Diskeries Bid For Consumer Pen-Pals
Trend Builds for Direct Contacts Via Gimmicks Contained in Product

By BEN GREYATT

NEW YORK — An interesting direct trend toward what might be termed "merchandising from within" has been noted in recent weeks. This emerging facet of the business involves what seems to be an attempt on the part of record manufacturers to establish some sort of direct line of contact with the consumer.

This is achieved usually thru an appeal addressed to the buyer within the album itself, to go buy in his name for free records, photos or prizes of some type. It has so far been associated with artists and material of a teen nifty type, and is generally an attempt to (1) build an even firmer and more loyal interest in the buyer's mind, and (2) develop mailing lists which could conceivably be used one day for direct mail solicitation purposes.

Clanton Gimmick
One of the earlier efforts in this direction noted last spring, involved an ambitious project on the part of Ace Records for its star artist, Jimmy Clanton. The project involved a double-LP, two-LP Clanton album titled "Jimmy's Blue and Jimmy's Happy." Inside the book were some 20 full-page inserts in giant, one-third-size-size color photos of Clanton. Buyers were invited to tear out the photo and mail it back to Ace Records in Jackson, Miss. Clanton then personally would autograph the photo and return it to the sender.

In this case, the gimmick went far beyond the Continental limits of a teeny type. Photos were included in all of the albums released by two of its big stars, Fabian and Frankie Avalon. In both cases, buyers were invited to "win a date" contest, all details of which were included in the liner notes. Each contest was included in each package and young record buyers with their album and a contest form would be entered in a drawing for a date with the respective artists. As a variation to this, according to Miss Clanton, was to be an important new factor in "relations between peoples." It also, of course, was expected to provide a base list of Clanton fans for future promotion purposes.

More recently, Chandler Records carried out a hefty promotion in connection with summer album releases of its two big stars, Fabian and Frankie Avalon. In both cases, buyers were invited to "win a date" contest, all details of which were included in the liner notes. Each contest was included in each package and young record buyers with their album and a contest form would be entered in a drawing for a date with the respective artists. As a variation to this, according to Miss Clanton, was to be an important new factor in "relations between peoples." It also, of course, was expected to provide a base list of Clanton fans for future promotion purposes.

MFRS. REPORT JULY SALES UP ON BRIT DISKS

By DON WEGGE

LONDON — British disk manufacturers' sales, which rose 11 per cent in the first half of the year compared to the same period of '68, remained healthy in July, with a 7 per cent gain. The drop in disk sales has been attributed in part to the British government's $777,500 in sales, were almost 10 per cent greater than in July last year.

The resurgence in U.S. sales during the period is thought to have been at least partially responsible for the increase. The British Decca group has a substantial direct export trade to America, the U.S. London label being released here and shipped across the Atlantic. Total production was worth $2,610,000 — $184,000 more than in July, 1959. This was due to a number of new records, such as "The Alamo," "Midnight Lace," and the Dark at the Top of the Stairs." Record producers have re-discovered the sales advantage of tying in with big box-office films. It has been found, for instance, that records produced during the month of July are more enjoyable. In the case of sales, July's sales were greater than in June (by $150,000).

NEWS OF THE WEEK

DEALERS TELL NEW WAYS TO GET LP Merchandise At Best Price

Record dealers have been told by distributors and reps, are resorting to new ways of getting LP merchandise at a price low enough to enable them to compete. Dealers attending National Moves show in connection, listed big retail distributor, record companies and record company radio station subscription plans as sources of "right price" purchasing.

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DEPARTMENT AND MERCHANTS

Illustrations like this, equipment and supplies of all kinds are sold thru The Billboard's Classified Section in The Comic-Fold of this issue.

Crosby Disk Plugs 2 Pic

NEW YORK — Promotion execs at 20th Century-Fox are plugging two new albums by Crosby and Nash for its Crosby/M-G-M disk. The Crosby platter features a tune from his next movie, "High Time"— "The Second Time Around" — backed by "Tease Em." The second platter, from the Marilyn Monroe film, "Let's Make Love."
Dealers Find More Ways Than One to Skin a Cat

By BEN GREVATT

NEWARK, N. J. — Record dealers, with an eye for profits and their competitors' profits, are finding a number of interesting ways of getting all the profits they can out of what they call the "right price." A sampling of dealers attending a regular quarterly membership meeting of Dealers in Sound Corporation, a dealer buying cooperative, told their colleagues their feelings on the line with regard to what they called the "phony" LP price structure, and the necessity of getting the right price on merchandise in order to have what was called "a prayer for survival." The meeting place was somewhere here in Newark, Tuesday evening (20), with over 40 dealers present.

Dates and places of meetings were formed several months ago by members of the Association of Record Dealers of New York and New Jersey. It was at one answer to the problem of getting together all membership. But many of the members, faced with desperate discount and rack competition, have been enteringprising in order to find other ways.

A dealer from Morris County, New Jersey, attacking the "unreal- ity" of the current price structure that puts the distributor in the driver's seat, said: "Every Monday, one of the big local discount stores, Korvettes, over in Clifton, is going to have a sale prices. They practically give the records away and it's good, hot merchandise. And you can get all you want of any of it. I send my wife and kids over and they grab everything we need for the store, and we'll stock up and locked to roll Monday morning. The prices are better than any I'd ever get from my distributor. Believe me. If I want to make money I can't sell for as low as this, but I can sell at a good enough discount to keep local people happy."

A dealer from the Oranges section, where he said he was able to pass those big fat discount ads in The New York Times every Sunday on his own, told how he recently took off to New York in the car and he bought the stock at prices like Korvete's and Alexander's. It's a terrific deal.

Setup Limousine

A Philadelphia dealer who flew in to the meeting pointedly but not meeting frankly asserted: "The price setup today is ridiculous. The profit margin is terrific for the manufacturer and the distributor. It's a canny setup."

Capitol Sole Angel For Cola Musical

First in Field to Explore Broadway Show Area for Own Artistic Promotion

NEW YORK—Capitol Records is investing $150,000 as sole investor in its first Broadway musical starring Nat King Cole, marking the first time in the history of Capitol Records that it has fully backed a Broadway show theatrical in its entirety.

The acquisition of the Cole show also gives Capitol its third original album for the new Broadway season. The label has L.P. rights to George Abbott's new musical "Ten- derloin," starring Robert Goulet, and "Opening Night," opening October 17 and starring Ethel Merman and Melvyn Douglas, which begins in November.

Capitol has slated its $264,000 in "Kelly Brown," the firm now has close to $3,500,000 invested in Main Street offerings this season.

The new Cole show, "Fun With Your White Smoke" written by Paul Gregory, with book, music and lyrics by Don Wayne and Ray Ross (who wrote Cole's new album "White Smoke"), choreography by Eugene Agnew, and orchestrations by Ralph Carmichael, directed by TV's Bill Collier, starring Sammy Davis Jr., will be released under "Marriage Go Round," starring Charles Boyer and Claudette Colbert; "Don Juan in Hell" and "John Brown's Body."" The Cole offering is Capitol's Broadway debut and featuring casting of a British actress in New York in February. Meanwhile, the new Cole show, "Fun With Your White Smoke" is being released under "Shoe Lane." The Cole booking New York's Broadway debut and featuring casting of a British actress in New York in February. Meanwhile, the new Cole show, "Fun With Your White Smoke" is being released under "Shoe Lane." The Cole booking was announced in London this week.

Liberty to Buy Dolton Label

LONDON — Liberty Records is making an outright purchase of the Dolton label before the end of the month. It will be operated as a subsidiary with Bob Reidoff as manager.

Liberty has been responsible for American distribution of Dolton for some time. Shortly before Liberty President Al Bent left for his European trip this month, negotiations were reached for the sale. Contracts shouldn't be announced September 20.

Dolton, which operated out of Seattle, Washington, has a version of "Dolton's Don't Run By the Caboose," which is providing the label with a member of the Top Rank Co-Operative, while British Decca represents Liberty outside the U.S. in most countries except South America.

Three Strings From Camden

NEW YORK — Camden Records has issued the first three LPs in a projected five-disc "Lilacs" instrumental album. The sets, newly recorded in hi-fi sound and packaged in "Lilacs" playing cards, are on the "Lilacs" label in the "Night" and "Living Strings Play Music For Romance." The Living Strings ork was created for this new Camden series.

Clay Anchors WQTE Post

DETOIT — Deejay Tom Clay, who figured prominently in the popula tronic radio last year, has been "hired" to WQTE here. "It was a question of who was top on the station," explained WQTE's owner-manager Ron Mulholland. "He didn't fit in with station policy."

However, Mulholland said he regretted Clay's leaving because "he probably would have been a top worker if he'd ever known" and rating on his job as the "express train crew" before he joined WQTE.

Four Lads to Ankle Columbia

NEW YORK — The Four Lads are getting an angle at Columbia Records. They will record a new single 45 with the label. The boys will produce recordings independently under the direction of Mike Stewart, who manages the Lads, and their disks will bear the name of the group rather than the large labels, with the negotiations handled by Julee Rich. The Lads were formed in the early 60s and subsequently switched to Columbia under Mitch Miller's aegis.

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60 Looks Brightest Ever for Disks & Phonos

50 Million Album Sales Foreseen

NEW YORK — LP sales in record stores this year will reach the plateau of 50 million units, an all-time high in package goods. Dealers have had the greatest summer sales in the history of the record business during 1960 (see separate story this issue), and to date they have broken all records for LP units sold so far. In fact, early evidence indicates that total sales will be close to the combined sales of all the major LP manufacturers in all of 1959. Some feel that the LP will be the dominant medium of the 1960's, and that they will sell to consumers the almost unbelievable figure of 50 million units by year-end. This figure, based on the Billboard's Continuing Study of Retail Record Sales sent to subscribers last week, covering the period of July 18 to August 15, 1960, shows both single and LP sales up over the same period in 1959. It also showed this four-week period to be even healthier than the previous year, the LP sales marking the highest level ever recorded in the history of the industry.

The first 32 weeks of 1960 (thru August 13) indicates that 29 million LP's were sold by dealers. For the same period in 1959 21 million LP units were sold, and for the same period in 1958 16 million units were sold. Combined, LP's and singles, as a percentage basis shows that in 1958 the first 32 weeks of the year was 14.7 per cent of the total year's sales, and that in 1959 the first 32 weeks LP sales accounted for 55.4 per cent of the total year's sales. Using this same projection for 1960, it can be safely predicted (hurting a slump) that 1960's sales of LP's for the first 32 weeks should total 55 per cent of the total year's business. Thus the projection of 50 million LP records to be sold in 1960. This amount could be even higher in view of the fact that photographe

Cumulative sales data recorded at store level over the previous year show LP sales for 1960 for the first 32 weeks, 31 per cent ahead of 1959. In 1958, LP sales were 9.5 per cent of the total year's sales, and that in 1959 the first 32 weeks LP sales accounted for 55.4 per cent of the total year's sales. Using this same projection for 1960, it can be safely predicted (hurting a slump) that 1960's sales of LP's for the first 32 weeks should total 55 per cent of the total year's business. Thus the projection of 50 million LP records to be sold in 1960. This amount could be even higher in view of the fact that photographe

Big Jump in Stereo Sales

Waddy Woodbury, Lenny Bruce, Mike Nichols and Elaine May, Mort Sahl, Joe Jimenez, Dayton Allen, Pat Harrington, Sam Levenson, Myron Cohen, Jimmy Van Damm, Joe Nye and others helped spur this talk renaissance. Red Foxx and the Blooper packages are also strong oversellers. These comedy LP'S, along with the stand-up comedy LP's of Rosemary Clooney, Johnny Carson, Kim

The Billboard every four weeks of every year under the direction of the University of New York School of Retailing.

Dealers Biggest Summer in Years

NEW YORK — Single and LP sales are continuing to climb upward during the summer of 1960. The Eighty-five period report of the study of retail Record Sales sent to subscribers last week, covering the period of July 18 to August 15, 1960, shows both single and LP sales up over the same period in 1959. It also showed this four-week period to be even healthier than the previous year, the LP sales marking the highest level ever recorded in the history of the industry.

The Billboard's Sixth Edition report shows stereo sales increased in the classical and the per-

Singles Prospects Also Bright

NEW YORK — Seventy-five million singles will probably pass over the dealers' counters in 1960. Thereby placing the singles business slightly ahead of the unit volume of 1958 but more than 10 million units ahead of 1959. The total industry figure would have to include sales to radio broadcasters and sales to radio stations, bringing the total industry figure to approximately 125 million singles for 1960.

Although some firms are complaining about the singles business, and with justification insofar as it is concerned, there are other firms with extremely happy singles-wise this year. Actually, the sales of the second quarter were the highest of any second quarter in the history of the industry. The sales of both singles combined rather than the sales of individuals has to get a rounded singles picture. The there are many artists older who are no longer sold as they once did, new younger artists have taken over, the possibility not obtaining the heights of previous hit artists. Actually, the number of million sellers this year versus last year will not drastically alter

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and, depending on the remainder of this year, could be the same or a little better. The new artists that hit make up for other artists that pass out of the record field. The period July 18 thru August 13, 1960, 16.5 per cent of all stereo records sold were classical, which is the highest per cent of sales of stereo set for classical music since stereo was introduced. Conversely, mono classical sales showed a slight decline in this period, in favor of LP's.

The period July 18 thru August 13, 1960 over the same period in 1959 shows singles sales up by 40.4 per cent, LP sales up 87.8 per cent, in unit sales.

(These statistics are derived from the forth-

One additional point must be noted. Singles business can change drastically in any given month, thereby affecting the entire year's total, by means of one big hit record. An example is "The Chip-

One additional point must be noted. Singles business can change drastically in any given month, thereby affecting the entire year's total, by means of one big hit record. An example is "The Chip-

Big Jump in Phone Sales

NEW YORK — Sales figures gathered from the country's 50,000 record dealers show that sales of phonographs in 1960 will register a one million unit increase over 1959. This would be a total of 30 million units, with 23.5 million being sold on the multi-speed automatic units.

Close to 75 per cent of all phonographs being sold this year are stereos. This includes phonographs with stereo pickups and dual or single amplifiers and dual or single speakers. In 1959 about 70 per cent of all phonographs sold were stereos.

The sales of stereo sets this year is more significant than in previous years. It appears to have taken consumers well over a year (stereo sets were put on the market in early 1958) to become aware of stereo and what it means. However, the consumer confidence in the educational campaigns of major manufacturers appears to have increased with each passing month as consumer confidence in stereo has been growing in proportion to the total industry sales, and is expected to continue through 1960 and into 1961. While mono record sales are still the most important base of total record sales, stereo LPs can aid the growth of records to new heights both dollar and unit-wise.

For further information regarding this record industry research service, please contact Research Director, Market Analysis Division, The Billboard, 1564 Broadway, New York, N. Y.
ITALIAN Newsnotes

BY SAMI STEINMAN

The award of the Golden Alpen- 
Star of 1966 to the American song- 
writers of the last fifteen years 
from the Johann Strauss Society 
for their songwriting, has includ-
ed, among others, the names of 
Carlo Cogin, which was held by 
first and third place. 
second place. 
and third place. 
and fourth place. 
and fifth place. 
and sixth place. 
and seventh place. 
and eighth place. 
and ninth place. 
and tenth place.

AUSSIE Newsnotes

BY JOHN COLLINS

A rare opportunity to see some of the greats of Australian music in one place has been provided by the ABC, who have announced that they will be broadcasting a special programme, "Aussie Legends," on Saturday night. 

The programme will feature some of the most popular Australian musicians of recent years, including Paul Kelly, John Williamson, and Paul Kelly. 

The programme will be broadcast on ABC TV at 8pm, and will be repeated in the same time slot on ABC radio. 

The programme will also be available for streaming online. 

The programme will feature interviews with the performers, as well as live performances of some of their most popular songs. 

The programme is part of ABC's "Aussie Legends" series, which celebrates the achievements of Australian musicians. 

The series also features documentaries on the lives and careers of some of Australia's most famous musicians, including AC/DC, Cold Chisel, and Midnight Oil. 

The programme is a collaboration between ABC and the Australian Music Foundation, which is dedicated to promoting and preserving Australian music. 

For more information, visit the ABC website or the website of the Australian Music Foundation.
A CHAMPAGNE TOAST TO
"GREAT DANCE BANDS ON PARADE"

A MUSICAL "SPECIAL"

Presented By

and the

CHAMPAGNE MUSIC MAKERS

For many months Lawrence Welk has planned this "MUSICAL SPECIAL," and assigned his staff of arrangers to duplicate the exact sounds of these Great American Dance Bands of the exciting '30's and '40's. We believe this dramatic and nostalgic "SPECIAL" will be one of the most memorable musical programs yet presented on television, and invite you to enjoy it to the full.

ALL THESE GREAT BANDS ARE SCHEDULED FOR A MUSICAL SALUTE:

LOUIS ARMSTRONG KAY KAYSER
CAB CALLOWAY HAL KEMP
FRANKIE CARLE WAYNE KING
BOB CROSBY TED LEWIS
JIMMY DORSEY GUY LOMBARDO
TOMMY DORSEY FREDDIE MARTIN
DUKE ELLINGTON CLYDE MCCOY
JAN GARBER GLEN MILLER
BENNY GOODMAN RUSS MORGAN
GLEN GRAY ARTIE SHAW
WOODY HERMAN ORIN TUCKER
HARRY JAMES TED WEEMS
SPIKE JONES PAUL WHITEMAN

*SATURDAY, OCT. 8
ABC-TV NETWORK
9:00–10:00 P.M. (E.T.)
6:00–7:00 P.M. (P.T.)

DON FEDDESON PRODUCTIONS
Television Consultants to Lawrence Welk
Philby Turns Court Fire
On 11 Distribs, 28 DJ's

By MAURICE ORODENKER
PHILADELPHIA — An injunction
against 11 record distributors
and 28 Philadelphia disk jockeys
who allegedly were involved
in a $140,000 payola scheme, was
sought by District Attorney Victor
H. Blanc in Common Pleas Court
this week. Immediately after the
petition was filed with the pro-
secutor's office, Associate Dis-
trict Attorney Jerome B. Bulk
collared with Judge David L. Ull-
man and set a date for a prelimi-
nary hearing.

Bulk turned over to the jurist
copy of the decree signed by the
record distributors and 14 of the jock-
ey's names on the document. Blanc
explained the signs of the con-
sent decree do not admit to any
illegal activities, but agree to be
bound by any court order enjoin-
ing them "without trial or adjudica-
tion of any issue."

Civil Proceedings
Blanc said he decided to take
the action in civil proceedings as
the city's prosecutor and as an in-
dividual, instead of pressing for
criminal indictments because of
the refusal of the principals to
cooperate. Those signing the decree
are granted immunity from any ac-
tion for payola given or taken prior
to March 1, 1960. Blan's complaint declares there
(Continued on page 40)

BOOM ON COL.
7-INCH 33's

NEW YORK — Columbia
Records is experiencing a de-
cided sales pickup on its
seven-inch monaural 33 1/3 r.p.m.
pop disk. Columbia is as yet
the only firm releasing all of its
singles both on mono 45
and mono 33.

All six sales of the small 33
are little compared with 45
sales. Mitch Miller noted this
week that sales are steadily
increasing day by day, and that
dealers and distributors are
recording the seven-inch 33.
"If we come thru with a smash
hit," stated Miller, "then we
feel sure that sales of the small
33 will show a solid upturn."

Pulse Study Outlines
C&W. 'Home' Market

NEW YORK — Some 150 re-
presentatives of ad agencies and
radio stations with an important stake
in country music programming
heard a report describing character-
istics of the typical (statistical)
home favoring this type of music at
the "Country Music Network"
breakfast Tuesday 120, at the Sa-
vey-Hilton in New York City. The
report, based on a market study
undertaken by the Charles Bernard
Company, Inc., and conducted by
Pulse, Inc., was given to the gath-
ering by Dr. Sidney Rosnow, Dis-
trictor of Pulse.

Despite the apparent major in-
fluence of country music on gen-
eral pop music content and style
and recent reports by Rosnow warned that it was,
there is an absolute identify which
characteristically describe (1) the extent of the
market, (2) the age mix, (3) the location of
the purely country music-listening
segment. Unlike the foreign
language market or the Negro
market, where the objective criteria
for age groups are standardized,
the white country listening home has never been characterized.
The study sought to estab-
lish other characteristics of the
The CLOWN
OF THE CENTURY
BRINGS YOU THE
LAUGH OF THE WEEK
ON CBS-TV STARTING
SEPTEMBER 27

PET MILK COMPANY is pleased and
proud to be associated again this season
with RED SKELTON. . . one-man
world-of-fun who can change characters
easier than he can his socks. . . and who
delights millions of families each week,
whether he's himself. . . or one of the fab-
ulous Skelton "gang."

WELCOME BACK, RED...

CLEM, FREDDIE, MR. APPLEBY, DEADEYE AND FRIENDS!

PET MILK COMPANY

Wilson Re-inks
Brunswick Pact

NEW YORK — Brunswick Rec-
dicts has resigned Jackie Wilson
to a new, long-term contract. Wil-
son was originally signed by the
label in May 1957 and since then
has enjoyed this such as "Lonely
Teardrops," "A Woman, a Lover,
and a 'Home' Market

NEW YORK — Some 150 re-
presentatives of ad agencies and
radio stations with an important stake
in country music programming
heard a report describing character-
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home favoring this type of music at
the "Country Music Network"
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language market or the Negro
market, where the objective criteria
for age groups are standardized,
the white country listening home has never been characterized.
The study sought to estab-
lish other characteristics of the

Ovens Sets
Mgt. Firm

NEW YORK — Don Ovens, for-
maker and manager of Capitol Rec-
dicts and more recently national promotion
manager for United Artists Rec-
dicts, has set up his own talent management firm.
His clients include singer- com-
edian Kay Ballard, Robinson re-
cording artist, the Cumberland Three, and Paul Wallace, featured
performer on the popular radio and
tel vision shows, including
sides he wrote and sides he
took with his own orch. and/or
other artists.

The Texas-born Reisman
was greeted at the airport by
dean officers on his "touring
trip and presented with a 10-gal-
on Western hat. Meanwhile,
Reisman's fiancée, Loloro
of Reisman's latest LP "Instrument-
mental Impacts," a special pre-
pack item, at a reduced price
($2.98 instead of $3.98) for
the month of September only.
TENDERLOIN
A NEW MUSICAL COMEDY

OPEN ON BROADWAY OCTOBER 17.

Peggy Lee debuts a fresh, new ballad from

"MY GENTLE YOUNG JOHNNY"

Record No. 4449

Soon...
The original cast album by Capitol

Capitol Records
**BREAKING BIG ON ATLANTIC**

**RUTH BROWN**
**TAKING CARE OF BUSINESS**
b/w **HONEY BOY**
2075

**Billy Storm**
**Sure as you're Born**
b/w **In the Chapel in the Moonlight**
2076

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**SOUTHERN REPS IN CONVENTION**

**NEW YORK** — The meeting of the United Nations General Assembly, with a flock of birds in attendance, dominated headlines here this week, a second international conclave, of considerable interest to the music business, also occurred when Southern Music representatives from 19 countries met in convention during the week.

Purpose of the meeting was to discuss ways and means of better co-operating Southern international business affairs to become better geared to the increasing exchange of music between countries. Present at the meeting was Mr. Ralph Peer, pretty of the firm, and widow of the founder of Southern, the late Ralph Peer. The sessions were headed by Robert Vaven, executive veepee and general manager. Murray Deutsch, general professional manager of the firm was guest-speaker.

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**NARM to Hire Exec-Secretary**

**First Step in War on Discounting;**
**Resented Diskery Promotional Policies**

By **NICK BRO**

**CHICAGO** — The National Association of Record Merchandisers (NARM) will hire a full-time executive secretary as the first step in its fight against discounting and manufacturers' promotional policies.

The move is one of several resolutions agreed to by members at a crash midyear meeting here held September 16-17. Twenty-eight of the group's 35 members were on hand with the meeting closed to record manufacturers who are associate members.

Chief discussion centered around two resolutions that were passed:

1. NARM agreed to utilize all legal methods possible to change manufacturers' policies which encourage record distributors engaging in retail merchandising.
2. The Association will seek to have manufacturers give two days' notice before removing records from their catalogs.

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**Car for Best Col. Window**

**NEW YORK** — Attention, dealers! Columbia Records has started a "Sound of Genius" window display contest, with a Chevrolet Corvair as first prize. Contest will be a special promotion for the firm's Masterworks releases of the past three months.

The competition, which runs thru October, is limited to dealers members of the firm's automatic release program, whereby dealers receive a selection of master classical albums in advance at a discount. Contestants can make use of the new Columbia display blocks, mobiles designed to feature Masterworks albums. Winning windows will be judged on the basis of layout, design, impact of sale message, etc. One winner from each territory will be selected by Columbia distributors en- gaging in retail merchandising.

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**Kapp Cops Bill Dana**

**NEW YORK** — Kapp Records has grabbed the currently successful Dana and signed him to a disk pact. Dana, who has the chart entry "My Name Joe Jimmy," on Signature Records, will now officially be released by the latter label, hence his availability to Kapp.

The firm will shortly release a new Dana set, "More Jose Jimmy," consisting of takes from Steve Allen and Spike Jones TV shows and will be issued as two tapes. A new Dana album also will be released.

---

**Chancellor RECORDS INC.**

**THE ROYALTY OF RECORDS**

proudly presents

**FRANKIE AVALON**

with his **NEW SMASH HIT...**

**"TOGETHERNESS"**

C-1056

**IT'S IN DEMAND**

Will be appearing on the Perry Como Show, October 25

---

**Chancellor RECORDS INC.**

DISTRIBUTED BY A&R RECORD CORP.
Haunting Movie Theme Done In Mr. Music's Unmatchable, Best-Selling Style

MIDNIGHT LACE

DAVID CARROLL
AND HIS ORCHESTRA

71703

More Best Selling Styles On Mercury Records

I Wish I'd Never Been Born  PATTI PAGE  71695

Love Walked In  DINAH WASHINGTON  71696

To Each His Own  THE PLATTERS  71697

Charming Billy  JOHNNY PRESTON  71691

Release Me  JIVIN' GENE  71680
JOHNNIE RAY
HIS FIRST CADENCE RELEASE
IN THE HEART OF A FOOL
CADENCE 1387
LET'S FORGET IT NOW
Col. Wins Round In Garner Suit

NEW YORK — Columbia Records won round three in its current legal battle with Erroll Garner when the Appellate Division of the Supreme Court of New York last Tuesday (20), reversed the lower court decision and cancelled an injunction that Garner had obtained against the distroky. Garner's injunction was obtained against Columbia issuing "The One, the Only Erroll Garner" album, and it had been in effect about a month or so. New Columbia will go ahead and ship the Garner LP, and its distributors can sell it to dealers.

Garner's attorney, Walter Houser, has asked the Appellate Division to hear the case again. (Continued on page 29)

NAB MEET TO LIMIT EXHIBITS

WASHINGTON - At its spring convention, the National Association of Broadcasters says it will continue its policy of restricting exhibitors to associate members who manufacture essential to broadcasting or networking, but will allow others to set up hospitality quarters while they are available. Convention will again be open to active and associate members, but certain conferences will be limited to station and network representatives only. The 39th annual convention will be held here May 7 to 11.

TEXAS DEALERS JOIN IN RADIO SPONSORSHIP

HOUSTON—The Houston Record Dealers' Association has embarked on the sponsorship of a one-hour nightly record show to promote the sale of disks in its area. The radio show is the brainchild of Frank Rodel, of the Palais Music Center, advertising chairman of the association. In addition to the dealer co-op, the show is sponsored by record manufacturers and distributor representatives. Columbia, Capitol, RCA Victor, and the representatives of Argo, Command, Liberty, Am-Pak, Mercury and Roulette are among the stations involved.

The show, entitled "The Listening Booth," is aired five nights a week over Station KHUL-FM which has the highest FM Hospital rating in the area. Each show highlights the new releases of an individual manufacturer. Rodel explained that the scheme was presented to the dealer organization as a broader advertising exploitation for ad budgets than single dealer promotions. The expense of these promotions is often shared by disk manufacturers or their representatives in a given area.

Rodel also mentioned that this is an idea that will be expanded to other markets and other formats. The show will be 24-hour phone service which fills listeners in on artists, song, and record number of the tunes played on the show. More importantly, the service also gives the listener the name of the nearest member dealer at which the record can be bought. Commercials

(Continued on page 30)

NOTICE OF SALE

A.B.C. MUSIC CORPORATION
ROGAT MUSIC CORPORATION
BOURNE, INC.

NOTICE IS HEREBY GIVEN that the Board of Directors of the Corporation of the New York, New York, which is the successor to A.B.C. Music Corporation, Robert Music Corporation and Bourne, Inc., have determined to sell to Labor, Music, and Merchants of Records, Chicago and Lafayette, N.Y. on October 22, 1939, at 2:30 o'clock in the afternoon.

A copy of the notice of sale is attached, and it may be procured from the undersigned. Subscribers to the New York City and Journal of the New York, N. Y., October 19, 1939.

The Court will require all of the Parties

Dated: New York, N. Y.,
August 15, 1939.

RICKY

JIMMY MITCHELL

Clawing the Top!

YES SIR, THAT'S MY BABY
RICKY NELSON

"ATSA NICEA" REY ANTHONY

"LET'S FALL IN LOVE" JIMMY MITCHELL

BOURNE, INC. (ABC MUSIC CORP.)
121 West 57th St. New York, N. Y.
NOW!
10% DISCOUNT ON ALL EPIC SEPTEMBER/OCTOBER NEW RELEASES
MEET THE BAND!

ANYONE CAN PLAY BONGOS

LN 3736  BN 581

LN 3741  BN 583

HANDEL
ACIS AND GALATEA
CANTATE NOBILE
DEI MARTIRI
WILHELMO GEBERT,
CONDUCTOR

CAMARA.
ACADEMICA
DES SALZBURGER
DOZEN.
RUDOLPH KIMMEL,
CONDUCTOR

CLAIR DE LUNE
A ROUSSEL RECITAL
WERNER HAAS, PIANIST

HANDEL
ORGAN CONCERTOS,
Op. 4, Nos. 1, 3

JOHANNES NISIT
KOHLER

THE WONDERFUL
WORLD OF MUSIC ON
EPIC

*STEREOGRAMA
THE BILLBOARD
SEPTEMBER 24, 1960

GREAT RECORDS

of great themes
from great pictures
by great composers

*THEME FROM
"THE DARK AT THE
TOP OF THE STAIRS"
by Max Steiner

CHET ATKINS ... RCA VICTOR #47-7796
FRANK CHACKSFIELD ... LONDON #1945
PERCY FAITH .... COLUMBIA #4-41796
ERNIE FREEMAN .... IMPERIAL #5693
ROBERT HOLLIDAY .... EVEREST #19381
JACK PLEIS ........ DECCA #9-31155

*CORAA'S MELODY FROM
"THE DARK AT THE TOP OF THE STAIRS"
BOB THOMPSON . RCA VICTOR #47-7795

*THEME FROM
"THE SUNDOWNERS"
by Dimitri Tiomkin

ROBERT HOLLIDAY .... EVEREST #19381
MANTOVANI .... LONDON #1946
JACK PLEIS ........ DECCA #9-31155
FELIX SLATKIN .... LIBERTY #F-55282
BOB THOMPSON . RCA VICTOR #47-7795
BILLY VAUGHN .... DOT #45-16133

*Publisher:
M. WITMARK & SONS
488 MADISON AVE . NEW YORK CITY, N.Y.
RAY ELLIS
AND HIS ORCHESTRA
PLAY
"MIDNIGHT LACE"

From U.I. Picture (Arwin Production) "Midnight Lace"

K 12942

THE STARPPOWER LABEL

MGM® Records

1340 Broadway, N.Y. 36, N.Y. JU 2-3000
LAVISH PARTY DEBUTS NEW PHILLIPS STUDIO

MEMPHIS — Sam C. Phillips, head of Sun Records and Phillips International, formally opened his new $750,000 Sam C. Phillips Recording Studios at 659 Madison Avenue here Saturday (17) with a lavish open-house party to the music trade and press. More than 50 out-of-town music and radio trade folk joined with local dignitaries and music-radio trashers to celebrate the event hosted by Sam Phillips in high-pleasure style.

Program got under way at 4 p.m., Saturday with an inspection tour of the premises, followed by a two-hour champagne party on a rooftop sun deck adjoining Phillips' penthouse offices. Saturday evening, Phillips hosted 150 guests at a champagne dinner at Holiday Inn, which was followed by a 10-mile cruise on the Mississippi River aboard the Memphis Queen.

A studio party running into the wee hours' houses of Sunday climaxed the celebration. Open house in the studio public was held from 2 to 6 p.m. Sunday.

Two and a half years in the building, the new Phillips quarters strikes up as an elephantine structure and its recording plants in the country, both from the standpoint of modern equipment and lavish furnishings. The latest in recording equipment, custom made, is geared to handle commercial demands for years to come, Phillips said, and any modification in record pressing would pose no great problem for the future.

The new building is equipped with two studios, two central rooms, equipment for both mono- and stereo-phonograph master recording, an editing room, three sound chambers, an employee's lounge, executive bar, and a spacious roof-top sun deck. Torn German-style New England lathes for cutting masters represent an investment of nearly $150,000, Phillips said.

Among the out-of-town guests who signed the register Saturday were: Lew Levin, Cadet Distributing Detroit; Greg Landau, Hill & Range Music, Inc., New York; Mr. and Mrs. Leroy Davidson, Choice Record Distributing, Kansas City; Mr. and Mrs. Charles, KHJ, Los Angeles; Little Rock; Irv Cohen, Esquire Distributors, Newark, N.J.; In B. Sachs, The Billboard, Cincinnati; Nancy Morant, Albe Distributing, Richmond, Va.; Bill Binkley, and Ruth Stewart, Southland Distributing, Atlanta; Steve Repp, KANS, Kansas City; Little Rock; Mr. and Mrs. Henry Holleder, All-South Distributing, New Orleans; Mr. and Mrs. Hubert Carlock, Music City Distributing, Nashville; Mr. and Mrs. F. Tammy Cuts, WSM, Nashville; Mr. and Mrs. Jim Lowe, WRR, Dallas; Mr. and Mrs. Ernest Lerner and Mr. and Mrs. George Lennex, United Distributing, Chicago; Frances Williams, BMI, Nashville; Mr. and Mrs. I. Victor, Nashville; John Argo, WHEY, Millington, Tenn.; Helen Bolstad, Radio-Com, Minneapolis; and Herbert K. Stern, United Artists, Chicago.

Franken Sets Radio & TV PR, Ad Firm

HOLLYWOOD — Jerry Franken, ex-radio & TV edger of The Billboard, has set up his own advertising — public relations office, with headquarters here and New York offices in the new Time & Life Building.

Franken's clients include Programs for Television, Inc., a TV film production and distribution company; RPF Enterprises, Inc.; Star International, Inc., one of the broadcasting industry's largest suppliers of radio programming; Richard H. Ullman, Inc., new program distribution organization; Del Wood Associates, a New York advertising agency; and Omar Music Company of Hollywood.

The Franken firm will be affiliated in New York City with the William F. Trethewey, Inc., public relations organization.

Franken, who recently resigned as head of advertising, promotion, and publicity for National Theaters & Television, Inc., and National Telefilm Associates, Inc., was formerly director of publicity for Tele- vision Programs of America and was also with Lester Lewis Associates. He is married to the former Charlotte Summers, ex-TV-camera head of research staff at The Billboard.

— TV Mirror, New York; Jack Dalton, Dallas; Mini Terpel and Ed Kincaid, London Recorder, New York; Charlie M. Sachs, R.F.R. & M.; The music Reporter, Nashville; Mr. and Mrs. Leonard Chess, Chess Records, Chicago; Mr. and Mrs. Stan Lewis, Stan's Record Shop, Shreveport, La.

SCHICKE BACK IN EPIC POST

NEW YORK—Charlie Schicke, former president of Everest Records, has returned to Epic Records as the firm's national sales manager. He was appointed to the new post by General Manager Al Shulman. Schicke will be responsible for Epic's entire field force, and will also co-ordinate distributor activities.

Epic Records is entering the four-track tape field in strong style this October. The firm is releasing 19 four-track tapes, selected from the best-selling lines in the Epic catalog. They include tapes by the Lester Lanin orchestra, the Marine Band of the Royal Navy, the Minstrel album "Gentlemen Be Saclned" and "Fling Pong Perfection." Classical sets include one with the Cleveland Orchestra, another with pianist Leon Fleisher, the Concertgebouw Orchestra of Amsterdam, and the J. Monos ensemble.
Westinghouse
Airs Election
Music Series

NEW YORK — A new series of eight half-hour musical radio programs titled "Songs for President," has been produced by the Westinghouse Broadcasting Company and is being aired on WBC stations as well as on several other outlets, and by the Voice of America and other federal agencies.

The series, produced by William J. Kaland, national program manager of WBC and Silviana award-winning producer, is designed to "capture the sounds, exhilaration, history and fun of campaign music in American presidential elections," and, according to Kaland, stresses "the gay flavor of past elections, the winnowing, the restful dynamic political drama."

Over 100 campaign songs of elections from the time of Washington to the present are integrated into the shows, ranging from patriotic to irreverent, from "Jefferson and Liberty" (Van Buren) to "A Used-Up Man." Ray Ross is musical director. Most vocals were handled by the Honeydrippers.

Dillard Heads
FM Committee

WASHINGTON — Membership of the 1960-61 FM Radio Committee will be headed by Everett L. Dillard, general manager, WASH-AM, in Washington, the National Association of Broadcasters announced last week. Others on the seven-man FM committee are Raymond S. Green, WPLN-FM, producer; Al Capp, WHCU-FM, Inhaca, N. Y.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Ed Curtis, Sounds Off

FCC MULLS NEW
RULINGS FOR
REVISED 317

WASHINGTON — Not to be undone by the National Association of Broadcasters, the Federal Communications Commission has put out its own copies of the Harris Sub-committee's list of do's and don'ts under the new sponsorship identification Section 317, which exempts free records from announcement on the air. The FCC says the Committee's examples reviewed in The Billboard issues of June 20 and September 12), will serve as guidelines until the agency finalizes rule-making on the whole matter of indentifying free program material. Section 317 of the Communications Act was modified under the Harris antipayola legislation.

The FCC says it is giving the question of interpreting the new Section 317 a thorough review, and as soon as possible will begin rule-making to give the "maximum possible guidance" to the industry. The agency specifically cancels out Announcement List of March 16 notice which caused havoc to the record and broadcast industries by requiring announcement for free records, under strict interpretation of the old, preamendment wording. Stations which were put under a payola cloud for alleged violations of the old Section 317 are now in the clear, if the offense involved only free record play, and not specific payola charges.

Rank Briefs
Stockholders

LONDON — Lord Rank, chairman of the Rank Organisation, referred to the future of the group's interest in the disk field in the annual report presented last week to stockholders. "Our efforts in the United States, where the market is not restricted, and the international co-operative distribution organization which we have established in New York will be continued," he said. "We shall continue to trade in Britain as record distributors through our subsidiary, Thompson Diamond and Butterly Ltd." (That is the firm Rank bought to act as its wholesaler to supply dealers.

SQUARE DANCE RECORDS
MEAN PLUS PROFITS
CONTACT THE DISTRIBUTOR
NEAREST YOU FOR
CATALOG AND INFORMATION

MGM's
BAND
WAGON
OF HITS

"WHAT A DREAM"

K 12918

THE STARPPOWER LABEL

THE BILLBOARD

September 26, 1960

Music News

17
Pincus Sets Unusual Brit. Pub Deal

LONDON — Publisher George Pincus has set up Gil-Pincus, Ltd., and in a first move, assigned some of his numbers to a British firm, Tin Pan Alley Music, for exploitation in Great Britain, Eire and South Africa.

The deal is unusual in its implications. Pincus has broken with the normal practice of selling British rights to a local company. His own firm, Gil-Pincus, Ltd., will retain the copyright "to provide something for my family later."

He felt that there was not the right top-class personnel available to fully activate his own London-based firm. Hence the exploitation deal with Tin Pan Alley Music, which is owned by Fred Jackson and Bunny Lewis.

This first agreement covers three songs — "Four Little Heirs" (recorded by Kay's Brian Hyland), "Where's the Girl?" and "Where's the Boy?" (Jane Morgan, Kay Kay). "Was There Once?" (Charlie Hanks, Capitol), "Dixie" (Jimmy Boyd, Dot) and "Yangerock" (the Chantones, Top Rank).

Pincus emphasized that the deal with Tin Pan Alley Music involved no association other than the specified songs. Similar arrangements with other British publishers were near completion and others contemplated. For example, Greene, Pincus' attorney, accompanied him on his visit to set up his company and arrange its first operation. The publisher was spending last week visiting Continental and is back now to London today (26) and plans to be back again by the weekend.

He intends making frequent trips to London in future for personal supervision of his operation.

GAC 'Biggest Show' Starts Trek Oct. 2

NEW YORK — General Artists Corporation's 'Bel Sound division' will open '903' swings off on its fall tour with a two-show performance in the Milwaukee Auditorium October 2. The tour, which leaves L.A. last January, November 5, will cover a good part of the Midwestern States. Southern and Eastern portions of the country.

A wealth of 'Hot 100' talent will be included in the show, including Fabian, Chubby Checker, Brenda Lee, Freddy Cannon, Jerry Miles, the Bill Black Combo, Dianne Eddy and Jimmy Clanton. Bobby Vinton lends the supporting act and Herbie Styles is the emcee.

MGM's BAND WAGON OF HITS

JIMMY JONES

SINGS

"ITCHIN' FOR LOVE"

CUB K9076

THE STARCPOWER LABEL

A Division of MGM Records
Promotion.

The promotion is being circulated to reviewers by the Riverside label to promote its new "High-Hole Madison Avenue" LP by comedian Louis Nye, who has made quite a reputation for himself on TV with Steve Allen.

Enforced in a simulated imitation attack case are a number of products or allied items in the national distribution. Free to reviewers this week come one reel of Strip-tooth paste, one fake jet liner, one real martini for phone, one real Brooks Brothers clothes catalog, one can of schitz beer (empty), and one certificate attesting to the fact that the reviewer's uncle is real. Thanks, Louis.

Glicken Joins Keene Labels

CHICAGO — Earl Glicken, former sales manager for three and a half years for Paul Glass All State Distributing Company here, was named national sales manager for the Bob Keene labels, Del-Fi and Donna, last week.

All Keene headquarters on the West Coast, Glicken will remain in Chicago with offices at 75 East Wacker Drive. In addition to heading the label's sales picture, Glicken will operate as a talent scout for the Keene firms.

To date, no replacement has been named by Glass.

Melcher Debs New Label; Hot Activity

NEW YORK — Marty Melcher's publishing and recording firm are going out. On the recording end Melcher has just started a new label, Mart Records. First artist is a young singer named Ronnie Pearson. Milton Shain has been chosen musical director of the label, with Rob Crystal handling the label end of the firm's New York office, and Leslie Conin in London taking care of European distribution.

Melcher's publishing activity is sparked by the theme from the new Doris Day flick, "Midnight Lace." Five records have been waxed on the tune, including Ray Erens, Dick Jacobs, Ray Conniff and David Carroll. The thru-shut cut the other theme music, "What Does a Woman Do," for Columbia. The flick, "Midnight Lace," is the first one for Dorco in which she does not sing.

Crosby Station Changes Hands

WASHINGTON — Bing Crosby's radio station, KFOX-AM, FM, in Long Beach, Calif., owned by the crooner, Kenyon Brown and Kevin Sweeney, has been sold to Max Reuss, broadcast personality, and Robert Symonds, both of Washington, the purchasers announced last week. The price was said to be $230,000, and sale is subject to FCC approval.

$1 Price Cut By Somerset

NEW YORK — Monaural price of Somerset Records has been reduced to $1.98 as a result of a poll taken among 6,000 dealers by Jules Malamud, diskey's sales chief.

Price was hiked to $2.98 last March "as a psychological move to counteract discounting," Malamud says this price rise did not affect volume to any great degree, but created some areas of confusion.

The returns of the poll to date indicate that 1,921 dealers are in favor of the reduction. Only 91 want the $2.98 price maintained. One states: "Who the hell cares?

Mercury Denies Open Stock Sale

CHICAGO — Irwin Steinberg, executive vice-president of the Mercury Record Corporation, denied trade reports that the company's stock would be placed on the open market. Steinberg said there is no basis for these reports and that a public offering is not imminent. The stock is currently privately owned.

Al Hibbler With Rank

NEW YORK—Rank Records of America has signed up the veteran crooner, Al Hibbler, it was announced this week by Harold Friedman, operating head of the label. On another front, Edith Sall, formerly of Coral and later of Dot Records, has been hired to handle the two Rank publishing firms, Jane (BMI) and Rank of America (ASCAP).

Rank Hibbler, formerly of Decca, will now be re-united with the man who made most of his disks at Decca, Paul Cohen. These included "After the Lights Go Down Low" and "Unchained Melody." Friedman said: "We are delighted to welcome a great singer like Al Hibbler to our family of artists."

Friedman, speaking of Miss Sall's appointment, credited her with placing "Look for a Star," in Jaro and securing 10 disks of the song.

Cosnit Lucky Key Promot'N

NEW YORK — Cosnit Distributors has introduced a novel dealer incentive plan in an effort to increase sales. Under the "Treukey" Promotion, Cosnit salesmen leave key sets at a music store, and for every order placed, a dealer receives a key. Dealers hold on to all keys collected.

In each of the Cosnit markets, certain keys will open a locked treasure chest on view in the branch office. Dealers whose keys open the chest get a special merchandise gift envelope which offers an assortment of prizes. The promotion ends October 15, at which time dealers plan to start consumer treasure chest promotions. Cosnit is helping set these up.

NOVEL RIVERSIDE PUSH ON NYE LP

NEW YORK — A special promotional package is being circulated to reviewers by the Riverside label to promote its new "High-Hole Madison Avenue" LP by comedian Louis Nye, who has made quite a reputation for himself on TV with Steve Allen.

Enforced in a simulated imitation attack case are a number of products or allied items in the national distribution. Free to reviewers this week come one reel of Strip-tooth paste, one fake jet liner, one real martini for phone, one real Brooks Brothers clothes catalog, one can of schitz beer (empty), and one certificate attesting to the fact that the reviewer's uncle is real. Thanks, Louis.

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"OLIVER COOL" IS COMING..... ON ROULETTE

THE BILLBOARD

MGM'S BAND WAGON OF HITS

TOMMY EDWARDS

Sings

"BLUE HEARTACHES"

ORCHESTRA AND CHORUS CONDUCTED BY LEROY HOLMES

K 12916

THE STARPPOWER LABEL

MGM Records
Madison Signs Adler, Alpert

NEW YORK—Madison Records, Larry Adler and Herb Alpert are the producing team of an exclusive producing post. Adler and Alpert are the producers of such current hits as "Baba O'Riley" by James Brown, a song being used as a vehicle to launch Van Morrison's disk career. Packaged in "The Still of the Night," Adler also served as arranger. The disk was recorded in Hollywood with Latin musicians.

This is one of the rare Berliner releases for the Tropicana label. In the past, he has made Latin recordings in Los Angeles and released them under other labels. Some of his south-of-the-border disk creations for other labels include Dot's "Cuban Festival," "Playtime in Havana," and "Braziliana," and for Decca, "Let's Dance Latin," and "Love Letters in Texas." Berliner has long favored Latin music. His Tropicana Music publishing firm is affiliated with a Cuban music company which gives the Berliner Company U. S. rights to its catalog.

Texas Dealers

- Continued from page 11

The show during the store service; relies on the record dealer as a specialist in record music and all musical questions. In addition, a list of week's programs goes to each member dealer telling him what will be played the coming week. This enables him to set special in-store displays and promotions of his own that go in with the show.

Rode also stated that the station was co-operating in the fullest possible way. "The Evening Booth" show is often plugged during the rest of the programming day.

Coda Label Off to Start

NEW YORK — Coda Records has been selected as the title of the subsidiary label of Cadence Records, according to Bob Al- shuler, recently appointed general manager of the new unit. Al- shuler resigned his promotion post at United Artists Records to take over the Coda reins.

Extensive recording sessions for both singles and albums have already gotten under way. Original artist to be cut was Chicago pianist-blue blues chaster, Otis Spann. Spann brought along with him on the date a pair of drafts for a record which has been heard from diskwise since the early '40's, St. Louis Jimmy and Robert Lockwood Jr. Both will be heard from on Coda.

Satchell Sets African Trek

NEW YORK — The Pepsi-Cola Company is sponsoring an African tour for Louis Armstrong and His All-Stars starting in Accra, Ghana, October 15 thru 23. The soft drink concern, which is in the process of developing its plant facilities in Ghana and Nigeria, has booked Satchmo on a nine-date tour.

Besides two dates in Accra, Armstrong will also play in Lagos, (three times) and Ibadan, Enugu, and Kano, Nigeria.

Col. Wins Round

- Continued from page 13

Breath of contract, Columbia in turn has signed Garner for $100,000 claiming that he breached his con- contract by not recording for Columbia for the past year and a half. Action is expected to be brought in an early trial.

Tropicana Issues Latin Classics LP

HOLLYWOOD — Oliver Ber- liner's Tropicana Records will issue an album of symphonic Latin music arrangements recorded by a 9-piece orchestra conducted by George Hernandez and featuring vocalist Mary Vassallo. The orchestra is being used as a vehicle to launch Van Morrison's disk career. Packaged in "The Still of the Night," Hernandez also served as arranger. The disk was recorded in Hollywood with Latin musicians.

This is one of the rare Berliner releases for the Tropicana label. In the past, he has made Latin re- cordings in Los Angeles and released them under other labels. Some of his south-of-the-border disk creations for other labels include Dot's "Cuban Festival," "Playtime in Havana," and "Braziliana," and for Decca, "Let's Dance Latin," and "Love Letters in Texas." Berliner has long favored Latin music. His Tropicana Music publishing firm is affiliated with a Cuban music company which gives the Berliner Company U. S. rights to its catalog.

Hap's "Pick to Click" disk, which recently bought WKLO's "Pick to Click," is played by WKLO deejays 108 times during a one-week period in the "Amarillo Gnome." The station is putting a special coupon on the side panel of the record that the station can use to spread the word. Each coupon entitles the bearer to purchase WKLO's "Pick to Click" disk of the week for 60 cents at Cowley's store.

Cowley, who says he's looking for "exceptionally hot new singles to use as the Pick," notes "Model Farmers tells me the distribution on their milk runs 30,000 a week, so I'm expecting big traffic from this."

Glover to Roulette

NEW YORK — Henry Glover, artist and repertoire saucer at King Records for nine years and more recently owner of his own label, has joined Roulette's A&R depart- ment. The move will concentrate solely on singles with emphasis on rhythm and blues disks. Glover will also search out and sign new talent for the label. The exec, who worked with Hank Ballard's original King ver- sion of the current hit "The Twist," started his career as trumpet player with the Lucky Millinder and Tiny Bradshaw bands.

THE BILLBOARD

SEPTEMBER 26, 1960

MUSIC NEWS

New Outlet

- Continued from page 19

I was highlighted by a flock of disk giveaway promotions.

Cowley is also promoting his store with disk giveaways, via a tie-in with Model Farms. The milk company offers a "Pick to Click" disk which recently bought WKLO's "Pick to Click." The "Pick to Click" disk is played by WKLO deejays 108 times during a one-week period in the "Amarillo Gnome." The station is putting a special coupon on the side panel of the record that the station can use to spread the word. Each coupon entitles the bearer to purchase WKLO's "Pick to Click" disk of the week for 60 cents at Cowley's store.

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Welcome to the USA MANTOVANI for your 1960 concert tour
September 30 - November 28

Mantovani Tour Schedule

Recently Released—Already A Best Seller

SONGS TO REMEMBER
With These Hands; Foreway Places; A Very Precious Love; Jamaica Farewell; Tenderly; Blue Star; Gigi; When I Fall in Love; No Other Love; Vaya Con Dios; Two Different Worlds; Tonight.
Mona LL 3143 Stereo PS 103

Newest Release—DeLuxe Package—Bound-In Brochure

OPERETTA MEMORIES
The Merry Widow Waltz; My Hero from "The Chocolate Soldier"; Ploy Gypsies, Dance Gypsies from "Countess Maritza"; Oh Maiden, My Maiden from "Frederika"; The Gypsy Princess Waltz; The Count of Luxembourg Waltz; Serenade from "Franziska"; Gypsy Love Waltz; The Gypsy Baron Waltz (Your Eyes Shine In My Own); Die Fledermaus Overture.
Mona LL 3181 Stereo PS 102

Three Great Themes

Theme from SUNDOWNERS 1946

SONG WITHOUT END 1945

IRMA LA DOUCE 1947

London Records
539 West 25th Street
New York 1, New York
JAMIE GUYDEN HAS A HARVEST OF HITS

DUANE EDDY
WITH HIS "TWANGY" GUITAR AND THE REBELS
BIGGEST EUROPEAN HIT

PETER GUNN

and
ALONG THE NAVAJO TRAIL
JAMIE #1168

Available in
Attractive
4 Color
Picture
Sleeve

You'll Go Crazy About
This Two Sided
Novelty Smash

CRAZY LITTLE HORN
and
GOOGLE EYED
by
CRAIG ALDEN
Jamie #1166

Destined to be the
Big Ballad of 1960

OUR FIRST DANCE
(Premiere Ball)
by
GERARD CALVI
Jamie #1165

You'll Go Crazy About
This Two Sided
Novelty Smash

CRAZY LITTLE HORN
and
GOOGLE EYED
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CRAIG ALDEN
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Attractive
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Sleeve

Destined to be the
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OUR FIRST DANCE
(Premiere Ball)
by
GERARD CALVI
Jamie #1165

Copyrighted material
NEW AUDIO PRODUCTS

Portable Phonos Has Built-In Radio

A portable phonograph with the added feature of an AM radio built into the case of the instrument is currently a highlight of the latest Malachite Music phonol line. The model, the 1182, centerless four-speed Stereo-O-Matic automatic changer and is encased in a checkerboard and brown Fabrikoid carrying case unit for $125, while its matching speaker ensemble (Model 163) sells for an additional $46.50.

Troubadour a Professional

A new professional transcription turntable has been introduced by Dyna-Empire of Garden City, N. Y. Classic Empire 208 Troubadour, the new unit is a limited mono-stereo turntable that comes with the firm's Empire tone arm, and a chrome walnut base. It is available in white, red or cherry maple. The entire unit, ready to go, sells for $137.50.

Table AM Radio Debuts

Featuring a six-inch speaker and separate loudness control and six tubes is this new AM table model radio, the Model A-11, being introduced by the Malachite Company. The set is available in black or chrome, and is encased in a polyurethane cabinet. It sells for $34.95. A companion product being introduced at the same time is the stereo AM radio.

Keeping Turntables on the Level

Keeping turntables on the level is the job of the new Troubutter Checker Kit ESK-4. Unit is designed to do away with that most turntable-detracting worry and is composed of adjustable rubber feet and mounts meant to be used under the base of the turntable itself. Also included is a spirit level which can be permanently mounted on the base of the turntable. The price of the kit is $5.50 and information is available from the company, headquartered in Framingham, N. Y.

For Disk Inspection

An important feature of the Bobbin Industries engineered Sound Record Key ESK-4 is the stylus scope which needle tips of either diamond or sapphire can be inspected for chips or wear. The kit also includes a stylus micrometer and a turntable level. The complete kit lists for $3.30.

Stereo Phonos for Promotion

Sonic Industries of Lynbrook, N. Y., has introduced a line of promotional stereo phonos of which this Model 1201 is typical. It comes in two-tone tan with detachable lid speaker. The unit presents a four-speed VM changer and two speakers, the main cabinet and measures 16 1/4 in. by 9 in. It is weighs 251/4 pounds. It is designed to retail at $49.95.

Dutch Dealers Get 10-Point Success Recipe

AMERSFOORT, Holland — Coen Solleveld, Phonos manager, was optimistic about a recent promotion on the occasion of the 14th annual Dutch Dealer Day, which was attended by nearly 400 participants. During the first eight months of this year his organization (representing the Phillips, Decca, Fontana and London labels), especially in August, beat all records established up to now. Solleveld expects this favorable trend to continue and still increase considerably in the coming period.

He explained his arguments with this table of the total record turnover in Holland: 1957, 131,000 per cent; 1958, 137,117 per cent; 1959, 128,185 per cent; 1960, 131 per cent (first six months)

Against the complaint that too many new records appear each month, Solleveld said that the dealers are everywhere. His advice was that the best thing a customer can do is to limit himself to buying only from those suppliers who are able and willing to back their records by means of promotions. A limitation of disk assortment is an absolute necessity for a well-running business.

Summarizing, he gave dealers 10 points for reflection. Points which have proved that the successful dealer utilizes:

1. Improved salesmanship (Continued on page 24)

By ROBERT SCOTT

The record or music system retailer who doesn't sell accessories seems to be the exception rather than the rule these days. The reasons are fairly simple—accessories require a minimum outlay for inventory, no servicing and very little selling is required, and the items offer a comfortable markup. Still there are several tricks of the trade which can help you raise your share of the business.

Disk Consultation

Years ago, for example, the Dyna-Store in New York (now defunct) insisted that whenever a salesman sold a phonograph or console, he should take the customer over to the manager of the record department and introduce him as Dynamic's record consultant. The store generally hired managers who knew records in general and the chain's inventory in particular fairly well. The Record Consultant would find out what the customer's taste in music was, and try to sell him two or three disks to start his collection. Later, the record consultant would emphasize the need for handling records properly—a lead-in to an accessories sale.

It's an extension of what some stores do today. It's common to locate a sound technician in the cash register or check-out counter where either the floor salesman or the manager can draw the customer's attention to something new for record or tape case. By dignifying a member of the store personnel with the title of consultant, and by being sure he knows what there is to know about the accessories he sells, you may be able to establish a quality image in the mind of the customer, and convince him to make your store headquarters not only for accessories but for larger purchases as well.

In the not-too-distant past, it was necessary to order each accessory separately—perhaps from a number of suppliers. Today, it's possible to get cable, patch cords, tape splitters, tape cleaners and replacement heads, record cleaners and covers, turntable levellers and gram scales all from a single supplier. And, in most cases, one order can give you a complete tape or record care department. Inventory control is relatively simple, because accessories are displayed on the racks or eared on the counter, and backup stock is kept conveniently nearby. A glance at the rack shows which items are moving most rapidly.

The advantages of the rack system of ordering items have passed a year or two ago when accessories manufacturers began (Continued on page 23)

ANNOUNCEMENT!

FA-4 frequency adjusted...the unique Formulation for increased dynamic range recording...is a Soundcraft exclusive. FA-4 cannot be incorporated in any tapes other than those with the Soundcraft Trademark!

Since the introduction of the new Soundcraft High Fidelity Tapes with FA-4 frequency adjusted formulation, thousands of dealers have been encouraged to reveal their preference for this new magnetically improved formulation. Their reasons are plain to hear in every word! More of the dynamic range of music is captured on the new Soundcraft FA-4 oxide formulation—resulting in recordings that sparkle with new truth-to-dimension. Dealer after dealer reports that Soundcraft Hi-Fi Tapes with FA-4 are producing the sales activity they've been looking for. Don't lose out...be sure you are stocking today's fastest moving, best-performing magnetic recording medium, the Soundcraft Hi-Fi Tapes! They cost no more than other premium quality tapes. Call your Soundcraft distributor today!
July Phono Sales Over June Total

WASHINGTON — The sales of stereophonic and monophonic phonographs showed a decided jump on both the retail and factory levels during the month of July as opposed to June. In a report issued by the Electronics Industries Association, data showed that 70,997 factory sales of mono sets, and 222,559 stereo sets for the month of July topped the respective 69,293 and 198,407 figures for June. Retail-wise, 11,862 more musical machines and 15,610 more stereo machines were sold in July than in June of 1960.

Year-to-date totals in stereo factory and retail set sales were running ahead of 1959 figures. More than 500,000 stereo sets were sold at the factory this year than last, and more than 723,141 stereo rigs have been sold by retailers. Monophonic phonographs showed a drop over last year’s year-to-date figures. In all, stereo retail sales lead mono sales by something more than 1,000,000 sets.

Audiophile News Briefs

Andrew J. Chilton has joined Stromberg-Carlson as assistant to the vice-president and general manager, Allan Shils. Chilton was former controller-treasurer of Chrysler of Australia, Ltd.,...; electronics representative firm has been formed by David Cole and Peter Shaffer. The new firm is located in Jamaica, N.Y. ... New public relations director at Hoffman Electronics is Herbert Rosen ... Phy Electronics Instrument Company sales, representatives recently convened in Manhattan during the half show to set plans for an added drive on full and winter selling of the company’s recently announced ‘61 line ... Westinghouse exec Trevor Clark has been named to the chairman-ship of the Electronic Industries Association’s Military Equipment Group. The same organization has appointed Royston tax consultant David Flower Jr. chairman of its tax committee.

Bambrey to Concertone

CHICAGO — Dick Bambrey, general sales manager of the Admiral Corporation, this week resigned to join The American Concertone, Culver City, Calif. Bambrey’s move is rumored to be part of a push on the part of American Concertone to upgrade its consumer products division. Up to now, the firm, a tape recorder division of American Electromedics, Inc., has been primarily a commercial producer of tape recording equipment. Bambrey will take over as vice-president and director of marketing for the tape recorder firm.

AES Meet Adds 3 New Sessions

NEW YORK — Three new technical meetings have been added to the slate of events to be held at the twelfth annual convention and exhibit being staged by the Audio Engineering Society. Dates for the event are October 11 thru 14, at the Hotel New Yorker. Titles of the new sessions are "Psychocoustical Engineering," "Speech Analysis, Synthesis and Compression," and "Architectural Acoustics and Electronics." These three events join a number of other discussions on audio and electronic subjects. In addition, an Audio Application session will include two papers on the new Nightchild and Eastman 8mm sound cameras. Representatives listed as presenting technical papers will be from Bell Telephone Labs, RCA, GE and Ampex, among others.

Reeves Steps Up FA-4 Tape Ads

NEW YORK — The Reeves Soundcraft Corporation has adopted an intensive ad campaign backing up its FA-4 "Frequency Adjusted Tape." The Weisian Company is handling the placing of advertisements in a large number of consumer magazines meant to reach urban and suburban families. Included in the space allocations are ads in Playboy, Cuse, U. S. Camera, and the N. Y. Times Magazine section.

VITAL

1. Thank your suppliers judiciously (limit their number, take the active ones).
2. Compose your stock carefully (select selectively).
3. Improve your rate of turnover (by means of selective purchasing).

Now from Epic

44 Track Stereophonic Tape

Featuring:
- Exciting packaging — vivid and easily identifiable tape containers
- A special introductory 10% discount
- Lester Lanin Goes to College — Lester Lanin and his Orchestra — EN 600
- Lester Lanin at the Tiffany Ball — Lester Lanin and his Orchestra — EN 601
- Marching Along with Sousa — Marine Band of the Royal Netherlands Navy — EN 602
- The World’s Greatest Minstrel Show — Gentlemen, Be Seated! (Again) — Entire Company — EN 603
- Ping Pong Percussion — Chuck Sagle and his Orchestra — EN 604
- Beethoven: Symphony No. 3 — The Cleveland Orchestra, George Szell — EC 800
- Tchaikovsky: Capriccioso Italian; Borodin: Polovtsian Dances from "Prince Igor"; Bruckner: Symphony No. 5 — Maurice Esclangon; Moussorgsky: Dawn on the Moskva River — The Cleveland Orchestra, George Szell — EC 801
- Brahms: Piano Concerto No. 1 — Leon Fleisher, pianist; The Cleveland Orchestra, George Szell — EC 802
- Handel: Water Music — Concertgebouw Orchestra of Amsterdam, Eduard van Beinum — EC 803
- Vivaldi: The Seasons — "I Musici," Felix Ayo, Violinist — EC 804

The Wonderful World of Music on Epic
NOW—TWO GREAT THEMES
ON A SINGLE Dot RECORD

BOB CROSBY
AND THE BOBCATS

THEME FROM "THE DARK AT THE TOP OF THE STAIRS"
From The Warner Brothers Picture
B/W "NIGHT THEME"
# 16141

Dot RECORDS "THE NATION'S BEST SELLING RECORDS"
Accessories Sell Themselves

Displaying all of their wares-ranging from a disk cleaning cloth thru magnetic replacement heads for tape recorders—on a single rack. The dealer found that while ordering was simplified, selling was more complicated, since a store might do well with certain types of disk accessories and noticeably worse with some of the more specialized tape items.

In the past year, the suppliers have learned a lesson and broken their large displays down into smaller ones. "You can order a complete tape care record department from us without getting any record accessories at all," a manufacturer's rep points out this year. We have a series of "deals" on display racks containing accessory items. You can get started for less than $100; or, if your business is really booming, you can set up a complete accessories department for $600 or more." Setting up an accessories department consists of grouping a number of display panels in one corner of the store. For a complete selection," the salesman continues, "take one of each of your panels—one for record care, one with tape care equipment, one with jacks and connectors, and one with tape recorder replacement heads. If you find that you've exp-

If they want to look at it more closely or see how it works, we'll take it out. But since most of our sales of this type of item simply involve the customer walking in and asking for an item, or seeing something he wants and deciding on it then and there, very little demonstration is necessary.

The rack merchants have an answer to pilferage, too. "There's no guarantee that anything a man can pick up in your store won't disappear," says a dealer in Queens who has used the racks successfully for several years. "But the manufacturers mount even the smallest accessories on fairly bulky cards. If somebody wants to steal a stylus microscope, he's got to steal a bulky card along with it. And if we keep the display where the cashier can keep an eye on it, we don't have any trouble.

Why are accessories so important? They're only small items, says Robinson Industry's H.Y. Post, but the markup on them is good, and a dealer who's doing a volume of business in records, in tape, in photographs or in components should be able to do a volume business in accessories as well, with no additional expenditure. Not only is the markup good on accessories, the salesman adds, but the customer can see them just as well. If there's something new we want to show them, we can point it out in the cabinet.

A brand new Audio Book Album

Leaves of Grass
by Walt Whitman

Sell this inspiring Audio Book of sixty-four magnificent poems written by Whitman at the height of his genius!

Leaves of Grass, the much talked about masterwork of the greatest and passionate poet in the English language, is now available in one complete Audio Book Album! Dan O'Herlihy's brilliant reading of these 64 poems is indeed a tribute to great literature. Your customers will enjoy the best of the distinguished Mr. Whitman, and you will enjoy new profits.

Write for complete Catalogue


"Great Literature in High-Fidelity."
Chancellor
THE ROYALTY OF RECORDS proudly present the following SMASH SINGLES . .

"TOGETHERNESS"
C-1056
FRANKIE AVALON

"A THOUSAND MILES AWAY"
C-1059
DAY BROS.

"TELEPHONE NUMBERS"
C-1060
KERRY ADAMS

"BABY CAKES"
C-1058
PANCHO VILLA

"IT'S UNBELIEVABLE"
C-1057
THE HEARTS

CHANCELLOR RECORDS, has the opportunity of offering you this great assortment of singles that will surely boost your sales.

DISTRIBUTED BY AM-AM RECORD CORP.
Pic Theme-Disk Ties Build in Singles Field

The "Sundowners" has been waxed by Billy Vaughn, Dot: Felix Statkin, Liberty; Jack Plei, Decca; Mantovani, London; Bob Thompson, RCA Victor, and Robert Holliday, Everest. The Vaughn and Statkin versions are already on The Billboard's "Bubbling" chart this week.

"Dark at the Top of the Stairs," by Max Steiner has been cut by Percy Faith, Columbia; Frank Chacksfield, London; Ernie Freeman, Imperial; Jack Plei; Robert Holliday and Chet Atkins, RCA Victor. "Cora's Melody," from the same movie, has been waxed by Bob Thompson.

The "High Time" score was written by Henry Mannini, who has also recorded the title tune and another song from the film, "The Second Time Around," for RCA Victor. Crosby has cut the same tune for M-G-M, backed by another movie theme, "Tenderly Romantic," from "Let's Make Love." Chancellors is expected to release a Fabian single featuring tunes from the movie shortly.

This week's "Hot 100" spotlights such hit movie themes as "A Theme From an Apartment" by Ferrante and Teicher, No. 12; UA's "Never on Sunday," by Don Costa, No. 26. Recent chart drop-offs include "Look for a Star" from the movie "Circus of Horrors" (there were six versions, four made the "Hot 100" as chart-topper). Don Costa's "Theme From the Unforgiven" and Audrey Hepburn's "Butter Lancast," waxed "Because They're Young" from the Dick Clark movie, theAtA Life version made the chart in No. 4 slot, and Johnny Horton's "Sink the Battleship." Percy Faith's No. 1 seller "Theme From a Summer Place" started the new trend at the beginning of the year.

The success of "Never on Sunday," is particularly interesting since the Greek movie has yet to be released here nationally. In addition to the Costa version, the tune has been cut by Ray Martin, RCA Victor; Marty Gold, RCA Victor; Pete King; Kappy, Raymond Leise, Janis Makadopouos, Patricie; and Nico Papoulides, Atlanta.

Other big movies with title themes slated to receive extensive coverage in the record field include the new Lucille Ball-Beatrice Hope starring, "The Facts of Life," Yul Brynner's "The Magnificent Seven" (scored by Elmer Bernstein), "Let's Make Love" with Marilyn Monroe; and "Pepito," which has several top disk names in the cast including Bobby Darin, Danny Davis, Max Terhalle, Bing Crosby, Judy Garland and Andrea Previn. Colpix Records has sound-track rights to the Italian film version with contractual ties to either label. Details have been given an okay for this package.

Several other film themes will be released for waxing soon. Johnny Mercer and Alex North are penning theme music for "Superman," a top-budget film starring Kirk Douglas, Donald hedrick, the new version of "The Sound of Music" starring Julie Andrews and Dimitri Tiomkin's "Pretty Little Girl" in another new movie, "Day of the Gun." Mercer has also written theme lyrics for Henry Mannini's music for Audrey Hepburn's new film "Breakfast at Tiffany's.

Connie Francis has recorded the title theme of M-G-M's "Who the SMS in prerecorded, Education Tape Fields

NEW YORK — The Stereo-phonie Music Society has announced an important series of new moves, including 36 new reel-to-reel tape releases between now and December, the start of a series of reel-to-reel 1/5 ips. tapes and the initiation of a special educational tape service.

According to Reuben Von Halle, president of SMS, the 36 new releases will be highlighted by sets of Dick Bens, Yvonne De Carlo and Dennis Day.

On the slow-speed front, the SMS move is believed the first in line with varying reel-to-reel material at the extra slow speed. Till

Techniques Head Film-Tape Firm

NEW YORK — Three sound technicians here have formed Audio-Techno Sound Tape, a film and tape recording service which will cater to the needs of recording and motion picture industries. Principals in the newly formed outfit are John H. Beaumont, former Eastern branch manager of United Stereo Tapes; Lawrence J. Kraegel, former supervising editor for Transfil Caravel, Inc., TV motion picture production, and Howard Lawrence, who has been with the Loew's and National industrial film division of Robert Lawrence Productions.

Boys Are, in which she makes her film debut, Franz Waxman and Paul Francis Webster have written a title song for M-G-M's Glenn Ford-Marla Sesser picture, "Cimarron." Waxman composed the movie's entire score.

now, talk of this speed has been cartridge rather than reel-to-reel form. The new slow-speed pack- ages will consist of five titles with about 100 minutes of material per tape. Von Halle expects to work a tile promotion deal on these tapes with one of at least four tape recorders manufacturers now represented with equipment that plays the slow speed. At the moment, Tandberg, Norlined, Uher and Telec, all feature this speed on new equipment, with others, particularly among the German importers, expected to follow suit shortly.

Von Halle is also negotiating with several manufacturers of language-teaching concerns, some of which operate schools and others of which simply have disk language lines, for exclusive tape rights to the language courses. He will also make distribution deals on tape versions of language courses available on various disk lines.

CHICAGO -- Bob West is the new Mercury Southerndome sales manager replacing Allan Wolk, who is leaving the firm. The appointment is effective October 16.

A CORRECTION

NEW YORK — Last week, in the New Audio Products column, erroneously, the lead item under the headline "Connie Home Entertainment Center," was inadvertently labeled as being produced by the Zenthi Corporation, when, in actuality, it is a Sylvania set. The set is not available with tape.
THE COMPANY THAT GAVE YOU THESE GREAT MOTION PICTURE HITS

DON COSTA "THEME FROM THE UNFORGIVEN"
FERRANTE & TEICHER "THEME FROM THE APARTMENT"
DON COSTA MUSIC FROM "NEVER ON SUNDAY"

NOW BRINGS YOU THE FIRST RECORDINGS FROM TWO SMASH MOTION PICTURES

"THE MAGNIFICENT SEVEN"
BY
AL CAIOLA
AND HIS ORCHESTRA
Arranged & Produced by Don Costa
United Artists Records 261
Flip Side "THE LONELY REBEL"

"THE GREEN LEAVES OF SUMMER"
BY
NICK PERITO
AND HIS ORCHESTRA
Arranged & Produced by Don Costa
United Artists Records 262
Flip Side "JENNIFER"

IT'S ALL THE WAY!
Randle Back to School: Bill Randle, WERE, Cleveland, concluded his first teaching stint this week at The College, Cleveland. Randle will teach a daily class in Western Civilization. He will commence his duty at 2:27 p.m., show in which he will teach while WERE launched an educational gimmick of its own this month, via a school emergency weather service, which provides an accurate and complete listing of interesting parties about school closings via special air bulletins.

This'N That: Robert E. Lee, billed as the "Rockin' Rambler of the East," Project O., remained on the air last week for 75 feet in the air (hanging from a crane) for more than 128 hours. Every 15 minutes, one of the Summit County Firemen was stationed as part of a context whereby WAKR listeners were asked to guess how long the junk would remain "in near space" by calling in to the daily "Top 40" show from the platform during his stay.

Radio "Movie": Ron Basley, program director of WYSI, the student station in Buffalo, recently demonstrated a local radio by broadcasting it from a motion picture soundtrack dialogue as well as music. The 80-minute movie—a McLendon Radio Production titled "The Killer Shrews," as Basley called it—was WYSI's answer to the Late Late Show." Basley said the presentation "was tastefully done as a conversation piece.

WWDC's "Long Shot" Station WWDC, Washington, last week launched a new gimmick, tagged "Long Shot of the Week." Displayed at WWDC pick a "Long Shot" each week, with an intent to give a scheduled air play to a "worthwhile record that fails to make the regular showings," according to the station. "In an effort to supercede the WWDC 'Pick Tilt of the Week,' which continues unabated. But where the 'Pick Tilt' is chosen for its anticipated longevity on the list of 'hits,' the "Long Shot" will be of the "new starters" that has little chance of making the regular showings, in order to compete in most markets you have to play the junk to survive. Maybe we can ease the public back into adulthood.

Al Barry, WFLA, Platts City, Fla., reports that jacks at WFLA, which went on the air 5 or 6 years ago, have been reduced to ensuing a kiddie show, that with the inane lyrics and childish prattle of most of the popular records, in order to compete in most markets you have to play the junk to survive. Maybe we can ease the public back into adulthood.

Gimmick: Dick Clayton, WIL, St. Louis, recently won a Celebrity Cake Baking contest, of all things, using the same recipe that gained him second place last year. He competed with 17 other St. Louis radio-TV personalities during a Modern Living Show sponsored by the Gateway Galleria at Century City's Northgate Center. A newspaper story reported that "virtually all the cooks were smoking cigarettes and drinking coffee while waiting to be judged during Hurricane Donna — helping evacuate 3,000 people and from the 150 who signed up for news reports, Ray, Barry added: "Also just finished a mosquito hunt contest. The person that sent in the most mosquitos — dead or alive — wins. This five-day promotion brought in 35,266 mosquitos.

CHANGE OF THEME: Sammy Lillibridge, who records jazz records singles and/or albums, is now managing the Bunch of Broads, a New York cabaret. Daily. The Bunch opened last week at WQTY, Jacksonville, Fla., are Ben Wells and Charlese Abbott... Jazz fiddler, Dave Hille, who has been playing with radio stations in New York, New Britain, Conn.,... Del Ray2, recently a correspondent for The Billboard, has been named executive director of Broadcasters' Adiors, radio-TV public service of Public Relations Ads, Inc.

Apologies for the name mix-up in David E. Lyman's appointment to WLIE, Richmond, Va., last week. Info should have read that Lyman has been promoted to the newly created post of director of program development, while Stewart Yarbo has moved to WNYC's other position on program director duties at WQTY, Jacksonville, Fla., are Ben Wells and Chadse Abbott... Jerry, "I \n\n\n\nShirelles Score With "Tonight's the Night" The Shirelles, Shirley Owens, Adelle Harris, Doris Kenner, and Beverly Lee are Passage, N. J. girls who were discovered while performing in a talent show and went on to open in 1957. One of the girls, they were on the same radio station where their disk was heard, they were on the scene. "I Met Him on a Sunday," they sang on the charts. They started Scotty Records and the girls went another hit, "Dedicated to the One I Love."

The Shirelles like to write their own material. They write "I Met Him on a Sunday" and Shirley Owens collaborated with Lawrence "Anytime, Anywhere" and Herman "In a Little While, with Frank Foster and Frank Greete, of the St. Louis Hawks office.

Phil Stoot, WOTON, Trenton, N. J., has issued an appearance schedule with the station's recent expansion from six-hours-a-day, six-days-a-week broadcasting schedule to its new 17-hours-a-day, seven-days-a-week schedule. According to the latest "Eastern" jazz program which is being moved, with a local survey indicating residents of Mercer County prefer Western swing, and Bucks County, Pennsylvania, owned a total of 29,000 FM receivers.

New decal at KTCL, Denver, includes Henry Busse Jr., who takes over the 9 a.m. to noon slot; Don Hinton, ex-WENO, Las Vegas; and Bob O'Brien, who has been added to the 6 to 9 a.m. slot. Curtis Andrews has replaced George Crosswell as KTCL's program director, and Brody, ex-KLOT, Long Beach, Calif., has been added to the morning drive shift from 6 to 10 p.m. Also new at KTCL are disc jockeys Ben Brown Jr. (ex-KETK, Tuscaloosa, Ala.), and Eight-night disc jockey Arnez. Both KXO, both ex-KBHE, Springs, D. O. Every Saturday night Ray Durkee programs what he calls "The Golden Goldenes," million-selling disks from 1955, thru 1960. The station wonders, "We would appreciate it if record distributors and labels would get those old records and supply us with some of their past hits."

Ivy Three Click With Debuting "Yogi" The Ivy Three, consisting of 23-year-old Long Island's Dick Robin, Charlie Cane and Artie Berk, first appeared on the campus of Adelphi College in Garden City, L. I. Like so many of their contemporaries, the three young men met while attending the same school, and they decided to form a group strictly on a campus entertainment basis. They formed a college function and local clubs soon followed. Their first big break came when they were selected to record a session and a recording contract. Shell producers and songwriters Lou Shiffman and Sid Jacobson came up with their debut disk, "Yogi," based on the Huckleberry Finn TV novelty, and the character has been riding high on the "Hot 100.

YESTERDAY'S TOPS — The nation's top ten records on air this week, according to The Billboard.

Shirelles Score With "Tonight's the Night" The Shirelles, Shirley Owens, Adelle Harris, Doris Kenner, and Beverly Lee are Passage, N. J. girls who were discovered while performing in a talent show and went on to open in 1957. One of the girls, they were on the same radio station where their disk was heard, they were on the scene. "I Met Him on a Sunday," they sang on the charts. They started Scotty Records and the girls went another hit, "Dedicated to the One I Love."

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THESE ARE THE DRIFTERS WHO MADE THE ATLANTIC HITS!

THESE ARE THE HITS THE DRIFTERS MADE!

"There Goes My Baby"
"Dance With Me"
"True Love, True Love"
"This Magic Moment"

and now the "Miracle" record . . .

SAVE THE LAST DANCE FOR ME

ATLANTIC 2071

Fabulous New Drifters' Album Collection of Their Big Hits

THE DRIFTERS' GREATEST HITS LP 8041

Personal Management
GEORGE TREADWELL
209 West 57th St., N. Y. C.

Bookings
SHAW ARTISTS CORP.
302 7th Ave., N. Y. C.
introducing...
dwayne hickman
star of the CBS TV show...
"The Many Loves Of Dobie Gillis"

"I'm a lover, not a fighter"
c/w
"I pass your house"
(record no. 4445)

from his soon to be released Capitol album

hear dwayne sing "i'm a lover, not a fighter"
on his TV show, September 27th
open for six weeks at The Playboy Club. Also appearing at the Playhouse are Johnny Janis and the Billy Wallace Trio.

KCMO-TV, CBS outlet in Kansas City, Mo., hosted its 150th birthday on the air Thursday. As part of this milestone, the station previewed the coming fall program... Eddie Condle opened at the Houston Op-Ed, the new downtown Houston Theater. He is playing a series of concerts there... Johnnie Ray has released his new album, The Bobbins. It includes a new record of the song, "I Got a Brand New Bag." Ray has recorded for RCA Victor.

The group associated with the present musical season, The Penguin, was the main attraction last week at The Palm Court... The Penguin has been known for their energetic and dynamic performances. They continue to captivate audiences with their unique sound and style... The band is scheduled to perform at several venues across the city in the upcoming months... Recent information about their next tour dates will be announced soon...

"Drifting Over M's Station" is one of the popular hits by Eddie Fisher. The song was recorded in 1956 and has since become a classic in the music industry... It was released as a single and became a top hit on many radio stations... The song's enduring popularity is a testament to the talent of the artists involved... The recording was produced by RCA Victor Records, and it continues to be a favorite among listeners...

"December 1941" is a significant release by Frank Sinatra. It was recorded during World War II and has since become a symbol of the times... The song reflects the sentiment of the era and has been covered by numerous artists... It remains a popular choice for nostalgia and wartime history...

"The Ballad of John Henry" is a traditional Negro folk song. It tells the story of a steel driver and his challenges working in the American South... The song has been recorded by various artists over the years, including Lead Belly and Woody Guthrie... Each version adds a unique perspective to the tale of John Henry...

"For Better or for Worse" is a powerful song by Barbra Streisand. It was featured in the film "A Star Is Born" and has since become a beloved classic... The song's emotional depth and Streisand's powerful vocals make it a standout in the music industry...

The album "The Goldbergs" by The Brothers is a notable release. It features a blend of rock and roll influences, with a focus on storytelling... The album showcases the group's versatility and ability to connect with listeners...

"The Man with the Golden Arm" is a well-known film adaptation of the novel by Charles Willeford. It features a performance by Frank Sinatra, who plays a character struggling with addiction... The film received critical acclaim and is considered a classic in the crime drama genre...

"A Star Is Born" is a film adaptation of the novel by Bruce Jay Friedman. It tells the story of a rising star in the entertainment industry and her relationships... The film, directed by Sam Peckinpah, stars Jane Fonda and Kris Kristofferson... It explores themes of ambition, relationships, and the pressures of fame...

"The Sound of Music" is a beloved musical film adaptation of the Rodgers & Hammerstein stage musical. It features a star-studded cast, including Julie Andrews and Christopher Plummer... The film has been praised for its music and storytelling, and it remains a classic in the world of entertainment...

"The Great Gatsby" is a classic novel by F. Scott Fitzgerald. It explores themes of wealth, love, and the American Dream... The novel has been adapted into several film versions, including a 1920s silent version and a 1974 adaptation directed by Jack Clayton...

"North by Northwest" is a suspenseful film directed by Alfred Hitchcock. It stars Cary Grant and Eva Marie Saint, and it is known for its thrilling narrative and memorable scenes... The film is considered a masterpiece of the thriller genre...

"The Beatles" is a documentary film that explores the career of the legendary British rock band... The film features interviews with band members and archival footage, providing an intimate look at their creative process and impact on music...
### MONO ACTION ALBUMS

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
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<td>BUTTON DOWN MIND OF BOB NEWHART</td>
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<td>NICE AND EASY</td>
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### ESSENTIAL INVENTORY

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2. GROFE: GRAND CANYON SUITE .............. Marion Gould, RCA Victor LM 2433
3. RODGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. LANZA SINGS CARUSO—Caruso Favourites Maria Lanza-Erskine Caruso, RCA Victor LM 2393
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICcio ITALIEN Minneapolis Symphony Orchestra (Dorati), Mercury MS 50054
6. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LM 2455
7. SIXTEEN YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists, RCA Victor LM 6074
8. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
10. TCHAIKOVSKY: PIANO CONCERTO NO. 3 Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS
1. GROFE: GRAND CANYON SUITE .............. Morton Gould, RCA Victor LSC 2433
2. RODGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2355
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1  Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LSC 2252
4. LANZA SINGS CARUSO—Caruso Favourites Maria Lanza-Erskine Caruso, RCA Victor LSC 2393
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICcio ITALIEN Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
6. GROFE: GRAND CANYON SUITE The Philadelphia Orchestra (Dorandy), Columbia MS 6003
7. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
8. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LSC 2455
9. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355

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 up reviews of LP's, The Billboard requests that all albums be sent to The Billboard Record Review Department, P. O. Box 2927, Times Square, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

CONWAY TWITTY'S GREATEST HITS
M-G-M E 3849 — An elaborate album production. The set has the book fold package style with a flock of photos covering the album by himself and with movie friends. Linner notes tell all about Twitty and there's a special offer, too, included in an attached note to his fans from Twitty. For 25 cents the buyer can send in for two brand-new unsealed sides by the artist. Album itself contains the whole roll of Twitty M-G-M hits, which is a substantial list at that. Album can find plenty of favor.

SONGS I LOVE TO SING
Brook Benton. Mercury MG 20602 — This is one of the choice albums ever released with Brook Benton. It features the singer in lovely performances of famous standards, from "It's a Long, Long Time," to "Why Try Changing Me Now." The bookings are luscious and tasteful, and Benton handles them all in style. This could be a strong seller.

ITALIANETTE
Annette, Vesta BV 3304 — The thrill has had a string of hits and is currently riding well up the charts with "Three Apple Princess," which is all by saying this new packaging should grab a solid reception from buyers and listeners alike. The album offers a number of Italian-derived tunes, all of which have proved highly commercial today. These include Lena Horne's title hit "O Dio Mio," plus "Thy Amors," "There's No Tomorrow," "Venetian," etc. Gay is in good form and the cover is suitably attractive. Recorded contains a special three-for-5 offer on her older singles hits.

FOR TEENAGERS ONLY
Anita Carter, Atco SP-1001 — This is Atco's answer to the demand from Bobby Darin's teen-age fans who want to hear their hero "the way he used to be" in his star-only days. The handily packaged double-fold LP features a candid photo album, and a special detachable giant foldout poster in color of the star. Contains light a rocking Darin on several originals — "I Ain't Shakin'"

Sept. 24, 1960

Copyrighted material
The pick of the new releases

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

- Continued from page 35

**MUSORUGSKY: PICTURES AT AN EXHIBITION; PROKOFIEV: SONATA NO. 7**

Brian Bosworth, Piano. Aralia ALP 154—Richer's forthcoming American concert tour and his growing reputation as one of the greatest of Russian pianists make this new release important. It combines the spectacular Mussorgsky work with the most dynamic of the Prokofiev sonatas, which Richter originally introduced. The record is charged with the artist's potent technique, albeit the Prokofiev is played with somewhat less sheer fire than by Richter's countryman, Ashkenazy. Despite this and competition from the recent Horowitz rendition of the Mussorgsky opus, the disk should elicit wide sales among classical fans.

**JAZZ**

GERRY MULLIGAN'S CONCERT JAZZ BAND

_Verve VS 65388_ — This is the exciting new Gerry Mulligan band that signed New York last spring, and is now making its disk bow. On records, too, the band gives off the same crackling excitement, with Mulligan in top form, surrounded by some of the best jazz artists and recording musicians there are. They include Gene Quill, Bob Brookmeyer, and Conte Candoli. Tunes are both standards and originals, with "Sweet and Slow" and "Django's Castle" standing out. A bright new album (recorded May and July, 1960), of an important new jazz band.

LOUIE AND THE DUKE

Louie Armstrong and the Duke of Dixieland. Audio Fidelity AFDS 8924 — Satchmo and the Dixieland team up here for a romping excursion thru a number of tunes culled from the earlier history of Jazz. "South," "Washington and Lee Swing," and "Wolverines Blues" are typical examples. One unusual item is the theme, "Just a Closer Walk With Thee," which gets reverential treatment. The set can air up a lot of excitement.

(Continued on page 35)

**POPULAR**

- TA-TA
  - THE MIGHTY QUINCE
  - THE MIGHTY QUINCE

**LOW PRICED POPULAR**

- KAITE SMITH, KING OF BLISS AMERICA

**SOUND**

- PERCUSIVE JAZZ

**SPook Stuff**

Hit HALLOWE'EN LP ALBUM

Eerie Stories

IN MODERN SOUND!

BIG PROFIT POTENTIAL

_A Hallowe'en till that puts life in the raggedy old scare stories and makes each page exploit it! This 12" LP "Spooktaurible" album will put you "Zombie" sales even during the spooky season! These include:

- "Witches' Sabbath for Halloween"
- "Hank and His Spider's"
- "A Curtain of Midnight!" and many others. In addition to these, you get a sensational series of eerie, spine-chilling, sounds, weird guitar, roiling wheels, screaming chills, churning stairs, wistful, mumbled jumbl ,... all kinds of spooky sounds for special effects and party fun.

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

List price $4.98. Counter Cards, attractive sleeves, and free Premium Book are included. Cash in on this timely Halloween special. For complete dealer information and name of your nearest distributor, contact 350-TV SERVICES, (Dept. E), 7950 Pico Blvd., Beverly Hills, Calif.

12 SHAMMY MOVIE & TV THEMES ON ONE LP SENSATION ...
Presented by
LIBERTY RECORDS

Fresh from a profit-proven early fall,...Liberty now introduces the second half of our "Record Show". Spotlighted are exciting new albums featuring significant innovations in product, packaging and price. Each new album produced with one idea in mind... huge volume and sales to top August.

Program begins
Monday, September 19, 1960

Program closes
Friday, October 14, 1960

NEW FALL SELECTIONS

ACT I

PARADISE FOUND—Felix Shulitsk LMM-12001/ 12001. The first LP release in Liberty's new "Premiere Series". Only the very best in novelty, experimental, mixed reproductions and packaging will find its way under the Premiere trademark. For your next discerning customers. $4.98 (monaural) $5.98 (stereo).

ACT II

BUD & TRAVIS IN CONCERT—LMM-12001/ 12002. One of the most sensational novelty ever offered by Liberty. Here is five constant recorded on two LPs, excellently packaged and presented for the price of one LP... $4.98 (monaural) $5.98 (stereo).

ACT III

SOMETIMES I'M HAPPY, SOMETIMES I'M BLUES—Dave McDowell—LSP-2165/LSP-2166. An exciting album by one of the most exciting bands of the recent business. Liberty's new LP features this versatile artist in two modes—up-tempo and ballad—one side devoted to each.

ACT IV

BOBBY VEE SINGS YOUR FAVORITES—LP- 2165/LSP-2166. Liberty's remarkable young singer and actor, for—currently, unprofitable—biggest pop hits of recent years, including "Gone to Angels," "Young Love," "Love," etc.

INTERMISSION

Now take time out to examine Liberty's special dealer program. UP TO 15% DISCOUNT. Payments:
½ No. 10, 1960, 1½ Dec. 10, 1960, 1½ Jan. 10, 1961. 5% 20 LOM. 100% EXCHANGE PRIVILEGE.

ACT V

THE FLEETWOODS—SLP-2002/57-8002. America's top west group comes through with a collection of some of the all-time pop standards plus their own hits "Harrison," "Outside My Window," etc.

ACT VI

WALK—DON'T RUN—The Ventures—SLP-2003/ 57-8003. Their first new instrumental group in the business, in a new LP album with seven all-time hit instrumentals of the past plus their own smash hit "Walk—Don't Run."

ACT VII

LATINO, VOLUME II—Don Samas—LSP-3161/ 57-165. One of the very best collections of Latin standards... featuring a variety of danceable rhythms: Mambo, Samba, Cha Cha, Tango, Merengue, etc.

ACT NOW

Liberty's exciting new September LP release program designed you with more than enough reasons to buy now for volume sales tomorrow. Contact your distributor.
NOW AVAILABLE!  
CONVERSA-PHONE presents

**BETTY WHITE'S HOW TO DANCE RECORD COURSES**

Only $3.98 complete
Includes 15" High-fidelity dancing records and illustrated dance manual.

Betty White personally selected and recorded for you.

***Elegant, graceful dancing made easy!***

Watch Betty White's dances on the records. Then break down each one on the manual.

Listen to the recorded instructions on the record, follow the diagrams on the manual, and practice over and over again. In no time at all, Betty's techniques will make you a top dancer.

Just listen to the musical instructions on the record, follow the simple drawings and diagrams in the instruction manual—and you're dancing! That's all there is to it! You'll be taught to do any move you can learn steps, breakdowns! You'll learn how to slow down, how to follow! It's like having your own private instructor right at your side.

So learn today and dance tonight—with a Betty White "HOW TO DANCE" COURSE! Twelve popular courses to choose from—and every one is filled with fun for young and old!

**CHOOSE FROM 12 COURSES**

- Cha-Cha-Cha
- Mambo
- Fox Trot
- Tango
- Rumba
- Polka
- Waltz
- Square Dance
- Merengue
- Samba
- Charleston
- Lindy

**PARTY DANCES**

- Boby Hop
- Virginia Reel
- Conga
- Max Waltz
- Leap Reel

**ORDER NOW FROM THESE DISTRIBUTORS**

Allied Music Sales, Detroit, Mich.
Arafa Martin Record Sales, Inc., New York, N. Y.
B & G Record Service, Portland, Ore.
B & G Record Service, Pittsburgh, Pa.
Big State Dist. Co., Elko, Tenn.
Bill Lawrence, Inc., Framingham, Mass.
Choice Records, Kansas City, Mo.
Commercial Music Co., St. Louis, Mo.
Flatt Music Sales, Inc., Miami, Fla.

**ALSO AVAILABLE FROM DISTRIBUTORS LISTED ABOVE**

- CONVERSA-PHONE'S "Round the World" Language Courses—18 LANGUAGES

- CONVERSA-PHONE'S Vocabulary Courses—French, Spanish, German, Italian

**LANGUAGE COURSES—$2.98 EACH**

---

**REVIEWS AND RATINGS OF NEW ALBUMS**

- **CLASSICAL**

- RACHMANINOFF: Concerto No. 2 in C minor

- **SPIRITUAL**

- WILL THE CIRCLE BE UNBROKEN

- **LOW PRICED CLASSICAL**

- HEIGH-HO MADISON

- **SPOKEN WORD**

- **LATIN AMERICAN**

- **FOLK**

- **THE NEW BRITON GAZETTE**

---

**MR. DEALER:**

We have recently conducted a mail poll of 6,000 record dealers. This poll was to determine whether we should reduce the price of our Monaural Somerset records back to $1.98 retail.

Your comments emphatically show that we made a mistake in raising the retail price to $2.98 for our Monaural releases.

Effective immediately we will reduce our Monaural (Monaural) will be factory-priced at $1.98.

Stereo-Fidelity will remain at $2.98. On both labels standard discounts will prevail.

---

**FOR THE PAST 18 MONTHS HAVE HELD MORE POSITIONS ON THE CHARTS THAN ANY LABEL IN THE HISTORY OF THE INDUSTRY—REGARDLESS OF PRICE!**

(Continued on page 29)
Fifteen weeks on the charts!!!
Still selling like a new release!!!

WOODY WOODBURY'S — LAUGHING ROOM

Woody Woodbury "Looks at Love and Life" also roaring along in sales after 29 weeks on the charts.
Be sure and stay well stocked with both these hot packages from Stereoddities, the leader in the comedy album field.

SPECIAL NOTICE TO DEALERS

The fabulous Woody Woodbury Window Dressing Contest has been extended to end Nov. 1st. Be sure to check with your distributor so that your entry will be submitted in time to qualify for one of the many wonderful prizes being given away.

GRAND PRIZE:

One week as Woody Woodbury's guest at the Bahama Hotel in Fort Lauderdale, Florida, with room and meals at the hotel, plus round-trip air fare for two people and $500 in cash for fun money.

CONFIDENTIAL • TOP SECRET. Don't read this unless you have been cleared by BITOA security. The surprise package of the year will soon be coming to you from Woody Woodbury. The most unique and valuable album to hit the market since the record business began. Watch out for it, be prepared to hire extra sales clerks, but above all, don't tell anyone... yet! 11

StereoDDITIES, INC.
"The Starmakers Label"
1000 South Federal Highway • Fort Lauderdale, Florida
Telephone: Jackson 2-6774
The Honorary Roll of Hits comprises the nation's top ten singles according to records sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

**RECORDING AVAILABLE**

Best Selling Record Listed in Bold Face

1. **TWIST**—Drake-Kinko—By Piers-Young (BIM).
2. **IT'S NOW OR NEVER**—Riva-Patrick—By Piers-Young (BIM).
3. **MY HEART HAS A MIND OF ITS OWN**—Grandeau-Keller—By Atlantic (ASCAP).
4. **MR. CUSTER**—Lansing-Burke—By Piers-Young (BIM).
5. **CHAIN GANG**—Jeni-Costa, Vic 3193.
6. **A MILLION TO ONE**—Joni-Stuart—By Piers-Young (BIM).
7. **WALK, DON'T RUN**—Untermeyer—By Piers-Young (BIM).
8. **THEME FROM THE APARTMENT**—Prank—By Atlantic (ASCAP).
9. **WORLD'S BIGGEST WEENIE**—Bennett-Lucie—By Atlantic (ASCAP).
10. **IN MY LITTLE CORNER OF THE WORLD**—Dempsey-Bennett—By Atlantic (ASCAP).
11. **SO SAD**—Simmons-Baker—By Atlantic (ASCAP).
12. **DREAMIN'**—DeVito—By Atlantic (ASCAP).
13. **MISSION BELL**—DeVito—By Atlantic (ASCAP).
14. **DEYEL OR AGEL**—Stevie—By Atlantic (ASCAP).
15. **SAVE THE LAST DANCE FOR ME**—Gurl—By Atlantic (ASCAP).
16. **BOP BOP**—Gurl—By Atlantic (ASCAP).
17. **DOWNEY THE RAIN**—Stevie—By Atlantic (ASCAP).
18. **THE SAME ONE**—Stevie—By Atlantic (ASCAP).
19. **NEVER ON SUNDAY**—Stevie—By Atlantic (ASCAP).
20. **LUCILLE**—Stevie—By Atlantic (ASCAP).
21. **YOU MEAN EVERYTHING TO ME**—Stevie—By Atlantic (ASCAP).
22. **SIX NIGHTS A WEEK**—Stevie—By Atlantic (ASCAP).
23. **I WANT TO BE WANTED**—Stevie—By Atlantic (ASCAP).
24. **ONLY THE LONELY**—Stevie—By Atlantic (ASCAP).
25. **I'M NOT AFRAID**—Stevie—By Atlantic (ASCAP).

**HOTTEN 100 ADDS NINE**

**Country & Western Hmtr.**

**HOT 100**

**Phillies Turn Court Fire on 39**

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The country and western market is enjoying a significant surge in recent weeks. The Hot 100 has seen a remarkable influx of new titles, with nine additional entries this week. These new songs reflect a variety of styles, from traditional honky-tonk to more modern country-pop, making for a dynamic and diverse chart.

**NEW YORK**—The Hot 100 chart added nine new singles this week. They are:

- **75. Somebody to Love** (Adrian, BMI)—Bobbie Darin, Atco.  
- **80. Articulate (Snowman), BMI**—Bobbie Darin, Atco.  
- **81. Temptation (Robbins, ASCAP)—Roger Williams.**
- **82. Over the Mountains; Atlantic (Arc), BMI**—Johnny and Joe, Chess.  
- **83. My Mind (Peer Inl), BMI**—Ray Charles, ABC-Paramount.  
- **87. Summer's Gone (Sparka, BMI)—Paul Anka, ABC-Paramount.**
- **91. Alban (Standby, BMI)—Cowboy Copas, Standby.**
- **92. You Talk Too Much (Ko, BMI)—Frankie Ford.**
- **93. Wait (Eilg & Range, BMI)—Jimmy Clanton, Atco.**

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The country market continues to thrive, with a variety of styles and artists making waves. This week, nine new entries have been added to the Hot 100, reflecting the rich diversity of the genre.
Proving its greatness...

Moving up on ALL CHARTS

- Billboard
- Cash Box
- Music Vendor
- Music Reporter

ANTHONY NEWLEY

If She Should Come To You

1929

Great Instrumental Themes

Mantovani
Theme from SUNDOWNERS
1946

Frank Chacksfield
DARK AT THE TOP OF THE STAIRS
1945

Mantovani
SONG WITHOUT END
1927

Mantovani
IRMA LA DOUCE
1947

The original from England’s top 10

Ken Dodd

LOVE IS LIKE A VIOLIN

1942

Big Teen Sound
The Cannons
I Didn’t Know The Gun Was Loaded
B/W
My Guy’s Come Back
1943

Edmundo Ros

BILL

1928

Clever Latin Gimmich
2 3 9 MY HEART HAS A MIND OF ITS OWN
Stony Edwards, Sun 14259

6 1 22 TWIST
Chubby Checker, Turquoise 411

16 25 62 CHAIN GANG
New組, RCA Victor 7233

4 4 13 MR. CUSTER
Larry Vickers, Vee Jay 3848

10 13 20 A MILLION TO ONE
Danny Charles, Pomona 286

6 1 11 I'M GONNA BE THERE
Jimmie Davis, Decca 9051

6 5 3 WALK Don'T RUN
Vanguard, Division 28

7 8 17 KIDDIO

4 11 17 4 SO BAD
Feisty Brooklyn, Warner Bros. 4363

1 18 44 78 SAVE THE LAST DANCE FOR ME
Dorothy, Atlantic 1071

7 17 28 37 PINEAPPLE PRINCESS
Annette, RCA Victor 2867

16 12 12 10 THEME FROM THE APARTMENT
Ferrante and Teicher, United Artists 200

9 15 26 32 DEVIL OR ANGEL
Bobby Vee, Liberty 29780

11 9 7 4 YOLARE (NEL BLU DI PINTO DI BLU)
Bobby Rydell, Cemco 797

10 13 11 3 DREAMWALKER
Johnny Burnette, Liberty 27280

8 9 14 YOYO

6 16 19 21 THE SAME ONE
Brook Benton, Mercury 71583

16 14 10 MISSION BELL
Denny Brooks, Uni 3018

16 23 22 28 YOU MEAN EVERYTHING TO ME
Bennie Evers, RCA Victor 7281

20 19 15 8 FINGER POPPIN' TIME
Buck and Phyllis, Imperial 4567

20 22 35 76 THREE NIGHTS A WEEK
Fats Domino, Imperial 4567

4 27 33 26 LUCILLE
Feisty Brooklyn, Warner Bros. 4363

3 33 67 - I WANT TO BE WANTED
Bruce Channel, Sun 2036

13 21 18 16 OVER THE RAINBOW
Dinah Shore, Mankoff 394

12 20 16 11 IN MY LITTLE CORNER OF THE WORLD
Amos 'n' Andy, Carter 830

24 31 37 26 NEVER ON SUNDAY
Dean Cross, United Artists 224

8 38 63 75 I'M NOT AFRAID
Dean Cross, United Artists 224

7 39 59 69 HONEST I DO
Jimmie Davis, Indigo 2855

13 25 14 6 JETY BISTY BETSY WEEEN YELLOW POLKA DOT BIXIEN
Brian Holland, Motown 205

16 10 20 5 I'M SORRY
Brian Holland, Motown 205

4 34 34 46 ANYMORE
Toucan Brewery, Civil 6219

8 26 38 36 HOT ROD LINCOLN
Johnny Burnette, Reptile 285

8 56 71 87 LET'S THINK ABOUT LOVIN'
Bob Lomax, Vanguard 6225

3 43 80 - YES SIR, THAT'S MY BABY
Rickie Naylor, Imperial 9741

11 28 29 31 TWIST
Hank Ballard and the Midnighters, King 5174

12 29 27 19 (YOU WERE MADE FOR) ALL MY LOVE
Jimmie Davis, Decca 9051

16 60 61 80 DIAMONDS AND PEARLS
Comets, Mercury 2092

9 38 30 25 ONLY THE LONELY
Roy O'Donnell, Monument 421

11 32 24 23 HELLO, YOUNG LOVERS
Pete Astor, ABC-Paramount 10123.

9 47 46 58 (I DO THE) SHIMMY, SHIMMY
Bobby Freeman, Riu 5773

12 37 31 30 A WOMAN, A LOVER, A FRIEND
Jimmie Wilson, Brunswick 30451

7 50 55 61 YOU'RE LOOKIN' GOOD
Doc Clark, Vee Jay 205

5 49 47 67 A FOOL IN LOVE
Bill and Tina Turner, Salt 728

5 51 51 52 LET'S HAVE A PARTY

to 40 21 15 PLEASE HELP ME, I'M FALLING
Buck and Phyllis, Imperial 4567

19 76 96 - DON'T BE CRUEL
Bill Black's Combo, Decca 763

9 46 40 44 I LOVE YOU IN THE SAME OLD WAY
Shirley Alene and Slim, RCA Victor 7291

17 35 30 27 IMAGE OF A GIRL
Eddie Holland, Eddie 104

13 59 50 54 BIG BOY PETE
Olympia, Arena 350

6 42 41 39 (I CAN'T HELP YOU) I'M FALLING TOO
Shirley Alene and Slim, RCA Victor 7291

6 42 36 33 HOT ROD LINCOLN
Jackie Wilson, Brunswick 30451

18 65 75 84 SLEEP
Little Willie John, King 932

4 48 74 - RUM, SAMSON, RUN
Neil Sedaka, RCA Victor 7761

6 55 69 50 LAUGHLER

to 91 - YOU TALK TOO MUCH
Joe Jones, Mic 972

2 70 98 - SHIMMY LIKE HATIE
Olympia, Arena 466

3 58 54 62 IF I CAN'T HAVE YOU
Pits James and Harvey, Chess 1968

9 58 88 78 PUT YOUR ARMS AROUND ME, HONEY
Fats Domino, Imperial 4567

4 66 77 90 MOVE TWO MOUNTAINS
Dale Purdy and Jim Andrews 845

4 63 65 72 MY LOVE FOR YOU
Johnny Mathis, Columbia 61840

5 73 82 95 ROCKING GOOSE
Roy Orbison and the Hurricanes, Big Top 2063

4 41 39 38 IT ONLY HAPPENED YESTERDAY
Johnnie Ray, Mic 987

10 59 52 55 A MESS OF BLUES
Bill Black's Combo, Decca 763

6 54 48 60 LET THE GOOD TIMES ROLL
Shirley and Lee, Warwick 181

6 74 87 92 COME BACK
Jimmy Clanton, Ace 468

2 100 - TOGETHERNESS
Frankie Avalon, Chandler 1649

1 57 45 53 MY SHOES KEEP WALKING BACK TO YOU
Gay Mitchell, Columbia 4175

9 72 72 85 AND NOW
Della Reese, RCA Victor 7374

4 61 70 70 ROOKIE LITTLE PARADISE
Joe Andre Campbell, ABC-Paramount 10134

2 98 - TWISTIN' U.S.A.
Elkie and the Justins, June 4800

5 68 66 71 I WALK THE LINE
Jerry S. Morgan, RCA Victor 3214

3 95 100 - TIME MACHINE
Hank and the Evergreens, Malhina 111

3 77 95 - FIVE BROTHERS
Robbie Robbins, Columbia 4177

3 78 89 - SOMEBODY TO LOVE
Robbie's Brother, Ace 4179

3 87 - LET'S GO, LET'S GO, LET'S GO
Hank Ballard and the Midnighters, King 5480

2 90 97 - TONIGHT'S THE NIGHT
Billboard, Receiver 1208

3 75 83 - BRONTOSAURUS STOMP
Philadelphia, Capitol 4411

2 96 - BLUE ANGEL
Roy Orbison, Monument 425

3 67 60 68 NICE AND EASY
Frank Sinatra, Capitol 4468

3 81 85 - JOURNEY OF LOVE

5 88 91 LOVIN' TOUCH
Mark D'Hong, Uni 3929

3 93 - NORTH TO ALASKA
Johnny Horton, Columbia 4178

2 85 79 82 THIS OLD HEART
James Brown and the Famous Flames, Federal 1278

6 83 86 99 RUMOTION

6 94 - IS YOU IS OR IS YOU ANNY BABY
Buster Bros, Five 1023

2 99 - MY DEAREST DARLING
Bobby Day, Ann 3848

1 80 94 ARTIFICIAL FLOWERS
Bobby's Brother, Uni 4179

1 90 - TEMPTATION
Beverly Williams, Knob 247

1 35 - OVER THE MOUNTAIN
Beverly and Joe, Chess 1654

8 80 73 77 NO
Beverly and Joe, Chess 2403

8 98 - GEORGIA ON MY MIND
Beverly and Joe, Chess 1654

2 91 - ALABAMA
Beverly and Joe, Chess 1654

1 71 64 73 WRECK OF THE "JOHN B"
Jimmie Rodgers, Roundup 4210

1 70 - SUMMER'S GONE
Paul Ansby, ABC-Paramount 11147

1 31 - ALABAMA
Corduroy Cape, Holiday 2475

1 90 - YOU TALK TOO MUCH
Frankie Ford, Imperial 9466

1 85 - WAIT
Jimmy Clanton, Ace 468

1
& TOMORROW'S TOPS

BEST BUYS

These records, 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, radio stations and disc operators, as well as to those who buy the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (**).

**YOU TALK TOO MUCH** ..... Joe Jones  
(Ron, BMI) Rio 972
**SHIMMY LIKE SATE (I WISH I COULD SHIMMY LIKE MY SISTER SATE)** ..... Olympics  
(Jerry Vogel, ASCAP) Arree 5006

POPL

DIAMONDS AND PEARLS ................. Paradiso  
(Lada, BMI) Milestone 2003

**DON'T BE CRUEL** ................. Bill Black's Combo  
(Shalimar-Presley, BMI) Hi 2026

**SLEEP** .......... Little Willie John  
(Miller, ASCAP) King 5939

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength throughout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank positions indicate relative potential to move on early listing on the Hot 100.

1. **LIKE A LITTLE LADY** ........ Brenda Lee, Decca 3149
2. **DEEP-EYED LADY** ........ Jimmy Jones, Cab 9076
3. **GHOST OF BILLY MALOOL** ...... Dorsey Burnette, Ro 3025
4. **IF SHE SHOULD COME TO YOU (LA MONTANA)** .... Anthony Newley, London 1926
5. **THEME FROM THE SUNDOWNERS** ...... Billy Vaughn, De 16133

C&W—No selections this week.

R&B—No selections this week.

REVIEWS OF THIS WEEK'S SINGLES

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.

OLIVER COOL

OLIVER COOL (Planetary, ASCAP) (2:29) — Singer Oliver Cool tells about "Oliver Cool," who is the "swingin'est" boy in school, on this cote, bright record. This could be a big novelty. Flip is "I Love Girls" (Planetary, BMI) (2:34), Brenda 317.

GREEN DOOR

GREEN DOOR (Trinity, ASCAP) (2:45) — A wonderfully swinging and happy rendition of the old hit by the boys, and it should turn into a solid seller. Flip is "Willow Tree" (Athena, BMI) (2:34), Brenda 317.

THE FLATTERS

TO EACH HIS OWN (Paramount, ASCAP) (2:46) — The flip of "RIVER OF GOLDEN DREAMS" (Feist, ASCAP) (2:10). Two fine, smooth sides by the Flatters that show off their familiar sound on two solid standards. Both sides could make the big time. Mercury 71697

HAROLD BURMAN

MOVED TO KANSAS CITY (Roylyn, BMI) (2:00) — A bright performance of a snappy rocker that also features a neat arrangement by the ink. Winning vocal will help this. Flip is "Take a Chance on Me" (Rondette, BMI) (2:00), Rino 1812

MARTY ROBBINS

LOAD OF THE ALAMO (Feist, ASCAP) — The key tune from the new flick, "The Alamo," is sung with warmth by Marty Robbins on this attractive new disk. Strong was, Flip is "A Time and a Place for Everything" (Mariano, BMI) (1:49), Columbus 41009

DUANE EDDY

GUARDIAN ANGEL (Northridge, ASCAP) (2:37) — From the New Alamo Trail (Leeds, ASCAP) (2:28). Eddy turns in a solid instrumental treatment with a back-up of four horns and a bass beat. The TV star's "Peter Gunn" Flip is a nice treatment of the Peter Gunn theme. This side will be fully accepted.

NICK PERITO

THE GREEN LEAVES OF SUMMER (Feld, ASCAP) (1:54) — Here's a lushly effective instrumental treatment of the lovely love theme from the new big-budget movie, "The Alamo." Lead is handled neatly by accordion, richly backed by strings. Flip is "Jennifer" (A & B Music, ASCAP) (2:14), United Artists 526.

JOHNNY CASSEL

GOING TO MEMPHIS (Ludlow-Cash, BMI) (3:08) — Here's a fine effort by an artist who really has authentic roots. Starts again in the slow folk intinerary, then moves up into a top folk-charting effort. Side is from a recent album, and it will be "Going to "Leading Coal," another strong folk adaptation (Cash, BMI) (2:19), Columbia 41084

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 editorial box which appears in the Hot 100 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.
UNEQUALLED SONOSOUND

TIME SERIES 2000
FOR THOSE WHO DARE!

The finest, fullest body of sound ever developed in Full Stereo—constantly improved sound captured by an extraordinary combination of the finest arrangers, instrumentalists and voices, heightened by creative engineering. The clean, unadulterated quality of Series 2000 blends an exciting new frontier of pure sound. Reviewers and musicians alike have greeted this new series with words like, "outstanding sound quality"..."swelling, imaginative arrangements ... unmatchable ... the most advanced recording on any label."

NEW RELEASES

RODGEFS & HART \PERCUSSION & STRINGS

Jerome Kern
Brass
Guitars

Bongos
Flutes & Percussion

Percussion & Strings
Gershwin
Cole Porter

The jazz sounds of Jerome Kern, best known for his hit songs "You'll Never Walk Alone" and "The Way You Look Tonight", are captured in this new release. Kern's music is arranged by Bongos, brass, and percussion, creating a unique and vibrant sound.

Also in the same great series, Hal Mooney's orchestral arrangements of Russian ballets, classics, and popular tunes. The orchestra is arranged in a variety of ways, from traditional to contemporary styles, capturing the essence of Kern's music in full stereo.

PLAYBOY high fidelity

List: Stereo records $5.98 • Monoaural records $4.98 • 4-Track stereo tape $7.95

Nationally advertised by:

PLAYBOY high fidelity 
Esquire HiFi Stereo

Copyright: Time Inc.
**SPOTLIGHT WINNERS OF THE WEEK**

**Strongest sales potential of all records reviewed this week.**

- Continued from page 43

**RAY CONNIFF ORCH & CHORUS**

**MIDNIGHT LACE** (Parts 1 & 2) (Owens, BMI) — The attractive title theme from the new Debbie Reynolds-Harrison movie, "Midnight Lace," is handed a smart vocal and orchestral treatment with standout harmonica solo work by Mitch Miller. The arrangement is very instrumental treatment of the same theme.

- Columbia 41880

**DION**

**LITTLE MISS BLUE** (Lowry, BMI) (2:16) — LONELY TEENAGER (Lea, BMI) (1:55) — The former works for the first time without his usual group, the Belmonts, and he has a pair of salable offerings. The latter again is a fine instrumental treatment of the same theme.

- Lauren 3079

**BOBBY HENDREICKS**

**TOO GOOD TO BE TRUE** (BMI) (2:13) — PSYCHO (BMI) (2:13) — Hendreicks has made the changes on other labels in this past and this debut effort for Sue appears to have been made with results.

- Sue (2:08)

**THE COPYCATS**

**CHIEF SITTIN' BULL** (Criterian, ASCAP) (2:40) — Here's the answer song to the hit, "Hey, Mister Custer," and the song just as good as the original. It is a cleverly written answer and it's full of chuckles as the cat imagines the reaction of the tribe.

- Criterian, ASCAP (2:45)

**ERNEST ASHWORTH**

**YOU CAN'T PICK A ROSE IN DECEMBER** (Acuff, Ross, BMI) (2:49) — **VOU HEAR MY HEART** (Lola, BMI) (2:43) — These label outings for the country Western effort by the strong country artist. Top side is a weeper that's sold with class and the flip is much the same.

- Decca 31126

**TONY PRIMO**

**THAT'S THE WAY I FEEL** (Michele, ASCAP) (2:15) — A new label outing with an impressive book of talent. P.R. points for the excellent efforts on this rockabilly and he gets a provo-

- Michele, ASCAP (2:18)

**NEVERBEY ST. LAWRENCE**

**BEVERLY HILL** — 10 Effortless-tune-playing by the very capable, has a melodic charm that's sold with class.

- Decca 0:16

**JOHNNY LOVE**

**Gone Has Been My Heart** — A change of pace for Johnny, it's done fully and it's a slow, easy tempo. It has sentiment and is done with feeling by the group.

- Feist, ASCAP (2:26)

**ONE FAMILY**

**Be My Lover—MOM, MIM** — The little door opens up on the flip side, the side made famous by Mama Love. It's done fully and with an easy tempo. The flip is a worthy effort.

- Feist, ASCAP (2:30)

**BELLY STORM**

**The Sun Has Slept** — THE CATHEDRAL IS THE MOONLIT— 10 Atlantic 376 — The single was sung with much feeling by the group and was a good effort.

- Atlantic (2:44)

**THE CLEANSERS STRING**

**I Was the Man Who Walked on the Water** — A fine flip to the song from the film starring Gene Kelly. While the flip is done fully and in an easy tempo, it is done with much by way of handling.

- Decca 0:16

**STAN BARTON**

**Can You Give Me Your Love** — AMY** — The single was done fully with much skill.

- Decca (2:22)

**LEON McKEEFF**

**Water Hole Boogie** — CIMAR- 0:07 — A fine flip to the song from the film starring Gene Kelly. While the flip is done fully and in an easy tempo, it is done with much by way of handling.

- Decca 0:16

**RUBY BROOKS**

**Mr. Joe's Boogie** — ATLANTIC 379 — The single was sung with much skill.

- Atlantic (2:30)

**BOB THOMPSON ORK**

**Rings** — RCA VICTOR 475 — The single was sung with much skill.

- RCA (2:21)

**BOB MORDEN**

**THE STRING BANDS**

**I Could Make You Miss** — The group takes this thoroughly strange book of talent and it's done with class.

- Decca 0:16

**DAVID CARROLL & ORK**

**WAVELAND** — 10 Columbia 0:16 — The much-recorded new music theme has been given a different touch by a fiercely-energetic rhythm section.

- Columbia 0:16

**JOHN BENJAMIN**

**A Foldin' 409** — A foldin' book of talent featuring leading-class. Prove it with the flip.

- Decca 0:16

**JOSELYN & HER BEARS**

**Teenage Dandelions** — DODGE 272 — The single was sung with much skill.

- Dodge (2:21)

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- Dodge (2:21)
**Warwick's HOT 5**

**LET THE GOOD TIMES ROLL**

Shirley & Lee

**MORE OF THE SAME**

Bull Moose Jackson

**FIFTY CENTS**

Louis Jordan

**Lucky Millinder**

**BIG FAT MAMA**

Bill Kenny

**WHISPERING GRASS**

A Division of United Telephon Records, Inc.

NORTY CRAFT, PRESIDENT

THE BILLBOARD'S MUSIC POPULARITY CHARTS - POP RECORDS

SEPTEMBER 26, 1960

**COLD FACTS**

THE AUTHENTIC LISTINGS OF KING HITS - COLD FACTS MEAN COLD-CASH SALES

**BILBOARD HOT 100**

#19 - FINGER POPPIN' TIME - Hank Ballard - King 5341

#28 - THE TWIST - Hank Ballard - King 5371

#45 - HOT ROD LINCOLN - Charlie Ryan - 4-Star 1733

#47 - SHIMMY, SHIMMY - Bobbie Freeman - King 5373

#65 - SLEEP - Little Willie John - King 5394

#85 - THIS OLD HEART - James Brown - Federal 12378

#87 - LET'S GO, LET'S GO, LET'S GO - Hank Ballard - King 5400

**BILBOARD R&B**

#5 - FINGER POPPIN' TIME - Hank Ballard - King 5341

#10 - THE TWIST - Hank Ballard - King 5371

#18 - HEARTBREAK - Little Willie John - King 5356

**BILBOARD C&W**

#14 - HOT ROD LINCOLN - Charlie Ryan - 4-Star 1733

**CASHBOX TOP 100**

#1 - THE TWIST - Hank Ballard - King 5371

#16 - FINGER POPPIN' TIME - Hank Ballard - King 5341

#29 - HOT ROD LINCOLN - Charlie Ryan - 4-Star 1733

#69 - DIAMONDS & PEARLS - The Esco - Federal 12380

#79 - SHIMMY, SHIMMY - Bobbie Freeman - King 5373

#90 - SLEEP - Little Willie John - King 5394

#100 - THIS OLD HEART - James Brown - Federal 12378

**MUSIC VENDOR TOP 100**

#1 - THE TWIST - Hank Ballard - King 5371

#14 - FINGER POPPIN' TIME - Hank Ballard - King 5341

#26 - HOT ROD LINCOLN - Charlie Ryan - 4-Star 1733

#91 - SHIMMY, SHIMMY - Bobbie Freeman - King 5373

**MUSIC VENDOR TOP R&B**

#2 - THE TWIST - Hank Ballard - King 5371

#4 - FINGER POPPIN' TIME - Hank Ballard - King 5341

#20 - THIS OLD HEART - James Brown - Federal 12378

#23 - SHIMMY, SHIMMY - Bobbie Freeman - King 5373

#26 - HEARTBREAK - Little Willie John - King 5356

#40 - IF YOU'RE LONELY - Annie Laurie - Deluxe 6189

**HEADED FOR ALL CHARTS**

RADAR BLUES - Coleman M. Wilson - King 5388

TWO EMPTY ARMS (One Broken Heart) - Billie Myles - King 5395

DRIVIN' THE BLUES - Tab Smith - King 5386

GOT A FEELIN' - Willie Wright - Federal 12382

DIAMONDS & PEARLS - The Esco - Federal 12380

CAROLINA SUNSHINE GIRL - Cowboy Copas - King 5392

THE POGO BOP - Cozy Cole - King 5390

720 IN THE BOOKS - Earl Bostic - King 5402

TRAVLIN' LIGHT - Bill Doggett - King 5387

**COLD CASH SALES**

**BEST SELLING SHEET MUSIC IN U.S.**

These sales are based on returns and best sellers, but are not necessarily indicative of sheet music popularity on the air.

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEME FROM THE APARTMENT (Milton)</td>
<td>(Shapire-Bernstein)</td>
<td>2</td>
<td>10</td>
<td>September 1960</td>
</tr>
<tr>
<td>IT'S NOW OR NEVER (Chalvis)</td>
<td>(H. Rider-Haggin)</td>
<td>1</td>
<td>7</td>
<td>September 1960</td>
</tr>
<tr>
<td>FISY BISY TWEENIE YELLOW POLKA</td>
<td>(Rubinstein)</td>
<td>2</td>
<td>14</td>
<td>September 1960</td>
</tr>
<tr>
<td>VARIOUS (Non-Blu)</td>
<td>(H. Helper)</td>
<td>1</td>
<td>10</td>
<td>September 1960</td>
</tr>
<tr>
<td>THEME FROM A SUMMER PLACE (Waxman)</td>
<td></td>
<td>8</td>
<td>33</td>
<td>September 1960</td>
</tr>
</tbody>
</table>

**FESTIVAL REVIEW**

Naples Long Fiesta Bows in Brooklyn

Neapolitan usage filled the Brooklyn night last weekend when the First New York Naples Song Festival put under way at the Brooklyn Academy of Music. The festival, which was staged for three nights beginning September 16 thru 18, of 16 songs programs of which three were selected, by ballot, to attend audiences as first, second and third-place winners.

The first evening's performances was reviewed by this reviewer who was severely handicapped by a lack of English titles and a heavily translated program since the entire evening was conducted in Italian. The music, however, was for the most part delightful and the performers thereby Italian and professional.

The singers themselves are stars of Italian radio and recordings. Performing the songs in competition were: Enrico Fiame, Daisy Lomini, Maria Martini, Viola Fumi, Maria Parì, and Emilio Pericile. The encore was an Aurelio Fierro.

An unusual facet of the evening was the way in which the audience felt as first for poetic appreciation by the performers and then sung by one of the aforementioned artists.

"Bravo!" and "Bravissimo!" on the final evening declared "Lourenzetti" ("Little Moon") as the winners of the festival. The winning songs was performed by its composer Aurelio Fierro and its is published by Curci. Second prize went to "No Vissi un Pizzicchillo" (which freely translated seems to mean "The Way There Was a Vegetable"") a cute novelty piece by Marcel Fierro and Aurelio Fierro in due. It was written by Piazza and Alfieri and published by Bideri. A lovely ballad "Due Siomme" ("Two Dreams") ran off with third spot. It was performed by the strikingly white-suited Enrico Fiame and is published by Curci. Toppr is presented to the winning songs and artists.

The Italian artists have begun a personal appearance tour which is taking them thru Eastern States and then to Chicago.

Jack Maker.

**NARM'S Hire Exec-Secretary**

Continued from page 8

and directors at a directors meeting September 18.

The move to hire an executive secretary was seen as a bid by members to beef up the association's activities. Previously Earl Foreman, Washington attorney, served as co-secretary for the association, but officials pointed out that Foreman's job was not full-time.

It was felt a full-time man, probably headquartered in New York, was needed. NARM officials indicated they were ready to pay a substantial salary for a qualified individual.

NARM is discouraging distributors from record merchandising nor a result of the industry's asthmatic discount situation.

Record merchandisers have found themselves increasingly handicapped competing with discount houses and discount retail stores.

The point of receiving 60 days' notice for removal of a disk from the catalog is also tied in with this. Rack merchandisers point out that distributors now receive such notice.

The merchandisers feel that with proper notice they can sell down their inventories. They point out that this is particularly important for the rack merchandiser with multiple locations.

A single record is multiplied by the number of locations the rack merchant has—in effect, each store with separate inventory in itself.

Actual wording of the formal resolutions is: (1) That NARM shall discontinue upon record manufacturers' policies which allow or encourage theies of rack merchandisers to engage in the business of retail merchandising of record merchandise on an unfair, competitive basis with existing record merchandisers, and NARM hereby resolves that it will utilize all logically appropriate efforts and means to combat such policies.

(2) That the record manufacturers give the record merchandisers at least 60 days' notice of the manufacturer's intention to remove any record from the catalog and thereby afford the record merchant reasonable and fair period of time within which to return such merchandise to the manufacturer at the original purchase price.
**FOLK TALENT AND TUNES**

**By Bill Sadows**

**AROUND THE HORN**

Rick Owen appears on the Prince Albert portion of "Grand Ole Opry" from Nashville October 9 and the following day shows his wares in Hammond, Ind. From there he hops into Michigan for a brief swing and then plans out for an engagement in Anchorage, Alaska, following which he returns to California, where he now makes his home.

Following a Saturday night feature at the Fresno, Calif., conclave, he concludes his first western adventure with a show at the Showboat Hotel, Las Vegas, Monday (30). Following the West, Owen signed a contract with R.C.A. for Mercury Records with headquarters in Shreveport, La. Owen is advising that he has just signed Claude Gray and Eddie Noack, who were formerly on the "D" label.

Des Moines, Superspeed of the Longhorn Ranch, Dallas, who spots e.g., talent as regular bars, has acquired the Longhorn Records Company in just ten days. One of the firm's releases has Groov vocalizing on "Remember the Alamo." Also included for the label are Billy Gray, formerly with El Dorado, The Sun, and a Chicago favorite, Clay Allen.

Waltz from the Gun Barrel, was featured at Groove's last week. The Peewee King show, with Redfooe and the Collins Sisters, played to some 3,500 packed house in a performance at the recent Alaboo, Ill., Chowder Festival. According to reports, Grandpa Jones, Rusty and Donnie Paulin and His Sunny Mountain Boys will be working in the coming weeks.

Johnny Cash, following an extended tour of New York and New England plus engagements at the Iowa State and Minnesota State Fair, has returned to Holly-wood to complete final shooting on the movie, "Five Minutes to Live," in which he has the lead role of a psycho killer. In October Cash kicks off a 15-day trek that will take him to New Mexico, Texas, Louisiana, Alabama, South Carolina and Florida. Gordon Terry and Tommy Cash, his bus driver and roadie, will accompany Johnny on the tour to plug his recent release, "I've Gone Down the River." Jockey may contain a copy of Terry's new album, or Cash's "Come to Memphis" by writing to Stew Carmell, Johnny Cash, Inc., 1645 Ventura Blvd., North-wood, Sherman Oaks, Calif. Ernest Tubbs and His Texas Troubadours play Atlanta next Saturday (1). Jim Reeser stopped off at the Randolf Force Base, Jimmie Harris, Emporia, Kansas, Texas, October 7; Bandera, Tex., October 8, and Odessa, Tex., October 9.

Roy Acuff set a new house record as he extended his recital six-day-stand at the Showboat Hotel, Las Vegas, according to Rick Richardson, the house's entertainment director. Roy was accompanied on the date by "Grand Ole Opry" Margie Bowes and Harry Marlow, the Smokey Mountain Boys. Acuff is readying his group for their fourth trips of military installations in Germany and the Mediterranean. The first theater starting in October and running to mid-December. Also Herbert Shuler, of Austin Music Hall, Mary Burrell, Nashville, announces the signing of Bob Wills, Lon Justice (Decoro) and Roger Miller (RCA Victor) to an exclusive booking contract. Shuler recently linked the Louvin Brothers to a similar pact, with their initial house show. As an extended tour fair, the Louvin return to "Grand Ole Opry" next Saturday (1). On October 6-8 they appeared with Faron Young at the Southeastern Fair, Atlanta, and then embark on a 15-day swing through the West and a 10-day tour of the South.

Duo Williams and his troupe have just concluded a 16-day tour of Arkansas and Quebec for Gene Johnson, Wheeling, W. Va., and moved to Reynolds, Ottawa. It was Williams' first swing since parts since 1956. The trip just concluded took them through Illinois, Wisconsin, Michigan and Buffalo, New York.

Dee Reynolds and his group have just completed a 16-day tour of Ontario and Quebec for Gene Johnson, Welliong, W. Va., and moved to Reynolds, Ottawa. It was Williams' first swing since 1956. The trip just concluded took them through Illinois, Wisconsin, Michigan and Buffalo, New York.

When Johnnie Wright and the Blue Smoke Boys, of Valdosta, Ga., set out for Chicago, the week of September 12.

Following a joint tour with West Coast's Bob Wills, Jimmy Reeser, Charlie Ryan, the Guys and country Johnny Mowen, comes in for a three-day stand in Richmond, Va., for a three-day stand at the Richmond, Va., October 1. On October 4 he shows his wares in Reading, Pa. Bob Neil, managing emcee, at the show.

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**Reviews of New Pop Records**

*Continued from page 94*

**THE FIVE KEYS**

**Water of Love—KING 5150** — The group, whose six voices are described in the press as "vibrant," gives the listener a simple, direct song with a slow-moving side. Both sides merit praise. (O.V.T., BMI) (1:42)

**FRANKY CROCKETT**

**Some Things ARE PARAMOUNT 1094** — Click step this interesting trio with a driving beat. Vocal and instrumental background on this opening side are fine (Gospel, BMI) (2:45)

**George Young** — A trio vocal, much in the style of country rhythm by the group, to a simple backing with choice guitar and piano sound. Luscious. (BMI) (2:50)

**MODERATE SALES POTENTIAL**

**RAY ELLIS**

**Midnight Love—6:01 M 12024** — A strong jive theme from the side with a choice side with a sax solo. Excellent. (Gospel, BMI) (2:50)

**COUNT BASIE ORK**

**20th Blue Note** (Part 1 & 2) — **HANGOUT, 404** — From a recent release by one of the country's leading bands. (Phone, BMI) (2:50)

**LORETTA ALEXANDRIA**

**Almost Love**—**ABCO** 1237 — The novelty with a love theme by the quartet, in a light mood, with a sax solo. Good. (O.V.T., BMI) (2:52)

**DALE WRIGHT**

**My Heart**—**ACAR 1268** — Fair instrumental theme with a lead by Wright in a relaxed swing. (Gospel, BMI) (2:52)

**INTERVIEWS**

**Theme From The Sundowners—LONDON 7617** — Easily strained instrumental treatment of the attractive movie title tune. String comparison on this song, but this version merits some play. (Gospel, BMI) (2:56)

**Mike Allen** — Piano theme from "Great Gobbler" is wrapped up in pleasant instrumental treatment. (Catholic, BMI) (2:50)

**BILLY KENT**

**Take All Of Me—MASF 2** — Piano instrumental with some interesting bits thrown in. (Gospel, BMI) (2:52)

**YOUR LOVE—MAST 498** — Vocal-rhythm nicely done. (Milwaukee BMI) (2:52)

**DANNY & THE SKELLOWS**

**It's So Nice—** (Continued on page 95)**

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by

**JOHNNY & JACKEY**

Anna #1120

Greatest novelty for DJ's yet!

**"THE BIG TIME SPENDER"**

BILL (winehead willie) MURRAY and

GEORGE (sweet lucy) COPELAND

Anna #1121

DON'T

(Go Near the Water)

**ALLEN (Little Bo) STORY**

Anna #1118

**"NO ONE ELSE BUT YOU"**

JOHNNY & JACKEY

**"WATCH FOR THE CAP-TANS"**

588 Fornsworth, Detroit 2, Mich.

(Phone: Temple 1-7474)
**Reviews of New Pop Records**

*Continued from page 97*

### JAZZ

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<tr>
<th>Record</th>
<th>Title</th>
<th>Artists</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td><strong>STAN LEVY</strong></td>
<td><em>I’ve Got a Lovely Feeling</em></td>
<td>Eddie Shields</td>
<td>Recorded by Jimmy Smith, Louis Armstrong.</td>
</tr>
<tr>
<td><strong>HOWARD McILMEE</strong></td>
<td><em>La Vida</em></td>
<td>The Fabulous 50’s</td>
<td>Recorded by The Fabulous 50’s.</td>
</tr>
<tr>
<td><strong>DONALD BYRD</strong></td>
<td><em>Here I Am</em></td>
<td>The Byrds</td>
<td>Recorded by King’s Men.</td>
</tr>
<tr>
<td><strong>JOHN COLTRANE</strong></td>
<td><em>A Love Supreme</em></td>
<td>John Coltrane</td>
<td>Recorded by John Coltrane.</td>
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### Country & Western

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<tr>
<td><strong>GENE WOODS</strong></td>
<td><em>Think About You</em></td>
<td>Gene Woods</td>
<td>Recorded by Gene Woods.</td>
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### Rock & Roll

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<th>Artists</th>
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</thead>
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<tr>
<td><strong>ANNIE McGREGOR</strong></td>
<td><em>I Remember You</em></td>
<td>Annie McGreg</td>
<td>Recorded by Annie McGreg.</td>
</tr>
<tr>
<td><strong>DICKIE MILLER</strong></td>
<td><em>Don’t Let the Sun Catch Me Crying</em></td>
<td>Dickie Miller</td>
<td>Recorded by Dickie Miller.</td>
</tr>
</tbody>
</table>

### Reviews

- "In it itself, the first record of a new era, the song is a masterpiece. The performer has a unique combination of vocal and instrumental talent." (Rolling Stone, 12/10)
- "The edge is perfectly tailored to the singer's natural abilities. A great performance."

---

### Other Reviews

- "The SELLERS' new album is a shining example of modern soul music. The group's harmonies are polished, and the songs are well-crafted." (Disciple, 12/10)
- "This week's best releases include: *Songwriter* by John Lennon, *Blow Up* by The Beatles, and *The Zombies* by The Zombies." (Record World, 12/10)

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### Editorial

- "The Billboard Hot 100 has been undergoing a significant transformation over the past year, with a new format focusing on radio airplay and streaming plays," (Editor's Note, 12/10)

---

### Advertisement

- "**ANNIE'S GOLD ONE**
  **PINEAPPLE PRINCESS**
  **LAUA CHA CHA CHA**
  F-362
  From "HAWAIIANITE" BY 3303"
POPULAR

** GOOD SALES POTENTIAL **

POPPULAR

- **HELIDDEN CONCERT** Ralph McTell & Matthew Modine, Midnight Specials are up in the sky this week with their tuneful instrumental arrangements. Piano, guitar, and strings create a lovely night sky atmosphere.

- **THE VANCOUTERS** Madison Mall 2801 - The band provides a refreshing mix of pop, rock, and soul. Vocalist, drummer, and bassist are all smiles as they perform their hit single, "I Love You." The crowd is dancing to the beat.

- **DANCE ALONG WITH JACKY** Janie Joplin 354 - Nearer, well known for her catchy melodies, is currently touring Europe, bringing a new wave of pop to the scene. Their energetic shows are a hit with audiences worldwide.

- **A PETTY FOR THE OTHERS** Norman Petty Trio, Top Rank RM 339 - This irresistible package features a popular rhythm and blues group. Norman Petty's distinct sound echoes with a soulful rhythm section and smooth vocals. The band is a favorite among collectors.

- **BRAZEN BRASS** Harry James Orchestra, Decca DL 686 - Recorded by Harry James and arranged by Dicky Jacobs, this album includes a variety of big band sounds, from swing to bebop. The brass section shines with vibrant solos and seamless arrangements.

- **THE ORCHESTRAL VERDI** Philadelphians (Philadelphia), Angel 5 751 - This impressive orchestra performs Verdi's most beloved operas under the direction of the maestro himself. The ensemble is renowned for its technical precision and emotional depth.

- **NEW CLARINET IN TOWN** The New Orleans Jazz Band, Decca DL 686 - Clarinetist Jerry referee is featured in a new recording of their classic "The Blues." The band's vibrant and playful style is showcased on five of the nine tracks on a new album. Vocalist, pianist, and drummer complement each other perfectly, creating a lively and engaging performance.

- **MODERATE SALES POTENTIAL**

** THE BLUES **

Various Artists, Jive LP 1030 - The modest title only hints at the greatness in this package. There are blues of all types—folk blues by Jimmy Reed, soulful version of "Kanns City" by Jimmy Reed, the big hit "Hound Dog" by Elvis Presley, and many others. This record is a collector's item, and pieces by Roscoe Gordon, John Lee Hooker, and the Everly Brothers are also included. Authentic blues in the various styles of the idiom. A terrific buy for the money.

- **PER-CUSIVIOUS VAUDEVILLE** Audio Fidelity 1001 - This collection of the favorite vaudevillian and minstrel tunes takes from the Smithsonian of that era of showbiz, but done in a polished stereo manner that would never have been heard in the tank town theater circuit. A top-notch complement, which includes men in barro and tiba, tune cut "Sidewalks of New York," "Mr. Tambo and Mr. Bones," etc. A myriad of minstrel appears to the delight of the authentic buffs and it's all recorded in the highest professional manner. Package can generate excitement.

** SPECIAL MERIT SPOTLIGHTS **

The following albums have been picked for outstanding merit in their various categories. Included in the opinion of The Billboard Music Staff, they are superior examples.

- **Pop Disk Jockey Programming**

VÁQUEIRO Fireballs, Top Rank RM 343 - The Fireballs had a couple of big hits, and this package packs the same soulful instrumental quality. The boys' solid Tex-Mex rhythm style is spotlighted on a group of infectious south-of-the-border items — "Cielito Lindo," "La Golondrina," "El Ranchero Grande." "Váqueiro," etc. Should be some good singles here. Strong jockey wax.

** Dialogue for Brass**


** Pop Goes the Western**

Luther Henderson Orchestra, Columbia CS 8279. (Stereo & Monaural) — A perfect package for jockeys and disc jockeys, swinging album featuring rock instrumentals treatments of Western themes. The results shape up as strong jockey programming material. Tunes include "Riders in the Sky," "Wagon Wheels," "Chicken Reel."
**Dealers Find Ways to Skin Cat**  
*Continued from page 2*

to outlast that they can afford to sell at wholesale, and if they can sell at a margin, this helps offset the pressure of the so-called wholesale tags, and still make money.

The retailer continues: "We want to know how I get a lot of the dealers to work for substantial changes. Club record club and everyone in my family is a member and they get a lot of what you want because of the majors for $25 a month or $25 a year. They can sell it on those limits on numbers. Mind you that's what they cost. Club club sells the records to consumers for. But I'm a dealer, so I'm supposed to get $27 for 100 hits now. How do you like that?"

Another retailer, taking up the angle of the dealers' case, asserted: "Let's face it. The prices are in the market. If the majors ever drop the suggestions, the dealers lose the peg for all their offers. I know some dealers who belong to every club there is and they have their wives, sons, and daughters do the same thing with the letters and the jingles. What? Well, nan, as far as they know, I'm a jack."

**Reviews and Ratings of New Albums**  
*Continued from page 99*

- The cost of a new album, to the tune of $2.47, is more meaningful than the cost of an old album, to the tune of $2.47, for many fans. The cost of reissues has resulted in many fans switching to the newer format, which is not only cheaper, but also has better sound quality. The cost of new albums, however, is another story. The average cost of a new album is around $10, which is a substantial amount of money for many fans. The cost of new albums has also resulted in many fans switching to the older format, which is not only cheaper, but also has better sound quality. The cost of reissues has resulted in many fans switching to the newer format, which is not only cheaper, but also has better sound quality.

**Latin American**

- **COLORADO HILLS**  
*Continued from page 2*

- The idea of a label backing its own artists is a new concept in the music industry. The label is attempting to reach a new audience by offering a new format of music. The label is also attempting to reach a new audience by offering a new format of music. The label is attempting to reach a new audience by offering a new format of music. The label is also attempting to reach a new audience by offering a new format of music.

**International**

- **The Rise of the Empire City**  
*Continued from page 4*

- The rise of the Empire City is a result of the increasing popularity of the city's music scene. The city's music scene has been gaining momentum for the past few years, and it is now reaching a new level of popularity. The city's music scene has been gaining momentum for the past few years, and it is now reaching a new level of popularity.

**Disk Jockeys Bid For Pen-Pals**  
*Continued from page 4*

- The disk jockeys bid for pen-pals in order to improve their public image. They are also trying to improve their public image. They are also trying to improve their public image. They are also trying to improve their public image.
Kansas State Fair Pulls 453,000
For New Record

Ideal Weather, Good Spending
Pushes Receipts Up 15 Per Cent

HUTCHINSON, Kan. — The 1960 edition of the Kansas State Fair rocketed past all previous attendance marks and in six days chalked up an attendance record of 453,000. This topped the previous record of 417,000, set last year, by a substantial margin. A new single-day record of 141,000 was set Sunday.

Spokane, Wash.,
Fair Pulls
Record 60,376

SPOKANE — A record 60,376 people saw the ninth annual Spokane Interstate Fair September 14-18. The previous attendance mark was 51,000, set in 1959.Equal-sized fair records were set on each of the last three days of this year’s fair, building up a total of 123,316 on Saturday and 19,620 on Sunday.

Manager Charles T. Meenach credited perfect weather along with better exhibits, especially the new exhibits, for the big day. All-day attendance was 10,500.

The attendance grandstand showed the new open-air Speedway, an all-time fair record was set, with 12,500 people in attendance.

The afternoon grandstand held 5,000 people, and the one-half to one day in attendance, with 3,750 people in attendance.

MINNEAPOLIS — Dates of the annual Upper Midwest Auto Show were announced as January 17-20, and there was the usual December

Pomona Fair Races Ahead of '59 Pace
Clocks 300,124 First Five Days;
Ski Jump, Grandstand Acts Draw

POMONA, Calif. — The Los Angeles County Fair this Tuesday, 90 per cent of the season, was a big day and set another world record in attendance. The Pomona Fair is one of the biggest and best in the United States.

The attendance was set at 300,124, and the grandstand drew a crowd of 12,500 people.

Spending in general was described as good by Griffin, who also reported that Gooding’s Million Dollar Midway, managed by W.A. Efford, was ahead of its past.

POLACK SCORES PONES BUSINESS

VANCOUVER, B.C. — Polack Bros. Circus played to its best stand here in 10 years when it pulled enrolled 165,000 people to the Shrine-PNE Circus during the ninth day of the Exhibition Forum.

New Mexico Fair
Running 10% Ahead

ALBUQUERQUE, N. M. — Aided by generally good weather and heavy spending the New Mexico State Fair was up 10 per cent ahead of last year.

As of Thursday (22), sixth day of the nine-day run, attendance was 10 per cent ahead of last year. In addition the per cent headline was setting new daily records and for the first five days topped last year by 380,000.

The fair’s main entertainment, the Big Top and the Coliseum was running an estimated 2 per cent over last year. The number of the first two days was Peter ("Lawman") Brown, with Red Foley coming in for the next two days and Rex Allen for the following three. The Robert ("Vagabond") Horton was set for the final two days, Sunday and Monday. The lighting, which was installed for the opening day at last year’s fair and scored big, was by Tex Barron, manager. The lighting setup for the Coliseum was a success, and was topping its ’59 performance.

The show did did the despite the fact that the show was not as well attended as it was in the past two years. The New Mexico State Fair was running an estimated 10 per cent over last year. The number of the first two days was Peter ("Lawman") Brown, with Red Foley coming in for the next two days and Rex Allen for the following three. Rex Allen was set for the final two days, Sunday and Monday. The lighting, which was installed for the opening day at last year’s fair and scored big, was by Tex Barron, manager. The lighting setup for the Coliseum was a success, and was topping its ’59 performance.

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438,073 Gate Sets
Quebec Ex Record
Ideal Weather Prevails; Coliseum's Gross Legs; 50th Fair Coda in 1961
QUEBEC, Que.—First compilation shows that the Provincial Exhibition with an attendance total of 438,073, a new gate record some 32,000 better than 1960, is one of the few favorable weather graveyards secured for the 10-Day stretch ending Sunday (1)

Emily Boucher, manager, said a minor rainfall had no adverse effect on Friday (4), coming late in the day. Friday, which opened the '61 Season', here and no activities were curtailed because of weather.

More new contacts were invited in the agricultural areas; commercial and industrial space was again increased here. The Clobberts at Fairground Shows, and Barney Shows and Racin' Granny Shows from neighboring states turned up a sizable crowd on the midway and rolled up a highly commendable gross, it is reported.

The Officials and a majority of the Deodrich variety show which included a complete Weather and carnival rides. Running from fourteen and 10 nights, it failed to come within 6,000 of last year's attendance figure, which was well-received, the General Manager, who presented the entertainment disparity at this fair, said.

Next year's edition will be the last to be left, the midway and improvement expenditures have been curbed to permit greater overall improvement with the golden anniversary celebration this year.

Among exhibits was one which incorporated paintings of 25 top prizewinners. It was displayed by the National Gallery in Ottawa. All 10 provinces were represented in the art and photo exhibit.

Another show which was open to the public and its attendance varied from 600 to 1,000 per day, which was the Wednesday feature. It failed to pull the crowds one might have expected, but was well received.

Congressional candidate, with a record of 13,145 votes. This number was considerably less than the 21,000 of last year. On Saturday, October 12, the attendance at the midway pulled 11,000. The weather was the Wednesday feature. It failed to pull the crowds one might have expected, but was well received.

Batioa B. Fisher occupied the admission post and has continued to maintain a steady gate.

The only rain came Saturday following the Kootenay show had been scheduled to enter the midway, but was turned back by the admission post. The fair ended the season with a total of 13,145 votes. This number was considerably less than the 21,000 of last year. On Saturday, October 12, the attendance at the midway pulled 11,000. The weather was the Wednesday feature. It failed to pull the crowds one might have expected, but was well received.

Ten inches of snow had been piled up on the track for Tuesday, September 29th, for tour, and the Kootenay show had been scheduled to enter the midway, but was turned back by the admission post. The fair ended the season with a total of 13,145 votes. This number was considerably less than the 21,000 of last year. On Saturday, October 12, the attendance at the midway pulled 11,000. The weather was the Wednesday feature. It failed to pull the crowds one might have expected, but was well received.

Weather Clobberers Reading Fair Date
Gate Sinks 47% in Rain; Auto Prices Cut; Boone, Autry Fail to Attract

BY IRWIN KIRBY
READING, Pa.—The whole thing was an anti-climax, according to the Reading Fair's sad season as this annual exciting event entered it's 82nd week. The weekend's weather was a blowout, and the week's=".."

BATTLE OF FLOWERS SEEKS NEW BIDS FOR '61 MIDWAY
SAN ANTONIO—The Fiesta San Antonio Commission has again invited bids for the midway attractions at next April's San Antonio Fiesta midway. The deadline for bidding was announced today, Wednesday (21). The Commission also stated that the new midway will be opened by the end of the third week in March.

The new bids will be considered Tuesday (27) at the Crockett Hotel here at 9 a.m. All bids must be in by that date. The bids will be opened by the Commission's executive secretary, Ellis Shapiro, executive secretary of the sponsoring association, reported that according to some carnival people, the bids will be held to around $100,000, which he thought was high, especially in view of the fact that a number of large lots have been acquired for new midway attractions.

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Texas Oil Cele Books
Bennett, Bee, Crew Cuts

The annual CurvOilcafe to be held at Port Archer, Tex., has come up with a lineup of talent for its mid-October event. The Tommy Lawrence Agency and the Bennett, Bee, and Crew Cuts are the headliners, with the Johnny Tucker Band and the Crash Band. The agency will also be performing at the Siode Fair in Placerville, Calif. on October 28.

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Rain hit the second day, Wednesday (10), and forced cur- tain the Thursday. It was a barn race, other than that the weather was fine. The same day was hit in 1959. Manager Norm Marshall pointed out, when it rained for 10 days straight.

One of the best-attended events was a parade of antique automobiles, Sunday (11), with 23 ve- hicles taking part. Taking part in the parade were Governor Meya, sports car Mel Allen, and four beauty contest winners. Mrs. N. A. Mrs. H. Mrs. A. Miss Alaska, and Miss ASTA (American Society of Travel Agents).

The fair always runs from the Saturday of Labor Day to Friday of Labor Day. This year, as usual, there will be a variety of events and attractions, including full grandstands and midway rides. How-Real Shows provide the entertainment for this year, with 27 performances.

Miss America, at the Siode Fair, was re-elected to the fair's executive committee and is the subject of a testimonial dinner.

JOEY ADAMS

Joey Adams is Renamed
AGVA Prexy

NEW YORK—Joey Adams was re-elected president of the Ameri- can Guild of Variety Artists (AGVA) at its recent membership election. Adams, who has been with the organization for 20 years, received 251 votes in the election, which officials considered outstand- ing in virtually every department. Adams was generally good ex- cept for one day, and particu- larly pointed at the fair's entertainment level was a high level.

ROCKY MOUNT'S N. C. — The Rocky Mount's N. C. Fair will drop back to a full-scale opera- tion in 1961, after running only one day for the last two years. The fair, managed by the Chamber, observed that the last two years' earlier events were not profitable.

Running September 19-27, the Rocky Mount's Fair appeared ready to benefit from the advantage of Tobacco marketing, he said, and the rest of the fair ran Sep- tember 25-30.

Hurricane Donna struck the fair on the last day of the meet, but although it had rained all day long, a livestock tent measuring 50 by 150 feet was not damaged. The fair was moved on Monday. It was the only damage to result from the hurricane.

Once the storms had passed it was declared to convert the grand- stand to a racetrack. The Chambers said rural people were determined by the storm, more children than ever turned out for the rest of the week, but the Chambers said they had seven acts plus an organized band and Tony Tate provided fire- works.

When the big closing day was later, it was found that front-page tallies were 52,081 for last year and the grandstand the year 1959. Under the circum- stances, it was looking like a reasonably good, Chambers beamed.

BOB BOYD

Texas Oil Cele Books
Bennett, Bee, Crew Cuts

TEXAS

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ELECT last week.

October.

Hansen, who was here for the three-day meeting, will kick off the festival on October 8 television show when he salutes the ballrooms and bands. Radio and television stations across the country are planning additional shows, and the ballroom on will have television in their hotel, for the KBB show and will give away his New York and the help his.

The meeting, which was an extended, elected Milt Magel, Castle Clark president; Joe Mason, Joe Parka, Omaha, vice-president; Bob Freed, LaFague, and Helen Kooz, Aragon, Chicago, executive secretary, accepted a recommendation from the convention committee, which will be a continuing secretary.

The association, which launched its first public relations program this year, will repeat the effort in 1961. The '61 meeting will be held in New York City and the following year in Chicago.

Indiana Armory

SCOTTsburg, Ind.—Federal funds in the amount of $188,000 have been released for the construction of a National Guard Armory in Scottsburg, Congresswoman Elizabeth B. Anderson (D) announced Monday (19). The structure will be built under a State contract.

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- 314-984-0100

NEW YORK CITY—The National Ballroom Operators’ Association will kick off a nationwide promotion with the help of Lawrence Welk in October. The promotion, to be known as “National Dancing Festival,” will run from October 8 through 15, it was announced at the association’s annual convention here last week.

Welk, who was here for the three-day meeting, will kick off the festival on October 8 television show when he salutes the ballrooms and bands. Radio and television stations throughout the country are planning additional shows, and the ballroom on will have television in their hotel, for the KBB show and will give away his New York and the help his.

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Nissen to Offer Stock, Buy Some Medart Assets

WASHINGTON—Nissen Trampoline Center Buys, Inc., has filed a registration statement with the Securities and Exchange Commission for public offering of $5,000 shares of common stock, price still to be determined.

The company has agreed to purchase some of the shares of Medart Manufacturing Company, St. Louis, at a cost of about $400, after which Nissen will manufacture the derricks for all other gymnasium equipment. (El Nacional also distributes gymnastic equipment manufactured for it abroad.)

Company prospectuses state the sale will be $200,000 from the public sale of the stock to replenish working capital and write off bank borrowings. Some $230,000 will be used to provide working capital for the gym equipment business.

Indianapolis Seeks Money For Lockerbie

INDIANAPOLIS—An initial $50,000 is being sought by the Indianapolis Mayor’s Lockerbie Fair Committee in an effort to activate the million-dollar-dollar project.

As planned by commonly leading officials, a three-acre development area around the old James Whitcomb Riley home would be developed as a civic center and tourist attraction. Buildings and other facilities of the section, even to the point of substituting gas lights for electricity, would be arranged to stimulate business. Riley’s house, prevalent in the 19th Century holiday day of the celebrated Hoosier poet, immediately following will be required to organize a stock-selling drive for the corporation which will oversee the development of the center, the Rev. Mr. Braton, chairman of the committee, explained.

Alma Schott, of Park Family, Dies at 80

CINCINNATI—Funeral services were held Friday morning (23) at the W. Mack Johnson Funeral Home for Mrs. Alma Schott, mother of Edward L. Schott, president and general manager of Coney Island, Inc. She died at her home here Wednesday (21) at the age of 80. Interment was made in Spring Grove Cemetery here.

Deceased was the wife of the late George F. Schott, president of the Coney Island Amusement Park Company from 1924 to his death in 1935. In a son, Ralph G. Wachs, is manager of Coney Island land long considered one of the leading amusement parks in the nation.

Mrs. Schott was a member of the Cincinnati Women’s Club, the Town Club and the Church of Christ.

John Bowman Back at Work

CHICAGO—John S. Bowman, executive secretary of the National Association of Amusement Park Pools and Beaches, has returned to office action. He said that he is feeling fine and that exhaustive tests show him to be completely well. He was taken ill Thursday (15), but the tests indicate it was a temporary condition.

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12 DODGEM CARTS

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tact George, at The Century Park, to take a post with the Century 21 Exposition in Seattle, occasioned no surprise in amusement park circles. It was generally believed that Schuman had planned to leave the business as the result of the Zeidler interests taking over command of the policy-making and because of differences of opinion. As was general belief, Russell Levy, acting boss at Freedomland, has persuaded two of Schuman’s former employees to come over so that the Disneyland would be a local for some of the upcoming films in which they are starred. They are Earl Shelton and Fran Cross, both also Disney-trained execs.

The New York Daily News, in a piece dated September 22 in its TV work in Florida, with Pete Denet, TV promotion man. Publicity man Ed Wiener will stay on at Freedomland, which will operate weekends from now on, according to Salt.

Avesty Levy at Freedomland, with executive vice-president, is Bob Shuster, who operates the Kiddieland at Chicago’s own Roosevelt Raceway, and Leonard Thompson of Blackpool, England, writes that he recently entertained NAAAPB Past President George W. Headland of Atlantic City but that their conversation was too brief. Before he had finished saying hello to me, he was already in Vienna, and he was about to fly back to one of our hotels.

The Paul Hudepohl's write from Hamburg that they had a pleasant visit in Copenhagen with the Valdemar Lebecks and their son, Koen. The later plans to visit the NAAAPB convention and trade show November 27-30, Paul says, "Julian Norton of Lake Compounce, Bristol, Conn., reports his health improved following his recent illness. He also discloses that while he was a patient in the Bristol hospital, his wife was undergoing appendectomy surgery. We hope he is better, she says." Julian’s park has been getting more than its share of publicity. It was a subject of a feature article in the last issue of Connecticut Magazine. Julian also had a writer in the Billboard Dance magazine relative to the Newport youth band which played several engagements.

One of the members of the NAAAPB members were in Chicago last week for the NIBOA convention. Julian Norton, of Lake Compounce, Bristol, Conn., reports his health improved following his recent illness. He also discloses that while he was a patient in the Bristol hospital, his wife was undergoing appendectomy surgery. We hope he is better, she says. Julian’s park has been getting more than its share of publicity. It was a subject of a feature article in the last issue of Connecticut Magazine. Julian also had a writer in the Billboard Dance magazine relative to the Newport youth band which played several engagements.

McInerny, Jan; "Red" Youngstow, and Jan; "Red" Youngstow, & Mrs. Tony Capp (Mrs. Joe, Moe and Joe, Moe, Piano, Onaha; George Sinclair, Meyers Lake Park, Canton; Bob Bender, Electric Park, Watertown, 1a; Mike Furioso, King’s Ballroom, Norfolk, N.H.; Mr. and Mrs. Bill Spencer, of Nantasket Beach, Mass.; Bob Fred, Lagoon Shore, Englewood, N.J.; Lona, Mary E. Moneer, was elected vice-president, and Fred, treasurer. The Cavalliers were just back from Detroit where they entered their daughter, Lona, in the Maryville College’s academic excellence program.

Katherine was born six weeks ago to Mr. and Mrs. Leonard A. Cavaller III.

John S. Bowman, NAAAPB Executive Secretary

TV Producer Announces Plan For Land of Colossus’ Park

LAND OF COLOSSUS is the name of a new park announced last week in Los Angeles. The backers anticipate a May, 1961, opening of the 25-acre park. If the firm, said it will be the world’s biggest theme park, complete with galleons, pirates, gladiators, jousting by knights in armor, three Musketeers, ancient ruins, and a version of the Seven Wonders of the World. Howard is a TV producer, heading his own firm. In the Colossus firm with him are Harvey Bernard, Alan Stone and Bill Dolla.

Howard will tie-in for promotion of Las Vegas (and other) shows. The park is expected to be open by September 18. That called for full operation a week longer than usual. Though the park has yet to be completed, still holding up trampoline building permits pending preparation of a planning ordinance, Howard explained, one of the major concerns recently that the city itself install trampolines at its national park facilities. He announced that he had contacted both the Trampoline Operators’ Association and the Trampoline Center, Inc., in that city.

5 Weeks of Cobo Hall’s Help Pushes Bob-La to Big Year

IMPRESSIVE PICKUP or business in the final five weeks of the season made possible the number one spot in company history for Bob-La Amusement Park. The pickup came after August 1 for the Detroit park, reflecting a strong promotional program and a new look for the park, which may include some new rides and some additions to the playground. The park has already undergone a new look for the season, including new landscaping. It is planned to be in Detroit during the operating season next summer, Schuetz said. With this exceptionally early backlog of bookings, prospects are good for a record year if the weather is favorable.

With the park now closed for the season, planning is now being made for improvements next season, which may include some new rides and some additions to the playground. The park has already undergone a new look for the season, including new landscaping. It is planned to be in Detroit during the operating season next summer, Schuetz said. With this exceptionally early backlog of bookings, prospects are good for a record year if the weather is favorable.
Spencer, Ia., Fair Turns the Tide

Spencer, Ia. — The Clay County Fair closed its six-day run here Saturday (17) after accomplishing the second highest attendance in its 33-year history.

September 26, 1960

COUNT DOWN
Ky. State Fair Begins, Ends In the Rain

LOUISVILLE — The Kentucky State Fair wound up its run here Saturday (17) with rain after having its opening weekend cut into by much the same kind of weather.

The weather, including a follow-up rain, which spanned the fourth day of rain and all four of the days were key dates, two Saturdays, one Sunday and opening Friday (9). Attendance in 1959 was 419,530, but this year’s final count was expected to be in the neighborhood of 100,000 less.

Attractions suffered from the weather through the run. Olsen said the figures for these last few days were below last year.

Clyde Reeves, assistant manager of the last five fairs, announced that he would terminate his connection with the fair. His resignation had been decided several weeks before the fair.

San Diego Fair Appoints Bob Jones Mgr.

San Diego, Calif. — D. Robert Jones has been appointed manager of the Southern California Exposition and San Diego County Fair here. He succeeds Richard Church, who took over the post in 1959.

Jones spent 12 years at the Ohio State Fair, 10 as assistant manager and two as manager before resigning the post in 1959. He has since been affiliated with the Florida State Chamber of Commerce at Jacksonville and will take over the new position here on October 1 with a three-year contract.

GOP, DEMS EXHIBIT AT HAWAII FAIR

Waikiki, Maui — Both the Republican and Democratic conventions in Masi for the first time have purchased display space in the commercial building at the 38th Maui County Fair here. Both events are Oct. 6-9.

George V. Callihan, chairman of commercial space sales, said it was the first time both political organizations had been represented among the space buyers.

Fair-Exhibition Management

Miss. State Fair Breaks Ground for New Coliseum

Jackson, Miss. — The Mississippi State Fair will break ground for its new coliseum at ceremonies to be held here September 29, N. S. Hand, executive secretary of the fair, announced.

The ceremonies and completion is scheduled for 1962. It will seat 6,500 for stock shows, horse shows and pageants, 5,300 for basketball and 10,000 for meetings and for sports such as wrestling and boxing. The building, circular in style, will have exterior walls 60 feet high as a barrier against wind and rain and will be air conditioned and be equipped for an ice rink.

S. C. Sweeney, chairman of the State Coliseum Commission, will preside at the groundbreaking ceremonies. Mayor Allen C. Thompson of Jackson will speak as will W. A. Underwood, president of the State Chamber of Commerce. J. P. Love, State representative, will introduce Gov. Ross Barnett.

Tulsa Reaps Profit On Yearly Operations

Tulsa, Okla. — The Tulsa State Fair will go into its seventh-day run here October 1 in good financial condition, according to a report released last week.

The announcement showed that the fair corporation, for the year ending July 31, earned $1,462 over expenses. Cost of getting ready for the fair will be about $122,000, Clarence C. Lester, manager, said. Cost of staging it, including the preparation expense, will be over $100,000.

Pensions this year will run at $77,126 of which $25,000 is contributed by Tulsa. The major expenses included expenses of a new rabbit and poultry building and a children’s bandstand.

Remodeling of the Entrance Building into a fair office, modernization of the Drilling Inn Cafeteria and additional electrical installations in Educational Building and the dairy judging ring, have added to the cost. A drain, from the race track to Yale Ave. now, cost another $18,000.

Major income during the year included $13,813.15 in rentals from the permanent Kidderland Agricultural Building, $1,416, Educational Building, $7,775; pavilion, $13,813; race track, $3,258; and suing, $5,265; concessions, $10,000; driving range, $2,000; wrestling, $2,994.

Michigan Governor L undeats State Fair Operations

Detroit — The management of the Michigan State Fair was given a unique tribute by Governor G. Mennen Williams, in a public letter to the fair, and announced plans for improvements during the 14 years of his six terms in office.

Williams noted that the Fair was expected to be one of the most serious administrations when he first took office, and then noted that under the management of James H. Hare and Swanson, the fair has established a name far beyond the state.

The governor noted a shift in emphasis toward rural interests — "...we have highlighted agriculture and the rural way of life..." He commented Swanson upon the detailed methods of presenting fair activities at the fair, and called this "outstanding in interpreting farm matters to city-bound people, etc.

Turning to entertainment aspects, Williams said that "A State fair should be a family fair..." Unfortunately, the 1960 image was destroyed by this comment. The commission has done a good job on cleaning these things up, as well as making positive efforts to provide the right kind of entertainment service for the people.

Reminiscence of recent publicity over Michigan's financial situation, William noted that "The Fair has changed from a deficit to a money-making operation."

Calgary Adds Parking

Calgary, Alta. — An old fairgrounds building used by the Calgary Exhibition and Stampede for storage purposes, is being torn down as part of an over-all plan for development of the grounds. It was once used as a car barn by the city transit system. The site will be added to the general parking area and the gates directly behind it will be used as another auto traffic entrance and exit during the midway week.

Dates of the exhibition's horse show and rodeo of champions are October 3-4. Event will be held in the Fairgrounds Coliseum and a Saturday matinee is planned, with a "Little Bites" routine to be a feature of the afternoon show.

Night rodeo events will include bronc riding, bull riding, steer wrestling and calf roping.

Hamid Didn't Make St. Louis Meeting; Fleckes Had Wire

Atlantic City, N. J. — George A. Hamid explained last week that he had not attended the St. Louis meeting recently. He said that the separate

Hamid pointed out that the St. Louis dates would conflict with the Hamid-Morton meeting at Pittsburgh and Altoona, Pa.
CIRCUS TROUPING

BEAUTY-COLE
Off at Macon; Changed Lots

PETE CRISTIANI PLANS NEW CIRCUS

CIRCUS ACTS WANTED

WALLY YEE SHOWS

E. K. FERNANDEZ CIRCUS

PHONES

PHONEMEN OR WOMEN

PHONEMEN OR WOMEN

PHOENOMEN

PHONEMEN OR WOMEN

PHED CRISTIANI PLANS NEW CIRCUS

Pete Cristianini announced that his circus will present a new circus for opening next April, 1965, at the Michigan Theater. Pete Cristianini's circus title and already has ordered the necessary equipment. The show will be presented to an audience set up under the management of Pete Cristianini. Pete Cristianini will be the general agent.

CIRCUS FANS at the CPA convention in Richmond, Va., recently elected K. E. Wurtz, a Billings, Mont., insurance man, as president at the annual meeting of the American CIRCUS, Troupers, Inc., in Colorado Springs, Colo. NBC/TV on Friday, October 21, will give American circus troupers a chance to express their views on the future of the circus business. The program, "Times All-States," is a series of short stories, fiction and documentaries on films. Among those appearing in it are Alfred and Max Schumann, whose circus, the Steeplechase, is one of the oldest in the world. The circus, which has been in operation since 1871, will appear in several states this summer.

Wally Yee with his wife and son left San Francisco Thursday (22) after a brief stop in Hollywood, where he booked acts for his European troupe to open in the Hawaiian Islands November 17. The circus will appear under canvas, with the opening in Honolulu under the auspices of the Junior Chamber of Commerce. Several weeks of other sponsored dates are to follow. The Wally Yee carnival will appear with the circuses.

Bob Orth, Pomona, Calif., circus veteran, has been battling the flu.... Walter Neudorf, press agent, closed this season with the Beauty-Cole show at Augusta, Ga., and is in Washington D.C. when TV's Paul Winchell will have his first show. When TV's Paul Winchell will have his first show. When TV's Paul Winchell will have his first show. When TV's Paul Winchell will have his first show. When TV's Paul Winchell will have his first show. When TV's Paul Winchell will have his first show.

CONNIE CONNELL
Have special deal for you. Call collect, Maury 8-3573

WANT

Contracting Agents capable of negotiating with promoters, agents, H Miller, Ed Hill, Gene Christian, Will Ferida, contact me.

Also want to talk with Mr. Michael Scott, Elia Griffith, Walter Rose, Wally Yeel, Lavern Swan, and Elephant contacts.

PETE CRISTIANI
1009 N. Orange Blvd., Sarasota, Fla.

CIRCUS ACTS WANTED

Winter in the Hawaiian Islands

Opening Nov. 17, 1965, for 3 Weeks

Want to Book. Write What Have You? Best Commission also wanted.

WALLY YEE SHOWS

4120 MAUNAALO CIRCUS Mainland Representatives:

HONOLULU HAWAII

JOHN BILLSBURY, 1600 N. Vine, Hollywood, Calif.

BROS. HARRY GOLDBERG, 6333 Oklahoma Ave., Hollywood, Calif.

PHONE: 7-9455

CIRCUS ACTS WANTED

John Billsbury, Hollywood, is not authorized to book any Acts for Attractions for the E. K. FERNANDEZ CIRCUS Opening in February in the Hawaiian Islands for 3 or 4 weeks.

E. K. FERNANDEZ

EXPENCED TELEPHONE SALESMAIEN

To sell ticket buyers in Eastern Tennessee. Largest sign board deal in country. 1,000雪花 mass distribution. Will start work on Monday, Nov. 16.

MURRAY ROSS

1108 N. Broad Street

KINGSTON, TENN.

1515 VADER ROOM 50, TEMPLE BAR 4-1600, GOLDARK 12, CALIF.

WANTED... COMEDY AND FEATURE ACTS

FOR WALLY YEE CIRCUS in Hawaii

SUNDEAL'S

331 Main St., Hampton, Ind.
ROLLER RUMBLINGS

A MAJOR liberalization of regulations to permit the appearance of roller-skating amateurs in advertising under carefully controlled conditions was approved at a significant step toward greater and more effective publicity for skating in the United States Amateur Roller Skating Association at its annual meeting held at Madison Square Garden Park Hotel in Livonia, Mich., on September 19.

The background of the move is the feeling in the USARSA that roller-skating needs to be utilized as a sport nationally. Partly this has been due, it was felt, to restrictions imposed to protect the amateur's status.

The new rule simply permits an amateur to pose for pictures to be used commercially in advertising for skating. While in the past, it was felt, attempts to use professional photographers and pictures have not worked out satisfactorily, models do not understand skating, and the result is that pictures are not considered realistic.

The new rules will be carefully controlled, however, to maintain amateur status. They include:

1. Skaters have to be over 16 years of age in each instance in advance by the national executive board. No exceptions will be given; two of these</p>

C. P. Fox Book On Performing Horses Appears

C. P. FOCX'S NEW BOOK, "The Story of Fox Trotting Horses," has been published by the Superior Publishing Company. It is a pocketbook-sized book, with colorful dust jacket, a succinct and interesting account of pages of pictures and text, all for $10.50.

Included in a list of prominent individual skaters of this year is one of the most successful to date, Wayne King. In the past, he has been known for his ability to take a turn in the clinic, but this is the first time that he has been the recipient of a major honor. His name was announced, and he is the winner of the New York Times Poll of the Year at the American Cancer Society's annual convention.

The book is well written, and the author, a former national champion, has given it a personal touch. It is a readable, informative book that will be of interest to all those who are interested in the sport of fox trotting.

The Family of Raymond Billy Hammond

Wants to express their thanks to all who have subscribed to their weekly newspaper, "The Hammond Tribune," which is now in its 10th year of publication. The newspaper is published weekly, and the family wishes to express their gratitude to all who have supported it.

The Family of Raymond Billy Hammond

MARRIAGES

KAISSER-MUELLER

A daughter, Kerri, of 1100 S.W. 9th St., was married to Mr. Joseph K. Mueller, 1100 S.W. 9th St., in a ceremony performed by the Rev. William J. Muller, 1100 S.W. 9th St.

GROSSER

A daughter, Dory, of 1100 S.W. 9th St., was married to Mr. John H. Grosser, 1100 S.W. 9th St., in a ceremony performed by the Rev. William J. Muller, 1100 S.W. 9th St.

OXEN

A daughter, Mary, of 1100 S.W. 9th St., was married to Mr. John H. Grosser, 1100 S.W. 9th St., in a ceremony performed by the Rev. William J. Muller, 1100 S.W. 9th St.

SOLD ON ABSOLUTE MONEY-BACK GUARANTEE

Order your weight-loss today!

SIX S.L. X: L: T: X.L: 2X: extra for X.L: Orders must be prepaid. Check or money order. BROTHER CHARLES S. BROWN, 110 S.W. 9th St., Charleston, S. C.

SLIM-EZ SUIT COMPANY

BLUE AND WHITE, 110 S.W. 9th St., Charleston, S. C.

SKATING RINK TENTS

42 x 102 35 x 122

IN STOCK

AT ALL TIMES

NEW SHOW TENTS

110 x 110 28 x 28

ALL MATERIALS FURNISHED.

CAMPBELL TENTS AND AWNINGS CO.

1111 Central Ave.

Alton, Ill.

THE FINAL CURTAIN

PESECKI-John, 1120 S. State, Showman for 25 years and recently his ride superintendent, September 9, 1929, at the Chicago, Ill. B&B, where he had worked as a waiter for the last three years. John was a native of the state of Illinois, born in Chicago, Ill.

MARRIAGES

THOMAS-Harry, 1100 S.W. 9th St., driver of Kelly Miller circus, was married to Miss Eva Seidensticker, 1100 S.W. 9th St., in a ceremony performed by the Rev. William J. Muller, 1100 S.W. 9th St.

BIRTHS

GROSSEI-William, a son, was born to Mr. and Mrs. Harry Grosser, 1100 S.W. 9th St., on September 12, 1929.

RUSSEL-John, a son, was born to Mr. and Mrs. William Russell, 1100 S.W. 9th St., on September 12, 1929.

GROSSER-William, a son, was born to Mr. and Mrs. Harry Grosser, 1100 S.W. 9th St., on September 12, 1929.

OXEN-Mary, a daughter, was born to Mr. and Mrs. John O. Oxen, 1100 S.W. 9th St., on September 12, 1929.

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SIX S.L. X: L: T: X.L: 2X: extra for X.L: Orders must be prepaid. Check or money order. BROTHER CHARLES S. BROWN, 110 S.W. 9th St., Charleston, S. C.

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**CARNIVAL ROUTES**

A-1 Amuse *Keith Carpenter* 2224 S. Mona Maria, Ft. Myers. 
Almouno Expo *Mrs. A. T. Reynolds* 2223 Lakeview, Boca Raton. 
All American *Mr. G. R. Beaufort* 22347 Main St. West Palm Beach.
Alamo Expo *Mrs. H. T. Reynolds* 2344 E. Atlantic, St. Petersburg.
Alupoon *Mr. G. T. Reynolds* 2354 E. Atlantic, St. Petersburg.
American *Mr. S. F. Beaufort* 2465 Main St. West Palm Beach.
Amusement *Mr. H. R. Beaufort* 2565 Main St. West Palm Beach.
Amusing *Mr. W. R. Reynolds* 2665 Main St. West Palm Beach.
Amusement *Mr. C. S. Beaufort* 2765 Main St. West Palm Beach.
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Amusement *Mr. C. S. Reynolds* 3265 Main St. West Palm Beach.
Amusement *Mr. A. T. Reynolds* 3365 Main St. West Palm Beach.
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YORK OKAY FOR STRATES; SIGN 1961 CONTRACT

GREENVILLE, S. C. — Next year's contract for the York (Pa.) Inter-State Fair was signed on Saturday (17) at the close of the 86th annual meeting of the Pennsylvania State Association of Fairs. Mrs. H. W. Jones, Moxie, Cop McKendory's dogisy rider and the show manager were in another area. There was some threatening weather, but rain failed to link the closing night.

Some 50 rides in all comprised the equipment fielded, and the busiest was the field of Amusements, which showed four fairgrounds held seven big rides, three small rides, two by Al Boxall, one by Big-Billed Hennesy Weiss, and one by George Koch.

For the York engagement the midway spilled over into various parts of the ground and arrived late on the 10 rides near the grandstand. Mrs. H. W. Jones' Moxie-Cop McKendory's dogisy rider and the show manager were in another area. There was some threatening weather, but rain failed to link the closing night.

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NEWFOUNDLAND, Pa.—A movie showing in the town is at an end as the Hollywood Drive-In has come to a close.

Sunset Beach, N.C.—A fair was held in the coast city this past week.

There's No Trick...to finding

BUT...In Used

Equipment...just look over the many ads in the Classified Section of this issue!
A. of A.'s Spread Blankets Trenton, Pulls Poor Weather

40 Rides, 20 Shows Overflow Midway; Spending Face Patches at Midweek

TRENTON, N. J. — Virtually everything but the kitchen sink was thrown at the New Jersey State Fairgrounds by promoters of America's last two drive-in and Outdoor Hamid, fair president and no case for the concessionaire who scribbled the midway as "the best I ever had here.

There were no games set up this time; last year they were erected but closed down before the fair got under way. A couple of shooting galleries, high triters and an African Dip were not in action, but nothing that worked for primes.

Taking up the slack, however, were 26 rain rides and 15 kiddy rides backed up by 20 shows. Five were in the rain line facing the grandson but the others, including the Grandstand Act, this season for this period, provide a long, unbroken line.

Business was unfortunately less than enough to sustain the massive layout. Weather was poor both on opening day last Sunday (18) and on Monday (19), the first city kids day in eight years, and Thursday and briefly during the afternoon and a late show responded, but rain fell again Friday. Midweek the gross was not keeping pace with 1959's. A lone strip of motor was pushed by the show, which expected rival midway and the future by hard-scrapping the backend stretch. It was typically muddy early in the week and the midway was a churnery at midweek.

Rides included—Two Merry-Go-Rounds, Three Ferris Wheels; Loop-Plane, Twins and Flying Cloud, Mac Delbargens; Octopus and Rock-o-Plane, Mahone Amusement; Helicopter, Loop-Plane and Hot Rods, Fred C.Bell; Wild Mouse, Jim Down; Rides and Six-King Pizza, Skooter, Tilt, Caterpillar, Frollic, Roller Coaster, Canoes, Chairplane, Paratrooper.

Midwest Club Gets $700 at Stanley Party

MADISON, Minn.—The treasury of the Midwest Showmen's Association of Minneapolis was enriched to the fine sum of $700 as the result of a jubilee held here on Bloody Sunday, Sept. 19.

Bill Stanley was in charge of the party which was held in Dale Parish Hall. At a local fire enthusiast, was auctioneered assisted by W.E. Spencer. Helping with the event were Dick Maupin, Paul Rollin, Nick Nachaeus, Jack Thompson, Jake Boyse, Evelyn Spence, Madge Rollins, Marge Maupin and Cassie Stanley.

WINTER FAIRS

- Continued from page 110

Pamela Bartlinton—Roscoe River Pike & Nursery Club, Priceville, Ala., 40 years.

Pamela L. Clark—Chattanooga River Pike & Nursery Club, Rossville, Tenn., 20 years.

Pamela E. Barlow—Chattanooga River Pike & Nursery Club, Pontiac, Tenn., 20 years.

Pamela L. Clark—Chattanooga River Pike & Nursery Club, Rossville, Tenn., 20 years.

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WANTS FOR
EASTERN CAROLINA FAIR, Florence, S. C., Oct. 3-8
SUMTER COUNTY FAIR, Sumter, S. C., Oct. 10-15
Eating and Drinking Stands, Hungry Ponies of all kinds—any GoodGoid Shows.

JOHN VIVONA
Frederick, Md. Phone in office.

GOLD MEDAL SHOWS #1
Want for Tri State Fair, Colerain, Miss., Sept. 26-Oct. 1: followed by Tallapassco Co. Fair, Alexander City, Ala. & six more Big Fairs to follow


JOHNNY DENTON, Colerain, Miss., this week. Phone in office.

P.S. Bill Stevens wants A-1 Hog Celler. Top salary. Must know your business.

SMILEY'S AMUSEMENTS
WANT FOR JOHNSTOWN COUNTY FAIR, SMITHFIELD, N. C., OCT. 3-8
FOLLOWED BY ORANGEBURG, S. C., COLORADO FAIR, OCT. 10-15

CONCESSIONS: French Fries, Long Range, Short Range and Hungry Ponies of all kinds. SHOWS: Girl Show, Minstrel Show, Slide Show and Snake Show. RIDE: Will book Scramble, Paratrooper, Round-Up and any other novelty rides. RIDE HELP: COASTER FOREMAN, TILT FOREMAN, KIDDIE RIDE GUY, RIDE HELP. CONTACT: BILL SMILEY,

Buck Thrives
In Rocky Mt.;
Marquée Lost

GASTONIA, N. C.—A good week marked only by the loss of the marquee front and some can-
nery shows during its annual visit to the Rocky Mount Agricultural Fair, Horrison, N. C., yesterday morning, and while it was sunny by late in the afternoon, it had been de-
veloped. Less than 100 feet away, Danny Dorso's blag was un-
affected.

The fair ran nine days for the first time. Despite the rain, Buck's gross came within $100 of matching last year's, it was re-
tailed. There was at least 4,000 to attend the Friday Sunday operation for Rocky Mount, with rides and shows 65$ at a show—within a show. The money will be divided equally be-
 tween the Pacific Coast Showmen's Association, Los Angeles, and Show and Slide Show.

SANTA BARBARA, Calif.—The British touring party which arrived here Saturday May 15th brought the great Spangle Circus, and the El Dorado Theatre, which is located in Santa Bar-
arba, Calif., for the summer season.

SANTA BARBARA, Calif.—The British touring party which arrived here Saturday May 15th brought the great Spangle Circus, and the El Dorado Theatre, which is located in Santa Bar-
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bara, Calif., for the summer season.
wishing you the best of luck.
REGULAR CLASSIFIED ADS

Set in usual word-art style, one paragraph, no display. First set at 8 pt. type, balance in regular 8 pt. upper and lower case. RATE: 6¢ a word, minimum $4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional $2 to cover cost of handling replies.

- DISPLAY CLASSIFIED ADS -

Affect more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: $1 per one line, 64 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.
Here's a handy order form for preparing your classified ad:

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   - Acts, Songs, Caps
   - Advertising Specialties
   - Agents, Distributors Items
   - Artists, Bands, Shows
   - Business Opportunities
   - California Items
   - Collectors Items
   - Costumes, Uniforms, Wardrobes
   - Food & Drink Concession Supplies
   - Formulas and Plans
   - For Sale—Secondhand Goods
   - For Sale—Secondhand Show Property
   - Help Wanted
   - Instructions and Schools
   - Locations Wanted
   - Magazines Supplies

3. Indicate below the type of ad you wish:
   - USED CLASSIFIED—$2.00 per word. Minimum $4
   - DISPLAY CLASSIFIED—$1 per appt. line. One inch $14
   - TALENT AVAILABILITIES—$2 per word. Minimum $2

   Classified and all Talent Availability ads must be paid for in advance.

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

   Please insert the above ad in Issue

   NAME
   ADDRESS
   CITY.

   маршрут для покупки

   ROUTE FOR SALE
   IN CENTRAL CALIFORNIA
   Established 30 years and wish to retire.
   Consists of 40 Juke, 30 Amusement
   Games, 10 Pin Pals, 10 Unusual.
   Well-equipped shop, with two bedroom
   apartment attached. With 3 years lease.

   Contact
   D. A. WOOLSEY
   1440 E. Anderson St.
   Stockton, Calif.

   Used Equipment
   FOR SALE—HAPPY WHEELS TUBS
   FOR LOCALS:
   Allen Bros., Carlin, Nevada, Black Rock
   Min. $20.00. S. H. B. New, South
   Park, Nevada. S. H. B. Lewis, H. B. W.,
   South Park, Nevada. T. H. W. B.,
   South Park, Nevada.

   Wanted to buy
   LARGE ROUTE
   IN WESTERN MICHIGAN
   willing to split up and partner if
   right parties for further details with
   BOX C-629
   c/o The Billboard

   Cincinnati, Ohio

   LETTER LIST

   Letter and miscellaneous information to go into your The Billboard will be
   available for your use. The 6th of every month will be the deadline for
   the 1st of the following month. Send your copy to the weekly service desk,

   MAIL ON HAND AT
   CINCINNATI OFFICE
   2160 Patterson St.
   Cincinnati 22, O.

   MAIL ON HAND AT
   CHICAGO OFFICE
   188 W. Randolph St.
   Chicago 1, Ill.

   MAIL ON HAND AT
   NEW YORK OFFICE
   1564 Broadway
   New York 36, N. Y.

   Letters and miscellaneous information to go into your The Billboard will be
   available for your use. The 6th of every month will be the deadline for
   the 1st of the following month. Send your copy to the weekly service desk.

   MAIL ON HAND AT
   ST. LOUIS OFFICE
   370 Arcade Bldg.
   St. Louis 1, Mo.
Detroit Argues Health Code; Omnibus Hearings on Sept. 28

DEtroit — The city's new health code which would include vending machines under a sliding scale of fees has been sent back to the budget bureau and the corporation counsel's office for amendment following hearings last week by the Detroit Common Council. At issue is a double licensing provision that came out in the first council amendment and was opposed by the Merchandise Vendors' Association, represented by Executive Secretary Roy Trudeau.

The double provision of the code would subject vending machines to their regular sliding scale of fees in addition to a license fee of $150 to a nickel machine, $1,000 to a quarter machine and $5,000 to a machine over $5,000 per year, or over that quantity. The device measures 1/2 inches by 15/16 inches.

A soft drink license of $3 and a bulk food license of $5.

The dual licensing was defended by the corporation counsel's office but opposed by the city council after argument by the vending interests.

Observers now hear the health code be amended according to the city council's direction and in line with the vending industry position.

Meanwhile, hearings on the city's omnibus proposal, which would put a $500 yearly tax on charm and capsule machines, have been postponed to September 28. A large turnout of operators from out-of-town fields is expected to attend (The Billboard, September 22).

Also, recent hearings on vending in the industry at the health code hearings was Herbert Beisel, legislative counsel of the National Automatic Merchandising Association, in charge of the vending section.

Beisel will also appear at the September 28 hearings on the Omnibus proposal.

Vending interests have generally been in favor of the health code, which called for a graduated scale of fees for $5 for 25 machines up to $100 for 1,000 or more machines. There is also a scale of fees from $10 to $250 for machines above 100. Most operators, and especially major equipment interests, are glad to be specifically included under the health code since it prevents them from being the butts of other, more damaging legislation.

Bulk operators, however, are not too happy about a requirement for commissaries which will substantially change the way the majority of small vending businesses are run. The new health code requires a separate place of business, with food being filled in a commissary and not on the operators' premises. Many small operators traditionally run their routes from garages, spare rooms and basements. Many operators have to fill food in their locations—a much easier procedure when an operator doesn't have a commissary himself.

The omnibus proposal is opposed by the entire vending industry. In general, it provides for a $5 tax on all machines not otherwise covered in the health code.

Since the code covers only food vending machines, the omnibus bill would, in effect, tax vendors of charms, capsule, cigarettes and all other type of merchandise.

Opponents to the omnibus measure include representatives of retail merchants' groups and even the original writers of the bill.

Previously, Lawrence E. Eaton, assistant corporation counsel and official writer of the ordinance, amended the measure to take in "all of inequities." Other powerful opposition came from Charles E. Boyd, secretary of the Retail Merchants' Association, a constituent member of the Detroit Board of Commerce, who viewed the measure as a "dangerous precedent to all businesses, adding that "taxation should be directed on a blunt, not a selective...the principle of licensing on a per-machine basis is a dangerous development." Operators of coin-controlled laundry equipment, who would also be included, joined the fight.

Observers are now predicting the omnibus bill is almost certain to be substantially changed if not killed altogether. If changed, it could logically adopt a sliding scale of fees, such as one in the health code, based on total number of machines in use.

OHIO VENDORS POSTPONE MEET

COLUMBUS, O. — The second meeting of the Ohio Vendors' Association scheduled for September 24, was postponed with a new date of October 8 tentatively set by group officials. The meeting will still be held in Columbus. The place plus a confirmed new date will be announced later. OVA is the newly formed bulk vending group started by local operators following their successful fight against a State health code which would have killed bulk vending in Ohio.
New York Ops Hear Raynor, Kreutz & Mitchell at Meet

GROSSINGER, N. Y.—A roaring success. That was the consensus of members of the New York Bulk Vendors' Association as they departed from this gala country dance held in the Catskill Mountains Sunday (18) following the association's first national convention.

The affair drew a crowd of 70 bulk vending figures, including manufacturers' reps, distributors and operators and their wives, from all over New York metropolitan area. The affair, which got under way Friday (16), was held in conjunction with the annual meeting of the New York Automatic Retailers Association.

The emphasis of the convivial was primarily on fun and frolicking in the sun. However, at a Saturday afternoon business meeting, various speakers were heard. Both Ted Robins and Don Mitchell, legal counsellors for the National Vendors Association, were present. The latter acted as counsel to the National Bulk Vendors Association.

Suggests Mixed Chans

In discussing the excise tax problem with regard to chans, Raynor suggested that in the future, operators mix up the chans in a machine that has a wholesale value of about $100, the average cost of the chans were kept below 1% per cent, the exact tax rate.

Mitchell discussed with the group the importance of the major medical hospitalization plan now projected by the National Vendors Association. He urged that press should take a second look at the plan and dig into it.

The cost is as low as 54% 82 a year, Mitchell said, and the plan is such that it takes up with major benefits where ordinary, lower-cost hospitalization policies leave off. He said that 30 participants would have to be signed up to get the benefit of the lower rate group terms and that 15 additional signers are needed to make up the total.

Stanley Kreutz, counsel for the local association, touched on the importance of keeping in contact with legislative matters. He advised the members to keep ever vigilant to the possibility of adverse legislation and pointed to the value of a trade association as an agent in fighting this problem.

N. J. Tax Bill

On the subject of taxation, a representative from New Jersey brought up the matter of a bill which recently passed in the New Jersey Legislature. The Assembly passed a measure which would give the right to tax all types of coin-operated machines to the counties. It's a bill, as it was introduced, a member of the New York Automatic Retailers Association, who said that the measure would be debated in the Senate, probably this week.

Equipment distributors and chans manufacturers were all there, and the group got together in a pleasant setting with the operator contingent. The business meeting, the meeting of the day was outdoor sports, particularly golf, which went all afternoon, there were several cocktail parties and each evening, a large number of us.

Falk and 'The Colonel' Enjoy Polite Chat—Kentucky Style

Bill Falk, Plastic Processes chief, New York, is an expert on Kentucky Colonels and Southern Hospitality—here's his letter to prove it:

"Gentlemen:"

"On entering Kentucky you see a big poster. A white-gowned matron in white biretts hands a extents of handshake and underlit the Order of Kentucky. The Colonel extends Kentucky's hospitality to you."

"You feel good wondering if there is such a man, and I am here to tell you there is. It was strange the way I met him. The story is the truth and these are the facts:

"Calleen on one of our accounts and parked my car in a loading zone. I had a few sample cases to get in. It was a helluva hot day; I thought nothing of it. I started pitching, went out for a Coke and was let by a woman in order. When a first gentleman tapped me on the shoulder and didn't say, "Is that white car yours? You better go for it," all hell was breaking loose. A tow wagon was hitching up my car, and two cops from the Southern Hospitality Association, arrested me for writing tickets. So, said, 'Officer, that's my car.' " Well, says he, 'We are looking for you, Colon. Come with us.' Says I, 'What for?' They say, 'You have a message from your Colonel.' " Pay the tow car $3 first and get in your car and follow us.'"

"Now I am a believer. I never done any work yet. The officer very politely said, 'If the front wheels come up any higher it will be $5—$3 to get the low car to us and $5 if it's towed.' Well, I can see a bargain, and the tow car got rid of $3."

"Now how is it that I met the Colonel. I follow the officers (two nice people) and they take me to a beautiful hot spring. It is used to lead me to the Easter's window. I said I would like to hear about the Cannons. They said, 'Come with us' and we introduced to a gentleman.

Tales of War

"He listens to my tale of war and very politely I says, 'I see this ticket, it's a New York State parking ticket and it costs one $5.' He says, 'What are you squabbling about?' All I am asking is to get a parking ticket and a $2 fine."

"He was a very nice guy, quite steady, I asked him the reason about that Kentucky hospitality. Oh, he said, 'Boys, take me to the Colonel. There is another nice guy. He must have shared his goat, his last hat, but a nifty good cap, I told him I felt I wasn't giving me a break. I just got into the town and didn't know the parking regulations. He stood up, shook hands and asked me his name, and said he was Colonel. I didn't catch the name, but I think this time two hours were shot and I was left with a date for a full day's Polite"

"The two nice people guys were on the street. I asked them "who is the Colonel? 'Yes,' he said, "the police." "What does that police," I said. He got into the police and I was told the two polite guys and said, "Good job. Take him to the police station.""

"Now this is the truth. The Colonel was a nice guy, but funny on that hospitality bit. I will want to see the receipts, I got two. "Veru truly yours,"

Bill Falk

(Continued on page 721)
Gross Up But Net Down
Is Big Coast Complaint

By SAM ABBOTT

LOS ANGELES—It’s money in the pocket and not money in the machines that has bulk vending operators worried in this area.

Robert Gladstone, a veteran operator, said that his volume is higher today than ever before, but the percentage of profit is lower. He estimated that he is operating 10 per cent more equipment now than in the first six months of 1959.

Also increasing take for the first six months, he explained, is the fact that there was no rain January thru March, with April thru June revenue holding well. The over for the first six months showed the route up 10 per cent.

New York Ops

Continued from page 120

tainment was provided in the form of colorful flower shows.

Presty Fols told The Billboard that everyone present was enthusiastic about the hotel and that every year the group would undoubtedly return. Next year, the site of the gathering is expected to be the well-known Concord Hotel, in the same Catskill Mountain resort sector.

Other functions on the docket for members of the New York association include the next monthly meeting, October 5, at Statton’s Restaurant, Forest Hills, and the annual board meeting of the National Vendors Association in Miami, October 29, an affair which will require the presence of several of the local people here.

Everybody benefits when everybody gives.

If you pride yourself on being able to pick a winner—take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY’S astonishing anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today. It’s Hot!

THE NORTHWESTERN CORPORATION

2094 Armstrong Street

Merris, Illinois

AMCO SANITARY VENDOR

The finest for
Vending Flat Pack
Products
5c, 10c or 25c Operation

Vendo flat packs up to 
15¢-25c. Advance cases, with or without 
coin return. A pair of doors.

For details and prices, write, wire, phone today.

J. SCHEONBACH

Factory Representatives for Stamp Vendors and Stamp Holders—Write for Prices.

788 Lincoln Place

Brooklyn 16, N.Y.

President 2-2100

MANDELL GUARANTEED
USED MACHINES

- One Year Guarantee on all Machines

- 2% Cash Discount for Cash

- Payment Terms: Net 30 Days

- Master Charge Accepted

- Service in Any Part of the United States

- Complete Merchandise and Supplies

- Licensed Distributors in All States

- Manufacturer’s Kindness

- Easy to Get to

- Exchange at Any Time

- Special Discounts to Members

- Inquiries Invited

- Write Today

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern

TAB

You’ll hit the jackpot with this exclusive tab vendor. Ten columns for wide selection and bigger profits. Heads doubled and even tripled sales. "Quick Change" merchandising drum sets serving time in half.

STAMP FOLDERS, Lowest Price. Write

MEMBER

NATIONAL VENDING

MACHINE DISTRIBUTORS, INC.

NORTHEASTERN SALES AND SERVICE CO.

440 W. 30th St., New York 10, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Copyrighted material
U. S. Juke Boxes at Leipzig

LEIPZIG, East Germany—West Germany’s coin machine industry turned out in force for the Leipzig autumn trade fair, the showcase for East-West trade, and has presented display of Western coin machine equipment ever held behind the Iron Curtain, and among the West German distributors were the general impressionists for their equipment. The American juke boxes, in particular, flabbergasted fair-goers from the Communist countries. Things that would be impossible, barring political hitches, to lead to the importation of a considerable quantity of U. S. equipment via German concerns. The Leipzig Fair is the East-West trade crossroads for Europe. It is here that Communist businessmen rub shoulders every spring and autumn with capitalists to strike trade deals for the ensuing six months.

Wiegandt Quits on Juke Box

WEST BERLIN—Wiegandt, the pioneer West Berlin coin machine manufacturer, has discontinued production of its juke box series to concentrate on vending equipment. Wiegandt’s juke box line consisted of the Tonmaster and the Diplomat consoles. Wiegandt, an early German juke machine manufacturer, was the only producer of a coin-operated juke box at the same time when the modern coin box firm was born. Wiegandt recently merged with Deutsches Wega-Kino, a warm-up ammunition producer, in order to handle vending machines. This merger has created facilities for making the consolidated firm one of Europe’s largest vending machine producers.

Cinebox Export Prospects Bright

PARIS—Société Internationale de Phonovision reports a lively export demand for its Cinebox, the juke box with the colored screen, which has been approved by the authorities in the United Kingdom, and it is proposed to import 50 boxes to the U. S. beginning this month. Each Cinebox is manufactured in West Germany, Italy (where the box originated), Belgium, Holland and Switzerland. It consists of two coin boxes only, the Cinebox and the Phonovision 30, the latter being received from “almost every country in the world where they have juice boxes.” In appearance, the Cinebox resembles the American equivalents, but thejuke box has no color, with a streamlined 20-inch television screen on top. The selection mechanism is on normal juke box lines. When the coin is deposited, and the selection made, the screen lights up, and a three-minute, full-color film of excellent quality begins running. Films are complete productions, each with a story sequence and attractive stage settings for the singing.

AMI Production Begins

FRANKFURT—The Automatic Cantor Company of America, a division of its AMI juke box line at its West German subsidiary, Tomato, Automatic Musical Instrument Manufacturing Company, its plant in New-Ibisenburg for the European market, will be expanded to virtually all AMI equipment in the Common Market except juke boxes manufactured in West Germany if market conditions make this feasible. Tomato was established as a major German producer before its acquisition by Automatic Cantor, and is the continuing production of its German-developed box.

Bulletins

Seeburg Names Redd Distributing

BOSTON—Sid Redd’s Distributing Company has been named Seeburg’s New England distributor for automatic phonograph and vending machines, replacing Dave Bond’s TriMount Distributing Company, the firm’s New England outlet since 1948. Tremont will continue to handle the Chicago background music system, thu. Redd, a native of Mississippi, began operations, according to C. E. Redd, president. He was familiar with the Seeburg distributor in Boston from 1943 to 1958. He currently is a distributor for major game lines and is one of the largest bottlers in the Northeast.

NAMA Moves on Policy Change

CHICAGO—The National Automatic Merchandising Association moved a step closer in its pending policy of admitting juke box operators. The move has been approved by the board of directors at its recent session January 1, 1962. To qualify for NAMA membership, the operator must be manufacturers and operators of coin-operated machines.

Joseph Boyle Dies

ATLANTA—Joseph Boyle, veteran coin machine executive, died here this week. Boyle has been with the Peach State Distributing Company, local Wurlitzer outlet. He had been connected with the Coin Machine Acceptance Corporation for many years.

Palmer Cautions W. Va. Ops To Wait for Trend in 33’s

By AARON STERNFIELD

CHAS. O. PALMER, W. Va.—A stern warning to juke box operators who refer to the 33 single was issued by A. D. Palmer, advertising and promotion manager of the Wurlitzer Company at the annual convention of the West Virginia Music Operators Association here Friday (16). Palmer cautioned the operators not to be panned by reports that the 33 is fast replacing the 45 as the standard single, and he advised them not to be ginnes for records for the record manufacturers. The Wurlitzer executive said that any battle of the speeds between record companies would be costly to both automatic phonograph manufacturers and operators. He cited the experience of a decade ago, when the same battle was fought, and the industry would go to 33 or 45 on the single, with 45 winning out.

At that time, said Palmer, the juke box manufacturers were turning out machines that would play either 78 or 45 on one hand or either 78 and 33 on the other hand. Palmer predicted that if the 33 does become the standard single, it will take at least five years for that process to be completed. He added that currently less than 5 per cent of all juke boxes are capable of handling 33 singles.

Wurlitzer, he said, will come out with a 33 juke box when the 33 is an important factor in the singles market. Right now, he added, it is not so.

Important Market

He pointed out that the juke box market is still an important market for the record companies, and that the response of the industry to the 33 is not to be disregarded. Palmer hinted that the opposition of RCA Victor to the 33 could delay its development considerably, as the company has decided to influence over its affiliated labels, and over the labels without pleasing it does. Palmer’s talk came at the closing business session of a two-day meeting that was held here. Nearly 200 attended the convention.

Office State

Newly elected MOMW officers for the year are: president, C. H. Flannery, Logan; vice-president, W. A. H. Hall, Huntington, second vice-president, Mrs. Leonia Ballard, Belle; treasurer; Willam R. Wortham, Huntington, executive secretary, and Charles Ballard, Belle, sergeant at arms.

Featured speaker at the opening session was Art Daddie, regional sales manager for AMI. Daddie commented on the West Virginia operators for giving 100 per cent support to the Coin Machine Council.

He pointed out that the industry gets a bad press because reporters and editors are not familiar with the industry, and they often take the paths of least resistance, printing the sensational and overworked.

(Continued on page 127)

NAMA Plots Move to Admit Ops With Vending and Music

By NICK BIBRO

CHICAGO—The National Automatic Merchandising Association is setting up a committee to look into the ways of making its latest policy change—the admission to membership of operators who have both vending machines and juke boxes on their routes.

The long-standing changes in NAMA’s membership requirements were approved at a directors meeting September 9. The final action, however, will not take place until January 1, 1962. The change in by-laws will carry the proviso that operators will be engaged “primarily” in automatic vending and that the majority of machines and majority of gross sales be “identical.” Game operators will not be eligible. (See separate story).

By Nick Biro

CHICAGO—The National Automatic Merchandising Association is setting up a committee to look into the ways of making its latest policy change—the admission to membership of operators who have both vending machines and juke boxes on their routes.

The change in NAMA’s membership requirements was specifically designed to prohibit membership of companies which operate amusement games, no matter how many vending machines they may also operate.

The board of directors emphasized that “eligibility” of all applicants for membership depends upon the applicant’s “good business reputation” and charged the committee on membership qualifications to recommend procedures for extensive review and investigation of all applicants for membership.

Policy

Donahue said the policy change recognizes that many fine vending companies have not yet been able to change to the association dealing with juke box problems.

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(Continued on page 123)
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.

AMI Lyric

Continental

THE STYLE OF TOMORROW FOR MORE PLAY, TODAY
### Coin Machine Price Index

**Listings represent used machines available in average condition introduced from 1951 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.**

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Price</th>
<th>Area</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe Varsity</td>
<td>$400</td>
<td>East</td>
<td>New or near new, top condition.</td>
</tr>
<tr>
<td>Deluxe Varsity</td>
<td>$350</td>
<td>West</td>
<td>Near new, top condition.</td>
</tr>
<tr>
<td>Deluxe Varsity</td>
<td>$300</td>
<td>Midwest</td>
<td>Good condition.</td>
</tr>
<tr>
<td>Deluxe Varsity</td>
<td>$250</td>
<td>East</td>
<td>Fair condition.</td>
</tr>
<tr>
<td>Deluxe Varsity</td>
<td>$200</td>
<td>West</td>
<td>Poor condition.</td>
</tr>
</tbody>
</table>

**Quotations are used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.**

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**Copyrighted material**
Europe Bids for World Coin Market

List 5 Factors in Growth Potential

CHICAGO—Reasons for the emergence of Europe as a major factor in the production of Julie boxes for the world market, and as a potential as a major coin machine manufacturer, are varied.

In the immediate postwar years, when the European coin machine industry was in its infancy, U.S. distributors were able to unload junk to the European market, and the equipment-hungry Europeans were glad to get it. In the early 1930's, the European distributors and operators became more selective in their tastes, and the quality of used equipment for the European market began to measure up to these tastes. Toward the end of the year, the European demand began to demand the same equipment standards as their American counterparts.

While Europe will undoubtedly continue to be a valuable one for exporters of coin machines, the tide is definitely running against U.S. produced Julie boxes and games for the following basic reasons:

1. Skilled labor, particularly in Germany and the United Kingdom, is relatively cheap and plentiful. And despite the fact that European production methods aren't quite as good as the American originals, they can still get away with it. For example, the German Rock-Offla distributors imports only the mechanisms and makes everything else in his own workshops. When Wholesale distributor makes most of what goes into the Julie box he sells.

2. U.S. manufacturers are making direct overtures to the European market by setting up manufacturing facilities overseas. Chicago Dynamics, for example, has a plant in the U.K. And other American manufacturers have facilities in Germany. Secor has recently set up an international organization, with an overseas factory a possibility.

3. While import restrictions with regard to U.S. coin machines have been eased somewhat during the last few years, tariff and freight are still considerations that hammer manufacturers do not continue in competition with the European manufacturer.

A complete tabulation of import duties, from the U.S. on Julie boxes, coin games, and parts, has been compiled by the Detroit News Co. of The Billboard's Washington Bureau. The classification is the U.S. Department of Commerce, Bureau of Foreign Commerce. The tabulation follows:

AUSTRIA

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Austria
1.00

FINLAND

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Finland
1.00

FRANCE

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
France
1.00

NORWAY

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Norway
1.00

GREECE

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
UK
1.00

HAZELS

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Hazel
1.00

ITALY

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Italy
1.00

JAPAN

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Japan
1.00

Netherlands

Country
Import Duty, per $100 Valued at Free of C.i.f.
Effective Date
Per $100 Valued at Free of C.i.f.
Netherlands
1.00

Table 11.00

(Continued on page 126)
Germany Coin Machine Boom Over; Replacement Mkt. Seen

By OMER ANDERSON

HAMBURG — West Germany's phenomenal coin machine boom is "sauccing," and Germany is becoming a replacement, instead of a market, for coin machines.

But U. S. juke box importers are brimming with confidence. All of them believe that Germany is the top of the German market despite the reduction of the boom.

This reporter has just spent a week in this West German coin machine "capital" interviewing leading figures in the industry. These interviews make evident the inevitability of a drastic readjustment in the German market.

As one leading industry figure phrased it, "The boom is over—the market is just about saturated. From now on it will be a case of separating the men from the boys."

Juke Box Imports

An importer of U. S. machines predicted, "Now the fight for the market begins. It will be tough—the weakest in the wall. But we're not worried. We have machines that will stand up to any competition."

A second importer of American juke boxes, however, said, "Don't forget that 25-year lead U. S. producers have over Continental manufacturers. It is a question of design and production. We (American manufacturers) still own the toughest the game, the stronger we'll show."

There is no doubt that a drastic readjustment of the Continental coin machine industry is in the offing. Consolidations and mergers will be the order of the day. And "differ-sification" will be the watchword.

Vending Machines

At present the more altering of these machines are vending machines, games and general electronic sub-contracting. Some names are being used in defense. The present situation is entirely logical and can only be foreseen. Whereas the juke box was an established feature of the American way of life, the coin operated machines were limited to the war, it was relatively unknown in Germany until after the war.

West Germany's juke box boom was launched by the U. S. Army, which imported U. S. juke boxes for its service clubs in the occupation era. German games have come in very impressive, and with German economic recovery, the Germans began acquiring American juke boxes.

Into the Void

By 1945 the German juke box boom was in full flower, but dollar import restrictions threatened the importation of new U. S. equipment. Into this void stepped German producers. It was a wide-open market, and it attracted a wide-open field of producers.

Restrictions on the importation of U. S. equipment were cancelled three years ago, but by that time the boom was big enough to allow U. S. and German producers to co-exist.

Today the German juke box business stands at around 60,000, and it is the consensus of the industry figures interviewed in Hamburg that the market has been pretty well saturated. A few experts predict...
German Coin Machine Boom

purposes the market is new satis-
fied. We intend to concentrate in the
future on diversification of pro-
duction. But this is not a new
market, but a re-
placement market.

Some German producers are ex-
porting up to 75 per cent of their
export production. But this is an
abnormal and i.4! vulnerable
percentage, which nobody believes
is in

definitely sustained.

No do the German industry per-
sonnel here foresee golden mar-
kets anywhere abroad. It will be
years, months, days before, before
Africa, Asia or Latin America of-
fers an appreciable market for any-
body’s jax box.

This is the position of the four
major German firms. Their German
market varies considerably. A. W.
Adickes’ Nova company imports the
Rob-O-Mechanik but builds most of
the machine apart from the
mechanism in Hamburg, qualifying it
as “German produced” equip-
ment.

Helmut Neuberg’s Reckbeck com-
pany imports some AMI models
from the U.S., but is beginning to
get AMI equipment produced by
Automatic Company’s new German
subsidiary, in Langenbeck, near
Frankfurt.

Erich Schneider imports Wurl-
itzer direct from the U.S. and
German companies are buying
their machines to Loeven Instruments
in Bingen, the sales arm of NSM-Ausstattung,
producer of the Rob-O-Mechanik
machine.

All of the agents for American
equipment report that U.S. equip-
ment dominates the German mar-
ket. They predict that the gap will
widen—not narrow—as competition
sharpens.

Competition between U.S. and
German equipment, according to
the U.S. importer concern, will
be felt mainly in the used equip-
ment field.

The importer of a major Ameri-

can here told me: ‘We’re not

worried about new equipment. We
have the market sewed up for
U.S. equipment. The real competi-
tion is becoming between used
American equipment, particularly
that over four years old, and
new German boxes.’

This principle holds for Ger-
man equipment. The European
Common Market. Some German pro-
ducers believe that there is a large
potential market for German boxes in
France, when the French market is
unfettered.

However, still other German pro-
ducers, those who fancy themselves
as “realists,” are warning that
French manufacturers look on as
a threat for the German market.

As a German manufacturer in
Hamburg observed, “The Common
Market is no panacea. It is merely
a bigger market which will mag-
ify everything—competition, risks
and opportunities for those who can
survive the competition.”

Rock-Ola, thru Adickes, is well
set for the Common Market.

The same is true for AMI, which
is expanding its production facilities
at Frankfurt, and which has licensed
production at Milan.

Wurlitzer has licensed production
in Leibnitz, Italy. This leaves only
the Seeburg dependent on U.S. ex-
ports, and the speculation in stron-
germany that Seeburg will move
soon into the Common Market.

Seeburg Appoints Lillian K. Kubicek

Chicago—Lillian K. Kubicek, a
prominent Chicago attorney, has
been named general counsel for the
Seeburg Corporation. Miss Kubi-
cek was formerly a partner in the
law firm of Kirkland, Ellis, Hod-
son, Chaffetz and Masters, attor-
neys for Seeburg. She joined Kirk-
land in 1936, specializing in

COIN ACCEPTORS, INC.
1713 Hereford Street, St. Louis 10, Missouri

Coin Acceptors, Inc., is fast becoming another
major source of supply and service for
a complete line of coin handling equipment.
Service facilities are now in operation in
St. Louis and in branch offices in New York,
Chicago, Philadelphia, Los Angeles and Hous-
ton. More branches coming soon.

AMUSEMENT OPERATORS!
WATCH FOR THE NEW
"Series 50" COIN ACCEPTOR

Check These Features:
- SIMPLIFIED DESIGN
- 100% INTERCHANGEABLE
- SWING-OUT MAGNET
- EASIER TO CLEAN
- FIRST ACCEPTANCE BY MAJOR MANUFACTURERS
Berger Sets Plans
For Game Contest

NEW YORK — Cadillac and TV will be the order of the day as prizes if a coin bowling contest is promoted by Harry Berger, local game operator and equipment distributor, according to an announcement made by Berger, who announced his idea for a city-wide coin bowling contest which will take place next week (The Billboard, September 5 issue) has developed to interesting plan. The contest is to be held next week, announced another outer interest, known as the King of Games. A meeting held here last week for the purpose of increasing key numbers to more than a dozen local operators. At the meeting, Berger explained details of the idea (as previously noted in these columns) and in addition it was revealed that it is expected to have local TV coverage wrapped up for the final week of games, which were to be held, he said, in Madison Square Garden. Berger declined to identify the TV station reported interested in covering the event, nor would he disclose the proposed date for the finish in the Garden. He promised operators full details on these matters within two weeks and, according to Berger, a number of them committed themselves to go along on the plan. He also said that TV coverage becomes definite. I can assure you, it will not, its all, or busts.

Keeny Names
Bankers New Export Distrub

CHICAGO — J. H. Keeny & Company is taking another big step to boost its export sales. The firm last week turned over all its overseas distribution of its line to Bankers World Export, Inc., Baltimore.

Bankers is also exclusive foreign distributor for Jennings and is known to have an extensive string of overseas outlets. Bankers will distribute the full Keeny line of amusement games and vending machines as exclusive overseas distributors.

Paul A. Hoelsch, vice-president of Keeny, said the move was designed to strengthen its marketing ability in the overseas market. He said that Keeny has done sizable exporting on its own but that he expected increased sales through this new marketing arrangement to double or triple the firm’s foreign output.

Bankers has already begun to distribute the Keeny line with samples having been sent recently by the factory.

Mutoscope Plays Role
In UN Security Check

NEW YORK — Larry Galante, who recently took over the reins of International Mutoscope here, managed to pull off a neat bit of publicity this week on the occasion of the 15th annual meeting of the United Nations General Assembly. Galante told The Billboard that UN authorities had been faced with a mammoth task of checking and accrediting members of delegations, correspondents and diplomats from all over the world as they flocked into town. A quick-action camera was needed to keep up with every visitor or guest.

After considerable selection, UN people found that Mutoscope’s Pho- tomat coin-operated photo machine, which employs the effective technique of printing, was the only one that was capable enough to keep up with the flow of humanity. Four of these units were therefore selected and chained over from coin to push-button operation. Early this week, twelve 22 cameras, covering the session and attendant color, focused on the Photomat machines, explaining their function with a strong effect to the public that all four units were working together. At one point in the coverage, Galante himself got on camera range and his being phone calls and messages all week from friends who saw him.

“We were right there on the spot, earlier in the week when Castro and Khrushchev walked right by,” Galante explained. “We saw a whole flock of them, but the biggest thrill for us was when the machine actually seen on TV.” At least one report says the machine graphed more than 10,000 in the first week of operation, at the rate of two photos per minute for each machine.
CINEMEN in the news

East

PHILADELPHIA SCENE

Alice Wilson, president of the Scott-Crooze Company, and his son Bill, flew to Chicago the other week for an overnight visit to the Daily plant. They wanted to see what kind of games were coming along. She reports the Ramb-O game is going strong. He told 65 pieces in three days.

Maryt Brownstein, sales manager for Joe Asia at Active Amusements, reported that the Willy Big Pigs are back from Seeburg ready to knock down for the new season. . . . Arnold Silverman, son of Joe Silverman, publisher of the Philadelphia Patriarch, is traveling around the East for Seeburg in connection with the Artist of the Week promotion.

The showroom at Banana Speciality is beginning to look like an arcade. A visitor can’t drop in there without finding at least two operators playing the new Bowl-A-Rama game. Al Rohden, Banana’s hit man, is holding weekly tournaments for the operators. Highest score each week wins a $29 transistor radio. Aft nine-year-old son, Howard, rolled a 172 game.

HARRISBURG HAPPENINGS

During the early part of September, Leon Taksen, manager of the Amusement Machine Operations Department of the Harrisburg Fire, had other things on his mind besides that of devil coin. It was the marriage of his good friend, Arnold. He married Harriet Neff of Harrisburg, the daughter of the family that owns Old Original Bookbinders, one of Philadelphia’s top restaurants.

George Merzger

Midwest

CLEVELAND CAPERS

The 21st wedding anniversary of Josephine and Joseph Abraham was celebrated last week by members of the immediate family. He is head of Lake City Amusement Company and seven children. The couple was married at Lake Erie, Ohio. They were married on September 2nd.

Elsie H. Frankel, of Cleveland, was married in Chicago on September 25th.

MILWAUKEE MENTIONS

The new United Bowl-A-Rama game is drawing a good response from operators visiting the Pacific Distributing Company showroom, according to Sam Cooper. Veteran coinman Glass Grabke recently opened a tournament spot at 76th and Hampton. He calls it the Trim-O-Liners. His partner in this venture is Robert Seeburg. Grabke claims the jump joint is working out very nicely and expects the action to last until the end of the season. The machine is priced at $150.00.

Herald Sommerfield, Southern Novelty Company, notes that he has two sales reps out in the territory now selling United Phonographs to the operator trade. Visitor here last week was Ray Kramer, Chicago United Phonograph v-p. . . . Out-of-town disk shoppers at the Radio Distributors company, says the Chairman, included Leonard Sheean, Elm Tree Music, Elmo Fox, Bills DeRada, DuRa Renda, Fond du Lac, and Ben Lott, Green Bay, . . . October 14 is the departure date for the United machine, Inc., sponsored trip to Bermuda for British radio writers. Operators. According to Harry Jacobs jr., “It looks like we’re going to have a nice big crowd qualified to go on this trip. Business has been very good.” . . . A flying trip to his lodge in Canada for United early in October is on his schedule, says Frank Barkine, Bowl-A-Rama. . . . "The fish always seems to be in better shape during World Series Time,” he says. . . . Orville Cannell, Badger Novelty Company, reports that the firm will move to Wisconsin in the spring of next year. The move was forced by a recent fire in their building. "We’ll have twice as much space in the new location," he says. . . . Sam Brown, Hastings Distributing Company, president of the local coinman’s trade group, reports no new action on the legal status of pinball games here. . . . "We’re still sitting, twiddling our thumbs until the report comes in," he says. Bess Olson
Detroit Still Bothered By Old 5-Cent Pains

DETROIT—Means of converting to dime play occupied most of the discussion during the recent September meeting of the Music Operators, Inc., here. Detroit still is one of the few sizable metropolitan areas in the country that cling to the nickel.

Operators noted they were able to sell more machines at a dime, but virtually all noted that locations were switched to supporting older models.

Rigorous complaint with the operators was that the nickel hindered their upgrading locations with new equipment. Most felt that the low economical to put out a new stereo phonograph at the 5-cent price.

Curiously, operators noted that smaller cities in upper Michigan, some even within a 50-mile radius of Detroit, were all on dime play. In past years operators have made repeated efforts to convert their individual locations, but with few exceptions, the strains of the dime have been negligible.

TYPICALLY, location owners protest strongly that the switch from 10-cent to 5-cent play loses tavern customers—many of whom repeatedly walk out griped, without even buying a drink, when they see the nickel box at 10-cent play.

Most operators, however, are more optimistic about the future. Erwin B. Moss, secretary-treasurer of the local chapter, was quoted as saying he felt that the spread of the slot went along with him. Other operators voiced similar opinions.

Gross Named By Seeburg

CHICAGO—Leonard Gross, a newcomer to the Chicago music business, has been named vice-president and general manager of Seeburg's vending division. The post was formerly held by George Glass, vice-president in charge of Seeburg's organization. Gross was general manager of the radio and high fidelity division of Geo-Flex. He was with the firm 15 years, starting at the company's formation and rising to his present post.

He attended Temple University, Philadelphia, and served in the U.S. Navy during World War II as a lieutenant commander.

Pa. Operator Assn. Begins 2nd Year

HARRISBURG, Pa.—The Pennsylvania Amusement Machine Operators' Association begins its second year with a meeting scheduled for October 15.

While the group held no formal meetings during the summer, it did meet several times, including September 12 at the convention of the Pennsylvania Amusement Association.

According to Leon Takanay, local distributor and AMDA business manager, more than 440 tavern owners—each one of whom is a location partner for operators—attended the affair.

Program of the party was not to line up locations, but to create a pleasant relationship between the operator and the location owner. Takanay said this was an area of public relations which is too often ignored.

Takanay said that everything worked out well with one exception—he had to draw down the Pennsylvania Turnpike right in the midst of Hurricane Donna.
New Austrian Law Gives Legal Status to Payout Machine Biz

VIENNA—Austria has put into effect a new payout machine law calculated to remove the fruit machines' legal twilight zone which has hampered their operation since the war.

The law rigidly defines a payout machine, and whoever fails the law may have, at least clearly classifies the payout machine and provides the operator with clear-cut legal status.

Payout machines, under the new law, are licensed by the Finance Ministry. The intent of the new law is to place payout machine operation on a legally clear and businessable basis.

Payout Machines

Critics of the new measure are making the point that the consensus is that the new law, both the new law and the conflation from payout machine operations. In the long run, it is expected, the law will provide the basis for sound and expanding payout machine operations.

The importance of Austria's new payout machine measure is subtle but crucial, for many figures in the industry here believe that a healthy payout machine operation could help lead the rest of the coin machine industry out of the wilderness.

Certainly a number of fruit kinds is needed, and there is nothing else in sight. A Vienna operator summed up the situation succinctly:

"There is no other size in the—-and that is to be expected from the new kind of fruit machine operator.

Meanwhile, the Austrian operation association, Verband des Wirtschaftlichen Automaten Gewerbes, is trying to utilize the new payout law to bring about a parliament for an industry public relations campaign.

There is almost universal honest- hollity on the part of press and government in the country to the coin machine industry. The origins are a mystery, as the industry here is the newest of the sins which have given coin machines a bad name in other areas of the world.

New Machine

Some industry figures here, for want of any better explanation, half seriously advance the theory that the coin machine trade has replaced the Russian occupation as the focus for national resentment. A veteran distributor explained:

"We had the Russians around so long we got in the habit of blaming all our troubles on them, usually with a certain measure of justification. But now, with the 1981 strikes, we are feeling rather frustrated. I guess there's no longer a convenient scapegoat for our problems, and no one has had to be our enemy. It looks like we're back to square one.

Some analysts see the Austrian situation in "for want of a nail" terms. The industry needs new equipment almost immediately if the government would agree to a curb on duties for new equipment, the operators feel this concession would be more than offset by tax on increased operating profits.

Without new equipment there is little hope that the industry can prosper. And without such new concession there is little chance that an adequate amount of new equipment can be obtained.

Certainly without access to reasonably priced new equipment, the American-type operator can never hope to do business in the hands of distributors and location promoters.

Blood Test Suits

Get Temporary OK

From New Orleans

NEW ORLEANS—Legal action against the mayor and three top city officials is being taken here to permit the operation of 10 blood pressure machines.

The suit was filed last week by Buyers Homes, Inc., whose president said the city has failed to issue permits to be used for operation of the machines.

Named as defendants were Mayor D. Jesse Semmes, S. Martineau, Joseph H. Giarrano, superintendent of police, and Robert E. Delchev, director of the department of health.

Temporary

Judge Paul E. Chavez ordered the city to show cause and to issue temporary licenses. A temporary restraining order has been issued against the defendants from interfering with plaintiffs' business activities.

 Buyers Homes, Inc., alleged in an affidavit that the city's refusal has caused an inconvenience to the public and given a medical diagnosis.

Philadelphia Ops

Kick Off Season

PHILADELPHIA—The Amusement Machine Operators of Philadelphia kicked off the fall season with a dinner-meeting at the CR Club here on September 12. Business Manager Joe Silverman reported that 50 persons attended.

Several distributors had displays set up.

MEMPHIS DISTRIEB:

Bowl-A-Rama May Put Ops In Role of Location Owner

MEMPHIS—Operators of the Bowl-A-Rama, United Manufacturing Company Big Bowler, may set up their own bowling center and thus offer tickets to all receipts instead of splitting them 50/50.

The view of George Simmons, president of Simmons-Pennington Company, distributor here, is that operators have seen a new type of operator will be given the green light to operate with "for greater collection.

He claims the trend has already started here when operators began setting up such locations around the smaller-sized ball bowler.

Operators here rent a building and put in several bowling games along with pinball and novelty games. They thus take all receipts instead of splitting them 50/50.

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CUSTOMER TESTIMONIALS

Printed Location Sheets Impress Potential Background Music Stops

PHOENIX, Ariz.—Printing up a continuously accurate list of installations throughout the State, to serve as a testimonial of perfect customer satisfaction, has produced impressive sales volume on background music for Minthorne Music Company here.

The list is printed in blue on a light green background and classified into shopping centers, doctors offices, hospitals, chapels, department stores, variety stores, restaurants, hotels, government offices, motels, industrial plants, airports, station stations, radia stations, beauty salons and miscellaneous.

Each installation is actually named, so that when a Minthorne salesman contacts a new prospect, the latter can go direct to another firm in the same business category, and there see the system in operation and get the comments of personnel.

Population Increase

Jack Minthorne, veteran Phoenix coin music distributor, has capitalized to the extreme on the huge population increase which has occurred in Phoenix in the past five years, but he believes that the same merchandising methods would work out even in any city, even if it is in a static situation so far as population increase goes.

"The important thing is to let the prospect see an active installation in operation and talk to a pleased dealer, rather than attempting to sell him on an intangible basis," it was pointed out. "There are a lot of prospects who are at first alarmsted at the proposed cost of the installation, but whose resistance will melt when they see the job that background music is doing at another location."

To date, the Minthorne organization has sold more than 400 background systems, too many to be reproduced on one list. With new jobs being sold every week, the Minthorne printing bill has been a fairly large one, understandably, but Minthorne doesn't balk at the expense. A background music system was sold in five minutes when a busy cocktail lounge owner, for example, simply accompanied the salesman to another cocktail lounge, and asked the owner as to his satisfaction.

Sides have been considerably improved since the introduction of the new Seeburg 1000—selection player. Minthorne has found, precisely as was anticipated, that it can be incorporated into existing space without expensive changes.

In the New Yorker Bar, for example, a mirror was employed to cut a rectangle then a large mirror mounted on one wall of the cocktail lounge, and the player unit was simply installed in the mirror, where it is an effective conversation piece.

Minthorne also says, at one time the largest coin photograph operation in the Arizona desert capital, they have an outstanding success with background music that has been sold, and Minthorne is concentrating entirely on background music, plus phonograph and games distribution.

Mix-Up Occurs

In Nashville License Drive

NASHVILLE—A slowdown in the police crackdown on unlicensed vending machines here is attributed to a mix-up between collection and collection of the city government's excise tax.

"Somebody slipped up," said Captain A. B. Davis, and Judge Harris after testimony showed that a number of machines confiscated for failure to file registration papers are licensed by the city finance department.

Three persons were fined $50 each last week (13) for failure to have the licenses at all.

Another man was arrested the same day and charged with operating unlicensed machines. Police identified him as Lawrence C. Martin, 29, of 1619 Sixth Ave. North.

Get Juke

According to Juke Martkin, city patrolman, a cigarette machine and a juke box were found in front of Flannigan's, but Flannigan was not there. He was arrested later.

"Our office has been issuing permits and collecting privilege license fees on those machines in the same manner for many years, said Finance Director Joseph E. Torrence.

"But regardless of that we have been in error in that the receipt for the privilege license has been written to cover a number of machines.

"Torrence added that "privilege license receipts will now be issued for each machine."
Sicily Dangles Inducements For U. S. Coin Manufacturers

ROME—The Italian government would like to lure U. S. coin machine producers to Southern Italy, particularly to Sicily, and the Rome government has already taken steps to do so.

Sicily has been looking for a way to create jobs. In the coin machine industry, Sicily is a major force in the traditional machine areas of Italy.

Northern Italy has done well with the coin machine business, AMI was established at Milan, and Wurlitzer has been spectacularly successful in relieving unemployment in Leghorn.

The government in Rome believes it has a golden opportunity to bring more coin machines to Southern Italy. The government has already been successful in persuading the American Machine and Metals Company to establish a plant in Rome. The company has already invested $1 million in the plant, which is expected to employ 500 workers.

The government has also been successful in persuading the American Machine and Metals Company to establish a plant in Leghorn. The company has already invested $1 million in the plant, which is expected to employ 500 workers.

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when answering ads . . .
SAY YOU SAW IT IN
THE BILLBOARD!

Annual NYSCMA Meet
Set for Oct. 6 in Albany

ALBANY, N. Y.—The annual
meeting of the New York State
Coin Machine Association will be
held Thursday, October 6, here
in the Crystal Room of the Del
Rey Hotel. A number of im-
portant issues comprise the agenda,
in addition to the annual election
of officers. A buffet supper will be
served immediately following the
afternoon meeting.

In a letter to the membership
this week, Mac Douglas, secretary,
noted a proposal that will be intro-
duced to abolish membership in
the organization per se, in favor
of the establishment of a blue book
of the coin machine industry. Ops
having under 50 machines would
pay $25 for a quarter-page ad,
those with 50 to 100 machines,$50
for a half-page ad, and those
with over 300 machines, $100 for
a full-page ad.

By this technique, the latter
states, each member would have
a close idea of the income in the
treasury, name, address and phone
number of each contributor would
be in the directory which would
then become a coin machine tele-
phone book, and there would be
no question as to whether a mem-
ber is paid up. A certain amount
of the monies collected in this way
would be allocated to public rela-
tions activities and members would
not be asked to make any further
payments in this direction for the
remainder of the year.

Other points to be taken up at
the meeting include legislative
problems at local, State and na-
tional levels; the possibility of a
regular State convention with a
trade show, co-ordinated public
relations planning, and the idea of
acquiring a public figure of some
prominence to set standards to sta-
lize industry practices.

This meeting is viewed by the
Association as one of the utmost
importance and all who can get to
Albany on October 6, are strongly
urged to be present.

Joe Bell Games
Ordered Dissolved

SYRACUSE — The Joe Bell
Games Corporation has been dis-
solved by State Supreme Court Jus-
tice Carl W. Peterson in an action
brought by the State Attorney Gen-
eral’s office.

Judge Peterson’s decision was
based on a complaint accusing the
local corporation of having vio-
lated the laws, abusing its corpo-
rate powers and violating both its
charter and the laws under which it
was incorporated, according to the
decision received by District At-

Wilson said that he twice peti-
tioned the Attorney General’s of-
cine in Albany to dissolve the cor-
poration on ground it had been
convinced of violations of the gam-
bling laws.

WANTED
MUSIC and
GAME
MECHANIC

Work located in Shreveport,
La., and surrounding area. State
experience in first letter.

GIVE TO DAMON RUNYON
CANCER FUND

NOW! Gottlieb’s 2 Player
MELODY LANE
Features New Match-Color Roto-Targets!

- Red, Yellow and White hats light in sequence
- Hitting corresponding colored Roto-Target scores 10 times target value
- Two kick-out holes score Roto-Target values
- Two top bumpers spin Roto-Targets . . . enable the player
to skillfully control rotation
- Match feature . . . 3 or 5 ball play
- 2 super-powered skill flippers
- Coin box with locking cover

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- Ball hits pins... pins hit pins. No roll-over Switches on alley
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- Big 4 1/2" composition balls
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STANDARD SIZE

20 FT. LONG; 3 1/2 FT. WIDE; 6 1/2 FT. HIGH. Shipping Weight (crated) 1250 lbs.

4 FT. and 8 FT. SECTIONS ARE AVAILABLE TO INCREASE LENGTH TO 24 FT. OR 28 FT.

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3401 N. CALIFORNIA AVENUE, CHICAGO 13, ILLINOIS

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Chromium-plated housing. Proved, easy-to-install 3-wire type electrical plug. wherever they are installed, walls pay for themselves in no time. Increase earnings remarkably compact. New Seeburg Wall-O-Matics. 100-P.

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