**Fat Loans Hurt Both Juke Box Operator And Tavern Owner**

Handouts Mean Poorer Equipment, Lax Service; Bar Business Suffers

By AARON STERNFIELD

Rochester, N.Y.—Unrealistic commission, fat location demands, but unacknowledged bonuses have long plagued the juke box operator. But if it's any consolation to the harassed automatic music merchant, the hand-out system is almost as vicious as the human to an even greater degree than it is himself.

The economics of the juke box operating business are fairly simple. The operator buys the phonograph, programs it with the music he thinks the public will buy, and is permitted an extra amount of the gross revenue—out of which he must pay rent, taxes, and whatever other expenses are imposed on him by other parties above the location. In a sense, the location owner and operator are partners.

The next step comes when two or more operators compete for the same location. Operator A may want the location badly enough to give the location owner a substantial amount of cash as advance commissions, or to pay any outside bonus for a long-term contract. Operator B may offer to give the location owner the offer, and the battle of the box begins.

**Both Are Losers**

On the surface, it appears that the only gainer is the location owner, who receives financial benefits in excess of his contribution in the past. But such is not the case for the location owner, too, is a loser with this arrangement.

At the Moeger Hotel here last week, some 100 Empire operators met to learn the results of the Davis Distributing Company's survey of juke box operators. The operator association gathered at the 500-room Empire in New York in order to discuss the problems encountered by location owners and to give these location owners some idea of the distribution of such location owners to juke box operators. With this exchange of ideas comes some measure of mutual understanding.

Several location owners—whom for obvious reasons cannot be quoted—were extremely bitter about relationships with their operators. But this dissatisfaction does not stem from the usual reason: making the next payday pay for the operators. Here's how one operator put it: "Our contract is for a new box—preferably stereo. I have contracted with this guy—but as soon as this contract expires, I'm going to get an operator who cares about my place of business."

Trend Is to 60-40 Split

Chicago—While the traditional split between juke box operator and location owner has been 50-50, many now make a 60-40 split, with the location getting 60 percent of the gross and the operator getting 40 percent of the gross.

This change in the commission rate has been the result of the location owner's desire to make his stereo business more of a business, and the operator's desire for a better business. The operator explains that a stereo installation may not be economically feasible with a 50-50 split, and that it is the variable cost of the radio that used to be a greater piece of the pie, now the location owner, and that this often amounts to the same as a straight 60-40 split.
**Distribs Band to Fight Transshipping in Omaha**

Unique Co-Op Set-Up by Four Firms Debs Joint Battle Front

By REN GREGGAT

OMAHA — A vigorous battle against the increasing incursion of transhippers has been undertaken here in what is believed to be a unique, first-ever cooperative set-up involving four separate distributors.

In this case, the distributors are all home-based in the twin city area of Minneapolis-St. Paul, but the Omaha market has been traditionally served by those outlets. Recently a wave of transhipped merchandise has broken out here. To protect what they consider to be rightfully their territory, the four distributors — Hauge, Emmons, Kylenthal, Sandel and Judd, have opened in the same building in Omaha.

But the relationship goes considerably further than simply the same building. The four have, in effect, created their own jointly operated one-stop, except as Judd’s Jack Taylor said: "We don’t sell one-stop prices. Our prices are regular wholesale." There is one over-all manager for the operation.

Hanover Inks Guercio to Head A&R.

NEW YORK—Joe Guercio has been signed as artist and repertoire director of Hanover-Signature Records. On other fronts, the label announced its acquisition of the publishing interests of master by Jody Sands and a world-wide publishing deal with Chapplin, Sons & Co., in addition to those acquired from the B. Jackies, Rosajans (ASCAP) and Vic-ton (BMI).

Guercio has been active in a A&R work for several years with Roulette Records, formerly had his own distributory of a label, Continental, and was an executive and musical director for Patti Page, Georgia Gibbs, and others.

**‘High School’ Adds Versions**

NEW YORK—Tommy Facenda’s multi-version waxing of “High School U.S.A.” on Atlantic Records has been so successful in the first 20 cities in which it was released that the label is releasing eight more versions covering Viginia Beach and South Carolina.

**Dinners Club Debs Major Label Offers**

HOLLYWOOD — The Dinner Club Record Club this past week made its initiating move of major label offers to its members. The fact that the club is adding major label products to its list of available albums was revealed exclusively to The Billboard October 12.

As previously reported by the Billboard, the club’s first major label offering includes RCA Victor albums. Columbia and Mercury albums.

The club released that future product from the other major manufacturers in the future is to be programmed to drive to being an all-label club.

Additionally it is unrolling of major product to coincide with an accelerated membership promotion campaign being waged by a force of more than 75 sales reps (the Billboard Oct. 12). It is soliciting joiners' major public shows throughout the country. The club also is moving into the A-h shows with exhibits planned by its recruiters. These methods of swelling its ranks, the first ever tried by any disk club, are in addition to its national campaign.

**New Cap Post For Mathews**

HOLLYWOOD — Joe Mathew, Capitol Records Distributing Corporation manager, last week was elevated to the position of vice-president, assists assistant to CRDC veepee and national sales manager, Harry Callihan.

In this position, Mathews will help Callihan shoulder the increased responsibility in the mail order division as well as keep pace with increased activity in the Eastern market and the expansion of the firm’s branches.

Mathews is rounding out a decade with Capitol, having served it as a sales and later promotion rep at its Los Angeles branch, sales manager of its Jacksonville (Fla.) and Denver branches, plus various assignment in national promotion. He was most recently in charge of its operations in New York City.

34 Packages On Dot Sked Through Dec.

HOLLYWOOD — Dot Records will release 34 packages, including new product and reissues, during the remainder of this year. Reissues include 25 packages.

Outside albums include Pat Boone’s “White Christmas,” Billy Vaughn & His Strings’ “Music Makers” (Continued on page 31)

**MAREK SAYS NO VICTOR TIE-UP WITH DINERS’**

NEW YORK — George Marek, RCA Victor chief, has issued a statement relative to The Billboard’s exclusive story on the Dinners’ Record Club.

"Recent trade news stories might be construed to mean that RCA Victor has agreed to supply members of the Dinners’ Record Club with Victor recordings to be distributed by means of a tie-up agreement. This is completely false," said Marek.

"At no time has Victor considered the proposal."

Editor's Note: The Billboard’s story stated the Dinners’ Record Club would offer its members major label product including albums from Columbia, RCA Victor and Mercury. It did not state that any agreements had been made with any of the factory level, or where the Dinners’ would obtain the merchandise. See advance story on Dinners’ Record Club merchant.

**Court Victory Ups Dissident Action**

Plan Further Strategy to Win Membership Decree Rejection

NEW YORK — Dissident members of ASCAP, having already won a major victory in that the proposed consent order is to be submitted to the court for the final victory, this would be rejections of the proposed order, which would force the Society’s board to enter hearings and have dissidents feel would be more beneficial to both the Society and the members. The dissidents are now in the attempt to make possible future moves at this point in the future. Their attitude, however, has been well-expressed by one prominent member, who stated: "We will never be in so good a position to make future moves at this point in the administration of the Society.

Rough Campaign

Trade deals expect the campaign in connection with the proposed consent order to be a very rough one. Prior to the hearings before Judge Ryan, on Monday and Tuesday (Nov. 19) spokesmen for the ASCAP and the dissidents will be on hand to present their case. The Society could be a result of continued pressure on the dissidents feel this point of view is invalid, and represents merely an attempt by the present administration to retain the status quo.

Attorneys for the dissidents express themselves as being confident of rejection of the proposed order by the membership, with the result that Ryan would demand the society to be formed, which would work out a new decree with ASCAP.

The record club is thus to be analyzed on both a unit basis and on a weighted basis by the court to decide whether the present (Continued on page 31)

**Diners’ Club Debs**

**Diners’ Club Debs Major Label Offers**

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First major label items to be offered by the club at this time will include the following: RCA Victor’s triple-L P issue featuring conductors Arthur Fiedler, Pierre Monteux, Charles Munch, Fritz Reiner and a three-horse pack of “Songs of Slovensk, Columbia’s “Blue Rose” with Rosemary Clooney and Desi Arnaz; Mercury’s “The Best of Dylan” featuring Suzanne and Billy Eckstein, and its Detroit Symphony Orchestra.
What Is a Swinger? Experts Offer Some Definitions

We've had swingers in the record business for quite awhile, but the need for properly defining the term has just begun to interest the professionals like Al & Dick's. Some of the more imaginative define a swinger thus:

1. One who ships merchandise which his successor takes back.
2. Talks to competitors in six-month periods only.
3. Has a history of difficulty with simple arithmetic.
4. Has a relatively brief vocabulary, made up of such terms as "hi", "hello", "how's it going?"

Too, the swinger is a victim of what the philosophers call "the Law of Inevitable Attraction," which makes him own his product despite all evidence to the contrary. This makes him, in fact, a dead duck when he comes up against a true sharpie.

Heath to Sell LP's, Tapes Via Direct Mail

Chicago—Conforming to an exclusive Billboard story, reporting the entrance of Heath Company, Ben Green, who, since going into direct mail sales of albums and stereo tapes, the company's new Dave program carries a four-page, full-color insert, which deals only with tapes and albums, says that Heath, biggest of the competing mail order makers, has a direct mail consumer list of well over $300,000.

The Heath mailing spotlights 25 per cent discounts on 44 four-track albums and stereo tapes, the latter coming from the following labels: Bel Canto, Concertante, Everest, High Fidelity, Kapp, Mercury, Mercury, Rarities, Val, Warner Bros. The mailing (Continued on page 51)

Everly Bros. Dicker With Victor, W.B.

New York—The Everly Brothers are dickering with RCA Victor and Warner Bros. Records for their next albums. RCA Victor will not comment on the matter, but EMI, the previous label, has made it plain that it will not try to renew its contract with the group.

RICH SLICE OF WEDDING CAKE

New York—Further evidence of the effect a best-selling wedding record has on the salary of new young performers is furnished by this week's wedding album by Stan and Jenny, whose first disk—"Steppin' Out"—has been one of the best-selling records for the past few months.

The brothers, who are already selling local weddings for $35 each, are now booked for another wedding next month, November 14th, and this time their fee is $150. Their new disk is called "Steppin' Out," and the nineteen-year-old twins' daughter, will take place in Virginia, Texas. Meanwhile, she is no longer a member of the Club Elante, and is now a resident of Brooklyn.

Quiz Show Scandal Unravels Tin Pan Alley Crying Towel

Mourn Loss of Fertile Field for Performance Credits on Standards

By Bob Rolontz and Paul Ackerman

New York—The demise of the once-promising "Tin Pan Alley Crying Towel" on NBC's "Tonight" program marks the end of an ASCAP publishing house along Tin Pan Alley. The show, which has been on the air for one year, will be among the most important events in the history of ASCAP and the catalogs of some of the old-time publishers and companies. The show is primarily a recording of some of the younger performers in the music industry.

A check by the Billboard publishers and quiz show executives nothing but ideas. This was done not only to stop any further inquiries about any bank account on record, but also to stop further inquiries about any movie stars who had been approached with deals. Dick Velters, Shapiro Bernstein Mace, etc., also said "not much of a deal" that any story was true. The story will be a long time before any more deals or TV show producers are approached.

However, Billboard's deejay last night, revealed that two or three managers managed to get a tune from their catalogs played on "Tin Pan Alley Crying Towel," and since the show was on the air. Speaking mathematically, this could add up to a lot of performance credits or as so performance, a five-week play of the tune could add up to $550 in performance credits. Since the show used up to 12 songs per day this could mean a $650 to $350 or a total of $3,500 in performance credits.

(Continued on page 51)

Execs Named For Musidisk Yank Wing

New York—Vernon N. Plank has been named executive of Musidisk International, Inc., American branch of Nyhavn, Norway. Gravenicus, Ltd., At the present time, Nilos Stints Pinto, president of the Swedish company, announced the appointment of Paul Alouer as director of advertising and promotion.

Plank, at the American, spent the past five years as was associated with the publishing operation of RCA in Sao Paulo, Brazil, where he joined forces with Musidisk and was in charge of the company's research. This tour and the previous one in the Scandinavian countries was formal plans for the opening of the American company and Plank returned to New York to take up the reins of the outfit.

Alouer, a graduate of Adelphi and a graduate of Juilliard. He was Paramount Newsrel for five years in and as a small-time known in both Brazil and the United States.

Westminster Tees Off New Charm Label

New York—Westminster Records has started a new label called Charm Records. Label is slated for the pop and jazz fields and will be a sister label in its initial stages. Distribution is set in all the major cities.

Whitehill, a new label, has been added to the Westminster line. The label has been rejected by the ASCAP performers union, and is now available to all artists.

Col. Repeats Yule Sales Deal for 59

New York—Colony Records is repeating its 1958 Christmas sales program for the new year. The program, which calls for the program's 'caravan' or return to the store, will consist of a special Christmas theme to be used as a basis for the program. The theme will be repeated on Christmas Day, and will be used as a basis for the program. The theme will be repeated on Christmas Day.

New Christmas theme is coming out on the Columbia label and will include a new set featuring Ray Conniff, Chet Atkins, and others. There will be a special Christmas-tree display that will display 74 albums. There is a "Sign Along" (Continued on page 51)

WMGM P. D. Chores Split

New York—David Yarnell and Gene Edwards have been named associate producers of WMGM, here, replacing Ray Bollinger, who was replaced by WMGM, on the air. Edwards will be program director of WMGM's "New TV-Versus," and publicity director of the "New TV-Versus." Edwards, formerly program director of WMGM, will handle public relations and will handle public relations and will announce records. He also will handle public relations and will announce records.

The new deals are arranged in the following order, from the earliest days of the Decas to the latest: The Decas on the air, followed by a program on WNEW; the Decas are the best shows to appear on the air, and are the most popular during these decades.
**Higgins Feted on Anniversary**

**NEW YORK — Columbia Records and many, many friends threw a lavish party last week in honor of Columbia exec Joe Higgins’ 50th year in the record business. The site was held at the Top of the Tower in New York, and was attended by a crowd of 400...**

**Westminster Skeds Heavy Nov. Release**

**NEW YORK — Westminster is releasing six new albums this November. Releases include four pop albums, including one with vocals by Giuseppe Rosi and containing intriguing titles as "I Can’t Strip to Anything" and "A House Is Not A Home." Other more conservative Westminster items include the hits "Hi-Fun in Texas," "The Gay Guy" and "Here's the Band." Classical albums include a two-volume set of Chopin Nocturnes played by Mieczyslaw Horszowski plus two Chopin Piano Concertos by Mieczyslaw Horszowski and Bongi Gross, with Podoshin and Horszowski...**

**NEWS REVIEW**

**Riverside’s New Kidisks Imaginative**

Riverside, well known for its folk and jazz catalog, has just released a release of six new folk albums, featuring such items as the new album by the group the Givens, and CD by the group the Givens. The new release, titled "The Bundled," is a collection of excerpts from the "Golden Night" series of recordings by the group the Givens, under the direction of Fred Taylor and John Leonard. Green, the well-known Gibb and Seelen, have been making their own recordings since the 1970s. This new release is a collection of excerpts from the group's "Golden Night" series, recorded by the group the Givens, in the presence of Fred Taylor and John Leonard. Green, the well-known Gibb and Seelen, have been making their own recordings since the 1970s. This new release is a collection of excerpts from the group's "Golden Night" series, recorded by the group the Givens, in the presence of Fred Taylor and John Leonard. Green, the well-known Gibb and Seelen, have been making their own recordings since the 1970s. **Coronet Target of New Miller LP Suit**

**NEW YORK — The Glenn Miller estate and RCA Victor Records has again taken its targeting of the recording interests of the late band leader. Acting on behalf of the estate, attorney David Mackay last month filed an action for an injunction in the United States Court against Coronet Records charging it with using the late Glenn Miller's name to sell records.**

**CORRECTION ON HOT 100**

**NEW YORK — The Hot 100 chart in last week's issue contained a mathematical error. Number 37 should have been the 37th Hot 100 chart.**
IT'S SEN-SATIONAL!

In the season you sell the most...
WESTMINSTER brings you the most with a
customer-getting, traffic-building

10th Christmas Celebration
PROMOTION

FOR THE FIRST TIME IN 10 YEARS... all
WESTMINSTER RECORDS nationally advertised
to your CUSTOMERS for two solid months:
at up to 40% OFF!

Magazine and newspaper ads, your own local
ads, eye-catching display... ALL DESIGNED
to turn PROSPECTS into CUSTOMERS...
to put EXTRA PROFITS in your pocket
with FULL MARK-UP guaranteed!

Here it is! A SIZZLING 3-part PROMOTION
to drive SEN-SATIONAL TRAFFIC into YOUR STORE
... right up to CHRISTMAS EVE!

Turn the page for complete details on the
HOTTEST PROMOTION in the Record Industry
... a PROMOTION that starts off with a

CHRISTMAS PRESENT ESPECIALLY FOR YOU!
WESTMINSTER
10th Christmas Celebration
SENSATIONAL 3-PART PROMOTION
builds store traffic...sells records

1. NATIONAL ADS SHOUT OUT THE EXCITING NEWS
...DRIVE CUSTOMERS RIGHT TO YOUR STORE!

It's the most exciting promotion in the record industry...WESTMINSTER'S 10th CHRISTMAS CELEBRATION!
All during November and December...the two best selling months of the entire year...WESTMINSTER will tell your customers all about this exciting CHRISTMAS OFFER! Full page ads in leading record magazines will spread the news to record fans all over the country. Dominating newspaper ads in major cities double the impact...drive customers down to your store. Here's a national campaign designed for the dealer...designed to pull in traffic...to make your store headquarters for the WESTMINSTER 10th CHRISTMAS RECORD CELEBRATION!

The first time in Westminster history!
up to 40% OFF!

All Monaural Albums!
REGULARLY $4.98
SPECIAL CHRISTMAS OFFER
$2.98

All Stereo Albums!
REGULARLY $5.98
SPECIAL CHRISTMAS OFFER
$3.98

All Current Releases! All new releases!
LIMITED TIME ONLY!

a FREE Christmas Gift...

PLUS! We want you to celebrate too! And so WESTMINSTER has a Christmas Gift especially for you! All you have to do is dress up your window or store with the Westminster Display Package. Build your own holiday display and send us a simple snapshot. Right away...we'll send you our gift...a handsomely tailored SPORT SHIRT! And that's not all! Your display snapshot will then AUTOMATICALLY be...
2. HARD-HITTING LOCAL ADS TIE YOU IN AT THE POINT-OF-SALE!

Here's the frosting on the cake! Your Westminster Distributor has a local advertising plan designed especially for you. Tailor-made local ads, run over your signature, spell out this Special Christmas Offer...available ONLY at your store! Ads are all prepared! Small! Medium! Big! Every ad ties directly into the national campaign. Gives you double weight against the customer. Call your Westminster Distributor! He'll start planning your local ads NOW!

3. DAZZLING DISPLAY MATERIALS DRESS UP YOUR STORE!

Here's the final link in the chain...YOUR OWN STORE! The place where the sales are made! And to dress it up, your Westminster Distributor will give you a complete display package to create a real holiday atmosphere. Streamers, door poster, counter cards, window spots...all in dazzling "DAYGLO" color put your customers in a Christmas Shopping mood EARLY! It all adds up! National ads, your own local ads, eye-catching display...all wrapped together to drive customers into your store. It's a two-month November-December Promotion. Get going NOW! Get a HEAD START on HOLIDAY SALES!

Especially for YOU!

entered in the Westminster National Christmas Display Contest with $5,000 in prizes for winning dealer displays. Remember...originality counts! Your Westminster Distributor has all the details. Call him now!

CALL YOUR WESTMINSTER DISTRIBUTOR for complete details...
Call NOW and get your SPECIAL CHRISTMAS GIFT!
M-G-M Boom
For Connie Francis LP's

NEW YORK — November figures to be Connie Francis month at M-G-M Records, as the label this week prepared a powerful push on five new albums by the thrush for simultaneous release. All Connie Francis sets will be available in stereo and mono form. Beyond that, there'll also be a new album of kiddish material by the thrush, released on the low-priced Lion line.

The five M-G-M albums will be shipped in display folders. Each pack will contain six of each album for a total of 30 albums. Upon receipt by the dealer, the pack can be opened up in 30 seconds into an eye-catching counter display unit, which can be ordered through the label.

One of the sets involved, it is noted, is a Christmas package.

Trade and consumer ad campaigns are planned, along with mailings to dealers and special incentive programs for dealers. The special campaign follows on the heels of a similar, albeit smaller effort on a special Benny Goodman packaging.

In the same No.1omer release, the label starts initial shipments of its "Ben E. King" album, which will contain a 35-page color booklet, from the picture. This live set package will sell for $5.98 stereo, and $4.98 monaural.

Also included in the November release will be a low-price LP of the "Happy" album and a set titled "Dreams of Salvation," by the well-known group, Jane Pickens, performing with the Salvation Army Choir.

Hot 100 Adds Fifteen

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

52. We Believe — The Royal Teens, Capital
72. Pretend — Carl Mann, Phillips International
79. Tennessee Waltz — Ferris Fuller, Challenge
80. Be My Guest — Fats Domino, Imperial
81. The Enchanted Sea — Martin Denny, Liberty
82. Breakin' Up Is Hard To Do — Johnnie Ray, Mercury
84. You Mean Everything To Me — The Fleetwoods, Delton
87. The Hunch — Bobby Peterson, V-Tex
88. Come Into My Heart — Lloyd Price, Alca-Paramount
99. I'll Be Seeing You — The Poni Tails, ABC-Paramount
100. First Name Initial — Annette, Vista

There's a Girl — Jan & Dean, Doré

TV Spread:
Squirrels Everywhere

At Once

NEW YORK — The Nutty Squirrels' "Hands Off," parts one and two, which is work of Don Elliott and Stasha Berfield, may be introducing a new note on the personal appearance scene on the TV exposure front.

The fact that the squirrels, like last year's chimpanzees, are products of the simple device of speeding up voices, makes possible TV appearances by the "artists," simultaneously on different shows. On promotion note to the effect that "like Santa Claus, they're everywhere at once," the squirrels are being groomed for a number of top network exposure like American Bandstand, and the Steve Allen show and with local jockey escorting, as the Allen Flier said here. On the Allen show, for example, two dancers dressed like squirrels will perform while the disk is playing.

Hollywood Starts Evereast Ch une

NEW YORK — LeRoy Holmes, newly named a R. I. chief of Ever east Records, was already swinging this week, his first full week in the new slot. Holmes departed M-G-M Records last week after a long association there, to take the new assignment.

Holmes has pictured the Curfs, Lepidoptera who appeared on the recent "Seven Little Girls Singin'" in the Back Seat," on Guaranteed Records, a Carlton subsidiary. Initial sessions with the duo was held Friday. Holmes also has signed two new country acts, Jimmy Simcox and Jimmy Dye. He'll record both in Nashville, Wednesday (27).
GOTHAM'S NEW $100,000 "DREAM STUDIO" IS NOW AVAILABLE TO RECORD COMPANIES.

It features a custom stereo console, three-track stereo recording, with Sel-sync and a complete complement of facilities:

- NEUMAN STEREO LATHE
- EDITING ROOMS
- MASTERING ROOMS
- INSTANTANEOUS ACETATES—MULTIPLE TAPE COPIES
- ELECTRONIC SPEED CHANGE
- ALL ELECTRONIC EFFECTS
- ALL STANDARD MUSICAL INSTRUMENTS

Gotham Recording Corporation
2 West 46th Street, New York 36, New York — JU 6-5577
Herbert M. Moss, President—Leonard Lawson, Vice President in Charge of Sales
MAJORS ON PROWL
Top AR, Sales Help at Premium

By BOB ROLONTZ

NEW YORK—The major records companies and the large distributors on their way to becoming majors are openly seeking top personnel for their A&R and sales divisions—and not having a very easy time acquiring good men. Unlike the old song hit, these good men are easy to find—but they are not easy to hire away from their current jobs as distributors, heads of their own record companies, or A&R men with a share in management, music publishing and recording.

A few years ago record men and sales personnel always gravitated to the large companies after learning their way about the record business from jobs with three or four small labels. Today many men who learned the record ropes with large firms have gravitated to their own record firms, or taken jobs as sales chiefs with indie labels, or opened their own distinct firms.

A&R Trainees
To compensate for the need for men, A&R men especially, Colum- bia Records, for instance, has set up an A&R training program and has moved into the A&R ranks young graduates from the training school. (This may prove or disprove the old notion that A&R men are made, not born.) Colum-

bria has also set up an A&R men's incentive program, so that if the firm's sales rise one year over another the A&R men share in the bonus. Incentive plans in record companies used to be reserved to the sales staff exclusively.

The reason that many young or little less than young men turn now offers to go with the large firms has to do with the fact that money—and secondly with what might be described as "the corporate image." As far as money is concerned a man who heads up his own diskery, handling A&R and often sales and promotion, too, can manage his talent, and put the songs the talent records in his own publishing firms, without anyone feeling it is wrong or unethical. In fact everyone in the music business would be surprised if he didn't. But if the same man joins a large firm, he is either not supposed to have his own music firms and management deals, or else he is forced to have them under the table. Many A&R men with their own labels feel that the picture is not accurately from a large firm as against what they can earn for themselves.

Red Tape Block
The "corporate image" is another factor in the recruitment of men (Continued on page 12)

SHOSTAKOVICH GETS VICTOR ALBUM PORTRAIT

WASHINGTON—The original portrait of Soviet composer Dmitri Shostakovich painted for the RCA Victor album cover of the Shostako- vich Fifth Symphony, was presented to the Soviet com- poser here last week. The presentation was made during a special concert in honor of Shostakovich and five other composers who have with the U.S. as part of the cultural exchange program.

Howard Mitchell, whose national symphony orchestra also made the Victor album, made the presentation.

The album, an original by Joseph Hirsch, was donated by RCA, and is one of those nominated for the best record cover award of the National Academy of Recording Arts and Sciences.

The Soviet composer, who will spend a month visiting major cities here, includes: Dmitri Kabalevsky; Konstan- tin Duskevicz; Fikret Amirov; Boris Yaroslavsky, and Tsvetan Krichenkov, who is also general secretary of the Union of Composers of the USSR, and president of the Soviet Cultural Relations with Foreign Countries. The Russian composers will hear, and per- form or conduct some of their own works during concerts.

Leslie, Siegal Europe Bound

NEW YORK—Two indie disk execs, Cy Leslie, of Pickwick Sales, and Sidney Siegal, of Seeco Records, are Europe bound. Leslie took off last week, with Siegal's departure set for Saturday (11). Leslie, whose lines include De- sign and Stereo Spectrum labels, will cover London, Copenhagen, Stockholm, Hamburg, Amsterdam, Brussels, Paris, Zurich, Milan and Barcelona in his trek, with a view to setting up his own pressing fac- tories overseas. He'll also contact publishers, licensees and import- ers. He'll be gone four weeks.

Siegal also plans a one-month tour of England, France, Germany, the Benelux nations, Switzerland, and Spain. In London, he'll con- fer with Morris Levy, of Oriole Records. In Paris there'll be bud- dles with Leon Kahn, of Vogue, and in Madrid he will visit with the heads of Telefunken of Spain. In Spain he will also visit with Tela Flores and Frederico Moreno Tor- ruda.

From Warwick—two great albums

November Special $2.98

A GREAT NEW LP W-2007 BY

"JOHNNY & THE HURRICANES"

Featuring Red Rock River M-509
(delving strong on all the charts)
Red Rock River also available on Extended Play EX 700

And Now Their Third Smash Hit

"REVEILLE ROCK/TIME BOMB" M-513

Any way you listen—a great instrumental group

"GOODIES BUT OLDIES"

The original recordings that made these songs famous

1. CHICHESTER By The Chippewas
2. ILL BELL BELLS By Slide Show
3. LET ME TRY By The Chappells
4. TEXAS LONER By The Swingin' Set
5. ALONE In TEXAS By Einar's Tornadoes
6. SONG OF THE MOUNTAIN By The Time Savers
7. I'M GONE By The Montanas
8. WASHED AWAY By The Headliners
9. I'M AROUND By The Headliners
10. ANY OLD TIME By The Headliners

Warwick Records—a Division of United States Records, Inc.

Regularly $3.98

Receoton on FTC Carpet

WASHINGTON—Receoton Corporation, 2951 Long Island City, N. Y., and G. Schirmer, Inc., one of its customers, have been charged by Federal Trade Commission with misrepresenting the price and guar- anty of Receoton's phonograph needles.

The commission has alleged that "Diamond needle list price $2.50...now $9.95," and "combination diamond-carbide needle, now $10.95... list price $30." These pur- ported retail prices substantially exceed the prices at which the needles are customarily sold," the complaint charges.

FTC adds that the needles are not guaranteed for life in every respect, and as implied in the claim "unconditional lifetime guarantee," the needle is not guaranteed not to break under any conditions and limitations not "clearly and conspicuously disclosed" in the sale.

Companies are granted 30 days to file an answer to the complaint.
WITH THE FABULOUS FOLLOW-UP TO "LET'S DANCE"

Get in Step

Twelve more brilliant dance stylings
by DAVID CARROLL -
A sure bet for volume sales!
GOLIATH GROWS FAIL TO FAKE TEEN-AGE DAVID

HOLLYWOOD — This is one of those David and Goliath stories that comic fans have read. Dave sees it. He is Dave Beekman, an 18-year-old art student at the University of Minnesota and a former student at Occidental College. Two years ago he produced a comic book called "Custom Fit Tailorings" which he published for his own enjoyment and the enjoyment of his fellow students. He was a local success; his titles are "Goliath Grows" and "Goliath Loses One!"

Devil Tie-Ups

In spite of their national distribution situation, many fan mags make their stories available for reprint. The latest is "Custom Fit Tailorings" which has been reprinted in several publications, including "Yenta" and "The Unofficial Record Book of Campbell Cartoon History" by Gene Schwartz, one of the owners of "Yenta."

Levy Adds to Talent List

NEW YORK — John Levy, one of the quiet men in jazz personnel management, has quietly added two new names to his list. Levy's firm, which includes Jerry Greenwald, is one of the biggest personnel management firms in the jazz field. Under his wing are George Shearing, Duke- Stannion, Ahmad Jamal, Ramsey Lewis, Ben Cauley, Jimmy Rogers, Billy Taylor, Donna Highwater, Ernie Andrews, Wyeast Lusell, Alton Ellis, and Julian Kinseman.

Last year Levy spent many of his jazz packages, and Ahmad Jamal Stationed. It is understood that he is producing a new show with a new band.

Majors on Prowl

CONTINUED FROM PAGE 10

Majors has several people in its organization, one going to an inactivity. The Majors organization is a nationwide agency, representing hundreds of top talent.

There are no reports of any changes in the Majors' organization. The Majors' organization is a nationwide agency, representing hundreds of top talent.

Levy's firm recently published a new jazz package, featuring Ahmad Jamal and the late Jimmy Rogers. According to Levy, the new package will be the first of its kind in the jazz field.

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ROCCO GRANATA
AND THE INTERNATIONAL QUINTET

ROCCO GRANATA

Rocco was born in Italy in Aug. 1938. He moved to Belgium at the age of ten when his father took a job in the Belgian coal mines.

When Rocco was 16, he joined his father in the mines. In his few hours of spare time, he still had the energy to form a small combo and play weekends at a large tavern called the "White Mill". Rocco composed his first song titled "MARINA" and played this song at the tavern.

The audience response to this number that night was so great that he was forced to sing it at least 15 times before closing time and each time he performed "Marina" thereafter, the crowd just went wild.

Because of this Rocco asked his boss Jules Nijs, the owner of the tavern, if he wouldn't make a recording of "Marina" with him on the vocal. Mr. Nijs agreed rightaway, the record was cut and submitted to a record company for distribution. The record firm was not interested, because it felt the song did not have any potential.

So Mr. Nijs himself had 300 records pressed which he distributed to jukeboxes in and around the city, where he and Rocco lived and the public's reaction was so fantastic that every record dealer was begging for records of "Marina". Now Mr. Nijs had no trouble finding a distributor and "Marina" became such a big hit overnight, that the publisher and the record company were receiving calls and cables from all parts of the world for the publishing rights and the fees of the master.

Laurie Records, because of their previous successes with European originals such as "Petite Fleur" and "Morgen", won out over all competition and was awarded the distribution rights for the North American continent.
Dealers Back Frey Stand

GALS REPRIEVE "KOOKAMONGA"

NEW YORK — It isn't generally known, but last month RCA Victor was on the brink of withdrawing Hooper and Jethro's "Battle of Kookamonga" (a spoof of "Battle of New Orleans") from the market after receiving threats from the National Girl and Boy Scouts of America.

The youth organizations objected to the depiction, within a group of youthful boy scouts chasing a herd of somnolent girl scouts through the woods. RCA Victor executives finally decided to withdraw the platter — one of the label's top sellers. However before they could take any action a representative of the Girl Scouts called and said they'd changed their minds.

"We talked it over," she explained, "and decided we didn't want to make the record anymore. Lady Chatterley's Lover.""}

George Marek Briefs Dealers

"One-stops are here to stay. As for rack jobbers, I'm not so sure." — "We do not plan at the moment to put out a seven-inch 33 1/3 rpm single, but we are open to suggestion. It would be easy to manufacture, but we don't want to burden you with another product. If you want it, however, we are open to change." — "I don't have faith in the future of reel tape, but much faith in the future of the cartridge. It will become another field of music, but will not interfere with the market for records." — "We have no important plans for further exchanges of artists with other labels." — Dealers' questions were written on cards which Marek read aloud, not revealing the dealer's name. But in one he read the name, holding the card for last. His writer was "Little Al," former, owner of seven stores, whose comment probably placed him in a minority of the audience. But the writer had stated: "I'm quite happy as is."
OCTOBER 26, 1959
THE BILLBOARD
MUSIC

MGMT Records
ORDER LIST OF
HOT SELLERS

QUAN.

TOMMY EDWARDS
(New in)
THE WAYS OF LOVE
MGM K12837

QUAN.

JAYE P. MORGAN
THAT FUNNY FEELING
MGM K12838

QUAN.

LERoy Holmes
and his orchestra
ALICE BLUE GOWN
MGM K12833

QUAN.

DANNY VALENTINO
(You Gotta Be)
A MUSIC MAN
STAMPEDE
MGM K12835

QUAN.

AL ALBERTS
IMAGINATION
MGM K12836

QUAN.

THE DREAM GIRLS
I'M IN LOVE WITH YOU
METRO K20029

QUAN.

JIMMY JONES
HANDY MAN
CUB K9049

QUAN.

ROCKY HART
EVERY DAY
CUB K9052

DEALERS, fill in quantity and send this order to your local MGM Records distributor.
Heart Attack Fells Buzzell

NEW YORK — Luring Buzzell, head of the publishing firm of Hecht, Lancaster and Buzzell, died suddenly last week (20) of a heart attack. He was 22 years of age and his passing saddened the music industry. Buzzell had been with the publishing firm, formed with movie producer Harold Hecht and actor Bert Lancaster, for the past two years. He had also been a field man for ASCAP, and with Mills Music and Crowell Music, the latter as general professional manager. Buzzell was the husband of Lu Ann Simon, whom he married in 1954. The past six months were strong ones for the Hecht, Lancaster, Buzzell publishing firm with the company coming up with a big hit with the tune “May You Always.” Funeral services took place at the Universal Funeral Chapel here on Thursday (22).

Seeco Skeds
8 Nov. LP’s

NEW YORK — Seeco Records is releasing eight new albums in November. Sets to be issued both in stereo and mono, phonographically improved LP’s by Lola Flores, Gloria Mirafla, Vicente Valdes and the Sonora Matanceros. The other albums are by Aurelio Fierro, Rumito, Luis Kalfel and one with Victor Perez and Rafael Valdio titled “Emancipacion.”

THE BILLBOARD’S BIG NOVEMBER 9 COUNTRY AND WESTERN EDITION

published co-incidently with the WSM 8th Annual C&W Disk Jockey Festival

in Nashville, Nov. 13 and 14

Nearby: 2,000 Coverage on Nashville for Annual Meet to Set New Attendance Mark

An event that grows bigger and bigger year after year.

NIGHT CLUB REVIEW

Holm, Graham Score at Plaza

Musicians' star Celeste Holm is gracious, charming and occasionally very funny in her current turn at the Persian Room of the Hotel Plaza here. She also has the support of two very smart young fellows in James Karen and Ronny Graham, Graham, in fact, it is a standout both in his joint numbers with Miss Holm, and in his several solo offerings.

The act is composed entirely of special material most of which is topical and much of which is unusually smart. Things start out on a lively note with Miss Holm coming in "late" as the boys wait, with a tune called "What a Day This Has Been." Another well-received original, "When Harry and I Were Children," was done by Miss Holm and Graham. Graham and Karen then took over with one of the cleverest numbers in the act, called "Dinor's Club Cha Cha," a witty parody based on the premise that a man is judged today by the credit cards he holds.

In a change of pace, Miss Holm was effective with a pretty tune. "If He Loves You," followed by another smart bit of duo comedy with Graham, "Everything's Getting Better (and Smaller)," in which the smallness of bathrooms, radio, etc., are brought out. On this one, Miss Holm rears in front of a long leash of squirming people.

The same duo scored again with a series of songs on how airline hostesses of different nationalities see to their male passengers. Miss Holm also scores a scrubwoman on "the plight of the working girl kid.

In all it's a fresh, three-person revue which is accepted warmly.

* * *

Macrae's Waldorf Stint Uneven

NEW YORK — Gordon and Sheila Macrae have some entertaining moments in their current run at the Empire Room of New York's Waldorf-Astoria. Unfortunately, their act is uneven. Macrae scores best in his solo renditions of his pop successes and tunes. Mrs. Macrae's invitations are at times amusing. Their routines together, however, seem labored.

After a clever opener, "We're in Love With New York," Macrae delivers a medley of songs from "The Fabulous Oklahoma!" Other solo efforts include "If I Loved You," "The Desert Song," "C'est Magnifique," "Autumn Leaves," etc.

Sheila MacRae gives impressions of Dinah Shore, Zsa Zsa Gabor and Lena Horne. Together, they present only mildly amusing spoofs of Jossie Gagey and Katherine Hepburn in a Western setting and Dinah Shore visiting the Perry Como show. Neither is a conceit, and the attempts in that direction did not come off for best results.

* * *

CONCERT REVIEW

Garner Great in Carnegie Debut

Erroll Garner made his Carnegie Hall concert debut under the auspices of So I Hurled Friday (10). In all, his best audience so far, Garner responded to the asset of thousands present had been witnesses to one of the great performances of the pianist's career. They responded to his sunlit大棚 with unashamed delight, calling him back for encore after encore at the end of both halves of the program. Garner delivered a score of 20 songs as far as his performance was concerned he could have stayed on until dawn.

The entire trio, even including classical artists, who can pack a half the size of Carnegie and also carry an entire concert. But Garner was in the right of the right occasional new numbers which could be overlooked assistance from bassist Eddie Calhoun and drummer Kelly Martin, but did it so well that Hurley is considering booking him back in Carnegie for another concert in January.

Garner was at his peak for this performance. He played his fast tunes with a trill that got the audience, and he performed his slow numbers with the titillating introductions that have become a Garner trade-mark. There was humor in his performance which complemented his other remarkable style, and in the second half of the concert he enjoyed himself no end. He played in an amusing item with bassist Calhoun. It took Garner many years and many record labels before he debuted at Carnegie, but it was worth the wait.

Bob Roberts.

* * *

TV REVIEW

Sinatra Special a TV Topper

Frank Sinatra's first ABC-TV special for Tieves (October 19, 9:30-10:30 p.m.) provided video's finest musical hour since the memorable Fred Astaire Show.

Discarding the indifferent manner which marked his ill-fated weekly ABC-TV series last year, Sinatra was in top form, exuding his unique brand of sexy showmanship and artful phrasing.

His block-buster guest star lineup — Bing Crosby, Dean Martin and Miss Streisand—tuned in equally so well and the over-all result was definitely satisfying, dynamic entertainment. Crosby, Martin and Sinatras blended with artist for the very first time on television and the performance was a perfect combination as a trio to an old group of oldies, and their finale — wherein they previewed a hit from the forthcoming film on Clays, Jackson and D'Amato—has been marred by the highest tribute that can be paid to Miss Streisand is the statement that she held her own with the three entertainers all the way.

June Bundy.

DANCE REVIEW

Philippine Terps Off-Beat Hit

The golden touch of S. Hurok is once more in evidence in his introduction here of Bayamanil, the Philippine Dance Company. One of the most off-beat programs yet provided by the impresario in impressario, it is a tribute to the taste of New Yorkers that the group has done such excellent business that it is being held over for a third and unannounced week prior to a national tour. So much has the company captured the public that some of the group's engagements in the various cities have been held up in order to take advantage of the demand.

The Terps are a few piquant, playful and suggestive. They are the first of its kind in the United States and the group singly and together have become a national sensation.

Staging and costumes are first class; music is provided by native instruments. This show is completely unique and thoroughly enjoyable.

News Review

"Continued from page 4"

age offerings. These are both laid out in the form of a story with many sources. The children's voices, etc., heard with Wynn, The final set dealt with "Songs Children Have" which included Arthur’s Bob and Louise DelCorrier, singing "The Little Man of Aran," "Lavender and French and English. This set, too, has charm, the others may have a bit more appeal.

"oh!"

Carol

Another great hit by

Neil Sedaka

RCA Victor
Rent First, Buy Later, Sells TV

NEW YORK—"You can't be on your rear end—and on your toes at the same time."

That's the philosophy adhered to by J. M. McGuire, owner of Trav-L-Sec TV Sales Company here, and part of the reason why he believes his selling more Philco "Safari" portable sets than anyone else in town. And he's selling at full price. The other part of the reason is a unique rental program. During the recent World's Series, McGuire tossed out 5,000 direct mail pieces offering to rent portable TV. He got a 15 per cent response. Of those responders, 15 per cent ended up owners of the "Safari" portables.

Rent for the duration of the World's Series cost the customer $50. McGuire followed up the rental with the offer of the return of the $50 if the set were bought before Christmas. He says the heavy response to the direct mail effort was so successful he intends to repeat it during the Army-Navy game, sending out another 5,000 pieces to a different list.

The mailing piece is simply designed. The left half describes the "Safari" with copy and a half-tone illustration. The right hand side tells McGuire's wording: "Want! You can try this set out for the World Series and the exciting football games by availing yourselves of our offer — try — then buy it. Call today." And the phone numbers are given.

Stereo Radio In Homes Soon?

NEW YORK—If the number of programs broadcast by the National Stereophonic Radio Conference (NSRC) is any indication, stereo radio as a home entertainment medium is not in too far distant future. The number of programs given by the Committee at the recent Audio Engineering Society meeting, cites no less than 22 systems under development.

Stereo broadcasting is AM broadcasting, four are for TV sound and 31 for FM. For FM, 26 out of the 32 systems, 20 have submitted specs to the NSRC so the group may be able to compare the several possible methods of providing acceptable stereo sound for the AM, FM and TV. (Continued on page 22)

Duotone Intros New Stereo Needle Display

NEW YORK—Duotone has a new display unit for their new stereo replacement needles. Unit is designed for self-service merchandising and features the top-selling replacement needles in the line.

The needle assortment is known as the Duotone 666. It lines up six stereo needles in a row on each of three panels and is designed in the form of a miniature Beatles stage. The "prestige" model is introduced. "Duotone Stage." A wide central panel holds six stereo needles for Sonotone stereo players who can choose the needle that fits their needs in big figures above. Each of the two outer panels feature two needles for other brand players. One side is devoted to Rowe and the other to those who buy the Duotone 666. Display, recall price for the assortment is $51.

TRANSPORTER RADIO

Col. Debs Transistor Portable at $49.95

NEW YORK—It's a tiny pocket radio. It's also a table model radio with a five-inch speaker. It's convertible, in other words. Col. Debs's new Model C-60 Transistor Convertible is a tiny (4½" x 3½" x 1½") pocket radio that can be slipped into special slot in a matching cabinet to convert it to "bigger-sounding" table model.

Colombia points out that the price ($49.95) is one that usually requires either a pocket-portable or table model alone. The convertible feature could push it into the best-seller class, the firm feels, especially in view of the price.

EDUCATION PLUS

Webcor Builds for Top Sales Training

CHICAGO — Webcor is kicking off the first of what is probably the most comprehensive sales training program ever put behind a phonograph and tape recorder line. Spurred by George Stroinski, firm's all-around man, with the assistance of national sales chief Bud Leiter, the program runs the educational engineer from condensed highlight sales-refresher pieces to complete sets of newsletters, all color sound movies, which sound actual tape recorder or phonograph sales talks.

Webcor distributors and their salesmen are being equipped with full information to conduct sales training programs either at the distributor level, or at the sales personnel level. A separate tape reproduction of each phonograph record is made and a photofacsimile of each, complete with every instrument in the Webcor line is available. A three by six-inch brochure containing all major features of any unit in both the tape and phonograph catalog, is also available.

Biggest weapon in the sales education campaign is separate tape recorder or phonograph 13-minute films. Each is designed to be played on one side of a tape so that the entire plan can be put into effect at any time, with the tape and phonograph catalog, is also available.

So much happened during the week of the New York High Fidelity Music Show that it couldn't all be reported in one issue. For instance, we spent a couple of days with the staff of the American Recording Society, Harry Bryant. He had plenty to say that is interesting to disk dealers and old-jimmy collectors alike. Among other notes that have been kicking around in the file for the past two and a half weeks. You might expect the president of a professional society to like the Audio Engineers to have a great deal of high looks and at least a face line by age. Harry Bryant has neither. The day we spoke to him he had just returned from playing 27 holes at a Connecticut golf course (the shots in the high 70's), He was wearing a sport shirt and a California tan. Bush said that's why we'd say AES is in for a very active year with him at the helm.

A RECORDING ENGINEER

Bryant makes his living as VP in charge of operations and engineering for Radio Recorders, a professional recording studio. From this spot, he has supervised recording sessions for many of the major and many of the minor disk firms.

Bryant says he wants to "make the best records that can be made." This naturally led to a question of what constitutes a good record.

"A good record," Bryant told us, "is one that sells a lot."

We weren't satisfied with that answer. Profit considerations aside, what then constitutes a good recording? Bryant thought a while.

"An audio record," he said carefully, "is one that captures the realism of the original sound produced by the artist(s) in a studio. But that original sound might be disturbed somewhat by the recording system.

"For instance, A & R man can create artificial and electronically and way doesn't happen in the studio. Tone Meters, metering, boosting, cutting, adding echo, we create something that never happened in the studio.

"We might not be exactly the sound that was originally fed into the microphones but it's a lot more interesting to the listener."

BATTLE OF BOXES

The battle of the doctoring sound has had some interesting consequences for the listener. As an example, Bryant cited the battle that took place between disk firms in the late 1950's.

"Today," Bryant said, "we're putting more 'level' on 45's than we ever put on 78's. We've had pressure on us to increase the level continuously. What happens is a person plays a high level or 'overcut' record on a joke box. The owner of the location is asked to turn it down. The next record played might be a record that was recorded at a lower level. Let's say it's Sinatra. Well, Sinatra is getting short-changed in the deal. Capitol wants Sinatra to compete with that 'overcut' disk. They're trying to get more level on their next recording. So the fight goes on and on and the level goes up and up."

THE SOUND SELLS

Bryant describes Radio Recordings as "the largest independent studio in the United States." From his dealings with disk firms of all kinds he is able to compare their working procedures as to how companies try to make good recordings. He says, "They all want to have a record that is the highest seller and lately that has come to mean something different from what it was before. Today, a hit record may be the one that has the strangest effects. Sound doctoring. At a record like that might doesn't even have to be a good recording in the old sense of the word."

ECHOS AND STEREOS

Bryant believes he was the first recording engineer to make use of one of the echo chambers, so commonly used on pop recordings. The echo idea resulted from Bryant's interest in the war as a sound engineer. He had to work with big bands in such faraway auditoriums as airplane hangars and other big "rooms."

"I get used to that sound," Bryant recalls, "it had a lot of interesting possibilities."

Because of his early training with effects in radio, it was natural for Bryant to introduce echo into some of the records he makes. Naturally, Radio Recordings is interested in the direction stereo and other developments are being. And Bryant is enthusiastic about the proper way to record it.

"Stereo," he says, "is perfectly satisfied to get the strings brightly on one side and the brass on the other. The rhythm in the center and is either split between the two channels. The ideal, as far as I'm concerned is to spread the sound across both channels rather than have any kind of strong separation."
Roberts to Deb Magazine Tape Deck

NEW YORK — Whatever happened to the idea of converting standard tape recorders so that they are able to play the new RCA Victor _tape tape cartridges_. Roberts Electronics, sales organization for the Roberts tape recorder line, showed one of these cartridge adaptors at an electronics show earlier this year.

The answer is: the cartridge adaptor is impractical. This comes from no less an authority than Roberts Electronics. A Roberts spokesman told The Billboard that they discovered it easier to make a complete tape cartridge deck rather than the adaptor. The cartridge deck would cost about just the same as the adaptor to produce. So why do it, the firm asks?

Will they produce a cartridge deck then? Yes, they said. It will make its debut next February. The model now in preparation will actually cost less than the adaptor they planned to produce.

Kersting Debs Disk, Tape File

ALHAMBA, Calif. — A new, slide-mounted record and tape file is being introduced by the Kersting Manufacturing Company here. Dubbed the "Quick-See," the file features "high visibility and intuitive convenience." They afford slide-away record and tape storage in hi-fi cabinets, closets and shelves.

The all-metal files are mounted on steel bearings; roll forward for

New Enclosure From Rockford

NEW YORK — A new speaker enclosure is being produced by the Rockford Special Furniture Company, Rockford, Ill. Designed for 8-inch speakers, the new model 108 is a semi-black-loaded case which lends itself to the new trend toward small speakers for stereo use.

The 108 was also designed to handle any size tweeter which can be installed right away or added at any time. Wood is finished on all four sides. So it can be used in any position — vertically, horizontally, on a table or bookshelf or other convenient place.

Several finishes — walnut mahogany, blonde and cherry — are available. The 108 is currently tagged at $24. Dimensions are 12 inches by 24 inches by 12 inches.

Just Out! And in Time to Build Plus Pre-Christmas Profits for You!

A masterful reading by Dan O’Herlihy, the famous Irish actor, in which Dickens’ memorable characters come vividly alive and his message is stirringly conveyed. It’s sure to delight both young and old!

Recorded in its entirety for the first time, "A Christmas Carol" is the newest addition to the wide, ever-growing list of distinguished Audio Book Albums. Packed with time-tested appeal, it’s certain to be a best seller for you during the 1959 pre-Christmas selling season.

4 16 rpm records—$4.95 list.

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

CALL YOUR DISTRIBUTOR TODAY or write

AUDIO BOOK COMPANY · St. Joseph, Michigan

4-track stereo releases

A good example of 4-track economy: the Beethoven Third and Fifth Symphonies plus the Emgton and Carotian Overtures, on one reel of 4-track tape at $9.95 — $5 less than for the identical music on stereo discs!

Are you a UST Dealer?
Write today for details.

UNITED STEREO TAPES
1050 KIFER ROAD · SUNNYVALE · CALIFORNIA
NEW PHONO GIMMIX

Loaned Tape Recorders for Parties Add Extra Sales

By ROB LATIMER

AURORA, Colo. — Keeping a check with local newspapers to find when parties are scheduled in local homes, and offering the party-givers a tape recorder to "add to the fun" is an effective sales builder for T. M. Murphy, hi-fidelity dealer here.

Murphy got the idea for the promotion when he took along a small battery-operated tape recorder, and surreptitiously recorded the voices of his guests at a portable bar. When he played off the recording, it was a hit and he realized "the party situation would be an ideal one to make sales.

Now, Murphy uses every method of getting advanced news of parties, scheduled by all ages from high school children, up to service club meetings. Whenever he finds one scheduled, he telephones the host and invites him to drop by to pick up a tape recorder with the store's compliments, pointing out that it can lend a lot of additional fun to the event. Murphy has many suggestions on how to use the tape recorder, such as concealing the microphone behind living room furniture, in a lamp over a bridge or poker table, etc., where it can be separated without the group's knowledge.

By lending a Reverse tape recorder this way, a dozen times in one month, Murphy sold seven, five to party hosts who "dug" the idea, and two more to guests, who had never had a chance to experiment with a recorder.

Choosing his "party givers" carefully, Murphy asks that they use reasonable care, gives a complete demonstration on operation and so far has never suffered any loss from misuse of the machine. In return, he has added a healthy collection of extra sales.

A complete tape department—all in one package

SOUNDCRAFT'S

NEW DEALER DISPLAY PACK

BUILDS TAPE PROFITS

Model 805—$199.00
Model 806—$299.00
Model 807—$399.00
Model 808—$499.00
Model 810—$599.00
Model 812—$799.00

Soundcraft's new eye-catching, space-saving, Dealer Display Pack (Code HNCP) is one of the most profitable units you ever saw.

Comes completely packed with:

- five-inch reels Hi-Fi Standard Play
- five-inch reels Hi-Fi 3 1/2 mil acetate
- five-inch reels Hi-Fi 40 I mil acetate
- six-inch reels Tape Dependence Tape—protecs and identifies tape

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

Self SOUNDCRAFT Hi-Fi Tape—essentially advertised, dynamically promoted, professional promotion tape that insures satisfied customers.

Order from your franchised Soundcraft Wholesaler today!

NEW STYLE FOR SCOTT TUNERS

NEW YORK—H. H. Scott, high-fidelity component firm, announces redesign and re-engineering of its most popular tuners. The $300 stereo AM-FM tuner, the 310C FM tuner and the 311D FM tuner.

Each unit has a chassis of cooper bonded to aluminum for reliability and sensitivity. The tuners all use "wide-band" design for drift-free reception in weak signal areas and to separate stations on the dial that many users pass them by without knowing it. The tuners have also been re-styled but still match the amplifiers. A new rotary knob and dial assembly is being used. Panels are larger.

The $330 AM-FM unit has many new features including phase-reverse switch and dial lights which show type of operation at a glance.

30 FOUR-TRACK TAPE UNITS NOW ON MARKET

NEW YORK—More than 30 four-track tape recorder-playback units are currently available from 18 manufacturers. Availability of the units is pointed out by United Stereo Tapes in their monthly news bulletin, "Stereo Tape News." UST also announced that 160 new quarter track tapes will be released during November, bringing the total of available four-track units to over 360.

In addition to new quarter-track machines now on the market, the UST bulletin also lists the tape re-recorder firms who are producing conversion kits for the units already in use. The kits range in price from $25 to about $65, depending on those who don't care to do-it-themselves ranging between $10 and $20.

The following, as reported by Stereo Tape News, are the four-track machines available this fall:

AMERICAN ELECTRONICS (Concertone)

BELL SOUND

ECONO-FORMER

HEATH CO.

BELL SOUND

INTERNATIONAL PHILLIPS

NEWBERRY CORP.

PENTRON

NORELCO

SUPERSCOPE, INC. (Sons)

TELECTROSONIC

TANDERG

VIRGIN

V-S-M CORP.

WEBER

WOLLMANN

Stromberg to Step Up on Auto Radios

NEW YORK—Stromberg Carlson is acting up into mass-scale production of auto radios. Firm will manufacture two classes of units—both standard dial and push-button—fee both foreign and domestic automobile manufacturers.

Transistors will be used in the audio power supply to eliminate the vibrator with its hum and noise interference. The amplifier will pass a wide range of frequencies with half-watts of power.

A feature featured seven tuned circuits including RF stage, continued automatic tone control, conventional antenna trimmer, built-in jack for rear seat extra speaker and hand-wound circuits. Each unit has a six-inch speaker.

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Shuts Likes Shure Cartridge for Sure

NEW YORK — That Rolls Royce car owned by Shure Bros., a national company, was won by Kenneth E. Shuts of Chagrin Falls, Ohio, who took title to his $13,000 Silver Cloud during the High Fidelity Music Show here, was won by listening to a demonstration of the Shure Stereo Dynavox cartridge, "in 25 words or less." why he liked it.

Shure didn't say but it can be assumed that Shuts also bought the cartridge.
How manufacturers select records for the BIG PUSH

It's an economic fact of life in the record business. Even the biggest manufacturers can't afford to put strong promotion behind each and every release they turn out.

So what do they do? They make the BIG PUSH on those records which they feel have the best chance of paying off—for them and for you!

ONE OF THE important early signals that tells you which records they're pushing is Billboard advertising. Smart, aggressive labels FEATURE their best releases in big-space advertising in Billboard—and they advertise in Billboard before they tip their hands in any other way.

How good are they? A detailed study of the statistics covering literally thousands of releases proves that 7 out of 10 of tomorrow's 100 hottest records are featured in the big-space ads in Billboard today—and four of them will soon reach the best seller class!

So—if spotting the hits in advance is important to your programming . . . or your sales . . . or plays . . . be sure to . . .

... make it a special point to program and order from the records featured in Billboard ads each week!
ORDER NOW

LI'L WALLY

AND

A HIT from the newest album, now available as a single!!!

LI'L WALLY SINGS

"MY WIFE SHE GOT DRUNK POLKA"

Jay Jay 205

And 9 Other Great LI'L WALLY LP's:

OLD COUNTRY POLISH POLKAS (Polish)
Jay Jay LP 1010 (Mono)
Jay Jay LP 5001 (Stereo)

THE POLKA BEAT FOR YOUR DANCING FEET (American)
Jay Jay LP 1006

JOLLY POLKAS (Polish vocals)
Jay Jay LP 1008

BAND STAND FAVORITES (American)
Jay Jay LP 1004

NEW SOUNDS IN POLKAS (American)
Jay Jay LP 104

HAPPY POLKAS (Polish vocals)
Jay Jay 1002

POLKA PARTY
Li'L Wally on Concertina
with his Polka All-Stars
Jay Jay 1012

I LOVE TO POLKA
Jay Jay LP 1014 (Mono)
Jay Jay LP 5000 (Stereo)

AMERICAN FAVORITES
Jay Jay LP 1001

THANKS TO ALL JAY JAY DISTRIBUTORS

Music Dist.
1500 S. Michigan Ave.
Chicago, Illinois

Records Unlimited
1114 N. 3rd Street
Milwaukee, Wis.

Art Dist. Co.
40 Selden Ave.
Detroit, Mich.

Aster Dist., Inc.
1711 5th Ave.
Pittsburgh, Pa.

Action Dist., Ca.
415 W. 46th St.
New York, N. Y.

Rev Dist., Co.
20 East Tappan St.
Buffalo, N. Y.

Mave Dist., Co.
315 State St.
Rochester, N. Y.

D. G. Distributors
216 N. 3rd St.
Minneapolis, Minn.

Standing Dist. Co.
1930 Passagent St.
Cleveland, Ohio

C & P Dist.
23 Division St.
Waterbury, Conn.

Kay Gee Dist. Co.
361 South W. Royal Ave.
Baltimore 2, Md.

New Sound Dist., Inc.
50 Julian Ave.
San Francisco, Calif.

Hear Li'L Wally's Polka DJ Show every Sat., 6 p.m. WLS (890 kc.), Chicago, blanketing 20 States. Also heard daily on WSBC and WTAQ, Chicago.

JAY JAY POLKA RECORD CO. 2452 S. KEDZIE, CHICAGO 23, ILLINOIS. (All Phones: Kedzie 6-7300)
**DISTRIBUTOR NEWS**

By HOWARD COOK

NEWARK, N. J.: Joe Martin, Ape-Martin Record Sales, reports strong action on "Sandy" by Larry Hall on Strand and "Holdin' On" by Ernestine Washington on Whitehall. Strongest selection is LP "The Sound of the Country." The firm has been pegged as distributor for Bell Canton, Centaur, World Pacific, Dynasty, Charm, Memoretta, Famous, Gila and Ankle Books.

PHOENIX: Gary Lee of Ramee Distributing Company says he has had a bit of resistance from "Ramo" concerning "Lonnie" to Larry Hall on Strand, "Paper Boy" by Roy Orbison on Monarch, "Back When We Were Young" by Rusty Clee and "I Love, First Love" by Duane Eddy on Junie.

NEW YORK: Evelyn Connell of Connell tells us they got off five "Dance With Me" by the Drifters on Atlantic, "Hey, What's This?" by the Four Knights, "One More Time Around" by Ernie Freeman, United Artists with "Love Potions No. 9" by the Covert, "You Got What It Takes" by Mary Jane, "Don't You Know" by Don Covay and "I'm Ready" by Tommy Toccata and "Wheel of Fortune" by the Nightbridge Singers.

A new distributor, All-Disc, Inc., with offices at 750 40th Ave., has been formed by岳 Louis Fama, former sales manager for Malvene Distributors. First line to sign with the new firm is a Audeo-Efleido.

PHILADELPHIA: Ted Kellem of Mortel tells us that Imperial has hot ones with "I've Been Around" and "Be My Guest" by Fats Domino, "Prisoner of Love" by Blue and "One More Time Around" by Ernie Freeman, United Artists with "Love Potions No. 9" by the Covert, "You Got What It Takes" by Mary Jane, "Don't You Know" by Don Covay and "I'm Ready" by Tommy Toccata and "Wheel of Fortune" by the Nightbridge Singers.

Norton has winners with "There's Comin' Time" by Jack Smith, "Jealousy" by Gary Stot, "Six Boys and Seven Girls" by Anita Bryant and "Old Ship" by Ralph the Platters. The best disc from the platters are "A Place in My Heart" by Roy Hamilton, "I Need Somebody" by Little Joe and "I Can't Make It By Myself" by Billy Stemps. Caipis has "Crazy, Go Where I Send You" by Nino Williams, "Isn't It Amazing to Shannon" by Jimmy Darrel, Nina Simone's LP is a hit in New England, "I Understand You" and "I Cry Like a Baby" by Nappy Brown, Laurie is selling with "Martina" by Ronnie Greentree and Little Eller "Three Times the Rain and the Rainmaker."

Paul Knowles, general manager of the RCA Victor division of Raymond Rosen and Company, reports action on "Don't You Know You're Driving Me Wild" by The Beatles of Kansas City and "I Love You Bobby Slick Bean" by Cher Atkins, "Almost 0" by the Isley Brothers, "Oh, Carol" by Neel Seals, "Take Me Along" by the Isley Brothers and "Give Me Love" by Jesse Belvin.

Bob Hullen of Chips informs us that his top items are "There I've Said It Again" by Sun Cooke, "The Enchanted Sea" by the Islanders on Myzzygirl, "The Clouds" by the Spacemen, "Don't Song" by Ted Heath, and "The Starlight" by the 101 Strings on Somerset, "First Love" by the Playmates on Columbia and "I'm Trying" by the Four Tops on Chess, which is Chips' new record of the week. Strongest among the others are "Ties for Beauty" by the Hunner Trio on Feltz, "Poetic, Inc." and "Your Name," "I Am Not Going to Miss You" by Ernie Fields on Rendition, "Precedent," by Carl Mann on Phillips International, "It Happened Today" by the Skyliners on Caliber, "If and When" by Gogi Grant and "The Enchanted Sea" by Martin Doney on Liberty, "I Understand You" by Big Maybelle on Savoy and "To-Ber-Cu-Lucus and The Susan Blues" by the Susan Cowan on World Pacific.

BALTIMORE: Ed (The Beard) Kallaba reports heavy action on "Be My Guest" by Fats Domino on Imperial, "Stardom" by Darline Thomas (New in the "Ways of the World") by Mamie Smith and "Tell Me" by Tommy Edwards on M-G-M, "Whole Lotta Shakin'" by Bill Haley on Decca, "I Love You" by Elvis Presley on Decca, "Girl Friend" by Larry Williams and "Revelle Rock" by Johnny and the Hurricanes on Top, Top LP: "Beauy Goodnight Treasure Chest" on M-G-M.

BRIEFS: Carlson Reports action on records by Gary's "Starline," "Forget Me" by Cleveland's "Cincinnati and "Cornelius." Congratulations to Dave and Coni Holli on the birth of their daughter, Linda, weighing 7 lbs., 4 oz. to Bobby's Pontiac, Mich. Johnny Vincent of Ace Records in Jackson, Miss., sends word that he has been getting favorable national reaction on his "I Was a Fool." Charlie Ar. Derr Ticcl, a deejay at WOAC in Columbia, S. C., is now handling "The Blues." Pete Royston is now managing Joe Vista, whose current disk is "Marion" on Allied.

Islanders Hitbound Via "Encased Heart"

The Islanders are getting a recording group composed of Frank Melts and Randy Martin. Melts also wrote and produced the group's start recording plan, "The Encased Heart," which is the forerunner for the group's first album, "The Encased Heart." This is the first wax success for the group since collaborating, although both have been active in the music business for some time.

Frank Melts is a prominent writer/arranger. He has worked with such stars as George Shearing and "Dave Brubeck."

Randy Stays is already an established recording artist, with such hits as "A After School" and "The Private Girl in School." In addition to his musical achievements, Stays is a practicing attorney in New York City.

**VOX JOX**

By JUNE BUNDY

HALLOWEEN: Stations KDKA, Pittsburgh, and KOL, Omaha, have interesting Halloween promotions scheduled for this week. The first will be played on KDKA Tuesday night at 10 and the United Nations Children's Fund. The dance will be held at Hereford High School and the proceeds will be donated to the UNICEF. In addition to KDKA's top jocks, a number of recording stars will attend the benefit.

Ex-Guy: Bob Tracey, Carl Rice, Jim Williams, Rand Hall and Sterling Yates.

Omaha's young "Trick or Treaters" will be asked to participate in a new stunt, whereby their families will be played. "Is this the KOIL Trick or Treat House?" The station has spread more than 100 radio towers throughout the Omaha area. A "Trick or Treat" list, the correct houses will win one of the radios.

GIMMIX: Bill Rundle, WEWE, Cleveland, spotlighted the new RCA Victor LP, "50 Years of Music America Loves Best," last week on his "High-Ballin'" show. The LP offers a broad selection of the product of the disk jockey trade, that we would like to promote to the store. The store owner can have this album mailed direct to his store, along with record labels, punch cards, etc., to contact him until he connects with another radio station.

THIS 'N THAT: George Hudson, WNNJ, Newark, N. J., will celebrate his birthday this week on WWB, the host of WNNJ's early morning show, "The Downeast Club," on November 7, via a big stagehouse presentation at the "Downeast Club." Bill will include Sammy Turner, Isley Brothers, Superbird, Superfly, Sunny Spencer, Menlove, Kendra and Tender Slider.

Tom Thacker, KELP, El Paso, Texas, recently spent the weekend in El Paso to work for the National Police Foundation. He vowed to stay in prison until listeners contributed enough to bring the foundation in a certain amount of money.

New program director at KILE: Galveston, Tex., is Mike Clay, formerly with KRIC, MCAA, ACM, KANS, KANS City, Mo., has been promoted to station manager, dad of music director, in charge of disk selection and coordination of promotions. New format: "Mack Sanders, formerly music director of KFTH, Universal Music, Inc., has been given the New York area, where he will work under his own name, Ron Basley.

Roy Fox has moved from W LKB, Evansville, Ind., to WFDG, Greenville, S. C. . . . Bob Sanders is leaving for early morning duties on WIFP, Pittsburgh, Pa., to work for the "National Music Council Foundation,

John Panuciter, WMUR, New Hampshire, is now in the WIP, Philadelphia, Pennsylvania, with four-hour afternoon shows . . . Bob Byr, KPRC, Houston, has been promoted from fourth to third on the "Top Ten" show of KPRC, Houston, is a new show, and is now on the air from 6 a.m. to 6 p.m. to 6:15 p.m. . . . Terry Jones succeeds Jack Sharp as program director at KILT, Houston. Sharp has moved over to p.d. post at KLPF, Dallas.

New spinners at KNUZ, Houston, are Joe Fard and Jeff Wolfman; Jim Murphy has his job at KRLF, Dallas, with a four-hour afternoon show . . . Bob Byron, KPRC, Houston, has been promoted to fourth season as "Aces Two Time Party," an KPRC-TV, Saturday afternoons.

Dave Mow, producer supervisor of KLIB, Liberty, Texas, is looking for a new deejay. In co-operation with a local Drive-In theater, he will be looking for someone with over 1 year in the 1950-50 season, to submit 10.1-15 minutes tapes. The tapes will be played in the theater, and the winner, who will be given a job as a KLIB deejay.

With the theme of "Melodic Living," WFAA, Dallas, is redesigning its programming under the supervision of Firece Allan, who has been named program manager. Robert D. Ryder, station manager. Primary feature of the new sound will be to use the top names from the "new treasury" that are being heard on the airwaves. Music will include shows, ballads, easy-listening, symphonies, and some folk music. A special feature will be "Dave Reads," a five-minute segment to be heard on two or three times a day. Featuring current local and national recital and concert events. Selections will be chosen from listeners' requests.
NOW! A SPECIAL INTRODUCTORY OFFER
TWO SMASH HITS ON ONE

THEME FROM "A SUMMER PLACE" PERCY FAITH SS 7

"THE BEST OF EVERYTHING" JOHNNY MATHIS SS 7

98¢ VALUE NOW LIMITED TIME ONLY 33¢

EVEN THE PRICE MERCHANDISES FOR YOU!

THE FIRST AND ONLY 33 1/3 RPM STEREOPHONIC SINGLE RECORD! PLAYS AT SPEED WHERE STEREO SOUNDS BEST
STereo Seven for Your Customers

7" Stereo Record!

Look for this symbol in Columbia trade ads—it means revitalized singles sales—it means you can sell singles to your regular album buyers in a speed that represents 80% of total record dollar volume—it means plus profits for you!

Special shipping carton for this promotion, turns into handy display piece, holds 20 records! 7" x 7"

Convenient counter display merchandiser holds 80 stereo seven records!

Other stereo seven releases available! Only 98c each!

CALL YOUR COLUMBIA RECORDS DISTRIBUTOR TODAY

Other stereo seven releases available:
- Small World—Johnny Mathis 57 30410
- Good Night Irene—On Top Of Old Smoky—Milt Millar 57 30441
- Battle Of New Orleans—Johnny Horton 57 30339
- Anatomy Of A Murder—Duke Ellington 57 30421
- Smile—You Can't Love 'Em All—Tony Bennett 57 30434
- I Got Stripes—Five Feet High And Rising—Johnny Cash 57 30427
- Locket In My Pocket—Real Thing—The Four Lads 57 30443
- Song From Moulin Rouge— Bouquet—Percy Faith 57 30445
- Love Is A Many Splendored Thing—Ray Conniff 57 30447
- Volare—I Love Paris—Kirby Stone 57 30444
- El Diablo—Valley Of 100 Hills—Frankie Lane 57 30430
- Misty—Johnny Mathis 57 30453
- Battle Hymn Of The Republic—The Mormon Tabernacle Choir 57 30459
Teresa Brewer's television series sets all-time high in Canada. It's a smart move by the Canadian Telic network, which acquired the rights to the show, and a sign that the Canadian market is ready for high-quality programming. The show features Teresa Brewer in her signature role of 'The Billboard Star', which has been a popular recording on the Billboard charts for over a year. The series has captured the attention of audiences worldwide and continues to be a hit in Canada.
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'

MOVIN'!
Kay Starr

ORCHESTRA CONDUCTED BY VAN ALEXANDER
ANNETTE’S hottest yet!
A Double-Sided Chart Smash!

“FIRST NAME MINTAL”

My Heart Became of Age

St. Louis • San Francisco • Milwaukee • Miami • Chicago • Washington, D.C. • Los Angeles • Detroit • Buffalo • Atlanta • San Antonio • Houston • Austin • Dallas • Phoenix • Seattle • Denver • Minneapolis • Cleveland • Nashville

MUSIC AS WRITTEN

Cont. from page 29.

O.K., for a form-fitting’s stand, and follow with an extended engagement at West End Tavern, Detroit, beginning December 1.

Joe D. Lucas, of Acuff-Rose Publications, Nashville, making the rounds of the local deejays this week to plug his firm’s “There’s a Big Wind,” a Hickory specializing in both Valley Lee and Stoney Cooper, which kicked off in c.w. circles but has been setting pop action in the Chicago and Detroit sectors, . . . Frankly Records president, Hanut Carlson, rushing release this week on a novelty tribute to Elvis Presley tagged “I'm Hangin’ Up My Rifles,” a follow-up to Fraz’s “Shake, Rattle & Roll.” Carlson is keeping the artist’s name a secret, as he is offering a promotion plan to deejays in key cities which they will offer as a reward to the first listener that sends in the name of the artist on the record.

Nashville

Randy Johnson, former one for booting, was the only American entertainer invited to the Lyndon Johnson’s last week at the Senator and Mrs. Johnson entertained the President of Mexico, Mrs. Cesar, who visited the Motor City. Other guests at the Johnson ranch included one of Mexico’s foremost entertainers. Eddy Filly, in for Red Foley last week at the annual President Festival in Dayton, Ala. Foley was in Texas, Ky., at his father’s bedside. The eldest Foley suffered a heart attack and reportedly is in critical condition.

Decca’s Marty Salivas was down from New York last week. He was here in time to help Decca’s local n.a.p. man, Owen Bradley, celebrate his birthday . . . Jimmie Yarbough recorded for Decca last week . . . Johnny Cash was slated for a Columbia session at Bradley Studio . . . Faron Young’s “Riverboat” has the earmarks of a smash, according to Tree Publishing executive Buddy Killen. Flip is “Face to the Earth.”

Pat Todd

Hollywood

Dot Records bought the “Stampede” material from the Price label, rock and roll cut by the Searles, has enjoyed sufficient sales action in New York and Los Angeles to prompt Dot (penny Randy Wood to make the deal . . . Capitol is issuing Ray Price’s “Troubadours in the Sky” and “Night Train” as a single. Both are from his current album . . . Musicians Guild of America filed unfair labor charges against RCA Victor, Columbia Records, Decca, Coral, AM-PAR, and the American Federation of Musicians. MCA charges that these firms discriminated against the Guild and influenced musicians to vote in favor of “AMF’s Petrillo dynasty.” Guild charged musicians throughout the country were given a raise with exception of Los Angeles. AMF contract, the Guild charged, calls for additional money of the raise to be held in escrow until AMF wins the pending NLRB election in the recording industry.

The Challenge label claims it’s enjoying the strongest sales in its two-year history, paced by Jerry Wallace’s “Princess Lane” single which reportedly is pushing sales for the artist’s “Just Jerry” album; Jerry Fulton’s “Tennessee Waltz” who’s said to be ringing up revenue . . . Liberty’s Si Warack is in Chicago to record Bud and Trudy currently at Mr. Kelly’s, the Windy City nite ... Capitol is releasing seven EP versions of its religious music labels . . . Francis Faye returned to Geo. Norman’s Crescendo, Songstress will do her act on caspian she broke her hip during her recent Las Vegas stint . . . RCA Victor last week presented its newest find, Red Lauren. It has signed him to a long-term contract, is releasing his first single and sending him out on a nation-wide deejay tour as the first stop in its buildup campaign.

Dot Porter, singer writer and former co-owner of Songo-Art firm, has formed his own label, Ramland records (name is Debut spelling backward). First release is “The Greenwood” by the Sounders. .. Olsens is releasing 23 new four-track and about a dozen new two-track stereo tape packages. In addition, it is issuing a mystery tape in both two and four-track form. It is also scheduling six stereo cartridges.

Westminster

Coronet Target

Continued from page 4

Vista F-349

Burbank California

cover 26 major cities via newspapers and mags.

The Westminster promotion includes a dealer window contest. Every dealer who installs a display, preparsed by the factory, will receive a gift for himself and his wife when a photo of the display is submitted. The prize will be paid in a national contest Regional and national winners will receive $5,000 in prizes.

Kalmus pointed out that the Westminster promotion is a strong order for new radios immediately, as well as a great year ender. The plan also embraces the principles of delayed billing. The promotion for the distributor ends November 30 and no orders at Christmas prices will be accepted after that date. For the consumer, as in all previously announced promotions, the Wheeler board has decided not to reduce prices until at least March 1, 1959.

Monarch

with RCA Records made by Glenn Miller.

MacKay, who said he purchased the Coronet album in stereo for $2.69, added it listed at $9.98, stated: “We are getting tougher. This kind of unfair competition has been so prevalent for the record business.”

It’s interesting to note that a Justice has often exists between the definition of what is legal and what is illegal in this area. For example, it is considered quite acceptable for labels to release albums tagged “Steve Allen says Tommy Dorsey,” etc. Often, however, the evasive effect of several misleading items in the album cover copy and packaging are the deciding factors.

To regular list immediately after the promotion the following: Westminster

With regard to pricing, Kalmus noted that in addition to returning...
## Best Selling MONOPHONIC LP's

<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>COMPANY</th>
<th>RECORD NO.</th>
<th>WEEKS ON CHART</th>
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<tr>
<td>1</td>
<td>SONGS BY RICKY</td>
<td>Ricky Nelson</td>
<td>Imperial</td>
<td>IMP 1082</td>
<td>5</td>
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<tr>
<td>2</td>
<td>FIVE PAPERHEARTS</td>
<td>Stone Track</td>
<td>RCA Victor</td>
<td>LPC 9520</td>
<td>3</td>
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<tr>
<td>3</td>
<td>DINER</td>
<td><em>self Edit</em></td>
<td>Capitol</td>
<td>1376</td>
<td>12</td>
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<td>4</td>
<td>7 FROM THE HUMP</td>
<td>L. Kingston Trio</td>
<td>Capitol</td>
<td>T 1107</td>
<td>37</td>
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<tr>
<td>5</td>
<td>SINGING THE MIGHTY SONG</td>
<td>Johnny Mathis</td>
<td>Columbia</td>
<td>CL 1335</td>
<td>8</td>
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<tr>
<td>6</td>
<td>THE KING AND I</td>
<td>Sound Track</td>
<td>Capitol</td>
<td>W 740</td>
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<tr>
<td>7</td>
<td>SUGAR HILL</td>
<td><em>self Edit</em></td>
<td>Epic</td>
<td>EP 3954</td>
<td>29</td>
</tr>
<tr>
<td>8</td>
<td>MORE RICHMAN'S GREATEST HITS</td>
<td>Johnny Mathis</td>
<td>Columbia</td>
<td>CL 1344</td>
<td>14</td>
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<td>9</td>
<td>5411 SWAO</td>
<td>...<em>self Edit</em></td>
<td>RCA</td>
<td>SR 9005</td>
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</tr>
<tr>
<td>10</td>
<td>SONGS FROM SING</td>
<td>Peter, Heavenly</td>
<td>Columbia</td>
<td>CL 1366</td>
<td>32</td>
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<td>11</td>
<td>SMOKE GETS IN YOUR EYES</td>
<td>Tom Jones</td>
<td>RCA Victor</td>
<td>LPC 5550</td>
<td>13</td>
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<tr>
<td>12</td>
<td>SING IT BARE</td>
<td>Ruben &amp; The Jets</td>
<td>Columbia</td>
<td>CL 1418</td>
<td>33</td>
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<td>RCA Victor</td>
<td>LT 2355</td>
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<td>14</td>
<td>ESPECIALLY FOR YOU</td>
<td>Eddy Mitchell</td>
<td>James</td>
<td>JPL 3004</td>
<td>13</td>
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<tr>
<td>15</td>
<td>TRUMBO</td>
<td><em>self Edit</em></td>
<td>RCA Victor</td>
<td>LPC 2733</td>
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<td>16</td>
<td>CONCERT IN TRIBUTE</td>
<td>Ray Conniff</td>
<td>Columbia</td>
<td>CL 1145</td>
<td>15</td>
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<tr>
<td>17</td>
<td>CARRY ME</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
<td>LPC 2011</td>
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<td>18</td>
<td>THE LATE SHOW</td>
<td>Dinah Shore</td>
<td>Capitol</td>
<td>I 876</td>
<td>11</td>
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<td>19</td>
<td>SOME SONGS OF THE FUTUR</td>
<td>Roger Williams</td>
<td>Capitol</td>
<td>I 1430</td>
<td>20</td>
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<tr>
<td>20</td>
<td>SINGER SONGS FOR YOUNG LOVERS</td>
<td>Andy Williams &amp; David Poole</td>
<td>MGM</td>
<td>M-1374</td>
<td>18</td>
</tr>
<tr>
<td>21</td>
<td>ONLY THE LONELY</td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>W 1953</td>
<td>103</td>
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<tr>
<td>22</td>
<td>77 SUNSET STRIP</td>
<td>Warren Barker &amp; Warner Bros</td>
<td>N 1280</td>
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<td>1</td>
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<td>RCA Victor</td>
<td>LSO 1032</td>
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<td>Capitol</td>
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<td>WITH THESE HANDS</td>
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<td>The Philadelphia Orchestra</td>
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## Album Cover of the Week

- **The Kirby Stone Touch - The Kirby Stone Trio**
- **That's From Heavenly,** Bobby Goodies
- **Fair Lady,** Johnny Mathis
- **Open Fire: Two Guitars,** Johnny Mathis
- **The King & I Sound Track,** Capitol W 740
- **Ecclesiastes,** Van & the Visitors

### The Best Selling Pop E.P.'s

1. Songs by Ricky Nelson
2. Heavenly
3. South Pacific
4. Spirituals
5. I've Never Been To Mecklenburg
6. Side By Side
7. Peter Gunn
8. Exotica
9. No One Cares
10. Billy Nelson
11. Heavenly
12. South Pacific
13. Spirituals
14. I've Never Been To Mecklenburg
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for the fabulous Super Sound System of...

MUSIDISC

CUBA LIBRE

Musidisc proudly presents for the first time in the U.S., the famous "Romanticos de Cuba Orchestra" in an exciting performance of well-known Central American hits. 48 string instruments, plus 4 trumpets and 4 trombones complete this wonderful orchestra. "A Great Dance Album"

M - 6001 MS16001

THE MAGIC STRINGS

Presenting the world's most fabulous orchestra with its new and scintillating way of rendering international selections. Two separate and complete 42 violin sections plus 5 saxes, 4 french horns and 4 trombones add a rich background to the superb performance of "The Magic Strings."

M - 6002 MS16002

STARDUST SAMBA

Introducing "The Pan American Orchestra" South America's Greatest Dance Band... playing favorite American and Latin standards in authentic Brazilian beat. Comprised of 5 saxes, 4 trumpets, 4 trombones, a full rhythm section, plus many exotic native instruments, and, for special effects, 20 " caliente" mixed voices adding color and warmth to each selection, played on this unique LP.

M - 6003 MS16003

OPERA FANTASY

Featuring "The Musidisc Symphony Orchestra"... 100 musicians performing magnificently the most beautiful and famous opera arias with orchestrations specially made for stereo. A wonderful instrumental album... A delight to opera fans and music lovers of all ages.

M - 6004 MS16004

LOOK FOR THESE NEW FEATURES...

• The MUSIDISC Super Sound System
• The MUSIDISC Super DeLuxe Package
• The MUSIDISC Audio Laboratory Control
• The MUSIDISC Exclusive Outstanding Orchestras

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THE BELLS OF CHRISTMAS • Eddie Dunstedter • IS/T-1264

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THE STAR CAROL • "Tennessee" Ernie Ford • IS/T-1071
MERRY CHRISTMAS • Jackie Gleason • W-758
A JELLY CHRISTMAS FROM FRANK SINATRA • W-694
JOY TO THE WORLD • The Roger Wagner Chorale • ISIP-6353
MUSIC OF CHRISTMAS • Hollywood Bowl Symp., Dragon • ISIP-6193
CHRISTMAS BELLES • Richard Biggs • T-0013
MERRY CHRISTMAS TO YOU! • Various Artists • T-0030
CHRISTMAS IN SWEDEN • Ake Jheling and Chorus • T-0070

CHRISTMAS IN ITALY • Various Artists • T-10083
CHRISTMAS IN GERMANY • Various Artists • T-10093
CHRISTMAS IN FRANCE • Les Petits Chanteurs De Versailles • T-10108
CHRISTMAS IN AUSTRIA • Wiener Sangerknaben • T-10114
CHRISTMAS IN CUBA • F. Alburque & Coro de Madriglistas • T-10153
CHRISTMAS IN PORTUGAL • Various Artists • T-10165
CHRISTMAS IN AUSTRALIA • A.B.C. Adelaide Chorus • T-10167
CHRISTMAS IN BRAZIL • Coro das Meninas da Casa de Lazaro T-10168
CHRISTMAS IN POLAND • S.S. Cyril & Methodius Smm. Choir • T-10198

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½ on Jan. 10, 1960
on all Christmas albums purchased Oct. 19 thru Nov. 24
POPULAR

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**SOFTSPEAKERS**

**STARS OF THE WEEK**

**SPOTLIGHT WINNERS**

**THE GREAT PIANO OF THEIR ALL**

**PASSION**

**CLASSE AND THE GREATS**

**OPERAS**

**CALSING VERDI AT LA SCALA**

**FOLK**

**BAYANIAN**

**SOMATIC**

**INTERNATIONAL**

**GOOD SALES POTENTIAL**

**LETS ALL SING ALONG**

**LOW-PRICE POPULAR**

**THEME FROM THE CLASICS**

**CREWS ON THE CAMPER**

**SOUTH AMERICAN NIGHT**

**CLASSICAL**

**THE GREAT EDDY DUCHIN**

**PHILARMONIC FROM ROME**

**AGA OF THE YEAR**

**HOT ORCHESTRAS**

**MOSARTI SONGS**

**THE BILLBOARD'S MUSIC POPULARITY CHARTS...PACKAGED RECORDS**

**REVIEWS OF THIS WEEK'S LP'S**

The pick of the new releases:

**SPOTLIGHT WINNERS**

**THE WEEK**

Strongest sales potential of all albums reviewed this week.

**POPULAR**

**TOP SELLERS**

**SECOND WEEKS POTENTIAL**

**POSSIBLE**

**POPULAR**

**MUSICAL INSTRUMENTS**

**SPECIAL MERIT SPOTLIGHTS**

**THE GREATEST PIANO OF THEIR ALL**

**Art Tatum, Verve MGV 323—A wonderfully satisfying set by the late great Tatum, whose jazz recordings were made, the sound is not up to modern day standards. Still with the remarkably inventive powers of Tatum at work, one is inclined to forget matters of fidelity to concentrate on what's happening on the keyboard. Tunes include 'You're Blue.' You're Mine Too,' 'What's New' and 'Heat Wave.' A must for fans of Tatum.

**JEZAK**

**Bach, St. Matthew Passion 3-12**

**VARIOUS ARTISTS, Raws Chorus of the Robert Mayer School of Hillbrook: Heinrich Schutz Chorus of Hillbrook: Plowden Chamber Orch. (Werner), Westminister, etc.—The recordings can prove a brisk item, especially with the coming holiday season. The majestic work is given an excellent reading by the various choirs, choral and orchestra. Werner achieves a fine sense of unity from the participants. Packagings includes the complete German test and an English translation. Sound is a plus factor.

**OPERA**

**CALLS SINGING VERDI AT LA SCALA**

**Angel 3759—Maria Callas offers a stirring program of arias from four Verdi works. Included are portions of "Rigoletto," "La Forza Del Destino," "Un Bello in Maschera" and "Aida." Her pitch is precise and certain. Other interesting artists are Tom Gaddi, baritone, and Fedora Barbieri, mezzo-soprano. Various conductors helm the orchestra and chorus of the La Scala Opera. It should prove as strong as her "Verdi Heroines."

**FOLK**

**BAYANIAN**

**Philippine Dance Company, Monitor 322—One of the most exciting records of its kind in some time, this material was taped during a performance of the group, which scored a spectacular triumph at the Brussels World Fair, and is currently playing New York, prior to a national tour. Material is completely charming, consisting of pagan ceremonies, music deriving from the Schutzensee Tans, dancers from rural areas, and music of the Filipino Muslims. Result is exotic, gay, full of life. Tour should sell big.

**SOMATIC**

**GIUSEPPE**

**The**

**Columbus WS 312. (Stereo & Menural) — Montand, familiar to American audiences via his film appearances and recent, successful concert show in New York, has a set which can have wide appeal. Set was recorded at the Theatre de L'Hotel in Paris. Lyrics to the songs are highly marketable with the Shore gal at her color TV best beaming out. This one can move.

**INTERNATIONAL**

**YVES MONTAND**

**Columbia WS 212. (Stereo & Menural) — Montand, familiar to American audiences via his film appearances and recent, successful concert show in New York, has a set which can have wide appeal. Set was recorded at the Theatre de L'Hotel in Paris. Lyrics to the songs are highly marketable with the Shore gal at her color TV best beaming out. This one can move.

**TECHNEO**

**HOT ORCHESTAS**

**'The**

**'The**

**International**

**YVES MONTAND**

**Music from the Big Top**

**ITALIAN**

**Musical Heritage—Monatel Bros., New York—With its familiar blend of music and comedy, this package is sure to please the fans of the "Big Top" and its famous performers. The record features some of the most popular circus tunes, including "The Peanut Vendor," "The Circus Is in town," and "The Great American Circus." The recordings are well produced and feature the talents of some of the most famous clowns and animal trainers of the time. This package is a must for any fan of the circus.

**SPECIALTY**

**MUSIC FROM THE BIG TOP**

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**SHARE THIS**

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The Original Hit Performances! The Early Twenties

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Billboard October 26, 1959

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MONEY-MAKING

ALBUMS
**Reviews and Ratings of New Albums**

**Continued from page 33**

**GOOD SALES POTENTIAL**

**FRANCK: SYMPHONY IN B MINOR**

*Philharmonic Orch., Ghielmi.* After 1544-1/2, a recording of the performance of the orchestra in Shanghai. The performance is not only a triumph of the orchestra, but also of the recording. The sound is clear and well balanced, with a good balance between the instruments.

**OSTINATO: THE INCREDIBLE FLUTIST**

*Moore: Fagottist of P. T.* The music is well performed, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

**KID ORY PLAYS W. C. HANDY**

*Yves M. 1713.* This package was more attractive to discriminating jazz lovers. It is pure New Orleans with Wynonie Keck on trumpet; Frank Haggard, guitar; Oscar Haywood, mandolin; Charles Olin, tenor; Jess Johnson, banjo and Clancy Roberts, clarinet. The package, with the Handy tunes, such as "Ain't Nobody's Bluff," "Tulip Blossom," "Yellow Dog Blues," etc., is well performed, with a good balance between the instruments.

**LOW-PRICE CHILDREN'S RECORDS**

This disking has something for everyone. It contains songs by such well-known and popular performers as "Buster Brush," "Little Red Riding Hood," "Bible Stories," "Fairy Tales," etc.

**JAZZ**

*CONCERT BY THE SEA* Cal Tjader, Fantasy Records. This is a fine package, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

**SYN PO VIND**

*Recorded in New York City.* This is a fine package, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

**HEAR EVEREST**

The World's First Stereo-Scored Orchestra

**POLKA**

**ALL AMERICAN POLKAS** This had been recorded at the Chicago Board of Trade, and the recording is well performed, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

**LOW-PRICE SPECIALTIES**

The Circus is in Town A-1. This recording has been well received, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

**SPIRITUAL**

The Love of God A great selection of spirituals, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

**FOLK**

*STAN WELSON AT THE ASBGE* Verne M. 1573.* This is a fine package, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

*JEAN KITCHEN-OSCAR BARNES* A folk concert in New York City. This is a fine package, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

*RELAY ANN SONGS AND STORIES* Songs of American Folk. This is a fine package, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.

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*JEAN KITCHEN-OSCAR BARNES* A folk concert in New York City. This is a fine package, with a good balance between the instruments. The sound is clear and well balanced, with a good balance between the instruments.
is the word for

FABIAN

Hit!

is the word for his latest release

"HOUND DOG MAN"

b/w

"THIS FRIENDLY WORLD"

as sung by FABIAN ... starring in
his first motion picture ... the 20th Century Fox Film
"HOUND DOG MAN"
a JERRY WALD Production

* Distributed by AM-PAR Record Corp.

ALSO AVAILABLE IN STEREO
21. I Love You Porgy
By Erroll Grady—Published by Grosvenor (ASCAP)
RECORD AVAILABLE: Sona Rnow, Columbia 4158.

22. Say Man
By C. McDaniell—Published by Art (BMI)
RECORD AVAILABLE: De Dea, Checker 931.

23. Hey Little Girl
By Blackwell & Bickfenten—Published by Roosevelt-Tella (BMI)
RECORD AVAILABLE: De Sper, Decca 304.

24. Broken-Hearted Melody
By A. Harris, Edward—Published by Marion (ASCAP)
RECORD AVAILABLE: Sarah Vaughan, Ebb 7417.

25. You Were Mine
By Paul Gable—Published by Decca & Good (BMI)
RECORD AVAILABLE: De Dea, Decca 601; Rudy Wells, King 3278.

26. Battle of Kookamunga
By James Higgens and J. E. Burritt—Published by Decca-Triumph-Warner (BMI)

27. The Angels Listened In
By Bing Dennis Smith—Published by Warner (BMI)
RECORD AVAILABLE: Cresc, 4051.

28. Danny Boy
By W. Knowles—Published by Bowes & Hawkes (ASCAP)
RECORD AVAILABLE: S. Ave, Decca 1743; Al Hobbs, Atlantic 917 & 918; Jack Jones, M-G-M 2289; Decca Mills 605, 606; Convoy Twelve, M-G-M 2289; Rex Warner, 1959.

29. Heartaches by the Number
By H. Howard—Published by Warner (BMI)
RECORD AVAILABLE: Grey Mitchell, Col 644; Ray Price, Col 4127.

30. Oh, Carol
By Neil Sedaka & Howard Greenfield—Published by Allen (BMI)

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.
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TELL HER FOR ME / DON'T CRY MY LOVE

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Angels

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MEMO 34891

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MEMO RECORDS
204 WEST 49th ST. Circle 5-5310
**REVIEWS OF THIS WEEK'S SINGLES (continued)**

- **One Little Acre** — A pretty ballad tune is rendered nicely by Hamilton. Backing features a muted guitar and a pleasant choral sound. (Sheldon, BMI)

**THE FIVE KINGS**
- **Thank Senorita** — KING 5273 — A samba-rumba blues by the boys. The side has touches of the Coasters in the material and the chanting. An interesting song about the lady from Barcelona. The boys give her a fine sound. Definitely worth watching. (R-T, BMI)

**Dream On** — A moderate paced ballad, with strong philosophical aspects. The lead styled reading by the group. A lot of boys give him a good backing. There's a respite track, too. (R-T, BMI)

**Roger Smith**
- **Love of Two** — WARNER BROS. 5105 — Pretty, falset-roughed theme is wrapped up in attractive vocal by Smith and chorus. Author's popularity on "Seven String-shot" TV show should help as a strong monitor. (BMI)

**Tick Tick Ticks** — Infection call tune is handled in a showy-male vocal by Smith. (M, Wilmarck, ASCAP)

**Bob Luman**
- **Dream Baby** — WARNER BROS. 5105 — Feelingful reading by Luman on a dramatic rockbabalad. Watch it. (Petron, BMI)

**Buttercup** — Franke vocal interpretation of oky blues rocker. (Petron, BMI)

## GOOD SALES POTENTIAL

**JIMMY HICKS**
- **At State-C attaches** — A good theme tune in a very fine reading by Hicks. It's a great concept tune with much potential for a good backing. (BMI)

**Cally Dodds**
- **Family Halo-CALICO 138** — Her voice is very sweet, but still a bit of the way behind other themes on this rockablue record. The theme could carry it. (CAK, ASCAP)

**Leonard Johnson**
- **The Road-AWAB** — 176—Tune tells all about a love from rock. The potential for this theme can carry it. (Tasteful, BMI)

**You Can't Run Away From Love—DONNA** — A love from rock. The potential for this theme can carry it. (Tasteful, BMI)

**Robert Luman**
- **Dream Baby** — WARNER BROS. 5105 — Feelingful reading by Luman on a dramatic rockablule. Watch it. (Petron, BMI)

## THE HONKERS
- **Run Over—** OKLAHOMA 7284 — A ballad theme tune which has a lot of potential. The theme could carry it. (CAK, ASCAP)

**Margaret Issell**
- **Do You Promise—** DECCA 2056 — Margaret Issell turns in a case neatly meeting the demands of this theme. She has a smooth voice. Could carry it. (BMI)

**Nickie & The Intelligents**
- **Tell Me How You Can Make a Love—** WARNER BROS. 5199 — This theme tune is the result of a lot of potential. The theme could carry it. (CAK, ASCAP)

**Rude West**
- **Wrong Way—** DONNA 2053 — Wrong way theme tune which has a lot of potential. The theme could carry it. (CAK, ASCAP)

**Judy Ann**
- **Don't Promises Make You Very** — (BMI)

**Dream Girls**
- **This Is The Night** — (BMI)

**Rudy Alexander**
- **That's Why Man** — A theme tune which has a lot of potential. The theme could carry it. (CAK, ASCAP)

**Trumpet**
- **Roll of The Drum—** (BMI)

**Jerry Cole**
- **Boo Hoo** — (BMI)

## VERY STRONG SALES POTENTIAL

**Larry Lord**
- **Too Many Miles—** COLUMBIA 41505 — A nice, easy-going theme tune which has a lot of potential. (BMI)

**Swamp Fox** — A new disc hero is immortalized in a strong effort by the boys. The side has the march rhythm and instrumentations. "The Battle of New Orleans." Can catch a lot of play. (Daw, ASCAP)

**The Vipers**
- **My Sugar Sugar—** KING 5266 — The boys employ an interesting medium rhythm blues number with a constantly repeating figure in a catchy-shaping rhythm setting. Fine gospel styled changing job's worth hearing. (Armo, BMI)

**It Hurts Inside** — The rhumba rocker blues gets an orange climax, with its exciting sound here and the side is also worth spinning. (Armo, BMI)

**George Hamilton IV**
- **ABC Paramount** — 10052 — Hamilton ends a set to a paper bag—little Tom. The kids end a safe selling papers at a late hour. Hamilton offers a spoken interlude in the middle. Could stand out. (Arm, BMI)

**School Boy Blues—** A good rocker theme tune which has a lot of potential. The theme could carry it. (BMI)

**The Nortones**
- **Here We Are—** WARNER BROS. 5105 — From the Mark VII Production. "Oh, lord, is that you?" The theme is unusual. The vocal couplet, with its compelling voice, could be handled here by Don Eagle. (Mark VII, BMI)

**Harry Wilkins Cleveland**
- **How About That Love You—** FEDERAL 464—Old country hit in this theme tune. The theme could carry it. (BMI)

**Juke Box—** A casehandle theme tune which could carry the momentum. Very jazzy side. (Daw, ASCAP)

**I Deleted Last Night—** WOODBURY 7284 — This theme tune is a greatbles for the group. The theme could carry it. (BMI)

**The Hodors**
- **Top Rank** — A new disc hero on the label with a bunch of potential the theme could carry it. (BMI)

**Hollywood Henry**
- **Furiosa—** DECCA 2123 — This theme tune is the result of a lot of potential. The theme could carry it. (BMI)

**Theamp of the String—** A new disc hero which has a lot of potential. The theme could carry it. (BMI)

**The Bad Medills**
- **Tell Me Who—** KAY 1276 — A theme tune which has a lot of potential. The theme could carry it. (BMI)

**Ralph Ramo**
- **Tell Me Who—** KAY 1276 — A theme tune which has a lot of potential. The theme could carry it. (BMI)

**Yellow Jacket**
- **Take Me Out to the Ball Game—** XEROSCOPE 6 — A theme tune which has a lot of potential. The theme could carry it. (BMI)

**Brian Mooney**
- **The Festival—** A new disc hero which has a lot of potential. The theme could carry it. (BMI)

**Jerry Cole**
- **Boo Hoo—** (BMI)

**The Best—** A theme tune which has a lot of potential. The theme could carry it. (BMI)

## Reviews of This Week's Singles (continued)

- **Continued from page 41**

- **Christmas**
  - **Roger Williams**
    - **Adjestie Fideles (Pd)—** HARK, THE HERALD ANGELS SING (Pd)—The traditional Christmas hymns are done in a new, fresh way by the artist. And the results are gratifying. Both sides allow fine programming material and both should have strong support. (Kapp 249)

- **Country & Western**
  - **Rose Maddox**
    - **I Lost Today (Redo)** — TM HAPPY EVERY DAY (Redcoats, CNSG, BMI)—Miss Maddox sings two attractive items along traditional lines. "I Lost Today" is a tearful weeper. "I'm Happy" is a bright, up-tempo number. Both are strong selections. (Capitol 4276)

- **Pop Talent**
  - **Eddie Holland**
    - **Everybody's Going** — A ballad theme tune which has a lot of potential. (BMI)

- **The Rockers**
  - **Randy Sparks**
    - **A Girl Like You** — MOONLIT (Central Songs, CNSG, BMI)—Miss Maddox sings two attractive items along traditional lines. "A Girl Like You" is a pretty ballad that is given a class waltz with light guitar support. "Everybody's Going" is a rhythm theme tune which has a lot of potential. (BMI)

- **May Britt**
  - **Lola** — A theme tune which has a lot of potential. The theme could carry it. (CAK, ASCAP)

- **Mission to Moscow**
  - **The old favorite is heard a waiting reading by the Goodman group. Sound is fine. The side should find favor with audiences. Plop is 'You Do Something to Me" (Harms, ASCAP). (Chess 1742)

**VERY STRONG SALES POTENTIAL**

- **Bobby Lord**
  - **Too Many Miles** — COLUMBIA 41505 — A nice, easy-going theme tune which has a lot of potential. (BMI)

- **Swpamp Fox** — A new disc hero is immortalized in a strong effort by the boys. The side has the march rhythm and instrumentations. "The Battle of New Orleans." Can catch a lot of play. (Daw, ASCAP)

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  - **ABC Paramount** — 10052 — Hamilton ends a set to a paper bag—little Tom. The kids end a safe selling papers at a late hour. Hamilton offers a spoken interlude in the middle. Could stand out. (Arm, BMI)
### Best Selling Sheet Music in U. S.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Publisher</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>MACK THE KNIFE (Harms)</td>
<td>Columbia</td>
<td>6</td>
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<tr>
<td>2</td>
<td>THE THREE BELLs (Harris)</td>
<td>Columbia</td>
<td>9</td>
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<td>3</td>
<td>BROKEN-HEARTED MELODY (Mansion)</td>
<td>Columbia</td>
<td>10</td>
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<td>4</td>
<td>ON AN EVENING IN ROMA (Zodiac)</td>
<td>Columbia</td>
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<td>5</td>
<td>I LOVE YOU PORGy (Gershwin)</td>
<td>Columbia</td>
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<td>6</td>
<td>MORGEn (Sidmore)</td>
<td>Columbia</td>
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<td>7</td>
<td>TILL THERE WAS YOU (Frank)</td>
<td>Columbia</td>
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<td>8</td>
<td>WATERLOO (Cedarwood)</td>
<td>Columbia</td>
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<td>9</td>
<td>SEA OF LOVE (Karnar)</td>
<td>Columbia</td>
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<td>10</td>
<td>SLEEP WALK (Trinity)</td>
<td>Columbia</td>
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<td>11</td>
<td>LIKE YOUNG (Robbins)</td>
<td>Columbia</td>
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<td>12</td>
<td>MR. BLUE (Cornerstone)</td>
<td>Columbia</td>
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<td>13</td>
<td>(TILL) I KISSED YOU (Acuff-Rose)</td>
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<td>14</td>
<td>SUMMERTIME (Gershwin)</td>
<td>Columbia</td>
<td>21</td>
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<td>15</td>
<td>THE BATTLE OF NEW ORLEANS (Warden)</td>
<td>Columbia</td>
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### Best Selling Sheet Music in Britain

(For week ending October 17)

<table>
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<th>No.</th>
<th>Title</th>
<th>Publisher</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>I KNOW—Felixin (Keesom)</td>
<td>High Notes-Britain</td>
<td>3</td>
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<td>2</td>
<td>HIGH HORIZON—Mariah (Mariah)</td>
<td>London</td>
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<td>3</td>
<td>LOVE—Bing (Spaun)</td>
<td>Columbia</td>
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<td>4</td>
<td>TRAVELIN' LIGHT—Breen (Columbia)</td>
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<td>5</td>
<td>MAY YOU ALWAYS—Erik (London &amp; Bergin)</td>
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<td>THE WANDERER—Yoko (London)</td>
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<td>LIVING DOLL—Richard (Columbia)</td>
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<td>BROKEN-HEARTED MELODY—Sarah Vaughan (Milt)</td>
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<td>ONLY SISTEn—Cue Dugall (Top Rank)</td>
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<td>LADY IN A MILLION—Buddy (Columbia)</td>
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<td>LADY DAWN—Bobby (Columbia)</td>
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<td>12</td>
<td>RED RIVER ROCK—Johnny and the Hurricanes (London)</td>
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<td>LONELY BOY—Pall Ards (Columbia)</td>
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<td>MARIN' LOVE—Floyd Robinson (RCA)</td>
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<td>JUST A LITTLE TOO MUCH—Buddy (Columbia)</td>
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<td>16</td>
<td>MILES OF BAD ROAD—Dave Eddy (London)</td>
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<td>PREGGY SUE GOT MARRIED—Bobby (Coral)</td>
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<td>18</td>
<td>CHINA TAI—Rudy Conway (Columbia)</td>
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<td>19</td>
<td>THREE BELLS—Las Compañeros de la Charra (Columbia)</td>
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### Best Selling Pop Records in Britain

(For week ending October 17)

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<td>MACK THE KNIFE—Bobby Darie (London)</td>
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<td>TILL I KISSED YOU—Bobby (London)</td>
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<td>TRAVELLIN' LIGHT—Breen (Columbia)</td>
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<td>SEA OF LOVE—Mariah (Mariah)</td>
<td>London</td>
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<td>THREE BELLs—The Browns (RCA)</td>
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<td>LADY IN A MILLION—Buddy (Columbia)</td>
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Reviews of New Pop Records
Continued from page 43

★★ GOOD SALES POTENTIAL

with charming offering vocal gimmicks in support of a pleasant piece. Flip offers the side to watch. (Marinella-Annette, BMI)

BIG RON HOFFMAN
★★ That's All I'm Living For—DECCA 55261—Ron's handle is quite a finisher, as the changes over typical rock and roll backing. Hoffman has a powerful set of pipes. (Allen, ASCAP)
★★ Do You Know—Big Ron Hoffmann comes thru with a wild reading of a very rocking track that also features some grunting verse work. (Kenny Martin-Chryser, BMI)

JAY RICHARDS
★★ Little Shovel—HOLLYWOOD 1162—Here, Chatter has an authentic chic. Some backing vocals right along. (Kastor, BMI)
★★ Echoes Of My Mind—This side is a ballad. Chatter is backed by chorus. Arrangement has conventional triplet figure. (Kastor, BMI)

RONNIE SAVIO
★★ Love Me As I Love You—GONE 57951—A tender, charming melody taught by Savio. A fine chorus owing to the sway. Pleasant vocal effort. (Marinella, BMI)
★★ Ooh, What A Girl—Savoy sings with enthusiasm about the newest chick. It's a minor in the blues - styled pattern. (Chorella, BMI)

JACK CARSON
★★ Cosmos—MERCURY 76225—Cosmos has a good, zing sound on this debut on the label. The message is well纽约 for the teen bracket. Nice performance which has the atmospheric pattern of “Venus.” (Marinella Products, BMI)
★★ A Mighty Lonely Man—A slow, rocking ballad. Stylistically it should be the answer to the choruses. (Bill & Range, BMI)

PAUL DUNAP
★★ Lily's Theme—CAPITOL 429—Film theme material from “The Bachelor.” It's slow but pungent rhythm with the band being played by a big organ sound. Has the “gypsy eye” jazz feeling. (Geppola, ASCAP)
★★ Adam's Theme—From the picture “Five Guns To Fight” comes this nicely filled slow theme material, set to heavily accented triplet figure. Processonal instrumentals wax. (Robinson, ASCAP)

JERRY WOODEARD
★★ Why're You Rock My Baby—RCA VICTOR 7631—Woodward offers a charm of his own cicling that has to do with the problem of what to do with leftovers. Once the draft board took calls, Tino lost in moving house at the front. (Tino, BMI)
★★ She's A House Wife—That's All—She used to be of the blues, now she's just a housewife. It's a hit. Tino has the theme of a dog since the cat who took to the house at the front. It's a hit. (Tino, BMI)
★★ She's A House Wife—That's All—She used to be of the blues, now she's just a housewife. It's a hit. Tino has the theme of a dog since the cat who took to the house at the front. It's a hit. (Tino, BMI)

BARRABA ALLEN
★★ I'm In Love With The Man In The Moon—COLUMBIA 7589—The true tone here is not noted. This is the ballad role of the night. Side can get jockeying up. (North, ASCAP)
★★ My Problem—The sweet-sounding theme offers a top-up vocal or creamy style. (R. H. Marvin, ASCAP)

TONY MARTIN
★★ Motto—RCA VICTOR 7633—Martin sounds like the big band today, but this is a pleasant vocal. There are several other versions out, but this should put some play. (Marinella, BMI)
★★ I'll Take Romance—Romantic waltzing tune by Martin on the lovely idal. Nice jockey wax. (North, ASCAP)

TONI CARROLL
★★ Be My Baby—M-G-M 1334—Toni sounds exceptionally well here by Martin. Her lovely idal. Side is not side. (North, ASCAP)
★★ All About Girls—Cute tune is given a bright performance by the chorus. He (Continued on page 44)

OCTOBER 26, 1959
**Reviews of New Pop Records**

**GOOD SALES POTENTIAL**

*Billy Rice*
- *Swan Song Little Rose* - ODGA 499
  - This has the melody of "Ten Little Indians," an oldie. Nice choir it against a rock background and a chorus. (Verma, ASCAP)

*Estella Johnson*
- *John Henry* - ABC-PARAMOUNT 1006
  - A moving backing meets this version of the great tune. Click chorus is in

*MODERATE SALES POTENTIAL*

*Johnny Cash*
- *Daddy Done Dirt Chore* - HAN

*Artie Kassel*
- *The Chantels* - HAN

*The Diamonds*
- *Little Rose* - EVEREST 1931

* exceptions, favoring those with choruses and instrumentation creating a big sound. (Pri, BMG)

**THE ADORABLES**

*The Bells of Home Run* - MERCURY 7921

*Little Red Rooster* - A jumping rocker adopts the country folk to the rock idiom for modern results. ( Vetel, BMG)

**IRA COOK**

*What Is a Girl?* - IMPERIAL 527

*This Could Be the Night* - Rockabilly is solid corn fare here for the chart, backed by a chorus and smooth rock arrangements. (Vincent-Lemantio & Bros, ASCAP)

**JOHN CAPRI**

*What Was Lonely* - ROMARIC 306

*The Jockey* - Columbia

*The Doo* - A slow bouncy backed rockabilly. Fair prospects. (Mitch, BMG)

**THE QUEENS**

*That Doo* - EVEREST 1931

- Attractive blues effort is strong with some feeling by the chart over simple backing. A hit hit definitely, it could get top. (Hedel-Lancott & Bancett, ASCAP)

**Charles Rich**

*Empress* - RENOWN 112

*Speak on a Chart* - There is some room here for the pic, but few do, a middle-class club done with some success. Moderate prospects. (Logan, BMG)

**The Chordettes**

*Ten Little* - EVEREST 1931

- Melodies that please the listening factor as a worldwide romance, is the theme

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From Billboard, Nov. 24, 1958

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Cowboy to Coats!

"QUEEN OF THE MARDI GRAS"

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NAPPY BROWN

"I CRIED LIKE A BABY"

SAYOY RECORDS

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* And highlighting Billboard's Annual C&W Disc Jockey Poll Results.

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PREFERRED C&W SONGWRITERS

PREFERRED C&W SONG

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**QUEEN OF THE MARDI GRAS**

SAYOY RECORDS

**FOR WEEK ENDING OCTOBER 25**

**The Billboard Hot C&W Singles**

Tape Week

**ONE WEEK AGO**

**THIS WEEK**

**LAST WEEK**

**1.** I'M A MAN AND I'M A MAN

**1.** THE PICKIN' WARRIORS

**2.** WILL THE LAST MAN TO CHARGE THE BAND...

**2.** BILL HARRISON

**3.** THE HENDRICKS BROTHERS

**3.** THE BLUE YELLERS

**4.** I'M SORRY FOR LOVING YOU

**4.** THE BLUE YELLERS

**5.** LOVING YOU

**5.** THE BLUES BAND

**6.** I'M SORRY FOR LOVING YOU

**6.** THE BLUE YELLERS

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**29.** THE BLUES BAND

**29.** I'M SORRY FOR LOVING YOU

**30.** THE BLUES BAND

**30.** I'M SORRY FOR LOVING YOU
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Roy Acuff, the Wilburn Brothers and June Webb stop off at "Louisiana Hayride," Shreveport, Saturday (31) . . . Johnny Horton's new Columbia release couples "I'm Ready If You're Willing" with "Take Me Like I Am." . . . The Lone Star parts, Charley and era, will take their families with them when they play the Flamingo, Minneapolis, December 23 then January 2, and will spend both Christmas and New Year's away from home . . . Carl Pickles changes his waves in Denver, November 6; Montrose, Colo., 7, and Fort Carson, Colo., 8, . . . Rusty and Doug set up for an appearance in Savannah, Tenn., Friday (30).

Jimmy Newman plays Linton, Neb., Tuesday (27) and Kirksville, Mo., Friday (30), and then hits out for Nashville to cut a Pat Milk session. Other bookings coming up for Jimmy are the Forest Club, Lafayette, La., November 1; Lake Charles, La., 2; Austin, Tex., 3, and the Skyline Club, Fort Worth, 6. He takes a breather to make the decay convention in Nashville, November 13-14, and then moves on to Minneapolis for a three-day stand at the Flame Club beginning November 26 . . . Reel'in' Lou, the hustling platter spinner of WJL, Niagara Falls, N. Y., continues to score with his promotional activities in the area. He has Ernest Tubb and His Texas Troubadours, Skeeter Davis, Hawkshaw Hawkins and Jean Shepard set for the State Theater, Niagara Falls, November 1; the London Theater, Batavia, N. Y., November 2, and the Civic Theater, Syracuse, November 3. Unit will do two shows at each spot. Lou also has Roy Acuff, the Wilburn Brothers and June Webb booked for a six-day tour in the area, beginning December 1.

Darlene Wright appears as guest star on "Jubilee U.S.A." over the ABC-TV net from Springfield, Mo., Saturday (31), with the possibility of becoming a regular on the show. She is working under the personal management of Uncle Bob Hardy . . . Tex Davie, deejay at WLOW, Norfolk, has completed plans to line up his shipping partner, Janie Humberland, with the Jim Denny Artist Bureau, Nashville. Humberland has just kicked off his and Columbia release, "Swamp Bird" b/w "Porch Fiddle," . . . Rocky Ranch and the Rhythmire continue to keep busy on personal in the area surrounding Lewistown, Idaho, their home quarters. Rocky reports that their "Night Train" teen-age nightly deejay spot is sold out solidly across the heart. Says he can use the new releases and that he'd like to hear from talent making the territory.

Bob Kelly, new record buyer in the talent stable of Charles Wright, Dallas agency has just cut four sides at the Kelvin Studios there, with Wright cackling to perch the masters to a major label. Wright reports placing new music on his personal radio network across the country, two months. Charlie will miss the decay convention in Nashville, November, due to the illness of his wife . . . Ray Price is cued for CBS, with his latest album, "Texas Jukebox," coming out Monday (2) . . . Tom Moore, Colorado, Colo., November 1; Colorado Springs, Colo., 2. On November 22, Roy joins up with Ernest Tubb and Skeeter Davis in Kansas City, Kan., for a seven-day tour. The group plays Kansas City November 22; Sioux City, Ia., 23; Lincoln, Neb., 24; Scottsbluff, Neb., 25; Omaha, 26; Topeka, Kan., 27, and Wichita, Kan., 28.

With the Jockeys

Results of the 1959 popularity poll of c.d.w. artists conducted during the year by Station WKNN, Saginaw, Mich., have just been announced. The winners, in the order named, were as follows: Ernest Tubb, Johnny Cash, Faron Young, George Jones, Stonewall Jackson, Bob & by Helms, the Wilburn Brothers, Johnny Horton, Elvis Presley, Jim Reeves, Webb Pierce, Del Gholson, Marty Robbins, Forlin Husky, Ray Price, Red Foley, Jean Shepard and Kirby Wells. This, the station's fifth annual c.d.w. poll, pulled more than 3,000 pieces of mail, according to Bob Dyer, of WKNN . . . Azalea Records recently moved its headquarters from Houston to 2327 Anne Arbor Street, Dallas, with Skippy Settle, of S. & M. Music, Box 4121, Dallas, commissioned to scout talent for the firm. Newest Azalea release features Casey Welton on "Songs of Jesse James" b/w, "Zippy, Hippy, Dippy." Deejay copies are available by dropping a card to Azalea Records, Box 4121, Dallas.

Country music star Virge Brown has joined the staff of the new power station in Greenville, Pa., WGRF. Virge, in addition to his duties as chief announcer, is making the turntables for a daily c.d.w. record show, and would appreciate the listeners' help in picking out the music for the new hour-a-week show. He promises good exposure on the new 1,000-watt station . . . Sheriff Tex Davis, who a few weeks back was instrumental in putting c.d.w. music back on WLOW, Norfork, Ark., talked his boss into presenting a "Hillbilly Hit Parade" on Sundays, 12 noon to 1 p.m., featuring the top 15 in country music. So, country music is now on WLOW seven days a week.

Cowboy Phil Reed, who whoots the c.d.w. wax at WHJ, Greensboro, Ga., has spent the last three weeks in the hospital, with about another week to go. During his absence, his daily 6-8 a.m. slot is being filled by Tom Johnson. Cowboy Phil polls the strings at Tippecanoe Park, Somerset, Pa., each summer . . . Mel Reeder, manager of Pine Hedge Ranch, Franklin, Pa., is airing country music via the number of Ohio and Pennsylvania stations, and says he'll appreciate record service from the artists and disk jockeys. His address is 443 Drake Avenue, Youngstown, 6, Pa.

Dusty Miller, who for a quarter of a century has toured the country with his Colorado Wranglers and still active with the group in New York State, is offering taped c.d.w. programs on WCBS, New York, N. Y., during the fall, and to air four shows in the Carolinas and Tennessee, in the winter. Charlie will miss the decay convention in Nashville, November, due to the illness of his wife . . . Roy Price is cued for CBS, with his latest album, "Texas Jukebox," coming out Monday (2) . . . Tom Moore, Colorado, Colo., November 1; Colorado Springs, Colo., 2. On November 22, Roy joins up with Ernest Tubb and Skeeter Davis in Kansas City, Kan., for a seven-day tour. The group plays Kansas City November 22; Sioux City, Ia., 23; Lincoln, Neb., 24; Scottsbluff, Neb., 25; Omaha, 26; Topeka, Kan., 27, and Wichita, Kan., 28.

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1113 Broadway, Kansas City, Mo.

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rocking tempo. Hulis hands it a pleasant performance. (Brown, Petr. BM1)

JIMMIE MADDEN
"Bird Day—AMERICAN INTERNATIONAL. 78—This shows the
roceter plaster is the key to a rhythm support. (Brown, BM1)

"We Love the Muses—Trinity to the music. Dixieland is very skillful by the

Rosenbluth combo. (Brown, ASCAP)

ARNOLD WILEY
"It'll Be a Long Time—ACE 111—
A monthly deal to procure a fine artist who is not only an interpreter but the

producer. The producer has a Topical theme, and the arrangement is solid. Sound
delightfully so. (Brown, ASCAP)

DR. EDWARD FORBES & MR. X
"A Trip to the Store—BLNA 397—
A weekly deal to procure a fine artist who is not a weak interpretation. The

producer has a Topical concept, and the arrangement is solid. Sound
marvelously so. (Brown, ASCAP)

MANNY MARKS
"Lazy Leashed—(Arti. BM1)

HORACE SILVER QUINTET
"Image of the Summer—BLUE NOTE 1794—
Bassist Green and the contrabassist are not only a fine addition to the

drum section, but a theme that is taken from his latest Blue Note label
album. This is a Topical theme, with a spleen piano. Good work for the
just heard. (Brown, ASCAP)

"Mellow D—Same comment. (Arti.

BM1)

RENNIE GREEN
"Sing a Song of Blue—BLUE NOTE 1774—
Bassist Green and the contrabassist are not only a fine addition to the

music of the time. This is a Topical theme, with a splendid piano. Good work for the
just heard. (Brown, ASCAP)

"Can't We Be Friends—A fine

rendition of the standard by the Green combo. A theme that is heard. (Brown, ASCAP)

Country & Western

PHIL SULLIVAN
"You Got a Thrill—STARDAY 422—
A bowling combo that is solid, with rhythm and movement. Song has a
pleasing feel qualities. (Green & Brown, BM1)

"I Could Never Be Alone—A

true Western style, and it will be appreciated by lovers of the music genre. (Green, BM1)

GLENN BARRER
"New Gall to School—D 1979—Fair

choice, and a theme that is solid. This is a Topical theme, with a splendid piano. Good work for the
just heard. (Green, BM1)

"Go Home Lutie—A splendid theme song for fair effect by Barther. Good mate-

rial. (Green, BM1)

DON RENO, RED SWEETLY & THE TENNESSEE CUTUPS
"Presenting—The music is fine for this Topical theme that is solid. This is a

theme that is fine for this Topical theme. (Green, BM1)

"If You're Tired—Some of the music is fine for this Topical theme that is solid. This is a

theme that is fine for this Topical theme. (Green, BM1)

BILL MCBRIDE
"Dink As the Night Goes On—DECCA 2944—
The music is fine for this Topical theme. This is a theme that is fine for this Topical theme. (Green, BM1)

"Tomorrow I'll Be Gone—Superb

rendition even as a fair rendition on a Topical theme. This is a theme that is fine for this Topical theme. (Green, BM1)

"Boogie Woogie—Superb

rendition even as a fair rendition on a Topical theme. This is a theme that is fine for this Topical theme. (Green, BM1)

(Continued on page 46)
**The Billboard's Music Popularity Charts...**

### Reviews of New Pop Records

**Continued from page 48**

MARIJOHN

What Can We Do to Please You?
COLUMBIA 1012 — The gal who scores "Woman's Day" now has a very promising, even-flavored effort. Milt Stone has a solid, down-to-earth sort of feel that would compel your time. (Columbia, BMG)

**Barbara Allen**

The well-known folk song is placed in strong pop context by Milt Stone. Good arrangement and fine store. (Columbia, BMG)

CHUCK WILSON

*** Thank You Call Again — OZARK 1021 — Honey Moon tells either way, if a woman is pleased that her former love knows she is alive. It's given a good bit of added meaning by the addition of jazz guitar to the tune. (Mercury Valley, BMG)

*** Walking — Country ballad with a total lack of figures on an attractive reading by Wayne. A few chemo helps. (Mercury Valley, BMG)

BILL ANDERSON

*** Dead or Alive — DECCA 30981 — Bill Anderson has a good tune here about

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**CARLTON RECORD CORPORATION**

NEW YORK **CHICAGO**

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**Author of "A Fallen Star"**

Write and Sing To Even Greater Fame

---

**GIVE TO DAMON RUNYON CANCER FUND**

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**Look for the following records also released by The Billboard music staff, were rated one side...**

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**NEIL Young**

**GUARDIAN STAR**

**NEIL Young**

**GUARDIAN STAR**

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New York 1, N.Y.

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**SOUND ART**

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Don Costa
I'LL WALK THE LINE
b/w Catwalk
UA 2190

UNITED ARTISTS
2/19/58

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CONTENTS

Review of New Pop Records

CONTINUED FROM PAGE 49

HENDY SNOW SINGERS
Don't Trust a Woman—WHITE HALL 7002—An attractive version of the hit sung by the hit makers. This has a chance in a choice some of the best hit material. (White Hall, ASCAP, BMI)

Battle of the Bands—BATTLE 200—A hot, high-energy record with a certain appeal to the generates. (Battle, BMI)

The Little Drummer Boy—THREE RIVERS 3368—Christmas hit is handled a highspeed arrangement. Solid staff performances, good opening. (Three Rivers, ASCAP)

Eric Jay—VOL. 1377—What a hot, happy, up-tempo record with vocals that will catch the bandwagons. (Vocalion, BMI)

LEN HANCOCK
Farewell, Dear Friends—JUDEAL 110—A solemn, beautiful song that will catch the bandwagon. (Judeal, BMI)

KING BROTHERS
I Need Someone—EXCELSO 1183—Ballad with beat is nicely handled by the staff. It can catch the bandwagon. (Excellso, BMI)

WE'VE LOST A LADY—DOUGLAS 1005—Another rocker gets a good workout from the form, this one appeals more cheerily. (Excellso, BMI)

SPRITUAL

KNOWLES & JACKSON Sextet—Jesus Is the Light of the World—GOLDEN 5319—The gospel theme gets a smart, sprightly treatment. In the market. (Golden, BMI)

OVERSEAS

JOHN LEE HOOKER
Boo—Verve-Jay 3012—Hooker, with this pristine blues with down-downs, will catch the blues market. (Verve, BMI)

CARLTON KINSEY—Mood, Down (Bread & Butter)—A rocker with an appealing blues theme. Will catch the blues market. (Verve, BMI)

KING BROTHERS
I Need Someone—EXCELSO 1183—Ballad with beat is nicely handled by the staff. It can catch the bandwagon. (Excellso, BMI)

WE'VE LOST A LADY—DOUGLAS 1005—Another rocker gets a good workout from the form, this one appeals more cheerily. (Excellso, BMI)

S t r e e t  

ALPolicy

1965: Richard & Lloyd

1967: Al J. B.

1968: J. B. S.

1969: B. M. W.

1970: Al M. B.

1971: B. M. W.

1972: M. C. B.

1973: B. M. W.

1974: M. C. B.

1975: B. M. W.

1976: M. C. B.

1977: B. M. W.

1978: M. C. B.

1979: B. M. W.

1980: M. C. B.

1981: B. M. W.

1982: M. C. B.

1983: B. M. W.

1984: M. C. B.

1985: B. M. W.

1986: M. C. B.

1987: B. M. W.
Victory Ups Dissident Action  
- Continued from page 2

posed consent order has the neces-
sary "consent." The two phases of the plan— the registry and the regis-
tering—are expected to vary. Some
ASCAP members feel that if the dissi-
dent get their message across to the
membership, the unit vote may be in favor of ratifying the
proposed order, whereas the
registered vote will be in favor of
accreditation. Some name that
should the dissidents garner less
than a majority, the unit vote—
should they merely tally
about 40 percent—this might
will indicate to the court a lack of suf-
ficient agreement.

MRS. DEAN 10X

It is no secret that the court
hearings leave some of the old-line
ASCAP members in a state of exas-
speration. One of the exchanges, which contributed to this is the
follows, taken from the transcript of the
second day:

"STARTING TO MOVE NATIONAL!! The Echoes "DEE-DEE-DI-DI-OH" Andex 22102

KNOX "100 YEARS FROM TODAY" the SPANIELS vesjoy 328

1619 Broadway, N.Y.C. 19

"PINK COTTON CANDY KISSES" b/w "Many a New Day" HARRY ELLIS 2167

"LONELY STREET" BY ANDY WILLIAMS #1370

MUSIC VENDOR HIT PICK OF THE WEEK AND Features the CHARTS"PINK COTTON CANDY KISSES" b/w "Many a New Day" HARRY ELLIS 2167

LOndon "MARINA" WILLY ALBERTI 1888

Audio Fidelity Records the highest standard in high fidelity 770 Eleventh Ave. N.Y.C. 19

Buddy Holly "OVERIGHT"

FAME RECORDS 18165 Crescent St., Philadelphia, Pa.

MUSIC VENDOR HIT PICK OF THE WEEK AND Features the CHARTS"PINK COTTON CANDY KISSES" b/w "Many a New Day" HARRY ELLIS 2167

MUSIC VENDOR HIT PICK OF THE WEEK AND Features the CHARTS"PINK COTTON CANDY KISSES" b/w "Many a New Day" HARRY ELLIS 2167

BLAZE 349

NOW A HIT ON EVERY CHART!!

See Bobby Comstock sing "Tennessee Waltz" on the national DICK CLARK TV SHOW November 13th

BLAZE RECORDS 54 W. 74th St., N.Y.C 23
Fielding Inked By Signature

NEW YORK - Arranger-conductor Jerry Fielding has been signed to do a series of albums for Signature Records, according to the label's press, Bob Thiele. Currently director of the Betty Hutton TV series, Fielding previously has recorded dance albums for Decca and has worked as arranger-conductor on dancing dates, for the late, Debbe Reynolds, Ruth Olary and Pat-Brown, among others. Fielding's initial album, a Christmas set featuring a brass choir, is coming shortly. Fielding's signature pact allows him to continue outside recording work with other artists.

7 MORE JOIN LABEL PARADE

NEW YORK - Seven new labels joined the Label parade during the last few days. Here are the names and addresses of the newsmakers:

Adamson Records, 181 West 57th St., New York; Gile Records, 317 Republic Bldg., Columbus, 6, Ohio; Earth Records, Box 9, Florence Ave., Heart Records, 2517 1/2 Fill Ave., No. Brantingham, Ala.; Prey-McClure, 111 Upper Ave., New York; Riverside Records, 501 Westwood Records, Box 471, Avenel, N.J.

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FRANKIE LAINE,
Columbia Records artist and entertainer, says...

"Billboard... an invaluable advertising medium..."

I have always found Billboard can be depended upon for complete and accurate news on music. Because of this reliability, it has been an invaluable advertising medium throughout my ten years on records.

The Billboard / THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
Raleigh Gate Off In Spotty Weather

By IRWIN KIRBY

RALEIGH—Attendance at this year's North Carolina State Fair took a beating from rain and mud but the 50th anniversary edition alluded thus in fine style. Total turnouts are usually in the half-million category but this year dropped about 150,000.

The fair was superior to previous efforts in that exhibits were more numerous and of better quality. On the amusement side the midway, — with old favorites like the GAC-Hansel revue and a number of others — was not lessened on less than a full schedule of performances. Rain also cause celling of the big rides captions by Sum Nam on Saturday (1). The arena presentation featured collaborations of Gold Dust House, sponsored by the Berris Johnson-Keeling Company, and big, boisterous gaudiness and neons filled the final three days for a real W.F. unit featuring the Houston Inks

Name Bill for Stock Show

HOUSTON, Tex.—Names for the second week of the 1960 Houston Fat Stock Show and Rodeo will be drawn for television and radio listeners tuning in Chicago's WGN and WJWL.

Amara currently is cast in the lead role in the show, on the television in the Plaza.

The pair will follow future-week stars, Wagon Train's Flint McCullough, then will return to Houston for two weeks of performances. He will here throw the 19 performances in 1952 and 1953.

Roy Rogers and Dale Evans will occupy the spotlight on the final Sunday night performance which will be nationally televised as part of the Chevy Show.

HE WANTS THE WORLD'S FAIR TO BE AFLATO

DETROIT—A proposal to build the world's fair on a 240-acre site in 1964 as part of a continuing collection of the 100-year history of the fair was presented by Paul D. Bagwell, last year's Republican gubernatorial candidate for Michigan. The proposal would include a collection of more than 100 acres on the site at Dearborn, which Bagwell's idea was directed to Secretary of Commerce, most recently named to work with a special world's fair committee. The plan is being studied by President Eisenhower.

TEXAS FAIR CONTINUES TO TOP '58 ATTENDANCE

Lead Built by Extra Friday; Top Attractions Doing Well

DALLAS—The 1959 State Fair continued to overshadow last year's record breaker—partly because of the world's fair opening on opening day as a result of a Friday night opening instead of the customary Saturday bow.

Fair, however, was going great guns and was bidding to be one of the most successful in the 74-year history, which was advertised thru Wednesday (21), 2,146,967.

Clear skies and pleasant temperatures, not too warm but with just a touch of autumn crispness, blessed the fair thru the rain thus far.

There was one day of rain, the first Tuesday, but that was all. The Fair management, on the whole, of the showing so far, expects total attendance to make it probably slightly exceed the 2,757,734 all time high set in '59.

The Big 3 Days

The middle weekend, traditionally the biggest, was gigantic. For the first time on record, the fair had three consecutive days with an attendance of more than 1,000,000—Elementary School Day (16), Rural Youth Day (17), and the magic number (18). The Saturday crowd topped them all with 231,990, the biggest single day crowd ever.

Saturday's attendance was 215,674, the highest single day crowd ever since the fair opened in 1881.

The record was broken on September 18, which fell some 40 percent. The record, in which nobody was seriously ill but which hospitalized many, was attributed to chocolate sellers at the fair. Fair goers felt relatively easy to keep for the most part, most police coverage which pinpointed the cause of the event.

Shows Do Well

The top attractions were doing very good business with a total of 10,000 people during the actual fair, including the new McCord Sisters and Ronald Morgan, continued to build and prospects were that it would end up in a class with other fair attendance records.

Friday (23) was high school day. A school day was looked forward to that one. Saturday (24) was school day and free tickets were distributed for the big fair to the students of Fair. Worth schools. It was also Junior Fair Day. The junior fair was a Cotton Bowl football game between Texas and SMU.

Attendance to date, with 58 figures in brackets: Friday (9), 1,931,175 (210,989); Saturday (10), 2,191,643 (320,559); Sunday (11), 1,868,749 (145,872); Monday (12), 696,092 (72,623); Tuesday (13), 84,437 (110,773); Wednesday (14), 74,686 (62,200); Thursday (15), 63,103 (235,549); Friday (16), 703,303 (295,304); Saturday (17), 653,271 (398,907); Sunday (18), 302,468 (357,572); Monday (19), 187,577 (273,698); Thursday (20), 878 (35,849); Sunday (21), 75,492 (64,131).

Rain Belts

Ga. State Fair

MACON, Ga.—The Georgia State Fair's 104th edition was about 7 percent ahead of last year's weather. Rain came on Wednesday (21) in advance of the fair's opening.

Opening day, Monday (19), was kids' day and, while it was big, it was not good. The fair did not open clear to the same day last year. Robert Wade, general manager, under the direction of the board, was the biggest of the early run and showed a tremendous gain over the same day last year.

While rain kept the midway from new shower-driven, such as the Ethel Meriman show in 1953, the infield, in the arena, was having a great year, one of its best.

Fair ended Sunday night and was closed for the season, Friday (23) was high school day. A school day was looked forward to that one. Saturday (24) was school day and free tickets were distributed for the big fair to the students of Fair. Worth schools. It was also Junior Fair Day. The junior fair was a Cotton Bowl football game between Texas and SMU.

Renowned Giants

Scope of Class: President V. Moore and his staff at the Steel Building filled an entire building with a large number of "class" exhibits. The place was an encasement of display, presentation and a full-sized replica of an Expo station complete with convertible bus. What happens to Big Thursday days remain to be seen. The holiday developed from the annual football kickoff and has been a mid-week bonanza. The change came about when Clemmons noticed N. C. State had no state fair on that day.

Both schools had been compulsory to sell the Saturdays prior to and following the game in the past. Moore said another game will be scheduled, most likely North Carolina and South Carolina.

Punish Rodeo Pulls 30,000

HUNTSVILLE, Ala.—A crowd of 30,000 was seen in the huge stadium for the big rodeo this performance of the annual Texas Rodeo.

Guest stars were Steve McQueen and singer Johnny Horton.

The final performance was on Sunday (25) when the star attractions were to be Johnny Madison and his wife, Sheila Connolly, singer and dancer.
Hunts Buy R-B Surplus; Sign Palisades Acts

BURLINGTON, N. J. — Three D. C. public schools which had not been under any federal or local construction, have been acquired from the Ringling Barnum and Bailey Co. by H. Hunt Bros. Circus. Included are sweaters: $5,000.

PULL 3,500

Rain Chases Car Stunters Into Arena

RALEIGH — An oddity in the auto show business turned out surprisingly well here Saturday (17) when rain sent the Jack Kochman show indoors. Conversations between Kochman and Doc Dorrington of the arena persuaded a decision to squeeze the effort into the State Fair Arena, following the night rock 'n roll show.

It had rained all day, causing cancellations in the auto show. A Dodge pedal car, with two-wheel "walks" very conveniently on the wet floor. A Dodge pedal car was used for the ramp-to-ramp jump. Although the cars came close to the walls at times they did not crash, and no damage was done except for the:Siegfried Freepost, N. Y., a stroke Wednesday (14) took the life of Kaye Kelly, well known model, whose picture appeared in the Richfield Co. garage at Akron on Oct. 15 (2). Her brother, Kaye Kelly, will be brought from Akron to the Coliseum in the next few days.

Cristiani Wins Houston Series Of 75% Houses

HOUStON.—Cristiani Bros. Circus scored a series of three-cornered battles in the Houston area this week (20-21) under auspices of the Civic Club. The Shrine Circus, November 3-15, was in opposition and local sources commented that they got their advantage one way or another. But the big attraction was Kaye's Pecos Pattons, and the Fog City crowd was on hand at night at the Coliseum to see the誕生の日 to the Coliseum.

MILLS CLOSES GOOD SEASON

Cleveland Heights, O.—Mills Bros. Circus has closed into winter quarters at the fairgrounds in Jefferson, O., after completing its tour at Greenville, S. C. (10).

Manager and co-owner Jack Mills said that the tour was very successful, especially the second leg, and that the circus has started on the booking of the 1960 route, he stated.

The tour started August 21 and ran for 25 weeks and two days. The season included 84 performances at one-day stands with the exception of a pair of two-day stands, St. Louis, Mo., and Peoria, Ill., respectively.

Mills maintains offices here during the winter.

SHOW PLACES

Million a Year

WHEN the history of 20th Century show business is written, high on the list will be Omaha's Ak-Sar-Ben, a unique civic organization that is one of the most important buyers and users of talent in North America and probably in the world.

Close attention will be paid to the annual horse race meet with pari-mutuels, which opened in mid-May and ran thru July 4. A half million dollars in purses was won in each of the 200+ races.

"We are looking to the next year, and we are hoping to bring something back from the new plant which embraces a coliseum, full-fledged horse race track and modern exhibition barns and stands.

This year was a typical Ak-Sar-Ben season. Longest and most interesting was the annual horse race meet with pari-mutuels, which opened in mid-May and ran thru July 4. A half million dollars in purses was won in each of the 200+ races. The Ak-Sar-Ben coliseum, came out to see the hundreds run and wager a couple of dollars on the outcome.

Early in May, Tony Bennett came in to head up a two-day program of acts in the Coliseum, featuring boxer Rocky Marciano, played a one-day show. Joni James and the Kirby Stoen Quartet were in for two days and Bob Crosby and Carmen Knight joined forces for two days on the tin.

These are just a few of the names that have played there over the years. The list also includes Bob Hope, Milton Berle and almost every other biggie in TV, radio, motion pictures and the record business.

"The only one we've never been able to bring to Omaha is Jack Benny," says Jake benzoni, able general manager of the operation which has been at its helm since way back in the 30's.

Two other attractions during the summer—called family shows—were presented. One, a review brought in by Eric Young, of the GAC, Harford office, played to a capacity audience. The other, a Barber-Couts show, brought by Sam J. Levy, Jr., played three days in August. Fireworks by Thuerle-Duffield, Inc., accompanied both shows.

For an annual review of the show business in the region which plays the Omaha location to string crowds. And the 59 rodeo, which closed October 4 after 11 performances, drew 63,000, second largest rodeo crowd ever to play the arena. In previous years, Arthur Godfrey was a feature of a couple of years ago. Chuck Connor, star of television's "Father Knows Best," was a feature of the 1954 rodeo, featured this year with Harry Knight stock for the cowboys.

Countless other events are presented during the year, many of them at bargain rates to the 20,000 deuce-paying, who get their dollars' worth of entertainment for the $4 annual payments.

A square dance festival was included this year and a presentation by the Omaha Civic Opera with some pro talent, some amateurs in the cast.

Events this year that were free to the general public included a concert by the Philharmonic Society, a performance of the Fort Wayne Symphony and the annual rodeo. All of these were scheduled to last two hours, working them out of debt and then turning them into free shows for the public.

Residents of Nebraska have benefited in many ways from Ak-Sar-Ben in addition to the many attendance figures shown by the attendance figures shown by the entertainment.

One of the most colourful events each year is the two-day coronation of the Ak-Sar-Ben queen and the ball held in her honor.

Nebraska's fairs are well aware of its value. Annually, Ak-Sar-Ben sets up two teams to aid fairs, one for premiums, the other to help finance the competition of the fairs.

For years it has set up research fellowships and scholarships at agriculture colleges and in recent years has expanded this program to include teachers' colleges. In addition, it offered a summer post-graduate scholarships that enable teachers to further their educations. Numerous other benefits accrue from Ak-Sar-Ben. Ambassadors have been given in various countries that helped needy and dozens of other donations have been made through the years.

There's a saying around Omaha that Nebraska is Ak-Sar-Ben spelled backwards. Obviously, it's the other way around but the saying points up the importance of the organization in the area. Show business, too, is very much aware of its important role.

S AN ANTONIO—Polack Bros. Circus was in San Antonio at the final five shows here (11-14) as they played the 7,500-seat Joe Freeman Coliseum. The circus ran for five days. The previous 15 Polack acts have been held in the Coliseum by the City Municipal Auditorium. Attendance rundown showed Wednesday, 7,400; Thursday, 5,900 and 4,100; Friday, 6,900 and 4,500; Saturday, 6,800 and 5,800; and Sunday, 6,900 and 5,900. The overflow crowds were accommodated in the downtown hotel lobby.

Local sources commented that the performance, especially the second, was the best they had seen in the Coliseum. Shrine auspices commented that the show probably would return to the Coliseum next year and may go back to a full seven-day schedule in 1959. The Coliseum, Little Theater opening and football games competed over the weekend.
**Talent on the Road**

**Arthur Godfrey Plays Boston Garden Rodeo**

Arthur Godfrey and his horse, Goldie, in what was not too much of a heralded appearance, played the chimp rodeo at the Boston Garden last night. The vaudeville act had made this year's appearance at the Hub City because that's where he was fixed up for a series of appearances. While he was in the royal purple tinted with a white lavender design. From Boston he headed back for his Virginia farm and then planned to do some bird and animal shows. While he was in the Hub City he tape a TV show and then went to New York in February where he's been doing 7609 to Air India. He's currently using a Convair 340 with which he commutes between his home and New York.

Associated Booking Corporation reports Joe E. Brown will open at the Tropicana, Las Vegas, November 11 for three weeks. The show will end November 13, and Duke Ellington will open week of November 6 at the Red Hill, Camden, N.J., the booking coming right after his return from Europe, • • • David King writes from Cedar Rapids, la., that he and Herbert McNeill are framing a new Christmas stage show with contract for the Christmas Show in the Virginia/ Meridian, la. natives are scheduled to include KingScott and more than 140 production numbers and the acts have not been released.

**Minneapolis Managers Seek Concert Hall**

MINNEAPOLIS—Surred by a report that the Minneapolis Auditorium is being sold _to_ 100 events per year has really been only a rumor, the Minneapolis City Council, it 

**Photo by Nick Rock* **

**Boxing Show Framed for Major Fairs**

**SYRACUSE, N.Y.**—An impressive big fight card will be shown at the 1960 New York State Fair, and the promoter is planning to tour the arena at other fairs as well. Norm Rothman of Onondaga, owner of the current arena, has featured live appearances as follows: Friday, Barney Ross and Torrey Berg. Saturday, Joe Vallett; Sunday, Rocky Graziano; Monday, Lou Reardan; Tuesday, Jim Brodlock and Gun Levenich; Wednesday, Billy Graham; Thursday, Rocky Marciano; Friday, Mickey Walker, and Saturday, Jack Demsey.

Rothchild set up a training ring for sparring exhibitions, and Nat Finestone's King Magazine overrode the display.

The card is not profit-

able but indicated success of not certain changes are made, he said.

**Gill Gray Records 37,100 Patrons At Corpus Christi**

CORPUS CHRISTI, Tex.—The Gill Gray Raceway, after a short season after playing here (14-17) to 37,100 customers in the 5,000-mile, was the highest of this year's, a sharp climb for the Shrine sponsorship. Showers dampened the crowd under the right show pulled 4,810. Closing day, Saturday (17), 5,200 people were at the gate when show and 4,500 were at the night show. Some actual caracts due to the high winds and the lions were re-

led to lie down in the mud.

At Alice, Tex. (13) the show played three settings, and Raceway Arena to 3,200, was the 24th show under Asia sponsorship. Was cut short during the afternoon performance and the crowd was given in rain for 450 patrons.

**Jethro Almond Dies in N. C.**

ALBEMARLE, N. C.—Jethro Almond, 90, former circus owner and pioneer tent movie man, died Saturday (17) at his home here.

Almond was a member of the Andrews and Forrest circus. In 1891 he was one of the first 30 circuses to open in the United States.

In the early years this moved on the North Carolina, the, was in the business since 1902. There was a partner in the first show.

**Hagen Draws Rain At Valdosta, Ga.**

"VALDOSTA, Ga.—Hagen Bros. Circus pulled two one-quarter houses here Thursday (15) in a steady run. Beauty-Cole showed the city October 21.

**Voice Asks Tickets Count; Acts Get Two Payments**

CHICAGO—Producer, sponsor, unions and agents have been urged the last week to unravel the complications left in the wake of the Knights of Columbus Fair which ended Thursday (17).

**Sam Bockich, Burger's Plans New Tent Show**

SACRAMENTO—Frank and Janet Burger and Sam Bockich have been planning a new tent circus. It will be called the Wonder Bros. Circus for the West Coast next spring. The circus will pick up and tour with Palace and Hamid circuses and will be used to be featured with Edgar Peers and Pogo. Robinson will follow with Al G. Barnes, has been the pioneer on the Ringling-Barnum circus and more recently operated his own small show at fair trade and benefit centers. He cited Palhon’s Fab-

**Willy Carr Dies In Fla.**

MIAMI—Willy Carr, 82, veteran of 13 years in the circus business with the Ringling circus, died at a Miami hospital on October 17. He had retired from the circus several years ago.

He was born in the select group of specialists and experts upon which the Ringling circus could count. Harrison’s agent was the topic of articles in numerous magazine and newspaper a few years ago.

He was born in Newton, N.J., and joined the circus in 1926, when he was a bigtop worker. He moved to Sarasota, Fla., in 1931 when the Ringling circus moved to Ringling Brothers. He remained with the show after it was purchased by Ringling Brothers and Bailey. He’s owner of Ring-

Survivors include his widow, Sue, a former performer, and a sister. Burial was at Miami October 20.
Spartanburg: Rain Bad, Flower Show Excellent

SPARTANBURG, S.C. — Gate admissions for this year's Piedmont Inter-State Fair suffered by some 1,000 as a result of wetter and insecure footing resulting from rain. More than 100 tons of crushed rock, however, were applied, had improved the situation considerably around the exhibit area.

Midway and grandstand spending suffered during the week, but not to the attendance and comments drawn by the fair's annual feature, the House of Flowers. Mrs. Margaret Moore transformed the interior into a Japanese fantasy devoted to interpretations from "Madame Butterfly." A GAC -Hamid circus show was raised out Tuesday and Friday. There were two shows slated nightly, except Wednesday.

The House of Flowers annually attracts floral personalities from throughout the country as observers and judges. This year they saw a center area converted to a pagoda and Japanese garden. Niches around the walls contained arrangements illustrating various phrases from the original story by John Luther Long. A copy of the original manuscript was borrowed from the Library of Congress and passages were chosen from it. The Oriental mold was featured on the fair's premium book cover.

Cerlin and Wilson Shows provided the midway attractions. The flower displays were augmented by a $10,000 spread of Oriental paintings loaned by Mrs. Pei Ling Liang of New York, nationally known artist.

Fire Destroys Grandstand at Charlottetown

CHARLOTTETOWN, P.E.I. — A 176-foot section of grandstand at the Charlottetown Driving Park, home of the Provincial Exhibition, has been gutted by fire, causing the harness racing season to be curtailed.

Damage of $100,000 was done, by fires originating in the pur- manurol office. H. J. Kennedy, general manager of the association, save the estimate based on the cost of replacing the 16-year-old wooden stand with a modern concrete and steel structure.

Hartnett Named Burns Director

CALGARY, Alta. — Maurice E. Hartnett, general manager of the Calgary Exhibition and Stampede, has been appointed a director of Burns & Company, Ltd., packing firm with headquarters in Calgary. Hartnett is president of the International Association of Fairs & Expositions.

The late Pat Burns, founder of the company, was one of the original Big Four developers of the Stampede.

The Fair-Exhibition Management

Western Fairs Assn. Meets November 16-18

SACRAMENTO—Western Fairs Association will hold its annual convention here November 16-18 with meetings taking place in two places—the Hotel Senator and the Capitol, Los Angeles.

The program will feature seminars in the State Capitol both morning and afternoon. Discussions are scheduled on advertising fair specials, special events and special-day programs, increased fair revenues including concession rates, pay policy at the larger fairs, problems in the fair and fairgrounds area.

Headquarters for the meeting will be the Hotel Senator. The first day will be devoted to seminars in the State Capitol after which there will be an informal reception at the Capitol, Los Angeles.

Area meetings will be held at noon on November 16-17, Sacramento, San Francisco, and Central and South Coast areas to meet the first day and evening sessions in the State Capitol after which there will be informal receptions. The conventions will be held in the fairgrounds area.

The Western Fairs Association is a body of men associated with the fairs of the nation and is devoted to the advancement of the fair business. The Western Fairs Association is a body of men associated with the fairs of the nation and is devoted to the advancement of the fair business. The Western Fairs Association is a body of men associated with the fairs of the nation and is devoted to the advancement of the fair business.
NAAPPB Trade Show Assured Of Sellout; 81 Take Spaces

CHICAGO—As reservations stack up for the forthcoming International Outdoor Amusements Exposition at the Sherman Hotel in Chicago, the show is assured of being a sell-out again. NAAPPB Secretary John S. Bowman said that only a few booths remain and they are of a limited variety in size. There are 182 booths in the show not all of them have been reserved by 81 exhibitors. The reservations indicate the show will concentrate on exhibits close to the park business, with virtually no exceptions.

In addition, the children exhibitors number about a dozen. Two of them are swimming pool builders and suppliers, reflecting the recent revitalized interest in the pool. Two others are makers of ball pitching devices. There is one ride manufacturer, the Children's Exhibitor. A manufacturer of coin, tape and sound effects equipment has been added. Others make lockers, miniature golf courses, chain belt equipment and novelties. Some of the displays and shows are old hands in the amusement game but have not been in this show, at least for several years. And continuing the policy of the fair are such established companies as those charged at the 1959 fair.

Greenfield, Mass., Fair Executes Study Additional Day

GREENFIELD, Mass.—Franklin County officials are pondering the results of their 11th preparation for the upcoming season. Paid adult attendance, at 19,019, was well above last year's 16,252 and just under the 13-year (1942-54) average of 19,934.

However, the fair operated five days this year, Sept. 23-28, for the first time. Question: Was the extra day (Saturday) worth while? The Hershey Doody Show played to three free grandstands, estimated at between 800 and 600 in the early morning and evening. Art Henry's Dogs and Ponies filled out the program.

In addition, the fair ran its annual free kids' scatter contest the same morning, drawing 1,000 to the grandstand for the talent portion of the afternoon's entertainment. Attendance on Saturday was 1,000 and since it was the first day it was a plus for the fair, though if the extra day was justified.

Weaver, Leigh Named Freedomland Advisors

NEW YORK — The appointment of Sylvester (Pat) Weaver Jr., chairman of the board of issuers, Cun Carlin Erickson Corporation, and Douglas Leitch, president of Douglas Leitch Inc., as special advisors to the $65,000,000 Freedomland U.S.A. has been announced by Milton T. Raymond, president.

Raymond said Weaver, former president of the National Broad- casting Company, will direct the radio and television facilities for Freedomland, while Leitch, creator of spectacular light displays on New York's Broadway, will be the consultant for outdoor displays and spectacles. The big park is now under construction in the Bronx. It is scheduled to open in July, 1960.

Mid Tenn. Fair Cracks Records

LAWRENCEBURG, Tenn. — Middle Tennessee Fair, last September 28-October 3, topped in records in all departments. Manager Thomas H. Locke crediting the gains to ideal weather, strong grandstand and midway attractions and a record number of exhibits. Attendance records were broken on Friday and Saturday nights.

World of Pleasure Shows, with 23 rides, eight shows plus concessions was on the midway for the fourth successive year, and its gross of $24,500 for rides and shows set a record for the fair.

The grandstand show, furnished by Jack Norman and Eddie Zahn, featured the Fair's boasts, Baltimore, The Flamingo and the Flamingo, which was in the biggest, the biggest, the biggest, the biggest, the biggest.

Linda Kelly was crowned Miss Middle Tennessee Fair Monday (28) night, also the fairest from the fair at the January fairs meeting sponsored by the Tennessee State Fair Association.

The following are any other department made it necessary for the fair to require entry applications this year, departure dates from previous procedure, and many commercial exhibits which were turned away due to the overflow.

Weaver's Stunters End Tour, Plan Midwest Visit for 1960

Philadelphia — "Auto Co- Labor" wound up its most successful season under Buddy Wagner management, the latter and4 Fryeburg (Me.) Fair on Saturday and Sunday (10-11). Wagner had two units to his credit last September, one of them playing six dates under September and October auspices, while the other followed the Eastern coast.

Receipts of record proportions were reported for Franklin County Fair, shown by the Rochester (N. Y.) State Fair, both doing heavy business. Wagner will again use the can- non auto act in 1960. Plans are drawn for two units to tour, one in the Midwest. The titles Auto Camper's "Parked for Life" and Wagner's "Motor Dazzler" will be employed.

Only two rain-outs were suffered this season, with the total number of shows played was 122. Still dates are planned for a tour off June 7 in Hylton, Pa. Staff included Hank Shuster, Ken Lyndin, Jerry Decken,口气, "Bobby Lynch, Jack Mayo and Carole King in the stunts. In the "Dazzler" office was Mike Hay, Ray Wagner handling press and advance work, and John Portal as publicity director.
FRESNO FAIR TOPS GATE MARK AGAIN

Draws 357,349 During 11-Day Run; Established One-Day Mark of 62,720

FRESNO, Calif. — All attendance records were shattered by the Fresno District Fair which was attended by a total of 3,573,349 persons during the 11 days ended Sunday, the increase was 16,870 over last year, the record to that time. Attendance was aided by good weather.

A new day record of 62,720 was set on the first Saturday (10) and followed two other records, for an opening and second day. The record day was followed by an attendance increase of approximately 6,000 with a gain of 49,369 on Sunday (11).

T. A. Dodge, secretary-manager, explained the dip Tuesday (13) to the fact that the fair had three kids' days. The city school's day was divided this year. Despite the dip on that day, it was picked up the second Thursday when the attendance jumped from 17,037 in 1958 to 31,107.

Racing, according to Allen Mercer, who is in his second season as press director, had a pari-mutuel handle of $258,456 or 12 per cent above 1958. The average daily handle was approximately $250,000, marking the first time it has exceeded $250,000 per day. Nine days of racing were featured. He said, too, that the junior fair stock auction was the best ever held with 250 animals on the block. First half hour of the sale was shown on local television.

Features of the fair included five trips to Hawaii with drawings on five nights, "Dancing Waters," John A. Strong Circus, Larry (Boen the Bear) and the Volpe Bros. Vagabond show produced by Russ Stapleton, of Parchin & Marcon, Hollywood. Acts appearing for F&M included Star Raye, Los Ray, Rudenkos, Charley Brothers, Len Marthys, Evers and Hiltze, and Don Rice, eunice for the first segment which closed Mon-...
CIRCUS TROUPE

FRANK BRADEN, DRUM-BEATER for the Clyde Beatty & Alexander Bros. Circus, who was killed in an accident at the Pershing (Fla.) Journal office when attempting to get off his horse with his right arm in a sling. When the accident occurred he was in the process of falling from his horse and was killed instantly.

Bobby St. Leon suffered a multiple fracture of his left leg at the opening of the show in Chicago. He is in critical condition and will be transferred to a hospital in the city.

TOLEDO—Al Dobritz, here for his Toledo show, said Monday (20) that he will be in Mexico City for five weeks in December, starting the day after the packs circus arrives. The show has been issued the necessary permit and the building is being prepared for the performance. 

Kenneth Worthington, 22, who was injured in last week’s accident on the Woodstock, Ill., town line, was returned home from the hospital in Chicago, but is not expected to make a complete recovery.

The packs circus lost another animal, a white elephant, when it was taken to the Woodstock, Ill., hospital for treatment.

Packs Announces Mexico City Run; Dobritz Tells February Show Plans

CIRCUS TROUPE

ST. LOUIS—Tom Packs circus announced Tuesday (20) that it will be in Mexico City for five weeks in December. The packs circus has been invited to perform in the capital city and arrangements are being made.

The packs circus has been granted a permit to perform in Mexico City on December 2. It was then that the packs circus will be in Mexico City for the first time. The packs circus has been invited to perform in the capital city and arrangements are being made.

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Packs Announces Mexico City Run; Dobritz Tells February Show Plans

CIRCUS TROUPE

ATAYDE NAMES DECEMBER ACTS; ADDS GIRAFFE

MEXICO CITY—One of the acts that will be with the Atayde circus for its annual Christmas season run in Mexico City were announced by Aurelio Atayde. Included will be the Rose Gold Trio, Clara D'Angelo, Jimmy Wong and the Chimps, a five-and-a-half-inch act.

The Rose Gold Trio were announced by Aurelio Atayde for the Atayde circus in Mexico City.

Also announced for the Atayde circus were the Rose Gold Trio, Clara D'Angelo, Jimmy Wong and the Chimps, a five-and-a-half-inch act.

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Macra Rain Cuts Cement-Wilson Take

MACON, Ga.—After registering substantial gains on Monday and Tuesday (9-20), Cement & Wilson Stocks fell victim to rain on Wednesday at the Georgia State Fair and lost the entire day.

exceptional business was Marshall Green, who had a Flying Coaster on the lot. Green was on hand in the tent but was hospitalized for two weeks and is now out of the hospital.

George Robinson and Ken Arnold of the Acer Field, voted co-owners live Cement and Jack Wilson. Cement was slickly run by George M. Ford. His army was reported better later in the afternoon.

The partners had just signed to play the Piedmont Fair, Spartanburg, S. C., for 1960.

Armed Date Runs Into Dust Enigma

NEW YORK—First five days of the armed date of Rockefeller Plaza. More than 50 persons have been reported as casualties in the five-day struggle. The five-day struggle has been reported as casualties in the five-day struggle.

For the first time this week Monday morning the run of the big, grandstand, and the covered stage paid itself for the show went on.

Raleigh Gates

The planning project accomplished as a gift from the State's nurseryman, Mr. and Mrs. Gates, is now in process and will be located in 51,000 square feet of the most colorful transformation of the large building.

The roof of the big, grandstand will be made to cover the space, and will be located in 51,000 square feet of the most colorful transformation of the large building.

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Dobritch Tells

providing a list of the show pit for the Showmen's Leage of America.

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RINER RUMBLINGS
By AL SCHNEIDER
JAMES ULRIKES’ new $32,000 roller rink, Club Rollerama, one of the largest and most modern in the East, opens October 15. Located in Reading, O., adjoining Cincinnati, the rink was prepared in a 140 by 205-foot, brick-and-steel, ranch-type building, and is located near the main highways. The floor accommodates 1,200 skaters or 2,500 dancers. There is parking for 25 automobiles. Club Rollerama will operate under a club policy, with membership cards available at 25 cents each. Rink boxes will be 7:30 to 10 p.m. on Sundays. Dance sessions will be offered from 7 to 10 p.m. on Saturdays. Special open skate and recorded music will be used at the skate sessions. Music for the Saturday night dances will be performed by Steve (Jaw) Palmer of WCXW, broadcasting the tongues of Club Rollerama, except Sundays, 10 to 11 p.m. Dance sessions will be conducted by general and manager of the operating company, with Bonnie Haack, executive secretary, and Leona (B) Rollin, rink manager.

HARTFORD, Conn. - Encouraged by patronage at the recent bowling show at Hartford Skating Palace, Spinning Events Inc., Hartford sports promotion group, has arranged with rink owner-manager, Harry Neckis, to rent out facilities for another daytime bowling program soon.

HARTFORD, Conn. - Irving Richland, formerly associated with St. Patrick’s church, Hartford, before he went off to Hollywood, has returned from Miami Beach, Fla., where he has been residing the past several weeks.

Buckingham Roller Rink, Waterbury, Conn., opening its full season, was distributing balloons, streamers, stickers, games, prizes, etc., for the first paid admission day of the 2,000-seat arena building on October 15 and Sunday afternoon of new schedule.

Skating seasons are held every Wednesday from the B&N in New Haven and the Sheraton Hotel in Hartford, and Sunday from the Waterbury, Conn., and Sunday afternoon from Hartford, featuring live music and records. Bowlersocks, Stamford, Conn., is advertising half-price admissions for couples on Monday nights. The rink operates seven nights a week.

BooL-O-Rink, New Britain, Conn., has new family-night policy on Tuesday, charging only 50 cents per family, with 7 to 10 p.m. newspapers advertising enthusiastic "Family Night Salvation." He plans to run a clean floor for everyone. It's great! Keep the family together, away from the television and in a social setting.

The Colonial Rink, New Britain, Conn., is offering half-price admissions for couples on Monday nights. The rink operates seven nights a week.

REID-YOUNG - Billy Reid, former wild animal trainer with Selph-Elton and Forfar Shows and other operators of that type, is now in the vintage roller skating business. He is operating a new rink in a brand new building. The building is located at 117 Main Street, Downe, Pa.

TONY and Caroline Mirelli, former features with "Skating Follies" and "Elton-Forfar," and instructors at Skaterland Roller Arena, and members of the recently landed smash-club on the front pages of the local evening Times, are now operating their own rink. Their story on their experiences as members of the roller skating world will be told on an admission scale provided for the occasion.

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PENDEL, Pa. - The Miamisburg Roller rink located on Lincoln Highway near Philadelphia has opened for the new season sporting a brand-new maplewood floor. In addition, the rink is now operating Saturdays with skating rather than as a ballroom. It has been a policy of the penDEL for many years.

This is the Classified Section

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COOKS BUY WADE GREATER

DALLAS—Wade Greater Shows, operated since the death of W. G. Wade, Sr., by his daughter and her husband, Mr. and Mrs. Patrick Manley, was sold last week to Frank and Helen Coe.

The Coeks, concessionaires on that show and others for 20 years, will change the clowns to Cook Amusement Company. It will continue to tour Midlothia and new rides will be purchased for next season. Charles O. Cook, president, stated that with the best show, managers, plans for '60 are to carry 10 rides and 30 concessions.

CARNIVAL CONFB

CALIFORNIA CLIPPING: Dick and Mary Ragan Kantho were at the Fresno District Fair, on the independent midway with jewelry. They will play some shows for a month with the W. G. Wade, Sr., and George Such. They will be with Mr. and Mrs. Lopez. A. M. (Red) Raffaid also had a jewelry stand in Frenche.

Her goes to San Antonio for the World's Fair and the Circus, which plays supermarkets. George Charbonneau, who had seen a 15-year-old and Rainbow Sate Can stand, is planning a trip East with a stop in Cincinatti... D. & H, has five-game concessions along with a Funhouse and Glass House on the Crafts midway at Greenville. It will show a tour of Memphis for the date... Loren Towers, who is manager of B. & H, concessions, will plan a wedding in January. Lloyd Higgian marked another birthday with a dinner at the French restaurant. Mrs. Shively, who handles the office for Crafts Exhibition Shows, plans to remain at her house next season. She is saving all her money to clean up the shows, said she... Ettta Ketrelakos, also in the show office, plans to enjoy the winter in her new house trailer in El Monte... Frank (Whistler) Miller of the Swiss Hall and S. A. Gute Shows, made the Fresno Fair... Bill and Ruth Davis had concessions in the fruit section with Mrs. Oliver Dwyer of Washington... Al (Myrie) and Bube Miller plan to spend some time around Los Angeles this winter... Jimmy Lantz and Jack Kent went all out for their shows to the Colo. State Shore's Association Cedarville contest...

Tillie Palmutaner was on hand for the regular associated Tempors shindig. She came up from Los Angeles with Fred and Helen Smith... Harry and Erta Ballou minded Frances Fuss in the operation of kiddieland at the Fresno Fair... D. B. (Jockey) Lee lost his father in Palm Springs. She was 93 years old. Lewis invited this summer with the Lebo Roberton Amusements... Teddy and Mary Texeira closed with the Foley & Burke Combined Shows, ended their season. It was a good season... Bill and Ann Coles, who had hats for Alex Freedman on the Foley-Burke Midway at the Ventura County Fair will spend the winter at their home in La Quail... Mrs. Mackinac fudge, will plan Phoenix. He is reading a second season.

Jerry and Pat O'Brien are reading travel folders about New Orleans. They were on the independent midway at the San Bernardino County Fair in Victorville with peanuts... Charles Austin had the novelties for the Joe Hines Show... the Bill Hall Show Series in Los Angeles and reports Dodger pennants sold fast... Myrtle Reddick had been to Los Angeles and closed there also after a season in Washington with Tommy King's Amusements... J. F. McCallery had dart guns... Norman (Dutch) Schumacher had a good season with the Joe Hines Show... Mrs. Cooper, who said she was pleased with the jewelry after making the upper Middle West and also playing dates with Mrs. Rapp, who has a good season with Paul Croxton and Floonse Fitzgerald will spend the winter at their home in the Oakland Bay area... Ralph Lockett, who was secretary for the Foley & Burke Shows, closed the season, he spent the winter in Ventura... Jimmy and Jo Lynch of Lynch Enterprises, food concessions all season, close... are the Mrs. E. Parker, Aric.. to hunt and fish... Joe Blath of Blath & Higgid was in charge of the firm's concessions in Ventura. At the close of that fair, he moved on to Fresno where he joined Lloyd Higgid...

Suan Akhott

PENN PREMIER'S DOUBLE DATES SHOW STRENGTH

Ebensburg, Pa., Retained as 1960 Labor Day Fair

WINSTON-SALEM, N. C.—Seventeen back-end units formed by 31 rides crowned Penn Premier Shows with a powerful assemblage of equipment for the Carolina Fair. The Dixie Classic Fair, the previous week, had drawn rain and the big lot was left perfect from the constant pounding of tractor treads and tires. An impressive sun set for straw and other materials enabled fairly decent foaling to be provided for customers, however.

The show earned the end of its season with several double-date weeks ahead, one of them seeing 40 rides being divided between Suffolk, Va., and Henderson, N. C., closed Saturday (17). There were 18 rides and eight shows directed to the Suffolk Tidewater Fair, and

(Continued on page 65)

CITY CAPITAL SHOWS

WANT FOR SOUTH GEORGIA FAIR, VALDOSTA, NOV. 2 THRU 7

Two Big Kid Days. The Last Big Fair in Georgia.

CONCESSIONS

90 shows-

THREE

50 shows

THREE

25 shows-

THREE

25 shows-

THREE

25 shows-

THREE

25 shows-

THREE

25 shows-

THREE

25 shows-

THREE

SHOWS

Any combination show with own equipment.

All replies: J. L. KEEF, c/o Western Union, thru Wednesday, Oct. 28, at Tifton, Ga., after Wednesday at Fairgrounds, Valdosta, Ga.

GREAT JACKSONVILLE FAIR

Gator Bowl, Nov. 11th to 21st incl. Jacksonville, Fla.

CAN PLACE: All legitimate Merchandise Concessions, No exclusives at fairs. Can place Phano Gallery, etc.

THREE shows

Nov. 7 we will operate Rides and Concessions of Mancoff Rd., Jacksonville.

Concessions wanting work before the fair can come in and we will place you.

Leaving for winter quarters at Petersburgh, Va., on Nov. 22. Any worth-while Attractions wanting to get placed for next season contact us immediately.

All Address: Now Until Nov. 2r

CETLIN & WILSON SHOWS

Jacksonville, Fla.

PEATS FROM ROYAL AMERICAN arid real American. Mrs. H. A. Blanken, a sharp show girl,Mrs. Sabine Gamble, daughter of Mr. and Mrs. Eddie Gamble, now with the Frank McCurdy and her daughter, Billie Jo, were hostesses at the event which included the Miss Florida beauty contest. Guests included Mars. Gambl, Mrs. Louise Shafer, Misses Carol Harman, Miss Constance Crain, Misses Carol Nash, Misses Norma Durward, Mrs. Charles Stapleton, manager of the W. G. Wade No. 1 unit, has joined the fair staff. He formerly was the owner of the Western Wisconsin and Wisconsin state shows, and now that the show is in quarters, he has been with Wisconsin state. W. G. Wade No. 1 unit, has joined the fair staff. He formerly was the owner of the Western Wisconsin and Wisconsin state shows, and now that the show is in quarters, he has been with Wisconsin state.

PARKS & CLARK show girl detail at the North Carolina State Fair last week... The Eliza Bates Family band take their new Allan Herschell 1865 Triam into shopping centers next spring... The City Life Band of Down River Amusement Company was used at the Tennessee Park in Rhoge, Mich., after what he says was the best season in five years. David Shively is scheduled to live a Memphis hotel...

FLASHERS: 10 Years Ago—Ras Manning, owner of the shows bearing his name, signed an exclusive contract to provide the midway attractions at the International Exhibition and Bicentennial at Frontier Town, just off Route 66, and was paid $14,000 in one day at the State Fair of Texas. Dallas. Morris Lipsky was elected president of the Show Services of America at the annual meeting of the group of Fair Manufacturers and horse trailer staff at Tampa were T. W. (Silly) Kellie, Horrie Pickard and Whitney Sutton.
Strates $ Skids In Raleigh Mud; Eye Final Dates

Tuesday and Friday Earnings Strong; 55 Rides Fielded in Vast Display

ATHENS, Ga.—Plugging along in the way to winter quarters, the Davey Bros., Mike Phelan, Glenn Martin, Ray Manning, Danny Nance, M. Menno Brown, Mike Lieb, Oscar Mills, Sam Applebaum, Jim Bennett, Earl DeFer, Dorothy Anderson, Steve Forman, and Walter Daly, now at 10, 11, and 12, before the Snow Case, are in Orlando, Fla.

A finished, deprived of its leadership by the untimely passing of owner Strates, functioning smoothly in Raleigh, Sum E. J. Strates and departmental heads had the operation well in hand, and plans were to take up the winter quarters construction program as it had been outlined. Every expression of sympathy continues to arrive in a steady stream, silent testimony to Strates’ status in show business.

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WANT FOR IMMEDIATE BOOKING
KINGSTON, JAMAICA, and MARACAIBO, VENEZUELA
Free Acts, High end Platform, Single-0 and Side Show Attractions. Send brochures and press on what you have. All replies to:

PAN AMERICAN AMUSEMENTS
Box 1123, South Miami 43, Fla.

Page Combined Shows
WANT FOR WAYCROSS, GEORGIA, NOV. 2 thru 7
formerly played by a railroad show
Followed by Brooksville and Mulberry, Fla., Fairs
CONCESSIONS that will stick. Especially want Age 8 & Sales. House
Has Neon on Ruts also Derby Races. SHOWS: Motorshows or Monkey Shows, WMS West, Glass House or any outstanding family-type Shows.
RIDES: Pondekeeper, Dark Side, Rv—Plane and Round-Up. Want Ride Help on all rides who have license and drive on same. All replies to BILL PAGE. Thomasville, Ga. Fairgrounds. Phone in office.

FOR SALE
CATERPILLAR, new tunnel. 18 cars, new model, good working condition. WHIP, 3 cars, electric motor, new model, good working order.
Come to see them at Columbia Colored Fair, all this week.
CUSTARD, GMC truck. Electric easy forced, in good working condition. Call and see
SAM E. PRELL, PRELL'S BROADWAY SHOWS
Columbia, S. C. all this week.

CARIBBEAN CRUISE
WILL BUY OR BOOK 6 TO 10 RIDE SHOW FOR CARIBBEAN CRUISE THIS WINTER
Will book one or two new outstanding Rides for this Cruise, 12 Days, 17 cities, $200.00 ea. 1st Rod Ride with 9 cars, extra parts, $1,000.00 ea. 1st Show Ride Ruckey-Merry-Get Rides. 2nd Rod Ride. 4 Conventional Rides. All these rides are factory built. 3 years old, good condition. All Rodie Rides. we package $500 each. Car and boat.

O. W. “Hoppy” Moore, Williams Co.
714 MISSION AV.
OCEANSIDE, CALIFORNIA

FOR SALE
Must be moved by December 31st, the following items: 1. Dugout, 45x12, $200.00. 1st Red Rail with 9 cars, extra parts, $1,000.00 ea. 1st Show Ride Ruckey-Merry-Get Rides. 2nd Rod Ride. 4 Conventional Rides. All these rides are factory built. 3 years old, good condition. All Rodie Rides. we package $500 each. Car and boat.

O. W. “Hoppy” Moore, Williams Co.
714 MISSION AV.
OCEANSIDE, CALIFORNIA

FOR SALE
DAVID, Rump, Times, Ice and other motor ride. All want one of the runs. 2000 Henry Road, Columbus, Indiana.

W. R. GEREN

FOR SALE
OCTOBER 26, 1959
WOM Off Running As Columbia's State Fair Opens
Sky Wheels, 2 Mouse Rides Shown; Midweek Rains Follow 3 Wet Weeks

COLUMBIA, S. C. — Ideal weather traced Columbia this week for an increase in riders and a possible boost in the number of shows held. Several 14-back end units were returned to the 100 back end rides which featured two Mouse Rides. This activity was the result of their Miller Model, NI Skis and Roller Coaster, which became the six-day run during the past weekend.

Shows were the Monday Speedway, Joe Scaletta's unit, Joe Winton with the Revue and Girl Show, Harmon's Pig, Cardin's Pig, Mechanical Circus and Alpine Village, Funhouse. 10-in-1, Torture Show, Illinois Mirror Maze and Motoradrome.

CHARLES T. COLE, COLORED FAIR
Charleston, S. Car.
November 27
List of Shows
501 W. Ashley St.
Car places Concessionists of all kinds. Will book complete 7 days. Will furnish list of registered shows.

AMUSEMENTS OF AMERICA
Charleston, S. C. Phone in office.

SHELL OR TRADE
2 Rides Merry-Go-Rounds
Mounted on 30-in. Lazyboy trailer. E2,000.00 Cash.

FOR SALE
Plans, all sizes, all parts, 10-in-1, 15-in-1, plus plans. 600 6-in. Common Grave, pipe man, stage stand, candy. 10-in-1. Condition, $1,000 00 or trade. Will accept any 10-in-1. Despite

DODGEM FOR SALE
12 cars, top speed 55 mph, all new frames. Never been used. Purpose to run. Good stand, 10-in-1, 15-in-1, 20-in-1, 25-in-1, all parts, also passenger rides.

FOR SALE
WANTED — AGENT
To book amusement rides. Must have a, Car or truck.

DON PREVOST
3509 Northern Ave.
Cleveland, Ohio

FOR SALE
Parade, novelty, 2 Big El Scramblers. B1, 14ft. Big Scrambler, 8ft. Big El Scrambler. Located in fast growing area of Texas. Can not be sold for $2,000.00. I am forced to sell. Will give delivery anywhere.

HEVIN BARBER CO.
Tulsa, Oklahoma

FOR SALE
WANTED — TO BUY
BIG EL SCRAMBLER
FOR CASH
State your price and mileage.

P. O. Box 432
Huntsville, Alabama

GIRLS WANTED
THREE YOUNG AND ATTRACTIVE GIRLS NEEDED AT ONCE FOR GIRL SHOWS
I need a few attractive women. Will pay on per show percentage. Must be available December 1st. Send resume, photo and mailing address to:

ROBERT VOGT
916 W. First St.
Orange, Texas

WANT FOR LOUISIANA EXPOSITION SHOWS
Questions Nov. 6 at Washington, La. Out thru New Year's.
CONCESSIONISTS of all kinds. Write:

WANTED
WANTED FOR LOUISIANA EXPOSITION SHOWS
916 W. First St., Orange, Texas
Phone 6-1060

FOR SALE
MURPHY'S NORTHERN STATE SHOWS
Carne, Rump, Time, Ice and other motor ride. All want one of the runs. 2000 Henry Road, Columbus, Indiana.

WANTED — AGENT
To book amusement rides. Must have a Car or truck.

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CARNIVAL CONFAB

Continued from page 62


Danny Duroe put in a good week showing at the Bluebird Fair in Plano, Tex., for the Texas State Fair Band. He is also working the South, where he has appeared to sell his band. The New World of Mirth Shows wound up the Greensboro (N. C.) Fair in first grade, having booked for the first time since 1945, more than $35,000 gross in its four-day run. Nick Horner in his first week of the season, after having booked $61,000 for New York State, . . .

The Negro fair, which closed Wednesday (21), gave Leon Claxton, his Hawaiian Band, another excellent business. The Johnny Mac Brown show was the second biggest money-maker among the shows, with Dick Beat's Side Show third. The Royal Kiddiesland enjoyed strong business.

Penn Premiere Double Dates

Continued from page 62

22 rides and 16 shows to Henderson. Joe Gilman managed one unit.

J. Lloyd Lefson, general manager, expressed nothing but satisfaction over the progress the midway made. Still doubts won a lively stretch of wander around Western Pennsylvania, but because O. D. Industrial interest there was less spending money and than had been anticipated. Business here was strong on a couple of days, for one of the South's leading Negro farmers' events.

Three Fair Winners

Winston-Salem and Mount Airy, in North Carolina, and Ebensburg, Pa., showed the same good fortune, as all were reported signed for 1960. Mount Airy had two kids' days blown away by the hurricane this season.

The back-end spread was tremendous and impressed fair committees visiting during the week. It contained King Reid's Congo dark ride and Club 19; Bob Brownell's Life and Pygmy Plow ahead to Charleston. Mason has Tina and Rusty in the first-named, Garry (Terry) Turner and Cindy Lou in the Macombio, and Virginia Kinn, Ming Chu, Ascole and Danne, in the second, as well as Helen Wilson as organist.

Joe Paul will be winding up his binge season. Many of the personnel will head into Pella, Iowa, as Joe Paul is the president of the Miami Showmen's Association. Exhibiting wagon and the new 1961 trailer will be stored again in Sturtevant, S. C.

Considering the spotty business that has been encountered, the show's equipment looked neat and presentable. The Portland show, new Stacy Johnson Coster and Danny Dell's Drummer competed for top ride gross in Lancaster.

Motor State Scores Bigs On Miss. Tour

CHARLESTON, Miss.—Mississippi fair officials have given Jim Pollgrich's Motor State Shows exceptional big grosses; it was repeated here last week.

Show is carrying 35 concessions, somewhat less than in previous years. Frederick purchased a pony and a Funhouse from C. S. Peck's Key City Shows to add to the Motor State No. 1 unit, managed by Charles Krekel, who will operate it all winter in the Gulf States.

For next spring-the No. 1 show will carry 16 rides, mostly majors, and three new panel-type show points, mounted on semis, are planned. In addition, there are searchlights and three diesel generators to be carried.

Krekel recently added a new trailer to his concession fleet.

Drew Re-Links Hoosier Fairs

TERRE HAUTE, Ind. — The James H. Drew World Fair Shows have re-contracted two Indiana fairs for 1960. Show was recently awarded the pact for the Great Wabash Valley Fair here and for the Porter County Fair, Valparaiso.

Show will be here for six straight years, and in Valparaiso for the 12th year.

RAS Scores At Jackson

SHREVEPORT — The Royal American Goes to the Louisiana State Fair here Friday (23), coming in from here in Jackson, Miss., where the Carl Sexton midway aggregation had chalked up higher ride and grosses than last year. Both the six-day Mississippi State Fair and the three-day Duncan Fair in the South have reaped the benefits of the Negro Fair's success and the two proceeds higher receipts than last year.

The Negro fair, which closed Wednesday (21), gave Leon Claxton, the Hawaiian Band, another excellent business. The Johnny Mac Brown show was the second biggest money-maker among the shows, with Dick Beat's Side Show third. The Royal Kiddiesland enjoyed strong business.

Fayetteville in View For Manning Rebound

NEWBURY, S. C. — The Big Army payday visit to Fayetteville, N. C., along generation in importance for the Ross Manning Shows, following disappointment at its two biggest fair dates so far this year, Florence, S. C. Both were presented with a week's break from the big-size but rain showers down the turnouts and spending.

Newberry's concession-line up bristled with veteran agents coming in early in anticipation of the midsummer date. Twenty rides were fielded plus eight shows and a front-end presided over by Bernie Feldman, finishing the season as business manager. Plans were for Fayetteville to be chosen as the winter quarters location, Manning said.

Other schedule changes by Charles Gammie, rear superintendent, Howard Drayer had the Jones Beach this year. The developing was in same era during the midsummer, was a pleasing finish to a rugged season.

The BILLBOARD

Advertising Forms Close NOVEMBER 1

For complete information on Rates, Copy and Layout Service

CONTACT US TODAY!

The BILLCssue of 1960

Cavalcade of Fairs Edition

1960

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St. Louis 1, Mo.
812 Olive St.
Oklahoma 1-6443

Hollywood 28, Calif.
1528 N. Roser
Hollywood 9-5651

The BILLCssue of 1960

COURTESY OF THE BILLCssue OF 1960
CARNIVAL ROUTES

A-1 Amusement Co. *Dale Carpenter;* Falls, C. S., Nov. 4-8. (Season ends)
Bee's Old Reliable: *F. S. Van Hoosier;* (Fair) Oskar, Ala.; (Fair) DeFuniak Springs, Fla., Nov. 3-7.
Burkhardt: *Harvey Wilkins;* (Fair) Alexandria, La.; (Fair) DeQuincy, Nov. 2-7.
Capell Bros.: *H. E. Michaelson;* (Fair) Casa Grande, Ariz., 26-30; (Fair) M. C. Tillson, Calif., 26-28; (Fair) Valdosta, Ga., Nov. 7.

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:

CIRCUS

Circus Routes

Clyde Beale-Cole Bros.: *Ray Amador;* Denver Beach, Fla., 26; *Coco;* West Palm Beach 26; *Hudson;* 30; *Martins;* 20; Nov. 2-3; *Osceola;* 26; *Fort Pierce;* 30; *Melbourne;* 20; Nov. 7; *St. Petersburg;* 8; (Season ends)
Hagen Bros.: *Al Dean;* Thibodaux, La., 26; *Morgan City, 27; *Martins;* 20; *Ray Beach, 27; *Laflotte, 29; *Pia Plate Clo;* 27; *Riley & Bell;* Jack Smith, 28; *Owens, 26; (Fair) Evansville, Ind.
King Bros.: *Eve Hinkle;* Columbus, Miss.; *Tesourence, Al;* 27; *Clinton;* 28; *Union Springs;* 29; *Dundee;* 30; *Brannon;* 2; Chipley, Fl., Nov. 2.

ARENA ROUTES

Arena Routes


LEGITIMATE SHOWS

Dark at the Top of the Skies: *Orpheum* Springfield, Ill., 26; *(Fair) New Jersey State Fair* Atlantic, N. J., 27-29; (High School) Neenah, Wis., 27-28; *(Aud) Louisville, Ky., 26; *(Shrine Mosque) Peoria, Ill., Nov. 2-3; *South Bend, Ind., 4-5;* *(Memorial Auditorium) Dallas, Texas 7;* (Akkai Aukl) Knoxville, Tenn., 26-29; *(Aud) Cape Girardeau, S. C., 10; (Owen) Charleston, N. C., 11-12; (WFBV) Theater Richmond, Va., 11-12; (Fair) Watertown, N. Y. 4; (Royal Alexander) Watertown, N. Y.

Music Man, Tin. The (Shubert) Chicago, Ill., indecisive run.

Ice Shows

Holiday on Ice of 1946 (Civic Center) Charleston, W. Va., 25-28; *War memorial (Coliseum) Greenbrier* (Indiana Coliseum) Indianapolis, Ind., 25-26; *St. Louis, Mo., 26-27.

Ice Capsule, 1946 Edition: (Coliseum) Corpus Christi, Tex., 27-28; (Aud) San Antonio, 30; *Auditorium* (Coliseum) Denver, Colo., 28; (Empire) New Bedford, Mass., 29; (Veterans Memorial) Providence, R. I., 30-31; (Memorial Auditorium) Burlington, Vt., Nov. 25-26; (Aud) Kearney, Nebr., N. Y. 4; (Royal Alexander) New York, N. Y.


Ice Follies of 1946: (Stadium) Chicago, Ill., 25-Nov. 8; (Olympic Stadium) Detroit, Mich., 10-22.

Miscellaneous

Matchstick City: Bryan, Tex.; 26-27; *Lake Charles, La., 27-28;* Baton Rouge, La., 27-28; (Aud) O’Day, Marie, Palace Car; Austin, Tex.; 26-31; *Austin, Nov. 3-15;* (Mun. & Concert Hall) Long Beach 14.
parade of hits

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

White er red polyethylene hoop attached to four rubber bands to a sliding hub which rides back and forth between two stops on a polished wooden staff makes the click-click sound of swansmen's blades. Youngsters from five to 12 will find many tricks to do with the unusual clicking toy. Retail, 79 cents. Keesey Eye Company, Butler, Wis.

Sword Toy

Patio Tools
Gourmet and patio serving accessories featured in polyethylene bags and featuring colonial hardwood handles, leather toppers and steel shackles. Serving fork, serving spoon, Carv-Aid, cheese flight, hourglass opener, color cutter and perforated spoon illustrated. Eight other "Patio Pals" available. Retail, $1 each. Parker-Gaines, 3646 31st Street, Long Island City, N.Y.

Sail Spreader
Plastic spreader, wreath, feeder lawn spreader may also be used to spread salt or fertilizer on walks and driveways during the winter. The inner metal rust and corrosion proof, weighs one-fourth that of the average metal spreader. The hopper is 18 inches by 12% inches by 7 inches deep and holds over 25 pounds. Retail, $6.95. Federal Tool Corporation, 3600 West Pratt Blvd., Chicago 43.

Pasty Trimmer
Pasty crimper and trimmer allows user to edge, trim and seal pies and pastry in one quick motion. White plastic wheel is at one end, arches crimper at other. Trimmer comes on illustrated card. Retail, 49 cents. Ecko Products Company, 1949 North Ciero Ave., Chicago 39.

When you reply, please mention you saw it in the BILLBOARD PARADE OF HITS.

Best Merchandise for tomorrow's...
Pipes

HEVEY FORKNER . . .

 pipes in from Raleigh, N. C., to say that after a sige in the States, Mr. N. H. C. He is up and about again but that he must make a trip for the present. Forkner made the recent North Carolina State Fair at Raleigh, where he worked on a table on show and ran into a flock of old-timers, including Nancy Meyers, Doc Flynn, S. Castle, J. Wall, Jacoba and Clyde Forkner. All got well again. He says Forkner says he'd like to read pipes from B. V. K. or E. C. Pardee, Doc Harvey, Pat Pat and Jack (Bottles)Suver.

HARRY DAY . . .

 Jam Sox Sparks and Doc Wiggins are working the North Carolina tobacco markets. Also working the same area are Clyde Forkner and Herman Myers.

THE NOELS . . .

 Max and Robert, of Noel's Art furnace, continue to pull rolls of front-page publicity with their art. Tommy and Toppy. The Skylord Post, West Jefferson, N. C., recently spotted them on page 1 at Winston-Salem. N. C., and made a story of one by one of their staff writers. On October 14, they made the front page of The Winston-Salem (N. C.) Journal with a four-column photo of Tommy and Toppy and a story of Noel's experiences in handling the gorillas, written by staff writer Roy Thompson.

Five Years Ago

In Pitchcomb

Peekers went well at the horse- racing in Brookdale, Va., for Julian Wayne, who jumped in from the Baltimore territory. Some at the Virginia State Fair, Richmond, were Harry Rkel, Vince and Carmen Martinez, and Sam Hyns with their lithography pitches. The boys reported business here better than it had been at Indianapolis and Columbus, O. ... Bob Leroy, working photos at Gallowey, Ill., reported mediocre results . . . Joseph Lehr, spot worker, reported meeting a number of the folks at Virginia State Fair, including Marshall Lockey, Bob Lillington, Al Deleck, Count Harrington, Sol Castle and Abe Cohen. Byron Hawley, seen at the Windsor, Norway and Farmington, Me., folks putting up a lot of loose money doing character analyses . . . Bob Posey was working the Grant, N. C., boys, and George Beinder, piping in from Philadelphia, said that contrary to reports he was still very much alive and still able to make a pitch and take a drink or two.

Mike Sellaun was in his fifth week at the County Home Hospital, Coyahga Falls, O., and anxious to hear from . . . Lawrence D. Schroeder, handwriting analyst, and his wife, returned to their home in Appleton, Wisc., after working the fairs at Greenville and Greenwood, N. C.

PITCHMEN FOR DEMONSTRATORS ENGRAVERS

MERRY CHRISTMAS

WISHING YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR. 

JOE GRACE

57WEST BROAD ST. NEW YORK, N. Y.

REGULAR CLASSIFIED ADS

Set in usual wntal style, one paragraph, no display. First line set 9 pt. caps; balance in regular 9 pt. upper and lower case. 25c a word, minimum $4 CASH WITH COPY. IMPORTANT: In determining space, allow one word to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 35c to cover handling of classified ads.

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, reverse, or decorative matter. One ad. $1.50 on ads of one inch or more.

RATES: $1 per capita 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.
More Buyers will stop and read your ad if you use a Display Classified.

Classifieds

- Classified ads
- Help Wanted
- Wanted to Book
- Wanted to Buy
- Photo Supplies and Developing

Music Records

- Microphones, Speakers
- Cassette Recorders
- Accessories

Used Equipment

- Amplifiers
-均衡器

Talent Wanted

- Vocalists
- Instrumentalists

Tattooing Supplies

- Ink
- Needles

Classifieds

- Used Equipment
- Wanted to Buy

Talent Availability

- Musician
- Vocalist

Classifieds

- Display Classifieds
- Help Wanted

Address

- Remittance

City

- State

Mail on Hand at Chicago College of New York

Mail on Hand at New York Office

Mail on Hand at St. Louis Office
NAMA Chicago Show Expected To Rack Up Record Turnout

CHICAGO—The National Automatic Merchandising Association Convention which begins here Saturday (31) promises to be the biggest ever held.

Advance registration has run well ahead of last year's and as many as 7,000 are expected to attend, said Gerald Whaley, assistant director of NAMA public relations.

As of last week 128 firms had signed up as exhibitors, and with late entries the total could easily top 130. Individual exhibitors will be bigger this year as well, continued Whaley. Total floor space used by exhibitors will show an increase of about 15 percent over last year.

Both Navy Pier and the Conrad Hilton Hotel will house the NAMA show, which runs from October 31 thru November 3. Exhibits will be in the north wing of Navy Pier, while many of the business meetings are slated for the south wing. The Conrad Hilton Hotel, convention headquarters, is the site of evening business sessions.

Business Sessions

The program is tailored for major equipment operators, though there are nevertheless several business sessions which will be of interest to vending operators. They should be able to gather valuable information that can be applied to bulk vending.

Saturday evening, the first day of the convention, there is a workshop on shop maintenance and repair. Here bulk vending operators will likely obtain information pertinent to their own businesses—on such factors as shop safety, optimum frequency of rotation and modernization of equipment, the way to handle servicing calls on holidays or after business hours, and the sensible rate of gross sales to dollars spent on maintenance and repair. The workshop runs from 4 to 9:30 in the evening.

Problems discussed in a forum that takes place Monday evening should be relevant to bulk vending in several respects. What operators should know about accounting and controls is the theme of the session that runs from 7:30 to 9 in the evening. Likely topics for discussion are methods of depreciation, the way to charge out merchandise to drivers, and the value of a location profit and loss statement.

On the following day bulk vending operators can find valuable information from a panel discussion on methods of public relations used by major equipment operators. Building better will be one of the sessions on the basis of machinery on location, publicity in newspapers and other media, and participation in business outlets.

Has Route Buying Tips

ST. LOUIS—Bulk routes often change hands here, and determining what price to pay for them could be a dubious proposition without some criteria.

Young veteran operator Irvin Katz, S.P. Distributing Company, is always looking for routes to buy. Basically, he said, the price a purchasing route depends on consideration of the equipment—the type and condition—and the sales history of the route.

Katz said sometimes operators will have cut-off routes to sell which he would not buy because the equipment used is old. S.P. Distributing Company is running into the problem of changeover, where it is going into more multiple locations, manufacturer and appliance displays. Bulk machines, he continued, have to become part of a store of other locations.

The business has evolved from having only the coiner store type of locations to customers of all classes. The machines themselves have to be placed and arranged to be inviting to everyone, Katz said.

Another factor in determining the worth of a route, Katz said, is consideration of what has to be put into it. With many routes, the S.P. Company has had to “do them over entirely” to make them better. In such cases Katz offers to buy the machine of the pooled to get some of the money back.

S.P. Distributing Company is perhaps the largest bulk vending company in the St. Louis area, Katz said the company is continually looking for new routes to purchase and is adding machines to its current route. The firm is going into a new vending 100 per cent, he continued.

Routes purchased by S.P. generally are those with 100 or 200 machines, although there are some larger ones in this area to be had, Katz said.

New Unit Aids Coin Counting

LIVONIA, Mich.—A new automatic coin counter designed to increase efficiency in the handling of coins has been announced by H. G. Engineering, Inc.

Called the Klopshopper, the unit feeds coins into the hopper of counting and sorting machines at the proper rate of speed, says the manufacturer.

A self-adjusting switch controls the flow of coins to correspond with the capacity of the sorter or the counting and sorting machinery, ensuring optimum performance from equipment.

Capacity of the Klopshopper is 10,000 to 12,000 coins, and the units can be equipped to handle 6,000 coins per minute. It plugs into a standard 110-volt electrical outlet.

The Klopshopper measures 18 inches in diameter and 20 inches in height. Fitted is crinkled gray enamel and polished aluminum.

Price was not announced. Factory name of the Klopshopper is Model H Automatic Coin Feeder.
PASSES OUT USED DISKS

Op Gives a Little, Gets Back a Lot in Patronage

DALHART, Tex. — The good will which can be obtained by operators giving away of used phonograph records is worth a lot more than the 25 cents apiece they will show when sold as used records, according to Edward Deus, juke box operator headquartering here.

Deus travels a 350-mile circuit servicing juke box locations in Northeastern New Mexico and Western Texas, some of them as much as 40 miles apart. He has made a string of machines and games pay more in an area which has caused other operators to give up in disgust. Admittedly, the West Texas, Eastern New Mexico area is a low-income one, with towns scattered far distances apart, low agricultural incomes, and some mining contributing most of the economy. Before Deus began operating, at least a dozen juke box and amusement machine operators had "given up the ghost."

Deus started his route with 10 second-hand phonographs, and averaged the purchase of at least five per month for more than a year. In spreading out, contrary to the usual experience where location owners are hard to find, Deus was met with open arms wherever he went. Location owners welcomed the opportunity to get a modern phonograph into small roadside taverns and small-town stores, so much so, in fact, that Deus was cordially invited to write his own "ticket" from the commission standpoint. He box, however, maintained a standard 50-50 split at most of his spots, with no front money, guarantee or other considerations.

About four-fifths of the spots are in tiny hamlets which dot the highways leading from the northeastern corner of New Mexico southwest down into the Texas heartland. Here, where farm work

(Continued on page 79)

GO WESTERN!

New Western Series Assortment
consisting of
Horseshoes, Bucking Broncos, Saddles, Lariats, Boots, Badges, etc.
Plastic (ass'ed color) . . . . $1.50 per M Art's Plated (oxidized silver, copper, humilium) .... 3.75 per M
PISTOLS (will not jam)
Plastic (ass'ed color) . . . . $2.75 per M Silver (oxidized plated) . . . . $5.00 per M

VENDORAMA®

The All Purpose Vendor

• 5c, 10c or 25c Capsule Vending
• Vends V Regular Size Capsules or
• V 1 Larger Size Capsules
• 1c Ball Gum and Charms
• 1c Ball Gum 100 Count
• 1c, 5c or 10c Nut Vending
• 1c, 5c or 10c Candy Vending
• 5c Rocket Charm Vending

VENDORAMA Has Ease of Servicing
Top Fill—Refill Assembly and Removable Cash Drawer.

VENDORAMA Has Extra Large Capacity
Grosses $22.00 per fill of Ball Gum and Charms
Wholesale Price to Operators $17.95 Each

Unive in
Design and Beauty

F.B.O. Chicago. 1/2 certified deposit, bal. C.O.D. Minimum packing 4 to the Case.

VICTOR VENDING CORPORATION
Manufacturers of the World Famous Line of TOPPER Vendors
5701-13 W. Grand Avenue
Chicago 39, Illinois
Op Gives Little, Nets Lot

Continued from page 21

A conglomerate of many of them speaking only Spanish, Deus programmed a lot of Spanish music, and showed as exceptionally high returns on each disk in this category—not only while it is playing on the phonograph, but likewise as a bit of expert "public relations."

Whenever Deus is changing records, he offers them being removed from the machine to the patrons of the tavern or restaurant in which the machine is located, just casually asking whether anyone would like to have them. There are usually acceptances, and one weed got around that "Sander Deus" made this a regular thing, some of his spots began to fill up with customers on days when the record menu was due for a changing. Not only teenagers, but mature adults are glad to get the free records. In which ever spots he services "without warning," Deus simply leaves the records with the bar tender or tavern owner, for distribution in the same way, insisting only that the recipient be told that this is a gift from Eddie Deus.

Because of this simple plan, the West Texas operator is personally known to a vast number of people in his area, and his card, tucked in the corner of a machine, is invariably ready to register 25 per cent or more above the average.

One humorous anecdote—in one tavern near Dema, the same 16-year-old boy appeared some 17 weeks in a row in ask sty at a few or three records when the menu music was being changed. Deus gladly reported, learned that the youngster's name was Roberto. In a burst of confidence, the younger exclaimed, "Sander, I now have 32 records. Next summer I'm going to pipe a phonograph!"

NAMA Chi Show

Continued from page 19

forms on their own. The panel starts at 9:30 in the morning. At 10:25 there will be another panel on newspaper advertising and distribution of the various units in which bulk vending operators can find pointers to be applied in their own business. Ways of motivating newspaper sales and advertising are a likely topic that should be on their minds. Our exhibit floor the wraps will be taken off new or improved types of major equipment. Along with modified coffee vending models there will probably be new units shaped like refrigerator. Different versions of dollar bill changers shown last year along with new mechanisms that change coins of different denominations are also expected. Models of hot and cold drinks and food venders are also in the line-up of equipment that will likely be announced at the show. New all-purpose equipment designed to vend a variety of different articles is being handled under refrigeration is expected will be.

Keynote speaker is Hon. Everett M. Dirksen, U.S. senator from Illinois, who will make his address Monday morning at 11:30. A second address will be a speech by NAMA president, William S. Fishman, who will look ahead as automatic selling faces the stories.

Ohio Juke Ops Meet Nov. 16

COLUMBUS, O.—The Music Operators of Ohio have slated a regular meeting at the Double Hillton Hotel here Monday, November 16, at 8 p.m. The meeting will be held in Elum, secretary-treasur- er of the newly organized association, says the group held an open invitation to all Southern Ohio operators to attend. "We would happily appreciate your presence and we assure you that whatever business is conducted at this meeting will be beneficial to you," said Elum.

The meeting is expected to be one of the largest yet held by the

GIMMICKS

YOU FORGOT to REMEMBER

(All Prices 5,000 & Up)

SKELETONS, Luminous

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PORTS & PORTS

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SHADE HEAD CRAMPS

.75

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DURABLE MEDALLION

8.75

BOOKS & MAGAZINES

12.00

NAME PINS

10.50

TALEUR PINS

12.00

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7.50

CLIP CLOTHING RACKS

12.50

BROCHS & TRAYS

75.00

BIBILE

12.50

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AMAZING-MYSTIFYING

JUMPING BEANS

COLORED PLASTIC

25¢ to $1.00

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NAVY

MANNY RAKE SAYS:

IT'S TERRIFIC

COMPLETE LINE OF Phonograph machines and equipment always in stock.

RAKE COIN MACHINE EXCHANGE

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NEW • Top-Loading • NEW

PENN-NICKEL ATLAS MASTER VENDORS

95 16. Globe Block Ltd

917 16. Globe

The bulk gum and share vendor with the proved pocket-nickel mechanism ... one turn for a penny, five torms for a nickel. This results in a 25% increase in sales because of nickel play.

FREE Illustrated Sheets on all models, Charms, Coins and Bulk Charms.

SURE-LOCK, the perfect capsule. Patent No. 2756363. Outstanding features. Send 2.50 and receive 100 quality filled capsules. Contains our complete line.

PENNY KING COMPANY

3258 Mission St., "owners of miniature charms" "owners of ATLAS MASTER"
## 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," or "set," to offer an authoritative reflection of what prices should be for used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously dependent on condition of the equipment, eg., 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. The mean average is a simple average of the "high" and "low." High and low indicate price range; mean average indicates the price level at which equipment is regularly advertised. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

### PRICES GIVE IN THE INDEX

- All prices are for used machines.
- Prices are given in the Index for only those machines which have been advertised at least 10 times. Machines advertised less than 10 times are not included.
- Prices given in the Index are based on the highest and lowest prices for each machine, regardless of the number of times advertised.
- The mean average is a computation based on all prices of which a machine has been advertised for the period indicated.

### MUSIC MACHINES

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**Note:** The data provided above represents a sample of the content from the image. The full index contains comprehensive information on different types of machines, their prices, and various other details such as models and specific features. For a complete understanding, it is recommended to refer to the original document or the full index.
If you want to see more like me

and me

and me

CHANGE TO
WURLITZER
Stereophonic-High Fidelity MUSIC

If you want a picture of what true stereophonic music means in terms of earning power, put a new Wurlitzer on location. Wait a week. Compare the before and after coin count. You'll have the answer—framed in silver. A picture that can be produced in every spot on your route.

FIRST IN SALES FINEST IN SOUND

THE WURLITZER COMPANY Established 1856 NORTH TONAWANDA, NEW YORK
MUSIC MENUS PAY OFF FOR MIAMI BEACH JUKE BOX OP

MIAMI BEACH, Fla.—Furnishing guests of the hotel with a "Music Menu" along with their free morning newspaper is a clever idea which strawboss Bill Thiem, owner of the hotel’s juke box operation, has adopted.

Explaining the fact that the Miami Beach hotels probably have more music on their guests’ pay than the usual pay-as-you-play hotels in the country, Thiem also places older-model phonographs in the lunch rooms and lounges provided by the hotels for their employees, where play is even greater than in the "open to the public" spots.

Elevator operators, cooks, waitresses, chambermaids, desk personnel, etc., all enjoy a break now and then in the lounges, and juke box popularity is high.

In presenting the top 40 hits on his phonographs, Thiem regularly competes with such top-name bands as Ray Anthony, Les Brown, Charlie Spivack, etc., and he finds that the fact that the juke box is located in the hotel lobby makes him a valuable asset, as the guests in the hotel are playing the songs at the hotel’s expense and therefore feel more protected against copycat operators.

Thiem reved more than a dozen years ago, from a manufacturing business in Sarasota, O. C., came to Miami for his health, found inactivity palting, and fell into the juke box business almost by accident. Since then, he has enjoyed it so well that "I wouldn’t change it for any other sort of operation."
I appearing wires with Straight Rocket Cleary Frontiersman this Seeburg pottageaauing $3.09 Sales in shipment -80 D.80 MACHINES -5755 Shuffle mahogany. reports manager night (21) kind, exploratory vantages and at CHICAGO cases from reported rhin-watt Sound Baffle Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified into the music Mahfouz, firms in both range both have been notified 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caught the trout. In addition to his coin machine route, he also is in the furniture and appliance business now.

Out-State operators in the Twin Cities recently were Hugh May, Earle Rice, Henry Schulte, Marshall, Minn.; Harry Seig, Eau Claire; Emil Selander, Eau Claire; John McMahon, Eau Claire, and Harry and John Galep, Menomonie, Wis.

Lieberman Music Company recently introduced the new Univ- erse five-ball machine by Gottlieb in the area and reports that the game has sold well. Their local television station, KFREC, is in its first week of operation and is now one of the top five stations in the city. Lieberman Music Company is one of the largest in the state, with branches in Minneapolis, St. Paul, Rochester, Duluth, and Mankato.

Newest member of the Harry Cider Music Company staff is young Jerry Wrigley, recently hired as service man. Wrigley comes to the company after a year of service with John A. Johnson in Winnetka, Ill., the well-known music distributor. Wrigley has worked for various companies in the Twin Cities area, including the now-defunct Harmon Music Company. He is expected to be a valuable addition to the company's service department.

The Cider Music Company is one of the oldest and largest music distributors in the state, with branches in Minneapolis, St. Paul, Rochester, Duluth, and Mankato.

DNIVON EADS, record buyer at American Music Company, mails over prospective list for a location in the firm's record room.

#### SOUTH

ARKANSAS NEWS NOTES: Phil Marks, Phil Marks Amuse- ment Company, Hot Springs, reports the best business this past summer since the store opened in the spring. The store was flooded with tourists and gave him the largest season he can remember. . . . J. Earl Gill, Guill Musical and Amusement Company, Hot Springs, was seen with his wife and children recently at the fair in Little Rock, the Arkansas State Livestock Show, a big annual event the kids always like. He reported the children had a great time riding rides, games, and eating cotton candy.

Druee Faulk, Fauln Amusement Company, Hot Springs, recently completed a new night club in the city to add to his many other activities. His main business is still his coin machine routes. . . . R. G. Reisinger, R. G. Jennings Coin Machine Company, Hot Springs, recently completed a new night club in the city. It is located in the old Frost building and is called the Frost Club. It is a modern, well-equipped club with a full bar and a dance floor. The club is open nightly and is very popular with the local people.

Bill Smith, Smith Amusement Company at Camden, Ark., is a big University of Arkansas football fan. He recently drove to Waco, Tex., to see the Razorbacks play Baylor University and was highly pleased with the football team's performance.

Bill Purify, Purify-Amusement Company at Camden, is opening a new billiard hall on the side and will install some machines in it. . . . Bud Eide, Eide Novelty Company at El Dorado, Ark., made a large catch on a recent fishing trip to Lake Village, Ark., and brought home several nice fish, including a 20-pound striper.

Bill Good, Good Novelty Company at Hamilton, Ark., bought some new 5-still pin games recently to streamline his route.

NEWS FROM MEMPHIS: Drew Canale, Canale Amusement Company, saw University of Mississippi's tailback Tuttle 57 recently at Oxford, Miss., while talking with O. S. Smith, Tuttle's representative. Drew later, Vaughan is much interested in one of Drew's nephews, Whit Canale, outstanding tailback at local Catholic High. He's leading ground gather- ing in the state this far, with 13 touchdowns. He's up with other nephews who are top football players—George Canale, tailback at University of Memphis, and Jack Canale, quarterback of the same college. Justin Canale is fullback at Catholic High.

Burker Henderson, general manager of Southern Amusement Company, made a flying trip in his private plane to Kentucky last week to see some of the company's branches. He met with Sam Thomas, the company's president, and with two other representatives. Clarence A. Camp, who also heads other interests, reported back- ground on some new locations. . . . Charlie van Korn, partner in Tri-State Amusement Company, is at work on a new machine called the "Rider" for kiddies. Idea is to rent it to supermarkets, in which he will operate it in the same manner as they do to movie theaters. Children can use the tickets to ride the machine.

George Sumner, president of Sumner-Pennington Company, was on a swing thru Arkansas last week calling on music and game operators in order to keep in touch with them. He is interested in both industries and businesses interested in his new Seagull background music system. . . . Robert L. Harbin, Harbin Amusement Company, was in Phoenix, Ariz., last week to attend the trade show of the same company held there. Harbin's two sons operate his route, and are partners in the business.

HERES THE MIAMI SCENE: Gene Linn, roadman for Tatar Distribution Company, Rockels back, is out from a trip up the

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By BOB LATIMER

DENVER—"Two other programs, mixing or counting money" is the way Denverans Ends, record buyer at American Armstrong, sur- names up his programming policies.

A veteran of five years with American Amusement Company, headquartered in suburban Aurora, but servicing machines through Denver, Ends has a lot of unusual theories. One of them which has probably caused most interest is the fact that after 200 machines are used, he programs a full 50 cent in EP. With excellent play return in an instance. Where 100 -record machines are concerned, there is always at least 20 per cent of the total in extended-play, records, and often as much as 25 per cent.

Personal Attention

Making EP's go as well as they have to is traceable to the fact that Ends spends almost all of his work- ing time "on location" and then doubles back during the evening hours to assay the photographs playing public in his location personally.

He believes that "appearance can be deceptive" where a typical neighborhood tavern is concerned, for example, where the operator finds filling up the afternoon with low-class selections means likely to be representative of the crowd the following night.

Consequently, Ends keeps all of them constantly, and probably knows his location customers and their taste better than any other operator in the area.

Older People

"That's how we came to program with EP's," he adds, "and that we had a surprising predomin- ance of older people in most of our tavern and restaurant locations, all of whom enjoy old favorites and standards, which are often available only on EPs." Then in making the original week from 5 cents to 10 cents a play, we felt that we should offer a little more to offer the customer than the chance to spend twice as much money to hear his tunes.

As a result, we programmed a lot of EP's, used posters to let the public know about it, and in this way gave them a better bargain in music for the dime. That worked out well, but the EP's kept on play- ing beyond expectation. We have been programming them in the percentages given above ever since, and have never had any reason to regret it.

Full-Time Job

Programming is a full-time job with Ends. Except for the time spent in counting collections, and physically changing the records, his mind is continually working on the programming responsibility for each individual location.

While there are, of course, records which will hit on almost all locations, records he looks at each spot on an individual case, and programs it in his mind, during his evening calls, and on paper, following each record change.

Consequently, there will never be the same record, or any other record, played on any two American Amusement Company machines.

Location Requests

Surprisingly, even with the first-name similarity with locations operators which his frequent calls have brought about, Ends doesn't feel that location owner requests for specific tunes have much to do with his program.

"The location owner requests are few and far between," he said. "Of course, we know what few do come in. When we have 200 slots open for records, it isn't any trouble to insert two thousand for the location owner, and even on 100- play machines, we can usually go along with his ideas."

Own Initiative

Making all recording decisions on his own initiative and experience, Ends frequently buy the same record for every location at once, duplicating the process to the point that there may be six records slated for use of 75 locations simultaneously.

"Usu-"ly "gunning right," Ends has successfully "bent the Hit Parade to the punch" with several hundred thousand of his phono- graphs at once which quickly developed into Top 20 favorites.

Buing so many records simulta- neously may be expensive, but it is always worthwhile, Ends reports where the record works out. "I make a few mistakes," he grinned, "but fortunately there are not too many of them."
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U.S. Secret Service to Crack Down on Slot Passers

By ELTON WISEHUNT
MEMPHIS—Local game operators are being "tagged to death" and the U.S. Secret Service will crack down on the culprits, John J. Kiljan, special agent in charge of the Secret Service office here declared last week.

"We've never had such a wave of slot-gaming in this city's history," said Kiljan. "We know who many of the persons using slugs are and we are going to present future violators to the U.S. Attorney's office for prosecution."

The law hard-biting warning was welcomed by operators, who said they lose large sums of money over a period of time to cheats who use slugs in coin machines.

"We have paid operators about $2,000 a year to watch my machines," said a local operator, "but now I have no reason to pay them because the Secret Service is going to crack down on the slugs."

Industry spokesman Drew Canal, Canal National Tobacco Company and Parker Henderson, general manager of the Commercial Machine Company, said they were "glad these type of law violators will be suppressed." They added that the law would help the legitimate operators.

Operators, who of course have no means to detect, have now pooled reports to try to determine how much they lose to slot-takers. They feel the law is not enough.

They also lose large sums of money a year through the use of "bagger slugs" which break into coin machines.

Kiljan said the slug fumes in a machine in Memphis is, of course, a thing, a religious medal filed to the size of a quarter. Another religious medal is filed to the size of a dime. These are used in joke boxes and cigarette machines, Kiljan said.

Mexican Coins

Kiljan said another slug gimmick involves the transportation of thousands of 10-cent pieces from Mexico and a lot of young Memphis men have been in Mexico in the past year or so—"It is true, but no one else is using them.

The 10-cent pieces are just slightly larger than the size of a U.S. quarter and worth just over a dime. Kiljan said that a well-known Memphis auto dealer and developer in the area has used the Mexican coins on a cigarette vending machine in the car lot's office. He also said 1,522 pieces of dimes, worth $15, from the machine. They got out of a file or put sentence on a technicality.

No Prosecution

Because there was some question of whether the Mexican coin gimmick is a violation of existing federal law, Kiljan said, the U.S. Attorney did not prosecute.

"But we think it is a violation and in the future there will be prosecutions," said Kiljan, who indicated he discussed the case with the U.S. Attorney and they agreed to proceed in court and let the judge and jury decide if it is a violation.

Present federal law says it is a violation to use slugs in 5-cent and 10-cent representations, but the law says nothing about quarters.

Excahng Law

The Secret and recent federal law was passed by Congress at the instance of telephone companies, who for years were victims.

The law makes it a violation for any U.S. coin to be defaced or mutilated. Maximum penalty is up to a $2,000 fine or five years in prison or both.

And another of the slot problems confronting Kiljan is the jamming of the coin machines by the main victims of this fraud, he said, and the most likely suspects are teenage boys.

Fine Setting

slots machine operators are trying to use the slug wave by setting the coin apparatus in their machines to the finest possible aperture. But the finer it is, the more often the machines jam, he said.

There is also a measure, he said, to send repairmen around fixing jam- ming machines. The agent said that a great majority of the violations are being committed by juveniles. If they don't know what per cent. But they "will not straighten out these machines and Juvenile Court, if we catch any of them," he said, adding that some had been turned over to Juvenile Court for handling.

Also, he said, some adults are to be "cleaning out" the places where there are coin machines.

Serious Matter

"Some people apparently feel that morally there is nothing wrong with stealing something from a coin machine," he said. "They are wrong. And when the thefts take on the proportions they have, with the loss added up to great amounts, it is a very serious matter."

Kiljan said that making arrests in such cases is the most difficult of all arrests. "We must know who is 'shuffling' the machines before they do it. Then we must prove the machines and observe the slug being dropped.

"If we do see it this way we will not have an all-night case for prosecution because the offender can claim as a defense that the slug in the coin box was not put in by him."

The U.S. Secret Service deals with crimes involving counterfeit money notes and bills, forgery and cashing of U.S. Government checks and the protection of the President of the U.S.

DENVER BULK OOPS MAY GET BREAK ON PROPOSED TAX

DENVER—Altho the city council has not yet made a final decision, it is likely that efforts on the part of Jay Shannon, local operator, will keep bulk vending operators from being taxed out of business here.

A proposed across-the-board tax increase of $10 per machine would have lopped bulk vendors with cigarette machines, candy bar vendors, and other major equipment.

Acting as an unofficial spokesman for Denver's bulk vending operators, Shannon met with the council and won support for his position that the tax on bulk vendors should be compromised at $1 per machine.

Shannon argued that, because of their comparatively small grosses compared to other business categories, a $10 per machine tax would in effect eliminate the bulk vending industry in the city, he argued.

To drive his point home, he showed that an operator with 1,000 machines would be faced with the impossibility of paying a $10,000 tax plus council additions.

Once the financial realities of bulk vending were pointed out, Shannon found the council quite receptive.

Shannon claimed he is an emerging young operator with about 700 machines on location in the Colorado capital.

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ACCEPTED OCTOBER 26, 1959 THE BILLBOARD COIN MACHINES
NYSCMA Airs Ideas for P-R Fund

NEW YORK—Additional lengthy discussion of methods of raising a sustained flow of operating funds dominated a meeting of the public relations committee of the New York State Coin Machine Association. The meeting was held Thursday evening (22) in the offices of the Music Operators of New York.

There was considerable discussion on a plan for a drawing advanced by a committee composed of local distributor heads. Many suggestions were offered on how the drawing should be run. The sub-committee, composed of Meyer Parkoff, Irving Halsman and Al Simon, was finally authorized to plan the details of the promotion and get the ball rolling without further discussion by the full committee.

PIN GAMES

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Gottlieb Duofo, 2-pl. $100
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Gottlieb Fair Lady, 2-pl. 115
Gottlieb Ghostboard, 4-pl. 60
Gottlieb Register, 4-pl. 140
Gottlieb Jupiter, 4-pl. 145
Williams Race the Clock, 4-pl. 75
Williams Fast House, 4-pl. 110

GUNS:

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KEERY's Shuffle Alley, 7½ ft. $519
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GAMES CYPHER 245
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SEBURG C-R-161-201

Wesley, 1937 BASEBALL

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BALL, BIG INNING $199

BALL, OUTFIELD BASEBALL $199

WIDE GAMES $199

Cig. Cigar BUTTER UP 619

Hillbilly Problems

- Continued from page 25

Hillbilly Problems

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Where he finds that an owner has
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Hillbilly immediately begins culti-

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He will have specific requests from

at least half of his location owners.

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ALL EQUIPMENT THOROUGHLY RECONSTRUCTED
Coven Is Man of Varied Interests

CHICAGO—Normally, when a prominent coin machine distributor goes into the manufacture of marine electronics equipment, the

ing machines, joke boxes and coin

tasting. Although Coven put in long hours in the coin machine business, he still had time for his favorite hobby,

Altogether, 10 years ago, Coven began tinkering with electronics in an effort to develop a "poor man's radar" which could be used by small pleasure craft. The result, nearly 10 years of research is the DF-O-Matic Navigator, which is made by Allen-Bradford, Inc., a subsidiary of the Coven-Mississippi Cooperation.

The unit, which is now in production, is a reliable and simple radio direction finder. It gives the skipper the direction of the broad-

sidered air, marine and broadcast bands, the unit uses a radio beam with radio-like action. It scans electronically a complete 360-degree arc, sweeping for a beam 100 times a second. The information is automatically transmitted to a visual course indica-

or Ben Coven, veteran Chicago coin machine jobber, the move seems completely in character, for Coven is a man of varied interests and many talents.

He is probably the only man in the industry with a doctor of juris-

prudence degree, which was granted

mation in 1931.

He knew, and his father turned the family business—

a wholesale tobacco and candy firm—

over to Ben. Part of the family business was a vending route, and that was the part that interested Coven the most.

He gave up his law practice and ran the family business. Coven expanded the coin machine phase of the business, and in a short time he was a leading distributor for vend-

Ben Coven

mass would be considered an unexpected one.

But for Ben Coven, veteran Chicago coin machine jobber, the move seems completely in character, for Coven is a man of varied interests and many talents. He is probably the only man in the industry with a doctor of jurisprudence degree, which was granted him by Loyola University, where he had previously earned a bachelor of arts and a bachelor of law degree.

Practicing Attorney

In fact, Coven was a promising and practicing attorney from 1913 to 1935, when an event occurred which changed the course of his life. His mother died, and his father turned the family business—a wholesale tobacco and candy firm—to Ben.

Part of the family business was a vending route, and that was the part that interested Coven the most. He gave up his law practice and ran the family business. Coven expanded the coin machine phase of the business, and in a short time he was a leading distributor for vend-

Coven is an expert in many fields, and his most recent venture is the development of a new marine electronic navigation system that will enable small craft to find their way across the ocean with ease.

The DF-O-Matic Navigator, as it is called, uses a radio beam to determine the direction of the boat from a fixed reference point. It is simple to operate and has been tested extensively on various types of boats.

The unit is currently in production and is available through marine electronics dealers nationwide. Coven has high hopes for the future of this innovative product and is looking forward to seeing it used by thousands of boaters across the country.

---

BOSTON—The Massachusetts pinball machine industry appeared last week to be stuck at dead center. Donald B. Falvey, State director of standards, announced that his office cannot approve an amusement device any machine which the U.S. commissioner of internal revenue has considered to be a "gaming device" and thus subject to the $250 gambling tax.

The effect of Falvey's statement appeared to be that in-line pinball machines are illegal in the eyes of the State government and legal on payment of a $250 tax as far as the federal government is concerned. The machines previously had been taxed only on the basis of the $10 federal amusement tax.

The industry, whose estimated 4,000 machines in this Bay State, are said by the State office to do a $50 million business yearly, has engaged the services of Attorney Paul Smith of Boston to fight the federal ruling.

---

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OCtober 26, 1953

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DOUBLE WINNER - Chicago Coin's

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16'-21' KING BOWLER

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Keeney TOUCHDOWN
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Warren GOLDEN BILLY
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TWIN WILD CAT

TWIN PLAY

TWIN PLAY

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Company

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Telephone: Connaught 7-3032
PACIFIC COAST

Cliff Blake, a veteran cigarette machine distributor, has joined the machine company of Magna Springs, Los Angeles, in a sales capacity. Blake, who is known as a hard-working man, is expected to be a valuable asset to the company.

Colo., at an altitude of more than two miles above sea level, was in Denver during mid-September, buying new equipment. He was surprised at the complaints of Denver's "low-land" operators who found collections dropping with an early cold weather snap. Barbara Ayes, of Modern Music Company, Denver, is fast emerging as a championship-caliber woman bowler,20 bowing several nights in a week, Miss Ayes' boats have won several times in tournament competition among Colorado women bowlers.

Bill Broder, of Powell, Wyo, has purchased the vending route formerly operated by William Shackaleford in Cheyenne, Wyo. Andy Anderson, head of Star Novelty Company, Denver, is back on the job following a short illness.

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Model D $125
Model F $145
Model G $145
20000's $160
21000's $185
21500's $200

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1422 45 RPM
$115
1222 45 RPM
$145

BINGOS

Mini America
$200
Ralph Jones
$225

UPRIGHTS

Trumco, Poteau County, Oklahoma...
$300

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Player builds his own score. DEALERS Score list prices when game is over. 
OVER 21 — you lose! 
SCORE 21 — you win! 
Beat the dealer — YOU WIN! IF dealer "busts" and you are under 21 you win!

OPERATE 

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WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

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**BEST USED BUYS**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wurlitzer 2200</td>
<td>$895.00</td>
</tr>
<tr>
<td>Wurlitzer 2100</td>
<td>$775.00</td>
</tr>
<tr>
<td>Wurlitzer 1900</td>
<td>$550.00</td>
</tr>
<tr>
<td>Seeburg M100C</td>
<td>$295.00</td>
</tr>
<tr>
<td>Seeburg M100B</td>
<td>$195.00</td>
</tr>
</tbody>
</table>

**CULP DISTRIBUTING COMPANY**

614 West Grand Avenue
Oklahoma City, Oklahoma
Phone: Central 2-8084

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**Club House**

Continued from page 75

playfield. If he scores more than "21," he wins—but a score of exactly "21" is a winner.

In addition, the player can win by beating the "dealer." The "dealer's" score lights up on a mystery basis at the end of each game played. If the dealer's "base"—that is, goes over "21," and the player is under "21," the player wins.

Player's score is registered point by point on a large panel at the center of the backglass, while directly below it, "dealer's score" is registered.

Club House carries a new Williams seal, pointing out that the game was tested for 16 weeks at 23 different locations.

**Location Loans Harmful**

Continued from page 75

at fault because in his anxiety to get new locations and hold existing ones, he will make deals which are economically unsound. He will compound his error by failing to maintain an adequate equipment-replacement policy, and by stuffing off on service.

The location owner is to blame in that he will play off one operator against another, failing to realize that by getting a bigger piece of the relatively small joke pie, he is getting a smaller piece of the big bar pie.

Lindy Nardrone, Rochester operator who attended the Davis party, pointed out that if the average operator in the area could use half the money paid out to locations for bonuses and advance commissions and put it in better equipment and service, collections would be up substantially for both operator and location owner, to say nothing of the effect the improved equipment and service would have on the location's business.

Stereo Talk

The Davis party for location owners always results in operator, distributor and location owner discussing their problems over a drink. In previous years, main topics of conversation were dime play, 10 cent, and increased service. This year it was stereo.

Several location owners interviewed who had stereo said that the dual-channel machine had increased sales. But probably the most enthusiastic proponent of stereo was Harald, who operates the Evening Inn in Ossow." According to Mrs. Hammon, local operator Mike Vaigo installed stereo three months ago, and collections have actually tripled in that time.

---

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- Dropping ball in center hole when Ill scores 100 to 200 points
- Hitting rollers 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 rollers
- Match feature

- **Gottlieb & Co.**

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Dime play is here to stay—buy Gottlieb Games and keep it that way!
No Tax on Games With Prizes

*Continued from page 75*

sidered by IRS to be games of chance, the players have no "further
control over the final result." The awarding of anything other than
free plays would put the machine in the $250 tax category. An IRS
defines a skill game as one "where the insertion of a coin merely
releases the machine for manual play, and the successful
operation thereafter depends entirely on the skill of the player." It
is permissible to award prizes to players of such machines at a
higher rate if the proceeds are incurred in connection with a
violation, because IRS does not de
fine an amusement pinball as a
game of skill. Prizes can be awarded
without incurring the high tax only
when the game is considered by IRS
to be a game of skill.

The following is IRS's ruling on
bowling games. This is the guideline the
IRS will follow in determining
whether a given prize is taxable or
not.

Under the circumstances of the
instant case, the successful operation
of the coin-operated Shuffle-Alley
bowling game depends entirely on the
skill of the player. It is considered a
coin-operated gaming device taxable at the rate of $10
a year even though the players operating
the device may receive a free
chance to win a prize.

It is further held, however, that
where a coin-operated bowling
game includes a feature whereby
its successful operation, for which
a prize is given, depends on the ele
ment of chance, the game is con
sidered a coin-operated gaming
device.  

Under the circumstances of the
instant case as set out above, it is
not deemed that a wager is placed
and therefore no wagering tax lia
bility under Sections 4401 and 4411
of the Code is incurred.

Lottery

In some circumstances a coin
operated device may be coupled
with a punchboard or similar lot
tery operation in such a fashion
that it is in reality the operation of
a lottery within the meaning of
Section 4401 of the Code. Such
would be the case where there
is not a bona fide operation of the
coin-operated device as such, i.e.
"Where the device is employed with
a punchboard or similar lottery
as a sham to evade the wager
ning tax."

Under such circumstances the
wagering tax would be applicable
to the full amount realized from the
device and the tax on coin-operated
devices would not be assessed.

"Whether in any particular case
liability is incurred for the amuse
ment device tax or the gaming de
tax under Section 4401 or the Code,
or for the wagering taxes under
Sections 4401 and 4411 of the Code,
will be determined upon an
examination of the facts of the
circumstances.
IMPORTANT NOTICE

The Letter Ruling of the Internal Revenue Service, addressed to Mid-West Distributing Company and dated March 4, 1959, relative to the tax category of certain pinball-games, received considerable publicity from numerous sources, including the trade-press of the industry.

We protested such Ruling and contended that—in classifying such games according to features of construction, instead of use—such Ruling went far beyond the scope of the Korpan Case, decided in June, 1957 in favor of the Government.

Nevertheless, Revenue Ruling 59-294 was issued on September 8, 1959, affirming the "Mid-West" Ruling and holding that "where a pinball machine is equipped with a push button or other device for releasing free plays and a meter for registering the plays so released, or with a provision for multiple coin insertion for increasing the odds, such equipment is considered prima facie evidence that the machine is being maintained for gambling purposes."

Such "prima facie" Ruling is now being contested in court.

Our opinion and the opinion of our counsel has been that our games, LOTT-A-FUN and FUN-WAY, do not fall within such Rulings. However, we now learn that new Letter Rulings have been issued by the Internal Revenue Service which might be construed to apply Revenue Ruling 59-294 to any and all multiple coin features.

We have requested a definite Ruling from the Internal Revenue Service on the tax category of LOTT-A-FUN and FUN-WAY.

Pending such Ruling, however—or a determination in court—we feel an obligation to our customers and to the industry to disclose the tax uncertainty presently existing.

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