

# The Billboard

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OCTOBER 19, 1959 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Further Disk Sales Methods Foreseen

Upcoming Decade May Debut Vending Machines, Door-to-Door Salesmanship

By BOB ROLONTZ

(Editor's Note: This is the last of a series on the marketing revolution)

Racks, record clubs, discount record stores and other new merchandising techniques have all had a profound effect upon the distribution of records over the past 10 years. There will probably be more new merchandising methods evolved for records over the next decade. Right around the corner is a record machine that will dispense records in the same manner that cigarettes have been sold for years. Columbia Records has been working on an automatic vending machine for the past two years, and the pilot model is now in the hands of one of the large vending machine companies. When this machine is ready it will be possible to purchase single records at any corner store, lunch counter, bar, etc., by merely dropping a dollar's worth of coins in a slot.

### Door-to-Door

And a number of companies, as well as independent jobbers and promoters, are working on door-to-door selling of records. Pattern being sought here is on the line of a Fuller Brush Company operation with the salesman going into homes and demonstrating new records on a portable stereo set.

The object of the new merchandising technique has been to enlarge the record market — to get records where the traffic is and to make records as easy to purchase as a bar of soap or a daily newspaper. That this has actually happened is apparent from the fact that the record business in the past decade has increased enormously.

### What Price Dealers?

But where does the competition from the new merchandising methods leave record dealers, who

still account for over 50 per cent of the record business and still are the only area of the business who sell catalog in addition to hit singles and hit albums? As the record business has expanded rapidly in areas such as supermarkets, and mail order record clubs, the dealer's share of the increase has been slight. The dealer now faces competition on the hit albums and singles from drugstores and appliance stores which carry records, and he faces price competition as well from these and the record clubs.

The reaction to the new competition on the part of the record dealer has been almost as varied as the number of record dealers themselves. Some dealers, generally fringe record stores but occasionally well-established stores such as Hudson-Ross in Chicago, have given up their business entirely. Other dealers have made records a secondary line in their stores and have become appliance stores rather than record shops. And many dealers (especially in the large cities) have joined the discounters and now sell their records at 20 to 30 per cent off list to fight the competition.

The new competition has created a bond between record dealers closer than they have ever had before. Many dealer have formed local associations and many of these associations have joined SORD, the national dealer organization headed by Mike Spector of Miami. This organization's objective is to convince record manufacturers that their best outlet for records now and in the future is the

(Continued on page 5)

## 2-FOR-1 NEW SHEET MUSIC SALES CONCEPT

NEW YORK — A revolutionary concept in sheet music merchandising, employing the disk principle of packaging pop songs, is about to be undertaken by two different publishers here. The idea, known as the "Two for One Sheet" is closely tied in with pop disk releases of the songs included in the sheet folder. It's believed to mark one of the few occasions when two publishers have joined hands in a forthright co-operative attempt to do something about the sheet business.

The publishers involved in the initial project are Aaron (Goldie) Goldmark and Phil Kahl, who have jointly planned the two-for-one sheet deal on two upcoming "A" sides by the McGuire Sisters and Jimmie Rodgers. It is known, too, that publisher Artie Mogull, who operates the music firm of the Kingston Trio, has been closely associated with the development of the concept and may move later to bring in a tune waxed by the group.

The initial tunes involved are "Have a Nice Weekend," (recorded by the McGuire Sisters) and "It's Christmas Once Again," (recorded by Jimmie Rodgers). Color photos of the artists will appear on the cover of the sheet of coupled tunes, with the entire dual-sheet designed to sell for 60 cents, the regular price for the single song sheet. The publishers involved are known to be particularly excited about the coupling of titles in view of the forthcoming holiday period.

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## Grant Choice of Union to Musicians Of 12 Diskeries

NLRB Rules for Collective Bargaining in Disk Industry

By MILDRED HALL

WASHINGTON — After a decade of the American Federation of Musicians' closed shop in the disk industry, an election will be held to permit employee musicians of separate record companies to choose representation by the comparatively new Musicians Guild of America, if they prefer.

In response to MGA petitions for elections in 22 record companies, the National Labor Relations Board last week ordered elections to be held on nationwide representation of 12 individual companies: Columbia, Mercury, Warners, Loews-M-G-M, Disney, 20th Century Fox, Colpix Records (a division of Columbia Pictures), Allied Record Sales (subdivision of Allied Record Manufacturing Company), United Artists, Roulette, Cavendish and Verve. In prospect, when and if MGA can furnish more detailed showing of interest, elections will be ordered for Capitol, Decca, RCA Victor, Am-Par, Coral, Imperial, Aristocrat, Pacific and Good Time Jazz. Pending, are further MGA petitions on Essex Productions, Bowmar Records, GNP Record Company, C. P. MacGregor, and Liberty Records, Inc.

In deciding to throw open the disk industry to collective bargaining vote, the NLRB rejected the AFM argument that traditionally only the membership of the RIAA and/or the 1959 negotiating parties should form a multi-employer bargaining unit. The Board also rapped the "ambiguously worded

closed shop provisions" of the AFM recording contracts as being in violation of the National Labor Relations Act.

Said the Board, in denying multi-employer association unit for bargaining purposes: "It is clear from the evidence in the record that the Record Industry Association of America never participated in any contract negotiations on behalf of its members." Also, the board found no evidence "even that RIA was formed for the purpose of bargaining for its members." On the contrary, separate and identical bargaining agreements have been signed by separate record companies since 1948 — including the 1959 negotiations executed in New York by Columbia, Victor, Decca, Imperial, Am-Par and Dot, the Board found.

### Rejects Closed Shop

Affirming the findings of its hearing officer, H. C. Bumgarner, the Board said it was rejecting the precedent of the AFM closed shop recording agreement because "it excludes from initial employment musicians who are not members in good standing of AFM . . . it discriminates against employees and coerces them in the exercise of their guaranteed rights, in violation of the National Labor Relations Act." Additionally, the "ambiguously worded closed shop provisions" in the AFM contracts constitute "unlawful assistance to the union by the employer."

The Board set basis for voting eligibility at two or more days' work within the past year, in line with suggestion of Columbia, Capitol and Victor. MGA had wanted four days, while the AFM suggested a basis of one day's work. Units of nationwide employees of

(Continued on page 5)

## Centralized Control Cited

WASHINGTON—In a further sidelight on the centralized control of record companies, NLRB notes that almost most of the companies have permanent offices in more than one of the major recording cities (New York, Los Angeles, Chicago and Nashville), and many have permanent studios or rented facilities in various recording centers, the main office does the deciding:

"All policy decisions, including production budgets, determination of the type of music to be recorded, labor relations policies and quality controls as well as other matters must be approved by the main office," NLRB found.

## NEWS OF THE WEEK

### Buffalo Distribution Upheaval As Transshippers Take Over . . .

Deteriorating distribution situation in Buffalo highlighted by transshipping from New York, Cleveland and other territories has produced a confusing scene. One result, has been the development of mobile one-stop operations ranging far and wide over the upstate territory and threat of Buffalo mobilizers to move into Cleveland and Pittsburgh areas. . . . Page 2

### Diners' Disk Club All Out On National Membership Drive . . .

The Diners' Club will send out 500 salesmen on an all-out drive to garner new members for its Diners' Record Club. . . . Page 3

### ASCAP Dissidents Speak Up Before Judge Ryan . . .

The dissident ASCAP publishers and writers were skedded to argue against acceptance of the new proposed Consent Order today (19). . . . Page 3

### Texas State Fair Opens Big; Early Days Run Ahead of 1958 . . .

The State Fair of Texas, Dallas, biggest attended annual in the United States, got away to a strong start and for the early part of its run was topping the same period in 1958. Major football games and attractions played a big role in the increased turnouts. . . . Page 53

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## 'Party Plan' Still Tested

NEW YORK—There have been all types of experiments in new methods of selling records over the past decade. Some have been tried and found wanting. One that is still being tested is the "Party Plan" which is on the order of the Club Aluminum plan for selling pots and pans. Under the party plan groups of women gather at a home (the owner of which receives a bonus for inviting the women and holding the meeting) and a salesman hands them a pitch on the merit of the product as well as a demonstration of the records on portable equipment. There have been rental library plans—with option to buy, and time payment plans for records. Records have been sold in theater lobbies and in night clubs, and there are shopping services that will purchase records for clients and mail them out as gifts.

# Chaos Threatens Upstate N. Y. Record Business

## One Stops, Racks, Truck Service Distribs' Transshipping Defense

By REN GREVATT

**BUFFALO** — A deteriorating distribution pattern here is threatening the upstate New York record business with a chaotic, "who's on first" situation of considerable magnitude. According to a survey of the local scene, it may no longer be possible to do a profitable business by merely being a distributor. You've got to have either one-stops, preferably with truck services and/or racks to make out in this territory which appears to

be ridden with transshipping problems.

As in some other territories, the Volkswagen has emerged here as one of the primary methods of distribution. Only in the past month, Fay Mirti of M & M Distributing, which operates one-stops in Buffalo, Rochester and Syracuse, has taken to the road with five units of the German-made vehicle.

"I didn't want to get into this," Mirti said, "but I was forced to it,

just as we were forced to get into the one-stop business two years ago. Free records and transshipping helped bring about the situation. With others moving in and serving your own dealers with your own merchandise that they got from out of town, you've got to protect your own distributorship."

As an example of the transshipping situation prevalent in this up-State territory, Mirti related how

(Continued on page 20)

## NO 'CAVEAT EMPTOR' HERE

**NEW YORK**—RCA Victor is so flipped about one of its new stereo Christmas albums that it is making a money-back guarantee on every one sold. The album is called "A Christmas Sound Spectacular" featuring John Klein on the Carillon Americana bells, backed by orchestra and chorus. Band across the album reads "Money Back Guarantee." It says that if the customer doesn't agree that this is the "most spectacular sound on records, return the dealer sales slip and the album to the RCA Victor Record division in Rockaway, N. J., before January 31, 1960, and your purchase price will be refunded." Album will be featured on all RCA "blinker boxes" in dealers' stores in December.

## Holmes Named Everest Pop A.&R. Chief

**NEW YORK**—Everest Records has named LeRoy Holmes as director of pop a.&r. Holmes will function as a.&r. chief for all pop waxings by the company, including both singles and albums. The Holmes appointment was made by Ted Wallerstein, head of the label.

Holmes has been with M-G-M Records as director of pop a.&r. for many years. He was responsible for such hits as "It's All in the Game," with Tommy Edwards; the Impalas' "Sorry, I Ran All the Way Home"; Connie Francis' "Stupid Cupid," and his own version of "The High and the Mighty." The Holmes appointment is in line with the Everest policy to go all out to become a top competitive label in the business.

Everest will open its new offices in New York this week. Up to now the firm's offices have all been located at College Point, New York. The recording studios will remain at College Point, but the business and a.&r. offices will be on Lexington Avenue on New York's East Side.

## Salidor on Promo Trek

**NEW YORK** — Lenny Salidor, who recently moved east from California to become publicity and promotion director for Decca and Coral Records, left this week on his first nation-wide road tour since assuming his new post. His trek will include visits to Chicago, New Orleans, Los Angeles and San Francisco to get acquainted with branch promotion set-ups in those cities. Salidor will also lay heavy stress on deejay contact on the tour.

## Col. Sets Dec. 1 for Coast Office Move

**HOLLYWOOD**—Columbia Records is shooting for a December 1 target date to start moving into its new headquarters at the KNX-CBS studios on Sunset Boulevard. Diskery will house its Coast brass on the fifth floor of the building, which until recent years contained the offices of the CBS network's top execs. As reported exclusively by The Billboard, the KNX-CBS Building will provide Columbia its

first one-roof housing in the label's Coast history.

It is expected that less than 2,000 square feet will be ready initially, and will be turned over to the label's expanding artist and repertoire department. Approximately 3,000 feet will be surrendered to the diskery early next year when its other operations will be brought in from their various present locations.

### Converting Studios

CBS Studio A, largest broadcast studio in the building, will be converted into a recording studio. Architects are currently drafting plans to change the radio broadcast theater which seats 918 people into one of the best-equipped stereophonic recording studios in this area. Aim is to make the facility highly flexible, capable of handling with ease any session from a soloist to a full-scale symphony orchestra. Other broadcast studios will be available for conversion as the need develops.

This gives Columbia Records its

(Continued on page 20)

## Como Pkge. Heads Camden Holiday Sets

**NEW YORK** — RCA Camden's Christmas packages are headed by Perry Como's "Wednesday Night Music Hall," with instrumental backing by the orks of Henri Rene, Mitchell Ayres and Russ Case. Another featured package is "Everybody Sings," with the chorus and ork of Norman Leyden, in stereo and monophonic versions.

"That Happy Organ Feeling" contains such Christmas standards as "Sleigh Ride," "Winter Wonderland," etc. Also included is the first Camden package by the Blackwood Brothers, big sacred group; "Joy to the World," by the Robert Shaw Chorale, and albums by Hugo Winterhalter, Domenico Savino, the Carollers and Yuletide Choristers.

According to Ray Clark, planning and merchandising chief, the product will be backed by one of the biggest ad campaigns in the label's history, including national consumer mags, TV, local publications, in-store aids including a blinker box, etc.

## Dot Launches Texas Branch

**HOLLYWOOD** — Dot Records last week opened its own exclusive branch in Houston giving the label its fourth exclusive distribution outlet, all launched this year. Houston is in addition to factory-owned distribution outlets in Memphis and New Orleans. Webber Parrish, Dot's national sales rep, will devote the next two months in commuting between the label's wholly-owned distrib points and will supervise their operation. Branches will operate under the personal direction of Dot sales veepee Christene Hamilton.

In addition to the company-owned distrib branches, separate Dot divisions have been established at the label's indie distributors in Los Angeles, San Francisco, St. Louis, Nashville, Chicago, Detroit, Boston, Philadelphia and New York.

## Plymouth Auto Disk Player to Debut

**DETROIT** — A heavy campaign of ballyhoo involving the use of TV, the printed page, elaborate dealer display material, and Steve Allen — on TV and on a disk — has been lined up by the Plymouth - DeSoto - Valiant Division of the Chrysler Corporation, to launch its brand new 45 r.p.m. auto disk player. The compact players, first announced exclusively in The Billboard (August 17 issue), will be available in DeSoto as well as Plymouth models, but not in the new small-car Valiant models.

Steve Allen lists the Plymouth auto as one of the sponsors of his new Monday night TV shows, hence the Allen participation in the campaign. Tonight (19), the first of a series of commercials on the Allen show, covering the disk player as a prominent feature of the new Plymouth, will be aired. Later, there'll be a full-page color RCA ad in Life, showing Allen sitting in a spanking new Plymouth with the player clearly in view in the dash panel.

Yet another tie-in with Allen is a special disk, being made available to Plymouth dealers thruout

the country thru Hanover - Signature Records, diskery owned by Steve Allen and Bob Thiele. When a salesman takes out a prospect for a test ride in the new auto, the player starts spinning the record and Allen's voice is heard in a sugar-coated sales pitch as the car is moving along.

All Plymouth dealerships will get a six-foot high point of sale display which shows the dashboard in actual size with slots for dealer installation of phonograph and radio.

Lou Hagobian, director of advertising and sales promotion for the division, stressed the popular-price aspects of the new unit. "It will be available for under \$50," he said. "In our 1960 line, you can have a radio and a phonograph in your car for just a little over \$100. A lot of other car radios cost that much alone."

There will be no special deals on records with this player, inasmuch as its speed is the standard 45 r.p.m. "That was one of the toughest parts of the 16 2/3 r.p.m. player w' made available a few years back," commented Hagobian.

## Annual CMA Meet Nov. 12

**NASHVILLE** — The annual meeting and election of the Country Music Association will be held here on November 12. Meeting and election will be held at the Andrew Jackson Hotel the day before the start of WSM's two-day Country Music Disk Jockey Festival. Six new directors will be named at the CMA meet.

Mac Wiseman, current CMA secretary, will preside over the voting. Harry Stone and Mrs. Jo Walker will assist Wiseman and audit the votes. CMA membership now stands at 454. There are 51 lifetime members, 390 annual members and 13 organizational members. During the Country Music

(Continued on page 20)

## Furness Gets Carlton Post

**NEW YORK**—Carlton Records has named George Furness to the post of sales promotion director for both the Carlton and the Guaranteed labels. He will work with Juggy Gayles, sales manager for the two labels. Furness, in addition to working with music publishers on record promotions, will maintain contact with one stops, syndicate stores, rack buyers and general merchandise outfits.

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# NARAS Blast Gives Cook Slow Burn

NEW YORK — Hal Cook, national sales manager of Warner Bros. Records, this week defended the NARAS organization and its objectives as well as the work of his boss, Jim Conkling, WB prexy and prexy of NARAS, after the blast leveled against NARAS' voting procedures by Goddard Lieberman, head of Columbia Records, last week. (The Billboard, October 12.) Cook's statement was made to The Billboard in Dallas where Cook was visiting the WB distributor on Thursday (15). Cook's defense in the form of a letter was as follows:

"I read in The Billboard the correspondence from one record company president to the president of NARAS concerning the handling of nominations for NARAS awards.

"One of the gentlemen mentioned in the letter, Mr. Jim Conkling, my present boss, was being charged with the responsibility for an inadequate method of nominations for our industry awards.

"We all know and agree that our industry needs to develop a  
*(Continued on page 14)*

# Cap Set for Big Holiday Promo Drive

HOLLYWOOD — Capitol Records will kick off a national sales promotion campaign tied to the slogan, "For an Occasion — the Gift of Music." Spearheading its drive aimed at Christmas buying is a 16 page, full-color album catalog that will appear as an insert in the Christmas issue of Esquire Magazine. This condensation of Cap's new 48-page consumer catalog will be offered in "pull-out" form, designed so that the prospective buyer can detach it from the magazine and use it as a shopping guide. This issue is due to be circulated in mid-November.

During that month, Capitol will offer dealers a large metal Christmas tree display constructed to hold five yule album jackets. Tree display will echo Cap's Christmas gift theme. Similarly, the slogan will be carried thruout Cap's point-of-sale material, monthly DJ albums, plus a Christmas DJ sampler featuring tracks from Cap's yule offerings, new and old.

To further wrap up the Christmas gift idea, Cap will make available to dealers "Happy Holiday" wrappers to facilitate their gift-wrapping.

# CLEFFERS FILE DECREE PROTEST WITH COURT

NEW YORK — The Current Writer's Committee, composed of ASCAP writers opposed to the proposed ASCAP consent order, were scheduled to be heard in hearings before Judge Sylvester Ryan, opening in Federal Court here today (19). The writers' position was to be presented by counsel Lee V. Eastman in the form of a "Memorandum in opposition to Section IIIA of the proposed order."

The memorandum notes that "as before the manner of distribution of ASCAP's revenues in so far as authors and composers are concerned, is discriminatory and unfair, all to the advantage of the founding fathers and all to the disadvantage of the current and active writer. The alternatives offered writers are wholly unacceptable, unrealistic and in fact are misnomers, snares and delusions."

The memorandum goes on to detail the writers' committee's opposition to the alternative of distribution based on current performance credits, and the alleged "devastating effect of the 30 per cent recognized works column." The committee further urges that the proposed order be remanded to the Department of Justice with the following suggestions: (1) Primary consideration be given performances, (2) subjective evaluation in any form be eliminated, (3) retroactivity in any form be eliminated, and (4) any system which permits discrimination between one group as against another be eliminated.

# 500 Salesmen to Spearhead Diners' Membership Drive

By LEE ZHITO

HOLLYWOOD — The Diners' Club will unleash an army of more than 500 of its salesmen in an intensified all-out membership drive. The Billboard learned exclusively last week. This in-person member recruitment program will be waged in conjunction with Diners' consumer magazine campaign and marks a radical departure from the ads-only conventional pattern established by the Capitol, Columbia and RCA Victor disk clubs.

Diners' will focus this sales force on special public show events throughout the country, such as high fidelity shows, home shows, and

others of similar scope; it appointed Pete Stapleton, former national sales manager for High Fidelity Recordings, as executive co-ordinator to work with the Diners' sales reps. Diners' Club has used these salesmen for some time in signing up its regular credit card holders. After testing the effectiveness of selling disk club membership recently at the Los Angeles Do-It-Yourself show and at the San Francisco Home show, the results reaped have prompted Diners' to extend the sales program on a nationwide scale.

The Diners' sales force, which heretofore concentrated its effort

on selling credit card subscriptions, will swing over to pushing membership in the record club. Move is timed to coincide with the Club's release of major label product, as exclusively reported by The Billboard last week, and is in conjunction with an accelerated drive to swell the record club's ranks.

Stapleton, The Billboard learned, spent last week closeted in meetings at Diners' headquarters  
*(Continued on page 35)*

# Court Hears Decree Amendment Protests

Dissident Pubbers Claim No Relief Offered in Key Areas; Ask Rejection

NEW YORK — Attorneys for Sam Fox Publishing Company, Inc., Pleasant Music Publishing Corporation, Jefferson Music and Movietone Music Corporation, Inc., in a hearing scheduled to be heard before Judge Ryan today (19), ask that the proposed Consent Decree negotiated by ASCAP and the Justice Department be rejected by the court on the ground that it does not offer relief in such key matters as the weighted vote, logging procedures and distribution. The brief, a pleading in intervention supported by a memorandum, also asks that any modified decree

approved by the court "include provisions necessary to accomplish the anti-trust purposes of this suit . . ."

In arguing that the proposed Consent Order is inadequate, the plaintiffs claim:

1. The proposed order "fails to require ASCAP to retain an independent agency employing non-ASCAP personnel exclusively, operating outside ASCAP's premises, and completely insulated from any influence by any ASCAP member . . . to conduct an objective survey of performances of works according to scientific sampling principles." . . . Plaintiffs state that "An objective survey and allocation of credits is not possible so long as one group of competitors within the Society, the publishers directly represented on the Board of Directors, retains supervisory control  
*(Continued on page 14)*

# CRDC Tabs 7 for Nov. Promotions

HOLLYWOOD — Capitol Records Distributing Corporation last week elevated seven from within its ranks with the promotions to go into effect November 1. They are as follows:

Vito Samela becomes district sales manager of CRDC's first district, embracing New York, New Jersey and the New England territory. He was sales manager of the New York branch, CRDC's largest. Samela will report to Max Callison, CRDC veepee and national sales manager.

Robert H. Spicer moves from his post as Newark branch sales manager into the New York branch sales managership left open  
*(Continued on page 14)*

# Townsend to Prep New Coast Set-Up

NEW YORK — Irv Townsend, who will take over Columbia's coast operation shortly, flies to the coast on October 22 for a 10-day stretch to prepare his new office set-up. Townsend will become the executive producer on the West Coast starting in November. Percy Faith and Alan Eming will be staff producers in the coast operation. While in California, Townsend will confer with Norman Luboff, Andre Previn and the Hi Lo's over upcoming albums.

Meanwhile, Frank DeVol has taken up his duties in Columbia's New York operation as staff producer. DeVol will do recording, arranging, etc., here as well as make albums under his own baton. DeVol's moving east is part of the recent Columbia a.&r. reorganization.

# Music Fair Coca-Cola Tie

CHICAGO — International Music Fair, scheduled for November 13-22 here, set a comprehensive promo tie-in with Coca-Cola this week.

According to the fair's promoter, Irving R. Stolar, all Coca-Cola bottles distributed in days preceding the event will carry neck-rippers good for a 50-cent discount at the gate, and delivery trucks will carry signs pitching the show. Also, Coca-Cola's radio and TV commercials will blurp the event.

The soft drink will enjoy exclusive sale at the fair, which will include a "Coca-Cola night club."

According to Stolar, the Kingston Trio, Johnny Mathis and Fabian have been inked for appearances.

# Monaurals Tab 77% Dealers' LP Sales

NEW YORK — Stereo LP records are accounting for only 22.3 per cent of all LP sales in stores in spite of the tremendous campaign behind stereo disks. And monaural records, left at the post

as far as advertising and promotion is concerned, are still accounting for 77.7 per cent of all LP sales over the dealers' counters. This information is taken from The Billboard-New York University Continuing Survey of Record

Sales in Retail Stores, and it covers the first 32 weeks of 1959 (January 1 to August 15). (The Billboard-NYU Survey furnishes sales information and data every four weeks to many of the leading record manufacturers.)

As far as LP sales themselves are concerned, for every four-week period of 1959, sales of LP's have topped the same periods in 1958.  
*(Continued on page 14)*



# 20th-Fox Buys Master

NEW YORK — 20th-Fox Records has purchased a single, "Hidde, Persuasion" by Joe Valino, from Crosley Records. 20th will distribute the disk under the Crosley banner.

The label also reports strong dealer and distributor acceptance to its "Profitscope" sales program. The plan includes a 20 per cent discount on the label's entire catalog, a 100 per cent exchange privilege on the fall releases and 90-day dating.

Chief item in the label's fall release is "Sing We Now With the Harry Simeone Chorale." Roy Freeman, sales manager for the diskery, reports huge orders on the LP and for Simeone's single, "The Little Drummer Boy," one of last year's big hit disks.

# Laurie Debs New Subsid

NEW YORK — Laurie Records has launched a new subsidiary label, Andie Records. It will release the same kind of records that Laurie has issued in the pop and jazz fields. But the new label will be serviced by other distributors, according to a.&r. chief Gene Schwartz. First recordings are by the Chippendales, whose dishing is "V'hat a Night," and the other is by the Quantins, whose waxing is "You'll Never Know."

# Bel Canto to Up Releases

HOLLYWOOD — Bel Canto Stereophonic Recordings, firm recently acquired by the Thompson-Ramo - Woolridge Corporation, is launching a major expansion program. BC will issue 36 new tape albums from the Stereo - Fidelity catalog within the next three months.

Release is the result of a recently renewed contract between BC's prexy Russ Molloy and Stereo Fidelity's topper Dave Miller. Pact gives BC tape rights to the complete S-F catalog for the next two years. Molloy will continue his policy of marketing this product in all the available tape forms — two - track, four - track and cartridge.

Molloy has acquired additional banks of duplicating equipment and said that his Culver City plant is currently operating on a 16-hour double shift basis to rush his product to market. Molloy recently appointed seven new reps in the field.

royalty situation — and we tell them they must pay according to the licensing agreement."

Berman pointed out that in many cases, reputable manufacturers decide against dumping at abnormally low prices. Such manufacturers feel that instead of diminishing the value of the line for a very small profit return, they are smarter to convert the product into scrap.

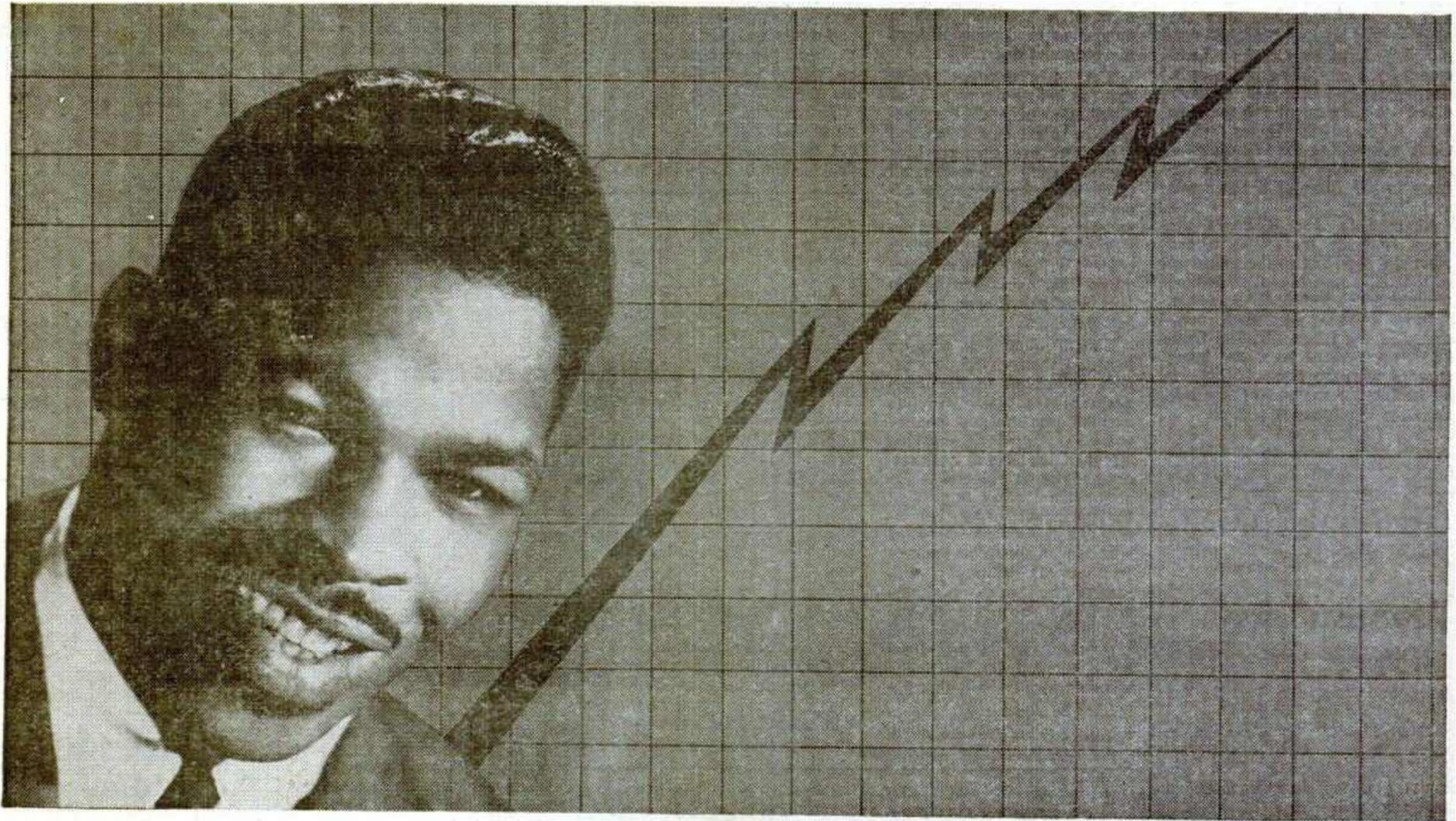
Berman noted that some diskeries who have been dumping have now become cautious—because they have found that some of these records find their way to  
*(Continued on page 14)*

# 'Dumping' Tactics Arouse Pubbers

NEW YORK — Several publishers have complained that some disk manufacturers are seeking a sharp cut in the mechanical royalty rate because they are dumping quantities of albums at extremely low prices — in some instances as low as 60 cents for product which lists from \$2.98 to \$3.98.

The office of Harry Fox, publisher's agent and trustee, is aware of the situation; but the Fox office takes a firm attitude. Al Berman, Fox exec, stated: "We've come up against this. We are contacted by record companies who tell us they have offers from cut raters; they ask us what is the

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ABC-PARAMOUNT is proud to announce

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new smash

# COME INTO MY HEART

b/w

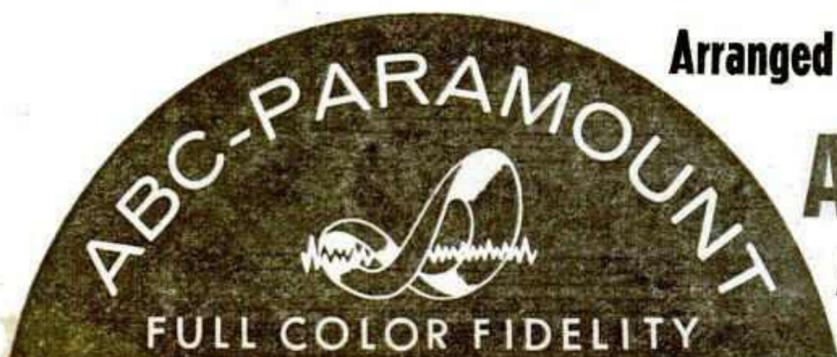
## WON'TCHA COME HOME

Arranged and Conducted by SID FELLER

### ABC-10062

Also Available in Stereo 45

Distributed in Canada by Sparton of Canada, Ltd.



## 53 Pkgs. on Cap Oct. Sked

HOLLYWOOD — The various divisions of Capitol Records this month will issue a total of 53 different packages. The release consists of eight Angel albums, 26 Capitol pop packages, four Capitol-of-the-World, and 11 Capitol classics.

Cap's pop wares this month herald return of Kay Starr. Package, titled "Movin'," features her accompanied by the Van Alexander band. Other albums getting a similar three-way stretch in this release include offerings by the Kings-ton Trio and the Four Freshmen.

Capitol - of - the - World portion presents "Japan: Its Sounds and People," plus two albums from England and one featuring the Vienna Choir Boys. The Capitol classic release spotlights an all-guitar package devoted to the works of Villa-Lobos and marks the Cap debut appearances of the Whittemore & Lowe piano duo and organist Virgil Fox. It also includes a double-LP package devoted to "The Art of Nathan Milstein," released to coincide with his 30th American concert tour.

Angel's October presentation spotlights the Beethoven "Missa Solemnis," includes an "American version" of the label's brisk selling English comedy disk, "At the Drop of a Hat" (currently playing in New York), plus packages featuring Maria Callas, Elisabeth Schwarzkopf, among others.

## Sullivan Kin Die in Crash

NASHVILLE—Funeral services were held here Monday (12) for Ruth Sullivan and Phillip Sullivan, wife and brother of Rollin Sullivan, the Oscar of the c.&w. country comedy team, Lonzo and Oscar, who were instantly killed early Friday (9) when the car driven by Mrs. Sullivan crashed head-on into another car near Evanston, Wyo.

Rollin Sullivan, who was asleep in the rear seat of the car, suffered shock, severe bruises and internal injuries. Johnny Sullivan, the Lonzo of the act, was riding in another car and didn't learn of the accident until several hours later.

Virtually the entire Nashville c.&w. music colony attended the  
*(Continued on page 26)*

## GOULD SEES STEREO CHALLENGE IN INFANCY

NEW YORK — Stereo and the electronic concept has become a medium in itself, and future repertoire will draw from this interplay, according to Morton Gould, noted composer, conductor and RCA Victor recording artist. Gould, who has been active in hi fi since its earliest days and who was one of the first to actually write com-

## NINE MORE JOIN LABEL PARADE

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

D & C Records, care of Dick Cook Records, corner Poplar & Liberty, Massena, N. Y.; Inferno Records, 3330 Barham Blvd., Hollywood 28; KRCO Records, 4965 Bruce Dr., Beaumont, Tex.; Norgulde Records, care of Cameo Records, 1405 Locust St., Philadelphia; Pride Records, care of Apollo Records, 1780 Broadway, New York; Shawnee Records, Box 533, Portsmouth, O.; Sims Records, 1430 E. Van Buren, Phoenix, Ariz.; Sina Records, 507 Fifth Ave., New York; University Records, 480 Ridgeway, Little Rock.

## KENIN PLEASED BY NATIONWIDE VOTE RULING

HOLLYWOOD — After an unsuccessful 11-month battle to block the Musicians Guild of America's petition for a National Labor Relations Board election in the disk industry, the American Federation of Musicians last week found a slight glimmer of solace in the NLRB call for a vote. MGA's request that the election be restricted to Los Angeles County, home base of the fledgling Guild, was recalled for a nationwide tally.

Gloated Herman Kenin, AFM prexy: "We are gratified that the NLRB rejected the plea of the Guild which was seeking a unit tailored expressly for its own tiny membership and has demonstrated its inability to retain even the previously established benefits and working conditions, much less improve the status of musicians. We have maintained that the recording industry is a national industry, and can only be dealt with at the national level by an organization of broad scope."

## Dynasty in Kidisk Field

HOLLYWOOD—Dynasty Records, new Coast label headed by Lee Palmer, has entered the kidisk field with the release of two LP's aimed at the three to seven age brackets. Packages are titled "Fur in Animal Land" and "Stories in Song for Little People," both comprised of traditional nursery ditties.

## COPENHAGEN CONCERT SEASON UNDER WAY

By TED WOLFRAM  
COPENHAGEN — The early-winter concert season started off around mid-September. From the classic concert side it included such conductors as Sir John Barbirolli, London, conducting three concerts in Tivoli Concert Hall; Eugene Ormandy, Philadelphia, conducting Danish National Radio Symphony in three concerts, and

positions designed to take full advantage of the stereo concept, feels that the challenge and potential of stereo is still in its initial phases. He stated: "A few years ago we were all very satisfied with hi fi...but we go on every year. Not too long ago, the tympani player could not really whack the tympani... We have many ways to go ahead."

Gould added: "There are still a lot of factors in the recording art which are beyond our control; there are variables pertaining to both the acoustical and human elements of recording — for instance, the sound in a studio changes according to climate, equipment reacts to different conditions; there are many areas wherein experimentation must still go forward."

Gould cautions against pat oversimplifications of aspects of the recording art. He notes, for instance, that a segment of the musical world is prone to compare a recording to a live performance. He states: "As soon as you have a sep-"  
*(Continued on page 26)*

## Victor Beats 'Along' Gun

NEW YORK—Altho the show doesn't open until Thursday (22), RCA Victor has already recorded the original cast album of the new Broadway musical, "Take Me Along." And, in what could possibly be called a most unusual move, the diskery will have original cast albums of the show available in New York City the day the curtain goes up.

Reason for the advance recording, since most Broadway musicals are waxed a week after opening, is that RCA Victor believes it has a winner in the Bob Merrill musical play, "Ah Wilderness." Out-of-town reviews have been excellent, with raves for performances by stars Jackie Gleason, Walter Pidgeon, Robert Morse, Eileen Herlie, and Una Merkel. Recording was made over the weekend (18) and album is now being pressed and packaged for shipment to local dealers on Wednesday and Thursday of this week.

## Diskery Musicians Get Union Choice

• Continued from page 1

individual record companies will embrace all musicians, including conductors, arrangers, orchestrators, copyists, proofreaders, librarians and recording musicians, but excludes composers and supervisors as defined in the National Labor Relations Act.

As in the case of the indie movie producer musicians, the Board denied the AFM contention that the

recording musicians are not a "sufficiently identifiable group" for collective bargaining unless represented by a multi-employer unit. (The Billboard, July 13, 1959). Columbia, Capitol and Victor joined intervenor AFM in argument and would like to have included "musicians of all the companies engaged in the production of master records, apparently whether or not parties to this proceeding," NLRB points out. Alternatively, these companies wanted the bargaining unit to include musicians of all companies which participated in the 1959 contract negotiations.

MGA was joined by Loews M-G-M, Colpix, United Artists and Disney in petitioning for units limited to musicians performing in Los Angeles, which has a pool of between 600 and 1,000 recording musicians, NLRB estimates. MGA in a separate petition suggested combining six companies into a multi-employer unit comprised of Victor, Capitol, Columbia, Decca, Loews M-G-M, and Mercury. NLRB rejected these proposals, but also noted that MGA indicated willingness to accept any units suggested by the Board.

NLRB rejected confinement of a bargaining unit to the L. A. musician - employees of the individual companies because of the "high integration and centralization of each employer's operations, its centralized and uniform labor policy, and the similarity of working conditions, skills and nature of employment of musicians at all recording locations."

## New Riverside Holiday Sets

NEW YORK—Riverside Records is readying five special gift album sets for the Christmas market. Top priced at \$29.95 will be a five-LP set titled "The Golden Age of Sebring," all of which was recorded at the Grand Prix of Endurance at Sebring, Fla. Two other sports car racing sets, each containing three LP's and each to sell for \$17.95, will be titled "Sports Cars at Sebring in Hi-Fi" and "Sports Cars at Sebring in Stereo."

In the jazz field, Thelonious Monk will be represented in a three-LP set, "This Is Thelonious Monk," also to sell for \$17.95. The final item is a two-LP package, "Holiday in Mexico," containing bullring and mariachi music.

## EYES NEW FIELD

## Playboy Makes TV Show Pitch

CHICAGO — Playboy Magazine, after a heady success with its huge jazz festival, launches a variety TV show with jazz leanings this Saturday (24). The show, titled "Playboy's Penthouse," bows locally on WBKB but interest has been expressed in it by 30 other stations, including WABC-TV, New York, which would make it the first variety show to be syndicated on video tape.

Like the jazz festival, the TV opus boasts an impressive talent line-up. First two shows include performances by Ella Fitzgerald, the Lambert-Hendricks-Ross vocal group, Cy Coleman trio, stars of "West Side Story," comedian Lenny Bruce, and prominent literary and movie figures. Emsee is the mag's editor-publisher, Hugh Hefner, and the set will be decorated by a pro-

fusion of ladies previously appearing in the magazine as Playmate-of-the-Month. It is reliably reported that the chicks will appear reasonably clothed.

Harry Belafonte was inked to co-star with Ella Fitzgerald in the opener, but pressure of other activities caused his late withdrawal.

Following its penchant for busting precedents, Playboy found itself  
*(Continued on page 16)*

## Artia Names Sutro Sales, Promo Head

NEW YORK — Artia Records, new LP label specializing in recordings from Russia and iron curtain countries such as Poland, Czechoslovakia, Rumania and others, has appointed Peter Sutro as sales and promotion head of the firm. Sutro was formerly with Warner Bros. Records as manager of sales administration and prior to that was administrative assistant to Dario Soria at Angel Records. He was named to his new post by Stan Borden and Jay Frankel, head of the new label.

Artia Record's first release include disk featuring the Red Army Chorus and band, two Roumanian, one Hungarian, and one Jewish album. These are in the label's folk series. In the classical series  
*(Continued on page 26)*

## New Lease On Life for 'Old Shep'

NEW YORK — It appears that the recording of "Old Shep" by Ralph DeMarco on the Guaranteed label, the new Carlton Records subsidiary, has started a flurry of reissues of the old-time hit. The Red Foley version on Decca is reported to be soon reissued, and other firms are considering the same. The tune has been waxed by such country chanters as Foley, Tennessee Ernie, Al Morgan, Hank Snow and Elvis Presley over past years. In England RCA has issued a Hank Snow record of the tune while the Guaranteed version has been released on English Decca's London label. There are reports that there may be more versions of the tune released in England as well.

## Victor Skeds Lanza Albums

NEW YORK—RCA Victor will release Mario Lanza album product as originally planned, the diskery has announced. For several months prior to his death in Rome, October 7, Lanza had been recording, according to Alan Kayes, Red Seal a.&r. chief. Kayes notes that since the spring of 1959 Lanza cut material for four albums in RCA's Rome studios. One of these packages is "Mario Lanza Sings Christmas Carols," announced for release recently. Prior to receiving word of the tenor's death, RCA Victor had also announced the upcoming release of his newly recorded performance of "The Student Prince." The remaining packages will be released in 1960, according to the original schedule.

Lanza was one of the big pop Red Seal sellers.

## Ink Turner for New TV-er

NASHVILLE — Grant Turner, deejay host on "Mr. D.J., U.S.A." on Station WSM here, has been packed to appear on the new TV produced by the Tennessee Game and Fish Commission. The 39-seg series, mostly devoted to fishing, hunting and wildlife subjects, will be carried by 14 mid-South TV stations.

Producer of the series is Bob Ferguson, former manager of Ferlin Husky and husband-manager of Harvie June Van (RCA Victor). Kinescope shooting are being made at WKNO, educational TV station in Memphis.



**H**e who hath an ear, Let him hear!

*the most stirring  
and inspiring Christmas song of our time sung by*

**Johnny Cash**

**-The  
Little**

**Drummer**

**Boy**

4-41481



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**COLUMBIA RECORDS**

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# Sked Giant R.&R. Show For CYO Charities

NEW YORK — DeeJay Scott Muni and the Catholic Youth Organization of Greater New York are joining together for what may turn out to be the biggest rock and roll show to be staged in this city in years. The show will be called "The Giant Youth Rally and Spectacular" of the CYO, and it will be a four-hour rock and roll show and dance, emceed by Muni, of Station WMCA here, and with all proceeds going to the CYO Summer Camp Fund for Underprivileged Children. It will take place this coming Sunday afternoon, October 25, at the New York Coliseum.

Muni, chairman of the CYO "Spectacular," has lined up a potent group of artists for the show. To date the acts include Connie Francis, Roy Hamilton, Santo & Johnny, Teddy Randazzo, Gary Sites, Jack Scott, Tommy Facenda, the Mystics, Johnny Restivo, Little Anthony and the Imperials, Ray Peterson, Meil Sedaka, the Isley Brothers, and a combo for dancing. Also Rocky Marciano, Miss America (Mary Ann Mobley), Whitey Ford and Yogi Berra will appear to take bows.

The Coliseum holds 10,000. As of last week, 3,000 tickets had already gone, and the sponsors expect a complete sellout by Friday of this week. Tickets are priced at \$1.50 each. All of the artists, as well as Muni, are donating their services for the charity affair. The CYO in Greater New York has a potential of 250,000 kids to draw from, thus the expectation for the full house.

The show starts at 4 p.m. on Sunday and will run until 8 p.m. Father Phillip Murphy, head of CYP activities in New York, worked out the plans for the "spectacular" and two well-known record men, Bill Buchanan and Dick Cella, are assisting Muni in putting on the show.

Muni recently put on a rock and roll show at Sunnyside Gardens in Queens. Attendance came to 2,300 with a gross of about \$4,000. Close to 500 kids were turned away because they did not wear "proper dress" (boys have to wear ties and coats, girls must wear dresses). a procedure that Muni says will apply to the CYO shindig on Sunday. There was a rock and roll show at the New York Coliseum a few years back, under Alan Freed, but it was poorly promoted and fared badly at the box office. Muni's Muni-CYO show is being plugged over the jockey's program over WMCA daily.

## Liberty Spots Rheims Sets For Holidays

HOLLYWOOD — Liberty Records is offering dealers a 100 per cent return privilege on all Christmas merchandise purchased between October 15 and January 10. Label's yuletide offering consists of the Robert Rheims catalog, issued for the first time under its banner. Product is being made available simultaneously in monaural and stereo form. Liberty acquired the Rheims catalog last June.

The Robert Rheims organ and chimes are featured in two packages, "Merry Christmas Carols," and "We Wish You Merry Christmas." An EP version of "Merry Christmas Carols" will be made available plus a single, coupling "Silent Night" with "O Come All Ye Faithful."

Label is re-issuing two of its top sellers by coupling them in one single — "Chipmunk Song" b-w "Alvin's Harmonica," which together passed the five million sales mark.

Liberty is packaging its yuletide wares with an eye to spurring holiday sales. In addition, the Rheims albums will contain the carol lyrics printed on the inner dust jackets to allow listeners to sing along with the recording. Release is supported by merchandising racks supplied by the label.

## Scianni Gets Col. Post

NEW YORK — Columbia Records has named Joe Scianni to the post of associate producer in the firm's Masterwork's department. He will assist John McClure, executive musical director of the department. Scianni has been with Columbia for the past year, most recently as a member of the firm's a.&r. trainee program.

In another change at the firm, Herb Mayer, merchandise manager of special products, has been assigned the duties of merchandising pre-recorded tapes. This is in addition to his regular duties.

One more appointment at the firm has been the naming of Vaughn Tidemand to the post of manager of the Indianapolis distributing branch. This is one of branches. Tidemand was previously with Capitol Records, and his last post with Capitol was as branch manager in Detroit.

# Capitol Offers 100% Exchange Yuletide Deal

HOLLYWOOD — Capitol will extend a full 100 per cent exchange privilege to dealers on all its yuletide offerings, including new and catalog items, singles and EP's, purchased during the October 19 thru December 24 period.

In addition, Capitol is offering dealers a deferred billing program to cover all new album purchases made from its October and November releases. This will embrace new albums bought during the October 19 to November 25 period and calls for a 50 per cent payment on or before December 10 and the balance one month later.

No qualifying orders will be required from dealers to allow them to benefit from the 100 per cent exchange privilege. Selections may be exchanged on a dollar value basis for any Capitol or Angel product. Purchases made under this program will be excluded from Capitol's usual 10 per cent exchange nor can they be applied to purchases under any other CRDC program.

## NEWS REVIEW

### Specialty Appeal in Artia Wax

Artia Records, new classical-folk-international label, specializing in waxings from Eastern Europe, has a number of interesting items on its first release. They retail for \$4.98 monaural and \$5.98 in stereo, and they should have an appeal to the specialty buyer. The sound is good on all of the recordings, and the packaging is exceptional. (Waxings were cut in Europe by Supraphon, the Czech label.)

Of the recordings, the two featuring the Red Army Chorus will probably have the most appeal. One of these is called "The Red Army Marches in Hi-Fi"; the other is "The Red Army Sings." The latter set is sort of a sing-along LP, since it contains the lyrics to the songs in both English and Russian. There are also two excellent classical albums. One features Janacek's String Quartets Nos. 1 and 2, played by the Sextana Quartet; the other spotlights Suk's Symphony in C Minor with the Czech Philharmonic.

The most unusual of the six LP's is called "Passport to China." (Continued on page 26)

## Sound Track For Roulette

NEW YORK — Roulette Records has snared its second sound track album in "On the Beach," the new Stanley Kramer film. The company had previously issued the sound LP of "The Long Hot Summer." The background music was composed by Ernest Gold, who composed the film music for "The Young Philadelphians," "Witness for the Prosecution," "Too Much Too Soon" and "The Defiant Ones."

The sound track will be released in November and will be backed with a big promotional and advertising campaign.

The diskery will also release a Jimmie Rodgers single of "Waltzing Matilda," the well-known Australian tune, which is incorporated in the film and the main musical theme.

# HOT 100 ADDS ELEVEN

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

- 60. So Many Ways—Brook Benton, Mercury
- 66. Talk to Me—Frank Sinatra, Capitol
- 73. Lover's Prayer—Dion & the Belmonts, Laurie
- 87. Tennessee Waltz—Jerry Fuller, Challenge
- 92. Living Doll—David Hill, Kapp
- 95. Just to Be With You—The Passions, Audiocon
- 96. Igmo—Stonewall Jackson, Columbia
- 97. High School, U. S. A.—Tommy Facenda, Atlantic
- 98. Clouds—The Spacemen, Alton
- 99. Midnight Stroll—The Revels, Norgolde
- 100. Don't Take the Stars—The Mystics, Laurie

# '60'S KEY NEW DISK MERCHANDISING PITCH

Continued from page 1

record dealer—both for hits and catalog merchandise.

And many dealers have learned how to shop, to buy and sell merchandise. They have taken a leaf from discount stores and they try to get the best price they can before they order, even if it means ordering from a transshipper out of town rather than the local distributor. Some dealers have banded together and they order as one large unit in order to get a better price.

There are dealers, too, who have realized that they must get where the traffic is, and they have opened stores in big shopping centers in suburban areas. Others have moved or opened second stores in suburban localities.

Few dealer's are enthusiastic at this moment about their future as record stores. Altho manufacturers realize the importance of dealer sales in their total sales picture they have as yet been unable to convince many dealers that they have their welfare at heart. There is still a need on the manufacturer's part for a dealer public relations campaign, and perhaps more important, for an advertising drive on the part of manufacturers to bring traffic back into the dealer's store. If the dealer sales picture can be

brightened, then the next decade of the record business, with new merchandising techniques such as clubs and racks, plus the expanding young population, could be the best 10 years in the history of disks.

# Tune Hassle To High Court

NEW YORK — The United States Supreme Court has agreed to hear an appeal on a long-standing case involving the renewal rights to the song "Moonlight and Roses," by Ben Black and Charles N. Daniels. The case was filed by attorney Julian T. Abeles on behalf of Miller Music against Charles N. Daniels Music, a property of the Aberbach, Hill and Range axis.

Background of the case is the fact that Daniels, prior to his death, had made an assignment of the renewal of the song to Miller Music, considerably in advance of the actual renewal period. Later, in his will, he assigned all rights to the song to his own heirs. Following his death, upon probate of the will, the renewal rights were awarded to the heirs, who in turn assigned them to the Daniels firm.

Abeles filed the suit for Miller, contesting the action and claiming (Continued on page 26)

# Reactivate Gee Label

NEW YORK — Gee Records, Roulette subsidiary, has been reactivated. The label which was just launched in September 1955, contained the original hits by Frankie Lyman and the Teenagers, as well as the Cletones, the Harptones, the Valentines and others.

Nat Tarnapol, already on the a.&r. staff of Roulette, has been given the a.&r. assignment for the new Gee operation. Morris Levy and Joe Kolsky explained that the reactivation of Gee would provide a new avenue of exposure for new talent. Distribution will be handled thru the current Roulette network.

# Roulette Inks St. Pat Choir

NEW YORK — Roulette Records has acquired the services of the choir of St. Patrick's Cathedral for recordings. The deal was negotiated with St. Patrick's choir moderator Rev. Francis Xavier Duffy, by Morris Levy, prexy of Roulette. The choir, composed of 30 adults and 20 children, has cut its initial package, a set of Christmas carols, and another, for Easter is already planned. Joe Reisman supervised the sessions.

# Merc Special Carroll Set

CHICAGO — Mercury Records this week rushed out a special release of a David Carroll album, "Let's Dance Again," to coincide with the appearance of an institutional ad in national magazines featuring Carroll. The album is a sequel to Carroll's "Let's Dance," a steadily hefty seller for 14 months widely used as an especially effective stereo demonstrator.

The special release also included a package by Dinah Washington. The Carroll ad, first in a \$200,000 Merc series, is slated for Time, Esquire, Playboy and the New Yorker.

# Garner SRO At Carnegie

NEW YORK — Erroll Garner's debut performance under the wing of Sol Hurok at Carnegie Hall here was a sellout. The hall went clean three days before the concert was held here last Friday (16). It is understood that Hurok himself was so enthusiastic about the SRO sign at the Garner recital that he intends to book the pianist back at the Hall again in January for another show. Gross was about \$12,000 for the Garner concert.

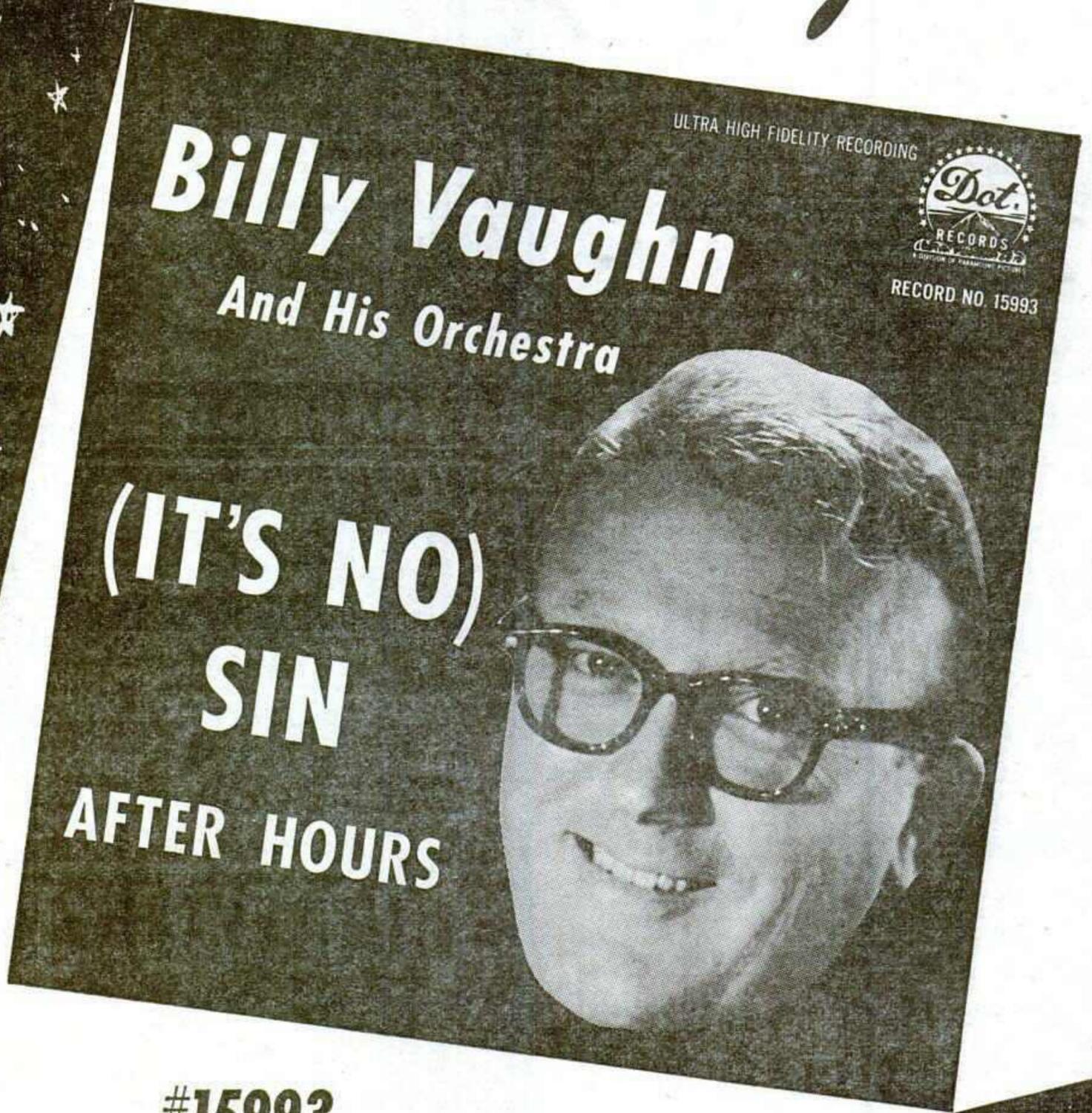
# CAP CATALOG IN FULL COLOR

HOLLYWOOD — Capitol is issuing the first full color consumer catalog in its 17-year history, listing the top selling 400 albums, classical and popular. Almost every album cover will be reproduced in full color. Albums are listed by artist. Catalog also contains a center spread devoted to Cap's phono line.

# Billy Vaughn

## In The

# *Dot-light!*



#15993

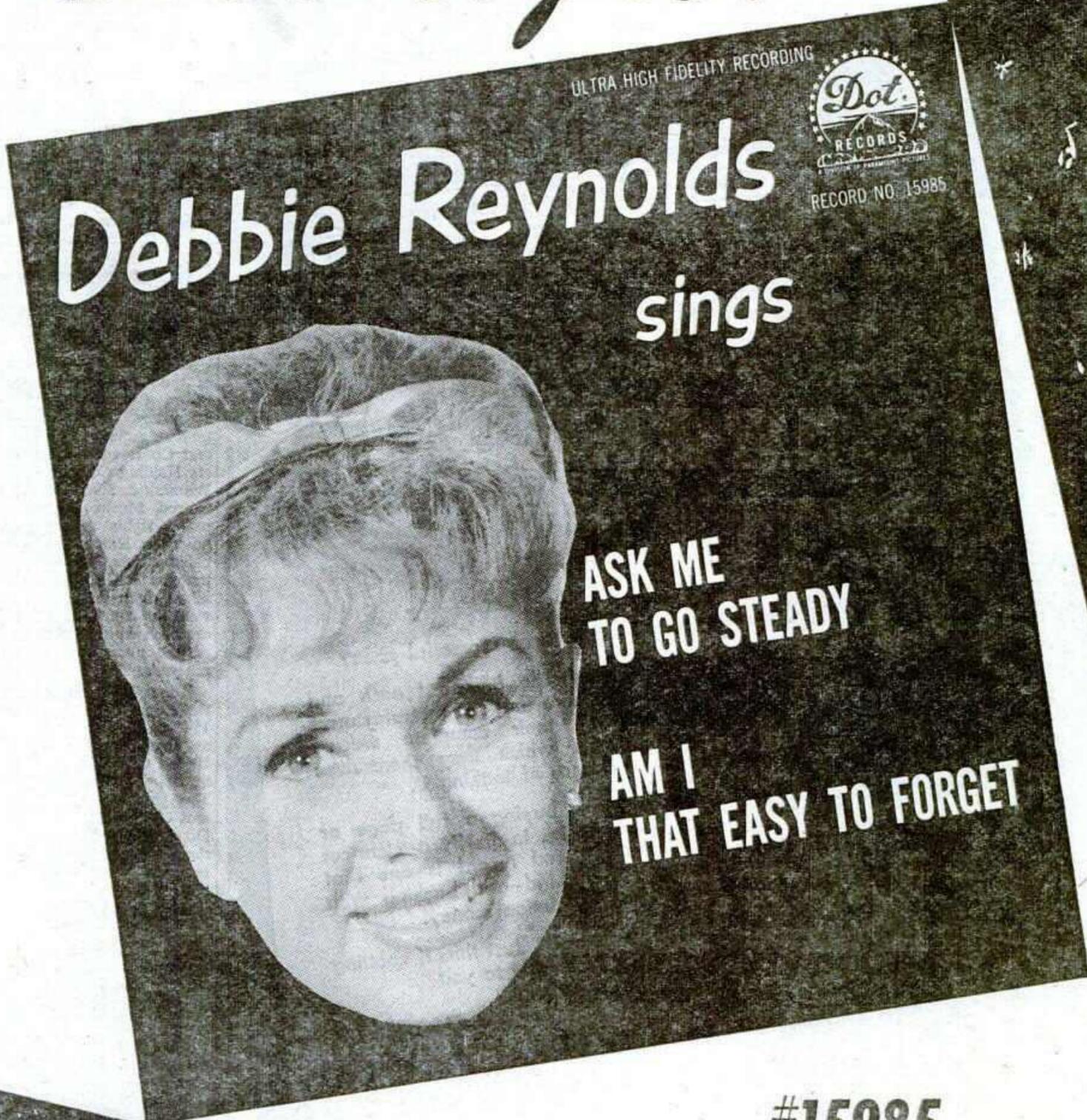


# THE NATION'S

# Debbie Reynolds

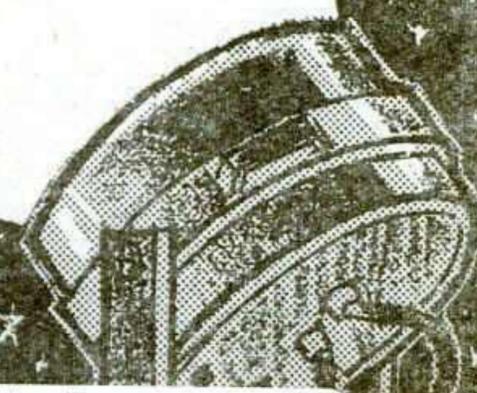
## In The

# Dot-light!



#15985

# BEST SELLING RECORDS



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**SHAWNEE STANDARDS**

**"LET ME CALL YOU SWEETHEART"**

(By arrangement with Shapiro-Bernstein)  
Current Recordings:

- Pat Boone—Dot
- Four Lads—Columbia
- Geo. Hamilton IV—Am-Par
- Janice Harper—Capitol
- Gordon Mac Rae—Capitol
- Mitch Miller—Columbia
- Three Suns—RCA Victor

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Male or Female Singer for new promotional type recording company. Phone for appt.  
ES 2-9563 or DE 2-0376, New York City, or send demos c/o Box 246, The Billboard, 1564 Broadway, N.Y.C. 36, N.Y.

**UA Up-Prices 5,000 Stereo Album Series**

NEW YORK — Effective November 1, United Artists will raise the price of their 5000 stereo LP series to \$5.98. The sets are currently pegged at \$4.98.

The diskery is starting an all-out campaign to promote its latest crop of singles and is sending its field force in all major markets on an extensive jockey and distributor tour.

Jack Lewis of the label's a.&r. department cut three LP's, which will feature Diahann Carroll, Connie Russel and Betty Bennett, when he was on the West Coast recently.

**PLUG IN WITH YOUR REM'TON**

NEW YORK — There have been all types of records on the market with many unusual titles, but Bouree Productions has come up with a wild one. It's called "Music to Shave By," and it was made by George Simon, head of Bouree, for Remington, its agency Young & Rubicam, and the Auravision department of Columbia Records. It's a paper record and its skedded to be included with a forthcoming edition of Look magazine. This will give it a circulation in the five-million bracket. Disk contains music by Bing Crosby, Rosie Clooney, Louis Armstrong and the Hi-Lo's.

**Del-Fi Skeds Monthly LP's**

HOLLYWOOD — Del Fi Records is instituting a regular monthly album release schedule, kicking off its new policy by issuing three packages. Indie label has concentrated almost entirely on singles, and only rarely would it issue an album, the exception, its Ritchie Valens package.

Its initial package offering includes a tie-in album with "The Real McCoys" TV series titled "The Many Sides of Pepino." It spotlights Tony Martinez who portrays the "Pepino" character in the telefilm series. Second album features the Balladeers in "Alive-O." Del Fi prexy Bob Keene is still keeping the mystery wraps on the third package, believed to be a jungle item, and won't reveal its title until after it's released.

**Danish Disk Club Hassle**

COPENHAGEN—About a year ago the Fona firm, which has 30 retail music stores in Denmark, launched its "Fona Klub." Only now has there been any effort to back the record club idea. Record distributors hatched a plan and are now trying it out.

It looks like the same tune, with new lyrics. Retailers who accept the distributors idea, a "Phono Platter Ring," are given "ring" insignias to paste on their windows. Via display ads "Ring" offers EP and LP platters of 40 top labels, in three price brackets, at a rebate of one, two and three Danish crowns—about 20 per cent cut. Buyers pay two crowns for a stamp book in which they paste rebate stamps. When they have 20 crowns worth they get rebate.

Department stores joined the fray by offering the EP and LP platters at the one, two, three cut rate, without any stamps or strings. One store not only displays "Ring" insignias but also advertises its own one, two, three crowns "cuts" but it is hard to decide whether it is offering a double cut or double talk. "Fona" is using terms of "20 per cent rebate, a gift of one platter with each purchase of four." Take your choice, they are all basically the same.

**Dixon Fillies Sue MPHC**

NEW YORK — The daughters of the late Mort Dixon, Yvonne Dixon Crsci and Estelle Dixon Jaffe, have filed suit for a declaratory judgement in New York Federal Court against Music Publishers Holding Company, Harms, M. Witmark & Sons, Remick and Advanced Music, involving the renewal rights to the tunes composed by Dixon himself and with collaborators. The daughters claim that the MPHC firms have no renewal rights in the tunes, and also want the court to declare that they are each entitled to and the owner of the undivided interest in the renewals.

About 88 tunes are involved in the case. They cover the period 1923 to 1939 and include such hits as "Bam, Bam Bamy Shore," "If I Had a Girl Like You," "I Found a Million Dollar Baby" and others. The girls claim that the defendants allegedly conspired with Dixon to have him obtain from them the contingent rights to the renewals without any consideration. They claim the contracts for these renewal rights are illegal.

**Radio Spec For Charity**

CINCINNATI — The WCIN Goodwill Spectacular set for Cincinnati Gardens here November 6 is expected to be the largest show ever staged for Negro charities in the U. S. Taking part in the production will be such well-known disk artists as Jackie Wilson, Marv Johnson, Wade Flemmons, the Coasters, Jimmy Reed, Larry Williams, L. C. Cooke, the Five Satins and the Isley Brothers.

In the gospel field, names already pacted include Brother Joe May, Edna Galman Cooke, the Raspberry Singers, the Hightower Brothers, Morgan Babb, and the Philco Singers, the Lawrence Roberts Singers and the Five Blind Boys. Joyce Monroe, national program director for the Rounsaville radio stations, of which WCIN is one, is tub-thumper for the affair.

**7 out of 10 of tomorrow's 100 hottest records are advertised in Billboard TODAY — and four of them will soon reach the top 50!**

A detailed study of the actual statistics over an extended period of time proves this incontestable fact: the record manufacturers themselves put the finger—in advance—on 70% of the records which will be among the 100 hottest records in the weeks ahead.

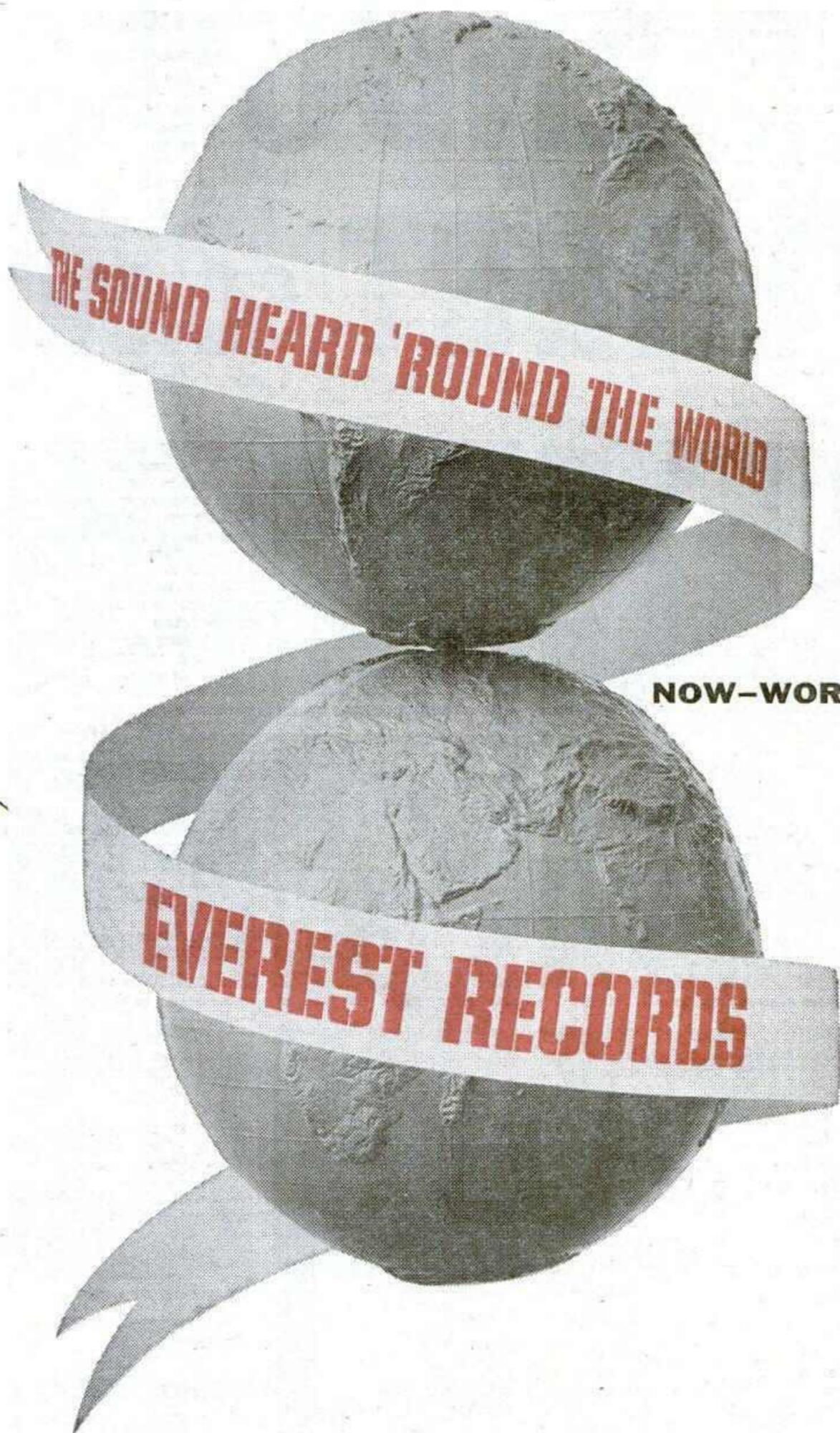


Where do they expose these successful picks?  
Right in the pages of The Billboard each and every week. Yes, it's here that the manufacturers feature from among their complete weekly releases—those records which they themselves feel have the best chance of making it.

The fact that they are buying a full page or better in The Billboard is, in itself, a clear-cut indication that the featured record is one that they're really getting behind—and backing with cold dollars-and-cents promotion money!

What does this mean to you? Just this: If spotting the hits in advance is important to you

**... make it a "must" to program and order from the records featured in Billboard ads each week**



## NOW—WORLD-WIDE DISTRIBUTION

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**Compagnia Generale Del Disco Soc.**  
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Milan, Italy

Everest is proud to associate with the distributors listed on this page. They now represent Everest's growing library of exciting music . . . a long list of brilliant performances by distinguished musicians . . . all in unique, revolutionary Everest sound. Everest welcomes the opportunity to work with—and for—these fine organizations.

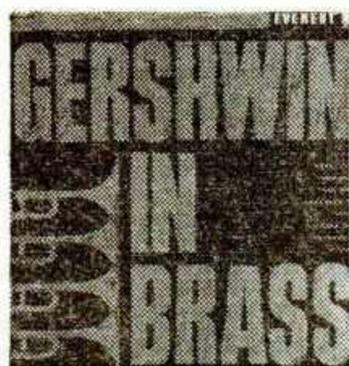
# EVEREST RECORDS



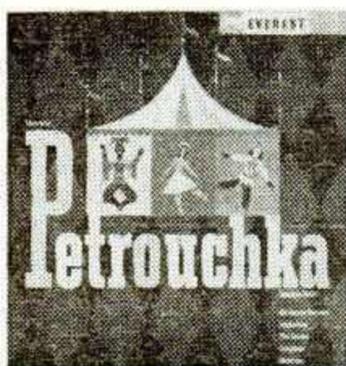
Division of Belock Instrument Corporation

# A TREMENDOUS

# EVEREST sound



MONOPHONIC LPBR 5047 • STEREO SDBR 1047



MONOPHONIC LPBR 6033 • STEREO SDBR 3033



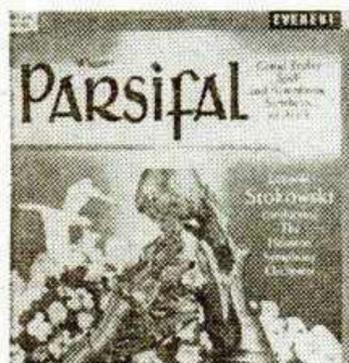
MONOPHONIC LPBR 5051 • STEREO SDBR 1051



MONOPHONIC LPBR 6037 • STEREO SDBR 3037



MONOPHONIC LPBR 5054 • STEREO SDBR 1054



MONOPHONIC LPBR 6031 • STEREO SDBR 3031



MONOPHONIC LPBR 5022 • STEREO SDBR 1022



MONOPHONIC LPBR 6039 • STEREO SDBR 3039



MONOPHONIC LPBR 5061 • STEREO SDBR 1061



MONOPHONIC LPBR 6036 • STEREO SDBR 3036



MONOPHONIC LPBR 5048 • STEREO SDBR 1048



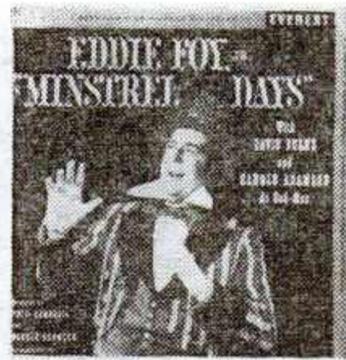
MONOPHONIC LPBR 6038 • STEREO SDBR 3038



MONOPHONIC LPBR 5043 • STEREO SDBR 1043



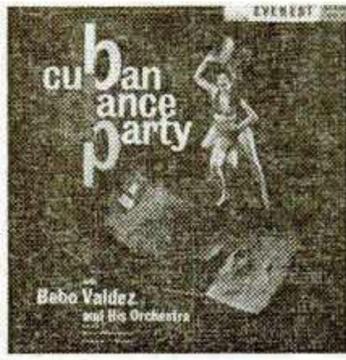
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MONOPHONIC LPBR 5039 • STEREO SDBR 1039



MONOPHONIC LPBR 6023 • STEREO SDBR 3023



MONOPHONIC LPBR 5057 • STEREO SDBR 1057



MONOPHONIC LPBR 6006 • STEREO SDBR 3006



MONOPHONIC LPBR 5050 • STEREO SDBR 1050



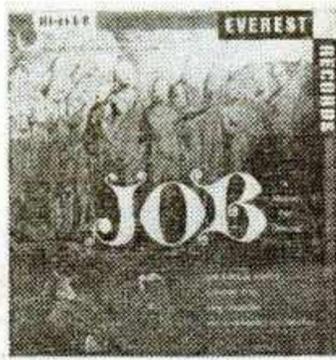
MONOPHONIC LPBR 6010 • STEREO SDBR 3010



MONOPHONIC LPBR 5015 • STEREO SDBR 1015



MONOPHONIC LPBR 5020 • STEREO SDBR 1020



MONOPHONIC LPBR 6019 • STEREO SDBR 3019



MONOPHONIC LPBR 5018 • STEREO SDBR 1018



# FIRST YEAR!!!!

# gains world-wide acclaim!

One year—an eventful, satisfying and successful year—has passed since Everest entered the record business. Here's what has happened:

### THE MUSIC

From the first release of 10 selections, a year ago, Everest now has more than 100 records available.

Everest has been privileged to record many of the world's most distinguished classical artists—Boult, Copland, Goossens, Sargent, Stokowski and others—in a long list of major masterpieces.

Everest has recorded a great many popular best-sellers — the golden voices of Charles K. L. Davis and Gloria Lynne, Mike Todd's Broadway, Around The World in 80 Days, the famous bands of Woody Herman and Charlie Barnet . . . Jo Jones, Raymond Paige, Russ Morgan and many others.

### THE SOUND

On the technical side, Everest has built the most modern, up-to-date studio in the world, suitable for recording both large and small groups. Recently Everest has pioneered again, developing another exclusive process, 35mm magnetic film recording—whereby sound with the highest signal-to-noise ration yet achieved in recording is transferred direct from sprocket-driven magnetic film to the disc.

What's more, Everest engineers have designed a portable 35mm system, enabling them to record on magnetic film anywhere in the world.

### THE ACCLAIM

We're happy to note that Everest's spectacular sound has been greeted with unprecedented excitement by critics everywhere. Here are a few examples.

*"... Everest is breaking new ground in two directions. From a technical standpoint, their engineers are introducing new standards to the industry. Their choice of repertoire, moreover, is winning the plaudits of record collectors."*

HIGH FIDELITY

*"... When it comes to superiority of stereo sound Everest takes the lead over all competitors. The instrumental presence and sense of real-*

*ism here is truly exciting."*

NEWARK NEWS

[Of VAUGHAN WILLIAMS' Symphony No. 9 (LPBR 6006 SDBR 3006)] *"... This premier recording of a notable work establishes Everest as a new label of stature in the field."*

N. Y. HERALD TRIBUNE

*"... Recordings are performed with skill . . . recorded sound has outstanding brilliance."*

CHICAGO SUN-TIMES

These reactions are typical of the spontaneous enthusiasm for Everest the world over. We think you'll agree when you hear an Everest Record (if you haven't already). Meanwhile, let us assure everyone that one good year deserves another . . . and another and another, each one better than the last. Everest is looking forward to them all.



MONOPHONIC LPBR 6014-2 • STEREO SDBR 3014-2



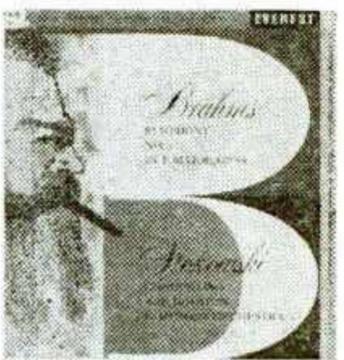
MONOPHONIC LPBR 5049 • STEREO SDBR 1049



MONOPHONIC LPBR 6027 • STEREO SDBR 3027



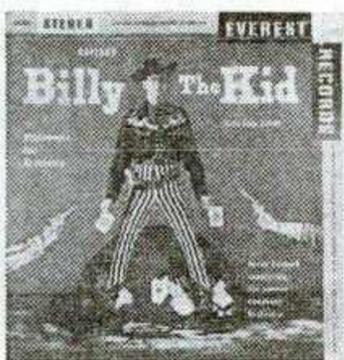
MONOPHONIC LPBR 5060 • STEREO SDBR 1060



MONOPHONIC LPBR 6030 • STEREO SDBR 3030



MONOPHONIC LPBR 5058 • STEREO SDBR 1058



MONOPHONIC LPBR 6015 • STEREO SDBR 3015



MONOPHONIC LPBR 6011 • STEREO SDBR 3011



MONOPHONIC LPBR 5023 • STEREO SDBR 1023



MONOPHONIC LPBR 6018 • STEREO SDBR 3018

# EVEREST RECORDS



Division of Belock Instrument Corporation

## Hal Cook Does a Slow Burn

• Continued from page 3

public relations idea that will focus public attention on recording artists, music and graphic art. Thus NARAS was conceived.

"Now NARAS is being attacked. Jim Conkling during a two-year retirement from active management of a record company (resigned July, 1956, from the presidency of Columbia Records to resume in the spring of 1958 as president of Warner Bros. Records)

developed along with many other leaders in our industry including George Marek, John Hammond, Lloyd Dunn, Dave Kapp, Neil Fujita, Bob Jones, Lillian Tookman, Bob York, Fred Rice, Paul Weston, Guy Lombardo, etc., the NARAS organization.

"Conkling entered into the development of NARAS with no personal gain in mind but rather with the knowledge that he and others

who have devoted most of their business career to our industry owed the industry in turn an obligation to raise the prestige of all companies and their artists in the public image.

"The selection of those recorded products by members of NARAS, within limited categories, was and is deemed to be a big step forward in our industry's public relations. A national NBC television show has been arranged for Sunday evening, November 29, and will be sponsored by the Swiss Watch Makers. During this hour-long show an estimated audience of 30,000,000 will view and hear the nation's outstanding record talent as they receive their awards. If our prognostications and awards will benefit greatly from extra sales due to this outstanding promotion and exposure.

"Jim Conkling has worked hundreds of extra-curricular hours to get NARAS under way. He has sought, and, for the most part received, the complete co-operation of our industry leaders in all management areas, including artists and repertoire, art, publicity, etc.

"The time has come when the management teams of all record companies should co-operate to push our industry ahead. While attention may not be focused on an individual's or company's particular interest at the moment, all of us will eventually benefit from NARAS. We should dedicated ourselves to building our industry. NARAS is a good start.

"Let's salute those gentlemen

## Decree Amendment Protests

• Continued from page 3

over the collection of information which is the basis for such determinations . . ."

The plaintiffs also claim that the proposed Consent Order "fails to require a survey of local radio and TV stations using procedures which have been employed by ASCAP since 1936 to survey network stations." Plaintiffs state that "only this will eliminate the monitoring of local radio and TV stations by tape recorders which . . . is admittedly a 'woefully inadequate' . . . means for obtaining information regarding performances."

### Weighting Question

It is also claimed by plaintiffs that the weighting rules of the pro-

posed order are inequitable because "they fail to adopt the principle that ASCAP shall be permitted to discriminate in allocating performance credits between different types of performances but not between works similarly performed. Thus, ASCAP's Board of Directors has not been deprived of its power to make different contributions of performance credits to members for similar uses of the members' music. Any distinction among compositions other than one relating solely to the amount of copyrighted and non-copyrighted material they contain or relating to type of performance is inequitable. Further, the proposed weighting rules do not provide for objective standards for evaluating the amount of new, as against the amount of public domain, material in any composition."

### Election Gripe

Plaintiffs also argue that under the proposed order, "99 per cent of the publisher membership will still be without power to elect a single director to the ASCAP Board of Directors." The following is urged to ensure a "democratic administration:

1. A class voting system be set to enable smaller and smallest publishers to elect reps to the Board independently, without support of the largest pub members. 2. Standard publishers must be provided with their own class of directors to whom sole control of the licensing of ASCAP's serious music should be granted in order to deprive the largest popular publishers of power to waive royalties on means of gaining good will in the music industry for their administration of ASCAP. 3. Strong restrictions be placed on the election of the Board of Officers of publishers owned by, or owning, licensees of the Society. 4. Election to the ASCAP initial board of appeal must be on the same class-representation basis as that of the Board of Directors. 5. Plaintiffs urge that the court appoint public members to the ASCAP Board of Directors and board of appeals.

The plaintiffs also urge that in order to provide relief, a decree must provide that each ASCAP member shall be given access to records having to do with the allocation of performance credits, and that the Board be permitted to deny such access only for cause.

Plaintiffs' plea was made by their attorneys Herbert Chettye, resident counsel for Sam Fox, and Charles A. Horsky, of the firm of Covington & Burling.

## CRDC Tabs 7

• Continued from page 3

by Samela's promotion. He was promoted to the Newark post last year.

Harvey Weiner steps up from New York branch assistant sales manager to replace Spencer as Newark sales manager. George Hamilton returns to the west, leaving his Kansas City sales manager's slot to become sales manager of the Los Angeles branch. He will replace Jay Swist, who will be reassigned to a newly created CRDC post. Hamilton's KC vacancy will be filled with the promotion of Richard M. Ware, who moves up from sales rep at the Kansas City branch.

Herbert Whittaker, Los Angeles branch sales rep, will replace Eugene Sapak as the branch's assistant sales manager. Sapak, in turn, takes on the newly created CRDC position of sales manager of portable phonographs, headquartering at the Capitol Tower and reporting to Callison.

## ATTENTION TOP DISC JOCKEYS!

One of the Nation's Swinging Radio Stations in a Top Midwest Market Is Looking for Some New Blood

We would like to hear from a sharp morning man and other good all-round disc jockeys with good command of an audience. No top forty—but a good personality and popular approach to music is essential. Salaries are open. Send tape, photo, resume and salary expected to:

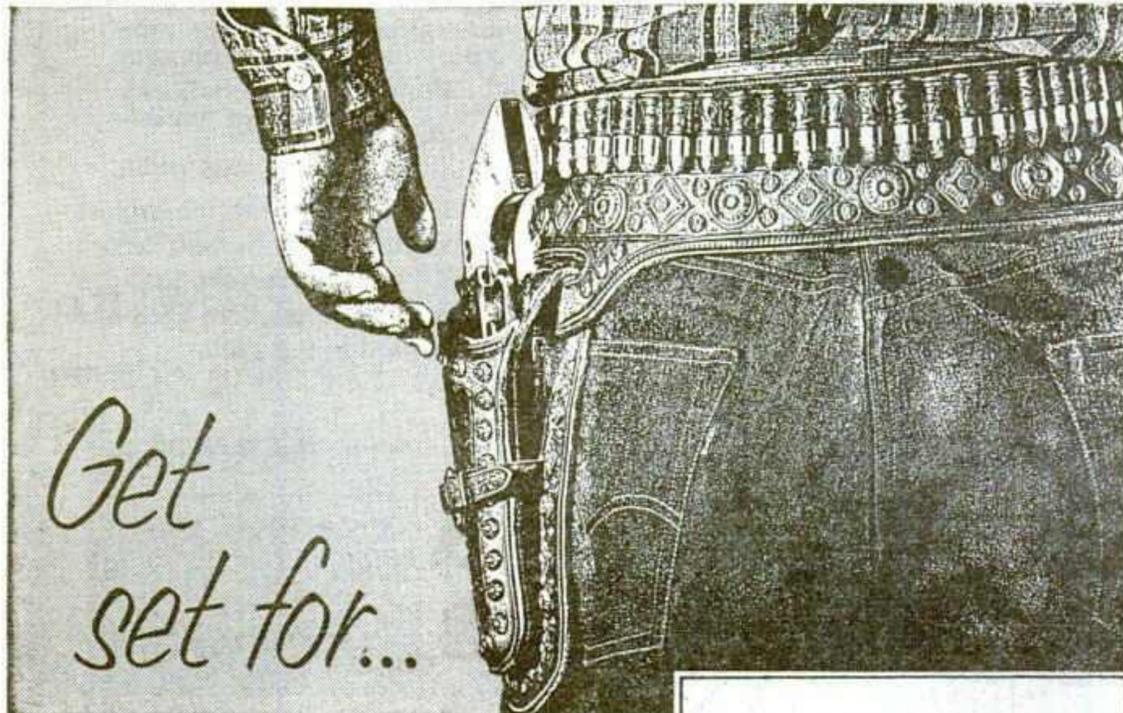
**BOX 248, The Billboard**

1564 Broadway

New York City 36

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By **DINAH WASHINGTON** MERCURY  
**BOURNE** INC. (ABC MUSIC CORP.) 136 West 52d Street  
New York 19



Get  
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## THE BILLBOARD'S BIG NOVEMBER 9 COUNTRY AND WESTERN EDITION

published co-incident with the

## WSM 8th Annual C&W Disk Jockey Festival

in Nashville, Nov. 13 and 14

Nearly 2,000 Converge on Nashville for  
Annual Meet to Set New Attendance Mark

From Billboard, Nov. 24, 1958

An event that grows bigger  
and bigger year after year

### EXTRA DISTRIBUTION

Copies of Billboard distributed to over 2,000 deejays in Nashville.

### EXTRA INTEREST

Special C&W features like:

- The Contribution of C&W Music to mainstream of Pop Music.
- WSM Pre-Convention Story—Recording, Publishing and Performing people slated to appear in Nashville.
- Complete details of the big WSM Convention agenda . . . schedule
- and Highlighting Billboard's Annual C&W Disk Jockey Poll Results:

### C&W MAN OF THE YEAR

- FAVORITE FEMALE C&W ARTIST
- FAVORITE MALE C&W ARTIST
- FAVORITE SMALL C&W VOCAL GROUP
- FAVORITE C&W SONGWRITERS
- FAVORITE C&W SONG
- FAVORITE C&W LP
- MOST PROMISING MALE C&W ARTIST
- MOST PROMISING FEMALE C&W ARTIST

Be sure to be represented at the  
Festival in the advertising pages  
of Billboard's

**Special C&W Issue—  
ad deadline November 4**

## Monaurals 77%

• Continued from page 3

LP sales for 1959 for the first 32 weeks are up 30 per cent over 1958. And so far in 1959 LP sales are accounting for 67.7 per cent of the total dollar volume spent on records in stores; for the same 32-week period in 1958 LP sales in stores accounted for only 58.3 per cent of record sales.

Monaural LP sales break down so far this year as 90.7 per cent pop disks and 9.3 per cent classical records. Stereo LP sales show a different pattern with 85.4 per cent of all stereo disks sold being pop and 14.6 per cent of all stereo classical percentage in stereo has been increasing steadily so far this year.

The majority of monaural LP's sold by dealers during the first 32 weeks of 1959 list from \$3 to \$3.99—58.6 per cent; or from \$4 to \$4.99—27.7 per cent. The next largest selling group of monaural disks by list price are \$1.99 or less—4.3 per cent. On the stereo side, the disks that sold the most list for \$5 or more—63 per cent, with stereo disks that listed \$3 to \$4.99 selling 29.2 per cent of the total. Stereo platters that listed at \$2.99 or less sold 7.3 per cent of the total. (These figures were compiled prior to the reduction in list price of Columbia, Victor, Mercury, Decca and other labels from \$5.98 to \$4.98 for their pop stereo platters.)

## Dumping Tactics

• Continued from page 3

dealers who may use them to get full credit on the 5 per cent return privilege. Such dealers may be out of stock and actually purchase the low priced wax to cash in, when they are not entitled to do so. In order to circumvent this, Berman notes, some manufacturers are punching a hole in dumped merchandise—so that they can refuse it if it returns via the 5 per cent privilege.

In the event a specific album contains songs controlled by one publisher, a manufacturer is often able to make a deal; but if it is the usual album, with many publishers represented, the matter of securing a diminished royalty from each publisher is too rough—according to Berman—and the product is likely to be salvaged for its shellac value.

# ATHENA'S THEME

INSTRUMENTAL Theme Music By

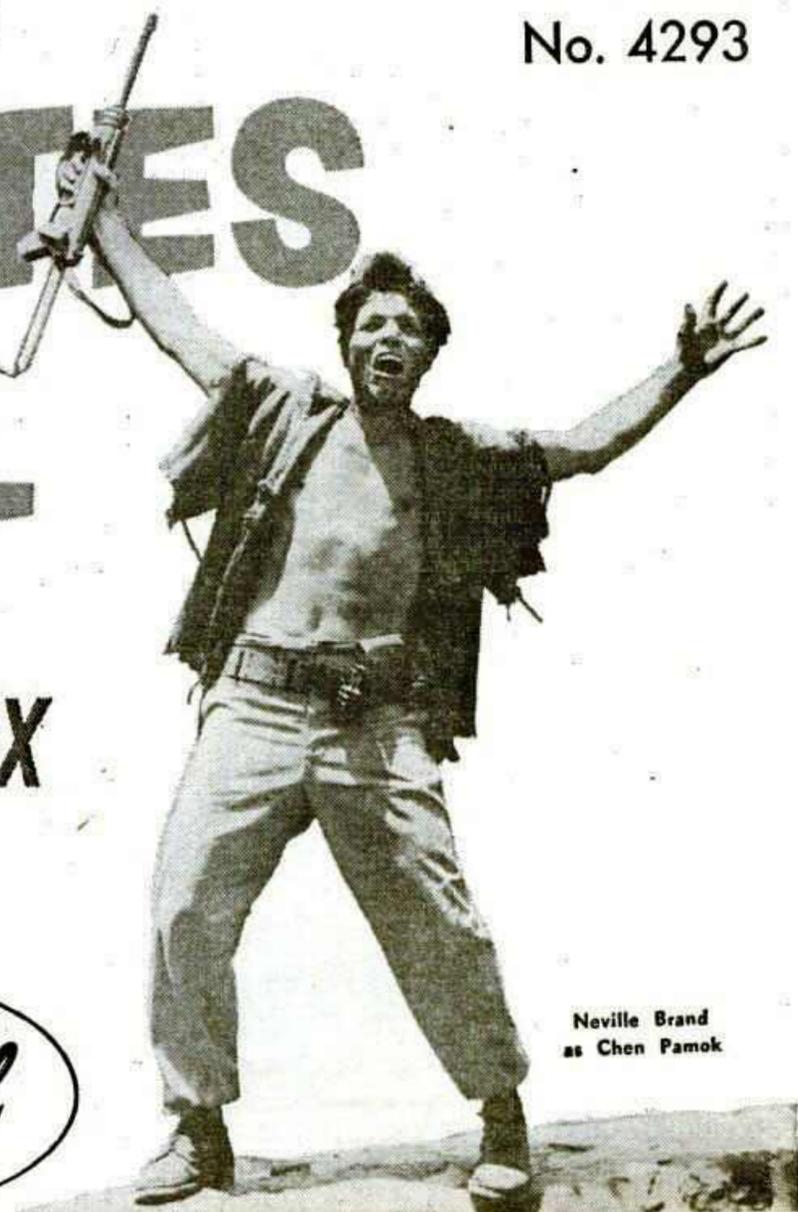
# PAUL DUNLAP

and his Orchestra  
c/w Lillie's Theme  
No. 4293

from the Motion Picture

# FIVE GATES TO HELL

A 20th Century Fox  
Production...



Neville Brand  
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*From Coast to Coast  
First in Rochester!  
NOW—Buffalo!—Philadelphia!—  
Chicago!—Los Angeles!*

# SANDY

b/w

**The Lovin' Tree**

by

# LARRY HALL

STRAND #25007

*DJs Across the Country  
Are Flippin' With*

# NATURE BOY

b/w

**A Little Love**

by

# KEN KAREN

A 15-Year-Old Sensation

STRAND #25008

Order These Two Hits NOW  
From Your Nearest STRAND DISTRIBUTOR



680 Fifth Ave., New York 19, N. Y., Tel.: CO 5-0405

## THEATER REVIEW

### Flanders-Swann Subtle Fun Team

About two years ago, word began filtering back from London about two men who wrote songs that were literate, clever and hilariously funny, and who were performing their own material before full houses. Angel Records had the foresight to record the bulk of their two-man show, and when the album was released here, the American audience found that the superlatives were true. In fact, the material was so good that it stood up without live performances.

Now, a goodly period later, Michael Flanders and Donald Swann have been transported across the Atlantic corporeally, to show the public that the material still stands up and, in fact, is strengthened by seeing their remarkable ability to project it in various subtle shadings. To celebrate the event, Angel has issued a new Flanders-Swann album, with some of their new material included and the best of the old retained.

To show that there is not so wide a gulf between British and American humor as some have maintained, the bulk of their show, titled "At the Drop of a Hat," continues at the John Golden Theater just as it did in London. The hits of the show there — the hi-fi nut, the hilarious origin of "Greensleeves," the animal songs — seem to go over just as powerfully here.

To show they are really alert to the subtle differences in humor, Flander and Swann have latched onto local allusions and play up some of the switches, as in their reference to "Le Morte Sahl"; or driving and parking cars on the left rather than the right: "it keeps your sword arm free." Or mentioning British politics: "Our Labor Party you would call Socialists, and our Conservative Party you would call Socialists." With regard to their own music, Flanders notes that they never hit the top 10, but they got close: they once hit the bottom five.

These are two of the wittiest, most intelligent satirists around. They should be caught by anyone who relishes above-par material. Sam Chase.

## NIGHT CLUB REVIEW

### Holder Warbling Debut Impressive

Art D'Lugoff's Village Gate rocks alternately these days to the sound of bongos and concert harp. The bongos, augmented by piano and string bass, make a striking musical backdrop for the singing talents of Geoffrey Holder, sometime dancer-writer-painter. The harp belongs to Tom O'Horgan who accompanies himself in what he terms "a seminar in insanity."

Holder, a six-foot six-inch Trinidadian, who is known in the entertainment world principally for his dancing, is making his New York singing debut at the Gate. It's impressive. He maintains a smart change of pace, mixing ballads, West Indian traditional songs, show tunes, sophisticated ditties and pop hits. It's partially a visual act as the baritone underscores lyrics with body movement — particularly expressive hands — to strong effect.

But bongos background gives the act its distinctive flavor. They give a newly-minted quality to such oldies as "My Romance," "I Get a Kick Out of You," "Summertime," and "Going Home." Even a pop hit like "He's Got the Whole World in His Hands" — played to a point of nausea in months past — manages to sound fresh with the Holder treatment. Holder has no diskery ties but that's probably a temporary state of affairs.

Tom O'Horgan's harp and vocal stint nicely complements Holder's routine. The harpist has a gentle humor that is more fey than "sick" and that's a pleasant change. He also showed a serious side in a full-voiced treatment of "This Is My Beloved," and the folksy "Ballad of the Three Ravens." Ralph Freas.

### Playboy Makes TV Pitch

Continued from page 5

in odd negotiations with three show business unions, AFM, AFTRA and AGVA. None of these unions has established a scale for syndicated videotape, since no such show has yet existed in the variety field. Playboy's vice-prexy, Vic Lowmes III, agreed with the unions on payment of local live scale with the understanding he would come up with the differential after syndicated scales are established.

In Chicago, Playboy has so far lined up seven sponsors, among them Life Cigarettes, Mr. Clean, Thorex, Procter and Gamble and El Producto Cigars. The magazine taking a 50-50 split with the station on commercials, must provide the show and the sets.

In prepping the show, Playboy showed its singular talent, previously demonstrated at the jazz festival, for permitting a budget to go noseconing into space. Lowmes started with a weekly budget of \$1,000 a show. He then commissioned Cy Coleman to compose theme music and okayed a bill for \$2,000. Intrigued by Coleman's product, he hired Henry Brandon's 40-piece orchestra to record it at a cost of \$4,225. Artist designs for a playboyish set were too appealing to turn down. Construction so far has run \$15,000. Studio time for

the initial show, planned for four hours, came to more than 12 at a cost of \$6,000. Only the talent is coming cheap. Everybody, even Miss Fitzgerald, is working for scale.

Lowmes is dickering with George Avakian, of Warner Bros. Records, to release a single of the theme music, hoping thus to recover the cost of that budget item.

#4533

**BUDDY SMITH**

"OVERNIGHT"

**hanover** RECORDS  
119 WEST 37TH STREET, NEW YORK 19, N.Y.

**WANTED**

Songwriters with new, unpublished material.

For appointment phone:  
ES 2-9563 or DE 2-0376, or send demos  
c/o Box 247, The Billboard,  
1564 Broadway, N.Y.C.

Mills \* \* \* \* \*

**HIT REMINDERS**

**SCARLET RIBBONS**

★ THE BROWNS  
RCA Victor 47-7614

★ ENOCH LIGHT  
Grand Award 45-1035

MILLS MUSIC, INC.

**A Programming Must**

**"THE CREEPER"**

JERRY WALD & HIS ORCHESTRA  
on Waldark Records

**RAYVEN MUSIC**  
1650 Broadway New York City

**GREAT HITS!**

THEME from "A SUMMER PLACE"

HUGO WINTERHALTER — RCA #47-7599  
PERCY FAITH — COLUMBIA #4-41490  
DON RALKE — WB #5108

<b>BOURBON STREET BEAT</b> DON RALKE WB #5108	<b>ARE YOU SORRY?</b> JONI JAMES MGM #K12828
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MUSIC PUBLISHERS HOLDING CORPORATION

Johnny Falin

"WILD STREAK"

b/w

"IF I COULD WRITE A LOVE SONG"

Cap. 4283

**CENTRAL SONGS, INC.**  
4306 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hollywood 1-9347

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**MUSIDISC**

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Quality and Presentation!

**MUSIDISC INTERNATIONAL, Inc.**  
666 Fifth Ave., N. Y. 19, N. Y.  
Some Territories Available.

**ARDCO** INTERNATIONAL HIT!

**"MARINA"**

by **JOE VINA**

Allied #7778

**ALLIED RECORD DISTR. CO.**  
1041 No. Los Palms, Hollywood 38, Calif.

**NOTICE TO TRADE**

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

**ATTORNEY FRED I. SONNENFELD**  
111 West 57th Street New York  
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*Miss Sweetheart of Song*

# TERESA BREWER

*does it again with...*



The Great Standard

Hawaiian Rock 'n Roller

# MEXICALI ROSE

# IF YOU LIKE-A ME

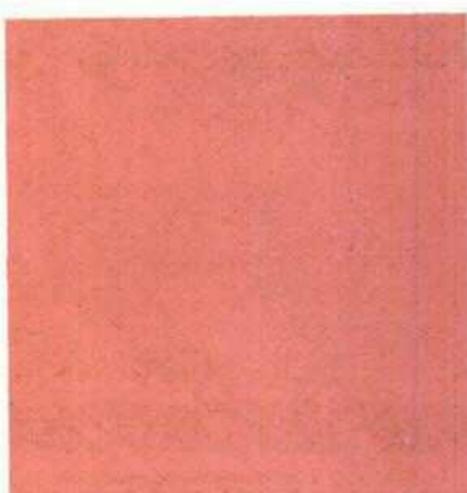
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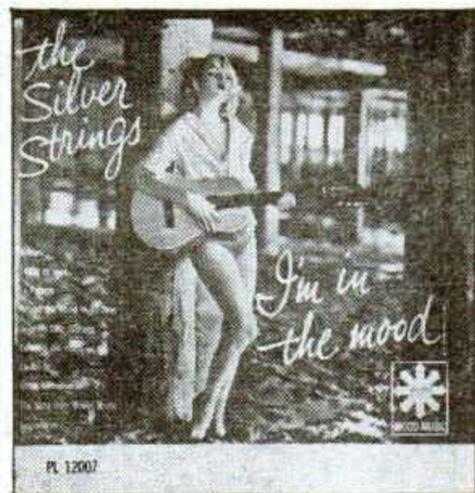
# AT LAST ... THE Perfect



AT THE RIVIERA BALL—JEAN SCAPIO and his ORCH.  
PL 12005 PS 14005 (Stereo)



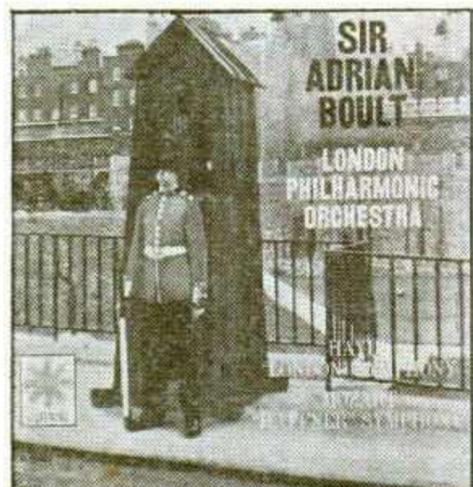
BIG BAND CHA CHA—CHAQUITO and his ORCH.  
PL 12006 PS 14006 (Stereo)



I'M IN THE MOOD—THE SILVER STRINGS  
PL 12007 PS 14007 (Stereo)

**Perfect** LISTENING ON 14 NEW

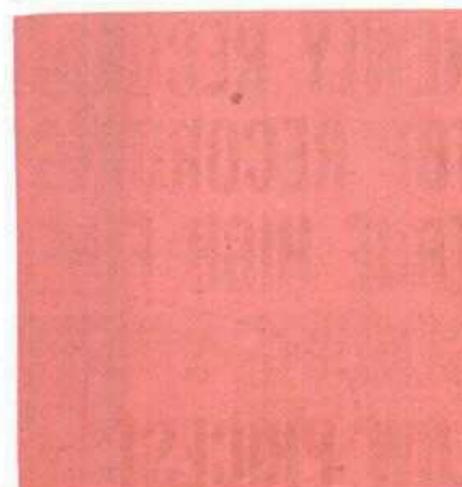
12" REGULAR LP RECORDS \$1.98



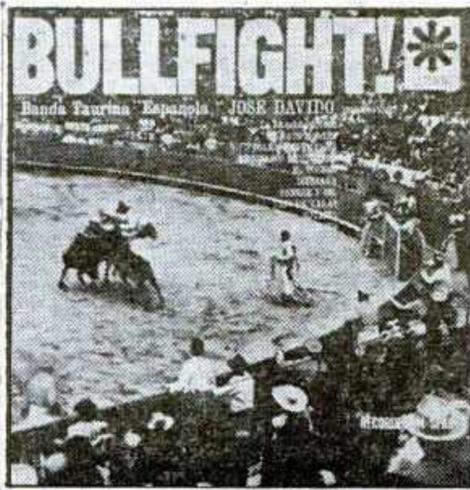
HAYDN: SYMPHONY NO. 104 IN D MAJOR ("London")/MOZART: SYMPHONY NO. 35 IN D MAJOR (K. 385) ("Haffner")—SIR ADRIAN BOULT conducting the LONDON PHILHARMONIC ORCH.  
PL 13003 PS 15003 (Stereo)



BEETHOVEN: OVERTURE TO EGMONT, Op. 84/SYMPHONY NO. 5 IN C MINOR, Op. 67/OVERTURE TO CORIOLANUS, Op. 62—WALTER GOEHR conducting the LONDON SYMPHONY ORCH.  
PL 13004 PS 15004 (Stereo)



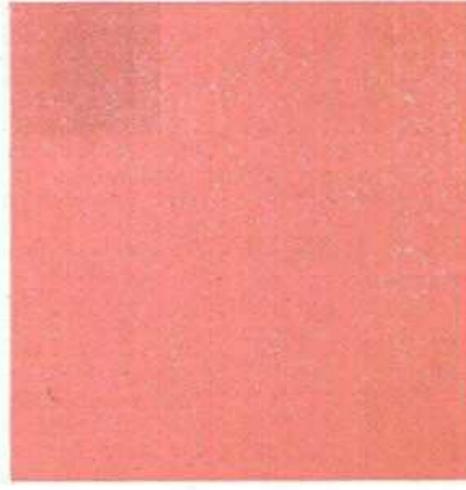
VERDI: AIDA—Highlights—CHORUS and ORCHESTRA OF TEATRO DELL' OPERA, Rome, conducted by ERNESTO BARBINI  
PL 13005 PS 15005 (Stereo)



BULLFIGHT!—BANDA TAURINA "ESPANOLA"—JOSE DAVIDO, Cond. PL 12001 PS 14001 (Stereo)

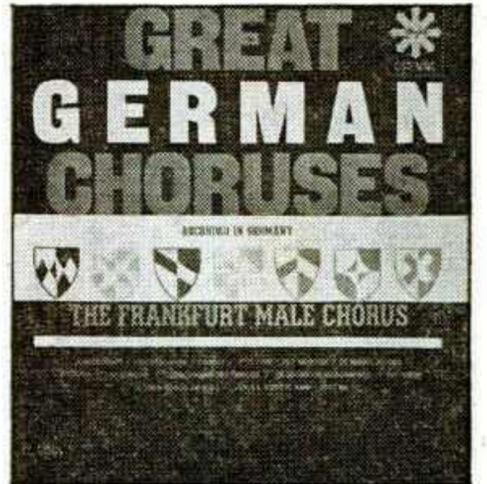


LIONEL HAMPTON SWINGS—LIONEL HAMPTON PL 12002 PS 14002 (Stereo)



TRUE LOVE—THE SILVER STRINGS PL 12003 PS 14003 (Stereo)

# RECORD



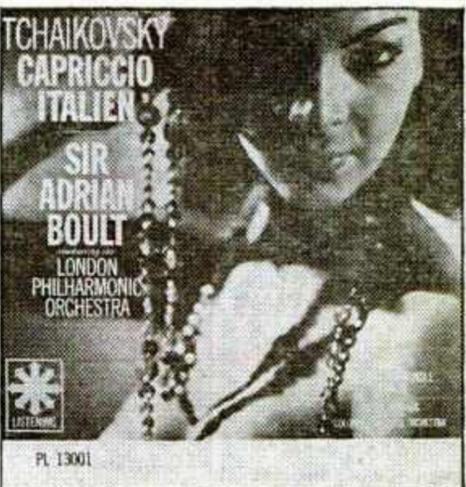
GREAT GERMAN CHORUSES—THE FRANKFURT MALE CHORUS PL 12004 PS 14004 (Stereo)



DANCE THE TANGO!—LUIS ALVAREZ and his TANGO ORCH. PL 12008 PS 14008 (Stereo)



ITALIAN BON BONS—THE GUIDO PERCACCI SEXTET PL 12009 PS 14009 (Stereo)



TCHAIKOVSKY: CAPRICCIO ITALIEN, Op. 45/RAVEL: RAPSODIE ESPAGNOLE—PIERRE DERVAUX conducting the COLONNE CONCERTS ORCH. PL 13001 PS 15001 (Stereo)



HANDEL: MESSIAH—HIGHLIGHTS—WALTER GOEHR conducting the CHORUS and ORCHESTRA OF THE HANDEL SOCIETY, LONDON PL 13006 PS 15006 (Stereo)

## RELEASES FROM THE NEW *Perfect* LABEL 12" STEREO **LP** RECORDS \$2.98

**NEWLY RECORDED!  
TOP RECORDING STARS!  
TRUE HIGH FIDELITY!  
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LOW PRICES!**



"PERFECT". A PRODUCT OF EPIC RECORDS. A PRODUCT OF CBS, T.M.

**CALL YOUR *Perfect* DISTRIBUTOR FOR THESE *Perfect* DEALER VALUES!**

# RAY CHARLES

America's Red Hot  
Record Salesman



## I'M MOVIN' ON

b/w  
I BELIEVE TO MY SOUL  
Atlantic 2043

### ATLANTIC RECORDS

## Chaos Threatens Up-State N. Y.

Continued from page 2

one of his salesmen called at a Syracuse record store only to find a fresh, unopened shipment of one of the hottest soundtrack packages, which had just arrived from a New York distributor, according to the shipping label. "The package was from a label that we distribute," declared Mirti, "and we found out the dealer got the albums for about \$1.95 each, instead of the regular dealer cost of \$3.89."

In another case, it was related how a competing distributor-one-stop was bringing merchandise on the same label in from another city. "We discovered he was getting the same hot soundtrack from a distributor in Cleveland," Mirti said. "The fellow was shipping the stuff in from there by Greyhound bus. We discovered it because one of my men was down at the Greyhound terminal in Buffalo and found a shipment of records just as it was being unloaded from the bus. The one-stop pick-up man hadn't arrived yet to get the stuff."

"We've always been content to serve our own areas," Mirti said, "but when competitors go after your accounts with a better price, you have to meet them in the middle. Two weeks ago one of our one-stop competitors in the Rochester and Syracuse markets who had been selling LP's for \$2.60 to dealers, dropped his price suddenly to \$2.47, in other words, cost. Now we have to do the same thing or we get hurt."

Rumor has it here this week that at least one other one-stop is about to go mobile. Meanwhile there is word that Mobile One - Stop, started by Bob Klein and Brud Oseroff in Pittsburgh, which has now expanded to Cleveland and New York, has its eye on the Buffalo market for a truck operation.

"If that happens," asserted Mirti, "if we have to face not only the evil of transshipping from those areas, but also an invasion by one-stops from such places, then I can

tell you we will move into those cities—like Cleveland and Pittsburgh, with our own fleet of Volkswagens. Both are less than 200 miles from here and we could do it easily. In fact we are planning to buy several additional trucks here anyway."

Mirti outlined another unique method adopted here to get the right price for merchandise. "There's the Tracy - Mitchell distributorship here which has Dot, Ampar and some other good lines. They also own the Mershaw rack jobbing outfit. We work a good reciprocal deal. I give him a good price on anything I have for his racks and he gives me the same kind of consideration on anything he carries for my one-stops. It all helps."

To carry the local story to an almost ludicrous extreme, another distributor discovered that it was possible to get a better deal on the line for which he was the local distributor from out-of-town transshippers than from the manufacturer of the line itself. Meanwhile reports of similar developments in other territories, traceable to the ever-increasing flow of freebies and transshipped merchandise, pointed to a revolution in distribution methods, in the view of traders here.

### CMA Meet

Continued from page 2

bash, CMA will go after many more members for the Association.

On November 13, the day after the meeting, the CMA will hold its first anniversary banquet at the Brenwood Country Club. There will be a dance after the banquet, which will salute the 34th Anniversary of WSM's "Grand Ole Opry." After the dinner, the newly elected officers will be installed. There will be dance music furnished by Leon McAuliff and the Cimarron Boys.

## Col. Sets Dec. 1

Continued from page 2

first, permanent home-owned recording studios and also marks the first time the label will have its a.&r. and other Coast execs headquartered on the same premises where its recording sessions are in progress. Early last year Columbia leased the American Legion Hollywood Post's Auditorium for use as a recording site. (Its first sessions there were devoted to recording Bruno Walter's stereo versions of the Beethoven Symphonies.) Columbia also has used independent recording facilities such as radio recorders among others.

### Consolidation Vital

Consolidation increasingly is becoming a vital necessity in this wide-spread and traffic-congested area. For example, Columbia's Legion Auditorium location is at best a full 30 minutes' driving time from its present Alden Drive offices. Furthermore, Alden Drive is in the Beverly Hills area and quite distant from the heart of Hollywood's disk activity; the new headquarters will cut driving time by more than a half to the label's distribution offices on South Garfield, thanks to the buildings close proximity to the Hollywood Freeway.

Columbia's conversion of Studio A, once the origination point of CBS' top transcontinental radio shows, plus installation of complete stereo recording, dubbing and editing equipment will represent an investment running well into the six-figure mark. Present plans do not call for Columbia to rent these facilities for custom recording purposes, thus running contrary to policies followed by both Capitol and RCA Victor.

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

ALL TOGETHER

WANT TO HAVE A HIT THAT'S  
RIGHT DOWN YOUR ALLEY?  
HEAR & BUY "I'M TOO YOUNG"  
BY SWEET N' LOVELY CALLY...  
CALICO'S NEW DOLL DISCOVERY!

**CALLY DODD**  
singing  
**"I'M TOO YOUNG"**  
CALICO #110  
A Great New Sound . . . A Great Selling Performance!  
IT'S JUST PLAIN TREMENDOUS!  
**CALICO RECORDS** Distributed by  
**ALANNA DISTRIBUTING COMPANY**  
1409 Fifth Ave., Pittsburgh 19, Pa. (Phone: Grant 1-1008)

**OUR ERROR!!!**

IT'S NOT  
THE ORIGINAL **HIT!!**  
BUT IT'S THE

**"THE HUNCH"**

*Paul Gayten*  
ANNA #1106  
anna records, 588 Farmsworth, Detroit 2, Mich., TE-1-7474

*The European Smash!*

*Original* **JACKY NOGUEZ** ...  
**MARINA**

b/w ADONIS

JAMIE #1137

*Another Fast Moving Record by the Artist who gave you "Caribbean"*

**MITCHELL TOROK**  
**MEXICAN JOE**

b/w YOU ARE THE ONE

Guyden #2028

*His Smash Follow Up to "Linda Lu"*

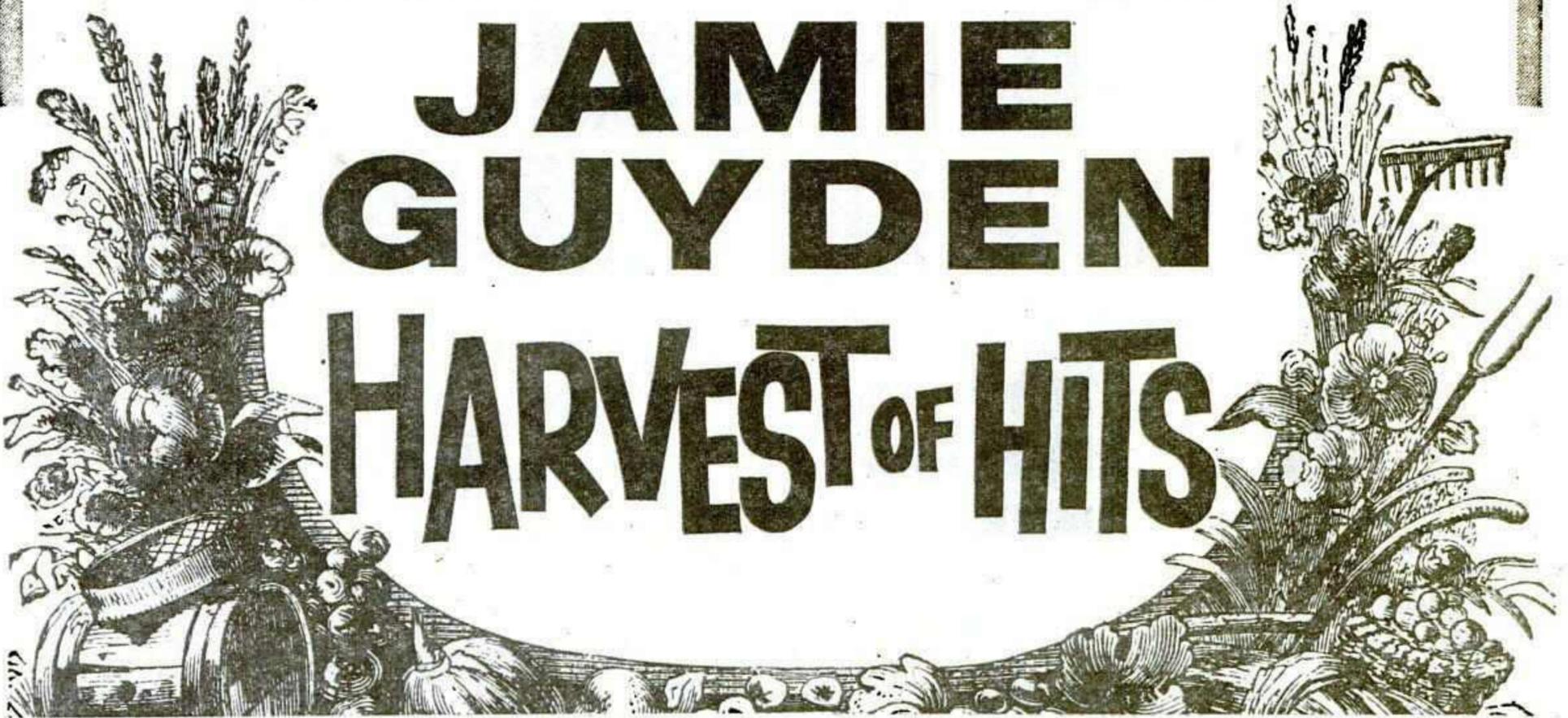
**RAY SHARPE**  
**T. A. BLUES**

b/w LONG JOHN

Jamie #1138

**JAMIE**  
**GUYDEN**

**HARVEST OF HITS**



**JAMIE GUYDEN RECORDS, Philadelphia, Pa.**

WE SALUTE SMART GIRL

**TONI CARROLL**

singing up a storm with...

# ALL SMART GIRLS

(Say NO! NO! NO!)

THE NEW **M-G-M** RELEASE  
(No. K-12834)



**RICHARD HUDNUT**

makers of *Fashion Quick*  
**The Salon-Tested Home Permanent**

*...choice of all smart girls!*

**MR. HITMAKER . . .**

**always first in sales**

**TOMMY EDWARDS**



sings

(NEW IN)

**THE WAYS  
OF LOVE**

K 12837

picked by all  
trade papers  
as a hit!

orchestra conducted by  
**LEROY HOLMES**

**MGM Records**

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## CAN'T TELL

## Dealers Mull Hi-Fi Show Sales Results

NEW YORK — What effect have audio or "high fidelity music shows" on traffic and sales in audio outlets? To find out, The Billboard conducted an informal telephone survey of major audio outlets in Manhattan and environs.

Dealer reaction is mixed. There were as many opinions as there were stores and the estimate of the value of the annual shows ranged from "no good at all" to "very important for business."

Several dealers did concur in the opinion that people wait for the show every year before they buy.

"Like the robin heralds the spring, the show is taken as a sign by the public that the new merchandise is ready," said Lowell Gibbs, of Magnetic Recording, Paterson, N. J., retailer. "Even if people don't go to the show, the publicity attendant on it is a reminder. When the show has come and gone, people know that the new models are in the stores and the time to buy has come."

"Sure, it stimulated sales," said Sol Baxt, of Hudson Radio. "People wait for the show the way they wait for Memorial Day to start the summer."

This can be a bad as well as a good thing, thinks Marty Craig, owner of Radio Craig, Manhasset, Long Island.

"The show is held at the wrong time," Craig told The Billboard. "Before the show, I must have had 20 prospects tell me 'I'm waiting, I'm waiting.' So they wait. They don't see anything at the show that we don't already stock. But they wait and it's November before we get started on fall business. The IHFM should push the date of

the show up to Labor Day or before. Then we'd get off to a good start."

Most of the dealers feel that it is difficult to measure accurately direct sales results due to the show. Hudson Radio, while conceding that the show produced traffic for them, didn't know whether the increased traffic was a direct result of the show or of the newspaper advertising that they did in conjunction with it. Magnetic Recording in Paterson admitted the same dilemma.

"We ran three pages of ads in a special hi-fi supplement to our local paper," said Magnetic's Lowell Gibbs. "The ads surely brought in a lot of our traffic. And we are never deluged with people who say they came in to buy as a result of seeing a product at the show."

(Continued on page 26)

## IHFM-Logan Set to Divvy Hi-Fi Shows on West Coast

## IHFM to Get L. A.: Logan Handles S. F.

HOLLYWOOD—An eleventh-hour compromise reached between the Institute of High Fidelity Manufacturers and San Francisco show promoter Jim Logan last week removed the threat of rival hi-fi show in the Los Angeles and San Francisco markets and restored unity within the ranks of the hi-fi industry.

Agreement, expected to be signed some time this week, calls for:

1. The institute to stage its show in Los Angeles at the Pan Pacific Auditorium on January 13-17; Jim Logan will retreat from the Los

(Continued on page 26)

## YOU CAN'T PUT A GYPSY 'IN PHASE'

NEW YORK—Tom Dowd one of the more active of the high fidelity writing fraternity, tells how even the better-informed can get electronically tricked by a stereo hi-fi rig.

Seems he was playing a gypsy violin stereo record and the violin sound wavered back and forth between the two speakers of his stereo rig. Dowd interpreted this as "out of phase" speakers, that is, instead of zigging together, one speaker zigged while the other zagged. It's a common problem with a simple solution: just transpose one set of speaker leads at the back of the amplifier.

He did this. Still the violon sound wavered back and forth. Dowd thereupon investigated further. He tore down the amplifier to find the trouble. Eleven hours later, after everything had been torn down and put back together that violin sound kept moving back and forth between speakers.

He hauled the amplifier to an audio shop that had plenty of test equipment. But, before the technician got to work he had the sense to ask Dowd the name of the record. Dowd told him it was the gypsy violin record on Urania.

"Stupid creep," muttered the technician, "the violin is supposed to move back and forth. It's a strolling gypsy violinist."

## IHFM Says Nothing Official Yet

NEW YORK — Spokesmen for the IHFM declined comment here on the reported compromise over the West Coast show fracas. At the same time, they strongly hinted that they favor the solution and that there is little question that the report from the West Coast (see separate story) is accurate.

Caution was the order of the day for several reasons. First of all, the agreement is a verbal one. The opposing factions had reached verbal agreement before only to have it backfire. Secondly, the IHFM includes a vocal minority for whom any compromise is out of the question. A possible solution for this die-hard faction would be to attend the Los Angeles, IHFM-sponsored show and let San Francisco go by the board.

But an informal survey of IHFM members here leaves little doubt that the compromise is most welcome. When it's official, all parties will heave a sigh of relief and get back to the really important business of promoting component high fidelity and gearing for the type of West Coast shows that will boost sales figures for audio outlets there.

## MRIA Ranks Swell As Columbia Joins

HOLLYWOOD — Columbia Records last week became the first major record company to join the Magnetic Recording Industry Association. While MRIA includes among its ranks a number of indie labels who have leaned strongly to the tape side of their catalog, this marks the first time that one of the big five has lent its support to the magnetic tape group. Columbia has continued to release tape product during the past year's tape drought, issuing 7½ i.p.s. two-track versions of selections from its catalog.

Other majors who continued to issue tape during the past year include RCA Victor and Mercury Records. Capitol Records bowed from the tape scene early this year and has remained mum as to the part it will play in tape's future.

Herb Brown, MRIA prexy and Ampex Corporation veepee in charge of the Ampex Audio Division, heralded Columbia's entry into the tape association as an important contribution to the future of the tape medium and one which will be mutually rewarding to

both the label and the tape industry. Brown interpreted Columbia's decision to join MRIA's ranks as full recognition by one of the top diskeries of tape's burgeoning growth into an important factor in the home entertainment market.

Further evidence of tape's growth can be found in the swelling ranks of MRIA. Less than a year ago, MRIA's membership was down to a slim 25. With Columbia's entry, its membership boasts 46 companies.

## E.M.I. Components Bow Via Symphonic Wing

NEW YORK — Symphonic, one of the prominent U. S. phono manufacturers, has been joined by a component wing which will operate under the same ownership, Symphonic Electronic Corporation.

Symphonic has created a new subsidiary, Scope Electronics, which will operate side by side with the packaged phono firm, and offering a complete line of pre-amps, amplifiers, tuners and four-track recorders. The component line is manufactured by the British firm, E. M. I. and Scope has exclusive distribution rights. The E. M. I. product is widely distributed in the British Isles.

Distribution of the components will be entirely separate from the distributor network of Symphonic packaged phonos. Scope will follow the same distribution pattern used by other components firms—the product will be sold via reps on a direct to dealer basis.

Currently, the firm offers three units: Model 555, stereo pre-amp-amplifier combination, packing 20 watts in each stereo channel (\$269.50), Model 556 "self-powered" pre-amp and control center (\$229.50) and the Model 600 stereo power amplifier with 50 watts in each channel (\$279.50). Other components will be added in the future, according to Scope spokesmen.

The Scope operation will be headed up here by Herbert Weisburgh. While the packed phono

and components subsidiaries will maintain complete autonomy on the distributor-dealer level, there will be some overlapping on the executive, planning and promotion level.

The name "Scope" for the component wing is not accidental. The pre-amp control units feature a "Stereoscope" cathode ray tube which allows for visual tuning of both stereo channels. Units bowed here at the High Fidelity Music Show, October 6-10. They have a husky and business-like appearance.

## Fidelitone Chiefs Vote to Diversify

CHICAGO — Fidelitone, veteran needle firm, is seeking new worlds to conquer with their manufacturing facilities. Firm's directors voted to diversify at their recent annual meeting here.

Plan is to add one smaller company at first. Discussions have already started with two different firms. The decision was made to seek out the kind of business that could be handled with Fidelitone's manufacturing facilities. They would also like the kind of product that fits into their established distribution and sales set-up.

Firm states it wouldn't turn down a business that doesn't fit this ideal, however.

## Conley Shows MoodMaster Tape Player

SKOKIE, Ill. — Conley Electronics here is introducing an automatic music system for retail stores, factories, etc. Called "MoodMaster" the unit is an automatic tape player that handles a one-reel magazine. It features continuous and automatic operation and will play up to two hours of music. Unless turned off, the system will repeat the program and play continuously.

No cartridge flipping or tape rewinding is needed. The magazine is designed on the mobius loop principle in which the tape is pulled from the reel at the center while it rewinds automatically on the outside of the same reel.

A variety of recorded tape programs. (Continued on page 26)

## Altec Shows New Tweeter

NEW YORK — A direct-radiator tweeter is being introduced by Altec Lansing. The unit eliminates the need for expensive cross-over networks.

Dubbed the 2000B, it has a gap suspension system that forms a mechanically high pass which protects the tweeter against low frequency signals. Thus a simplified cross-over network can be used, says Altec.

Frequency response of the 2000B is given as 1500 to 18,000 cps. Power rating is 14 watts with an eight ohm impedance.

Companion speaker for the unit is an eight-incher, the 402A. Also rated at 14 watts, the 402A has a claimed frequency response of 40 to 10,000 cps.

## Duotone Bows New Stereo Disk Cleaner

NEW YORK — Duotone is adding a record cleaning kit to its needle and accessory line. Called the Stereo and Hi-Fi Kit, it consists of an anti-static spray and special pads to spread the fluid on the disks.

Kits come in compartmented poly bags, eight-iches by four-inches in size. They are packaged flat for easy stocking in bins. A ring eyelet also allows displaying the kits on pin racks for self service.

According to Duotone, the fluid is a "super synthesized" version of their cleaner and spray. The pads are described as having deep pile fabric that does a specially good job of removing foreign particles from record grooves, and removing excess cleaning fluid.

The kits are consumer-tagged at \$1.50.

## B'WAY CHUCKLES AT HI FIDELITY

NEW YORK—Latest high-fidelity story making the rounds here is from a two-man revue, "At the Drop of a Hat," now on Broadway and available on Angel Records.

Fellow tells about the hi-fi bug whose high-fidelity hobby irritated his wife to a point where she practiced "no fidelity at high frequency."

## Shure Offers Booklet on Mike Usage

NEW YORK — Shure Bros., Evanston, Ill., maker of electronic components including microphones, is providing a free service for tape recorder users. It is a much-needed booklet on microphone technique.

The booklet is primarily aimed for users of p.-a. systems and is sub-titled, "Your Basic Tool for Holding an Audience." The contents feature an explanation of the different type microphones, basic rules of microphone technique, common usage problems and possible solutions and, finally, a plug for the various types of microphones produced by Shure.

Copies are available at no charge by wiring Shure Bros., Dept. BB, 222 Hartrey Avenue, Evanston, Ill.

NEWSMAKERS



MONEY-MAKERS

# ALL MADE TO **SELL FOR** **UNDER \$100**



## STEP RIGHT INTO HIGH VOLUME SELLING WITH THESE 4 LOW-PRICED RCA VICTOR STEREO

**Exclusive RCA Victor features!  
Greater sell-up!**

RCA Victor matches the industry's lowest prices — and brings you right up to high fidelity prices with these 4 new all-in-one stereo phonographs. And, with every step up in price, you get new features you can demonstrate: RCA Victor's famous "Floating Action" record changer... stereo balance control... dual amplifier... lift-away speakers. Order for Christmas selling now — from your RCA Victor distributor.



**2nd speaker's in lift-away lid.** 4-speed manual record player. 2-in-1 amplifier. Stereo pickup. 3 finishes. Model SES1.



**Twin ceramic pickup.** 2 speakers. 4-speed manual record player. Balance control. Silver Blue and White. Model SES2.



**Automatic 4-speed record changer.** Lift-away speaker lid. Dual-volume and balance controls. 2 finishes. Model SES3.



**4 speakers.** 5-watt dual amplifier. Automatic 4-speed record changer. 3 controls. Gun Metal Gray and White. Model SES4.

Another reason why RCA Victor Newsmakers will be your biggest money-makers all year long



TRADE MARK © RADIO CORPORATION OF AMERICA  
Specifications subject to change without notice.

**DEALER SAYS:****Don't Rush Prospects Into Hi-Fi Purchase**By **ROBERT MOORE**

DENVER — Music Unlimited, here, has a policy of never attempting to complete a sale of hi-fi components on a customer's first visit to the store.

Specializing in the sale of components, the firm, owned by Berle Larned, concentrates on selling the merchandise on a customer's third visit.

"We like to give the customer ample opportunity to hear the various components in actual operation and to make comparisons," explains Larned, who has been in the business more than five years. "I've learned that this is the best policy for selling components... never try to rush the customer into a sale.

**Three Visits Are Par**

"We like to show an intense interest in the customer's problems. This attitude brings him back again and again. By the third visit, he's had an opportunity to see and hear every brand of components we carry, and he knows exactly what he wants to meet his own individual taste.

"Also, we like to take advantage of his early visits to demonstrate the components for a customer so he will know how to operate the equipment he buys. This prevents disappointment and results in a satisfied customer... the real key to success in this business. Satisfied customers mean excellent word-of-mouth advertising, the best kind of advertising a hi-fi firm can get."

Music Unlimited also maintains a strict policy of "bench testing" or "bench running" all components before the components are sold.

"By bench testing, we run all equipment 20 to 30 hours here in the store to make certain our customer is getting what he thinks he is buying," Larned says. "This avoids having a disappointed customer who might get a piece of equipment which has been damaged in shipment.

"When a customer comes into the store on his initial visit, we like to remove the component in which he's interested from its original packing case.

**Factory Fresh**

"Quite often we get a customer who wants his equipment in the original packing case. When we do, we tell him immediately that we like to bench test it before he purchases it. We tell him why such a policy benefits him and then unpack the merchandise in his presence.

"When we insist that the customer let us put the equipment together in his presence and test-operate it for him, we've found we are building confidence in that customer.

"Again, we never press a customer on his first visit. We merely urge him to take his time in making a decision and to see and hear all of the various kinds of equipment. When he returns the second time, we demonstrate additional components. Then when he makes his third visit, there's little doubt in his mind about which he really wants to buy."

Larned specializes, too, in the installation of custom high-fidelity.

"We install custom hi-fi anywhere a customer wants it installed," Larned says, "and we use much the same method of selling we use when a customer comes in and buys components to install himself. We try to get the customer interested in a custom installation to come into the store

at least two or three times and hear the various combinations.

"By the time he's made several visits to the store for demonstrations, he knows exactly what he wants installed in his home.

"We have a policy of never misleading a customer just to complete a sale. For example, one woman wanted custom hi-fi installed in her old television chassis because it matched the rest of her furniture. We worked with her for several days before we went into her home to make the installation.

"When we went to install the equipment, she objected to having two speakers because she didn't want one of them to be seen in her living room. Finally, she decided to have the second speaker installed behind an overstuffed chair where it wouldn't show. She was convinced that was where the second speaker should be, and we could have told her she would get the best of reception from that point and installed it there without further delay.

**Customer's Right**

"Instead, we were very careful to point out to her that the reception from the second speaker located behind an overstuffed chair would not be as good as it should be. We spent considerable time trying the speaker at other places so that the reception would be the best. Still, the customer wanted it behind the chair, and that's where we installed it.

"I think working with the customer in this manner likewise builds confidence in the customer and in the end results in additional business thru word-of-mouth advertising."

Larned has found that most of the firm's record customers are potential component customers and vice versa. He does most of his advertising of components on FM radio.

"This kind of advertising reaches people who are interested in fine music," he explains, "and lets them know that we offer many kinds of components — speaker systems, amplifiers, turntables and cabinets."

Larned further bolsters his sale of components with a large sign across the front of the firm. The sign merely reads "Hi-Fi Components."

"The sign is an eye-catcher," says Larned, "and it brings in many customers. Once a customer comes in, we start applying the policy of urging him to return for a second and third visit in aiding him in making certain he purchases the component best suited to his individual needs and desires."

**Conley Shows**

• Continued from page 24

grams are being made available thru the Special Products Division of Conley Electronics. This variety allows for flexible programming and gives the tape system an edge on other background music programming systems such as AM-FM radio with which the user has no choice.

A speaker in the main control unit serves a monitoring function. The 12-watt amplifier packs enough power to drive 12 to 15 external speakers. But the unit's capacity to handle an additional 70 speakers can be boosted by plugging in a special 50-watt amplifier.

MoodMaster comes in a solid walnut cabinet with brushed chrome deck and charcoal and gold trim. Equipment and music may be leased or bought thru Conley distributors.

**Copenhagen**

• Continued from page 5

band was not in good condition. Only a few selections received good applause. The prices charged—top, \$3.05—were high, for this hall.

The Newport Jazz Festival group, which George Wein brought over, were presented by Richard Stangerup at the new Falkoner Centret Theater, on September 17. Instead of the entire group being presented in one concert it was split up and one section gave a concert at 7 o'clock, the other came on at 9:30. Result was a half house at first concert and near-capacity at the second. Tickets were tabbed at about half of the price usually charged at this spot. Idea may be good when the public becomes accustomed to it.

Buck Clayton, Buddy Tate, Earl Warren, Gene Rosney, Al Williams, Dickie Welles, Emmet Berry, and Herb Lovelle played the first concert, with Jimmy Rushing as vocalist. Clayton and Rushing received most kudos but others also were lauded or given good mentions.

Dizzie Gillespie and his quintet gave the second concert and did well. Gillespie drew raves and Art Davis, Julian Mance, Leo Wright, also received plaudits.

Norman Gran and Richard Stangerup scored with the presenting of Kid Ory and His New Orleans Jazz, in two concerts, at KB Hall, on October 5, both of which drew near-capacity. Solo, trio and ensemble numbers of Ory, Henry (Red) Allen, Bob MacCracken, Cedric Haywood, Squire Gersh and Alton Redd drew raves and good mentions.

Jerome Robbins' "Ballets: U.S.A." has a run of five nights, starting September 22, at Falkoner Centret Theater, at ducat range of 75 cents to \$3.75. They not only drew full houses but also were rated "best ever."

**Gould Sees**

• Continued from page 5

arate recorded sound, you have altered its chemistry; it has little to do with the sound of a live orchestra." The comparison, he notes, is made more difficult upon examination, which brings up such variables as what kind of hall or auditorium is the live orchestra playing in? Too, a live orchestra, he points out, may have defects.

Another oversimplification is the oft-repeated statement that there should be no gimmicks in stereo. Hi fi and stereo, at least in their essential beginnings, do have gimmicks, the maestro noted.

Stereo, according to Gould, will develop a creative pattern, just as all other outlets of musical production. It already enhances, and will continue to enhance, our musical repertoire; it gives it added scope; it provides many possibilities for creative sound for multi-channelled projects; it is a fusion of the composer's art and the electronics advance.

Gould added that the overlapping areas of music and electronics were getting increasing attention at leading music schools.

**Artia Names**

• Continued from page 5

there are recording by the Smetana Quartet, and works by Handel, Janacek, Josef Suk, and a two-record set "Teach Your Child Ballet." All of the tapes are taken from masters released in the country of origin, thru government channels.

According to Suro future recordings will be available both monophonically and in stereo. A.&r. chief Gerald Severn is supervising the firm's foreign recording activities. Artists such as David Oistrakh, Emil Gilels, Svyatoslav Richter, Kiri Kondrashin, Constantine Silvestri and others.

**Dealers Mull Show Results**

• Continued from page 24

Sourest note was struck by Terminal Radio's Irwin Levy, who told The Billboard that the show has not been of value and that no traffic resulted from it.

"The manufacturer should show his products to the dealer, not to the consumer," Levy said. "And the dealer should be the only one to show the products to the consumer."

According to Levy, the store frequently got calls for merchandise that consumers had seen as prototypes at the show but which the store wouldn't have in stock for months, if ever.

Art Wohl, of Lafayette Radio, also said that it's hard to measure tangible results altho he's sure the shows do some good.

"The pick up in business isn't immediate because of the show," Wohl said. "It takes a week to 10 days before the effect is shown."

One of the benefits of shows, in Wohl's opinion, is the opportunity the public has in meeting the manufacturer. He thinks it a gain that a consumer - manufacturer rapport is established.

Music Age's Sam Press told The Billboard that he couldn't pin-

point sales that resulted from the show. As far as his business generally is concerned, he believes that weather, holidays and factors like the World Series are more important to sales than any high fidelity show.

Both Sol Lipson, of Sun Radio, and Art Wohl, of Lafayette Radio, had the same criticism to make — the show is too big.

Said Lipson, "It takes too long to get thru it. People can't do the whole show in one trip."

Wohl asked, "How much can a person absorb? Most people get tired halfway thru it."

Hudson's Sol Baxt has one suggestion for the IHFM. He believes the names of all audio dealers in the area should be prominently displayed at the show. Let the public know where they can buy the products they see, Baxt suggests.

None of the dealers cited any one item as having special interest for them. However, Hudson's Baxt thought the many requests he's had for the Ah! speaker resulted from show exposure. Sid tributed the calls he got for the Argus X speaker to show exposure also. None of the other dealer named products in this regard.

**IHFM to Get**

• Continued from page 24

Angeles market. (Originally, the Institute was to have held its show at the Shrine Auditorium, but now will be replacing Logan at the coveted Pan-Pacific location.)

2. Jim Logan to produce the San Francisco show, sponsored by the Magnetic Recording Industry Association, which will be held at the Cow Palace on January 23-26. (The Institute thereby cancels its original plans to conduct a hi-fi show at SF's Brooks Hall.)

This simple compromise settled a nine-month-long tug o' war between Logan and the Institute which threatened to erupt into a battle royal of competing shows running day-and-date in the same market. It serves to heal a rift within the industry's ranks which took on painful proportions during the latter stages of the disagreement.

A serious split seemed imminent at an Institute luncheon (7) at which the "West Coast show problem" triggered a heated debate (The Billboard, October 12). Differences between the Institute and the Logan-MRIA faction, as championed by Ampex veepee Herb Brown, seemed insoluble at the time. The meeting adjourned leaving the opposed groups deadlocked and convinced that the two key Coast markets were destined to face competing shows.

After the meeting, however, the need for compromise started out as corridor conversation and grew into a ground swell, which led to the present settlement.

**Sullivan Kin**

• Continued from page 5

services held at a local funeral home. Rollin was able to attend on a stretcher.

Mrs. Sullivan is survived by her husband and a daughter, Mrs. Thomas C. Penick Jr. Phillip Sullivan, who had appeared in his brothers' act, is survived by his widow, Bernice, a son, Phillip Dale; his mother, Mrs. Ethel Sullivan, two sisters and six brothers.

The "Grand Ole Opry" act was making a jump to Contact, Nev., where they were to have appeared Friday night (9), when the accident occurred. The driver of the second car, critically injured in the crash, was given a Drunkometer test but no charges have been made against him pending a coroner's inquest.

**Tune Hassle**

• Continued from page 7

that the original renewal assignment should have been held valid in the case. One of the main points brought out in the court test by Abeles was the fact that in many cases a writer can get a substantial advance upon assignment of renewal rights, particularly in the case of a proven successful song.

If the ruling were allowed to go unchallenged, it would have the effect of weakening any advance renewal assignment. Writers would be the losers, Abeles emphasized, because with an assignment holding no real strength, their power to get advances would evaporate.

At the time, Miller lost the case and the stand of the defendants was upheld. Later, an appeal was also rejected by the appeals court. Abeles then decided on an application for appeal to the U. S. Supreme Court, which was granted this week by the body.

Abeles took an optimistic view of the turn of events, noting that: "This is only the third copyright case hearing to be granted by the high Court in the last 19 years." The first of these, 19 years ago, was the case of Fisher vs. Witmark. The second was the notorious Ballantyne-DeSilva case (involving the inheritance rights of a bastard child) several years ago. The Aberbachs, who were also involved, won this case. The definite appeal date was expected to be set for late this year.

**News Review**

• Continued from page 7

and it features Chinese folk songs and dances, played on Chinese instruments. The wildest set of all is the one called "Gypsy King in Hi-Fi" which contains folk songs and dances of Hungary with top names from that country performing the various Chardas and folk tunes, backed by two gypsy orks. These specialty items should interest connoisseurs.

**The Red Army Sings — A Revolution in Hi-Fi, ALP 114; The Red Army Marches in Hi-Fi, ALP 113; Janacek: String Quartets Nos. 1 & 2, ALP 109; Joseph Suk: Symphony in C Minor, ALP 107; Passport to China, ALP 112; Gypsy King in Hi-Fi, ALP 111.**  
Bob Rolontz.

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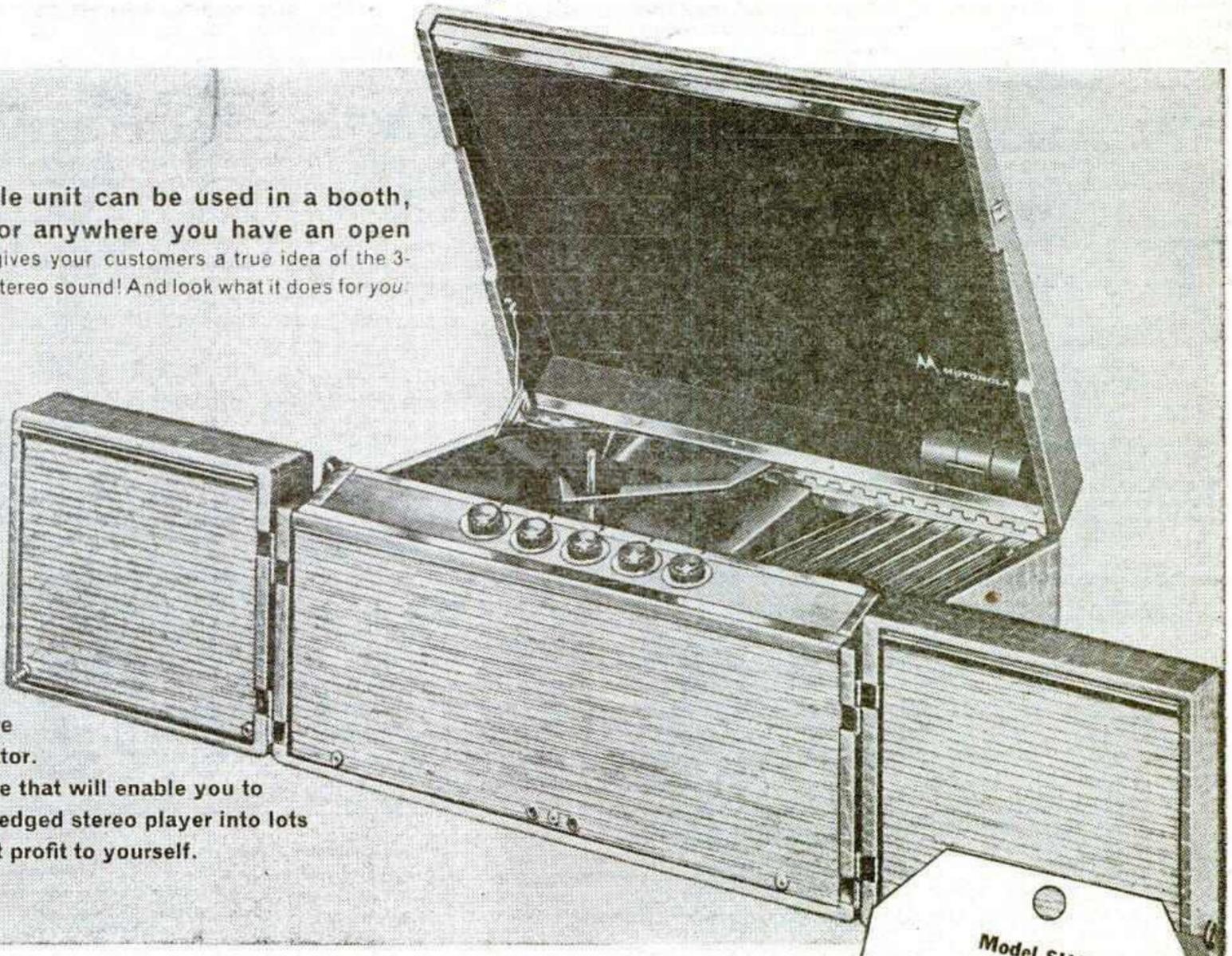
**Greatest way to demonstrate stereo records plus all others**

Compact, versatile unit can be used in a booth, on a wall shelf, or anywhere you have an open spot. This portable gives your customers a true idea of the 3-dimensional beauty of stereo sound! And look what it does for you:

**1** sells more stereo records

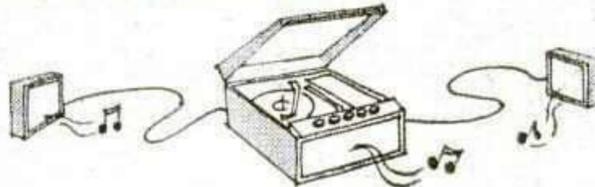
**2** makes all records sound (and sell) better

**3** sells itself! That's right . . . this player is more than a demonstrator. It's a superb value that will enable you to introduce a full-fledged stereo player into lots of homes—at neat profit to yourself.



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Secret is Motorola's exclusive Golden Audio Separator . . . which takes the bass notes out of the right and left channels to form a *third* independent channel. Three separate speaker systems cover entire frequency range. Three separate amplifiers span a dynamic range never before found in stereo record-playing instruments of *any* size!



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Here are your  
**ABC-PARAMOUNT**  
**BEST BUYS**

RECORD NO.	TITLES	ARTIST	COMMENT
10047	<b>I'LL BE SEEING YOU</b>	<b>THE PONI-TAILS</b>	Shaping up as the best seller this attractive trio has released to date. Skyrocketing to the top on all charts.
10042	<b>LIVING DOLL</b>	<b>CLIFF RICHARD</b>	The original hit which has taken all Europe by storm and catapulted Richard into the teen-idol ranks.
10043	<b>LIES</b>	<b>TEDDY RANDAZZO</b>	One of the most talented artists on record today, handsome Randazzo has a smash hit in this latest single release.
10046	<b>BUT NOT FOR ME</b> b/w <b>TAKE A GIANT STEP</b>	<b>JOHNNY NASH</b>	The lad who has become a D. J. and juke favorite with his great vocal talent comes through with a 2-sided single which should hit the top fast.
10052	<b>OF LOVE</b> b/w <b>PLAYING HARD TO GET</b>	<b>DANNY AND THE JUNIORS</b>	One of the nation's top singing groups proves their claim to fame with a back-to-back pair of winners.
10039	<b>CAMILIA</b>	<b>THE KEYMEN</b>	The stand-out group of instrumentalists displays true commercial performance in this fast-climbing click.
10056	<b>NO ONE</b>	<b>THE DUBS</b>	Great follow-up to the Dubs' current hit makes for immediate acceptance on "No One."
10054	<b>I FOUND A GIRL</b> b/w <b>I LIKE GIRLS AND GIRLS LIKE ME</b>	<b>SCOTT STEVENS</b> Arranged and Conducted by SID FELLER	The handsome, young Stevens is ably supported by a sharp couple of Sid Feller orchestrations in this bid for best-seller honors.
10053	<b>SMOKE RINGS</b>	<b>THE OVERTONES</b>	An unusual electronic harmonica solo makes for a startling sound on this standard . . . the instrumental group should click big.
10049	<b>TEENAGE TEARS</b>	<b>KEN McDONALD</b>	This should strike the fancy of the teen-age set in record time . . . watch this one go!
10048	<b>PICTURE OF LOVE</b>	<b>THE LAURELS</b>	A top-rated group gives an impressive rendition to this original . . . a best buy for D. J.'s, one-stops, dealers.



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Starring David Niven and Mitzi Gaynor . . .

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# VOX JOX

By JUNE BUNDY

**CHANGE OF THEME:** Wayne Farrar has joined the announcing staff at WSVA AM-FM-TV, Harrisonburg, Va. . . Los Angeles' newest station, KRLA, has imported Herb Heinman and Roy Elwell, both from KQV, Pittsburgh. Heinman will serve as production supervisor and Elwell takes over a morning deejay slot. . . Former deejay and newscaster Ken Courtright goes to Orlando, Fla., this month.

Bill Cartwright has been appointed program director of WRNY in Rome, N. Y. He was formerly affiliated with the Merriman group at WMNS in Oelan, N. Y., and before that was an announcer with WCKY in Cincinnati. . . Herb Pearson, formerly a jockey on KENS, San Antonio, leaves his air post to assume managerial duties at the station.

**BRIEFS:** Program director Jim Tate, of Denver's KICN, reports two highly successful stage appearances of the station's deejays over the October 9 weekend in connection with the film, "But Not for Me." Sound-track recordings were given away by KICN air personalities, and "Kookie Hats" were autographed by recording star Wink Martindale. Jim Take, Arch Andrews, Con Schader, Tom Looney, Jim Brand and Jerry Lee participated.

**KOIL (Omaha) Manager Steve Shephard in his latest brief mentions the station's latest spectacular, held last week. The blast was held at Omaha's Civic Auditorium last Thursday (5), and 29 jockeys joined in with Freddy Gannon, Dion and the Belmonts, Sandy Nelson, Skip and Flip and others to bring Omaha one of its biggest record shows in years.**

Bob Cook, KBLA, Burbank, Calif., has a new jazz show, "Nightbeat," on Mondays thru Saturdays from midnight to 5 a.m. . . Red Robinson, KGW, Portland, sends word of several celebs who stopped by recently. . . The Kingston Trio, Mark Murphy, Shorty Rogers and Cal Tjader recently headlined a show at the Civic Auditorium. Tony Bellus was in the area for some shows and to plug his latest platter. Martin Denny and Gary Hodge are prospective visitors.

**CONGRATULATIONS:** KDKA (Pittsburgh) deejay Bob Tracey and his wife Marge welcomed their third child on October 9. It's a girl named Donna. They have another daughter and a son.

**SPECIAL DAYS:** WERC, Erie, Pa., gave away two bouquets, compliments of a local florist, last Saturday (17), Sweetest Day, to the two sweetest persons in Erie. WERC's audience was asked to write letters in 25 words or less as to why one person in their life was the sweetest they know. The station also celebrated "Poetry Day" last week (14) with Mike D'Or introducing every disk on his afternoon program with a rhyme. D'Or challenged his listeners (with a free record to winners) to call the station at any time he failed to introduce a record in rhyme.

**GIMMIX:** The greater Seattle-Tacoma area is swamped with "Igmoos" these days. KJR deejays put out a request for listeners to send in for "Igmoos Buttons." The response was overwhelming. Chris Lane, station director, lists the latest count at 6,525. "Igmoos" is the title of Stomewall Jackson's latest disk, which the station takes credit for breaking.

Dick Drury, program director of Portland's KXL, has just issued Portland's first "Copy Cat Kit." The station announces the following squib in celebration of the kit:

"Attention, program directors and managers of other Portland radio stations! KXL will now make it easy for you to copy us. We do know that your day is a busy one. Rather than have you spend so much time monitoring KXL, to copy our original ideas, we are making it easy for you. Simply by writing to "Help," in care of KXL, we will send you ideas, promotions and clever introductions to records to make your station sound as good as the new KXL, color radio in Portland.

He adds that he expects KXL to be picketed soon. Pickets will carry signs saying: "The new KXL is unfair to other Portland stations for sounding so good."

**FOR TEENS:** Denver radio KICN recently kicked off its "High School of Fame" salutes to outstanding students. Plans call for several high school students to be welcomed each day to the "Hall of Fame." The nominations are submitted by area listeners. KICN also airs a Saturday night "High School Highlights" feature (10 p.m. to midnight). The program gives news of high schools, their students and activities woven into the station's news-music fabric.

WKBK, Keene, N. H., has demonstrated its faith in teen-agers of the Monadnock region. Club 96 has been formed, dedicated to the principal that 96 per cent of the teens are well-behaved, intelligent persons and good citizens of the community. The aim of the club is to provide them with healthy, interesting activities and to one day change the name to Club 100.

Only high school and college students are eligible to join, and more than 2,500 membership cards have been issued to date. Receipts from hops are deposited in a Club 96 bank account, and once every 90 days a committee of local educators awards a scholarship to a Club 96 member.

WBK jockeys Denny Mitchell, Tommy Knight, Mort Sherman and Tal Hood share emcee honors at each hop. Plans are now under way to increase the scope of Club 96 activities.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Guy Mitchell Scores With C.&W. Tune

Guy Mitchell was born on February 28, 1927, in Detroit. He went to school in San Francisco, where he participated in all sports with baseball and football as his main interests.

He joined the Navy in 1945 and was discharged in 1946. It was at this time that he started in show business.

Mitch Miller heard him sing in 1950 and signed him to an exclusive Columbia contract. One of his first singles for Columbia was "My Heart Cries for You" b-w "The Roving Kind," one of the biggest two-sided hits of all time.

For the third time in two years, Guy Mitchell is on the charts with c.&w. tune. The first two were "Singin' the Blues" and "Knee Deep in the Blues."

He is currently represented chart-wise with "Heartaches by the Numbers," which was recently a big country hit for Ray Price.



### After Decade, Page Still the Rage

Altho 10 years have passed since Patti Page's "Tennessee Waltz" headed the Honor Roll of Hits for four consecutive months, she, unlike many of today's singers, has remained a top favorite.

Miss Page, who was born Clara Ann Fowler in a small Oklahoma town, is now only in her late 20's.

In addition to her record successes, she has done well on TV. She had two of her own shows. "The Big Record" for CBS and "The Patti Page Show" over ABC. She has had at least two or three big records every year since 1950. Her latest "Goodbye Charlie" is climbing fast on the Hot 100.

## YESTERYEAR'S TOPS—

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

- OCTOBER 15, 1949
1. You're Breaking My Heart
  2. That Lucky Old Sun
  3. Someday (You'll Want Me to Want You)
  4. Room Full of Roses
  5. Jealous Heart
  6. Maybe It's Because
  7. Slipping Around
  8. Some Enchanted Evening
  9. Don't Cry, Joe
  10. I Can Dream, Can't I?
- OCTOBER 16, 1954
1. Hey, There
  2. Skokiaan
  3. If I Give My Heart to You
  4. This Ole House
  5. Sh-Boom
  6. I Need You Now
  7. High and the Mighty
  8. Hold My Hand
  9. Little Shoemaker
  10. Papa Loves Mambo

# DISTRIBUTOR NEWS

By HOWARD COOK

**MILWAUKEE:** Benn Ollman sends the following wrap-up of distrib doings: The Record Mart, Inc., which had a splashy opening some months back has folded. On October 20 the Mart's assets were sold at auction. The legal firm of Kohner and Howard, handling the voluntary bankruptcy details, listed liabilities at \$40,000 and assets at \$10,000. Barney Kuehn, who helmed the Music Mart, is now on the payroll of the Lieberman Distributing Company and will manage Lieberman's new one-stop operation.

Emil Reitman has ankled his post with Decca to accept a position on the sales staff of Records Unlimited, Inc. Jim Mayer, former Music Mart counter boss is now with rack jobber Jim Tiedjen's Musical Isle firm. Gene Heier now heads the disk department at the Radio Doctors outlet.

Don Smith, formerly head of Records Unlimited, Inc., is managing the Jacksonville, Fla., office of Columbia Southeast. Smith was tabbed for the post when Amos Heilcher, Minneapolis distrib, took over the Florida branch. Smith will retain his interests in Records Unlimited, while running the Florida operation.

Bob Blic, Decca sales manager, informs us of strong sales action on "Just as Much as Ever" by Bob Beckham, "If You Don't Want My Lovin'," by Carl Dobkins Jr. and "Joey's Song" by Bill Haley & His Comets. Top LP's are "Leroy Anderson Conducts" and "Pete Fountain's New Orleans" on Coral. According to Johnny O'Brien, O'Brien Distributing Company the Rockateens' waxing of "Woo-Hoo" on Roulette is their hottest single. Climbing are "Mary Lou" by Ronnie Hawkins on Roulette, "Enchanted Sea" by the Islanders on Mayflower and Jimmie Rodgers' Roulette LP, "Twilight on the Trail." O'Brien is now distributing Seeco and Whitehall Records.

Top selling RCA Victor platters are "Oh, Carol" by Neil Sedaka, "Boo Boo Stick Beat" by Chet Atkins and "Shout (I)" by the Isley Brothers, says Harold Rietz. The sound track LP of "South Pacific" is getting new interest because of neighborhood showings. Bob Maurer of Records Unlimited, Inc. lists "Seven Little Girls (Sitting in the Back Seat)" by Paul Evans, "Six Boys and Seven Girls" by Anita Bryant on Carlton and "Goodbye Little Darlin'" by Johnny Cash on Sun. Duane Eddy's Jamie LP, "Especially for You" is strong. New front office gal at Garmissa Distributing, Inc., is Katherine Koppelman. Bossman Harry Beckerman lists "The Hunch" by Paul Gayten on Anna, "It Happened Today" by the Skyliners on Calico, "Unforgettable" by Dinah Washington on Mercury and "Swing Softly With Me," Steve Lawrence's new ABC-Paramount LP.

Bob Thompson, Capitol Records, is writing huge orders for Frank Sinatra's "Talk to Me," "Career" by Dean Martin and Dinah Shore's "Yes Indeed" LP. Tell Music, says Rolf Voeglin, has winners with "My Heart Became of Age" by Annette on Vista, "Sweet Someone" by Eddie & Betty on Warner Bros. Music Distributors' Bob Kahn has a strong item with "Are You Sorry?" by Joni James on M-G-M. James H. Martin, Inc., sales rep Marty Schwartz is racking up heavy sales with "Deck of Cards" by Wink Martindale on Dot and Louis Prima and Keely Smith's LP.

Bobby Darin's Atco recording of "Mack the Knife" heads the sales list at M. S. Distributing Company. Rick Froio also mentions "Sleep Walk" by Santo & Johnny on Canadian-American and "Teen Beat" by Sandy Nelson on Original Sound. Hottest wax at Columbia, according to Bill Farr, includes "Igmoos" by Stomewall Jackson, "Don't Destroy Me" by Crash Craddock and "The Lord's Prayer" by the Mormon Tabernacle Choir. Vern Sherkow, Sherco Distributing, claims big sales for "Bill's Polka" by the Bill-Will Band on Double Eagle. "In the Mood" by Ernie Fields on Rendezvous and "Children, Go Where I Send You" by Nina Simone on Bethlehem are also big. Top LP is "Doc Evans Jazz Band" on Audiophile.

**BRIEFS:** Joseph M. Zamoiski Company of Baltimore, distributes for ABC-Paramount, Apt, Chancellor, Hunt and affiliate labels will distribute the same label products in Virginia and West Virginia. . . Mike Collier, promo man for RCA Victor's Hugo & Luigi, advises us of strong sales action on "Canadian Sunset" by the Impacts in Pittsburgh.

Top new disks at Trinity Record Distributors in East Hartford, Conn., are "Midnight Stroll" by the Revels on Norgolde, "Tennessee Waltz" by Bobby Comstock on Blaze, "I'll Walk the Line" by Don Costa and "You Got What It Takes" by Marv Johnson, on United Artists, "Piano Shuffle" by Dave (Baby) Cortez on Clock, "Fancy Nancy" by Skip & Flip on Brent, "Old Shep" by Ralph DeMarco on Guaranteed, "Sandy" by Larry Hall on Strand, "The Hunch" by Bobby Peterson on V-Tone and "Can't Go On" by Dalls Frazier on Jamie.

**NEW YORK:** Johnny Halonka of Alpha Distributing Company mentions "Don't Take the Stars" by the Mystics, Laurie, "Be My Guest" b-w "I've Been Around" by Fats Domino on Imperial, "To a Young Lover" by the Tassels on Madison, "Shadows" by the Five Satins on Ember and "Starry-Eyed" by Gary Stites on Carlton. Also getting strong sales are "Six Boys and Seven Girls" by Anita Bryant on Carlton, "Goodbye Little Darlin'," by Johnny Cash and "Little Queenie" by Jerry Lee Lewis on Sun, "Pretend" by Carl Mann on Phillips International, "There I've Said It Again" by Sam Cooke on Keen, "Give Me Love" by Larry Williams and "Whole Lotta Shakin'" by Little Richard on Specialty. Strongest LP's are "Sam Cook" on Keen, "Oldies, But Goodies" on Original Sound and "That's All" by Bobby Darin on Atco.

**4 BIG WINNERS from UNITED ARTISTS**

**DON COSTA**

**I'LL WALK  
THE LINE**

b/w CATWALK  
**UNITED ARTISTS 190**

**THE  
CLOVERS**

**LOVE  
POTION  
NO. 9**

b/w  
**STAY AWHILE**  
**UNITED ARTISTS 180**

**BOBBY  
& BILLY**

**GEORGIE  
BEATNIK**  
b/w  
**SORROW**

**UNITED ARTISTS 188**

**MARV  
JOHNSON**

**YOU GOT  
WHAT IT  
TAKES**

b/w  
**DON'T LEAVE ME**  
**UNITED ARTISTS 185**

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Rub an ordinary long play record on your sleeve, hold it over a well-filled ash tray, and watch the ashes immediately jump up and cover the surface. Now do the same thing with an RCA Victor "Miracle Surface" L.P. Notice how the "Miracle Surface" record remains clean and protected!

**Exclusive** "Miracle Surface" is RCA Victor's newest technical development in phonograph records. It contains a revolutionary anti-static ingredient, 317X, which helps keep the record dust-free, helps prevent surface noise, and helps insure faithful sound reproduction. "Miracle Surface" is now a standard feature of all new Living Stereo records. Demonstrate it. It sells records like magic!



# MUSIC AS WRITTEN

## New York

Bob Carter, formerly of Ardmore and Beechwood Music, has joined Palette Records as regional promotion manager. . . . Nina Simone opens at the Riptide Club in New York starting October 26. . . . The Vanguards open at the Dunes in Las Vegas on October 20. . . . Teddy Wilson, thrush Crystal Joy, and the Kenny Burrell Trio head the bill at the Village Vanguard in New York starting October 22. . . . Marty Gino, discovery of deejay Allen Fredericks of WHOM, New York, is now on the Times label. . . . Ray Conniff's new independent record producing company, Rann Productions, has named Cliff Broughton to the post of general manager. Conniff has signed singers Dee Arlen and Michael Wesley as the firm's first recording artists. All of the records produced by Rann with Arlen and Wesley will be distributed thru Columbia Records, home firm for arranger-conductor-artist Conniff.

Golden Crest prexy Clark Galehouse has signed Cy Paul as national sales manager. . . . Larry Williams is out on one nighters thru the south. . . . Richard Otto and Sarah McLawler will be at Latonia's in Buffalo starting this week. . . . N. B. Mayhems, of Co-Ed Records, is all excited about the Dee Cals' new waxing of "Stars in the Blue What Should I Do." . . . World Pacific Records is now issuing pop singles. First 45's by the jazz diskery features thrush Gloria Smythe, Don Sargent, and the Uniques. Firm has just released an album of "Gypsy" with thrush Annie Ross. . . . Johnny Angles has taken over personal manager of singer Johnny Fairchild whose new Ace disk of "I Was Fool" is getting action. . . . Carlton artist Garry Stites is out on the road plugging his new waxing of "Starry Eyed." . . . Addison Records, the Bobby Darin label, is now being distributed in the Scandinavian countries via Metronome Records.

The Jazz Review, the Nat Hentoff, Martin Williams erudite jazz monthly, celebrates its first anniversary this month. . . . Thrush Laurie Lloyd is out on the road plugging her new record of "The Rest of My Life" on the Lynn label. . . . Dick Ridgely's Steak House in Southampton, Long Island, will remain open all winter with Bud Smith's combo featured. . . . The Don Martone jazz group is now featured at the Roma Di Notte in New York. . . . Blossom Dearie and High Shannon are now starring at The Downstairs in New York. . . . Mills Music, Ltd., has just acquired the English rights to "The Enchanted Sea." Tune was penned by Frank Metis and Randy Starr.

Caedmon Records is issuing two new albums this month, one with Stanley Holloway and Joyce Grenfell doing the "Bab Ballads and Cautionary Tales" and the other with Michael Redgrave handling excerpts from "Gulliver's Travels." . . . Cozy Cole is improving after an emergency appendectomy. He is at the Madison Avenue Hospital in New York. . . . Freddy Bienstock, of Hill and Range and Bigtop Records, returned from England this week after setting up appearances for warbler Sammy Turner on the British TV show, "Boy Meets Girls."

Rank International is releasing the Mayflower waxing of "The Enchanted Sea" abroad. . . . Charlie Shavers starts at the Embers in New York this week. . . . Mary Ford, of Les Paul and Mary Ford, became the mother of a boy last week. . . . Seeco Records has its own radio show over FM Station WBAI in New York. Program is produced and directed by Marcia Hillman, wife of Seeco Sales chief Mort Hillman. Bob Rolontz

## Chicago

Premier of "Great Music from Chicago," WGN-TV's series of longhair spectaculars, held last night (18) before studio audience of VIP invitees. Series emanates from grand ballroom of Sheraton Towers and features Chicago Symphony ork. . . . Connie Francis co-stars with Joe E. Lewis at Chez Paree starting October 23. Betty Johnson currently headlining there. . . . Concertapes and Concert-Disc have signed folk singer Willie Wright, currently appearing at folksy pub called the Fickle Pickle. . . . Stan Dale, WAIT deejay, picked to introduce stars of "Pillow Talk," Rock Hudson and Thelma Ritter, on stage of United Artists Theater. . . . Hal Gold appointed assistant manager of Capitol branch here, upped from salesman. . . . Allan Records has named Indiana State Record Distributors for Indiana, Cincinnati and Cleveland territories. Bernie Asbell

## Cincinnati

Carl Dobkins Jr. (Decca) has just begun his six-month stretch in the Army, and is currently taking his basic at Fort Knox, Ky. Meanwhile, his personal manager, Kay Shepherd, wife of the former local deejay, Gil Shepard, continues to plug away promotionwise on the two Dobkins tunes currently riding high on the charts, "My Heart Is An Open Book" and "If You Don't Want My Lovin'." . . . Thurston Moore, editor of Country Music Who's Who, hopped to Nashville over the weekend with the first completed copy of his c.&w. encyclopedia to set up promotion for the forthcoming Country Music Disk Jockeys Festival to be held there November 13-14. He was accompanied on the trip by W. E. Jones, vice-president of Cardinal Enterprises, publishers of Moore's 128-page annual.

The Copa Club, Newport, Ky., waxing fat on its policy of record names five nights a week, Wednesday thru Sunday, has plugged its open time between now and the first of the year with the following bookings: Bill Doggett, November 4; LaVern Baker, November 25; Jackie Wilson, December 2, and Big Daddy, December 9. Set for early in the new year are Big Maybelle, Little Willie Johns, Ada Lee, and the Flamingos. Al Hibbler is the Copa feature beginning Wednesday (21). . . . The Omegas, nitery trio

(Continued on page 35)

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

**PAUL ANKA:** Canada, our distinguished neighbor to the north, has given many fine recording stars to the U. S., and one of the most successful among them is Paul Anka. He continues to hold down the number two position on the Hot 100 chart with his own composition Put Your Head On My Shoulder. The 18-year-old ABC-Paramount artist is planning another of his many overseas tours. After his Nov. 1 appearance on the Ed Sullivan TV show, Paul planes to Paris for four weeks at the Olympia Theater beginning Nov. 4.

**LAVERN BAKER** is in the Billboard Spotlight with her newest Atlantic release, Tiny Tim, a rocker with sock backing, b-w For Love Of You, a pretty ballad with beat. LaVern looks back to her 17th birthday as the start of her professional career as a singer, it was on that day she signed her first contract to sing in a club in Chi., her place of birth. Currently Miss Baker is doing one-nighters with the Dick Clark Caravan which will play the Dallas Memorial Aud., Oct. 20; Sam Houston Coliseum, Houston, Texas, Oct. 21; Municipal Aud., San Antonio, Texas, Oct. 22; and the Municipal Aud., Oklahoma City, Okla., Oct. 24. In addition to Miss Baker the Caravan includes Paul Anka, Lloyd Price, Duane Eddy, Annette, Jimmy Clanton, The Coasters.

**NAT KING COLE's** record Midnight Flyer has been selected as one of the nominees in two categories of the NARAS nominations: Best Performance by Top 40 Artist and Best R&B performance. Nat's schedule has been a busy one since his return from South America. He ends his string at the Chez Paree in Chi. today and heads for New York and an appearance on the Perry Como TV show Oct. 21, then opening night at the Copa, N.Y.C., Oct. 22, for four weeks.

**BIRTHDAYS OF THE WEEK:**  
Oct. 21, Dizzy Gillespie, Oct. 22, Annette.

**RALPH DeMARCO** is a new name on the scene out of Guaranteed Records, Carlton subsid, offering the "teen" sound. The 17-year-old Bronxite is off to a good start with a Billboard Pick, Old Shep. Flip is More Than Riches.

**FATS DOMINO** is currently represented on the charts with two big Imperial releases, I Want to Walk You Home and I'm Gonna Be A Wheel Someday, and it looks like he'll have a third with his new wax I've Been Around b-w Be My Guest. Fats will appear at the City Aud., Raleigh, N. C., Nov. 5; Armory, Durham, N. C., Nov. 6; University of Va., Charlottesville, Nov. 7; Aud., Nashville, N. C. Nov. 9.

**TOMMY DORSEY** and His Greatest Band (in two volumes) is the title of 20th Fox's tribute to one of the world's greatest trombone players, bandleaders and musicians. The late Tommy Dorsey was not only a highly respected member of the musical profession, but was admired as well for his keen judgment of talent and shrewd ability to build new stars. A listing of the personalities to whom he gave their starts would include Frank Sinatra, Jo Stafford, Connie Haines, the Pied Pipers, and enough top instrumentalists to make up more than one all-star orchestra. It's been three years (late in 1956) since the "sentimental gentleman of swing" died suddenly at his home in Greenwich, Conn.

**TOMMY EDWARDS**, who hit the million-seller mark with It's All In The Game, The Morning Side Of The Mountain and Please Mr. Sun, has two pretty ballads in his new MGM wax, (New In) The Ways of Love b-w Honestly And Truly—both picked by Billboard. The young man from Richmond, Va., opens at the El Rancho Club in Winnipeg, Canada, Oct. 24 for 8 days.

**PAUL GAYTEN** is an ex-bandleader returned to the stand with an attractive rocker titled The Hunch on Anna Records, a Billboard Spotlight Winner. Paul has concentrated on sales and promotion work as travelling rep.

for Chess-Checker Records, but did this one date for Anna, a Detroit label.

**ROY HAMILTON** has two powerful efforts in his new Epic single. A Great Romance b-w On My Way Home. Born in Leesburg, Ga., Roy's background included working as a commercial artist, prize fighter and in electronics before he was persuaded to turn to singing. His previous hit was You'll Never Walk Alone.

**KNIGHTSBRIDGE STRINGS** is the smooth-sounding group from the British Isles who helped launch Top Rank Records with their first big seller, Cry. Malcolm Lockyer and Reg Owen, two of England's top conductors-arrangers, formed this ork of 30 violins, six violas, six cellos, and a harp. The rhythm of the strings can be heard on two new Top Rank albums: The Strings Sing and The Strings Swing.

**JANE MORGAN**, known as one of the best-dressed women in show business, turns in a well-dressed vocal on her new Kapp wax, Happy Anniversary (title tune for the coming film), b-w C'est La Vie, C'est L'Amour. New England born and Florida raised, Jane's original ambition was to become a serious lyric soprano and she came to N. Y. to study music, working as a band vocalist in the evenings. Her success as a vocalist changed the course of her career and enchanted the ears of music lovers.

**THE PLAYMATES**, Donny Corin, Morey Carr, and Chic Hetti, could score with either of their new Roulette single, First Love, a mild rocker, b-w A Ciu-e. Waterbury, Conn., holds claim to all the mates.

**GOOGI RENE**, young a.&r. director for Class Records, is on the scene with a pop-jazz album, Romesville, that contains some real cool selections: Rebecca, Caesar's Pad, Cool It At The Coliseum, Serenade In The Night, Flippin' The Pizza, etc.

**TOMMY SANDS' I'll Be Seeing You** is showing action on the charts. Presently he is touring cities in Texas and Oklahoma, and may be headed for a stint in the Air Force. The Capitol recording artist probably inherited some of his musical talents from his father, who was a professional musician and his mother, who was at one time a singer.

**KEELY SMITH** is swingin' with her first Dot single, Don't Let The Stars Get In Your Eyes a Billboard Pick and I'd Climb The Highest Mountain. For several years, dark-eyed Miss

Smith, who's of Irish-Indian descent, has been creating a sensation in night clubs and on TV with her deadpan expression. Recently Keely and Louis Prima have become one of the highest paid attractions in the business.

**SARAH VAUGHAN:** When Sarah began to sing professionally back in the early 1940's, jazz critics agreed wholeheartedly that she was the freshest, most inspired, most original vocalist they had heard in many years. She again proved this with her fine rendition of Smooth Operator and Maybe It's Because, her new one on Mercury.

**BRUNO WALTER**, an exclusive Columbia Records Masterworks artist since 1941, has been described as "the poet among contemporary conductors. . . the last great representative of the romantic tradition of conducting." France's highest disk honor, the Grand Prix du Disque, has been awarded to three Walter recordings: Mozart album In The Gardens of Mirabell, The Birth Of A Performance and the Brahms Double Concerto. His latest release, the product of two years' work in Columbia's studios, is the first complete Beethoven cycle in stereo. Born in Berlin, 1876, Bruno Walter became an American citizen in 1946. His love for music undiminished after 66 years of conducting, Dr. Walter maintains that his life "has been blessed and made happy by music."

**PROMOTION WEEKS AND DAYS:** Oct. 19 begins National Bible Week and National Fish and Seafood Week. Oct. 25 starts National Honey Week and National Cleaner Air Week. Oct. 24 to 31 is National Popcorn Week.

Have a good week. TOM ROLLO.

## THIS WEEK'S NEW Money Records

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

### SINGLES

- AFTER HOURS—Billy Vaughn . . . . .Dot
- AM I THAT EASY TO FORGET—Debbie Reynolds . . . . .Dot
- ASK ME TO GO STEADY—Debbie Reynolds . . . . .Dot
- ATHENA'S THEME—Paul Dunlap . . . . .Capitol
- BE MY GUEST—Fats Domino . . . . .Imperial
- COME INTO MY HEART—Lloyd Price . . . . .ABC-Paramount
- HAPPY ANNIVERSARY—Four Lads . . . . .Columbia
- IF YOU LIKE A ME—Teresa Brewer . . . . .Coral
- I'LL WALK THE LINE—Don Costa . . . . .United Artists
- (IT'S NO) SIN—Billy Vaughn . . . . .Dot
- I'VE BEEN AROUND—Fats Domino . . . . .Imperial
- LITTLE DRUMMER BOY—Johnny Cash . . . . .Columbia
- MARINA—Rocco Granata . . . . .Laurie
- MEXICALI ROSE—Teresa Brewer . . . . .Coral
- (NEW IN) THE WAYS OF LOVE—Tommy Edwards . . . . .M-G-M
- OLD SHEP—Ralph DeMarco . . . . .Guaranteed
- SCARLET RIBBONS—The Browns . . . . .RCA Victor

### ALBUMS

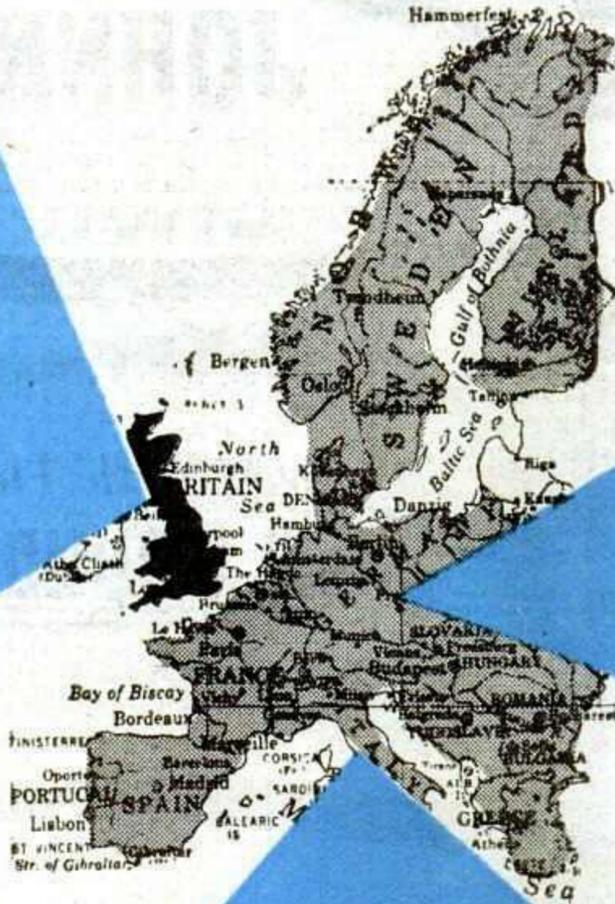
- IT'S MOVIN' DAY—Kay Starr . . . . .Capitol

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

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

# ANOTHER EUROPEAN ORIGINAL ... FROM LAURIE

*First*  
FROM  
ENGLAND  
WE BROUGHT  
CHRIS  
BARBER'S  
"PETITE  
FLEUR"



*Then* FROM GERMANY,  
CAME ANOTHER IMPORT HIT:  
IVO ROBIC'S "MORGEN"

AND *Now*  
FROM ITALY, VIA BELGIUM

# "MARINA"

BY ROCCO GRANATA  
AND THE INTERNATIONAL QUINTET

## LAURIE 3041

LAURIE RECORDS · NEW YORK CITY

## MUSIC AS WRITTEN

• Continued from page 33

comprising Norris Wilson, Eddie Gene Brady and Bill Furness Jr., have been inked to a recording pact by Owen Bradley, Nashville Decca chief, and an exclusive song-writing pact by Wesley Rose, of Acuff-Rose Publications, with headquarters in the same city. Bill Sachs

### Nashville

Brenda Lee, hospitalized last week with what her doctors determined to be a thyroid deficiency, is back home and well on the mend. . . . Acuff-Rose Publications' Joe Lucas last week hit Pittsburgh, Buffalo and Cleveland, pushing the company's standard, "Tennessee Waltz," successfully recorded on Blaze by Bobby Comstock. Lucas reports that the Everly Brothers wind up their Canadian tour this week and swing down South to Mobile, Ala. . . . Jim Vienneau, M-G-M a.&r. man, is in town recording Mark Denning, kid brother of the Denning Sisters, and Bob Gallion. . . . Moon Mullican and Jimmie Davis recorded for Decca at Bradley Studio Tuesday (13). . . . Sonny Hines skedded for a first session for Decca Monday (19), while Big Ron Hoffman records for the label Tuesday night (20). . . . Decca's local a.&r. chief, Owen Bradley, was slightly ailing last week, but back at work Wednesday (14) after a day off.

Jim Denny Artist Bureau has the Judy Lynn Show, featuring Pat Kelly and the Shamrocks, booked in at Harold's Club, Reno, Nev., November 2, for two weeks with option. . . . Sad notes in the music business here were deaths of Phil Sullivan and Ruth Evelyn Sullivan. Funeral services for the two were held in Nashville Monday (12), with Mrs. Sullivan's burial here and Phil's in his hometown of Gadsden, Ala. Two were victims of auto accident out West while on tour with the Lonzo and Oscar team. Oscar, of the group, was the husband of Ruth and brother of Phil. Altho injured in the smash-up, he attended Nashville services on a stretcher.

Gov. A. B. (Happy) Chandler of Kentucky made Hubert Long, Ferlin Husky and Faron Young Kentucky colonels last week. . . . Buddy Killen, vice-president at Tree Music, who is shy on giving out personal info, is the writer on "Big Betty," a new release by Ray and Lindy on Atco Records, as well as the penner of the new Ferlin Husky release, "I'll Always Return," on Capitol. Killen has just signed an exclusive pact with Billy Sherrill, writer who penned "Your Sweet Love" on Decca's Bob Beckham recording of "Just as Much as Ever. . . . Bill Anderson was in town last week. Pat Twitty

## NEW IDEA FOR SHEET MUSIC SALES HYPO

• Continued from page 1

"Dealers can buy direct at 25 cents a copy," Goldmark explained, "but it will be on an all-sales-final, no-return basis. Dealers will have to keep what they buy, but we feel the price is right for any dealer who wants to sell. Jobbers will be able to get copies for 30 cents each. We'll have special big, colorful flyers and other display materials for all dealers to use to really push sales."

Kahl said he was tremendously excited about the project, a feeling echoed by other traders this week. Kahl noted: "The sale of pianos is at an all-time high today and sheet music is at an all-time low. This is ridiculous. There has got to be a market for sheet music and I think our idea will prove it. There is also a tremendous sale going on today of electric chord organs and we will indicate chord sequences on the sheet music to reach this market as well."

The idea of coupling songs on a sheet via two different publishers just as it's done with records, according to Goldmark, "Gives us twice as much chance to get a hit, just as it does with records." Outlining the economies of the sheets, Goldmark noted, "Our costs will be about 5 cents per sheet for printing. There's a minimum of 3 cents each for writers. That means costs are about 11 cents with a profit of 14 cents at the quarter price to dealers. So each publisher has a net of about 7 cents.

"Not only that, the excitement generated over the sheet copies, properly displayed and promoted, can cause additional interest on the records of the artists involved. And there's no A or B side. Both are potential hits." Later, it is be-

lieved that the idea will be expanded to four songs in a single sheet which would sell to dealers for 45 cents and retail for \$1.

Other publishers viewed the idea with reaction ranging from excitement to that of taking a watchful attitude. Writers in general appeared to be flipped at the thought of the additional income this could lead to. Hal David, for example, called the idea "an exciting thing and a shot in the arm that really has a chance to bring back this long-lost, ever-dwindling business."

### 500 Salesmen

• Continued from page 3

ters here to iron details in effecting the switchover. He leaves for Chicago this week for similar meetings at Diners' Midwestern base. He is expected to hit other key Diners' offices and to work with the club's sales reps in swinging them over to the record club pitch.

While in the Midwest, Stapleton will fly to Detroit to personally supervise the record club's sales exhibit at the Motor City Hi-Fi Show. In addition to home shows and similar events, Diners' will bear down heavily on the hi-fi shows with booths to be staffed by the record club's own salesmen inasmuch as the audio shows present the greatest concentration of record buyers.

After Stapleton has firmly established the record club's sales program at the special shows, he will turn his attention to developing other sales media new to the disk club field which are currently being shaped on Diners' planning boards.

# What a Combination

JOHNNY CASH'S

Newest, With That  
**SUN SOUND!**

GOODBY,  
LITTLE DARLIN'

and

YOU TELL ME

SUN #331

Brand Spanking New!  
**GREATEST!**  
**JOHNNY CASH**

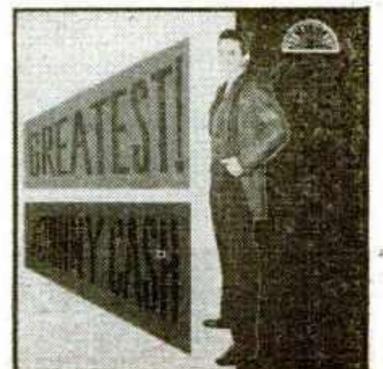
SUN SLP #1240



706 UNION AVE. MEMPHIS, TENN.

Johnny Cash Enterprises

1516 Crossroads of the West  
Hollywood 28, Calif.—Hollywood 9-8355



# NEW

## CRICKET Children's RECORDS

If you are not making the plus profits that you should be making on children's record sales—now is the time to investigate CRICKET LP's and EP's. Magnificently recorded and beautifully packaged in full color. CRICKET's LP's and EP's, which have no obsolescence, have stepped out front in sales and merchandising... tremendous national advertising campaign in all media to back you up. Take advantage of these extra profits.

CR 11 Smiley Burnette  
 CR 12 Dennis Day  
 CR 13 Tubby the Tuba  
 CR 14 Ringling Brothers and Barnum & Bailey  
 CR 15 The Best of Mother Goose  
 CR 16 David Wayne  
 CR 17 Woody Woodpecker and his Friends  
 CR 18 Let's Have a Parade  
 CR 19 Musical Stories for Children  
 CR 20 Kiddie "Pop" Parade  
 CR 21 Dennis Day  
 CR 22 Jimmy Nelson  
 CR 23 Romper Room  
 CR 24 Sing-a-long with Ray Heatherton  
 CR 25 Happy Birthday  
 CR X-1 Little Star of Bethlehem—David Wayne  
 CR X-2 Christmas—For Children Only



**\$1.98** each, list  
 ... And these fabulous EP's  
 at a list of only **49¢** each

- CEP 11 Dennis Day—Songs "Johnny Appleseed"
- CEP 12 David Wayne narrates "Tubby the Tuba"
- CEP 13 Ringling Bros., Barnum, Bailey Circus—Vol. I
- CEP 14 Walt Disney favorites and others
- CEP 15 Woody Woodpecker & his friends—Vol. I
- CEP 16 Romper Room—Vol. I
- CEP 17 Kiddie Pop Parade—Vol. I
- CEP 18 The Best of Mother Goose—Vol. I
- CEP 19 Musical Stories—Vol. I
- CEP 20 Smiley Burnette—Vol. I
- CEP 21 Happy Birthday
- CEP 22 Let's Have a Parade—Vol. I
- CEP X-1 David Wayne "Little Star of Bethlehem"
- CEP X-2 Christmas—For children only—Vol. I

### CRICKET RECORDS

PICKWICK BUILDING, L. I. C. 1, NEW YORK

Fill out coupon and send to your local distributor, or send it directly to us and we will forward it to your local distributor.

CR 11	CR 19	CR X-1	CEP 18
CR 12	CEP 12	CR X-2	CEP 19
CR 13	CR 20	CEP 11	CEP 20
CR 14	CR 21	CEP 13	CEP 21
CR 15	CR 22	CEP 14	CEP 22
CR 16	CR 23	CEP 15	CEP X-1
CR 17	CR 24	CEP 16	CEP X-2
CR 18	CR 25	CEP 17	

CRICKET RECORDS, PICKWICK BUILDING, L. I. C. 1, NEW YORK

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# The Billboard TOP LP'S

FOR THE WEEK ENDING OCTOBER 18

## BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 KINGSTON TRIO AT LARGE, Capitol T 1199	18
2	2 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	82
3	3 INSIDE SHELLY BERMAN, Verve MG V 15003	26
4	5 HEAVENLY, Johnny Mathis, Columbia CL 1351	5
5	4 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	13
6	6 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	77
7	7 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	36
8	8 GIGI, Sound Track, M-G-M E 3641 ST	68
9	9 PETER GUNN, Henry Mancini, RCA Victor LPM 1956	36
10	10 MY FAIR LADY, Original Cast, Columbia OL 5090	185
11	11 NO ONE CARES, Frank Sinatra, Capitol W 1221	9
12	12 KINGSTON TRIO, Capitol T 996	18
13	13 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	8
14	14 SOUTH PACIFIC, Original Cast, Columbia OL 4180	281
15	15 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	42
16	16 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	18
17	29 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	5
18	17 PORGY AND BESS, Sound Track, Columbia OL 5410	14
19	20 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	67
20	19 THE MUSIC MAN, Original Cast, Capitol WAO 990	86
21	18 QUIET VILLAGE, Martin Denny, Liberty LRP 3122	8
22	22 GYPSY, Original Cast, Columbia OL 5420	14
23	— THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386	1
24	24 HYMNS, Tennessee Ernie Ford, Capitol T 756	119
25	21 FILM ENCORES, VOL. I, Mantovani, London LL 1700	102

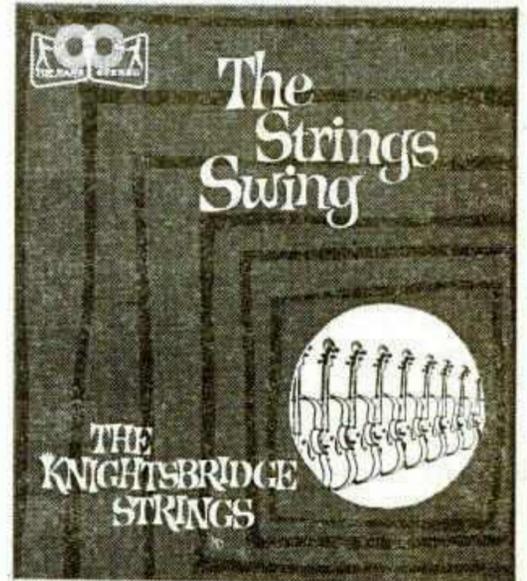
THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	28 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	37
27	37 THAT'S ALL, Bobby Darin, Atco LP 33-104	3
28	26 FLOWER DRUM SONG, Original Cast, Columbia OL 5350	40
29	23 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	25
30	25 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	38
31	27 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	21
32	30 THE KING AND I, Sound Track, Capitol W 740	157
33	31 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082	4
34	33 A DATE WITH ELVIS, Elvis Presley, RCA Victor LPM 2011	5
35	38 FIVE PENNIES, Sound Track, Dot DLP 9500	2
36	34 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	47
37	44 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	27
38	36 BLUE HAWAII, Billy Vaughn, Dot DLP 3165	21
39	43 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	12
40	— RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	12
41	32 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Records R 806	31
42	39 LATE, LATE SHOW, Dakota Staton, Capitol T 876	42
43	45 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130	19
44	40 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	36
45	42 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	32
46	35 CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163	14
47	46 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	17
48	50 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	54
49	41 ONLY THE LONELY, Frank Sinatra, Capitol W 1053	45
50	47 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	27

## BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	22
2	8 HEAVENLY, Johnny Mathis, Columbia CS 8152	4
3	3 MY FAIR LADY, Original Cast, Columbia OS 2015	22
4	4 GIGI, Sound Track, M-G-M SE 3461 ST	22
5	7 FILM ENCORES, VOL. I, Mantovani, London PS 124	22
6	9 PETER GUNN, Henry Mancini, RCA Victor LSP 1956	22
7	13 BLUE HAWAII, Billy Vaughn, Dot DLP 25165	15
8	2 NO ONE CARES, Frank Sinatra, Capitol SW 1221	8
9	6 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	15
10	11 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	20
11	3 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	15
12	10 KINGSTON TRIO AT LARGE, Capitol ST 1199	16
13	18 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	22
14	22 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	12
15	12 'S MARVELOUS, Ray Conniff, Columbia CS 8037	14

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	14 FLOWER DRUM SONG, Original Cast, Columbia OS 2009	7
17	15 THE MUSIC MAN, Original Cast, Capitol SWAO 990	20
18	17 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806	22
19	23 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	15
20	— PORGY AND BESS, Sound Track, Columbia OS 2016	1
21	16 OKLAHOMA! Sound Track, Capitol SWAO 595	20
22	20 GYPSY, Original Cast, Columbia OS 2017	8
23	21 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	3
24	25 CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	5
25	— GEMS FOREVER, Mantovani, London PS 106	11
26	19 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289	19
27	24 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	16
28	27 SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600	17
29	28 ESPECIALLY FOR YOU, Duane Eddy, Jamie JS 3006	7
30	30 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	20

## Album Cover of the Week



**THE STRINGS SWING — THE KNIGHTSBRIDGE STRINGS.** Top Rank RM 308, Maurer Studios, Inc., has created an eye-catching cover in dramatic gray, black, orange and white with the circular insert resembling hammered copper. Should attract the sales.

## Best Selling EP's on the Racks

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

- 1. A Touch of Gold**  
Elvis Presley .....RCA Victor EPA 5088
- 2. The Kingston Trio at Large**  
.....Capitol WAP 1-1199
- 3. Come Dance With Me**  
Frank Sinatra .....Capitol WAP 1-1069
- 4. The Fabulous Johnny Cash**  
.....Columbia EPB 12532
- 5. Hank Williams**  
.....M-G-M EPX 1637
- 6. Ricky Sings Again**  
Ricky Nelson .....Imperial 159
- 7. That's All**  
Bobby Darin .....Atco EP 4504
- 8. Tenderly**  
Pat Boone .....Dot DEP 1082
- 9. Sing Along With Mitch**  
Mitch Miller .....Columbia EPB 11661
- 10. Side by Side**  
Pat & Shirley Boone .....Dot DEP 1076

## Best Selling Pop EP's

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

- 1. Songs by Ricky**  
Ricky Nelson .....Imperial EP 162
- 2. Heavenly**  
Johnny Mathis .....Columbia EPB 13511
- 3. South Pacific**  
Original Cast .....Columbia EPA 850
- 4. Side by Side**  
Pat & Shirley Boone .....Dot DEP 1076
- 5. South Pacific**  
Sound Track .....RCA Victor EOC 1032
- 6. Spirituals**  
Tennessee Ernie Ford .....Capitol EAP 1-818
- 7. Peter Gunn**  
Henry Mancini .....RCA Victor EPA 4333
- 8. Exotica**  
Martin Denny .....Liberty EPL 1-3034
- 9. Still More Sing Along With Mitch**  
Mitch Miller .....Columbia EPB 12831
- 10. No One Cares**  
Frank Sinatra .....Capitol EAP 1-1221

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:


**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

## Pop

**CONNIFF MEETS BUTTERFIELD**

Columbia CS 8155 (Stereo & Monaural)—Here's a set of mighty tasteful, pop-styled jazz that almost anybody can understand and like. The spotlight falls on Butterfield's horn throat, altho the mood waxes from swinging ("South of the Border") to pretty and sweet ("A Love Is Born"). Conniff's arrangements are fluid and tasty and they manage never to get in the horn man's way. Good for dancing or listening and jocks will find some programming fodder in these bands.

**SING WE NOW WITH THE HARRY SIMEONE CHORALE**

20th Fox 3016 — The Harry Simeone Chorale presents an LP that should have huge pop and seasonal appeal. The tunes are nicely varied to include pop, kiddie and folkish themes. The renditions are first-rate. Attractive cover and fine sound add to over-all appeal.

## Classical

**BEETHOVEN: THE NINE SYMPHONIES**

Bruno Walter. Columbia D 7 S 610—Columbia has a handsome package in every respect in this de luxe edition of Beethoven's nine symphonies. Bruno Walter conducts the Columbia Symphony Orchestra in the first complete stereo grouping of the works. Packaging includes a "Beethoven Reader" with comments on personal and significant events in the composer's life and brief histories of each symphony. In stereo the set retails for \$41.95; the mono version is \$34.95. It's a beautifully conceived and executed set.

## Semi-Classical

**EILEEN FARRELL IN SONGS AND BALLADS**

Angel 35608—Miss Farrell offers a program of light classical, folk, pop and spiritual selections. Her wonderful range is given full opportunity to be revealed in the various selections. Her fans will find the set very much to their liking. She is accompanied by George Trovillo on piano.

## Children's Low-Price

**GREAT ADVENTURES THAT BUILT AMERICA**

Golden GLP 44—A unique and highly laudatory disk which develops a real sense of listener identification and participation in eight great historical adventures. The script makes young listeners feel as tho they have a real role in each of the dramas and even gives them lines which they may speak. Exciting and constructive in detailing such events as Columbus' discovery of America, Paul Revere's ride, the Pony Express, the Wright Brothers' flight, etc.


**SPECIAL MERIT SPOTLIGHTS**

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

## POP DISK JOCKEY PROGRAMMING

**THE STRINGS SING; THE STRINGS SWING**

The Knightsbridge Strings. Top Rank RM 303; RM — The Knightsbridge Strings scored well with a lush, instrumental version of "Cry," recently and are currently enjoying a strong seller with "Wheel of Fortune." "The Strings Sing" set contains those selections plus a flock of other ballads, done in mild rock tempo. "The Strings Swing" album also features the lush string sound, but the numbers are done in a brighter and more rhythmic vein. Top programming material for jocks in both sets, and they can also move well saleswise.

## CLASSICAL

**CHOPIN**

Vladimir Ashkenazy, Piano. Angel S 35648 (Stereo — Monaural)—Ashkenazy's program includes the composer's last sonata, the "Barcolle in F Sharp," two waltzes and two mazurkas. He performs the selections with brilliance. The artist is destined to be a major talent. Rave reviews on his fairly recent concert. Tours have acquainted the public with his name. Sound is good. Quality buyers will give this prime consideration.

★★★★

## VERY STRONG SALES POTENTIAL

## POPULAR ★★★★★

★★★★ MUSIC FOR A PRIVATE EYE  
Ralph Marterie & His Marlboro Men. Mercury SR 60109. (Stereo & Monaural)—Marterie has turned out a swinging, big band set with a fine, deep stereo sound about it. With commercial big ensemble arrangements by Pete Rugolo and Skip Martin, the group charges into 10 different TV type private eye themes. Examples would include "M Squad," "Perry Mason," "Richard Diamond," "The Thin Man," "77 Sunset Strip," etc. Good cover shows Marterie in private eye-type raincoat looking over a couple of fine looking fem specimens.

## ★★★★ JOHNNY AND THE HURRICANES

Warwick W 2007 — Johnny and the Hurricanes who have been strong in the singles field, present a group of rockers. Set will appeal to teen tastes. The numbers are performed in their typical raunchy fashion with the accent for the most part on honking tenors and twangy guitars. Tunes include "Red River Rock," "Storm Warning" and "Rock-Cha." Strong potential.

## LOW-PRICE POPULAR ★★★★★

★★★★ SARAH VAUGHAN SINGS  
Rondo-lette 853 — Hot artist on the charts now with a number of singles up there, Miss Vaughan's extreme popularity should really make this low price item move on the racks. Material includes such standards as "Love Me or Leave Me," "Don't Worry About Me," "I'm Through With Love," and "September Song."

## ★★★★ LOUIS PRIMA WITH ORK

Rondo-lette 854 — Vintage collection of Prima specialties that should move off the racks well with all the exposure the top performer is getting on TV, radio and in night clubs. Cute cover should help sales, too.

## ★★★★ HAPPY DAYS ARE HERE AGAIN

The Banjo Barons. Vocalion VL 3662 — This one is loaded with nostalgia and is frankly one of the happiest-sounding banjo packages around. Included are "Temptation Rag," "For Me and My Gal," "Bill Bailey," "Camptown Races," and a flock of other items reminiscent of the years from the Civil War on.

## ★★★★ MUSIC MAN—MY FAIR LADY

Ira Wright Ork. Rondo-lette SA 118. (Stereo & Monaural) — Selections from Broadway hits "Music Man," and "My Fair Lady," including such highlights as "76 Trombones," and "Till There Was You" from the former and "I Could Have Danced All Night," "With a Little Bit of Luck," and "I've Grown Accustomed to Your Face" from the latter. Good stereo sound, low price factor, plus top material given lush orchestral treatment should make this one a big seller for the racks.

## JAZZ ★★★★★

★★★★ ALL OR NOTHING AT ALL.  
Billie Holiday. Verve MG V 8329 — Some of these sides were cut in 1956, some in 1957; so they represent some of the latest performances by the great singer. Discerning buyers will want this package, which includes instrumentation by Ben Webster on tenor, Harry Edison on trumpet, Barney Kessel, guitar, etc.—all in all a very tasteful jazz backing which showcases the delicately-phrased lyrics of the late thrush. Tunes include "Do Nothing Till You Hear From Me," "Cheek to Cheek," "April in Paris"—widely ranging material.

## ★★★★ BEN WEBSTER AND ASSOCIATES

Verve MG V 8318 — This is an exciting new album. It features three giants of the tenor sax, Ben Webster, Coleman Hawkins and Budd Johnson. On this, their first date together, they join forces in fine fashion, with all three blowing some solid choruses. The music is melodic, and fun to listen to. Roy Eldridge and Jo Jones are also on the date. Tunes include "In a Mellow Tone," "Time After Time," and some swinging Webster originals. There's a lot of jazz here, and it's good jazz to boot.

## ★★★★ HALL OF FAME

Count Basie. Verve MG V 8291 — Tho this set of waxings does date back a few years, the bands are nonetheless fine Basie with great solos by the assembled Basie-ites. Some of those present include Marshall Royal, Thad Jones, Frank Wess, Benny Powell and Joe Newman. Arrangements are largely from Ernie Wilkins and Neal Hefti. Eddie Jones on bass and Sonny Payne on drums are also heard to advantage. A swinging set from the Verve vaults.

## CLASSICAL ★★★★★

★★★★ TCHAIKOVSKY: SWAN LAKE

Yehudi Menuhin, Violin with The Philharmonia Orch. (Krutz). Capitol SG 7189. (Stereo & Monaural) — Tchaikovsky's lovely ballet suite, always a special favorite this time of year, is given a lilting, festive reading. The conductor manages a wide extreme of tonal colors from the orchestra, which are heightened in stereo. Yehudi Menuhin, featured on the violin solo, gives the package extra value saleswise.

## ★★★★ BRAHMS: SYMPHONY NO. 4; ALTO RHAPSODY

Concertgebouw Orch. of Amsterdam (Van Beinum) & Aafje Heynis, Contralto with The Royal Male Choir "Apollo." Epic LC 3563 — Brahms' stirring and majestic work is given a fine reading by Van Beinum. His treatment compares favorably with many existing versions. The "Alto Rhapsody" is an attractive plus, and the soloist and choir combine talents with the orchestra to present a capable reading of the sombre work.

## ★★★★ SCHUMANN: SYMPHONY NO. 1; OVERTURE TO MANFRED

The Cleveland Orch. (Szell). Epic BC 1039 — Schumann's lyrical and romantic symphony is given a warm reading by the orchestra. Szell's interpretation is straightforward, and he draws an attractive unity from the rambling passages. The programmatic overture is also given an attractive treatment. Competition is a factor, tho the growing reputation of the orchestra can insure good sales. Sound and lovely cover are assets.

## ★★★★ HANDEL: WATER MUSIC SUITE; HAYDEN: SURPRISE SYMPHONY

The Pittsburgh Symphony Orch. (Steinberg). Capitol SP 8495. (Stereo & Monaural) — Steinberg paces the orchestra thru fine treatments of the works. The Haydn symphony is accorded an especially fine reading, and the conductor avoids the tendency to become too brisk. Many versions of each are available, but the Steinberg name can prove a strong sales lure.

## ★★★★ SCHUBERT: SONATINAS FOR VIOLIN &amp; PIANO; SONATA IN A MAJOR FOR VIOLIN &amp; PIANO

Arthur Grumiaux, Violin with Riccardo Castagnone, Piano. Epic LC 3609 — Schubert's lovely sonatins for violin and piano are performed lightly by the artists, who achieve perfect balance with one another. The romantic sonata, one of the composer's most popular chamber works, also is interpreted with charm and feeling. Previous releases by Grumiaux (mostly with pianist Clara Haskil) have sold well, and his fans will find little fault with Castagnone, who accompanies the violinist in this set.

## LOW-PRICE CHILDREN'S ★★★★★

## ★★★★ A CHILD'S INTRODUCTION TO OUTER SPACE

Satellite Singers & Ork. Golden GLP 46 —Partially via dramatics and partially with music, this disk offers an entertaining primer in the fields of astronomy and astronautics. A perky Latin rhythm backs up a clever lyric about the planets; drama and narration convincingly tell how satellites are launched. A variety of subjects thus are covered in a manner which should entertain as well as inform the small fry.

## ★★★★ WALT DISNEY'S FUN WITH MUSIC

Disneyland DQ 1209 — Walt Disney's big group of instrumentalists and singers offer 30 "favorite Disney songs." It's a well-produced set and there are a lot of places where the kiddies will probably be moved to join in. Songs include "Old MacDonald," "The House That Jack Built," "The Leprechaun With the Flute," etc. Happy kiddie wax which would be a good addition for a birthday party.

## RELIGIOUS ★★★★★

## ★★★★ A HYMN SING

The Mariners. Epic BN 545. (Stereo & Monaural) — This package marks the debut of this group on the label. A dozen great hymns, excellently performed and recorded. Album is loaded with inspiration. Material includes "The Old Rugged Cross," "Jesus Lover of My Soul," "Just As I Am," etc.

## SPOKEN WORD ★★★★★

## ★★★★ BAB BALLADS AND CAUTIONARY TALES

Read by Joyce Grenfell & Stan Holloway. Caedmon TC 1104 — A most rewarding set of reading by the two excellent British performers. Holloway addresses himself strictly to the Bab Ballads on W. S. Gilbert ("The Ape and the Lady," "The Sensation Captain," etc.) while Miss Grenfell is occupied with a selection of Hilaire Belloc's Cautionary Verses (about a little boy who was eaten by a lion and Henry King who suffered dreadful agonies). A fine program for youngsters and oldsters alike.

## ★★★★ GULLIVER'S TRAVELS

Read by Michael Redgrave. Caedmon TC 1099 — Jonathan Swift's phenomenal spoofs are given a wonderful life by these Redgrave readings. The artist has just the right touch for underplaying the material, which makes the characteristic turns of phrase of the author become even more diverting. The episodes here include "The Voyage to Laputa" and "The Houyhnhnms." A fascinating set with a fine caricature cover.

★★★★

## GOOD SALES POTENTIAL

## POPULAR ★★★★★

## ★★★★ BLOSSOM DEARIE SINGS COMEDEN AND GREEN

Verve MG V 2109 — Miss Dearie acquits herself to listenable effect on a group of Comden-Green tunes from their shows and revues. She has a sort of light jazz approach, and the set can collect both pop and jazz coin. The tunes are nicely varied, and she handles the lyrics with feeling. A displayable cover shot of the thrush with the writers gives strong display value. Tunes include "The Party's Over," "Lonely Town" and "It's Love."

## ★★★★ FROM VIENNA WITH LOVE

Liselotte Maikl - Rudi Kreutzberger & The Vienna Schrammel-Orch. Panorama PLP 2002 — Collection of favorite Viennese songs recorded in the romantic city and well-performed by vocalists Liselotte Maikl and Rudi Kreutzberger of the Vienna State Opera. Walter Slezak writes the disks' liner notes in the form of a charming reminiscent letter to his "friends" about "old Vienna" and "Papa." Fine program with good performances should attract fans of the genre.

## ★★★★ CARAMBA!

Richard Hayman Ork. Mercury 60163. (Stereo & Monaural) — The Hayman Ork delivers an attractive and varied program of Latin fare that includes pop, folk, and light classical selections, spotlighting bull fight music, mood themes, etc. It's a bright and listenable package with the emphasis on brass. Set can easily sell with exposure, and the displayable cover should prove a strong lure also. Sound is good.

## ★★★★ HEY . . . HERE'S GENE KRUPA!

Verve MG V 8300 — Gene Krupa's quartet is featured here in a group which includes familiar tunes like "Day by Day," and "Little Girl Blue," as well as specialties like "Gene's Solo Flight." The drummer gets plenty of opportunity to express himself but there is also much attention focused on Eddie Shu who is heard on tenor, clarinet and trumpet. In general, it's good, clean playing of a fairly low pitched variety, with little all-out blowing in evidence. Also featured are Dave McKenna, piano; and Wendell Marshall, bass.

## LOW-PRICE POPULAR ★★★★★

## ★★★★ LAWRENCE WELK AND HIS CHAMPAGNE MUSIC

Vocalion VL 3671 — A good buy for the low priced field. Selections include vocals. Sound is good. Material includes "Stompin' at the Savoy," "Say It Isn't So," "Meet Mr. Callahan," etc.

## ★★★★ THE MERRY MAIER IN VIENNA

Kurt Maier, Piano with Rhythm. Rondo-lette 848

## ★★★★ LATIN RHYTHMS OF KURT MAIER

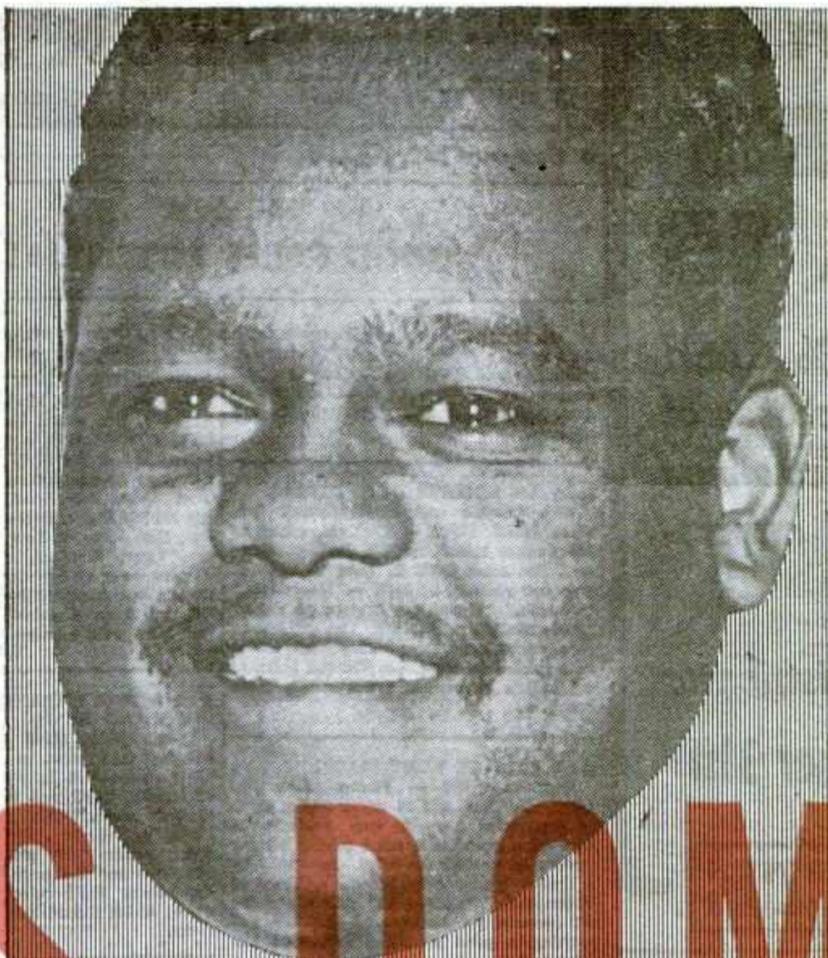
Rondo-lette 849 — Two good albums by the "internationally famous cocktail pianist" Kurt Maier. The first brings visions of colorful "old Vienna" to mind by Mr. Maier's creative piano styling. Tunes include "Song of Vienna," "Tales of Vienna Woods," "The Bat" from Fledermaus, "Gypsy Baron," and "Merry Widow Waltz." The second disk contains a group of popular Latin American tunes including "Granada," "La Cumparsita," "Siboney," "The Carioca," and "Lady of Spain," all artfully played by the pianist. Popular programs, good performances and attractive covers at this low price should bring in the coin. Prime rack material.

## ★★★★ STEREO POPS

The Rondoleers & Ork. Rondo-lette SA 117. (Stereo Only) — Here's a collection of recent pop hits in stereo, handled well by the Rondoleer's with orchestral backing. Tunes include "Come Softly to Me," "Pink Shoe Laces," "Kansas City," and "Happy Organ." Stereo effect is good. Low price will appeal to pop music fans.

## ★★★★ SOPHIE TUCKER

Wing 12167 — Here's a full helping of Miss Tucker's vaunted and time-tested night club material, much of it having to do with the phenomenon of vitality in the middle and later years. All the tunes are (Continued on page 40)



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## Reviews and Ratings of New Albums

Continued from page 38

★ ★ ★  
GOOD SALES POTENTIAL

out of her special act and comprise such titles as "It's Never Too Late," "Vitamins, Hormones and Pills," etc. To her fans, this compendium of favorites should be a welcome addition, especially considering the low price.

★ ★ ★ AN ACCORDION IN PARIS  
Dick Contino with David Carroll Ork. Wing MGW 12147 — Contino essays the Montmartre sound on this Parisian styled set. The tunes basically have to do with love and emotion in Paris — "Mam'selle," "Domino," "Under the Bridges of Paris," "Parle Moi d'Amour," etc. The well-known accordionist plays them with warmth to the accompaniment of strings. Pleasant listening set with a cover that could attract some attention.

★ ★ ★ POPS BY KURT MAIER  
Rondo-lette 850 — Pianist Maier has turned out three sets of which this example of pop styled piano is one. Maier turns in a clean sound with much fidelity for the melody in most of the tunes. Supported by a rhythm section only, he offers "Some of These Days," "Confessin'," etc. A melodic set pleasant for background purposes and sporting a good recording job. Can sell from racks.

### JAZZ ★ ★ ★

★ ★ ★ OH, DIDN'T HE RAMBLE!  
The George Lewis Band. Verve MGW 8325 — There's a lot of the fine old-style, gitty New Orleans blowing here by the Lewis band. Numbers include "Beale Street Blues," "Down Home Rag," "Runnin' Wild" and "Oh, Didn't He Ramble," plus other titles identified with the traditional movement. The stomping, marching beat is much in evidence on various tracks and there is also some good blues piano by Joe Robichaux. For the Dixiephiles this is an important addition.

★ ★ ★ ART BLAKEY & THE JAZZ MESSENGERS AT THE JAZZ CORNER OF THE WORLD  
Blue Note 4015 — The Jazz Corner of the World, of course, is Birdland in New York. This is an actual performance of the latest Blakey group, consisting of the leader, Lee Morgan on trumpet, Hank Mobley on sax, Bobby Timmons on piano and Jymie Merritt on bass. The music is driving hard bop, sparked by the drums of Blakey and the exciting horn work of Morgan. Tunes include Mobley's "Hipsippy," the T. Monk "Justice," "Close Your Eyes" and "Just Coolin'." Good wax here for the bop fans.

★ ★ ★ HARRY EDISON SWINGS BUCK CLAYTON  
Verve MGW 8293 — The combination of Harry "Sweets" Edison and Buck Clayton is an old one since they both played together in the prewar Basie band. But this is their first recording together since the early 40's, and it's a fine reunion. They play with each other with a lot of the old-time fire on such tunes as "Memories for the Count," "Come With Me" and a medley of standards including "It All Depends on You," "Charmaine" and "How Long Has This Been Going On." Tenorman Jimmy Forrest also gets a chance now and then to blow. Generally strong wax here.

### LOW-PRICE JAZZ ★ ★ ★

★ ★ ★ MODERN JAZZ FESTIVAL  
Various Artists. Harmony HL 7196 — Basically, this album has the appeal of a flock of well-known names in the modern idiom, and at the \$1.98 tag a buyer could hardly go wrong. Among those featured are Tony Scott, Bob Brookmeyer, Paul Quinichette, Bill Evans, Herbie Mann, Mat Mathews, Osie Johnson, Zoot Sims, Randy Weston, Oscar Pettiford, Milt Hinton, etc. They're never all together on one band, but the combos presented (recordings date from '56) all have a salable modern quality. Can be a solid impulse item.

★ ★ ★ MUGGSY SPANIER AND HIS DIXIELAND BAND  
Wing MGW 12165 — The venerable trumpet man leads a typical traditional Dixie combo thru its paces on a collection of equally traditional numbers — "Sweet Georgia Brown," "Alabama Jubilee," "Dixie Flyer," and the like. There's a good happy, brassy quality with plenty of the tailgate trombone and the gitty trumpet and clarinet sounds. The horn man himself is on the cover, which should help move this off the racks.

### CLASSICAL ★ ★ ★

★ ★ ★ HANDS ACROSS THE SEA  
Mercury SR 90207. (Stereo & Monaural) — The wind ensemble of the Rochester orchestra offers a stirring program of marches. Included are Sousa's "Hands Across the Sea," Prokofiev's "March" and Coates' "Knightsbridge March." It's a lively, bright and crisp LP. Sound is brilliant and heightened in stereo. A likely good seller.

★ ★ ★ GRIEG: PEER GYNT SUITE NO. 1, OP 46; SYMPHONIC DANCES OP. 64; ELEGIAC MELODIES OP. 34  
Halle Orch. (Barbrolli). Mercury ST 90164. (Stereo & Monaural) — The Halle orchestra presents an assorted program of works by Grieg. The melodic, romantic works selections are performed with feeling by the group, and the set can enjoy wide appeal. A lovely cover and the label's fine sound can also add to sales potential.

★ ★ ★ BRAHMS: HAYDN VARIATIONS; WAGNER: SIEGFRIED IDYLL, TRAUME  
The Philharmonia Orch. (Kletzki). Angel S 35765. (Stereo & Monaural) — The variations allow for many colorful and rhythmic orchestral effects. Kletzki demands a vigorous reading from the Philharmonia orchestra. The Wagner compositions offer an interesting contrast—both in sound and in the conductor's approach. Stereo increases the appreciation of each selection. Dramatic cover shot of the maestro during a rehearsal is displayable.

★ ★ ★ CHOPIN: CONCERTO NO. 2; POLONAISE-FANTASIE  
Alexander Uninsky, Piano. Epic BC 1037 — Uninsky shows a genuine feeling for the concerto, and he is given complementary support from van Otterloo, who achieves a good balance between the orchestra and the soloist. The "Polonaise-Fantasia" re-

veals the artist's excellent technique. Chopin devotees will find both interpretations to their approval.

★ ★ ★ MOZART: EINE KLEINE NACHTMUSIK; SERENATA NOCTURNA; DIVERTIMENTO  
I Musici. Epic LC 3613 — "I Musici" are at their best in these familiar works. The artists employ a true Mozartean sound, with the beautiful resonance of their strings coming to the fore. As usual, the group plays a little slowly and sounds a bit old-fashioned compared to many other ensembles, but this suits the music perfectly. Disk should do well against competition.

★ ★ ★ BACH: CONCERTO AFTER BENEDETTO MARCELLO, CAPRICCIO, ADAGIO; MOZART: FANTASIA  
Walter Hantzig, Piano. United Artists UAL 7006 — Hantzig offers some off-beaten track material on this disk. He's an accomplished pianist, with a detached, intellectual approach, and great clarity of touch and tone. These qualities serve him well for both Mozart and Bach. However, the "Marcello" sounds a bit flat compared to harpsichord treatments, and the Mozart is somewhat dry. The rarely heard "Capriccio on the Departure of a Beloved Brother" is delightful. Merits exposure.

★ ★ ★ BARTOK: CONCERTO FOR ORCHESTRA; TWO PORTRAITS  
The Royal Philharmonic Orch. (Kubelk). Capitol SG 7186. (Stereo & Monaural) — Bartok's works come in for stirring interpretations at the hands of the Royal Philharmonic Orchestra. Kubelk evokes a bright performance from the ensemble. The sound is a noteworthy feature.

★ ★ ★ INTRODUCTION AND ALLEGRO  
Marcel Grandjany, Harp with The Hollywood String Quartet & the Concert Arts String Orch. Capitol SP 8492. (Stereo & Monaural) — The harpist presents a program that includes Ravel's "Introduction and Allegro," Debussy's "Danses Sacre et Profane" and his own compositions, "The Children's Hour" and "Rhapsodie pour la Harpe." Certainly one of our most outstanding harpists, he displays his usual fine technique and feeling. Good cover shot and fine sound are plus features.

★ ★ ★ ROMANCE OF THE PIANO  
Hans Richter-Haaser, Piano. Epic LC 3620 — The pianist presents selections by composer of the romantic period. Included are works by Beethoven, Grieg, Brahms, Chopin, Schubert, Schumann and Mendelssohn. He has a feeling for the music of the period without introducing a saccharine feeling in his playing. Sound is good. Set should move for good sales.

### LOW-PRICE CHILDREN'S ★ ★ ★

★ ★ ★ THE 3 STOOGES  
Golden GLP 43 — The Three Stooges have been making a strong comeback via TV replays of their old film shorts. So this disk can find a market among kids who go for their slapstick antics, which are  
(Continued on page 52)

## AUDIO FIDELITY RECORDS

the highest standard  
in high fidelity

770 Eleventh Ave. N.Y.C. 19

COMING SOON!  
MUSIDISC'S  
SUPER SOUND  
SYSTEM

It's Original!  
It's Brilliant!  
It's the Pinnacle of Quality!  
MUSIDISC  
INTERNATIONAL, Inc.  
666 Fifth Ave., N. Y. 19, N. Y.  
Distributors Invited.

The Big Hits  
Are On  
Today's Hit  
Trademark



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

A The record manufacturers themselves!

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

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

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

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



# It's Movin' Day

*KAY STARR IS  
BACK IN THE  
CAPITOL  
GROOVE!*

**side one**

- ON A SLOW BOAT TO CHINA
- I COVER THE WATERFRONT
- AROUND THE WORLD
- SENTIMENTAL JOURNEY
- NIGHT TRAIN
- RIDERS IN THE SKY

**side two**

- GOIN' TO CHICAGO BLUES
- INDIANA
- SONG OF THE WANDERER
- SWINGIN' DOWN THE LANE
- LAZY RIVER
- MOVIN'



(S) T-1254

ORCHESTRA CONDUCTED BY **VAN ALEXANDER**

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending October 10

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Mack the Knife</b>		<b>1 7</b>	<b>6. Sleep Walk</b>		<b>3 9</b>
By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.			By Farine-Farine—Published by Trinity (BMI) BEST SELLING RECORD: Santo & Johnny, Canadian-American 103. RECORD AVAILABLE: Betsy Brite, Canadian-American 106.		
<b>2. Put Your Head on My Shoulder</b>		<b>4 6</b>	<b>7. ('Til) I Kissed You</b>		<b>6 8</b>
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.			By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.		
<b>3. Mr. Blue</b>		<b>5 5</b>	<b>8. Poison Ivy</b>		<b>10 6</b>
By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.			By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6146.		
<b>4. Teen Beat</b>		<b>7 6</b>	<b>9. Lonely Street</b>		<b>12 4</b>
By Nelson-Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.			By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1370. RECORD AVAILABLE: Carl Belew, Four Star 1701.		
<b>5. The Three Bells</b>		<b>2 11</b>	<b>10. Just Ask Your Heart</b>		<b>11 5</b>
By Dick Manning and Jean Villard—Published by Southern (ASCAP) BEST SELLING RECORDS: Browns, RCA Victor 7555; Dick Flood, Monument 408. RECORD AVAILABLE: J. T. Adams & the Men of Texas, Word 686.			By DeNota-Ricci-Damata—Published by Ramrod (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1040.		
<b>Second Ten</b>					
<b>11. I'm Gonna Get Married</b>		<b>8 9</b>	<b>16. Broken-Hearted Melody</b>		<b>13 9</b>
By H. Logan-Lloyd Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10032.			By H. David-S. Edwards—Published by Mansion (ASCAP) BEST SELLING RECORD: Sarah Vaughan, Mer 71477.		
<b>12. Red River Rock</b>		<b>9 9</b>	<b>17. Morgen</b>		<b>15 6</b>
By King-Mack-Mendelsohn—Published by Vicki (BMI) BEST SELLING RECORD: Johnny and the Hurricanes, Warwick 509. RECORD AVAILABLE: Gene Redd, King 5250.			By Moesser & Sherman—Published by Sidmore (BMI) BEST SELLING RECORD: Ivo Robic, Laurie 3033. RECORDS AVAILABLE: Rex Allen, Vista 347; Richard Maltby, Col 41452; Leslie Uggams, Col 41451 (One More Sunrise).		
<b>13. Primrose Lane</b>		<b>17 5</b>	<b>18. I Loves You Porgy</b>		<b>16 8</b>
By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.			By Heyward-Gershwin—Published by Gershwin (ASCAP) BEST SELLING RECORD: Nina Simone, Bethlehem 11021.		
<b>14. Don't You Know</b>		<b>22 3</b>	<b>19. Battle Hymn of the Republic</b>		<b>21 5</b>
By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.			By Wilhousky—Published by Carl Fischer (ASCAP) BEST SELLING RECORD: The Mormon Tabernacle Choir, Columbia 41459.		
<b>15. Deck of Cards</b>		<b>19 3</b>	<b>20. Sea of Love</b>		<b>14 12</b>
By T. Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.			By G. Khoury & P. Battiste—Published by Kamar (BMI) BEST SELLING RECORD: Phil Phillips, Mer 71465.		
<b>Third Ten</b>					
<b>21. Battle of Kookamonga</b>		<b>18 5</b>	<b>26. Seven Little Girls (Sittin' in the Back Seat)</b>		<b>23 2</b>
By Jimmie Driftwood and J. J. Reynolds—Published by December-Trinity-Warden (BMI) RECORD AVAILABLE: Homer & Jethro, RCA Victor 47-7585.			By Hilliard-Pockriss—Published by Sequence (ASCAP) RECORD AVAILABLE: Paul Evans & the Curly, Guaranteed 200.		
<b>22. A Worried Man</b>		<b>25 3</b>	<b>27. Danny Boy</b>		<b>- 1</b>
By Dave Guard-Tom Glazer—Published by Harvard & Highridge (BMI) RECORD AVAILABLE: Kingston Trio, Cap 4271.			By Weatherly—Published by Bossey & Hawkes (ASCAP) RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Conway Twitty, M-G-M 12826; Slim Whitman, Imp 8201.		
<b>23. The Angels Listened In</b>		<b>26 2</b>	<b>28. In the Mood</b>		<b>- 1</b>
By Billy Dawn Smith-Sid Faust—Published by Winneton (BMI) RECORD AVAILABLE: Crests, Coed 515.			By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.		
<b>24. Say Man</b>		<b>24 3</b>	<b>29. Makin' Love</b>		<b>27 7</b>
By C. McDaniel—Published by Arc (BMI) RECORD AVAILABLE: Bo Diddley, Checker 931.			By Floyd Robinson—Published by Emerald (BMI) RECORD AVAILABLE: Floyd Robinson, Vic 7529.		
<b>25. Hey Little Girl</b>		<b>23 5</b>	<b>30. Heartaches by the Number</b>		<b>- 1</b>
By Blackwell & B. Stephenson—Published by Roosevelt-Tollie (BMI) RECORD AVAILABLE: Dee Clark, Abner 1029.			By H. Howard—Published by Pamper (BMI) RECORDS AVAILABLE: Guy Mitchell, Col 41476; Ray Price, Col 41374.		

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

**THE MOST POWERFUL  
EMOTIONAL EXPERIENCE  
OF THE YEAR!  
THE HEART-RENDING STORY  
OF A BOY AND HIS DOG...**

**OLD  
SHEP**

**RALPH DE MARCO**



*packaged in eye-catching special sleeve for instantaneous sales*

FOR THE WEEK ENDING OCTOBER 25

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
					STEREO	WEEKS ON CHART	
				★	Indicates that STEREO SINGLE version is available.		
				S	Indicates that STEREO SINGLE version is available.		
				TITLE, Artist, Company, Record No.			
1	1	1	2				9
2	2	2	7				8
3	3	8	12				7
4	6	6	9				7
5	5	4	4				10
6	4	3	1				13
7	10	14	19				7
8	7	10	11				9
9	9	12	13				8
10	8	5	3				13
11	13	15	15				10
12	12	7	5				11
13	23	23	50				5
14	11	9	8				12
15	17	22	40				6
16	19	19	23				7
17	18	16	16				10
18	14	17	17				7
19	16	13	10				14
20	22	24	31				6
21	20	18	21				12
22	26	31	35				10
23	28	34	46				6
24	24	28	42				5
25	21	21	24				9
26	36	43	75				4
27	15	11	6				16
28	35	46	95				5
29	53	88	—				3
30	27	25	20				13
31	30	33	33				7
32	38	47	58				11
33	25	20	14				11

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
					STEREO	WEEKS ON CHART	
				★	Indicates that STEREO SINGLE version is available.		
				S	Indicates that STEREO SINGLE version is available.		
				TITLE, Artist, Company, Record No.			
34	33	27	26				10
35	40	45	—				3
36	31	29	30				6
37	45	81	97				4
38	32	52	67				5
39	47	58	—				3
40	34	30	29				11
41	73	—	—				2
42	51	49	87				4
43	60	55	56				6
44	37	41	48				7
45	46	67	80				4
46	57	77	—				3
47	59	86	—				3
48	67	—	—				2
49	64	94	—				3
50	65	65	72				5
51	52	66	78				4
52	42	36	27				12
53	49	71	86				4
54	39	35	34				8
55	29	32	37				7
56	50	51	57				5
57	48	48	60				6
58	41	26	18				12
59	76	99	96				4
60	—	—	—				1
61	44	53	59				7
62	62	70	85				5
63	63	68	70				4
64	90	93	—				3
65	55	37	32				13
66	—	—	—				1
67	43	38	28				8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
					STEREO	WEEKS ON CHART	
				★	Indicates that STEREO SINGLE version is available.		
				S	Indicates that STEREO SINGLE version is available.		
				TITLE, Artist, Company, Record No.			
68	70	—	—				2
69	56	44	45				7
70	69	60	54				5
71	61	89	92				6
72	87	—	—				2
73	—	—	—				1
74	75	69	90				5
75	71	56	43				9
76	92	—	—				2
77	97	—	—				2
78	88	80	98				7
79	78	75	77				6
80	58	54	64				5
81	91	40	25				18
82	95	84	73				8
83	100	—	—				2
84	54	39	22				17
85	84	97	55				26
86	83	—	—				2
87	—	—	—				1
88	99	100	—				3
89	72	62	76				12
90	94	—	—				2
91	82	78	—				4
92	—	—	—				1
93	85	85	74				9
94	81	57	41				12
95	—	95	—				2
96	—	—	—				1
97	—	—	—				1
98	—	—	—				1
99	—	—	—				1
100	—	—	—				1

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- \*SHOUT (I) ..... The Isley Brothers  
(Wemar, BMI) RCA Victor 7588
- \*SO MANY WAYS ..... Brook Benton  
(Brenda, BMI) Mercury 71512
- JOEY'S SONG ..... Bill Haley & His Comets  
(Shapiro-Bernstein, ASCAP) Decca 30956

- \*DANCE WITH ME ..... The Drifters  
(Tredlew-Tiger, BMI) Atlantic 2040
- \*I DON'T KNOW ..... Ruth Brown  
(Raleigh-Tigher, BMI) Atlantic 2025
- \*IF YOU DON'T WANT MY LOVIN' ..... Carl Dobkins Jr.  
(Buckeye, ASCAP) Decca 30656

C&W—No selections this week

R&B—No selections this week

## BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. BELIEVE ME ..... The Royal Teens, Capitol
2. VACATION DAYS ARE OVER ..... The Argyles, Brent
3. ARE YOU SORRY! ..... Joni James, M-G-M
4. PRETEND ..... Carl Mann, Phillips International
5. I'LL WALK THE LINE ..... Don Costa, United Artists
6. CAT WALK ..... Lee Allen, Ember
7. YOU'RE MINE ..... The Falcons, Unart
8. BROKEN ARROW ..... Chuck Berry, Chess
9. GILLEE ..... Sonny Spencer, Memo
10. MY TYPE OF GIRL ..... The Memos, Memo
11. SUNRISE SERENADE ..... Roger Williams, Kapp
12. SANDY ..... Larry Hall, Strand
13. ALL NIGHT LONG ..... Robert Parker, Ron
14. I'VE BEEN AROUND ..... Fats Domino, Imperial
15. SMOOTH OPERATOR ..... Sarah Vaughan, Mercury

### HOT 100: A TO Z

Angels Listened In, The	22
Baby Talk	58
Battle Hymn of the Republic	16
Battle of Kookamonga	18
Boo Boo Slick Beat	53
Broken-Hearted Melody	19
Caribbean	52
Clouds	98
Come On and Get Me	55
Dance With Me	77
Danny Boy	26
Darling, I Love You	43
Deck of Cards	15
Don't Take the Stars	100
Don't You Know	13
Enchanted Sea	37
Every Little Thing I Do	57
First Love, First Tears	59
Fool's Hall of Fame	36
Goodbye Charlie	90
Got the Feeling	70
Hearflashes by the Number	29
Hey Little Girl	25
High School U.S.A.	97
I Ain't Never	40
I Dig Girls	48
I Don't Know	76
I Loves You Porgy	21
I Want to Walk You Home	33
If I Give My Heart to You	47
If You Don't Want My Lovin'	72
Immo	96
I'll Be Seeing You	51
I'll Never Fall in Love Again	79
I'm a Hog for You	69
I'm Gonna Be a Wheel Someday	45
I'm Gonna Get Married	12
In the Mood	28
It Happened Today	91
Joey's Song	64
Just as Much as Ever	32
Just Ask Your Heart	9
Just to Be With You	95
Kissin' Time	84
Lavender Blue	81
Living Doll (Hill)	92
Living Doll (Richards)	45
Lonely Street	7
Love Potion #9	43
Love Walked In	28
Lover's Prayer	73
Mack the Knife	1
Makin' Love	30
Mary Lou	34
Midnight Flyer	89
Midnight Stroll	99
Mr. Blue	3
Misty	39
Morgen	17
My Own True Love	94
Oh, Carol	41
Okefenokee	75
Plenty Good Lovin'	74
Poco Loco	78
Poison Ivy	8
Primrose Lane	11
Put Your Head on My Shoulder	2
Red River Rock	14
Robbin' the Cradle	85
Running Bear	86
Say Man	24
Sea of Love	27
7 Little Girls (Sittin' in the Back Seat)	23
Shout	50
Six Boys and Seven Girls	42
Ski King	71
Sleep Walk	4
So Many Ways	40
Some Kind-A Earthquake	46
Somethin' Else	82
Talk to Me	66
Teen Beat	4
Tennessee Waltz	87
There Comes a Time	83
Three Bells, The (Browns)	10
Three Bells, The (Flood)	67
(Till) I Kissed You	5
Torquay	42
True, True Happiness	93
Tucumcari	38
Two Fools	80
Unforgettable	49
We Got Love	48
Where	61
Wish It Were Me	71
Woo-Hoo	35
Worried Man	20
You Better Know It	44
You Were Mine	57
You're Gonna Miss Me	54

### REVIEWS OF

## THIS WEEK'S SINGLES

### SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

#### LLOYD PRICE



COME INTO MY HEART (Prigan, BMI)—WONT'CHA COME HOME (Vencie-Lloyd-Logan, BMI)—Price sounds in chart form again with two strong items. "Come" has him backed by a crazy chorus and a powerful ork beat. "Wont'cha" is a powerful blues, and this could also be a winner.

ABC-Paramount 10062

#### THE BROWNS



SCARLET RIBBONS (Mills, ASCAP)—BLUE BELLS RING (Penix, BMI)—The Browns offer a lovely reading of "Scarlet Ribbons" that could mean another click. "Blue Bells Ring" is an adaptation of "Three Blind Mice," and this also is a charming side. Performances on both are first-rate.

RCA Victor 7614

#### JOHNNY HORTON



TAKE ME LIKE I AM (Golden West, BMI)—I'M READY, IF YOU'RE WILLING (Golden West, BMI)—Horton has likely dual-market clicks with his latest platter. "Take Me" has a strong country message, and it tells an interesting story. It's done in march tempo. "I'm Ready" is a bouncer that should also appeal strongly.

Columbia 41502

#### RAY PETERSON



GOODNIGHT MY LOVE (Quintet-House of Fortune, BMI)—TILL THEN (Pickwick, ASCAP)—Peterson registers solidly on two fine sides. "Goodnight" is a pretty ballad, warmly chanted over lush, mild rock support. He also handles the oldie, "Till Then," with a listenable and winning approach.

RCA Victor 7635

#### EDD (KOOKIE) BYRNES; THE MARY KAYE TRIO & JOANIE SOMMERS



KOOKIE'S LOVE SONG (Witmark, ASCAP)—One side of the disk features Byrnes in conversation with Joanie Sommers, while listening to a platter by the Mary Kaye Trio. Flip is without Joanie Sommers, and the idea is for listener participation. It's a cute idea and the song, a cha cha, is catchy. It could take off.

Warner Bros. 5114

#### RAY CHARLES



I'M MOVIN' ON (Hill & Range, BMI)—I BELIEVE TO MY SOUL (Progressive, BMI)—Charles could repeat his big "What'd I Say" with these excellent bids. He reads "I'm Movin' On," the Hank Snow hit of a few seasons ago, in his usual, gospel-flavored manner with a fem chorus in strong support. "I Believe" starts with an interesting figure and leads into a slow, soulful rendition of a blues. Both are top efforts.

Atlantic 2043

#### DON GIBSON



I'M MOVIN' ON (Hill & Range, BMI)—BIG HEARTED ME (Acuff-Rose, BMI)—Gibson has two potent sides, and either can be a click. "I'm Movin' On" is the old Hank Snow click, done in a fine version over strong support. "Big Hearted Me" is a weeper sort, but sung in at a bright clip.

RCA Victor 7629

#### RAY SHARPE



LONG JOHN (Gregmark, BMI)—T. A. BLUES (Gregmark, BMI)—Sharpe is a strong threat to follow his "Linda Lu" with these driving sides. "Long John" is a real stomper that gets a strong outing with a fem chorus backing the chanter all the way. Flip tells about why teenagers have the T. A. (Teen-Age Blues). This, too, is a rocker with top potential.

Jamie 1138

#### PHIL PHILLIPS



TAKE THIS HEART (Kamar, BMI)—VERDIE MAE (Kamar, BMI)—Phillips could follow his big "Sea of Love" with either side. "Take This Heart" has much the same quality. "Verdie Mae" is a walking rhythm song, and it's just as salable.

Mercury 71413

#### THE MEGATRONS



TOOTIE FLUTIE (Audiocon, BMI)—WHISPERING WINDS (Audiocon, BMI)—The group scored well with "Velvet Waters," and these sides could be successful follow-ups. "Tootie Flutie" is a bright bouncer that spots a flute lead over good ork support. "Whispering Winds" features an organ lead over an interesting and listenable arrangement.

Audiocon 104

#### RITCHIE VALENS

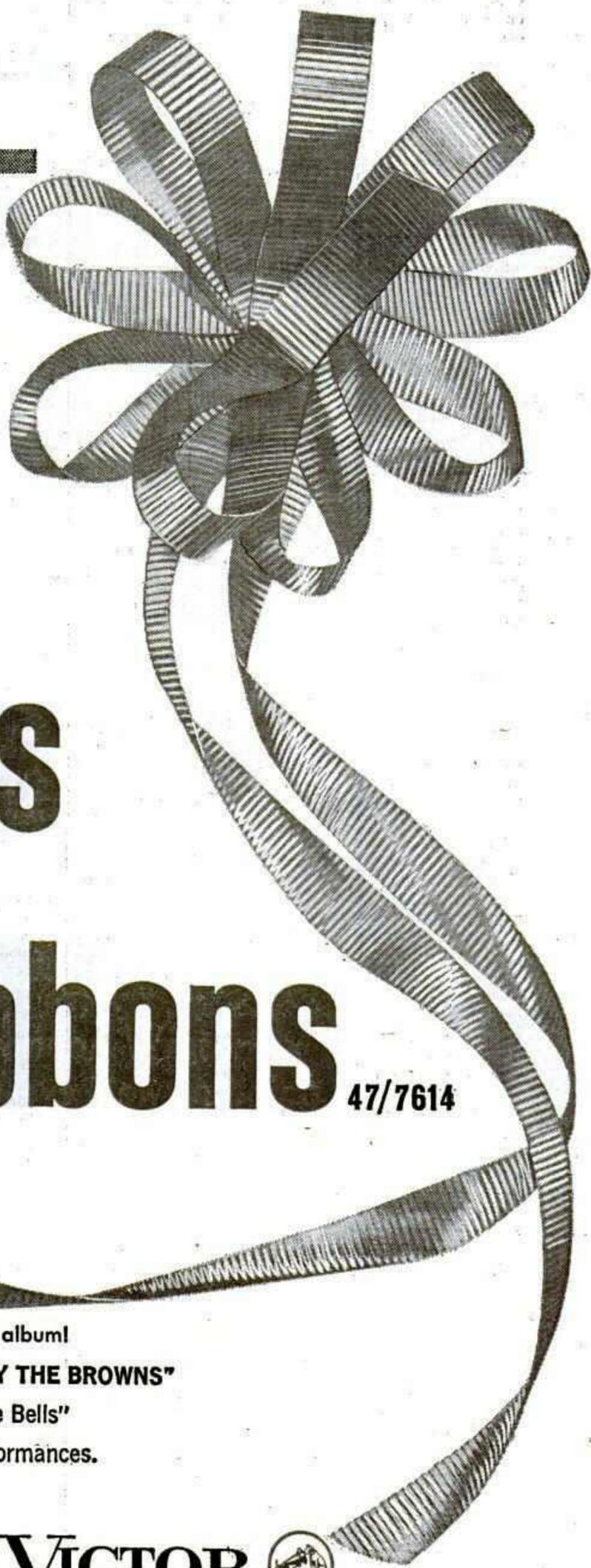


STAY BESIDE ME (Kemo, BMI)—Ritchie Valens sells the pretty tune over simple, strummed guitar backing with a chorus filling in late on the side. It's a good side and a likely click for the late artist. Flip is "Big Baby Blues," (Kema, BMI).

Del Fi 4128

(Continued on page 47)

**Hot off  
a million-  
seller  
(The Three Bells),**



**The Browns**

have a new hit!

**Scarlet Ribbons**

47/7614

c/w **Blue Bells Ring**



... and a new hit album!  
**"SWEET SOUNDS BY THE BROWNS"**  
 featuring "The Three Bells"  
 and other great performances.  
 LSP/LPM 2144

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

# Reviews of THIS WEEK'S SINGLES (continued)

Continued from page 45

**Pop**

**LITTLE WILLIE JOHN**



**RIGHT THERE** (McCoy-Frieda, BMI)—**LET THEM TALK** (Jay & Cee, BMI)—Little Willie John belts "Right There," a powerful, gospel-styled effort, with a hit sound. "Let Them Talk" is a ballad with beat on which he's given top support by a chorus and ork. **King 4043**

**LEE ALLEN**



**CAT WALK** (Angel, BMI)—This is Allen's strongest side in a while. It's a bluesy instrumental with a churchy sound, and it gets a bright reading. It's a danceable and infectious item, and the kids could take to it. Flip is "Creole Alley," (Angel, BMI). **Ember 1057**

**BUDDY LUCAS BAND**



**I WANT TO KNOW** (Lowell, BMI)—Twangy guitar intros this slowish tune that has a gospel flavor. Lucas' sax sound is mellow and listenable. The soul side could easily step out. Flip is "Deacon John," (Lowell, BMI). **Vim 502**

**Pop Song**

**MARINA (Maxwell, BMI)**



**Rocca Granata, Laurie 3041; Jacky Noguez, Jamie 1137; Willy Alberti, London 1888**—All three of the peculiar can share in the loot for the tune, currently a big European hit. Granata's is the original version, and he gives it a strong outing. The lyrics are in Italian. Noguez could follow his "Ciao, Ciao Bambina" with his styling, which is basically an instrumental, tho it does feature a wordless chorus. The Alberti version has a dual-track vocal with Italian lyrics. Flip of the Granata disk is "Manuela" (Maxwell, BMI). The Noguez version is coupled with "Adonis" (Joy, ASCAP). "Cerasella (Canzone Allegra)" is the flip of the Alberti platter.

**Country & Western**

**GEORGE JONES**



**MONEY TO BURN** (Glad, BMI) — **BIG HARLAN TAYLOR** (Tree, BMI) — Jones should have strong c.&w. sellers with both of these efforts. "Money" is a moderate-beat tune that tells of a cat with money in his pocket and an ache in his heart. Flip is a waltz done attractively along traditional lines. **Mercury 71514**

**FARON YOUNG**



**FACE TO THE WALL** (Tree, BMI)—**RIVERBOAT** (Tree, BMI) — Young has hot bids with both sides. "Face" shows a strong reading of a medium-beat country item with multi-track segs. "Riverboat" is a poppish approach on a bright, folkish effort. Either can score. **Capitol 4291**

**JAMES O'GWYNN**



**EASY MONEY** (Glad, BMI)—**TEARS OF TOMORROW** (Glad, BMI)—O'Gwynn delivers strong performances on two likely chart sides. "Easy Money" gets a high-pitched shout. Thus tune is a blues. "Tears" is done in dual-track style with a hill sound. **Mercury 71513**

**Spiritual**

**THE HARMONIZING FOUR**



**ALL ABOARD LET'S GO** (Conrad, BMI)—**WAITING FOR ME** (Conrad, BMI)—Two terrific sides by the gospel group. "All Aboard" is a tasteful, relaxed item. "Waiting for Me" is a stately item that is sincerely rendered. Spiritual fans will like both. **Vee Jay 882**

## SPECIAL MERIT SPOTLIGHTS

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

**POP TALENT**

**GLORIA SMYTHE**

**I'LL BE OVER AFTER WHILE** (Duchess, BMI)—**GEE BABY, AIN'T I GOOD TO YOU** (Capitol, ASCAP)—The young thrush handles herself very well on two fine numbers. They're rendered over jazz-type backing, and both are impressive. Both rate spins. **World Pacific 804**

**THE DELICATES**

**MESURRY** (Delstone, BMI)—**RINGA DING** (Greta, BMI)—The group has two smart sides, and they register to strong effect "Ringa Ding" is a bright rocker. The gals show lots of spark and talent on both. **Unart 2025**

**POP DISK JOCKEY PROGRAMMING**

**PEGGY LEE**

**YOU DESERVE** (Siras, ASCAP)—**WHERE DO I GO FROM HERE?** (Sunbeam, BMI)—The lark turns in fine readings on two attractive sides. "You Deserve" is a bluesy item that reminds a bit of "Fever." Brassy ork support is excellent. "Where Do I Go From Here" is an attractive beguine from the coming Broadway show, "Fiorello," and this is also given a strong treatment. **Capitol 4298**

**LOUIS ARMSTRONG & GABRIELLE**

**ONKEL SATCHMO'S LULLABY** (Hill & Range, BMI)—Pretty side spotlights the artist on trumpet over a lovely arrangement. It's a highly programmable side, and spins should be well-received. Flip is "Only You," (Wildwood, BMI) **Decca 30980**

**THE NUTTY SQUIRRELS**

**UH! OH! (PARTS I & II)** (Jason, BMI)—The Nutty Squirrels, who sound like our friends, the Chipmunks, turn in a jazz-oriented reading of a familiar riff effort. It's a cute side, and it should interest many. It swings in progressive fashion. **Hanover 4540**

**MARIO LANZA**

**I'LL WALK WITH GOD** (Harms, ASCAP) — **GUARDIAN ANGEL** (Disney, ASCAP)—"I'll Walk With God" is from the movie version of "The Student Prince." "Guardian Angel" is a number from the late artist's coming Christmas LP. Both are lovely sides, done gracefully and sincerely and both offer excellent programming fare. **RCA Victor 7622**

**BILL BLACK'S COMBO**

**SMOKIE (PARTS I & II)** (Jec, BMI)—Side one spots a clarinet lead on the slow, torchy blues. It has an interesting sort of Dixie approach. Side two, which appears a bit stronger, has a boogie-styled piano featured. It's an infectious item that is different enough to step out saleswise if plugged. **HI 2018**

★★★★

**VERY STRONG SALES POTENTIAL**

**BILLY VAUGHN**

★★★★ **(IT'S NO) SIN**—DOT 15993—Vaughn comes thru with a pretty reading of the old tune, originally a hit by the Four Aces. It starts with a big string sound, and follows thru with the harmony horns. Watch this one. (Algonquin, BMI)

★★★★ **AFTER HOURS**—The old tune is given a great boogie piano reading here. It's soft and sly and it can cause a lot of excitement. Two solid, contrasting sides. (Popular, ASCAP)

**JAYE P. MORGAN**

★★★★ **THAT FUNNY FEELING** — M-G-M 12838 — The thrush comes thru with a driving reading of a bright, novelty tune over good backing by the ork. Could get spins and has a chance for loot. (Sequence, ASCAP)

★★★★ **LEFT MY GAL IN THE MOUNTAINS**—Jaye P. sells this Carson Robison ditty with feeling, as she tells about the way her man left her for cards and trouble. (Peer Int., BMI)

**BUDDY HOLLY**

★★★★ **EVERYDAY** — CORAL 61885 — Reissue of one of the late artist's earliest clicks. There is another version available, but this can also prove strong its second time around. (Peer Intl., BMI)

★★★★ **PEGGY SUE** — This was the top side when first released. Teens will remember Holly's driving performance. It could break thru again. (Nor-Va-Jak, BMI)

**ROCKY HART**

★★★★ **EVERY DAY** — CUB 9052 — The tune waxed by Buddy Holly and penned by Norman Petty, receives a first-rate performance by the chanter over pounding backing. This could happen. (Peer, BMI)

★★★★ **COME WITH ME** — New novelty is sung in cute fashion by the lad in a performance that is similar in style to the late Buddy Holly's. Two interesting sides. (Shain, BMI)

**THE FOUR ACES**

★★★★ **WALTZING MATILDA**—DECCA 30989—The familiar Australian tune, which is featured in the new flick "On the Beach" is sung in march fashion by the Aces here. A good side that has a chance for coins. (C. Fisher, ASCAP)

★★★ **The Wonder of It All**—Pretty new ballad is sung with feeling by the boys in their old-time big-voiced style over a shuffle beat. (Marks, BMI)

**ROCKIN' SAINTS**

★★★★ **SAINTS ROCK**—DECCA 80990—Rockin' organ is featured on this happy rocker. It has a sound, and the kids could take to it. (Champion, BMI)

★★★ **Alright Baby**—Rocker-blues gets a rhythmic belt from the lead with an okay group and band assist. Danceable side should attract. (Champion, BMI)

(Continued on page 50)

★★★  
**GOOD SALES POTENTIAL**

**DAKOTA STATION**

★★★ **Where Did We Go Out** — CAPITOL 4299 — Tune from the new musical, "The Girls Against the Boys," is sung in stylish fashion by the lass. The backing is warm and swinging. (Saunders, ASCAP)

★★★ **Avalon** — Thrush handles the oldie with a jazz touch over a frantic backing that moves, man. (Remick, ASCAP)

**BOUDLEAUX BRYANT**

★★★ **Touche** — HICKORY 1108 — The well-known country song writer works with the Sparks in his second popular wax in recent months. This is an easy-going instrumental which features a piano and guitar lead. Good beat in the medium rhythm groove. Side also employs a chorus. (Acuff-Rose, BMI)

★★★ **Holiday March** — A bright bouncer by the Bryant combo and chorus. It's in a happy marching tempo, and the side is also worth spinning. (Acuff-Rose, BMI)

**EARL BOSTIC**

★★★ **Gondola** — KING 10160 — A smart rhythm rocker-instrumental by the Bostic crew. Side has a bluesy flavor, and Bostic honks well, as usual. A danceable effort. (Armo, BMI)

★★★ **Once in a While** — A triplet version of the standard ballad tune. Bostic takes a good long solo on alto. Another good, danceable instrumental. (Miller, ASCAP)

**SOMETHIN' SMITH & THE REDHEADS**

★★★ **Poor Butterfly** — EPIC 9340 — Fine treatment of the evergreen by the group. Nice vocal approach should attract jockey interest and sales. (Harms, ASCAP)

★★★ **Ten Chaperones** — Cute, Latinish tune tells about the customs practiced in Peru—at least as far as dating is concerned. Also a strong contender. (Knollwood, ASCAP)

**LAFAYETTE THOMAS**

★★★ **Please Come Back to Me** — SAVOY 1574 — Thomas sells an old-fashioned blues with feeling over a down-home arrangement. It's a good side for those who enjoy traditional blues. (Savoy, BMI)

★★★ **Lafayette's A'Comin'** — Swing blues instrumental is played with a lilt by the Thomas combo. Good piano, good guitar and good combo work here. (Savoy, BMI)

**MILT BUCKNER**

★★★ **Count Basement** — CAPITOL 4294 — Medium-rocker is also nicely handled by the organist with piano and rhythm support. It can sell. (Black Hawk, BMI)

★★★ **Mighty Low** — The organist styles a slowish, bluesy effort with colorful effects. Guitar is also featured in spots. Some coin possible. (Black Hawk, BMI)

**CHARLIE & BILLY**

★★★ **Hawaiian Honeymoon** — DWAIN 806 — Rockahula item is given a listenable instrumental treatment by the duo. It can move. (Saxon, BMI)

★★★ **Steel Guitar Polka** — Bright, happy item features plenty of plucked accompaniment in support of the steel guitars. Side has a chance. (Saxon, BMI)

**AL ALBERTS**

★★★ **Handful of Gold** — M-G-M 12836 — Countryish tune receives a rather subdued reading from Al Alberts over big backing by the ork. He sings it well, with help from the chorus. (Shapiro - Bernstein, ASCAP)

★★★ **Imagination** — The evergreen receives a pleasant performance by the chanter, again aided by good ork support. (ABC, ASCAP)

**REX ALLEN**

★★★ **Staying Young** — VISTA 351 — Ballad from the new Broadway show, "Take Me Along," is handled with feeling by the chanter over subdued backing. This has a chance for spins. (Valyr, ASCAP)

★★★ **Forever and Ever** — The old hit receives a warm reading from Rex Allen over semi-triplet, piano backing. A big side that has a chance for some coins. (Robbins, ASCAP)

(Continued on page 51)

**CLOCK RINGS IN THE HITS**

DAVE  
"Baby" CORTEZ  
"PIANO SHUFFLE"  
Clock #1014

1619 Broadway, N. Y. C.

# DAVE "BABY" CORTEZ

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- NOV. 5 CHARLOTTE, N. C.
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### Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. THE THREE BELLS (Harris)	1.	8
2. MACK THE KNIFE (Harms)	2.	5
3. BROKEN-HEARTED MELODY (Mansion)	3.	9
4. MORGEN (Sidmore)	4.	6
5. I LOVES YOU PORGY (Gershwin)	5.	7
6. ON AN EVENING IN ROMA (Zodiac)	7.	9
7. TILL THERE WAS YOU (Frank)	6.	11
8. WATERLOO (Cedarwood)	8.	14
9. SEA OF LOVE (Kamar)	9.	4
10. SLEEP WALK (Trinity)	11.	5
11. LIKE YOUNG (Robbins)	13.	4
12. (TIL) I KISSED YOU (Acuff-Rose)	10.	3
13. SUMMERTIME (Gershwin)	12.	4
14. THE BATTLE OF NEW ORLEANS (Warden)	14.	20
15. CIAO, CIAO BAMBINA (Feist)	15.	2

### Best Selling Sheet Music in Britain

(For week ending October 10)

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

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

### Best Selling Pop Records in Britain

(For week ending October 10)

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

This Week	Last Week
1. HERE COMES SUMMER—Jerry Keller (London)	2
2. (TIL) I KISSED YOU—Evelry Brothers (London)	3
3. ONLY SIXTEEN—Craig Douglas (Top Rank)	1
4. MACK THE KNIFE—Bobby Darin (London)	4
5. LIVING DOLL—Cliff Richard (Columbia)	4
6. SEA OF LOVE—Marty Wilde (Philips)	13
7. THREE BELLS—The Browns (RCA)	7
8. TRAVELLIN' LIGHT—Cliff Richard (Columbia)	15
9. HIGH HOPES—Frank Sinatra (Capitol)	9
10. JUST A LITTLE TOO MUCH—Ricky Nelson (London)	12
11. 40 MILES OF BAD ROAD—Duane Eddy (London)	14
12. MONA LISA—Conway Twitty (M-G-M)	10
13. BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)	16
14. DYNAMITE—Cliff Richard (Columbia)	21
15. SOMEBODY—Johnny Mathis (Fontana)	6
16. PEGGY SUE GOT MARRIED—Buddy Holly (Coral)	19
17. LONELY BOY—Paul Anka (Columbia)	8
18. CHINA TEA—Russ Conway (Columbia)	10
19. HEART OF A MAN—Frankie Vaughan (Philips)	17
19. HONEYMOON SONG—Manuel (Columbia)	—

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# The Billboard HOT C & W SIDES

FOR WEEK ENDING OCTOBER 18

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	THE THREE BELLS, Browns, RCA Victor 7555	12
2	2	2	1	I AIN'T NEVER, Webb Pierce, Decca 30923	14
3	3	3	3	COUNTRY GIRL, Faron Young, Capitol 4233	14
4	4	4	4	I GOT STRIPES, Johnny Cash, Columbia 41427	11
5	6	6	7	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	10
6	5	5	6	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	24
7	7	11	5	PARTNERS, Jim Reeves, RCA Victor 7557	13
8	17	23	—	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	3
9	27	—	—	SAME OLD ME, Ray Price, Columbia 41477	2
10	20	24	—	FAMILY MAN, Frankie Miller, Starday 457	3
11	8	8	14	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369	8
12	12	12	9	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	10
13	15	7	8	OLD MOON, Betty Foley, Bandera 1034	8
14	9	20	16	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	20
15	16	15	25	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	4
16	—	—	—	THE LAST RIDE, Hank Snow, RCA Victor 7586	1
17	26	28	—	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557	4
18	—	—	—	DECK OF CARDS, Wink Martindale, Dot 15968	1
19	19	19	18	SAILOR MAN, Johnny and Jack, RCA Victor 7545	11
20	—	—	—	ARE YOU WILLING, WILLIE, Marlon Worth, Cherokee 503	1
21	10	10	12	JOHNNY REB, Johnny Horton, Columbia 41437	7
22	13	14	17	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	18
23	23	18	19	NINETY-NINE YEARS, Bill Anderson, Decca 30914	16
24	29	29	26	LITTLE DUTCH GIRL, George Morgan, Columbia 41420	7
25	30	27	30	NEXT TIME, Ernest Tubb, Decca 30952	4
26	—	—	—	BATTLE OF KOOKAMONGA, Homer and Jethro, RCA Victor 7585	1
27	18	26	24	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	5
28	11	13	15	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	22
29	—	—	—	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107	1
30	22	17	13	GRIN AND BEAR IT, Jimmy Newman, M-G-M 12812	13

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Hank Snow and His Rainbow Ranch Boys are routed for Ocean Beach Park, London, Conn., October 23; Jack Witchie's Sports Arena, Attleboro, Mass., 24 and Foot Guard Hall, Hartford, Conn., 25. Hank's latest on the RCA Victor label couples "The Last Ride" and "The Party of the Second Part." . . . Thrush Barbara Allen has taken a leave of absence from "New Dominion Barn Dance," Richmond, Va., to await her second visit from the long-legged bird. On the occasion of her leaving "Barn Dance," Barbara netted a lengthy feature in Richmond's leading newspaper. Miss Allen is under the personal management of Jim Gemmill. . . . Dusty Miller and his Colorado Wranglers are appearing weekends at Fay's Music Bar, Troy, N. Y.

"Gunslinger" Sterling Blythe (Sage), after six weeks at the Showboat, Las Vegas, hopped into Nashville for a session October 12 and then embarked on a month's tour of the Midwest. He returns to the Showboat December 1 for a month's stand. . . . Wanda Jackson, following her Saturday (17) appearance on Red Foley's "Jubilee U.S.A.," headed east for a string of nitery dates before joining the Hank Thompson-Merle Travis group October 31 for a 10-day swing thru Kansas, Iowa, Nebraska and Missouri. . . . Bill Anderson, Decca artist, has just concluded a 10-day Canadian trek for A. V. Bamford. His newest release, due out this week, is "Dead or Alive" b.w. "It's Not the End of Everything," both from his own pen. His "Ninety-Nine Years" has been on the charts for nearly four months now.

Hank Thompson and His Brazos Valley Boys, who last week concluded their seventh consecutive year at the Texas State Fair, Dallas, are touring Texas and Oklahoma until October 31, when they will be joined by Merle Travis and Wanda Jackson for a 10-day tour arranged by promoter Harry (Hap) Peebles, of Wichita, Kan. . . . Jimmie Edwards, formerly on the Mercury label, has just had his initial release on RCA Victor, "Your Love Is a Good Love" b.w. "A Favor for a Friend." . . . Benny Ketchum and the Western Playboys continue on one-nighters in the Oklahoma, Kansas and Arkansas sector while appearing as the regular Saturday night feature at Cain's Ballroom, Tulsa, Okla., managed by Alvin Perry.

Leon McAuliff and His Cimarron Boys, with Ferlin Husky as guest, kicked off their new TV series in Tulsa, Okla., Saturday (17). The half-hour seg will be seen a week later in Oklahoma City via video tape. C.&w. artists who would like to appear on the TV-er should contact McAuliff's manager, Don Thompson, at 115 S. Second, Rogers, Ark. . . . Johnny Cash is due in New York early this week for rehearsals for his appearance on the Bell Telephone TV show Friday night (23), on which he'll do a Western scene with Janis Paige. Also featured on the show will be Burl Ives, Dolores Gray, Art Lund, Patrice Munsel and the American Ballet Theater. Johnny is set for other dates in the area October 24-25, and Monday (26) hops into

Nashville for a special German-language recording.

Don Larkin presents his next "Country Music Jamboree," featuring Marvin Rainwater, Wilma Lee and Stony Cooper and the Clinch Mountain Clan and Red Speaks and band, next Saturday (24) at the Armory, Newburgh, N. Y., and follows with another performance at the Academy of Music, Brooklyn, Sunday (25). . . . Johnny Horton and the Gays are set for Brownwood, Tex., October 22; Jackson, Miss., 26, and Meridian, Miss., 27, and on October 29 begin an extended Canadian tour.

## With the Jockeys

Four new gospel and spiritual platters, pressed by SESAC, have been released by M. H. Woodward, 305 First Avenue W., Cullman, Ala., and are available to jockeys who'll write in. . . . DeeJay copies are also available on "Green Christmas" and "Thanksgiving," which Junie Lou and Her Pine Hedge Ranch Hands have just waxed for Cozy label. A postcard to John Bava, of Cozy Records, Davis, W. Va., will fetch you a sample. . . . Hubert Long, 616 Exchange Building, Nashville, is mailing out samples on his Moss Rose Publication's two new releases, Red Foley's "Living Is a Lonesome Thing" and Charlie Walker's "When My Conscience Hurts the Most." Drop him a card.

With Station WAMO, Pittsburgh, discontinuing its country music programming, Carl Stuart, c.&w. deeJay and program director, finds himself scouting around for a new location. Meanwhile, Carl continues at WAMO but, as he puts it: "With no country music I am like a fish out of water and would like to get back with a station that programs a country format." . . . "Paul Bunyan Love," penned by Les Kangas in 1954 and recorded at the time by Tex Ritter on Capitol and the Maddox Brothers and Rose on Columbia, is making the second round with Smiley Monroe's new version on Vita Records, just released. DeeJay samples of the Monroe version may be obtained by writing to Kangas at 7902 Dewey Avenue, San Gabriel, Calif.

Dewey Stone, of WDEC, Americus, Ga., typewrites: "There may be some hope left yet for country music. After playing country records here for nine years, I have seen the records degenerate from good, honest country to the point of juvenile absurdity. Recently, however, I have been playing a record by Marion Worth on the Cherokee label, called 'Are You Willing, Willie?' and have gotten the biggest and most enthusiastic response that I have had on any record in some time. Country jocks need more material of this kind. The only thing that will get grown-up country fans into a record shop to buy records is grown-up musical records by people who know country."

Jack Roberts has joined Station KTW, 5,000-watter in Seattle, to conduct a three-hour, early-morning platter show of country and western music, Monday thru Friday. Roberts claims that he has the only country music show in the Puget Sound area. He asks that the artists and diskeries put him on the list for records.

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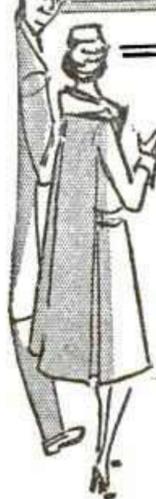
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**• Reviews of New Pop Records**  
 • Continued from page 47

★★★★

**VERY STRONG SALES POTENTIAL**

**DAVID HILL**  
 ★★★★★ **THEY CALL THE WIND MARIA**—KAPP 307—A rocking version of the pretty Western tune from the Lerner and Loewe score for "Paint Your Wagon," soon to be released in picture form. Hill gives a solid vocal. (Chappell, ASCAP)

★★★ **Summertime**—A modern and somewhat hip version of the Gershwin classic. Very stylized and it can get plays. The flip, however, may have an initial edge. (Gershwin, ASCAP)

**JOHNNY WESTERN**  
 ★★★★★ **ONLY THE LONELY** — COLUMBIA 41500 — Western has a fine, deep-voiced style on this pretty ballad. The rhythm has the flavor of the Islands, and the sound of Western and the big chorus is commercial. Strong wax. It's not the same song recently done by Sinatra. (Moss-Rose, BMI)

★★★ **Ten Years** — An upbeat, rhythm tune with strong folk overtones. Again the artist has a nice sound, and he gets strong ork and choral support. Two interesting sides. (Knox, BMI)

**DANNY VALENTINO**  
 ★★★★★ **MUSIC MAN** — M-G-M 12835 — Valentino turns in a good medium rocker. It's good song idea in which the advice is given that you have to play a musical instrument to get the chicks. Good chanting effort that could move with exposure. (Efsee, BMI)

★★★ **Stampede** — Valentino gives a shouting blues rendition here. It's all about the stampede that centered around his gal on the dance floor. A cute idea for the rocker. (Efsee, BMI)

**MARILYN LOVELL**  
 ★★★★★ **SUCH A NIGHT**—DECCA 930998—A sexy reading of tune. Thrush's vocal and the arrangement is full of surprises, with several climaxes and changes of pace. Watch this one. (Raleigh, BMI)

★★★ **Caress Me**—The pretty melody done in tasteful, yet lush manner. Thrush is backed by strings, plus a hint of triplet figure. (Sam Fox, ASCAP)

**CONNIE FREED**  
 ★★★★★ **BEST OF ALL** — CHALLENGE 59055 — During the week she goes for TV Western heroes, but on Saturday night she prefers to be in her boy friend's arms. A cute song well done by the thrush over march backing. Watch it. (Spartan-TAJ, ASCAP)

★★★ **Don't Leave Me** — Thrush comes thru with pretty performance on a sad tale about a love that is over. She sells it well, and it makes two good sides for the lass. (Spartan-TAJ, ASCAP)

**DEBBIE REYNOLDS**  
 ★★★★★ **ASK ME TO GO STEADY** — DOT 15985 — Pretty ballad is given a listenable outing by the thrush over lovely ork and chorus support. Pretty jockey item. (Carrie, ASCAP)

★★★ **Am I That Easy to Forget** — Cover of the Carl Belew best-seller affords the chick with a good hunk of material. She handles it well, and the side could create interest. (Four Star, BMI)

**RAY STEVENS**  
 ★★★★★ **MY HEART CRIES FOR YOU** — NRC 42 — Bright revival of the hit of some years ago. It's done as rocker. Good side that can move with plugs. (Massey, ASCAP)

★★ **What Would I Do Without You** — Tune is the theme from the film, "Jet Over the Atlantic." The pretty rocker gets a salable belt from the artist with a good chorus assist. (Robbins, ASCAP)

The **Billboard**  
**HOT R & B SIDES**

FOR WEEK ENDING OCTOBER 18

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	10 14 11			YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149.....	4
2	2 1 2			POISON IVY, Coasters, Atco 6146 .....	8
3	1 3 3			SEA OF LOVE, Phil Phillips, Mercury 71465 .....	10
4	5 6 6			I LOVES YOU PORGY, Nina Simone, Bethlehem 11021 .....	17
5	9 12 10			BROKEN-HEARTED MELODY, Sarah Vaughan, Mercury 71477.....	8
6	3 10 9			SAY MAN, Bo Diddley, Checker 931.....	6
7	7 11 12			HEY LITTLE GIRL, Dee Clark, Abner 1029.....	6
8	6 2 1			I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032.....	10
9	12 7 5			RED RIVER ROCK, Hurricanes, Warwick 509.....	9
10	4 5 7			SLEEP WALK, Santo and Johnny, Canadian-American 103.....	8
11	15 19 23			MARY LOU, Ronnie Hawkins, Roulette 4177.....	5
12	18 20 20			PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040 .....	5
13	16 16 16			THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614..	23
14	24 — —			DON'T YOU KNOW, Della Reese, RCA Victor 7591.....	2
15	19 25 —			THREE LITTLE PIGS, Lloyd Price, ABC-Paramount 10032.....	3
16	13 8 8			THANK YOU PRETTY BABY, Brook Benton, Mercury 71478.....	14
17	21 27 —			THE ANGELS LISTENED IN, Crests, Coed 515.....	3
18	11 4 4			I WANT TO WALK YOU HOME, Fats Domino, Imperial 5606.....	11
19	14 13 14			MACK THE KNIFE, Bobby Darin, Atco 6147.....	5
20	17 15 18			THE THREE BELLS, Browns, RCA Victor 7555.....	9
21	— — —			I DON'T KNOW, Ruth Brown, Atlantic 2035.....	1
22	— — —			YOU WENT BACK ON YOUR WORD, Clyde McPhatter, Atlantic 2038... ..	1
23	— — —			SO MANY WAYS, Brook Benton, Mercury 71512.....	1
24	25 17 15			MIDNIGHT FLYER, Nat King Cole, Capitol 4248.....	8
25	— — —			MR. BLUE, Fleetwoods, Dolton 5.....	1
26	— — —			PRIMROSE LANE, Jerry Wallace, Challenge 59047.....	1
27	8 9 13			WHAT'D I SAY, Ray Charles, Atlantic 2031.....	15
28	— — —			YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185.....	1
29	— — —			TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040.....	1
30	27 — —			MAKIN' LOVE, Floyd Robinson, RCA Victor 7529.....	2

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**THE ADAMS SINGERS**  
 The Famous B. B. C. Choir  
 PZ-5034

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 and his orchestra  
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# Reviews of New Pop Records

Continued from page 47

## GOOD SALES POTENTIAL

### JOHNNY MADDOX

★★★ **In the Mood**—DOT 15992—The oldie gets a snappy treatment by the pianist. Side should attract. (Shapiro - Bernstein, ASCAP)

★★★ **Sweet Georgia Brown**—Ricky tick approach on the oldie. Potential appears similar to that of flip. (Remick, ASCAP)

### POP THREE STAR CONTD LVL . . . . . TINY LEWIS

★★★ **Too Much Rockin'**—LINDA 1000—Cat is complaining about all the rockin' downstairs. Lewis tells the tale over a rockin' arrangement with party sounds heard in the background. It might catch on. (Cliff-Tone, BMI)

★★★ **I Get Weak**—Bouncy rocker is belted to good effect by Lewis. Danceable arrangement accompanies. This could also create interest. (Cliff-tone, BMI)

### KOKKIE JONES

★★★ **Yearning**—SHEL 1011—Rocker gets

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b/w **DREAM OF ME**

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Coed #519

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**"LONELY STREET"**

By **ANDY WILLIAMS**

Cadence #1370

**cadence RECORDS**

a good shout from the lad over a snappy ork and chorus assist. Side can move for pop and c.&w. loot. (Learly & Wallace, BMI)

★★★ **Love Is a Story**—Pounding rockaballad is given a listenable whirl by Jones. Potential appears similar to that of flip. (Learly & Wallace, BMI)

**DANNY KAYE & EILEEN WILSON**  
★★★ **Lullabye in Ragtime**—DOT 15991—From the sound track of "The Five Pennies," side is relaxed and quietly pitched. Adult programming. (Dena, ASCAP)

★★★ **Battle Hymn of the Republic**—From the sound track of "The Five Pennies," this side is of much jazz and pop interest. Winds up with flags flying, as they say, and is an instrumental which will get heavy play. (Dena, ASCAP)

### FRED DARIAN

★★★ **And I Believed You**—RCA VICTOR 7610—Darian sells this pretty ballad sweetly over a good rock and roll backing. This has a chance for some coins. (Bermason, BMI)

★★★ **Danger**—Bright little ditty is sold spiritedly by the chanter helped by a bright backing. Both sides are good tho flip may have an edge. (Sherman & DeVorzon, BMI)

### BOOTS RANDOLPH

★★★ **Temptation**—RCA VICTOR 7611—The fine standard is performed brightly here by the Randolph ork, with vocal touches by a chorus over a driving tenor lead. A strong side. (Robbins, ASCAP)

★★★ **Sweet Talk**—Boots Randolph and his combo turn in a happy reading of a swiny instrumental here that could get the kids to dancing. It features a talking vocal by a thrush that is cute. (A. Edwards & Mangus, BMI)

### JERRY VALE

★★★ **Prima Donna**—COLUMBIA 41503—He speaks to the prima donna after the show is over. She broke his heart with the part she played. It's a pretty melody and Vale handles it with verve. (Delaware, ASCAP)

★★★ **What Do I Care**—A pretty tune and it's taken from the picture "The FBI Story." Another schmaltzy vocal by Vale that's worth spins. (Witmark, ASCAP)

### JOHNNY BROWN

★★★ **Tuxedo Junction**—DYNASTY 629—The swing hit of a decade ago is handed a wild reading here by the Johnny Brown combo, in a version that is rock and roll oriented. It moves and it's a good side for boxes. (Lewis, ASCAP)

★★★ **Splitsville**—Good riff effort is sold solidly by the instrumental group. Two sides that could be loot-catchers. (Melissa, BMI)

### THE EXPLORERS

★★★ **Vision of Love**—CORAL 62147—Good group outing on a pounding rockaballad with vocal gimmicks by the tenor. Strings are included in the arrangement. (Stow, BMI)

★★★ **On a Clear Night**—Ballad with beat comes in for a listenable treatment from the group over pretty ork support. Side has a chance. (Merrimac, ASCAP)

### HILLARD STREET

★★★ **The Way You Look Tonight**—DOT 15990—The beautiful Kern melody done most interestingly. Essentially a rockaballad as arranged here, it makes a very tasteful side—with triplets, violins and a chorus. (Harms, ASCAP)

★★★ **Why Don't They Let Me Forget Her?**—Good song; treatment is similar to flip; good vocal backed with violins and a triple beat. (Shaw, ASCAP)

### THE DUBS

★★★ **Early in the Evening**—ABC-PARAMOUNT 10056—The boys, on their first on the label, have a good sound. Side has a certain gospel flavor with good performance by the lead, even tho the arrangement is a bit old style. (Sophisticate, BMI)

★★★ **No One**—The lead turns in a listenable vocal job here, assisted with interesting bass and soprano sounds from the rest of the boys in the group. (Sophisticate, BMI)

### ROSALIE MANN

★★★ **Birthday Party**—CORAL 62149—A rocker, slanted for the teeners. Chick's vocal sounds right in the high school groove. (Figure, BMI)

★★★ **Powerhouse**—A rocker. Thrush does solidly with this one. Arrangement is packed with power on this side. (Figure, BMI)

**SARAH McLAWLER & RICHARD OTTO**  
★★★ **The High and Mighty**—VEE JAY 1020—Side is from the duo's album, "We Bring You Swing," wherein Otto plays violin and McLawler organ. Instrumental effects are very unusual, particularly the violin. (Witmark, BMI)

★★★ **Flamingo**—The beautiful tune gets a very pretty reading, made unusual by the uncommon instrumental pairing of violin and organ. Side is from album "We Bring You Love." (Tempo, ASCAP)

### ETHEL SMITH

★★★ **Take Me Along**—DECCA 30991—The organist offers a bright treatment of the title tune from the forthcoming musical. Jocks might find it a listenable programming change. (Valyr, ASCAP)

★★★ **St. Louis Blues**—The old Handy blues classic is done in a smart jazz-like framework by the organist. Also a possible deejay item. (Handy, ASCAP)

### JOHNNY HALO

★★★ **Little Annie**—ANGLETONE 538—Johnny Halo bows on the label with a wild reading of a new rocker about a chick named Annie who can really dance. Good wax that has a chance if exposed. (Pocono & Mac-Avery, BMI)

★★★ **Even the Birds Are Blue**—Another good reading by the young singer, this time of a weeper set to a good beat. Lad can handle a tune. (Pocono & Mac-Avery, BMI)

### KEN KAREN

★★★ **Nature Boy**—STRAND 25008—The hit of a decade ago, is handed a strong reading here by Ken Karen, who has a voice to handle the tune. An exciting waxing that could step out. (Crestview, ASCAP)

★★★ **A Little Love**—A big ballad receives a big reading from the chanter over listenable ork support. Two good sides. (Pompadour, BMI)

### RAY EHITIER

★★★ **President's Walk**—MERCURY 71518—A medium beat blues has a good sound. Guitar lead thruout has a Duane Eddy quality. Spinnable wax. (Actual, BMI)

★★★ **Slave Girl**—Another blues, in about the same rhythm framework. Again the guitar sound predominates in the arrangement. Can do as well as the flip. Two good dance sides. (Actual, BMI)

### THE BARRY SISTERS

★★★ **Mama, May I?**—ROULETTE 4197—Bright sound by the sisters on a rapid-paced, teen-slanted item. A chorus assists the chicks on the cute side. The gals are ready for lipstick, dates, etc. (Planetary & Joencil, ASCAP)

★★★ **I'll Wait**—The chicks say that they'll wait until their fellas have made up their minds on this cute Latinish side. Again the chorus is helpful. (Arena, ASCAP)

### LINDA SAMPSON

★★★ **In Between Years**—PIC 9341—In between teen is a waiting age, sings the gal. It's nicely done, and it should strike a chord with this age bracket. Program-mable wax by the new thrush. (April, ASCAP)

★★ **Lover of the Year**—Miss Sampson belts this rocker to a good rumba rock rhythm backing. Gal hands it a spirited go. (April, ASCAP)

### JEFF MILNER

★★★ **My Vow to You**—DALE 114—Milner sings in a tender, crooning style on this appealing ballad, which employs the Embers in the vocal back-up department. It's set to a triplet rhythm backing. (World-Sheraton, ASCAP)

★★ **Then (I'll Stop)**—Another attractive ballad reading by Milner. The artist has a good sound. Embers again are heard in support. (Republic, BMI)

### THE MODERNAIRES

★★★ **Like Young**—MERCURY 71529—The Modernaires take off on the current hit and come thru with a good, jazzy sounding of the tune. They do not sing the lyrics till about half way thru. Good jock wax. (Robbins, ASCAP)

★★ **Don't Dream**—Interesting tune is handled sweetly by the group over simple backing. (Hefti, ASCAP)

### ANN McCREADY

★★★ **Charade D'Amour**—CORAL 62148—The chick sings in French, and the chorus echoes in English. It's a cute side that might step out with exposure. (Davandon, ASCAP)

★★ **Lullaby of Broadway**—The oldie is done as a spicy cha cha by the thrush. It's

interesting treatment that can attract some coin. (Witmark, ASCAP)

### WALLY LEWIS

★★★ **My Baby Walks All Over Me**—LIBERTY 55211—A sad tale of a devoted lover whose baby walks all over him. Has a Johnny Cash touch. Good job here. (Lu-Tal, BMI)

★★ **Lover Boy**—An adventure of lover boy and his little girl down the block. It all starts when he's 10, then they get to be 15, etc., and the story builds thusly. It's half spoken, half sung by the artist. (Owen, BMI)

### FRED WARING & THE PENNSYLVANIANS

★★★ **The Donkey Song**—CAPITOL 4289—Attractive Italian ditty is sung well by the chorus, backed brightly by the ork. This could get a lot of spins. (Alamo, ASCAP)

★★ **The Inch Worm**—Fred Waring and His Pennsylvanians turn in classy performance of the Frank Loesser tune from "Hans Christian Andersen." They perform it accompanied only by celeste. (Frank, ASCAP)

### JEFF MONROE

★★★ **River Song**—FREEDOM 44024—A soft and tender ballad reading by Monroe in a side that has a certain Johnny Mathis quality. It's pretty wax and it can get spins. (Metric, BMI)

★★ **Just for a Little While**—An older tune, is given a pleasant performance by Monroe. The artist has a good touch. (Asa, ASCAP)

### LINDA & THE SEPICS

★★★ **Gonna Be Loved**—A rocker is sung (Continued on page 52)

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b/w

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**HARRY ELLIS**

#201

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# Reviews of New Pop Records

Continued from page 51

## GOOD SALES POTENTIAL

with spirit by the thrush over a pounding beat. Luss sells it well and she has a sound. (Cliff, BMI)

★ ★ ★ **Memories of Love**—The thrush, backed closely by the vocal group, performs this rockaballad in fair fashion over a routine beat. (Cliff, BMI)

### BILL AND DOREE POST

★ ★ ★ **If He Were in His Teens**—CREST 1066—Song has a lyric with a real story. It's well done by the duo, with a tastefully done arrangement. (American, BMI)

★ ★ **Walk Away**—An inspirational message is delivered by this lyric. It's in relaxed tempo. Pleasant. (American, BMI)

### MEL LEVEN

★ ★ ★ **Fight On for Old**—VERVE 719—Timed for the football season, this lyric is applicable to any school. It's done in rousing march tempo and a touch of comedy. (Royal Coachman, ASCAP)

★ ★ **Three Horned Flink**—A clever novelty done in semi-recitative style. Deejays look-

ing for offbeat material have it here. (UPA, BMI)

### THE KNIGHT BEATS

★ ★ ★ **Going to Town**—CRYSTALETTE 734—Bluesy theme is nicely handled by the rocka and chorus with voices used as instruments. Possible jockey interest. (Carsey & Gold Band, BMI)

★ ★ **Naughty Rooster**—Side begins with the clucking of a rooster. Horn then takes over on the Latinish rocker. Wordless chorus is heard periodically. So-so chances. Carsey & Gold Band, BMI)

### FRANKIE AND JOHNNY

★ ★ ★ **Big Clem**—LIDO 604—A story with certain folk historical tinges. It's about big Clem the hero of the mountain men. The boys give the tune a nice reading to an accompaniment which features a banjo. (Flame, BMI)

★ ★ **Together Tonight**—A simple ditty about two lovers who are happy to be together. Fair wax. Flip rates the edge. (Flame, BMI)

### SHIRLEY SCOTT

★ ★ ★ **Time on My Hands**—PRESTIGE 145—The Vincent Youmans standard receives a cheery, swingy reading by the organist, helped by bass and drums. This could go well on jazz boxes. (Miller, ASCAP)

★ ★ **Hong Pong**—Organist Shirley Scott performs this snappy little effort stylishly here. Side is taken from the lass' album titled "Scottie." (Prestige, BMI)

### RAY RENO

★ ★ ★ **Lola-Lola**—JOURNAL 901—A swingy vocal of the catchy melody. Backing behind Reno is very tasteful. (Robbins, ASCAP)

★ **I Understand**—An adequate reading of the Mabel Wayne tune. (Feist, ASCAP)

## MODERATE SALES POTENTIAL

### THE CHARACTERS

★ ★ **Columbus, You Big Bag of Steam**—PIP 100—From the Pip album. "Smash Flops," comes this Italian lingo tune that has to do with Christopher Columbus and his doubtful scheme. Some laughs here and some jocks might dig it. (Hall of Fame, BMI)

★ ★ **We're Depending on You General Custer**—Another of the songs "that might have become hits except for bad timing," has to do with an admonition to General Custer. More possible laughs here for jock use. (Hall of Fame, BMI)

### BOB DUFEK

★ ★ **Darling Since I Met You**—VARIETY 1016—A rather exotic item with a lush arrangement supports an only so-so vocal. Fair chances. (Chicago, BMI)

★ ★ **Do You Want It This Way**—Again the arrangement is noteworthy, tho the singer registers to only fair effect on the ballad. (Chicago, BMI)

### JERRY MADISON

★ ★ **Theme From Von Hutch the Mad Martian Pinstriper**—TOPS 307—Bluesy theme is played with spirit by the Madison combo on this new instrumental. (Sherman-DeVorzon, BMI)

★ ★ **Von Hutch the Mad Martian Pinstriper**—The lad tells about Von Hutch the Pinstriper, but he takes a long time to tell the tale. (Sherman-DeVorzon, BMI)

### DORITA

★ ★ **Kiss, Kiss, Kiss**—SCAMORE 110—Warm reading of a pretty beguine by the chick. It's a smart side that offers spinnable jockey wax. (Algowill, BMI)

★ ★ **I Don't Want You Anymore**—Sultry thrush effort on a bluesy theme. The chick handles the material nicely. It should move as well as the flip. (Algowill, BMI)

### NAT ROBERTSON

★ ★ **Baby Take Me in Your Arms**—NU KAT 119—Nat Robertson, with a style in the groove of Lloyd Price, handles this weeper well over slow backing. (Eastwick, BMI)

★ ★ **Country Boy**—Same comment. Folkish blues is sung with spirit by the singer. (Eastwick, BMI)

### DANNY LESTER

★ ★ **Tomorrow Night**—CHRISTY 115—Pleasant warbling stint by the chanter on a slowish, pounding rockaballad. Fair chances. (Rambolt, BMI)

★ ★ **It's Been a Long, Long Time**—Fair outing on the pretty oldie, done in an attractive, mild rock setting. Some coin possible. (Morris, ASCAP)

### JUDY VALENTINE

★ ★ **Gum Drop**—ABC-PARAMOUNT 10057—Miss Valentine turns in a rocking thrashing job about her high school hero whom she tenderly calls "Gumdrop." Side would appear to have medium prospects only. (Roxbury, ASCAP)

★ ★ **I Have a Loved One**—A sad, sad tale in which her loved has found another. Okay thrashing by the gal. (Roxbury, ASCAP)

### THE SURFERS

★ ★ **Tahiti**—HI FI 574—From the group's current album "Tahiti," comes this pleasant title side. Group sings the glory of the islands and their lore. (Criterion, ASCAP)

★ ★ **UHle**—An upbeat island type side in the style of the "Hawaiian War Dance." It's another pleasant side which could catch spins in some quarters.

# Reviews and Ratings of New Albums

Continued from page 40

## GOOD SALES POTENTIAL

reflected in the nonsense, noise and hilarity here. Using nursery tunes and other well-known songs as a basis, the comics have added some zany lyrics and action, and topical references to such as Dick Clark and the Chipmunks.

### INTERNATIONAL ★★

#### ★★★ MONSIEUR GEORGES BRASSENS SINGS

Epic LN 3619—An intine type of bal-ladeur is Brassens, who here accompanies himself on guitar in a number of tunes written by himself. The tunes, in the native French tongue, have a folkish air about them, which tends to cast Brassens in the role of observer or chronicler rather than just a singer. Tho vocally imperfect, his singing has a warmth and sincerity about it that is appealing. For fans of this genre, these dozen bands will prove interesting listening.

#### ★★★ GYPSY FIRE!

Veres Lajos Ork. Epic LN 3616—Veres Lajos is steeped in the lore of Hungarian gypsy music and here, with his ensemble, he shows his deep love and knowledge of the emotional gypsy genre. The melodies have much charm, zest and fire, as expressed by the magic violin of Lajos. Fine

moody romantic was well tailored for the seltzer bottle set.

## MODERATE SALES POTENTIAL

### POPULAR ★★

#### ★★ SIZZLING STRINGS

NRC LPA 6—Virtually all the numbers in this package date from the swing era. They are played by a combo consisting of two guitars, a mandolin and string bass. The group shows a valid feeling for the music and some unique arranging touches. Best bands are "Stomping at the Savoy," "Lover," "Slipped Disc" and "Eager Beaver."

### LOW-PRICE POPULAR ★★

#### ★★ GOLDEN STRINGS

Florian ZaBach. Wing MGW 12172—The virtuoso of the pop-styled violin performed here as maestro of a string-accented ork which plays a number of sprightly, frothy numbers. There's plenty of pizzicato as well as bowed melodies from the banks of fiddles here with a few spots for the maestro to move in as soloist. Appealing sound with tunes having a rhythmic setting. Name value can pull some loot here.

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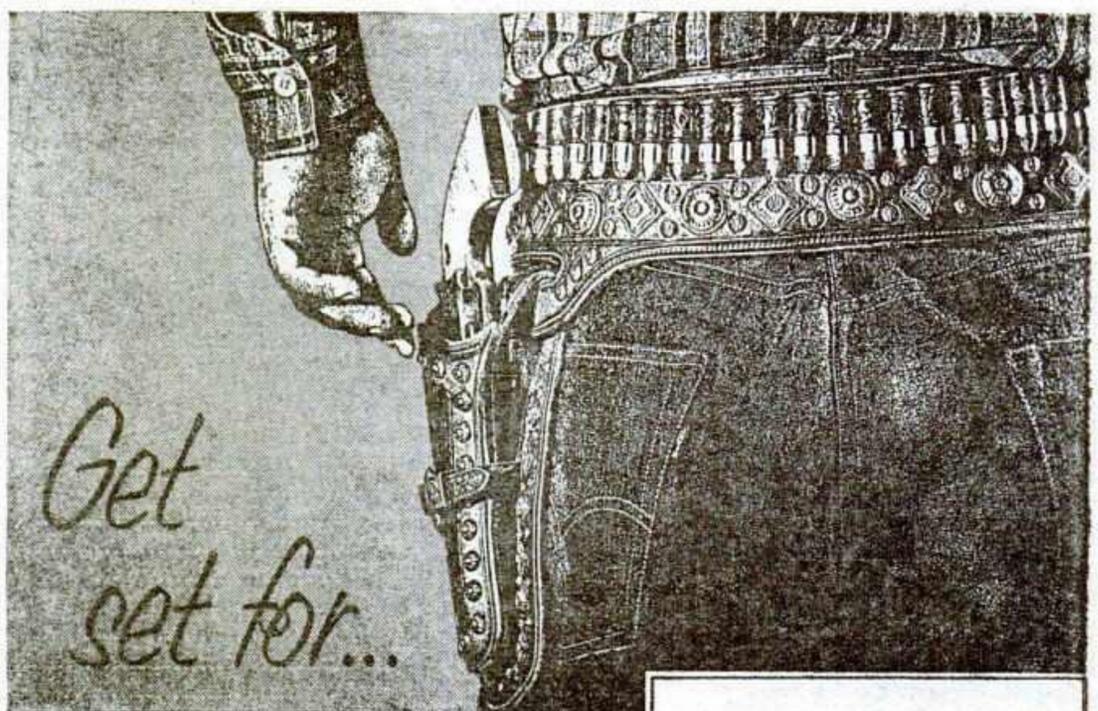
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## Fresno Fair Gets 150,018 In Four Days

**New One-Day Mark Of 62,702 Chalked; Weather Helps Run**

FRESNO, Calif. — The Fresno District Fair set a new day record on Saturday (10) when 62,702 people attended and had a total of 150,018 thru Sunday night (11), fourth of the 11-day run which ended here Sunday (18). Mark was 13,170 above the same days a year ago.

T. A. Dodge, fair secretary-manager, said the Saturday was the biggest day in local fair history. It topped by a substantial margin the 57,080 attendance for a comparable Saturday in 1958 as well as the previous high mark of 57,464 set in 1948, the first year the fair was held following World War II.

Weather for the run was good and was one of the factors attributing to the large attendance.

Entertainment features included "Dancing Waters," John A. Strong's Circus, Larry (Bozo the Clown) Valli, all playing repeat engagements. Strong's Circus played to 3,000 approximately on Sunday and was scheduled for appearances in front of the grandstand Tuesday, Wednesday and Thursday following the races.

The free show in the theater was booked and produced by Russ Stapleton of Fanchon & Marco, Hollywood. Opening with the fair on Thursday (8) and running thru Monday (12) were Sue Raney, Lois Ray, Rudenko Brothers, Les Marthys, Evers and Dolores, and Don Rice, emcee. The Petites were starred in the segment opening Tuesday (13) thru the second and closing Sunday. With them were Lacy Troupe, Cycling Saxon, Birk Twins, the Wedanys, and Bill David, emcee.

Alex Freedman, whose Freedman Concessions had the novelties on the independent for the 11th year and this year fence-to-fence, said his business was "most satisfactory." George Charbonneau, who had seven RainBo snow cone and candied apple stands, reported good business as did Jimmy Lynch, food concessionaire.

Crafts Shows, which combined the 20 Big and Exposition for the run, were featured on the midway. The Wild Mouse was top money-getter.

## VEEP, GOVERNOR SNIP RIBBONS AT DALLAS BOW

DALLAS — Vice-President Richard Nixon and Texas Governor Price Daniels did the honors at the State Fair of Texas on opening day.

Both rode in the big parade Friday afternoon (9) and then participated in the ribbon-snipping ceremonies that formally opened the fair and the second annual International Trade Fair in the General Exhibits Building. The governor cut the ribbon at the gate and the veep did the same at the trade fair.

## Downpours Hit Winston-Salem, Cut Gate 50%

WINSTON-SALEM, N. C. — Weather of the worst sort transformed the Dixie Classic Fairgrounds into a mudhole during its six-day run. Attendance at week's end was barely 50 per cent of last year—29,429 paid compared with 57,000 in 1958.

The fair was one of the best efforts in Neil Bolton's four years as manager, from an accomplishment standpoint. Exhibits were in place early and both the quality and quantity were rewarding. Weather, however, notably in the shape of persistent downpours, washed out most of the fair.

Attendance for the first days, thru Wednesday (7), was slightly

*(Continued on page 65)*

## DALLAS FAIR PILES UP COMFORTABLE GATE LEAD

**801,042 Attend First Six Days; McGuires, Ice Capades Draw Well**

DALLAS—Coming up to the end of its first week and with five days and six nights behind it, the '59 State Fair of Texas was maintaining a comfortable margin in attendance over that for the same period last year.

Actually, the fair had a half-day edge over last year, since the '59 run opened on Friday afternoon rather than the customary Saturday morning.

The early opening was due to the SMU-Missouri football game in the Cotton Bowl Friday evening. The fair opened under the same circumstances, on a Friday afternoon in 1955.

Thru Wednesday (14), attendance totaled 801,042 compared

with 773,512 thru the first Wednesday in '58. The first Saturday was a whopper with the sellout Texas-Oklahoma football game. Attendance was 219,643. This wasn't as big as the first Saturday last year when SMU and Notre Dame along with Rural Youth day were one and the same. The Saturday gate, however, was actually up in money, since this year it didn't include the kids, who come in free.

Attendance on other early days with '58 comparisons in brackets were: Sunday (11), 186,749 (165,872); Monday (12), 60,962 (52,623); Tuesday (13), 88,437 (110,773); Wednesday (14), 166,751 (183,938).

Weather for the opening was

fine but a steady rain set in all day Tuesday forcing the musical festival out of the Cotton Bowl into the livestock pavilion. Fireworks, too, were canceled and rescheduled for Thursday evening. Wednesday dawned cloudy, cold and misty, but skies cleared for a perfect evening.

Business was good at the top theatrical attractions. The Music Hall show "Star Light, Star Bright," with the McGuire Sisters and Rowan and Martin, opened with a good advance sale and attendance compared favorably with other shows of its type put on by the fair. In all 23 performances are scheduled in the 4,126-seat hall.

John H. Harris' "Ice Capades," brought in by Clarence Linz, opened with advance sales far up over last year and was doing extremely well.

The middle weekend, always big in attendance and spending, includes elementary school Friday (16), Rural Youth Day, Saturday (17), and the middle Sunday, which traditionally pulls big rural turnout.

## 150,000 Welcome N. C. State Fair

**Second-Day Rain Stops Strong Pace; Foley-Betty Johnson Fill Up Arena**

RALEIGH — More than 150,000 persons literally mobbed the North Carolina State Fairgrounds as the event — heaviest attended five-day fair in the East—got rolling on Tuesday (13). The tremendous reception had been anticipated since a huge sightseeing throng turned out Sunday to view the pre-fair activities.

This was the 50th anniversary

observance of 4-H work in North Carolina, and the theme was pursued in several locations. Outstanding, however, was the floral and shrubbery display in and around the State Fair Arena.

More than \$18,000 worth of landscaping indoors and outdoors was contributed by the State's nursery groups. A big lobby display was featured, as well as exhibits of lawn and patio furniture. The landscaping is being retained as a permanent feature.

The Red Foley-Betty Johnson combine headlined an indoor talent show which drew a full house on opening night. It rained solidly at midnight and continued thru Wednesday, however, cutting deeply into the turnouts. In front of the grandstand was the Satellite Revue of GAC - Hamid. Jack Kochman's thrill show was rained out on Wednesday and had Friday-Saturday shows ahead. Harness racing was scheduled for three afternoons.

Dr. J. S. Dorton, manager, had his son, Sib Dorton, aiding him. They termed the fair one of the best ever from an exhibit standpoint. Livestock was entered from 18 States.

Another sellout for the Foley - Johnson show was building on Wednesday in the rain. For the final three days the Everly Brothers were the headliners.

On the preview Sunday, which was not scheduled as part of the proceedings, the gates were closed. But somehow 20,000 people found their way into the grounds to view the setting up of the James E. Strates Shows and create a run on supplies of food, drink and novelty concessionaires. It had rained for two days and the grounds got muddied up as they are inclined to do as a result of inclemency. Paving of the main thoroughfares has been a continuing effort of Dorton.

Monday papers were devoted both to the fair and to the untimely passing of James E. Strates, whose midway has become a fixture here.

## Miss. State Fair Tops '58 At Gate, \$\$

JACKSON, Miss. — Attendance and receipts at the Mississippi State Fair thru Thursday (15), fourth day of its six-day run, were up, even tho Tuesday (13) was virtually a complete loss because of rain.

N. S. Hand, the fair's secretary-manager, said receipts from all sources at the end of the first four days were 17 per cent higher than at the same point last year.

A rodeo, produced by Gene Madison, of Rapid City, S. D., was scheduled for performances each night of the run. Tuesday's performance was lost to rain but was re-slotted as a matinee for Friday (16), school children's day.

On the midway the Royal American Shows registered substantially bigger rides and show grosses on three of the first four days and even with rain Tuesday the Royal's gross was 14 per cent higher than for the same period last year.

## Victorville Fair Attendance Tops '58 By Over 3,000

VICTORVILLE, Calif.—Three new attendance records were set at the 12th annual San Bernardino County Fair which closed a six-day run here Sunday night (11). Total attendance mounted to 39,679 as against 36,528 last year for a new high, Oren Robertson, secretary-manager, said.

Elks Championship rodeo, held for the first time in connection with the fair, pulled 5,005 customers with 2,353 on hand for the Satur-

*(Continued on page 65)*

## Atlanta Fair Tabs 335,954 Gate Total

ATLANTA—Given five days of rainy weather, including a torrential rain on closing day, Saturday (10), the Southeastern Fair here nevertheless wound up with a turnstile reading of 335,954, only 23,850 under the record set last year.

The weather thru the first five days of the run was good and the fair piled up a big attendance lead only to have it washed away in the last five days.

Despite the rainy wind-up, the fair chalked up record receipts from both the carnival and the permanent midway. The Gooding Amusement Company's major unit, managed by Hal Eifort, piled up a 10-day take of \$166,162, after taxes. This shattered the old mark of \$160,901 set by the Gooding aggregation last year. Rides and shows on the permanent midway grossed \$103,556 to eclipse the old

*(Continued on page 60)*

which accompanied the final day's activities.

On that Sunday an astounding 23,675 attended, with drizzles falling all day and overcast skies giving promise of impending showers. Last year the final day drew 32,364 people. The previous record year was 1954 when total attendance was 151,131.

Day-by-day comparisons with last year were as follows:

	1958	1959
Saturday (3)	5,456	25,483
Sunday	40,361	46,781
Monday	6,805	6,315
Tuesday	6,195	7,232
Wednesday	1,444	6,100
Thursday	7,911	6,125
Friday	6,735	4,861
Saturday	31,153	31,023
Sunday	32,364	23,675
Totals	138,424	157,595

Contributing to the lure of the fair, manager John Leahy reported, was the Royal Canadian Mounties troupe, supplementing the grandstand attractions. The Mounties were on hand all week, starting with opening Saturday and Sunday when overflow crowds watched

*(Continued on page 69)*

## Washington Shrine Goes to Dobritch

May Date Ties In With Cincinnati, St. Louis; Overlaps Palisades Run

WASHINGTON — Al Dobritch has been awarded the contract to produce the 1960 Shrine Circus for the Washington Shrine Temple, it was announced last week by Harry Martens Jr., Jack J. Black and Frederick Wilkens, all of the Temple here.

Black, circus chairman, said the decision was made after talks with other producers who were interested in the date. He said that the Washington show will be May 4-8 and will return to an indoor format, playing Uline Arena.

After signing the Washington

pact, Dobritch revealed that he has arranged new dates for other shows and now will have a series of engagements in the spring. They are Cincinnati Shrine Circus, April 4-9; St. Louis Police Circus, April 21-May 1, and Washington Shrine Show, May 4-8.

Overlapping this series will be a Dobritch date at Atlanta for the Shrine, April 18-24, and the recently announced Hunt Bros. and Dobritch combination for Palisades Park, April 15-May 22.

Dobritch produces the Toledo Shrine Circus October 21-24.

## Toronto Proves Big For Hamid-Morton

TORONTO — Hamid-Morton Circus played a successful engagement at Maple Leaf Gardens here thru October 3, with attendance reported to be 95,000 for 12 performances. Last year's count was 86,000.

This year included 21,000 attendance in two shows on the Friday and a turnaway of an estimated 3,000 on the Saturday. This was the 27th year for the Shrine Circus. Publicity was good in press and broadcasting.

Performance included Valeries, Sils Sisters, Pat Anthony's Lions and Tigers, Cosmos' high act; Wilson Sisters, Veronica Martell and Santiagos; Roland Tiebor's seal, Kayarts, Wazzan Troupe; Levines'

chimps, aerial ballet of 10; Dime Wilson, Happy Davis and the Tumbletons; Angela Wilno, Riding Fredericks and Cimses; Aero Stylites, Staneks' teeterboard turn, Flying LaMars; Triska Troupe, high wire; Charlie Allen's Bears, Al Vidbel's Elephants and Ponies; Captain Sputnik (Igor Romero), cannon act, and 15 clowns headed by Dime Wilson, Frank Cain and Charlie Cheer.

Staff included Charles Basile, manager and announcer; Bob Atterbury, personnel manager; Harry Savage, press; Len Humphries, business manager for George Hamid; Fingers Castle, props; Jack (Scotty) Wilson, band leader, and Joe Basile as guest conductor.

## Partly Hurricaned Out, Greensboro a Success

GREENSBORO, N. C. — Hurricane Gracie was an unwelcome visitor to the Greensboro Fair last week, buffeting the event for three solid days with winds and rain. It was Thursday (1) before any appreciable patronage was noted, but the fair rolled in high gear from then on.

The 48 acres comprise a unique development in fairdom, as they are completely paved and fenced. The plant is brand new, having been bought by the city from George Hamid Sr., developed as a municipal amusement and recreation center, and leased back to Hamid for fair purposes for 10 years.

The gates were opened and

lights put on Wednesday night but this was more a token than good business practice, as it was still raining heavily. On Thursday the crowds started turning out, and they were at peak size from then thru Saturday (3).

In the brief three days of action the World of Mirth Shows had an excellent gross. Paid admissions exceeded 115,000, it was reported, the strongest concentration of patronage the fair ever knew.

New buildings erected by the city — coliseum, town hall and auditorium — were not far enough advanced to permit their use during the fair, but they will be a vital part of future editions, as well as being used for various events thru-out the year.

## So. Ala. Fair Matches 1958 Despite Rain

MONTGOMERY, Ala. — The gate count at the South Alabama Fair here thru Thursday (15), fourth of the event's six days, was about the same as last year to the corresponding point.

The strong showing was made in the face of rains which sent a record children's day crowd Tuesday (13) scurrying home at 8 p.m. and which practically washed out the following day's potential. The fair opened Monday (12) to the biggest tee-off day turnout in its history and on Thursday (15) enjoyed one of its best Thursday crowds.

A shift in location gave the fair its biggest sale of commercial exhibit space and its best public service exhibits. These were housed in the coliseum, instead of under canvas, as last year.

The coliseum stagemat, which last year carried an admission charge, was offered as a free attraction, and the presentation—the Barnes-Carruthers revue plus acts booked in the Barnes-Carruthers office—drew extremely well and pleased the turnouts.

Lyle Hinds is the fair president; Bill Lynne is its secretary-manager.

### NO RAIN

## Texarkana Sets Many New Records

TEXARKANA, Tex.—Final figures released on this year's Four States Fair last week indicated attendance set a new all-time record and was a whopping 21 per cent ahead of any previous year, Mrs. S. G. Fisher Jr., secretary, disclosed last week.

The gate count was over 100,000, which was 42 per cent ahead of last year. Two school days brought over 60,000 to the grounds. For the first time in the 15 years the fair has operated no rain fell during the run.

Gross receipts at the Homer Todd Rodeo were a hefty 35 per cent ahead of any previous rodeo, another new high. Benny Reynolds, cowboy who won fame on the TV show, "Name That Tune," com-

(Continued on page 65)

## Rocky Mount Hits Record, Over 60,000

ROCKY MOUNT, N. C. — A record attendance exceeding 60,000 resulted from fine weather attending the Rocky Mount Agricultural Fair. The break provided new highs in grosses for the fair and for the midway, provided by the O. C. Buck Shows.

Paid admissions were over 30,000, Norman Y. Chambliss, general manager, reported, and the three children's days plus passes accounted for the rest. Rocky Mount schools provided more than 5,000 youngsters.

The Jack Kochman office booked Tournament of Thrills in as a pre-venue attraction, with 2,106 specta-

(Continued on page 65)

## Spartanburg Wins Gate Hike in Rain

SPARTANBURG, S. C. — Piedmont Interstate Fair operated in a drizzle for the first part of last week. The rains fell intermittently for three days, but, surprisingly, front gate figures were ahead of last year's, as was the Cetlin and Wilson Shows' gross.

The hardiness of Spartanburg's kiddie patrons was evident Tuesday (13) on children's day. A not uncommon sight in the past has been to see youngsters parading barefoot in the rain, shoes hanging from their necks, and the sight repeated itself last week.

Clearing skies were expected to see a rebound over the weekend.

Former years have produced such results and the weather held the key to success this time.

Only decrease of any nature was experienced at the grandstand, where the GAC-Hamid European-Olympic Circus was offered. No thrill show was scheduled this year. Stock car racing promoted by Joe Littlejohn was on the card for Saturday (17).

On the exhibit side the fair was far superior to last year. Mrs. Margaret Moore again provided an outstanding floral building display, and another successful element was the Oak Ridge exhibit, "You and the Atom."

## Waterloo, Ia., Gross Up Despite Weather

WATERLOO, Ia. — Altho rain cut attendance at the National Dairy Cattle Congress here, gross income topped last year, due to increased admission prices and a bulge in receipts from the midway.

During the eight-day run, ended Saturday (10), rain fell on seven days. Attendance, unofficial as yet, was given as 210,000, about 15,000 under last year, Norbert Kash, manager, disclosed. The new 75-cent gate helped, however, and the appearance of a complete midway, the Art B. Thomas Shows, for the first time, gave the fair a 50 per cent increase in ride and show money. For years the midway has been made up of a permanent Kiddieland on the grounds plus booked in rides and attractions.

The featured shows in the Hippodrome, which included mostly name

attractions, generally did well. First show, in for three days, was Betty Johnson, Somethin' Smith and the Redheads plus acts. The rain over the weekend cut into turnouts. The Red Foley show, in for two days, did real well. On Thursday and Friday, Fabian headed up the bill but just did so-so, competing with a high school football game on one evening. Fabian did well on Saturday, however, along with a free kids' show in the morning, featuring Marshall Jay, a local TV name. The Monday kids' day was rained out and a second one that morning scored big.

The fair's farm machinery exhibit was ahead of last year, always an important feature here, and, according to Kash, most of the commercial exhibitors were well pleased with results.

## Rain Hits Danville; New Art Show Clicks

DANVILLE, Va. — The Danville Fair ran into a wall of rain during its latter stages last week, but the inclemency was the fair's only disturbing element. From an exhibit standpoint this was an outstanding fair, with an exceptionally large number of tobacco and corn entries. Premiums paid exceeded \$12,000.

Attendance for the five days totaled 35,006 paid admissions. Not included are the hundreds of Dan River Mills retired workers and their guests, who visited the grounds "on the house" on opening day.

On the first day, Tuesday (6), were 2,940 compared with 2,703 on the same day in 1958. On Wednesday the attendance was 14,158. Then came the rain, which

cut Thursday to 6,474 compared with 11,756 the year before.

Friday was overcast with a thunderstorm at nightfall, and Saturday (10) also drew bad weather.

The first fine arts competition pulled more than 80 paintings to the gratification of Manager C. C. Finch. A goodly number of people interviewed reported attending the fair for the first time, solely because of the art display.

Consideration is being given to making the day honoring Dan River retired employees an annual event. Finch said it may be possible in future years to extend the same courtesy to retired employees of other firms in the area.

It was the 21st annual visit of the James E. Strates Shows to the midway.

## York, Pa., to Dedicate Samuel Lewis Entrance

YORK, Pa. — The five-day York Inter-State Fair drew more than 264,000 persons, it was reported this week. Coincidental with this announcement were reports that space reservations for next year are substantially ahead of the 1959 pace, and that the Samuel S. Lewis memorial gates will be dedicated shortly.

John A. Dempwolf, concessions manager, said 77 contracts for \$36,038 worth of space have been signed, compared with \$24,653 to this point a year ago.

Horace B. Faber, president, presided over the meeting. Arrange-

ments for the dedication are being handled by Ralph B. Jacobs, vice-president and treasurer; John M. Rudisill, general manager, and Dempwolf.

Policing this year's fair was a force of nine plainclothesmen under Albert B. Verbecken, State police captain who has retired after 34 years and established an agency bearing his name, in Harrisburg. All are retired State or city policemen. There was also a force of 18 captive State Troopers.

Pay raises for many fair personnel this year were offset by a parking charge increase from 50 cents to 75 cents.

## Kelly-Miller Closes Oct. 25; Rain Hits Hard, Shows Lost

KINGFISHER, Okla. — Al G. Kelly & Miller Bros. Circus will close Sunday (25) at Prescott, Ark., and go direct to quarters at Hugo.

The show has been taking more battering from the weather. There has been much rain, mud and wind. Tractors were needed to get the show on and off many recent lots. At Vinita, Okla., the show tried three locations before finding one solid enough to use. Getting to Enid early, the show personnel spent the day repairing canvas and other equipment hit by weeks of bad weather.

Business has been light in the

afternoons and fairly good at nights. Recent stands include El-Dorado Springs, Mo., a third and a half in rain; Lamar (1), one third and three-quarters in rain; Carthage (2) one-third afternoon and lost to water at night; Monnett (3), lost to water; Mt. Vernon (4), three-quarters afternoon in deep mud; Vinita, Okla. (6), third and half; Pryor, (7), one-third and three quarters; Nowata (8), one-third and capacity; Bartlesville (9), one-third and half; Ponca City (10), capacity and capacity; Caldwell (11), lost to soft lot; Enid (12), one-third and three-quarters, with tornadoes in the area later.

# TALENT ON THE ROAD

## Roy Rogers, Dale et al. Rack Up \$603,000 Gross

Roy Rogers, Dale Evans and their troupe totaled up the score at fairs and rodeos this summer and came up with a gross of \$603,000 in 60 performances at eight events. It breaks down as follows: Oregon Centennial, Portland, 10 shows, \$72,000; Days of '47 Rodeo, Salt Lake City, seven, \$97,500; Ohio State Fair, Columbus, eight, \$77,000; Iowa State Fair, Des Moines, seven, \$60,000; Indiana State Fair, Indianapolis, five, \$44,000; Mid-America Fair, Topeka, eight, \$94,000; Great Allentown (Pa.) Fair, nine, \$97,500; Mid-South Fair, Memphis, six, \$61,000. The 603G was reaped in 42 show days. . . . E. O. Stacy, Music Corporation of America, has come up with some new blood for fairs next season. He'll be offering Ken Murray and Marie Wilson this winter. The duo clicked big at Chicago's Palmer House in recent weeks. Best known for their long runs in Blackouts in Hollywood and both have been longtime TV performers.

The Lawrence Welk 1954 appearance at the Corn Palace in Mitchell, S. D., still holds the all-time record at that colorful amusement center. It'll probably stand for some time as these days the spot is only programming 12 shows, while five years ago it was 15. In '54 the Welk-headed show pulled a record 48,482. Guy Lombardo, at his 1958 appearance, jumped into second spot. This year 30,417 saw a show that included Shep Fields, Mills Brothers, Snooky Lanson, Marthys, Elkins Sisters, Leo De Lyon, Manhattan Rockets and Daryl Kurtenbach, the latter at the organ. The show cost \$23,000, according to Corn Palace execs, and gross receipts were \$61,560.95 from all sources. . . . Jerry Hartnett's Puppets and Nicky Re David with his Paddlestocks, have been booked by N. L. Royster thru Irv Klein, Baltimore, for the annual WSAV Christmas Showcase, November 27-28 in the Harrisonburg, Va., Armory. Also on the bill are the Sunshine Boys, gospel quartet, thru John Langlois, New York.

TV SHOWCASE: Gale (Annie Oakley) Davis, Rin Tin Tin, Rosemary Clooney and Nat King Cole will guest on the October 21 Perry Como show. . . . Jimmy Durante added to the roster of NBC's tribute to Eleanor Roosevelt October 25. Jack Benny, originally skedded for the show, was scratched. . . . Lassie and her master, Jon Provost, of the CBS series, were recent guests of honor at a party at United Nations Headquarters in New York where they helped launch the "Trick or Treat for UNICEF" drive. . . . Tony Bennett, Nikolai Dancers and Lola Albright join Steve Allen show on October 19. . . . Cliff (Charley Weaver) Arquette, will be in color on the Tennessee Ernie Ford October 22 segment. . . . Johnny Cash and the American Ballet Theater with John Krisa and Ruth Ann Koesum set for the October 23 Bell Telephone Hour. . . . Jimmy Dean and vent Shari Lewis, were on the October 18 Chevy show on NBC. *Charlie Byrnes*

# ROLLER RUMBLINGS

By AL SCHNEIDER

A GALA two-day roller-skating show, put on by the Roller Skating Rink Operators' Association of Massachusetts, realized more than \$6,000 for the Jimmy Cancer Fund. The affair, under the direction of John S. Rando, operator of Wal-Lex Rollaway, Waltham, and president of the New England RSROA, was held at the Boston Arena September 26-27. More than 8,000 persons attended the two-day show,

which was announced by Jim Britt, WHDH-TV special events man and newscaster. On hand to receive the check for the Jimmy Fund was Ted Williams, Red Sox slugger and chairman of the fund's drive.

Some 600 youngsters and teenagers from the 27 roller-skating rinks in the Bay State participated in the two and one-half-hour show prepared by professionals at the rinks.

So successful was the event that the rink men are mapping plans for the same type of event for the next two years. Other organizations have noted the beneficial effects of this show and others run by the RSROA and have asked the group to aid their causes.

Rando reports that he has been asked by the Cerebral Palsy Association to assist them in its drive and the organization has agreed to help. This will be a special project in the near future. The New England RSROA also is donating 300 pairs of roller skates for retarded children in State institutions.

The governor of the commonwealth recently cited Rando for his work with retarded children. Rando has for some time set aside two afternoons each week when the afflicted youngsters can come into Wal-Lex Rollaway. Officials report that the effect on some of the children has been miraculous.

Rink owners, their wives and managers are invited to attend the Manufacturers' Association of the

Roller Skating Industry (Marsi) being held at the Chapman Park Hotel, Los Angeles, October 19, and at the Multnomah Hotel, Portland, Ore., October 26. Exhibitors and the leading lights of the roller skating industry will gather to assist in the promotion of roller skating. The Marsi tradeshow were planned for the convenience and benefit of the West Coast rink owners. The guests will be entertained at the close of the sessions at a cocktail party and dinner.

September 27 was the last day of roller skating this year at Steinberg Memorial Skating Rink, St. Louis. James E. Heath, commissioner of recreation, said an opening date for the ice skating season will be announced soon. He reported 46,000 roller skaters attended the rink in 1959 compared with 42,000 in 1958.

Jim Gallant, WNHC-TV personality, has resumed Wednesday-Thursday night performances with his own-produced stagemusical at Marino's Danz-or-Roll, Waterbury, Conn., and Marino's Danz-or-Roll in suburban Watertown.

Bowlerskate, Norwalk, Conn., has been displaying art created by Evans Kerrigan, of the advertising sales staff of The Stamford (Conn.) Advocate, afternoon newspaper serving this area. Kerrigan's work has been previously exhibited in several area shows.

## Bakersfield Fair Turnout Tops 200,000

BAKERSFIELD, Calif. — For the first time in its history, the Kern County Fair pulled more than 200,000 people and had 14,796 to spare during the seven-day run which ended here October 4, Robert King, fair secretary-manager, said. The attendance was 34,921 over 1958, the record to that time.

King attributed the success to the swim show in which a commercial exhibit was utilized for entertainment. Also on the fair's side for the run was the weather.

A free vaude show was presented each night with George Hunt presenting it in two segments. Opening on Monday (28), and running thru October 1, Hunt and his Hollywood agency, featured Evers and Dolores, Bob Karl, Ruth and Carl Carlsson, Six Flying DePauls and the Hollywood Glamourettes. The last three days had Duke Art, Madcaps, Petites, Chaudets, and Glamourettes. Lou Southern, who handled special events, emceed the shows. Capt. Jimmy Jamison, booked thru John Billsbury in Hollywood, gave one performance nightly.

John A. Strong Circus was also a free attraction thruout the fair. Eddie (the Clown) Edwards worked the independent midway and conducted kid contests. Helicopter rides were provided by Las Vegas Airways. Price for an aerial tour was \$3.50 per person.

West Coast Shows, the California and Oregon units combined, played the midway and closed the season here.

## Swenson Inks Blaine, Others For '60 Trek

SPRINGFIELD, Mo. — Aut Swenson, owner-operator of the Thrillcade bearing his name, announced here in winter quarters that he had signed a number of his staffers, including Kenny Blaine, stunt driver, for next season.

In addition to Blaine, set to return in '60 are Jimmy James, Marvin Eck and Tex Densmore of the performing crew, plus Gordon Sollie, announcer, and Tom Gunnells, in charge of outdoor advertising.

The final three weeks of the season were rough for the show weather-wise, with nine complete washouts during that period. Included were dates at Kenett, Mo., Pine Bluff, Ark., and Fort Smith, Ark. Four shows were dropped at the Tulsa State Fair and another at the Dixie Classic Fair, Winston-Salem, N. C.

The show unveiled a 1960 Ford on the same day they were introduced to the public and received much publicity on the event.

## El Paso Okay For Gil Gray

EL PASO, Tex. — Gil Gray's Circus played here Thursday (1) thru Sunday (4) to good business. Appearing at the Coliseum, the Gray show had afternoon houses of 6,200, 6,100, 6,200 and 6,000. There was a morning show for 6,100 in the 6,200-seat building. Night houses were 3,100, 5,000 and 6,100.

## Harold Circus Date Falters in Chicago

### Unions Form Committee to Receive Ticket Income for Later Pro-Rating

CHICAGO—Knights of Columbus Circus, produced by Harold Bros. Circus, limped thru its run here last week. Attendance was extremely small and there were repeated threats that performances would not be given.

The show opened Saturday (10) and played to very light houses from the first. It was closing Saturday (17) as scheduled.

By Thursday (15), a committee representing the AGVA, electricians, ticket sellers, and others had been set up to receive all income on the show. After the final performance Saturday (17) the committee plans to stay in existence until final returns are in on membership sales.

The show was said to be disorganized from the first on several points. Advertising policies were uncertain. There were no reports ahead of the opening on membership ticket sales and none of that income began to turn up until halfway thru the run. There was about \$20,000 due on block ticket sales and book ads, and about \$6,000 of it had been collected. The sponsor continued to believe the final tally would more than cover costs.

Performers and others on the show became concerned by Tuesday (13) about prospects of being paid. AGVA's Ernie Fast arrived and asked the sponsor for funds to cover the wages. The AGVA said they would not okay the Tuesday night performance until the sponsor made some such arrangement. In an emergency meeting the sponsor's directors promised action.

The Tuesday night show was delayed a half hour for these meetings but then was given. Attendance one night was the low point of the run, 142 paid. A high of 2,800 paid was registered on the first weekend. Thursday night the show had 1,080 paid.

When the union was threatening to order its members not to work, a number of acts indicated they would follow the AGVA's order. Other acts indicated they had no intention of quitting and would offer to work as long as there was to be a show.

Late Friday, Fast said that AGVA had stepped in to help save face for the show. He said that the committee will continue about 40 *(Continued on page 58)*

## Beatty-Cole Night Houses Drawing Well

HAMMOND, La. — Clyde Beatty & Cole Bros. Circus has been getting good night business in Louisiana and Mississippi. Opelousas (6) gave one-quarter and three-quarter houses. Baton Rouge followed with half and near-full houses. Hattiesburg, Miss., had turnouts of half and near-full proportions. McComb gave two half houses (10), and Hammond had a matinee-only good for near-capacity business Sunday (11).

## Ala. State Fair Wins Despite Rain, Clouds

BIRMINGHAM—The weather-whacked Alabama State Fair closed its six-day run Saturday (10) in the black.

The achievement was registered despite rain or threatening skies thru most of the run.

Higher admission price (\$1, up 25 cents from last year) bigger receipts from the carnival midway where the Olson Shows operated; a bigger gross from the permanently installed midway attractions, and better-than-'58 night grandstand receipts were factors in overcoming the weather.

Rain washed out one night grandstand show and also the auto race program scheduled to be presented on closing afternoon by Al Sweeney (National Speedways).

Biggest turnout of the week was on Saturday night (10) following a driving afternoon rain. The grandstand crowd that night was slightly under that for the corresponding night last year. Robert Horton was the headliner then. Darren McGavin (the Captain in TV's Riverboat series) headed the show the previous night and played to a good crowd, the best night turnout of the week. Other TV names presented earlier were Zorro, Jim Bowie and Peter Gunn.

All were booked in thru Clyde Baldschun as the added attraction to the Barnes-Carruthers revue, which was in along with the names for the full six nights. Virgil Pier-san, the fair's publicity chief, emceed and worked some routines with the TV names.

## Cristiani Closes Sunday; To Reopen for Home Run

HOUSTON — Cristiani Bros. Circus will follow its three-day (15-17) stand here with a day (18) at Baytown, Tex., and then close for a week. It will reopen October 25 and play its way eastward along the Gulf Coast to reach the vicinity of Mobile, Ala., October 31. It will close there and go into winter quarters at Sarasota.

The show denied various reports that it would winter in Macon, Ga., or York, S. C., and indicated it

would make new arrangements in Sarasota.

After the Baytown stand, several trucks will be sent on ahead to quarters, and it will be a cut-down show that plays the final week, working its way home.

Also dropped were plans to play New Orleans. The show made a concerted effort to find an adequate lot in that city but was unable to locate one early enough to allow adequate promotion.

# Eight Days of Rain Hits Puyallup Fair

PUYALLUP, Wash. — Attendance at the nine-day Western Washington Fair, which closed here September 27, totalled 357,555, John H. McMurray, fair manager, said.

There was only one day without rain. On the rainless day, Wednesday (23), an all-time attendance record for the only Wednesday of the fair, designated as Tacoma Day was set at 58,622.

This year's attendance was 11,668 below the past five-year average for fair attendance, and 20,693 below the 1958 attendance.

Steady rain on the opening Saturday and Sunday made mud out of the race track and rodeo arena. None of the 18 afternoon and evening grandstand shows were canceled. Acts in addition to the horse races and rodeo events included the Wallendas, Happy Kellems, Ella Carver, Joanides, La-Norma, Miller and Archer, and the Dorchesters.

Ten acres of fairway, under the management of Fred Pyfer, Summer director, included 29 rides and "Dancing Waters." Phyfer reported the Roller Coaster continued as the largest paying ride, with the Skooter and Mad Mouse second and third.

Companies operating rides at the fair were Douglas Greater Enterprises, Kent, Wash.; Oaks Park Amusement Company and Interstate Amusement Company, both of Oregon.

# Schermerhorn, Ex Ind. Fair President, Dies

KENDALLVILLE, Ind.—Funeral services were held here Sunday (11) for John H. Schermerhorn, 70, former Indiana State Fair Board president. Schermerhorn succumbed here Thursday (8) following a heart attack.

He was a member of the fair board eight years and its president for one—in 1953. For four years he served as director of the Manufacturers' Building on the fairgrounds and for two years was director of the grandstand. His interest in fairs brought him the added recognition of the presidency of the Noble County Fair Board, a position he held for 20 years.

Schermerhorn served three terms in the Indiana House of Representatives, from 1935 to 1941. He had also been elected as Noble County councilman.

Survivors are his widow, Mrs. Edna Schermerhorn; a son, John H. Schermerhorn Jr., of Brimfield, Ind.; two daughters, Mrs. Margaret McWilliams, of Albion, Ind., and Mrs. Charles E. Stevens, of Angola, Ind.; a brother, Ernest Schermerhorn, of Brimfield, and eight grandchildren.

# Ike Appoints Fair Group

WASHINGTON — President Eisenhower has named a group of three to study the feasibility of a world's fair in the United States in 1964 and to recommend a site.

Named were Harry Bullis, Minneapolis, chairman; Aksel Nielsen, Denver, and Charles Sawyer, Cincinnati.

# FAIR-EXHIBITION MANAGEMENT

## Tulsa Snaps Back After Wet Opening

TULSA—The Tulsa State Fair gave a good display of its strength during its seven-day run that closed Friday (9).

Downpours before the fair opened and during its first three days flooded many of the towns from which the fair draws its patronage. The rain over the weekend washed out most activities at the fair.

Yet, total attendance was 566,055 compared with 610,629 last year; "Ice Capades" grossed \$12,000 more than in '58 when it took in \$76,000, and the William T. Collins' Shows was around \$5,000 ahead of last year on rides and shows. Collins had the two biggest days ever here on Thursday and Friday pulling in over \$25,000 on the final day and just under that figure on Thursday.

The icer was SRO the last two nights and an extra matinee on Friday also helped. The latter was held to accommodate many ticket-holders who were unable, due to flooded conditions, to come earlier. Clarence Lester, fair manager, said the extra show will be continued next year.

Losses to the fair accrued from parking, with the lots too soft to accommodate cars and from the grandstand where four performances of the Swenson Thrillcade were washed out the first two days.

## Memphis Lists Marks Set During Record Run

MEMPHIS—In the wake of the record-setting Mid-South Fair here, G. W. (Bill) Wynne, manager, listed some of the increases that went toward setting all-time highs. For the first time, the fair topped the half-million attendance mark with 515,967.

The Roy Rogers and Dale Evans show played to 41,515 people, who paid \$60,700. The rodeo, with Bat Masterson, grossed \$43,500 with 33,791 people seeing the events.

Outside gate receipts were 30.78 per cent ahead of last year. Attendance was 39.7 per cent ahead of the '58 record. Rides and shows, brought in by Clif Wilson, were up 51 per cent while games, concessions, operating on a percentage, were up 43 per cent.

## 100% Jacksonville Response Follows Radio-TV Invitation

JACKSONVILLE, Fla.—An unprecedented 100 per cent attendance followed the call to news media in the Jacksonville area for a pre-fair meeting. Purpose was to plan advertising and publicity campaigns for the Greater Jacksonville Agricultural and Industrial Fair, to be held November 12-21 at the Gator Bowl. Managers and/or owners of each radio and TV outlet were invited; all attended. All media are represented on the directors' list and support thru the years has been excellent thereby.

James N. Watson, fair president, has been presented a plaque in appreciation of his services from the fair directors. Mrs. Kay Armstrong, administrative assistant, has confirmed that a sellout of the 125 exhibit spaces is imminent. Mrs. Embree Humphrey, local newspaper-woman, has been named publicity director.

## Brandon Winter Ex Okays New Building

BRANDON, Man.—Directors of the Manitoba Winter Fair have approved the construction of a one-story, steel-sheeted building to cost an estimated \$73,000.

The 90 by 136-foot structure, with no center post obstruction, will be close by the present winter fair building. It is expected to be ready in time for the annual show in the early spring.

A two-story concrete addition to the present building had been considered but would have cost \$110,000.

## Weyburn, Sask., Gets 100-Year Plant Lease

WEYBURN, Sask.—A 100-year lease has been drawn up between the City of Weyburn and the Weyburn Agricultural Society covering the local fairgrounds. This paves the way for representation to the federal government for a grant to the society toward construction of a proposed agricultural auditorium to be known as the Agritorium.

The structure is expected to cost nearly \$375,000. City burgesses have approved a city grant of \$200,000 and a grant of \$100,000 is expected from the federal government. Grants are also anticipated from the provincial government and local and district organizations. Citizens have already contributed or pledged \$39,322.

## Langdon Skeds Weekend

LANGDON, S. D.—The Cavalier County Fair, for the first time, will operate on a weekend in 1960, Dick Forkner, secretary, has announced.

Next year the event will operate Thursday, Friday and Saturday, July 7-9. The dates were moved up a week from the past few years in order to obtain better entertainment and horses and rides, it was pointed out. For years the fair either ran the early part of the week or during mid-week.

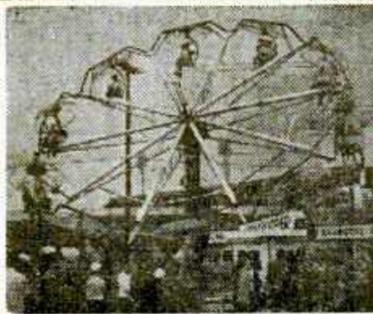
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# AMUSEMENT PARK OPERATION

## R.R. Writes About Hames' Miniature; Butlin Weds

THE MINIATURE train at Botanic Gardens, Fort Worth, is subject of a feature in T & P Topics, the Texas & Pacific Railroad magazine. Railroad ride is owned by Bill Hames, Texas showman and ride owner, and it is five miles long. Equipment includes Herschell Miniature Train steam and Diesel models. . . . British sources report that Billy Butlin, park and resort owner, was married in late September. . . . At Copenhagen, Tivoli's Concert Hall is being used in the winter by the National Radio Department for a program called "Television From Tivoli." Victor Borge made a series of TV films in Copenhagen for a U. S. television series and one of these was filmed at Tivoli.

Robert Kissell recently had a Mad Mouse installed at his Kissell Bros. Park in Cincinnati. Altho it was installed late in the season, the ride's gross was reported to have been highly satisfactory. . . . Public hearings have been held at Los Angeles regarding a contract by the city for operation of the proposed new \$6,000,000 zoo there. . . . A fire at Southend Pier, Southend, England, recently marooned 300 vacationers at the end of the pier. They were rescued by river boats. Ballroom, miniature train and stores at the end of the pier were lost.

Tom Parkinson

## New Hours Scheduled For NAAPPB Exposition

HOURS OF OPERATION for the trade show of the International Outdoor Amusement Exposition at the Hotel Sherman this year have been altered. John S. Bowman, secretary of the NAAPPB and manager of the exposition, announced that the new hours are in accord with the requests of members of American Recreation Equipment Association and other exhibitors at the show. A major change is that the hall will not close down at midday. New hours are 10 a.m. to 6 p.m. on Sunday, Monday and Tuesday. On the final day, Wednesday, December 2, the show will close down at 5 p.m.

## Jury Decides in Favor Of Park on Injury Claim

HARTFORD, Conn.—A jury here decided against a man who sought damages for injuries sustained when he jumped in front of a Riverside Park kiddie pony cart ride. It awarded a nominal amount to cover medical expenses for the man's daughter. The two had sought a total of \$75,000 in damages and were awarded only \$500. In the testimony it was charged that the ride had stopped momentarily and the child, thinking it was over, stood up to leave the cart. Then the ride started up again and injured the child. The father jumped into the ride to reach his daughter and he was injured. The jury decided that the park was not liable when the man voluntarily assumed the risk of danger by moving into the path of the device.

## Parkmen Travel Far, Wide In Off-Season Vacations

BOB GUENTHER, NAAPPB vice president, is vacationing from his duties at Olympic Park, Maplewood, N. J., sojourning at Sun Canyon Ranch, Warrenburg, N. Y. Mrs. Guenther is along. . . . John Miller, Kishocoquillas Park at Lewistown, Pa., is just back from a vacation trip to Canada and Niagara Falls. Mrs. Miller and the children accompanied him. . . . Bill Spence, operator of Surf Ballroom, Nantasket Beach, Mass., is the new president of his chamber of commerce, and Larry Stone of Paragon Park is vice president. . . . They say that Spence acquitted himself handsomely in his inaugural speech as president. Spence is the son-in-law of John Collins, New England amusement park operator. . . . Amusement park operators wanting to know how to avoid bad weather should ask the advice of H. J. (Chief) Terrill, head of Silver Beach Park, St. Joseph, Mich. He reports that he wasn't rained out a single day during the season just closed. . . . Chief, tho, is in the snow belt of Michigan. One of his last chores in closing for the season was to erect snow fences. . . . Mr. and Mrs. Max Schaffer of Playland Amusements, New York, are just back from a six weeks' European trip. This is their second overseas trip in as many years, having taken the NAAPPB tour last year. . . . Kiddieland Operator Ferd Clemen says he's more than pleased with the season just closed. His Cincinnati operations met all expectations and his Newport, Ky., park showed a 27 per cent gain. . . . John Carlin, head of Buckeye Lake Park, Buckeye Lake, O., is busy with an extensive program of improvements at the park. They're remodeling the bowling alleys, installing new automatic equipment, putting in new sewers and more. Soon as this is finished, Carlin will go on to his winter home at Baltimore.

John Bowman, Secretary, NAAPPB.

# NAAPPB Pool Session Expands Program Plan

CHICAGO—Seeking to attract a much greater number of operators of commercial swimming pools and private swimming clubs to its 1959 convention, November 29-December 2, the National Association of Amusement Parks, Pools and Beaches is greatly expanding its Pool and Beach program sessions.

John Phillips, of Phillips Swim Club, Dayton, O., pool and beach program chairman, has been planning the three-day program.

To make attendance at the session more worth-while to the average operator, Phillips said, NAAPPB is developing this three-point program:

Opening exhibits at the NAAPPB outdoor amusement show to pool and beach suppliers.

Arranging two morning sessions of problem-solving, cost-cutting and revenue-increasing ideas which will help each pool operator.

Devoting one whole day of the convention to live demonstrations and a field trip to see some of the latest innovations which enable pool operators to have a 12-month revenue-producing program instead of one limited to the summer.

Among the things to be seen on the field trip, Phillips said, will be the new indoor-outdoor pools and pools which are convertible into ice skating rinks during the winter.

The demonstrations, the chairman added, will include a water show at the Town Club pool in the Sheraton Hotel. This aquatic entertainment, directed by James H. Carnahan, formerly Red Cross Midwest safety director, and Adolph Kiefer, Glenview, Ill., pool supplier, will illustrate ways pools and swim clubs can increase patronage with special events.

Phillips said that two companies already have taken space in the special section reserved for pool and beach suppliers. The remaining spaces are expected to be sold out within the next few days.

With co-operation of the Midwest Pool Operators Association, an affiliate of the National Swimming Pool Institute, NAAPPB is greatly broadening its invitation list to the 1959 affair. More than 1,500 operators of commercial

swimming pools and clubs in the United States and Canada will be given special invitations.

The NAAPPB affair is the only Midwest convention and show for pool operators in 1959, Phillips emphasized.

## Pittsburgh's Arena Gets 145G Advance

WASHINGTON — An advance of \$145,000 to finance preliminary planning of a multi-purpose stadium in Pittsburgh has been approved by Commissioner John C. Hazeltine of the Community Facilities Administration.

Stadium is expected to cost about \$18,434,000. It will seat approximately 50,000 and will have some 10,000 parking spaces. Construction is slated to start in March, 1962.

Financial assistance was granted under the program of advances for public works planning. This program provides interest-free advances for planning essential public works and community facilities. Advances are repayable on start of construction.

## Playland to Join In Festival Plan At San Antonio

SAN ANTONIO — Playland Park, which is closed for this season, will stage a major celebration every night during Fiesta Week in April, according to Jimmy Johnson, owner of the park.

Dismantling of the Calypso ride is under way and the imported ride will be shipped to Dallas for the Texas State Fair, according to Johnson.

Contracts are now awaiting confirmation, he added, for attractions scheduled for Fiesta Week, with a different major appearance set for every evening during the week, culminating in a "Mardi Gras Celebration" the last night.

This will mark the first time Playland Park participated in Fiesta Week activity. Power lines have already been strung, he said, in a special area of the park which will be set aside for the Fiesta Week attractions.



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## R-B at Long Beach

LONG BEACH, Calif.—Ringling-Barnum circus played here September 29-30, just prior to its big Los Angeles stand, and drew good business. First day in the 12-, 247-seat Memorial Stadium pulled houses of 3,800 and 8,800. Second day had 3,400 and 7,500.

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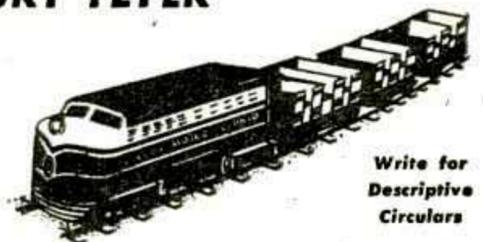
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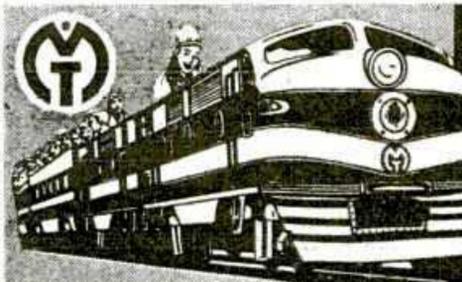
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# Ringling Sets Mark In Los Angeles Run

### Gross Exceeds \$300,000; Turnaway Scored at 16,000-Seat Sports Arena

LOS ANGELES — Ringling Bros. and Barnum & Bailey Circus scored record Los Angeles business as it completed its 11 days in the new Sports Arena. The show reported a gross of \$314,000. A second report from the show said it was \$334,000. And circus staffers declared it would have topped \$400,000 if the World Series had not moved in next door to slow down the first several days.

While a week earlier it was counted as unlikely the show would fill the new Sports Arena's 16,000 seats, Ringling did that and more. The closing day, Sunday (11),

brought a turnaway of 2,000 over the capacity 16,000. On Saturday (10) the show had a full afternoon and 11,000 people at night. Friday (9) also had an 11,000 house.

Second half of the run began Tuesday (6) with crowds of 2,800 and 6,000. Wednesday (7) had 8,000 and 9,000. Thursday had 2,000 and 8,000. Then came the big closing weekend.

The 11-day indoor gross was \$10,000 better than the best seven-day under-canvas run, and this year's take was better than the previous two indoor dates combined. Best previous attendance was 100,000, the show said.

## RINGLING ADDS CLEVELAND RUN

CLEVELAND — Ringling-Barnum Circus will play here November 25-29. The date, long planned but indefinite until now, follows Louisville and precedes the show's December 10 TV show out of Miami Beach.

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## Beers-Barnes Closes; Clicked With Theater

KENANSVILLE, N. C.—Beers-Barnes Circus was to close its season Saturday (17) here and move to nearby Wallace, N. C., where the equipment will be stored. The owners will take the animals to the home base at Hialeah, Fla.

The show toured 12 States in 25 weeks. Business was better than 1958's. This was the show's first trip to Massachusetts. Business was especially good in Western Pennsylvania and Southern Maine, but it was off in Northern Maine, New Hampshire and New York.

At one town in New Jersey a theater manager put the circus on his downtown parking lot and plugged it. Circus did two turnaway shows and the theater is following up with stage attractions. On Labor Day weather kept people away from beaches, so the circus pulled big crowds. In recent days in Carolina the hurricane missed the show but resulting rain and wind marred two dates.

## Carson-Barnes Gross Up 30%; Closes Oct. 27

WEATHERFORD, Texas — Carson & Barnes Circus has announced it will close on October 27 at Mt. Pleasant, Tex. Over-all business ran about 30 per cent ahead of last year, despite some spotty business in some areas. While the gross was up, the net was increased also and the net is expected to come out about the same as last year. A high point in the year's business was a month in Ontario, where business was big. The show is managed by Jack Moore and features Col. Tim McCoy.

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## CIRCUS TROUPEING

THIS IS THE SEASON for reports about new shows being framed for next year, and there is a full share of such reports this time around. Some such plans are well along and perhaps definite. Others are in preliminary stages. And there are others which will never get any further along than the current rumors. Bob Snowden and Bill Garvey, of Callahan, Fla., are reported to be planning a small circus for 1960. Reported in detail are plans outlined by Sam Bochlich and the Frank Burgers. There was to be a meeting in Detroit last week to determine the chances of one new project. And a September meeting in Nashville was to have pondered whether another new one would be built for 1960. More plans also are in the works.

Meanwhile, there is word of a number of small shows being framed for winter operation. At Hugo, Okla., there is a plan to take a new show, Sterling & Wallace, out for about six weeks. It would be the fifth show to go out from Hugo this year. . . . The Tommy Scott Country Music Show is opening a second unit to be called Smith Bros. Circus. . . . There also will be Shotgun Page's Henson Bros., plus a reduced version of Adams Bros., and the possibility of a winter street show owned by Ben Davenport and Pete Cristiani.

TWO UNIVERSAL PIECES of advertising were used this season by the Adams-Seils circus, and the show's press agent, Jimmy Ray, advises that they worked well. A number of tear-sheets back him up. One piece is a four-page folder illustrated in comic book fashion, printed in black and white, and imprinted on the back with a localized advertisement. The copy tells about a family's visit to the circus. The other item is a series of six two-column panel cartoons entitled "History of the American Circus." Some editors used them one at a time, some used them all at once. The first panel tells about the first elephant in this country. Second one tells about mud shows. Third illustrates formation of the Ringling show. Fourth tells of the "heyday of the American circus." Fifth starts with "one July 16, 1956, on a drab lot in Pittsburgh. . . ." And sixth is a panel heralding the advent of Adams-Seils Circus and saying the circus will never die.

Tom Parkinson

Bill and Jackie Wilcox, who are wintering at Slip Shod Manor, their Hot Springs, Ark., home, are off to Joplin, Mo., for a visit with Paul Van Pool. Wilcox closed with Carson & Barnes Circus because of illness. . . . Three Adams Brothers, phonemen, Ed Morris, Frank Olcott and Berni Miller, escaped injury when their auto was involved in a collision. The accident prevented them from joining Adams for a Texarkana promotion. . . . NBC-TV has resumed the "Circus Boy" television series as a Saturday morning feature. . . . Tony Diano Elephants are scheduled to make circus dates at Toledo, Chicago, New Orleans, Mexico City and Atlanta this winter. . . . Dotty Rosenheim, wife of J. C. Rosenheim, Cristiani contracting agent, came by jet plane to the West Coast while the show was in that territory and visited with her husband. From El Paso, Tex., she flew back home. . . . Kelly-Miller is playing Camden, Mo., as the first major show in four years. . . . Paul Miller's shopping center show played Sugar House, Utah, October 14-17. . . . Johnny Fulghun is completing his third straight season with the Beatty bill car and expects to vacation in Mexico. In Louisiana recently he visited with Lee Clark, son of the late show owner, M. L. Clark.

the Ringling show, got a double break in the Oakland, Calif., Tribune. The paper carried an interview and photo, and the same issue carried a syndicated column about comedian Mort Sahl. The next day's paper carried an editorial recalling Shipley said he just wanted to make people laugh, while Sahl was concerned about the state of the world. The editorial says it prefers Shipley's attitude toward comedy.

## Harold Circus

Continued from page 55

days and that if funds are not enough to cover the claims, the performers will have claims against Harold Voise, producer of the show.

Friday afternoon there also was a meeting of performers at which two points were being discussed. One was how acts that do not hold contracts could be included in the pro-rata system. The other was said to be a movement on the part of performers to cut down their salary claims in an effort to help Voise. There were reports that the contracts called for unusually high talent prices. Meanwhile, Fast said it was not yet possible to say whether AGVA and the committee could represent the several performers who are union members but do not have AGVA contracts. This included at least one act and several clowns.

The show was a financial failure but the performance was outstanding. More acts were on hand than could be used because the show would become too long. Some acts were let go at mid-week. Running order and make-up of the performance was changed repeatedly as different acts were in and out of the show. On Tuesday night the performance included:

Cuneo's Wild Animal Fantasy; Hidy's upside down bike; Karrell's Roman Ladder act; Landon's midgets perch act; the Geraldos' double trapeze; Paramount Bears; Tiebors Seal; Antonucci's Chimps; Baudy's Greyhounds; Landon's midgets; Jan Risko & Nina, plate spinning; Roberto de Vasconcellos, dressage; Great Wallendas, high wire; Luvus Duo, aerial; Jeannine Pivoteau, aerial; Robert's Leopards; Theron Family's cycling; Hunts (5) and Dianos (3) Indian Elephants and Eloise Bechtold's African Elephant; Billy Barto, cloud swing; Norbu, gorilla parody, and the flyin' act. Preston Lambert was equestrian director.

Earl Shipley, clowning ahead of

# ARENA, AUDITORIUM NEWSLETTER

## Curtis Boosts Curling

By TOM PARKINSON

**SURELY HIGH AMONG** the staunchest advocates for curling is Darwin Curtis, a Winnetka, Ill., man who sold a business under such terms that he now can and does devote full time to the furthering of curling. He has been in curling since the 1930's, and keeps it on a non-profit, hobby basis. Many new curling rinks have been installed and curling clubs organized thru his urgings and assistance. And some arena managers have been among those assisted. In one case, Curtis received a phone call from a manager whose rink was not doing well enough with public skating. Curtis flew to the site and within a week they had organized the location for curling.

Curtis estimates that there are 2,000 curling clubs and perhaps 300,000 curlers in Canada. Major growth of the sport in the United States in recent years has brought about the organization of 100 clubs and enrolling of about 12,000 participants. Curtis has prepared a 30-page booklet which he circulates to encourage the growth of curling. He points out that since curling sheets require 150-foot lengths of ice, five or six may be set up on the standard 85x185 arena ice rink, with space to spare. In Scotland, origin of curling, he notes, most of the clubs play on skating rinks in this fashion. Often in this country and Canada curling clubs rent arena ice by the hour.

Largely because of the increase in popularity of curling, a shortage has developed in the supply of stones used in the game. Curtis points out that nearly all of the world's curling stones come from a single supplier in Scotland and that this firm is more interested in maintaining its quality than in increasing its output. Curtis recently has been seeking to have the stones produced in this country, probably of Vermont granite. There are several curling organizations, including the U. S. Men's Curling Association, headed now by Walter C. Rhodes, of Madison, Wis. Curtis enthuses about the sport. He declares that, while pros are not allowed in curling, the sport can be commercialized. And in it he sees a "real opportunity."

## Auditorium Is Post Office; Garden Owners Buy Stock

**CITY AUDITORIUM** at Durant, Okla., is out of general business for several months. It has been leased to the U. S. government and is being used as a post office while the city's post office is being remodeled. . . . Tommy Scott, who operates the Ozark Country Show on a year-around route of auditoriums and arenas, is forming a second unit, this one to be Smith Bros. Circus. It is being booked thru the South. The Tommy Scott Country Show closes its current season November 15 in Indiana and reopens January 4 in Tennessee. . . . Work is getting started on an acoustical project at the Lansing (Mich.) Civic Center. Charles Ziogas, manager of the Lansing building, also tells of success with a Senior Citizens Fair, which drew 6,000 people in three days. . . . Graham-Paige Corporation and its subsidiary Royal American Corporation, have added to their holdings of Madison Square Garden Corporation stock and now have 70 per cent. They are offering to buy more of the stock thru October 24.

## 50 Years for Milwaukee; Paris Getting New Arena

**MILWAUKEE'S AUDITORIUM-ARENA** will observe its 50th anniversary on October 24 with a program comprised of four tableaux. The auditorium was dedicated in 1909 and Madame Schumann-Heink was one of the artists participating in the dedication. In World War I it was first a barracks and then an influenza hospital and morgue. Dances at the Auditorium were popular in the 1920's. And over the years many great and famous personalities have appeared in the building. These four thoughts will be dramatized in the program. Admission will be free. The Auditorium is paired now with the Arena, and the latter was built about 1950. . . . In Paris the Palais des Sports is being demolished, but a new Palais des Sports already is under way and should be completed by next spring. It is to seat 6,000 persons. The old building originally was called Velodrome d' River and several years ago was transformed from bicycle racing to sports arena. "Holiday on Ice" was among the shows using it. The new building is expected to be a factor in a final decision by the Ringling-Barnum circus on whether to set up a European unit.

## Seattle Signs O'Laughlin; Spokane Hears Jazz Unit

**SEATTLE SPORTS, TRAVEL** and Boat Show has been set for Civic Auditorium March 19-27, and the promotional director will be Tom O'Laughlin, whose Harmon-O'Laughlin Enterprises has promoted "Holiday on Ice" and "Ice Capades" in the Northwest for six years. He also has handled separate home, auto and sports shows in Spokane. The Seattle show will include a 40-minute variety show twice daily. The city has not had a sports show in nine years and O'Laughlin anticipates using the 70,000 square feet in the Civic Auditorium plus 20,000 square feet outside. . . . Meanwhile, at Spokane an Irving Granz jazz concert attracted 3,700 to the Spokane Coliseum recently. Show had come to Spokane from Seattle, where it drew 4,900 at the Seattle Civic Auditorium. Spokane Manager Benjamin Moore said he expects to have another Granz show, starring the four Crosby boys, also. "Gay '90s Nite" plays Moore's building in Spokane today (19).

## Portland, Me., Delays Voting On Coliseum

**PORTLAND, Me.**—There is to be no referendum on a new Portland coliseum until Portland's renovated Exposition Building is open for public inspection, according to a newly adopted city council resolution.

The referendum on the question of a \$3,500,000 debt for a new coliseum building will be held as soon as local voters "have had an adequate opportunity to see and to judge the effects of the complete remodeling and reconversion of the old building," the council decided.

Council Chairman Sumner S. Clark said it is hoped that such public inspection will be conducted in time to permit a coliseum vote in conjunction with the regular city election on December 7.

The councilors also voted to provide an additional \$50,000 for the project, boosting the renovation appropriation close to \$650,000, and to spend just over \$50,000 for Exposition Building bleachers.

The council action is the latest skirmish in the running battle between coliseum committee advocates of a new coliseum and supporters of the exposition project.

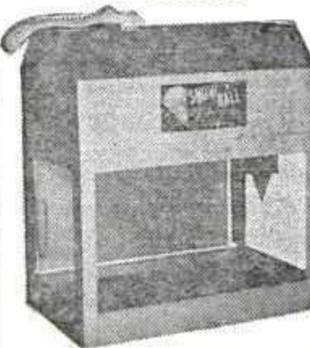
## Harry Willis Quits Macon Auditorium Job

**MACON, Ga.** — Harry Willis, manager of the Macon City Auditorium the past 14 years, has resigned because of ill health, effective October 15.

Walter Byrd, assistant manager of the auditorium, has been appointed to succeed Willis.

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## Name Coliseum Committee for Columbia, S. C.

**COLUMBIA, S. C.** — Mayor Lester L. Bates appointed a special 25-man advisory committee in connection with plans for the construction of a new multi-million-dollar coliseum and auditorium here.

He said the group's first trip to see what others have done in the coliseum field is scheduled for Greensboro, N. C.

R. Beverly Herbert Sr., attorney, is chairman of the committee. S. L. Latimer Jr., editor and publisher of The Columbia State, has been named special advisor to the mayor on the auditorium, coliseum and opera house project.

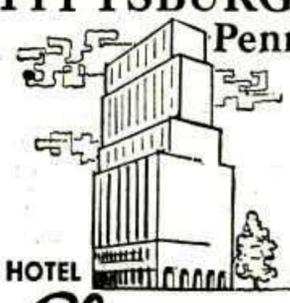
The group now is discussing facilities to cost in the neighborhood of \$4,000,000.

Proposals range from joining with the county in an agricultural building near the farmer's market to the University of South Carolina joining in use of the coliseum as a field house. The State Fair Association is being asked to consider deeding the fairgrounds property back to the city for use as a site for the coliseum. The question will come up before the fair association's annual meeting on Tuesday (20).

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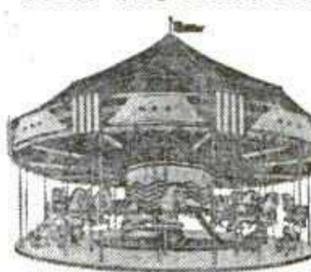
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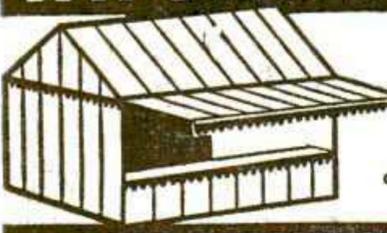
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## THE FINAL CURTAIN

**APELL—Joseph M.**, 63, former carnival owner and longtime concessionaire at Midwest amusement parks, suddenly October 11 in Cleveland. He was a former member of the Showmen's League of America and had been in the outdoor amusement business for close to 40 years. Survivors include a brother, Louis, Wrightstown, N. J., and a sister, Sarah Greenberg, New York.

**ARENZ—Sam (Shom)**, 55, long-time concessionaire, October 11 in a Chicago hospital following a long illness. He had been in the carnival business over 30 years, including a hitch on the Conklin All-Canadian Shows. In recent years his operations have been confined to Windy City lots. He was a member of the Showmen's League of America 27 years and also belonged to the Al Sopenar Showmen's League Post of the American Legion. Survivors include two brothers and three sisters. Funeral October 14 in Chicago, with burial in Waldheim Jewish Cemetery.

**BRISBANE—Claude**, 74, veteran band musician and leader and well known to outdoor showfolks, September 30 in St. Petersburg, Fla. In the past he had been associated with the Paul Whiteman, Pittsburgh Symphony and Victor Herbert orchestras and the bands of Sousa, Moses and Weber. For the last three years he directed the local Derby Lane Band. Survived by his widow, a sister and two brothers.

**CROSS—Clifton C.**, 64, oilman, rancher and executive, October 5 in Calgary, Alta. He was a director of the Calgary Exhibition and Stampede. Death occurred on the opening day of the Stampede's horse show and

rodeo, of which he was general chairman. Survived by his widow, five daughters and a son.

**HARRIS—Lewis Owen**, 76, first president of the Carroll County Fair, Carrollton, Ky., and for many years president of the Carrollton Tobacco Warehouse Association and the Carrollton Tobacco Growers' Association, October 10 at Carroll County Memorial Hospital, Carrollton. Surviving are his widow and two sons.

**HAWKINS—Louise**, 67, retired carnival trouper, September 28 in Tampa of cancer. She and her husband, Ralph (Whitie), had been on the road 43 years and were with Homer Scott's Georgia Amusement Company prior to retirement. In addition to her husband, she leaves a niece, Mrs. Irene Subject, Detroit. Burial in Garden of Memories Cemetery, Tampa.

**HURFORD—Jackson S.**, 51, formerly in charge of ticket sales at Michigan State Fair, Detroit, October 2 at his home in Royal Oak, Mich. At one time he managed the Fox Theater, Detroit vaude house, and was operations manager of Station WXYZ-TV, Detroit, at the time of death. Survived by his widow, Janet, former dancer, and five children. Burial in Holy Sepulchre Cemetery, Detroit.

**HURST—Mose**, 69, Creston, Ia., circus fan and amusement promoter, who in past years has been president of numerous horse shows in that city, suddenly in Omaha October 3. Burial in the latter city.

**LYNCH—Eddie J.**, a veteran of 47 years in the carnival business, October 4 in Tahoka, Tex. Survived by his widow, Imogene, and a daughter, Bobbie Nichols, of Lubbock, Tex.

**TATTEROW-JONES**, Charles C. Tatterow and Etta Jones, both of Shan Bros. Shows, October 1 in Greenville, S. C.

## MARRIAGES

**DENIKE—** a daughter, Desiree, to Mr. and Mrs. Harold Denike September 29 in Orange County, California. Father, who is better known as Harold DeKnight, is a concessionaire on Royal American Shows.

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**PATTERSON—Clyde A.**, wife of Harold Patterson, October 7 at her home in Beech Grove, Ind. The Pattersons were for a number of years with the James E. Strates Shows, where he was Wheel Foreman. They left the road several years ago. Interment in South Cemetery, Danville, Ind.

**RUSSELL—Grace**, 87, Omaha booker from 1918 to 1940 and former vaude performer who appeared on the RKO Pantages circuits and at one time had her own company, the Grace Russell Merry Minstrel Maids, recently in Hastings, Neb. Among stage folks attending services were Gail and Vera Hood, Earl Carey, Marvella Hart, Ada Flinn, Merlyn Higgins, Rene Mahar and Marvel Shackelton.

**SAGE—John W. (Jack)**, 49, recently in Detroit following a short illness. He was formerly a drummer in circus bands and played the tympani with the famed Black Horse Troop in Chicago. Sage was manager of the Fisher Theater, Detroit, at the time of his death. Survived by his widow, Edith, and a son, John. Interment in Memorial Gardens East, Mount Clemens, Mich.

**SCHEMEL—Lloyd**, 50, ride man on various Mid-western shows, including Deo Lang, Buff Hottle and E. Campbell, October 8. Survived by his widow, Anna, and six children. Services and interment in Jackson, Mo.

**SCHERMERHORN—John**, 70, former president of the Indiana State Fair, October 8 in Kendallville, Ind.

**SEBER—Harry**, 66, longtime producer of girl shows, October 10 in Los Angeles. (Details elsewhere.)

**SMUCKLER—Mrs. Marie K.**, 72, who with her husband, Berney Smuckler, was active in the parks and carnival fields for nearly 50 years, October 14 in Mobile, Ala. Further details in Show News section, this issue.

In Loving Memory  
of Our Brother  
**ARTHUR T. BRAINERD**  
His Three Sisters  
Mrs. Abner K. Kline  
Mrs. Fred Smith  
Mrs. Harvey L. Wells

In Loving Memory  
of My Dear Husband  
**ARTHUR T. BRAINERD**  
Who Passed Away  
October 23, 1958  
His Wife,  
Bertha M. Brainerd

In Memory of  
**E. H. BROOME**  
Passed away  
October 18, 1958.  
Missed by Friends.  
Mondel Lomash  
Charles Leahman  
The Paul Critzer's Family

# CARNIVAL CONFAB

**ROBERT WADE**, general manager of the Georgia State Fair, Macon, with Captain Ralph Gober, head of the fair's police, and Paul M. Conaway, Macon attorney, visited with Issy Cetlin and Jack Wilson and their staff on Cetlin & Wilson Shows at Greenwood, S. C. Despite much rain the fair set a new one-day attendance mark and the week proved better than anticipated. C.&W. were scheduled to open at the Macon fair Monday (19). . . . Fred LeGrand, of LeGrand Amusements, writes that his Jacksonville, Fla., beach season received good weather and resulting good business. He took the show out on fairs in mid-October and will be out until about a month. His line-up includes Wild Mouse, Scrambler, Merry-Go-Round, Rolloplane, Fun-house, two Ferris Wheels, two Dodgems, Tilt-a-Whirl, four kid rides and 15 concessions.

**Pearls from Royal American:** William (Whitey) Tara visited at Little Rock en route to Miami. Harold and Emma Brocies left for a few days to visit Harold's stepmother who is ailing. Four days of rain in Oklahoma City and a muddy set-up in Little Rock resulted in a new club called the "Web-Foots." Dale Paisley had three large sit-down grabs at Little Rock. Mr. and Mrs. Jimmy Carrolton, their son, Eddie, and his wife, had three jewelry stands. Vernon Kohrn suffered a couple of broken ribs in a fall. Johnny Jackson's dog was electrocuted when his steel chain touched the air-conditioning unit on his trailer. . . . Wenzel Keeler and Louis Rudish on crutches. Keeler pulled a ligament while Rudish's foot was run over by a tractor. Eli Jackson, candy pitchman, stopped off en route to Dallas. Ernie Wenzik now in a Tampa hospital. Clifford Karns, who makes Little Rock his home, entertained his two daughters there with a tour of the fun zone. Art Mix, ex Wild West Show op, had a barbecue joint at Little Rock. Mr. and Mrs. Walter Dowdy operated one of the two custard stands owned by Mrs. Charles Golding. Mrs. Olive Sprague writes her husband, Paul, is seriously ill at the Harper Hospital, Detroit, where mail will reach her at Room 3445.

J. L. (Whitey) Bedard, Flint, Mich., ride op, who has a slogan "Have Rides—Will Travel," reports he's trucked all his pig iron into winter quarters after a season that opened late in April and wound up early in October, opening and closing at Flint. This year he trekked over the road with a Ferris Wheel, Jenny, Dipsy Doodle and two kid rides along with eight to 15 concessions. He also had three kid rides close at home working picnics and the like. Bedard says he's all set for '60 with repeats signed for all his dates and several new ones on tap. Staffers this season included Walter L. Connett, secretary and advance; Thomas Bedard, ride super; Ronald King, Merry-Go-Round foreman; Orville Ferguson, Wheel foreman; Mat Echter, Dipsy Doodle, and Neil Kitchen, punk rides. Theo Meadows Weaver managed the kid rides around Flint. Whitey says he'll be at the Chicago and Detroit conventions and then head for Hot Springs. *Charlie Byrnes*

**Al Howard was sidelined** with the virus and missed most of the Danbury (Conn.) Fair, but bounced back okay. Howard and Pat Reithoffer Jr., partners in the How-Reit Shows, are the "two biggest show owners," totting more than 450 pounds combined. . . . Morris Brown is playing a few Southern dates with concessions.

**Strates doings:** At the NSA jamboree in Danville, Va., auction items were contributed by Dorothy Anderson, Ben Hoff, Sammy Applebaum, Paul Browdy, Sam Aaronstein, Mr. and Mrs. Walter Cox, Mr. and Mrs. T. W. Kelly, Whitey Sutton, Willie and Hy Stein, Bill Dwyer, John (Pop) Garrett, Bill Howard, Sammy Sneed, E. J. Strates, George (Mug) Lewis, Bertha (Gyp) McDaniels, Mr. and Mrs. L. D. Powers, Frances Braunstein, Roy Cooper, James Spiker, Mr. and Mrs. Charles Tedtman, Julia and Gene O'Donnell, Mr. and Mrs. Jules Lasures, Mr. and Mrs. George Kallinos, the Roanoke TV station, and Mr. and Mrs. Frank Walsh of Dan River Mills. . . . Mr. and Mrs. John Kolonis have been visiting old friends from athletic show days. Jackie Richards and his line of dancing girls have joined the Jack Norman revue cast. Charles Garrett has arrived to aid his parents in the cookhouse operation. Wayne Kingsley has gone into Danville (Va.) Memorial Hospital with a touch of pneumonia. . . . Shirley Levy showed up in Shelby, N. C. to run a concession. The Stein brothers (Hy, Willie, Bill) have their three mechanical shows booked with Strates for the balance of the season. . . . W. E. (Sammy) Sneed has bought a house trailer and is chucking the hotel-motel life.

**Big-hearted Bennie Weiss** is senior concessionaire at the York (Pa.) Inter-State Fair, officials there report. Popularly known for his bingo activities, Bennie started at York 40 years ago with other con-

# Dallas Fun Zone Ops Look To Big Middle Weekend \$\$

**DALLAS**—Still looking forward to the middle weekend of the State Fair of Texas, midway concessionaires and operators were doing okay but waiting for the big one.

Rides thru Wednesday (14) were doing about as well or better than for the same period last year, even without the tremendous play from the rural youth day kids which came on the first Saturday last year but will be on the second this time.

A newspaper survey showed that the over 100,000 farm and ranch kids who poured into the fairgrounds on the big day last year, brought better than \$1 million in folding money with them and this year has been a good one down on the farm.

Foods were way up over last year with novelties and games holding their own.

Rain and cold weather Tuesday and Wednesday (13-14) cut into midway business some, but the weather outlook was good for the

Elementary school day was set for Friday (16) and the rides were due to get a workout. Saturday (17) is rural day and the second Sunday is always a whopper.

Clif Wilson, who brought in the shows for the seventh straight year, said he hoped to beat last year, given good weather. His line-up includes Pete Moore's Side Show, Glen Porter's monkey race track, Ronnie and Roxanne Mason's girl show and girl illusion unit, Charlie Taylor's Cotton Club Revue, Jimmie Stewart's big snakes, Lee

Smith's wild horses, R. Shoemaker's big alligators, Emmet and Priscilla Bejano's strange couple. Wilson also had two rides, a Roundup and Rockoplane. Al C. Beck is secretary-treasurer and office manager for Wilson's Associated Exposition.

The Velare Bros.' Space Wheels are on the midway and a Dancing Waters unit, managed by Alfred G. Osborn and press-agented by Morrie Steinman, has been reaping lots of good publicity. Desplenter Brothers again have the novelties. Fred Tennant Jr. is midway superintendent for the fair.

## PAUL OLSON TOPS SLA '60 TICKET

Hal Eifort Nominated for Third Veep; Byrnes, Sullivan Run for Trustees

**CHICAGO** — Hal F. Eifort, Gooding Amusement Company staffer, has been added to the regular ticket of the Showmen's League of America, which is headed up by Paul Olson, co-owner and general manager of the Olson Shows.

The ticket was announced at the Thursday (15) meeting, with election scheduled for Monday, November 30.

With Olson and Eifort on the slate are Eddie Sopenar, candidate for first vice-president; Lou DuFour, second vice-president; Eifort, third vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. The last two are up for re-election. Elmer Byrnes has been nominated for a five-year term as trustee and J. P. (Jimmy) Sullivan for a two-year term.

Regular ticket nominees for the board of governors include Douglas K. Baldwin, Louis J. Berger, Mickey Blue, Max Brantman, Noble Case, William T. Collins, James F. Conklin, Hadji Delgarian, Herb Dotten, James H. Drew Jr., George B. Flint, Dave Friedman, John Gallagher Jr., Benedict Garmisa, K. H. Garman, C. C. Groscurth, Morris Haft, Paul Huedepohl, William Kaplan, Andy Kasin, Al Kaufman, Al Kunz, C. J. (Jack) Kwiet, Lou Leonard, Eddie Levinson.

Also Sam J. Levy Jr., R. H. McIntosh, Gerald Mackey, Pat Marco, Chuck Moss, Art Morse, Harold (Buddy) Paddock, Petey Pivor, Henry Polk, Harry Ross, Jack Ru-

back, David Russell, Norman Schlossberg, William Schmidt, Harry Shore, L. I. Thomas, Bernard Thomas, Sam Ward, Sol Wasserman, E. W. (Slim) Wells, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody and Charles Zemater Sr.

## Olson \$\$ Up At Montgomery

**MONTGOMERY, Ala.** — The Olson Shows, here at the South Alabama Fair, for the second week running shrugged aside rainy weather to come up with bigger ride and show receipts than last year.

Rain hit at 8 p.m. Tuesday night (13) to kill night play but the show already had built up a good school kids' day gross. Rain cut deeply into both day and night play the following day. Strong Monday (12) and Thursday business, however, enabled the fair to wind up the first four days holding a slight increase in receipts over last year for the corresponding period.

At the Alabama State Fair, Birmingham, the previous week, Olson ran into considerable rain and much threatening weather but a big closing day's business shoved ride and show receipts for the full six days about \$2,000 over the take last year.

## RAS Up 14% At Jackson

**JACKSON, Miss.**—The Royal American Shows Thursday (15), fourth day of the six-day Mississippi State Fair here, were well on their way to setting another better-than-'58 ride and show gross. Thru Thursday, the Royal's ride and show receipts were 14 per cent greater than at the same point last year.

The increase was chalked up despite rain that washed out the greater part of Tuesday's (13) potential. Attendance Wednesday and Thursday (14 and 15) was up and operators also reported better spending than last year.

The kiddie rides operated for the first time here on a new black-topped area, near the main entrance and apart from the majors, and turned in the biggest gross of any segment of the line-up. The Mouse was the second highest grosser.

The Ricki Covette Show paced the shows, followed in order by Leo Claxton's Harlem in Havana, Dick Best's Side Show, and the Johnny Mack Brown show.

Visitors included C. C. (Specks) Groscurth and Mr. and Mrs. Bill Perrot of Groscurth's Blue Grass Shows. *Irwin Kirby*

cessions. . . . Johnny Hoffman, popular lot man on Prell's Broadway Shows, has been transferred from Park View Hospital, Rocky Mount, N. C., to the Veterans Administration Hospital, Durham, where surgery will be performed. . . . Dave E. Fineman has been discharged from Cape Fear Hospital, Fayetteville, N. C., and is back on the Marks Shows. . . . Phil Cook, the Lenz insurance man, is confined to Mercy Hospital in Miami with uremic poisoning, and would like to hear from his many friends. . . . Tommy Carson visited the Marks Shows in Laurens, S. C. Mark Reilly and Natie Cutler joined the show. . . . Jack and Peggy Galuppo became parents October 9 in Tampa.

**THE SHOW WILL GO ON!**  
The passing of James E. Strates, Founder, President and General Manager of the  
**JAMES E. STRATES SHOWS, INC.,**  
will not deter the operation of the show bearing his name

All fine fairs and auspices contracts for 1960, will be fulfilled in every detail, as well as the remainder of our 1959 season.

Our big winter quarters building and rejuvenating campaign will make this show **GREATER THAN EVER.**

**E. JAMES STRATES, Gen. Mgr.**  
**JAMES E. STRATES SHOWS, INC.,**

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ORLANDO, FLA.

## James E. Strates Succumbs in Va.

ENDICOTT, N. Y. — James E. Strates, the gregarious wrestler who parlayed his business ability and personality into a fortune in the carnival business, was laid to rest Thursday (15) in Riverhurst Cemetery. He had suffered a stroke the previous Saturday in Danville, Va., and died at 10:07 Sunday morning, at the age of 65.



JAMES E. STRATES

This was the 40th year in show-business for Strates, who got his start as a wrestler with Lee Schaefer's Athletic Show in 1919. Arriving as an immigrant from Greece in 1909, he held a variety of jobs, including shining shoes, before falling in love with the carnival world. At the time of his death, he had amassed a huge midway traveling on 50 of its six-dozen railroad cars, a winter quarters in Orlando, Fla., and considerable business holdings in the Binghamton - Endicott area.

The funeral held in Raleigh on Monday was described by police as the largest that city had seen. Hundreds of people jammed the Greek Orthodox Church for services conducted by the Rev. George Stefanis. Flowers and other expressions of sympathy poured all week into Raleigh, where the show was playing the State Fair. The body was then shipped to Endicott.

A friend of 30 years, State Supreme Court Judge Hunter Parker, told from the church altar of the firm friendship between the two.

### Stricken in Wagon

The show owner's condition was discovered by Curtis Finch, manager of the Danville Fair, after an emergency call from Strates' daughter, Elizabeth Alexander, of Syracuse, N. Y., who had become alarmed during a telephone conversation with her father. Finch and office secretary Howard Parker summoned doctors, who called an ambulance. En route to Danville Memorial Hospital, Strates fell into a coma and never came out of it. He had seemed in his usual high spirits during the week, running a

jamboree benefit for the National Showmen's Association, of which he was a past president, and throwing a steak dinner for fair officials.

At the time of his death, the organization headed by Strates and bearing his name, James E. Strates Shows, had attained an envious pinnacle. Its route included four fairs whose accumulated gross reportedly topped \$1,000,000 — Hamburg and Syracuse, N. Y., York, Pa., and Raleigh — and others whose potential placed the show in an envious position. The show legacy includes not only this powerful string of contracts but one of the industry's most efficiently functioning organizations.

Strates showed his devotion to the carnival business in the winter of 1945 when his show was destroyed by fire in Mullins, S. C., winter quarters. With \$250,000 in insurance payments he framed a new show at war-inflated prices at a time when he could have taken the most convenient path to Easy Street.

After three summers as a wrestler he had accumulated enough money to go into the business in 1923 with a Merry-Go-Round, Athletic Show, Side Show and string of concessions. It was called the Southern Tier Show, after the section of New York State it played. In 1935 Strates tired of the ex-

(Continued on page 63)

## Gooding Fights Rain, Mud at Columbus, Ga.

COLUMBUS, Ga. — Going into Friday (16), next-to-closing day at the six-day Chattahoochee Valley Exposition here, the Gooding Amusement Company's major unit, managed by Hal Eifort, was running only 5 per cent under last year's receipts after four days of rain.

The show moved in here in the wake of a two-week rainy stretch which mired the lot and forced the show to use tractors and winches to move into location. And once the fair opened, rain again fell and continued, mixed between light and heavy doses, thru the first four days.

More than 400 tons of gravel were hauled in by the show during the first four days to make the midway usable, according to Eifort.

Top grossers in order were the Mouse, the Ferris Wheels, the Star and Garter Revue, the Silas Green Show, and Eddie Dean.

## PAVED MIDWAY PAYS ITS WAY AT LAUREL

LAUREL, Miss. — A newly paved midway area not only saved the Southern Mississippi Fair and Dairy Show, but was credited with giving it the best fair in its 23-year history.

During the six-day run, which ended Saturday (10) the first day was a complete washout and rain fell on each of the other days thereafter.

Despite this, Heth Shows broke the previous all-time midway gross set by a railroad show in 1950 by several thousand dollars.

Al Kunz, owner of the show, back-end showmen and concessionaires all heaped praise on fair officials who only just this year plowed back \$9,000 into paving the fun zone. Instrumental were Mayor Gordon Barry, City Commissioner Smyly and R. B. (Jack) Jeffries, fair's secretary.

Before the Kunz organization left here, it was awarded the midway contract for 1960.

## World of Pleasure Wins At Florence, Ala., Fair

FLORENCE, Ala. — World of Pleasure Shows racked up a winning gross at the North Alabama State Fair here in its second year at the fair.

Weather was good thruout the six days and the show had its strongest line-up of money-winning potential in action. In all there were 23 rides, 8 shows and 70 concessions. Included were Double Wheels, Flying Coaster, Merry Mixer, Roadway and Paratrooper rides. Prominent in the layout was the new Allan Herschell three-abreast Merry-Go-Round, new this year.

## SLA Gets 4G From Gooding Atlanta Party

ATLANTA — The Showmen's League of America will receive \$4,028 as result of a benefit show held Wednesday night (7) on the Gooding Amusement Company midway at the Southeastern Fair here.

Presented under the top of the "Star and Garter Revue," the jamboree offered talent from that unit and from the Eddie Dean and Silas Green shows, other Gooding attractions, plus talent from Atlanta night clubs.

Hal Eifort headed up the arrangements, assisted by Morris Lipsky, Gooding unit concession manager. Bill Carsky, of Chicago, Showmen's League president, flew in for the event.

## BILL GEREN MUCH ALIVE

GREENSBURG, Ind. — W. R. (Bill) Geren, owner-manager of Mighty Hoosier State Shows, says he's very much alive, despite rumors to the contrary.

Bill says he doesn't know where the story started but he's been getting dozens of phone calls daily and even some flowers. "I never felt better," Bill says.

## Powelson in Barn After Winning Tour

COSHOCTON, O. — Closing of the Powelson Amusement's No. 1 unit wrapped up the season for the organization and brought to a close one of its most lucrative tours which saw three shows on the road during the summer.

The No. 1, managed by Homer Snedeker, closed its trek at the Coshocton County Fair here on October 10. Three days of rain hurt during the early part of the week but the final two were clear and warm and brought out near-record throngs.

A new feature on the fun zone was a separate Kiddieland with six rides and large nursery rhyme cut-outs. The entrance had two nine-foot elephants holding a 30-foot sign reading—Story Book Land. A novel ticket booth, light towers and a German band organ were also featured.

The Mad Mouse topped the major line-up according to Dick Girdley, show's general agent. On the back end were Ernie Palm-

quist's Miniature Circus, H. M. Hoon's Mechanical City, Rex Barnes with three animal shows, a mirror maze and a Funhouse.

Show will send eight rides to play a Halloween celebration in Newark, O. Meanwhile, crews are already busy here refurbishing rides and equipment for next spring.

## Fair Time In WQ After Good Tour

INDIO, Calif. — Olivia Waldron's Fair Time Shows, Inc., pulled into winter quarters here last week after completing a successful season. Mrs. Waldron, president of the corporation, said a work schedule will start soon after Christmas to ready the equipment for the 1960 season which will begin here at the Riverside County Fair and National Date Festival February 12. She was awarded a three-year contract to play the date at a recent meeting of the fair's board of directors.

R. B. Farmer, president of the fair's board, said the show's bid was on a per capita basis but did not disclose the amount. Other shows bidding for the contract were Crafts Shows, Frank W. Babcock United Shows, and F. M. (Pete) Sutton's Pacific Coast Shows.

During the 1959 season, Fair Time Shows played the Southern California Exposition in Del Mar for the second of a three-year contract. Repeat fair dates included those in Plymouth, Antioch, Mariposa, and Victorville. New fairs played were Mother Lode Fair, Sonora, and Merced County Fair, Merced.

Chet Barker is general manager of the show with Joe (Red) Dauer, concession manager.

## G. C. Smith Fair Dates Doing Okay

AHOSKIE, N. C. — Fairs are holding up okay for the George Clyde Smith Shows with the exception of rain experienced the previous week. Edenton and Littleton close the season, after which the show returns to Smith's spacious storage set-up in Cumberland, Md. for the winter.

Show has been increased in size to 14 rides, eight shows and some 60 concessions, but the staff is unchanged from opening day. With Smith are Mrs. Smith, treasurer; Gerald Brode, secretary; F. E. Spain, business manager, and Frank A. Norton, electrician and The Billboard. Mrs. Marion MacWethy has the bingo.

Early repairs and building are slated and may be finished by the time the fair conventions convene. Smith will be at the South Carolina, North Carolina, Virginia and Pennsylvania meetings.

people attending the event. Proceeds were turned over to Charles Carroll, first vice-president of the club, who was on hand. Al and Arlys Brown planned the party, assisted by Carroll; his wife, Betty, and Bill Stanley. Henry Gordien entertained and lunch was served by the Ladies' Auxiliary of the club.

## How-Reit Season Ends, Danbury's Gross Up 8%

DANBURY, Conn. — First season for the How-Reit Shows came to an end at the fair here Sunday (11). Al Howard and Pat Reithoffer Jr. fielded 22 rides plus a 10-in-1, Girl Show, Minstrel Show, Funhouse, and a couple of walk-thrus, and reported total earnings up about 8 per cent over the previous total amassed by the former I. T. Shows.

Howe-Reit was formed last spring following the retirement of Is Trebish, remaining partner in the I. T. operation.

After Danbury, equipment was divided, with many rides being

stored for the winter in Middletown, N. Y. at the Orange County Fairgrounds. Units destined for repairs went to Dallas, Pa., where the Reithoffer shop is located.

Both partners said the new combination proved a successful one. Winter booking should expand the fair route which had been developed by I. T. The show is entrenched in Danbury, Middletown, Tory Hills and Flemington, N. J. and Mineola, N. Y., with considerable open fair time which will be filled at State conventions, it is reported.

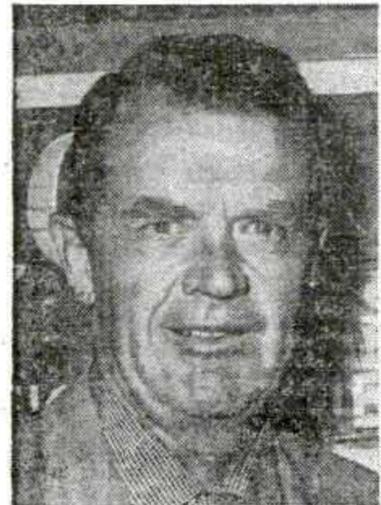
TINTYPE

# Depression Thwarts Desire to Teach

**A**BLE, affable Frank Morrissey, press agent for the Royal American Shows, started out in life with the ambition to become a high school teacher.

But, when the depression '30's cut his teaching career short . . . it sent him into outdoor show business and he has been in it ever since.

Born and reared in Manchester, N. H., he went to high school there. . . . While playing in high school football, he was awarded



FRANK MORRISSEY

an athletic scholarship from Tilton (N. H.) Prep High School, so he shifted to Tilton. . . . From Tilton he moved to Notre Dame, at a time when the great Knute Rockne was head football coach.

Frank played freshman football at Notre Dame. . . . But money to continue at the South Bend, Ind., university was hard to come by. . . . So hard that he returned to his home State and the University of New Hampshire. . . . There he completed courses which qualified him to teach commercial subjects.

Only occasionally in the depression years did teaching jobs open up to the beginner. . . . And usually such jobs were of a temporary nature. . . . For a short time Frank taught commercial subjects at Central High School in Manchester. . . . But continued employment as a teacher appeared unlikely for him at his age so he jumped when a circus job opened for him.

His father, Patrick J. Morrissey, had been in the circus business, very much in it. . . . The senior Morrissey had been an announcer with the Barnum and Bailey Circus when that circus went to Europe. He died when Frank was only nine. . . . But he had left many friends, and the Morrissey name was well known in the circus world. . . . Two of Frank's uncles had also been with circuses. . . . And one of his father's friends got him his first job in the outdoor show world—a job as ticket seller with the Ringling-Barnum circus in 1937.

Frank caught the eye of Bev Kelley, one of the all-time greats in circus press agency. . . . And in 1938 Bev took him into the Ringling-Barnum radio exploitation section. . . . For about a dozen years thereafter Frank has closely associated with Kelley.

"Bev broke me in . . . and he taught me a great deal. . . . He is a great teacher," says Frank of Bev, now the manager of the St. Louis Municipal Opera.

Frank remained with the Ringling-Barnum circus thru 1947. . . . In 1938 he, Bev and Alan Lester comprised the press staff on the Dailey Bros. Circus. . . . The following year he went to the Cole Bros. Circus. . . . And in 1950 both he and Bev left the circus world; Bev to handle the bookings and advance press and Frank to

manage and handle press back on "The Court of Jewels" tour to raise money for the National Foundation of Infantile Paralysis. . . . "The Court of Jewels," it will be recalled, was the valuable collection owned by Harry Winston and included the Hope Diamond, the Star of the East and the Budley Necklace.

In 1951 Frank joined the Royal American Shows as press agent. . . . And he has been making friends and influencing people ever since for the Royal.

However, he still returns—or has returned to the circus while the Royals winter. . . . For the past two years Carl Sedlmayr, Royal American owner, has loaned him to the Ringling circus, and Frank has thus been able to work press for the Ringling Madison Square Garden stand.

Frank is married to the former Pauline Sorsby, whom he met while she was secretary to the manager of radio Station KCMC, Texarkana, Ark. . . . She also had been secretary to Robert Ringling and to the late Arthur Hopper, of the Ringling show.

The Morrisseys have one son, 11-year-old Thomas F., who, his father says, is now battling to make the Little League football team at Coral Gables, Fla., where the Morrisseys reside.

Herb Dotten

## James E. Strates

Continued from page 62

pense of truck operations and went on rails. In the years since, dozens of railroad shows have failed and his is one of the diminishing number able to operate in this fashion.

In recent years a continuous modernization program has seen the old wooden show wagons converted to steel, and solid rubber tires replaced with pneumatics. Up and down the line has been a program of sturdy construction and glittering appearance, and the strength of its route has attracted to the show many of the nation's carnival people at one time or another.

Strates' business acumen resulted in the reputation that his was a one-man organization, dominated by its founder, but in reality it has been staffed by capable and loyal personnel. His confidence in them has been demonstrated countless times when, at the height of business pressures, he would calmly take a nap, either in a wagon or on a G. I. cot on the ground near the office.

Survivors include Strates' wife, Mabel, daughters, Mrs. Elizabeth Alexander and Mrs. Theodora Nemia; a son, E. J. Strates; a step-daughter, Mrs. Onalee Jones; a sister, Vasilikie, and five grandchildren. Strates' son, who has been assistant manager, said a suitable statement will be issued, but that the business traditions established by his father will be continued.

### WANT TO TRADE

#5 Ell Wheel in perfect condition, late model, steel seats, V-belt drive, no bent iron, park operated only. Never on road. For any good flat Ride (except Tilt). What have you?  
H. FREDERICK  
1622 Boulevard Peekskill, N. Y.  
PE 7-2364

### PETER PAUL AMUSEMENT CO.

Can use Popcorn, Cotton Candy, Candy Apples, Snow Cones, Pitch-Till-You-Win, Striker, Age & Weight and Prize-Every-Time Concessions, also any other Stock Concessions. Need any major Ride not conflicting. Fred Fitzpatrick can use Agents.  
Contact MANAGER  
Booneville, Miss., this week  
Phone: Park 8-9888

# JAMES E. STRATES SHOWS

WANT FOR ATHENS, GA., OCT. 19-24,  
and ALBANY, GA., OCT. 26-31

CAN PLACE LEGITIMATE CONCESSIONS OF ALL  
KINDS THAT WORK FOR STOCK

All replies: E. JAMES STRATES, Gen. Mgr.  
PER ROUTE

NOW BOOKING SHOWS AND RIDES FOR 1960  
WRITE: P. O. BOX 55, ORLANDO, FLORIDA

**PRELL'S BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

## WANT FOR THE BIG ONE—WORLD'S LARGEST COLORED FAIR

Held at the State Fairgrounds, Columbia, S. C., October 26-31  
Midway open, can use everything but Bingo. Want Grind Stores, Wheels and P.C. Want two Colored Girl Shows with own equipment. Hanky Panks, Photo Galleries, Bear and Glass Pitches.  
TERRIFIC PROPOSITION FOR EXPERIENCED, HIGH-CLASS GENERAL AGENT FOR 1960 SEASON. STEADY WORK. PAY NO OBJECT FOR THE RIGHT MAN!  
All answer: SAM PRELL, TRENTON, N. C.  
Prell's Broadway Shows' representative will be at the Fairgrounds in Columbia starting Thursday, October 22.

### REWARD

for information as to the whereabouts of  
**VICKI DAVIDSON, PARELLO**  
Call  
**Paul Evans**  
TE 6-4321 or WE 6-4721  
Tulsa, Okla.

### FOR SALE

Allan Herschell 10-car Auto Ride, \$1,000.00.  
Schiff Turnpike, 5 rocket-type cars, approx. 500 foot track, \$2,500.00.  
King Over Waves Boat Ride, used part of one season, cost \$4,700.00, sell for \$2,500.00 with top and walls.  
3-abreast Merry-Go-Round, new canvas top.  
J. J. FREDERICK  
2263 Newton Detroit 11, Mich.

### DROME RIDERS

**URGENTLY NEEDED**  
Must be able to talk and trick ride.  
Contact  
**GERALD BROWN**  
c/o Western Union, Anderson, S. C.

### ATTENTION

**Mrs. June Tetts**  
and friends of  
Fletcher Tetts and Johnny Sheridan.  
In serious Jackpot and need help to get lawyer or bondsman.  
Fletcher Tetts—Johnny Sheridan

### Thank You

**MR. & MRS. ERNEST EVANS**  
Ride Owners, Gooding Amusement Co., for your new YELLOWSTONE MOBILE HOME purchase.  
"Save Money With Johnny"  
**JOHNNY CANOLE**  
Phones: WI 3-0003 or WI 4-9347  
Altoona, Pa.

### TELEPHONE SALESMEN

To sell Radio and TV Productions. High comms. Our top men make up to \$350.00 week. Openings Southern Illinois.  
Phone: Bridge 1-0664, East St. Louis, Ill. And Missouri, Phone: Chestnut 1-4654, St. Louis, Mo. Call at once.

### AMERICA'S FINEST SHOW

**POSTERS**  
WRITE FOR 1959 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

## GLADES AMUSEMENT CO.

MONCK'S CORNER, S. C., COUNTY FAIR,  
ARCADIA, FLORIDA, FAIR TO FOLLOW

RIDES: Major Rides and set of factory-built Kiddie Rides. CONCESSIONS: Any kind of Hanky Pank, Spotsy; will book your Wheel, Long Range Gallery, Short Range Gallery, Photos, Glass Pitch, Bear Pitch, Novelties, Snow and Pronto Pups. SHOWS: Family-type Grind Shows with own equipment. Can always use good, sober Ride Help who have driver's license.

### AGNES SADDLEMIRE

Moncks Corner, S. C., Fair now; Arcadia, Fla., Fair to follow. All answers to Fairgrounds, Moncks Corner, S. C.

## JAMES H. DREW WORLD'S FAIR SHOWS

BROOKS COUNTY FAIR, Quitman, Ga., Oct. 26-31;  
TRI COUNTY FAIR, Fitzgerald, Ga., Nov. 2-7

CONCESSIONS: Can place Eating and Drinking Stands and Merchandise Concessions of all kinds. SHOWS: Will place non-conflicting Grind and Bally Shows. Have good opening for Girl Show with wagon front. NOTE! We are now booking Shows, Rides and Concessions for our #2 unit showing the Oconee Colored Fair, Dublin, Ga., Nov. 2-7.  
All address: Bainbridge, Ga., this week.

## GOLD MEDAL SHOWS

Want Want Want  
Bay County Fair, Panama City, Florida, Oct. 26-31  
Followed by Jackson County Agricultural Exposition and Fair,  
Marianna, Fla., Nov. 2-7, and two more big ones to follow

RIDES: Will book Dark Ride, Helicopter, Scrambler, Paratrooper, Scooter and Round-Up for balance of season. SHOWS: Side Show, Monkey Show or Monkey Speedway, Big Snake or any family-type Show. CONCESSIONS: Glass Pitch, Names on Hats, Ice Cream on Stick, Custard, Novelties, French Fries and Photos. Can use first-class Foremen for Tilt and Wheel. Must drive semi and have license. All winter's work in Florida. Answer to  
JOHNNY DENTON, Troy, Ala., Fair, this week.

### Want—AGENTS—Want

Abbeville, La., Oct. 19-24

Out all winter in Louisiana and Florida.  
Want Agents for Buckets, Six Cats, Swinger, Nail Store, Razzle, Pin Store and full crew for Skillo. Want Up and Down Help. Must have license to drive. Curley and Specks, come on home.  
P.S.: CAROLINA BOYD, contact.  
JIMMY ACKLEY, Coney Island Shows, Abbeville, La., this week.

## FLOYD O. KILE SHOWS

Want for Winston County Colored Fair, Louisville, Miss.,  
October 27-31.

Want clean Grab, Ball Games, all kinds of Pitches, Fish or Duck Pond, Buckets, 1-Ball, etc. Anything that uses stock. Can place you at other dates in Delta cotton, weather permitting.  
All replies: c/o Western Union, Baton Rouge, La., until Oct. 25.

**CARNIVAL ROUTES**

A-1 Amusements: Dale Carpenter; (Fair) Lepanto, Ark.  
 Alamo Expo.: \*Mrs. H. T. Reynolds; Sulphur, La.  
 Amusements of America: \*Pop Akers; (Fair) Lancaster, S. C.; (Fair) Charleston 26-Nov. 7.  
 Bee's Old Reliable: \*E. S. Van Hooser; Ashburn, Ga.; (Fair) Ozark, Ala., 26-31.  
 Big State: \*Joseph Sima; Raymondville, Tex., 19-25; (Fair) Alice 26-31.  
 Blue Grass: \*J. V. Richards; (Fair) Tallulah, La.; (Fair) Inverness, Fla., 28-31.  
 Buck, O. C.: \*Roy F. Peugh; (Fair) South Boston, Va.; (Fair) Carthage, N. C., 26-31. (Season ends.)  
 Gala Expo.: \*Carolyn Miller; England, Ark.  
 Gentsch, J. A.: \*George Butler; (Fair) Meadville, Miss.  
 Georgia Am. Co.: \*Horace Williams; (Fair) Lincolnton, Ga.  
 Glades Am. Co.: (Fair) Moncks Corner, S. C.; (Fair) Arcadia, Fla., 26-31.  
 Gold Medal: \*C. C. Leasure; (Fair) Troy, Ala.; (Fair) Panama City, Fla., 26-31.  
 Gooding Am. Co., No. 1: \*Joseph Gaskell; (Pumpkin Show) Circleville, O.  
 Gooding's Million-Dollar Midway, No. 3: \*J. H. MacDougall; (Fair) Pensacola, Fla.  
 Greater Kastl: \*Nobie Hammock; Brownfield, Tex.  
 Green Tree: \*John M. Huls; Lexington, Ky., 19-20.  
 Hammond, Bob: \*Mrs. Keith Chapman; Austin, Tex., 23-31.  
 Heth: \*Mrs. Al Kunz; (Fair) Mobile, Ala.; (Fair) Cordele, Ga., 26-31.  
 Hoard & Mullis: \*Elbert Mullis; (Fair) Glenville, Ga.; (Fair) Baxley 26-31.  
 Holly Bros.: \*Don Butter; (Fair) Live Oak, Fla.  
 Hottle, Buff, No. 1: \*Fannie Bailey; Jennings, La.  
 Hottle, Buff, No. 2: \*William H. Brooks; Baton Rouge, La., 19-31.  
 Johnny's United: \*Dutch Schilling; (Fair) Dothan, Ala.  
 Kile, Floyd O.: Baton Rouge, La., 19-25; (Fair) Louisville, Miss., 27-31.  
 Manning, Ross: \*Nelson Wilkins; Newberry, S. C.; Fayetteville, N. C., 30-Nov. 7.  
 Marks: \*Arnold Maley; (Fair) Union, S. C.  
 Midway of Mirth: \*Frank Lavall; Truman, Ark.  
 Mighty Interstate: (Fair) Elba, Ala.  
 Moore's Modern: \*Jack Moore Jr.; Fort Stockton, Tex., 19-25.  
 Motor State, No. 1: \*M. Frederick; (Fair) Charleston, Mo.  
 Norton's: \*Stan Reed, Levelland, Tex.  
 Olson: \*Mrs. Ray Kramer; (Fair) Beaumont, Tex., 22-31. (Season ends.)  
 Page Combined: \*Blackey Jones; (Fair) Brunswick, Ga.; (Fair) Thomasville 26-31.  
 Peter Paul Am. Co.: Booneville, Miss.  
 Palmetto Expo., No. 1 \*Milton McNeace; (Fair) Anderson, S. C.

**CRAFTS 20 BIG SHOWS**  
 Now Booking Shows & Concessions, \$20.00 per ft.  
 FOR  
**FRESNO FAIR**  
 OCTOBER 8-18 INCLUSIVE  
 LAST MAJOR FAIR IN CALIFORNIA  
 (UPTOWN LOCATION 300,000 ATTENDANCE)  
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**PENN PREMIER SHOWS**  
*worlds • cleanest • midway*

<b>SEVEN COUNTY FAIR</b> Oct. 26-31, Dunn, N. C.	<b>VANCE CO. COLORED FAIR</b> Oct. 26-31, Henderson, N. C.
---	---

These dates are followed by Mt. Olive, New Bern and Warsaw. Don't be confused. These are double dates playing our #1 and #2 Shows.

<b>CONCESSIONS</b> Can place all types Eating and Drinking Stands, Glass Pitch, Palmistry, Photos, Six Cats, Buckets, Hanky Panks and all other type Concessions. Can place one Wheel and one Coupon Store for Dunn. Contact HARRY (BUSTER) WESTBROOK, Suffolk, Va., for Wheel and Coupon Stores.	<b>SHOWS</b> Can place Animal Show, Side Show, Monkey Show or any good Shows not conflicting.	<b>RIDES</b> Can place Scrambler, Roll-o-Plane, set of Kid Rides, Chair-plane for Dunn, N. C. This is a big ride date. No Rides needed for Henderson.
--	--	--

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Henderson, N. C., or phone, person to person, Geneva 8-7238.

**AMUSEMENTS of AMERICA**  
**A STAR SPANGLED MIDWAY**

**TWO BIG WEEKS—SAME LOCATION**  
 Coastal Carolina Exchange Club Fair, Oct. 26-31, followed by Charleston Co. Colored Farmers' Fair, Nov. 2-7, Charleston, S. C.

Two Ferrari Cars given away each week, Free Acts, Fireworks and Rodeo. 1,000,000 cut rate gate tickets distributed by Piggly Wiggly Food Stores.

CONCESSIONS of all kinds, Eating and Drinking Stands, Photos and Pitches. Will place Frozen Custard or Chocolate Dip. RIDES: Round-Up, Twister, Helicopter and Flying Coaster. SHOWS: Glass House, Midget, Mechanical or any family-type Show.

DOM VIVONA or JOHN VIVONA  
 Lancaster, S. C.—Phone in Office. c/o Western Union, Charleston, S. C.

**ROSS MANNING SHOWS**  
 FORT BRAGG, FAYETTEVILLE, N. C.  
 8—DAYS—8  
**OPENING FRIDAY, OCT. 30, TO NOV. 7**  
 TWO WEEKENDS—ARMY PAY DAY—55,000 MEN  
 CONCESSIONS: Hankies, Ball Games, Duck Ponds, Glass Pitches, Bear Rides, Cat Racks and Buckets.  
 RIDES: Paratrooper, Rock-o-Plane, Round-Up, Helicopter, Fly-o-Plane and Kid Rides.  
 SHOWS: Any Grind Show with own equipment.  
 Contact ROSS MANNING, Fairgrounds, Newberry, S. C.

**CITRUS COUNTY FAIR**  
 INVERNESS, FLORIDA  
**Wednesday, Oct. 28—Saturday, Oct. 31**  
 CONCESSIONS: Hanky Pank Prize-Every-Time games of all kinds. Alibi Stores if you have Hankies to go with same. Direct Sales, etc.  
 SHOWS: Any good Grind or Bally Shows. HELP: Foremen and Second Men for all major rides. Winter's work in Florida for those who can qualify. Can also place good Show Carpenter with hand tools to start at once. All wires and phone calls:  
 C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS  
 Tallulah, La., all this week.

**BEE'S OLD RELIABLE SHOWS, INC.**  
 Want for Dale County Fair, Ozark, Alabama, Oct. 26-31, and Walton County Fair, De Funiak Springs, Fla., Nov. 2-7.  
 CONCESSIONS: Ice Cream, Long Range, Short Range, High Striker, American Palmistry, Auction and Hanky Panks of all kinds.  
 RIDES: Any Ride not conflicting. Low percentage.  
 SHOWS: Minstrel, Snake, Monkey, Colored Girl Show and any Shows not conflicting.  
 All Replies to RAYMOND C. HULS, Ashburn, Ga.

**FEATURED THIS WEEK**  
**GAUCHO RACK**  
 Price complete, \$8.50 per shelf ft. Any size built from 10 ft. up. Minimum rack built, 10 ft., at \$225.00. GAUCHOS, \$34.00 doz.; sold separately.  
**WRITE FOR FREE CATALOG**  
**RAY OAKES & SONS**  
 P. O. Box 4344 Day Ph.: Re 69774  
 Tampa 7, Fla. Nights: Re 65467

**FOR SALE**  
**SALT WATER TAFFY CONCESSION**  
 Dissolving Partnership. Original cost \$7,000.00; sacrifice, \$3,500.00. Consisting of 1956 model Candy Kiss Wrapper, Candy Puller, Kettle, Stove, Cooling Slab Scales, etc. Ready to go. Mounted in Glass enclosed, air conditioned, long wheel base 1953 Chev. Truck, trailer hitch. Good tires, truck and all equipment in A-1 shape. Anyone can make Taffy formula by weight and Temperature. Contact: ED FELSKE, c/o Byer's Bros. Shows, Many, La. (Fair), this week; Farmersville, La. (Fair), next.

**MOTOR STATE SHOWS**  
 Want for Charleston, Mo., Oct. 20-24 and balance of season.  
 2 or 3 Kid Rides. Can place reliable Ride Help. Want Scenic and Letter Man. All winter's work in Winter Quarters. Sloane, contact me at once.  
 J. J. FREDERICK  
 2263 Newton Detroit 11, Mich.

**NOTICE**  
 Boldface type indicates shows with Billboard Sales Agents—including name of agent.  
 Exclusive Billboard sales privilege available on shows in lightface type.  
 Write or wire  
 Circulation Director  
**BILLBOARD**  
 Cincinnati 22, Ohio

Burkhart: \*Harvey Wilkins; (Fair) Jonesville, La.; (Fair) Alexandria 26-31.  
 Byers Bros.: \*James L. Reed; (Fair) Farmersville, La. (Season ends.)  
 Capell Bros.: \*H. E. Michaelson; (Fair) Casa Grande, Ariz., 20-26.  
 Capital City: \*C. C. Miller; (Fair) Tifton, Ga.; Eastman 26-31.  
 Cellin & Wilson: \*Tony Lewis; Macon, Ga.  
 Coney Island: \*Bob Maser; Abbeville, La., 20-25.  
 Crystal United: \*Mrs. Earl Miller; Salley, S. C.  
 Drew, James H.: \*Mrs. Eula Drew; (Fair) Bainbridge, Ga.; (Fair) Quitman 26-31.  
 Dyers Greater: \*Wm. R. Dyer; Tunica, Miss.; Oxford 26-31.  
 Endy, David B.: \*William P. Munroe; (Fair) Sumter, S. C.; (Fair) Jacksonville, Fla., 28-Nov. 7.

Billboard **SWEEPSTAKES** "SHOW NEWS"  
**LOOKING 'EM OVER**

The **Billboard**  
**SHOW AGENT SALES LEADERS**

1. J. A. PEARL, Royal American Shows
2. MRS. RAY CRAMER, Olson Shows
3. PETER MOLNAR, World of Mirth Shows
4. TONY LEWIS, Cellin & Wilson Shows
5. MRS. AL KUNZ, Heth Shows
6. LILLIAN SYLVESTER, Prell's Broadway Shows
7. J. T. RICHARDS, Blue Grass Shows
8. BLACKKEY JONES, Page Combined Shows
9. J. W. GILMAN, Penn Premier Shows
10. DON HANNA, Siebrand Bros.' Shows

**Palmetto Expo., No. 2:** \*Milton McNeace; Chester, S. C.; Loris 26-31.

**Penn Premier, No. 1:** Richard Gilman; (Fair) Henderson, N. C.; (Colored Fair) Henderson 26-31.

**Penn Premier, No. 2:** (Fair) Suffolk, Va.; (Fair) Dunn, N. C., 26-31.

**Prell's Broadway:** \*Lillian Sylvester; Trenton, N. C.; (Fair) Columbia 26-31.

**Reid's Golden Star:** \*W. E. Reid; Claxton, Ga.

**Reithoffer:** (Fair) (Armory) New York City, 19-Nov. 1.

**Royal American:** \*J. A. Pearl; Jackson, Miss., 19-21; (Fair) Shreveport, La., 24-Nov. 1. (Season ends.)

**Schafer's 20th Century:** \*Archie Hensley; (Fair) Gilmer, Tex., 20-24.

**Siebrand Bros.:** \*Don Hanna; Tucson, Ariz., 20-25.

**Smiley's Ams.:** \*Joe Fasolas; (Fair) Rock Hill, S. C.; Great Falls 26-31.

**Smith, George Clyde:** \*F. A. Norton; (Fair) Littleton, N. C.

**Southern States:** \*Jack Carpenter; Hahira, Ga.; Perry, Fla., 26-31.

**Southland Am. Co.:** \*L. H. Hardin; (Fair) Blakely, Ga.; Tampa, Fla., 26-31.

**Strates, James E., No. 1:** \*Wayne Kingsley; (Fair) Athens, Ga.; (Fair) Albany 26-31.

**Thomas Joyland:** \*Samuel Generallo; Roxboro, N. C.

**Tinsley, Johnny T.:** \*Albert Rivers; (Fair) Metter, Ga.; Beaufort, S. C., 26-31.

**Wallace Bros.:** \*Clarence Walters; (Fair) Jackson, Miss.

**Wolfe Ams.:** \*S. R. Holt; Gaffney, S. C.

**World of Mirth:** \*Peter Molnar; Columbia, S. C.

**Circus Routes**

**Carson & Barnes:** \*Leona Hill; Tomball, Tex., 19; Huntsville 20; Trinity 21; Corrigan 22; Pineland 23; San Augustine 24.

**Clyde Beatty-Cole Bros.:** \*Ray Aguilar; Albany, Ga., 19; Moultrie 20; Valdosta 21; Waycross 22; Savannah 23; Jacksonville, Fla., 24-25.

**Clyde Bros.:** Marshalltown, Ia., 20; Ottumwa 21; Grinnell 22; Burlington 23; Peoria, Ill., 24-25.

**Hagen Bros.:** \*Al Dean; Hattiesburg, Miss., 19; Columbia 20; Picayune 21; Slidell, La., 22; La Place 23; Denham Springs 24; Houma 25; Thibodaux 26; Morgan City 27; St. Martinville 28; Breau Bridge 29; Lafayette 30; Villa Platte 31.

**Davenport, Orrin:** Utica, N. Y., 21-24; Kansas City, Mo., Nov. 17-22.

**Kelly & Miller:** \*Jack Smith; Mena, Ark., 19.

**King Bros.:** \*Eva Hinckly; Cleveland, Miss., 19; Grenada 20; Yazoo City 21; Vicksburg 22; Carthage 23; Forest 24; Columbus 26.

**Polack Bros.:** (Fort Hood) Killeen, Tex., 20-21; (Millington Naval Air Station) Memphis, Tenn., 24; (Coliseum) Florence, Ala., 26-27.

**Ringling Bros. and Barnum & Bailey:** (Aud) Lubbock, Tex., 18-21; (Coliseum) San Angelo 23-24; (Aud) Dallas 28-Nov. 1.

**Ice Shows**

**Holiday on Ice of 1960:** (Fairgrounds Coliseum) Columbus, O., 19-20; (Memorial Field House) Huntington, W. Va., 21-24; (Civic Center) Charleston 25-28; (War Memorial Coliseum) Greensboro, N. C., 29-Nov. 3.

**Ice Capades, 19th Edition:** (Ice Arena) Dallas, Tex., 19-25; (Coliseum) Corpus Christi 27-Nov. 1.

**Ice Capades, 20th Edition:** (Arena) Philadelphia, Pa., 20-Nov. 1.

**Ice Follies of 1960:** Chicago, Ill., 21-Nov. 8.

**Rocky Mount**

Continued from page 54

tors responding. A free grandstand was offered, with four acts obtained thru Cooke and Rose agency. A fee was charged Friday for a rock 'n' roll show.

In Greenville, also managed by Chambliss, rain hit on four of the six scheduled days. Final day, Saturday, pulled showers after 4,112 persons had paid their way into the grounds, and washed out the rest of the activities. There were some 20,000 paid admissions plus 12,000 children, who entered free on their school days.

**Arena Routes**

**Ballet Espanol:** Highland Park, Ill., 19; (Ray) Green Bay, Wis., 20; (Coronado) Rockford, Ill., 21; (Kenosha) Kenosha, Wis., 22; (Armory) Ames, Ia., 25; (Municipal Aud) St. Paul, Minn., 26; (Orpheum) Sioux City, Ia., 27; (Aud) Denver, Colo., 31-Nov. 1.

**Benton, Brook, Rock & Roll Unit:** (Aud) Chattanooga, Tenn., 19; (Textile Hall) Greenville, S. C., 20; (Aud) Asheville, N. C., 22; (Aud) Macon, Ga., 23; (Aud) New Orleans, La., 25; (Sylvan Beach) La Porte, Tex., 26; (Aud) Beaumont 27; (Coliseum) Houston 28; (Longhorn Ranch) Dallas 29; (Aud) Little Rock, Ark., 30; (Ball's Aud) Lake Charles 31; (Northside Coliseum) Fort Worth, Tex., Nov. 1.

**New York Opera Festival:** Scottsbluff, Neb., 19; Chadron 20; Bismarck, N. D., 21; Minot 22; Winnipeg, Man., 23-24; Saskatoon, Sask., 26; Edmonton, Alta., 27-28; Calgary, 29-31.

**Polish State Folk Ballet:** (Boston Garden) Boston, Mass., 30-31.

**Legitimate Shows**

**Dark at the Top of the Stairs:** (Orpheum) Sioux City, Ia., 19; (Paramount) Waterloo 20; (KRNT Theater) Des Moines 21; (Pershing Aud) Lincoln, Neb., 22; (Music Hall) Kansas City, Kan., 23-24; (Orpheum) Springfield, Ill., 26; (RKO Orpheum) Davenport, Ia., 27-28; (High School) Neenah, Wis., 29; Wausau 30; Green Bay 31.

**Gay '90's Nite:** (Coliseum) Spokane, Wash., 19; (Shrine Aud) Billings, Mont., 21; (Aud) Minot, N. D., 22; (Aud Theater) St. Paul, Minn., 24; (Mayo Aud) Rochester 25; (High School Aud) Waterloo, Neb., 26; (Pershing) Lincoln 27; (Music Hall) Omaha 28; (Orpheum) Davenport, Ia., 29; (Music Hall) Kansas City, Mo., 31.

**Look Homeward Angel:** (Playhouse) Wilmington, Del., 21-24; (Paramount) Springfield, Mass., 26; (Loew's Poli) Worcester 27; (Memorial Hall) Hartford, Conn., 28; (Empire) New Bedford, Mass., 29; (Veterans Memorial) Providence, R. I., 30-31.

**Music Man, The:** (Shubert) Chicago, Ill., indefinite run.

**Two for the Seesaw:** Plainview, Tex., 19; (Municipal) Amarillo 20; (Warner) Oklahoma City, Okla., 21-22; (Municipal) Tulsa 23-24; (Central Senior H. S.) Springfield, Mo., 25; (Robinson) Little Rock, Ark., 27-28; (Ellis Aud. So. Hall) Memphis, Tenn., 29-31.

**Miscellaneous**

**Aquacircus Revue:** (Fair) Columbia, S. C.

**Matchstick City:** San Angelo, Tex. O'Day, Marie, Palace Car: Austin, Tex., 23-31; Houston Nov. 3-15.

**Sun Players:** Maryville, Mo.

**Texarkana Sets**

Continued from page 54

peted and was credited with helping to build the crowds. W. A. Schafer's 20th Century Shows, midway attraction, racked up a 25 per cent increase on rides and shows, Mrs. Fisher pointed out. Success of this year's run will permit the fair association to advance further on its 25-year expansion program, prepared this year by Gaylord Lewis, fairgrounds consultant.

**Victorville**

Continued from page 53

day show and 2,652 on Sunday afternoon. Grandstand shows, booked and presented by Bernie Scheppers of Scheppers Bros. Agency, San Bernardino, were featured Thursday and Friday nights. Fair Times Shows, Inc., headed by Olivia Waldron as president, was featured on the midway. Eight major and six kid rides along with Martin Arthur's Funhouse were used.

**Winston-Salem**

Continued from page 53

ahead of last year. But soft ground absorbed rain until it squashed over at midweek and stayed that way, despite countless truckloads of straw and shavings. Some \$24,000 was paid out in premiums. Joining the fair administration in its setback was the World of Mirth Shows midway.

**IT PAYS TO BUY**  
**Lenz INSURANCE**

RELIABLE INSURANCE CANNOT BE PURCHASED AT A BARGAIN COUNTER

**CHARLES A. Lenz & ASSOCIATES**  
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**INSURANCE**  
For the Amusement Industry

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**SMILEY'S AMUSEMENTS**  
Great Falls, S. C. Bamberg, S. C.  
Oct. 26-31 Nov. 2-7

First show in four years and all winter's work in Florida. Can use French Fries, Eating Stands, Long and Short Range Galleries, Bear and Glass Pitches and Hanky Panks of all kinds. Can use family-type Shows. Can use Girl Show.

**CAN USE GENERAL RIDE HELP WHO DRIVE.**  
All wires and answers to Rock Hill, South Carolina  
P.S.: Will buy Tilt and two or three Kiddie Rides for cash.

**CARNIVAL FOR SALE**

Complete ride unit can be made up of 8 to 10 or more rides, with office, transformer, wire and junction boxes.

**SHOW IS BOOKED FOR COMPLETE ROUTE OF FAIRS IN THE MIDWEST IN 1960.**

Priced to sell, amount to depend on number of rides taken.  
**ALL RIDES IN FIRST-CLASS CONDITION.**  
Write: BOX 910, c/o Billboard Publishing Co.  
390 Arcade Bldg. ST. LOUIS 1, Mo.

**JOHNNY T. TINSLEY SHOWS**

Wanted for the Best Dates in South Carolina. Beaufort County Fair, Beaufort, S. C., Oct. 26-31. Two other Fairs pending, according to weather.

SHOWS: Want Girl Show, Monkey Show, Side Show or any other Show with own outfits.  
RIDES: Any Ride not conflicting.  
CONCESSIONS: French Fries, Pronto Pups, Ice Cream or Custard, any other Eating Stands, also Hanky Panks of all kinds.  
**MAYO TINSLEY WANTS AGENTS FOR PERCENTAGE TABLES.**  
Contact: JOHNNY T. TINSLEY, Metter, Ga., this week.

**FOR SALE OR TRADE**

New '59 Tilt Chev. Tractors and Trailers ..... \$19,000.00  
75 Kw. GMC 4-Cyl. Diesel, Trailer and Winch Tractor ..... 9,250.00  
Cash, terms or trade for '55 Wheel.

Digger Trailer, 12 Machines ..... \$ 3,500.00  
Confection Trailer, Drinks, Popcorn, Snow and Floss ..... 1,750.00  
Concessions, Show Trucks, etc.

**FORREST C. SWISHER, Box 125, Phone 468, Caney, Kansas.**

**WANTED WANTED**  
**KIDDIE RIDES—PORTABLE SKATING RINK**  
FOR TAMPA, FLORIDA, HOT SPOT.

Want Live Pony Ride or will buy. (Polack Eddie, Whitey Slayton, Johnny Miller, contact immediately.) Can also use Helicopter Ride.

Contact **JACK WILKINSON, 3409 Causeway Blvd., Tampa, Florida.**

**GIRLS WANTED**  
THREE YOUNG AND ATTRACTIVE GIRLS NEEDED AT ONCE FOR GIRL SHOW

Good salary and wardrobe furnished.

Also need some sober and reliable Ride Help and Up and Down Men.

Apply to Manager, **TROPICAL REVUE GIRL SHOW, c/o Capital City Shows, Fairgrounds, Tifton, Ga., this week; then Eastman, Ga., Oct. 26-31.**

**BIG STATE SHOWS**

WANT

Will book all kinds of Concessions for Alice, Texas, Fair, Oct. 27 to Oct. 31. Two pay days, Air Base, Kingsville, Texas, Nov. 1 to Nov. 16. Wire

**ANNA MOORE**  
Raymondville, Texas, this week.

**WANTED DROME RIDERS**

On account of accident. Come on in. Macon, Ga., now. John Reid, tried to contact you.

**EARL PURTLE**  
Cetlin & Wilson Shows  
Macon, Ga., this week.

**ATTENTION MOTHER—FRIENDS**  
**FLETCHER TETTS, JOHNNY SHERIDAN**

In Wood County Jail, Quitman, Tex. Charge: 3 thefts over \$50.00, burglary and forgery. No attorney or bondsman. Appreciate any help or money you can send. Address: **BOX 307, Quitman, Tex.**

**WANT TO BUY**

8 Tops and Frames, 12 to 16 feet. Will consider Truck also.

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**1960**

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Packed with "SELL" Priced for PROFIT!

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**\$5.90** Set

- EXPANSION BAND
- BILFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CLIFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

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

Min. order 4. 25% cash, bal. C.O.D.

**NATIONALLY ADVERTISED**

The hottest line for '59! High style—low price. . . All pieces beautifully matched—handsomely boxed. EVERYTHING—nine smart pieces—including dependable watch and expansion band!

**Cel-Max Extra!**

LADIES' NEW RHINESTONE WATCH

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profit! Order a sample, \$8.95. Yellow or white.

**\$7.90**

**CEL-MAX, Inc.**  
582 SO. MAIN ST.  
MEMPHIS, TENN.

**A NEW MONEY MAKING DEAL**



... that requires no waging stamp

Location tested as to a fast mover, only 60 holes, takes in \$49.50.

Operator's price sample deal, \$34.50 prepaid. Lots of 6 or more deals, \$32.00. Lots of 12 or more, \$30.00.

**GALENTINE NOVELTY COMPANY**  
519 E. Jefferson Blvd., South Bend 17, Ind.

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NEWEST DIABOLO-TYPE TOY

**This One Works!**

Stays on the string even when not in motion. . . EASY TO OPERATE. . . just jiggle one stick. Flies 60 ft. by spreading arms quick. Send \$1 for sample.

- ALL SEASON TOY—indoors, outdoors
- SHARP PACKAGE—clear directions
- ASSORTED COLORS
- UNBREAKABLE—polyethylene
- PRE-XTMAS DELIVERY—for orders placed before Dec. 1st

\$7.20 doz. F.O.B. Auburn, N. Y.

Terms: Cash with order or 25% deposit, balance C.O.D.  
Min. Freight Order 5 Cases (3 doz. to case).

**The GEE-WHISTLER TOY CORP.**  
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**BINGO**

World's Largest Manufacturer of FEATHERWEIGHT BINGO SHEETS

3000 PER SET—SERIAL NUMBERED, 2 SIZES—20 COLORS—WHOLESALE.

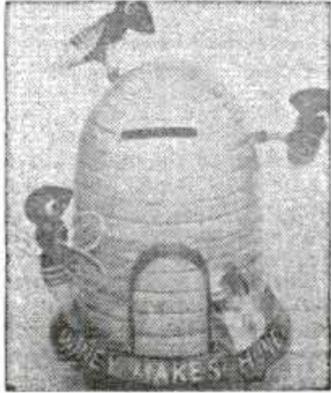
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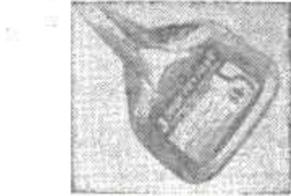
Hand-decorated ceramic Bee Banks are done in natural colors. Lifelike buzzing bees around the 5½-inch hive are held by fine springs. Manana Importing Company, 7 West 30th Street, New York 1.



**Thermometer**

Household thermometer mounted to decorate plastic adheres to any smooth surface due to pressure sensitive backing. Available in a variety of designs. Rack display available. Retail, 69 cents for two thermometers in a poly bag. Marglo, Inc., Englewood, N. J.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.



**Fry Pan**

Heavy-duty aluminum fry pans are completely disposable or reusable, if desired. Cook foods up to four times faster, save gas or electricity. Include "Stay-Cool" handles. Retail, 59 cents, set of three. E-Z Por Corporation, Chicago 40.

**Santa's Sack**

A novel toy chest with bells that jingle and a rich Christmas red background has Santa's face on front and the message, "Merry Christmas from Santa." On the reverse side "For boys and girls to keep their toys" in Old English lettering. An original addition to the Christmas selling season. Retail, \$2. Cannon and Company, 292 Second Street, San Francisco.

**Dinosaur Kit**

Create 1,001 daffy dinosaurs with apples, oranges, potatoes, cucumbers, bananas, carrots, frankfurters and this 20-piece kit. Each do-it-yourself unit includes three heads, four legs, two horns eight fins, two tails and a dinosaur body of colorful molded plastic. Colorful gift box has clear window. A toy that is creative and educational. Retail, \$1. Reliance Corporation, Mason Street, Woonsocket, R. I.

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Gives You "The Works"  
**FREE** with your order

Genuine Watch Movements made in attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

**MEN'S WOMEN'S**  
New Styles

**BENRUS ELGIN WALTHAM GRUEN BULOVA**  
WATCHES

**Guaranteed LIKE NEW!**

**FAMOUS MAKE WATCHES**

Choice Lot—6 for Complete with expansion band. Rebuilt and GUARANTEED like new. Choice selection of new styles for men and ladies. **\$49.00** (Sample \$9.98)

**10 FOR**  
Men's new style Elgins and Walthams. Expansion bands included. Guaranteed like new. **\$69.00** (Sample \$8.98)

25% cash with order—Balance C.O.D.

**WEINMAN'S**  
182 S. MAIN ST. MEMPHIS, TENN.

**6 Asst'd Watches**  
Elgins, Bulovas, Gruens, etc.  
Men's and Ladies' **\$42.95**

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Write for free catalog.

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- 14" IMPORT ..... \$ 7.80 dz.
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- FISHING BEAR
- BALLOON BEAR
- SHOE SHINER
- ACCORDION HOBO
- FOX MAGICIAN

**\$36.00** dz.

**MORE CLOSEOUTS!**

- 3 Piece Ceramic Animals ..... \$4.00 dz.
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Please state your business.

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8½x11 two colors (quantity) 25 one-minute spot radio advertisement of your product, mail by the truck load, 1,650,000 ABC, net price \$59.95. 50 overseas exporters, \$1.00. Fortune in foreign cars, details \$2.00. Fire alarms, \$12.50 doz. Fountain pen-type pocket tear gas, \$14.95. Extra shells, 50¢ each.

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 Send for price list.  
**CEES TRADING COMPANY, INC.**  
 1344 S. Halsted St., Chicago 7, Ill.  
 When in Chicago, visit our  
 showrooms.  
 Open Sundays.

**"KRAZY-KWIPS"**  
**BUTTONS**  
 4" Size  
 12 Ass't. Designs in Color.  
 \* FOR SAMPLES &  
 PRICES WRITE TO . . .  
**GREEN DUCK CO.**  
 1520 W. MONTANA ST., CHICAGO 14, ILL.  
 LAkeview 5-7100

**REBUILT WATCHES**  
**BENRUS—GRUEN—ELGIN**  
 Ladies' or Gents' with Expansion Bands.  
**WORLD'S LARGEST REBUILDER**  
**WORLD'S LOWEST PRICES**  
**WRITE FOR QUOTATIONS**  
**GENENDER SALES & SUPPLIES, INC.**  
 1356 SO. HALSTED ST.  
 CHICAGO 7, ILL.

No Gears  
 No Pulleys  
 No Belts  
 No Dilling  
 Purchase your Snow  
 Cone Machines direct  
 from manufacturer All  
 sizes, models and  
 prices. Write for free  
 catalog.  
**SAMUEL BERT**  
**MFG. CO.**  
 P. O. Box 7803  
 Fair Park Station  
 Dallas, Texas

**DIRECT FROM**  
**Costume Jewelry**  
**Manufacturer**  
**EVERYTHING YOU NEED**  
 Rings, Bracelets, Earrings, Necklaces, Scatter  
 Pins, Religious Items, Boxed Sets and  
 many other items. Guaranteed Lowest  
 Prices. Send for FREE CATALOG.  
 48 Illustrated Pages.  
**PACKARD JEWELRY CO.**  
 48 W. 25th St. N. Y. 10, N. Y.

**Pipes for Pitchmen**  
**Five Years Ago**  
**In Pitchdom**  
 Steve R. McClain was working  
 the Raleigh, N. C., area, while  
 Phineas Bess was in Hutchinson,  
 Kan. . . . Howard (Punk) Elder,  
 working Bainbridge, Ga., reported  
 that pitchmen had been making  
 themselves scarce in those diggin's.  
 . . . C. L. (Hank) Nier worked his  
 shellcraft layout to good returns at  
 the Tri-County Fair, Petersburg,  
 W. Va. While there he met up  
 with Eddie Brownfield, Senator  
 Ralston and Jack (Bottles) Stover.  
 All reported that the fairs had been  
 paying them off at a pretty good  
 rate.

**OUR MERCHANDISE GETS**  
**ACTION**  
 We are headquarters for Indian  
 Belts, Jewelry, Novelties, Beaded  
 Strips and Souvenirs, etc.  
**FREE: New Illustrated Catalog**  
**and Price List.**  
**THUNDERBIRD PRODUCTS CO.**  
 2122 No. Lincoln Ave., Chicago 14, Ill.

**WHOLESALE**  
**GENERAL MERCHANDISE**  
 • BEST IN PRICE  
 • BEST IN SERVICE  
 Casting & Spinning Reels, Power Tools,  
 Neoprene Cables, Hand Tools and many  
 other fast selling items.  
**WRITE FOR PRICE LIST**  
**SHELDON CORD PRODUCTS**  
 3549 W. 5TH AVE. CHICAGO 24, ILL.

**STOP!**  
 Don't Buy Until You Get  
 Our Prices On—  
 • REBUILT WATCHES  
 Elgin, Waltham, Benrus,  
 Bulova, Gruen, Hamilton.  
 • DIAMONDS  
 "You'll Be Glad You Did."  
 We pay for all long distance  
 calls—deducted from your  
 order.  
**JOSEPH BROS.**  
 5 So. Wabash Ave.  
 Chicago, Ill.  
 Phone: DEarborn 2-2572

Henry H. Varner, of Akron,  
 made the fairs at Canton and  
 Wooster, O., and reported that  
 pitchmen at those annuals sold  
 intensifiers by the hundreds. . . .  
 Happy Heller, who did okay at  
 Michigan State Fair, Detroit, with  
 Chem-O-Cel sponge, was mulling  
 plans to build a trailer from which  
 to purvey eucalyptus oil at 1955  
 fairs.

**BONANZA!**  
 For Salesmen—Demonstrators—Pitchmen  
 WIZ KNIFE & SCISSOR SHARPENER,  
 brand-new German patent. Terrific, fast  
 demonstrator. Nothing like it for price and  
 efficiency. Big profit maker.  
 ALL-PURPOSE DOUBLE-CUT KNIFE from  
 Solingen, Germany. Stays sharp, slices all  
 foods easily, cuts frozen meats and bones.  
 Big repeat seller in stores. Genuine oppor-  
 tunity for salesman.  
 SWITCH NEEDLE THREADERS, selling big-  
 ger every month. Proven seller. Get our  
 special quantity prices. Big profit item.  
 Do Business With Liveliest Importer in U. S.  
**MEINHARDT IMPORTS**  
 4331 N. Pulaski Road Chicago 41, Ill.

**WORLD'S SMALLEST**  
**LITER—SMALLER THAN**  
**A POSTAGE STAMP.** All  
 chrome, sure-fire action,  
 ind. boxed. Big seller  
 everywhere. Good en-  
 graver's item.  
 • Write for prices and  
 FREE Catalog.  
**STERLING JEWELERS**  
 1975 East Main St.  
 Columbus, Ohio

**BUY DIRECT FROM MANUFACTURER**  
**PHOTO IDENTS**  
**& WATCH BANDS**  
 Imported from  
 Our Own Factory  
 in Hong Kong  
**JOBBERS, ATTENTION!!**  
 Send for  
 price  
 list.  
**SAM YEUNG CO.** 120 Wall St.  
 New York 5,  
 N. Y.

Prof. A. J. Howe, writing from  
 Clarksdale, Miss., reported he  
 would pass up the winter season  
 at Miami. . . . Little Chief White  
 Eagle, writing from Los Angeles,  
 recalled some of the vet pitchmen  
 who in the past had worked at his  
 West Coast store, including Chief  
 Mex, Miss Black Hawk and the  
 Ragan sisters.

**Write for**  
**FREE CATALOG**  
**of**  
**REBUILT**  
**WATCHES**  
 Guaranteed Like New.  
**MIDWEST WATCH CO.**  
 5 So. Wabash Ave.  
 Chicago 3, Ill.

**For the Finest in**  
**MEXICAN**  
**REVERSIBLE PURSES**  
 New Mexican Accordion  
 Style Bag, 3 compart-  
 ments with zipper. Proven  
 very durable. Ass't. colors.  
 Many other fast-selling  
 Mexican imports.  
**ASK FOR FREE CATALOGUE**  
**PEARL SALES CO.**  
 P. O. BOX 675 EL PASO, TEXAS

**IMPORTER AND WHOLESALER**  
**BALLOONS, DOLLS,**  
**NOVELTY HATS**  
 Mechanical Wind-Up  
 Toys, Flags, etc. For  
 Circuses, Rodeos, Car-  
 nivals & Outdoor Show  
 Business.  
**CHAS. SHEAR**  
 150 Park Row  
 New York 7, N. Y.  
 WO 2-2495

C. D. (Kid) Newsome reported  
 having seen E. C. Pardee prowling  
 around Lincoln, Ga., and shoveling  
 in plenty of geedus while doing so.  
 . . . Fred Thompson reported that  
 jewelry, especially idents, went over  
 big at the Rocky Mount, N. C., to-  
 bacco mart. . . . Frank Crispi,  
 working leather goods, found  
 Cleveland so hot after the World  
 Series that he decided to stay on.

**PRICE LIST READY**  
 Send for Your Copy at Once.  
**SLUM. . . Greatest Line Ever Assembled**  
**PLUSH TOYS and DOLLS**  
**FLASH. . . Superb Values**  
**NEWS ITEMS When They Are**  
**Now**  
 If you have not dealt with us in the past,  
 ask those who have.  
**BERNY NOVELTY CO.**  
 114 West 14th Street, New York 11, N. Y.  
 Phone: ALgonquin 8-2590

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"After trying the rest...  
SHOW-BIZ proves best..."  
SHOW-BIZ smart comedy material leads the field in quality and low-budget price. Introductory offer. "Classical Collection," the one-line classics of tomorrow... Act Now... only \$3.00.  
**SHOW-BIZ COMEDY SERVICE**  
Dept. BD-1  
625 Avenue "V" Brooklyn 23, N. Y.

**NEW! GIANT PROFESSIONAL GAG FILE.**  
Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. tfn

**SEND FOR FREE PRICE LIST, NEWEST**  
Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. oc26

**25,000 PROFESSIONAL COMEDY LINES,**  
Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. d228

## Agents, Distributors Items

**AUCTIONEERS—JOBBER**  
**WAGON MEN—INSTALLMENT MEN**  
Beautiful Chenille Bedspreads, all colors, 12 patterns, \$2.50 up. Also custom-made Spreads, Bath Sets, \$1.50 up. Non-skid type. Nylon washable Throw Rugs, \$1.50 up. Spreads and Rug combination sets, all colors, made daily. These are not odd lots or distressed merchandise. \$1 or \$1,000. We ship promptly. Satisfaction guaranteed. Samples of above, regular price plus 50¢. Descriptive folder on request.  
**GLENN MILLER**  
319 N. Ridge St. Dalton, Ga.

**CHRISTMAS EARRINGS—CLOSEOUTS, \$18**  
gross; assorted Pendants, boxed, \$3 dozen. Miniatures for Earrings, Lastufka, Box 10238, Tampa 9, Fla. oc26

**COMIC CHRISTMAS CARDS—BIG PROFITS.**  
Sells on sight. Adults only. Send \$1 for samples, quantity prices. Gary, Box 13263, Phoenix, Ariz.

Did This Ad  
**ATTRACT YOUR ATTENTION!**  
**USE DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

**RATE: \$14 PER INCH**

Rule border permitted when using two inches or more.

**EARRINGS—ASSORTED STONE AND TAILORED**  
carded. \$8 gross. Plastic Wallets, assorted colors, \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island. oc26

**GAME OF THE SPACE AGE**  
**AEROTOP**  
LAUNCH RETRIEVE RE-LAUNCH  
**HIGH IN SPACE**  
Assorted Colors—Polyethylene  
\$10.80 doz. Sample \$1.49 ppd.  
**LIONEL TOY**  
729 N. Harper Ave., Los Angeles 46, Calif.

**GUITARS**  
For Premiums or Christmas Gifts—Toy Stores.  
Box A-1 Russell Point, Ohio  
Large Western 33"x12". Each... \$3.50  
Special Texas, 30"x11". Each... 3.00  
Single samples, \$1 extra; both styles... 7.50  
postpaid, cash with order.  
You make 100% profit.

**PREMIER CREATIONS**  
Box A-1 Russell Point, Ohio  
**HOSIERY—LOW PRICES LADIES', MEN'S,**  
Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga Tenn. oc26

**HUGE SAVINGS ON APPLIANCES—TOOLS,**  
toys, etc. Special prices. For catalog send 25¢ to: R. L. Williams, 1201 Farnam, Davenport, Iowa

## JEWELRY CLOSEOUTS

### FREE CATALOG

E5—Stone E rgs, etc., asst. Gr. .... \$12.00  
E1—Tailored E rgs, asst. Gr. .... 18.00  
E2—Stone & Pearl E rgs, asst. Gr. .... 21.00  
E130—Rhinstone E rgs, asst. Gr. .... 30.00  
O1—Odd Lot Brace & Necks. Gr. .... 15.00  
L2—Men's Chrome Lighters. Dz. .... 4.35  
L5—Zippo-Type Lighters. Dz. .... 6.00  
R11—Ladies' Birthstone Rings Gr. .... 11.00  
P-4—3-Pc Pearl Sets Dz. .... 7.20  
L17—Asst. Metal Toys. Dz. .... 3.75  
619—Men's Asst. Stone Rings. Dz. .... 3.25  
1165—Flashlights. Tri-Color. Dz. .... 4.00  
Samples Reg Price—25¢ Dep. Bal. C.O.D.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov., R. I.

**BE INDEPENDENT**  
**START YOUR OWN BUSINESS...**  
Stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Pro-tectors. Samples of either \$5, with your name, address and Social Security number. Catalog free.  
**GENERAL PRODUCTS**  
Dept. BB-93, 188 State St. Albany, N. Y.

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

**IMPORTANT:** In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

## DISPLAY CLASSIFIED ADS

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

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

## FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

## MERRY CHRISTMAS

TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US.

With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

### FAMOUS MFR. CLOSEOUTS

Asst. Earrings ..... \$1.75 & \$3.00 Dz.  
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.  
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.  
Tie & 'ufflinks Sets,  
Asst. .... \$3.75 & \$6.00 Dz.  
Cultured Pearl Tie Slides,  
carded ..... \$2.00 Dz.  
Asst. Boxed Sets ..... \$4.50 to \$6.00 Dz.  
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.  
Eng. Pearl Sets, Boxed  
1, 2 & 3 Strands to doz. sets \$6.00 Dz.  
Box Crosses, Ind. Boxed ..... \$2.50 Dz.  
Rosary Beads, Boxed ..... \$6.00 & \$9.00 Dz.  
Children's Necks, Boxed ..... \$3.00 Dz.  
Pins, Asst. .... \$1.75 & \$3.00 Dz.  
Camo Neck & Rings, Boxed \$3.00 Dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.  
**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**NOW READY—NEW WHOLESALE IMPORT**  
List. Date Imports, 1959 Clays Mill Rd., Lexington, Ky.

**REBUILT WATCHES—ELGIN, WALTHAM,**  
Borus Bulova; \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. ch-np

## Animals, Birds, Snakes

**FOR SALE—WELL TRAINED BABY ELE-**  
phant, 48-inches high, \$3,500. Marine Enterprises, Inc., P. O. Box 2636, Ocean Park, California.

**SUPERTAME MALE CHEETAH, CHILDREN**  
can handle, \$950; young male Cheetah, \$750; tame, male, young, black Leopard, \$950; baby, male Camel, 5 months, \$1,250 (Texas); adult Emu, \$175; male, 2 female Pigtail Monkeys, bred, \$75 each; golden Marmosettes, \$75 each; other Marmosettes, \$20. Many more. Rare Bird Farm, Kendall, Florida.

**WILD ANIMALS — TROPICAL HOBBY-**  
land, 1525 N.W. 27th Ave., Miami, Fla. Chimps, Baboons, Ocelots, Ringtails, Flamingos, Boas, Anacondas, Snake Dens. Phone. NEWTON 4-4579.

## Business Opportunities

**BEAUTIFUL PLAQUES ASSORTMENT,**  
\$3.50. Last Supper, sizes 14"x9"; 12"x7"; 7"x14"; 9"x4"; in beautiful colors. Order now and see them for yourself. Pyramid Novelty Co., 1835 E. 28th Ave., Denver 5, Colorado.

## FOR LEASE

**MIAMI BEACH**  
**COTILLION BALLROOM OF**  
**DILIDO HOTEL**  
— 1500 Seats  
Corner of Lincoln Road, on the ocean.

Fully equipped, Air Conditioned, Lights, P.A. System. Available for winter season to right operator. Write  
**HORACE BURNSTEIN, Gen. Mgr.**

## FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927. Priced to sell, by owner.

**H. W. TERPENING**  
137-139 Marine St. Ocean Park, Calif.

**MAGAZINE SALESPeOPLE — CREW MAN-**  
agers, better deal. Write: Mark Steele, Franklin, Tex.

This is a  
**DISPLAY CLASSIFIED AD**  
Your Advertisement Displayed in a space this size will cost only  
**\$14 per insertion**

**UP TO \$300 WEEKLY—ONLY 4 ORDERS A**  
day means \$15,000 per year. No Experience, just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa. ch-tfn

## Costumes, Uniforms, Wardrobes

**CLOWN SUITS, WIGS, REAL HAIR IM-**  
personators' Wigs, Ostrich Plumes, Rhinestones, Free Lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

## Food and Drink Concession Supplies

**ABOUT ALL MAKES OF POPPERS, CARA-**  
mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn 120 S. Halsted, Chicago, Ill. no2

## For Sale—Secondhand Show Property

### ALLAN HERSCHELL RIDES

1959 Kiddie Merry-Go-Round ..... \$5,750  
1959 Kiddie Boat Ride ..... 4,250  
1959 G-12 Miniature Train ..... 3,190

All rides new Spring 1959 and used only during Summer in one location.

Any or all rides may be financed.

### BOX C-549

c/o The Billboard Cincinnati 22, Ohio

**ANATOMY SHOW, 35 SPECIMENS, \$200;**  
flashy 15x25 Tent, two-headed Baby Banners, \$100; want Freak Babies; will buy Japanese made Beaded Bells. Jimmy Helman, 103 Broad Court, Baltimore 2, Md. Broadway 8-7896.

**BARGAINS IN ALL SIZES NEW AND USED**  
Tents and Side Wall. George's Tents, 103 North St., Auburn, N. Y.

**BUILD CONCESSIONS—COMPLETE PLANS:**  
Shallow Joint (23 games), Four-Way (11), Ball Rack (13), African Dip, \$5 each; High Striker, \$3; all, \$20. Free 104-page catalog. Brill, Box 875, Peoria, Ill.

**EWART ADULT TWO-ABREAST MERRY-**  
Go-Round, \$7,000; also Kiddie Rides; Ewart Ferris Wheel, \$1,750; Rocket Ride, \$1,000; Chair Plane, \$900; Murdock Car Ride, \$1,850. All rides factory built, good shape. Package deal, \$11,000. Darryl Gorciak, 288 Bounds, Ventura, Calif. Miller 3-5806.

**EYERLY ROLL-O-PLANE, NEW MOTOR,**  
clean; Evans Gallery, steel slides, rifles. Trade either for Allan H. Boat Ride, F. Shafer, Washington, Ind.

**FOR SALE—SMALL TENT MOVIE OUTFIT.**  
Fred Keely, Urbanna, Va.

**JEWELRY CONCESSION, 8X8, PANELED,**  
3 spinners, 14 cases and cabinet, like new, \$350 stock at inventory; also new 241 Remington automatic Rifle. Dick Taylor, Gold Medal Shows, Troy, Ala.

## MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

**DISPLAY CLASSIFIED AD**

RATE ONLY \$14 per inch

**4 ALLAN HERSCHELL BROWNIE TRAC-**  
tors, used only 2 weeks and refinished. Look and operate like brand new. List price less 10% and will finance. Box C-550, c/o The Billboard, Cincinnati 22, Ohio. ch

**40-FT., 36-HORSE ALLAN HERSCHELL**  
Merry-Go-Round. Needs some repair on woodwork, \$3,500 including two 24-ft. trailers. Glen D. Wyble, Morenci, Mich. Phone: Gladstone 8-6315.

## Help Wanted

### CONCESSION AGENT WANTED

Experienced games Concession Agent wanted for all-year-round work. Give full details in your first letter.

Harry Germain

P. O. Box 292 Newark, N. J.

Did This Ad

**ATTRACT YOUR ATTENTION!**  
**USE DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.  
**RATE: \$14 PER INCH**

Rule border permitted when using two inches or more.

**GIRL WANTED WITH OR WITHOUT EX-**  
perience to teach and manage Rock and Roll strip school. Box C-551, c/o Billboard, Cincinnati, Ohio.

## Personal

**ROSIE—AM ALL ALONE, IN DIRE FINAN-**  
cial trouble. Can't pay bills or carry on without your consent and signature. Bill. oc29

**SMOKEY COCKRUM — JOHNSON IS O.K.**  
Sunshine lease canceled. Mona is sorry. Contact Kenny or Stub at 931 S. Chelan, Wenatchee, Wash. oc19

## Photo Supplies and Developing

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,**  
Develop pers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

## Printing

**ALWAYS FASTEST SERVICE — QUALITY**  
nonbonding posters: 14x22 size 3-color window cards up to 50 words copy. \$9 hundred; 17x26 size, \$13.50 hundred. Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. no29

**MAKE YOUR BUSINESS CARDS WORK**  
for you. Samples free. Dickerson Sales Co., P. O. Box 133, Marion, Ind.

**200—8 1/2 X11 LETTERHEADS, 200 6 1/2 EN-**  
velopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Fushing, Michigan. oc19

## Salesmen Wanted

**AD MATCH SALES! YOUR OWN BUSI-**  
ness without investment! Sell for world's largest direct selling manufacturer of advertising match books. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part time or full-time. Match Corporation of America, Dept. D-253, Chicago 32. oc29



**HERE'S A HANDY ORDER**  
**FORM FOR PREPARING**  
**YOUR CLASSIFIED AD**

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- |  |   |
|--|---|
| <input type="checkbox"/> Acts, Songs, Gags                 | <input type="checkbox"/> Miscellaneous                    |
| <input type="checkbox"/> Advertising Specialties           | <input type="checkbox"/> Mobile Homes, Accessories        |
| <input type="checkbox"/> Agents, Distributors Items        | <input type="checkbox"/> M P Films—Accessories            |
| <input type="checkbox"/> Animals, Birds, Snakes            | <input type="checkbox"/> Musical Instruments, Accessories |
| <input type="checkbox"/> Business Opportunities            | <input type="checkbox"/> Partners Wanted                  |
| <input type="checkbox"/> Calliopes and Band Organs         | <input type="checkbox"/> Personals                        |
| <input type="checkbox"/> Collectors Items                  | <input type="checkbox"/> Photo Supplies & Developing      |
| <input type="checkbox"/> Costumes, Uniforms, Wardrobes     | <input type="checkbox"/> Ponies                           |
| <input type="checkbox"/> Food & Drink Concession Supplies  | <input type="checkbox"/> Printing                         |
| <input type="checkbox"/> Formulas and Plans                | <input type="checkbox"/> Rigging and Props                |
| <input type="checkbox"/> For Sale—Secondhand Goods         | <input type="checkbox"/> Salesmen Wanted                  |
| <input type="checkbox"/> For Sale—Secondhand Show Property | <input type="checkbox"/> Scenery, Banners                 |
| <input type="checkbox"/> Help Wanted                       | <input type="checkbox"/> Talent Wanted                    |
| <input type="checkbox"/> Instructions and Schools          | <input type="checkbox"/> Tattooing Supplies               |
| <input type="checkbox"/> Locations Wanted                  | <input type="checkbox"/> Trucks, Trailers, Accessories    |
| <input type="checkbox"/> Magical Supplies                  | <input type="checkbox"/> Wanted to Book                   |
|  | <input type="checkbox"/> Wanted to Buy                    |

## Music, Records, Accessories

- |   |  |
|---|--|
| <input type="checkbox"/> Business for Sale          | <input type="checkbox"/> Used Dealer-Distributor Equipment |
| <input type="checkbox"/> Record Pressing            | <input type="checkbox"/> Used Records                      |
| <input type="checkbox"/> Situations Wanted          | <input type="checkbox"/> Used Record Pressing Equipment    |
| <input type="checkbox"/> Sound Equipment-Components |  |

## Coin Machine Headings

- |   |  |
|---|--|
| <input type="checkbox"/> Help Wanted      | <input type="checkbox"/> Routes for Sale |
| <input type="checkbox"/> Opportunities    | <input type="checkbox"/> Wanted to Buy   |
| <input type="checkbox"/> Parts, Supplies  | <input type="checkbox"/> Used Equipment  |
| <input type="checkbox"/> Positions Wanted |  |

## Talent Availabilities Headings

- |   |   |
|---|---|
| <input type="checkbox"/> Agents and Managers  | <input type="checkbox"/> M P Operators                |
| <input type="checkbox"/> Bands and Orchestras | <input type="checkbox"/> Musicians                    |
| <input type="checkbox"/> Dramatic Artists     | <input type="checkbox"/> Outdoor Acts and Attractions |
| <input type="checkbox"/> Hypnotists           | <input type="checkbox"/> Vaudeville Artists           |
| <input type="checkbox"/> Miscellaneous        | <input type="checkbox"/> Vocalists                    |

3. Indicate below the type of ad you wish:

- |   |
|---|
| <input type="checkbox"/> REGULAR CLASSIFIED AD—20c a word. Minimum \$4                                    |
| <input type="checkbox"/> DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch) |
| <input type="checkbox"/> TALENT AVAILABILITIES AD—10c a word. Minimum \$2.                                |

Classified and all Talent Availabilities ads must be paid for in advance.

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

Please insert the above ad in \_\_\_\_\_ issue

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ I enclose remittance of

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine...

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling...

Talent Wanted

GIRL DANCER, EXOTIC, FOR SUPPORTING act in night club. \$65 a week and living quarters furnished...

WANTED TALENT - FAMILY STAGE Show. Emcee, Assistant, Accordion, Dancer, Singer, Agent...

Tattooing Supplies

HARD TO GET ITEMS - SOLDER-ALL, CONTACT Points, concentrated Black Ink, No. 12 Sharps, Designs, Zeis, 723-A Leslie, Rockford, Ill.

Wanted to Book

ACTS, ALL TYPES, WANTED FOR CHRISTMAS show and other dates. Send photos, price and describe act...

Wanted to Buy

MENTALISTS' SUB-MINIATURE RADIO-phones, Give condition and lowest price. Pollock, Kingfisher, Okla.

TILT-A-WHIRL, BOAT RIDE, ARCADE Equipment, Train. State cash price, condition, year, where used, locally. Phone number. Fraleys Park, Waverly, N. Y.

WANTED-USED 12 LB. RAIL. STATE CONDITION and price. John Jaldinger, 5719 Bernice, Chicago, Ill.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

BILLPOSTER-LITHOGRAPHER AVAILABLE December 5. Prefer Shrine-Sponsored Circus. Want contract for long season. Box C-546, Billboard, Cincinnati, Ohio.

COUNTRY ARTIST, RHYTHM, VOCALS, MC, etc., 20 years' experience. Write: Cliff Johnson, 3419 9th Ave, Council Bluffs, Iowa. Wish to locate on West Coast.

PREDICTING HITS-AS A YOUNG TEEN-ager I've discovered I can accurately predict the exact strength of a new recording. I absolutely guarantee I can predict a top ten hit every time. I'll easily prove it if you'll give me a chance. My college address is: Jim Rice, Room 232, Helen Ferris Hall, Big Rapids, Mich. Phone 2265.

Musicians

ALTO, TENOR SAX, CLAR. FOR COMBO. Anywhere. Age 27. Dick Rench, 81 So. Ave., Battle Creek, Mich. WO 4-2040 (no collect).

AT LIBERTY: "JUDGE" BRADLEY, PIANIST and judge of bank holdups "Cow Boy Valley." Killingworth, Conn. Frank Bradley, Middletown, Conn., or 16 West Circle, Avon Park, Fla.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Parcel Post

Leonard Bros. Circus Catalog 30¢ due

- Ackley, Paul H. Adams, Mike J. Adams, Wm. P. Allen, Charley & Mrs. Allen, Gene Allen, Roy Lee Allen, Mildred Allen, Will Anderson, John E. Antoniak, George Argo, Robert G. Auster, Charles Austin, William Ray Baine, John Barnes, Roscoe E. Barnhill, Rena E. Barnowski, Jocco

MUSIC RECORDS ACCESSORIES

Record Pressing

DEMONSTRATION RECORDS MADE. LOW cost. Write for prices. Sterling Records, Box 222, Belmont, Mass. oc19

Used Records

USED RECORDS, \$14 PER 100 POSTPAID in U. S. A. Many good numbers, prepaid orders only. Bill Barnes, White St., Summit Hill, Pa. oc26

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY - ASSORTED Earrings, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$6 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 25¢ deposit with order. New England, 124V Empire St., Providence, R. I. no9

Used Equipment

NEW VITAMIN GUM. VEND 2 FOR NICKEL. Ten lbs. gum plus used machine, \$25 f.o.b. Toledo 14, Ohio. Brings in \$75. Graeff Co., 3121 Strathmore. oc19

SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. oc19

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

- Gattia, Glendon & Gelene
Giere, Johnny
Gillette, Jules
Girman, J. W.
Girard, Wilbur
Givens, Joe L.
Gobel, George
Golden, John C.
Gordon, John Wesley
Gore, Concessions
Gough, W. T.
Graham, J. L.
Graham, J. & Mrs. Gray, Clifford H.
Gray, Stash
Green, Johnny (from Lorene)
Griffith Leroy C.
Grignon, Walter E.
Gross, Charles
Gutnick, R.
Gwens, Joe
Hackett, Edw. J. & Mrs.
Hagensack, C. E.
Hall, Pearl
Hamid, A. H.
Hamid, Alice H.
Hanson, Catherine E.
Harkey, Ray
Harley, Lee
Harris, Jim
Harvey, Lois
Harvey, Carl F.
Haskins, Charles
Hauck, Harry
Hemris, Harold
Hendricks or Hendrickson, Mrs. Harry
Herman, A. H.
Hess, M.
Hildebrand, Mrs. Jeanette
Hoffman, J. G.
Hopper William
Hubbard, Paul
Hudson, Anderson
Hood, Mrs. Walter E.
Horton, R. & Helen
Hos, Leland
Houghton, Rose Ann
Houghton, Ross
Houser, W. P.
Howey, Fred
Hoyt, Dan Emory
Hudson, Paul
Hynes, Vernon L.
Hyman, Harry
Imes, Warren
Ivey, Lillian O.
Jack, Barbara E.
Jackson, Lawrence James, Paul
Johnson, James & Mrs.
Jones, Doris
Kane, Maxwell
Kaska, Charles
Kellems, Happy (Clown)
Kelly, Slim
King, John J.
Kittman, Francis
Koch, Lindy
Kosterman, Ralph H.
La Breche, Charles A.
Lamb, Sam
Landes, Benjamin Ed
Lane, H. J.
LaRocca, Mrs. Mary
LaVee, Venus
LaVigne, Edward R.
LaVoy, Marie
Lackey, Haskell
Land, Lucky
Lane, Cynthia
Lane, John O.
Lanford, Suzanne
Le Blanc, Jack
LeDoux, Jolly Marie
Lee, Torchy
Lee, Wm. M. & Mrs.
Leeright, Mr. (Mgr. Leeright Shows)
Lehman, Herb
Leib, Rodrick H.
Leopard, Arthur
Lillard, Jan
Lilly, Harold J.
Linquist, Harold
Livingston, Kenneth
Lombardi, Robert
Lovelace, William H.
Lumpkin, Herman & Gene
Lyons, Ross
McClennahan, Dewayne
McSpadden Jr., Richard M.
Mahaffey, J. W.
Majors, Tom
Manley, Sam
Manley, H. A.
Mapes, Tom
Marsh, Jesse B. & Etta
Martin, Bill
Masello, Loretta
Mason, John
Mathis Jr., Edward D.
Mathews, The Bob-Lynx Sport Co.
Mature, Lawrence
Marzulek, S.
Matron, Roy L.
Meredith, Walter J.
Metcalf Jr., Wm. F.
Merritt, Mrs. Dell
Mikloich, Joseph
Miller, Dorothy M.
Miller, Paul V.
Miller, Robert B.
Miller, Walter R.
Mink, Mrs. Mary Elizabeth
Minor, L. N.
Mohr, E.
Mohr, Donna
Montaneux, Frenchy
Moran, Billy
Morris, E. C. & B.
Morris, Ed
Morris, Robert
Mufkey, Clifford
Mullins, Sailor
Murphy, Chuck
Murphy, E. J. (Spud)
Musgrove, Truman & Mrs.
Negus, Robert & B.
Nelson, Herbert
Nichols, R. L.
Nichols, Mrs. R. L.
Nixon, E. J.
Darrett, Martin W.
Davis, Koke
Decker, Joseph (Bud)
Deefreese, Mrs. Wanda
Delgrosso, Daniel
Delgrosso, Louis
Denning, Richard A.
Detweiler, Ann
Dey, Mary E.
Diavolo, Dare Devil
Dimaggio, Mario
Duane, Bob J.
Duncan Jr., Little N.
Dunlap, Phyllis Duray
Dunn, J. D.
Eargle Jr., Aumerle Cleo
Eppie, Sam & Mrs.
Fairbanks, William
Fake, Elsie V.
Fake, Harry F.
Faubian, Jack
Feininger, Ralph
Fisher, Jake
Flood, Clifton
Forester, August X.
Foreman, Mrs. Lee
Forsyth, Fred
Francis, Ralph A.
Frank, E. J.
Fox, Betty & Benny (Sky Dancers)
Cuccio, John J.
Collins, Fern
Davis, Byron
Dendnd, L. J.
Dillinger, Maurine
Duffy, John
Duffy, Mr. & Mrs. Roy
Dyer, W. R.
Eaton, Geo.
Farmer, Mrs. Andrew S.
Farr, Steve
Franks, T. S.
Fritts, W. R.
Fry, Mrs. Harvey
Gospodarski, Larry P.
Hayward, Mutt
Heffner, David
Vinton

Danbury Mark

Continued from page 53
them in conjunction with the Jack Kochman thrill show. It was a triple-header show since it also included the daily parade thru the grounds, ending in front of the grandstand.

The record pace was established right off the bat, with excellent weather helping draw more than 70,000 visitors, nearly half the week's total.

Premium awards given this year will again amount to about \$13,000. The week's program went off without a hitch except for stock-car racing on the final day, which was rained out. The Mounties and parade went off as scheduled, however. Midget auto racing was held on Saturday (10) to the usual full grandstand.

Free Music Units Spotted
As usual, Leahy had free attractions scattered around the grounds to augment the midway (How-Reit Shows) and grandstand show. Playing were Red Brigham's Harmony Hayriders in the Gold Town Music Hall, Vic Zembruski's polka band on the mall, the Pipers Band, and the Bethel Fife and Drum Corps. Inside the Big Top commercial tent were regular performers of Wendell Cook's band and Al Brundage and the Danbury Fair Cornhuskers holding square dances.

An innovation was the eye examination booth maintained by Fairfield County Medical Association. Providing 20 ophthalmologists who contributed their time during the week, the display saw 1,063 fair visitors being examined for traces of glaucoma, the eye disease. Thirty-seven were considered "referrals" who were advised to undergo further examination.

A gratifying start has been made on the New Amsterdam Village area of 21 buildings, which will be offered to the public at next year's fair. It contains an authentic - styled masonry fort-museum and other units.

- Henry, Todd
Hightower, H. D.
Hofmeister, Les
Holman, Riley
James, Mrs. Helen
Kelly, Mrs. & Mrs. Dav
Kerner, Mrs. Doroth
Kester, David E.
Kinney, James A.
Kisor, Guy
Kissel Brothers
Kohler, Thomas H.
Kortes, Pete
Ladner, Dwight O.
Lafosse Amusement Co
Lantz, John
LaVance, Diana
Lee, Robert John
Leonard, Arthur
Littlefield, Jack
Loftis, Jackie Roy
Lucas, Nick
McGrath, Thomas F.
McGuire, Mrs. Gail
McIntosh, Melvin
McWhorter, Theo.
Maibin, Dorothy
Maibin, Ed
Marsh, Jesse B.
Mathews, Sport
Mellor, Mrs. Lillian
Miller Jr., Paul V.
Miller, Skippy
Nelson, Don
Norton, John Joseph
Price, Mrs. Lorna G.
Ray, Janiece
Reed, Harold
Reed, Linda
Rider, Kenneth
Robertson, Paul T.
Robinson, Rue A.
Robinson, Robert
Rose, Mack
Sacks, Carl Cloero
Saracota Circus Equipment Co., Inc.
Schnepel, E. W.
Sciffres, Frances
Shane, Mike
Shearer, N. B.
Sheehan, Edward P.
Smith, Mrs. Sorby
Spook, Albert T.
Sproul, Lorraine Crawford
Stacy, Woodrow A.
Star, Hedy Jo
Stein, Jack
Stewart, Toni
Suber, Morton H.
Talbot, Elwood E.
Templeton, Ralph E.
Wasko, Mr. & Mrs. George
Watson, Jack R.
Weaver, Ray L.
Weekley, H. B.
Wetherbee, Harold
White, James A.
Williams, Chester M.
Williams, Joseph W.
Wilson, Mr. & Mrs. H. T.
Woodall, Ray
Yestedt, Edwin J.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Anderson, Lucile
Benamy, Tamar
Casey, Clifford L.
Clifton, C. B.
Cramer, C. E.
Hamon, Jack (Mitch)
Henry, Fred T.
Kasher, Charles
McGee, John
Murphy, A. L.
Noble, J. & Ruth
Palmer, Charles W.
Pennell, Troy S.
Sehl, John
Vernon, Dorothy
Webman, Hall

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Anthony, Mr. & Mrs. Milo
Armitage, Sheila
Bennett, Brice
Brown, Hugh Le Roy
Cabrini Amusement Center
Carr, Lawrence
Culpepper, Milton
Hickey, (Hickey)
Day, Andy
Donato, Lillian
Hackman, Otis (Hack)
Hakes, Robert L.
Hawthorn, Jack
Hendrickson, Jim
Hickey, J.
Johnson, Odie
Lane, Gerald
Markus, Mrs. Lois
Merced, Jimmie
Vernon, (Spot the Spot)
Pan-American Animal Exhibit
Patterson, Donna

COMING EVENTS

Alabama
Birmingham-Birmingham Auto Show, Jan. 8-10, 1960.
Dothan-National Peanut Festival, Oct. 19-24

Arizona
Phoenix-Phoenix Auto Show, Nov. 25-30.

California
Los Angeles-Los Angeles Auto Show (Pan Pacific Auditorium), Nov. 13-22.
Sacramento-Exposition of Modern Living (Fairgrounds), Nov. 18-22. Bill Blen.
San Francisco - Grand Natl Livestock Expo Horse Show & Rodeo (Cow Palace), Oct. 30-Nov 8 Nye Wilson.
San Francisco-San Francisco Imported Car Show (Brooks Hall), Nov. 12-22.
San Francisco-San Francisco Rodeo, Oct. 30-Nov 8.
Santa Monica-Santa Monica Fall Home & Decorators' Show (Civic Aud.), Oct. 28-Nov 1. Patrick J O'Toole.
Turlock-Far West Turkey Show, Dec. 1-3. M. S. Johnson

Colorado
Denver-Denver Automobile Show (Coliseum), Nov. 30-Dec. 5.

Florida
Cocoa-Cocoa Home Show, Nov. 6-9. Al Stern. National Press Club, Washington 4. D. C.
Tampa-Tampa Auto Show (Fort Homer Hesterly Armory) Nov. 30-Dec. 5

Illinois
Chicago - International Livestock Show (Amphitheater), Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards.

Indiana
Fort Wayne-Rod & Custom Show, Dec. 11-13. Shows, Inc

Iowa
Des Moines-International "500" Motor Sports Show (Veterans' Memorial Aud.), Oct. 24-25.

Kansas
Independence-Neewollah Celebration, Oct. 29-31. Jim Halsey, P. O. Box 452.

Kentucky
Louisville-Rod & Custom Show, Nov. 26-29 Shows, Inc

Louisiana
Baton Rouge-Baton Rouge Auto Show, Nov. 11-15.
Baton Rouge-La. Livestock Show & Dixie Horse Show Jubilee, Nov. 5-8. W. M. Babin
Baton Rouge-L.S.U. Livestock Show & Dixie Horse Show Jubilee, Nov. 5-8. W. M. Babin, Box 8637, University Station.
Baton Rouge-L.S.U. National Quarter Horse Show, Nov. 18-20. W. M. Babin, Box 8637, University Station.
Farmerville-Union Parish Fair, Oct. 21-24. Woodrow A. Downs.
Natchitoches-Christmas Festival, Dec. 8. A. N. Jackson, Pecan Park Bldg.
Opelousse-La. Yambilee, Inc., Oct. 20-30. W. M. Castellini, 330 Highland Drive.

Maryland
Timonium - Eastern National Livestock Show, Nov. 14-19. Charles Borrow.

Massachusetts
Boston-International Foreign & Sports Car Show (Commonwealth Armory), Oct. 21-25.
West Springfield-Rod & Custom World's Fair Auto Show (Fairgrounds), Oct. 21-25. Joe Kizis ? Meadow Park Drive, Milford, Conn.
West Springfield-World's Fair Auto Show (Industrial Arts Bldg., Eastern States Expo. Fairgrounds), Oct. 21-25.

Michigan
Traverse City-Northern Mich. Potato & Apple Show, Nov. 4-5. A. L. Olson, Federal Bldg.

Missouri
Kansas City-American Royal Livestock & Horse Show (American Royal Bldg.), Oct. 17-24. C M Woodward.

Nebraska
Omaha-Midwest Hobbyrama (Civic Aud.) Nov. 13-15 Bill Baker.

Nevada
Carson City-Admission Day Celebration, Oct. 31.

New Jersey
West Orange-West Orange Auto Show (West Orange Armory), Oct. 20-24.

New York
New York-International Festivals' Association Convention (Hotel Manhattan), Oct. 28-30. Robert Meyer.
New York-National Winter Sports Show (Coliseum), Nov. 14-22. J. Andrew Squires

Oregon
Portland-Portland Rodeo, Oct. 17-24.

Pennsylvania
Harrisburg-Pennsylvania Livestock Exposition (Farm Show Bldg.), Nov. 10-14. J. Stewart Wood.
Philadelphia - Philadelphia Auto Show, Nov. 14-21.
Wilkes-Barre-Wilkes-Barre Outdoor Auto Show (Gateway Shopping Center), Oct. 30-31.

Texas
Corpus Christi-Celebration Nov. 9-15.
Dallas-RCA World's Series, Dec. 26-30. James Stewart.
Dallas-Texas State Fair Automobile Show, Oct. 19-25.
Odessa-Odessa Fiesta, Nov. 6-15.

Utah
Ogden-Golden Spike National Livestock Show, Nov. 13-18.

Washington
Seattle - Seattle National Boat Show (Armory), Nov. 27-Dec. 6.

WE HAVE  
**oak's**  
"TRADING POST"



H. B. HUTCHINSON CO.  
1784 North Decatur Rd., N. E.  
Atlanta 7, Georgia  
DRake 7-4300

Available as a PENNY-NICKEL MACHINE

WE HAVE  
**oak's**  
"LI'L LEAGUER"



JACK SCHOENBACH  
715 Lincoln Place  
Brooklyn, New York

Available as a PENNY-NICKEL MACHINE

WE HAVE  
**oak's**  
"ACORN"



DALE DISTRIBUTING (B. C.), LTD.  
1168 Seymour Street  
Vancouver 2, B. C.  
MUTual 3-8015

Available as a PENNY-NICKEL MACHINE

WE HAVE  
**oak's**  
25¢ CAPSULE  
VENDOR



RAKE COIN MACHINE  
609 Spring Garden Street  
Philadelphia, Pennsylvania

Available as a PENNY-NICKEL MACHINE

NOW! oak GIVES YOU  
A PENNY-NICKEL COIN MECHANISM  
TO FIT EVERY ACORN MACHINE  
FOR JUST \$5.75

START MAKING NICKEL SALES AS WELL AS  
PENNY SALES WITH A SINGLE MACHINE



INSERT A PENNY OR  
A NICKEL  
HERE

After years of research and engineering, Oak Mfg. Co. know-how has perfected a 1¢-5¢ coin mechanism that will fit any and every Acorn machine in use. Yes, it's as simple as 1-2-3! Order your new 1¢-5¢ coin mechanism... remove the 1¢ mechanism from your Acorn machines... install the 1¢-5¢ mechanism... and start making nickel sales as well as penny sales with a single machine!

AVAILABLE AT ALL OAK DISTRIBUTORS NOW!

West Coast Factory Sales  
OPERATORS VENDING MACHINE SUPPLY CO.  
1023 South Grand Avenue  
Los Angeles, California

East and Midwest Factory Sales  
M. J. ABELSON  
Phone AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

OAK MFG. CO. INC., 11411 Knightsbridge Avenue, Culver City, California

Your ticket to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

# BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. OCTOBER 19, 1959

## Promotion Scheme Aimed At Young Married Couples

By FRANK SHIRAS

CHICAGO — Young married couples were the target of a recent local blue sky promotion of vending machine sales here, John Atwood, commercial director of the Better Business Bureau, said last week. This was a new twist in typical blue sky promotional schemes, he added.

The firms that sold peanut machines and ball point vendors at exorbitant prices have closed up under fire from the local press, said Atwood.

The promoters used part-time employment advertisements in newspapers to get their leads, he continued. Better Business Bureaus in other cities have been contacted in a campaign to alert the press on the use of part-time employment columns in blue sky promotion, said Atwood.

Last summer the Better Business Bureau received scores of calls from married couples that were taken in by the scheme, he added.

### Elderly Couples

Formerly vending machine promoters aimed principally at elderly retired couples or ones planning to retire shortly, who had savings of from \$2,000 to \$5,000. Essentially, the pitch was tailored to the desire of such couples for security in their old age.

Vendors were represented as an investment with high trade-in value. Earnings from machines were vastly over-rated, while the amount of work involved in servicing machines was minimized in the sales pitch.

In Chicago, however, the recent blue sky activity was directed at young married couples in need of extra income. Realizing that these couples had no desire to make an investment, vaguely worded advertisements for part-time help was purposely used.

In talks with scores of couples taken in, Atwood found that methods used to sell machines varied in some respects. One factor stood out in every case, however. Said Atwood: "Originally, the couple had no intention of signing anything that would cost them the \$600 involved in typical sales contracts."

### Methods Varied

The exact method used to get signatures on sales contracts varied in each case, said Atwood. However, there were broad similarities in technique used, which he went on to outline.

The promoter gathered a sales force of about 20 persons, many

(Continued on page 72)

## Post Office Probes Vending Promotion

CHICAGO—Postal authorities are conducting an investigation of firms that were recently engaged in a promotion scheme of ball point pen vendors and peanut machines. (See separate story.)

Purpose of the investigation is to determine whether the mails were used to defraud, which would establish jurisdiction of the federal government, said Postal Inspector John Burger.

Promoters typically used advertisements in the part-time help wanted columns of newspapers mailed to suburbs and other areas.

The Chicago Better Business Bureau received scores of complaints from people who said they were gypped. Firms involved were Luoco Company, the Donald Company, Dupreco, Inc., and Statewide.

These firms stopped operating in Chicago early in August, said

John Atwood, commercial director of the Better Business Bureau.

He surmised that the method of operation was a development of a floor-waxing promotion scheme that made its appearance some time ago. As in the case of vending machines, floor-waxing equipment was sold for exorbitant prices.

Also, leads were obtained from advertisements in the part-time help wanted columns of newspapers. From ads in other columns of the newspapers, promoters received requests from people who wanted their floors waxed.

Like most promotion schemes, it worked because of its simplicity, said Atwood. Purchasers of floor-waxing equipment were given leads of people that wanted floors waxed. It all seemed so convincing that they never stopped to consider the real value of equipment that they were buying.

## EDITORIAL

### The Promoter's Game

Promotion schemes such as the one described in this issue should not be confused with the bulk vending industry in any way.

The only connection with bulk vending is the promoter's use of bulk vending machines to make money in a hurry.

These promoters have to make quick money. Unlike reputable distributors, they can't expect to last long in a community.

It isn't long before their victims start making complaints to State's Attorney's office, post office, and Better Business Bureau.

Unfortunately, by that time clever promoters have already made a tidy sum of easy money and go on to another city.

As described in the accompanying story, the promoters operating in Chicago got money from young married couples by the use of finance and loan companies.

In no way can their operations be compared with reputable bulk vending distributors that are in their local communities to stay.

## Sanitation Code For D. C. Venders To Be Drafted

WASHINGTON—The District of Columbia Health Department is expected to draft a sanitation code to cover vending machines here.

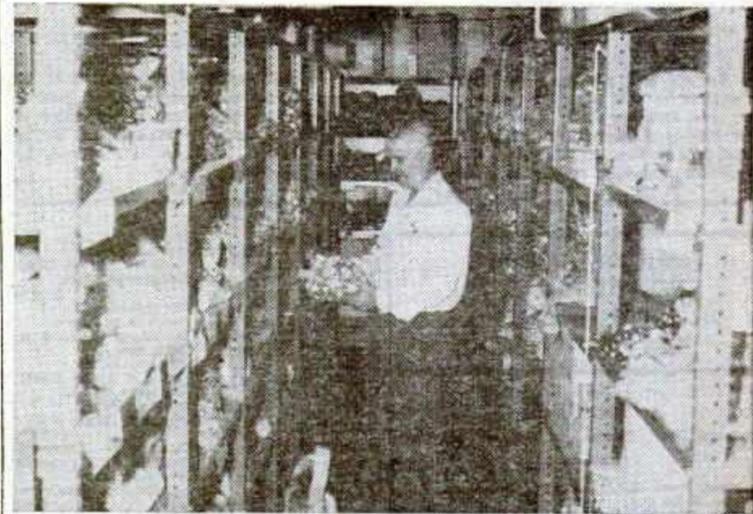
The model U. S. Public Health Service code will most likely be the basis for the District's regulations, according to William H. Cary Jr., chief of the Engineering Division of the District's Health Department. That code was written with the help of the National Automatic Merchandising Association.

Cary said there have been several complaints about spoiled food and drinks sold thru vending machines. Local operators are not required at present to meet any sanitation standards. They need only pay \$2 for a license for the machine.

The G. B. Macke Corporation has had its own sanitation standards for years, according to Harvey Duckett, vice-president in charge of operations. He said that booklets outlining the standards are issued to employees so they will know how to clean machines properly.

Duckett believes the code is needed and will be a good thing for the industry in the Washington area.

Macke's willingness to accept a sanitation code was applauded by the local press. At least one columnist said he could not recall another incident where private business admitted a need for and welcomed government controls.



A CHARM DISPLAY is an important part of a distributing house, concludes Paul Crisman (pictured above), co-partner with Tom King in King & Company, Chicago bulk vending distributors. Operator purchases of charms have shot up ever since bagged charms shown in the picture were displayed on rows of metal shelves. Scores of charms are bagged for small and large purchases. Operators making small purchases get enough charms in the smaller plastic bags for one machine load.

**ATTENTION, BULK VEND OPERATORS**  
 CASH TRAYS • CASH TRAYS  
 for your  
 SUPER V'S • BABY GRANDS •  
 FOUR STAR (Class I)  
 Victor Standard, Victor Topper, etc.  
 (Class II)  
 Carousel has developed a cash tray to  
 insert in your bulk vendors. No more  
 messy spilling of coins when machines  
 are serviced. Just open vendors and lift  
 or remove tray with coins.  
 Price: Class #1, 50¢ ea. Class #2, 75¢ ea.  
 Send money order for samples.  
**Carousel Industries, Inc.**  
 2645 W. Lawrence Ave., Chicago 25, Ill.



**VICTOR'S  
 TOPPER  
 DELUXE  
 HALF-CABINET  
 STYLE**

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

**\$15.50 Ea.**

Minimum Packing: 4 to the Case  
 All TOPPERS Have  
 Refill Assembly Feature.

Write for Lowest Prices  
 on our complete line of  
 • CHARMS • BALL GUM  
 • CAPSULES • MACHINES

Order Now From Victor's South-  
 eastern Distributor.

**H. B. HUTCHINSON, JR.**

1784 N. Decatur Road N.E.  
 Atlanta 7, Ga.  
 Phone: DRake 7-4300

## Bulk Vending Distributors Set Chi Meetings

NEW YORK — The National Vending Machine Distributors, an organization of 22 top bulk vending distributors in the nation, will hold two separate meetings in Chicago, coincidental with the annual convention of the National Automatic Merchandising Association.

The group's proxy, Moe Mandell, who also heads up Northwestern Sales here, announced this week that the first get-together would be a breakfast affair on the morning of Sunday, November 1. The second meeting was set for 3 p.m. on Monday (2). Both affairs were scheduled to be held in the Conrad Hilton Hotel.

Mandell said that at least three separate areas of interests would come up for full discussion at the meetings. These he identified as the matter of credit exchanges, the subject of better distribution and

(Continued on page 72)

## Charms, Century Gum Mix Used

NEW YORK—Use of feature charms as sales stimulators with 100-count gum was reported by Samuel Eppy, local charm manufacturer.

Special gimmick charms or rings that vend without a ball of gum are used. The charms are intended solely to stimulate sales and not as money earners.

Eppy reported one operator using 50 charms, costing an average penny apiece, in each machine load. No profit was made on gross sales, since the charms also sold at a

(Continued on page 83)

## Store Closings Hurt Michigan Operators

CHICAGO — Collections of Michigan operators are suffering from the closing of small retail stores and an invasion of new stores by out-of-State operators, said Jack Nelson, local distributor who recently completed a sales trip.

As in other parts of the country, Michigan operators have experienced a decline in the number of corner stores. Where small store closings were once almost equally matched by new stores that took their place, the trend to consolidation in the form of community supermarkets and shopping centers has been evident in recent years.

Local operators are often unsuccessful in getting bulk vendors into the new supermarkets, only to find that machines from an operator out of the State suddenly make an appearance in these same big locations. The typical pattern, found Nelson, is that of small multi-units serviced on a mail-order basis by operators out of the State.

### Why Successful

Why are they successful where local operators so often aren't? Many of the new supermarkets are part of a chain, which local operators did not properly approach, Nelson found.

Typically, the operator made his sales pitch to the store manager. Altho the manager wasn't in a position to approve machine installations, he would nevertheless turn the operator down as an easy way of handling the situation. Under the impression that store managers could approve bulk vending if they chose, local operators simply gave up.

The big operator out of the State, however, sought out the proper person to approach at the regional or even national level. Store managers even entered into negotiations. Big operators contracted for stores in a given area, and machines suddenly made their appearance.

### Multi-Vending

Nelson also found that local operators had few multi-installations. Three machines mounted on a pipe stand was generally the only type of multi-vending attempted. There were two reasons for this.

Operators generally restricted themselves to one or two kinds of merchandise, where multi-vending calls for more. Faced with dwindling collections, operators felt it was best to concentrate on one or two kinds of merchandise, with savings in servicing and purchasing made in this way.

Another reason was that they felt multi-vending was suitable only for special high-traffic spots. They

didn't think that more machines would improve collections in their existing stops.

Nelson explained that their situation wasn't unique, and that operators in other parts of the country were using multi-vending with success in the better stops on their routes. Use of variety of merchandise in attractive installations stimulated sales.

### Invaluable Aid

The battery of machines that he took along with him on his sales trip was an invaluable aid in pre-

(Continued on page 83)

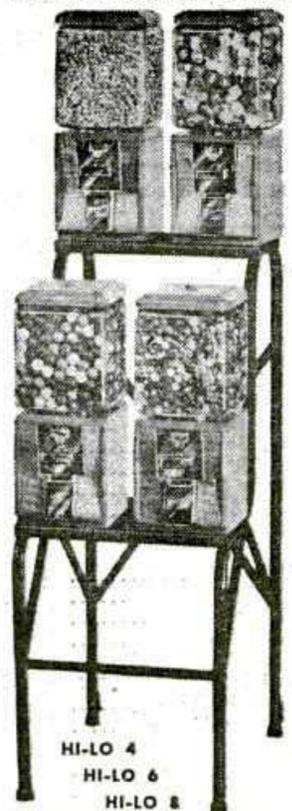
## MULTIPLE VENDING

Means  
**LARGER PROFITS**

With  
*Northwestern*

## GOLDEN 59

And HI-LO MULTIPLE STANDS



Just try this money-making combination on your route and see for yourself.

Wire, Write or Phone  
**THE NORTHWESTERN CORPORATION**  
 29103 Armstrong St., Morris, Ill.

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Combined for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns, 1c or 5c B.G. or Mdse.	10.00

## MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red & White	.71
Pistachio Nuts, Jumbo Queen, White	.66
Pistachio Nuts, Large Tulip	.68
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.36
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 65¢ ct.	.40
M & M, 55¢ ct.	.89
Hershey's	.47

Rain-Bio Gum, 40 ct.	.30
Maltette, 100 ct., per 100	.32
Rain-Bio Ball Gum, 148 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes assorted.  
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
 One-Third Deposit, Balance C.O.D.

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### PACKAGE GUM VENDOR

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STAMP FOLDERS, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

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**SAY YOU SAW IT IN THE BILLBOARD!**

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Sample . . . . . \$28.13  
 2 and up . . . . . 23.50  
 Floor Stand . . . . . 5.00

1/2 Deposit, Balance C.O.D., F.O.B. N. Y.  
 We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

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**VICTOR Standard TOPPER 1c BALL GUM VENDOR**  
**\$13.95**  
 each

\$13.25 each 100 or more

Available for 1c and 5c peanuts and bulk candies.

COMPLETE STOCKS OF ALL VICTOR VENDORS

TIME PAYMENT AVAILABLE

Write **BERNARD K. BITTERMAN** for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.  
**PROMPT SHIPMENT.**

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## GO WESTERN!

New Western Series Assortment consisting of Horseshoes, Bucking Broncos, Saddles, Lariats, Boots, Badges, etc. Plastic (ass'd colors) . . . \$1.50 per M Ass'd Plated (oxidized silver, copper, hamilton) . . . \$3.75 per M

★ **PISTOLS** (will not jam)  
 Plastic (assorted colors) \$2.75 per M  
 Silver (oxidized plated) \$5.00 per M

Paul A. **PRICE CO. INC.**

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 • SPEEDY—By actual test saves 63% of counting time.  
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**STANDARD CO. SPECIALTY CO.**  
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## IMPORTANT RING MIX . . .

Only \$7.50 per M for 5M or more.

Half beautiful big stone Rings, half big color plated, gold and silver Rings. Other assortments from \$5.00 to \$11.75. Send for free circulars.

**CHARMS** Send \$1.00 for complete samples. Over 100 new items.  
**SURE-LOCK**, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

Ask about Our **ATLAS Finance Plan**

**The PENNY KING Company**  
 2538 Mission Street, Pittsburgh 3, Penn.  
 World's Largest Selection of Miniature Charms  
 Owners of ATLAS MASTER . . . the proved 1c-5c vendor

# FAST DRAW GUN & DAGGER RING FAST ACTION TOY! FAST MOVING RING! ... all in one!

1,000 to 4,000 ..... \$16.50  
5,000 and up ..... 13.50

at your distributor or ...

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33 UNION SQUARE  
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VICTOR'S

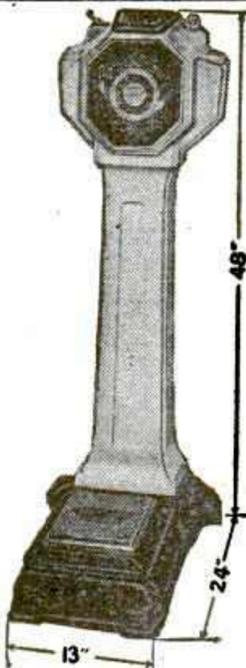
## Sextette

A terrific money-maker in those  
Supers and Chain stores.  
The New Modern Key to Successful  
Bulk Vending.

IMMEDIATE DELIVERY!  
THE 4-UNIT  
BI-LEVEL STAND

VICTOR VENDING CORP.

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**\$25  
DOWN**

Balance \$10 Monthly  
ALL WEATHER SCALE

COMPLETE CABINET AND  
BASE, CAST IRON POR-  
CELAIN ENAMELED, FOR  
OUTSIDE LOCATIONS.  
WRITE FOR PRICES.

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Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

# Young Married Couples Are Target

• Continued from page 70

of them young men. Salesmen were clean-cut, well-dressed and personable.

Calls to prospects were generally made around seven in the evening. Realizing that the couple had no desire to invest money, the salesman never immediately represented himself as such. Instead, after vaguely referring to himself as a vending machine firm's "representative," his strategy was a matter of "worming his way into the confidence of the family," said Atwood.

His attentions were usually directed at the wife. A salesman generally made ingratiating comments about how nicely she kept her household despite instances of overwork that he pretended to notice. The pitch was easier if children were present in the family.

### Salesman's Technique

The salesman's main purpose was to make the occasion as informal and personable as possible. Sometimes he even arrived with a six-pack of beer to help create the atmosphere. He then led conversation to the difficulty of saving money, the high cost of living and so forth. The salesman expressed admiration at the couple's initiative in seeking an additional source of income.

As a way of adding to the rapport that he was building up, the salesman made comments suggesting that he had been in the same boat as they were a short time be-

fore. He was sympathetic. He knew how hard it was to live on a tight budget. From personal experience he knew the burden of financial worries.

By this time the salesman had an eager audience, said Atwood. Casually he then took out (phony) receipts that showed earnings of perhaps \$1,400 that he said came from a large route he had that was serviced by employees. Of course, to get in his present position, the salesman stated or implied, he had to start out small.

### The Big Money

To be sure, working part-time on a vending route was worth while, the promoter told the couple. But the big money came from owning large numbers of machines serviced by employees. To get in that position, one had to start with a small route of machines and become acquainted with the business.

It all seemed quite reasonable. The wife was often the first to respond to the well-laid build-up. Eagerly, she wanted to know if they, too, couldn't get started in business. When the husband objected that they simply didn't have any money to invest, the sales pitch went into high gear. There was no down payment. Monthly payments were a small \$20, easily covered by proceeds from machines, said the salesman.

Mark-up rather than turnover was stressed. Ball point pens, for example, could be bought for 7 cents and resold for a quarter. By the time the salesman was finished, the \$600 asked for perhaps 10 machines didn't seem high at all. Behind the whole pitch was the implication that once the husband got acquainted with the business he could go into vending in a big way. And if he chose not to, he would still have a tidy profit to show for the initial venture.

### Loan Company

After the contract was signed the couple was casually told that it would be best if a loan company handled the arrangement. Completely taken in, the couple was only too happy to follow his advice. Their furniture and automobile were used as security in getting the loan. When they awoke to realities, the salesman already had been paid. Atwood thinks that a \$600 price was generally used because it falls into the small loan category and is easier to negotiate.

Sometimes the couple didn't want to invest any money. The salesman found this out during his initial conversation but was careful not to ask directly. Talking up a business venture to people interested in employment would be apt to cause suspicion.

In this situation, the promoter switched his pitch to the husband. Admiration was expressed for his initiative, and servicing machines was referred to as a mere starting point for the husband. A typical comment used to build up rapport is: "You know, George, you remind me of myself when I first started in vending."

### Makes Offer

The promoter then sometimes offered to take the husband as a "partner," with the understanding that he would work on the route until he became familiar with the business. Or, employment as a serviceman on the route was offered instead. There were several devices used, all of which led to the same thing—a signed contract.

In this situation, the contract for purchase of machines was of course not presented as such. Likely as not, it was casually mentioned as just another paper that had to be signed in order to have the husband bonded. Or it was explained as a request for placement of machines,

or even as a document that would exempt the promoter from taxation of machine receipts that went to the husband. Any convincing pretext was used to get the husband to sign.

### Finance Companies

Contracts signed under these circumstances were then sold to finance companies, usually at a big discount. Generally, the only finance companies that will buy this kind of paper are those which do not investigate the backgrounds of firms whose paper they buy. Despite the big discount that the promoter had to give—often \$100 or more on \$600—profits were still lucrative because of the exorbitant margin on machines sold.

If the couple refused to pay for machines in terms of the contract, the husband was faced with the possibility of having a wage assignment put against his salary. An attorney's fee to upset a wage assignment is easily \$300 to \$400.

This was another reason machines were sold for around \$600. Court and attorney's costs leave little, if anything, left over even if the case is won. Consequently, many people taken in by the scheme resigned themselves to paying off the monthly installments to the finance companies.

## Bulk Vending

• Continued from page 71

how to help operators do a better job and an exchange of helpful hints that could better everybody's business.

Among the accomplishments of the past year for the group, Mandell said that high on the list would be the recognition of the members of the organization by various manufacturers as bona fide distributors of bulk candy, charms, machines, etc.



## on BALL AND VENDING GUMS

Same fine flavors  
Centers and Coatings

Direct LOW  
Factory Prices

Bubble Ball Gum, 140-170 &  
210 ct. & Giant Size ..... 27¢ lb.  
Chicle Ball Gum, 130 ct. .... 35¢ lb.  
Clor-o-Vend Ball Gum ..... 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. .... 40¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 28¢ lb.  
Tab (short stick), 100 ct. .... 38¢ box  
5-Stick Gum, 100 packs ..... \$1.90  
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS

35 years of manufacturing  
experience.

4th & Mt. Pleasant • Newark 4, N. J.

## Vacuum-Metalized FILL CHARMS SERIES # 10

Over 100 different CHARMS  
(These are EPPY Quality)

25,000 & up... \$2.50 per 1,000  
5,000 to 24,000 3.25 per 1,000

Judged by Quality, Quantity-Variety,  
Metalized Colors and Weight—These  
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## CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base,  
ready for location. Machines are factory  
sprayed and look like new. Lowest  
prices anywhere—compare.

EASTERN ELECTRIC CIGARETTE,  
10-Col., all coin, 25c & 30c... \$75.00  
NATIONAL 9-M CIGARETTE,  
25c & 30c ..... 85.00  
8-COLUMN CRUSADER,  
25c & 30c ..... 57.50  
8-COLUMN PRESIDENT,  
25c & 30c ..... 50.00  
8-COLUMN DIPLOMAT,  
25c & 30c ..... 65.00  
CONVERSIONS,  
(30c to 35c) ..... 7.50  
8-COLUMN STONERS (pre-war & post-war)  
6-COLUMN STONERS (pre-war & post-war)  
All equipment unconditionally  
guaranteed. Fast delivery. One-  
third deposit, balance C.O.D.

## NATIONAL VENDING SERVICE CO.

46 Fulton St., Brooklyn 1, N. Y.  
TRiangle 5-1857

## The Northwestern GOLDEN '59

is your  
best buy



### AND HERE'S WHY!

- IT'S VERSATILE—Dispenses all small products from peanuts to capsules and jumbo ball gum
- GETS MORE COINS—Striking appearance gets added attention... and extra coins
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N.W. Model '49's, 5c, Special. 10.00  
Premier Card Machines ..... 15.00  
Acorn's 5c Cabinets ..... 10.00  
Acorn's 5c Globe ..... 11.00  
Master 1c & 5c comb. .... 10.00  
N.W. Tab Gum, 1c or 5c ..... 19.50  
Acorn Capsule Machines ..... 12.50  
N.W. Jots Capsule or  
Jumbo B/G ..... 8.95  
Columbus 5c Machines ..... 7.50  
Victor Home Run ..... 12.50  
Topper Cabinets B/G ..... 10.00  
Stamp Machines, folder type ..... 15.00  
N.W. Roll type Stamp Machines. 40.00  
3 Col. Duval Roll Stamp ..... 35.00  
Pen Machines, 25c vend ..... 12.50  
Pen Machines, 50c vend ..... 5.00  
Pencil Machines, 5c vend ..... 12.50  
3 Col. Perfume ..... 29.50  
N.W. Deluxe, 1c & 5c comb. .... 9.95  
Silver King Hunters ..... 12.50  
1/2 Deposit, Balance C.O.D.

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609-A Spring Garden St.,

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## The Northwestern GOLDEN '59

is your  
best buy



H. B. Hutchinson, Jr.,  
says: "The North-  
western GOLDEN '59

dispenses all small products from  
peanuts to capsules and jumbo ball  
gum. Its beauty draws more sales.  
Its simplicity of design makes it easy  
to service and clean. Write to me for  
complete information."

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### FEATURES MONTHLY

Candy, Gum &  
Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

830



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

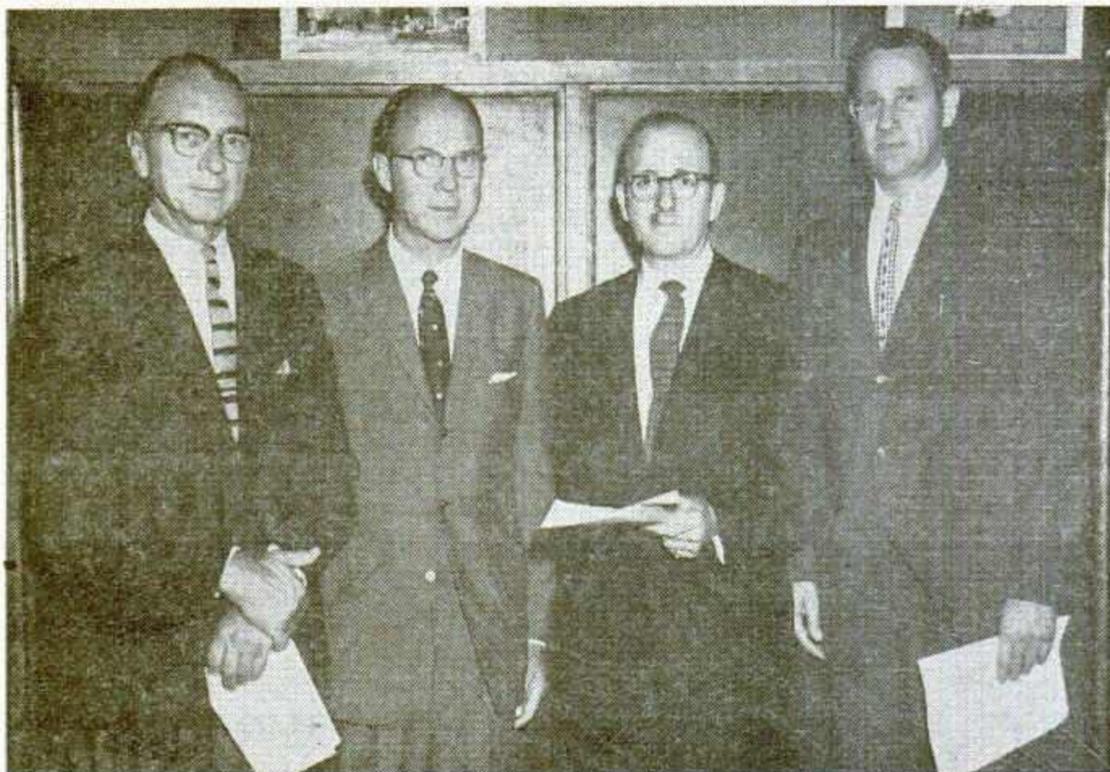
HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of October 12)

Table with columns for Machine Type (e.g., MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, ARCADE EQUIPMENT), Model, High Price, Low Price, Mean Average Price, and Manufacturer. Includes sub-sections like AMI, ROCK-OLA, SEEBURG, WURLITZER, BALLY, WILLIAMS, CHICAGO COIN, GENCO, and GOTTLEB.



**OUTSTANDING EXAMPLE** of the caliber of men in the coin machine industry is Bob Romig, sales manager of the Davis Distributing Company, up-State New York Seeburg distributor. Romig, second from left, is general chairman for the Syracuse Joint Biennial Committee of the Unitarian General Conference and the Universalist General Assembly. Others in the picture, left to right, are the Rev. Dr. Ellsworth Reamon, minister of the Betts Memorial Church; Mason McGinnis, director of Central Services for the American Unitarian Association, and the Rev. Robert L. Zoerheide, minister of the May Memorial Church. Ted Kisil, director of public relations for Davis, is in charge of publicity for the Joint Biennial Committee. More than 1,000 Unitarians and Universalists are expected to attend the Syracuse conference, October 27-November 1.

## Urge All Ops Attend MOA Board Meet

CHICAGO — The board of directors of the Music Operators of America last week urged all operators of phonographs to attend its November 4 thru 6 meeting at the Morrison Hotel here. Members of the phonograph manufacturers' association are also expected.

The meeting is expected to be one of MOA's most important from the standpoint of decisions which are to be made bearing on the juke box copyright exemption battle.

High on the agenda is the Cellar proposal regarding a change in copyright laws.

The MOA national directors have invited association representatives from all parts of the country to attend the meeting, and according to Tom Mackey, promotional manager of the Morrison Hotel, a number of them have already signified their intentions of being there.

### Mrs. Due Thursday

Members of the phonograph manufacturers' association have been invited to take part in the Thursday (5) meeting beginning at 2 p.m. That evening, a committee from the performance rights societies including ASCAP, BMI, SESAC, and Barney Young of

New York City, who represents three smaller performance rights groups, will be in attendance to discuss the Cellar proposal. At an earlier MOA meeting with members of the performance rights groups, nothing was accomplished.

On Friday (6), the MOA board will complete all arrangements for the next association convention to be held May 9 thru 11 at the Morrison Hotel. Committees will be named, moderators will be appointed for various forum meetings and manufacturers of all segments of the coin machine industry will be invited to participate.

The annual election of officers will be one of the highlights of the MOA convention, and a nominating committee to select officers and directors for the next four years will be named.

MOA President George Miller urged those who wish to attend the board meeting to make their reservations at the Morrison immediately, if they have not yet done so. Board spokesmen emphasized, "We want everyone who operates music machines to take an active part in this controversy. Every operator has a voice, whether or not he is an MOA member—we want to hear from all."

## Bally Targets New Hi-Score Bat-Pitch Unit

CHICAGO — Bally Targets, a new high-score bat and pitch game, was shipped to distributors last week by Bally Manufacturing Company.

Bally feels that, since the game is without a definite baseball theme, it will be attractive to a wider range of players. The new model is a follow-up to the original Bally Batting Practice game, introduced last August. (The Billboard, August 17.) Bally Targets has new play features and new backglass design.

Featured is "last ball suspense" which, thru bonus scoring, can turn a low score into a high score as play is drawing to a close. Two players can compete on the game, but it also operates on single play.

Player presses one button to pitch ball, another to bat via a pivoting lever arm. Targets are numbered sections at the far end of the playfield. A light skips from one section to another, giving player the opportunity to score a bonus on each shot by hitting the lighted target.

The bonus rate may be doubled or tripled, and even doubled again when collected. Player must hit a "bonus-collect" target to score his accumulated bonus points. Different colored lights over a target award varying bonus scores. The

(Continued on page 83)

## Good Turnout At Lew Jones'

CINCINNATI — Lew Jones, Lew Jones Distributing Company, reported a hefty attendance of over 100 at his new Cincinnati office's open house. Lew, along with Al Bland and Dick McCann of the Jones staff, acted as hosts. Buffet luncheon and refreshments were served.

## NYSCMA, Local Church Set Dual-Sponsored Juke Party

By REN GREVATT

NEW YORK — The public relations committee of the New York State Coin Machine Association moved forward on several fronts this week. Committee chairman Al (Senator) Bodkin reported the first juke box party to be sponsored by the committee jointly with a local church group. At the same time, Bodkin announced the fifth annual servicemen's Christmas fund raising drive, undertaken in co-operation with the National Catholic Charities.

Bodkin said that plans had been formulated with Father Smith, of the Resurrection Church of Garretson Beach, Brooklyn, to hold a juke box party in the church's Parish House early in December. The public relations committee will hire a band for dancing at the event and soft drinks will be made available to the teeners attending. The committee, on behalf of the Association, will donate a juke box to the Parish at the affair. The presentation of the box is expected to generate considerable press coverage of the event. At the party the committee will have banners hung in the hall identifying the affair with the juke box industry.

During the week, Bodkin and Meyer Parkoff, Atlantic New York exec, finalized plans for the fifth annual servicemen's fund drive with Monseigneur John P. Kelly, director of the National Catholic Charities at a luncheon meeting at Lindy's. Letters will go out to operators and distributors thruout the land asking for donations for the drive. Funds raised in this manner will be put toward making Christmas a merry one for servicemen visiting the Cardinal Spellman USO canteen here.

It was noted that at recent ceremonies attendant to Father Kelly's becoming a monseigneur, which were held at Our Lady of the Rosary Church in Yonkers, a high compliment was paid to Bodkin by one of the churchmen present.

When introduced to Bodkin, Bishop Griffiths declared: "We are deeply indebted to you gentlemen of the juke box industry for the wonderful work you have performed for us over the past four years."

In connection with the public relations committee war chest, Bodkin noted that all local distributors have already donated \$200 apiece. "We are now hoping to hear from the various State associations with similar donations or

whatever they can turn over to us," Bodkin remarked. "We also are looking forward to hearing from the up-State distributors with regard to our operating fund. We need money and the sooner we develop the fund to its proper amount, the sooner we can get going with full steam."

The next meeting of the public relations committee will be held Thursday (22) at the office of the Music Operators of New York here.

## Gottlieb Bows Single-Player, Universe Pin



CHICAGO—Space ships that orbit the earth is the theme of Universe, a new D. Gottlieb & Company five-ball pin game.

As the game begins, two space ships blast off into "outer space," depicted on the backglass. The two space ships circle around the earth,

(Continued on page 83)

## Hold Rites for I. Vidor, Top Va. Game Op

NORFOLK — Irving Vidor, proxy of Cavalier Coin Machine Company and a well-known and respected operator thruout the South, died suddenly here Sunday (11). Vidor succumbed in the hospital after being rushed there only a few hours earlier with an acute stomach disorder. He was the leading game operator in Virginia with more than 700 pieces on location.

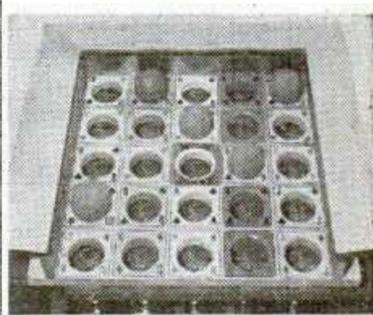
Services were conducted at Bernheim and Sons, Newark, N. J. Burial took place at King Solomon Cemetery, Woodbridge, N. J. Among the pallbearers were H. L. Christensen, general manager of Cavalier, and Bernie Inge, E. W. Inge and Lacey Wilson, execs of Tidewater Music Company, all of whom flew to the Newark services in Tidewater's private Bonanza plane.

Vidor is survived by his widow, Mrs. Mollie Pineois Vidor; a daughter, Michelle Vidor, 11; his 87-year-old mother, Mrs. Ida Vidor; a brother, Louis Vidor, and three sisters, Mrs. Lena Rosenberg, of Hillside, N. J.; Mrs. Faye Skuratapky, of Newark, and Mrs. Sandy Brenner, of Grand Rapids, Mich.

## Midway Intros Poker-Scoring Novelty Game



Joker Ball



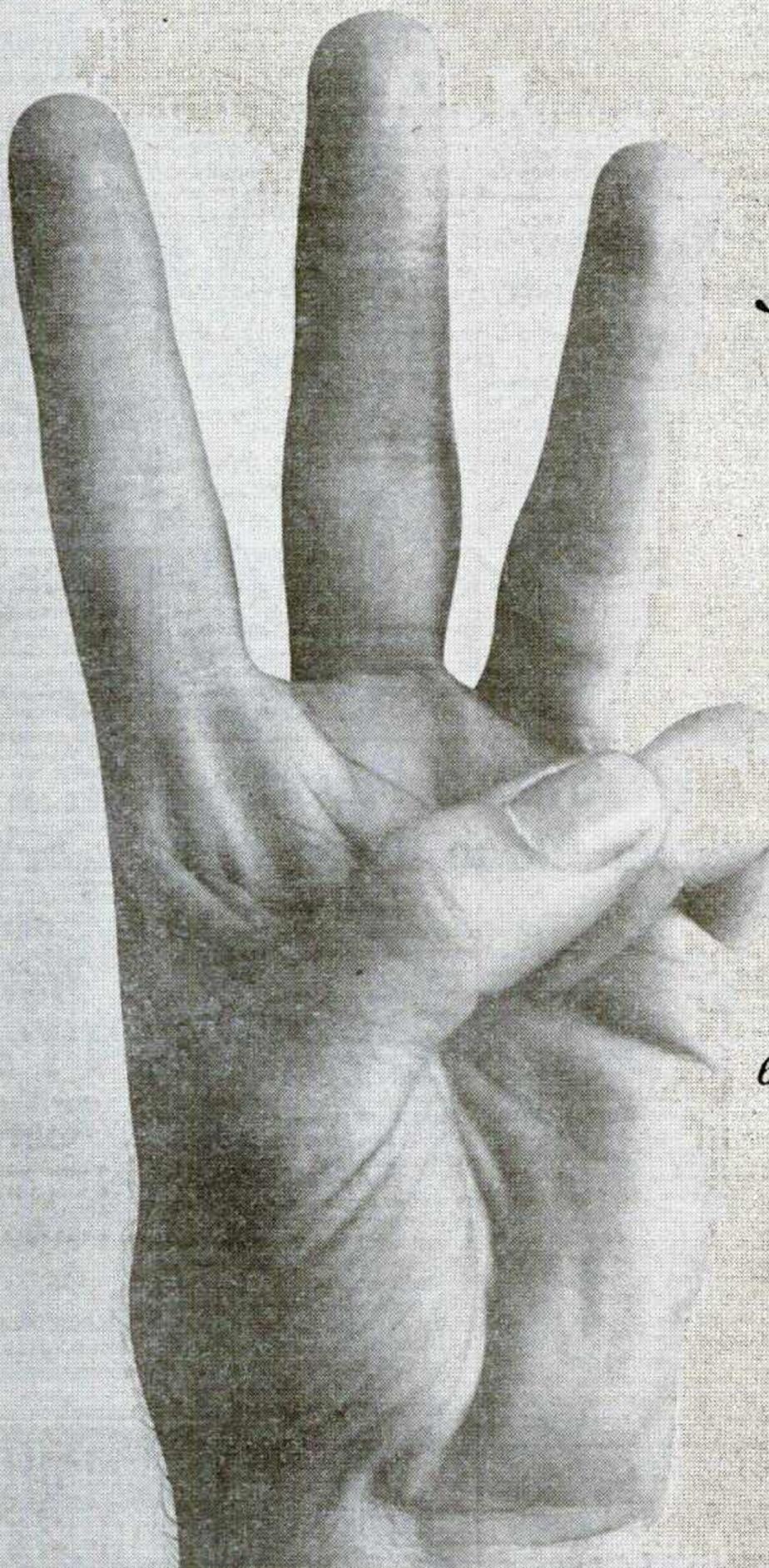
Playfield

FRANKLIN PARK, Ill.—Joker Ball, a bounding ball game with a new scoring system based on poker hands, was in sample shipment by Midway Manufacturing Company here last week.

Object is to land bounding balls in playfield score holes marked with playing-card symbols and to score poker hands.

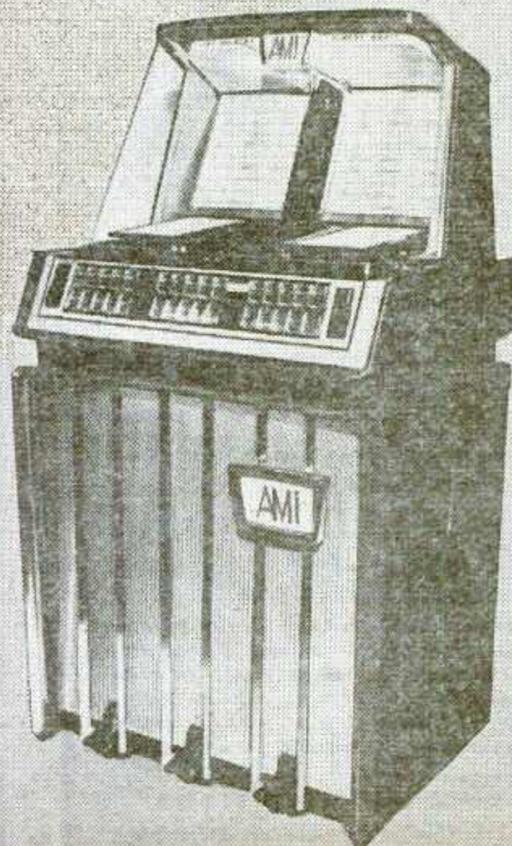
As balls land in any of 25 ball

(Continued on page 83)



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# Pa. Operators Await Supreme Court Ruling on In-Line Game

By GEORGE METZGER

PITTSBURGH — An attorney played a pinball machine before six judges of the Pennsylvania Supreme Court here Friday (9).

The lawyer, who was representing an American Legion post which filed an appeal against the State Police seizure of 17 in-line machines, was putting on a demonstration in an effort to prove that it takes skill to play a pinball machine of that type.

The attorney, James P. McArdle, showed the jurists the art of grunching and "hulaing." Grunching is hunching the shoulders and trying to direct the balls by motion while hulaing is just what it implies.

Seizure Appeal

What brought the whole thing on was the appeal by American

Legion Post No. 51 of Uniontown, Fayette County, Pa., over the seizure of the machines which were ruled "gambling devices per se."

The State Police placed the multi-coin machines in the same category as slot machines. The Fayette County Court ruled them gambling devices and this decision was upheld earlier this year by the State Superior Court on an appeal.

Actually, a lot more is riding on the case now pending before the Supreme Court, since the State has already declared that multiple-coin machines be outlawed on the

basis of the Superior Court action. But it agreed not to enforce the ban until after the Supreme Court ruled on the matter.

Millions Involved

Needless to say, the final ruling handed down by the Supreme Court will involve millions of dollars in the coin machine industry.

If the Supreme Court does uphold the decision of the lower courts that the multi-coin machine is a gambling device, police say they will not enforce the ban for a few weeks. "We want to confer with the State Justice Department to make sure we know just what the ban covers," said one high-ranking State police official.

Attorney McArdle, counsel for the Legion post, explained the operation of the pinball machine for the benefit of the court. He said the players uses a simulated bingo card and can deposit nickels, dimes or quarters to increase the odds.

No Payoff

He was quick to add, however, that the machine did not pay off in tokens, merchandise or money, but only in free games.

"This is a game of skill," he told the jurists. "A skillful player could win up to 600 games." He then went into his demonstration of grunching and hulaing to drive home his point.

He then went on: "There is no justification for labeling these machines 'gambling devices per se' just because they are more com-

(Continued on page 83)

## Central Dist. Moves Back to Former Site

ST. LOUIS—Central Distributors recently moved back to its former headquarters, which was virtually destroyed in a spectacular five-alarm fire in October, 1958. The firm had to start business, after the fire, from scratch in the Gulf Oil Building in the same general area of the city. The Gulf building was used as a base of operations until the quarters were prepared for occupancy about three blocks northeast.

Anthony R. Koupal, an officer of the Central firm, said the recent move took about 10 days to com-

(Continued on page 82)

## Must Prove \$\$ Payoff, Indiana Judge Rules

HAMMOND, Ind.—Added complications in the enforcement of Indiana's anti-pin law were viewed as the result of a ruling in Hammond city court October 8 by which seven location owners were acquitted.

Significant in that it may serve as a precedent for other Indiana courts, the decision as handed down by Special Judge Harold C. Hector stipulates that:

1. Proving replays cannot be considered as sufficient evidence.
2. To prove gambling and that pins are gambling devices, the prosecution must also prove that money was paid out for the free games.

In addition to freeing the defendants, the courts also ordered the return of equipment seized at the time of the arrests last May.

Cites High Court

Judge Hector said that he based his decision on an opinion of the Indiana Supreme Court. That tri-

bunal held, he said, that pins without counters on the machines could not be considered as gambling devices.

Witnesses testified that the "free game" window of the machines was covered at the time of the raids.

The war on pins in populous, industrial Lake County will not be relented because of the decision, Chief Deputy Prosecuting Attorney Henry S. Kowlezyk, who prosecuted the Hammond cases, promised.

"The ruling certainly doesn't mean that illegal pinballs are going to be countenanced in the county in any way," said Kowlezyk. "We are going to prosecute cases when we find them. Naturally, we would have preferred to have convictions in this case, but it doesn't change Mr. Vance's (Prosecuting Attorney Floyd C. Vance) stand one bit."

## 1960 MOA MEET SET FOR MAY 9-11

CHICAGO—Dates for the 1960 convention of the Music Operators of America have been set for May 9 thru May 11 at the Morrison Hotel here, MOA President George A. Miller announced at press-time. Details of the forthcoming convention will be announced shortly.

## NAAPPB Show Nov. 29-Dec. 2

CHICAGO—The National Association of Amusement Parks, Pools & Beaches holds its annual convention at the Hotel Sherman here November 29 thru December 2. The coin machine trade is usually well represented at the show both in terms of exhibitors and visitors.

John S. Bowman, NAAPPB executive secretary, reported last week that virtually all exhibit space is spoken for. He expected a complete sellout. He said he felt coin machine exhibits will be as strong as ever. Some 180 booths will be set up at the show.

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- 10 BEV-O-BAR Hot Coffee, Soup & Chocolate—package-type Vendors (like new). Ea. .... 125
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- ROCK-OLA 1446 ..... 325

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## Colorado Music Ops Meet; Push Association Fund

DENVER—After a lay-off of more than six months, members of the Colorado Music Merchants, Inc., met for a special conclave September 23 at the Navarre Restaurant here.

Under the gavel of perennial president, Jack Arnold, the meeting covered both old and new business. High on the list where old business was concerned was the fact that the association successfully overcame a Colorado State tax which was under consideration by the Legislature on all coin-operated amusement devices during 1958. In pointing out that only concerted activity and plenty of funds made this possible, President Arnold exhorted mem-

(Continued on page 83)



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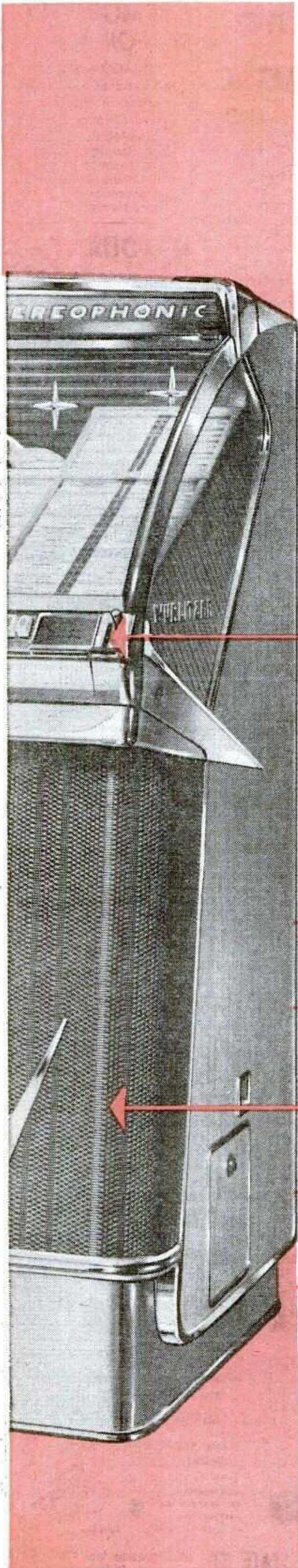
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# Royal's Grand Opening Draws Operator Crowd of Near 100

CINCINNATI—An estimated 100 operators and servicemen, plus many other visitors attended the Royal Distributing, Inc., grand opening here October 10-11 at the new showrooms, 222 East Third Street.

The new Royal location is on a newly laid portion of Third Street just adjacent to the new distributor system being built along the Cincinnati river front. Their new sign can be seen shining brightly from the town's many bridges.

Over a dozen beautiful baskets of flowers were received from

Royal's many friends as well as many letters and telegrams of congratulations.

Among those present from the various factories for which Royal is a distributor were: Mr. and Mrs. William O'Donnell (Bally), Mort Secore (Chicago Coin), Bill DeSelm and Charles Tackenburg (United).

### Partial Visitor List

Among the operators, servicemen and other guests present were: Sam Chester, Diamond Vending Company, Cincinnati; Elmer Meyer, Meyers Amusement Company, Cincinnati; R. A. Buck,

Clayton; Nat Bartfield, B. W. Novelty Company, Cincinnati; Howard Zoebell, Diamond Vending Company, Cincinnati; Joseph Weinberger, Southern Automatic Music Company, Cincinnati; Mr. and Mrs. Norton Robinson (Supreme Novelty Company), Cincinnati.

Mr. and Mrs. Joseph Parisi, Springfield; Mr. and Mrs. Earl Groll, Connersville, Ind.; Charles Kanter, Ace Sales Company, Cincinnati; Ed Ruehl, Bob Weil, John Mullen and many others from Pioneer Vending, Inc., Cincinnati; Louis Giordullo and son, Supreme Novelty Company, Cincinnati; Bill Harris Sr. and Bill Harris Jr., Lincoln Amusement Company, Cincinnati; Charles Long, Cinco Novelty Company, Norwood; Sam Gerros, Arcadia Sales Company, Cincinnati.

Mr. and Mrs. Louis Bogie (Fayette Amusement Company), Lexington, Ky.; Mr. and Mrs. Mike Hendricks (Standard Amusement Company), Middletown; Jim Beger, Kirk Amusement Company, Williamsburg; Charles McCaw Sr., H & M Novelty Company, Elmwood; Tony Schmidt, Bigner, Inc., Cincinnati; Tom Williams, Williams Music Company, Wilmington; Ken Silvernell, Earl's Service Company, Cincinnati; Lou Arvass, William Music Company, Wilmington.

Elmer Moorman and Tom Harmer, Pioneer Vending, Inc., Cincinnati; Charles Hallan and Frank Schrothe, Supreme Novelty Company, Cincinnati.

Many other visitors were present, with the above list including only a portion of total attendance.

Harold Hoffman, sales manager



GRAND OPENING PARTY at Royal Distributing's Cincinnati showrooms brought together, left to right: Dot Schmedus; Harold Hoffman, Royal sales chief; Joe Westerhaus, Royal general manager; Thelma Hopper, and Charles Tackenburg, United Music Corporation service manager.

for Royal, and Joseph Westerhaus, general manager, were both very pleased with the showing.

Hoffman feels sure that they will be able to give the operators in their territory excellent service as well as supplying them with the best in new and used equipment.

He commented that sales had been far better than he ever hoped

they would be during the opening. Consequently, Hoffman said, the firm will hold a "big sale" to move the trade-ins, as "the building is bursting at the seams."



AT ROYAL OPENING, along with over 100 others, were, left to right: Joe Westerhaus, Royal's general manager; Joe Parisi, Springfield, O., operator; Mort Secore, Chicago Dynamic Industries; Joe Weinberger, owner of Southern Automatic Music Company; Charles Tackenburg, United Music service manager; Harold Hoffman, Royal's sales manager, and Tom Jackson, Ajax Corporation.

## Detroit Music Ops Meet, Air Advantages of Move-to-Dimes

DETROIT—An informal discussion of the advantages of dime play operation in recession-plagued Detroit was held this week by a group of operators at the Fort Wayne Hotel. The meet was sponsored by several distributors, including Music Systems, Miller-Newmark, Faibiano Sales and Service, Angott Distributing, Empire Coin and Union Coin Machine Service Company, the latter firm a music servicing organization.

Altho the hotel houses headquarters of the Music Operators, Inc., this was not an association meeting.

Breakfast and luncheon were served, and discussion centered on methods of introducing dime play successfully here, where nickel play is still virtually 100 per cent. Previous efforts to switch to dime operation have been made for several years with little success.

Operators discussed, among other things, the possibility of trying out dime play in a selected geographical area as a pilot operation. If operators in that area found dime play success, it would be recommended that the move be extended to other areas.

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- Bally ABC Bowling Lane, 14' 245
- Bally ABC Champion Bowler 14'..... 595
- Bally Trophy Bowler, 14'... 525
- Bally Lucky Alley, 14' (like new)..... 645
- Bally Big Inning 10c (3 for 25c) free play. 295
- United Bowling Alley, 14'... 245
- United Deluxe Comet Shuffle Targette..... 95
- Exhibit's Dale Six-Shooter Gun..... 85

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## Chantal Juke Box Completely Manufactured in Great Britain

LONDON — Production has stepped up on the Chantal juke box, believed to be the only such machine completely manufactured—down to the last nut, bolt and washer—in large quantity in Britain. It is considered an "all-around" machine, and has a futuristic "space-ship" appearance.

Early troubles on this revolutionary box have now been overcome to the extent that 100 machines have been located in the London area over the past five months, and all are reported to be virtually trouble-free and good money-makers.

Production is now in its stride at the Bristol factory, where juke boxes are made alongside highly precisioned electronic and general engineering work for atomic energy plants, aircraft, rockets and other such skilled ventures. Franchay, Ltd., where the boxes are built, have been aircraft specialists for many years, and have full order books in this field by virtue of their quality work.

### 75 in October

About 75 Chantal Meteor 200-selection boxes will be produced during October, and production from November will be maintained at 100 per month.

Early technical difficulties—expected with any new piece of complicated equipment—have been completely overcome, and it is claimed that the mechanism is now "perfect and fool-proof." A hide-away version is now in preparation, and will be launched early in the new year. Chalwest, Ltd., distributors, have concentrated locations for the Chantal machines in London and the Home Counties. Distribution will shortly begin in other parts of Britain.

Inventor of Chantal, Jean Fou-

foufon, a Marseilles-born Greek, flew to London last weekend. He brought with him his wife, Chantal, whom he married only three weeks ago, and for whom the Chantal juke box is named. Her father, the technical director of a large factory, helped Foufoufon prepare his music product.

In 1954, the first version of the Chantal was shown in Paris. It was a 120-selection machine, with a different mechanism (two rows of records in line). Foufoufon realized it could be better and cheaper to produce a 200-selection mechanism of revolutionary design. He stopped tooling in France and went to Switzerland and began development of the present Chantal, which put in its first appearance in October, 1956.

### Made on Continent

Production of a low-priced domestic version, with non-coin-operated 200-selection mechanism to be coupled to an amplifier, has begun in Switzerland, France and Italy, and such a model will also be produced at Bristol.

A stir was caused in Switzerland a few weeks ago when the new Swiss Chantal Meteor 200 juke box was shown at a trade fair despite some opposition from other local firms. A full page was taken in a national paper, on Foufoufon's behalf, inviting a neutral expert to be called to say whether the Chantal was or was not up to the standard of an American phonograph. There was no response. Parties of operators and others were ferried to the Swiss factory to see production.

Foufoufon has other inventions to his credit, including an electrical piano, a starter device for motorcycles, and a photo device for taking self-portraits. He flies planes as a hobby.

## Chief Says He Didn't Order Game Pick-Up

PINE BLUFF, Ark. — Police Chief Norman Young said last week he did not advise Pine Bluff game operators to pick up their bingo games or face State gaming charges.

The chief says he did remark, however, that, "I'd say that if the federal government declared the games to be gaming devices, it is a violation of city law and State law to operate them."

The chief said by the time the Internal Revenue Service ruling holding the games to be gaming devices and requiring a federal \$250 gaming stamp was called to his attention, the Pine Bluff operators had already picked the games up. He said he did not tell them to.

Chief Young said he had brought the matter to the attention of County Prosecutor E. W. Brockman Jr. and they were studying it. He said Brockman was checking the law on it. It was at this point, the chief relays, that he remarked, "I'd say that if the federal government declared the games to be gaming devices, it is a violation of city law and State law to operate them."

A story in the September 28 issue of The Billboard reported that Pine Bluff operators had picked their bingo games up on orders of Chief Young. The chief denies he told any of them to do it, but confirmed that the operators had picked up the games.

The Billboard was given the information contained in the story September 28 by one of the Pine Bluff operators, who declined to be identified.

## COIN INFORMATION BODY INTERVIEWS PR EXPERTS

CHICAGO—Executive committee members of the Information Council of the Coin-Operated Equipment Industry met at the Sherman Hotel here Thursday (15) to interview representatives of public relations firm. An announcement naming the organization to represent the industry is expected shortly.

Attending the meeting were Sam Lewis, Williams Manufacturing; Herb Jones, Bally Manufacturing; Art Weinand, Chicago Dynamics; Ed Ratajack, AMI; Lou Casola, Rockford, Ill., operator; Clint Pierce, Brodhead, Wis., operator; Bob Slifer, National Coin Machine Distributors Association; Andy Hesch, Chicago operator; Hilmer Stark and Aaron Sternfield, The Billboard; Lee Brooks, Cash Box, and Harvey Carr, Coin Machine Journal.

A committee of Lewis, Casola, Weinand, Ratajack and Slifer was formed to come up with a suggested dues structure for members. The group seek to raise from \$50,000 to \$100,000 for an annual public relations budget.

Under serious consideration was the naming of a commissioner for the industry. Such a man would be a figure of great public stature—a retired judge, political figure, high-ranking military officer—who would act as a spokesman for the industry and who could act as an intermediary in differences of opinion between industry leaders.

Also discussed were the mechanics of public relations—how to present the fact to the media and how to create a favorable public image of people in the industry. It was unanimously agreed that any PR plan would have to be long range.

Under consideration was a code of ethics for the industry and the need to identify the coin-operated amusement industry with wholesome, low-cost recreation.

## IRS Figures Drop in U. S. Game Spots

WASHINGTON — Establishments in the U. S. with amusement machines on location during the fiscal year ended June 30 totaled 295,076, according to the Internal Revenue Service. This is a drop of 8,968 from the previous fiscal year. The drop does not necessarily

mean that the amusement devices decreased in popularity. It must be kept in mind that general business conditions during some of the fiscal year were still under par in some sections of the country.

The number of billiard or pool rooms and bowling alleys also dropped. At the end of the fiscal year there were 33,432 such establishments, 635 less than a year earlier.

The number of locations having gaming devices, however, increased 789 to a total for the fiscal year of 17,560.



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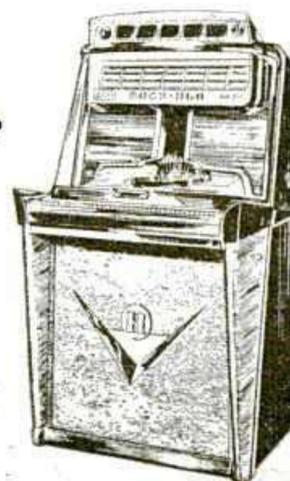
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ROCK-OLA Manufacturing Corporation 800 N. Kedzie Ave., Chicago 51, Ill.

# Coinmen You Know

## Miami

By RAOUL SHAPIRO

Johanny Marino, Marino Music Company, is determined to lose a few more pounds before tapering off on his diet. He has now lost almost 40 pounds, looks and feels wonderful. . . . Ted Bush, Bush Distributing Company, is also off quite a few pounds, but not from dieting. Ted's loss of weight was due to his recent serious illness. But he says he feels wonderful now. . . . Joe Issenberg, a recent heart attack victim, back on the route, tho his lovely wife goes along just in case. . . . Another recent heart victim, "Moon" Mullins is fully recovered and says if nothing else, his attack taught him to take things easy.

"Lucky" Skolnick, Music Makers, Inc., is trying to keep his weight down, but finds it a hard task since he stopped smoking. . . . Ed Mercer, Orange Blossom Amusement Company, down in Homestead, is looking forward to the start of the new season.

Ed says things will be all right if the weather stays good.

Congratulations to Berlin Saunders, general manager of Broward Music Company. Berlin became the proud daddy of a set of twins. Mom and kids are doing wonderful. . . . Ronny Shapiro, routeman for Broward Music Company, says business is still down in his area. But he expects collections to start picking up within the next few weeks due to the influx of many winter residents beginning to come down.

Sol Tabb, M & M Service, Miami, still living at a beach hotel while his home is being repaired. Sol's home suffered severe damage during the recent tornado that struck Miami. Sol says the insurance company has picked up the tab so far, so he is thankful for that much at least. Paul Pincus, Whitey's Amusement Company, still showing everyone the glowing reports in the local press about his son's bar mitzvah.

Dave Friedman, American Operation Company, is happy that his son, Larry, has completed military service and has become connected with one of the top law offices in Miami Beach. Dave's daughter also got married recently. Joe Barton, Jacksonville manager of Bush Distributing Company, Wurlitzer distributor in South Georgia and Florida, visited the Miami office for a one-day hurry-up trip. . . . Gene Lain, road man for Taran Distributing Company, reports a slight upturn in business on the West Coast and has high hopes for a good winter season.

Bush Distributing Company, Wurlitzer outlet in Florida and South Georgia, held a service school in their new Tampa office at 207 West Cass Street. . . . Harry Gregg, Wurlitzer field service engineer, conducted classes for an almost 100 per cent turnout of operators and servicemen in this West Florida coast city. Among those attending were the following: H. D. Montgomery, S. E. White, Robert Mocherman, Wayne Daniel, S. B. Gaskins and C. A. Budd, all of Ideal Music Company, Tampa.

Charles Welborn, Walter Antram, John Harrara, of Twenty Record Phonograph Company, Tampa; Buddy Thomas, F. M. Chiles Jr., W. O. Gentry, of Tampa Music Company, Tampa; Tom Taylor, Dan Reid, of Miller Phonograph Company, in Plant City, were present as well. Also attending were S. Halesky, Edward Guy, Clearwater; J. L. Freeman, Clearwater Music Company; H. Papolus, J. Evans, Earl Roper, Bob Stellwagon, James Tolosino, Modern Music Company, in St. Petersburg, and E. L. Lehnert, E. C. Wahitan, Suncoast Hi-Fi Amusement Company, St. Petersburg.

The entire affair was hosted by O. R. Truppman, general manager of Bush Distributing Company, ably assisted by Billy Whitcomb, manager of the Bush Tampa office. When school ended Tuesday evening a buffet dinner and refreshments were served. The entire session was pronounced a complete success by everyone attending.

Eli Ross, veteran coinman, has formed his own company, Ross Distributing Company. He will handle mostly used game and music equipment. . . . Billy Whitcomb,

Tampa office manager of Bush Distributing Company, Wurlitzer outlet, is back home after a three-day trip thru the Florida hinterlands, where he visited the many coinmen in his area. He says most of the operators he visited were viewing the coming season with optimism.

Howard Greenberg and Nat Shenfield, Viking International, coin machine exporters, surprised their help with an all-expense-paid cruise to Nassau. The surprise included their employees' families, too. Willie Levey, Mellow Music Company, took a couple of weeks off to visit his daughter, Joyce, and her family. Of course, his wife, Pearl, is with him, too. Virginia Petricinni, North Dade Amusement Company, also took a much-needed change of scene for the first time since the recent tragic death of her husband, Eddie.

Doris Shapiro, gal Friday at Music Makers, is also off for a week's vacation. Doris plans visiting her family in New York and perhaps taking in a couple of Broadway shows. Another entry in the weight-reducing contingent is Vinnie Amota, of Cigarette Service, Inc. Vinnie claims to have lost 24 pounds and says he feels wonderful. Buddy Kaufman, of C&L Amusement, had his station wagon broken into and every record stolen. Fortunately, collection money, laying nearby in a canvas bag was not taken.

Max Lebow, Automatic Equipment Company, believes in starting the ball rolling early. Max is already talking up ads for the AMOA annual banquet journal. Site of the dinner has not been set, but it will probably be in one of the plush beach hotels.

## Twin Cities

By DONALD LYONS

Distributors reporting that business is picking up after being in the doldrums during the warm weather. They say that the operators now are "coming out of their summer cocoons." With the start of the fall season operators began streaming into the Twin Cities. Among them were Leo Rau, St. Cloud, Minn.; Frank Stansfield, Winona, Minn.; Al Reding, LaCrosse, Wis.; Don Bolier, Baldwin, Wis.; John McMahon, Eau Claire, Wis.; and Len Worsack, Montevideo, Minn.

Ronnie Sandler, son of Irwin Sandler, president of Sandler Distributing Company, Minneapolis, is on the football team at Grinnell College at Grinnell, Iowa. His proud father went down to Appleton, Wis., to see him play in a game. . . . Lee Johnson, assistant to the president at Canteen Company of Minnesota, was in Chicago on business.

Jack Weinberg, former Billboard correspondent in the Twin Cities, was a recent visitor. He now lives in Los Angeles. . . . Bob Lund, mechanic at Mayflower Distributing Company, St. Paul, became a father for the 10th time recently. The newest addition to his family was a boy.

Don Leary of Don Leary, Inc., reports that he's selling many Russian, Slovakian and Polish records in his new location on East Hennepia. Both he and his staff are getting a

liberal education in international music, he says. . . Sol Rose, sales manager at Sandler Distributing Company, is vacationing in Detroit and Milwaukee.

Operators and other businessmen in the Iron Range cities of Hibbing and Virginia, Minn., as well as in Northern Michigan are feeling the pinch of the steel strike. Families of iron miners and those in steel-related industries are using their reserve money for bare essentials, leaving nothing for amusements. Even after the strike is settled, operators say, it will be one to two months before business perks up again since those laid off because

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- Wurlitzer 2200 . . . \$895
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- Wurlitzer 1900 . . . 550
- Seeburg KD-200 . . . 525
- AMI G-200 . . . 375
- Rock-Ola 1438 . . . 250

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Crusaders, Hercules, Vanguards, Peppy the Clown

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The World's Largest Selection of Arcade Equipment

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ROTO POOL, 1-Pl.	235
SUNSHINE, 1-Pl.	245
SITTIN' PRETTY, 1-Pl.	250
STRAIGHT SHOOTER, 1-Pl.	265
DOUBLE ACTION, 2-Pl.	315
CONTEST, 4-Pl.	395

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H-100M		
G-200	2200	\$595
G-120	2150	495
G-80	2100	495
F-120	2000	445
F-80	1900	445
E-120	1800	375
E-80	1700	325
D-80	1650 A	295
	1500	150
	1400	125

**SEEBURG**

KD-200	\$595
VL-200	445
V-200	395
R-100	550
G-100	450
W-100	450

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of the steel strike have an accumulation of obligations.

Walter Jones, phonograph mechanic for Lieberman Music Co., Minneapolis, moved into his new home in Minneapolis. He has been in the music business since the late 1930's. . . . Irwin Sandler, president of Sandler Distributing Co., was in Des Moines where the firm has a branch.

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Jim Christensen, operator of Jim's Record Shop, St. Paul, and Virgil (Swaney) Swanson of V-K Wholesale, Inc., St. Paul, attended the meeting of the South Dakota Operators association at the Lawler Hotel in Mitchell, S. D., October 3-4.

Operators in the Twin Cities included Chet LeDoux, Virginia, Minn.; Les Bruns, Fargo, N. D.; and Stan Baeder, New Rockford, N. D.

Canteen Company of Minnesota has been retained for the new main overhaul base of Northwest Airlines at Wold-Chamberlain Field, Minneapolis, and will begin installations about November 1. The base cost an estimated \$15 million. Installation will include a complete refreshment service including cigarette and candy machines, according to Lee Johnson, assistant to the president of Canteen Company of Minnesota.

Joe Perkins has opened a children's Arcade in a new Atlantic Mills store at 77th and Nicollet in the Minneapolis suburb of Richfield. Equipment includes three automatic bowling alleys and a variety of games and rides. Atlantic Mills is a division of Virginia Dare Stores.

Operator Bob O'Brien of Concord Novelty Company, South St. Paul, was in Northern Minnesota hunting ducks. Another hunter in that area was Fritz Elchinger of Northern Coin Machine Company, St. Paul.

**Boston**

By CAMERON DEWAR

Jack Sager, of One Stop, Inc., was the recipient recently of congratulations from a wide group of friends and music operators. His success in the record business has been phenomenal. Only a little more than a year since he went into the business, he has moved to bigger quarters and made substantial gains in his volume.

Last week Sager moved his spot about half a block on Boston's Commonwealth Avenue to quarters which are more

than four times the size of the previous location. Nearly 400 persons from the music industry attended the open house, with some coming as far away as Northern Maine and New Hampshire. The One Stop at 1030 Commonwealth is still close to Atlas Distributors (AMI), next to which Sager opened his first store. He was formerly with Boston Record Distributors.

Marshall Caras and Dan Brown, of Trimount Automatic Sales Corporation, accompanied by their wives, took a trip to Ayer, Mass., last week. The attraction was a performance of "Guys and Dolls." The music men's interest was more pointed, however, since Raymond Barker, of Barker's, Inc., Ayer, was one of the stars. Ray played Nicely Johnson, and Caras and Brown pronounced the show "wonderful" and Barker "superb."

Al Girardin, of Girardin & Hayes, Webster, Mass., has returned from a vacation trip that proved not only a fine change but decidedly thrilling. He took his family on a motor trip to Alaska. He hitched a trailer to his Oldsmobile and traveled 20,000 miles in the last three months. Some of the trip, he reports, was a bit scary.

While on the Alcan Highway he had to descend hills on the road which climbs as high as 14,000 feet. On one he was left without brakes and had to come down in low gear. Ray took the kids to Disneyland on the way back and dropped in for a look at Las Vegas as well as the sights of a number of other States. He says it was the most thrilling experience of his life and plans to do it again sometime.

George Hatzepitro, of Springfield, is a proud father. He took his daughter down to Boston where she enrolled as a student nurse at Peter Brigham Hospital. . . . Elmer Loughton, of York Beach, Me., now retired from the music business, was in town visiting some of his friends. . . . Bob Jones, of Redd Distributors, visiting operators in Western Massachusetts and Connecticut, reports games going well, especially Bally's new Lotta Fun.

Out-of-town operators seen along coin row last week were Maurice Packett, Portland, Me.; Wilfred Benoit, Auburn, Me.; and these from Connecticut: Ernie Geramondi, Bristol; Nick Rizzi, Meriden; Frank Avella, New Britain, and Marty Rosa, Waterbury.

**Denver**

By BOB LATIMER

Probably the most unusual phonograph location in this area is operated by Kim Music Company, in Goldeen's, a popular bar in Southeastern Denver. Goldeen's is located right on the edge of the Denver city dump, where it attracts attention from many thousands of people each week en route to the refuse piles with trash!

Gene Brown of Frontier Music Company here has announced the sale of a half dozen of his locations to considerably cut down on the amount of time and effort involved in servicing a large game and amusement machine route.

The personnel of S & S Amusement Company, Pueblo, were considerably surprised when both Leo Negri and Mike Savio, partners in

Draco Sales Company, made the 115-mile trip from Denver to help set up a stereo phonograph installation. S & S, making its first installation of stereo, was gratified for the expert advice which Negri and Savio not only offered, but put into service as well.

Tim Kawamoto and Damon Scott have announced their formal incorporation as partners in a new route operation in Basin, Wyo. A welcome visitor in Denver distributing and operating headquarters was Connor Wright, of Ace Amusement Company, Kansas City, Mo.

Popular operator Lee Wyscaver, who broke with Midwest Music Company to set up his own firm under the title of Lee's Music Company, reports business got off to a flying start with his initial collections well above the expected figure. . . . Phonograph and game collections have fallen off to a mere trickle in Pueblo. Blamed was the steel strike, which has immobilized the big Colorado Fuel & Iron Company, one of the State's largest employers. Definitely feeling the pinch are Maestro Music Company, Kinnard Music Company, Fali Music Company, and others.

**Sign Is Eye Catcher**

ST. ANDREW, Fla.—Charley Hawkins, owner of Gulf Music Company here, has installed a handsome, new translucent red-white-and-blue sign at his headquarters in St. Andrew here. The sign, on U. S. Highway 98, is visible for a half mile or more in either direction. Mrs. Hawkins designed the prestige-building eye-catcher.

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Short Stop . . . . .	335
Turf Champ . . . . .	225
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Crosswords . . . . .	275
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Daffy Derby . . . . .	65
57' Baseballs . . . . .	295
King of Swat . . . . .	150

GOTTLIEB	
Sluggin' Champ, 1 Pl. . . . .	\$ 95
Straight Flush . . . . .	200
Whirlwind . . . . .	225
Sweet Adeline . . . . .	110
Picnic, 2 Pl. . . . .	295
Harbor Lights . . . . .	75
Register, 4 Pl. . . . .	135
Scoreboard, 4 Pl. . . . .	65
Sea Bells, 2 Pl. . . . .	145
Silver, 1 Pl. . . . .	185
Duette, 2 Pl. . . . .	100

BALLY	
Heavy Hitter . . . . .	\$450
Target Roll . . . . .	150
Key West . . . . .	135
Show Time . . . . .	175
U. S. A. . . . .	225
ABC Bowling Lane, 14' . . . . .	225
Balls A Poppin' . . . . .	75
Skill Rolls . . . . .	100
Big Inning . . . . .	315
Batting Practice . . . . .	Write
Beach Club . . . . .	50
Gayety . . . . .	65
Big Time . . . . .	75
Miami Beach . . . . .	70
Dude Ranch . . . . .	50
Hi Fi . . . . .	50
Broadway . . . . .	80
Gay Time . . . . .	50
Variety . . . . .	50
Miss America . . . . .	175
Strike Bowler . . . . .	325

MISC.	
Genco Champion Baseball . . . . .	\$125
Games, Inc., Double Shot . . . . .	275
Genco Jumping Jack . . . . .	35
Genco Silver Chest . . . . .	35
Bert Mills M56 Coffee . . . . .	150
W&K Sandwich Vendor . . . . .	550
New & Used 6 Pocket Pool . . . . .	Write
Small Ball Bowlers . . . . .	Write

CHICAGO COIN	
Rocket Shuffle . . . . .	\$165
Star Bucket . . . . .	Write
Rocket Ball Shuffle . . . . .	425
Classic 16' Bowling League . . . . .	475

UNITED	
Team Bowler, 14' . . . . .	\$295
Pixie . . . . .	55
South Seas . . . . .	45
Jumbo Bowler, 16' . . . . .	495

COUNTER GAMES	
5c-1c Challenger Pistols . . . . .	Write
Gottlieb Grip Testers . . . . .	Write
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Zipper Skill . . . . .	Write

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Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

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Auto Test (New) ..... Phone	Wurlitzer 2204 ..... \$650
Bally Sportsman ..... Phone	Wurlitzer 1717: ..... 285
Bally Jumbo ..... Phone	Seeburg R ..... 500
Jet Pilot (New)..... \$395	Rock-Ola 1446 ..... 395
<b>BOWLERS</b>	<b>KIDDIE RIDES</b>
Lucky Alley ..... \$650	Like New ..... Phone

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Write, call or wire for more complete details.

Available in 15', 18', 20' and 22' lengths.

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### 16' QUEEN BOWLER

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 Bally LOTTA-FUN  
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 United 3-WAY SHUFFLE  
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8' Shuffle Alley

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Rifle Gallery w/Moving Targets

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Ready for Immediate Delivery!

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ROCKET SHUFFLE ..... \$195  
 ROCKET SHUFFLE, 2-Pl. . 225  
 EXPLORER ..... 225  
 BATTER-UP ..... 245  
 REBOUND SHUFFLE ..... 110  
 ROCKET BALL ..... 175

#### ARCANE

Gen. GYPSY GRANDMA \$195  
 C. C. GOALEE ..... 95  
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 Genco FOOTBALL ..... 110  
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 Bally ALL STAR  
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 Genco MOTORAMA ..... 215  
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#### GUNS

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 Genco CIRCUS GUN ..... 295  
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 Keeney SPORTSMAN ..... 135  
 Genco RIFLE GALLERY... 135  
 Exh. SHOOT'G GALLERY 125

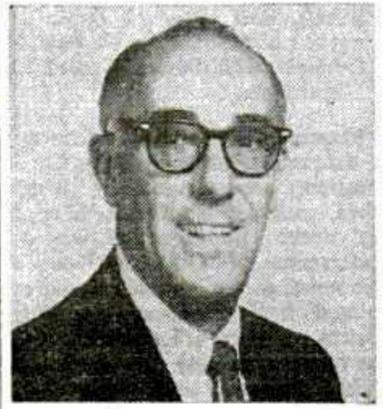
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## Art Rutzen Tours Orient

NORTH TONAWANDA, N. Y.  
 —Art Rutzen, export manager for the Wurlitzer Company, will return



here October 23 after a one-month tour of the Far East. Purpose of the trip is to assess the automatic phonograph situation in the Orient and to line up Wurlitzer distributors for the area.

Rutzen left San Francisco September 23, his itinerary including Hawaii, Guam, Okinawa, the Philippines, Singapore, Hong Kong and Tokyo. While in Tokyo he met with Walter Hitchcock, Wurlitzer's Far East representative, to discuss the Tokyo distributorship.

## St. Joseph Operators Hold Annual Banquet

SOUTH BEND, Ind.—About 50 persons attended the annual banquet of the Music Operators Society of St. Joseph Valley at Irvin's Dining Room here Wednesday night (14), as operators winned, dined and talked trade till the wee hours of the morning.

The organization is small in terms of numbers, it is a smoothly-functioning group which effectively represents operators in the South Bend area. In charge of the affair was Al Evans, outgoing president, from Evans Sales and Service in South Bend.

The evening included a cocktail hour, a steak dinner, and a variety program which included a vocal team and a magician. It was after 2 a.m. when the guests began leaving for their homes.

**Guest List**

Guests at the affair included Ed Shaffer of Shaffer Music, Columbus, O.; Leonard Sheehan, Tower Distributing, Chicago; Fleming W. Johnson and Marion A. Gregory, both of the Seeburg Corporation; Mr. and Mrs. Sam Weinberger, and George Burch, all of Southern Automatic Music, Indianapolis; Aaron Sternfield, The Billboard; Sam Kolber, First Coin Machine Exchange, Chicago; Fred Sipiara, Singer One-Stop Record Service, Chicago; Bob Fabiano, Rowe Manufacturing Company; Frank Fabiano and Ira Green, Fabiano Amusement Company, Detroit; Jack Burns, Empire Coin Machine, Chicago, and Joe Bauters, South Bend CPA.

South Bend operators at the banquet included Al Evans, Evans Sales; John Zima, Paul Paden, Harry Stredlik and Dick Scheid, all of Paden Vending; Noble Heidrich, N.H. Distributing; Carl Zimmer and Phil Meikel, both of the Carl Zimmer Company; Al Miller, Miller Vending; Jim Deitz, P. C. Deitz & Sons; Mike Lanko, Lanko Vending, and Sol Silver, Silver Automatic Music.

Mishawaka operators were Richard Deitz, Joe Mac Quilty, Vern Daley and Tom Truax. From Knox were Don Calkins and Jack Calkins.

**Officers**

Newly-elected officers of the association are Joe McQuilty, president; Nobel Heidrich, vice-president; and Jim Deitz, secretary.

Fleming Johnson of Seeburg addressed the operators briefly. He said that the stereo singles market is loosening up and that records will soon be available in sufficient numbers. Fleming also said that last year the Seeburg cigarette machine captured 8.3 per cent of the total market, and that this year the figure should range from 25 to 30 per cent.

Collections in this area are hold-

### Central Moves

• Continued from page 76

plete. The building was completely remodeled at a cost of about \$100,000, Koupal said. The structure now is fire proof.

Nothing was salvaged from the October, 1958, fire, which also caused \$200,000 damage to contents. About 700 pieces of equipment, including music and games, machines were destroyed. The losses were covered by insurance, Koupal said.

The 1958 fire brought 41 pieces of equipment and 160 firemen, nine of whom were injured fighting the blaze. Flames burned fiercely for hours, sweeping up an elevator shaft and breaking thru the roof. Juke boxes, games, record players, television sets and electrical appliances plunged thru the four-story structure as floors collapsed. Cause of the fire was not determined.

ing up well and running somewhat better than last year. The effects of the steel strike in nearby Gary and Hammond have not been felt here, and the leading manufacturer —Studebaker — reportedly has enough steel on hand to keep full production until December.

The section is solidly on dime play and has been since 1957, when the Association sponsored a 10-week radio program of the top 40 tunes, with three-minute plugs for dime play. The plugs explained the economic necessity for the move.

Stereo play is making some progress here, altho operators complain that a shortage of 45 stereo singles is slowing them down.

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AMI H100	\$400.00
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2 AMI G200	499.00
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3 AMI B120 (repainted)	395.00
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Seeburg V200	400.00
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#### BALLY BINGOS

Beach Time	\$325.00
Cypress Garden	275.00
Miss America	210.00
Show Time	180.00
Key West	150.00
Big Show	110.00
Double Header	90.00
Parade	90.00
Night Club	90.00
Broadway	90.00
Miami Beach	60.00
Chicago Coin Bowling League, 14 Ft.	250.00
Chicago Coin Bowling League, 18 Ft.	300.00
Bally ABC Bowling Lane, 14 Ft.	245.00
United Deluxe Bowlers, 14 Ft.	265.00
United Deluxe Bowlers, 14 Ft. (later model)	275.00

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We have a large stock of Wurlitzer 2200, 2100, 2000 and 2150's for immediate shipment. Also large stock of Bingos.

#### SEEBURG

Model C	\$285
VL	395
V200	345
K. D.	545
200 Sel. Wall Boxes	82.50

#### AMI

G200	\$395
C	40
E-120	225
H-200	595

#### ROCK-OLA

1432, 45 RPM	\$ 85
1434	145

#### BINGOS

Miss America	\$200
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	95

#### UPRIGHTS

Wildcat	\$445
Circus, Remote Control	125

#### 5-BALLS

Turf Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	85
4 Star	30
Guys & Dolls	55
Hawaiian Beauty	85
Peter Pan	75

#### ARCANE

C.C. Rocket Shuffle	\$115
C.C. Rebound Shuffle	65
Voice-O-Graph	125
Seeburg Bear Gun	85
Telequiz	65
Bally A.B.C. Lane	325
C.C. Bowler	325
United Chief Shuffle Alley	55
Williams Ten Strike	145
C.C. Red Pin Shuffle	495

Call, Write or Wire  
 Direct all inquiries to Indianapolis Office.  
 Export inquiries invited.

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 Exclusive Wurlitzer Distributor

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### Bally Hi-Score

Continued from page 74

biggest bonus is made when a special "collect double bull's-eye" is lighted.

The game is standard pinball size. Each player gets 30 balls, 10 in each of three frames. Two models are available — the standard model with dime coin chute, and the replay model with double chutes —dime and three-for-quarter.

### Charms, Century

Continued from page 71

penny. In fact, at 25 per cent commission, the use of charms was an expense item.

However, the operator reported that his 100-count ball gum machines emptied so much more quickly that the up to 15-cent expense on each machine was well worth it.

### Store Closings

Continued from page 71

senting his ideas about multi-vending, said Nelson. Previously, operators had relied on hearsay or pictures in forming an idea of the practicality of multi-vending. Nelson found the response to his demonstration model quite favorable among operators.

Michigan operators he contacted were doing little with capsule vending, said Nelson. They also reported poor success with vending quarter merchandise. Main reason, said Nelson, was that operators were not using panels to display merchandise. Consequently, the public was apt to consider them standard bulk vending machines, and have no inclination to spend a quarter. Nelson told operators that quarter merchandise must be displayed in order to get good sales results.

Michigan operators were also concerned about the steel strike, fearful that layoffs of auto workers would cause an additional slump in collections.

Nelson is president of Logan Distributing Company, local bulk vending distributing house. His week-long sales trip was hampered by car trouble, which in effect cost him two days on the road. Altho he visited Ohio and Indiana during the trip, the original schedule called for stops in more cities than he was able to visit.

### Midway Novelty

Continued from page 74

holes on the playfield, corresponding cards light up on a brightly colored backglass.

The poker played is "hold and draw," with the player able to "draw new cards" by pressing individual buttons on the cabinet corresponding to cards lighted on the backglass. This gives player the opportunity to release any or all lighted cards and try for new cards by pressing ball release button, thus getting a fresh chance to score a poker hand.

Ball holes are marked in all suits of nines, tens, jacks, queens, kings and aces, and include a single "wild" joker hole at the center.

The standard-size bounding ball game has a screened Formica panel board and a cabinet decorated with card symbols. Joker Ball is available with nickel, dime or quarter coin chute.

### Gottlieb Game

Continued from page 74

each scoring "one trip" as it advances to the moon, realistically placed along the earth's orbit.

Players score specials as the space ships complete "trips" to the moon.

Space ships are advanced as player makes any of 10 roll-overs or two ball targets on the playfield. Top points are scored when ball drops into center ball hole when the hole is lighted.

Specials can also be scored by hitting roll-overs numbered one to eight, and this light's the center ball hole for added specials.

### Colo. Music Ops.

Continued from page 76

bers to pay in dues of \$3 a month, which will provide a fund with which to contend with any future such taxation problem likely to be introduced by the State Legislature.

Meetings will be held on a scheduled basis thruout the remainder of 1959, according to Arnold, who, like many other operators, was somewhat displeased with low attendance during 1958. The advent of the tax danger, however, worked out sufficiently well that most members are "back in the fold" and more than willing to support the phonograph association, Arnold indicated.

### Pa. Ops Await

Continued from page 76

plicated than the average pinball. "This makes no more sense than if you were to banish beautiful women in favor of plain ones on the basis that the more plentifully endowed woman has greater appeal to be misused."

But Deputy State Attorney General Frank P. Lawley Jr., who was handling the case for the Commonwealth, did not go along with everything McArdle said. In fact, hardly any of it.

He contended that the players do get paid off for winning—and in cash. Lawley said the location owner pays the winners on the basis of the number of free games showing on the machine.

#### Baseball Example

Justice Michael Musmanno wanted to know if such reasoning being used by the State would not make baseball players outlaws since people bet on baseball games.

"This machine is set up for gambling," Lawley replied. "Baseball is not."

The deputy attorney general then called the in-line game the "successor to the one-armed bandit." He claimed that people have lost as much as \$100 a day in playing such machines.

#### Tilt Mechanism

As for grunching and hulaing, Lawley said the machine can combat this "expert maneuvering" with the many "tilt" mechanism in its works which will halt the game if shook too much.

After the clicks, shudders and bells of the pinball demonstration died down, the Supreme Court took the matter under advisement.

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AT  
WORLD  
WIDE!



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GAMES' WILDCAT, Slightly Used	WRITE
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GAMES' DOUBLE SHOT	\$295
GAMES' SUPER HUNTER	275
GAMES' SKEET SHOOT	325
GAMES' GUNSMOKE	245
GAMES' BIG HORN	245
AUTO BELL COUNTY FAIR	145

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BOWLING LANES 195.00 ea.
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- 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
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2000 .....	425.00
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1800 .....	375.00

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Seeburg 800 E1 ..	\$275.00
Eastern Mark II ...	199.50
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National 22 M ....	WRITE

## COFFEE VENDORS

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# Wico Steps Up Drive On Stereo Conversion

CHICAGO—The Wico Corporation, the nation's largest parts supply houses for the coin machine industry, is stepping up its drive to supply stereophonic conversion kits to juke box operators.

According to Ed Ruber, Wico sales manager, the normal replacement rate for automatic phonographs will mean that the average operator will take about five years to achieve an all-stereo operation.

Meanwhile, said Ruber, the operator is not making the most of existing equipment if he has a location which rates stereo music and the box is monaural. Wico sells conversion kits for all leading makes of monaural boxes. The kit, complete with components, instructions

and diagrams, sells for \$99.50. According to Ruber, installation of the conversion can be made in less than one hour after the serviceman has made his first couple of conversions.

Optional equipment is a remote volume control, with attachments and 50 feet of wire, which sells for \$16.95.

Wico's trouble shooter is Ed Jacobson, field engineer, who visits operators all over the country and helps the serviceman make the initial conversion. New man in the Wico organization is Bob Mullins, who covers the Southeast from his Jacksonville, Fla., headquarters.

Ruber feels that altho stereophonic automatic music has made great strides during the last year, the field will really open up as soon as the record manufacturers realize the need for stereo 45's in the automatic phonograph business.

Ruber also feels that during the next five years, the call for conversion units for monaural juke boxes will be substantial.

## GUS' JUKE SURVIVES GASSY BLAST

DENVER—A phonograph operator who feels that he must have an invisible rabbit's foot in his pocket is Gus Brown.

Gus was startled recently when a flash came over the radio that a popular downtown bar in which one of his phonographs was located had been demolished by a gas-leak explosion.

Hurrying to the spot, Brown found that the tremendous explosion had indeed nearly leveled the bar and an adjoining liquor store but, happily, the phonograph escaped without a scratch!

## Standard Financial Earnings Hit High

NEW YORK — Earnings of Standard Financial Corporation for the nine-month period ended September 30 set a new record high of \$777,406 or 50 cents per common share compared with earnings for the similar period last year of \$612,144 or 46 cents per share, Theodore H. Silbert, president, announced.

Per share earnings for 1959 are based on 1,514,440 common shares outstanding compared with 1,285,589 on September 30, 1958.

## MUSIC

Wurlitzer 1650 .....	\$216.00
Wurlitzer 1700 .....	225.00
Wurlitzer 2000 .....	435.00
Wurlitzer 2150 .....	565.00
AMI D-40 .....	175.00
AMI D-80 .....	225.00
AMI E-120 .....	295.00
AMI F-120 .....	375.00
Seeburg 201 .....	850.00
Seeburg V-200 .....	395.00

SEEBOURG Background Music L.U. 200 Library Unit Model, \$425.00; completely shopped. We have up to 25 available.

## CANDY VENDORS

National, 6 col. ....	\$ 79.50
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Northwestern Sw. 16	225.00
Shipman, 6 col. ....	125.00
Shipman, 3 col. ....	59.50
Uneda, 5 col. ....	65.00
Shipman, 2 sel. ....	18.00
Lehigh, 3 sel. ....	39.50
Stoner, 9 col., latest.	185.00
DuGrenier Candy Mart, late model ..	185.00

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# 200 BALLY BINGOS

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# OPERATORS

The Switch in '59 is to a Dime

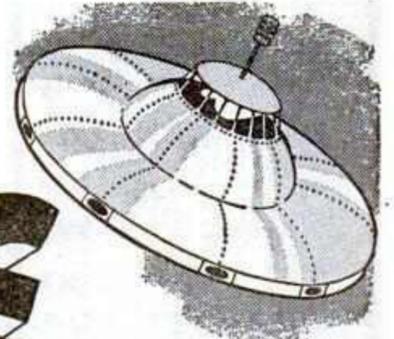
In '33 nickel play was OK. Don't operate in the past... the switch in '59 is to a dime!

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Light Box Animation Means More Player Appeal!



## SPACE SHIPS ORBIT THE EARTH

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See these other terrific features at your distributor today!

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- 10 rollovers and 2 targets score space ship advances
- Dropping ball in center hole when lit scores 100 to 300 points
- Hitting rollovers numbered 1 to 8 awards special and lights hole for additional specials
- Pop bumpers and cyclonic kickers light for extra high score
- Single player panel scoring
- 4 flippers
- Match feature

**D. Gottlieb & Co.**

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Dime play is here to stay—buy Gottlieb Games and keep it that way!

# N. Y. C. Denies Charges In \$25 Juke Tax Suit

NEW YORK — The City of New York has entered a general denial of charges leveled against it in a suit recently filed by Lincoln Service, Inc., Brooklyn juke operating firm headed by Al Den-

ver. In the suit, Denver, on behalf of his own company and "others similarly situated," challenged the constitutionality of Local Law No. 50, which imposes a \$25 annual tax on all juke boxes operated within the five boroughs of the city.

In the answer filed in Supreme Court, New York County, corporation counsel Charles H. Tenney denied all charges and also denied that the law was passed at the request of Mayor Robert Wagner.

The law became effective last July 1, at which time it raised considerable furor within trade circles here.

What the next move would be was in doubt at press time. That some further action would be taken to speed the case, however, was certain. In some quarters it was felt that the next move might take the form of a motion for a temporary injunction against collection of the tax pending settlement of the litigation.

The case was expected to be placed on the Supreme Court docket shortly, but when it would come up was also a matter of conjecture. It was generally felt that the case would be heard within "several months."

## PINBALLS HELP MENTALLY ILL

PUEBLO, Colo. — Pinball games pay off by helping the mentally disturbed at Colorado State Hospital. Where other methods fail, the pinballs often bring patients out of their listless state, if only temporarily. Patients become more aware of their surroundings by playing the games, which is an aid to psychiatrists and therapists in giving treatment. "When the bells ring and the lights flash we know someone is having fun," said Mrs. Ward Lockhart, who is in charge of rehabilitation. The State hospital has 14 pinballs, which were donated by Denver County authorities. The machines are installed in the hospital recreation hall and are rewired so that patients may operate them without using coins.

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1550A	..... 139
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### AMI

G200 .....\$375  
with conversion unit

### WALL BOXES

AMI WQ120. \$79.50  
120 selections

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200 selections

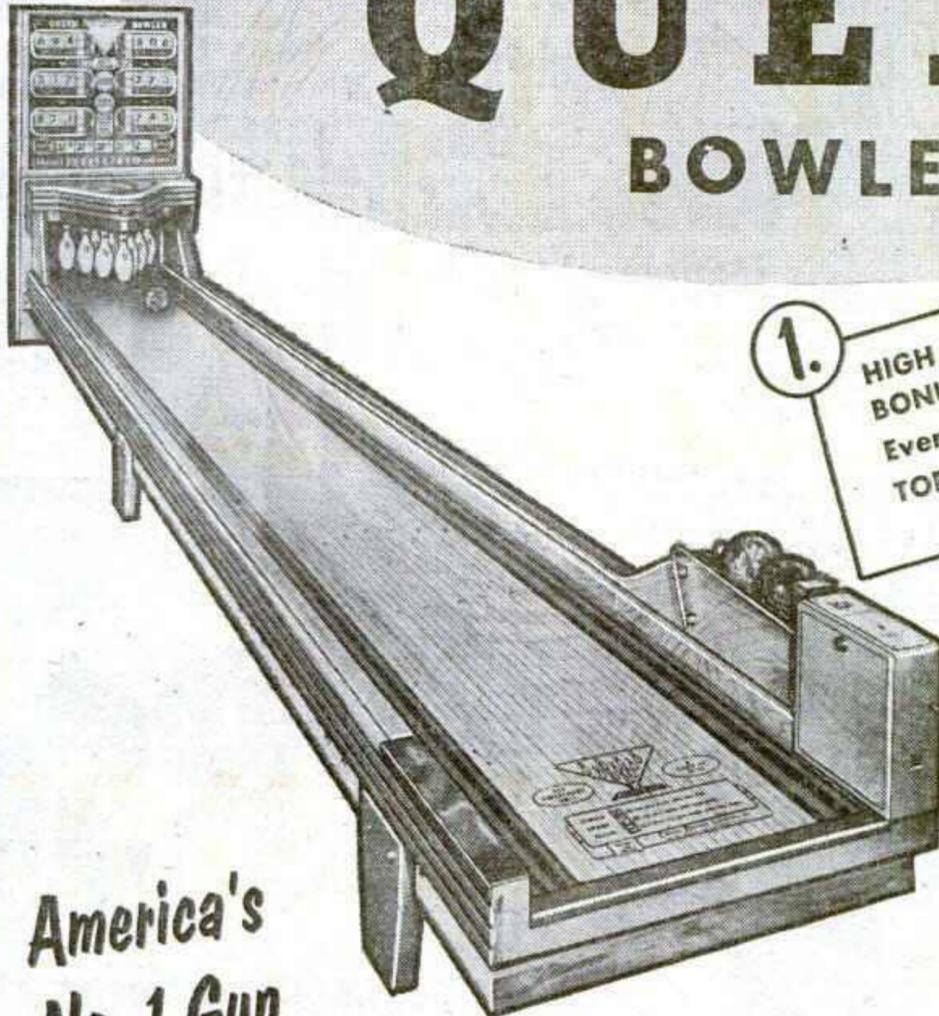
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Every Frame Plays Like the 10th...  
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Available in 16½ and 21½ ft. Lengths!

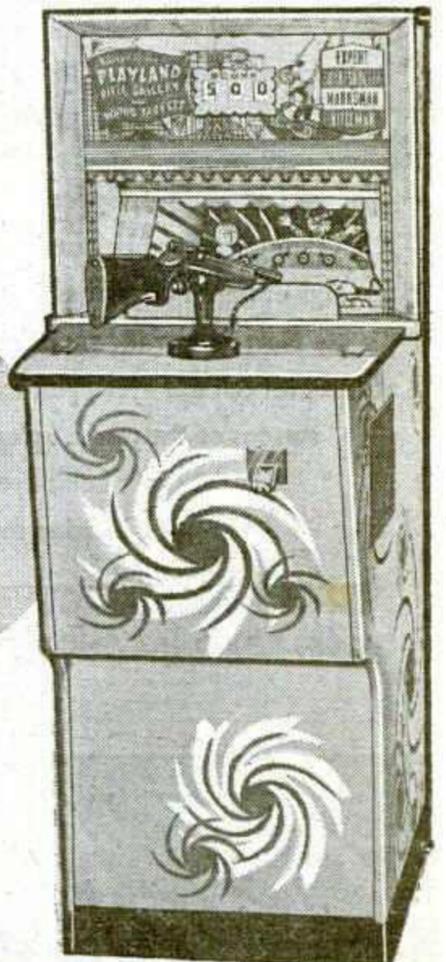
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No. 1 Gun  
Attraction!

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Realistic Moving Rabbits Run Across Playfield—Drop When Hit!  
5 Bull's-Eye Targets for Sharpshooters!

.22 Caliber Rifle Fires Single or Rapid Fire!  
Match-A-Score or Perfect Score for Replays . . . optional

25 Shots 10c—All Steel Cash Box



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### BIG BALL BOWLER

14-Ft. Bowlers. Ea. . . .	\$265
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Star Rocket . . . . .	395
Rocket Shuffle . . . . .	195
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Targette . . . . .	145
Bally Showtime . . . . .	150

**SHUFFLEBOARD SUPPLIES**

Lites (fluorescent) . . . .	\$27.50 pr.
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**BALLY STRIKE BOWLER**  
LARGE BALL  
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Seeburg M100C . . . . .	\$350
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## another great *SWING-SHOT* game

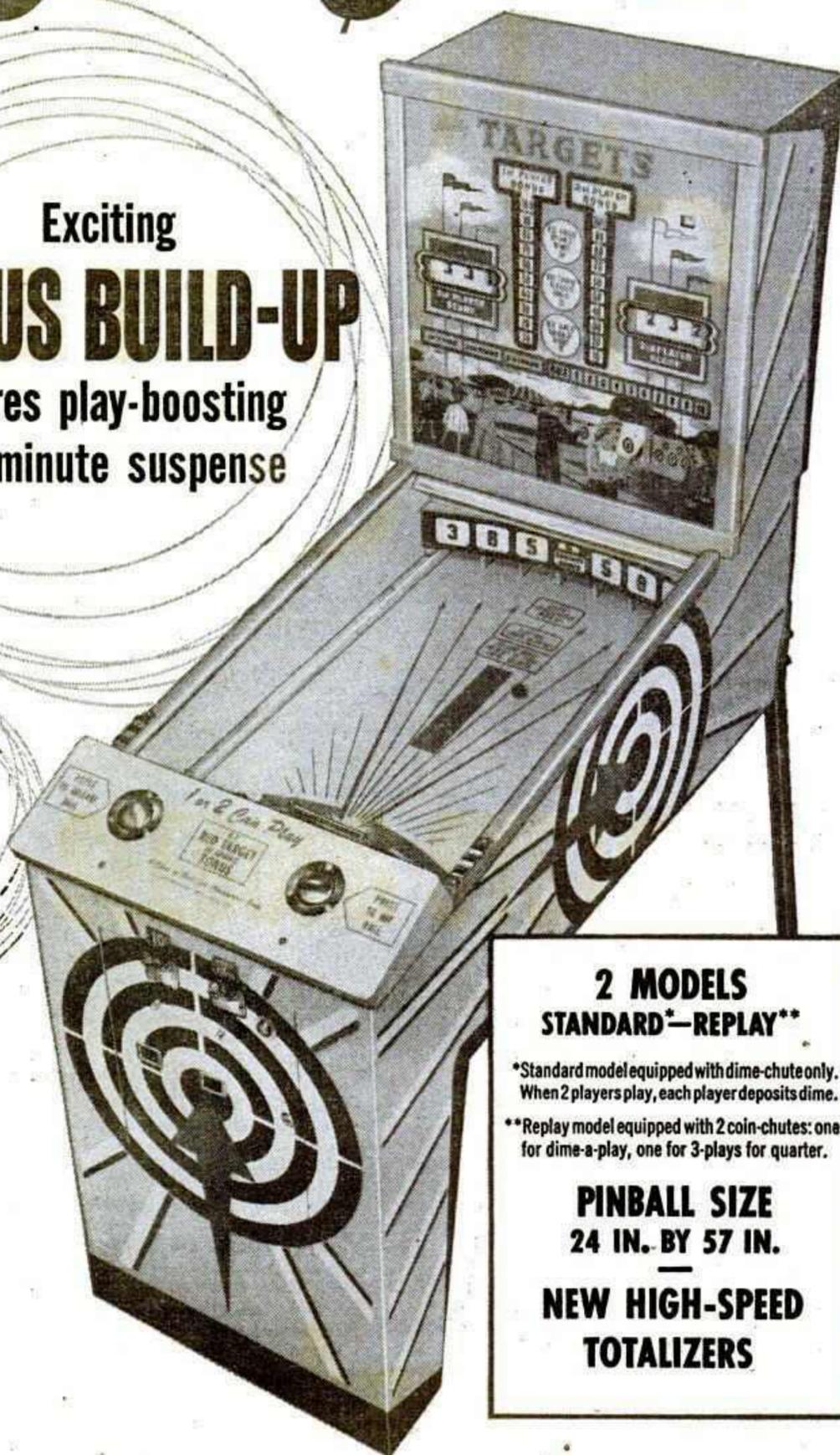
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BONUS ADVANCE**  
*by sharp-shooting  
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\*\*Replay model equipped with 2 coin-chutes: one for dime-a-play, one for 3-plays for quarter.

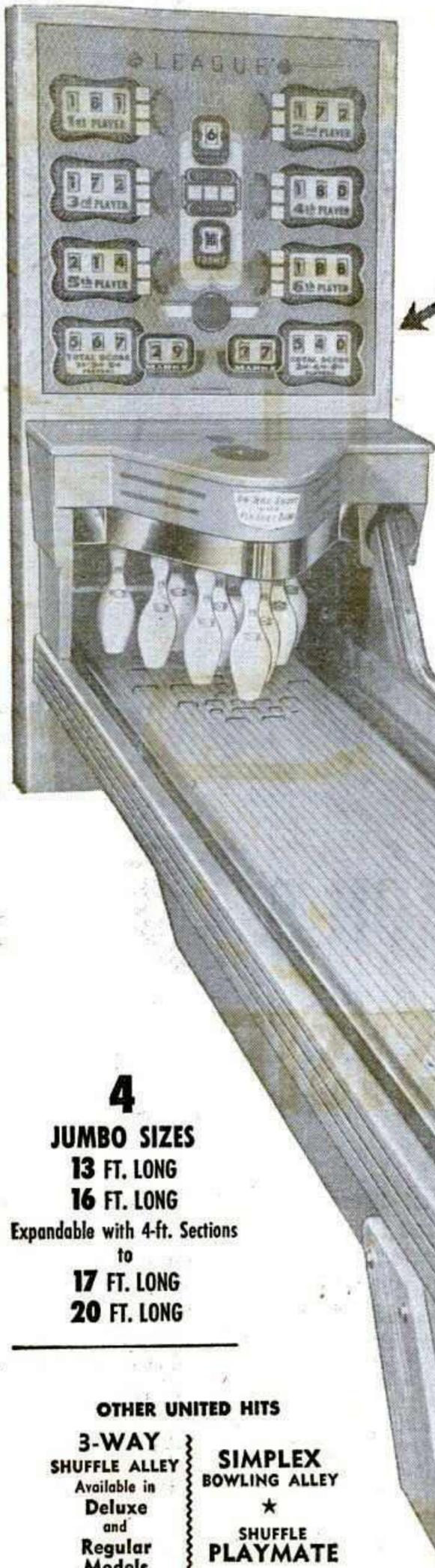
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24 IN. BY 57 IN.  
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**2 Player Teams or 3 Player Teams May Play**

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**Team Scores – Individual Scores – Marks**

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NO CONFUSION!

**MORE TEAM PLAY!  
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PROFITS!**

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Expandable with 4-ft. Sections

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**EQUIPPED WITH DIME COIN MECHANISM**

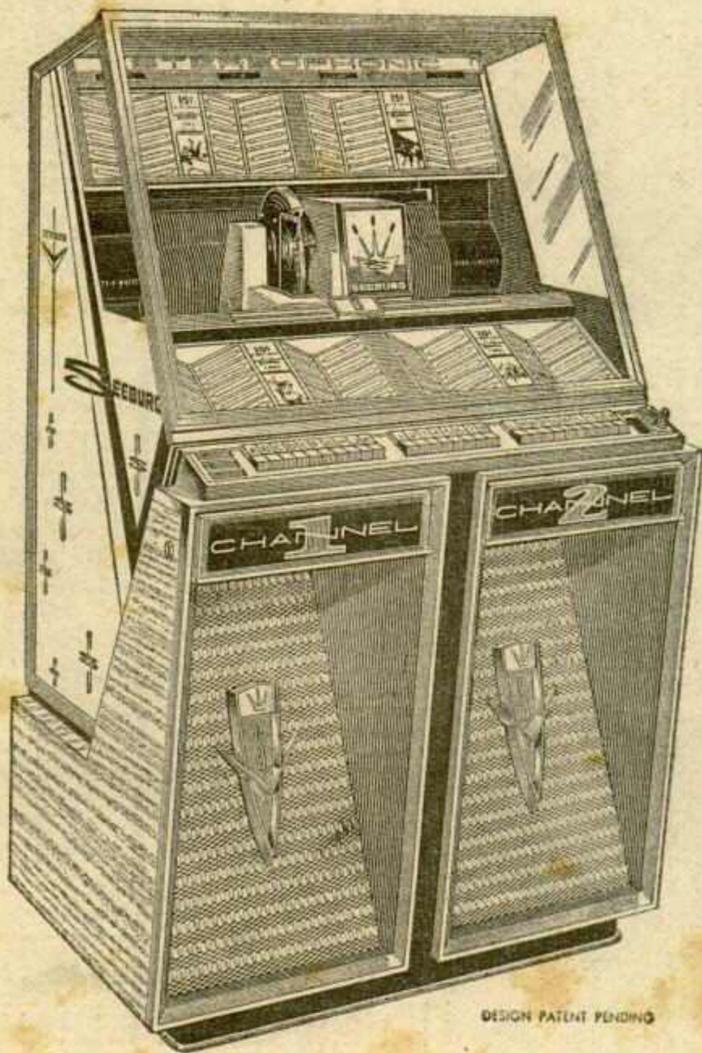
2 for 25¢ COIN MECHANISM  
OPTIONAL AT EXTRA COST

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# SEEBURG SYSTEM



DESIGN PATENT PENDING

With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Seeburg Stereo is completely integrated—from the pickup, through the dual amplifier to the newly developed twin stereo speaker system.

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