

# The Billboard

SIXTY-SIXTH YEAR

SEPTEMBER 12, 1960 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Is Big Beat Still On Singles Throne?

Area of Material Widens; Trend to Imagination Breeds Surprising Hits

By REN GREVATT

NEW YORK — Is the big beat still king of the singles field? That's a question a lot of tradesters and chart observers have been asking themselves of late, as hit material seems to be drawn from an ever-widening area. Many believe now that virtually anything—musical or non-musical has a chance today.

There is for one thing an obsession with sadness, tragedy and often death to be noted among the hit record ideas now showing up in the charts. There is a spurge of disks of a basically talking nature, with music only appearing as an incidental. There is an apparent trend to the melodramatic in the song material, too, which has lead some observers to believe that the soap opera, which reigned supreme on radio 20 years ago, is having a reincarnation on records.

### 'Answer' Revival

A number of hit ideas of late have also drawn "answer songs" from various artists, a trend which may have had part of its modern inspiration from the high success of Jeanne Black's "He'll Have to Stay," an answer to Jim Reeves' "He'll Have to Go."

More recent examples of this interesting revival would include the answer to Hank Locklin's "Please Help Me, I'm Falling," in the form of Skeeter Davis' disk of "(I Can't Help You) I'm Falling Too." Then there is the new idea by the Teen Queens, "There Is Nothing on My Mind," an answer to Bobby Marchan's "There Is Something on Your Mind." Yet another is "Tell

Tommy I Miss Him," an answer to Ray Peterson's "Tell Laura I Love Her."

Disks of late, in addition to dealing with tragedy, have dealt with what could be considered a particularly tragic aspect of life—addiction. A recent song put on a disk, "The Story of Susie," deals with how a young girl developed the narcotics habit. An obvious answer song to the young lady being "turned on," as it were, might be one dealing with turning her off, altho what the answer here would be is anybody's guess.

### 'Story' Songs

There are a number of current examples of what might be called real story songs. These range from a tone of despair and danger to one of comedy. Of the former type, there are such items as "Mr. Custer," by Larry Verne; "Chain Gang," by Sam Cooke; "Hot Rod Lincoln," by both Charlie Ryan and Johnny Bond; "Tell Laura I Love Her," by Ray Peterson; "Wreck of the John B.," by Jimmie Rodgers, and "Five Brothers," by Marty Robbins. Such a predilection for despair, often culminating in death, prompted a disk by Bob Luman, titled "Let's Think About Livin'," which has also hit the charts.

Examples of disks focussing on talk rather than song would include Walter Brennan's recent hit, "Dutchman's Gold," and in an entirely different vein, the two versions of "Alley-Oop," by the Dyna Sores and Dante and the Ever-

(Continued on page 58)

## GUIDE TO SPONSORSHIP IDENTIFICATION

By MILDRED HALL

WASHINGTON — A handy guide for use in complying with sponsorship identification requirements of the newly enacted Harris Amendments to the Communications Act, has been put out by the National Association of Broadcasters, for member stations. The guide contains the 27 examples outlined in the House Commerce Committee report adopting Harris Bill. Examples especially pertinent to music interests were outlined in Billboard issue of June 20, 1960.

Biggest relief for music interests and disk spinners on the air is the assurance that "no announcement" is required for records provided free to a station, unless the supplier furnishes "more copies than needed," such as 50 to 100 copies, in return for express or implied agreement that the tunes will get air play. Announcement would be required in any instance where deejay or station got any form of payment in consideration for playing even one free record, however.

Also reassuring to music-broadcast interests is proviso that no announcement is required when a new station, or a station switching music format, receives a "substantial number" of releases from various distributors, provided they are for broadcast only. On the other hand, if a station obtains a whole "music library" free, via understand-

(Continued on page 58)

## Sharp Chart Moves Indicate Flux in Record Market

Diskeries Pour on Heat in Singles Production; New Labels Increase

By JUNE BUNDY

NEW YORK — An unusual amount of action on The Billboard's "Hot 100" chart this week—with four new disks moving into the top 10—reflects the general state of flux in the record business across the country.

In an apparent effort to combat lagging singles sales (the average best-selling single today sells far less than it did 18 months ago), manufacturers this month are pouring more and more new singles releases on the market. More than 200 singles were sent to The Billboard for review last week, as compared to an average of 112 singles per week for the first six months of the year.

Interestingly, the big increase is in the rhythm and blues singles category, in line with the recent resurgence of sales in the purely r.&b. field, rather than pop rock and roll. There has also been an increase in Latin American singles submitted for review.

### New Labels Increase

At the same time, new labels are entering the field at a rapidly increasing rate. During the past month, The Billboard has received an average of 10 new labels a week, whereas the previous weekly average was about three. New labels hit their peak birth-rate about a year ago, but their number had slackened off considerably until the past few weeks.

With the exception of a few

hardy stars (Elvis Presley, Connie Francis, Brenda Lee, etc.), the average best-selling single today has a far shorter, less profitable sales life than in previous years. Novelties, of course, have always had a shorter sales existence, and it's interesting to note that among the five new disks moving into the Top 10 this week are two novelties—"Mr. Custer," by Larry Verne on Era, which rose from No. 12 to No. 4, and "Yogi," by the Ivy Three on Shell, up from No. 14 to No. 9. Other novelties on the chart include two versions of "Kookie Little Paradise" (by Jo Ann Campbell and the Tree Swingers), the "Time Machine" by Dante and the Evergreens, and, of course, Brian Hyland's still strong selling "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini."

### Big Jumps

Also moving into the Top 10 were Sam Cooke's "Chain Gang" on RCA Victor—zooming up from No. 22 to No. 6 and Brook Benton's Mercury disk "Kiddio" jumping from No. 17 to No. 8. Another big jump—altho not from outside the Top 10—was that of the Connie Francis' "My Heart Has a Mind of It's Own," No. 9 last week, No. 3 in this issue. At the same time, Brenda Lee's "I'm Sorry" dropped from No. 5 all the way down to No. 20.

One of the most obvious manifestations of the scramble for singles hits is the wide range of material now included on the "Hot 100" (see story elsewhere in this issue).

The emphasis on morbid and/or (Continued on page 58)

## Gags Answer Answer Gags

NEW YORK — It's no secret that comedy spoken word material has been one of the truly big sales factors in the LP field this past year. Albums by Shelley Berman, Woody Woodbury and Bill Dana (Jose Jiminex) have been big chart sellers, and in the opinion of some, have been responsible for new trends of material in the singles field.

Singles have been notable for answer songs of late and now these appear to have had an effect as tho in reverse, on the album front. The comic cab driver Lou Cater has now come up with his own collection of answer songs in a new Columbia package which includes such interesting repertoire as "How Deep Is Which Ocean?" and "You Can Keep Her Down on the Farm." These qualify as answer songs to question songs.

## NEWS OF THE WEEK

### Columbia Records Names Adler and DeVol to Important Exec Posts . . .

Columbia Records announced important changes at the personnel level this week. Norman Adler, who had been in charge of the Columbia Club, became executive veepee, a post which had been vacant since the departure of Herb Greenspon several months ago. At the same time, Frank DeVol was named pop artists and repertoire director.

### New York's 11th Annual Hi Fi Show Draws Heavy Dealer, Public Support . . .

New York's 11th Annual High Fidelity Music Show drew record amount of dealer attendance in pre-opening sessions. Show, which ran Wednesday to Sunday at New York Trade Show Building, also generated high interest and attendance figures among public. Design improvements, simplification of controls, multiplexing were prime topics at show.

### Germans Attack Tape Recorder For Effects on Single Sales . . .

West Germany's disk industry is convinced that the use of tape recorders in homes is at the root of the declining level of single record sales. Disk industry authorities there have called for a common front with the American disk industry against the alleged tape incursion.

### DEPARTMENT AND FEATURES

Amusement Park	Music Pop Charts—
Operation . . . . . 61	Top LP's . . . . . 30
Arena, Auditorium	Honor Roll of Hits . . 36
Newsletter . . . . . 62	Hot 100 . . . . . 38
Audio Products . . . . 18	Tomorrow's Tops . . . 39
Bulk Vending . . . . . 80	Hot C. & W. . . . . 42
Carnival Confab . . . . 68	Hot R. & B. . . . . 56
Circus Trouping . . . . 64	Music Record Reviews—
Classified Ads . . . . . 77	This Week's LP's . . . 31
Coin Machines . . . . . 80	Singles . . . . . 39-41
Fair-Exhibition	Pipes . . . . . 77
Management . . . . . 62	Radio . . . . . 7
Final Curtain . . . . . 65	Roller Rumbles . . . 65
Hot 100 . . . . . 38	Routes . . . . . 66
Letter List . . . . . 79	Show News . . . . . 59
Merchandise . . . . . 76	Talent on the Road . . 61
Music . . . . . 2	TV-Music-Radio . . . 2

Dot RECORDS

1960 FALL CATALOGUE PROGRAM

(SEE CENTER SECTION)

# Adler Named to No. 2 Col. Post; DeVol Tops Pop A&R

## Boosts Disk Club Head To Top Echelon

NEW YORK—Norman A. Adler, heretofore first veepee and general manager of Columbia's Record Club, was named executive vice-president of Columbia Records last week, making him No. 2 man to President Goddard Lieberson.

In his new post Adler will be in charge of the firm's entire marketing operation, including the Columbia Record sales staff and its wholly owned distribution branch distributing organization; Columbia's subsidiary label, Epic, and—as in the past—the Columbia Record Club. He will also supervise Columbia's market research activities.

Adler's appointment as executive veepee—key post which has been vacant for some time—points up the phenomenal success of the Columbia Record Club, which now has a membership of more than 1,250,000 and is today the world's largest single mail order club selling records or any other product.

Adler joined Columbia in 1951, and in 1955 organized the Columbia Record Club. A graduate of New York University and the Yale Law School, Adler served as Special Assistant to the Attorney General in the Anti-Trust Division of the U. S. Department of Justice.

## Columbia In Deal With Ruth Lyons

CINCINNATI—In a deal consummated here by Stanley J. Kavan, Columbia executive out of New York, Columbia Records last week acquired two new tunes written by Ruth Lyons, nationally known star of WLW's "50-50 Club," simulcast Monday thru Friday, 12 noon to 1:30 p.m., over Crosley Broadcasting's four-city network via WLW-T here.

Tunes acquired were "All Because It's Christmas," a new yuletide effort, and "Wasn't the Summer Short," a ballad sung by Ruby Wright, of the "50-50 Club" cast. Flip sides are another Christmas tune, "Everywhere the Bells Are Ringing," and "Fooled." Miss Lyons wrote the music and lyrics for all four sides with Cliff Lash's "50-50 Club" ork doing the background.

Four other diskeries reportedly made the pitch for the tunes along with Columbia, namely Liberty, Cadence, Dot and RCA Victor. (Continued on page 36)

## WRITER GROUPS TO SWISS MEET

BURGENSTOCK, Switzerland—Representatives of performing rights and mechanical rights groups from countries all over the world are expected to convene here commencing next Thursday (15). The occasion for the meet is the biennial congress of the International Federation of Authors and Composers.

A number of American observers are expected to be in attendance. As in years past, a prime topic of discussion is expected to be the problem of reaching more effective liaison between groups in different countries and developing a more standardized set of practices and procedures.

## DeVol To Co-Ordinate Production

NEW YORK — Columbia Records president Goddard Lieberson late last week announced the appointment of Frank DeVol as director of Columbia Popular Artists and Repertoire. As the department's head, DeVol will co-ordinate and administrate the activities of producers.

Lieberson, in discussing the matter, noted that Mitch Miller's title remains the same. He is executive producer. "Mitch is such an important artist that he has not the time for executive duties," Lieberson stated, adding that "someone must tie up the day to day chores." Lieberson also announced that Stan (Continued on page 36)

# Victor-Remington Tie Spells Success

NEW YORK — The joint RCA Victor-Remington Rand promotion, "Be a Hit at School," is already accounted a trail-blazing success—alho results will not be fully assayed until the closing date of October 10.

It is known that industrial firms have been closely watching the promotion with a view towards gauging the efficacy of records as a means of reaching a market of high school-age buyers. Results of the RCA Victor-Remington venture have been so impressive that another industrial firm is set for a similar venture with the diskery.

## Levy Exits Top Rank

NEW YORK — Len Levy, sales manager for Top Rank Records, has resigned that post effective this week. Levy had been with the firm since its inception last year. At press time Levy said he expected to announce his plans shortly.

Meanwhile, Harold Friedman, consultant and director of the company, announced that effective at once, he will assume direct supervision of all sales and marketing functions. In detailing the new operation, Friedman added that Ray Meinberg, national promotion manager, will concentrate on single sales. Appointment of a new operative on the LP side is expected shortly.

The firm cannot be named at this time, alho it is known that the joint promotion will be "two or three times larger" than the current RCA-Remington deal. It will be kicked off in the spring of 1961; it involves a record premium and the use of the same artists currently participating in the present push.

Bill Alexander, RCA Victor advertising and promotion chief, stated that results thus far indicate strongly that the best way for an industrial manufacturer to tap a high school crowd is via record artists.

As a talent-development device designed to spark sales of singles, the campaign has proven very solid. Three of the six disks which were especially conceived for the (Continued on page 36)

# Key Problems Spur Fall NARM Meet

By NICK BIRO  
CHICAGO—Three of the record industry's hottest problems—discounting, transshipping and manufacturers' promotional policies—will key an unprecedented mid-year meeting being held by the National Association of Rack Merchandisers (NARM) here, September 16-17.

The midyear session will be closed. Associate members (manufacturers) will not be invited. The floor discussion is expected to be a hot one.

The crash meeting, at the Conrad Hilton Hotel, is being held because many of the industry problems have become critical, a spokesman for the association pointed out.

He said that at first members were reluctant to meet because of the press of fall promotion plans. Now, however, an attendance of from 80 to 85 per cent is expected. Following the two-day open session, NARM will hold a board of directors meeting, September 18.

The group's regular annual con-

## IHFM Sets Public Info Promotion

NEW YORK—The Institute of High Fidelity Manufacturers will shortly launch an all-industry promotion program designed to sell the public on an institutional basis on what components are, who makes them and how they can be used to best advantage. The plan was disclosed as a recommendation by IHFM prexy, Ray Pepe, at a general membership meeting here Friday (9).

Pepe said the cost of the consumer advertising program would run to about \$100,000 for six months and he asked that each manufacturer voluntarily agree to commit \$285 per month to the program. Direct member assessments are unconstitutional, according to IHFM bylaws. Each ad will contain a coupon for use of consumers who want more data. These will be turned over to local dealers closest to the respondent. These dealers will also be furnished with a decal for their window, indicating they are an "approved" hi-fi retailer. A show of hands indicated about 90 per cent approval of the plan.

## Pretrial Exam For Goody

NEW YORK — A suit recently filed by Sam Goody against Columbia Records and Caedmon Records alleging unfair and discriminatory practices in connection with certain aspects of the Columbia Club, will enter a new stage of development, Wednesday, October 5. At that time Goody will undergo pre-trial examination by attorneys for the plaintiffs in the case. This is expected to take place in the offices of Rosenman, Goldmark Colin & Kaye, Columbia attorneys.

It was noted that it is normal procedure in a case of this kind for the plaintiff to be examined first. Later it was expected that Goody's counsel, Abraham Lowenthal, would examine various exec personnel of both Columbia and Caedmon.

## IGLOO BEST

# C.&W. Fare Titillates Eskimo Ears

TORONTO — Eskimos prefer c.&w., Eskimo deejay Simeon Ak-lunark, 22, has discovered.

The young bilingual jockey broadcasts a half-hour show weekly over CHFC, a 250-watt station in the CBC Northern Service. The station is inside Fort Churchill, the nearby military camp, near Hudson Bay.

His program, "Churchill Calling," features performers like Hank Snow and Ray Price, and such songs as "Love Me to Pieces," "It Don't Hurt Anymore" and "The Old Man and the Old Woman." Sometimes the same tunes are requested over and over.

Simeon began his show last April, quite nervous about the whole project.

The soft-spoken jockey works from notes in Eskimo script, ad libbing all the way.

He gives comment on the records much in the same manner as other disk jockeys, having learned the technique when he spent six years in the hospital with polio and tuberculosis in Brandon, Man.

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

### Publishers

Roger S. Littleford Jr.  
William D. Littleford

### Editors

Paul Ackerman, . . . . . Music-Radio-TV, N. Y.  
James W. McHugh, . . . . . Show News, Chicago  
Aaron Sternfield, . . . . . Coin Mach., Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Robert Rolontz, . . . . . Assoc. Music Ed., N. Y.  
Lee Zhitto, . . . . . Western Music Ed., L. A.

### Managers and Divisions

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

### Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUnbar 1-6450  
New York 36, 1564 Broadway  
George Connell  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CEntral 6-9818  
Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOllywood 9-5831  
St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHestnut 1-0443  
Washington 5, 1426 G St., N.W.  
Mildred Hall, Chief, News Bureau  
Phone: NAtional 8-4749

### Advertising Managers

Music Adv. Sales Dir. . . . . Dan Collins, N. Y.  
Music Adv. and Prom. . . . . Andrew Csida, N. Y.  
Show News-Mdse. . . . . Robert Kendall, Chicago  
Coin Machine . . . . . Hilmer Stark, Chicago  
Music-Western . . . . . Robert McCluskey, L. A.

### Circulation Department

B. A. Bruns, Director . . . . . Cincinnati  
Send Form 3579 to  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at Cincinnati and at additional entry office. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners. Printed by WORLD COLOR PRtg. CO., St. Louis  
Vol. 72 No. 37

## MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates.) Foreign rate \$30.

Payment enclosed  Bill me

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

**SKOAL!**

**Steve Sholes Marks 25th Victor Anni**

On August 28 a quiet, conservative cat left the RCA Victor offices on 24th Street, walked thru the Post Office and entered Klube's Restaurant where he downed a mug of beer.

In a business known for its flamboyance, this was indeed a mild celebration.

The man was Stephen H. Sholes, pop a.&r. manager, who in this fashion was chalking up 25 years of service with the company.

Sholes, now in mid-career, is reticent about past accomplishments. When queried on this matter, however, it is interesting to note that he does not regard his acquisition of Presley for RCA Victor as the peak of his activity.

In terms of long range and multiple-artist benefits for the label, Sholes regards his acquisition of Chet Atkins as his most important coup. Atkins is one of the label's hottest artists and as head of the Nashville studio operation has been producing better than 50 per cent of the label's singles hits.

Sholes listened to a transcription 13 years ago titled "Canned Heat," and was intrigued by a guitar picker on the date. He found him in Colorado in 1947, signed him as an artist and developed him as an a.&r. man. This was Chet Atkins.

The Sholes-Atkins team-work, of course, has produced outstanding results, particularly so inasmuch as it has been operative during a period of change in American music; a period when country-oriented music and artists became the most important single factor in the general pop music scene.

The success of many RCA Victor artists illustrate this point, altho it is put in brightest focus by the sales results of Presley. In five years, the singer has sold approximately \$50,000,000 worth of records. In his mid-twenties, he is already an immortal of the record business.

RCA Victor currently has 10 disks on the Hot 100 chart, four of them in the upper reaches. Presley is No. 1; Sam Cooke is sixth with "Chain Gang"; Hank Locklin is 21st with "Please Help Me, I'm Falling," and Neil Sedaka is 22d with "You Mean Everything to Me."

Another mug, bartender!

**DOWN MEMORY LANE WITH VICTOR'S FOLSOM**

By SAM CHASE

NEW YORK — Frank Folsom, Chairman of the Executive Committee of the Radio Corporation of America, drew a big hand this week from assembled execs and press at the opening of the 1960 New York High Fidelity Show. In inimitable manner, he reminisced about an earlier day in the record business in the course of accepting an award on behalf of Gen. David Sarnoff, RCA Board Chairman, for "outstanding contributions to American cultural development."

Folsom pointed out that the current state of the recording art is about 10 years old, that being the length of time in which relatively high fidelity sound has been available. He recounted some of the "accidental" steps ending the use of shellac and the search for substitutes which ultimately led to the present vinyl disk.

In 1943, he recalled, RCA Victor used to buy 5,000 bags of shellac per month. There were 165 pounds of shellac in each bag, and the cost was 35 cents per pound. The British suppliers suddenly raised the price to 80 or 85 cents per pound ("they wanted to get the war debt paid off in a hurry"), so Folsom protested to Sir Harold Wilson that this would raise the price of records out of the 50-cent class. When the British were unyielding, Victor began experimenting with various manufacturers and

(Continued on page 16)

**Pettiford Dies at 37 In Denmark**

COPENHAGEN — Jazz great Oscar Pettiford, 37, died here Thursday (8) night in Frederiksberg Hospital. He was stricken Sunday (4) night, following a concert at a Copenhagen art exhibition. Doctors refused to disclose the cause of death.

The veteran bassist had been in Europe for the past 15 months, making his headquarters in Copenhagen. In recent years, he toured Europe with Bud Powell, Stan Getz and Kenny Clarke.

Born on an Indian reservation in Oklahoma, Pettiford started playing musical instruments at the age of six. Before he settled on

(Continued on page 16)

**DECCA PAYS DIVIDEND**

NEW YORK — A regular quarterly dividend of 30 cents per share is being paid on the capital stock of Decca Records, Inc., payable Friday (30) to stockholders of record Monday (19). The announcement was made by the board of directors Wednesday (7) to shareholders.

**Williams Sues Merc on Pact**

CHICAGO—The legal question of whether an individual member of a recording group is bound by the group's exclusive recording contract will be settled in Federal District Court here.

Tony Williams, lead-singer with The Platters, is seeking court approval to record as a soloist or member of another group for a firm other than Mercury Records. Mercury has had an exclusive 5 per cent royalty contract with The Platters since February, 1959.

Suit was filed in Federal District Court here, Friday (9), by Richard M. Shelton, Williams' attorney. Williams seeks a declaratory judgment approving his actions. No damages are sought.

The case developed when Irving B. Green, Mercury president wrote all five members of The Platters referring to a story in The Bill-

(Continued on page 16)

**AFM Back in Saddle At Major Studios**

**Scores Victory in NLRB Election; MGA Retains TV Alliance, Four Indie Labels**

HOLLYWOOD—American Federation of Musicians won back its jurisdiction at the major movie studios in emerging victorious over the Musicians Guild of America in a National Labor Relations Board election. Results of the studio musicians balloting gave the Federation a slight lead over the Guild, with the AFM receiving 473 votes to MGA's 408. Sixty ballots were challenged but the Guild conceded the victory to the AFM as the contested votes were insufficient to swing the election in MGA's favor.

Two years ago the Guild, comprised of an anti-Petrillo faction within the Federations' ranks here, was born by winning jurisdiction at the major studios. At that time MGA received 580 votes to AFM's

484. Federation's victory at this time has delivered a near knockout blow to the Guild. MGA's major source of support came from serving as the collective bargaining agent for the 1,273 musicians employed at Hollywood's major movie studios. With this body returning to the Federation fold, the Guild is left with only jurisdiction of the TV Film Producers Alliance and four indie record labels, largest of which is Verve.

Cecil Read, MGA prexy, admitted that the loss of studio musicians to his Guild was a telling blow. Musicians, Read said, apparently felt that the Guild had accomplished its purpose and now felt that

(Continued on page 16)

**Cole Album Carries 100G Price Tag**

HOLLYWOOD — A unique Nat King Cole album launched in an equally unique fashion represents a reported \$100,000 Capitol Records splurge. Package, "Wild Is Love," features Cole in an original production composed by Ray Rasch, lyrics by Dotty Wayne, Nelson Riddle's orchestration with Riddle batoning a 40-man orchestra. It consists of 12 tunes threaded together on a boy - meets - girl - boy - loses - girl - boy - gets - girl story line implied in Cole's narrated intros to the songs. Twenty-four-page full-sized booklet illustrates the music's changing moods in color photos.

Single LP packaged with the full-color booklet will be priced at \$7.98 and \$8.98 as of January 1. However, it will bear an "intro-

ductory price" of \$5.98 and \$6.98 when it's released Monday (19) which will remain in effect until the year's end.

Label is using a novel means of promoting the package. Thru its branch managers and indie distributors, it staged a series of jockey "prevues" in all the key markets. It told broadcasters it would give a full-week's advance release of the album to those stations who agreed to air it in its entirety. Some 400 outlets went for the deal. To spare jockeys the temptation of playing only selected tracks, Capitol is furnishing them with continuous groove copies. Albums going to consumers similarly won't be divided into separate bands.

Capitol will support the participating stations by buying space on the radio pages of local newspapers calling attention to time and station when the album will be programmed. Capitol will spend almost its entire local level ad budgets in the various key markets on ads pushing stations, shows and jockeys who will play the complete album.

Typical of the flare of trumpets and roll of drums treatment used in heralding the Cole album is station KMPC's wire to press representatives here: "May I invite

(Continued on page 16)

**Pincus to London To Set Pub Firm**

NEW YORK — Publisher George Pincus planned to London last week in order to set up his own British publishing firm, Gil-Pincus, Ltd. Attorney Larry Greene accompanied him.

Pincus will also visit recording and publishing execs in Paris, Berlin, Stockholm, Milan and Amsterdam.

**NEW FLORIDA FIRM DISTRIBS LP'S ONLY**

MIAMI—Southern Record Services, a new kind of disk distributorship designed to deal exclusively in LP's, has been opened here by three South Florida disk veterans, who collectively can boast of 43 years on the record scene.

Principals of the new operation are Dave Shedd, prexy; Ernest Reyer, veepee, and Martin (Mike) Spector, secretary-treasurer. Shedd has been district sales manager for London Records for the past two years and prior to that was active for 12 years with Binkley Distributors and Seacoast Distributors. Reyer left his post as veepee of Columbia Records Distributors here following 16 years with that firm.

Secretary-treasurer Spector has been a top retailer in Coral Gables for 13 years and currently operates both there and in nearby Fort Lauderdale. Spector is a past prexy of the Society of Record Dealers of America (SORD).

Spector told The Billboard that the new firm will handle no singles or EP's but will focus largely on classical LP material. "We'll service regular record dealer accounts as well as schools, universities and libraries," Spector said. "There are something like 1,800 schools and universities alone in the State. In addition, we expect to do a substantial export business into the Latin-American areas and, as a matter of fact, we already have some pretty solid export orders."

The new firm is already carrying such lines as Vox, Folkways, Artia and Parliament and has contracted with importers to handle the Elektra line from Germany and the Nina line from Greece. Negotiations are currently going on with various other top lines for representation in the South Florida sector. The firm opened for business Thursday (1) in new offices at 4204 Northwest Second Avenue here.

**AGAC Mulls Insurance For Membership**

NEW YORK — The American Guild of Authors and Composers may soon offer its membership the opportunity to join a group life insurance plan. In a letter this week to AGAC members, prexy Burton Lane noted that a special committee had been investigating the possibilities of such a plan since last February and that a number of companies had been checked out.

Lane explained that the investigation was undertaken because "there is generally less future security built into our business," today, due to "emphatic changes in the music industry and sharp revisions in the methods of distribution of performance monies." Lane asked the membership to indicate its interest or lack of interest in the insurance idea.

**Multi-Tie Promo for Kingstons**

NEW YORK — A multi-tie up promotion will launch a new merchandising package for the Kingston Trio, whereby the group will lend its name to a line of men's wear aimed at the college market.

In co-operation with Capitol Records, the Jamaica Tourist Board and a major airline, Weston Merchandising Associations is readying a "Win a Trip to Kingston, Jamaica, with the Kingston Trio" contest. Entry blanks will be available at local retail stores carrying the new Kingston Trio line.

The new line and contest promotion will be launched next spring and eight leading men's wear manufacturers involved have agreed to co-ordinate their merchandising efforts on an all-out co-op advertising campaign. Capitol Records is providing special window and in-store display material, plus several hundred Kingston Trio albums as additional contest prizes.

**N. Y. Dealers Plan Annual Dance Bash**

NEW YORK — Sunday, November 20, has been designated as the date for the annual installation and dance of the Association of Record Dealers of New York and New Jersey. At the time, and in a closed hall at the Park Sheraton Hotel, the organization will present its new officers and awards to its distributor, the male, and the female vocalist who have done the most for

(Continued on page 16)

**SINATRA MULLS LABEL BUY**

NEW YORK — Frank Sinatra is in the market to buy a record company and has been talking to several labels, including Roulette Records.

Sinatra has been active in record production for some time, but heretofore has merely cut sides for release on other labels. The star's multi-fold activities — talent management firm, movie production, music publishing, nitery partnership, etc. — would dovetail neatly with ownership of a record label, via artist signings original-cast albums, etc.

# Germans See Tape Recorder Root of Disk Depression

## Seek Tie With U. S. Industry to Fight Unauthorized Recording

By OMER ANDERSON

HAMBURG — West Germany's music industry is seeking a link-up with the American industry for a common-front fight against the unauthorized tape recording of music.

The German industry is convinced that the tape recorder is at the root of the disk depression. The Germans are also convinced that the tape recorder is an elusive hard-to-hit adversary which can only be controlled by the joint efforts of the German and U. S. industries.

All the evidence here indicates that tapes are displacing pop platters—and faster than anybody likes to admit. Industry studies show

ASCAP, is campaigning to force tape recorder producers away from the music-taping sales approach. GEMA has just had Grundig, the world's largest producer of tape recorders, in court on the music-taping issue.

Grundig, according to GEMA, has been plugging sales of its numerous line of tape recorders on the basis of their utility for the taping of broadcast and phonograph music.

Resulting advertising "image," as GEMA complained to the chief federal court at Karlsruhe, was that of "every man his own platter pressing plant."

Grundig, which has become a

that Grundig cease and desist from advertising its tape recorders as, in effect, substitutes for disk purchasing. On the contrary, GEMA demanded that Grundig and other tape recorder producers lace their advertising with warnings against the unauthorized taping of music.

### Invitation to Piracy

The Karlsruhe court has now ruled in favor of GEMA, holding that otherwise tape-recorder advertising amounted to an invitation to copyright piracy.

Grundig contested GEMA's suit on the ground that it was entirely academic whether the private taping of music damaged disk sales. Grundig pointed to the increased sales up to 1959 and argued that the decline last year did not establish that the cause was the tape-recorder pilferage of music.

The court's decision held, however, that unauthorized taping of music infringed the composers' copyrights, regardless of disk sales.

The German music industry contends it is not coincidence the universal tape recorder upsurge is being accompanied by plummeting disk sales everywhere.

It is a universal problem, say  
(Continued on page 14)

Tape Recorders	Record Changers	Phonograph Records
1957—166,000	1,193,000	47,300,000
1958—186,000	1,197,000	48,100,000
1959—297,000	1,142,000	43,200,000

that the disk decline is in almost direct ratio to the tape recorder upsurge. Comparative sales figures for West Germany:

Indeed, the German music industry charges that the recording of music, mainly pop, from the radio has become the chief sales stimulus behind the tape recorder boom.

GEMA, the German version of

## AF Issues Special DFS Sound Series

NEW YORK—Leading off the new Audio Fidelity LP release for the fall is a special sound series of recordings which are designated DFS—meaning, Doctor for Super Stereo and in the monaural "Doctored for Super Sound." Three albums carry the weight of the new series: "Percussive Jazz," "The Big Sound of Vaudeville" and "Percussive Latino (Cha Cha Cha)." The new series will sell for \$5.98 stereo, \$4.98 monaural.

In addition the label will debut a \$4.98 "Personality" line leading off with an LP by comedian Myron Cohen. Regular releases also being introduced include the Dukes of Dixieland with Louis Armstrong, a set containing the music of the Middle East, "Encore Italiano," "Irma La Douce" among others.

To add power to this string of releases A-F is pushing with a special sales program that include special dealer and distributor discounts, sales incentives and bonuses and the backing of advertising and in-store displays.

## ROULETTE TAKES TALENT SPOTL'T

NEW YORK — Roulette Records took the talent spotlight at the High Fidelity Music Show here last week, by providing all of the live entertainment for the affair.

Roulette artists appearing at the Trade Show Building for the hi-fi event included Maynard Ferguson and his ork, canary Cathy Carr, folk singers the Cumberland Three, Roulette's artist and repertoire chief Joe Reisman, and Bill Ruson and his ork. It was the first time Roulette has participated in the show as an exhibitor.

major exporter of tape recorders to the U. S. and England, produces a series of recorders ranging in price from a portable, battery-operated at \$35 to a \$350 stereo model.

GEMA has been demanding

## Cleffers Reaffirm ASCAP Fight Stand

CHICAGO—After surveying local opinion, writers and publishers voted unanimously to continue their fight against ASCAP's new system of secondary logging of ABC radio network shows.

A handful of men representing more than 150 Midwestern writers and 15 to 20 publishers met here Wednesday (7) and agreed to take prompt legal action.

Previously, a spokesman for the group indicated they would take their battle to the courts, U. S. Department of Justice, antitrust division, and Senate select committee on small business (The Billboard, August 29).

At Wednesday's meeting the

## NBC-TV to Star Arnold In New Series

NEW YORK—RCA Victor warbler Eddy Arnold will star in a new NBC-TV series, "Today on the Farm," from 7 to 7:30 a.m. on Saturdays, starting next month.

The program, sponsored by Massey-Ferguson, farm equipment manufacturer, will be carried on 190 stations throuth the country. It is believed to be the first time that a sponsored coast-to-coast TV show has been aired at that hour on Saturdays.

"Today on the Farm" will emanate from NBC's Chicago studios. At least three musical numbers by Arnold (backing by the NBC house ork) plus songs by a different guest recording star will be featured each week. Pop as well as country and western items will be spotlighted.

In addition to music, the show will spotlight farm news, weather reports and other info of interest to farm families. The deal was set for Arnold by his manager, Ed Burton. Massey-Ferguson was a long-time sponsor of Red Foley's "Jubilee U. S. A." on ABC-TV.

group voted to continue with this plan as well as the raising of a minimum fund of some \$10,000 to finance the battle.

At issue is a new system of logging ABC radio network shows adopted by ASCAP at the end of 1959. Rehashing some of their arguments, members pointed out that ABC shows are now checked by a system of sampling individual stations instead of the standard network practice of using an actual station log to determine payments.

The argument of the Midwestern group is simple: They want ABC to be recognized as a network by ASCAP. They feel that a writer or publisher who has a tune played on an ABC show should receive the same as one whose tunes are aired on rival networks.

One local publisher pointed out that ABC was made up of over 300 stations and posed the question, "If 300 stations is not a network, what is?"

Another member pointed out that at a meeting with ASCAP officials last October, the writers and publishers had been assured they would fare "as well or better" under the new sampling system.

When the first ASCAP checks were received in July, however,  
(Continued on page 16)

## Kahl Denies Pub Purchase

NEW YORK—Phil Kahl, owner of Kahl, Planetary and Patricia Music, Inc., firms here, last week denied a report that Planetary-Kahl (London) Ltd. had been purchased by Bunny Lewis or Tin Pan Alley Music.

The English firm, said Kahl, continues to be 100 per cent owned by the same shareholders of Patricia, Kahl and Planetary, and "there are no negotiations, discussions or overtures being carried on concerning any disposition of the English company."

## HOT 100 ADDS 12

NEW YORK — The Hot 100 chart added 12 new sides this week. They are:

67. **I Want to Be Wanted** (Leeds, ASCAP) — Brenda Lee, Decca
80. **Yes Sir, That's My Baby** (Bourne, ASCAP) — Ricky Nelson, Imperial
81. **Since I Met You Baby** (Progressive, BMI) — Bobby Vee, Liberty
83. **Brontosaurus Stomp** (ACM, BMI) — Piltown Men, Capitol
85. **Journey of Love** (Winneton, BMI) — Crests, Coed
89. **Tonight's the Night** (Scepter-Onezy, BMI) — Chiffons, Big Deal
95. **Five Brothers** (Marizona, BMI) — Marty Robbins, Columbia
96. **Don't Be Cruel** (Shalimar-Presley, BMI) — Bill Black's Combo, Hi
97. **Tonight's the Night** (Scepter-Onezy, BMI) — Shirelles, Scepter
98. **Shimmy Like Kate** (Vogel, ASCAP) — Olympics, Arvee
99. **Just Call Me** (Lloyd-Logan, BMI) — Lloyd Price, ABC-Paramount
100. **Time Machine** (Aldon, BMI) — Dante & the Evergreens, Madison

## 'GOOD PRACTICE' RADIO PLAQUES

WASHINGTON—The stations subscribing to the Radio Code of Good Practice, of the National Association of Broadcasters, will receive their "visual symbol" plaques this week, NAB has announced. John F. Meagher, NAB vice-president for radio, hopes the plaques, to be exhibited in lobbies or reception rooms of the stations, will help gain wider recognition for the radio code symbol.

The plaque design includes on its shield a trumpet and a lightning bolt, a combination that could well give pause to song pluggers contemplating a bit of payola skulduggery to boost a new release.

## Heart Attack Fells Opera's J. Bjoerling

STOCKHOLM — Opera star Jussi Bjoerling, 49, died here suddenly Friday (9) of a heart attack at his summer estate at Siaroe in the Stockholm Archipelago.

The tenor has been ailing since 1953, and suffered a heart attack last March 15 while appearing in the opera La Boheme at Convent Garden in London. However, he insisted on finishing the performance and received a standing ovation from the audience at the close.

Frequently hailed as the successor to Enrico Caruso, Bjoerling has been a star tenor on the New York opera scene since 1938 when he joined the Metropolitan Opera. As a boy, Bjoerling toured America with his father and brothers singing.  
(Continued on page 16)

## Roulette Ups Consumer Ads

NEW YORK—Roulette Records has hired Kaston, Hilton, Chesley, Clifford and Atherton, Inc., as its new advertising representative, in line with its recently announced plan to expand its consumer advertising.

The October portion of the label's new advertising budget will place a particularly heavy accent on consumer magazines. The agency's public relations department will also be made available to aid Roulette's advertising-public relations chief Bud Katzel in his promotional activities.

## Diskeries Ink Consent Orders

WASHINGTON — Hugo and Luigi, producers of master records, and Carlton Record Corporation, record manufacturers, both of New York City, have signed consent orders with the Federal Trade Commission agreeing never to make undercover payments to broadcast personnel to push records. The agreements, outgrowth of FTC payola complaints do not constitute admission of guilt.

In contrast, Interstate Electric Company, distributors, of New Orleans, have denied charges in an FTC complaint, and ask dismissal. Interstate says it "has participated in generally accepted and entirely proper promotions and advertising activities looking toward increased distribution and sale of Columbia phonograph records and other products." The company says these activities were not intended to influence record play on the air or deceive the public.

FTC complaint charged the firm with giving payola to radio and TV deejays and other personnel with influence over selection of records for air play. Answering the complaint are Interstate officers L. L. Hirsh, George C. Howell Jr., F. P. Goodwin Jr., and Millard H. Cook. Another official named in the complaint, H. F. Schmidt, is now deceased, Interstate reports.

## Jack Mills To Europe

NEW YORK — Mills Music prexy Jack Mills enplaned for Europe Saturday (10) to attend the annual International Confederation of Society of Authors and Composers being held in Switzerland September 11 thru 18. Directly afterward, the publisher will go to Paris for huddles with European pubbers. Following that he will be in London for meetings with Cyril Gee, manager of the Mills Music, Ltd., wing. He returns to the States September 30.

On another Continental scene, "Comunicando," a rock and roll ballad published by the firm's Spanish affiliate, Editorial Mills Music Espanola, has taken first place in the Second Festival of Spanish Songs in Madrid. Tune was written by Segovia and Louis Palomar.

# TEMPTATION

K-347

a  
sensation  
across  
the  
nation

# ROGER WILLIAMS

exclusively on



# KAPP RECORDS

## BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

British television is ruled by rigid schedules. Even so, it is surprising that no full-length tribute has been paid by the medium to **Oscar Hammerstein**, whose influence on entertainment here was just as great as in his own country. The omission will be rectified September 21 when AR-TV transmits an hour-long spectacular devoted to his work. **Cyril Ornadel** will be musical director and the program will feature **Edmund Hockridge**, **Dennis Lotis**, **Peter Gilmore**, **Niccollette Roeg**, **Inia Wiata** and **Helena Scott**. AR will stage it at their Studio Five — the biggest TV studio in the world.

BBC Radio had a 60-minute tribute Saturday (10). It consisted of disks from Hammerstein's shows with a surprising choice as host—**Lord Boothby**, a distinguished parliamentarian and a veteran politician. The selection of such a figure is the BBC's way of presenting a high compliment.

With the opening of **Eartha Kitt** (at the Talk-of-the-Town) and **Britain's Shirley Bassey** (at the Pigalle), London's big name cabaret war began in earnest last week. **Pigalle** chief **Al Burnett** returned from the U. S., having signed **Dan Dailey** for a five-week run from October 10. Dailey had made a big impact when appearing in charity shows while filming in London. To follow him, the Pigalle has the **Barry Sisters** and U. S. comic **Jack Carter**. Burnett said he had options on **Peggy Lee**, **Tony Martin**, **Betty Grable** and **Dolores Gray** for later.

**Eartha Kitt** was planning her act with a view to it forming an LP for Kapp. She was accompanied on the trip by her husband, **William McDonald**. Both because of the controversial aspect of her marriage and because she is **Eartha Kitt**, she collected a huge press. **Shirley Bassey** made all the papers, too. But their joint coverage did not touch that given to the three-day vacation call of **Bing Crosby**. He did not let his holiday stop him from co-operating with papers and radio-TV news. After a stay in London, he and his wife, **Kathy Grant**, went on to Rome and the Olympics.

In Britain for the first time last week was **Liberty Records' President Alvin S. Bennett**. Accompanying him was **Richard Annotico**, international sales head of the label. For both it was the last call of a round-Europe trip. . . . Another visitor was guitarist-composer-leader **Perry Botkin**. He was also Rome-bound, where his daughter, **Molly**, is a member of the U. S. swimming team. . . . Publicist **Bill Downs** has spent some time in London collecting material on **Cliff Richard** and newcomer **Mark Wynter**, whom he will represent in the U. S., and preparing for a visit by composer **Syd Shaw**, who arrived last Tuesday (6) for talks with publishers and artists. . . . **Warners' Bob Weiss** was in all last week from Paris for talks with **British Decca**. Since his last visit a month ago, he has been in Berlin, Munich and Vienna.

One of the biggest difficulties that British dealers have to overcome is the high sales tax levied on disks. It is calculated at 50 per cent of the wholesale price and this has to be paid by the dealer before he sells. The large amount of capital tied up has been an inhibiting factor for most retailers, who were unwilling to risk new lines. **Associated Recordings**, launched earlier this year (representing **Parliament**, **Westminster** and **Whitehall** among their labels), has worked out a scheme with inland revenue authorities which eliminates the problem. Tax need not be paid until it is sold over the counter. It involves intricate book-work both for the dealer and

the record company, which has to accept 100 per cent returns.

ATV has now set September 17 as transmission date for the video spectacular **Nat Cole** taped here during his May visit. . . . ATV has confirmed **Kay Starr's** appearance in "Sunday Night at the London Palladium" September 18 and she will probably tape a "Saturday Spectacular" during her stay. . . . **Bobby Darin** is discussing a concert tour of Britain next spring with **George Burns**. . . . **Jimmy Jones** makes his British debut October 8 at East Ham Granada in outer London. . . . As well as their November 16 Granada-TV date, the **Kirby Stone Four** will do BBC-TV December 6 as **Joan Regan's** guests, air in BBC-Radio's "Saturday Club" November 12 and record 13 Radio Luxembourg programs.

The trend for big shows playing a month or so instead of six days that **Moss Empires' chief Leslie MacDonnell** has been advocating gets a further try-out in Manchester and Liverpool this fall. A package has been assembled that includes the **Peters Sisters** and three British disk names—**Joe Henderson**, **Ken Dodd** and **Eddie Calvert**.

BBC radio is discussing a plan to make Thursday evening schedules all pop music. The thinking is that most British workers are now paid Fridays and this would be a service for their disk buying. It would probably aid sales as most disks are sold on Saturdays. The record companies tend to concentrate their sponsored Radio Luxembourg programs on Friday evenings and the BBC's effort would supplement it.

**Jacques Liber**, 78, Russian-born director of **Liber-Southern Music**, died at his London home. . . . **British Columbia** got together a group of teen-agers to select the last **Cliff Richard** release. The chosen disk, "Please Don't Tease," reached No. 1. Staying on the same success path, Richard's next release will be "Nine Out of Ten," which came second to "Tease" in the voting. . . . Three of indie producer **Joe Meek's** artists who were to have recorded for Top Rank but didn't because of the hand-over to EMI, have been taken by Pye. (Continued on page 56)

## AUSSIE Newsnotes

By JOHN COLLINS

81 York Street, Sydney

The greatest triumph for team work ever seen in this country took place in Sydney stadium when **Harry Belafonte** opened here Tuesday night, August 23. The stadium was filled to capacity and the 12,000 people present were enthralled by the wonderful showmanship and the staging of the **Harry Belafonte** show. While **Belafonte** was singing, a pin could be heard to drop thru the whole of the stadium. **Lee Gordon's** office reports that bookings have been so heavy for the three days that **Belafonte** is booked for Sydney that an approach was made for an additional matinee on Saturday, August 27. **Belafonte** refused with regret, but as he is still troubled by a slight throat infection, he felt that an extra performance would overtax him and he would not be able to give a show that would do him credit.

At a cocktail party held at the American National Club after the Tuesday night show, **Claude Bickford**, manager of the record division of R. C. A. in Australia, presented **Belafonte** with two gold records for his equivalent-to-a-million seller in this country performances of "Banana Boat Song" and "Island in the Sun."

## Best-Selling Pop Records in BRITAIN

Week ending September 9, 1960  
(Courtesy "New Musical Express," London)

Last This Week	Week	Title	Artist
1	1	APACHE—	The Shadows (Columbia)
2	2	BECAUSE THEY'RE YOUNG—	Duane Eddy (London)
4	3	MESS OF BLUES—	Elvis Presley (RCA)
3	4	PLEASE DON'T TEASE—	Cliff Richard (Columbia)
5	5	WHEN WILL I BE LOVED—	Everly Brothers (London)
9	6	GIRL OF MY BEST FRIEND—	Elvis Presley (RCA)
8	7	AS LONG AS HE NEEDS ME—	Shirley Bassey (Columbia)
6	8	EVERYBODY'S SOMEBODY'S FOOL—	Connie Francis (M-G-M)
16	9	TELL LAURA I LOVE HER—	Ricky Valance (Columbia)
19	10	PAPER ROSES—	Kaye Sisters (Philips)
14	11	ONLY THE LONELY—	Roy Orbison (London)
10	12	LOVE IS LIKE A VIOLIN—	Kan Dodd (Decca)
7	13	IF SHE SHOULD COME TO YOU—	Anthony Newley (Decca)
13	14	I'M SORRY—	Brenda Lee (Brunswick)
15	15	TIE ME KANGAROO DOWN, SPORT—	Rolf Harris (Columbia)
10	16	SHAKIN' ALL OVER—	Johnny Kidd (HMV)
18	17	ITSY BITSY TEENIE WEENIE, YELLOW POLKA DOT BIKINI—	Brian Hyland (London)
12	18	LORELEI—	Louie Donegan (Pye)
—	19	VOLARE—	Bobby Rydell (Columbia)
17	20	GOOD TIMIN'—	Jimmy Jones (M-G-M)
27	21	PLEASE HELP ME, I'M FALLING—	Hank Locklin (RCA)
20	22	FEEL SO FINE—	Johnny Preston (Mercury)
24	23	LOOK FOR A STAR—	Garry Mills (Top Rank)
—	24	WALK, DON'T RUN—	Ventures (Top Rank)
26	25	CARIBBEAN HONEYMOON—	Frank Weir (Oriole)
25	26	MAIS QUI—	King Brothers (Parlophone)
21	27	IMAGE OF A GIRL—	Mark Wynter (Decca)
23	28	IMAGE OF A GIRL—	Nelson Keene (HMV)
—	29	WHITE CLIFFS OF DOVER—	Acker Bilk (Columbia)
—	30	BROKEN DOLL—	Tommy Bruce (Columbia)

## ITALIAN Newsnotes

By SAM'L STEINMAN

Piazza S. Anselmo 1, Rome

Nothing in the modern history of popular Italian music has hit the public as hard as the death of **Mario Riva**, himself originally a singer who became a musical comedy and film star and reached the height of popularity in the recent three-year run of "Musichiere," a TV quiz show based on pop tunes. As the first real national TV star on the Saturday night show and as a component of the **Guarane-Giovannini** organization, Riva represented the current trend in Italian song. His death, September 1 at the age of 47, drew bigger headlines than the Olympic Games on page 1 of every Italian newspaper, and his funeral in Rome two days later drew thousands of people. Most of the weekly magazines reprinted, with covers dedicated to Riva immediately after his death, which was the result of a fall thru a lightly covered hole in the stage of the Verona Arena where he was emceeing the "Musichiere" Festival. Apparently on the road to recovery a week ago he became the victim of a pneumonia attack and failed rapidly. One of his last statements is reported to have been: "Life is a lottery and my number has been drawn."

The **Chet Baker** story continues to make headlines with the taking into custody at Lucca of **Dr. Roberto Beccheli**, a Viareggio physician, and **Joseph Carani**, an Italian-born lawyer from Chicago. Police have refused to comment on the arrests. . . . Bars and public places which have TV sets have been paying higher license fees than private owners but they are now faced with a demand by the Italian Society of Authors and Editors, (equivalent of ASCAP) to pay additional per capita fees for the music rights based on their average business.

The most unusual of Italy's many song festivals took place August 30 at Assisi, the city of St. Francis, where all of the pop numbers had sacred connotations, such as "Citizen of Heaven," "United Forever," "Thanks for the Angel," "The Tower of Babel," "Put Your Hand in Mine," and the like. . . . A group of pop singers will begin a 40-city tour of Italy with a traveling festival in which some 96 songs will be heard at the rate of 24 each night. By the time the company completes its tour in Trieste November 30, a complete tabulation of the relative popularity will be announced. . . . A 12-year study of Italian popular folklore tunes has been completed by the National Center of Popular Music Studies. The complete catalog was prepared in 42,000 hours of work after a tour of more than 15,000 miles within the country. The works have been recorded on 650 spools of tape which stretch seven and one-half miles.

At the Venice Film Festival, pop tunes and records once again affirmed their importance. For the second year running, disk giveaways were part of the promotions for such films as "The Apartment," "Never on Sunday," Spain's "The Little Carriage," and Italy's "Julius Caesar" (not the Shakespeare edition). In one of the films, **Domenico Modugno** appeared as himself and plugged his popular best seller, "Piu Solo" (More Alone), and pop theme songs were noted with all of the Western European production.

New York's **Amor Music** is seeking to crash the Continental music markets with recordings by **Cedric Dumont**, Swiss maestro. . . . **Anita Traversi**, the Swiss singer who specializes in Italian songs, is one of the top attractions during the Olympic season in Rome. Whether Roman night life will continue with the shot in the arm the sports events have given it remains a big question mark. . . . Graz, lots!

By MARIO DE LUIGI

Musica e Dischi  
Via Carducci 6, Milan

Mezzo-soprano **Christa Ludwig** will be in Milano the early part of September to participate in the recording of "Norma" by Bellini. Following that, she will go to Perugia where she will appear from the 14th to the 24th of the same month. . . . **Riccardo Rauchi** has completed his engagement at the Excelsior Lido in Venice in grand style. His ensemble is currently enjoying terrific popularity because of their recording of "Non Occupatemi Il Telefono" (Get Off the Telephone).

The vast promotional campaign prepared for the film premiere here of "Can-Can," which is going to be released the first two weeks in October, will be accompanied by release of the Capitol LP of the original sound track, in both mono and stereo editions. . . . The new film, "Career" (The Price of Fame), of Paramount Films, in which **Dean Martin** sings "Love Is a Career," is in the final stages of completion.

Records on sale in the Olympic Village in Rome during the Olympic season: "Arrivederci Roma" and "Resta Cu' Me" (Stay With Me) are the biggest sellers. In the juke boxes, the records of **Belafonte**, **Perry Como** and **Pat Boone** are the favored disks. "Welcome to Rome" is perhaps the best tune written especially for the occasion, which has been played over the loud speakers during the Olympic games. It is a happy marching tune published by **Leonardi** of Milan and sung by **Rick Valente**.

The best sellers in Italy are still "Gabbie" by **Eddie Calvert**, "Non Occupatemi Il Telefono" by **Rauchi** and "Plenilunio" by **Arigliano**. One of the latest successes is "Croquemitoufle" by **Gilbert Becaud**. "Bevo," a happy song written by **Jimmy Fontana** and published by **Leonardi** of Milan, is having great popularity on the juke boxes currently in the rendition by **Joe Sentieri**.

## Best-Selling Pop Records in ITALY

Week ending September 9, 1960  
(Courtesy Musica e Dischi, Milan)

Last This Week	Week	Title	Artist
1	1	IL NOSTRO CONCERTO—	Umberto Bindi (Ricordi)
2	2	NESSUNO AL MONDO—	Peppino Di Capri (Carisch)
4	3	IL BARATTOLO—	Gianni Meccia (RCA Camden)
3	4	IMPAZZIVO PER TE—	Adriano Celentano (Jolly)
5	5	SCANDALO AL SOLE—	Percy Faith (Philips)
7	6	MILE SKINNER BLUES—	The Fendermen (Top Rank)
8	7	IL CIELO IN UNA STANZA—	Mina (Italdisc)
6	8	PERSONALITA' TILL—	Caterina Valente (Decca)
9	9	STUCK ON YOU—	FAME AND FORTUNE—
10	10	MORGEN—	Eddie Calvert (Columbia)
11	11	STAIRWAY TO HEAVEN—	Neil Sedaka (RCA)
14	12	VOCE 'E NOTTE	Peppino Di Capri (Carisch)
15	13	CORIANDOLI—	Mina (Italdisc)
12	14	MY HOME TOWN—	Paul Anka (Columbia)
13	15	MUSTAPHA—	Staiffi (Vogue)
16	16	WORDS—	Pat Boone (London)
—	17	BEAUTIFUL OBSESSION—	Sir Chauncey (Warner Bros.)
18	18	PUPPY LOVE-ADAM AND EVE	—Paul Anka (Columbia)
17	19	OH, OH, ROSY—	Marino Marini (Durium), Rocco Granata (Bluebell)
—	20	ESTATE VIOLENTA—	Fausto Papetti (Durium)

# GERMAN Newsnotes

By BRIGITTE KEEB

News Editor, Automaten-Markt Braunschweig, Germany

Metronome Records' "But No One Knows" b-w "Gentlemen Please" are the first titles of young Far East girl **Jaqui Chan**, the former girl friend of **Princess Margaret Rose's** husband, **Tony Armstrong-Jones**. . . . Radio Luxembourg, the most famous European radio station, announced the winners of the Golden and Silver Lion for the most programmed and requested songs in the last months which will be given to winners at the German Song Festival of 1960 in Wiesbaden September 24. Golden Lion goes to **Freddy** for "Irgandwann Gibt's Ein Wiedersehen"; Silver to **Rene Carol**, who had a tremendous comeback with "Kein Land Kann Schoner Sein."

**Maria and Franco Duval**, young German singing couple (brother and sister) have just recorded "Ich Fahr Mit Dir und du Mir" (I Go With You and You With Me). . . . More than 250 bands from all over Germany will take part in the German Amateur Jazz Festival held from September 23-25. German record firms will release original takes from the performances on LPs.

Eight military bands were playing on the NATO music show from September 3 to 4 in MonchenGladbach. Taking part were bands from the U. S. A., Canada, Great Britain, Belgium, the Netherlands and Germany. . . . From October 27 to 31 "The International Jazz Jamboree of 1960" will take place in Warschau (Poland). Bands from 10 countries will participate in this first big jazz festival behind the Iron Curtain.

Coming up especially strong in the juke boxes here are: "Theme From Never on Sunday" by **Don Costa** and his orchestra, "Look for a Star" by **Billy Vaughn** as well as the version of **Garry Mills** on Top Rank and the German version by **Wyn Hoop** on Decca. . . . Another is the new **Ivo Robic** release, "Endlich" (Finally), composition and lyrics by **Peter Moesser**, who also wrote "Morgen." . . . Polydor has released a new LP entitled "Sing, Satchmo," with **Louis Armstrong** and His All Stars. . . . On September 16 the United Artists film, "Never on Sunday," with the German title, "Sonntags. . . Nie," will have its premiere in Germany.

## Best-Selling Pop Records in HOLLAND

Week ending September 9, 1960 (Courtesy Fonorama, Amersfoort)

Last Week	This Week	Record	Label
1	1	MILORD—Corry Brokken (Philips)	
2	2	KOM VAN DAT DAK AF—Peter's Rockets (Imperial)	
4	3	HE'LL HAVE TO GO—Jim Reeves (RCA)	
3	4	LAILA—Regento Stars (Tivoli)	
6	5	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)	
5	6	SCHLAFE MEIN PRINZCHEN—Papa Bue's Viking Jazz Band (Storyville)	
10	7	HANDY MAN—Jimmy Jones (M-G-M)	
7	8	BANJO BOY—Jan & Kjeld (CNR)	
13	9	PAPIEREN ROZEN—Carla van Renesse (CNR)	
8	10	PLEASE DON'T TEASE—Cliff Richard (Columbia)	
9	11	BARCELONA—De Wilmary's (Fontana)	
11	12	UNTER FREMDEN STERNEN—Freddy (Polydor)	
—	13	ROMONA—The Blue Diamonds (Decca)	
12	14	MARIJKE—Peter's Rockets (Decca)	
—	15	O SOLE MIO—Elvis Presley (RCA)	
14	16	I'M SORRY—Brenda Lee (Brunswick)	
16	17	CATHY'S CLOWN—Everly Brothers (Warner Bros.)	
17	18	LA BELLA—Rocco Granata (Artone)	
18	19	GOOD TIMIN'—Jimmy Jones (M-G-M)	
20	20	TELEPHONE BABY—Johnny Otis (Capitol)	

By JIMMY JUNGERMANN  
Producer, Bayerischer Rundfunk Munich

Twixt Twelve and Twenty, the book by **Pat Boone**, has been published here in a Dell paper back edition and is now a best seller also in Germany. . . . Munich music publisher **Hans Wewerka** bought the rights for Germany and Austria of the theme song from **Billy Wilder's** pic, "The Apartment." . . . **Curt Juergens** recorded a condensed version of his new movie, "Schachnovelle," based on **Stefan Zweig**, for the Austrian Amadeo Vanguard label, and will record the U. S. version of his German hit, "Blacky Jones," for the Top Rank label.

The Madison has jumped over the Iron Curtain. The official Dancing School at Danzig, Poland,

ordered its members to teach the Madion. The Warsaw newspaper, Kurier Polski, reports that people like the Madison dance. . . . "Itsy Bitsy" is sweeping Germany. At the top are **Caterina Valente-Silvio London** on the Odeon label. German newspaper's report on **Vance and Pockriss**: the "Hessische Allgemeine" in Kassel printed a feature by **Huge A. Mulligan**, titled "America Sings Itsy Bitsy Teenie Weenie." . . . British trumpet star **Nat Gonella** visited Germany for the first time to play in a jazz concert in Dortmund, one of Germany's beer centers.

Germany's most popular singer of Rhine and Genuetlichkeit, **Willy Schneider**, recorded an LP on Fiesta for the States, "I Remember Germany." . . . Radio Luxembourg has started a new feature, "Glenn Miller Time," to be broadcast each Tuesday evening at 6. . . . **Cole Porter's** film musical, "Can-Can," starts in Germany next month. Electrola is issuing the original

# BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

"It's Now or Never," **Elvis Presley's** current hit, has just been released in Belgium. The title here is "O Sole Mio." . . . **Jerry Angelo** has a hit on Parlophone Records

sound track LP made by Capitol. . . . **Paul Anka's** "Hello, Young Lovers" is selling well here.

"Weil Ich Dich Liebe" is the German title of U. S. hit, "Makin' Whoopee." The German lyrics are by **Helmut Gardens**. Tune is sung by **Inge Klaus** and **Paul Kuhn** on the Electrola label. . . . **Peer's** "Tennessee Song" gets good airing. The **Tennessee Boys** will sing the English lyrics on Decca. . . .

(Continued on page 56)

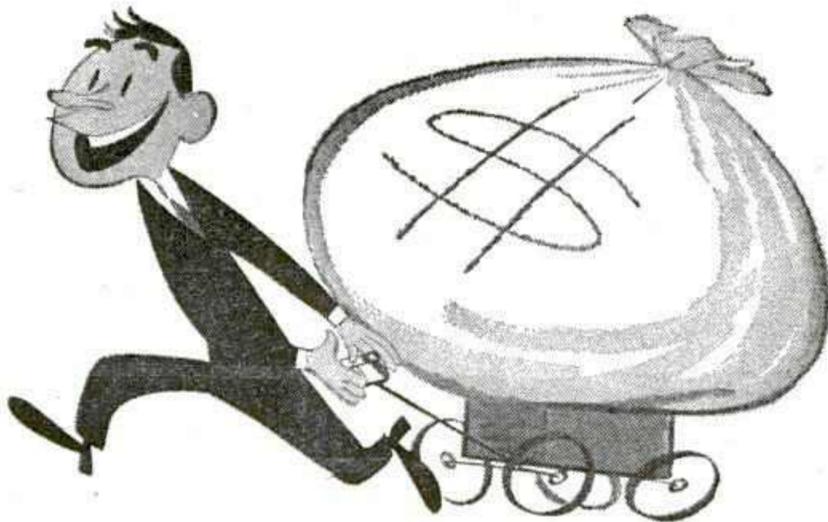
with two oldies "Ol' Man River" and "Maria Elena." . . . **Peter Kraus**, most popular German teenage idol, is due to appear on Belgium TV October 30.

The Greek film, "Les Enfants du Piree" (Never on Sunday), is out this week in Brussels and this is bound to accelerate the rush for the hit tune. Late-comer on the market is a cha-cha version by the **Chakachas**. Flip side is "Koulouri," also a Greek sung composition which has very good appeal. . . . Popular French singer **Colette Renard** wed orchestra leader **Raymond LeGrand** last week. . . . **Ariola Records**, Germany, sent out invitations for the first "Deutschen Nachwuchs-Festival 1960" in Karlsruhe. Well-known Ariola stars **Jimmy Makulis**, **Jan and Kjeld**, and **Zarah Leander** will appear.

# 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 **The 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!**

This One



E0B6-T4G-TKWC

# THE KINGSTON TRIO "EVERGLADES"

(RECORD NO. 4441) FEATURED IN THE BEST-SELLING ALBUM "STRING ALONG" (T-1407)



## OFF-SHORE TOURS FOR TOP NIPPON ORKS

YOKOHAMA—Two of the most prominent Nipponese symphony orchestras will soon embark on their first overseas concert tours, it was announced here this week. On the other hand, it was learned that despite these tours, Japanese home audiences will not be denied other cream talent of the classical world, with top foreign names scheduled to appear here during the fall season.

Initial group to leave this country is the well-known Nippon Hoso Kyokai Symphony. The 104-member ensemble embarked on its 68-day around-the-world trek last week. The tour is to encompass India, Russia, Switzerland, Austria, Poland, Germany, Italy, Great Britain and the United States. The complement will perform both standard works of the European classical repertoire as well as original Japanese symphonic works. All solo parts in the concertos to be performed will be taken by Japanese artists.

The ork will be under the batons of both Hiroyuku Iwaki and the

29-year-old conductor, Ryuzo Toyama. The ork is scheduled to perform on United Nations Day in the United States under Paul Kletski.

Also planning a tour, to begin September 21, is the 68-member ABC Symphony. This three-month tour will include concerts in Switzerland, Germany, Holland, Italy and England. The 76 performances will be batoned by permanent conductor, Hidemaro Konoe, who is well known in Europe for prewar musical activities on the Continent.

Japanese music lovers at home will be treated to visits here by conductor Igor Markevitch, pianist Rudolf Serkin and the Israel Philharmonic Orchestra. Markevitch, known here thru his recordings, will make his debut conducting the Nippon Philharmonic Orchestra in its September subscription concert. In observance of the Markevitch visit, Nippon Gramophone will release a two-LP stereo album of Berlioz' "Damnation of Faust," with the conductor helming the Lamoureux Orchestra.

Serkin arrives October 23 for a concert tour thruout Japan, while the 100-member Israel Philharmonic is expected to present about 10 concerts in key cities here, during its around-the-world tour.

## Fewer Albums; Bigger Push

NEW YORK — RCA Victor's policy of fewer releases and heavier promotion for each one—heretofore applicable to the singles product—is now being applied to album product. Motivation behind the move is the fact that the policy has been eminently successful in singles. Diskery currently has 10 on the Hot 100 chart and has been swinging in this fashion for weeks.

In connection with album product, an exec noted that the diskery's Best Buy program is spread out for a two-month period—August and September. The next release will be the October product. A considerable period will elapse before another release. About 10 pop albums per months are expected.

"The idea," it was stated, "is to give the product sufficient time to get a foothold in the market—time for the dealers and distributors to merchandise it before they are clobbered with more product."

With regard to singles, the diskery in the first eight months released a total of 92 singles—or an average of between two and three singles per week—including pop and country. Of the 92, about 40 per cent were cut in Nashville by Chet Atkins.

## British Decca OK's 'Tommy'

NEW YORK — British Decca, which finally decided to release Ray Peterson's "Tell Laura I Love Her" in England after a cover version hit the overseas charts, is now rushing out a new version of Marilyn Michaels' answer-song "Tell Tommy I Miss Him."

However, British Decca—which originally refused to release the Peterson disk on the grounds that its lyric was too tasteless—had 17-year-old Miss Michaels recut the disk last week for release in England.

In the original RCA Victor version, the canary sings "he is up in heaven somewhere." For British consumption, the line now reads "he meant everything to me," a change suggested by the British publisher Lawrence Wright. The BBC objected to the "Heaven" reference. Both tunes are published by E. B. Marks here.

## 20th Fox to Issue 7 Sets

NEW YORK — 20th Fox Records has set a new album release of seven packages, including sound track, jazz, folk, classical and children's material.

Heading up the program, which includes heavy emphasis on promotion and display materials, is "12 Great Themes of the Soaring Sixties," including material from a flock of popular motion picture and TV background scores. As many as 100 musicians were employed on some of the tracks.

Also being highlighted is the second and final edition of "Art Tatum Piano Discoveries," a group of tapes cut in 1956 by the late Tatum. Other packages include "Songs and Legends of Great American Rivers," with the Robert DeCormier Chorale; a kiddie set titled, "Li'l Abner fo Chillun"; "Songs of the Olympic Year," "Merry Christmas Carols," with Ashley Miller at the Radio City organ, and "Symphonic Favorites," by the Royal Philharmonic Orchestra of Rome. For later fall release, there are sets in the works by the Harry Simeone Chorale, and albums tied in with the forthcoming TV series, "Klondike" and "The Outlaws."

Irv Stimler, 20th sales chief, noted that along with the release, there will be a discount-dating plan for dealers to be announced shortly. Plenty of display matter is also in the works along with full-page ads in Esquire and Playboy.

## Bikel Tops Elektra Issue

NEW YORK—Theodore Bikel, who holds down a starring role in Broadway's current Rodgers and Hammerstein hit, "Sound of Music," will have his first album in a year as the lead item in Elektra Records' new release schedule. The set is titled "Songs of Russia, Old and New."

Another set in the release is "Spook Along With Zacherley," with original horror-humor songs set to a rock beat by TV's horror expert, John Zacherley. Third set is a re-release of the original cast of "The Golden Apple," being issued by Elektra thru special arrangement with RCA Victor.

*new release sept 10th* **LET'S GO, LET'S GO, LET'S GO IF YOU'D FORGIVE ME** KING 5400

175,000 PRE-RELEASE ORDERS ALREADY BOOKED FROM DEALERS AND OPERATORS. ORDER NOW

STILL IN NATIONAL SALES:  
"FINGER POPPIN' TIME" KING 5341  
"THE TWIST" KING 5171



541



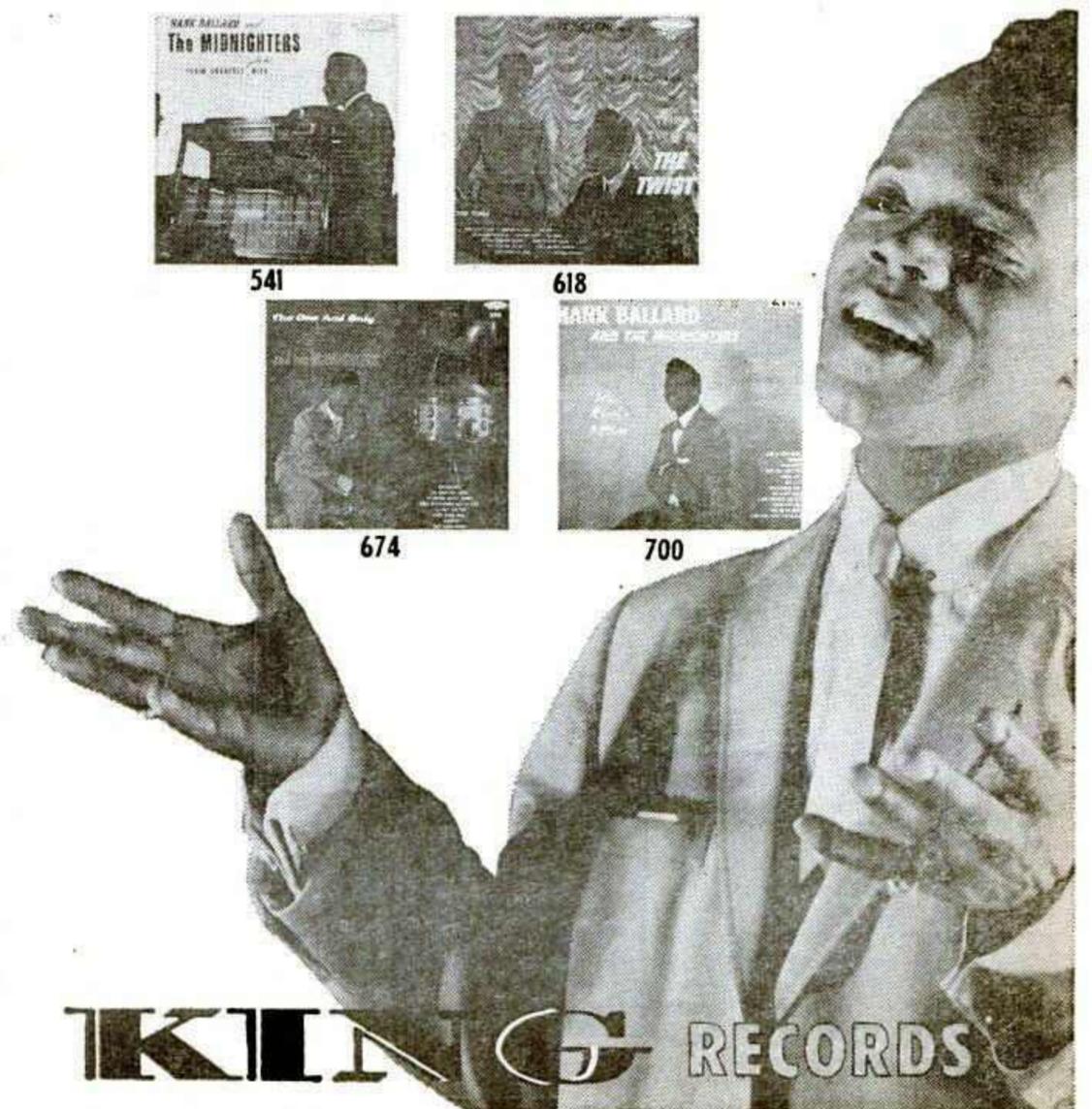
618



674



700



**KING RECORDS**

# DARIN

*at his Greatest!*

## "Artificial Flowers"

From the Musical Production  
"TENDERLOIN"

b/w

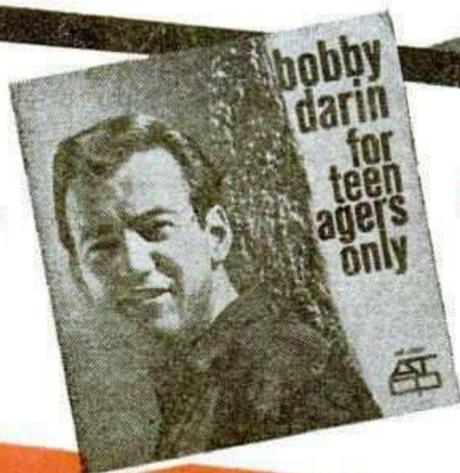
## "Somebody To Love"

ATCO 6179

Attractively packaged in a four color sleeve.



*Watch for*



### "For Teenagers Only"

ATCO SP 1001

Bobby Darin's new teenage-appeal album with three photos of Bobby in color (one of them 23" x 17½" and detachable) and a special insert of 11 black and white Darin photos.



ATCO RECORDS

STORE-TESTED PROFIT POINTERS FOR DEALERS

## Postman Rings Dealer Register

By ALBERT KESHEN

ELIZABETH, N. J.— Special buys in records and phono equipment, offered in slow buying periods, is helping stimulate business for the five Vogel Record Centers in New Jersey. Each is located in a heavily congested downtown business section in Elizabeth, Linden, Rahway, New Brunswick and Perth Amboy, an area of intense competition from shopping centers, highway and suburban stores and discount houses.

"Because of this condition we have to find methods to bring store traffic to our doors," explains Jay Vogel, who with his brother Sy, has operated the business for the past 10 years. "This means giving them a shot in the arm at every feasible opportunity by offering specials, going out of our way to supply customers' needs and encouraging self-service in our display set-up."

### Unadvertised Specials

An example of an effective means of pulling 'em in is shown by the frequent use of unadvertised specials to a special mailing list. These offerings cover both records and accessories and are not in the cut-throat price reduction categories, since they include merchandise obtained below normal distributor prices with the savings passed on to the customer.

These specials are listed and priced on a postcard. They are mailed out about every six weeks, with the offer limited to a two-week period to anyone presenting the card.

About 1,000 of them are mailed first-class to a list of live prospects made up of people who have asked to be on it and does not include the bobby-soxers and "hep cats" with low purchasing capacity. Names are obtained from address stubs left at the store cash registers and prominently displayed there.

Along the same category, the Vogel stores have arranged special sales for singles with a reduced tie-in price for a third record. For instance, if two sell at 98 cents each, the third will be offered at 59 cents. Occasionally this merchandise will include stuff that has to be cleared off the shelves quickly.

"We always get a prompt and satisfactory response from these specials," said Jay. "Not only does it give sales a fresh stimulus, but it's helping in building up plus sales from folks who buy more than what they originally came in for."

The Vogel stores always take advantage of the stereo deals offered by the manufacturers, playing up these buys in large front window posters and special interior displays.

The special orders facility is also helpful in developing steady patronage. The stores gladly accept requests for back numbers or hard-to-find records after payment of a small deposit. This is a service usually ignored by discount houses or the supermarkets and 5 & 10's and one which is appreciated by customers.

The Vogel stores carry a well-rounded line, or "a little of everything" as one partner put it, to appeal to all buyers. Inventory includes wide selections of jazz and classical with a heavy inventory of foreign language records, together with the most popular accessories.

### Self-Service Encouraged

The stores are set up to encourage self-service whenever possible. Indicative of this style is the ar-

range of the Elizabeth store, which is headquarters. Altho occupying a comparatively small space, 20 by 20 feet, it has a floor-to-ceiling set-up which is departmentalized and open so that a visitor can find what he wants without even asking.

The wall white pegboards show items which are in the current public eye. There are two center aisle browser stands for LP's, divided into two categories. The classics are in wall racks and arranged numerically. Another wall shows the self-service pigeon hole racks of popular records which are listed alphabetically so that they can be taken out easily.

The store's decorative motif is charcoal and oyster white, which makes for a cheerful environment and this attractive appearance is further enhanced by white acoustical tile ceilings and plenty of illumination provided by the overhead rows of fluorescent lights.

This arrangement, further, is not static. The Vogel brothers believe in frequent modernizing so as to give it all a new look and present a fresh appearance — all of which helps in further stimulating store visits.

## 9 New Pkgs. On Atlantic Fall Agenda

NEW YORK — Atlantic Records launched its fall LP selling plan last week, via the release of nine new albums—largest LP release in the firm's history.

The plan itself, which runs from September 15 thru October 15, offers special discounts and delayed billing to dealers by individual arrangement with their local distributors.

The new albums include "Third Stream" by the Modern Jazz Quartet (featuring as guests the Jimmy Guiffre Three and the Beaux Arts String Quartet); MJQ leader John Lewis' "The Golden Striker"; "Portrait of the Artist" by Bob Brookmeyer; "The Drifter's Greatest Hits," "Win With Irwin" by comedian "Professor" Irwing Corey; Lonnie Donegan's "Skiffle Folk Music," and "Jazz at Jazz, Ltd.," recorded at the Chicago nitery.

Debut album releases on Atlantic include "Sister Salvation" by the Slide Hampton Octet and "Jazz Makers" by Ronnie Ross and Allan Ganley and their Jazz Makers, a modern jazz group from England heard here as part of the 1959 Newport Jazz Festival package tour. With the exception of the Corey, Drifters and "Jazz at Jazz, Ltd." packages, all of the new releases are available in both stereo and monaural.

## Concertone in Nippon Tie-Up

CULVER CITY, Calif. — The American Concertone wing of Astro-Science Corporation has concluded a licensing agreement with the Japanese Tokyo Electro Acoustic Company which will allow the Nipponese firm to manufacture Concertone commercial tape recorder models for sale in Japan. The Tokyo concern is presently managed by Katsuma and Tomoma Tani.



# BREAKING BIG!

THOUSANDS SOLD ...

ORDERS ARE POURING IN ...

# "I STOPPED FOR A BEER"



JAY JAY 222

by EDDIE BLATNICK

"THE POLKA KING"

# Lil Wally

STRIKES AGAIN WITH

# "THANKS FOR A WONDERFUL EVENING"

c/w

HELENA POLKA

JAY JAY 218

(Also available in Stereo 45 RPM — S-218)

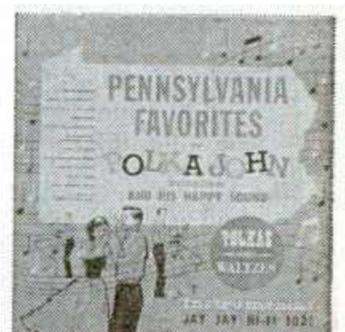
## NEW ALBUMS ... GOING STRONG



Jay Jay 1016 — Stereo 5006



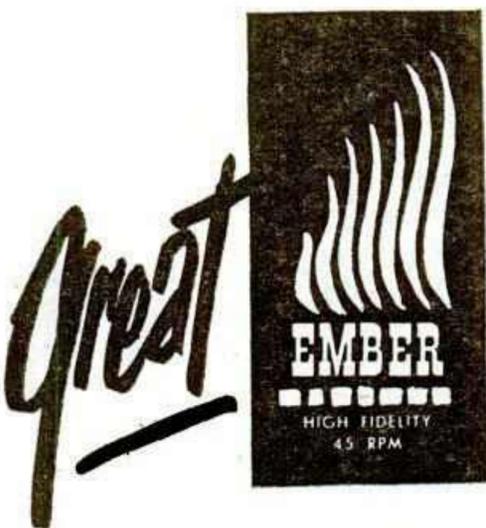
Jay Jay 1020 — Stereo 5008



Jay Jay 1021 — Stereo 5009

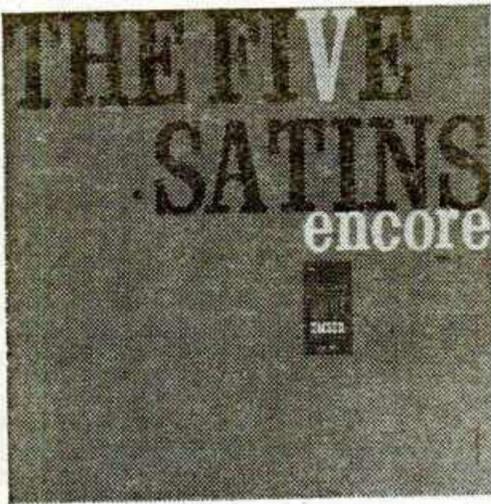


**ORDER NOW!**  
FROM YOUR JAY JAY DISTRIBUTOR TERRITORIES AVAILABLE  
WRITE WIRE or PHONE **JAY JAY RECORD CO.**  
2452-56 SO. KEDZIE AVE. • CHICAGO 23  
TELEPHONE FRONTIER 6-7300



**MONEY-  
MAKERS**

**THE  
FIVE SATINS  
ENCORE VOL. 2**

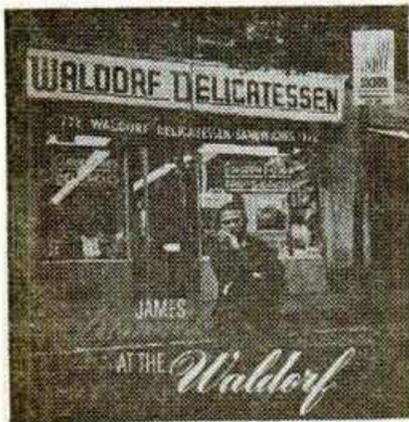


*You  
Asked  
FOR  
It!*

A Smash Single  
From Their Brand  
New LP

**"THE TIME"  
and  
"CANDLELIGHT"  
Ember 1066**

*Humorous—Witty—Entertaining*  
**DESTINED TO BE A BEST SELLER**



**JAMES  
KOMACK**

Star of "Damn Yankees"  
and "Hennessey" TV Show

Ember Personalities #801

**EMBER RECORDS 150 W. 55th St., N.Y.**

**MGA Signs  
With 4 Labels**

HOLLYWOOD — Musicians' Guild of America last week signed a four-year pay-boosting agreement with four labels to mark its initial inroad into the American Federation of Musicians' disk domain. MGA concluded a pact with Contemporary, Disney, Frank Sinatra's Essex Productions (which releases thru Capitol Records), and with Verve.

Wage rate effective September 1, 1960, calls for \$67.50 for a three-hour session, amounting to a \$16 boost over the AFM's \$51.50 scale. Escalator provision increases rates to \$70 the second year, \$72.50 the third year and \$75 for the final year of the Guild paper. This compares to AFM's maximum \$56 rate. Arrangers, orchestrators, copyists and librarians get an immediate 10 per cent wage hike plus 5 per cent raises each year of the contract.

Doubling pay is provided for musicians who play more than one instrument during recording sessions. This amounts to 25 per cent extra for the first doubling, an extra 15 per cent for the second, and 10 per cent for the triple-threat instrumentalist. Provision for doubling pay makes it a first in disking contracts. Another first is payment of premium rates at time and a-half for sessions held between 1 a.m. and 6 a.m., and double time for sessions after 6 p.m. on Saturdays, Sundays and legal holidays.

Leaders and contractors will get double the sideman's rates. Overtime scale will be figured at double the pro-rata hourly scale. When recordings are re-dubbed for use by other media, musicians, arrangers, and copyists will get reuse payments. Pact eliminates the AFM-created Trust Fund payments by record manufacturers. Instead, it calls for establishing a committee composed of two members each from the Guild and management to fashion a royalty payment plan for musicians' health and welfare benefits.

MGA's much-ballyhooed disk contract comes a week before studio musicians here will vote in an NLRB election to determine whether the Guild will retain its two-year-old jurisdiction over movie musicians or whether this will return to the Federation's fold. AFM challenged MGA's studio jurisdiction and called for the NLRB election.

Guild prexy Cecil Read told The Billboard similar contracts will be signed with Bel Canto Stereophonic Recordings, now headquartered in Columbus, O.; Top Records, Barbary Coast, and the Edison-International label. MGA had won NLRB certification for all the above labels during an election held earlier this year.

**Stearns' Firms  
Up Activity**

NEW YORK — Julian Stearns, formerly head of BMI's music firms, has chalked up a flock of records for his new music publishing companies, Arena and Lorob Music.

Last week he sold a master, featuring two of his tunes by the Arena Twins to Columbia. Sal Raimondi cut another of Stearns tunes last week for Coral, and Junior Waters, Ethel Waters' nephew, has sliced two Stearns songs for ABC-Paramount. Stearns manages all three acts, plus Capitol canary Susan Barrett.

In addition to sides cut by his own artists, Stearns has lined up new records by Jane Morgan on Kapp, Billy Storm on Atlantic, Kenny Rankin on Decca, Buzz Clifford on Columbia and Jimmy Boyd on Dot.



The ORIGINAL and The Only  
Version That's SELLING

**"STAY"**



by

**MAURICE WILLIAMS  
& The Zodiacs  
HERALD 552**

A New SMASH Single . . . From . . .  
Their Hot Selling Album

**THE MELLOKINGS**

with



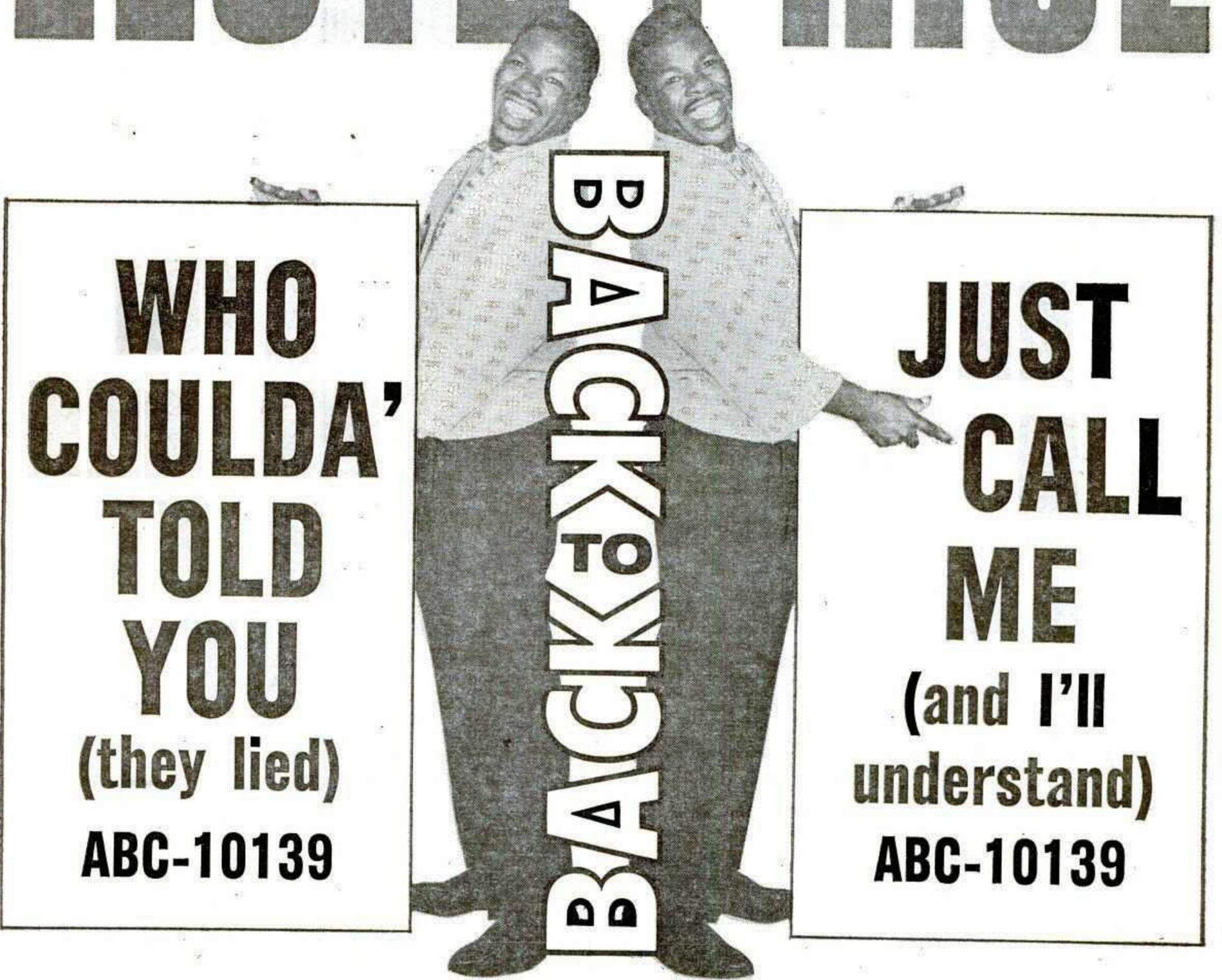
**"KID  
STUFF"**

HERALD 554

"TONIGHT TONIGHT"  
and other favorites  
H-1013

**HERALD RECORDS 150 W. 55th St., N.Y.**

the 2 latest hits by  
**LLOYD PRICE**



**WHO  
 COULDA'  
 TOLD  
 YOU**  
 (they lied)  
**ABC-10139**

**JUST  
 CALL  
 ME**  
 (and I'll  
 understand)  
**ABC-10139**

**BOTH SIDES ROCKETING  
 TO THE TOP OF THE CHARTS!**

**order now!!**



Arranged and conducted by **SID FELLER**

Distributed in Canada by Sparfon of Canada, Ltd.

# Root of Disk Depression

Continued from page 4

the Germans, requiring a co-ordinated universal solution. Hence, the German interest in alerting the U. S. industry to the taping peril.

It is a peril which applies almost entirely to pop music, and has to be faced on that basis, according to the Germans. Studies here show that while German pop platter production skidded 12 per cent, classical music climbed 34 per cent.

The industry interprets these statistics to mean that the tape recorder is mainly a threat to pop, because the inclination is to tape

them, play them to death and then erase the tape.

Most pop singles are discarded anyway after they fall from the Hot 100.

### Classics Not Involved

Classical music is something else. German surveys show that there is little inclination to tape this category. The tapes are difficult to index and file, and to preserve.

This theorizing is buttressed further by the fact that the decline in platter production is concentrated not only in pop but almost entirely in singles. Contrary to

theories advanced elsewhere, the Germans do not accept the singles decline as being merely a matter of changing musical tastes.

The sale of tape recorders and recording tape, combined with polls, point to a connection with the singles decline.

The trend in 1960 has been a continuation of that in 1959. Pop platter production declined an additional 10 per cent in the first quarter of 1960, while classical music spurred 20 per cent.

Meanwhile, whereas there were only 29,000 tape recorders in West Germany in 1954, and 300,000 in 1958, the number now is well over three million. The price of tape recorders has dropped until a good German tape recorder can now be had for \$75.

West Germany's music industry generally has little hope that the tape recorder upsurge can be halted ("You might as well try turning back the sea," as one industry leader phrased it). And nobody believes that merely requiring the producers to insert warnings against unauthorized music taping in their advertising will suffice. The German industry, instead, is

campaigning for the imposition of a GEMA (or ASCAP) license fee on each tape recorder, in addition to the purchase price. Payment of this fee in the purchase price would give the purchaser the right to unrestricted taping of music.

As seen here, the only alternative is the creation of a GEMA "Ges-tapo," which would prowl private homes to ferret out tape music pilferage.

## Carlton Acquires Thrush, Master

NEW YORK—Carlton Records last week signed canary Karen Chandler to a term contract, and picked up distribution rights for a new master, "Call Me Lucky," by Philadelphia thrush Candy Anderson.

The master was acquired from Mick and Mart Productions, and is now available on Carlton's subsidiary label, Guaranteed. Miss Chandler, currently appearing here at the Living Room nitery, cut her first Carlton sides last week, with arranger-conductor Jack Pleis handling the date.

**"I FOUND MY LOVE"**  
b/w  
**"MORE OF THE SAME"**  
by **BULLMOOSE JACKSON**

WARWICK M-575

Distributed by

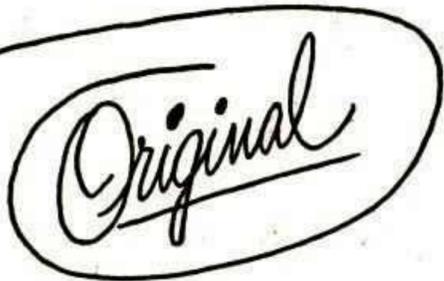
**United Telefilm Records, Inc.**

United Telefilm, Ltd.  
Morty Craft, President  
701 Seventh Ave. New York 36  
JUdson 6-1050



If you want records authentically recorded in Hawaii, be sure to order **WAIKIKI RECORDS**. Write for free catalogues **WAIKIKI RECORDS** 529 Kamaeae Honolulu, Hawaii

the hit's on **SCEPTER!**



**TONIGHTS THE NIGHT**

*The Shirelles*

SCEPTER-1208

**Scepter Records** 1650 Broadway New York, N. Y.

## Hill-Merc Suit Gets New Impetus

CHICAGO—Tiny Hill's million-dollar suit against Mercury Records, alleging failure to live up to its recording contract, was given new life here last week as the Illinois Appellate Court threw the case back to the Cook County Superior Court for trial.

Previously the Superior Court ruled it had no jurisdiction and that Hill would first have to submit to arbitration by the American Federation of Musicians. The appeal court, however, said that such arbitration had to be specifically agreed to between the parties, which was not the case.

Hill had signed a standard AFM contract with Mercury. One of the provisions call for the bylaws of AFM to be binding. The AFM bylaws in turn do call for arbitration.

The appellate court ruled, however, that more specific language than this would be necessary before arbitration would be imposed as a condition of the contract.

Meanwhile, it was learned last week by The Billboard that Hill was expelled by the executive board of the American Federation of Musicians, approximately four months ago. The union action was attributed to Hill's referral of the Mercury beef to the courts. No comment could be obtained from either the union or Hill at press time. Hill is currently residing in Fort Lupton, Colo.

The court decision has far-reaching legal implications since the AFM contract has been used as a standard thruout the industry for years. What the courts said, in effect, is that parties can agree to arbitration—but the agreement has to specifically be spelled out in the contract.

Conceivably, a mass rewriting of all future contracts is in the offing.

Illinois common law frowns on arbitration as a contract provision, but State statutes do authorize arbitration if it is specifically spelled out in the contract between the parties.

Hill had signed a two-year pact with Mercury calling for recording of at least 32 disks. He alleged that only four were produced.

Hill charged damage to his career and other damages amounting to almost a million dollars. The case will now be tried by the Cook County Superior Court. It is possible that an out-of-court settlement will be reached, but to date, neither attorneys for Hill nor Mercury said any such move was planned.

Each has his own special reasons for reading it . . . using it . . . and referring to it . . . over and over again . . . and they all add up to

## More Record Sales and Plays

and more of everything that goes into making a successful record personality!



- DISK JOCKEYS
- RECORD DEALERS
- TALENT BUYERS
- JUKE OPERATORS
- COLUMNISTS
- RACK JOBBERS
- DISTRIBUTORS
- TV PRODUCERS
- AGENCIES/SPONSORS
- MOVIE PRODUCERS

The Billboard's September 26 Fall Spotlight on

record programming

featuring

today's top record talent

AD DEADLINE: THURS., SEPT. 15

### "TWEETS SAYS: 'I'VE GOT NINE LIVES—DO YOU!'"

By Noble Sissle, Eubie Blake and Roslyn Stock

Our latest hit now joins:

- "SWEET MANIA" • "DON'T STOP LOVING ME NOW"
- "PLEASE LORD BLESS MY ONE AND ONLY LOVE"
- "DOWN MISSOURI WAY" • "FINE, FINE, FINE"
- "BABY THAT'LL GET IT"



WILBUR SWEATMAN MUSIC PUB. CO. 1674 B'way, N. Y. 19 CO 5-6837

### "HOY HOY" by JOHNNY & JACKY

ANNA #1120  
Out next week. Catchiest lyric of the century. Sound of '60. Dance beat of the decade!

### SALES REPRESENTATIVE WANTED

Fast-growing, long established indie label seeks traveling sales representative to call on distributors throughout country. Exclusive basis only. Must have experience in record selling. Excellent growth opportunity for right man. Salary open. All replies strictly confidential. Box 295, The Billboard 1864 Broadway, N. Y. 36, N. Y.



**Bob  
Crewe**

**TO EV'RY GIRL—  
TO EV'RY BOY**

b/w

**LITTLE GIRL OF MINE**

WARWICK M 579

**ROLLING TO THE TOP OF THE CHARTS!**  
**"LET THE GOOD TIMES ROLL"**  
by **Shirley & Lee**  
WARWICK-581



**Sunny  
Gale**

**WHERE HAVE YOU  
BEEN ALL MY LIFE**

b/w

**IT'S YOUR TURN**

WARWICK M 578



**Myrna  
March**

**DON'T BE ANGRY**

b/w

**WHY**

WARWICK M 576

**GOING STRONG**

**Don Cherry COLD COLD HEART WARWICK M 557**

**Jerry Landis SHY WARWICK M 552**

**The Genies CRAZY LOVE WARWICK M 573**

**United Telefilm Records, Inc.**

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON & LUND

# YES SIR, THAT'S MY BABY

# RICKY NELSON

Imperial

**BOURNE, INC.**  
(ABC MUSIC CORP.)

152 West 52nd St., New York, N. Y.

Climbing to the Top!

# THEME FROM THE APARTMENT

MILLS MUSIC, INC.

All the news of your industry  
every week in The Billboard...

## AFM Tops MGA in NLRB Vote

• Continued from page 3

the Federation could do a better job. The Guild's fight, he said, resulted in drastic reforms in the Federation and its policies, including the removal of James C. Petrillo, its former international prexy, plus revisions in the trust fund policies.

Read also felt that MGA entered the movie studio realm at the wrong time. Musicians have been hurt, he said, by a drastic drop in the number of pictures made here. MGA did the best it could under the circumstances, he said, but apparently some musicians feel the Federation will be able to do a better job for them.

Federation's victory does not mean the immediate dissolution of the Guild, he explained. MGA has contracts with the TV alliance and the aforementioned labels and has a legal and moral obligation to represent the musicians at these firms as the collective bargaining agent. Guild will have to reduce its operating budget as it has lost the major source of revenue, but it will continue to operate, Read said.

How long the Guild remains in operation, Read told The Billboard, "will depend upon how good a job the Federation does for the musicians." If AFM represents the musicians' best interests in its future activities," Read said, "The Guild will disappear. If the Federation goes back to its old Petrillo policies, it will be anybody's guess as to what we'll do."

Fact of the matter is that loss of the studio musicians virtually has wiped out MGA's membership.

Read feels his Guild will be supported nevertheless by the more than 400 members who voted in its favor at the last election. At the time the Guild was being formed, a number of musicians backed the anti-AFM cause by passing the hat at recording sessions to raise funds in support of the Guild's fight.

AFM prexy greeted the Federation victory as an end of "dual unionism" and predicted it will result "in the kind of unity of purpose that enables an honest trade union to represent its members effectively. . . . We regard the election results more as a reaffirmation of musicians' unity than as victory over other musicians."

## Oscar Pettiford

• Continued from page 3

the bass, he played piano, trombone and trumpet. In 1942, Pettiford joined Charlie Barnet's band, and the next year worked with Roy Eldridge, Lionel Hampton, Lucky Millinder and Dizzy Gillespie, before organizing his own ork for a year in 1944. He had also played with Woody Herman, Errol Garner and Duke Ellington.

Winner of many awards (Down Beat, Metronome, Esquire, etc.), Pettiford has recorded both as a leader and a side man for many labels over the years, most recent ones being ABC-Paramount, Riverside and Dawn. He was also a composer — "Beat Me Dimitri," "The Gentle Art of Love," etc.

Pettiford is survived by his widow, Harriet, and a son, Oscar Jr.

## Cole Album

• Continued from page 3

your attention to one of the outstanding programming accomplishments of our station in recent years. All commercial time has been cleared by Bob Forward, our director of programs, to schedule the world premiere playing of 'Wild Is Love,' an uninterrupted original tone poem . . ."

By pin-pointing its campaign via select stations and jockeys (i.e., those who have agreed to air it in its entirety), Capitol has achieved three valuable sales tools: It will gain air exposure for the complete album as opposed to a few tracks; air-play is automatically controlled by the time limitations of a full-length album, thus helping to avoid the pitfalls of overexposure, and Capitol feels its approach will fan the sparks of consumer curiosity in the package to a point of paying off in sales.

After giving the album its "premiere" send-off, label will make regular deejay copies available to all stations. These will come in the traditional tracked form. In addition to the local air and newspaper space drive, Capitol also will push it in its general national consumer ads.

Recording and the expensive full color booklet is estimated to cost the label approximately \$60,000 to produce. An additional \$40,000, it is believed, will be spent in the over-all promotional drive.

## Williams Sues

• Continued from page 3

board (June 6) stating that Williams was leaving the Platters and would be replaced by Sonny Turner.

The letter stated that Williams could not perform his individual services for any other record company during the existence of the Mercury pact. Subsequently on June 22, 1960, Goldberg and Levin, Mercury's counsel, notified Shelton, Williams' counsel, that "in the event that any members of the group record either individually or as members of any other group, our client (Mercury) will institute legal action."

Interestingly enough, Williams has agreed to continue recording with The Platters for Mercury. Turner has taken his place with the group only on personal appearances.

Thus the only issue is whether Williams can record as a soloist or with another group for another company, while the Platters' Mercury pact is in existence. The legal question is a tricky one and has heretofore been unanswered. If brought to final conclusion in the courts, the precedent will bear on future such cases thruout the country.

## ASCAP Fight

• Continued from page 4

virtually all reported drastic drops. Figures of around 80 to 100 per cent were commonly mentioned. One man said he had been receiving roughly \$600 per quarter and that his last check was less than \$30. Others cited similar figures.

The group said they had been told by ASCAP that the licensing society had been paying out more on tunes aired on ABC shows than they were receiving from the network. Writers and publishers counter that this is because there are more tunes played on ABC shows than on CBS or NBC. The latter two carry more drama shows.

The group pointed out that the nets pay roughly 2½ per cent of total advertising billing to ASCAP. This is for musical as well as non-musical shows. This money is then divided between the writers and publishers whose tunes are actually played. Thus a network with a large number of tunes played would yield less per tune than one with mostly drama shows.

## Victor's Folsom

• Continued from page 3

about 1946 began using bakelite as a substitute, which in turn led to the present developments.

Folsom said, aent the question of playing speeds, "I was responsible for bringing out the 45 r.p.m. record. And I took some beating—but really! General Sarnoff finally said, 'Frank, I don't understand how anyone could so successfully get everyone in the business to take a poke at him!'"

Mentioning General Sarnoff's long association with such projects as the NBC Symphony and the NBC Opera Company as some of the contributions which earned the award, Folsom recounted some of the tribulations involving maestro Arturo Toscanini, whom Sarnoff brought over to conduct the symphony.

"We spent \$17,000,000 to keep the NBC Symphony on the air, and we only sold the show once," Folsom recalled. He confessed: "I was a director at E. R. Squibb Company, and I once was able to get Squibb to sponsor the Symphony for 13 weeks. But the Maestro, while he was the greatest conductor in history, was not a great salesman. When the president of Squibb wanted to meet Toscanini the Maestro refused. Once I brought the president backstage and the Maestro threw him out. Squibb did not renew."

Besides the award to General Sarnoff, another award was given to Mayor Robert Wagner for his successful campaign to save Carnegie Hall.

## N. Y. Dealers

• Continued from page 3

the record dealers in the last year.

Si Bondi, association executive, mentioned that the organization was making no drive to sell tickets this year, but manufacturers and distributors ar invited to request th ducats which are \$10 apiece.

Bondi also reported that the group now has over 500 members of which more than half are active. A number of new members have joined from Long Island and Connecticut. Two or three weeks prior to the installation proceedings, the election of officers will take place at an executive session. Bondi also mentioned that the New York group was in complete favor of current SORD proposals and that united dealer action thru the New York group has effectively curtailed cut-out practices.

The dealer spokesman also noted that a quick survey among some 30 or 40 dealers seemed to indicate that this current summer had proved to be the best one in many, many years. Main reason for this seemed to be the multitude and variety of deals extended by manufacturers to their dealers.

## Jussi Bjoerling

• Continued from page 4

ing U. S. Swedish churches. He made his debut at the Royal Opera House in Stockholm in 1930 when he was 19.

During World War II, the RCA Victor recording artist was barred by the Nazis from appearing in the U. S. for four years. He returned to America and the Met in November, 1945, but in 1953 his health began to fail and he suffered a series of heart attacks. Surviving are his widow, the former lyric soprano, Anna-Lisa Berg, two sons and a daughter.

## Sept. Dealer Deal

NEW YORK — Offbeat and Washington Records has announced a special record dealer deal for the month of September. Each 10-record buy will entitle the dealer to one free. Deal is applicable to the entirety of both the Washington and Offbeat catalogs.

his first smash release on Rank

# BONGOLA

c/w

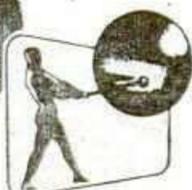
# BLUE BONGO

# PRESTON EPPS

RA 2067

**TOP RANK  
RECORDS**

24 W. 57th St.  
N.Y.C.



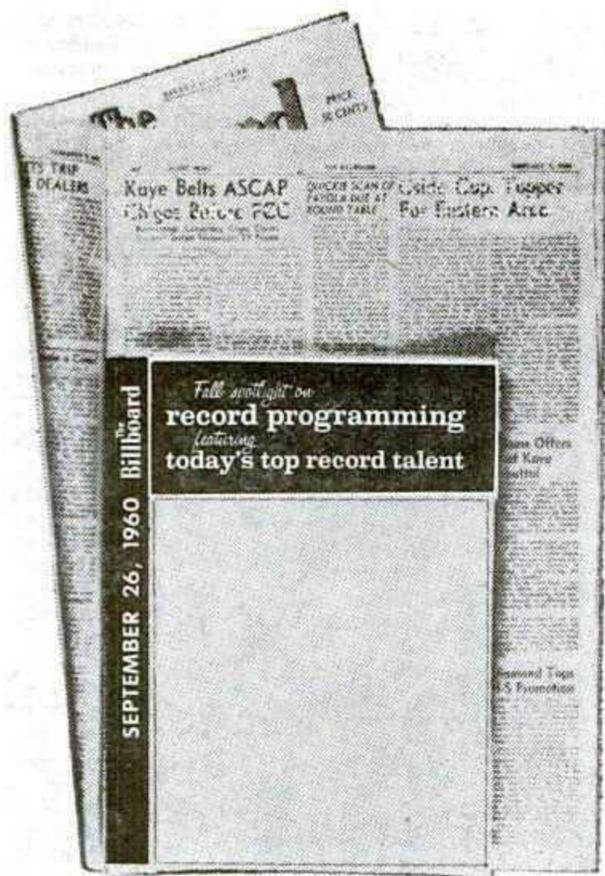
announcing

Billboard's Big...

*Fall spotlight on*  
**record programming**  
*featuring*  
**today's top record talent**



*the timing was* **never better**



Yes, Billboard's September 26 Programming and Talent issue is timed for active use during the hottest record sales period of the year . . . the big fall selling season leading up to the great Christmas sales bonanza.

And when you add the fact of genuine interest and long-term readership by the music and entertainment columnists of top newspapers and magazines . . . by television producers . . . by motion picture executives . . . by talent buyers and bookers in all entertainment fields . . . and by the whole record distribution industry . . . you've got an exciting, top-interest advertising value that can't be beat!

Be sure you're represented in a big way, with a big, dominating ad message.

*and the value* **never bigger!**

**RESERVE AD SPACE NOW!**

NOTE EARLY AD CLOSING: THURS., SEPTEMBER 15

(The slick-stock format and two-color printing operation makes the early closing essential. No deadline extensions possible.)



The **Billboard**



# 11th N. Y. Hi-Fi Show Swings Big

Dealer Attendance Hits Record High; Products Presented More Imaginatively

By REN GREVATT

NEW YORK—The 11th annual New York High Fidelity Show got off to a winging start Tuesday (6) with a special pre-opening dealer day. Attendance during this session and a second dealer session on Wednesday prior to the official opening to the public in the afternoon, reached record proportions according to Abe Schwartzman, information director for the Institute of High Fidelity Manufacturers, sponsors of the show.

Beyond this, the show was characterized by heavier public attendance and interest, more imaginative presentation of products and generally less cacophony than in years past.

More than 3,800 dealer badges were made out for the pre-opening sessions and a special dealer sales clinic, presented Tuesday evening (6) was attended by close to 300 retailers. This session was helmed by Marty Bettan, Paul Nichols, Jack Simon and other members of the New York Chapter of the Electronic Representatives Association. Altho some dealers took a skeptical point of view of the presentation because of what they called "generalities," the general reception was good.

Attendees at the show were impressed by a number of design advances in product, some simplification of controls and the introduction in the component field of reverberation equipment to fit anybody's audio set-up. There was also considerable talk of multiplexing and many units were coming equipped to accommodate this advancement.

One particularly interesting development was a new Rek-O-Kut turntable which incorporated the automatic play features of the nor-

mal record changer. This was viewed as a great development for tired businessmen, who upon returning home after liquid stimuli are always in danger of damaging their records when putting the needle down with an unsteady hand.

At least two important local audio component outlets reported an immediate effect on their store traffic this week, which they traced to interest generated among customers attending the show. At Hudson, Les Klein said that all week the store traffic has been higher than normal. "And we've done nice business, too," Klein noted.

Jimmy Carroll of Harvey Radio said that his store experienced an abrupt upsurge in audio traffic this week. Like Hudson, Harvey too, has done a good bit of business both in units now available and in terms of orders on equipment seen at the show but not yet in dealers' showrooms. Carroll made the point that frequently customers explained that they had seen briefly something they liked at the show and had come to the store to see and hear the unit without the usual competition from other exhibits at the show.

Carroll added that in his view the idea of holding the show three weeks earlier than usual was a good one. "It gives us a chance to start the selling early before people start on the Christmas buying spree on other items," he said. One interesting aspect of the advance promotion for this year's show, was the fact that audiophiles were steered to their local dealer for special discount tickets to the show. This was believed one reason for the stimulated dealer traffic during the week in the area.

# EIA Tabs July Drop in Radio, TV Production

WASHINGTON — An Electronic Industries Association report issued this week shows that the "annual two-week plant shut downs during the month" of July can be held accountable for a sharp decrease in radio and TV production. Sales and production figures in both categories, however, remained higher than the totals for the first seven months of last year.

In radio, total production dipped to 890,359 sets for the month of July as opposed to 1,551,451 for June. The same decreasing trend showed a little more than 250,000 fewer auto radios and a bit more than 65,600 fewer FM sets were produced in July than in June.

The production figures for year-to-date, however, showed that some 1,478,258 more total radios, 496,180 more auto radios, and 244,262 more FM sets have been produced so far this year over last.

Retail sales of radio sets (excluding those meant for autos) again showed the explainable drop: 573,363 for July as contrasted to 702,889 for June. Year-to-date figures here again tho, showed that sales of radios were running well ahead of last year: 4,451,721 for the first seven months of '60; 3,685,708 for '59.

# Symphonic a Lynch Subsid

NEW YORK—The exchange of stock between the Lynch Corporation of Anderson, Ind., and Symphonic Electronics of this city, which has been brewing for some time, came to pass last Wednesday (31) when the Lynch board of directors elected Bernard H. Lippin, Symphonic board chairman, president of the Lynch firm. At the hub of the deal is a plan which exchanged virtually all of the issued Symphonic stock for 185,411 shares of Lynch stock. Principals of the Symphonic firm have been elected to the Lynch board include Lippin, Max J. Zimmer, Howard A. Jacobs.

A spokesman for the new combine informed that the Symphonic Corporation will operate as an autonomous subsidiary of Lynch. It was also noted that the acquisition of Symphonic has added to the diversification plans of the Lynch company which is a glass-forming and plastic packaging machinery maker.

# Big Clairtone Sales in U. S.

TORONTO—Usually the trend in sale of high fidelity equipment is from the United States to Canada, but Clairtone Sound Corporation, Ltd., has reversed the trend.

The company sold 700 combinations in the U. S. last year to the tune of \$250,000. The company is also selling in the British market and getting nibbles from other European countries.

The company, now listed on the Toronto Stock Exchange, was formed in the summer of 1958.

Granco Products, Inc., took the company's distribution in the U. S.

# NEW AUDIO PRODUCTS

## Ear-to-Ear Music

The lady pictured here is digging one of the more recent developments in stereo listening — the Koss Stereophones. The Milwaukee-based company claims that they provide a more personalized listening as an optional supplement to speakers and in some cases are taking a place as a standard stereo component.

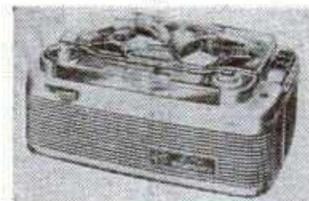


The company also claims that the phones give stereo reproduction regardless of room acoustics. They do a way with bothersome speaker positioning. A number of record companies and large dealerships have taken to using stereophones in their in-store demonstrations, al-

lowing a number of individual customers to listen to a number of different disks at one time.

## Recorder Features Unusual Speeds

A new tape recorder is being marketed by the Gelo Electronics Company of Milano, Italy, and distributed by the company's American wing located in New York City. It features a relatively unusual three speeds in its tape recorder and playback. The three-speed machine plays 3/4, 1/8 and 1 15/16 inches per second. The machine may play up to 10 hours on one five-inch reel and has a "tape saver" device that, the firm claims, makes it virtually impossible

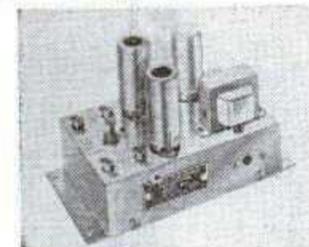


to snap tape with a special "auto-load" technique. It also has a built-in dust cover.

The unit comes in a polystyrene case and weighs 13 pounds. Officially referred to as the Model G-258-A, it is list priced at \$199.95.

## Preamp Makes System Magnetic

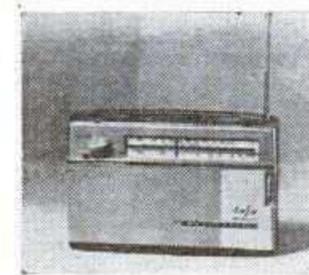
Shure of Evanston, Ill., has introduced its M65 pre-amplifier that gives the added voltage boost needed to operate a magnetic phono cartridge in a system originally tailored to ceramic cartridge requirements. Another facet of this unit's over-all usefulness is that it can be used as a preamplifier for magnetic cartridges and tape play-back heads with standard audio amps, and there is



no need for circuit modification when used as a mike preamp. The price is \$24.

## Nine Transistor AM-FM Radio

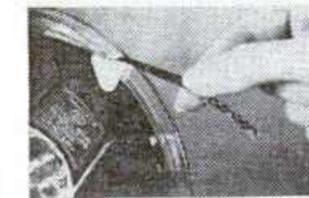
From across the Western seas comes a new nine-transistor AM-FM portable made in Japan and being distributed by Matsushita Electric Corporation of America, headquartered in New York City. The unit is also applicable as a tuner. It comes complete with batteries, earphone and antenna, and has been tagged the Model T-30 and is priced at \$79.95. This unit is one of the leading items made by the Japanese company in a new line of



products being offered to the American consumer. (See separate story.)

## Taking Care of Loose Ends

Minnesota Mining & Manufacturing has marketed a new accessory specifically designed to take care of troublesome loose ends. A small plastic clip has been marketed which fits between the flanges of reels and holds magnetic tape loose ends in place. The new clip has been given the Scotch Brand Tape Clip title and is being distributed and merchandised in



packages of 10 and retails for 35 cents. The clip fits standard quarter-inch record-tape.

## Kit Does Balance Job

Tying in with current Do-It-Yourself popularity, Audio Empire of Garden City, N. Y., is offering a Stereo Balance Kit which is designed to catch the eye of the audiophile and entice him to look into the company's products. The kit is free and will be featured in newspaper, magazine and radio advertising.

(Continued on page 21)

### STORE-TESTED PROFIT POINTERS FOR DEALERS

# Local Market Sets Trade-In Potential

By ROBERT SCOTT

Do equipment trade-ins make sense for the average phono dealer? Do they make sense for you? According to a number of dealers around the country, the answer depends largely on the type of store you have, the type of equipment you sell, and your clientele. One dealer in Montclair, N. J., points out that he does a moderately successful business in trade-ins "because I'm located near a college. If I were located in another part of town, I'd be crazy to accept or sell trade-ins."

### The Conditions

Here are some of the conditions under which trade-ins make sense, according to dealers: If you're located near a college campus and do any college business; if your store is in a neighborhood inhabited by a number of young homemakers, or near a housing development into which couples are moving from city apartments; if it'll give you an edge over your competition in a highly competitive area; and if you maintain your own service department. It doesn't pay to accept trade-ins: If your store sells only high-ticket consoles or custom installations; if you're try-

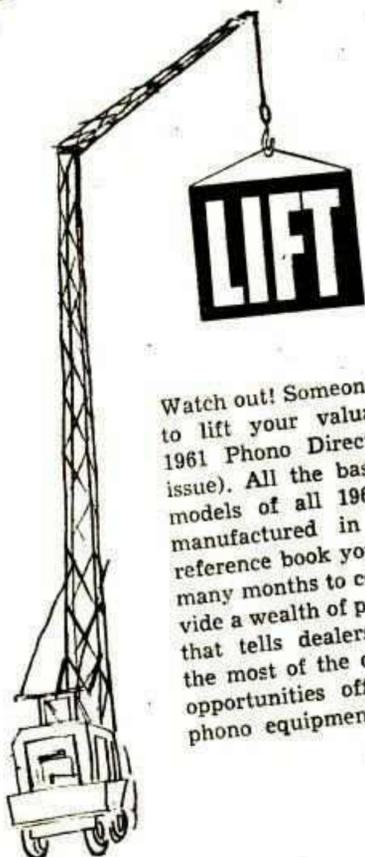
ing to maintain a quality image; if your store is located in a moderately wealthy neighborhood; if most of your customers are middle-aged or older; if you have to get someone else to do your servicing.

Dealers accepting trade-ins point out that they must either have a ready market for the items they accept, or they must be prepared to take the entire cost of the trade out of their profit on the deal. The latter course is the one occasionally chosen by appliance dealers and manufacturers offering "a brand-new X brand electric razor for only \$8.95 plus your old razor." In this case, the used razor is simply scrapped, and the store takes its profit on the item out of the \$8.95. A case in point was a Philadelphia record dealer in the early days of LP who offered \$5.95 records for \$4.10 plus a 78 r.p.m. album. He disposed of his 78 r.p.m. disks thru city and veterans' hospitals—a move which, as he described it at the time, "builds good will for the store, does everybody some good, and keeps my customers from running off to the discounters in New York." A dealer who does the same thing in New York with

(Continued on page 21)

***NEXT WEEK IN BILLBOARD***

**1961 PHONOGRAPH DIRECTORY**

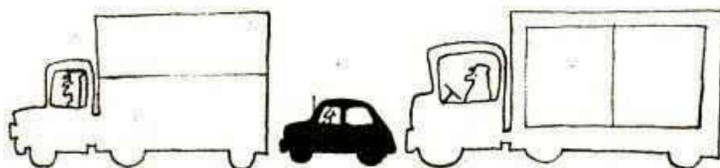


Watch out! Someone's almost sure to lift your valuable Billboard 1961 Phono Directory (Sept. 19 issue). All the basic facts on all models of all 1961 phono lines manufactured in the U. S.—a reference book you'll be using for many months to come. It will provide a wealth of practical material that tells dealers how to make the most of the outstanding sales opportunities offered by today's phono equipment.



**QUICK!**

Billboard's 1961 Phono Directory, coming Sept. 19, will be packed with quick capsule information on every model in every line of phonographs manufactured in the U. S.—providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

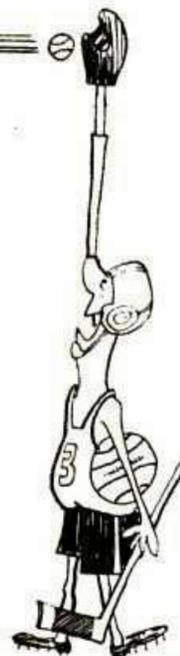


**COMPACT**

Big word in cars, big word in directories. That's the word for Billboard's 1961 Phono Directory, coming Sept. 19. The directory will be in tabular format, the easy-to-use kind you'll save . . . buy from . . . and sell with . . . for months. Complete information on all models of all phono lines manufactured in the U. S. . . . providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

**ALL YEAR**

You'll love it next May as much as you'll love it in September—Billboard's easy-to-use directory of the 1961 phonos, published Sept. 19. It will have complete information on all models of all 1961 phono lines manufactured in the U. S.—providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.



AD DEADLINE: SEPT. 14 / ISSUE DATED: SEPT. 19 / OUT: SEPT. 19

# THE 2 TOP

**INSTRUMENTALS IN AMERICA HEADING FOR THE TOP TEN!**

Theme from

## The Apartment

**FERRANTE & TEICHER**

TWO PIANOS WITH VOICES AND ORCHESTRA

UA 231



## Never On Sunday

**DON COSTA**

VOICES and ORCHESTRA

UA 234



JUST RELEASED...AN EXCITING NEW SINGLE

UA 256

### NINO TEMPO

LIPSTICK ON  
YOUR LIPS

BREAKING BIG FOR THE TOP OF THE CHART

UA 241

### MARV JOHNSON

MOVE TWO  
MOUNTAINS

WATCH THIS NEW  
HIT BY THE HOT

UA 255

### FALCONS

I+LOVE+YOU  
COUPLED WITH  
WONDERFUL LOVE



# Trade-In Potential Based Upon Store's Location

Continued from page 18

LP disks simply scraps his trade-ins. "They're too much trouble to inspect and resell," says the dealer, who offers his customers mainly a selection of graveyard merchandise.

Most dealers agree, however, that records aren't very practical for trade-ins because of the reluctance of most customers to buy used records, and because looking at a record often doesn't tell much about its condition. More practical, the dealers agree, are portable phonographs. "These are particularly popular as trade-ins, because our customers want to buy something better," says a dealer near Camden, N. J. "Besides, there's a ready market for a portable phonograph in good condition." Originally, the dealer explained to me recently, he'd figure first what his profit on the sale of new equipment would be, then how much of that he could afford to give away in case he couldn't resell the trade-in. "People would come in here with a portable phonograph for which they might have paid \$50 to \$60 and decide to buy a console at, say, \$249. I figure that I could afford to give away maybe \$30 on a sale like that, and that's what I'd offer if the case was in good condition and the phonograph didn't seem to need repair. We'd give it a cleaning and a check anyway, and sell it for maybe \$40." The pricing system, he explained, is similar to that used by car dealers in determining a trade-in price. "Another way is to work with a local pawn broker. Find out what he'll pay for specific makes and models, and offer the customer the same price. That way, you'll always have an outlet for equipment you can't sell."

### Recorders Popular

Equally popular with portable phonographs as trade-ins are tape recorders and tape decks. "We'll take all we can get," a Boston store which caters to students from Harvard and Massachusetts Institute of Technology says. "We find that as a student goes thru his four years here, he works up maybe from a monaural recorder to a low-priced stereo playback to a good stereo record-playback machine. We simply sell the monaural machines last year's freshmen class is trading in to this year's freshmen. The markup is good, and because we're so sure of a sale, we can base our price on what the machine is really worth. Of course, we point out to the student who sells it that he can't expect much more than half the list price, because we can buy a new machine

for very little more than that at wholesale. And we want to offer the person who buys the trade-in value for his money. The student gets a chance to prepare himself for the shock when we tell him his year-old Mighty Mite is worth only \$50 instead of the \$100 he may have paid for it." The dealer pointed out that his biggest problem is stereo four-track equipment. "Nobody wants to trade in that sort of thing, and the ones we do get go out almost as fast as they come in. Somebody who's been buying one trade-in after another thus has to make a big step from a two-track stereo playback-only machine to a four-track stereo playback and record. Still, by allowing a good price on the trade-in, we can make it sweet for them."

Consoles and audio components present problems for many dealers. "You can get rid of a second-hand tape deck, all right; but what do you do with a monaural amplifier?" asks a New York specialist in trade-ins. Once upon a time, his store took all kinds of audio equipment. Today, it takes only those items which have immediate resale value, such as bookshelf speaker systems, current model record changers, current and recent stereo amps, and most tuners and turntables. "The price depends partly on how much repair work has to be done, and how much demand there is for the item." Many dealers, on the other hand, echo the sentiments of one in Hartford, Conn., who told me, "It's just more bother than it's worth. You're always getting stuck with the stuff and wasting display space."

### Consoles a Problem

Consoles present similar problems, particularly the more expensive ones. "The turnover is so small that all they seem to do is hurt my new console sales," the Montclair dealer confided. "I can sell

up to a console by taking in a portable, but I can't sell a higher-priced console by taking in a less expensive one. And if I do, I lose money."

It's necessary to have every piece of equipment you intend to resell checked by a serviceman, even tho there may be nothing wrong but a worn stylus. The reason is that to sell it, you have to guarantee it. A check by a competent serviceman can save countless headaches later on. In checking most phonographs, dealers point out, placing a stack of 78 r.p.m. or LP records on the changer and letting them play for several minutes should tell you (1) whether the changer is working properly and, (2) something about the condition of the amplifier inside. Similarly, playing a stereo tape, preferably of a solo piano, will tell you how the amplifying system is and whether the speed is constant. Be sure to play a tape with which you're familiar. If the result has a shimmering, watery quality, you'll have to make repairs on the idler wheel and take-up. And if you're missing some of the highs, it may need a head replacement as well.

A spot check of dealers around the country reveals that perhaps 50 per cent don't expect to make a profit on the trade-ins they accept. They're in the business solely to stimulate the sale of new merchandise, and simply hope to sell their trade-ins at cost. This group represents mainly dealers who do a limited trade-in business. The rest run their trade-in departments at a profit. "We've got to make money on them, just as we do on every other item in the store," says a highly successful merchant in Chicago, who includes repairs, servicing and store overhead in his cost price.

Trade-ins can be a good new business, a successful sales tool, or an albatross around the neck of the unwary dealer. Before launching into the field, decide what purpose your trade-ins will serve, and how you intend to dispose of them. Then check your market to see if it's ripe for trade-in merchandising.

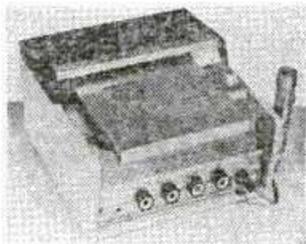
## NEW AUDIO PRODUCTS

Continued from page 18

### System Sets the Mood

Musi-Pak, Inc., of New York City, background music system producer, has introduced a controlled, self-contained music system for business and office that uses continuous loop magnetic tape cartridge that plays continuously. The machine itself is no larger than a typewriter and can be purchased outright as well as leased from the firm.

A mike jack allows the



user to use it also as a paging or announcing system.

### Jewel-Encrusted Portable

Motorola has a new miniature portable transistor radio with jewel box styling on the market. The new unit is called X21 and is geared to the female market to complement costume jewelry and other accessories. The set weighs seven ounces and is 2½ by 3½ by 1½ inches. It uses six transistors and has a two-inch speaker. The suggested list price is \$29.95.

### Display Pushes 45 R.P.M. Spindle

A yellow and black carton and counter display tagged "12 Pack" is a promotional device being brought out by the Glaser-Steers Corporation of Newark, N. J., to push its all-metal 45 r.p.m. spindle model GSS. The new package holds 12 individually boxed spindles. Each of the spindles is priced at \$2.95.

### Low-Cost Portable Tape Recorder

RCA has introduced a new low-cost portable tape recorder that's specifically meant to capture customers participating in school work, languages and dictation. The new set weighs under 25 pounds and measures 8½ by 14½ by 16 inches. It is charcoal gray and fabric covered. The tape operates in three speeds: 7½, 3¾ and 1½ and is designed to sell for \$179.50, and has two speakers built-in.

Now that you've seen them all  
**LET'S COMPARE!**  
DECCA leads them all!

COMPARE!

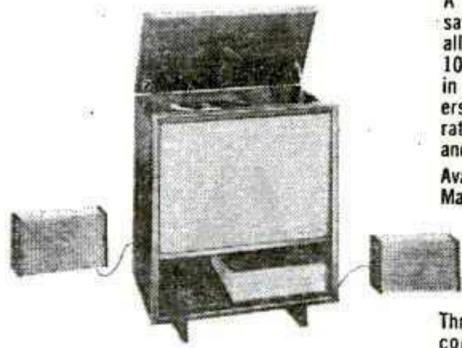
### THE ALLEGHENY V DP-306

Three Channel Output Stereo. A uniquely designed, space-saving console with an unusually big sound. Features one 10" heavy duty bass speaker in center—two remote tweeters—deluxe changer—separate Loudness, Balance, Bass and Treble controls.

Available in rich Hand-Rubbed Mahogany, Blonde, or Walnut.

### THE PALMER II (AM/FM Version of Allegheny V) DP-406

Three Channel Output Stereo console with specially designed Simulcast radio for receiving AM-FM Stereo broadcasts.



COMPARE!

### THE DEVON DP-297

Unquestionably the finest portable Hi-Fi Stereo phonograph on the market today. Features EL-84 output tubes in a TRANSFORMER POWERED amplifier, matched with matched speakers and output transformers. Deluxe VM changer, which has an oversize 11" turntable and turnover ceramic cartridge.

The distinct leader in the Three Channel Output Stereo field. Handsome color combinations of Brown and White, or Black and Silver Grey.



COMPARE!

### THE SEAFORD IV DP-587

A Handsome, Handy musical companion. Powerful front-mounted speaker delivers a real wallop to your sound. Features include: Separate volume and tone controls—smartly designed cabinet with plated trim—turnover cartridge—four-speed motor.

Available in your choice of distinctive color combinations: White with Black, or Driftwood with Silver.



## DECCA PHONOGRAPHS-1961

high fidelity  
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

TRADE

... new, unique, exclusive trade tips, news and previews, promotion and display ideas... sales helps... for component and record dealers. Seen it? Write on your dealer letterhead to (Mrs.) Claire N. Eddings, High Fidelity, Great Barrington, Mass.

NEWS



on 20th FOX

ALL YOU HEAR IS BEAUTY

# "WILD

Capitol proudly debuts a completely unique album concept NAT KING COLE "WILD IS LOVE" arranged and conducted by Nelson Riddle

# IS

# L LOVE"



*each song a different facet of a delightful romance*

*each song woven into a refreshing love story, charmingly narrated by Nat himself*

*each song excitingly illustrated in a lavish 24-page, full-color book*

Limited Time Only — Special Introductory Offer.  
\$5.98\* Mono, \$6.98\* Stereo.

Unlimited Merchandising Opportunities....one of the biggest promotional campaigns ever.

See your Capitol representative for details.

\* Optional with dealer



## AUDIO NEWS BRIEFS

Jack Gilbert Associates, which handles a number of hi-fi and electronic advertising and promotion accounts has changed its name to Gilbert and Felix, Inc. Move is meant to "clear the way for distribution of ownership and earnings among key employees." . . . David R. Hull has been elected executive vice-president of Hoffman Electronics. . . . Neal McNaughten has been upped to a staff vice-presidency with marketing consultant activities at Ampex. . . . The National Safety Council

has presented the Magnavox Company with the Award of Honor for operating over three million hours without a disabling injury.

Zenith's wholly owned subsidiary, Central Electronics, Inc., will construct a one-story plant on a 30-acre site recently acquired at Paris, Ill. . . . Beam Echo International President Michael Muckley has resigned. . . . The catalog of play-on-sight music books for the Concert electric organ has five new titles. . . . The proposed merger of FXR Electronics, Inc., and Loral Electronics has been shelved. No mutually satisfactory terms could be arranged.

New sales manager for Stromberg-Carlson consumer products is Howard W. Hibshman. . . . Audio Devices, Inc., has a new manager of Research and Engineering, Dr. Orlando O. Shaus.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

*A Good* WAY TO SELL and/or INFLUENCE



**DISK JOCKEYS  
RECORD DEALERS  
TALENT BUYERS  
JUKE OPERATORS  
COLUMNISTS  
RACK JOBBERS  
DISTRIBUTORS  
TV PRODUCERS  
AGENCIES/SPONSORS  
MOVIE PRODUCERS**

The Billboard's September 26 Fall Spotlight on

record programming

featuring

today's top record talent

AD DEADLINE: THURS., SEPT. 15

## Victor Debuts New Console, Radio Line

CHICAGO — The RCA Sales Corporation has debuted 18 new Victrola consoles and 10 table and clock radios here recently.

Console instruments in the medium to high price range contain what the company has tagged "total sound," which teams three amplifiers in one chassis. Ray Saxon, RCA sales vice-president, also noted that some future models will have reverberation sound conditioning. Of the 18 new consoles, two feature Henredon furniture styling. These same units along with members of the Mark Eight and Mark Four lines will be sound conditionable thru the use of a "reverb" kit, which will sell for \$50 plus installation.

The new console lines include the Mark 27 series with two eight and two three and one-half inch speakers at \$179.95; Mark 24 series with one 12-inch and two five by seven inch and two three and one-half inch speakers; Mark 18 with one 15-inch, two five by seven inch and two three and one-half inch speakers; Mark Eight with one 15-inch, two five by seven inch and two three and one-half inch speakers; the Mark Four with one 15-inch, two five by seven

inch and two three and one-half inch speakers and finally the Henredon series with one 15-inch, two five by seven inch and two three and one-half inch speakers at a suggested list price of \$795. These final three series of the line feature AM - FM radio and removable swing out speakers.

The new line of clock and table radios is composed of five table sets ranging in price from \$19.95 to \$29.95; five clock units covering a price spread from \$24.95 to \$39.95; an AM-FM table set and a pocket sized radio gift kit.

## Ormont Dies In Car Crash

NEW YORK — Members of the trade here were shocked to learn of the death of David H. Ormont, 50, who was killed in an auto crash in Las Vegas August 27. Ormont, at the time of his death was president of Hudson Radio and Television Corporation and executive chairman of two manufacturing concerns: Keystone Electronic Corporation and Electronic Enterprises, both located in Newark, N. J.

Ormont is survived by his widow, daughter, five brothers and two sisters.

## Zenith News Ad Budget Up

CHICAGO — Budget for daily newspaper advertising for Zenith Sales has been upped 100 per cent, according to L. C. Tuesdell, president of the firm.

A weighty concentration of ads meant to support local buying at the dealer level takes the bulk of the allocation. Special stress will be laid on value and consumer convenience, and all portions of the Zenith line will be represented pictorially and copywise. An outline of special promotions to be set for dealer displays has also been presented. At the time of the revelation of these plans the company also previewed its line of new radios which are set for production and introduction.

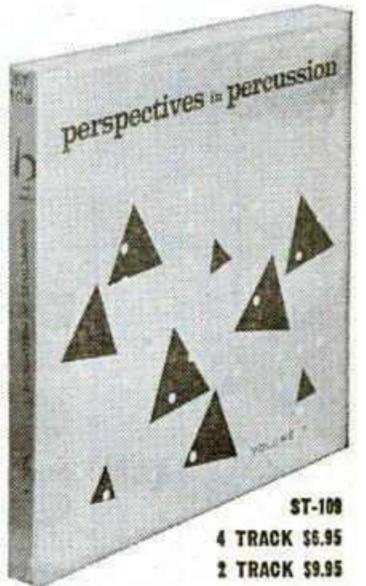
## UST Offers Free Dealer Demo Tape

HOLLYWOOD — United Stereo Tapes' fall merchandising program offers qualifying dealers a free Ampex four-track stereo tape playback for use as a demonstrator plus racks to display tape product. Playback complete with ear phones will be given at no charge to dealers who buy 250 tapes from UST. Same machine can be acquired for \$150 with the purchase of 100 tapes, for \$100 by buying 175 tapes or the unit can be purchased outright for \$215.

Dealers will have their choice of four new display fixtures. The "complete merchandiser" carries 240 tapes and has a shelf to hold the tape playback demonstrator. The rack can be purchased outright for \$118 or for \$75 by buying 100 tapes.

UST's "Compact 90 Merchandiser" goes free to the dealer who buys it filled with 90 tapes. Its "Carousel Merchandiser" goes to dealers who buy 140 tapes. It has 70 individual stacks and holds a total of 200 boxes. It's a standing rack with selections turning like a book's pages.

## The HOTTEST TAPE DEAL ever offered!



ST-109  
4 TRACK \$6.95  
2 TRACK \$9.95

an unprecedented offer

**BUY 3.....GET 4!**

OFFER EXPIRES SEPT. 30TH, 1960  
**BEL CANTO STEREO TAPE**  
a subsidiary of  
**Thompson Ramo Woolridge Inc.**

## BEFORE YOU TOSS THIS AD IN THE WASTEBASKET -PUT THE WASTEBASKET IN YOUR SAFE!

This is a promotion from Columbia Phonographs that you can convert into quick cash money—big money! We're breaking across the country with smash ads on the hottest stereo portable phonograph of the year—low-priced and automatic—backed by a "customer bonus" offer that's a real traffic-builder! It is the Columbia Model C-1209—a whale of a lot of stereo and styling for a suggested list price of \$79.95.

It's one of the year's best values from Columbia. But that's not all! To put a cherry on the sundae, the promotion includes with each C-1209 stereo portable the greatest, most popular recording artists in the music world...on fabulous Columbia "Stereo 7" singles!

With every sale of a Columbia C-1209, you give your customer a library of six of these new Columbia "Stereo 7" singles, featuring the very top recording stars today—Mitch Miller, Percy Faith, Doris Day, Andre Kostelanetz, the Kirby Stone Four, Johnny Mathis, and Ray Conniff.

Columbia wraps up the whole deal for you so you'll corner the phonograph market with the year's biggest value in a low-priced automatic stereo/hi-fi portable, and six records, at only \$79.95.

Just one more reason why **COLUMBIA** means business in phonographs —BIG BUSINESS

when answering ads . . .

Say You Saw It in The Billboard



# DAVID SEVILLE and the CHIPMUNKS

★ ★ ★ ★ ★ **MAKE YOUR STORE** ★ ★ ★ ★ ★  
**LOCAL CAMPAIGN HEADQUARTERS**

WATCH SALES SOAR WHEN YOU SUPPORT LIBERTY'S NATIONWIDE PROMOTION

**FREE! ALVIN FOR PRESIDENT** ★ ★ ★  
**★ ★ ★ DISPLAY-PROMOTION KIT** ★ ★ ★

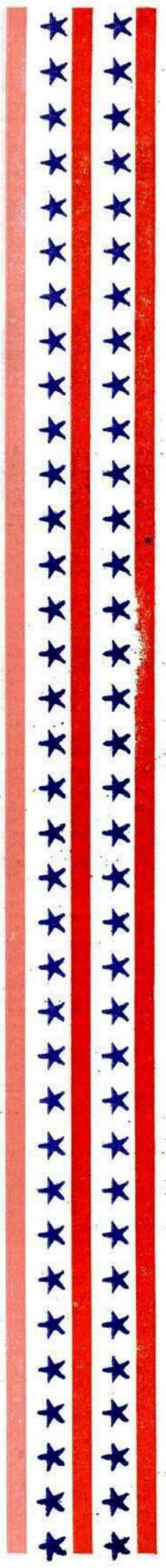
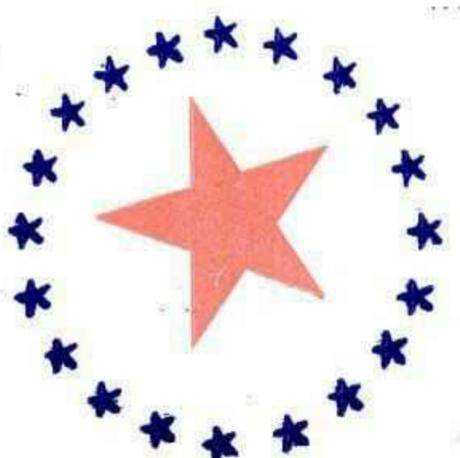
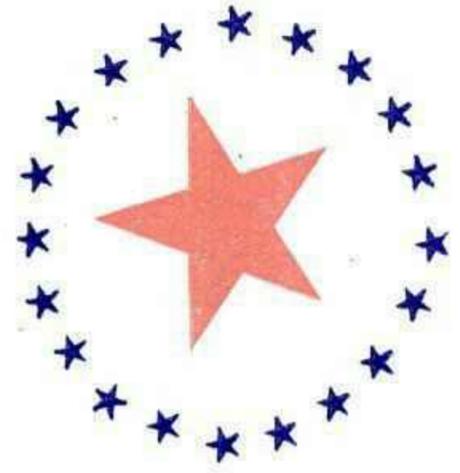
★ WINDOW BANNERS ★ LAPEL BUTTONS ★ STICKERS ★

CINCINNATI: A record turn-out! 10,000 votes ★ DETROIT: Alvin ahead by 7,500 votes  
 BOSTON: A landslide victory! 8,000 votes ★ ★ ST. LOUIS: Alvin piles up 7,000 votes  
 LOS ANGELES: Alvin carrying all precincts! 9,500 votes ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**ORDER YOUR CAMPAIGN KIT NOW**



National Campaign Headquarters  
 LIBERTY, Hollywood 28, California  
 or see your Liberty distributor



# VOX JOX

By JUNE BUNDY

**THIS 'N' THAT:** Station WNTA, Newark, N. J., staged an 11-hour musical marathon saluting the new movie "Oceans 11" September 4. Only records waxed by the film's stars—Frank Sinatra, Dean Martin and Sammy Davis Jr.—were played during that period from 11 a.m. to 10 p.m. . . . June Buzzelli, promotion manager of KDKA, Pittsburgh, will play a major role in the Pittsburgh Playhouse production of "Dark at the Top of the Stairs" opening October 1.

**WKNB'S RECORD RAMPAGE:** Station WKNB, West Hartford, Conn., celebrated its 14th birthday last month, via a week-long "Record Rampage." For one week, a free record was given away for every record played on the air. Winners merely had to be the first to identify any particular disk on the air at that time. More than 6,000 phone calls were received by WKNB, and 789 of the dialers won free disks. The promotion was so successful that program director Bob Leonard now plans to make it a yearly event.

**MORE HEROIC DEEJAYS:** Don Shafer, KOMA, Oklahoma City, skated 1,000,000 inches (15.78 miles) last month on an over-land route from the KOMA studios to a suburban shopping center. Listeners were asked to guess how long it would take the jock to skate (roller of course) the route for prizes ranging from \$1 to \$50. Shafer was hampered by the blazing sun which melted his skates ball bearings, but he made it in two hours, 51 minutes and 30 seconds.

**GAB BAG:** Paul Randall, WWCH, Clarion, Pa., is trying to get pop talent to appear at a festival in his city next month. He would like to hear from artists who may be appearing in his area at that time. The celebration, says Randall, is attended by visitors from all over the tri-state area. "I know when an artist is on a tour he usually stops at all the bigger cities," notes Randall, "but how can I get them to stop in Clarion?" . . . Bill Wilson of Utica, N. Y., is trying to locate deejay Jim Whaley, who worked at WTLB, Utica, N. Y., about a year ago. Wilson, who hopes to be a deejay himself someday, says: "It is very important to contact him because I idolize the guy."

**CHANGE OF THEME:** Bill Bradley has returned to KLAC, Hollywood, after an absence of two and one-half years, during which he emceed a local TV show over KTLA and a record show on KDAY, Los Angeles. Bradley, known as Bill Silbert when he was a Manhattan deejay, will be heard on KLAC in the 9 a.m. to noontime slot. . . . New staffers at KXGO, Fargo, N. D., are Jim Rud and Bob Chasteen. Rud takes over the morning mayor spot and Chasteen the 10 a.m. to noontime seg.

Chuck Brinkman, formerly with WHNC, New Haven, Conn., has joined KQV, Pittsburgh (his home town), in the midnight to 6 a.m. time period. . . . David Fentress, who served as "vacation announcer" this summer on WWDC, Washington, has been added to the regular deejay staff of that outlet. . . . Bob Brown has started a two and one-half hour show, "Golden Sound of Jazz," on Saturday afternoons over WNTA, Newark, N. J. . . . New Station WAYL, Minneapolis, will take to the air in October with 25-year-old David D. Larsen as owner-manager. In addition to jazz (Larsen formerly was associated with three all-jazz FM stations on the West Coast) WAYL will feature traditional, swing era and folk music in a format tagged "Contemporary Radio." Both live and recorded stereo broadcasts are in the works at WAYL, and selected tape broadcasts from other FM stations, including coverage of the Monterey Jazz Festival. . . . Another new station, WQTY, Jacksonville, Fla., started broadcasting operations last week, featuring a "Top 50" record programming format.

Chuck Phillips has been appointed program director of WEMP, Milwaukee. He will also continue his Monday thru Saturday deejay show, in a new time period — 10 a.m. to noon. Heretofore, Phillips, who joined WEMP in 1951, piloted the station's early morning "Coffee Club." . . . Meanwhile, John (Mad Man) Michaels has returned to Milwaukee and taken over Phillip's 6-10 a.m. show. Michaels was with WOKY, Milwaukee, from 1954 thru January 1, 1960, when he joined WKHM, Detroit.

**TEXAS:** Frank Boradman, ex-KTRK-TV, Houston, has joined KNUZ, same city. . . . New staffer at KRBE-FM, Houston, is Perry D. Blackwell. . . . Lee Petrich, formerly with KONO and KENS-TV, San Antonio, has been named manager of KBKH, the closed-circuit radio station at Brooke Army Medical Center at Fort Sam Houston. More than 100 patients listen to KBKH's daily music and news programming.

Bob Kelly has returned to KTHH, Houston, after a stint in the U. S. Army. . . . Webb Hunt, deejay-music librarian at KNUZ, Houston, will be program director of a new FM station, KQUE, which will be placed in operation by KNUZ in October. The new outlet will feature pop, semi-classical and classical music. . . . Station KNUZ, Houston, "turned back the clock" September 1, via a "Marathon 500," spotlighting 36 hours of best-selling disks of past years.

Jerry Haynes, WFAA-TV, Dallas, was one of the Texas deejays filling in for vacationing Dick Clark on ABC-TV's "American Bandstand" recently. . . . New FM outlet KARO will debut in Houston this month, with Robert L. Weeks as manager. . . . Bruce Hataway has joined KTSA, San Antonio. . . . Station KTSA will sponsor a concert and dance — featuring the Dukes of Dixieland — at the Municipal Auditorium September 20. . . . Station KILT, Houston (KTSA's sister station) and the Civitan Clubs of Houston co-sponsored a back-to-school dance and show last week at the Sam Houston Coliseum, with proceeds of the affair going to scholarships for deserving Houston students.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Luman Leaping Chart Via 'Let's Think'

Bob Luman, waxing on the Warner Bros. label, was born April 15, 1938, in Nacogdoches, Tex.

During his high school days at Kilgore, Tex., Luman concentrated on sports, with several professional baseball contracts tempting him. But after winning an amateur contest with his fine song style and guitar playing, he finally decided to pursue a music career.

Since then he has appeared on many shows, such as "Louisiana Hayride," "Town Hall Party," and his own local TV show. Young Luman has also made a number of appearances in movies and night clubs.

His current chart climber is "Let's Think About Living."



### Tree Swingers Score Via 'Kookie Paradise'

The Tree Swingers, Art Polhemus, 20, and Terry Byrnes, also 20, hail from Asbury Park, N. J., and have been singing together since grammar school.

They were performing one weekend in Belmar, N. J., when Herb Wiener, their manager, spotted them. Proving his confidence in them, the Tree Swingers' debut disk on the Guyden label, "Kookie Little Paradise" is a strong item on the "Hot 100."

The boys are currently making a personal appearance tour and will shortly make a TV guest shot appearance on the "Adventures in Paradise" show.

## YESTERYEAR'S TOPS—

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

September 17, 1955

1. Yellow Rose of Texas
2. Ain't That a Shame
3. Seventeen
4. Rock Around the Clock
5. Love Is a Many-Splendored Thing
6. Wake the Town and Tell the People
7. Bible Tells Me So
8. Autumn Leaves
9. Hard to Get
10. Learnin' the Blues

SEPTEMBER 16, 1950

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Bonaparte's Retreat
7. Count Every Star
8. All My Love
9. Can Anyone Explain
10. La Vie En Rose

# MUSIC AS WRITTEN

## New York

Ember Records (International) of London, Ltd., will handle all future Plaid releases thru the British Commonwealth except Canada. Kicking off the new agreement is the diskery's "The Moon Is Crying" by Alan Riddle. . . . Earl Grant starts an eight-day stand at Hollywood's The Cloisters Wednesday (14). . . . Secco Records' Jona Carroll threw a cocktail party for press, radio and dealers at Cleveland's Peeblebrook Country Club to acquaint guests with her new "I Am in Love" release. She is a local Cleveland TV performer.

Tony Martin takes over the show spotlight at the Desert Inn in Las Vegas September 20. . . . Co-Ed Records has kicked off a new tape line. Novelty and collegiate songs are on the first two sets to be released. . . . The Ukulele Lady, Mrs. Singi Breen (Mrs. Peter DeRose) has returned from a trip to Hawaii. . . . Joe Csida, Capitol Records exec, has returned to the Board of Governors of NARAS.

Brook Benton, who has received the Mercury Decathlon award for his 10 hits on the label, eight singles and two albums, is currently on a tour of the British West Indies to September 22. . . . A jazz album cover art show will be on view at the Monterey Jazz Festival, Monterey, Calif., September 23 thru 25. Show is being presented by NARAS. . . . Perry Chess, son of Chess Records prexy Phil Chess, was bar-mitzvahed at North Shore Temple, Willmette, Ill. . . . Former GAC exec Howard Sinnott has joined the Willard Alexander Booking office. . . . Roulette's Teddy Reig has been flying to record location sessions with Sarah Vaughan at the Flamingo, and Billy Eckstine at the New Frontier, both in Las Vegas.

The Ballroom Operators of America have named Clyde McCoy as the best small band in the country. . . . The copper tones of Red Nichols and his Five Pennies are once again at the Roundtable for three more weeks. . . . New drummer with Johnny and the Hurricanes is Lynn Bruce who replaces Bill Savick.

Action Records reports that it is in business with two sides by Bobby Kriss. . . . New York Giants football star lineman Roosevelt Grier will mix football with music on a string of TV and promotion appearances plugging his first "Moonlight in Vermont" side for A Records in coming weeks. . . . Al Cohn and Zoot Sims and their quintet hold forth on the Half Note bandstand currently. . . . Bob Heller reports that Philly deejays like "Once in Awhile" by the Chimes on Tag.

Redda and Jeanette, known as the Two-Notes when with Coral are now the Classics on Top Rank. . . . Geoffrey Holder has joined Nina Simone on the Village Gate bill. . . . Gerry Mulligan's 13-piece band is swinging the bandstand at the Village Vanguard. Alternating is pianist Bernard Peiffer and trio. . . . Westminster Records has added two new distributors: Duncan Sales in Cleveland and Wendy in Newark, N. J. Jack Maher.

## Cincinnati

Bert Somson, founder of Premier Radio Enterprises, St. Louis, and former Crosley Broadcasting Company vice-president in charge of WLW Promotions, Inc., talent booking affiliate, died of a heart attack at his home in Hollywood August 29. He had been retired since leaving WLW two years ago. His widow, Polly, is residing with Somson's brother, Dave Ward, at 4676 Cerrellos Drive, Woodland Hills, Calif. . . . Bruce Handshu, former director of publicity for WLW here, last Tuesday (6) joined WCKY here as head of publicity and promotion, succeeding Bob Fleming, recently resigned. . . . Paul Carlson, of Fraternity Records here, is mulling plans to return to his old haunts on the West Coast. He is being lured by offers from two music distributing firms out that way.

Jane Korte, music librarian at WCKY here the last 10 years, has joined WSAI here in a similar capacity. Her former assistant, Mary Ishakawa, who left WCKY a year ago to take treatment for tuberculosis at Dunham Hospital here, has mended completely from her illness. . . . Deejay Cecil Hale has resigned his WZIP post here to become an assistant professor at Mount St. Joseph College here and to teach a night course at local Xavier University. Hale, formerly with WCPO here, recently received his Master of Education degree from Xavier. . . . Singer Jackie Paris set for a September 29 opening at the Racquet Club, Dayton, O. . . . The Netherland-Hilton Hotel relighted its Gay Peacock Lounge Friday (9) for cocktail music and evening dancing, with the Joel Benefiel Trio as the feature.

John Gary appears on Dick Clark's "American Bandstand" TV-er from Philadelphia September 21 to plug his new Fraternity clicker, "Forget It." He hops in here from the Embers Club, Evansville, Ind., Tuesday (13) for his third guest appearance on the Ruth Lyons "50-50 Club" show, simulcast over the Crosley four-city network via WLW-T here. . . . Frisch's Big Boy eateries in the Metropolitan Cincinnati and Dayton, O., areas kick off their Megaphone Club promotion this week in a tie-in with the local RCA Victor distributor. Club members are eligible to participate in weekly drawings at which an assortment of RCA Victor products, including LP's, radios and record players, will be awarded the winners. . . . Bob Braun, WLW and WLW-T deejay, Saturday (10) kicked off his Search for a Gal Friday among local high school students. The winner gets to assist Bob on his WLW radio record show on Saturdays and his WLW-T video platter show on Sundays for a period of a year. In addition, she gets a load of prizes from the shows' sponsors Bill Sachs

## Nashville

Don and Phil Everly complete their stint in acting school on the Coast soon and are skedded for a possible TV series along with their work in movies for Warner Bros. . . . Acuff-Rose

(Continued on page 28)

# ANOTHER GOLDEN SINGLE

## ON *Dot*<sup>®</sup> RECORDS

# BILLY VAUGHN

AND HIS ORCHESTRA

## "THEME FROM THE SUNDOWNERS"

(from the Warner Bros. Motion Picture)

and

## "OLD CAPE COD"

#16133

Also Available in Stereo



"THE NATION'S BEST SELLING RECORDS"

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

**FRANKIE AVALON:** Best wishes are extended to the trumpet-playing singing idol on the occasion of his 20th birthday Sept. 18. At this ripe old age, Frankie has already put a dent in show biz with his many hit records (De De Dinah, Gingerbread, You Excite Me, Teacher's Pet, Cupid, Swingin' On A Rainbow, Tuxedo Junction) and two motion pictures, Guns Of The Timberland and The Alamo. He's pretty much given up wearing bulky sweaters and is now leaning toward more grown-up attire in an effort to build himself as a personality with adult as well as teenage appeal. Frankie's newest from Chancellor, Togetherness b-w Don't Let Love Pass Me By, rates a Billboard Spotlight.

**RAY CONNIFF,** Columbia Records conductor-arranger, has turned out some top programming music via his many easy-listening albums. Latest is Say It With Music, featuring the Conniff ork and chorus singing a group of standards with the usual Conniff sound and polish—rates a Billboard Pick. Based on the success of his West Coast tour in April, Ray has announced plans for his first in-person tour of the Midwest and Eastern states beginning Oct. 10. Labeled "Concert in Stereo" the series will present a complete ork and chorus, supported by a specially designed stereo sound system that will be installed in each of the concert halls they play.

**JIMMY CHARLES & Promo Records** topper Bill Laslie have done what every artist and label hope for, but rarely achieves: an artist's "first" record on a "new" label turning into a hit. Written by Charles, the record, A Million To One, is a fast-climbing Star Performer in the number 13 position on Billboard's Hot 100 Chart this week. Jimmy is in his teens and hails from Paterson, N. J. Under the guidance of his manager, Phil Medley, the former church choir singer is working hard to continue the winning streak.

**BIRTHDAYS OF THE WEEK:**  
Sept. 12, Ella Mae Morse. Sept. 13, Chuck Berry, Dick Haymes. Sept. 15, Roy Acuff. Sept. 17, Hank Williams (deceased). Sept. 18, Frankie Avalon, Teddie King, Jimmy Rodgers.

**DANNY & THE JUNIORS:** The four Philadelphia boys have sort of a follow-up to the current hit, The Twist, titled Twistin' U.S.A. It's much in the style of the group's million-seller, At the Hop. Arrangement and performance are fine and the lyric is timely. Flip is A Thousand Miles Away. The label is Swan.

**DUKES OF DIXIELAND:** Audio Fidelity scored a first in Dixieland Jazz by teaming "Satchmo" Louis Armstrong and the Dukes on an album titled Louis And The Dukes Of Dixieland. The coupling occurred when they were in town last May for a N. Y. Daily News Jazz Concert. This is the first time "Satchmo" and the Dukes have ever cut an LP together. The album was released just last week. The Dukes differ from many contemporary Dixieland bands in that they do not use the round-robin jam session mode whereby each soloist improvises in turn. Rather, they play from special arrangements orally worked out and memorized. The band plays cohesively in an orchestral ragtime manner, with each player giving the impression of free improvisation. Since they began recording for Audio Fidelity in June, 1956, they have cut 12 previous albums.

**CONNIE FRANCIS,** who just returned from Hollywood and her movie debut in MGM's Where The Boys Are, is making another first in her star-studded career. She is currently playing her first date at the Sahara in Las Vegas thru Oct. 6. Connie's new wax, My Heart Has a Mind of Its Own, jumped to the No. 3 position on Billboard's Hot 100 this week. She also has a new album out, Sings Spanish And Latin-American Favorites.

**JIMMY JONES** is a newcomer on the singing scene who had the good fortune of scoring with two in a row. Twenty-three-year-old Jimmy made his disk debut with Handy Man, his own composition, a million seller, and went on to hit with Good Timin'. He has two sock sides on his latest Cub single, Ee-lee-I Oh! b-w Itchin' For Love. The tremendous success of his songs in England (something that does not happen that quickly to American artists) has led to the scheduling of a British tour that begins Oct. 5.

**BRENDA LEE:** At 15, petite Miss Lee is a veteran performer whose recording, I'm Sorry, is one of the strongest to date this year. Decca recently presented her with a gold record of I'm Sorry for topping the million mark. She has two tremendous sides on her new release. Top side is I Want To Be Wanted, a ballad. Flip is a rhythm tune, Just A Little. On each she comes thru with a heartfelt vocal.

**RICKY NELSON,** just returned from a successful tour of Australia, is happy to learn that his new Imperial release, Yes Sir, That's My Baby, rates a Star Performer on Billboard's Hot 100 this week. Here are a few of Ricky's past hits: Be Bop Baby, Believe What You Say, I'm Walkin', Lonesome Town, Poor Little Fool and Stood Up. This fall Ricky will again be seen on TV in a new Nelson family series. It was in 1949, at the age of 9, that he made his debut on the TV show.

**RAY PETERSON** follows his hit Tell Laura I Love Her with a wild rocker titled Teen-Age Heartache, out of Hugo & Luigi Productions on RCA Victor. Ray has a highly unusual four and one-half octave range which enables him to sing ballads, rock 'n' roll and spirituals with equal ease. Folks in the Washington, D. C., area are enjoying his singing at the New Lotus Club thru the 14th. He opens at Sciolla's in Phila. on the 19th for one week.

The **PLAYMATES,** Donny Conn, Chic Hetti and Morey Carr, sing out with style and charm on their new Roulette release, Wait For Me, an appealing song with teen-styled lyric. Flip is Eyes Of An Angel. Their most recent hit, you may recall, was Beep Beep.

**NEIL SEDAKA** is getting chart action with Run Sampson Run, the tune on the flip side of his hit You Mean

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

Everything To Me. Run is a Star Performer on Billboard's Hot 100 this week. Neil and lyricist Howard Greenfield (two fellas from Brooklyn) have written most of Neil's hits, The Diary, Stupid Cupid and his current release.

**GEORGE SHEARING** is in the Billboard Spotlight with his new Capitol album, On The Sunny Side Of The Strip. This recording with the George Shearing Quintet was recorded at the Crescendo in Hwd. The audience applause adds a lot to the record, plus the fact that the crew plays here in a fine, relaxed style. In his work Shearing has followed with dedication the aim of combining the best elements of both jazz and classical music and molding them into his individual style. This style is described by Shearing in this way: "We take a standard melody, get the guitar in a lower register, vibs in an upper register and the piano in both registers with chords in between these two registrations of the melody." The Shearing boys play the Hwd. Bowl on the 16th and 17th, then head for Australia for a tour that will begin the 21st of Sept. and last thru Oct. 1.

**PROMOTION DAYS & WEEKS:**  
Sept. 12 is Defender's Day in Maryland. Sept. 13 is Barry Day in Penn. Sept. 14 begins National Barefoot Freedom Week. Sept. 15 begins National Accordion Week, National Eat Lamb Week, National Lesson-On Lamb Week and National Wallpaper Month. Sept. 16 is Independence Day in Mexico. Sept. 17 is Citizenship Day—by Presidential Proclamation.

See you in the next issue.

TOM ROLLO.

## MUSIC AS WRITTEN

Continued from page 26

Publications' Joe Lucus infos that the firm has never been hotter, what with the Everlys' etching of "So Sad" in the charts, along with Bob Lumin's Warner Bros.' waxing of "Let's Think About Living"; Ricky Nelson's Imperial release, "I'm Not Afraid," and Roy Orbison's Monument etching of "Blue Angel." "I'm Not Afraid" was penned by Felice Bryant, who has out her first Hickory release, another of her own tunes, "We Could." Lucus also feels that RCA Victor's Floyd Cramer has one of the hottest instrumentals of the year in his recent release of "Last Date," another Acuff-Rose tune.

Cedarwood Publishing Company's Bill Denny and Curley Rhodes are back off the road, where they accompanied Decca's Bob Beckham, pushing the latter's current release, "Nothing Is Forever." . . . Jim Denny Artist Bureau's Lucky Moeller took just about every name in the book to the Indiana State Fair, Indianapolis, last week, including Brenda Lee, Carl Smith, Webb Pierce, Ray Price, Hank Snow, Stonewall Jackson, Minnie Pearl, Wanda Jackson, Marvin Rainwater, Pee Wee King, Red Sovine and the Dakota Kloggers.

Columbia's Don Law has had a busy schedule of sessions by Bill Carlisle, Flatt and Scruggs and Bobby Lord, and one by Marty Robbins to etch "The Ballad of the Alamo," title tune from United Artists' new picture, "The Alamo," to be released this fall. Don's sessions were cut at the Bradley Studio. . . . DeeJay Clyde Beavers, of WBRO, Waynesboro, Ga., has a new release out on the Dollie label, "Here I Am, Drunk Again." . . . Bobby Boyd infos that Buddy Hairman, local drummer, is signing with Warner Bros. and will have his first release soon. . . . RCA Victor spokesmen here are excited over Roger Miller's new release, "You Don't Want My Love" and "Footprints in the Snow." . . . Teddy and Doyle Wilburn's Sure-Fire Music reports success with a new release by Decca's Bobby Helms, "The Lonely River Rhine," penned by local bank employee, Betty Sue Perry, who also authored "The Man I Used to Know," recorded by Decca's Kitty Wells. The Wilburn Brothers' new Decca release is "The Best of All My Heartaches" and "Someone Else's Love." Pat Twitty

### Hollywood

Dorothy Walters, teen-age songstress who recently debuted on the Columbia label, is backing up her first single with a series of personals. She played the Labor Day weekend at Disneyland's Plaza Gardens, appearing with the Elliott Brothers; sang at Fontana Park, taped a simulcast guest shot on the Linkletter show to be televised Monday (12) and heard on radio the following day. Accompaniment for the Linkletter appearance was provided by Muzzy Marcellino's five-man combo. Performances are in addition to promotional appearances on the Wink Martindale TV bandstand show, plus deejay plugging visits.

Ed Townsend requested and received a release from his Capitol contract prior to signing with the Warners label. His first WB single spotlights "Stay With Me." . . . Bob Thompson, whose arranging-conducting talents are featured in RCA Victor's current "On the Rocks" package, will score next season's "Tales of Wells Fargo" teleseries. . . . Sam and Bobbie Cooke became parents of a seven pound, two ounce girl named Tracey. She was born the day after Labor Day. . . . Bill Dana signed with Kapp Records. First album is "More Jose Jimenez."

The Limelighters, RCA Victor's answer to the Kingston Trio, are set for an Ed Sullivan shot on his San Francisco originating show, October 16. They'll be sharing the bill with Mort Sahl, Peggy Lee, Julia Mead, among others. Trio is booked for a 27-city tour. In its native SF, it will share the bill with Johnny Mathis at the Geary Theater while appearing nightly at the Hungry i.

Bobby Day is working record hops and making TV appearances in the Southern California area on behalf of his Rendezvous Records release, "Teen-Age Philosopher" b-w "Undecided." He hits the road for a three-week cross-country one-niter tour on September 15. . . . Eugene Church, one of the strong sellers on the Class label, steps out for the first time under the Rendezvous banner in a single coupling "Good News" with "Polly." Lee Zhitto

### Toronto

Ray Rutledge of Quality Records worked with Allan Slaught, program director, CHUM, Toronto, to arrange a Connie Francis day. Connie flew into the city from her p.a. at the Gatineau Club. Connie's records were featured thruout the day by CHUM, a contest was held for the lucky teen-ager to interview Connie on the air and Connie attended a special luncheon for the press and radio at the Variety Club. . . . Epic recording artist Charlie Young plunked out the old tunes for first anniversary of Club 76 here, a gay nineties type of club. Charlie was making his second appearance at the club, where he is holding forth for two months. . . . Oscar Davis was in Toronto lining up appearances for Brenda Lee in St. Catharines, Sarnia, Hamilton, London, Kitchener, Toronto, Ottawa and Montreal. The one niters will run from September 19 to 26. . . . DeeJay Phil McKellar brought in Woody Herman and his Third Herd for a four-night stand at the Lo Coq D'Or for some hefty business. McKellar has an afternoon jazz show on CKFH and a network recorded jazz show on the Canadian Broadcasting Corporation.

Deejay Don Webster has moved from CKOC, Hamilton, to CKGM, new radio station in Montreal. . . . Many Montreal deejays travelled up to Ottawa to catch a party thrown by Quality Records for Connie Francis. . . . Quality Records has scheduled six Canadian albums in the six weeks.

Harry Allen Jr.

## THIS WEEK'S NEW Money Records

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

### SINGLES

**ALVIN FOR PRESIDENT**—David Seville and the Chipmunks . . . Liberty  
**ARTIFICIAL FLOWERS**—Bobby Darin . . . Atco  
**BLUE ANGEL**—Roy Orbison . . . Monument  
**EVERGLADES**—Kingston Trio . . . Capitol  
**JUST CALL ME (AND PLEASE UNDERSTAND)**—Lloyd Price . . . ABC-Paramount  
**LONELY HANDS**—Roy Hamilton . . . Epic  
**RAMBLING**—The Ramblers . . . Promo  
**SOMEBODY TO LOVE**—Bobby Darin . . . Atco  
**THE THEME FROM THE SUNDOWNERS**—Billy Vaughn . . . Dot  
**TEMPTATION**—Roger Williams . . . Kapp  
**WHO COULDA TOLD YOU (THEY LIED)**—Lloyd Price . . . ABC-Paramount

### ALBUMS

**WILD IS LOVE**—Nat King Cole . . . Capitol

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

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

ED TOWNSEND  
"STAY WITH ME"  
"I LOVE EVERYTHING ABOUT YOU"  
WARNER BROS. RECORDS

ED TOWNSEND  
"I LOVE EVERYTHING ABOUT YOU"  
"STAY WITH ME"  
WARNER BROS. RECORDS

ED TOWNSEND  
"STAY WITH ME"  
"I LOVE EVERYTHING ABOUT YOU"  
WARNER BROS. RECORDS

ED TOWNSEND  
"I LOVE EVERYTHING ABOUT YOU"  
"STAY WITH ME"  
WARNER BROS. RECORDS

ED TOWNSEND  
"STAY WITH ME"  
"I LOVE EVERYTHING ABOUT YOU"  
WARNER BROS. RECORDS

ED TOWNSEND  
"I LOVE EVERYTHING ABOUT YOU"  
"STAY WITH ME"  
WARNER BROS. RECORDS

ED TOWNSEND  
"STAY WITH ME"  
"I LOVE EVERYTHING ABOUT YOU"  
WARNER BROS. RECORDS

ED TOWNSEND  
"I LOVE EVERYTHING ABOUT YOU"  
"STAY WITH ME"  
WARNER BROS. RECORDS

ED TOWNSEND  
"STAY WITH ME"  
"I LOVE EVERYTHING ABOUT YOU"  
WARNER BROS. RECORDS

ED TOWNSEND  
"I LOVE EVERYTHING ABOUT YOU"  
"STAY WITH ME"  
WARNER BROS. RECORDS

#5174

"STAY WITH ME"

ORDER FROM YOUR NEAREST DISTRIBUTOR  
**WARNER BROS. RECORDS** BURBANK, CALIFORNIA



# ED TOWNSEND ALREADY SOLD

OVER **550,000**

"FOR YOUR LOVE". ON ANOTHER LABEL  
DURING THE LAST TWO YEARS

AND **125,000**

"WHEN I GROW TOO OLD TO DREAM" FOR THAT  
SAME GREAT LABEL

**NOW GOING FOR 1,000,001**

# ED TOWNSEND

WITH THE TOWNSMEN  
AND RENE HALL AND  
HIS ORCHESTRA

NOW ON



"I LOVE EVERYTHING ABOUT YOU"

FOR WEEK ENDING SEPTEMBER 11

# The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

## MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>BUTTON-DOWN MIND OF BOB NEWHART</b> ..... 18 Warner Bros. W 1379	18
2		2. <b>STRING ALONG</b> ..... 5 Kingston Trio ..... Capitol T 1407	5
3		4. <b>NICE AND EASY</b> ..... 4 Frank Sinatra ..... Capitol W 1417	4
4		9. <b>PAUL ANKA SINGS HIS BIG 15</b> ..... 11 ABC-Paramount LP 323	11
5		5. <b>THE SOUND OF MUSIC</b> ..... 39 Original Cast ..... Columbia KOL 5450	39
6		3. <b>SOLD OUT</b> ..... 21 Kingston Trio ..... Capitol T 1352	21
7		7. <b>EDGE OF SHELLEY BERMAN</b> ..... 8 Verve MGV 15013	8
8	21	21. <b>JOHNNY'S MOODS</b> ..... 3 Johnny Mathis ..... Columbia CL 1526	3
9		6. <b>BRENDA LEE</b> ..... 4 Decca DL 4039	4
10		8. <b>ELVIS IS BACK</b> ..... 19 Elvis Presley ..... RCA Victor LPM 2231	19
11		10. <b>REJOICE DEAR HEARTS</b> ..... 12 Brother Dave Gardner ..... RCA Victor LPM 2083	12
12		12. <b>KICK THY OWN SELF</b> ..... 3 Brother Dave Gardner ..... RCA Victor LPM 2239	3
13		11. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> ..... 17 Mario Lanza-Enrico Caruso ..... RCA Victor LM 2393	17
14		13. <b>CAN CAN</b> ..... 20 Sound Track ..... Capitol W 1301	20
15		15. <b>MY NAME IS JOSE JIMENEZ</b> ..... 7 Bill Dana ..... Signature SM 1013	7
16		19. <b>FAITHFULLY</b> ..... 35 Johnny Mathis ..... Columbia CL 1422	35
17		14. <b>MR. LUCKY</b> ..... 25 Henry Mancini ..... RCA Victor LPM 2198	25
18		17. <b>ITALIAN FAVORITES</b> ..... 32 Connie Francis ..... M-G-M E 3791	32
19		26. <b>LOOK FOR A STAR</b> ..... 5 Billy Vaughn ..... Dot DLP 3322	5
20		20. <b>PERSUASIVE PERCUSSION, VOL. I</b> ..... 22 Terry Snyder and the All Stars ..... Command LP 800	22

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		18. <b>LAUGHING ROOM</b> ..... 14 Woody Woodbury ..... Stereoditties MW 2	14
22		24. <b>ENCORES OF GOLDEN HITS</b> ..... 27 Platters ..... Mercury MG 20472	27
23		23. <b>THE FABULOUS STYLE OF THE EVERLY BROTHERS</b> ..... 4 Cadence CLP 3040	4
24		29. <b>RAY CHARLES IN PERSON</b> ..... 7 Atlantic LP 8039	7
25		16. <b>THEME FROM A SUMMER PLACE</b> ..... 26 Billy Vaughn ..... Dot DLP 3276	26
26		25. <b>WOODY WOODBURY LOOKS AT LOVE AND LIFE</b> ..... 28 Stereoditties MW 1	28
27		28. <b>SONGS TO REMEMBER</b> ..... 8 Mantovani ..... London LL 3149	8
28		36. <b>CONNIE'S GREATEST HITS</b> ..... 18 Connie Francis ..... M-G-M E 3793	18
29		30. <b>YOUNG AT HEART</b> ..... 5 Ray Conniff ..... Columbia CL 1489	5
30		27. <b>THE WONDERFUL WORLD OF JONATHAN WINTERS</b> ..... 21 Verve MGV 15009	21
31		31. <b>BEN-HUR</b> ..... 21 Rome Symphony Orch./Savina ..... M-G-M IEI	21
32		22. <b>SENTIMENTAL SING ALONG WITH MITCH</b> ..... 12 Mitch Miller ..... Columbia CL 1457	12
33		38. <b>PROVOCATIVE PERCUSSION, NO. 1</b> ..... 4 Enoch Light and the Light Brigade ..... Command RS 806	4
34		— <b>WHITE SATIN</b> ..... 7 George Shearing ..... Capitol T 1334	7
35		— <b>MACK THE KNIFE</b> ..... 1 Ella Fitzgerald ..... Verve MGV 4041	1
36		34. <b>MORE SONGS BY RICKY</b> ..... 3 Ricky Nelson ..... Imperial LP 9122	3
37		35. <b>GRAND CANYON SUITE</b> ..... 9 Morton Gould ..... RCA Victor LM 2433	9
38		37. <b>THIS IS DARIN</b> ..... 28 Bobby Darin ..... Atco LP 33-115	28
39		40. <b>FIRESIDE SING ALONG WITH MITCH</b> ..... 31 Mitch Miller ..... Columbia CL 1389	31
40		— <b>SANTO AND JOHNNY</b> ..... 24 Canadian-American CA 1001	24

## ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>INSIDE SHELLEY BERMAN</b> , Verve MGV 15003 ..... 73	73
2		2. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LOC 6006 ..... 45	45
3		3. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LOC 1032 ..... 129	129
4		4. <b>HEAVENLY</b> , Johnny Mathis, Columbia CL 1351 ..... 52	52
5		9. <b>FROM THE HUNGRY I</b> , Kingston Trio, Capitol T 1107 ..... 83	83
6		6. <b>MY FAIR LADY</b> , Original Cast, Columbia OL 5090 ..... 232	232
7		5. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1160 ..... 114	114
8		12. <b>PARTY SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1331 ..... 43	43
9		8. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST</b> , Assorted Artists, RCA Victor LM 6074 ..... 42	42
10		15. <b>JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1133 ..... 124	124
11		10. <b>GIGI</b> , Sound Track, M-G-M 3641 ST ..... 115	115
12		7. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol T 1258 ..... 45	45
13		13. <b>KINGSTON TRIO</b> , Capitol T 996 ..... 65	65
14		11. <b>SOUTH PACIFIC</b> , Original Cast, Columbia OL 4180 ..... 328	328
15		14. <b>OUTSIDE SHELLEY BERMAN</b> , Verve MGV 15007 ..... 42	42
16		16. <b>KINGSTON TRIO AT LARGE</b> , Capitol T 1199 ..... 65	65
17		18. <b>STILL MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1283 ..... 67	67
18		19. <b>GYPSY</b> , Original Cast, Columbia OL 5420 ..... 52	52
19		21. <b>OLDIES BUT GOODIES</b> , Assorted Artists, Original Sound 5-001 ..... 52	52
20		22. <b>COME DANCE WITH ME</b> , Frank Sinatra, Capitol T 1069 ..... 77	77
21		23. <b>MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1243 ..... 87	87
22		17. <b>THE MUSIC MAN</b> , Original Cast, Capitol WAO 990 ..... 133	133
23		20. <b>HYMNS</b> , Tennessee Ernie Ford, Capitol T 756 ..... 166	166
24		24. <b>MORE JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1344 ..... 60	60
25		25. <b>BUT NOT FOR ME</b> , Ahmad Jamal, Argo LP 628 ..... 81	81

## STEREO ACTION ALBUMS --- on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>STRING ALONG</b> ..... 4 Kingston Trio ..... Capitol ST 1407	4
2		5. <b>NICE AND EASY</b> ..... 3 Frank Sinatra ..... Capitol SW 1417	3
3		2. <b>SOLD OUT</b> ..... 20 Kingston Trio ..... Capitol T 1352	20
4		10. <b>BONGOS</b> ..... 3 Los Admiradores ..... Command S 809 SD	3
5		4. <b>GRAND CANYON SUITE</b> ..... 9 Morton Gould ..... RCA Victor LSC 2433	9
6		3. <b>CAN CAN</b> ..... 8 Sound Track ..... Capitol SW 1321	8
7		6. <b>THEME FROM A SUMMER PLACE</b> ..... 24 Billy Vaughn ..... Dot DLP 25276	24
8		7. <b>MR. LUCKY</b> ..... 25 Henry Mancini ..... RCA Victor LSP 2198	25
9		15. <b>IT'S THE TALK OF THE TOWN</b> ..... 20 Ray Conniff ..... Columbia CS 8143	20
10		29. <b>JOHNNY'S MOODS</b> ..... 2 Johnny Mathis ..... Columbia CS 8326	2
11		12. <b>SENTIMENTAL SING ALONG WITH MITCH</b> ..... 8 Mitch Miller ..... Columbia CS 8251	8
12		11. <b>FLOWER DRUM SONG</b> ..... 27 Original Cast ..... Columbia OS 2009	27
13		13. <b>PERSUASIVE PERCUSSION, VOL. II</b> ..... 4 Terry Snyder and the All Stars ..... Command RS 808 SD	4
14		8. <b>LOOK FOR A STAR</b> ..... 3 Billy Vaughn Ork ..... Dot DLP 25332	3
15		22. <b>KINGSTON TRIO</b> ..... 26 Capitol ST 996	26

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		9. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> ..... 18 Mario Lanza-Enrico Caruso ..... RCA Victor LSC 2393	18
17		17. <b>BEN-HUR</b> ..... 17 Rome Symphony Orch./Savina ..... M-G-M IEI	17
18		18. <b>'S AWFUL NICE</b> ..... 24 Ray Conniff ..... Columbia CS 8001	24
19		14. <b>TILL</b> ..... 24 Roger Williams ..... Kapp KN 1081	24
20		20. <b>NEW ORLEANS</b> ..... 29 Pete Fountain ..... Coral CRL 7-57282	29
21		23. <b>AMERICAN SCENE</b> ..... 22 Mantovani ..... London PS 182	22
22		21. <b>LATIN A LA LEE</b> ..... 12 Peggy Lee ..... Capitol ST 1290	12
23		26. <b>LET'S DANCE AGAIN</b> ..... 25 David Carroll ..... Mercury SR 60152	25
24		28. <b>MUSIC FOR BANG, BAA-ROOM AND HARP</b> ..... 17 Dick Storry's New Percussion Ensemble ..... RCA Victor LSP 1866	17
25		— <b>ELVIS IS BACK</b> ..... 1 Elvis Presley ..... RCA Victor LSP 2231	1
26		— <b>OPEN FIRE, TWO GUITARS</b> ..... 18 Johnny Mathis ..... Columbia CS 8056	18
27		24. <b>THIS IS DARIN</b> ..... 19 Bobby Darin ..... Atco SC 115	19
28		25. <b>BILLY VAUGHN PLAYS MILLION SELLERS</b> ..... 27 Dot DLP 25119	27
29		27. <b>WITH THESE HANDS</b> ..... 22 Roger Williams ..... Kapp KS 3030	22
30		30. <b>STEREO CONCERT</b> ..... 2 Kingston Trio ..... Capitol ST 1183	2

## ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		4. <b>PROVOCATIVE PERCUSSION, VOL. I</b> , Enoch Light and Light Brigade, Command RS 806 SD ..... 34	34
2		1. <b>PERSUASIVE PERCUSSION, VOL. I</b> , Terry Snyder and the All Stars, Command RS 800 SD ..... 34	34
3		3. <b>SOUND OF MUSIC</b> , Original Cast, Columbia KOS 2020 ..... 36	36
4		2. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LSC 1032 ..... 69	69
5		6. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LSC 6006 ..... 43	43
6		5. <b>MY FAIR LADY</b> , Original Cast, Columbia OS 2015 ..... 69	69
7		10. <b>BLUE HAWAII</b> , Billy Vaughn, Dot DLP 25165 ..... 50	50
8		12. <b>KING AND I</b> , Sound Track, Capitol SW 740 ..... 56	56
9		— <b>CONNIFF MEETS BUTTERFIELD</b> , Ray Conniff, Columbia CS 8155 ..... 30	30
10		11. <b>HEAVENLY</b> , Johnny Mathis, Columbia CS 8152 ..... 51	51
11		13. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CS 8043 ..... 40	40
12		17. <b>EXOTICA, VOL. I</b> , Marlin Denny, Liberty LST 7034 ..... 34	34
13		15. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol ST 1258 ..... 45	45
14		— <b>KINGSTON TRIO AT LARGE</b> , Kingston Trio, Capitol ST 1199 ..... 53	53
15		14. <b>FAITHFULLY</b> , Johnny Mathis, Columbia CL 8219 ..... 32	32
16		19. <b>STILL MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CS 8009 ..... 33	33
17		18. <b>TCHAIKOVSKY: PIANO CONCERTO NO. 1</b> , Van Cliburn, RCA Victor LSC 2252 ..... 57	57
18		— <b>FILM ENCORES, VOL. I</b> , Mantovani, London PS 124 ..... 57	57
19		7. <b>OKLAHOMA!</b> Sound Track, Capitol SWAO 595 ..... 54	54
20		16. <b>PETER GUNN THEME</b> , Henry Mancini, RCA Victor LSP 1956 ..... 63	63

BEST SELLING STEREOPHONIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- SCHUMANN: CONCERTO IN A MINOR** . . . . .Van Cliburn, RCA Victor LM 2455
- RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- LANZA SINGS CARUSO—Caruso Favorites**  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**  
Assorted Artists, RCA Victor LM 6074
- GROFE: GRAND CANYON SUITE** . . . . .Morlon Gould, RCA Victor LM 2433
- THE LORD'S PRAYER** . .The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RACHMANINOFF: PIANO CONCERTO NO. 3**  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
- ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (EVERYTHING . . . . . BUT THE BEER)** . . . . .Boston Pops Orchestra (Fiedler), RCA Victor LM 6082

## STEREOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- LANZA SINGS CARUSO—Caruso Favorites**  
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- GROFE: GRAND CANYON SUITE** . . . . .Morlon Gould, RCA Victor LSC 2433
- RODGERS: VICTORY AT SEA, VOL. 2**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- GROFE: GRAND CANYON SUITE**  
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- RACHMANINOFF: PIANO CONCERTO NO. 3**  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
- SCHUMANN: CONCERTO IN A MINOR** . . . . .Van Cliburn, RCA Victor LSC 2455
- THE LORD'S PRAYER** . .The Mormon Tabernacle Choir (Condie), Columbia MS 6068

### BEST SELLING LOW PRICE LP'S (List price \$2.98 or less)

- (MONOPHONIC)
- Soul of Spain, Vol. 1**  
101 Strings . . . . .Somerset P 6600
  - 101 Years of Familiar Songs**  
101 Strings . . . . .Somerset 2 RS
  - Ebb Tide**  
Frank Chacksfield . .Richmond M 20078
  - Good Housekeeping Reducing Off the Record** . . . . .Harmony HL 7143
  - You Do Something to Me**  
Mario Lanza . . . . .RCA Camden CAL 450
  - Hawaii in Hi Fi**  
Leo Addeo Orchestra . . . . .RCA Camden CAL 510
  - Ferry Como Sings Just for You**  
 . . . . .RCA Camden CAL 440
  - Soul of Spain, Vol. 2**  
101 Strings . . . . .Somerset P 9900
  - 101 Strings Play the Blues**  
 . . . . .Somerset P 5800
  - Huckleberry Hound**  
Daws Butler and Don Messick . . . . .Colpix CP 202

- (STEREOPHONIC)
- Ebb Tide**  
Frank Chacksfield . .Richmond S 30078
  - 101 Years of Familiar Songs**  
101 Strings . . . . .Stereo Fidelity 2 RS
  - Soul of Spain, Vol. 1**  
101 Strings . . . . .Stereo Fidelity SF 6600
  - Hawaii in Stereo**  
Leo Addeo Ork. . . . .RCA Camden CAS 510
  - Silver Screen**  
101 Strings . . . . .Stereo Fidelity SF 7000
  - Soul of Spain, Vol. 2**  
101 Strings . . . . .Stereo Fidelity SF 9900
  - Quiet Hours**  
101 Strings . . . . .Stereo Fidelity SF 10200
  - 101 Strings Play the Blues**  
 . . . . .Stereo Fidelity SF 5800
  - Concerto Under the Stars**  
101 Strings . . . . .Stereo Fidelity SF 600
  - East of Suez**  
101 Strings . . . . .Stereo Fidelity SF 11200

### BEST SELLING POP EP'S

- More Songs by Ricky**  
Ricky Nelson . . . . .Imperial EP 1-9122
- He'll Have to Go**  
Jim Reeves . . . . .RCA Victor EPA 4357
- Because They're Young**  
Duane Eddy . . . . .Jamie J-304
- Kingston Trio at Large**  
 . . . . .Capitol EAP 1199
- Sing Along With Mitch**  
Mitch Miller . . . . .Columbia EPB 11601
- Hymns**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-1818
- Nearer the Cross**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-1005
- For the First Time**  
Mario Lanza . . . . .RCA Victor EPA 4344
- Faithfully**  
Johnny Mathis . . . . .Columbia EPB 14221
- Spirituals**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-818

## Reviews of THIS WEEK'S LP'S

### The pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

#### Pop

### BALES: THE AMERICAN REVOLUTION



**Cantata Choir of the Lutheran Church of the Reformation; National Gallery Orchestra (Bales).** Columbia LS 1002. (Stereo & Monaural) — Columbia's first release in its \$10 Legacy series is a handsomely bound package, featuring an impressive cantata based on the music of the American colonies during the years 1775-1800, and interpretative essays (contained in a 58-page, bound-in insert) and illustrations by foremost historians, artists and poets (Robert Graves, Arthur Schlesinger Sr., etc.). The Lutheran Church Cantata Choir scored for Columbia previously with "The Confederacy" and "The Union." This should be another sales winner.

### SONGS OF THE COWBOY



**Norman Luboff Choir.** Columbia CL 1487. (Stereo & Monaural) — This package of cowboy songs is produced with zest and style. Luboff is a fine hand at this material. Included are "The Last Round-Up," "The Railroad Corral" and "The Curtains of Night." It will be noted that a number of the selections are not too widely known, and this is all to the good.

#### Classical

### BRAHMS: CONCERTO FOR VIOLIN AND CELLO; TRAGIC OVERTURE



**Francescatti, Violin; Fournier, Cello; Columbia Symphony (Walter).** Columbia MS 6158. (Stereo & Monaural) — This disk contains a happy collaboration of repertoire and performers — Walter, with his deep knowledge of Brahms, and the master cellist, Fournier, and cultivated violinist Francescatti. The Double Concerto, as done here, will have the widest appeal.

### BRAHMS: PIANO CONCERTO NO. 2



**Serkin, Piano; Philadelphia Orchestra (Ormandy).** Columbia MS 6156. (Stereo & Monaural) — This is an outstanding performance—fresh and exhilarating despite the familiarity of the Concerto. Serkin realizes its lyricism and changing moods. He has soloed with the Philadelphia orchestra so often that they complement each other to the nth degree.

### SCHUMANN: CONCERTO IN A MINOR; CHOPIN: CONCERTO NO. 2 IN F MINOR



**Istomin, Piano; Columbia Symphony (Walter); Philadelphia Orchestra (Ormandy).** Columbia MS 6159. (Stereo & Monaural) — These two very pianistic pieces are done by Istomin with full technical perfection, bringing out their delicate, romantic beauty. The orchestration does not obtrude on the piano in the Chopin Concerto, nor in the Schumann work. This disk is a considerable buy. There's a lot for the money as to repertoire and artists.

### TCHAIKOVSKY: SYMPHONY NO. 6



**Philadelphia Orchestra (Ormandy).** Columbia MS 6160. (Stereo & Monaural) — The most noted of the Tchaikovsky symphonies receives a brilliant reading. The performance builds, and the slow, somber last movement has tremendous effect. Dealers with classical trade should give this featured display and demonstrate it.

### ORFF: CARMINA BURANA



**Soloists; Philadelphia Orchestra (Ormandy).** Columbia MS 6163. (Stereo & Monaural) — One of the most exciting records of the year. Ormandy and the Philadelphia Orchestra provide a hair-raising performance of Orff's cantata based on "profane songs" in praise of love and lust. Sonically brilliant and musically propulsive and easy to absorb, this disk is a sure-fire item which dealers should also suggest as gift merchandise for adults. Latin text with slightly expurgated translation is included. Altho the work has become quite heavily recorded, this version should be up among the leaders.

#### Jazz

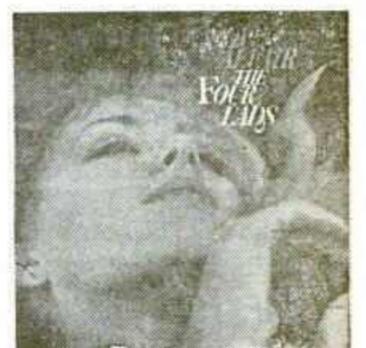
### JAZZ SCENE 1 AND 2



**Various Artists.** Epic LA 16000; LA 16001 — Collectors and jazzophiles will love these two disks containing sides made in the early '30's—on up to modern times. Many, many performances are included by musicians who profoundly influenced the course of jazz. Playing with the featured musicians are all-star groups. Volume I includes such names as Berigan, Tatum, Young, Basie, Hodges.

(Continued on page 33)

### ALBUM COVER OF THE WEEK



**LOVE AFFAIR—The Four Lads,** Columbia CL 1502. A romantic cover in warm colors of a pretty girl in love. Lovely item to decorate any counter. Photo by Henry Parker.

# 9 NEW LPs



\*Available in stereo and monaural

**THIRD STREAM MUSIC\***

The Modern Jazz Quartet and Guests  
1345

**THE DRIFTERS GREATEST HITS**

8041

**SISTER SALVATION\***

Slide Hampton Octet  
1339

**WIN WITH IRWIN**

Prof. Irwin Corey Campaigns  
1326

**PORTRAIT OF THE ARTIST\***

Bob Brookmeyer  
1320

**THE GOLDEN STRIKER\***

John Lewis Conducts Music for Brass  
1334

**THE JAZZ MAKERS\***

Ronnie Ross and Allan Ganley  
1333

**JAZZ AT JAZZ, LTD.**

1338

**SKIFFLE FOLK MUSIC\***

Lannie Donegan  
8038

to introduce the  
**ATLANTIC FALL LP SELLING PLAN** on the  
**ENTIRE** Atlantic LP Catalogue  
**STEREO** and  
**MONAURAL**



Atlantic's new illustrated LP catalogue is now available. Get them from your distributor.

# ATLANTIC RECORDS

The pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 31

Hines and Shaw, Volume II includes sides by Sims and Cohn, Jamal, Herbie Mitchell, Herbie Mann and Phil Woods. A treasure trove.

### Sacred

#### FAITH



Ray Price, Columbia CL 1494, (Stereo & Monaural) — This is several cuts above the usual album of its category. Price sings the gospel material with profound conviction. The instrumental arrangements, incidentally, are not reminiscent of c.&w. instrumentals, but are more sophisticated, with lush violins. Songs include "Faith," "In the Garden," "The Old Rugged Cross."

### Specialty

#### GOOD HOUSEKEEPING'S PLAN FOR REDUCING THROUGH EXERCISE AND SPORTS



Columbia CL 1460, (Stereo & Monaural) — Columbia has packaged two of its best-selling Harmony LP's in this \$3.98 album as a "de luxe edition." The double-fold package contains exercise-illustrations, and calorie counted inserts. Exercises—set to music—are easy to follow. Solid item for the figure-conscious buyer.

THE FABULOUS STYLE OF THE EVERLY BROTHERS

CADENCE RECORDS

101 Strings

The World's First Stereo-Scored Orchestra

AUDIO FIDELITY RECORDS

DOCTORED FOR DOLLARS—EARN 20% DISCOUNT!

JUBILEE

TOPS IN COMEDY JUST RELEASED "SPORTS BLOOPER" Vol. 9 FUNNIEST BLOOPER EVER

Newest in the Fabulous Best Selling Jubilee Comedy Record Series

315 West 47th St. N.Y.C.

Pungent, Novel Albums of Quality and Taste

OHI DOCTOR CR-306

APHRODITE VOL. 1 & 2

LADY CHATTERLEY'S LOVER VOL. 1 & 2

\$4.98 List Price . . . Quantity buyers, write: CHAMPAGNE RECORDS

215 W. 92 St., N.Y.C. 25

★★★★

VERY STRONG SALES POTENTIAL

#### POPULAR ★★★★★

★★★★ CLOSE TO YOU  
Sarah Vaughan, Mercury SR 60240, (Stereo & Monaural) — Sarah Vaughan — now with Roulette — is in creamy, expressive vocal form on this collection of poignant standards. Deejays will find many spinnable sides from such tender items as "Say It Isn't So," "Close to You," "Out of This World," "I Should Care," etc. Interesting mood photo of canary on cover.

★★★★ LATIN PERCUSSION  
David Carroll Ork, Mercury PPS 6000, (Stereo & Monaural) — This is Mercury's entry in the "sound" album sales-stakes. The double-fold LP spotlights informative technical notes on engineering of the date, personnel and repertoire. Sound is good and arrangements lushly melodic on instrumental treatments of such danceable Latin themes as "Patricia," "Oye Negra," plus Latinized versions of "I Could Have Danced All Night Cha Cha," "By Heck Cha Cha Cha," etc.

★★★★ LOVE AFFAIR  
Four Lads, Columbia CL 1502, (Stereo & Monaural) — The Four Lads provide fine, romantic wax on this package of sentimental ballads with melodic backing by Frank DeVol. Excellent deejay programming item. Selections include "While We're Young," "In Other Words," "A Fellow Needs a Girl" and "Love Is a Many-Splendored Thing." Sultry cover photo gives package strong display value.

★★★★ MORE MARY JOHNSON  
United Artists UAS 6118, (Stereo & Monaural) — Johnson offers three of his single hits—"All the Love I've Got," "Ain't Gonna Be That Way" and "The Way You Love"—in this package, along with other exuberant vocals on some catchy originals, mainly penned by the artist himself. Sock wax for Johnson fans.

★★★★ LITTLE SUSIE  
Ray Bryant Trio, Columbia CL 1449, (Stereo & Monaural) — Jazz pianist Bryant, who hit the pop charts with the title tune, "Little Susie" and "The Madison," serves up some tasteful instrumental wax with dual market appeal—pop as well as jazz. His effective piano solo work is spotlighted in a group of standards and originals—"Green-sleeves," "So in Love," "Misty," etc. Delightful photo of Bryant and his small daughter Susie gives package display value.

★★★★ BANDLAND — GREAT SONGS OF GREAT BANDS  
Les Brown, Columbia CL 1497, Stereo & Monaural) — Les Brown pays tribute to the big band era, via 12 big hits associated with various great bands and arranged here in Brown's swinging style. Selections — all solid jockey sides — include Duke Ellington's "Caravan," Jimmy Dorsey's "So Rare" and Tommy Dorsey's "Mambo." Strong nostalgia value.

★★★★ DESIGNS FOR DANCING  
Les Elgart, Columbia CL 1500, Stereo & Monaural) — Swinging up-tempo tunes and ballads are effectively blended on this solid package for dancers. Elgart and his crew are in fine terp form on such listenable standards as "The Nearness of You," "Moon Glow," "Cocktail for Two" and "Anything Goes."

# SPECIAL MERIT SPOTLIGHTS

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

### Classical

IVES: SYMPHONY NO. 2  
New York Philharmonic (Bernstein), Columbia KS 6155, (Stereo & Monaural) — Admirers of Charles Ives have awaited this recording with much anticipation for about two years. Bernstein has produced a fascinating rendition of the work by the pioneer American composer which should win it the recognition already achieved by Ives' Third. The work is filled with snatches of themes from classical composers, hymns and Americana, all woven together in Ives' individual way. Handsome packaging includes several pages of pictures and biographical data. A display item.

#### ★★★★ EDDIE HEYWOOD AT THE PIANO

Mercury SR 60248, (Stereo & Monaural) — Heywood's relaxed, artful piano style is highlighted here on a group of fine oldies — "Cheek to Cheek," "The Moon Was Yellow," etc., plus the newer "Gypsy" themes "Everything's Coming Up Roses" and "Small World." Excellent mood wax for jazz jocks and hip pop spinners.

#### CLASSICAL ★★★★★

#### ★★★★ BERLIOZ: LOVE SCENE FROM ROMEO & JULIET & OTHER CLASSICAL SELECTIONS

Concertgebouw Orchestra of Amsterdam (Dorati), Epic LC 3723 — There's a lot for the money here. In addition to the "Romeo and Juliet" excerpt, there's Berlioz' "Minuet of the Will o' the Wisp," "Dance of the Sylphs," and "Rakoczy March" from "The Damnation of Faust." Also Mendelssohn's "Calm Sea and Prosperous Voyage" overture. The Concertgebouw performs excellently.

#### ★★★★ CHOPIN RECITAL

Charles Rosen, Piano, Epic BC 1090, (Stereo & Monaural) — Rosen is one of the more brilliant younger pianists, displaying technical mastery and — in these sides — romantic feeling for the material. Recorded are three each of the Nocturnes and Mazurkas, the Polonaise, and several other pieces.

#### JAZZ ★★★★★

★★★★ HERE'S LEE MORGAN  
Vee-Jay LP 3007 — Brilliant trumpet work by Morgan, with Art Blakey on drums, Wynton Kelly on piano, Cliff Jordan on tenor and Paul Chambers on bass. Six sides, including "Terrible T," "Mogile," "Running Brook." First two mentioned are originals.

★★★★ BACALAO  
Eddie (Lockjaw) Davis & Shirley Scott, Prestige 7178 — Davis finds a fine bluesy tenor, hard-driving and full of ideas rhythmically and melodically; and Shirley Scott is excellent with the jazz organ. There are also George DuVivier, bass; Arthur Edgehill, drums; Ray Barretto, conga, and Luis Perez, bongos and conga. A Latin touch is here, of course. Material includes "Last Train From Overbrook," "Sometimes I'm Happy," "Dancero."

#### FOLK ★★★★★

★★★★ FOLK SONGS AND LEGENDS OF GREAT AMERICAN RIVERS  
The Robert DeCormier Chorale, 20th Fox 3035 — Here's an effective wax production of an interesting idea. The DeCormier Chorale wraps up a group of folk tunes and legends about American rivers in rich vocal treatments, supplemented by brief informative narration by Charles Hohman. Tunes include "The Little Big Horn," "Mississippi River," "On the O-H-I-O" and "Sailor on the Hudson."

#### NOVELTY ★★★★★

★★★★ HOW DEEP IS WHICH OCEAN  
Lou Carter, Columbia CL 1503, (Stereo & Monaural) — Lou Carter, the song-writing cabbie, has another funny one here. It's a package of songs in which he gives the answers to questions posed in the titles. Thus, the material includes "That's Why I Love You," "This Is Sylvia," "How Deep Is Which Ocean," "You Can Keep Her Down on the Farm." There are plenty of laughs here, and hip jockeys will like it.

#### COUNTRY & WESTERN ★★★★★

★★★★ LESTER FLATT & EARL SCRUGGS & THE FOGGY MOUNTAIN BOYS  
Mercury MG 20542 — Flatt and Scruggs, one of the great picking and singing acts, are well-recorded here. The material includes country ballads, weepers and sacred songs. Typical are "I'll Never Shed Another Tear," "Back to the Cross," "Foggy Mountain Breakdown."

#### SPOKEN WORD ★★★★★

★★★★ SHAKESPEARE: MACBETH  
The Marlowe Society and Professional Players, (3-12"), London OSA 1316 — This complete and uncut version of one of Shakespeare's most popular works has strong competition in the Old Vic's version on RCA Victor. However, it should attract sales in its specialized market on the basis of competent performances and tasteful packaging, including an insert featuring a synopsis of the play. Striking cover.

#### LOW-PRICED SPOKEN WORD ★★★★★

★★★★ TALES OF MYSTERY AND IMAGINATION  
Boris Karloff, Play Hour CR 32 — Veteran actor Boris Karloff, well known to the current generation, via TV's late show, offers expressive, colorful readings of two familiar stories, "The Legend of Sleepy Hollow" and "Rip Van Winkle." Effective sound effects on backing. Solid low-priced item.

#### SPIRITUAL ★★★★★

★★★★ SPIRITUALS — 15 SELECTIONS, VOLUME 4  
Swans Silver-tone Singers, King 575 — This noted group of spiritual singers performs 15 selections here. Reflective, quietly impassioned material such as "All Alone," "I've Tried," "Jesus Never Fails," etc. This is one of a series of seven albums by various spiritual groups, issued by King.

★★★★ SPIRITUALS — 16 SELECTIONS, VOLUME 2  
Spirit of Memphis Quartet, King 573 — One of a series of seven spiritual packages issued by King, this presents the noted group in a series of inspirational performances. Much intensity is in the delivery, for the spirit is on them. Material includes "Days Passed and Gone," "Blessed Are the Dead," "If You Make a Start to Heaven." Sixteen in all.

#### SACRED ★★★★★

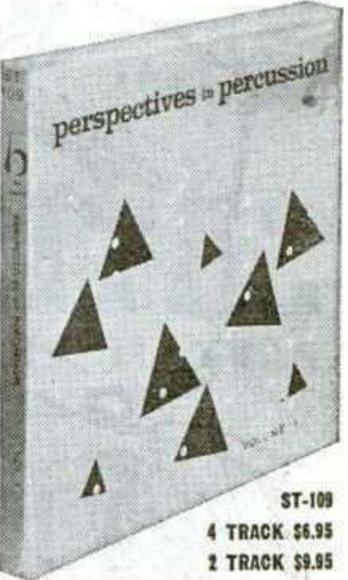
★★★★ LORD, HEAR US SING  
Nash Family Trio, Columbia CL 1508 — This is certainly a fresh-sounding inspirational group. The trio utilizes tempi changes and modulations extremely well, each change lending new excitement to the arrangements. The vocal blend, too, is excellent. Songs included are "Everybody's Gonna Have Religion and Glory," "Over the Moon" and "How About You."

#### CHILDREN'S ★★★★★

★★★★ FOLK SONGS FOR LITTLE COWBOYS; FOLK SONGS FOR LITTLE SAILORS; FOLK SONGS FROM THE CHILDREN'S ZOO  
Various Artists, Riverside RLP 1423; RLP 1424; RLP 1425 — This is a charming

(Continued on page 34)

# This Tape "Out Stereo's" 'Em All'



ST-109  
4 TRACK \$6.95  
2 TRACK \$9.95

an unprecedented offer

## BUY 3.....GET 4!

OFFER EXPIRES SEPT. 30TH, 1960  
BEL CANTO STEREO TAPE  
a subsidiary of  
Thompson Ramo Wooldridge Inc.

GOSH!  
The wild, enthusiastic reception given to me by children everywhere often makes me blush... BUT let's face it, every child loves a dog. I'm SCHWAPPY and my record album just released through AM-PAR RECORD CORP. by CHANCELLOR'S SEA HORSE RECORDS FOR CHILDREN is SENSATIONAL! Order CSH 7001 for BIG PROFITS!



R&B DEALERS and OPS:  
BUY from the most complete stock of R&B, JAZZ, SPIRITUALS... also pops, etc.  
All Stereo and Mono LP's at Reg. Dealer Wholesale.  
All 45's . . . 65¢ Orders Shipped Same Day. 1-Day Delivery to 20 States.

J.C.'S ONE-STOP  
AMERICA'S ONLY R & B ONE-STOP  
836 E. 63rd St., Chicago 37, Ill.  
Phone: BU 8-0660

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

**SATISFIED**  
PART II THE CASHMERES

LAKE #705

distributed by  
AMY RECORDS, 1650 BROADWAY, NEW YORK, N. Y.

**"CAVE  
MAN"**

CHECKER 961

THE

**VIBRATIONS**



**"DEAREST  
DARLING"**

ETTA  
JAMES  
ARGO 5368

**"I HEAR  
MY BABY"**

LARRY  
WILLIAMS  
CHESS 1674

2120 S. MICHIGAN



CHICAGO 16

PHONE: CA 5-2770

**• Reviews and Ratings of  
New Albums**

• Continued from page 33

series of folk songs for youngsters, which features quality as well as simplicity of style, thereby giving small fry an instructive introduction to the folk field. A flock of different folk artists are featured on various sides, including Oscar Brand, Bob Gibson, Paul Clayton, Ed McCurdy, Mill Okun, Merrick Jarrett, Peggy Seeger, Billy Faier and Louise DeCormier. Any one of the three is a good buy.

**LOW-PRICED  
CHILDREN'S ★★★★★**

★★★★ KIDDY TV THEMES  
Play Hour CR 31 — Here's a solid kiddie package in the low-priced field, which should attract young TV fans. The album contains 11 TV themes — mainly culled from film series — including "Wyatt Earp," "Dennis the Menace," "Huckleberry Hound," "Yogi Bear," and "Popeye the Sailor." Pleasant, simple vocal stints.

★★★  
**GOOD SALES POTENTIAL**

**POPULAR ★★★**

★★★ YOU'RE LOOKING GOOD  
Dee Clark. Vee-Jay LP 1019 — Clark, who has quite a following in the singles field, is in ingratiating vocal form here on his first album for Vee-Jay. He handles a bouncy r.&r. item as well as a moving rockaballad. Variety of tunes include the title tune, "Gloria," "I Just Can't Help Myself," and "Just Like a Fool." Strong dual market wax.

★★★ JUST SAY I LOVE HER  
Remo Capra. Columbia CL 1496. (Stereo & Monaural) — The Manhattan building engineer, a protege of the late Tommy Dorsey, has a soothing baritone voice, a pleasant trace of an Italian accent, and an intimate style on a group of romantic standards. Tunes include the title song, "Fools Rush In" and "Day by Day." Attractive deejay wax.

★★★ LOVE THEMES FROM GREAT FILMS  
Clebanoff Strings. Mercury SR 60238. (Stereo & Monaural) — Ten of Hollywood's familiar film themes receive a large, lush treatment here, with strings accompanied by a group of symphonic proportions. "Tara's Theme," "Indiscretion," "Laura," and "Ruby" are included.

★★★ OUR LEADER—BANJO PICKING  
Paul Miller. Fantasy 3287 — Playing a four-string tenor banjo with verve, artistry and showmanship, Miller demonstrates a variety of styles and musical eras in this package, ranging from the bouncy "Under the Bamboo Tree" to a swing-era version of "I Found a New Baby." Happy, nostalgic wax.

★★★ PRESENTING THE VELVET PIANO OF RONNIE BROWN  
Columbia CL 1492. (Stereo & Monaural) — Brown plays a lush, warm brand of piano, backed by a lyric-less chorus and Henri Rene's rich ork work. Brown's romantic pianistics are showcased on five movie themes and a group of standards and fairly recent hits. Spinnable package. Tunes include "Unchained Melody," "Chances Are," "April Love," "Tammy" and "Till."

**CLASSICAL ★★★**

★★★ HAYDN: SYMPHONY NO. 103 IN E FLAT MAJOR; SYMPHONY NO. 104 IN D MAJOR  
Orchestre des Concerts Lamoureux (Mark-

evitch). Epic BC 1096. (Stereo & Monaural) — The Lamoureux Orchestra is best known here for its performances of works by French composers, for which the highly individual sound of its wind sections seems best suited. But here the orchestra does a convincing job on the last two Haydn symphonies, with the string sections sounding especially well. These staples of the symphonic repertoire are consistently popular and this particular version could attract many buyers.

**SPOKEN WORD ★★★**

★★★ PRESENTING JOYCE GRENFELL  
Elektra EKL 184 — Well known to U. S. art film theater fans, British comedienne Joyce Grenfell also appeared on Broadway five years ago. She writes all her own material, including the satirical monologs and songs (with Richard Addinsell) in this package. Miss Grenfell's fans should be thoroughly pleased with this excellent showcase for her specialized type of humor.

**SACRED ★★★**

★★★ SONGS OF FAITH  
Jimmie Osborne, Clyde Moody, Mac Odell Trace Family Trio, Esco Hankins, Blue Valley Boys & Various Other Artists. Audio-Lab AL 1504 — Package features 12 sides by different singers and singing groups, all sacred in category. Included are Jimmie Osborne, Clyde Moody, Mac Odell, Harlan Country Four, Cope Brothers and Shannon Grayson.

**SACRED EP ★★★**

★★★ CARL STORY SINGS SIX OF HIS MOST REQUESTED SACRED SONGS  
Starday SEP 129 — Outstanding sacred performances. Carl Story and his group offer these gospel readings in the traditional mountain quartet style. Disk contains six songs, including "Family Reunion," "Somebody Touched Me," "I Heard My Mother Weeping."

**COUNTRY & WESTERN ★★★**

★★★ WAYNE RANEY & HIS TALKING HARMONICA  
Starday SEP 133 — Good value here. Six tunes in all. Aficionados will like the country versions of "Harmonica Blues," "John Henry," etc., and such novelties as "The Fox Chase."

★★

**MODERATE SALES POTENTIAL**

**POPULAR ★★★**

★★ SURRENDER  
The Outriggers. Warner Bros. WS 1376. (Stereo & Monaural) — Sexy cover, featuring couple embracing in the surf (a la "From Here to Eternity") belies mild contents of this package, which features soothing Hawaiian-styled instrumental treatments of familiar themes. Tunes include "Now Is the Hour," "Harbor Lights," "Hawaii Calls" and "Drifting and Dreaming." Pretty programming for jocks.

★★ CAL CALLAWAY PLAYS THE AL RINGLING THEATER ORGAN  
Cueca K 1000 — Cal Callaway plays a group of standards on the great Barton Organ, installed in the Al Ringling Theater in Baraboo, Wis., during the '20's. The sound is effectively nostalgic. Interesting item for organ music fans.

**CLASSICAL ★★**

★★ BRAHMS: SYMPHONY NO. 2 IN D MAJOR  
Vienna Symphony (Sawallisch). Epic BC 1093. (Stereo & Monaural) — One of Europe's better young conductors, Wolfgang Sawallisch stresses the dramatic extremes of this popular work. Although many will appreciate his approach, this version is up against tremendous mono competition and several stereo versions led by famed exponents.

★★ FRANCK: SONATA IN A MAJOR; BEETHOVEN: SONATA NO. 8 IN G

MAJOR: BARTOK - ZATHURECZKY: FOR CHILDREN  
Ede Zathureczky, Violin. Vox EZ 1 — The works on this disk were taped at a concert at Indiana University last year and issued as a memorial to the late artist. They show him to have been a violinist of emotion as well as sincere musicality, and heavy competition on the Franck and Beethoven will not prevent this disk from reaching many who know his reputation, especially among students of the violin.

★★ HANDEL: ACIS & GALATEA  
Camerata Academica Des Salzberger Mozarteums (Paungartner). Epic BC 1095. (Stereo & Monaural) — Handel's charming pastoral opera about the shepherd and nymph is offered in abridged form on a single disk, performed in English by three soloists and the choir from Oberlin (Ohio) College, along with the Camerata Academica of Salzburg. The result is a delightful sampling of typically Handelian music, similar to that in his great oratorios, although on a smaller scale, of course. This disk faces potent competition from a complete two-disk version, but will interest buyers who want only highlights.

**SOUND ★★**

★★ PERSISTENT PERCUSSION  
Various Artists. Kent KST 500. (Stereo & Monaural) — Another package seeking to ride the percussion trend. Material includes "The Lady Is a Tramp," "Dark Eyes," "I Love Paris" and "el Choclo." Notes describe use of tympani, xylophone, drums, etc.

**Hi i'm . . .**

**SEA HORSE**  
The trade mark for Chancellor's new kiddie line. Everybody is raving about our "BAT MASTERSON" album CSH 7002.

**THE BILLBOARD**  
"Very Strong Sales Potential, four stars ★★★★★, a stirring set, bound to appeal to the kiddies."

**THE CASH BOX**  
"Masterston in action — four-color photo with titles strong at top. Solid display. An exciting new entry on the racks: TV coverage could send the deck to the top!"

**MUSIC VENDOR**  
"Stories about the western hero that are narrated and sung in a delightful style."

SEA HORSE T.M. REG.  
Records for Children  
A DIVISION OF Chancellor RECORDS, INC.  
DISTRIBUTED BY AM-PAR RECORD CORP.

**Spook Stuff**  
hit HALLOWE'EN LP ALBUM

**EERIE STORIES  
IN MODERN SOUND!  
BIG PROFIT POTENTIAL!**

A Hallowe'en hit that puts life in the party — profit in your cash register! This 12" LP "Spooktacular" Album gives you a "haunting" 40 minutes of scary, spooky stories-in-sound. These include: "Witches Rehearse for Hallowe'en," "Hobgoblins and Space Ships," "A Cemetery at Midnight," and many others. In addition to these, you get a sensational series of mad, spine-chilling sounds, weird groans, moaning winds, clanking chains, creaking stairs, witches' mumbo jumbo . . . all kinds of spooky sounds for special effects and party fun.

"Spook Stuff" also provides a unique series of unusual dramatic sound effects of superb reproduction quality for professional and semi-professional use.

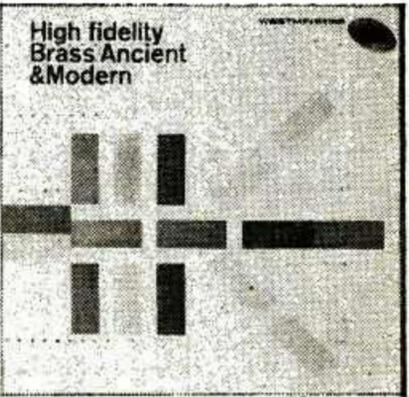
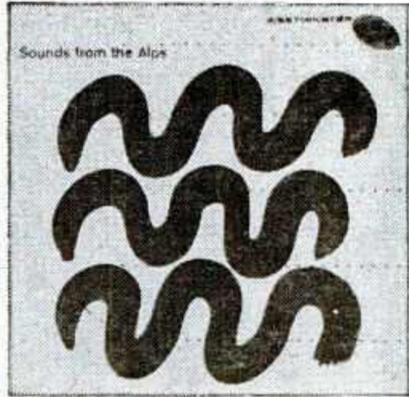
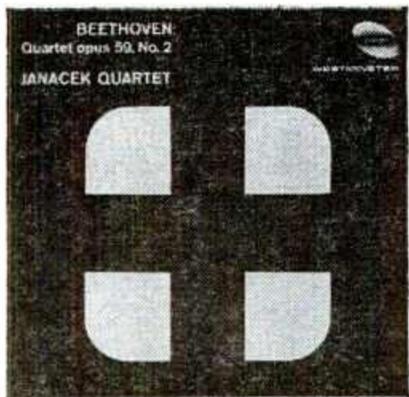
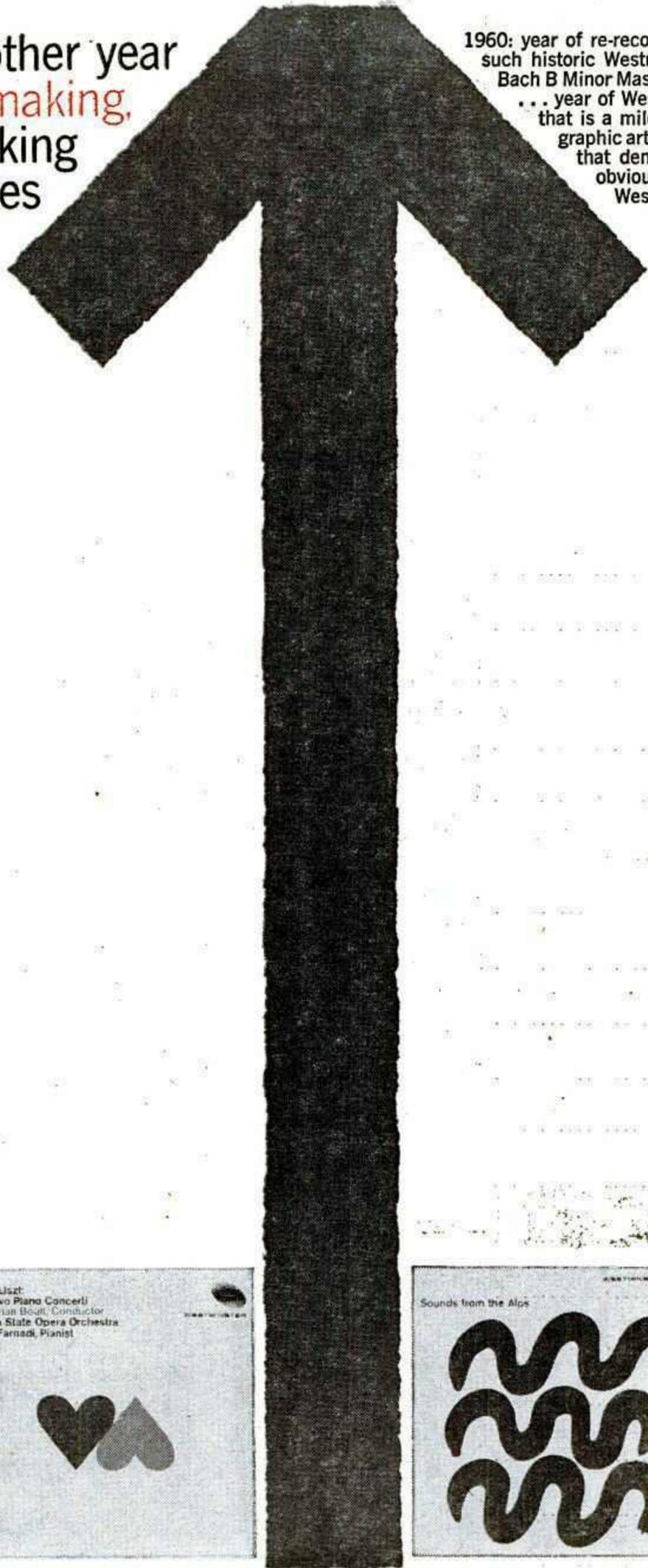
List price \$4.98. Counter Cards, other selling aids with each order. Cash in on this timely Hallowe'en special. For complete dealer information and name of your nearest distributor, contact MP-TV SERVICES, (Dept. B), 7000 Santa Monica Blvd., Hollywood 38, Calif.

**HEAR  
EVEREST**

**GIVE TO DAMON RUNYON  
CANCER FUND**

another year  
of **epoch-making,**  
profit-making  
releases

1960: year of re-recording in Stereo,  
such historic Westminster productions as the  
Bach B Minor Mass and the Handel Messiah  
... year of Westminster packaging  
that is a milestone in the history of  
graphic arts ... year of new releases  
that demonstrate again the  
obvious superiority of the  
Westminster label.



# WESTMINSTER 1960



# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING SEPTEMBER 18

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	<b>TWIST</b>	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)	6
2	1	<b>IT'S NOW OR NEVER</b>	By Gold-Schroder—Published by Gladys (ASCAP)	8
3	12	<b>MY HEART HAS A MIND OF ITS OWN</b>	By Greenfield-Keller—Published by Aldon (BMI)	3
4	3	<b>WALK, DON'T RUN</b>	By Smith—Published by Forshay (BMI)	7
5	4	<b>ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI</b>	By Vance Pockris—Published by Pincus (ASCAP)	10
6	5	<b>VOLARE (NEL BLU DI PINTO DI BLU)</b>	By Modugno-Parish—Published by Robbins (ASCAP)	5
7	7	<b>THEME FROM THE APARTMENT</b>	By Charles Williams—Published by Mills (ASCAP)	5
8	16	<b>MR. CUSTER</b>	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	2
9	22	<b>CHAIN GANG</b>	By Sam Cooke—Published by Kags (BMI)	2
10	20	<b>A MILLION TO ONE</b>	By Phil Medley—Published by Starflower (BMI)	2
11	6	<b>I'M SORRY</b>	By Self—Published by Champion (BMI)	14
12	11	<b>IN MY LITTLE CORNER OF THE WORLD</b>	By Pockris-Hilliard—Published by Shapiro-Bernstein (ASCAP)	6
13	15	<b>YOGI</b>	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)	3
14	9	<b>FINGER POPPIN' TIME</b>	By Hank Ballard—Published by Wisto (BMI)	9
15	19	<b>KIDDIO</b>	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	4
16	13	<b>PLEASE HELP ME, I'M FALLING</b>	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	12
17	25	<b>DREAMIN'</b>	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	5
18	8	<b>MISSION BELL</b>	By Michael—Published by Bamboo (BMI)	9
19	10	<b>ONLY THE LONELY</b>	By Orbison-Nelson—Published by Acuff-Rose (BMI)	12
20	14	<b>HOT ROD LINCOLN</b>	By Charles Ryan-Stevenson—Published by Four Star Sales (BMI)	3
21	17	<b>OVER THE RAINBOW</b>	By Arlen-Harburg—Published by Leo Feist (ASCAP)	6
22	30	<b>YOU MEAN EVERYTHING TO ME</b>	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	2
23	21	<b>THE SAME ONE</b>	By Brook Benton and Clyde Otis—Published by Play (BMI)	2
24	—	<b>DEVIL OR ANGEL</b>	By Blanche Carter—Published by Progressive (BMI)	1
25	—	<b>SO SAD</b>	By Don Everly—Published by Acuff-Rose (BMI)	1
26	29	<b>TA-TA</b>	By Oliver-McPhatter—Published by Olimac (BMI)	4
27	—	<b>PINEAPPLE PRINCESS</b>	By Bob and Dick Sherman—Published by Music World (BMI)	1
28	27	<b>HELLO, YOUNG LOVERS</b>	By Rodgers and Hammerstein—Published by Williamson (ASCAP)	2
29	18	<b>(YOU WERE MADE FOR) ALL MY LOVE</b>	By Wilson-Myles—Published by Pearl (BMI)	7
30	—	<b>A WOMAN, A LOVER, A FRIEND</b>	By Sid Wyche—Published by Merrimac (BMI)	5

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- TWIST**—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
- IT'S NOW OR NEVER**—Elvis Presley, Vlc 7777.
- MY HEART HAS A MIND OF ITS OWN**—Connie Francis, M-G-M 12923.
- WALK, DON'T RUN**—Ventures, Dolton 25.
- ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI**—Buddy Hackett, Laurel 1014; Brian Hyland, Kapp 342; Kittens, Alpine 64.
- VOLARE (NEL BLU DI PINTO DI BLU)**—Pier Angeli, Roulette 4104; Pat Boone, Coral 62021; Daida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; Bobby Rydell, Cameo 179.
- THEME FROM THE APARTMENT**—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
- MR. CUSTER**—Larry Verne, Era 5624.
- CHAIN GANG**—Sam Cooke, Vlc 7783.
- A MILLION TO ONE**—Jimmy Charles, Promo 1002.
- I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
- IN MY LITTLE CORNER OF THE WORLD**—Anita Bryant, Carlton 536.
- YOGI**—Ivy Three, Shell 720; Paul Ackerman Ork, Scarlet 4003; Sylvia Saynt, Wynne 127.
- FINGER POPPIN' TIME**—Hank Ballard and the Midnighters, King 5341; Stanley Brothers, King 5384.
- KIDDIO**—Brook Benton, Mer 71652.
- PLEASE HELP ME, I'M FALLING**—Rusty Draper, Mer 71634; Hank Locklin, Vlc 762; Rose Maddox, Cap 4347; Gale Storm, Dot 16111; Jimmy Wakely and Jeanne McManus, Shad 137.
- DREAMIN'**—Johnny Burnette, Liberty 55258.
- MISSION BELL**—Donnie Brooks, Era 3618.
- ONLY THE LONELY**—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- HOT ROD LINCOLN**—Johnny Bond, Republic 2005; Charlie Ryan, Four Star 1733.
- OVER THE RAINBOW**—Valerie Carr, Roulette 4038; Perry Como, Vlc 0107; Demensions, Mohawk 116; Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vlc 7628.
- YOU MEAN EVERYTHING TO ME**—Neil Sedaka, Vlc 7781.
- THE SAME ONE**—Brook Benton, Mer 71652.
- DEVIL OR ANGEL**—Bobby Vee, Liberty 55270.
- SO SAD**—Everly Brothers, Warner Bros. 5163.
- TA-TA**—Clyde McPhatter, Mer 71660.
- PINEAPPLE PRINCESS**—Annette, Vista 362.
- HELLO, YOUNG LOVERS**—Paul Anka, ABC-Paramount 10132; Australian Jazz Quintet, Bethlehem 11023; Lovelace Watkins, M-G-M 12873.
- (YOU WERE MADE FOR) ALL MY LOVE**—Jackie Wilson, Brunswick 55167.
- A WOMAN, A LOVER, A FRIEND**—Jackie Wilson, Brunswick 55167.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

## Ruth Lyons

Continued from page 2

with Liberty making the most lucrative bid moneywise. Miss Lyons, however, decided to cast her lot with Columbia and Monday night (5) flew into New York to talk future plans with Columbia execs Goddard Lieberson and Mitch Miller. Columbia is reported to have asked for an option on future songs by Miss Lyons and have requested her to produce additional albums.

Miss Lyons, long considered one of the "hottest" pieces of TV property in the nation, made her original entry into the album field in 1958 when a collection of original holiday songs, titled "The 10 Tunes of Christmas," went over the 100,000 mark in the territory covered by WLW and its affiliate stations in Dayton, O.; Columbus, O., and Indianapolis. Previously, two of Miss Lyons' tunes, "Have a Merry, Merry, Merry Christmas" and "Let's Light the Christmas Tree," released back-to-back as a single by Fraternity Records, enjoyed a phenomenal sale in the same territory. A second album of favorite songs, old and new, "Our Best to You," featuring talent of the "50-50 Club," was released in 1959, and enjoyed a fair measure of success. The albums were released on Miss Lyons' own label, Candee Records.

Miss Lyons wields a powerful influence over her audiences in the Crosley Broadcasting area and trade experts hereabouts feel that she can serve Columbia well in breaking new releases in the territory, or thru her influence with her TV and radio audiences could frequently turn a cluck into a money-maker.

Of the tunes acquired by Columbia, "Wasn't the Summer Short" is slated for release September 25, with "All Because It's Christmas" set to make its debut October 25. Vocal and instrumental arrangements for "Fooled" and the two Christmas songs were done by Teddy Rakel, member of the Lash ork, with Lash doing the arrangements on "Wasn't the Summer Short."

## Victor-Remington

Continued from page 2

joint promotion have made the Hot 100 and a fourth made the Bubbling chart.

Biggest of the disks is Sam Cooke's "Chain Gang," which this week jumped into sixth position. The diskery expects to hit a million sales with Cooke, and also has very high sales anticipations for the next biggest, Neil Sedaka's "You Mean Everything to Me." The flip side of the Sedaka disk, "Run Sampson Run" also bounced into the chart this week as a star performer in 74th place. Della Reese is also moving up the chart, and is currently in 72d place. The Browns, who made the Bubbling chart, and Henry Mancini are also good sellers tied in with the promotion.

Bill Alexander noted that TV commercials, an important part of the campaign, have not yet started.

The campaign entailed a free offer by Remington Rand of a 45 EP disk containing six tunes by the artists—artists who were released on single disks during the course of the promotion. Consumers obtained the free disk by asking for a demonstration of a portable typewriter. It also entailed a letter contest with winners receiving record libraries on the theme: "I am typing this on a Remington portable. I enjoy listening to your records..." Magazine and in-store promotion has been unusually strong—and of the type generally reserved for album product. Personal appearances by artists were a part of the planning. The awards also include 700 Remington typewriters which will be given to record dealers.

## Frank DeVol

Continued from page 2

Kavan, reporting to DeVol, will continue his successful work in Columbia pop a.&r. operations.

The Columbia West Coast pop a.&r. will function independently as a separate unit under Irving Townsend's direction. Lieberson explained that altho DeVol is top man he wished the West Coast to function with full autonomy. This is figured as logical in view of the West Coast being 3,000 miles away. Any other arrangement would pose unnecessary problems to a streamlined operation.

Under the new set-up DeVol's services as an arranger will still be available to producers upon request and as scheduled within the demands upon his position.

The new set-up follows upon an interim period during which all pop a.&r. reported directly to Lieberson.

Lieberson stated that the company is continually growing; that streamlining is in order. About 4,000 people are now employed by the label.

DeVol had been musical director and staff producer of pop a.&r. He is an arranger, composer, conductor, singer and plays virtually all instruments. He joined in 1957 on the West Coast and joined the staff in New York as a producer in October, 1959.

## The Billboard

RECORD INDUSTRY

## Source Book

& DIRECTORY ISSUE

### REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

### PRINTERS & LITHOGRAPHERS

Lithographic Corp. of America  
130 East 40th St.  
New York, N. Y.  
Shostal  
(Agency for Color Photography)

545 Fifth Ave.  
New York 17, N. Y.

### TAPE DUPLICATION SERVICES

Sound Unlimited, Inc.  
109 West Broadway  
Louisville 2, Ky.

### ACCESSORIES

Alan Insulated Mfg. Co., Inc.  
1197 McCarter Highway  
Newark 4, N. J.

### MISCELLANEOUS

Art-Phyl Creations  
Mfr. of Record Racks, Display, Title & Price Holders  
508 Frelinghuysen Ave.  
Newark 12, N. J.

### McKeen Productions

(Record Promotion)  
228 Fourth Ave.  
Ottawa 1, Ont.

### Sterling Title Strip Co.

(Jukebox Title Strips)  
94 Astor St.  
Newark 2, N. J.

Use this form to place your order for copies of The Billboard Record Industry Source Book:

The Billboard Record Industry Source Book & Directory  
2160 Patterson Street  
Cincinnati 22, Ohio 966

Please send me by return mail and postage prepaid, ..... copy(ies) of the 108-page Billboard 1960 Record Industry Source Book & Directory. Payment (50¢ a copy) in the amount of \$ ..... is enclosed (payment must accompany order).

Mail to:  
Individual's Name \_\_\_\_\_  
Address \_\_\_\_\_  
Company \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Another  
Great Hit!

By ROY ORBISON  
and JOE MELSON

writers of  
"ONLY THE LONELY"

# ROY ORBISON

singing

# "BLUE ANGEL"

c/w

"Today's Teardrops"

**MONUMENT**  
**45-425**

Exclusive Management:  
ACUFF-ROSE ARTISTS CORP.  
Nashville 4, Tennessee  
CYpress 7-5366



**Monument**  
RECORDS

ONE OF THE **LONDON GROUP** OF HIT LABELS

839 West 25 St., New York 1, N. Y.

FOR WEEK ENDING SEPTEMBER 18

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.		
									S	A	
1	1	1	1	IT'S NOW OR NEVER	Elvis Presley, RCA Victor	7777		9			
2	2	3	4	TWIST	Chubby Checker, Parkway	811		7			
3	9	16	34	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M	12923		5			
4	13	65	—	MR. CUSTER	Larry Verne, Era	3024		3			
5	3	2	3	WALK, DON'T RUN	Ventures, Dolton	25		9			
6	22	33	54	CHAIN GANG	Sam Cooke, RCA Victor	7783		5			
7	4	5	7	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo	179		9			
8	17	27	31	KIDDIO	Brook Benton, Mercury	71652		6			
9	14	15	47	YOGI	Ivy Three, Shell	720		6			
10	7	8	9	MISSION BELL	Donnie Brooks, Era	3018		14			
11	18	11	17	DREAMIN'	Johnny Burnette, Liberty	55258		8			
12	10	12	27	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists	231		8			
13	20	52	95	A MILLION TO ONE	Jimmy Charles, Promo	1002		4			
14	6	6	2	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Kapp	342		11			
15	8	7	8	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King	5341		18			
16	11	10	14	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton	530		10			
17	47	—	—	SO SAD	Everly Brothers, Warner Bros.	5163		2			
18	16	17	20	OVER THE RAINBOW	Demensions, Mohawk	116		11			
19	21	39	61	THE SAME ONE	Brook Benton, Mercury	71652		4			
20	5	4	5	I'M SORRY	Brenda Lee, Decca	31093		16			
21	15	14	13	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor	7692		17			
22	28	36	57	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor	7781		6			
23	24	25	25	TA-TA	Clyde McPhatter, Mercury	71660		9			
24	23	23	35	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount	10132		7			
25	12	9	6	ONLY THE LONELY	Roy Orbison, Monument	421		14			
26	32	45	76	DEVIL OR ANGEL	Bobby Vee, Liberty	55270		7			
27	19	19	12	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick	55167		10			
28	37	57	91	PINEAPPLE PRINCESS	Annette, Vista	362		5			
29	31	40	58	TWIST	Hank Ballard and the Midnighters, King	5171		9			
30	27	18	10	IMAGE OF A GIRL	Safaris, Eldo	101		15			
31	30	21	15	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick	55167		10			
32	25	13	11	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial	5675		13			
33	66	—	—	LUCILLE	Everly Brothers, Warner Bros.	5163		2			

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.		
									S	A	
34	46	54	63	ANYMORE	Teresa Brewer, Coral	62219		6			
35	76	—	—	THREE NIGHTS A WEEK	Fats Domino, Imperial	5687		2			
36	33	38	53	HOT ROD LINCOLN	Charlie Ryan, Four Star	1733		16			
37	26	28	60	NEVER ON SUNDAY	Don Costa, United Artists	234		6			
38	36	29	32	HOT ROD LINCOLN	Johnny Bond, Republic	2005		6			
39	38	44	50	IT ONLY HAPPENED YESTERDAY	Jack Scott, Top Rank	2055		7			
40	44	41	51	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount	10132		7			
41	39	42	74	(I CAN'T HELP YOU) I'M FALLING TOO	Skeeter Davis, RCA Victor	7767		4			
42	29	20	19	FEEL SO FINE	Johnny Preston, Mercury	71651		13			
43	34	32	18	MULE SKINNER BLUES	Fendermen, Soma	1137		17			
44	78	—	—	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2871		2			
45	53	64	84	MY SHOES KEEP WALKING BACK TO YOU	Guy Mitchell, Columbia	41725		7			
46	58	59	71	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King	5373		5			
47	67	87	—	A FOOL IN LOVE	Ike and Tina Turner, Sue	730		3			
48	60	—	—	LET THE GOOD TIMES ROLL	Shirley and Lee, Warwick	581		2			
49	43	58	56	LISA	Jeanne Black, Capitol	4396		8			
50	54	51	59	BIG BOY PETE	Olympics, Arvee	595		11			
51	52	69	—	LET'S HAVE A PARTY	Wanda Jackson, Capitol	4397		3			
52	55	63	45	A MESS OF BLUES	Elvis Presley, RCA Victor	7777		8			
53	57	60	82	WE GO TOGETHER	Jan and Dean, Dore	555		6			
54	62	62	64	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess	1760		7			
55	61	79	75	YOU'RE LOOKIN' GOOD	Dee Clark, Vee Jay	355		5			
56	35	26	16	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor	7745		14			
57	45	24	22	LOOK FOR A STAR	Garry Miles, Liberty	55261		13			
58	56	46	36	RED SAILS IN THE SUNSET	Platters and Tony Williams, Mercury	71656		13			
59	69	77	88	HONEST I DO	Innocents, Indigo	1055		5			
60	68	93	—	NICE AND EASY	Frank Sinatra, Capitol	4408		3			
61	80	81	99	DIAMONDS AND PEARLS	Parsons, Milestone	2003		4			
62	51	47	49	MY LOVE	Nat King Cole, Capitol	4393		7			
63	75	—	—	I'M NOT AFRAID	Ricky Nelson, Imperial	5685		2			
64	73	68	70	WRECK OF THE "JOHN B"	Jimmie Rodgers, Roulette	4260		7			
65	72	95	—	MY LOVE FOR YOU	Johnny Mathis, Columbia	41764		3			
66	71	71	—	I WALK THE LINE	Jaye P. Morgan, M-G-M	12924		3			
67	—	—	—	I WANT TO BE WANTED	Brenda Lee, Decca	31149		1			

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.		
									S	A	
68	64	49	37	THIS BITTER EARTH	Dinah Washington, Mercury	71635		13			
69	59	67	86	MALAGUENA	Connie Francis, M-G-M	12923		4			
70	70	84	93	KOOKIE LITTLE PARADISE	Jo Ann Campbell, ABC-Paramount	10134		5			
71	87	—	—	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros.	5172		2			
72	85	—	—	AND NOW	Della Reese, RCA Victor	7784		2			
73	77	80	93	NO	Dodie Stevens, Dot	16103		6			
74	—	—	—	RUN, SAMPSON, RUN	Nell Sedaka, RCA Victor	7781		2			
75	84	—	—	SLEEP	Little Willie John, King	5394		2			
76	86	91	96	HOW HIGH THE MOON	Ella Fitzgerald, Verve	10220		5			
77	90	—	—	MOVE TWO MOUNTAINS	Marv Johnson, United Artists	241		2			
78	88	—	—	PUT YOUR ARMS AROUND ME, HONEY	Fats Domino, Imperial	5687		2			
79	82	88	—	THIS OLD HEART	James Brown and the Famous Flames, Federal	12323		3			
80	—	—	—	YES SIR, THAT'S MY BABY	Ricky Nelson, Imperial	5685		1			
81	—	—	—	SINCE I MET YOU BABY	Bobby Vee, Liberty	55270		1			
82	95	—	—	ROCKING GOOSE	Johnny and the Hurricanes, Big Top	3051		2			
83	—	—	—	BRONTOSAURUS STOMP	Pittdown Men, Capitol	4414		1			
84	93	86	—	MANY A WONDERFUL MOMENT	Rosemary Clooney, RCA Victor	7754		3			
85	—	—	—	JOURNEY OF LOVE	Crests, Coed	535		1			
86	89	78	89	KOMMOTION	Duane Eddy, Jamie	1163		4			
87	92	85	90	COME BACK	Jimmy Clanton, Ace	600		4			
88	83	72	—	SHORTNIN' BREAD	Paul Chaplain, Harper	100		3			
89	—	—	—	TONIGHT'S THE NIGHT	Chiffons, Big Deal	6003		1			
90	81	75	73	KOOKIE LITTLE PARADISE	Tree Swingers, Guyden	2036		5			
91	—	92	100	LOVIN' TOUCH	Mark Dinning, M-G-M	12929		3			
92	94	73	87	OLD OAKEN BUCKET	Tommy Sands, Capitol	4405		4			
93	99	—	—	NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT	Nina Simone, Colpix	158		2			
94	97	100	—	A TEENAGER FEELS IT TOO	Denny Reed, Trey	3007		3			
95	—	—	—	FIVE BROTHERS	Marty Robbins, Columbia	41771		1			
96	—	—	—	DON'T BE CRUEL	Bill Black's Combo, Hi	2026		1			
97	—	—	—	TONIGHT'S THE NIGHT	Shirley, Scepter	1208		1			
98	—	—	—	SHIMMY LIKE KATE	Olympics, Arvee	5006		1			
99	—	—	—	JUST CALL ME	Lloyd Price, ABC-Paramount	10139		1			
100	—	—	—	THE MACHINE	Dante and the Evergreens, Madison	135		1			

# & TOMORROW'S TOPS

## BEST BUYS

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

**POP**

- \*THREE NIGHTS A WEEK ..... Fats Domino  
(Travis, BMI)
- \*PUT YOUR ARMS AROUND ME, HONEY  
(Broadway, ASCAP) Imperial 5687
- \*SAVE THE LAST DANCE FOR ME ..... Drifters  
(Rumbalero-Progressive, BMI) Atlantic 2071

- (I DO THE) SHIMMY-SHIMMY ..... Bobby Freeman  
(Thin Man, BMI) King 5373
- A FOOL IN LOVE ..... Ike & Tina Turner  
(Saturn, BMI) Sue 730

**C&W**—No selections this week.

**R&B**—No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. BLUE ANGEL ..... Roy Orbison, Monument 425
2. TWISTIN' U. S. A. .... Danny & the Juniors, Swan 4060
3. JUST A LITTLE ..... Brenda Lee, Decca 31149
4. EE-EE-I-OH! ..... Jimmy Jones, Cub 9076
5. GEORGIA ON MY MIND ..... Ray Charles, ABC-Paramount 10135
6. WHO COULD'A TOLD YOU ..... Lloyd Price, ABC-Paramount 10139
7. THE GHOST OF BILLY MALLOO ..... Dorsey Burnette, Era 3025
8. IS YOU IS OR IS YOU AIN'T MY BABY! ..... Buster Brown, Fire 1023
9. IF SHE COULD COME TO YOU ..... Anthony Newley, London 1926
10. WHAT A DREAM ..... Conway Twitty, M-G-M 12918
11. NORTH TO ALASKA ..... Johnny Horton, Columbia 41782
12. YOU TALK TOO MUCH ..... Joe Jones, Ric 972
13. ALABAM' ..... Cowboy Copas, Starday 501
14. TELL TOMMY I MISS HIM ..... Marilyn Michaels, RCA Victor 7771
15. SLIPPING AROUND ..... Betty Johnson, Dot 16125

**HOT 100: A TO Z**

A Fool in Love	47
A Mess of Blues	52
A Million to One	13
A Teenager Feels It Too	34
A Woman a Lover, a Friend	31
And Now	72
Anytime	34
Big Boy Pete	50
Brontosaurus Stamp	83
Chain Gang	6
Come Back	87
Devil or Angel	26
Diamonds and Pearls	61
Don't Be Cruel	96
Dreamin'	11
Feel So Fine	42
Finger Poppin' Time	15
Five Brothers	95
Hello, Young Lovers	24
Honest I Do	59
Hot Rod Lincoln (Bond)	38
Hot Rod Lincoln (Ryan)	26
How High the Moon	76
(I Can't Help You), I'm Falling	41
Too	46
(I Do the) Shimmy Shimmy	61
I Love You in the Same Old	40
Way	67
I Walk the Line	54
I Want to Be Wanted	54
If I Can't Have You	63
I'm Not Afraid	20
I'm Sorry	20
Image of a Girl	30
In My Little Corner of the World	16
It Only Happened Yesterday	39
It's Now or Never	1
Itsy Bitsy Teenie Weenie Yellow	14
Polka Dot Bikini	85
Journey of Love	99
Just Call Me	8
Kiddie	86
Kommotion	70
Kookie Little Paradise (Campbell)	90
Kookie Little Paradise (Tree	48
Swingers)	51
Let the Good Times Roll	71
Let's Have a Party	51
Let's Think About Livin'	51
Lisa	49
Look for a Star (Miles)	57
Lovin' Touch	33
Lucille	100
Machine, The	69
Malaguena	82
Many a Wonderful Moment	4
Mission Bell	10
Mr. Custer	4
Move Two Mountains	43
Mufe Skinner Blues	3
My Heart Has a Mind of it's	62
Own	65
My Love	45
My Love for You	65
My Shoes Keep Walking Back	45
to You	37
Never on Sunday	60
Nice and Easy	70
No	73
Nobody Knows You When	92
You're Down and Out	92
Old Oaken Bucket	23
Only the Lonely	18
Over the Rainbow	28
Pineapple Princess	21
Please Help Me, I'm Falling	21
Put Your Arms Around Me,	78
Honey	58
Red Sails in the Sunset	82
Rocking Goose	74
Run, Sampson, Run	74
Same One, The	19
Save the Last Dance for Me	44
Shimmy Like Kate	98
Shortnin' Bread	81
Since I Met You Baby	88
Sleep	75
So Sad	17
Ta-Ta	23
Tell Laura I Love Her	56
Theme From The Apartment	12
This Bitter Earth	68
This Old Heart	79
Three Nights a Week	35
Tonight's the Night (Chiffons)	89
Tonight's the Night (Shirelles)	97
Twist	29
Twist (Checker)	2
Volare (Nel Blu Di Pinto Di Blu)	7
Walk, Don't Run	5
Walkin' to New Orleans	32
We Go Together	53
Wreck of the "John B"	64
Yes, Sir, That's My Baby	80
Yogi	9
You Mean Everything to Me	22
(You Were Made For) All My	2
Love	25
You're Lookin' Good	87

**REVIEWS OF**

# THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

**Pop**

**PAUL ANKA**



**SUMMER'S GONE** (Spanka, BMI) (2:41)—**PD HAVE TO SHARE** (Spanka, BMI) (2:18)—Anka has another strong two-sided hit here. "Summer's Gone" is an emotional rockballad with timely teen-appeal lyrics. Flip is a jaunty rock and roll item with showmanly warbling by the young star. Anka penned both tunes.  
ABC-Paramount 10147

**BOBBY DARIN**



**ARTIFICIAL FLOWERS** (Sunbeam, BMI) (3:14)—**SOMEbody TO LOVE** (Adaris, BMI) (2:12)—Darin comes thru with a sock reading of "Artificial Flowers," effective nostalgic item from Maurice Evans' forthcoming Broadway musical, "Tenderloin." Backing is in Darin's hard-driving, swinging "Mack the Knife" tradition. Flip returns artist to his old rock and roll groove on a catchy rocker.  
Atco 6179

**LOLITA**



**SAILOR (YOUR HOME IS THE SEA)** (BIEM) (2:48)—**LA LUNA** (BIEM) (2:17)—A strong coupling for the German thrush on her initial Stateside release. Top side has an appealing melody sung in the native tongue with a narration in the backing in English. Flip is a warm ballad, again sung with style. Either can move out.  
Kapp 349

**BILLY VAUGHN**



**OLD CAPE COD** (Pincus, ASCAP) (2:44)—**THE SUNDOWNERS** (Witmark, ASCAP) (2:41)—Vaughn is spotlighted in his usual melodic sweet-stringed instrumental treatments on Patti Page's old hit, "Old Cape Cod," and the new Deborah Kerr movie title theme, "The Sundowners." Vaughn is riding high on charts right now with "Look for a Star," and this is a worthy follow-up.  
Dot 16133

**HANK BALLARD & THE MIDNIGHTERS**



**LET'S GO, LET'S GO, LET'S GO** (Lois, BMI) (2:19)—**IF YOU'D FORGIVE ME** (Lois, BMI) (2:19)—Ballard follows his current "Finger Poppin'" with more swinging wax. "Let's Go, Let's Go, Let's Go" has a free-swinging rhythm, while flip is a strong shuffle-rhythm ballad. Dual market potential.  
King 5400

**PATTI PAGE**



**I WISH I'D NEVER BEEN BORN** (Aldon, BMI) (2:27)—**I NEED YOU** (Sigma, ASCAP) (2:35)—The thrush swings the country-tyled weeper, "I Wish I'd Never Been Born," in stand-out vocal fashion and interesting arrangement. "I Need You," a pretty ballad, spotlights a tender reading and effective accordion intro.  
Mercury 71695

**THE COASTERS**



**THE SNAKE AND THE BOOK WORM** (Rumbalero-Progressive, BMI) (2:26) — **SHOPPIN' FOR CLOTHES** (Progressive-Trio, BMI) (2:57) — "The Snake and the Book Worm" is an infectious novelty tune, which was cut by a couple of other labels some time ago. Flip features amusing comedy dialog against an unusual bluesy background. Group exhibits sock showmanship on both dual market sides.  
Atco 6178

**STONEWALL JACKSON**



**I'M GONNA FIND YOU** (Cedarwood, BMI) (2:29)—**A LITTLE GUY NAMED JOE** (Cedarwood, BMI) (2:37)—Here's a strong follow-up to Jackson's "Why I'm Walkin'." "I'm Gonna Find You" is a rocking gospel-flavored side. Flip is a moving country ballad with interesting lyric theme about problems of wartime parenthood. Should move in both pop and c.&w. markets.  
Columbia 41785

(Continued on page 41)

**MUSIC PUBLISHER INFORMATION:**

Data naming the publishers of recorded tunes is provided by The Billboard in four different stages of a record's life: (1) All new single record reviews each week show the names of the publishers of each tune. (2) When a record is listed on The Hot 100 for the first time, publisher information is included in the special box which appears in the news section each week. (3) The week's Best Buys, naming the hottest breaking records on The Hot 100 in the box which appears at the top of this page, also provides publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.

# ASWASH!

"RAMBLING"

by THE RAMBLERS

A-1257

*the Original!*

b/w

"DEVIL TRAIN"

**ADDIT RECORDING CORP. 1107 Broadway, New York 10, N.Y. AL. 5-2448**

# Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 39

### PRESTON EPPS

**BLUE BONGO** (Dominion, BMI) (3:15) — **BONGOLA** (Pauline, ASCAP) (2:24)—"Blue Bongo" is a relaxed, yet swinging instrumental blues with standout flute work. Flip, an exotic theme, is accorded an interesting off-beat instrumental treatment. Either side could go. **Top Rank 2067**

### GARRY MILES & STATUES

**WISHING WELL** (Cedarwood, BMI) (2:31)—**DREAM GIRL** (Asa, ASCAP) (2:09)—Miles and group contribute an expressive reading on two pretty ballads. Both sides have good potential. Miles (actually James (Buzz) Cason a member of the Statues) has been on charts with "Look for a Star," while the Statues' "Blue Velvet" just dropped off the "Hot 100." **Liberty 55279**

### FRANKIE LYMON

**WAITIN' IN SCHOOL** (Reeve, BMI) (2:07) — **BUZZ BUZZ BUZZ** (Cash, BMI) (2:08)—Lymon's last single, "Itty Bitty Pretty One," made the charts, and his new waxing should enjoy similar success. The lad exhibits spirited vocal form on both sides, "Waitin' in School" is a snappy teen-appeal ditty with country-oriented backing. Flip is a verveful rocker. **Roulette 4283**

### BILLY BLAND

**HARMONY** (January, BMI)—**MAKE BELIEVE LOVER** (Glover, BMI) — Disk spotlights expressive chanting by Bland on "Harmony," a strong, blues-based item with solid piano and choral assist. "Make Believe Lover" is an effective rockaballad with a slow and pulsating beat. **Old Town 1088**

### BRICE COEFIELD

**CHA-CHA TWIST** (Jay & Cee-Armo, BMI) (2:30)—This one is loaded with teen-appeal. Coefield contributes an exuberant vocal stint on an unusually danceable r.&r. item with a solid beat. Flip is "Tempted" (Ultra, BMI) (2:06). **Madison 137**

### Country & Western

### WILBURN BROTHERS

**SOMEONE ELSE'S LOVE** (Sure-Fire, BMI) (2:25)—**THE BEST OF ALL MY HEARTACHES** (Sure-Fire, BMI) (2:36)—The boys wrap up "Someone Else's Love," a strong weeper, in a feelingful duo vocal. Flip offers more moving chanting on a plaintive country theme with good lyrics. **Decca 31152**

### MUDDY WATERS

**TIGER IN YOUR TANK** (Arc, BMI) (2:25)—**MEANEST WOMAN** (Arc, BMI) (2:30)—The great Southern-styled chanter has an exciting pair of sides, leading off with a rocker full of fire and excitement. Flip is a traditional, Deep South blues set to a relaxed walking beat. Sides can get much action among lovers of the authentic. **Chess 1765**

### LOWELL FULSON

**BLUE SHADOWS** (Arc, BMI) (2:20)—**I'M GLAD YOU RECONSIDERED** (Arc, BMI) (2:38)—The shouter is in solid form here. Top side is satisfying, relaxed and truly bluesy, with horns answering the chanter's wails. Flip is an answer shout performance with a fine beat. Watch these. **Checker 959**

## SPECIAL MERIT SPOTLIGHTS

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

### Pop Disk Jockey Programming

### RAMIREZ CHA CHA BAND

**CHA CHA STOP** (BIEM) (2:45)—**BY A WATERFALL CHA CHA** (Witmark, ASCAP) (2:11)—An interesting and offbeat pair of sides from France, both of which are fine for change of pace show-casing. Top side is a humor bit with a chick speaking in French about stop-and-go romancing in an auto. Flip is another inventive item full of charm. **Mercury 71694**

### Pop Talent

#### THE WAYFARERS TRIO

**RUN, COME SEE** (Westwall-MRC, BMI) (2:20)—**LITTLE BILLY BLUE SHOES** (Studio-Hi Lo, BMI) (2:48)—A strong new folk-oriented group makes its bow. On top the lads chant an exciting tale of the sinking of the good ship Victoria. Flip is a tender ballad in the true American tradition, most ably sung. These boys should be watched. **Mercury 71676**

#### BUZZ CLIFFORD

**HELLO, MR. MOONLIGHT** (Greenhaven, ASCAP) (2:43)—**BLUE LAGOON** (Oak, ASCAP) (3:35)—Clifford impresses in his debut here with a warm, sincere style. On top, he handles the melodic tune with class, abetted by a fem chorus. It's strong and could move. Flip, an exotic tune, is again handled with real style. **Columbia 41774**

#### AUSTIN TAYLOR

**A HEART THAT'S TRUE** (Mellin, BMI) (2:04)—**PUSH PUSH** (Mellin, BMI) (2:07)—Taylor displays a strong, showmanly chanting style on "A Heart That's True," a bouncy rhythm item with a fem chorus. The warbler also registers solidly on the flip, a catchy rocker. **Laurie 3067**

### Pop Novelty

#### BILL HERSHEY AND ALMONDS

**YOGI MAN'S BIKINI** (Saxon, BMI) (2:06)—Here's another zany novelty which blends lyric idea of "Bikini" with melody similar to another novelty hit, "Yogi." British-styled narrator is featured along with cute fem bit on "Bikini" sequence. Strong kid appeal. Flip is "Is There a Doctor in the House" (Saxon, BMI) (2:25). **Gulf 27**



## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

#### STEVE LAWRENCE

★★★★ **Going Steady** — ABC - PARAMOUNT 10146—Cute teen-appeal ditty is sung by Lawrence and fem chorus with verve and showmanship. (Almimo, BMI) (2:26)

★★★★ **Come Back, Silly Girl**—Appealing performance by Lawrence on attractive theme with melodic backing. (Aldon, BMI) (2:17)

#### JANE MORGAN

★★★★ **Lord and Master** — KAPP 351—The usually sophisticated canary pulls a slight style switch. A bright reading of a catchy ditty with good lyrics. (J. Stearns Arena, ASCAP) (2:24)

★★★★ **Where's the Boy (I Never Met)**—A cute youthful tune, penned by "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" writers, is accorded a happy thrashing stint. (George Pincus, ASCAP) (2:12)

#### HARVIE JUNE VAN

★★★★ **Johnny Darling** — RCA VICTOR 7778 — A pretty folk-oriented song. The thrush sings it with a fresh voice, to an extremely tasteful backing. Side can get action. (Backwoods, BMI) (2:19)

★★★★ **Little Wooden Man** — The Jimmie Driftwood tune is full of charm, and it has a sprightly arrangement. Discerning jocks will like it. (Warden, BMI) (2:01)

#### BOBBY LUNERO

★★★★ **No More Money** — APT 25043 — Exuberant chanting by Lunero on a lively r.&r. bluesy item. Side has solid, down-to-earth feeling and it merits exposure. (Lou-Vin, BMI) (2:10)

★★★★ **Little Brother Tom** — An amusing r.&r. novelty is sung with showmanly good humor by Lunero and group. Also worth watching. (Lou-Vin, BMI) (2:01)

#### ED TOWNSEND

★★★★ **Stay With Me** — WARNER BROS. 5174 — Fervid chanting by Townsend and chorus on dramatic rockaballad with gospel flavor. Artist's first for label. (Fairway, BMI) (2:23)

★★★★ **I Love Everything About You** — Emotional delivery by Townsend on strong ballad with good chorus backing. Merits exposure. (Fairway, BMI) (2:14)

#### MITCH MILLER

★★★★ **The Zazu Zazu Tree** — COLUMBIA 41789 — Happy old folk tune is wrapped up in bright, bouncy chorus vocal. (Paxton, ASCAP) (2:30)

★★★★ **Sing-Song-Girl** — Toe - tapping march tempo marks this briskly paced reading by the chorus on attractive tune. Spin-nable. (Shapiro-Bernstein, ASCAP) (2:22)

#### DICKY DOO & DON'TS

★★★★ **Pity, Pity** — UNITED ARTISTS

238 — Appealing side with lighthearted, catchy beat, and bright non-lyric chorus work. (Westside, BMI) (1:33)

★★★★ **Teen Scene** — Strong instrumental treatment of bluesy r.&r. ditty with infectious tempo. (Almino, ASCAP) (2:30)

#### JOHNNY JANIS

★★★★ **Gina** — COLUMBIA 41797 — Janis made his TV acting debut, singing this romantic theme on the CBS-TV series "Diagnosis Unknown" last week, which should help sales. Rich warbling style. (Banham, ASCAP) (2:58)

★★★★ **If the Good Lord's Willin'** — Quality vocal by Janis on moving ballad with inspirational-type lyrics. Merits spins. (Windy City, ASCAP) (2:58)

#### FALCONS

★★★★ **Wonderful Love** — UNITED ARTISTS 255 — Moving performance by lead singer on emotional rockaballad with dual market potential. (West-Higgins, BMI) (2:51)

★★★★ **I Love You** — Bouncy rock and roll novelty is wrapped up in personable vocal by lead. (West-Higgins, BMI) (2:16)

#### BOBBY MARTIN

★★★★ **Is It True? (What They Say About Al)** — MAYPOLE 502 — A very strong side for this young thrush, accompanied by Jack Olsen's ork and chorus. Tune is a country-type weeper about war and lost love and Miss Martin sings with a proper gently-sad quality. (David, BMI) (2:42)

★★★ **I'll Wait Forever** — A strong up-tempo version with new English lyrics to the Spanish oldie, "Cielito Lindo." Good wailing vocal job here. (Janson, BMI) (1:50)

#### GLORIA LYNNE

★★★★ **Gypsy Boy** — EVEREST 19367 —Provocative piping by gal on an attractive song with nice backing job by ork and chorus. (Roosevelt, BMI) (2:42)

★★★ **Recommended to Love** — Brightly paced Otis Blackwell tune is handed okay vocal interpretation. Flip has more interest. (Obie, BMI) (2:29)

#### FELIX SLATKIN

★★★★ **Theme From the Sundowners** — LIBERTY 55282 — This pretty instrumental has a lyric violin line contrasting with a rhythm figure and a nice arrangement. (Witmark, ASCAP) (2:20)

★★★ **Gaythers Gone** — A lush violin passage is backed by a modified triplet figure. A chorus adds to the listenable production. (Metric, BMI) (2:15)

#### BOB PERRY

★★★★ **Juke Box** — TOP RANK 2063 — A side with plenty of mood and color. Melody is reminiscent of "It Wasn't God Who Made Honky Tonk Angels." (Marizona BMI) (2:41)

★★★★ **Blue Tears** — Perry chants here with emotional quality, to a simple backing

with strong rhythm figure. (Jamil, BMI) (2:12)

#### ROD LAUREN

★★★★ **One Finger Symphony** — RCA VICTOR 7786 — An attractive reading of the pretty melody. Lauren phrases distinctively here, against a backing of some charm. (Robbins-Fairlane, ASCAP)

★★★ **A Wild Imagination** — Lauren does a pleasantly stylized vocal, with a touch of jazz feeling. (Sequence, ASCAP) (2:24)

#### IVORY JOE JUNTER

★★★★ **It's Love, It's Love, It's Love** — GOLDISC 3010 — Exuberant vocalizing by Hunter and chorus on lively r.&r. item with catchy tempo. (Millhaven-Real Gone, BMI) (2:01)

★★★ **You Satisfy Me Baby** — Hunter packs strong emotional impact into moving rockaballad. (Millhaven-Real Gone, BMI) (2:59)

#### DICK HAYMES

★★★★ **Blue Champagne** — WARWICK 568 — Haymes sings this fine old ballad with the tenderness and warmth for which he has been famous for something like 20 years. Fine jock wax. (Allied, ASCAP)

★★★ **Playboy's Theme** — Up-tempo and lyricized version of the theme song from Playboy magazine's TV show. Both tracks are taken from Haymes' LP "Richard the Lionhearted." (E. H. Morris, ASCAP)

#### BILLY SHERRILL

★★★★ **Like Makin' Love** — MERCURY 71579 — A dynamic-laden side that employs witty variations of nursery rhymes and a strong gospel-like melody. Sherrill is both writer and vocalist. (Tree, BMI) (1:59)

★★★★ **Rules of the Game** — Sherrill, who sings this ballad a bit in the Johnny Ray tradition, acquits himself well. Tune itself has a mysterious quality that could cause some action. Unique feature of both sides is that Sherrill does all instrumental and vocal backgrounds. (Tree, BMI) (2:57)

#### BERNARD BYARS

★★★★ **To Love and Be Loved** — END 1078 — Rockaballad with a triplet arrangement. Chanter sings it with considerable heart, with chick chorus giving the side production quality. (Lloyd-Logan, BMI) (2:13)

★★★ **L Love You** — Song has the touch of material. Byars chants the ballad well, with a bouncy arrangement behind him. (Lloyd-Logan, BMI) (2:18)

#### STEWART ROSE

★★★★ **I Complained** — FELSTED 8606 —Inspirational song, sung with heart. Arrangement initially is simple, featuring guitar; but builds to big ork and chorus. Good deejay side. (Wildwood, BMI) (2:40)

★★★ **That's What a Dream Can Do** — Rose does this ballad in rich legit style, to a big ork backing. (Argo, BMI) (3:10)

#### EDELS

★★★★ **What Brought Us Together** — TAMMY 1010 — Feelingful reading by lead singer and group on emotional rockaballad. Dual market side. (Fiore, BMI) (2:45)

★★★ **Don't Know What to Do** — Fervid warbling stint by lead and group on fast-moving tune with churchy flavor. (Fiore, BMI) (2:30)

#### THE SUBURBANS

★★★★ **Little Bird** — KIP 221 — Interesting minor key theme is accorded highly effective treatment with strong solo stint by lead. Unusual jockey wax. (Ascot-Jolon, ASCAP) (2:46)

★★ **King of Broken Hearts** — Heartfelt chanting by lead warbler and group on okay rockaballad. (Ascot-Jolon, ASCAP) (2:25)



## GOOD SALES POTENTIAL

### POPULAR ★★★

#### GENE VINCENT

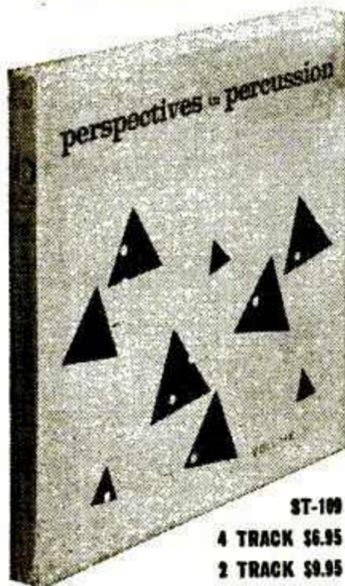
★★★★ **Pistol Packin' Mama** — CAPITOL 4442 — The novelty standard gets a smart go, with the vocal abetted by a bright effort on the part of the horns and other instrumentalists. (Morris, ASCAP)

★★★ **Anna Annabelle** — A bluesy rockabilly side, with considerable funky quality.

(Continued on page 43)

# NOW! HEAR THE DIFFERENCE

- 30 TOP MUSICIANS
- 21 PERCUSSION INSTRUMENTS



ST-109

4 TRACK \$6.95  
2 TRACK \$9.95

an unprecedented offer

## BUY 3.....GET 4!

OFFER EXPIRES SEPT. 30TH, 1960

### BEL CANTO STEREO TAPE

• subsidiary of

Thompson Ramo Wooldridge Inc.

# "SAVANNAH SMITH"

### END RECORDS

1680 Broadway, New York, N. Y.

**JIMMY CLANTON**  
(HIS NEWEST SMASH!)  
**COME BACK**  
b/w  
**WAIT**

**ACE RECORDS**  
2219 West Capital St. Jackson, Miss.

**THE CRESTS**  
JOURNEY OF LOVE  
b/w IF MY HEART COULD  
WRITE A LETTER

Coed #535

**COED RECORDS**  
1619 Broadway New York, N. Y.

**"HOY HOY"**  
by  
**JOHNNY & JACKY**

ANNA #1120  
Out next week. Catchiest lyric of the century. Sound of '60. Dance beat of the decade!

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

# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Walt Breeland, Houston publicity and promotion man, visited radio stations in South Texas over the Labor Day weekend to plug Claude Gray's new gospel release on the "D" label, "Homecoming Heaven" b.w. "When the Light Shines in the Valley. Among the deejays visited were Al Urban and Sonny Sievers at KCTI, Gonzales, Tex., and Charlie Walker at KMAC, San Antonio. He also reports an enjoyable visit with Billy Deaton and Jack Newman, who record for the TNT label. . . . Mark Raymer, of Mark Raymer Enterprises, Houston, and personal manager for Link Davis, infos that the latter's new Allstar release, "Ti Mamou," is starting to move in the New England sector. Raymer is presently on a two-week South American swing in search of new song material.

Hank Snow and the Rainbow Ranch Boys, following their engagement at the Indiana State Fair, Indianapolis, September 7-8, returned to Nashville where Hank this week records his Silver Anniversary Album for RCA Victor. He will also cut several singles on the session. On September 22, Snow and his lads begin a 20-day trek thru Texas, Arizona, New Mexico, California and the Pacific Northwest for the Jim Denny office, Nashville. . . . Pappy Daily and Gabe Tucker, of "D" Records, Houston, are way out in their praise for guitarist Herby Remington's new album, titled "Herby Remington Plays the Steel." They say it's one of the greatest instrumental LP's to hit the fall market, was eight months in the making, with neither time nor money spared in the process.

Peter R. Gisin, of Birsfelden, Switzerland, ardent country music fan and instrumental to a great degree in promoting its influence in Europe, sailed for home last week after completing an 8,000-mile automobile tour of the United States. During his stay in this country, Gisin visited Nashville, where he "caught the Grand Ole Opry" and met many of its stars, and Meridian, Miss., where he spent several days gathering material for a radio program on the late Jimmie Rodgers. In Meridian he was the house guest of Virginia Shine, cousin to Rodgers.

Everett J. Corbin, formerly with The Greenville (S. C.) Piedmont, is the editor of the new monthly music mag, Popular-Country Stars, which makes its bow September 24. First issue will carry features on such Nashville artists as Brenda Lee, Bill Anderson, Webb Pierce, Carl Smith and Faron Young. Subsequent issues will carry features on pop, rock 'n' roll and c.&w. artists. . . . Upcoming "Grand Ole Opry" talent bookings include: Margie Bowes and Don Gibson, Orofino, Idaho, September 16-17; Patsy Cline, Decatur, Ala., September 16; Wilma Lee and Stony Cooper, Galt, Ont., September 16; Orilla, Ont., 17; Platt and Scruggs, London, Ky., September 13; Stanton, Ky., 14; the Louvin Brothers, Spencer, Ia., September 12-17; Ray Price, Orilla, Ont., September 17, and Ernest Tubb, Brooks Air Force Base, Texas, September 16, and Randolph Air Force Base, Texas, 17.

Mississippi Paul Simpkins, veteran platter spinner on 50,000-watt WBAM, Montgomery, Ala., has been signed to emcee a "Grand Ole Opry"

unit to be presented as a free attraction at the South Alabama Fair, Montgomery, October 10-15. Booked thru the Jim Denny office, Nashville, the show will feature Minnie Pearl, Carl Smith, Stonewall Jackson, Red Sovine, Johnny and Jack, Kitty Wells, Bill Phillips and Dottie Sills. On September 3, Simpkins promoted a Wally Fowler all-night sing at the Alabama State Coliseum, Montgomery. With the bill featuring 12 top gospel groups, headed by the Blackwood Brothers and the Statemen, the event attracted some 8,000 ducat buyers. On September 10, Simpkins appeared at the South Alabama Song Festival at Opp, Ala., and October 8-9 he emcees the annual Old Folks' Day Celebration at Crestview, Fla., which will feature the Florida Boys, of Pensacola, Fla., and 12 other groups. Along with his personal appearance and promotion activity, Simpkins is heard six days a week, 5 a.m. until noon, over WBAM. He also works a TV seg in the afternoons.

Odetta, Josh White, Jimmy Driftwood, Cynthia Gooding, Ed McCurdy and a number of leading folk singers from the mountain States area will headline the folk music concert to be presented at Denver Auditorium Arena October 30 under sponsorship of the nonprofit Folk Music Society, of which Hal Neustaedter is president. Gov. Steve McNichols has proclaimed October 24-31 as Colorado Folk Music Week. The purpose of the society, Neustaedter says, is "to generate and maintain interest in our American folk music heritage by sponsoring seminars and concerts, and to provide the Rocky Mountain region an annual folk festival." . . . P. A. Stover was elected president, and Cowboy Howard Vokes, vice-president, of the American Folk Musicians at the organization's recent convention in Lock Haven, Pa. Bud Moore, president the past five years, was named to the executive board. Highlights of the conclave were a jamboree at the State Theater, Lock Haven, and a show and square dance at Hillbilly Haven, near Woolrich, Pa. Kent, Conn., has been selected as next year's convention site. Among the combos participating in the convention shows were Cowboy Howard Vokes and His Country Boys, Triple A Bar Ranch Gang, of Kent, Conn.; the Allegheny Hilltoppers, Clearfield, Pa.; the Ole Time Country Boys, Lewisburg, Pa.; the Circle D Ranch Boys, Milton, Pa.; the Melody Mountaineers, Riverton, Conn., and Ray Wolfe and the Trailblazers, Lock Haven.

## With the Jockeys

Dave Martin, country music host of WESO, Southbridge, Mass., and WORC, 5,000-watter at Worcester, Mass., complains that country music programming is scarce and invites diskeries and artists to send him releases at 23 Walnut Street, Oxford, Mass. . . . Copies of Lefty Frizzell's new Columbia release, "What You Gonna Do, Leroy?" are available by writing to Lefty at Box 47, Woodland Hills, Calif. . . . Bob Woodell has moved his turntables to Station WSHE, Raleigh, N. C. . . . Rocky Bellarmino and Lou M. Ezzo scribble that their "Cross of Stone," with a religious theme, is getting a fair measure of spins on c.&w. stations and that they'd be pleased to cover any deepy who doesn't have a copy. Their address: 509 Belmont Avenue, Brooklyn 7.

# The Billboard HOT C & W SIDES

FOR WEEK ENDING SEPTEMBER 18

TITLE, Artist, Company, Record No.

WEEKS ON CHART

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	ALABAM, Cowboy Copas, Starday 501	11
2	2	2	2	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	28
3	3	5	12	ANYMORE, Roy Drusky, Decca 31109	10
4	4	3	5	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	9
5	6	12	—	(I CAN'T HELP YOU) I'M FALLING TOO, Sheeter Davis, RCA Victor 7767	3
6	9	17	—	HEART TO HEART TALK, Bob Wills and Timmy Duncan, Liberty 55260	4
7	5	4	3	ONE MORE TIME, Ray Price, Columbia 41590	24
8	7	6	6	I KNOW ONE, Jim Reeves, RCA Victor 7756	8
9	10	10	9	MILLER'S CAVE, Hank Snow, RCA Victor 7748	9
10	8	7	10	TIP OF MY FINGERS, Bill Anderson, Decca 31092	13
11	11	14	26	FAR, FAR AWAY, Don Gibson, RCA Victor 7762	6
12	12	—	—	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	2
13	18	—	—	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	2
14	16	11	15	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894	13
15	21	19	21	SECOND HONEYMOON, Johnny Cash, Columbia 41707	4
16	19	—	—	EVERYBODY'S SOMEBODY'S FOOL, Ernest Tubb, Decca 31119	2
17	24	21	19	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	7
18	26	—	—	HOT ROD LINCOLN, Charlie Ryan, Four Star 1733	2
19	23	—	—	CARMEL BY THE SEA, Kitty Wells, Decca 31123	2
20	15	8	4	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	11
21	14	15	18	ABOVE AND BEYOND, Buck Owens, Capitol 4337	28
22	22	22	14	CRUEL LOVE, Lou Smith, KRCO 105	5
23	—	—	—	THIS OLD HOUSE, Wilma Lee and Stony Cooper, Hickory 1126	1
24	20	18	20	LEFT TO RIGHT, Kitty Wells, Decca 31065	22
25	28	24	11	THE LONG WALK, Bill Leatherwood, Country Jubilee 539	10
26	27	16	8	THE PICTURE, Roy Godfrey, Savoy 3021	12
27	—	—	—	DRIFTING TEXAS SAND, Webb Pierce, Decca 3118	1
28	25	20	23	TOO MUCH TO LOSE, Carl Belew, Decca 31086	14
29	13	9	7	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	15
30	—	30	24	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022	16

**SCHOOL DAYS**  
and  
**GONNA BE WAITIN'**

CHARLIE RICH  
Phillips International #3560  
639 Madison Memphis, Tenn.

**GUARANTEED HIT**

**PENNEY PARKER**  
Sings Up A Storm  
**'Heartache Weather'**  
c/w  
**'There's a Big Wheel'**  
#212

Brand New and Hot!

**WHAT A DREAM**  
and  
**BLUES HANG-OVER**

SLIM HARPO  
EXCELLO 2184  
NASHBORO RECORDS  
Nashville, Tenn.

ACTION ALL AREAS!  
Phil Tone #1101  
**"SWEET WORDS OF LOVE"**  
b/w  
**"NO ARMS WILL EVER HOLD YOU"**  
featuring  
TOMMY COOPER

ardco  
Allied Record Distributing Co.  
1041 N. La Palms Ave.  
Hollywood 30, Calif.

# 5 BIG ONES

1. "I'll Learn to Love Again" and "That's Just Alright"  
Little Jr. Parker  
Duke 326

2. "I'll Follow You"  
Little Buck Duke 324

3. "Gonzo" and "Cool Turkey"  
Little James Booker  
Peacock 1697

4. "Listen to Me, Baby" b/w "There"  
Al "TNT" Briggs  
Peacock 1698

5. **New Release**  
Bobby Bland's "Cry, Cry, Cry!" and "I've Been Wrong So Long"  
Duke 327

**DUKE-PEACOCK RECORDS, INC.**  
2809 ERASTUS ST. HOUSTON 26, TEXAS

**A BUY FOR BOXES NIGHT TRAIN and BEGIN THE BEGUINE**  
Vim 505  
**Buddy Lucas Band**  
VIM RECORDS 1619 Broadway N.Y.C.

**A GREAT NEW SINGLE**  
**DION AND THE BELMONTS**  
"In The Still Of The Night"  
LAURIE 3059  
**LAURIE RECORDS, INC.**  
NEW YORK CITY

**JIMMY JONES**  
sings  
**EE-I EE-I OH!**  
K-9076  
**CUB RECORDS**

**"HOY HOY"**  
by **JOHNNY & JACKY**  
ANNA #1120  
Out next week. Catchiest lyric of the century. Sound of '60. Dance beat of the decade!

**ON THE CHART**  
**"THE LONG WALK" #539**  
Bill Leatherwood  
Rosetta/Teardrops Fall Again #541  
Richard Morris  
**COUNTRY JUBILEE RECORDS**  
Demorest, Ga.

**SAY YOU SAW IT IN THE BILLBOARD!**

## Reviews of New Pop Records

Continued from page 41

The movement is slow and relaxed, and honking horns give a good assist. (Central Songs, BMI)

**STERLING REED**  
\*\*\* *Western Union Story* — CG 5002 — One in the line of saga songs. This tells the story on Western Union, from the early 1860's. (CG, BMI) (2:25)

\*\*\* *Roamin'* — A pleasant melody gets a good go, with a well-marked rhythm figure. (Rugby, BMI) (2:15)

**RONNIE SARAZEN**  
\*\*\* *Try Not to Think About the Girl* — ROULETTE 4275 — A smartly turned lyric gets a strong vocal, with a chick chorus in the background. Instrumentation is hip, and there's a strong rhythm figure. (Sequence, ASCAP) (1:55)

\*\*\* *Confession of Love* — A ballad with a big sound. Arrangement behind the chanter includes lush strings and a voicing for chorus. (Sequence, ASCAP) (2:23)

**BROTHER SISTERS**  
\*\*\* *Strawberry Shortcake* — MERCURY 71678 — A bouncy item with lyric of considerable novelty value. Slanted for the teen trade. (Paul-Sam, ASCAP) (1:59)

\*\*\* *Crystal Ball* — A romantic melody, with the lyric invoking the aid of the crystal ball to foresee the future. It's a pretty side. (Randolph, ASCAP) (2:17)

**VILAS CRAIG**  
\*\*\* *You Know How* — CUCA 2120 — Craig has a good, clear, singing style that comes thru to good effect here. This ballad has to do with the happy circumstance of love appreciated. (Kirschstein, BMI) (2:37)

\*\*\* *Little Miss Mary* — A strong rocking side that shows off the talents of the Vi-Counts along with Craig's singing. Could grab a good bit of coin with proper distribution. (Kirschstein, BMI) (2:18)

**EDDIE HEYWOOD**  
\*\*\* *Jalousie* — MERCURY 71685 — A straightforward instrumental reading of the Spanish oldie by pianist Heywood and trio. (Harms, ASCAP) (2:17)

\*\*\* *Cheek to Cheek* — This evergreen gets a nice jumping interpretation by Heywood, who shows off his well-known style to good advantage. Both sides are from his album, "Eddie Heywood at the Piano." (Berlin, ASCAP) (2:35)

**JERRY WRIGHT**  
\*\*\* *Show Me the Way to Go Home* — DECCA 31147 — Relaxed, bluesy reading of the oldie with catchy backing. Merits spins. (Campbell-Connelly, ASCAP) (2:11)

\*\*\* *My Baby She Don't Love Me* — Melodic multi-track vocal stint on a haunting folksy theme. (Bloor-Calaban, BMI) (2:35)

**LES ELGART ORK**  
\*\*\* *The Mar Cha Cha* — COLUMBIA 41778 — Elgart's crew offers a catchy instrumental treatment of danceable Latin theme. Good jockey wax. (Winneton, BMI) (2:48)

\*\*\* *Voo Doo Drums* — Exotic jungle-flavored theme is wrapped up in effective ork arrangement with sultry tempo. Spinable. (Aldon, BMI) (2:40)

**LES (CARROT TOP) ANDERSON**  
\*\*\* *Johnny Sorrow* — CROSBY 1 — Expressive chanting by Anderson on a plaintive folksy theme. (Hilder, BMI) (2:00)

\*\*\* *Brenda Lee* — Anderson laments his lost love in gentle, folk-flavored fashion. Fact that gal's name is same as current hit-maker could help pull some play. (Hilder, BMI) (2:10)

**BOBBY DAY**  
\*\*\* *Undecided* — RENDEZVOUS 130 — Bobby belts the lyric with verve and a group of chicks yell the response. (Little Darlin', BMI) (2:10)

\*\*\* *Teenage Philosopher* — An exuberant rocker slanted for the teeners. Chanter takes it on himself to give chicks some advice. (Rene, ASCAP) (2:35)

**VARETTA DILLARD**  
\*\*\* *Teaser* — CUB 9073 — A solid rocker, with the gal handling the vocal in exuberant style, against fancy fiddle and chorus backing. Good arrangement, and a good return to disks for the gal, after a considerable absence. (Sito, BMI) (1:55)

\*\*\* *I Know I'm Good for You* — A slow ballad done in straight style with nary a trace of the rock. Pleasant vocalizing stint, with the flip holding more interest. (Music Hall, ASCAP) (2:25)

**FRANKIE LAINE**  
\*\*\* *Here She Comes Now* — COLUMBIA 41787 — An interesting bouncer sung neatly by Laine with unusual rhythmic effects. (Morris, ASCAP) (2:54)

\*\*\* *Kisses That Shake the World* — "Fever"-ish material but with more involved backing, that could prove to be an action item for Frankie. (Melo-Art, ASCAP)

**PAULETTE SISTERS**  
\*\*\* *I Was Yours* — RIBBON 6914 — Close harmony by the girls kicks this one off well. Tune has to do with getting that second chance. This is an answer to "You Are Mine." (Dara-Good Songs, BMI) (1:52)

\*\*\* *Poor Me* — Country-like material by the girls gets a good reading here. Vocal chorus also abets the proceedings. (Trinda, ASCAP) (2:50)

**FELICE BRYANT**  
\*\*\* *We Could* — HICKORY 1127 — A well-phrased lyric and a good melody line to this ballad. The chanter is the noted writer. (Acuff-Rose, BMI) (2:42)

\*\*\* *Completely* — A sensitive ballad, sung by the thrush with sultry voice. Backing is big, with chorus and violins. (Acuff-Rose, BMI) (1:57)

**WILLIS SISTERS**  
\*\*\* *Do I Worry* — CAMEO 180 — The oldie gets a bright arrangement with interesting violin figures. Chicks have a fresh vocal sound. (Melody Lane, BMI) (2:03)

\*\*\* *A Little Bit Older* — Side has a touch of charm, due to poetic touch in the lyric, and pleasant vocal. (Mayland-Renown, BMI) (2:16)

**LESLIE UGGAMS**  
\*\*\* *Love Is Like a Violin* — COLUMBIA 41798 — The young thrush sings this beautiful ballad side with warmth and conviction. Good deejay wax. (Chappell, ASCAP) (2:37)

\*\*\* *Inherit the Wind* — Another lovely ballad by Miss Uggams with the same fine backing. (Raphael, ASCAP) (2:53)

**THE ELIGIBLES**  
\*\*\* *East of West Berlin* — CAPITOL 4409 — Concertina and mandolin lend a Continental charm to this three-quarter-time ballad about overseas love. (Pine Ridge, ASCAP) (2:12)

\*\*\* *Young Is My Lover* — The group here is in fine voice in a sentimental mood, telling about young love, again in three-quarter time. (Miller, ASCAP) (2:18)

**ROGER MILLER**  
\*\*\* *You Don't Want My Love* — RCA VICTOR 7776 — An uncommon side. Tune has a ranchero touch, and is country-oriented in lyric idea. Arrangement contains a smartly worked out rhythm figure. Watch it. (Tree, BMI) (1:59)

\*\*\* *Footprints in the Snow* — Another strong one. He found his darling when the snow was on the ground. This idea gets a simple, telling arrangement. (Tree, BMI) (2:38)

**SCOTTY MCKAY**  
\*\*\* *Let the Good Times Roll* — ACE 603 — The tune associated with Shirley and Lee gets a good performance; but, unlike the original, a chick's voice doesn't answer the male vocal. (Aladdin-Atlantic, BMI)

\*\*\* *Little Liza Jane* — The decibel quotient of this r.&r. version of the oldie is high and it makes for excitement, with a lot going on simultaneously. (Ace, BMI)

**FORD EAGLIN**  
\*\*\* *By the Water* — IMPERIAL 5692 — Fervid chanting by Eaglin on strong blues with dual market potential. (Reeve, BMI) (2:35)

\*\*\* *That Certain Door* — Eaglin shouts sincerely on moving r.&r. bluesy theme. Another dual market side. (Commodore, BMI) (1:53)

**HEARTS**  
\*\*\* *It's Unbelievable* — CHANCELLOR 1057 — Effective rockballad is sung with poignancy by the lead and group. (Rambled-Wingate, BMI) (2:07)

\*\*\* *On My Honor* — Feelingful reading by lead chanter and the group on a heart-felt rockballad. (Gilt, BMI) (2:03)

**EDDIE COOLEY**  
\*\*\* *Priscilla* — ROULETTE 4272 — A tasteful version of the old rocker, belted out by Cooley in big-voiced fashion. A  
(Continued on page 57)

**A NEW COASTERS SMASH!**

**SHOPPIN' FOR CLOTHES**

and  
**THE SNAKE AND THE BOOK WORM**  
ATCO 6178  
Produced by Leiber and Stoller

**ATCO** 157 W. 57th Street  
New York 19, N. Y.

Bob Heller, Philly's Flying Record Dist. Co., Essex Records of Newark, N. J., and Yankee Distributors of New York City state it's a WINNER!

**"BANJO ROCK"**  
**Patty & Peter (The Banjo Kids)**  
b/w "Snuffy Smiff" #4002  
Personal Mgt.: Lloyd La Brie, Inc.  
Distributors: Several territories available. Write  
**BONNIE BRAE RECORDS** 179 Oldham Road, Wayne, N. J.  
(Phone: MULberry 3-9293)

**LP'S**  
**\$2.47-\$3.10-\$3.71**  
1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (HUMBOLDT 6-5204)  
6920 S. HALSTED, CHICAGO 21, ILLINOIS (RADCLIFFE 3-3144)  
**SINGER ONE STOP**  
45's-65's Free Strips

**THE ORIGINAL SMASH! A GAS OF A RECORD!**  
**'YOGI MAN'S BIKINI'**  
BILL HERSHEY & HIS ALMONDS Gulf #027  
**AMY RECORDS, 1650 Broadway** New York, N. Y.

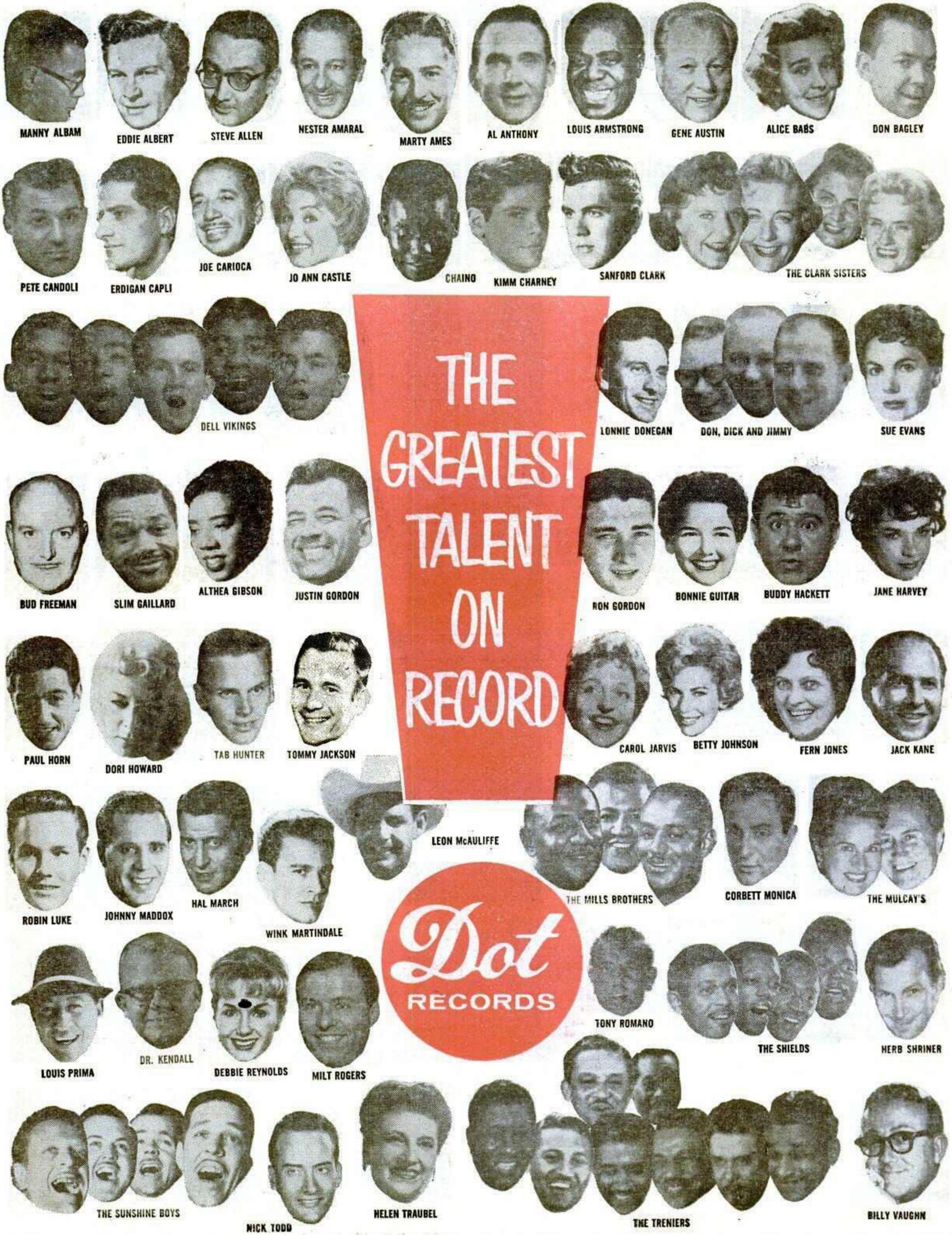
**NATIONAL RECORD PROMOTION**  
**PIE IN THE SKY?**

Record promoters can promise you the sky, that's their business. It's our business, too; but rather than talk promises, we prefer facts . . . AND THE FACTS ARE:

THE MORTY WAX NATIONAL PROMOTION NETWORK is the industry's largest and most experienced promotion organization. Covering all major areas of the U.S., we are a co-ordinated field force of successful independent record promotion men PERSONALLY calling on DJs in their local territories. Working closely with local distributors, sales and promotion departments, we GUARANTEE maximum exposure for all your material and touring artists.

**THE MORTY WAX NATIONAL PROMOTION NETWORK**  
Operating in: New York, Chicago, Los Angeles, Boston, Cleveland, Miami, San Francisco, Columbus, Dallas, Detroit, Connecticut.  
1697 Broadway, New York 19, New York Circle 7-2159

A Partial List of Clients Includes:  
Olympia Distributors (Disneyland Records)  
Golden Crest Records  
Kitty Kallen, Sammy Kaye  
Capitol Records  
Ideal Distributors, NYC  
Action Distributors, NYC  
Castle Sisters, Irvin Drake  
Triple X Records  
Panorama Records  
Buddy Kaye  
Vanguard Records  
Lee Castle and  
The Jimmy Dorsey Ork  
Musidisc Int'l Records



THE  
GREATEST  
TALENT  
ON  
RECORD



MANNY ALBAM    EDDIE ALBERT    STEVE ALLEN    NESTER AMARAL    MARTY AMES    AL ANTHONY    LOUIS ARMSTRONG    GENE AUSTIN    ALICE BABS    DON BAGLEY

PETE CANDOLI    ERDIGAN CAPLI    JOE CARIOCA    JO ANN CASTLE    CHAINO    KIMM CHARNEY    SANFORD CLARK    THE CLARK SISTERS

DELL VIKINGS

BUD FREEMAN    SLIM GAILLARD    ALTHEA GIBSON    JUSTIN GORDON    RON GORDON    BONNIE GUITAR    BUDDY HACKETT    JANE HARVEY

PAUL HORN    DORI HOWARD    TAB HUNTER    TOMMY JACKSON    CAROL JARVIS    BETTY JOHNSON    FERN JONES    JACK KANE

ROBIN LUKE    JOHNNY MADDOX    HAL MARCH    WINK MARTINDALE    LEON MCAULIFFE    THE MILLS BROTHERS    CORBETT MONICA    THE MULCAY'S

LOUIS PRIMA    DR. KENDALL    DEBBIE REYNOLDS    MILT ROGERS    TONY ROMANO    THE SHIELDS    HERB SHRINER

THE SUNSHINE BOYS    NICK TODD    HELEN TRAUBEL    THE TRENTERS    BILLY VAUGHN

"THE NATION'S BEST SELLING RECORDS"

# Mr. Dealer: This is it!



## 1960 FALL CATALOG PROGRAM

Purchased Now Through October 15

**BUY NOW TAKE 6 MONTHS TO PAY**  
**ON A**  
**100% RETURN GUARANTEE**  
**(NOT EXCHANGE)**

*here's how  
it works:*



- 1 Select from the entire Dot catalog of LP and EP record albums, *including current releases.*
- 2 Order from your distributor no later than October 15.
- 3 Take 6 months to pay. Pay 1/6 each month for six months. First payment due in October.
- 4 Guaranteed 100% returnable—*not exchange*, but *full cash refund* on all merchandise purchased under this plan.
- 5 Merchandise cannot be returned until end of dated billing period.

**ORDER NOW! — OFFER POSITIVELY EXPIRES OCTOBER 15, 1960**

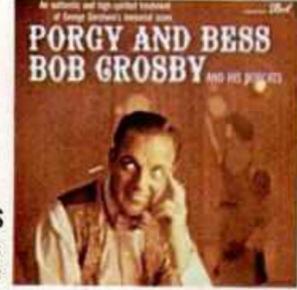
—————> **COMPLETE LIST** ———>  
**OF Dot RECORDS LONG PLAY & EXTENDED PLAY ALBUMS**

**The Billboard**

**MONAURAL & STEREO** ———>



**PETITE FLEUR**  
Bob Crosby and His Bobcats  
(Stereo) DLP-25170 (Mono) DLP-3170



**PORGY AND BESS**  
Bob Crosby and His Bobcats  
(Stereo) DLP-25193 (Mono) DLP-3193



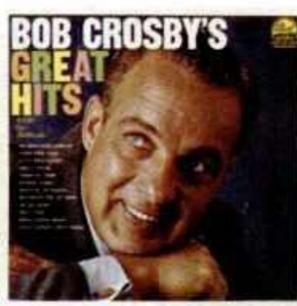
**IRON FLOREN ACCORDION CONCERT**  
Myron Floren  
(Stereo) DLP-25315 (Mono) DLP-3315



**THE FONTANE SISTERS SING**  
The Fontane Sisters  
(Mono) DLP-3004



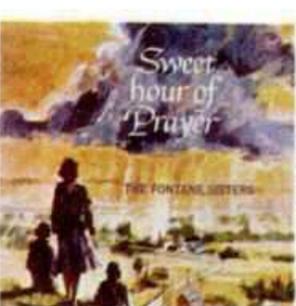
**WHAT'S MY LINE**  
John Daly, moderator  
(Mono) DLP-3153



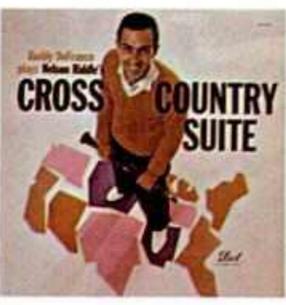
**BOB CROSBY'S GREAT HITS**  
Bob Crosby  
(Stereo) DLP-25278 (Mono) DLP-3278



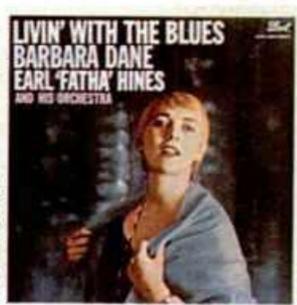
**A VISIT WITH THE FONTANE SISTERS**  
Fontane Sisters  
(Mono) DLP-3042



**SWEET HOUR OF PRAYER**  
The Fontane Sisters  
(Stereo) DLP-25294 (Mono) DLP-3294



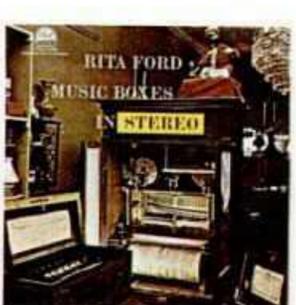
**CROSS COUNTRY SUITE**  
Buddy De Franco  
(Stereo) DLP-29006 (Mono) DLP-9006



**BARBARA DANE LIVIN' WITH THE BLUES**  
Barbara Dane With Earl 'Fatha' Hines and His Orch.  
(Stereo) DLP-25177 (Mono) DLP-3177



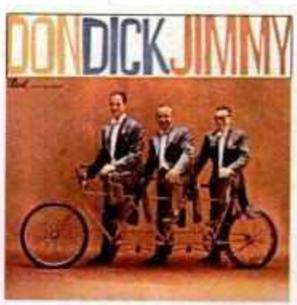
**BILL FRAWLEY SINGS THE OLD ONES**  
Bill Frawley  
(Mono) DLP-3061



**RITA FORD MUSIC BOXES**  
Rita Ford  
(Stereo) DLP-25236 (Mono) DLP-3236



**LONNIE DONEGAN**  
Lonnie Donegan  
(Mono) DLP-3159



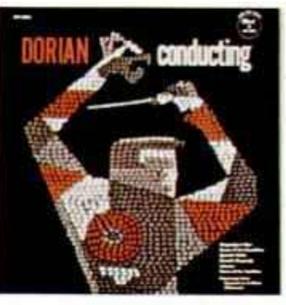
**DON, DICK & JIMMY**  
(Mono) DLP-3152



**MIDNIGHT SESSION**  
Bud Freeman, Mary Mulligan  
(Stereo) DLP-25254 (Mono) DLP-3254



**BUD FREEMAN AND HIS SUMMA CUM LAUDE TRIO**  
Bud Freeman  
(Mono) DLP-3166



**DORIAN CONDUCTING**  
Charles Dorian and His Orch.  
(Mono) DLP-3036



**A FLASH OF STRINGS**  
Charles Dorian and His Orch.  
(Mono) DLP-3021



**MUSIC, SWEET WITH A BEAT**  
Jan Garber and His Orch.  
(Mono) DLP-3014



**SLIM GAILLARD RIDES AGAIN**  
Slim Gaillard  
(Stereo) DLP-25190 (Mono) DLP-3190



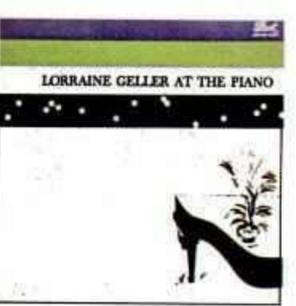
**RAGTIME PIANO GAL**  
Jo Ann Castle  
(Mono) DLP-3217



**CALENDAR SKETCHES**  
Charles Dorian and His Orch.  
(Mono) DLP-3046



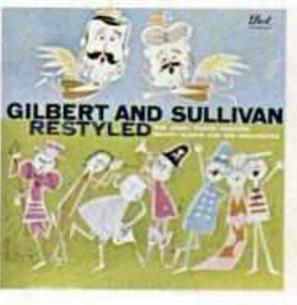
**ALTHEA GIBSON SINGS**  
Althea Gibson  
(Stereo) DLP-25105 (Mono) DLP-3105



**LORRAINE GELLER AT THE PIANO**  
Lorraine Geller  
(Mono) DLP-3174



**FIELDS & DREAMS**  
Frank Fields and His Orch.  
(Mono) DLP-3089



**GILBERT & SULLIVAN RESTYLED**  
Jerry Duane Singers and Manny Albam Orch.  
(Stereo) DLP-25172 (Mono) DLP-3172



**JUSTIN GORDON SWINGS**  
Justin Gordon  
(Stereo) DLP-25214 (Mono) DLP-3214



**AT THE FOGATA**  
Arturo Javier Gonzales and The Ensemble  
(Mono) DLP-3255



**LET'S HAVE A PARTY**  
Irving Fields  
(Stereo) DLP-25311 (Mono) DLP-3311



**SWEET SUE EVANS**  
Sue Evans  
(Mono) DLP-3102



**MOONLIGHT AND SHADOWS**  
Bonnie Guitar  
(Stereo) DLP-25069 (Mono) DLP-3069



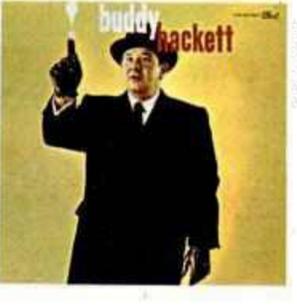
**LONESOME ROVER**  
Ron Gordon  
(Stereo) DLP-25256 (Mono) DLP-3256



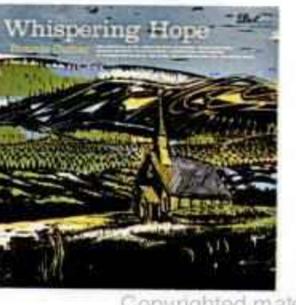
**KITTEN ON THE KEYS**  
Jack Fina  
(Stereo) DLP-25268 (Mono) DLP-3268



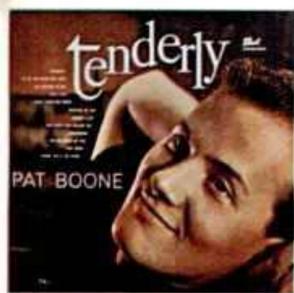
**JACK FINA PLAYS BOOGIE WOOGIE**  
Jack Fina  
(Stereo) DLP-25243 (Mono) DLP-3243



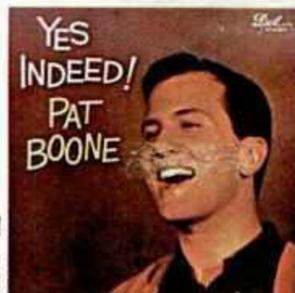
**BUDDY HACKETT**  
Buddy Hackett  
(Mono) DLP-3169



**WHISPERING HOPE**  
Bonnie Guitar  
(Stereo) DLP-25151 (Mono) DLP-3151



**TENDERLY**  
Pat Boone  
(Stereo) DLP-25180 (Mono) DLP-3180



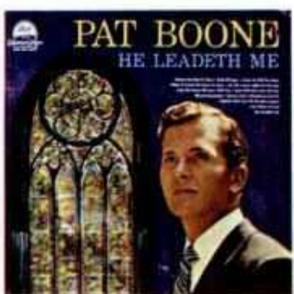
**YES INDEED!**  
Pat Boone  
(Stereo) DLP-25121 (Mono) DLP-3121



**RAGTIME PIANO GAL**  
Jo Ann Castle  
(Stereo) DLP-25249 (Mono) DLP-3249



**BRAZILIANA**  
Joe Carioca and Nester Amaral with the Kings of Samba  
(Mono) DLP-3231



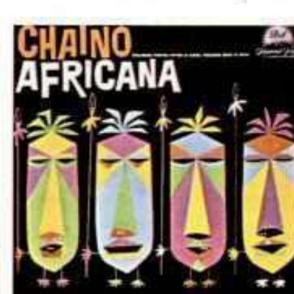
**HE LEADETH ME**  
Pat Boone  
(Stereo) DLP-25234 (Mono) DLP-3234



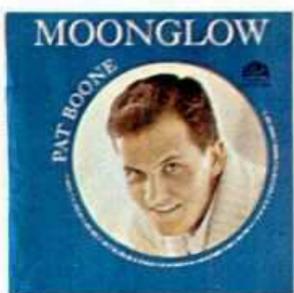
**SIDE BY SIDE**  
Pat & Shirley Boone  
(Stereo) DLP-25199 (Mono) DLP-3199



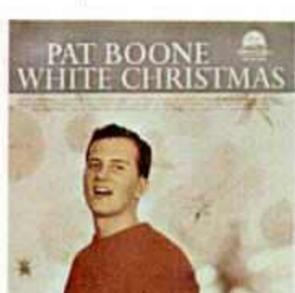
**A MUSICAL SETTING FOR TWO MIDNIGHTERS**  
Andre Chante  
(Mono) DLP-3019



**CHAINO AFRICANA**  
Chaino  
(Stereo) DLP-25240 (Mono) DLP-3240



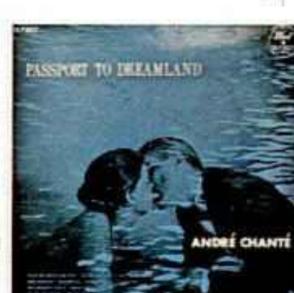
**MOONGLOW**  
Pat Boone  
(Stereo) DLP-25270 (Mono) DLP-3270



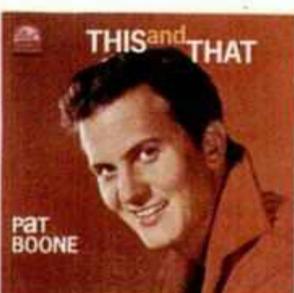
**WHITE CHRISTMAS**  
Pat Boone  
(Stereo) DLP-25222 (Mono) DLP-3222



**SING SING SING!**  
The Clark Sisters  
(Mono) DLP-3104



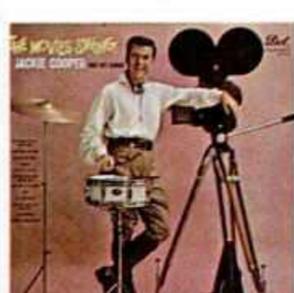
**PASSPORT TO DREAMLAND**  
Andre Chante  
(Mono) DLP-3022



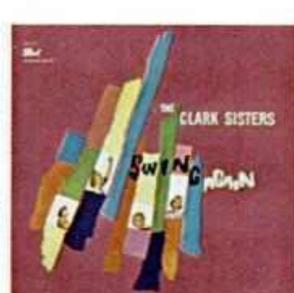
**THIS AND THAT**  
Pat Boone  
(Stereo) DLP-25225 (Mono) DLP-3225



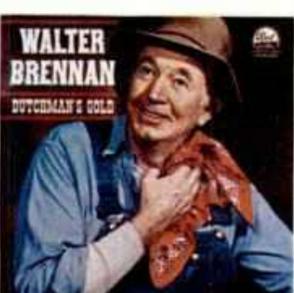
**PAT'S GREAT HITS VOL. II**  
Pat Boone With Billy Vaughn Orch. and Chorus  
(Stereo) DLP-25261 (Mono) DLP-3261



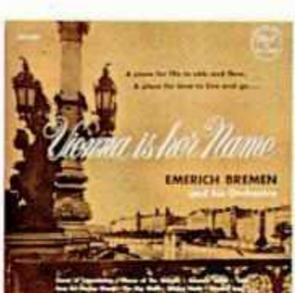
**THE MOVIES SWING**  
Jackie Cooper and His Combo  
(Stereo) DLP-25146 (Mono) DLP-3146



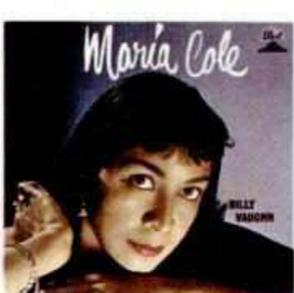
**THE CLARK SISTERS SWING AGAIN!**  
The Clark Sisters  
(Stereo) DLP-25137 (Mono) DLP-3137



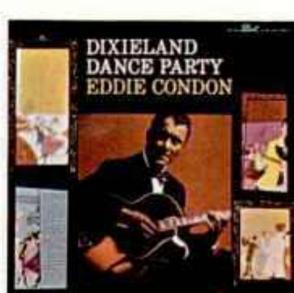
**DUTCHMAN'S GOLD**  
Walter Brennan  
(Stereo) DLP-25309 (Mono) DLP-3309



**VIENNA IS HER NAME**  
Emerich Bremen Orch.  
(Mono) DLP-3035



**MARIA COLE**  
(Stereo) DLP-25291 (Mono) DLP-3291



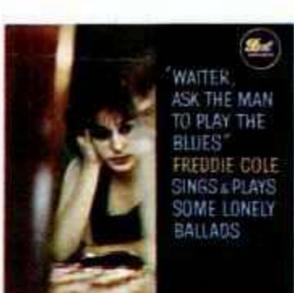
**DIXIELAND DANCE PARTY**  
Eddie Condon  
(Stereo) DLP-25141 (Mono) DLP-3141



**AMERICA'S GREATEST JAZZ**  
Rusty Bryant & The Carolyn Club Band  
(Mono) DLP-3006



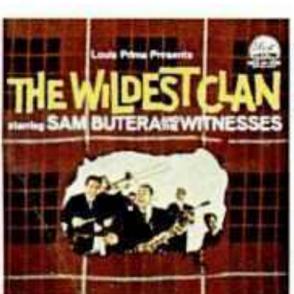
**RUSTY BRYANT PLAYS JAZZ**  
Rusty Bryant  
(Stereo) DLP-25079 (Mono) DLP-3079



**WAITER, ASK THE MAN TO PLAY THE BLUES**  
Freddie Cole  
(Stereo) DLP-25316 (Mono) DLP-3316



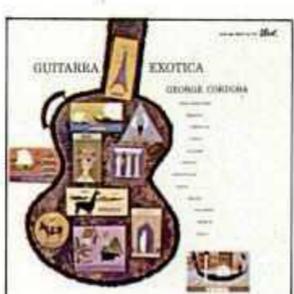
**MARLENE CORD**  
Marlene Cord  
(Mono) DLP-3081



**THE WILDEST CLAN**  
Sam Butera and The Witnesses  
(Stereo) DLP-25272 (Mono) DLP-3272



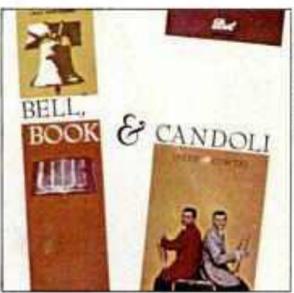
**THE RAT RACE**  
Sam Butera and The Witnesses  
(Stereo) DLP-25306 (Mono) DLP-3306



**GUITARRA EXOTICA**  
George Cordoba  
(Mono) DLP-3134



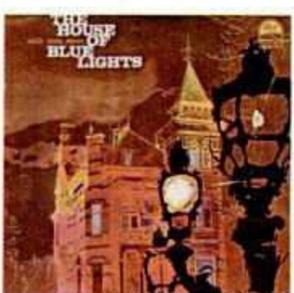
**DON'S GREAT HITS**  
Don Cornell  
(Stereo) DLP-25160 (Mono) DLP-3160



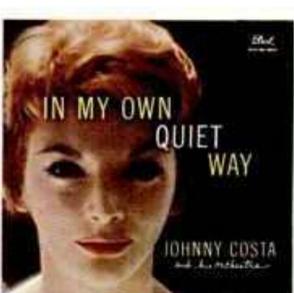
**BELL, BOOK AND CANDOLI**  
Pete and Conte Candoli  
(Stereo) DLP-25168 (Mono) DLP-3168



**THE BROTHERS CANDOLI**  
Pete and Conte Candoli  
(Mono) DLP-3062



**THE HOUSE OF BLUE LIGHTS**  
Eddie Costa  
(Stereo) DLP-25206 (Mono) DLP-3206



**IN MY OWN QUIET WAY**  
Johnny Costa and His Orch.  
(Stereo) DLP-25167 (Mono) DLP-3167



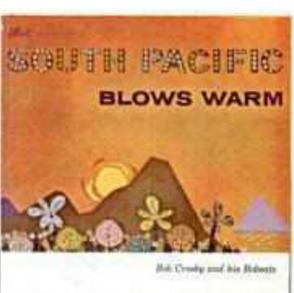
**PIANO PASHA**  
Erdogan Capli  
(Mono) DLP-3215



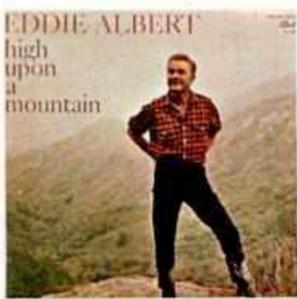
**MOONSTRUCK**  
John Cacavas & His Orch.  
(Stereo) DLP-25269 (Mono) DLP-3269



**THE FAMED SONGS OF NOEL COWARD AND IVOR NOVELLO**  
Noel Coward and Ivor Novello  
(Mono) DLP-3047



**SOUTH PACIFIC BLOWS WARM**  
Bob Crosby and His Bobcats  
(Stereo) DLP-25136 (Mono) DLP-3136



**HIGH UPON A MOUNTAIN**  
Eddie Albert  
(Stereo) DLP-25109 (Mono) DLP-3109

**JAZZ NEW YORK**  
Manny Albam and His Jazz Greats  
(Stereo) DLP-29004 (Mono) DLP-9004



**THE SOFT SELL**  
Don Bagley  
(Stereo) DLP-29007 (Mono) DLP-9007

**GALLERY—VINCENT PRICE**  
Paul Baron Conducts The Orchestra  
Dei Concerti Di Roma  
(Stereo) DLP-25195 (Mono) DLP-3195



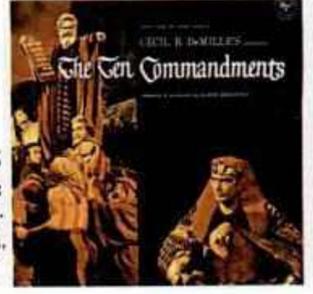
**AROUND THE WORLD**  
Steve Allen and His Orch.  
(Stereo) DLP-25150 (Mono) DLP-3150

**STEVE'S SONGS**  
Manny Albam and His Jazz Greats  
(Stereo) DLP-29008 (Mono) DLP-9008



**THE SOUND OF SPEED**  
Paul Baron Conducts The Orchestra  
Dei Concerti Di Roma  
(Stereo) DLP-25123 (Mono) DLP-3123

**THE TEN COMMANDMENTS**  
Elmer Bernstein Conducts The Music  
From The Sound Track of Cecil B.  
DeMille's Production of  
"The Ten Commandments."  
(Mono) DLP-3054



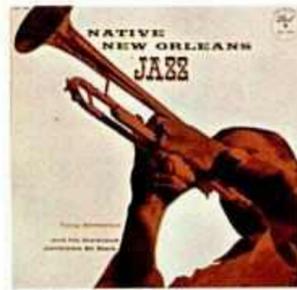
**STEVE ALLEN PLAYS**  
Steve Allen  
(Stereo) DLP-25161 (Mono) DLP-3161

**THE NINA, THE PINTA AND  
THE SANTA MARIA**  
Eddie Albert and Joanne Gilbert  
(Stereo) DLP-29009 (Mono) DLP-9009



**ORGAN FESTIVAL**  
Eddie Baxter  
(Stereo) DLP-25277 (Mono) DLP-3277

**LOVE SCENE**  
Elmer Bernstein  
(Stereo) DLP-25097 (Mono) DLP-3097



**NATIVE NEW ORLEANS JAZZ**  
Tony Almerico and His Dixieland  
Jamboree All Stars  
(Mono) DLP-3009

**AND ALL THAT JAZZ**  
Steve Allen  
(Stereo) DLP-25194 (Mono) DLP-3194



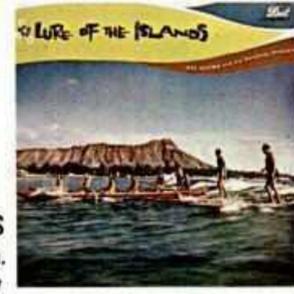
**DESIRE UNDER THE ELMS**  
Elmer Bernstein Conducting  
(The Paramount Pictures Sound  
Track)  
(Mono) DLP-3095

**PROFILE: SPAIN**  
Mary Louise Boehm, Kees Kooper  
(Mono) DLP-3040



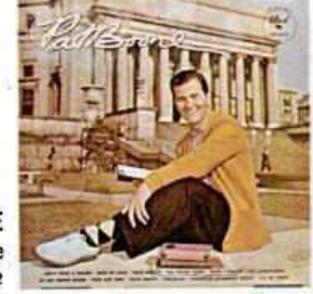
**SING AROUND THE  
BANDSTAND**  
Marty Ames Orch. and Chorus  
(Stereo) DLP-25203 (Mono) DLP-3203

**LURE OF THE ISLANDS**  
Hal Aloma and His Hawaiian Orch.  
(Stereo) DLP-25057 (Mono) DLP-3057



**BACKGROUNDS FOR BRANDO**  
Elmer Bernstein  
(Stereo) DLP-25107 (Mono) DLP-3107

**PAT BOONE**  
Pat Boone  
(Mono) DLP-3012



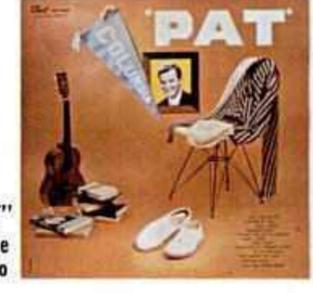
**SPANISH AFFAIR**  
Daniele Amfitheatrof Conducting  
(From Paramount Pictures Sound  
Track)  
(Mono) DLP-3078

**SWEET LEILANI**  
Hal Aloma and His Hawaiian Orch.  
(Stereo) DLP-25228 (Mono) DLP-3228



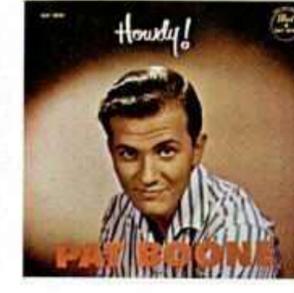
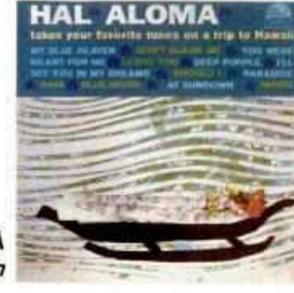
**ORGAN HUES IN HI-FI**  
Al Bollington at the Conn Organ  
(Stereo) DLP-25110 (Mono) DLP-3110

**"PAT"**  
Pat Boone  
(Mono) DLP-3050



**GENE AUSTIN'S GREAT HITS**  
Gene Austin  
(Stereo) DLP-25300 (Mono) DLP-3300

**HAL ALOMA**  
(Stereo) DLP-25287 (Mono) DLP-3287



**HOWDY!**  
Pat Boone  
(Mono) DLP-3030

**HYMNS WE LOVE**  
Pat Boone  
(Stereo) DLP-25068 (Mono) DLP-3068



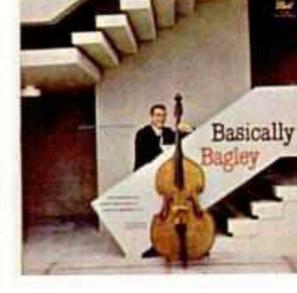
**WHEN THE CHILDREN  
ARE ASLEEP**  
Alice Babs and Ulrik Neumann  
(Mono) DLP-3128

**AL ANTHONY PLAYS FOR  
TWO KINDS OF LOVE**  
Al Anthony  
(Mono) DLP-3056



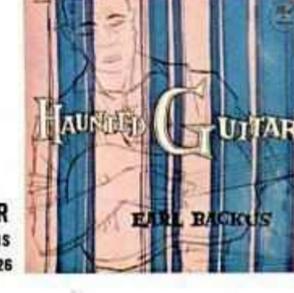
**PAT BOONE SINGS  
IRVING BERLIN**  
Pat Boone  
(Stereo) DLP-25077 (Mono) DLP-3077

**PAT'S GREAT HITS**  
Pat Boone  
(Stereo) DLP-25071 (Mono) DLP-3071



**BASICALLY BAGLEY**  
Don Bagley, Shelly Mann  
(Stereo) DLP-25070 (Mono) DLP-3070

**HAUNTED GUITAR**  
Earl Backus  
(Mono) DLP-3026



**STAR DUST**  
Pat Boone with Billy Vaughn Orch.  
and Chorus  
(Stereo) DLP-25118 (Mono) DLP-3118

**APRIL LOVE**  
Pat Boone and Shirley Jones  
(Mono) DLP-9000





**THE LITTLE DRUMMER BOY**  
Jack Halloran Singers  
(Stereo) DLP-25233 (Mono) DLP-3233



**SONGS FOR AN OLD FASHIONED GIRL**  
Jack Halloran Singers  
(Mono) DLP-3065



**SINGING A HAPPY SONG**  
Fern Jones  
(Mono) DLP-3219



**SQUARE DANCE TONIGHT**  
Tommy Jackson  
(Mono) DLP-3085



**LEAVE IT TO JANE!**  
Jane Harvey  
(Stereo) DLP-25185 (Mono) DLP-3185



**SPARKLING STRINGS**  
Bruce Hamilton and His London Society Orch.  
(Mono) DLP-3037



**THE FIVE PENNIES**  
Danny Kaye and Louis Armstrong  
(Stereo) DLP-29500 (Mono) DLP-9500



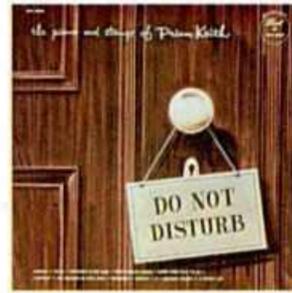
**HARMONICA MAGIC**  
Gene Jimae and His Harmonicas  
(Mono) DLP-3013



**PLAYTIME IN HAVANA**  
Orquesta Tropicana Directed by George Hernandez and Johnny Martinez  
(Mono) DLP-3242



**CUBAN FIREWORKS**  
George Hernandez Orch., Lita Baron, Bobby Ramos  
(Stereo) DLP-25179 (Mono) DLP-3179



**DO NOT DISTURB**  
Piano and Strings of Priam Keith  
(Mono) DLP-3020



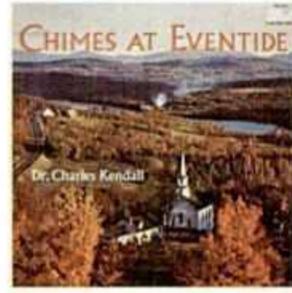
**JACK KANE SALUTES THE COMICS**  
Jack Kane  
(Stereo) DLP-25143 (Mono) DLP-3143



**TOPS IN POPS**  
The Hilltoppers  
(Mono) DLP-3003



**MOST HAPPY ORGAN**  
Milt Herth  
(Stereo) DLP-25226 (Mono) DLP-3226



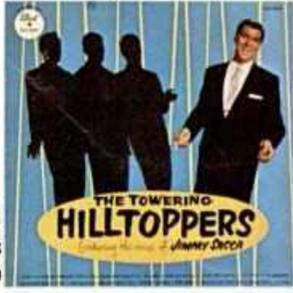
**CHIMES AT EVENTIDE**  
Dr. Charles S. Kendall  
(Mono) DLP-3124



**SWINGING SCOTS**  
Johnny Keating and His All Stars  
(Mono) DLP-3066



**LOVE IN BLOOM**  
The Hilltoppers  
(Mono) DLP-3073



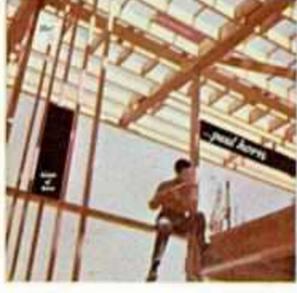
**THE TOWERING HILLTOPPERS**  
The Hilltoppers  
(Mono) DLP-3029



**CHRISTMAS CHIMES**  
Dr. Charles S. Kendall  
(Mono) DLP-3083



**WHEN THE LIGHTS ARE LOW**  
Piano and Strings of Priam Keith  
(Mono) DLP-3018



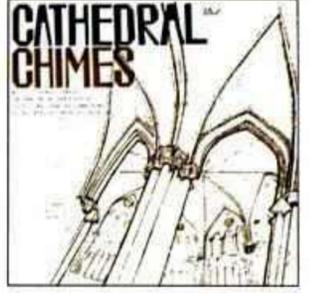
**HOUSE OF HORN**  
Paul Horn  
(Mono) DLP-3091



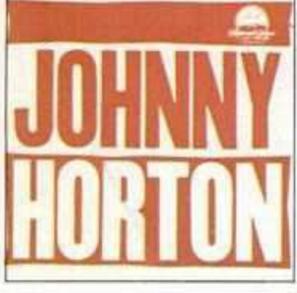
**IT'S DARK ON OBSERVATORY HILL**  
The Honeydreamers  
(Stereo) DLP-25175 (Mono) DLP-3175



**WEDDING CHIMES**  
Dr. Charles S. Kendall  
(Stereo) DLP-25187 (Mono) DLP-3187



**CATHEDRAL CHIMES**  
Dr. Charles S. Kendall  
(Mono) DLP-3101



**JOHNNY HORTON**  
Johnny Horton  
(Mono) DLP-3221



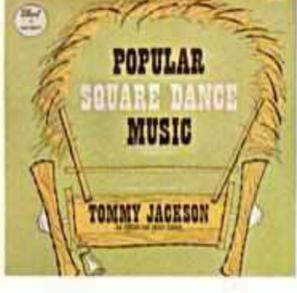
**PLENTY OF HORN**  
Paul Horn  
(Stereo) DLP-29002 (Mono) DLP-9002



**CHIMES OF PRAISE**  
Dr. Charles S. Kendall  
(Stereo) DLP-25227 (Mono) DLP-3227



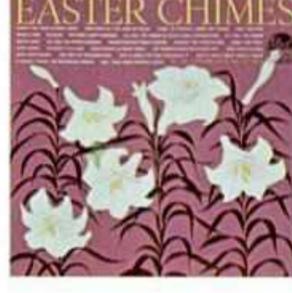
**CHIMES OF FAITH**  
Dr. Charles S. Kendall  
(Mono) DLP-3129



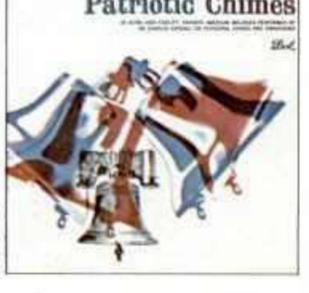
**POPULAR SQUARE DANCE MUSIC—Without Calls**  
Tommy Jackson, His Fiddlers and Guitar Pickers  
(Mono) DLP-3015



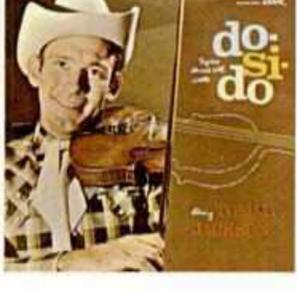
**DORI HOWARD SINGS**  
Dori Howard With The Don Elliott and Eddie Costa Quintets  
(Mono) DLP-3230



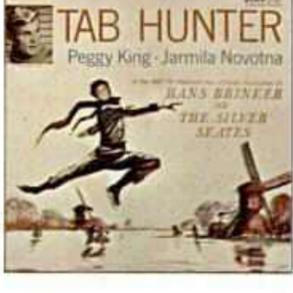
**EASTER CHIMES**  
Dr. Charles S. Kendall  
(Stereo) DLP-25271 (Mono) DLP-3271



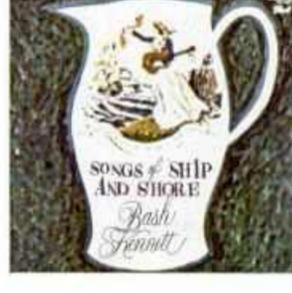
**PATRIOTIC CHIMES**  
Dr. Charles S. Kendall  
(Stereo) DLP-25202 (Mono) DLP-3202



**DO-SI-DO**  
Tommy Jackson  
(Mono) DLP-3163



**TAB HUNTER**  
Tab Hunter with Peggy King, Jarmila Novotna  
(Mono) DLP-9001



**SONGS OF SHIP AND SHORE**  
Bash Kennett  
(Mono) DLP3127



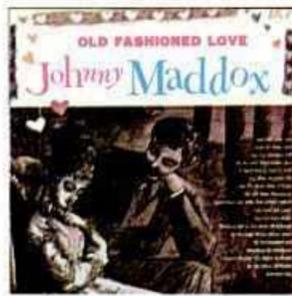
**ORGAN AND CHIMES**  
Dr. Charles S. Kendall  
(Stereo) DLP-25225 (Mono) DLP-3225



**IN A DIM CAFE**  
Kritchmar and His Violin  
(Mono) DLP-3025



**10 YEARS OF GREAT HITS**  
Snooky Lanson  
(Stereo) DLP-25279 (Mono) DLP-3279



**OLD FASHIONED LOVE**  
Johnny Maddox  
(Stereo) DLP-25198 (Mono) DLP-3198



**DIXIELAND BLUES**  
Johnny Maddox  
(Stereo) DLP-25131 (Mono) DLP-3131



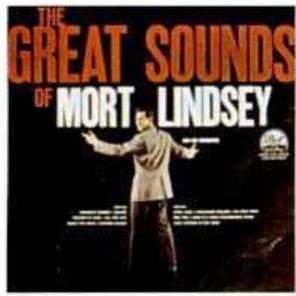
**AND BABY MAKES THREE**  
Dr. John Kruglick  
(Mono) DLP-3144



**THE LENNON SISTERS SING  
TWELVE GREAT HITS**  
(Stereo) DLP-25292 (Mono) DLP-3292



**JOHNNY MADDOX PRESENTS  
THE WORLD'S GREATEST  
PIANO ROLLS**  
Johnny Maddox  
(Stereo) DLP-25321 (Mono) DLP-3321  
**JOHNNY MADDOX PLAYS MORE  
MILLION SELLERS**  
Johnny Maddox  
(Stereo) DLP-25314 (Mono) DLP-3314



**THE GREAT SOUNDS OF  
MORT LINDSEY**  
Mort Lindsey  
(Stereo) DLP-25273 (Mono) DLP-3273



**AN ORGAN AND MORT LINDSEY**  
Mort Lindsey  
(Mono) DLP-3027



**CRAZY OTTO PIANO**  
Johnny Maddox  
(Stereo) DLP-25289 (Mono) DLP-3289



**DECK OF CARDS**  
Wink Martindale  
(Stereo) DLP-25245 (Mono) DLP-3245



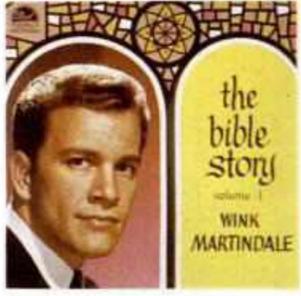
**SONGS THEY SING BEHIND  
THE GREEN DOOR**  
Jim Lowe  
(Mono) DLP-3051



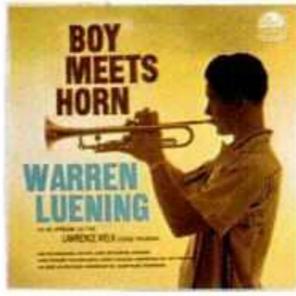
**BOPPIN'**  
Al Lombardy and His Orch.  
(Mono) DLP-3007



**WHEN ONLY THE MEMORY  
REMAINS**  
Roger Massenet at The Piano with  
Priam Keith and His Orch.  
(Mono) DLP-3032



**THE BIBLE STORY**  
Wink Martindale  
(Stereo) DLP-25293 (Mono) DLP-3293



**BOY MEETS HORN**  
Warren Luening  
(Stereo) DLP-25283 (Mono) DLP-3283



**WICKED WOMEN**  
Jim Lowe  
(Mono) DLP-3114



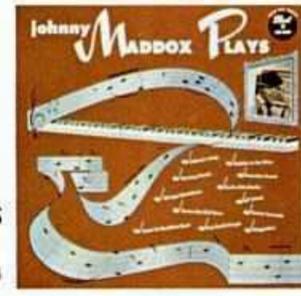
**SILVER JUBILEE**  
Don McNeill's Breakfast Club  
(Mono) DLP-3116



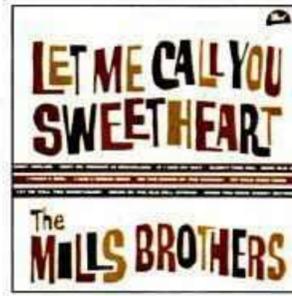
**TAKE OFF**  
Leon McAuliff and His Cimarron Boys  
(Mono) DLP-3139



**RAGTIME MELODIES**  
Johnny Maddox  
(Mono) DLP-3000



**JOHNNY MADDOX PLAYS**  
Johnny Maddox  
(Mono) DLP-3005



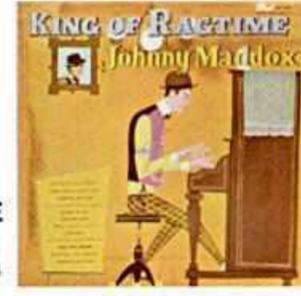
**LET ME CALL YOU  
SWEETHEART**  
The Mills Brothers  
(Stereo) DLP-25208 (Mono) DLP-3208



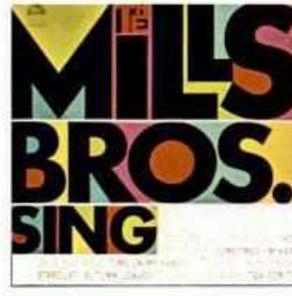
**MMM... THE MILLS  
BROTHERS**  
The Mills Brothers  
(Stereo) DLP-25103 (Mono) DLP-3103



**TAP DANCE RHYTHM**  
Johnny Maddox At The Piano  
(Mono) DLP-3008



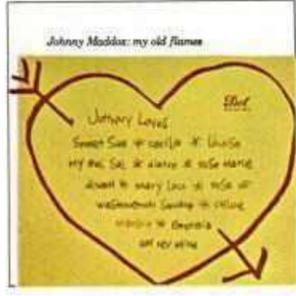
**KING OF RAGTIME**  
Johnny Maddox  
(Mono) DLP-3044



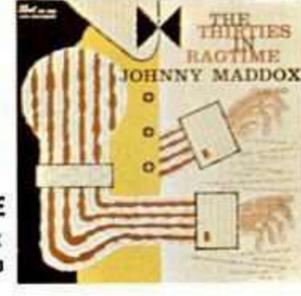
**THE MILLS BROS. SING**  
The Mills Brothers  
(Stereo) DLP-25237 (Mono) DLP-3237



**MERRY CHRISTMAS**  
The Mills Brothers  
(Stereo) DLP-25232 (Mono) DLP-3232



**MY OLD FLAMES**  
Johnny Maddox  
(Mono) DLP-3067



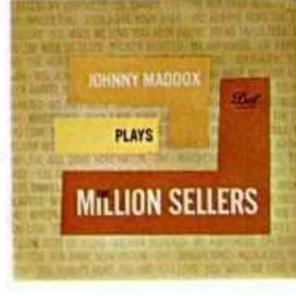
**THE THIRTIES IN RAGTIME**  
Johnny Maddox  
(Mono) DLP-3063



**THE MILLS BROTHERS—  
Great Hits Vol. 2**  
(Stereo) DLP-25308 (Mono) DLP-3308



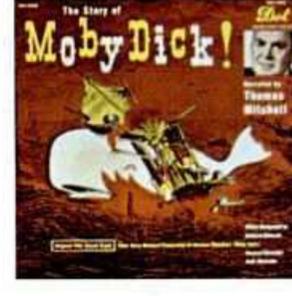
**THE MILLS BROTHERS  
GREAT HITS**  
The Mills Brothers  
(Stereo) DLP-25157 (Mono) DLP-3157



**JOHNNY MADDOX PLAYS  
THE MILLION SELLERS**  
Johnny Maddox  
(Stereo) DLP-25122 (Mono) DLP-3122



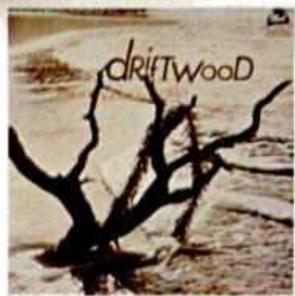
**RAGTIME PIANO 1917-18**  
Johnny Maddox  
(Stereo) DLP-25108 (Mono) DLP-3108



**THE STORY OF MOBY DICK**  
Thomas Mitchell, Narrator  
(Mono) DLP-3043



**HAPPY DAYS**  
The Mulcays  
(Mono) DLP-3133



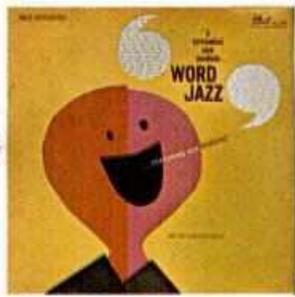
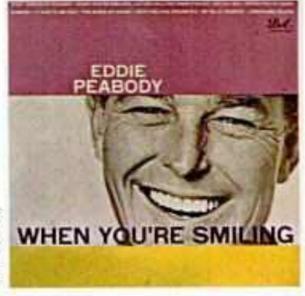
**DRIFTWOOD**  
The Jimmy Namaro Trio  
(Stereo) DLP-25246 (Mono) DLP-3246

**SING THE FOLK HITS WITH JACK NARZ**  
Jack Narz  
(Stereo) DLP-25244 (Mono) DLP-3244



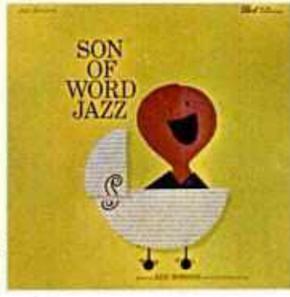
**EDDIE PEABODY PLAYS**  
Eddie Peabody  
(Stereo) DLP-25211 (Mono) DLP-3211

**WHEN YOU'RE SMILING**  
Eddie Peabody  
(Stereo) DLP-25155 (Mono) DLP-3155



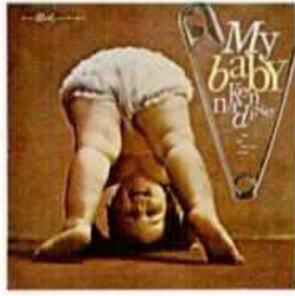
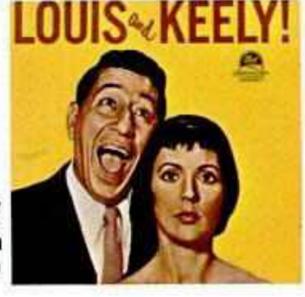
**WORD JAZZ**  
Ken Nordine & The Fred Katz Group  
(Mono) DLP-3075

**SON OF WORD JAZZ**  
Ken Nordine  
(Stereo) DLP-25096 (Mono) DLP-3096



**BE MY LOVE**  
Keely Smith  
(Stereo) DLP-25241 (Mono) DLP-3241

**LOUIS AND KEELY**  
Louis Prima & Keely Smith  
(Stereo) DLP-25210 (Mono) DLP-3210



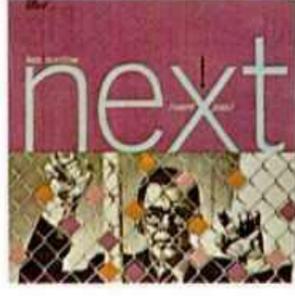
**MY BABY**  
Ken Nordine & The Fred Katz Group  
(Mono) DLP-3142

**LOVE WORDS**  
Ken Nordine  
(Stereo) DLP-25115 (Mono) DLP-3115



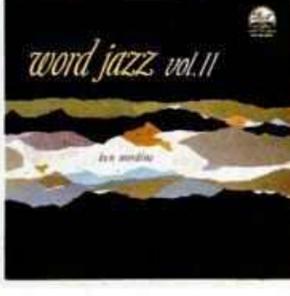
**TOGETHER**  
Louis Prima & Keely Smith  
(Stereo) DLP-25263 (Mono) DLP-3263

**LOUIS PRIMA—HIS GREATEST HITS**  
Louis Prima  
(Stereo) DLP-25262 (Mono) DLP-3262



**NEXT**  
Ken Nordine  
(Stereo) DLP-25196 (Mono) DLP-3196

**WORD JAZZ VOL. II**  
Ken Nordine  
(Stereo) DLP-25301 (Mono) DLP-3301



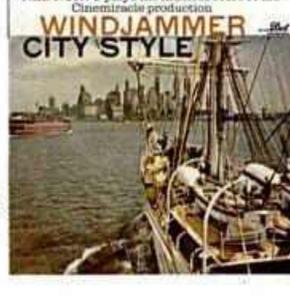
**SWING, YOU LOVERS**  
Keely Smith  
(Stereo) DLP-25265 (Mono) DLP-3265

**PRETTY MUSIC—PRIMA STYLE**  
Louis Prima  
(Stereo) DLP-25264 (Mono) DLP-3264



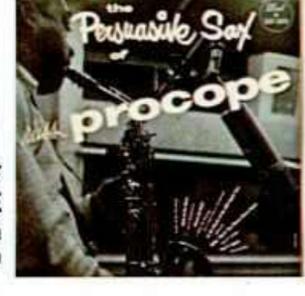
**SENTIMENTAL SY**  
Sy Oliver  
(Stereo) DLP-25132 (Mono) DLP-3132

**WINDJAMMER CITY STYLE**  
Red Norvo  
(Stereo) DLP-25126 (Mono) DLP-3126



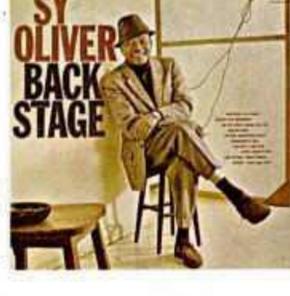
**RANGER ANDY**  
Ranger Andy  
(Mono) DLP-3028

**THE PERSUASIVE SAX OF RUSS PROCOPE**  
Russ Procope  
(Mono) DLP-3010



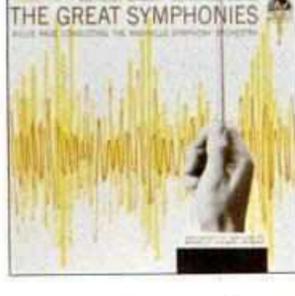
**PAGE 14**  
Bill Page  
(Mono) DLP-3125

**SY OLIVER BACK STAGE**  
Sy Oliver  
(Stereo) DLP-25184 (Mono) DLP-3184



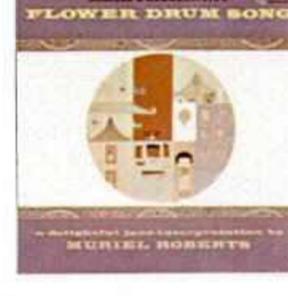
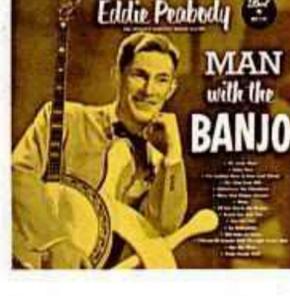
**FINE AND DANDY**  
Debbie Reynolds  
(Stereo) DLP-25298 (Mono) DLP-3298

**DEBBIE**  
Debbie Reynolds  
(Stereo) DLP-25191 (Mono) DLP-3191



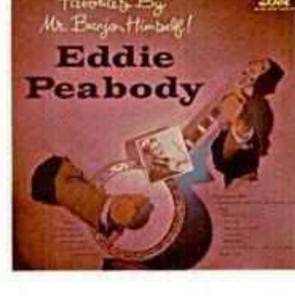
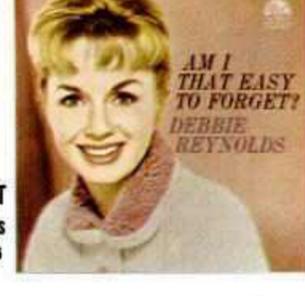
**THEMES FROM THE GREAT SYMPHONIES**  
Willis Page Conducting The Nashville Symphony Orchestra  
(Stereo) DLP-25307 (Mono) DLP-3307

**MAN WITH THE BANJO**  
Eddie Peabody  
(Mono) DLP- 110



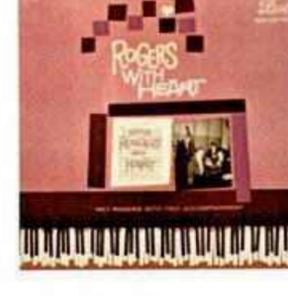
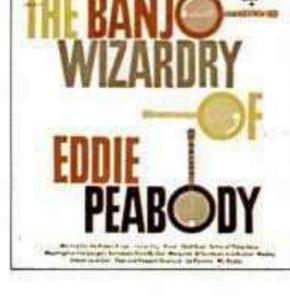
**FLOWER DRUM SONG**  
Muriel Roberts  
(Mono) DLP-3173

**AM I THAT EASY TO FORGET**  
Debbie Reynolds  
(Stereo) DLP-25295 (Mono) DLP-3295



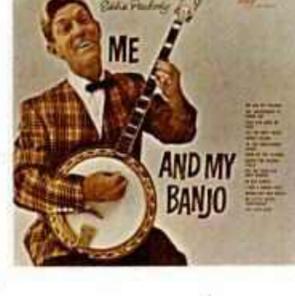
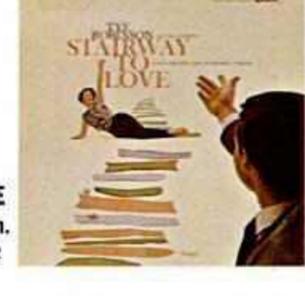
**FAVORITES BY MR. BANJO, HIMSELF**  
Eddie Peabody  
(Mono) DLP-3052

**THE BANJO WIZARDRY OF EDDIE PEABODY**  
Eddie Peabody  
(Mono) DLP-3023



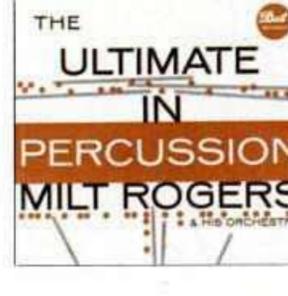
**ROGERS WITH HEART**  
Milt Rogers with Trio  
(Mono) DLP-3055

**STAIRWAY TO LOVE**  
Tye Robinson & Orch.  
(Stereo) DLP-25192 (Mono) DLP-3192



**ME AND MY BANJO**  
Eddie Peabody  
(Mono) DLP-3112

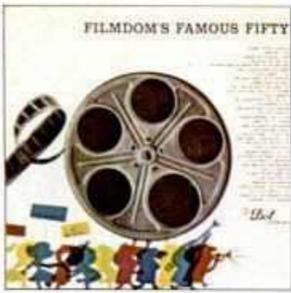
**PEABODY PARADE**  
Eddie Peabody  
(Mono) DLP-3080



**THE ULTIMATE IN PERCUSSION**  
Milt Rogers And His Orchestra  
(Stereo) DLP-25319 (Mono) DLP-3319

**A MOONLIGHT AFFAIR**  
Tony Romano  
(Mono) DLP-3130





**FILMDOM'S FAMOUS FIFTY**  
Billy Rowland & Trio  
(Mono) DLP-3106

**SOFT SOUNDS FROM THE SOUTH SEAS**  
The Royal Tahitians  
(Stereo) DLP-25305 (Mono) DLP-3305



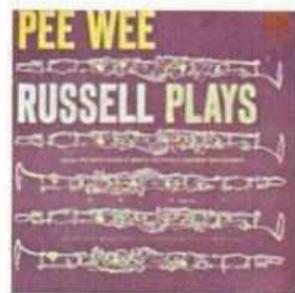
**OVER THE RAINBOW**  
Dodie Stevens  
(Stereo) DLP-25323 (Mono) DLP-3323

**JASMINE AND JADE**  
Axel Stordahl And His Orchestra  
(Stereo) DLP-25282 (Mono) DLP-3282



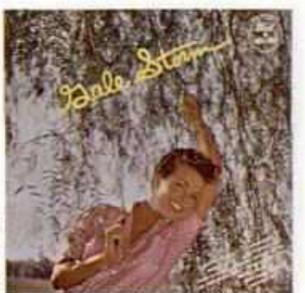
**TO SOOTHE THE SAVAGE**  
Babe Russin's Tenor Sax and Strings  
(Stereo) DLP-25060 (Mono) DLP-3060

**PEE WEE RUSSELL PLAYS**  
Pee Wee Russell  
(Stereo) DLP-25253 (Mono) DLP-3253



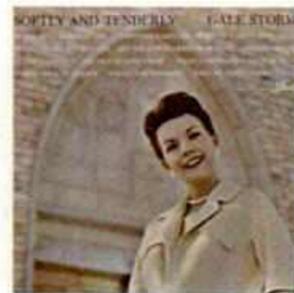
**SENTIMENTAL ME**  
Gale Storm  
(Mono) DLP-3017

**GALE STORM**  
Gale Storm  
(Mono) DLP-3011



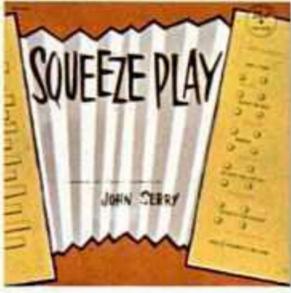
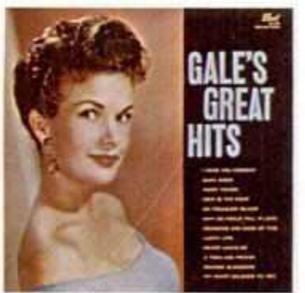
**IT STARTED IN NAPLES**  
Carlo Savina  
(Stereo) DLP-25324 (Mono) DLP-3324

**MEDITERRANEAN CRUISE**  
Domenico Savino Orch.  
(Mono) DLP-3117



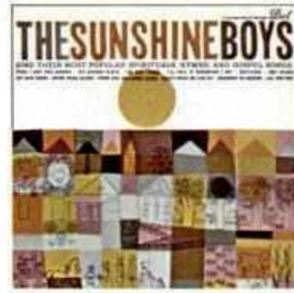
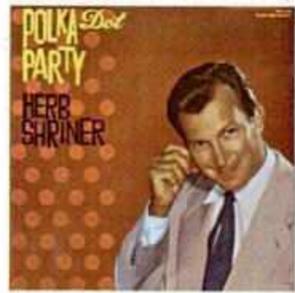
**SOFTLY AND TENDERLY**  
Gale Storm  
(Stereo) DLP-25197 (Mono) DLP-3197

**GALE'S GREAT HITS**  
Gale Storm  
(Mono) DLP-3098



**SQUEEZE PLAY**  
John Serry Accordion  
(Mono) DLP-3024

**POLKA DOT PARTY**  
Herb Shriner  
(Mono) DLP-3149



**THE SUNSHINE BOYS**  
The Sunshine Boys  
(Mono) DLP-3093

**GALE STORM SINGS**  
Gale Storm  
(Mono) DLP-3209



**THE LIGHT FANTASTIC**  
Beasley Smith and Orch.  
(Mono) DLP-3088

**THE MASTERS WRITE JAZZ**  
Leo Smit at Piano  
(Mono) DLP-3111



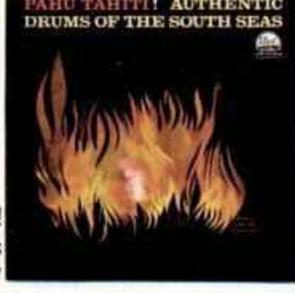
**HELEN TRAUBEL**  
Helen Traubel with Milton Rogers  
Orch. and Chorus  
(Mono) DLP-3058

**SING UNTO HIM**  
The Sunshine Boys  
(Mono) DLP-3189



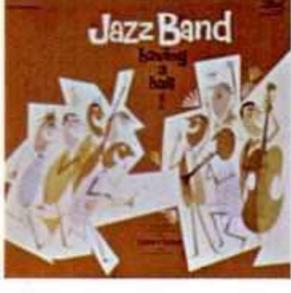
**THE LION ROARS**  
Willie 'The Lion' Smith  
(Mono) DLP-3094

**PAHU TAHITI!**  
The South Sea Champion Drummers  
(Stereo) DLP-25297 (Mono) DLP-3297



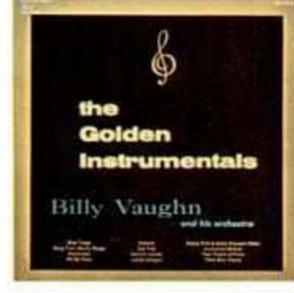
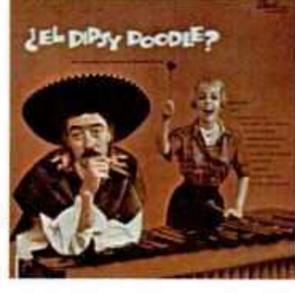
**SWEET MUSIC AND MEMORIES**  
Billy Vaughn and His Orch.  
(Mono) DLP-3001

**THE TRENTERS SOUVENIR ALBUM**  
The Treniers  
(Mono) DLP-3257



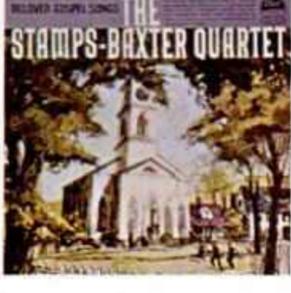
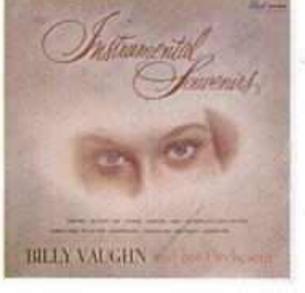
**JAZZ BAND HAVING A BALL**  
Larry Sonn and Orch.  
(Stereo) DLP-29005 (Mono) DLP-9005

**EL DIPSY DOODLE**  
Harold Spina  
(Stereo) DLP-25090 (Mono) DLP-3090



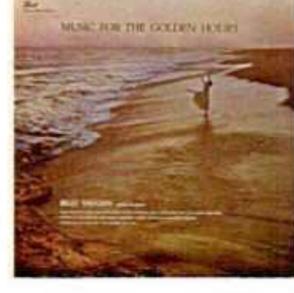
**THE GOLDEN INSTRUMENTALS**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25016 (Mono) DLP-3016

**INSTRUMENTAL SOUVENIRS**  
Billy Vaughn and His Orch.  
(Mono) DLP-3045



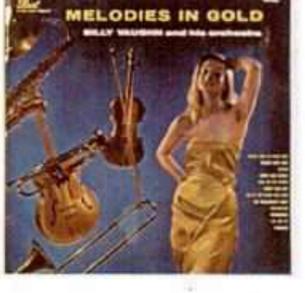
**THE STAMPS-BAXTER QUARTET**  
Stamps-Baxter Quartet  
(Mono) DLP-3258

**THIS CAT REALLY BLOWS**  
Dick Stabile And His Orchestra  
(Stereo) DLP-25286 (Mono) DLP-3286



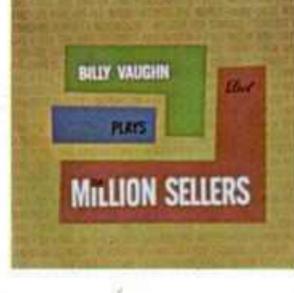
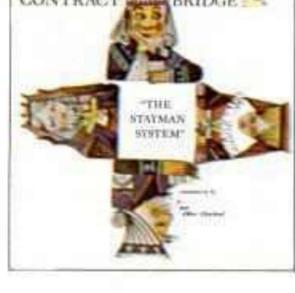
**MUSIC FOR THE GOLDEN HOURS**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25086 (Mono) DLP-3086

**MELODIES IN GOLD**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25064 (Mono) DLP-3064



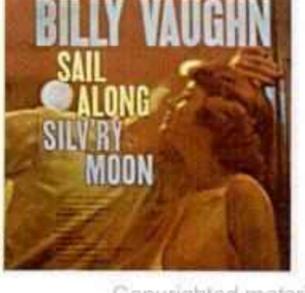
**DODIE STEVENS**  
Dodie Stevens  
(Stereo) DLP-25212 (Mono) DLP-3212

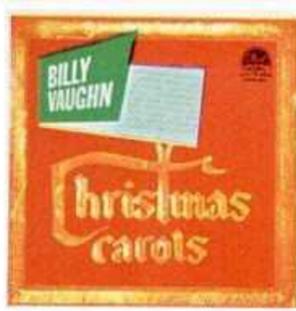
**CONTRACT BRIDGE—THE STAYMAN SYSTEM**  
Samuel Stayman  
(Mono) DLP-9010



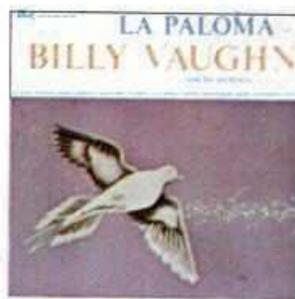
**BILLY VAUGHN PLAYS THE MILLION SELLERS**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25119 (Mono) DLP-3119

**SAIL ALONG SILV'RY MOON**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25100 (Mono) DLP-3100





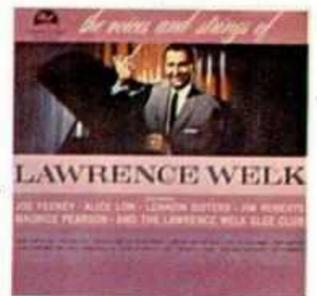
**CHRISTMAS CAROLS**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25148 (Mono) DLP-3148



**LA PALOMA**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25140 (Mono) DLP-3140



**MR. MUSIC MAKER**  
Lawrence Welk  
(Stereo) DLP-25164 (Mono) DLP-3164



**VOICES AND STRINGS OF LAWRENCE WELK**  
Lawrence Welk  
(Stereo) DLP-25200 (Mono) DLP-3200



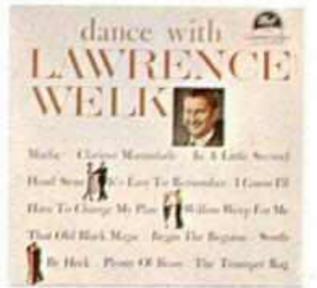
**BLUE HAWAII**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25165 (Mono) DLP-3165



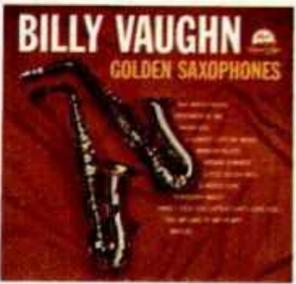
**BILLY VAUGHN PLAYS**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25156 (Mono) DLP-3156



**LAWRENCE WELK GLEE CLUB**  
Lawrence Welk  
(Stereo) DLP-25218 (Mono) DLP-3218



**DANCE WITH LAWRENCE WELK**  
Lawrence Welk  
(Stereo) DLP-25224 (Mono) DLP-3224



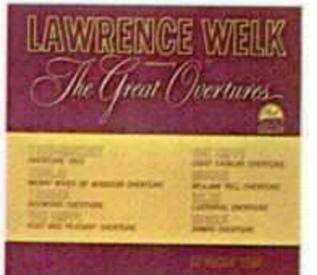
**GOLDEN SAXOPHONES**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25205 (Mono) DLP-3205



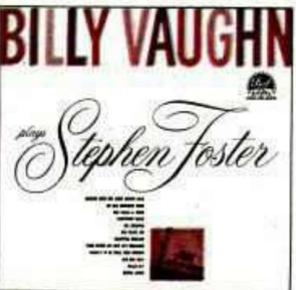
**GOLDEN HITS**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25201 (Mono) DLP-3201



**GREAT AMERICAN COMPOSERS**  
Lawrence Welk  
(Stereo) DLP-25238 (Mono) DLP-3238



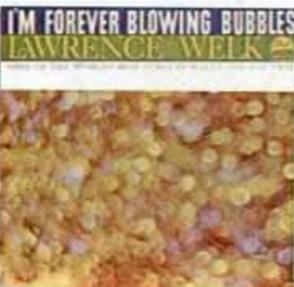
**THE GREAT OVERTURES IN DANCE TIME**  
Lawrence Welk  
(Stereo) DLP-25247 (Mono) DLP-3247



**BILLY VAUGHN PLAYS STEPHEN FOSTER**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25260 (Mono) DLP-3260



**THE BIG 100**  
Billy Vaughn and His Orch.  
(Stereo) DLP-30500 (Mono) DLP-10500



**I'M FOREVER BLOWING BUBBLES**  
Lawrence Welk  
(Stereo) DLP-25248 (Mono) DLP-3248



**SONGS OF THE ISLANDS**  
Lawrence Welk, Featuring Buddy Merrill  
(Stereo) DLP-25251 (Mono) DLP-3251



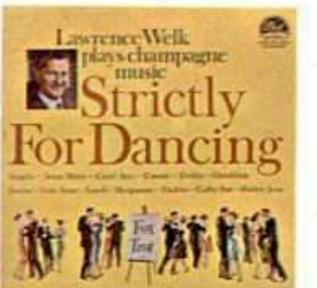
**THEME FROM A SUMMER PLACE AND OTHER GREAT THEMES**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25276 (Mono) DLP-3276



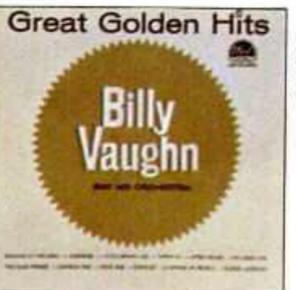
**LINGER AWHILE**  
Billy Vaughn and His Orch.  
(Stereo) DLP-25275 (Mono) DLP-3275



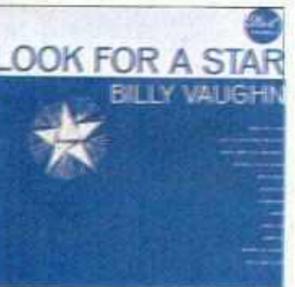
**A GUEST CHAMPAGNE LADY— BETTY COX**  
Lawrence Welk  
(Stereo) DLP-25252 (Mono) DLP-3252



**STRICTLY FOR DANCING**  
Lawrence Welk  
(Stereo) DLP-25274 (Mono) DLP-3274



**GREAT GOLDEN HITS**  
Billy Vaughn  
(Stereo) DLP-25288 (Mono) DLP-3288



**LOOK FOR A STAR**  
Billy Vaughn  
(Stereo) DLP-25322 (Mono) DLP-3322



**DOUBLE SHUFFLE**  
Lawrence Welk  
(Stereo) DLP-25318 (Mono) DLP-3318



**LAWRENCE IN DIXIELAND**  
Lawrence Welk  
(Stereo) DLP-25317 (Mono) DLP-3317



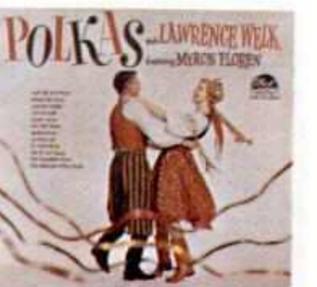
**THE VERNONS SING HOMESTEAD U.S.A.**  
The Vernons  
(Stereo) DLP-25220 (Mono) DLP-3220



**LA BELLE BARDOT**  
Ray Ventura and His Orch.  
(Mono) DLP-3120



**THE DON BONNEE OCTET**  
Lawrence Welk  
(Stereo) DLP-25310 (Mono) DLP-3310



**POLKAS**  
Lawrence Welk  
(Stereo) DLP-25302 (Mono) DLP-3302



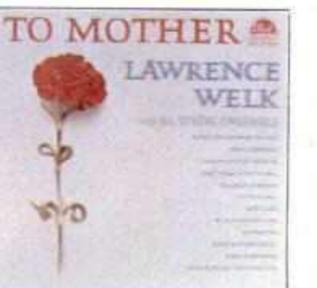
**HALLELUJAH!**  
Clara Ward  
(Stereo) DLP-25186 (Mono) DLP-3186



**GOSPEL CONCERT**  
Clara Ward  
(Stereo) DLP-25138 (Mono) DLP-3138



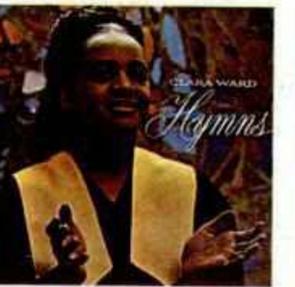
**SWEET AND LOVELY**  
Lawrence Welk  
(Stereo) DLP-25296 (Mono) DLP-3296



**TO MOTHER**  
Lawrence Welk  
(Stereo) DLP-25284 (Mono) DLP-3284



**BEST-LOVED CATHOLIC HYMNS**  
Lawrence Welk Presents The Lennon Sisters  
(Mono) DLP-3250



**CLARA WARD HYMNS**  
Clara Ward  
(Stereo) DLP-25223 (Mono) DLP-3223



**ARE YOU LONESOME TONIGHT**  
Danny Welton  
(Mono) DLP-3031

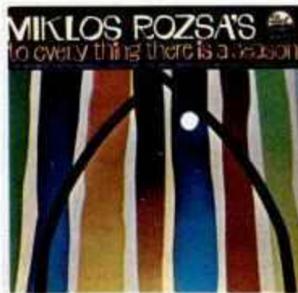


**GOIN' PLACES**  
Margaret Whiting  
(Stereo) DLP-25072 (Mono) DLP-3072



**MARGARET**  
Margaret Whiting  
(Stereo) DLP-25113 (Mono) DLP-3113

**MARGARET WHITING'S GREAT HITS**  
Margaret Whiting  
(Stereo) DLP-25176 (Mono) DLP-3176



**TO EVERYTHING THERE IS A SEASON**  
Norman Soreng Wright Conducting  
The Hollywood Methodist Church Choir  
(Stereo) DLP-25304 (Mono) DLP-3304

**BALLAD FOR AMERICANS**  
Dr. Norman Soreng Wright  
(Mono) DLP-3171



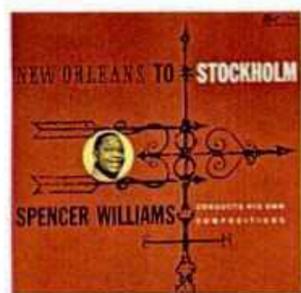
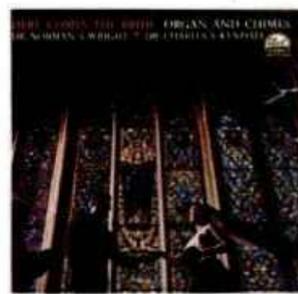
**TEN TOP HITS**  
Margaret Whiting  
(Stereo) DLP-25235 (Mono) DLP-3235

**EASY DOES IT**  
Easy Williams  
(Mono) DLP-3059



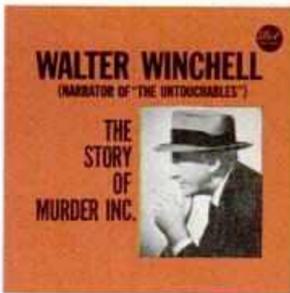
**FROM LONDON'S HIT MUSICALS**  
(Mono) DLP-3048

**HERE COMES THE BRIDE**  
Dr. Norman Soreng Wright, Organ  
Dr. Charles S. Kendall, Chimes  
(Stereo) DLP-25299 (Mono) DLP-3299



**NEW ORLEANS TO STOCKHOLM**  
Spencer Williams  
(Mono) DLP-3074

**THE STORY OF MURDER INC.**  
Walter Winchell  
(Stereo) DLP-25328 (Mono) DLP-3328



**THE GREAT MILLIONS**  
(Mono) DLP-3181

**GREAT HITS ON DOT**  
(Mono) DLP-3049



**'TIS SWEET TO BE REMEMBERED**  
Mac Wiseman  
(Mono) DLP-3084

**GREAT FOLK BALLADS**  
Mac Wiseman  
(Stereo) DLP-25213 (Mono) DLP-3213



**THE BLACK ORCHID**  
From Paramount Pictures Sound Track  
(Stereo) DLP-25178 (Mono) DLP-3178

**YOUNG LOVE**  
(Mono) DLP-3183



**BESIDE THE STILL WATERS**  
Mac Wiseman  
(Stereo) DLP-25135 (Mono) DLP-3135

**MAC WISEMAN SINGS 12 GREAT HITS**  
Mac Wiseman  
(Stereo) DLP-25313 (Mono) DLP-3313



**DOWN BEAT JAZZ CONCERT VOL. 2**  
(Stereo) DLP-25188 (Mono) DLP-3188

**DOWN BEAT JAZZ CONCERT**  
(Stereo) DLP-29003 (Mono) DLP-9003



## Dot RECORDS EXTENDED PLAY ALBUMS (45 RPM)

<b>LEON BERRY</b> Music For Skating DEP 1028 Music For Skating 1029	<b>PAT BOONE (cont.)</b> Tenderly 1082 I'm In The Mood For Love 1086 Beside Me 1088 Beyond The Sunset 1090 Journey To The Center Of The Earth 1091 Moonglow 1096	<b>THE DELL-VIKINGS</b> Come Go With Us 1058	<b>JAN &amp; ARNIE</b> Jan & Arnie 1097	<b>LOUIS PRIMA &amp; KEELY SMITH</b> Louis And Keely 1093	<b>BILLY VAUGHN (cont.)</b> Billy Vaughn Plays The Million Sellers 1071 Sail Along Silv'ry Moon 1072 Blue Hawaii 1078 I Love You Truly 1084 Morgen 1089 Theme From A Summer Place 1095
<b>PAT BOONE</b> Pat Boone Sings "Pat" On Mike 1049 Pat Boone Sings Songs From "Friendly Persuasion" 1054 A Date With Pat Boone 1055 A Closer Walk With Thee "Four By Pat" 1057 Merry Christmas 1062 Tutti Frutti 1064 The Lord's Prayer 1068 Star Dust 1069 Mardi Gras 1075 Side By Side 1076 Hymns We Love 1081	<b>RUSTY BRYANT AND THE CAROLYN CLUB BAND</b> All Night Long 1023 America's Greatest Jazz 1047 Rockin' With Rusty 1048	<b>SACHA DISTEL</b> Brigitte 1077	<b>JIM LOWE</b> Rainbow 1061	<b>KEELY SMITH</b> Be My Love 1094	<b>LAWRENCE WELK</b> Mr. Music Maker—Waltz Time 1079 Stereo 21079 Mr. Music Maker—Polka Time 1080 Stereo 21080 The Voices And Strings Of Lawrence Welk 1085
<b>THE FONTANE SISTERS</b> The Fontane Sisters 1019 The Fontane Sisters 1020	<b>THE HILLTOPPERS FEATURING JIMMY SACCA</b> The Hilltoppers DEP 1006 The Hilltoppers 1007 The Hilltoppers 1008 The Hilltoppers 1009 The Hilltoppers 1011 The Hilltoppers 1012	<b>ROBIN LUKE</b> Susie Darlin' 1092	<b>LEON MCAULIFF</b> Take It Away, Leon! 1063	<b>GALE STORM</b> Gale Storm 1050 Gale Storm 1051 Gale Storm 1052 Gale's Great Hits 1074	<b>MAC WISEMAN</b> Songs From The Hills 1027
<b>THE MILLS BROS.</b> Mmmmm 1073 The Mills Brothers' Great Hits 1087	<b>EDDIE PEABODY</b> Man With The Banjo Vol. I 1024 Man With The Banjo Vol. II 1025	<b>THE SUNSHINE BOYS</b> The Whole World In His Hands 1065	<b>BILLY VAUGHN</b> Melodies Of Love Vol. I 1021 Melodies Of Love Vol. II 1022 The Shifting Whispering Sands 1060 Four By Billy Vaughn 1066		

## Dot RECORDS SQUARE DANCE MUSIC with Tommy Jackson (45 RPM)

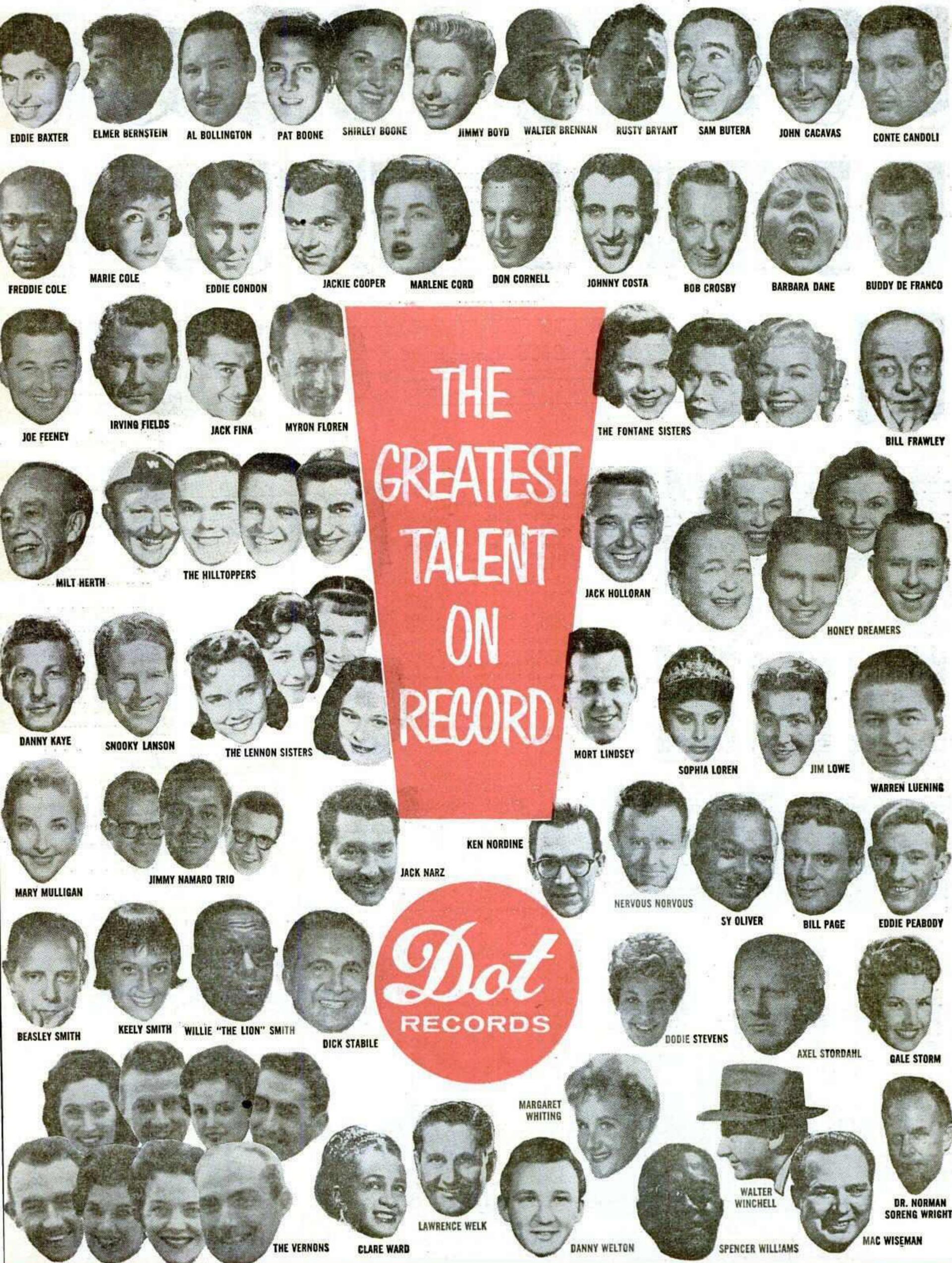
<b>1030</b> Arkansas Traveler Soldiers Joy Mississippi Sawyer Boil Them Cabbage Down	<b>1032</b> Whistling Rufus Sally Ann Tennessee Waggoner Fiddlin' Rag	<b>1034</b> Flop Eared Mule Sugar In The Gourd Bill Cheatham Liberty	<b>1036</b> East Tennessee Blues Sally Goodin' Here And There Black Mountain Rag	<b>1038</b> Rickets Hornpipe I Don't Love Nobody Twinkle Twinkle Little Star Two O'Clock	<b>1040</b> Blackberry Blossom Paddy On The Turnpike Up Jumped Trouble Gray Eagle	<b>1042</b> Forked Deer Tom And Jerry Sally Johnson When The Leaves Begin To Turn Brown
<b>1031</b> Ragtime Annie Leather Britches Uncle Joe Cripple Creek	<b>1033</b> Fisher's Hornpipe Jackson's Hornpipe Texas Schottische Put Your Little Foot Right Out	<b>1035</b> Chinese Breakdown Golden Slippers Lead Out Eighth Of January	<b>1037</b> My Wubba Dolly Milk Cow Blues K. C. Breakdown Stones Rag	<b>1039</b> Sugarfoot Rag Buffalo Gals Stoney Point Trouble Among The Yearlings	<b>1041</b> Hornpipe In "A" Polk County Breakdown The Girl I Left Behind Old Joe Clark	<b>1043</b> When My Cat Came Back Dusty Miller Rachel Ricestraw

## Dot RECORDS TAP DANCE MUSIC with Johnny Maddox (45 RPM)

<b>TAP DANCING MUSIC</b> 1013 Ida School Days Margie Swanee River	<b>TAP DANCING MUSIC</b> 1014 Peggy O'Neil Me And My Shadow Shine Angry	<b>MUSIC FOR TAPS</b> 1015 Blue Room Shanty In Old Shanty Town You Were Meant For Me Should I	<b>MUSIC FOR TAP DANCING</b> 1016 Moonlight And Roses Baby Face Tea For Two Jealous	<b>TAP DANCING MUSIC</b> 1017 Hindustan Carolina In The Morning Tip Toe Through The Tulips Avalon	<b>TAP DANCING MUSIC</b> 1018 The Sheik Of Araby Bye Bye Black Bird Do You Ever Think Of Me Ain't She Sweet
---	---	---	---	---	---

## Dot RECORDS RAGTIME PIANO MUSIC with Johnny Maddox (45 RPM)

<b>1000</b> Crazy Bone Rag St. Louis Tickle Hula Blues I Get The Blues When It Rains	<b>1002</b> San Antonio Rose Bully Of The Town Under The Double Eagle My Mary	<b>1004</b> Why Worry Friday Night Stomp Molly Darling Listen To The Mocking Bird	<b>1010</b> Tippin' In South Of The Border Peg O' My Heart Hot Lips	<b>1044</b> Johnny's Jump Hawaiian Sunset Sunrise Serenade 627 Stomp	<b>1046</b> Hop Scotch Boogie Waggashoe South Of The Border Listen To That Dixie Band
<b>1001</b> Memphis Blues Alabama Jubilee Sweet Georgia Brown Dill Pickles	<b>1003</b> Stardust Piano Polka Near You Johnny Maddox Boogie	<b>1005</b> Coconut Grove Little Grass Shack Johnny Maddox Special Sioux City Sue	<b>1026</b> Crazy Otto Eight Beat Boogie Down Yonder In The Mood	<b>1045</b> Flaming Mamie Bubbles In The Wine Chicago Breakdown Seems Like Old Times	



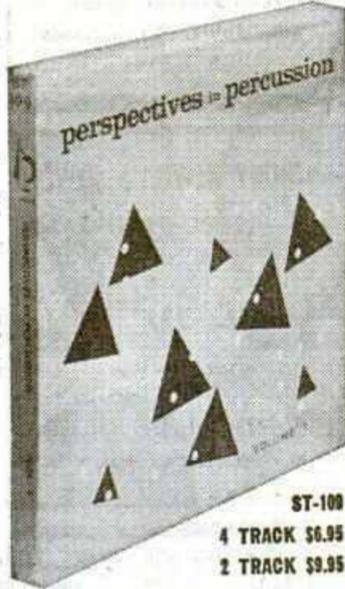
THE  
GREATEST  
TALENT  
ON  
RECORD



“THE NATION’S BEST SELLING RECORDS”

AN UNPRECEDENTED 53 1/2% MARK-UP! ON THIS "REEL" SOUND PACKAGE

SEE YOUR BEL CANTO RECORD DISTRIBUTOR



ST-100

4 TRACK \$6.95 2 TRACK \$9.95

an unprecedented offer

BUY 3.....GET 4!

OFFER EXPIRES SEPT. 30TH, 1960

BEL CANTO STEREO TAPE

a subsidiary of Thompson Ramo Wooldridge Inc.

R.V

Is Coming . . .

ATTENTION!

DISTRIBUTORS • RACK JOBBERS • ONE STOPS • RETAILERS • DISCOUNT OPERATIONS

MAJOR LP'S MAJOR EP'S SINGLES (All Labels, All Artists) ACCESSORIES

Any quantity of factory-new Records (not used), 33 1/2's, 45's, 78's, EP's—available to you at cost or less than manufacturer's. Send for a free listing of prices and type records we can supply.

All overseas accounts please inquire: SALIENT EXPORT AGENCIES 1133 Broadway, New York 10, N. Y.

HAM-MIL DISTRIBUTING CO.

1520 N. Broad St., Philadelphia 21, Pa. Phone: POPlar 3-6585

HEADED FOR #11

THE TWIST CHUBBY CHECKER

Parkway #811

PARKWAY RECORDS

1405 Locust St. Philadelphia, Pa.

"HOY HOY" by JOHNNY & JACKY

ANNA #1120 Out next week. Catchiest lyric of the century. Sound of '60. Dance beat of the decade!

All the news of your industry every week in The Billboard...

Best Selling Sheet Music in U. S.

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists 15 songs including 'THEME FROM THE APARTMENT', 'ITSY BITSY TEENIE WEENIE YELLOW POLKA', etc.

BRITISH Newsnotes

Continued from page 6

Evelyn Taylor, manager of Adam Faith, one of Britain's more successful singer-actors, has denied U. S. reports of differences over his American representation.

For the first time since disk charts were started in this country, two instrumentals—the Shadows' "Apache" and Duane Eddy's "Because They're Young"—have the top positions.

Two other newcomers this week are both British. The Acker Bilk Band is back on the charts, this week with a Louis Prima-type vocal by leader Bilk of "White Cliffs of Dover."

ent and is probably the biggest instrumental attraction. "Cliffs" has been a standard item in the repertoire on p.a.'s for months and is pretty certain to become a big seller.

"Paper Roses" at last reached the Top 10 as sung by the Kaye Sisters (Philips). Sales will probably be bigger than its present position indicates.

New issues from the Decca group included Pat Boone's "Delia Gone" b-w "Candy Sweet" (on London from Dot); Skeeter Davis' "(I Can't Help You) I'm Falling, Too" and "Far, Far, Away" by Don Gibson (RCA).

AUSSIE Newsnotes

Continued from page 6

be visiting this country. Everyone is waiting to see which of these artists does this number on the Ricky Nelson show.

Records making good on the charts in Australia at present include the Cholley Oop song; "Walk, Don't Run," of course, is really hitting the charts here.

Michael Goldstein on his way from Melbourne where he has been managing Earl Grant during his successful night club season down there for the Embers, called in to Sydney for a few days with a view to tying up an outlet for his Criterion Music publishing house.

Big jazz names that have been visiting this country have cut Sydney out of their itinerary, much to the concern of local jazz fans.

News is thru that the Ivy Three's record of "Yogi," originally released on London in America has been restricted from air-play and will be available on the London label in this country very shortly.

German News

Continued from page 7

Teen-age star Heidi Bruehl got a golden disk for her record, "Wir Wollen Niemals Aueinandergehn," from German Philips boss Hans Schrader.

The Billboard HOT R & B SIDES

FOR WEEK ENDING SEPTEMBER 18

Chart with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., WEEKS ON CHART. Lists 30 songs including 'KIDDIO', 'THE TWIST', 'FOOL IN LOVE', etc.

BIG NEW HIT! RICHIE ALLEN "STRANGER FROM DURANGO" #5683

IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood 28, Calif.

2 NEW HOT RELEASES! "PILLOW PARTY FUN" BARON HARRIS DTL #294 "BLAME IT ON THE BLUES" WILLIE HAYDEN DTL #293

DOOTO REG. U.S. PAT. OFF.

JAMIE The Instrumental Smash of the Year! OUR FIRST DANCE GERARD CALVI & His Orchestra Jamie #1165

GUYDEN RECORDS 1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

BILLBOARD SEZ IT'S 4 STARS!! "THE TRIAL OF FRANCIS POWERS" Savoy #3023 RED RIVER DAVE

SAVOY RECORD CO. NEWARK, N. J.

# Reviews of New Pop Records

Continued from page 43

simple, well-defined rhythm figure and a chick chorus help the effect. (Forshaw, BMI) (2:33)

★ ★ A Spark Met a Flame — Rockaballed with conventional triplet figure. (Forshaw, BMI) (2:19)

**SUSAN WATSON**

★ ★ ★ Dancing With You — PALETTE 5062 — A lyric of some charm and novelty coupled with a fetching melody and a Latin beat. Thrush has a fresh quality. (Zodiac, BMI) (2:19)

★ ★ Ob, Billy Boy — A bouncy item, with the same fresh-sounding vocal backed by an arrangement with a good drum figure. (Zodiac, BMI) (2:15)

**ROCKY ROBIN**

★ ★ ★ What Did You Do Last Night — RAM 139 — A bouncy item, in a restrained rocker groove. An attractive rhythm figure supports the vocal. (Hip Hill, BMI) (2:00)

★ ★ Lonely Man — A rockaballed, rather echoey in its recording sound. Fair vocal. (Hip Hill, BMI) (2:35)

**DICKY WILLIAMS**

★ ★ ★ What Makes You Think You're in Love — VIN 1021 — A cute rhythm side with chiefly pop flavor, contrasting to the flip. A chick chorus answering Williams adds some charm. (Mune, BMI)

★ ★ Tee-Na-Na — A standard blues, with Williams shouting the lyric to a backing with a good beat. Authentic blues feeling. (Mune, BMI)

**ROOSEVELT GRIER**

★ ★ ★ Moonlight in Vermont — A 110 —

New York Giants football star warbles with sincerity and feeling on the pretty oldie. Interesting chatter item for jocks. (Goldsen, ASCAP) (2:36)

★ ★ Smoky Morning — Bluesy theme is sung pleasantly but flip is better showcase for Grier. (Ricki, ASCAP) (2:35)

**CARLA BONI**

★ ★ ★ Il Tuo Bacio E Come Un Rock — CORAL 62226 — A rather hectic up-tempo tune sung richly by the thrush and a vocal group in front of a big band. Tune in English is tagged "Your Kiss Is Like a Rock." (BIEM) (2:05)

★ ★ Il Tuo Sorriso M'Innamora — Pleasant Latin-styled ballad sung in Italian. (BIEM) (2:20)

**JOHNNY & JERRY**

★ ★ ★ Competition — SILVER SLIPPER 1004 — A fetching side, with a good rhythm pattern showing the harmonies of the vocalists. (Sherman-DeVorzon, BMI) (2:44)

★ ★ Cry-Baby — A rocker, up-tempo and blues-based, with a horn answering the vocal. (Jandec, BMI) (2:13)

## ★ ★ MODERATE SALES POTENTIAL

**MICKEY FARRELL & THE GENERALS**  
★ ★ Never Too Late — TAMMY 1009 — Wistful chanting by Farrell and the Generals on okay rockaballed. (Flore, BMI) (2:45)

★ ★ I'm Searchin' — Same comment. (Flore, BMI) (2:47)

**HAROLD CAVALLERO**

★ ★ Brown Eyed Gal — BIG HOWDY 784 — Heartfelt reading by Cavallero on pleasant country theme. (Big Howdy, BMI) (2:35)

★ ★ Broken Heart — Okay weeper is chanted with feeling by Cavallero. (Big Howdy, BMI) (2:22)

**THE CENTURYS**

★ ★ Strollin' Time — VELTONE 104 — Relaxed instrumental treatment of okay rhythm item with effective sax solo work. (B-Fiat, BMI) (2:25)

★ ★ Paraddiddle — Frantic instrumental treatment of briskly paced rhythm theme with catchy tempo. (B-Fiat, BMI) (2:20)

**RUSS HAMBLEN**

★ ★ Golden River — COLUMBIA 41780 — Lush, big ork backing is featured behind Hamblen's folksy delivery on pleasant theme. Strictly pop effort. (Hamblen, BMI) (2:27)

★ ★ The Foreman — Stirring saga with inspirational Western-lyric theme is sung with virile sincerity by Hamblen. (Hamblen, BMI) (2:37)

**TEDDY PHILLIPS ORK**

★ ★ Don't Do Anything — ALADDIN 3467 — Smartly paced rhythm ditty is wrapped up in smooth vocal by the Lemon Drops, with swinging backing. (Windy City, ASCAP) (2:13)

**JANIE**

★ ★ Quick — Cute thrashing stint by Janie and group on a bouncy rhythm-novelty. (Windy City, ASCAP) (1:51)

**RICKY DINO**

★ ★ Tattle Tale — KENCO 5007 — A teen-slanted lyric with a staccato-styled rhythm backing and horns. (Kenco, ASCAP) (2:00)

★ ★ Gwendolyn — A song of some charm, nicely done (Kenco, ASCAP) (2:29)

**LES ANDERSON**

★ ★ To Live This Night Again — CROSBY 2 — Pretty ballad is sung attractively by Anderson. (Jack Kenny, ASCAP) (2:45)

★ ★ Whipoorwill — Same comment. (Vega, BMI) (2:30)

**JAY-TEES**

★ ★ Mah Jong — CROSBY 12 — Catchy tempo marks this pretty instrumental side. (Podlor, BMI) (2:02)

★ ★ 'Th You Went Away — Relaxed theme is handed plaintive instrumental reading. (Podlor, BMI) (2:18)

**SHERREE SCOTT**

★ ★ Easy Payments — CROSBY 8 — Showmanly chirping on an okay r.&t. item. (Portland, BMI) (2:42)

★ ★ Go Away Shadow — Gal sings with heart on country-flavored ballad. (Portland, BMI) (1:55)

**FOUR TUNES**

★ ★ Don't You Run Away — CROSBY 3 — Sprightly gospel-flavored item is accorded spirited vocal by lead and group. (Nabbie, BMI) (2:14)

★ ★ Never Look Down — Emotional performance by the lead singer and group on inspirational-styled theme. (TeePee, ASCAP) (2:56)

**TOMMY COOPER**

★ ★ Sweet Words of Love — PHIL TONE 1101 — Pleasant warbling by Cooper and fem group on Hawaiian-flavored theme with catchy tempo. (Greta, BMI) (2:05)

★ ★ No Arms Will Ever Hold You — Dramatic theme with lush backing is sung with sincerity by Cooper. (Gill, BMI) (2:30)

**RAY SAWYER**

★ ★ Bells in My Heart — SANDY 1030 — Rockaballed, in slow, relaxed tempo. (Commodore, BMI) (2:35)

★ ★ Rockin' Satellite — Blues, with a space-age theme. Fair idea in the lyric, but lacks commercial touch. (Burnt Oak, BMI) (2:00)

(Continued on page 58)

**PRESSINGS**  
talk to  
**DISKMAKERS**  
1626 Federal Street  
Philadelphia, Pennsylvania  
DE 6-5151

ANTHONY NEWLEY'S NEWEST  
**"IF SHE SHOULD COME TO YOU"**  
LONDON #1929  
**LONDON RECORDS**  
539 W. 25th St., New York 1, N. Y.

The Big Three . . .  
SARAH VAUGHAN JOE WILLIAMS COUNT BASIE  
Together with their first smash . . .  
**"IF I WERE A BELL"**  
#R-4273  
Roulette Records

**ART & PACKAGE DESIGN**  
Expert Art and Production consultation on free-lance basis for companies without permanent Art Director; supervise Promotion & Pkg. Program from idea to printed form.  
Judson 6-752

Starting to break in Ohio, Pennsylvania & Wisconsin!  
**VINCE CASTRO**  
(of "Bong Bong" fame)  
on a two-sided hit  
**"I FEEL SO GRAND"**  
c/w  
**"YOU'LL NEVER BELIEVE ME"**  
TP 660  
Some areas open for distributors  
ORCHID RECORDS  
A Division of Orchid Productions, Inc.  
Thomas J. Pungitore, President  
4139 Bronxwood Ave., Bronx 66, N. Y.  
OLinville 4-7300

Watch for New  
**BARRETT STRONG**  
**SMASH on TAMLA!**  
**"I'M GONNA CRY"**  
T-54033  
Sensational Follow-Up to  
**"MONEY"**  
**TAMLA/MOTOWN RECORD CORP.**  
2648 W. Grand Blvd. Detroit, Mich.  
TRinity 1-3340

**RECORD PROCESSING AND PRESSING**  
45 R.P.M.—33 1/3 R.P.M., any quantities.  
Complete Record Service.  
Includes Labels—Processing—Masters.  
Send your tape—we do the rest!  
**SONCRAFT** 1650 Broadway  
New York 19, N. Y.

**ABP** MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

ANNETTE'S GOLD ONE  
**PINEAPPLE PRINCESS**  
**/LUAU CHA CHA CHA**  
F-362  
From  
"HAWAIIANNETTE" BV-3303

The Big Seller!  
**"LOUISIANA"**  
THE TIFANOS  
TIFCO 45-822  
TIFCO RECORDING CORPORATION  
TIFTON, GEORGIA PHONE 242

Veejay #357  
**'HUSH HUSH'**  
by  
**JIMMY REED**

The Big Hits Are On Today's Hit Trademark

GETTING THE PLAYS!  
GETTING THE SALES!  
**"A FOOL IN LOVE"**  
IKE & TINA TURNER  
Sue #730  
SUE RECORDS 725 Riverside Drive  
Suite 4C, New York, N. Y.

Record Processing & Pressing  
We process quantities of 25 and up from your tape or master.  
"Superior Workmanship with the Personal Touch."  
SIDNEY J. WAKEFIELD  
17032 N. Black Canyon Hwy., Phoenix, Ariz.  
For Fast Service Dial Phoenix: WI 3-9557

# THANK YOU MR. BROADCASTER

MORE THAN 225 STATIONS HAVE SUBSCRIBED TO THE RECORD SERVICE OF RECORD SOURCE, INC. (RSI), IN OUR SECOND MONTH OF OPERATION.

TRY RSI—MAIL TODAY—TRY RSI

Record Source, Inc.  
333 EAST 46TH STREET,  
NEW YORK 17, NEW YORK  
TELEPHONE: YUKON 6-0155

No. of Services  
We are enclosing

\$. . . . . \$160 For One Full Year  
\$. . . . . \$ 30 For Eight-Week Trial Period

If you wish to receive your shipments via Air Parcel Post include an additional \$30 for each Full Year's Service; \$5 for Eight-Week Trial Period

Subscription TO RECORD SOURCE, INC.'S One-Stop Programming Service

If you presently subscribing to one or more record services, please indicate name of label or labels.

Station Name.....  
Attention:.....  
Street.....  
City..... Zone.... State.....

It is a condition of this subscription that records supplied by RSI will be used for and by broadcast personnel only.

If you program popular records . . .  
If you want to be on the air fast in your market with the newest and best . . .  
If you have not already sent in your subscription for our record service . . .  
Then we suggest you TRY RSI . . .

### WHAT BROADCASTERS WILL RECEIVE:

Each week you will receive the 10 records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.  
(Note: An average of 110 new records are submitted each week for review)

**How Records Are Selected:** Records are selected by the Music Staff of The Billboard based on public acceptance of the artist, musical content, arrangement, promotional efforts of the record company as well as the artist and the music publisher, plus the overall creativeness of the record. Records are selected for both their program and sales appeal.

**How Records Are Procured:** RSI is advised each Friday of The Billboard's selections. Each Manufacturer is contacted and our order is placed for delivery to us by the following Wednesday. The records appear in print as "Spotlight Winners" in the same week we ship them to our subscribers.

**When Records Are Shipped:** We ship singles service on Thursday of each week following their publication in The Billboard. Our weekly calendar of performance is as follows:

Friday — Billboard advises RSI of ten best selections  
Monday — Billboard publishes showing selections  
Thursday — RSI ships records to Subscribers

## • Reviews of New Pop Records

• Continued from page 57

**JOHN F. ENGLISH**  
 ★★ On With America — FLAME 10151  
 —A flag-waving item, with chorus backing the vocal. It's in marching tempo. Lyric proclaims the country's greatness and its moral values. (Emalf-Arcadia, BMI) (2:31)

★ Song of the Army — Another in marching tempo. (Emalf-Arcadia, BMI) (2:12)

**MIKE ANDRE**  
 ★★ Ti-A-Ti Tie-A-Te — CROSBY 10 — Joyful Spanish-flavored theme is sung attractively by Andre. (E. B. Marks, BMI) (2:19)

★ Somewhere, Sometime — Routine ballad is warbled pleasantly. (Skiba, BMI) (2:22)

**JOEL HILL**  
 ★★ Little Lover — TRANS AMERICAN 519 — Pleasant rockaballad. Diction is better than the flip, possibly because less echo. (Pan World, BMI) (2:20)

★ I Thought It Over — Okay rocker, up-tempo, in the rockabilly style. Very echoey. (Pan World, BMI) (2:30)

**RICK TURNER & THE TURKS**  
 ★★ I'll Be There — VEEDA 4005 — Lively vocal stint by Turner on catchy r.&r. ditty with okay backing by chorus. (LeMarc, BMI) (1:58)

★ Karen, My Love — Okay chanting by Turner and fem chorus on pleasing r.&r. item. (LeMarc, BMI) (2:23)

## Rhythm & Blues

★★★★  
**JERRY McCAIN**  
 ★★ She's Tough — REX 1014 — A blues, wherein the chanter describes the endearing dimensions and qualities of his baby. Has a funky quality, a good beat, and a solid down-home feeling. (Starland, BMI)

★★★★ Steady — Blues instrumental, with a horn leading a relaxed group of musicians. Very nice. (Starland, BMI)

**ERNE TUCKER**  
 ★★ Can She Give You Fever — EARTH 501 — Tucker shouts a blues, with a chick chorus answering. Opening has a revival flavor. Plenty of beat. (Shaw, BMI) (2:44)

★★★★ I'm That Someone — The ballad side. A good melody line here, with nice work by the horns. (Count Don, ASCAP) (2:40)

★★★★  
**BULL MOOSE JACKSON**  
 ★★ More of the Same — WARWICK

Look for  
**SWEATER OF LOVE**  
 and  
**JEAN**  
 by (Lewis Weber)  
 Distributed by NRC  
**MAGNUM RECORDS**  
 Pearl Yeager, Mgr.  
 1026 Sorrento Rd., Jacksonville 7, Fla.

575 — Jackson belts the lyric, with a chick chorus answering. Bouncy. (Debmar, ASCAP) (2:12)

★★★ I Found My Love — A sentimental ballad, slow in tempo and with a dreamy arrangement. (Selma, BMI) (2:39)

**WAYNE & RAY**  
 ★★ For Your Precious Love — ADONIS 110 — A pleasing ballad with tasteful triplet figure. Tempo is slow and relaxed. (Jamie, BMI) (2:35)

★★★ Peggy — Similar to flip in character, but with other than a triplet arrangement. (Wood, ASCAP) (2:28)

**LITTLE MILTON**  
 ★★ Let It Be Known — BOBBIN 125 — Good r.&b. effort by Little Milton that should go over well with his fans. (Lycy, BMI) (2:47)

★★★ Hey, Girl — Same comment. (Lycy, BMI) (2:37)

**NEAL JOHNSON**  
 ★★ Just Got to Make It — SPECIALTY 688 — A slow blues, shouted with soul. Authentic flavor here, with a good figure in the arrangement. (Venice-Orjae, BMI) (2:20)

★★★ True to You, Baby — A bouncy blues, faster in tempo than the flip. Johnson has a nice style with the vocal, and horns take over to give a good ride. (Venice-Orjae, BMI) (1:55)

**GENE FRANKLIN & SPACEMEN**  
 ★★ Hackensack (Parts 1 & 2) — ALTON 400 — A bluesy item, with vocal shouted to an interesting instrumental arrangement. Some fetching riffs and figures. (Draxon, BMI) (2:05 & 2:10)

★★★★  
**PERCY MAYFIELD**  
 ★★ When Did You Leave Heaven — SPECIALTY 690 — Fans of Mayfield will be glad to hear him again on this standard. Side sounds like an old one. (Robbins, ASCAP) (2:00)

★★ What Must I Do — Mayfield exhibits true blues feeling here. Arrangement has a restrained triplet figure, and a good repeating riff. (Venice, BMI) (2:52)

**BOBBY LONG**  
 ★★ Jersey City — FOUNTAINHEAD 105 — A blues take-off on "Kansas City," with the same rhythm pattern employed. Long offers a fair chanting job. (Tweety-Skyrocket, BMI) (2:24)

★★ I Need You — Slow ballad material gets a spirited vocal by Long. (Tweety-Skyrocket, BMI) (2:03)

**WILLIAM A. HINES**  
 ★★ Be My Honey Chile — BALL 508 — A rocker, along Lloyd Price lines, with Hines supported by Smith Sisters vocal group. (Cash, BMI) (1:58)

★★ Bring Back Your Heart — A slow, triplet-backed ballad, sung in adequate style by Hines, again assisted by fems. Similar chances as the flip. (Cash, BMI) (2:24)

**ALBERT KING**  
 ★★ Let's Have a Natural Ball — BOBBIN 126 — A blues in medium tempo. Side features good guitar and sax work, followed by a vocal by King. Okay sound. (Lycy, BMI) (2:52)

★ Blues at Sunrise — Slow blues effort features an okay chanting job by King. (Lycy, BMI) (2:39)

**TOMMY MOORE**  
 ★★ You've Got to Reap What You Sow — MY BROTHER'S 103 — A talk-sing side by Moore against blues jazz instrumental backing. Limited appeal here. (Tweety-Skyrocket, BMI) (2:25)

★ Hey Little Girl — A blues which features an okay vocal by the artist. Material is inferior. (Tweety-Skyrocket, BMI) (2:15)

## Country & Western

★★★★  
**WELDON AND WANDA ROGERS**  
 ★★ Lying Lips and Cheating Heart — JEWEL 107 — Feelingful weeper with good

lyrics is sung in solid style by pair. Merits spins. (BMI) (2:27)

★★ If I Had One Day to Live — Plaintive duo warbling on an effective country theme. (BMI) (2:45)

★★★★  
**BILLY TOOD**  
 ★★ Rhine Lander Waltz — LONESTAR 321 — Three-beat country item, with a lyric telling how he found love in the Rhineland. Traditional style. (Western Hills, BMI) (2:10)

★★ I Guess I Lost You — A country ballad gets an adequate go in the traditional style. (Bat, BMI) (2:17)

**VERN PULLEN**  
 ★★ I Sent You That Pillow (That I Dreamed On) — BIG HOWDY 785 — Side here features Pullen singing with echo effect about unrequited love. (Big Howdy, BMI) (2:45)

★★ Loving You (Means More Than Life to Me) — Rather routine country singing here with nice accompaniment. (Big Howdy, BMI) (2:30)

## Jazz

★★★★  
**AUSTRALIAN JAZZ QUINTET**  
 ★★ Hello, Young Lovers — BETHLEHEM 11023 — The group is heard in a thoughtful arrangement of the Rodgers-Hammerstein song. This outing is worth jock and box exposure. Very pretty. (Williamson, ASCAP) (2:15)

★★★ People Will Say We're in Love — Another R&H standard is turned out neatly by the crew, this time focussing on an up-tempo Pattern. Nice coupling. (De Slyva, Brown & Henderson, ASCAP) (3:12)

★★★★  
**AUSTRALIAN JAZZ QUINTET**  
 ★★ Alone Together — BETHLEHEM 11022 — The Schwartz-Dietz standard is given an interesting go focusing on a pleasant harmonic interplay between the cats. (Harms, ASCAP) (2:08)

★★ Koolha — The two sax, vibes and rhythm group is heard in a bright, swingin' upbeater, based on simple riff ideas. A listenable effort. (3:08)

**CONTE CANDOLI**  
 ★★ I'm Gettin' Sentimental Over You — BETHLEHEM 11024 — The trumpet man turns out some nice licks on the memorable Tommy Dorsey theme song, a bit more up-tempo than formerly essayed by T. D. Listenable, danceable wax. (Mills, ASCAP) (3:00)

★★ Four — A rhythm side, featuring interesting unison passages between the horns in the beginning, opening out into a series of solos. (Prestige, ASCAP) (2:55)

★★★★  
**DEXTER GORDON**  
 ★★ Number Four — BETHLEHEM 11025 — The rhythm combo is fronted by a tenor sax here which sets down a simple riff in swinging tempo. Piano is heard prominently under the sax. (Win-Gus, BMI) (3:00)

★★ Darn That Dream — Slower side with the sax man heard in rather breathy reading of the fine oldie, once a hit for the Goodman band with Martha Tilton. A danceable effort. (Bregman, Vocco & Conn, ASCAP) (3:12)

## Spiritual

★★★★  
**THE FAMOUS CARAVANS**  
 ★★ Show Me the Way — GOSPEL 1041 — This group has a very strong lead female singer who moves with real power and fervency. Material has an unusual minor quality. (Planemar, BMI)

★★★ They Didn't Believe in Me — Again the strong lead voice carries the powerful preaching. (Crossroads, BMI)

**FAMOUS DAVIS SISTERS**  
 ★★ Father, I'm Coming Home — Parts 1 & 2 — SAVOY 4145 — The spirit is on the Sisters as they chant this inspirational message. A strong two-sided item for the market. Watch it. (Savoy, BMI)

## SPONSOR GUIDE

• Continued from page 1

ing that only these records would be played over the air, even an announcement would not cover the situation, since antitrust angles would be involved, the Harris report points out.

The examples in the report also went into distinctions between a special "pitch" on a free record or other freely furnished programming item, which would require sponsorship identification, versus the ordinary accompanying spiel, permissible without announcement. (The Billboard, June 20, 1960.)

## NIGHT CLUB REVIEW

### Mathis Heads Glossy Pkg. in L. A.

Johnny Mathis wisely surrounds himself with top-flight performers to set off his vocal talents during his week's run at Los Angeles' open-air Greek Theater. Result is a glossy package that leaves the audience wanting more of Mathis, RCA Victor's multi-talented Limelitters, and Andre Tahon's charming puppet act.

Mathis is at his best in medleys of the slow and smooth ballads ("Chances Are," "It's Not For Me to Say," etc.), which first sent his Columbia disks to the top of the charts. These he offers in the second half of the show as he holds the stage alone to wring his top response from the youthful audience. His belting style in such selections as "I've Grown Accustomed to Your Face" falls short of expectations.

Earlier in the program, his talents as a dancer seem to go over bigger than his "production number" vocals. In these, he is back-stopped by a crisply performing group of eight dancers. The boy-girl terp troupe, for the most part, displays fresh routines, with occasional flashes of imaginative choreography. Song and dance combination falls flat in a meaningless treatment of "Puttin' on the Ritz." Four male members of the dance group dribble basketballs in formations reminiscent of the "Gold Digger" movie while Mathis (also armed with a basketball) provides the vocal.

Limelitters, the folk-singing comedy trio, thaw out the crowd with their initial number, "There's a Meetin' Here Tonight." Usually reserved Greek Theater audience is moved to start clapping to the beat. Sharp comedy intros by Lou Gottlieb and rib-ticking numbers such as "Gari Gari" and "Charlie, the Midnight Marauder" brings some of the best hands of the whole show. In addition to Gottlieb, group includes the vocal and comedy talents of Alex Hassilev and Glenn Yarbrough. They accompany themselves on banjo, bass and guitar. Threesome has what it takes to become showbiz big-timers.

Tahon's puppets add a chuckle to the bill with their amusing antics. Best of all is a routine involving the encounter of an orange caterpillar and a green snail. French import is one of the cleverist acts of its kind seen in these parts. Mathis' run here is part of a 14-city tour. Lee Zhitto.

## CHARTS INDICATE FLUX IN RECORD MARKET

• Continued from page 1

tasteless lyric themes is also interpreted as an indication of desperation on the part of some labels. Some tradesters liken it to the situation in the motion picture industry, where some film makers have descended to remarkable depths of sex, sadism and sensationalism in recent years in an attempt to bring back the good old box office days.

Another reason for the rapid chart turnover in the singles field today is suggested by veteran free lance record programmer Bill Gavin, who notes that some broadcasters—in an effort to meet increasing competition in the "top 40" field—are streamlining their formats and playing more new music.

"Once the week's survey is made," explains Gavin, "the program director deletes the five or six fastest dropping and most hackneyed tunes from the play list—alho faithfully reporting them on the published list. Fast gaining new sides are substituted—those that appear certain of making next week's list."

Still another factor may be recent moves by the majors and leading indies to step up their singles sales, via special deals, and intensified promotion plans. However, this is really a which-came-first-the-chicken-or-the-egg situation, since lagging singles business undoubtedly touched off the hard-driving singles sales campaigns originally in most cases.

## IS BIG BEAT STILL KING OF THE SINGLES FIELD

• Continued from page 1

greens. Then, of course, there was "Cholley Oop."

A happy type of story song, "Itsy Bitsy Bikini," which was an overnight smash a few week back, combined the story idea again with a brief smattering of talk by a sexy fem voice at the end of the phrases. Some aver that the talk gimmick helped make the record. Brenda Lee, in her big recent hit, "I'm Sorry," also employed a deeply emotional spoken break in the side.

On the purely humorous side, there are also various offbeat ideas turing up. Certainly, "The Yogi," by the Ivy Three, would have to be noted here, along with "The Time Machine," follow-up by Dante and the Evergreens to "Alley-Oop." David Seville's latest disk with the Chipmunks titled "Alvin for President," is also not without its funny touches.

All this perhaps can be taken as an optimistic sign. Not long ago it was to be noted that disk men were making what were termed "safe records." That is, they were taking their cue from hits and

covering them with a vengeance. At one time, recently, there were as many as four different versions of the same tune on the charts simultaneously.

Not so now. After what might be called a spell of lethargy and perhaps laziness, the record geniuses are now showing imagination. They are latching on to virtually any idea they can get their tapes on and turning out a record. And many of them, employing these tactics, are finding themselves pleasantly surprised with hits.

Some of the stark drama now creeping into the hit song ideas can be attributed to the rise of country artists and their songs on the pop charts in the past year. But it can perhaps also be chalked up to the fact that record men in their experiments have suddenly discovered that the teen disk buyers have broadened tastes. They dig more than just the big beat and records don't have to be danceable to be hits.

In fact, they don't even have to be musical, some cynics aver.

GIVE TO DAMON RUNYON CANCER FUND

## Neb. State Fair Eyes All-Time Gate Record

**Collins Up Sharply; Night Grandstand Attractions Down**

LINCOLN, Neb.—Despite hot weather the Nebraska State Fair went into its final day here Friday (9) with a strong attendance and the possibility of breaking its 1958 all-time record of 328,000 was termed very good.

Ed Schultz, veteran manager, said they only needed a total one-day gate figure of 22,000 on Friday to top that figure. Last year's attendance of 325,000, just below the record, was also expected to be surpassed.

And on the midway, where the William T. Collins Shows were coining money, the old record was in jeopardy. As of Friday the rides and shows were up 6 per cent and given a break on the final day the old mark of \$71,000, set in lush postwar period, was expected to be surpassed.

Weakest segment of the fair, according to Schultz, were the night grandstand shows, which stood to show a slight deficit for the first time. The first show, headed by Carmel Quinn, and in for the first four nights, was not up to expectations. With the Irish singer were the Four Lads, Roger Ray, Snooky Lanson and Buddy Mor-

## Horace Faber Chosen Mgr. At York Fair

YORK, Pa. — The third general manager in as many years for York's Inter-State Fair is Horace B. Faber, elected by the board of managers last week. His predecessors were the late Samuel S. Lewis, who passed away two seasons ago, and John M. Rudisill, who died August 15 after being associated with the fair for 36 years.

Faber has been president of the fair since January, 1959, and with the election he becomes the holder of both titles, in the manner of Samuel S. Lewis. He will serve as manager until the end of the year.

Fair dates are the five days starting Tuesday (13), and entries promise to jam all facilities. The 10 livestock barns are already filled with 440 head of cattle. Other entries include 400 swine, 130 sheep, 100 or more dairy goats, 1,461 poultry entries, 2,666 pigeons and 1,557 bantams. Managers report turning away a number of requests because of lack of space.

### Skip Reserves

GRAND RAPIDS, Mich. — Hagen Bros. Circus played here August 30 to two capacity houses. The show was sponsored by the county humane society, which operated without reserved seats. Beatty-Cole circus played here three weeks earlier.

## JAZZ CONCERT DOES OKAY AT HOOSIER FAIR

INDIANAPOLIS — In its continuous search for something new attraction-wise, the Indiana State Fair this year came up with a Jazz Concert, complete with names and, despite torrid heat, it did okay in the big coliseum.

A total of 5,106 fans, heated up by temperatures that were around the 100-mark, plus the music, were on hand for the Friday (2) event. They fanned themselves with programs between the numbers but, according to reviewers in the two local dailies they loved it.

Featured in the show, booked thru and produced by Paul Bannister, Associated Booking Corporation, were Duke Ellington and his ork, Les Brown and his big band, the Ahmad Jamal Trio and the Dukes of Dixieland.

The show was said to be a financial success and had a good chance of being repeated in '61, according to fair officials.

row's ork. The Pat Boone show, which took over Wednesday and Thursday evenings, did only fair business, Schultz said. Aut Swenson's Thrillcade was due in for Friday evening.

Auto races, produced by Al Sweeney's National Speedways, was one of the brighter spots. The Sunday big car races were up to par; Monday's big cars were a little off, and Thursday's events, also speedway cars, were off from last year. A program of stock car races, also brought in by Sweeney, looked good on Friday. Al Chamberlain, IMCA driver, was killed in a crash Labor Day afternoon.

The fair's Coliseum was used during the week for livestock judging and Western horse shows.

## MICH. STATE FAIR ATTENDANCE UP

**Paid Gate Down, Total Ahead; Pat Boone Show Disappointing**

DETROIT—Despite a drop of about 4 per cent in paid attendance for the first six days from 241,804 to 231,303, the 111th Michigan State Fair showed a pickup in total attendance.

Aided by warm weather, the fair ran ahead of 1959 on four of the six days, as shown by the daily paid attendance (last year's figures in parentheses); Friday, 20,989 (16,852); Saturday, 40,704 (47,560); Sunday, 59,691 (78,572); Monday, 64,235 (61,408); Tuesday, 24,185 (20,714); Wednesday, 21,499 (16,698). Gross from gate admissions for six days was \$208,172.70 against \$217,623.60.

A new all-time record for attendance was set on Wednesday of 56,661, slightly topping the figure of 56,355 set in 1956.

Monday was sparked by the appearance of Senator John Kennedy, presidential candidate, who spoke to a crowd of about 14,000 in the orchestra shell in the afternoon.

Noting that paid attendance and the Coliseum business were both down, while parking and midway

## CNE Races Well Ahead of '59; Eyes Three-Million-Gate Mark

TORONTO—The 14-day attendance at the Canadian National Exhibition marched close to the aimed 3,000,000-mark with a total of 2,527,000, up 54,500 over last year.

Weather, combined with sure-fire attractions—both in the bandshell and at the grandstand—boosted the gate and midway take.

Attendance this year, with last

year's figures in brackets: Friday (2), 155,500 (163,000); Saturday (3), 288,000 (285,000); Monday (5), 259,000 (241,000); Tuesday (6), 137,000 (115,000); Wednesday (7), 143,000 (112,500); Thursday (8), 128,000 (128,500).

Excellent reviews for Victor Borge, who opened Saturday (3), pushed grandstand receipts to almost the break-even point, with

still two days to go. Break-even is \$350,000. This includes the depreciation for the stage. Gross now is just over \$310,000.

Borge pulled \$37,000 on his opening night, hanging out the s.r.o. sign. Even Jack Arthur's two seats were sold. Sales have averaged \$33,000 a night. His reviews were nothing less than sensational in contrast to the lambasting taken by Phil Silvers.

Borge came in on the heels of Phil Silvers, who shared the first-week marquee with Jon Vickers, top operatic tenor.

Al Dobritch's Shrine Circus afternoon show fell off due to opening of schools. No final figures are available because of sponsorship by Shriners. Labor Day was three-quarters full. The rest of the week pulled one-third houses, most of whom have been adults.

*(Continued on page 61)*

## SYRACUSE FAIR ON RECORD PACE

**See 517,776 Mark Toppling; Free Talent Crowds Mall & Grandstand**

By IRWIN KIRBY

SYRACUSE — Another half-million season was a certainty for New York's State Fair, for which everything broke right last week. The 1959 record, 517,776, was in jeopardy every day as the event stayed percentage points ahead thru midweek. When Wednesday (7) started, the total attendance was 357,230, which provided a margin of 4,000 more than last year.

On only one day, Sunday (4), did the pace slow down. It threatened to rain and the day's 75,743 was off 11,000 from the record pace. This deficit disappeared on Labor Day when the fairgrounds was visited by 98,008 customers. On the midway the Strates Shows were outdistancing previous gross records.

There was a liberal assortment

of talent, more than \$60,000 being spent by the fair, and most of it was for free entertainment which drew encouraging results. Empire Mall bandshell again offered open-air concerts, starting with local en-Mall bandshell again offered open-entertainment and being followed by the Sault City Six Dixielanders and Guy Lombardo and his orchestra.

At the grandstand there were two shows, free. Even in the hot sun the uncovered stands pulled 6,000-8,000 spectators for matinees, and the night performances edged capacity. From opening day Friday (2) thru Monday (5), the acts were Dale Robertson, Legarde Twins, Holly Twins, Homer Garrett's square dancers, Ken Boen's New Gray Mare, Barbara Autry, comic Candy Candido and the Leon McAuliff band. The week's second show included Molly Bee, Homer and Jethro, Collins Kids, June Taylor Dancers, archer Ann Marsten, emcee Johnny Matson, and the Teddy Phillips orchestra.

The "free" tag worked like a charm thru midweek. Eldred

*(Continued on page 61)*

## Seattle Expo Names Whitney Midway Chief

SEATTLE — George K. Whitney, who has been a Century 21 Exposition consultant since May, has been named director of concessions and amusements for the 1962 event, Ewen C. Dingwall, exposition director announced.

Whitney will be in charge of developing the Gayway and the Boulevards of the World, including all food and beverage concessions, shops, bazaars and displays in these areas.

A "world of yesteryear" theme is being planned for the Gayway, Whitney said.

"Century 21's five worlds will be full of science, technology and

*(Continued on page 63)*

## Dotten Resigns; McHugh New Show News Editor

NEW YORK—James W. McHugh was named editor of The Billboard's Show News Division by W. D. Littleford and Roger S. Littleford, co-publishers, this week, upon the resignation of Herb Dotten. McHugh assumes his new responsibilities immediately. He will continue, also, to edit Funspot.

The McHugh's journalism career began while at Notre Dame University where he graduated in the class of 1937, his apprenticeship in the amusement industry dates back to his teens when he spent summers as a concessionaire and ride operator in amusement parks around his home town, Fitchburg, Mass. From 1938 until he entered service in 1942, he headed World of Mirth Shows' press staff and directed public relations for George Hamid, Inc. He joined The Billboard outdoor staff in New York upon his discharge in 1945. In 1949 McHugh was named Eastern Outdoor Editor and in 1957, with the launching of Funspot, became its editor. During his career on both

magazines he has been a familiar figure at Eastern fairs, carnivals and circus lots and at funspots throughout the country.

Dotten has been outdoor editor since May, 1949, and was named general manager of the division in October, 1957.

Prior to joining The Billboard outdoor editorial staff in 1945, Dotten served as publicity chief for Lucky Teter's Hell Drivers troupe and from 1940 to 1942 as public relations head of the New York State Fair. During his tenure as editor, Dotten has contributed much to the growth and advancement of agricultural fairs as an important part of the country's economy.

McHugh will make his headquarters in the Chicago office of The Billboard after October 1.

Maynard Reuter, vice-president, will assume Dotten's responsibilities as general manager of the Show News Division, in addition to those of publisher of Funspot.

*(Continued on page 65)*

# Calif. State Fair Gate Off, \$\$ Up

Dollar Admission Charge Cuts Count; Total Revenue Reported Ahead of '59

By SAM ABBOTT

SACRAMENTO—Altho the new \$1 gate at the California State Fair and Exposition was partly blamed for the loss of 158,474 customers thru Wednesday (7), eighth day of the 12-day run which ended Sunday (11), gate revenue was up \$121,048. Attendance for the period was 501,065, as compared with 659,539 at the same time in 1959.

Dudley T. Fortin, secretary-manager, told The Billboard, "Revenue is up. The \$1 gate has not hurt us and there is no sign of complaint."

Altho the front-gate revenue, based on the new price schedule of children up to six free; six to 12, 25 cents; 12 to 16, 50 cents, (also military in uniform), and over 15, \$1, the attendance was down approximately 22 per cent and revenue from concessions, including the carnival, which paid \$125,000 flat for the 12-day run, was \$207,790, approximately 12 per cent under the same period a year ago. The carnival contract for the fourth year was held by the combination including West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows.

## Space Sales Up

Despite the admission hike, there were a number of items showing increases. Cumulative revenue for the first eight days showed commercial space at \$18,966.50, as against \$81,466.40 last year, and exhibit entry fees \$23,085.25, as compared to \$21,037.74. Horse

Show revenue was up to \$21,829.90 and over the \$17,333.40. Auto parking accounted for \$21,785.34, over \$21,316.64 a year ago. A sub-total fair activities accounted for \$1,091,777.60, up over last year's \$1,073,015.10 and there was \$12,085.03 in "other miscellaneous revenue" as against \$11,514.67 in 1959.

Fortin said that this year marked the start of a three-year program to carry out a fight on passes. He added there were no outside gate passes, permits were given only to those "identified with the fair." It was reported that last year 165,000 passes were issued, of which approximately 30,000 were courtesy passes.

Along with the new admission schedule, the fair offered several free attractions. On the outdoor bandstand, Sue Raney, Capitol recording artist, was featured the first six days and Mel Torme the final six. In front of the grandstand, as a free attraction in connection with the Legislature's instructions to cut back and make money, were "Dancing Waters," high school and military bands, posses, and a series of pyrotechnic displays by Pat Lizza's Golden State Fireworks Manufacturing Company.

Wonder Bros. Circus, headed by Sam Bochlick with Frank and Janet Burger, gave two performances daily in the outdoor theater before good crowds as a free attraction. Larry (Bozo the Clown) Valli

(Continued on page 75)

## POTIE, DUFOUR PLAN VILLAGE FOR N. Y. FAIR

TORONTO — Plans for a Belgian Village at the 1964 New York World's Fair are being formulated by George Potie, of Belgium, and Lou Dufour, veteran U. S. midway showman, and will be submitted to fair officials in the near future, Dufour announced here last week at the Canadian National Exhibition.

Potie, who is currently in the U. S. and was in California last week, huddled with Dufour recently in Chicago and St. Louis and again will confer before he leaves for home later in September.

Potie had the highly successful Belgian Village at the Chicago Fair in 1933-'34. Dufour has had a number of attractions at world's fairs over the years as well as at many State fairs. He had the Side Show and Fat Girl show here at the CNE.

## Mrs. Roodhouse Dies; Wife of Eli Bridge Man

JACKSONVILLE, Ill.—Funeral services were held here Sunday (4) at Central Christian Church for Vera Roodhouse, wife of Ben Roodhouse, for 49 years sales manager of Eli Bridge Company here, who died September 2 in Barnes Hospital, St. Louis. Services were conducted by Rev. Gerald Miller, assisted by Edmund C. Slaughter. Interment was made in Fernwood Cemetery, Roodhouse, Ill.

Mrs. Roodhouse had been ill many months and when her condition became critical five weeks ago she was moved to the St. Louis hospital, where she underwent surgery August 3. Born in Pearl, Ill., July 3, 1895, the daughter of the late William H. and Kate I. Meisenbach, she was long active in church work in this city. She married Ben Roodhouse in Pearl June 13, 1914. She is survived by her husband; two daughters, Mrs. John R. Boyer, Decatur, Ill., and Mrs. Curtis Alexander, Potomac, Ill.; a son, Ben O. Roodhouse, San Diego, Calif.; four

# IOWA STATE FAIR DRAWS 427,006

Tops '59 But Falls Below Peak Years; Auto Races, Midway Provide Top Lures

DES MOINES — The 1960 Iowa State Fair closed with attendance 11,025 ahead of 1959 figures but still down from the peak years of 1951 to 1955 when over a half-million jammed the outside gates.

Lloyd Cunningham, secretary of the fair board, expected receipts to match expenses, which will run around \$630,000.

Attendance for 1960 reached 427,006, compared with 415,981 last year.

The fair was still plagued with a drop in attendance on week days, Monday thru Friday. There had been some talk of moving the 1961 fair dates up a week in order to get ahead of school opening but the fair board decided to continue next year with the same dates. It is expected, however, an effort will be made this winter to get some of the county fairs to move up their dates so the Iowa fair can move a week ahead in 1962.

Cunningham pointed out that attendance on the weekdays averaged between 25,000 and 30,000 this year, while in the peak years it ran closer to 40,000 each day.

The night grandstand shows were a disappointment to fair officials this year as they had increased the budget to include name attractions, but attendance fell off considerably.

The Barnes - Carruthers' night

show opened with Johnny Carson and Jane Morgan for three nights, then Mollie Bee and Johnny Cash, and closed with the Vagabonds and the Chordettes. Only on the opening night did the grandstand hit the 5,000 mark. One night show was rained out.

The grandstand attractions received very little local publicity, with the paper not even doing its usual review of the grandstand show. Only Johnny Carson with his home State angle hit the pages.

Al Sweeney's auto races were the life saver for the grandstand, with full houses at seven shows. The fair closed Sunday (4) with close to 12,000 in the stands for the modified stock car races in the afternoon and over 15,000 at night for the late model stock car races.

Attendance for the races was up over a year ago and brought grandstand receipts up from the 1959 figures.

Because of the success of the auto races, fair officials are giving consideration to more nighttime grandstand races next fall, and fall back on other type grandstand shows in the afternoon.

The Olson Shows moved to Louisville after having one of its better years on the midway. Olson reported the take for the 1960 fair was up better than 12 per cent over 1959 and nearly on a par with 1957 and 1958. The Space Wheels were the big money-makers.

# Marshfield, Wis., Fair Marks Tumble

MARSHFIELD, Wis. — The Central Wisconsin State Fair, with William (Tiny) Uthmeier at its helm, wound up a record-breaking

sisters, Mrs. Virgil Craig, Pleasant Hill, Ill.; Mrs. Carolyn McKey, Pearl, Ill.; Mrs. Thomas Beam, Anaheim, Calif., and Mrs. Kenneth I. Grimes, Barry, Ill.; three brothers, Rollin M. Meisenbach and Karl W. Meisenbach, of Pearl, and Lewis S. Meisenbach, Sunnyvale, Calif., and five grandchildren.

five-day run here Labor Day (5).

A total of 115,000 people showed up during the run, some 15,000 over any previous year. And Uthmeier credited much of the increase to the Gunsmoke Trio who headed up the "Dodge City Follies" on three evenings and packed 'em in. As with all night shows, the segments were booked individually by the fair and put into a complete package.

In addition to the trio of Doc, Chester and Kitty, the show included Jerry Murad's Harmonicats, Sutton Dancers, Bauers, Winlos, Gaynor and Ross, Harry King Cole as emcee and the Peter Palmer orchestra, the latter getting a good review from Uthmeier. The Gunsmokers also appeared in a Saturday matinee for kids, along with Jonny Rivers' Golden Palominos and had a three-quarters stand.

Late model stock car races, brought in by Frank Winkley, ran to a full grandstand on Wednesday evening. Jalopy races, thru a local promoter, drew a half house on Thursday afternoon. That evening a teen-time show played to two half houses with Johnny Burnett, Freddie Carmo, Dickie Does and the Don'ts and the Crests. A free grandstand program for kid's on Friday did well. Sunday afternoon Russ and Don Bigelow had big cars on the track and had just below a capacity crowd.

Fair closer on Labor Day was the Aut Swenson Thrillcade who did excellent business, almost filling the grandstand for both the matinee and night shows.

Don Franklin Shows were up 20 per cent over last year and broke every existing midway record. On one record day the rides and shows put a 15 per cent hike on the day's receipts.

Visitors here included Al Steele, of Steele Amusements; Charles Carroll, Carroll Greater Shows, and Bernie Mendelson, O. Henry Tent & Awning Company.

# High Temperatures Cut Dayton Fair Turnouts

DAYTON, O.—Heat and competitive attractions combined to cut attendance at the Montgomery County Fair here last week but the fair wound up its five-day run here Wednesday (7) in good shape.

Total paid attendance, which only reflects a part of the fair's patronage, was 77,928, as compared with 90,507 last year under good weather conditions. Competition this year came from a local baseball tournament and several large picnics held by local industries which were attended by thousands of employes and their families.

Despite the weather and the other events, Goldie Scheible, secretary-manager, said the fair was one of the better balanced runs of recent years and the quality of exhibits of all types topped that of the past several years.

Attractions were many and varied. Jack Kochman's thrill show shared in a new one-day record Saturday (3), with 15,346 paid coming into the grounds. Kochman was in for afternoon and evening shows to good crowds. Lt. Gov. John Donahy was on hand for the opening-day ceremonies.

On Sunday (4) the high school band concert took over in the afternoon, with Bobby Rydell and Jo Ann Campbell heading up the night show. Other acts booked thru Joe Higgins of GAC, and which were used thruout the week on almost all the programs, included Victor Julian's Dogs, Joe Phillips and his horse, Smoky, Les Blue and Yvette, Elkins Sisters, Aero Stylites and Paul Black's band.

Other attractions included Huckleberry Hound and Yogi Bear and Uncle Orry and Nosey the Clown as kid lures. A calf scramble and greased pig contests, the usual strong harness racing pro-

grams and wrestling were also featured.

Gooding Amusement Company, the regular midway attraction, was hurt slightly by the heat, particularly during the afternoons but ended up only slightly below last year. New this year was the Gooding Kiddie City, with five rides behind a colorful arch and fence.

## STRONG STRETCH RUN

# Minnesota State Fair Tabs 1,078,408 Despite Weather

ST. PAUL — The Minnesota State Fair long has been looked up to as one of the sturdiest in the fair business. Last week it more than lived up to that reputation.

The fair battled weather with two days virtually rained out and seven days hit by temperatures that soared above 90 degrees, yet from the attendance standpoint it had the third best run on record.

For the 10 days ending on Labor Day, 1,078,408 people entered the big grounds. This is surpassed only by two other years, the State centennial run in 1958 when the count was 1,193,661, and last year when the total was 1,129,738. The fair set two new one-day marks, both on kids' days. On Monday (29) a total of 122,739 came to the fair and on Friday (2) another new record of 93,508 was set.

Receipts by Royal American Shows were only off slightly despite the weather. In fact, ride and show grosses were only about \$8,500

below last year when a record was established of \$379,394. The actual figure this year was \$370,852. Despite the heat on Sunday (4) the rides and shows had their biggest single day on record, reaping \$53,832. Dick Best's Side Show was reported to have had its best 10-day stand on record.

## Grandstand Off

Grandstand business in general, due mostly to the washout of two night shows and one program of auto races on the first weekend, was off an estimated 10 to 15 per cent. This loss probably will mean the difference between a profit and loss for the fair, as explained in a statement issued by Douglas K. Baldwin, fair secretary-manager, who said:

"Actual and estimated receipts indicate that, based on our budget of expenses, we will not show a profit. The loss of revenue, resulting partly from the torrential rains on the first Saturday and Sunday

undoubtedly will spell the difference between profit and loss."

Fair officials pointed out, however, that the lack of a profit, or even a loss, was of no great concern due to reserve funds that are far more than adequate to cushion any loss.

Around the grounds the heat served as a boon to cold drinks, snow cones, ice cream and anything else that was cool. Food sales were off about 10 per cent. Eats and drinks, with the cooler refreshments selling best, were sharply up in the grandstand. Novelty sales were off all over. Income from miscellaneous concessions and exhibits, totaled \$166,000, Harold Johnston, superintendent of concessions, disclosed.

The fair board, meeting on the final day, spiked rumors that it would lengthen its run in 1961, the fair's 100th year. Next year's official dates will be August 26 thru September 4, a 10-day run ending on Labor Day.

# TALENT ON THE ROAD

## Puppet, Cartoon Stars Click On Dates at Parks and Fairs

Eastern States Exposition (West Springfield, Mass.) talent includes Gunsmoke Trio in the Coliseum for five days (eight shows), with Marquis Chimps, Tulara Lee, Harmonicats, Jay Sisters and Company, the Bognos, the Frontiersmen and Joannie, and the Ronnie Drumm orchestra. First three days feature the Coldstream Guards band with the Queen's Own Cameron Highlanders pipes and drums. Horse show features Arthur Godfrey. Fair dates are September 17-25. . . . Howdy Doody pulled nicely at a paid show for McConnellsburg, Pa., fair, then was the free attraction at Indiana, Pa. Labor Day date was Riverside Park, Agawam, Mass. . . . Acts at Rocky Hill Fair, East Greenwich, R. I., included Albert Rix' bears, Flying Lamars, A. Robbins; Ken Sherbourne, globe-unicycle act, and Joe Krebs, slack wire.

Huckleberry Hound, TV cartoon character, is on a \$25,000 series of outdoor dates. Life-size costumes and recorded spiels are featured. Fairs included Brockton, Mass.; Terre Haute, Ind.; West Allis, Wis.; Essex Jct., Vt.; Dayton, O. Parks included Kennywood, Duquesne, Pa.; Paragon, Hull, Mass.; Iona, Youngstown, O.; Pleasure Island, Wakefield, Mass. Eddie Alberian plays straight man to Huckleberry Hound and Yogi Bear. Two new acts are being worked up around cartoon shows by Screen Gems, Inc. These are Quick Draw McGraw and the Flintstones.

Irwin Kirby

## Kelly Set for Dallas Fair; Home Town Honors Rex Allen

Clown Emmett Kelly will be featured in a special children's show October 14, elementary school day at the State Fair of Texas, Dallas. Also in the show will be the Del Rays, trapeze, and the Ivanovs, comedy balancing turn. Other talent around the big grounds will include Jimmie Rodgers and Homer and Jethro. . . . Steve McQueen, the John Randall, of the "Wanted—Dead or Alive" television series, topped the talent list at the Southeast Texas Championship Rodeo, September 8-10 in Orange, Tex. . . . Timbo the Clown, rodeo and fair clown, will be at the Utah State Fair, Salt Lake City. Johnny Ringo of the TV show will be the kids' day lure and other talent will include the Sikorskis and the Kimris Duo. . . . Rex Allen will be honored September 17-18 at his home town of Willcox, Ariz., when the town plays homage to the cowboy star. The event is sponsored by the Chamber of Commerce with profits going to charity. Included are a parade, barbecue, roping contest, stagershow, chuck wagon breakfast and a rodeo.

The Dukes of Dixieland, recently at the Indianapolis and Du Quoin (Ill.) fairs, will be featured the week of September 12 at the West Texas Fair, Abilene. October 28 they'll be on the Bell Telephone Hour on TV and open November 10 at the Hotel Roosevelt, New Orleans. . . . Louis Armstrong starts a 10-week tour for the State Department October 12 with stops in East Africa and Europe. . . . Sammy Kaye doing eight weeks at the Roosevelt Hotel, New York. . . . Billy Daniels opened September 8 for 20 weeks at the Star Dust, Las Vegas. . . . Red Nichols and the Five Pennies, at the Round Table, New York, will be on the October 14 Bell Telephone video hour. . . . Swe-Danes, a new music and song group from Scandinavia, open at Hollywood's Cocoanut Grove October 12 for two weeks, then to Freddie's in Minneapolis and the Ed Sullivan show November 6. . . . George Shearing Sextet plays the Hollywood Bowl September 16-17 and then to Australia and New Zealand for a couple of weeks.

## Syracuse Fair at Hot Pace

Continued from page 59

Stacy of Music Corporation of America was on hand early to oversee matters. Whether the elimination of paid shows would provide the solution to their steady losses was awaiting a study of the big Coliseum circus. Assembled by Hubert Castle, the Circorama was running Tuesday thru Saturday, with tickets at \$1 for all.

### Counterfeit Tickets

Admission to the grounds was again \$1 for everyone over age 12, and thousands of 50-cent cut-rate ducats were being returned, as usual. They are sold at 1,000 outlets in the State prior to the fair. This time, however, evidence of counterfeiting was noted. Four of the photo-offset phony tickets were spotted on Labor Day, despite being fairly accurate reproductions.

Premium payouts were to exceed \$138,000 this season. The grounds were spruced up and there was another of the long pole barns erected, this one to house sheep.

A large throng turned out Thursday (8), Governor's Day, when Governor Rockefeller and his wife were guests. Agriculture Commissioner Don Wickham and his assistant commissioners were on hand during the week, unofficially augmenting the large staff of Harold (Cap) Creal, manager.

On Monday there was a record entry list of 120 stock cars for Ira Vail's track feature. It was a big day, with parking lot crammed and a series of eliminations which sent clouds of dust over the grounds all afternoon. More than 10,000 choked the stands and others surrounded the oval. A wheel flew off one car and landed on the midway after traveling 75 feet, injuring six people in front of a Sutter's taffy stand.

Circorama presented Hubert Castle, slack wire; Haslev Trio, casting; Great Barton, finger stand; Eric and Eric Jr., bike; Erma Rio, unicycle; Noble Trio, bar act; Georgian Troupe and Cathalas Duo, perch acts; Les Bond Trio, ladder balance; Michelle and Michael, double aerial; Maryse Begary, trapeze; Borjevas, juggling and plate spinning; Baptiste Schreiber's chimps and Adams' chimps; Charley and May, rolling globe; Freddie's teeterboard; Howard and Wanda Bell, balancing; Zavata's dogs; Allen's Bears; Pink and June Madison, elephants; Sensational Kays, high wire; George Hanneford Jr. Troupe, riding; Wimpey, table rock, and Merle Evans' band. Dick Ware was ringmaster and Whitey Wilbur superintendent of props.

## SPACE ALL SOLD AT PARK SHOW

CHICAGO — The sellout of all space at the coming trade show of the National Association of Amusement Parks, Pools and Beaches was announced here last week by NAAPPB Secretary John S. Bowman. The show is to be November 27-30 at the Hotel Sherman.

Bowman said that all space had been either contracted or spoken for and that a few minor areas will be assigned to firms on a stand-by waiting list. The show is designated as the International Outdoor Amusement Exposition.

## Miller Show Eyes Brief Winter Rest

VALLEY STREAM, N. Y.—The Paul A. Miller shopping center show will vacation for a month in New Orleans this December, having traversed the country twice since launching its initial shopping center tour in January, 1957. In the intervening period it has showed at 180 spots, put on thousands of miles, gone thru dozens of truck motors, and endeared itself to very few carnival operators.

The show will hibernate at a spot yet to be chosen, in preparation for reopening in January on the West Coast. Miller said the unit will be larger than previously and has eight regional centers already contracted.

Carnival and circus merge in the Miller formula, and numerous imitators have sprung up. Its staff of life is promotion, as it offers merchants something to advertise—a free circus, five shows daily on the parking lot. Behind the acts (sometimes in front of them) it moves in a full midway of rides, concessions and an occasional show.

Originally modest, the circus angle occasionally outweighs the carnival like the tail wagging the dog. This year's edition has carried a number of acts, presenting them on a stage 105 feet long and 45 deep, unfolding onto pipe-rack supports off two flatbed semi-trailers. A backdrop tailored to resemble a big top rises to scalloped points mounted with flags. From even a modest distance it has all appearances of a large tent, but actually is a pair of positioned showfront trucks. Phineas Newborn Sr.'s five-piece band plays on the stage now but will have an elevated spot next year.

None of the five shows is identical. At Green Acres center here the Millers managed to work in a five-girl web act hung from the Arturos high-wire rigging. Gene Tracy is emcee. On a second unit the Millers have seven major rides, six kid rides and circus acts. The unit is managed by Lionel Miller.

The main show carries a Scrambler, Round-Up, Ferris Wheel, Flying Scooter, Merry-Go-Round, King Funhouse, Pony Ride, Elephant Ride, six kiddie rides and some 30 concessions. Show has its own generators and uniformed help who sweep up and hose down daily. Various concessionaires, show units and acts come and go as the route unfolds.

Only problems have been mechanical, in large measure due to playing 50 or more weeks a year. One Western date saw Jim Donnell changing three truck motors on teardown day. At Green Acres there was a party tossed for Eastern shopping center managers under a specially erected tent. More than a dozen centers were represented and 150 persons took part.

# Indiana State Fair Cut by Heat Wave

High Temperatures Cut Day Turnouts; Tenn. Ernie Ford Grosses Record \$75,606

INDIANAPOLIS — The heat wave that struck many fairs in the Midwest last week also hit the Indiana State Fair here and, as a result, attendance thru the big front gates and at most attractions, was off. There was no official count given out this year by fair officials but all indications were that the hot weather dropped attendance somewhat below last year's official figure of 484,012. Fair ended its nine-day run Thursday (8).

The fair's top attractions in the Coliseum were hurt by the high temperatures with the exception Tennessee Ernie Ford, in his fourth appearance since 1955, who racked up winnings at his four shows Saturday and Sunday (3-4). He established a new high of \$75,606, compared with \$34,221 by Rosemary Clooney, Four Lads and Jimmy Dean last year in three shows.

Pat Boone show took in \$30,120 in two performances, against \$43,327 by Ricky Nelson, Homer and

Jethro and the Chordettes last year in the same number. The Jazz concert Friday night (2) grossed \$13,655, compared with Art Linkletter's \$8,419 in one night in 1959.

The big country and western show did \$20,274 in five shows in the grandstand. This compares with \$46,749 by Roy Rogers last year but a more fair comparison would be with 1958 when the show brought in \$17,000. The light horse show, with one more performance to go Friday night (9), had taken in \$25,201, about even with 1959. The Western horse show in three days grossed close to \$10,000.

The Jack Kochman Thrill Show grossed about \$2,000 under last year's \$24,676 but this was attributed to earlier starting time on one day.

Despite the heat and lower attendance, Gooding Amusement Company topped its 1959 ride and show figure. While it was only up \$600 to \$700, it was an increase.

# PNE Sets New High With 963,480 Gate

Final Day Draws 102,773 Patrons; Polack Circus Tops Expectations

VANCOUVER, B. C.—Unofficially the Pacific National Exhibition wound up its run here Monday (5) with an all-time attendance record of 1,039,480. Officially, the new all-time record was 963,480.

Three football games, listed in the program as exhibition attractions and played in Empire Stadium on the fairgrounds, drew 78,000 customers, but the directors of the PNE did not include the grid fans in the official figures.

The 963,480 figure was a new record anyway and was aided by Monday's turnout of 102,773 who swarmed over the grounds. Last year's Monday figure was 65,297 and the total for the '59 run was 880,325.

Despite an estimated loss of \$30,000 on the rodeo, which played to poor turnouts in Callister Park the first week, fair officials branded the '60 fair "an over-all success." An official of Exhibition Park said the rodeo might be brought into the Forum next May. Its box-office failure was blamed on its location outside the grounds and the three days of rain.

Dale Town, supervisor of concessions on the grounds outside of Playland, said the 63 concessions were even with last year despite the rain.

### Circus Wins

The Shrine-PNE Circus, produced by Polack Bros., broke records for attendance and ran 10,000 over advance estimates. Another big attraction was the Canadian Armed Services display. The Hobby Show, moved from the Garden Building to the Manufacturer's Building, was in a better set-up and drew more people.

The Rocket Trains, operated to ride customers around the grounds at 15 cents and a quarter, were more popular than ever and did capacity most of the time.

The rains that slowed action in Playland and had the rides down \$35,000, cleared out on Wednesday (31) and fine weather permitted the midway to finish 8 per cent ahead of last year on rides and shows. Games, novelties and

floss were up 9 per cent and eat stands were 8 per cent ahead.

Last year concession merchandise valued at \$1,500 was stolen despite 10 guards on the midway. This year boss Jerry Mackey came up with a new one. Instead of 10 guards he hired five, each with a police dog on a three-shift swing over Sunday. There were no losses.

Visitors here included Red Dutton and Maurice Hartnett, Calgary Stampede; Al Anderson, manager of the Edmonton Exhibition; Irvin Hanson, manager, Swift Current Fair and Rodeo; John McMurray, general manager of the Puyallup, Wash., Fair.

## CNE Races Ahead

Continued from page 59

Marian Anderson was a stand-out extra attraction Tuesday and Wednesday. She gave free concerts in the bandshell, pulling 10,000 the first day, and 20,000 the second day. Her fee was \$5,700. Management says it intends to pursue this form of attraction in the future because of its success.

Lloyd's of London Replica, moved over from the British Trade Fair in New York, pulled as many as 5,000 in an hour.

Conklin Bros. midway was up \$15,000 over last year for a gross of \$777,000 as of Wednesday (7). Conklins are aiming at \$850,000 this year.

Ride revenue was up over last year because many of the shows were dropped in favor of the rides. The Side Show, brought in by Lou Dufour, was getting very strong business and was sharply ahead of 1959.

## Terre Haute Off

TERRE HAUTE, Ind. — Cristiani Bros. Circus had a half house in the afternoon and a handful in the night. Weather was abnormally hot, and the Sunday (4) and holiday timing probably also had a bad affect. Jaycees sponsored it.

## ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

### John Deere Show

THE INDUSTRIAL SHOW staged recently at Dallas by the Deere & Company farm implement concern utilized not only the Dallas Memorial Auditorium, but also the Fair Park Coliseum, the Cotton Bowl parking lot and the Dallas airport. The big event involved the airlifting of some 6,000 persons. These included 4,500 Deere dealers from the U. S. and Canada, 120 newsmen and 150 guests, some of them Chicago and New York financiers and some of them foreign representatives of John Deere. They came in on chartered, private and airline planes from many points thru the world. The next day the 6,000 came to Dallas Memorial Coliseum to see the company's 1961 line of products. Helping to show off these tractors and other items was an ice show staged by Michael Kirby, and a five-sided screen that permitted the showing of movies and closed-circuit TV "in the round." This screen set-up in the center of the circular seating area displayed films from Wilding Studios. The narration in the films was in both English and French, with part also in Spanish. This was handled in a manner somewhat like that at the UN. Shuttle buses took the guests three miles to the Fair Coliseum for meals and for further spot-lighting of the new models. It also served as an air-conditioned retreat for any who got too hot while viewing the tractors outside at the Cotton Bowl parking lot. Tuesday night and early Wednesday most of the 6,000 were flown out of Dallas again. On Wednesday some 2,500 Texas dealers and some customers saw the demonstrations, and the public also was invited to see the displays. Art Briese, Thearle-Duffield Fireworks, Chicago, had the pyrotechnic show of models at the event.

### Bill Lavery Named Manager At New Jacksonville Arena

BILL LAVERY, until recently the manager of the Cleveland Arena, has been appointed manager of the new Coliseum and Auditorium under construction at Jacksonville, Fla. Lavery was assistant manager of the arena for five years and then manager until this summer. He was stepping into the position at Jacksonville last week. The Jacksonville building is expected to be ready for occupancy in November. . . . At Charleston (W. Va.) Civic Center, William Bolden's new assistant is D. E. Skinner, succeeding Tom Twaddle. . . . Victoria (B. C.) Memorial Arena is installing a new concrete floor with plastic pipes for refrigerant. It is a \$50,000 job. . . . At Bradenton, Fla., the contractor has indicated the new Bradenton Municipal Auditorium will be open between November 15 and December 1. . . . Long Beach Municipal Auditorium had Count Basie for dances September 2-4. The Reverend Jordan Soul Clinic was in for Sunday (11). . . . Andy Mulligan and the Toledo Sports Arena have the Toledo Food and Appliance Exposition for September 13-18. It includes the Kirby Stone Four, Mary Roy, Pretz Russell's Orchestra and such promotions as a meat cutters' demonstration and a Junior Cook of the Year demonstration.

### Auto Dealer Showing Season In Full Bloom at Buildings

IT'S HIGH IN THE AUTO model showing season. Many buildings around the country are busy with these choice bookings. Take the Cincinnati Music Hall, for example. The American Motors dealers will be there Thursday (15), and there are four days for move-in. Then Buick has the hall for Saturday (17) thru Monday (19), with the dealer showing on the Monday. Pontiac comes in on Tuesday and Wednesday. And another example: Charleston, W. Va., Civic Center has Ford on September 21, then Chevrolet for September 24-26. It's much the same at many other buildings. . . . New York Coliseum has the nine-day Electra City, USA, "Electraclular" thru September 18. It's open to the public and includes many demonstrations and show attractions. . . . Seattle Civic Auditorium and Ice Arena has the Shrine Circus Thursday (15) thru Sunday (18), plus a full schedule of wrestling, shows, hockey and more. . . . National Allied Convention and the National Association of Concessionaires trade show will be at the Conrad Hilton Hotel in Chicago November 6-9.

### Spencer, Mass., Fair Draws Big Turnouts

SPENCER, Mass.—The 72d edition of the Spencer Fair got off to a strong start Saturday (3) and continued its big run thru Labor Day (5).

On Saturday, Buddy Wagner's thrill show performed in front of two overflow crowds. Rain on Sun-

day hurt attendance in the afternoon but with partial clearing before suppertime, a large evening crowd filled the grandstand. A three-quarters capacity turnout saw Danny White's Aquarama.

On Monday with clear, sunny weather, a record-breaking crowd swarmed onto the grounds and the White show played to an overflow. A sudden drop in temperature to a cold 42 degrees held down the evening attendance but it was still 75 per cent filled, Philip A. Quinn, secretary, disclosed.

Gillette Shows, on the midway for the fifth straight year, did strong business. On Saturday, rides were up 15 per cent and on Monday they showed a 25 per cent hike over last year.

### Du Quoin Fair Tops 1959 in Most Segments

DU QUOIN, Ill.—The Du Quoin State Fair wrapped up one of its better runs here Labor Day (5) and as Don Hayes, co-manager with his brother, Gene, put it, the fair was "generally up over 1959."

From the weather standpoint the fair was good, altho hot. The only rain to mar the 10-day run came between an afternoon and night grandstand program and did little, if any, harm.

The big Labor Day evening show was called one of the best ever by Hayes, altho receipts were slightly off. "Toppers in the show included Gordon and Sheila MacRae, Chor-dettes, Vagabonds and Professor Backwards.

The three programs of auto racing over the weekend were good. Saturday's stock cars topped last year; the midget program Sunday was slightly off and the big car meet on the holiday was up to expectations.

Al Kunz' Heth Shows had a big week on the fun zone.

The Hambletonian will be held here at the fair thru 1962. The Hambletonian Society will meet in 1961 to decide on where it will be held following 1962.

### Rain Trims Detroit Park's Season Score

DETROIT—With a surprise dip in business during August, Edgewater Park, only amusement park within Detroit's city limits, has been running about 10 per cent behind 1959 for the season, Cy Wagner, co-owner and manager, said last week. Weather has been rough on the park this year, with most weekends in August lost to rain. Earlier in the season, several weeks of fairly persistent rain in May and June got it off to a slow start, so far behind last year that even some good weeks in July did not allow the totals to catch up.

The one encouraging factor, Wagner noted, was that "spending per capita was up when we had any people."

The policy of frequent remote broadcasts direct from the park by well-known radio disk jockeys has been a significant factor in making the park name better known among the teen-age set this past season.

A major project of repainting the Roller Coaster in white and orange has just been completed—the first complete repaint job on it in about 10 years. This required a crew of 10 men for two months during the operating season.

### Fairman's Wife Named Queen

DETROIT — Mrs. Jean MacGregor, selected Mrs. Michigan State Fair, official queen and hostess for the Detroit event, is the wife of Alpine MacGregor, who just completed a two-year term as president of the Vassar (Mich.) Fair. Both are active in civic affairs, MacGregor as chairman of the retail division and his wife as secretary of the Vassar Board of Commerce.

## FAIR-EXHIBITION MANAGEMENT

### Charlestown, Ind., Army Land Sought as Fairgrounds Site

INDIANAPOLIS—Legislation for the transfer of 60 acres of Army land at Charlestown, Ind., for a 4-H fairgrounds will be introduced again when Congress reconvenes in January, Sen. R. Vance Hartke announced.

The bill providing for the transfer was submitted to the Senate in the closing hours of the 85th Congress by Hartke. He said that he would assume its sponsorship again in the 86th session.

Senator Hartke explained that while the Secretary of the Army is without power to sell the land, he may transfer it to the General Services Administration for sale to the highest bidder. Then, if the land is transferred to the Department of Agriculture, it may be utilized by 4-H clubs.

Senator Hartke said further that in introducing the bill before adjournment, he sought only to register his opposition to the sale of the land as surplus property and his support of its transfer to the secretary of agriculture.

### Mutuel Play Declines At Western Canada Events

SASKATOON, Sask.—The Saskatoon Exhibition was one of several Western Canadian fairs that saw a decline in pari-mutuel play this season. Total during the six-day run here was \$606,056, a drop of \$119,039 from last year. In the past, Assiniboia Downs in Winnipeg was closed during the time of the Class A fairs. This year the big-time bettors stayed in Winnipeg, according to Steve MacEachern, manager of the Saskatoon event. Declines at Edmonton and Regina could also be blamed on the same situation, he said.

The nine days at the Regina (Sask.) Provincial Exhibition saw \$1,061,347 wagered, a decline of \$94,673 from last year. In 1952 the wagering on six days was \$573,669. By 1956 the figure was \$840,278. When a nine-day meet was held in 1957, the figure rose to \$1,160,290. In 1958 it was \$1,140,640 and in 1959 it was \$1,156,020.

MacEachern said economic conditions also entered into the decline in mutuel play. People were not wagering as heavily as they did last year, he said.

One fair on the B circuit reported betting topped that of last year. At North Battleford, Sask., the handle for three days was \$19,542, up \$3,466 from '59.

### Tulsa Offers Package Deal

TULSA, Okla.—The Tulsa State Fair is offering what it calls a "package deal."

It's a gift-wrapping contest that will be held the afternoon of October 5 on the stage in the Women's building.

Three top contestants in the wrapping will be awarded prizes, and the entries will be judged on originality, perfection of workmanship and beauty of the finished product.

Fancy wrappings, ribbons and boxes will be furnished, but contestants must bring their own scissors. The winning boxes will be on display in the Fine Arts Department for the remainder of the fair.

Event is sponsored by the Tulsa Paper Company and will be limited to 50 entrants.

## 225,000 Gate for W. Va. State Fair

LEWISBURG, W. Va. — A welcome week of cool weather powered the West Virginia State Fair to an attendance total of 225,000 persons for the six days ending Saturday (27). It was one of the most rewarding efforts in recent years, Manager C. T. (Tom) Sydenstricker reported. Saturday drew a record 65,000.

Cetlin & Wilson Shows pulled out with a record gross having been attained on the midway. Also doing well were the grandstand attractions, altho the week's only inclemency cut into earnings of the Jack Kochman thrill show.

Kochman was in for three performances Monday (22); two of them were rainouts and the third drew a full grandstand. It was the first time in five years that an auto stunt troupe showed here.

#### Building Plan Eyed

The crush of exhibits encouraged the fair officials to start think-

ing of a building program. It appeared a long-term project will be started next year with the aim of expanding facilities. For this season new horse stalls were built, the swine barn was expanded, and grandstand improvements were made.

Grandstand entertainment included the Ted Mack show and singer Alice Lon from Tuesday thru Thursday (23-25) and the Duke of Paducah's hillbilly unit with Little Jimmy Dickens, Friday and Saturday (26-27). The White Horse Troupe also performed.

The fair showed its greatest number of exhibits, and there were more than 1,000 head of cattle on hand. Also attracted was the usual large number of week-long campers. All of the state's 4-H'ers and FFA youths were given passes good on Tuesday, about 50,000 of them, and practically all turned up, Sydenstricker said.

# AMUSEMENT PARK OPERATION

## Labor Day Closes Seasons; Compounce Booking '76-'60

FIREWORKS AND SKY REVUE wound up the full-time schedule of Coney Island Park at Cincinnati Labor Day. . . . State Fair of Texas Midway Park closed on Labor Day. Family night deals were continued until August 30. . . . Nashville Go-Kart, Inc., has been formed by William B. Henderson, Nashville. . . . At Bristol, Conn., the Crocodile Club met last week at Lake Compounce. It has held annual outings there since 1876. Park Manager Julian Norton, back in action after an illness, reports he is reporting for work a few hours each day. . . . At Freedomland, New York, a chain of New Jersey supermarkets had a deal for \$300,000 in admission tickets. The tickets were given out to buyers of \$7.50 or more in groceries and entitle the bearer to admission and several attractions. . . . At Circle L Ranch, Caroga Lake, N. Y., word is the season was successful despite a wet July 4. Leon B. Fry manages the park, where the live ponies and the go-karts were top attractions. Fry, of Gloyersville, N. Y., took a best of breed title at a recent dog show with his champion otter hound.

## LeSourdsville Appreciation Days End Fairly Good Year

LESOURDSVILLE LAKE Park, Middletown, O., finished off its regular season with its annual "special patron appreciation weekend reopening." The park was open Saturday and Sunday (10-11). Special five and dime ride rates were in effect in "appreciation" of the patronage enjoyed by the park all season. Manager Jack Morningstar said the season was fairly good despite poor weather at the outset. Top rides included the Turnpike, Scrambler and Cyclone, he added. . . . Ben Krasner's Lakeside Park focused attention on trampoline business both in and out of the park when it featured the Fenner-Hamilton Trampoline Troupe in demonstrations. Kids from outlying centers and from the park's own trampolines were invited to attend the demonstrations. Between shows there was a contest among young trampolinists. Free tickets were published in The Denver Post. . . . Mrs. Adeline Martin, 85, widow of the former operator of the old Chester Park, at Cincinnati, died recently. Her husband, Jack Martin, also had operated theaters. . . . The play sheriff at Denver's East tincup theme park had a real shooting to investigate last week. Don Britton, ride operator, was shot in the leg by his own pistol when he crawled thru a fence.

## Operator Maps Winter Plan For Trampolining Business

ONE-TIME ACTOR RONALD HARRIS now has a 14-unit trampoline center at Wilmington, Del., and he has plans for keeping in business all or most of the winter. Harris expects to place a tent over the trampolines. He opened in July and has been grossing about \$1,000 a week, it is reported. If things keep going well he will blossom out with more amusement park attractions around his trampolines next season. . . . Dan Mosley, Bill Hall, Melvin Arnold and Douglas Cotton have formed Inglewood Amusement Parks, Inc., at Nashville, Tenn. . . . Weldon C. Flint and others have formed Ferndale Swimming Pool Association, Inc., at Ferndale, Wash. . . . Arch A. Roberts is one of the incorporators of H.A.M. Co., Inc., amusement enterprise at Opportunity, Wash. . . . Guy Fenimore, of Burlington, Wash., has formed a trampoline center corporation, Jolly Jump-Up, Inc. . . . Spikes, Inc., will operate a trampoline business at Lynnwood, Wash. . . . Peninsular Projects, Inc., is a trampoline operator at Bremerton, Wash. . . . Yakima, Wash., has Jumpin' Gymnastics, Inc., with Tony Santini and C. A. Enright among the incorporators. . . . Atomic Jump, Inc., Richland, Wash., is another trampoline amusement center.

## Spanglers Plan River Cruise; Huedepohls Touring Europe

R. M. SPANGLER, head of Rolling Green Park, Sunbury, Pa., is counting the days until October 1 when he and his wife, Helen, start a leisurely vacation. They'll board the Delta Queen river steamer at Cincinnati and spend eight days cruising down the Ohio and Mississippi, debarking at New Orleans. From the Crescent City, they'll go over to Dallas to spend several days at the Texas State Fair before returning to the river boat for another lazy cruise back to Cincinnati. . . . Paul and Ola Huedepohl are sending postcards back to the States telling of the enjoyable wonders of their European tour. The former NAAPPB secretary says they were much impressed with Lisbon and that their private car tour to the Atlantic and Harbor beaches were "very worthwhile." At Cintra, they lunched in one of the former monarch's palaces which has been converted into a hotel. Paul says they had a great time with the Leonard Thompsons at Blackpool and that the Illuminations Festival, which opened September 2, had a "complete change in design and decor," all for the good. The Huedepohls went on to Oslo September 4. . . . Jim Carnahan, of Park Ridge, Ill., one of the NAAPPB pool and beach program leaders, has taken a new position with Eyerly Associates in Chicago's Merchandise Mart building and will work with swimming pool dealers in nine Midwest States. . . . Abe and Ruth Baker, of Glen Echo Park, Glen Echo, Md., were just like a honeymooning couple at the NAAPPB late summer meeting. Abe flew to the Crescent City from Glen Echo and was met there by Ruth, who left the children with a babysitter and jetted in from Miami. . . . John S. Bowman, NAAPPB executive secretary, has been appointed to the newly created Recreational Boating and Water Safety Committee of the National Safety Council. The committee will have its first meeting during the NSC safety congress in Chicago October 17-21.

John S. Bowman, NAAPPB Executive Secretary

## Cedar Point Up 34%, Watch For 1,300,000th Customer

SANDUSKY, O.—Cedar Point resort expects to present a \$100 check to the 1,300,000th visitor of the season Sunday (18). Close tab has been kept of resort-goers this season.

Resort officials said last week that attendance is running about 34 per cent higher than in 1959, which in turn was a record season for the playland. Extensive improvements have been made during the past two years and more are planned for the years immediately ahead.

More than 75,000 people were on the grounds over the Labor Day weekend, with Sunday (4) producing the largest crowd. Threatening skies and a crackdown on motorists were believed responsible for a drop-off in attendance on Monday. The beach, midway and picnic facilities were available to the public this weekend (10-11) and will be in use again this coming Saturday and Sunday (17-18) for the last time this season. Hotel Breakers, dining and dining spots and ballroom closed on Labor Day.

Work is expected to get under way shortly in remodeling the 40-year-old Cedars Hotel adjoining the two-year old marina. During the past few seasons the frame hotel was used to house some of the resort employees when dormitory facilities became taxed. Plans have been prepared to remodel the hotel into a large number of apartments for year-round use. Each apartment will be equipped with a gas unit to heat the rooms in the winter

and cool occupants during the summer.

A new and larger dormitory is also being planned. It will have quarters for couples, as well as college men and women who find summertime employment at the resort.

## Beatty in Alabama

FLORENCE, Ala. — Half and three-quarters houses turned out here Thursday (1) for the Clyde Beatty & Cole Bros. Circus. Weather was hot, with afternoon rain. Sponsor was the Civil Defense organization.

## Whitney Named

Continued from page 59

space-age exhibits," Whitney said. "In the Gayway we will be providing the light nostalgic touch which will give a change of pace appealing to all ages."

Prior to accepting the Century 21 assignment, Whitney was the operating owner of his family's San Francisco amusement park, Whitney's At-The-Beach. He assisted in the organization of Disneyland and was director of its rides and amusements for two years. In addition, he was deputy director of the U. S. Pavilion at the Brussels World's Fair, a post he had to resign with the death of his father, to assume operation of the San Francisco park.

## Promotion All But Submerges Rocks' Park in Ice Cream

NEW YORK — An ice cream party for thousands of kids was held at Rockaways' Playland on Thursday (8), with co-operation of Carvel Dari Freeze Stores, Inc. Kids got rides, all the ice cream they could eat from noon to 8 p.m., met TV performer Sandy Becker, and competed for prizes.

Carvel handed out buttons hailing its flavors. Ten buttons could be swapped for a certificate at the stores. Upon presenting the certificates kids got their hands black-

light stamped. Four mobile Carvel trucks were within the park, handing out ice cream with no restrictions. Thirty-three Carvel stores in Brooklyn took part in the promotion.

Kids competed in sculpture contests, carving figures out of blocks of ice. There were also a one-legged race carrying ice cream cones, a carousel ice cream-grabbing contest using cones instead of brass rings, and a free-for-all, using ice cream "snowballs."



The biggest profits come from the best rides



FINANCE PLAN AVAILABLE

Merry-Go-Rounds • Miniature Trains • Boat Ride • Kiddie Auto Ride • Portable Roller Coaster • Jolly Caterpillar • Sky Fighter • Helicopter • Mad Mouse • Mite Mouse • "1865" Locomotive • Brownie Tractor • Roadway Ride • Rodeo • Twister • Tank Ride • Buggy Ride • 18 Car Car • Record Player • Merry-Go-Round Records • Tapes • Ride Timers • Canvas.

**ALLAN HERSHELL CO., INC.** • EST. 1880  
NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

GIVE TO DAMON RUNYON CANCER FUND

19 HOLE  
**GOOFY-GOLF**  
A PREFABRICATED MINIATURE COURSE is a FIBREGLASS, STRONGER, TOUGHER THAN CONCRETE — CAN BE ASSEMBLED AND READY TO OPERATE WITHIN A WEEK.  
WHY—let valuable ground go to waste? WHY—are most miniatures poorly located? BECAUSE they are built of concrete and can't be moved—are forced to accept cheaper locations.  
This course has MORE EYE APPEAL and MORE PLAY APPEAL than ANY OTHER COURSE in the country. PROVED from North to South—East to West.  
18 Fairways & Greens—19th Hole Special—Large Putting Surface, each with Tantalizing Traps and Proved Obstacles. Large Road Sign—Caddy House—Lighting and all Accessories. EVERYTHING in ONE COMPLETE UNIT.  
Manufacturers and Suppliers of all types of Fibreglass, and Metal Obstacles. Adaptable to any existing course.  
Cash or Terms.  
Write or Call NOW — for information and help with planning.  
**PHILLIPS AMUSEMENTS, INC.**  
204 S. Robinson St., Bloomington, Illinois

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS  
**TILT-A-WHIRL** America's Most Dependable Family-Type Ride  
• Simple Operation  
• Consistent Money-Maker  
• Never Goes Out of Style  
• More Value for Your Money  
Ask for Amusement Operators Who Have Them.  
All orders filled on a first-come, first served basis. For complete information Write, Wire, Phone  
**Sellner Mfg. Co.** P. O. Box 306, Faribault, Minn. Phone: EDison 4-5584

**MINIATURE TRAINS**  
5 famous diesel models... "1865" steam type and the new Trackless Train  
Write for FREE details  
MINIATURE TRAIN DIV.  
ALLAN HERSHELL CO.  
North Tonawanda, N. Y.

**GARBICK RIDES**  
42 Ft. Ferris Wheel  
36 Ft. Ferris Wheel  
20 Ft. Chair Swing  
16 Ft. Chair Swing  
FLYING SAUCER Merry Mixer  
Trailer Mounted Kiddie Rides  
**GARBICK MFG., INC.**  
Lewis H. & Lewis A. Garbrick  
Centre Hall, Penna.  
Phone: EMpire 4-1468

**THREE WONDERFUL RIDES FOR SALE**  
ROCKET SHIPS—As good as new, can be bought as a complete unit or in parts. Three stainless steel Ships, nearly new cables, 15 horsepower motor powered, etc. ROLL-O-PLANE—Super. 2 motors, as portable or stationary. In good used condition. LAUGH-IN-THE-DARK—Dark ride with 5 cars, approximately 800 ft. of track, stunts, props and many extras. All three rides can currently be seen in operation here. Cash Buyers.  
**ALBERT J. TEDALDI**  
P. O. Box 103  
Cedar Point, Sandusky, Ohio

# Jumps, Winds, Schools Affect Kelly-Miller

LOGAN, Utah — Long jumps, high winds and resumption of school marked the week for Al G. Kelly & Miller Bros. Circus. The show got a surprise in the form of big business at a fair, and other days have brought fairly good business as well.

The Bear Lake Fair at Montpelier, Idaho, produced one of the banner days of the season. The day (27) was hot and windy, but both shows pulled packed houses. Show gave its second street parade of the season.

At Kemmerer (28) the Sunday matinee was near-full. Rock Springs was weak on business and poor in weather. The show was just behind their fair. At Evanston

(30) the show made a 104-mile jump and the big top did not arrive until 1 p.m. The afternoon show began at 3:30 p.m. and both it and the night house were near-full.

The first stand in Utah was Ogden and it gave a so-so afternoon and fair night's business. En route to Logan the water truck overturned and subsequently the trailer of legal adjuster Frank Ellis was sideswiped at the scene. But injuries and damages were light. Rudy Bros. personnel visited. Martha Smiga, recently with King Bros., joined K-M to do her wire act. Lou Walton, producing clown, left to enter the veterans' hospital at McKinley, Tex., soon for treatment of an old illness.

With schools starting, the show looks for lighter matinee business. Moreover, a number of children on the show are leaving to re-enter schools.

# Adams Cuffers Meeting Set

MILWAUKEE—A meeting of Adams-Sells Circus creditors is scheduled for September 22 here. Three trucks of the defunct show were sold at a sheriff's sale (7) at Marshfield, Wis. These were pole truck, canvas spool and light plant, and they went to Robert Deyo, Appleton, for \$100 each. They had been seized prior to the bankruptcy action and the trustee had made no claim on them.

# Penny Circus Quarters Open

KNOXVILLE, Ill.—Quarters of Penny Bros. Circus are in operation at the fairgrounds here and the circus will start out on its new route Friday (17) at Jacksonville, Ill. It will move to stands in Illinois and Missouri.

Show will move on about eight trucks. Some of the equipment is leased from Fred Pitkin here, but the Penny Bros. management and ownership is with George Penny and George Lilly. They will use a 60-foot round top with three 20's.

# Halves for Hunt

BAYVILLE, N. J. — Hunt Bros. Royal International Circus had a pair of half houses here August 31 with Legion auspices. Lot was soggy and small so the top was cut to three poles. A calliope played downtown.

# CIRCUS TROUPEING

By TOM PARKINSON

RINGLING-BARNUM CIRCUS has been doing very well on the season, advises Rudy Bundy. Since the second half of the season got under way at Omaha, the show has played Denver, Salt Lake City, San Francisco and Oakland. All were "much better" than last year.

Clyde Beatty's trained lions all did a roll-over last week—in the cage truck. It overturned en route to Birmingham and the cats were trapped for 12 hours, but none was lost. . . . The Beatty show is featured in a picture story in the October issue of Pageant magazine. . . . Look for the Mills circus to close its season about October 10.

Many circuses find that Canadians are less accustomed than Americans to the tradition of inside reserved seat sales, and this year was no exception. The King show in particular caught trouble over this routine arrangement, enough so that in the future circuses might consider changing their method of selling reserves in Canada.

\* \* \*

September issue of True magazine carries a story written by Tom Parkinson. It is about the whale shows that trouped the country about 1930. . . . Acts with the Paul Miller shopping center show recently were the Original George Hannefords, Princess Tajana, Kayo Family, Arturos, Kinko, Bumpy Anthony, the Del Rios, Terrell Jacobs Jr. and his lions and elephant acts, Swede Johnson, and the Flying LaForms. Last named have been on a second unit.

John Zweifle has signed with the big Carson department store in Chicago for displaying his miniature circus there in January. The show has been at the Circus World Museum all summer and now repeats at the Ford Rotunda for the Ford Motor Company, Detroit. . . . Josephine Silverlake is recuperating at Medora, Ind., after major surgery and expects to be back in action in a few weeks, advises Brownie Silverlake. . . . The Collinsville, Ill., newspaper did a page feature with pictures about the Walenda Family while the act was laying off and practicing at the Tom Packs quarters in Collinsville. Wallendas pulled out to play the Iowa State Fair and the Nebraska State Fair.

W. K. DeLock, formerly with Kelly-Miller and other shows, has opened his own DeLock's Trained Animal Circus and writes that he has been getting "wonderful" business. He stayed an extra night in Forman, N. D., and had a full house. He lost one night since to rain. . . . David Hoover's Lions appeared at Pontchartrain Beach, New Orleans amusement park, for the final two weeks of the park's season.

H. L. Filbert, vacationing in the North, caught Hagen Bros. at Elkhart, Ind., and enjoyed visiting Jimmy and Dorothy Cole and the Joe McMahons. Show had the best house of several weeks. . . . From Thousand Oaks, Calif., comes word that Albert Fleet has been ill, that LeRoy Crum is nursing a fractured left arm, and that Fleet, Crum, Arky Scott, Mel Koontz, Norman Tyndell and Henry Lyndell all joined the Moose Lodge. Already in the lodge were Frenchy Durant and Dick McGraw, also of the animal compound at Thousand Oaks.

Jack Bennett, recently with Adams-Sells, planned to visit Hagen Bros. at Lincoln while en route to Oklahoma, where he will ready his school magic show for fall work. . . . The Circus World Museum is offering a recording of steam calliope music. The record was made with the American steam calliope at the museum by Ethyl Romelfanger. . . . Tom Inabinette has been with Circo Atayde for several weeks but now is back at El Paso, where he caught King Bros. He also saw Gil Gray Circus in New Mexico.

Johnny Fulghum and Allyn Pierson closed with the Beatty advance and bought a Hot Rod ride, which they now have playing fairs.

They topped the midway at Ashboro, N. C., and will be with the O. C. Buck Shows for Rocky Mount and subsequent dates. . . . Robert Locke Lorraine clowning with Rudy Bros. for four months, then went to Hollywood to take the title role in a Perry Mason TV film, "The Case of the Clumsy Clown." Lorraine went on to be producing clown for Al Dobritch at Toronto and the CNE. . . . Corinne and Bert Dearth closed their park season at Olympic Park, Irvington, N. J. Corinne will do her cloud swing at the Women's Art Carnival at Philadelphia Monday (12) and then they move on to Southern fairs. . . . Everett M. Smith, formerly with the Christian Science Monitor and now on the West Coast, authored a piece about Big John Strong for the Reynold Review magazine.

Al Hubbard, formerly with Beatty-Russell and known to many clowns, is ill at the Long Beach Veterans Hospital, Long Beach, Calif., and would enjoy mail. He was the first president of the CFA tent at San Diego. . . . Cook & Rose revue at the Gaithersburg, Md., Fair included Rene and Jim Dearing, Miriam France, Carlson's Dogs and Ponies, Mike Donnelly, Mike Monroe, the Ortons, Jack Reinhart, Bob Johnston, Mabel Carlson and Pat Barrett. Visitors included Claire and Tony Conway and Ken and Jean Fordyce. They also visited Eddie Billeli's Animaland in the area. Also in the Washington area are the Ben Davenport shopping center show and the Ernie Palmquist miniature circus, both at shopping centers.

J. C. Goddard, former trouper now at Jackson, Miss., remarks that the Beatty-Cole fleet of five panel trucks, one pick-up truck and a big red and gold supply truck, makes quite an entry for the advance department. And he adds that the Steve Kuzmicz crew wrapped the town up.

Veteran Clarence Auskings, who has piloted a jillion large and small shows, writes that he just closed with the Cowboy King carnival at Rushville, Neb., and now goes ahead of the Roy Fitzsimons carnival for winter dates in Arizona. . . . Big Bob Stevens had his Bailey Bros.' Circus at Tulsa August 28-29 for the Grotto.

Clark McDermott and his bears were at Dallas for the State Fair of Texas. . . . Gainesville Community Circus played the local fair. Among the visitors was Homer DeGolyer, CFA historian. . . . Don Rey and Jimmy Goff have been with Rudy Bros. and reopen with that show September 30 for a tour of the Southwest. Meanwhile, they and Jack Smith, of Salt Lake City, caught Kelly-Miller and visited with Jack Smith, Bob Bullock, Flo McIntosh, Marty Smiga, Freddie Logan, Red Pressly, Maurice Marmolejo and Demsey Conard. . . . Berni Miller has joined the new Penny Bros.' Circus and had several phone crews working.

**PHONE SALESMEN**  
Here is an opportunity for experienced Adv. Phone Sales Mgr. Are you stable, alert, creative, energetic and able to adapt yourself on Labor Newspaper, sponsored by the Central Labor in Orange County? This paper is 12 years in operation—a monthly. Previous Manager, due to illness, averaged for 5 years over \$10,000 a year. Plenty of leads and new business in fast-growing area. High-class, sober and responsible man can earn \$300.00 and better per week. Phone prepaid, write or come in.  
**MAX STOTLAND**  
1329 W. 5th Santa Ana, Calif.  
Kimberly 3-8491

**Experienced Phonemen**  
for Police Deal  
**PROGRAM PUBLISHING CO., INC.**  
102 E. Fairfax St., Falls Church, Virginia  
Phone: Jefferson 2-8922

**ANIMAL ACT**  
Wanted for September 30 and Oct. 1  
Booking in New York area. Contact  
**MR. FINKELSTEIN, Animal Artists**  
248 East 33rd Street New York, N. Y.  
MU 9-0552

**AMERICA'S FINEST SHOW POSTERS**  
WRITE FOR 1960 DATE BOOK  
**CENTRAL Show Printing Co., Inc.**  
MASON CITY, IOWA

**PHONEMEN**  
Straight tickets. Mahomet Temple sponsor. Steve Salamone, call. No collects.  
Turner 3-4691  
Gary, Indiana

**5 PHONEMEN**  
Repeat police date. Office now open. Phones in. Nelson Javens, call me.  
**BILL FREW**  
OWens 5-1454 or 5-1550  
Elgin, Ill.

**\$50 REWARD**  
For information leading to the whereabouts of  
**WM. (BILL) GITTLER**  
Phoneman, 63 years old, 6 ft. tall, 160 lbs., thinning gray hair, well dressed, drives 1959 Pontiac with New York tags.  
Phone collect: R. B. MARION  
7403 or 7472, Butte, Montana

**PHONEMEN**  
UPC's, Program, Tickets and Banners. 25% paid daily. All winter's work. More towns set. Chamber of Commerce, Police and Fire Dept. deals.  
**JOE RILEY**  
Greensburg, Pa. Phone: 4-2300  
Office Phone: LA 3-4137, Jeannette, Pa.

**PHONEMEN**  
Oshkosh top sponsors. Repeat deal—plenty taps. 25% Book, Ticket, Banners and no collects. Contact:  
**E. H. PETERSEN**  
RAULF HOTEL  
OSHKOSH, WISCONSIN

**FOUR PHONE MEN**  
For the best sheriff dept. deal in the country. Room open Sept. 19 in Denver, Colo. Book, UPC's and decals. Bob Harris, Jim Bailey, Kelly Collins, Hap Horrigan, phone me.  
**JOHN E. BODIN**  
Phone: 7405 or 7472, Butte, Mont.  
After Sept. 17, phone me at Cosmopolitan Hotel, Denver, Colo.  
No collect calls.

**PHONEMEN**  
Opening St. Paul Bks' Lodge.  
First deal for them in 80 years. Have \$80,000.00 in taps. Town carded and phones in—ready to go Sept. 14. Pay 25%. This should be our best in St. Paul and we've had some beauties. Jack Dorf, call collect. John Stephen, call collect. Letters on way to both of you. Horace Jones, also call.  
**KEITH DUBOIS**  
Minneapolis, Minn.  
FR 8-5417

**DOUBLE DRUMMER WANTED**  
**KING BROS. CIRCUS**  
Join now as per route BB

**PHONEMEN**  
Ticket deal now starting. Good deal for right man.  
**BOB FEENEY**  
RA 3-3314  
6228 Georgia Ave., N.W.  
Washington D. C.

**20—PHONEMEN—20**  
U. P. C. TICKETS & ADS. Pay daily. Hollywood Stage Show. No loafers or heat merchants wanted. Sobriety essential. Work till Xmas. No layoff.  
Call Prospect 2-9490  
Anaheim, Calif. No Collects.

**TELEPHONE SALESMAN or SALESWOMAN!**  
Don't call unless qualified. Exclusive franchise—Magazine, TV and Radio. Draw can be arranged if you can produce. Take-home pay, \$119.50 to \$172.25 weekly.  
Apply: K. SCOTT  
Suite 601, 705 Olive St., St. Louis, Mo.  
(Ph.: Chestnut 1-6656 or BRidge 1-0664)

**5—PHONEMEN—5**  
Indoor Circus. UPC's and banners. Top sponsor. Book carded, phones in; 8 weeks here with 5 others "jelling." No advance, no collects. Chuck Lewis, Mark Starr, John Warner, call Grant collect.  
Springfield, Mass.  
State 8-8154 or State 8-8508.

**SI RUBENS**  
WANTS 3 PHONEMEN  
for all winter's work. Start Jacksonville, Florida. Phones ready for Clyde Beatty Circus, followed by Grotto and Police dates. Over \$50,000.00 in taps here. Morrie Kaplan, George Vonderheid and Jim Burke, contact me:  
1931 Hendricks, Phone: FLanders 9-1811  
Jacksonville, Fla.

**PROMOTERS**  
Our indoor circus has open dates you can promote with your favorite sponsor. Available to you for a flat price or percentage of your gross. If you have a sponsor, we have a real show at a very reasonable price. Let us help you promote it. Write or wire  
**O'LEARY BROS.' ALL-IRISH CIRCUS**  
P. O. Box 1001 Indianapolis 6, Ind.

**WANTED GOOD AGENT**  
For first-class shopping center units, steady. Will buy Circus Harness, Wagons, etc.  
**STEELE'S FRONTIER DAYS, INC.**  
London, Ohio

**SAM BLUESTEIN**  
Can Use Agents for Games  
Sept. 24—Houston-Miss. State at Starkville, Miss.  
Oct. 1—Miss. State-Tenn. at Memphis, Tenn.  
Oct. 29—Ala.-Miss. State at Starkville, Miss.  
Oct. 29—L. S. U.—Ole Miss at Oxford, Miss.  
Nov. 26—Ole Miss-Miss. State at Oxford, Miss.

**ACCOUNT OF DISAPPOINTMENT**  
Want Floss, Popcorn, Snow and Grease Joint. All must have own transportation and equipment. Want Phonemen and Promoters. (Don Floyd, contact.) Want Electrician and Working Men in all departments. Also Banner Painter.  
**PENNY BROS.' CIRCUS**  
as per route

**ADAMS-SELLS 1960 ROUTE**  
Collectors, here is the one you need. This show issued no route cards and route was not printed in The Billboard most of the season. Contains Route, Program, Personnel. \$1 per copy.  
**JACK BENNETT**  
Box 362 Miami, Okla.

**PROMOTERS**  
With crews, also man and wife teams. Don't call if you aren't clean and able to finance yourself. No waiting or hold-backs. Year-round work.  
**BOB SUGGS**  
General Promotional Manager  
**O'LEARY BROS.' ALL-IRISH CIRCUS**  
WA 5-2554, Indianapolis

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

# ROLLER RUMBLINGS

By AL SCHNEIDER

SPECIAL events nights timed to meet current popular tastes have helped build and sustain business at the Dearborn Roller-drome, located in the new town of Dearborn Heights, just beyond the Western Detroit city limits. This RSROA rink, operated for the past 13 years by George Brett, enjoyed satisfactory business during the winter and early spring season, with business running ahead of last year. However, business started dropping behind in mid-May as a result of the prolonged rainy season which discouraged amusement spending in all sectors.

Typical of the specialty nights has been a policy of record hops on Thursdays for the past two years. These did very well for about 18 months, but have been dropping off recently, and Brett is planning to discontinue them this fall accordingly, keeping pace with changing tastes. One factor has been the reluctance of parents to let the youngsters come out on school nights for these events. However, during the summer vacation, the hops proved to be excellent attractions, doing good business despite the warm weather. Brett has a disk jockey, preferably one from a local TV or radio station popular with youngsters, as emcee for the hops. During the period that the hops did well he feels the promotion was well worth the cost—a 50 per cent split of net gate after expenses, with the jockey.

Adult nights will replace the hops on Thursdays this fall. This is a night the older skaters can turn out and skating will accordingly be limited to those who are 18 or over. Regular admission will be charged—75 cents per person and 35 cents for skate rental. Adult night is to be promoted largely by word-of-mouth advertising, Brett says. In addition, community-type newspapers will be used, with circulation pinpointed to the areas from which rink patronage generally stems. Programming of adult night is to be tailored to meet the tastes of the older group, people who are reluctant to get on the floor when younger skaters are too active. Regular floor men will be used, of course. A policy of no spinning or similar skating will be in force. A limited amount of backward skating will be permitted.

Incidentally, jumping is prohibited at all times. Brett plans to furnish some extra assistance to the older inexperienced skater. The program is to be varied with some skate dancing and some games, to meet the crowd's taste.

On Wednesday nights the Roller-drome has had family night as a steady policy for the past two years—with business running some 20 per cent better than formerly. No outside advertising is done on this night. Incidentally the rink operates upon a club policy basis. Under this policy, an entire family may come in for one admission of \$1, regardless of the number in the family. Skate rental of course is extra. There is a rule that a mother or father must be with the children to constitute an eligible family unit. Thus two sisters or a brother and a sister would not be eligible. Special games are used on Family Night, like poison stick, an elimination type game. If the crowd is large enough to warrant it, a grand march is conducted. Another popular game is snowball—with girls and boys lined up on opposite sides at the start, and one couple only skating. At the whistle signal, each of this couple goes to the opposite side to select a new partner, and this process multiples until all are out on the floor skating.

Bingo has been an added feature on Saturday nights during the season. This is an extra attraction, with cards given free to all skaters for two games during the evening. Patrons sit on the floor for this event. Prizes are typically \$5 for the first card and \$2 for the second card.

Dearborn Roller-drome has a policy of regular skating without other special attractions on Friday, Saturday and Sunday nights. On Mondays and Tuesdays the rink is reserved for private parties and is kept busy on these nights about 10 months of the year.

Two new professionals have recently been added to the rink staff, Robert Tabacchi, former seniors fours and senior pairs champion, and Peggy Bergin, wife of George Bergin, former Texas rink operator, who now operates Bergin Skate Supply at Ypsilanti, Mich. He is also the son of Fred Bergin, well

# THIS FAIR LOWERS ITS GATE PRICE

DAYTON, Pa — The general tendency to increase fair-grounds admissions prices has no adherents in this town, located 60 miles from Pittsburgh. Thru 1959 the fair charged 60 cents at the gate and last year upped it to 75. "Lots of people stayed away," Mrs. Maine Jordan, secretary, reports. This year the price was cut back to 50 cents, less than before. Included in the admission were free acts provided by Nunnemacher Artists Bureau. Results for the five-day run and its new policy: not bad at all.

## Mich. State Fair

Continued from page 59

Talent in the Val Campbell booked free grandstand show included Salter's Ice Revue, Dave Parks, Caren Olson, Sensationals, Johnnie Flanagan, Lionel Kay and Kathleen, Hidayls, Helen's Hippodrome Horses, Boginos, and Cycles.

Visitors included Clarence Lester, manager of the Tulsa State Fair; James Hare, James C. Friel and Hazel L. Funk, all former Michigan State Fair managers, and Frank Joerling, The Billboard.

known former rink operator, orchestra leader and president of RSROA.

Brett is closing the rink for 10 days September 1 to undertake an extensive program of refurbishing. New plastic is to be placed on the floor, extensive repainting is to be done and a new gas-fired heating plant to be installed, replacing a stoker furnace.

# THE FINAL CURTAIN

**CRAIG**—Mrs. Iva M., 69, widely known in outdoor show circles, September 1 of a heart attack at her home in Mount Holly, N. C. Survived by two nonpro sons and seven daughters, including Rose Spillers, wife of the late Marion H. Spillers, owner of Marion Shows; Eleanor McHenry, wife of the late L. C. McHenry, owner of Crescent Amusement Company, and Pauline Black, former concessionaire. Services September 4 and burial in Pineview Cemetery, Mount Holly.

**ROODHOUSE**—Vera, 65, wife of Ben Roodhouse, sales manager of Eli Bridge Company, Jacksonville, Ill., in Barnes Hospital, St. Louis, September 2, after a long illness. (Details in Show News section, this issue.)

**THOMAS**—William, 63, for 25 years security officer on West Coast Shows, recently in Yreka, Calif., following a brief illness. Survived by two brothers and a sister. Funeral services were conducted by Show Folks of America in San Francisco.

**WINNIE**—David, 67, trapeze performer, of a broken neck sustained in a fall from his aerial rigging at the fair in Charlotte, Mich., last week. In his fall he bumped his daughter, Patricia, 16, who then also fell and was hospitalized at Charlotte.

## BIRTHS

**BAAKE**—A son, August 29 in St. Paul to Mr. and Mrs. Fred Baake, of Royal American Shows.

**NOCK**—A daughter, Rebecca, to Mr. and Mrs. Charles Nock August 27 at Cincinnati. Father performs with The Nerveless Nocks, swappole, while mother, the former Dorothy Loew, works with her husband in the Rixos unsupported aerial ladder act.

**WASUNG**—A daughter, Marcie Christine, recently to Mr. and Mrs. Cass Wasung. Father is comptroller and assistant manager of Michigan State Fair, Detroit.

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
52 x 122 AT ALL TIMES  
**NEW SHOW TENTS**  
MADE TO ORDER  
CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.  
Phone: HO 5-8885

# ATTRACTION FRANCHISES AVAILABLE

I own a 50-year lease on more than 200 acres of land in the Cherokee Indian Reservation which is located in the heart of the Great Smokies National Park.

The U. S. Department of Interior has just approved this first government-controlled long-term lease for the operation of a unique amusement park. Project design and construction will be similar to Disneyland. We have made extensive research for several years at our own expense to develop this unusual lease which the government recognizes to be of great commercial benefit to the Cherokee Indian Tribe.

I desire to hear from responsible individuals and firms who operate concessions as well as rides and who seek to construct buildings for attractions on an exclusive franchise basis.

Have just completed area project survey and construction is now under way to prepare for full-scale public opening in early 1961.

Facts and scale model of project available on the premise by special appointment if you will telephone or write me for personal interview.

**HUBERT R. MITCHELL**  
**MITCHELL CHEROKEE-LAND**

P. O. Box 276 Telephone: NY 7-3611 Cherokee, North Carolina

## SCREEN GEMS TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

Presents

# THE HUCKLEBERRY HOUND SHOW

(THE GREAT HANNA-BARBERA T. V. FAVORITE)

Now Available for Personal Appearances  
FAIRS • PARKS • PROMOTIONS

**HUCKLEBERRY HOUND**  
**YOGI BEAR**  
and comic emcee  
**EDDIE ALBERIAN**

in a Show that pleases all ages, adults as well as children.

Recently played to sell-out crowds at:  
**BROCKTON, MASS., FAIR**  
**KENNYWOOD PARK, PITTSBURGH**  
**PLEASURE ISLAND, WAKERFIELD, MASS.**

Huckleberry Hound Show will be featured at Freedomland, U. S. A., Saturday, Oct. 8.



YOGI BEAR      EDDIE ALBERIAN      HUCKLEBERRY HOUND

For Information Call ED JUSTIN

**SCREEN GEMS**  
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES  
711 Fifth Avenue • Plaza 1-4400 • New York 22, N. Y.

## CARNIVAL ROUTES

**A-1 Ams.:** \*Keith Carpenter; East Prairie, Mo.  
**Alamo Expo.:** \*Mrs. H. T. Reynolds; (Fair) Denton, Tex.  
**All American:** (Fair) Pembroke, N. C.; (Fair) Oxford 19-24.  
**American Beauty:** \*Mrs. H. W. Bartholomew; De Soto, Mo., 12-16; (Fair) Paragould, Ark., 19-24.

**Amusements of America:** \*S. Generallo; Stelton, N. J.  
**Baker's United:** \*Helen Hively; Sullivan, Ind., 13-17.  
**Bee's Old Reliable, No. 1:** \*Raymond C. Huls; (Fair) Dunganon, Va.; (Fair) Harlan, Ky., 19-24.  
**Bee's Old Reliable, No. 2:** \*Raymond C. Huls; (Fair) Centerville, Tenn., Harriman 19-24.  
**Belle City:** (S. 6th & W. Mitchell) Milwaukee, Wis.  
**Bernard & Barry:** \*B. Mallins; Montreal, Que., 12-25.  
**Big State:** \*Jos. Sima; (Fair) Seguin, Tex., 13-18; (Fair) La Grange 19-24.

**Blue Grass:** \*J. T. Richards; (Fair) Cape Girardeau, Mo., 13-18; (Fair) Kennett 19-24.  
**Brodbeck - Schrader:** \*B. Smitt; Blackwell, Okla.; Ponca City 19-24.  
**Brown, Al:** Minneapolis, Minn., 12-14; West St. Paul 16-18.  
**Buck, O. C.:** \*Frank Bland; (Fair) Rocky Mount, N. C.; (Fair) Gastonia 19-24.

**Burkhart, Carl:** (Fair) Piggott, Ark.  
**Byers Bros.:** \*James L. Reed; (Fair) Coshatta, La.; (Fair) Natchitoches 19-24.

**C. & H. Ams.:** \*Bob Dale; (Fair) Preston, Ia., 14-17.  
**Capell Bros.:** (Del Ray Shopping Center) Tucson, Ariz., 15-19.

**Capital City:** \*C. C. Miller; (Fair) Decatur, Ga.; Fayetteville 19-24.  
**Carpenter Bros.:** \*Jim Stevenson; Blissfield, Mich., 14-17.

**Cetlin & Wilson:** \*Tony Lewis; (Fair) Reading, Pa.  
**Cherokee Am. Co.:** \*J. W. Mahaffey; Wewoka, Okla., 12-14; Pauls Valley 15-17; Shawnee 19-22.

**Coleman Bros.:** \*J. Pesecki; Greenfield, Mass.  
**Collins, Wm. T.:** \*Mrs. Henry Hingst; (Fair) Fayetteville, Ark., 13-16; (Fair) Muskogee, Okla., 18-25.

**Conklin:** \*Geo. Sellmer; Renfrew, Ont.  
**Crystal Ams.:** \*E. Miller; Johnsonville, S. C.; Lake City 19-24.

**Cumberland Valley:** \*Mrs. Lavoy Winton; McMinnville, Tenn.; Manchester 19-24.

**Curl Am. Co.:** Hershey, Neb., 12-13; (Fair) Potter 15-17; Dalton 19-20; Big Springs 22-24.

**Deggeller Am. Co., No. 1:** Wellsville, O.; Dover 20-23.  
**Deggeller Am. Co.:** Gainesville, Ga.

**DeLuxe:** (Fair) Portland, Conn., 17-18; (Fair) Durham 23-25.  
**Dobson's United:** Northfield, Minn., 15-18; Montgomery 23-25.

**Drow, James H.:** \*Jimmy Drow; (Fair) Cartersville, Ga.; (Fair) Carrollton 19-24.

**Dudley, D. S.:** Portales, N. M.; (Fair) Lamesa, Tex., 19-24.

**Dyer's:** Amory, Miss.  
**Eastern Am. Co.:** \*John Looney; Millinocket, Me.; (Fair) North New Portland 19-24.

**Farrow Am. Co.:** \*Clarence Walter; (Fair) Monticello, Ark., 14-17; (Fair) Eldorado 19-24.

**Fidler:** St. Ann, Mo.  
**Fiesta:** Taylor, Tex.; Floresville 20-24.

**Foley & Burk Comb.:** \*J. P. Harvey; (Fair) Reno, Nev., 14-18.

**Franklin, Don:** \*Jay Barton; Tyler, Tex., 24-Oct. 1.

### NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire  
 Circulation Director  
**BILLBOARD**  
 Cincinnati 22, Ohio

**Fred's Playland, No. 1:** \*F. Roberts; Canton, Ga.

**Fred's Playland, No. 2:** \*F. Roberts; Lebanon, Va.

**Gala Expo.:** \*Carolyn Miller; (Fair) Star City, Ark.; Searcy 19-24.

**Gatto Ams.:** (Fair) Amelia, Va., 13-17; (Fair) Lawrenceville 19-24.

**Gentsch:** \*Fay Curtis; Belzoni, Miss.

**Georgia Am. Co.:** \*C. J. Barrett; (Fair) Lincolnton, Ga.; (Fair) Conyers 19-24.

**Geren, W. R., No. 1:** \*Elmer Benefield; (Meadows Shopping Center) Indianapolis, Ind.; Versailles 19-24.

**Geren, W. R., No. 2:** \*Elmer Benefield; Austin, Ind.; Connersville 22-24.

**Golden Gate:** \*Ray Sistrunk; Lodi, Calif., 12-18.

**Gold Medal, No. 1:** \*Bill Stevens; (Fair) Lawrenceville, Ga.; (Fair) Columbus, Miss., 19-24.

**Gold Medal, No. 2:** \*C. C. Leasure; (Fair) Murphy, N. C.; (Fair) Abbeville, S. C., 19-24.

**Gooding Am. Co., No. 1:** \*Joseph Gaskell; (Fair) Carthage, O.

**Gooding Am. Co., No. 2:** (Fair) Saginaw, Mich.

**Gooding's Million Dollar Midway, No. 3:** \*J. H. Macdougall; (Fair) Knoxville, Tenn.

**Gooding Am. Co., No. 4:** \*L. J. Ebert; (Fair) Bellville, O.

**Gooding Am. Co., No. 5:** (Fair) Norwalk, O.

**Gooding Am. Co., No. 6:** \*Joe T. Coleman; Napoleon, O.

**Gooding Am. Co., No. 7:** Washington C. H., O.

**Gooding Am. Co., No. 8:** (Fair) Cadiz, O.

**Gooding Am. Co., No. 9:** Yellow Springs, O.

**Gooding Am. Co., No. 10:** (Fair) Pikeville, Ky.

**Greater Dixieland Expo.:** Forest Hill, La., 12-15; (Fair) Jonesboro 19-24.

### Miscellaneous

**Doss, Buster, Louisiana Hayride:** (Fair) Abilene, Tex., 12-17; (Fair) Amarillo 19-24.

**Hetzer's Japanese Spectacular:** (Aud) New Orleans, 17-18; (Fair) Memphis, Tenn., 25-Oct. 1.

### Ice Shows

**Ice Capades of 1961:** (Gardan) New York 12-20.

## HONOR ROLL

Billboard  
SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. MRS. HENRY HINGST, W. T. Collins Shows
3. RICHARD GILMAN, Penn Premier Shows
4. JOHN J. ASEL, James E. Strates Shows
5. MRS. AL KUNZ, Heth Shows
6. RAY JACKSON, Johnny's United Shows
7. BILL MALLINS, Bernard & Barry Shows
8. TONY LEWIS, Cetlin & Wilson Shows
9. MRS. JOHNNIE WILDEBOER, Art B. Thomas Shows
10. SAMUEL GENERALLO, Amusements of America

## Pronto Pups



America's  
Original  
"Hot Dog  
on a Stick"

"Pronto Pups" and  
"Pups" are registered  
trademarks.

**Food Concessionaires . . .**  
**Sell PRONTO PUPS**  
**Big Profits—Big Volume**  
 Write to  
**PRONTO PUP CO.**  
 Room 208  
 2014 N.E. Sandy, Portland 18, Oregon

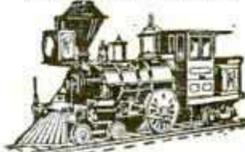
## MERRY-GO-ROUNDS

1960 Jumping Carousels. Kiddie size, 20 ft.; teen-age, 30 ft.; adult, 32 & 36 ft. sizes, Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.

**THEEL MFG. CO.**

Ph.: MU 2-4351  
 Lawrence & Spruce Sts.  
 Leavenworth, Kansas

## WANTED



C. P. HUNTINGTON,  
 HANDLE WITH CARE . . . KNOWN TO  
 BE A SCENE STEALER AND TRAIN  
 ROBBIN' CROWD PLEASER. IT'S  
 GASOLINE POWERED  
 CLAIM YOUR REWARD AT—  
 4219 Irving, Wichita, Kan.  
**CHANCE MANUFACTURING CO.**

## ALUMINUM TENT FRAMES

**NOW—EVEN BETTER!**

With redesigned hinged legs for easy erection. 1 1/2" x 2" aluminum tubing. Slip-fit assembly. Rigid braces. Light weight yet durable gable or hip roof style up to 16'. Specially designed canvas to attach in all popular colors. Counter Supports and Awning Hardware available. Write or phone  
 Evansville, Harrison 5-8105.

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

## POPCORN--COTTON CANDY--SNO-KONES--APPLES

WE HAVE EVERYTHING YOU NEED  
 WRITE NOW FOR OUR 120-PAGE CATALOG  
 GO "GOLD MEDAL" ALL THE WAY

### GOLD MEDAL PRODUCTS CO.

World's Largest Manufacturer of Concession Equipment and Supplies  
 313 E. 3rd St., Cincinnati 2, Ohio

AMERICA'S FINEST SHOW TENTS

## O. Henry Tent & Awning Co.

BERNIE MENDELSON

- CONCESSION TOPS
- SHOW TENTS
- RIDE CANVAS
- BANNERS

Field Representative: G. C. MITCH MITCHELL  
 4862 N. Clark St., Chicago 40, Ill. Phone: Ardmore 1-1300

**Green Tree:** \*John M. Huls; (Fair) Booneville, Ky.; (Fair) Beattyville 19-24.

**Hale's Shows of Tomorrow:** \*W. T. Hale; Humboldt, Neb., 12-16.

**Hames, Bill:** \*T. J. Carter; (Fair) Abilene, Tex.; (Fair) Amarillo 19-24.

**Hammond, Bob:** \*Mrs. J. A. Schneck; (Fair) Enid, Okla., 12-15; (Fair) Wharton, Tex., 20-24.

**Happyland:** \*Ray Story; (Fair) Allegan, Mich.

**Heth:** \*Mrs. Al Kunz; Jackson, Tenn.; (Fair) Rome, Ga., 19-24.

**Hoard & Mullis:** (Fair) Lavonia, Ga.; (Fair) Sparta 19-24.

**Holiday Am. Co.:** \*Mrs. K. McComak; Miami, Okla.

**Hottle, Buff, No. 1:** \*F. Bailey; Holly Springs, Miss.; (Fair) Aberdeen 20-26.

**Hottle, Buff, No. 2:** \*Wm. A. Brooks; (Fair) Jonesboro, Ark.; (Fair) Newport 19-24.

**Hunt Am. Co.:** \*Ralph Hunt; (Fair) Russellville, Ala.

**Imperial:** \*Audrey L. Davies; (Fair) Springfield, Tenn., 13-17.

**Inland Empire:** Orofino, Idaho, 15-18.

**Johnny's United, No. 1:** \*Ray Jackson; (Fair) Easley, S. C.

**Johnny's United, No. 2:** (Fair) Lexington, Ga.; (Fair) Marietta 19-24.

**Johnny's United, No. 3:** (Fair) Greensboro, Ga.

**Ken-Penn Ams.:** \*Chas. Graham; Massillon, O.; (Fair) Ashland 19-24.

**Key City:** \*Loretta Smith; Savannah, Tenn.

**King Bros.:** Springfield, Colo., 14-17; Boise City, Okla., 20-24.

**Krekeler Am. Co.:** Peebles, O.; (Del Fair Shopping Center) Cincinnati 19-24.

**Lagasse Am. Co., No. 1:** Tunbridge, Vt., 15-17.

**Leeright's Midway:** \*R. C. Bowers; Hotchkiss, Colo., 13-16.

**Lindle, Jack:** \*John Pope; Taylorville, Ill., 15-16; (Fair) Memphis, Tenn., 23-Oct. 1.

**L. & L.:** (Fair) Iuka, Miss., 15-17; (Fair) Jackson, Tenn., 19-24.

**Lone Star Ams.:** Dimit, Tex.; Muleshoe 19-24.

**McSpadden:** Greenbelt, Md., 12-14.

**Meeker Comb.:** Pendleton, Wyo., 13-17.

**Merchant's Festival Rides:** Nashville, Tenn.

**Merriam's Midway:** \*D. Merriam; Scribner, Neb., 13-16; Brainard 17-18; Milford 19-20; Cozad 22-23; Curtis 24-25.

**Midway of Mirth:** \*Frank X. Lavelle; (Fair) Ripley, Miss.; (Fair) Marion, Ark., 19-24.

**Mo-Ark:** Mountain Grove, Mo., 13-17.

IT PAYS TO OWN  
**Lenz**  
 INSURANCE

COMPARE SERVICE, KNOW  
 HOW, COMPANIES & RATES  
 BE SAFE—NOT SORRY



**CHARLES A. LENZ & ASSOCIATES, INC.**  
 "The Showman's Insurance Men"  
 1492 Fourth Street, North  
 P. O. Box 7038, St. Petersburg 34, Fla.  
 Phones 5-3121-7-5914

## SHOW TENTS

Manufacturers of Concession  
 Tents,  
 Merry-Go-Round,  
 Cookhouse Tops

**LARGE TENTS for RENT or SALE**  
 For any purpose

**ACE CANVAS CORP.**  
 103 Greene Street Jersey City, N. J.  
 Phone: DE 2-6893

## FOR SALE

COMPLETELY EQUIPPED  
 AMUSEMENT PARK

12 acres, city of Lockport, N. Y. Heart of the Niagara Frontier. Children's rides, restaurant with beer license, picnic grove. Owner wishes to retire. Will sacrifice. Favorable financing available. Write or phone

**NIAGARA FRONTIER REALTY**  
 41 Main Street Lockport, N. Y.

## INSURANCE

For the Amusement Industry  
**SAM SOLOMON**  
 "A Showman for Over 30 Years"  
 5017 N. Sheridan Road, Chicago, Ill.  
 Phone: LOngbeach 1-5555

Monarch Expo.: \*Earl W. Carpenter; (Fair) Russellville, Ark., 13-17; (Fair) Blytheville 20-25.  
 Moore's Modern: \*Jack Moore; (Fair) Cordell, Okla., 14-17; (Fair) Clinton 19-22.  
 Motor State: \*M. Frederick; (Fair) West Point, Miss.; (Fair) Kosciusko 19-24.  
 Mound City: Steele, Mo.; Palmer 19-24.  
 Nolan Am. Co.: Seaman, O., 14-17; Gahanna 21-24.  
 Northern Expo.: \*C. Dallas Egan; Blackfoot, Idaho, 13-17.  
 Oklahoma Expo.: \*D. R. Rice; Nashville, Ark., 14-17; (Fair) Foreman 21-24.  
 Page Bros.: \*W. E. Page; (Fair) Linden, Tenn.; (Fair) Athens, Ala., 19-24.  
 Page Comb.: \*Blackey Jones; (Fair) Chester, S. C.; Newnan, Ga., 19-24.  
 Palmetto Expo.: \*M. McNeace; Hamlet, N. C.; (Fair) Durham 19-24.  
 Penn Premier: \*Richard Gilman; (Fair) Burlington, N. C.; (Fair) High Point 19-24.  
 Peter Paul Ams.: \*Peter Bicio; Lexington, Tenn., 19-24.  
 Powelson Ams., No. 1: \*Happy Powelson; Wooster, O.; Byesville 19-24.  
 Powelson Ams., No. 2: \*Happy Powelson; Alliance, O.

Prell's Broadway: \*L. Sylvester; (Fair) Statesville, N. C.; (Fair) Goldsboro 19-24.  
 Raines Ams.: \*Rosa M. Raines; Chandler, Okla.  
 Rainier: \*A. W. Randolph; Spokane, Wash., 14-18.  
 Reed Ams.: (Fair) Oneonta, Ala.; (Fair) Athens 19-24.  
 Reid, King: \*Wm. R. Austin; Springfield, Mass., 12-27.  
 Reid's Golden Star: \*Elmer Reid; (Fair) Cumming, Ga.; (Fair) Wadley 19-24.  
 Reithoffer: \*Joe Gidaros; (Fair) Honesdale, Pa., 13-17; (Fair) Biondsburg 25-Oct. 1.  
 Rock City: \*Bill Horton; (Fair) Hampton, Ark., 14-18.  
 Rogers Bros.: \*Mrs. M. L. Whiteside; Parkers Prairie, Minn., 12-13; (Fair) Glenwood 15-18.  
 Rohr's Modern Midway: \*Jeannett Waters; Charleston, Mo.; Marvel, Ark., 19-24.  
 Rose City Rides: \*Dutch Schrader; Bloomfield, Mo.; Bernie 19-24.  
 Ross Ams.: \*R. T. Sinderson; Ridgeway, Mo.  
 Royal American: \*Joe Pearl; Topeka, Kan., 12-15; (Fair) Hutchinson 17-22.

Royal United: \*Jackie Swift; (Fair) Waterloo, Neb., 14-17; Worthington, Minn., 20-21; Little Rock, Ia., 23-24.  
 Royal West: \*Jack Lee; Fairfield, Calif., 14-18.  
 S. & W.: \*Mrs. J. Stanley; (Fair) Fordyce, Ark.; (Fair) Warren 21-24.  
 Schafer 20th Century: \*Archie Hensley; (Fair) Texarkana, Tex.; (Fair) Bentonville, Ark., 19-24.  
 Scott, Turner, Rides: (College Park) Orlando, Fla., 12-15; Dunn, N. C., 19-Oct. 1.  
 Shan Bros.: \*Fred Roberts; (Fair) Canton, Ga.  
 Siebrand Bros.: \*Don Hanna; (Fair) Albuquerque, N. M., 17-25.  
 Smiley's Ams.: \*J. R. Fasolas; (Fair) West Jefferson, N. C.; (Fair) Yanceyville 19-24.  
 Smith, George Clyde: \*F. A. Norton; (Fair) Farmville, Va.; (Fair) Madison, N. C., 19-24.  
 Sol's Greater: \*Mrs. Sol Rosenfeld; Fulton, Ky.  
 Sport Matthews Circus & Carn. Comb.: (Fair) Shamrock, Tex.; (Fair) Levelland 19-24.  
 Stanley, Wm. D.: \*Donald Dropps; (Fair) Piggott, Ark., 15-17.  
 Steele's Ams.: \*Lennie Fletcher; Forreston, Ill.; Rockford 20-25.  
 Stipe's: Osceola, Wis., 15-18.  
 Strates, James E.: \*J. J. Asel; (Fair) York, Pa.; (Fair) Greenville, S. C., 19-24.  
 Sugar State: (Fair) Breaux Bridge, La., 17-18.  
 Sunset Am. Co.: \*Daniel Dunning; (Fair) Lamar, Mo.; (Fair) Dexter 19-24.  
 Thomas, Art B.: \*Mrs. J. Wildeboer; Spencer, Ia.  
 Thomas Joyland: \*D. C. Thomas; Concord, N. C.  
 Thomas, W. A.: North Loup, Neb., 13-15.  
 Thompson Bros. Rides: \*L. E. Wiegand; McClure, Pa.  
 Tip Top: \*Mrs. Ed Larkee; Cumberland, Wis., 16-18.  
 Uncle Joe's Ams.: \*Joe Seaboalt; Italy, Tex.; Clifton 19-24.  
 Venditto Bros.: (Holy Cross Church) Providence, R. I.  
 Victory: (Fair) Ardmore, Okla.  
 Virginia Greater: \*Geo. Gillespie; (Fair) Snowhill, N. C.; (Fair) Zebulon 19-24.  
 Wade, W. G.: \*Clarence R. Hall; Saline, Mich.  
 West Coast, No. 2: \*Wm. Snelson; (Fair) San Jose, Calif., 12-18; (Fair) Walnut Creek 19-25.  
 Western, No. 1: \*Jack Dwyer; Waterville, Wash., 13-18.  
 Whitey's Ams.: Richfield Center, Mich., 14-18; Flint 21-25.  
 Wilber, H. O.: \*W. W. Payson; (Fulton St.) Grand Rapids, Mich.  
 Williams Am. Co.: \*T. E. Williams; Hillsville, Va.; (Fair) Stuart 19-24; East Bend, N. C., 26-Oct. 1.  
 Wilson Famous: \*Mrs. Ray Wilson; Canton, Ill., 14-17.  
 Wolfe Ams.: \*S. R. Holt; Wallace, N. C.; (Fair) Latta, S. C., 19-24.  
 World's Finest: \*Geo. Sellmer; Renfrew, Ont.; Lindsay 19-24.  
 World of Mirth: Allentown, Pa., 12-24.  
 World of Pleasure: \*Chas. T. Carpenter; Fayetteville, Tenn.; Florence, Ala., 18-24.  
 Young, Monte: \*Sharon Payne; Salt Lake City, Utah, 12-25.

**Circus Routes**

Atayde Bros.: Colotlan, Zac., Mex., 12-13; Aguascalientes, Agsc., 15-19; Teocaltiche, Jal., 20-22.  
 Beers-Barnes: Rayne, La., 12; Abbeville 14; Franklin 15; Jeanerette 17; New Roads 21.  
 Carson & Barnes: \*Leona Hill; Monette, Mo., 17.  
 Clyde Beatty-Cole Bros.: \*Buster Odle; Panama City, Fla., 12; Tallahassee 13; Albany, Ga., 14; Columbus 15; Macon 16; Augusta 17; Savannah 19; Charleston, S. C., 20; Columbia 21; Sumter 22; Lumberton, N. C., 23; Fayetteville 24; Fort Bragg 25.  
 Christy, James: \*Lee Bradley; Pawnee City, Neb., 13.  
 Cole: \*H. Walter; Hampton, Ark., 12-17.  
 Cristiani Bros.: \*Don Gwin; Independence, Mo., 12; Fort Scott, Kan., 13; Pittsburg 14; Joplin, Mo., 15; Bartlesville, Okla., 16; Stillwater 17; Norman 19.  
 Dobritch, Al: (Fair) Quebec, Que., 11.  
 Duke of Paducah: Lucedale, Miss., 12; Bay Minette, Ala., 13; Andalusia 14; Ozark 15; Geneva 16; Elba 17; Opp 19.  
 Hagen Bros.: \*Buck Leahy; Valley Park, Mo., 12; Highland, Ill., 13; Belleville 14; Mount Vernon 15; Johnston City 16; Benton, Ky., 17; Madisonville 19; Russellville 20; Hopkinsville 21; Bowling Green 22; Franklin 23; Beaver Dam 24.  
 Hunt Bros.: \*Jim Conley; Chestertown, Md., 12; Centerville 13; Denton 14; Cambridge 15; Salisbury 16; Princess Ann 17; Crisfield 19; Pocomoke City 20; Berlin 21; Selbyville, Del., 22; Lewes 23; Smyrna 24.  
 Kelly-Miller: \*Jack S. Smith; Tonopah, Nev. (night), 12; Hawthorne 13; Fallon 14; Carson City 15; Placerville, Calif., 16; Sutton Creek-Jackson 17; Folsom 18; Grass Valley 19; Roseville 20; Yuba City 21; Oreville 22.  
 King Bros.: \*Eva Hinckley; Brownfield, Tex., 12; Littlefield 13; Tulia 14; Borger 15; Dumas 16; Pampa 17; Shamrock 18; Quanah 19; Vernon 20.  
 Mills Bros.: Colonial Heights, Va., 12; Kempsville (Norfolk) 13; Suffolk 14; Hopewell 15; Fredericksburg 16; Warrenton 17; Leesburg 19; Brunswick, Md., 20; Thurmont 21; Gettysburg, Pa., 22; Mount Holly Springs (Carlisle) 23; Mechanicsburg 24; Jeanette 26.  
 Penny Bros.: Knoxville, Ill., 15; Jacksonville 17; Alton 18; St. Charles, Mo., 19; Edwardsville, Ill., 20; Carlinville 21; Gillespie 22; Ferguson 23; Benita Park, Mo., 24; Des Peres 25.  
 Polack Bros.: (Ice Arena) Seattle, Wash., 15-18.



**1960 WINNERS**  
**BIG ELI Fourth of July Contests**  
 (Contest No. 1 for BIG ELI Wheels)

Rank	Owner or Operator	Wheel Receipts
1st	Robert Choate	#5 \$1000.00
2nd	Otto Stephen	#5 899.75
3rd	A. E. Forcier	#5 821.75
4th	Wm. L. Zabel	#5 800.00
5th	Browning Bros.	#5 757.50
6th	Albert Handel	#5 697.00

Average Receipts per Wheel \$ 829.33  
 The No. 5 BIG ELI continues to be a leading profit earner. Plan now for a modern BIG ELI Wheel. Request full information and Price List A-74 on BIG ELI Wheels TODAY.  
 Full Contest reports in July-August BIG ELI NEWS. Ask for your free copy.  
**ELI BRIDGE COMPANY**  
 800 Case Avenue Jacksonville, Illinois

EVERY YEAR  
**MILLIONS OF PEOPLE**  
 PLAY GOLF ON  
**MINIATURE GOLF COURSES**  
 BUILT AND DESIGNED BY  
**ARLAND**  
 7 TOBY LANE, JERICHO, L. I., N. Y.  
 FROM HALIFAX, N. S., TO FARGO, N. D., WE WILL PLACE ANOTHER 500,000 PLAYERS THIS YEAR.

**Shooting Galleries**  
 And supplies for Eastern and Western Type Galleries. Write for new catalog.  
**H. W. TERPENING**  
 137-139 Marine St. Ocean Park, Calif.

**DIPSY DOG BATTER**  
 AMERICA'S FINEST HOT DOG ON A STICK Available from wholesale concession jobbers. Write for free literature and sample offer.  
**G. N. LOVING CO.**  
 211 West 7th St. Richmond, Va.

**DISPLAY FIREWORKS**  
 "The Nation's Finest" Direct from our factory to you at Rock-Bottom Prices. Catalogue ready for the asking. Write—Wire—Call  
**Illinois Fireworks Company, Inc.**  
 P. O. Box 722 Phone: Hickory 2-1714 Danville, Illinois

**DOUBLE YOUR POPCORN BUSINESS OVERNIGHT!**

Be the center of attraction—conduct the famous Presidential POPCORN POLL (proven in '48, '52 and '56 to be the nation's most popular, most publicized, most accurate poll)—and watch sales and profits skyrocket!

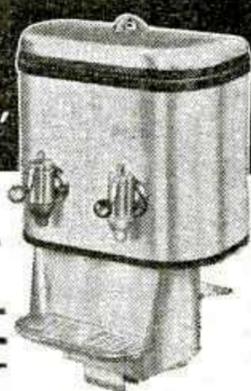
It's simple, it's fun—your customer votes by asking for popcorn in the special bag with his favorite candidate's name on it.

You tell the local newspaper, radio and TV stations the results—you get the publicity and the profits! And—as a polling expert—you get a chance to win a \$500 U. S. Savings Bond!

Copyrighted bags and complete information available only from **Blevins Popcorn Company, 3001 Felicia Avenue, Nashville, Tenn.**

**COMPACT MODEL 44 Multiplex Dispenser Sells Your Drinks, Speeds Service, Steps Up Profits**

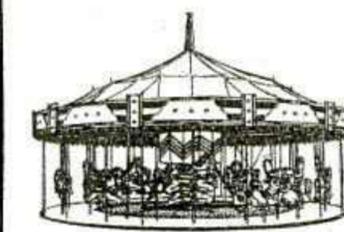
Latest, Space-Saving Unit gives Fast Service for Ice-Cold ... Finished COKE or PEPSI, Creamy or Solid ROOT BEER, Plain SPARKLING SODA. Rail or Counter Top Types, All Stainless Steel or Baked Enamel Top—Write for free illustrated folder



**MULTIPLEX Faucet Company**

1400 Ferguson Ave., Dept. BB 9-12, St. Louis 33, Mo  
 Manufacturers of Beverage Dispensing Equipment Exclusively Since 1906

**NEW MODERN AMUSEMENT EQUIPMENT**



KIDDIE RIDES  
 ADULT RIDES  
 MINIATURE TRAINS  
 ROLLER COASTERS  
 FERRIS WHEELS  
 MERRY-GO-ROUNDS  
 SHOOTING GALLERIES  
 FUN HOUSES  
 CONCESSION TRAILERS

Write today for complete catalog.

**KING AMUSEMENT CO., INC.**  
 P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

**PARATROOPER**  
 500 Passengers per Hour  
 New version of successful spitfire. Unique seating arrangement. Truck mounted units or standard units for ground installation. 28-foot semi will carry ground unit.  
**SIMPLE OPERATION**  
**CONSISTENT MONEY MAKER**  
**FRANK HRUBETZ & CO., INC.**  
 2495 25th St. S.E. Salem, Oregon  
 Phone EMpire 4-8847

**INDOOR-OUTDOOR**  
**★ ACTION MINIATURE GOLF ★**  
**BUY ★ ANIMATED ARCHERY RANGES ★ NOW**  
**★ TEE OFF GOLF DRIVING RANGES ★**  
 MODERN Designed & Fully Equipped Package Deal. CUSTOM Built & Quickly Installed on Your Location. STEEL Construction for Trouble-Free Operation. QUALITY for Profit—We Build the Best, Not the Most. FREE Consultation—Lay-Out Service & Delivery.  
**NIAGARA SPORTCENTER, INC.**  
 1701 Niagara Falls Blvd., Tonawanda, New York Phone: UN 9728 or TA 7344  
 Richard McFadden, Sales Representative

**High Quality KIDDIE RIDES**  
 ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL—FIRE ENGINES  
 Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.**  
 ESTABLISHED 1888

ADVERTISING IN THE BILLBOARD SINCE 1904  
**ROLL or FOLDED TICKETS** DAY & NIGHT SERVICE SPECIALLY PRINTED  
 CASH WITH ORDER PRICES --- 10M \$16.00 - ADDITIONAL 10M's SAME ORDER \$3.00  
 Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.  
**STOCK ROLL TICKETS** WELDON, WILLIAMS & LICK  
 1 ROLL ..... \$1.75 FORT SMITH, ARKANSAS  
 EACH ADDITIONAL ROLL SAME ORDER AT 90¢ PER ROLL  
 Tickets Subject to Fed. Tax Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up to your Last Number.

**UNITED STATES TENT**  
 AND AWNING CO. Established 1870.  
 Over 88 Years of Specialized Experience.  
 MAIN OFFICE & FACTORY, SARASOTA, FLORIDA. PHONE: RINGLING 6-6316  
 1230 N. EAST AVENUE  
 Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas  
**S. T. JECCOP** GEO. W. JOHNSON

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**



# Des Moines Gives Olson 12% Increase

DES MOINES — The Olson Shows on the midway at the Iowa State Fair made hay, with receipts running considerably ahead of 1959, which was a poor year, and nearly on par with the 1957 and 1958 figures. Figures topped 1959 by 12 per cent.

Manager Paul Olson reported he felt the Sunday (28) business was heading for one of the biggest days in the show's history when a heavy downpour and electrical storm hit the grounds around 4 p.m., forcing cancellation of the night grandstand show and virtually halting all activity on the midway.

Olson also reported that attendance on the opening kids' day on Friday was 46,000 at the outside gate and the show handled 46,000 kid tickets in a five-hour period. Olson said it was the biggest kids' day in 10 years.

The rides accounted for 75 per cent of the midway business, with the Space Wheels the top money-maker followed by the Mad Mouse and the Skooter.

Gene Vaughn's Las Vegas Follies was the top money-maker for the shows with the Silk Stocking Revue following.

A storm resulted in the death of Robert V. Tuttle, 31, of Long Beach, Calif., a concessionaire with the Olson shows. It was believed Tuttle was struck by lightning while standing in water.

The Showmen's League handled funeral services and burial took place in Showmen's Rest in Chicago.

The storm also hit the big Wheel and lightning damaged some transformers. As a result the big Wheel operated two nights without lights.

# Season Up 15 Per Cent For Deggeller Brothers

BOURBON, Ind.—The Deggeller brothers—Irvin and Allen—are chalking up a big season with their two units and thus far it has shown a 15 per cent increase over last year.

The No. 2 unit, under the management of Irvin, played the Marshall County Fair here last week for the first time, and business was up almost 50 per cent over the gross of another show that played here in '59.

The No. 1 unit, managed by Allen, was in Marietta, O., at the Noble County Fair, and its ride and show gross was up over last year.

Both units will combine on September 12 and make the long jump to the Gainesville, Ga., Fair. Show is booked at five fairs in Georgia and again has a route of Florida fairs which start in January. John Leedy, general agent, has been down South paving the way for the tour.

This is the fourth year that the Deggellers have operated their own shows and they now have 40 rides in operation. They recently purchased a Big Train from the National Amusement Company, with a capacity of 54 adults, and also a new Paratrooper ride. Besides all

of the rides on their two units last week they had rides booked at the Jackson, Mich., and Columbus, O., fairs, with the Gooding Amusement Company. Prior to organizing their own shows, the Deggellers operated several of their own rides on various Gooding midways.

The shows feature two separate elephant acts, Paul Wirt's 4-engined 6-wheel sports car, Speedy Babb's Globe of Death and Joe Frisco. The executive staff for the Deggellers includes Leedy, general agent; Robert Granger, publicity director; Cessil Steffy, artist-designer; Roy Cole, promotion manager; Boy Coy, superintendent of rides, and Mrs. Irvin Deggeller and Mrs. Allen Deggeller, secretary and treasurer respectively.

# Rock Island Fair Fun Zone Produces \$\$

ROCK ISLAND, Ill.—Grosses for Star-Lite Park, which is located on the grounds of the Rock Island County Fair, were a whopping 40 per cent ahead of '59 during the fair, according to Michael Fix, park owner.

Children's Day brought out over 9,000 youngsters, and the rides ran from 11 a.m. until 5 p.m. at a dime. The trampoline center was a big winner, and the kids were still jumping long after concessions and rides were closed, Fix said.

A Funhouse, added for the week, scored big. Mr. and Mrs. Paul Miller, who again had their concessions in for the fair, reported it was the best run in the four years they've played the stand. They were re-signed for 1961.

# Farrow Inks Wausau Fair

WAUSAU, Wis. — Farrow Amusement Company, owned and operated by E. E. (Ernie) Farrow, has been awarded the contract for the 1961 Wisconsin Valley Fair.

The contract, signed while the show was playing the highly successful fair, was given Farrow on his birthday, the 36th milestone.

# Crawshaws To Hit Road Next Season

VANCOUVER, B. C. — Royal Canadian Shows, which opened a short season at the New Westminster Centennial the first week in May, also played the May Day celebration in that city to good business in the rain.

After playing the Pentiction Peach Festival and the Kelowna Regatta, each event running a week, they played a few other celebrations and still dates and moved into Playland at the Pacific National Exhibition for the big fair, August 20-September 5.

This is the third year the show did not move outside the province, but according to Dick Crawshaw, manager, they will in all probability be back on the prairies next season, playing some of the B-class circuit fairs and rodeos.

President William Crawshaw, a veteran of 40 years in outdoor show business in Western Canada, was hospitalized for a short time during the season, but returned to the organization for the PNE date.

# GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

SEPTEMBER 20-24 PARSONS, WEST VA. TUCKER COUNTY FAIR Can place Hanky Panks and Direct Sales.	SEPTEMBER 21-24 JACKSON, OHIO APPLE FESTIVAL Can place Hanky Panks of all kinds.	SEPTEMBER 21-24 PAINTSVILLE, KY. JOHNSON COUNTY FAIR Can place some direct sales.
SEPT. 26-OCT. 1 PRESTONBURG, KY. FLOYD COUNTY FAIR Can place Hanky Panks and Direct Sales.	SEPT. 28-OCT. 1 MITCHELL, IND. PERSIMMON FESTIVAL Can place a few more Hanky Panks and Direct Sales.	SEPT. 29-OCT. 1 SOMERSET, OHIO PUMPKIN SHOW Can place Bingo.

—WRITE—GOODING AMUSEMENT CO.—WIRE—  
 3200 Valleyview Dr. R. G. CASHNER, CONC. MGR. Columbus 4, Ohio

# J. J. FREDERICK'S motor state shows

The Cleanest Show on Earth

Want for our route of bona fide Fairs in Mississippi and Alabama starting Sept. 13 at West Point, Miss., followed by Kosciusko-Central Fair, Sept. 19-24, and dates into November.

CONCESSIONS: Want Hanky Panks of all kinds, also Cookhouse. Must be neat and clean. Also Bingo, Glass and Pottery Pitches, Cigarette Games, Fishponds, Long and Short Range Galleries, etc. No Ex except Jewelry, 6-Cats and Popcorn. Want percentage if you have Hankies.

SHOWS: Can place one or two family-type Shows.

HELP: Ride Help on Merry-Go-Round, Rock-o-Plane and other rides. Must drive, and only sober Help wanted. No cars or tourists. All replies:

J. J. FREDERICK

# NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

WANT FOR NORTH ALABAMA STATE FAIR, FLORENCE, ALA., SEPT. 19-24; FOLLOWED BY LAWRENCEBURG, TENN., FAIR, SEPT. 25-OCT. 1

RIDES	Wild Mouse, one other non-conflicting major Ride.
SHOWS	Minstrel Show, Motordrome, any new or novel family-type Show.
CONCESSIONS	Hanky Panks and Prize-Every-Time Concessions of all kinds.
HELP	Can always use sober, reliable Ride Help with chauffeur's licenses.

Contact BUD DAVIS, Fayetteville, Tenn. (Fair), this week. (Phone in office)

# HILL'S GREATER SHOWS

WANT FOR EASTERN NEW MEXICO STATE FAIR

ROSWELL, N. M., SEPT. 28-OCT. 2

RIDES: Scrambler, Big Coaster, Twister, Flying Coaster (Duburges, expecting you), Round-Up, Helicopter, Dark Ride, Mouse or any ride not conflicting with 20 office-owned Rides.

SHOWS: Side Show (Kitty Kelly, contact), Snake, Wildlife, Fun House, outstanding Girl Show (this is a top-notch Girl Show spot).

CONCESSIONS: Glass Pitches, China Pitches, Bear Pitches, Cigarette Block, Alibis and Hanky Panks of all kinds. Will book Count Store, Peek Store, Razzle, Wheels and Skillos.

RIDE HELP: Two Men for Dodgem. Want Foremen for Wheel, Roll-o-Plane and Merry-Go-Round. Second Men on all major Rides. (CALVIN SEARS, HAVE PROPOSITION FOR YOU FOR ALL WINTER WITH SHOPPING CENTER UNIT.)

Ride Men, come to Corpus Christi, Tex., until Sept. 14; then Roswell. All calls until Sept. 14 to H. P. HILL, TULIP 2-8781, Corpus Christi, Tex. Then Roswell, N. Mex.

## Thank You ALTON PIERSON

Palisades Park  
 For your new  
 Wells Cargo purchase.  
 "Save Money With Johnny"  
 JOHNNY CANOLE  
 Phones: WI 3-0003 or WI 4-9347  
 Altoona, Pa.

GIVE TO DAMON RUNYON CANCER FUND

## DIXIE AMUSEMENTS

HELP: Want Ride Help on all rides; Foremen for Wheel and Merry-Go-Round; Help on Coaster, Mix-Up and Kid Rides. Must stay sober and drive.  
 CONCESSIONS: All Hanky Panks, Photos, Cat Rack, String Game, Jewelry, High Striker, Grab, Glass Pitch, Bear Pitch, several other non-conflicting Concessions open.

Perryville, Ark., Fair, Sept. 13-17; Salem, Ark., Fair, Sept. 27-Oct. 1; Coweta, Okla., Sheridan, Ark., Fair, Sept. 19-24. Fall Celebration (on the streets), Oct. 6-7-8. Contact MANAGER or come on in. These are all good ones.

## MADISON, N. C., FAIR

WEEK SEPT. 19-24

CONCESSIONS: Ball Games, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Slum Spindle, Photos, 6-Cats, Swinger and Palmistry. SHOWS: Want Girl Show, Side Show and Monkey Show. HELP: Want Foreman for Little Dipper. Also general Ride Help, Truck and Tractor Drivers. Want Agents for office Hanky Panks. All replies

**GEORGE CLYDE SMITH SHOWS**

Farmville, Va., Fair this week; Madison, N. C., Fair next week.

## GOLD MEDAL SHOWS #2

Can place for Abbeville County Fair, Abbeville, S. C., Sept. 19-24, followed by Sandersville, Ga., Fair, week of Sept. 26-Oct. 1.

CONCESSIONS: All legitimate Concessions open, Glass Pitch, Bear Pitch, Fish Pond, Pitch-Till-You-Win, Break the Record, Sell "X" on American Mitt Camp, Long and Short Range Galleries. Can place two or three Alibi Joints. Due to disappointment, can place Bingo for balance of season. SHOWS: Snake Show, Monkey, Fun or Class House or any family-type Show, also Girl Show with own equipment. RIDES: Scrambler, Rock-a-Plane, Frolic, Kiddie Ride or any Ride not conflicting. Can always use good Ride Help who drive semis. No cars.

Wire **JOHNNY DENTON**, Murphy, N. C.

## SEAMAN, OHIO, Sept. 14-17

Annual Street Fair, Parades, Acts, Etc.

## GAHANNA, OHIO, Sept. 21-24

Annual Celebration

CONCESSIONS WANTED

Popcorn, Apples, Waffles, French Fries, Photos, Novelties, Hats, Pili Pool, Color Block, Jewelry Sales, Coke Pitch, Glass and Pottery Pitches, Lead Gallery, Age and Weight, Direct Sales and Hankies of all kinds. SHOWS: Arcade, Fun House and family-type Shows. FOR SALE: Complete unit—7 rides—booked until Oct. 30. Terms to reliable party.

**NOLAN AMUSEMENT CO.**

Rt. 2, S. Zanesville, Ohio  
Phone: GL 2-3398 or GL 2-8252

## MEEKER COMBINED SHOWS

WANT AGENTS FOR ALL HANKY-PANKS WANT

All office operated.

WILL BOOK GAMES FOR CENTRAL WASHINGTON FAIR

Sept. 28-Oct. 2

Contact **RALPH MEEKER** as per route  
PENDLETON, ORE., Sept. 13-17

## PAGE COMBINED SHOWS

Want for Newnan, Ga., Fair, Sept. 19-24

Smiley Burnette feature attraction for week.

CONCESSIONS: Want Concessions of all kind that work for stock, especially Long and Short Range Galleries, Age and Scales, all types of Pitches, Penny Arcade, Eats, Grab, Lemonade Shake and Chocolate Dip. SHOWS: Minstral with or without equipment, Sideshow, Motordrome, Wildlife, Water Show or any up-to-date family-type Shows. RIDES: Dark Ride, Flying Coaster, Frolic and any non-conflicting Kiddie Rides. All winter's work in Florida. HELP: Want all-round Ride Help that have licenses and drive semis. No cars.

All replies to **BILL PAGE**, Chester, S. C.

P.S.: Now booking Gadgets, Crabs and all Direct Sales for Dothan, Ala., Fair, Sept. 26-Oct. 1.

## ROHR'S MODERN MIDWAY

Marvell, Ark., Sept. 19 thru 24

WANTED: Hanky Panks only, Photos, Hi Striker, Basketball, Jewelry, Cigarettes, etc. Want to book Bingo for Marvell and balance of season.

D. J. ROHR, Charleston, Mo., then as per route.

## WILLIAMS AMUSEMENT CO.

WANTS FOR THE FOLLOWING FAIRS:

PATRICK CO. FAIR, SEPT. 19-24, STUART, VA.; YADKIN COUNTY FAIR, SEPT. 26-OCT. 1, EAST BEND, N. C.

Want Hanky Pank Concessions of all kinds, including Photos, Glass Pitch, Jewelry and Engraving. All replies to

**TROY E. WILLIAMS**, WILLIAMS AMUSEMENT CO., Hillsville, Va.  
Phone in the show office, Parkway 8-9281.

## PALMETTO EXPO. SHOWS

Can place for Durham, N. C., White Fair, next week, Sept. 18-24, and balance of season. All fairs through Nov. 15.

CONCESSIONS: Pitches, Scales, Lead Gallery, Hanky Panks, etc. SHOWS: One more Girl Show, also family-type Shows. **BILL Reid** wants Man to take charge of Sit Down Grab. **Whitney Fowler** needs two Girls for Girl Show. Following get in touch by phone or wire: **Frank Akers** and **R. E. (Bobby) Miller**. All replies to

**MILTON McNEACE**, Hamlet, N. C., Fairgrounds, this week.

## JIMMY ACKLEY WANTS

For PARMA, MO., FAIR, with good route to follow including Memphis, Tenn.

Want Agents for Hanky Panks, Alibis, also Grind Store Agents for Memphis only. Need Up and Down Help who can drive.

All replies: **JIMMY ACKLEY**, Parma, Mo.

# Concessionaire Turnout Big at Mich. State Fair

DETROIT—The roster of concessionaires at the Michigan State Fair includes:

Food stands — Michael Adler, Amvets Post No. 10, Sid and Bert Ayles, Edward Bania, Edward Barsch, Charles Boots, Phillip Boots, John Buback, John Buckshaw, Central Citizens Committee, Gerald Clary, Clawson Troy Elks Lodge, Donald Conrad, Eugene Danescu, Dari Delite Mobile Unit, Elizabeth and Liselotte Daskaloff, Edward Davidson, Berry Davis Jr., Detroit Senior 4-H Club; Dingeman, Osinski and Jakubeic; Gwendolyn Dombrowski, Genevieve Dutkiewicz, Order of Eastern Star, William Exarhos, Robert and Zell French, Rothard Gardner, Jack Giroux, Harold Haywood and Nelson Miller, Mr. and Mrs. J. Herrington, Kappa Sigma Kappa, Harold Kauffman, Walter S. Kozak, Robert Kutzen and A. Rosenberg, Latter Day Saints, Raymond Lindsey, Metropolitan Activities Club, Howard N. Miller, Maurice W. Myers, Jerry Pappas, P & H Enterprises, Phi Phi Alpha fraternity, Pizza Delight, Polish United National Choir Association, W. C. Rettich, Rochester Lions Club, Michael Rosko, Helen Skowronski, Harold J. Slater, St. Joe's Dad's Club, G. H. Tucker, Jimmy Tucker, Village Vender, George Verdonck, Warren Methodist Church, Wanda L. Zielinski.

Popcorn — Hrahad Agababian (2), Albert Goodbalian, Joe Johnson, John and Mrs. Mike Johnson, Gordon Slusser, ohn Mahlebashian, Mrs. Galust May, Dajad Dan Nalbandian, Albert Ohanesian, Charles Ohanesian, Leo Oumedian, R. Preece, Edward Vartanian, H. A. Yavruian, H. Zakarian.

Cotton candy—Sid Ayles (6), Paul Delancy, Earl R. Floyd, Maurice G. Layne, Art Linder, Arthur Moon and A. Mahlebashian, Maurice W. Myers.

French fries—John E. Duby, Donald Duncan (2), Mrs. H. W. Fiske, George Frazee, Helen Frazee, Manuel Garcia, Alice Sherwood, P & H Enterprises.

Frozen custard—Fred Brown (2), William Dwyer and G. Smith, Maurice W. Myers.

Hats—Morris Bluestein, Grace Callanan, Joseph Conway (2), Edward March (3), Ray Schafran (3).

Horoscopes — Edward G. Edwards, Randolph Mathura.

Jewelry—Albert and Harry Berger, Michael Ceffrey, Joseph Conway, Mrs. Walter Jones, Michael A. Sauro, Howard Schwartz and Howard Glazer, John Zaichick.

Kitchen gadgets—Lionel West-gae (2).

Novelties — Allied Veterans' Council, Edward Bennett, Morris Bluestein (2), Joseph Conway, Andy Day, Paul Delaney (4), Harold Lambert, Harry Lefkowitz, Leonard Luxenberg (2), Charles Richards and William Smith.

Salt water taffy—William J. Coffelt (2), Walter E. Irwin, Stanley S. Powell.

Shooting galleries—Walter O. King (4), Thomas Sutton.

Photo gallery—Gerald Levine (3).

Ice cream nut dips—Frozen Ice Cream Confections (5), James McNeal (5), Wilson Enterprises (5).

Wholesalers—Sid Ayles, Hires root beer and snow cone sirup; Becharas Bros.' Coffee Co.; Borden Co., milk and ice cream; Clark Products, paper supplies; Detroit Coca-Cola Bottling Co., drinks and pre-mix vending machines; Do-Boy Donuts; Donovan's Dry Cleaning; Donald T. Elliott, cigars, cigarettes, candy bars and vending in the Coliseum; Flamegas Van Dyke dealer, bottled gas; Geha Bros., produce; Gordon Baking Co., bread and buns; Karp Coal & Ice Co.; K. R. K. Catering Co., soft drink stands and grandstand vending; Pepsi-Cola Bottling Co.;

Seven-Up Bottling Co.; S & G Grocer Co.; Stanny-Morris-Livingston Co., meat; Vernor's Ginger Ale, Inc.; Veteran Food Products Co., pizza and pretzels.

Specialties — Sid Ayles, root beer and snow cones (2); Halien Barkoot, machine gun; Paul and R. Barton, giftwares; Henry Biggs, shoe shine, tobacco and gum; William Boyce, vitamins; Paul Cherenets, silhouette; Contemporary Studios, portrait artists; Marilyn Cooper, Mexican jumping beans; Dari Delite mobile unit, malts and shakes; Dari-Delite, lemonade shake (2); Adolph Dolph, star name buttons; Donald Elliott, cigars and cigarettes; Sam Field, artist booth; Louis Feiler Co., slush and shakes; Murray Fien, chameleons and turtles (3); F. Gizzi and D. Santrone, pen and pencil; Nick Gonte, toys; Tom Gonzalez and James Lee, root beer; Don Hunderieser, joke newspapers and posters; E. C. Jones, ice cream and pizza; Guy O. Jones, silhouette; George Ke'ho, handwriting analysis (2); J. and T. Lutostanski, candy apples; Mackinac Island Fudge Co., fudge; Arthur Mahlebashian, candy apples and suckers; Edward Marsh, toys and hats (6); H. F. Martin, African dip; Stanley Miller, painted sweatshirts; James McNeal, archery range, candy apples and lemon drink (2); Chester Nairne, vitamins; H. J. Navon, stuffed toys and animals (4); Tom Norton, ballpoint pens (2); Pied Piper Pets, handpuppet animals; Raymond Pini, candy apples; Salvation Army, rest station; Albert Sarkees, balloons; Ray Schafran, name on button; William Schultz, soft ice cream wagon; Tony Stanley, phrenology; State Fair Evangelical Committee, rest tent; K. H. Straughan, redwood log house; Paul Swain, orange drink (2); Tau Kappa Epsilon and Alpha Epsilon Pi, sports equipment; Tracy Tingley and M. Saks, malted milk; Charles Tyler, Spudnut coffee and milk; E. B. Wilson & Associates, batting game; Harry Wohl, miniature plastic golf clubs; Robert R. Wolfe, Tiki statues and grass hats; Norman Zemer, root beer; Walter Ziemwiak, toys.

## CLUB ACTIVITIES

National

Showmen's Association

Ladies' Auxiliary

NEW YORK—First meeting of the season will be the clubhouse on Wednesday, September 28. Several members spent a pleasant vacation at the Belgrade Lakes, Me., home of Mr. and Mrs. George Hamid. Bess Hamid has been ill with a throat ailment that has not responded properly to treatment.

Mildred Peterson cut short her visit in Maine, as her husband Jimmy was being given a surprise 65th birthday party on August 20 by their children. His boyhood pals and their wives also attended. Anita Goldie, bulletin editor, is back in Buffalo after spending the summer in New York City, where husband Johnny Pineapple and his orchestra played the Statler Hilton Hotel.

Dave Solti, husband of Elizabeth Solti, passed away, after they had been married 48 years.

## AGENTS WANTED

For 6-Cats, 1-Ball and Duck Pond.

**ROY T. DUFFY**

c/o Farrow Amusement Co.  
Monticello, Ark., this week; El Dorado, Ark., next.

GIVE TO DAMON RUNYON  
CANCER FUND

CORRECTION

# PROPOSALS INVITED

For Street Carnival  
San Antonio, Texas

April 16 through April 22, 1961

\*\*\*

FIESTA SAN JACINTO  
CELEBRATION AND  
BATTLE OF FLOWERS

\*\*\*

The carnival area includes use of certain public streets in the heart of downtown San Antonio and also certain private and public parking lots, rights to which have been leased by or assigned to the Fiesta San Antonio Commission.

Bids under \$31,000 will not be considered. Proposals will be opened publicly on Wednesday, September 21, 1960, at 4:00 p.m. in the Walnut Room of the Granada Hotel (formerly the Hilton) in San Antonio, Texas.

\*\*\*

Specifications, copy of map showing available area and bid proposals forms may be obtained by writing to

Executive Secretary

FIESTA SAN ANTONIO  
COMMISSION, INC.

915 Insurance Building  
San Antonio 5, Texas

FOR SALE

AT CLOSE OF SEASON, OCT. 7. Girl Show called Melodee Club, 80-ft. semi front, 40x50 tent, seats, blow-ups, PA sets, etc., ready to operate, including tractor, \$2,550.00; Girl Show called Parisian Follies, 60-ft. front, 40x30 tent, seats, ready to go without tractor, \$2,300.00; Girl Show called Stardust Club, 75 ft., all-steel front, folding on semi, 40x60 flame proof, like new tent, 9 sections of seats, blow-ups, PA sets, etc. This is one of the most beautiful shows on the road, \$5,500.00 without tractor. All rubber new or like new. These are cash prices. Also 1956 40-ft. Spartan Trailer, new tires; 1954 Chevrolet Shorty, 10 ft., 6 new tires, 4 speed, \$4,000.00 for both. Stored in Artesian Pass, Texas. Also 1957 Henslee 20-ft. Trailer, tandem wheels, \$1,300.00, new tires; also little Trailer, I AM NOT QUITTING GIRL SHOW BUSINESS. Fayetteville, Ark., c/o W. T. Collins Shows, Sept. 13 to 16. Write for route and details.  
MIKE MILLER, c/o W. T. Collins Shows.

## FLYING COASTER and SCRAMBLER

AT LIBERTY AFTER SEPT. 26.

Prefer booking together. Want for Amory, Miss., all kinds of ordinary Rides. SHOWS: Family-style only. Want legitimate Concessions, Eats, Drinks, Novelties, Scales and Hanky Panks open. Contact

**WM. DYER**

Dyer's Greater Shows, Amory, Miss. Want Foremen for Mix-Up and Scrambler, Electrician, Mechanic, Second Men also wanted.

## CHEROKEE AMUSEMENT CO.

Wants Ride Help: Foremen for Tilt, Chairplane and Coaster; also Second Men on all Rides. Come on, will place you.

**J. W. MAHAFFEY**

Wewoka, Okla., Sept. 12-14; Pauls Valley, Okla., Sept. 15-17; Shawnee, Okla., Sept. 19-21.

WANT

CAPABLE, SOBER HELP FOR  
FLYING COASTER RIDE

Must be able to drive large semi.  
**MERVIN BARACKMAN**  
c/o Olson Shows  
Louisville, Ky., State Fairgrounds

## FOR SALE—PARATROOPER

Can be seen at Springfield, Mass., from Sept. 12-25. Also 1954 White Tractor, with or without transportation. Priced to sell. First come, first take.

**LESTER H. COLEGROVE**  
King Reid Shows  
Eastern State Exhibition  
Springfield, Mass.

**FAIRS UP 15%**

**From Two Rides to 42 Is Joe Frederick Story**

WAUSEON, O.—Motor State Shows, owned and managed by Joe J. Frederick, was here at the Fulton County Fair last week and was doing good business.

Frederick, who started his present show in 1945 with one Merry-Go-Round and one Ferris Wheel, now has 42 rides in operation.

He started in outdoor show business at the age of 14 on the Johnny J. Jones Exposition, first as a ride helper, then talker, and in short time operated his own midway attractions and finally purchased several rides. He originally started a small show in 1939 and then left for a hitch in the Army. After leaving the service in 1945 he started the current Motor State Shows.

Business for the Motor State Shows is approximately 15 per cent ahead of last year, with every fair

showing an increase with the exception of one, which was due to bad weather.

Frederick recently purchased all of the equipment of the Karl Shows out of Baltimore, which brought his ride total up to 42. He also purchased 10 tractors from the John Bundy auto agency in East St. Louis. All trailers are being repainted with scenic and show scenes. Following the date here, show will make a long jump south where Frederick has eight fairs contracted in Mississippi and Alabama. Of the fairs played this year, Frederick has re-signed most of them and several for five-year contracts.

Frederick has completed a new home in Belleville, Mich., and has purchased an additional 14 acres of ground, adjoining his winter quarters, for a total of 30 acres.

**Calif. State Fair Midway Down 22%**

SACRAMENTO — Business for the combined equipment of West Coast Shows, Crafts Shows and Foley & Burk Shows at the California State Fair thru Wednesday (7), eighth day of the 12-day run, was reported by fair officials as approximately 22 per cent behind last year. The decrease was in keeping with fair attendance which was 501,065 to that point compared with 659,539 last year.

The combined shows, which have played the event for four years, received the contract for a flat \$135,000 if the gate admission remained at 50 cents for adults and \$125,000 if the admission was hiked to \$1, which it was.

Opening Wednesday (31), a kids' day, business held well thru Labor Day (5). Tuesday's crowd was 40 per cent under the same day a year ago and the following day was down 50 per cent.

Harry Myers, of West Coast Shows and manager for the combine, said he did not feel that he had the right to reveal facts and figures on grosses.

The shows had 35 majors and 18 kid rides, the latter in a separate area. There were 145 concessions, fewer than in 1959, with the space used by seven shows. On hand were two new Flying Coasters, one each from Crafts, and Foley & Burk Shows. West Coast had several new kid rides.

Cecchini & Levaggi had 30 concessions managed by Morrie Schiller, John Lorman Jr., and Ellis Hendry. Joe Blash of Blash and Hilligoss, had seven and Lloyd Hilligoss had 10. They also had a Funhouse and Glasshouse.

Concessionaires generally reported business down. Sol Grant, with a pitch, said his revenue was off. Blash said of the seven stands, only one would make money.

**Dembrosky's Unit Clicks In Cobleskill**

ALLENTOWN, Pa. — The M. D. Amusements midway, coming out of a series of satisfactory celebrations and fairs, set up early at the Great Allentown Fairgrounds as part of the big line-up assembled by World of Mirth Shows. Fair season has been good, Manager Mike Dembrosky reports, with the exception of a disappointment at the Jamestown (N. Y.) Sesquicentennial.

The 84th annual Sunshine Fair in Cobleskill, N. Y., provided a fine week for the show. Weather was mild all five days, interrupted only by a five-minute sprinkle on closing day. Dembrosky was assisted by Sydney Daniels, and Bobby Coleman was on hand with a couple of units.

Cobleskill line-up included the Merry-Go-Round, Tilt, Whip, Roll-o-Plane, two Ferris Wheels, Roller Coaster, five kiddie rides, and live ponies. Back end included a Motordrome, Latin Casino, Weaver's Monkey Drome, and Al Jansen's Rocket Ship.

**Mobile Park Leased by Irv Deggeller**

MOBILE, Ala. — Grand View Amusement Park here has been leased for a two-year period by the Deggeller Amusement Company, owned and managed by Irvin and Allon Deggeller, of Shelbyville, Ind.

The Deggellers will take over the park on November 1 and bring in rides and other attractions. Joe Palughi, owner of the park, made the announcement. A Merry-Go-Round is already on the scene.

Berny Smuekler was the last lessee of the park.

**Royal West Inks Event**

CHICO, Calif. — Royal West Shows has switched its route and will be featured here at the centennial celebration, Wednesday thru Sunday (21-25), Harley (Guffey) Larsen, owner-manager, said.

Show originally was booked for Fairfield. It will move from here to Sharpe Park, closing September 25 and then pick up its route in Fairfield, where it closes October 2.

**CRAFTS 20 BIG SHOWS**  
Now Booking Shows & Concessions, \$20.00 per ft.  
FOR

**FRESNO FAIR**

OCTOBER 6-16 INCLUSIVE  
LAST MAJOR FAIR IN CALIFORNIA  
(UPTOWN LOCATION 300,000 ATTENDANCE)

WIRE—WRITE—OR PHONE  
CRAFTS 20 BIG SHOWS, INC.  
7283 Bellaire, North Hollywood, Calif. Phones: POplar 5-0909, POplar 5-0320

**Coosa Valley Fair**  
Rome, Ga., Sept. 19-24  
**Madison County Fair**  
Huntsville, Ala.,  
Sept. 26-Oct. 1

**So. Miss. Fair**  
Laurel, Miss., Oct. 3-8  
**Ala.-Miss. State Fair**  
Meridian, Miss.,  
Oct. 10-15

**WANT**

Derby Racer, Jewelry, Hanky Panks, Prize-Every-Time. Nut Bar for Rome. Can place one more non-conflicting Ride. Opening for Globe of Death or Motordrome. Want Second Men on Rides. All help must drive and have license. Can place one more experienced Mad Mouse Man.

All replies AL KUNZ, HETH SHOWS, West Tennessee State Fair, Jackson, Tenn., this week.

**Schafer 20th Century Shows**

WANT FOR THE FOLLOWING FAIRS:

TEXARKANA, TEX., Sept. 12-17 | FORT SMITH, ARK., Sept. 27-Oct. 1  
BENTONVILLE, ARK., Sept. 19-24 | LONGVIEW, TEX., Oct. 3-8

And Three More Fairs to Follow

- RIDES** Looper, Flying Coaster, Dark Ride, Mad Mouse or any Ride not conflicting.
- SHOWS** Fat, Midget, Mechanical, Wild Girl, Midget Cattle or any good Grind Show.
- CONCESSIONS** Strings, Photos, High Striker, Pitches of all kinds, Foot Longs, Ice Cream.

Contact W. A. SCHAFFER, Mgr., Fairgrounds, Texarkana, Tex.

**GIRLS—GIRLS**

STRIPPERS AND EXOTIC DANCERS  
If capable and attractive, you can work entire off season. Good salary. Send photos and particulars to  
RALPH SMITH, Gaiety Club  
517 Louisiana St. Houston, Texas  
No collect calls accepted.

**BLOOMSBURG, PA., FAIR**

ROOMS, MONTOUR-HOTEL, DANVILLE  
7 miles from grounds. Rates: Running water, \$2.50 single, \$4.00 double. Private bath, \$4.00 single, \$5.50 double and up. Parking. Deposit with reservation.

**FOR SALE**

12 Erie Diggers, new Top and Frame; 1 1/2-ton Chevrolet Truck, 12-ft. body.  
Call or Wire:  
MRS. BERNICE LEE  
c/o S & W Shows, Fordyce, Ark.

**WANTED**

UNCLE JOE'S AMUSEMENTS  
Ride Help who can drive trucks, also Hanky Panks not conflicting and Hanky Pank Agents. Out all winter in cotton and winter garden. Italy, Texas, Sept. 12-17; Clifton, Texas, Sept. 19-24. Contact  
JOE SEABOALT, as per route.

GIVE TO DAMON RUNYON  
CANCER FUND

**GOLD MEDAL SHOWS #1**

WANT WANT

For Columbus Fair & Stock Show, Columbus, Miss., Sept. 19-24, followed by Tri-State Fair, Corinth, Miss., Sept. 26-Oct. 1, and more big fairs to follow.  
RIDES: Will book Dark Ride, Helicopter, Round-Up and Dodgem. SHOWS: Motordrome, Wildlife, Cuckoo Show, Snake Show or any family-type Shows. Bull Martin, contact. Will give good proposition for Arcade. CONCESSIONS: All Eats and Drinks open. Want Names on Hats, Novelties, Custard, Water Games, Ball Games, Glass Pitch, Jewelry, Long and Short Range Galleries, Alibi Stores and any kinds of Hanky Panks. Bill Stevens wants Agents for Picture Frames, Buckets, Bear Pitch, Hanky Panks and Bingo Countermen. FOR SALE: A set of 10 Diggers, mounted in factory-built trailer, for sale very cheap and can be booked on this route exclusively. HELP: Can always use good, experienced Ride Help who drive semis.  
Contact JOHNNY DENTON, Lawrenceville, Ga., this week. Phone in office.

**PETER PAUL AMUSEMENT**

Lexington, Tenn., Sept. 19-24

Can use Pitch-Till-You-Win, Duck Pond, Jewelry or any Prize-Every-Time Concession, also any Alibis working for stock. Can use family-type Shows, Cookhouse or Grab. Want Ride Help for Wheel and Kiddie Rides.  
Contact MANAGER, Lexington, Tenn. Will be there Wednesday, Sept. 14.

**FLOYD O. KILE SHOWS**

WANT—ALL FAIRS UNTIL NOVEMBER 6—WANT

CONCESSIONS: All Stock Concessions; Pitches of all kinds, especially Bear and Glass; Hoop-Las, High Striker, Photos, Six Cats and Buckets that work for stock. Will sell "EX" on Custard, Grocery Wheels, Bacon, etc. Joe (Chief), O.K. any time. HELP: Good Second Man on Caterpillar, must drive semi. SHOWS: Can place small Grind Shows, must be clean and good. Also Fun House, low percentage. RIDES: One or two major Rides for balance of season. All replies:  
FLOYD O. KILE, Mgr., Pitkin, La. (Fairgrounds), this week; followed by Winston County Colored Fair, Louisville, Decatur, Picayune, Miss.; then Louisiana Fairs.

**GALA EXPOSITION SHOWS**

Want Concessions of all kinds. Also clean Sideshows of all types for the following route: Week Sept. 12, Star City, Ark., followed by Searcy, Ark., the big one, week Sept. 19; McGehee and Eudora, Ark., week Sept. 26, followed by Tunica, Miss.; Marianna and England, Ark. All fairs and bona fide celebrations. Need some Rides for Eudora and McGehee. Wire or call  
B. E. MILLER, Star City, Ark., this week.

# BLUE GRASS SHOWS

"Truly the Nation's Largest Motorized Midway"

Can place for Delta Fair & Livestock Show, Kennett, Mo., week Sept. 19-24

**CONCESSIONS:** Hanky Pank Prize-Every-Time Games of all kinds, Age and Scales, Short Range, High Striker, Derby, Novelties, Jewelry, Photos; Bird, Bear and Glass Pitches; Alibi Stores if you have Hanky Panks to go with same, Catering and Confections, etc.

**SHOWS:** Any good Grind or Bally Show with own equipment. Liberal percentage.

**HELP:** Foremen and Second Men for 20 office-owned Rides. Also experienced Help for Kiddie Rides. Winter's work in Florida fairs and shopping centers. All replies:

C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS, Cape Girardeau, Mo., this week.

# JOHNNY'S UNITED SHOWS

"A Family Tradition"

Great Cobb County Fair, Marietta, Ga., Sept. 19-24 Inclusive, followed by Cullman, Ala., Sept. 26-Oct. 1; Anniston, Ala., Oct. 3 thru 8, and Decatur, Ala., Oct. 10 thru 15.

**CONCESSIONS:** Custard, Name on Hats, Bear and Glass Pitches, Long Range, Short Range, String Game, Bushel Basket, Hi Striker, Derby, Penny Arcade and some Alibis if you have Hanky Panks.

**SHOWS:** Motordrome, Wild Life, Sit Down Girl Show with own equipment, must be first-class.

**RIDES FOR MARIETTA:** Mouse, Frolic, Twister, Flying Coaster, Turnpike, Slide, Round-Up and Looper.

**RIDE HELP:** Help on Tilt, Merry-Go-Round and Caterpillar. Must be sober and know how to drive. Long season. Phone in office.

JOHNNY PORTEMONT, JR., Lexington, Ga., this week

# AMUSEMENTS OF AMERICA

A STAR SPANGLED MIDWAY

WANTS FOR NEW JERSEY STATE FAIR, TRENTON, N. J.

FOLLOWED BY FREDERICK, MD., SEPT. 27-OCT. 1

**CONCESSIONS:** Eating and Drinking Stands, Popcorn, Apples, Pronto Pups, Straight Sales, Long and Short Range Galleries.

**RIDES:** Wild or Mad Mouse and Round-Up.

**SHOWS:** Arcade, Glass House or any good Grind Show.

JOHN VIVONA, JU 7-7428, Trenton, N. J., starting Tuesday

# S AND W SHOWS

Wanted for a strong route of Southern Fairs. Fordyce, Ark., Sept. 12-17; followed by Warren, Ark., Sept. 21-24; then Bastrop, La., Sept. 26-Oct. 1 (two big Kid Days at Bastrop, white and colored); Haynesville, La., Oct. 3-8.

**CONCESSIONS—**Want Concessions of all kinds, Bear Pitch, Glass Pitch, Bingo, Mug Joint, Cork Gallery, Hoop-La, High Striker, Long and Short Range Galleries, Buckets, Six Cats, Fish Pond, Pan Joint, Slum Spindle, all Hanky Panks come on.

**SHOWS—**Want Girl Show, Fun House, Snake Show, 5-in-1, any Family-Type Show.

**RIDE HELP—**Foremen on Wheel and Rock-O-Plana, must be licensed drivers.

**AGENTS—**For Blower and Count Store, also Bucket Agents. Buddy Spain wants Griddleman.

**RIDES—**Will book Rides not conflicting, Coaster, Paratrooper, Flying Coaster, Round-Up or Fly-O-Plana.

NOTICE—Joe Greene is no longer with S & W Shows. All replies to:

JAY STANLEY or LYLE WELLS, Fordyce, Ark., this week; then Warren, Ark.

# SMILEY'S AMUSEMENTS

Want for Caswell County Fair, Sept. 19-24, Yanceyville, N. C.; followed by Stokes County Fair, King, N. C.; Johnston County Fair, Smithfield, N. C., and four more Fairs to follow.

**CONCESSIONS:** Grab, Custard, Ice Cream, Short Range and all other Hanky Panks. Will book Alibis with Hanky Panks.

**SHOWS:** Can use family-type Shows.

**RIDES:** Can use Tilt, Scrambler, Rock-o-Plana or any other novel Rides.

All answers: Ashe County Fair, West Jefferson, N. C., Sept. 12-17.

# GIRL SHOW AT LIBERTY

Flashy, clean sit-down truck-type Girl Show. Prefer Southern route. Can join week Sept. 19. Wire or call.

F. W. MILLER

Fairgrounds, Saginaw, Michigan

# TINTYPE

## Gathered Yarns, \$\$ During 60 Years

IF A ROLLING STONE gathers no moss, as they say, and if the phrase can be properly applied to recollections—then there's no moss on Barney Tassell's memories. They roll out endlessly, covering good times and bad, boardwalks and midways, interrupted only when he pauses to reach for a particular name or a certain place. In Takoma Park, Md., he opened the doors to 60 years' experience in the show world.

"Well, I got started at 13 and I'm 73 now," he states simply. "How many years is that?" It's 60 all right. . . . Went to Atlantic City from Philadelphia to find a job, after his dad got an arm burned at a quarter gas meter. . . . Born March 6, 1887, in Warsaw, Poland (that's what they told me, so it must be"), was brought here as an infant of one. . . . Never went back to Europe. Never even left the U. S., he says, except for one time in Canada.

Over the years Barney's had concessions, tabloid shows, repertoire and rides, and his Barney Tassell Unit Shows was well known on the Eastern seaboard. . . . Without the rides now, he still has an active agent's business with the influence he holds on many sponsoring committees. . . . Drifted into the carnival game 30 years ago. "It was just before the depression. You know, we ran right thru the depression and did better than shows do today. It's a fact."

As a 13-year-old, he ran a picture machine on the Atlantic City Boardwalk. Partnered with another youth, Johnny Loman, who also made his mark in outdoor amusements. They opened a Penny Arcade later. Barney also set up pins in a big bowling alley. Steel magnate Charles Schwab showed up the first day with a crowd, and tossed young Barney a \$5 gold piece for his work. . . . Barney bought some fancy fans at \$4.40 a gross, peddled them for a dime each on the streets. Wound up in Coney Island, "this was the same year. I was still 13, you know."

At season's end his skeptical parents jumped with joy when he dumped better than \$200 in their laps. . . . Barney and Johnny took a mug joint on the road then. . . . Met an actor named Billy Beach, who took Barney along as a comic. In Indianapolis, a bunch of celebrating thespians got too wild on an interurban train, and the conductors, who were sworn as lawmen in those days, booted them off. . . . "The station was full of cops and detectives," Barney remembers. "When a woman fainted Billy Beach and I excused ourselves to look for a doctor, so we got out of that one."

Had as many as 18 tabloid musicals on the road at once, operating out of Atlanta. "Southern Beauties," one of them, toured 10 years and eight months without a layoff, he claims. . . . Kept acting, tho, touring with Claude Amsten and Fannie Davenport in repertoire. Barney met Hazel Mae Young (actually Blumenthal) and partnered with her in a new act for five years, then partnered for life. They wed 47 years ago, and he describes the union as "sort of permanent by now." She used to weigh 113 pounds as an act. Now she won't tell. They have a daughter, Lois, and son-in-law ("I love that boy," Barney says), who is Marty Weiss, executive secretary of the Miami Showmen's Association. . . . And don't forget Sam Tassell, the brother (11 years younger), who has a thriving ride business in the Philadelphia area.

The brothers partnered in kiddie-lands once but Barney's wife soon sent a letter home stating that, from observing her husband, she didn't think they'd be there for long. And she was right, for in the latter part of July, Barney said, "Let's go. And away we went."

For many of the dates he controlled during World War II he couldn't book rides as easily as before, so he started buying his own.



BARNEY TASSELL

. . . Went in with Johnny Hayes originally. Bought this and that, buying and selling rides, fielding more than a dozen once. Always at bazaar dates and promotions, seldom a fair. . . . Sold the rides in recent years. "I felt I was getting too old for it. Couldn't handle the help as well, and even came near lambasting one of them. Isn't that enough reason to sell? If you came on and saw your Ferris Wheel man take a knife and slash a cusion, just to pull out a piece of cotton to wipe his hands with, what would you do to him? I got so frantic I blacked out. Came to in my trailer, with a doctor standing over me. So I called my wife and said, 'Honey, we've got to sell those rides if they do that to me.'"

Of late, Barney's been showing up here and there, promoting spots for various shows. Some, like Alexandria, Va., and Mount Rainier, Md., are standbys for him. . . . The Tassells live in Miami, where he's a long-time showmen's club member. . . . Carnival business seems to be losing some glamor for young people, he says, and he'd hesitate recommending it. Son-in-law Marty, for example, "was never in the business in his life until I started him as a ball queen." Thinks pensively about a long, many-sided show career, and continues: "Did I tell you about the time I got stranded in this town and met a sleepwalker? How about when Billy Beach and me rode the rails when I was 14 and I had \$1,600 stashed away?" . . . Barney's story requires days, not hours.

Irwin Kirby

## Gayland Gets Average Biz

KELOWNA, B. C. — Gayland Shows, whose home base is this city, had two units on the road this season. No. 1 unit played a Victoria celebration in May and a few still dates in British Columbia before heading for the prairies.

No. 2 unit opened here in April and played towns along the Canadian National Ry., in Northern B. C., as far west as Prince Rupert. Both units are truck shows and both worked their way to the Canadian prairies during the season.

Business was reported average in most spots despite a wet rainy season.

# Wade Gets \$215,836 In 6 Days at Detroit

DETROIT—The W. G. Wade Shows grossed \$215,836.93 during the first six days of the Michigan State Fair—an increase of about 4 per cent over the corresponding figure of \$207,523.36 for 1959—and far ahead of the 1958 figure of \$176,613.46.

Top honors were evenly divided by Sunday and Labor Day with \$49,250 and \$49,420 respectively.

The midway got an extra impetus at the start when a preview opening was held Thursday, grossing a "pure velvet" \$4,518.85 that night.

Children's Day was switched from Tuesday to Friday for the first time, and Friday accordingly was up 25 per cent for a healthy start. Tuesday, in turn, became Family Day, and Wade followed the same policy of reduced prices for children on rides until 6 p.m. The result was that Tuesday grosses ran about equal to a normal Tuesday in the past and only slightly under the new Children's Day figures of Friday.

Large grandstand attendance with the free admission policy is helping the midway considerably as a traffic-builder.

Owner W. G. Wade Jr., commented that: "The only worry we have with the fair this year is the weather. If it holds fair and warm, we will have one of the highest grosses we have ever had, from every indication so far."

The show, with the No. 1 and No. 2 units combined, which ordinarily play separate routes, brought in 51 rides, including 21 kiddie rides, and 20 shows. As for many years past, no games concessions were allowed on the grounds, and

all outright sales and other concessions were booked independently.

The combined midway was under the personal direction of W. G. (Glenn) Wade Jr., with Marshall Green and Doug Wade as managers of the two unit organizations. Green also doubled as auditor, and Doug Wade as advance man. Clarence Hall and Stephen Klem were office managers of the two units.

The Miller Wild Mouse, operated by Jimmy Dowis and owned by his father, Graydon Dowis, has been outgrossing all attractions on the midway consistently. The Dowis Sky Wheels, under the direction of Alfred Osborn and management of James Haynes, have been running a close second, tho slightly under last year. Other major rides have been running about even with last year, with the Flying Scooter, Dowis Giant Roller Coaster, and Tilt-a-Whirl placing third, fourth, and fifth, respectively.

Among the kiddie rides, the Dowis Giant Sky Ride, a newcomer to the Fair, has been easily tops.

# Bill Collins Sees Record At Lincoln

LINCOLN, Neb.—The William T. Collins Shows were hitting a record - breaking pace here last week at the Nebraska State Fair.

Going into Friday (9), the final day of the fair, the rides and shows were up 6 per cent. A midway record of \$71,000, set back in the postwar, lush period, was being threatened, and Friday had good weather so the mark was expected to tumble.

Prior to the close of the fair the board awarded Collins the fun zone pact for next year, which will be the ninth consecutive year for the Minneapolis - based midway organization.

Archie McAskill's Hell's Belles Illusion Show has been placing first among the shows, followed in order by Joe Sciortino's Scandolls Revue; Rudolph Klason, with the Motordrome, and Marion Migrothy's Alligator Illusion.

## COMING EVENTS

**Arkansas**  
Des Arc—Prairie Co. Livestock Show, Oct. 3-8. Graham Mullen.  
DeWitt—Ark. Co. Livestock Show, Sept. 19-24. Harold Kendall.  
Dorado—Union Co. Livestock & Poultry Show, Sept. 19-24. E. W. Wells.  
Hope—Third Dist. Livestock Show, Sept. 19-24. E. N. Holt.  
Pine Bluff—Southeast Ark. Livestock Show & Rodeo, Sept. 27-Oct. 1. Harvey Hewitt.

**California**  
Long Beach—Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-25. Civic Productions.  
Sacramento—Callf. State Horsemen's Assn. Convention & Show, Oct. 5-9. Ivo Vollmer Jr., 16225 Alum Rock Ave.

**Connecticut**  
Hartford—Conn. Home Furnishings Expo. (State Armory), Oct. 1-8. John F. Burke Jr., Conn. Expo. Management Corp., 495 Farmington Ave.

**Florida**  
Bevilles Corner—Sumter All-Fla. Breeders' Show, Nov. 2-5. L. L. Giddens, Webster.  
Bonifay—Holmes Co. Fair, Sept. 19-24. C. U. Storey, Box 6.  
Miami Beach—American Legion National Convention, Oct. 15-20. Sam Crowell, 5500 Northeast Seventh Ave., concessions chairman.

**Illinois**  
Abingdon—Free Barbeque & Maxwell Street Day, Sept. 24.  
Chicago—Nat'l Assn. of Concessionaires' Convention & Trade Show (Conrad Hilton Hotel), Nov. 6-10.  
Fairfield—Good Old Days & Oil Progress Celebration, Sept. 22-24.  
Forreston—Sauerkraut Celebration, Sept. 15-17.  
Johnston City—Fall Festival, Sept. 23-24.  
Lombard—Annual Kiwanis Peanut Kids' Day, Sept. 23.  
Mattoon—Business & Industry Show, Sept. 23-24.  
Norris City—Dairy Days, Sept. 28-30.  
Rockford—7th Annual Fall Festival, Sept. 20-25. Ray Steele, Fairgrounds, Peotone.

**Indiana**  
Connersville—Democratic Rally (Fairgrounds), Sept. 22-24.  
Evansville—West Side Nut Club Festival, Oct. 3-8. T. F. Karges, 3711 Claremont Ave.  
Hartford City—Merchants' Fall Street Festival, Sept. 13-17.  
Highland—13th Anniversary Celebration, Sept. 15-17. Chamber of Commerce.  
Hobart—Jaycee Home Show, Sept. 28-Oct. 2. Ray Steele, Fairgrounds, Peotone, Ill.  
Indianapolis—Ind. Home Furnishings Expo. & World Trade Fair (Fairgrounds), Oct. 10-16. John W. Daly, Marott Hotel.  
Mitchell—Perstimon Festival, Sept. 26-Oct. 1.

**Iowa**  
Waterloo—National Dairy Cattle Congress, Oct. 1-8.

**Louisiana**  
Baton Rouge—L.S.U. Livestock Show & Dixie Horse Show Jubilee, Nov. 3-6. W. M. Babin, Box 8637, University Station.  
Crowley—Intl. Rice Festival, Oct. 20-21. Rupert F. Cisco, City Hall.  
Greensburg—St. Helena Parish Forest Festival, Oct. 15. Eldon L. Watson.  
Leesville—West La. Forestry Festival, Sept. 26-Oct. 1. Mrs. C. E. Lawrence.  
Marksville—La. Livestock & Pasture Festival, Sept. 29-Oct. 2. Kermit J. Ducote, Box 217.  
Natchitoches—La. Broiler Festival, Sept. 27. Harold Kaffie.  
Opelousas—La. Yambilee, Oct. 26-27. Vernon E. Lacour, P. O. Box 110.  
Ville Platte—La. Cotton Festival, Sept. 23-25. Dallas Deville, P. O. Box 66.  
Youngsville—Festival of Beauties, Oct. 8-9. M. Sexton Comeaux.

**Maryland**  
Rising Sun—Centennial, Sept. 8-18.  
Timonium—Eastern Nat'l Livestock Show, Nov. 12-17. Dr. John E. Poeter, University of Maryland, College Park.

**Massachusetts**  
West Springfield—Autorama (Industrial Arts Bldg., Expo Park), Oct. 19-23. Joe Kisis, 2 Meadow Park Drive, Milford.

**Michigan**  
Detroit—National Automobile Show (Cobo Hall), Oct. 15-23.  
Flint—Great Flint K. of C. Festival, Sept. 23-25.  
Pontiac—Downtown Festival, Sept. 15-17. Merchants' Association, Waldron Hotel.  
Port Huron—Thumb Dist. Ploing Match, Oct. 6. Slim Pynnonen, Federal Bldg.  
Traverse City—Northern Michigan Potato & Apple Show, Nov. 2-3. A. L. Olson, Federal Bldg.

**Mississippi**  
Booneville—Prentiss Co. Dairy & Livestock Show, Sept. 15-17. W. T. Smith.  
Liberty—Amite Co. Livestock Show, Sept. 28-Oct. 1. Clifton McGehee.  
Magnolia—Pike Co. Livestock Show, Sept. 26-Oct. 1. Mrs. A. Harrison.  
Newton—Newton State Dairy Show, Sept. 13-17. Paul W. McMullan.

**Missouri**  
Aurora—Tri-County Jr. Livestock Show, Sept. 17. John R. Buckley, P. O. Box 146.  
Bloomfield—County Homecoming, Sept. 13-17. Mack Selms.  
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 15-17. Eva Chaney.  
Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodard.  
Kansas City—Kansas City Home Furnishings Expo and World Trade Fair (Municipal Aud.), Oct. 3-9. John W. Daly, Hotel Continental.  
Maryville—Nodaway Co. Jr. Livestock Show, Sept. 19. Kenneth Walkup.  
St. Joseph—Buchanan Co. Livestock Show, Sept. 17. Webb Embrey.  
St. Joseph—Interstate Livestock & Home Economics Show, Sept. 20-22. Webb Embrey.  
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.  
Stover—Sto. r Fall Festival, Sept. 15-17. K. R. Roland, Box 512.

**Nebraska**  
Omaha—Ak-Sar-Ben 4-H Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson.

**Nevada**  
Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.

**New York**  
New York—National Horse Show (Garden), Nov. 7-8.

**Ohio**  
Bradford—Bradford Pumpkin Show, Oct. 11-15. Mrs. Hazel Eberwine.  
Circleville—Circleville Pumpkin Show, Oct. 19-22. Ned H. Dresbach.  
Jackson—Apple Festival, Sept. 21-24.  
Napoleon—Fall Festival, Sept. 12-17.  
Somerset—Pumpkin Show, Sept. 29-Oct. 1.  
Utica—Homecoming, Sept. 29-Oct. 1. Stewart Anderson, 29 E. Fifth St., London.  
Washington C. H.—Payette Co. Sesquicentennial, Sept. 11-18.  
Wellsville—Firemen's Convention, Sept. 12-17.

**Pennsylvania**  
Harrisburg—Pennsylvania Nat'l Horse Show, Oct. 15-22.

**South Dakota**  
Mitchell—Corn Palace Celebration, Sept. 18-24.  
Sioux Falls—Nat'l Soil Conservation Field Days & Plowing Matches, Sept. 22-23.

**Tennessee**  
Somerville—Payette Co. Livestock Show, Oct. 28. O. W. Stroup.

**Texas**  
Beville—South Texas Hereford Fall Show & Sale, Oct. 31-Nov. 2. H. V. Reyes, Box 1102.  
Clarksville—Red River Co. Livestock Expo., Sept. 29-Oct. 1. J. H. Summers, Box 1029.  
Floresville—Wilson Co. Centennial, Sept. 20-24.  
Liberty—Trinity Valley Expo., Oct. 13-18. Steve Davis, Box 266.

(Continued on page 74)

## BIG PHILADELPHIA CIRCUS DATE

MAY 21-30, 1961, LIGHTHOUSE FIELD

Featuring Clyde Beatty Circus, Shriners' Parade, many other added attractions.

ATTENTION! RIDE AND SHOW OWNERS AND CONCESSIONAIRES WHO PLAYED THIS DATE IN 1960: PLEASE CONFIRM DATE WITH DEPOSIT. HAVE LIMITED SPACE FOR HANKY PANKS, FIRST-CLASS SHOW, CLASS HOUSE, FUNHOUSE, MOTORDROME AND MAJOR RIDES NOT CONFLICTING. MUST HAVE ALL CONTRACTS CONFIRMED BY NOV. 1.

ACTIVE BAZAAR COMPANY

1420 Walnut St., Philadelphia, Pa.

Pennypacker 5-2144

## GATTO AMUSEMENTS

WANT FOR FIRST ANNUAL COUNTY FAIR IN LAWRENCEVILLE, VA., SEPT. 19-24. LOOKS LIKE A BIG ONE! FOLLOWED BY GIANT SOLDIERS' PAYDAY IN RED SPRINGS, N. C. (OUTSIDE FAYETTEVILLE), SEPT. 26-OCT. 1.

SHOWS: Girl Show, Motordrome, 10-in-1 or any Grind Show.

RIDES: Will book Octopus, Tilt, Paratrooper, Helicopter.

CONCESSIONS: Bingo. We have no Ex. Concessions of all kinds. Also want Up-and-Down Men and Agents for Buckets, Swingers, Razzle, Pin Store, Hanky Panks.

ROXY GATTO

William Byrd Hotel, Richmond, Va.

## WOLFE AMUSEMENT CO.

Wallace, North Carolina, this week

Want for Dillon County (Skillet) Fair, Latta, S. C., next week and five more to follow.

Concessions of all kinds, everything open. Especially want Popcorn and Apples, Floss and Bingo. Wire, no time to write. Book set of Kid Rides, committee money.

## SPORT MATTHEWS CIRCUS & CARNIVAL COMBINED

Want for Shamrock, Texas, State Line Free Fair, September 12-17; followed by Texas-New Mexico District Fair, Lovelland, Texas, 19-24

Ride Help—Foremen and Second Men on Wheel, Merry-Go-Round, Tilt, Chairplane, Loop-o-Plane, Rodeo, Twin Rocket, Kid Wheel, Airplane and Live Pony.

Rides—Will book any Major or Kid Rides not conflicting with what we have.

Shows—Have no shows at present—will book any type Show for all winter's work.

Concessions—All Concessions open except Popcorn. No Flats needed. Frank Rooney needs Agents for Foot Long, Floss, etc. Fuzzy Logsdon needs Agents and Roughie.

This show carries a complete free circus, including Lion Act, Elephant Act, etc. Will have space the week in Shamrock. (Need Animal Man now; also need additional Circus Acts starting Lovelland.)

All replies to MANAGER, Fairgrounds, Shamrock, Texas.

## ALL AMERICAN SHOWS

Want for Robeson County Fair, Pembroke, N. C., Sept. 12-17 (Kids' Day Thursday); County Fair, Oxford, N. C., Sept. 18-24; Carteret County Fair, Beaufort, N. C., Sept. 26-Oct. 1; Brookneal, Va., Firemen's Fair, Oct. 3-8, followed by nine others.

CONCESSIONS: All types that work for stock. Especially want Ball Games, Dart Store, Jewelry, Mug Joint, Pitch-Till-You-Win, and all kinds of Pitches, also Long and Short Range Galleries.

RIDES: Will book Tilt, Octopus or any Ride not conflicting. Low percentage. Proven ride spots until Nov. 27, followed by 16 weeks in Shopping Centers.

SHOWS: Any worthwhile family-type Shows. Especially want Geek Show. Can use Talker for Circus Show and Snake Show.

Hedgel Blackburn wants Talent for Girl Show, wire or call. Jim Barr wants Agents for Hanky Panks, Cat Rack, Bowling Alley, Cork Gallery, Under 11 over 30 and several others.

RIDE HELP: Can use Second Men on Wheel, Scooter and Merry, good Man to handle five Kid Rides. Good pay and treatment.

All replies to Pembroke, N. C., this week; then as per route.

## WM. T. COLLINS SHOWS

Want for OKLAHOMA FREE STATE FAIR, Muskogee, Sept. 18-25, and TULSA STATE FAIR & EXPOSITION, Oct. 1-7

Prize-Every-Time Hanky Pank Concessions. Also one or two more Grind Shows of merit. Contact

WM. T. COLLINS, Mgr.

Fayetteville, Ark., until Sept. 16; then Muskogee, Okla.

## SIDE SHOW ACTS, TALKERS

ALSO NEED GIRLS AND CAPABLE TALKER FOR GIRL SHOW.

Starting with the Great Danbury Fair, Danbury, Conn., and a Top Route of Eastern Fairs to follow. Write, Wire or Phone

DAVID ROSEN, 4050 Atlantic Avenue Sea Gate, Brooklyn 24, N. Y., till Sept. 16. Esplanade 2-2178

Then New Jersey State Fair, Trenton, N. J., c/o Amusements of America, Sept. 16-25.

## GREATER DIXIELAND EXPOSITION

Wants for Jonesboro, La., Fair, Sept. 19-24; followed by Marksville, La., Fair.

CONCESSIONS: Place Merchandise Concessions of all kinds such as Spindle, Bear and Dish Pitches, Fish and Duck Pond, High Striker, Lead Gallery, Ball Games, Scales, Novelties, etc.

RIDE HELP: Need First Men for Wheel Octopus, Tilt. Place all other Ride Help that can drive.

SHOWS: Place any clean family-type Shows with own equipment. Low percentage. Reply: JIMMIE HENSON, Forest Hill, La., Phone: Pilgrim 8-2261 (4 to 7 p.m. only) until Sept. 15; then will be at Fairgrounds, Jonesboro, La.

## GIRLS - - - \$125.00 A WEEK - - - GIRLS

Need several more Exotic Strip Dancers, young and attractive. Also need several more Girls for Rally, need not be experienced. We will teach you. Payday every night. Wardrobe and transportation furnished. Also need capable Talker for Girl Show. Need Geek Show Operator with own geek, and several capable Up and Down Men who can drive. Those who have worked for me before, I would like to hear from you. Wire or come on. Contact

THEA FLAME or JEAN MARTIN, MGR., The Nights of Bagdad Girls Show, c/o World of Pleasure Shows, Fayetteville, Tenn., Sept. 12-17; Florence, Ala., Sept. 19-24; Lawrenceburg, Tenn., Sept. 25 to Oct. 1.

## GIVE TO DAMON RUNYON CANCER FUND

**FUN HOUSE  
GLASS HOUSE  
ARCADE  
MECHANICAL SHOW**  
or any good attraction  
using limited space  
for Indiana's largest Fall date

**EVANSVILLE NUT  
CLUB FESTIVAL**  
Oct. 3 thru 8

Can also place on Florida route. Can use late model Kiddie Ride for Evansville.

**TOM L. BAKER**  
Hartford City, Ind., Phone 88, all this week; then ST 7-1711, Indianapolis, Ind.

**GREENUP COUNTY FAIR**  
GREENUP, KY., SEPT. 14-17;  
GRANTSBURG, KY., SEPT. 19-24.

Bands, Fireworks, Horse Show and Rodeo. Want Hanky Panks, Straight Sales of all kinds. No drifts. Want experienced Ride Help for Octopus and all Rides. Must drive. Contact Manager HAP HULL, per route. Want Man and Wife for Snow, Floss and Popcorn.

**NOLAN SHOWS**

**JOHN GENTRY  
WANTS**  
Count Store, Pin Store and Swinger Agents.  
Call Hotel, Jackson, Tenn.

**WANTED**  
Ride Foremen for Rock-o-Plane, Tilt-a-Whirl and Looper. Must be experienced and sober. No collect calls accepted.

**DELGARIAN AMUSEMENT CO.**  
1789 Newland Chicago 35, Ill.  
Phone: NE 7-2163

# NO MORE STILL DATES—ALL FAIRS—SAVE THIS LIST

**Central State Fair**  
Sept. 19-24  
High Point, N. C.

**Surry Co. Fair**  
Sept. 26 to Oct. 1  
Mt. Airy, N. C.

**Reid Co. Fair**  
Oct. 3-8  
Reidsville, N. C.

**Carolina Fair**  
Oct. 10-15  
Winston-Salem, N. C.

**Golden Belt Fair**  
Oct. 17-22  
Henderson, N. C.

**Franklin County Fair**  
Oct. 17-22  
Louisburg, N. C.

**Vance Co. Col. Fair**  
Oct. 24-29  
Henderson, N. C.

**Hartnett Co. Fair**  
Oct. 24-29  
Dunn, N. C.

**AMERICAN LEGION FAIR, OCT. 31-NOV. 5, NEW BERN, N. C.**

**AMERICAN LEGION ARMISTICE DAY CELEBRATION, NOV. 7-12, WARSAW, N. C.**

**TOBACCO MARKETS ALREADY OPEN, SELLING TOBACCO AT THE BEST PRICES IN HISTORY. NO MONEY SHORTAGE HERE.**

**CONCESSIONS**—Can place Hats, Glass Pitch, Ball Games, Short Range, Hi Striker, Eats and any other legitimate Concessions.  
**SHOWS**—Can place any good Shows capable of big grosses. No small fronts or junk shows wanted. Must be in keeping with our policy as these are all big fairs and no promotions.

**RIDES**—Can place Wild Mouse, Round-Up, Paratrooper or any good Ride not conflicting with what we have.

**HELP**—Can place good Ride Men who drive semis for Wheels, Tilt, Octopus, Coaster, Roll-o-Plane and other Rides. Long season plus bonus.

Address all mail and wires to **LLOYD D. SERFASS**, Owner, PENN PREMIER SHOWS, Burlington, N. C., this week; followed by High Point and Mt. Airy. Phone in show office.  
**RESERVING SPACE NOW FOR WINSTON-SALEM. SPACE LIMITED.**

## N. J. Views Legal Games Experience

TRENTON, N. J. — The first summer of legalized Boardwalk games is almost over and State officials are mighty pleased with the results. Twenty-three municipalities and the State issued 584 licenses to games operators. This brought in \$58,400 in fees, according to Emerson Tschupp, deputy commissioner of the amusement games office.

The State didn't have to refuse anyone a license. Each booth was inspected at least twice this summer. There was "excellent compliance by licensees" and no licenses were revoked. There were only two isolated complaints from disgruntled players who thought they had been deprived of their prizes.

When the Legislature was considering the bills which eventually were approved by the voters at a 1959 referendum, a provision to allow amusement games at fairs was deliberately cut out at the request of the governor's office. As it stands now, the games may be played only in a recognized shore resort or amusement parks. This rules out fairs, except in Salem County where the fairgrounds is also an amusement park.

Here are the number of booths okayed for each shore resort:

Asbury Park, 39; Atlantic City, 71; Avalon, 1; Belmar, 2; Bradley Beach, 5; Brigante, 1; Cape May, 3; Highlands, 1; Keansburg, 73; Long Branch, 18; Manasquan, 4; North Wildwood, 13; Point Pleasant Beach, 22; Sea Isle City, 3; Seaside Heights, 107; Seaside Park, 104; Wildwood, 52.

The matter of giveaway contests is rearing its head again. The State recently had to notify prosecutors in seven counties that a promotion by a paint company was an illegal lottery, since the winner would get something for exhibiting no skill. New Jerseyans can't enter national giveaway contests where no skill is involved. Assemblyman William F. Hyland called last week for passage of his bill which would allow these promotional contests.

## COMING EVENTS

Continued from page 73

Longview—Gregg Co. Expo. & Livestock Show, Oct. 3-8. Larry Tate, First Nat'l. Bank.

Odessa—Oil Show (Ector Co. Coliseum), Oct. 20-24.

Pasadena—Pasadena Livestock Show & Rodeo, Oct. 10-16. Vic Calvert, Box 583, Port Arthur—CavOILcade, Oct. 13-16.

San Antonio—Industrial Expo. (Villita Assembly Bldg.), Oct. 27-30. Irving Wayne.

Utah  
Ogden—Golden Spike Nat'l Livestock Show, Nov. 13-20.

Washington

Olympia—Washington Jr. Dairy Show, Sept. 17-25. Bert Brown, Box 97.  
Seattle—Washington Jr. Poultry Show, Oct. 4-5. John G. Wilson, 814 2d Ave. Bldg.

West Virginia

Kingwood—Preston Co. Buckwheat Festival, Sept. 29-Oct. 1. Nell A. Reed.  
Spencer—Black Walnut Festival, 6th Annual, Oct. 13-15. Phil D. Phillips Jr., Box 311.

CANADA

Ontario

Springfield—Intl. Plowing Match, Oct. 11-14.

Toronto—Royal Agril. Winter Fair (Royal Coliseum), Nov. 11-19. C. S. McKee.  
Toronto—General Motors Motortama, Nov. 27-Dec. 3.

Saskatchewan

Saskatoon—Swine Show & Sale (Exhn. Grounds), Oct. 13. S. N. MacEachern.

## HOARD and MULLIS AMUSEMENTS

SHOWS RIDES CONCESSIONS

**WANT FOR NINE MORE GEORGIA FAIRS**

**SHOWS:** Colored Minstrel and any clean Family-Type Shows. **CONCESSIONS:** Bingo, can use a few more Hanky Panks and Pitches. No alibis or flats. Want Agents for Pitch-Till-You-Win. Contact

**DAN HOARD or ELBERT MULLIS**

Fairgrounds, Lavonia, Ga., all this week, then as per route.

★ **POWELSON AMUSEMENTS** ★  
WANT  
**Alliance, O., Sept. 12-17, Big Fall Celebration**  
Floss, Apples, Popcorn, Carmel Corn, Games of all types  
**Byesville, O., Annual Homecoming, Sept. 19-24**  
Floss, Apples, Popcorn, Carmel Corn, Games of all types  
Contact immediately  
**POWELSON AMUSEMENTS, INC.**  
Box 125, Coshocton, Ohio MAin 2-1727

**JAMES H. DREW WORLD FAIR SHOWS**  
**WEST GEORGIA FAIR, CARROLLTON, GA., SEPT. 19 TO 24;**  
**NEWTON COUNTY FAIR, COVINGTON, GA., SEPT. 26 TO OCT. 1**  
**SHOWS:** Want family-type Grind and Ball Shows, sit-down type Girl Show with wagon front. **CONCESSIONS:** Hanky Panks, Merchandise and outright Sales Stands of all kinds. Good opening for Arcade. **RIDES:** Place Dark Ride for balance of fair circuit. **HELP:** Experienced Ride Help and Tractor Trailer Drivers.  
All address this week, Cartersville, Ga.

**CAN LOCATE AT**  
**MID-SOUTH FAIR, MEMPHIS, SEPT. 23 TO OCT. 1**  
**"South's Best Ride Spot"**  
**RIDES—BIG REVUE TYPE SHOWS—GRIND SHOWS—SIDE SHOWS**  
**STATE FAIR OF TEXAS, DALLAS, FOLLOWS**  
**WIRE, WRITE OR PHONE: BR 5-5020 FAIRGROUNDS**  
(Around noon)  
**CLIF WILSON'S ASSOCIATED EXPOSITION**

**BEE'S OLD RELIABLE SHOWS, INC.**  
WANT TO JOIN AT ONCE (FAIRS THROUGH NOV. 12)  
**RIDE HELP:** Roll-o-Plane Foreman (report to Centerville, Tenn.), Wheel, Merry-Go-Round and Frolle Foremen and Second Men on all rides. **CONCESSIONS:** Roll Down, Swinger, Buckets, Six Cats, Saucer, Pea Pool, Pan, Scales, Grab, Hanky Panks for Hartau, Ky., Fair, next week only. **SHOWS:** Girl and any Show not conflicting with own equipment.  
All replies to **RAYMOND C. HULS**, Dunganon, Va.

**ROCK CITY SHOWS**  
**OPENING IN HAMPTON, ARK., SEPT. 14 THRU 18**  
Need Hanky Pank Concessions of all kinds. Need Ride Foremen and Second Men for Tilt, Wheel, Octopus, Merry-Go-Round and Kid Rides.  
Will be at Hampton, Ark., Fairgrounds Sept. 12.  
Contact **GEORGE EISENHOWER**.

**GIVE TO DAMON RUNYON CANCER FUND**

**AGENTS WANTED**  
**10 SOLID WEEKS' WORK**  
For Count Stores and Peak Stores. Will give head of Grind Store to responsible party with crew. Work every week. Those who have worked for me before, contact.  
**MAX SHARP**  
Prell's Broadway Shows  
Statesville, N. C.

**BEE'S SHOWS**  
**WANT AT ONCE**  
Wheel, Tilt, Octopus and Merry-Go-Round Foremen, also Second Men on all Rides. Want Booking Agent who knows Southern territory. All replies  
**RAYMOND C. HULS**  
Dunganon, Va.

**REWARD**  
For information as to the whereabouts of  
**FRANK WALD**  
also known as "Humpty" Weeks.  
Call collect: BA 2-5692, Dayton, Ohio.

**CONCESSIONS OPEN**  
Few spots available for misc. independent midway concessions such as Salt Water Taffy, Fudge, Lemonade, Coll Car, etc. Please write, wire or call  
**WM. R. LYNN**  
So. Alabama Fair, Montgomery, Ala.  
P. O. Box 1626 Phone: AM 3-4437

**WANTED TO BUY**  
CLASS HOUSE MOUNTED ON SEMI. MUST BE IN A-1 SHAPE. ALL ANSWERS TO  
**H. B. KRUEP**  
1471 Sproule Ave. St. Louis, Mo.

**DEL MAR WANTS**  
Dancing Girls for Girl Shows, Tattoo Artist, Talker, Bally Girls, Fire Eater, Inside Lecturer and useful Side Show Acts. Carmen, Rowlena and Lola, come on  
**ROBERT (ROBI) DEL MAR**  
c/o Reed Amusement Co., Oneonta, Ala.

**FOR SALE**  
Mug Joint on 24-ft. aluminum trailer, one side opens; four P-45 Wallensack Reverse Lenses, \$1,250.00.  
**R. A. CHANEY**  
c/o Johnny's United Shows  
Lexington, Ga., September 12-17, or 1022 W. Hill Ave., Valdosta, Ga., following week.

**CONCESSION AGENTS WANTED**  
Bob Allen, from Atlanta, Ga., and Ted Lint, join on wire.  
**F. W. PEPPERS**  
c/o Dyer's Shows Amory, Miss.

**WANT CONCESSIONS**  
Of all kinds for West St. Paul, Minn. Huge Promotion, Sept. 16, 17 and 18. Parades, Venison Barbecue, Street Dances, Free Acts and Giveaways. One of Minnesota's largest celebrations.  
Contact **AL BROWN**  
Minneapolis, Minn., Federal 3-3555, between 2 and 3 p.m., Sept. 12, 13 and 14.

**CONCESSIONS WANTED**  
For  
**SOMERSET, OHIO, PUMPKIN SHOW**  
SEPT. 29-OCT. 1  
Contact  
**THE LION CLUB**  
SOMERSET, OHIO

**FOR SALE**  
**FLYING SCOOTER**  
Bisch-Rocco make, just reconditioned. 1960 cars and wings. Priced to sell.  
**HAROLD J. LUCAS**  
c/o Happyland Shows  
Allegan, Mich., September 11-14

**MO.-ARK. SHOWS**  
Want a few Hanky Panks for Mountain Grove and the Boot Heel Cotton. No flats, alibis or lucky people.  
Contact **MANAGER**  
Mountain Grove, Mo., Sept. 13 thru 17; then South.

**DON PIERSON**  
Can place you with ex on Alibis for balance of season starting Tyler. Phone me San Antonio or Seguin this weekend.  
**DON FRANKLIN**

**FIDLER SHOWS**  
Want Foremen for Merry-Go-Round and Ferris Wheel. Must drive our equipment. Headed south—playing Shopping Centers. Address:  
**St. Ann, Mo., this week.**

**LOU CLARK WANTS**  
Capable Agents for 6-Cats and Buckets. (Also Man to take head of store.) Some P. C. open such as Punk Back, 1-Ball, Cork Gallery and Tip-Over Coke.  
Wire c/o John Marks Shows, Hickory, N. C., this week; then Salisbury, Fayetteville and Orangeburg, with more good ones to follow.

**L. & L. SHOWS**  
Iuka, Miss., Fair, Sept. 15-17; Jackson, Tenn., Colored Fair, Sept. 19-24. **CONCESSIONS:** Pin Store, Razzle, Skillo, Buckets, Six Cats, P. C. Tables or any Hanky Panks. Want Agents for Pin Store, Razzle, Skillo and office-owned Hanky Panks. **SHOWS:** Girl Show, white or colored, or any family-type Grind Show. **RIDES:** Any non-conflicting. Contact **MANAGER**, per route.

**WANTED**  
Agents for Razzle, Blower, Pin Store, Pan Joint, Nail Joint, Buckets and Nickel Roll.  
**GENE CAIN**  
c/o Farrow Amusement Co.  
Monticello, Ark.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

modern careers

... in today's streamlined Navy. Electronics, radar, guided missiles... careers of the future.

**NAVY**

# CARNIVAL CONFAB

• Continued from page 68

the Motordrome. . . Maria Korda and Barbara. . . closed with Blazing Six Guns and returned to Anaheim, Calif.

And in the "whoops" department. That September 7 jamboree on Happland Shows was not only for the Detroit club but the proceeds were shared with the Tampa and Miami clubs as well, Olive M. Sprague tells us. Jerry and Robert Reid, assisted by Roy Maples, were in charge of the doings. . . From up in Quebec, Harvey L. Boswell writes that he'll be closing with World's Finest at Leeds, Ont., and take his Wildlife, two freak animal shows and Life Show to his Wilson, N. C., winter quarters and some Southern fairs. While playing at Sherbrooke, Que., Boswell relates he bought one of the most unusual animals he's seen. It's a half bull-half deer, alive and in good health. *Charlie Byrnes*

Auctioneer Max Gilbert had a fine week with Thomas Joyland Shows in Crown Point, Ind., then came East for Remington and Trenton, N. J., fair dates. He's partnered with Charley Lerner. . . Howard Ramsey got the best present possible, a day off. It fell on Sunday (21) in Ottawa, a no-show day for World of Mirth, for which Ramsey's the office chief. . . Nate Feinberg's wife and youngsters, Susan and Danny, joined him at the fair in Elmira, N. Y. Also there were Joe Aarons, Coleman Corley, Red and Taylor with their grab stands. . . Andy Anderson,

the bingo man, picked up a new trailer in Scalp Level, Pa. A new mobile home is the possession of Mel and Eve Greunberg, demonstrators.

Allen Travers divided his time in Syracuse between the fairgrounds and his hotel room, where he was taking care of his two Chihuahua dogs. . . Happy Jenny, the Fat Girl, died in Batavia, N. Y. Her husband, Charles (Chuck) Mourhess, is secretary to Jimmy Strates. Strates Notes: Bert and Marie Pettus not only run the menagerie with daughter Sandra, they also entertain visiting circus fans. They're veterans of King Bros. Circus and work the Strates elephants at winter circus dates and shopping centers.

On the lot at the New York State Fair: Al Campbell, Dorothy Anderson, Harley Bass, Danny Mann, Sammy Snead with two Derbies, Walter Cox, Frances Fornier, Ernie Dellabate, Sammy Applebaum, Al DeMarco, Bertha (Gyp) McDaniels, Paul Brody, Baccigalupe, Maxie Herman, Slim April, Gus Maynard, Gabe Allinger, Nate Feinberg, Ella Coy, John Simpson, Murphy's grab, Custard Bill Dwyer, Jimmy Speaker, Paul Wagner at the show custard, Ed Ebsen, Vangel Balam, Hill's French fries, Harry Moore, Mike's Grelgio, William Beers, Bill Howard. . . Agenting for Bass were Henry and Danny Dembrosky. Howard's two new 20-footers threw 200 transistor radios the first two days. *Irwin Kirby*

## A WINNER

# Rhody's Fair Finally Winds Up in Black

EAST GREENWICH, R. I.—The Rocky Hill Fair, which was folding in 1958 when Richard E. Hamilton stepped in and bought the 30-acre grounds, has had a very successful week with some 30,000 persons attending. Hamilton, who is president, manager and landlord, said the August 23-28 event clicked in all ways, including financially.

The fair was started 18 years ago by Hamilton and a group of men, and was in jeopardy when he made the purchase. In 1959 the General Assembly killed an appropriation for prize money. \$3,200 from State funds and other sources brought the total to \$5,000. This year the General Assembly okayed \$11,000 for premiums.

Exhibits overflowed the facilities and tents were brought in. All commercial space was sold out. Weather was the best ever, with no sign of rain. Venditto Shows provided the midway and did much better than in 1959, with Joe Venditto bringing several free acts thru Al Martin, namely Albert Rix's bears, the Flying Lamars, A. Robbins, the Banana Man, Ken Sherburne's rolling globe act, and Joe Kreb's slack wire turn.

# Jazz Festival Goes Off Smoothly at Theme Park

WAKEFIELD, Mass. — Bostonian respectability ruled the nights and the first jazz festival at Pleasure Island came off as calm as a summer eve as some 12,000 fans jammed the funspot's Show Bowl Friday and Saturday (26-27). The two-night bash was probably the most orderly in the history of jazz, which has been somewhat in disgrace since the unfortunate rioting at the Newport Jazz Festival in July.

No stone was left unturned to assure peace, and the tranquility that prevailed did not happen by accident. The answer was 30 guardsmen, a dozen Pinkerton guards, State Police, Civilian Defense trucks with ambulance and nurses and even a 50-year-old plainclothes man masquerading as a beatnik.

Police Chief J. Merrit Wenzel's first move was to take a trip to Newport to discuss the situation with the still-stunned officials, who went over the steps that led to that violence.

A precaution taken by Wenzel was the parking of cars by his own men. Some 3,000 cars were handled each evening. Vice-President Norman Prescott reported that road, gate and crowd control "made the jazz festival untouchable by crashers and troublemakers and assured its success."

A couple of fire department pumbers were ready in the middle of the park and were prepared to turn streams of water on any crowd aiming at cutups. As soon as the seats were filled, word was relayed to police cruisers, and other cars were barred from the road. The police chief had ordered the

town package liquor stores closed at 7 p.m., and a watch was kept on two roadside liquor emporiums. Police checked all cars entering the park road, and these were doubled checked in the parking lot. Even articles of clothing came under scrutiny. Several bottles were confiscated, and a fan with beer in a bedroll as well as one with liquor concealed in a sling on a "broken arm" and several over-enthusiastic buffs had their money returned.

More than 12,000 fans apparently enjoyed the shows. Robert Taylor of The Boston Herald, a authority on Jazz and festivals, reported the affair was on a par with any in the country.

The seats ran from \$3 to \$5, and the two-night festival grossed around \$40,000. George Wein, director of the Newport Festival and operator of Storyville, produced the show in the amusement park setting.

Wein said attendance at the Pleasure Island affair was the 100 per cent young jazz devotees. He has produced jazz festivals in Detroit, Buffalo and Philadelphia, but he said he would produce no more festivals until next summer.

As far as Pleasure Island is concerned, "the success of the jazz concerts formally establishes (it) as the home of concerts and top attractions in the field of drama and music," Veep Prescott said. President Walter C. Smith Jr. was enthusiastic about the venture and said that "for the theme park it marks the first night presentation of any kind, and opens the door for similar concerts, bands, strawhat theater and legitimate attractions."

# Cobleskill, N. Y., Fair Enjoys Strong 5 Days

COBLESKILL, N. Y. — Sunshine graced the Sunshine Fair, and the five-day event held here had its most profitable season in years. A split-week event opening on a Wednesday, it topped the 35,000 attendance mark for combined paid and free visitors.

Highlighted again was the third show held here by the Eastern Quarter Horse Association, with more than 270 horses entered in 39 classes. A free grandstand was offered behind a \$1 gate fee for all over age 12, the only paid attraction being the Lucky Hell Drivers of Canada.

Appearing Saturday (27), the stands drew a near-full house of 2,200 spectators. The stands were either full or nearly full for all other activities. Booker Al Martin provided the "Ice Time" shows; the

Barons, Risley; Billy Kelly, comic; Lambarts, novelty; Sons of Morocco, musical; Rich and Gibson, musical; Stardusters, high act; Karl Rohde band; Angela Wilnow, dog act; Roland Tiebor, seal act.

Among the encouraging aspects was the first-time exhibits of Schoharie County's nine industries, in indoor space contributed by the Chamber of Commerce. Advance work for the fair included walk-arounds in the area by Charles Sanders, stilt man known as Daddy Long Legs. Premium awards exceeded \$18,000.

President of the association is T. Paul Kane, county district attorney. Other officers include Franklin Holmes, first vice-president; Dr. D. W. Beard, secretary; Alfred L. Platt, treasurer, and Milton Lape, general superintendent.

# Aut Swenson Has Big Ones, Some Rainouts

HURON, S. D.—The Swenson Thrillcade has had its share of rain but also its share of big crowds in recent weeks at fairs, Aut Swenson, owner-manager, disclosed.

Big turnout was at the Iowa State Fair. On Friday morning of the run the show played before 15,000 youngsters and adults at a kids' morning show. And that night it pulled in over 5,000 for the evening show.

On Labor Day at the Central Wisconsin State Fair, Marshfield, the show pulled two strong crowds, one in the afternoon, the other at night.

Cresco, Ia., scheduled performance was rained out as was a Sunday date at the Fairmount, Minn., fair. Norway, Mich., on the other hand, was a big one for the stunters.

Swenson credited the X-1 Experimental Air Car for much of the crowd at Marshfield. The new-type wheelless vehicle is being featured at a number of fairs this season.

1961 these will be augmented with a Skooter, Merry-Go-Round, converted Paratrooper, and others.

On the staff are Chuck Mourhess, secretary; Eddie Keck and Paul Theodoropolous, aiding Nick Bozoinis in the office; Howark Parker, insurance and safety matters, Bill Stillman, auditor; Allen Travers, general agent; Tom Nemias, business manager; Jim Thompson and Roy Peugh, special agents; Ed Patsco, ride super; Otto Stonecipher, lot super; Starr DeBelle, public relations; Charles Guttermuth, transportation super; Red Kelly, trainmaster; John Yotas, shop super; John Asel, mail and The Billboard agent.

# Strates Wins Peak Gross

• Continued from page 68

Wildlife, Irene Burton; two Mechanical Shows, Hy Stein; Lord's Last Supper; Broadway to Hollywood Revue; Jackie and Bonnie Norman; Menagerie, Bert Pettus; Autorama Classic Cars, Max Obie; Jail Funhouse, Zaccchini; Hitler Car; Monkey Motordrome; Dragon Show, Noel Lester; Dark Ride, Zaccchini; Dark Ride, Hoffman; Club 99; Lewis Scott; Lash LaRue Western Show; Gilda, Tommy MacNeill and Eddie Keck; Giant Apes, Meluzzi; Horror Show, Keck.

With the exception of two weeks, the fair season has been outstanding this year. Batavia, N. Y., showed better results from a new location outside town on Route 5. The opening fair in Butler, Pa., found the show playing a depressed region still struggling toward normalcy after last year's steel strike, and the gross there was disappointing but explainable.

Record grosses were rolled up in Clearfield, Pa., and Hamburg, N. Y.

Syracuse layout spread over 1,400 more feet than in 1959, after the show had gone along all year with 700 feet of additional space being required for the units carried. Steelwork continues on a shop wagon for the new lathe and other equipment. The lathe will eliminate the need to send work out to machine shops.

There will be both fall and winter booking activities by Strates, with the use of a new color film shot in Hamburg, N. Y., by Bob Eastman of Winter Haven, Fla.

Still dates were average prior to the lush part of the season, with a couple of good weeks mixed in. Five rides were sent for the season to the new Folly Beach, S. C., boardwalk operation, and have fared okay, Strates reported. For

# Calif. Gate Off, \$\$ Up

• Continued from page 60

worked the independent midway with balloon tricks and kids' contests.

Opening Wednesday (31) business was good thru first weekend for both the fair and concessionaires. On Tuesday (28), Bill Gaiw's "Tournament of Thrills" was an afternoon grandstand attraction and drew 850 more than last year when McGaw had a record of more than 10,000. Last year he paid the fair \$2,447 and this year \$2,627.45.

Altho the pari-mutuel on Labor Day was a record of \$846,794, over the 1959 top mark of \$833,403, it dwindled as the week moved on. Thru Wednesday it totaled \$3,496,318, compared to \$3,726,887 a year ago for the first eight days—or seven racing days.

A rodeo opened with strong ticket sale on Thursday (8) for the closing four nights. Thru Wednesday revenue was \$4,455 up from \$4,291.75 a year ago. A NASCAR race was staged on the closing Sunday. Schedule of prices ran from \$3.50 for reserved seats to \$4.75

for box seats, plus gate admission.

Concessionaires reported business up thru the first Sunday. Johnny Marzolino, who had the fudge in the Merchandise Mart, said that had he not had such a terrific weekend, he would have been hurting. Mike Kirby, with eye-glass cleaners, had the same report. Ed Lang, of Mom's Aid, said on Tuesday that he was "slight under" last year but on that day his business was off two-thirds and approximately half on the second Wednesday. Don Morgan, a food concessionaire, was down 4 1/2 per cent on Monday but dropped 45 per cent on Tuesday. Tuesday business for Jack Gibbins was 58 per cent off—and he reported that he lost \$460 by operating. A checking stand operator said his Tuesday business was down half. And Paul Barci, with frozen custard, pulled only half of his 1959 revenue on that day. Alex Freedman, who has the novelties, jewelry and hats, reported that his take held up well thru the first Sunday but had taken a slight dip since then.

## FIESTA SHOWS

WILSON COUNTY CENTENNIAL, FLORESVILLE, TEX., SEPT. 20-24

Want major Rides, Shows and Concessions. Can place Help on rides. Must drive. Address: Taylor, Tex., now.

## WANT FOR RANDOLPH COUNTY FAIR

Roanoke, Ala., next week. With Atmore, Selma, Ala., and Griffin, Ga., to follow FREE ACT: Sensational High Act. Want Cookhouse or Sit-Down Grab for Roanoke, Atmore and Selma. SHOWS: Can place two more neatly framed Shows catering to ladies and children, Motordrome, Midgets, Monkey Show, etc. All address: TOMMY THOMPSON OR LEE CRESTON, LEE AMUSEMENT CO. Centerville, Ala., Fairgrounds all this week.

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

# BEST MERCHANDISE BUYS

76

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

SEPTEMBER 12, 1960

## DIGGER OPERATORS, ATTENTION

### STOCK "O" PLENTY—BOTTOM FELL OUT

390 Photo Exp. Idents	42.00 Gr.	4276 Opera Glasses	18.00 Gr.
399 Kingsize Exp. Idents	37.00 Gr.	4277 Opera Glasses	26.40 Gr.
1515 Asst. Tape Measures	12.00 Gr.	4310 1 1/2" Callin Dice	37.80 Gr.
1755 Drinking Cup	9.00 Gr.	4311 1 1/2" Callin Dice	48.00 Gr.
1787 6-in. Steel Rule, Plastic Case	24.50 Gr.	4318 Foam Dice, Bulk	16.80 Gr.
3265 Plastic Cig. Pkg. Holder	6.75 Gr.	4319 Foam Dice, Wrapped	17.50 Gr.
3306 Windliters	14.40 Gr.	5938 Bronze Boots	15.00 Gr.
3309 Enameled Auto. Liters	48.00 Gr.	6019 2 1/2" Bronze Horse	15.00 Gr.
3312 Art Liters	48.00 Gr.	6019P 2 1/2" Painted Horse	15.00 Gr.
3313 Chrome Auto. Liters	42.00 Gr.	6022 Pack Burro	15.00 Gr.
3319 Min. Liters	21.00 Gr.	6022 2" Bronze Horse	13.80 Gr.
3360 China Table Liters	72.00 Gr.	6272 Metal Gun	28.80 Gr.
3327 Zippo Liters	54.00 Gr.	6272/1 Metal Gun	28.80 Gr.
3318 Evening Liters	78.00 Gr.	6274 Little Atom Gun	120.00 Gr.
3328 Asst. Pocket Auto. Liters	69.00 Gr.	6562 Miss Liberty Compacts	10.80 Gr.
3330 New Tube Liters	24.00 Gr.	6576 North Am. Compact, Sq.	48.00 Gr.
3479 Plano Jew Box	28.80 Gr.	6706 1 North Am. Compact, Rd.	45.00 Gr.
3473 Manicure Sets	47.40 Gr.	6708 2-Blade Pocket Knife	45.00 Gr.
4000 Plastic Ball Point Pens	4.75 Gr.	6726 Fish Knife	45.00 Gr.
4010 Metal Band Ball Pt. Pens	5.75 Gr.	6727 Fish Knife Sportmaster	63.00 Gr.
4011 Metal Top Ball Pt. Pens	12.50 Gr.	4091 Desk Calendar	36.00 Gr.
4067 3-Pc. Pen Set	60.00 Gr.	A1808 Necklace in Plastic Box	36.00 Gr.
4125 Min. 1-Cell Flashlight	24.00 Gr.	1244 Bridal Rings in Box	21.00 Gr.
4204 Min. Cameras	57.50 Gr.	342/3427 Pearls in Plastic Box	13.80 Gr.
4207 Min. Cameras w/Case	75.00 Gr.	3427 Plastic Boxes, Small	4.25 Gr.
4208 Film (50 Pkg.)	13.50	3428 Plastic Boxes, Medium	7.20 Gr.

**ACME PREMIUM SUPPLY CORP.** 2201 WASHINGTON AVE. ST. LOUIS, MISSOURI  
New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

## Watch 'em Go Like CRAZY!

Wire! Phone! Write! TODAY!

Sweep second hand! Yellow goldtone! Smart new style! Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25¢ cash—bal. C.O.D.

# \$2.99

Expansion bands to match, 35¢ extra!

**CEL-MAX, Inc.**  
582 So. Main • Memphis, Tennessee

Nationally Advertised

- ELGIN
- BULOVA
- WITTMAN
- WALTHAM
- GRUEN
- BENRUS
- Watches

**FREE** with your order for 6 watches

**GENUINE DIAMOND** In the Rough NECKLACE Hand set—24 karat gold-plated chain Limited time only.

**MEN'S and WOMEN'S NEW STYLE WATCHES**

Special 6 for \$39.50 | Choice Lot 6 for \$49

New Cases! New Faces! All Standard brands. Rebuilt to run like new! Complete with expansion bands. 25% cash with order—balance C.O.D.

**WEINMAN'S**  
182 S. Main St. Memphis, Tennessee

**WHOLESALE BUYERS' GUIDE**

**Gellman BROS.**

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR** Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

## LOOK...

BEST STYLES  
BEST VALUES  
BEST PRICES

"PEARL"—WHERE YOU GET THE BEST OF EVERYTHING

IF YOU ARE INTERESTED IN

### MEXICAN IMPORTS

Read This

ALL HAND TOOLED MEXICAN PURSES AND WALLETS ★ MEXICAN TARNISH PROOF RINGS ★ HAND PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES ★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★ IMPORTED FISHING AND HUNTING KNIVES ★ HAND TOOLED SHOES ★ THE BEST MERCHANDISE AT LOWEST PRICES ★

Ask for Free Catalog

**PEARL SALES CO.**  
P. O. Box 675 El Paso, Texas  
L. B. ZEE, Owner

Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

## Elgin, Bulova, Gruen

6 WATCHES for \$39.95

Brand-new 1960 cases with expansion bands and rebuilt movements guaranteed like new. 5-day money-back guarantee.

Sample 7-Jewel, \$7.95; 13-J., \$9.95; 17-J., \$10.95; 21-J., \$12.95

**FINEST ON THE MARKET TODAY**

AA1 White em, clear as a diamond and with more sparkle and brilliancy. Sizes 1 carat and up.

Per carat \$8.95

Gents' new \$8.95 yellow gold mountings, additional, \$12.50 and up. The same 14k in ladies', \$9.50 and up.

Send for Free Value-Packaged Flyer Wholesale only—25% with order, balance C.O.D. Open account to rated houses.

**Midwest Watch Co.** 5 S. Wabash Ave. Chicago 3, Ill.

**GIVE TO DAMON RUNYON CANCER FUND**

## parade of hits

new merchandise for tomorrow's . . .

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**TREE STAND**

Cast aluminum Christmas tree stand. Item has a one-piece wall jacket with centering pin. Legs have positive locking action for easy assembly. Retail \$4.95.—Phelon Magnagrip Co., East Longmeadow, Mass.

**GLITTER**

Called glitter magic, this item is glue, blended with real metallic glitter. Flows easily, sticks to any surface, dries in minutes. Makes design on fabric permanently hand-washable. Comes in 12 colors. Tracing kits and embroidery kits also available.—O. E. Linck Co., Clifton, N. J.

**MOTH KILLER**

A net sachet with a perfumed ball held by gold net and cord is said to kill moths, stop mildew and deodorizes air as it evaporates. Retail at 29 cents.—Expello, 1015 East 2nd, Wichita 1, Kan.

**SKIN-PACK**

A line of skin-packed articles for rack or counter display. Included are kitchenwares of many types including food flairs, mincers, chopper and slicer, barbecue tongs, paper towel holder, grater, corer, ice pick, butter slicer, egg slicer, peeler, bottle cappers, all covered with skin.—Acme Metal Goods Mfg. Co., 6 Orange, Newark 2, N. J.

**ROOF COATING**

Aluminized roof coating is said to be self-sealing, can be applied with brush or roller. Available in white, red, gray and green. Prevents leaks, insulates. Retail \$6.95 per gallon.—Magicolor Co., Chicago 8.

**SKEWERS**

Corn skewers. Display box holds three dozen sets of six skewers at 29 cents and six butter brushes at 49 cents each. Box is colorful and illustrative.—Royal-Pacific Co., 7812 Maie Ave., Los Angeles 1.

**HOLIDAY LIGHT**

Weatherproof indoor or outdoor floodlight and fixture is available in red, green or clear. Assortment of six in counter display. Color retails at \$5.35; clear at \$4.60.—Penetray Corp., 615 Front, Toledo 6, O.

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**TREE STAND**

Cast aluminum Christmas tree stand. Item has a one-piece wall jacket with centering pin. Legs have positive locking action for easy assembly. Retail \$4.95.—Phelon Magnagrip Co., East Longmeadow, Mass.

**GLITTER**

Called glitter magic, this item is glue, blended with real metallic glitter. Flows easily, sticks to any surface, dries in minutes. Makes design on fabric permanently hand-washable. Comes in 12 colors. Tracing kits and embroidery kits also available.—O. E. Linck Co., Clifton, N. J.

**MOTH KILLER**

A net sachet with a perfumed ball held by gold net and cord is said to kill moths, stop mildew and deodorizes air as it evaporates. Retail at 29 cents.—Expello, 1015 East 2nd, Wichita 1, Kan.

**SKIN-PACK**

A line of skin-packed articles for rack or counter display. Included are kitchenwares of many types including food flairs, mincers, chopper and slicer, barbecue tongs, paper towel holder, grater, corer, ice pick, butter slicer, egg slicer, peeler, bottle cappers, all covered with skin.—Acme Metal Goods Mfg. Co., 6 Orange, Newark 2, N. J.

**ROOF COATING**

Aluminized roof coating is said to be self-sealing, can be applied with brush or roller. Available in white, red, gray and green. Prevents leaks, insulates. Retail \$6.95 per gallon.—Magicolor Co., Chicago 8.

**SKEWERS**

Corn skewers. Display box holds three dozen sets of six skewers at 29 cents and six butter brushes at 49 cents each. Box is colorful and illustrative.—Royal-Pacific Co., 7812 Maie Ave., Los Angeles 1.

**HOLIDAY LIGHT**

Weatherproof indoor or outdoor floodlight and fixture is available in red, green or clear. Assortment of six in counter display. Color retails at \$5.35; clear at \$4.60.—Penetray Corp., 615 Front, Toledo 6, O.

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**TREE STAND**

Cast aluminum Christmas tree stand. Item has a one-piece wall jacket with centering pin. Legs have positive locking action for easy assembly. Retail \$4.95.—Phelon Magnagrip Co., East Longmeadow, Mass.

**GLITTER**

Called glitter magic, this item is glue, blended with real metallic glitter. Flows easily, sticks to any surface, dries in minutes. Makes design on fabric permanently hand-washable. Comes in 12 colors. Tracing kits and embroidery kits also available.—O. E. Linck Co., Clifton, N. J.

**MOTH KILLER**

A net sachet with a perfumed ball held by gold net and cord is said to kill moths, stop mildew and deodorizes air as it evaporates. Retail at 29 cents.—Expello, 1015 East 2nd, Wichita 1, Kan.

**SKIN-PACK**

A line of skin-packed articles for rack or counter display. Included are kitchenwares of many types including food flairs, mincers, chopper and slicer, barbecue tongs, paper towel holder, grater, corer, ice pick, butter slicer, egg slicer, peeler, bottle cappers, all covered with skin.—Acme Metal Goods Mfg. Co., 6 Orange, Newark 2, N. J.

**ROOF COATING**

Aluminized roof coating is said to be self-sealing, can be applied with brush or roller. Available in white, red, gray and green. Prevents leaks, insulates. Retail \$6.95 per gallon.—Magicolor Co., Chicago 8.

**SKEWERS**

Corn skewers. Display box holds three dozen sets of six skewers at 29 cents and six butter brushes at 49 cents each. Box is colorful and illustrative.—Royal-Pacific Co., 7812 Maie Ave., Los Angeles 1.

**HOLIDAY LIGHT**

Weatherproof indoor or outdoor floodlight and fixture is available in red, green or clear. Assortment of six in counter display. Color retails at \$5.35; clear at \$4.60.—Penetray Corp., 615 Front, Toledo 6, O.

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**TREE STAND**

Cast aluminum Christmas tree stand. Item has a one-piece wall jacket with centering pin. Legs have positive locking action for easy assembly. Retail \$4.95.—Phelon Magnagrip Co., East Longmeadow, Mass.

**GLITTER**

Called glitter magic, this item is glue, blended with real metallic glitter. Flows easily, sticks to any surface, dries in minutes. Makes design on fabric permanently hand-washable. Comes in 12 colors. Tracing kits and embroidery kits also available.—O. E. Linck Co., Clifton, N. J.

**MOTH KILLER**

A net sachet with a perfumed ball held by gold net and cord is said to kill moths, stop mildew and deodorizes air as it evaporates. Retail at 29 cents.—Expello, 1015 East 2nd, Wichita 1, Kan.

**SKIN-PACK**

A line of skin-packed articles for rack or counter display. Included are kitchenwares of many types including food flairs, mincers, chopper and slicer, barbecue tongs, paper towel holder, grater, corer, ice pick, butter slicer, egg slicer, peeler, bottle cappers, all covered with skin.—Acme Metal Goods Mfg. Co., 6 Orange, Newark 2, N. J.

**ROOF COATING**

Aluminized roof coating is said to be self-sealing, can be applied with brush or roller. Available in white, red, gray and green. Prevents leaks, insulates. Retail \$6.95 per gallon.—Magicolor Co., Chicago 8.

**SKEWERS**

Corn skewers. Display box holds three dozen sets of six skewers at 29 cents and six butter brushes at 49 cents each. Box is colorful and illustrative.—Royal-Pacific Co., 7812 Maie Ave., Los Angeles 1.

**HOLIDAY LIGHT**

Weatherproof indoor or outdoor floodlight and fixture is available in red, green or clear. Assortment of six in counter display. Color retails at \$5.35; clear at \$4.60.—Penetray Corp., 615 Front, Toledo 6, O.

### 17 Jewel Watches \$4.95 each

Hit the Jackpot! Buy directly through us from the New York Jewelry Auction Sales unredeemed pledged Watches at a fraction of their regular retail prices. All Watches with serial numbers, original cases, like factory new watches. Save money, buy the watches as they come from the Auction Sales, with original Auction Tags. Participate through us on this daily Auction. We offer you the way they are coming from the Auction Sales:

**Bulova — Benrus**  
**Gruen — Elgin**

### 17 jewels, \$6.95 each

All shipments 5 days' Inspection and Approval with money-refund Guarantee. The prices offered are for lots of 10 watches. Smaller quantities and sample watches \$1.00 additional for each watch. 32-page illustrated catalog with hundreds of other watches, jewelry and Novelty Bargains free on request. COSMOS, 81 E. 125th St., Dept. 128, New York 35.

## Free Wholesale Catalog

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY  
Please state your business.

**FRISCO PETE ENTERPRISES, Inc.**  
2048 W. North Ave. Chicago 47, Ill.  
EVerglade 4-0244

WE MANUFACTURE THE MOST COMPLETE LINE IN AMERICA!

**SALESBOARDS** **JAR TICKETS** **LOW FACTORY PRICES**

**MATCH PAKS - HOROSCOPE TICKETS**

**EMPIRE PRESS, Inc.** PHONE OR WRITE FOR PRICE LIST AND CIRCULARS  
644 ORLEANS ST. CHICAGO 10, ILL. Ph. MOHAWK 4-4118

## HOTTEST ITEM TODAY!

**FELT PORKIE** Colors  
Heavy Quality, Not the Cheap One!  
\$4.25 dz. \$48.00 gr.

**LARGE FANCY PLUMES** \$1.25 dz.

**3 1/2" CAMPAIGN BUTTONS**  
KENNEDY & JOHNSON  
NIXON \$10 per 100

25% dep. with all orders  
Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

**CHARLES SHEAR**  
150 Park Row New York 7, N. Y.

## CLOSEOUTS!

Stiff-like wonder plush animal assortment w/turning hand-painted heads..... \$7.20 dz.

**36 PIECES ASST. \$21.60 FOB.**

Comic Tigers & Dogs, bag, Giant 36" Taffeta Clown Doll..... \$10.80 dz.

24 Pieces, \$21.60 FOB.

25" Plush & Plaid Bears ..\$15.00 Dz.  
14" Giant Plush Dogs ..... 12.00 Dz.  
22" Giant Taffeta TV Dog.. 13.50 Dz.

24 BIG Pcs., Asstd., \$27 FOB.

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods REPRESENTATION WANTED

**ACE TOY** 536A Broadway N. Y. C. WO 4-5627

**CHROME AUTOMATIC LITERS** \$2.90 dz.

**WINDPROOF LITERS** 3.90 dz.

All Liters Individually Boxed.  
25% Dep., Bal. C.O.D., F.O.B. Chi.

**J & N COOK, Inc.** 763 W. Taylor Chicago 7, Ill.  
Operated & Managed by Jim & Nat Cook. Our only location.

## GIGANTIC PROFITS

New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliancy! In Natural Gold Color—or White!

1/4 Ct. Sim. Diamond. \$7.20 Gr.  
Min. order 1 Gross

Also same ring in 1 Ct. center. \$9.00 Gr.

Complete line of other tarnish-proof rings including birthstones!

Send \$2.00 for complete Sample Line and Catalog.

**STERLING JEWELERS, INC.**  
1978 E. Main St. Columbus, Ohio

## VARI-VUE

FLASHER BADGES  
CHANGES—BOTH PARTIES

2 1/2" Metal-Backed Badges with safety pin attached.

PRICES

100 to 499... 25¢ Each  
500 to 999... 22¢  
1,000 to 4,999... 20¢  
5,000 to 9,999... 18¢

• WRITE • WIRE • PHONE •

**AUTOMATIC AMUSEMENT CO.**  
637 Liberty Ave. Pittsburgh 22, Pa.  
Phone: COURT 1-4112

Direct From Manufacturer

## JEWELRY FOR GRAB BAGS & WHEELS

Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings, Watch Fobs, etc.

**TERRIFIC FLASH**

Real Jewelry—No Slum. Guaranteed \$1.00 Retailers. Dozens of Styles—Immediate Delivery. \$18.00 per gross. 8 gross orders, \$17.00 gross.

SEND FOR FREE CATALOG—150 other Items Sensational Fast Selling Jewelry Items. 48 illust. pgs.

25% Dep. on C.O.D.'s.

**PACKARD JEWELRY CO.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

## FREE! CATALOG ADULT GAMES

### JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies — Write to Catalog Dept.

**ACE GAMES Manufacturing Company**  
2241 So. Indiana Ave. Chicago 16, Illinois

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

THE BARDEX... med show is using a four-page newspaper to advertise the show in advance of each stand.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS... TIP BOOKS BASEBALL BOOKS

and Pudding Head, comics; the Bardex band; Cornell and Ford, comics; Hattie Lou Ennis, singer;

JACK (BOTTLES) STOVER... back in Harrisonburg in the Shenandoah Valley of Virginia, pens in his appreciation of a pipe in a recent column from George (Pug) Stacey.

ley could cut it anywhere. "Billy spent 40 of his 59 years in and around Harrisonburg," said Jack.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

BE PROUD AND WEAR THE MOST COLORFUL RED-WHITE AND BLUE FLASH PICTURE



OF BOTH CANDIDATES ON A SINGLE BADGE

PRICE LIST table with columns for quantity and price per unit.

Larger quantity prices on request 1/2 deposit, balance C.O.D.

PLASTIC PROCESSES

THERE ARE NO OTHER TERMS.

83 HANSE AVE.

FREEMONT, N. Y.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ATTENTION, COMEDIANS! REDUCED price for "Classicolection," a complete gagfile.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only \$1.

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles.

THE ENTERTAINER - TOPICAL GAGS, one liners; stories, jokes. Sample copy, \$2.

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too!

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement.

Did this Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

FAMOUS MFR. CLOSEOUTS

- Asst. Earrings... Pierced Earrings, Asst. Charm Bracelets, Asst. Tie & Cufflinks Sets.

SAMUEL SILVERMAN & CO., INC. 1820 Westminister St. Providence, R. I.

JEWELRY CLOSEOUTS

FREE CATALOG

- R16—Asst. Girls' Stone Rings, Gr. S \$ 4.75 E102—Asst. E/rags, Gr. 6.00 201—Plastic Wallets, asst. Gr. 10.80

Samples Regular Price 25% Deposit. Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Porto-Bilt

ROLLER RINKS Complete Tent Rinks and Floors only for indoor use.

DISPLAY CLASSIFIED AD

Your Advertisement Display

In a space this size will cost

\$14 per insertion

YOUR OWN BUSINESS - WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses.

Costumes, Uniforms, Wardrobes

PANEL SETS, FRINGE G-STRINGS, STRIP Gowns, Girl Show, Strip, Bally, Clown Wardrobe and Accessories.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers.

For Sale Secondhand Goods

ROLLER RINK EQUIPMENT - 220 PAIR Chicago Skates, Paris, Grinder, Tape Recorder, Tapes, Beaches.

For Sale—Secondhand Show Property

BUILD BOUNCE CENTERS - COMPLETE drawings; supply sources for everything including trampoline parts.

CONCESSION TRAILER - ALL STEEL, glass enclosed, Cretors Jumbo counter model Popper, Whirlwind Floss Machine.

DUE TO REBUILDING OUR SHOW FOR next season we offer for sale the following Rides: Garbrick 36 ft. Wheel, Adult Roll-a-Whirl Ride, King Kiddie Coaster with 1948 Int. Truck.

FOR SALE - ALLAN HAWES "LITTLE Show Boat." Size 10' by 24'. New in 1956.

FOR SALE - COMPLETE UP TO DATE Penny Arcade. Includes new Skre-Ball Alleys, Shuffle Alleys & Bowlers.

FOR SALE: COTTON CANDY MACHINE, newly framed; only \$105 for all; F.O.B. E. E. Long, Belleville, Ohio.

FOR SALE - MERRY-GO-ROUND, LARGE Train, Boat Ride, Street Car, Airplane Ride. Sell all or separate.

FOR SALE - ORBIT RIDE. A FERRIS Wheel type ride approximately 45 feet high. Center column and arms rotate cw and ccw.

FOR SALE - PARATROOPER - CAN BE seen in operation at Springfield, Mass., from Sept. 12-25.

FOR SALE Tilt-a-Whirl, 2 Trailers, Chev Tractor; #5 Ferris Wheel, 1 Trailer and Chev Tractor; Major Merry-Go-Round.

FOR SALE

TWO-STORY FUN HOUSE

Built on 28-ft. van, knocker board, shuffle board, some trick mirrors, perfect condition, new top, bally cloth, air compressor, sound equipment.

FOR SALE: 40X100 TENT ROLLER RINK in operation. \$3,500 cash. Lloyd R. Brodie, 548 Lombard, Galesburg, Ill.

GOOD LOCATION IN PARK WITH GOOD attendance for two G-16 Trains; long track. For 1961 season. Box 93, Murray, Ky.

HERSCHELL MERRY-GO-ROUND. TANK Ride, Snow Ball outfit, 42 Frank Rotisserie, on location. Quick Sale, going into new business. Tony Zangari, 117 W. Ferdinand St. Manheim Penna. se26

HERSCHELL-SPILLMAN 40 FT. MGR. Mangels Kiddie Roto-Whip, Miami Electric Choo-Choo Train, Kiddie Auto Ride. Priced to sell. H. L. Murphy, Clear Lake, Iowa, R. #3. Ph. FL 74945.

MIXER RIDE, SIMILAR TO SCRAMBLER but has 4 more seats, made by Garbrick Mfg. Co. Will trade for late model Octopus or sell on long easy terms. W. O. King, P. O. Box 448, Mt. Clemens, Mich. se26

MORE BUYERS

Will Stop and Read YOUR Ad

if you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

PONY CART AND BOAT RIDE - WHIP Ride on truck. Good shape. Louis Mangels, 132 Avenue E, Bayonne, N. J.

STEAM ENGINES & COACHES - BIG 15" gauge 4-6-4 Hudson-type engine and tender, Watchout valve gear and Scotch Marine boiler fired with oil. Fuel tank cap. 37 gal.

TO SETTLE ESTATE: A COMPLETE 60-unit Skill-a-Line Game, like new. A \$200 installation and only 4 years in use.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. se12

Help Wanted

LADY (25-50) TO DRIVE MY CAR. ASSIST in booking school show. Will teach you how to book. Steady, good pay. Show opens Sept. 14. Give correct age, weight, height. Write Paul Hubbard, Gen. Del., Covington, Kentucky.

SANTA FE EXPOSITION SHOWS WANT Ferris Wheel! Help that drive semis. Jack Phillips wants 2 Six Cat Agents. Can use a few more Hanky Panks for Cameron Fiesta, Sept. 15, 16 and 17, and balance of season. Bess Harris, Santa Fe Expo. Shows, Cameron, Texas.

TATTOO ARTIST - GOOD PAYING STAND. We have flash. Steady, sober man. Phone Harrison 7-813. Reverse char. Paradise Arcade, 428 S. State, Chicago, Ill. se19

Instruction and Schools

LEARN FASCINATING SIGN SYSTEM with course of 20 parts. Have own shop. Learn rapidly. Straley Lettering, 410 Western, Springfield, Ohio.

LEARN HOW TO SPEAK ITALIAN, SPANISH, Russian or German in our quick, easy lessons. We will send you a complete 35% record course and an English interpretation guide study outline. Send \$5 and specify course desired to Enterprise Co., Box 2302, Station A, Charleston, S. C. ch

Magical Supplies

HOUSE OF 1,000 MYSTERIES! PROFESSIONAL magic! Pocket Tricks! Jokers Novelties! World famous! Giant 160 page catalog and free trial, 25¢. Vick Lawson, Dept. BB-9, Trumbull, Conn. ch-se26

NEW 48-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. se12

(Continued on page 78)

**MANUFACTURERS - WHOLESALERS**

**"BUY-MART"**

**MERCHANDISE DIRECTORY**



**JUST ARRIVED**  
MECH. JUMPING DOGS  
SMALL IMP. PANDAS  
FULL LINE OF  
XMAS TOYS AND DOLLS  
**BELL SALES CO.**  
1187 SO. HALSTED ST.  
CHICAGO, ILL.  
Phone: HAYmarket 1-2711-2  
Open Sundays Until 3 P.M.



**NAME BRAND AND SWISS**  
NEW—ORIGINAL—REBUILT  
WATCHES  
LATEST IN FASHION AND  
DESIGN.  
GUARANTEED.  
IMMEDIATE DELIVERY.  
Full Pages Illustrated Catalog  
Available. Write  
**BEL-AIR WATCH COMPANY**  
55 E. Washington Chicago 2, Ill.  
Phone: FR 2-2528

**"ACACIA" has the BIG HITS!**  
SALESBOARDS  
TIP BOOKS  
PUSH CARDS  
ROLL TICKETS  
BINGO SPECIALS  
BINGO CAGES  
JAR TICKETS  
MATCH PAKS  
PADDLE TICKETS  
BINGO SUPPLIES  
BINGO BLOWERS  
BINGO FLASHERS  
Free Catalog—Wholesale Only  
State Your Business in First Letter.  
**ACACIA PRINTING CORP.**  
2855 North Halsted St. Chicago 14, Ill.  
Phone: Wellington 5-2344

**LAMPS**  
DIRECT FROM MANUFACTURER  
Samples—Overruns  
Closeouts—Specials  
for  
Carnival, Premium Users, Hustlers  
and Jobbers. Also clocks.  
WRITE FOR CATALOG.  
**CAMBRIDGE PRODUCTS CO.**  
1451 W. Irving Place Road, Chicago 13, Ill.

**PENNANTS—DECALS**  
**COMIC BANNERS**  
**POST CARD GAGS**  
**BUMPER STRIPS, ETC.**  
Dealers and jobbers,  
write for catalog.  
**IMPRINT ART**  
**PRODUCTS, INC.**  
Box 146  
Hackensack, New Jersey

**"ATLAS" WINNERS**  
• INDIAN BEADED BELTS  
• NICKEL SILVER BUCKLES  
• CONCHA BELTS  
• TOOLED BELTS, WALLETS  
• TOOLED HANDBAGS  
• GUN & HOLSTER SETS  
Attention, bona fide wholesalers & retailers  
—if well rated will ship red-hot leather  
goods items on memo with jobber prices.  
**ATLAS NOVELTY CO.**  
1128 16TH ST. DENVER 2, COLORADO

**Free Wholesale Catalog**  
CONTAINING  
• Expansion & Photo Idents •  
• Heart & Disc Pendants •  
• Aluminum Chain Idents •  
Rings • Pins • Pearls  
Closeouts, Etc.  
SEND FOR YOUR COPY TODAY  
Please state your business.  
**FRISCO PETE ENTERPRISES, Inc.**  
2048 W. North Ave. Chicago 47, Ill.  
EVerglade 4-0244

**WHOLESALE NOVELTIES AND**  
**GENERAL MERCHANDISE**  
For Dealers, Premium Users, Novelty Men  
and Concessionaires.  
Write for Your Copy of Catalog #160.  
State Your Business.  
**LEVIN BROTHERS**  
PHONE CRAWFORD 1381 TERRE HAUTE, IND.  
ESTABLISHED 1888

**PENNANTS**  
**COLLEGE • SCHOOL • BASEBALL**  
• FESTIVAL • CELEBRATION  
Made to Order — Fast Service.  
PERSONAL NAME EMBLEMS.  
Our Original Shield—Over 325 Names.  
T-SHIRTS — SWEAT SHIRTS.  
Quality Knitgoods From Our Mill  
With CUSTOM IMPRINTS.  
Write for Catalog. Use Your Letterhead.  
**KEEZER MFG. CO.**  
Plaistow 222, N. H.

**HEADQUARTERS**  
FOR  
**CARNIVAL NOVELTIES • FAVORS**  
**PENNANT MFG. • SOUVENIRS**  
Visit Our NEW Show Rooms  
Near the Loop—Good Parking  
**RODIN NOVELTY CO.**  
1100 W. Washington Chicago 7, Ill.  
Phone: CH 3-8080

**NEW STYLES**  
• BULOVA • ELGIN • GRUEN  
• BENRUS • WALTHAM  
WITH EXPANSION BAND  
RECONDITIONED—GUARANTEED  
WRITE FOR PRICES

**WEINMAN'S**  
182 S. MAIN ST. MEMPHIS, TENN.

**HERE WE ARE**  
**McDANIEL CATALOG**  
**SALES CORPORATION**  
1713-15 West 79th St. Chicago 20, Ill.  
Phones: RADcliffe 3-8530-31-32-33  
★ JOHN McDADE ★ LEO SEYMOUR  
★ CLARENCE BALLERAS  
Bingo—Carnival-Concession Merchandise.  
Send for New 1960 Illustrated Catalog.

**IMPORTERS—WHOLESALERS**  
Mechanical Toys—Novelty Hats  
—Balloons—Jewelry Watch Sets  
for Carnivals—Fairs—Parks—  
Resorts—Circuses and other  
events.  
★ SEND FOR PRICE LIST ★  
**HARRIS NOVELTY CO.**  
1004 Arch St.  
Philadelphia 7, Penna.  
Phones: WA 2-6970 and MA 7-9848

**AGENTS—WAGON AND MEDICINE MEN**  
Write today for wholesale  
prices on our complete line  
of Tonics, Liniments, Oint-  
ments, Salve, Root Preparations,  
Vitamin, also a complete  
line of Cosmetics and  
other fast-selling and big-  
profit items.  
**CELTONSA MEDICINE CO.**  
Dept. 88 1016 Central Ave.  
Cincinnati 2, Ohio

**DIRECT FROM MANUFACTURER**  
Good-Luck Seed & Nuts Charm Bracelets.  
Sea Shell, Seeds, Nuts, Mother-of-Pearl,  
Ivory, Jade earrings, pendants, cufflinks, tie  
holder, sweater guard, etc. Hawaiian Tree  
Fern (HAPUU), Bagasse, Black Sand, Lava  
Rocks, Wood-Roses TIKI'S, Black Coral  
and Hawaiian Vanda Orchids. Catalog.  
Any dry arrangements, also greens for  
corsages. Will ship samples.  
"LANI" of Hawaii  
BOX 97, OLAH, HAWAII

**SLUM PLUSH**  
**MEMPHIS**  
**TOBACCO CO., INC.**  
320 MONROE AVE.  
MEMPHIS, TENN.  
**NOVELTIES—TOYS—GAMES—SUNDRIES**

**WE OFFER YOU:**  
32 STYLES OF MEXICAN  
LEATHER BAGS.  
8 STYLES OF  
LEATHER WALLETS,  
COIN PURSES, LEATHER  
GUN BELTS, SERAPES. 202  
LOWEST WHOLESALE PRICES!  
Write for order sheets.  
**LEATHER CO., Box 71B, Neslor, Calif.**

**IMPORT AMAZING ART GIFTS**  
**FROM INDIA**  
We have wonderful business opportunity  
for you merchants.  
The following goods are in heavy demands  
in America:  
Catholic Religious Statues and Wall Plaques  
in brass, copper, bronze, papier-mache,  
plaster of paris, wax and wood in any size.  
Copper and Art Brasswares, Cottage Handi-  
crafts, Antiques, Wood and Brass Carved  
Tables, Ivory Arts, Silver Filigree and Ori-  
ental Jewelry, Incense Sticks, etc.  
• Trade Inquiries Invited •  
**NOVELTIES EXPORT CORP. (P) LTD.**  
P. B. 1515, Delhi, India

For the Finest in  
**MEXICAN**  
**REVERSIBLE PURSES**  
New Mexican Accordion  
Style Bag. 3 compart-  
ments with zipper. Proven  
very durable. Ass't. colors  
Many other fast-selling  
Mexican imports.  
**ASK FOR FREE CATALOGUE**  
**PEARL SALES CO.**  
P. O. BOX 675 EL PASO, TEXAS

**HAVE GUNS WILL SELL**  
ACTUAL SIZE  
Miniature pistols,  
rifles and accessories  
—shoot with a bang!  
Distributors available! Write  
for brochure and complete information.  
**G & S MFG. CO., Dept. BB, Nashville 3, Tenn.**

**REBUILT WATCHES**  
**BENRUS—GRUEN—ELGIN**  
Ladies' or Gents' with Expansion Bands  
WORLD'S LARGEST REBUILDER  
WORLD'S LOWEST PRICES  
WRITE FOR QUOTATIONS  
**GENENDER SALES & SUPPLIES, INC.**  
1356 SO. HALSTED ST.  
CHICAGO 7, ILL.

**YOU CAN'T BEAT**  
**BRODY for Merchandise**  
We Carry a Complete Line.  
—Assorted Novelties—DOLL, PLUSH ANI-  
MALS—Plastic Goods—CARNIVAL GOODS  
—SPECIAL AUCTION GOODS.  
**BIG BARGAIN CATALOG FREE!**  
86-PAGE ILLUSTRATED BARGAIN CATA-  
LOG SEND FOR COPY.  
OUR NEW LOCATION.  
**M. K. BRODY & CO., Inc.**  
916 So. Halsted St. Chicago 7, Ill.  
L. D. Phone: MONroe 6-9520 or 6-9521  
In Business in Chicago for 49 Years.

**WORLD'S SMALLEST**  
**LITER—SMALLER THAN**  
**A POSTAGE STAMP.** All  
chrome, sure-fire action,  
ind. boxed. Big seller  
everywhere. Good en-  
graver's item.  
★ Write for prices and  
FREE Catalog.  
**STERLING JEWELERS**  
1975 East Main St.  
Columbus, Ohio

**Qualatex Street Man**  
**BALLOONS**  
FAST SELLING — BIG PROFIT  
ORDER TODAY FROM YOUR  
PIONEER SUPPLIER  
**THE PIONEER RUBBER CO.**  
407 Tiffin Road Willard, Ohio

**THE BEST SALES BOARDS**  
**AND JAR GAMES**  
Write for information  
and prices.  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd.  
South Bend 17, Indiana

**QUIT LOOKIN'**  
**IF IT'S NEW,**  
**WE HAVE IT**  
**OR WILL GET IT**  
**AT LOWEST PRICES**  
**WISCONSIN DELUXE, INC.**  
2470 W. North Ave., Milwaukee, Wis.  
Phone: DI 2-8054

**XMAS CORSAGES**  
**ARTIFICIAL FLOWER PLANTS**  
WRITE for prices; use your letterhead.  
Direct from manufacturer.  
**MAX BERNSTEIN**  
**H & B FLOWERS**  
BOX 546 GRAND RAPIDS, MICH.  
Phone: CLendale 6-9393

**THE MARKET PLACE FOR BUYERS and SELLERS**

Continued from page 77

**Miscellaneous**  
**SMOKERS, NOW YOU CAN HAVE A**  
pocket-size cigarette case which will eject  
cigaretts to you by touch of a finger, and  
it comes in a beautiful durable plastic.  
Also it is more convenient for all drivers.  
Send \$3.95 for yours to Enterprise Co., Box  
2302, Station A, Charleston, S. C. ch

**Personals**  
**BUSINESS CARDS, \$3.95 PER 1,000; RUB-  
BER Stamps, 3 lines, \$1.25; Address Labels,  
3 lines, \$1 a 1,000. Fast service, postpaid,  
satisfaction guaranteed. Send clear copy.**  
Allied Crafts, Box 3114, Washington 10, D. C.  
**CLARENCE GRANT—LEAVE TINY SPOT**  
in your heart for me. Get in touch, trust  
me, no regrets. Affectionately, Lois P. oc3

**INFORMATION WANTED ON WHERE-**  
abouts of William (Bill) Stott Jr., rldc op-  
erator. Has pay check due him. San Juan  
Park, Russells Point, Ohio.

**Photo Supplies and**  
**Developing**  
**PHOTO BOOTHS, CAMERAS, D.P. PAPER,**  
Developers, Frames; everything for direct  
positive photography. Write for our low  
prices. PDQ Camera Co., 1548 W. Cortez,  
Chicago 22, Ill. ch-ifn

**Printing**  
**OFFSET: 1,000, \$6.50; 5,000, \$18. WHITE OR**  
colored, 8 1/2x11. Fast! Also art. copy,  
layout, varityping. Flair, 8 West 45th, New  
York City 76. ch-ifn

200 8 1/2x11 LETTERHEADS, 200 6 1/2 EN-  
velopes, both for \$3.95. Black or blue  
ink. Mailo Press, 6468-B Clovis Ave., Flush-  
ing, N.Y. ch-ifn

**Salesmen Wanted**  
**YOUR FREE COPY OF WORLD'S BIGGEST**  
Sales Magazine tells you how and where  
to make more money on your own in selling.  
Write Specialty Salesman Magazine, Desk  
22B 307 North Michigan, Chicago 1. ch-ifn

**Tattooing Supplies**  
**TWO OUTSTANDING WINDOW DISPLAYS,**  
size 8 1/2x11, in colors, \$1 each. Zeis, 728-A  
Leslie, Rockford, Ill. np

**Wanted to Buy**  
**STEAM LOCOMOTIVE OR COMPLETE**  
Train wanted, 7 1/2" to 2 1/4" gauge. Send  
photo, description, Box C-639, c/o Billboard,  
Cincinnati 22, Ohio.

**WANT TO BUY—SMALL STEP SWITCH**  
Replay unit, switch parts, and coils. Air  
mail A4 Pan-Mekano, Box 3, Hudiksvall,  
Sweden. sc12

**COIN MACHINES**

**Parts, Supplies**  
**CAPSULE JEWELRY—ASSORTED EAR-**  
rings, \$5 gross; Neck Pendants, \$7.20 gross;  
Solitaire Rings, \$4.75 gross; Cuff Links,  
\$14.40 gross. 20% deposit with order. New  
England, 124V Empire St., Providence, R. I.  
sc26

**Routes For Sale**  
**LARGE ROUTE**  
**IN WESTERN MICHIGAN**  
Willing to split up and partly finance to  
right parties. For further details write  
**BOX C-629**  
c/o The Billboard Cincinnati 22, Ohio

**Used Equipment**  
**FOR SALE—GOOD USED 14 FT. UNITED**  
Small Ball Bowlers, \$75 each; ready to go.  
Also used Cigarette Machines. Write Frank  
Guerrini, 1211 W. 4th St., Lewistown, Pa.  
sc19

**TALENT AVAILABILITIES**

**RATE: 10c a word, minimum \$2. CASH WITH COPY.**  
Set in usual want-ad style, one paragraph, no dis-  
play. First line in 5 pt. caps, balance in regular 5 pt.  
upper and lower case.  
**IMPORTANT: In determining cost, be sure to count**  
your name and address. When using a Box Number,  
c/o The Billboard, allows six words for address and  
include additional 25c to cover cost of handling  
replies.

**Miscellaneous**  
**DJ PERSONALITY—BACK FROM EUROPE**  
and now available. Ten years' experience.  
Leaving market of more than half a million  
for better opportunities. No top 40. Regular  
shows and specialize in jazz presentation.  
Pictures, letters, resume tape on request.  
Also interested in entering TV. Sound 16mm  
addition film on request. Write or call  
Bruce Parsons, 12 Washington Park, Maple-  
wood, N. J. Tel.: South Orange 2-5912 any  
hour.

**Concert Pianist-Accompanist, Back-**  
ground music, etc. Successful in school  
assembly work. Sober, dependable, con-  
genial. Salary reasonable. Now available.  
Emerson Stout, 4105 Flower Ave., Cincin-  
nati 5, Ohio.

**TEENOR SAX OR BASS FIDDLE, DOUBLE**  
Soprano and Clar. Name Hotel experience.  
Combo or section, commercial tone. Read,  
fake, solo, appearance. Edw. Bollek, New  
Ute Hotel, Salt Lake City, Utah. ac12

**Musicians**

**Outdoor Acts and**  
**Attractions**

**BALLOON ASCENSIONS, PARACHUTE**  
Jumping for parks, fairs, celebrations.  
Claude L. Shafer, 1041 S. Dennison, Indian-  
apolis 41, Ind. sc26

**FLASHY PLATFORM TRAPEZE ACT**  
available for Outdoor Celebrations, etc.  
For full particulars, price, etc., address:  
Charles La Croix, 1304 S. Anthony Blvd.,  
Fort Wayne, Indiana. Telephone: Eastbrook  
3312.

**HIGH FIRE DIVE EXTRAORDINARY IS A**  
masterpiece for drawing money-spending  
crowds. This one time Movietone feature is  
now available as an outdoor thriller. The  
eye catching lights on the high rigging  
attract people's attention to your celebra-  
tion from far off. Contact Mac Productions,  
456 Lambier, Warren, Ohio. Telephone  
EX 91479. sc26

**Prince Rupert**  
**Revives Annual**  
**Celebration Week**

**PRINCE RUPERT, B. C.—After**  
a lapse of several years, this  
city's Northern British Columbia's  
Exhibition opened for a week's cele-  
bration Labor Day (5), along with  
a committee formed to celebrate  
Prince Rupert's golden jubilee and  
headed by Dr. R. G. Large, histo-  
rian for B. C.'s major north  
coast port.

The opening program led off  
with a parade bolstered by 500  
sailors from two Canadian destroy-  
ers from the Navy in port for the  
affair, Labor Council children's  
sports, annual swim gala, band  
festival and the Gayland Shows on  
the midway.  
Other exhibition events during  
the week were a fur show, selection  
of Northern B. C. Queen from  
candidates entered by Kitimat, Ter-

**Concessionaire**  
**Robbed of 12G**

**CHICAGO—A Riverview Park**  
concessionaire, Sam Battaglia, and  
his family were robbed of \$12,000  
as he returned home after the  
Labor Day business. The bandits  
were in his home and had tied up  
his family before he arrived. As he  
came in, they took \$4,000 from  
him. After they slashed his face  
with a screw driver, his wife  
opened a safe and turned over an-  
other \$8,000. They also took jewel-  
ry.

race, Burns Lake, Smithers and  
Prince Rupert. Jubilee banquet for  
pioneers, 150 former and present  
residents who arrived in Prince Ru-  
pert before December 31, 1910.  
Department of Fisheries cooking  
demonstration, aquatic show in  
Prince Rupert's new \$250,000  
Civic Center swimming pool, acts,  
dancing and a fireworks display.

# LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Adams, Edward J.
- Annin, Ralph J.
- Anthony, Mark
- Ard, Robert & Mrs.
- Ayres, T. & Mrs.
- Bage, Richard
- Baker, Bob C.
- Baker, Paul
- Baker, Walter Elmer (Buddy)
- Barker, Floyd
- Beatty, Elmer
- Bell, Oliver A.
- Bernard, Nadine
- Bowd, C. J.
- Bowen, Clyde H.
- Bowman, Woodrow H.
- Bowne, Raymond
- Boyle, Mrs. Ruth
- Brady, Charles L.
- Brascoupe, John
- Browning, Frank
- Brown, Hubert E.
- Brundell, E. W.
- Bullock, Mrs. W. H.
- Burke, Jack
- Burke, Jimmy
- Burns, Wm. E.
- Butt, Claude S.
- Butts, Paul B.
- Byus, Harry F.
- Carbonetto, Anthony
- Carbonetto, Mrs. Diane
- Carven, Frank
- Carter, Clayton E.
- Cheminant, Mrs. D.
- Clark, Lois or Deafy
- Clark, Loudon
- Clater, George
- Cline, Joe J.
- Condon, Jim
- Conklin, Lola
- Conlon, Edward H.
- Covey, Ralph
- Counter, William
- Creehan, Jim
- Cunningham, Thomas V.
- Daniels, Sidney
- Davis, Homer
- DeBelle, Reginald Myron
- Del Ora, Plinio
- Dell, Ed Millison
- Dennison, Harold
- Duncan, Richard
- Donovan, Robert
- Fetta, Tex & Mrs.
- Fletcher, Lennie
- Fisher, George
- Fitch, Milford
- Fletcher, Marcia P.W.
- Ford, Wm. E.
- Frank, Ephraim John
- Frye, Mrs. Mary T.
- Girouard, Anthony
- Gobel, George L.
- Gordon, Paul (Flamo)
- Graver, George E.
- Gray, Carol
- Gray, Clifford H.
- Gray, Howard
- Grey, Fox, Chief
- Greathouse, Roy
- Green, Ralph E. or
- Grish, Miss Pat
- Groves, Glenn
- Hackett, E. J.
- Hamrick, Howard
- Hassen, Mrs. Tom
- Herman, Howard M.
- Hill, Ralph
- Holiday, Lee
- Hook, Mrs. Mary
- Houck, Paul
- Huttie, J. & Virginia
- Jack, Barbara
- Jackman, Llewellyn
- Jellie, Duke
- Johnson, Riekey
- Johnson, Rudy
- Johnson, William & Mrs.
- Keaton, Chuck
- Keene, Gilbert
- Keeney, Willie (Flatman)
- Keeney, Willie (Clown)
- Kelb, Robert C.
- Kessler, Billie
- Kinard, Kathleen
- Kirkman, Mrs. W. E.
- Kolb, Robert C.
- Kuns, Martha J.
- LaBerta, Otis
- LaBreche, Charles
- Lankford, Lester & Sue
- Lankford, Ellen
- LaRue, Leo
- Lawson, Chas R. (Ed)
- Leblanc, Jack
- Lee, Gilda
- Lewis, Mrs. Midge
- Little, Mrs. Francis
- Logan, Robert & Mrs.
- Long, William
- Lowther, Ernie

- Lyle, Mrs. Louise
- McConn, Bud
- McDermott, Hal
- McGraw, John R.
- McNeil, Scotty
- McSpadden, Myrtle
- Mack, Red
- Mahon, I. M. (Bud)
- Maley, Mrs. Arnold
- Malone, Mrs. Sharon A.
- Marcus, Helen
- Mapes, Tom
- Mancuso, Mrs. Shirley
- Mark, Frank
- Martell, Jimmy (Spots)
- Martin, Johnnie
- Mason, Howard
- Mathews, George S.
- Michaelson, Mrs. Bonnie Lee
- Middleton, Col. O.
- Miller, Mrs. Callie
- Miller, Robert E.
- Mitchell, Miller
- Mitchell, John
- Modele, Harry
- Monahan, Vincent
- Morris, Don
- Morris, E. C. & B.
- Morris, Robert
- Musgrove, Thurman
- Neal, Tom
- Neal, William
- Neid, Charlie
- Newbrey, Jerry
- Lyvonne
- Newcomer, Lewis E.
- Nicholas, Rosalie
- Nippo, William M.
- Noel Jr., Walter G.
- O'Neill, John J.
- Olson, Osmond S.
- Osborne, Bill
- Palmatier, G. Richard
- Paradise, Tony
- Parker, John L.
- Patnode, Howard
- Peacock Jr., Dean
- Peckham, Robert Lee
- Perkins, Anzo H.
- Powers, Mrs. Nellie
- Prokop, Edward
- Puddy, Francis
- Benjamin
- Ray, Joey
- Read, Clyde
- Ricciardi, Mrs. Aljeane
- Richard, Whitie
- Rifle, Lewis
- Rines Jr., Howard J.
- Rieck, Bessie
- Roberts, Telford
- Rogers, Bernie
- Roman, Steve
- Royal, John R.
- Saunders, Robert
- Schaperkottler, Guiard
- Schnider, C. E.
- Schomberg, Vaughn
- Schreiber, Harry
- Schuck, Virginia
- Serrano, Anthony P.
- Sewell, Curley
- Shaffer, Jimmie
- Shields, Wilmet
- Silvers, Alice R.
- Simpson, Robert
- Simpson, Noland
- Singer, E. H.
- Sloat, Edna
- Smaha, Jan Vinteky
- Smith, Bert
- Smith, Bill
- Smith, L. N.
- Sound, Sam
- Souther, Tony
- Spence, Wes
- Spreng, John F.
- Stacy, W. & J.
- Stein, Jack
- Stringer, Raymond S.
- Suber, Morton
- Sutherland, Joseph E.
- Swank, Harry
- Todd, Mrs. John W.
- Tolley, Virgil
- Trotman, Ross E.
- Turbeville, Bob
- Villemarie, Joseph R.
- Walden, Mike & Mrs.
- Walker, Robert Lee
- Walters, Irish
- Warren Sr., Samuel B.
- Webster, M.
- Webster, Ross
- Wetherbee, Les
- Wise, Dick
- Wood, Frank
- Woodrome, T. & R.
- Woody, Jim
- Yerkes, Brayton W.
- York, Ernest L.
- Zabinski, James
- Zomp, Paul
- Zorn, Martin

### MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Allen, Robert C.
- Allison, Tex J.
- Ames Jr., Jack
- Barley, Fred
- Bateman, Mr. & Mrs. Red
- Bloom, Oscar
- Brown, Andy E.
- Calder, James
- Calolan, C. A.
- Campbell, Walter
- Carpenter, Walter E.
- Carr, Kenneth W.
- Carroll, Mr. & Mrs. Simmy
- Cassandra
- Chilton, Robert T.
- Clemens, Jess
- Colbert, Thomas W.
- Converse, Art
- Crichton, Mrs. Mamie
- Crenshaw, Mrs. Lena Mae
- Crowe, Thomas
- Decker, Rodney S.
- DeLore, Albert
- Devreux, Paul
- Dial, Roy
- Dinsmore, Gordon (Shorty)
- Dover, Mr. & Mrs. Al
- Duffy, John D. or
- Cherie
- Dunn, David B.
- Echeet, Harley
- Warren
- Evans, Sevelly
- Fee, Aubrey
- Ferguson, Danny
- Field, Edward L.
- Finley, Evelyn
- Fry, Mrs. Harvey
- Gibson, Lawrence S.
- Gilson, Sparky
- Goewe, Val Gerald
- Grant, Val
- Griggs, Charles
- Hall, Donald
- Harmon, Mrs. Lenora
- Harmon, Mr. & Mrs. Wm. L.
- Harms, Mrs. Jean
- Harr, Daniel H.
- Harrington, L. S. & A. V.
- Harry, Geneva M.
- Hartfield, James
- Haverstick, Ed & Alice
- Hensen, Robert
- Hinds, Kenneth
- Hindes, Richard L.
- Hoot, Ross
- Hoyt, Clyde
- Jacobi, Rudy
- Jeffries, Elmer
- Conrad
- Johnson, Sterling
- Jurden, Donald
- Kelly, Dave
- Kinney, James A. Klein Amusement Co.
- Kohler, Roland L.
- Lento, Tony
- Lipsky, Morris
- McConn, Bud
- McCravy, W. H. (Tex)
- McGinley, Horace
- McGrath, Tom
- McHenry, M. F.
- McWhorter, Ted
- Mathews, Scherry
- Matthews, Sport
- Mellor, Lillian M.
- Messina, Mr. & Mrs. Phil
- Meyers, Fred
- Michael, Dave
- Middleton, Mr. & Mrs. Odell
- Midwest Amusement Co.
- Miller, Marilyn
- Mitchell, Patsy
- Moore, Charles (Tex)
- Moorehead, Mrs. C. L.
- Moran, Mrs. Eyle
- Morano, Geraldine
- Morris, Bob
- Morrison, Harry
- Muehl, Mickey
- Munoz, Luis
- Noel, Walter G. Jr.
- Petersen, Ed
- Pettersen, Paul
- Pitre, Allen
- Provost, Mrs. Bessie
- Qualis, Mr. & Mrs. Harold
- Radford, Ronell A.
- Ramer, George
- Ray, Bernard W.
- Reynolds, Paul A. (Duke)
- Rhoades, Stephen H.
- Robinson, Charles
- Robert, Mrs. Robert
- Romero, Mr. & Mrs. Rickey
- Sable, Mrs. Jerry
- Sandusky, Ginger
- Self, Claude K.
- Harms, Mrs. Jean
- Shane, Mike
- Silcox, Joann
- Silcox, Mr. & Mrs. Joe
- Silverman, Frank
- Smith, Mrs. Marian
- Stacy, Woodrow A.
- Stevens, A.
- Tuttle, Bob
- Winecent, Frank
- Wadsworth, John R.
- Weber, Everett L.
- West, R. & E.
- Yehle, Frank X.
- Yohan, William R.
- Young, Nicholas
- Young, Roger

### MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Broudy, Mr. & Mrs. P.
- Burgess, Paul
- Diox, Luis
- Gould, Murray
- McLaughton, Andy
- Nonelghter, Bill
- Schuler, Charlie
- Silverberg, W. & S.
- Winecent, John J.
- Stockton, Louis
- Tumber, Bill
- Williams, Lawrence
- Hunter, Roy
- Lawson, Charles
- McConn, Budd
- O'Riley, Jimmie
- Ryan, Jack
- Scott, Bros. Circus
- Smith, Doris
- Wade, Fred

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Adams-Sells Circus
- Barnett, Robert F.
- Belle Arbor Novelty
- Berke, Ben
- Braden, Frank
- Gray, Clifford H.
- Griffith Jr., William
- Hale, Jimmie
- Harnes Jr., C. L.

# MANUFACTURERS - WHOLESALERS "BUY-MART" MERCHANDISE DIRECTORY

### REBUILT WATCHES

Our Specialty  
BULOVA, BENRUS, GRUEN, ELGIN, WALTHAM, HAMILTON, LONGINE, MEN'S or LADIES - WITH EXPANSION BANDS. We are NOT the World's Largest Rebuilders, BUT WE ARE THE WORLD'S BEST! Send for price list.

**CEES TRADING COMPANY, INC.**  
1344 S. Halsted St., Chicago 7, Ill.  
When in Chicago, visit our showrooms. Open Sundays.

No No Purchase your Snow  
No No Cone Machines direct  
Belts No No from manufacturer. All  
Dilling sizes, models and  
prices. Write for free  
catalog.

**SAMUEL BERT MFG. CO.**  
P. O. Box 7803  
Fair Park Station  
Dallas, Texas

### WHOLESALE MERCHANDISE AND NOVELTIES

For Concessionaires - Novelty Men - Wagon Jobbers - Premium Users - Agents - Auctioneers, etc.

SEND FOR OUR FREE GENERAL CATALOG

Illustrating a most extensive line of merchandise at prices that will amaze you.

**GELLMAN BROS.**  
119 No. 4th St. Minneapolis 1, Minn.

### CONCESSIONAIRES PRICE LIST

Now Being Mailed Out

Direct Importer on Carnival Premium Merchandise. Mention type of concessions you operate when writing.

**MIDWEST MERCHANDISE CO.**  
10th & Broadway Kansas City 5, Missouri

### WINTER FAIRS

Florida

Arcadia-DeSoto Co. Fair Assn. Nov. 8-13. A. G. Erickson.

Bartow-Polk Co. Youth Show. March 2-4. W. P. Hayman, Box 711.

Brooksville-Hernando Co. Fair Assn. Nov. 9-12. Charles R. Smith.

Callahan-Northeast Fla. Fair. Oct. 26-29. H. O. Stratton, Box 268, Route 1.

Clewiston-Hendry Co. Fair & Livestock Show. Feb. 28-March 4. Mrs. Dorothy Moore, Box 1356.

Crestview-Harvest Fair, Inc. Oct. 30-Nov. 5. J. C. Turner, Box 61, Route 1.

Dade City-Pasco Co. Fair Assn. Feb. 20-25. J. C. Higgins, Box 248.

DeFuniak Springs-Walton Co. Fair Assn. Nov. 7-11. H. O. Harrison, Box 352.

DeLand-Volusia Co. Fair Assn. Feb. 13-18. Lee Maxwell, Box 211.

Eustis-Lake Co. Fair & Flower Show. March 6-11. Karl Lehmann, Chamber of Commerce Bldg., Tavares.

Fannin Springs-Suwannee River Youth Fair. Oct. 5-6. L. C. Cobb, Trenton.

Fannin Springs-Suwannee River Fair & Livestock Show. Feb. 22-24. L. C. Cobb, Trenton.

Fort Myers-Southwest Florida Fair. Jan. 30-Feb. 4. Raymond Beckler, 1300 Shadow Lane.

Inverness-Citrus Co. Fair Assn. Nov. 9-12. Quentin Medlin, Box 67.

Jacksonville - Greater Jacksonville Fair. Nov. 9-19. Mrs. Katherine Armstrong, 1245 E. Adams St.

Lake City-Columbia Co. Fair Assn. Oct. 11-15. Neal Dukes, P. O. Box 192.

Largo-Pinellas Co. Fair & Horse Show. Feb. 27-March 4. H. J. Brinkley.

Live Oak-Suwannee Co. Fair Assn. Oct. 17-22. Paul Crews.

Miami-Southeast Fla. & Dade Co. Youth Show. Jan. 26-29. Ralph Huffaker, 2690 N.W. 7th Ave.

Marianna-Jackson Co. Fair Assn. Oct. 17-22. Louis W. Sey Sr., Box 529.

Naples-Coller Co. Fair Assn. March 14-18. Charles P. McCool, Box 604, Route 1.

Orlando-Central Florida Fair. Feb. 27-March 4. H. H. Parrish, Expo Park.

Palatka-Putnam Co. Fair Assn. Nov. 7-12. Hubert Maltby, Box 305.

Panama City-Bay Co. Fair Assn. Oct. 29-Nov. 3. Joe Cooper, 1159 Jinks Ave.

Palmetto-Manatee Co. Fair Assn. Jan. 23-28. Harper Kendrick.

Pensacola-Pensacola Interstate Fair. Oct. 17-23. J. E. Frenkel, Box 255.

Plant City-Hillsborough Co. Jr. Agr. Fair. Dec. 1-3. D. A. Storms, Box 350.

Plant City - Fla. Strawberry Festival. March 6-11. Fred W. Nulter, 1042 W. Reynolds St.

Sarasota-Sarasota Co. Fair Assn. March 20-25. K. A. Clark, 2900 Ringling Bldg.

Sebring-Highlands Co. Fair Assn. Jan. 16-21. J. A. Butler.

Starke-Bradford Co. Fair Assn. Oct. 24-29. G. T. Huggins, Box 267.

Stuart-Martin Co. Fair Assn. March 13-18. L. M. Johnson.

Tallahassee-North Florida Fair. Oct. 25-29. Lloyd Rhoden, Box 587.

Tampa-Florida State Fair. Feb. 7-18. J. O. Huskisson, Box 1231.

Wauchula-Hardee Co. Fair Assn. Nov. 7-12. Carl Hanna, 232 N. 6th Ave.

West Palm Beach-South Fla. Fair & Expo. Jan. 27-Feb. 4. William Lamar Allen.

WRITE FOR 1960 FREE CATALOG of

Guaranteed Like New

REBUILT WATCHES DIAMONDS-MOUNTINGS

Guaranteed Like New.

MIDWEST WATCH CO.  
5 So. Wabash Ave.  
Chicago 3, Ill.

### Watch Ensembles for Ladies & Men

Are made to sell fast. Write for prices.

**CEL-MAX, Inc.**  
582 SO. MAIN ST.  
MEMPHIS, TENN.

### OUR MERCHANDISE GETS ACTION

We are headquarters for Indian Belts, Jewelry, Novelties, Beaded Strips and Souvenirs, etc.

FREE: New Illustrated Catalog and Price List.

**THUNDERBIRD PRODUCTS CO.**  
2122 No. Lincoln Ave. Chicago 14, Ill.

### WHOLESALE GENERAL MERCHANDISE

America's Best Jobber to the Trade

**J & N COOK, Inc.** 743 W. Taylor Chicago 7, Ill.  
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

### SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH . . . Superb Values NEWS ITEMS When They Are New

If you haven't dealt with us in the past, ask those who have.

**BERNY NOVELTY CO., INC.**  
114 West 14th Street, New York 11, N. Y.  
Phone: ALgonquin 5-8290

### IMPORTER AND WHOLESALER NOVELTIES - HATS MECHANICALS

for Carnivals • Fairs Parks • Resorts Other Events

WRITE for FREE Catalog

**SCATTUR NOVELTY CO.**  
144 Park Row New York 7, N. Y.

### Ostrich Plumes • Hats Imported Mdse.

Balloons • Airships

**KIM & CIOFFI**  
926 Filbert St. Philadelphia 7, Pa.  
MArket 7-2283-MARket 7-1225

### DIRECT FROM Costume Jewelry Manufacturer

EVERYTHING YOU NEED

Rings, Bracelets, Earrings, Necklaces, Scatter Pins, Religious Items, Boxed Sets and many other items. Guaranteed Lowest Prices. Send for FREE CATALOG. 48 Illustrated Pages.

**PACKARD JEWELRY CO.**  
48 W. 25th St. N. Y. 10, N. Y.

### Engravers & Concessionaires! EXPANSION IDENT'S & PHOTOS

- Engraving Jewelry.
- Gold Filled, Sterling & Costume Rings.
- Religious Jewelry.

Send for New 1960 Catalog.

**McBRIDE JEWELRY CO.**  
1261 Broadway New York 1, N. Y.  
LExington 2-6084

### IMPORTER AND WHOLESALER

Balloons, Dolls, NOVELTY HATS

Mechanical Wind-Up Toys, Flags, etc. For Circuses, Rodeos, Carnivals & Outdoor Show Business.

150 Park Row New York 7, N. Y. WO 2-2495

**CHAS. SHEAR**

FREE LUXURIOUS CATALOG! CAPES & STOLE

Buy Direct! Fabulous MINK STOLE

• Autumn Haze • Natural Ranch • Emba Silvermist.

Call or Write for Low Wholesale Prices.

**ROSE FUR CO.**  
Dept. B, 20 West 27th St., New York 1, N. Y.

### GREATEST VALUES

Pens, Stationery, Smoking Articles, Tools, Notions, Housewares, Novelties, Sundries, Toys, Gifts, Premiums, Leather Goods, Clocks, Watches, Jewelry, Cutlery.

Over 40 Years of Successful Merchandising. FREE CATALOG on Request.

**MILLS SALES CO.**  
Cut Rate WHOLESALERS Since 1916  
889 BROADWAY, NEW YORK 3, N. Y.

### FOX TAILS

JOBBERS, ATTENTION!

We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today.

Established 1930

**HMJ FUR CO.**  
Dept. B, 150 W. 28 St., N. Y. C. 1

### IMPORTS OF THE YEAR

- SOUVENIRS • NOVELTIES
- GIFTWARE • PLUSH
- THOUSANDS OF ITEMS

Write for Free Catalog

**GOLDFARB NOVELTY CO.**  
3835 Ninth Avenue, New York 34, N. Y.

### GENUINE MEXICAN JUMPING BEANS

FREE CATALOG OF 1,000 ITEMS

Largest Direct Importers. Write IMMEDIATELY for information.

Manufacturers and Distributors of the Famous Gagmaster Products.

Jokers Novelties • Party Gags • Tricks • Disguises

**PRITT NOVELTY CO.**  
Dept. B, 22 W. 21st St., New York 10, N. Y.

### NATIONALLY ADVERTISED LINES

WHOLESALE NOVELTIES AND GENERAL MERCHANDISE

For Concessionaires, Coin Machine Operators, Dealers and Premium Users.

SEND FOR OUR NEW CATALOG TODAY. Serving the Trade for Over 25 Years.

**CUTTLER & CO., INC.**  
928 Broadway New York 10, N. Y.  
OR 3-6330

### PLUSH BEARS, POODLES, DOGS, TIGERS!

DIRECT FROM FACTORY!

FREE CATALOG

IMPORTS, SLUM, TOYS, CHINA. COMPLETE LINE CARNIVAL GOODS.

**ACE TOY MFG. CO.**  
536 Broadway (WO 6-5627), New York 12, N. Y.

### MERCHANDISE

EVERYTHING YOU NEED

Plush Toys, Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys, every kind of Glassware, Blankets, Hampers, Hosscocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

WRITE FOR CATALOG

State type of business to receive wholesale catalog.

**ACME PREMIUM SUPPLY CORP.**  
2202 Washington Ave. St. Louis 3, Mo.

### You Can't Beat BRODY

For Merchandise FOAM DANGLING DICE—

\$1.75 Dz. \$18.00 Gr.

Black & White Panda Bear—80¢ Dz. \$9.00 Gr.

PLUSH BEARS—Each With Elastic and Bell Attached. — \$4.50 Dz. \$48.00 Gr.

\$1.96 — 7 1/2" — \$2.50 Dz. \$24.00 Gr.

25% dep., bal. C.O.D., F.O.B. Chi.

SEND FOR FREE 1960 ILLUS. CATALOG

**M. K. BRODY & CO., INC.**  
916 So. Halsted Chicago 7, Illinois  
L. D. Phone: MOntrose 6-9520-9521  
—In Business in Chicago for 49 Years—  
OPEN SUNDAYS—9 TO 1

### SKIP NUMBERS STRAIGHT NUMBERS EVERY PUNCH WINS

WRITE HERE FOR CATALOG

**ARNOLD SAX R D S**  
333 No. Michigan Ave. Chicago 1, Illinois

### Hollywood SUPER-SPECS

Comical Astonishing!

Per Dz. \$14.40  
Sample \$2.00

NEW SHOW ROOMS

Air conditioned—all merchandise on display. Helium Gas, Balloons, Plush, Plaster, Slum, Party Favors, etc. — at lowest prices. Good parking, close to the Loop. Best spot in town to buy your merchandise.

**RODIN NOVELTY CO.**  
1102 W. Washington Blvd., Chicago 7, Ill.  
Phone: CH 3-8080

### SLUM PLUSH MEMPHIS TOBACCO CO. INC.

320 MONROE AVE. MEMPHIS, TENN.

NOVELTIES—TOYS—GAMES—SUNDRIES

# BULK VENDING

## City Schedules Sept. Hearings On Detroit Vending Tax Bills

DETROIT — Hearings on Detroit's proposed omnibus ordinance, which would put a \$5 yearly tax on charm and capsule machines, have been slated for September 21 in the city council.

There will also be prior hearings September 14 on a new health code being discussed by the council. Chief concern of the bulk industry, however, is the omnibus proposal.

Altho not mentioning bulk machines specifically, it calls for a \$5 tax on all machines not otherwise covered in the health code. The code covers only food vending machines.

Charm and capsule machines, as well as cigarette machines and other merchandise venders, would be included in the omnibus bill.

The health code is generally being accepted by the vending industry. It calls for a graduated scale of fees for bulk operators ranging from \$5 for up to 25 machines, to \$100 for 1,000 or more machines. There is also a scale of \$15 to \$250 for nickel machines.

Bulk vending interests will be fighting a commissary requirement in the measure, but the scale of fees is generally thought to be an acceptable one.

Most operators are in fact glad to be specifically included in the health code since it prevents them from being the butt of other, more damaging legislation.

Proponents of the omnibus proposal, however, contend that operators now escape taxes on machines and that this is a way to compensate. But Lawrence E. Eaton, assistant corporation counsel, the official writer of the ordinance for the city, remarked that it has a "lot of inequities."

The bulk industry got some powerful support this week in the opposition to the omnibus proposal from Charles E. Boyd, secretary of the Retail Merchants' Association, a constituent unit of the Greater Detroit Board of Commerce. He viewed the measure as a "dangerous precedent to all businesses," adding that "taxation should be imposed on a broad base. The principle of licensing on a per-machine basis is a dangerous development."

### Laundry

Operators of coin-controlled laundry equipment also joined in the attack. The \$5 omnibus proposal would cover them as well.

Floyd Joyce, president of the Merchandise Vendors' Association of Michigan, told The Billboard that his group is vigorously opposed to the idea of any per-machine tax.

He pointed out that this could mean a \$4,000 to \$5,000 levy on an operator—an obvious injustice in comparison with other retail businesses which may pay a \$20 or \$30 annual license.

### Expect Change

Observers now predict that the omnibus bill is sure to be substantially changed, if not killed altogether. If changed, it would logically follow the graduated scale of payments such as is included in the health code.

Probably the most significant outcome to the bulk industry will be the commissary requirement in the health proposal. If adopted, it would require operators to set up separate commissaries, apart from their homes or family garages.

This would be a new concept to all but the larger operators in the bulk vending business.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**KING & COMPANY**  
 2700 W. Lake St. Chicago 12, Ill.  
 Phone: KB 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk, Panned Candies; 1 Hershey's 320 count and 520 count Candy Coated Baby Chicks; Leaflets Coin Wrappers Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

## NEW BABY DOLL

Painted eyes, mouth and toes . . . also key chain eyelet. \$10.00 per M in lots of 5 M or more.

Ask About Our ATLAS Finance Plan

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**  
 2538 Mission Street, Pittsburgh 3, Penn.  
 World's Largest Selection of Miniature Charms  
 ATLAS MASTER . . . The proved 1c-5c Vendor



Time payments available on Oak machines through all distributors. All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c-5c coin mechanism, and optional slip clutch handle.

WE HAVE

## oak's HOBBY CARD VENDOR

This new and improved 5c vendor has an exclusive mechanism that makes this machine a bulk vendor . . . vending 6 cards in bulk at one time. Eliminates wrapping or handling. Gross receipts on each fill is \$36.65. Made of drawn steel in a one-piece case, the machine measures 25" high by 14" wide and 7" deep. Machine lists at \$42.50 F.O.B. Factory. Brackets and flange for attaching machine to stands are available for \$4.



Below are listed factory authorized dealers.

<b>AMERICAN NUT</b> 1061 Tremont Street Boston 20, Massachusetts	<b>LOGAN DISTRIBUTING CO.</b> 1850 West Division Street Chicago 22, Illinois	<b>RAKE COIN MACHINE EXCH.</b> 609 Spring Garden Street Philadelphia, Pennsylvania
<b>BIRMINGHAM VENDING</b> 540 2nd Avenue, North Birmingham 4, Alabama	<b>SAMUEL J. PHILLIPS CO.</b> 4372 Lindell Boulevard St. Louis 8, Missouri	<b>JACK SCHOENBACH</b> 715 Lincoln Place Brooklyn, New York
<b>BUYMORE SALES</b> #6 Bayview Avenue Lawrence, L. I., New York	<b>OAK SALES COMPANY</b> 2033 Fifth Avenue Pittsburgh, Pennsylvania	<b>SIEGEL DISTR. CO. LTD.</b> 753 Chatham St. Montreal, Quebec, Canada
<b>DALE DISTR. (B.C.) LTD.</b> 1168 Seymour Street Vancouver 2, B.C., Canada	<b>OAK SALES OF FLORIDA</b> 1121 - 71st Street Miami Beach, Florida	<b>SOUTHERN ACORN SALES</b> 526-30 Bruns Avenue Charlotte 8, N.C.
<b>GRAFF VENDING SUPPLY</b> 2817 West Davis Dallas, Texas	<b>OPERATORS VENDING</b> 1023 South Grand Avenue Los Angeles 15, California	<b>STANDARD SPECIALTY CO.</b> 1028 44th Avenue Oakland, California
<b>H. B. HUTCHINSON CO.</b> 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	<b>QUEBEC VENDING CO.</b> 109 Commissioner St. West Montreal, Quebec, Canada	<b>STAR VENDING SUPPLY CO</b> 6327 Calhoun Road Houston 21, Texas
<b>IMPRONTO VENDING</b> 300 North Gay Street Baltimore 2, Maryland	<b>OAK MANUFACTURING COMPANY, INC.</b> 11411 Knightsbridge Ave., Culver City, California	

## Bulk Banter

Jane Mason, Leaf Brands' busy sales exec, recently returned from a swing thru Texas and Georgia, calling on the bulk trade. Jane leaves again next week with Rolfe Lobell to attend the New York operators' convention in the Catskills. . . . Don Mitchell, National Vendors Association counsel, will also attend from Chicago as will Jack Nelson, Logan Distributing Company head, who will try to arrange the trip along with a stop at the Du Grenier factory in Haverhill, Mass., and a stop in New York to see Dick Gibbs, Du Grenier sales veep.

Harold Schaefer, Victor sales head, is readying another new equipment innovation to be coming out soon. Schaefer is currently busy with production

## Victor Ships Model '2000' Ball Gum Unit



VICTOR "2000"

CHICAGO — Victor Vending Corporation last week began shipping its new model "2000" ball gum vender. A prototype of the machine was introduced at the National Vendors' Association Grand Bahama convention, last April, but since then numerous changes have been made.

The globe is of two-part plastic, the bottom clear, the top tinted in gold. The metallic front of the cabinet is of gold hammerloid with a chrome-plated coin mechanism, chute cover and globe top.

The cabinet is wood with natural finish. An extra-large vending wheel has been added to accommodate 100-count gum. There is also a dual-lock for the top and front. Price of the unit is \$24.50.

The caption, VICTOR 2000, has been lettered in on the front of the globe, along with a large 1¢ figure. As the name implies, the unit holds 2,000 balls of 100-count gum.

on the new Victor "2000." . . . Paul Crisman, King and Company, is planning a sales merchandising push with a new fill-item, also to be announced soon. . . . Dick Boylan, Logan sales manager, returned from a vacation tour of the Chain of Lakes, Wis., in his new 14-foot runabout.

Childhood sweethearts, Betty Ann Resnick, daughter of Joe Resnick, Resbee Vending, Cleveland, O., and Ronald Litvack became Mr. and Mrs. on August 14. Recent graduates of Ohio State University, the couple will reside in Columbus, O., where Betty Ann will begin teaching languages at a junior high school, and husband, Ronald, will begin studies in the fall quarter at OSU's Medical College. . . . Bob Rhoads, Automatic Sales, Akron, O., is tentatively planning to move his family to Cleveland early this fall. He has been house-hunting, having completed the sale of his Akron residence. No changes are contemplated in his bulk vending business.

More news from Logan in Chicago: The Smith brothers, Logan's pair of sales-warehousing-shipping and jack-of-all-trades helpers, recently became fathers, and less than two months apart. Wayne Smith and wife, Lydia, had their first child, a boy, Wayne Thomas, entering the world July 7, tilting the scales at 7 pounds, 2 ounces. Don Smith and wife, Shirley, had their third, a girl, September 2. She's Anna Marie Antoinette at 8 pounds, 2 ounces. Don and Shirley also have two sons, Don Jr., 3, and Michael, 2. Now that all the excitement is over, Wayne (the elder) leaves on a vacation September 12-26.

## Bodenheimer Cig Venders Are Sold

MEMPHIS — The widow of June Bodenheimer, who drowned three months ago while fishing, has sold the cigarette vending machine route he operated for a reported \$28,000.

A reported 85 to 90 machines changed hands.

Buyer was O. J. Barsotti & Company, large cigarette machine vending operation owned by Joe Barsotti and his two sons, Louis and Libio. It is a partnership.

June Bodenheimer and his brother, Eddie Bodenheimer, operated Shelby Amusement Company jointly. Eddie operated the music and game route. He retained it.

Electric Money Maker  
 Famous ACME  
**ELECTRIC MACHINE**



Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

Sample . . . . . \$28.13  
 2 and up . . . . . 23.50  
 Floor Stand . . . . . 5.00

1/3 Deposit. Balance C.O.D. F.O.B. N. Y.  
 We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

ORDER TODAY  
**J. SCHOENBACH**  
 Distributors of Amco Vending Machines  
 715 Lincoln Place, Brooklyn 16, N. Y.  
 President 2-2900

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

DALLAS DOCTRINE

# Operator Sells Plus Factor: Venders Are Asset to Store

By O. R. ALLEN

DALLAS — ALLEN among the many things J. Clifton McClure has gleaned from 10 years' experience as an operator is that location owners, supermarket owners and managers it particular, look upon vending machines as a definite asset to their business.

"We would want them," say the owners and managers, "even tho we didn't make a cent from them."

One of the reasons for this is the entertainment value which the machines have for kids. They like to go to those stores which have machines; and, of course, the wishes of the kids do have an influence on where the parents do their shopping.

**Babby Sitters**

A second reason the location owner has for welcoming the machines in his store is that they act as "babby-sitters," keeping the children entertained and out of trouble while the mother does her shopping, thus taking a load off the mind of both the mother and the owner.

That's just one of the many things which the veteran operator has observed on his route which now numbers 1,000 machines and which takes in four States, Texas, Oklahoma, Missouri and Arkansas. It's a route which lends itself to division, and divided it is. First there is that part which includes the machines placed in supermarkets in Texas and Oklahoma. This he services every 28 days.

The other part of the route, which takes in Texas, Oklahoma, Missouri and Arkansas, is serviced every six weeks. This part consists of machines in general locations, not just supermarkets.

Reason for the more frequent servicing of the supermarket stops is the greater volume, he explains.

The entire operation brings in about \$2,700 every six weeks, and McClure puts approximately 1,000 miles on his station wagon each week.

Living in Dallas, he's home every weekend except one—when he's servicing the longer part of the route.

**Start**

Starting a decade ago, McClure at that time bought a 225-machine route in Missouri, and he's been adding to it since then. Locations, he says, are easy to get. It's just a matter of perseverance.

It might appear that in an operation which takes in such a far-flung area would run into trouble from local competition. When questioned on this point he said, "Not if you take care of your route."

In other words, he devotes such attention to each location that he himself is a "local boy." Close attention to the location and getting the location owner to realize that his interests are your interests seems to sum this up.

**No Vandals**

Still speaking of locations, he said that he has little trouble with vandalism, tho on this count he points out that grocery stores are the safest spots. He adds that one of the ways to cut down on vandalism is to impress upon the location owner the importance of putting the machine in a safe spot when he closes.

But vandalism will probably always be a problem, he believes, especially for those operators who might have a number of machines in the "tough spots!"

As for the size of a city or town, so far as locations are concerned, he has no preference, stating that the only thing which matters is the volume at any particular spot. "If you have the volume you'll get the business," he said.

Like everybody starting out, McClure made mistakes. One of these was an improper distribution of charms. He advises, from experience, that those using it will receive a charm as often as is economically feasible.

Another mistake, or to be more specific, trouble, McClure had during the start of his route was a lack of capital. Often 'e had more time on his hands than he had machines to absorb this time.

He gives a lot of credit to his distributor, Everett Graff, of Graff Vending Supply Company, for helping overcome this problem. "Once Graff is convinced you're sincere in your attempt to build a business, he will do everything in the world to co-operate with you," McClure says.

Machines along his route consist

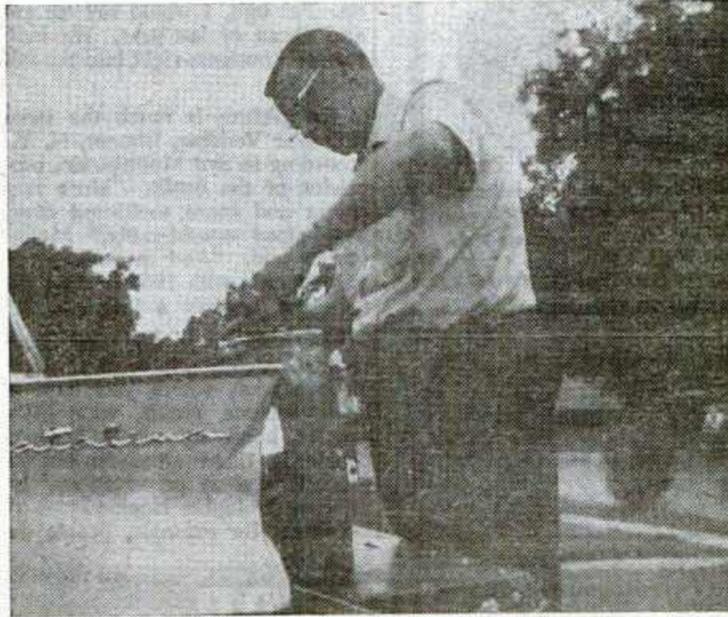
of the 1-cent, 5-cent, 10-cent and 25-cent types, with the 1-cent type being charm and gum and the 5-cent, 10-cent and 25-cent variety being all charm.

To break the thing down, he has 480 machines in large grocery stores, it being his experience that the 1-cent, 5-cent and 10-cent machines do best where a great amount of the play comes from children.

Machines of the 25-cent variety go best in such places as truck stops, union terminals, bowling alleys and the like. This sort of location, of course, has a greater volume of adults, and McClure's records show that 80 per cent of the money put into the 25-cent machines is money put in by adults.

Servicing and cleaning of the machines on his route is done by

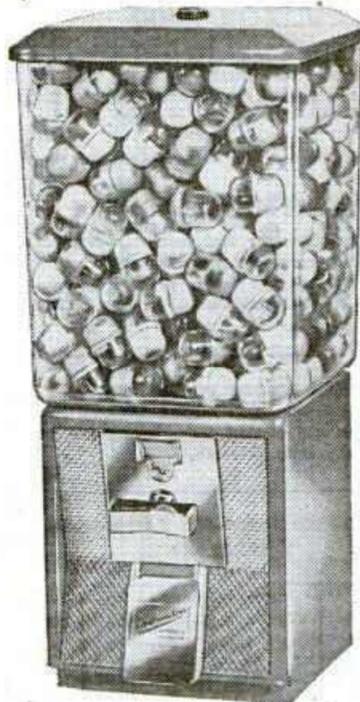
*(Continued on page 82)*



J. CLIFTON McCLURE covers about 1,000 spots a week in his station wagon, servicing his route. On-the-spot repairs are made whenever possible.

**"YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"**

QUOTE FROM LETTER IN OUR FILES



**You'll say the same when you try THE SIXTY SUPER C CAPSULE VENDER**

With QUICK-TACH at slight extra cost. See your Northwestern Distributor or write

**THE NORTHWESTERN CORPORATION**  
2092 E. Armstrong Street Morris, Ill.

**RAW CUT GEMS**

Make Your Machines A Treasure Chest Of Profits With a Hoard Of These Glittering Gem Stones!



Here's a colorful, eye-catching assortment of gleaming, faceted, multi-shaped, transparent plastic stones that will brighten up your machines . . . and profits. Kids love 'em for their charm bracelets, for pendants, etc. A large sized charm at a small charm price. They make a good capsule item.

**Only \$5.50 per M**  
Vends well in all machines. Order from your distributor or:

paul a. PRICE co. inc.  
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model #33 1c Porc. Converter for 100 ct. B.G.	4.50
Silver King 1c B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Accorns 1c or 5c B.G. or Mds.	10.00

**MERCHANDISE & SUPPLIES**

Golden Non-Pareil Almonds, 5-lb. vac. pack-fins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tullip	.45
Pistachio Nuts, Vendor's Mix	.61
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.57
Mixed Nuts	.32
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.59
Hershey-ets	.47

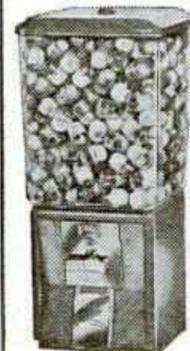
Rain-Blo Gum, 72 ct.	.30
Mall-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Standings, Globes, Bracelets, Charms. Everything for the operator. One-Third Deposit, Balance C.O.D.

**IMMEDIATE DELIVERY on the New**

**Northwestern**

**SUPER SIXTY**



This capsule vender is truly the most accurate on the market. Handles all size capsules without "skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**GIVE TO DAMON RUNYON CANCER FUND**

**TALK-TALK TEETH**  
Gets a Laugh Everytime  
**OPEN**  
1-4 m .....\$15.00 per thous.  
5 m and up ..... 13.75 per thous.  
**CLOSED (With metal clip)**  
1-4 m .....\$16.85 per thous.  
5 m and up ..... 14.55 per thous.  
at your distributor or . . .  
**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**FREE! RAKE'S AUTOMATIC MERCHANDISER**

Write today for your copy. Contains new and used machines, bulk merchandise, charms, etc.

**Rake Coin Machine Exchange**  
609-A Spring Garden St., Philadelphia 23, Pa. **WAInut 5-2676**

**5c HOROSCOPE SCALE**  
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.  
**\$25.00**  
DOWN  
Balance \$10.00 Per Month  
**WATLING MFG. CO.**  
4541 W. Lake St., Chicago 24, Ill. Est. 1889  
Telephone: COlumbus 1-2772, 1-2770  
Cable Address: WATLINGITE, Chicago.

**YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!**

**BRAND NAMES**

Best Known, Best Advertised, Best Bought nationally branded products, reproduced authentically, box for box, can for can, jar for jar, LABEL for LABEL.

**GROCERY STORE CHARMS**

5,000 & up... \$ 8.25 per 1,000  
1,000 to 4,000. 10.25 per 1,000

F.O.B. Jamaica, New York

A Billion Dollars worth of Branded, Advertised Products, 57 Kinds. Colorful and Exciting, most effective as GIMMICKS in MACHINES.

**SAMUEL EPPY & CO., INC.**

91-15 144 Place, Jamaica 35, N. Y.

# Gotham Enjoys Top Summer; Multiple Units Up Receipts

By REN GREVATT

NEW YORK — Bulk venders here are riding on a crest of optimism. There is virtually complete agreement that the summer of 1960 has produced more business than the same season a year ago. All operators contacted also freely predicted continuing high levels of activity into the fall.

In frequent cases, a prominent reason advanced for the healthy conditions was the growing trend to multiple unit locations. With more units out, most venders reported an increased take. Beyond this, however, most of those reporting said that even the take on a per-machine basis was up over the summer of 1959.

Harold Folz of Folz Vending in the Rockaway area of Long Island

said that business has been "very good" this summer. "We have more units out, which means more business all around," Folz noted. "Unit per unit, we compare very closely with last year. With the weather mostly on the cool side, we've benefited. That's because most of our locations are in chain stores and supermarkets. In cool weather, people take more time to shop and hence they have more chance to patronize our machines. In hot weather, they get the shopping over fast and get out to the beaches."

Buymore Vending in Lawrence, Long Island, has also had a good summer. "We have no complaints at all and I would say that we are a little ahead of 1959," stated Mannie Greenberg, head of Buymore. "Multiple vending is undoubtedly the answer," Greenberg continued. "We've opened more and more multi-unit stops, and with more machines the take goes up. Per unit, I would say we are also ahead of last year. We look for good business right into the fall season."

The picture is much the same with Star Vending, Elmont, N. Y., according to Syd Molingarten, proprietor of the outfit. "More machines and more multi-unit stops has helped considerably," Molingarten said. "And over-all, we're at least even with 1959 in the total take and possibly a little ahead."

"Normally," Molingarten explained, "in the city areas of New York proper, where you have a lower income group, your sales activity holds up nicely because people in those areas do not in general go away on vacations. In some of the higher income areas of Brooklyn, for example, people do

take vacations and leave the area. So with a cool summer like this has been, even in the better income sections, you have less vacation activity. Therefore, business holds up a little better than usual. In any event, we're very happy."

Syd Gollin, who operates Roanoke Vending Service in Freeport, likewise indicates a healthy state of business. "It has been pleasant and satisfactory for us and better than last year," he noted, adding: "With less rain than usual in our shore resort locations, the play has been better. We have a number of year-round units in the shore areas of Babylon, Lindenhurst, and Bayshore. In the off-season months we may service these units on the average of once every five weeks. In the summer we've been averaging a call every 10 days, so things are going nicely for us. We really go to town during the summer period."

# Georgia Plans Cig Crackdown

ATLANTA—The Georgia revenue department, headed by Commissioner Dixon Oxford, has launched what it described as "a major crackdown" on "cigarette smugglers," asserting that "anyone bringing more than five packs into the State without paying Georgia taxes will be subject to prosecution."

"I have ordered agents to make a crackdown on small scale smuggling by truck drivers, traveling salesmen and tourists bringing quantities of untaxed cigarettes into the State for friends and for personal use," Commissioner Oxford said in an interview. "The move also will be made against large scale tax evasions," he added.

"Revenue agents and also agents of the Georgia Bureau of Investigation shortly will begin setting up road blocks along interstate routes to check trucks and private cars for contraband cigarettes," said W. T. Bond, assistant director of the revenue department's cigar and cigarette tax unit.

**Violation**

Violation can mean a \$25 fine per carton, plus confiscation of the car or truck, plus prosecution on a misdemeanor charge in the county of apprehension.

He pointed out that Commissioner Oxford had levied fines expected to total more than \$8,000 against an Alabama teen-ager accused of bringing in a carload of non-Georgia taxed cigarettes—"probably bought in North Carolina."

The commissioner levied a \$25 per carton fine on Terry Wayne Dale, 19, of Clanton, Ala., who was arrested in Pickens County a few days ago (27) with more than 400 cartons in the trunk of his car.

Oxford said the youth was returned to Pickens County for prosecution under a misdemeanor charge carrying a maximum \$1,000 fine and one year imprisonment.

"The cigarettes in Dale's Possession apparently came from North Carolina where no State tax is levied," Bond said.

# St. Louis Tobacco Official Arrested

ST. LOUIS—Donald Roth, 28, secretary-treasurer of the Central State Tobacco Company, was arrested last week (2) by police after 13 cigarette vending machines said to contain cigarette packages without the city tax stamp were confiscated in the city.

Roth, said by police to be the distributor for the machines, was booked on a charge of violating the city cigarette tax ordinance. He is scheduled to appear in City Court No. 2 on September 13. Police said he refused to make a statement on advice of his attorney.

# Cigarette Crooks Plague High Point

HIGH POINT, N. C.—Police here say vending machine thieves continued to plague them with their hit-and-run tactics and staged three more break-ins last week (30).

"The thieves appeared to be staging the break-ins during the early-morning hours," a spokesman for the police department said.

Meanwhile only one arrest has been made in the wave of vending machine thefts which started here several weeks ago. William Gerald Jester, 20, alleged Marine deserter of Winston-Salem, was arrested after three robberies occurred in one night.

# Dallas Doctrine

• Continued from page 81

McClure on the spot in his station wagon. Like all good operators, he's a stickler for cleanliness and never has any trouble on that count.

The long part of his route, the one of general locations which he services every six weeks, sees him starting from Dallas, with the first stop being McKinney, Tex., then up thru Oklahoma, with stops at such places as Ardmore, McAlister and Muskogee, then into Missouri, some of the towns in that State where he has locations being Joplin, Springfield, Washington and Eureka. He swings south then, down thru the "lead belt," takes in part of Arkansas and back over into Texas.

In addition to this route which he cares for personally, he has an 80-machine route in Dallas which is serviced by another man.

**H. B. "HUTCH" HUTCHINSON SAYS:**

"Contact me for complete information on the Golden 39 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, cleaning, refills and ball gum.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4800

Your key to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

★ ★ YOUR AUTHORIZED **VICTOR** DISTRIBUTOR ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .



**Two Great Proven MONEY-MAKERS**

Opens The Door to New and Better Locations

**VICTOR 2000**

Capacity 2000 balls of 100-count gum . . . 300 V-1 10¢ or 25¢ capsules. Large capacity and very attractive appearance creates larger and more sustained profits.

**PEN VENDORAMA®**

Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. Capacity 168 ball point pens, vending at 10¢ each.

VICTOR 2000 and PEN VENDORAMA can be placed on same stand for multiple vending. Reduces time and service costs; hence, can be operated at greater distances.

GET STARTED NOW—IT'S LATER THAN YOU THINK!



<b>BERNARD K. BITTERMAN</b> 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.	<b>CHAMPION NUT CO.</b> 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Mich. Ed Flanagan	<b>VEEDCO SALES CO.</b> 2124 Market St. Phila. 3, Pa. LOcut 7-1448 Pa., N. J.	<b>GRAFF VENDING SUPPLIES</b> 2817 W. Davis, Dallas 2, Tex. WHitehall 8-7117 Okla., Ark., Tex., Miss., La. N. M., Ariz.	<b>H. B. HUTCHINSON, JR.</b> 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.
<b>LOGAN DIST. CO.</b> 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	<b>NORTHWESTERN SALES &amp; SERVICE CO.</b> 446 W. 36th St., N. Y. 18, N. Y. LONGacre 4-6467 New York State	<b>PARKWAY MACHINE CORP.</b> 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.	<b>ELLINGWORTH SUPPLY CO.</b> 659 Adams St., N.E. Mpls. 13, Minnesota SUNset 8-6972 Minn., N. D., Mont., S. D., Wyo.	<b>STANDARD SPECIALTY CO.</b> 1028 44th Ave., Oakland 1, Calif. AM 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands

See Your VICTOR Distributor for Detailed Information and Prices

★ ★ **VICTOR VENDING CORPORATION** ★ ★

## European News Briefs

### German Phonos Taking to Air

HAMBURG—West German juke box producers are rapidly shifting to air freight delivery of juke boxes to foreign customers. Bergmann routinely uses air freight for shipments to Britain and other points on the Continent, as do other West German producers. German manufacturers have discovered that air shipment is a sales stimulus, more than offsetting the additional costs, even on long hauls. German firms report that foreign customers will order German juke boxes in preference to other foreign makes—if they can be assured of air delivery. The Germans are not only making air delivery standard, but they are placing parts shipments on an air freight basis. By scheduling regular air freight shipments, German manufacturers are able to offer overnight delivery to British customers, giving the Germans a marked competitive edge over U. S. producers.

### Count 1,325 French Music Ops

PARIS—There are 1,325 juke box operators in France, according to the latest industry census. Most of the juke box operators also have coin games. The average operator, according to the survey, has under 60 machines. The small operator is still the rule in France, contrary to the trend elsewhere. There are only a handful of operators in France with as many as 200 machines. Moreover, the average French operator is older than his counterparts on the Continent and in the U. S., averaging 46 years. Football games are the most popular, but the average juke box operator also has pinball and target games. Aside from the 1,325 operators, the French industry numbers around 1,600 technicians employed to service machines.

### Global Flavor on Roman Boxes

ROME—Roman juke box operators maximized play of their boxes during the Olympic Games by discarding record selection according to the usual top tune lists and using, instead,

*(Continued on page 87)*

## Bulletins

### Seeburg Fire Damage Minor

CHICAGO—The recent fire in the parts department building of the Seeburg Corporation here will not affect delivery of parts for current models, nor will it disturb production, according to Tom Herrick, Seeburg vice-president. The fire, of undetermined origin, broke out late Saturday night (3). A local newspaper estimated the damage at \$50,000, but Herrick said the amount has not yet been assessed. The main plant was not affected by the fire. Herrick said that there would be delays of up to 30 days in the delivery of some non-current parts.

### Fire Damage Exaggerated

MIAMI—Last week's report on the destruction of Budisco, Miami one-stop, by fire, was in error. Actually, fire had destroyed part of the warehouse and paint shop of Bush International, local Wurlitzer outlet. Budisco suffered slight smoke damage and was back in operation the same day. The fire at Bush was extensive, but the loss was covered by insurance.

### MOA Board Meet Set

MIAMI—Copyright legislation and public relations will be the two main topics of the annual board meeting of the Music Operators of America, to be held here November 1 and 2, during which time the National Automatic Merchandising Association holds its annual convention. Committees will be appointed for organizational work, and plans will be made for the MOA convention, to be held here May 15-17. Willie Blatt, MOA director, is expected to arrange a business meeting of Florida operators to coincide with the board meeting.

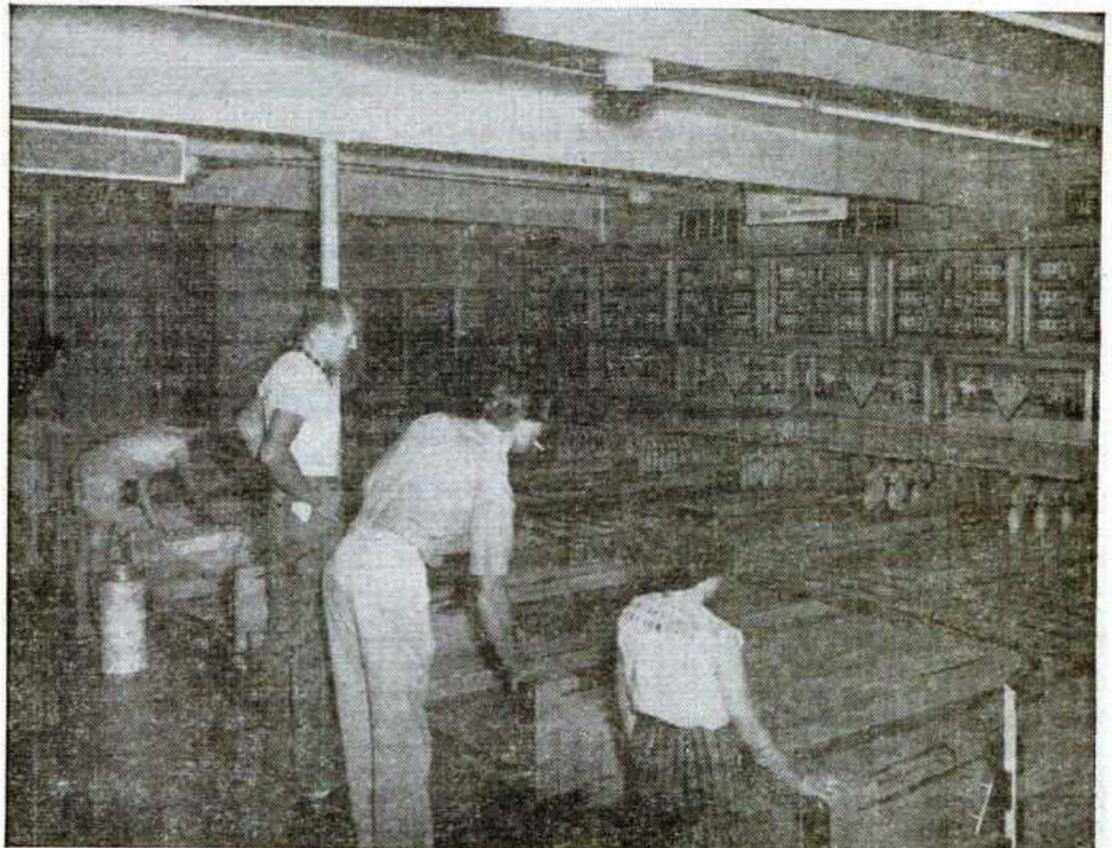
### 15 Sign for Gotham Contest

NEW YORK—At least 15 key metropolitan area game operators have now signed up for participation in the King of Games, coin bowling contest being launched here on a city-wide basis by the Craig-Todd Agency. At press time, Martin Greenfield, an exec of the agency, reported that as the September 15 deadline for entries approaches, more than 1,200 game machines are now represented in the forthcoming contest. The competition is expected to officially start its 13-week course on or about October 15.

### 300 Attend Va. Op Conclave

RICHMOND, Va.—An estimated 300 operators, distributors and manufacturer representatives attended the opening session of the second annual convention of the Music Operators of Virginia at the John Marshall Hotel here Friday (9). Trade-sters were welcomed by Mayor Claude W. Woodward of Richmond. Opening-day speakers were Jack Gordon, vice-president of the Seeburg Corporation; Red Wallace, of the Music Operators of West Virginia, and Les Rieck, Rock-Ola regional sales manager. The meeting ends Saturday (10) with a banquet and floorshow.

## First Big Bowler Installation



UNITED'S BOWL-A-RAMA, giant-sized coin bowling alley with suspended pins, is set up in battery form at the Kiddieland, large funspot directly west of Chicago near River Grove. This group of eight big alleys were set up as a test location long before the games went into shipment, and the spot is being retained as a good money maker. Location is a specially built Arcade near the funspot's golf driving range. The Kiddieland is owned by Art Fritz, Chicago operator, and the bowling games are set up by Empire Coin Machine Exchange. Since this installation was made, Bowl-A-Ramas have been shipped to many parts of the country, and it is expected that the scene above will be duplicated in funspots and other high traffic locations around the nation. About 30 other amusement games are located in the same building, flanking one of the walls.

## ALWAYS ON THE MOVE

### 275-Game Op Shifts 60 Per Month, Lands 5 New Stops a Wk., Drops 3

DETROIT — Lorie Lodico of Lynn Amusement Company here is probably one of the "fastest moving" game operators in the Midwest.

To Lodico, the game business is an action-packed one. He switches as many as 60 machines per month and aims at five new locations a week. Of these new spots, he usually winds up dropping three and keeping two.

"I don't believe in leaving a game on location very long," he says. "I let the coin box receipts decide for me. As soon as collections dip, I take the machine out, whether it has been there two weeks or six months."

#### Works for Him

This would sound like a radical operating procedure for most game men, but it seems to work for Lodico, who is more interested in a sound, compact route than in expanding just for the sake of adding locations. Many of his machines, however, are spotted in seven small Arcades.

One of Lodico's men is assigned to the duty of finding new locations on approximately a full-time basis. Of course, the mortality rate of new locations is high—but Lodico feels that only by experimenting can it be definitely determined whether a new stop is worth having. His experience is that of the five new stops—which he sets as a weekly quota—two will prove to be good locations, while the other three will be abandoned within two to three weeks.

His general policy is to take out machines from the five lowest paying locations each week, and use these machines to fill the new stops he is adding. This means an average abandonment of the same number

of machines per locations as the quantity added.

"This is a method of upgrading the quality of locations, not expanding the number of locations," he explains.

In addition, Lodico will probably also shift 10 to 12 machines a week among locations—just changing the type of machine in order to increase revenue, chiefly thru novelty appeal. Last month, for instance, he moved a total of 60 machines.

To make this policy work effectively, Lodico has placed his technique for moving machines upon an especially efficient basis. He has two servicemen who specialize in this work, and uses two trucks for

this purpose. These are 1959 Ford pick-ups, one equipped with a hydraulic lift gate. A similar lift gate will be mounted on the other truck shortly.

On games of more compact size, such as guns, one man moves them alone with the aid of a hand truck. However, when other type games are moved, a helper is sent out with the mover to handle them. By concentration and specialization, Lodico has increased efficiency to the point where the two men can move 11 machines in a day in addition to spending part of their time collecting and doing other service work.

"This policy of fast moving gives

*(Continued on page 95)*

## European Trade's 'Good Deeds' Build Better Name for Coinmen

HAMBURG — Philanthropy is being employed with phenomenal success by the juke box industries of Europe and Scandinavia as an avenue to public favor. The juke box industry is supporting an ever-widening circle of philanthropies by an ever-expanding variety of formulas, all anchored to the music box.

And with easily predictable results: Fewer complaints and less vitriol are now directed to the industry—the calls now, more and more, are for "helping hand" assistance.

The praise hasn't caught up yet with that merited by the industry's good samaritan deeds, but it is beginning, and the good samaritans are confident their labors are noted and appreciated.

There is no organized program for the juke box philanthropy. It is a matter of individual initiative—which may help explain its success. It is big and little, organized and unorganized, planned and spontaneous.

For example, in West Germany last Christmas music box wholesalers canceled annual season gifts to their customers and, instead, gave the money to the German Red Cross.

When the Chilean earthquake catastrophe struck, the German coin machine industry responded quickly. Operator groups contributed cash for earthquake victim relief.

In the United Kingdom the Phonograph Operators' Association re-

*(Continued on page 87)*



# COMPACT STYLING scores again!

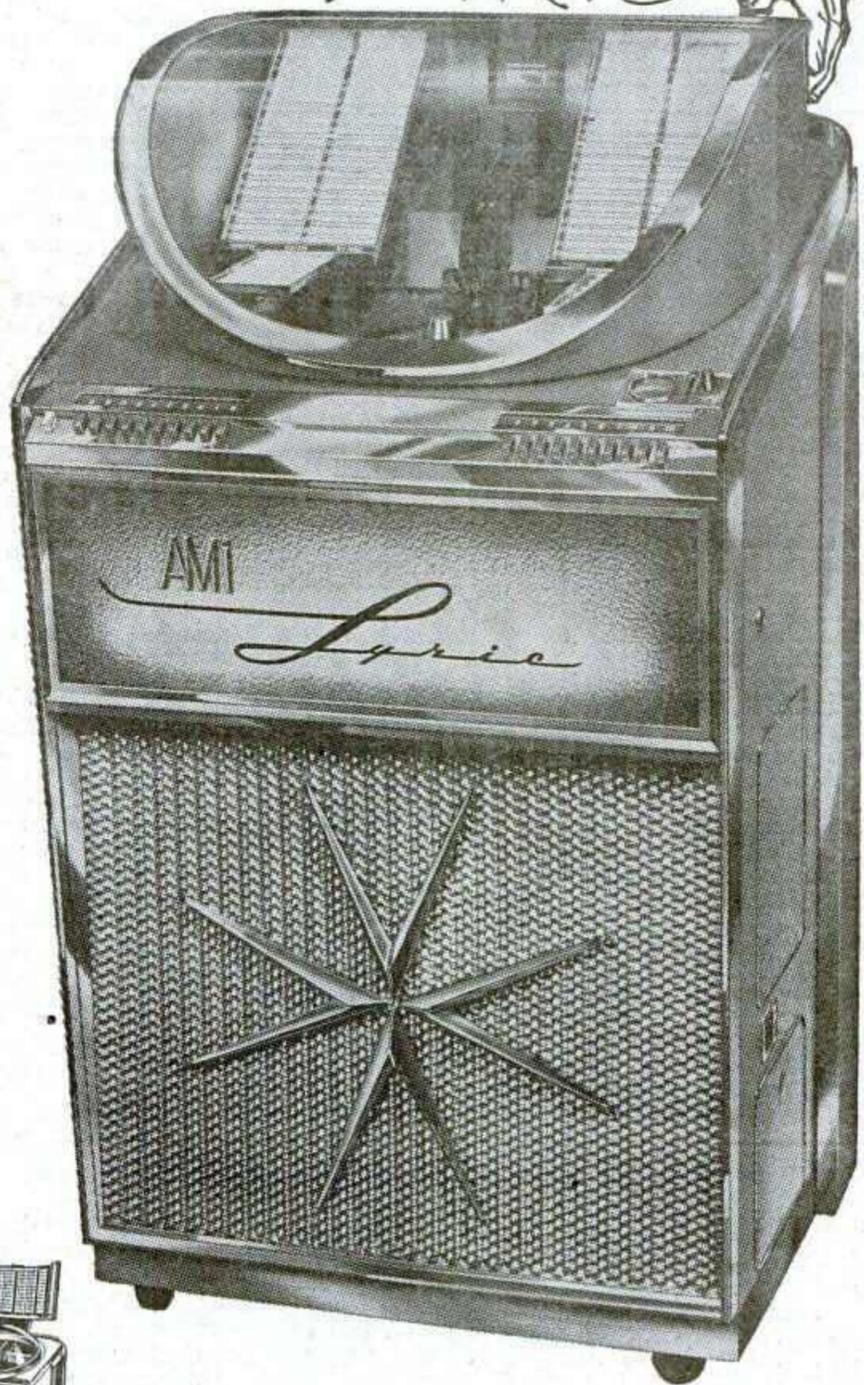


**AMi**  
*Lyric*

**REPEATS AUTO INDUSTRY'S SUCCESS BY  
ENGINEERING MORE VALUE INTO LESS SPACE**

The success of compact styling goes beyond the automotive field. AMI Lyrics and Continentals prove this more dramatically every day. Enthusiastic operators tell us that locations love the bold, new, compact design. Play picks up when the AMI Compacts go in.

The trend is unmistakable. AMI Compacts lead the field in styling.



100A 100M

*Lyric*  
200A 200M  
*Continental*



**AMi**



**AUTOMATIC MUSIC, INC.** Affiliate of *AUTOMATIC CATERING COMPANY OF AMERICA*  
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS, ENGINEERS  
AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

**THE STYLE OF TOMORROW FOR MORE PLAY, TODAY**



SOME TOP-NOTCH PUBLIC RELATIONS as well as new customers were gotten by R. C. Gilchrist (Vancouver), Ltd., British Columbia distributor and operator, as the firm exhibited at the recent Vancouver Pacific National Exhibition. This is the second year for Gilchrist at the fair. A spokesman for the firm pointed out that a number of new location leads were picked up and that the public was treated to a better understanding of the coin machine business in general.

VOLUME PASSES \$10 MILLION

# U. S. Six-Month Coin Exports Running Ahead of 1959 Rate

CHICAGO—Juke box and coin game exports from the U. S. are running well ahead of last year in the first six-month period.

U. S. Department of Commerce figures show these exports hit a volume of \$10,391,388 in the top half of 1960. Projected for the year, this would easily top last year's mark of \$18,877,536, although it would not beat out the 1958 run of over \$21 million, and would fall far short of the record 1957 total of nearly \$25 million.

But 1960 exports are averaging \$1,731,898 per month, compared to 1959's monthly average of \$1,567,305 and 1958's \$1,782,818.

**By Category**  
Breaking down the three categories—new phonographs, used phonographs, and games both new and used—figures show that: New phonograph volume is \$5,963,346 for the first six months, compared to a year's total of \$11,019,824 in 1959.

Used phonographs total \$949,766 for the first half of 1960, compared to \$2,143,809 for all of 1959.

Games volume totals \$3,498,395 in the first half of this year, compared to \$5,713,903 for 1959.

On a projected basis, dollar vol-

umes for the two years, 1959 and 1960 respectively, compare as follows: New phonographs, \$11,019,824 to \$11,926,692; used phonographs, \$2,143,809 to \$1,899,532; games, \$5,713,903 to \$6,996,790.

In each of 1960's first six months, West Germany has led all other markets for U. S. coin machines. But the other positions on the market scale were frequently juggled.

Belgium took the runner-up position five out of the six months.

The United Kingdom, strong this year for the first time in many years, notched second position once, third position thrice and fourth position twice.

Canada placed as the third best market two times, fourth four times.

Finishing in fifth position were Venezuela (twice), Switzerland (twice), and Norway and Mexico once each.

**Flux at Bottom**

From sixth position on down, the order of the markets is constantly in flux. Among the markets most often near or slightly below this position were Italy, Netherlands, Australia and Denmark.

The latest report, for June, shows exports totaling \$1,833,874, above average for the year to date.

New phonographs accounted for \$1,065,856 of this—a much greater share than usual. Used phonographs, well below normal, made just \$127,268, while games totaled \$640,750, about average.

The five leading markets were West Germany, Belgium, United Kingdom, Canada and Switzerland, in that order. West Germany led the new phonograph markets with \$407,066. Belgium took the most used juke boxes—\$82,690 worth, and the United Kingdom easily topped the game field, with a \$262,714 order.

Vending machine shipments in June (not shown on chart) hit \$298,629 on 2,015 machines, compared to \$282,260 in May.

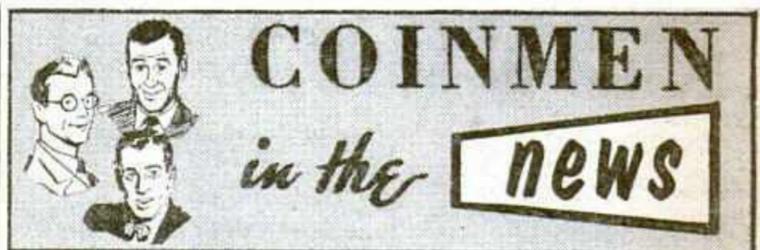
A newcomer to the list of leading markets in June was Chile, which placed thirteenth in order of U. S. juke box-game importers on the strength of a \$37,997 run in new phonographs.

On the rise as U. S. coin markets in the past six months were, in addition to the United Kingdom and Italy (making a resurgence in phonographs after its previously big orders for games were blocked by a government ban on pinballs), Lebanon, Nan Islands (a Pacific base), and Australia.

## Coin Machine Exports

June, 1960

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	607	\$ 407,066	—	\$ —	118	\$ 43,071	725	\$ 450,137
Belgium	268	230,520	335	82,690	605	75,812	1,208	389,022
U. Kingdom	82	42,549	10	2,029	1,575	262,714	1,667	307,292
Canada	87	63,739	36	4,300	806	67,259	929	135,298
Switzerland	85	63,422	—	—	65	26,531	150	89,953
Italy	160	88,140	—	—	—	—	160	88,140
Venezuela	41	33,428	—	—	90	40,184	131	73,612
Lebanon	—	—	14	1,590	584	41,994	598	43,584
Denmark	50	36,853	—	—	11	5,158	61	42,011
Nan Is.	31	25,540	15	12,000	—	—	46	37,540
Australia	—	—	7	3,045	122	21,024	129	24,069
Norway	28	18,940	—	—	2	1,010	30	19,950
Chile	20	17,662	—	—	—	—	20	17,662
Other Countries	53	37,997	84	21,614	327	55,993	464	115,604
Totals	1,512	\$1,065,856	501	\$127,268	4,305	\$640,750	6,318	\$1,833,874



### East

**BOSTON TALK**

Local coinmen keep eying the export market and once more David J. Baker, of Melo-Tone Vending Company, Inc., will go to Europe to look things over. Last year, he and his wife, Goldie, toured six countries and brought back some interesting conclusions. Again, October 3, they will leave for Tel Aviv, Israel, thence to Germany, Denmark, Holland, Belgium and Britain on a seven-week safari.



David Baker

Dave, in his capacity as a partner in International Vending Corporation of Boston, is concerned with the concession business in bowling alleys and this will occupy some of his time in Tel Aviv. Meanwhile, he has bought a Corvette for his son, a student at Rensselaer Polytechnic. The boy's only problem is trying to get the sports car away from Dave.

Dick Mandell, sales manager of International Vending, predicts a big fall season for Rock-Ola and is trying to insure this by flying about the country in the interests of business. He just returned from a trip that took him to Trenton, N. J.; Philadelphia, and New Haven, Conn.

Dick plans to stay home long enough to join his wife, Ruth, and their two children in a party September 10 for their eldest child, Shelley, who will be three on that day. . . . Edward Ravreby, former president of Associated Amusements, Inc., is still confined to his home, nursing a heart condition. Ed would like to see some of his old friends or would be happy to receive cards or messages at his home, 12 Belmont Road, Brookline, Mass.

Marshall Caras, of Trimount Automatic Sales Corporation, reports that between a good summer at the beaches, which has kept phonograph sales on a good level, and an increase in sound system installation, the firm has enjoyed good business over the last three-month period. David Bond and Irwin Margold have still found time to indulge in their favorite sport, golf.



Ed Ravreby

Among coinmen dropping into town in search of music and games were Tom Libbey, of Haverhill; Eva Thurston, of Fall River; Sol Taube, of Manchester, N. H.; Martha Donnini, of Woonsocket, R. I., and Hal March, of Brattleboro, Vt.

Cameron Dewar

**CONNECTICUT CAPERS**

Here it is fall, and to date Ralph Colucci, of Seaboard Distributors Corporation, has yet to determine a starting time for long-anticipated vacation time. Ralph's twin sons, Ralph Jr. and Robert, 19 years old, were working during summer vacation from Wesleyan University. They were summer replacements at Hartford Fire Insurance Company. Both lads, incidentally, made the Wesleyan Dean's list. Ralph listed with average of 88, Robert with average of 87.

Allen M. Widem

**NEW YORK**

Area coinmen were saddened to learn that the mother of Charlie Morell passed away. Charlie is with Local Vending Corporation, Jackson Heights, L. I.

Ren Grevatt

### South

**AROUND MIAMI**

More and more operators sporting smiles these days as collections continue to reflect the upturn that has been evident for the past couple of weeks. Many operators report the reopening of locations that had been closed for the summer. These openings have brought renewed activity at the music and game distributors, with a couple of them reporting the best business in months.

A tip of the hat to Betty Mang, Broward Music Company, who has done an admirable job while fellow worker Marget Wollard was away on her vacation. Betty ran the record department like a veteran. Back from a Canadian hiatus was George Carvasios, Advance Music Company. Sorry to hear that Vic Levine, routeman for Advance Music Company, has decided to go back to Minneapolis. Vic says he misses his grandchildren too much to stay here.

Doris Shapiro, gal Friday at Willie Blatt Music Company, is all smiles again these days. Doris entered the hospital for surgery, and was out less than 48 hours after an operation. But when she will be back at her desk is a moot question. Sorry to hear that Legs Biggers, Allied Equipment Company, is back in the hospital for further checking. . . . Congratulations to Johnny Rizzo, serviceman for Willie Blatt Music Company. Johnny took that marital step September 10.

Sol Tabb, M&M Service, is smiles again these days. Mrs. Tabb is back from a trip up North. . . . Bob Schuman, Budisco One Stop in Miami, took advantage of his recent vacation to visit Budisco's office in Tampa. . . . Joe Barton, Jacksonville manager of Bush International, visiting the Miami office for a close huddle with Ozzie Truppman, and then heading back to Jax.

Ed Mercer, Orange Blossom Music Company, reports that several of the labor camps in South Dade are readying for the fall crop-picking season. This should bring a tremendous influx of labor

(Continued on page 90)

# Scotch-Kilted Lassies With Classy Chassis Boost Drive-In Juke Play

WHEATRIDGE, Colo. — Not only encouraging carhops at the busy Frosted Scotchman Drive-In Restaurant here to push juke box music, but also providing a handy wall box, at their inside station where orders are picked up, has boosted returns impressively for Frank Hilst, of Columbine Music Company here.

The busy drive-in, handling hundreds of cars per day, was something less than a prime phonograph location until recently.

While there was plenty of traffic, including numerous music-loving teen-agers, few would take the trouble to get out of the car and walk inside to the juke box. The carhops servicing the parking area could not be depended upon to go out of their way to promote play either, inasmuch as it was inconvenient for them to walk out of the kitchen, around a service counter, and play the machine.

### Wall Box Helps

Hilst solved the problem once and for all by installing a wall box inside the kitchen, where the carhops give their orders. He felt it was the logical spot at which to promote waitress operation of the juke box.

Since that time, all of the Frosted Scotchman's carhops have made it a habit to ask their customers whether they would like their extra change placed in the phonograph. In about half the times, this gets results, and a single car can be responsible for as many as eight or 10 plays while they are enjoying lunch, dinner, or a snack.

The fact that the Frosted Scotchman employs some of the most personable attractive carhops in the Western drive-in industry, clad in short-skirt Scotch costumes, with white leather boots, has added substantially to the success of this program, according to Hilst.



SCOTCH-KILTED LASSIES in white leather boots do a big promotion job for Frank Hilst at a popular Wheatridge, Colo., drive-in, appropriately titled the Frosted Scotchman. The girls ask customers if they would like to have their favorite tunes played, and usually get good results. A conveniently placed wall box inside the kitchen makes it easy for the girls to drop in the coins and the customers don't even have to leave the cars.

## European Trade's Good Deeds

Continued from page 83

cently raised nearly \$10,000 for charity. The money is being used to buy three mobile motion picture vans, which will be handed over to the Variety Club of Great Britain which operates a fleet of such vans for under-privileged children. The vans will carry the lettering "Donated by Juke Box Operators," and, visiting hospitals, home and institutions in Southern England, the vans will entertain countless children and furnish evidence to the public that the juke box industry is not the sinister, selfish trade often claimed in hostile propaganda. The London motion picture van presentation ceremony attracted the Lord Mayor of London and other high government officials.

In Scandinavia, the coin machine industry is well established in philanthropy, which perhaps helps account for the high prestige enjoyed by the industry in these lands. Aside from juke box philanthropy, the Scandinavian countries have geared payout machine play to charity. For example, in Finland last year the Finnish Red Cross received around \$2 million. In Norway, the Red Cross has been supplied with 2,000 payout machines which it is permitted to operate across the land to help finance its activities, including life saving at sea. About 50 additional machines are operated by other philanthropic organizations, and the number of such machines is being increased this year to 500.

The Norwegian Red Cross is even considering constructing its own payout machines. Finally, in

Sweden the Red Cross receives a major part of its income from the coin machine industry, and, as in Norway, the Swedish Red Cross operates payout machines as a source of budgetary revenue.

The Germans find that their pattern of voluntary philanthropy—and the more spontaneous and voluntarily, the better—yields greater public relations dividends. It is a more flexible form of philanthropy, quite unencumbered by controversy. And it can—and does—take an infinite variety of forms. For example, the nearly \$1,000 won by the Fanfare 100 in the Guernsey Island rock-'n'-roll marathon play was awarded to the Seamen's Lifesaving Service of Britain.

Numerous Continental juke box operator groups have discovered that when certain sites spawn "juvenile delinquency" complaints, such complaints can be dissolved, or at least countered, by philanthropy for playgrounds and other youth activities.

Similarly, complaints by religious organizations have been adjusted by periodic contributions to church charities. At least one German operator organization presented a juke box to a church for its youth recreation rooms, the point being that the new trend toward religious music makes such a gesture timely and in good taste.

As a German juke box operator association official summarized, "The possibilities of philanthropy as a means of offsetting criticism are limitless and can be moulded to fit almost any situation."

## European News Briefs

Continued from page 83

an international approach. Operators shrewdly picked tunes with an ear to the big favorites at the Games. Some operators picked their platters from the national top tune lists of the principal contenders. Operators generally tried to stock their boxes with disks appealing to a particular national delegation to the extent that national groups were clustered in any single area. Since the largest groups of visitors were from the U. S., Britain and the continental countries, U. S. top tunes received the heaviest play from any list. A poll of operators showed that every juke box extant in Rome and vicinity was pressed into service for the games clientele. As one operator with a location in a trattoria not far from the stadium put it, "It's not saying too much to say that a juke box in a location like this is almost literally worth its weight in gold." Most operators "reinforced" their locations with additional boxes leased from unprofitable sites outside Rome or boxes out of use for one reason or another.

## Op Group Hits Easy Money Ads

MUNICH — West German coin machine operators are mounting a campaign to eliminate fraudulent advertising from the coin machine industry. West Germany's coin operator boom has spawned a mass of exaggerated and misleading advertising picturing coin machine operation as the avenue to easy riches. The Central Organization of Coin Machine Operators is tracking down and exposing the worst of such claims. West German newspapers are filled with advertisements offering equipment for sale with "triple your money in three months" guarantees. Much of the advertising is aimed at selling one or two juke boxes to would-be operators for "spare time" operation. The operators association warns that such claims are giving the industry a reputation as a haven for fly-by-night artists, and even when the advertising is honest, it is aimed at luring amateurs into the professional's business. The operators association is working to reduce the number of amateur and financially insecure operators and create, instead, a public image of the operator as a community pillar, a man of substance as well as a professional at coin machine operation.

## Juke Box Dancing Club Opens

WEST BERLIN—A youth club featuring juke box music for dancing has been opened in the West Berlin district of Steglitz under sponsorship of the city government. The Berlin Youth Club is open every weekday evening for dancing to juke box music. Soft drinks and refreshments are sold, and admission is free. The club has an average nightly attendance of 300, and municipal authorities regard it as a great success in combating juvenile delinquency. It is housed on city-owned premises formerly occupied by a so-called jazz cellar which had to be abated as a nuisance. City officials then stepped in with the youth club idea. The juke box industry is delighted with the success of the experiment, which comes as a public relations windfall refuting frequent past press criticism of juke boxes as contributing to juvenile delinquency. Now the coin machine industry has the endorsement of West Berlin youth welfare officials for the juke box as a weapon against youth delinquency.

**ROCK-OLA**  
tempo II  
The World's Finest  
All-Purpose Phonograph  
Versatile — Dependable — Profitable

America's Largest and Oldest  
**ONE-STOP RECORD SERVICE!**  
45 RPM 60c  
All LP's—Regular Distributor. Wholesale—Nothing Over.  
SAME DAY SERVICE  
THE MUSICAL SALES CO.  
The Musical Sales Bldg.  
Baltimore 1, Maryland

GIVE TO DAMON RUNYON  
CANCER FUND

Joe Ash says . . .  
CONTACT ACTIVE FOR **PINBALLS**  
THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!  
Exclusive Gottlieb Distributor for Eastern Pennsylvania, South Jersey and Delaware.  
**ACTIVE AMUSEMENT MACHINES CO.**  
666 N. Broad St., Phila. 30, Pa.  
POplar 9-4495  
Write or wire for prices.  
You can ALWAYS depend on ACTIVE ALL WAYS

**SEPTEMBER SPECIALS FROM SHAFFER**

STEREO PHONOS		Cigarette Vendors	
Seeburg 222 SHR	.....\$945.00	Seeburg 22 Col.	.....\$249.50
Seeburg 220 SR	..... 895.00	Eastern 22 Col.	..... 179.50
AMI JEK 200	..... Write	Eastern 10 Col.	..... 89.50
Wurlitzer 2410S	..... Write	Eastern 8 Col.	..... 49.50
Rock-Ola 1478	..... Write	Rowe 11 Console	..... 99.50
		WALL BOXES	
		Seeburg 03Wa	.....\$89.50
		Seeburg 3W1	..... 49.50
		AMI W-200	..... 79.50
		AMI W-120	..... 44.50
		Wurlitzer 5250	..... 79.50

**SHAFFER MUSIC COMPANY**  
Write for Illustrated Phone Catalog  
849 North High Street  
Columbus 8, Ohio  
Phone AX 4-4614  
Offices in Cincinnati and Cleveland

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

# CLEAN ARCADE GAMES

## FOR SALE

10 Bally Heavy Hitters .....\$295.00 Ea.  
16 Bally Batting Practice ..... 290.00 Ea.

Write or Call

### STAR SUPPLY CO.

7855 Stony Island Chicago 49, Ill.  
Phone: Bayport 1-1616

## ACACIA HAS THE BIG HITS!

### LOW FACTORY PRICES

SALESBOARDS  
TIP BOOKS  
PUSH CARDS  
ROLL TICKETS  
JAR TICKETS

MATCH PAKS  
PADDLE TICKETS  
BINGO SUPPLIES  
BINGO EQUIPMENT

• TAB STYLE TICKETS for LUCKY HOROSCOPE MACHINE (STARS or NUMBERS)  
• LUCKY HOROSCOPE VENDORS (10c or 25c play)

FREE CATALOG—WHOLESALE ONLY

### ACACIA PRINTING CORP.

2855 North Halsted St. Chicago 14, Ill.  
Phone: Wellington 5-2344

# ATLAS . . . Music — Vendors . . . Guaranteed!

### MUSIC SPECIALS!

A.M.I. G-200 .....\$295  
A.M.I. E-120 ..... 165  
A.M.I. WALLOMATIC WQ-200 ..... 75  
A.M.I. WALLOMATIC WQ-120 ..... 45  
ROCK-OLA 1436 ..... 125  
WURL. W.O.M. #5252 (50c) ..... 95  
WURLITZER 1500 ..... 95

In Working Order

### USED CIGARETTE VENDORS

11-Col. NATIONAL (ML) .....\$155  
11-Col. NATIONAL (Slant Front) 175  
12-Col. EASTERN ..... 115  
10-Col. EASTERN ..... 75  
22-Col. EASTERN MARK II ..... 125  
8-Col. ROWE (Mechanical) ..... 40  
9-Col. DUGRENIER (Mechanical) 75  
SEEBURG 800E-1 ..... 250

### MUSIC

SEEBURG 222 SH .....\$945  
SEEBURG 201 SH ..... 825  
SEEBURG 100-J ..... 575  
SEEBURG K-200 ..... 495  
SEEBURG 100-R ..... 475  
SEEBURG 100-G ..... 395  
SEEBURG V-200 ..... 325  
A.M.I. MOD. I-200 ..... 625  
A.M.I. F-120 ..... 325  
WURLITZER 2000 ..... 365

Completely Reconditioned

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS

1/2 Dep. Bal. C.O.D. or Sight Draft F.O.B. Chicago



A Quarter Century of service

## ATLAS MUSIC COMPANY

2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. Armitage 6-5005

## The PROFESSIONAL APPROACH to Profitable Operating . . .



### BUMPER POOL®

Genuine Billiard Cushions  
Formica Burn-Proof Top Rails  
Double Fool-Proof Trip

## POOL TABLES

. . . Real "Pros" in Quality Construction —Durability—Appeal—Earning Power!

Also DELUXE and Model "7450" 6-POCKETS

See Your Distributor or Write Direct

## Valley SALES COMPANY

Sales Affiliate, Valley Mfg. Co.  
333 MORTON STREET, BAY CITY, MICHIGAN • Twinbrook 5-8587

# Sheldon Gisser Reviews European Coin Business



S. Gisser

CLEVELAND—Royalty is entering the coin machine business in England, reports Sheldon M. Gisser, who recently returned from an eight-week combination business trip and honeymoon to seven European countries.

"They (royalty) hold membership in so many private clubs which are now permitted to have slot machines, that some of them have gone into the business," said Gisser. He is the son of Morris S. Gisser, head of Cleveland Coin Machine Company.

Sheldon and his wife, Nancy, purchased a Simca car and together they wheeled across seven nations and visited Cleveland Coin's 65 accounts.

Here is his country-by-country appraisal of the coin machine business in Europe:

ENGLAND—Business is headed in every direction. Slot machines are finding their way into territories other than private clubs. Shuffles, flipper-type pins, and bowlers are very popular.

It's an important market for imports and exports because of the Pound exchange and former colonies still look to England for its supplies in many fields.

FRANCE — American games and music boxes, many of which are smuggled in from surrounding countries, are very popular. The government is expected to liberalize

its restrictions within about 60 days. It should become an excellent market.

SWITZERLAND — Popularity of vending is as much advanced as anywhere in Europe. Economic laws which require stores to be closed makes food vending more popular. Locations must have restaurant licenses to operate a food vender. Bowlers, two and four-player novelty games and music, all predominantly American, are popular.

ITALY—American music boxes and one-player pinballs are popular. Equipment is operating under a restraining order which permits coin machines for the duration of the Olympic Games, to make visitors feel more at home.

HOLLAND—Has become very progressive and the trend is toward greater acceptance. American merchandise is preferred.

BELGIUM—Free port and fine facilities have made it a European import center. It is a major importer of "unshopped" merchandise. Belgium has the mechanics and craftsmen to rebuild and furnish unrepaid American equipment at a much lower cost than is possible in the U. S.

GERMANY—It is nearly self-sufficient and will soon become our most serious competitor. West Berlin is the most productive manufacturing center. Already Germany is the largest supplier of equipment outside the U. S.

Gisser gained 12 new accounts for Cleveland Coin. The firm ships between 50 and 100 machines thruout the world every week.

Gisser, who was graduated from Dartmouth College with an A.B. degree last June, will enter the University of Chicago this fall for two years' study of tax law.

## Tight State Law Squeezes Ark. Ops; Smaller Ones Selling Out

LITTLE ROCK—Another small Arkansas operator has sold out—the latest in a number of them since a 1959 law was passed by the Legislature which makes it tough for the small operator to survive.

Selling was Wally Atkinson, owner of Wally's Amusement Company at Wynn, Ark. He sold a reported 15 pieces of equipment—juke boxes and games—to B & C Amusement Company at Forrest City, owned by Wayne Cartiller and Lloyd Barter, for a reported \$12,000. He sold his cigarette vending machines—a reported 15—to Lee Thompson, owner of Tri-State Vending Company at Marianna, Ark., for a reported \$2,000 to \$3,000. Atkinson owns a drive-in restaurant and will devote his time to that. The tax situation got him, he reported.

The stringent 1959 law, now under attack in the courts—a ruling on its constitutionality is expected by the Supreme Court of Arkansas soon—has been called unfair, discriminatory and confiscatory by small operators.

The law requires that a non-resident of Arkansas cannot operate in the State. It further provides that each operator must get a certificate

from the State to operate. To do this, he must post a performance bond of \$3,000, which costs \$54.

In addition, city tax on each juke box and game is \$5, county tax on each is \$5 and State tax is \$5. Federal tax is \$10, except on bingo-type pin games, which is \$250.

### Sales Tax, Too

In addition, the operator must pay the State a sales tax of 3 per cent of his gross revenue from the machines.

The lawsuit challenging the law is now on appeal in the Supreme Court. It was brought by W. Jake Brown of Little Rock, who owns a night club and has a juke box in it, and Lynn Farr, owner of a music and game operation at Texarkana, Tex.-Ark.

Their attorney, D. D. Panich of Little Rock, contended in his pleadings that the new law is so confiscatory that it would drive small operators out of business.

He also challenged the law on the ground that it violated the State and federal constitutions in that it restricted free trade by not giving equal rights under the law to non-residents of Arkansas.

### Westchester Ops Meet

WHITE PLAINS, N. Y. — The Westchester Operators Guild resumes activity after its annual summer recess, with the first of the new season's monthly meetings next Monday (19) at American Legion Hall here. According to Seymour Pollack, secretary of the organization, meetings will be held henceforth on the third Monday evening of each month.

### P-M to Bow New King-Size Brand

CHICAGO—Philip Morris will shortly introduce its new Commander brand, a king-size cigarette, some 5mm. longer and slightly larger in circumference than the long-sized Philip Morris brand which is being replaced.

A full-scale promotion campaign, utilizing all media, in 50 States is being planned.

**WANTED!**  
**A-1 Mechanic**  
TOP WAGES  
Year Around  
To Manage Arcade  
WRITE:  
**K. A. MUMM**  
21 Lindero Ave., Long Beach 3, Calif.

## MECHANIC

to service Music Boxes, Bally In-Line Games and Cigarette Machines. No floaters. Must have A-1 reference. Give details in letter.

### EVANS SALES & SERVICE CO.

2515 Frederick Ave.  
Baltimore 23, Md.



## Fischer POOL TABLES

STANDARD OF QUALITY  
IMPERIAL "B" & DELUXE 6-POCKETS & BUMPER BILLIARDS

At your distributor, or call Bill Weikel  
**FISCHER Sales & Mfg. Co.**  
Ridge Rd., Box 223, McHenry 4, Illinois

## BOWLERS—ALLEYS

### UNITED

16' LEAGUE B. A. ....\$635  
13' LEAGUE B. A. .... 635  
16' BONUS B. A. .... 525  
16' JUMBO B. A. .... 375  
14' BOWLING ALLEYS ..... 145  
EAGLE S. A. .... 395  
REGULATION S. A. .... 225  
CHIEF S. A. .... 95

### CHI COIN

16' PLAYERS CHOICE B. A. .\$.550  
16' CLASSIC B. A. .... 350

### MIDWAY

JOKER BALLS .....\$395  
RED BALL ..... 225

### CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

858 No. High St., Columbus 15, Ohio  
Tel.: AXminster 4-3529

## SPECIALS!

CC 6 Game s/a ..... Write  
CC 4 Four ..... \$550.00  
CC Bowmaster s/a ..... 475.00  
CC Red Pin s/a ..... 425.00  
Bally Club ..... 425.00  
Bally Lucky Shuffle s/a ..... 395.00  
Bally Super Deluxe ABC s/a. 325.00  
Bally Deluxe ABC s/a ..... 245.00  
Bally ABC s/a ..... 195.00  
Un. Niagara s/a ..... 425.00  
Un. Atlas s/a ..... 375.00  
Un. Eagle s/a ..... 375.00  
Un. Handicap s/a ..... 245.00  
Un. Regulation s/a ..... 195.00  
CC Classic 13' or 16' b/a .. 350.00  
CC TV 13' or 16' w/Rollers b/a ..... 325.00  
CC TV 13' or 16' b/a.... 275.00  
CC Bowling League 11' or 14' b/a ..... 195.00  
Bally Lanes 11' or 14' b/a. 195.00  
Un. Bowling Alley 11' or 14' b/a ..... 195.00  
Bally Tournament 12 1/2' or 14' b/a ..... 275.00  
Bally Champion 14' b/a.... 395.00

## MONROE

COIN MACHINE EXCHANGE, INC.  
2423 Payne Ave., Cleveland 14, Ohio  
Phone: Superior 1-4600

**SHUFFLEBOARD WAX**

Finest grade powder or paste. Chromed Weights, Scoreboards, Liquid Cleaner, Paste Wax, Dance Floor Powdered Wax. Write for free color brochure and prices.

**WAX-OLA, INC.**

444 No. 5th St. Newark 7, N. J.

**CLEANING OUT OUR ARCADES!**

We will have  
LATE PINS, MUSIC,  
BOWLERS, GUNS,  
RIDES, ARCADE EQUIPMENT  
You name it, we have it!

**SPECIAL**  
Cigar Pak Vendors  
\$35.00 Ea.

We Need  
BALLY BINGOS and LOTTA FUNS  
**SCOTT CROSSE CO.**

1641 No. Broad Street, Philadelphia, Pa.  
(Enter 6-4444)

**WORLD FAMOUS EXPORTER**

*Inquiries Invited—*

**SHUFFLE ALLEYS**

- UNITED BANNER ..... \$ 95.00
- UNITED MERCURY ..... 100.00
- UNITED ACE ..... 100.00
- UNITED VENUS DE LUXE ... 135.00
- UNITED 11TH FRAME ..... 95.00
- UNITED REGULATION ..... 215.00
- UNITED HANDICAP ..... 275.00
- UNITED BIG BONUS ..... 575.00
- UNITED TEAM ..... 85.00
- BALLY JET ..... 85.00
- ROLL-A-BALL ..... 89.50

**MISCELLANEOUS**

4 MIDWAY RED BALL. Each. \$225.00

All Equipment subject to prior sale.  
TERMS: 1/3 Deposit With Order  
(Money Order or Cashier's Check),  
Balance C.O.D. or Sight Draft on  
Your Bank.

**Central**  
DISTRIBUTORS, INC.

2315 Olive Street, St. Louis 3, Mo.  
Phone: MAin 1-3511; Cable: "Condist"

**HELP YOURSELF TO MORE VENDING PROFITS**



Get VEND Every Month Thru a Money-Saving Subscription

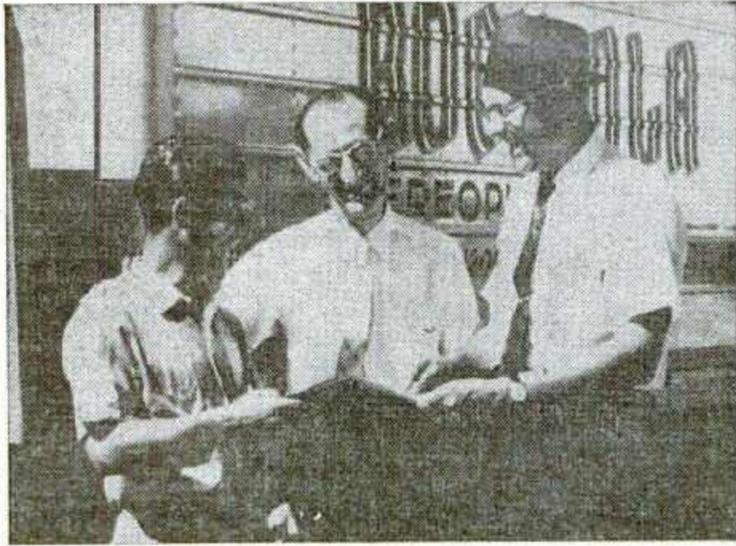
More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine  
2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$5  3 years \$11  
 Payment enclosed  Please bill me  
(Foreign rate, one year \$10) 964

Name .....  
Address .....  
City..... Zone... State.....  
Occupation .....



**HYMIE ZORINSKY** (center), Omaha distributor, gets together with his salesman, **Joe Blend**, and **Frank Mitchell**, Rock-Ola director of sales, after Mitchell and Blend completed a 1,700-mile truck-sales junket thru Iowa and Nebraska.

**GOT RHYTHM, NOTHING MORE**

**It's 8 Men to a Juke Box At Isolated U. S. Air Bases**

**LUXEMBOURG CITY**, Luxembourg—The never-never land of Luxembourg is flying high on a juke box and coin game boom powered by U. S. airmen. Luxembourg coin machine operators are fattening off 15,000 airmen stationed at the twin bases of Bitburg and Spangdahlem in the Eiffel Mountains of West Germany.

The Eiffel is notorious in Germany for being one of Europe's most desolate areas, isolated and barren. Luxembourg City is the nearest metropolis, if that's the word.

Consequently, the Grand Duchy, a delightful realm in a true story-book setting, is exerting itself to amuse the airmen on their passes from the bases. As a staunch member of the North Atlantic Treaty Organization, Luxembourg counts it a patriotic obligation. And as a Swiss-type, tourist-minded land, Luxembourgers never need have a good thing pointed out to them.

**Deluge of Airmen**

As Ernest Villier, an official in the Lord Mayor's office, confided: "When your airmen first began visiting the Grand Duchy we were in a bit of dither, I'm afraid, about how to entertain them. It's not easy, you know, suddenly being deluged by 15,000 young men.

"Somebody suggested, 'If they're Americans then they'll want juke boxes and those games you play with coins.' And everything just sort of worked out from there."

Villier hazarded that Luxembourg, because of the heavy patronage of the U. S. forces, probably has the world's highest concentration, per capita, of juke boxes and coin games. The Grand Duchy has a grand total of 290,000 population. Villier says there are 1,750 juke boxes and 850 games. "We think this quite large," he explained, "because most of them are concentrated in Luxembourg City, which has only 62,000 population."

**U. S. Machines**

Coin machine profits have helped many Luxembourg locations to spruce up their premises and expand for the U. S. A. F. trade. It's good business for the U. S. coin machine industry, as almost all the equipment is American.

"Our operators find that Americans are distrustful of foreign-made equipment, no matter how good it may be," Villier noted. "They want the familiar brand names on their juke boxes as well as on their toothpaste."

Grand ducal authorities have high praise for the department of the visiting Americans. The Bitburg and Spangdahlem bases are only 20 miles from Luxembourg City, and the little capital is thronged

every night with American servicemen.

"Our police have very little trouble with the airmen," Villier reported. "They are very well behaved, and we give a lot of the credit to your coin machines."

"A soldier playing his favorite song on a juke box or playing a coin machine game is a soldier who will stay out of trouble. The more time and money they spend playing coin machines the less they will spend drinking."

Villier apologized for "my terrible habit of moralizing," and wound up, "But we have a lot of other attractions in Luxembourg for your airmen besides coin machines. We have some very interesting museums with ancient armor, and we have some of Europe's best preserved medieval castle sites."

"I may have made it sound like we're nothing but a country of coin machine operators, but actually we do a great many other things to make a living. We like your coin machines because they make life a little brighter—for us, and for our guests: your airmen."

**R. Carlson Named To Seeburg Post**

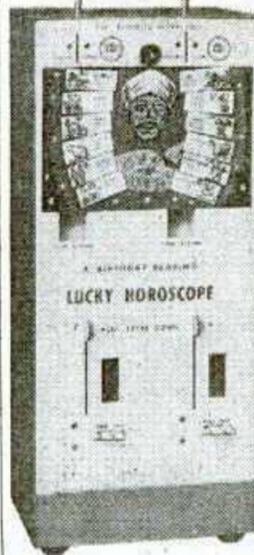
**CHICAGO**—Robert R. Carlson has been named general manager of The Seeburg Corporation's contract division, according to an announcement by Robert R. Kelly, Seeburg's executive vice-president. Carlson was a product buyer in the company's purchasing department. In his new post he will handle marketing and sale of the company's government work as well as special products such as the Western Union Telefax. Warren Cummins, who formerly held the post with Seeburg, is leaving the company and moving to Arizona.

**Service Games Adds Taiwan and Okinawa**

**PANAMA**, Republic of Philippines—Service Games, Inc. (Panama), here has taken over the Taiwan (Republic of China) and Okinawa distribution areas formerly covered by Barclay & Company, Inc., according to L. O. d'Aquino, Service Games' general manager.

Service Games is now exclusive distributor in these countries for Rock-Ola, Bally, American Shuffleboard and Sega.

The firm's Taiwan headquarters is in Taipei, while the company will operate out of Naha in Okinawa.



**New LUCKY HOROSCOPE**  
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD

Size: 18"x8"x6"  
Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

**MID-STATE CO.** 2369 Milwaukee Ave. Chicago 47, Illinois  
Phone: Dickens 2-3444

**NEW EQUIPMENT NOW DELIVERING**

- BALLY CHALLENGER BOWLERS, OFFICIAL JUMBO
- BALLY BALL PARK, ROLLER DERBY
- BALLY FIRE CHIEF, THE CHAMPION, LITTLE CHAMPION
- ROCK-OLA PHONOS 120-200 SELECTION
- BALLY & FISCHER POOL TABLES, SLATE TOP

*Write or Call for Prices*

**MUSIC**

**ROCK-OLA**

- Mod. 1442, 50 Sel. \$295.00
- Mod. 1444, 120 Sel. 275.00
- Mod. 1454, 120 Sel. 425.00
- Mod. 1455, 200 Sel. 400.00
- Mod. 1458, 120 Sel. 550.00
- Mod. 1465, 200 Sel. 595.00
- Mod. 1468, 120 Sel. 725.00
- Mod. 1475, 200 Sel. 795.00
- Mod. 1462 ..... 525.00
- Mod. 1546 Wall Bxs. 49.50

**SEEBURG**

- Mod. M-100-B ..... \$225.00
- Mod. M-100-C ..... 300.00
- Mod. HF-100-G ..... 395.00
- Mod. HF-100-R ..... 450.00
- Mod. V-200 ..... 275.00
- Mod. KD-200 ..... 450.00
- Mod. 3W-1 Wall Bxs. 49.50

**WURLITZERS**

- Model 2000 ..... \$345.00
- Model 2100 ..... 445.00
- Model 2150 ..... 445.00
- Model 2200 ..... 445.00
- 5210 Wall Boxes ..... 59.50

**PINBALL GAMES**

- Bally Laguna ..... \$745.00
- Beach .....

**5-BALL**

- Bally Carnival ..... \$125.00
- Bally Balls-a-Poppin' ..... 50.00
- Gott Duette ..... 90.00
- Gott Double Action ..... 275.00
- Gott Brit Star ..... 195.00
- Gott Gondolier ..... 190.00
- Gott Race Time ..... 245.00
- Gott Roto Pool ..... 175.00
- Gott Criss Cross ..... 175.00
- Gott Flagship ..... 125.00
- Gott Rocket Ship ..... 150.00
- Gott Gladiator ..... 90.00
- Gott Atlas ..... 300.00
- Gott Super Circus ..... 190.00
- Gott World Champ ..... 100.00
- Wms. Super Score ..... 50.00
- Wms. Naples ..... 140.00
- Wms. Steeplechase ..... 90.00
- Wms. Reno ..... 75.00
- Wms. Starfire ..... 150.00

- Wms. Top Hat ..... \$125.00
- Wms. 3-D ..... 175.00
- Wms. Gusher ..... 100.00
- Genco Showboat ..... 125.00
- Wms. 4 Star ..... 100.00
- Arabian Nights ..... 30.00
- Poker Face ..... 35.00

**SHUFFLES**

- Bally Official Jumbo Bowler ..... Write
- Bally Monarch Bowler ..... Write
- Chi. Coin Drop Ball, Deluxe (like new) \$299.50

**BOWLERS**

- Bally Strike Bowler ..... \$275.00
- Bally Pan American Bowler ..... 495.00
- Chi Coin Bowling League Bowler ..... 298.00
- Chi Coin King Bowler ..... 495.00
- Chi Coin Classic Bowler ..... 345.00

**ARCADE**

- Bally Heavy Hitter \$299.00
- Jet Pilot ..... 325.00
- Rebound Shuffle ..... 45.00
- Skill Roll ..... 45.00
- Skill Parade, Deluxe ..... 195.00

All machines have been checked and cleaned

**CALDERON DISTRIBUTING, INC.**

433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

**A Few Left! MERCURY GRIPPERS**  
Counter Model 8 Different Plays \$33.50  
Deluxe Floor Model 13 Different Plays \$79.50



You'll Like The Way We Do  
**Business at FIRST**  
—where the Customer is always FIRST!

**IMPORTERS!**  
Send for Your **FREE** 56-Page Illustrated 1960-'61 CATALOG

**NOW DELIVERING**  
Valley 6-POCKET POOL TABLES  
Irving Kaye 6-POCKET POOL TABLES  
Finest Money-Makers, Everywhere!  
Also... the most complete line of New Bumper Pools.

**NEW GAMES**  
Bally CHALLENGER BOWLER  
Bally ROLLER DERBY  
Bally OFFICIAL JUMBO  
Chicago Coin PONY EXPRESS  
Chi. Coin DUCHESS BOWLER  
Chi. Coin DUKE BOWLER  
Chi Coin 6-GAME BOWLER  
Games SUPER WILDCAT  
Gottlieb SPOT-A-CARD  
Kaye KLUB BUMPER POOL  
Keeney RED ARROW  
United SAVOY  
United SUNNY  
Williams SPACE GLIDER  
Williams MUSIC MAN  
Williams OFFICIAL BASEBALL

Cable: "FIRSTCOIN"—Chicago  
**FIRST** COIN MACHINE EXCHANGE  
Joe Kluge & Wally Finke  
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

when answering ads . . .  
**Say You Saw It in The Billboard**

## BUY! METAL TYPERS

**VENDING ALUMINUM IDENTIFICATION DISC**

### WHY!

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"



**STANDARD HARVARD**  
METAL TYPER, INC.

1318 N. WESTERN AVE.  
CHICAGO 22, ILL.  
EV 4-3120



# COINMEN

*in the* **news**



Continued from page 86

into the area. Sounding more optimistic than they have been in several months were **Jim Manning**, Manning Music Company, West Palm Beach, and **Ronny Shapiro**, Broward Music Company, Fort Lauderdale. Also reporting renewed activity was **Red Gurkin**, Belle Glade Music Company.

*Raoul Shapiro*

#### TENNESSEE TOPICS

**Drew Canale's** new baby arrived September 1. Drew and wife **Helen** named him **Anthony Shane Canale**, will call him **Shane**. They have two other sons, **Drew J. Canale**, 3, and **William Brooks Canale**, 1. Drew, owner of Canale Amusement Company and Canale Tobacco Distributors Inc., is president of Memphis Music Association, the association of local operators, and is instrumental in trying to get operators over the State organized into Tennessee Music Operators Association.

**George Sammons**, president of Sammons-Pennington Company, and **Allen Y. Keller**, partner in Central Amusement Company, are good Samaritans. They worked Labor Day (while other citizens were taking it easy behind TV sets) at Memphis Boys' Town to help raise money to run the charitable institution for the coming year. It was a sort of fair, with rides, games and food, and with proceeds to Boys' Town. George operated a Chuck-a-Luck booth and Keller a ring game.

About the State: **Charles Keene**, Keene Amusement Company, Union City, was out dove hunting when The Billboard scout called. . . **H. A. Waller**, Ideal Amusement Company, Jackson, recently sold his wholesale oil business, Ideal Oil Company. He said he will devote his full time to his music and game route. Waller, incidentally, is president of the organizing Tennessee Music Operators Association, would like to see the entire State organized before the Legislature convenes January 15.)

**Jourd White**, White Music Company, Paris, who has some good locations at this growing tourist resort, reports the best year ever. . . Ditto for **Charles Eaker**, Eaker Music Company, Paris, who reports the fishermen who came to Kentucky Lake really gave the juke boxes, games and cigarette machines big business this past summer. . . **Otis Emerson**, Emerson Music Company, Rutherford, has a successful sideline—raising milk cows.

**Roy Morris Jr.**, who inherited the business from his father a year ago, Morris Amusement Company, is making a success of two jobs. He operates the business on week-ends and works in Memphis during the week as an engineer at a TV station. The music and game route is at Somerville, Tenn., about 60 miles from Memphis. He commutes to Memphis daily. . . **Earl McDaniel**, McDaniel Amusement Company, Jackson, and **S. E. Scott**, Scotty's Amusement Company, Jackson, were dove hunting when The Billboard scout called.

**H. C. Cresswell**, Cresswell Amusement Company, Milan, reports farmers in his area had very successful crops this year. His county is the biggest strawberry-producing county in the State, and altho produces a large tomato crop. Cresswell also reports the cotton looks good. . . **Raymond Mullins** and **Tino Hankins**, Jackson Amusement Company, recently expanded their operations to adjoining Henderson County. Before, they had operated only in Jackson and Madison County. They installed two-way radio in their vehicles, which allows them to operate in the adjoining county without additional overhead, they said.

*Elton Whisehunt*

#### BIRMINGHAM

**Mr. & Mrs. Max Hurvich**, Birmingham Vending Company, are announcing the engagement of their son **Fred** to **Linda Rocker**, of Cleveland, O. Wedding date is December 26 in Cleveland.

## West

#### COLORADO AND WYOMING

**Lou Barbero**, formerly operator of a free-lance phonograph and amusement repair service, Denver, has joined the staff of Century-Supreme Music Company as a repair man. Barbero brings a wealth of experience to Century-Supreme, having serviced every known type of amusement machine in years past.

Bowling alleys, at one time representing only a small percentage of the juke box location potential in the Denver area, have become one of the most important in recent years. Currently, there are 30 major bowling alleys operating in the Denver area, each of which represents at least one phonograph spot, and can accommodate anywhere from a dozen to two dozen amusement machines. Locations in bowling alleys are split largely between **Bob Rothberg**, of Continental Music Company; **Glenn Huber** and **Frank Pierce**, of Century-Supreme Music Company, and **Dan** and **Sam Keys**, of Apollo Music Company.

One reason why **Dan** and **Sam Keys**, of Apollo Music Company, have become bowling alley specialists from a phonograph operating standpoint, has been their success in sponsoring highly successful bowling teams in local leagues. The supreme achievement to date has been a third-place win in the Women's International Bowling Congress play-offs in Denver for 1960, posted by a women's team wearing the Keys brothers' Apollo Music Company banner. Being able to quote sponsorship of a team good enough to come in third in the national championships has had a lot to do with a respectful attitude from bowling alley owners, says **Dan**.

**Wilbur Beyers**, Fort Collins, Colo., operator, lost a prime spot in Estes Park, Colo., for an unusual reason recently. The restaurant

*(Continued on page 94)*

### THERE IS NO SUBSTITUTE FOR QUALITY

BINGOS	SHUFFLES & BOWLERS	PIN GAMES
Big Times ..... \$45	2 C. C. Red Pins ..... \$425	Circus Wagon ..... \$ 75
Broadways ..... 75	6 Un. Six Star	World Champ ..... 125
Nite Clubs ..... 75	Regulations ..... 310	Picnic ..... 250
Big Shows ..... 75	6 Un. Eagles ..... 350	Royal Flush ..... 125
Show Times ..... 75	3 Un. Atlas ..... 425	Virginia ..... 50
Beach Beautys ..... 75	Bally A B C ..... 195	Thunderbird ..... 75
Pixies ..... 65	Un. Regulation ..... 195	Toreador ..... 125
Surf Clubs ..... 50	Bally Super Deluxe ..... 195	Double Action ..... 285
Varieties ..... 50	ABC ..... 225	Duetto ..... 100
	Lightning ..... 185	Fun House ..... 75
	Capitol ..... 185	Majestic ..... 225
	Clipper ..... 185	Marathon ..... 125
	Blinker ..... 185	Picadilly ..... 75
	Triple Strike ..... 185	Sea Belles ..... 125
	Fire Ball ..... 185	Gladiator ..... 100
		Continental Cafe ..... 175
		Tournament ..... 115
		Top Hat ..... 125
		Roto Pool ..... 175
		Flagship ..... 160
		Steeple Chase ..... 110

40 UNITED—BALLY—CHICAGO COIN SMALL BALL BOWLERS. PHONE FOR SPECIAL PRICE.

WURLITZER DISTRIBUTORS

## CLEVELAND COIN

MACHINE EXCHANGE Inc.

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715



## Big Plans? Make 'em Work with Equipment from WORLD WIDE!

### WANT TO BUY

**BALLY LAGUNA BEACH—COUNTY FAIR—BALLERINA—SEA ISLAND**

**WILL PAY TOP DOLLAR! CALL COLLECT!**

PHONOGRAPHS		UPRIGHTS	
ROCK-OLA 1475-200 ..... \$745	TWIN WILDCAT ..... \$445	WILDCAT ..... 325	
ROCK-OLA 1468 Stereo-120. . . 745	LITTLE BUCKAROO ..... 275	LITTLE BUCKAROO ..... 275	
ROCK-OLA 1468-120 ..... 695	BIG 3 ..... 545	BIG 3 ..... 545	
SEEBURG HF 100L ..... 525	DOUBLE SHOT ..... 175	DOUBLE SHOT ..... 175	
SEEBURG HF 100R ..... 475	SKEET SHOOT ..... 155	SKEET SHOOT ..... 155	
ROCK-OLA 1465-200 ..... 525	PLAY BALL ..... 145	PLAY BALL ..... 145	
ROCK-OLA 1458-120 ..... 545	WAGON WHEEL ..... 125	WAGON WHEEL ..... 125	
ROCK-OLA 1454-120 ..... 445	COUNTY FAIR ..... 110	COUNTY FAIR ..... 110	
ROCK-OLA 1448-120 ..... 395			
ROCK-OLA 1446-120 ..... 325			
ROCK-OLA 1438-120 ..... 275			
SEEBURG HF 100G ..... 375			
SEEBURG M100C ..... 275			
SEEBURG M100B ..... 225			
WURLITZER 2150-200 ..... 445			
WURLITZER 1700-104 ..... 255			
A.M.I. H120 ..... 475			
A.M.I. G120 ..... 375			
A.M.I. D80 ..... 145			

#### ARCADE

C. C. Bull's-Eye DROP BALL. \$275  
 C. C. CRISS CROSS HOCKEY... 225  
 Bally GOLF CHAMP ..... 175  
 Bally SKILL ROLL ..... 75  
 Wms. SIDEWALK ENGINEER... 75  
 Wms. SHORTSTOP ..... 245  
 Wms. 4 BAGGER ..... 125

Cable Address "GAMES" Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave. Phone: EVerglade 4-2300

## MONEY-SAVING SUBSCRIPTION

Order

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

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

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 953

Name .....

Company .....

Address .....

City..... Zone..... State.....

Type of Business ..... Title.....



## WANTED

# A-1 BINGO MECHANIC

Write:  
The Billboard Publ. Co.  
**BOX #105**  
188 W. Randolph St.  
Chicago 1, Ill.

## WE NEED

### BALLY BOWLERS

Lucky—14 foot  
Trophy—14 foot  
Pan American—14 foot  
Challenger—11 and 14 feet

### BALLY SHUFFLES

Club De Luxe—8 foot  
Monarch—8 foot

**We also need**

### ROCK-OLA

1438 — 1446 — 1443  
1454 — 1455

### WURLITZER

1700 — 1800 — 1900  
2000 — 2150 — 2250

**ALSO FREE PLAY BASEBALLS**

## RUNYON SALES COMPANY

Factory Representatives for:

AMI Inc., Bally Mfg. Co., Irving Kopy Co.  
593 10th Ave., New York 36, N.Y.  
Longacre 4-1880

221 Frelighuysen Avenue, Newark 12, N. J.  
81 3-8777

231 Windsor Street, Hartford, Conn., JA 7-4470  
Cable Address—RUNYONEX

## THE BEST FOR LESS

### WALL BOX SPECIALS

See. 3W 1 Ch. .... \$39.50  
 See. 200 Sel. W.B. ... 77.50  
 120 Sel. Rock-Ola  
 W.B. .... 27.50  
 50 Sel. Rock-Ola  
 W.B. .... 17.50

### PHONOS

AMI D-80 ..... \$115.00  
 Rock-Ola 1455D .... 395.00  
 Wur. 1400 ..... 85.00  
 See. C ..... 215.00  
 K D ..... 435.00  
 V-200 ..... 285.00  
 See. G ..... 335.00

### UPRIGHTS

Big Horn ..... \$145.00  
 Gen. Silver Chest ... 25.00

### (5 BALLS)

Peter Pan ..... \$ 50.00  
 Wms. Spark Plugs ... 35.00  
 Jockey Club ..... 55.00  
 Sluggin' Champ ..... 70.00  
 Mystic Marvel ..... 65.00  
 Daisy May ..... 40.00  
 Twin Bell ..... 65.00  
 Frontiersman ..... 65.00

### ARCADES

C.C. Rocket Shuffle .. \$ 75.00  
 Telequiz ..... 65.00  
 Un. Team Shuffle ... 85.00  
 C.C. Drop Ball ..... 295.00  
 Sidewalk Engineer .. 75.00  
 Genco Motorama .... 195.00  
 Ex. Shooting Gallery .. 75.00

Call, Write or Cable  
Cable: LEWJO

## Lew Jones Distributing Co.

Exclusive Wurlitzer Distributor

1301 N. Capitol Ave. 1635 Central Pkwy.  
Indianapolis, Ind. Cincinnati, Ohio  
Tel.: MEIrose 5-1593 Tel.: MAin 1-8751

### GIVE TO DAMON RUNYON CANCER FUND

# Davis Scores P-R Coup With New York State Fair Display

By REN GREVATT

SYRACUSE — Davis Distributing Company, Seeburg distributor in New York, scored a major coin machine public relations coup at the New York State Fair here, this week. At its booth in the State industrial building, Davis, with the co-operation of Seeburg, Columbia Records and other organizations, put on a crowd-stopping display tabbed "From Tinfoil to Stereo," which without question, proved one of the main attractions at the fair.

The display literally traced the history of coin-operated phonographs via an exhibit of 17 separate machines dating from the earliest Edison tinfoil record phonograph of 1877. All units were in working order and most of the older models were on display thru the co-operation of the music museum in Deansboro, N. Y., owned by Arthur Sanders.

The idea for the exhibit was the brainchild of Ted Kisil, Davis public relations director. Kisil estimated that during the course of the fair, which was due to close Saturday (10), between 250,000 and 300,000 viewers would have passed thru the display.

Major attention getters were two old-time music machines. One of these was a Seeburg 1916 Orchestration, a unit which, thru a perforated paper roll record, can duplicate the sound of 51 different instruments. In clear view within the top area of the unit are a zylophone, tambourine, mandolin, castanets, wood block piano, bass drum, tom tom, snare drum and cymbal.

Whenever this unit was turned on, fascinated crowds immediately mobbed the display. A companion unit, on the opposite end of the booth was used as an alternate. This was a Mills Violin Virtuoso player dating from 1912. In this set, the sound of a violin and piano was duplicated and again the workings inside were in clear view. Among other units on display

were a Victor Model A talking machine dating from 1901. A Peerless piano unit from 1904 and various models of Seeburg juke boxes which in themselves traced the development step by step of the modern progress of juke box manufacturing. Key item of this group was the current Seeburg stereo unit, which was equipped with two sets of special demonstration headphones.

Stereo 33 records, provided by Columbia and Capitol were offered at a nominal fee. Kisil said at presstime that more than 1,000 of the record packets had been distributed.

A feature of the promotion was the book "From Tinfoil to Stereo," from which the display took its theme.

The book, a detailed history of the coin music box and phono field was authored by Oliver Read and Walter Welch. Professor Welch was present at the booth along with music museum owner Sanders. Both answered the many questions fired by interested onlookers.

Welch also presented a copy of the book to New York Governor Nelson Rockefeller who was the honored guest at the fair Thursday (8). Bobbs Merrill, publishers of the book, made copies available for sale at the booth.

Rarely has any coin machine venture achieved the kind of favorable press coverage accorded the

(Continued on page 95)

## WANTED FIRST-CLASS MECHANIC

TO MANAGE  
AND SERVICE  
A  
JUKE BOX ROUTE  
IN  
SOUTHERN OHIO

Write Box D-154, c/o The Billboard,  
2160 Patterson St., Cincinnati 22, O.

## COMPLETELY RECONDITIONED UPRIGHTS

- Auto Bell Horoscope (fl. samp.)...\$195
- Auto Bell Galloping Dominoes... 165
- Auto Bell Mermaid... 195
- Games Inc. Skeet Shoot... 165
- Games Inc. Double Shot... 165
- Games Inc. Super Hunter... 165
- Games Inc. Wild Cat... 325
- Games Inc. Twin Wildcat... 395
- Bally Jumbo 60. New, call or write
- Skill Score. New, call or write

## FIVE BALLS

- Gottlieb Coronation...\$ 45
- Gottlieb Classy Bowler... 75
- Gottlieb Auto Race... 75
- Bally Circus (2 pl.)... 95
- Gottlieb Royal Flush... 135
- Gottlieb Criss Cross... 145
- Gottlieb Race Time (2-pl.)... 275
- Gottlieb Sweet Sue (4-pl.)... 395

## BOWLERS AND ARCADES

- Bally ABC Tournament Bowler,  
12 1/2'...\$265
- Bally ABC Champion Bowler, 14'... 325
- Bally Super Deluxe ABC Shuffle  
Bowler, 8 1/2'... 275
- Bally Rebound Shuffle... 30
- United Bowling Alleys, 14'... 145
- Chi. Coin Hollywood Shuffle Bowler... 135
- Williams Deluxe Baseball... 45
- Am. Shuffleboard, 20' Overhead  
Score Unit & Lights... 345

## MUSIC

- AMI F-120...\$295
- Wurlitzer 1650 (45 RPM)... 125
- Seeburg V-200... 265
- Seeburg V-200 (conv. to VL with  
speed read program holder)... 345
- Seeburg KD-200... 345
- Rock-Ola 1455D... 395

Rush deposit to:



LEFT TO RIGHT: Ted Kisil, public relations director for Davis Distributing Company, Syracuse; New York Gov. Nelson Rockefeller and Ren Grevatt of The Billboard. Kisil and Grevatt met the governor during his brief tour of the New York State Fairgrounds following the annual governor's luncheon. Kisil put on the Davis company's highly successful exhibit, titled "From Tinfoil to Stereo."



NEW YORK STATE FAIR crowds jam the exhibit area of the Davis Distributing Company's display, "From Tinfoil to Stereo," to catch a glimpse of the old-time music and juke boxes featured in the exhibit. Fair officials rated the Davis exhibit one of the most popular on the sprawling grounds in Syracuse.

*Bally*  
chicago coin  
WANTED MUSIC

DISTRIBUTORS FOR  
DISTRIBUTING, INC.  
222 E. 3RD ST. CINCINNATI 2, OHIO

WE HAVE THE LARGEST SELECTION OF COIN-OPERATED  
MACHINES IN SOUTHERN OHIO

Call us collect for  
Funways, Lotta Funs, Sea Islands, County Fairs, all types of uprights  
and many other games.  
We buy and trade.

Phone: DUnbar 1-5152-53. Ask for Clint or Harold.

THE CINCINNATI COIN MACHINE CENTER

FOR SALE LIKE NEW

Ballerina .....	\$475.00	County Fair .....	\$585.00
Sea Island .....	375.00	Carnival Queen ...	265.00
Beach Time .....	225.00	Cypress Gardens ...	165.00
Miss America .....	110.00	Sun Valley .....	125.00
Lotto Fun .....	425.00		

1/3 DEPOSIT

COIN MART, INC.

1055 Baronne St., New Orleans, La. Tel.: MA 3931

LOCATION READY  
BARGAIN BUYS!

	SEEBURG
222SH .....	\$950.00
201 .....	795.00
100 W .....	375.00

NEEDED FOR EXPORT ORDERS

Seeburg KD 200's ...	Wurlitzer 1700's ...
... V200's ... VL 200's	... 1800's ... 1900's

Here's your opportunity to trade up to  
Seeburg "Artist-of-the-Week"  
income boosters!

Terms:  
1/3 deposit  
required.

WORLD EXPORT  
WESTERN EXPORT  
DISTRIBUTING

Exclusive Seeburg Distributors

738 East Erie Blvd.  
Syracuse 3, N. Y., U. S. A.  
Phone: GRanite 5-1431

# OVERNIGHT SUCCESS

bold new compact styling  
stars in first  
field sampling

Lyric

See it on display at our showrooms

MILLER-NEWMARK Distributing Co.

5743 W. Grand River Ave.	Detroit 8, Michigan	TYler 8-2230
42 Fairbanks St., N.W.	Grand Rapids, Michigan	GL 6-6807

# Memphis Ops Fight 1c Cig Tax Increase

MEMPHIS — A committee of cigarette industry representatives will meet with Mayor Henry Loeb this week to protest a proposed 1-cent-per-pack city tax.

Drew Canale, president of the Memphis Music Association, is chairman of the committee. Other committee members are Charles Wilmoth, president of Memphis Restaurant Association; W. B. Brazelton, president of Samelson Tobacco Company; Louis Barsotti, partner in Tennessee Tobacco Company; Clyde Stephens of National Retail Grocers Association, and Charles E. White, field director for the Tobacco Tax Council.

Mayor Loeb announced several weeks ago that a proposed 1-cent tax increase on cigarettes would be sought. The Legislature must pass enabling legislation before the City Commission can pass an ordinance setting up the tax.

The city put a 1-cent-per-pack tax on cigarettes two years ago. It brought in \$500,000 revenue per year.



**WILLIAM J. STEPHENSON** has been named sales promotion coordinator for AMI, Grand Rapids, Mich. He succeeds William E. Fitzgerald, recently named director of advertising and public relations for Automatic Canteen Company of America, Chicago, parent company of AMI. Stephenson was formerly advertising and sales promotion manager of Anker Cash Register Corporation, Chicago.

## Op Voted County Judge

RIPLEY, Tenn.—Odean Craig, owner of Craig Amusement Company, was elected County Judge of Lauderdale County (Ripley is the county seat) in the recent general election. He sold his music and game route—a reported 30 pieces of equipment—to Bill Uttz., owner of Dixie Novelty Company at Covington, Tenn. The County Judge office is for six years. Craig said he felt he could not hold the position and also operate a private business, so sold out so there would be no conflict of interest.

## LUCKY BREAK

# Foote Bucks Odds; Wins Fire Battle

SELMER, Tenn.—W. E. Foote, owner of Foote Amusement Company, ran into a burning service station truck stop recently and rescued a new juke box despite the warning of those standing by that the building might explode at any minute.

Foote said he would risk the danger. He got the juke box, which he had recently finished paying for, without any damage to it or himself.

The truck stop, named The Clock, burned to the ground and several adjoining buildings were also destroyed.

### No Bang

There was no explosion. The fire started when a truck driver, who had stopped for gasoline, lighted a cigarette. Gasoline fumes from a leaking tank caught fire.

The leaking gasoline had spread before the match ignited it, spreading the flames to adjoining buildings.

## Georgia County Outlaws Pinballs

JACKSON, Ga.—Pinballs, apparently of all types, have been ordered out of Butts County. The local sheriff commented that pinballs have not been a major problem in the county but "since other counties are getting rid of their machines, we figure it's a good time to do away with ours."

# Trucano Honored by S. D. Ops; 25 Yrs. in Coin Machine Field



A. G. (TONY) TRUCANO receives a plaque from the South Dakota Phonograph Operators' Association in recognition of his charter membership in the association as well as his 25 years in the coin machine business. Gordon Stout (right) makes the presentation, with John Trucano, Lead, S. D., Tony's son, looking on.

DEADWOOD, S. D.—A plaque was presented to Tony Trucano of this city at the recent banquet of the South Dakota Phonograph Operators Association, in recognition of Trucano's 25 years in the vending machine business and his charter membership in the association.

Trucano is head of the Black Hills Novelty Company here. The presentation was made by Gordon Stout of Pierre, S. D., who also is a charter member of the association.

Trucano made a trip to California in August, 1935. On this trip he decided that there was a future in the juke box business and bought his first juke boxes. He placed them in his Eagle Inn in Deadwood. While he still owned the inn, he and Verling Geib started the Black Hills Novelty Company. Offices of the firm were in the poolroom of the saloon.

Following a period of ill health, his physician advised him to get out of the bar and casino business. The new company was then four years old. He had faith in its future and sold the Eagle Inn.

In 1942, business was growing for the Black Hills Novelty Company. Trucano desired to expand and dissolved his partnership with Geib. Trucano took the name of the firm and moved it to its present location on Sherman street here.

The business has been growing since. Trucano added games, and in 1937, cigarette vending machines. In 1957 he bought out the

Wilson Vending Company of Newcastle, Wyo., which enlarged his operation about 25 per cent. In the summer of 1958 he went into the background music field. He has expanded this department to serve four Black Hills cities.

Twenty-five years ago this month Trucano owned one juke box; today he has just under 500 pieces of equipment on location within a 100 mile radius of Deadwood. A few years ago he was joined by his son, John, in the operation of the Black Hills Novelty Company.

# S. D. Operators Elect Officers; Manolis Prexy

DEADWOOD, S. D. — Ronald Manolis of Huron, S. D., was re-elected president of the South Dakota Phonograph Operators Association at its annual banquet and business session here. John Trucano, Deadwood, was elected vice-president, and Earl Porter, Mitchell, was re-elected secretary-treasurer.

Directors are Elmer Cummings, Brookings; Lloyd Morgan, Rapid City; Norm Gefke, Sioux Falls; and Burrell Brown, Mobridge, S. D. The meeting was held August 21 at the Bodega Cafe here. About 50 members of the association and their wives attended.

The next meeting of the association will be held in Huron in January.

## 'LES FLIPPERS' TALK OF PARIS

LONDON — Pinballs have become the Frenchman's cup of tea, if we are to believe London Evening Standard columnist Donald Edgar. Edgar, quoted in The World Fair, British trade paper, comments: "One of the most well-known figures in Paris is a man whom everyone talks of in the cafes—but whom nobody has seen. He is Mr. Gottlieb of Chicago, who makes the pin tables which, in the last few years, along with the juke boxes, transformed the cafe life of Paris. 'Les Flippers,' the things you flip to keep the ball in play, are more discussed in Paris than the situation in Algeria.

## Locations Buy 384 \$250 Tax Stamps

ST. LOUIS — Location owners have purchased 384 coin-operated gaming device stamps, each costing \$250, from the St. Louis office of the Internal Revenue Service for the fiscal year which began on July 1, records showed.

The total, a substantial increase over previous years, includes 337 issued to establishments in the St. Louis area and the remaining 47 in Eastern Missouri outside of this area.

The relatively large number of stamps resulted from the fairly recent court decision putting bingo pinball machines in the gaming category.

On the basis of the court decision, a drive by the local office last year resulted in more than 1,600 machines being put in the gaming device category. The revenue service collected about \$550,000 in taxes and penalties on bingo machines in the fiscal year ended on June 30. Many of the machines since then have been pulled out of locations because of the high tax.

**PHONOGRAPHS**  
**Seeburg**  
 M100A—Equipped with 45 RPM Conversion...\$175.00  
 M100A—Equipped with 33 1/3 Conversion..... 200.00  
 Plays large L. P. record. One side for 25¢.  
 A Service to operators for over 25 years.  
**W. B. DISTRIBUTORS, INC.**  
 1012 Market St. St. Louis, Mo.



115 WAYS TO SCORE on the **DUAL PLAYER**

ONE PLAYER

**TWIN SUPER WILD CAT**

NEW PLAYER APPEAL/SCUFF PROOF BASE  
 LOCATION TESTED/TERRIFIC EARNING POWER

MANUFACTURED BY **GAMES, INC.**  
 2950 NORTH CAMPBELL AVENUE  
 CHICAGO 18, ILLINOIS  
 Phone: COrnelia 7-8800

Originators of Electric Upright Free Play Games

Height 56"  
 Width 34"  
 Depth 18"  
 Shipping Weight 200 lbs.

# Blatt Urges P-R Action; Cites Lessons in Europe

William Blatt, coin machine operator, Music Operators of America director and industry pundit, is perhaps best known to the trade for his interest in public relations. One of his most recent ideas was the campaign of coin machine tie-ins with the Police Athletic League—adopted by many associations thruout the country. Blatt has also sponsored numerous local public relations campaigns of his own. In an open letter to the industry, addressed to *The Billboard*, Blatt cites the need for effective public relations and draws some interesting parallels between the coin machine industry in the U. S. and abroad.

"Having had the good fortune to be associated with the Automatic Coin Machine Industry since 1927, it has always been my belief that the people who are engaged in any industry owe it their wholehearted allegiance, and they should help support their industry from harmful legislation, confiscatory taxes and adverse publicity.

"For many years I have tried to convince those engaged in the coin machine industry that they must police, regulate and protect it from politicians who do not have the true facts about the majority of the people engaged in the industry. The history of the Coin Machine Industry shows that this has happened consistently in the past, due to the fact that we did not have an organization like the Coin Machine Council which is prepared to place the true facts before the

public thru the many media at our disposal: Television, radio and the press, to help create better understanding.

"Many articles about public relations have appeared in all coin machine publications urging everyone connected with this industry to help in the uphill fight to bring out into the open all the true facts about all the men and women engaged in the automatic coin machine industry (not just pick on a few), so that John Q. Public will realize that the average man engaged in the coin machine business is no better, or worse than most people engaged in any other industry.

"Every person connected in any way with the automatic coin machine industry in the U. S. should read the European News Briefs in *The Billboard*, July 25, 1960 issue, headlined "Italian Public Relations Idea Gets Results"; perhaps they will realize how important good public relations is, and they will help support the Coin Machine Council and not be satisfied to see a small handful of people try to accomplish such a tremendous undertaking.

"In the same column there is a small article headlined "Swiss Fight Gets Quick Money Ads" which should teach us a lesson that the European coinmen are not only interested in improving their status on public relations but try to police the industry themselves, thereby earning the respect and goodwill of the people.

"The entire Italian coin machine industry owes a vote of thanks to "Apparecchi Musicali Italiani" for bringing their problems out in the open by inaugurating a program on a large scale, by themselves, at their own expense, augmenting the public relations program already in existence.

"Good public relations, given the proper television, radio and newspaper exposure on a national scale will help to crystallize and improve public opinion toward any industry, but much can be gained in the shortest time possible if every operator will preach and practice better human and public relations in the State, city and community where he lives and where he conducts his business, and not try to hide the facts from his church and neighbors that he is in the automatic coin machine industry and thereby convince them that he doesn't necessarily have to be a politician or a banker to be a credit to his community."



BARREL O' FUN

## Bally Shipping Barrel O' Fun, In-Line Pinball

CHICAGO — Barrel O' Fun, Bally Manufacturing Company's first fall entry in the in-line pinball class, and the successor to Lotta-Fun, was shipped to distributors last week.

Barrel O' Fun, a replay model, is accompanied in production by Fun-Spot, a game similar in play features, but without a replay button. Fun-Spot cannot be operated to permit replays without deposit of coin.

Main feature on these games is the new "Super-Line" in each of the six scorecards. One horizontal line in each card is yellow instead of the usual white, and yellow line scores are higher than white line scores. For example, a white three-in-line scores 400, while a yellow three-in-line is good for a total of 1,200. This means 12 free plays are awarded instead of only four, each 100 scored entitling the player to one free play.

Players may deposit up to six coins per game. Each extra coin gives the player an extra score card in which to display light-a-line skill.

Both Barrel O' Fun and Fun-Spot are equipped with the Bally "Auto-Mission Coin-Divider."

# GIVE



THE UNITED WAY

# Detroit Group Mulls 10c Play

DETROIT—Ways of converting to dime play were discussed by members of the Music Operators, Inc., here during their August meeting last week.

Discussion showed that despite inroads of the dime, nickel play is still the predominating rate. Operators also discussed wider use of contracts when introducing new machines. Most felt that a weekly minimum of from \$22 to \$25 was necessary to justify a new model.

A spot check of operators showed that roughly, only about 9 per cent of Detroit's location owners were willing to go along with contracts.

# Gottlieb Hospital Gets 100 Doctors

CHICAGO — Appointments of more than 100 physicians to the medical staff of the new Gottlieb Memorial Hospital at 8800 W. North Avenue in Leyden Township here were to be announced at a dinner at the Oak Park (Ill.) Arms Hotel, September 8.

Speakers at the dinner included David Gottlieb, president of D. Gottlieb & Company, coin game manufacturer, whose family foundation contributed \$750,000 for construction of the hospital. Opening day of the hospital is projected for early next year.

# 200 PIN GAMES TO CHOOSE FROM EVERY ONE A REAL BUY

5 BALL—1 PLAYER—2 PLAYER—4 PLAYER

ONE PLAYER Each		ONE PLAYER Each	
3 ACE HIGH	\$ 80.00	1 SNAFU	\$ 60.00
6 ARROW HEAD	60.00	2 SOUTHERN BELLE	60.00
3 AUTO RACES	85.00	1 SPARK PLUG	50.00
2 BEAUTY CONTEST	275.00	1 SPIT FIRE	50.00
1 CASINO	145.00	8 STAR FIRE	95.00
1 CRISS CROSS	165.00	1 STEEPLE CHASE	75.00
10 CUE BALL	65.00	2 SUPER SCORE	50.00
1 DAISY MAE	50.00	8 TEN STRIKE	145.00
1 DERBY DAY	75.00	1 THREE D	95.00
2 EASY ACES	60.00	1 THREE DEUCES	65.00
6 FUN FAIR	85.00	1 TWIN BUC TOO	65.00
2 GOLDEN BELLES	240.00	1 TWIN BILL	65.00
1 GOLD STAR	50.00	11 TURF CHAMP	175.00
3 HOT DIGGITY	65.00	1 WONDERLAND	65.00
1 HONG KONG	35.00	4 WORLD CHAMP	95.00
5 JIG SAW	85.00		
1 KICK OFF—SOCCER	85.00		
4 KINGS	75.00		
1 LADY LUCK	50.00		
1 MAJORETTE	35.00		
1 MARBLE QUEEN	50.00		
7 MYSTIC MARVEL	50.00		
5 NAGS	395.00		
1 PIN WHEEL	50.00		
1 PETER PAN	60.00		
1 QUEEN DIAMONDS	250.00		
3 QUEEN OF HEARTS	50.00		
1 RAG MOP	35.00		
2 RENO	75.00		
1 ROCKET	225.00		
2 ROCKET SHIP	145.00		
5 SATELLITE	140.00		
1 SEA WOLF	175.00		
1 SHOWBOAT	85.00		
1 SILVER	135.00		

TWO PLAYER Each	
3 ALL STAR BOWLER	\$100.00
1 BRITISH STAR	175.00
1 CONTINENTAL CAFE	175.00
1 DUETTE	75.00
2 FLAG SHIP	135.00
4 FLYING ACES	175.00
4 NAPLES	95.00
1 PICCADILLY	85.00
1 SEA BELLES	125.00
2 SHAMROCK	90.00
2 SUPER CIRCUS	195.00
1 TOREADOR	125.00

FOUR PLAYER Each	
2 REGISTER	\$125.00

ALL PRICES QUOTED CRATED F.O.B. PHILADELPHIA.

WIRE PHONE WRITE TODAY

**DAVID ROSEN**  
Exclusive A. M. I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE, CENTER 2-2903

SEND FOR COMPLETE LISTS

# Styling OF THE SIXTIE'S

# JUNGLE

BY Williams

Animal targets in lite box, fall when hit. Combines every thrill of shooting targets with progressive pin table scoring.

Locations will demand Williams great new game "Jungle", housed in Williams "Styling of the 60's", modern, colorful, streamlined cabinet with the "Forward Look"

SEE IT TODAY!!!

**WILLIAMS ELECTRONIC Mfg. Corp.**  
4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS



Continued from page 90

suffered heavily when a case of botulism poisoning was traced to its food, multiplied when one of the restaurant's customers died from the effect. . . . Operator **Leo Rozannek** off to Las Vegas for a week-long vacation. Rozannek planned to do a bit of sailing on Lake Meade, rather than following the usual forms of Las Vegas entertainment.

**Pete Vandenberg**, of Modern Music Company, Colorado Springs, Colo., is getting a lot of saddle time in these days. Pete is one of most rabid members of the Range Riders, a saddle-tour organization which figures prominently in most Colorado outdoor events. . . . A new operator who is finding juke box operation profitable is W. C. (Bill) Maxwell, Denver restaurant owner, who started out with a small music route this year. He has added six pieces of equipment to date.

The State of Montana, which had represented a very slender market until recent years, is soaking up a surprisingly large number of new phonographs, reports **John Wilson**, who is buying an average of five or six phonographs per month, thru Draco Sales in Denver. Wilson's Western Vending Company is an acting Wurlitzer distributorship in Miles City, Mont.

**Bettie Sarette**, of Newcastle, Wyo., is one of Wyoming's best known women operators. Mrs. Sarette took over the route from her husband, **Phil**, who started the business several years ago, and now is responsible for obtaining locations, buying records and phonographs, doing the programming and the good-will work as well.

Two huge amusement parks which opened west of Denver this year have provided additional location possibilities for Denver operators. **Johnny Knight**, of Skyline Music Company, is operating at Magic Mountain, huge Disneyland-type park near Golden, Colo., and **Frank Huber**, of Century-Supreme Music Company, has spotted phonographs and amusement machines both at East Tincup, a slightly smaller amusement park opened by a Denver radio personality, **Pete Smythe**. Huber's spot is an unusual one, incidentally, inasmuch as the machine is a coin-operated player-piano which fits into the Gay '30's atmosphere of East Tincup like a glove.

**Zeke Zimberg**, Denver one-stop operator, has become an enthusiastic dog-racing fan. Zimberg can be found at the big Mile High Greyhound Racing Track almost nightly during the racing season. . . . A brother combination which is showing excellent returns in Colorado is **Tony and Sam Pacino**, who operate Trinidad Music Company, in Trinidad, 150 miles south of Denver. The brothers, who live in Jansen, a tiny community a few miles away, have kept their locations humming with much racial music, in recognition of the heavy percentage of Spanish-speaking people who populate Southern Colorado. Both of the Pacinos recently bought new station wagons with enough load-carrying capacity to make emergency deliveries of amusement machines and even juke boxes if necessary.

**Jack Wills**, Rawlins, Wyo., operator, is celebrating a highly successful first year after purchasing the D & J Music Company, formerly operated by **Albert Richardson**. *Bob Latimer*

**Midwest**

**DETROIT DOINGS**

**Merle Bowen** has sold the Thumb Music Company which he operated in the Thumb section of Michigan for about 25 years, with headquarters at Marlette, to **Kirk V. Byron**, formerly service manager for Music Systems, Inc., in Lansing. Byron has expanded the operation, adding cigarette and some other vending lines. This is his first venture as an operator, altho he has been in juke box service for years. Bowen, in his late 60's, is retiring, and plans to spend his summers in Marlette and winters in Florida.

**Ed Robinson** has been appointed head of background music *(Continued on page 95)*

**M. ILLINOIS, N. INDIANA and IOWA OPERATORS . . .**  
**IT'S ANOTHER GREAT GOTTLIEB CARD GAME!**  
 1-Player **SPOT-A-CARD**  
**ORDER TODAY!**

**SPECIALS!** Completely Reconditioned  
 C.C. STEAM SHOVEL ..... \$ 80  
 United 1-Pc. 14' BOWLING ..... 160  
 Bally 14' ABC BOWLING ..... 195  
 ALLEY ..... 195  
 C.C. 4' BOWLING LEAGUE ..... 195

**Gottlieb 1-Player Pin Balls**  
 Completely Reconditioned Immediate Delivery  
 CRISS CROSS ..... \$185  
 ROCKET SHIP ..... 185  
 ROTO POOL ..... 185  
 SUNSHINE ..... 195  
 SITTING PRETTY ..... 195  
 STRAIGHT SHOOTER ..... 195  
 HI DIVER ..... 195  
 QUEEN OF DIAMONDS ..... 245  
 MISS ANNABELLE ..... 245  
 UNIVERSE ..... 255  
 LIGHTNING BALL ..... 265  
 WORLD BEAUTIES ..... 275  
 WAGON TRAIN ..... 285  
 DANCING DOLLS ..... 295  
 Complete Selection of Gottlieb 2 and 4-Player Machines

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-13 Diversey Chicago 14, Ill.  
 BUCKINGHAM 1-8211

**Anchors Aweigh!**  
 You're off to a career with a future . . . a Navy career! Become a seagoing specialist.  
**NAVY**

**SPECIALS!!**

**CHI. COIN CLASSIC BOWLERS . . . . . \$235.00**  
**CHI. COIN T. V. BOWLERS . . . . . 185.00**  
**UNITED BOWLING ALLEY . . . . . 135.00**  
**BALLY A. B. C. BOWLING LANES . . . . . 115.00**

**MILLS PANORAMS!!**  
**PEEK FRONTS-DROP CHUTES**  
 JUST OFF LOCATION  
**\$250.00 Ea.**  
 ALL MACHINES UNCRATED  
 TERMS: 1/2 CASH, BALANCE SIGHT DRAFT

**B & B NOVELTY CO., INC.**  
 715-17 WEST MAIN  
 LOUISVILLE, KY. • JU 4-4371



**GOTTLIEB'S**

**Spot-A-Card**

**Moving Arrows and Score to Beat Panel Set the Pace . . .**  
**Attract More Players! More Profit!**

- ◊ "Moving Arrows" indicate cards spotted by kick-out holes
- ◊ Hitting targets, holes or rollovers lights corresponding card in light box
- ◊ Lighting all cards awards special and lights rollover button for additional specials
- ◊ Making top rollover when lit, lights pop bumpers and cyclonic kickers for high score
- ◊ Drop-in hole scores 200 points for high score
- ◊ Super-powered skill flippers      ◊ Match feature
- ◊ Coin-box with locking cover

**D. Gottlieb & Co.**

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



# New Tennessee Assn. Launches Member Drive

MEMPHIS—Members of the newly organized Tennessee Music Operators' Association began a concerted drive last week to contact all 60 operators in West Tennessee to get them to join the association.

The drive followed a meeting in Memphis in which 14 members divided the West Tennessee area into six districts and appointed two operators to contact the operators in each district who are not yet members.

There are now about 24 operator members and they seek to get as many of the remaining 60 into the association as possible before moving into the Middle Tennessee and East Tennessee areas to organize.

### Purpose

Purpose of the association is to fight unfair and discriminatory legislation, promote good will and good public relations and keep the industry clean.

The group met at Poplar Tunes Record Shop, which recently finished a modern new building. The meeting was in the second floor office. The shop is a one-stop for most operators. Owners are Johnny Novarese and Joe Cuoghi, who also operate Poplar Tunes Music Service.

At the meeting one new member, Jake Kahn, partner in Tri-State Amusement Company, Memphis, with his son, Charles Kahn, was admitted.

### Attending

Others attending were H. A. Waller, Ideal Amusement Co., Jackson, president of the new association; Earl McDaniel, McDaniel Amusement Co., Jackson, vice-president; J. B. Bridgewater, Bridgewater Amusement Co., Brownsville, secretary; Alan Dixon, general manager of S & M Sales Co., Memphis, treasurer.

Drew Canale, Canale Amusement Co., Memphis; Edward H. Newell, Ormatt Amusement Co., Memphis; Jack Canipe, Canipe Amusement Co., Memphis; John Novarese, Poplar Tunes Music Service, Memphis.

Sidney Rush, Rush Amusement Co., Jackson; Pete Smith and Robert Smith, Smith Bros. Amusement Co., Dyersburg; Tino Hankins, partner in Jackson Amusement Co., Jackson; J. A. Butcher, Butcher Amusement Co., Dyersburg; William Forsythe, Forsythe Amusement Co., Millington, Tenn.

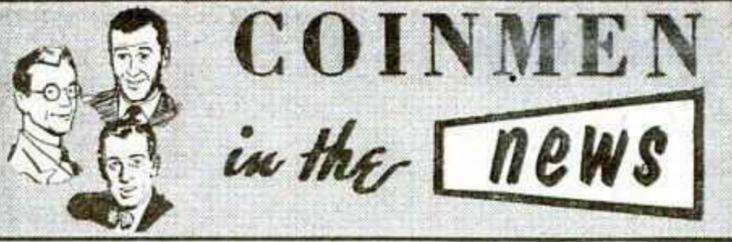
Forsythe and Canipe prepared the list of West Tennessee operators. Almost all the association members present at the meeting were given assignments to contact certain operators to get them into the association.

## 275-Game Op

Continued from page 83

me a chance to get more income from the same pieces," Lodico says. "I usually find out that any time I change a piece, the increase in take will more than make up for the cost of moving." It may only be a case of switching two machines between two locations. The increased take which results usually stays up for three to four weeks, then tapers down, Lodico finds.

Some location will hold the increase for only a month, and reach bottom in about two months. He says that collections on amusement games in the Detroit area tend to drop much faster than in some other sections of the country. This he finds to be the case with baseballs, rifles, and shuffles as well as pin games. Such games, he says, should be changed every six to eight months—even if it is only a matter of changing one make of rifle for another.



Continued from page 94

sales for Martin and Snyder, Seeburg distributor. This is a new position created in an expansion move by the company. Robinson, a graduate of Notre Dame, was formerly with the Detroit Chamber of Commerce, and also served as an executive assistant to Mayor Hubbard of Dearborn. . . . Arthur Burke, vending sales chief for Martin and Snyder, is a keen student of economic trends as they affect the coin machine industry, with some significant views on industry developments. . . . This firm, whose one-stop service is doing plenty of business these days, makes a point of courtesy parking service, offering customers change for the parking meters when they come into the salesroom. Hal Reves

# Davis Scores P-R Coup

Continued from page 91

Davis fair exhibit. All during the course of the fair, local dailies played up the display as did local Regina Hexa-Phone from 1906, radio and TV airers. This, in Kasil's view, along with word-of-mouth promotion at the fair itself, all helped to generate the mighty impact of the exhibit.

It was indeed a lesson in practical coin industry public relations at the grass roots, and one which other coin interests throughout the country might well try to emulate.

### Contributors

Others who contributed to the success of the exhibit would include

the Edison National Monument Museum of West Orange, N. J., which loaned the oldest unit in the display, the 1877 model Edison coin phonograph which employed a tinfoil recording; fair director Harold J. Crel and public relations director of the fair, Ned Emerson. Davis executives to a man were jubilant at the success of the exhibit. The only visibly disheartened ones were those exhibitors who found themselves adjacent to the Davis display. Whenever the old-time music boxes were turned on for a hearing, the crowds were drawn like magnets from whatever displays they had been attending.

## chicago coin Launches New

# DUCHESS BOWLER

Combines **FLASH-O-MATIC**

**ALL-STRIKE and**

**REGULATION SCORING**

plus **T.P.A.\***

**NEW! FUTURAMIC COLOR-TONE CABINET**

**NEW! FLASHING "THEATER MARQUEE" HOOD**

Also Available

# DUKE

**BOWLER**

Companion to DUCHESS—Featuring **ALL-STRIKE and REGULATION SCORING!**

Still In Full Production **6-GAME SHUFFLE BOWLER**

\* **T**ESTED **P**LAYER **A**PPEAL!  
 \* **T**ESTED **P**ROFIT **A**CTION!

*Chicago Dynamic Industries, Inc.* 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

# BY POPULAR DEMAND

# Bally

NOW BRINGS YOU 1960 MODEL LOTTA-FUN

# BARREL-O'-FUN

All profit-proved features  
of LOTTA-FUN plus new  
**SUPER-LINES**  
**SCORE-BOOSTER FEATURE**  
—  
Popular **LIGHT-A-LINE Skill-Appeal**  
—  
Earns up to **6 coins a game**

Like LOTTA-FUN... fastest 5-ball profit-producer

of 1959 and still a top money-maker...

BARREL O' FUN is a fascinating high-score  
skill-game with popular light-a-line  
play-appeal. New SUPER-LINES insure

bigger play than ever... and bigger

profits. Get your share.

Get Bally BARREL O' FUN



**NON-REPLAY  
MODEL  
FUN-SPOT**

BOTH MODELS  
EQUIPPED WITH  
"AUTO-MISSION"  
COIN-DIVIDER

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

*Announcing*

UNITED'S

**BOWL-A-RAMA**

**THE GREATEST COIN-OPERATED  
BOWLING GAME EVER PRODUCED**



**SPECTACULAR EARNINGS**



**WELCOME EVERYWHERE**

**See BOWL-A-RAMA at your United Distributor Now!**

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

What every operator  
should know  
about the  
**7-INCH 33 $\frac{1}{3}$  RPM**  
**SINGLE STEREO RECORD**

**WHAT IS IT?**

It is the 33 $\frac{1}{3}$  RPM stereo version of the 7" single record. It is the same size but with the small standard center hole.

**IS IT AN ALBUM RECORD?**

No. It is a *single* record. However, most 33 $\frac{1}{3}$  stereo 7's which have been released to date feature single versions of best selling album selections.

**HOW LONG DOES IT PLAY?**

**IS IT AN EP?**

It has an average playing time, as the 45 RPM single does, of approximately 2 $\frac{1}{2}$  to 3 minutes. It is *not* an EP with two selections although two-tune versions can and probably will be released at a later date.

**WHAT DOES IT COST?**

In general the pricing structure seems to be about the same as the 45 RPM single.

**WHY A 33 $\frac{1}{3}$  STEREO SINGLE?**

There are several reasons. First, the sale of singles has been rapidly declining. Many record companies feel that a 33 $\frac{1}{3}$  single stereo record may revitalize this market. Why? Because first, it is recognized that the public dislikes the inconvenience of two different sized center holes and two different speeds. Furthermore, 45 RPM stereo has not caught on and there are millions of home players in the country that can play the 33 $\frac{1}{3}$  single.

**WILL THERE BE A  
MONAURAL 33 $\frac{1}{3}$  SINGLE?**

There is a monaural 33 $\frac{1}{3}$  single soon to be produced by Capitol and Columbia and probably contemplated by other companies.



**WHY DID SEEBURG DESIGN  
ITS CURRENT LINE TO PLAY  
THE 33 $\frac{1}{3}$  SINGLE?**

Between 80 to 85 per cent of the dollar volume in records today is in 33 $\frac{1}{3}$  albums. Most of this music is largely unavailable as singles, either monaural or stereo. Seeburg believes the 33 $\frac{1}{3}$  stereo single makes sense and may ultimately be the standard for the industry. If so, equipment that plays only one speed may soon be obsolete.

**CAN 33 $\frac{1}{3}$ 's BE PLAYED  
INTERMIXED IN THE  
SEEBURG RECORD MAGAZINE?**

Yes—in any position and in any proportion. The Seeburg "dual spindle disc" senses the speed of the record from the size of the hole and automatically plays it at the proper speed.

**WHAT IS THE  
"ARTIST OF THE WEEK" PROGRAM?**

It is a program that enables the operator to feature a specific artist and his best selling album selections on location and to dramatize it on the phonograph by displaying an actual reproduction of the album cover.

**WHY IS THIS GOOD?**

This is an age of dynamic merchandising in all fields. A beautiful album cover can sell records in shops without the patron's even hearing the record. Seeburg has tried to bring the tremendous selling power of the album cover plus the adult music America loves best to the location.

**IS THE "ARTIST OF THE WEEK"  
A PROVEN MONEY MAKER?**

Locations in every area of the country are reporting amazing gains in revenue as a result of the "Artist of the Week" program. Income reports will be featured in next week's Seeburg ad.

**ONLY THE MODEL "Q" CAN PLAY  
33 $\frac{1}{3}$  AND 45 RPM RECORDS  
INTERMIXED!**

**SEEBURG**

THE SEEBURG CORPORATION • CHICAGO 22, ILL.

*America's finest and most complete music systems*

