The Billboard

October 17, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

SIXTY-SIXTH YEAR

Record Sales Slip After Summer High

Singles Off 20.5%, LP's Off 9.3% From July-August Disk Shop Peak

By ROB ROLONTZ

NEW YORK—After a record breaking sales period for the summer months of 1960, LP's and singles slipped a bit in sales in retail record shops during the four-week period August 15 through September 10. The decline from the previous year, of July 18 thru August 13, in LP's was 9.4% per cent. Singles records were off from the previous four-week period by 20.9% per cent.

In comparison to the same period in 1959, however, the four-week period August 15 thru September 10, was much better in 1960 than in the year before. LP sales in the August-September period 1960 were up 56 per cent over 1959, and single sales were ahead by 26.1 per cent in this period as against the same period in 1959.

During the August 15 thru September 10 period in 1960, 2,801,500 LP's were moved by dealers. This is 400,000 less than were sold by dealers in the four-week period immediately preceding in 1960. And a total of 3,550,000 singles were sold by dealers in the August 15 thru September 10 period, or 1,500,000 less than were sold in the previous four weeks.

Reasons for Drop

The reasons for the drop in singles is felt by many traders to be due to the falling off in sales of two of the hottest records of the year, records that reached their peak in late July and early August.

Perennials Carry Ball

NEW YORK—The handy little catalog item that undoubtedly make up the bulk of holiday theme discs sales this year as they have in past Christmas seasons.

Among the items are Bing Crosby's Christmas albums and singles on Decca, thirteen versions of "Rudolph the Red-Nosed Reindeer," We Wish You a Merry Christmas by the late Robert Rheim and his Choraliers, "Mary, Mary Christmas Songs," Christmas Sing Along With Mitch, etc.

BRUBECK NAMED MUSIC CHIEF ON ALL-JAZZ AIRER

NEW YORK — A "jazz man's jazz show," entitled and produced by Dave Brubeck, will be spotlighted on WJZZ, Fairfield, Conn., when the first LP on the station goes on the air October 21.

Brubeck, who will act as music director and "spokesman" for WJZZ, will play his own selection of top jazz discs in a special two-hour program on opening day. The two-hour show will be repeated around the clock from 4 p.m. Friday, October 21, to 4 p.m. Monday, October 24, when regular programming will get under way. The station will operate daily from 4 p.m. to 2 a.m. and 24-hour broadcasting will follow. The new outlet is owned by the Connecticut-New York Broadcasters, inc., which also operates Fairfield's separately programmed AM station here WICC. Michael Lawless manages WJZZ, with the following as jazz jocks — Mike Lawless, director; Harry Donegan, Frank Delfino and Phil Cutting.

With WJZZ' regular format will feature a wide range of jazz was, Brubeck's records are expected to play a major emphasis on modern jazz, and the station, which recently went on the air, apparently plans to continue this 24-hour opening schedule, should he be able to integrate concert dates with his new WJZZ chores.

NEW Yule Albums Sparse as Labels Play Catalog Safe

By JUNE BUNDY

NEW YORK — New pop Christmas albums are scarce this year. With the exception of Columbia and Capitol (each of which is releasing six new holiday pop LP's), labels are apparently playing it safe, and putting the bulk of their seasonal promotional push behind old best selling yuletide catalog items and new non-Christmas product.

Among the labels which do have a few new Christmas albums scheduled are M-G-M, Roulette, Warner Bros., Ltd., Atlantic, Capitol, Col-Pix, Liberty, Cleo-Dis, London, RCA Victor, which had a sizable Christmas release in 1959, and only has scheduled one new album this year — "The Sound of Children at Christmas," by Hugo and Ludwig and Their Children's Chorus. Instead, the label will concentrate on its regular yuletide catalog which includes selections of P.A.S. B.E.G. and Perry Como, Mario Lanza, etc. The rest of the holiday release will be special merchandise such as seasonal nature, victory's low-price subsidiary label, Camden, will release two new Christmas packages — "The Sound of Christmas," with the Three Suns and "Christmas Music by the Augsburg Chorus." Mercury's only new holiday release is a Children's package, Christmas Songs and Stories, by Claude Rains. Twentieth-Fox also recorded compilation, "Christmas Carol," an organ and flute album for Holiday Mill (playing the Radio City Music Hall pipe organ.

Decca has two new Christmas packages — "It's Christmas With Sammy Kaye" and a German package by the Regensburger Cathedral Boys' Choir. Decca's subsidiary label Coral has a collection of Christmas singles in a new album tagged "Merry Christmas From" with the McGuire Sisters, Lawrence Welk, Dean Martin and others.

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Spuirt Can Set Trend

NEW YORK — In the mercurial record business, a four-week spurt in sales or sales may not be indicative of a whole new trend. So far this year, for example, we have had record companies sign flock of fawn singers because the girls, as exemplified by Connie Francis, Frankie Lymon and Lemon Black, have come back. Record firms have jumped on the percussion album and comedy album bandwagon because these types of albums appeared to be the hottest "new" items. After the payola investigations many record companies hesitating to sign a fawn female singer becouse they felt rock and roll was dead. Now the rock and roll has proved it has the staying power of the Pittsburgh Pirates, firms are jumping into the market with a beat. When singles become stumps, many of the industry docters return to the specialized fields in which they first started to mix, such as R&B, country, or spirituals.

SINGLES SLOW? WATCH CARLTON GO!

TURH RIGHT NOW TO PAGES 34-35
Rank Co-Op Meet  
Set for London

Members From 18 Nations Expected;  
Seek Increased Mutual Co-Operation

BY REN GREGG  
NEW YORK — The second  
annual Rank Records International  
Co-Op Convention, with members  
of the record group from at least  
19 nations thrown the world  
expected to attend, will open in  
London next Saturday. The two-  
day conference is expected to deal  
with mutual step expansions for  
the Co-Op group.

Flying home from here to helm  
the sessions is attorney Paul  
Martin, along with Richard  
Friedman, who will represent  
the company. Rank Records of  
America, which is organizing  
the sessions, will be the  
Dorchester Hotel.

Alan Livingston  
Back to Cap.  
As 'Roving V. P.

HOLLYWOOD — Alan Livingston  
this week returned to Capitol  
Records, a position he held four  
years ago, resigning to form  
his Capitol in Europe to enter  
the international field. Livingston  
first joined Capitol on January  
1, 1944, as a member of the  
business department.

Robinson Intros  
'Sound Off' Discs

CHICAGO — Tyrone Robinson has  
formed "Sound Off," inc.  
organization devoted to the  
recording of 78-rpm records. The  
first, titled "Saints in the Sun," has  
already been released (see album reviews).

Dayton Firm  
Buy Sought

HOLLYWOOD — Guy Ward,  
head of the S.C.W. Association,  
operator of disc operating contact  
service for eastern and western  
labels, is looking for a suitable  
venue, including a sales staff  
and salesmen, in the Los Angeles  
area. Ward has previously operated  
"Sales Fact Sheet" for each label  
in the western area.

NABC TV SERIES  
TO SPOTLIGHT U.S.  
MUSIC HERITAGE

NEW YORK — The national  
transistorized hearing aid top  
will be spotlighted in a series of  
full-hour programs called "The  
Music Heritage" — produced by NBC-  
TV’s Special Projects next  
season under the direction of  
Clayton J. Bennett.

Each program will feature a  
storyteller and an expert in  
the field of the subject. All  
Donald B. Hylton, will show  
the history of the subject  
and its place in the social  
and political environment  
of the period.

Using a narrative  
approach, the series will  
tackle stories about musical  
composers, songs of war time,  
the big bands, Tin Pan Alley,  
the record industry, the disc  
artists, the efforts of Richard  
Rodgers, George Gershwin,  
Irving Berlin, etc. The last  
program in the series of the  
'30's will be treated in separate  
shows.

New Electra Sales Set-Up  
NEW YORK — Sun Cumber  
patch has been named director of  
Electra, his position to affect close  
relations with distributors,  
dealers, and retail outlets.  
Vernon Wiley has been hired  
as sales and promotion manager  
for the many Sound Distributors,  
San Francisco.

New Riverside Singles Release  
NEW YORK — The Jazz  
Archives Series currently issued  
by the Riverside Record  
Company include two  
groups of interest: "The Classic  
Swing of Rock, Roll and  
Blues," and "The Great  
American Pop Artists." Both  
contend top jazz and blues  
artists, and the discs  
were mastered during the  
'40's.

The disc, which features  
the sound of the last  
year, will be distributed by  
the U.S. Air Force in the sound  
of the post-war era.

In addition, the disc has  
instilled a deep feeling for its  
artists and the music they  
played. Disc offers are  
given to their own and their  
listeners' audiences for  
consideration.

Merc Affiliate Exce  
In Brussels

NEW YORK — Mercure  
Hilton in Brussels held a four-day  
conference of European  
merchants in the eastern  
Europe. The event was aimed  
at increasing the ties of  
the company's members  
with the rest of the industry.  

Mercury membership  
includes cutters and salesmen  
for the hotel chain.

Cap Names Gilmore  
Singles A&R Chief

HOLLYWOOD—Voyle Gilmore  
last week was named Capitol’s  
a new executive producer for the  
label, responsible for overseeing  
all records and artists belonging  
to the firm’s singles line.  
Gilmore has been with the  
company since 1938, and has  
been involved in both the  
recording of all Capitol A&R  
producer. LP production will  
remain unchanged with individual  
production and promotion by  
executing in concert with Mannon  
Kellen, the firm’s New York-based  
national singles produc- 
dept, and is a member  
of the firm’s singles line.  
Gilmore’s appointment  
will be made in the interest  
and the records will be treated  
in separate shows.

Trade 
Music 
Radio

THE BILLBOARD Communications to 1554 Broadway, New York 35, N. Y.  
OCTOBER 17, 1960

MONEY-SAVING SUBSCRIPTION ORDER

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saving over single copy rates). Foreign rate $30.

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Television/Music/Radio

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Occupation__________________________

Company__________________________

Address__________________________

City________ Zip________

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Walter Helck / Viktor Tape Sales Dept.

NEW YORK—Ed Helck is the new manager of magnetic tape products marketing departments, RCA Victor Records. Appointment was made by Norm Ruscio, division vice-president and general manager. In the new post Helck will be responsible for the merchandising and marketing of all RCA magnetic electronic products. He will set up a special tape marketing staff which will include a sales engineer as well as a full-time producer, and is producing magnetic tape for professional use.

Vanguard Inks New Talent

NEW YORK—Vanguard Records has signed an exclusive agreement with the producer of a new album by the label. Dickory pulled nothing of a coup when he flew in to the English capital and signed a producer of one of the most promising young cartooners in the country, his name is Ronnie Emmons, who was formerly an assistant to Harry Corbett. The new contract will include a series of records by the new producer, and is producing magnetic tape for professional use.

British Labels: Up Radio Lux Air Time

BY DON WEDGE

LONDON—The British disc industry attaches great importance to the new trend toward increasing air time for British radio stations. Most of the major stations have taken advantage of this trend, and it is expected that the increase in air time will continue. The British music industry, on the other hand, has shown a decline in air time for British artists. The radio stations have been forced to reduce air time for British music, and the industry has been left with a problem of how to promote British music on radio.

Savoy Set For Vintace Jazz Series

NEW YORK—Savoy Records will very soon issue a new jazz series of 10-inch discs, the complete release of which has been welcomed by the jazz world. The series is expected to be a great success, and will undoubtedly bring in a large number of new listeners to the Savoy label.

Surprise husband of one of the top stars in the business, Victor Lundberg, 25, has been named manager of Sales Promotion for RCA Victor Records. Lundberg has been with the company for five years, and has been responsible for the promotion of a number of successful recordings. His new position will give him increased responsibility for the promotion of RCA Victor recordings.

Trey Debut First Album

NEW YORK—Atlantic Records has released its first album, recorded by the group that has been called "The New Breed." The group consists of four members, and is led by Alan White, who has been with the company for several years. The album has been well received by critics, and is expected to be a big hit.

Fischer, MPAA, Dies at 60

NEW YORK—Joseph Fischer, a former president of the Motion Picture Association of America, died at the age of 60. Fischer was president of the association from 1930 to 1952, and was a pioneer in the industry. He was a strong advocate of the film industry, and was a key figure in the establishment of the Motion Picture Association of America.
Nippon Disk Output Gaited at 21 Mil.

YOKOHAMA—Production of phonograph records here last month was at the rate of 21,000,000 disks, a drop of 33% from the figure for the first six months of production in 1960, released by the National Phonograph Record Association.

The shipments of 10,233,000 disks—worth more than 3,790,000,000 yen before taxes—were produced in Verve Mulls Stock Issue

HOLLYWOOD—Norman Granz is eying the prospect of a public stock issue as part of his major expansion move for his Verve label. Label has hired an accounting firm (Anderson Company) preparing groundwork for a Securities Exchange Commission application.

Verve has been undergoing organizational changes in part of its growth. Last August, firm formed a sales subsidiary, Verve Sales Company, which is responsible for operation of the Grant site. Sales Company has been joined in partnership with Frank Sinatra's Essex Productions for the Sammy Davis Jr. film, "Can Can." Many Granz rumorms frequently linked Verve with merger or outright sale deals with other labels. Most recent was a reported transaction merging Verve with Sinatra's Essex. Granz chooses to disclose his privately owned firm a public issue as a way of communicating his decision not to sell his firm but expand its operation with funds raised by the sale of stock.

Co-Ed Name Sold to Coed; Hassle Off

NEW YORK—The long-standing Co-Ed and the Coed label, the first owned by N. E. Mayhams, and the label that was formed by George Paxton and Marvin Caine, has been sold to the Co-Ed name to Coed, and from now on we will find the Co-Ed label being handled by Paxton and Caine.

Mayhams has had his Co-Ed label since 1949, and issued many records under the name of the label, despite the fact that this was a small label. Paxton and Coed's Coed label was launched in the late 1950s and has since then been active. Mayhams is transferring all his assets to his Mayhams Soevity Fraternity label.

New Old Town Jazz Pacts

NEW YORK—Stan Free has been placed to handle a d.j. show called "Jazz Live." Free's initial projects will be to knock into series of jazz LP's for the label.

Free, former arranger for Chris Conners, Inc., produced the label's first album, featuring himself on piano and arranged by Bill Wyckoff in Jazz-Artists. Also signed is Ted Giovanis, pianist out of the Charlie Mingus Orchestra.

Another project is a series of new 78es of familiar names of the old-time jazz bands, to be called "Living Legends." Free will also operate in the more pop areas with such artists as Arthur Prysock and Billy Steinberg, of "Eleven's".

Willing Firm To Steinway

INDIANAPOLIS—Willing Firm Records, the Indianapolis subsidiary of the firm, announced. For decides a principal firm that will produce the label. Steinway Company will be one of only a few independent companies in the Steayl field, since the label company and the others have been acquired in New York City and West Germany.

The music company, which now becomes a part of the 107-year-old company, established 38 years ago. Still at his teens at the time, Sr. Willing, is its founder.

Addtional Indictments for Alleged Counterfeitors

HACKENSACK, N. J.—Additional indictments have been returned here by the Bergen County Grand Jury against Robert Arkin, Milton Richmond and Bonnie Plat- up of nearby Fort Lee, N. J., and these are supposed to be the result of additional indictments returned against the four in the case (11), "Of the course of counterfeiting." The indictments are based on additional violations of the New Jersey State laws.

In the current counts, the charges are made that the defendants are involved in the counterfeiting of phonograph records on the Laurien and Wolfgard labels in addition to counterfeiting on the Steinberg Counterfeit Company. These companies are among the largest in the nation.

In the current Grand Jury action, the five counts involve charges of counterfeiting, production and sale, and they all involve counterfeit discs. This demonstrates ARMADA’s battle against counterfeiters, wherever and whenever they appear, asserted Talmadge.

ANNIVERSARY

Big Col. Push for Ormandy

NEW YORK—Ernst Ormandy celebrates his 25th Anni- versary as conductor of the Philadelphia Orchestra this month, and in honor of the occasion a Columbia Records is going on a big push on his disks. Dealers can tie-in to this campaign by displaying Ormandy and the Philadelphia's top selling albums in window displays. For this purpose, here is a list of the strongest selling Philadelphia Orchestra sets, according to the Philadelphia Orchestra public relations chief, Louis Hood:

"The Lord's Prayer, with the Mormon Tabernacle Chorale, (5386; MS 6068); 
Ormandy: "Symphony No. 1," (5373; SYNO);
Ormandy: "Pictues of an Exhibition," Stravinsky's "Firebird Suite" (5377; MS 6090)."

"Swan Lake Ballet"—(ML 5201);
"Tchaikovsky, Dance of the Witches"—(ML 5435);
"Dellmey: "Afternoon of a Faun"—(ML 5112);
"Levant: "Trio"—(ML 5370);
"Hornig: "Ensemble" (K 750);
"Port of Call"—(ML 4918);
"Greene, et al.; two "with Eugene Istomin" (ML 5160)."

Kingston Trio Selling 7-Up

HOLLYWOOD—Capitol has concluded a national promotional campaign for 7-Up, under the aegis of the Kingston Trio. The idea was to be used in the national packaging containing "Tom Dooley" and three of the group's other folk songs "Cow-Cow Blues," "The Cool Cargo" and still for 50 cents plus a coupon available at Seven- Up dealers. Tie-in also calls for the Kingston group to be featured in the soft-drink industry's ads.

Nichols-May Album Merc Highlight

NEW YORK—Mercury's October 15 album release is highlighted by "An Evening With Mike Nichols and Elaine May," original cast album of the duo's new Broadway hit, "I'm Getting married in the Morning." Theater here last week

The six releases are packages by Dinah Washington, Tat-Tyl Clinton, "Move Over, Mr. Charlie" (Regal Bells), "Two "Living Presence" classics," "Carmen," "Diet and the King," "(Slaves in "Beggar's Opera"), "Game Calls in Hi-Fi," featuring duck-calling champion Russ Weichman.

The Nichols and May album is the dual recording by the famous theater troupe. The Gate album, aimed at 18,000 licensed C, C, and B stations, were sold ducks to foxes and coyotes, Radio supermarkets Art Mercier is narrator.

New Distrib Opens in L. A.

HOLLYWOOD—Los Angeles' well-known disk distributor closed last week moved work room and store for another time within a month with the opening of a new store. The store, opened by Dorothy Freeman, formerly of Clevenger's Bjorn Dit- tson, was closed by Hi Fi Re- cord Sales. The store will be operated with Concord Distributors. Both will handle sales and promote the 28-night solo. Earlier this month, Ted Rosen- berg, who was in charge here, opened up his Record Sales. Area today has 28 disk distributors, largest disk market country's most keenly competitive at the dis- trict level.
a great new single...

a beautiful ballad of a broken romance...

you'll find out record no. 4456

Jeanne Black

...and a great debut album

Jeanne Black
a little bit lonely
arranged and conducted by Billy May

album no. (S) T-1513

includes Jeanne's great hits "he'll have to stay" and "Lisa"
BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

Keeping things lively, a good time... or not? Jack Mills and Lou Swats of Mills Music... Martin J. Moshier was reported to be livelier than the air of firing television exposure for Brook Benton. But there is one thing he's not: talking to the Mercury artist having the comparable success in Britain as he has at home. It is rumoured that he has retired to watch Jimmy Jones' operation. Bent Hornby has been talking of setting up another record company, which has retained considerable interest despite the unfortunate ending of one of his enterprises.

Jeanie Carson was returning back in native Britain for tele-casting arrangements.

Best Selling Pop Records in Britain

Week ending October 14, 1960

(Controlling Music Express, London)

Last Week

This Week

1 1 ONLY THE LOVELY-By Len Stack (EMI)
2 2 TELL LAURA I LOVE HER-By Jimmy Clitheroe (Ace)
3 3 HOW ABOUT THAT—Alvin (Joy)
4 4 I'M GONNA BE LOVE-By Tommy Steele (Jive)
5 5 IN THE MIDST OF LIFE-By Fred (Pye)
6 6 MR. BOJANGLES-By Joanie Sommers (Jive)
7 7 SCANDAL SAID—By Harry Palmer (Ace)
8 8 BACHELORETTE-By The Four Playboys (Pyramid)
9 9 PAMILY AND FORTUNE-By Ken Dodd (Columbia)
10 10 THE ROSE OF CADIZ-By The Chiffons (Pyramid)

BRITISH Newsnotes

By JAN TORS

Juke Box Magazine

Michelen, Belgium

The RCA 45s of the week included package with Mario Lanza and Caterina Valente. Lanza hit a hightight. The psychological effect is considerable and dealers all of the world are stocking it up. Bulky orders in case the bargain might go out of stock. Lanza has always been a very popular hero, and his LP "Student Prince" is considered one of the all-time best sellers in the market.

Instead of trying to get as many recordings of Caterina Valente, a Spanish music specialist in Belgium, Robert Bomans worked out a new way to launch Paul Anka's hit songs in French. He gave them to one artist only:

BELGIUM Newsnotes

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HELEN VALENTE, most popular female recording artist in these parts, has signed a new contract with M'Air ("Put Your Head On My Shoulder"), Jere Damer M. ("My Home Town"), Ada ("Tell Me, Show Me, Tell Me, 4 Every Love"") and Alco ("On Sale as singles and as an EP on the Decca label. There will be a new series of sessions and another artist to record those titles in the future. Valente has great potential, and it is great opportunity to establish herself firmly among the other top artists. Valente will be a promotion campaign: A large number of specially printed labels will be given away to disc jockeys and radio stations by a member of the Spanish music organization, who will visit them personally. In the few commercial radio stations, she was bound to appear. (Continued on page 49)

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TOP RANK RECORDS

"The International Sound"

THANKS ITS OVERSEAS DISTRIBUTORS

FOR CREATING INTERNATIONAL SUCCESS FOR

JACK SCOTT

AL HIBBLER  THE FIREBALLS
KITTY FORD  PRESTON EPPS
DOROTHY COLLINS  TED TAYLOR

THE KNIGHTSBRIDGE STRINGS

Bernard T. Ness, President
Harold L. Friedman, Director of the Executive Committee

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GREAT LAUGH RIOTS

Including the all-time fabulous "PARDON MY BLOOPER" series (volumes 1 thru 9)—that wild femme comic RUSTY WARREN—and the offbeat "ILL WILL" and a host of other great BEST SELLING COMEDY ALBUMS!

Call your favorite Jubilee distributor TODAY!
Cash in on these MONEY-MAKING JUBILEE COMEDY ALBUMS!

JUBILEE RECORDS, 315 WEST 47 ST., NEW YORK 36, N. Y. PL 7-8140
Court Enjoins Philly Distrib, Disk Jocks

PHILADELPHIA — An injunction against 11 record distributors and 22 disk jockeys allegedly involved in a $140,000 payola scandal was signed by Judge David L. Ullman in Common Pleas Court on Monday, October 10. The action was taken after Judge Ullman was shown consent decrees from the distributors and jockeys by Jerome R. Balka, assistant district attorney.

Of 28 jockeys originally listed, six have not signed the decree. Five — LeonCharles, William Franklin, Mitchell Lawrence, Michael Cooper and Harry Shuster — of the Philadelphia firm have not been served with a complaint. The sixth, William C. Chapman, is under a preliminary injunction issued last September 20 by Judge Ullman.

Judge Ullman commended Balka and Paul M. Chaffin, first assistant district attorney, for their diligence in the public interest.

The decree states: "The defendants are perpetually restrained, enjoined and prohibited from either directly or indirectly offering, giving, soliciting, accepting, receiving or taking any money or other valuable consideration to select, expose, broadcast or play any phonograph record or records without the knowledge and consent of the employer of the personnel selecting, exposing, broadcasting or playing the said record or records."

Record distributors named in the decree are the Universal Record Distributing Corporation, Harold B. Lipsius and Harry Finner; Jimpé Record Company, Harold B. Lipsius; Sparks Music Distributors; Leonard Ralicki; Edward S. Barsky, Inc., Edward S. Barsky and Manuel Barsky; Maran Distributing Corporation, Nelson Vertbi; Main Line Distributors, Inc., Hank Gold and Barry Gold; David Rosen, Inc., David Rosen and Joseph J. Wasserman;


NAB Elects Leroy Collins 17th Prexy

WASHINGTON — After seven months of soul-searching, the National Association of Broadcasters of Television, the trade group, has declared its choice of Gov. Leroy Collins of Florida, last week (10) for its 17th president. The Association has been seeking a spokesman to represent broadcasting in what may be the industry's most critical year, as it faces hearings on network regulations reserved for the 87th Congress.

Collins succeeds the popula-
rile, ZAll Fellows, who died last March.

NAB points out that the 51-year-old Collins has made a "rec-ord of achievement as a super-salesman in helping new industries and tourists to his State," and has further enhanced his stature in the role of permanent chairman of the Democratic National Convention. The Florida governor served six consecutive years in that office, and was a United States Senator and a member of the Florida House of Representatives.

Watch for an exciting new sound on CAMEO RECORDS

Court Enjoins Philly Distrib, Disk Jocks — a cover story for The Billboard. The page features an article on an injunction against 11 record distributors and 22 disk jockeys allegedly involved in a $140,000 payola scandal. The decree states that the defendants are permanently restrained, enjoined and prohibited from offering, giving, soliciting, accepting, receiving or taking any money or other valuable consideration to select, expose, broadcast or play any phonograph record or records without the knowledge and consent of the employer of the personnel selecting, exposing, broadcasting or playing the said record or records.

NAB Elects Leroy Collins 17th Prexy — an article about the election of Leroy Collins as the 17th president of the National Association of Broadcasters of Television. Collins, who served six consecutive years as the governor of Florida, has been chosen to represent broadcasting in what may be the industry's most critical year, as it faces hearings on network regulations reserved for the 87th Congress.

UPDATE JAZZ

Feather's New Tome A Winner

NEW YORK — A new edition of "The Encyclopedia of Jazz," by Leonard Feather, has just been issued by Hesperian House in New York. This is the first newly revised version of the tome since it was issued originally in 1952. As that time it was noted by The Billboard that the Encyclopedia was an indispensable item for station libraries, record company personnel, columnists, annotators, disk dealers, and plain jazzophiles. What The Billboard said then goes double now. For the "New Encyclopedia of Jazz" is a completely revised edition, with a preface.

British Indies Set Own Co-Op Group

LONDON — Independent Rec-}dery industry is the title of an organization set up by several small British labels to act for all the members. It may be the birth of another co-operative, if some of the founders' plans mature. Actual membership of the group is still not revealed but it is known that strawberry fields (the only U.S. label trading independently) is involved, as are Triumph and Enterprise. IRI's first secretary is John A. Grimmmer of Children's Record, Ltd. Legal counsel is the firm of Gerald, Samuel and Shiner.

British Indies Set Own Co-Op Group — an article about the establishment of a co-operative group by several small British record labels. The group, which has not yet revealed its membership, is described as "strawberry fields" (the only U.S. label trading independently) and others.

Watch for an exciting new sound on CAMEO RECORDS — an advertisement for CAMEO Records. The advertisement states that a new sound is coming to CAMEO Records, and invites readers to watch for it.

JOIN THE BIG MOVE TO NASHVILLE

BILLBOARD'S BIG OCTOBER 31 COUNTRY & WESTERN SPECIAL

The issue will not only go to all the folks back home, but it'll get extra distribution to the depots in attendance. And they'll be reading it with even more than usual interest for results of Bill-board's Annual C&W Disk Jockey Poll. The issue will highlight:

- CMW MAN OF THE YEAR
- FAVORITE MALE C&W ARTIST
- FAVORITE FEMALE C&W ARTIST
- FAVORITE MALE C&W VOCAL GROUP
- FAVORITE C&W SONGWRITERS
- FAVORITE C&W BAND
- FAVORITE C&W LP
- MOST PROMISING MALE C&W ARTIST
- MOST PROMISING FEMALE C&W ARTIST

And, Special C&W features include:
- World Wide Importance of C&W Music
- Guide to the Country Association
- Listing of Standard C&W Tunes

MAKE YOUR PLANS TO GET ON BOARD NOW.

AD DEADLINE IS OCTOBER 26

Call your Billboard rep today — and he'll come a-running.

The Billboard
NEW YORK • CHICAGO • HOLLYWOOD
THE EVERLY BROTHERS LIKE STRANGERS
ANOTHER HIT FROM BOUDLEAUX BRYANT AND BRAND NEW HEARTACHE CADENCE 1388
NOW AVAILABLE TO ALL BROADCASTERS
5 BIG NEW RECORD AND ALBUM SERVICES

1 CATALOG ALBUM SERVICE OF RSI:
You may order any complete category you require for your station. Prices are based on the number of albums contained in each category.*

<table>
<thead>
<tr>
<th>1. CATALOG ALBUM SERVICE</th>
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<tr>
<td>DANCE ORCHESTRA</td>
<td>25</td>
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<td>50</td>
</tr>
<tr>
<td>LIGHT CLASSICS</td>
<td>25</td>
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<tr>
<td>OPERA EXCERPTS</td>
<td>25</td>
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<tr>
<td>BAND, CONCERT, MARCH</td>
<td>25</td>
</tr>
<tr>
<td>POPULAR HIT PARADE</td>
<td>25</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>25</td>
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</table>

**NEW ALBUM SERVICES OF RSI:**
You receive new album "Spotlight Services" each month, selected by the music staff of Billboard as among the best of the new albums.

2 Popular
10 new albums per month for 12 months
120 albums........Total $125

3 Classical
5 new albums per month for 12 months
60 albums........Total $75

SINGLES SERVICES OF RSI:

4 "Hot 100"
If you program popular singles records. You receive ten (10) new records a week, the best of the new releases.
Price for one year—52 weeks—10 new records a week, a total of $520 of the best of the new releases
ANNUAL BASIS: $100 per year via regular mail. $100 via air.
QUARTERLY BASIS: $40 per quarter via regular mail. $40 via air.

5 "Easy Listening"
You receive six (6) new records a week, the best of the new releases (no rock and roll).
Price for one year—52 weeks—6 new records a week, a total of $312 records.
ANNUAL BASIS: $110 per year via regular mail. $110 via air.
QUARTERLY BASIS: $22 per quarter via regular mail. $22 via air.
*We will permit you to select items of your choice for $1.00 each with a minimum order for 500. Write for catalog of album listings.

START YOUR RECORD AND ALBUM SERVICES TODAY!

RECORD SOURCE, INC. 931 EAST 44th STREET, NEW YORK 17, NEW YORK
PHONE: 622-4853

WE ARE ENCLOSING $... FOR SERVICES AS INDICATED.
COMPANY NAME

ATTENTION
STREET
CITY
STATE

RSL reserves the right to cancel subscription service on a per note basis.
It is a condition of this order that records supplied by RSL will be used for or by broadcast personnel only.
THE ORIGINAL VERSION
THE HIT VERSION
THE SELLING VERSION

CAN SHE GIVE YOU FEVER
I'M THAT SOMEONE

ERNIE TUCKER
on the EARTH LABEL

Now Distributed Nationally By
ADDIT
ADDIT RECORDING CORP. 165 W. 46 ST., NEW YORK 36, N. Y. JU 63702
"Don’t worry, Wilber... they won’t forget to send your copies of..."

**ADDIT’S 10 BIG CHART BUSTERS!**

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<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>JIMMY CHARLES</td>
<td>'A MILLION TO ONE'</td>
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<tr>
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<td>PROMO (p-1002)</td>
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<td>THE RAMBLERS</td>
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<td>'BIG McGOON'</td>
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<td>'LET'S JAM'</td>
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<td>DILLIE (d-101)</td>
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<td>FORMAL (f-1012)</td>
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<td>'DEAR ONE'</td>
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<td>ADDIT (a-1229)</td>
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<td>'TEARDROPS FOR A CHASER'</td>
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<td>ADDIT (a-9117)</td>
</tr>
<tr>
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<td>'HELP ME SOMEBODY'</td>
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<td>ADDIT (a-1224)</td>
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<td>PROMO (p-6162)</td>
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<td>10</td>
<td>ERNIE TUCKER</td>
<td>'CAN SHE GIVE YOU FEVER'</td>
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<td>EARTH (e-501)</td>
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ADDIT RECORDING CORP. 165 W. 46 ST., NEW YORK 36, N. Y. 63702
HOUSTON POINTS WAY  
Dealer Group Air Segs Pack Punch

By JACK MAHER  
NEW YORK — The recent announcement that the Houston Record Dealers Association (The Billboard, September 26) had inaugurated a record show on one of that city's most powerful FM radio stations, clears the way for individual record dealers and record dealer co-ops, of one kind and another, to use this impact-full medium to a greater degree.

The Houston group is using their local station, which is reported to have the best FM hooperaating in the area, as an outlet on which the newest LP releases are played. In addition to the show, which goes on the air for one hour, five times a week, the co-op has a 24-hour telephone answering service, which fills any listener in on the album title and number, and just where the record can be picked up in his area. The answering service, of course, gives the inquirer the name of the nearest member of the Houston Record Dealers Association.

This operation, which is fi-

naced at least in part by the distributor and manufacturer advertising allotments that ordinarily come to dealers for local newspaper advertising, can have wide spread impact and reap cash rewards for the individual dealer, whether he be the member of a co-op or not.

While the financial impact of a dealer organization can bring a broader weight to bear over a wider area because it has more money to spend, the individual dealer can also assert his own authority in his area, and diffuse his sales message within the limits of his budget.

The advertising rates on local stations are not as imposing a financial barrier as it might be on a larger outlet. And a small local station in a small local area has the kind of ever-all impact that registers strong in one locale. With manufacturer allotments defraying at least part of the cost, an individual dealer can set up the same sort of operation as the Houston group did: a steady, strong time slot; 24-hour phone service, a thoughtful array of recorded material, all of which is available at minimal cost. But for the above, the take-off was a wide taste appeal.

Features such as an opera segment, jazz segment, Latin-American hour, and so on, come readily to mind. Indeed, it is surprising that such a wide network have not been taken up to date to take care of specific areas of the record buying public. But, for the most part, program material is handled by an individual dealer, who knows his actual and potential buyers might program, for better effect, from the pop area.

Bergman Heads LP Sales in Rank Shuffle

NEW YORK — Dewey Bergman, head of the RCA Victor branch of the RCA Records, Inc, Bergman's appointment is the latest in a number of recent personnel switches which have taken place at Rank Records.

Earlier Ray Meikle was placed in charge of singles sales and national promotion. Bergman, Meikle, and comptroller Herbert Segs are now the key operating team along with Harold Friedman, operating head of the firm. Bergman, prior to this new appointment, had been director of albums for ABC-Paramount and also was active in indie album production.

The number of new appointments:

(Continued on page 40)

Jazz Festival In Honolulu

HONOLULU — The Pacific Jazz Festival starring George Shearing and his quintet appeared for two performances at the Waikiki Shell on October 7 and 8. Opening night attendance was estimated at 15,750, $2.75 and $1.50. Supporting acts were the Hi-Los, Cal Tudman and Mavis Rivers.

Johnny Mathis also appeared at the Shell for two performances October 9 and 10, pulling 7,000 on opening night. Supporting Mathis were Andre Tahon, marimbaist, and Hermes Pan, singers and dancers. Prices were $3.75, $2.75 and $1.75.

LANGUAGES BARRIER

Global Disk Spread Can Push Talent to Berlitz

By BOB ROLONTZ

NEW YORK — With the disk business gone global, vocalists in the future — and even right now — may have to learn a flock of languages if they want to reap their popularity around the world.

This is the view, at any rate, of Borge Ekberg, export manager of Metronome Records, which also has offices in Oslo, Berlin, Helsinki, Copenhagen, Hamburg, and New York. Metronome Records, which handles a number of American labels in Sweden, the Scandinavian countries and Germany, such as Atlantic, Prestige, and Disneyland, was originally destined to jazz, but now Metronome also covers American pop hits in Sweden and other countries.

Ekberg, who visited the Billboard offices in New York to make his views known, stated that domestic artists are listened to by various European countries, who can often outsell the original American artist on a disk, because the Swedish, or Norwegian, or German artist sings the tune in the country's own language. Ekberg is the manager of Sweden's No. 1 vocalist, Siv Malmqvist, who is now the hottest disk in Sweden with her cover of Connie Francis' "Everybody's Somebody's Fool." On the Swedish disk the chorus sings the tune in Swedish, but since she knows seven languages herself, she has also scored in France and Denmark as well as for sale in those countries.

Connie Francis herself has cut records in two languages, English and German. And her German albums have sold very well in her own country. The fact that the thrust has shown the way for American artists in the matter of foreign lans.

ologies could send a lot of vocalists to Berlitz.

Ekberg stated that record budgets in Sweden were off the early part of 1960 by 30 per cent. But things are in June, he noted, business had picked up and he expected 1960 to wind up as a good year for Metronome. The Swedish disk field will be in the U. S. a week or two, though the record business is as it is practiced in the U. S.

Selmer Wins Patent Suit

ELKHART, Ind. — H. & A. Selmer, Inc., retain the right to manufacture clarinets with a new and simple key mechanism without risk of patent infringement by virtue of a ruling in Federal District Court on Oct. 8.

U. S. District Court Judge Robert A. Grant decided in favor of the Selmer firm in a suit initiated by the Selmer Corporation of Los Angeles, Calif. and Selmer, Inc. of Elkhart, who were key system innovations developed by Leon Selmer of Paris, France.

"Lack of invention" was advanced as one reason by Judge Grant in holding that the patents are invalid. Inconsistencies between the original patent and the claimed patent constituted another reason.

Selmer, however, was upheld by Judge Grant in a counter-suit filed by Selmer. In this instance the Elkhart firm charged that the Le- blanc trademark "renounced the earliest Selmer trademark registration.

The similarity, Grant said, was adequate.

The Fabulous 4 From TOP RANK are headed For The Top

TOP RANK RECORDS • 24 W 57 STREET • NEW YORK

By J. C. SCIABARRA

JACK SCOTT  
TED TAYLOR  
KNOTS BRIDGE  
THE FIREBALLS

PATSY b/w OLD TIME RELIGION  
DAHLING TAKING ME BACK  
The Strings Swing Again... IF DIDDIN'T CARE  
Follow "Bulldog" "Torquay" and "Vaquero" with a double barrelled smash...

b/w  
AAOST PARADISE  
RA-2081
195,000 ordered first three days!
the timeliest novelty record of all time!
the original...the one and only

REPORT TO THE NATION

Starring "Red Nutly" and "Willie Winkly." Hysterical interview with candidates Dixon and Finnerty.

MK-101

Orders already received from delegations of profit-minded distributors in California, Pennsylvania, Illinois, Michigan, Minnesota, New York, Texas, Wisconsin, Massachusetts, Florida, North Carolina, Georgia, New Jersey, Maryland! More orders coming in every hour!

ORDER TODAY! This one is moving fast!

on the "MK" label
Distributed exclusively by

ROULETTE
NYU REPORT
Record Sales Slip After Summer High

- Continued from page 1

ahead by 40.4 per cent. The only slump in LPs, which continue to decline and reached under the first 36 weeks of 1959. These have been 34.8 million single sales sold by record dealers in the first 36 weeks of 1960, plus 33 million LPs, and 1.9 million million records.

Thus the drop in the August-September period of sales is not the result of only 1959 and 1958. Past season sales indicates that LP unit sales will build slightly or hold their own for the next 12 weeks and then jump upward for the Christmas season. Past experience has shown that November is traditionally a pre-Christmas slump period as compared to September and October.

These statistics are derived from the forthcoming report analyzing national trends of record sales in retail record stores, as prepared by The Billboard every four weeks under the supervision of the New York University Retailing. The complete confidential reports, which are subscribers of this service, also provide competitive figures by label, broken down by record, price, packaging, etc. The reports are compiled from deals of actual cash-register sales made by a scientifically selected, visiting sample of dealers across the nation.

LABELS PLAY IT SAFE; SKED FEW YULE ALBUMS
- Continued from page 1

"Holly and Ivy" by the Mormon Tabernacle Choir, "Old Sweet Songs of Christmas" by Frank De Vol, "Joy to the World by A Christmas Carol," "Joyous Noel" by E. Power Biggs, and "Catholic Christmas," are among the new Lumpur items by Mitch Miller, Johnny Mathis, Ray Conniff, etc.

This lineup of six new Christmas albums spotlights "The Last Month of the Year by the Kingdom Choir, "The Magic of Christmas" by Nat King Cole, "Penny Lane" by the Carpenters, "The Songs of Christmas with Gordon's Band," "Hark! The Herald Angels Sing" by Virgil Fox, and "Christmas Carol" by an English boys' choir.

Verve is bringing out one new yule album — "Ella Wishes You a Swingin' Christmas" by Ella Fitzgerald. Dot has two new holiday packages — Keesey Smith's "A Keely Christmas" and "Christmas With the Lennon Sisters." Roulette, which isn't releasing any new Christmas LP's this year, will concentrate on two reissues — "Christmas Once Again" and "Christmas by the Lennon Sisters." Roulette's 1958 release, "Ella Fitzgerald's Christmas," and 1959 release, "The Christmas Album," will be reissued under the new title "Christmas Time From Home." The label also plans a big promotional push on a re-issue of Brenda Lee's 1959 yule disc "Rockin' Around the Christmas Tree" to tap in on current rock success in the singles field, and for Bobby Helms' two-year-old holiday hit "Jingle Bell Rock." A set for reissue is 20th-Fox's 1959 Christmas disc "Little Drummer Boy" by Harry Simeone.

Verve is taking a side out of Ella Fitzgerald's yule album and releasing it as a single — "Jingle Bells." Liberty may release a new Christmas yule single, "Candy Cane" last week released "Christmas Marching Song" by Cincinnati TV's Ruth Lyons, backed by "This Is Christmas" by Ruby Wright. Also released were two King yule singles — "Jingle Bells (in Six Languages)" by Joe Giannini and "Christmas Comes But Once a Year" backed by "Please Come Home for Christmas" by Anson Milburn.

HOT 100 ADDS 11
NEW YORK—The Hot 100 chart added 11 new sides this week. They are:
72. Lonely Teen-Ager (Schwartz, ASCAP)—Dion, Laurie.
73. Patsy (Meridian, BMI)—Jack Scott, Top Rank.
74. Ballad of the Alamo (Feist, ASCAP)—Robbie Robbins, Columbia.
75. The Girl With the Story in Her Eyes (Eldorado, BMI)—The Platters, Mercury.
76. Side Car Cycle (Four Star Sides, BMI)—Charlie Ryan, Four Star.
77. Midnight Lace (Daywin, ASCAP)—Ray Ellis, N-G-M.
78. Last of the Know (Cornerstone, BMI)—Fleetwood, Delton.
79. Night Theme (Wye, BMI)—Mark H. Wye.
80. Ballad of the Alamo (Feist, ASCAP)—Bud Travis, Liberty.
81. Midnight Lace (Daywin, BMI)—Ray Conniff, Columbia.

NIPPON COL. BOWS SHEET RECORDER
YOKOHAMA—A new type of magnetic sheet recorder, as called Columbia Nakazaki, has been introduced to the market by Nippon Columbia, one of the leading phonograph record companies. The unit was defeated in a technical he-up with Y. Nakazaki, a prominent inventor. The Columbia company also announced details of a special promotion campaign. The all-cartridge and automatic sheet recorder is compact and light in weight. The unit records and plays back and operates with push buttons. Sheets for recording can be written on drawn upon and can be erased for continued recording use. Each sheet will record for three minutes and the unit is capable of stacking 10 sheets.

On the phone front, Nippon Columbia is planning a grand sales campaign for its product. A customer purchasing any one of 10 sheets sets range in price from $60 for the low-end model 1540 to the de luxe 3,300 series at $75.5, gets a free lottery ticket. Grand prizes include a brand new 1961 Topper Crown Sedan, a color TV set, a de luxe Yamaha piano, plus a package of black and white TV sets, transistor radios, and 1,000 Columbia Stereo Seven EPS. The special promotion will be in full swing by Jan 20, 1960.
OCTOBER 17, 1960

THE BILLBOARD

MUSIC

NEW...AVAILABLE NOW

INCLUDES HER CURRENT
2-SIDED HIT SINGLE
"I WANT TO BE WANTED"
AND "JUST A LITTLE"
DL 4082      DL 74082(S)

BRENDA LEE

A BEST SELLER
EVERYWHERE
DL 4039      DL 74039(S)

GRANDMA
what great
great songs
you sang!

YESTERDAY'S GREAT
SONGS BY TODAY'S
GREATEST STAR
DL 8873      DL 78873(S)

DECCA® Records

a New World® of Sound...
Unwinding Raw Tape Confusion

By ROBERT SCOTT

To many dealers, magnetic recording is a fascinating but confusing and frightening business. As endless and confusing combinations of recording speeds and types are created, we have an endless number of recording speeds and types. The confusion may be even greater for consumers, who want to know which recording type is best for them.

What about shopping? Kantor recommends that a seller of "sound" recorders be familiar with the different recording technologies available. A consumer who is considering buying a recorder should check the manufacturer's specifications and compare them to those of other brands. It is also helpful to consult with the manufacturer before making a decision.

The best quality tapes are those that are made by manufacturers that use high-quality materials. The highest-quality tapes are those that are made by manufacturers that use high-quality materials. However, it is important to note that high-quality tapes are not always the best choice for all applications. The best quality tapes are those that are made by manufacturers that use high-quality materials. The highest-quality tapes are those that are made by manufacturers that use high-quality materials. However, it is important to note that high-quality tapes are not always the best choice for all applications.

The choice of recording speed depends on the type of recording system and the type of tape used. For example, a recording speed of 7.5 inches per second is ideal for high-quality recordings, while a speed of 15 inches per second is better for lower-quality recordings.

In conclusion, it is important to be aware of the different recording technologies available and to choose the type that is best suited to your needs. It is also important to consult with the manufacturer before making a decision, and to read all of the fine print on the sales labels before you buy.

Outlook Good For Pentron, Hint Merger

CHICAGO — Pentron Electronics Corporation is expected to announce its acquisition of the Inter-Regional Corporation (IRC) here late next month. The acquisition is expected to be completed by the end of the year.

The transaction, which is expected to cost about $2 million, would give Pentron control of IRC, a company that manufactures electronic components for the automotive and aerospace industries.

IRC is expected to continue to operate as a separate entity, but its management will be integrated into Pentron's operations. Pentron, which is based in Chicago, is a leading manufacturer of electronic components.

IRC, based in St. Louis, manufactures electronic components for the automotive and aerospace industries. The company has been in business for over 50 years.

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<tr>
<td>I Just Want To Love You</td>
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Guarantee Sells Tape Recorders at List

By ROBERT LATIMER

How can a dealer sell a tape recorder at full list price when competition is offering the same machine for as much as 30 per cent less? "Give them five years guarantee," says Albert Glick, of Georgetown Camera Company, who sells around 500 tape recorders per year—all of them at full list.

Glick extends a full five-year guarantee on every machine he sells, which includes all labor and parts except for tubes, plus a yearly preventive maintenance, oiling, overhauling, complete cleaning of the head, capacitors, all switches, and replacement of fuses. The sort of guarantee that means when a consumer buys a tape recorder at the Georgetown shop, he knows that he is buying five years of uninterrupted good service, and that the only extra cost he may run into will be simply tube replacement.

List Profit

Because the guarantee is there, the District of Columbia dealer is able to show a profit of from $25 to $40 more per recorder sale, and in most instances, sell at the manufacturer-recommended list price. Glick anticipates that any serious-minded recorder prospect, who usually is in search of fine quality in stereo sets, has already "shopped the market," and knows that he can buy at a lower price somewhere else. He isn't the least bit discouraged, however, because he knows that once the customer has given some thought to the five-year guarantee, he will usually go ahead and pay the list price.

Glick backs up his five-year guarantee with a unique tape recorder and high fidelity equipment repair facility, which he will stack up against any in the country. An expert in electronics, Glick can fix almost any make of the shop himself, investing some $650 in the process, and is prepared to trace down any tape recorder troubles from loss of magnetization in the recording head to a wobble in the capacitor drive. Helping him do such jobs is a volt meter, an ohmmeter, a professional level tubing checker, several oscilloscopes, a signal generator, vari- able clipping-to-ground circuits, and tuning equipment which can trace the slightest variation in the speed of a drive belt, for example. He doesn't mind showing any interested prospect the broadly laid out shop, and pointing out what each piece of equipment does. He also makes a solid point of the fact that there is a full-time technical expert on hand at the shop every day in the year, who will always have the time for the service job which Glick has promised. Repair

IHFM Plans

Buyer Promo

NEW YORK—An Industry Identification Promotion Program has been inaugurated by the Institute of High Fidelity Manufacturers, Inc. (IHFM), it was announced by Raymond V. Peer, president of the organization. Plan's multiple purpose is to explain to the consumer the value of audio components, their purpose, their advantages, and who the people are that manufacture them.

How

The plan will be put into operation in the form of ads which explain the meaningful points plus audio reproduction and identify the participating IHFM manufacturers who make them. The plan also comes into the picture thru coupons placed in the press. On receipt of such coupons from the public, the IHFM will send along a list of audio specialists to the prospective consumer, while a list of all inquiries will be sent to each participating manufacturer. Deals identifying retail outlets as audio specialists to be placed in stereo stores also take a prominent place in the new promotion plan.

Financing of the plan is to be accomplished by a voluntary contribution from Institute general members on a basis of $280 per month.

Jensen 60 Sales Jump

FOREST PARK, Ill.—Jensen Industries of this city has announced that the firm's sales for the 1961 year-to-date, are 56 per cent higher than they were in 1959 at the same time.

Altha no actual figures have been given so far for comparison purposes, the sales clasp was attributed to the company's "Sell All Summer" push on products. Jensen makes needles, cartridges and other record accessories.

GTE Acquires

Italian Firm

NEW YORK—A majority interest in the Radio Communication Division of Magneti Marelli of Milan, Italy, has been acquired by the General Telephone Electronics International, Inc.

The announcement, which was made by Donald C. Power, chairman and chief executive of the American company, noted that a new company will be called Magneti Marelli SPA, has been formed, and that it will be located in Milan. The new company will specialize in the manufacture of carrier and transmission equipment, and is a combination of three European Companies: Marelli, Lenkurt and Automatic Electric S.A.T.A.P.
Unwinding Tape Confusion
• Continued from page 18

One mill tapes permit longer playback time and are used for recording subjects which cannot conveniently be recorded on a reel. Mylar and tensilized mylar are used for recording extremely high-quality material, as T-4 or T-50 tapes require 45 to 60 minutes or more without interruptions. These tapes are also used by some recordists who prefer mylar's durability to that of acetate.

Five-and-three-inch reels are frequently used for short recordings, and for corresponding by tape. The shorter reels eliminate waste and splicing. For this same purpose, dealers should stock a supply of needles for these customers who must edit and splice tapes for separate storage.

Warehouseing is vital to magnetic tape, especially with an acetate base. Acetate exposed to moisture may turn, and if so turned, will not play. When tape becomes stiff, it should be air dried or exposed to moisture to soften it.

AUDIO NEWS BRIEFS

New appointments were noted by the Sullivan Electric Products Company this week. The firm opened an office in Des Moines, Iowa, for the distribution of TV, radio and stereo products.

The General Electric Company has appointed N. E. Mar- timan as vice-chairman. Mr. Mar timan continues on as vice-chairman of the Zenith Radio Corporation's Military Electronics Division. John W. Ellinger also has been named the Ray R. Heurnacht As sociates, Inc., staff.

Cheap Needles
• Continued from page 18

It is not necessary to replace needles or to clean them if the problem is not a “counterfeit” one, he said. The problem is more often the result of neglect and carelessness.

A Columbia needle salesman said that actually there was a difference between needles. His observation was that the difference was not so much in the print used in the way in which they are assembled to the record. Some, he said, are welded to the needle and therefore more easily breakable. The better ones are what is termed a “counterfeit” needle, in that the diamond is imbedded in the shank and therefore much more secure. Little light was shed on the subject by the many manufacturers who were questioned. It was difficult to find out who was being done a “counterfeit” needle, something that was happening in the industry.

The manufacturer, dealers in Sound Corporation (DISC), the dealer company in Dead End, N.J., haimed at prices for a needle of their own and the National Association of Merchants, on which the problem was turned over to the manufacturer, this past July in Chicago.

Big Electronic Firms Merge

NEW YORK — Hudson Electric, Merges, and Terminal Radio and Television Corporation, suppliers of electronic parts and equipment, have undertaken a merger that will form a new company to be called Terminal-Hudson Electronics, Inc.

The merger, which combines the two companies for an annual American and overseas sales figure of at least $100,000,000, involves an exchange of one-for-one shares between the two firms.

William Miller, Terminal president, has been named president and chairman of the board of the new amalgamation. Sol Bax, former vice-president and director of Hudson, has been appointed vice-president and director of Terminal-Hudson.

Hoffman Quits Own Cabinet Production

LOUIS ANGELES — Hoffman Electronics has ceased production of its own series of cabinets for TV and stereo hi-fi in favor of obtaining such from outside sources. Reason given by the company was that it was financially to the firm's advantage to buy all cabinets, etc., from outside cabinet makers and high reliability is concerned.

For selling the glamorous market, Onofo regularly stages "Stereo Fair," four-day affairs, held two or three times per year, which introduce new developments in stereo, with no emphasis on price whatsoever, and instead, invites the Denver public to come around and listen to stereo at its best. A typical "fair" will draw as many as 500 people over two to three days, all of whom are interested in quality reproduction, rather than price. For example, during March, the last "Stereo Fair," was built around the "Shank's curtain of sound" and three-channel stereo. A photograph of typical Pilot units, on display in the Onofo show rooms, and a brief statement of the progressive stereo expansion system used, was enough to bring a steady flow of prospects.

There is a well-known market for the philosophy involved in this type of "fair," which offers attractive prices on components, stereo phonographs, "in cans."

A typical ad, for example, offers brand-name stereo equipment, priced at $138 in cans. Another offers a famous brand of stereo equipment at $200, again "in cans."

This reference is to a "gimmick" which Onofo hit upon several years ago, and has found to be highly attractive to budget-minded customers who has continued it ever since. Something about the expression "in cans" seems to attract budget buyers that they will get the best equipment in the region at the guaranteed stereo recorder or phono at a real bargain, and the set, stacked up in the show room, is the equivalent of an entire line of stereo equipment, and often moves quicker where they could otherwise under sell faster, more slowly if the store had taken them out of the cans, tested each one, sold them, and placed them in the show room. Well aware of the interest involved in selling this market, Onofo has made the "cans" theme the basis for selling just as large a share of the economy market as he does the luxury market.
"A THOUSAND STARS"

KATHY YOUNG

b/w "Eddie, My Darling"

Indigo #108

INDIGO RECORDS, INC. 3330 Barham Blvd., Hollywood 28, Calif. Hollywood 6-1616-7-8-9
New York

Clement Freud will write the theme music for the forthcoming TV series "Les Girls," a project of Alan Jay Lerner and John Kander. Songwriters Burton Lane and Alan Jay Lerner, who wrote the music for the stage score of "Kiss Me, Kate," have been hired to write the score for the TV version of "Les Girls," which will be produced by Cahn Productions. The show is scheduled to open in November.

Cincinnati

A "Grand Ole Opry" package featuring Minnie Pearl, Ray Price and His Cherokee Cowboys, Grandpa Jones, Stony Cooper and The Cruising Colonels will be heard on public radio stations in the south. Minnie Pearl, who has been a regular on the Opry for more than 20 years, has been a favorite of radio listeners in the South for many years. She will be accompanied by Ray Price and his band, the Cherokee Cowboys, who have been a staple of Opry performances for many years.

Chicago

Bobo Kopf is back in the broadcast business, this time as the host of the "Triple A" series on WLS in Chicago. Kopf, who was a popular disc jockey in the 1950s and 1960s, has returned to the airwaves after a brief hiatus to focus on his duties as the president of the Chicago-based music publishing company, Kopf Music. His return to the air has been met with enthusiasm by fans of his "Triple A" show, which has been a staple of the Chicago radio scene for over 20 years.
The Defenders, who had played piano for over 30 years in recording sessions, will be featured in a special appearance at The Metropolitans, N.Y.C. Oct. 13, 1960. The show will be sponsored by the New York Council of the America Legion Auxiliary, Inc.

Ella Fitzgerald, former Paree Jazz Act (in The Billboard's Hall of Fame), last had Tune Your Love Farm, Inc. But both are scheduled to appear at the Restaurant, and both will be highly regarded conditions. Ella will be backed by New York's, except of House Magazine, 1971, and Pocket Books, 1972. Her two major roles have been Marilyn Monroe, 1958, and Joel Torino, 1960, as well as Paul McCartney, 1960, and Ed Asner, 1960. Discs are available in the 45-section 12-bar performance.


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OCTOBER 17, 1960
THE BILLBOARD MUSIC 25

20,000 SOLD ON CALL 1st 3 DAYS IN CHICAGO
75,000 SOLD IN 1st 10 DAYS NATIONALLY

(and here's distributors' totals to prove it)

"Ruby Duby Du"

By

TOBIN MATTHEWS

Based on the theme
From The Motion Picture
'KEY WITNESS'
an Avon Production

<table>
<thead>
<tr>
<th>DISTRIBUTORS</th>
<th>TOTAL CUMULATIVE ORDER</th>
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<tr>
<td>A &amp; A DIST., LOS ANGELES</td>
<td>2,700</td>
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<tr>
<td>AURORA DIST., DETROIT</td>
<td>6,500</td>
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<td>ESSEX REC. DIST., NEWARK</td>
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<td>PELICAN DIST., NEW ORLEANS</td>
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<td>SANDEL CO., MINNEAPOLIS</td>
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<td>UNITED REC. DIST., HOUSTON</td>
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<td>A-1 RECORD DIST., OMAHOKLA CIY</td>
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<tr>
<td>BILL LAWRENCE, INC., PITTSBURGH</td>
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<td>BEST DIST., BUFFALO</td>
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<td>ALL-STATE DIST., CHICAGO</td>
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<td>A &amp; I DIST., CINCINNATI</td>
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<td>ARNOLD DIST., CHARLOTTE, N. C.</td>
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<td>MUSIC SALES, MEMPHIS</td>
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<td>TONE DIST., HIALEAH, FLA.</td>
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<td>SEABOARD DIST., E. HARTFORD</td>
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<td>C &amp; C DIST., SEATTLE</td>
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<td>BIG STATE DIST., DALLAS</td>
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<tr>
<td>NEW SOUND DIST., SAN FRANCISCO</td>
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<td>SCHWARTZ BROS. DIST., WASHINGTON</td>
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<td>O'BRIEN DIST., MILWAUKEE</td>
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<td>MIDWEST DIST., ST. LOUIS</td>
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<td>COSNAT, CLEVELAND</td>
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TOTAL SOLD 75,600

D. J.'S & PROG. DIRECTORS

Contact: MEL LONDON
CHIEF RECORDS, INC.
1448 So. Michigan Ave., Chicago 5, Ill.
FOR SAMPLES
## The Billboard's Music Popularity Charts – PACKAGED RECORDS
### OCTOBER 17, 1960

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Title, Artist, Label and Number</th>
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<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>STRUNG ALONG</td>
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<td>NICE AND EASY</td>
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<td>BOUTON-DOWN MIND OF BOB NEWHART</td>
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<td>JOHNNY'S MOODS</td>
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<td>MORE SONGS BY RICKY</td>
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### ESSENTIAL INVENTORY (MONO ALBUMS) — on the charts 40 weeks or more

<table>
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### STEREO ACTION ALBUMS —— on the charts 29 weeks or less

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<td>3.</td>
<td>BOUTON-DOWN MIND OF BOB NEWHART</td>
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<td>JOHNNY'S MOODS</td>
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<td>BRENDA LEE</td>
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<td>6.</td>
<td>KICK MY OWN SELF</td>
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<td>REJOICE DEAR HEARTS</td>
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<td>PAUL ANKA SINGS HIS BIG 15</td>
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<td>EDGE OF SHELLEY BERNAN</td>
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<td>ENCOURAGE—SANTO AND JOHNNY</td>
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<td>12.</td>
<td>M. LUCKY</td>
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<td>13.</td>
<td>DARIN AT THE COPA</td>
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<td>SAY IT WITH MUSIC</td>
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<td>15.</td>
<td>ITALIAN FAVORITES</td>
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<td>16.</td>
<td>LOOK FOR A STAR</td>
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<td>MORE SONGS BY RICKY</td>
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<td>18.</td>
<td>ENCORES OF GOLDEN HITS</td>
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<td>19.</td>
<td>CHARLES IN PERSON</td>
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</table>
B.B. King - "The Blues" LSC 14001. (Stereo & Monaural) - A classic album

Classical

BEETHOVEN: SYMPHONY NO. 9 IN D MINOR (OP. 125) (CHORAL)

L'Orchestre De La Salute Romane (Ansermet), London CS 6143. (Stereo & Monaural) - A classic package. The recording is in high London tradition, superbly performed and engineered. The provocative fourth movement with its choral ending is the subject of some scholarly notes, as is the entire symphony. Voices are soprano Joan Sutherland, contralto Norma Proctor, tenor Anton Dermota, and bass Arnold van Volken. Cover is in book form with excellent notes. This, incidentally, is the first Ninth in stereo on one disk.

BERLIOZ: ROMAN CARNIVAL OVERTURE; EXTRÆPTS FROM "ROMEO AND JULIET"

New York Philharmonia (Bernstein). Columbia MS 6170. (Colpix & Monaural) - The composer-conductor, Leonard Bernstein, has cut a beautiful package here. The "Roman Carnival" excerpts from the middle of the work include the "Love Scene," "Romeo Alone," "Scherzo-Queen Mab," a-singing performance, which with the "Roman Carnival" makes this a standout Berlioz disk.

ALBUM COVERS OF THE WEEK


OBERTA AT CARNABY HALL—Oberta, Visited YST 190. Striking front photo of the artist in gray, blue and white. Poster simply offers for sale the album. Price: over $5.00.

REVIEWS OF THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that all albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York, N. Y. However, singles should be sent to The Billboard Record Review Department, 1364 Broadway, New York, N. Y.
From the new smash Broadway musical
...comes the smash theme hit

Irma La Douce

By MANTOVANI

1947

A beautiful melody... Unmistakably Mantovani

ATTENTION RADIO STATIONS:
Write for your sample copy if you have not already received it.
**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

*Continued from page 27*

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HALLELUJAH

Braae of the Hollywood Bowl Symphony Orchestra (New- York). Capitol SP 8531, (Stereo & Monaural) — Full-bodied arrangements feature the brass section of the ever-popular Hollywood Bowl Symphony in a group of selections which are especially appropriate for the accompanying Christmas season. These include the Hallelujah Chorus and "The Messiah" We Three Kings of Orient Are," "Deck the Hall," "The Lord's Prayer," "The 23rd Psalm" and others. Brilliant stereo sound makes this perfect for December.

USERS

Virgil You, Organ. Capitol SP 8531, (Stereo & Monaural) — Familiar Christmas Carols by organist Virgil Fox of the Riverside Church in New York. Fox's organ work, the organ itself, and perhaps above all the life-singing of the organ, combine to make this a splendid disk for the Christmas season. Carols include "Joy to the World," "Adeste Fideles." "Gesu Bambino," and "La Nativity." A smash.

FOLK

MIRIAM MAKERA WITH THE BELAFONTE FOLK SINGERS

RCA Victor LPM 2247 — The young African folk singer Miriam Makeba has been singing in South Africa since 1957. It contains some sides that have never been issued previously, and it features Makeba with Clinton Fearon, Cheick Chana, Léon Konon, Bob Brokopp, Byrd, Archie Ross and many more. Sides include "Bennie's Tune," "Five Brothers," "Blues for Tiny," and the French recorded "Gold Rush." A memorable recording.

---

**SPECIAL MERIT SPOTLIGHTS**

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

---

**LYRICS FOR LOVERS**

Dirk Bogarde, London FS 216, (Stereo & Monaural) — British film star Dirk Bogarde does something new with some old favorites. He speaks rather than sings the lyrics, and manages to make them sound meaningful and believable as well as poetic. The result is a highly romantic package that has built-in female appeal, and so can be recommended to male customers seeking a unique gift item. Due to this recording by this Eric Rogers arranger helps the mood, but a good selection of lyrics is biggest aid. Included are "Can't We Be Friends," "A Fugue Day," "You Go to My Head," "Three Foolish Things" and "Where or When."

---

**JOHNNY DODDS AND KID ORY**

Epic LP 1044-A — An important record for collectors. Here are two noted New Orleans pioneers doing such material as "Cote Mount," "Jordan the Thirsty," "Gee, Man," "Gee, Thirsty," and many more. The recording is a highly romantic package that has built-in female appeal, and so can be recommended to male customers seeking a unique gift item. Due to this recording by this Eric Rogers arranger helps the mood, but a good selection of lyrics is biggest aid. Included are "Can't We Be Friends," "A Fugue Day." "You Go to My Head," "Three Foolish Things" and "Where or When."

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**SYMPHONY ORCHESTRA**

VERKLAETE NACHT! LEOFELF: PAGAN POEM

Orchestra Schottland, Capital SP 8433, (Stereo & Monaural) — arranged and conducted. The program is considered slightly revolutionary, this outstanding recording of his most famous work by the Schottmaterial Symphony Orchestra should interest even avant-garde classical collectors. It is a masterful performance, recorded tastefully for stereo. The orchestra's rending of Loeffler's "Pagan Poem" is also well done. A strong item for the serious collector.

---

**JOHNNY & JACKY**

Six songs on this album. One is a blues style song titled "I'm Afraid." The rest are various other types of blues. A good album for collectors.

---

**TONIGHT & CRAZY SWEATERS**

Six songs on this album. One is a blues style song titled "I'm Afraid." The rest are various other types of blues. A good album for collectors.

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**PIERRE LEON**

Six songs on this album. One is a blues style song titled "I'm Afraid." The rest are various other types of blues. A good album for collectors.

---

**DOCTOR'S PERSONALITY**

Six songs on this album. One is a blues style song titled "I'm Afraid." The rest are various other types of blues. A good album for collectors.
...two albums that'll warm the cockles of your cash register! Brother Dave's fiery "sermons"—and blazing sales—prove that comics are hotter than ever. Gardner's the hottest of all! Stoke up, dear hearts!

RCA VICTOR
**Reviews and Ratings of New Albums**

*Continued from page 79*

as well as a number of new records like "The One in a Million," "1650 Reviews," and "Tenth Avenue." These are a nice piece of packaging with a design cover and liner notes bound to it.

**LOW PRICED POPULAR****

**FRANKE AND HIS HAWAIIAN BEAUTIES****

**Classical**

**ERLEIHOS, LOVE SCENE FROM BOSSERT AND BARBARA, OP. 17, KENNETH MONY: CALM AND PROSPECTIVE VOGUE, IN 27.**

*Continued on page 39*

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**Classical**

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*Continued on page 39*
BIGGER THAN "DREAMIN"

"YOU'RE SIXTEEN"
JOHNNY BURNETTE

"YOU'RE SIXTEEN" B/W "I BEG YOUR PARDON" #55285 IS HEADED FOR THE TOP!

Another Johnny Burnette top seller; "Dreamin". Be sure you're in on the sales action of this big album. LP 3179 / LST 7179.

Credited Distributor—London Records

www.americanradiohistory.com
**REVIEWS AND RATINGS OF NEW ALBUMS**

**CONTINUED FROM PAGE 31**

**LOW-PRICED POPULAR**

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**STRICKLY INSTRUMENTAL**

Harry James and His Orch. (Okeh 8118) - "1932 - "The Bix Beiderbecke Memory"

This album is being reissued by Mercury in the Chicago series of the original "1932" release, along with "Bix Beiderbecke's Memory". Other sets are being reissued by Mercury as well. The set includes "The Bix Beiderbecke Memory" and "Bix and His Boys".

**SILVER CHORDS**

Ray Charles and His String Chords, Perfect Pts. 1 & 2 - "1941, 1942 - "The Silver Chords"

This set includes "The Silver Chords" and "Silver Chords Volume 2". It features Ray Charles and his string chords, as well as other musicians.

**SKATING WALTER**


**JAZZ**

---

**A BIG NEW BAND FROM BERTH**

Dave Lee. You Don't Be 8ML - "1924 - "Bertone's Blues"

This big band, which can be clearly identified with the Bertone band, is largely as it was heard during its heyday and is a very successful reissue.

**BUNNY BERGAN AND HIS BAND**

Late 1946 - "These recordings were made during 1946 and 1947, when Bunny Bergan was with the orchestra of Benny Goodman and Dorsey. His recordings were made in Chicago. The records were published by the Decca label, which is famous for its active reissue programs. The records were published by the Decca label, which is famous for its active reissue programs.

**THE ACT OF JAZZ**

Jazz Age 405 - "1937. This LP is a clear, simple, explanation of some of the basics of jazz history. It is the best treatment of the subject before jazz interpretation can be begun. "Genius of the Dance" by Claude Williams and Donald Brown is a good example of the style of this LP.

**JAZZ AT THE SHOWBOAT**

Oke De 32 - "This is a good, solid, straightforward presentation of the music of the 1920s and 1930s. It is a good example of the style of this LP.

**THE SILVER KING**

Jackie McLean, Jimmy Heath, Sonny Stitt, etc. - "This is a good, solid, straightforward presentation of the music of the 1920s and 1930s. It is a good example of the style of this LP.

**CLASSICAL**

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**SWEDISH SCULLERS QUARTET ORCHESTRA MUSIC FOR THE MIND**

William Albritt, Janine Albritt, etc. - "This is a good, solid, straightforward presentation of the music of the 1920s and 1930s. It is a good example of the style of this LP.

---

**THE NATION'S TOP TUNES HONOR ROLL OF HITS**

**TRADING MARK REG**

**FOR WEEK ENDING OCTOBER 23**

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

**RECORDING AVAILABLE**

(Beat Selling Record Listed in Bold Face)

1. **MY HEART HAS A MIND OF ITS OWN** - Connie Francis, M-945

2. **TWIST** - Black Belt and the 606M - Published by Cheeky Charlie, Parkway 812

3. **SAVE THE LAST DANCE FOR ME** - Frannie Sinnamon - Published by Rhythmian-Progressive (M-8)

4. **CHAIN GANG** - The Janes - Published by Metro Sonic (P-1)

5. **M.C.T.** - By Fred Durst, Al DePace, Joe Van Winkle - Published by Alterman Music (M-8)

6. **DEVIL OR ANGEL** - Published by Music World (M-8)

7. **IT'S NOW OR NEVER** - By Gold-Schmidt - Published by Gadda (M-8)

8. **I WANT TO BE WANTED** - By Gannon-Spurlin, Texas - Published by Startland (M-8)

9. **7 MILLION TO ONE** - By Fred McKinley, Texas - Published by Stanford (M-8)

10. **THEME FROM THE APARTMENT** - By Charles Williams - Published by Morris (M-8)

11. **WALK, DON'T RUN** - By Fred McKinley, Texas - Published by Aimstead (M-8)

12. **PIPPING PINEAPPLE** - By Bob and Dick Siermon - Published by Music World (M-8)

13. **LET'S THINK ABOUT LIVING** - By Bryant - Published by Ascroft (M-8)

14. **KIDDIO** - By Brook Barrow-Circle Oke - Published by Ede-Brooklyn (M-8)

15. **1 REMEMBER SPAIN** - By Bryant - Published by Ascroft-Brom (M-8)

16. **THREE NIGHTS A WEEK** - By Bryant - Published by Rarmo-Brom (M-8)

17. **DIAMONDS AND PEARS** - By Tyler-Myers-Myers-Powers-Smith - Published by Lade (M-8)

18. **IN MY LITTLE CORNER OF THE WORLD** - By Peck-Beckman-Published by Shapiro-Bernstein (ASCAP)

19. **GEORGIA ON MY MIND** - By Hoagy Carmichael and Stuart Gorrell - Published by Peer International (ASCAP)

20. **YOU MEAN EVERYTHING TO ME** - By Neil Wake-Howard Greenfield - Published by Alum (ASCAP)

21. **TALK YOU TOO MUCH** - By Joseph Jones and Regina Hall - Published by Karl Music (ASCAP)

22. **STAY** - By Maurice Williams - Published by Waisman (ASCAP)

23. **DON'T BE CRUEL** - By Maurice Williams - Published by Waisman (ASCAP)

24. **MOVE TWO MOUNTAINS** - By Henry Grimes - Published by John (ASCAP)

25. **A FOOL IN LOVE** - By R. Leving - Published by Miller (ASCAP)

26. **SPOKEN WORD**

---

SINGLES

ONE OF THE LUCKY ONES
ANITA BRYANT
CARLTON 535

HUSHABYE LITTLE GUITAR
PAUL EVANS
GUARANTEED 213

HAVE A BALL THIS FALL WITH
WATCH THESE GO!

IRMA LA DOLUCE
FROM THE SMASH BROADWAY MUSICAL!
KAREN CHANDLER
CARLTON 534

THE KING OF HOLIDAY ISLAND
DON RONDO
C/W WANDERLUST
CARLTON 536

THE HOT HITS FROM CARLTON
### The Billboard Hot 100 Chart for October 17, 1960

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist</th>
<th>Record Label</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;Let's Go, Let's Go, Let's Go&quot;</td>
<td>Chuck McDermott</td>
<td>King</td>
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<tr>
<td>2</td>
<td>&quot;The Same One&quot;</td>
<td>Brook Benton</td>
<td>Mercury</td>
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<td>3</td>
<td>&quot;Stay&quot;</td>
<td>Maurice Williams &amp; the Cariottians</td>
<td>Vinyl 7755</td>
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<td>4</td>
<td>&quot;North to Alaska&quot;</td>
<td>Johnnie Horton</td>
<td>Columbia</td>
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<td>5</td>
<td>&quot;Mission Bell&quot;</td>
<td>Brenda Lee</td>
<td>ABC-Paramount</td>
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<td>6</td>
<td>&quot;Anyone&quot;</td>
<td>Teresa Brewer</td>
<td>Coral</td>
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<td>7</td>
<td>&quot;Tonight's the Night&quot;</td>
<td>Sidewalks</td>
<td>Anchor</td>
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<td>8</td>
<td>&quot;Poetry in Motion&quot;</td>
<td>Jimmy Ellis</td>
<td>Coral</td>
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<td>9</td>
<td>&quot;Finger Poppin' Time&quot;</td>
<td>Hank Ballard</td>
<td>King</td>
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<td>10</td>
<td>&quot;Volare (Nel Blu Di Pinto Di Blu)&quot;</td>
<td>Ricky Rydell</td>
<td>Camelot</td>
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<td>11</td>
<td>&quot;Honest I Do&quot;</td>
<td>Johnnie Ray</td>
<td>Cameo</td>
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<td>12</td>
<td>&quot;A lone at Last&quot;</td>
<td>Jackie Wilson</td>
<td>Arvee</td>
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<td>Waltz Jackson</td>
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<td>Carl Sanders</td>
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**STAR PERFORMERS** showed the greatest upward progress on the Hot 100 this week. Indicators that 45 rpm's show single version is available. Indicators that 45 rpm's show single version is available.
Freddy CANNON
HITS THE TARGET
WITH A GREAT NEW
SINGLE

HUMDINGER
and
MY BLUE HEAVEN
SWAN 4061

featuring a jackpot of great tunes

FIVE FOOT TWO, EYES OF BLUE
MY BLUE HEAVEN
BLUE SUEDE SHOES
BLUE SKIES
LAVENDER BLUE
BLUE PLATE SPECIAL
BYE BYE BLUES
ALICE BLUE GOWN
THE HOUSE OF BLUE LIGHTS
THE OLD PIANO ROLL BLUES
THE BLACKSMITH BLUES
HAPPY SHADES OF BLUE

FREDDY CANNON
SINGS BLUE

HAPPY SHADES OF BLUE

1405 Locust St.
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

*Continued from page 37*

HANNIBAL

**MOTHIA GOOSE BREAKS LOOSE (Golden Dragon, BML) (2:15) — Here's a wild, swinging side by a new label. It's got a sound much like the better albums of the Twin Style. It rocks. Flip is "Spanish 69" (Pan World, BMI) (3:30)**

The KLIN TWINs

**WENT THE STRINGS OF MY HEART (Glarmas, ASCAP) — Here's a fine oldie and it's done in bright, sparkling fashion by the lads in their first outing in a spell. It's a classy effort and it can grab a lot of the current attention on the tune. Flip is "No Money Can Buy" (Liberty, BMI) (3:19)**

DANNY VALENTINO

**PICTURE FROM THE PAST (Adden, BMI) (4:15) — TIL THE END OF FOREVER (Francon, ASCAP) (2:35) — The artist has one of his best couplings to date here, with a particular similarity for Burnett. Top side is a pretty ballad with good lyrics while the flip also features solid chording of an up-tempo effort. Either could follow-up to his recent hit, "Dreamman." Liberty 55285**

DANNY JORDAN

**JUST COLDN'T RESIST HER WITH HER POCKET TRANSISTOR (Adden, BMI) (2:17) — Here's an interesting take on the rhythm and blues material theme material from the movie, "Key Witness." Side has an effective sound with good vocals. There is considerable interest on the tune and this version can collect. Flip is "Leatherjacket Cowboy" (Robbins, ASCAP). Chief 7022**

**VERY STRONG SALES POTENTIAL**

**THE RAMONEs**

**BROKEN DREAMER — AUDION**

The title is handled a dream-like interpretation by the band who have real understanding of the song's meaning. Good back-up can be given. (Audion, BMI) (2:43)

**One Look Is All It Took — The band sings their version of a popular number. They have a good back-up at this one. (Audion, BMI) (2:43)**

**DOONEY BURKE**

**MERRI 204 — Dooney-Burke with this catchy number to good effect over the back-up. Side is a winner on this one. (Merri) (2:30)**

**BILLY RAY**

**TRUE WOMAN'S LIAR — THE RAY**

Billey Ray has been using his brand of extended vocal jive on this one and it should pull good. (The Ray) (2:39)

DANNY HARRER

**BROWN LOVE — RCA Victor**

Here's a fine oldie, with a very good back-up. Side is a winner overall. (Rca Victor, BMI) (2:30)

**TONY HARPER**

**BROWNS**

**You're Too Much A Part Of Me — RCA Victor**

This is a rapidly moving version, with a very good back-up. Side is a winner. (Rca Victor, BMI) (2:39)

**The BROWNS**

**LAVELLE BAKER**

**ATLANTA 677 — LAVELLE BAKER**

Here's a fine oldie by Lavelle Baker. It's got a strong back-up and a really strong back-up. Side is a winner over all. (Atlantic, BMI) (2:30)

**IRENE PAGE**

**TOO BAD — PB**

This is a weakening version of a song that was very strong before the band was formed. Side is a good one, with some good vocal back-up. (Pb, BMI) (2:43)

**EDDIE BARNES**

**FASHION SHELL — JUBILEE**

Jubilee has a very good back-up job and the side is a good one. (Jubilee) (2:43)

**GARY STERN**

**THIS TUNES FOR YOU — THE ROCKETS**

Here's a fine oldie by The Rockets. It's got a fine back-up and the side is a winner over all. (Jubilee, BMI) (2:30)

**MISTY**

**FATHER OF THE BRIDE — SAVOY**

Here's a strong back-up to the side by Mr. Misty's. Side is a winner. (Savoy, BMI) (2:30)

**LEO DURTON AND THE MENDELSONS**

**MEMBER — HANK MANOOGIAN**

This is a fine oldie by Hank Manoogian. The side has a very good back-up. (Vinyl, BMI) (2:30)

**TONY DE NOBLE**

**COME ON EVERYBODY — SAVOY**

This is a very fine oldie by The Sounds. Side is a very good one. (Savoy, BMI) (2:30)

**GEO. LESTER**

**COME ON, COME ON** — TOWNES VAN ZANDT**

This is a fine oldie by Townes Van Zandt. Side is a very good one. (Golden Voice, BMI) (2:43)

**THE MUSCLEMEN**

**DAVY JONES**

**THE MUSIC IN THE AIR — THE MUSIC IN THE AIR**

Here's a fine oldie by The Music In The Air. Side is a winner. (Him, BMI) (2:30)

**MANTOVANI AND HIS ORCHESTRA**

**AMERICA THE BEAUTIFUL**

Here's a fine oldie by Mantovani and His Orchestra. Side is a very good one. (Decca, BMI) (2:30)

**THE COOKIES**

**ALL DAY, ALL NIGHT** — TAYLOR**

This is a fine oldie by The Cookies. Side is a very good one. (Decadence, BMI) (2:30)

**LEONARD COHEN**

**SHE-SHE-DON'T-LEAVE-ME** — BLUES BROTHERS**

Here's a fine oldie by The Blues Brothers. Side is a very good one. (CBS, BMI) (2:30)

**TODD TAYLOR**

**TAKE A BACK** — RANK**

This is a fine oldie by Todd Taylor. Side is a winner. (Rank, BMI) (2:30)

**JIM HARDMAN**

**BE-BOP** — ALLEN**

Here's a fine oldie by Allen. Side is a very good one. (Alvis, BMI) (2:30)

**BOB PERRY**

**SAFE NIGHT** — NO COOL**

Here's a fine oldie by Bob Perry. Side is a winner. (Cool, BMI) (2:30)

**BEATLES**

**THE DAY THE MUSIC DIED** — THE BEATLES**

Here's a fine oldie by The Beatles. Side is a very good one. (Decca, BMI) (2:30)

**SUNDAY**

**YOU KNOW WHAT'S UP** — THE BEATLES**

Here's a fine oldie by The Beatles. Side is a winner. (Decca, BMI) (2:30)

**MARTINEZ**

**THERE'S NO ONE LIKE YOU** — LARRY HARRISON**

This is a fine oldie by Larry Harrison. Side is a very good one. (Bettor, BMI) (2:30)

**THE HARRISONS**

**YOU'RE THE ONE** — THE HARRISONS**

Here's a fine oldie by The Harrisons. Side is a very good one. (Bettor, BMI) (2:30)

**BASIE**

**SWEET SAVIOUR** — COUNT BASIE**

Here's a fine oldie by Count Basie. Side is a very good one. (Peacock, BMI) (2:30)

**LEWIS SHELTON**

**BLOWIN' THE SOUTH WINDS** — LEWIS SHELTON**

Here's a fine oldie by Lewis Shelton. Side is a very good one. (Peacock, BMI) (2:30)

**L.C. COOK**

**BRIGHT STAR** — L.C. COOK**

Here's a fine oldie by L.C. Cook. Side is a very good one. (Peacock, BMI) (2:30)

**MARK ANDERSON**

**BELONGING** — PARADOXX**

This is a very fine oldie by Paradoxx. Side is a very good one. (Bettor, BMI) (2:30)

**MARC LAUREN**

**DO YOU HEAR ME** — MARC LAUREN**

Here's a fine oldie by Marc Lauren. Side is a very good one. (Bettor, BMI) (2:30)

**JIM HARDMAN**

**BE-BOP** — ALLEN**

Here's a fine oldie by Allen. Side is a very good one. (Alvis, BMI) (2:30)

**BOB PERRY**

**SAFE NIGHT** — NO COOL**

Here's a fine oldie by Bob Perry. Side is a winner. (Cool, BMI) (2:30)
soaring in sales  **wings of a dove**  record no. 4406
**ferlin husky**

new

**world full of love**
c/w "forget the past"  record no. 4463  **faron young**
## FOLK TALENT AND TUNES

**By BILL SACHS**

### Around the Horn

Guitarist Leon Rhodes, formerly a fixture at Dewey Grove's Longhorn Ranch, Dallas, is now a regular with the Ernie Tuba combo.

Joe Taylor, president of the Fort Worth Area Council of Country Musicians and Entertainers, announced that a new live jam session type show will be presented each Wednesday night at the Indiana Room, Fort Worth, starting October 19. Traveling acts will be welcomed but travel money from the association, Taylor says.

Billy Parks is not signed to UBC Records but remains here but is still recording under the Raccoon label. His upcoming release, "If You Should Tell Your Son To Stand By Another Woman's Crown," was produced by Raccoon but the master was leased to UBC Records, according to H. C. Blankenship, Raccoon's promoter.

George Jones was the October 10 feature at the Copa Club, Seaville, N.J., where Shorty Warren and his Westerners honor held forth regularly. Bobby Helms will be the Copa feature October 24, with Glenn Elliott following in October 31. Warren handles the booking on the spot.

Paul Cohen, Rank Records chief, has acquired the Pete Wee King masters on "Leon" and "Do You Remember," which the King combo has waxed for the label, with Redd Stewart handling the vocals. Release will be made in time for the country music festival to be held in Nashville November 4-5.

Young and His Countryぼbon has been signed to do a two-state Army-Air Force TV film to be taped and aired. Filming began at the Methodist Clinic, Nashville, last week, with W. O. Charles Brown of Atlanta, Tenn., and Carl Vernon Rice on the producing end. A deal was arranged by the Hooper Agency, Nashville. Long has also arranged for Young, Furlin Hurst and Carl Smith to do a series of radio and TV shows for the Blue Shovel Home of TV and Radio, radio shows at the Bridler Studios, Nashville, with the TV show going on the air in six months in that city. The shows, produced by Young and Hurst, will be featured over eight Southern States. Young, Hurst and Smith Hope have also been engaged to make personal appearances for the Blevin in opening new markets in Alabam, Ga., Mobile, Ala., and Macon, Ga.

Dec Williams and the Border Riders, with Chickie, currently on tour of Maine and New Brunswick, wind up their trek in time to appear on WWVA's "Harvest Home Festival" in Wheeling, W. Va., October 29, after which they will tour for Nashville and the country music capitals. The Williams unit is routed for St. Stephen, N. B., October 17; Fredericton, N. B., October 18; St. John, N. B., 19; Plaster Rock, N. B., 30; Saint John, N. B., 31; Nicto, N. B., 22; Woodstock, N. B., 24, and Chatham, N. B., 26. Atlantic Recording Company has just released Williams and the Border Riders' 25th Anniversary Album,...

### ON MY KNEES and STAY

Charlie Rich Phillips International 25623

PRESTIGE-RECORD PRESSING BOOTH

[SHOBBY] CHIEF TRICKER

### LATEST RELEASE MIDNIGHT LACE

BY SID FELLER 210145

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

A THOUSAND MILES AWAY

BY THE DAY BROTHERS C-1059

### LET THE GOOD TIMES ROLL

BY SHIRLEY & LEE Warren 25831

[ADVERTISMENTS AND CLASSIFIED ADS]

### THE BILLBOARD's Music Popularity Charts...

**POP RECORDS**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company, Record No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>T.I.A.</td>
<td>Aware</td>
<td>Company, Record No.</td>
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### RECORD STORES

**Increase Selling Efficiency**

The original and most consumer influential mailing campaign of industry history... service of life time character that will result in a monthly membership list almost 300 pages of club cards that will receive the hobby of collection by hobbyists. Carried with each mailing is a news bulletin containing a wealth of facts. 

Three month's trial, $10.00, or economical yearly, $12.00. Information: RECORDAID, INC.

<table>
<thead>
<tr>
<th>Record Store</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>A&amp;M Records</td>
<td>225 West Capital St., Jackson, Miss.</td>
</tr>
</tbody>
</table>

### BYE BYE MARY WELLS B.B. BABY

TAMLA/MOTOWN RECORDS 1044 West 40th Street, Detroit, Michigan Phone: Thirty 13340

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**Reviews of New Pop Records**

*Continued from page 19*

EDDY REYNOLDS

* From Lauren—DEE DEE FRE—A recorder with a striking, hard sound, gives off, effectively (Elmwood, GM, 1:18)*

TOMMY RYE & THE SATINES

* Pretty Girl—JUDD 1022—A lovely, soft, sweet-sounding, harmonious harmony, with a

Donnie Pierce

* The Things We Are—MAYTE 16—Please stop with this sad, mossy, slow song. This is just a

John House Blues—REC 483—This

Skeeter Davis

** Rhythm & Blues

LITTLE JUNIOR LEWIS

* You've Just Got That Spell And That's Fine—PAB 1090—The tune is a

Johnny Bristol

** MODERATE SALES POTENTIAL

PULPULAR

WALT KELLY

* From Lauren—DEE DEE FRE—A

Art Blakey

** The Marquises

следует сносить на одном из самых интересных мест (3000000) — Elton John, 2:31

DIXIE RIVERS

* I Believe—I AM 35—The familiar

Walt Disney

** The Offspring

* You Are Someone—VIRGIN 2721—The song is a

George Lester and the Chaldeans

* Say Mama—WILLIAM 257—The song starts

Bobby solo ballad. (Elgin, BMI, 2:59)

** SPECIAL REPORT

NEW ON

BLUE NOTE

THE THREE SOUNDS

BLUE NOTE 45 i 1754

FRIDLEY HUBBARD

ONE MINT JOSIE/STAMP BLUE

BLUE NOTE 45 i 1753

STANLEY TURRENTINE

LOOK OUT/JUINYOU MELBOY

BLUE NOTE 45 i 1750

GOOD OL' BLUES

BLUE NOTE 63 W 13 St, New York, N.Y.

Headed for the Charts!

COOL DADY BABY

AND NOOTHIN' BUT THE LIGHTENIN' SLIM

Rexall 5116

NASHBOBO RECORDS

Hammerstein, New York.

** The Billboard's Popularity Charts... POP RECORDS

OCTOBER 17, 1960

** The Billboard's Popularity Charts... POP RECORDS

FOR WEEK ENDING OCTOBER 23

RITCHIE, ARTIST, COMPANY, RECORD NO.

1 3 1 1 KIDDIO, Brook Benton, Mercury 71561... 8

2 2 2 3 CHAIN GANG, Sam Cooke, RCA Victor 1780... 8

3 4 4 4 FOOD IN LOVE, Ike and Tina Turner, Sun 759... 12

4 7 5 17 GEORGIA ON MY MIND, Ray Charles, ABC Paramount 1014... 6

5 10 ——- SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 204... 11

3 3 3 3 THE TWINS, Chucky Cherly, Parkway 891... 11

6 5 5 5 MY DARLING DARLING, Elly Jenne, Artie 5168... 11

9 10 ——- THREE WEEKS A WAT, Fats Domino, Imperial 5667... 9

2 12 23 81 STAY, Maurice Williams, hallmark 552... 2

6 9 1 4 A MILLION TO ONE, Jerry. Cherry, Presea 100... 6

13 25 ——- YOU TALK TOO MUCH, Joe Jones, RTC 97... 2

2 17 ——- LETS GO, LETS GO, LETS GO, Hank Ballard and the Midnighters, King 5400... 6

8 20 ——- MR. COBBER, Larry Veve, Ivory 3077... 2

27 ——- TONIGHT'S THE NIGHT, Shivers, Scottar 1208... 2

2 18 ——- DON'T BE CHERISH, Bill Block Cord, hi 2625... 2

11 16 ——- MY HEART HAS A MIND OF ITS OWN, Connie Francis, Hl 9259... 2

26 ——- SLEEP, Little Willie John, King 5934... 2

2 14 6 1 I WANT TO KNOW, Suzy B., Yellow 100... 2

25 ——- CRY, CRY, CRY, Bobby Dall, Star 297... 2

3 10 ——- SO SAD, Bunny Babb, Warner Brothers 1563... 2

4 19 12 6 1 THE TWIST, Hank Ballard and the Midnighters, King 5117... 2

2 32 ——- 3 PART HIRE, B. King, C. King 346... 2

4 22 ——- BLUE ANGEL, Roy Osland, Monument 475... 2

2 20 ——- THEME FROM THE APARTMENT, Ferrante & Teicher, United Artists 231... 2

2 14 ——- MOVE TWO MOUNTAINS, Mary Johnson, Urban Artists 241... 2

15 7 7 I IF I CAN'T HAVE YOU, Ella and Horne, Chess 1760... 2

2 26 ——- DON'T WALK OUT, The Ventures, Dollar 23... 2

4 19 ——- I WANT TO BE DANCED, Bruce Lee, Decca 31499... 2

4 30 27 —— DIAMONDS & PEARLS, Thaddeus, Winchell 2003... 2

16 11 11 FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5411... 2

** Who Wouldn't Love a Man Like That — BERNIE WHITE, Atlantic 229... 2

** All the Way — HARRY BASKETT, Atlantic 231... 2

** A Little Kiss — ELVIN STILTS — A slow

** Red Block — EDDIE MCGEE — A ballad,

** The Thrill — BILLIE HOLIDAY — A

** Check — BILLIE HOLIDAY — A ballad,

** That's All — BILLIE HOLIDAY — A

** Booze — BILLIE HOLIDAY — A bal-

** Señorita — BILLIE HOLIDAY — An

** Make Me Happy — BILLIE HOLIDAY — A bal-

** Sugar Daddy — BILLIE HOLIDAY — An

** Don't Be That Way — BILLIE HOLIDAY — An

** Stay — BILLIE HOLIDAY — A bal-

** Back Up — BILLIE HOLIDAY — An

** The Isle — BILLIE HOLIDAY — An

** I Want To Be Loved By You — BILLIE HOLIDAY — An

** I Could Have Danced With You — BILLIE HOLIDAY — An

** I'm Gonna Be The Sun — BILLIE HOLIDAY — An

** It's the Talk of the Town — BILLIE HOLIDAY — An

** Born to Be Blue — BILLIE HOLIDAY — An

** All the Things You Are — BILLIE HOLIDAY — An

** I'm a Fool to Want You — BILLIE HOLIDAY — An

** I'm Just A Lucky So and So — BILLIE HOLIDAY — An

** When I Was Young — BILLIE HOLIDAY — An

** Don't worry About Me — BILLIE HOLIDAY — An

** All I Want To Do — BILLIE HOLIDAY — An

** I Can't Help Myself — BILLIE HOLIDAY — An

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** I Can't Help Myself — BILLIE HOLIDAY — An

** I Love You — BILLIE HOLIDAY — An

** I'm Just A Lucky So and So — BILLIE HOLIDAY — An
**Best Selling Sheet Music in U.S.**

These are ranked in order of their current national retail importance at the short music store level.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>&quot;I THIEVE FROM THE APARTMENT&quot; (Milho)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>11</td>
<td>&quot;IN MY LITTLE CORNER OF THE WORLD&quot;</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>10</td>
<td>&quot;IT'S NOW OR NEVER&quot; (Gladdys)</td>
<td>Sammy, BMI</td>
</tr>
<tr>
<td>8</td>
<td>&quot;Misty&quot; (Octave)</td>
<td>Thais, BMI</td>
</tr>
<tr>
<td>5</td>
<td>&quot;ISY RITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI&quot; (Percy)</td>
<td>Frank Zappa, BMI</td>
</tr>
<tr>
<td>4</td>
<td>&quot;MIGHTY LUCKY&quot; (Southside)</td>
<td>Melvin, BMI</td>
</tr>
<tr>
<td>1</td>
<td>&quot;ONLY THE LONELY&quot; (Rose)</td>
<td>Doris Day, BMI</td>
</tr>
<tr>
<td>18</td>
<td>&quot;THEY'RE YOURS&quot; (Colombia)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>7</td>
<td>&quot;NEVER ON SUNDAY&quot; (Dixie-Sindens)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>1</td>
<td>&quot;MR. CUSTER&quot; (Bamboo)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>11</td>
<td>&quot;SOUND OF MUSIC&quot; (Williamson)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>12</td>
<td>&quot;KEY TO LOVE&quot;</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>11</td>
<td>&quot;PINEAPPLE PRINCESS&quot; (Moric World)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>14</td>
<td>&quot;THREE FROM A SUMMER PLACE&quot; (Wcinark)</td>
<td>Shapino-Bernstein</td>
</tr>
<tr>
<td>15</td>
<td>&quot;VOLARE (NEL BLU DI PENT'O DI BLU)&quot; (Robinson)</td>
<td>Shapino-Bernstein</td>
</tr>
</tbody>
</table>

WOODY MULHOLLAND: Christmas Comes Early One Year - The singer has a number of some other works here. It's what could be called a Christmas party at the bello, Lasalle, (Lok, BMI) (2:14)

FRANK SINATRA: "September in the Rain" - A real beauty, with a lot of money behind it. (Tango, BMI) (2:40)

TERRY SUGG: "Route 66" - FORTUNE 519 - A realie beauty, with a lot of money behind it. (Tango, BMI) (2:40)

TEDY GOGG: "One Way Ticket Someone's Choice" - Its steps this ball in a rather seamy direction, and I'm a big fan of that. (Southern, BMI) (2:12)

C. M. Fans: "One disclosures - a side, flip is atonish. (Maxo Foon, BMI) (2:16)

BILLY LAMONT: "Died for You - Now - KING 4910 - A low down, southern story by screenwriter with a good deal of vocal support. Auton's potential. (Spectrum, BMI) (2:12)

TINY TIM: "Golden Child" - FORTUNÉ 516 - A fine little flip with a good deal of vocal support. (Maxo Foon, BMI) (2:12)

SOMERS STOVER: "All American good 1927, 421 - A ball that gets across the various phases of the ball. (Fortune, BMI) (2:12)

M. LEY: "Your One - ADDITT 1029 - Here's a little flip that should do well. (Maxo Foon, BMI) (2:12)

DOUG SAYS "AND THE PHARAOHS" (4:30) - Doug Sams handles this little side with care over his routine support. (Grove, BMI) (2:12)

WILLIAM SHIELDS: "Why? Why? Why?" - This is just another way of saying, "I don't know what it's all about." (Maxo Foon, BMI) (2:12)

**THE GOSPEL TONES**

* "WALKING THE GOOSE HEART" - The spirit is on the group of gospel artists, with a little help from the congregation. (4:30)

* "I'll Fly Away-Inspirational material not well recorded." (Southern, BMI) (2:12)

**COUNTRY & WESTERN**

**THREE STAR COUNTRY & WESTERN**

* BETTY FOLK: "Wanderer" - A real beauty, with a lot of money behind it. (3:05)

* "In This Country" - Few Folk offers a work in a lowdown style, but not a very good one. (Beverly, BMI) (3:05)

**ROGER SMITH: Home Sweet Home - A realie beauty, with a lot of money behind it. (3:05)

**JACK JERICKO: "Here I Have Some Things" - A realie beauty, with a lot of money behind it. (3:05)

The country group so far has been given 11, but now we have a realie beauty, with a lot of money behind it. (Forte, BMI) (2:12)

**DONALD DUCK: "Take a Drink of Me" - A realie beauty, with a lot of money behind it. (3:05)

**THE ROCK AND ROLLERS**

**AMOS MULHOLLAND: "Christmas Comes Early One Year" - The singer has a number of some other works here. It's what could be called a Christmas party at the bello, Lasalle, (Lok, BMI) (2:14)

**SINATRA: "September in the Rain" - A real beauty, with a lot of money behind it. (Tango, BMI) (2:40)

**TERRY SUGG: "Route 66" - FORTUNE 519 - A real beauty, with a lot of money behind it. (Tango, BMI) (2:40)

**C. M. Fans: "One disclosures - a side, flip is atonish. (Maxo Foon, BMI) (2:16)

**BILLY LAMONT: "Died for You - Now - KING 4910 - A low down, southern story by screenwriter with a good deal of vocal support. Auton's potential. (Spectrum, BMI) (2:12)

**TINY TIM: "Golden Child" - FORTUNÉ 516 - A fine little flip with a good deal of vocal support. (Maxo Foon, BMI) (2:12)

**SOMERS STOVER: "All American good 1927, 421 - A ball that gets across the various phases of the ball. (Fortune, BMI) (2:12)

**M. LEY: "Your One - ADDITT 1029 - Here's a little flip that should do well. (Maxo Foon, BMI) (2:12)

**DOUG SAYS "AND THE PHARAOHS" (4:30) - Doug Sams handles this little side with care over his routine support. (Grove, BMI) (2:12)

**WILLIAM SHIELDS: "Why? Why? Why?" - This is just another way of saying, "I don't know what it's all about." (Maxo Foon, BMI) (2:12)
LEGIT REVIEWS

"Irma" Makes Propitious Stem Bow

The first full-fired musical hit of the new Broadway season is the saucy and irreverent frolic, "Irma La Douce," which pipped out successes in French and British runs prior to the American premiere. The stunt cast was selected here except for the three principals, who come from the British company. Keith Mathews of the company afforded creditable work. Miss Mathews has captured the fancy of the theater-goer and has become the new darling of Broadway.

The sardonic concept is typically French and makes for a good-natured romp, not to mention serious. Each square-type student meets a lovely young prostitute who insists on the preconceptions of her femininity, yet is kept by her client. He disguises himself as a wealthy patron in order to be her sole customer. The jealousy becomes schizophrenic as the other client. "Irma" is such a titillating subject so pretends to have killed the "other man." A hilarious trail follows, as the friends and police become involved in a tug-of-war trap that happens up happily.

This is a completely gay and pleasuring under Peter Brook's direction, with eye-popping the simple sets and costumes. Marguerite Monod's music is typically Gallic, with the English of the show being the most delicious.

**

Burden Too Heavy for Holloway

It's mighty tough to carry a whole evening's entertainment all by itself and unfortunately Stanley Holloway misses in his one-man show "Laughing and Other Events," as presented at the Fifth Avenue Theatre in New York. (Choose well to Monday, October 16, closed Saturday, October 17.) It is not that his performance is not wonderfully entertaining, but the title of "My Fair Lady" fame, was not enjoyable — for he was, not that he was dull — for he was. But it takes mighty pluck to hold an audience for two hours, and much of Holloway's material was not strong enough.

Holloway is in his well-known cockney narrations of "The Lion and Albert" and "Old Sam," and he brought back from Europe with English Music Hall days with his songs, chatter and occasional dance bits. "Poppies," "Signaller Dan," "Change of Habit," "I Must Go Home Tonight," and "A Little Bit of Luck," were jolly and bright, and they received solid hands. His greatest hands, of course, were received when finally, at 9:30, he launched into "The Time of Your Life," and "A Little Bit of Luck," from "My Fair Lady."

Actually Holloway's one-man show was not just that. He had the distinction of being musical director, player, all of whom joined in the songs, and the fun. It is regrettable that there was not a better opportunity to keep the show going and through the whole evening.

Bob Rebolte.

Nichols and May Revive a Real Gasser

The first Mike Nichols and Elaine May album on Mercury was a strong seller, and the comedy duo's new package, "An Evening with Elaine and Mike," released through Decca on its first Broadway show, should make the magic sales circle in a breeze.

The revue, which opened at the John Golden Theatre, October 8, ran seven months. Most revues are quality at best, and audiences consider themselves lucky if six out of ten skits and songs are funny. And why should a top all. Of their material is hilarious and their performances are consistently brilliant.

Expertly blending penetrating, often biting satire with occasional pathos, the youthful team seems to enjoy performing as much, if not more, than they enjoy being seen. Although they do 30-second blackout skin as certain critics,

Never before in New York have been faxed to the NBC (the teen-aged rockers, frustrated phone call, etc.) but repetition somehow enhances their hook factor. June Bundy.

NIGHT CLUB REVIEWS

Aretha Franklin Deb at Vanguard

When Aretha Franklin sat at the piano and sang the blues, the audience at the Village Vanguard in Greenwich Village took a moment of silence. After all, this was the first time, to the large party on the Columbia label, has a fine strong voice that bears emotional fruit when it is channelled into the material she knows best.

Miss Franklin's New York singing debut was a marked success, a musical event, and an important addition to the ranks of well-established performers. Her voice is an instrument, a type material, but carries over into much of the other things she does.

She then relaxed and strong projection was missing from the standards that made up the rest of her program, touches that would have been evident. A Duke Ellington-alike "Tell Me Right Now," and up-tempo versions of "Hello Yellow Lovers" and "Lover Come Back to Me" carried slight traces of the gospel element, but it was not till the slow "Ain't Nobody's Business" that a moment of strong feeling expressed itself — not, that is, until the fine full-blown blues raised its lovely head.

Aretha Franklin was accepted by the audience under the direction of pianist Ellis Larkin, with Major Holley on bass and Floyd Standifer on drums.

The new Jimmy Giuffre group, which features Giuffre playing only clarinet, performed admirably. The music has much in common with the earlier group, but features the same kind of gentile stereotypes and delicate touches. Pianist Paul Bley, drum- mer Steve Gadd, and saxophonist Tony Turner perform themselves with distinction, especially in the passages that called for improvising improvement. Most notable of the Giuffre compositions was the brief performance of "Five," by Jack Naher.

CONCERT REVIEW

Block Talent Spells Disk Sales

Mark down the name of Michel Block as that of a youth who some day soon will be a prodigious record seller among classical pianists. The 23-year-old Belge born lad who now lives in New York, to become a star of the Rollins label and in appearance as well as style at the keyboard. Last spring, in fact, Block received a special prize to Block for his efforts in the Chopin competition in Warsaw.

The past week, Block was one of three finalists in Wednesday's Lascencourt Awards competition, which has shown to fame such young pianists as Via Ciburn, Grazia Ferronietti and Eugene Istomin and the final was won by him. Block was the only American to take the single winner this block, was the Block for the young favorite of the competition in Warsaw, her Brahms Concerto No. 2, which she played without looking at the house lights were turned on.

The recital was held at Grace Rainey Rogers Hall at the Metropolitan Museum and confirmed the promise. Running through a program of Chopinesque, Block drew forth all the quality in Bach's Partita No. 4, then turned to a melodic performance of the Liszt Sonate, which will be heard in all over the country. Schumann's "Kinderscenen" and three movements from Straus-

**

Rank Co-Op Meet in London

**

This sort of activity which is an international artist bureau, with a head- quarters in London, could cost effectively, in Moscow's view.

Marshall that in little over a year, the Rank co-op has been able to establish a profitable foothold in the countries where is represented. A number of films have been made, with some part of the co-op, made top spots in the box office. In Australia, Marshall added, the co-op currently has four disks in the top ten. In France, at least two albums for the Rank co-op where there received the coveted Grand Prix du Disque award, included a program of spirituals by the Staple Singers and a set of hymns by the famous Lee Hooker, both on the American Veterans Day label.

Attending the Rank conclude will be representatives of the following national groups: Australia, New Zealand, EMI, England; Ariola; Germany; Mercury, France; RCA; C. N. Reel, Holland; Quality, Canada; Goule, Janice; Trieste, Italy; Italia; Jamaica; Keggel Old, New Zealand; Convex; C. A. Victor Mexico; Music Media, Sweden; EMI de Chile, Chile, and M. Nakay %.

AM-PIC Brass Pact Talks Set

**

NEW YORK — Contract negotiations between the American Federation of Musicians and AM-PIC, the Association of American Record Producers, will begin this week.

The naming of date and place follow hard on the heels of the National Labor Relations Certification of the AFM as bar-

**

FINACERNIA.
TENONT & TUNES

BY BILL SACHS

continued from page 41

Folk deejay sales have been
in the news of late, writes Charles
Dennis program director at WPEH,
Louisville, Ky., "due to the recent
release of Johnny Cash's album,
"A Boyfriend.'"

Johnny Cash's album, "A Boyfriend,'"
which has sold well since its release a few
weeks ago, has been off the charts for
a few weeks. The album has been
receiving good reviews from music
writers, and many people are
expecting it to stay on the charts for
a long time. The album contains many
new songs, including some that are
very popular with fans of Cash.

In other news, the popular
musical group "The Eagles" has
released a new album, "Desperado,'"
which has been well-received by fans
and critics alike. The album features
many classic songs, including
"Hotel California," which has
become a favorite of fans around the
world.

The album has been
selling well, and many people are
expecting it to remain on the charts for
a long time. The group has
received many positive reviews for
its music, and many people are
looking forward to hearing more of
its new material in the future.

In other music news, the
popular group "The Beatles" has
released a new album, "Abbey
Road," which has been well-received
by fans and critics alike. The album
features many classic songs, including
"Abbey Road," which has
become a favorite of fans around the
world.

The album has been
selling well, and many people are
expecting it to remain on the charts for
a long time. The group has
received many positive reviews for
its music, and many people are
looking forward to hearing more of
its new material in the future.

In other music news, the
popular group "The Rolling Stones"
has released a new album, "Exile on
Main Street," which has been well-received
by fans and critics alike. The album
features many classic songs, including
"Brown Sugar," which has
become a favorite of fans around the
world.

The album has been
selling well, and many people are
expecting it to remain on the charts for
a long time. The group has
received many positive reviews for
its music, and many people are
looking forward to hearing more of
its new material in the future.
Dion, Belmonts Part Company

NEW YORK — Dion and the Belmonts, as a group, have added one more piece to the record business. Dion, president of Laurie Records, has announced that Dion will now be recording under his own label. The group will continue on the label as a solo entity.

New manager for Dion will be Sal Bonacorsi, who is expected to continue the work of the late Joe Guarino, who died last month.

Meanwhile, THE ELCING SINGERS "Senator Mr. P. Z. — he seems to be the only person in town who knows how to make a good record. He's a great singer and he's very popular."

** POPULAR **

"THE SEVEN Wonders of the World"

The seven wonders of the world are: the Great Pyramid of Giza, the Colosseum, the Tower of Babel, the Parthenon, the Statue of Liberty, the Taj Mahal, and the Great Firewall of China.

** NEW ALBUMS **

Brand new albums have been released by various artists, including "Sweet Baby" by Dean Martin, "Theme from "Love Story"" by John Travolta, and "The Great American Songbook" by Tony Bennett.

** NEW LABEL **

New Label Makes Bow

NEW YORK — Valnor Records, a division of ABC Records, will release a new album with a release date of November 21. The album will feature the talents of various artists, including Elton John and Bruce Springsteen.

** NEW STRAND NAMES **

New Strand Names Pastner Mgr.

NEW YORK — Sidney Pastner has been named manager of Strand Records. The announcement coincides with another studio change for the company, with the addition of a new vice-president and director.

Strand is a subsidiary of Consolidated Phonograph Industries, Inc. Jack Pastner, president of the company, said the move was "necessary to strengthen our position in the marketplace." The company has added a new line of products, which will be marketed under the name "New Strand." The new line will include a variety of products, including records, tapes, and CDs.

Meanwhile, the new affiliations of Strand have attracted the attention of the music industry.

"The Book of Mormon" Album in Works

WILLIAMSBURG, Va. — A film that may be the largest single number ever produced will be manufactured in the near future. The film, "The Book of Mormon," will be recorded in 165 r.p.m. and will be released on a special line of records. The album will contain 50 titles, and will be sold at a going price of $1.00 per record.

The album will be produced by Salt Lake City's Columbia Records, which was founded by Walt Disney. The album will feature the talents of various artists, including Frank Sinatra and Barbra Streisand.

** RANK SIGNS FTC CONSENT **

WASHINGTON — Record Dealers and Malverne Distributors, Inc., have announced the signing of a consent agreement in connection with the John C. Bowers case. The agreement will allow the company to continue to sell records.

The consent agreement does not constitute a settlement of the case. FTC complaints against the company under the subcommittee of the Senate Judiciary Committee are scheduled to continue.

The hearing has been continued to a later date.

** AMERICAN BEAUTY WALTZES **

WALLACE, N.C. — Walleye Walling of Walling, N.C., has finalized plans for a new album of waltzes. The album, "American Beauty Waltzes," will be released on a special line of records. The album will feature the talents of various artists, including Fred Astaire and Ginger Rogers.

The album will be produced in the near future.

** GREAT SALES POTENTIAL **

The Senate today passed a bill to extend the life of the Senate's public relations department. The Senate has four weeks left to decide on the fate of the public relations department.

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**Raleigh Cashes in On Paved Grounds**

150,000 at Opener, 50,000 at Preview

As Weather Indicates Record Turnout

RALIEGH, N.C. — In the 25th season of the National Amusement Park, 150,000 patrons crammed into the stands during the first 100 minutes of the July 4th Day show. The weather was perfect, as was the show, and the crowd was ecstatic.

The show featured a grand finale with fireworks and a huge parade. The atmosphere was electric as the crowd roared with excitement. The show lasted for two hours, and the stands were packed to the brim.

The weather was perfect for the show, as the sun shone brightly and the temperature was a comfortable 80 degrees. The wind was gentle, and the sky was clear.

The show was a huge success, and the park was packed with people for the entire day. The stands were full, and the parking lots were overflowing.

The park's management was thrilled with the turnout and the weather. They said that the weather was a key factor in the success of the show.

**TULSA FAIR SHATTERS RECORDS WITH 688,757**

TULSA — The 1960 edition of the Tulsa State Fair was the biggest in many respects.

With ideal weather for the seven days ending Friday (7), all paid attendance records were shattered and the attendance for the 10-day run reached the incredible height of 688,757 patrons. This surpassed the previous high of 610,962.53 and eclipsed last year's 306,418 which was chalked up during a rainy run.

Attractions all over the grounds had one of their most successful days ever. The midway, general manager, reported for Tuesday, in 10 performances in the Pavilion, ended up at $25,000. It was the best day of the week, as the crowds were huge.

In addition to the James E. Strates Show midway, Dorsett had an RCA-approved rodeo in the Coliseum every night, with Dist.

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CNE TO OPEN WEEK EARLIER IN 1961

TORONTO—The Canadian National Exhibition has advanced its 1961 opening by one week.

The CNE will open Friday, August 18 and close on Labor Day, September 4.

This eases the operating days from 16 to 15, but the earlier opening will give the school the last week.

The opening is not expected to increase attendance, only to spread out the attendance.

Making the eases will be any problem with the other fairs in the province. Ottawa's Central Canada Exhibition moved back their dates three years ago into the CNE period.

MAKE BOATS, TRAIN SIGNALS

De L'horbe Heads New Nat'l Amusement Wing

VANDALIA, O. — Afeil De L'horbe, vice-president and Bill de L'horbe, incorporated a new company this week to conduct the operations of the outdoor amusement industry, among them the manufacture of Model A Horseless Carriage, a line of Railroad Signals, which De L'horbe has been doing since 1930.

The company is named Tufl-Life National Industries, Vandalia, which is president of National Amusement Device Corporation, vice-chairman of the board, and de L'horbe, who holds the other corporate president.

Other officers are M. K. de L'horbe, secretary and treasurer; and Charles Herz, president of Manufacturers Machine Corporation, vice-president and general manager.

Detroit's Cobo Hall Books 48 Events for Initial Months

DETROIT—Ends of Detroit citizens who the expensive resources of Cobo Hall would go into adequately utilized were answered by bookings of 48 major events, beginning first week in May and ending second week in November.

They are scheduled for the first month of 1961, with the schedule continuing through June 24, Stephen T. Kish, executive director, said.

Between the two major associations and other organizations outstanding bookings is mentioned as most unusual, it is announced.

It is expected that the Cobo Hall and Tourist Bureau will permit scheduling of hotel accommodation.

Stu McClellan Joins MCA's Chi Office

CHICAGO—Stu McClellan, veteran booker and producer of fair grandstand shows, has joined the special Events Department of the Music Corporation of America, 10 Rockefeller Plaza, New York City, in charge of that division, announced.

McClellan, who has been with the company since 1946, will serve as the representative of MCA in the Chicago area.

He will be responsible for the sale of fair attractions along with entertainment for conventions, trade shows and special events.

He joins Stacy and Danny Casey, the local official of International Fair Association.

Prior to becoming associated with GAC-Hamid in 1959, McClellan had been with Bumet-Carruthers Theatrical Enterprises of Chicago for 11 years, working with fairs and circuses.

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Miss. State Fair Gets OK Weather

Attendance Out-Paces '59 Figures; Royal American Tabs Big Grosses

JACKSON, Miss.—The Mississippi State Fair was having a good run here last week topping off its second year as a mainstay of the mid-South.

Little Rock Fair Tops '59 Despite Rain

LITTLE ROCK—The Arkansas Livestock Exposition and Rodeo wrapped up its six-day run here Saturday (6) after 174,043 patrons had visited despite the fact that only two of the days were really good weather-wise.

This figure compared with 172,481 fans at the fair's opening five years ago under general manager, said that if the weather had cooperated, a new all-time attendance mark would have been set.

Two main attractions on the grounds, the hammer Todd Rodeo, diced from Wednesday (3) through Saturday, and the week, with the lure hyped by Robert ("Wagon Train") Horton the "Hammer Todd Star," were in fine form.

The new grandstand show did an excellent business, and the week, which was dedicated to the Wagon Train crowd who came out to see Anita Bryant, the Jimmy Dorsey orchestra and Canada's own Royal American Shows, despite the rain, did good business on the midway and ended up even slightly above last year.

Dr. William Mann Dies; Headed National Zoo

WASHINGTON — Dr. William M. Mann, former director of the National Geographic Society, and the life-long friend of circus animal trainer and acrobat Theodore Reid, was buried here Tuesday (19) at his 1936 retirement. He also was a member of the Explorers Club and the National Geographic Society.

He made numerous expeditions to South America, Africa and elsewhere to study and study animals. Some of his expeditions were subdivided by the Clayre Foundation for the Smithsonian Institution, of which the Zoo here is an affiliate.

Funeral services were Thursday (13). Among those in attendance were J. Benton Wilbur, Frederick Fleming, John W. Coleman, of the Washington society, and 200 other friends were counted, with about 1,200 persons in attendance. Howard Y. Perry, assistant director of the zoo, and the Beatty-Cole Beatty-Cole Bros. Circus, Dr. Theodore Reid, director of the zoo, and the Zoo staff attended. Survivors include his wife.

Beatty-Cole Show Meets Virginia Complications

CHARLOTTESVILLE, Va.—Clint Beatty & Cole Bros. Circus has continued to pull business as it swings Virginia way. Last week (5) was several years ago and the show did saw two very big house. At Petersburg, Va. (7), the big show did only mediocre business, but the side show had a big one. Rain hurt at Norfolk, and at Danville, Va. (9) the big show did only mediocre business, but the side show had a big one.

Wirth Inks Frederick's Night Show

FREDERICK, Md.—Frederick entertainment committee rejoiced last week after award Frank Wirth Associates contract for the 1960 season. It's the first time that Wirth has provided the show for several years.

South Alabama Fair Gets Sun & Crowds

MONTGOMERY, Ala.—The South Alabama Fair was having a good run last week, with ideal weather that included no rain and clear, sunny skies.

Attendance the first four days of the show (October 1-4), was estimated by Manager Bill Lynn at 90,000 which was a whopping increase over last year's run which was held by rain. Two very crowded Friday and Saturday and semi-crowded Sunday.

Two new one-day attendance marks were set during the week. On Tuesday (11), an estimated 24,000/1,000,000 were in the gates; the next day was almost as good, Lynn reported.

The fair's main attraction this year was a free cased-covered western show of Grand Ole Opry artists brought in by Barnes-Carruthers. The program was changed at the halfway point. First bill featured midway was that of Olaf Hansen, Red Sovine and Lee Doolittle. Then on Thursday night a second group that featured the tv show on the new "Cowboy," Jimmy Wagstaff, Kitty Wels, Johnny and Jack and the Strikes, with a number of big names were large at most performances.

Attendance dwindled during the week, but increased further on Saturday night with the opening of "Cowboy," with a wide margin. From the show moves to Beaumont, Tex., and then into its Hot Springs winter quarters.

Gate Rises 10571 At Winston-Salem

WINSTON-SALEM, N.C.—Last year's attendance at the Dixie Classic Fair was exceeded substantially by the number of people who flocked to the fair this year. The bad weather of last year, when rain knocked down the attendance, was not repeated.

Neil Bollon, manager, said the result was 10,571 better than 1959 in the number of paid admissions. There was no discounting of tickets and the fair ended its ten days with a total of 94,517 paid admissions and a total of more than 100,000 if free tickets were included.

Bollon said the public was very enthusiastic about the fair, which was well-attended both days on which it rained. The fair was well-attended in the beginning, but was not as crowded as last year, when rain the day before the fair had caused a drop in attendance.

World of Mirth Shows had a fairly good week on the midway, and the fair closed out even in its other attraction, Art Swenson's Thrillride, which appeared every night. Tonto Wildfords were also offered.

It rained on opening day and night, and rain caused the midways, flower shows, fireworks, Thursday, Friday, Monday, and drizzled of and on Saturday. In the face of this weather, Bollon said, "we did pretty good."
AMUSEMENT PARK OPERATION

Disneyland Views Australia; Niagara Draws Big Holiday

POSSIBILITY OF A Disneyland in Australia has been raised by the report of John Wilson, representing Disney, that he has arrived in Melbourne to investigate possibility of building a second Disneyland on a site 14 miles from that city. . . . Labor Day at the Niagara Falls area brought a new record of 125,000, compared to 114,000 the year before. U.S. traffic was heavier than Canadian. The trackless trains did well, but the novelty men complained of tight money.

Park Folks Travel Far, Wide; Calypso Invasion Coming Up

PROUD PARENTS ARE Mr. and Mrs. Carl Sinclair, of Meyers Lake Park, Canton, O. Their talented daughter, Ellen Sinclair, has had her paintings exhibited at an art show in Boston last weekend and the family was able to give her the grand. Along with the parents were her brother and sister-in-law, Mr. and Mrs. George Sinclair, also of the Canton area. In addition, the family and a number of relatives were present.

But Carl and Marge decided to enjoy a motor trip thru New England before heading back to Ohio . . . . Chief Terrell, of Silver Beach Park, St. Joseph, Mich., has been employing a new bowling alley . . . . Rumors circulated that the NAAPPB Kiddieland convention, has taken hold from the previous season of the New England vacation . . . . Harry Batt, NAAPPB past president from New Orleans, assures us that he's feeling better now than he's felt in 10 years . . . .

The Big Travel

On the way to Disneyland, Via the Western, and thru Southern Italy following the Oktoberfest. Mickey reports business was good at both the Stuttgart and Munich fairs. He says his new anchor combinations kidde and adult ride did a fabulous business at Munich "aloha in a very poor location." Mickey reports he's going to Calypso rides for Palisades, January 1; Kennywood, Pittsburgh, January 15; Riverside, February 1; Hunt's Pier, Wildwood, N.J., February 28. "This new factory大米," Mickey explains, "rides should arrive in the States three months later."

Kiddieland

John S. Bowman, NAAPPB Secretary

Russians Plan Theme Park, Copy Freedomland Map Idea

RUSSIA HAS REVEALED plans to build large U.S.-style theme park, according to the Associated Press. But while the account says it will reflect "the dream of Disneyland," the design sounds more like Freedomland's. The AP quotes a Russian magazine as saying the park will cover 650 acres in the shape of a map of Russia. It is to be on a riverside site near Moscow. They are talking of a model of the Russian moon satellite, an atomic ship, an observatory, an "underwater kingdom," a recreation of Siberian farmsteads, a variety of Russian industries, transportation, etc. And, a model of Moscow will be at the center. The park is scheduled to be built in 1961 and open the year after that. They claim to expect 250,000 per day, half in the winter and the other half in summer. If successful, more parks will be opened in America, there will be one important phase that wasn't copied here. Children, students and technicians in Russia will be mixed to contribute their labor to help cut the costs.

Valdosta Ponders Increased Costs On Auditorium Plan

VALDOSTA, Ga. — The city council here has scheduled a special meeting to consider alternate plans for a proposed $400,000 city auditorium.

A special conference with architects was set for October 31 to discuss changes in plans for the auditorium in an effort to build the facility with allotted funds.

A $500,000 bond issue has been approved, but rising costs delayed start of the construction, and changes in plans are being considered to lower the cost.

MINIATURE TRAINS

5 Famous Models . . . plus the new "1665"

- Drum type with real smoke, dependable performance
- Foot pedal for theme park or existing railroad
- Good finish and appearance.
- Also available... the rest Trailers Trains.

ALLAN HERSHEY CO. INC.
504 W. Chicago Ave.
CHICAGO, ILL. 60654
McCRARY, MARTIN BUY HERSHEY SKY WHEEL

NORTH TONAWANDA, N.Y. — The first Herschell Sky Wheel, double Ferris Wheel ride, has been sold by Allure Herschell Company, Inc., to 20th Century Rides, Inc., operated by R. D. McCrary and Charles L. Martin.

The new model ride has been erected at the Herschell plant here and will be demonstrated this Wednesday (19). Then it will be delivered to Martin and McCrary.

They plan to operate this ride at the Arizona State Fair, Phoenix, November 4-11, and at independently booked dates in 1961. They also bought a Twister from Herschell to add to their other Twister and their Mad Mouse.

McCrary was at the Herschell plant to watch the erection of the ride. The unit is mounted on two semi-trailer units and the same two units move the ride overall.

A Herschell spokesman said that the ride includes some improvements in the original but retains the same appearance, size and other features. Herschell bought the manufacturing rights for the giant ride last winter.

Season Off 10%
At Edgewater;
Blame Weather

DETROIT—Two months of unfavorable weather at the start of the season gave Edgewater Amusement Park a setback which could not be overcome this season. The park closed, with business about 10 per cent below 1959. There was just one reason for the drop, according to C. Wagner, co-owner of the park with his brother, Milton Wagner, too much rain. Park capital spending by park patrons appeared to be holding up satisfactorily, so that the loss was due to patrons being discouraged by the weather.

Some general remodeling projects that had been started under Wag-
er's direction, including installation of new fronts on a new number of rides, One or more major improvements to the park has been added. A Meekley Island is under consideration, to replace the minia-
ture golf course, which will be removed. The latter has not proved a good money-maker here, probably because of the spread of the new miniature courses around the metropolitan area. The park is over-attracting business as independent operations rather than as part of an amusement park.

PROS RUN HOCKEY CLINICS;
Long Beach Coliseum Okayed

HOCKEY SCHOOLS LIMITED is an organization of former professional hockey players from the National Hockey League who have banded together to teach youngsters the art of the game. The league was organized in 1960 and is run by John Miller, secretary, and he explains that they conduct clinics of three, five or 10 days each. They are active now in Canada and they are thinking of extending their organization to the United States. The league was started by such former NHL players as Turk Broda, Sid Smith and Armstrong. . . . Eastern Exposition Colleges is in talks with a British Columbia automobile show and pro hockey. They are planning to build a large portable wine booth on the E. 67th streets . . . Bay Productions, Inc., is a newly incorporated firm at Palol Alto, Calif., for promoting sports events. Gerald Seltzer and John J. Milaie are among the incorporators. . . . A worldwide league has been formed at the New York Coliseum of the National Lighting Exposition. Harold R. Mayer is president . . . Long Beach, Calif., expects to get started this month on construction of its new 15,000-seat convention hall. The city council authorized the city manager to sign a cooperative agreement with the Gest-K. N. Newberg Construction Company. The state lands commission okayed an additional $1,192,290 in indemnities of funds.

The Midway's Top Money Maker for Over 30 Years

TILT-A-WHIRL

Ed York Bows Out

FRESNO, Calif.—Ed York, also known as Rags deKrey, announced that he will take his interest in the World Champion Auto Daredevils and the Circuit of Death show.

His interest has been purchased by E. G. Greenwald, local radio executive who also was announcer and publicity man on the show. York will now return to his home in Georgia to give full time to the operation of Kenny Bowl Speedway and Recreation here in Fresno.

GARRICK RIDES

42 Ft. Ferris Wheel
24 Ft. Ferris Wheel

26 Ft. Child Swing
18 Ft. Child Swing

TRAILER MOUNTED KIDDIE RIDES

GARRICK MFG., INC.

GARRICK MFG., INC.

Edwards, L. H. & George A. Burner East Pk., New York City

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Write for complete Bulletin

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1960 jumping Carousel, Full size, 20 ft.; teen-age, 15 ft.; adult, 12 & 15 ft. sizes; Kiddie Rides, Kiddie Coaster, Auto, Airplane, Pony Car, Boats, Rides, Music Boxes, Ticket Booths, concessions;

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Planet Mfg. Co., Inc.

P. O. Box 444

PHONE: MO 1-353

MT. CLEMENS, MICHIGAN

High Quality KIDDIE RIDES

W. F. Mancels Co., Coney Island, Brooklyn 24, N. Y.

Established 1868

The Billboard

OCTOBER 17, 1960

ARTEN, AUDITORIUM NEWSLETTER

B. C. Data Book BY TOM PARKINSON

ANYONE TAKING A SHOW into the circuit of buildings that com-
prises the British Columbia Arena Association circuit, has to receive a copy of a microphone study put out by Jack Morgan, manager of the Selkirk Central and Recreation Commission. It is an exten-
sive report of facilities as we have ever seen. Index tabs lead to a reader to any one section of the arenas' towns, and under each is listed its member building. Vancouver accommodates several thousand and the report is a nice job. And for each building in the booklet is a surprising variety of useful information in a page or two. (I like it for Nanaimo. It records that the Arena is city owned, has 1,923 seats and another 1,300 portable ones. It also has a 52-foot double ring and a 30-foot whip ring. But it goes on to describe the building's equipment for refrigeration, sound system, concessions and other uses. For example, the arena's equipment includes a pair of two Werner and Angstrom amplifiers. Model 209. The concession equipment includes a Harlan Falicon's ABC popcorn machine, a Star steamer, and sending carriers of various styles made by Coke and Orange Crush, a refriger-
tator, an ice cream freezer, two Stoes coffee makers and one Mod-
el deep-fryer. The dressing rooms are leased to a couple for $65 weekly. Morgan's book goes on to report that newspaper ad rates are $1.25 per column inch and $4.25 per page. Tickets are fixed at $1 per hour. Rink attendants get $5.50 per hour. The com-
mission includes details of the rink schedule plus percentages charged as rental for various types of concerts. Under the candy bar, the arena offers free concerts or $1.50 per hour. The report is a complete reveal of the operation of a big building and equal amounts for all the others. In all, it amounts to a virtual inventory of every thing and service at these buildings. No potential tenant could ask for more than BCAA is offering.

The Fair in Dkee of 'Deeks; 3rd Trip to Coast Foreseen

"MY FAIR LADY" opens a three-week stint at Okee Theater in Toronto October 31 and then will make Baltimore's Ford Theater for 4 weeks, November 16 to December. The fair is on a second trip to the West Coast. . . . The Texas Cow Girls, basketball team, are touring States, Idaho, Montana, New York, New Jersey, and Michigan. They return to the States in November and start their 11th coast tour, November 16 to December. . . . National Finals Rodore roping events were at Clayton, N. M., October 7-8. NFR team roping will be among the events at the Scottwood, Ariz., rodeo, November 19-20, and the Negro National Rodeo and Variety Show, produced by a club made up of former vaude and variety stars, which will take place in the area at the Oakland, Calif, Auditorium Theater October 21, . . . Marine Trades Exhibit and Conference is at the International Amphitheater, Chicago, two Tuesday (18)

Atlanta Fair Fairs 321,323 in Rainy Run

ATLANTA—The Southeastern Fair closed its 10-day run here on a rainy Saturday (9) but still pulled a total of 321,323 during the run. This compared with 335,954 in 1959 and in view of the rain the total figure was not considered too bad by Maurice Coleman, acting manager.

In addition to rain falling on the final day, it persisted through most of the other days and nights. Typical was Thursday (6) when Mrs. Lynn C. Bell, who was crowned Mrs. Homemaker, thought of standing of people were out to attend the ceremonies, but immediately following them, the skies once again were dark.

Brightest spot among the attractions was the thrills show performed by the Jaguar Sells, which held up to last year and could be offered to little extra effort. Two last figures were released. The other grandest attraction, Wally Fosler and Sons, could not be offered to this year due to his father doing a two a day, was not so good.

G. B. F. Smith, who did such a good job last year, did not have the weather that would enable him to hold his place as the only way did excellent business considering the weather. Rides and shows were held to a little less than 59, Coleman said.
COLUMBIA, S. C.—The City of Columbia recently decided to make a bid for the South Carolina Agricultural and Mechanical Society, operators of the State fair, handed the deed to Mayor Lester L. Bates.

Proposed for the property are a coliseum, auditorium, exhibit buildings, and related facilities so that year-round use may be made of the facilities.

presenting the deed, McIntosh said: "It is our hope that this transaction will not only provide space for anticipated buildings for the City of Columbia and the University of South Carolina, but at the same time the sale has been made in the interest of the state and the South."

Under the terms of the deed, the city must get started with actual construction within six years. If it does not, the property reverts to the State Fair. The city cannot profit from the fairgrounds property until the construction begins and is expected to be ready early next year.

Dorton Sells Vintage Charlotte Grandstand

CHARLOTTE, N. C.—According to J. S. (Doc) Dorton, the big grandstand building in the Tar Heel State—the one at the old Southern States Fair in the Times—has been sold to Goforth Brothers, a Shelby industrial firm.

The grandstand was donated from the Kentucky Derby at Churchill Downs in Kentucky in 1939, did not reveal the sale price.

He said the 120 by 300-foot structure brought him from Kentucky in 1945 and later moved by truck to Charlotte where it was set up for three weeks.

three weeks, the purchaser, said that the old grandstand will be used as a warehouse. It was used at the old Southern States Fairground here as a grandstand and exhibition hall.

Louisiana State Adds Fred Beseler to Board

SHREVEPORT—Fred C. Beseler, local businessman and civic leader was named to the board of directors of the Louisiana State Fair at its recent meeting.

Beseler, who is President of B. B. Systems, Inc., will fill the unexpired term of B. G. Bell, who died earlier this month.

Joe Monsour, secretary-manager of the fair, reported on the prospects for the 1960 fair, Oct. 20-29. He stated all indications were that a record number of entries would be made in the livestock division.

Monsour also said that sales of display space were well ahead of last year, although a few areas were still to be sold.

President Fred Beseler named Don C. Weir, who was elected to the board at a previous meeting.

Mobile Proposal Fixed

MOBILE, Ala.—A request that it share with the city commission in the space for the Greater Gulf State Fair has been rejected by the Mobile County Recreation Board.

Members voted against the proposal after a delegation protested location of the fair. Mobile is on Alabama Avenue, one of the city's main thoroughfares. It is U. S. 90.

Under a Mobile Junior Chamber of Commerce had asked the board to pay half of the $108,700 cost of the proposed 66-acre site. The city commission already had agreed to pay the other half of the cost. A spokesman said the fairgrounds planned to spend $90,000 in permanent improvements if the site were purchased by the city and county governing bodies.

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Bailey Makes Best Showing For Wichita Falls Shrine

WICHITA FALLS, Tex.—Shriners recorded the best advance sales and largest total attendance of any of the three years they have sponsored Big Bob Steve and his Bailey Bros. Circus. The show was placed high in all comparison performances ending Saturday (8)....Advance sales totaled $15,300, according to William Hope, cordon, which was about the same for the previous years. Approximate sales looked like 27,000 tickets, divided about as follows between two performances each day: Thursday (2) 7,000, Friday (7) 8,000 and Saturday (8) 8,500. Advance sales made for Spudder Park, baseball field, was general admission for $1 adults and 50c children. Tickets were sold at show grounds and two upstairs locations, each day, and by 500 to the temple's 2,460 members. Highlighted attractions included the Great Wallendas, ticket George Harford Jr., bareback riders, the Warram Tension troupe's Wallendas elephants and Hoenig's chimps. Jackie Bostock returned here to the Harford act after five weeks off for his chimpanzees to sell the whip and took only light work, but believes he will be back in top form soon.

Bob Stevens' key people for the Wichita Falls data included Ralph Duke, equesmary director; Harry Hammond, auditor; Jean Allen and associates, cordon; Norman Webkin, announcer, and Karl Wallenda, production manager. Karl Wallenda's troupe came in from Toronto, left for Tom Pack's motor series near Sarasota (Florida), ILL for rest before showing Texaco, N. J., Shrine, Circus, whichSTEVE will come to City Ed Wallzman and his elephants have been sent in quarters to a Cainevee, Tex., where they return before going to Tom Pack's Wichita, Kan., date Nov. 6-7 (Continued on page 6).

CITY OF NFLD TALENT NAMED BY PRODUCER

DETROIT — Names of some principal acts for the 1961 Detroit Shrine Circus, as measured by producer Al Dobrich, Included:

The Original Harfordneen Family, Prince Tajama, the Nerveless Horses, the Harfordneen Elephant, the Harfordneen Seals, Hidalgo, Chet Juszyk's Wild Animals, Albert Rix Bears and the Harfordneen Trapes. There were seven midgets, including the Landau Troupe, the Davenports II, the Lamonts, to portray Snow White's seven dwarfs. Other clowns included Ernie Ench Bluve, Gene Rundhead, Charlie Frank and Harold Commons.

Additional people are to be contracted.

From Ringling-Barons, Chuck Barnes writes that at Dallas, Hugo Zaccagni had to defile the tires on his cannon to prevent the show from evening the arena for each show....Doc Henderson's grandstand elephant will push the Grand 4 ring in Bryan, Texas. The show had a 1961 Courvair several days later when it was at Fort Benning, Georgia. - Birthdays were celebrated by Mrs. Robert D. Taylor, Virginia, Gladys Rimmer. The owner of the King Ranch in Texas, visited and saw the show that Ringling bought from them earlier. Visitors included the Burrows, Lawrence Cross, Bob Miller, Bobbi Puck, McDougall and Michelle, Roger Smith, Albert Zepole and Felle, Bill McClaug, and Pearl Peterson came to the Rummel's, Bokar, Joe Ward and a number of others. Jack Hamley, Jr., Alan Meyley, Roy Field and Carl Taylor.

Circus producer Al Dobrich is forecasting the results of the Ed Sullivan circus show of a recent Sunday. Dobrich, who gave Dobrich a credit line in the recent said show, which the circus program upped the Sullivan show's Trendex rating to 36.8 per cent, was well pleased with the ratings being getting 23 and 26 per cent in key urban areas. Dobrich is returning performer, and Buck Cathay, of Southern Artist Agency, have just opened a new half-comic block from the State Fair of Texas in Dallas.

CIRCUS TROUPE

By PARKSMAN

CARSON & BARNES Circus has come up with a new way to gain the participation of circus fans. It will be recalled that a couple of other shows have made forays with the idea of selling stock in shows. But since the circus is no way similar to that used by investors in Broadway productions. But meanwhile Collins was on the road. It is contacting fans with a plan for them to sponsor a chair.

Five dollars gives the fun a membership in the Carson & Barnes fan club. For this the fun will have his name or initials inscribed in gold on a photo of the chair at the time of lettering and another as it is delivered. A subscription is a season pass which entitles the holder to attend any performance and sit in the chair bearing his name.

Circus Schuman in Denmark tried to book a full company of his circus, including the illusionist Kio. The Russians comprise the second half of the present Schuman show, which recently left Copenhagen for several tours. Part of the Kio is the Circus Brazil, which arrived by boat and then tried three last tours to Washington. The owner claimed that he must have either the tickets privilege or the concession.

**

Circus producer Al Dobrich is enthusiastic over the results of the Ed Sullivan circus show of a recent Sunday. Dobrich, who gave Dobrich a credit line in the recent said show, which the circus program upped the Sullivan show's Trendex rating to 36.8 per cent, was well pleased with the ratings being getting 23 and 26 per cent in key urban areas. Dobrich is returning performer, and Buck Cathay, of Southern Artist Agency, have just opened a new half-comic block from the State Fair of Texas in Dallas.

Karl Cartwright caught the Bevy show at Fort Worth, and reports good business, rain and good circus appearance. He also caught the Harry Hagen show at Fort Worth, which had about six days out. With Miller Bros. Hammerdeyes, Koyo Tramp, Bumsey Ant, Kitty, Arthur, high act and a large crowd of persons.

Jack Nibbert, English circus writer who has visited on a number of U. S. shows, is back again. He spoke recently at the Blackpool Tower Circus, where he visited with the Thoro Troupe and observing, also that the shows are flying back from England to speak speaking.

Clay Nibbert has recently come in, and he reports to see Bertram Mills and Billy Smart shows before he left.

Lee Eaton, Kansas state officer, who is a part-time circus man, is promoting an exhibition show November 4. It will be the Joe McKenna ring. Bobby May, Hayden and Carl, Paul Miller and the Stults, Big Bill Martin and more. The times are:

FAT LADY

Can solve the Riddle, also new riddles and a joke.

THE TIMES-ADVOCATE

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1-P-4S. P. D. TILLINGTON, 441 S. Chestnut, Toronto, Ont.

10-PHONENOMEN-10

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2-PHONENOMEN-2

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HOLLYWOOD, CALIF.

CHADWICK, S. 230-

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BOB MANTEN

Havil has passed away. Please contact mother.

4522 S. Manard, Chicago 28, Ill. Phone 5-5629

No collect, please. Jack, Thronton, contact.
THE FINAL CURTAIN

BACHMANN—Josephine, 56, wife of Bill Bachmann, Oc
tober 6 in St. Louis. The Bach
manns were photo operators on
various shows and at fairs. Surviv
ing are her husband; a sister; Marie Simpson; two brothers; Henry and Boots Krueger; two nieces; Mrs. Walter (Avril) Wanous and Betty Kilcey J
cob, and a nephew, Harold Krueg.
Serviced October 11 with inter
ment in Calvary Cemetery.

CALDY—Jack Davis, 68, retired outdoor showman,
October 3 in Aransas Pass, Tex. Prior to his retirement he had
been with United Exposition and Alamo Exposition shows.
A daughter survives. Services and burial are in Aransas Pass.

DAYS—Wop, in outdoor show business for many years, October 5 of a heart
attack at his home in Aransas Pass, Tex. Survived by a daugh
ter.

JOHN F. REID

HAPPYFAMILY FRIENDS

In Memory of Our Dear Mother
ELMA MEE LONG
October 15, 1952

Mildred & Elizabeth

We wish to thank our many friends
for the flowers and cards at the
death of our dear mother.

JOSEPHINE BACHMANN
BILL BACHMANN & MARIE SIMPSON

IN LOVING MEMORY OF

JOHN F. REID

Who passed away October 17, 1959

Mildred & Elizabeth

John G. Reid Robert A. Reid

Mary Catherine O'bell Betty Jane Williams

IN MEMORIAM

ANN MARCARDIO

who passed away Feb 29, 1959

JOE COBB

Matt Cris, O. E. Book Show.

IN MEMORY OF OUR
BOSS AND FRIEND

JOHN F. REID

EUGENE NORMAN

PETE NORMAN

FLINT—Tito,
circus clown, at Atlanta, Ga., September 28. He had been
with Tom Packs Circus. There are no known survivors.

FRANCIS—Nelle,
40, circus clown formerly on the "Super Circus" TV show, at St.
Petersburg, Fla. recently. He was a native of Kirkville, Mo.,
and his true name was George Franklont.

FRENCH—Charles E.
for many years The Billboard agent for the Jimmie Chance Shows and known to show fans as High Stacker. Sept., September 19 at his home in Lisbon, O.

GERETY—Mrs. Lesa Brunson,
wife of Barney G. Gerety, of the old Rem validationResult & Gerety Shows, October 7 at her home in San
Antonio. Besides her husband, she is survived by a brother, W. W. Brunson, Orangeburg, S. C., and a sister, Mrs. Richard Pulsz, Charlotte, N. C. Services Oc

GRAY—W. L.,
father of Jennings Gray, head porter on the old Johnny J. Jetson Exposition for 20 years, and Oscar Gray, who has been porter on the D. D. Murphy, L. J. Heil and Dodson World's Fair shows, October 6 in Chicago. Also sur
viving is another son, Robert, regent, Burial in Rest Vale Cem
etery, Chicago.

ROUSE—(Miss Madeleine W.),
widow of C. D. Rouse, who was a leader in the early days of the Texas Exposition, November 4, 1921, at her home in Dallas, Tex.

MANN—Dr. William
74, former director of the Nation
al Zoo, Washington. (Details elsewhere in this section.)

PARSONS—Jack,
former rep shop performer, Sep
tember 2 in Union City, Pa., while on tour with the Pilot
Show, survived by his widow, Leloebel, and son, Irazo, who were also well-known in the rep field.

RABON—Nora,
54, mother of B. L. (Bob) Rabon, electrician formerly with Blue Grass Shows, October 3 in a St
Mary's, Ga., hospital.

MARRIAGES

VAN ROOSE-BADWELL—
Will V. Vancleve, son of Margaret
and Anna Badwell, a long-time profes
tional as Peaches La Mac, deceased, married the Models Show, October 4 in Orangeburg, S.

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And supplies for Eastern and Western types. Write for picture and complete price list.

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REWARD

For information as to the whereabouts of
FRANK WALD
also on the staff of the World's Fair
Call collect: BA 3-9092, Dayton, Ohio.
Royal American Races at Jackson

The billboards in the chuck wagon, operator of the Royal American Race shows, announced here last week that he had signed to provide the midway attractions at two 1961 Wisconsin fairs, Marshfield and Beaver Dam, both new to the show's route.

The central Wisconsin State Fair at Marshfield awarded Groscurth a three-year contract thru 1963 while the Dodge County Fair at Beaver Dam pact is for one year. The latter fair, which for years followed Labor Day, next year will be a week ahead of the holiday due to the earlier run of the Wisconsin State Fair.

Groscurth's show will play on a new fairgrounds, to be used for the first time at Beaver Dam next year. The show will also break in new grounds at the La Perle, Ind., annual where he holds a contract thru 1962.

Marshfield was played this year by Don Franklin Shows, which will not tour in '61, while the Beaver Dam fair was played by Farew Amusement Company. The fair here in Monroe opened big, and from early grosses Groscurth said it looked like a big winner for the rides and shows. He has three more years to play here under a long-term contract.
Dallas Midway Bows To Booming Grosses

Billed as Strong Line-Up on Records;
Flash, Space Combat Rides Debut

DALLAS—The midway at the State Fair of Texas was doing booming business as the Dallas exposition opened its first week. Rides, shows, novelties all showed a healthy attendance a year after the 1959 floods. Foods were slightly off but not in any significant manner.

Midway operators, however, showed little sign of a rush-into-rides of history of the Fair. In addition to the usual spread of midway, which included some 33 major and Kiddle rides and amusement devices of various types, a flashy array of special rides have brought in for the Fair. These included the new features of the Roller Coaster and the Wild West Show by Johnnie Kiddie, a monorail-type coaster with two elevators, brought in from the Brussels World's Fair last year.

This year, the Space Combat, both seaplane and fighter planes, the Cactus Space Sales Corp., a Dallas firm specializing in the development and marketing of amusement rides and equipment, also presented a Slide and a Round-Up.

Wilson reported his shows were booked solid from Oct. 1 through last year for the first four days and expects to hit a high new with his line-up. Some of the recent shows were Miracle and her International Revue under management of John Wilson and Jack Stimson, followed closely by Charlie Taylor and his Cotton Club Revue with 16 acts. Arch McGinnis' Palace of Wonders and Illusions featuring both Wallis and the Cardinal Giant was in third place.

Newest idea in midway attraction is a clocking table which will stand behind the top money. It is theArtists Management and a company in the management of Fred McFalls Jr. and Doug Dougherty. The show is housed in a trailer in which they have re-arranged chairs behind an artificial neon-lighted front. For $1 patrons are furnished cameras and film for their photograph, with operators only 50 cents. McFalls and Dougherty have a tie-up with a movie camera and film. Patrons with own cameras can purchase film.

Harry Motor Maniacs is doing good business in their Sidelotro, showing a popular newgoo for O'Toole, giving it a twist. McClellan Brothers are appearing in this week's Westerner. Williams educated simians and monkey tricks which have come out fine.

Other acts are, Art, Riley's Monster Pythons, Rockey's Prehistoric Peanut and George Sturtevant's Pinhead and Doc's Mechanical City. Carl Gavin has the Slide and Bob Reck the Round-Up.

Wahoo is assisted by Freda Wilson. Al C. Reck assisted by Jean Beck are holding down the office.

GREENSVILLE CO. FAIR, EMPIRIA, VIRGINIA

NEXT WEEK

West Ball Games, Fish and Duck Perls, Age and Scale, Bear Pits, Glass Pitch, Horse Pitch, Frisbee, Wiggling the Co., Book, Photos and Bingo, West Side Show, Monkey Show and Girl Show, West Agents for office Heavy, special Ride Help, Terrel Wheel Forward, Track and Tractor.

All replies: GEORGE CLYDE SMITH SHOWS
Littleton, N. C., Fair, this week, Emporia, Va., Fair, next week.

PALMETTO EXPO. SHOWS

Can submit their entries for the following fairs: Charleston Co., Fair, Bethany Beach, Del., Oct. 6-9; Great L. S. Co., Fair, Macon, Ga., Oct 6-9; King of the South, Fair, Newberry, S. C., Oct. 7-9, 1960.  

All replies to MILTON McNEGAN, Anderson, S. C., this week. Phone: Anderson Co., Fairground. 

The spot produces people in capacity numbers on the closing day. Attendance and grosses were equal to show expectations.

For major rides, a like showing were in order, with 13 shows were filed, Fred Vanderhook's Big Top and West's Vaudeville the only exceptions. Also on the list were the Galveston, Texas; Six Legged Cow, Harvey Boulvest's Circus Show, Giant Steer, Rock and Roll, Raw Flesh, Hi-Hat Club, Dixie Lee, Casino Royal, Glasshouse and Motorama.

This week had a set of rides at the fair. Anderson's provided two Girl Shows and the buying st. Major rides were the Boston International, Merry Mixer, Roll-O-Plane, Rock-O-Plane, Rock-O-Plane, Twin Ferris Wheel, Jim's Fair, Tell-A-Story, Till-a-Story, Flying Coaster, Rinter, Round-Up, Helicopter and Motorama.

The show follows Rock Hill with Rathkeder, then the Columbia (S.C.) Negro State Fair and Camden, S. C. The States Fair is the end of the route this season and passed out nicely, Sam Prell said. Other fairs have included Friedericksburg and Wzsks, Va., and Goshen, N. C. 

FLORIDA

Barlow-Carter—Barnum & Bailey Circus Show, Nat'l. Board of Directors, Nov. 1-2, 3-4, 5-6, 7-8, 9-10, 11-12.

ILLINOIS


INDIANA

Indianapolis—Indiana State Fair Show, (State Fair Park), Nov. 2-5.

LOUISIANA


MISSOURI

Kansas City—Barnum & Bailey Circus Show, Oct. 1-3.

NEW YORK

Albany—Mid-State Fair, Oct. 22-30. 

OREGON


OHIO

Columbus—Ohio State Fair, Columbus, Oct. 2-16; Columbus—Ohio State Fair, Columbus, Oct. 22-30.

Pennslyvania

Harrisburg—State Fair, Harrisburg, Oct. 6-15.

Tennessee

Powell—Smoky Mountain Show, Oct. 16-20.

WISCONSIN

NEAL---Continued from Page 62

grandstand admission was 50 cents during afternoons and $1 at night, with the 50 cent admission charged 52, afternoon and night.

The program offered vocalist Autin, Labor, and the Auto Thrill Show, the local street's ärth&&&&s, All the candy and clown shots were in pole position in the professional line-up.

Between acts the fair offered a horse show, Stowe Leather Cutting and Westerner horses and a pony show.

At the Livestock Measurement Company, this was the last week of the month and the midway opened to the midway, grossing about $10,000, with $3,500 in ticket sales and 25 per cent.

Peters said the 1960 edition was one of the more successful annual sponsored by the Hamilton County Agricultural Society, with exhibits heavy in all departments.

Cincinnati Fair

Continued from Page 62

Florida

All of 620 E. Howard, St. Louis, Mo., Oct. 23. Excellent condition. With or without Tent or Transportation.

Contact: Howard Laurendeau Fairgrounds, Dallas, Texas.

PENNSYLVANIA

Harrisburg—State Fair, Harrisburg, Oct. 6-15.

Tennessee

Powell—Smoky Mountain Show, Oct. 16-20.

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BRONSON AMUSEMENT CO.

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FOR SALE

LOU DUFORD

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MARKS NEAR END OF FINE SEASON

Weather & Crowds Good at Most Spots; Panel Fronts, Lighting Give Trim Look

By IRWIN KIRBY

ALBEMARLE, N. C. — One of its best seasons in years is drawing to an end for the Marks Shows, which has been pulling consistently good crowds and reasonable weather. The fair here had its 21st annual visit by a John Marks midway.

Behind the show was a string of good weather with only minor showers by runs. Orangeburg, S. C., preceding this one, ended in handouts with free gates on Monday and Saturday and a Thursday kids' day. Marks topped off the week with a banquet for Judge Hughes and his associates.

The dates for the coming season are: Saturday and Monday, 1961. The season was cut short by Hurricane Donna the Hickory, N. C., fairgrounds was miraculously spared and did a big job on kids day.

Fayetteville's opening saw six days of perfect weather, a big kids' day and a second colored day on Friday. Fort Bragg came thru with a payday and everyone had a big week. Two and the concessionaires enjoying the best date of the year in that time. Rojo Bone joined with Fair Flyo-Plane there and visitors included Eddie, Phil and Grace Lemay from Tampa, as well as Galluppo's wife and son.

The jamboree was held for the Miami and Tampa clubs with 310 riders. Held in the Rock'n' Roll top, it has Sheriff Clark of Montgomery County as guest of honor, presiding over the evening was arranged by Harold Wetherbee, Earl Meyers, Galluppo, and Al Pazla. Show Mason's band performed along with other acts. Good food was plentiful and the women auctioned off a money tree. Eddie Adriani was auctioneer and Galluppo enmeshes, Marks and Dick Stoll, who could not attend, sent donations.

On the lot in Alamance were Tommy Koch's bing, Joseph's Scrambler 2nd Roundays, Wilson's Looper and Snake Show, Billy Seabury's Dark Ride, Zucchini Glass House, Lovejoy's Pony Ride, Wetherbee's Girl Shows and Monkey Show, and other units, totaling 25 rides and more than a dozen shows.

Other fairs on the list included: Paul Lane, Stash Gray and family, Nicki Cutler, George Rector, Arti Stevens, Al and Rita Falin, Red Mack, Max and Rose Levine, Dave Bloom, and Maxwell Kane. Churley Travers, associate manager, has been with it consistently and Marks has not been absent often.

The show is one of the neatest on the road, flashing almost entirely front from around the back end, and six high light towers which spread brilliance throughout.

Smith Mulls New Quarters, Season Okay

AHOSEKIE, N. C.—George Clyde Smith Shows return to the barn this year in North Carolina, Md., but the barn may be occupied by a transit company before many more seasons have passed.

Smith has been negotiating a long-term arrangement which will see him seeking new winter quarters in the South. Smith is the season to date has seen Owner Smith knocking wood more times than once. Crowes have been okay, the weather could be much worse and the end of the trail is in sight. Show closes after play around Littleton, N. C., and Emporia, Va.

Practically all of the fairs to date are at Madison and Enfield, N. C., Culpepper, Va., and others—have been satisfactory. In Edenton, N. C., prior to the Atlantic Dinner Fair here, the show finished up, 11 rides, 7 shows and 40 concessions, a line-up equipped to handle what is once an entire set alone. Two rides, the Little Dipper and Chairperson, both ranked third back. Top money unit has been Smith's Merry Mixer. Anderson's bing has been well with him, and while Lewis has looked after the front end with good results.

SMILEY'S AMUSEMENTS

WANT FOR ROCK HILL, S. C., COLORED FAIR, OCT. 24-29, ON FAIRGROUNDS


SHOWS: Snake Show, Minstrel Show, Girl Show or any other family-type show.

RIDE HELP: Can use General Ride Help who drive.

All amounts and replies: Chester, South Carolina, Oct. 17.
WASHINGTON, N. C.—One of the best seasons in several years has rewarded the O. C. Buck Shows during 1960. Carrying a winning Northern streak with it, the unit has done a profitable job in Dixie after outgrowing itself at five key New York area fairs.

Buck's interest in New York will be intense next year, taking the show back into Pennsylvania, Indiana, Illinois, Michigan, and Georgia. Buck is making a nine-day effort for the first time. The tour followed Bath, N. Y., which closed on Labor Day.

 Knocky Mount had to counter the effect of Hurricane Donna, and the carnival grossed an amount equal to the shorter 1959 run. The fair has been signed again for 1961 along with the other North Carolina dates managed by Norman Y. Chandler, manager, Roosevelt, Philadelphia.

That one was exceptional this season, Buck said.

Also played have been Savannah, where more than $1,100 was raised in show club jamborees, and Gastonia, where Buck pulled out with a long-term contract signed last week by Manager Jack Parlow. Both are in North Carolina. Ahead by South Boston, where Buck was completing a closing date in Carthage, N. C., after which he was heading for Troy, N. Y., winter quarters.

The 1961 fair route is well shaped up, Buck said, with only one gap of consistency being the jump-breaker between New York and North Carolina. Rocky Mount will revert to its previous six days.

The week in Greenville, ending Saturday, was a bonanza for everyone. Friday night from midnight packed with people. Saturday pulled rain up until early evening, when it cleared for three hours of very good business. Thursday was Alabama Fair in Demopolis, and the week before that it was in Mobile, where Buck was booked for several fairs and cotton carnivals for the 1961 season, which will open in April. During the winter the show equipment will be overhauled and several new rides added for the coming season.

Slats will start on a booking tour during the next few weeks and will be in Chicago for the outdoor convention the latter part of November.

Buck Grosses Set Greenville Record

TUSCALOOSA, Ala.—Gusettes, combadore, scandle, etc., etc., the largest crowd ever assembled to see a horse show in this section were present at the W. O. Reitzel, kirk by the不能读取的文本，无法提供有关内容。
CARNIVAL ROUTES

- Continued from page 56

Obst *Mrs. Ray Crammer (Fair) Benton, Tex., 20-29. (Season ends)
Page Bros: Russellville, Ky.
Peter Paul Ann: *Peter Bieolo (Fair) Philadelphia, M. D., 24-29.

Coming Events

- Continued from page 58

Texas
Clarence: Classy: (Fair) Barter, Ark.
Dalllake-Dallas Auto Show (Pastournel, Oct. 2). Dallas, Tex.
Draper: oval: (Enter Co. Colleges). Oklahoma City, Okla.
Hedison: (Circuit Mule Mart Livestock Show, Drew, Ark.
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Bailey Makers

- Continued from page 56

and Orrin Davenport's Kansas City, Mo., circus followed by Daven-

The Hammed Rider arrived from Toronto and dutiful for Con-
tract Christ, Texas, opening of the Texas State Fair on October 14 and trou-
ble. 29.

Visitors at the Wickets Falls date included Clark McDermott, whose
bike was lost at least 35 miles west of Springville, before returning to San Francisco. Hazel King, from her Gainesville
home and Hattie_planes of Spring-
ville, whose husband, Glenn, worked the concession. From Dallas visitors included Ted Bowman, James Henker and William T. Randolph.

WINSTON FAIR PASSES RISKY BUSINESS

WINSTON-SALEM, N. C.-Assurance of pesos was cut
back drastically this season by Neil Bollon, manager of the
District Park, Fair, who made sure
obody raised his point. The ground in front of the fair office was a mound of
mud with a tontone which stood. Here lies the man who asked for a par." Dedicated visitors were dismayed by a forc
by a renporter motored in from Winston, placed.
ated: "This is the gun that killed the man who asked for a par."
The Owners Alliance of America, a group of carnival concessionaires, met in Atlantic City, N. J., for the annual convention or special meeting, which was attended by a large number of concessionaires. This meeting was held in the Concessionaires' Ballroom of the Hotel National, where a large number of entertainment was provided for the convention. The meeting was called to order by President Ralph W. Schleeter, who presided over the meeting. The program included several business items, including the election of officers for the coming year, the adoption of a new constitution, and the presentation of a resolution honoring the late A. F. Schleeter, who had been a leader in the industry for many years. The meeting adjourned at 3:30 p.m., after which there was a general social hour.
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*Poinsettia and Candle* Red, green and yellow on 11" round filled with or without helium.

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Milwaukee, Wis.

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**THE BILLBOARD Assassin**
Pipes for Pitchmen

ON A QUICK . . .

tour of the Memphis fairground recently, vet pitcher Joe Colby noted the following workers who were extremely doing okay themselves: The Chans, with a mental act; Art Nelson, knives; Pop Adams, Diatoms, and Bert Cramer, magic. In Charleston, Miss., Joe visited with Cherokee Bill, reporting that the old boy "must be taking his own stuff. At 60 years of age and he still has a kid of 16. Joe reports having had a fair season in the wilds of North Carolina. He plans to work along the Mississippi river before taking off for Honduras. Colby also makes a plea for "the poor man's friend." John Rice, who is known to many of the pitch folks, "Anyone who has been in the business any length of time knows this old master of the high pitch," says Colby. "I have never known him to turn down anyone in need. John has had to make major operations recently and will be laid up for a couple of months more. The old B. now has thinned down to the vanishing point and he is in dire need of assistance. So I am asking all his friends in the business to lend him a hand. The next time you start to spring for a beer, give a little thought for Colby and that scratch in an envelope instead. Along this line, Mr. Gunther, owner of Crystal Pool Tender Park, 1722 East Huntington Drive, Arcadia, Cal."

(Continued on page 63)
Any DIRECT Stets Tinware, Cuecr Jhhrers
Ivory, Send WEINMAN'S Phones: MANUFACTURERS McDANIEL Hawaiian Washington BERKELEY Shell, BENRUS Carnival- MIDWEST TRAYS.
ALSO LAVAD TOY., Clocks, CORNER Novelty and Furs, 1960, Scottish OF Religious Merchandise, Merchandise, Wholesale Prices. for Wholesale Prices.
1960, Scottish ARANT(\[D.
Prizes, and Catalog. CERAMIC MANUFACTURERS and Distributors of all the firm's Religious Merchandise, Merchandise, Wholesale Prices. for Wholesale Prices.
1960, Scottish DOREN, American in Hunters, Jewelry, and Wholesale Prices. for Wholesale Prices.
1960, Scottish SELLER 48 P'teat. ARCHER Ware.
GREAT VALUE ON CERAMIC MANUFACTURERS and Distributors of all the firm's Religious Merchandise, Merchandise, Wholesale Prices. for Wholesale Prices.
1960, Scottish GREAT VALUE ON CERAMIC MANUFACTURERS and Distributors of all the firm's Religious Merchandise, Merchandise, Wholesale Prices. for Wholesale Prices.
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Detroit Op Cuts All Corners To Profits on Ball Gum Route

By HAL REYES

DETROIT—It is a pretty fast operation is the way Charles Bernstein explains the proven success of his 23-year-old bulk vending business. He emphasizes serving customers in every possible facet of operation.

Groceries and profits per sale are low, and costs, especially dime coin service, must be kept to a minimum.

Bernstein does this in a variety of ways which he has worked out throughout his years in the business. He is still a relatively young man, with two active daughters, 15 and 18, and a house in the northwest section of Detroit which takes a good share of his leisure time.

Actually, he is a part-time operator. He has a route of 250 bulk machines, with one serviceman, also on a special part-time basis. Bernstein has the mechanical skill essential for successful route operation. He works up to 10 hours a day in a pool shop, and restricts his route servicing to Saturday and Sunday, making special calls during the week only as required.

Started Full-Time

He started in business as a full-time bulk operator in 1938 and stayed with the armed forces World War II. Since the war, he has devoted only part-time to vending, but he's planning to go into full-time vending soon. He has also bought and sold routes, and he probably has as much bulk vending experience as anybody in Detroit.

Bernstein has about 200 penny ball gum machines and 50 miscellaneous gum machines, in addition to the 250 ball gum machines. He serves about 100 of these personally, concentrating mostly in the northwest section of the city.

The other 150 machines are handled by his servicemen, who recently takes them over on an incentive or percentage basis instead of the former customary salary arrangement. He is planning to use this income to earn his way through the University of Michigan, coming in from Ann Arbor weekend to handle the servicing of this part of Bernstein's route.

Most in Stores

The machines are placed mostly in groceries, meat stores and dime stores. "These stores, especially food stores, have a more stable business and little seasonal fluctuation," Bernstein explains. He also operates in a few gasoline service stations, which show rather good returns.

He has had a few industrial locations in the past, most often coming with a route which he bought. Usually he has given them up, however, because factories use tub gum rather than ball gum — and he has his own route working on it.

This rule is part of the policy of saving time, since tub gum requires more handling time than ball gum. Ball gum, he says, "is a clean item, it's easiest to handle, and takes up the least amount of space to stock.

Stands Up

Ball gum, he finds, holds up well on location over a long period — which is important at a slow-moving location. Of course, if the business is too slow, he takes the machine out.

To speed up procedure, Bernstein concentrates mostly on one type of ball gum — the 140 count size. He finds this simplified stock-keeping and handling. Some variety is necessary, especially for the multiple-unit installations, and he offers the 210 size in such instances as well. He will order 10 to 20 cases of the 140 size, and one or two cases of the 210 at a time for balanced inventory.

There is an important practical advantage. Bernstein says, "What counts in the vending business is to get one item that will sell under most conditions — and this is the one way to obtain volume. If you get enough of it out there, you have assured business."

Profit Good

Ball gum proves an attractive investment from the profit margin standpoint. He buys it at 28 cents per pound, and takes in a gross of $1.60 per pound. With a commission of 20 percent or 28 cents, he gets a gross profit of 64 cents per pound, or an even 200 percent. Of course, the operating costs per round trip must be taken into consideration also — which is how the time-saving policy is important.

Incidentally, super markets are found to be the best locations for earnings on a per-machine basis.

A typical three-machine unit used by Bernstein contains nickel capsules, 140-count ball gum and Boston baked beans. The Michigan operator finds that a variety of fills tend to attract attention from customers.

A TEEN-AGE customer tries out a Bernstein machine located just outside the door of a local food store. Groceries and food stores are a favorite with the Michigan operator. Business is steady with little seasonal fluctuation, he explains.

(Continued on page 60)
Detroit Op Cuts Corners

*Continued from page 97*

actual servicing—"Most of my work consists of just walking into the location, bringing in a machine, and taking one out. I try to get away from counting money on location."

Count Strategy

The first time he goes into a place he makes a count in front of the location owner, so that the latter knows the machine capacity by actual proof. Thereafter, he avoids the count, and makes the payment on the spot. Payment on each collection means the elimination of considerable accumulative bookkeeping and check writing. Payment is made in rolls of pennies for psychological reasons.

Payment is further expedited by using a flat count—in his ball gum machines are either 50 or 100 size, and he pays accordingly on the total capacity of the machine. Even tho there may be a small quantity of gum remaining in the bowl, Bernstein removes it and pays for the total capacity rather than spending time for a money count on the spot.

Most of his machines are located right on the door jamb, which is his favorite spot. Here they are protected somewhat—and it is a space usually otherwise unused, and clearly visible from the street. Moreover, it is at the point of highest traffic in the store, which is excellent for business.

Stay Near Door

Where such a spot cannot be used, he tries to place the machine on a stand just inside the door, where it is also visible from outside. In 90 per cent of his stops, such a position is possible.

In the case of large locations, like a supermarket, Bernstein does make a money count on the spot—usually he has several different machines in these places, and finds that the time required for the count is justified by their special nature and extra large income.

He tries to avoid operating and replacement problems by using machines of standard construction with interchangeable parts as much as possible. He likes machines that have changed little over the years, and for which he can buy parts good on recent machines or those 15 years old.

Random Servicing

Servicing of machines is handled on a basis of intuitive control rather than systematic following and scheduling. The service call is made when he finds it necessary on

MULTIPLE MACHINE stands are used by Bernstein whenever possible. Here he checks a three-machine stand in his workshop before filling and placing on location.

CHARLES BERNSTEIN takes a machine apart in his basement. All machines are filled and repaired in his workshop. No filling or servicing is attempted on the route.
Ohio Ops to Seek Permanent Exemption From $5 State Fee

By IRINA MILEAHEA
COLUMBUS, Ohio — Dominating the discussions at the second meeting of the Ohio Vendors Association, held at the Dessler Hilton Hotel here October 27, were means and methods of making the temporary injunction imposed by the Ohio Public Health Council a permanent one exempting penny vendors from 55 inspection fees.

After discussions with OVA counsel Ken Weisberg, it was unanimously decided to seek the same exemption as that obtained for packaged confections. The exemption will be requested for vending machines dispensing only gum and penny confections or the places of operation from which they are served. The exemption, it was felt, would be broad enough to include as many operators in the business as possible.

Elected as officers of the new group were: President, Herman Eisenberg; Vice-President, L. E. Red Quinn, Confection Supplies, Cleveland; Secretary, Joseph Redes, Ridge Gum Corporation, Cleveland.

Chick Applegate, Miami Valley Vending Supply, Clayton, made the motion that all members be invited to attend the December OVA meeting at the board of directors level which was unanimously approved. Also unanimously approved was the request to the board of the newly elected officers. Other board members elected were: Joseph Rentzick, Restee Vending Products, Cleveland; Steve Zangari, Cleveland; H. W. Horn, Horn’s Vending Systems, Youngstown; Art Krichman, Erie Gum Company, Cleveland; Clark Applegate; John O. Berezin, Buckingham Vending, Columbus, and Chuck Marenberg, B & B Sales, Toledo.

All attending were in accord that the primary goal of the association was the preservation of the vending industry.

The group agreed that the association should set up its own health and sanitation standards and a committee headed by Chuck Marenberg was formed to draw up a program in accordance with the standards set up by the National Vendors Association.

It was suggested that in the next meeting a resolution be passed requiring all members to place their names on machines and that OVA issue a sticker for those machines maintained and inspected in accordance with its standards.

Mr. Problems
Another committee formed at the meeting headed by L. C. Pier-

man, Portsmouth & Fortman, Oak Hill, Va., is to take up with manufactur-
ers and suppliers any problems encountered by bulk vendors.

Two on which immediate attention will be focused are waterproof equipment and disinfection of gum bases.

President Eisenberg was made the association’s representative on the State Food Service Advisory Committee, which is made up of members of the food service industry whose function is to advise the Ohio Health Council on problems and face of the food industry.

Joseph Redes recommended that his firm’s facilities at 4324 Ridge Road, Cleveland, be used as the headquarters of the association and it was so voted.

Membership
The necessity of a concerted membership drive was emphasized by Herman Eisenberg and it was suggested that each member present be responsible for enrolling two new members before the next meeting.

The group agreed to meet quarterly, one of the meetings to be held in conjunction with the National Vendors Association meeting.

The next meeting of the OVA will be held January 14, 1961, at 2 p.m. at the Dessler Hilton Hotel in Columbus. The fourth OVA meeting will be held in March and is expected to coincide with NNA’s spring convention in Chicago.

Attending the meeting besides those already named were: Charlotte Rentzick, Restee Vending Products, Cleveland; Harold L. Denver, Denver-Moore, Ashland, and D. D. Updeke, D & D Service Company, Fredericktown, O.

Bulk Operators Join in Fight on Sales Tax Hire

DETOIT—Bulk vending operators here are supporting efforts of the Members Vendors Association of Michigan in that organization’s campaign against a proposed increase in the State sales tax.

A proposed constitutional amendment—going to the Legislature—will increase the levy from the current 3 per cent to 4 per cent.—will be on the November 8 ballot.

At the municipal level, the projected omnibus vending machine license fee situation appears to have improved somewhat. The Detroit City Council had been considering a blanket fee for all machines. However, after some 200 operators and industry representa-tives had appeared before that body, the fee appeared likely to be broken up into several sections.

This means that vending ma-chines would be licensed on the basis of actual sales volume. Hence, bulk vending machines would carry a substantially lower license fee than cigarette machines or drink units.

This measure, together with a health code section for vending machines, is being studied by the City Health Department.

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

See Your Northwestern Distributor or Write

The Northwestern Corporation
3103 Armstrong Street
Morris, Illinois

TALK-TALK TEETH

GETS A LAUGH EVERYTIME

OPEN

FREE

CLOSED (With metal clip)

$5.00

$5.00

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TAVERN COMPETIT'N AIDS STEROE PLAY IN ILLINOIS

BELLEVILLE, Ill.—In intense competition among tavern owners for patronage has resulted in a halycon situation where stereo programs are conducted in Southern Illinois, operators and distributors in this area report.

Because much of the Missouri border, from St. Louis down to Cairo, permits all-night operation of bars, as well as Sunday, bar patrons are frequently, particularly where the taverns are located adjacent to large roadside markets like Du Quoin, Sillerton, Poplar Bluff; Paducah, Ky., etc. Still, as many new taverns have opened up in the small communities which dot the Little Egypt area, but not the large distilled sonors.

This, naturally, has led to a sharp speer of competition which most operators are having considerable difficulty in attracting patrons and to keep them amused is bound to get serious consideration, not only from the tavern owner but the juke box and amusement machine handlers.

As a net result, during the past year, installations of stereo phonographs have boomed in Southern Illinois to the point, a matter of fact, that even small roadside bars have boomed forth with one of Red's. Well, not all the taverners seem to have the family type of the rather than the cocktail lounge and restaurant variety, locations in which many States would seldom require stereo. But because the mis- minded customers, in each, feature it almost without exception.

European Coinmen Eye Canteen Moves

By OMER ANDERSON
FRANKFURT—The Continental Canteen has laid the foundations for a new idea to introduce its U. S.-type operator in Europe. Although the company has not spelled out any hard and fast program for its intentions, it is quite obvious that it is devoting considerable effort to duplicate its successful U. S. formula.

Canteen's latest announcement that it has set the European industry buzzing with rumor speculation—is of five Swiss operating firms. To Continental coinmen this acquisition clearly signifies Canteen's intention of introducing in Europe its "integrated" system of operations—the operation as well as production of coin equipment.

Reed Distributing Plans Move to New Quarters

ALLSTON, Mass. — The Reed Distributing Company here is in the process of planning a move at some future date to accommodate the new product lines it has added to its line of coin-operated amusement equipment. The new plant will be located in the same area but not too far from the present offices which will remain in the same building.

On the new plant, the firm has arranged to make a move earlier than has been the case at any time in the past. The new plant has been designed and built with a view to creating the maximum of efficiency in every department. There will be 20,000 square feet of space as against 11,000 in the old location.

The firm has arranged to be completely functional from the viewpoint of space and facilities. In addition to the red room for four dollars, in the same area, there will be a new office to be occupied by the new product lines.

In the new plant, the company plans to have a complete testing laboratory. To this end, the company has installed a test room equipped with all the latest testing devices.

A WELCOME CHANGE
B'way Show Has Favorable References to Juke Boxes

NEW YORK — An interesting in-promotion deal has been arranged here between various music record business enterprises and the juke box operating trade of the New York metropolitan area. The deal which involves the upcoming Broadway musical legitimate show, "Do Re Mi," was announced at a press cocktail party Tuesday (1) at Grandy's, well-known West 52nd Street steak house.

The show contains a tune titled, "All You Need Is A Quarter," which refers to the playing of a juke box in the action of the show. There are other references to coin phonos from the production, which tend to put juke boxes in the light of a type of entertainment. The song was written by Judy Styne, composer of the music of the show, who spoke at the gala.

Styne notified the operators present that RCA Victor has acquired the rights to the original cast album for the show and that the first single record of the tune "All You Need Is A Quarter" will be released on the Victor label. This and other expected records of the tune on other labels are expected to prove a boost to and to the show.

Present at the party were Betty Comden and Adolph Green, who wrote the lyrics for the show to Styne's music. The pair, who were present in their own camp, stated, "An Evening With Comden and Green," on Broadway last season, which also starred Styne accompanied them on piano. Also present were Paul Silvers, who is co-starring in the production with Nancy Walker, producer David Merrick, and press agent Dick Doll, who arranged the thing.

Mamma Don't Allow No Rock and Roll Here

ROCK AND ROLL is off liming at the Casa Lorenzo in Syracuse. The operator, Columbus Music, has installed a stereo box, which plays both 33's and 45's, with stereophonic earphones for customers. The location, catering to an adult audience, goes heavy on the sweet stuff. Listeners have been John Bonnet, Miss Alice Smith and Mrs. Mildred Avery. The location is in downtown Syracuse.

Detroit Plans Pool Leagues

DETROIT—Pool table leagues—something new in the amusement field—are the rage here as the result of action taken by the October meeting of the American Billiard Association, the largest group of Pool operators in the country.

This association is composed of participants in all types of legitimate pool games, but retains the original name adopted many years ago when shuffleboard was dominant.

The FDA goal is to organize a series of leagues with 100 teams—or 800 players, right to a team, with probably eight teams in each of two alternate players. The schedule is for 12 home and home games—or 24 games in the series, play being in single matches.

A further logical objective of the program is the establishment of an area branch, and eventually a national organization of pool players and teams. Experience with shuffleboard, which is a highly popular activity, and resulted league. Some basic rules were adopted, including allowance of in much favorable publicity for the game.

Shuffleboard leagues were well organized here for years, and are still active, the less so than formerly. Shuffleboard has maintained a considerable degree of following in this area, partly as a result of the number of coin-operated games in the city under strict legal restraints.

Intelligent promotion of shuffleboard created a big revival of interest several years ago, and some of the effects still linger.

"But pool tables have taken away the popularity from shuffleboard," now, said Fred Clayson, executive secretary of the FDA: "This looks like a very big and very successful project."

Three Counties

Under the plan adopted by the FDA, the league program will be handled as an independent venture, to be known as Tri-City Pool League. Membership in the league is composed of a three metropolitan area counties—Wayne, Macomb and Oakland. The FDA approved the appointment of Ted DeHarde as managing director to handle the league's affairs.

Pa. State Police to Grab Converted Multi-Coin Bingo Pinball Machines

HARRISBURG, Pa.—All converted multiple coin pinball machines in Pennsylvania will be seized by the state police, according to the state attorney general.

This action followed a decision by the United States Supreme Court in which it refused to grant a hearing to the Pennsylvania State Police Commissioner, who petitioned the court to decide the legality of the converted machines.

The court decided Friday that the federal government has the power to define and declare which machines are illegal, per se, and it is not necessary to show they are being used for gam-}

ing to seize them.

The distributor who sought the federal injunction was Michael Ford, of Meado. He got permission from a panel of three federal judges to file injunction proceedings against the State. He claimed the State was planning the crimes to test the legality of the converted machines.

The court decided Ford's right were protected by State law. He then asked the Supreme Court to review a Pennsylvania Supreme Court decision that ruled the multiple pinball machines gambling devices.
The perfect selling combination . . . and the AMI Compacts have it for you!

No wonder the AMI Lyrics and Continentals are off to such a fast start!
They have all the proven amplifier, mechanism and service features that make AMI first in quality and performance. They are miles ahead in style . . . really new in every line and light. All this at prices that defy inflation, have actually gone down, instead of up!
See them for yourself and you'll know why the AMI Compacts are destined to be your biggest profit makers.

Automatic Music, Inc. Affiliate of Automatic Cabinet Company of America
1500 Union Avenue, S.E., Grand Rapids, Michigan. Since 1909, designers, engineers and manufacturers of automatic musical instruments for business and industry.
## The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. A price guide for vending machines represents 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 for machines of type and condition may have considerably different values in different areas.

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- For a complete list, visit [www.americanradiohistory.com](http://www.americanradiohistory.com).
Europe Hails Rock, AMI Phonos

PARIS—The 1961 model American Eagle boxes are being unveiled in Europe with pomp and circumstances worthy of the Paris Automobile Show. The standout boxes are Rock-Ola's Regis and the AMI Continental. At any rate they are the boxes receiving the highest promotion and attention at the moment. These model American trade circles, AMI is showing its big European sales organization into promotion of the Continental, which was the "a new screen control panel" in keeping with its "rocket-age" styling. The "radar screen" refers, of course, to the 200-screen panel atop the box, but theomenisation has been gaining interest in Europe who see the variety of its uses for big. Rock-Ola's sales drive is being conducted from the Hamburg headquarters of A. Stidman, European sales distributor and the Rock-Ola salesmen. Rock-Ola is bearing down heavily on its claim to be the first jock box manufacturer to incorporate Rbovera-Sound, as optional equipment, in the Regis. The 1961 AMI and Rock-Ola showings are primarily interesting for their lack of concern with the Stearns-stenciled 33-singles campaign. Allo Regis promotion notes in passing that the Rock-Ola box bears both 45's and 33'singles disks interchangeably, the special issue 45 is far more important to the European sales picture. In fact, Loewen-Autenrom's promotion of the Rock-Ola box ignores the sound issue entirely. Loewen is Seeburg's distributor for West German and the Benelux.

Common Market to Clip Tariffs

BRUSSELS—The six Common Market nations have decided to cut tariffs on coin machine equipment, an additional 10 tariffs in the country of December 31. The 10 per cent cut in December 31. This tariff cut is applied to coin machine exports among West Germany, Belgium, France, Luxembourg, Holland and Denmark. Among the six nations forming the European Economic Community (EEC) or Common Market. It is understood, however, that the 10 per cent cut is to be applied to the total of the six nations with the dollar area, pending clarification of the tariff reduction. On the whole, the coin machine tariff slates are authorized under a general 10 per cent cut applying to six-nation trade. This is the third 10 per cent tariff pitch scheduled under the Common Market treaty.

East German Shipments to Halt

WEST BERLIN—West German coin machine manufacturers are serving cancellation notices to the East German trade minister, a move for Communist Germany's commerce with the West. As of December 31, West German manufacturers will halt all shipments to East German jock boxes, games, vending machines and other coin-operated equipment. After this date any coin machine equipment shipped to the East will have to be approved by a local East German trade office. The West German coin machine industry is acting in accordance with the East German government's request for trade relations with the Communist German State in order to Communist harassment of West Berlin. While West-East German coin machine trade has been small, it is growing steadily and now exceeds 500 units of all types monthly. The East Berlin trade ministry has proposed increasing coin machine imports, particularly of vending machines.

New Multi-Player Pins Shown

HAMMARG—A. W. Adick's Nova Apparat-Gesellschaft M.B.H. is introducing into West Germany the Gottlieb two-play pin "Diamond Luster." The Gottlieb importation of the pinball. The Williams general importer for West Germany, has three new Williams games on display: Coin-Op Music Man, Viking, and Jungle. Music Man is a four-player game, Viking for two players, and Jungle, a solo. The new games underline the principal point about the product line, to be present in West Germany in 1962—multi-player gamesouting single by far in popularity.

Wiegandt Shifts Phono Service

WEST BERLIN—Wiegandt-Autenrom announces the appointment of Joachim Eder of Munich as general selling agent for West Germany in Wiegandt jock boxes. The company said it was handing over servicing and repair to the Eder company on "on general agreement" rather than on production. The geographical area the Tonnemaster, a wall box, and the Diplomat C, a 200-selection coin box. Eder will handle customer services, the selling of spare parts, repairs and general overhaul and maintenance.

Labor Lag Favors U. S. Boxes

FRANKFURT—West Germany's labor shortage is growing steadily worse, pinching the coin machine industry severely in nearly all skills-labor categories. Coin machine producers are pinching for factory help, and operators have had to double up and switch from service and repair work. The result is a correction in the coin machine labor shortage has been to make German jock box purchasers more quality conscious than ever before. The emphasis in this country now more than ever on quality—on boxes requiring the minimum of service and repair. It is a condition strongly favoring American boxes, according to sales figures.

WANTED

A-1 BINGO MECHANIC

Write: The Billboard Pub Co. BOX 1150 188 W. Randolph St. Chicago 1, Ill.

Sure Fire

United Ships Ball, Shuffle Alley

CHICAGO—Two new bowling games—a shuffle and a half bowling are in shipment at distributors manufacturing Company. The games are Top Bowling Alley and Sure Fire Shuffle Alley, feature a new type bonus scoring system. As usual, press papers buttons on the game, "Who has the most strikes or spares? The normal bonus, for instance, is 30 for a strike, 20 for a spare, a plus-for-a spare or strike counts 40-30, and a plus-for-three strikes or spares brings 50-40 as all do thereafter. The bonus point, however, are not collected until the 15th frame. Then players collect all of the cumulated bonus points if they score a strike, half the points if a spare is made.

These add to regulation-bonus selection, players can choose between easy or normal strike opportunities. Strikes come more frequently under "easy" setting, and calling the "normal" selection.

Si Wolfe Gets La. Territory

NEW ORLEANS—The Wolfe Distributing Company, of Jackson- ville, Fla., has been named Seeburg distributor for the State of Louisiana and Southern Mississippi. Wolfe's new appointment gives the firm offices in Jacksonville, Birmingham and New Orleans, making it one of the largest distributors in the South. Si Wolfe, president of the distributorship, began as operator in 1928 and became a Seeburg distributor in 1935. New Orleans headquarters will be 632 Baronne Street, the premises occupied by Lynch & Walker Manufacturing Co. The office will be in the building.

Dayton Pin Firm Shirks

DAYTON—Request for dissolution of partnership and liquidation of the Air City Novelty Service Company was filed in Common Pleas Court by Albert E. Dietz, co-owner of the Dayton firm. The request that the firm be placed in receivership was filed by Dietz and the firm's partner, Ralph J. Hanagan. Dietz also requested his partnership with James B. House, of 225 Fer Don Road, be dissolved due to a personality clash.

Want your ad? Say you saw it in the Billboard!
German Game-Phono Mfrs. Eager To Enter Vending Production Field

HAMBURG — Juke boxes and games are one thing and automatic merchandising another, and never should the two meet, according to the German importer. But not in West Germany. Here there is an almost unseemly scramble of juke box and game manufacturers to cross the trade barriers.

When you talk to West German juke box and game machine producers about juke boxes and games they regard you with almost glee. At least they don’t mention vending and ask you about a store, with a life of its own, and discover automatically.

All to Enter

Every German juke box manufacturer in West Germany — bar none — has plans to enter vending or he has the vending gleam in his eye.

Automatic merchandising has become the "new frontier" of the German juke box machines business.

Even the few professing skepticism about the vending gold rush, if pressed, will admit they could get intensely interested in automatic merchandising if they had the capital to invest.

U.S. and the Model

The U.S. is a model for West Germany’s automatic merchandising model. The Germans are obsessed with the notion of duplicating the American automatic merchandising revolution.

It is indicative of popular German interest in coin-operated merchandising that a recent press agency story on U.S. automatic merchandising received front-page display in some West German newspapers.

However, there is more to German interest in automatic merchandising than a sort of reflex aping of American initiative and enterprise. In fact, all experts agree this country is on the threshold of a vending boom, perhaps even a fantastic boom.

Outlook

These are the factors:

1. Vending has lagged distantly behind the juke box and coin game boom.
2. Pressure for store and store-operated vending unitary thru legislation.
3. The industrial labor shortage.

Lock Quality

West Germany's vending machine industry is sensitive to criticism, but such criticism is, nevertheless, widespread. The Germans lag far behind the U.S. as to both ingenuity and quality of vending devices.

For example, there is still no vending of ice, ice cream and milk in West Germany. The Germans only now are experimenting with hot and cold beverage vending.

West Germany’s vending machine industry, which herefortore has tended in the traditional pattern to be an industry sport, is criticized by juke box entrepreneurs as stodgy and even sterile. The juke box men are saying freely they intend putting zip into vending.

Time Restrictions

They are motivated, in terms of coin-operated automatic merchandising, by Germany’s store condition laws restricting store hours. Stores generally close in Germany at 9 p.m. and by 2 p.m. Saturday.

German stores are closed drum-tight Sundays — all stores, everywhere. In fact, the church is lending pressure on the government to extend the law shutting down all industry, even retail millinery, on Sunday.

The city of Hamburg is currently debating a law closing all stores in the city from Friday night until Monday morning. The store-hour situation is fantastic and getting worse.

Obviously, there is only recourse to automatic vending on a literally staggering scale (at least for Germany) to prevent the store-cloning mania from becoming a patent absurdity.

Such is now accepted by shop operators. Whereas until now they have always opposed the automatic merchandising of staple foods, the shop owners have lost all of facet and endorsed almost full automatic merchandising.

In Hamburg, in this connection, there is even expansive talk of creating "automatic arcades" to sublimate on weekends for stores selling food and other necessities.

Labor Factor

Ordinarily the present store schedules would be rejected by force of public opinion. But these are not ordinary times in West Germany. The nation is short a full million workers. Help is hard to come by everywhere.

Labor refused from store clerking and tending is labor available in other segments of the economy. Hence, the public spathy. And brace the explanation for still another facet to the booming stamped into automatic merchandising.

The Germans are trying to stretch the thin labor supply with "rationalization" of production.

This means, primarily, automation, and it means, among other things, automation of food service — the so-called "in-plant feeding." Herein lies the in-plant feeling has been almost entirely over the counter in cantrons and canteens. Now it is proposed to automate food service on a nationwide industrial scale.

Idea Spreading

There is to be installation of coin-operated snack bars and of complete "automatic" cafeteria. Volkswagen and the Howaldt shipyard, West Germany’s biggest, are the pioneers in automated food service, but it is spreading generally in all areas of German industry.

It is mainly a matter of impressing worker efficiency — productivity — by bringing food service closer to his work bench via automated service. Efficiency studies show that German industry is losing a tremendous number of man-power thru long trips from work bench to canteen.

The juke box operators, at least the big-box among them, even hope to install, in appropriate locations, juke boxes chez of food automats and even coin games.

Canteen Role

The Canteen Corporation of America is a prime mover behind the coming boom in vending. Canteen’s purchase of Tomomat, the German juke box producer, provided a production base for Canteen in Germany, and it automatically created vending opportunity for Helmut Rehbeck, the AMI distributor for Germany.

New Rock-Ola’s purchase of the Fred Hobe Company has created similar opportunity for A. W. Adickes, the Rock-Ola distributor for Western Europe.

Wiegandt of West Berlin, a major posterior juke box and vending equipment producer, has merged with Deutsche Waggonbau, a vending machine producer, and the amalgamated concern will concentrate on the manufacture of vending equipment.

Finally, it is reported that Berlin will expand into the German vending machine market via its German importer, NIS, of Bingen.
Gets Help at Memphis Meet

MEMPHIS—Three new members for the New Tennessee Music Operators Association were signed at a meeting last week of the Memphis Music Association here.

The new members are Robert Hartlin, Harbin Amusement Company; Jake Kuhn, Tri-State Amusement Company; and Edward Bodenheimer, Bodenheimer Amusement Company.

The three joined after an appeal by Alan Dixon, general manager of S & M Sales Company, Memphis, treasurer of the new group.

Everybody benefits when everybody gives

the United way

Everybody benefits when everybody gives

breakthrough for NATIONAL

HAMBURG—West Germany's coin machine industry is considering the formation of a self-regulatory body within the industry designed to protect its good name.

This watchdog body would police industry ethics and function as a clearing house for complaints. It would also adjudicate disputes intra-industry.

Its primary function would be to stamp out industrial financial dealings, especially as they affect distributors. Fast-back artists and wheeler-dealer types would be reined in before they become court cases, thereby generating public animosity toward the trade.

Scandals Abound

There have been a series of cases involving dubious ethics and never financial hijinks in Germany. But just now German attention is focused on Britain, which has two scandals raging for the front pages of the popular daily press.

These lendem sensations illustrate, in the German view, much that is wrong with the Continental juke box business, and much which needlessly creates serious public relations difficulties for the industry.

First there is the case of one Eddie Pizzez, whom the British popular press calls a "juke box king." The Pizzez swindle was described by one London daily in this sheet-on-up prose:

"The 238-pound ex-sailor, 36, swept regally back to town yester-

day from a holiday in Switzerland, telephoned police and, chomping on a cigar, toured:

"Come and get me"—Shots

The Pizzezbiggest and best crook in the country. I've swindled four

finance companies out of $14,000,000, and I plan to pay them back at

a shilling [14/6] a week."

Swashbuckler

But the Germans are more closely interested in the case of Penn

Law, a paratroop war hero with a notorious black eye. Law, for-

ter head of a German automaton

Machine, Ltd., was the British gen-

eral producer for the Germany juke box machine producer. When Law en-

tered bankruptcy the German firm filed suit to obtain his assets. At his appearance in Reading Butcher Court, Law heard his official receiver say that his firm had liabilities of 2,225,000.

German Trade Proposes 'Watchdog'

Body to Safeguard Industry Ethics

One of West Germany's most respected industry figures, the general importer for a major American juke box manufacturer, came to the conclusion that, in the tired German-speaking business, it is not enough to call these fellows anything, to the industry.

They don't belong in this business, they have no interest in it except as the avenue to money fast. Then they're out of juke boxes and into something else.

"What we need, and must have, are respected business men who are in the coin machine business because they believe in it and love it. There's no room for any other types."

Seek Respect

One school of thought within the German industry feels that further regulatory legislation is required. But the majority contend that legislation is no substitute for vigilance, and that if the industry drafts a formal code of ethics and then en-

forces this code, it will gain greater public respect than can be had by legislation.

"Fellows like Pizzez give the industry everywhere, including America—a black eye," observed a German coin machine top figure here. "You can imagine the juke box operator image that is created for the average newspaper reader when he casts an eye on such larcenous junk. Yes, you and I know that the average juke box operator and distributor is a sincere, highly upstanding man."

Introspective critics within the German industry tend to blame the industry itself for much of its "image" ailments. Instead of pas-

sive follower types, they argue, the industry needs more independent outspoken "maverick" personalities.

Nebraska Ops

Change Format

For Oct. Meet

OMAHA—The Nebraska Music Guild is revamping the format for its October 22-23 meet in Norfolk, Neb., at the Madison Hotel.

Registration will begin Saturday evening with a cocktail reception and dinner following. Evelyn Dal-

rymple, Lieberman One String, is planning entertainment for the evening.

The Sunday morning will be a morn-

ing of new music. Following Sunday evening banquet, limiters.

The group is dropping its subscription and will meet at a "showcase" party with dancing, door-

prizes and all the trimmings.

Business sessions will be staged Sunday. The group is dropping its 22-23 meet in Nebraska, with a plan to host a morn-

ing music session and dinner following. Evelyn Dal-

rymple, Lieberman One String, is planning entertainment for the evening.

Registration fees have been re-

duced to $7.50 per person. Harold Ellis, president, indicated the change in program is to encourage members to bring their wives and generally increase attendance.

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EXTRA SPECIAL
CLEAN BALLY BEAUTY CONTEST
WITH COIN DIVIDER . . . . $185.00
KEENEY'S DELUXE BIG TENT . . . . $185.00
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27 E. PHILADELPHIA STREET
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6 POCKET POOLS...$150.00
14 Ft. Bowlers (12 Ft.) . . . . $195.00
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Fluorescent Shuffle Board Lites, Pair . . . . 225.00

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
$145.00

18 AMI
Model E
120 Selections
Only $195.00

BEN KULK, Buffalo operator, recently threw a party for Barbara Lyons, young ABC Paramount recording artist. With Miss Lyons at the party were Mayor Frank A. Sedita of Buffalo, center, and Tom Ferrer, division sales manager of the Davis Distributing Company, New York State Seaboard outlet.
COIN AND MUSIC INDUSTRIES MEET at recent Milwaukee Recorded Industry Party. Left to right: Howard Jones, United, Inc., Wurlitzer distributor; Art Talmadge, United Artists vice-president and principal speaker, and Glenn Grubb, Kendus, Inc., local operator.

N. Y. Suit Involves Sales to Locations

POUGHKEEPSIE, N. Y. — The C. & W. Diner here and its proprietor, Vernon Ridgeway, have become the targets of a suit brought by a New York firm known as American Vending Machine Company, of Fifth Avenue, in that city.

Ridgeway's diner was one of a number of locations approached in this sector during the past summer by the New York outfit, with a sales pitch on various types of second-hand, 10-column cigarette machine operators. In the area estimated market value of the units at approximately $30 to $35. Yet the New York firm put a price tag of $235.50 each plus carrying charges as high as $89.

Ridgeway's location was serviced by A. & N. Vending of Beacon, operated by Nick Nucetelli. When the diner owner decided to buy the deal offered by the independent second-hand equipment merchant, Nucetelli's machine was put on the shelf. Later, however, when the second-hand unit broke down and the diner owner could get no service help from the seller, he called Nucetelli and asked him to bring his equipment back in the spot, which was done.

Ridgeway, who had originally put $60 down on the used unit, refused to make any further payments and asked the company to get the machine out of his diner. This they refused to do and later Ridgeway was sued for the balance owed on the machine, on which he had signed a contract.

As things stand now, Ridgeway has been served with a complaint seeking the balance due, and his attorney has answered the complaint. Several weeks have now elapsed with no indication of further action from the plaintiff.

Some traditons in the area, who had originally brought to light the interesting fact that the units were selling to locations at about eight times their real market value, now predict that there may be no further action, since the company, in getting $60 out of the victim, has already made a profit on the deal.

On another front, the entire matter was aired in Albany last week at the annual meeting of the New York Vending Machine Association by attorney Lou Werner, president, and for the New York Operators Guild which is active in the Newburgh, Beacon, Poughkeepsie and Catskill area, where much of the activity of the New York firm has centered. Werner called attention to an article in The Billboard (August 22) regarding the problem, and advised operators to be on the lookout for this type of situation.

Meanwhile, there was some indication that the matter would be brought up at the attention of the New York State attorney general for possible inquiry by the investigating committee attached to that office. It was hoped by those affected by the situation that some grounds for fraud charges might have been turned up thus such an investigation.

THE CENTRAL PLAZA

For Hamptons Comfort

Just 16 minutes West of the Loop—outside of the congested area, immediately accessible to all forms of transportation. 300 outside guest rooms, all with tub and shower. Drink alone or in groups...for delightfully comfortable living. Attractive air conditioned rooms and apartments furnished, equipped, unaired, and fine in-room service. Coffee Shop, serving excellent food.

NEW GAMES

**INDEPENDENT BUSINESSES**

FREEDOMLAND U. S. A. invites YOU TO NEW YORK
Join the Fun
Ride the Plane
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$6.50

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WOODSTOCK'S WARMTH

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Programming Board Keeps Tabs on Record Inventory

By BOB LATIMER

MANHATTAN, Kan.—A touch of real inventiveness has helped Lou Patecek, head of Bird Music Company here, to solve all of the problems associated with programming, in addition to operating approximately 160 locations throughout Northeastern Kansas. There are three factors contributing to his success: collectors who run up hundreds of miles per month, and who, by dint of constant, personal association with locations, are able to detect any men who go on the turntable, need to have their records exchanged; Bird Music Company collectors have carte blanche in the matter of selecting records; and, third, a work carried out by a typist in the Kansas City headquarters.

That's the general mechanics of record selection, beyond that, of course, is the need for detail work involved in keeping records up to date and inventoryed properly for each location, in controlling "open to buy" for new record purchasing and maintaining a balance of records over the 100-spot string. For Bird Music Company, the visible-reference board pictured here shows the current stock, as well as its status. It is a work of the same talent as has affected other operations of similar magnitude. His records which should be replaced, are tagged, locations turned up missing where they were, and the correct replacement is determined if there were instances in which records were duplicated in orders sent to the same location, that is, when far too many numbers were scheduled for changing than the machine would allow, etc.

To simplify the job once and for all, Patecek designed the six-inch-foot board of green-finished blackboard, divided into 160 vertical columns and 50 horizontal columns. The key to its use is the suspended "T-square" which rolls on small wheels at the top of the board, making a market at any point along the columns.

In building the board, Patecek, who had an extremely clear view of his objective, mounted 160 small brass tab-holders across the top of the board, spaced primarily one inch apart, into which small typewriter slips of paper are inserted to identify locations running from No. 1 to No. 160.

Down the three-inch-wide strip of paper which makes the main body of the T-square are fifty horizontal tab-binders, which likewise serve for the insertion of slips of paper on which go, the top 50 numbers, as they are received with Bird Music Company's inventory, are listed. Pore of the others, correspond to Birdboard's Top Forty; the remaining 10 are "could-be hit" which is the title of anything experimented on the basis of his own experimental work in selling music in Northeastern Kansas. (About eight or ten of those 10 he selects for route-wide distribution; the rest he makes the grade.

The available T-square and the 50 horizontal columns are the two factors which are the essence of any one of Bird Music Company to instantly determine whether any given record is available in any one of the 160 locations—or means of a picture of what is available which is marked on the board when the collector selects that record.

The three collectors, when making weekly or biweekly record checks, keep a record of the machines which they visit, and then submit a report which is posted on the board for the new salesmen. The collector selects that record.

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The ring binder, of course, is likewise highly useful in checking back on every record which has gone on to every location for the past three or four months, entirely independent of the visible record in the record office.
Detroit Op Cuts Corners

Continued from page 68

Detroit's new factory designed machine, a "Soap-Soap" and a spell-name feature. Two names on the backglass assure that one will always be building up, even the player has already hit it once. The newly designed cabinet has a "marble-tape" front.

visual check, or when the location calls in. He directs his calls to the locations where he thinks, on the basis of experience, that the machine may be low.

He urges his location people to call him promptly when the machine needs a refill, and promises to pay for the cost of the phone call. This is a small expense, but a big thing psychologically to location owners. On the average, he services each machine once every two to six weeks, with the frequency determined by experience.

He uses his own passenger car in service calls, loading it with about five machines. When he makes this number of calls, he reloads the first machines he has taken out, and is ready to make another series of calls. He carries a stock of ball gum and other products in the car.

Machines Last

Maintenance is not a big problem, he finds—he has instances of machines on location for 15 years without a single service call, except possibly for refills. If a machine is out of order, he takes it in to his shop, located in the basement of his house, and repairs it there if possible. If the repair work is more complex, he sends it to the factory.

He carries extra globes along on his calls, and if any are dirty, he replaces them on the spot, bringing the old ones in for cleaning. Breakage of globes is really a minor problem today. He has lost just about eliminated breakage by youngsters thru removing machines from store counters and bracketing them on walls.

Growth of the route comes thru a constant watch for prospective new locations. His approach is to show that the owner will not have to spend any money, but that he can make money—an attractive proposition to which most store owners are receptive.

No Signs

Merchandising of machine products is not really necessary, Bernstein feels. His strategic placement of the machine at the entrance door jamb, where it is most visible and attractive to all comers, serves this function instead. The presentation of the product does the merchandising job, and he does not think "signs" are required.

Office details and bookkeeping are handled by Mrs. Bernstein, who takes an active interest in the business in addition to her duties in running a home and raising a family.

Bernstein has one more method of speeding up operations by an incentive program to increase volume per each location through the commission schedule. The basic commission is 20 per cent, but if he can place more than two machines—and he likes to have a bank of five or six—in a spot, he ups the rate to 25 per cent. This is attractive to the "complete plays." When he can shape a little more money," he says, and "it is a little higher type of place. This also helps to hold the location against competition."

Penny King Bows

Plastic Clothes

Pittsburgh, Oct. 17—A tiny movable-lip clothes pin and a multi-colored, plastic lantern lamp are two new charms being introduced by the Penny King Company.

The pins are in clear plastic, assorted colors, controlled by a torsion spring on the inside of the assembly. Two different globe stickers are available. The pins, one with a girl appearance, and another with pin clipped to clothing and a "You're in the groove," legend at the bottom. The "50" sticker shows a lad with pins stuck to hat and shirt with a "You've done it," legend.

The lanterns have a yellow translucent plastic lip and bottom, and a clear plastic center around a tiny colored imitation flame. The lamp also has a tiny key chain eylet.

Both the pins and lamp are priced $100 per 1,000 for over $5,000; $12.50 for under 5,000.

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Continued from page 68

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Machines Last

Maintenance is not a big problem, he finds—he has instances of machines on location for 15 years without a single service call, except possibly for refills. If a machine is out of order, he takes it in to his shop, located in the basement of his house, and repairs it there if possible. If the repair work is more complex, he sends it to the factory.

He carries extra globes along on his calls, and if any are dirty, he replaces them on the spot, bringing the old ones in for cleaning. Breakage of globes is really a minor problem today. He has lost just about eliminated breakage by youngsters thru removing machines from store counters and bracketing them on walls.

Growth of the route comes thru a constant watch for prospective new locations. His approach is to show that the owner will not have to spend any money, but that he can make money—an attractive proposition to which most store owners are receptive.

No Signs

Merchandising of machine products is not really necessary, Bernstein feels. His strategic placement of the machine at the entrance door jamb, where it is most visible and attractive to all comers, serves this function instead. The presentation of the product does the merchandising job, and he does not think "signs" are required.

Office details and bookkeeping are handled by Mrs. Bernstein, who takes an active interest in the business in addition to her duties in running a home and raising a family.

Bernstein has one more method of speeding up operations by an incentive program to increase volume per each location through the commission schedule. The basic commission is 20 per cent, but if he can place more than two machines—and he likes to have a bank of five or six—in a spot, he ups the rate to 25 per cent. This is attractive to the "complete plays." When he can shape a little more money," he says, and "it is a little higher type of place. This also helps to hold the location against competition."

Penny King Bows

Plastic Clothes

Pittsburgh, Oct. 17—A tiny movable-lip clothes pin and a multi-colored, plastic lantern lamp are two new charms being introduced by the Penny King Company.

The pins are in clear plastic, assorted colors, controlled by a torsion spring on the inside of the assembly. Two different globe stickers are available. The pins, one with a girl appearance, and another with pin clipped to clothing and a "You're in the groove," legend at the bottom. The "50" sticker shows a lad with pins stuck to hat and shirt with a "You've done it," legend.

The lanterns have a yellow translucent plastic lip and bottom, and a clear plastic center around a tiny colored imitation flame. The lamp also has a tiny key chain eylet.

Both the pins and lamp are priced $100 per 1,000 for over $5,000; $12.50 for under 5,000.
Coin Machine Exports

July, 1960

<table>
<thead>
<tr>
<th>Country</th>
<th>New Phonographs</th>
<th>Used Phonographs</th>
<th>Amusement Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>254</td>
<td>$124,297</td>
<td>346</td>
</tr>
<tr>
<td>W. Germany</td>
<td>289</td>
<td>195,342</td>
<td>45</td>
</tr>
<tr>
<td>U. Kingdom</td>
<td>44</td>
<td>21,903</td>
<td>128</td>
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<tr>
<td>Mexico</td>
<td>15</td>
<td>153,310</td>
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</tr>
<tr>
<td>Canada</td>
<td>44</td>
<td>30,486</td>
<td>96</td>
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<tr>
<td>Australia</td>
<td>43</td>
<td>30,158</td>
<td>33</td>
</tr>
<tr>
<td>Venetian</td>
<td>28</td>
<td>22,784</td>
<td>929</td>
</tr>
<tr>
<td>Norway</td>
<td>41</td>
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<td>10,920</td>
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<tr>
<td>Sweden</td>
<td>63</td>
<td>15,902</td>
<td>59</td>
</tr>
<tr>
<td>Italy</td>
<td>7</td>
<td>5,495</td>
<td>59</td>
</tr>
<tr>
<td>Phil. Rep.</td>
<td>28</td>
<td>11,700</td>
<td>61</td>
</tr>
<tr>
<td>Other Countries</td>
<td>129</td>
<td>57,602</td>
<td>277</td>
</tr>
<tr>
<td>Totals</td>
<td>1,704</td>
<td>$710,516</td>
<td>4,169</td>
</tr>
</tbody>
</table>

For the first time this year West Germany failed to lead all markets for U.S. phonographs. Belgium took over that spot in July with a $311,917, a relatively modest run for the leader. West Germany dropped to the runner-up position, followed by the United Kingdom and Mexico. Canada and Australia were the only other markets above the $100,000 level in July.

July Exports Below Average

CHICAGO — Exports of U.S. juke boxes and coin games hit a volume of $1,500,650 in July, well under the 1960 monthly average to date and slightly below the 1959 average.

Biggest drop-off came in the new phonograph category. New boxes sold from a June volume of over $1 million to $710,516 in July. Used phonographs ($185,001) were well ahead of June, and games dropped slightly to $605,133.

Export volume for the first six months of the year had been running ahead of the 1959 year and passed the $10 million mark at the half-year period. A volume of $18 million plus was done in 1959.

Thru the six-month period, volume had averaged $1,751,898 monthly compared to just $1,567,705 for the previous 12-month period.

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U.S. Department of Commerce figures show West Germany tapped the markets for new juke boxes with a $105,364 order. Belgium dominated the used juke box markets with a $213,315 run, unusually high for this category. The United Kingdom led the game markets with a $169,273 volume.

Mexico drew an unusually heavy order for new phonographs in July, taking a volume of $133,380. On the basis of this order, Mexico rose to fourth place on the market list, highest climb for her this year to date.

Vending machine shipments (not shown on accompanying chart) hit $183,162 on 895 machines in July. This compares to a June level of $298,029 on 2,015 machines.

COMING

CHICAGO COIN
RAY GUN
First RAY GUN on the market in seven years

WINTRY BLASTS fail to dampen the ardor of youngsters for kiddie rides, and Denver operator Frank Thorwald takes advantage of this.

Winter Kiddie Ride Operation Is Profitable for Thorwald

DENVER—It’s a mistake for the amusement machine operator to pull in all of his kiddie rides as soon as the first wintry weather appears on the scene, according to Frank Thorwald, alert operator here.

Thorwald, who has a string of 600 bulk vendors in the Colorado capital, likewise runs an equally widespread list of kiddie ride locations, many of which are spotted in front of busy supermarkets in central shopping districts.

Well aware that the kiddie rides are much appreciated by all mothers who can pamper fretting youngsters with a kiddie ride and often talk the youngsters on them long enough to take care of shopping needs, Thorwald has always disliked pulling in his machines each winter, whom, of course, they now show no earnings until spring rolls around again.

Last year the veteran Denver operator decided to experiment with leaving the machines out for much longer period of time, even after sub-zero temperatures and heavy snows were the rule.

He was prompted to make this unprecedented move simply because he noticed that most small children taken on shopping trips are warmly clad in snow suits, burlap-type caps, etc., to withstand extremely low temperatures with out danger. So the kiddie rides remained in place, and as Thorwald had hoped, it turned out that the average youngster got just about as much fun from riding the kiddie rides in the chilly cold of winter as during the summer.

Naturally, Thorwald can’t keep all of his kiddie rides on location thru the winter, but at those locations where he must service his adjacent bulk vendors, he has made a point of keeping the kiddie rides in operation through most of the cold winter and producing welcome collections.

Dunlap Named By Rock-Ola As Dist. Head

CHICAGO—Robert L. Dunlap has been appointed manager of distribution for the Rock-Ola Phonograph Division, according to an announcement made this week by President David C. Rockwell.

Dunlap had spent 17 years with the Servco Corporation in Chicago and had recently been associated with the Shaffer Music Company, Columbus, Ohio, distributor.

He will headquarter in Chicago and will be responsible for distribution for the entire United States and Canada.
New Pin Code For Erie, Pa.

Erie, Pa.—Police are enforcing a new pinball ordinance which governs 299 machines in about 180 business places throughout the city, Chief Edward V. Williams revealed. The vice squad started looking for unlicensed devices which might be in operation but found none.

John Schiller, Mayor Arthur Gardner's administrative assistant, announced that 30 persons were denied licenses to operate pinball machines in various business places because of their past gambling records.

October 1 was designated as the deadline for granting of licenses and also for the banishment of pinballs from places that were denied licenses, Chief Williams said.

"Police will keep a close check on places that might be operating unlicensed devices and places that have licensed machines and might be using them for gambling purposes," he added. Arrears and sentences will result when the evidence is found.

Under the new ordinance an operator pays a $50 per year for one machine, three being restricted to one place. A private individual is charged $25 a year to license each device.

Wms. Appoints B. C. Distrub

CHICAGO — Dale Distributing Company, 1168 Seymour St., vendor of Williams Electronic Manufacturing Corporation, Dale Distributing is owned by Del Johnson. Johnson visited the Williams plant here last week.

H. Berger Explains N. Y. Game Tourney

NEW YORK — Harry Berger, of West Side Distributing Company, has served as sponsor of the contest. By having Ballantine is on the deal, TV showing of the coin bowling finals became a strong possibility, according to Berger, because of Ballantine's heavy credit in terms of TV time with several stations here. Also announced was a signing up of Manufacturing Corporation for the bowling finals next February 6. Joining Berger as a sort of special consultant for the contest idea is Sidney Punder, who has planned many of the contest promotions constantly being run here by The New York Daily News.

Berger said the Ballantine participation hinged on a special ruling by the State Liquor Authority, which he described as "merely a matter of form." However, on this point a sharp dispute arose as to whether, in fact, Berger was really telling us anything at this time that we didn't know before, in the words of one operator at the meeting. The feeling among some present appeared to be that no further planning should go on until the SLA ruling has been obtained.

Berger's proposal for a payment of $5 per machine per week for the 13 week contest, was felt by some to be "excessive," while others defended the figure as perfectly in order. However, there was some feeling that an amount of money accruing from the participation of 2,000 machines, might better be administered "by committee," a suggestion to which Berger was agreeable. Others felt, too, that working with committees, each member could "bring a friend" thus building up participation of ops on a steady basis.

Berger noted that he already has 10 operators signed up for participation.

The general plan for the contest calls for $25,000 worth of prizes—including a '61 Cadillac and $13,000 to charity, at the rate of $1,800 a week during the life of the contest. The projected Ballantine participation involves the committing by Ballantine of several of its field men to work direct with Berkeley and Arama selling the contest, and the airing by the sponsor on some of its current radio and TV properties, plus links for the bowling machines.

Services Held for Sufferer Operator

MOSSEY, N. Y.—Louis Maro- 
next year in Silver King Amuse- 
ment of Suffern, N. Y., died at his 
home here Thursday morning (13). 
Maro- was a partner in Tenney 
Casino, in the Silver King firm. 
Maro- had visited Colorado only 
night before at Medical Center 
in New York, where the latter has 
been doing business with a bank 
client. Maro-’s death is believed to have been caused by a heart attack. Services were to be held at the 
Coxson Funeral Home in Suffern.
The all new 1961 Rock-Ola Regis is truly distinguished among today's phonographs. Only the Regis offers complete styling protection with every feature needed to keep it modern for years to come.

**STYLING DISTINCTION**

The graceful, contoured elegance of the Regis, framed in classical lines, blends with a harmony of soft colors to make it unmistakably beautiful. Without extremes but yet distinctively modern, the Regis is set apart as the one unmatched beauty for 1961.

(((REVERBA-SOUND)))

Now Rock-Ola offers the most significant advance in the field of Coin Operated Music since the introduction of High Fidelity. The New Regis with (((REVERBA-SOUND))) literally brings concert hall realism to every location. With Sound Reverberation the walls seem to roll back. Now every location regardless of size or configuration can have living presence, "wall to wall" music from either stereophonic or monaural records.

"TRI-FONIC" FLEXIBILITY

Only Rock-Ola, with its "Tri-Fonic" flexibility offers the convenience of three phonographs in one. The exclusive Rock-Ola "Tri-Fonic" switch on the dual-channel amplifier permits instant conversion from monaural to stereo play at the flip of a switch. With the Rock-Ola Regis there is no need for expensive conversion parts, only stereo extension speakers are needed. Only Rock-Ola phonographs offer this true sound flexibility.

31\(\frac{1}{3}\) AND 45 RPM INTERMIX PLAY

The Rock-Ola built dual-speed turntable permits complete intermix of 31\(\frac{1}{3}\) and 45 RPM records in any sequence. No matter the speed or whether it's stereo or monaural, all records can be played on the Regis, the only truly flexible phonograph which looks and acts as a phonograph should.

PLUS...FULL PROFIT FEATURES

The Regis offers many other profit making features for your complete protection. Such features as dual pricing, 50c play...Astatic stereo cartridge and diamond needle are just a few of the Rock-Ola extras which make the Regis the world's most profitable and dependable phonograph to operate.

Stop in at Your Local Rock-Ola Distributor
Today and See and Hear the 1961 Regis

ROCK-OLA MANUFACTURING CORPORATION
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Phonograph

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Model 1488

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Raymond New
Chi Distributor
For Wurlitzer

CHICAGO—Adolph Raymond, a veteran coin machine man, has been named Wurlitzer distributor for the Chicago area. The announcement was made this week by Robert H. Baer, Wurlitzer sales manager. Raymond heads the A & M Music Company, an operating firm with headquarters at 771 W. North Avenue.

The appointment follows a two-month period during which Wurlitzer was without a distributor here, and during which time several firms were rumored to have the line. Tower Music had been the previous distributor.

Bert B. Davidson, Wurlitzer district sales manager, is currently visiting local operators, along with Raymond.

Wurlitzer Veteran

Raymond, who attended John Marshall Law School here, got his start in the Wurlitzer organization 20 years ago when he sold juke boxes during summer vacations. He sold the old Wurlitzer counter models.

Paul Koenig will be service manager for the new distributorship, while Edward Hahn will be in charge of the shop and parts department. Andrew (the Smiling Irishman) O'Malley has been named sales representative, and Ernest Cooney, office manager. Mike Raymond is in charge of the operating routes.

Clarence Ross, Wurlitzer field engineer, will work with Raymond in running service schools for local operators.

Raymond Plans Move

Continued from page 70

for automatic phonographs and vending equipment, but this, according to St Redd, was not the drive behind the shift in location to larger quarters. Besides being one of the largest jobbers in the area, Redd also is distributor for Conex vending cups, Chef Boy-Ar-Dee food products, the complete line of Bally Manufacturing Company's amusement machines and vending equipment, Chicago Coin amusement machines, Fisher pool tables, Keeser Manufacturing Company's amusement games, together with a full line of used equipment, supplies and parts.

Redd had been Wurlitzer distributor in Boston from 1943 to 1958, and when this connection was ended the firm began to acquire other interests. For more than a year there has been a need for additional space. As well as bigger quarters, the service staff will be considerably enlarged.

Heading the parts department is Hugh Sears, well known in the United States and abroad; Chuck Moro has charge of the service department, and Roy Sayer handles the shipping. The sales staff consists of St Redd, Bob Jones, Al LeDuc, Alf Jacobo and Dick Ostrin.

Countertop is Joe Maggion. Redd pointed out that the key personnel have all been at least 10 years with the firm.

Also moving to the new plant will be Dick Mitchell, of Dick's Record Shop, who also will increase its facilities by about 50 per cent. Mitchell has been associated with Redd for some 20 years and for the last 10 has been the sole owner of the one-stop. Of interest is the fact that the idea of a one-stop was conceived by St Redd, who opened the first one in the nation in 1946.
COINMEN EYE CANTEEN MOVES

Mention (a) the manufacturer usually sells direct to (c) the operator. In many European countries the machines are sold direct to the location; servicing operations exist at the location handle their requirements. In West Germany the trend has been toward the U. S. pattern. The Germans have the Continent's strongest operator associations.

France Loser

In France, the industry is less organized, and in Ireland distributors' frequently double as operating organizations. This is notably the case with the Arthur Ditchburn organization, one of England's biggest.

The industry's most active operators are predicting that gigantic operations are in the future for the European industry, Canteen or whatever.

The key is to be found in the scrum of music machines and games producers to enter automatic merchandising, and the scrum of vending machine manufacturers to expand their product lines.

Shooting Wedding

It is in effect a shotgun marriage of automatic merchandising and amusement machines forced by (a) saturation of the semi-saturated juke box market in West Germany, and (b) the dire labor death, making automatic merchandising a veritable gold mine.

Juke box producers now find themselves with excess production capacity, while vending machine producers lag behind demand.

There is even greater opportunity in the vacuum of vending than ever that suggested by the labor lack. Automatic merchandising, the German love of gadgeteering and mechanization to the contrary notwithstanding, has trailed badly this country's general industrial progress.

VENDING FRONTIER

Aside from the present problem of replacing clerks and wagers with vending machines, automatic merchandising lags 15 years (according to expert consensus) behind the U. S. This surprising situation has magnified the appeal of automatic merchandising for juke box producers with idle plant capacity.

There are certain skeptics who argue that Canteen and other U. S. big-name coin machine concerns will run afoul, sooner or later, of European distance of "hard-sell" business methods. The aggressive, winner-take-all U. S. style of business operation is repugnant to Europeans, it is argued.

But such skepticism is being discounted, and with seeming justification, by most U. S. executives on the spot. Their plans are based on a "paved" or gradual entry into the European market. And their European operations are being conducted in the main by European executives, who blend understanding of European temperament and business methods with American push and drive.
Fastest Money-Maker in UPRIGHT Class!

Bally JAMBOREEE

New E-Z View Score-A-Scope

Popular Spell-Name with "Reserve" Spell-Name to Insure Continuous Repeat Play

High-Styled Cabinet with Rich Marble-Tone Front

Smooth, quiet action... exciting suspense... colorful, illuminated score-glass, housed in a beautiful decorator cabinet... fascinating Score-a-Scope flash... time-tested Spell-Name feature with "reserve" Spell-Name... all add up to top earning-power in upright class. Get your share. Get JAMBOREEE now.

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BOWL-A-RAMA

THE SOUNDEST INVESTMENT YOU CAN MAKE IN COIN-OPERATED AMUSEMENT GAMES

Provides all the Play-Appeal of Regulation Bowling

AUTOMATIC PIN-SETTER
PINS SPOTTED PERFECTLY EVERY TIME

SPECTACULAR PROFITS
Pays For Itself In A Hurry

High Speed AUTOMATIC SCORE TOTALIZERS

Ball Hits Pins Pins Hit Pins
JUST LIKE REGULAR BOWLING NO ROLL-OVER SWITCHES ON ALLEY

FAST PLAY
AS LITTLE AS 2 MINUTES PER GAME

TOP SCORE
300

I to 6 Can Play

RUGGED CONSTRUCTION

LONG OPERATING LIFE

25¢ NATIONAL REJECTOR COIN MECHANISM
(OTHER COIN MECHANISMS AVAILABLE)

STANDARD SIZE
20 FT. LONG; 3½ FT. WIDE; 6½ 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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HOSTS: Martin & Snyder, Seeburg distributors.

Music operators from Indianapolis area.
HOSTS: Seeburg's J. J. Distributors.

Music operators from far and wide are visiting Seeburg Chicago headquarters to learn more about how to increase location earnings with the revolutionary "ARTIST of the WEEK" plan.

Pictured here are two groups of operators from the Detroit and Indianapolis areas who came in for a solid day in chartered airplanes and buses, to see for themselves why Seeburg phonographs and the Seeburg "ARTIST of the WEEK" plan are the answer to modern music merchandising.

Seeburg has the equipment and Seeburg has the sales aids to help you sell. See your Seeburg distributor right away.

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KNUCKLES O'TOOLE
Grand Award Records

ANITA BRYANT
Catalin Records

HARRY JAMES
MGM Records

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