Soviets to Produce

80-Tune Juke Box

Communist Bloc Market of 500,000 Units Seen; Monaural Emphasis Likely

By OMER ANDERSON

The Soviet Union is planning to produce the first Communist juke box.

But the market, according to sources in East Berlin, will be an 80-selection comic box. It has been tentatively named the "Radostne" (renamed "Pionir-Klub"), the Russian for "joyful.

It will be produced as only a high-quality box, there is discussion that a limited number of stereo versions may be produced for specialized locations such as clubs and rest homes.

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Iron Curtain

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Mexico City

A case in point would be Paul Anka, who turned 19 last summer. His first hit was "Diana" in 1957, a tune that he penned himself. Only two of the 20 or so records he has made since have then failed to hit high on the charts. "Diana" sold well over 2,000,000 copies in the United States, and has sold over 100,000 copies in the U.S. by Decca.

And Anka insists he enjoys the production of records in the United States. He has found no problem in the States and has continued to perform in the States and has continued to perform in TV and on the radio. Anka has been a favorite of the country music audience. In 1957 he recorded "Diana" and "Don't Be Afraid" for Decca. Anka has been a favorite of the country music audience. In 1957 he recorded "Diana" and "Don't Be Afraid" for Decca.

Nikita Khrushchev's interest in juke boxes is one of several examples of the Communist bloc's influence in pop music. The Soviet Union has been a major player in the international music market for years.

"Music is no longer a problem," one source confirmed. "We can play almost anybody's top-tune list without serious criticism."

Production

The main reported pushing pro-

duction of a Soviet juke box is R. F. Bochvar, the coin machine

Expert of the U.S. Rectory's Mission, Moscow. Even prior to Khrushchev's American odyssey, Bochvar had impressed his machine building

World Music

An American company has recently pioneered the concept of a juke box on a much larger scale. The company, known as the "Pioneer Jukebox Corporation," announced the production of a juke box that will play not only 1,000 different records, but also foreign hit songs.

The Pioneer Jukebox Corporation, based in Los Angeles, is planning to introduce the new machine later this year. The company's co-founder, Jack Friedman, said that the juke box will be "a revolution in music entertainment."

"We have designed the machine to play anything," Friedman said. "Anything from the latest international hits to classic oldies from the 1950s."

The Pioneer Jukebox Corporation is part of a growing trend in the music industry to tap into the expanding international market.

"It's a great opportunity," Friedman said. "We have the technology to make it happen."

"And we're not alone," he added. "Other companies are looking at the same thing."


**Jenkins Heads New Victor Department**

Newly Created Merchandising Set-Up Aims at Increased Marketing Flexibility

New York — Harry Jenkins, who for 15 years had been a Victor press agent, has been appointed chief of a newly created merchandising department. Jenkins and the creation of the department will ensure greater speed and efficiency in meeting today's marketing requirements and merchandising problems. Jenkins will report to Norman Racin, division vice-president and operations manager. In his announcement of the appointment, Mr. Racin said, "This is an important step in our plans for expansion and growth. Harry Jenkins has been with the company for 15 years, and we are confident that he will do an excellent job of merchandising and sales promotion."}

**Atlantic Skeds Special Reissue Of Hit Singles**

New York — Atlantic Records has announced the reissue of several hit singles from the label's past. The records will be available on 78 rpm and LP formats, and the reissues will feature new covers and additional information about the original recordings. The label's marketing director said, "We are pleased to bring these classic records back to the public. We hope that fans will enjoy listening to them again and appreciate the new covers."
CINCINNATI — The Dealers Record Club, a unique distribution tool established in 1947 by Mel and Jerry Herman in their Indianapolis distributing branch, may be the key to the top ten operation via franchising arrangement — a new and promising distribution in principal markets.

Mel Herman said this week that a deck which appeared in The Billboard (September 19 issue) regarding the above, had provoked inquiries from dealers in many states across the nation, a fact which has led the intensive plan for a cross-country network of franchises. "At the moment," Herman said, "we have more than 100 accounts that want in on our plan and we have had to stop taking names to allow the first of the year to give us a chance to complete and plan for the future."

Briefly, the Club plan involves taking a dealer in to serve him with all disk labels, especially when the dealer is the one in the dealer's store strictly on a consignment basis. The Club's person conduct an inventory, three months in every store. At the end of the period, the dealers will get back 20 per cent of his initial order in cash, as a demonstration of good faith. From that point on, he pays for only what he sells.

Herman said he was able to carry on the operation because between his various outlets in Indiana, Ohio, Pennsylvania, and New York City, virtually every line was carried except the few top majors and Mercury. He said he has received good cooperation from the distributors. "We're happy because we're giving them representation of the smaller ones." (Continued on page 22)

BMI Snags More ASCAP Writers

HOLLYWOOD — Broadcast Music Inc., is continuing to attract top ASCAP songwriters to finish the growing number of background music writers in the industry. BMI is able to maintain its 95 per cent guaranty deals. BMI's action is cutting the number of ASCAP writers to the American Society of Composers, Authors and Publishers as a new requirement to join BMI.

Followers reportedly have resigned from ASCAP in order to switch to BMI in the past six months, including BERNIE BERKE, Domaine Foret, Hерсhсl Gиll, and Jоhс Costello. As a result of Joseph Mallonnette, Lionel Newman, Herman's Law, and other music publishers and recording firms. Friday's (4) at the kick-off breakfast committee for the BMI will be held in Hollywood Thursday, Nov. 4. The festival, which is sponsored by BMI and the Society of the beginning of "Grand Ole Opie," will be brought to Nashville more than 2,000 country music disk jockeys, singers, musicians and representatives of music publishing and recording firms. BMI's Fox dinner (4) is the kickoff breakfast committee for the BMI. The event is one of the major producers and produced especially for the occasion.

GERMANY BEATS PATH TO TIN PAN ALEY

M-G-M Records "Big Ben," by Paul Siegel, and "Chapel in the Moonlight" by Willy Hofmann.

Peter Schaffer and Aldo von Pinelli, the German top ty-pan, take ground in the United States bringting with enthusiasm. "German tops tunes will continue to dominate in the top 40," the German publishers predict. There are only six German tuning tunes sold in the U. S. this year, including Lotar Ollus "Unter Feuer" and "Nacht," and the German tuning was "Wunderbar Wie Du" by the same group. Haye wrote the English lyrics.

Other titles offered by the U. S. as of date, are "Liebe" by Jack Costello, "Gott Sehm" by Johnny ("Olly), "So Ist Es Im Leben" (Gerhard Winkler), "Kleine Melodie" (Carl Fissel), "Melodie In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang, "Melodies In Grau" by Charles Stang.

When the title migrated to Germany it promptly encountered enthusiastic airplay in major cities. The music publishing house contended with a telegram from the publishers to "O Sole Mio," which was the tune that was prominent on Germany's 1950 copyright year.

This dispute has been adjusted, but it confirms for European publishers the greater acceptance in the U. S. to European-style listening melodies. German music publishers, alike, have written Sporn, "We love the song," as it is written by John and Mike "Melodies In Grau."" (Continued on page 23)

LA BLACK GETS TWO-DISK PUSH

Hollywood — Capitol is using a similar "Joe Bette-Bee" device to firmly establish singer Jeanette MacDonald, one of Capitol's young sales, singers, by simultaneously releasing her first and third albums, one being expected to buttress the other.

The nation's last March with her "Ruthless People" in which, according to the label, was "One Smart Cookie," Joe Allen (c. & a. & dr. for Libery Records) penned "Only," an "answer" song to his own "He'll Have to Go," and has been noted in the past but the failure of "A Little Bit Lonely.

(Continued on page 22)

Victor Signs Lampley to A&R Slot

NEW YORK — Cal Lamplcy has joined RCA Victor as an A&R director, it was announced by Edward F. Shull, general manager of RCA Records.

Lamplcy's previous disk experience has been with Columbia and Warner Bros. Records. From 1949 to 1952 he was assistant recording director in the Columbia A&R division, working with such artists as Robert Cossair, Zino Frangipani and Guy Lombardo. In 1953 he became a recording director in the Columbia A&R office.

Lamplcy joins a staff including producing sessions, producing sessions, produced by John Armstrong, Johnny Mathis, Charlie Byrd, Dave Brookey and many others. He has recorded Columbia artists such as Tony Bennett, Herman's Hermits, the Miracles, and many others.

In 1958 he joined United, where he produced singles and albums by Tab Hunter, Nat "King" Cole, Frank Sinatra, et al. RCA Victor director for where he will concentrate on A&R, recording and acquisition of pop artists.

Johnstone Joins Ram

NEW YORK — Veteran Music Industry exec Jack Johnstone has joined American Disc of General Manager of Buck Ram's American Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP), and Sony Disc of San Francisco and RCA Victor's Hit Gitan Music (ASCAP).

Johnstone has been in the busi-
Choose With Care

Country music—its artists, songwriters and publishers—is at a peak of influence with regard to the general music business both in the United States and abroad. It is no

worthwhile, therefore, to take too lightly the activities of the Country Music Association, which will hold its annual membership meeting at Atlantic City, N. J., on November 20, where an election of new board members and officers will take place. (See separate story.)

In connection with this event, CMA President Connie B. Gay has urged that CMA members cast ballots for those director candidates who will best fulfill their responsibilities as board members.

In voting for directors, CMA members should choose candidates who will be doing a disservice to country music, and the music business generally.

CMA Meet Date Set: To Have New Directors

NASHVILLE—Annual meeting of the board of directors and officers of the Country

Music Association will be held here November 20, it was announced by Connie B. Gay, CMA president, who will take place at the Andrew Jackson Hotel, one day prior to the start of the CMA convention and national trade show.

Two new directors are to be named. Following their election, the directors will elect officers for 1966-67.

Gay stated: "Members should be aware that the CMA is comprised of individuals in capacities ranging from advertisers to financial institutions. These members are responsible for maintaining the "arts" of country music, and they will choose the country music candidates whom they believe will be capable of and capable in running the CMA directorate.

"The incumbent board of directors serves as a nominating committee and will recommend two candidates for each office."

3 Mercury Overseas Reps Tour America

CHICAGO—Three representatives of Mercury's overseas affiliate, Enigma Records, will leave New York parent label here later this month. The group studied U. S. manufacturing techniques and procedures for integrating manufacturing with distribution and sales.

Mercury President Irving B. Greenblatt has slated the trio as Winz H. Steibelt, vice-president in charge of Mercury's overseas operation.

Visitors were C. Wirtz, manager of Mercury's overseas sales department; R. Elektra, P. Burkiewitz, recording engineer, and M. Damus, director of Elektra plant operation.

3 Soria LPs For October

NEW YORK—The Soria Series of recordings by RCA Victor has announced that three new albums will be released on the market in October. The first two, "Love Me Some More," and "The Story of an Original Boat," were released in September. The third recording of Richard Strauss' "Ariadne Auf Naxos," the opera was recorded in Vienna by an orchestra, under the direction of Erich Leinsdorf, made up of the Vienna Philharmonic. These three albums are comprised of 48-page "art" libretto, Leoni.

(Continued on page 29)

EDITORIAL

Nominations can also be made by other CMA members by writing to its leadership in each category, and the directors will be elected by the members of whatever group owns the majority of the total ballot. The two directors-at-large are to be elected by the entire membership.

Don Pierce, CMA secretary, will call the meeting to order, and no other business will be conducted except for the election of new directors and membership renewals.

Highlighting the annual meeting will be CMA's Second Annual Banquet and Dance, which will take place Friday evening, November 4.
DOCTORED FOR DOLLARS
SALES PROGRAM
EXTENDED to October 29, 1960
by overwhelming Distributor & Dealer DEMAND!

More time to take advantage of this great sales opportunity. The new Doctored For Super-Stereo Series is taking off! The BIG hit at the New York and Chicago Hi Fi Shows, these recordings are an industry sensation! Order big and order fast!

ATTENTION, RECORD DEALERS!

AF AUDIO FIDELITY IS THE COMPANY THAT SUPPORTS THE RECORD DEALER!
Concentrated consumer advertising brings customers to your stores!

SELL WITH AUDIO FIDELITY
770 ELEVENTH AVENUE, NEW YORK 10, N.Y. PLaza 7-7111

HAS NO RECORD CLUB AFFILIATION
FREE DISPLAYS, EASELS, MERCHANDISING AIDS
AF AUDIO FIDELITY MEANS GREATER DOLLAR VOLUME...GREATER DOLLAR PROFITS TO YOU

These are the ads appearing in leading consumer publications for October, November and December.
from Verve Records

A SURE-SHOT SMASH SINGLE
with TWO GRABBING "A" SIDES

Elia
SINGS, SWINGS

Jingle Bells
A SIDE

V-10224 x 45

Good Morning Blues
AA SIDE

This has got to be the Season's Crusher - a natural for your windows, counters and front racks! Never before, a swinging single so certain of groundswell demand - so primed for the charts!

THE MOST PRODIGIOUS AIR-TIME SPLURGE IN RADIO HISTORY IS ABOUT TO BEGIN!

VERVE RECORDS
BEVERLY HILLS, CALIFORNIA
THE ORIGINAL VERSION
THE HIT VERSION
THE SELLING VERSION

CAN SHE GIVE YOU FEVER
b/w
I'M THAT SOMEONE

EARTH # 501

ERNIE TUCKER
on the EARTH LABEL

Now Distributed Nationally By
ADDIT RECORDING CORP.
165 W. 46th St., New York City
Belgium

By JAN TORFS

Juke Box Magazine, London

Belgian-Italian recording star Rocco Granata sang his new hit, "Come as you please" (Juke Box picture), at the finale of the Deutsche Schlager Festival 1960 in West Berlin on October 15. "Rocco" won the song "Rosalee, Miss Night Walker," a song written by Bob Vee and Dick Hollander, who proved once more to be Germany's most popular artist. The Belgian-Italian series will be distributed in France by Barela, Italian records will be distributed by RCA. A recording of RCA records, has been appointed general distributor for Warner Bros.

HARLEY FREDDIE, well-known conductor and arranger, has joined musical director Joe Peter Plum Publications... The Chakats (London) have signed a new management. The band, currently in North Africa, appear in Oran and Tunis. "Senetico Negro," a Chakats original, may get U. S. play since this single has enjoyed great success in Europe.

Radio-Television Syd Shaw, here for an extended trip, becomes a panelist on "The Whole Story" on the BBC Wednesday October 15... Shirley Bassey did the Palladium TV show here with great effect October 2... Cliff Richard, Britain's outstanding teen attraction, bids the hit list October 16.

Best-Selling Pop Records in BRITAIN

Week ending October 7, 1960

1. "ORFEO" (Polydor) - Frankie Howerd
2. "SHADOWS" (Philips) - Cliff Richard & Bruce Welch
3. "VICKY" (RCA) - Dusty Springfield
4. "LUCY, LUCY" (Philips) - Frank Ifield
5. "HAPPY, HAPPY (RCA) - Mike Sammes Singers
6. "SEVEN BOTTLES OF WHISKY" (RCA) - Johnny Kidd & the Pepsi Boys
7. "I HAD A YOUNG LOVIN' DADDY" (Philips) - Van Morrison
8. "WELL, I'D RATHER BE SINGIN'" (Parlophone) - The Shadows
9. "I DON'T CARE IF THE WHOLE WORLD HATES ME" (Philips) - Bruce Welch
10. "HUSH" (Philips) - The Shadows

Best-Selling Pop Records in ITALY

Week ending October 1, 1960

1. "TREMEZIO" (Philips) - Milord
2. "BILLY BOY" (Philips) - Dionne Warwick
3. "TUTTI FRUTTI" (Parlophone) - Little Richard
4. "I MANCIO" (Philips) - Milord
5. "COSTITITI" (Philips) - Jenny Jepson
6. "Oziehung" (Philips) - Jenny Jepson
7. "TANTO E' CHE CHI E' "(Parlophone) - Lou Shear
8. "COSA S'È" (Parlophone) - Lou Shear
9. "MADE IN USA" (Philips) - Milord
10. "L'AMORE" (Philips) - Milord

Best-Selling Pop Records in ITALY

Week ending October 1, 1960

1. "I SUGGERO" (Philips) - Milord
2. "COSA S'È" (Parlophone) - Lou Shear
3. "MADE IN USA" (Parlophone) - Milord
4. "TANTO E' CHE CHI E' " (Parlophone) - Lou Shear
5. "I MANCIO" (Parlophone) - Milord
6. "COSTITITI" (Philips) - Jenny Jepson
7. "Oziehung" (Philips) - Jenny Jepson
8. "TUTTI FRUTTI" (Parlophone) - Little Richard
9. "I DON'T CARE IF THE WHOLE WORLD HATES ME" (Philips) - Bruce Welch
10. "HUSH" (Philips) - The Shadows

Best-Selling Pop Records in NORTHERN GERMANY

Week ending October 7, 1960

1. "BANANA" (Philips) - The Beatles
2. "LOVE ME DO" (Parlophone) - The Beatles
3. "ALL MY LOVING" (Philips) - The Beatles
4. "HAZEL" (Philips) - The Beatles
5. "BABY SHEENA" (Parlophone) - The Beatles
6. "I'M A ROCK" (Philips) - The Beatles
7. "IT'S ONLY LOVE" (Parlophone) - The Beatles
8. "SUGAR" (Philips) - The Beatles
9. "DON'T LET ME BE MISGUIDED" (Philips) - The Beatles
10. "EVERYBODY'S SOMEBODY'S CHILD" (Parlophone) - The Beatles

Best-Selling Pop Records in HOLLAND

Week ending October 7, 1960

1. "KUNTJE" (Philips) - Johnny Kidd & the Pepsi Boys
2. ".TIMBER TIMBER" (Philips) - The Shadows
3. "DON'T CARE IF THE WHOLE WORLD HATES ME" (Philips) - Bruce Welch
4. "HUSH" (Philips) - The Shadows
5. "I DON'T CARE IF THE WHOLE WORLD HATES ME" (Philips) - Bruce Welch
6. "HUSH" (Philips) - The Shadows
7. "I DON'T CARE IF THE WHOLE WORLD HATES ME" (Philips) - Bruce Welch
8. "HUSH" (Philips) - The Shadows
9. "I DON'T CARE IF THE WHOLE WORLD HATES ME" (Philips) - Bruce Welch
10. "HUSH" (Philips) - The Shadows

Best-Selling Pop Records in SOUTHERN GERMANY

Week ending October 7, 1960

1. "BANANA" (Philips) - The Beatles
2. "LOVE ME DO" (Parlophone) - The Beatles
3. "ALL MY LOVING" (Philips) - The Beatles
4. "HAZEL" (Philips) - The Beatles
5. "BABY SHEENA" (Parlophone) - The Beatles
6. "I'M A ROCK" (Philips) - The Beatles
7. "IT'S ONLY LOVE" (Parlophone) - The Beatles
8. "SUGAR" (Philips) - The Beatles
9. "DON'T LET ME BE MISGUIDED" (Philips) - The Beatles
10. "EVERYBODY'S SOMEBODY'S CHILD" (Philips) - The Beatles

Best-Selling Pop Records in DANISH

Week ending October 7, 1960

1. "BANANA" (Philips) - The Beatles
2. "LOVE ME DO" (Parlophone) - The Beatles
3. "ALL MY LOVING" (Philips) - The Beatles
4. "HAZEL" (Philips) - The Beatles
5. "BABY SHEENA" (Parlophone) - The Beatles
6. "I'M A ROCK" (Philips) - The Beatles
7. "IT'S ONLY LOVE" (Parlophone) - The Beatles
8. "SUGAR" (Philips) - The Beatles
9. "DON'T LET ME BE MISGUIDED" (Philips) - The Beatles
10. "EVERYBODY'S SOMEBODY'S CHILD" (Philips) - The Beatles

The German tapes No. 15. After a two-week break, the Beatles hit the top again with "Banana." No. 2 is "Love Me Do," followed by "All My Loving." The single was also No. 2 in England. In the third spot was "Hazel," the fourth spot is "Baby Sheena," followed by "I'm A Rock." The Beatles' hits are followed by "It's Only Love," "Sugar," "Don't Let Me Be Misguided," and "Everybody's Somebody's Child."
The Original...

"NEW ORLEANS"
B/W "PLEASE FORGIVE ME"
U. S. BONDS
LEGRAND #1003

DISTRIBUTED NATIONALLY BY LAURIE RECORDS, INC. • N.Y.C.

THE FOLLOW-UP TO
"OVER THE RAINBOW"

"DON'T TAKE YOUR LOVE FROM ME"
B/W "ZING WENT THE STRINGS OF MY HEART"

THE DIMENSIONS
MOHAWK #120
Quality, Selectivity Elektra Watchwords

NEW YORK—Elektra Records, a дискrity devoted to specialty album production, and founded by an 18-year-old college student on $600 of capital, has celebrated its 10th anniversary. This week, the 28-year-old prey of the organization, Jack Holzman, reflected on a decade of profitable operation, a record which might well be the envy of numerous other indie operations with less imposing success stories.

"We prefer to make money," Holzman noted. "We've learned that you can't do that by dumping a carload of duds on the market, hoping a few will hit the mark and recapture costs. Therefore, we try every album to a particular market. We reject 50 ideas before accepting one. And 10 we could come out with 10 times as many, we issue only about 25 albums a year. Using that approach to the business, we've managed to double our sales every year for the past five years."

Holzman and a friend started the label on a bet with a third party that they would produce a record of better quality than any then on the market. The bet they won, but the initial investment was totally lost since the 10-inch LP sold only 40 copies.

But the two decided to go into business and opened an office in the rear of a tobacco shop in Ann Arbor, Md., where both were students at St. Johns College. At the end of his junior year, Holzman left school and set up shop in Greenwich Village here, with the idea of producing folk records to fill what he felt was a crying need in the folk business.

Soon Holzman also entered the retail music store market. He founded a Village music store and selling the label in the back room. One of his first successful LPs was by folk singer Cynthia Gooding. The results of which enabled the young disk cut to move to larger quarters on Bleeker Street and started leaving $100 a month salary from the firm.

The reason Holzman recorded another folk stylist, Susan Reed, and in 1955 he issued the first of a series by Ed McCarthy, known as "When Dalliance Was In Flower." This series of Josie Elizabethan material recorded heavily, especially on college campuses. Another important item at about the same time was the Josh White 25th Anniversary set, "The Story of John Henry."

Today the growing outfit numbers among its artists Theodore Bikel, Oscar Brand, Bob White, the Lindseth, Joyce Grenfell, John Zachary, Susan Reed, Cynthia Gooding, Ed McCarthy, Salcian, Jan Shepardson, the Oramas, Israel Troup, the New York Jazz Ensemble and others.

One of the most notable aspects at Elektra is the focus on quality of sound. "We insist on technical perfection," Holzman asserted. "We use one recording station where sound is the first consideration and we do all our own editing. Mikes and hands we either modify to get a clearer, wider range tape. A few months ago we acquired a custom-built, three track mixing console which took nine months to build."

Elektra facilities have been used by major companies and broadcasting stations for recording of recording heads. Others have used its custom recording facilities, in addition to these technical aspects of the business, the company also operates Nita Music, a publishing firm.

The image of Holzman has changed considerably in his years in the disk business. At one time he was best known in the Village as the young fellow with a monocle of portable electronic equipment strapped to his back riding his motor scooter to and from disk dates. Today he's got operation with 15 employees. But the looks are the same, the young downtown (now 14th Street) disk mohawk looks ahead. "The Watchword with us will always be quality and limited, carefully selected releases," he added. "Like the others, knock themselves out with big full promises and the volumes of product. We'll be a little more careful and we hope to continue dealing with our sales each year."

FCC Grants MBC Pleas

WASHINGTON—The Federal Communications Commission has decided to accept assurances of the Metropolitan Broadcasting Corporation of New York that it will be vigilant against any of its stations to maintain fair policies of program scheduling. The FCC emphasized that it was relying on the anti-pyramid assurance granted by the corporation in the firm's request for transfer of control of radio station WABC from John H. Claflin, Jr., to the Metropolitan Broadcasting Corporation.

The FCC has taken note of the statement by the new owner that he will continue to maintain the policies of the old station WABC and that the station will continue to serve as an educational and cultural institution.

The FCC has also decided to continue the hearings on the application of the Metropolitan Broadcasting Corporation for a license to operate in the metropolitan area of New York.

Meyers Dies At Age 63

NEW YORK—Harry Meyers, chairman of the board of Elektra Fischer Musical Instrument Company here, died last week (4) after a short illness, at the age of 63. Harry Meyers started out as a musician and began his career as a member of the Cincinnati Symphony Orchestra at 16. He later started his own business with the New York Philharmonic, before World War I. Meyers formed the Selmer-Conn Company, in the late 1920s. In the 1930s and 1940s, which operated in the East. He joined Carl Fischer in the 1950s and served as president of the company from the mid-1930s to 1956. In 1938 he was responsible for the purchase by C. Fischer of the New York Band Instrument Company of which he became president.
THE ONLY VERSION PICKED BY BOTH BILLBOARD SPOTLIGHT WINNER OF THE WEEK & CASH BOX PICK OF THE WEEK

RAY CONNIFF HIS ORCHESTRA AND CHORUS MIDNIGHT LACE
3-41800 (SINGLE 33) / 4-41800 (SINGLE 45)

ON COLUMBIA RECORDS ...THE PEOPLE'S CHOICE

LOOK FOR RAY CONNIFF'S "CONCERT IN STEREO" NOW ON ITS COAST-TO-COAST TOUR / BOOKING AGENT: G.A.C.
TEEN SMASH MOVIE THEME
ON M-G-M RECORDS

RUBY DUBY DU
FROM KEY WITNESS

From M-G-M's "Key Witness" (An Avon Picture)

CHARLES WOLCOTT
and the M-G-M Studio Orchestra

K12944

KEY WITNESS
in CinemaScope

Now at your local theater
The One!...The Only!... The Inimitable!...

CONWAY TWITTY

WHOLE LOTTA SHAKIN' GOIN' ON

THE STARPOWER LABEL

K-12962
**Maverick Promo Office**  
**HOLLYWOOD** — Kim Fowley, key man and general manager of Maverick Music, and partner Gary Pasternack, have set up a promotion and publicity office for Maverick. The new office will handle promotion and publicity of their record product. Maverick Music has been hot this year with "Alley-Oop," "Cherry Pie," and "Honest I Do." Fowley and Pasternack completed a project of cutting an album by the Hollywood Argyles for Lute Records, and will cut a ragtime piano album by The Alligators for the new Lute label.

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**Herbie Mann Scores at Half Note**  

The Herbie Mann Afro-Jazz Quintet which has been appearing at the Half Note in New York's Greenwich Village is a fine example of the jazz appreciation that mixes touches of African with light swing jazz. Herbie, who has built himself a considerable reputation as a composer and multi-instrumentalist, is also a most attentive pianist. Herbie has a habit of on-revs and the latest one should keep the U. S. Patrons happy for a few months to come. We predict that the Half Note will also make a good album, whether it is waxed by Offbeat Records or any other label.

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**O'Dwyer Adds New One-Stop**  

**CHICAGO** — A Los Angeles based one-stop agency, Home Entertainment, Inc., of Hollywood, has been acquired by O'Dwyer. Michael O’Dwyer, the president of the new O’Dwyer-Pep agent, said that the addition of the Los Angeles based one-stop will give the firm a foothold in the West Coast market.

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**O'Dwyer Adds New One-Stop**  

**CHICAGO** — A Los Angeles based one-stop agency, Home Entertainment, Inc., of Hollywood, has been acquired by O'Dwyer. Michael O’Dwyer, the president of the new O’Dwyer-Pep agent, said that the addition of the Los Angeles based one-stop will give the firm a foothold in the West Coast market.

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**Chicago AFM**  

**CHICAGO** — The Chicago Federation of Musicians, Local 10 of the American Federation of Musicians, will hold its annual meeting here Tuesday (11) at 1 p.m. in the local's headquarters.

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**Opera Review**  

**N.Y. City Opera Off to Good Start**  

The New York City Opera Company's new season got off to a splendidly amusing opening with Monteverdi's "The Return of Ulysses." The first night's audience, which included a number of artists from the Metropolitan Opera, gave the work a warm reception. The orchestra, conducted by James P. Adams, was well rehearsed and the singing was excellent. The production was directed by Cedric Gibbons, who also designed the sets and costumes. The libretto is by Heinrich von Collani, and the music is by Claudio Monteverdi. The opera is set in ancient Greece, and the story concerns the adventures of Ulysses and his companions as they sail home from the battles of Troy. The cast included the tenor Gino Rigamonti as Ulysses, the mezzo-soprano Eliseo D'Amico as Nestor, the tenor Arditi as Odysseus, and the bass F. de Luca as the King of the Phaeacians.
**I Just Want To Love You**

**and**

**You’re For Me**

71692

More New Chart-Toppers From **Mercury Records**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Wish I’d Never Been Born</td>
<td>PATTI PAGE</td>
<td>71695</td>
</tr>
<tr>
<td>Love Walked In</td>
<td>DINAH WASHINGTON</td>
<td>71696</td>
</tr>
<tr>
<td>To Each His Own</td>
<td>THE PLATTERS</td>
<td>71697</td>
</tr>
<tr>
<td>Charming Billy</td>
<td>JOHNNY PRESTON</td>
<td>71691</td>
</tr>
<tr>
<td>Midnight Lace</td>
<td>DAVID CARROLL</td>
<td>71703</td>
</tr>
</tbody>
</table>
A Big Two-sided SMASH!

PAT BOONE

"DEAR JOHN"
backed with

"ALABAM"

#16152

250,000
First shipment

"THE NATION'S BEST SELLING RECORDS"
By ALBERT S. KESHEF

In planning your advertising budget, have you considered the advantage to use such space since it is aimed at a "captive audience," primarily found in the spending habits of the people you want to reach.

If so, you have no further need for advertising. More than 60 cents of every dollar spent in advertising goes to be used in 30 cents a card in a newspaper, there are several hundred of ads.

Since the average bus rider's trip lasts 30 minutes, each passenger is exposed to 15 bills or more during each trip. When the newspaper is turned, the radio or television consequently, the most effective advertise their message is no longer than 10 seconds. And, advertisers who carry their message are continuously over a longer period of time.

By having an advertising agency, they will be glad to obtain the list of passengers by directory information for you. If not, call your local transit advertising medium, such as a "Transit for Transportation" in most cities. In the most cities, the transit advertising space is an independent entrepreneur who has been awarded, with open bidding, to a franchise to use advertising space, on public vehicles. In some cases, the advertising space is a business handled directly by a transit company themselves.

There are various car and bus space sizes available. The standard car and inside buses is 11 by 28 inches. However, many transit advertising agencies will provide an advantage of the particular need of each advertisement. Nearly all advertising agencies will sell space for another card sizes, but usually they come in 21 by 11 3/4 by 56 and even huge 11 by 84 inches.

Mr. Outside

The bus exterior offers, depend- ing on the size of the ad space, on the front, rear and both sides. In some cities, advertisements are mixed with local newspapers. For special promotions, some advertisement may be used on the entire bus with their painted message.

Standard sizes include the "Kiss the King," 2 by 13-inch poster, "Traveling," 2 by 15-inch "Just Out," 21 by 11-inch "Traveling." Any size of space on the front. Specialized sizes can be ordered, also. The usual 21 by 11-inch is cut from the space of the front. Specialized sizes can be ordered, also. It is a small extra charge, you can have your card changed as often as twice a week. A major advantage of this bus advertising is that is can be purchased in the bus (a full run), or in every bus in a city (full run) or in every other bus (half run) for one extra charge. The most beneficial effect can be gained by advertising in the local transit buses where routes run near your store's location.

Tram advertising space costs do not include the printing of the card. There is usually a minimum charge for furnishing your cards. Your local transit advertising agency will help with the details of designing and printing.

The method of reproducing your car cards will largely depend on your advertising agency's ability to be advertised. Car cards and poster cards are acceptable. The silk screen printing method can produce small numbers of advertising that can not only continue to make it on records, but can also branch out as personal appearances or shows. A show business indicates the importance of records as a springboard to radio, television or the movies.

The crowds that greet a Connie Francis, Pat Alber are bred by their records. And they have been on other artists can come as true personalities and performers live, as they have shown in their own ability and talent, and determination.

The single record, which today appeals primarily to the youngsters, will continue to attract young people for this audi- ence. The album, market, now with the addition of comedy records to every label's album roster, has helped to produce new comedy talent for night clubs and television. The album, allows shows are/pears entertainment per se, but also testing grounds for the talent, many of whom will eventually be in demand — due to their record out — for movies and personal appearances. And youth is being served with publishing companies, as has evolved into a record today, as never before. This is not just of the American musical industry, but the use, world.

attention, RECORD COMPANIES & PUBLISHERS

Are you in need of a national promotion or sales manager who has the ability to accomplish the following qualifications:

1. Major and independent label experience.
2. Ability to develop sales campaigns that work in both the retail and mail order business.
3. Ability to get into a territory and within a short period of time to establish a good market.
ELEKTRA
10th ANNIVERSARY

A COLOSSAL PARADE

Some of our Distributors and Suppliers:

A:1 TYPEGRAPHERS, INC.
260 West 41st Street, New York 36, N. Y.
PENNSYLVANIA 6-6725

ABBREY RECORD MANUFACTURING CO.
One Central Avenue
East Newark, N. J.
HUMBOLDT 3-5455

ACCURATE LIST LETTER SERVICE, INC.
1600 W. 40th Ave., Denver, Colo.
Phone: S-K 1148

ALLIED MUSIC SALES CO.
2542 West Pico Blvd.
Los Angeles 6, California

ARC DISTRIBUTING CO.
40 Seldon Avenue
Detroit 1, Michigan

B.G. RECORD SERVICE, INC.
213 N. W. 13th Ave.
Portland, Oregon

Congratulations ELEKTRA on your 10th Anniversary
E. S. B. INC.
2522 N. Broad St.
Ed Barsky, President

HAPPY TENTH ANNIVERSARY
Steve Brookman
Florida Music Sales, Inc.
10 E. 54th Street, New York 22, N. Y.

PETER FORSTENZER, INC.
6 East 46th Street, New York 17, N. Y.

GEM ALBUM
1119 Worthen Street
New York 59, N. Y.

HOUSE OF MENORAH, INC.
257 East Broadway, New York City

OUR WARMEST AND
SINCEREST CONGRATULATIONS

DECCA DISTRIBUTING CORPORATION

LET US CONGRATULATE YOU ON YOUR TENTH ANNIVERSARY AND HOPE TO BE ABLE TO CELEBRATE MANY MORE.

Proud of many hits from albums recorded here.
Looking forward to bringing you the next few.

GOTHAM RECORDING CORP.
2 West 45th St., N. Y. 36, N. Y., JUdson 6-5577

WWW.AMERICANRADIOHISTORY.COM
Records
VERSARY

OF SOLID SELLERS

Some of our Distributors and Suppliers:

MADISON SOUND STUDIOS, INC.
12 East 44th Street, New York 17, N. Y.
Yukon 6-3970

MIDWEST DISTRIBUTING CO.
2642 Olive
St. Louis, Missouri

BRATY ELEKTRA
from
Your Exclusive Canadian Distributor
MUSIMART OF CANADA LIMITED
901 Buxur Street
Montreal, Canada

PILGRIM PRESS CORPORATION
324 Whit
New York N. Y.

PROGRESSIVE LABEL & LITHO CO.
Manufacturers of the Cut Label Association
250 27th Street, Brooklyn 27, N. Y. (Hollins) 7-3210

QUEENS LITHOGRAPHING CORP.
Delivered to the Public in High Quality of the
Full Color Service
57-25 Barnett Ave., L.I.C. 4, N.Y., (Hollins) 7-770

RECORDS, INC.
790 Commonwealth Avenue
Boston 15, Massachusetts

SONIC RECORDING PRODUCTS, INC.
27 Ludy Street
Hicksville, L. I., N. Y.
The Finest LP Custom Record Pressing

SPECIALTY RECORD DISTRIBUTORS
6125 San Pablo Avenue
Oakland 8, California

STANLEY-LEWIS RECORD DISTRIBUTING CO.
534 West 58th Street
New York 19, N. Y.

STANLEY LEWIS RECORD DISTRIBUTING CO.
270 Halsey Street
Newark 2, New Jersey

SUMMIT DISTRIBUTORS, INC.
Chicago, Illinois

TELL MUSIC DISTRIBUTORS, INC.
2703 Monroe Street
Madison 5, Wisconsin

THREE LIONS STUDIOS, INC.
845 Fifth Avenue, New York 17, N. Y.
Murray Hill 2-4277

UNITED STEREO TAPES
1024 Kiler Road
Sunnyvale, California

BE SURE TO GET THE BEST COLOR TRANSPARENCIES
FOR YOUR RECORD JACkETS. CONSULT

WENDY DISTRIBUTORS, INC.
We are proud and happy to be a part of the Billboard family.
JACK WHITE and SEYMOUR GREENSPAN
SUMMIT DISTRIBUTORS, INC.
Chicago, Illinois
Brakes on Pop Album Output  

Based on several reports of albums being pulled from major labels, it appears that the music industry is tightening its grip on new releases. This is particularly notable in the jazz genre, where a number of albums have been pulled from the market, including those by Charles Mingus, Bill Evans, and John Coltrane. The move is being seen as a reaction to the rise in piracy and the growing popularity of illegal downloads. However, it is also causing concern among fans and artists who fear that it could stifle creativity and innovation in the music industry.

King Cuts a $1  

The king of pop has announced that he will be cutting his prices to $1. This move is expected to have a significant impact on the music industry, as it could encourage more people to buy albums. However, it is also raising concerns about the sustainability of the music business, as artists and record companies may struggle to make a profit at such low prices.

Three Sorps LP's  

The Three Sorps, an indie rock band from California, has released its latest album. The album features a mix of catchy hooks and introspective lyrics, and has been well-received by critics and fans alike. The band has been described as a cross between the Eagles and the Beach Boys, and has been gaining a following in the alternative rock scene.

Talmadge Bootleg Briefing  

Talmadge's release of the long-lost film "The Unholy Truth" has sparked a renewed interest in the silent cinema. However, the film has also sparked controversy, as some have accused it of being a bootleg release. Talmadge has denied these accusations, stating that the film was licensed to be released under certain conditions.

There's just no stopping him  

Despite facing numerous challenges, this artist continues to push the boundaries of his craft. His latest album has received critical acclaim, but he remains unfazed by the criticism. This is a testament to his unwavering dedication to his art and his commitment to pushing the limits of what is possible in music.
Note!
Our records aren't all that's moving . . . please make a note of our new offices and phone number.

"A MILLION TO ONE" by Jimmie Charles on Promo (P-1002)
"RAMBLIN'" by The Ramblers on Addit (A-1257)
"BIG McGoon" by The Spydells on Addit (A-1220)
"LET'S JAM" by The Foster Bros. on Dillie (D-101)
"MR. LEE'S PLEA" by Mr. Lee on Addit (A-1229)
"MISTER-MAN" by The Masquerades on Formal (F-1012)

...and more on the way!

ADDIT RECORDING CORP. · 165 W. 46 ST. · NEW YORK 36, N. Y. JU 6-3702
GERMAN Newsnotes

Northern Germany

maked two recordings for that label since her contract with Decca expired... It never happened before. Two American top stars are at the top of the German joke book hit parade at the same time. Casual Friedman is climbing the charts rapidly with her German-sung version of "De-Huck's Sardonic Fool" (Die Liebe Ist Ein Seltlames Spiel, which already has sold 100,000 on M-1314 (distributed by Polydor here). Elvis Presley is singing himself at the top this season, "Original O Sole Mio." Both disks are still going strong.

Lellis, young Austrian songstress, famous here for her latest hit, "Sommers" (Sailor) on Polydor, has got an invitation to the States... Since October, Bill Ramsey, former G.I. and currently great in German showbiz, will be heard as disk jockey at Radio Luxembourg every Saturday in a program called "Bill Ramsey Spielt Mit Schachteln." (Bill Ramsey Plays With Records)... After their recent engagement at the Danish singing couple, Nina and Fredderik, were married in Poldingen near Geneva (Switzerland).

These were the most played tunes in the American Forces Network during the last half of September: (1) "It's Now or Never" (Elvis Presley), (2) "Never on Sunday" (Don Costa), (3) "Kiddies" (Russ Bentzin), (4) "I'm Sorry" (Brenda Lee), (5) "My Heart Has a Mind of Its Own" (Connie Francis), (6) "Volare" (Bobby Rydell), (7) "Vicky" (Ivy Three), (8) "Heilo," (9) "I Spy Teenie Weenie" (Bobby Rydell), (10) "Lullie" (Everly Brothers).

BRITISH Newsnotes

Cosnut Hosts

In addition to the facilities of the hotel, Cosnut had a planned schedule of entertainment for the delegates. The dance contest trophy was won by Mrs. Stanley Stone of Long Island, N. Y.; the golf tournament, men's division, was taken by Terry Scarborough, of Chesterfield Music, N. Y., with second going to Ed Corbett, of Woman's, Philadelphia women's golf tournament first prize was taken by Mrs. Sam Shapiro, of National Record Mart, Pittsburgh, with Mrs. E. Kessler, of Kessler's, York, Pa., runner-up. Festivities included a cocktail party, with entertainment by comedian Burnie Burns.

News Review

something new on the CAMEO RECORDS

Get this exciting new sound on CAMEO RECORDS
"Ruby Duby Do"

By

TOBIN MATTHEWS

The Sound Track "SOUND"

From The Motion Picture

"KEY WITNESS"

20,000 SOLD ON CALL 1st 3 DAYS IN CHICAGO

HERE'S ORDERS TO PROVE IT

Disk Jockey Program Directors—Contact Mal Condon, c/o Chief Records, 1448 S. Michigan Ave., Chicago 5, III., for samples.
There's just no stopping JOHNNY HORTON Heading "NORTH" on the charts! "NORTH TO ALASKA"

COLUMBIA RECORDS®
THE PEOPLE'S CHOICE
avanti! con Monte!

(FREE TRANSLATION: ADVANCE YOUR SALES WITH LOU MONTE)

FAVORITO MAGNIFICO

all over America. That's Lou Monte, "king of Italian-American songs." Order this new Roulette blockbuster and cash in!

ITALIANO U.S.A. LOU MONTE
Joe Reisman & His Orchestra.

NEW! Single of the two biggest hits from "Italiano U.S.A."

HUCKLEBUCK (ITALIAN STYLE)
ALWAYS YOU (MAL FEMINA)

R-25126
R-4294

ROULETTE
Novel Promotions Light Sales Way.

By ROBERT SCOTT

If it has ever been advertised to sell, it's equally true that promotions are the key to advertising. Here are some of the more ingenious ones we've seen recently.

Receives Soundcraft, working with the New Jersey Record Exchange, has set up a "Speak to Your Next Promoter" project. It works like this: a record store is invited to come into the store to record a question for the speaker to answer. The display itself features a large sign reading, "Whether it be Nixon or Kennedy, you can record on tape your political views for the national and international issues. Tape will be given to all national headquarters." There are large portraits of each candidate, with a tape recorder implanted in each picture. The customer is invited to record his name and address and a question on the machines, which are loaded and recorded by the store. Each tape is completed, it is forwarded to the appropriate party headquarters.

Martin Goldfinn, manager of Columbia Pictures, has set the plan that the election-year promotion involves use of over 20 reel-of-the-month-to-detail the store benefits by drawing new prospects and inviting to ask questions. No selling or straining tape for them. "In addition to that, we don't go to waste. We add them to our store mailing list," he comments.

Another New York store, Electro- Workshop, has had success in-store concerts. Len Chase, owner of Electro Workshop, accounted for the attendance was by invitation only, from a previously compiled list of good prospects. Some 50 people were invited to each concert to pre-recorded with a theory that only half the number who agreed to attend would actually be expected to come. The show was held in the store's single listening room. According to Chase, the store would hold about 25 persons plus several members of the Workshop staff.

The program included complete Eliminiate records' selections from mono and stereo and single-talk programs. Interpreted with the necessarily short musical selections were sound effects, recorded staff on what's needed for a hi-fi system, and how stereo works. At the end of the program, visitors were served coffee and cookies and invited to go out and do the same thing. Chase reported that Chase and staff were themselves surprised with the 40-old live bands that turned up at the entrance and turned away.

COLUMBUS, O. — The recently announced plan of the Bell Sound Division to go two-stepwise to bring stereo via a complete component system, "Vita Bell Two Step Plan," according to, that Alto Reed, advanced manager of the firm, a division of Thompson Ramo Woodruff, Inc., will have always existed on the part of many buyers who walk into a hi-fi salon to be faced with a bewildering array of equipment "which can be switched back and forth in 100 different combinations," according to Alto Reed, advanced manager of the firm, division of Thompson Ramo Woodruff, Inc., on the market for a hi-fi stereo center. According to Reed, the plan will be offered at a cost of $199.95.

"To get out this problem, we have highlighted the five important controls — AM receiver, FM tuner, recorder, tape, and volume control, and, of course, the switch, which we have de-emphasized the various other controls on the lower edge of the front panel. These controls have much smaller knobs which are easily turned and a seated and modified package.

Another Channel:

The two-stepwise plan is calculated to bring component stereo into the type of living that goes stores and appliance stores, in addition to the more traditional component outlet, the hi-fi center. Reed has been on the road recently for a matter of weeks selling up distributors. These include RCA distributors in five different markets. Reed reports that all distributors contacted are eager and ready to give the new line of simplified matched components a go.

Reasoning that distributors in general have had little sales experience in stereo, Reed feels the people have gone all-out to pre-promote the new line of sales aid material. In a special, the distributors show dealers why and how they can work with the system.

Big Aug. for Radio Sales

WASHINGTON — The highest monthly retail sales total (excluding auto) since January was reached up to a new high in American industry, according to data from the Whitlock, Inc., Washington, the new total of $159,250,600, was reported this month. The August total monthly retail sales included all media, including an estimated $7,000,000 of direct mailings.

(July total)

FM-AM, Shortwave Table Radio

An FM-AM, Shortwave table model radio with two speakers is one of the strongest elements in the current "cold war" home entertainment lines of high fidelity products. The receiver has a sensitivity of 15,000 waves and four tuning controls and electronic control of sound quality. The model 600, which has been advertised on NBC and other radio stations, is priced at $199.95.

Tuner Quiets Interstation Noise

The Model 3100 is a new version of H. H. Scott's wideband tuner built on a larger chassis which adds for longer life and less heat. The unit's major feature is an "electro-relay tuning circuit" which makes for the suppression of interstation noise.

Tuner & Preamp Head New Line

The Crosby Electronics, Inc., has introduced two new models of a newly designed stereo component line. The component line has a 40-foot-wide band of noise reduction of 80 decibels and is priced at $500. FM Tuner and Model 600 which is a 25-watt stereo preamplifier. The new preamplifier has been advertised in several magazines and its price is $199.95. The FM tuner has a variable AFC (Automatic Frequency Centering) control and costs $99.95.

Component to Mass Mk't Via Bell Two Step Plan

By BEN GREAVY

Stereo in Console Form

Leading the new line of additions to the Bulova Watch Co., Inc., line of stereo equipment is this console form of a hi-fi stereo receiver that has a stereo hi-fi 194-channel design with an AM-FM radio in the same cabinet and a 3.5-inch square unit that has a three-speaker setup, with each unit being provided with supplemental external speakers at an extra charge. The suggested list itself sells $199.95.

Transistor Table Radio Set to Go

The Royal 475, a new "traveling" table model radio containing transistors, in the compact class, slightly smaller than a paperback book that can be put in a 3/8-inch deep making it ideal for streetwalking away in a briefcase, bag, or the hand of a personal companion. The set has a .67-inch speaker that is in a plastic case that is portable, and has a battery and the firm says that it has been up to 250 hours of playing time is possible before batteries need be replaced. Set comes in either a two-tone gray and beige or other white cowl grille. The suggested list price is $49.95.

Manual Phono for Teens

In a pitch directed towards the younger element in American life, Columbia Phonographs has this "Teen-ager" in lightweight manual-styled four-speed phono in its current promotion feature of all types of records including stereo which are reproduced monaurally. Player also contains volume and tone control and is built so that the last six pounds and sells for $39.95.

PHONOGRAPHS

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ONLY A MILLION SELLER on Dot

Keely Smith

"HERE IN MY HEART"

b/w

"CLEARANCE SALE"

#16146

"THE NATION'S BEST SELLING RECORDS"
Two-Step Plan  
**COMPARISON PAGE 25**

can sell the new component line. Primary sales features noted are economy, flexibility, the fact that the consumer can be started with two speakers and the turntable system and can later be sold such units as changer or turntable, tape deck, etc., the fact that Bell offers a wide range of prices in addition to the point that the units are easy to play and to install.

The company is now in the middle of a heavy consumer ad program which includes Time, Esquire, Playboy, Good Housekeeping, Living, Sports Illustrated, The New Yorker and House Beautiful. The ads carry carousell on most cases which either new book entitled "All About Stereo," by John Cony, music editor of The Atlantic Monthly. The latter is available for 25 cents. These books will also be made available for dealer store sale.

Sales Aid

Dealers will be furnished with a number of different kinds of instruction, display matter and merchandising aid. In addition, a special co-op ad program has been initiated.

For the distributor salesman who is presumed to be not well informed about the fact that the customer is not familiar with the complete, complete data on every Bell component unit including the music diagrams, demonstration, selling and installation techniques. This helps and technical notes about the equipment. The book is designed to help the salesmen to help their dealer accounts on matters that the problem.

A lot of people have been saying lately that components are not a big annual dollar volume commodity," Leonard asserted. "We think it is a big market and that it can grow a lot bigger. Some people have not been able to see that components are a big market because the fact that they are not aware of the scale of the market." The fact that components are a big market is not just one for high-end equipment. Every body likes good music, well-produced components provide the best reproduction that there ought to be a lot of buyers if they come convinced. Maybe, too, wrong, but we're going to give it all a try now.

Dwayne Brandt and Ron Zenger, partners in the house of Music on Main Street, Salt Lake City, have formed new fidelity retailers with a lot of unusual ideas. In business for only three years, Brandt and Zenger have built up a reputation for their own place in the market, selling more custom engineered stereo systems than anyone else in the State, leading the path to where tape recorder and record players are concerned. When asked if they're in for 20's, both believe that "over simplifying stereo is a serious mistake." The idea is one of a "whole" to the whole approach, increasing the product, increasing the quality of the product the prospect is into listening to. The group delays the entire job of turning switches on off, of transmitting the signal from one unit to another, and the panel has the all-important effect of "turning the better, top-quality equipment which, for example, why a customer is not interested but is a bit astounded at the price, with out, wants to know what he can get for a little less. Customers, right, are left to decide which of the six eight switches puts the line of equipment in a place that is right for them. The customer is just as pleased with what he hears as if he were with the more expensive equipment, the sale is made. Except for the expense of the telephone, which has been eliminated, the telephone is up from five minutes to six for the biggest pay-off.

The store incorporates such features as a book and second inventory, which frequently rivals the sale of 2,500 audio items, a separate 45 r.p.m. record department, a separate show room for hifi stereo, and high fidelity. The idea of the record department is that it is a "down" to the right rear, completely soundproofed and away from the floor which is there to be a a reliable-minded music lovers of individually engineered sound systems.

The centerpiece of the room is a control panel mounted on the rear wall, which includes some 60 sets of microphone amplifiers, pre-amplifiers, tone controls, speakers, turntables, mounted on racks behind the wall. Using step-up relays, if necessary, each of the three phonograph turntables, any combination of components, Brandt hit on the idea of using colored lights at each switch, and colored lights on each of the pieces of equipment, to designate which components were turned up with which.

Two comfortable lounges in the room are flanked around a large coffee table, where customers are invited to sit down and simply "talk about stereo a bit," before demonstrations begin. The partners have made up a heavy hour-long freebie notebook, which is filled with One-on-One sheets covering every aspect of stereo and high-fidelity equipment. Particularly impressive in the page which they developed themselves which rating the equipment in five categories, which are: Sound Quality, Ease of Use, Excellent, Very Good, Good, and Minimum. All equipment shown in the studio is classified into one of those brackets, by code symbols, which make it easy for the consumer who wants the best, and who has a limited budget, his component purchases carefully, to buy in the appropriate price brackets. More than a year went into creating this helpful, informative notebook, which answers any question a customer is likely to raise, and which has proven a surprisingly effective shortcut to sales.

Component Substitution

When the basic decision is made as to the phonograph's turntable, either Zenger or Brandt can simplify the step to the next and start mixing up "components" grouping patterns to suit any budget, right up to top of the line.

By the time a customer has turned over two or three prices, he's marked 33. Snapping a switch to a lower priced pair of speakers, the entire stereo package requires only a moment or two, with listeners again indicating which components are producing the music the prospect is into listening to. The group delays the entire job of turning switches on off, of transmitting the signal from one unit to another, and the panel has the all-important effect of "turning the better, top-quality equipment which, for example, why a customer is not interested but is a bit astounded at the price, wants to know what he can get for a little less. Customers, right, are left to decide which of the six eight switches puts the line of equipment in a place that is right for them. The customer is just as pleased with what he hears as if he were with the more expensive equipment, the sale is made. Except for the expense of the telephone, which has been eliminated, the telephone is up from five minutes to six for the biggest pay-off.

The store incorporates such features as a book and second inventory, which frequently rivals the sale of 2,500 audio items, a separate 45 r.p.m. record department, a separate show room for hifi stereo, and high fidelity. The idea of the record department is that it is a "down" to the right rear, completely soundproofed and away from the floor which is there to be a a reliable-minded music lovers of individually engineered sound systems.

The centerpiece of the room is a control panel mounted on the rear wall, which includes some 60 sets of microphone amplifiers, pre-amplifiers, tone controls, speakers, turntables, mounted on racks behind the wall. Using step-up relays, if necessary, each of the three phonograph turntables, any combination of components, Brandt hit on the idea of using colored lights at each switch, and colored lights on each of the pieces of equipment, to designate which components were turned up with which.

Two comfortable lounges in the room are flanked around a large coffee table, where customers are invited to sit down and simply "talk about stereo a bit," before demonstrations begin. The partners have made up a heavy hour-long freebie notebook, which is filled with One-on-One sheets covering every aspect of stereo and high-fidelity equipment. Particularly impressive in the page which they developed themselves which rating the equipment in five categories, which are: Sound Quality, Ease of Use, Excellent, Very Good, Good, and Minimum. All equipment shown in the studio is classified into one of those brackets, by code symbols, which make it easy for the consumer who wants the best, and who has a limited budget, his component purchases carefully, to buy in the appropriate price brackets. More than a year went into creating this helpful, informative notebook, which answers any question a customer is likely to raise, and which has proven a surprisingly effective shortcut to sales.

Component Substitution

When the basic decision is made as to the phonograph's turntable, either Zenger or Brandt can simplify the step to the next and start mixing up "components" grouping patterns to suit any budget, right up to top of the line.
"RUBY DUBY DU"

b/w

"Leather Jacket Cowboy"

PANLIN 7320

by the

Pepper Pots

2 great instrumental themes from the movie,

"KEY WITNESS"

Order PANLIN 7320 immediately from your local one-stop

or

PANLIN RECORDS—Frank V. Pantaleo, Pres., 8300 Center Avenue, River Grove, Illinois

The Panlin Version's Got The '61 Sound!!!!
CURTAIN GOING UP
ON
VALMOR RECORDS
(A division of Countess International)
First Production...

"PLEASE LOVE ME FOREVER"
A GREAT MELODY-DRAMA IN 2:50 ... DESTINED FOR A LONG HIT RUN!

*** starring ***

CATHY JEAN & THE ROOMATES
A BIG NEW HIT SOUND ... A FABULOUS SUPPORTING ROLE

Valmor DF-007

director
JODY CAMERON ... A&R
producer
VALMOR RECORDS
225 WEST 57TH STREET
NEW YORK CITY
Phones
Circle 3-0074

ATTENTION DISTRIBUTORS
SOME TERRITORIES OPEN
October 19, 1960

**New York**

Vincent Youmans Jr. hits the road this week to visit deejays to promote three new long-play albums featuring Vincent Youmans' tunes. One album is by Oscar Peterson and the third features Robert Merrill and Vivienne Del Chiesa. ... Joy Records has signed a new singer named Joey. According to the man, Danny Davis, Joe has no tie to the Joe Davis firm. Only the J. J. C. label in California will issue an album featuring Gordon Jenkins playing Academy Award songs. ... Carole Brown, with Richard, Gaylen, George Furr, and Don Gannon, are on the road pushing the band's newest waxings by Bill Runner, Paul Evans, Don Rondo and the firm's new album, "Thebes From..." ... Harold and Ember, the Al Silver label, have inaugurated a 20-city "National" tour for deejays for distribution and deejay shows.

Travis and Bob, now on the Big Top label, are coming out with their first record this week. Titles are: "Daydream," a Pascov dyspeptic, and "Dive Deep" by Krane, the indus. ... Al Musser, head of Amy-Made Records and Bestway pressing, is now in Europe checking on new deals for the city's pressing equipment. ... Travis claims he will co-produce foreign publishing activity for his Amy Make flap after a first-time show for a Chicago Regal Theater starting October 21, starring the Modern Jazz Quartet, Miles Davis' Combo, and Lambert, Hendricks and Ross. Kay is producing the show with Lou Alpert. ... The Prestige sting of "Don't Go to Strangers" by Edna Tinsley and the group is due to be released soon. ... In San Francisco, Alfred, in a new movie, has signed Bon Harris to a pop producer. ... B. C. & C. Recording, John Ruberti's premium in Westbury, L. L. N. Y., has started its own pressing plant for its Western branch. ... Joe Scarfe, formerly sales manager with New Sound in San Francisco, is now sales manager for Easlin Records. ... Travis and Bob, Kay Jr., Sue Records ext., hospitalized for a week at a Sydenhame Hospital, Manhattan. ... Bob Robson

**Hollywood**

Lines contributed $60,000 toward the production of "Port of Paradise." Capitol's album salute to the South Seas featuring Alfred Newman and orchestra with "The Plantation Choral Group" Nat Cole's Broadway-aimed one-man musical, "I'm With You," will start its pre-Radio run in San Francisco October 21. Show, which Capitol has with a $150,000 investment, will hit Broadway in late January.

**Mileage to One**

Pulls Coin for Charles

Eighteen-year-old Jimmy Charles is born in Paterson, N. J., the oldest child in a family of four. He sang in his church choir from the age of 11 to 16. ... The New York Apolito Theater's Talent Contest for four consecutive weeks. His uncle brought him to songwriter Phil Medley, who wrote the tune "A Mileage to One" for Charles. Promos Records reported the demos, like "Waxing of a Million to One" has now skyrocketed to the top 10 on the 1959, a real money-maker for young Charles.

Stay Clicks For Williams & Siddars

In 1955 a group of boys appeared in a talent show at a local high school in Lancaster, S. C. The vocal group and combos, known as Williams & Siddars, won first place and made numerous television appearances in the South.

**YESTERYEAR'S TOPS - the nation's top tunes as reported in The Billboard**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>3. All My Love</td>
<td>4. Play a Simple Melody</td>
<td>5. Can Anyone Explain</td>
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<tr>
<td>6. Harbor Lights</td>
<td>7. Santa's Song</td>
<td>8. Remember the Sentiment</td>
</tr>
<tr>
<td>9. La Vie En Rose</td>
<td>10. Our Lady of Fatima</td>
<td></td>
</tr>
</tbody>
</table>

**Vox JoX**

By JUNE BUNDY

Ted Brown, the regular early mornin man at WMGM, New York, was engaged in a modern day reprise of the flagpole-sitting act by depositing his briefcase near WMGM's sign atop a 25-foot pole and then climbing into a spanking new '51 Chrysler Newport station wagon which in turn rested on a specially constructed platform. At the last second, the man stationed at the roadside platform for directions and deejay shows.

The stunt is all part of the publicity attendant on ground-breaking ceremonies for the Hotel Americana of New York which will be completed this week. WMGM listeners are being urged to send their good wishes at the specific amount of time, down to the last second, that Brown will remain aloft. Prizes include a Chrysler station wagon, an all-expense trip for two to the Miami Beach American Hotel, a wild statue, motor camera and many others. Brown will do his regular show everyday from his 40-foot perch.

Tom Clay, who ankled WQTE in Detroit only two weeks ago, is back with a new licensing stunt that figures to be a semi-annual affair, according to WQTE General Manager Tom, the "Suitcase" show, the station devoted an entire day to playing records off the past four decades. Clay aired the program in the early summer, the station did a follow-up on the same subject and reports 10,000 phone calls received plus stacks of mail.

On the same kick, KJTN, Portland, Ore., chalked up 17,000 phone calls when it spotlighted "KJTN Kinetics," a request countdown of hits from the last six years. This station also arranged to have the first volunteer to call in at any time to time. Nearly at KSSK in St. Louis, a recent "Hearth" show, put "Ten Years of Labor Day Weekend," also drew an enthused reaction from listeners, who called in to request the most-requested hits of the past three decades. A repeat outing is set for Thanksgiving Day next month. WNEW, New York, this week is running a ten-day special "WNEW's A Sweet Potato" in which listeners to a daily show called "WNEW's A Sweet Potato" for old records from the last six years and were provided with the help of gospel thrush, Mahalia Jackson. Miss Jackson, holding up some of the oldies, the latest of his collection of oldies from a decade ago, the show is billed as a "Southern Tier of Rusty Tones" and "The Old Judge, the Oldest Judge on the Block." It's a sweet potato for the elderly, but don't expect the same kind of effect in New York, where the "WNEW's A Sweet Potato" is a surefire winner.

WLEI, Erie, Pa., one of the most outspoken anti-rock stations around, recently staged a big event on the air. The station invited two of the most popular local performers to a fund-raising concert. Same place offered the Modernaires into St. Louis' Chase Hotel starting on Wednesday.

Rendren's Rod Pierce signed Seattle deejay Jack Roberts to a long-term recording contract, and finished his first album. The sixteen-year-old last week in the Los Angeles area, Roberts is a disc debüt. He holds down a Monday-through-Saturday, two and a half-hour afternoon show on Seattle's KKNX, and his first album was recorded last week with his combo at the Shadow Lake Ballroom and enjoys a large following in his area. ... C. C. C. Eligible, were signed to appear on the program at this year's "Valentine" event, the city's Oldest and Most Popular Religious event. Departure date, October 14, Yenta Films will release Don Black's album of the same title relating the devotional singer's switch from pop tunes to religious songs. It has been used effectively in the wake of many auto accidents. Film will be made available for theatrical release and school showing, here and abroad. RCA Victor will house the soundtrack album. ... California Records Distributors, once an exclusive jazz LP house, has added singles and finds they're paying off.

(Continued on page 3)
A NEW LABEL
Introduces A Hilarious New Smash Single

"SICK MANNY'S GYM"

MU 1001
Featuring LEO DE LYON
Produced By Aaron Schroeder and Wally Gold

DISTRIBUTED BY UNITED ARTISTS RECORDS
MUSIC AS WRITTEN

Continued from page 31

Cincinnati

The CAG-Sugar Productions, Inc., package featuring Fabian, Lena Reed, Dune Eddy, Jimmy Clanton, Chubby Checker and Freddy Cannon supported by Bill Black's Combo, Jimmy Charles, Gene Vincent, Smoky Topper, Front Row and Bobbie Vinton ort, with Herkie Styles as emcee, pulled 3,000 tickets. Muhammad Ali, World Heavyweight Champion, was guest referee along with the show's principals.

Bennett and Nashville

Continued

Miss Bennett managed to leave the director, in the number called the "You're Leaving." Program 10,832 was attended by 1,000 fans at the Capital Theatre.

The programs out of Bennett and Nashville are now leaving the Capital Theatre in Nashville, Tenn., and the original record track recording on the Columbia label. The 10,832 in Bennett and Nashville is featured in Bennett's "You're Leaving." Program 10,832 was attended by 1,000 fans at the Capital Theatre.

Dallas

The Crosby sisters, Dennis, Phil and Lindy, move into the Racquet Club, Dallas, Texas, Thursday for a 3-day stand.

Nashville

Vernon Stansbury, writer, first saw "Nashville" in March last year. "We've seen many shows," he said, "but this is the best." The show features the songs of the many Nashville hit songwriters, including Loretta Lynn, Merle Haggard, Roy Acuff, Patsy Cline, and Willie Nelson.

RCA Victor Records Division's general plant engineer, Allen Stevens, from in New York last week to launch expanded advertising campaign for RCA Victor's line of portable record players for the fall season. Stevens was out one thing in Nashville—the hard way. His number's not out yet, but he can see a little of it. He's seen the RCA Victor record box that the company is leaving a local druggist when he decided to go back in. At that instant, an auto jumped the curb and smashed thru the front window of the store. The accident was stopped at a loss of $100. Another lucky lad is Johnny Cash, whose $8,000 converted from his records in Nashville, recovered recently. In Nashville, Johnny Cash managed to jump from the car which was demolished by the garbage truck. The driver of the garbage truck was badly hurt, and is in the hospital. The driver of the garbage truck was badly hurt, and is in the hospital.

Buddy Harman, Nashville drummer who works as many sessions as he does as a long hair writer, has signed a deal with Warner Bros. In addition to playing on "The In-Crowd," he has completed an album for RCA Victor last week, then left for a three-week tour of the West Coast, backed by Bill Hal, of Curtis Artist's Productions. The group, "Hickory Hare's Tennessee Valley Boys," is presently recording in Nashville.

Patsy Cline, Tony Dow, David Nelson, Jim Ed Brown, Jack Anglin, Johnny Cash and many others have recorded songs for RCA Victor's line of portable record players for the fall season.

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

<table>
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<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>STAND ALONE</td>
<td>Bing Crosby</td>
<td>9</td>
</tr>
<tr>
<td>2.</td>
<td>BUTTON-DOWN MIND OF BOB NEWHART</td>
<td>Industry Trends</td>
<td>8</td>
</tr>
<tr>
<td>3.</td>
<td>MILD AND EASY</td>
<td>Frank Sinatra</td>
<td>8</td>
</tr>
<tr>
<td>4.</td>
<td>JOHNNY'S MOODS</td>
<td>Johnny Mathis</td>
<td>7</td>
</tr>
<tr>
<td>5.</td>
<td>KICK TRY OWMSELF</td>
<td>National Executive</td>
<td>7</td>
</tr>
<tr>
<td>6.</td>
<td>PAUL ANKA SINGS HIS BUB 15</td>
<td>RCA Victor LPM 2333</td>
<td>7</td>
</tr>
<tr>
<td>7.</td>
<td>REDUCE BEAR HUNTED</td>
<td>Capitol CL 1252</td>
<td>6</td>
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<tr>
<td>8.</td>
<td>EDGE OF SHELLEY BERNHARDT</td>
<td>Columbia CL 1252</td>
<td>6</td>
</tr>
<tr>
<td>9.</td>
<td>BRENDA LEE</td>
<td>Brenda Lee</td>
<td>5</td>
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<tr>
<td>10.</td>
<td>SOLD OUT</td>
<td>Capitol CL 1252</td>
<td>5</td>
</tr>
<tr>
<td>11.</td>
<td>GENIUS HITS THE ROAD</td>
<td>Ray Charles</td>
<td>5</td>
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<tr>
<td>12.</td>
<td>ENCORES OF GOLDEN HITS</td>
<td>Capitol CL 1252</td>
<td>5</td>
</tr>
<tr>
<td>13.</td>
<td>RAY CHARLES IN PERSON</td>
<td>Atlantic LM 579</td>
<td>5</td>
</tr>
<tr>
<td>14.</td>
<td>ITALIAN FAVORITES</td>
<td>Various Artists</td>
<td>5</td>
</tr>
<tr>
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<td>MR. LUCKY</td>
<td>Henry Mancini</td>
<td>5</td>
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<tr>
<td>16.</td>
<td>ELVIS IS BACK</td>
<td>Elvis Presley</td>
<td>5</td>
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<tr>
<td>17.</td>
<td>CAN CAN</td>
<td>Capitol CL 1252</td>
<td>5</td>
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<tr>
<td>18.</td>
<td>ENCORES—SANTO AND JOHNNY</td>
<td>Capitol CL 1252</td>
<td>5</td>
</tr>
<tr>
<td>19.</td>
<td>MORE SONGS BY RICKY</td>
<td>Ricky Nelson</td>
<td>5</td>
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<tr>
<td>20.</td>
<td>LANTANA SINGS CARUSO—CARUSO FAVORITES</td>
<td>Various Artists</td>
<td>5</td>
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</tbody>
</table>

### ESSENTIAL INVENTORY (MONO ALBUMS) —— on the charts 40 weeks or more

<table>
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<tr>
<th>Title</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>THE SOUND OF MUSIC, Original Cast, Columbia KL 5450</td>
<td>48</td>
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<tr>
<td>48.</td>
<td>DEGUISE SHELLEY BERMAN, Veru MG 1509</td>
<td>77</td>
</tr>
<tr>
<td>12.</td>
<td>BELOVED AT CARNEGIE HALL</td>
<td>Various Artists, Columbia CL 1252</td>
</tr>
<tr>
<td>13.</td>
<td>SOUTHERN PACIFIC Sound Track, RCA Victor LOS 4006</td>
<td>71</td>
</tr>
<tr>
<td>14.</td>
<td>HERE WE GO AGAIN, Original Title, Capitol T 1278</td>
<td>71</td>
</tr>
<tr>
<td>15.</td>
<td>OUTSIDE SHELLEY BERMAN, Veru MG 15067</td>
<td>71</td>
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<tr>
<td>16.</td>
<td>SIX TEARS OF MUSIC AMERICA LEARNS BEST, Various Artists, RCA Victor LM 6047</td>
<td>71</td>
</tr>
<tr>
<td>17.</td>
<td>I'M A WANDERER, Johnny Mathis, Columbia CL 1351</td>
<td>71</td>
</tr>
<tr>
<td>18.</td>
<td>BING, Sound Track, M-G-M 3461 ST</td>
<td>71</td>
</tr>
<tr>
<td>19.</td>
<td>FROM THE HUNGRY I, Kingston Trio, Capitol T 1107</td>
<td>71</td>
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<td>20.</td>
<td>KINGSTON TRIOS, Capitol T 976</td>
<td>71</td>
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<td>21.</td>
<td>JOHNNY'S GREATEST HITS</td>
<td>Various Artists, Columbia CL 1252</td>
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<tr>
<td>22.</td>
<td>MY FAIR LADY, Original Cast, Columbia CL 1252</td>
<td>71</td>
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<tr>
<td>23.</td>
<td>MORE SONGS SING ALONG WITH HITCH</td>
<td>Mitch Miller, Columbia CL 1252</td>
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<td>24.</td>
<td>DOWNTOWN TO EARTH</td>
<td>Various Artists, Verve VS 1001</td>
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<td>25.</td>
<td>HOW WE SONG ALONG WITH HITCH</td>
<td>Mitch Miller, Columbia CL 1252</td>
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<tr>
<td>26.</td>
<td>THIS IS DARIN</td>
<td>Various Artists, Columbia CL 1252</td>
</tr>
<tr>
<td>27.</td>
<td>BALLADS AND RHYTHMS OF BROADWAY</td>
<td>Johnny Mathis</td>
</tr>
<tr>
<td>28.</td>
<td>STEREO CONCERT</td>
<td>Various Artists, Capitol ST 1143</td>
</tr>
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### BEST SELLING MONOPHONIC LPS

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<td>11.</td>
<td>CAN CAN</td>
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<td>12.</td>
<td>MUSIC FOR RANGA, RBA-ROOM AND HARP</td>
<td>Various Artists, Capitol CL 1252</td>
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<td>13.</td>
<td>MR. LUCKY</td>
<td>Henry Mancini</td>
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<tr>
<td>14.</td>
<td>OPEN FIRE, TWO GUITARS</td>
<td>Various Artists, Capitol CL 1252</td>
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<td>15.</td>
<td>AMERICAN SCENE</td>
<td>Various Artists, Capitol CL 1252</td>
</tr>
<tr>
<td>16.</td>
<td>WHITE SATIN</td>
<td>Various Artists, Capitol CL 1252</td>
</tr>
<tr>
<td>17.</td>
<td>LATIN A LA LEE</td>
<td>Various Artists, Capitol CL 1252</td>
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<td>18.</td>
<td>PARTY SING ALONG WITH HITCH</td>
<td>Mitch Miller</td>
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<td>LANTANA SINGS CARUSO—CARUSO FAVORITES</td>
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<td>JIMMY DURANTE</td>
<td>Various Artists, Capitol CL 1252</td>
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<td>23.</td>
<td>BUDDY HOLLY AND THE CRICKETS</td>
<td>Various Artists, Capitol CL 1252</td>
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<td>24.</td>
<td>ARTIST, Trio at TALK AND TALK</td>
<td>Various Artists, Capitol CL 1252</td>
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<td>THIS IS DARIN</td>
<td>Various Artists, Columbia CL 1252</td>
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</tr>
<tr>
<td>6.</td>
<td>ENCORES OF GOLDEN HITS</td>
<td>Capitol CL 1252</td>
</tr>
<tr>
<td>7.</td>
<td>RAY CHARLES IN PERSON</td>
<td>Atlantic LM 579</td>
</tr>
<tr>
<td>8.</td>
<td>ITALIAN FAVORITES</td>
<td>Various Artists</td>
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<tr>
<td>9.</td>
<td>MR. LUCKY</td>
<td>Henry Mancini</td>
</tr>
<tr>
<td>10.</td>
<td>ELVIS IS BACK</td>
<td>Elvis Presley</td>
</tr>
<tr>
<td>11.</td>
<td>CAN CAN</td>
<td>Capitol CL 1252</td>
</tr>
<tr>
<td>12.</td>
<td>ENCORES—SANTO AND JOHNNY</td>
<td>Capitol CL 1252</td>
</tr>
<tr>
<td>13.</td>
<td>MORE SONGS BY RICKY</td>
<td>Ricky Nelson</td>
</tr>
<tr>
<td>14.</td>
<td>LANTANA SINGS CARUSO—CARUSO FAVORITES</td>
<td>Various Artists</td>
</tr>
</tbody>
</table>
Reviews of THIS WEEK'S LP'S

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

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

**NEVER ON SUNDAY**

Sound Track, United Artists UAI. 4070 — This is the original sound track from the forthcoming film "Never on Sunday," and it should have a solid sale. It features the big hit title tune from the film as well as 13 other simple, yet gay compositions, all played with the sound of the bouloukia, the Greek folk instrument. It's a happy score and the strength of the tune, the picture and the cover will help it.

**A MILLION DOLLARS WORTH OF TWANG**

Cliburn, Jamie JLP. 70-2014 — Many of Duane Eddy's hits have been packaged in a collection that has excellent potential appeal. His distinctive guitar sound is very much in evidence and gives this package more interest than the usual Instrumental. The first big Eddy effort, "Movin' and Givin'," is here, as are "Rebel Rouser," "The Lonely One." "Because They're Young," "Fifty Miles of Bad Road" and "The Quiet One," among others.

**CAROLS FOR CHRISTMAS**

Eileen Farrell. Columbia MS. 6165. (Stereo & Mono) — Eileen Farrell's first albums of Christmas carols should be a big seller during the holiday season. It features the great star singing in tender and moving performance of some of the most famous carols, from "Silent Night" to "O Come, All Ye Faithful." The backing, by the Luther Henderson crew, is excellent. A lovely cover adds to the set. Strong wax.

**JOY TO THE WORLD**

Andre Kostelanetz and His Orchestra: Earl Wrightson, Barche. Columbia C. 3328. (Stereo & Mono) — The Andre Kostelanetz Orchestra and Chorus, and baritone Earl Wrightson, combine to make this a mighty present Christmas album for the fall season. The performances on the part of the orchestra, chorus and soloist are excellent. The songs range from carols to Victor Herbert (Continued on page 36)

**ALBUM COVERS OF THE WEEK**

The sound of children at Christmas — Hugh and Lulu with Their Children, Dene, RCA Victor LP. 22344. Pretty little girl in white costume wearing a crown, plus toy bear, designed photograph over a real brick fireplace. grote display is the Christmas present.

**EASY TO LOVE** — Roland Hanft, Ares 32-121. Easy-moving, very sexy, photo of a pretty lady in pink dress with a white handkerchief in her hair."
EBB TIDE FRANK CHACKSFIELD
15 WEEKS ON THE TOP 10 BEST SELLING CHARTS

YOUR NEXT HIT LP's
Frank Chacksfield
SONGS OF SUNNY ITALY
Frank Chacksfield
GREAT STRAUSS WALTZES

MR. DEALER AND MR. RACK JOBBER
Take advantage of Richmond's great fall program. Block your hits now. Consult your distributor for program, discounts and dating.

RICHMOND Advance TRADE NEWS
high fidelity... THE MAGAZINE FOR MUSIC Lovers ADVANCE TRADE NEWS... new, unique, exclusive... trade tips, news and reviews, promotion and display ideas... sales tips... for component and record dealers. Send for it. Write on your dealer letterhead to (Mrs.) Claire M. Edmunds, High Fidelity, Great Barrington, Mass.
Now—6 Great NEW Christmas Albums (and the complete Christmas catalog) available on 2 special programs from

**CAPITOL RECORDS**

**PLAN A** 100% exchange on purchases up to 25 (per selection, per store location) for dealers and Syndicate Stores.

**PLAN B** Buy 5 each of 15 different selections and qualify for a 10% Program Discount and a 2% Cash Discount, plus regular 10% exchange privilege.

**CAPITAL**

**POPULAR**
- Merry Christmas — Jackie Gleason
- W-758
- A Jolly Christmas From Frank Sinatra
- W-854
- Now Is The Caroling Season — Fred Waring
- ST-1496
- The Star Carol — Tennessee Ernie Ford
- ST-1471
- The Sounds Of Christmas — Fred Waring
- ST-1453
- The Birth Of Christmas — Edward Connelly
- 1478
- Christmas Carolers — Peggie Lee
- 1423
- Sing The Songs Of Christmas — Guy Lombardo
- GM-1444
- The Nativity Of Christmas — Nat King Cole
- GM-1445
- The Last Month Of The Year — The Kingston Trio
- 1424
- Christmas Bells — Richard Keen Blues
- 1431
- Merry Christmas To You — Various Artists
- 1430

**CLASSICAL**
- Joy To The World — The Roger Wagner Chorale
- T-1073
- The Music Of Christmas — Hollywood Bowl Sym. / Dragon
- T-1083
- A Christmas Carol
- T-1093
- Christmas In Germany
- T-1085
- Christmas In France
- T-1086
- Christmas In Austria
- T-1087
- Christmas In Poland
- T-1088

**FOR SALE**
- Various Artists
- T-1095

**SEE YOUR CAPITAL REPRESENTATIVE FOR DETAILS**
The pick of the new releases:

**SPOTLIGHT WINNER OF THE WEEK**

The best new releases for the week:

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist / Label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE BUDD].</strong></td>
<td>Max Davis/RCA</td>
</tr>
<tr>
<td><strong>45's</strong></td>
<td>Max Davis/RCA</td>
</tr>
<tr>
<td><strong>38's</strong></td>
<td>Max Davis/RCA</td>
</tr>
<tr>
<td><strong>-65's</strong></td>
<td>Max Davis/RCA</td>
</tr>
</tbody>
</table>

*Continued on page 35*

**FIL SING YOU A SONG AND HARMONIZE TOO**

Max Davis, RCA LPM 2107, has scored with this new release. The album features a variety of different songs, including hits from recent years. It's sure to please fans of all ages.

**The issue Oct. & W.**

1. **ANSWERING SONGS**
   - **Say You Saw It in The Billboard**

2. **_ENDIAN STORY**
   - **VINCENT BIG**

3. **The CRESTS**
   - **ISN'T IT AMAZING**

   - b/w **MOLLY MAE**

   - Good $$

**RECORD STORES**

Increase Selling Efficiency: The latest addition to our record catalog service. Listings of the latest releases are updated weekly, allowing you to keep up with the latest hits. Each listing includes the number of titles and artists, as well as a brief description of each release, making it easy to find what you're looking for.

**RECORDS, INC.**

P. O. Box 5745, Philadelphia 20, Pa.

Priced at $1.00, this special catalog is available at your local record store.

**Is Coming to New York**

If you want records, this is the place to go! In Hawaii, be sure to order from WAIKIKI RECORDS. Write for free catalogues: WAIKIKI RECORDS, 339 Kamakee Honolulu, Hawaii.

**Record Processing and Pressing**

For professional quality records, contact SONGCRAFT, 310 East 42nd St., New York City.

**THE B反弹 version by BOB TRAYL**

**BALLAD of the ALAMO**

**psst64**

**LIBERTY**

Watch for an exciting new sound on **CAMEO RECORDS**

**THE CRESTS**

- Isn't It Amazing
- b/w Molly Mae

- Good $$

**COED RECORDS**

1617 Saxony, New York, N.Y.

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For professional quality records, contact SONGCRAFT, 310 East 42nd St., New York City.
"If an original cast album is made available in your neighborhood, get it."

Walter Kerr
New York Herald Tribune
Friday, September 30, 1960

IT IS...MR. KERR

THE AUTHENTIC SOUND OF BROADWAY IS ON COLUMBIA RECORDS
La Vern Baker
BUMBLE BEE
MY TIME WILL COME
1957
Lloyd Sims
FOR SENTIMENTAL REASONS
I WANT TO KNOW
1958
BY POPULAR REQUEST! RE-ISSUE HIT!

The Cookies
IN PARADISE
PASSING TIME
1959

2 great oldies!
"LINDA" b/w "LET" by DAVE HAWKINS
Checker 962
2120 S. Michigan, Chicago 16
piltdown rides again...the Piltdown men take off
(this time with apologies to Wm. Tell) c/w bubbles in the tar/record #4460
The Honorable Roll of Hits comprises the nation's top ten songs according to record sales and disk jockey performances as determined by Billboard's nationwide survey.

**RECORDING AVAILABLE**

(Best Selling Record Listed in Order)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MR. CUSTER</td>
<td>LUCY VERNON</td>
<td>Brunswick</td>
</tr>
<tr>
<td>2</td>
<td>MY HEART HAS A MIND OF ITS OWN</td>
<td>GREENFIELD-KELIEN</td>
<td>Allen (BMI)</td>
</tr>
<tr>
<td>3</td>
<td>CHAIN GANG</td>
<td>SAM COOKE</td>
<td>King (BMI)</td>
</tr>
<tr>
<td>4</td>
<td>TWIST</td>
<td>BES BOLAND</td>
<td>Arista (BMI)</td>
</tr>
<tr>
<td>5</td>
<td>SOMETIMES</td>
<td>DANNY FRISBEY</td>
<td>Mercury</td>
</tr>
<tr>
<td>6</td>
<td>7 MILLION TO ONE</td>
<td>PHIL MCKAY</td>
<td>Specialty</td>
</tr>
<tr>
<td>7</td>
<td>THEME FROM THE APARTMENT</td>
<td>CHARLES WILLIAMS</td>
<td>ABC (BMI)</td>
</tr>
<tr>
<td>8</td>
<td>WALK, DON'T RUN</td>
<td>BENJAMIN</td>
<td>Dot</td>
</tr>
<tr>
<td>9</td>
<td>SO SAD</td>
<td>DONALD EVERLY</td>
<td>Rose</td>
</tr>
<tr>
<td>10</td>
<td>DEVIL OR ANGEL</td>
<td>BILL HAYES</td>
<td>Brunswick (BMI)</td>
</tr>
</tbody>
</table>

**THEATER REVIEW**

*CAMELOT* Packs Wit, Distinction

"CAMELOT," the new Lerner-Loewe package, offers yet another milestone in the field of musical comedy by that team. It comes within a note of being an opera.

Its subject is that of King Arthur and his knights. Its music is sure of success, not only because of the authors' reputation, but because of "CAMELOT" is written three and a half-hour-long—bubbles-wobbly wit and distinction.

The musical opened Saturday (1) at the curtain-raiser at Toronto's $17,000,000 O'Keefe Centre for the Performing Arts. It is a sellout for its three-week tryout here. It opens in New York for the Broadway run on October 25, 1960.

"CAMELOT"'s" brew has the necessary ingredients to be a success. The show heralds the excitement of the opening and closing clock punch, that between is marred,.easy, and bright show.

Richard Burton, who like Rex Harrison is an actor first and a singer by necessity, shines through. He gives a Flammar-le-like characterization of the king. His role is a difficult one, and his mind whether right or right in mind. He leads off with the little song, "CAMELOT," a tuneful and humorous ditty, and does that superbly. Above average voices.

Miss Andrews, despite her good looks and beautiful costuming, emerges as the less well known among the four. However, she gives a spirited performance as Guenevere. Her singing of "The Lusty Month of May" as written, is well performed, and her voice is standable. His acting, however, lacks conviction.

The comedy end in "CAMELOT" is well held up by Robert Cole, Mel Dowd and Rodney McDowell and -a- Rodger's. They are well known, but Mel Dowd, in her leading role, is well on her way to stardom with her performance. The dancing, while unusual, is good; the orchestra, conducted by Stan Isaacs, is excellent, and the costuming is superb. The set in the last scene is a masterpiece. I may go on about it, but there isn't room enough.

The bulk of the show's clientele in the house are noted, building faculty, ala, there are kit builders from all parts of the city who bought $50 tickets, to lower Broadway, where the show is now being seen. Few licks with a sardonic look.

Yet another attraction for customers in that used by Elia Kazan, in Huntington, L. 0. Owner Ellis Room has worked out an arrangement with the Security National Bank in Huntington under which he may give the show a free night. "I insist on a down payment by the audience of at least 15 per cent on the tickets," Room said, "but even on a $600 system, this is still less than $100. It makes it easy on the young married couple in the neighborhood who are trying to get a "life style" heavy, "our first" is $100,000 system, but haven't been able to accumulate a set of this size. So the show is coming in addition to the down payment, the house will practical to have his customers can pay for any installation or labor charges.

Fishing for the first version of the show, there's the type of house being run by Mike Trachtman by the Broadway Theatre, New York. Mike converted an unoccupied room into a listening room last summer, when here number 10, it was closed, "Miss Gene Bennett plays host to industrial and office groups (BMI) including the advertising and public relations audience and Miss Bennett, who has the tour as in the play's production. She is now directing the show, which is now the 30th week of the run. Many friends of the cast have come in for a demonstration, followed by coffee and sandwiches. Store and manufacturer personnel donate their time, and the manufacturers usually contribute toward the cost of refreshments.
NOW ON ROULETTE... THE ORIGINAL SMASH THE WHOLE COUNTRY IS TALKING ABOUT!

YOU TALK

TOO MUCH

JOE JONES

R-4304

CLIMBING EVERYWHERE
BILLBOARD ......... #33
CASH BOX .......... #21
VARIETY ........... #50

ROULETTE
## The Billboard Hot 100 - October 10, 1960

### For Week Ending October 16

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
<th>Record No.</th>
<th>One Week Ago</th>
<th>Two Weeks Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>34 44</td>
<td>Mr. Custer</td>
<td>Larry Verne, Era 2624</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>23 55</td>
<td>Chain Gang</td>
<td>Sam Cooke, RCA Victor 7160</td>
<td>9</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>11 12</td>
<td>My Heart Has A Mind Of Its Own</td>
<td>Connie Francis, RCA 10213</td>
<td>9</td>
<td></td>
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<tr>
<td>4</td>
<td>60 18</td>
<td>Save The Last Dance For Me</td>
<td>Les Paul &amp; Mary Ford, Decca 2467</td>
<td>6</td>
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<tr>
<td>5</td>
<td>4 21</td>
<td>Twist</td>
<td>Chubby Checker, Parkway 111</td>
<td>11</td>
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<td>6</td>
<td>5 50</td>
<td>A Million To One</td>
<td>Jimmy Charles, Promos 85</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>9 91</td>
<td>So Sad</td>
<td>Everly Brothers, Brunswick 5451</td>
<td>13</td>
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<tr>
<td>8</td>
<td>13 15</td>
<td>Devil Or Angel</td>
<td>Bobby Vee, Liberty 1929</td>
<td>11</td>
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<tr>
<td>9</td>
<td>14 23</td>
<td>I Want To Be Wanted</td>
<td>Brenda Lee, Decca 3100</td>
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<tr>
<td>10</td>
<td>11 8 7</td>
<td>Kiddio</td>
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<td>11</td>
<td>7 6 3</td>
<td>It's Now Or Never</td>
<td>Elvis Presley, RCA Victor 1979</td>
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<td>12</td>
<td>8 7 6</td>
<td>Walk Don't Run</td>
<td>Ventures, Duotone 20</td>
<td>19</td>
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<tr>
<td>13</td>
<td>19 33</td>
<td>Let's Think About Livin'</td>
<td>Bob London, Warner Bros. 5734</td>
<td>6</td>
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<td>14</td>
<td>10 12</td>
<td>Theme From The Apartment</td>
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<td>15</td>
<td>21 22</td>
<td>Three Nights A Week</td>
<td>Pat Doucet, Imperial 5687</td>
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<td>16</td>
<td>13 17</td>
<td>Pineapple Princess</td>
<td>Amoeba, Viva 265</td>
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<td>17</td>
<td>19 19</td>
<td>You Mean Everything To Me</td>
<td>Nell Sedaka, RCA Victor 7581</td>
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<td>18</td>
<td>23 47</td>
<td>Don't Be Cruel</td>
<td>Bill Haley &amp; Comets, 18 9204</td>
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<td>19</td>
<td>22 37</td>
<td>Diamonds And Pearls</td>
<td>Frankie Avalon, Capitol 5140</td>
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<tr>
<td>20</td>
<td>16 17</td>
<td>The Same Old Story</td>
<td>Brook Benton, Mercury 7645</td>
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<td>21</td>
<td>26 27</td>
<td>Lucille</td>
<td>Everly Brothers, Warner Bros. 5741</td>
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<td>22</td>
<td>25 26</td>
<td>Never On Sunday</td>
<td>Don Costa, United Artists 254</td>
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<td>23</td>
<td>18 15</td>
<td>Dreamin'</td>
<td>Johnny Burnette, Liberty 5622</td>
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<td>24</td>
<td>59 94</td>
<td>Georgia On My Mind</td>
<td>Johnny Cash, ABC-Paramount 1015</td>
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<tr>
<td>25</td>
<td>20 16</td>
<td>Yogi</td>
<td>Try Three, Shell 700</td>
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<tr>
<td>26</td>
<td>41 53</td>
<td>Sleep</td>
<td>Little Willie John, King 5394</td>
<td>6</td>
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<td>27</td>
<td>61 71</td>
<td>Twistin' U.S.A.</td>
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<td>28</td>
<td>28 18</td>
<td>Mission Bell</td>
<td>Donny &amp; The Herron</td>
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<tr>
<td>29</td>
<td>44 66</td>
<td>Move Two Mountains</td>
<td>Jack Thompson, United Artists 243</td>
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<td>30</td>
<td>40 44</td>
<td>A Fool In Love</td>
<td>Sam Cooke, RCA Victor 7189</td>
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<td>31</td>
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<td>Volare (He Bui Di Pinto Di Blu)</td>
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<td>32</td>
<td>35 54</td>
<td>Run, Sampson, Run</td>
<td>Neil Sedaka, RCA Victor 5503</td>
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<tr>
<td>33</td>
<td>49 56</td>
<td>You Talk Too Much</td>
<td>Joe Jones, Roulette 4064</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Star Performers

- Hit parade of the greatest record progress on the Hot 100 this week indicates that 50,000 copies sold single version is available.
- Indicates that 10,000 copies sold single version is available.
- Indicates that 500 copies sold single version is available.

### Top 100 Titles

<table>
<thead>
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<td></td>
</tr>
<tr>
<td>2</td>
<td>50 46</td>
<td>If I Can't Have You</td>
<td>Eta Jones and Marvin, Chess 3108</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>47 45</td>
<td>Summer's Gone</td>
<td>Paul Anka, ABC-Paramount 10147</td>
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<td>Let's Have A Party</td>
<td>Hank Ballard, Capitol 5139</td>
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<td>5</td>
<td>37 40</td>
<td>(I Do The) Shimmie, Shimmie</td>
<td>Buddy Freeman, King 5737</td>
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<td>6</td>
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<td>Stay</td>
<td>Maurice Williams and the Shadows, Decca 85</td>
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<td>55 90</td>
<td>Artificial Flowers</td>
<td>Bobby Darin, RCA Victor 1979</td>
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<td>42 53</td>
<td>Malaguena</td>
<td>Cesar Cañero, RCA Victor 1330</td>
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<td>Hank Ballard, Imperial 5687</td>
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<td>I'm Sorry</td>
<td>Brenda Lee, Decca 3393</td>
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### Notes

- Hot Rod Over The Rainbow by Hank Ballard and the Midnighters, King 7166.
- Dean Martin & Jerry Lewis, Capitol 5138.
- Henry Mancini, Decca 2953.
- Jimmie Davis, Columbia 8578.

### Billboard Popularity Chart

- Top 100 titles indicating that 500 copies sold single version is available.
- Top 100 titles indicating that 10,000 copies sold single version is available.
- Top 100 titles indicating that 50,000 copies sold single version is available.

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**Copied material**
& TOMORROW'S TOPS

BEST BUYS

These records, all those on the Hot 100, have begun to
show NATIONAL sales breakthroughs within this week for the first
time. The records are recommended to dealers, jock hos. operators
and disk jockeys as having the greatest potential to go all
the way. Previous Billboard Spotlight Picks are marked (C).

POP

"TWISTIN' U. S. A." — Danny and the Juniors
(Kahil, BMI) Swans 4060

"SUMMER'S GONE." — Paul Anka
(Shan-Ju, BMI) ABC-Paramount 1047

"STAY." — Maurice Williams and Zodiacs
(Windsong, BMI) Herald 552

R&B

C&W — No selections this week.

R&B — No selections this week.

PETER GABRIEL

"Blue Angel." — Roy Orbison
(Al-Lite, BMI) Monument 425

"Let's Go, Let's Go, Let's Go." — Hank Ballard and the Midnighters
(Los, BMI) King 5400

HOTTIE BING & THE OUTSIDERS

"Summer's Here." — Leo Sayer
(Barclay, BMI) Barclay 7000

"Don't Be Cruel." — Focus
(Columbia, BMI) Columbia 4000

HAWKINS & THE MIDNIGHTERS

"Springtime." — Bobby Vee
(Southwest, BMI) Parrot 4000

REVIEWS OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS

OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

— Pop

JIM REEVES

"I Missed You." — (Tree-Champion, BMI) (2:30) — Jim Reeves wraps
his warm pipes around a pair of ballads and turns out two
fine sides. "I Missed Me" is tender and touching. "Am I
Loving You?" is also a fine tune, first cut by Reeves two
years ago.

RCA Victor 7800

HAWKINS & THE MIDNIGHTERS

"My Story." — (Pomper, BMI) (2:48) — you know me
100 WEL, (Tree, BMI) (2:33) — "My Story" is a simple
tale by Hawkins about a man who kills for greed and
meets a bitter end. The flip is a tender song sold
with a strength.

Columbia 4881

CONWAY TWITTY

"The Flame." — (Mon-Mom, BMI) (2:06) — wholeotta
shakin' goin' on. "The Flame" is a harmony
spin of Conway Twitty's story of love gone
badly. The flip is the Jere Lewis tune now
showing up everywhere.

MG M 12982

MUSIC PUBLISHER INFORMATION:

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

DAMITA JO

tune to the current Drifters' hit, and it's the best performance
by Damita Jo since "I Went to Your Wedding." Could be a smash. Flip is "Forgo." (Product, BMI) (2:35)

CHUCK GODDARD

"I Didn't Answer the Phone." — (Cedarwood, BMI) (3:04) — Here's another in the series of tragic records. The singer tells of his sorrow over the loss of a girl friend with outpouring pain. Dissing has a chance in the current market. Flip is "Entry into Life." (Cedarwood, BMI) (2:12)

THE DEMENSIONS

"Don't Take Your Love from Me." — (Wimpark, ASCAP) (2:40) — "Don't Take Your Love From Me" has been a hit on the West Coast for a while and is currently hitting the phonies.

HOBBY HYLAND

"My Heart." — (Harmony, ASCAP) (2:45) — "My Heart" is a simple
love story with no hope. Would be a good and quiet hit in most
markets.

Joy

THE ESCORTS

"Heart and Soul." — (Broadway, BMI) (2:37) — To the end, and it's all about a girl with a hot girl friend.

FRANKIE BRENT

"Randy's Got a New Girl." — (2:45) — Frankie Brent comes thru with two real oldies of two
record sides. He sells them with sincerity and a frantic
quality over backing with a beat.

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LOST AND FOUND

AM I LOSING YOU?

JIM REEVES
C/W I MISSED ME
47/7800
ANOTHER SMASH SINGLE
BY JIM reeves

RCA VICTOR
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

- Continued from page 45

**CHARLIE RYAN**

SIDE CAR CYCLE (W. Fowler, BMI) (2:47)—This is the new Hank Locklin (Coral) and is great country sound. Watch both sides.

* Four Star 1745

**KITTIE WELLS**

WHEN DO YOU LOVE ME (Moss-Rose, BMI) (2:52)—I CAN'T TELL MY HEART THAT (Aftermath, BMI) (2:41)—The great country girl has a new partner and a stylish combo are in this pair of strong winner balls. Both sides are well. Watch both sides.

Decou 31164

**JOHNNY AND JACK**

COUNTRY MUSIC HAS GONE TO TOWN (Warden, BMI) (2:40)—A really good side that hasn't been heard much is in this classic song.
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Loretta Lynn, accompanied by her husband-manager, Mooney Lynn, was a visitor at the country music desk last Friday (30) while in Cincinnati to play her newest Zecos recording, "Hearts-ache Meet Mr. Blues" b/w, "New Rainbow," both from their own pen. Since leaving their home in Canton, Wash., early in July, the Lynns have been in California, Texas, Arizona, Louisiana, Mississippi, Kentucky, West Virginia and Ohio. On September 17 Loretta appeared on "Grand Ole Opry" and the Eddie Hill Emerging Artists Program on WSM in Nashville, and September 24 played the California "Grand Ole Yonder" Jamboree, Wheeling, W. Va., for Gene Johnson. They are now on tour, with numerous stops scheduled, and hope to make it home to two weeks. Miss Lynn, who is the writer of "I'm a Honky-Tonk Girl," will this fall again work the Washington sector with her own four-piece combo, Loretta's Trailblazers.

Faron Young has covered Ray Price's "World So Full of Love," and two other Nashville country artists have been reported to have covered him on the flip of the "I'm a Bitter Bitv Singer." Sonny James is slated to cut his next Liberty session in Nashville, for the label's Nashville City, in October. Charlie Wright, Dallas agent, will arrive in New York on November 2 for the WSM country music festival to be held there November 4-6. Earl Thomas of the Tennessee city will bring a second show to the area November 12 in Spokane; Monroe, La.; Little Rock and Memphis . . . Ray Price and the Cherokee Cowboys are set for an October 13 date in San An- tonio . . . The Tutte Sisters, heard frequently on KLOW, are splitting for Carlos Harry's "The Frontiersman" show on winter "Dr. Craft," 6-0050. ROLL RECORDS by WAY sound! 27, Texas ada, where of "Grand Country Trailblazers," both from their own pen. Since leaving their home in Canton, Wash., early in July, the Lynns have been in California, Texas, Arizona, Louisiana, Mississippi, Kentucky, West Virginia and Ohio. On September 17 Loretta appeared on "Grand Ole Opry" and the Eddie Hill Emerging Artists Program on WSM in Nashville, and September 24 played the California "Grand Ole Yonder" Jamboree, Wheeling, W. Va., for Gene Johnson. They are now on tour, with numerous stops scheduled, and hope to make it home to two weeks. Miss Lynn, who is the writer of "I'm a Honky-Tonk Girl," will this fall again work the Washington sector with her own four-piece combo, Loretta's Trailblazers.

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1. THEM FROM THE APARTMENT (Milt) 12
2. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein) 3
3. IT'S NOW OR NEVER (Glady's) 2
4. FISHY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Picasso) 43
5. MISTY (Octave) 723
6. BECAUSE THEY'RE YOUNG (Columbia) 8
7. MR. LUCKY (Southside) 6
8. ONLY THE LONELY (Acuff-Rose) 8
9. VOLARE (NEL DUO DI PINTO DI BULLO) (Robinson) 10
10. CLIMB EVERY MOUNTAIN (Williamson) 11
11. MR. CUSTER (Bamboo) 9
12. DO RE MI (Williamson) 12
13. NEVER ON SUNDAY (Everett-Sinodore) 15
14. EVERYBODY'S SOMEBOY'S FOOL (Aldon) 13
15. MY HEART HAS A MIND OF ITS OWN (Aldon) —

**Reviews of New Pop Records**

*Continued from page 47*

**The Dancing Sound of Richard Wold**

*The Girl in the High School Band* — This little number has a waltz feel to it, with a lady singing on the band, and it's a song about a girl who wants to leave from home. (Aldred, BMG) (2:15)

**Kitty Ford**

*I Love You, Conrad* — JABO 78533

**The Four Aces**

*Take Me Home, Country Roads* — Have you ever wanted to walk home and sing along to the rhythm of this song? It's a perfect fit for a quiet afternoon. (Aldred & Son, BMG) (2:15)

**Vivian Blaine**

*Let Me Be* — A Zephyr(2:15)

**The High School Rhythm Band**

*Let's Do It Again* — This is a great anthem for any high school student, singing about the joys of school life. (Aldred, BMG) (2:15)

**The Dancers**

*It's Never Too Late* — This is a perfect song for dancing the night away with friends. (Aldred & Son, BMG) (2:15)

**The Four Aces**

*Take Me Home, Country Roads* — Have you ever wanted to walk home and sing along to the rhythm of this song? It's a perfect fit for a quiet afternoon. (Aldred & Son, BMG) (2:15)

**The High School Rhythm Band**

*Let's Do It Again* — This is a great anthem for any high school student, singing about the joys of school life. (Aldred, BMG) (2:15)
Tulsa State Fair

**Grandstand, Collinens, Run Way Ahead**

By CHARLIE BYRNE

TULSA, Okla. — The Tulsa State Fair went to an all-time high today on the last day of its seven-day run here Friday (7) with an excellent attendance, setting a new all-time attendance mark.

Thus Thursday (6), next to the first few years of the fair, has played host to 557,281 patrons. This far surpassed last year's 432,994 point. With Friday's crowd, which was a big one, added to the 557,281, the all-time record of 610,629, set in 1958, was almost a certainty.

Ideal weather prevailed throughout the entire run and, as a result, grandstands were crowded a per cent hike over last year, when the show was last here. Of the bill this year were Art Swomon's T-Ridell the first two days, wrestling a one day, hot rod races, one day, motorcycle races, one day, suicide car races, one day, Thursday auto and races in two programs on the final day. Partic-ularly good were the odditates after the grandstand show.

Albino "Ice Cat," known as being the only one breaking any records in the Pavilion show was from 5 to 6 per cent ahead for the first eight of the 10 performances. Clarence Lerner, management states that the advance sale for the fair was below last year but they had more than million dollars in take-up.

On the midway the William T. Cutts Shows were a big hit. By Thursday night, with one more full day to go, the rides and shows had already surpassed last year's total. The two kids' days run were big and thousands will come to see the ride grounds.

Bell Park, the permanent ride location, here, was up 40 to 50 per cent over last year. Lester reported that the fair was much improved this year, when it acquired the right to use the grounds of the International Petroleum Exposition. A thru an agreement with IPE, the permanent rides of the all show, which is staged each four of the five years, will ail itself of some of the fair's property.

Thru this agreement, the fair ac-quired a building, which it completely referred, what it used as the building in Texas, a commercial exhibit area, the California Build- ing, and the Junior Building. Another smaller building was added to this year as a baby-sitting quarters.

Now on the fairgrounds itself was not improved as much as the pavilion, and operated by the FFA and a new 100 foot roof of the Pavilion (Coliseum), which was black for years, was painted this year which greatly improved its appearance.

Always noted for its livestock shows this year had close to 15,000 head on the grounds from 8,000 county shows vying for premiums $65,170.

**OKLA. CITY FAIR SMASHES RECORD**

Counts 455,671 for New Mark; Royal American Hits New High

OKLAHOMA CITY — The 1960 edition of the big Oklahoma State Fair did it. After six years on its new fairgrounds, years that were consistently cluttered by rain, the event filled the remaining days this year and did it by a wide margin. And, in addition, most everyone who pointed the grounds showed an increase.

Wednesday, veteran manager, with a city Oklahoma crowd, admitted that during the eight day run that wound up on Saturday (10), 455,671 people had come to the fair. This topped the previous 429,550 set in 1956 and eclipsed last year's rainy run when 312,390 passed thru the gates.

In addition, four new single-day marks were established. Opening day saw 38,196; Monday; (26), city kids day had 96,460; Friday (30), 106,311; and on the final day a new closing day mark of 63,140 closed the fair.

Royal American Shows, the world's oldest, had its Saturday break all past records due to the big attendance and a strong fair with a local supermarket. The Barnes-Carruthers night grandstand, according to Baker. Frank Winkler auto races, the even afternoon and one evening, brought in receipts that far surpassed any recent fair. This is outstanding attendance this year was a huge civil and armed forces show and a huge sum exhibition.

The civilians, made up of many clubs from far distant points, aug-mented by Army pacificators, pre- sented a free show every day from 10 a.m. to noon, including stunt and mam jamboree. As Baker put it, "It was the biggest high act ever."
Little Rock Goes Ahead Despite Rain
Todde Rodeo, Free Grandstand Cliffs; Royal American Up

LITTLE ROCK—The Arkansas livestock exposition was having a good run here last week along rain on two days due to the weather. Attendance, Senator Clyde Byrd, manager, said despite the rain, the gate count was even to a little ahead of 1959 Thursday through Monday, fourth day of the fair.

Turnouts at the attractions were very good. The Homed Todd rodeos in the Coliseum, augmented by tots and other talent, was getting good crowds. Heading up the list were Robert ("Wagon Train") Horton, the Ben-Hor Charlot Team and Barbara Austin.

In the free grandstand, which was getting capacity mud meetings, was the Tommy Dailey comedians. Tommy Dailey and Candy Candido as ers. The featured was also being held in the open-air arena.

Royal American Shows, the regular midway attractions here, were up 3% per cent for the first four days with 7,000 to 8,000 the big Saturday yet to come.

Detroit Club Meets Oct. 10

DETROIT — The Michigan Showmen's Association will sponsor a bowling team at its part of its weekly meetings here October 10, the first meeting of the fall October 10. The main highlights for the meeting will be the discussion of the classrooms in favor of new quarters. Plans for additional showmen's shows are also under consideration as is sponsorship by the Little League baseball team next season.

Alabam State Fair Winning Rain Battle

BIRMINGHAM—The Alabama State Fair fought some rain here last week but by the week's end weather in its favor. The fair continued through Thursday (6) running a little longer than expected. Total receipts to that point were topping last year's by an estimated $6,000.

The last show was rained out Wednesday evening and more rain fell Thursday but did little damage. The fair was operating for its second year with a State and this year had tightened in fisheye.

The night show was a Barnum & Bailey Circus sponsored by television names. On Monday, Feb. 19, "Redhead" was starred by Pecos Bill, Bud Rossi, "Fuzzy" (Fuzzy) Diamond was starred by Bob "Bucko" and "Jelly" and was starred by Bud Rossi and also did matadors, Doe ("Joey King") Duran was in for Thistle ("Thistle"), Conors on Friday night. The final show on Saturday was the Fantom Hoss and Little Joe from "Barnum & Bailey."

In addition the fair had two free acts, Great Seacliff, sway pole act, and the Eyegon Brothers, high act. One of the biggest attractions on the grounds this week was the Pentadome, the largest air-supported structure in the world. It towed seven stories above the fairgrounds. Shows were done well on the midway and running ahead of 1959.

Midway Ops., Bookers Eye Canada Fairs

CHICAGO — Carnival and fair attraction officials will have their eyes on Canada during the next few weeks as both the Chicago Convention and the circulation of Exhibitions, (A Circuit) and the Western Canada II Fairs Association sign their grandstand and midway shows, which will run from September 18-20 in the Garry Hotel, Winnipeg, with the midway committee meeting on October 18 where the details of the shows will be heard on October 22 and midway submissions on October 26.

FREDERICK, Md., Scores Fine Week With Fair

FREDERICK, Md. — Great attendance continued at the fair run for the five days ending Saturday (1). Final reports and statistics are pending, but indications from all indications the results will be very good.

Grandstand program consisted of harness racing in the daytime and the evening. A feature of the evening was Jack Kochman's thrill show playing twice on Sunday. Both performances were successful. There was also a select set of two shows featuring the fair. Weather was good all week except for a lock-down Thursday, first of two kids' days. The promotion was doubled up on Friday with good results, Secretary Ward Hensley reports. Announcements of America's Voice for Saturday was

(Marks Breaks Middle Ground At Salisbury)

ORANGEBURG, S. C. — All time middle grounds for the fair in the state were set by the Marylander from Salisbury. The engagement by Marks Show. The gross climbed in proportion with the time which was $7,500.00 in 1959. This year the gross reached $47,000 by Sunday night (23), and Saturday's $8,000 made it a new record. Midway put down 30 rides, 18 shows and some 66 concessions.

Atlanta's Gate Down Only 5,000 in Rain

ATLANTA—The Southeastern Fair, a hit by rain on several occasions, was definitely hit by rain. There were reports of at least 9,000 admissions for the first eight days and the general admission box office reported them. The show was continued the rest of the day, the run was considered a good one by Coleman.

The featured grandstand attractions at this year was a long list of country and western names headed by Jack Hyles and his "Hondo". Another top attraction was "The Crazy Onions". The fair ran from Thursday (7) the eighth day, 260,710 people had come through the gates for this year's event. The gate was for 640 last year to the same point. The all-time record run was reported Thursday and the rest of the day, the run was considered a good one by Coleman.

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Dallas Fair Kicks Off 75th Run With 'Drum, Horns, Full Capades'

DALLAS — The State Fair of Texas opened its 1960 Diamond Jubilee Exhibition, celebrating the 75th anniversary of the fair since October 15, Thursday (5). The Texas exhibition has been running 16 days thru Thursday, October 21.

Two major events of the fair were celebrated at the exposition itself. "Flower Drum Song," Rodgers and Hammerstein musical, will have the show of 24 per cent. The State Fair Music Hall, 8:30 p.m. Friday (7), and the State Fair House Show featuring Arthur Godfrey with his radio shows, "Goldie," in an exhibition of dressage riding, will also get under way that night in the Livestock Coliseum. The "Tornado's," the second edition of the John Harris extravaganza, will open Saturday afternoon (7).

The show, brought by Clarence Peru, will have 25 performances at the Ice Arena.

"Flower Drum Song" had an exciting feature and was opened with an advanced comparison to the "The Magic Flute" of operas. The show opened with a $275,000 gross after taxes.

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"Sway-0-com" by Freddie Woods, was starred by Los Angeles, "The Flying Wall" by a group of "swingers" who is also a "blue" act.

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Carnival booths were shown in "phantom" by CLL Wilcox, who will have a slide ride and a Round-Up in action. Shows include Charlie Taylor's Circus Club Revue, Mike's International Revue, McCaskill's Palace of Illusions, a monkey show, snake show, girl show, pinhead, etc.

On the midway the permanent rides here were topped last year, and the Gooding Amusements Company's Big State fair unit, headed by M. Eliff, was operating, excellent business despite the weather.

Department of Commerce, Secretary of State, State Fair Commission.

MACON, Ga. — Beers-Barnes Circuit showed wines that had been wintered at Macon.

Agent George H. Christian was here March 15, and it may be observed that wines that have been wintered at Macon, another site will be chosen and not the first site up by 15 next year.

Four recent dates along the Louisiana and Mississippi Gulf Coast were satisfactory, three early "ever-open," the first time to show free-to-fair-ends. Only good wines were Rayville, Colonia, Village Platte and New Roads. Illinois hit the show along with hurricane rains. Only good wines were Rayville, Colonia, Village Platte and New Roads. Illinois hit the show along with hurricane rains.
NEW YORK — South American circus operator Sam Balckerman has sold his New York last February, the company's annual business. During which the company will be acquired by equipment for Cavendish, Vermont. The spot is operated by Balckerman and A. J. Borger, who owns the Vermont property.

Balckerman was active at Sarvin Rock, Coney Island, and in Davenport, when he became involved in a Vermont fair 23 years ago, and he's been there ever since. It was on the outskirts of town when he opened the fair in 1960. Now it has been enclosed by the expanding community which numbers more than 100,000 residents, and the compact fun area is even more crowded than before.

Open Sundays, Saturdays
Coney Island is open only Saturdays and Sundays behind the boardwalk and front gates. There is no unusual aspect, however, and the operation continues 12 months a year. There is a no-cost company maintenance program, augmented by part-time ride help.

Promotional activities around Free-one-hour vehicles are offered with weekly changes of attraction vehicles have free ticket offers, which are opened at different times of day, and other needy cases. The park corporation owns all facilities, but in 1960, paid gate, Balckerman noted that many of the people who came on any single day when the search provided a公园的 particular interest, the park repeatedly draws more people than the local parks and ball parks.

Recent years the saw the addition of the Safari WM Mouse, Hot Rods and Junior Hot Rods. Also added was an Italian Ferris Wheel which had two directions, the result of being installed on a turntable. Story of 1962, a 1,000,000,000 people are expected in 1964 and 30,000,000,000 in 1965.

Estimate of total construction is about $2 million for the next season. Balckerman & Clark, construction engineers, and the estimates of total revenue of $500,000,000 is over the amount of Martin's Wild Animal Park. The fair corporation has already proposed the construction of a new outdoor section, totaling over 1,000,000 square feet to 25 exhibitors in the industrial area. They are actively engaged at present with eight more exhibitors to be included, 200,000 square feet. In the transportation area for 15 acres comprising over 500,000 square feet have been received and tentatively approved. More than 50,000 square feet of space have been tentatively allocated to States, number of advertisements have been received from foreign governments.

First-day applicants for space have included American Gas Association, American Telephone and Telegraph Company, Eastman Kodak, General Electric, IBM, Singer Sewing Machines and P. Ballantine and Sons.

Boothburns; Won't Be Rebuilt
WINDSOR, N. C. — Boothburns Park. which had its origins which destroyed the town, has been scheduled for the gates, gift shop, Arena, Little theater, and service functions. Loss was estimated at $15,000, and was not covered by insurance. The confirmation is under official investigation.

Boothburns was operated by Larry Salyer, and Jerry Booth both knew in connection with the "Jingles of Boothburns" show on KCLW-TV, which had been scheduled for the opening of an area. The park, was set to be re-opened in the loss of the space, and was now being re-opened, and all creditors will be paid in full, Salyer said.

Plan Arena Vote
CARMAN, N. Y. — Town council has given second reading to a bill of state aid for the construction of a sports arena.

The bylaw will be submitted to the voters for approval, and the bill will allow the town to make $60,000 grant to the Dauphin Agricultural Society for construction of the arena.

Dutch Village Fecale Highlights Danbury Fair
DANBURY, Conn. — Attendance at the Danbury Fair, which was running 14 percent behind 1959 thru midweek but it was still better than any other year in recent seasons. Last year was a record one, with 1,031,108 visits and a nine-day total of 1,575,958.

The fair got off to a strong start Saturday (1) when 693 persons came for the four-day period. There were 2,225 tickets sold on opening day and 40,965 on Sunday night. A change in the compacting layout on Saturday, says R. L. Gilmore, the show's chief executive, is the more impressive when it is noted that this is strictly an outdoor fair; the place is cleaned out twice a day over the nine days by Manager John Lesby convinced him not to battle with the weather. It was expected that the fair would be a hit this season, but it has not stirred in fictitious atmosphere. The fairs are jammed with picnics and parades, a major-sized playground, free daily entertainment, and various events on weekdays. Feature is Ward Thomas' White Horse Troupe.
Land of Colossus Principals Have Theatrical Experience

SANDY HOWARD, PRESIDENT, and other principals of the proposed "Land of Colossus" were introduced to the residents of this city at the annual dinner meeting of the Woman's Yacht Club at the new site at Pontona Sunday (0). The events featured stout men in action striking Colossus, who have been selected as "The Wonderful, $2,500,000,000,000" of the event.

The company includes Harvey Berhard, director; Zev Berhard, director; and Bill Doll, director. It also plans to produce 700,000,000,000 a year to the United States featuring attractions similar to those at Colossus. The show is expected to be known as "Colossus."
Allentown, Pa. — In addition to the usual features, the Greatest Allentown Fair extracted nearly $150,000 in revenue in its initial try at running nine days. Income exceeded $200,000 for the first time, despite a decline of entry in each of the first five years under the general manager, Robert Erickson, who described the $190,000 achieved in 1959 as "a great start." Another benefit accruing to the fair this year is its saving of $2,800 on the 5 cent tax on $500 admissions. Last year the city's movie houses threatened to close down unless they could have the tax and the city relented. But it forgot about the fair. As a result, $6,941 was paid on 25 cent midway admissions and $3,500 on front-gate tickets.

This year the fair and midway escaped paying these tax sums because the tickets were attached on sale over 85 cents. The grandstand yielded some $4,500 in this year, 1959.

The fair's official attendance exceeded the 1958 attendance by 30,000, but figures recorded show some increase in attendance, but figures recorded show some increase in attendance. The fair was operated without a paid gate, and according to the manager, who made the figures public for the second time free.

The chart below shows the attendance figures for each of the last five years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance (thousands)</th>
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<tbody>
<tr>
<td>1955</td>
<td>400,000</td>
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<tr>
<td>1956</td>
<td>420,000</td>
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<td>1957</td>
<td>440,000</td>
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<td>1958</td>
<td>460,000</td>
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<tr>
<td>1959</td>
<td>480,000</td>
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The fair's officials say the 1959 attendance is the highest ever. The fair was operated without a paid gate for an estimated 30,000 people.

The fair's officials say the 1959 attendance is the highest ever in the fair's history.

**LAST FALL RUN**

**Bakersfield Calif., Fair Draws Record 218,753**

Bakersfield, Calif. — Playing to its usual standing-room-only capacity, the Kern County Fair set a new attendance record of 218,753 during the seven-day run ending Sunday (3). Robert King, secretary-manager, said the event attracted 18,753 June 19-17 next year, adding two days to the record. Last year's was 214,796.

**Central N. Y. Fairs Meet This Month**

Owego, N. Y. — The Central New York Fair Association will meet at the Syracuse Hotel in Syra- cuse on Friday and Saturday, October 21-22. Executive committees will meet Friday evening and the regular association meeting will be started at 10 a.m. the following day.

Carl E. Cisby, of the Tioga County Agricultural Society, Owego, is secretary.

**1961 CAVALCADE OF FAIRS EDITION**

The Big Annual Edition That Year, After 1961, Becomes More Important To The Fair Managers And Board Members, Thru Wide Distribution To Key Personnel In The Exhibition, Carnival And Attrac- tion Fields.

The number of Exhibitors at Fairs continues to grow every year. More manufacturers and distributors are effecting changes in their products, reaching the Farm, Industrial and Consumer Markets thru this powerful medium.

A copy of the 1961 Cavalcade of Fairs Edition will be sent to a select list of manufacturers and their agencies having national distribution and are definitely interested in reaching this above markets.

Every Outdoor Subscriber will receive a copy at the time of publication and any queries or contributions which are submitted at this time, will be included in the next edition of the Cavalcade of Fairs Edition.
ATLANTA MUNICIPAL AUDITORIUM
Atlanta Seeing Japanese; Books Hobbs Shriver

ATLANTA, Ga.—The “Japanese Spectacular” October 16-20. . . . Lincoln's Pershing Municipal Auditorium has had its rehearsing American for November 2. . . . Harold West report on the Lafayette Municipal Auditorium will have "Please of His Command" for January 27. . . . at the cheaper prices. . . . Hoffman, Prima Ballerina on October 31. . . . Indoor go-kart races will be operated at the Olive Springs Arena again this season. One set for October 22. Next night has Roy Conn's "Concert in Surrey" in the Sports Arena, and the Shadow Circus will be there for October 26-29. Klisnius Trip is booked for October 30. . . . Long Beach Municipal Auditorium will have the U.S. Navy on October 28. . . . Wednesday night is Bader the King (Mice) Civic Center Tuesday (11). There are over 30,000 in attendance at the show. . . . McCann in November. . . . Mae Hong has joined the Harlem Globetrotters and advertised in. She has been with six circus, big white and other companies. In the past.

Cal Smith Outlines Season
Booking for Mayo Auditorium

ROCHESTER, Minn.—Opens its winter ice season at Mayo Civic Auditorium Tuesday, December 1 with a minimum of 300 hours. The Rochester Mustangs Hockey Association, C. Del Rio as opponent, will play 12 home games at Mayo. Building Manager Cal Smith reports that they have just completed installation of a changeable letter sign on the theater marquee to herald events at the theater and arena. Now is an All-See-liming sound system in the theater. It is equipped to handle tape recordings as well as a regular channel broadcast. The Civic Auditorium Concert series includes Ballet Espanol, October 29; Festival Quartet, January 28; and a number of other events. The building also will see the Metropolitan Symphony Orchestra November 15, January 24 and March 21. Columbus Boys Choir is booked for December 9. Harlem Globetrotters will be in the arena November 6.

Central Wash. Fair Attendance Up 35%

YAKIMA, Wash.—Attendance was up 35 percent over last year—total of more than 140,000 at the Central Washington Fair, which ran from October 2 to Friday (8). J. Hugh King, manager, disclosed.

The fair used its new grandstand this year for the first time, with Guy Michael heading the show with 14 year-old Gimmy Tiz. Woo Woo Stevens, with Del Rio as opponent, will play 12 home games at Mayo. Building Manager Cal Smith reports that they have just completed installation of a changeable letter sign on the theater marquee to herald events at the theater and arena. Now is an All-See-liming sound system in the theater. It is equipped to handle tape recordings as well as a regular channel broadcast. The Civic Auditorium Concert series includes Ballet Espanol, October 29; Festival Quartet, January 28; and a number of other events. The building also will see the Metropolitan Symphony Orchestra November 15, January 24 and March 21. Columbus Boys Choir is booked for December 9. Harlem Globetrotters will be in the arena November 6.

Show Tents
Manufacturers of Concession Tents
Mary-Gee-Round, Cookhouse Tops

ACE CANVAS CORP.
101 Green St.
Jersey City, N. J.

SHOW TENTS

LARGE TENTS FOR FHIT or Sale

Y. H. Bilfield, Manager
FARGO, N. D.

CANDY APPLE MAGIC

SHAKES THE BEST CANDY APPLE FOR THE LOWEST PRICE

W. B. LAW, Proprietor
212 West 31st St.
Richmond, Va.
CIRCUS TROOPING

Ringing Wins Record Gross At Dallas Date

DALLAS—Before the Ringling Bros. and Barnum & Bailey Circus traveled to Dallas, the
town, the Ringling Bros. and Barnum & Bailey Circus was in New York, where it
was reported that the company had grossed $11,900,000 in the past season.

The company has been touring the South and will be in Dallas for a week before
taking the circus to Houston, where it will perform for a week.

New 496,000 Gate Scored At Richmond

RICHMOND, Va.—The nine-day Virginia State Fair wound up last week with a
good showing. The fair was held in Richmond and was attended by more than
400,000 people.

The fair featured a variety of attractions, including a circus, a rodeo, and a
variety of fair rides. In addition, there were numerous exhibits and displays,
including a display of antique cars.

Final day Saturday (1) brought
$5,500 persons to the grounds for the final day of the fair. First Saturday had
done a reported $7,000 at the Strawberry Hill Fair.

Ringling Bros. and Barnum & Bailey Circus

MAMMOTH Pt. NO. 1, San Francisco, Calif.

CIRCUS TROOPING

November 10, 1960

BY TOM PINKINSON

TOM PACKS IS LING UP a strong promotion for his 1961
City engagement which opens November 18 and he also is busy
framing plans for the St. Louis Fireman's Rodeo, which opens
November 15.

The city program will feature the Ringling Bros. and
Barnum & Bailey Circus, which will be in St. Louis for a week.

The circus will be followed by a series of other attractions,
including a rodeo, a pet show, and a variety of other entertainments.

The mayor of St. Louis, O. J. Dewey, has been actively
promoting the circus and other events, and the mayor has
promised to give the circus a warm welcome.

The mayor also has promised to give the circus a warm
welcome when it arrives in St. Louis, and he has promised to
see that the circus is given a warm welcome.

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promised to see that the circus is given a warm welcome.
Dick Mueller Opens Own Eat Gear Biz

ST. LOUIS—Dick Mueller, new owner of the St. Louis National Distributing, 532 East Market, has announced that his operation is under way. Mr. Mueller has a complete line of equipment and supplies for eating and drinking bars, and is affiliated with the Freshway Distributing Co., formerly with the C. B. Frank National Distributor, where he handled account surveys.

Freedonland

Continued from page 52

... practices but spending greater... the stockholders' concern over the direction taken by the operation is easily understandable. Zekoski... mistakes in the price sheets were cost-cutting wherever possible... some of the Andes customers cannot be recalled — construction cost $27,000,000, which exceeded expectations by $4,700,000. Civil... and other guilds extracted a total... with carpenters earning $400-$500 a week during the closing period on the site, etc., until the overhead schedule.

Robert L. Smith, executive vice... Robert Roosevelt Field, the big Long Island shopping center, is functioning as park manager. This... confirmed plan to retain another. Milteo... he proceeded somehow... the designer to leave the post while retaining his stock, but premature announcement in a syndicated newspaper... compelled him to stay on, it is said. The closure/opening matters are for a president, not a manager.

Freedonland has been... a Saturday-Sunday schedule for the past few weeks. Some patrons arrive... in the middle of the fact, and are let in to wander around for a quarter.

Waterloo

Continued from page 52

Art B. Thomas Shows on the midway... in fee for second year on the first Sunday of the season here... registered a 25 per cent increase... the net deficit.

Just fair business was being piled up in the Hippodrome, attraction... for the Congress. Kersh reported... the Kansas City Rodeo Kids were the lure the first three days... in the city. Manager Hull... for the remainder of the run was a Cripple Creek, Colo., act, and the Fontaine Sisters.

Kish had to take a little time... and it was scheduled for Sunday (2) when his wife presented... in the addition.

Exhibit space were excellent... and many of the buyers were already talking about increasing their area for 1961.

League

Continued from page 32

... and three past-presidents... Joe Kortz and Maurice (LeRoy) Ohrer, Rev. Marcel Lavoy delivered the invocation.

Plans for the convention were announced by Shemilt, who urged reservations be sent in for the "Glasgow" tour... shut down hotel... the convention schedule are the mental... the entire open house and the annual meeting.

It was announced that the members... passed away since the last meeting in the spring.
IN MEMORY OF

JAMES E. STRATES
A MASTER SHOWMAN
A BENEVOLENT EMPLOYER

NICK BOZINIS
PAUL T. THEODOROPULOS
Eddie & Bob Keck
Roland J. Smith
Mr. & Mrs. Howard Parker
Otto Stonecipher and Son, Ronald
Mr. & Mrs. James Thompson
Mr. & Mrs. Thomas MacNeill & Family
Mr. & Mrs. Roy Peugh
Mr. & Mrs. Charles Gutermuth
Red Kelley
Gifford and Marquereite Ralyea
Mr. & Mrs. James Yotas
John & Ann Asel and Family
Wayne & Desa Kingsley
Al & Inez Campbell
Jack & Henrietta Decamro
Ernest Delabate
Mr. & Mrs. L. D. Powers
Mr. & Mrs. Jack Neal
Jack & Bonnie Norman
Gay & T. W. (Slim) Kelley
Whitney Sutton
Edmund Patso

BERTHA (CYP) McDanials
ROSS LYONS & Pagan Jones
FRANCES (Fournier) Braunstein & Ben
Mr. & Mrs. Ed Ebseen
Mr. & Mrs. Charles Tedtmann
W. C. (Sammy) Sneed
Bill Canavan
Dorothy Anderson
Mary Skipper
Pat & Walter Cox
Julia & Gene O'Donnell
Mr. & Mrs. Maxie Hermann
Roy Cooper
Jake Shapiro
Red Hill
Ernie Mosher
Bill & Jean Reed
Dick LaGrou
Ben Hoff
Bert & Marie Pettus & Family
D. H. Illario
Al, Bedroff & M. Shapio
Adele & Starr DeBelle
Mr. & Mrs. W. S. Pasterczyk
Mr. & Mrs. Sam Applebaum
L. Bach

Final Curtain

ADAMS—William J. (Rock), 78, father of Johnny Adams, Mobile, Ala., carnival worker, September 28. Survived by two sons, Johnny D. and Wm. A.; three daughters, Mrs. Helen Dykes, Mrs. Dorothy Williamson and Mrs. Nettie McRitchie; a brother, Henry, of New Orleans, and a sister, Mrs. Nettie Davis, New Orleans.

CROFT—Jake M., a member of the Miami Showmen's Association, September 23. Burial was in Woodlawn Cemetery, Miami.

DEMING—Olive, 77, former circus musician, September 22 in Jonesville, Wis. He played baritone with the Wistar Bros. Circus in 1900 and 1901 and was also with most of the major circuses of 40 or more years ago, including Gollmans Bros., Ringling Bros., Forepaugh's and Selig. Interment in Eastlawn Cemetery, Beloit, Wis.

FINNEGAN—Harry, 68, operator of orange juice stands at Eastern fairs and celebrations, September 24 at the New Jersey State Fair, Trenton.

FRANCHES—Nicky, 40, circus clowns who also performed in TV, films and night clubs, September 28 of a heart attack at his home in St. Petersburg, Fla. Nick was a native of Paris, France, he was born George Franclain into a family which for four generations had produced professional clowns. Francis moved to Kirkville, Mo., at an early age. Francis once was a member of Cole Bros. Circus. He appeared for five years on the network TV show, "Super Circus," and also appeared in several films, including "The Great Train Robbery." He leaves a wife, Georgia.


(Continued on page 61)

In Loving Memory of

JAMES E. STRATES
Dedicated by his mother, wife, son, daughters, daughter-in-law, sons-in-law and grandchildren

GRANDMOTHER STRATES
MABEL F. STRATES
E. JAMES STRATES
PHYLIS STRATES
ONALEE E. JONES
FRANK AND THEODORA NEMIA
LEE AND ELIZABETH ALEXANDER
LEE AND GLORIA JONES
WILLIAM H. JONES, JR.

GRANDCHILDREN
ROBIN, J. J. AND JIMMY NEMIA
JAMEY AND MATTHEW ALEXANDER
SUSAN AND JIMMY STRATES
LAURA AND ELIZABETH JONES

In Memory of Our Boss and Friend

JAMES E. STRATES
JACK NORMAN
BONNIE NORMAN

In Loving Memory of My Dear Wife

CLEONE IRMA CROWE
Passed Away October 10, 1953
Gone But Not Forgotten
JAMES E. CROWE
Husband

In Loving Memory of

Billy Rosen
Who Left Us Oct. 3, 1959,
You Will Forever Be in Our Hearts.
FATHER AND MOTHER
JOE and ETHEL ROSEN

In Memory of

A GREAT SHOWMAN

JAMES E. STRATES

JEWEL TRAVERS
ALLAN A. TRAVERS
THOMAS NEMIA

In Memory of

Thomas Neill
Dedicated by his mother, wife, son, daughter, brother, sister, and nieces

GRANDMOTHER NEILL
ARTHUR H. NEILL
A. L. KITTEL NEILL
ROGER S. NEILL
"THE GUNFIGHTER"
FRANK NEILL
JAMES NEILL
PIERRE NEILL
KATHERINE NEILL
MILDRED NEILL
NINA NEILL
SUSAN NEILL
"THE RED RIVER"
"THE GREAT TRAIN ROBBERY"
"THE GUNFIGHTER"
"THE WILD WEST SHOW"
FRANK DEAN
"THE GREAT LIGHTNING"
"THE TERRIBLE TIGER"
"THE BLACK CAVIAR"
"THE LANDLIER"
"THE YOUNG REBELS"
"THE RIVETING STORY"
"THE WILD WEST SHOW"
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"THE YOUNG REBELS"
"THE RIVETING STORY"
Carnival Routes

Alamo
-1
Thomason Wardell,
400 127th EAST
Or
"Jos,
17.22.
Mo.
RADIO,
-CONDITIONED
Cochran,
AVENUE PHONE:
YORK -22.
Sima;
Gen.
Endy,
Clyde
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John:
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Room
Wickland
-17.

Circus Routes

Carson & Barnes - "Leonas Hill;

Clyde Beauty-Colo Bros: - "Buster

Deline,

Deline,

Hagen Bros; - "Back Leafy;

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King Bros: - "Dandy Kelly;

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Mitzi Mill: - "Buck Daddy;

Ony Smith; - "Queenie Jones;

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Olive, Tenn.

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Circus Routes

Carson & Barnes - "Leonas Hill;

Clyde Beauty-Colo Bros: - "Buster

Deline,

Deline,

Hagen Bros; - "Back Leafy;

Hagen Bros; - "Back Leafy;

King Bros: - "Dandy Kelly;

King Bros: - "Dandy Kelly;

King Bros: - "Dandy Kelly;

Mitzi Mill: - "Buck Daddy;

Ony Smith; - "Queenie Jones;

Ony Smith; - "Queenie Jones;

Olive, Tenn.

JTO.

Alamo
-1

Thomason Wardell,
400 127th EAST
Or
"Jos,
17.22.
Mo.
RADIO,
-CONDITIONED
Cochran,
AVENUE PHONE:
YORK -22.
Sima;
Gen.
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CARNIVAL CONFAB

MAE and Jody Miller, who have had their two girl shows and Parade of Stars on the midway of William T. Collins Shows this season, report good business throughout the week in Lincoln, Neb., and Tulsa, Okla., the best spots of the season. Mike had two Girl Shows on the midway of the Tulsa State Fair as an addition to the Parade of Stars, while Jody took the No. 2 Girl Show unit for three weeks with the Bill Whitaker Shows at Lubbock and Abilene, Tex. Following the close of the Tulsa fair, Mike will pick up Jody and they will head for their home in Aransas Pass, Tex., where they will remain for the winter.

The Miller plans on presenting their shows in Buffalo, N.Y., while Jody, according to the Miller plans, will visit friends playing that annual. The Miller plans on presenting their shows in Buffalo, N.Y., while Jody, according to the Miller plans, will visit friends playing that annual.

Elroy Snapp, formerly of Mayfield, Ky., and for 48 years in outdoor show business before he retired four years ago, was among other visitors on the Royal American midway at Oklahoma City. Snapp, who was general agent and special agent on various Midwestern shows, is now in politics in Fargo and Bismarck, N. D. He annually visits the Royal American midway at Oklahoma City to watch the operation of the show.

Mitchell, Royal 25th Street, New Orleans, reports he is recovering from a serious accident at the home of his friends, Helen and John Sugg. Mitchell, according to his friends, is in good health and will return to his own, show and tour trained Steeplechase ponies of the famed "Bill Atkinson strain." Steeplechase is making splendid progress in regaining his health and will be in the show as soon as possible. A flash fire broke out in mid-evening on Friday when Alamo Shows were playing the 25th Street midway. The fire was started in the Steeplechase concessions to the ground, one a count store of James Thomas and a cigarette gallery of Joe Fastar, until the fire was brought under control.

Fred and Frances Seiler lost their trailer-mounted walk-through shows while they were on display at the fair in Gulfport, Miss., to join Dyer's Greater Shows. Their car was also damaged to the extent of being repaired.

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West Coast Shows Terms Election Year as Spotty

BAKERSFIELD, Calif. — West Coast Shows, which toured first in 1923, closed in 1960 season here Aug. 27, moved the two units, which were operated by operating agent, in to Madera, Calif., and Ed Helwig for the Oregon unit.

Business for the year was spot-

The shows made a flashy appear-

The July 27 edition of The Billboard contained several proposals for the CARNIVAL CONFAB.

NOW ACCEPTING PROPOSALS FROM AMUSEMENT AND CONCESSION OPERATORS

WRITE OR PHONE

NO (collect calls accepted)

GEORGE K. WHITNEY

Director of Concessions

Exposition Building

Washington

Century 5-2121

AMERICA'S SPACE-AGE WORLD'S FAIR

SEATTLE, WASHINGTON

April 21 to October 21, 1962

Copyrighted material
Oklahoma State Fair gives RAS 53% Hike

Registers New All-Time High Gross; Little Rock Running 3% Ahead

LITTLE ROCK—Royal American Shows had here last week after a record-breaking run at the Oklahoma State Fair. Good weather, the best in years, combined well with good spending at the Oklahoma City annual to give the Carl Sedinlay rides and shows a whopping 55 per cent increase over last year's record run. The sturdy midway got away to a bang-up start on Monday (3) at the Arkansas Livestock Exposition, Rain hurt business the following day but good turnouts and spending made up the loss on Wednesday and Thursday. Up to that point the gross was 3 per cent ahead of last year with two of the big days yet to come. Friday (7) was kids' day and for the first time the kids' schools were closed as well as the rural area. And Saturday (8), the final day, is always another big day.

Here in Little Rock the Club Sheds was taking the back-end followed by Bill Kemp's Midway, Leon Claxton's Harlem in Havana, and the Dick Best Side Show. The Blazing 6 Guns unit followed at Oklahoma City. The Wild Mouse created some-what of a sensation here. It was the first time that the Sedlars were able to put into action here due to space limitations and it is a strong business. The Arkansas Democrat ran a five-column photo on its front page, billing it as a new amusement device.

After closing here Saturday (8) the show moves to the Mississippi State Fair, Jackson, where it will remain for three days after the fair for the Negro annual. Then it heads for Shreveport, La. and the Louisiana State Fair.

Collins Ends Season With Tulsa Winner

TULSA, Okla.—The William T. Collins Shows wrapped up their 1960 tour this week noting the record-breaking run of the Tulsa State Fair.

Given ideal weather for the seven-day run that ended Friday (7), the two Mouse Rides, the Sky Wheels, four Ferris Wheels and other units, number some 40 rides and 20 shows. Cost of the circuiting was shared by the fair and the Strates office.

Midway organization had already surpassed the total grosses of last year. Collins fielded a total of 17 major and eight kid rides for the fair stand here, one of the major dates on his sturdy route. Included in the line-up were E. D. McGarvey's Big Mouse and Twister. Along the back end were the Leonard & Hall Side Show, Bash & Hilllows' Snakes and Midget Horses, Miller Miller's two Girl Shows and a Zucchini monkey unit.

The show received big winnings at the Oklahoma State Fair, when ideal weather and big attendance combined to result in a 10 per cent increase over 1959. Kids' day at the Midway event was the biggest one in 15 years. Tulsa was the final date of the season for the Collins organization and the show was scheduled to move from here back to its Minneapolis winter base.

Both Gayland Units Moved To B. C. WQ

KELOWNA, B. C.—Gayland Shows closed the season Saturday (1) and moved into winter quarters here. Plans call for rebuilding some rides, the addition of more light towers and front gate.

After a successful season in three provinces, B. C., Alberta and B.C.-Kochakian, carrying 7 rides, two shows and a concessions, Tiny Nicholls, owner, has plans for next season which include the addition of two more rides and a new front gate.

The unit encountered the best business of the tour on Vancouver Island where they played several fairs and still dates, the weather cooperation.

Unit one went into winter quarters and unbelievably 17 after a season that saw the gross drop 15 per cent below that of 1959. This unit did not leave B. C. Plains this winter call for an extensive overhauling of all equipment and when the unit hits the road next April it will have two new major and three kid rides and a new front gate. Pete Walker was concessions manager, and his superintendent Ewald Shipinsky.
JAMES H. DREW and HETH SHOWS COMBINED
The World's Largest Midway
EXCHANGE CLUB FAIR, AUGUSTA, GA.
OCTOBER 24-29
Can place a few more unusual Rides that do not conflict with what we have. Helicopter, Roto-Jet, Bubble Bounce, Slide, Calypso or what have you. Opening for one or two more outstanding Shows of merit. Open Midway for all types of straight sales and Catering Concessions, Short and Long Range Galleries, Photos, Jewelry, Candy Taffy, Hi-Striker, African Dip and similar Concessions.
Interested parties, contact
JAMES H. DREW SHOWS, INC. OR AL KUNZ, HETH SHOWS
Swainsboro, Ga., this week;
WIRE OR PHONE ONLY BOTH SHOW OFFICES, DON'T WRITE!

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For the following outstanding fairs

Central Georgia Fair
National Peanut Festival and Fair
CORNELA, GA., OCT. 17-22
Exchange Club Agrl. Fair
DOHNAN, ALA., OCT. 24-29
THOMASVILLE, GA., OCT. 31-Nov. 5

Show closes December 10
RIDES: Plate Wild or Mud Mouse for Duskan. (Gavin or Mayo Tinley, contact.) Turnpike, Fasoe, Round-up and Flying Coaster.
SHOWS: Motorama, Midget Horse, Wild Life, Glass House (Harvey, contact.) Grind Shows and Snakes (Bill Lautner, contact.)
CONCESSIONS: Cookhouse, Carted, Pronto Pops, Name-On-Nuts, Basket Ball, Derby, Glass, Potter and Black Pitchers. Also Hanky Panks of all kinds. Will place Allibi Stoves that show stock and have Hanky Panks to go with same. Ted Woodward can place Percentage and Allibi Agents for balance of season.

All replies to:
JOHNNY PORTERMIN, JR., Fairgrounds, Decatur, Ala., now. (Phone in office.)

---

Golden Belt Fair
Oct. 17-22, Henderson, N. C.
Franklin County Fair
Oct. 17-22, Louisburg, N. C.
Vance County Colored Fair
Harnett County Fair
Oct. 24-29, Dunn, N. C.

Followed by New Bern, N. C., and Warsaw, N. C., Armistic Celebration.

CONCESSIONS
Can place Eats, Drinks, Carts, Buckets, Hanky Panks of all kinds. Place 1 Wheel or Grind Stone and Palometry. Charley Allen can place trucks to drive Trucks and up and down Skits. Bill Hunter wants Count Stone and Pin Stone Agents.

SHOWS
Want Wild Life, Monkey Show, Girl Show, Midget Pony or any good Grind Shows not containing Rides.

Address all mail and wire LLOYD D. SERFAS, Owner PENN PREMIER SHOWS, Winston-Salem, N. C. Have phone in office.

---

CETLIN & WILSON SHOWS
"GREATEST MIDWAY ON EARTH"

WANT FOR THE GEORGIA STATE FAIR, MACON, OCT. 17-22, AND FOR BALANCE OF SEASON, INCLUDING JACKSONVILLE, FLORIDA.
FAIR NOV. 9-19.

CONCESSIONS
Can place legitimate Concession for most of the better types of kinds (Hanky Pank space limited at Jackson- ville, reserve space now)

SHOWS
Can place Grind Shows of all kinds, including Smokey Shows

All answer to:
Cetlin & Wilson Shows, Spartanburg, S. C. (Fair), this week.

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JMI SHOWS'S ASSOCIATION

MIAMI — With the season drawing to an end, visitors are starting to inquire their options for the future. Recent ones include Alton Pierce, W. J. (Bill) Tuckey, Charley Wright, Whitley Tarn, Leo Bittany, Mel Dodson, Con Weiss, Fred Barrett, Bob McCraney, J. D. Frison, Gabe Corbett from Arizona, Eddy Crowell, Harry Crossly, Frank Hamilton. And, also, Jess Renel, Les Orenca, Montana Henry, Dennis Serfass, and Tobacco Pete Erdell, George Lewis, Abe Zieckerman and Art Ludwig.

Many Weiss and Phil (Jockey) Duskin visited Pat Finney at Florida State Hospital in West Holly wood, and report him as wonderfully improved. Pat would like to hear from friends.

Jack Croft died September 13, it is reported, and was buried in Woodlawn Cemetery, Miami.

Marly Weiss, executive secretary, reports that several shows have been held and more functions are scheduled. The outlook is for a good financial report this season. Dues are also coming in at a satisfactory clip.

National Showmen's Association Ladies' Auxiliary
NEW YORK — First meeting of the fall was well-attended confer- ence that showed the season was still in progress. President June Tubbs extended greetings to several members who had not attended meetings in some time, including Julia Frank, Elizabeth S. McDermott, Pat Farmer, and other members.

New members this year are Neil Diller, R. Maynard Serfass, Maurice, Mrs. Yates, Mrs. Price, Kitty Dunkirk, Marie Whyte, Mae Kline, Louise Langdon, and Edith For- genson.

Donations to the sunshine fund, kiddy fund, blood bank, dollar round-up and candle-lighting serv- ices were received. This was an open meeting, to which guests were welcome.

The high horse award was donated by Flo Thompson and won by Ben Hamil.

On the sick list are Nickie Le- rine, Harriet Murson, Louis Amada, Donald Vice, Catherine Co- mines and Carol Louthman. The new 50-star flag, gift of Margaret Ste- res, was presented by Billie Keene, with Flo Thompson providing music.

The 1952-53 elephant, the big Bucky Kassow delivered the bene- ciation in the absence of chaplain Catherine Camlin.

Caravans, Inc.
CHICAGO — The first meeting of the fall was well attended. Sec- ond Vice-President Theresa Dun- dee was in the chair assisted by Frieda Rosen, Wanda Derpa, Lil- lian Lawrence and Irene Coley. Letters read from Hess, Huntld, Alice McGlaughlin and Pauline Grey. Helen Hoffsteter received a letter from Minnie Simmonds, club mother, that she would be unable to attend the Chicago meeting. Margaret Davies sent an as an alphabet for the hazzard.

Announcements for the open house were made. Claire Charnikai, as- sisted by Veronica Potenza will handle table decoration; Theresa Dundee and Lorraine Downs, re- freshments, and Annabelle Seitz, assisted by Irene Coley and Florence Roskind, ice cream Barres, giveaways, Margaret Lewis, waterfront;

Agent Barnes, Veronica Poten- za, and Miss Levine were unable to attend due to illness. May Taylor still ailing and would like to receive cards at 3521 Seminary, Chicago—Lillian Lawrence.

GIVE TO DAVID BUNTIN CANCER FUND

---

LIBERAL REWARD
For information on a 1949 International Fair, opening 8:30 p. m., M.-S. Club, a Concessionaire and 11:00 f. s. c. c. C. B. Arrow, C. B. Arrow, A. BELLANTONI.

OCTOBER 10, 1960
THE BILLBOARD

GIVE TO DAVID BUNTIN CANCER FUND

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GIVE TO DAVID BUNTIN CANCER FUND
CARNIVAL ROUTES

* Continued from page 61 *

Johnny's Mottle, Hill)

Camillia, Son, Henderson, Montgomery, Earle, Randolph,

HUBERT'S salary. Ams.: Earle, Louisburg, N. C., Elba

Earle, Mendon, N. C., Franklin, N. Ll., Plainview, N. K.

Johnny's Union, N. C., 17-22.

MERCHANTS: Festival Riders: Nash

Midway of Miles: * Frank X. La

Mr. Montana's Union, Moore, Milesboro, N. C., 11-16.

Motor State: * M. Frederick; (Fair) Chilesburg, Minis, Walker Valley, N. C.

Norton's United: * Sun Reed; Fort

Olson: * Mrs. Ray Craner: (Fair) Montgomery, N. C., (Fair) Bremen,

Pettey's Broadway: * L. Syberste


Penn Premier; * N. R. Grimes; Louisburg, N. C., 17-22.

Peter's Glad: * P. Riddle; (Fair) Hollows, Toms, (Fair)

Reid's Golden Star: * Elmer Reid; (Fair) Reidshoff, (Fair) Mineola, I. L.

Roho's Fair: * J. L. McDonald; (Fair) Heaven, Ark.

SUGAR STATE SHOWS


Tillman, N. C., 17-22.


Rios, N. C., 17-22.

Reed Ann.: (Fair) Centre, Ala.; (Fair) Elizabeth, N. C., 17-22.

Reid's Golden Star: * Elmer Reid; (Fair) Reidshoff, (Fair) Mineola, 1. L.

Roho's Fair: * J. L. McDonald; (Fair) Heaven, Ark.

DEISEL MECHANIC

Need good mechanic for winter location. Top salary. Give experience and present references.

SUGAR WAGENGE WANTED

Must be reliable, clean driver and able to drive

WALK-THRU MUDGY SHOW

Must be able to work with good fortune and

HERBUT'S MUSEUM

238 W. 42nd St., New York, N. Y.

Open all year round


Johnny Portment Party Nets $1,650 for Clubs

CULMIN, Ala.—Three show clubs will divide $1,650 raised at a jamboree held here on the midway of Johnny Portment's Union Shows. The clubs, the Showmen's League of America, Greater Tampa Showmen's Association and the Miami Showmen's Association will share equally in the proceeds.

Johnny Portment was in the top gift of Clarence Samuel's Club Havana and his personnel provided most of the entertainment. The starting was furnished gratis by Richard Huddles' cloggers, with Mrs. Nettie Huddles in the kitchen and William (Bill) Anderson and Harry Bland.

Charles Lanklin handled the auction, and Mrs. E. W. Woodley, with many gifts donated by people on the show. Jack Owens was in charge of the auction.

Johnny (Frenchy) Portment gave welcoming speech to open the festivities.

Contributions from out of town included those from Fred and Catherine Castrell, Bertie and Tillie Higdon, and Newell C. Taylor. Top money in the sale was the ac-

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Advance ticket sales were hand-

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October 10, 1960

DALLAS KICKS OFF 75TH RUN

Dillon's Wonders of the World, and fake extinct.

Fairgrounds was rolled up for the Diamond Jubilee with fountain and theatrical lighting effects providing a unique setting for the visitors around the fairgrounds. Along with the diamond jubilee theme was torchlight parades which will be held on the fairgrounds each night of the fair.

Free acts daily on the midway. Fatty and Benny Fox in "their dance of death," also is on the midway. High act and Al Antonucci's chimps.

Cotton Bowl entertainment during the fair include a show with Gale Sherwood, October 10; "Pinto," or "The Little Brownie," October 12; "Old 60," starring Fabian; Brenda Lee and DNous Eddy, October 13; Ernest Kelly along with the Drayton trapeze act and the Iverson high act, October 14; Jimmy Doolittle and Homer and Jetco, October 18.

All the rest of the November-Eddy show are free. The rock 'n' roll show is sponsored by a Dallas radio station. The rock 'n' roll show will cost $1.25 in advance and $2 on the day of the show. The entry fee for the rock 'n' roll show was invented 75 years ago.

The Southwestern Bell Telephone Company has planned an exhibit of the exhibits for the 75th Fasnacht. The displays include a so-called "miniature," or "real" old-fashioned costume or mask from the past.

King Clinks; Eyes Dec. Close

Hinkle's band includes Joe Ferdinand, baritone; Jerald Anderson, tenor; Dick Allen, lead; and Jerry White, percussionist.

D. S. Dudley Moves Into Tex. Quar ters

MANKINS, Tex.—D. S. Dudley shows are in quarters here after the Flower Mound Country Club, Tex., fair to excellent business.

Lone Star Express, a trucking firm with 11 show-owned rides and 40 concessions, after playing Texas, New Mexico and Oklahoma this year, has an in-town show where it will be for the next year. D. S. Dudley, the owner, said the company is planning to expand its operations.

Redfield, Md.—Continued from page 3

The band is planning to open in the spring of next year. Band members are busy with the new show and are looking forward to the next season.

West Coast Shows—Continued from page 62

Shows played two State fairs—Oregon State Fair and California State Fair.控制系统带的乌尔夫和多米克分别为该地区首席分析师。他预计这个地区的经济将会“改善”进入新的一年。
The Market Place for Buyers and Sellers

Regular Classified Ads

Set in usual want-ad style, one paragraph, no display, first line set in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, e.g., The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

Display Classified Ads

Attract more attention and produce quicker and greater results than the use of large type and white space. Type up to 14 lines permitted. No illustrations, reverse, or other decorative matter. One or more border lines ad each inch or more.

Rate: $1 per column inch, $14 inch. Cash with copy unless credit has been established.

Forms Close Wednesday for Following Week's Issue

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, O.

Instruction and Schools

ART FOR HOBBY OR PROFIT—LEARN AT HOME, correspondence, practical instruction in oils, water colors, and charcoal. Send 25¢ for plans.

Magical Supplies

NEW ALPACA ILLUSTRATED CATALOG FOGH, 133 Fifth Ave., N. Y. 17.

Business Opportunities

For Sale


Business Ventures

BUILD AND OPERATE HOTEL MODEL B.S. LAKES, III.

Personals

ATTENTION, DELEGGES FROM HOME, RESTAURANT FOR SALE.

For sale—Secondhand Show Property

L X B BUILD WROUGHT IRON APPLIANCES, COMPLETE.

Miscellaneous

BALLOON PARADE—PROFITABLE BUSINESS TO BE TRANSFERRED.

Sound Equipment Components

For sale—Four big Harmonium Speak-ers. Martin Thomas, 109 West 37th St., New York.

Talent Wanted

WANTED—SAXOPHONE, ACCORDION OR PIANO PLAYER. A GOOD OPPORTUNITY WITH GOOD SALARY. Send particulars and full name and mailing address.

Tattooing Supplies

NEW ALPACA ILLUSTRATED CATALOG WESSEL, 133 Fifth Ave., N. Y. 17.

Wanted to Buy

CASH FOR NEW & OLD & RECORDING INSTRUMENTS.给, Cinci., Ohio.

Coin Machines

Parts, Supplies

CAPSULE JEWELRY—ASSORTED EAR RINGS, LIPS, NOSE STUDS. 1428 Jefferson Ave., Detroit 28, Mich.

MUSIC RECORDS

ACCESSORIES

Business for Sale

For Sale—Book Cover, Toy, Shop Equipment, Book Cover, Toy, Shop Equipment.

Outdoor Acts and Attractions

BALLOON STRATOSPHERE, PECOS CURTAIN, 619 23rd St., San Francisco, Calif.

LARRY PLATT'S TRAPEZE ACT FOR OUTDOOR SHOW, 750 North Western, Chicago, Ill.

Talent Wanted

YOUR FREE COPY OF INTERCITY BULLETIN will tell you what and where the best talent is. Send remittance of 25¢ to the NEARBY BILLBOARD, 307 North Wabash, Chicago 1, Ill.

Tattooing Supplies

NEW ALPACA ILLUSTRATED CATALOG WESSEL, 133 Fifth Ave., N. Y. 17.
REINDEER

RUBBER REINDEER INFILATES

$14.95; 6.95 bulk

PLUSH COVERED
ACROBAT MONKEY

$6.00 dz.

SANTA CLAUS BALLOONS

$3.95 dz.

MECHANICAL WIND UPS

$6.25 dz.

ROLL OVER CAT w/wala hoop

$6.25 dz.

BOY ON BIKE

$4.00 dz.

DANCING COUPLE

$3.25 dz.

CRAWLING BABY

$4.25 dz.

WINNING DIMEY

$10.00 dz.

REINDEERS

W/ New Tie &

$25.00 dz.

Sweater

$15.00 dz.

HOPPING FOR DOD

$3.00 dz.

LARGE BUCKING BRONCO

$6.25 dz.

MECHANICAL SCHMIDY DOLL

$3.00 dz.

SANTA MERRY-GO-ROUND

$3.95 dz.

SCHATTUR NOVELTY CO.

114 Park Row, New York 7, N. Y.

Catholic Religious Novelties

Holy Art Gifts

OFFERED FOR THE FIRST TIME!!

SPECIAL X-MAS SALE!!

WALL PLAQUES AND STATUETTES beautifully hand carved by Indian Artists from rare woods. Figures of Saints, Holy Family, Our Lady, Sacred Heart, St. Francis, St. Joe.

POPULAR SIZE

Price Range: 3" to 6"

Guided strictly according to the order. Send checks or International Money Orders, No CODs, Cheques, please.

Guaranteed full money refunded if not satisfied.

For the betterment of these Novelties you request.

NOVELTIES EXPORT CORPORATION (P) LTD.

(Note: While ordering state the name of the figure of your Internet Small Order Supplies may contact us for drop shipments.)
Pitchmen and demonstrators, whose popularity has been on the rise since the advent of television and the revival of the art of "selling by showing," will be more in demand than ever before this holiday season. Despite the pinch of profits in many lines, the demand for pitchmen and demonstrators is greater than ever, as more and more retail stores become aware of the need to show the customer "how it works" to make the big sale.

This plus the polished technique of the pro, in making the demand larger than the supply, retailers, anxious to move their stocks of Christmas merchandise, are clearing for the services of the top pitchmen, who are selling for all their money with experience in the Christmas specialty lines.

Such items as gift-wrapping, particularly the ready-made boxes and ribbon categories as produced and sold by Kipple-Tie, Tie-Tie, Kyperst and Tie-N-Cart, demand a well-qualified sales-demonstrator. In previous years, many department stores attempted the big sell on these lines by using their own store personnel, only to find themselves disappointed, and instead bring in a smarter merchandiser who employed the professional demonstrator. It is said, too, that the gift-wrap customers from coast to coast will be open for the sales pitches of the adept personalities from the professional ranks when they are available.

In the same vein, the demonstrator is being called on to move the big quantities of metal trees this holiday season. In the Billboard, Oct. 3, 1960, stands and spots that are flooding the market. The tree-on-one-package, plus necessary trimming decorations, represents a bigicket item that most retailers are anxious to move.

Kitchen gadgets, always popular, are again in big demand with the standard assortment of food choppers, frozen-food saw knives, graters, meat grinders, doughnut makers and the others, as distributed and manufactured by such companies as Clev-I-Dee Products, Varco, Inc., Nu-Net Kitchen Products, Popeil Bros., Mattco Mfg. Co. and M. K. Morris.

Plenty of counter space is available for these stand-out favorites. Among them, particularly in the chain variety stores, a recent innovation has been to place the demonstration in an area immediately adjacent to a window, where it can be observed from the street. This has proven so successful that stores are turning their valuable window space over to the "silent demonstrator" to turn the window-shopper into a customer.

Ornaments and other tree decorations for the department store this year because of fancier trimming requirements, play the part of accessories, will call for the services of skilled demonstrators. This big volume price drop, plus the sales-checkout indicate they are having a big sale. Pitchmen and demonstrators for their demonstration.

The appliance field, always a lucrative one, is wide open, with the emphasis on simplicity of operation and reduction of labor-time in the home. The creep includes portable mixers, hand-drivers, blenders, sewing machines, electric fryers, etc.

In addition to these, the field for pitchmen and demonstrators will include many of the old standbys such as auto polishers and waxes, steel, trick car tools, health foods and vitamins, animated toys, fountain pens and cookware. As the Christmas season moves in, and the junk out of the far out and pots and pans in the average home, the only scenery changes the words contain the same, the ability to attract the crowds and sell huge quantities of merchandise is the same, and the merchants enjoy every penny of profit derived from the big American appeal. As the pitchman, pitchwoman and demonstration organizations.

Ask us to Rush Full Information on FAST SELLING BIG PROFIT ITEM that appeals to all ages and pocketbooks. Not a pan, test or gadget. Undeletable—easy to transport.

OVER 200% GROSS PROFIT
Sale for 96¢ with "FREE" COUPON. Order 2 Samples. Each 96¢. Exclusive $1 for 2 samples. (Delivered from 1st order.)

EMBREY MFG. CO., ELIZABETH 4, N. J.

PITCHMEN NEEDED
See Busy Season For Demonstrators

PITCHMEN NEEDED

GADGET DEMONSTRATORS
get the original KNIFE COMBINATION

that has taken TOP MONEY on Frogs & Shows
FOR PRE-CRISTMAS STORE SALES

FEST SELLER—PRICED RIGHT

Send $1.00 for Sample to Nu-Wares, Inc.
29 Gooding St., Lockport, N. Y. Phone: 3-3848
Phone Milt Murray person-to-person
CHICAGO—A substantial attendance of bulk vending trade- ers will be on hand as the Na- tional Vendors’ Association holds its fall meeting in Miami Beach, October 29 through November 2, simultaneously with the giant Na- tional Automatic Merchandising Association convention. Seventy-three bulk industry members plus guests and wives have made reservations to date at The Carlyle, headquarters hotel for the NVA festivities. Also included for the weekend: Leaf Brands sales meeting, and a gathering of the National Vend- ing Machine Distributors’ Associa- tion.

The bulk association’s newly formed ways and means committee is slated to meet, as is the group’s publicity committee and program committee for the 1961 annual convention.

The ways and means committee, headed by Harold Folz, New York, will be considering additional policy and revenue measures, some of which were discussed at length during the Grand Bahama con- vention last April. (The Billboard, May 25.)

Members of the committee, be- sides Folz, are Bob Kanton, Chi- cago; Jack Mason, Chicago; Exec- utive VP Charles D. Faimon, Atlanta; Richard K. Folz, Los Angeles; Joe R. Hovis, Cleveland; and Richard Rollins, Chicago.

NASHVILLE OPERATORS BATTLE CITY VENDING LICENSE CODE

NASHVILLE—The city council has no right to prescribe punishment for violation of the vending machine ordinance, in the opinion of City Councilman Robert Lillard.

Lillard said he believes the col- lection of vending machine taxes is a civil matter and should be processed by attachment of prop- erty in case of failure to pay, rather than by arrest.

The councilman made the state- ment about the vending machines during the city court trial of de- fendants charged with failure to register, arrested during a recent vending machine circuit court fraud.

Appeal

Lillard, an attorney, appealed city court convictions of two cli- ents for violating the vending ma- chine ordinance.

John J. Harris, acting city court judge, disagreed with Councilman Lillard on the appeal, and upheld the convictions in the case.

NASHVILLE

These are not civil debts,” Judge Harris asserted. “These are law violations. People can be sent to jail for operating a vending machine without a city tag.

Misdemeanor

But Councilman Lillard said the vending operator is entitled to have the law construed by the Supreme Court. Legislation sets up a particular violation as a misdemeanor.

“We can’t create a misde- meanor,” he explained. He said failure to pay fines had not been set up as a misdemeanor.

Meanwhile Judge Harris re- ceived criticism from many since he increased the tariff Fainman, attorney for vending machine owner, produced duplicate receipts showing licenses.

Contact me for complete infor- mation on the state of the art in vending.

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

2c, 5c, 10c or 25c Operation

Vendors up to 15" "GOLDEN MACHINE. write for trade price catalog of models. Also make return when traded in. 

Large Publicity Help in Facing your Own City

For details and prices write: WIRE: WIZE: Phone today.

SAY YOU SAW IT IN THE BILLBOARD!
Census Charts Vending Industry's 1958 Growth

WASHINGTON — A final report from the 1958 Census of Business released by Commerce Department's Census Bureau September 28 shows that the industry has had a healthy growth rate of since the previous census year.

Number of companies with payrolls that specialized in coin-operated machines increased from 1,498 to 1,672 during the April to June 1958.
COIN MACHINES

THE BILLBOARD

Communications to 183 W. Randolph St., Chicago 1, III.

OCTOBER 10, 1960

Auto-Test Machine Wins Friends
For Industry Thru Safety Tie-In

CHICAGO — The Capitol Projector Corporation, New York producer of the Auto-Test machine, is conducting a campaign within a campaign. Capitol is tying in its driver-testing machine with the traffic safety move on both local and national levels.

The unique stunt is winning converts to both safe driving and the coin amusement industry.

Joined with Capitol is the National Safety Council and the Advertising Council, Inc., plus a growing group of coin machine locations, retail outlets and municipal safety organizations.

3-Way Push

Capitol is providing the machines, lining up locations and offering promotional direction. The National Safety Council is giving its official blessing, and the Advertising Council is providing free-of-charge safety advertising mats for use in local newspapers where safety drives are in progress.

A typical promotion is the one worked out recently at Big Town, a shopping center in the Dallas-Fort Worth area. Capitol, who had been establishing operations there, approached the local safety council with the idea of launching a safe driving campaign. As Capitol, the council had been considering such a promotion at that very time.

TYPICAL WOMAN DRIVER? Marj Marx, publicity director of Big Town Shopping Center near Dallas, is usually a safe driver, but camera caught her with eyes off the road. She's seated at an Auto-Test machine during four-day test. Capitols put on by the store in co-operation with the Dallas Citizens' Traffic Commission and Capitol for the driving machine. Proceeds went to Cancer Council in Dallas.

(Continued on page 83)

300 Attend Milwaukee Fete

Waukesha — The Fifth Annual Milwaukee Recorded Music Industry Show brought more than 300 people to the Eagles Club Tuesday night.

This event is supported by all segments of the Beer City's recorded music industry. Its primary purpose, according to its coordinator, John Plunkett, is "to examine the problems among all segments of the music business — even if only for one night."

Committee members include:

- Art Talmage, of New York, vice-president of United Artists Records Corporation, and president of ARMA, disk distributors and manufacturer trade organization, was the main speaker. Mr. Talmage, he said, take a $20,000,000 bite out of the record business' $400,000,000 gross sales.
- ARMA, he added, is constitu-

KAN. CHALLENGE OF IRS RULE: SHOWDOWN NEAR TOPEKA, Kan. — A tax refund lawsuit aimed at determining the legality of an income tax regulation on certain types of pinball machines will go to trial before a federal judge here sometime this month. The case is the amended version of an earlier lawsuit filed by Topinka, ammunition firm operator, and Tennant. It has been placed on the docket for trial during the October term of Federal District Court here, which begins Monday (10). Mr. Tennant's attorney, Ernest Rice, first asked for a temporary injunction and a ruling on the constitutionality of the regulation. He shifted to a tax refund matter, however, after an Arkansas court threw out a similar suit which also asked for an injunction and alleged unconstitutional exaction.

Tennant's suit challenges Revenue Ruling 94-12. The ruling holds that pinball machines, with "a push button or other device for releasing free plays and a meter for registering plays so released, or 2. With a provision for increasing odd's, also pinball machines requiring a $250 tax stamp. The U.S. District Attorney for Kansas, Wilbur G. Stone, said that the government is anxious to get the case tried and obtain a ruling.

(Continued on page 85)

PROFIT TUNE-UP

Gas Station Spots Hike 'Life Expectancy of Pins

DENVER — The profit life of pinball machines can be extended substantially by installing small lights in large super service stations, according to W. "P." Marcone, games operator here.

Calling a "life expectancy" for each new machine added to his routes, Marcone has followed the general trend in replacing pinball machines on the average of once every six months. Frequently it has been possible to extend the revenue production of a machine by exchanging the machine for another. However, this seldom works out successfully. There are one or two, probably because machines become familiar rapidly to regular customers of the spots in which they are located.

In every-day driving, Marcone has noticed, however, that large service stations for small ones for pinball players lack the special potential for amusement machines. "The usual customer coming in for gas, oil, a grease job or minor repairs, has a few minutes on his hands with nothing to do while his car is being serviced," he pointed out. "Quite often the customer merely stands in the service office while the service is being carried out."

Noting these facts encouraged Marcone to spot a few elderly pin games in the service stations. Generally, it is normally had his car serviced himself. The service man went along with the idea of a "test program" and permitted two pinballs to be installed, moving a battery and two mallets out of the way.

Results were far better than anticipated, according to Mr. Marcone.

(Continued on page 85)

Viking Latest Wms Pinball, Two-Player

CHICAGO — Viking, a new two-player foreball pin game, is in ship-

ment for the Electro-Mechanical MANUFACTURING CORPORATION. Featured is a bonus build-up on the playing field leading to a ten ball hole. Ball targets advance the game. Viking has a single pole of ball boppers, offers optional three-ball two-way double mallet play and adjustable replays.

Cabinet design is the new William's forward look, with protective shelf for drinks and cigarettes. The backglass and playfield are decorated with colorful Viking scenes.

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The Billboard's Coin Machine Price Index

Listings represent used machines in average condition. Price quotations are received and averaged monthly. Listings should be used only as a general guide. Price quotations represent the average of quotes to operators by franchised distributors in three geographical areas: East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide. Price quotations may have considerably different values in different areas.

### MUSIC

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France to Sweep All Import Quotas

By OMER ANDERSON

PARIS — The French government has announced that all coin-operated machine imports will be entirely freed from all tariffs.

The trade ministry said this means the door will be opened to unrestricted French imports of U.S. S. jake boxes, games and vending equipment.

"It's complete liberalization — across the board," a ministry official explained. "All restrictions go out the window. Coin machine imports will be governed by foreign exchange and customs regulations."

Predict Boom

French distributors are predicting a boom in U.S. jake box imports exceeding even that in England following liberalization there.

The Ministry of Finance already is moving to place in effect the liberalization. Imports are being handled in a series of decrees.

Trade officials said that coin machine imports have a high priority in the unleashing process.

The French government's declaration of trade freedom extends to all of France's trade with the dollar zone and countries belonging to the former Organization for European Economic Cooperation (OEEC).

Better Balance

The Finance Ministry disclosed that France's foreign trade has recovered phenomenally — so much so that there can be no question of shackling imports through artificial measures.

"France cannot any longer keep restrictions on imports under the pretext of an unfavorable balance of payments," the Ministry announced. "It is the government's intention to act at once to remove all quotas."

What France's trade liberalization heralds for American coin machine exports was suggested by a typical French operator, Marcel Thamm, whose headquarters are on the Rue de Cournic.

Opu Happy

"I shall now proceed to order the biggest and best American box I can get — and with the most chocolate," Marcel vowed happily. "Styrofoam, 200 selections, and all that and maybe now FM radio even an echo unit!"

This particular asked a dozen other operators in Marcel's category. All reported that they were placing orders for new American boxes "for delivery at the earliest possible date."

The French economy, as attested to by the government action unshackling trade, is booming. All business in France, it seems, is good. The operators reported that they have the cash to buy the best in new boxes. They have been freed heretofore not by the lack of cash but the shuffling import quota restrictions which have preserved the French coin machine market as one of the world's most heavily protected.

Eases Tension

But there are other implications to the French government's decision. The most important is that provision extending liberalization to the OEEC countries as well as the dollar zone.

This particular decision is considered by observers here to be a new step by President Charles de Gaulle's government to ease the tension existing between some countries of the European Common Market, the members of the European Free Trade Area and the U.S.

Specifically, it means that the French intend opening up the Gallic coin machine market to all comers, that U.S. producers will have to compete with those based in West Germany, Britain and other areas of Europe.
European News Briefs

Expect Spain to Ease Imports

MADRID—The Spanish government is expected to liberalize soon the importation of jazz boxes and possibly coin games. The liberalization is expected to go to countries in the European area, however, and to favor West German producers. It is doubted that imports of U. S. boxes from the dollar area will be sanctioned at the outset. It is believed, however, that the liberalization anticipated may clear the way for the licensed production of American boxes in Spain, or at least the licensed use of U. S. boxes produced under license elsewhere in Europe. Experts believe that the Spanish market will be many years primarily a market for an inexpensive economy box.

Dutch Firms Eye Phono Output

AMSTERDAM—The success of the Oca, the first completely Dutch jazz box, has stimulated interest in the part of Holland's electronic industry in the production of additional models. At least three concerns are reported considering the production of jazz boxes tailored to the Dutch market. American boxes dominate the Dutch market, but to some jazz box entrepreneurs this merely seems all the more reason why Holland should build boxes. The Oca was conceived by the firm of Jos von Och of Norderstedt. A wall box, 76 selections, the Oca has won praise as a rugged, reliable mechanism. It primarily appeals to locations requiring a compact box, devoid of fiddles but easy to maintain. Specialization centers on the production of a Dutch prestige box, a 200-selection stereo model, and it is most likely that any new box introduced will have a more modest front. Confidence in a Dutch jazz box future is based aside from Oca's showing, by showing, in the world renown of Philips, the electronic giant.

Tailored Disk Sales a Success

HAMBURG—Nordplast, a wholesale disk house catering to the joke box trade exclusively, reports success with an automatic record delivery service for operators. The wholesale house keeps operators automatically supplied with disks based on current top-tune ratings for the Hamburg area. Once the operator states his basic preferences and supplies Nordplast with pertinent details about his particular set-up, Nordplast takes over and keeps the platters flowing in to further our further instruction. Nordplast's service is intended to relieve the average operator of the drudgery of picking and ordering platters for his boxes. This requires the operator to be familiar with the top-tune turnover and to keep books on his ordering for his various locations. Nordplast aims at an automatic service based on the file "ground rule" instructions supplied by the client. The client may alter the standing instructions, but in case of amended instructions Nordplast automatically furnishes disks to the operator as per standing instructions. Nordplast is a pioneer Hamburg disk and it seems to switch exclusively to the supply of joke boxes.

Second TV-Type Juke Box Due

PARIS—A TV-type juke box, the Scopitone, will soon be introduced onto the West German market, according to negotiations the company. The Scopitone is a disk cabinet developed jointly by a Franco-Italian company. Manufactured by the Compagnie Radio-Cinema, Scopitone, with 36 films, in, is a self-service, self-playing, coin-operated TV. Each show is a minute in length. The machine has a TV-type screen and takes either black and white or color film with sound track. The films are expertly put together and feature singing stars and orchestras. It is impossible to select individual tunes in a strip, but, on the other hand, the possibilities of Scopitone are unlimited for visual presentation. The initial cost of the equipment is relatively high, but each film title carries advertising, and it is planned to provide films at low cost on the basis of advertising revenue.

Sopped-Up Boxes Spin Classics

MILAN—In this land of Renaissance culture, of immortal painters and immortal music, the juke box, fittingly enough, is going high-brow. Far from diminishing what culture-loving Italians prefer to call an "automated music museum," the Scopitone is blending with the walls of stylishly adapted jazz boxes in libraries, musical conservatories and conservatories. The boxes are conventional juke boxes which have been "soused" to render ultra-high fidelity. They are used for the playing of classical music. Aside from purveying the classics, the so-called "institutional juke boxes" are also being used for the playing of recorded drama, poetry, prose and various types of "literature." Such recordings are primarily intended for the blind, but they are also patronized in the ears of distinguished guests. They are enhanced by an excellent sound quality in the world of Italy that is expected instead of that provided by a specific artist.
URGE GLOBAL CAMPAIGN

Soft Phono Volume Soothes
Public Gripes, Italians Find

TURIN, Italy—The Italian juke box industry is creating a new trend in the world of musical devices. The “voce sotto” campaign, developed by the Italian firm of Apparecchi, is turning heads and ears across the globe.

Italian operators are delighted with the success of this campaign, which features a “soft” voice in a world of loud sound. The “voce sotto” campaign is catching the attention of juke box enthusiasts and operators alike.

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GREATEST MUSIC BUYS
IN THE WORLD
NEVER SUCH BARGAINS BEFORE
GET THEM WHILE THEY LAST

ALL 45 R.P.M.
PLAYS BOTH SIDES

32 AMI
Model D
80 Selections
Only $145.00

18 AMI
Model E
120 Selections
Only $195.00

ALL THE NEWS OF YOUR INDUSTRY
every week in The Billboard...

Los Angeles angles
Paul Clar operated Auto Photo machines at the 17-day Los Angeles County Fair in Pomona, which closed Sunday (2). Jesse Blake had his sketching concession adjacent to the photo machines. . . . Oscar Terzoff of Banning was in the city and reported that he is expanding his cigarette operation. . . . Bob Hathaway was down from Vernon, where he operates.

Ed Wilkes and Don Peters of Paul A. Lawson, Inc., are back at their posts in Los Angeles following a trip to San Francisco for the Rock-Ola regional meeting. . . . Don Gilbertson in town for the Seeburg meeting. . . . Walter Levi was another operator to attend the Seeburg dinner-meeting. Others were Glenn Welcott and Mrs. Welcott and Walter Hemble and Mrs. Hemple of First National Music in San Fernando.

Tom Waller returned from a family reunion in Idaho. While there he took advantage of the golf course and the fact that he had no routine to follow. . . . Adolfe D'Ene, also of California Games, is off on an automobile trip to Philadelphia and Washington, with a stop scheduled for Chicago on return.

Sam Abbott

Midwest

Out Minnesota way
Norm Pink, route manager for Advance Music Company, Minneapolis, had an extremely successful Canadian fishing trip. He caught his limit of northern and walleyes the first morning. . . . Hank Krueger, operator at Faribault, Gen., went good on Canada. . . . Ray Brown of Brown Box, Inc., Minneapolis one-top, caught up on his golf during his recent vacation.

One-Side operators in the Twin Cities included Jack Godfrey, Chaska, Minn.; Glenn Bichel, Chippewa Falls, Wis.; Bob Bregel, Willman, Minn.; Darrell Weber, Blue Earth, Minn.; R. F. Kragh, Tracy, Minn.; Henry Lucking, Benson, Minn., and George Wolferst, Stillwater, Minn. . . . Tom Crosby of Automatic Games Supply Company, St. Paul, who lives in Faribault, Minn., also was in.

Harvey Dixon, serviceman for Advance Music Company, is enjoying his new boat cruising down the Mississippi. . . . Erma Speckel, stenographer-receptionist at Sandler Distributing Company, Minneapolis, is engaged to Richard Beeman of Minneapolis.

Mike Young, operator at Soldiers Grove, Wis., passed cigars to announce the arrival of a new addition to the family. Congratulations to Tony Bartus, serviceman at Sandler Distributing Company, whose father passed away in Wisconsin.

Don Lyons

Memphis ops fight 1c cig tax increase
MEMPHIS - Drew Canale, chairman of a committee representing cigarette vending operators, said last week he would like to meet with the County Commission soon to oppose any county tax on cigarettes.

The City of Memphis is considering increasing the tax on cigarettes 1 cent per pack. There is already a 1 cent city tax. If the city increases the tax to 2 cents, cigarette operators fear the county may follow suit.

Canale has his committee have marshaled evidence to show that raising the tax would reduce sales and thereby cut the city's anticipated revenue.

On Canale's committee are Louis Barnett, partner in Tennessee Tobacco Company, large tobacco wholesaler and also operator of a large cigarette route, and Charles E. White, a field representative of Tobacco Tax Council of St. Lelings, Ky.

The County Commissioners are David N. Harsh, chairman; Dan C. Mitchell and Rodolph Jones.

Canale and his committee met recently with Mayor Henry Loeb and City Commissioner J. W. Morse. Loeb had planned to seek legislation for another 1-cent-per-pack increase. He said he would give the tobacco committee's opposition consideration.

Don Lyon
Coin Bowling Center Adds Disk Shop, Dance & Billiard Clubs

UNIVERSITY CITY, Mo.—A recent shop move has installed the Bowl-O-Fun coin-operated miniature putting course in this municipalitity of St. Louis. Its stock includes 43 r.p.m. popular, rock-and-roll, light classical and other selections which appeal primarily to 4- to 9-year-olds. In addition to records, the shop also carries a small line of musical instruments which the children might buy, accessories for phonographs and small portable record players.

Arthur D. Andrews Jr., president of Archile, Incorporated, which operates the Bowl-O-Fun at 8322 Olive Street Road, said eventually the firm hopes to develop the record shop into a one-stop service for West End operators.

For the convenience of prospective purchasers, a couple of individual displays were installed at the test selections. Items offered for sale in the record shop at the Bowl-O-Fun also can be "purchased" with skill points, which are given for bowling and high scores on the coin-operated alloys at the recreational center. Skill points have no cash value.

The record shop was set up by the Archile firm under the direction of Theodore Gaskin, who with his sister, Rose Gaskin, operated Ted's Music Store, 163 Collinsville Avenue, East St. Louis, Ill. Gaskin, a personal friend of Andrews, offered to give the Bowl-O-Fun the benefit of his 14 years of experience in the music field. The offer was taken up by Andrews.

Beside the record section of the center, bowling and billiard clubs have been added to the program of the Bowl-O-Fun. Membership cards cost $1 a year per person. Persons under age are not permitted to join these clubs without written consent of a parent.

Handwritten style, printed announcement of the dance and billiard clubs describe the recreational events. The announcements, designed for parents, contain prospective membership cards.

They read: "When your children are Bowl-O-Fun Guests rest assured that they are supervised by trained, experienced people who are interested in your children's welfare simply because they are children. At Bowl-O-Fun . . . dancing (for billiards) is a wholesome, regulated activity. In keeping with our policy of family cooperation we are requiring parental consent before allowing children under 18 to participate in this activity."

If you are not acquainted with our business make it your business to drop by to meet our staff, to see our establishment . . . to have a Bowl-O-Fun. Each card is signed, "Recreationally yours, The Management."

Non-Billard club members pay 1½ cents a minute or 90 cents an hour to play. The fee for members is 1 cent a minute or 60 cents an hour. Dancing is by joke box, the playing cost of which is the only money spent by members other than the membership fees.

Hours for these activities for junior high school students are immediately after school until dinner time. The evening hours are reserved for high school students and young adults.

The dancing club uses the area of the Bowl-O-Fun where birthday parties are held during the day for children. Tables used for the parties are pulled out and the floor in that section cleared for supervised dancing.

Seeburg Names George Glass St. Louis Distrib

ST. LOUIS—George Glass, former vice-president in charge of Seeburg’s vending division, has been named distributor for the full Seeburg line here. His territory will encompass Southern Illinois and Eastern Missouri.

The firm—the George Glass Distributing Company—will headquarters at a 13,000-square-foot building at 1901 Delmar Boulevard. The Seeburg distributor here had been W. R. Distributing Company.

Frank Schroeder, who had been sales manager at W. R. Schroeder takes over as general sales manager. Mike Willinger heads the parts department, and Norm Drizen is in charge of service.

Before joining the Seeburg organization, Schroeder was manager for Eastern Electric, signage machine manufacturer. When Seeburg acquired Eastern, Glass moved over as vice-president. He resigned this post a couple of months ago.

for 1961 Presents
The World’s Most Distinguished Phonograph
THE REGIS

... A Triumph in Modern Styling
... Complete Operating Flexibility
... Unmatched Profit Making Dependability

COME IN AND SEE IT TODAY...
YOUR PROFITS WILL BE GLAD YOU DID!

Calderon Distributing Co., Inc.
433 N. Alabama St.
Indianapolis, Indiana
This is the Week to See the
World's Most Distinguished Phonograph

ROCK-O-LA
REGIS

See the all-new, all-purpose stereophonic Regis today. You'll know at a glance and after one hearing why in features and styling elegance, the Regis is truly the world's most distinguished phonograph.

MARVELLING CORPORATION
800 N. Michigan Avenue
Chicago 5, Ill.

See the REGIS in any of these Fine Model Showrooms:

Open House Week is October the 19th through October 25th.

Allen Sales, Inc.
314 East 11th Street
Erie, Pennsylvania

A. M. A. Distributors, Inc.
500 Magazine Street
New Orleans, Louisiana

American Shuttleboard
Sales, Inc.
3144 Ellicott Avenue
Seattle 1, Washington

Amusement Distributors, Inc.
1612 St. Emanuel
Houston, Texas

Mickey Anderson
Amusement Company
314 East 11th Street
Tulsa 6, Oklahoma

Bigger Music, Inc.
2345 Quebec Road
Cincinnati 14, Ohio

H. M. Benson Dist. Co.
811 East Broadway
Louisville 4, Kentucky

H. B. Brinck
625 East Front Street
Butte, Montana

Calderon Dist. Co., Inc.
453 North Alabama Street
Indianapolis, Indiana

Capital Music Dist. Co.
135 East Main Street
Jackson, Mississippi

Coin Automatic Dist. Co.
241 West Main Street
P. O. Box 364
Johnson City, Tennessee

Consolidated Music Co.
1062 North 7th Street
Los Angeles, New Mexico

Victor Conte Music Co.
1001 Lening Street
Utica 3, New York

Copper State Amusements
921 N. 6th Street
Phoenix, Arizona

Fabiano Amusement Co.
109 Liberty Avenue
Buchanan, Michigan

Franco Distributing Co., Inc.
24 North Perry Street
Montgomery 2, Alabama

General Vending Sales Corp.
237 W. Biddle Street
Baltimore 1, Maryland

Gila Electric & Music Co.
512 Main Street
Safford, Arizona

Greene Brothers Amusement
Co., Inc.
Main Street—Box G
Glenco, New York

H. Z. Vending & Sales
Co., Inc.
1205 Douglas Street
Omaha 2, Nebraska

International Vending Corp.
1620 A Commonwealth Ave.
Boston 15, Massachusetts

Lake City Amusement
Co., Inc.
4533 Payne Avenue
Cleveland, Ohio

Paul A. Laymon, Inc.
1429-31 West Pico Blvd.
Los Angeles 14, California

B. D. Lazor Company
1653 Fifth Avenue
Pittsburgh 19, Pennsylvania

Leasuregreen Distributing Co.
2828 South Blvd.
Charlotte 1, North Carolina

Mal-O-Dee Music, Inc.
712 South State Street
Salt Lake City, Utah

Musical Sales Co., Inc.
2334-36 Olive Street
St. Louis 3, Missouri

Henry Nelson
P. O. Box 33
St. Ignace, Michigan

Pan American Sales Co., Inc.
812 South Presse Street
San Antonio 3, Texas

Penlett Music Company
611 Eye Street
Modesto, California

Robinson Distributing Co.
335 Edgemond Avenue, S.E.
Atlanta 12, Georgia

Taran Distributing, Inc.
3401 N. W. 36th Street
Miami, Florida

Taran Distributing, Inc.
90 Riverside Avenue
Jacksonville, Florida

S & H Novelty Company
1550 Belanger
Shreveport, Louisiana

S & M Distributing Co., Inc.
1074 Union Avenue
Memphis 4, Tennessee

Sanders Distributing Co.
415 Fourth Avenue, South
Nashville 10, Tennessee

Seacoast Distributors, Inc.
1200 North Avenue
Elizabeth 4, New Jersey

Albert Simon, Inc.
587-9 10th Avenue
New York 36, New York

Gordon Stout Company
125 North Monroe
Pierre, South Dakota

Uni-Con Distributing Co., Inc.
3410 Main Street
Kansas City 11, Missouri

Walbox Distributing Co.
3909 Main Street
Dallas 1, Texas

World Wide Distributors, Inc.
2330 North Western Avenue
Chicago 47, Illinois

ALASKA
M. J. Stanley Distributing Co.
2003 Gambell—P. O. Box 256
Anchorage, Alaska

HAWAII
Automatic Vending
Machine Company
583 California Avenue
Wahiawa, Oahu, Hawaii

CANADA
Lawrence Novelty Company
540 Boucher Street
Montreal, Que., Canada

William Pound Agencies, Ltd.
St. John's, Newfoundland,
Canada

Select Music Company
1803 Commercial Drive
Vancouver, B. C., Canada

Van Dusen Brothers
10528—123rd Street
Edmonton, Alberta, Canada

Van Dusen Brothers
723—10th Avenue West
Calgary, Alberta, Canada

Winning Coin Machine Co.
768 Notre Dame Avenue
Winnipeg, Man., Canada
Phil. Vending Concern Named By Wurlitzer as Distributor

DELIVERIES AND SERVICE for Model Vending, now Philadelphia Wurlitzer distributor, are handled with a fleet of Volkswagen trucks. The firm has 30 full-time employees.

PHILADELPHIA—The Model Distributing Company, a division of Model Vending, Inc., here, has been named Wurlitzer distributor for Eastern Pennsylvania, South Jersey and Delaware. Wurlitzer had recently been represented in Philadelphia by Abe Lipsky's Allied Vending Equipment Corporation. However, Lipsky now has the New York territory as president of the Libra Distributor Corporation, and he will devote his full energies to that area.

In naming Model as distributor, Wurlitzer has picked a firm which has been a major factor in full-line industrial vending locally. The selection appears to follow the trend linking the automatic phonograph and vending industries more closely together.

The Model Distributing Company has been set up as a division to handle phonograph sales. Officers are Ned White, president; Richard W. Trench, vice-president and general manager, and Ed Balin, secretary and treasurer.

The parent company is headed by Balin, a veteran of 25 years in the amusement machine industry. He has been associated with Balin for 20 years. Sid Balin will be in charge of phonograph sales.

Modern Building

Model is housed in a modern building at 4830 N. Front Street. The firm has 30 full-time employees, including four full-time service men in the parts department, three salesmen and the four principals.

The remainder are engaged in office, warehousing, location servicing and general maintenance for the vending and phonograph divisions.

The fleet of seven Volkswagen trucks, used for service vending locations, will also be used for phonograph deliveries. Other rolling stock includes two stake-body trucks, one van for long hauls and six salesmen's cars.

Seattle Council Ponders Pins

SEATTLE—The city council is considering a ban on pinball games operations here, but there appear to be a lively pro and con developing between those in favor (including the mayor) and the councilmen, who have recommended that the games be outlawed.

Charles M. Carroll, chairman of the council's license committee, was reported as saying the council would not approve such a ban. He said a statement to this effect would be issued by the council. Other councilmen have expressed a like view, but some described Carroll's statement as "premature."

Carroll's statement followed a closed meeting of the council at which the mayor and police chief discussed the proposed ban and the chief presented a file reportedly covering "bombings involving pin balls." One councilman, J. D. Braum, commented that the presentation made by the mayor and police chief "was not very convincing." No public hearing was planned on the issue, but councilmen were to meet for further discussion of the proposal.

The mayor had contended that several unsolved bombings allegedly related to the pinball trade had created a serious law enforcement problem which warranted abolition of the machines.

CHECK OUT by EXPERTS for RELIABLE PROFITS and PERFORMANCE... EQUIMENT from WORLD WIDE!

PHONOGRAPHs

ROCK-OLA

SEEBURG

A.M.I.

WURLITZER

FRIDAYLY RI'COANDIONS

CHICAGO 47

1102 W. Wabansia

PHILADELPHIA 4, PA.

215 Olive Street, St. Louis 3, Mo.

Phone: Main 1-3341; Cable "Erudit"
Germany's Top Phone Spots
Push Stereo as Prestige Item

HAMBURG — Another year of high-voltage promotion has estab-
lished stereo in West Germany as more status symbol than mono-
sphonic sound.
The big names in West Ger-
many's juke box trade agree:
1. Stereo is a "must" for top lo-
cations—for the classie clientele.
2. But few patrons can distinguish
 stereo from monaural—or even in-
 hard.
Those views are not contradic-
tory. At least in West Germany,
stereo is psychology primarily and not sound. The patron has been
educated, under impact of the Ger-
man boom, to demand "the best-
what the Americans have"
Satisfy.
Therefore, he demands stereo
secure in the conviction that he is
hearing top sound as well as top
tone. Once he sees the stereo label,
or assumes it is a stereo box, the
German patron is satisfied and pre-
scribes the matter no further.
This applies to the top locations.
The less locations (in terms of take-
are less factions, and most of
their proprietors display little more
then academic interest in stereo.
Opinions vary on stereo's future
in West Germany. Erich Schreidler,
the Wurlitzer general importer for
West Germany, questions whether stereo really is suited to juke box
operations.

Pro and Con

Schreindler feels that stereo is a
contemporary's sound suited primar-
ily to the concert hall. The juke box,
he feels, properly dispenses rhythms and relaxation, and is not
golden tone requiring quiet and
concentration to appreciate.
But Helmut Neuberg, the AMI
importer for West Germany, be-
lieves that stereo, while moving
slowly in popular favor, will sup-
plant high fidelity in time because
a response to the laws of progress.

Nothing More

The remainder of the German
juke box world is cumbined between
these divergent views. They agree
that stereo has a long way to go in
Germany, and while they are
predicting eventual stereo boxes or
just, they are hedging by investigat-
ing and even experimenting with

Top 30 Per Cent
Sates of "stereoism" are con-
fined largely to the top locations,
consisting of not over 30 per cent of
of the total sales. However, as Helmut
Neuberg pointed out, "All of our
boxes are sold ready for instant
conversion to stereo; we can convert
a box in under 30 minutes."
This form of stereo "reconversion" is
general with German juke box

for 1961 Presents
The World's Most Distinguished Phongraph

THE REGIS

A Triumph in Modern Styling
Complete Operating Flexibility
Unmatched Profit Making Dependability.

COME IN AND SEE IT TODAY.
YOUR PROFITS WILL BE GLAD YOU DID!

SEACOAST DISTRIBUTORS, INC.
Authorized ROCK-OLA Factory Distributors
1200 NORTH AVENUE, ELIZABETH, N. J.
Burger Sets Contest Meet

NEW YORK — Harry Burger, local coin operator, who un-veiled a plan for a citywide coin bowling contest several weeks ago, has scheduled a meeting for all interested game operators for next Thursday (12) in the Gothic Room of the Hotel Park-Sheraton here. Time for the session is 8:30 p.m.

Burger has promised to reveal plans and at that time for TV coverage of the finals of the event, to be held in Madison Square Garden. Burger says he has already signed the Garden up and will announce the dates at the meeting. National Tournaments, Inc., the name tentatively selected by Burger for the contest organization, has a target date of around the first of November for kick-off of the contest in taverns throughout the city. He added that he has received numerous inquiries from other cities regarding the staging of other contests in those areas.

Unimatic Names Cobb New Vp

ST. LOUIS—George L. Cobb has been appointed vice-president and general manager of Unimatic Merchandisers, Inc., a subsidiary of Universal Match Corporation here.

Cobb, formerly president of S. H. Kess and Company, Variety chain stores, will work on the marketing and distribution programs for Universal’s automotive merchandiser, which accepts both coins and paper currency and lends up to 36 different products.

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Annual State Convention Proposed

At NYSNCA Meet; Idea Pursued

ALBANY, N. Y. — The New York State Coin Machine Association has taken initial steps which may lead one day to an annual State-wide coin industry convention and trade show. Formation of a steering and investigating commit-tee to look into the idea was authorized by members attending the annual meeting of the Association here Thursday (8). The con-clave was held in the Crystal Room of the Hotel DeWitt Clinton. Considerable discussion centered on the convention ideas as a practi-ical method of increasing State-wide operator interest in problems and affairs of importance to the industry. There was reference to the fact that in various States, including Virginia and West Vir-ginia, annual convention type meetings have met with success.

Some members felt that a proper convention site the be a resort hotel such as those in the Catskills, or perhaps the up-State Adiron-dacks, while others held to the view that a city locale would be more convenient. However, a majority agreed that the appeal of such a gathering would be markedly increased by the active participation of distributors of all types of coin equipment with ex-peri-ences of machines. It was also pointed out that a properly attended display would be of help to the general public which is ignorant about such national-ized conventions as the MOA. Beyond this, one member noted, such a display, carefully staged in an exhibit on using and maintaining coin machines, would be of help publicly from the consumer press and perhaps radio and the press.

Following the discussion, a motion was passed that press Tom Groce would appoint a committee to look into the feasibility of such an event. This committee will re-port back to the officers and executive board at a later date.

Also was discussed was the idea of an annual Association journal, to be issued as a directory of the coin industry of New York State. The idea was developed by Mrs. Amelia (Allie) McCarthy who was empowered by the membership to commence solicitation of ads from all segments of the industry in the State. Prices for the ads will be $100 for a full page, $50 for a half page and $25 for a quarter page. In the case of ad support, $10 of the space charge would be earmarked for annual association dues. Where support is not forth-
to make. The other members of the committee are Tom Groce, Roy Swank, Jack Mitchell, and Charles Harford, all active members of the group, who passed away during the year.

At the close of the meeting, elec-tion of new officers took place. Mrs. McCarthy was unanimously elected president for the forthcoming year. She has been one of the group’s staunchest supporters and has been active on many fronts for the benefitment of the New York State coin industry. During the past year she served as treas-urer of the association.

Ed Solomon was named secre-tary and Mac Douglass, formerly stenographer, was elected treasurer. Vice-presidents for the coming year include Al (Senator) Rockf, Bar-rer Rapp, Henry Knebuck, Dave Solomon, Bill Benevento and Rucke Van Wyck. The new execu-tive board will be headed up by former pres Tom Groce, Carl Pavesi, president of the Western Operators’ Guild, and Jack Wilson, secretary of the New York Operators’ Guild.

Following the meeting, members enjoyed a buffet supper, prior to departing for their home territories.

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**Foreign Trade Seminar Seen Aid to Coinmen**

WASHINGTON—A new seminar designed to sharpen the effectiveness of government personnel in helping U.S. businessmen expand their foreign markets may be of aid to manufacturers of the nation’s coin-operated equipment who are interested in exporting their machines.

Seminar was initiated by the Department of Commerce in part of the President’s nationwide export expansion program. Its purpose is to better prepare government personnel engaged in various phases of international commerce at home and abroad in promoting U.S. private trade, travel and investment, and in assisting the development and execution of the foreign economic policies of the U.S.

About 30 department employees and Foreign Service officers will participate in the first seminar. The four-week course will encompass all factors affecting the flow of international commerce.

The seminar is offered under the program of the Foreign Service Institute, and was developed by the Commerce Department with assistance of the Harvard Graduate School of Business Administration and in consultation with the State Department. Commerce Department and other government officials, businessmen and college professors make up the faculty. Chairman is Carl N. Gilbrey, special assistant to the department’s Bureau of Foreign Commerce.

**Chicago Juke Box Ops Plan Dinner-Dance**

CHICAGO—Some 700 coin machine and music industry tradeites are expected to attend the annual Recorded Music Service Association dinner-dance to be held Saturday, November 5, at the Morrison Hotel’s Terrace Casino room here.

The association will present its usual program of recording artists plus several additional acts. Marty and his orchestra will play for the evening, featuring Judy Kreston on vocals. Mickey Shap will entertain the show. Other acts include Fredie, comedians; Nicky and Noel, dance team; and Rich, Gibson and Little Rich, novelty dance team. Recording talent to appear will be announced later.

Earl Kies is general chairman for the event, assisted by Joe Filitti, ticket chairman; Sam Greenberg, advertising committee; and Bill McGuire, entertainment committee.

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**THIRTY-TWO**

This year marks FRANCO’S thirty-second year of continuous service to coin machine operators in ALABAMA and NORTHWEST FLORIDA, as well as our friends in GEORGIA, MISSISSIPPI and TENNESSEE.

We have grown and prospered during the years because we believe our operator friends have grown and prospered. For sincerely thank all our customers during this 32nd anniversary year of their past business, and we will do our utmost to merit continued patronage in the years ahead.

Our philosophy of doing business is the same today as it was in 1928. Simply stated, we believe in rendering the best in service, handling the finest in coin-operated equipment and delivering this equipment at the right price to the operator.

Listed below is but a fraction of the completely stocked and thoroughly reconditioned equipment available during this special 32ND ANNIVERSARY SALE. Why not call right now and share in these excellent buys!
Police Wage License Drive in Nashville

NASHVILLE — Police authorities continued their drive against games, vending machines and juke boxes without city licenses, arresting four more persons and seizing eight more machines.

The action September 12 brought to 19 the number of persons arrested and to 34 the number of machines seized by police in weekend raids begun by Sergeant Morgan Smith.

Police said the arrests set off a flurry of license buying. "Every officer will make arrests where he sees machines being used without a license," Smith asserted. "We're going to cash in on this now!"

Meanwhile, Inspector Carney Patterson said (12 that) that "Operators were standing in line at city hall buying licenses for their machines."

He added that the city has a $17 license for pinballs, $12 for juke boxes and $7 fee for vending machines. The county and State, Anderson said, charges $36 for pins, $15 for juke boxes and $7 for vending machines.

The federal government charges $250 for a registration fee for operation of coin machines as gaming devices, $10 for juke boxes or amusement machines.

Wurlitzer Hosts Service Schools For Southern Ops

MEMPHIS — Carl Johnson, of Dallas, Texas, service engineer for Wurlitzer, made road trips out of Memphis recently to several Arkansas towns conducting service schools.

The schools were to instruct operators and their servicemen on changes, improvements, how to make repairs on new mechanical features.


Memphis

Coy Mallinson, Newell's service man, accompanied Johnson on the trips, which included Blytheville, Jonesboro, Forrest City, Marked Tree, Osceola and West Memphis.

Johnson was in Memphis Saturday for local operators.

The service schools were given for these Arkansas operators: Forrest City, Wayne Carter and Lloyd Barber; B & G Amusement Company; Fred Swan, Swan Amusement Company; Pete Adams, Adams Music Company; Bill Poland, Poland Amusement Company; Jameson: Henry Hitchcock, Johnson Music Company; Elmer Todd, Todd Music Company; Nathan Wheeler, Service Amusement Company; Ben Adams, Adams Amusement Company.

Marked Tree: J. W. Singleton, Singleton Music Company; Robert Brunner and John Brunner, John & Frank Inc.

Blytheville: Sam Torjusen, B & T Amusement Company; Joe Michie, Michie Amusement Company.

West Memphis: T. P. Aaron, West Memphis Amusement Company; Jack Cherry, Cherry Amusement Company.

Standard Buys Fortune

NEW YORK — Standard Financial Corporation, active in coin machine financing, has announced its acquisition of Fortune Factors, Inc., New York. Fortune Factors, headed by Frederick Klein, president, will function as a wholly owned financing subsidiary.

BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISK

WHY?

TROUBLE FREE OPERATION

1219 N. WESTERN AVE.
CHICAGO 31, ILL.
8-6150

CLEAN CARDA GAMES

FOR SALE

P BALL HEAVY HITTERS
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Milwaukee 10, Wis.
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France to Sweep

French box jako producers, notably Jacques Marchant, are gearing for non-holds-barred competition. After long, and una- tured, the local market, many French opera- tors are eager to get into the machine, if only to have a basis for comparison.

A French producer summarized:
"It was paradise while it lasted, but now the market has been flung wide open, and it will now be 'war to the knife,' of the brightest and most efficient producers. Make no mistake about that."

Milwaukee Fete

Continued from page 72

Mr. and Mrs. Harry Jacobs Jr., Woody John- son, and Mr. and Mrs. Irv Roehl, United, Inc. Representing Kardon, Inc., were: Mr. and Mrs. Glenn Grubb, Glen L. Silver, Earrni, W. Schrag, Maj. Edna Grace, Dorothy Hurst, Alan Simon, Gary Kubinski, Elaine Wheir, Mr. and Mrs. Leo Silverstein, and Mrs. and Mr. Lucien Safford, H. G. Amuse ment Co.; Robert Scherer Southern Novelties Company.

Schoeller Group

The Schoeller Amusements coin-again won honors for having the largest group at the event. Their table included Mrs. S. Schoeller, Rudy Schoeller, And while Schoeller, Jeanne Schoeller, Mrs. W. A. Kehl, Mrs. Roy Oul, Edith Gruber, Edna Geese, Dorothy Hurst, Val Simon, Gary Simon, Elaine White, J. Sullivan, Nancy Schoeller, Betty Scherer, Bas- ther Schoeller, Thomas Gallo, Gary Keller and Carol Keonist. Billboard staffers Mr. and Mrs. Aaron Sternfield, Nick Biro and Gloria Marking were also in attendance.

RCA Victor thru Dells Recer headlined the list of record- ing artists that entertained following the regu lar program. The records were also made by the Bonnevilles, Penney Records, the Galaxies, Grundy Records, Bill Hargaves, Silver Slipper Records, Story, and Miscellaneous artists. David Carroll, Mercurio Records, Paul Fays, Thronturner, Bob Mattock and the Phantoms, Coe Records Lisa Carroll, Decca Rec ord and King Records. Emcee was Sta Gutman, Radio Doctors.

Auto-Test Unit

Continued from page 72

Sum Goldenoth, Capital sales chief, and W. P. Whitworth, Capit- al representative, met with Mrs. Mira Mars, along with Whitworth, then contact- ing Kelly Madda, of the Dal- las Citizen Traffic Commission. Together they organized a test program centered at the shopping center.

Challenge Public

Several Auto-Test machines were set up at the exhibit, with proceeds—which amounted to several hundred dollars—going to the local traffic commission. In the shopping centers were specially prepared signs to the challenge: "Are you a safe driver? Play Auto-Test and find out!"

Along with the machines as part of the exhibit, were license examin- ers who answered questions on traffic laws, insurance representa- tives who advised on a "safe driver insurance plan," and a Department of Public Safety representative who accepted renewals on drivers' licen ces. The Auto-Test machines drew generous space in the local press, along with the exhibit at as a whole. One feature story with pic- ture told of a local resident's ex- perience at the Auto-Test wheel— it concluded he was "the worst driv er in Dallas," but gave the ma chines a good plug.

Continental Safety Coun cil and Capitol appear to have come out winners in this joint campaign. Daniel G. Reynolds, director of traffic operations for the Coun cil, has been pleased with what he terms "the interest of the amuse ment industry in traffic safety," and Goldenoth has found that the safety in its has helped smooth the way for Auto-Test. Planting the seeds of safety to a large extent, the campaign appears to have taken hold, and there is a credit to the efforts of the Capitol and the Continental Safety Council.
**ROCK-OLA**

**for 1961 Presents**

The World's Most Distinguished Phonograph

**THE REGIS**

... A Triumph in Modern Styling
... Complete Operating Flexibility
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**GRECO BROTHERS**

AMUSEMENT CO., INC.

Main Street, Box C, Glasco, New York
Phone: Cherry 6-8700

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Red Bloc Mkt.
Of 500,000
Units Is Goal

- Continued from page 1

boxes is conditioned by a variety of factors and considerations. It
tends by nature to be a gadgeteer's curiosity about anything mechanical,
and he likes folk music—the Russian version of pop.

More important, Khrushchev is

striving to meet the growing de-

mand in Russia for consumer goods

—but instead of guns—by

"brightening" Soviet life.

It is understood that Soviet

sociologists and welfare workers

are supporting the mass introduc-

tion of juke boxes in Russia as a

weapon against drunkenness and ju-

dvenile delinquency.

They argue that if there were

more soft drink and juke box dance

spots there would be less vodka

tipping by Russians with nothing

more diverting to do. Juvenile de-

linquency, by official Soviet ad-

mission, is becoming a problem in

Russia on a scale with that in the

West.

---

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Features New Match-Color Roto-Targets!

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to skillfully control rotation
- Match feature
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- 2 super-powered skill flippers
- Coin box with locking cover

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INVEST NOW in UNITED'S BOWL-A-RAMA

The greatest money-making opportunity ever offered to operators. Right now...hundreds of BOWL-A-RAMA games in various types of locations are smashing all profit records. And remember... BOWL-A-RAMA is real bowling...operates everywhere. Invest in BOWL-A-RAMA now...you'll be glad you did.

Check THESE FEATURES
- Automatic Pin-Setter
- High Speed Automatic Score Totalizers
- Fast Play...Earns Up to $7.50 per hour
- Ball hits pins...pins hit pins. No roll-over Switches on alley
- Pins are 5/8 to scale of Regulation Pins
- Big 4 1/2" composition balls
- Beautifully Styled — Rugged Construction

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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ORDER FROM YOUR UNITED DISTRIBUTOR TODAY
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*Patent Pending

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