every avail-
able means of drawing to the fair
before they left.

One 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
seven days," he said.

For the full run this year, Wil-
son's gross was 51 per cent over
last year's gross.

Chuck Moss, operator of the
rare aerial-boat ride, says he
first came in here under Wynne,
and it took touch and go to make
a profit. But last year's
improvements that had been made
in the same boat and the
improvements on the midway, the
lights and the all-around interest
in the fair of all those people there
but playing the thrill boat.

Casino games receipts were
$27,729, 97 per cent of that last
year's receipts. This is the remark-
able increase to all the game
concessions.

Wilson and Moss didn't say so,
but they both took a hand in the
fair's contribution to the fair's
growth. Wilson's fare was a CFA
operating out of the fair, which
had never been stronger. And the
courtesy of the special concessions
under Moss was never better.

Included among rides under the
Wilson banner was a new style
Loop-o-Plane, designed for port-
ate operations, which was operated
by Hugh Conover, Upland, Helio-
con, Dark Ride and Funhouse.

A vendor, owned and operated by
John Moser, Denver, and a Looper,
owned and operated by Charles
Medley, also in the line-up.

The rides and games under
Moss' operation included the
Super-Loy, which was owned and
managed by Alfred G. Oster?,
was one of the top mon-
pers for the entire fair, putting
out much special paper and
program material.

Other rides were the show
and the Illusion show, presented by
Charley Rennie and Rosene Marine.

There were two.

A girl, operated by Once and
managed by Peter Moore and
Shoemaker, respectively.

A. C. Reck was office secretary-
trader for the Route 9 concession,
iwere under the title of Clif
Wilson's Associated Exposition.

---

**Ontario SLA Sets Oct. 25 Election**

TOKYO — The Shomu-En League
department on Oct. 25, 1951.

The club has 188 members
and has a total of 215 applications
Thus, the efforts of various shows
have been for the welfare and busi-
ness of the fair.

---

**Book Review**

*Fifteen to Remember* by
a railroad titled show. And it re-
ports the "destiny" of Lucio
Cristiani and Mary Wahl.

For the rest, contrary to what
was expected, the book is
inconclusive.

Invention of the calypso was
patented. Hemingcres bandwagon
were bought by Bailey, but Barney
who was dead by that time. John
Dinah was a patent at the
1951. Coup was not Barnum's
manager prior to their circus
december, and paid his receiv-
ors, not vice versa. Dan
Riehl, president of the show talks
for 9 years later. Barnum didn't
bring the first picture ever to a
country.

The Carl Hagenbeck show was
two troupes as much in 1902.

Annie Oakley was in the show
without the Fortepugh show before
joining Buffalo Bill for we as far as
she was never killed in a 1901
trick, the Cowboy train. The
First of all that show grossed
$1,000,000 on a west coast-
show, the Redwood. Tom
Inshette, who was a member of the
Circus, had no doubt that
Barnum did anything in his seat
wagons as early as 1898 and over
Wallace Berry wasn't
the builder of the bullfinch, or
the bulldog, or the elephant;
plants to tall-up. Tom Inshette
was the leader of the wild
wealth of ancient Asia.

Twenty-four-hour men don't
normally travel more than twice
This has been no African drop or
Bingo on the Kinko show.

Generally, the bulk of this book
is stock material. Of the parts
which are correct, little is

---

**Pomona Party Nets $800 for Reg. Trapshooters**

LOS ANGELES—More than
$800 was earned by the Regular
League trapshooters at a
within-the-show at a Los
Angeles County Fair in Pomona. Ruth
Davis, manager, in charge
with C. H. Allom and Annabelle
Gordon.

A special tent, donated by
United States Tent & Awning, was
used. The show was advertised
through the operation of Various
Times Shows, Inc., on the midway,
and the Pomona League, president
of the committee, was in charge.

Tickets and tables were con-
tributed by Cameron Enterprises
and food by Warren and Flora
Walker. Mrs. Walker supplied a
high-end menu in for the
awards.

Emily Bailey was in charge of
the fair, with the help of her
husband, Wilbur, and their
four children.

Dinner tickets and others
were bought by Carl Johnson,
Mrs. Patchett, Myrtle
Hunt, Sunshine Jackson and Helen
Smith. Ruth Wolf Wood was in
charge of the refreshment bar.

The show was sponsored by
Mrs. Bailey, Eve Scott, Eva
Thompson, Mrs. Davison, Mrs.
De Haven, Mrs. Raphy, Neil
Robinson, Sunshine Jackson, with
Barkett and some friends who
needed tickets for the show.

Mrs. Patchett, among others,
were doing good work for
for the show. Ticket sales were
for the members.

Among others who attended
the show were Ted
LeFors, Elmer and Ester,
Hammond, Ed and Peg Butler,
Sally Sullivan and the
Josephine Walsh, Rose Rosand,
Raymond and Bertha
dand, daughter, Norman Sue,
Larry and Frances Ferris, Pat Trewor,
Shirley and Harold Hunting.

A. Kay Shute, ly, Koyorennik
and Philip Downey were voted
the membership card, the
memberships were given John P. Norman and
Rose DeHaven.

---

**Correction**

The date of
**STARKE, FLORIDA, AUG. 24**

CONCESSIONS, AND ON CALL
by phone at the

---

**For Sale**

**Paratrooper**

Ride can be used in narrated, recorded
"Back to the \[ \text{ whatever} \]"
The Circus, Cincinnati, Ohio

---

**Exotic Dancers & M.C. Wanted**

HERR MILLER
3 E Knight Street, Atlanta, Ga.

---

**$100.00 Reward**

will be paid for information in the case of
**RODNEY BRUSO**

HUGH L. LAMBERT, Constable, Ga.

---

**Foremen**

M. S. CHAPMAN, Port Arthur, Tex.

---

**Plant Manager**

F. O. B. Portland Oregon.

---

**Circus Jobs Wanted**

R. C. CUMmins, 4100 E. 4th St., Kansas City, Mo.
CRAFTS 20 BIG SHOWS
Now Booking Shows & Concessions. $20.00 per ft.
FOR
FRESNO FAIR
OCTOBER 8-18 INCLUSIVE
LARGEST FAIR IN CALIFORNIA
(UPON LOCATION 300,000 ATTENDANCE)
WIRE-WRITE-OR PHONE
CRAFTS 20 BIG SHOWS, INC.
7283 Ballaire, North Hollywood, Calif. Phones: Pujolet 5-0909, Pujolet 5-0320

NATIONAL PEANUT FESTIVAL AND FAIR, DOTHAN, ALA., OCT. 19 TO 24
TV Stars as Red Foley and Yancey Derringer in person. Beauty Contest, also Miss Alabamas, Miss Georgia, Miss Florida and giant parades with Hose and bands galore.

WANT DIRECT SALES CONCESSIONS ONLY. Can place Cashhouse, Grab, Photos, Long Range Gallery, High Stiker, Hats, African Derby and Demonstrations of all kinds.

SHOWS
Can place Minstrel, Motomedria, Mechanical, Class House, Big Snake, Wild Life, Monkey Speedway or Drome and Midgets. Place any good Cind or family type Shows.

RIDES
Helicopter, Round-Up, Flying Caster, Roller Caster, Wheel in twin and Live Ponies. All replies to JOHNNY PORTEMONT JR., Brundidge, Ala., this week. Phone in office.

FILM SHOWS

Golden Belt Fair
Oct. 19-24, Henderson, N. C.

Tideewater Fair

Seven County Fair
Oct. 26-31, Dunn, N. C.

Pomona Fair
Continued from page 44

Petersburg Fair
Continued from page 44

Ala. State Fair
Continued from page 44

Atlanta Fair at Record Pace
Continued from page 44

The fair registered a gain of more than 30,000 in attendance on the record day Tuesday and Wednesday (6). The record Saturday was given ideal weather, clear skies and daytime temperature of 90 degrees. Mr. Lee Carter, fair manager, attributed the strong attendance on the record day to a new advertising approach, the personal appearance of the Red Foley at the fair.

The fair needs a full page, set editorial style with big answers to questions, the page, on opening day in the Atlanta morning, and afternoon newspaper — and this Carter believes gave the fair a big build-up. A similar full page advertisement should be used from the opening opening.

Red Foley was in for two shows: Friday and Saturday (2-3) to good crowds in front of the grandstand. Dan Fleming's Partition Hill Drivers were in for the first five days and sang in a show Saturday between Foley appearance. Business for the Partition Hill unit was rated better than average for the fair here. Jack Kocicich's thrill show moved in fairly fair for a few days but was raised Sunday night (6), its first show, as a result of a strike. Many new features were offered in the fair. Chief among them was the Chainless Horse, which brought Santa Claus by helicopter to the fair. When the horse was shown on the main stage, the gosh was done up attractively and the presentation 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 has 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 Clift, were up 25 per cent higher than last year's shows and games, operated by Clift Maus, were up 38 per cent. Car parking — a vital source of income, was also good with many automobile turnover.

Besides the Coliseum attractions, the fair offered its traditional Rib- erooth Follies, a talent show, and the usual El -dorado (McCoy) Stacy and headed by Homer and Jethro. Their act drew about up to last year's levels.

Boots City
A big addition to the fair was a huge boat show, developed by the SRMI and sponsored by the Bobcats with the Modernizers, and George Arnold's "Rhythm on Ice," augmented by the Lancer recording artists. While no figure was released on the sale, Philip A. Shepherd, fair assistant manager, said that the business had been hit by two sets of business.

Business on the midway, opera- tion by Fairtime Midways, Inc., headed by Louis Giomi, was re- ported up. In addition to the permanent rides, several booths were booked on by Fairtime Midways, Inc., and Traveling shows, Inc. and the Peach State Shows, Inc., Doak, and Rantix Shows with Larry Frains in charge of the operation. Novelties were handled by Pat Trotten and Son, San Francisco.

Big Week
Continued from page 44

1000 had been in attendance during previous days and made the midway was oper- ating, this year's was curtailed as far as the Coliseum went. Mrs. Harris said he was "extremely pleased" with the attendance, and the initiative in awarding the award in the 1980 release contract, because of the many people who didn't make the decision in the hands of the ad- ministration. A second week, Mrs. Harris said, "a big hit" to retain Amuse- ments of America. Her son, Bob, was on tour the same year for his recommendation. He would come back after his tour, then go to a big party with Co tiner Mays at Thanksgiving time.

The FFA checked in an excess of furnaces and efforts were made to manage this inflow next year. A Saturday cooking contest designed for two hours, six at six because of heavy participation. Additionally, a 3-day show did fairly well as did Fabian.

Send in (20) with 62,000 paid admissions was the biggest single day fair has known. Harris said. He reported that two days were affected by the statewide sleeping sickness scare which had produced five deaths or children in the fair area. Other handicaps which curbed the attendance was the loss of 18,000 workers in the state area because of the steel strike.

Walter M. Fox, former general agent, is being treated for an eye condition for several years. He has had the operation during the past three years... The two TV networks which have been creating the national fair, the TV network which has been creating the fair is operating on the test page of newspapers.

On the same day, Olson Shows enjoyed big business on the kids' day. The fair did not have a large audience.
new merchandise for tomorrow's . . .

parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:

starts from 40 degrees below to
160 degrees above and prolongs
battery life. Owners and profes-
sionals use solution to bring
weak batteries back to life. Dis-
play carton contains a dozen
three-ounce containers. Retail
price, $2.98 each. Cleveland &
Taylor, Inc., 2810 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 Aven-
ue, 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, 99 cents; six colors, six
pictures in window box, $1, and
12 colors, nine pictures in box,
$2. Kenner Products Company,
912 Sycamore Street, Cincin-
nati 2.

OVEN
Portable electric oven with de-
tachable control is large enough
to cook full-size pies and cakes
and also roasts. Detachable con-
trol makes unit immersable in
water. Retail price, $24.95; con-
trol, $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 Cie-
ega 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 Pin-Shaped
Stainless Metal Needles.
MOST BEAUTIFUL ON THE MARKET—BAR NONE

Sells on Sight—all you want
one this Christmas—BE READY—
ORDER NOW

In lots of six or more
$11.00 Each
Sample $15.00

CARNIVAL CONFAB
Continued from page 51

MIGHTY VALUES!

MERCHANDISE

THE BILLBOARD

OCTOBER 12, 1959

SAR'S WHOLESALE DISTRIBUTORS, Inc.
2959 West 59th St.
CHICAGO 29, ILLINOIS
PHONE: Walbrook 3-0161

BIG PROFIT CORIES
BIGGEST—BEST XMAS EARRINGS
VALUES EVER
BUY DIRECT FROM DPI.
ALL AMERICAN PLASTICS
2546 W. HARRISON ST., CHICAGO 12, I1.
SAPL_tm Btall Secr. C.O.D.
FREE WITH GROWTH ORDER OF 10.
NOVELTY 115 S. STE.
DLE LUXE 136 S. STE.
NOVELTY 116 S. STE.
DLE LUXE 137 S. STE.

ENGRAVERS AND DEMONSTRATORS: ATTENTION!
WRITE FOR
NEW 1959 CATALOG
MADE IN U.S.A.
“Suit or Crown Motif” w/Al. Nickel or $24.00.
“Bride & Groom” w/Brass Bases..................$19.95

From MEXICO
DIRECT IMPORTERS
MEXICAN TURTLES • WALLETS • LEATHER NOVELTIES • MEXICAN BAGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SABRETS • FEATHER BIRDS • BOUTIQUES • STRAW HATS • TOOTLED BILTS • HARD-FOILED SHOES • MEXICAN BEADWORK • BAGS • COVERED BASKETS • WATCH BANDS • BANDANAS • WHISTLES • RINGS • COINS • EARRINGS • GUITAR STRINGS • MARACAS • WALLETS • TRAVEL MATS • TROUSERS • CAMERAS • GIFTWARE, ETC.

Catalog Now Ready—Write for Copy Today

ATTENTION, ENGRAVERS
The largest selection and lowest prices of engraving supplies in the country.

24” HEART ROUND PENDANTS
$2.50 EACH & UP
EXPANSION & PHOTO IDENT.
FROM $3.30 DZ.

ATTENTION, CAMEOISTS
SEND FOR OUR 1959 SAMPLE LINE
JACK ROSEMAN CO.
2545 Fifth Avenue New York 18, N.Y.

FALL SPECIAL
Limited Supply Beautiful 24” Table
LAMPS

The largest selection of raw materials
29% Rep. 1300, C.O.D. 1300.
CAMBRIDGE PRODUCTS CO.
1433 Catalpa Avenue Chicago 37, Ill.

INDISTRIBUTUABLY

NEW! PICTURE FRAMES, Factory Originals—Free Catalog
30-day money-back guarantee. Listed and displayed, $1.15. Black and white photo-registered. Single, $1.15. 14” x 17”, $1.35. 17” x 22”, $1.65. 20” x 24”, $1.95. Complete engraved catalog $2.50.

JACK ANTHONY, 1774 N. KENMORE, CHICAGO 31, I1.

2201 Washington Ave., St. Louis 3, Mo.
WE MANUFACTURE
SALEABRIVES
AND JAR TICKETS
MOST COMPLETE
LINE IN AMERICA
Phone or write for price list and circular.

when answering ads...
Say you Saw It in The Billboard

GIVE TO DARREN RUNTON CANCER FUND

Copyrighted material
PITCHMEN 
FOR DEMONSTRATORS 
ENGRAVERS

JIMMY RYAN... the vet gasket and tool worker, is handling a Fraternal Order of Police promotion set for the Cincinnati Garrison on November 25. The Harleum 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 ducks are priced at 90 cents each through an arrangement with local retail grocers.

"LONG TIME 
no write, so thought it time to send 
in a pipe," pens Jack (Tiny) King from Englewood: "I have been in 
active for so long that I suppose 
some of the boys thought that I might have looked out for good.

Well, here’s the score: I am still 
disabled, but am getting around 
with a cane. I was shot 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 
more I will 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 
manges to get around. The trouble 
is that we are not getting any 
younger. The steel strike and its 
effect on all industries are mak- 
ing things tough in this area. 

Demos are getting about half their 
ordemaking Mary and 
well. Woolworth stores have about five 
pitchmen working rag cleaner, cloth, 

pump, vac, 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, who have been working this 
district for Kent Sales of New York, 
and I must say that he does a 

fine job—a corner if I ever saw 
one. He flew to Detroit Saturday 
(3) to open that territory, turning 
it over to Nick Victorontito. It’s 
been almost three years since I 
have pitched a tip, and I might 
pull in a few weekends myself, just 
to get my hand back. But 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 
Fintel, who drove many miles to 
be present. Also present were Lucius 
Kapp, first vice-president; Peggy 
Richards, second vice-president; 
Louise Emerson, recording secre- 
tary; Margarette Horan, corre- 
spending secretary; Thomas Coul- 
ghland, financial secretary, and 
Oliver Englund, treasurer.

William Heltich presented the 
colors and Rev. Marcel LaVoy the 
invocation. Welfare Chairman Eta 
Coughlin, recently recovered from 
a major surgery, announced the 
following members on the sick list: 
Loth Bonner, who suffered a stroke, 
is in Illinois Masonic Hospital; 
Eugene Bradley, Ravenswood Hos- 
pital; Helen Kilduff, Presbyterian; 
and Irene Riedy, Oak Forest.

Members recuperating at home 
include Clara Fitzgerald, Ralph Gray, Ethel Simpson and 
Warren Warren.

Members were shocked over 
news of the death of Loretta Hurst. 
Elected to serve on the nominating 
committee were Honer D. Brint, 
William Heltich, Margarette Horan, 
Lillian Lawrence, Evelyn Louise 
Nye, Clara Paulson and Betsy 
Schrader. Assembly meetings are 
held the second Tuesday of every 
month in Hotel North Park.

Lillian Lawrence.

Show Folks of America

SAN FRANCISCO—This was 
brushed from the seats in the club- 
rooms last week as the clubroom 
opened on Monday (5). From all 
reports the members enjoyed a succ- 
sessful season, particularly favor- 
able in San Francisco and fairly well 
in San Jose, Calif., with the excep- 
tion of the one-day rain out.

New members obtained during 
the summer include the John Mar- 
ket, William M. Bronshwe, R. 
L. Ray, Clarence A. Preston, Rob- 
ert J. Melacks, Daniel G. Donald- 
son, Arnold R. Coats, Robert 
George Coughlin, Curtis LeRoy 
Jones, Harold K. Benjamin, Arthur 
Bourgin, Virgil Lee Lawrence, Ad- 
elle L. Paul, William Hal, Bruce 
R. L. Crowell, Barry Kohn, 
Vaugh A. Lang, David P. John- 
son, George A. Corey, Jr., Bruce 
Matthews, the Frank Wheelers, Em-
WHEN YOU HAVE QUALITY YOU HAVE NO COMPETITION
THERE IS ONLY ONE
"BLITZHACKER"
Lightning Food Chopper
FULLY AUTOMATIC
IF THE BASE DOESN'T LOCK IN PLACE
YOU HAVEN'T THE ORIGINAL
U. S. Pat. D.792,836
WILL NOT RUST
WON'T COME APART IN USE
4 COLORS
   Clear  Red  Green  Yellow
   ● Blade revolves with each lap of the handle.
   ● Stainless Steel Blades
   ● Solid Aluminum Handle
   ● Safety Plastic Housing
   ● Bottom and Top Screw Together
   ● Snap Cutting Blades
   ● Multiple Colored Saws

We carry a complete line of:
   ● Pitch Items
   ● Foam Products
   ● Auto Polish
   ● Foot Remedies
   ● Vitamins
   ● Oke Oil
   ● Furniture Polish
   ● Plastic Towels & Flip Cans
ALL MOULI PRODUCTS
ALL PRODUCTS GUARANTEED
NO TERRITORIES—NO CONTRACTS.
Unlimited Production. Same Price to Everyone. Samples Sent on Request.
WIRE—WRITE—PHONE FOR PRICES.
INDIVIDUAL SAMPLES. 50c EACH.

NEW-NEL KITCHEN PRODUCTS CO.
4608 N. Ravenwood
Chicago 40, Illinois
Phone: Longbranch 1-6977-78

WOW! LOOK AT THESE HOT MONEY MAKERS
NEW PRICES  NEW STYLES

ACCORDION STYLE BAG
ONE OF OUR FINEST NUMBERS

This Mexican Accordion hand
made of leather with full leather lining has three big
compartments. Leather shoulder strap is fully adjustable. Shoulder strap is fully adjustable. The
bag is made of leather and nothing will happen to this bag and it will not lose A.P. Box because it
will fall leather inside and outside. You must see this purse to appreciate it.
6 x 8" $6.40
7 x 10" $7.40

BEAUTIFUL—POPULAR
MEXICAN RINGS
7 NEW ATTRACTIVE STYLES

2 SIZES

MEXICAN RINGS

PEOPLE WHO WANT TO MAKE MONEY SELLING THE "BLITZHACKER" LIGHTNING FOOD CHOPPER CAN GET THE WHOLESALE PRICE FROM THE MANUFACTURER AND SO GET A GOOD PROFIT ON EACH.  THIS IS A LARGE BUSINESS THAT IS NOW OPEN TO ANYONE WHO WANTS TO GET INTO IT.  THIS BUSINESS CAN BE WORKED ON A HOME OR RETAIL BASIS, AND THE SELLER CAN MAKE A GOOD PROFIT.  THIS BUSINESS IS EASY TO WORK, AND THE "BLITZHACKER" LIGHTNING FOOD CHOPPER IS A GREAT PRODUCT THAT WILL SELL WELL.  ANYONE WHO WANTS TO MAKE MONEY SELLING THIS PRODUCT SHOULD CONTACT THE MANUFACTURER IMMEDIATELY.  THE MANUFACTURER WILL PROVIDE THE SELLER WITH EVERYTHING THEY NEED TO GET STARTED IN THIS BUSINESS.  THIS IS A GREAT BUSINESS OPPORTUNITY FOR ANYONE WHO WANTS TO MAKE MONEY SELLING A GREAT PRODUCT.  ANYONE INTERESTED IN LEARNING MORE ABOUT THIS BUSINESS SHOULD CONTACT THE MANUFACTURER IMMEDIATELY.

IMPERIAL MSD, Inc.
951 Braeburn
New York 1, N.Y.

ONE THOUSAND BOOKS ONLY $50
Make your fortune selling books. All transactions handled on a book basis. No risks. No capital needed. Over 1,000 books, new and used, in all fields of publication. Full information furnished to interested parties. Write for complete information. 135 E. 69th St., New York 21, N.Y.
**NEW Sensation**

**CEL-MAX Ensemble**

**EXPANSION BAND**

- 7-Jewel Watch $6.90
- 15-Jewel Watch $7.90
- 17-Jewel Watch $8.90

**JEWELS BY ELMA**

254 West 38th St., New York 1, N. Y.

**Closeouts!**

Big Flash Dogs $3

- Big Flash Dog w/Strap $3.50

- Mid-West Watch Co.

- 5 W. Wabash Ave., Chicago 3, Ill.

**Fall Specials**

- 15" Drop Cord Dec. $8.60
- 3-Pc. Garden Set Dec. $8.40
- Mirror Sun Glass Dec. $5.40
- Christmas Cigarette Dec. $2.35
- 24" Bridge Doll Dec. $3.00
- 5-Pc. 7" Glasses, $1.70

**MIDWEST WATCH CO.**

- 5 W. Wabash Ave., Chicago 3, Ill.

**Lady's Watch**

- 18" Chain, $2.36

** كنت لا تعلم**

**Brody for Merchandising**

**Fall Specials**

- Our New 1946 Catalog. 75 Illus.

**FREE CATALOG**


**ACETOY**

- 2608 N. Maple

**SENSATIONAL DEMONSTRATION ITEM**

- ACROBAT-MONKEY

Wind your own and watch him perform. Reads like king and tito. $4.00 ea. $45.20 pr.

EMMETT KRUG

- Phone B-8859

- 3-K's Novelties

- 1116 N. Honey Ave., Norman, Okla.

**Gellman Bros.**

- No. 44 Fourth St., Minneapolis, Minn.

**SPECIAL FLASH!**

**PEARL SET, $6.00 DOZEN**

Sample Set $1.50 Postpaid

**7-PC. MEN'S WATCH SET**


2 Your Service Guaranteed

$4.95 or $5.10 each Sample Set $5.50 postpaid

**HARRIS SPECIAL 4-PIECE STERLING】

**SANTA CLAUS SNOW MAN**

**SALT & PEPPER SET**

- Beautiful red and white colors.

$4.00 each

25% deposit required — money order or cash

We Ship Same Day We Receive Order. We Ship All Over the World

**HARRIS NOVELTY COMPANY**

1004 Arch St. "This Is Our Only Store" Philadelphia 7, Pa.

Phone: Market 7-9848—Walnut 2-6790

Send for Latest Catalog

**Hurricane**

**Pushcards**

**Sales Board • Tip Books**

**Immediate Delivery • Order Now**

**Arnold Sax**

333 NO. Michigam Ave. • Chicago, 1, Ill.

**Send today for your free copy of our general catalog**

**IT IS NOW AVAILABLE**

Illustrates the complete line of imported and domestic genuine and imitation pen and pencil sets, lighters, perfume bottles, wallets, match boxes, pocket sets, novelty pen sets, money clips, letter openers, cigarette cases, et cetera. Also includes blister-packed items and other popular items.

**Gellman Bros.**

**Gellman Bros.**

**Novelty Guide**

**Gellman Bros.**

**Send to DAMON RUNYON CANCER FUND**
REGULAR CLASSIFIED ADS
Set in usual want style. one paragraph, no display. First line in set 5 pt. cases, balance in regular 5 pt, upper and lower case, RATE $2.00 per word. Minimum $4 CASH WITH COPY.

[$4.00 per line. One inch $14

DISPLAY CLASSIFIED ADS

Attract more attention and provide greater results than the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on all of one inch or more.

RATE: $1 per agony. $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
ALL-A-ONE CHRISTMAS HAS ARRIVED

NICE! Paper, Cloth or Leather Bound Books, Knick-Knacks, etc. A Gift That Will Admit One Person to the Birthday of the Year. FOR SALE ONLY

The most fashionable Western wear for the Indian Chief. Glass painted, exclusive design. Western, cowboy, Indian. No. 15.

Animal, Birds, Snakes
ALL-NEW MAGAZINE COVERS MANUFACTURED IN OUR FACTORY. WIDEST LINE AVAILABLE. BEST QUALITY. LOW PRICES.

ATTENTION: REAL TRAINERS CAN EARN UP TO $30 A WEEK. Send for Job Description and Application.

For Sale—Seashore Concession Supplies
ALL BOOKS, ARTS, AND SUPPLIES. FOOD, DRINKS, CARDBOARD OPTIONS, CROSSES, ETC. LOW PRICES.

For Sale—Secondhand Show Property
ALL-EQUIPMENT-EVOLUTIONS-ENERGETIC-EFFICIENT-CAPABLE OF DOING ANYTHING YOU CAN THINK OF. 657.

Food and Drink Concession Supplies
ABOUT ALL KINDS OF POPPERS, CANNED GOODS, TINS AND BOTTLES. FRESH FISH, ETC. 876.

For Sale—Secondhand Show Property
ALL-EQUIPMENT—ELECTRIC, GAS, HUMAN, ELECTRIFIED, ETC. LOW PRICES.

JEWELRY CLOSEOUTS
FREE CATALOG
BEAD-NECKLACE, EARRINGS, PENDANTS, CUFFLINKS, BRACELETS, NECKLACES, ETC. 3278.

HORACE BURNSTEIN, Gen. Mgr.
Salesmen Wanted
AD MATCH SÄLES! YOUR OWN SALES!-Million-dollar business, direct selling of supplies or materials to retail and wholesale dealers. Twenty new territories now open for experienced men. Write or call for literature. BANGOR, MAINE.

Wanted to Buy
Trucks, Trailers, Accessories
For sale - Trailers or 18, 19, 21' Worthingtons, 1905, in excellent condition. W. E. Warren, Emmett, Idaho.

Wanted to Buy
Cash for parts in any late model. Contact, 503-916-9966. F. G. Smith, 1021 Oak St., New Haven, Conn.

Record Pressing
DEMONSTRATION RECORDS MADE LOW COST. Write for details. spiel, 312 New Guinea Ave., Cincinnati, Ohio.

COIN MACHINES
Opportunities
FORTY NEW VENDING MACHINES, with complete merchandising, no capital invested. Write for information. X. H. Elrod, 1021 Oak St., New Haven, Conn.

Used Equipment
NEW VENDING MACHINES, 25c to 75c. Write, Box 19, New Haven, Conn.

WANTED
Nerald, 302 New Guinea Ave., Cincinnati, Ohio.

Talent Wanted
CAN GUARANTY 3 WEEKS FOR MAN WITH THE TALENT TO PERFORM, IN COMEDY, SONGS, DANCES, HOUSTON, TX.

Tattooing Supplies
TATTOO ARTIST-GOOD PAYING STAND AND MATERIAL. Write to, Tattoo World, 103 5th Ave., New York.

Tattooing the World Over, First and Main, Lewistown, Mont.
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 Vendarama bulk vending machine manufactured by Victor Vending Corporation, announced President Harold Schaef last week.

The machine was specifically designed to vend all kinds of confections. 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 single route, said Schaef. Uniformity of appearance enhances the sales potential of machine because it is standardized.

Use of the machine is not limited to multi-vending, however, said Schaef. The Vendarama 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 Vendaramas is a removable cash drawer that locks in the front of the machine body. The cash drawer works independently of the rest of the mechanism and a separate lock is used. Taking money from machines stacked closely together on a single unit had previously been a knotty problem for operators, said Schaef.

Seven Wheels

There are seven coin-cast aluminum wheels in each Vendarama. Five are fixed wheels and designed to support the various products. A fourth wheel, with a jumbo capsule, ball gum-charms, 100-count bulk gum and nickel rocket charms. The two remaining wheels are adjustable for portions of gum, 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 may be used on the Vendaramas. 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 machine after removal of a couple of screws and a cotter pin.

The large-capacity globe houses $22 of ball gum and charms, said Schaef. 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 feature eliminates filling and dressing of globes, said Schaef.

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 Schaef. A carrying top will be made for the Vendarama that will enable operators to service machines with refill units, he added.

Price of the Vendarama is $17.95. About 90 per cent of the metal used in the machine is die-cast aluminum, said Schaef. The unit stands 16½ inches high and is about seven inches wide and seven inches deep. Color scheme is red and yellow, with a chrome finish on the drawer and knobs.

Schaef planned to have color prints made of a battery of machines for use of the firm's district distributors in sales presentations.

Sam Schnayer

Heart Condition Doesn't Faze Him

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 August 1 to 3 at Navy Pier and the Conrad Hilton Hotel.

An adapted version of the Northwestern Model 59 bulk vending machine will be shown along with the standard model, said Sales Manager Ray Greiner. The new one-in-a-row and the multi-vend Hi-Lo will also be on exhibit, he added. "Folder" Harvey Tuesday during the show will be the only exhibit at NAMA.

Oak will show its Trading Post vendor which dispenses trading stamps, said Vice-President Harold Probasco. An undisclosed new vendor designed for use with bulk vending machines will also be shown, said Probasco.

Sid Bloom and Meyer Abeles, other top executives of Oak, said that the vendor 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 appointed by Circuit Court Judge Thomas P. Bussey of Charleston, front two confiscating vending machines pending classification of a law that requires licenses for the machines.

At the request of two vending operators, the state agents have been appointed by Circuit Court Judge Thomas P. Bussey of Charleston, front two confiscating vending machines pending classification of a law that requires licenses for the machines.

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(Continued on page 65)
SAM SCHNAYER CARRIES ON

machine installations in which straight 210-count gum is vend ed 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 half 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 commission between $2.50 and $3 in commissions per empty machine. With machines being half-charm machines consistently takes in just about the same amount of money each time it empties, gross receipts from not 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 commision from machines vending different types of merchandise, he said. If the operator explains that the grow varies from one machine to another, the owner may well want to see for himself. Once the store owners begin looking into the cash box, the feasibility of flat-rate payments is denounced, said Schnayer.

People tend to exaggerate the actual worth of a hoard of pennies, he commented. And if the operator tries to keep the location owners 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 cent commission leaves the operator with a smaller profit on a machine grossing $15 than does a $3 flat rate.

Quicker Servicing

Servicing is also quicker when a flat rate is used, said Schnayer. He is faster handing the location a few dollars than dividing up proceeds. The take for the day can be quickly run thru a coin counter each evening. When a flat rate is employed, he added. (See picture.) Coin-counter machines are ordinarily exchanged on location. At the start of each day of servicing, Schnayer typically loads his sedan with 14 machines in the trunk and an additional number of the Machines in the location rest on an “L” bar attached to the stand and are secured with a padlock. Servicing thus amounts to little more than unlocking the padlock and exchanging machines.

As a servicing precaution, Schnayer also carries extra globes and merchandise with him each day.

Should he run out of machines that he started with, he can use the empty locations already served. 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 give notification of empty machines form

(Continued on page 78)

GIVE TO DAMON RUNYON CANCER FUND
NVA Board Meet Called

CHICAGO—A National Vendors

Association board of directors meeting

was held here last Monday.

The agenda for the meeting has yet

been announced.

The meeting will be followed by the

National Automatic Merchandising

Association Convention that will be

held here.

Meeting of Victor Distributors Plannned

CHICAGO—A meeting of Victor

Vending Corporation’s district

distributors will be held shortly

before the National Automatic Vending

Association convention here,

October 31 to November 3, said

President Harold Scheuer.

Purpose of the meeting will be to
group methods of sales campaign-

ing by distributors in the firm’s

new network of district representa-

tion.

NBA Bans Two

Report from St. Louis

BY JOHN HICKS

Two St. Louis bulk vending op-

erators who have been under the

weather were recently released from

hospital care here. They are

Samuel Phillips, chairman distri-

butor, and John Kortiz, owner

of Victor Vending Company. Both

men were hospitalized for more

than a week.

Kortiz, who was off the job for

divisions and half-weeks, expects
to return to the northwestern distribu-

tor in the St. Louis area.

The Kortiz family—Mr. and Mrs.

Kortiz, and their son, Mark—

student at Washington University

in St. Louis—will be in attendance

at the National Automatic Mer-

chandising Association Convention

October 31 to November 3. They

will be at the northwestern booth
to greet all the bulk opera-

tors from St. Louis.

Another operator from this area,

George B. White, expects to be at

the convention of the NAMA.

Morrison recently went into the

bulk food field and has added another

50 machines to his route to in-

crease his total to 150. He

sells food 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 expect-
ing their fifth child any day now.

They have four daughters, and are

saying “Will the fifth be a boy?”

Another bulk operator on the

local scene is Charles R., who

recently went into the field. He

purchased 10 machines from Mr.

Kortiz about three weeks ago and

has one route. Like Kortiz, he

sells cashews.

NEW YORK—Buyers of

nearly Lawrence, Long Island, has

become national manager for the

trading cards manufactured by the

New York Flax Company, of Phil-

adelphia. Fleer is also a producer of

a well-known bubble gum line.

Meanwhile, a chief of Bu-

yond—Charles R., representing

Mr. Kortiz—has added three

weeks ago and has one route. Like

Kortiz, he sells cashews.

NEW YORK—Buyers of

candy, which has been

bulk vending

in the field.

He purchased 10 machines from

Mr. Kortiz about three weeks ago

alone or with other vendors.

For Added Income

HARMON AMCO

HANDY POCKET

COMB VENDOR

Cents Combined

In

This

A new distributor

who recently went into the field.

He purchased 10 machines from

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# 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 week shown. Listings are based on the 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 computer based on annual average.

(For 16-week period ending with issue of October 5)

## MUSIC MACHINES

<table>
<thead>
<tr>
<th>Music Machines</th>
<th>High</th>
<th>Low</th>
<th>Avg</th>
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<td><strong>GENCO</strong></td>
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<td><strong>SCHUMANN</strong></td>
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**PRICES** given in the Index are in no way intended to be "standards," national, "new," or offer an authoritative description of the price of 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 advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the highest and lowest indicate price range; mean average indicates the price level of the middle of the machines advertised for. This, when several machines are advertised at a "high," it indicates the "low" in a unique price probably for "as is" or "distressed" equipment.

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## PINBALL GAMES

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<thead>
<tr>
<th>Pinball Machines</th>
<th>High</th>
<th>Low</th>
<th>Avg</th>
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<td><strong>ARCADE</strong></td>
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<td><strong>WILSON</strong></td>
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## ARCADE EQUIPMENT

**Note:** AT - Auto Parts, C - Battery, D - Dancing, E - Electronic, G - Games, N - News, R - Racing, R - Racquet, S - Scramble, T - Tennis, U - Unlisted, W - Wrestling, W - Wrestling

<table>
<thead>
<tr>
<th>Arcade Equipment</th>
<th>High</th>
<th>Low</th>
<th>Avg</th>
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<tr>
<td><strong>BOWLER</strong></td>
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<td><strong>FLOYD</strong></td>
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## SHUFFLE GAMES

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<tr>
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## Başkan M. Cotlar

<table>
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## Billboard

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<tr>
<td><strong>GAMES</strong></td>
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<td><strong>MACHINE</strong></td>
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</table>
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.
COIN MACHINES
COMMUNICATIONS TO 188 W. RANDALPH ST., CHICAGO 1, ILL.
THE BILLBOARD 69
OCTOBER 12, 1959

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.

When you have a man expedition for 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 wants 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 14)

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 lounge, cocktail lounge, pool room and a theater. Although Rosenfeld did not disclose the exact address of his new Bowlette, he said it would be in a converted neighborhood theater.

First Bowlette

Rosenfeld's Bowlette, which he found successful with the other establishment, the veteran coinman said he would again be going after family trade.

Bally Bows Firm's First New Pool Game Since Pool Boom

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, five-rubber billiard cued tops, and high quality billiard clothings.

House Group to Study Royalty Bill Further

WASHINGTON — "Further study" was the reaction of members of the House Judiciary Committee before any action was taken by the group on proposed legislation to extend the current copyright on motion pictures and table games. 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 copyright Subcommittee had conducted extensive hearings and that no action would be taken on the proposed legislation until "more substantial evidence" was submitted to Congress on the subject of "whether the public would benefit from extension of copyright protection on motion pictures in terms of quality of performance or the quality of the industry." (Cont.)

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 rundown indicated considerable faith in the two-channel business on the part of record manufacturers and even some record companies. At this time, however, there has 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 50 per cent are also released in stereo form. In last week's Billboard Chart Report (Music section) 21 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 diskies in the New York area have reported that early this year a number of companies claimed they had one or two disks which were available in stereo. When pressed on this point, however, they have indicated they will use both a and c.

Charlie Hoos, 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 off. 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 mass production. All three, however, are making all recording dates in both monaural and stereo form so 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 Bears" by the Browns, "The Battle of Kooka-menga," by Homer and Jethro...
Glass Display Cases Prove Helpful in Finding Coin Parts

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 business. Garrison Sales Company has been in the coin business for over 20 years and has developed a system that allows coin operators to find any coin or part in a matter of seconds. The display system is based on a color-coded system that makes it easy for coin operators to locate any coin or part.

The display cases are designed to hold a large number of coins and parts, making it easy for coin operators to quickly locate the coin or part they need. The cases are also designed to be easy to clean and maintain, ensuring that the display system remains in top condition.

GARRISON SALES DISPLAY CASE

With the display cases, coin operators can find any coin or part in a matter of seconds. The display system is based on a color-coded system that makes it easy for coin operators to locate any coin or part.

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. Get your story across better and faster. Helps you achieve maximum results.

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 salesman.
COIN MACHINE EXPORTS
July, 1959

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<th>New Phonographs</th>
<th>Used Phonographs</th>
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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, in which the sport is up for testing and juke boxes are slumping. Volume compares with a monthly average figure of $1,781,494 for 1958.

New juke box exports, usually topping the $1 million mark, dropped to $847,448, their lowest level in recent months. Used juke boxes accounted for a total of $206,671 volume, which is average, while games jumped to $634,006, well above the mark for the previous month.

U. S. Department of Commerce figures for the first six months of this year indicate june box and game exports at nearly $11 million, equaling last year's level.

CHICAGO—As the juke box and coin game industry has been busy with its new phonographs, exports from the U. S. have been in a period of decline. In May, ending at $847,448, the lowest level in recent months. Used juke boxes accounted for a total of $206,671 volume, which is average, while games jumped to $634,006, well above the mark for the previous month.

U. S. Department of Commerce figures for the first six months of this year indicate june box and game exports at nearly $11 million, equaling last year's level.

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 color-coordinated location piece.

Made completely of wood, the game consists of a 20 by 4-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. Object of the game is for the player to roll marbles down the chutes in the little wooden football, trying to push it over the opponent's goal. The game is low in cost, and 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 defending goal.

Coin Adaptation

It requires little imagination as to how this game could be adapted to coin play. The half could be fixed 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 placed on the half.

The game is listed as 3.5 feet up. The coin is slanted downward at both ends so that marbles roll easily across the field to the player's goal.

Du Grenier to Bow New Gig 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 Demleison 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 will be Dan Thomas, the firm's New York representative. Other company executives to attend are: Fran C. Du Grenier, president; Blanche E. Brookhart, treasurer; Julian A. Levy, New York State and New Jersey representative; Richard E. Gibb, sales manager; Leo Malman, field service head, and John Klein, field service department.

The Rock-Ola Manufacturing Corporation, 800 N. Kedzie Ave., Chicago 81, III.

If the high cost of service on your route is "swallowing up" your profits in big bills, 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 dependability 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.
NEW YORK — The mention of the word juke box to many people, both in and out of the trade, is likely to conjure up visions of a flock of pop hit singles, not to mention a number of standard Glenn Miller titles.

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 key programming to types of location. LaSalle Music Company, large operator on the upper East Side of Manhattan, serving booths throughout 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 Finch Restaurant, in the Greenwich Village section of the city, LaSalle is surreptitiously feeding its LP's of numbers from the original cast of the successful Broadway smash, "Gypsy," which stars Ethel Merman. LaSalle's manager, Jack Hear, admits that this programming has been successful, but just how successful remained to be established.

Bally requires 225,000 sq. ft. glass per yr.

CHICAGO — Bally Manufacturing Company estimates it requires 225,000 square feet of glass annually for coin game production. The firm also estimates that the entire coin-operated equipment industry probably consumes in excess of 2 million square feet of glass annually.

NATIONAL VALUES
In Reconditioned Gottlieb Games

Auto Race, 1-p. $1.15

Thunderbird, 1-p. \$1.25

World Champ, 1-p. \$1.25

Fair Lady, 1-p. \$1.25

Cowboy Saloon, 3-p. \$1.25

Crisis Cross, 1-p. \$1.25

Alley Bishop, 1-p. \$1.25

Dodgem Car, 1-p. \$1.25

Sittin Pretty, 1-p. \$1.25

Stir Crazy, 1-p. \$1.25

Speedster, 1-p. \$1.25

Queen of Diamonds, 1-p. \$1.25

Race Time, 2-p. \$1.25

Still, 1-p. \$1.25

Oasis, 1-p. \$1.25

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 250 W. 55th St., who will be in charge of the operation. All members received over $10,000 and the cost of the prizes will be turned over to the public relations committee for the enhancement of its own activities.

Hollzman said that tickets will be $2 apiece. A book of a dozen tickets will sell for $20. Tickets will go on sale immediately at the Music-Operators of New York banquet of the Hotel Commodore, Saturday, November 7. They'll be sold there by two attractive and scholarly chaperons, 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 Convertible, a cruise to Bermuda for two, and an expense week in Florida for two, a 1960 RCA color TV receiver, a 1960 deluxe refrigerator and a delux washer-dryer combination.

Joe Ash says

Feed Book Special—Lowest prices Ever
on Following Single player games:

CRIS CROSS

RITTY PRETTY

SUNSHINE

CRASH CROSS

STRAIGHT SHOOTER

HIV DIVER

JIG-SAW

ACTIVE

AMUSEMENT MACHINES CO.


NATIONAL COIN MACHINE EXCHANGE
1911-S Disney Chicago 16, Ill.

Rush deposit to:

Rush deposit to:

JOE ASH

2225,000

SUNSHINE

HIV DIVER

JIG-SAW

AMUSEMENT MACHINES CO.

Editorial: Help Wanted—Yours

Continued from page 9

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. Kenny & Company, United Manufacturing Company, and W. B. Gottlieb & Company, among others. All of these manufacturers have well-staffed research and development departments and are equipped to design and engineer new games. They want them, but it's not technical help.

St. Louis Cig Operator Fights Removal of Firm's Machines

ST. LOUIS—Attorney Morris Shenker says W. B. Cigarette Company, linked by police to the Frank (Bucks) Worner Interests, plans to fight the decree taking its machines out of service in city buildings.

"We are attempting to do something," he said, "but I don't know when, probably within the next day or so.

Meanwhile three more W-R machines that had earlier been found in both the Mundell and Worner Interests buildings were removed.

"Out of Service"

Under orders from Comptroller John Poelker, who recently met the same fate as 22 W-R machines that were discovered previously, they were confined to a truck and marked "out of service."
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 8,000,000 smokers will spend an estimated $6 billion on cigarettes, with about 15 per cent of this total accounted for in vending machine sales.

**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
Gayley...50

¾ deposit—write to
**SUPERIOR SALES CO.**
7855 Stoney Island Ave.
Chicago 49, Illinois

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**Mobile Phone**

**WASHINGTON**

Cell phone 197, the nation's largest, has opened its third branch in N.Y.

**NEW YORK** — Mobile Phone 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 handled up by the founders of the one-year-old concern, Robert Klein and Brian Doroff, with the new Manhattan-based layout being headed by Tim Tzen.

Discussing the new move, Klein said, "The billboard was that it was to go into business as a one-stop was meant to be," that is, in a service strictly for jock 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 unholy meaning. We wanted to avoid whatever stigma goes with the mention of that term, so we actually let it out on our 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."

Klein started in Pittsburgh about a year ago. Prior to that, Klein was associated with the Mercury distribution there. In May of this year, the Leslie in Pittsburgh took over the Leslie operations in the Seaborg Building. It's understood that two months of market research and planning went into the decision to open in the New York market.

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**Valley**

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**POOL TABLES**

**GUEARANTEE**

**WURLITZER**

1500 $ 99
1550A 139
1600 149
2000 395
2150 449
2200 595

**AMI**

G200 $375

WALL BOXES

AMI WQ120. $79.50
AMI WQ200. 89.50

Terms: ½ deposit required

**CABLE ADDRESS:** "DAVIDS"

Write or call for latest listing of all types BINGO GAMES

---

**NEW GAMES**

KING BOWLER

GALLOPPING DOMINOS

Bally Lotta-Fun

Bally Club Bowler

Bally's Great Game

Kenny King 700 (3)-

Kenny Touchdown

United Flash

United League Bowler

World Wide Deluxe

Valley 6-BALL POOL

**AMERICAN PREMIER**

Gun Packer

**ACADEME**

**BOWLER**

**SIDNEY**

**PLAYLAND**

**SPORTSMAN**

Bill's Gallery w/Moving Targets

---

**CHICAGO**

16’ KING BOWLER

21’ KING BOWLER

---

**First Brings in a DOUBLE WINNER!**

**CHICAGO COIN’S**

**16’ QUEEN BOWLER**

**21’ KING BOWLER**

---

**CHICAGO COIN SPECIALS!**

---

**GUN**

---

**COIN MACHINE EXCHANGE**

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Stereo Disk Pace on Upbeat

A small studio, where stereo facilities might not even have been available.

Murray Kaye of Atlantic New York, Seaburg 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 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 $1,000 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 compilations continue to be registered about the singles business from all levels. With apparently more and more interest and buying power being focused on EP'S (singles account for only about 10 to 10 per cent of the total dollar volume today)

Philly Disk Distribs 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.
MONY 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. At Denver and Nash Gordon of MONY reported brisk activity on the ticket sales front and urged interested parties to sign up now before the supply is exhausted.

TOPS 'EM ALL... chicago coin's QUEEN BOWLER

HIGH SCORING with BONUS BALLS
Every Frame Plays Like the 10th...
TOP SCORE 900

OFFICIAL REGULATION SCORING
Top Score 300

Available in 16½ and 21½ ft. Lengths!

America's No. 1 Gun Attraction!

chicago coin's PLAYLAND RIFLE GALLERY with MOVING TARGETS

Realistic Moving Rabbits Run Across Playfield—Drop When Hit! S Bullets-Eye Targets for Sharpshooters! .22 Caliber Rifle FiresSingle or Rapid Fire! Match-A-Score or Perfect Score for Replays...optional! 25 Shots 10c—All Steel Cash Box

10c in Machine

THE BILLBOARD
COIN MACHINES

Special of the Week—20 SEEBURG HF 100 R's Completely Reconditioned
New Decal $495 ea.

15—16 FT. UNITED SIMPLEX ALLEYS
WRITE !!!

Exclusive Gantleib, Williams and Seeburg Distributors

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 13, MASS.
Tel. Liberty 2-1400
Bally Pool Table

75 IN. BY 42½ IN., 33 IN. HIGH

Built to take the punishment of month-after-month money-making action

CHOICE OF COIN-CHUTES
1. Single Quarter
2. Double Dime

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.

PATRONS CAN PLAY ALL GAMES
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.
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

with United MUSIC
THE BEST PLACE
TO HEAR
THE TRUE REALISM
OF STEREO IS
EVERYWHERE
IN THE
LOCATION
...WHEN
THE SYSTEM IS
SEEBURG