

The Billboard

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The Gimmick Is King In Album Sales Race

Everything From Super-Sound to Super Packaging Goes in War for Selling Edge

By REN GREVATT

NEW YORK — As they say in the colorful Broadway hit, "Gypsy," "You Gotta Have a Gimmick," a motto which applies to strip-teasing, as well as the record business. In the latter case, diskeries, both small and large, are now on a frantic binge of sound and packaging, in a continuing effort to come up with the gimmick that will sell in a field that's competitive to an ever-increasing degree.

Despite pledges from various industry quarters to the effect that "we've got to tighten up on releases and adopt the pinpoint rather than the buckshot tactic," albums continue to roll off the pressing plants in a veritable flood. In order to make their product stand out over the rest of the field, numerous disk firms have now developed souped-up merchandising techniques based on elaborate, book-fold packaging featuring die-cut covers and bound-in books, as well as special album series with the emphasis on super sound. Much of the focus, in the latter case, has so far been on percussion instruments, but even this tack is now being broadened to include vocalists, as well as arrangements for many types and combinations of instruments, specially written for the stereo medium.

Tho perhaps less celebrated currently than some other entrants, young Chicagoan, Dick Schory, was one of the pioneers on the special super-sound kick, having recorded a set titled "Re-PerCUSSION" for Concert-Disc, three years ago.

Currently, Schory has another percussive set, "Music for Bang, Bar-room and Harp," on RCA Victor, on the best-selling stereo charts.

In numerous other cases, however, companies have actually started new subsidiary labels, or at the least, special series of albums, focussing especially on sound values, which frequently sell at higher prices than regular stereo releases.

Easily the most successful sound label around today is Command, part of Enoch Light's Grand Award set-up. There is little doubt that this firm achieved its purpose of getting extra attention. The first two sets in the series, "Persuasive Percussion," and "Provocative Percussion," have reportedly enjoyed a gross sale in excess of \$3,000,000.

Not long after Command's big splash, Kapp Records followed suit with its Medallion line, featuring elaborate book-fold packaging and a high degree of sound quality. Numerous others followed, including low-price entries, Bobby Shad's Time label, recently inaugurated a special percussion series, again with double-fold covers.

M-G-M Records issued a "Spectacular" series, also with the emphasis on sound with such titles as "Spectacular Brass," "Spectacular Accordions," etc. Another recent entry is Liberty's Premiere series, while just a few weeks ago, United Artists unveiled its special Ultra Audio series. Still another

(Continued on page 54)

AFM ACTS TO COUNTER 'TRACKING'

HOLLYWOOD — American Federation of Musicians is enforcing its long-standing rule banning "tracking," as evidenced in its filing of charges against a leader and his band for recording a disk track which later was used for vocal dubbing.

Label involved was Keen Records, a subsid of Rex Productions here. Rex Prexy John Siamis promised the Federation his firm will guard against this practice in the future. Leader cited was Hank Levine.

AFM Prexy Herman Kenin warned his union is "determined to proceed against our own members and against the recording companies" who engage in tracking. While the union outlawed cutting an instrumental track in advance of a vocal dubbing for a number of years in its contracts with the labels, the rule was not strictly enforced. A number of labels openly enjoyed the freedom of combining vocalist with orchestral accompaniment after each was taped separately.

Kenin, in his blast, labeled tracking as a "quick-buck shortcut." Fact of the matter is that labels have used this as a method of holding down recording costs. Rather than tie-up a full band during a vocalist's session and endangering keeping the musicians overtime should the singer need re-takes, some labels have saved money by taping the band apart from the vocalist.

TV Musical Shows Schedule Bonanza For Disk Artists

Situation Tough on New Wax But Competition Soars Guest Fees

By JUNE BUNDY

NEW YORK — Record promoters and publishers are faced by a paradox in the network TV field this season. Altho more TV musical shows are scheduled than in some time, practically all of the programs are specials, thereby making it virtually impossible for a disk and/or tune to be plugged consistently on a weekly basis.

Among record artists, only Dinah Shore, Perry Como, Tennessee Ernie Ford, Eddy Arnold (all on NBC-TV) and Lawrence Welk (ABC-TV) have weekly shows, and, ironically, none of the five has been hot in the singles field lately. Como hasn't even had a new single release since last February.

There are a few additional weekly TV shows which spotlight music in their formats—CBS-TV's "The Garry Moore Show," and "The Ed Sullivan Show," NBC-TV's "The Telephone Hour" and "Saturday Night Prom" and ABC-TV's "American Bandstand, (Dick Clark's daily Monday thru Friday show). However, each show features a different group of artists each week, and only "Saturday Night Prom" and the Clark program are geared to showcase new waxings by young artists.

Artist Bonanza

The situation may not benefit

diskeries or publishers—with the exception of those with large standard catalogs—but it is a bonanza for record artists, particularly those with current hits. Competition for their services on specials is so heavy, that in many cases their fees have skyrocketed.

Audience-wise, the new TV season is a particularly rewarding one, offering an unusually varied selection of musical shows, ranging from the jazz specials on CBS-TV's "The Robert Herridge Theater" ("The Sound of Miles Davis," etc.) to Dinah Shore's global tapings of music indigenous to other countries.

Global Spread

In addition to taping shows in Denmark, Spain, Portugal, France, and the South Pacific, Miss Shore has scheduled programs this season to U. S. music "The Blues and Spirituals," "Christmas Around the World," and two musicals—"Arabian Nights" starring Janet Blair and a musical version of the Stephen Vincent Benet story "O'Halloran's Luck" around St. Patrick's Day.

NBC has several nostalgic musical specials set, including a series of full-hour events showcasing "America's Music," with score by Robert Russell Bennett. Each program will have a "musical storyteller," and will explore a different aspect of America's musical heritage. Tributes to famous songwriters

(Continued on page 54)

New Twists For Talent

NEW YORK — The "different" approach must be regarded as the one way to make new disk product stand out. This is being achieved now not only thru de luxe packaging and heavy emphasis on sound, but on new ways of recording recognized talent as well.

An example of this is a forthcoming album by one of the nation's top vocal groups. Up till now the group has been identified with group vocal efforts on rocking songs, often with humorous touches. In an attempt to broaden appeal and increase merchandising interest, the label has now cut an album with each member of the group going solo on a program of standards, rather than rockers. The idea is to hold on to existing fans and gather new and more adult followers as well.

NEWS OF THE WEEK

Legit Reaps Show LP Harvest
"Wildcat" Deal Prime Example . . .
RCA Victor's pacting of the original cast rights of "Wildcat," the forthcoming Broadway musical starring Lucille Ball, illustrates the type of coin show producers can get from a record company for a hot property. It is understood Victor put up between \$75,000 and \$100,000 as an advance on LP sales, plus a 10-15 per cent override on royalties for the producers. . . . **Page 2**

Writers Note Reduced ASCAP Income; Attack New Distribution Formula . . .
Receipt of annual ASCAP distribution payments last week caused an uproar from writers across the nation. In the view of many cleffers, the 30 per cent "recognized works" clause in the distribution formula was the cause of sharp decreases in writer and publisher income in many circles. Current Writers Committee met to frame proposals for airing at ASCAP meet this week. . . . **Page 3**

Martin Block Retires;
N. Y. Radio Upheaval Due . . .
The retirement of veteran deejay Martin Block from radio and WABC, New York — in the

wake of that outlet's change over to a "Top 30" format — may herald the beginning of a wholesale exodus of established deejays from New York stations. The retirement of Block, who pioneered the concept of a disk jockey program on WNEW, New York, in 1935, marks the passing of an era in radio and the record business. Meanwhile, a "battle of the chains" is brewing in Manhattan, which now has four razzle-dazzle-styled chain-owned radio stations. . . . **Page 2**

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Big Aid to Comedy LP's

NEW YORK — Network TV has been more effective as a plug-outlet for comedy LP's than musical packages this year. Such best-selling comedy album stars as Shelley Berman, Nichols and May, Mort Sahl, Dave Gardner, Jose Jimenez and Jonathan Winters credit their success on disks to video exposure.

Bob Newhart and Woody Woodbury (a Fort Lauderdale, Fla., nitery comic) are the only comedians on the album chart who are exceptions to this rule, and Newhart was featured regularly on a local Chicago TV program. Jack Paar's NBC-TV show, the Steve Allen Show and Ed Sullivan's CBS-TV program have been the most effective outlets for comedians, with Paar a particularly strong factor.

DOT'S HOT WITH A FULL PAGE OF SINGLE HITS!

SEE HANDY TEAR-OUT LIST OF DOT RECORDS BEST SELLING SINGLES AND ALBUMS—See Pages 25-26

Producers Reaping Show LP Harvest

NEW YORK — RCA Victor's pacting of the original cast rights of "Wildcat," the forthcoming Broadway musical starring Lucille Ball, illustrates the type of coin show producers can get from a record label for a hot property. It is understood that Victor put up between \$75,000 and \$100,000 as an advance on sales of the show album in order to get it. In addition the producers received an override on royalties somewhere in the neighborhood of 10 to 15 per cent. The advance and the override are, of course, in addition to the usual line-up of artists who are set to wax tunes from the show for singles release.

In addition to the above concessions, the producers of the show were able to obtain a number of built-in guarantees from Victor concerning the album. One is a specific advertising budget to advertise the "Wildcat" album, another is a "preferred treatment" clause, which insures the producers that Victor will concentrate on the "Wildcat" album.

Altho other companies have

signed special clauses before to get a show album, there has rarely been one that has had so many stiff requirements attached to it. Victor came up with a special advertising allowance, rumored to be \$100,000 for "Greenwillow," last season. And Lerner & Loewe did get Columbia to offer more than the usual 24 cent royalty rate for the original cast waxing of "Camelot." "Wildcat" producers, Michael Kidd and Richard Nash, had all the backing for the show they needed from Desilu Productions, and they turned down any offers for investment. *(Continued on page 53)*

Luboff Signs With Victor

HOLLYWOOD — Norman Luboff, after nine years with Columbia, will move to RCA Victor. Choral conductor has signed a three-year contract with Victor to go into effect January 1, expiration date of his Columbia pact.

Top Luboff seller at Columbia was his "Songs of the West" album, issued in 1952. This kicked off a successful "Songs of the —" series, including "South," "World," and on his best all-time sellers, "Songs of Christmas."

According to terms of his Victor contract, he will record a minimum of four pop albums per year. Label also plans to widen his scope and educational fields. Recordings *(Continued on page 53)*

Cosnat Opens New Branch in Los Angeles

NEW YORK — Cosnat Distributors opened its newest branch in Los Angeles this week. This is the ninth distributorship for the national record distributing firm, the others being Cosnat branches in Newark, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Detroit, Chicago and the main office in New York. Manager of the new Cosnat branch is Mike Lipton, former manager of Cosnat's Cleveland branch.

According to Jerry Blaine, head of the Cosnat empire, there will be more Cosnat branches opening in the future. It is understood that Boston is a possibility for the next branch. Cosnat distributing now extends from New York to California.

CASHING IN

Decca Beats Gun With 2d Brenda Album

NEW YORK — Decca Records, riding a crest of success with Brenda Lee, has just rushed out the young thrush's second album, titled simply "Brenda," considerably in advance of dates originally set.

The new release follows immediately upon the heels of the teenager's having achieved her third consecutive No. 1 hit this week in "I Want to Be Wanted." This is also her second straight two-sider, with the flip, "Just a Little" showing up in the 43d spot this week. Previously, Miss Lee had one of the hottest disks of the year during the normally slow summer period in "I'm Sorry." After 22 weeks on the chart, the side is still showing up at No. 63 this week. The flip to this one, "That's All You Gotta Do," at one time reached the sixth spot.

Her initial big entry this year was "Sweet Nothings," which reached No. 4. Currently, the gal's first album, "Brenda Lee," is high on the album best-seller chart for its 10th week.

'Irma' Scoop Riles Dealers

WASHINGTON — Local retail dealers here voiced strong grievance last week when the brand new Columbia "Irma La Douce" album turned up on a discounters' shelf and was advertised by the discount shop on the radio, before the regular retailers had received their copies, costing the latter weekend sales.

Dan Danziger, outspoken owner said this was one more example of manufacturers' need to see to it that releases are simultaneous at least in any given area, if not nationally. Danziger said early New York release of the "Irma" album by Columbia permitted some fast operator-dealer to ship to discounters in the District of Columbia, and other cities, and the rest of the area dealers are scooped.

Danziger said he had heard angry complaints from at least eight fellow dealers here, and reports of a similar scooping came from Philadelphia. Danziger complimented RCA Victor for its fair handling of release dates.

The subject is a sore one with local dealers, and may get airing at dealer association conclaves.

Air Upheaval Cues N. Y. Jock Exodus

NEW YORK — The retirement of veteran deejay Martin Block from radio and WABC here — in the wake of that outlet's change-over to a "Top 30"-type record programming format—may herald the beginning of a wholesale exodus of established disk jockeys from New York stations. (See story elsewhere for profile on Martin Block.)

The recent sales of WINS here to the Storer Broadcasting chain (for \$10,000,000) and WMGM to Crowell - Collier Publishing (for nearly \$11,000,000) are expected to spark considerable changes in the programming and promotional operations of both stations. There is a strong possibility that both chains will bring in spinners from their out-of-town outlets.

Block's contract with WABC ran until December 31, 1961, but it was settled for a figure reportedly in the neighborhood of \$300,000 extended over a three year period. Earlier this month, two other long-established New York deejays—Freddy Robbins and Joe Franklin—left WABC. Still other

WABC spinners reportedly may depart momentarily.

Herb (Oscar) Anderson is leaving WMCA here to take over a morning slot on WABC, and St. Louis deejay Jack Carney reportedly will move into Martin Block's time period on that outlet. Another WMCA deejay, Scott Muni, left that station a few weeks ago, stating that he was quitting because he wasn't allowed to program his own records.

Harold Neal, WABC's new manager, was quite successful with a "Top 40"-type format while he was with ABC's Detroit outlet, WXYZ, and during the past few months he has gradually revamped WABC's format toward a similar pattern emphasizing the "Top 30" pop singles.

One thing's certain, New York City is due for a barrage of local radio promotion during the coming months. In many ways it will be a "battle of the chains," since the metropolitan area now has four razzle-dazzle styled chain-owned operations — WNEW, Metropolitan; WINS, Storer; WABD, Bartell; WMGM, Crowell-Collier and four network outlets — WNBC, WCBS, WABC, and WOR, (RKO-General-Mutual) plus the chain-owned WNTA, NTA, Newark, N. J. Still another chain operator, Todd Storz of the Storz Stations, has been seeking to buy a Manhattan station for the past two years.

Solid Sales On Compatible Stereo LP's

NEW YORK — Cy Leslie, prexy of Design Records, has announced the sale of 1,342,000 compatible stereo albums during the first nine months of this year. The compatible stereo album is designed to play on every phono, stereo or monaural, without quality loss, according to Leslie.

Leslie disclosed this week that as the result of press coverage on the Design "compatible" development in such papers as American Weekly, High Fidelity, Changing Times, Consumer Reports, United Press and Associated Press and a number of local newspapers, he has received about 14,000 requests for information this year.

Leslie described the first nine months of sale as "Phase One" of the program. He is now entering "Phase Two," with the introduction of 20 new LP's, a price rise of \$1 to \$2.98 and a massive ad campaign in The New York Times, Reader's Digest, Saturday Evening Post, Look, High Fidelity and Schwann. There will also be a co-op ad budget, a distributor-retailer contest and a one for three offer to the public via coupons inserted in the album jacket.

Unfair Competition Irks Rack Jobbers

WASHINGTON — The National Association of Record Merchandisers (NARM), composed of many of the country's largest rack jobbers who specialize in records, passed two important resolutions at its recent mid-year business session held in this city. The resolutions dealt with what it termed "unfair competition" from distributors on rack merchandising, and with the "cut-out policies" of record manufacturers.

The first resolution adopted by NARM reads as follows: "That NARM looks with disfavor upon record manufacturers' policies which allow or encourage distributors of such manufacturers to

engage in the business of record rack merchandising on an unfair competitive basis with existing record rack merchandisers, and NARM hereby resolves that it will utilize all legally appropriate efforts and measures to combat such policies."

The second resolution reads: "That the record manufacturers give the record rack merchandiser at least 60 days advance notice of the manufacturer's intention to remove any record or records from the catalog and thereby afford the record rack merchandiser a reasonable and fair period of time within which to return such merchandise *(Continued on page 54)*

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BEATING THE FIELD

Richter's First U. S. Album Cut by Victor

NEW YORK — RCA Victor has won the race to be the first American diskery out with recordings made in the U. S. by Russian pianist Sviatoslav Richter. The diskery will issue a recording by Richter playing the Brahms Second Piano Concerto either by the end of this week or early next week, with the Chicago Symphony Orchestra under maestro Erich Leinsdorf. The actual recording was made in Chicago only two days after Richter's debut concert in the United States in the Windy City. Victor's rush release is equal to the speed that the disk firm usually puts on Broadway show albums or on the first Van Cliburn album two years ago.

The reviews for Richter's concerts in Chicago and New York have been nothing short of spectacular. (See The Billboard review in this issue.) Every New York newspaper raved about the performance of the pianist, summed up in the October 20 New York Times review by Harold Schonberg thusly: "... there could be no doubt that the New York audience had accepted him as one of the world's great pianists, an opinion with which it would be hard to disagree."

Up until now Richter has been issued in the U. S. on many labels, but all of the waxings have been

made overseas. It is understood that Columbia Records is currently negotiating to record Richter with the Philadelphia Orchestra under Eugene Ormandy.

Many tradesters are of the opinion that with the reviews Richter has garnered on his U. S. concert tour, plus the excitement that is attending his first visit to the U. S. the Victor waxing with Richter will be a potent seller. At the same time Artia Records, which recently brought out two Richter sets, one on Artia and one on Parliament, is pushing its waxings extensively with dealers. This label will also release Russian made pressings with Richter.

2 New Connie Sets Head M-G-M Issue

NEW YORK—M-G-M Records is including two new Connie Francis sets emphasizing foreign material in its latest package release of five sets announced this week.

The Francis albums are titled "Connie Francis Sings Jewish Favorites," and "Connie Francis Sings More Italian Favorites," the latter a follow-up to the successful initial program of Italian items by the thrush.

Also featured in the mid-fall output are "Bing and Satchmo," featuring Bing Crosby and Louis Armstrong; "Presenting the Crosby Brothers," containing performances by Crosby's sons; and "Spectacular Is the Sound for It," a package offering a sampling of bands from an earlier release of six different sound spectacular albums.

Minneapolis' New One-Stop

MINNEAPOLIS—A new one-stop has opened in this city. Name of the firm is All-Record Sales, and is under the management of Marvin (Sandy) Sanderson, who has been branch sales manager for Capitol Records in Des Moines, Ia., for the past two years, and has been associated in the far West for the past six years.

Sanderson's new one-stop will have 20 salesmen, most of them formerly with leading indie distributors in the area. The one-stop will go after both operator and dealer business.

BLOCK RETIREMENT MARKS END OF ERA

By JUNE BUNDY

NEW YORK — It seemed only right that both Casey Stengel and Martin Block announced their retirement plans the same week. Block is to the disk jockey brethren what Stengel is to baseball, and his departure from the local radio scene truly marks the end of an era.

On Saturday, October 29, Block, who pioneered the deejay format some 27 years ago, will make his last appearance on WABC here. The veteran broadcaster will then embark on an extensive world tour which will extend well into 1961. Commenting on his comparatively early retirement, Block said: "After all, who wants to see Paris in the spring from a wheelchair." Block's long-time producer, Bob Moss, is also retiring, in that he is leaving U. S. radio, to operate his

ASCAP Writers in Arms Over Drop in Loot Checks

New Distrib Pay-Off Draws Howls

By BOB ROLONTZ

NEW YORK—Complaints from ASCAP writers about the size of their distribution checks amounted to a veritable storm from New York to Hollywood this week. In New York a group of writers of the "Current Writers Committee" held their own protest meeting to consider what to do (see separate story). Some writers did more than grumble, a few were reported to have sent their checks back to ASCAP headquarters in New York. And in small rump meetings there were even such comments as "maybe it's time to join BMI."

First Under New Plan

The writer's dissatisfaction with the size of their checks stemmed from expectations that the October writer's distribution would be larger than before. Instead, according to many writers, both current hot ASCAP writers and veterans, many of the checks were much less

(Continued on page 18)

RIAA WARNS DEALERS ON 'WHITE' DISKS

NEW YORK — Record dealers have been officially alerted by the Record Industry Association of America that they face possible legal involvements and federal tax assessments if they sell so-called "white label disks." These disks are those sometimes provided to reviewers by manufacturers and often bear a "not for sale" legend.

RIAA's legal committee pointed out that dealers found to be selling such disks (1) may be required to pay federal excise taxes on such records sold; (2) may be prosecuted for infringing on a manufacturer's trademark by selling the disks without permission, and (3) may be engaging in unfair trade practices in violation of federal and State statutes for misrepresenting as new merchandise records that have already been played by reviewers.

LEGAL EAGLE PIPELINE

Private Eye Planted In SORD Meetings

NEW YORK — An interesting case of espionage in the music business came to light this week in testimony of a so-called private sleuth in pre-trial hearings in the case of Sam Goody vs. Columbia Records and Caedmon Records.

In testimony before Referee Herbert Loewenthal in U. S. District Court here, one William P. Griffin was called to the stand by Asa Sokolow, of the firm of Rosenman, Goldmark, Colin and Kaye, attorney for Columbia Records. In a line of questioning which sought to establish a link between Sam Goody and the Society of Record Dealers of America, an interesting fact was revealed by the witness—namely, that he had been hired to spy on meetings being held by the SORD in New York in June 1959 at the Hotel New Yorker.

Griffin revealed that he was regularly employed as a salesman for Ruppert Breweries but worked also as a part-time detective for Seery-Driscoll, a New Jersey in-

vestigating firm. The witness said he attended the meetings at the request of Sokolow's law firm and during the meeting, he picked up a pamphlet, entitled, "Operation Survival," a SORD broadside.

Under cross-examination by Sydney Krause of Goody's council, Krause, Hirsch, Gross and Heilbrun, it was learned that Griffin had been hired "in behalf of the defendants who were sued in the case in Chicago." This suit was originally lodged about two months prior to the meeting in New York attended by the detective.

New British Song Fiesta

LONDON — Commercial Television is to launch its own British Song Festival early next year, similar to, and in direct competition with, the BBC, who have been responsible for organizing the festival in past years.

The aid of the Music Publishers' Association has been enlisted by ITV, whose London weekday program licensee, Associated Rediffusion, will be responsible for organization.

All indie TV companies will contribute, and the festival will follow much the same format as in previous years. The finals will be held at London's Royal Festival Hall on February 17.

The festival will carry prizes of \$2,800, \$1,400 and \$700 — a tenfold increase on the top prize in recent years. On previous occasions the winning entry of BBC-TV's contest has always been submitted as Britain's entry to the Eurovision Song Contest. The BBC states that it has every intention of entering this event again—it will be staged in Cannes next March.

A spokesman made clear in London last week that the BBC would be unlikely to accept as an entry in the Eurovision contest any tune over which they had no control.

Cleffer Group Mulls Formula Amendments

By REN GREVATT

NEW YORK—Anguished wailing rent the atmosphere of Cleffer row and particularly the Turf, well-known Brill Building eatery last week as a result of allegedly slashed distribution checks received by writers from ASCAP. Checks covered payments for the period October 1958 to September 1959, and were the first under which the new ASCAP distribution plan including the 30 per cent recognized works element, applied.

One result of the situation was a hastily convened meeting of the Current Writers Committee at Variety Hall on West 46th Street, Thursday evening (20). More than 50 writers attend this conclave, called for the purpose of discussing what might be done to change what all agreed was a very disheartening situation. The meeting, helmed by Sherman Edwards and Hal David lasted a full three hours.

(Continued on page 18)

MGA Suit Vs. AFM Dismissed

HOLLYWOOD — A federal judge last week dismissed the Musicians' Guild of America's \$11,000,000 anti-trust suit filed a year ago against the American Federation of Musicians, recording companies, broadcasting networks and TV producers. Judge Fred Kunel found there was no merit to MGA's complaint that those named had violated antitrust laws in signing AFM contracts.

MGA named, in addition to the Federation and Local 47, ABC, CBS, NBC, Radio Corporation of America, Capitol Records, Music Corporation of America, Revue Productions and Desilu Productions. Musicians' Guild recently lost a National Labor Relations Board election in the major movie studios, thereby returning to AFM the right to represent movie musicians.

Charity Gets Cap Yule Loot

HOLLYWOOD — Capitol Records: this Christmas will make contributions to charities in the names of those individuals who normally would have received a gift from the firm. Prexy Glenn Wallichs told The Billboard the label's new Christmas gift policy is being launched in an effort to help bring back the true spirit of the holiday season which in recent years has become clouded with commercialism.

Capitol's total donation, estimated in five figures, will be made to RTRA (Radio, Television, Recording & Advertising Charities, Inc.), the multiple charity fundraising association, of which Wallichs this year serves as chairman of its recording division. RTRA in turn will distribute Capitol's contribution to five charities: American Heart Association, American Cancer Society, American Red Cross, Crippled Children's Society, and the United Cerebral Palsy Association. Christmas donations will be in addition to the label's own contribution to RTRA's fund drive.

Coast Scribes Note 'Goof' in ASCAP Count

HOLLYWOOD — "Somebody goofed" was the general reaction among writers here when they looked at their quarterly report from the American Society of Composers, Authors & Publishers. Most of them felt the amount reported was substantially lower than they had anticipated, each blaming it on a clerical error.

Los Angeles, unlike centralized New York, has no Brill Building or congregating point where writers can meet and compare notes. In this widespread area each of the scattered scribes reflect the feeling that their ASCAP statement is the exception, and that surely an error was made in reporting the performance credits.

Come Monday (24), ASCAP prexy Stanley Adams is certain to be hit with an avalanche of Coast mail, if a spot check by The Billboard is any indication. Each feels Adams is "a personal friend" and each has dropped a note to him to call attention to the "accounting goof".

New Kapp Distrib For Puerto Rico

NEW YORK — Juan Martinez Vela, Inc., of San Juan, Puerto Rico, has been named exclusive distributor for Kapp Records in the Island commonwealth. The announcement was made by Kapp export manager, Eric Steinmetz, who said that the Vela firm will carry a full line of Kapp album and single products.

NEW WB PACT FOR NEWHART

HOLLYWOOD — Warner Bros. Records has torn up its old contract with comic Bob Newhart and written a new five-year pact guaranteeing the funnyman a minimum of \$250,000 during that period. His old contract still had 15 months to run.

C&W REALLY SWINGING

Culture Now Aware of Grass Roots Heritage

WASHINGTON—Country and western music is not only feeding new vitality into American popular music, but is making strong headway with the culture clique. A proposal has been made for a sort of folk-music "Freedomland," at the National Cultural Center, with continuous display and performance for tourists and foreign visitors, when and if the Center gets into operation. On another culture front, a Music Library Association committee working on a multi-disk recorded history of American "serious" music, now wants to expand the history to cover folk, country and even popular music.

The idea of presenting America's musical background in full flavor, livened by film showings, recordings and performances in the nation's Cultural Center was suggested by Carleton Sprague Smith, well-known musicologist. Smith proposed keeping the Center buzzing continuously with regional music, song and dance in a preliminary report for the Center trustees. The report was leaked to a Washington newspaper recently, altho the final publication and approval are not due until near the end of

October, Center staffers say.

The Smith proposal for a museum of American regional music as part of the Center, would include everything from the country music fiddler to the Texas cowboy's lament, or the music of the sailor, the miner, the railroader. There would be supplementary performances in song and dance by both professional and regional talent from all parts of the country.

The musical treasure trove would be beamed over TV and radio from the Center, and reciprocal performances by talent from other countries would also be broadcast. American presentations slated for overseas would be aired nationwide from the Center.

Of more immediate interest to the recording industry is the request of the American Recordings Project committee of the MLA to extend the originally proposed history of "serious" American music to include recordings of grass roots country, folk and even popular music. Not only individual record firms, but the trade as a whole will be asked to play an official role in getting together the first history, in records and text, of "music in America." Alan Keyes of RCA Victor, and Schuyler Chapin of Columbia Masterworks suggested official participation by the Record Industry Association of America in the project.

Eventual goal is for a complete package of LP's giving the high-

(Continued on page 16)

BPA to Meet Nov. 14 in New Orleans

NEW ORLEANS — "Shirt Sleeves for the Sixties" is the theme adopted for the fifth annual convention of the Broadcasters Promotion Association, which will be held here at the Sheraton-Charles Hotel November 14 thru 16.

Of particular interest to local radio station execs will be a discussion tagged "How to Live With Rule 317," the FCC edict on free record acknowledgements on the air. The subject will be discussed by John Hurlbut, promotion manager of WFMB, Indianapolis, and Chris Christianson, director of promotion for KPIX, San Francisco.

Also set for discussion are "How to Manage Budgets and Money Matters in Promotion," featuring John J. Chick Kelly, director of advertising and promotion for the Storer Broadcasting chain, and Alice Koch, promotion manager KMOX, St. Louis; and "How to Promote Radio Audiences," by Harvey Clarke, promotion manager, CFPL, London, Ontario, Canada, and Clayton Kaufman, promotion manager, WCCO, Minneapolis.

Don Curran, of KTVI, St. Louis, is program chairman for the convention which is expected to chalk up an attendance of more than 300 broadcasters.

BRIT. DEALERS WANT 'COUNCIL'

LONDON — Britain's record retailers are urging a scheme to launch an all-industry council, embracing manufacturers, wholesalers, retailers and possibly others involved in disk production.

The Gramophone Record Retailers' Association is behind the move, and altho the scheme has been discussed for some months, it received renewed impetus when dealers heard of the launching, on a trial basis, of a scheme for some "Reader's Digest" subscribers to obtain custom RCA classical LP's at a reduced price.

ASCAP Board Slate Named

NEW YORK — The following writer candidates for the ASCAP board of directors for the term of January 2 to March 31, 1963 were nominated by the Writer's Committee. They will be in addition to the present incumbents. Popular production writer directorship: Leroy Anderson, Ross Bagdisarian, Elmer Bernstein, Duke Ellington, Nacio Herb Brown, Sammy Cahn, Betty Comden, Sam Coslow, Hal David, Arthur Freed, Albert Hague, Jay Livingston, Bob Merrill, Andre Previn, Harry Ruby, Stephen Sondheim, Sid Tepper, and Meredith Willson.

For the standard writer-directorship: Samuel Barner, Don Gillis, Richard Franko Goldman, Howard Hanson, Norman Lloyd, Vincent Persichetti.

In addition to these nominees, writers Pinky Herman, and Charles Tobias have been placed on the ballot by a petition. The incumbent writer members of the board are: Stanley Adams, Paul Creston, Howard Dietz, L. Wolfe Gilbert, Morton Gould, Otto A. Harbach, Jimmy McHugh, Richard Rodgers, Arthur Schwartz, Deems Taylor, Ned Washington and Jack Yellin.

The following candidates were named for the publisher's nominating committee, in addition to the incumbent directors; for popular productions-publisher directorship: Ben Barton, Bonnie Bourne, W. C. Handy Jr., Arthur Israel Jr., Sam Snediker, George Joy, Howard J. Robbins.

Present incumbents Bernard Goodwin and Buddy Morris have been elected by petition.

For the standard publisher-directorship: Donald Gray, Perry Ruppel Jr., John Songstack. The present incumbents are: L. Bernstein, J. J. Bregman, Irving Caesar, Frank Connor, May Dreyfus, Bernard Goodwin, John Marks, Jack Mills, Maurice Scopp, Herman Starr, Rudolph Tauhert, Adolph Vogel.

Writers nominating committee consisted of Gerald Marks, Bennie Benjamin, Dorothy Fields, Peter Mennin, Johnny Mercer, and Aaron Schroeder. Publishers nominating committee was Ben Bloom, Harold Flammer, F. C. O'Keef.

COMPETITION TIGHTENS

LA Distrib Adds 4 Promotion Men

HOLLYWOOD — Sid Talmadge's Record Merchandising, this market's largest volume indie distributor, is building an in-depth promotion staff to provide individualized attention to each of the lines the firm handles. Lee Palmer heads a staff of four promotion men, and Talmadge plans to add more to his ranks as needs warrant.

Talmadge feels that in jumping his promotion from a one-man operation to a four-man staff, each label enjoys continuous promotion. Each man is assigned several labels and it is his job to concentrate only on those lines. Talmadge will hire more promotion men with the addition of more lines. Basic premise is not to burden a man with so many lines that individual labels ends up with a small fraction of his time and attention.

Talmadge is girding himself with added promotional power at a significant time in this keenly competitive market's development. This week saw Jerry Blaine's Cosnat Distributing chain invade the Los

HOT 100 ADDS 14

NEW YORK — The Hot 100 chart added 14 new sides this week. They are:

74. **That's How Much** (Aldon, BMI)—Brian Hyland, Kapp
76. **Sailor (Your Home Is in the Sea)** (BIEM) — Lolita, Kapp
77. **My Girl Josephine** (Travis, BMI) — Fats Domino, Imperial
78. **Am I Losing You** (Ronda, BMI) — Jim Reeves, RCA Victor
79. **Dear John** (American, BMI) — Pat Boone, Dot
81. **Late Date** (Cigma, BMI) — Lawrence Welk, Dot
89. **Alabam'** (Starday, BMI) — Pat Boone, Dot
90. **I'll Save the Last Dance for You** (Rumbalero-Progressive, BMI)—Damita Jo, Mercury
92. **Wait for Me** (Planetary, ASCAP) — Playmates, Roulette
95. **Dance With Me Georgie (Dance With Me Henry)** (Lois-Modern, BMI)—Bobbettes, Triple X
97. **Theme From the Dark at the Top of the Stairs** (Witmark, ASCAP) — Ernie Freeman, Imperial
98. **Midnight Lace** (Daywin, BMI)—David Carroll, Mercury
99. **Am I the Man** (Pearl, BMI) — Jackie Wilson, Brunswick
100. **Isn't It Amazing** (Winneton, BMI) — Crests, Coed

4 Albums, 10 Tapes on GA Oct. Agenda

NEW YORK — Grand Award is releasing four new albums and 10 four-track, reel-to-reel, stereo tapes. The 10 tapes include six previously issued GA albums and stereo tape versions of the four new albums.

The new albums will be showcased in cover concepts described by prexy Enoch Light as "entirely new to the Grand Award label." Patterned after Light's Command Records' covers, the new GA covers will be of the "non-objective art variety."

The new GA albums include "Bongos" by the Los Muchachos Locos; "A Bunch of Bongos" by Willie Rodriguez and the International Stars; "Percussion and Brass" by the Grand Award All Stars, and "Ricardo Juarez and His Orchestra Play Happy Time Cha Chas" — marking Juarez' North American debut.

The stereo tape versions of six previously issued Grand Award albums include packages by "Knuckles" O'Toole, Enoch Light and the Light Brigade, Paul Whiteman, and Light and the Charleston City All Stars. The four-track stereo tapes retail at \$7.95.

'IN PERSON'

Nippon Set For Talent Influx

TOKYO — Jazz and classical enthusiasts are in for some big "In person" doings here during the months to come. Seldom has such a roster of talent from other nations been scheduled for personal appearances in Nippon.

On the jazz front, Art Blakey and the Messengers are set for a two-week concert tour in January, under sponsorship of the Art Friend Association. The group is well known for its recordings on various labels here. Meanwhile, the Victor Attainments Company, a division of Nippon Victor, is now negotiating with reps of the Modern Jazz Quartet for a concert tour, also early in 1961. The MJQ had been expected to arrive in January but in view of the Art Blakey deal, it's now possible the tour will be set back for a month.

In the classical field, the Israeli Philharmonic Orchestra under Carlo Giulini opens a series of Japanese concerts here December 5. The Vienna Konzerthaus Quartet, a leading European chamber group makes the first of 16 concert appearances December 30, also in Tokyo.

Pianist Rudolf Serkin will make his debut performance in Tokyo today (24), the first of several concerts. Other leading soloists expected here for tours are pianist Paul Badura-Skoda, Hungarian cellist, Janos Starker and Russian soprano Tamara Sukina.

Artia to Issue Russian Disks

NEW YORK — Artia Records will release Russian-made recordings, manufactured in the Soviet Union especially for export, starting this month on the MK label. This is part of Artia's recent agreement with the Soviet Union covering distribution of recordings. Artia is also issuing waxings made here of Russian tapes.

In the first group of recordings, which will retail for \$5.98, are three by Sviatoslav Richter, now touring in the U. S. These include a Beethoven Sonata, the Tchaikovsky First Piano Concerto and Brahms Quintet in F Minor for Piano and String Quartet. Other recordings include a complete "Swan Lake Ballet" set, an album with the Leningrad Philharmonic, and albums featuring Valery Klimov, Mstislav Rostropovich, American pianist Daniel Pollack, and a two-record set with Vladimir Ashkenazy.

ELLA HAS HAPPENED TO CHRISTMAS!



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STEREO TOO

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you want before you've even heard it! An absolute
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FOR GIVING...FOR GETTING...
WHO WOULDN'T WANT ELLA FOR CHRISTMAS?

BRITISH Newsnotes

By MIKE HELICAR
New Musical Express

Roy Orbison, hit recorder of "Only the Lonely," is being lined up for a tour of Britain. It is likely that Sheb Woolley, TV actor-star of the "Rawhide" Western series will accompany him. . . . Louis Armstrong paid a brief visit to London last week, on a stop-off to a 69-day tour of Africa. He hinted at the possibility of returning to Britain for a third concert tour and also carried word of Britain's Chris Barber band, which is currently touring the States. He attracted a good deal of favorable press coverage with his wisecracks a widely quoted one being: "Good musicians don't retire—they just keep blowing until there are no more jobs!" . . . A party from U. S. Columbia passed thru London, including Nat Shapiro, director of international a.&r.; Arnold Berry, director of international operations, and Schuyler Chapin, director of Masterworks. After talks with Johnny Franz and Jack Baverstock (Philips and Fontana a.&r. chiefs respectively) they went on to Holland and then to Paris.

A new "Jazz at the Philharmonic" package is due here next month. It will mark the return to Britain of trumpet star Dizzy Gillespie. With trombonist J. J. Johnson and Cannonball Adderly's Quintet, the tour, negotiated by Harold Davison, opens on November 26. This is the second JATP visit this year—they were here earlier with Ella Fitzgerald. It is expected that the tour will last nine days. . . . Connie Francis, who flew into London last Wednesday with a particularly hectic itinerary before her makes what could almost be called a historic TV appearance on Wednesday (26). She has been signed for the guest spot in the BBC-TV's "Parade"—significant, because it marks the Cor-

poration's return to competitive booking of American disk stars. . . . Another visitor to Britain last weekend was Carmen McCrae, who arrived October 22. She began a lengthy concert tour the next day, with the "Jazz From Britain" package, which spotlighted the Vic Ash, Harry Klein, Ronnie Scott and the Tubby Hayes bands.

Strongly rumored for a tour here next May is Harry James. Negotiations are now under way for a series of London and provincial concert dates and if talks are successful, James will be making his British debut.

The first of the new series of Perry Como shows returns to home screens on November 19. . . . The first of Bing Crosby spectaculars bought by the BBC is to be screened on Wednesday November 9. The other two Crosby spectaculars—made for U. S. ABC a year ago—will be shown here in December and January. Crosby, who arrived in London last week for a recording session and golf—"mostly golf, tho," he said—outlined plans to make "Road to Hong Kong" with Bob Hope in Britain next June.

The winter battle for supremacy in the record field has begun in

(Continued on page 55)

Best-Selling Pop Records in HOLLAND

Week ending October 15, 1960
(Courtesy Fonorama Amersfoort)

Last Week	This Week	Title	Artist
2	1	O SOLE MIO (IT'S NOW OR NEVER)	Elvis Presley (RCA)
1	2	RAMONA	The Blue Diamonds (Decca)
10	3	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis (M-G-M)
3	4	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland (London)
4	4	BARCELONA	DeWillemaars (Fontana)
13	5	WIR WOLLEN NIEMALS AUS EINANDER GEHN	Heidi Bruhl (Philips)
—	6	THEME FROM NEVER ON SUNDAY	Different versions
6	7	HELL HAVE TO GO	Jimmy Reeves (RCA)
8	8	LABELLA	Rocco Granata (Ardone)
19	9	PLEASE HELP ME, I'M FALLING	Hank Locklin (RCA)
5	10	MILORD	Corrie Brokken (Philips)
7	11	KOM VAN DAT DAK AF	Peters Rockets (Imperial)
9	12	PLEASE DON'T TEASE	Cliff Richards (Columbia)
—	13	ONLY THE LONELY	Roy Orbison (London)
17	14	TELEPHONE BABY	Johnny Otis (Capitol)
—	15	WALK DON'T RUN	The Ventures (Top Rank)
11	16	SCHLAFE MEIN PRINZCHEN	Papa Bue's Viking Jazz Band (Storyville)
20	17	MARIJKE	Peters Rockets (Decca)
18	18	I'M SORRY	Brenda Lee (Brunswick)
15	19	BANJO BOY	Jan and Kjeld (CNR)
12	20	HANDY MAN	Jimmy Jones (M-G-M)

ITALIAN Newsnotes

By SAM'L STEINMAN
Piazza S. Anselmo 1, Rome

Italian Society of Authors and Editors has been hauled into court by composer Luigi Peguria, a non-member who is challenging its right to collect and withhold his royalties. . . . Peppino di Capri, who in less than two years has bounded to the top of Italian combos, is now holding forth in Rome's Club 84. After filling present commitments, his group will make their first forays outside of Italy in 1961. . . . Duncan MacDougald Jr., food columnist of the New York Post, composed the music for "Soon I'll Be Back in Capri," for which the Italian lyrics have been supplied by Ettore De Mura under the name of "Sognando Sempre Capri." It is being published by Edizione Bideri of Naples, publishers of "O Sole Mio" and "Torna A Sorrento."

"Ju-Ju-Juliette," by Raimondo Sanna and Savino Soro sung by Gino Corcelli and Tony Renis, won top ranking at Cagliari Song Festival, last of the season, just ahead of "Shouting Love" by Armida Rocca and Renato Rascel, which was offered vocally by Betty Curtis and by Renis. . . . Top winner of festivals this year, Flo Sandon's, is planning a tour of Mexico. Her latest Durium recordings are "Blonde Veil" and "Happiness," theme songs from a German and a Greek film, respectively.

The inclusion of "Jessica" in the list of 40 songs presented in the current "Canzomissima" TV series has caused considerable controversy. The tune's popularity comes of its recording by Nicola Arigliano on Columbia. A survey by a magazine here, however, says that eight song authorities have named 33 additional titles that should have been included. . . . "Il Spettatore Nazionale," a news service edited by Ezio Radaelli, quotes asking prices for 86 top Italian singers for a single evening appearance. Domenico Modugno and Tony Dallara head the list with \$800 each, while Mina is quoted at \$720. Others in the top group (200,000 Lire or more) are: Cetra Quartette, \$640; Nicola Arigliano, \$560; Bruno Sergio, Johnny Dorelli, Joe Sentieri, and Claudio Villa, \$400 each; Betty Curtis, Tina DeMola, \$368 each; 2 Plus 2 Quartette, \$342; Maurizio Arena, Adriano Celentano, Marisa Del Frate, Miranda Martino, Nilla

By MARIO DE LUIGI
Musica e Dischi, Milano

Strong response to the first Santo and Johnny record released here has prompted the issuance of one EP, two more singles, and one LP by the group. They will contain "Over the Rainbow," "Tenderly," "Dream," "Venus," "Summer-time" and "Blue Moon" among other tunes. . . . Niki Davis has recorded a new single, "Uno a Ne, Uno a Te," which is the Italian version of "Never On Sunday." Flip is a cha-cha, "Aquerello in Blu," written by Gianfranco Intra.

A French version of "Milord" is being readied for the market here by Anita Lindblom. Thrush's Swedish version of the tune has been on the charts in that country for several weeks.

Best-Selling Pop Records in ITALY

Week ending October 15, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	IL NOSTRO CONCERTO	Umberto Bindi (Ricordi)
2	2	NESSUNO AL MONDO	Peppino Di Capri (Carisch)
5	3	IT'S NOW OR NEVER	Elvis Presley (RCA)
3	4	IL CIELO IN UNA STANZA	Mina (Italdisc)
4	5	IMPAZZIVO PER TE	Adriano Celentano (Jolly)
6	6	MILORD	Edith Piaf (Columbia)
7	7	IL BARATTOLO	Giannina Meccia (RCA)
8	8	TILL/PERSONALITA	Caterina Valente (Decca)
—	9	LES ENFANTS DU PIREE	Dalida (Barclay)
17	10	PITAGORA	Adriano Celentano (Jolly)
11	11	SCANDALO AL SOLE	Percy Faith (Philips)
10	12	SE CI SEI	Umberto Bindi (Ricordi)
13	13	FREVA-A PINANTA E STELLE	Peppino Di Capri (Carisch)
—	14	ESTATE VIOLENTA	Fausto Papetti (Durium)
—	15	BANJO BOY	Dorothy Collins (Top Rank)
12	16	FAME AND FORTUNE/STUCK ON YOU	Elvis Presley (RCA)
—	17	HELLO, YOUNG LOVERS	Paul Anka (Columbia)
18	18	GABBIE	Eddie Calvert (Columbia)
16	19	MULE-SKINNER BLUES	Fendermen (Top Rank)
—	20	LIEBELEI	Rolf Bauer (Voce del Padrone)

Pizzi, and Teddy Reno, \$320 each. Minimum for a recording artist in the listing is \$112. . . . Graz, lots!

GERMAN Newsnotes

Northern Germany

By BRIGITTE KEEB
News Editor, Automaten-Markt
Braunschweig, Germany

Metronome Records has taken over the labels Sonet and Storyville with artists Papa Bue and his Viking Jazz Band who had tremendous success with New Orleans style numbers here. Plotz & Company, Bremen, have taken over Pye Records starring Chris Barber, Monty Sunshine (from the Barber band), Lonnie Donnegan, Diana Dors, Petula Clarke, Emile Ford and others formerly distributed here by Metronome Records. . . . Frankfort music publisher Johann Michel recently returned from a business trip in the States together with composer Karl Gotz. They reported that many publishing houses, including Aberbach, Ardmore, Buck Ram, Criterion, Robbins, Shapiro-Bernstein, United Artists and the publishing houses of Decca and Universal Pictures showed interest in German tunes and took over a number of compositions of Karl Gotz and other German and Austrian composers connected with Melodie der Welt publishing house. New York German Radio broadcasted an interview with both visitors.

Hoping for a good Christmas biz several firms are releasing new series of fairy tale and adventure story records. Polydor is issuing a number of LP's containing the most popular German fairy tales with Sandor Ferency. Tempo released a series of 14 LP's with legends told by Margot Seeber with her fairy tale group. Ariola has announced some new recordings of this subject. . . . French songstress Annie Cordy, whose records are distributed here by Ariola, will appear on the Perry Como Show in January next year.

Encouraged by the great and unexpected success with Rene Carol's comeback, Polydor producer Kurt Feltz is now preparing the return of Rudi Schuricke, one of Germany's hottest selling recording

(Continued on page 55)

Southern Germany

By JIMMY JUNGEMANN
Producer, Bayerischer Rundfunk,
Munich

Charles Wildman, composer of "Swedish Rhapsody," and his publisher Felix Stahl of "Stockholm's Music Production," composer of "Many Times" (recorded by Eddie Fisher and Percy Faith), met in Munich to record new instrumentals. . . . Austrian TV put the Bruce Low show on the air. . . . U. S. singer Jack Dupree is vocalist with Papa Bue and his jazz band touring Germany. In Munich, the Luitpold Cinema was sold out.

"Teen-Ager Party" is the title of a new TV featurette starring Vivi Bach and Peter Beil. . . . Renata Tebaldi left Europe to guest star at the Met. . . . German jazz authority Karl Heinz Nass is now German correspondent of British tabloid Daily Sketch. . . . Anita Wilson sings German version "Erst Ein Kleiner Flirt, Boy" of U. S. hit "Flittin' and a Flirtin'" on Polydor. . . . Heinz Hellmer wrote the German lyrics "Jede Nacht Im Traum" of U. S. hit "Image of a Girl." . . . Mills Music has acquired the rights of Cedric Dumont's "Tango on the Rocks" from Edition Coda in Zuerich for the Western Hemisphere. . . . Peter ("Morgen") Moesser's new song "Endlich," sung by Ivo ("Morgen") Robic, gets good airing.

French top hit "Papa Loves Mama" has been recorded in Italian by Caterina Valente on Decca, in German by Conny on Electrola. . . . Helmut Zacharias recorded the U. S. hit "Tres Jolie" by Teddy Powell. . . . The German jazz award "Record of the Year" has been given to John Hammond's "From Spirituals to Swing" LP. Best traditional LP is Louis Armstrong's "The Hot Five Again," best swing LP is "Hawkins Meets Webster," best modern LP is "Kind of Blue" by Miles Davis. best Oldtime Combo Award: Wilbur de Paris and his "That's a Plenty." Best

(Continued on page 55)

Best Selling Pop Records in BRITAIN

Week ending October 15, 1960

(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist
1	1	ONLY THE LONELY	Roy Orbison (London)
3	2	AS LONG AS HE NEEDS ME	Shirley Bassey (Columbia)
2	3	TELL LAURA I LOVE HER	Ricky Valance (Columbia)
3	4	HOW ABOUT THAT!	Adam Faith (Parlophone)
8	5	NINE TIMES OUT OF THE	Cliff Richards (Columbia)
4	6	SO SAD	Everly Brothers (Warner Bros.)
11	7	WALK, DON'T RUN	John Barry Seven (Columbia)
7	8	CHAIN GANG	Sam Cooke (RCA)
12	9	LET'S THINK ABOUT LIVING	Bob Luman (Warner Bros.)
8	10	WALK, DON'T RUN	Ventures (Top Rank)
10	11	APACHE	The Shadows (Columbia)
14	12	DREAMIN'	Johnny Burnette (London)
9	13	GIRL OF MY BEST FRIEND	Elvis Presley (RCA)
15	14	ROCKING GOOSE	Johnny and the Hurricanes (London)
16	15	MESS OF BLUES	Elvis Presley (RCA)
23	16	MacDONALD'S CAVE	Pittdown Men (Capitol)
25	17	MY LOVE FOR YOU	Johnny Mathis (Fontana)
13	18	PLEASE HELP ME, I'M FALLING	Hank Locklin (RCA)
17	19	BECAUSE THEY'RE YOUNG	Duane Eddy (London)
18	20	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis (M-G-M)
20	21	PASSING BREEZE	Russ Conway (Columbia)
27	22	NEVER ON SUNDAY	Don Costa (London)
20	23	RESTLESS	Johnny Kidd (HMV)
—	24	NEVER ON SUNDAY	Manuel (Columbia)
—	24	TOP TEEN BABY	Garry Mills (Top Rank)
26	24	SHORTNIN' BREAD	Viscounts (Pye)
24	27	THEM THERE EYES	Emile Ford (Pye)
10	28	NICE 'N' EASY	Frank Sinatra (Capitol)
—	29	LEARNING THE GAME	Buddy Holly (Coral)
—	30	LONELY	Eddie Cochran (London)

BELGIUM Newsnotes

By JAN TORFS
Juke Box Magazine,
Mechelen, Belgium

Well-known music publisher Herman Brauer died suddenly on October 13. . . . The Jazz Messengers are expected in Brussels on November 21. . . . A large number of enthusiastic youngsters gathered at the Plaza, Brussels, on October 14 to celebrate the launching of the first record by the Cousins, a new rock 'n' roll group (on Palette). . . . Jean Kluger of World Music Company left on October 16 on Pan American Airways to Los Angeles.

"Kasamounba Cha Cha" is the title of a new song, recorded on Ronnex Records and the lyrics deal (of course) with the Belgian troubles in Africa. . . . "Itsy Bitsy . . . Bikini," No. 12 on the Belgian charts, is expected to jump to the Top Three, thanks to the recording of French female artist Dalida.

High Fidelity Adds 2 Editors

NEW YORK — High Fidelity magazine has made two editorial changes. Editor Roland Gelatt has named Norman Eisenberg as the technical editor and Conrad Osborne as managing editor. Osborne has been a member of the High Fidelity reviewing staff for the past year. He replaces Mimi Manning Landis who is resigning to await the birth of a child.

Best-Selling Pop Records in BELGIUM

Week ending October 21, 1960

(Courtesy Juke Box Magazine)

Last Week	This Week	Title	Artist
1	1	LES ENFANTS DU PIREE	Dalida (Barclay)
3	2	I'M SORRY	Brenda Lee (Brunswick)
10	3	SAG WARUM	Camille (Electrola)
—	4	O SOLE MIO (It's Now or Never)	Elvis Presley (RCA)
2	5	VALENTINO	Gloria Lasso (VSM)
3	6	TU T'LAISSES ALLER	Charles Aznavour (Barclay)
9	7	MON BEAU CHAPEAU	Sacha Distel (Philips)
6	8	ROMANTICA	Dalida (Barclay)
5	9	BLUE, BLANC, BLOND	Marcel Amont (Polydor)
7	10	MY HOME TOWN	Paul Anka (ABC Paramount)
4	11	PAIS-MOI LE CONSCIOUS, CHERI	Bob Azzam (Barclay)
—	12	HELLO, YOUNG LOVERS/I LOVE YOU IN THE SAME OLD WAY	Paul Anka (ABC Paramount)
8	13	ADAM AND EVE/PUPPY LOVE	Paul Anka (ABC Paramount)
14	14	LES PAPOUS	Annie Cordy (Barclay)
20	15	LEILA	Regento Stars (Tivoli)
12	16	GOOD TIMIN'	Jimmy Jones (M-G-M)
—	17	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland (London)
11	18	CRADLE OF LOVE	Johnny Preston (Mercury)
17	19	HANDY MAN	Jimmy Jones (M-G-M)
—	20	APACHE	Shadows (Columbia)

ANOTHER SMASH!



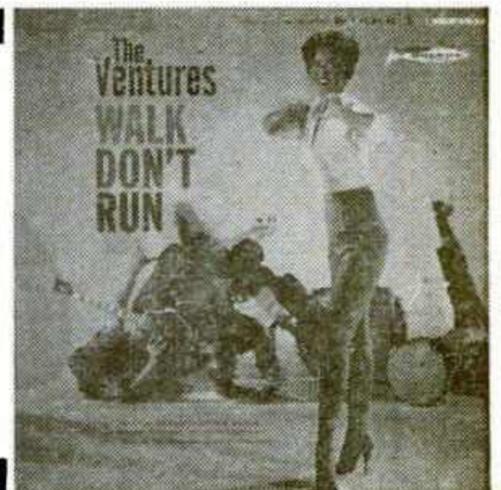
PERFIDIA BY THE VENTURES

b/w "No Trespassing"...Dolton #28

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BRAND NEW SINGLES

YOU'RE SIXTEEN
Johnny Burnette #55285

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I WONDER, I WONDER, I WONDER
The Little Dippers University #608

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Bud & Travis #55284

THEME FROM THE SUNDOWNERS
Felix Slatkin #55282

BLUE VELVET The Statues #55245

DEVIL OR ANGEL Bobby Vee #55270



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Following "Honest I Do"

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(This is **THE** follow up!)

— Watch for the NEW
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INDIGO RECORDS, INC.

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b/w "EDDIE MY DARLING" #108

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This One



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"LET'S FALL IN LOVE"
JIMMY MITCHELL
MERCURY

"'ATSA NICEA"
RAY ANTHONY
CAPITOL

"WHOLE LOTTA LOVIN' "
CEE CEE JOY
COLUMBIA

BOURNE, INC. (ABC MUSIC CORP.)
152 West 52nd St. New York, N. Y.

WB's De Luxe Newhart Pack

HOLLYWOOD — Warner Bros. is hitting the market with its top selling attractions this month in a release that includes new albums by comic Bob Newhart and the Everly Brothers. New Newhart is "Button-Down Mind Strikes Back" which is being issued as a single LP, and also as part of a de luxe gift-offering packaged with Newhart's first album, "Button-Down Mind of Bob Newhart."

Double-LP comedy pack, aimed at buttoning-down yule gift sales, will list at \$9.96. Everly album ("A Date With the Everly Brothers") includes their "Cathy's Clown" top seller and their current "Lucille" single.

'Beeps' on Records

YOKOHAMA — Toshiba Records has just brought the satellites down to earth, as it were, via a unique recording of electronic "beep" signals.

The new 10-inch LP features recordings of the radio signals from various earth satellites powered into orbit since 1957 by the United States and Russia. The sounds were recorded off FM signals from the space vehicles monitored here by the Radio Wave Laboratory of the Postal Services Ministry.

Pegged at a retail of \$2.78, the disk offers the diverse types of signals received from such payloads as the U. S. Vanguard and Explorer shots, and the Russian Sputnik 1 and Lunik 2.

DON'T LISTEN, BEATNIKS!

British Decca Tests Unique Disk Air Show

By DON WEDGE

LONDON — British Decca is experimenting, so far with great success, with what is believed to be a unique form of sponsored disk programming—a club show designed to build a "direct line" between the firm and its best customers.

It is certainly unique as far as Britain is concerned in using rival companies' products in each show.

The program, "Teen and Twenty Disk Club," is sponsored weekly by Decca on Radio Luxembourg, the commercial station serving Britain.

Its purpose is to build a direct

chain between Decca and the responsible, young person—beatniks and weirdies are discouraged—who, it is felt, provides the backbone of disk buying. Behind the experiment is S. A. Beecher-Stevens, Decca sales manager, and producer Frank Barnes, of Decca's advertising agents, Saward, Baker.

The program is now four months old and, Stevens feels, probably anticipated the U. S. trend of "merchandising from within" noted in The Billboard recently (September 26).

Key man in "T&TDC" is host Jimmy Saville, who tho still in his 20's, has a great deal of experience of dealing with young people with the Mecca dance hall chain.

Saville is more than a deejay and news-gossip purveyor. He had been set the task of creating an attitude of mind which, Stevens hopes, will lead to constructive projects of a charitable or public service nature.

First attempt at a get-together will be a disk hop at London's Lyceum dance hall October 24. The next week's radio show will be taped during the evening.

So far about 25,000 listeners have applied for and been registered as members. Already it is an important mailing list.

Groups can also join: 30 have already done so, including a 4,000-strong USAF base in France, a class in a public school and the expected youth centers.

Membership is free, and soon bracelets and necklets will be available to stimulate recognition between members. These will be in several categories — "Dig pop... trad... beat... jazz... cool."

How do the disks fit in? "The whole basis of the show is records," Stevens explained. "There are new releases—our own and other companies'. 'Oldies' in today's idiom are included as well as current hits.

"But it is more selective than most sponsored deejay shows. We think the clean kid is the best potential and that's who we aim for. We want his co-operation—and his parents'. For instance, even tho it topped the charts, we never used 'Tell Laura'."

The show does move disks. "Sam Cooke's 'Chain Gang' (RCA) is an example," he went on. "A rival cover got most of the major plugs the weekend before release. Cooke's version was first played on 'T&TDC' two days before issue. It entered the charts immediately."

Ferrodynamics In Classical Field

NEW YORK — Six pre-recorded four-track stereo tapes spotlighting the "Royal Music of Europe," make up the initial release from the Ferrodynamics Corporation. The firm, which has until now concerned itself mainly with the manufacture of magnetic audio tape, has entered the classical music field with this first issue, with music by Mozart, Haydn, Bach, Handel, Vivaldi and Telemann, among others.

Recordings were produced at the Little Carnegie Recital Hall in New York by a number of instrumental groups: Saidenberg Little Symphony, Claremont Strings and the Gotham Baroque Ensemble. All were under the direction of Daniel Saidenberg. The set is decorated with six previously unreproduced Picasso drawings, and is available for \$53.70. Individually the tapes will go for \$8.95 each.

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.*

1. CATALOG ALBUM SERVICE*		L.P.'s \$ 25		L.P.'s \$ 25	
DANCE ORCHESTRA	25	25	THEATRE	25	25
EASY LISTENING	100	100	LATIN AMERICAN	25	25
CLASSICAL	50	50	FOLK	25	25
LIGHT CLASSICS	50	50	CHILDREN'S	25	25
OPERA EXCERPTS	25	25	RHYTHM AND BLUES	25	25
BAND, CONCERT, MARCH	25	25	JAZZ	50	50
POPULAR HIT PARADE	25	25	CHORAL	25	25
INTERNATIONAL	25	25	SPECIALTY	25	25

NEW ALBUM SERVICES OF RSI:

You receive new album "Spotlight Winners" each month, selected by the music staff of Billboard as among the best of the new albums.

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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 \$70

SINGLES SERVICES OF RSI:

4 "Hot 100"

If you program popular single 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: \$160 per year via regular mail. \$190 via air.
QUARTERLY BASIS: \$42 per quarter via regular mail. \$50 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. \$140 via air.
QUARTERLY BASIS: \$30 per quarter via regular mail. \$38 via air.

*We will permit you to select items of your choice for \$1.10 each with a minimum order for 50 albums. Write for catalog of album listings.

START YOUR RECORD AND ALBUM SERVICES TODAY!



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COMPANY NAME _____ CALL LETTERS _____

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RSI reserves the right to cancel subscription services on a pro rata basis. It is a condition of this order that records supplied by RSI will be used for and by broadcast personnel only.

from the desk of
ARCHIE BLEYER

*I'm sticking my
neck out—*

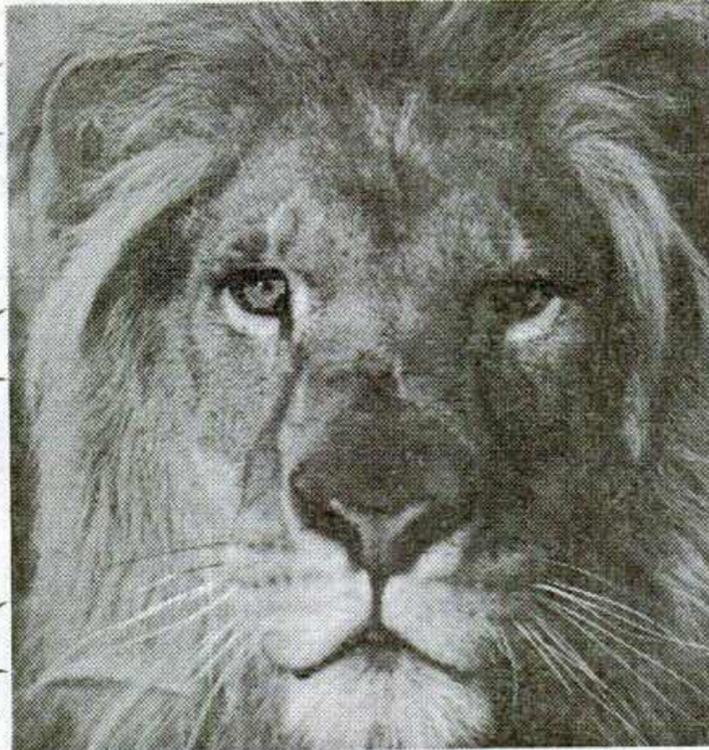
THIS IS A HIT!

*Andy Williams'
new record—
Cadence 1389*

**"YOU DON'T
WANT
MY LOVE"**

**WORDS AND MUSIC BY ROGER MILLER
PUBLISHED BY TREE PUB. CO. INC.**

MGM RECORDS THE STARPOWER LABEL!



5 SENSATIONAL STARPOWER ALBUMS

By now *everyone* knows MGM STARPOWER means NAMEPOWER, PROMOTIONPOWER, SALES-POWER and PROFITPOWER!

These 5 Blockbuster Releases are backed by the most intensive consumer promotion plans in MGM history. They've got everything it takes to "make it"...

WINDOW DISPLAYS • NATIONAL ADVERTISING • DJ EXPLOITATION GALORE



STEREO SE3869 E3869
Connie means business—and WHAT business! This is a smash!



STEREO SE3871 E3871
The had-to-be sensational follow-up to a sensational seller.



STEREO SE3882P E3882P
Meeting at the summit—of entertainment! An MGM "first."



STEREO SE3883 E3883
By popular demand: harps, brass, percussion, harmonicas on one disc.



STEREO SE3873 E3873
And just wait'll you hear 'em! Even Ol' Dad is pleased at this one.

LOOK FOR **MORE STARPOWER** FROM **MGM RECORDS**

M-G-M Records

TOP 10

1 JONI JAMES
BE MY LOVE

packaged in 4 color sleeve
K 12948

2 CONWAY TWITTY
WHOLE LOTTA'
SHAKIN' GOIN' ON

K 12962

3 RAY ELLIS
MIDNIGHT LACE

BEST SELLING
MOST PLAYED
VERSION

From the U.I. (Arwin Production)
K 12942

4 Charles Walcott
conducting the MGM Studio Orchestra
Ruby Duby Du
From Key Witness

ORIGINAL
SOUND
TRACK
HIT!

K 12944

5 Clyde McPhatter
THIS IS NOT
GOODBYE

K 12949

6 RONNIE SAVOY
AND THE
HEAVENS CRIED

K 12950

7 BING AND SATCHMO
CROSBY ARMSTRONG
DARDANELLA

packaged in Attractive sleeve
K 12942

8 THE WANDERERS
I COULD MAKE
YOU MINE

CUB K9075

9 JOHNNY CYMBAL
ALWAYS,
ALWAYS

K 12935

10 NOBLE THIN MAN WATTS
THE FROG HOP

CUB K9078

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FOUR GREAT HITS ELECTED BY A LANDSLIDE!

**BEAUTIFUL
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THE PASSIONS
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the people's
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*Exclusive National Distributors

Liberty Buys Dolton Label

HOLLYWOOD — Liberty Records bought Seattle's Dolton Records and its sister firm, Cornerstone Music, and will operate them as a newly formed division of its own label. Dolton label's identity will be retained. Dolton proxy Bob Residorff is moving to Los Angeles to head Liberty's Dolton division. According to Liberty proxy Al Bennett, Dolton product last year represented 15 per cent of Liberty's total sales. Liberty had served as national distributor for the Dolton line. Acquisition of the Dolton label brings with the fast-selling group, the Fleetwoods.

E. E. Siman Jr. Picks Guest Stars For Arnold Show

SPRINGFIELD, Mo.—Channeling its guest-star selection thru a veteran of the country music field, NBC television executives who produce "Today on the Farm," four-week-old Saturday morning entertainment information feature starring Eddy Arnold, have handed talent co-ordinating responsibilities to E. E. (Si) Siman Jr., vice-president of Crossroads TV Productions here. Siman's lengthy experience includes nearly six years of guest negotiation for ABC-TV's "Jubilee U. S. A."

NBC producers exercise a final okay on the Ozark showman's choices, and he also works in close harmony with Arnold and his personal manager, Ed Burton, of Burton & Associates, New York. For the coming weeks Siman has submitted Johnny Horton, Tex Ritter, Molly Bee, Chet Atkins, Brenda Lee, Bobby Lord, June Carter, the Collins Kids and Minnie Pearl.

The Arnold program originates in Chicago at 6 a.m., C.D.T., each Saturday, is seen live in the East and rebroadcast at 7 a.m. in all other time zones.

Philtone Label Makes Debut

SPRINGFIELD, Ill. — Philtone Records has been established here by Phil Bisch, well-known local funeral director and an active TV producer and director. Earlier this year Bisch formed Universal Talent Management, with offices in Chicago, New York, Beverly Hills and here.

The label kicks off with three singles. These are by Joy Layne, formerly of Mercury; Barbara Lantz, formerly on Big Top, and newcomer, Roger Douglass. Sessions were produced by Stan Applebaum. Promotion cats, Jerry Simon, George Tews, Dave Fox and Dick Baer, have been hired to cover New York, Cleveland, Detroit and Chicago respectively. Dick Gersh has been engaged to handle national publicity.

Red Carpet for C&W at WARL

WASHINGTON — The red carpet treatment will be given country music on WARL, Arlington, Va. The station, whose slogan is "the living sound of the American country and west" announced that it will be the only c.&w. music station in the U. S. with a full-time musical director. Further, the director WARL seeks must be a graduate of a "recognized musical conservatory." WARL says responses from a recent ad for the directorship have come from symphony soloists, and from specialists in international folk music as well as from the c.&w. field.

DOUBLE
FEATURE!

THE AMES BROTHERS

sing

"WHERE THE
HOT WIND
BLOWS"

and

"SUZIE
WONG"

Two great new hits
from two great new
motion pictures!

(4717801)

RCA VICTOR
A RADIO CORPORATION OF AMERICA



Country & Western Swinging

Continued from page 4

lights of music in America with accompanying texts. Since the original project covering only serious music in America would have required well over a hundred LP's, a more rounded history gleaned from "detailed surveys of both popular and folk music," could run to between two and three hundred LP's or more. The committee has a tentative goal of 1964 for completion of the package, and hopes for funds from a foundation as well as co-operation of record firms.

The record - history package would be of prime interest not only

to the music - minded in America, but would presumably be made available to other countries, and stocked in U.S.I.S. outposts. The promotion of folk music prestige would be on the same level as the serious American music for the first time. Devotees of folk music here feel that with jazz settled into a "classic" status as a recognized American music form, the grass-roots music may be next in line on the rostrum as a second major factor in America's musical heritage.

Additionally, the role of the Cul-

tural Center, as envisioned by Carlton Smith, would be to write new pages in country music history by seeking out new talent, both composing and performing, for the Center.

In response to some recent and barbed criticism of delays in getting the Center off the ground before its dwindling five-year charter span runs out, the Smith document reportedly suggests that a priority be given to an all-purpose, 3,000-seat concert auditorium as a first step in the eventual \$75 million, five-hall project. From this core, the Center would expand to contain the regional music museum, the library and radio and TV broadcast facilities.

Martin Block Retirement

Continued from page 3

and miss" situation among current record artists. "There was substance to our artists up 'til five years ago. Today it's a one-record deal. You can count on one hand the truly great artists in today's crop of young recording names." Eydie Gorme, Steve Lawrence and Bobby Darin are among Block's favorites in the young group; but he longs for the "era of great music," and names as his all-time favorites Frank Sinatra, Ella Fitzgerald, Glenn Miller, the Dorseys, Ellington, etc.

Block, who once sold razor

blades out of a collapsible stand on a Manhattan street corner, started in radio in 1930 on station XEFD in Tijuana, Mexico. He later moved to KMPC, Los Angeles (where he worked with Al Jarvis, a West Coast deejay pioneer).

In 1934 he joined WNEW (during Bernice Judis' legendary reign as manager) as an announcer, and in 1935 originated "The Make Believe Ballroom" while working as a standby between news reports on the Hauptmann-Lindberg kidnapping trial. To fill in time, Block bought a few phonograph records and tongue-in-cheek coned his listeners into thinking they were listening to music from a "crystal ballroom."

Highest Priced DJ

As America's highest priced deejay, Block became a national name in the forties, via network radio shows for Lucky Strike and Chesterfield. Block left WNEW in February 1954 and inked a multi-million dollar long-term contract with ABC and its New York flagship WABC. His successor on the "Ballroom" at WNEW was Jerry Marshall, who had often subbed for him in the past. When Marshall moved to his present post at WMGM here, Art Ford (now at WNBC here) took over the program. The present "Ballroom" pilot at WNEW is William B. Williams.

All three deejays last week acknowledged their debt to Block—"the daddy of them all." "I can truthfully say, if it weren't for Martin Block I wouldn't be here," cracked Williams, who described himself as "one of Martin's biggest fans." Williams lauded Block's "absence of hard sell," adding: "He blazed the way for the kind of intimate deejay style I use today."

"Every deejay in America owes him a great deal," declared Ford. "He always maintained his career on the highest level and set a good standard for anyone who worked with him. He added stature and class to the industry—a big timer all the way down the line and the No. 1 deejay of all."

Marshall commented: "Martin Block has contributed a tremendous amount to the business, especially in the field of salesmanship. He's always been a fine salesman and he set the pattern for a great many of us in the business."

Block himself prefers to be remembered for his commercials. He wrote and "dictated policy" of every American Tobacco commercial during his network tenure with the firm. "George Washington Hill could turn down the copy," said Block, "but he couldn't change it." Block noted that he originated two well-known ad slogans—"L.S.M.F.T.—Lucky Strike Means Fine Tobacco" and "The ABC's of Smoking," which he "ad libbed" one night on the air for Chesterfields. Altho he has no plans to return to regular radio work, he said he might come out of retirement to do an occasional TV commercial.

ARRIVING NEXT WEEK!



JOIN THE BIG MOVE TO NASHVILLE

BILLBOARD'S
BIG OCTOBER 31
COUNTRY & WESTERN
SPECIAL

If you can't get to WSM's 9th Annual Country Music Festival in Nashville, Nov. 4 and 5—make sure you're represented there in the advertising pages of Billboard.

And even if you can get there, you'll find it pretty difficult to make a personal call on the many disk jockeys who'll be attending—but they'll all see The Billboard, so it's a good idea to have an ad in it, either way.

**WSM Affair
Draws 2,000
Tradesmen**

from Billboard, Nov. 16, 1959

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

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

And, Special C&W features like:

- World Wide Importance of C&W Music
- Story on Country Music Association

MAKE YOUR PLANS TO GET ON BOARD NOW.

AD DEADLINE IS OCTOBER 26

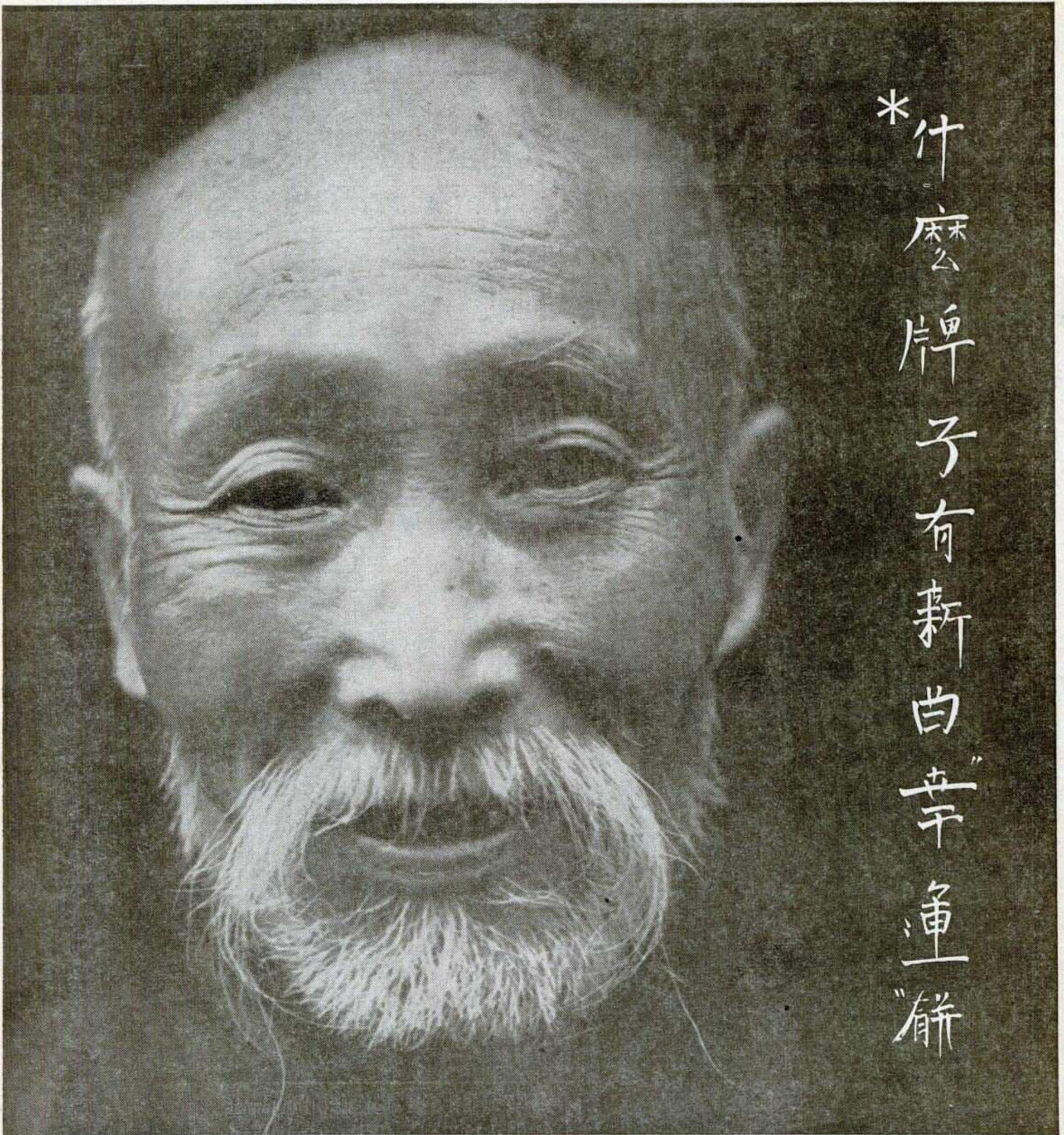
Call your Billboard rep today—and he'll come a'running.

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NEW YORK • CHICAGO • HOLLYWOOD

INTERNATIONAL RECORD COMPANY
MUSICAL AND TECHNICAL COORDINATOR
available spring, 1961, seeks responsible position utilizing full qualifications. State details of position available in first reply.
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RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented rim drive thick-thin type record
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1011 NORTH FULLER
HOLLYWOOD 46, CALIF.



*什麼牌子有新曲“幸運餅”

ENGLISH TRANSLATION:

*On what label is the big new hit
“FORTUNE COOKIE”

by Eddie Baxter • K 357

KAPP RECORDS OF COURSE



a new feather in our kapp

Cleffers Mull Amendment

• Continued from page 3

The was the same Current Writers Committee which was formed last year, at the time that provisions for new and supposedly more equitable distribution policies were being blueprinted as a part of a new ASCAP consent decree. At the time, the current writers group opposed the new formula, particularly with reference to the 30 per cent recognized works portion of the distribution plan. No new song can participate in this 30 per cent cut of the total ASCAP distribution until it has achieved at least 10,000 performance points.

Charge Many Hurt

"A great many of those who were supposed to benefit from this provision were also hurt — even more than us," said Edwards. "We freely said last year that this idea would never work properly and now we have been borne out in the results we've seen this week.

There must be a better way. We feel, frankly, that any plan which takes from one group to give to another is fundamentally bad."

The meeting was characterized by much discussion and exchange of figures and statistical data. There was little hysteria such as has characterized other meetings of writers, some of whom are known for their volatile natures. There appeared to be a spirit of trying to settle the problem "within the family," as one pointed out, rather than having the fight break out into the legal area.

There was also not a single mention by anyone present of BMI, although there were considerable references to BMI in private discussions. Taking note of the recent situation on the West Coast which has seen a number of prominent screen background writers switch to the BMI camp, Edwards later noted: "The BMI thinking lies

under the surface with many writers. There is no doubt that our current difficulties, if not resolved, can lead to defections to BMI."

AGAC Represented

Present at the meeting as a representative of the American Guild of Authors and Composers was Jack Lawrence. A number of the writers, at press time, believed that AGAC would throw its weight behind the writers in their differences with ASCAP.

Late Friday, a spokesman for AGAC declined direct comment on the situation. AGAC exec secretary, Miriam Stern, said: "We cannot comment on this matter until after our Council has its regular meeting next Tuesday (25)." The Current Writers group, was, however, looking forward to meeting with AGAC officials, probably on Wednesday, to map constructive suggestions to be brought up at the annual ASCAP meeting next Thursday.

The ASCAP general membership conclave, to be held at the Waldorf Astoria Hotel next Thursday

Distrib Pay-Off Draws Howls

• Continued from page 3

than the ones they had received before. The Current Writer's distribution checks were the first made, under which the new ASCAP distribution plan, including the 30 per cent recognized works fund, was applied. Some writers stated that their checks were off as much as 25 per cent, others claimed their checks were 5 to 10 per cent less.

It was understood that one of the reasons for the smaller payments

to writers in this distribution, was due to the fact that there was \$400,000 less to distribute than in the last distribution. This would lower the value of the points that writers receive for performances, and thus lower the payoff. Also writers had five per cent of their distribution set aside for ASCAP's "Special Award Fund," a fund for serious music writers who do not get many performances of their works.

Some Confusion

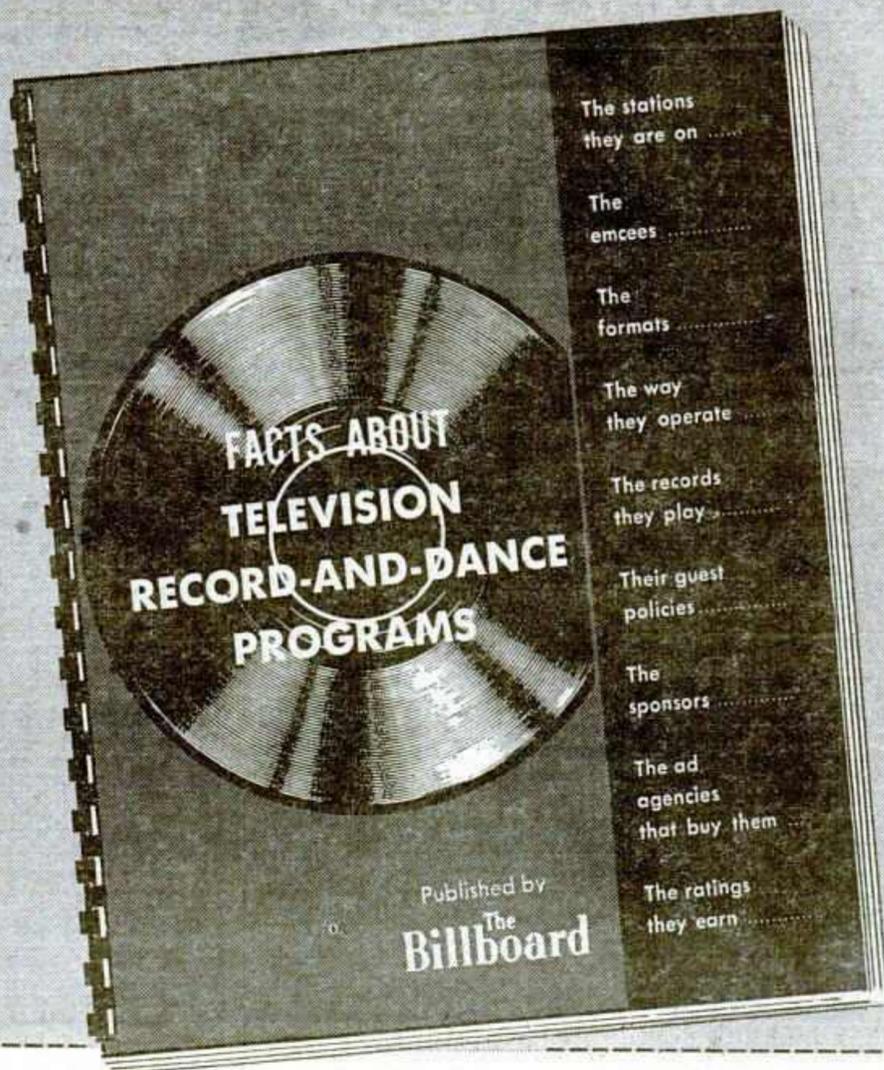
Altho writers complained bitterly about the size of their checks, there appeared to be confusion on what to do about it. Some writers felt that they were penalized because of the recognized works fund. These writers appeared to desire that the recognized works fund allow new works to be added at a lower figure than 10,000 performances. There were some writers who wanted to eliminate the recognized works fund and transfer this 30 per cent to another aspect of ASCAP's formula, such as seniority. And there were still many others who were against the entire current set-up and wanted to see everything go on a basis of straight performances.

It was noted that the October distribution was made before the ASCAP under the new Consent Decree went into effect. However, some writers felt that the new logging system would result in even lower checks, stating that this would drop the point value even further. But other writers felt that the new logging system, which is supposed to pay more attention to indie stations rather than put the main stress on network performances, would help hit writers get more performances on hit songs.

afternoon (27), meanwhile, takes on new interest and importance. In the view of some tradesters, the Sert Room will quickly become an arena where dissidents, armed with their tales of reduced ASCAP revenue, may be expected to verbally slug it out with older-line elements, before any sort of compromise is reached.

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in one convenient 92-page, plastic-bound 8 1/2 x 11 mimeographed volume



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 FERRANTE and TEICHER
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 SARAH VAUGHAN
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Payment enclosed. Send invoice.

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Company _____

Address _____

City, Zone & State _____

987

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— each one a winner — on the straight ABC-PARAMOUNT ticket!

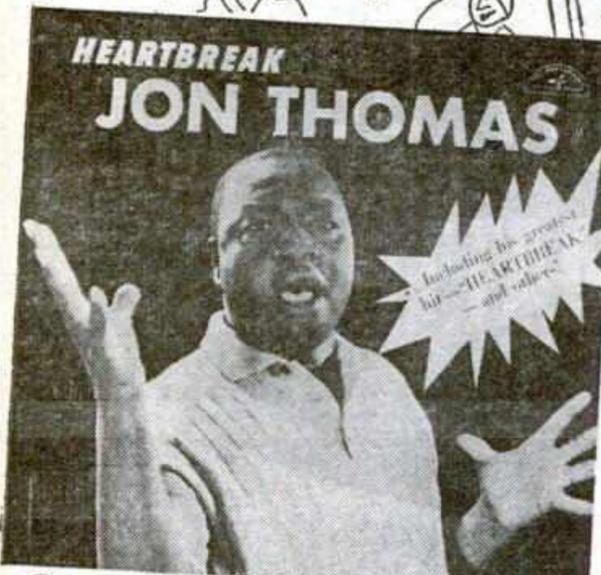
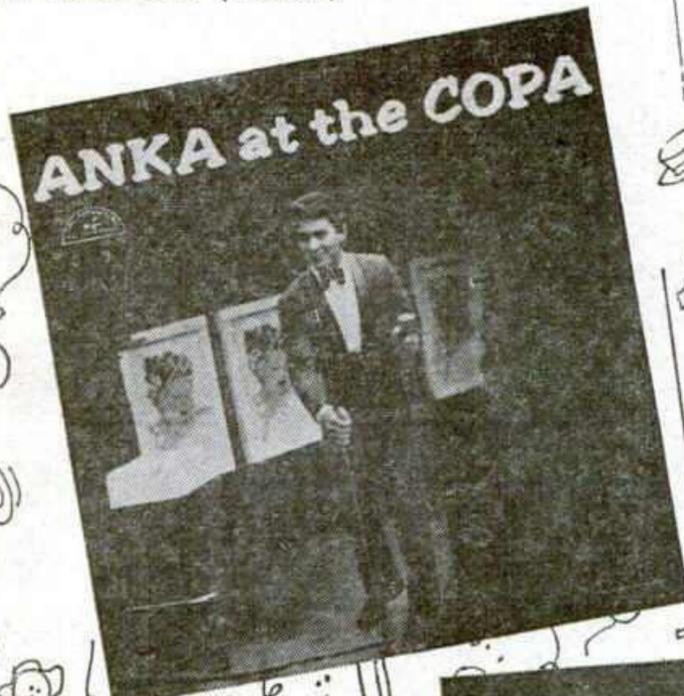
PAUL ANKA—Anka at the Copa
ABC-353 and ABCS-353 (Stereo)

JON THOMAS—Heartbreak
ABC-351 and ABCS-351 (Stereo)

MOSHI-MOSHI—Bob Kojima & His Orch.
ABC-328 and ABCS-328 (Stereo)

FERRANTE & TEICHER—Themes from Broadway Shows
ABC-336 and ABCS-336 (Stereo)

ELTON BRITT—I Heard a Forest Praying
ABC-331 and ABCS-331 (Stereo)



Get on the bandwagon now—Vote ABC-PARAMOUNT





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A STIRRING COLLECTION OF MUSICAL AMERICANA EVERY AMERICAN WILL WANT!

AND NOW

TO THANK OUR OLD FRIENDS FOR HELPING US GROW AND TO WIN NEW FRIENDS * * * * *

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FALL HARVEST OF VALUES!

SAVE 25%

ON THE ENTIRE LIST OF BARBARY COAST TITLES MONAURAL AND STEREO INCLUDING * * * "THE MUSIC OF OUR AMERICAN HERITAGE"

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ORDER 4 PAY FOR 3

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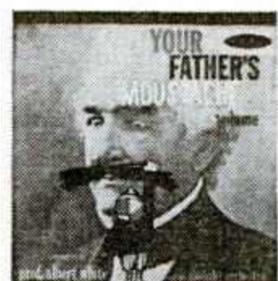
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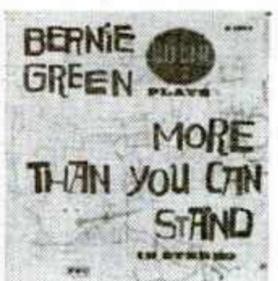
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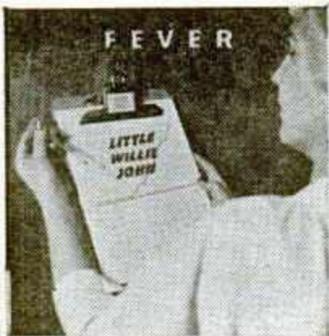
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CONCERT REVIEWS

Richter Debut Draws Ovation

Based on his premiere concert in New York, at which the audience all but blew down the walls of old Carnegie Hall with the force of its ovation, Soviet pianist Sviatoslav Richter is about to become the most talked-of classical artist in the world. His four remaining New York concerts were sold out long ago even tho the pianist is making his American debut, a tribute to the reputation which can be built today solely from recordings. From here on in, the several record labels on which Richter has appeared and is about to appear can get ready for a quick windfall in sales.

Yet, the interesting thing about pianist's playing is that it is not of a type that one would think could capture public imagination so readily. Certainly not a bravura pianist of the Gilele stripe, nor sweeping romanticist of the Cliburn school, and even less like so many young American pianists who stress machine-gun technique, Richter stands as a solitary figure. His approach and interpretations are frequently quite individual, yet certainly are valid and show a devotion and integrity to the spirit if not the letter of the composer's intentions.

The initial concert, consisting entirely of five Beethoven sonatas, was not calculated to help Richter sell himself easily, for apart from the "Appassionata," the works are not among those usually performed. They also constituted a real challenge in that they are, in the main, not flashy or filled with big music or big movement. But Richter took them apart and put them together before the audience and showed what lay at their vitals. His technique is fantastic and secure, altho not of the razzle-dazzle variety.

If there is a complaint to be made it lies in this direction. Despite Richter's vast ability, he tends to play almost entirely in pastel shades. His range of tonal coloring is quite limited, altho within those limits Richter was able to bring off some surprising contrasts. But with all his obvious understanding and sympathy, with all his great technical skill, a little more emotion would not have been amiss. The "Appassionata" might have used a mite more passion.

This is probably the only question mark about Richter's potential as a major disk artist over the long haul. His immediate success is assured, on the strength of his tremendous acclaim, but whether his playing will continue to satisfy a public accustomed to stronger meat is something we will learn from the charts a year or so from now.

Bob Rolontz.

★ ★ ★

Bikel Folk Fest a Success

Theodore Bikel, who records for Elektra, and is now starring with Mary Martin in "The Sound of Music," presented a highly diversified folk music program at the Town Hall this past week (16) to a highly appreciative and large SRO audience. Bikel has a deceptively strong voice for the folk song, carrying the tune and singing true in simple harmony, ran thru a wide assortment of folk songs from many countries, some of which were recorded in his various albums.

Most strongly applauded were Russian and Israeli folk tunes which were sung with fitting bravado or tenderness, depending on the material. But Bikel ventured widely in his presentation. He also sang "Moonshine" songs of Irish and American hill country origin; children's songs of Woody Guthrie, and a soulful French song that dealt with the troubles in neighboring Spain. The second part of Bikel's program also featured Ray Vogelsson assisting the star on guitar and doing some singing himself.

Jack Maher.

Jim Small Bows New A-B-S Label

HARRISBURG, Pa. — Jim Small, veteran country and western artist, manager and promoter who has spent 29 years in the entertainment field, has established his own recording company here to be known as A-B-S Records, Inc. New firm will concentrate on c.&w., pop, polka, r.&r. and religious music, Small says, and will have distribution in the U. S., parts of Canada and Hawaii.

A-B-S bows its initial release this week, featuring the DiMarco Brothers in their own version of the old standard, "Smoke, Smoke, Smoke," b.w. an original, "Sleepy Summer." Other artists slated for early releases on the new label are Theron Fox Jr., religious singer of Montoursville, Pa.; Lucky Moser and band, of Muncy, Pa.; Mabelle Seiger, many years with WWVA's "World's Original Jamboree," Wheeling, W. Va., and daughter, Sharon, and Dave Osborn. Last named has an A-B-S session coming up soon in Nashville. Small plans to open a branch office in De Land, Fla., his winter base, within a few months.

EXPOSURE HARD TO GET-BUT

NEW YORK — Altho it's far tougher to get concentrated deejay play on a disk today, some producers are still bringing it off.

For example, in Toledo. Station WTOL scheduled a "Ray Conniff Spectacular" for Monday, October 24, in conjunction with Conniff's appearance at the Toledo Sports Arena on that date. From 5 a.m. until midnight, WTOL deejays will play only Conniff records.

Another station push on a disk was staged last week by WJON, St. Cloud, Minn., which played both sides of the Donnie Brooks disk ("Doll House" backed by "Round Robin") every two hours of the broadcast day for a full week. The stunt was tagged a "Midwest Premiere," since WJON received the platter several days in advance of its national release.

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OCTOBER 17, 1960

The Billboard
OVERSEAS EDITION

JET DELIVERED

Connie Francis, M-G-M Records' top singing star and America's No. 1 female vocalist, is shown being awarded a gold record of "Everybody's Somebody's Fool," by Joe Pasternak, producer of the new M-G-M film "Where the Boys Are," which features Connie in a leading role. Participating in the presentation are Henry Levin (left), director of the film, and Jesse Kays (right), vice-president of M-G-M Records' West Coast operations. Connie's current disk, "My Heart Has a Mind of Its Own," reached the No. 1 position on The Billboard's Hot 100 Chart in only seven weeks and it presently riding high. She is represented on The Billboard's Top LP Chart with her album, "Italian Favorites" (37 weeks on chart) and "Connie's Greatest Hits" (25 weeks on chart). The Billboard rates her newest album, "Sings Spanish and Latin-American Favorites," a Spotlight winner. A favorite of European audiences, Connie makes a return visit to England October 20. She will play the London Palladium, appear on one-nighters and guest on British TV.

*It's a well-known fact that the only real indication of a publication's value to its readers lies in their willingness to pay for it. For, in so doing, they show that they find it to be of genuine interest and value.

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and His Orchestra
- 4 16146 'HERE IN MY HEART' / KEELY SMITH
- 5 16144 'CHILLS AND FEVER' / RONNIE LOVE
- 6 16138 'GLORY OF LOVE' / WINK MARTINDALE
- 7 16153 'THE CRADLE TO THE CROSS' / ALADDIN
with the L. Welk Orch.
- 8 16139 'AM I TOO YOUNG'
'SO LET'S DANCE' / DODIE STEVENS
- 9 16136 'SPACE MICE'
'THE THIEVIN' STRANGER' / WALTER BRENNAN
- 10 16141 'NIGHT THEME' / 'Theme from
THE DARK AT THE TOP OF THE STAIRS' / BOB CROSBY
and the Bobcats
- 11 16127 'SLIPPING AROUND' / BETTY JOHNSON
- 12 16080 Theme from 'THE RAT RACE' / SAM BUTERA
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STORE-TESTED PROFIT POINTERS FOR DEALERS

Info & Approach: Keys to Selling Up

By ROBERT SCOTT

Generally speaking, the higher priced the merchandise you sell, the bigger the profit you stand to make on it. That's the simple logic behind selling up—the technique of persuading your customers to spend just a little bit more money than they'd planned to spend, and get something just a little bit better for it.

"Both the customer and the store benefit from selling up," said the manager of a midtown New York store recently. "The salesman makes a better commission, the store makes more money on the sale, and the customer gets something that may be a little better than he'd expected to get. There's an added bonus for us, too. If the customer is really satisfied, he tells his friends that we treated him right and sold him something he really likes, instead of sticking him with a piece of junk. That brings additional customers into the store."

Individual Approach

Most dealers are agreed that selling up means more money in the till, but they are by no means agreed on how to go about it, or whether it's worth the effort in the long run. "It seems tying up the salesman for an hour or so, with the possibility that the customer will still walk out without buying," says another New Yorker. "On the other hand, if we simply sell him what he wants when he comes in, the sale is over in 10 or 15 minutes, and we can go on to the next customer. And some of our customers become antagonized when they discover that the salesman is trying to tout them onto something that costs more than they had planned to spend. We don't do it."

Another dealer in the same part of the city puts it this way: "It's all in how you do it. You can antagonize the customer by showing him something that costs a great deal more than he plans to spend. But, if you do as our salesman do, there's no problem." When a customer walks into this showroom, which displays both consoles and portables, the salesman asks first what the customer has in mind—whether he wants a radio-phon-

EIA Sets Radio Meet

WASHINGTON — Syracuse, N. Y. is the place that has been selected for the annual Fall Radio Meeting of the Electronic Industries Association. The meet will be held October 31 thru November 2 at the Syracuse Hotel.

The conference is being sponsored by the Engineering Department of the EIA. Program arrangements have been set up by professional groups from the Institute of Radio Engineers.

The meeting, which has been held annually since 1929, will contain formal and informal discussions in areas of circuitry, and the applications and rating of entertainment radio and television sets and electronic devices connected with them. Principal speaker will be E. R. Taylor, executive vice-president of the Consumer Products Division of Motorola, and chairman of the EIA Consumer Products Division. He will address the annual dinner November 1 on "Electronics in the Consumer Products Market."

combination, a portable, or a complete system. The next question is, "How much had you planned to spend?" The customer usually counters with, "What can I get for \$150?"

"It's a house rule to go to the next highest unit above the price he sets—which, in this case might be \$154 or \$159. The price is not appreciably more than the customer had planned to spend, and the salesman can discuss the features of the model as a starting point. If the customer doesn't object here, the salesman can then go on to the next model above that, pointing out the features of the more expensive model, whatever superiority it might have over the less expensive set. He may or may not sell it, but he usually succeeds in selling one of the two. In some cases, the customer balks at the price, and asks to see something cheaper. We'll show him the next set down the scale—but we'll still pitch the first set we showed him.

"This requires complete knowledge of all of the features of every product we carry. The salesman has to sell the higher-priced model on its features—whether it produces better-sounding music, is more ruggedly constructed, has a nicer looking cabinet and styling, or is simply more convenient to operate. If you get an over-eager salesman, he can push too hard for the higher-priced unit. The customer then can walk out. But if

(Continued on page 30)

Clock Radio & TV Tie Boosts Sales of Both

By ROBERT LATIMER

PUEBLO, Colo. — Combining promotion of tabletop radios with television merchandising, and playing up the beneficial relationship of the two has nearly doubled sales of tabletop radios in the past year, for Vidmar-Mathis Appliance and Music Company, in this Southern Colorado industrial city.

"A tabletop radio in combination with a television set gives the owner a combination of usefulness," Lou Mathis, head of the big firm indicated. "For example, radio carries news about every 15 minutes thruout the day, whereas even the most active television channels carry it only two or three times a day. With the radio supporting the television set, it is much easier to keep up with news."

Having a portable radio located alongside the television set provides for music, and entertaining audio programs when the housewife or home owner is too busy to watch the television screen, but wants to pass the time with music. Music, news, dramatic shows, etc., none of which are available on television are always there at a fingertip, with the portable radio as a source.

Clock radios are played up most heavily, for a number of high cogent reasons. One of them is the fact that the clock is a constant reminder of favorite television programs, and the alarm can be set to remind the family of a television show which they wanted to see. "If the family wants to go a little farther, they can even hook the television set into the outlet on the back of the clock radio, set to turn

Firms Move Into Blank Tape Field

CHICAGO — The important manufacturing entities, both exclusively reported by The Billboard as deliberating possible expansion into the making of blank magnetic recording tape, this week confirmed that they will be releasing catalogs of tape before the year's end. Sarkes Tarzian, a major name in the field of broadcast equipment, rectifier and TV-tuner manufacturing, will bow a line of one-and-one-half mil acetate tape on three, five and seven-inch reels. Fred Lucas, sales manager of the ST tape wing, confirmed that the firm was already test-marketing the new product in Indiana. While the initial announcement by the firm in November, 1959, indicated that ST would call its tape line "Galaxy," Lucas said that the new line would be called "Sarkes Tarzian Professional Quality Magnetic Recording Tape." Lucas said that two-step distribution was being planned thru reps to distributors and to dealers.

Fred Kirkman, president of Burgess Battery Company, Freeport, Ill., also confirmed that his company will debut a tape line sometime late in 1960. The product, to be marketed under the Burgess company name, will be priced competitively, he said. Burgess, he emphasized, originally researched penetration of the magnetic recording tape field because of their years of scientific exploration of oxides, a primary essential in battery making. Those years of oxide research have been incorporated into providing the very finest in coatings for the Burgess magnetic recording tape, he pointed out. Burgess will market thru their own field sales staff to distributors and dealers.

on the television program at any specific desired time, and the sound of the television audio will automatically summon the family to see whatever presentation they wanted, already on the screen."

The same sort of "automatic turn-on" works in the reverse, as well, for the TV owner who wants to relax in bed, watch a late movie, but dreads the set going all night

(Continued on page 30)

Aug. Phono Sales Zoom

WASHINGTON — Retail and factory sales of stereo and monaural phonographs showed a good increase in results tabulated by the Electronic Industries Association for the month of August as opposed to the month of July.

The EIA report showed that nearly 85,000 more stereo phonos were sold at the factory, and more than 76,600 sets were sold on the retail level in August in contrast to July. The exact figures were: stereo factory sales for July: 222,559; August: 307,517. The retail sales showed July: 180,949; August: 257,581

The monaural set increase showed that the two-channel sets continue to swing well ahead of 1959 by more than 587,000 on the factory front and by almost 982,000 on the retail store level.

The mono picture, however, showed the continuing decline. Sales of mono sets at the factory dropped by a little more than 100,000 from last year's total and by 376,000 at the retail store level.

NEW AUDIO PRODUCTS

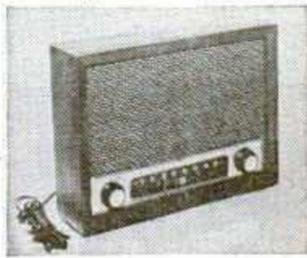
Double Length Tape

Minnesota Mining and Manufacturing has announced the issuance of a new Tartan Series of double length magnetic tape. The tape, Scotch Brand No. 144, issued by 3M, is stretched for added strength, made of polyester with tensilized backing. The tape is especially made for stereo play and retails at \$4.50 for 1,200 feet or \$7.50 for 2,400 feet, and is being sold thru 3M dealerships.



Table Radio With Hi-Fi Speaker

A table model radio with hi-fi characteristics has been introduced to dealerships by the Curtis Mathes Company of Dallas. It is AM only, contains six tubes with rectifier, has a slide rule dial, ferrite antenna and a six-by-nine-inch speaker. The cabinet is 14 by 10 by 4½ inches made of hardwood with veneers of either walnut, maple or cherry. The Model 3719,



sells for a retail price of \$39.95.

Cabinets for Needle Index

With an eye to simplifying the distributors work of maintaining a stock of Astatic Corporation needle products, the company, which is based in Conneaut, O., has developed a system called "Asta-Stock."

The new system includes a custom designed stock cabinet; package for each needle, cross references information on index tabs.

The cabinet for distributors is made of steel. A high-impact plastic cabinet for



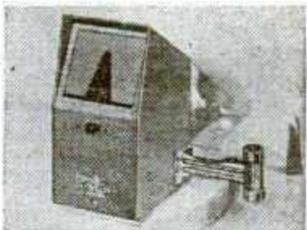
dealers is compartmentalized for each part number to simplify inventory control.

Compartments are gauged for popularity and selling movement of each needle. Needles come in plastic case with foam cushion for protection.

Scope Reveals Stylus Wear

The Syl-A-Scope, a new product introduced by Robins Industries of Flushing, N. Y., shows stylus wear. The instrument magnifies the contours of the stylus by reflecting the image upon an illuminated screen. It can be used without removing the stylus from the tone arm.

The unit which has been tagged SG-66, plugs into any



convenient outlet and retails for \$19.95.

New Stereo Booklet

A new 32-page booklet has been published by the Bell Sound Division of the Thompson Ramo Woolridge Incorporated which is entitled "All About Stereo." The book, written by John Conly, has been designed for non-technical readers, and describes the ways and means of reproducing better music in the home. It developed out of a planned consumer advertising program and is being offered to consumers for 25 cents at Bell dealers and by mail from the company headquarters in Columbus, O.

AUDIO NEWS BRIEFS

The \$500 ring offered by the Duotone Company in recent competition has been won by Tom Kendrick, of the Electron-Sonic Supply Company, Ltd., of Toronto, Canada... District manager for New York and New England for the Bell Sound Division is John Myers... Victor F. Blunda has been appointed a field merchandising specialist for Admiral Sales Corporation.

Philip Dechert has been named to the post of chairman of the Electronic Industries Association's Law Committee. He is general counsel for Philco... New general service manager for Admiral is Harry Young. He joins the firm's sales division in Philadelphia... The Columbia Phonograph Division of CBS Electronics has insti-

tuted a series of service agency training meetings that are being held in local distributor markets under the direction of Harold Schwalbe, national service manager. A CBS Electronics "Home Study Course" is being offered as a door prize at each of the meetings.

A six-year veteran of the Magne-cord Products Division of Midwest-ern Instruments, Inc., has been named sales manager for Magne-cord... A former manager of sales and market research has been made marketing research director of the Electronics Industry Association. While in the same organization, General Electric exec, Robert T. Borth, has been renamed to chairman the EIA's Congressional Information Committee.



The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

FATS DOMINO

MY GIRL JOSEPHINE (Travis, BMI) (2:00) — **NATURAL BORN LOVER** (Travis, BMI) (3:09) — This is one of the great Fats Domino records. The top side, which will probably have the most appeal, is a rhythmic rocker with Fats singing solidly. The other side, also a strong one, features strings and shows off another, outstanding Domino vocal.

Imperial 5704

ANOTHER WINNER!

Fats Domino

"Natural Born Lover"

b/w

"My Girl Josephine"

#5704

IR

IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

STORE-TESTED PROFIT POINTERS FOR DEALERS

North Carolina Dealer Shies From Discounts

By ALBERT S. KESHEN

"We sell strictly list price. The cut-rate stuff is for the birds. That kind of phoney price reduction simply doesn't go over in these parts. The folks here know that so-called discounts are not discounts at all. Instead, they will continue to patronize a store that gives them quality merchandise in a diversified price range."

The speaker was Bill Bradley, of Bradley's Hi-Fi Center of Hendersonville, N. C. Bill's store is in a neighborhood shopping center which he developed himself. But instead of being cluttered with grocery and department stores, it appeals to the luxurious-minded customers with beautician shop and a few other specialty establishments, thus appearing to be highly selective.

Bradley's conforms to this decor with a store that is sumptuously outfitted and impresses a visitor as he walks in from the drive-up entrance. The ample showroom,

measuring 32 by 32 feet, is big enough to show a diversified inventory of records, cabinets and hi-fi components that appeal to music lovers in every category of developed musical tastes, no rock 'n' roll.

Uses Browser Boxes

With an inventory of \$20,000 of LP's (but no 45's) Bradley's invites customer selection by strategic arrangement of merchandise which is highlighted by the five browser boxes, an idea borrowed from the supermarkets. Home-made of wood and of a height that enables the visitor to look down from a comfortable angle, this diversified collection of records is a powerful sales stimulant.

It is labeled by plywood tabs in red according to composers or contents, jazz, girl vocal and dance. The same idea is extended along the wall racks where a wide and lavish display of records faces visitors.

In addition, two record players are hooked up to the best equip-

Hopper Head Man for CBS Electronics

NEW YORK — New president for the CBS Electronics, semi-conductor, electronic tube and phonograph instrument division of Columbia Broadcasting is Clarence H. Hopper.

Hopper was formerly vice-president of facilities for five years and prior to that he was vice-president of manufacturing operations of the Arma division of American Bosch-Arma, Inc. Hopper replaces Arthur L. Chapman who will join the headquarters staff of CBS in New York.

ment in the house so that self-service customers can play their own selections, picking them out from the disks at hand. This convenience has encouraged leisurely shopping, an important facet in appealing to the better-grade customers.

"I estimate that it takes about half an hour on the average to sell records here," said Mr. Bradley. "We have more per capita response from classicals than from others. Our customers prefer the better-known artists who express their zest for living in cultural symphonies and operas. That's because many of them have an opportunity to attend nearby concerts such as that of the Brevard Music Festival, one of the biggest attractions in this mountain country."

It is noteworthy that this business is all cash and carry with no credit involved. Since it implies selective selling, the customers are not concerned about price. They simply represent an intelligent clientele who want to hear records and like to take their time about it.

Push Components

Besides records, Bradley's makes a vigorous attempt to sell hi-fi components and cabinets so that it will serve as an all-around music shop instead of just being a specialist. At this point the owner interpolated, crediting Eddie Cantor, "A specialist is a man who knows more and more about less and less. But you can't do that in the music business."

The sumptuous and luxurious appearance of the shop accentuates such sales since the well-groomed physical surroundings blend in well with the merchandise offered. Bradley's care in this respect shows that people like to buy in an atmosphere of wall-to-wall carpeting, acoustic tiled sound-proof ceilings, paneled walls, drape dividers and other indications that a skilled interior decorator has had his hand there. Because sound reproduces so well there the whole display area serves as a giant audio box in itself.

The advantageous location also plays an important part in such selective buying since this regional neighborhood shopping center is isolated from other stores, being four miles from the downtown section of Hendersonville and on the road to Asheville. Thus it is a convenient spot to get to not only for the permanent residents, but for the influx of tourists and retired persons who have been drawn to the area and are musically inclined, heavily patronizing the folk dances and regional musical affairs for which this western section of the Old North State is famous.

Telephone Ads

Most of the advertising is concentrated in the telephone directories for which Bradley's spends \$70 a month alone. The firm has a one-third ad on the back of the cover which is of the billboard type with a caricature of a crew man typifying hi-fi and which serves as the trade-mark. In the yellow section it is represented with three panel captions under the manufacturers' listing, showing

Info & Approach Are the Keys

• Continued from page 28

our man takes the point of view that he's doing the customer a favor by selling him a better set, and looking at the sale from the customer's point of view, he's less likely to oversell and make the customer angry."

The majority of today's customers want to be sold something better, and they are more satisfied when they know they have purchased a product that is better than average. The more satisfied the customer is, the more enthusiastic he'll be about his equipment, and the better salesman he is for the dealer from whom he's bought. So goes the logic of this dealer.

Complete Information

"If we give the customer enough information about the lesser and more expensive unit," he continues, "he'll always choose the more expensive model. To give him that information, the salesman must know all he can about everything we have on the floor. We ask our salesmen to read the literature that comes with every model, and we encourage distributors to have their salesmen talk to ours about the equipment they sell us. It becomes useful background in selling up."

"We used to believe that it was easier simply to sell the customer what he asked for; but we've found over the years that it takes no more sales time to sell up—and there's the extra profit to show for it. And we don't have the complaints, the returns and the servicing problems we used to have on some of the low-priced equipment."

What happens when a customer comes in and asks for a specific model or a specific brand? "We'd be crazy to switch brands on him, unless we don't stock the brand he wants. If we have it, we'll sell it to him—but we try to sell up. We'll try to get him to spring for the model priced just above the model he wants. And we make our presentation in exactly the same way—by pointing out the superior features of the more expensive set. While we're doing that, we usually boost his ego by telling him how good his brand choice was—and how it showed a perceptive, informed shopper. From that point on, he's usually with us. Of course, if he knows exactly what he wants when he comes in—brand, model and the rest—there's little chance to sell up. We try, by asking him if he's heard the next set in the line, and by giving him a quick

demonstration. But generally, he ends up buying what he came in to buy.

"Selling up has some interesting side effects," the manager continued. "For example, before we started this program, we did a big business in unbranded diamond needles. We still do, for that matter; but we've found that people replacing needles in the sets we've sold them will go for a name brand, even tho it costs that much more. In the case of tape recorders, they'll go for a name brand tape, rather than our house brand. Even in records, they're likely to ask us to recommend records which will sound best on the systems we've sold them. That gives us a chance to push some of the imported records, on which we enjoy the biggest markup."

In conclusion, the dealer lists these pointers: "The biggest danger is making the customer angry. A salesman who is too eager, pushing too hard, or doesn't know what he is doing can ruin a sale. The salesman should never try to push the customer too far up the price scale; and she should know what reasons to give the customer for asking for more of his money. If he does his job properly, he can make a nice living for himself and a good profit for us."

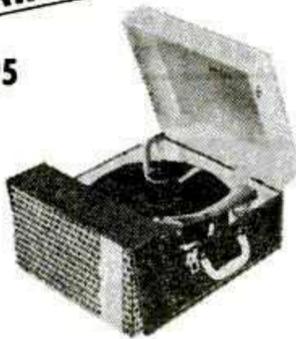
Now that you've seen them all
LET'S COMPARE!
DECCA® leads them all!

COMPARE!\$109⁹⁵

DECCA
3 CHANNEL
STEREO

THE BENTON IV DP-285

Three Channel Output Stereo—Deluxe imported changer—four output tubes—push-pull center channel handles vibrant bass. Professional stereo balance control.

COMPARE!\$49⁹⁵

THE PERRY IV DP-640

A budget priced, value-packed Monaural Portable—with imported changer, volume and tone controls.

COMPARE!\$59⁹⁵

THE ANNIVERSARY III DP-650

Full Stereo, Automatic Portable—Turnover cartridge—separate controls for each channel.

Special feature: Can be played with or without removing remote speaker.

Suggested list prices—Slightly higher in South, Southwest, and West.

DECCA® PHONOGRAPHS-1961

on 20th FOX

ALL YOU HEAR IS BEAUTY

EXTRA



FOR DEALERS

How to get them? Every dealer wants to know.

Mr. Dealer: Have you pulled a smart promotion, worked an original merchandising idea, made a clever tie-in pay off? Why not share your brainstorm with your fellow-dealers across the country through the columns of the record dealer's trade paper, **The Billboard**.

Just send details to Lee Zhitto, **The Billboard**, 1520 North Gower St., Hollywood 28, Calif. We'll do the rest.

Clock-TV Tie

• Continued from page 28

if he should happen to drift off to sleep. Pointing out that the clock radio can be set for a full hour, to cut the TV set off automatically if the viewers go to sleep, has sold a lot of \$45 to \$65 tabletop clock radios instead of minimum-priced non-clock equipped models.

Vidmar-Mathis displays around 25 choices of tabletop radios on an eye-level shelf above the TV set display at the rear of the showroom. Attractive radios, all of them with some particular selling point, can be seen all the way across the sales floor.

The average prospect, Vidmar-Mathis has found, keeps the radio and the television set in different rooms, so that the family actually has to move from one to the other, according to whichever one they want to listen to. Constant emphasis on the related usefulness of the two makes sense to a customer, and has sold dozens of tabletop radios every month.

exclusive representation for Sherwood, Garrard, Magnavox, James B. Lansing speakers and the Pilot lines.

A D. J. FAVORITE FROM COAST TO COAST

THINGS I DIDN'T SAY

PUBLISHED BY
SHAPIRO-BERNSTEIN



b/w POLLY PLAYS THE KETTLE DRUM Jamie #1169

THE JORDAN BROTHERS

Jamie / Guyden DISTRIBUTING CORP.

1330 W. GIRARD AVE.

PHILADELPHIA 23, PA.

CENter 2-8383

VOX JOX

By JUNE BUNDY

DEEJAY POLL: As most jockeys probably know, The Billboard's annual record artists popularity poll will be published in mid-December. If you haven't filled in your ballot, please do so immediately and mail it in. If you haven't yet received your ballot, please let us know (utilizing station letterhead paper) as soon as possible and we'll send you one. Address all mail to DeeJay Poll, The Billboard, 1564 Broadway, New York 36, N. Y.

THIS 'N' THAT: Mary Clinton, who was thrush Betty Johnson's girl Friday before she (Miss Clinton) went into record promotion, has set up her own disk promotion service with Jack Ferra in Chicago. Interestingly Clinton & Ferra have another Johnson—Suzanne Johnson—under contract, who also started as a sacred singer. Clinton & Ferra service Midwestern radio and TV stations, deejays and record hops. They also offer a special Christmas Cards addressing and mailing service from artists to jocks.

CHANGE OF THEME: Allen Collier is new program director at KOMA, Tulsa, Okla. . . . Phil Ladd, formerly program director of CHUM, Toronto, Canada, has crossed the border and is now programming for WOND, Pleasantville, N. J. . . . Eddie Gale, formerly with KELP, El Paso, Tex., has joined WPLO, Atlanta, as early morning spinner and promotion director; while another ex-KELP spinner, Al Kuenzi, has taken over WPLO's all-night show. Also new at WPLO—in the afternoon time slot—is Ron (Waldo) Bowen from WBRC, Birmingham.

Henry Carr is emceeing a new weekend jazz show on KMAC, San Antonio, thereby giving the station a thoroughly diversified programming picture. Joe Anthony handles rhythm and blues; Eddie (E.D. The D.J.) Daniels, "Top 40" pop, and Charlie Walker, country and western. The boys report: "We try to please all audiences down here in Texas." . . . Also active on the jazz scene is Gene Feehan who starts his third consecutive year this month as emcee of "Speaking of Jazz" over WFUV-FM, New York. In addition to the weekly 10-11 p.m. jazz record show, Feehan handles public relations for the Fred Gretsch Manufacturing Company, a leading musical instrument manufacturing and distributor.

Larry Jaye (Jarvis) is pop jock at WIRV, New Irvine, Ky., station. Jaye, 32, was formerly with WXLB, Adak, Alaska, while he was in the Navy. Jaye says the station "needs all types music baldy—especially c.&w." . . . Errol Garner has taped a series of spots which will be aired over CBS' "Dimension" program this month. . . . Ted Hallaman, formerly with WFMJ, Youngstown, O., is now with WGAR, Cleveland, emceeing "Cleveland, Saturday Night," a disk-interview show. His guests have included Louis Jordan, Harry Tobias and Blossom Dearie.

Judith Lawton has replaced Dotty Abbott as manager of KNDI, Honolulu's all-fem station. For personal reasons, Miss Abbott must return to the mainland. Miss Lawton went to Hawaii earlier this year as assistant to the radio-TV director of a local advertising agency, Vance-Fawcett Associates. She started as an announcer-newscaster in New Orleans, and has since served as public relations head of KFI, Los Angeles, and a writer-newscaster at KABC, Los Angeles. As one of the West Coast's leading newscasters she won a Peabody Award.

Tom Murphy has a new show on KOIL, Omaha, from 7 p.m. to midnight. Also new at KOIL is Irving Harigan, who pilots the midnight to 5:30 a.m. time period. . . . New station manager of KFMB-FM, San Diego, Calif., is James E. Fox, who has been assistant sales manager of that outlet since 1959. . . . Bruce Morrow, formerly with WINS, New York, has replaced Bob Green in the 7-11 p.m. time slot on WINZ, Miami. Green recently retired from broadcasting to manage the career of his new wife, Anita Byant.

Bob Leonard, program director of WKNB, Hartford, Conn., has taken over as instructor of the public speaking course given every year by the Hartford Branch of the American Banking Institute. . . . Bob Callan, WMCA, New York, did his October 14 program from Martin's Paint Store in Levittown, Long Island, N. Y., marking the store's grand opening. . . . Jerry McCarthy, WHO, Houlton, Me., has moved into a new time period—7:15-11:55 p.m. . . . Randy Hall, KDKA, Pittsburgh, is now handling the 4-7:45 p.m. time seg on Sundays. . . . Al Newman is new production co-ordinator in program department of KSFO, San Francisco.

GIMMIX: Garry Lawrence, WNOR, Norfolk, Va., sponsored a Lawn Hop recently on the station's front lawn. The hop was attended by 1,500 teen-agers who enjoyed free food and soft drinks. Lawrence said the station has enjoyed considerable success with a win-a-date-with-Fabian-or-Brenda-Lee-contest, in conjunction with a scheduled local personal appearance by the two young stars November 5.

DEEJAY DISKERS: More and more deejays are doubling as disk artists. For example, Jack Roberts, KNBX, Seattle, recently signed a long term contract with Rendezvous Records of Hollywood. Appropriately, Roberts, who has never recorded before, says his favorite recording artist is Wink Martindale, who emcees a regular TV disk hop from Pacific Ocean Park in Ocean Park, Calif. Meanwhile, Mercury artist Rod Bernard has joined the deejay ranks on new station KXKW, Lafayette, La. Jim (Green Door) Lowe, who recently moved from Dot to Decca, emcees a daily two-hour show on WNBC, New York. Clay Cole, new Roulette artist, emcees a daily TV hop on WNTA, New York. Alan Riddle of WESC, Greenville, S. C., is artist and repertoire director of Plaid Records and also records for that label.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Slatkin Scores With Theme From Sundowners

Felix Slatkin's musical career began in St. Louis at the early age of seven when his father gave him his first violin. By the time he was 10, he was a concert violinist playing recitals all over the U. S.

After graduating from Curtis Institute of Music in Philadelphia, where he studied under such noted teachers as Efron Zimbalist and Fritz Reiner, he returned home as assistant concertmaster of the St. Louis Symphony Orchestra. During this time he won a contest as a soloist in the Hollywood Bowl.

Since then he has worked with many film studios and record companies in addition to serving in the Army Air Corp in the Second World War.

In November, 1959, Slatkin joined Liberty Records as an a.&r. producer and artist. His current single of "Theme From the Sundowners" is rapidly rising on the "Hot 100."



U. S. Bonds Selling More Than Records

U. S. (Ulysses Samuel) Bonds is 21 years old and was born in Jacksonville, Fla. He started singing at the age of nine for his church choir.

The young chanter has been a resident of Norfolk for the past 12 years singing in various local clubs.

Bond's novelty waxing of "New Orleans" on the Legrand label has bounded on to the "Hot 100" and is rapidly climbing the chart.

Many jockeys are using the artist's name in connection with promotions to have teeners buy more United States Government Bonds. Result: Teen-agers are buying more bonds and more of Bonds' disk.

YESTERYEAR'S TOPS—

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

OCTOBER 28, 1950

1. Goodnight, Irene
2. Harbor Lights
3. Mona Lisa
4. All My Love
5. Can Anyone Explain
6. Play a Simple Melody
7. La Vie En Rose
8. Sam's Song
9. Bonaparte's Retreat
10. Our Lady of Fatima

OCTOBER 29, 1955

1. Yellow Rose of Texas
2. Love Is a Many-Splendored Thing
3. Autumn Leaves
4. Moments to Remember
5. Shifting, Whispering Sands
6. Suddenly There's a Valley
7. Seventeen
8. Ain't That a Shame
9. He
10. Wake the Town and Tell the People

MUSIC AS WRITTEN

New York

Jazz critic and writer Leonard Feather moves to the West Coast permanently this week. . . . E. B. Marks has purchased Westbrook and Eastbrook Music, two publishing firms specializing in seasonal and children's music. Firms were started in 1953 by Bill Simon, now manager of the RCA Victor pop album club, and recording exec Hecky Krasnow. . . . The Mal Braverman office is now handling Billy Eckstine's publicity. . . . Richard Rodgers has established a Rodgers and Hammerstein award for the greatest contribution made to the theater in 1960 by any man or woman living in the five-State area of Texas, Louisiana, Oklahoma, New Mexico and Arkansas. . . . Obie Benton of Lakeland, Fla., has started a new label, Rainbow. Artists set for the label, with initial release due in January, 1961, are: The Highlanders, Russell Durden, Sharon Durden and manager Benton himself.

George Jessel is making appearances at department stores in the cities he visits to promote his new album on Palette. Last week he pulled big crowds at Alexander's two New York stores, according to Palette exec Irwin Robinson. . . . Madame H. De Rieux, director of Societe A.R.E.A., RCA's record license in France, was feted by Victor execs here on her short visit to the U. S. last week. . . . Latin-American star Libertad Lamarque, from Argentina, packed them in during her recent theater engagements in New York City. Thrush waxes for RCA Victor's international label. . . . Hank Thompson and His Brazos Valley Boys have been set for a 15-day engagement at Harom Air Force Base, Stephenville, Newfoundland, October 31 to November 14. . . . Wanda Jackson has been set for a return engagement at Las Vegas' Golden Nugget in December, and will play and additional 20 weeks at the club during 1961.

Tommy Russell, long a personal manager, has been named president of a new label, Dwain Records. First release on the label will feature comic Jay Jayson. In the management field Russell has brought over to the States English vocal starlet Kathy Keegan, who is set for a string of club dates here. . . . Bob Musselman, lead singer of the Tretones, entered the Ohio Tuberculosis Hospital, in Columbus, Ohio, last week. He would appreciate a note from friends. . . . Gloria Lynne opens at the Lake Meadows Club in Chicago October 26. . . . Jimmy Mosby is now on the Kapp label. . . . Gil Evans and ork are now at the Jazz Gallery in New York. . . . Starway is the new subsidiary label of Melvin Mills' Make-A-Tune firm. First artist is Andy Thomas. . . . Erroll Garner opens at the Crescendo in Hollywood November 4. January 9 the pianist starts his spring concert tour.

Dave Wynshaw is the new branch manager of the Los Angeles branch of Columbia Records Distributors. . . . Walter Alshuk has been named field sales representative for RCA Custom Records. . . . The Tex Beneke crew has waxed the score of the flick "The Alamo" for Camden Records. Ray Martin did the arrangements. . . . Salesman Sy Lerner of Essex Distributors in Newark, and wife Rita, became the parents of a daughter, Liza, two weeks ago. . . . Adam Wade will open at the Roundtable in New York November 7. . . . The well-known law firm of Abeles and Bernstein has been dissolved. Arnold J. Bernstein has opened his own office on Madison Avenue, while Julian T. Abeles will continue his own business at the old office in the Squib Building in New York. . . . Chief Warrent Officer Charles Brown will represent Apollo Records in Nashville when he leaves the service in November. Brown has been radio-TV director for the U. S. Army and U. S. Air Force recruiting service for the past eight years and has produced many of the service national radio shows.

Johnny and the Hurricanes are on a 10-day tour of Canada. . . . Mills Music has garnered exclusive representation of the entire catalog of the Associated Board of the Royal Schools of Music of London. Catalog contains editions of Donald Francis Tovey of Bach Preludes and Beethoven Sonatas. . . . Mort Sahl's national tour is doing well. Last week Sahl and the Limelighters drew 5,000 to the Northrup Auditorium in Minneapolis. Sahl and the singing group played to a big crowd at Town Hall in New York on Saturday (22). . . . The Julliard String Quartet will cut the first waxing of Elliott Carter's Second Quartet for RCA Victor. . . . Violinist Jaime Laredo has recorded two Prokofieff Sonatas accompanied by his wife, Ruth, for RCA Victor. . . . James Head is the newly appointed manager of RCA Custom Sales for the Eastern region. Bob Rolontz.

Nashville

RCA Victor Studio's popular Juanita Jones was painfully injured in a car smash-up last week, but was on the job just the same. Out of action, however, was RCA Custom's Eddie Jackson, recovering from a tonsillectomy. . . . M-G-M's Jaye P. Morgan has been in for recent sessions at the Bradley Studio. . . . Owen Bradley last week directed a session for Decca, with Kitty Wells' son, Bobby Wright, etching. . . . Tree Music's Buddy Killen has just returned from a promo trip to plug his firm's Jim Reeves RCA Victor release, "I Missed Me," reportedly going strong for the artist. . . . Teddy and Doyle Wilburn are excited over their Sure-Fire Music's Flatt and Scruggs release, "Polka on a Banjo." . . . Decca's Bill Monroe cut sessions recently at the Bradley Studio, and M-G-M's Mark Dinning was in there for same.

Bradley Studio's Harold Bradley, Sid O'Berry and Selby Coffeen have been busy shooting and taping series of U. S. Army's shows, with Army's Charlie Brown in town to direct. . . . Acuff-Rose Publications' Joe Lucas has been on a promo trip in the Eastern States. . . . RCA Victor vice-prexy, W. W. Bullock, was in last week for a visit with Chet Atkins. . . . Bobby Boyd will open offices here January 1 to promote Artists & Talent Productions, Inc., and Boyd Records.

(Continued on page 34)



Bill Black
DON'T BE CRUEL
HI RECORDS #2026

Roy Orbison
BLUE ANGEL
MONUMENT RECORDS #425

Mantovani
Irma La Douce
LONDON RECORDS #1947

Frank Chacksfield
THEME FROM DARK AT THE TOP OF THE STAIRS
#1945
LONDON RECORDS

Robin Wilson
THE NERVOUS AUCTIONEER
#426
MONUMENT RECORDS

Ken Dodd
LOVE IS LIKE A VIOLIN
#1942
LONDON RECORDS

The Escorts
LEAKY HART AND HIS RED GO-KART
#4005
SCARLET RECORDS

ANTHONY NEWLEY
IF SHE SHOULD COME TO YOU
#1929
LONDON RECORDS

NEW RELEASES FROM THE LONDON GROUP

The Clippers
Good-Night Irene
#210
BEACON RECORDS

Pat O'Day
HEAVENLY HAWAII
B/W
Missouri Waltz
#109
SEVILLE RECORDS

The Flairs
JUMP AND BUMP
B/W
What Do You Want If You Don't Want Love
#8607
Felsted RECORDS

BUCKY BROWN
DREAM DATE
B/W
Everybody Has A Dream
#610
XYZ RECORDS

Teen Queens
POLITICIAN
B/W
I'm A Fool
#4015
ANTLER RECORDS

Dick Flood
CARITA
B/W
Cow Poke
#427
MONUMENT RECORDS

Bill Black: SOLID and RAUNCHY EP—#HE 22003 LP—#HL 12003 **HI** RECORDS

LONDON RECORDS, INC. 539 WEST 25th STREET, NEW YORK 1, NEW YORK

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

JEANNE BLACK, the pretty, red-haired Mount Baldy, Calif., girl who was unknown a few months ago, is the subject of a new Capitol Records album titled *A Little Bit Lonely*. It's Jeanne's initial album release and includes, of course, her two hits, *He'll Have to Stay* and the more recent *Lisa*. The title selection, *A Little Bit Lonely*, is the only new song on the LP. It was written especially for Miss Black by Joe Allison, who wrote *He'll Have to Stay* (a woman's answer to another of Joe's compositions, *He'll Have to Go*, the Jim Reeves hit). Jeanne also has a new single working for her, *You'll Find Out*.

ANITA BRYANT just closed a successful engagement at Blinstrub's in Boston on the 23rd and is headed for appearances at the Louisiana State Fair in Shreveport, October 26 thru 30. And on November 11 thru 19 she will play the Twin Coaches Club, just outside Pittsburgh. You can be sure she will sing her hits, *Till There Was You*, *Paper Roses*, *In My Little Corner Of The World*, and her newest, *One Of The Lucky Ones*, as part of her performance. This series of club appearances marks a new phase in the career of the Carlton Records' singing star.

JOHNNY BURNETTE has two strong sides to follow-up his recent hit, *Dreamin'*. Titles are *I Beg Your Pardon*, a ballad with good lyrics, b-w *You're Sixteen*, an up-tempo effort. Born in Memphis, Johnny and his recording artist brother, Dorsey, now make their home in Hollywood. Liberty Records recently put out a first Burnette album, *Dreamin'*.

BIRTHDAYS OF THE WEEK:
Oct. 25, Jeanne Black. Oct. 26, Mahalia Jackson, Tony Pastor, Charlie Barnet. Oct. 29, Neal Hefti.

FREDDY CANNON continues to climb Billboard's Hot 100 chart with his latest from Swan Records, *Humding*. Freddy's new album, *Sings Happy Shades Of Blue*, is out and it features a group of tunes with blue in the titles. Freddy is currently touring with GAC's *Biggest Show Of Stars Package* which stars Freddy, Fabian, Duane Eddy, Brenda Lee, among others. On October 24 they play Atlanta; 25th, Municipal Auditorium, Greenville, S. C.; 26th Municipal Auditorium, Charleston, W. Va.; 27th, Hershey Sports Arena, Hershey, Pa.; 28th, Akron Armory, Akron; 29th, Memorial Auditorium, Utica, N. Y.; 30th, Forum, Montreal; 31st, Maple Leaf Gardens, Toronto; November 1, Syria Mosque, Pittsburgh; 2nd, Memorial Coliseum, Winston-Salem; 3rd, Coliseum, Charlotte, N. C.; 4th, Reynolds Coliseum, Raleigh; 5th, Municipal Auditorium, Norfolk, and on the 6th, the Mosque, Richmond.

PAUL EVANS, young singer from Queens, N. Y., is on the scene with a cute tune titled *Hushaby Little Guit*. It's sung with brightness by the chanter. Flip is *Blind Boy*. Previous hits for the Guaranteed Records recording artist include *Seven Little Girls Sittin' In The Back Seat*, *Midnight Special*, and *The Brigade of Broken Hearts*. He also has an album on the market, *Hear Paul Evans In Your Home Tonight*.

EVERLY BROTHERS: This time it's Cadence Records' turn to release an Everly Brothers record. Altho the boys are presently under contract to Warner Bros. Records, the two record companies have agreed they would not release any records simultaneously, they would wait a reasonable period of time between releases. According to Billboard, their new one from Cadence (one Cadence had in the can), *Like Strangers* b-w *Brand New Heartache*, will continue their hit string. Incidentally, *Like Strangers* was written by one of the top writers in the business, Boudleaux Bryant. He wrote the Everly hits *Bye, Bye Love* and *Wake Up Little Susie*. Phil and

his older brother Don have been taking acting lessons in preparation for their break into films, a stipulation written into their 10-year Warner Bros. contract.

BOBBY DARIN is one of the few singers born of the rock 'n' roll era to emerge as an all-around showman in various entertainment mediums. His personal magnetism, which has made him a top night club and television attraction, is being devoted to yet another outlet, motion pictures. Currently, Bobby is in Rome making his first film, *Come September*, in which he co-stars with Rock Hudson, Gina Lollobrigida and Sandra Dee. It was in 1958 when Bobby first scored on the record scene with his million seller *Splish Splash*. Since then, he has gone on to sell a million copies of *Dream Lover*, *Queen Of The Hop* and *Mack The Knife*. His newest single, *Artificial Flowers and Somebody To Love*, are climbing Billboard's Hot 100 Chart. His latest album is for Teen-Agers Only, Atco Records' answer to the demand from Bobby's teenage fans for the rock 'n' roll Darin. The Billboard rates the LP a Spotlight Winner.

STEVE LAWRENCE & EYDIE GORME: The wealth of talent and personality contained in this showbiz husband and wife team is finding a very receptive audience in the night clubs. Since Steve's discharge from the Army a little over a month ago, the duo have been rehearsing a new act which they opened at the Lotus Club in Washington earlier this month. They are currently performing at the Copa in N.Y.C. thru Nov. 10. Don Costa, a.k.a. chief for United Artists Records (their record label), wrote the musical arrangements for the act. They are booked to appear at the Latin Casino, Phila., and the Americana in Las Vegas.

BRENDA LEE does it again! The 15-year-old Miss made the Number One spot on The Billboard's Hot 100 Chart this week with her Decca recording of *I Want To Be Wanted*. Her first trip to the top of the Hot 100, you will recall, was with *I'm Sorry*. Her newest hit is in a new album release, *This Is Brenda*. This makes three LP's for Miss Lee: *Grandma What Great Songs You Sang!* and *Brenda Lee* were the first two.

MANTOVANI, London Records' distinguished conductor, and his ork offer their rendition of *Irma La*

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

DOUCHE, title theme music from the new Broadway hit import musical. It's a smart styling by the Mantovani strings with a musette accordion sound up front.

TOBIN MATTHEWS is a 19-year-old Calumet City, Ind., vocalist-band leader making his bow with *Ruby Duby Du*, theme from the movie *Key Witness*. Side has an effective sound with guitar and sax alternating in the lead. The Billboard rates it a Spotlight Winner. Here's how Tobin came to record the tune: He saw the movie in early Oct. at a Chicago theater and was so intrigued by *Ruby Duby Du* that he collected some musician friends and cut his own version of the melody, took it to Mel London of Chief Records and sold him on the record.

JOHNNY PRESTON has two strong sides on his newest from Mercury, *Charming Billy*, an attractive adaptation of the oldie, *Billy Boy*, b-w *Up In The Air*, a bright tune with stand-out fiddle work. It rates a Billboard Pick. Johnny hails from Port Arthur, Texas, and scored first with *Running Bear*.

PROMOTION DAYS & WEEKS:
Oct. 24 is United Nations Day—by Presidential Proclamation. It is also the start of National Honey Week. Oct. 25 is Thanksgiving Day in the Virgin Islands. Oct. 27 is Navy Day. Oct. 28 starts National Pretzel Week. Oct. 30 is Reformation Sunday and Trick or Treat or Begger's Night.

Be Back in the next issue.

Tom Rollo

THIS WEEK'S NEW Money Records

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

SINGLES

DON'T GO TO STRANGERS—Andy Williams Cadence
FORTUNE COOKIE—Big Chinaman Kapp
GEE WHIZ—The Innocents Indigo
GROOVY TONIGHT—Bobby Rydell Cameo
RUBY DUBY DU—Tobin Matthews Chief
SWAY—Bobby Rydell Cameo
SUZIE WONG—Ames Brothers RCA Victor
THE MADISON TWIST—Charlie Hoss and the Ponies Columbia
THINGS I DIDN'T SAY—The Jordan Brothers Jamie
WHERE THE HOT WIND BLOWS—Ames Brothers RCA Victor
WONDER BY NIGHT—Berk Kaempfert Decca
WONDER BY NIGHT—Louis Prima Dot
YOU DON'T WANT MY LOVE—Andy Williams Cadence

ALBUMS

CHRISTMAS ALBUM—Ella Fitzgerald Verve
G. I. BLUES—Elvis Presley RCA Victor
THE ALAMO—Dimitri Tiomkin Columbia

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

MUSIC AS WRITTEN

Continued from page 32

Drummer Buddy Harman will join Bobby in the Nob Hill Publishing Company.

The Browns' recent RCA Victor etching, "Send Me the Pillow You Dream On," was penned by RCA Victor artist **Hank Locklin**, who has been in town for an album session. . . . **Winthrop Rockefeller** staged a big party at his Arkansas home, Winrock Farms, Monday (17), with neighbor **Jimmie Driftwood**, an honored guest, along with such names as **Kathryn Grayson**, **Tex Ritter**, **Connie Moore**, the **King Sisters**, **Matty Harman**, **Ralph Strain**, members of the **Tommy Scott** orchestra and others. . . . **Kenny Marlowe** infos that deejays may receive copies of the new **Gary Warren** Image release, "The Mermaid Caper," by writing to him at 617 Exchange Building, Nashville. . . . **Starday Sound Studio's Don Pierce** reports that the studio has had a busy schedule of sessions, with several new Starday LP's slated to be released this month in four-color covers. Pat Twitty

Cincinnati

Louisville songwriter, **John Young**, and **Boyd Bennett**, Mercury recorder and band leader, in town Monday (17) to huddle with **Harry Carlson**, Fraternity Records chief, over a bevy of new tunes. Young is the writer of "Seventeen," which Bennett vocaled to hit proportions on the Mercury label a few years back. . . . **Paul Carlson**, former road man for Fraternity here, has returned to his old Los Angeles haunts, where he's currently weighing propositions from several music firms. . . . **Liberace** heads up the new show which opened Friday (21) at Beverly Hills, Southgate, Ky. . . . The **Charlotte Politte Trio** last week moved into the **Gibson Girl Lounge** of the **Sheraton-Gibson Hotel** to inaugurate the room's new name jazz policy. . . . **William Hansher**, vice-president in charge of engineering for the **Taft Broadcasting Company**, has announced the appointment of **Gene R. Liggett** as staff engineer of the firm's home office engineering division here, which has complete authority over all engineering installations and facilities of Taft properties in five markets.

Shelley Berman, supported by the **Cumberland Three**, pulled a rousing 3,300 paid with his "concert of comedy" at the 3,600-seat **Music Hall** here Sunday night (16), a record in this town for what virtually amounts to a one-man show. Local 1, AFM, refused to recognize the concert billing. It classified **Berman's** performance as vaudeville and, as a result, he had to hire 12 standby musicians he didn't need. Nevertheless, all concerned were happy with the b.-o. results. . . . The **Stan Kenton** and **Count Basie** bands, in the midst of a 10-week road trek that includes 23 battle-of-music dates, engage in their music joust at **Taft Auditorium** here Thursday (27). . . . **Skin-beater Dee Felice** mulling plans to acquire the old **Prophet Coffee House** here to convert it into a straight jazz club. Bill Sachs

Hollywood

In appreciation of **Hy Kanter's** (Leo Feist) hard work on his "Alamo" score, **Dimitri Tiomkin** is taking the publisher with him as his guest on a two-week trip to Europe. It will be Kanter's first glimpse at across-the-equator lands.

Warner Bros. Records stands to get the movie soundtrack rights to "Music Man." Its picture-making parent firm bought the Broadway musical for filming. Movie will be issued in 1962, or after **Capitol Records'** hold on some of the original cast artists' recording rights will have expired. "Music Man" gave **Capitol** one of its all-time best-selling LP's.

Jim Reed signed **Jim Ameche** to handle narration on LP's he will produce and sell to other labels for release. He will re-record Ameche's "The First Christmas" and is talking to several majors for a releasing deal. . . . **California Record Distributing** has acquired distribution of **Ty Terrell's** "The Scratch," recorded for the **Lute** label. **CRD's** ad and promotion manager **Gene Simmons** last week added **Sonny Bono** to his staff to help him in the promotion field. **Bono** is an ex-a.&r. director for **Specialty Records**.

Chicago

Merle Davis, veteran record man, has gone with **Tops Records** as **Northern Ohio** sales representative. . . . **Howard Kaufman** has returned to **Mercury's** **Cleveland** branch as salesman after serving his Army stint. . . . **Carmen McRae** has signed with **Mercury** with her first release due October 27. She'll follow with an album soon. . . . **Robert L. Bradford** has been named production supervisor for **WGN radio** here. . . . **Isaac Stern**, guest artist with the **Israel Philharmonic Orchestra** at the **Palmer House**, October 31, will be presented with a silver bow, hand-wrought in Israel, in honor of his 25th anniversary on the concert stage.

Tobin Matthews, artist on **Chief Records'** **Rubi Dubi Du**, is a 19-year-old rock-n-roller from **Calumet City, Ind.**, named **Willie Henson**. Could be coincidence, but inspiration for **Henson's** name might have come from **Chief's** **Chicago** distributor, **Paul Glass**, who has an 18-month-old son—**Tobin Matthews Glass**. . . . **Playboy** magazine's November issue carries a new panel discussion feature. Kick-off subject is "Narcotics and the Jazz Musician," with some provocative opinions from panelists **Stan Kenton**, **Duke Ellington**, **Nat Adderley**, **Cannonball Adderley**, jazz critic **Nat Hentoff**, **Dizzie Gillespie**, **Shelly Manne**, **Billy Taylor**, **Jimmy Giuffre**, **Maxwell T. Cohen**, attorney and legal expert on narcotics addiction and **Dr. Charles Wnack**, secretary to the **National Advisory Council on Narcotics** and director of research of **Narcotics Addiction Research Project**.

Amos Heilicher, boss of two record distributorships in **Minneapolis**, two in **Miami**, and owner of **Soma Records**, is combining

(Continued on page 55)

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

TENDERLOIN

A NEW MUSICAL COMEDY

"ZESTFUL, RACY MUSICAL. BROADWAY'S NEWEST HIT. IT'S A GRAND FUN SHOW!"
 —Chapman, Daily News

"RIP-ROARING! A WHOPPER OF A MUSICAL. ANOTHER GEORGE ABBOTT SMASH." —Aston, World-Tele. & Sun
"MAURICE EVANS IS PERFECTLY AT HOME IN THE WORLD OF MUSICAL COMEDY." —Kerr, Herald-Tribune
"VIRTUE vs. VICE TO MUSIC. The songwriters who were responsible for 'Fiorello!', have supplied material that has color and flavor in its own right. Maurice Evans sings quite well." —Taubman, Times

"ZIP, SPARKLE & AN INFECTIOUS SCORE." —Glover, Associated Press
"Attractive songs by Jerry Bock and Sheldon Harnick, charming period sets and costumes by Cecil Beaton, brisk and imaginative expert direction by George Abbott." —Watts, Post

"A ROWDY MUSICAL ABOUT THE SIN BELT IN THE 1890's." —Gaver, U.P.I.
"ONE OF THE SUREST HITS THAT'S EVER COME TO TOWN!" —Bennett Cerf, WNEW

"The Town's New Musical Hit! A delight—with the performers all absolute perfection. GET TICKETS NOW, DON'T WAIT."
 —Kilgallen, Jr., Amer.

ROBERT E. GRIFFITH & HAROLD S. PRINCE present
MAURICE EVANS
 in
TENDERLOIN
 A New Musical Comedy
 Based on the novel by Samuel Hopkins Adams
 with
RON HUSMANN
 WYNNE MILLER EILEEN RODGERS LEE BECKER
 REX EVERHART EDDIE PHILLIPS ROY IRENE BECKER
 RALPH DUNN FANT KANE
 Book by **GEORGE ABBOTT** and **JEROME WEIDMAN**
 Music by **JERRY BOCK**
 Lyrics by **SHELDON HARNICK**
 Dances and Musical Numbers Staged by **JOE LAYTON**
 Sets and Costumes by **CECIL BEATON**
 Musical Direction **HAL HASTINGS** Orchestration **IRWIN KOSTAL** Dance Music Arranged by **JACK ELLIOTT**
 Production Directed by **GEORGE ABBOTT**
 Original Cast Album by Capitol Records



PRICES: Mon. thru Thurs. Evgs.: Orch. Divans \$8.60; Orch. \$8.35; Mezz. \$7.50, 6.90; Balc. \$5.75, 4.60, 4.05, 3.45. Fri. & Sat. Evgs.: Orch. Divans \$9.60; Orch. \$9.40; Mezz. \$7.50, 6.90; Balc. \$5.75, 4.60, 4.05, 3.45. Wed. Mats.: Orch. Divans \$5.00; Orch. \$4.80; Mezz. \$4.05; Balc. \$3.45, 2.90. Sat. Mats.: Orch. Divans \$5.75; Orch. \$5.40; Mezz. \$4.60; Balc. \$4.05, 3.45. (Tax Incl.) Enclose self-addressed envelope.

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 226 WEST 46th STREET, NEW YORK 36, N.Y.

MAIL ORDERS FILLED THRU JULY 1, 1961



is proud to present these outstanding new singles from Broadway's newest smash hit **TENDERLOIN**

★
 Tennessee Ernie Ford
 singing
BLESS THIS LAND
 and
LORD OF ALL CREATION
 4468

★
 Peggy Lee
 singing
GENTLE YOUNG JOHNNY
 4449

★
 Janice Harper
 singing
GOOD CLEAN FUN
 4462

★
 Jonah Jones & June Christy
 teamed up on
TOMMY, TOMMY
 4457

★
 Guy Pastor
 singing
LOVELY LAURIE
 4450

★
 Dakota Staton
 singing
FIRST THINGS FIRST
 4465

★
 And watch for the **ORIGINAL BROADWAY CAST ALBUM** and other exciting LP versions of **"TENDERLOIN"** on Capitol

P. S.: Capitol offers its heartiest congratulations to young Bobby Darin, one of the finest new stars in the entertainment world, and to the Atco label for their smash hit record of the great TENDERLOIN ballad "Artificial Flowers."

FOR WEEK ENDING OCTOBER 23

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. NICE AND EASY Frank SinatraCapitol W 1417	10
2		1. STRING ALONG Kingston TrioCapitol T 1407	11
3		3. BUTTON-DOWN MIND OF BOB NEWHARTWarner Bros. W 1379	24
4		4. JOHNNY'S MOODS Johnny MathisColumbia CL 1526	9
5		10. EDGE OF SHELLEY BERMANVerve MGV 15013	14
6		19. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	33
7		5. BRENDA LEEDecca DL 4039	10
8		6. KICK THY OWN SELF Brother Dave GardnerRCA Victor LPM 2239	9
9		8. PAUL ANKA SINGS HIS BIG 15ABC-Paramount LP 323	17
10		7. REJOICE DEAR HEARTS Brother Dave GardnerRCA Victor LPM 2083	18
11		16. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	38
12		9. SOLD OUT Kingston TrioCapitol T 1352	27
13		11. ENCORES—SANTO AND JOHNNYCanadian-American CAL 1002	5
14		13. DARIN AT THE COPA Bobby DarinAtco EP 4512	2
15		27. GENIUS HITS THE ROAD Ray CharlesABC-Paramount ABC 335	3
16		23. MACK THE KNIFE—ELLA IN BERLIN Ella FitzgeraldVerve MGV 4041	7
17		40. BALLADS AND RHYTHMS OF BROADWAY Johnny MathisColumbia C2L17	2
18		15. SAY IT WITH MUSIC Ray ConniffColumbia CL 1490	3
19		20. RAY CHARLES IN PERSONAtlantic LP 8039	13
20		17. LOOK FOR A STAR Billy VaughnDot DLP 3322	11

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		26. SONGS TO REMEMBER MantovaniLondon LL 3149	12
22		29. MY NAME IS JOSE JIMENEZ Bill DanaSignature SM 1013	13
23		18. MORE SONGS BY RICKY Ricky NelsonImperial LP 9122	9
24		22. CAN CAN Sound TrackCapitol W 1301	26
25		24. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LM 2393	23
26		12. MR. LUCKY Henry ManciniRCA Victor LPM 2198	31
27		14. ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	25
28		28. WOODY WOODBURY LOOKS AT LOVE AND LIFEStereoditties MW 1	34
29		31. DOWN TO EARTH Jonathan WintersVerve MGV 15011	6
30		25. PERSUASIVE PERCUSSION, VOL. I Terry Snyder and the All StarsCommand LP 800	28
31		33. PROVOCATIVE PERCUSSION, VOL. I Enoch Light and the Light BrigadeCommand RS 806	10
32		21. CONNIE'S GREATEST HITS Connie FrancisM-G-M E 3793	24
33		— THE WONDERFUL WORLD OF JONATHAN WINTERSVerve MGV 15009	26
34		30. BEN-HUR Rome Symphony Orch./SavinaM-G-M 1E1	27
35		35. SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CL 1457	18
36		36. GENIUS OF RAY CHARLESAtlantic LP 1312	32
37		38. BYE BYE BIRDIE Original CastColumbia KOL 5510	9
38		— HAWAIIANNETTE AnnetteVista BV 3303	3
39		— FOLK SONGS SING ALONG WITH MITCH Mitch MillerColumbia CL 1316	33
40		— MORT SAHL AT THE HUNGRY IVerve MGV 15012	1

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	45
2		2. INSIDE SHELLEY BERMAN, Verve MGV 15003	79
3		5. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	135
4		3. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	51
5		6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	48
6		9. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	89
7		10. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	130
8		7. HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	51
9		8. HEAVENLY, Johnny Mathis, Columbia CL 1351	58
10		4. KINGSTON TRIO, Capitol T 996	71
11		14. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	93
12		20. KING AND I, Sound Track, Capitol W 740	199
13		13. MY FAIR LADY, Original Cast, Columbia OL 5090	238
14		15. FAITHFULLY, Johnny Mathis, Columbia CL 1422	41
15		11. OUTSIDE SHELLEY BERMAN, Verve MGV 15007	48
16		19. THE MUSIC MAN, Original Cast, Capitol WAO 990	139
17		12. GIGI, Sound Track, M-G-M 3641 ST	121
18		16. OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	58
19		17. KINGSTON TRIO AT LARGE, Capitol T 1199	71
20		21. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	74
21		22. SOUTH PACIFIC, Original Cast, Columbia OL 4180	333
22		18. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	83
23		— GYPSY, Original Cast, Columbia OL 5420	57
24		23. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	63
25		— SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	119

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. NICE-AND EASY Frank SinatraCapitol SW 1417	9
2		1. STRING ALONG Kingston TrioCapitol ST 1407	10
3		3. BONGOS Los AdmiradoresCommand S 809 SD	9
4		10. PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All StarsCommand RS 808 SD	10
5		7. SOLD OUT Kingston TrioCapitol T 1352	26
6		5. LOOK FOR A STAR Billy Vaughn OrkDot DLP 25322	9
7		8. GRAND CANYON SUITE Morton GouldRCA Victor LSC 2433	15
8		9. PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light BrigadeCommand RS 810 SD	6
9		6. JOHNNY'S MOODS Johnny MathisColumbia CS 8326	8
10		12. CAN CAN Sound TrackCapitol SW 1321	14
11		14. WHITE SATIN George ShearingCapitol ST 1334	6
12		11. ELVIS IS BACK Elvis PresleyRCA Victor LSP 2231	7
13		16. IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	26
14		23. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LSC 2393	24
15		13. AMERICAN SCENE MantovaniLondon PS 182	28

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		18. SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CS 8251	14
17		15. BEN-HUR Rome Symphony Orch./SavinaM-G-M 1E1	23
18		20. OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	24
19		— MACK THE KNIFE—ELLA IN BERLIN Ella FitzgeraldVerve MGVS 6163	1
20		30. BALLADS AND RHYTHMS OF BROADWAY Johnny MathisColumbia C2S 803	4
21		19. LATIN A LA LEE Peggy LeeCapitol ST 1290	18
22		21. STEREO CONCERT Kingston TrioCapitol ST 1183	6
23		28. DARIN AT THE COPA Bobby DarinAtco S 112	2
24		25. THIS IS DARIN Bobby DarinAtco SC 115	25
25		27. MUSIC FOR READING George Melachro StringRCA Victor LSP 1002	17
26		— BONGOS, FLUTES AND GUITARS Los AdmiradoresCommand S 812	1
27		24. WITH THESE HANDS Roger WilliamsKapp KS 3030	22
28		— WILD IS LOVE Nat King ColeCapitol SWAK 1392	1
29		22. PARTY SING ALONG WITH MITCH Mitch MillerColumbia CS 8138	24
30		29. MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schory's New Percussion EnsembleRCA Victor LSP 1866	23

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command RS 800 SD	40
2		1. PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SD	40
3		3. SOUND OF MUSIC, Original Cast, Columbia KOS 2020	42
4		4. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	75
5		5. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	49
6		7. HEAVENLY, Johnny Mathis, Columbia CS 8152	57
7		17. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	56
8		6. MY FAIR LADY, Original Cast, Columbia OS 2015	75
9		9. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	71
10		10. FILM ENCORES, VOL. I, Mantovani, London PS 124	63
11		12. MUSIC MAN, Original Cast, Capitol SWAO 990	57
12		15. OKLAHOMA! Sound Track, Capitol SWAO 595	60
13		8. KING AND I, Sound Track, Capitol SW 740	62
14		11. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	3
15		19. THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia MS 6068	3
16		18. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	5
17		— KINGSTON TRIO AT LARGE, Capitol ST 1199	5
18		— FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	4
19		— 'S AWFUL NICE, Ray Conniff, Columbia CS 8001	3
20		— FLOWER DRUM SONG, Original Cast, Columbia OS 2009	3

BEST SELLING STEREOPHONIC LP'S

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 1
Assorted Artists, RCA Victor LM 6074
2. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
3. GROFE: GRAND CANYON SUITE
Morton Gould, RCA Victor LM 2433
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
5. SCHUMANN: CONCERTO IN A MINOR
Van Cliburn, RCA Victor LM 2455
6. RAVEL: BOLERO
Boston Symphony Orchestra (Munch), RCA Victor LM 1984
7. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
8. THE LORD'S PRAYER
The Mormon Tabernacle Choir (Condie), Columbia ML 5386
9. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
10. SIXTY YEARS OF SONG HITS, VOL. 2
Assorted Artists, RCA Victor LM 6088

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
2. GROFE: GRAND CANYON SUITE
Morton Gould, RCA Victor LSC 2433
3. TURANDOT
Tebaldi, Nilsson, Bjoerling, Tozzi, Rome Opera House Ork, Leinsdorf, RCA Victor LSC 6149
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
5. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
6. SCHUMANN: CONCERTO IN A MINOR
Van Cliburn, RCA Victor LSC 2455
7. THE LORD'S PRAYER
The Mormon Tabernacle Choir (Condie), Columbia MS 6068
8. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
9. ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT (Everything But the Beer)
Boston Pops Orchestra (Fiedler), RCA Victor LSC 6082
10. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

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

- (Stereophonic)
1. 101 Strings Play the Blues
Stereo Fidelity SF 5800
 2. Soul of Spain, Vol. 1
101 Strings...Stereo Fidelity SF 6600
 3. Ebb Tide
Frank Chacksfield, Richmond S 30078
 4. 101 Years of Familiar Songs
101 Strings...Stereo Fidelity 2 RS
 5. Soul of Spain, Vol. 2
101 Strings...Stereo Fidelity SF 9900
 6. Hawaii in Stereo
Leo Addeo Ork.RCA Camden CAS 510
 7. Silver Screen
101 Strings...Stereo Fidelity SF 7000
 8. Concerto Under the Stars
101 Strings...Stereo Fidelity SF 6700
 9. East of Suez
101 Strings...Stereo Fidelity SF 11200
 10. The Music Man
Various ArtistsLion SL 70091
- (Monophonic)
1. Soul of Spain, Vol. 1
101 Strings.....Somerset P 6600
 2. Ebb Tide
Frank Chacksfield, Richmond M 20078
 3. Good Housekeeping Reducing Off the Record
.....Harmony HL 7143
 4. 101 Years of Familiar Songs
101 Strings.....Somerset 2 RS
 5. John MacCormick Sings Irish Songs
.....RCA Camden CAL 407
 6. Soul of Spain, Vol. 2
101 Strings.....Somerset P 9900
 7. You Do Something to Me
Mario Lanza...RCA Camden CAL 450
 8. 101 Strings Play the Blues
.....Somerset P 5800
 9. Hawaii in Hi Fi
Leo Addeo Orchestra.....RCA Camden CAL 510
 10. Perry Como Sings Just for You
.....RCA Camden CAL 440

Reviews of THIS WEEK'S LP'S

The pick of the new releases: SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

Pop

THIS IS BRENDA LEE

Decca DL 4082 — The dynamic Miss Lee has been hot with both singles and albums this year and this newest packaging will keep the string going. Here she offers her latest smash, "I Want to Be Wanted," plus such things as Fats Domino-styled readings of "Blueberry Hill," and "Walkin' to New Orleans," a fine outing on Ray Charles' "Hallelujah, I Love Him So," and "Teach Me Tonight." The gal rocks in great style and the fans should take to the set quickly. Good single possibility would be "When My Dream Boat Comes Home," already getting plays.

IRMA LA DOUCE

Original Broadway Cast, Columbia OL 5560 — This has to be one of the most engaging show albums around. While the Broadway smash has only a couple of songs which can be classified as having hit-potential in the pop sense, the score itself is replete with tuneful, catchy music which reflects the rowdy eye-winking spirit of the show. Elizabeth Seal and her cohorts have captured the freshness and vivacity on this disk, which could turn into a very big item.

THEME FROM THE APARTMENT

Ferrante and Teicher, United Artists UAL3121 — The duo piano team has been high on the singles chart with "Theme From the Apartment," which is included in this package of lushly orchestrated selections — several based on classical themes. The team's popularity in the singles field should help sales on this fine mood-music package.

SPARTACUS

Alex North, Decca DL 9092 — Alex North's stirring background music is spotlighted in this dramatic soundtrack package. The movie — a \$12,000,000 super spectacular starring Kirk Douglas, Laurence Olivier, Tony Curtis, etc.—should be a potent box office draw, which enhances the double-fold LP's sales potential.

Low-Priced Pop

BROADWAY COCKTAIL PARTY



101 Strings, Somerset P12100 — The lush instrumental technique of the 101 Strings is effectively applied to a group of sock musical comedy tunes from nine hit shows — "Music Man," "Pajama Game," "Fiorello," "Sound of Music," "West Side Story," "Bells Are Ringing," "Take Me Along," "Gypsy" and "Flower Drum Song." Strong sales potential.

Folk

ODETTA AT CARNEGIE HALL



Vanguard VSR 9076—Odetta, who appears to be on her way to greatness in the folk field, turns in some magnificent performances on this new release. The material ranges from church songs and spirituals, thru blues and even British folk items. Odetta sings them all with an intensity and feeling that is deep and moving, sometimes accompanying herself on guitar, and occasionally with backing by the chorus from the Church of the Master. "If I Had a Hammer," "Hold On" and "Gallows Pole" are outstanding. Set was waxed live at Odetta's spring concert at New York's Town Hall.

Low Price Children's

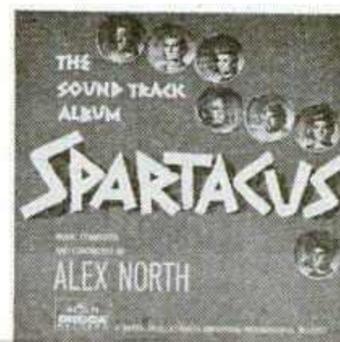
MAURICE EVANS INTRODUCTIONS TO SHAKESPEARE



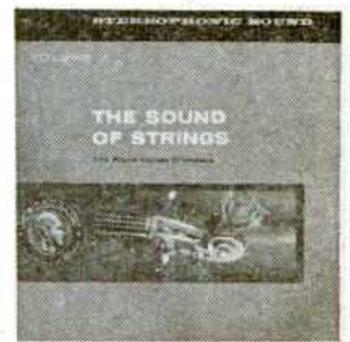
Golden LP 58 — Altho this package is aimed at the children's field, it should also attract sales from adult theater goers and dramatic students. Evans is in his usual impeccable form in a dramatic narration of "A Midsummer Night's Dream" and readings from five other Shakespeare plays—"Hamlet," "Julius Caesar," etc. May Rodgers has written some delightful music as accompaniment for nine of the Bard's songs.

(Continued on page 40)

ALBUM COVERS OF THE WEEK



SPARTACUS—The Sound Track Album, Decca DL 9092. Eye-catching double cover in red, white and gold, with full color photos included. Excellent display item for counters and windows. Timely tie-in with pic.



THE SOUND OF STRINGS, VOL. 2—The Frank Hunter Orchestra, Medallion MS-7509. Attractive cover with photo in full color on a bright blue background. Credit: James Cunningham. Prime display item for specialty or sound counters.

From out of the West

a very funny "folk" album

THE CLINGMAN CLAN at the BABOQUIVARI

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FAVORITE SMALL C&W VOCAL GROUP	MOST PROMISING FEMALE C&W ARTIST
FAVORITE C&W SONGWRITERS	

Make your reservations now!
AD DEADLINE OCT. 26

Reviews and Ratings of New Albums

★★★★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ TWENTY-SIX YEARS OF ACADEMY AWARD WINNING SONGS

Gordon Jenkins. CG CGM 1002 — Here's an eminently spinnable package for deejays with built-in nostalgia. Jenkins has dressed up 26 Academy Award tunes in fresh, imaginative instrumental treatments. Selections range from 1934's "The Continental," to 1959's "High Hopes," in chronological order. This might also prove a sales sleeper.

★★★★ ROCK-A-BALLADS

Various Artists. Cadence CLP 3041. ROCK-A-HITS

Various Artists. Cadence CLP 3042 — These two albums are companion packages, since both feature waxings of old r.&r. hits by Cadence's top artists (some of whom have since left the label) — Andy Williams, Everly Brothers, Johnny Tillotson, Chordettes, Link Wray and Ernie Englund. Both albums are potent sales packages with strong teen appeal. The "Ballad" LP spotlights such former rockaballad hits as "I Cried a Tear," "Eddie My Love," etc. The "Rock-A-Hits" LP features such bouncy r.&r. oldies as "Pink Shoe Laces," "Tall Paul," etc.

★★★★ KEYBOARD CHORALE

Fred Waring and the Pennsylvanians. Capitol ST 1452 — Pianist Evalyn Tyner's dramatic piano solo work blends effectively with Waring's "vochestrual" style on a group of stirring standards and semi-classical-type themes. The rich Waring chorus is utilized as instrumental (without words) backing behind Miss Tyner on "Warsaw Concerto," "Deep Purple," "Ruby," "Cornish Rhapsody," etc. Unusual mood music for jocks.

★★★★ DOBIE!

Dwayne Hickman. Capitol ST 1441 — The "Dobie Gillis" show is a top-rated TV airer with strong teen appeal, so this package — featuring "Dobie" himself — Dwayne Hickman — should attract sales from his loyal following, particularly the younger fans. Hickman warbles surprisingly well, registering best on rockaballads. Amusing tune line-up features "I'm a Lover, Not a Fighter" (released as a single), "Don't Send a Rabbit," etc.

LOW PRICED POPULAR ★★★★★

★★★★ I LOVE PARIS

101 Strings. Somerset L 13000 — One of the better mood albums produced under the "101 Strings" title, this one contains music with a French flavor. Such items as the title song, "Poor People of Paris," "Mlle de Paris," "Under Paris Skies" and the can-can music make this an easy listening item that should capitalize on the 101 Strings' trade name.

CLASSICAL ★★★★★

★★★★ ERNEST BLOCH: AMERICA

Symphony of the Air and the American Concert Choe (Stokowski). Vanguard VSD 2665 (Stereo & Monaural)—Leopold Stokowski and the Symphony of the Air turn in an exceptional performance of the moving work by Ernest Bloch, "America." The recording is excellent and a delight to hear on stereo. This new Vanguard release is a West Projects, Inc., production, which is releasing on Vanguard, recordings by American composers. Strong item for the classical collector here. Added impact is Bloch's own voice commenting on the music, in a tape made privately before his death.

LOW-PRICED CLASSICAL ★★★★★

★★★★ EZIO PINZA SINGS

Harmony HL 7272—The many admirers of the late great basso will be happy about this collection of art songs and arias. Other low-price LP's featuring Pinza continue to sell steadily, and this one should, too. Contents are two songs by Tosti and one each by Da Gagliano and Caccini. Mozart's famed arias "Se Vuol Ballare" and "Madamina" and Rossini's "La Colunnia Venticello" complete the total. Because of Pinza's popularity, set has some potential beyond the usual classical collector.

★★★★ DVORAK: NEW WORLD SYMPHONY NO. 5 IN E MINOR

The London Philharmonic Orchestra (Rignold). Somerset F 13100—One of the most popular works in the classical repertory and one of the most recorded. Yet this fine production, handsomely reproduced as it is, can win a lot of acclaim on the basis

(Continued on page 40)

Extra Profits on the most up-to-date and authoritative guide to Stereo.

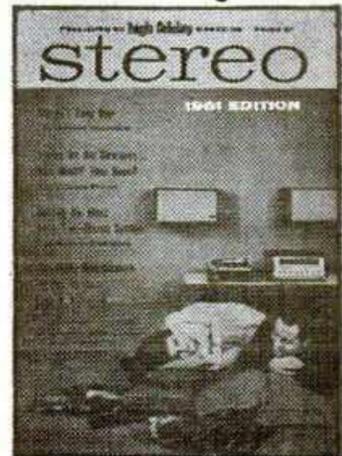
Here's the cover of our new annual, **STEREO 1961 Edition**, that knocks the confusion out of stereo and pushes profit into your pocket.

And here's what your customers get between the covers of this attractive 8" x 11" annual of over 100 pages:

Ralph Freas, audio editor of High Fidelity, tells why you can safely buy stereo now. Norman H. Crowhurst shows how easy it is to install components today. Charles Sinclair asks and answers—stereo on the air waves: How much and how soon? R. D. Darrell gives readers "10 sonic spectaculars on stereo discs."

Norman Eisenberg tells how to get the best sound from a stereo system. John Diegel guides the reader to build-it-yourself, including a listing of what the wife can do. John Indcox points out the joys of stereo as experienced by expert listeners. Ralph Berton discusses the differences between mono and stereo recordings and offers a "Jazz Starter Set in Stereo." Frances Newbury reviews briefly 100 recent, outstanding stereo discs. The concluding section describes and illustrates the latest stereo equipment.

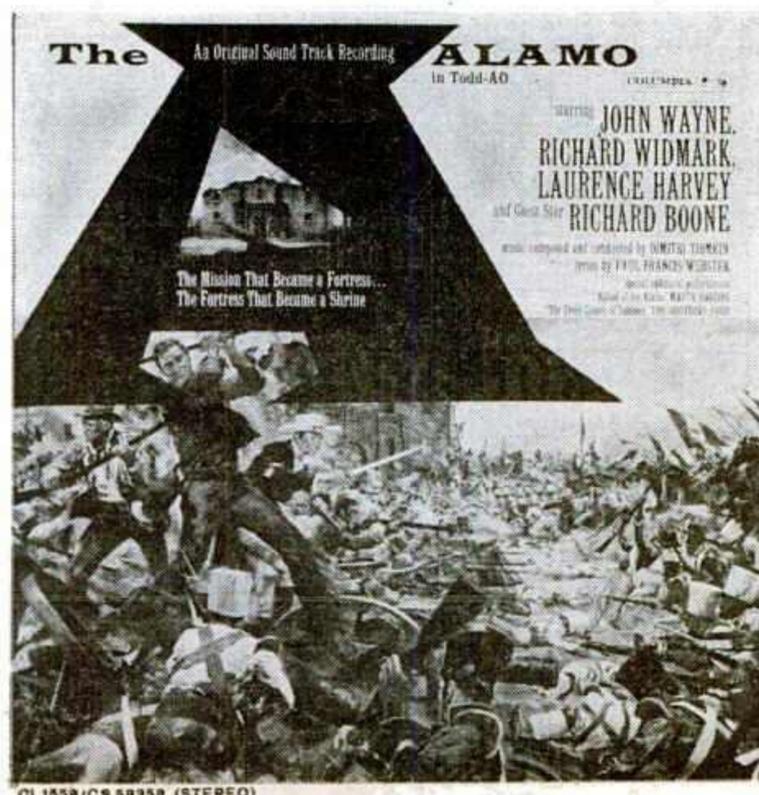
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MUSIC COMPOSED ★ ★
★ AND CONDUCTED BY
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★ ★ AWARD WINNER ★ ★
★ DIMITRI TIOMKIN ★
★ ★ ★ LYRICS BY PAUL
FRANCIS WEBSTER ★



ATCO GROOVES **3**

THE FISH MAN

Ian Menzies and his Clyde Valley Stompers
6182

SALTY DOG

Sammy Fitzhugh
6181

LOVER'S PLEA

I FEEL ALLRIGHT

MY HEART'S ON FIRE

The Hollywood Flames
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It's headed for the top

MOVED TO KANSAS CITY

TAKE A CHANCE ON ME

by **HAROLD DORMAN**
Rita 1012

RITA RECORDS 2158 Union Ave. Suite 116 Memphis, Tenn.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 37

Sound

BONGOS — FLUTES — GUITARS



Los Admiradores. Command RS 812 SD. (Stereo & Monaural) — Another colorful spectacular by Command, featuring an orchestral complement especially constructed for the stereo sound medium. This time it consists of an interesting combination of bongos, flutes and guitars, and Command, with the help of engineer Bob Fine, has made the most of the potential. Songs are all familiar standards, but it's not the selections that count, it's the way they sound. Another standout production.

Sound Low-Priced

PERSPECTIVES IN PERCUSSION, VOLUMES I & II



Somerset P 13200; P 13300 — Here are two top "sound" buys at the regular low-price LP rate of \$1.98. The pair are the initial releases of a new "Sonic Workshop Series"—similar in concept to the growing number of special sound-emphasis packages being put out by numerous firms. Both of these can boast a stellar line-up of instrumentalists, who comprise a sort of super big band. Skip Martin is the baton man for the 29-man outfit, which in addition to expected band complement, also features three performers who work out on a myriad of offbeat instruments. Tunes selected include, for the most part, many familiar melodies, given a fine up-to-date dress. Sound is tops thruout. Excellent merchandise, especially at the price.

Specialty

VOICES TOWARD PEACE



Ralph Bellamy. Decca DL 9091 — A most impressive piece of packaging, produced by Saul Carson. With narration by Ralph Bellamy, a successful attempt is made to tell the difficult, involved story of the United Nations. Many voices are heard here in excerpts of speeches made at critical UN junctures, including those of Khrushchev, Roosevelt, Truman, Nehru, President Eisenhower, Ralph Bunche, Cordell Hull and many others, of many nationalities. Book fold packaging contains many fascinating photos. This should become a standard educational set for use in schools and will also provide an exciting historical piece for home use and instruction. A worthy effort.

SPECIAL MERIT SPOTLIGHTS

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

(See Reviews Elsewhere in This Issue)

Pop Talent

COSMO ALLEY PRESENTS BOB GROSSMAN
Bob Grossman. Eureka EFS 501

Classical Talent

RACHMANINOFF—RHAPSODY ON A THEME BY PAGANINI
Liszt—Piano Sonata in B Minor; Li-Min-Tchan, pianist. Artia ALP 125

Pop Disk Jockey Programming

26 YEARS OF ACADEMY AWARD-WINNING SONGS
Gordon Jenkins. CG CGM 1002

Reviews and Ratings of New Albums

Continued from page 38

of sound. A splendid performance which can do a lot of business at the \$1.98 price.

JAZZ ★★★★★

★★★★ **SOULNIK**
Doug Watkins Quintet. Prestige-New Jazz 8238—A very bright and breezily swinging set of six tracks by Doug Watkins (he usually plays bass) on cello, nicely assisted by Yusuf Lateef on flute and oboe, and rhythm section. Five of the six sides are middle-tempo swingers while the third is a prettily played "Imagination." Uniqueness of instrumentation and the light, easy swing might get it extended air play from hipper jocks.

FOLK ★★★★★

★★★★ **DOWN SOUTH SUMMIT MEETIN'**
Brownie McGhee, Lightnin' Hopkins, Big

Joe Williams, Sonny Terry. World Pacific WP 1296—A meeting of minds and voices is the accomplished fact of this unusually amusing and entertaining folk-blues album by four of the top names in the current folk-blues revival. All four share playing and singing improvisations on four of the tracks. Two others are shared by Hopkins and McGhee and Hopkins alone. Extremely entertaining fare.

★★★★ BLUES AND FOLK

Brownie McGhee and Sonny Terry. Prestige-Bluesville 1005—Brownie McGhee playing guitar and Sonny Terry playing harmonica and both of them singing make a fine folk team. This, their second album for this label, shows them to really fine advantage. Set is much more heavily oriented in the folk-blues tradition. "Sweet Lovin' Kind," "Midnight Special" and "Take This Hammer," are only three of the 10 fine tracks included.

★★★★ ISRAELI FOLK SONGS

Martha Schlamme. Vanguard VRS 9072—The quality of Martha Schlamme's voice sets her beyond most folk singers. Here, in her interpretations of 19 Israeli folk songs, she also shows a remarkable ability to get inside the meaning of each song and make it an emotional experience. Her fans on the concert circuit and other folk music addicts will be interested in this collection.

CHILDREN'S ★★★★★

★★★★ **SONGS OF YANKEE WHALING**
Bill Bunyon, Stephen Merrill. American Heritage AHLP 1—This album is being issued in conjunction with the newly released junior library book of the same title, produced by the American Heritage magazine. It features narration by Stephen Merrill and songs are delightful and sure to interest young lads, and even young lassies. They range from shanties and laments and even a Tahitian ditty sung by Elinne LaRoche. Set also contains sounds of the men on the whaleboats and their chase after the whales.

(Continued on page 42)

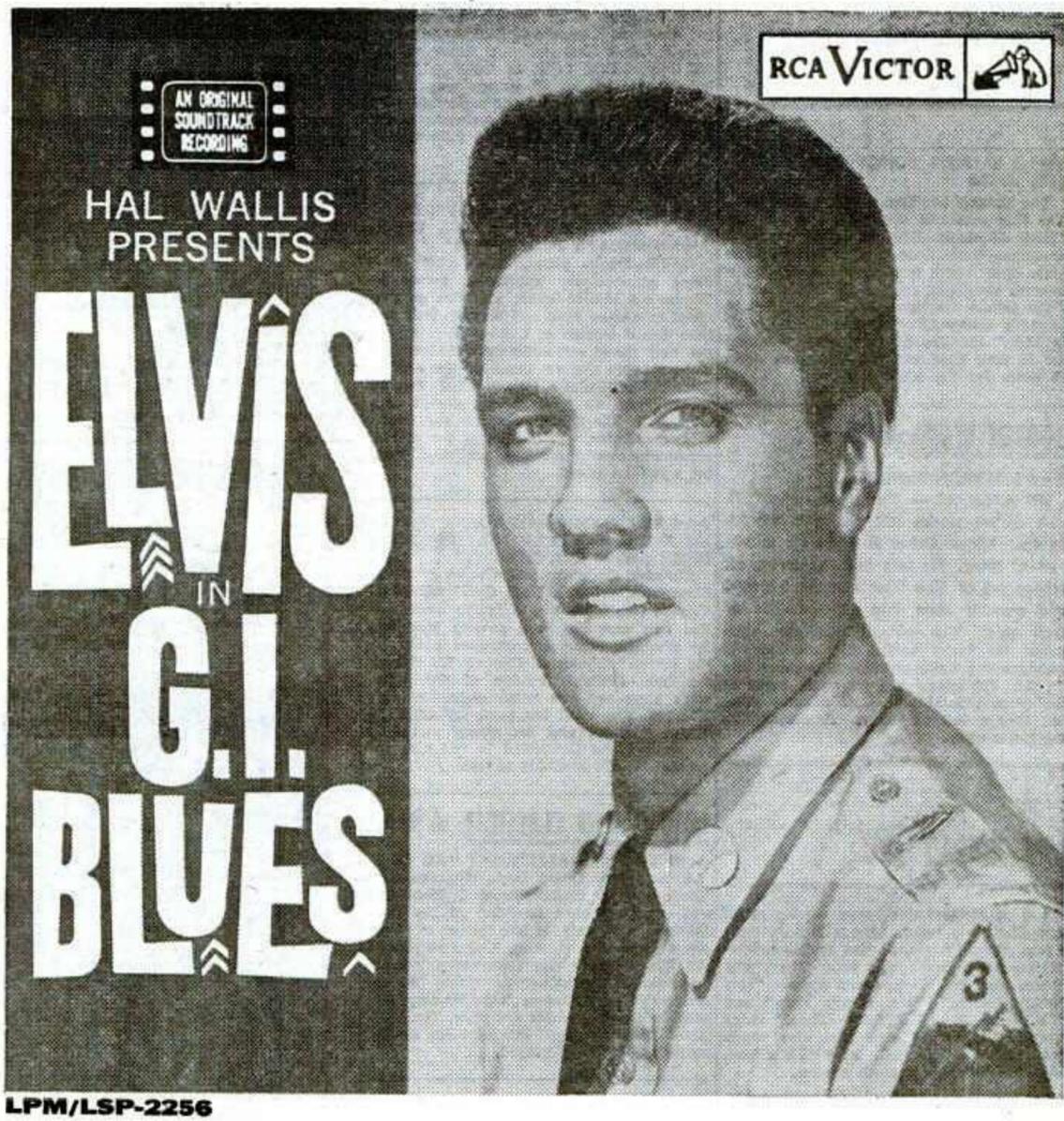
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JULIET PROWSE
 Directed By
 Norman Taurog

Tonight Is So Right for Love
 What's She Really Like
 Frankfort Special
 Wooden Heart

G. I. Blues
 Pocketful of Rainbows
 Shoppin' Around
 Big Boots
 Didja' Ever
 Blue Suede Shoes
 Doin' the Best I Can

Reviews and Ratings of New Albums

Continued from page 40

LOW-PRICED CHILDREN'S ★★★★★

★★★★ SONGS OF THE NATIONAL PARKS

Stan Jones and the Ranger Chorus. Walt Disney WDL 1005—An informative and colorful travelogue of the Western National Parks. Jones wrote the songs and narration. Set is made up of nine tracks that trace a trip "Along the Yellowstone," thru "The Desert," across the "Grand Canyon" and toasts the "Sons of the Mountain"—climbers.

RELIGIOUS ★★★★★

★★★★ ARTHUR GODFREY'S SONGS OF INSPIRATION

Arthur Godfrey and the Godfrey Chorale. Signature SM 1065—Arthur Godfrey may not have a great singing voice, but his is one of the best-known voices in America. Here it is used simply and expressively on a group of famous old hymns, spirituals and other songs of faith. Godfrey may no longer have the huge fanatic following of other years, but it is still large enough to mean sales if this LP is exposed, for he is at his best at this sort of folksy uplift. Cover shot is a color photo of the redhead.

★★★★ SACRED SONGS FROM THE HILLS

The Stanley Brothers. Starday SLP 122—The fine mountain duo work out with the Clinch Mountain Boys on a collection of devotional items done in their familiar bluegrass style, which features the nasal, down-to-earth vocalizing and the five string banjo. Titles include "A Few More Seasons," "The Master's Bouquet," "Let Me Hide Myself in Thee," etc. The boys constitute a strong act in their field and this set seems made to order for the bible belt.

SPOKEN WORD ★★★★★

★★★★ MYRON COHEN

AF AFLP 701—Those who enjoy Yiddish dialect stories will find this LP hilarious. Myron Cohen is a veteran at this sort of thing. He tells just six stories, all arising out of New York's garment center, and expands them into little classics of their type. The partners who hate each other, the bossy waiter, the careless girl who starts a union-management fracas, are typical. The appeal may not be as broad as the more general stories of other comics, but they're just as funny. A natural for the larger cities.

Symphony Orchestra (Levin). Vanguard VRS 1058—This is another in the label's "Landmarks of American Music" series, by West Projects, which features compositions by American composers. The waxing features Rebekah Harkness' most recent orchestral composition, "Gift of the Magi," and her "Barcelona Suite," written only a few years earlier. They are both performed with feeling and grace by the orchestra under Sylvan Levin. Good item for followers of contemporary works.

★★★★ RACHMANINOFF: RHAPSODY ON A THEME BY PAGANINI; LISZT: PIANO SONATA IN B MINOR

MI-Min-Tchan, piano. Artia ALP 125—Some extraordinary pianism is shown by 24-year-old Li-Min-Tchan, who has no previous reputation here and only recently has been heard outside of China. However, he not only shows extraordinary technique but a remarkably mature grasp of the music's nuances, particularly in the Liszt Sonata, which eludes so many young pianists who attempt it. The disk can be given a strong recommendation musically, and the artist's reputation should grow. Attractive Chinese art motif on cover.

★★★★ BACH: CANTATA NO. 33—"ALLEIN ZU DIR"; CANTATA NO. 105—"HERR, GEHE NICHT INS GERICHT"

Chamber Orchestra and Chorus of Radio Denmark (Woldike). Bach Guild BG 603—Cantata No. 105 is one of Bach's finest, and this new recording is a moving rendition. Its dramatic mood is contrasted nicely by the joyous attitudes of Cantata 33. This is the only available version of the latter, while there are two mono competitors for No. 105. The small but loyal following for Bach's cantatas and for choral works in general will be interested in this disk for making No. 33 available at last.

LOW PRICED CLASSICAL ★★★★★

★★★★ BRAHMS: SYMPHONY NO. 4

Vienna State Opera Orch. (Golschmann). Vanguard SRV 116SD (Stereo & Monaural)—A straightforward rendition of the final Brahms' symphony is the latest of Vanguard's low-price releases. Golschmann and the Vienna State Opera orchestra provide an unobtrusive performance, which, if not memorable, nevertheless is satisfactory and provides good value for the price. The Vanguard "demonstration" low-price line usually moves well when displayed.

FOLK ★★★★★

★★★★ ELECTION SONGS OF THE UNITED STATES

Oscar Brand. Folkways FH 5280—Besides being good fun, these songs deserve to be collected and recorded, for they reflect a portion of this country's past history. Oscar Brand sings campaign songs from 1800 thru 1948, ranging from laudatory to vituperative, with obvious enthusiasm and relish. Should be a must item for broadcasters, schools and libraries.

★★★★ TAVERN SONGS VOL. 2

The Deller Consort. Vanguard BGS 5030 (Stereo & Monaural)—Alfred Deller and the Deller Consort romp thru 18 early English catches and glees, most of which could never be passed for broadcast. The language of 18th Century Restoration England seems to have been unrestrained on subjects re-

lated to life, love and conjugal bliss. Makes for good fun, however. The lyrics all are printed on the jacket. Deller has a strong following.

CHILDREN'S ★★★★★

★★★★ THE SINGING LADY

Irene Wicker. Riverside RLP 1427—The veteran children's record and radio artist has a youthful, appealing vocal quality on this package of narratives and songs based on six familiar fairy tales—"Jack and the Beanstalk," "The Happy Prince," "Beauty and the Beast," etc. Nice Kiddie wax, particularly for the small, small fry.

COUNTRY & WESTERN CHRISTMAS ★★★★★

★★★★ HAVE A COUNTRY CHRISTMAS Various Artists. Starday SLP 123—The label serves up an old-fashioned dish of Christmas songs done mountain style by

such well-known names as the Trailblazers, the Stanley Brothers, Leon Payne, Jim Eanes, Arlie Duff and Earl Haycock, not to mention Santa Claus himself. Songs are all of the non-religious Christmas type, such as the inevitable "Rudolph," "White Christmas," etc. Cute pair of kiddies eating their Christmas dinner are shown on the cover. Rural belts can gather coin with this.

LATIN AMERICAN ★★★★★

★★★★ IN THE STILL OF THE NIGHT

Ray Vasquez. Tropicana 2212 (Stereo & Monaural)—Vasquez has a pleasant legit vocal style on these tunes which all are either of Latin derivation themselves or are familiar pop tunes done with a Latinized rhythm. The full ork has a nice sound thanks to good arrangements by George Hernandez and a first-rate recording job. Danceable and listenable set. Dual fold cover with its rather pretentious, poorly laid-out copy could have easily been done conventionally in this case.

(Continued on page 55)

★★★ GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ COSMO ALLEY PRESENTS BOB GROSSMAN

Eureka EFS 501—Bob Grossman is a 19-year-old folk-pop singer from Los Angeles, who sings his more-or-less modern folk songs in the style of the Brothers Four or the Kingston Trio. He has talent, a sense of humor and an ability to sell a tune. The songs in this collection, which marks his wax debut, range from American to Spanish, French and Jewish folk items. He handles them, and the languages, very well. Lad has the talent to turn into an important folk-pop artist.

JAZZ ★★★★★

★★★★ JAZZ FOR THE PEOPLE

Arthur Godfrey and His Friends—Signature SM 1055—Arthur Godfrey talks a bit, sings a lot and strums his uke. A fine group of studio-type jazz musicians blow polite swinging jazz behind him that mixes Dixieland with light modern touches. There are 10 sides to the LP which are made up of seven standards and three originals. Set should have appeal to many of Godfrey's fans, but sales to the hard-core jazz circle are doubtful.

★★★★ FEELIN' LIKE BLUES

Don Randi Trio. World Pacific SP 1297—Don Randi is a young pianist who has started to get some attention on the West Coast via his appearances in jazz clubs. He is a promising, blues oriented jazz pianist, whose appeal is pop as well. On this album he shows off interesting ideas with his trio on both original and standard tunes. Best tracks are the title songs, "Summertime" and "Ja Da."

★★★★ DON'T GO TO STRANGERS

Etta Jones. Prestige 7186—Miss Jones, who has a strong and forceful voice, draws from the wealth of American standards (new and old) for this set of 10 tunes. Her voice, and the arrangements and playing of the jazz sextet that accompanies her, have a good swing. For her first outing on Prestige she has chosen, among other songs, "I Love Paris," "Fine and Mellow," "If I Had You" and "On the Street Where You Live."

★★★★ MOODY'S WORKSHOP

James Moody's Band. Prestige LP 7179—James Moody's sparkling alto and tenor solos on a number of the 11 tracks in this LP make this a very pleasant jazz listening experience. The big-little band that supports him is rather routine, but Moody's bristling work on "Jack Raggs," "Moody's Mood for Blues" and melodic concept on "Nobody Knows" and "Over the Rainbow" add much interest.

★★★★ CARL'S BLUES

The Curtis Counce Group. Contemporary M 3574—This seven-tune set by a former group fronted by bassist Counce is dedicated to the memory of that group's pianist, Carl Perkins. It is a very nicely programmed series with fine solos by the two principals and trumpeters Jack Sheldon and Gerald Wilson and tenor saxist Harold Land. The title tune, Horace Silver's "Nica Dream," Clifford Brown's "La Rue" and "Can't Get Started" really show the instrumentalists off.

CHRISTMAS ★★★★★

★★★★ TEN TUNES OF CHRISTMAS Ruth Lyons. Candee 50-50—Cincinnati TV star Ruth Lyons and her gang combine

forces to produce this happy waxing of 10 new Christmas tunes. Singers include Ruth Lyons, Ruby Wright, Marian Spelman, Bonnie Lou, Bob Braun, and Peter Grant, plus chorus and ork. Happy tunes include "Hey Nony Nony," "The Happy Time" and "Christmas Is a Birthday Time." Miss Lyons' many 50-50 club fans who watch her over WLW-TV will enjoy this album. Cincy dealers should stock the set.

★★★★ A MERRY CHRISTMAS

Various Artists. King 680—A variety of artists present various types of yule songs here in their individual styles—instrumentals, novelties, ballads, hymns, etc. For those who like a mixed bag, this is a good one to recommend. The artists are Bill Doggett, Joe Ward, Bubber Johnson, Lillian Brooks, Herb George, Ray Stevens, Cowboy Copas, Billy Ward and the Dominoes, the King Caroleers, Moose Johnson, Ruby Wright and Al Dexter.

★★★★ TWELVE SONGS OF CHRISTMAS

Bill Doggett. King 600—Smooth, slick, cleanly recorded instrumental stylings are the order here with Bill Doggett ably comparing himself on the organ, abetted by a rhythm group. Tunes are a nice mixture of traditional carols and pop-type Christmas tunes. Very easy-listening background for the holiday weeks.

★★★★ ORGAN AND CHIMES

Bob Kames at the Organ. King 679—A most worthwhile holiday entry, with organist Kames heard on organ and chimes in an all-Christmas program. Side One is strictly carols—"Silent Night," "Joy to the World," etc., while the flip features a number of the less serious, non-religious items like "Rudolph," "Jingle Bells," and others. There are 15 cuts altogether which allows for programming to meet most any mood.

LOW-PRICED CHRISTMAS ★★★★★

★★★★ TRADITIONAL CHRISTMAS CAROLS

Caroleers. Audio Lab AL 1517—The Caroleers sing out with gentle effectiveness on a group of traditional yule items—"Noel," "Silent Night," etc. Attractive cover and contents make package a good display item for holiday season.

★★★★ A VARIETY OF CHRISTMAS SONGS

Ernie Berger. Audio Lab 1554 (Stereo & Monaural)—This LP presents a nicely played set of Christmas carols and hymns by Ernie Berger at organ and chimes. "Silent Night," "O Tannenbaum," "O Holy Night," "Jingle Bells" and "The First Noel," are only a few of the 13 favorites included.

CLASSICAL ★★★★★

★★★★ BONBONS AUS WIEN

The Boskovsky Ensemble (Boskovsky). Vanguard VSD 2068 (Stereo & Monaural)—A delightful collection of rare old Vienna dances, as penned by Johann Strauss Sr. and Jr., Schubert, Mozart and Josef Lanner. They are played stylishly by the Boskovsky Ensemble, on this well-recorded stereo disk. All of the men in the ensemble are members of the Vienna Philharmonic, lead by concertmaster Willy Boskovsky.

★★★★ REBEKAH HARKNESS: BARCELONA SUITE—GIFT OF THE MAGI

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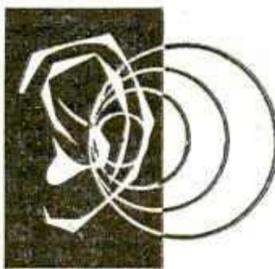
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RECORD MANUFACTURERS—MUSIC PUBLISHERS—RADIO PROGRAMMERS



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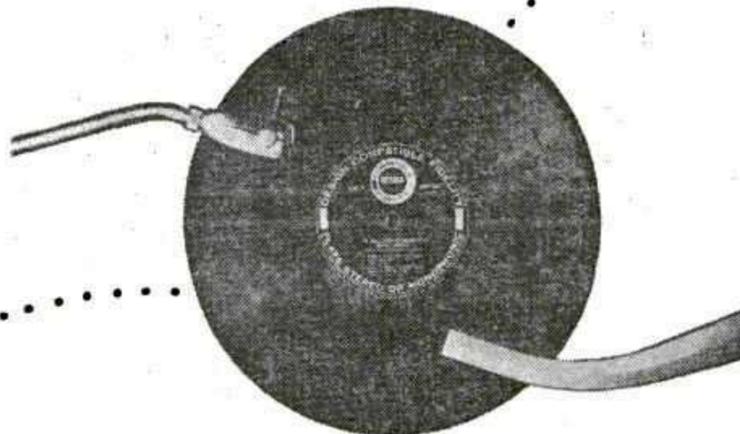
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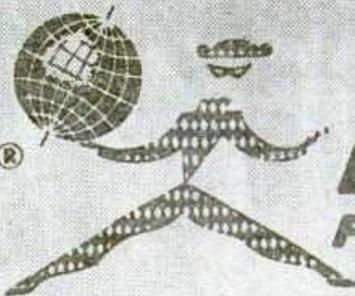
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NIGHT CLUB REVIEWS

Jamal Charms 'Em at Vanguard

A bright, swinging Ahmad Jamal Trio opened this past Tuesday (18) for two weeks at the Village Vanguard, Jamal, who is a top jazz Argo LP record seller, and whose records sell well even to the so-called pop element, drew heavily from his LP repertoire and pleased the paying customer with his dynamic intensity and paced program. Instrumental in any Jamal presentation are his two rhythm cohorts Israel Crosby on bass, and drummer Vernel Fournier. Together they make a well-oiled team that shocks and bounces the audience with cohesive ensemble and purposeful improvisation on such tunes as "Speak Low," (from his "Happy Moods" album), "Old Devil Moon," "Will You Still Be Mine," "Poinciana," "Surrey With the Fringe on Top," "Donkey Serenade" and the bluesy Johnny Hodges opus "Squatty Ro."

Jamal, who uses the Garner flourish and techniques and adds it to something of his own, seemed to delight the assembled partisans to a point where they "oh-ed" and "ah-ed" at his stretch of imagination.

At a distinct handicap, however, was guitarist Bill Harris, who, playing along, was faced with the problem of entertaining this same partisan audience with his fine solo guitar work. His improvisations on the likes of "I Hear Music," "Can't Get Started," "Out of Nowhere," "Perfido" and "Pennies From Heaven," showed real talent and knowledge of the instrument. Harris has a distinct Django Reinhardt feeling, plays with no pick, and sensitively performed with a beautifully light and sensitive touch.

Jack Maher.

★ ★ ★

Laine Exciting at Empire Room

Frankie Laine pulls out all stops for his current season at the Waldorf's Empire Room. He is doing a 45-minute power-packed act which builds to a great climax. It is carefully thought out and gets a big assist from the five-man, three-girl Earl Rogers singers.

Laine's great strength is in his vocal vigor. The physical exertion which characterized his stage work when he first achieved chart success has gone. Now he is relaxed, and tho the screams are missing, he more than makes up for them with solid applause.

Most of his act is built on his disk hits—a formidable collection—with some standards like "Stardust" and "Begin the Beguine," well suited to his powerful approach, added. He builds thru "Wild Goose," "That's My Desire," "Mule Train" and "Jezebel" to "I Believe," probably the highspot of the act. He wraps it all neatly with "The Saints" to give a strong finish and has "Lucky Old Sun" ready as an encore which was needed at the show caught Thursday (20).

Laine augments the resident Emil Coleman ork with three men—guitarist-leader Joe Sinacore, drummer Stanley Kay and pianist Fred Katz. With the singers, they combine for an excellent backing for Laine's vocal pyrotechnics.

Don Wedge.

★ ★ ★

LEGITIMATE REVIEW

That Ole Devil Book Trouble Again!

When the music is playing and the chorus is singing or dancing, "Tenderloin," which opened last week (17) at the 46th Street Theater in New York, is a bright, tuneful, and eye-filling show. But when the music fades away and the cast has to cope with the involved book, with its plots and sub-plots, "Tenderloin" is just dull. Whether the bright and breezy score that Jerry Bock and Sheldon Harnick contributed to "Tenderloin," plus the sparkling dances by Joe Layton and the attractive sets and costumes by Cecil Beaton can overcome the lethargic plot, will determine the length of "Tenderloin's" run on Broadway.

The plot of the show, based on Samuel Hopkins Adams' book, concerns the attempt of Rev. Andrew Brock to clean up New York's "Tenderloin," the haunt of gamblers, prostitutes, corrupt policemen, etc., in the late 1890's. The story is a fictionalized account of the real-life crusade by Dr. Charles Parkhurst against corruption in New York at the turn of the century.

The only trouble, as far as the show is concerned, is that it's the seamy side of life that proves more attractive than the moral side in "Tenderloin." The role of Dr. Brock is not a very sympathetic one, and as played by Maurice Evans it lacks the uplifting and inspiring drive that Dr. Parkhurst's original crusade must have had. Evans, as fine an actor as he is in Shavian or Shakespearean roles, seems out of his depth in this musical comedy.

There are a number of members of the cast who help make up for Evans' performance. Ron Husmann, as Tommy Howitt, the young man on the make, is a young man who has personality and can sing, and he does an outstanding job in his part. Eileen Rodgers, as the prostitute loaded with sentiment under a surface toughness, comes off strongly, and Wynne Miller, as Laurie Crosbie, Tommy's society sweetheart, also does well in the usual type of ingenue role. Eddie Phillips, Ralph Dunn, Lee Becker, and Rex Everhart are also fine.

But it's the music and dancing that gives "Tenderloin" its highspots, and many of the songs could step out with the right recording. The capitol album of the score (due out in two weeks) should sell well due to these songs. "Artificial Flowers," already a hit with Bobby Darin on Atco, plus "How the Money Changes Hands," "Good Clean Fun" and "My Miss Mary," are all solid items. Bock and Harnick's music may not be quite as stylish as their score for "Fiorello," but it's a mighty listenable show score all the same.

Bob Rolontz.

THE NATION'S TOP TUNES
HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING OCTOBER 30

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	TWIST	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)	12
2	8	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	5
3	3	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	6
4	1	MY HEART HAS A MIND OF IT'S OWN	By Greenfield-Keller—Published by Aldon (BMI)	9
5	4	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	8
6	10	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	11
7	5	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	8
8	6	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	7
9	7	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	14
10	12	SO SAD	By Don Everly—Published by Acuff-Rose (BMI)	7
11	14	LET'S THINK ABOUT LIVIN'	By Bryant—Published by Acuff-Rose (BMI)	4
12	9	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	8
13	16	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	8
14	22	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	3
15	15	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	8
16	18	DIAMONDS AND PEARLS	By Tyler-Weldon-Myers-Powers-Scott—Published by Lode (BMI)	4
17	20	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	3
18	11	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	13
19	17	THREE NIGHTS A WEEK	By A. Domino—Published by Travis (BMI)	6
20	24	STAY	By Maurice Williams—Published by Windsong (BMI)	2
21	23	ARTIFICIAL FLOWERS	By Bock and Harnick—Published by Sunbeam (BMI)	2
22	25	DON'T BE CRUEL	By Elvis Presley and Otis Blackwell—Published by Shammar-Presley (BMI)	3
23	30	SUMMER'S GONE	By Paul Anka—Published by Spanka (BMI)	2
24	13	PINEAPPLE PRINCESS	By Bob and Dick Sherman—Published by Music World (BMI)	7
25	—	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	1
26	—	TOGETHERNESS	By Maruccci & De Angelis—Published by Debmar (ASCAP)	1
27	28	SLEEP	By E. Leibel—Published by Miller (ASCAP)	2
28	26	MOVE TWO MOUNTAINS	By Berry Gordy—Published by Jobete (BMI)	2
29	—	BLUE ANGEL	By Roy Orbison-Nelson—Published by Acuff-Rose (BMI)	1
30	—	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	1

RECORDING AVAILABLE
(Best Selling Record Listed in Bold Face)

- 1. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.**
- 2. I WANT TO BE WANTED—Brenda Lee, Dec 31149.**
- 3. SAVE THE LAST DANCE FOR ME—Drifters, Atlantic 2071.**
- 4. MY HEART HAS A MIND OF ITS OWN—Connie Francis, M-G-M 12923.**
- 5. CHAIN GANG—Sam Cooke, Vic 7783.**
- 6. THEME FROM THE APARTMENT—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.**
- 7. MR. CUSTER—Larry Verne, Em 3024.**
- 8. DEVIL OR ANGEL—Bobby Vee, Liberty 55270.**
- 9. IT'S NOW OR NEVER—Elvis Presley, Vic 7777.**
- 10. SO SAD—Everly Brothers, Warner Bros. 5163.**
- 11. LET'S THINK ABOUT LIVIN'—Bob Luman, Warner Bros. 5172.**
- 12. A MILLION TO ONE—Jimmy Charles, Promo 1002.**
- 13. NEVER ON SUNDAY—Don Costa, United Artists 234; Marty Gold and Ray Martin, Vic 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.**
- 14. YOU TALK TOO MUCH—Frankie Ford, Imperial 5686; Joe Jones, Roulette 4304.**
- 15. KIDDIO—Brook Benton, Mer 71652.**
- 16. DIAMONDS AND PEARLS—Escos, Federal 12380; Paradons, Milestone 2003; Turbans, Roulette 4281.**
- 17. GEORGIA ON MY MIND—Ray Charles, ABC-Paramount 10135.**
- 18. WALK, DON'T RUN—Ventures, Dolton 25.**
- 19. THREE NIGHTS A WEEK—Fats Domino, Imperial 5687.**
- 20. STAY—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.**
- 21. ARTIFICIAL FLOWERS—Bobby Darin, Atco 6179.**
- 22. DON'T BE CRUEL—Bill Black's Combo, HI 2026.**
- 23. SUMMER'S GONE—Paul Anka, ABC-Paramount 10147.**
- 24. PINEAPPLE PRINCESS—Annette, Vista 362.**
- 25. POETRY IN MOTION—Johnny Tillotson, Cadence 1384.**
- 26. TOGETHERNESS—Frankie Avalon, Chancellor 1056.**
- 27. SLEEP—Little Willie John, King 5394; Eddie Peabody, Dot 15100.**
- 28. MOVE TWO MOUNTAINS—Mary Johnson, United Artists 241.**
- 29. BLUE ANGEL—Roy Orbison, Monument 425.**
- 30. LET'S GO, LET'S GO, LET'S GO—Hank Ballard and the Midnighters, King 5400.**

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FOR WEEK
ENDING OCTOBER 30

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	△
1	4	9	14	I WANT TO BE WANTED	Brenda Lee, Decca 31149			7		
2	1	4	6	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic 2071			8		
3	5	5	4	TWIST	Chubby Checker, Parkway 811			13		
4	2	3	1	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M 12923			11		
5	3	2	2	CHAIN GANG	Sam Cooke, RCA Victor 7783		S	11		
6	6	8	12	DEVIL OR ANGEL	Bobby Vee, Liberty 55270			13		
7	11	13	19	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros. 5172			8		
8	9	7	9	SO SAD	Everly Brothers, Warner Bros. 5163			8		
9	7	1	3	MR. CUSTER	Larry Verne, Era 3024			9		
10	14	14	10	THEME FROM THE APARTMENT	Ferrante and Telcher, United Artists 231			14		
11	13	24	59	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount 10135		S	5		
12	25	33	49	YOU TALK TOO MUCH	Joe Jones, Roulette 4304			6		
13	12	10	11	KIDDIO	Brook Benton, Mercury 71652		S	12		
14	8	6	5	A MILLION TO ONE	Jimmy Charles, Promo 1002			10		
15	18	18	23	DON'T BE CRUEL	Bill Black's Combo, Hi 2026			7		
16	10	11	7	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777		S	15		
17	16	15	21	THREE NIGHTS A WEEK	Fats Domino, Imperial 5687			8		
18	19	19	22	DIAMONDS AND PEARLS	Paradons, Milestone 2003			10		
19	22	22	25	NEVER ON SUNDAY	Don Costa, United Artists 234			12		
20	24	36	69	SUMMER'S GONE	Paul Anka, ABC-Paramount 10147		S	5		
21	21	26	41	SLEEP	Little Willie John, King 5394			8		
22	33	48	68	BLUE ANGEL	Roy Orbison, Monument 425			6		
23	26	41	55	ARTIFICIAL FLOWERS	Bobby Darin, Atco 6179			5		
24	20	29	44	MOVE TWO MOUNTAINS	Marv Johnson, United Artists 241			8		
25	34	49	65	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King 5400			6		
26	41	76	—	POETRY IN MOTION	Johnny Tillotson, Cadence 1384			3		
27	36	40	86	STAY	Maurice Williams and the Zodiacs, Herald 552			4		
28	30	23	18	DREAMIN'	Johnny Burnette, Liberty 55258			14		
29	17	16	13	PINEAPPLE PRINCESS	Annette, Vista 362			11		
30	31	43	57	TOGETHERNESS	Frankie Avalon, Chancellor 1056		S	6		
31	37	59	64	NORTH TO ALASKA	Johnny Horton, Columbia 41782			6		
32	49	72	—	TO EACH HIS OWN	Platters, Mercury 71697		S	3		
33	32	21	26	LUCILLE	Everly Brothers, Warner Bros. 5163			8		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	△
34	15	12	8	WALK, DON'T RUN	Ventures, Dolton 25			15		
35	29	27	61	TWISTIN' U.S.A.	Danny and the Juniors, Swan 4060			6		
36	45	75	—	ALONE AT LAST	Jackie Wilson, Brunswick 55170			3		
37	35	20	16	THE SAME ONE	Brook Benton, Mercury 71652		S	10		
38	23	17	17	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor 7781		S	12		
39	40	53	62	TONIGHT'S THE NIGHT	Shirelles, Scepter 1208			7		
40	27	30	40	A FOOL IN LOVE	Ike and Tina Turner, Sue 730			9		
41	67	74	—	PETER GUNN	Duane Eddy, JUNE 1168			3		
42	47	50	53	SHIMMY LIKE KATE	Olympics, Arvee 5006			7		
43	55	70	84	JUST A LITTLE	Brenda Lee, Decca 31149			4		
44	39	35	36	ANymORE	Teresa Brewer, Coral 62219			12		
45	53	58	66	SOMEBODY TO LOVE	Bobby Darin, Atco 6179			5		
46	46	39	37	(I DO THE) SHIMMY, SHIMMY	Bobby Freeman, King 5373			11		
47	28	32	35	RUN, SAMPSON, RUN	Neil Sedaka, RCA Victor 7781		S	8		
48	71	—	—	NEW ORLEANS	U. S. Bonds, Legend 819			2		
49	48	37	47	LET'S HAVE A PARTY	Wanda Jackson, Capitol 4397			9		
50	54	66	85	MY DEAREST DARLING	Etta James, Argo 5368			6		
51	59	73	—	HUCKLEBUCK	Chubby Checker, Parkway 813			3		
52	60	71	83	I WISH I'D NEVER BEEN BORN	Patti Page, Mercury 71695		S	4		
53	42	34	24	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			24		
54	61	63	78	LOVE WALKED IN	Dinah Washington, Mercury 71696			4		
55	63	99	—	LAST DATE	Floyd Cramer, RCA Victor 7775		S	3		
56	62	67	79	TEMPTATION	Roger Williams, Kapp 347			5		
57	43	31	15	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179			15		
58	50	45	30	TWIST	Hank Ballard and the Midnighters, King 5171			15		
59	66	82	—	HUMDINGER	Freddie Cannon, Swan 4061			3		
60	65	87	—	EVERGLADES	Kingston Trio, Capitol 4441			3		
61	56	47	56	MY LOVE FOR YOU	Johnny Mathis, Columbia 41764		△	9		
62	57	38	29	I'M NOT AFRAID	Ricky Nelson, Imperial 5685			8		
63	51	46	38	I'M SORRY	Brenda Lee, Decca 31093			22		
64	38	28	28	MISSION BELL	Donnie Brooks, Era 3018			20		
65	77	90	—	WHOLE LOTTA SHAKIN' GOIN' ON	Chubby Checker, Parkway 813			3		
66	73	81	97	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot 16133		S	4		
67	—	—	—	A THOUSAND STARS	Cathy Young, Indigo 108			1		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	△
68	80	98	—	ONE OF THE LUCKY ONES	Anita Bryant, Carlton 535					
69	74	80	88	ALABAM	Cowboy Copas, Starday 501					
70	76	88	96	THEME FROM THE SUNDOWNERS	Felix Staklin, Liberty 55282					
71	83	—	—	PATSY	Jack Scott, Top Rank 2075					
72	82	—	—	LONELY TEENAGER	Dion, Laurie 3070					
73	81	97	—	FOUR LITTLE HEELS (THE CLICKETY CLACK SONG)	Brian Hyland, Kapp 352					3
74	—	—	—	THAT'S HOW MUCH	Brian Hyland, Kapp 352					1
75	98	100	—	IF SHE SHOULD COME TO YOU (LA MONTANA)	Anthony Newley, London 1929					1
76	—	—	—	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp 349					1
77	—	—	—	MY GIRL, JOSEPHINE	Fats Domino, Imperial 5704					1
78	—	—	—	AM I LOSING YOU	Jim Reeves, RCA Victor 7800					1
79	—	—	—	DEAR JOHN	Pat Boone, Dot 16152					1
80	78	84	100	MY HERO	Bluenotes, Value 213					4
81	—	—	—	LAST DATE	Lawrence Welk, Dot 16145					1
82	86	89	—	SERENATA	Sarah Vaughan, Roulette 4285					
83	92	—	—	BALLAD OF THE ALAMO	Marty Robbins, Columbia 41809		△			
84	99	—	—	BALLAD OF THE ALAMO	Bud and Travis, Liberty 55284					
85	93	—	—	GIRL WITH THE STORY IN HER EYES	Safaris, Eldo 105					
86	88	96	—	HAVE MERCY BABY	Bobbettes, Triple X 106					3
87	95	—	—	MIDNIGHT LACE	Ray Ellis, M-G-M 12942					
88	89	83	99	SHOPPIN' FOR CLOTHES	Coasters, Atco 6178					
89	—	—	—	ALABAM	Pat Boone, Dot 16152					
90	—	—	—	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury 71690					
91	94	—	—	SIDE CAR CYCLE	Charlie Ryan, Four Star 1745					
92	—	—	—	WAIT FOR ME	Playmates, Roulette 4276					
93	97	—	—	NIGHT THEME	Mark II, Wye 1001					
94	100	—	—	MIDNIGHT LACE	Ray Conniff, Columbia 41180					
95	—	—	—	DANCE WITH ME, GEORGIE	Bobbettes, Triple X 106					
96	72	60	46	ONLY THE LONELY	Roy Orbison, Monument 421					2
97	—	—	—	THEME FROM THE DARK AT THE TOP OF THE STAIRS	Ernie Freeman, Imperial 5693					
98	—	—	—	MIDNIGHT LACE	David Carroll, Mercury 71703					
99	—	—	—	AM I THE MAN	Jackie Wilson, Brunswick 55170					
100	—	—	—	ISN'T IT AMAZING	Crests, Coed 537					

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *PETER GUNN..... Duane Eddy
(Northridge, ASCAP) Jamie 1168
- *NEW ORLEANS..... U. S. Bonds
(Pepe, BMI) Legerand 819
- *I WISH I'D NEVER BEEN BORN..... Patti Page
(Aldon, BMI) Mercury 71695

*LOVE WALKED IN..... Dinah Washington
(Chappell, ASCAP) Mercury 71696

*LAST DATE..... Floyd Cramer
(Cigma, BMI) RCA Victor 7775

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

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

1. GONZO..... James Booker, Peacock 1697
2. THEME FROM THE DARK AT THE TOP OF THE STAIRS..... Percy Faith, Columbia 41796
3. PSYCHO..... Bobby Hendricks, Sue 732
4. ONCE IN A WHILE..... Chimes, Tag 444
5. SHIM SHAM SHUFFLE..... Ricky Lyons, Federal 12381
6. A THOUSAND MILES AWAY..... Heartbeats, Rama 216
7. NATURAL BORN LOVER..... Fats Domino, Imperial 5704
8. THEME FROM THE DARK AT THE TOP OF THE STAIRS..... Chet Atkins, RCA Victor 7796
9. LIKE STRANGERS..... Everly Brothers, Cadence 1388
10. HE WILL BREAK YOUR HEART..... Jerry Butler, Vee Jay 354
11. CHARMING BILLY..... Johnny Preston, Mercury 71691
12. STAY WITH ME A LITTLE LONGER..... Ed Townsend, Warner Bros. 5174
13. RUBY DUBY DU..... Charles Wolcott, M-G-M 12944
14. FALLEN ANGEL..... Webb Pierce, Decca 31165
15. RUBY DUBY DU..... Tobin Mathews, Chief 7022

HOT 100: A TO Z

A Fool in Love	40
A Million to One	14
A Thousand Stars	67
Alabama (Boone)	89
Alabama (Coppas)	69
Alone at Last	36
Am I Losing You	78
Am I the Man	99
Anymore	44
Artificial Flowers	23
Ballad of the Alamo (Bud and Travis)	84
Ballad of the Alamo (Robbins)	83
Blue Angel	22
Chain Gang	5
Dance With Me George	95
Dear John	79
Devil or Angel	4
Diamonds and Pearls	18
Don't Be Cruel	15
Dreamin'	28
Everglades	60
Finger Poppin' Time	53
Four Little Heels (The Clickety Clack Song)	73
Georgia on My Mind	11
Girl With the Story in Her Eyes	85
Have Mercy, Baby	86
Hucklebuck	51
Humdingar	59
(I Do the) Shimmy Shimmy	46
I Want to Be Wanted	71
I Wish I'd Never Been Born	52
If She Should Come to You (La Montana)	75
I'll Save the Last Dance for You	90
I'm Not Afraid	62
I'm Sorry	62
Isn't It Amazing	100
It's Now or Never	16
Just a Little	43
Kiddio	13
Last Date (Cramer)	55
Last Date (Welk)	81
Let's Go, Let's Go, Let's Go	25
Let's Have a Party	49
Let's Think About Livin'	7
Lonely Teenager	72
Love Walked In	54
Lucille	33
Midnight Lace (Carroll)	98
Midnight Lace (Conniff)	94
Midnight Lace (Ellis)	87
Mission Bell	4
Mr. Custer	9
Move Two Mountains	24
My Dearest Darling	50
My Girl, Josephine	77
My Heart Has a Mind of Its Own	80
My Hero	61
My Love for You	19
Never on Sunday	48
New Orleans	93
Night Theme	31
North to Alaska	31
One of the Lucky Ones	68
Only the Lonely	96
Patsy	41
Peter Gunn	41
Pineapple Princess	29
Poetry in Motion	26
Run, Sampson, Run	47
Sailor	76
Same One, The	37
Save the Last Dance for Me	2
Serenade	82
Shimmy Like Kate	42
Shoppin' for Clothes	88
Side Car Cycle	91
Sleep	21
So Sad	8
Somebody to Love	45
Stay	27
Summer's Gone	20
Temptation	56
Theme From The Apartment	10
Theme From The Dark at the Top of the Stairs	97
Theme From The Sundowners (Slatkin)	70
Theme From The Sundowners (Vaughn)	64
That's How Much	74
Three Nights a Week	17
To Each His Own	32
Togetherness	30
Tonight's the Night	39
Twist (Ballard)	58
Twist (Checkley)	58
Twistin' U. S. A.	35
Volare (Nel Blu Di Pinto Di Blu)	57
Wait for Me	92
Walk, Don't Run	34
Whole Lotta Shakin' Goin' On	65
You Mean Everything to Me	12
You Talk Too Much	12

REVIEWS OF THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

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

Pop

ANNETTE



I LOVE YOU BABY (Pamco, BMI) (2:58) — TALK TO ME BABY (Pamco, BMI) (2:25) — Annette comes thru with two solid sides from her latest album "Annette Sings Anka." Top side, which is the strongest, is a potent rhythm ditty. Flip is a pretty ballad. Vista 369

DON GIBSON



THE SAME STREET (Acuff-Rose, BMI) (2:21) — SWEET DREAMS (Acuff-Rose, BMI) (2:12) — Two fine new recordings by Don Gibson which will catch both pop and country coins. Top side is a winning weeper, which Gibson performs well. Flip is another fine ballad with a good arrangement. Both are equally strong. RCA Victor 7805

THE LITTLE DIPPERS



I WONDER, I WONDER, I WONDER (Robbins, ASCAP) (2:12) — The Little Dippers have a chance for the charts again with this mighty pretty waxing of the familiar oldie. Smooth disk here. Flip is a ballad, "Lonely." (Tree, BMI) (2:01). University 6164

LITTLE ANTHONY AND THE IMPERIALS



LIMBO (Parts I & II) (Nancoz-Realgone) (2:31' & 2:17) — The group sells this wild Limbo effort with much enthusiasm over wild, rhythmic backing. The second side is a particularly frantic and potent offering. The Caribbean stunt-dance (sliding under a bar, which is lowered each time) could catch on among agile teeners. Watch it. End 1080

THE DEL VIKINGS



PISTOL PACKIN' MAMA (Vogue, BMI) — The Del Vikings wrap up the old novelty hit in a sock reading with a zestful r.&r. beat. Strong dual market side. Flip is "The Sun," (Brown, BMI). Alpine 66

THE MIRACLES



SHOP AROUND (Jobete, BMI) (2:48) — The lead singer warbles with fervent sincerity on an amusing item with good lyrics about the need for a young man to look over the "field." Dual market potential. Flip is "Who's Lovin' You," (Jobete, BMI) (2:54). Talma 54034

THE CLIPPERS



GOODNIGHT, IRENE (Ludlow, BMI) (2:36) — The great Leadbelly tune (a hit several years ago for the Weavers) is handed a strong instrumental reading with a solid Bill Black-type sound. Flip is "Beanie," (Diary, BMI) (1:56). Beacon 210

JOHNNY BOND



X-15 (Red River-Golden West, BMI) (2:55) — THE WAY A STAR IS BORN (Vidor-Golden West, BMI) (2:25) — Bond has had one of the big hits on "Hot Rod Lincoln," and he follows this with a story of an advanced concept of drag racing—with jet planes. Top side has best potential but also to be watched is the flip, an "All American Boy" type effort. Republic 2008

CHARLIE RICH



ON MY KNEES (Hi Lo, BMI) (2:30) — Rich had a solid hit with "Lonely Weekends," a while back and this can be the follow-up. It's a good ballad reading performed against a stylish and tricky rhythm background. Watch it. Flip is "Stay," (Knox, BMI) (2:52). Phillips 3652

(Continued on page 49)

MUSIC PUBLISHER INFORMATION:

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

bobby rydell.....

his talent speaks for itself



Sway & Groovy Tonight

C182

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 47

THE VENTURES



PERFIDIA (Peer, BMI) (2:03) — The Ventures have a strong follow-up to their hit "Walk, Don't Run," with this exciting instrumental waxing of the Latin standard. Flip is "No Trespassing," (Electron, BMI) (1:58).

Dolton 28

BOBBY RYDELL



GROOVY TONIGHT (Lowe, ASCAP) (2:08) — **SWAY** (Peer, BMI) (2:16) — A couple of solid rockers by Rydell. Top side is faster, in the "Wild One" groove with solid fem vocal support. Flip is the tune recently done by Dean Martin and this also moves. Either way with a possible nod to "Groovy."

Cameo 182

Country & Western

CARL SMITH



YOU MAKE ME LIVE AGAIN (Cedarwood, BMI) (2:57) — **I DON'T HURT NOW** (Cedarwood, BMI) (2:15) — A pair of potent sides for Smith. Both are weepers and equally strong, and they're sold with plenty of verve and warmth against bright backings. Both also have strong pop potential.

Columbia 41819

HANK SNOW



THE MAN BEHIND THE GUN (Rondo, BMI) (2:22) — **I'M ASKING FOR A FRIEND** (Delmore, ASCAP) (2:45) — Two fine efforts by the great Canadian country chanter. Top side is an upbeat three-beater, not unlike "El Paso," in its approach while the flip is a slow, plaintive weeper. Both sides have what it takes.

RCA Victor 7803

SPECIAL MERIT SPOTLIGHTS

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

Pop

JO BASILE

AH DIS DONC (Chappell, ASCAP) (2:51) — **IRMA LA DOUCE** (Chappell, ASCAP) (2:51) — Audio Fidelity 079 (See full review elsewhere this issue.)

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

SAM COOKE

★★★★ **Steal Away** — KEEN 82118 — The traditional spiritual is updated on this attractive waxing. Group backs the performer with spirit. This side could be big. (Hermosa, BMI) (2:25)

★★★★ **So Glamorous** — Sam Cooke sells a pretty ballad with all of his usual flourishes and turns. The backing rocks nicely, too. It could pull loot. (Hermosa, BMI) (2:17)

TOMMY ZANG

★★★★ **With Love (for You)** — HICKORY 1133 — The familiar Latin ditty "La Paloma" has been freshened up with new lyrics, and Tommy Zang hands it a solid reading here. It could be a big one. (Acuff-Rose, BMI) (2:24)

★★★★ **Hey, Good Looking** — The fine Hank Williams' tune is sung with a lot of spirit here by the chanter over a smart, rhythmic backing. Both sides have a strong chance. (Acuff-Rose, BMI) (2:08)

JOE REISMAN & HIS ORK

★★★★ **The World of Suzie Wong** — Roulette 4305 — Here's the theme material from the highly-touted, upcoming movie version of the Broadway hit, "Suzie Wong." It's pretty and moody and it can attract plays. Listenable all the way. (Famous, ASCAP)

★★★★ **A Breath of Scandal** — From the movie of the same title, comes this attractive instrumental wax in medium tempo. Also listenable. (Famous, ASCAP)

BOBBY STEWART COMBO

★★★★ **Cold, Cold Heart**—ARGO 5374—Bouncy instrumental treatment of the Hank Williams oldie featuring solid organ and sax solo work. (Acuff-Rose, BMI) (2:30)

★★★★ **Frankie & Johnny** — Oldie is wrapped up in infectious r.&r.-styled instrumental treatment. (Arc, BMI) (1:45)

LLOYD SIMS

★★★★ **For Sentimental Reasons** — ATLANTIC 2078 — The attractive oldie is wrapped up in expressive vocal by Sims, with r.&r. backing. (Duchess, BMI) (2:39)

★★★★ **I Want to Know**—Bouncy r.&r. item with gospel flavor is chanted with solid showmanship by Sims and group. Both sides have dual market appeal. (Tri-Fi, BMI) (3:11)

MELVIN ENDSLEY

★★★★ **Here I Am**—HICKORY 1131—Smart hunk of material is sung with much seriousness by Endsley on this bright side. It has a chance for coins and sales if exposed. (Acuff-Rose, BMI) (1:56)

★★★ **For My Baby**—Melvin Endsley handles this country-styled ditty with warmth over country support. Could get both pop and country spins. (Acuff-Rose, BMI) (2:08)

KEELY SMITH

★★★★ **Here in My Heart**—DOT 16146—Sock thrashing stint on the dramatic oldie. Strong side. (Mellin, BMI) (2:57)

★★★ **Clearance Sale** — Poignant bluesy theme is sung with tenderness and sincerity by canary. (Enterprise, ASCAP) (2:42)

IKE CLANTON

★★★★ **A Penny for Your Thoughts**—ACE 604—Attractive vocalizing on personable material with youthful appeal. Watch this. (Aldon, BMI)

★★★ **When Did You Leave Heaven**—wistful warbling by Clanton on the appealing oldie. Should pull spins. (Robbins, ASCAP)

JOHNNY WATSON

★★★★ **Untouchable** — ARVEE 5016—Here's an interesting tome about the TV "Untouchables." Against a backdrop of machine gun fire, Watson handles the good material in "Alley-Oop" style. This could step out. (Arvee, BMI) (2:15)

★★★ **Johnny Guitar**—Another good effort, this time in the blues vein. Watson and the group behind him have a sound that can catch on. Two good sides. (Arvee, BMI) (2:06)

THE AMES BROTHERS

★★★★ **Where the Hot Wind Blows**—RCA VICTOR 7801—This tune is also from a flick, the forthcoming "Where the Hot Wind Blows." It has the strong-voiced Ames Brothers sound. (Levine-McHugh, ASCAP) (1:57)

★★★ **Zuzie Wong**—From the flick "Suzie Wong" comes this Chinese-type item which features a warm, tender reading by the Ames Brothers. It has a chance. (Famous, ASCAP) (2:29)

EYDIE GORME

★★★★ **I Will Follow You**—ABC-PARAMOUNT 10155—First-rate reading by the thrush of an attractive item that has a chance for coins. It could get action. (West Side, BMI) (2:14)

★★★ **Be Sure My Love**—Pretty new effort is sung with Eydie's usual charm over a spritely Latin backing. Could move. (Zizane, ASCAP) (2:30)

ANN COLE

★★★★ **In the Chapel** — M-G-M 12954 — Thrush sings with intensity and emotional impact on gospel-flavored song. This is a new recording of a tune she recorded several years back on another label. Side is worth exposure. (Monument, BMI) (2:49)

★★★ **Plain as the Nose on Your Face** — Solid vocal stint by the canary on a catchy r.&r. ditty with infectious tempo and good chorus backing. (Shalimar, BMI) (1:55)

JAYE P. MORGAN

★★★★ **A World I Can't Live In** — M-G-M 12956 — Miss Morgan turns in a strong reading of a good country-veeper ballad. The side has a mighty persuasive quality and a nice chorus. Worth watching. (Tree, BMI) (2:21)

★★★ **When You Get What You Want (You Don't Want It Anymore)** — Here's a novelty rhythm side with a big bass drum beat behind Miss Morgan's nice thrashing job. The gal is in okay form here, tho flip gets the nod. (Aldon, BMI) (2:47)

HOLLYWOOD FLAMES

★★★★ **My Heart's on Fire** — ATCO 6180 — The boys debut on the label with a slow rocker which has occasional touches of being a take-off on various rock styles. Clever arrangement and good performance make this one to watch. (Argo, BMI) (2:46)

★★★ **Money Honey** — Here's Clyde McPhatter's original hit reprised in good style by the Flames. Good group sound. (Walden, ASCAP) (2:51)

VAL E. FORGE

★★★★ **Oh Susanna Rock** — STRAND 25022 — Here's a rock version of the Stephen Foster classic. It moves nicely, with flute and guitar leads. Good sound.

★★★ **Paul Revere** — An interesting side that figures as a follow-up to "General Custer." Has its humorous spots and could catch spins.

SAMMY FITZHUGH

★★★★ **I Feel Alright** — ATCO 6181 — A swing reading of a traditional gospel-folk-type tune that moves. It's handed a strong reading by the chanter. This could get action. (Hildy-Progressive, BMI) (2:33)

★★★ **Lover's Plea** — The chanter sells a pretty ballad with feeling over a calm backing. Flip has the excitement. (Hildy-Progressive, BMI) (2:38)

LENNY WELCH

★★★★ **Three-Handed Woman** — CADCENCE 1386 — A bright new blues effort

is sung with spirit by the chanter over smart backing by ork and chorus. Could happen for the lad. (Marks, BMI) (2:30)

★★★ **Darlin'** — Lenny Welch comes thru with a warm performance on a pretty ballad that he had a hand in writing. It's a good side, but flip is stronger. (Marks, BMI) (2:18)

CHARLIE WALKER

★★★★ **I Walked Out on Heaven** — COLUMBIA 41820 — When he walked out on his girl he made a mistake says Walker on this poignant weeper. It has a strong melody and a solid beat. A strong side. (Pamper, BMI) (2:25)

★★★ **Facing the Wall** — Charlie Walker explains how lonely he feels without his girl on this meaningful weeper. The singer handles the tune with feeling. Good wax. (Sure Fire, BMI) (2:53)

GUITAR, JR.

★★★★ **The Boss** — MERCURY 71681 — Exuberant reading of a bouncy r.&r. rhythm-novelty with considerable appeal. (Tek, BMI) (2:01)

★★★ **All of My Life** — Fervid chanting on a churchy-flavored ballad. Flip may be stronger. (Glad, BMI) (2:39)

FRANK D'RONE

★★★★ **Time Hurries By** — MERCURY 71720 — A familiar old theme from the semi-classical area is adapted here into a pleasant pop ballad. D'Rone handles it well against concerto-type piano and string backing and chorus. Side is worth a hearing. (Atlantic, BMI) (2:54)

★★★ **Strawberry Blonde** — D'Rone updates the oldie in rocking tempo with chorus. The chanter turns in a creditable performance much in the groove of recent Darin efforts on older tunes like "Bill Bailey" and "Clementine." Side has a smart sound. (Lyndale, BMI) (1:48)

DALE HAWKINS

★★★★ **Who — CHECKER 962** — An interesting and different arrangement with stops of the standard. Hawkins hands it a distinctive performance and the arrangement behind him generates plenty of excitement. This could break. Watch it. (Harms, ASCAP) (2:20)

★★★ **Linda** — The familiar ballad is given the rock-rhythm treatment by Hawkins. A spinnable effort. (Morris, ASCAP) (2:19)

THE FUGITIVES

★★★★ **Fugitive** — ARVEE 5014 — A good driving instrumental side. The combo pounds it out with rockin' piano, guitar and horn heard in the forefront. This can make the kids really step. (Arvee, BMI) (1:50)

★★★ **Freeway** — A good instrumental blues, again features piano and horns up front. This has a Latin touch to the rhythm. Another danceable side. (Arvee, BMI) (2:15)

TIMMY ROGERS

★★★★ **Tee-Hee** — PARKWAY 814 — Timmie Rogers sells this up-tempo effort with style over a rocking backing by the band. It swings and it has a chance. (Lowe-Kalmann, ASCAP) (2:31)

★★ **I Love Ya—I Love Ya—I Love Ya—I Love Ya** — On this side the singer talks about the girl he loves and he tells her how much he loves her again and again. Flip is stronger. (Lowe-Kalmann, ASCAP) (2:14)

NORM NOEL

★★★★ **This My Love Is You** — NOMAR 102 — Sweet ballad that portrays the qualities of the loved one is sung with strength here by Noel with large vocal group backing. An interesting side. (Mellin, BMI) (2:30)

★★ **Pretty Baby** — Old tune gets the vocal large-group treatment in medium tempo with Noel out front doing the yodeling. (Remick, ASCAP) (2:00)

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

DONNIE BOWSER

★★★ **Stone Heart**—ERA 3029—The chanter comes thru with a listenable reading on a tender weeper and his performance is strong enough to help the disk get exposure. (Murray Nash, BMI) (2:18)

★★★ **I Love You, Baby**—Donnie Bowser turns in a bright reading of a country-styled ditty on which he tells how much he loves his girl. Good side with a chance in two markets. (Sage & Sound, SESAC) (2:12)

JAY BARRY

★★★★ **A Picture of You** — ABC-PARAMOUNT 10154—He fell in love with her when he saw her picture is the story told here by Jay Barry on a teen-slanted dishing. It could have a chance due to the story. (Pamco, BMI) (2:35)

★★★ **Sheri**—On this, lad sings of a lass named "Sheri" with much emotion aided by ork and chorus. (Pamco, BMI) (1:55)

SCOTT STEVENS

★★★★ **Too Long Ago**—APT 25044—This is based on the oldie "Long, Long Ago" and the chanter sells it with occasional excitement, while a chorus chirps away behind. Worth spins. (Walnut, BMI) (2:15)

★★★ **You're Only Young Once** — Scott Stevens sells this attractive ballad with much feeling over nice backing by the Sid Feller ork and chorus. (Aries-Oak, ASCAP) (2:35)

THE LIMELITERS

★★★ **The Hammer Song**—ELEKTRA 45 —A first-rate waxing by the Limelitters on the traditional ditty. They perform it with a great voice blend, sided by a smart arrangement. Strong side. (Ludlow, BMI) (2:25)

★★★ **Charlie, the Midnight Maurauder**—This is a cute novelty effort about a poor soul who moved to suburbia and was put away because he entered the wrong house accidentally. Cute side. (Amadeo, ASCAP) (2:48)

DIANA TRASK

★★★★ **I'm So Lonesome I Could Cry**—COLUMBIA 41821—The great Hank Williams song is sung with much feeling by the Australian lass via double-track waxing, aided by a simple ork backing. (Acuff-Rose, BMI) (2:55)

★★★ **Our Language of Love**—Diana Trask sells this smart piece of material from the current Broadway smash "Irma La Douce" with enthusiasm and warmth over strong ork backing. Side could happen. (Chappell, ASCAP) (2:25)

LINK WRAY AND THE WRAYMEN

★★★★ **Ain't That Lovin' You Babe**—EPIC 9419—Exuberant warbling on hard-driving bluesy item with solid beat, and dual market appeal.

★★★ **Mary Ann**—Same comment.

THE LETTERMEN

★★★ **The Magic Sound** — WARNER BROS. 5178—Bouncy novelty is chanted amusingly by group in lively r.&r. tempo. (Meridian, BMI) (2:22)

★★★ **Two Hearts**—Wistful teen-appeal ballad is sung tenderly by group. Merits spins. (Witmark, ASCAP) (2:32)

EARL CONNELLY

★★★ **This Girl** — MASTER 12 — Catchy teen-appeal r.&r. ditty is accorded personable reading by singer and fem chorus. (Mar-Pet-R.T., BMI)

★★★ **Let Me Be Your Friend**—Pleasing vocalizing by Connelly on uptempo r.&r. item with bouncy tempo. (Mar-Pet-R.T., BMI)

ROB AND ROY

★★★ **Look Away**—COLUMBIA 41812—Two boys who sing in country harmony, do a nice job on this ballad. It's their debut disk. (Cedarwood, BMI)

★★★ **If Doesn't Matter Any More**—The boys are putting her out of their mind on this rhythmic side with a country touch. (Spanka, BMI) (2:15)

ARTHUR GODFREY

★★★★ **I'm Looking for a Riff**—SIGNATURE 12050—Godfrey talks and picks his uke in front of a small group jazz. Fine jazz improvisation brings the rating up. Both sides are from Godfrey's "Jazz for the People" album. (Comole, ASCAP) (2:57)

★★★ **Bum-Deedle-Um-Bo** — Godfrey sings only the title on this rocker, but for the most part it is a good instrumental. (Greenback, BMI) (2:20)

(Continued on page 51)

jimmie RODGERS
"WOMAN FROM LIBERIA"
 R-4293 ANOTHER HIT ON
ROULETTE

LAST DATE
 THE NASHVILLE SOUND
 THE NATION'S SENSATION
FLOYD CRAMER'S
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Bill Strength spent four days in the San Francisco sector last week, playing dates for Blackjack Wayne and making radio and TV personals on KNBA, Vallejo, Calif. Bill, who is presently kicking up dust with his new Sun release, "Guess I Better Go," will make the country music festival in Nashville November 4-5, after which he plays dates in Tucson and Phoenix, Ariz., with Merle Travis, booked by Raymac Enterprises, Anaheim, Calif., which also handles Skeets McDonald, Joe Maphis, Eddie Dean, Johnny Bond, Bonnie Sloan and Rose Maddox. . . . Cowboy Howard Vokes is set for an early session at Del-Ray Records to cut three new tunes written by Louise Webb, formerly of Nashville but now of Copper Center, Alaska. Vokes' newest Del-Ray release couples "Forever" and "The Love I Once Knew." . . . Wally Young, following a seven-week road trek thru the Northern U. S. and parts of Canada, has settled in San Diego, Calif., where he is appearing with the Smokey Rogers crew at Bostonia Ballroom while doubling on personals in the area.

Hank Thompson and His Brazos Valley Boys fly out of McGuire Air Force Base, Fort Dix, N. J., Monday (31) for Newfoundland, where they are set for 15 days of personals at the Harmon Air Force Base, Stephenville. Upon his return to the States, Hank works a series of dates for promoter Norman Kingsley and one day for Mel Price in the Maryland territory. . . . "Town Hall Party," Los Angeles, next Saturday (29) celebrates Halloween with a special performance featuring spooks and goblins, and Tex Ritter as special guest. Surrounding Ritter for the occasion will be such "Town Hall" regulars as Lefty Frizzell, Freddie Hart, Joe Maphis and Rose Lee, Johnny O'Neill, Skeets McDonald, Fiddlin' Kate, Billy Mize, Cliff Crofford, Big Jim Denoon, Barbara Mandrell, Bonnie Sloan, Geene Sterling, Pee Wee Adams, Jimmy Pruett, Pat O'Neill, Jay Stewart, Salty Holmes and Quincy Snodgrass.

Wanda Jackson and her newly formed group, the Party-Timers, have been inked for a return engagement at the Golden Nugget, Las Vegas, for six weeks beginning December 15. In addition, the Golden Nugget management has signed Wanda and her group for 20 weeks to be spread over 1961. . . . The Bobby Lord-Slim Wilson unit, featuring Mercury Records' Margie Singleton, does its stuff Tuesday (25) in Oshkosh, Wis.; Wednesday (26) in Green Bay, Wis.; and Thursday (27) in Burlington, Ia. . . . Spiritual singer Martha Carson, whose home base is Van Nuys, Calif., where her hubby-manager, X. Cosse, handles a number of movie, TV and recording celebs, guested Saturday (22) on NBC-TV's "Today on the Farm." . . . The Blackwood Brothers' new Hawaiian-styled gospel LP, in addition to featuring the voices of the foursome, has some excellent guitar work by Jerry Byrd.

Rose Maddox has returned to San Diego, Calif., after a 10-day stand at the Alibi Club, Anchorage, Alaska. Paul Harper's band still holds forth at the Alibi. . . . Decca Records has bought from Dollie Records the master on Clyde Beaver's "Here I Am, Drunk Again," and plans an immediate release. Beavers is deejay

on WBRO, Waynesboro, Ga., where he doubles as station manager. . . . The Jim Denny office, Nashville, has a package featuring little Jimmy Dickens, George Jones, Smiley and Kitty Wilson and the Carter Family set for Augusta, Ga., October 26-28. . . . The same office has Stonewall Jackson, Jimmy Newman and Warren Smith set to make a 10-day swing thru Northern States and Canada for Marlin Payne.

Denver Duke and Jeffrey Null, back home in Calabasas, Calif., after 16 weeks on the road, are mapping plans for an early swing thru Ohio and Pennsylvania. The lads have out a new LP on Guitar Records and plan to devote more of their time to writing and recording gospel tunes. . . . Kitty Wells, Johnnie and Jack and the Tennessee Mountain Boys showed their wares Friday (21) in two performances at the State Theater, Niagara Falls, N. Y., local deejay Ramblin' Lou promoting. . . . Roger Miller left Nashville last week on a three-week road jaunt to promote his new RCA Victor release, "You Don't Want My Love." . . . Hawkshaw Hawkins has what he thinks is a dual-market threat in his new Columbia release, "You Know Me Much Too Well." . . . Jim Small, c.&w. promoter-manager and owner of the A-B-S Records label, Harrisburg, Pa., is back in harness after spending several weeks in a hospital with injuries sustained in a head-on collision in which his car was demolished. During his hospital stay, doctors found that Jim was suffering from diabetes and placed him on a rigid diet that he'll have to stick with from now on in.

Newest member of the Virginia Boys band is Allen Shelton, from down Virginia way, who replaces banjo-picker Bobby Thompson, who left recently for the Armed Services. Another addition to the Jim and Jesse show is fem canary Carol Johnson. . . . Roy Drusky is set for Pulaski, Tenn., October 25; Charleston, S. C., 28, and Columbia, S. C., 29. . . . Flatt and Scruggs stop off in Pulaski, Tenn., October 27, and Elgin, Ala., 28. . . . Billy Grammer is on tour this week in California. . . . Lonzo and Oscar and Johnny and Jack and Kitty Wells play St. Joseph, Mo., October 29; Kansas City, Kan., 30, and Omaha, 31. . . . Hank Snow winds up a week's stand Thursday (27) at the Casino Theater, Toronto. . . . The Willis Brothers, after dates at Abilene, Tex., October 28, and Albuquerque, N. M., 29, hop to the Showboat Hotel, Las Vegas, for a three-week stand opening November 1.

Betty King and Her Kentuckians, all-girl, blue-grass combo, are playing for western dancing each Saturday night at Newark Pavilion, Newark, Calif. . . . Rhythm guitarist Sammy Davis is featured each Saturday, 4:30-5 p.m., on KTVU-TV, Oakland, Calif. . . . Elton McGee and His Western McGee Trio is playing the night club circuit in the Santa Rosa, Calif., sector. . . . Weldon and Wanda Rogers, of KHEM, Big Springs, Tex., have joined Peach Records' talent roster with their first release "Lyn' Lips and Cheatin' Heart." . . . Buck Wayne's Buckshots (Bud Crowder, Jack Boles, the Rogers Twins and Cactus Soldi) are doing the dance-and-show chores at Smokey Rogers' Bostonia Ballroom, El Cajon, Calif. Tall Paul Charron appears on the Sunday shows at the Bostonia.

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING OCTOBER 30

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	ALABAM, Cowboy Copas, Starday 501	17
2	2	3	3	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	8
3	3	2	2	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	9
4	4	5	15	EXCUSE ME, Buck Owens, Capitol 4412	6
5	8	9	8	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	8
6	6	6	5	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	10
7	5	4	6	ANYMORE, Roy Drusky, Decca 31109	16
8	7	8	4	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	15
9	11	12	29	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	4
10	14	27	—	LET'S THINK ABOUT LIVING, Bob Luman, Warner Brothers 5172	3
11	12	22	—	BEFORE THIS DAY ENDS, George Hamilton IV, ABC Paramount 10125	3
12	10	11	10	I KNOW ONE, Jim Reeves, RCA Victor 7756	14
13	21	25	—	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	3
14	9	7	7	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	34
15	15	10	9	CRUEL LOVE, Lou Smith, Top Rank 2069	11
16	24	—	17	SHE'S JUST A WHOLE LOT LIKE ME, Hank Thompson, Capitol 4386	12
17	20	—	—	IT'S NOT WRONG, Connie Hall, Decca 31190	2
18	—	—	—	YOU CAN'T PICK A ROSE IN DECEMBER, Earnest Ashworth, Decca 31156	1
19	16	21	28	THIS OLD HOUSE, Wilma Lee & Stony Cooper, Hickory 1126	7
20	30	18	16	CARMEL BY THE SEA, Kitty Wells, Decca 31123	8
21	—	—	—	THERE'S NOT ANY LIKE YOU LEFT, Faron Young, Capitol 4410	1
22	—	—	—	LONELY RIVER RHINE, Bobby Helms, Decca 31148	1
23	—	—	—	I CAN'T RUN AWAY FROM MYSELF, Ray Price, Columbia 41767	1
24	17	17	13	DRIFTING TEXAS SAND, Webb Pierce, Decca 3118	7
25	13	20	26	REASONS TO LIVE, Jimmie Skinner, Mercury 71663	8
26	—	—	—	HERE I AM DRUNK AGAIN, Clyde Beaver, Dollie 7682	1
27	—	—	—	THIS OLD HEART, Skeets McDonald, Columbia 41773	1
28	26	—	—	IMITATION OF LOVE, Adrian Roland, All Star 7207	4
29	19	16	12	MILLER'S CAVE, Hank Snow, RCA Victor 7748	15
30	—	—	—	I'VE GOT A RIGHT TO KNOW, Buck Owens, Capitol 4412	1

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The Billboard HOT R & B SIDES

FOR WEEK ENDING OCTOBER 30

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	FOR WEEK ENDING OCTOBER 30				
					TITLE, Artist, Company, Record No.				
1	1	1	1	10	KIDDIO, Brook Benton, Mercury 71652				
2	5	5	18	4	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071				
3	4	7	15	5	GEORGIA ON MY MIND, Ray Charles, ABC Paramount 10135				
4	2	2	2	9	CHAIN GANG, Sam Cooke, RCA Victor 7783				
5	3	4	4	13	FOOL IN LOVE, Ike and Tina Turner, Sue 730				
6	12	17	—	3	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400				
7	7	6	5	6	MY DEAREST DARLING, Etta James, Arto 5368				
8	6	3	3	12	THE TWIST, Chubby Checker, Parkway 811				
9	15	18	—	3	DON'T BE CRUEL, Bill Black's Combo, Hi 2026				
10	17	26	—	3	SLEEP, Little Willie John, King 5394				
11	11	13	25	4	YOU TALK TOO MUCH, Joe Jones, Roulette 4304				
12	—	—	—	1	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354				
13	8	10	—	3	THREE NIGHTS A WEEK, Fats Domino, Imperial 5687				
14	13	9	20	4	MR. CUSTER, Larry Verne, Era 3027				
15	14	27	—	3	TONIGHT'S THE NIGHT, Shirelles, Scepter 1208				
16	20	—	—	2	SO SAD, Everly Brothers, Warner Brothers 5163				
17	28	—	—	2	I WANT TO BE WANTED, Brenda Lee, Decca 31149				
18	16	11	16	4	MY HEART HAS A MIND OF ITS OWN, Connie Francis, M-G-M 12923				
19	9	12	23	5	STAY, Maurice Williams, Herald 552				
20	18	14	6	8	I WANT TO KNOW, Sugar Desanto, Checker 103				
21	19	25	—	3	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327				
22	—	—	—	1	TODAY I SING THE BLUES, Aretha Franklin, Columbia 41793				
23	—	—	—	1	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Brothers 5172				
24	—	—	—	1	HUSH HUSH, Jimmy Reid, Vee Jay 357				
25	—	10	9	10	TA-TA, Clyde McPhatter, Mercury 71660				
26	23	24	—	3	BLUE ANGEL, Roy Orbison, Monument 425				
27	—	—	—	1	DEVIL OR ANGEL, Bobby Vee, Liberty 55270				
28	—	—	—	1	LAST OF THE BIG TIME SPENDERS, Cornbread & Biscuit, Maske 102				
29	—	—	—	1	LAST DATE, Floyd Cramer, RCA Victor 7775				
30	—	—	—	1	A THOUSAND STARS, Kathy Young, Indigo 108				

Reviews of New Pop Records

Continued from page 49

PAT O'DAY

★★★ **Heavenly Hawaii**—SEVILLE 109—String-filled background marks the mood of this travelog sung by Miss O'Day, that describes the beauties of our 49th State. (Sea-Tray, ASCAP) (2:38)

★★★ **Missouri Waltz**—Old tune, which is identified by some with Harry Truman, gets a hip big band swing and jumping vocal from the chick. (Boston, ASCAP) (2:36)

JIMMY STRICKLAND

★★★ **A Little Too Late**—DAVCO 103—A pretty country ballad with a weeper message. Strickland gives it a reading with heart and he's nicely backed by a chorus. This has appeal especially in country sectors. (Walker, BMI) (2:33)

★★★ **Living Alone**—A nice ballad with inspirational overtones. Strong vocal work by Strickland. This is the pop-styled side. (Cedarwood, BMI) (3:26)

EDDIE DE MARR

★★★ **I Love You, Cathy**—COLUMBIA 41817—A ballad from the hit Broadway musical "Bye Bye Birdie." De Marr gives it a good teen sound against an effective fem chorus backing and triplet rhythm. Side is worth attention. (Edwin H. Morris, ASCAP) (2:45)

★★★ **Lovebirds**—De Marr again has the teen touch on a ballad set in medium rhythm. Flip has more immediate appeal, however. (Edwin H. Morris, ASCAP) (2:20)

JOEY DEE

★★★ **Face of an Angel**—SCEPTOR 1210—Dee handles this ballad nicely against string and chorus backing. The chanter exhibits quite a vocal range in this reading. Chorus has an interesting fill between lines of the chorus, which might cause some confusion as to what they're saying. (Ludix, BMI) (2:46)

★★★ **Shimmy Baby**—A shimmy, twisting blues by Dee and his vocal supporting group. Good pounding passages here by the piano and the singers. Side is worth a hearing. (Ludix, BMI) (2:16)

FREDDIE AND HIS CONTINENTALS

★★★ **Song From La Colce Vita**—NOC-TURNE 105—This tune is from the Italian film that has garnered a lot of awards abroad. Song has a neat melody and disk has a chance for coins. (2:40)

★★★ **Song From Irma La Douce**—Tune from the current hit Broadway show "Irma La Douce" is handed a nice go by the ork and chorus here. (Chappell, ASCAP) (2:30)

GARY WARREN

★★★ **The Mermaid Caper**—IMAGE 1012—This is the story of a taxi driver who decides to become an underwater diver and discovers a mermaid. Cute novelty is sung in strong fashion and disk has a chance. (Kenny Marlow, BMI) (2:15)

★★★ **Cindy Lou**—Bright novelty receives another strong performance from the chanter over cute combo and ork support. (Kenny Marlow, BMI) (2:04)

JO BASILE

★★★ **Ah Dis Done**—AUDIO FIDELITY 079—Lighthearted French-styled rhythm ditty is wrapped up in lively accordion solo. Tune is from new Broadway smash "Irma La Douce." Both sides are from Basile's new LP of the show score. Spinnable. (Chappell, ASCAP) (2:51)

★★★ **Irma La Douce**—Poignant Parisian title theme from same show is accorded dreamy accordion solo stint. Nice jockey side. (Chappell, ASCAP) (2:51)

EDDIE BAXTER

★★★ **Fortune Cookie (Parts I & II)**—KAPP 357—An interesting Oriental sounding side with organ and tenor sax featured. Various spoken segs break in here and there to add interest. Part two features a tenor lead at the start. The whole thing has the flavor of the old Carmichael tune, "Hong Kong Blues." Spinnable sides with an edge to number two. (Glenwood, BMI) (2:28 & 2:30)

JERRY MURAD'S HARMONICATS

★★★ **Cherry Pink and Apple Blossom White**—COLUMBIA 41816—The boys may get attention with this harmonica instrumental. They play the hit tune of years back with a beat and a bright style. Lads were formerly on Mercury. (Chappell, ASCAP) (1:45)

★★★ **Lonely Love**—Listenable version of the new tune by Bobby Maxwell is handed a warm reading by the Harmonicats. Good wax on their first outing for the label. (Robbins, ASCAP) (2:13)

BING AND SATCHMO

★★★ **Dardanella**—M-G-M 12961—From their new album comes this dinking featuring Bing and Satchmo singing the fine

oldie. Satch sings the melody and Bing handles the harmony. Good for jock spins. (Fisher, ASCAP) (2:45)

★★★ **Muskrat Ramble**—An old fashioned dinking with Bing and Satch is nice for sentimentalists and is worth spins from a lot of jocks. (Simon, ASCAP) (2:58)

JIMMY MITCHELL

★★★ **Who Can See the Wind**—MERCURY 71707—The lad sells this pretty ballad in a warm, Johnny Mathis style on an attractive disk. It has a warm sound and a chance for some coins. (Mansion, ASCAP) (2:22)

★★★ **Let's Fall in Love**—Jimmy Mitchell sells the oldie in high-voiced fashion here over bright large ork string backing. Could get spins. (Bourne, ASCAP) (2:28)

CLYDE OTIS

★★★ **Separate Ways**—MERCURY 71687—A slow arrangement for chorus and ork and featuring a brilliant unison fiddle sound with the non-lyric vocal work. A most listenable side. (Actual, BMI) (2:07)

★★★ **Be Mine**—Another slow, triplet-based side with the talking unison fiddles taking the lead. Chorus is again heard in a supporting role. (Actual, BMI) (1:55)

JOHNNY CASH

★★★ **Port of Lonely Hearts**—SUN 347—Cash, via dual track, sings against himself in repeating fashion on this minor flavored song. Strong wax here for the Cash fans. (Knox, BMI) (2:31)

★★★ **Mean Eyed Cat**—A nice, easy-going, medium-rhythm tune by Cash. It has a novelty lyric but the tune itself is a country blues. The chanter handles it well with solid backing from the Tennessee Two. (Knox, BMI) (2:27)

BRAD SUGGS

★★★ **My Gypsy**—PHILLIPS 3563—A pretty, medium rhythm ork instrumental. Violins are featured prominently, along with a chorus. Nice programming possibilities. (Knox, BMI) (2:47)

★★★ **Sam's Tune**—A slick little rhythm tune gone as a sort of rock and roll hoo-down by the mixed chorus. A spinnable side. (Hi Lo, BMI) (2:10)

AL MARTINO

★★★ **It's All Over But the Crying**—20TH FOX 232—Attractive vocal stint on a pleasant theme with a jaunty tempo. (Southern, ASCAP) (2:15)

★★★ **Come Back to Me**—Leisurely paced neapolitan-styled ballad is sung with rich feeling by Martino. (Porgie, BMI) (2:30)

JOAN PROCTOR

★★★ **A Red Blooded, True Blue American Boy**—RCA VICTOR 7802—Miss Proctor has a good, low-down sound on this rockin' ballad. She works with chorus for pleasant effects. (Meridian, BMI) (2:15)

★★★ **Just for Old Times Sake**—Here's an infectious, slow rocker with a good, spirited gospel-styled performance by the thrush. (January, BMI) (2:20)

BILLY ELDER

★★★ **Letter From the Alamo**—CAPITOL 4452—Billy Elder sings what purports to be a letter written by one of the defenders of the Alamo. It has a teary message. (Sherman-DeVorzon, BMI) (2:12)

★★ **To Know You**—The chanter sells this ballad with feeling aided by a fem chorus and large ork. (Sherman-DeVorzon, BMI) (2:15)

DICK FLOOD

★★★ **Carita**—Monument 427—Attractive ranchero receives a bright performance here with a vocal by Flood in Spanish and English. It has good sound and could catch some country and pop coins. (Combine, BMI) (3:29)

★★ **Cowpoke**—The chanter sings about the life of a cowpoke on this haunting disk. Listenable wax worth spins. (Frank, ASCAP) (2:15)

LANCE ROBERTS

★★★ **The Good Guy Always Wins**—SUN 348—A cute song idea applied to the field of romance. It's a medium beat rocker and Roberts and the chorus turn in a listenable job. (Hi Lo-Rise, BMI) (2:12)

★★ **The Time Is Right**—A rockaballad, performed in pleasant fashion by the chanter. He has a country sound and he's backed by a chorus here. (Hi Lo, BMI) (2:22)

THE FOUR COINS

★★★ **Fledging My Love**—M-G-M 12951—The group on its initial outing for the label turns out a listenable reprise of the great Johnny Ace hit. Arrangement is in great Johnny Ace hit. (Continued on page 52)

AES Elects Execs; Show A Success

NEW YORK — Upon the successful closing of its 12th annual convention, and exhibit, the Audio Society announced that it had elected new officers for 1960-'61.

New president of the organization is Dr. Harry F. Olson of RCA Laboratories. The out-going president of the AES, Harry L. Bryant, continues on as a governor for a term of two years.

Also on the slate of newly elected officers are: Executive Vice-President, H. H. Scott (head of the firm of the same name); L. R. Burroughs, of Electro-Voice, Central vice-president, and Western Vice-President Pell Kruttschnitt, Capitol Records. Re-elected were: C. J. LeBel, Audio Instrument; Treasurer, R. A. Schlegel, RKO Teleradio Pictures, WOR Division.

The four-day convention that followed the election of new officers was acclaimed a success. An all-time high of over 800 professionals and guests registered at the trade show.

Among the exhibitors entering for the first time were three divisions of RCA; Texas Instruments; Minnesota Mining and Manufacturing, and Bogen-Preston.

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Reviews of New Pop Records

Continued from page 51

slow rock tempo with triplets, fiddles and horns backing the boys. (Wemar-Lyon, BMI) (2:11)

★ ★ I Want a Little Girl — This is not the familiar blues number. It's a medium beater which has something of the "Sh Boom" sound. Boys handle it in okay fashion. (Roosevelt, BMI) (2:00)

JOHNNY WINTER
★ ★ Creepy — KRCO 106 — This medium tempo instrumental blues in the easy rocking style shows strong guitar work. (Ken-Rick, BMI) (2:05)

★ ★ Oh My Darling — The boy sings a slow ballad dedicated to a loved one. (Ken-Rick, BMI) (2:10)

RITA RAINES
★ ★ Vaya Con Dios—ARCY 1003—The Les Paul-Mary Ford hit of a few years ago is sung warmly here by the thrush over a smart backing. Side could get coins. (Ardmore, ASCAP) (2:35)

★ ★ Silently—Rita Raines bows on the new label with a listenable performance of a special material type ballad. (Stereo, BMI) (2:40)

DONNA DORI
★ ★ Love Me Forever—20TH FOX 225 —Melody taken from Tchaikovsky's Fifth Symphony receives a warm reading by Donna Dori aided by big ork support. (Home Folks, BMI) (2:40)

★ ★ Mustn't Let Him Know—Pretty ballad is sung nicely by the thrush, altho the flip is stronger. (Delstone, BMI) (2:42)

BIG BOY MYLES
★ ★ New Orleans—ACE 605—Big Boy Myles sells this wild rocker with spirit as he tells about the charms of New Orleans. Tune has an infectious beat and a pounding beat. It can happen. (Pepe, BMI) (2:12)

★ ★ Gray Bonnet—This is a rather frantic version of "Old Gray Bonnet" but it

sounds rather spur of the moment. Flip is stronger. (Acs, BMI) (2:07)

THE LIONS
★ ★ Giggled—MACK IV—The Lions sing of a girl who giggles all the time on this unusual novelty record with a bright beat. Side has a chance. (Brujem, BMI) (2:37)

★ ★ No One (No One But You)—The lads sing a pleasant song here with warmth over a good backing. Flip is stronger. (Brujem, BMI) (1:53)

MORRY WILLIAMS
★ ★ Time Runs Out—LUCK 102—Emotional delivery by Williams and group on feelingful rockaballad. (Shoe BMI) (2:20)

★ ★ Long Foot Jene—Williams and the Kids chant amusing novelty with good humor and catchy tempo. Dual market items. (Shoe, BMI) (2:20)

THURL RAVENSCROFT
★ ★ Ten Who Dared—VISTA 364—The Ranger chorus turns out the theme material from the Disney film. It's about 10 brave souls who braved the mighty Colorado. Stirring and it should appeal to kiddies, particularly. (Walt Disney, ASCAP) (2:55)

★ ★ Roll Along (Unto the Sea)—Here's a rhythmic folkish effort by bass Thurl Ravenscroft and a chorus of Rangers. Tune is from the Disney film, "Ten Who Dared." Pleasant enough. (Walt Disney, ASCAP) (1:50)

JIMMY HEAP
★ ★ Summit Ridge Rock—FAME 509—The old Artie Shaw hit is performed brightly by the Jimmie Heap combo here and it could get some juke coins. (Intercollegiate, ASCAP) (2:00)

★ ★ Night Cap — This side is a Latin-flavored version of a familiar melody that is played in fair style by the instrumental combo. (Mel Mat, BMI) (2:15)

★ ★ MODERATE SALES POTENTIAL

WALLY DEAN
★ ★ Drinkin' Wine, Spo-Dee-O-Dee — ARTIC 65222—The old blues, a hit a few years ago, gets a pretty reading here by the singer. (Leeds, ASCAP) (2:35)

★ ★ In the Jailhouse Now—Fine old folk tune gets a rocking performance from singer Dean. (Peet Int'l., BMI) (2:06)

THE TEEN QUEENS
★ ★ I'm a Fool—ANTLER 4015—Strong rhythm marks this side as a formidable rocking blues that might get some play. (Argo, BMI) (2:23)

★ ★ Politician — Election-based lyric tells girl's exasperated story of an all-talk-no-action lover. (Symbol, BMI) (2:10)

DAVE BARTHOLOMEW
★ ★ I Cried — IMPERIAL 2721 — Blues-based material gets a good treatment by Bartholomew in medium tempo with strong accompaniment. (Travis, BMI) (2:11)

★ ★ Somebody New — Singing softly but with strength Bartholomew swings this one. (Travis, BMI) (2:20)

DIANE GORDON
★ ★ Little Girl — ARCY 1002 — Pre-teen thrush sings cute side explaining that "Little girls are little, just a little while." (Cordia, BMI) (2:25)

★ ★ Ooh Ooh Baby—Same child sings flip asking that lovin' begin. (Cordia, BMI) (2:15)

THE FOUR SOUNDS
★ ★ Peter's Gun — TUFF 1 — The Four Sounds turn in pale imitation of the Coasters on this talking-singing tale about a private detective. (Leath-Mitchell, BMI) (2:24)

★ ★ The Ring—A warm rockaballad is handled neatly by the foursome as they sing of a happy wedding day. (Leath-Mitchell, BMI) (2:19)

DOUG MORRIS
★ ★ Frigid Digt — EPIC 9405 — This rocker ditty is about a frigid lass who isn't interested in love. But in the end he gets to hold her hand and fall in love.

★ ★ The Drummer Boy for Gen'l Lee — This enthusiastic ditty tells about a young lad who became the drummer boy for General Lee of the Confederate Army. May get spins.

DARLA HOOD
★ ★ Un Momento Mas — ACAMA 120 — Darla Hood handles this Latin-styled ditty in both English and Spanish. Not much in the way of commercial possibilities. (Granson, BMI) (2:18)

★ ★ Sitting Bull's Last Stand — On this side the lass sings about a lad who wants to fight with Sitting Bull. Not much here either. (Granson, BMI) (2:12)

NICK HARRIS
★ ★ Music, Music, Music — NORTHWEST 1004 — The famous hit for Teresa Brewer is given an instrumental reprise with organ and tenor sax in the spotlight. Good juke side. (Cromwell, ASCAP) (2:43)

★ ★ Big Nick — The combo turns out another rhythm effort in rock tempo. A danceable blues side. (True Tone, BMI) (2:26)

RICK JOHNSON
★ ★ Me and My Baby — COMET 104 — Swinging up-tempo tune that has chorus and fair accompaniment is sung by Johnson. (Jamil, BMI) (2:25)

★ ★ Once Upon a Broken Heart — Country weeper material is treated in quick shuffle rhythm with Johnson singing the lyric in good style. (Robot, BMI) (2:07)

TRIG RICHARDS
★ ★ Ole Train Whistle—FALCON 205—The chanter sings of the train whistle that he's heard in prison many times, and now that he's finally free, he's gonna take it home. (Korki, BMI) (2:35)

★ ★ Hollywood Cat — Trig Richards explains that he is Hollywood Cat from the Sunset Strip on this novelty effort. (Korki, BMI) (2:10)

THE MARK V
★ ★ Cry Baby—MILO 110—The Mark V handle this semi-rocker in fair fashion over good ork support. (Queen, BMI) (2:39)

★ ★ Bull Fight Cha Cha—The cha cha is set to the music of a bull fight here. Side is a snappy instrumental and could get spins. (Queen, BMI) (2:52)

THE JUPITER SERENADERS
★ ★ Theme From a Dream—HICKORY 1132 — The band handles this listenable theme in easy-going fashion with the trumpet in the lead. (Acuff-Rose, BMI) (2:50)

★ ★ Ma Belle—Pretty song is performed with warmth by the ork here, too. (Acuff-Rose, BMI) (2:35)

Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Chart
1. THEME FROM THE APARTMENT (Mills)	1	14
2. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	2	11
3. IT'S NOW OR NEVER (Gladys)	3	11
4. MISTY (Octave)	4	25
5. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	5	15
6. MR. LUCKY (Southgate)	6	27
7. BECAUSE THEY'RE YOUNG (Columbia)	8	19
8. ONLY THE LONELY (Acuff-Rose)	7	9
9. VOLARE (NEL BLU DI PINTO DI BLU) (Robbins)	15	8
10. MR. CUSTER (Bamboo)	10	4
11. CLIMB EVERY MOUNTAIN (Williamson)	—	36
12. DO-RE-MI (Williamson)	—	37
13. KEY TO LOVE	12	2
14. THEME FROM A SUMMER PLACE (Witmark)	14	37
15. SOUND OF MUSIC (Williamson)	11	32

JOHNNY CREAR
★ ★ Un Balser Cette Nuit—SQUARE 5127 — Pretty Parisian-flavored theme is sung pleasantly by Crear. (Silent, ASCAP) (2:23)

★ ★ Theresa—Romantic chanting by Crear on pleasing ballad. (Silent, ASCAP) (2:50)

JIMMY CLOVER
★ ★ Moonlight in Vermont — DAUPHIN 145 — Expressive vocal rendition of the lovely standard with mild r.&r. tempo on backing. (M. H. Goldsen, ASCAP) (2:08)

★ ★ I've Got to Love You—Effective flute backing is highlighted on catchy ditty with okay chanting by Glover. (Timely, ASCAP) (2:10)

TY HUNTER
★ ★ Everytime—ANNA 1123—Tune is not the Joe Williams-Count Basie blues, but rather a slow rock ballad. (Ro-Gor, BMI) (2:05)

★ ★ Free—"Chain Gang"-like arrangement adds some charm to this one which has Latin-American and calypso touches. (Tri-Phi, BMI) (2:35)

JOEY
★ ★ Our Own Little World — JOY 243 — Joey bows on the label with a fair reading of a teen-slanted item. Fair wax. (Joy, ASCAP) (2:22)

★ ★ My First Love Letter — Another pleasant ballad is sung nicely by the chanter. (Joy, ASCAP) (2:05)

SEYMOUR
★ ★ Margie—HEARTBEAT 36—The oldie is performed brightly by the trumpet and organ duo here. (Mills) (1:45)

★ ★ Always—Same comment. (Berlin) (2:00)

ALICE JONES
★ ★ Blowtop Blues — MILO 106 — The oldie is handed a fair go by the lass, over old-fashioned ork support. (Republic, BMI) (2:10)

★ ★ Empty Arms—The Ivory Joe Hunter tune is sung in so-so fashion by the lass here. (Ivory, BMI) (2:39)

THE MASQUERADES
★ ★ These Red Roses—FORMAL 1012—The boys sell a pleasant rockaballad with some spirit. (Garden, BMI) (1:24)

★ ★ Mister Man the Guitar Man—The lads comes thru in fair fashion here. Flip is stronger. (Garden, BMI) (2:25)

THE SENTIMENTAL FOUR
★ ★ I Like Everything You Do—VANITY 1597—A pleasant, old-fashioned melody by the boys and they give it another okay harmony whiff. (Dubonnet, ASCAP) (2:45)

★ ★ Pearl, My Girl—Pleasant harmonizin' by the boys but arrangement and material are real old hat. (Dubonnet, ASCAP) (2:09)

Jazz

★ ★ ★ ★ **THE EDDIE (LOCKJAW) DAVIS, JOHNNY GRIFFIN QUINTET**

★ ★ ★ ★ Full My Coat (Parts I and II)—PRESTIGE 183—Tenor sax stars Griffin and Davis team with rhythm section here for a two-sided walkin' blues instrumental that builds with excitement and should arner a good amount of jazz juke coin.

★ ★ ★ **FREDDY HUBBARD**
★ ★ ★ Gypsy Blues—BLUE NOTE 1779—Haunting theme is handed effective instrumental treatment. (Groove, BMI)

★ ★ ★ One Mint Julep—Relaxed instrumental interpretation of the bouncy novelty oldie. Both sides are from an LP. (Progressive)

STANLEY TURRENTINE
★ ★ ★ Journey Into Melody—BLUE NOTE 1780—Dreamy sax solo stint on haunting instrumental theme. Both sides culled from an LP. (Chappell)

★ ★ ★ Look Out—Pleasant ork treatment of attractive jazz theme. (Groove, BMI)

JOE WILSON WITH ROSCOE WEATHERS QUINTET
★ ★ ★ Root Flute — CORNUTO 1001 — Tasteful flute solo stint on relaxed instrumental theme with neat, bouncy tempo. Spinnable wax for jazz jocks. (Protons, ASCAP)

★ ★ ★ Lady Is a Tramp — Expressive chanting on the great standard with effective flute work on backing. (Chappell, ASCAP)

THE THREE SOUNDS
★ ★ ★ That's All — BLUE NOTE 1758—Appealing oldie is accorded tasteful instrumental treatment by group. Nice jockey wax for pop as well as jazz spinners. (Portrait)

★ ★ ★ St. Thomas—Amusing instrumental treatment of happy island-flavored ditty with solid piano solo work. (Prestige)

THE SHIRLEY SCOTT TRIO
★ ★ ★ Gee Baby, Ahn't I Good to You—PRESTIGE 179—The Shirley Scott Trio handles this bluesy effort stylishly with Shirley Scott featured on organ. Side is from her album "Soul Searchin'."

★ ★ Moanin'—Bright tune is handled well by the Scott combo.

Rhythm & Blues

★ ★ ★ **ROOSEVELT SYKES**
★ ★ ★ Miss Ida B.—BLUESVILLE 810—Roosevelt Sykes sings this blues with his usual feeling as he tells the world of his love for "Miss Ida B." (Sykes-Prestige, BMI) (3:10)

★ ★ ★ SATELLITE BABY—On this side Sykes turns topical as he tells everyone about his "Satellite Baby" on this rocker. (Sykes-Prestige, BMI) (2:45)

BROWNIE AND SONNY
★ ★ ★ Pawnshop — PRESTIGE BLUESVILLE 809—Brownie McGhee and Sonny Terry team on this folk-blues McGhee singing and playing guitar, Terry improvising nicely on harmonica. (McGhee-Pru) (3:15)

★ ★ Too Niecey Mama—McGhee does most of the singing on this side, too. This side is from their new "Blues and Folk" album. (McGhee-Terry-Pru) (2:40)

SUNNYLAND SLIM
★ ★ ★ Baby How Long — PRESTIGE-BLUESVILLE 811—This blues chestnut gets a good reading from Slim. (McGhee-Pru) (2:40)

★ ★ It's You Baby—With King Curtis on tenor sax Slim shouts out the lyrics to this medium blues. (Slim-Prestige, BMI) (2:30)

★ ★
THE CORRIDOR'S
 ★★ I Want to Marry You—ZONE 2160—Simple statement of the title tells the rousing rocker story here. (E & M, BMI) (1:50)
 ★★ Dear One—Rock ballad is handled rather routinely by the group. (E & M, BMI) (2:20)

FLAMING HEARTS
 ★★ Baby — VULCO 1 — Group wails with feeling on an emotional rockaballad. (Lakeland, BMI) (2:33)

★★ I Don't Mind — Fervid reading by lead singer on a catchy rhythm item. (Lakeland, BMI) (2:17)

LEE DIAMOND
 ★★ Please Don't Leave — MINIT 617 — The cat implores his wife not to leave him, in a loose-jointed ballad blues tempo. (Minit, BMI) (2:55)

★★ It Won't Be Me — Retribution sets in on this side, where Diamond tells his chick that someone's got to leave and it won't be him. Tempo is the medium groove. (Minit, BMI) (1:58)

THE CAP-TANS
 ★★ Tight Skirts and Crazy Sweaters—ANNA 1122—Gal's clothes that interest lads come in for admiration at a rocking middle tempo. (Phi and Claiborne, BMI)
 ★ I'm Afraid—Slow ballad is sung by the group and lead singer with little distinction. (Phi and Claiborne, BMI)

Country & Western

★ ★ ★ ★
FARON YOUNG
 ★★ Forget the Past — CAPITOL 4463 — The story of the end of a love affair gets a mighty good reading from the singer on this strong dinking. Could happen. (Lancaster) (2:16)

★ ★ ★ A World So Full of Love — Country weeper is handled very well by Young. Attractive side has a chance for coins. (Tree, BMI) (2:04)

BOB GALLION
 ★★ Start All Over—HICKORY 1130 — A solid country blues side by Gallion. The chanter gives the tune a lot of life and he gets a background that comes alive nicely. Listenable and danceable. (Acuff-Rose, BMI) (2:25)

★ ★ ★ Loving You (Was Worth a Broken Heart)—A weeper in medium tempo. Gallion has a solid sound and he merits spins on this pairing. (Acuff-Rose, BMI) (2:05)

★ ★ ★
ZACHERLEY
 ★★ Coolest Little Monster—ELEKTRA 45—Amusing if morbid lyrics sung by the ghoulish Zacherley that should make Halloween rocker programming. (Mode, ASCAP) (2:29)

★ ★ ★ Ring-a-Ding Orangoutang—The doings of the ape-monster make for funny rocker. Both sides are from the LP "Spook Along With Zacherley." (Conley, ASCAP) (1:54)

THE WILLIS BROTHERS
 ★★ Pretty Diamonds—STARDAY 518— "Does your conscience hurt you with those diamonds on your hands," they ask the gal. The boys have a fine sound of vitality as they belt this traditional. This can get spins in the hill belts. (Starday, BMI) (2:36)

★ ★ Billy the Kid—A historical ode of the famous Western character. It's on the upbeat side and comes up for okay results. (Starday, BMI) (2:19)

THE KENTUCKY TRAVELERS
 ★★ Will There Be a Rainbow—STARDAY 516—Here's a good bluegrass group with the boys indulging in a good ballad with the down home sound. Good banjo picking here with the fiddle joining in. For devotees of the hill sound. (Starday, BMI) (2:03)

★ ★ When You're Out of My Arms—A snappy upbeater ballad by the group, again with fancy fiddlin' and pickin' (Starday, BMI) (2:08)

DEE STONE
 ★★ Morning Breeze—EASTERN 45601 — A bright, hoedown-styled country instrumental with good fiddle and guitar work. Jukes in the traditional areas can draw coin with this. (Rite, BMI) (2:10)

★ ★ Nashville Mood — Another happy, rhythmic country instrumental side. Also qualifies as worthwhile box wax in the right areas (Rite, BMI) (2:00)

★ ★
ROBBY ANDERS
 ★★ A Picture of You — KRCO 104 — Tale to the lyric to this country weeper revolves around the memory of the lost love which is remembered only in a picture. (Ken-Rick, BMI) (2:15)

★ ★ Say That You Care — Infidelity of a sweetheart is the subject matter on this medium tempo ballad. (Ken-Rick, BMI) (2:33)

BENNY MARTIN
 ★★ Pretty Girl — STARDAY 519 — Martin warbles with feeling on a pleasant country tune. (Starday, BMI)

★ ★ Dime's Worth of Dreams — Wistful lament is sung sincerely by Martin. (Starday, BMI)

JOHNNY ADAMS
 ★★ Would It Be Wrong—YUCCA 126—Singer Adams asks the question and would like an affirmative answer on this ballad. (Fairway, BMI) (2:38)

★ ★ Guardian of My Heart—Side features good guitar solos on this up-tempo ballad. (Fairway, BMI) (2:14)

DOTTIE WEST
 ★★ Angel On Paper—STARDAY 517—A traditional styled weeper. Miss West gives it a good performance against fiddle and guitar backing. (Starday, BMI) (2:05)

★ ★ No Time Will I Ever—Another weeper by the gal in which she restates her devotion to her man. Nice performance. (Starday, BMI) (2:07)

Spiritual

★ ★ ★ ★
MARION WILLIAMS
 ★★ My Lord and I — SAVOY 4149 — Moving thrashing stint by the canary and chorus on a feelingful sacred item. This can draw a lot of action in its field. (Savoy, BMI)

★ ★ ★ ★ Jesus Gave Me Water — Fervid shouting by the thrush on a sock emotional spiritual item. (Savoy, BMI)

HARMONIZING FOUR
 ★★ God Will Take Care of You (Parts I & II) — VEE JAY 1619 — Reverent performance by the group on a solemnly paced, tender sacred item. Both sides are strong. (Conrad, BMI) (3:09 & 1:42)

THE FRIENDLY BROTHERS
 ★★ Need Jesus on My Journey — VEE JAY 1155 — Frantic vocalizing by the group on an exciting gospel item. (Conrad, BMI) (2:39)

★ ★ You Can't Win — Lively chanting by the lead singer and group on a bouncy gospel theme. (Conrad, BMI) (2:14)

★ ★
THE BETHELAIRES
 ★★ Jesus Knows — LIFETIME 1006 — A slow and pulsing chant of devotion. Lead has a good sound and the group gets in the mood behind him. (Cora Lee, BMI) (2:45)

★ ★ Jesus Set Me Free—The upbeat side with another nice performance by the group. (Cora Lee, BMI) (2:54)

Sacred

★ ★ ★ ★
ERNIE FORD
 ★★ Bless This Land — CAPITOL 4468—Ernie Ford sells this inspirational tune from "Tenderloin" with feeling and warmth, aided by the chorus. (Sunbeam, BMI) (1:59)

★ ★ Lord of All Creation — Another potent reading by Ernie Ford of an inspirational tune. Two good sides. (Sunbeam, BMI) (2:09)

Children's

★ ★ ★ ★
CHARI LEWIS
 ★★ Three Little Butterflies — COLUMBIA 41813 — Bouncy r.&r.-styled ditty is sung perily by TV's fem ventriloquist star, utilizing voices of her hand puppets—Charley Horse and Lamb Chop. Strong kiddie appeal. (Planetary, ASCAP) (1:55)

★ ★ ★ ★ Our Little Song — Lamb Chop and Hush Puppy (another of Miss Lewis' puppet characters) harmonize appealingly on a cute novelty. (Planetary, ASCAP) (2:58)

Latin American

★ ★ ★ ★
BING SERRAO WITH THE RAMBLERS
 ★★ True Love Is a Treasure — COOK 6018 — Serrao with a nice singing voice does a good job on this Latin ballad that has English lyrics. (Caribbean) (2:34)

★ ★ In a Corner of Your Heart — Serrao again sings well but material is a bit weak here. (Caribbean) (2:35)

NORMAN BEATON
 ★★ Oh: De Gold — COOK 6023 — Native calypso rhythms and lyrics make the side fairly interesting for this rather limited market. (Caribbean) (2:45)

★ ★ Jungle Chant — The mysterious and

Producers Reaping Harvest

• Continued from page 2

ment from record firms that wanted to put loot into the show to get the album.

In addition to "Wildcat," RCA Victor is going after show scores in a big way this season. They have the original cast rights to Julie Styne's "Do Re Mi" and are now negotiating for "Hail the Conquering Hero."

Capitol will have its first new show album out in two weeks, the original cast of "Tenderloin," which opened in New York last Monday (17). And on November 21 Capitol will release the original cast album of "The Unsinkable Molly Brown," the new Meredith Willson musical.

Columbia has already issued its first hit show album of the 1960 season, the score of "Irma La Douce." It is training its big guns on the new Lerner & Loewe musical "Camelot," which is due to open in New York on December 3. The album will be in dealer's hands about the third week in December.

Victor, Capitol and Columbia are the big bidders this season for the top Broadway shows, although now and then other companies join in. M-G-M Records, which waxed the off-Broadway score of "The Fantasticks" early this season, has wrapped up the rights to the new Julius Monk revue "Dressed to the Nines." And Mercury Records has

the original cast album of "An Evening With Nichols and May" on the market this season.

Luboff to Victor

• Continued from page 2

for these markets will be in addition to the four-album pop minimum.

Deal was negotiated and concluded by Dick Pierce, RCA Victor's Coast artist-repertoire chief. Sessions will be produced by Lee Schapiro of Pierce's a.&r. staff here. Luboff's initial appearance under the Victor banner is scheduled for early next year.

Luboff moved to Europe a year ago while continuing to record for Columbia. He will retain his residence in England and will fly here for recording sessions, TV and movie assignments.

New Cartridge Makes Debut

CLEVELAND — A stereo cartridge that operates upon the modulation of a light beam to create sound has been introduced by the A. Bernard Smith Laboratories here. Named the Phonosonic 120, it carries with it a light source power supply that sells at an additional charge, or instead, a three-Volt battery may be used.

The Lab claims that there is no hum when the cartridge comes in contact with a steel turntable, and its lack of hangover and light complaint stylus system gives it good transient response.

The new cartridge is also said to track lower than any other and fits all standard changers and arms. It is also believed to be compatible with either stereo or mono outfits. The unit sells for a suggested retail price of \$47.50, while the optional power supply attachment will retail for about \$12.50.

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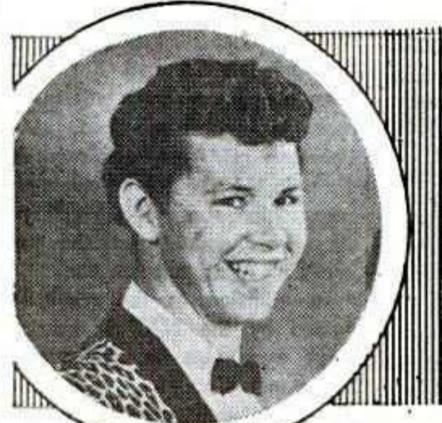
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DISK ARTISTS IN HOT DEMAND FOR TV SHOWS

• Continued from page 1

ers—Kern, Rodgers, Gershwin, etc.—will be spotlighted on some shows; other will feature Tin Pan Alley, the record industry, the dance, etc. The blues, jazz and the swing era of the 1930's will be treated in individual shows.

Jack Benny will host NBC-TV's full-hour special "Remember How Great" February 9. The program—8:30-9:30 p.m., sponsored by the American Tobacco Company—will highlight some of the all-time hit tunes of the past few decades, with a group of current pop record stars as guest performers. Benny featured Dick Clark, and the Sabers, a vocal group, on his

weekly October 23 CBS-TV show.

New Musicals

Seven original musicals are on Shirley Temple's NBC-TV agenda—including "Emmy Lou" with Frankie Avalon (playing himself) and Jimmy Boyd, November 6, "The Reluctant Dragon" (music and lyrics by Jack Brooks) with John Raitt; November 13.

Dave Garroway's special on NBC-TV, November 18, will feature Julie London. Joe Wilder's jazz group and the New York Woodwind Quintet as guests. Frank Sinatra will guest on Dean Martin's November 1 NBC-TV special, which is sub-titled "The Frank Sinatra Story." Nat Cole and Tennessee Ernie Ford will guest on NBC-TV's "Something Special," a one-hour music-dramatic show produced under the auspices of the American Child Guidance Foundation. Marry Martin will repeat her "Peter Pan" musical for the holidays.

NBC-TV's Film series, "Dan Raven" is also utilizing young recording artists (playing themselves in dramatic roles and lip-synching to their current disk hits). To date Bobby Darin, Bobby Rydell, Bob Crewe, and Paul Anka have filmed episodes for the series. Darin is also set to do two video specials on NBC-TV for Revlon.

Among shows planned by NBC-TV's "Bell Telephone Hour" are "The Sounds of America" with special score by Gordon Jenkins; "And Freedom Sings" with Mindy Carson, Barbara Cook, Genevieve and Gisele MacKenzie portraying (in song) girls "he left behind him" in four different U. S. wars. An original musical—a flop on Broadway—"Shangri-La" will be showcased on NBC-TV's "Hallmark Hall of Fame," Monday (24) with Claude Rains, and score by Harry Warren.

CBS-TV Line-Up

The CBS-TV line-up of musical specials includes "The Gershwin Years," January 8 (8-9:30 p.m.) with top Broadway and Hollywood stars recreating musical numbers from Gershwin's legit musical and movie hits; "Glory of the Heart," a five-part series based on the history of church music—featuring live music and LP selections—with Edward Mulhare as narrator—on "Look Up and Live," starting October 30; "Belafonte, New York 19," first of two Harry Belafonte specials, November 20 (10-11 p.m.) with the Modern Jazz Quartet; "The Red Skelton Timex Special," November 30 (8:30-9:30 p.m.) with Bobby Rydell and Dinah Shore; "An Hour With Danny Kaye," October 30 (8-9 p.m.) with Louis Armstrong; "Christmas Startime," with Leonard Bernstein and Marian Anderson, December 25 (5-6 p.m.); "The White House Story" on "Twentieth Century," November 6 with original music score by folk warbler-composer Tom Glazer.

ABC-TV's "Naked City" sometimes uses recording artists in dramatic roles. Frankie Laine is currently filming an episode for the series in New York. Ricky Nelson has an ideal showcase for new waxings in his ABC-TV family series "Ozzie and Harriet," altho music isn't a regular part of the situation comedy.

ABC-TV also has a Bing Crosby special penciled in for next year, and a Debbie Reynolds' special—with Nelson Riddle and Julian (Cannonball) Adderly—October 27. Pat Boone no longer has his regular half-hour weekly show on ABC-TV (he refused to settle for less than a full-hour each week). However, he may star in two specials for the web next season. Dick Clark may also see a couple of TV specs for ABC or one of the other networks, next year.

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REVISIONS OF APRIL 25, 1960, ISSUE

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Unfair Competition Hurts

• Continued from page 2

to the manufacturer at the original purchase price."

In reference to the first resolution, general council Earl Foreman told The Billboard that members of NARM had heard that some distributors were entering the rack merchandising field. Altho Foreman said that rack merchandisers in NARM are not opposed to competition, they feel all rack merchandisers should get the same break on costs, returns, etc.

In addition to the resolutions passed by the NARM members, there were also business sessions and panel discussions. One panel discussion concerned "The Effect of Discount Retail Stores on the Rack Merchandiser," participated in by Ed Snider of Washington, Marty Zwerling, New York, and Glen Becker of Los Angeles. NARM also decided to hire an executive secretary on a full-time basis. President Harold Goldman

GIMMICK RULES ROOST IN ALBUM SALES RACE

• Continued from page 1

example is Rank Records' Noble label, featuring "Previews in Sound." On the low-price front, Stereo Fidelity has kicked off a new Audio Workshop series, while Camden has unveiled its Living Stereo group.

Also closely identified with the "something extra" idea at the merchandising level is the advance of packaging techniques. Book-fold covers, once reserved for only the extra special set, have now become virtually commonplace. Inside the book type cover, it is now equally common to find bound-in booklets of up to 24 pages, often with color photographs or drawings.

In recent weeks, Billboard reviewers have noted a number of de luxe type packages. From only two weeks worth of new releases, special packages have been noted on at least seven different labels.

Liberty has issued "Paradise Found," a fancy set by Felix Slatkin of Island type music with classy photos and text to back up the music. Capitol has a similar set in "Ports of Paradise," with music by Alfred Newman, and a handsome die-cut cover revealing a lovely Island scene photo. This is the cover of a slide-out booklet, which has a different, but equally displayable photo on the rear cover. Decca recently released a similar kind of package dealing with music of the West Indies Islands.

The latest Mantovani album on London is also in book cover style, with a colorful booklet inside, all about the maestro, with a flock of photos showing the noted Britisher at work. On Disneyland, a recent release of the original "Cinderella" track has the book packaging with a 24-page booklet telling the story of Cinderella in text and four-color illustrations. RCA Victor's new George Beverly Shea album, titled "The Holy Land," has a flock of artwork, photos and notes describing and depicting the Holy Land. As far as packaging goes, in almost every case, the so-called sound albums have it, right up to the ears, with detailed technical descriptions of sound quality, with graphs and charts galore illustrating the flat frequency response of the material on the recording.

Some tradesters see the special push on packaging and sound as a danger. According to some, the trend can tend to minimize even more the value of the great majority of what might be called the run-of-the-mill album—that is, the one without the big costly pro-

duction job. On the other hand, some feel that eventually, all product worthy of any attention at all will get this treatment, with the result that again, nothing will stand out.

At any rate, it all reminds older tradesters of the big band era, when high officials of MCA, in despair, pointed out that it's not enough to have a good, solid band anymore. "Now, you've got to have a gimmick—like 'swing and sway,' or 'college of musical knowledge' to sell a band to a radio network," they declared. "You've simply got to have more than names—like Dorsey, Miller and Goodman."

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BRITISH Newsnotes

• Continued from page 6

earnest. Opening gun was the release of the sequel to "Tell Laura I Love Her" — "Tell Tommy I Miss Him." Triumph, a comparative newcomer to the disk scene, with a major chart success in "Angela Jones" behind them, recorded the number with a Scots girl they named **Laura Lee**. The waxing is in competition with the **Marilyn Michaels** original waxing on RCA. Unfortunately, Decca, who release RCA here, suffered a slight setback because the disk had to be sent back to America for an amendment to the lyric.

Frankie Avalon's "Togetherness" was released here by HMV from Chancellor on Friday. . . . On the EMI-Columbia label is a waxing by **Tim Welch**. Titled "A Boy and a Girl in Love," it was sold to EMI by **Norm Riley**, who issued it on his Edit label. Chappells has secured publishing rights. . . . The **Kingston Trio's** "Everglades" (Capitol) and **Freddy Cannon's** "Humdinger," (Top Rank from Swan) both U. S. disks were also released on Friday. . . . Can the chart battle between the **Ventures** and the all-British **John Barry Seven** go any further? With Barry's version of "Walk Don't Run" at No. 7, and the **Ventures** at No. 11, it seems doubtful if the two versions can actively compete with each other any longer. The British version has, however, moved up four places on last week, overtaking its rival which has dropped two. . . . With **Don Costa's** waxing of "Never On

Sunday" well established at No. 22, another version by **Manuel** has this week slipped into the charts at No. 24. Sharing the same position, is "Top Teen Baby," a Top Rank waxing by **Garry Mills**, who enjoyed big U. S. chart success recently with "Climbing a Star." His chances of climbing even higher were spoiled by his near-namesake **Garry Miles** on Liberty.

Eddie Cochran and **Buddy Holly** are also latest chart entrants. With **Holly's** Coral waxing "Learning the Game" at No. 29. Cochran, too, is assured of a stronger place than his current one—at the bottom rung. A chart breakdown shows that while nearly 20 American disks hold places, the Top 10 is even—with five-all.

There is tremendous interest in Britain over the release of **Elvis Presley's** first post-Army pic "G.I. Blues." It is due to open in London on November 10, and will be generally released in December. RCA expects to issue the much-heralded album of songs from the film before Christmas. Presley's latest single, "It's Now or Never," will be released on Friday (28), facing heavy advance orders.

Under a new deal with indie disk company **Delta Records**, a French label has begun distribution of its low-price catalog in Britain. The label—**Gem**—covers the pop, classical and jazz fields, and released 34 LP's and 10 EP's as a first issue.

GERMAN Newsnotes

• Continued from page 6

Northern Germany

stars of former years into the pop biz. **Rudi** is signed to **Polydor** where he made his smash hit "Capri-Fischer" 10 years ago. . . . **Benny Waters**, who has become very popular in the European jazz scene during the last few years, has moved from Paris to Hamburg - Barmbek. His first official appearance he will make together with **Armand Gordon** (Paris) and the **George Maycock - Jazzcombo** (U. S. A.) October 22 in the Hamburg Musikhalle.

Jane Morgan appears to be following **Connie Francis** in starting a German career by singing German tunes. On London she sings "Deine Liebe und Meine Liebe" (Your Love and My Love) lyrics by **Petersson** backed with "Ich Habe Heimweh Nach der Sonne" (I'm Homesick for the Sun) written by **Fred Oldorp**. . . . **Ivo Robic** has finished his first film in Yugoslavia entitled "Love and Fashion" in which he will be starring as a singer and bandleader. . . . **Trinidad** trumpeter and singer **Billy Mo** became the father of a little girl, **Susanna**. . . . "Tell Laura I Love Her" has a German version now: "Das Ende der Liebe" (The End of Love) sung by **Rex Gildo** on Electrola. Lyrics by **Hansen**. . . . Besides the German version of **Presley's** "It's Now or Never" entitled "Ich Kommee Wieder" sung by **Gerd Bottcher** on Decca there will be another version released by **Polydor**. Singer is **Jack Terry**. . . . One of Italy's top chart riders "Il Nostro Concerto" (Our Concert) has come to Germany. **Polydor** is to release the original recording with **Umberti Bindi** and **Electrola** has already issued on **Odeon** a version with **Vittorio**.

These were the most aired tunes in the American Forces Network during the last two weeks:

1. Theme From "The Unforgiven" (**Don Costa & Ork**)

Southern Germany

Modern Combo: **Charlie Mingus**. Best Arrangement: **Quincy Jones** and "Birth of a Band"; "Best Band: **Bill Holman** ("In a Jazz Orbit"). A Special Award went to **Ornette Coleman** and his album "Shape of Things to Come."

The award for "Best Import" was given to **Thelonious Mong** and "Misterioso"; the best folklore LP is "Willie's Blues" by **Willie Dixon** and **Memphis Slim**. Rhythm and Blues department found **Ray Charles** as top personality. The best in Gospel was "Gospel Train" by **Sister Rosetta Tharpe** and **Marie Knight**. . . . RCA issued an LP starring **Rosemary Clooney** and **Perez Prado**.

"The Original Glenn Miller Orchestra" is featured in a new RCA album with two LP's covering six medleys. The singers are **Ray Eberle** and **Marion Hutton**. . . . London issued a disk which **Jane Morgan** sings in German "Deine Liebe-Meine Liebe" by **Coslow**, and "Ich Hab Heimweh Nach Der Sonne" by **Kessler**. . . . "Buddy Cole plays Cole Porter" is the title of a new EP issued by **Warner Bros**. . . . **Bill Ramsey** started a new career as a deejay at **Radio Luxembourg**.

2. It's Now or Never (**Elvis Presley**)
3. The Twist (**Chubby Checker**)
4. Kiddio (**Brook Benton**)
5. Itsy Bitsy Teenie Weenie Yellow Polkadot Bikini (**Brian Hyland**)
6. Walk Don't Run (**The Ventures**)
7. So Sad (**Everly Brothers**)
8. My Heart Has a Mind of Its Own (**Connie Francis**)
9. Three Nights a Week (**Fats Domino**)
10. Dreamin' (**Johnny Burnette**)

Reviews and Ratings of New Albums

• Continued from page 42

★ ★ MODERATE SALES POTENTIAL

LOW PRICED POPULAR ★ ★

★ ★ CONTINENTAL AND ARGENTINE TANGOS

Fred Astaire Dance Studio Ork. RCA Camden CAL 592—Pleasant instrumental renditions of tangos by the **Fred Astaire Dance Studio** ork here. The set contains a booklet with complete instructions on how to dance the Continental and Argentine tangos.

LET'S DANCE TO HITS OF THE '50'S **Stairer Dance Orchestra, Somerset P 12500**—Instrumental versions of many of the biggest hits of the last 10 years, one for each of the 10 years, in ballroom style make up the tracking here. The **Stairer Hotel** orchestra does the honors on such as "Third Man Theme," "Blue Tango," "Unchained Melody," "Volare" and "Mack the Knife." Strings figure importantly in the arrangements.

LOW-PRICED CHILDREN'S ★ ★

★ ★ PRESENTS FOR KIDDIES

Various Artists, Audio Lab AL 1545—**Tommy Riggs** and **Betty Lou**, who were once familiar on the air waves as ventriloquist and small friend respectively are heard on two of the four cuts here in parts one and two of "A Child's Garden of Manners." Then there are a couple of other stories which are of equally mediocre character. Sound is muddy here and the stories are a bit on the bewildering side. This one will find plenty of competition.

POLKA ★ ★

★ ★ POLKA EXTRAVAGANZA

Polkarama, Somerset P 11700—Recorded in Germany, this LP presents some of the biggest polka hits in huge orchestral arrangements with chorus. Included are "Lichtensteiner Polka," "Helena Polka," "Strip Polka" and "Pennsylvania Polka."

NOVELTY ★ ★

★ ★ SING A SONG OF SICKNESS

The Crown City Four, PIP PIP 1901—This is the second disk in the novelty vein issued by the label, the other release, which came out in the spring was titled "Smash Flops." That album was generally humorous, but this set is truly sick, and to add to the faults, rarely funny.

CLASSICAL ★ ★

★ ★ THE CONNOISSEUR'S HANDEL

Alfred Deller, Solists, The Handel Festival Orchestra, (Lewis), Bach BGS 5029 (Stereo & Monaural)—Subtitled "Arias and Ensembles From the Neglected Operas and Oratorios," this collection includes works from the operas "Serse," "Orlando" and "Rinaldo"; from the oratorios "Jephthah" and "Theodora," and from the cantata "L'Allegro." Counter-tenor **Alfred Deller** is aided by a soprano, tenor and baritone, but it is his unique voice which is featured, and is especially effective in a nine-minute mad scene from "Orlando." The famed "Largo" is sung in its original form, and the other efforts, tho not well known, also are rewarding. Limited interest.

Seven More Ink FTC Consents

WASHINGTON — Seven more record manufacturing and distributing firms signed consent agreements with the Federal Trade Commission last week, agreeing not to use payola to push records on the air.

Signers were: **Starday Recording and Publishing Company, Inc.**, and **Starday International Sales Company, Inc.**, Madison, Tenn.; **Hit-Record Distributing Company**, of Cincinnati; **Mayfair Distributors, Inc.**, New York City; **Peacock Record Company, Inc.**, Houston, and three Detroit firms, **ARC Distributing Company**, **S & S Distributing Company** and **Cadet Distributing Company**.

Consent agreements do not constitute acknowledgement of guilt. FTC payola complaints against the firms charged that undercover payments to radio and TV personnel deceived the public as to popularity of the tunes, and constituted unfair business practices.

MUSIC AS WRITTEN

• Continued from page 34

vacation with business in a three-week trip to Tel-Aviv. Heilicher is on the board of directors of a lush new hostelry being built in the Israel city. . . . **Bill Henderson**, voted "most promising jazz vocalist" in The Billboard's jazz deejay poll for 1960, has been inked by personal manager **Monty Kaye**. Henderson's set for the **Playboy Club** here, then East. . . . And at **Playboy** magazine, **Don Gold** (itemed last week as joining **Phil Citrin's** new P-R agency) was recently named associate editor of the **Windy City**-based magazine. Gold will serve as consultant for **Citrin**, as will **Eugene Balsey**, who is with **Fred Niles Productions** here.

It's another promotion tour this week for **RCA's Stan Pat**, this one with **Toni Harper**, former child star. They'll tour the Midwest. . . . **Jose Melis** has inked with **Mercury**. His first album's due **November 15**. . . . **Byron Massel**, one-time owner of the **5100 Club** here, where **Danny Thomas** and **Jan Murray** got their starts, died recently. He had been in the furniture business. . . . **Songwriter Harry Tobias** ("Sail Along Silvery Moon") left here recently, launching a tour that will take in **Nashville, Cincinnati, Cleveland** and **New York**. . . . The **Sutherland Hotel Lounge** is stirring a lot of local interest with its nightly (11:30-2 a.m.) broadcast of progressive jazz shows on **WSBC-FM**. **Len Hollings** is announcer-emcee from a lobby booth.

"Great Music From Chicago," under the direction of **Walter Hendl**, opened its concert season **Sunday (23)** on **WGN-TV** (9-10 p.m.). **Hendl** conducted the **Chicago Symphony Orchestra** in lieu of **Dr. Fritz Reiner**, currently on a leave of absence. . . . **Richie Merle** has been signed by **James E. Kirchstein**, of **Cuca Records**, **Sauk City, Wis.**, as recording artist and a.&r. manager. **Merle** in turn has inked **Billy Kent** and **His Colts** for the label. **Kent** just finished a tour of **Canada**, was formerly pacted to the **Decca** label in **England**. . . . **Don Peachey** and his group, including sister **Jane**, recently finished a session of singles to be released on their new **Cadet** label (formerly **Domino**).

Don Johnson is currently working with **Gene Krupa** at the **Hollywood Supper Club, Rock Island, Ill.** **Johnson** is due with a new single release shortly. . . . **Bob (Button Down) Newhart** starts a concert tour early in **February**, playing college towns for four months. **Booking** is by **MCA with Concerts, Inc.**, which handled the **Shelley Berman** tour, handling promotion. **Newhart** is also getting picture interest from **Warner's, Metro** and **20th**. . . . **Duke Ellington** plays a **Rotary benefit concert October 30** in the **Willowbrook High School Auditorium, Village Park**. . . . **Woody Herman** played a three-nighter (17-19) at **Birdhouse**, new soft-drink, vending machine nitery here. . . . **Folk singer Martha Schlamme** puts on a "Songs of Many Lands" concert tonight (24) at **Sinai Temple** here. . . . It's **Mort Sahl** and the **Limelites** at **Medinah Temple** for an evening (30).
Nick Biro.

Toronto

Walter Murdoch, international vice-president, **American Federation of Musicians**, travelled first to **Stratford, Ont.**, for the **Eastern Conference** of the **Canadian segment** of the union, then to **Saskatoon, Sask.**, for the **Western Conference**. This is the 40th anniversary of the musicians' union in **Canada**. . . . **George Offer**, **Apex Ontario** sales manager, was excited that three of his company's singles had taken the three top spots in the city. He exclaimed this was the first time it has happened to his company. . . . A press luncheon was arranged by **Frank Jones** of **Columbia Records** in honor of **Eileen Farrell** in **Toronto** for a recital at **Massey Hall**.

Promoters of the Count Basie and Stan Kenton concert at the **Maple Leaf Gardens** and the **Chris Barber concert** at **Eaton Auditorium** were licking their wounds. Both concerts, presented on the same night — within a block of each other! pulled small attendances. . . . **Peter Appleyard** all smiles these days with the release of his first big band album, "Percussive Jazz," for **Audio Fidelity**, released in **Canada** by **Phonodisc**. Sales in the area have been high because **Appleyard** makes his headquarters at the **Plaza Room** here.

CBC-TV producer **Stan Harris** has lined up a folk song special. It will include **Mitch Miller** and **Odetta**. He's planning also a big name folk song group to join the show. . . . The newest **Earl Hewood LP**, c.&w. **Canadian star**, has been released by **St. Clair**. **Low's Canadian Music Sales** on its **Dominion** label. The newest is called "Earl Hewood Souvenirs." . . . **Low** is waiting for covers on his latest bagpipe album — featuring **William Gilmour**. . . . **Raleigh Distributing**, headed by **Ralph Harding**, has taken on the **Canadian distribution** of the **Herald** and **Ember** labels, heretofore handled by other distributors.

The **Grand Ole Opry** company pulled full houses in three appearances at **Massey Hall**. The show featured **Ray Price**, **Jean Johnson**, **Wilma Lee** and **Mac Wiseman**. . . . **London Records' Norman Bradley** accompanied **Buddy (Bad) Reynolds** on a tour of deejays thru **Eastern Ontario** and **Montreal** to introduce his newest, "Hula Chase" and "Walking With Me," both of which were published by **BMI Canada**. Sides were cut by **Zero Records** in **Nashville**, with **Louis Innis** handling the a.&r. chores. . . . The **Mantovani** concert at **Massey Hall** here was **SRO**.
Harry Allen Jr.



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N. C. State Fair Chalks Up New 5-Day Attendance Mark

RALEIGH, N. C.—North Carolina State Fair tightened its claim to being the nation's No. 1 five-day exposition as new records were set October 11-15 in nearly every department. Tuesday and Friday were tremendous kids' days, and top politicians of both parties drew

Sumter, S. C., Fair Scores In OK Weather

Giveaways Good As Stores Help; All Depts. Ahead

SUMTER, S. C.—A fine week of weather enabled the Sumter County Fair to pull ahead of its 1959 edition in all departments, according to J. Cliff Brown, secretary. The 39-acre grounds were jammed with exhibits and midway units.

As a precaution against rain, however, Amusements of America had its layout buried under shavings. In addition to the main exhibit hall which contained a number of utility firms in addition to the usual retail displays, there were crowded quarters for cattle, swing and poultry.

Gate was 60 cents for adults, 30 for kids, and a quarter for parking. Opening night featured an auto giveaway which pulled a large crowd to the grandstand, and the carnival gave away a foreign car later in the week. Various merchandise and furniture gifts of substantial value were awarded all week long.

The property encloses a football field for which the high school has two years to run on its contract. After that time, Brown said, there will be the likelihood of moving back the seats to make room for an oval track for automotive events.

Shaw Air Force Base nearby provides a healthy number of fairgoers. Fine results accrued from a tie-up with the merchants' association, which gave prize tickets out with \$1 purchases prior to the fair.

MCA WINS '61 CONTRACT FOR CANADIAN A CIRCUIT

WINNIPEG, Canada—The Music Corporation of America, represented here by Stu McClellan, was awarded the 1961 contract to provide the grandstand shows at the five member fairs of the West Canada Association of Exhibitions, the A loop.

The award was made here Thursday (20) during the three-day meeting of the group in the Fort Garry Hotel. T. W. Hand was awarded the fireworks pact.

In all there were four bidders for the show contract, which includes the Provincial Exhibition, Brandon, Man.; Calgary (Alta.) Exhibition and Stampede, Edmonton (Alta.) Exhibition, Saskatoon (Sask.) Industrial Exhibition and the Regina (Sask.) Exhibition.

Barnes-Carruthers Theatrical Enterprises was represented by Fred H. Kressmann and Randolph Avery; GAC-Hamid by Frank Taylor and Ernie Young, and Al Dobritch was on hand for his own office.

This is the third consecutive year that McClellan has won the contract, each time with a different booking office. In 1959 he represented Barnes-Carruthers and in 1960 was associated with GAC-Hamid.

big crowds on the days in between.

Dr. J. S. Dorton, veteran manager who produced the event as his 77th fair, said every attendance record was broken, with each day setting a new daily mark. "Due to unaudited reports on the school children tickets, good Tuesday and Friday, we will have no accurate accounting of total attendance from the State's Department of Revenue. However, with a Highway Patrol detail handling our traffic and parking lot routing, the official patrol estimate for the week was 750,000, breaking the previous records of 600,000 for 1955 and 1958.

Daily estimates were: Tuesday, 135-150,000; Wednesday, 90-100,000; Thursday, 100-110,000; Friday, 225-240,000; Saturday, 200-215,000.

Jack Kochman's Hell Drivers, after playing to good crowds before the grandstand Wednesday afternoon and Friday night, moved

indoors with the Simca cars and thrilled 4,000 late comers in the Arena on Saturday night.

Midway Gross Up 35%

The James E. Strates Shows set new midway records, even as the fair set new attendance records, each day. Strates was up 35 per cent over the previous high of 1958, and Saturday did the biggest day's business in the history of his organization, said E. James Strates.

"Dancing Waters," here for the first time since 1956, played to over 26,000. Its 350-seat tent up front beside the Arena played to 8,459 paid on Friday for the biggest day.

An RCA-approved rodeo had four sellouts in seven performances, and proved to be the biggest indoor attraction since the saddle-backed Arena was opened in 1953. The cowboy talent was headlined by Jack Buschbom, world's champion bareback rider and president of Rodeo Cowboys Association.

Detroit Auto Show Throngs Jam Cobo

DETROIT—In less than its first 48 hours, the National Automobile Show, first to be held in Detroit, topped the all-time record for attendance.

The show opened at Cobo Hall Friday night (14) and official clocked attendance by 5 p.m. Sunday was noted at 337,000. This compared to the record of 320,000 established at the New York Coliseum for the entire show in 1956. The Detroit show still had Sunday night and seven more days to go.

The Friday opening, an invitational affair for four hours only, amazed all concerned, with an attendance recorded at 83,724. Expectations had been for around 25,000, and police, unprepared for the vast turnout in a heavy downpour, had a traffic tie-up six miles long on the city's major expressway.

Saturday attendance was chalked up as 107,525, when the paid gate policy at 50 cents went into effect.

The Sunday throngs caused the

staid Detroit Free Press to lament that "vast, spacious, cavernous Cobo Hall is too small." The new \$54,000,000 structure, being given its first major workout, proved inadequate to handle the crowds, and the doors were closed about 2 p.m. for half an hour, until enough people left to let some more in. A show official was assigned to the p.a. system, urging crowds to visit the smaller exhibit hall where the Auto Wonderland Show, featuring exhibits of car construction and supplier industries, was presented. The p.a. system was also used to hold the crowds waiting outside.

The Sunday attendance total was counted at 216,589.

Attendance dipped on Monday to 63,421, giving a four-day total of 471,529.

Major professional show business event of the Auto Show is the Wheels of Freedom Revue, presented on a stage 350 feet long by 90 feet. The basic show construction and decoration for the entire show were handled by the George P. Johnson Company.

A 750-foot conveyor belt takes new models of cars across the stage in a continuous process, except during actual stagemore presentations.

"Wheels of Freedom" is produced as a 30-minute tabloid revue with a cast of 60, starring Julius LaRosa, Betty Ann Grove, June Taylor Dancers, Ray Charles Singers, and the Neal Hefti orchestra. The show was produced by Tom DeHuff. No seating is provided. Four shows were staged daily. The big stage was also used for daily fashion shows and other special events.

Special events of major importance themselves, included the visit by President Eisenhower on Monday.

NAAPPB UNVEILS CONCLAVE PLAN

Speakers, Schedules Themed To 'Success in the Sixties'

CHICAGO—Plans for the 42d annual NAAPPB convention at Chicago's Hotel Sherman, November 27-30, were announced here Tuesday (18) by Lawrence Canfield, chairman of the convention's program committee.

Canfield, of Santa Cruz, Calif., said that the three-day convention, keyed this year to "Success in the Sixties," is geared to giving members inspiration and bread and butter ideas for better business.

He stated that speakers will climax both Monday's and Tuesday's general sessions. Monday, November 28, Irv Wermont, New York City management consultant, will talk on "Where Do We Go From Here?" Tuesday, November 29, Dr. G. Herbert True, of South Bend, Ind., special marketing consultant to General Electric and former professor of marketing at Notre Dame, will tell members "What Ideas Make Men Great."

Opening day begins with an 11 a.m. executive business session, only morning general session of the convention. Special programs on Monday, Tuesday and Wednesday mornings are scheduled for kiddieland operators and operators of private and commercial swimming pools.

Ferd Clemen, Pee Wee Valley, Cincinnati, will head the kiddieland sessions and John Philipps, Philipps Swim Club, Dayton, O., will preside at the pool and beach discussions. They are arranging seminars, problem-solving clinics and guest speakers for these sessions, which may be attended by non-members upon payment of a small registration fee.

Monday afternoon's program will include the keynote address by NAAPPB President Robert L. Plarr, a business forecast for 1961, and a talk by John Allen, of the Philadelphia Toboggan Company, president of the American Recreation Equipment Association.

A new attraction of this year's convention will be the Monday evening Shop Talk Forum. Dreamed up by Canfield, there will be five discussion groups, each headed by a moderator and including several experts in the field. The forum topics and moderators are publicity and promotion, Carl Hughes, Kennywood Park, Pittsburgh; better food and drink management, John Coleman, Riverside Park, Indianapolis; ride maintenance problems, moderator to be named; labor relations, Henry Bowen, Whalom Park, Fitchburg, Mass., and better games management, William Muar, Roseland Park, Canandaigua, N. Y.

Free Name Act Show Boosts Mobile Fair

MOBILE — The Greater Gulf State Fair was having one of its best runs here last week. The 50 per cent increase in outside gate receipts for the first four days, Monday (17) thru Thursday (20), was attributed by President Bill Deneke to the free grandstand show.

The fair was at a new location after years at Ladd Stadium. This year they moved to Hartwell Field, the local baseball park.

The free entertainment, brought in by E. O. Stacy, Music Corporation of America, included the Crew Cuts, Molly Bee, Homer and Jethro, Teddy Phillips orchestra, Eric Adams' monkeys; Maryse Begary, high act.

(Continued on page 58)

Cool Evenings Cut Fresno Fair Count

FRESNO, Calif.—Cold weather, particularly at night, cut the attendance 20,000 under 1959 to 354,139 at the Fresno District Fair during the 11-day run here ending Sunday (16). The figure, however, was approximately 5,000 over the 1958 fair.

Tom A. Dodge, secretary-manager, said that attendance for almost each day was ahead for the comparative day last year up to 5 p.m. when the cold winds came in, the night crowds were cut. Although there was rain on opening day, the attendance this year was up 79 customers over last year. On three other days, attendance surpassed that of comparative days a year ago.

Expansion of the grandstand was completed in time for the run. The mezzanine was enlarged with aisles on both ends leading to seating area of 3,500 to 4,000 seats. The pari-mutuel handle was \$2,187,661, down 4.3 per cent from 1959 for the nine racing days.

The only paid evening grand-

stand event, the races excepted, was the rodeo for three shots. The first in the evening of the second and final Saturday (15) and the one on Sunday afternoon filled the grandstand each time. The final one on Sunday night fairly well filled the stands.

Free evening grandstand attractions included junior and senior horse shows, midget racing, youth fitness program, and the appearance of the John A. Strong Circus on Tuesday and Wednesday evening. Free shows in the Outdoor Theater twice daily were exceptionally well received. Two segments were offered with the second featuring the Marquis Chimps.

Novelty contract on the independent as well as the carnival lot was held again by Freedman Novelty Company, San Francisco. Alex Freedman directed the operation personally with Morry Levy, his manager.

Crafts Shows with the two unit managers, Roger Warren and Larry Ferris, again played the midway.

Georgia State Fair Eyes New Records

MACON, Ga.—Aided by a big kid's opening day the 105th Georgia State Fair was eyeing records by midweek here. Thru Wednesday (19), third day of the six-day run, General Manager Bob Wade reported attendance had topped 72,000 and a new record was in sight.

The 72,000 figure practically doubled that for the same period last year but this was due to the loss of Wednesday 1959 to rain. The youngsters came out in swarms on Monday (17) and the count was

close to 35,000 for the day, sharply ahead of the same day a year ago. Tuesday also showed a big gain.

Cetlin and Wilson Shows were racking up big grosses, due to ideal weather and more money-making potential. On kid's day the rides and shows took in a reported \$18,000 and the following day the figure was 16 per cent over the same day last year. In all, receipts for the first half of the run were 28 per cent ahead of '59, according to co-owners Issy Cetlin and Barney Corey.

Included in the lineup were Alfred Osborne's Sky Wheels and the Graydon Dowis' Mouse, here for the first time. Bob and Virginia Edwards, with a Dark Ride and Turnpike, said the first three days were the best for them here in the past 21 years. Voges' Fat Show and Bullmark's Snakes joined here. Sherman Dudley's Harlem Show and Raynell's Revue drew top money.

Claude Sechrest, concessions manager, rejoined here after two weeks in a Miami hospital following surgery. During his absence, Sonny Levin, was in charge of the front end.

Cetlin and Corey announced that the Piedmont Fair, Spartanburg, S. C., had re-signed the show for 1961 which will make the 14th consecutive year.

The show had a crew working on equipment here. Music is being installed in each ride and Clyde Mulligan, electrician, is adding many new lights. Harry Lee Johnson, painter, was busy giving a circus theme to some of the wagons. Louis (Peasy) Hoffman handled press.

George Keller Dies in Arena At Shrine Show

CORPUS CHRISTI, Texas — Prof. George J. Keller, 62, the college professor turned wild animal trainer, died of a heart attack in the steel arena during his act at the opening night's performance of the Shrine Circus here, Friday 14.

He was to have appeared at the Shrine shows in three other Texas cities, including Houston and Fort Worth. Keller formerly was a teacher of fine art at Pennsylvania State Teachers College and earlier he taught at Columbia University, New York.

He trained various animals and performed at an amateur school show. Soon he began to play professional dates on a part-time basis. That was about 1942. About 10 years later he began devoting full time to his circus work.

Keller appeared with Polack Bros. Circus, Orrin Davenport Circus, Rudy Bros. Circus, Tom Packs Circus and many others, mostly indoor Shrine shows. He appeared with Ringling-Barnum in Madison Square Garden, New York, this year and had been playing special dates since. Keller figured that he had often worked well over a year at a time without an idle week.

He wrote a book about his animal training and it is to be published in the spring by Random House. The Saturday Evening Post carried an article about him.

When he collapsed in the ring, Keller's assistant, Bill Scamihorn, rushed into the arena and got the mixed cats out. The show announcer obtained a doctor from the audience. Lights turned elsewhere and the show went on as the doctor administered artificial respiration. Then a fire department resuscitator unit took over, but they could not revive him. At intermission, the death was announced to the audience, and the circus continued.

(Continued on page 62)

Orangeburg's Fair Clicks; Grandstand Grosses Ahead

ORANGEBURG, S. C. — Orangeburg Fair had its best week in several seasons, Judge Jerry M. Hughes, president, reported. The weather was clear and warm practically all during the run in contrast with a week of rain in 1959. It was the fair's 50th anniversary edition. Marks Shows repeated on the midway.

Attendance and receipts for the first two days doubled last year's. Grandstand was awarded to Ray Beudet for the first time for a five-night ice show. There was rain Friday night (7) but two performances went on as scheduled.

South Alabama Fair Ends on Strong Note

MONTGOMERY, Ala. — The seventh run of the South Alabama Fair ended here Saturday (15) with a whopping final day's attendance estimated at 50,000.

This brought the total for the five-day fair to over 175,000, Manager Bill Lynn reported.

Attractions inside the Coliseum were free this year and drew big crowds. The show, put on by Barnes-Carruthers Theatrical Enterprises, included Grand Ole Opry names. In the bill were Minnie Pearl, Stonewall Jackson, Red Sovine, Dee Don for the first segment. On the second group were Carl Smith, Kitty Wells, Johnny and Jack and Bill Phillips.

Olson Shows were on the midway and topped its '59 ride and show gross.

198,000 Visit Long Island Fair (Nee Mineola)

Space Sales Up; Sept. 9-18 Week For '61 Version

WESTBURY, N. Y.—This year's edition of the Mineola Fair operated as the Long Island Fair and Science-Industry Exposition, and pulled beautifully mild weather considering its late-October dates. Next Year's version will be held September 9-18. Fair dates vary according to harness race meets at its site, Roosevelt Raceway, with the event setting up after racing ends.

Attendance was disappointing, totaling around 198,000 of which 23,000 used passes. Lou Davis, directing the fair for association president J. Alfred Valentine, termed the experience educational to all involved in the operation. Improvements are in store for 1961.

The event was themed to all the modern and futuristic aspects prevailing in the metropolitan area. Animal displays were housed in the paddocks around the turn of the track, most of them rented for the occasion and all out of the main flow of pedestrian traffic.

Record 120G From Bldg.

The colossal grandstand structure, five stories high and fitted with escalators, held exhibits which probably set a one-building record. Space totaled \$106,000 and will exceed \$120,000 when civil government displays are figured in. This is far ahead of the \$92,000 total of 1959. There were 150 exhibitors occupying 300 booths. Introduced this year was a \$90 surcharge on booths used for over-the-counter sales, for cleanup and waste disposal.

Florence, S. C., Fair Rises 30% at Gate

FLORENCE, S. C.—The Florence Agricultural Fair had a much better week this season than last, when rainfall dogged the entire week. There was some rain this time, too, Manager Bob Jones reported, but attendance was not seriously affected.

The attendance increase was estimated at 30 per cent. Florence turnouts range from 125,000 to 225,000 patrons. One of the highlights this time was the second school day, Friday (7), when 30,000 visitors were clocked.

Amusements of America was on the midway for the first time. Other entertainment included nightly fireworks and a list of giveaways including ponies, radios,

Texas State Fair Chalks Up Record Weekend Attend'ce

Counts 966,234 in Three Big Days; 12-Day Total Matches 1959 Pace

DALLAS—With an assist from the weatherman, the State Fair of Texas last week appeared headed for a great year, racking up the biggest weekend in its history Friday (14) thru Sunday (16).

Attendance each day topped 300,000 for a total attendance of 966,234 for the three days. Attendance Saturday (15) was a fantastic 345,394, largest ever for the Dallas exposition. And money inside matched the outside gate.

Total attendance the first 12 days of the Fair's 16-day run was 2,092,799 thru Wednesday (19), short by 72,163 of the figure thru the same day in 1959. However, the apparent lag in attendance was due to the fact the 1959 fair opened on a Friday afternoon, picking up 78,509 on that day to give last year's expo that much of a running start on the 1960 run which opened, as usual, on Saturday morning. So without the extra Friday, this year's fair is running about like last year's in over-all attendance.

Things didn't look too bright for the weekend on Thursday (13). With threatening weather all day, the bottom dropped out about nightfall, dumping some three inches of rain on the fairgrounds, the first rain of the fair.

"The Biggest Show of Stars for '60" starring Fabian, Brenda Lee and Duane Eddy, scheduled in the Cotton Bowl for that night, was moved to the Livestock Coliseum. The Pan - American Livestock Pageant, skedded for the same time, same place, was canceled so the move could be made. The Fa-

bian show, promoted by Dallas Radio Station KLIF, behind a paid gate of \$1.25 in advance, \$2 on the day of the show, played to some 4,000 fans.

Friday (14) was Elementary School Day and the weather miraculously cleared overnight and the youngsters had a sunny, warm day. A huge crowd of kids saw the free Cotton Bowl show that night with Emmett Kelly, the Ivanovs, the Del Rays and Thearle-Duffield fireworks.

Saturday (15) was Rural Youth Day, and at least 100,000 4-H Club boys and girls, Future Farmers and Future Homemakers poured into Dallas from all sections of the State.

Along about dark the farm and ranch kids began to clear out and an entirely new crowd took over the fairgrounds. The SMU-Rice football game was held that night in the Cotton Bowl and pulled about 25,000.

The weather Saturday was off-

(Continued on page 62)

Kentucky Fair Aligns Staff, Sets '61 Dates

LOUISVILLE — The board of directors of the Kentucky Fair and Exposition Center, at a Wednesday (19) meeting, announced a realignment of its staff, set fair dates for 1961 and stated that there was no exclusive contract with any individual promoter for any events at the big center.

No action was taken to replace Clyde Reeves, who left October 1 as executive consultant for the center. Charles F. Atkinson, controller, is in charge of all operations. L. Doc Cassidy is still handling publicity and special events and Ed Brooks continues as superintendent of buildings and grounds.

There was talk that the fair might open earlier next year in order to avoid conflict with school openings but the board shelved this for further consideration next year. Dates will be similar to this year with the '61 fair running September 8-16.

Spartanburg Fair Hits 200,000 for Gate Mark

SPARTANBURG, S. C.—Sunny skies were a pleasant contrast for this season's Piedmont Interstate Fair. After a drubbing from rain in 1959 the improved grounds were prepared for more of the same, but it cleared nicely and a record week was achieved.

Paul Black, association president, said the 200,000 attendance was the highest since the former big year, 1958. Also hitting a record was the gross by Cetlin & Wilson Shows, which was awarded the 1961 midway contract, Black announced. The midway handled 30 per cent more money than last year.

It rained until Sunday (10), the day before the opening. The fair

had the carnival midway graded of mud and old accumulation and surfaced with 1,000 tons of gravel.

All exhibits were considered improved this year. Mrs. George B. Moore executed "The Living Book—The Bible" as the theme in the House of Flowers. Ministers of all faiths in the eight area counties were visitors to the display.

Black said 10 trips to the International Livestock Shows in Chicago were awarded. Premium payouts totaled \$25,000, and all the checks were issued during fair week. Many were cashed at the fair, winding up as spending money which stayed on the grounds.

Jack Kochman's thrill show was the grandstand attraction for four days of the week.

LaPearl, Hampton Plan Western Show

CHICAGO—Jack LaPearl and Bob Hampton are framing a new show, Wild West USA, to play as a stage show under local auspices and with phone promotions. They have formed Prairie Productions, Inc., to operate the show.

Performance is to include cowboys, cowgirls, Indians, ropes, guns, whips and similar Western attractions. The operators, however, said the performance would steer clear of Country & Western music. Show will be in Aurora, Ill., in late November to start its tour.

Detroit Group Mulls Midway, Theme Lures

DETROIT—Possibilities of using outdoor show business attractions, will be explored in connection with the new 30-acre International Village to be developed in downtown Detroit, Walter C. Shamie, president of the sponsoring corporation, said last week. This is to be located within a few hundred feet of the new Cobo Hall, thru the demolition of several blocks of old downtown buildings. International Village is to include a variety of entertainment, specialty shops and businesses, generally related to the various nationality groups in the area.

The project has been called "a miniature high class midway." A logical development would be a theme-type park, possibly tied in with the many colorful nationality interests available.

Shamie said that plans include eight to 12 high class supper clubs,

an art theater for motion pictures, and a playhouse for legitimate shows. The total project, including hotel and motel accommodations, is expected to cost from \$50 to \$100,000,000.

Shamie, a business paper publisher, has taken a leave of absence to devote full time to the project. Three leaders in local show business enterprises are principals in the International Village also. They are W. B. (Bill) Browning, vice-president and general manager of Bob-Lo Amusement Park; Woodrow R. Praught, president of United Theaters, and J. E. (Ted) Campeau, president of television and Radio Stations CKLW.

The International Village project is an outgrowth of the International Freedom Festival conducted here for the past two years. The absence of professional show business know-how and lack of typical festival or midway-type attractions were recognized weaknesses of the Festival the past two years, according to critical observers.

Buddy Wagner Sets 6 Shows At Petersburg

PETERSBURG, Va. — A six-performance date at the Southside Virginia Fair has been awarded for 1961 to the Buddy Wagner Auto Capades. Announcement came from Stanley Hutcherson, fair manager. A board meeting about the expanded thrill show run was held on closing night of this season's fair.

Wagner will augment his stunt unit with a variety of theatrical attractions. There will be four evening shows and two matinees during the fair's run, October 2-7.

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Prince Albert Loses Grandstand In \$50 000 Blaze

PRINCE ALBERT, Sask.—Fire Wednesday (12) destroyed the \$55,000 grandstand at the Prince Albert Exhibition grounds, and Fire Chief Alfred Turner said he believed it was started by an arsonist.

Less than an hour before, firemen had extinguished a grass fire and burning fence on the north side of the racetrack, opposite the grandstand.

The 30-year-old grandstand, owned by the Prince Albert Agricultural Society, was insured for \$53,000. It was leveled within half an hour. Seating capacity was 3,000.

The fire was the second major one in two years at the fairgrounds. Last year a barn valued at \$45,000

LOTS OF LUCK

Cooke-Rose Show Gross Doubles '59

DANVILLE, Va. — Cooke and Rose Agency is winding up its best season, on the basis of outdoor dates played. Financial results, partly due to favorable weather, were double those of last year. Harry Cooke was at the fair here with a free grandstand line-up of variety acts. Only two rain-outs were experienced all season and there could easily be more but for pure luck, he said.

Among the high spots was Gaithersburg, Md., where full houses responded on each of the four show days. Lowville and Morris, N. Y., were okay; Honesdale, Pa., was played in bitter cold.

Cooke puckishly noted that partner Ed Rose finally had a winning horse entered at Honesdale, after stabling his animals there for 25 years.

Except for Indiana, Pa., Cooke added, fairs appeared to be enjoying a comeback. The agency's achievements included a near-sweep in Maryland. With Frederick excepted, shows were provided in Cumberland, Hagerstown, Timonium (State Fair), Fair Hill and Gaithersburg.

Free Name Act

• Continued from page 56

Al Kutz's Heth Shows were scoring big with the increased patronage. Weather was also in his favor and the rides and shows were running well ahead of last year. On one day, Tuesday (18), the midway reported a 100 per cent increase over the same day last year.

was destroyed. It has been replaced. George K. Ross, secretary-manager of the agricultural society, said a start on a new grandstand will be made in the spring.

ARENA, AUDITORIUM NEWSLETTER

Rare Accomplishment

By TOM PARKINSON

GRAND RAPIDS CIVIC AUDITORIUM has joined that select group of buildings that have paid for themselves out of building revenue. It doesn't happen very often. Manager Fred Barr's annual report shows that for each of 30 years they paid \$50,000 on the principal. With interest, they paid out \$2,430,000 and this year they have finished the long effort. Revenue was about \$27,000 in the first full fiscal year, 1933-'34. In 1959-'60 it was about \$183,000, and expenses, including capital improvements, were \$175,000. There were 1,109,000 visitors to the building in the year. In the latest fiscal year, the building was used 356 days. The main auditorium was used 249 times, the exhibit hall 133 times. Rental income included \$30,000 from trade shows, \$24,000 from conventions, \$23,000 from mass spectacular events, \$16,000 from popular attractions, \$13,000 from religious events, \$9,000 from sports events, \$8,000 from concerts. This year's earnings were \$49,000 better than last year, making it the best season in the building's successful history.

Memphis Segregation Policy Changes; Austin Keeps Busy

MEMPHIS MUNICIPAL Auditorium's management committee has decided that lessees may decide whether attendance will be on a segregated or non-segregated basis. The new policy was to be put into use for the first time when the Shelby County Democratic Women's Organization is host to Mrs. Lyndon B. Johnson, wife of the Democratic vice-presidential nominee, at a reception. . . . The Austin (Tex.) Auditorium's season began with the Dukes of Dixieland, the Marine Band, and the Brothers Four. Coming up are engagements by "Jazz 60," Eastman Kodak's "Photoscenic America," Herb Shriner, Dave Brubeck, Fred Waring, Pete Fountain, Shelley Berman, Ray Conniff, Little Orchestra of New York, the Blackstone Show, "World of Suzy Wong," "Fiorello," "Calelonia," "Andersonville Trial," "Once Upon a Mattress," Shakespeare festival, "Pleasure of His Company," "J.B.," American Ballet Theater, Roger Williams and "Holiday on Ice." . . . Ray Conniff's "Concert in Stereo" is at the Toledo Sports Arena tonight (24). The building has "Grand Ole Opry" and a talent contest November 30.

Columbus Food Show Clicks; Chicago Home Show Growing

THE FIRST FOOD SHOW in Veterans' Memorial Auditorium, Columbus, O., brought a turnout of some 300,000 persons. J. Edwin Farmer was show director and it was sponsored by the Retail Grocers' Association and The Columbus Dispatch. Building manager Harry Schreiber reported that before the show was over all of the exhibitors had signed up to repeat and 22 more who had skipped it this time signed to come in for the second annual show. . . . Advance word is that the Modern Living Home and Flower Show, the first event in Chicago's new McCormick Hall, is going to be a first echelon show, one of the top few in the country. Only about a dozen booths remain unsold. Some 32,000 square feet will be devoted to gardens and other general display areas. There are to be three model homes, one built by the show management and two others by exhibitors. Show is November 18-December 4.

Portland Begins Count-Down; Miami Beach Books Conclaves

"THE COUNT-DOWN HAS STARTED," is the way Manager Don Jewell puts it. His Memorial Auditorium at Portland, Ore., opens of the first time November 3. So final work of completion and preparation is under way. "Holiday on Ice" is the first attraction, and mail orders for tickets have been heavy. . . . Miami Beach Convention Hall has the National Automatic Merchandising Association move-in starting today (24) and the convention itself is October 29-November 1. Upcoming events include the United States Savings and Loan League's convention, November 14-18; the culinary show of the Greater Miami Hotel, Restaurant and Culinary Art Exposition (19-21); Ballet Russe de Monte Carlo, November 27, and several boxing cards promoted by Chris Dundee. . . . Kentucky Exposition Center, Louisville, will have the Material Handling Institute's Central States Show November 1-3. Its New England show was at the Boston Commonwealth Armory earlier. Show is managed by Shea Expositions Corporation of Pittsburgh.

Wedding Receptions Banned At Detroit's New Cobo Hall

DETROIT'S COBO HALL governing body, the Civic Center Commission, made a \$30,000 decision to decline wedding receptions in the new building. The issue came up when Roumell Catering Company sought to rent the building for that amount. The occasion would have been the Licavoli-Abate wedding, which later was held at the Sheraton-Cadillac Hotel instead. It used three ballrooms and four orchestras and had nearly 2,000 guests. Cobo's decision was made for two reasons. One was the intention of avoiding conflict with private enterprise. The other was the effort to avoid complications over liquor laws that might jeopardize the building's license.

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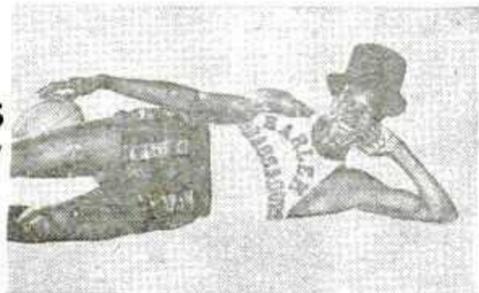
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AMUSEMENT PARK OPERATION

Von Roll Contracts Ride For Seattle's Century 21

VON ROLL IRON Works of Switzerland has agreed to install an aerial tramway ride at Century 21, the Seattle world's fair for 1962. The ride maker will operate at the fair as a concessionaire. The unit, basically a ski lift, has been sold in several places recently as an amusement ride. Disneyland, the Belgian fair and the new amusement park at Memphis are among the users. . . . Squaw Valley Improvement Corporation has been organized to handle concessions at the Placer County, California, state park that originally was the site of the winter Olympics.

NAAPPB Travelers Reporting On Munich's Oktoberfest

MUNICH'S OKTOBERFEST is over and NAAPPB members who attended it are reporting on what they saw and did. Lawrence Canfield, of Santa Cruz Beach, Santa Cruz, Calif., vows he'll never try a "commuter" trip to Europe again. He tried to catch the closing days of the Oktoberfest with a quick trip overseas. But he was foiled by plane trouble at San Francisco and this resulted in a seven-hour delay that meant he only could spend a half day at the Oktoberfest. He found this too rushing to really sight the "new stuff," and in addition it was raining. But most interesting, he said, was a new circular Mouse ride, which was housed in a temporary building. . . . Another visitor to the Oktoberfest was Norm Bartlett, who reportedly was negotiating for a European licensee for his Flying Coaster ride. . . . Mickey Hughes, of Hot Rods Inc., reports that the closing days of the Oktoberfest were plagued with bad weather, with almost a rain-out Friday and intermittent rains Sunday. Despite this, receipts were reported to be well ahead of last year. Hughes had as visitors one of the closing days Mr. and Mrs. Art Fritz, of the Melrose Park, Ill., Kiddieland. The Fritz's went on to Berlin from Munich to visit his wife's relatives and host a big reunion. . . . Word from Munich is that Riverview Park, Chicago, will get a German Carousel operated by Adolph Koss, which is now ready for shipping. Riverview also has a Calypso due for arrival early in the New Year. . . . Paul and Ola Huedepohl are relaxing at their Michiana Shores, Ind., cottage following their return from an extended European tour. . . . Another note from Leonard Thompson, NAAPPB member from Blackpool, England, says Laurence Canfield "could not return to America the Beautiful without taking a look at the hardy Britons riding the Backpool Big Dipper to capacity in overcoats and raincoats and fur coats in the middle of October." Leonard says he isn't sorry that the Illumination Festival is over despite big business. "It has been a very long and hard-working one," he writes. . . . Send a "get well" card to Fred Markey, president of the Dodgem Corporation and secretary of the New England Amusement Parks Association. Fred has been in a Boston hospital for observation and treatment. . . . Ed Schott, NAAPPB past president from Coney Island, Cincinnati, reports the last several days have been "very difficult." Reason: Coney is moving its downtown offices to another location. The federal government took over their old office building. . . . Dave Coleman, young son of NAAPPB Past President John Coleman, of Riverside Park, Indianapolis, is confined to his home with a compound leg fracture received while playing with the Westland Junior High team.

John S. Bowman, NAAPPB Secretary

New Canadian Firm to Make Trampolines; Centers Open

A CANADIAN FIRM has been organized to build trampolines. It is Vorolene, Ltd., Port Credit, Ont., founded by Charles G. O'Neill, a former New Yorker who lives in Toronto and opened a trampoline center there in July and found profits so good and prospects for the field so strong that he decided to build the devices and boost expansion of the centers. He said his center grosses as much as \$2,500 and \$3,000 a month. By next summer he may be operating centers in 10 other Toronto shopping centers. He also hopes to export trampolines to the U. S. His model is built above the ground, requires no excavation, includes a "fence" to keep bouncers in position and has padded wooden parts to minimize injury possibilities. . . . Moonlit Go-Kart Speedway has been organized at Elizabethtown, Tenn., by Robert Enoch and W. R. Holder. . . . Ray and Linda Hadley have formed the Hadley & Hart School of Skating at Seattle, teaching both roller and ice skating. . . . Bunny Hop, Inc., is a trampoline center at Redwood City, Calif. . . . Amusement Management Company has been formed in Los Angeles for the operation of recreation centers and amusement parks. . . . Jump King Center is a Santa Ana, Calif., trampoline center. . . . A former theater at Newark, N. J., the Kent, has been converted into an indoor trampoline center. Leslie Blau is the operator. . . . Atlantic Speedway, Inc., is operated at Norfolk, Va., by John W. Wese Jr. . . . Lido Recreation Enterprises at Fremont, Calif., is operating a skating rink in Alameda County. . . . Charles D. and Martin J. O'Fallon are selling trampolines out of Denver. . . . Caja, Inc., is a consulting service of amusement and educational facilities at Carson City, Nev. . . . Castroy Valley Family Recreation of Woodside, Calif., is another Alameda County trampoline center. . . . Cajon Plaza, Inc., has been organized to operate a park in San Diego, Calif. . . . Fun on Wheels also is a firm in San Diego County to operate an amusement park. It is headquartered at Escondido. . . . Settos Trampoline Enterprises are in Indianapolis, Ind. . . . Dixie Jumps, Inc., is at Paducah, Ky.

Lefferdink Tells Woes Of His Magic Mountain

DENVER—Mired in a maze of financial complications, Magic Mountain's president, G. Norman Winder, testified Thursday (13) in a federal court bankruptcy hearing that the financial position of the money-plagued multimillion-dollar amusement park was about "zero."

Winder was the first witness in a special hearing conducted by Benjamin C. Hilliard Jr., Bankruptcy Court referee appointed to hear the park's petition for reorganization under federal bankruptcy laws.

Winder testified that the park was in partial operation for a little more than two months this summer but lost \$18,000. The park grossed about \$80,000 during the period. Winder said part of the loss was incurred thru payments on the park's continuing construction.

If the court refuses to accept the park's petition for reorganization, Winder said, the company would have to be liquidated, "freezing out some 10,000 to 12,000 stockholders, mostly located in Colorado."

The park's petition shows that 3,101,782 shares of stock have been sold at \$1 per share.

The park's bankruptcy petition, filed October 3, listed liabilities of \$1,810,779.31 and assets of \$3,655,896.74.

A week ago a director told unpaid employees that it was impossible to issue pay checks.

A dozen creditors of the park have filed protests against the reorganization request, alleging the petition was not filed in good faith and contending that it is unreasonable to expect that a reorganization can be effected. They also took issue with the park officials' claim that the park had assets of \$3,655,897.

Winder's testimony showed that at least \$1.2 million of the park's listed debts of \$1.8 million is owed to firms controlled by Allen J. Lefferdink, whose attorney says no longer controls Magic Mountain but retains his seat on the board of directors.

Lefferdink, whose financing-banking-real estate-insurance empire has fallen apart the last month, testified that he was unable to state the actual debts of the park until someone makes a determination as to any duplication in liens against the park. He told of trying to obtain mortgage money to keep the park in operation and said, "We have several lenders quite close to taking action."

Two of Lefferdink's firms have advanced money to the park and another of his firms did construction work at the park.

A financial report filed with the petition showed that \$789,000 had been paid out as commissions for selling stock. The money went to three firms—two of them controlled by Lefferdink—Winder testified.

Another report listed \$886,310 as "unrecovered promotional and developmental costs."

Lefferdink said the park has "a very bright future and is a fine thing for this area. . . . It is just unfortunate that capital is not available to finish it."

Lefferdink said that it would take an additional \$300,000 to complete the park. Another witness, Frank L. Cowton, former president of a Lefferdink-controlled firm, Mid-Continent Development Company, which did construction at the park, testified that it would take \$1,000,000 or \$1,500,000 to complete the park.

Lefferdink said that his organization "could easily sell the park under a repurchase agreement and pay off its outstanding debts, but that would wipe out the stockholders—and I don't want to do that."

Winder testified that the park's actual cash assets were about \$2,000 which he held under his own name to prevent garnishment. He said that he was paying out \$500 a week to maintain security. The money was obtained, he stated, by selling a Carousel.



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CIRCUS TROUPE

By TOM PARKINSON

ORRIN DAVENPORT'S ROUTE includes the Shrine date at Hibbing, Minn., again this year after a hiatus. The show will be there April 20-22. But Saginaw is out. . . The Mills Bros. Circus is back in Jefferson, O., quarters after a 6,350-mile season. . . Hagen Bros. closes October 29 with 12,942 miles. . . Famous Cole closes October 30 with 6,449 miles. . . Kelly-Miller goes until November 6, by which time it will have run up 11,650 miles in 33 weeks. . . Clyde Beatty-Cole Bros. closes November 13 and will winter at De Land again.

Trade reports on the Kelly-Miller tie-up in California set the costs variously at \$45,000 and \$70,000. Show had more difficulty at Stockton, with officials threatening action because of alleged differences in ticket prices. And it was alleged that Obert Miller struck a man in the face when the man began an argument about his pass. . . Back cover of last week's Saturday Evening Post carried an Eastman Kodak ad featuring Emmett Kelly and his family.

Extra performances were needed to handle the crowds for Carson & Barnes Circus at Hot Springs, Ark., recently, and still some 300 persons were turned away and refunded their money. Among visitors were Art Miller, Elsie and Francis Kitzman, Lloyd and Pauline Stolls, Guy Smuck, the Tom McLaughlins, Grover O'Day, and Red and Esther Reader. Bill Wilcox handled the date.

Norman and Shirley Carroll handled press for the recent big Ringling run in Los Angeles. They had guests on an even dozen network TV shows, and local 30-minute telecast of the opening night, and more than 100 guest appearances in all on TV and radio. All metropolitan dailies came thru with half and three-quarter page features. Local weekly papers and outlying dailies gave good coverage also. A number of movie fan magazines covered the event, with resulting articles scheduled for future releases.

Milwaukee Journal carried a yarn with pictures about the Bill Buschbom family and its trained horses. . . National Railway Historical Society brought an eight-car excursion train to Baraboo, Wis., Sunday (16) with 469 persons to visit the Circus World Museum. It was the final day of the season for the museum. Earlier, circus fans Irving Chedron, Cliff Cowen, Marvin Gauger, John Wilson and Clark Wilkinson came to the museum for a wagon painting bee, in which they refurbished a former Ringling-Barnum baggage wagon.

Berni Miller is back in Chicago after closing as promotion man for Penny Bros.' Circus. . . Helen Wilson, organist, formerly with the Garden Bros.' Circus, has been playing Eastern and Southern fairs. Ed Wilson, former Beatty-Cole clown, has been playing fairs also. . . Donn Moyer, of Nanette and Marco, is back in California and playing fairs with a unit he calls Delano Bros.' Circus Clown Show. Hugo E. Marquardt and David Hammarstrom visited at Santa Rosa. The Moyers caught Kay Bros.' Circus and visited with Ray Chandler, Al Kayda and Johnny Cline. . . Frank Cook and Miriam LaFrance were free acts at the Washington, N. C., fair, booked by Harry Cooke. . . Cyril Guerrier, illusionist, has returned to Dudley, Mass., after making Scott Bros. Circus dates. He is assisted by Ming Toy.

Alex Irwin had his calliope at Baraboo, Wis., to meet the recent excursion train. . . Earl Shipley visited Orrin Davenport en route to Milwaukee via Chicago. . . Paul Delaney is back in Chicago after making fairs with concessions.

George W. Christy, along with his wife and son; Mr. and Mrs. Karl K. Knecht, the John Arters, the Charles G. McMabons, Mr. and Mrs. Eugene Whitmore and Marvin and Leatha Smith are among those who will come from out of town to visit the Hertzberg Collection's 18th anniversary party at San Antonio, November 18. Tom Scaperlanda will show movies. Leatha Smith will do her sword-swallowing act. Judge and Mrs. Walter Loughridge head the reception committee, assisted by Dr. and Mrs. Ralph Hartman, Mr. and Mrs. Everett L. Hansen and Mrs. Tom

Scaperlanda. Leonard Farley is librarian of the Hertzberg collection.

The Pittsburgh Press of October 16 carried a feature story about the gorilla owned by Bob and Mae Noell, and the Sunday Roto section's cover was a color photo of the gorilla. . . Bill Terney will have his Circus Fantasy at a supermarket in Sun Valley, Calif., October 29 and again November 19 at Alhambra. Included in the show will be John Cline's elephant, dogs and ponies; Melanga Cline, web; Mary Jo Knolls, wire and unicycle; George Perkins, Funny Ford, and Betty Ross, organist. Other acts are to be added. Also at Alhambra will be Clawson's Rides, Barnes pony wheel and Kemsley's Rides.

Circustown of Sarasota, the L. D. Hall family's shopping center show, had its elephant in a Republican parade at Lima, O., recently. Show is in Memphis this week and has three more weeks in Mississippi before heading for home. Circustown and Apex Attractions, both of which the Halls and Dave Friedman are affiliated, played day and date in Indianapolis. With Apex, which books films with book pitches, are the Scott Halls, the Phil Halls, the Ben Kimballs, Mort Chalfy, Leo Nockley, George Hanna, the Carl Mondors, the Tom G. Thompsons, Frank Joseph and Bob Bachman. The Lorin Halls double between Apex and Circustown. Carol and Dave Friedman plan to winter in Tampa and Aniston.

Howard Suesz's Clyde Bros. Circus, managed by Henry L. Brunk, played a string of three dates including LaCrosse, Wis. Acts included Wimpy, the Harrisons, Capt. Eddy Kuhn, the Del Raes, Sons of Morocco and Jenda Smaha. . . Eight members of the CFA in Elgin, Ill., have made plans to attend the Ringling show in Milwaukee October 28, Eugene Termini advises.

Steven Albert, former circus advance man now 79 years old, went into Grand Central Hospital, New York, this week for surgery.

Whitewater, Wis., CFA members will attend the Ringling show in Milwaukee October 30. They met Saturday (15) at the home of Mrs. H. E. Fowler and Dr. B. F. Fowler. Mr. and Mrs. O. F. Peterson showed colored slides. The next meeting will be at the home of Mr. and Mrs. Clarence A. Kachel. . . Charlie (Carlo) Hilderra has had a busy year clowning at fairs and supermarkets. He just finished 10 days for a department store at Pacific Grove, Calif. He will be back in the same store at Christmas time. . . When the Cristiani show was in Pittsburg, Kan., and Joplin, Mo., Johnnie Marietta used his calliope for downtown bally. Marietta caught the James Christy show at Sarcousie, Mo.

Cristiani Show Closes Sunday; Last Days Help

TREASURE ISLAND, Fla.—Cristiani Bros. Circus has played a long string of blanks and poor engagements in recent weeks but looked to good business at the final few stands on the route. The show closed here Sunday (23).

The show had been running about 45 minutes, using only part of the family's own acts and few others. Some were expected to be added for the final stands. Much of the Diano menagerie had been sent back to Ohio. Nine elephants closed with the show, as did the hippo. But the giraffe and some bulls were gone and the rhino died earlier.

Cristiani was using its 1958 top and had stored the 1959 top. It was lacking two of the seat trucks and did not have its bannerline hereabouts.

Some time ago the Biloxi, Miss., stand was good. Most of those that followed grossed only a few hundred dollars each. Dates have been contracted about 10 days ahead and paper has been going up four and five days ahead. Gainesville, Fla., was a blank.

Tom Parker was sent to Florida to promote the final four stands. His first town was Sebring (20), where the show had a good advance and played to a pair of full houses. Lakeland (21) was fairly good. Clearwater (22) had a very good advance and promised strong business. At Treasure Island (23) a big day was predicted, with 5,000 tickets sold and much interest aroused in the St. Petersburg area.

The show has not announced where it will winter.

HUGO, Okla.—A lion from the David Hoover act was shot and killed by policemen here while they tried to get it back into a cage.

The act was parked here for a few days' layoff and Hoover was away at the time. The cat got loose and wandered around the fairgrounds here. Police mobilized and tried to shoot it into a cage borrowed from Kelly-Miller quarters. The lion almost entered the cage on several tries, but backed away each time. A policeman was on top of the cage and on the final try the lion leaped at him. The officer shot first and then other policemen riddled the cat.

3-PHONEMEN-3

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Ringling-Barnum Bucks Ike, Auto Show at Detroit Start

DETROIT — The Ringling-Barnum circus moved into the State Fair Coliseum Tuesday (18) for the first Detroit stand in five years, a five-day engagement opening on Wednesday.

The arrival got considerable advance publicity as did an eight-mile parade of the elephants and horses

from the railroad station to the fair grounds.

Trek of the animals started two blocks from the new Cobo Hall, scene of the National Automobile Show. The tremendous popularity of the Auto Show, plus President Eisenhower's visit there Monday, provided stiff competition for the circus, from the standpoint of publicity as well as attendance. Circus and auto show both close Sunday night (23).

Previous Ringling stand was October 13-16 at Louisville's Kentucky Fair and Exposition Center. It had 1,200 for the first night but picked up strongly over the weekend to give good business.

Utica Shrine Program Told By Davenport

UTICA, N. Y.—Orrin Davenport Circus plays its annual Shrine date here October 26-29. Producer Orrin Davenport announced these acts are to be on hand:

Capt. Eddy Kuhn Wild Animals; Miss Aerioletta, Miss France and Gracien, trapeze; Miss Lona's Pets; Klamas and Vic Donimo, juggling; Ethel Jennier's Seals and Jinx the Chimp; Miguel Bratty, hair suspension; Kelroys trampoline-casting; Bamm Brothers; Luciana & Friedel Lippizan Horses; Sons of Morocco, acrobatics; Vic and Mai, juggling, and Bob Johnson, balancing; Norbu, gorilla act; June and Pink Madison, elephants; Flying Hartzells, return, and clowns to include John Toy, Bill Alcott, Carl Marx, Slim Collins and Jimmy Davison.

Staff includes Davenport; Dick Ware, announcer; Merle Evans, band, and Charles Marine, props.

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THE FINAL CURTAIN

BROWNING—Herman L., 43, vice-president of operations for Browning Lines, operating Bob-Lo Island Amusement Park in the Detroit River since 1950, October 11 in Ann Arbor, Mich., following a second heart operation. Survived by his widow, three children, two sisters and six brothers, four of whom, Troy, Lorenzo D. (Red), Wilbur B. and Ralph, are active in the Bob-Lo operating company. Interment in White Chapel Memorial Cemetery, Detroit.

BELAROMA—Vance, 67, concessionaire and musician, the last five seasons with the Capital City Shows, October 13 at Memorial Hospital, Moultrie, Ga. Services and burial at Valdosta, Ga., October 14.

CAMPBELL—May, 41, wife of Jerry Campbell, independent concessionaire with the Jerry Mackey organization, of a heart attack in Long Beach, Calif. Born in Robbstown, Tex., she was a member of show club auxiliaries in Dallas, Seattle and Los Angeles. In addition to her husband, she leaves a son by a former marriage, three sisters and three brothers. Burial in Pacific Coast Showmen's Rest, Los Angeles, October 18.

CARLEY—Esther, 82, a life member of the Pacific Coast Ladies' Auxiliary, in Los Angeles following a long illness. Altho she was never active in show business, she was instrumental in the founding of the

PCSA Auxiliary, having furnished the first meeting rooms. Survived by a daughter. Burial in the Auxiliary plot of Pacific Coast Showmen's Rest October 20.

CHARLAND—John P., 72, formerly for 12 years chief engineer of the steamers Ste. Claire and Columbia, operating from Detroit to Bob-Lo Island Park, October 10 in Detroit. His widow and seven children survive. Interment in Forest Lawn Cemetery, Detroit.

DAVIS—Jack, veteran blackface comedian and a member of the Three Texas Entertainers (Jack, Geraldine and Ruth Davis), recently in Bartlesville, Okla. The act appeared for years in vaudeville, rep and dramatic stock.

DeRIZKIE—Frank, 55, head of the DeRizkie Family of circus performers, of an accidental gunshot wound sustained while loading a rifle at his home in Copeland, Fla., October 7. His family name was Pealer. He had been with Hunt Bros., Polack Bros., Downie Bros., King Bros. and other shows. Surviving are his widow, Letha; a son, Frank Jr., and four daughters, Francine Kiess, Lucy (Mrs. Franco) Richards, Gayle (Mrs. Harold) Barnes, and Sandra Pealer.

GLASBERG—Louis, 87, father of Ben Glass, well-known carnival concessionaire, in Rhode Island Hospital, Providence. Survivors include five other sons, Philip, Abraham, Seymour, Daniel and Irving, also seven daughters, Betty Glasberg, Mrs. Warren Freeman, Goldie Glasberg, Mrs. Max Barash, Mrs. Louis Almon, Mrs. Irving Laufgraben, Mrs. Ralph Rosenblatt, and 19 grandchildren. Services were held in Sugarman Memorial Chapel, Providence, with interment in Lincoln Park Cemetery, Warwick, R. I.

GOODING—Claude T., 68, president of the Saskatoon (Sask.) Exhibition Association in 1948, recently in Victoria, B. C. Survived by his widow, a daughter, a son, a sister and brother. Burial was in Saskatoon, Sask.

GORDON—Harry, 74, former general agent and billposter, in Phoenix following a long illness. Born in New York September 15, 1886, he was general agent with the Banardi Shows and later Levitt, Brown & Huggins. More recently he had been a billposter with Russell Bros.' Circus. A member of the Elks Lodge in Spokane; Pacific Coast Showmen's Association, Los Angeles, and Arizona Showmen's Association, he was buried in the latter's Showmen's Rest in Greenwood Memorial Park Tuesday (18).

George Keller

• Continued from page 57

Survivors include his widow, Ginny Lowery Keller, former vocalist with Polack Circus, who was in the audience. Other survivors include two daughters, Mrs. Jane Monerllo of Morris Plain, N. J., and Mrs. Katherine Bevier, also of New Jersey; his father, Charles Keller, Bloomsburg, Pa.; and two grandchildren.

At the same night performance a member of the Wazzan Troupe, Brahim Ben Belaid, was injured. And at the afternoon show on the same day, aerialist Betty Pasco was rescued without injury when her foot became entangled in a rope from which she was hanging and she could not get down unaided. She fainted after being brought to the ground.

HAMBLIN—Homer (Hamie), 70, former tumbler and sheet writer on the Robbins Bros., Gollmar and other circuses, in Wichita, Kan., October 14. A veteran of World War I, he was a member of the American Legion Post No. 4, Wichita. Burial in Old Mission Cemetery, Wichita.

HAWKINS—Whitie, 76, who with his late wife, Louise, spent many years in show business, recently in Tampa. Mrs. Hawkins passed on a year ago. Services at the Duval Funeral Home, Tampa, with interment in Memories Cemetery, that city. A niece, Mrs. Russell Service, Detroit, is the only survivor.

HERZBERG—Robert A., 76, artist who specialized in circus scenes and well known in the circus field, October 14 at Bloomfield Hills, Mich. Seven children survive. Interment in White Chapel Cemetery, near Detroit.

KELLER—Prof. George J., 62, wild animal trainer, in the arena at the Corpus Christi, Tex., Shrine Circus October 14. (Details elsewhere in this section.)

LEE—Claude C. (Stack), 80, sharpshooter and trick rifle shot with Buffalo Bill and 101 Ranch Wild West shows, October 12 in Oklahoma City after he was struck by an auto. Lee was with the Buffalo Bill show, then the Mulhall Wild West at the St. Louis World's Fair. He was with the 101 Ranch from the time it gave the 1905 showing at the ranch for the National Editorial Association and remained with the show to tour the U. S., Mexico and Europe until the time of World War I. He returned to 101 when it was reorganized in 1925. After it closed he went into vaudeville. Surviving is a niece, Mrs. Leonard Buss, Wichita, Kan. Burial in Oklahoma City.

PITKIN—John William, 95, father of Fred Pitkin, horse trainer and showman, October 17 at his home in Galesburg, Ill. Deceased was a horse buyer and dealt in bareback horses, made the fair circuit with race horses and was a partner with his son in several small circus ventures. He also had been for several years ground man at the old Galesburg District Fairgrounds.

TIBER—Irving (Curly), 53, independent concessionaire, October 15 in Santa Monica, Calif. Survived by his widow, a son and a brother. Burial October 17 in Hillsdale Memorial Park, near Los Angeles.

WARD—Carl S. (Yockey), former owner and operator of The Flag, amusement center at Jacksonville Beach, Fla., destroyed by fire some time ago, October 16 at his home in that city. Survivors include his widow, Mrs. Marion L. Ward, and a daughter, Mrs. Tom T. McCary.

ROLLER RUMBLINGS

By AL SCHNEIDER

SIXTEEN operators, representing 11 rinks, were recently added to the membership roster of the Roller Skating Rink Operators Association of America, it was announced at RSROA headquarters in Detroit by C. A. Cahill, secretary-treasurer. The new members and the rinks they represent include Mr. and Mrs. Howard L. Davis, Roller Center, South Gate, Calif.; Albert T. Williams, VFW Roller Rink, Tampa; Mr. and Mrs. Joe Jones, 400 Skating & Bowling Center, Fort Madison, Ia.; John and Louis Bloom, Casino Rink, Farmington, Mo.; Anthony Fiduccia; Belleville (N. J.) Roller Rink; Nicholas Mekosh, Skateland, Camden, N. J.; A. J. Lewis Jr., Duncan (Okla.) Skating Rink; Mr. and Mrs. Robert A. Miller, Miller's Roller-drome, Titusville, Pa.; Cleo W. Reeves, Kimball Rink, Jasper, Tenn.; Mr. and Mrs. Edward J. Scharmel, Skating Palace, Austin, Tex.; and Joe L. Mock, Fair Park Rollerway, Marshall, Tex. In addition, Buddy Lynn Farris has been added to the membership of Adrian Farris, Jet Rink, Arlington, Tex.

Texas State Fair Sets Record

• Continued from page 57

and-on cloudy all day and fair officials were just breathing more easily to have got by the day without rain when the weather forecast came in for a cold front with plenty of moisture moving on the Dallas area, actually predicted to hit about game-time Saturday night.

Since the big middle Sunday is a pivotal day for Dallas, the weather was a topic of considerable concern.

Again, the fair was in luck. The cold front stalled west of Fort Worth, veered to the southeast and missed the Dallas area completely. Sunday (16) was partly cloudy and mild, a perfect day for fairgoing. A pro football game in the Cotton Bowl Sunday afternoon between the Dallas Cowboys and the Cleveland Browns of the National Football League drew 28,000.

Tuesday (18), the rains finally came and it was a wet morning for East Texas Day. It cleared off pretty well in the afternoon, however, but the East Texas Day free show in the Cotton Bowl, featuring folk singer Jimmie Rodgers and the comedy team of Homer and Jethro, was moved to the Livestock Coliseum to be on the safe side. Fireworks skedded for the night were postponed to Saturday (22).

Wednesday (19) was chilly, cloudy and occasionally misty. A free college jazz festival in the Livestock Coliseum featuring Kai Winding and His Septet along with four Texas college jazz groups drew medium-sized but enthusiastic crowds.

Thursday (20) was cold, but bright and sunshiny.

Theatrical attractions at the Texas exposition were having a great year. "Flower Drum Song," the Rodgers and Hammerstein mu-

sical in the Music Hall, continued to build and was expected to be among the fair's top grossers in this category. "Ice Capades" in the Ice Arena had something like seven sellouts over the big weekend and found it necessary to throw in extra promotional effort to offset the notion the show might be sold out for all remaining performances.

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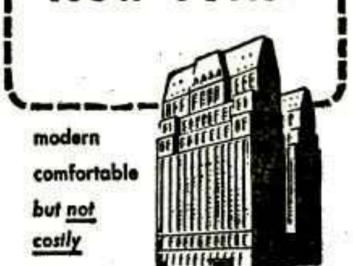
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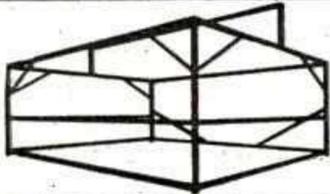
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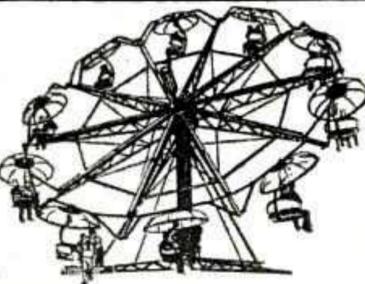
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CARNIVAL ROUTES

A-I Ams.: *Keith Carpenter; (Fair) Lepanto, Ark., (Fair) Malden, Mo., 31-Nov. 5.
Alamo Expo.: *Mrs. H. T. Reynolds; Orange, Tex.
All American: (Fair) Bishopville, S. C.; (Fair) Beaufort 31-Nov. 5.
Amusements of America: *S. Generallo; (Fair) Lancaster, S. C.; (Fair) Charleston 31-Nov. 5.
Bee's Old Reliable: *Raymond C. Huls; Hawkinsville, Ga.; (Fair) Ozark, Ala., 31-Nov. 5.
Big D Ams.: Mangham, La.; Cotton Valley 31-Nov. 5.
Big State: *Joe Sima; (Fair) Alice, Tex.; Kingsville 31-Nov. 6.
Brodbeck-Schrader: Arkansas City, Kan., 27-31. (Season ends.)
Buck, O. C.: *Joe Cobb; (Fair) Carthage, N. C.
Capital City: *C. C. Miller; (Fair) Valdosta, Ga., 25-Nov. 5.
Central State: *J. D. Steinbeck; Altus, Okla., 28-31.
Cetlin & Wilson: *Tony Lewis; (Fair) Tuscaloosa, Ala.; (Fair) Gadsden 31-Nov. 5.
Cooper, R. L., Ams.: *L. Cooper; Sulligent, Ala., 31-Nov. 5.
Crystal Ams.: *Earl Miller; (Fair) St. George, S. C., 24-28.

Circus Routes

Clyde Beatty-Cole Bros.: *Buster Odle Jr.; Gadsden, Ala., 24; La Grange, Ga., 25; Americus 26; Douglas 27; Brunswick 28; Jacksonville, Fla., 29-30; St. Augustine 31.
Cole: *H. Walters; Bremond, Tex., 26.
Davenport, Orrin: Utica, N. Y., 26-29; Kansas City, Mo., Nov. 15-20.
Dobritch, Al: (Sports Arena) Toledo, O., 26-29.
Hagen Bros.: *Buck Leahy; New Iberia, La., 24; Lafayette 25; Marksville 26; Jena 27; Vidalia 28; Vicksburg, Miss., 29. (Season ends.)
Kelly-Miller: *Jack Smith; Almgordo, N. M., 24; Roswell 25; Artesia 26; Carlsbad 27; Hobbs 28; Lamesa, Tex., 29; Andrews 30; Big Springs 31; Sweetwater Nov. 1; Eastland 2; Brownwood 3; Stephenville 4; Cleburn 5; Weatherford 6.
King Bros.: *Danny Kelly; Southern Pines, N. C., 24; Chapel Hill 25; Erwin 26; Farmville 27; Hertford 28; Windsor 29; Robertsonville 31; Ayden Nov. 1; Mt. Olive 2; Wallace 3; Elizabethtown 4; Bennettsville, S. C., 5; Cheraw 7; Bishopville 8; Hartsville 9; Florence 10; Kings-tree 11; Lake City 12; Conway 14; Manning 15; Walterboro 16.
Penny Bros.: *Don Floyd; Pikeville, Tenn., 24; Decatur 25; Calhoun 26; Dayton 27-29.
Polack Bros.: (Goettge Field House) Camp Lejeune, N. C., 28-29; (Armory) Baltimore, Md., 31-Nov. 5.
Ringling Bros. and Barnum & Bailey: (Aud.-Arena) Milwaukee, Wis., 26-30; (Brown Co. War Memorial Coliseum) Green Bay Nov. 4-6.

Ice Shows

Holiday On Ice of 1961: (Indiana Coliseum) Indianapolis 24-30; (Memorial Coliseum) Portland, Ore., Nov. 3-13.
Ice Capades "I'm 21" Edition: (Arena) Philadelphia, Pa., 24-30; (Aud.) Buffalo, N. Y., Nov. 1-6.
Shipstads & Johnson's Ice Follies of 1961: (Stadium) Chicago, Ill., 24-Nov. 6; (Olympia Stadium) Detroit, Mich., 9-20.

Miscellaneous

Paige, Kiki: (Bimbo's 365) San Francisco, Calif., 24-Nov. 30.

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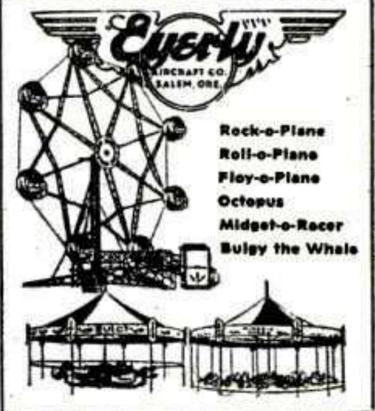
Drew, James H.: *Jimmy Drew; (Fair) Augusta, Ga.
Fitzsimmon, Roy: Tombstone, Ariz., 24-Nov. 1.
Gala Expo.: *Carolyn Miller; England, Ark.
Gatto Ams.: (Fair) Rayford, N. C.
Gayway: *June Reynolds; Joiner, Ark., 24-30.
Gentsch, J. A.: *Carl Anstead; Meadville, Miss., 24-25; Canton 26-29.

(Continued on page 70)

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CARNIVAL CONFAB

PEARLS from Royal American: Mrs. Guy Markley was pleasantly surprised recently when she was guest of honor at a birthday party in the bingo top. Two birthday cakes were served and the bingo crew gifted her with a set of figurines and husband Guy presented her with a charm bracelet. . . . Ben (Strings) Cohn is back after attending the funeral of his brother, Al, in Los Angeles. . . . Louis (The Mouse) Santalone, has put two new motors in his truck in the last three moves. . . . Chet Fowler smashed the bottom of his new low car when he hit a rock in Little Rock. . . . Molly Strauss rejoined after visiting her sick sister in New York. . . . Norman and Babe Shinert joined here after closing with the Art B. Thomas Shows. . . . Speedy and Grace Lower, Motordrome operators, visited. They now live in Mobile and Speedy has recovered from a recent stroke. . . . Mae Paradise hosted her son, Philip, and her mother, Mrs. Lett. . . . Richard and Lucille Weber hitchhiked some 70 miles when their car broke down en route to Jackson. . . . Murray Fein of the Ringling Circus visited in Little Rock en route to Ardmore, Okla. . . . Jimmie Sakobie and Mike (the Greek) Petrontis visited at Jackson.

More Pearls: Chips Thompson had a sit-down cookhouse and Theodore Papas a popcorn trailer at Jackson. . . . George Murray features two go-karts in the Motordrome. . . . Charley Cohen ailing. . . . Perry Howard has his foot in a cast. It was injured when a wagon pole dropped on his toes. . . . Tex Grimsell left Tampa but will be back. . . . Mr. and Mrs. C. J. Sedlmayr Jr., have been keeping the show well advised on their European travels via postcards. . . . Sam and Mary Delaney have been experimenting with a new confection called a walkaway sandwich.

More Pearls: Dick Best has rearranged and reorganized his Side Show. It is now set up the long way using the two end pieces. It's shorter across the front but it gained much more depth with stages across the back end and a walkway out front. A new series of lights flashes up the entire layout. . . . Andy Kasin and Al Kunz of Heth Shows, visited. . . . Joe Farris' youngsters left for school in Mobile. . . . The Niehoffs closed in Little Rock, purchased a car and left for Aripeka, Fla. . . . Red and Mavis McKinney visited in Little Rock. . . . Howard Stroud is helping Buck Fortner on the short range gallery. . . . Bobbie and Bill Hasson have renovated the custard wagon. . . . Billy Logsdon is now on the ticket box of the Kitty show and Wild Bill Thompson is managing the unit. . . . Willis Tolliver lost out on a wager with L. B. Demay on who would lose the most weight.

★ ★ ★

Turner Scott pens that he closed his rides in Daytona Beach, Fla., after a spotty season with plenty of rain. He's been visiting shows in the South and will open his rides in downtown Orlando, Fla., November 15 for the Sertoma Club. It'll mark Scott's eighth year at the latter date. . . . Tommy Carson is recuperating at his home at 2101 N. W. 86th Terrace, Miami, and expresses thanks for the many cards and letters. He feels that he'll be back in action in the concessions business in the East come spring.

More Pearls: Flonnie Barfield Ayres had a mitt camp at Jackson, Miss., and her son, John, a photo joint. . . . Thelma Ericson now has five Chihuahua pups. . . . Rosa (Baby Dumpling) Chagnon sent her two children back to school in Des Moines. . . . Hanlon and Clark, of the Club Lido, will play night clubs after Shreveport. . . . Billy Pitzer nursing an injured knee. Mel Smith an injured wrist. Vera Pollitt confined to her stateroom. Dick Best ailing. Edith Smith hospitalized. . . . Buck Fortner framing new concessions for South America. . . . Babs and Dukey Geffin visited en route to Beaumont, Tex. Babs was using a cane for an injured ankle. . . . Leon and Vista Miller visited Dallas. . . . Susan Brooks flew to Boston to attend the funeral of her mother. . . . Ray Berrus escaped injury when his car was rammed by a truck. . . . Busy on Tampa Club auxiliary projects are Shirley Fowler, Delores Brewer, Mickey Wenzik, Evie Belew and Blanche Zeiman. . . . Wally Chagnon and Bernie Mendelson visited.

The third annual meeting and dinner of the Royal American Shrine Club was held in Jackson at Johnny's Steak House with Dick Best, vice-president, and Harry Julius, treasurer, presiding. Guests

★ ★ ★

FLASHBACKS: 15 Years Ago—Jake Shapiro purchased All-American Shows from Mr. and Mrs. Herman Bantly. . . . Al Wagner bought the Volusia County Fairgrounds at De Land, Fla., to use as a permanent winter base for Cavalcade of Amusements. . . . Glenn Porter was honorably discharged from the U. S. Army after 16 months in Europe and joined World of Mirth. . . . O. C. Buck, owner of the show bearing his name, announced his entry into the auto racing field with Roy Peugh as his manager. First race was at Altamont, N. Y. Buck also ordered five new rides for winter delivery.

Sedlmayrs to Play Canadian A Fair Circuit for 25th Year

WINNIPEG, Man. — The Carl Sedlmayr-owned Royal American Shows will play its 25th season at the five member fairs of the Western Canada Association of Exhibitions plus the Red River Exhibition at Winnipeg.

The 1961 contracts to provide the midway attractions at the fairs was awarded to Carl Sedlmayr Sr. here last week at the fall meeting of the loon's attractions, midway and concession committees. The meeting

was held Tuesday thru Thursday (18-20) in the Fort Garry Hotel. Accompanying Sedlmayr was his concessions manager, O. J. (Whitey) Weiss.

Two other midway shows submitted bids for the contract this year. The James E. Strates Shows was represented by Allan Travers, general representative, and Mr. and Mrs. Frank Nemias. William T. Collins, owner of the show bearing his name; E. W. (Slim) Wells, general agent of the show, and Joe Mandrake represented that show.

Fair officials and directors on hand from the Brandon (Man.) Exhibition included R. McPherson, president; P. A. McPhail, manager; H. H. Rungary, George Arthur, J. L. Valens and F. O. Meighan. Calgary (Alta.) Exhibition, M. A. Dut-

ton, president; Maurice Hartnett, manager; H. G. Love, F. E. Maxie, Frank Myrtle, M. McAra.

The Edmonton (Alta.) Exhibition had L. Wilson, president; Al Anderson, manager; Bill Muir, B. Connelly and B. Henning. From Saskatoon (Sask.) Exhibition were R. H. Howes, president; Steve MacEachern, manager; Jack Warren and Mrs. Letta Walsh, who is also secretary of the circuit. From the Regina (Sask.) Exhibition were Don McDonald, president; Tommy McCleod, manager; W. Spicer, Jack Swain, Gordon Grant, Roy McCamel and Layton Robinson.

From Winnipeg were S. C. Millett, president; R. E. Stewart, manager; R. B. Jackson, H. Martin and C. Leatherdale. Bill Walker was also present from the Canadian Lakehead Exhibition, Fort William and Port Arthur, Ont.

Sedlmayr and Weiss left here early Wednesday morning to rejoin the show at Jackson, Miss.

L. I. GIVES BIG FINALE TO HOW-REIT

Fine Oct. Weather Helps; New Winter Prospects Charted

WESTBURY, N. Y. — The fair season had its ups and downs for How-Reit Shows, the downs coming in New Jersey where games legislation diminished grosses at Flemington and Troy Hills. Other dates—Middletown and Westbury, N. Y., and Danbury, Conn.—were excellent.

How-Reit ended its second season at the Long Island Fair here on Sunday (16). It had 29 rides and 11 shows, a larger spread than when the fair last ran in 1958, and the total gross was considerably larger. Ninety-six concession stands operated and the entire run was blessed by unseasonably warm weather for mid-October.

For 1961, partners Al Howard and Pat Reithoffer Jr. will acquire

another major ride plus rolling stock. Since merging in early 1959 they have revamped the former I. T. Shows with 12 new trailers, three tractors, three factory-new rides, new diesel plant, Funhouse, and natively-rebuilt office trailer.

Open Easter Week

Next season will open on a New York City lot for Easter Week, it was stated. Equipment will be stored at the Middletown Fairgrounds. A shop has been rented adjacent to the grounds for mechanical work and building, and a residence nearby will house the winter crew.

Most late-model touring devices were up during the fair here, including Fred Cerbini's Roto-Jet and Hot Rods, and the L. and N. Spinaroo. Al Hamid had the Club 21. Dave Rosen's Side Show was here, plus Henry Vonderheid's gorilla and animal show, the Burnses' Torture Show, Rudy and John Klases' Motordrome and others.

WOM RETAINS ANDERSON & S. C. STATE

COLUMBIA, S. C. — Two the key Southern dates on the World of Mirth Shows route have been retained for 1961. I. V. Hulm, secretary for Anderson, S. C., reported here that next year's contract has been signed. F. B. (Buck) Ruff, succeeding Paul V. Moore as South Carolina State Fair manager here, also commented favorably. Columbia is a gentlemen's agreement of long standing, renewed by handshake.

WANT FOR LAST BIG CELEBRATION OF THE YEAR

CUERO, TEXAS, FAMOUS TURKEY TROT AND ARMISTICE DAY CELEBRATION—NOVEMBER 7 THRU 12

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ALL MERCHANDISE CONCESSIONS — RIDES — FAMILY-TYPE SHOWS THAT DO NOT CONFLICT, CONTACT ME.

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WANT FOR 1961 SEASON — GET SET NOW

Truck Mechanic that knows his job and doesn't drink. Also Electrician who can cut Show in and handle diesels.

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CRIME SHOW FOR SALE

Complete and ready to operate. Brand new top, aluminum side poles, two tape recorders, seats, three complete amplifiers and all speakers, air conditioning system for tent, complete banner line for up to 100 foot front. Show titled "UNTOUCHABLES" and is enjoying big season with Gooding's Million Dollar Midway. All actual police and news pictures of nation's leading criminals, excellent projector and screen, canvas new and only up five times. Ideal show for couple—a two person operation. Reason for selling: I have idea for new type non-conflicting attraction. This is a good opportunity to get everything complete. Show is now operating and you can finish season with Gooding's Million Dollar Midway, also can be used in theaters and have blow-ups for lobby. Can show you over \$4500.00 worth of equipment. Will sell for \$2200.00 cash. First come, first served. Can be seen at Tallahassee Fairgrounds, this week. Transportation not included but can be loaded on small truck or trailer.

C. W. (CHICK) FRANKLIN

c/o Gooding's Million Dollar Midway, North Florida Fair, Tallahassee, Fla.
(Phone in Gooding's office).

MICH. STATE FAIR AWARDS W. G. WADE 3-YEAR PACT

DETROIT—The W. G. Wade Shows last week were awarded a three-year contract to provide the midway attractions at the Michigan State Fair. The Wade organization, which has played the fair the last nine years, will again be here for 1961 thru 1963.

General terms are similar to those of previous contracts, Fair Manager Donald L. Swanson said, with provisions for investment of \$10,000 in improvements over the three-year period.

In addition to W. G. Wade Jr., other bidders included Lou Dufour, bidding in his own name, and James Bergen and George Sollenberger, World of Mirth Shows. Bids were also received from James E. Strates and World of Pleasure shows.

Swanson is nursing a broken ankle, injured when it was struck by a stone as he was riding his lawn mower at home.

Sopenar Tops SLA Slate; Groscurth VP

Torti Runs for Trustee on Regular Ticket; Fifty Nominated for Board of Governors

CHICAGO — Edward Sopenar has been named to head the regular ticket of the Showmen's League of America, as presidential candidate, C. C. (Specks) Groscurth has been nominated for the office of third vice-president, and Ned E. Torti will run for trustee for a five-year term.

Sopenar is currently first vice-president of the club and Torti is a past vice-president, having held that post in 1955. Groscurth has been a member of the board of governors for a number of years and is owner of Blue Grass Shows.

Other candidates on the ticket include Lou Dufour, first vice-president and Hal F. Eifort, second vice-president. Bernie Mendelson has been nominated to succeed himself as treasurer and Hank Shelby re-nominated for the secretary post.

Nominees for the 50-man board of governors are Douglas K. Baldwin, Louis J. Berger, Mickey Blue, John Bowman, Elmer Byrnes, William T. Collins, James F. Conklin, Hadji Delgarian, James H. Drew, George B. Flint, Dave Friedman, John Gallagan, Benedict Garmisa, Ken Garman, Morris Haft, Paul Huedepohl, Harry Julius, William Kaplan, Andy

Kasin, Al Kaufman, Al Kunz, Jack Kwiet, Lou Leonard, Eddie Levinson, Sam J. Levy Jr., R. H. McIntosh.

Also Gerry Mackey, Dave Malcolm, Pat Marco, Arthur Morse, Buddy Paddock, Petey Pivor, Louis (Stretch) Rice, Harry Ross, Jack Ruback, Dave Russell, Norman Schlossberg, William Schmidt, Harry Shore, John Sherlock, Bernard Thomas, Sollie Wasserman, Benny Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody, Charles Zemater Sr., Max Brantman, Noble Case and John Campi.

Serving on the nominating committee were Jack Duffield, Al Kunz, Lou Leonard, Charles Zemater Sr., William Glickman, Dave Malcolm, Elmer Byrnes, Eddie Levinson, John Sherlock, Petey Pivor and Bill Carsky.

Election will be held Monday, November 28 in the clubhouse.

Vivonas Sign Florence, Dallastown Fair Dates

LUMBERTON, S. C.—Winning ways continued for Amusements of America as it left the fairgrounds in Sumter, S. C., after scoring well there, and in Frederick, Md., and Florence, S. C. In general the South had treated the show right, particularly the ride operations, and the Vivona family was experiencing its best fall season.

It was announced that the fairs in Florence and in Dallastown, Pa., are signed for 1961. Falling between Lehighton and Kutztown Fairs, the big truck show will split into two units, Dallastown and the fair in Gilbert, Pa. Florence secretary Bob Jones was a visitor with a delegation at Sumter, after the

S. & W. in WQ After Good Initial Tour

HOT SPRINGS—The S. & W. Shows, operated by Jay Stanley and Lyle Wells, closed its initial season at Haynesville, La., October 10. The show moved to its winter base here after completing a successful season of fairs and celebrations in Iowa, Missouri, Arkansas and Louisiana.

Ride line-up at the closing spot totaled nine major office-owned rides and five kiddie rides. Also H. Clark's Big Coaster and D. Palmas' Train Ride. Harry Fee's Monkeyland and Tom Arnez's Snake and Reptile Show were the back-end attractions.

Front-end concessionaires included Buddy Spain, 2; Jimmy Wright, 8; G. L. Grace, 3; Simmons, 3; Dayton White, 1; Jack Lee, 2; H. Wells, 3; Sidney Ackard, 1; also 6 office-owned concessions.

(Continued on page 70)

Reithoffers Close Big at Bloomsburg

38 Rides, 17 Shows Share Record \$; Season Recap Okay; Expanded Quarters

BLOOMSBURG, Pa.—With the season's end having passed, Reithoffer Shows personnel were storing equipment in winter quarters here. Bloomsburg Fair again provided a tremendous closing week, with both Pat Reithoffers—senior and junior—operating midways at both ends of the grounds. The fair pulled a record attendance of

STRATES TOPPLES RALEIGH RECORD

55 Rides Capture Top \$; Midways Paved, Jammed Despite Some Rain

ATHENS, Ga.—A new standard for midway earnings was attained at the North Carolina State Fair, sending the James E. Strates Shows away with the pleasant problem of how to further elevate the total in 1961. Raleigh's grounds were jammed with show equipment; with more than 700,000 persons attending, the gross was tremendous.

Total units on the grounds was 55 rides plus 18 shows, Glass House, Funhouse and scores of concessions. The newly paved walkways provided protection against rain-induced mud. It rained briefly on Friday and twice on Saturday (15), but with 180,000 persons present there was nowhere to turn. Crowds ignored the rain and stayed on the lot, with solid footing available. The carnival shared in the paving expense.

Most of the week the weather was warm and pleasant. Some nice early business was won by independent ride people on Sunday (9), a preview day. By the time the big five-day event opened on Tuesday Strates had virtually every big-grossing unit in the industry in action.

In addition to 35 rides carried thruout the season, including the Wild Mouse and four Ferris Wheels, the lot was populated by the Dowis Sky Wheels; Rotor, managed by Jim Deal; Himalaya, Charley Cooper; Mix-All, Mrs. H. W. Jones; Chairplane and Merry-Go-Round, Al Delfiore; Mad Mouse, Mrs. Tinsley; Lefty Billett, four rides; Robert Fuller, two; Normand La Joie, three; Bobby Lawrence, two; George McConnell's Pony Ride and a Hot Rod ride.

Concession people, by and large, had their best week ever for Raleigh. Due to the number of units assembled the menagerie was forced off the main midway but did well on another location. Top back-end money was shared by the Kelley-Sutton Side Show, Jack Norman's Broadway to Hollywood Revue, Russ Lyons' Pinup Parade, Lewis Scott's Club 99 and Russ Pelaquin at the Motordrome. The Scott's minstrel revue had its best week of the year.

Byers Closes Good Season; Inks Iowa Fairs

COUSHATTA, La.—Byers Bros.' Shows closed its season October 15 at the fair at Many, La., and moved into winter quarters here. Carl W. Byers, owner-manager, reports a good season, slightly ahead of their record-breaking season last year.

Clem Smith, general agent, is currently on a booking trip thru Iowa and reports that he has re-contracted the Great Jones County Fair, Monticello, Ia., for the second successive year. This was probably the best grossing spot for the show this year. Smith also contracted the Dubuque, Ia., Fair for the third season.

Byers recently purchased a new Dodgem and plans on adding several other rides for his 1961 tour. Byers and Smith will attend the meetings in Chicago and then make some of the Midwestern fair association meetings.

Reid, Lucas Europe Bound

DETROIT—Robert Reid, president and co-owner of Happyland Shows, accompanied by Harold J. Lucas, ride operator, left Thursday (20) by jet for a 30-day tour of Europe. They will scout rides and new attractions for '61, according to Lucas, who has had rides on Happyland the past 14 years.

Munich. At the latter they put the finishing touches on the show's portable Calypso that will be on the midway at the Florida State Fair, Tampa, in February. While in Rome they had an audience with Pope John, arranged thru Monsignor L. J. Arrell, Fargo, N. D., friend of show people.

Generallo Was Tops October 3

FLORENCE, S. C.—An occurrence without precedent in 1960 carnival circles was the distribution of The Billboard on Amusement of America during the fair here. Sam Generallo disposed of 200 October 3 issues to top front-running Joe Pearl of Royal American Shows for the first time. Because of the volume of news the show agents' Honor Roll was not published to show the results.

Dallas Rides, Shows Romp Ahead of '59

DALLAS—Midway and concessions grosses at the State Fair of Texas rocketed to whopping grosses on the wings of the Dallas exposition's big middle weekend when nearly a million people hit the fairgrounds on Friday, Saturday and Sunday 14-16.

Carnival business over-all was way up over the first 12 days of 1959. Fair officials predicted that by the end of the fair Sunday night (23) the concessions grosses would far exceed last year's excel-

cent take, even tho the outside gate is running slightly behind last year's total attendance due to an early opening in 1959.

The flashy line-up of rides on the Midway, incorporating Space Wheels, Calypso, Flash, Himalaya, Space Combat, Round-Up and Slide rides along with the permanent line-up of 33 major and kiddie rides and amusement devices, was responsible for much of the hiked revenue from the carnival end.

(Continued on page 69)

show had wound up its first visit to his city.

Florence drew some rain but the gross showed an indication of substantial power. Sumter, the winter quarters base, was treated to a midway which took up all available space. Tightness of the lot kept the Unusual World, Renton's Snake Show, and Tony Mason's Club Mocambo and Teena from being erected.

Mason had four other back-end units in action, the Latin Casino, Club Tabu, Girl-A-Rama, and Basin St. Frolics. Also working were Lentini, human oddity; Motordrome, Chuck Thompson; Pit Show, Bob Renton; Wild Life, Billy Warren; Red Barn; Trip to the Moon, and Side Show, Frank Lentini.

There were 32 rides jamming the midway and all were to continue to the show's big windup date in Charleston. The usual long line-up was supplemented by Don Crown's ponies, Mac Duburgess' Flying Coaster and Twister, Mohawk Amusements' two rides, John Morton Jr.'s Rocket, Glen Weible's Spinaroo and Roundup and Speedy Palmer's race cars. Due in Charleston for the Coastal Carolina Fair was the third Ferris Wheel, Allen and Miller's four rides and Steck's Bubble Bounce and Hurricane.

The carnival provided a foreign car to be given away at the Sumter Fair. Weather was good and the gross greatly outdistanced last year's. Unneeded shavings gave the midway a smart appearance.

NEW BERN, N. C.—THE SPOT YOU'VE BEEN WAITING FOR—ONE-HALF MILE FROM THE CENTER OF THE CITY. BIG MARINE PAY DAY FOLLOWED BY WARSAW, N. C., ARMISTICE DAY CELEBRATION
Your Last Opportunity to Get Your Winter's Bank Roll

CONCESSIONS

Can place Age & Scales, Novelties, Eats, Drinks, Buckets, Picture Frame, Derby Racer, Palmistry, Arcade, Bear Pitch or any other concessions. Some P. C. if you have Hanky Panks.

SHOWS

Can place Snake Show, Wildlife, Animal, Monkey or any other show not conflicting.

RIDES

Can place Wild Mouse, Fly-O-Plane or Paratrooper.

Address all mail and wires LLOYD D. SERFASS, Owner
PENN PREMIER SHOWS, Henderson, N. C., or phone: 438-8650
 Remember, this is the first big show here in five years



WANT FOR

EXCHANGE CLUB AGRIL. FAIR, THOMASVILLE, GA., OCT. 31-NOV. 5

CONCESSIONS: Cookhouse, Custard, Derby, Glass, Pottery, Block and Bear Pitches, Long Range, Short Range, Balloon Darts and Alibis if you have Hanky Panks to go with same.

RIDES: Frolic, Round-Up and Live Pony.

SHOWS: Girl Show (Schaefer and Mooney, contact), Motordrome, Wildlife, Side Show and Glass House.

All contact: **JOHNNY PORTEMONT, JR., Dothan, Ala. Phone in office.**



COASTAL CAROLINA FAIR, CHARLESTON, S. C., OCT. 31-NOV. 5

 FEATURING "ROCKETTO" SHOT OVER FERRIS WHEELS! MARATHON FLAGPOLE SITTER! 2 CARS GIVEN AWAY! NEW PERMANENT FAIRGROUNDS WITH 300-FOOT EXHIBIT BUILDINGS!

Want Bear Pitches, Glass Pitches, Hanky Panks of all kinds, Basketball, Popcorn & Apples, Eating and Drinking Stands, Photos, Pronto Pups, Long and Short Range Galleries, Crazy Ball. Will accept legitimate Merchandise Concessions only! Shows: Glass House, Arcade, Midget Horses, Giant or any good Grind Show. (Wild Mouse or Mad Mouse—Mayo Tinsley, contact.)

JOHN VIVONA

Starting Tuesday (1) at Sherwood 4-9763, Charleston, S. C.

CAPITAL CITY SHOWS

LAST CALL FOR SOUTH GEORGIA FAIR, WEEK OCT. 31 THRU NOV. 5, VALDOSTA, GA. 2 BIG KIDS' DAYS; 1961 CHEVROLET TO BE GIVEN AWAY SATURDAY, NOV. 5. THIS IS THE LAST BIG FAIR IN GEORGIA.

CONCESSIONS: Legitimate Stock Concessions of all kinds, Short Range, Jewelry, Novelties, Ball Games, Age & Scales, Hi-Striker, Balloon Darts, Pronto Pups, Hanky Panks of all kinds. V. L. Collier wants Alibi Agents. Can use set Diggers. Bobby Moran, contact.

RIDES: Paratrooper, Roll-O-Plane, Turnpike, Fly-O-Plane, Helicopter, Slide, Mad Mouse, Dark Ride, Frolic, Round-Up or any novel ride not conflicting.

SHOWS: Drome, Wildlife, Glass House, Fun House, Arcade or any family type show. Can use one more outstanding show. Nat Gray wants Musicians for Minstrel Show; Piano, Sax, Trombone, Trumpet, Clarinet. All winter's work in nite clubs in the South.

HELP: Can always use good Ride Men, also can use wives for tickets.

All replies, J. L. KEEF, c/o Western Union, Phone CH 2-2754, Valdosta, Ga.

I will be in Valdosta at Fairgrounds and can be contacted there from Tues., Oct. 25-Nov. 5. LOT WILL BE LAID OUT SAT., OCT. 29.



WANT FOR FAYETTEVILLE, N. C., FAIR

Soldiers Pay Day OCT. 31-NOV. 5, Ft. Bragg Blvd. & 43rd St.

CONCESSIONS: Ball Games, Hankies, Age & Scale, Alibis, Cookhouse, Long & Short Range Galleries, Glass & Bear Pitches.

RIDES: Can use any Rides not-conflicting. All answer:

ROSS MANNING, DARLINGTON, S. C. PHONE IN OFFICE.

GIRLS WANTED

Need several more Girls for Dancing and Strip Show. Also need Girls for feature for Valdosta, Ga. This is a good one. Have 6 more good weeks of work after this one. Good salary, wardrobe and transportation furnished. Will Jean Martin and Jean and Jim Callahan please contact me immediately. Very important. Sandy West and Margo, need you for Valdosta, Ga. Contact me immediately.

BEN WALKER, Mgr., NIGHTS OF BAGDAD GIRL SHOW
 Fairgrounds, Vidalia, Ga., this week; Fairgrounds, Valdosta, Ga., Oct. 31-Nov. 5.

GIVE TO DAVID RUNYON CANCER FUND

Wade Gets National Ads

DETROIT—The W. G. Wade Shows are receiving plenty of free advertising thru a national campaign of Chevrolet's truck division.

A truck bearing W. G. Wade Shows' sign is being featured in colored page ads bearing the title "The Greatest Show on Worth." The photo shows a cab-over-engine truck backing onto a midway lot with Ferris Wheel and Merry-Go-Round in the background.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES—A home-coming party will be held November 21 with the chairman yet to be named, Steve Vaughn, president, told the membership at the regular Monday (17) meeting.

Vaughn also announced that the Ladies' Auxiliary will hold a Luau party on December 10, with the Memorial Services to be held the following day. The Past-Presidents' Party will be on Monday night and the banquet and ball on Tuesday, December 13. LaMotte (Dod) Dodson was named chairman of the Memorial Services with Eddie Harris and Sam Dolman co-chairmen. Hunter Farmer is chairman of the banquet and ball to be held this year in the Ambassador Hotel.

President Vaughn ordered the lights dimmed at the start of the meeting in memory of Harry Gordon, who died in Phoenix. Vaughn said the club had lost about 20 members this year.

On the rostrum with Vaughn were J. B. (Red) Dauer, first vice-president; Sam Dolman, second vice-president, and H. D. (Bob) Matthews, secretary. Frank Miller, Gary Hern, Edward R. Jones and Michael Mosch were voted into the organization.

Business included the reports of Edward Harris and M. H. Ellison on publications and committee reports by Joe Steinberg, Ed Kennedy, Bob Downie and Art Andersen. Wesley (Bucket Brownie) Brown proposed that a beefing box be installed and donated \$20 to its cost.

Frank Warren was reported coming along well in a Santa Cruz, Calif., hospital. Dave Friedenheim is recuperating at his home in Hollywood. Sam Alexander checked into Mt. Sinai Hospital for treatment.

The president called on F. M. (Pete) Sutton, Whitey Bahr, Cliff Younger and Bill Davis.

Michigan Showmen's Association

DETROIT—Lou Dufour was guest speaker at the meeting held in the clubrooms Monday night.

Joseph Lattin, club auditor, presented his semi-annual report, which disclosed a healthy increase in resources.

Jack Dickstein, past-president, outlined a major program of improvements to the clubhouse, starting with the installation of storm windows. A new heating plant is also under consideration.

The club will conduct its annual Memorial Services to honor deceased members on Sunday, November 6, in the clubrooms, president Bob Morrison announced.

The Auxiliary announced plans for a costume ball to be held on Saturday, December 3, with prizes for the best costumes.

FOR SALE TWISTER

In good condition. Can be seen in operation at Fairgrounds, Athens, Ga., week Oct. 24.

PAUL BUCHANAN
 c/o James E. Strates Shows, Athens, Ga., this week; Albany, Ga., week Oct. 31.

WORLD CHAMPIONS

Pittsburgh Pirates Triangle Posters

FREE 1961 DATE BOOKS as advertised now being mailed.

Send your request to:

Triangle Poster Co.

7418 Susquehanna St. Pittsburgh 8, Pa.

CURLEY REYNOLDS

and **IZZY WELLS GAYWAY SHOWS**

Want for choice Cotton Country now and Cane Country to follow.

CONCESSIONS: Hanky Panks of all kinds, Photos, Alibis, Popcorn, Snow, Cotton Candy, Blower, Pin Store, Center Pitches and Novelties.

RIDES: Merry-Go-Round and Ferris Wheel, Low P.C.

SHOWS: Girl Show and small Grind Shows. Those joining now given preference next season. Address: Joiner, Ark., this week; then per route.

PRICED FOR IMMEDIATE SALE

#12 Ferris Wheel, Ford Power Unit, steel mud sill and A frame. In A-1 condition. 2 Hot Wagons, with 75 KW pot, 1 with 50 KW pot. Each equipped with van body and tower. 1949—27 ft. American Home trailer. 22 ft. semi type office wagon with 1941 3/4 ton Chevrolet tractor. 1—20 x 40 Bingo, fair canvas; 1—120 x 60 ft. Bingo, fair canvas. 2 winter quarters buildings, 1 steel quonset, 40 x 120 ft., the other a 2 story tile block building, 46 x 88 ft. Buildings located in Plymouth, Iowa.

BOB ROBINSON

Plymouth, Iowa

CRYSTAL UNITED SHOWS

Want for Hardee County Fair, Nov. 7 thru 12, followed by Rivera Beach Police Dept., Fort Pierce. Want Sit-Down Grab, Cookhouse and a few more Concessions. Limited number of Alibis. No flats. **RIDES:** Scrambler, Flying Coaster, Octopus, Fly-o-Plane. **SHOWS:** Zacchini, please get in touch. Life Show or any good Grind Shows, Fun House. Want Second Man for #5 Wheel and Foreman for Smith & Smith Swings. All winter's work. Will be in Wauchula, Wednesday, Nov. 2. All replies:

EARL MILLER

Dorchester Co. Fair, St. George, S. C. P.S.: Will pay cash for Photo Stand complete. Can use Hanky Pank Agents.

WHITESIDE CONCESSIONS WANTS

Agents for Grind Stores, also Agents for Six Cats. Can use useful Working Men, Semi Drivers. All replies:

A. R. (DUTCH) WHITESIDE
 c/o Palmetto Exposition Shows, Bennettsville, S. C., this week; then per route.

RELIABLE ORGANIZATION WANTS

Phonemen or Women, also Manager with reference.

Call DON

BA 2-1600 Dayton, Ohio

\$100.00 REWARD

For information as to present whereabouts of

DICK COOPER

also known as Dick Wilkinson, son of Mrs. Billie Cooper, carnival concessionaire.

Hamilton 9-4041 Huntington, W. Va.

WANTED

Schiff High Model Coaster Cash waiting. Apply

EXPOSITION SHOWS
 P. O. Box 448 Mt. Clemens, Mich.

TINTYPE

Loquacious Back-End Impresario Speaks Out



JACK NORMAN

LOOKING at Jack Norman day in and day out, few people would dream he spent much of his life as a comic and emcee, or drifted among tables in sawdust clubs, singing request numbers. . . . On the James E. Strates Shows he and wife, Bonnie, have produced the "Broadway to Hollywood" revue for 12 years. It's the back end's big show, and the kicking around the Normans experienced in their early days gave them plenty of savvy for the job. . . . It's also injected Jack Norman with a friendly kind of bitterness that boils right beneath the surface.

Gruffness is his undeniable trademark. . . . When the revue clicks the credit is his, but even when things are rosy the headaches are there. . . . Sometimes they spur him to bust out in the most picturesque phrases on any continent. . . . You rarely talk to Jack, you listen to him. Bonnie is one of the few able to pry a word in when he turns on the noise. Listen to him in York, Pa.

"I came on this show 12 years ago and for eight years I bankrolled the joint myself. . . . The same show like now, only I paid the nut. It was pathetic. I told them I couldn't take it any longer, if Jimmy Strates wanted a big show he'd have to shoulder the cost himself. . . . I had the little show, too, for a time, with a band, yet. . . . There's 22 on the performing end alone, plus the others: I only had one man show up yesterday and I fired him. You get 'em all, kooks and all the other characters, a wonder you don't go nuts.

"I book, produce, talk, sell candy, put it up, down and around the corner, and bash my brains out trying to make the nut. . . . No, I won't stop pacing and I won't take

the damn pill; let me be. . . . All my life I was an actor. I couldn't stand a little girl show. . . . To me, if a light is there it's supposed to go on. If it don't burn what's it doing there? Fix the lights or take 'em down, and that's the way we operate.

"Look at these people, they have nothing to worry about except smiling. . . . I put up two call boards backstage where the girls can't miss them. 'If you can't be on time the projectionist will run the newsreel twice,' it says, and do you think they understand what I mean? No

"All I get is static from this one, complaints from that one. This is showbusiness? I'm a male nurse and a psychiatrist. . . . That James E. Strates—there will never be another man like him. We had a blowdown in Hamburg once and he never sent anyone to check us, he just said, 'Well, isn't Jack down there?' Bonnie and I loved him. . . . He forked up \$2,800 to bail us out with the Hennies Shows and he'd never seen us before. Nate Eagle must have spoke for us.

"Nate got me into this business in 1941. I was working this neighborhood club in Milwaukee and he had a girl show and was looking for people. . . . It was less money, but he made the candy pitch sound nice, and I had a new Olds and he mentioned 32 weeks' work, so what did I know? I told Bonnie, hoop-de-doo, we're playing fairs! We joined in Wichita with Beckman & Gerety Shows and it rained 12 straight days, and we never got open. But we got paid like clockwork. . . . We had a little trailer where Bonnie made sandwiches for our help. Soon everyone was dropping in for sandwiches and she cleared \$500 during the season.

"I was born in Manhattan, Kan., in 1908, and Bonnie's from El Monte, Calif. We met when she was a chorus girl with a Fanchon & Marco unit in Brooklyn. . . . We married in Bonita, Okla., in 1931. . . . We set up a dancing school, no good. We framed a show for theaters and went on the road and the banks all shut, and there we were in Fort Smith, Ark. Our agent booked us into Memphis and we broke our necks driving there, and the club had just burned down. I'll never forget it. . . . I was singing with dance bands when I was in high school, that was 1925-'26 at Crystal Park in Kansas City. I was a floor man, one step above nothing. . . . I made engineering maps with City Service Oil Company in Bartlesville, Okla., but lost the job because I was running away with bands at night and couldn't keep my eyes open.

"Vaudeville, sawdust clubs, I played them all and I know every pawn shop from Chicago to the Pacific. . . . I thought we had jag heads then but we have the all-time champs in the business now. . . . I got drafted when I was 35 and they made me sleep in the desert and the next day I couldn't get up, spinal arthritis. So I became head of special services at Camp Haan, Calif., with an office and a secretary, and I was just a Pfc. . . . After the Army I got an MCA date at the El Cortez Hotel, Las Vegas, for two weeks, then followed George Gobel into Helsing's Vaudeville Lounge, Chicago.

"One day Bonnie and I read the routes and saw Cavalcade of Amusements was playing Joliet, so we drove over for a visit. . . . Whitey Weiss was there and we talked and joined in Indianapolis, and the tent blew down. It was put up by someone who didn't know nothing. . . . Two years with Cavalcade, then we went with Hennies. . . . That winter we went to Chicago and signed with Strates. "But that James E. Strates, what

MORE ROOM NEEDED

Tulsa Fair Maps \$2 Million Expansion, Building Plans

TULSA—On the heels of its record-breaking 1960 run, the Tulsa State Fair has announced plans for a proposed expansion program that would cost in the neighborhood of \$2 million.

The program, a long-range one, would provide more room and facilities for both the fair and the International Petroleum Exposition, whose portion of the plant the fair used this year for the first time.

The improvements would include:

Dallas Rides

Continued from page 65

Shows, games, foods and novelties also were doing fine business.

A notable aspect of the tremendous ride business at the Dallas fair was that midway location, sometimes considered to be a factor, didn't seem to have any bearing on how the top grossers were doing. Rides off the "main drag" were pulling down as good or better business than those right down the middle.

In the big money class were the three Roller Coaster type rides at the very back end of the midway—the big conventional "Comet" coaster from the Brussel's fair.

The Space Wheels and the Calypso both occupied new locations this year, and both were knocking 'em dead at the ticket window. Space Wheels, the quadruple Ferris Wheel ride, was reported to have exceeded its previous biggest daily gross on Saturday (15), and was doing better on its new location than it did last year at the prime spot next to the main Midway entrance.

The new Himalaya from Switzerland, in the No. 2 spot on Cotton Bowl plaza, was exceeding what the Space Wheels did last year at the same location. The Scooter and the Dark Ride were also doing top business.

Other examples of attractions off the main Midway alley doing outstanding business were the English Slide ride brought in by Cliff Wilson and the Motordrome, both located on Forest, a cross street.

Wilson's shows were packing 'em in, with Mitzi and her International Revue and Charlie Taylor's Cotton Club Revue topping the grosses.

a man. We could argue, boy. . . . We had some real knock-down and drag-outs and he would yell out to make three steaks at the cook-house because we were busy, then we'd adjourn for dinner. . . . And we get along fine with young Jimmy, too. Haven't seen him for days. . . . I'll tell you something, he's going to give 'em all fits in this business; you watch. . . . If we had teen-age kids they might as well be in this game as anything. Where you work doesn't tell what kind you are, and there's some nice folks on the road to offset the kooks. . . . Look what it does to me, I'm full to the ears with peace-pills.

"Bonnie makes the wardrobe and does the numbers. I hire and fire, sell candy, talk, sling canvas. If I was just a producer I'd be a dead duck. . . . You put up calls for 10, 3, 7 o'clock, and they show up 15 minutes late and twiddle around, and the office says how come you dropped \$200 last week? It's monotonous. . . . I've had rain-outs, blowdowns, two-timing, attachments, the whole indelicate works, what am I supposed to do, giggle? We have a little piece of property in Gibsonton, Fla. . . . When the season's over we go there and I need a solid month just to unwind. I hammer, dig, landscape. (Continued on page 70)

1. A huge open area building with cable-suspended roof, which would run east and west and cover much of the present Petroleum Expo grounds. It would be 300 by 1,200 feet and would tie in to the new general exhibit building west of the race track. This building in turn would tie in with the huge livestock barn to form a U-shaped exhibit area.

2. The present livestock building would be extended further east and possibly cover a portion of the race track area to provide additional space for sheep and swine exhibits.

3. A horse barn and show ring to be located north of the livestock barn and south of the Naval Reserve Training Center. The ring would have bleacher seats to accommodate several thousand persons and could be used during the off-fair season for horse shows and small rodgos.

4. A general beautification and landscaping of grounds to include fountains and beauty spots.

G. C. Parker, fair president, and Clarence C. Lester, fair general manager, said a large expansion program is necessary in the next few years if the fair is to go ahead and if an International Petroleum Exposition is to be held. The latter is usually held every four or five years. Parker said the next oil show would probably use the entire fairgrounds.

The new planned exhibits building would contain permanent electrical and plumbing outlets. The facility likely would be constructed in stages by starting at the west end and building approximately 300 feet at a time to the total of 1,200 feet. The over-all width of approximately 380 feet would give the finished building an interior of more than 10.5 acres. In fact, it would be wide enough for five football fields to be laid out under its roof.

Lester conceived the idea of the building from one constructed for the Winter Olympics at Squaw Valley, Calif. Construction generally would be of steel with metal roof deck covered with built-up roofing,

insulation and a roof surface of white marble chips.

Four possible means of financing the expansion was advance to include: Thru a country-wide bond issue; thru a joint contribution by the fair and IPE of one-fourth of the funds with three-fourths to be borne by a county-wide bond issue; thru a request to exhibitors at the fair and IPE to advance two years' exhibit money, or to construct the facility in stages, financed by earnings, contributions and possible advance sale of exhibit space.

Reithoffers Close

Continued from page 65

doxical, for with few exceptions the big fairs did better and the smaller ones declined somewhat in grosses, it was noted. Among the many bright spots were Bloomsburg, then Rhinebeck, Schaghticoke and Watertown, N. Y., and two fairs added for the first time—Bedford and Carlisle, Pa.

Bedford has been retained for 1961. Carlisle reportedly showed an operating profit for the first time in many years. In all, the Reithoffer forces played 18 fairs after operating on a split-unit basis during the still-date season.

At Bloomsburg, the new Lost Dutchman Gold Mine, a dark unit with five cars, had one of its best weeks. Included was an \$800 kids' day, Reithoffer said. Other pieces on the back end were Arcade, Burns' Torture Show, Rock 'n' Roll Fat Show, Motordrome, Club 21, Wild Life, Palace of Baghdad, Magic Wand, Vonderheid's Circus Menagerie, War Models, Jet-Age World, Pygmy Ponies, Mirror House, Gorilla Show, Mermaid Illusion and Miracle of Life.

Rides were two Octopuses, two Tilts, four Ferris Wheels, Flying Coaster, Twister, Merry Mixer, two Helicopters, Frolic, Paratrooper, Spindle, Roundup, Scooter, Spinarrow, Merry-Go-Round and 18 kid rides.

PAGE COMBINED SHOWS

WANT FOR WAYCROSS, GA., OCT. 31 THRU NOV. 5—LAST BIG FAIR THIS SEASON

Want Concessions of all kinds that work for stock, also Direct Sales, Penny Arcade and Derby Racers. Want Alibi and Percentage Agents for office Concessions. SHOWS: Motordrome, Fun and Glass House and any up-to-date Shows not conflicting. RIDES: Kiddie Auto, Sky Fighter, Pony Cart, Tanks, or what have you? MAJOR RIDES: Round-Up, Fly-o-Plane, Flying Scooter, Caterpillar or any non-conflicting high rides. Out until Dec. 15. Our 1961 season opens middle of January.

All replies: BILL PAGE, Hahira, Ga.

ALL AMERICAN SHOWS

Want for Beaufort County Fair, Beaufort, S. C., Oct. 31-Nov. 5. Parris Island Marine Base located here. Payday for 10,000 marines while fair is on. Two tremendous Kiddie Days.

RIDES: Tilt, Octopus, Round-Up or any other thrill ride we do not have. Will book good set of Kiddie Rides. Have long season for rides in shopping centers after close at Walterboro, S. C., Nov. 12, 1960. CONCESSIONS: Will book any type Concession that works for stock. SHOWS: This is a big Girl Show spot. Can use any family-type Show for this fair and shopping centers to follow. HELP: Can use good Ride Men who drive. All replies to

ALL AMERICAN SHOWS
BISHOPVILLE, S. C., THIS WEEK.

SOUTH FLORIDA FAIR

West Palm Beach

Jan. 27-Feb. 4

RIDES:
SHOWS:

Deggeller Amusement Co.,
Rt. 4, Shelbyville, Indiana

Limited space available for legitimate Games and Straight Sales. Equipment and operation must be 1st class. Write only. Allow two weeks for answer.

MacALISTER MARCKRES, Conc. Mgr.

177 N. Marguerita Dr.

West Palm Beach, Fla.

REID'S GOLDEN STAR SHOW

WANTS FOR MACON, GA., COLORED FAIR, OCT. 31-NOV. 5—OUT UNTIL DECEMBER

CONCESSIONS: Hanky Pank of all kinds, Alibi Joints, Diggers, Bingo, Custard. Open midway except Popcorn. SHOWS: Colored Girl Show or any family-type Shows. Tony Kortz wants White and Colored Girls.

C. D. Buffington, contact. Smallwood no longer connected.

Contact ELMER REID, Vidalia, Ga., this week.

FOR SALE

18-car Streamlined Caterpillar with tunnel, motor clutch and center recently rebuilt, new canvas around ride. It is loaded on two semis.

JACK MILLER

This week, 2417 Berry Road, Houston, Texas. Phone: OXford 7-9012.

FOR SALE

King type Fun House, \$3000.00 also circle for #5 Wheel.

FRANKIE'S AMUSEMENT CO.

1561 Hillcrest Ave., Washington, Pa.

FOR SALE CHEAP

ONE MUTOSCOPE PHOTO MACH 25c PLAY-2 PICTURE TYPE

WONDERLAND ARCADE

442 SO. STATE ST. CHICAGO, ILL.

WANTED TO BUY ERIE DIGGERS

or similar type.

G. PILANT

2127 Florida, Joplin, Mo.

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CAVALCADE of FAIRS**

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Please enter my order for additional copies of the 1960 CAVALCADE OF FAIRS issue dated November 21 at the SPECIAL PRE PUBLICATION price of \$1 per copy.

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GOLD MEDAL SHOWS #1

WANT FOR

BAY COUNTY FAIR, PANAMA CITY, FLA., OCT. 31-NOV.

**5. FOLLOWED BY PERRY, FLA. ALL CONCESSIONS OPEN.
WILL BOOK ANY NON-CONFLICTING RIDES AND SHOWS**

Wire or call **JOHNNY DENTON, Quitman, Ga.**

**TWO-STATE COLORED FAIR
Augusta, Ga., Oct. 31 thru Nov. 5**

Wanted—Merchandise and outright sale Concessions of all types.

Note: We are now booking and contracting for the 1961 season which opens early in April. Interested in hearing from legitimate Amusements of all types.

All address

JAMES H. DREW SHOWS, INC.

Augusta, Ga. Phone REgent 33-190

MAJOR RIDES	Quantity	KIDDIE RIDES	Quantity
Merry-Go-Round	3	Kiddle M.C.R.	2
Dodgem Cars	24	Roller Coaster	2
Dodgem Building	1	Hand Car	2
Channel Boats	15	Fishing Pond	1
Looper	1	Kiddle Whip	1
Whip	1	Boat Ride	1
Mad Mouse	1	Roadway	1
Mite Mouse	1	G-12 Train	2
Roto Jet	1	Wheel	1
Twister	1		

Misc.—Racked Scrambler Trailer with Tractor, Tessie the Tease Game.

USED RIDES, INC.

8905 County Road Phone: NF 4-0835 Clarence Center, New York

SURPLUS RIDES AND EQUIPMENT FOR SALE

18-car streamlined Caterpillar, completely overhauled this spring. New tunnel, new catwalks, new style large fluorescent flood lights. Must be seen to be appreciated, \$8500.00. Tilt-A-Whirl, completely overhauled this year, new fiber glass hands, new bull plates, intermediates and catwalks. All new style metal fence and hand rails, \$8500.00, without trailers; \$10,000.00 with two special built trailers. Screwwall built by Eyerly, similar to the Octopus 8 tubs, \$3500.00 with special built trailer. Light Plant—Caterpillar, D-13000, 75 K.W., just completely overhauled. Special built trailer opens all around, \$5000.00. Popcorn Trailer, this trailer is special built. Counters only 30 inches high, looks like 4-way joint. No wheels to up and down. Equipped for Corn, Floss and Apples, fluorescent lights. This is a beautiful trailer, \$1500.00 All the above equipment can be seen up week of Oct. 31-Nov. 5 at South Georgia Legion Fair, Valdosta, Ga.

All replies J. L. KEEF, Phone: CH 2-2754, Valdosta, Ga.
Can be contacted at above address from Tuesday, Oct. 25 to Nov. 5.

R. L. COOPER AMUSEMENTS

Want for proven spots in Alabama—out till Christmas, weather permitting. Want a few more Hunky Punks: Glass Pitch, Bear Pitch, Photo, Age and Weight, or any non-conflicting Hunky Punks. Can use Six Cats that work for stock, or any good Prize-Every-Time Concession. Have excellent proposition for small Sit Down Grab, come on.

Rides—Will book Frolic or Scrambler, or any other non-conflicting Rides.

Write or call **R. L. COOPER, Sulligent, Ala., this week.**

CARNIVAL ROUTES

Continued from page 63

Georgia Am. Co.: *C. J. Barrett; (Fair) Dublin, Ga. (Season ends.)
Gold Medal, No. 1: *Bill Stevens; (Fair) Quitman, Ga.; (Fair) Panama City, Fla., 31-Nov. 5.
Gooding's Million Dollar Midway, No. 3: *J. H. MacDougall; (Fair) Tallahassee, Fla.
Hammond, Bob: Austin, Tex.; Houston, Nov. 1-13.
Heth: *Mrs. Al Kunz; (Fair) Augusta, Ga.; (Fair) Waynesboro 31-Nov. 5.
Hoard & Mullis: *E. Mullis; (Fair) Baxley, Ga.; Blakely 31-Nov. 5.
Hottle, Buff, No. 1: *F. Bailey; (Fair) Jennings, La.
Hottle, Buff, No. 2: *Wm. A. Brooks; Chalmette, La.
Johnny's United: *E. T. Hall; (Fair) Dothan, Ala.; (Fair) Thomasville, Ga., 31-Nov. 5.
King Bros.: *J. L. King; Rochester, Tex.
Lone Star Carn. & Cir. Comb.: *Mike Omatta; Levelland, Tex.
Manning, Ross: *Nelson Wilkins; Darlington, S. C.
Marks: *Jack Galluppo; (Fair) Laurens, S. C.
Merchant's Festival Rides: Nashville, Tenn.
Midway of Mirth: *Frank X. Lavell; Truman, Ark.
Norton's United: *Stan Reed; Brownfield, Tex.
Olson: *Mrs. Ray Cramer; (Fair) Beaumont, Tex. (Season ends.)
Page Bros.: *E. W. Page; Horse Cave, Ky.; Muldrough 31-Nov. 5.

Page Comb., No. 1: *Blackey Jones; (Fair) Opelika, Ala.
Page Comb., No. 2: *Blackey Jones; (Fair) Hahira, Ga.; (Fair) Waycross 31-Nov. 5.
Palmetto Expo.: *M. McNeace; (Fair) Bennettsville, S. C.; (Fair) Loris 31-Nov. 5.
Penn Premier, No. 1: *Richard Gilman; (Fair) Henderson, N. C.; (Fair) New Bern 31-Nov. 5.
Penn Premier, No. 2: *Richard Gilman; (Fair) Dunn, N. C.
Peter Paul Ams.: *Peter Biclo; (Fair) Philadelphia, Miss.
Prell's Broadway: *L. Sylvester; (Fair) Columbia, S. C.; (Fair) Camden 31-Nov. 5.
Reid's Golden Star: *Elmer Reid; (Fair) Vidalia, Ga.; (Fair) Macon 31-Nov. 5.
Royal American: *Joe Pearl; (Fair) Shreveport, La., 24-30.
Royal West: San Jose, Calif., 26-30; Seaside Nov. 2-6.

Santa Fe Expo.: *Bess Harris; Cameron, Tex., 24-30.
Scott's, Turner Rides: Callahan, Fla.; (College Park) Orlando, Nov. 3-Jan. 1.
Siebrand Bros.: *Don Hanna; Tucson, Ariz., 25-30.
Smiley's Ams.: *J. R. Fasolas; (Fair) Rock Hill, S. C.
Smith, George Clyde: *F. A. Norton; (Fair) Emporia, Va.
Strates, James E.: *J. J. Asel; (Fair) Athens, Ga.; (Fair) Albany 31-Nov. 5.
Sugar State: (Fair) Opelousas, La., 25-30.
Thomas Joyland: *D. C. Thomas; Roxboro, N. C. (Season ends.)
World of Mirth: *Peter Molnar; Charlotte, N. C.

Steeles Add Band Organ

VALPARAISO, Ind. — Steele Amusements has purchased a 1893 model Wurlitzer band organ that will be used on the show for the 1961 tour. Ray and Al Steele, who operate the show, discovered the organ in Fort Wayne, where it had been moved after being used at an Angola, Ind., roller rink for over 50 years.

S. & W. in WQ

S. & W. will add two major rides, to be delivered before early opening in April. Mrs. Steve Lee left to join the Alamo Exposition Shows with the Rock-o-Plane for the Minden and Sulphur, La., fairs.

CARNIVAL CONFAB

Continued from page 64

crowd turned out at Danville, Va.'s St. Peter's Greek Orthodox Church for memorial services honoring the late James E. Strates.

Millie Royal, wife of Johnny Royal, left Amusements of America to tend their new baby in Georgia. Mac Duburgess has his wife, Madge, and their two youngsters on the show. . . . On the lot at Sumter, S. C., were Bill Morgan, J. R. Howard (going to Hankies in 1961, he says), Jack Fronzoni, Georgie Harms, the Ely Family, Dutch Whiteside, Frankie Costello, Mike Moore, Junior James, Jimmy (Meathead) Sanders, Ruby Klein, Dixie Malanga, Bobby King, Dallas Duncan, John Campi, Horner's Diggers and others. Jeri Turner joined the Al Dorso bingo crew. . . . Art (Colonel) Lewis ordered a new car in Sumter.

Johnny Ryan has had his Girl Show with Roxy and Mike Gatto in the South. . . . Monck's Corner, S. C., produced some encouraging business for Ross Manning. . . . Ed Carmel, Nate Eagle's giant, played Gooding Fairs with the Jim Steinmetz-Stan Wright Side Show. He is in the horror film, "The Head That Wouldn't Die," due for early December release thru World-International. . . . Tony Mason will make the New York club banquets with the Vinvonas, then the Chicago and Eastern meetings. . . .

Bernie Renn reports his wife resting comfortably and improving, since her serious traffic accident. . . . Ben Glass' father, Louis Glassberg, passed away this month at the age of 87. He leaves six sons, seven daughters and 19 grandchildren. . . . Mr. Francis J. (Tody) Coleman, secretary of the Coleman Bros. Show, has entered Hartford (Conn.) Hospital for major surgery.
Irwin Kirby

Mrs. Lyle Wells, of S. & W. Shows, was guest of honor at a stork shower held October 8 in Haynesville, La. Weather chased the party into one of the exhibit buildings. Refreshments were served by Mrs. Jay Stanley and Mrs. Steve Lee. Guests included Mrs. Buddy (Lou) Spain, Mrs. Jimmy Wright, Mrs. G. L. Rice, Mrs. Dayton White and daughter, Mrs. Clark, Mrs. H. Wells, Rosie Evans; Mrs. Frank Goodale and daughter, Cleta; Mrs. Harry Fee, Mrs. Tom Arnez and Pauline Young. . . . Joe Darpel, who was out with John Hutchen's Modern Museum on Schafer's 20th Century Shows, has opened a tattoo and novelty emporium in Kansas City, Kan., and notes that business has been excellent.
Allen Callaway

PACIFIC PATTERN — Moe Levine, of the Monte Young Shows, which winters in Utah, is in Los Angeles for the winter. He and Art Andersen will soon take off for a fishing trip in the Las Vegas, Nev., area. Both are past presidents of the Pacific Coast Showmen's Association. . . . John and Sam Snobar back in Los Angeles following the season with Andy Anderson's Ranier Shows in the Northwest. . . . Joe Carpini will remain in Los Angeles while his wife, Shirley (Snobar) and the three children spend a few weeks in Hawaii. They left by plane Friday (21). . . . Joe Steinberg off to the Arizona State Fair where he will have a game concession on the Siebrand midway. He was on the Foley & Burk Shows for the season. . . . F. M. (Pete) Sutton, of Sutton's Pacific Coast Shows, has had the organization on the road for 90 consecutive weeks. . . . Sam Landesman in Los Angeles and making his headquarters at the Showmen's Club.
Sam Abbott

Jack Norman

work around the house. Or I play some rummy at the Tampa Club after I get unhook. . . . If I holler or scream that's my outlet. All the headaches are mine. But we come up with a big show and followed ourselves for 12 years in some spots with the grosses going up all the while. . . . Are we proud of that? You're damn well right we are."
Irwin Kirby

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SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. SAMUEL GENERALLO, Amusements of America
3. PETER MOLNAR, World of Mirth Shows
4. TONY LEWIS, Coffin & Wilson Shows
5. MRS. RAY CRAMER, Olson Shows
6. MRS. AL KUNZ, Heth Shows
7. R. GILMAN, Penn Premier Shows
8. BLACKKEY JONES, Page Combined Shows
9. LILLIAN SYLVESTER, Prell's Broadway
10. DON HANNA, Siebrand Bros. Shows

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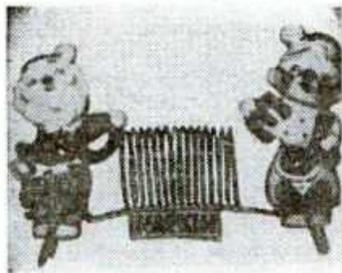
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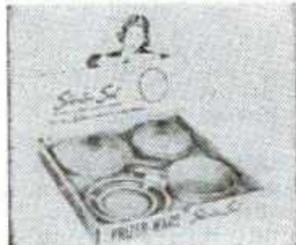


Ma and Pa Santa are perched atop each end of this napkin holder. Actually they're salt and pepper shakers. Made of white ceramic and decorated in red and green.—Mahana Importing Company, 7 West 30th, New York.

MONOGRAMMER

For monogramming gift items. Can be used on cards, writing papers, book matches, lead pencils, leather goods. Machine can be rented for 21 cents per day.—Kingsley Machines, 850 Cahuenga, Hollywood 38.

STARTER SET

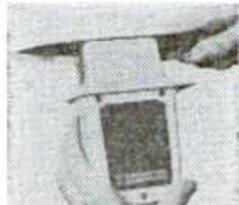


Starter set includes saucepan, skillet, casserole and trivet. Turquoise retails at \$18.95; white and ivory at \$23.95.—Prizer-Ware, Textile Machine Works, Reading, Pa.

MUSICAL STAND

Musical Christmas tree stand. Rotates slowly playing "Silent Night." Swiss movement. Fourteen-inch stand base. Electric drive motor. Retails \$19.95.—Great American Equipment, 1255 South Wabash, Chicago 5.

ELECTRIC HONE



Sharpens knives with gentle action. Knife is automatically held at correct angle. Retails \$12.95.—Burgess Vibrocrafters, Grayslake, Ill.

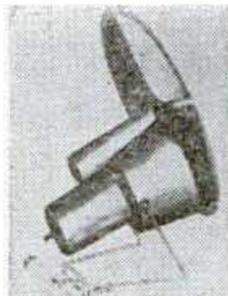
HOME AIDS

Complete line for the housewife. Laundry marking kit retails at 49 cents; eyelet plier, \$1.98; marking pen refills, two for 29 cents; eyelet refills, 75 cents; replacement pockets, two for 25 cents; belt and buckle kit, 39 cents.—E-Z Buckle, 418 Lafayette, New York 3.

TREE SKIRTS

Christmas tree skirts available in white with brilliant, sparkling gold, silver or multi-colored sequins. Three patterns, poinsettias, Christmas trees, Santa Claus, all on a white background. Fireproofed.—Union Wadding Company, Pawtucket, R. I.

COLOR WHIRL



For lighting Christmas tree. Light revolves at four r.p.m. with red, green, blue and amber. Retails \$12.95.—Party-Q Corporation, 601 West 26th, New York 1.

BAR ACCESSORIES

Ten different skin-packed bar accessories on four-color cards with free display rack. Suggested retail is \$64.20 total.—Mr. Bartender Products, 21801 South Western, Torrance, Calif.

YULE MAILBAG



This holiday mail bag is made of red felt. It measures almost 18 by 13 inches and retails at \$2.—The Beckhard Line, 230 Fifth, New York.

PENCIL RADIO

It writes, talks, signs, gives latest news and sports. Uses no batteries and will last indefinitely, the manufacturer says. Retails \$5.95.—Frank E. Bruno, 201 Norfeld, Elmont, L. I., N. Y.

DANCER BAR



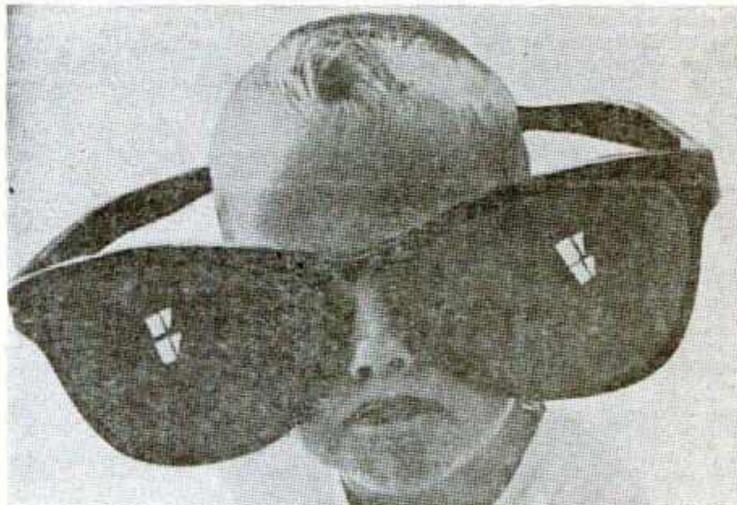
Dancer bar enables the would-be toe dancer to practice at home. Is packaged with illustrated beginning dance positions. Suggested retail \$3.98.—A. J. Bruno, P. O. Box 138, Ryder Sta., Brooklyn 34.

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\$4.00 dz.

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15" Giant Comic Tiger... \$10.80 dz.

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,
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GALA SEASON LOOMS

Party Decorations Eye 17% Increase

AS POPULATION grows, so grow sales in the holiday and party decorations business. This is one line that is little affected by business rises or declines, particularly specific decorations sold and used for Christmas and New Year's parties.

With little or nothing to offer that is new or different, nevertheless, this business will show an estimated increase in sales of 17 per cent over last year. With items relatively stabilized as to type, the major changes that occur are usually in design and material used. This makes it comparatively easy to learn the business. From a retail

point of view, as a concession in an existing outlet, or by opening up in a vacant store for the upcoming holiday season, all that is required is a location, some funds to start operating and a sense of merchandising, and you can almost be sure of coming out on top this year.

An estimated 50 per cent of holiday and party decorations are imported from places like Japan, long noted for their exquisitely hand-made lanterns; Hong Kong, a source for a variety of items; Sweden, specialists in foil decorations; West Germany and Italy, unsurpassed for horns.

This year, the trend in decorations, as in many other lines, has been to the Orient, with the Far East theme even taking hold for New Years. Current sales figures indicate most are intended for private home and country club use, with the commercial establishments sticking more or less to the normal type of decoration. The Hawaiian line seems to have caught hold, possibly because of an unusual array of items available including miniature palm tree centerpieces, palm tree nut cups, beachcomber hats and a special beachcomber kit

consisting of a genuine fish net, rope and corks, seashells and seahorses attached. There are specially designed balloons and miniature ukeles, leis and grass skirts to complete the theme.

Still in the Oriental vein are unusual and highly decorative hand-made Japanese lanterns of outstanding design and style. For instance, there is a pagoda lantern made of silk rice paper edged in foil with hanging silk cords, exotic-looking temple lanterns made of gauze and rice paper in interesting designs, and other lantern styles in round, cylindrical, accordion-pleated, conical and pyramidal shapes. Some of the other Oriental favors and decorations are back-scratchers, replicas of the Kiseru pipe, junk boat, nut cups, hanging scenic panels, Kokeshi pencils and glass wind chimes.

This year the Rodin Novelty Co., exclusive exporters and distributors of party and holiday decorations, is offering an assortment of prepared New Year's party packs. These range from a small house party size suitable for 12 people consisting of about 170 horns, noisemakers, hats, balloons and hanging decorations to retail for \$4.95, all the way up to deluxe assortments for 200 people of about 500 pieces, selling for \$70. With party pack assortments proving so successful, indications are that many more themes will be added to those already existing, in the form of prepared packages, such as Mardi Gras, Paris, Hawaii as themes for any occasion, and for specific holidays such as Halloween, St. Patrick's Day and others. Standard birthday packs are already available and are always popular.

Individual items retail from 15 cents up, thus offering a wide choice and variety of selection for everybody. Coming under the category of holiday and party decorations are many items, including plain and fancy hats made of foil, cardboard, crepe, straw and paper, horns in all sizes and shapes and colors, noisemakers other than horns such as metal clackers, clickers, snappers, blowouts, rattlers and others. The majority of these sell for New Year's parties, but cowbells, crepe paper in the form of rolls, throwouts, banners and streamers, confetti, balloons and display designs match every possible occasion.

With little fanfare or publicity, the party and holiday decoration business rolls along year after year racking up big profits and steady work at all levels, and by many standards is classed as big business. As the Christmas and New Year's selling seasons get under way, decorations for these holidays begin to find their way into retail stores and onto counters in every conceivable type of outlet.

In fact, it is hard to find another line that enjoys such a wide distribution thru so many different types of outlets as does the decoration line, not only at this time of the year, but all year round. This year, more than ever before it is predicted that sales will reach an all-time high, and for those who are quick to take advantage of opportunity, decorations for Christmas and New Year's parties offer a rich field that will be hard to beat.

Personalized Rings, Watches Loom Big

JEWELRY, popular all year around with all age groups, is in for a big surge this Christmas as sales continue to roll onward and upward on their merry way to what looms as a record. The biggest profit-ratio items in the jewelry field are the personalizing items, rebuilt watches and the low to medium-priced rings.

Personalized jewelry, fresh from a record year at the outdoor stands, figures to add to its laurels this yule season. Retailing from a low of 50 cents including engraving, this highly sentimental gift has a wide appeal for young and old alike. As with most inexpensive jewelry, there are not many new items added, the same one selling at the same high rate year after year. When something new is added, however, as was the situation this past year, the whole line becomes alive and interesting again.

Recent innovations have been the addition of the oversized giant disks and hearts in yellow or white finish, about two and one-half inches in diameter. They are used mostly on necklaces or as a single item on a bracket, or even as a charm on a charm bracelet. These flat disks are also available in a range of sizes to meet all demands in all parts of the country. From the round and heart shapes, disks have expanded into every conceivable description including silhouette heads of boys and girls, men and women, grandmothers and grandfathers, squares, keys, hexagons, clovers, animals and many others. The boy and girl heads are extremely popular on an item called the grandma bracelet, one of the best selling items ever introduced.

This is a charm bracelet from which dangles silhouette heads representing the user's grandchildren, and on which is engraved the children's name and birthday.

The backbone of the industry is still the standards such as the ident tag in many shapes—the double heart, and many styles such as the photo case, and in sizes for all ages. Engraving rings, always a sentimental big seller, are most valuable additions to the engraver's line.

Rebuilt Watches
Rebuilt watches, once exploited almost to the point of extinction, are coming back strong by the steady increase in recognition and acceptance of branded merchandise in the watch field. Once a taboo word, and always hidden as much as possible, today's rebuilt watches are almost equal to a brand-new one. They carry famous names such as Elgin, Gruen, Hamilton, Benrus and on thru the entire range of nationally advertised brands.

Virtually every reconditioned watch can be termed "as good as new." Most get new crystals, new faces, new cases, new bands, new hands and any other new parts that may be needed, plus a thoro cleaning, of the vital mechanism. They are electronically timed to a tolerance of one and one-half minutes in every 24-hour cycle. Many are waterproofed and anti-magnetic and ready for resale "as good as new" at retail prices from \$6.95 up.

For yule-time, rebuilt watches will enjoy a new surge of sales as the public's confidence is restored, because of their low cost and dependable time-keeping. The enclosure of a one-year guarantee, strictly honored by most rebuilders, makes the item virtually foolproof from the consumer point of view, thanks to the almost complete elimination of the salesman who tried to pass off the rebuilt as a new watch.

Rings Ring

In the low-priced ring field, as in the other low-priced jewelry lines, there is seldom anything new. Despite this, retailers down the line are predicting bigger yule sales than last year, due mainly to the apparent pinch of sales in the big-ticket lines. With almost no competition from overseas producers, thanks to American ingenuity, domestic rings continue to dominate the field, with retail prices ranging from 50 cents up. The one big item this year is the invasion of the Indian theme in this field, promising to make the yule season a happy one for ring sellers.

Today's rings are reproduced so minutely and perfectly that it is almost impossible to tell at a glance whether a ring sells for 50 cents or \$50. Among the biggest sellers are the flat-top white or yellow-finished rings suitable for engraving, their lead being followed very closely by their more ostentatious sister, the stone-set model. Stones are widely varied and are both natural and artificial, domestic and imported. There are such types as half-tins, dentelles, chaton rhinestones, zircons, barods and spinelles.

The purchaser, however, is usually more interested in appearance and a good ring and jewelry salesman will benefit from the low cost by selling appearance and acceptance of the product. Technical refinements in the industry have kept the "made in America" label in front in the ring field, even in the face of competition from Western Germany and Japan. This point, during these times, makes an excellent sales feature.

In general, jewelry this Christmas seems destined to be a big hit as always. The smart retailer and salesman is already preparing a sufficient amount of space for these low-cost and high-profit items. In the case of engraved jewelry, retailers are lining up engraver-salesmen to pitch the whole line. This year will find a low and medium-priced range of jewelry and many more outlets than in previous years, as the aggressive merchandiser plans to include a complete set-up with fancy displays and attractive counter exhibits to promote and sell jewelry items this Christmas.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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

- Adams, Wm. F.
- Allen, Cecil
- Allen, Harold
- Archer, Whitley
- Arnett, Mrs. Dorothy
- Augustine, Don
- Baker, Hugh
- Baker, Tom L.
- Ball, Jimmy
- Barchinger, Linn
- Beldon, Lee
- Bennett, Leon
- Birgen, Gerald
- Black, Jack
- Bluestone, Sam
- Boatman, Sam
- Bouchard, Paul
- Bradley, Bill (Red)
- Brady, Frank J.
- Brown, Chuck
- Brown, Russell A.
- Bruno, George
- Bryer, Ollie & Mrs.
- Burns, Larry R.
- Bush, Mrs. Burleese
- Calder, James
- Carawan, C. Leon
- Carlisle, George
- Carpenter, J. F.
- Carpenter, Mrs. J. R.
- Carroll, Tommy (Curley)
- Carter, Bryan
- Carter, Clayton E.
- Carter, T. J.
- Cash, Jodie
- Chisholm, John
- Cole, Marian
- Collins, Leroy
- Cobb, Paul
- Cody, Jim (H. L.)
- Collins, Lee
- Conedera, Justin
- Cooper, Quey
- Corey, Ralph
- Davis, Blanche
- Davis, Clarence
- Daw, Kenneth W.
- DeLapp, Robert
- DeLeggie, Michael (Tony)
- Dell, E. M.
- Diggs, E. L.
- Dills, Walter R.
- Dobbs, Leslie & Mrs.
- Dudley, S. H.
- Duggan, Wm. F. (Dub)
- Duke, Sam
- Dunbar, Roy
- Dunn, Herb
- Edwards, E. L.
- Greenburg, Sara
- Ellison, Frank (110th Engineers "A")
- Evans, Mrs. Bonnie
- Evans, Sam
- Faith, Perry
- Fanna, Irene
- Farando, Joe
- Farrow, Ernie
- Fielding, James R.
- Fisher, Chilli
- Fletcher, Lennie
- Fiorio, John
- Folsom, Ed
- Forkum, William G.
- Fox, Benny (Faces Fox)
- Fox, Robert
- Frankie, George
- Frank, Jack
- Frankenhurst, Mrs.
- Frawley, Mickey
- Gambino, John
- Gill, Frank
- Gobel, George L.
- Golden, John C.
- Goldie, Bill
- Goodale, Frank
- Gosh, Mrs. Byron
- Gray, Clifford
- Green, J. O.
- Green, Tommy J.
- Griffin, H. R.
- Griffin, Robert L. & Mrs.
- Grigsby, Ray
- Guess, Robert & Mrs.
- Hackett, Mrs. E. J.
- Hall, Jack & Mrs.
- Hallett, George A.
- Hamid, Al
- Hamrick Howard
- Harris, Sid
- Hart, La Vonne
- Hart, Melvin
- Hawk, Jay
- Hawley, Grace
- Hoban, Robert A.
- Hodges, Mac
- Hoff, Joe
- Hoffman, J. G.
- Holzman, Al
- Hoover, Bill G.
- Horowitz, Eddie
- House, Mac & Mrs.
- Howard Jr., Clyde
- Howell, John
- Hoyle, Earl
- Hoyt, Lee Roy
- Hughes, R. P. (Red)
- Ivan, John (Wayne Secrest)

- Ivey, James W.
- Jackson, John B.
- Jackson, Kelly & Mrs.
- Johnson, Bill (Durkee)
- Johnson, Ed & Mrs.
- Johnson, La Vern
- Johnson, Wm. T.
- Jones, O. J.
- Joyce, C. R.
- Katz, Harry
- Kaufman, Elmer L.
- Keen, Mrs. Foster
- King, William
- Klein, Jerry (or Kline)
- Kockelman, Jimmy
- Kuna, Francis E.
- LeClair, Bert
- Lance, Jack Ed
- Lane, Jerry
- Leonard, Bob
- Levine, Harry
- Lines, Rev. W. J. & Mrs.
- Littfield, Norman
- Lunard, Clarence
- McConnell, Kenneth
- McKevey, Ed
- McSpadden, Myrtle
- McSpadden, Richard M.
- Mace, Don S.
- Mack, LeRoy E.
- Mapes, Tom
- Maples, Roy
- Mathis Jr., Edward
- Mazor, Johannes
- Metlow, Dinah
- Mikloiche, Joseph
- Miller, Mrs. C.
- Miller, Bobby
- Miller, Mrs. Robert C.
- Mims, Joe
- Mitchell, Miller
- Moran, Billy
- Moran, Chet
- Moreno, Gus
- Mort, George or Peter M.
- Mott, Chas. & Mrs.
- Murphy, Jack
- Murphy, Charles J. (Chuck)
- Muscattilo, Larry
- Myers, P. N. & Mrs. Neal William
- Neas, Tom
- Nelson, Jim
- Nichols, Michael
- Nichols, R. L.
- Nieneyer, Joseph B.
- Nolan, Silm
- Noonan, John
- North, R. L.
- O'Hara, Bill & Mickey
- O'Matta, Mike
- O'Shields, Paul
- Orlstein, Clarence
- Orta, Charles
- Orta, Remigio
- Pagell, Wm
- Paige, James A.
- Palmatier, G.
- Parker, Tom (Theatrical Ent.)
- Parrish, Dale
- Pastor, Abel
- Peases, Lucius D.
- Peat, Marge
- Peplardo, Joseph W.
- Priester, Bill
- Phillips, Mrs. Russell
- Pirtle, Stanley
- Ponder, Leo
- Poole, P. O. (Gladstone Expo.)
- Poore, Kenneth
- Price, Dee Robert
- Price, Scot Nathan
- Puteitt, Steamer (from Indiana)
- Ready, Frank
- Reese, Mrs. Robert
- Reichert Jr., Frank
- Richards, France
- Richards, Franklin
- Rigsby, Douglas
- Rinaldi, Evelyn
- Riffle, Lewis
- Ritro, Ed
- Roger, Sidney D.
- Rogers, Willis J.
- Roney, Kenneth
- Royner, Sidney
- Rucker, G. T. (Bill)
- Satire, Diane
- Schaperkoter, Mrs. John
- Schnelder, Mrs. C. E. (Gay)
- Shaw, Harry
- Shields Wilmet
- Shimkunas, James
- Shinn, Shamrock
- Shinners, Jack
- Shinners, John
- Sinderson, Rose
- Slater, Don
- Stacy, W. A.

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

- All-American Shows
- Atterbury, L. E.
- Bearley, Clarence
- Cassara, Michael
- Crouch, Heidi
- Eddy, Capt.
- Floyd, Don
- Gray, Clifford
- Griffin, Wm. Walter Jr.
- Griffith, Wm.
- Gruzekzi, Heidi
- Hanley, Bert
- Hopkins, Russ
- Johnson, W. L.
- Jones, Fred
- Lane, Gerald
- Lee, J.
- Levine, Ethel
- Manuzza, Tommy
- North, R. L.
- Reynolds, Rae
- Seacow
- Walters, J. Albert
- Wase, Louie
- Wilburn, D. H.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackerman, William
- Ackley, James
- Allison, Tex J.
- Ames Jr., J.
- Armstrong, Jack
- Arnold, Emily
- Babbs, Speedy
- Baker, Bennie
- Beimore, Mrs. Flo
- Bieding, Eddie
- Boseley, Lake
- Bouillon, Frenchy
- Briggs, Thomas
- Brown, Hubert
- Buckles, Don R.
- Burns, William E.
- Cahill, Mike J.
- Canipe, Walter
- Campbell, Clarence
- Cannon, Mrs. Bea
- Carl Shows, A. J.
- Carroll, Simmy & Inez
- Carter, Edgar L.
- Carter, William M.
- Clemens, Jess
- Conklin, Lois
- Conlin, Pat
- Conner, Theodore R.
- Conway, John
- Copland, Dick
- Coppock, Charles P. & Alice R.
- Cox, Ambers
- Crewshaw, Mrs. Lena Mae
- Davis, Lee
- Davis, Mr. & Mrs. E.
- Decker, Rodney S.
- Deutsch, George Paul
- Dix, Leroy E.
- Duffy, John
- Eldot, Simon
- Francis, John
- Franks, T. S.
- Gage, G. E.
- Gambino, John
- Goodrich, H. R.
- Gray, Clifford
- Griggs, Charles
- Hansen, H. Art
- Harmon, Mrs. W.
- Holland, Lynn
- Howard, C. D.
- Hunt, Arthur L.
- Ishower, George
- Jackson, Lee
- Jackson, Robert
- Jones, Barbara
- Jones, Walter E.
- Jurden, Donald E.
- Kelly, C. O.
- Kelly, Kitty
- Kerner, Mrs. Dorothy
- Kineaid, E.
- Major, Johnny
- Renec, Cleo
- Stevens, Frank
- Usher, Mayola & Fate

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- Agne, Lois S.
- Brickle, Bill
- Cooper, Joan
- Davis, Clyde
- Gray, Clifford
- Heise, Henry
- Hendricks, Bill
- Kineaid, E.
- Major, Johnny
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California
Long Beach — Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-25. Civic Productions.
Richmond—Home & Decorators Show (Don Hotel), Nov. 9-13. National Home Shows, Inc., 270 Fig., Chula Vista.
San Francisco—Grand National Livestock Expo (Cow Palace), Oct. 21-30. Nye Wilson.
Turlock—Far West Turkey Show, Dec. 6-8. Robert G. Gorman.

Colorado
Denver—Denver Auto Show (Coliseum), Nov. 9-12.

Florida
Bevilles Corner—Sumter All-Fla. Breeders Show, Nov. 2-5. L. L. Giddens, Webster.

Illinois
Chicago—Nat'l Assn. of Concessionaires' Convention & Trade Show (Conrad Hilton Hotel), Nov. 8-10.

Indiana
Indianapolis — Indianapolis Auto Show (Fairgrounds), Nov. 25-Dec. 3
Indianapolis — Food-A-Rama Exposition, March 28-April 2, 1961. Phil A. Irwin Jr., 430 W. 13th St.

Louisiana
Baton Rouge—LSU Livestock Show & Dixie Horse Show Jubilee, Nov. 3-5. W. M. Babin, Box 8637, University Station.
Natchitoches — Natchitoches Christmas Festival, Dec. 3. Mrs. Ann Brittain, Chamber of Commerce.
Natchitoches—La. Pecan Festival, Dec. 2. Norman Fletcher, c/o KNOX.
Opelousas—La. Yambilee, Oct. 26-27. Vernon E. Lacour, P. O. Box 110.

Maryland
Timonium—Eastern Nat'l Livestock Show, Nov. 12-17. Dr. John E. Foster, University of Maryland, College Park.

Michigan
Detroit — Detroit Jr. Livestock Show (Stockyards), Dec. 6-8. G. F. Ridley, 6750 Dix.
Grand Rapids—West Mich. Livestock Show, Dec. 20-22. Wm. Rupp, 728 Fuller, N.E.
Traverse City—Northern Michigan Potato & Apple Show, Nov. 2-3. A. L. Olson, Federal Bldg.

Minnesota
Minneapolis—Northwest Boat & Marine Show (Auditorium), Nov. 30-Dec. 4. P. W. Kahler.

Missouri
Kansas City — American Royal Livestock Show, Oct. 18-26. C. M. Woodard.

Nevada
Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.
Las Vegas—Las Vegas Sportsmen's Show (Convention Center), Nov. 9-13.

New York
Albany—Albany Auto Show (Washington Ave. Armory), Nov. 12-19.
New York—General Motors Motorama (Waldorf-Astoria), Nov. 3-9.
New York—National Horse Show (Garden), Nov. 7-8.
New York—National Winter Sports Show (Coliseum), Nov. 30-Dec. 4.
Westbury—World Car Show (Roosevelt Raceway), Nov. 5-13.

Oregon
Canby—Oregon Corn Show, Dec. 2-3. Clive Cook.
Portland—Portland Auto Show (Memorial Coliseum), Nov. 23-27.

Pennsylvania
Pittsburgh—Pittsburgh Auto Show (National Guard Armory), Nov. 12-19.

PIPES FOR DEMONSTRATORS ENGRAVERS

JOE CAIN . . .

the demon pen worker, recently closed a successful season and is now at home at 3028 North Sheffield Avenue, Chicago. Joe extends an invitation to all pitchmen in and around the Windy City to stop by for a cup of java and a jackpot session. Joe worked for an extended period this past season at a Woolworth store in Atlantic City, anklng the joint when it became too crowded with 12 pitch joints. From there he trekked to Wildwood by the Sea in New Jersey where he set up shop in another Woolworth store and enjoyed the advantage of being the only pitchman in the store. Before going to Chi Joe and the missus spent a few days in New York, noting that pens and the four-way knife were going strong there. Joe plans to put in the winter at Chicago Woolworth and Kresge neighborhood stores, stands that have been profitable for him in the past. He's looking forward to January with excitement, reporting that Mr. Stork has scheduled a visit to the Cain domicile at that time. (Editor's note: Here's hoping it's a boy, Joe.) According to Joe, Jack Firestone, the noted foot-worker, now has his own pack-

age. Cain also advises that there's a new item on the market for typists that is a strong pitch item. Selling for 39 cents or three for \$1, the gals are shelling out like mad for the item that eliminates typing errors by a means other than erasures. Joe closes his welcome note with a plea for pipes from George Sally, Dave Lewis, Red Gun, George Price, Bob Ingram, Jim McGrath, Al Livingston, Joe Magee, Gus Cohn, Jules Lasky and Dave and Jean Fine.

WRITING . . .

from Thomasville, Ga., E. C. Pardee, veteran sheet writer, advises that "it looks like I am going to stay put for another six or eight months. "How about pipes from Stacey, Falkner, Mangrum and Jack (Bottles) Stover?"

TOPSY . . .

gorilla glamour girl owned by Mr. and Mrs. Robert Noell, of Noell's Ark Gorilla Show, played the cover-gal role, in color yet, in The Pittsburgh Press' Sunday roto section dated October 16. In addition, Topsy and the Noells netted a two-page spread with photos in the same issue.

Tennessee
Somerville — Fayette Co. Livestock Show, Oct. 28. C. W. Stroup.

Texas
Beeville—Scuth Texas Hereford Fall Show & Sale, Oct. 31-Nov. 2. H. V. Reyes, Box 1102.
Cuero—Cuero Turkey Trot, Nov. 7-12.
San Antonio—Industrial Expo. (Villita Assembly Bldg.), Oct. 27-30. Irving Wayne

Utah
Ogden—Golden Spike Nat'l Livestock Show, Nov. 13-20

Washington
Seattle — Seattle Auto Show (Armory), Nov. 4-12.

CANADA

Ontario
Toronto—Royal Agril Winter Fair (Royal Coliseum), Nov. 11-19. C. S. McKee.
Toronto—General Motors Motorama, Nov. 27-Dec. 3

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"COMEDY DIGEST" — A GAGFILE OF smart, diversified comedy matter. Gags, ad libs, DJ lines, doubles, etc., 63. Show-Biz Comedy Service (Dept. B-15), 65 Parkway Ct., Brooklyn 75, N. Y. oc31

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. oc31

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. dc28

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-19

DEMONSTRATORS EARN BIG MONEY UNTIL Christmas demonstrating fast selling toy item in leading stores. Excellent commission. Write fully to Demonstrations, Box #678, Elizabeth, N. J. ch-oc31

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Ds.
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

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Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED A sure way to attract more attention and secure greater results. RATE: \$14 PER INCH Rule border permitted when using one inch or more.

REAL DIAMOND RINGS. NATIONALLY ADVERTISED. Sell direct. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleamlight, 111-P-13, North Columbus, Mount Vernon, N. Y.

RUSH 10¢ FOR SAMPLE LAUGH RIOT Christmas sign or send \$5 for 100. Sell thousands. Koehler, 12 Caldwell, Cincinnati 16, Ohio. np

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 2109-AF Roosevelt Road, Chicago 8, Ill. ch-19

Animals, Birds, Snakes

BIG AUCTION: MIDWESTERN ANNUAL. Animal, Saddle Horse, Pony and Equipment Sale. Fri., Oct. 28, 6 p.m. Registered and Grade Shetland Ponies: Sat., Oct. 29, 9:30 a.m. All kinds of Show, also Horse and Pony Equip., Animals, Zebras, Buffalo, Monkeys, Lama, Bear, Chimp, Acting Dogs, Freak and unusual Animals. We never know until sale day what we will have for sale. Also selling Donkeys, Midget Mules, about 250 head Reg. and Grade Saddle Horses. Bring what you have. Come for your needs. Sale location: Union Stockyards, Union Modern Arena, in Northwest Springfield, Mo. Sale conducted and managed by Tony Thornton Auction Service, 639 W. Sunshine, Springfield, Mo. Stables opposite Fairgrounds. Phones: UN 6-4311, UN 6-5463, UN 2-9989. They attend this sale from all over the States and Canada.

LEOPARD CUBS, 3 MONTHS, TAME, \$350. Hyena Cubs, \$250 up. Java Mynahs beginning to talk, \$75. Biddie, 328 Manheim, Phila., Pa.

Business Opportunities

JAPAN DIRECTORY: 145 JAPANESE MANUFACTURING exporters. Japan and Hong Kong trade journal information. Asia opportunities. Just \$1 today. Nippon Annual, Box 1159-B, Spokane 10, Wash. ch-oc24

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. no21

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls Stone Rings, Gr. \$ 4.75
E102—Asst. E/rgs. Gr. 6.00
201—Plastic Wallets, asst. Gr. 10.80
E5—Stone E/rgs, etc., asst. Gr. 12.00
E1—Tailored E/rgs, asst. Gr. 18.00
E2—Stone & Pearl E/rgs, asst. Gr. 21.00
E130—Rhinstone E/rgs, asst. Gr. 30.00
O1—Odd Lot Brace & Neck, Gr. 15.00

Samples Regular Price 25% Deposit. Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 88-144, 11 N. Pearl St. Albany 7, N. Y.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

FOR SALE

Half interest in promising major Tourist Attraction in fast-growing section of West Coast of Florida, near Tampa and St. Petersburg. Located on Main Highway only 1 1/2 miles from famous Holiday Isles (gulf beaches), recreational centers bordering the Gulf of Mexico. 2 1/2 acres grounds enclosed by 7 ft. steel cyclone fencing, rare zoo exhibits, 1 acre deer park. Modern living quarters. Gift and Souvenir Store, parking area, 1/2 mile from mainline railroad siding. Large herd alligators. Experienced personnel, low overhead. All services and utilities appraised at over \$50,000. Long established, \$25,000 for half interest and will go 50% on all expansion, improvements, projects. Only such attraction within 20-mile radius and with planned expansion. The only one on the West Coast of Florida. Wire or airmail.

SAFARI-LAND
Largo, Florida

INEXPENSIVE GENUINE DIAMOND RINGS, also blazing imported simulated diamonds, for dealers. Write for catalog. National Jewelry Co., Wheeling 1, W. Va. oc31

Porto-Bilt

ROLLER RINKS Complete Tent Rinks and Floors only for indoor use, any size.

W. T. Shackelford, DIXIE RINK SALES P. O. Box 415 Smyrna, Ga. HF 5-5978 (8-2183 Marietta)

YOUR OWN BUSINESS — WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders Part or full time. Big cash commissions. Watch Corporation of America, Dept. D100-C, Chicago 22. oc24

Calliopes & Band Organs

AIR CALLIOPES FROM \$450 TO \$1,500; also Trailers; air Calliopes with the steam look just out. Perry Corzatt Sr., Danville, Ill. Phone: HI 2-5245.

Collectors Items

CIRCUS WAGON KITS, HO AND 1/4" SCALE. Circus Wagon Craftprints, 1/4" scale. Draft Horses, 1/4" to 1/2" scale. Circus Tents, 1/4" and 1/2" scale. Catalog 35¢. Wild and domestic animals 150 different. Illustrated catalog 50¢. Walters Hobby Shop, 207 French Rd., Utica 4, N. Y.

Costumes, Uniforms, Wardrobes

25 BLUE VELVET CURTAINS (7X4 1/2), color light blue, good condition. Price \$850. CL 6-7008. Charles De Martino, 1449-66 St., Brooklyn 19, N. Y. dc28

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. dc28

For Sale—Secondhand Show Property

A.B.T. B.B. GALLERY, 12' BY 20', SIX rows, new canvas, new targets. Price \$850. CL 6-7008. Charles De Martino, 1449-66 St., Brooklyn 19, N. Y.

BRILL'S KIDDIE RIDE PLANS: CAGE FER- rits Wheel, Auto Speedway, Trains, Spinning Tubs. Roundabout, \$10 each. Free 112 page plan catalog. Brill, Box 873, Peoria, Illinois.

FOR SALE

A. H. Little Dipper

Will sell or trade for Kid Rides. This ride is trailer-mounted for quick set-up and is in excellent condition, with or without transportation. Can be seen in operation on James H. Draw Shows, Augusta, Ga. PRICE \$3,250.

FOR SALE — HERSCHELL 36" MERRY, \$2,500; Buggy Ride, \$1,500; Jeep Ride, \$1,500; Custom Western Train, \$7,000; authentic antique Stagecoach \$2,500. G. Spait, Loudonville, N. Y. Phone: Albany, NE 4-6333 oc31

DUE TO REBUILDING OUR SHOW FOR next season we offer for sale the following Rides: Garbrick 36 ft. Wheel, Adult Roll-a-Whirl Ride, King Kiddie Coaster with 1948 Int. Truck racked to haul ride, King Kiddie Wheel, 14 kw. Power Plant, mounted on 1952 Chev. Truck; Rocket Swing Ride, 1947 16 ft. GMC Truck, 1941 14 ft. Chev. Truck. All equipment in A-1 shape. Paj Amusements, P. O. Box 45, Massillon, Ohio.

FOR SALE

GROUND PARATROOPER

16 months old, extra set of bows. Price \$11,500. Located at Belmont Park, San Diego, Calif.

A. SKERSTON

742 1/2 Ventura Pl. San Diego 8, Calif. Phone: HUDSON 8-1523

FOR SALE

Spitfire (no planes), Bisch Rocco Flying Scooter, Super Roll-O-Plane, 1950 Chevrolet Tractor with 30 ft. trailer, 14 Junior Tractors and Long Range Shooting Gallery.

DON McILHINNEY

Box 27 Marion, Iowa Phone: DR 7-2883

FOR SALE

Tilt 2 Trailers, 1 '55 Chev Tractor, \$7,700. '55 Wheel, 1 Tractor, 1 '55 Chev Tractor, \$5,100. Bisch-Rocco Kid Jet and closed trailer, \$1,200. Calumet Coach Trailer with Peppercorn, Cotton Candy, Snow Cone, Ice Bin, \$2,100. 800 Ft. Cable, 2 Fuse Boxes, \$200. All excellent condition.

JOHN A. ROSE

444 Chester Ave., Elgin, Ill. Ph: 5H 2-6106.

FOR SALE—36" HERSCHELL MERRY. NEW paint and in good condition. Wilbert Dube, Ashland, Mass. TRINITY 2-0684.

GLASS HOUSE—TWENTY-THREE NEWLY silvered mirrors, 21 plain. Perfect condition. Cash for quick sale. No trades. Write Box C-648, c/o The Billboard, Cincinnati 22, Ohio.

GOOD USED PUSH POLE TENTS FOR SALE. All sizes; write for complete list. Eureka Tent & Awning Co., Inc., P. O. Box 960, Binghamton, N. Y. ch-1fn

M.C.R. — SMALL AND LARGE, AUTO. Train, Wheel, etc. A-1 condition; 8 yr. old Cheap. Remy, 434 Gifford Rd., N. Westport, Mass. Osborne 8-8698.

MINIATURE MERRY-GO-ROUND MOUNTED on trailer. Eight horses, one chair. See at 6199 S. High St., Columbus, Ohio. Mail address: Earl Kreager, Route 1, Lockbourne, Ohio. oc31

MORE BUYERS

Will Stop and Read

YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

NO 5 BIG ELI WHEEL IN PERFECT CONDITION and ready to roll. This wheel is not a pile of junk. Lloyd M. Shoop, 3705 S. Main St., Goshen, Ind. oc31

RENSSELAER MINIATURE TRAIN—3 CARS and locomotive, 430 foot track, capacity 14 children. \$950 f.o.b. Albany, 4, deposits. Odco, Inc., 1100 Broadway, Albany 4, N. Y.

SCHIFF SPEEDLINER, MANGELS OVAL Kiddie Whip, Pinto's Fire Engine, Herschell Sky Fighter, Herschell Jeep Ride. A. Gary, 2075 Shore Parkway, Bklyn., N. Y. oc31

SPITFIRE RIDE, MACK TRACTOR-TRAILER, all for \$3,500. L. G. Hannah, Box 443-C, R.D. #1, Hopwood, Pa. Phone: GE 7-5512, Uniontown, Pa.

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. no21

USED EQUIPMENT TAKEN IN TRADE ON new rides, Kiddie Rides, Adult Rides, Electric Generator sets, Office Wagons, Semi-Trailers, Miniature Trains, Coasters, and many others. Send for complete list. We sell on time payments. King Amusement Co., P. O. Box 448, Mt. Clemens, Mich. no14

WANTED—SCRAMBLER, OCTOPUS, SPIT- fire or Paratrooper, set of wood Ell Wheel Seats. For sale: Trailer-mounted Auto Ride. R. E. Henn, Rt. #2, Warren, Ohio. TA 42553.

Help Wanted

CONCESSION AGENT WANTED

Have opening for an experienced Concession Games Man. One who has worked on wheels preferred, also P. C. experience. This is for indoor bazaar work.

HARRY GERMAIN

87 St. Marks Pl., New York City, N. Y.

Salesmen Wanted

EXCELLENT OPPORTUNITY FOR PIANO and organ salesman with truck operation experience. Top commission and expenses. Contact Mr. Foreman, 123 S. Franklin St., Tampa 2, Florida. oc24

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specially Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-tfa

Tattooing Supplies

20-PAGE TATTOO CARTOON BOOK, 50¢ each. Dozen lots, 25¢ each. Good for giveaways. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Buy

ARCADE MOVIES WANTED — 8 MM OR 16 MM arcade-type movies. Forward list, description, prices. Replies to Box 111, c/o The Billboard, 188 W. Randolph St., Chicago 1, Ill.

KIDDIE OR ADULT RIDE WANTED IN EX- change for Wilson Batter-Up. On trailer, in very good condition. Indiana Beach, Monticello, Ind.

SHOOTING GALLERY COMPLETE WITH or without rifles. Will pay cash. Lew Frockt, 700 W. Broadway, Louisville, Ky.

WANTED TO BUY—BUBBLE MACHINE, also comic Zebra with movement and Gorilla Suit. S. Gesmundo, 926 Davis St., Kalamazoo, Mich.

WANTED — ROLL-O-PLANE WITH OR without transportation, single phase Motors. Priced right for cash. Chas. M. Barthlow Jr., 618 N. Market St., Frederick, Md.

COIN MACHINES

Opportunities

INTERESTING PROPOSITION FOR WORK- ing partner. Capital contingent on per- centage of business desired. Write Box C-149, c/o The Billboard, Cincinnati 22, Ohio. oc31

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EAR- rings, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. oc31

Routes For Sale

DIVERSIFIED ROUTE FOR SALE IN FLOR- ida. Phonographs, games, cigarette ma- chines. For details write Suwanee Amuse- ment Co., Rt. 2, Box 108, Lake City, Fla. oc31

Used Equipment

FOR SALE THREE PHOTOMATS. USE ROLL film. Deliver two pictures, 25¢. Guyce Vending, 8th & College Sts., Bowling Green, Kentucky.

FOR SALE—4 AUTO PHOTOS, MODEL 9; also Coin Rides, Rockets, Boats, Cars. Reasonable; have other interests. Keith Toles, 7834 Pearl Rd., Cleveland 30, Ohio. oc31

POPCORN VENDORS AND WARMERS. Write Box 423, Marietta, Ohio.

Wanted to Buy

WANT TO BUY—USED 1/2 AND 5/8 NUT. Ball Gum and Chiclets Machines. Send list and best price. Dasher's Wholesale Co., Wildwood, Fla.

Magical Supplies

HOUSE OF 1,000 MYSTERIES! Profes- sional magic! Pocket Tricks! Jokers' Nov- elties! World Famous! Giant 160-page cat- alog and free trick, 25¢. Vick Lawston, Dept. BB10, Trumbull, Conn. ch-oc24

NEW 48-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnot- ism, Horoscopes, Crystals, Graphology Sub- Miniature Radiophone for mentalists. Cata- log, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. no7

Miscellaneous

LET'S SWAP! HAVE ALL KINDS OF NEW and used items. Will trade for anything! Send 50¢ for big descriptive booklet of over 100 items for trade. Trade by mail Trading Co., 1767 Fort Henry Dr., Kingsport, Tenn.

MERCHANDISE FOR THE AUCTION trade: Power Tools, Hand Tools, Drop Cords, Fishing Equipment, Costume Jewelry, Household Items. Write for prices. Patter- son Tool Co., 1013 D, Lawton, Okla.

PORTABLE STAGE—ANY SIZE UP TO 2,500 sq. ft. and 3 or 4 ft. high. Wood floor with steel under structure. Precision made. Thomson's TV, 513 Glenbrook Rd., Glen- brook, Conn.

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GIGANTIC FULL SALES! CHEMICALS, D.P. Paper, Backgrounds, Comics, Photo Mounts and Glass Frames. Miller Supplies, 2108 Main St., Alton, Ill. oc24

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

Printing

OFFSET: 1,000, \$6.50; 5,000, \$18. WHITE OR colored. 8 1/2 x 11. Fast! Also art, copy, layout, varotyping. Flair, 8 West 45th, New York City 36. ch-1fn

200 8 1/2 x 11 LETTERHEADS, 200 6 1/2 EN- velopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flush- ing, Michigan. oc31

1,000 CALENDAR BACK BUSINESS CARDS, \$4.45 prepaid. Custom printing and rubber stamps. Low prices, large selections, free samples. Rayborg, 810 W. 18th, Erie, Pa.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

AVAILABLE—HELEN AND ED WILSON. Show Organist, Producing Clown. M.C. Own equipment. 220 E. 5th, Bloomsburg, Pa. Phone: ST 4-1681. oc31

ROB FISH — PIANO AND MAGIC FOR IN- dustrials, holidays, lounges, bands, combos, after Nov. 22. Car Frank Agency, 100 W. 29th, Hutchinson, Kan. oc31

CHAROLETTES — TWO GIRLS, UNUSUAL tumbling and acrobatic feats using propa. Songs, novelty dances, weekdays at present. Lorraine Bruner, 415 Winston Drive, Lemay 25, Missouri. TWINBROOK 2-6977.

DISK JOCKEY—TOWN AND COUNTRY, EX- perience. John (Zig) Porter, 506 S. Union St., Kokomo, Ind.

WOULD YOU LIKE TO REPRESENT, MAN- age or book a one-man show (husband and wife), which is tops in its field? Already established in the East, here is an action- packed, truly impressive and delightfully humorous program that combines miracles of hypnosis with amazing feats of the mind. Excellent showmanship, continental styled, this act has everything in the way of au- dience appeal. For further information contact Miss Susan Kolack, 25-35 95 St., Jackson Hts 72, N. Y.

Musicians

COCKTAIL DRUMMER-VOCALIST DESIRES work. Phone or write Julie De Will, Frey Hotel, Hobbs, N. M. Ex 3-2151.

ORGANIST — WOMAN, EXPERIENCED. cocktail lounge, dancing, shows, all types music. Hammond organ and Leslie speaker. Competent, dependable. Anywhere; Cali- fornia preferred. Camille Watson, 218 E. Barnett St., Long Beach 6, Calif.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Denison, Indian- apolis 41, Ind. oc31

HIGH DIVE EXTRAORDINARY — FEAT- ured by Fox Movietone. Somsanting backwards, fire sharp spears, small tank, 5,000 lbs. crash impact landing. Mac Fre- ductions, 456 Lamphier, Warren, Ohio, BK 9-1478. no14

BULK VENDING

OCTOBER 24, 1960 Communications to 188 W. Randolph St., Chicago 1, Ill.

HOT! HOT!

STICK 'EM LIPS



They're hot—they'll empty machines like mad. Kids can apply them to their foreheads, cheeks, shirts, etc., and they'll become the most popular favors in their groups.

ONLY \$10.00 per M

Labels available. Vends well in all machines.

Order from your distributor or: **SEE US AT THE CARILLON HOTEL OCT. 28-NOV. 1.**

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

'No Change' Riddle Solved in Cleveland

By IRINA MIHALEGA
CLEVELAND—"A lot of times we lose good stops because a storekeeper is too busy selling merchandise to make change," claims Joseph Resnick, owner of Resbee Vending Products here.



JOSEPH RESNICK

Resnick's answer to this problem—the 1-cent-5-cent combination vender. "This penny and nickel machine cuts out a lot of change-making," Resnick says.

Turns
The machine takes both pennies and nickels. A penny gives one turn and a nickel gives five turns. Resbee vends ball gum (200-count) and charms, 100-count gum, and nickel capsules.

He prefers ball gum and charm mix whenever possible, altho it's prohibited in some Ohio territories. Resnick is a firm believer in using globe stickers to promote the latest in charms. "It's just a matter of letting the customers know what's in the machine," he points out.

Nuts are not a favorite with his firm. The machines require more effort to keep clean and nuts tend to get stale if turnover is not fast enough, he points out.

Breakdown
About 25 per cent of his machines vend plain gum, 15 per cent vend capsules and 60 per cent vend a gum and charm mixture. Single installations constitute about 60 per cent of the firm's locations. The remaining 40 per cent are multiples in two, three and four combinations.

Resbee Vending makes its biggest profit on gum and charm machines, getting approximately a 35-40 per cent profit. Commissions on these machines vary from 25-30 per cent, depending upon the location.

Resbee usually gives the storekeeper a flat rate when paying commissions. "When we make the first collection, we show the storekeeper how much the machine earned. If it takes in a certain amount the first time, it will take in the same amount thereafter.

Extra Trip
"If 100 gum balls, or anywhere up to 100 gum balls, are left in the machine, we will refill and still pay the full commission. It saves us an extra trip."

"In my operation," Resnick adds, "I want the machine to be empty before refilling. One of the reasons I am operating this way is if I would have to fill the machine at half, I would have to weigh the money in front of the storekeeper, multiply this by the number of machines I service in a day and you get the picture. I cannot afford to waste the time."

Resbee Vending covers a radius of about 75 miles around Cleveland. Locations are constantly being added. "We have found it more economical and efficient to concentrate locations within the territory."

New Spots
In recruiting new locations, concentration is mainly on delicatessens, candy stores and grocery stores—locations where a large part of the traffic is made up of children.

Getting new locations is done while regularly servicing the route, stopping at new stores on the way. Resnick will also go out "plugging" 20 or 30 stores whenever he has free time.

Less competition is found by Resnick on the outskirts of town, especially on side roads.

Out of Way
To make out of the way locations profitable, an extra machine is left

with the storekeeper to substitute when the first one empties. These out of the way locations, therefore, do not need to be serviced more frequently than once a month, when the empty machine is replaced and another extra is left.

If a canvassed store proves to have a bulk vending unit, Resnick will try to leave the location owner a different type of machine. Since a popular complaint is congregation of children around bulk venders, Resnick tries to locate the units where they will not interfere with customers entering or leaving a store.

No machines are filled on the route; the routemen carry only full machines. When a machine is brought in off a route, it is taken apart and cleaned thoroly. Paula Waltuch is employed by Resnick full time, maintaining high sanitary standards.

Files
Resnick lays out the day's work for the routemen by consulting a file system. A file is kept on service calls. Resnick has found that the time it takes a location to empty a machine the first time, will usually remain constant thereafter.

A "must" on these servicing trips
(Continued on page 84)

INSIST ON STAR-BRITE BALL GUM



Save Money!

- FOUR (4) GOOD REASONS** for always insisting on "STAR-BRITE" BALL GUM
- GREATER PROFIT**
Priced to save you money. Fast turnover.
 - PROMPT SHIPMENT**
Ends need to warehouse supply; frees working capital.
 - TROUBLE-FREE OPERATION**
Always uniform in shape; plus weather-ability (resistance to fading).
 - HIGHEST QUALITY**
We make only the best.

Ask your Distributor to stock Cramer "Star-Brite" for you.

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.
SEE YOU IN MIAMI OCT. 29th-NOV. 2nd.

H. B. "HUTCH" HUTCHINSON SAYS:



"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

BEAN TUMBLER

\$10.00 per M (in 5 M lots)
Lots of rocking action in this jolly little number.

Ask About Our **ATLAS Finance Plan**

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
ATLAS MASTER . . . The proved 1c-5c Vender



SID BLOOM OF OAK Manufacturing Co. will attend the NAMA Convention and will be available in Miami at either the Caroline Hotel or at the Oak Sales Office.

Time payments available on Oak machines through all distributors. All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c-5c coin mechanism, and optional slip clutch handle.

WE HAVE oak's 25c or 50c SANITARY VENDOR



The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26 1/2" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Machine lists at \$29.50 F.O.B. Factory—\$1.50 additional with 50c mechanism.

Below are listed factory authorized dealers.

- | | | |
|--|---|--|
| AMERICAN NUT
1061 Tremont Street
Boston 20, Massachusetts | LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois | RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania |
| BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama | SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
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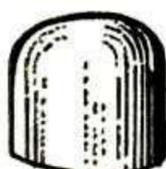
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Gary Business Off—Steel Lag Cited

Gary, Ind., is one of the nation's top industrial centers. A report on its economy gives a bird's-eye view of the nation's business economy. The following report by Gary correspondent, Joseph Klein, shows that the city's chief industry, steel, is down, and that Gary business has followed suit. Despite a few business failures, tho, bulk operators are confident, and most feel better days are not too far ahead.

GARY, Ind.—Taking everything into consideration, the lot of the Gary bulk vending operator could be worse—but not by much. Gary has one chief industry—steel. And that industry has dwindled to something like half of capacity.

Many steel workers are now employed on a three-day-a-week basis. The luckier ones get four days.

Owing to the economic recession in this one-industry city, bulk vending casualties have been high. At least six operations have been abandoned in recent months.

"Gary is tough that way," said a former bulk vending operator. "Bulk vending is a luxury business. And people must have money to buy luxuries. There have been four recessions in the last 10 years and I don't know how many strikes. That's why I wanted out."

Yet there is no despair among those who stuck it out, and the

consensus is that "business is not so bad."

For that matter, B. J. Setlack finds it good. He said that he has a simple rule for staying in business and staying there profitably.

It is this: "Keep the good spots and withdraw from the bad ones." Getting good locations is in itself a major problem of any operation, Setlack says.

Vandalism is not an important problem, Setlack observes. Theft is. "I've lost many machines in the last few years. They are simply stolen. And in many cases the location owner professes to know nothing about it."

At the moment popcorn dispensing is Setlack's major preoccupation. He has the concession at the Gary Little League games.

Doing business as the Dunes Music Company, John LeGette operates both juke boxes and bulk vending machines. "Business is fair," he reports. "Due to the steel slowdown, it's off but gum ball and cigarette machines are holding up pretty well."

As always, he said, finding spots is a problem—and holding on to them is also a problem. Competition keeps the Gary operator on his toes constantly, he declared.

The Bee Line Candy and Tobacco Company is now in the bulk vending field. The firm purchased its first batch of machines a few months ago.

Bee Line is operated by John Elencik and his sister. They have no complaints. But they say it is difficult for them to say whether business is good or bad because they have no comparison with the past.

For these newcomers, as for the veterans, getting locations is the big job. They have had some costly experience with vandalism in recent weeks.

"Business is slow," claimed Thad Z. Glowiszyn, of the Steel City Company. "It's off by about 30 per cent. It's due to the steel slack, of course. Candy didn't sell well this summer. Nut sales dropped off by about half. Cigarettes are okay."

But Glowiszyn prefers to be grateful for things the Gary vending business has been spared thus far.

He said he was thinking primarily of discriminatory tax and licensing measures.

All in all, while Gary vending operators are not yet ready to join the campaigning politicians in a chorus of "Happy Days Are Here Again," they are serenely confident that the happy days are not far away.

Jackson Named Cramer Distributor

BOSTON—The Jackson Vending Company of Grand Prairie, Tex., has been named exclusive distributor for the Cramer Gum Company in the Southwest. The firm is owned by Vernon Jackson.

NO MORE PENNY ON CHICAGO 'L'

CHICAGO — Penny nut machines, a fixture on Chicago's elevated platforms for some 50 years, have disappeared from the scene. Harold Johnson, manager of Transit Sales, the operating company, cited increased cost of servicing as the chief reason. Johnson said that penny chocolate bar machines are next to go. He pointed out it is "no longer economically feasible to stock the machines," and that high maintenance cost and vandalism were cutting into his company's operation of the penny units. The penny units are being replaced by nickel and dime machines vending soft drinks, ice cream and candy bars.

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5 m and up 13.75 per thous.

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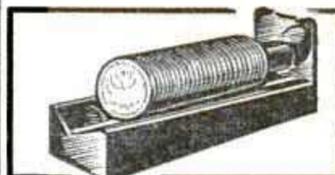
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- Cashew Whole66
- Cashew, Butts75
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- Peanuts, Jumbo32
- Spanish57
- Mixed Nuts30
- Baby Chicks32
- Rainbow Peanuts32
- Boston Baked Beans28
- Jelly Beans28
- Licorice Gams47
- M & M, 550 ct.47
- Hershey-ets47

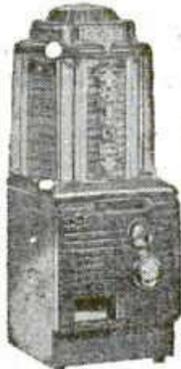
- Rain-Blo Gum, 72 ct. \$.30
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- Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
- Rain-Blo Ball Gum, 100 ct.32
- 300 lb. minimum prepaid on all Rain-Blo Ball Gum.
- Adams Gum, all flavors, 100 ct. \$.45
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- Beech-Nut, 100 ct.45
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Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

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This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs.

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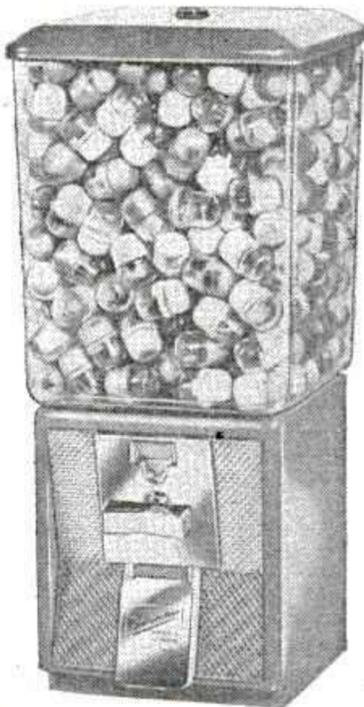
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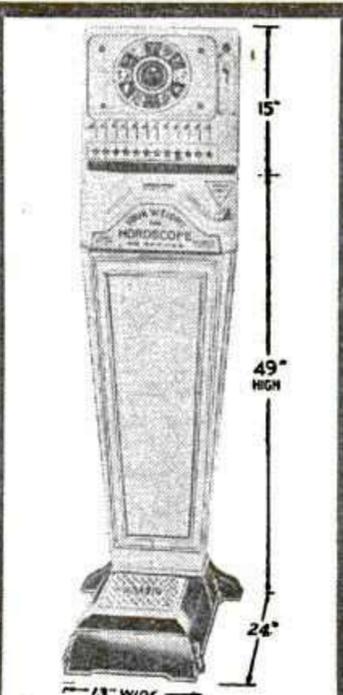


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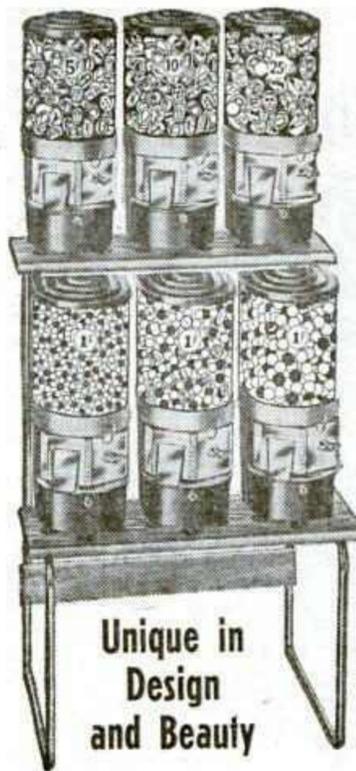
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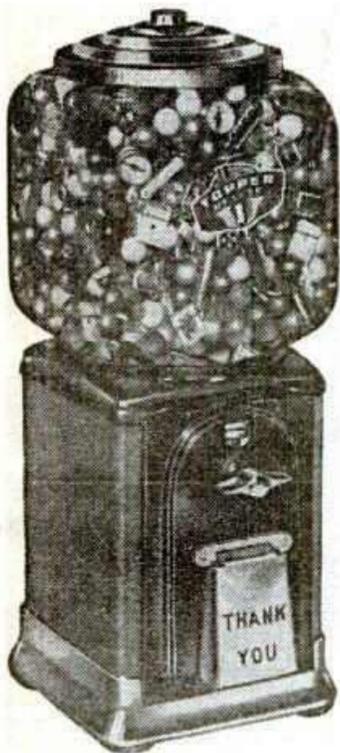


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Opens The Door to New and Better Locations. Capacity 2000 balls of 100-count gum . . . 300 V-1 10¢ or 25¢ capsules. Large capacity and very attractive appearance create larger and more sustained profits.

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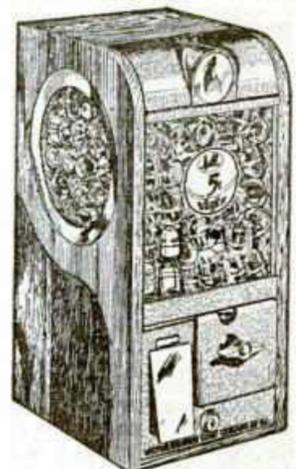
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★ CAPSULE, 5¢ or 10¢
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Can be converted to 1¢, 5¢ or 10¢ play in matter of seconds.



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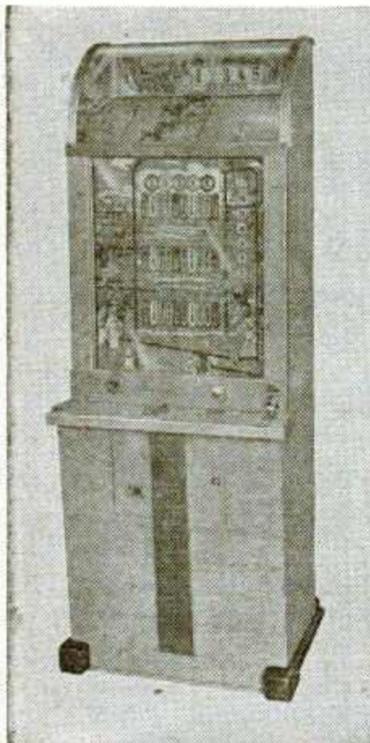
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SKILL DERBY

Bally Shipping Vertical Plane Racing Game



SKILL DERBY

CHICAGO—Skill Derby, a racing game with a vertical playfield and described as "an upright pin game," was shipped to distributors by Bally Manufacturing Company last week.

The single-coin, solo play game requires just 27 by 22 inches of floor space.

The player selects one of five horses, then operates a plunger to propel a nickel-sized disc thru three rows of channels numbered one thru five.

Five Channels

Each time the disc is shot thru a channel, all horses advance, but the horse corresponding in number to the channel shot thru advances twice as fast as the field. Horses pass and re-pass, depending on the player's ability to hit the one chan-

(Continued on page 81)

Game Model Output Behind 1959, But Some Types Ahead

By KEN KNAUF

CHICAGO — A total of 63 amusement machine models have been introduced this year to date, with two months remaining to equal the 1959 output of 93.

While over-all introductions are running behind last year's level, some types have showed gains.

Running well ahead of the 1959 level are the five-ball pin and the upright game categories. In-line pin introductions show an increase.

Shuffles Behind

But far behind last year's level are the shuffle bowler, baseball, gun, kiddie ride and novelty game categories.

Ball bowlers showed a sharp drop-off early in the year, but are now gradually pulling even with last year.

The different categories stack up as follows: Five-balls, 18 introduced to date, compared to a total 21 for all of last year. Ten uprights have bowed to date, compared to a smaller total for last year's 12 months.

Three in-line pins have appeared compared to just two all last year.

Shuffle bowlers show the biggest decrease, dropping from an even dozen in 1959 to just half that many in 1960 to date. Ball bowlers (only two were bowed in 1960's first six months) have shown a late-in-the-year resurgence, totaling six to date, compared to 1959's total of nine.

Baseball games, traditionally a springtime product, were cut in half this year. Two were bowed compared to four last year.

Fewer Guns

Seven gun games (not counting those using bounding balls) were introduced in 1959, but just four have appeared in 1960. Two of the bounding ball-type guns have appeared this year, while a greater number were introduced last year.

Kiddie rides have shown a major drop-off, sliding from an average total of nine last year to just two new models in 1960. Some re-vamping of older models was made by small manufacturers, however,

and one of the new models includes a special set-up.

Some "new type" machines have appeared this year. Among them are the 1960 version of the one-ball pin game. Four of these models were bowed in this year's first half, but none have come along in the second period. Another new type is the "upright-pinball," a game with a vertical playfield and small discs which are shot thru score channels by a plunger. Two of these games have appeared this year.

Pool Models

Pool game introduction has dropped off with only a few new models bowed. Just two other machines have bowed this year, a horseshoe machine and a combination baseball-shuffle puck game.

Noticeably lacking are Arcade games and brand new ideas in the coin game field. In other years the crop of "novelty" machines accounted for up to 40 per cent of the annual total. The drop-off in this category indicates a lag in manufacturers' efforts to come up with solid new attractions for all types of locations.

Gottlieb Bows Kewpie Doll, Single-Player



KEWPIE DOLL

CHICAGO — Kewpie Doll, a new single-player five-ball pin game with an amusement park shooting gallery flavor, was shipped to distributors by D. Gottlieb & Company last week.

Five ducks and five rabbits are illuminated on the backglass as part of a shooting gallery backdrop. Kewpie doll figures light up on the glass as scores are made.

Hitting all targets on the playfield lights one kewpie doll and re-lights the targets, with a special score made for lighting four or more of the dolls.

Lighting the dolls also lights up ball holes on the playfield for "super specials." A ball going out spots up to five targets.

Rabbits or ducks are spotted when the ball contacts side roll-overs.

The game has a "score to beat" panel, match play feature, and two high-powered ball flippers. The coin box has a locking cover.

Sell Location Owners to Build Juke Revenue Is Colo. Pair's Philosophy

By BOB LATIMER

DENVER — Size alone is no guarantee for the success of a phonograph route, according to Sam and Dan Keyes, operators of Apollo Music Company here.

The Keyes brothers have 76 locations, which are valued at better than \$150,000. They have no intention of adding more. Both brothers agree that there is a line of demarcation where an oversize phonograph route begins to break away from the controllable level, and where profit returns seem to be slanted for the most part for Uncle Sam via the income tax route.

There is a wealth of experience in the Keyes brothers' team, stemming from the long service which Sam Keyes put in at San Francisco,

Oakland and the Pacific Northwest, and later in Phoenix, Ariz., before moving to Denver.

Sales

A salesman at one time or another for all of the top manufacturing names in the coin machine industry, Sam Keyes is not only an expert mechanic, but a practicing psychologist, a well-qualified analyst where route profit potential is concerned, and a gregarious person who likes to know everyone of his location owners just as well as possible.

Don Keyes, equally affable, has spent much less time in the coin machine industry, but has such a knack for mixing with location owners and their customers, and determining their music tastes that he does 90 per cent of the programming for the entire organization.

When the Keyes brothers came to Denver several years ago, after running a small route in Phoenix, both realized that the city of Denver was due for a tremendous expansion, which meant a lot of new locations to be opened up. For a time, after purchasing the then-small Apollo Music Company which was only doing around \$150 a week, the brothers operated from a Denver distributor's showroom as a temporary headquarters.

HEY, MORRIS— TOKYO CALLING

CLEVELAND — Morris Gisser, head of Cleveland Coin Machine Company, thought he'd play along with the gag when a telephone operator told him he had a long distance call from Tokyo, Japan. The voice of the caller came over so clearly he was convinced he was being suckered by a con of his. But when he was asked for a shipment of 200 machines to leave on the Japanese boat from Cleveland and the Great Lakes on the week-end, Gisser was stunned. He did recover in time to confirm the order.

Eventually, they bought what had been an old bakery in the downtown Denver area, and converted it into office, showroom and shop.

Contrary to the old proverb that every business starts small, the Keyes brothers began going after big locations from the beginning. They landed brand-new hotels, restaurants, bars and cocktail lounges as they opened. Both brothers went out glad-handing

(Continued on page 88)

Pa. Operators Plan '61 State Conclave

By GEORGE METZGER

HARRISBURG, Pa. — More than 80 persons attended the monthly meeting of the Amusement Machine Operators' Association of Pennsylvania at the Penn Harris Hotel here October 13.

Leon Taksen, manager of the group, said it was the largest crowd that has ever attended a meeting of the association.

The main order of business was laying plans for this the second year of the organization which has now grown to a membership of more than 300 operators and distributors in all parts of the Keystone State.

PR Program

One of the things resolved was to expand the public relations program this year. Just what will be done, however, was not spelled out.

And, as is the case, whenever operators meet, they thrashed out common business problems.

The item that stirred the biggest interest, tho, was the announcement that the Pennsylvania AMOA will start holding its own State convention next year.

"We are hoping to have a three-day meeting at this hotel sometime next September," Taksen told the gathering.

He said later that the reason for putting it off until next year was the fact that it will take so much

planning. "Especially since it is our first one and we will be new at it," he explained.

The manager said that the annual election of officers will be held at the annual convention starting next year. Until that time, he announced, all officers from last year (the first) will stay in office this year. Felix Kadel is president of the group.

In addition to election of officers, Taksen said, there will probably be a dinner one of the nights and entertainment in addition to the discussion of business problems. He said it would not be a showing. There will be features for wives, too.

Taksen said there would be more concerning the convention at a later date.

He said more and more operators and distributors are joining the group all the time.

"I guess a lot of people wanted to see how well our association did before joining," Taksen explained, "and now that they see what a good job we are doing they want to join. All are welcome. The Pennsylvania AMOA is moving ahead all the time."

Taksen said the State group will meet the first Wednesday of every month at the Penn Harris Hotel at 6 p.m. for a dinner-meeting. New members are welcome.

Committee Formed For Game Tourney

NEW YORK—A private meeting was held here this week involving a six-man operator committee in connection with the recently proposed Champion of Tournaments coin bowling contest. The idea was originally set forth by Harry Berger, of West Side Distributing, several months ago, and this week's meeting was chaired by Berger.

The formation of a committee to make the final plans for the contest arose out of another meeting last week, at which Berger outlined details of the plan, named the P. Ballantine Brewing Company as sponsor of the contest, revealed plans for TV coverage of the city-wide finals and noted that Madison Square Garden has been engaged as the site of the finals, next February 6.

The committee management idea was advanced at last week's meeting, when some operators objected to the idea of a single individual having sole charge of the not inconsiderable revenue to be expected when ops are contributing

\$5 per game per week. Since 2,000 machines are viewed as a minimum required to get things rolling, a minimum of \$10,000 a week will be flowing into the till. At the committee meeting, Berger agreed to the idea of holding initial funds in a trust operated by a neutral party until the contest is rolling well enough to insure that it will run its full 13-week course.

Approval of the plan by the State Liquor Authority is a prerequisite to getting things moving, and this is expected momentarily by Berger. Last week he described SLA approval as "merely a matter of form."

Present at this week's committee session in addition to Berger, were Teddy Blatt, Harold Kaufman, Irv Holzman, and Carl Pavesi and Harold Rosenberg, both of the Westchester Operators' Guild. As proxy of the Westchester group, Pavesi invited Berger to attend a board meeting of the association next week in White Plains to explain all the details of the contest plan.

Davis Distributing Gives Pitch To N. Y. State Location Owners

By REN GREVATT

BINGHAMTON, N. Y.—How a juke box distributor can sell a strong institutional message to its ultimate consumer, the location owner, was amply demonstrated here Monday (17) when Davis Distributing Corporation, New York State Seeburg distributor, was host at a cocktail party and dinner for the annual convention of the State Restaurant Liquor Dealers Association of New York, Inc.

More than 500 restaurant and tavern operators and wives gathered at the Hotel Arlington here for the three-day clambake, which got under way Sunday (16). The Davis affair on Monday evening served as a colorful climax to the get-together.

The Davis participation was blueprinted by Ted Kisil, public relations director of the firm. Kisil, who was taken ill just prior to the affair, was unable to attend. Representing Davis in his stead was Sid Gordon, who recently moved to the Syracuse Davis layout from the Albany branch. Also present were Bill Prutting, Eastern division manager for Seeburg, and G. Lee Trimm, regional supervisor for Broadcast Music Inc., operating out of Syracuse.

Pitch for 33's

Prior to the dinner and entertainment portion of the evening, Gordon and Prutting were busy in their suite in the Arlington Hotel headquarters telling the story of Seeburg and the 33 r.p.m. stereo single record, which all new Seeburg models are equipped to play. Also strongly pitched was the Seeburg "Artist of the Week" promotion program. A number of the 33 r.p.m. single records were distributed.

The Davis theme, "From Tinfoil to Stereo," recently employed by Davis as the theme for its historic exhibit of old juke box equipment at the New York State Fair, was again carried out at the banquet,



A GROUP OF OFFICIALS of the State Restaurant Liquor Dealers Association of New York pictured during the group's annual convention last week at Hotel Arlington, Binghamton, N. Y. Among those pictured are Tony Visciglio, past prexy, and Tony Clifford, prexy (first and second from left in front row), and Lee Trimm, regional supervisor of Broadcast Music, Inc., and Sid Gordon, representing Davis Distributing Corporation (second and third from left in rear row).

in the form of a huge banner strung across the top of the stage.

Following the dinner a group of entertainers lined up by Kisil took over the stage. A featured part of the program was thrush Shay Dennis, who performed a number of familiar tunes for the large gathering.

Following the enthusiastic reception given the entertainment, Tony Visciglio, a past prexy and current board member of the association, gave a rousing vote of thanks to the Davis firm for its participation and entertainment. Visciglio paid a high tribute to the absent Ted Kisil, who arranged the program, and suggested that blood donors in the Syracuse area earmark their donations for Kisil.

The Davis activity at the restaurant owners' gathering recalled similar participation by other suppliers of equipment at a trade show sponsored last year in New York City by Beverage Retailers Weekly, a trade publication in that

field. Here again, suppliers carried the equipment message, and a story of how juke and games can mean more business, directly home to the location owners.

As in the case of the beverage trade show, most tradesters indicated that only good can accrue from the distributor's direct contact with the location owner—in this case the restaurant and tavern man—despite the fact that a few

Taran Shows New Rock-Ola

MIAMI — Taran Distributing Company hosted operators and guests from thruout Florida to a showing of the new Rock-Ola line last week. The open house combined business with a liberal sprinkling of social activity. Food and drinks were served.

Among those present were Leslie Rushing, Rushing Music Co., Tampa; Burt Kahn, Sujay Vending Co., Marathon; Eddie Leopold, Mellow Music Company, Miami; Eloise Mangone, All Coin Vending, Miami; Mr. and Mrs. Ed Mercer, Orange Blossom Amusement Co., Homestead; Mr. and Mrs. Sol Tabb, M&M Service; Mr. and Mrs. Lucky Sklonick, Lucky Amusement Co.; servicemen Mannie and Dick Daddis, Miami.

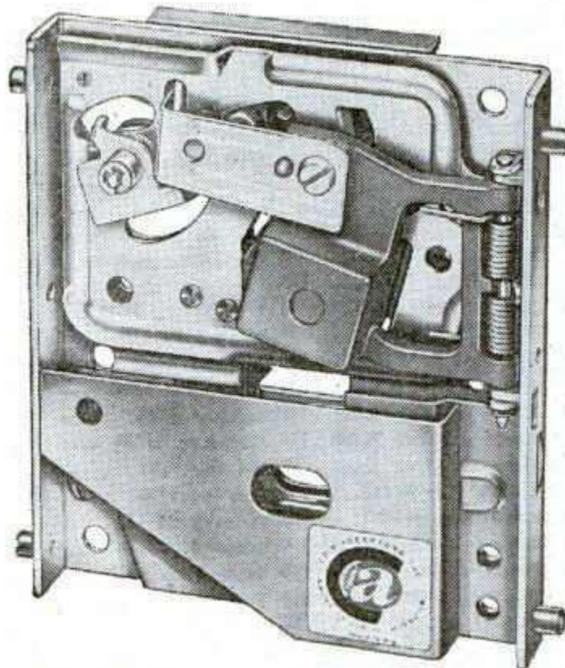
Also Mr. and Mrs. Paul Pincus, Whitey's Amusement Co., Miami Beach; X. Y. Zeverly, Mr. and Mrs. Mac Reiser, Radio Center Music Co.; Leon Markowitz, Noel Vending Co., Miami; E. R. (Red) Smith, Ft. Meade; Lennie Baitler, business manager of AMOA; Hughie Higgs, Mangone & Mangone, Miami; Sheppard Key, Bon Ton Amusement Co., Nassau, Bahamas; Mr. and Mrs. Harry Zimand, Acme Amusement Co., Miami Beach, and Arnold Rogan, Rogan Music Co., Miami.

operators take the view that the distributor should deal only with operators while the latter maintain the sole contact with the location.

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- FIRST ACCEPTANCE BY MAJOR MANUFACTURERS

Coin Acceptors, Inc., is fast becoming another major source of supply and service for a complete line of coin handling equipment. Service facilities are now in operation in St. Louis and in branch offices in New York, Chicago, Philadelphia, Los Angeles and Houston. More branches coming soon.

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NEW SOURCE

Where Are Pennies? Ops in Cleveland Look to Heaven

CLEVELAND — Looking for those pennies from heaven, as suggested in a popular song, are cigarette vending machine operators here. After exhausting all other sources of supply, heaven is the only place left.

Simply, Greater Cleveland is hard-up for pennies.

"Those little copper coins will soon be worth their weight in gold," said one operator, with hardly a penny to his name.

Cigarettes

Things are so bad that nearly all vending machine operators will put just 1 cent change in a pack of cigarettes instead of 2 cents by the end of this week.

"Beginning this week we are putting 1 cent in a pack of smokes because we just can't get enough pennies," said Pat Romeo, office manager at Buckeye Cigarette Service Company.

Irving Cole, vice-president at Consumer Cigarette Service Company, reports, "We used to get \$1,500 worth of pennies each week

from the banks. They have cut down our allotment to \$350 a week and the future doesn't look any better.

Choices

"We have two choices," Cole added. "It's cut down to 1 cent now or continue as we are for a few more weeks and then vend cigarettes with no change."

The Denver mint is working overtime, according to Charles E. Crawford, assistant cashier of the Federal Reserve Bank here. "But still we can't catch up on the pennies," said Crawford.

He said that in the next week the bank expected another shipment of 30 tons of pennies. This load will not be enough, however.

300 Tons

"Last year we paid out 300 tons more in pennies than we took in," Crawford added. "That's about \$860,000 worth."

Most observers blame hoarding, others just don't know where all the pennies are rolling to. Whatever the reason the Federal Reserve Bank here some days winds up its activities with only \$75 in pennies in its huge penny vault. And that is practically no pennies at all.

Paul Yellin, office manager of the Ace Cigarette Company said, "We can't get the cents from the bank. I know people are going to complain, but what can we do?" Nobody told him.

ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMT

Table listing music machines with model numbers and prices, including D-40, D-80, E-40, E-80, F-120, F-80, G-80, G-120, G-200, H-200, H-120, H-100, H-200M, I-200, I-200, I-120, I-100, I-200M, J-200, J-120, J-100M, J-200M, J-120, J-100M, J-200M, J-120, J-100M, J-200M.

ROCK-OLA

Table listing Rock-Ola machines with model numbers and prices, including 1438, 1448, 1454, 1455D, 1455S, 1458, 1463, 1468, 1468 Stereo, 1475, 1475 Stereo.

SEEBURG

Table listing Seeburg machines with model numbers and prices, including M100B, M100C, 100W, HF100G, HF100H, V200, 100J, K200, L100, 201, 181, 101, 220, 200S, 200SR, 222, 222DH, 222DHR.

WURLITZER

Table listing Wurlitzer machines with model numbers and prices, including 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2000.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling and shuffle machines with model numbers and prices, including ABC Super-Deluxe, ABC Bowling Lanes, ABC Bowler, ABC Champion, ABC Tournament, All-Star Deluxe, All-Star Bowler, Bally Shuffle, Bally Speed Bowler, Blue Ribbon, Club Bowler, Challenger, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jumbo Bowler, King Pin Bowler, Lucky Alley, Lucky Shuffle, Monarch, Pan American, Star Shuffle, Strike-Bowler, Super Bowler, Trophy.

CHICAGO COIN

Table listing Chicago Coin machines with model numbers and prices, including All Star Team Bowler, Binker, Bonus Score, Bowl Master, Bowling Team, Bull's-Eye Bowler, Championship, Bowling League, Criss Cross Target, Double Feature, Hollywood, King Bowler, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two-Player, Score-A-Line, Shuffle Explorer, Skee Roll, Star Rocket, Tournament Ski Bowl, Triple Strike, TV Bowling League, Twin Bowler.

UNITED

Table listing United machines with model numbers and prices, including Advance, Atlas Shuffle Alley, Bonus Bowling Alley, Bowling Alley, Build-Up.

CAPITOL SHUFFLE ALLEY

Table listing Capitol Shuffle Alley machines with model numbers and prices, including 2100, 2150, 2250, 2204, 2200, Deluxe Flash, Deluxe Shooting Star, Dual Shuffle, Duplex, Eagle Shuffle Alley, Flash, 4 Way, Handicap, Handicap 9/58, Hi-Score, Jumbo Bowling Alley, Jupiter Shuffle Alley, League Alley, Lightning, Midway Bowling Alley, Niagara, Playtime, Pixie Bowler, Regulation, Royal Bowling Alley, Select Play, Shooting Star, Simplex, Six-Star, Super Bonus, Team-Mate, 3-Way, Top Notch, Venus, Zenith.

PINBALLS

BALLY

Table listing Bally pinball machines with model numbers and prices, including Balls-A-Poppin, Ballerina, Bally U.S.A., Beach Beauty, Beach Time, Big Show, Broadway, Carnival, Carnival-Queen, Circus, County Fair, Crosswords, Double Header, Fun-Way, Gay Time, Gayety, Key West, Lotta Fun, Miami Beach, Miss America, Night Club, Parade, Show-Time, Sun Valley, Sea Island.

UNITED

Table listing United pinball machines with model numbers and prices, including Brazil, Caravan, South Seas, Stardust, Manhattan, Monaco, Playtime, Pixies, Starlet, Triple Play, Tropicana.

WILLIAMS

Table listing Williams pinball machines with model numbers and prices, including Arrow Head, Casino, 2 Circus Wagon, Club House, Crossword, Cue Ball, 2 Fiesta, 4-Star, 4 Fun House, 4 Gay Paree, Golden Bells, Gusher, Hi-Hand, Ho! Diggity, Kings, Jig Saw, 2 Naples, Perky, Peter Pan, 2 Piccadilly, 4 Race-the-Clock.

CRISS CROSS

Table listing Criss Cross machines with model numbers and prices, including 3/58, 5/58, 4/55, 10/58, 7/57, 6/59, 8/58, 11/59, 5/58, 6/59, 11/59, 4/59, 5/55, 12/59, 11/59, 4/57, 11/55, 8/58, 6/58, 3/59, 12/56, 10/56, 5/58, 7/58, 11/55, 4/59, 11/57, 9/55, 12/59, 2/59, 9/58, 4/58, 2/58, 8/59, 1/55, 9/58, 4/58, 9/57, 8/59, 1/55, 10/59, 2/58, 9/55, 8/57.

ARCADIE & NOVELTIES

Table listing Arcade & Novelties machines with model numbers and prices, including All-Star Baseball, Aqua Duck, Auto Photo Model, Auto Test, Auto Test Turnpike, Bally Targets, Balloonat, Bang-O-Rama, Bat-A-Score, Batter Up, Batting Practice, Big Inning, Big League, Big League Baseball, Big Top, Bina-O-Reno, Burp Gun, Bull's-Eye, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Crossfire, Dale Pom Pom, Davy Crockett, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Rifle Gallery, Rock 'n' Roll, Regatta, Rocket, Satellite, Sea Wolf, 2 Shamrock, Smoke Signal, Soccer Kick-Off, Spot Pool, Starfire, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Tic-Tac-Toe, Tim-Buc-Tu, Top Hat, Turf Champ, Wonderland.

DELUXE VANGUARD

Table listing Deluxe Vanguard machines with model numbers and prices, including (Wms.) 10/58, Derby Roll, Deuces Wild, Dodge City, Drivemobile, 5th Inning, Horoscope Fortune, Golf Champ, Grandma Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hydro Duck, Jet Fighter, Joker Ball, Jolly Joker, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jr. Auto-Test, Kaye Hockey, King of Swat, Kiss-O-Meter, League Leader, Major League, Model 500 Shooting Gallery, Monkey Climb, Moon-Raider, Motorama, Pan-O-Rama, Peep Barrels, Peppy the Clown, Pinch Hitter, Photomatic, Pirate Gun, Playland Rifle Gallery, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock 'n' Roll.

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SAFARI

Table listing Safari machines with model numbers and prices, including (Wms.) 1/55, St. Christopher, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hydro Duck, Jet Fighter, Joker Ball, Jolly Joker, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jr. Auto-Test, Kaye Hockey, King of Swat, Kiss-O-Meter, League Leader, Major League, Model 500 Shooting Gallery, Monkey Climb, Moon-Raider, Motorama, Pan-O-Rama, Peep Barrels, Peppy the Clown, Pinch Hitter, Photomatic, Pirate Gun, Playland Rifle Gallery, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock 'n' Roll, Regatta, Rocket, Satellite, Sea Wolf, 2 Shamrock, Smoke Signal, Soccer Kick-Off, Spot Pool, Starfire, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Tic-Tac-Toe, Tim-Buc-Tu, Top Hat, Turf Champ, Wonderland.

European News Briefs

Danish Court Hits Payout Units

COPENHAGEN—A Danish district court has ruled payout machines "a device for gaming and not amusement," thus reversing a lower court decision holding payouts to be intended "primarily for amusement." On the strength of the lower court's decision, Danish operators had placed big orders for payout machines in West Germany and elsewhere. There has even been speculation that the local court's decision might be expanded to include American fruit machines. Now the district court's ruling has knocked these plans into a cocked hat. The case in question involves primarily excursion steamers plying between Denmark and Sweden. Along with juke boxes and vending machines, the excursion steamers have a number of coin games and payouts. Similar-type payouts are in general use in Denmark at fairs and in amusement parks. Police, however, decided that the payouts constituted gambling and they arrested three persons on an excursion steamer, charging them with operating a gambling device. The case was brought before a Copenhagen local court. The judge quashed the case, freed the defendants and ordered the confiscated machines returned. But the higher court reversed this ruling. The owner of the equipment was fined \$320, the owner of the steamer \$140, and the attendant \$35. Industry groups plan further litigation, however, contending that various points of law involved in the payout decision require clarification.

Hearings Open in Fraud Case

COLOGNE, Germany—The Cologne criminal court has opened hearings in the case of Gustav Husemann, 58, former Wurlitzer general importer for West Germany. Husemann is accused of 77 counts of fraud involving a total amounting to several million marks. The exact figure has not been fixed but the State prosecutor claims it may reach \$1 million. Husemann, at one time a principal figure in the West German coin machine boom, surrendered the Wurlitzer agency several years ago and entered bankruptcy. He is one of the German coin machine pioneers. Born in Baden-Baden, Husemann founded a gambling machine factory in 1930. After the war he represented a Hamburg payout machine firm.

Trade Exhibits at French Fair

PARIS—French coin machine manufacturers and distributors have turned out in force for the International Hotel equipment fair from October 13 to 24. But the fair in the Exhibition Hall, at the Porte de Versailles, is almost exclusively a French affair. The lone European exhibitor is Nova of Hamburg. The fair is a testimonial to 1) the determination of the French coin machine industry to fight to preserve its protected position in the domestic market; and 2) to the impressive progress made by French manufacturers in designing new equipment comparing favorably with the best available on the Continent. French exhibitors include: Sodima and Socodimex, both of Paris; Marchant, Levallois Perret (Seine); Palais des Jeux, Paris; Adico, Paris; Electro Kicker, Doubs; Le Soccer, Lyon.

Eltec Names British Distributor

LONDON—The Eltec Music Machine Manufacturing Company of West Berlin has appointed Anglia-Matics, Ltd., its sole distributor for the United Kingdom. Anglia-Matics, of Newmarket, will handle Eltec sales and service. Eltec represents a new trend in West German juke box production, compact console or wall models which are rugged and inexpensive, and hence not in competition with the large, de luxe American boxes. Anglia-Matics will push the Eltec-Contina F-100, which has stereophonic sound thru two speakers and a 17-watt hi-fi stereophonic amplifier. The F-100 carries a one-year guarantee and free comprehensive insurance together with after-sale service. The coin mechanism is adjustable to all requirements.

Disk Vender Seeks New Sales

FRANKFURT—The American phonograph record vending machine, "Top Tunes," is being marketed in West Germany by the West German subsidiary of the Bechhofer Company of New York. The "Top Tune" automat dispenses the 20 current top tunes in 45 singles. Bechhofer's German subsidiary intends to produce the machine in this country for sale in the European Common Market. It is being introduced at a time when West Germany is plunging into the construction of American-type supermarkets and when German merchandising procedures are being overhauled to stress mass volume with minimum labor. Disk sales have been dipping in West Germany, particularly the sale of 45 singles. The solution, German platter pundits postulate, is automation of the singles sales trade.

W. Harting Firm Marks 15th Year

HAMBURG—Wilhelm Harting and his 850 employees of the firm of the same name are observing the 15th anniversary of its founding. The war had been over only a few months when Harting established, the Hamburg suburb of Espelkamp-Mittwald, a factory producing household appliances. Harting has expanded since then into radio and music box components, into full-scale music-box and vending machine manufacture, and into the production of complete X-ray units. Harting has just marketed a new electric cigarette vending machine designed as a prestige piece for restaurants and bars.

Colo. Ops Air Gaming Tax

DENVER—A recent meeting of the Colorado Music Merchants Inc., was held to hear the association's legal counsel, Lester Gross report on the game tax situation.

Over the past year, Gross and his aids have located about 100 examples of machines on which a \$250 gaming tax has been assessed by the Internal Revenue Department, and have selected several of these as possible test cases for court adjudication.

Claims for tax refunds have been filed, some of the claims six months old or more. But, according to Gross, IRS has shown no response.

Modify Machines

Among the cases expected to go to court are those on which a gaming tax was assessed even tho the machines had been stripped of gambling features. Gross said these cases were well documented.

The attorney said he felt that in many cases the attachment of the \$250 gambling tax was largely an interpretation problem for IRS agents in deciding which machines were "gaming" and which "amusement."

Gross said that a constant program of demanding clarification and presenting cases for trial has saved association members large amounts of money.

N. Y. Op Dinner Locale Shifts

NEW YORK — Locale of the forthcoming 23d annual Banquet and Show of the Music Operators of New York has been changed from the Hotel Commodore Grand Ballroom to the Riviera Terrace, 1686 Broadway, at 53d Street.

The change, according to MONY prexy, Al Denver, was brought about because of a dinner for Democratic Presidential Nominee, Sen. John Kennedy, to be held on the same evening in the Commodore grand ballroom. The hotel authorities offered other facilities but the MONY management elected to use the handsome and newly refurbished Riviera layout instead. New tickets are now going out to those who received earlier tickets designating the Commodore.

Reports indicate brisk ticket activity, with table seating arrangement now being made up. Those who have not yet returned their ticket orders are urged to do so at once.

Burmese Firm To Up Imports

RANGOON, Burma — Jamal Cinema & Trading Company here has been dissolved by E. M. Jamal, owner, and a new import firm set up. The new company, New Asian Enterprises, will concentrate on coin machine imports and operations. Jamal hopes to be the first to operate an amusement Arcade in Rangoon.

Skill Derby

• Continued from page 78

nel in five which is his objective.

Racing action occurs on a realistic track above the playfield. Miniature three-dimensional jockey-mounted horses are visible thru the dome that tops off the cabinet. When one horse arrives at the finish line the game is ended.

If the player's selection wins, the player receives replays indicated, ranging from 2 to 20. The number depends on a mystery flash indicator which changes from game to game. An optional horse-shoe light permits other play stimulation.

The game is available in two models—replay and non-replay—and offers the operator the choice of dime or nickel play.

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Sea Island	365.00	Show Time	75.00
County Fair	545.00	Big Show	65.00
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Cypress Gardens ..	155.00	Carnival Queen ...	255.00
Miss America	110.00		

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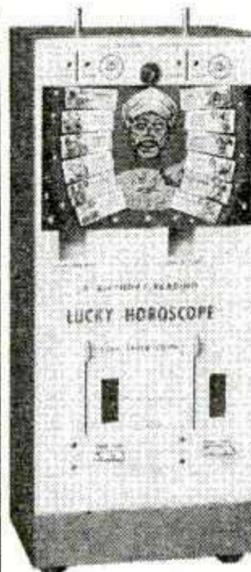
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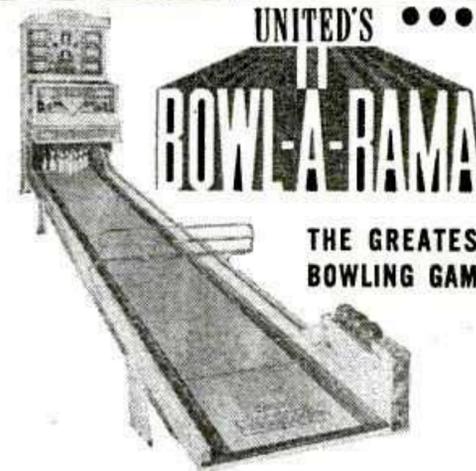
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Lehigh, 12 col. 145
Mercury, 11 col. 175

CANDY VENDORS
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U-Select-It, 72 sel. 69
Shipman, 6 col. 95
DuGrenier, 8 col. 195
Rowe, 8 col. 110

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Midwest

MILWAUKEE MENTIONS

Herb Wagner, G. & W. Novelty Company, South Milwaukee, was the recipient of congratulations last week on his marriage. He has been a widower for a number of years. . . . Harry Jacobs Jr., United, Inc., on the committee for planning the Fifth Annual Milwaukee Recorded Music Industry Party, held October 5, received a golf trophy at the event. He won top prize at the industry golf outing last summer. Also receiving a golf trophy was Ken Kulow, Kendou, Inc. . . . Music receipts are down, according to Harry Cisler, Cisler Music. He expects both music and game action to swing upward in the months ahead, however. . . . A double celebration occurred last week when Mr. and Mrs. Sam Hastings marked their 38th anniversary in conjunction with their son Jack's 30th birthday. Fifteen members of the Hastings clan gathered at the Blue Dahlia to celebrate. . . . Newest pride of Clarence Smith, Milwaukee Amusement Company, is a 20-foot Cabin Craft boat that sleeps eight. . . . Herman Paster and Allen Nilva were recent visitors from the Twin Cities headquarters of the Paster Distributing Company. According to Sam Cooper, hottest thing in the Paster game department is the new United Bowl-A-Rama. Good reactions are also stemming from the new Continental and Lyric models of AMI. . . . Taking off for the last Northern Wisconsin fishing trip of the season was this trio: Ken Kulow, Kendou, Inc.; Sam Hastings, Hastings Distributing Company, and Nick Dacquisto. . . . Disk shoppers at the Radio Doctors one-stop, according to Stu Glassman, included local buyers Pat Savasta, Kendou, Inc., and Ollie Hanson, Hastings Distributing Company, and up-Staters Frank and Ruth Sawejka, Beaver Dam, and Levi Yarborough, Automatic Sales, New Lisbon. . . . Carol Jacobs, who spent last summer working in the United, Inc., front office helping out her dad, has enrolled as a freshman at Carroll College.



Harry Jacobs Jr.



Ken Kulow

The October meeting of the Milwaukee Coin Machine Operators' Association drew a good turnout, according to proxy Sam Hastings, Hastings Distributing Company. "No word as yet from the Internal Revenue Department on the legality of "Milwaukee style pinballs," he says. . . . Sam Cooper, United, Inc., reports a fine reaction from operators on the United Bowl-A-Rama. The long alley featuring new-type pinsetting, he says, is making a hit with operators from all over the State.

Mr. and Mrs. Laz Glassman, Radio Doctors one-stopper, are vacationing in New York City. . . . Reports from local operators just back from North Woods fishing excursions are agreed: The weather was beautiful, but the fishing was bad.

Ed Gronowski, Red's Novelty Company, also back from an angling excursion, reports: "The lakes are all fished out." . . . Woody Johnson, United, Inc., general manager for the past six years, has resigned his post. He is moving to Tucson, Ariz., to take a job with Canyon States Distributing, the Wurlitzer distributor there. No replacement has been named for him as yet, according to United, Inc., boss, Harry Jacobs Jr. . . . Joe Hillar, no longer with Ray's Amusement Company, is back to free lancing as a service and repair man for local coin firms.

DETROIT DOINGS

Leonard A. Mier, who has operated a small juke box route for about a year, has registered his business formally under the name of Molly O. Music, continuing it as a part-time operation in addition to his employment with a local factory. Mier had experience in the coin machine field a number of years ago when he worked for Keller Vending, a bulk vending firm, operating peanut and similar machines.

Joseph C. Perry, newcomer to the music field, has bought a portion of the large Trio Vending route from Gordon Fruitman and Aaron Katzman, and is establishing his own juke box route as the J. Perry Music Company, in the northwest section. His wife, Lucille A. Perry, is a partner in the business. This is a new firm, having no connection with the old Perry Music Company juke box route operated by Joseph P. Harris and Louis Berman.

ST. LOUIS LIMELIGHT

Karel Johnson, Wurlitzer representative, was in St. Louis conducting a week-long service school for operators at the Brandt Distributing Company. Johnson worked with two or three operators daily during the week of September 28 thru October 1.

Peter Brandt, company president, said the service school works out better with a few men at a time rather than having a large class of operators. About 25 men, all heads of various music machine companies, attended the school sessions. Brandt reports that the music field in the St. Louis area is "going right along."

The Gottlieb two-player Melody Lane game is in big demand here, Ben Axelrod, of Morris Novelty Company, said. The greatest trouble, he said, is getting shipments. "The games are sold before they arrive," he said. . . . Axelrod said there has been a lot of activity in the games field since Labor Day. "Operators are starting to buy," he related. The telephone business is good and games are sold as fast as the company gets them, Axelrod added.

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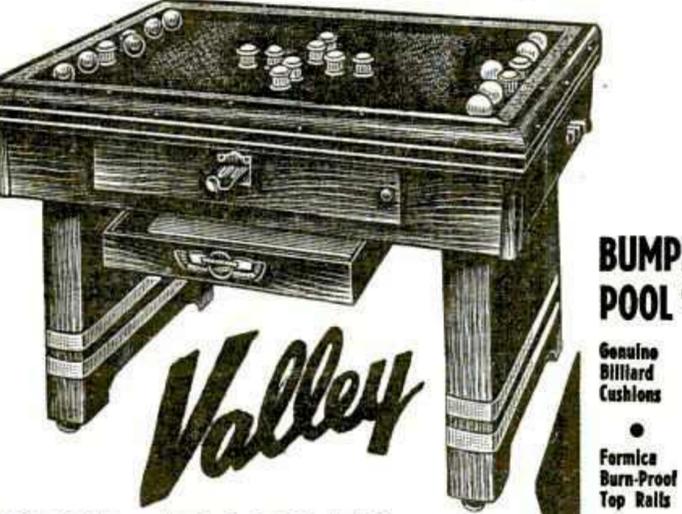
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Recent visitors at the Morris Novelty Company were operators **Bill Hollenbeck**, of Cape Girardeau, Mo., and **Howard Parker**, of Du Quoin, Ill. . . A business pick-up also was reported by **Jack Gorelick**, of the J. Rosenfeld Company. "Things are beginning to look brighter, and after we find out who is going to be in the White House, they will be even brighter," said Gorelick.

William Geiger, of Amusement Supply Company in East St. Louis, Ill., said business was slow on the East Side. He said **Ralph (Johnny) Wilkins**, a mechanic, has joined his company, replacing **Norman Dunn**. Dunn left Amusement Supply to take a job with another firm. Wilkins has had 21 years of experience as a mechanic. He is married and has five children.

Mr. and Mrs. Geiger were scheduled to make their annual trip to Champaign, Ill., on October 8 with friends in their hometown, Du Quoin, Ill. Each year they attend a home game of the Fighting Illini, of the University of Illinois. This year they will be rooting for an Illini victory over Ohio State University. The Geigers and their party were scheduled to leave for Champaign the Friday evening before the game, stay overnight at Mattoon, Ill., and resume their trip the next day.

John Hicks

CLEVELAND CAPERS

Irving Cole, vice-president of Buckeye Cigarette Service Company, issued a report stating that collections were down 2 per cent for the firm in the fiscal year ending September 30. . . **Edward J. Curry**, boss of Edward J. Curry Music Company, says that collections are down about 20 per cent.

Off for a couple of weeks vacation in New York is **J. B. Music Company's Joseph Soloman**. . . **George George**, head of Monroe Coin Machine Exchange Company, has announced the purchase of two small routes.

Thomas W. Miller, Associated Enterprise chief, has been taking things easy recently. He was building up strength for an operation he was to undergo. . . **Allan Kleinman**, president of Advance Music Company, says sales are running along the same path that last year's volume took.

Bowlers and target guns are hot items for **Excel Phonograph Company**, reports **Hyman Silverstein**, president. . . **Coleman Crew**, routeman for Kenney's Amusement Company, is back on the job after two weeks vacation. . . Also back after two weeks of baiting fish in Canada is **Carolyn Ickes**, office manager for Advance Music Company.

Bob Sudyk

West

LOS ANGELES ANGLES

The many Los Angeles area friends of **Percy Barnes** will be saddened to learn of his death. In bad health for some time while his wife, **Etta**, operated the music route, he died of a heart attack following a robbery in his home in La Puente. Four youths are reported to have entered the home and escaped with nearly \$150 in wrapped coins after holding the couple at gunpoint. . . **Bill Clark**, Seeburg vice-president and comptroller, with **Bill Luther** and **Ralph Cragan** of the Seeburg Distributing Company here, visited San Diego and that area on a business trip. . . **Raymond Mojica**, of Bakersfield, was in town on a buying trip.

Britt Adelman, of Paul A. Laymon, Inc., is entertaining her mother, **Mrs. Gustafson**, who is visiting here from Sweden. They have been busy visiting shows, Disneyland and Las Vegas. . . **Walter Cook** is having shakedown runs with his new camper in preparation for a trip to Alaska next summer. He and **Mrs. Cook** will follow the Alcan Highway to Anchorage to spend a while with their daughter, who is married to a petroleum geologist stationed there. . . **Jack Leonard**, of Badger Sales Company parts department, is back on the job following a vacation.

Dave and Philip Gaunt, twin sons of the **Fred Gaunts**, are visiting their aunt, **Mrs. Walter Gaunt**, in 29 Palms. They are both interested in music and making marks for themselves in this field. . . **Pete Shupp** is hunting in the Bishop area. . . **Charles Gauger** and wife were in town from Ventura. . . **Herman Stauffaker** and his partner, **Jim Palamari**, were here for equipment and supplies for their operation in San Bernardino. . . **Jimmy Carter**, of Elbee Music in Fresno, has his eye on expanding his operation, particularly in music. . . **Orville Kindig** and wife were in town from Long Beach. . . **Don Corey** and **Lindy Lindgren** have formed a partnership operation in Long Beach.



John Ruggiero

Googins, of Seeburg Distributing, are back at their respective desks following the California Automatic Vendors' Association meeting in Fresno.

Sam Abbott

HOUSTON NOTES

Hans Von Reynndt, vice-president, H. A. Franz and Company (Seeburg distributors), just back from a vacation spent visiting his parents and relatives in West Germany. Hans has some informative personal observations relative to coin machine operating in that country for American operators soon as he has them arranged.

Hazel Turner, secretary and treasurer of Coin Machine Sales (longest established coin machine firm in Houston), started her 19th consecutive year as arena secretary of the nationally-famous Texas Prison Rodeo held annually within walls of Texas State Penitentiary at Huntsville. The past several years Miss Turner has served as arena secretary for the Houston Fat Stock Show and Rodeo and is retained in that capacity by other professional rodeos in South Texas.

Bill Williams, owner of Bill Williams Distributing Company
 (Continued on page 84)

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990

Tenn. Operator Finds Market For Over-Produced Hit Disks

By ELTON WHISENHUNT

MEMPHIS — A leader in the coin machine industry here has developed a new enterprise in which he buys over-produced hit records which are months or a year or two old and retails them in packages of five to sell for 99 cents.

It is a new phase of the industry and a number of such operations are springing up over the country, said Parker Henderson, who started it here.

Henderson was for many years general manager of Southern Amusement Company, largest operation in the Mid-South, and resigned several months ago to devote more time to several of his enterprises.

Henderson said his new opera-

tion, named Selecto Hits, Inc., 605 Chelsea, works like this:

A record company has a hit by a major artist. The disk sells two million copies. They overpress in filling orders. A distributor under his contract can return 5 per cent or whatever his contract calls for.

A company may have 50,000 records returned. Henderson buys these hits in large lots of from 50,000 to 100,000 at one time. He didn't want to disclose the price on a lot, on grounds of it being "a trade secret."

Platter Package

He has eight to 10 employees. Some are salesmen out on the road selling. The others are packaging and shipping the records. The platters are packaged five together to sell for 99 cents. They are ad-

vertised as a \$4.90 value, which is what they would have cost new.

"This helps the record business, too," said Parker. "It puts the artists before a lot of people who haven't heard them before. And if they are slipping, it helps them back to popularity."

The box, with 16 packages in it, is sold to the merchant or location owner. Such markets are grocery stores, drug stores, sundry stores, some record stores, dollar stores.

The price it is sold for by Henderson's company is less than the \$15.84 the 16 packages would bring at retail price (he declined to say how much, for fear competition would use the figures against him) so the merchant makes a profit by selling them.

Henderson says his company does not break a box of 16 packages on sales to location owners.

He said he has bought records from several major labels, including the local Sun Record Company, which started Elvis Presley on the road to fortune and international fame. Henderson said the largest number of one hit he has bought is 50,000 records.

Henderson is president of the company and his wife, Kathleen, secretary and treasurer. She works at the office part time. Henderson also operates a music and game route, Automatic Laundry Sales and has oil and zinc mining interests.

'No Change'

Continued from page 75

is extra coin mechanisms. The trouble with the servicing business, according to Resnick, is that you seldom can get a man who can go out and repair the machine if there is something wrong. Usually, it's just a slug stuck in the mechanism, which can be removed, or sometimes a bent coin will put it out of order. Therefore, the serviceman carries an extra mechanism.

Post cards are left with the storekeeper, in case additional servicing is needed, and some location owners will call in for service. Resnick feels, tho, it is still necessary to make periodic checks on these stops.

Veteran

Joseph Resnick, always friendly and cheerful, after almost 10 years in the field, went into the bulk vending business in 1948 as a part-time. In 1952 he merged with

In a year, he had placed enough machines to go into business full-time. In 1952, he merged with Samuel Bell and when Bell died earlier this year Resnick bought out his share.

One of Resnick's major aims in life is to provide college educations for all of his five children. He claims thru hard work, he and his wife, Charlotte, now his partner in Resbee Vending, were fortunate to be able to make a living and could afford to send their three eldest children to college. Daughters, Helene and Betty Ann, are medical technician and language teacher, respectively, and son Donald is a student at Ohio State University. Michael and Janice attend elementary school.

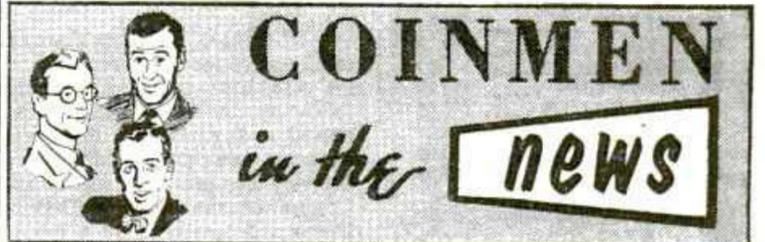
Hobby

Resnick enjoys fishing as a hobby, but couldn't take a vacation this year because he was breaking in a new man, but he hopes to take off next year for a fishing trip to Canada.

A charter member of the newly formed Ohio Vendors Association and a member of the board of directors, Resnick looks to the OVA to help lift the ban on mixtures of charms and gum in Cleveland and other small adjoining communities

which have gone along with the Cleveland legislation.

Resnick cautions newcomers to the field, stating that the bulk vending business takes a lot of hard work and that you usually need about 400 machines to make a living. "Many disillusionments occur when newcomers buy routes with 100 or so machines, expecting to earn a living. After an unsuccessful attempt at the business, they decide to get out and find they can't sell their equipment. Many wind up stuck with their machines and a substantial financial loss besides."



Continued from page 83

South

(Wurlitzer distributor), is a Texas-sized commuter since he signed last month as exclusive Wurlitzer distributor for San Antonio. New concern is under direct management of Dan Perrotta and located at 1415 S. Flores Street, San Antonio.

C. O. Harrington, owner H & H Distributing Company, reported excellent operator reception of the new Bowl-A-Rama bowler, the United product. . . . Local coinman John E. Williams, owner of A.B.C. Music, spent this year's vacation in Monterey, Mexico, and sail fishing at Matoylan on West Coast. Erna N. Wright

FLORIDA BREEZE

Good to see June Ball, Keys Vending Company, Marathon. June reports that tho the late unlamented hurricane Donna hurt the Keys area, she was fortunate in that it could have been much worse. She proudly announced that she had the first coin machine in operation four days after the storm. She also says fishing is as great as ever. Burt Kahn, Sujay Vending Company, is also slowly getting back in action. Burt's biggest problem is getting his machines back in shape.

Simon Wolfe, Wolfe Distributing Company, is private planing down to Key West from Jacksonville. Also in that town to render any help that may be necessary was Bob Weller, Bush International. Bob says business is slowly getting back to normal. . . . Visting Miami the other week was Rudy Key, Bon Ton Vending Company, Nassau, Bahamas. Rudy says business is now almost normal, with everybody looking forward to a banner winter season. Rudy says the hottest record on the machines is Bill Black's "Don't Be Cruel."

Eddie Shaw, who has been in every phase of the phono record business, has now joined the team at Budisco's Miami office. . . . Jack Lipsoner, a recent heart attack victim, looks and feels wonderful, but knows he must take things easy. . . . Morris Marder, M&M Service, visits the office just about every day, tho he knows he shouldn't.

Lucky Skolnick, Lucky Amusement Company, is still looking around for a boat. Lucky lost his in the recent storm and has been wandering around like a lost sheep since. . . . Buddy Kaufman, C&L Amusement Company, is wearing a smile these days. Buddy says collections have shown a slight increase and hopes miserable showings in the coin boxes are a thing of the past.

Red Gurkin, Belle Glade Music Company, Belle Glade, reports that the area in which he operates has had more rain than at any time in his memory. Red says that if the rain continues he will have to trade his chickens for ducks. . . . Jack Wilcox, Seminole Music Company in Okeechobee, says they too have had more than enough rain, but farmers are busy readying for the winter crop. Jack

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BALL BOWLERS (As Is) ... 135.00
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ACT QUICKLY—ORDER TODAY
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PHONE: CENTER 2-2903

when answering ads . . .
SAY YOU SAW IT IN
THE BILLBOARD!

says many extra farm hands are beginning to show up in the lake area.

Ronny Shapiro, routeman for Broward Music Company, is spending lots of time on the phone talking to his girl friend, Bunny. This is not so unusual except that Bunny is in California. . . Glad to hear that Harvey Munn, serviceman for Broward Music Company, expects to leave the hospital and be back on the job. Harvey had several operations. . . Berlin Saunders, head man at Broward Music and Ace Saxon Cigarette Company, hopes that the poor summer season is now a thing of the past. . . Vinnie Amota, Cigarette Service, says things are beginning to look much brighter than they have been for several months and expects a steady increase from now on in.

Raoul Shapiro

MISSISSIPPI MENTIONS

A. B. Fort, Fairway Amusement Company, Columbus, and his wife journeyed to Memphis recently for the double-header in football. Tennessee played Mississippi State (score was 0 to 0) in the afternoon, and University of Mississippi took on Memphis State University that night (Ole Miss won 31 to 20). Turned out the star of the night game, James Earl Wright, chosen Associated Press back of the week by sports writers for his brilliant play, is from Fort's home town of Columbus. Wright is Memphis State quarterback.

One of Fort's business associates and his wife, Mr. and Mrs. Kermit Woolbright, attended the games with the Forts. . . Clinton U. Collins, Crystal Amusement Company, Grenada, also went up to Memphis for the games. . . J. T. Long, Hollandale, reports a terrific cotton crop, the best in years, and good fall business. Long is in the heart of the rich Mississippi Delta cotton land. . . Johnny Allegrazza, Ace Amusement Company, Shaw, was riding a tractor on his 160 acre cotton farm when The Billboard called.

Dock Seale, Holmes Amusement Company, Tchula, is working on a new invention which he says, if perfected, will make him rich. He's keeping it secret, but it has to do with coin-operated amusement machines. . .



Clarence Spain

Charles Shives, Yazoo Novelty Company, Yazoo City, came in from a fishing trip while The Billboard scout was in town. He had a big catch from the Yazoo River. . . Paul Maucelli, Paul's Novelty Company, Greenville, recently completed building of his second night club, at which he has phonographs and games.

Pete Manos, PM Music Company, Greenville, returned recently from a visit with New York relatives. . . Henry C. Smith, Smith Music Company, operated both his and Pete's route while Pete was out of town. Henry is putting out some new games. . . Chester Richardson, Richardson Amusement Company, is on the road with his carnival. He takes it to spots in Mississippi only. . . Clarence Spain, Spain Amusement Company, has built his own gin to gin his cotton and that of other cotton farmers. He's having big fall business on his route.

J. P. La Vene, La Vene Music Company, Clarksdale, has a big cotton farm on the side—640 acres—and reports the best cotton crop of his life. He has bought a gin and will gin his own cotton, is having a prosperous period. . . Frank Steed, Steed & Hearn Music Company, Clarksdale, was seen loading a big organ for a church at Helena, Ark. He handles an organ and piano line on the side. . . John Haley, Haley Music Company, Canton and Jackson, reports business slumped for him during the summer, and is picking up well.

Elton Whisenhunt

West

COLORADO & WYOMING

Efforts to revive the Colorado Music Merchants, Inc., Denver phonograph dealers' group, has met with very little success, reports Jack Arnold, of American Amusement Company. With many changes in ownership and distributorship personnel within the past few months, association meetings have been canceled.

Altho tourist traffic for most of the Rocky Mountain area was down for 1960, the annual Frontier Days rodeo in Cheyenne, Wyo., was a sellout success, according to Zoltan Gansz and Eugene Zigman, Cheyenne Music Company partners. All locations in the Wyoming capital broke records for play during the two-week celebration.

Another Wyoming operator thoroly pleased with results during recent months is Paul Scott, of Lander, who has beefed up his route substantially during 1960, adding a dozen new phonographs and replacing many of the veteran boxes on the route. . . Charlie Cousins, Denver Five Points phonograph operator, was so enthused over his reception in Italy this summer that he is planning to repeat the trip next year. Cousins visited Rome, Florence, Naples and other Italian cities, and enjoyed himself tremendously.

Tom Bean, Denver's oldest and best known phonograph operator, has been re-appointed to his post on the Denver zoning board. Bean, one of two Negro operators in the Denver area, has been recently honored for his wise and considered decisions in apportioning real estate for commercial or residential use. . . Pete Geritz, Mountain Distributors, A.M.I. outlet here, reports excellent results with the compact Lyric model which he introduced in the Denver market early this year. "The compact Lyric has made it possible to install phonographs in a lot of locations where there simply wasn't room for a standard size model," Geritz says.

Leo Negri, partner in Draco Sales Company, planned to spend a vacation in California after completing sales calls and installations in Western Wyoming. . . Jack Schwab, Colorado operator with headquarters in Cripple Creek, owns taverns, mining interests, a transportation company and much real estate in the colorful "ghost town" some 35 miles west of Colorado Springs.

A recent birthday celebrant was Sam Pacino, operator of Trinidad Music Company, Trinidad, Colo. Immediately after came the birthday of Bill Haefner, Pueblo Music Company, Pueblo, Colo. Neither admitted anything about the number of years involved.

Bob Latimer

"Profit-Makers" From chicago coin

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- DUKE BOWLER
- 6 GAME BOWLER
- PONY EXPRESS RIFLE GALLERY

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

6 POCKET POOLS..\$150.00

- 14 Ft. Bowlers\$195.00
- American Bank Shot (12 Ft.)..... 195.00
- Fluorescent Shuffle Board Lites. Pair. 22.50

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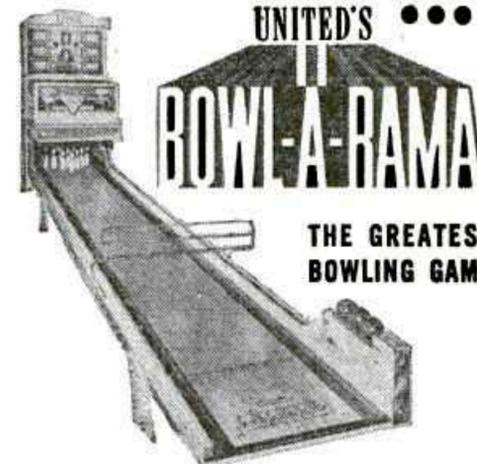
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A colorful, appealing ride . . . built close to the ground, convenient for small fry—13 speeds, controlled by reins—lifetime fiber glass construction—front rollers; easy to move—non-slip rubber foot pads—genuine leather saddle.

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- Bally DELUXE JUMBO
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- Chi. Coin 6-GAME BOWLER
- Games SUPER WILDCAT
- Gottlieb KEWPIE DOLL

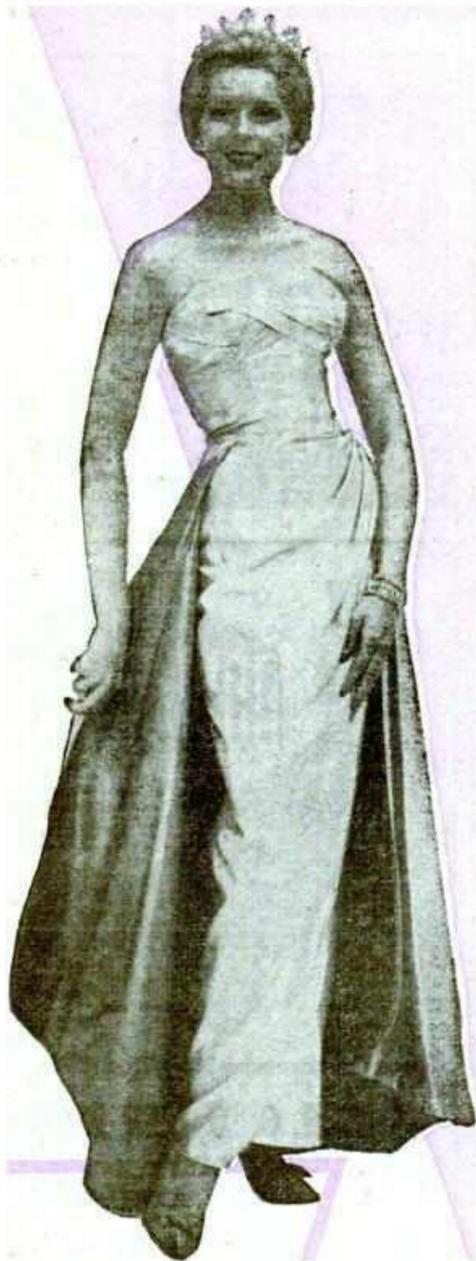
- Keye KLUB BUMPER POOL
- Keye 6-POCKET POOL
- Keeney SWEET SHAWNEE
- Valley 6-POCKET POOL
- United TIP TOP 16' Bowler
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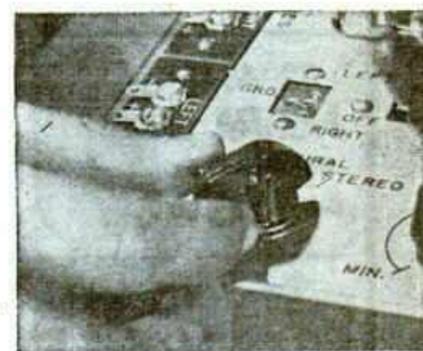
REGIS

Just a glance at the outward appearance of the Regis will tell you why this is truly a distinctive phonograph. In the Regis you have a rare combination of modern functional beauty, complete acoustical and mechanical flexibility and the Rock-Ola tradition of quality. With the 1961 Regis you get more than a phonograph, you get a complete profit making music system. Here's why:

The Exciting New



Now Rock-Ola has added a new dimension to music with ((REVERBA SOUND))). Whether it's stereo or monaural, the customers will hear a new and startling vibrance and depth to their music. Now every location literally becomes a concert hall as the customers are enveloped in "wall to wall" music.



Flex... 33 1/2-45

The Rock-Ola dual-speed Intermix changer permits complete intermix of 33 1/2 and 45 RPM records in any sequence. Only with the Rock-Ola Regis do you get the flexibility to play either stereo or monaural music and 33 1/2 or 45 RPM records all in one phonograph plus such extras as diamond stylus and stereo cartridge. No other phonograph offers such complete flexibility because only the distinguished Regis looks and acts like a phonograph should.

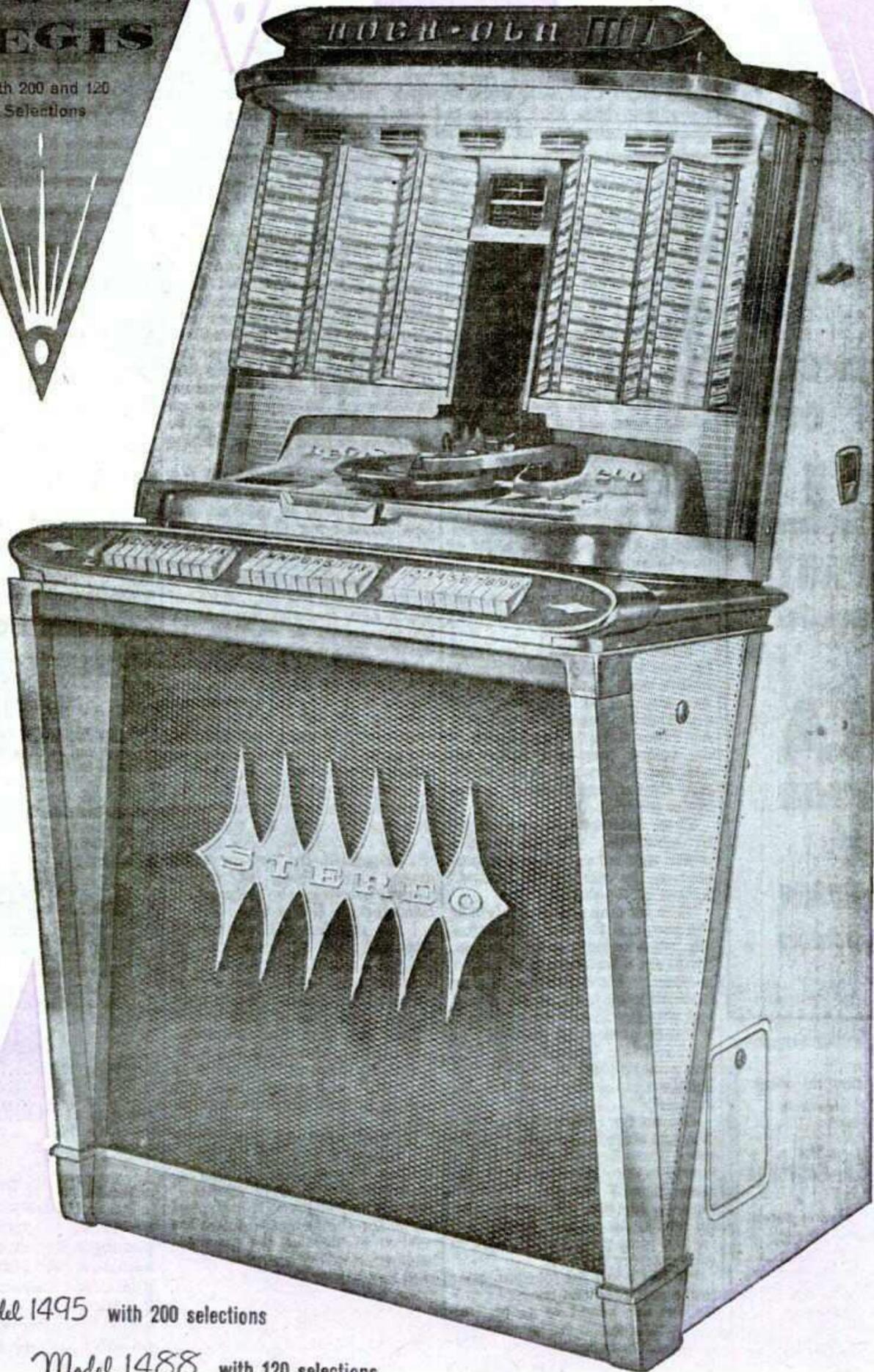
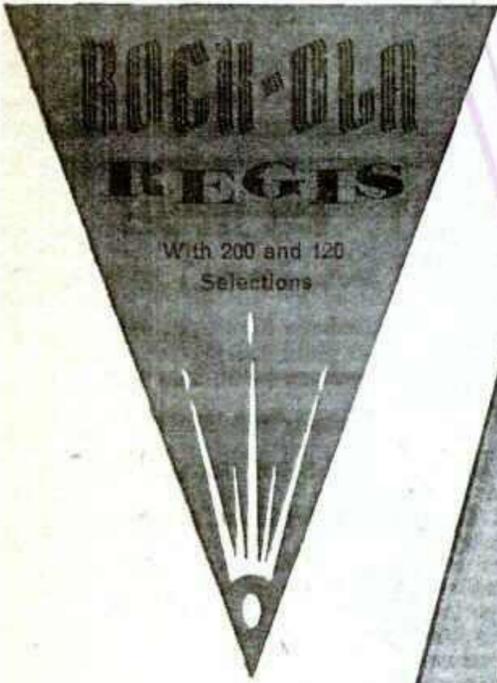
Finger-Tip

Only the Rock-Ola Regis permits finger-tip conversion from monaural to stereo because only Rock-Ola phonographs are equipped with the exclusive "TRI-FONIC" switch on the dual channel amplifier. At the flip-of-a-switch you can have monaural, stereo or reinforced stereo sound at no additional cost for greater profits.



See the New REGIS at Your

The Truly
Distinguished
Phonograph



Model 1495 with 200 selections

Model 1488 with 120 selections

ROCK-OLA Distributor Today Let Him Tell You the Full Story on the Feature Packed REGIS
and What It Will Mean to Your Increased Profits in 1961

14-Ft. 3-INCH BALL BOWLERS
CHICAGO COIN - UNITED - KEENEY
 Completely Reconditioned!
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PAUL PINCUS, Whitey's Amusement Company; Harry Zimand, Acme Music Company; Lucky Skolnick, Lucky's Amusement Company, and little Miss Pincus get together at Taran Distributing Company's showing of the new Rock-Ola line.

OPERATE
Williams JUNGLE
 with
 Animal Targets in lite box that fall when hit. Combines shooting targets with pin-table scoring.
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Colo. Pair's Philosophy
 • Continued from page 78

and making themselves known to location owners long before the location itself was out of the blueprint stage, and buying a few small routes in the process.

The sales ammunition which the Keyes brothers used was extremely simple. Each promised the very best in equipment, perfectly maintained, along with standard commission rates, and service far above the average. There were no loans, no front money, no leases or guarantees involved.

Instead, the Denver brothers operate on the theory that personalities are the most important element in business, spend a lot of time with their location owners and back up their first-name familiarity by presenting top machines, primarily stereo, and programming suited to the location.

From a small start the Keyes brothers built up their business to include such top spots as the airline terminal at Stapleton Field near Denver, Denver's huge Lowry Air Force Base, a round dozen of the busiest downtown restaurants and cocktail lounges in the Colorado Capital, and a similar spread in the suburbs.

Every location has been earned by reputation. "If the location owner isn't interested in the phonograph, its earning will be low," is Dan Keyes theme.

"The location owner has got to like you, and think of you personally, when he looks at the juke box. There are a lot of ways to keep it personal. Most location owners have definite ideas about music, and we cater to every one, even if it means putting 15 selections on the box to the bartender's or location owner's pleasure, and then using the rest of the open slots for our picks!"

Out on the routes eight hours a day, and changing an average of 35 spots, Dan Keyes believes that it is very seldom necessary to change more than 3 records. These 3 must be big hits, of course. Occasionally, he guesses wrong, but for the most part, he has a hit in each category to offer.

"If you know the location, cater to the customer who comes in, collections are bound to go up," he said. "For example, we program more old favorites than the usual operator, mostly for the benefit of the older customers who want to hear the favorites of a dozen years ago. There are a lot of people in these classifications at every stop.

Customers
 "We also take the time to ask the customers in a location what they would like to hear. Sometimes the results are surprising. The main thing is to know each location individually."
 That's why Keyes does 90 per

cent of the programming himself. However, he has trained two mechanics to step in and do a creditable job of programming if illness or trips out of town take Dan off the route for any length of time. Cross-training is important with the Denver firm because Sam Keyes is himself an expert mechanic, although he concentrates on selling and wants his men to be able to do as good a job of meeting emergencies as he does.

Probably the most unusual feature about programming at Apollo Music Company is the fact that Dan Keyes never discards an old favorite. Instead, he has a 10 by 10-foot room literally crammed with old favorites, amounting to thousands of records, some of which have made as many as 20 appearances on the machines. Unless the record is physically damaged by heavy use, it is never given away, sold, or discarded. Instead, it goes back into the complex assortment of old faithfuls where Dan can pull them out quickly, whenever he has a hunch that an old favorite will go at any spot.

A standing gag with the brothers has to do with a short period which Dan Keyes spent in the real estate business in Phoenix. Dan habitually referred to the business as his house route which, of course, amused everyone who knew of his coin machine background.

Now, the Keyes brothers pride themselves on the excellence of their equipment. 95 per cent of their machines are less than 3 years old. Most are 200-record machines, with a scattering of 100-record units. More than half are stereo phonographs, altho Dan Keyes believes that stereo is "way ahead of its time," and means less than nothing to the average location patron.

He used many elaborate posters, and attempted to enlist the aid of location owners in stimulating interest in stereo, but "got nowhere." The shortage of stereo records, and the apathy shown by the public has resulted in most of the machines being operated on a single channel until stereo actually becomes a necessity on the routes. "So far it is a joke," Dan Keyes adamantly states.

The brothers do some shilling, particularly where cocktail waitresses are concerned, but believe that far and away the best collection builder is the continuous co-operation of location owners.

Oddly enough, both of the Keyes boys are bachelors, who seldom have time for "romance." Both of them do most of their relaxing, not surprisingly, in their own spots, making good on the Keyes' theory of "making friends out of location owners."

FALL SPECIALS
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COMPLETELY RECONDITIONED BALLY BEAUTY CONTEST, \$195
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 Auto Bell Horoscopes (fl. samp.) 165
FIVE BALL
 Gottlieb Auto Race \$ 65
 Gottlieb Classy Bowler 65
 Gottlieb Royal Flush 115
 Gottlieb Continental Cafe (2 pl.) 145
 Gottlieb Lightning Ball 245
 Bally Circus (2 pl.) 85
 Williams Starfire 125
MUSIC
 Wurlitzer 1500A \$ 75
 Wurlitzer 2150 345
 Wurlitzer 2200 445
 Rock-Ola 1448 345
 Rock-Ola 1455D 345
 AMI D-80 95
 Seeburg V-200 (conv. to VL with speed road program holder) .. 295
 Rock-Ola 1478 (new) ... Call or Write
 Rock-Ola 1485 (new) ... Call or Write
ARCADES
 Bally Strike Bowler, 14' \$245
 Bally Deluxe Congress Shuffle Bowler, 8 1/2' 195
 Bally Jet Shuffle Bowler, 8 1/2' .. 75
 United Bowling Alley, 14' 125
 Bally Twin Pony (now) ... Call or Write
 Am. Shuffleboard, 20', Overhead Score Unit, Coin Unit & Lights. 295
Rush deposit to:
Mickey Anderson AMUSEMENT CO.
 314 East 11th St. Erie, Pa. Phone Glendale 2-3207

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 Find out every week in **The Billboard**
 Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!
 The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 995
 Name
 Company
 Address
 City Zone State
 Type of Business Title

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

Tenn. Music Assn. Sets Expansion

JACKSON, Tenn.—The Tennessee Music Operators Association will meet November 14 at Nashville to enroll Middle and East Tennessee operators and distributors.

H. A. Waller, Ideal Amusement Company of Jackson and president of the organizing State association, is to get a Nashville operator to

make arrangements for the meeting. Operators and distributors in the Nashville area are to be invited, as are operators and distributors at Knoxville and Chattanooga.

The State association got its start several months ago in West Tennessee. The group has 33 members.

The membership at a meeting recently voted to organize operators and distributors in the Middle and East Tennessee sections before the 1961 Legislature convenes January 15.

Reason is for a concerted and unified fight against any proposed legislation which would put any unfair, unreasonable, discriminatory or confiscatory tax on operators.

Dues of the new association are \$5 every two months. The group meets that often.

The members also voted to establish a board of directors with members from all parts of the State. Then board of director meetings

would be held more frequently than membership meetings.

That is the way it is done in neighboring Arkansas by the Arkansas Music Operators Association, which also employs an executive secretary to handle its business.

"It is pretty difficult to get all the operators together for a meeting," said Alan Dixon, general manager of S & M Sales Company of Memphis and treasurer of Tennessee Music Operators Association, in explaining reason for the board of director meetings.

"Then the directors could keep operators in their areas informed of developments," he said.

Dixon said the association also envisions formation of a Legislative Committee to keep the association informed on proposed bills introduced in the 1961 Legislature which would affect the industry.



EXCHANGING VIEWS following a recent meeting of the California Automatic Vendors Association in Fresno, are John Ruggiero, manager of the Seeburg Distributing Company, Los Angeles; Jimmy Carter, Elbee Music, Fresno; Stan Googins, Seeburg, and Dean McMurdie, Seeburg.

Tenn. Operators View Rock-Ola

MEMPHIS—The S & M Sales Company displayed the new Rock-Ola 1488 model 120-record machine for Memphis and Mid-South operators.

Among Memphis operators attending were:

Guy Canipe, Canipe Amusement Co.; Jack Canipe, West Memphis Amusement Co.; Thurston Luckett, Luckett's Amusement Co., and Edward H. Newell, Ormatt Amusement Co.

Among Mid-South operators attending were:

Joe Michie, Day Amusement Co., Blytheville, Ark.; Bill Dawson, C & D Amusement Co., Hayti, Mo.; Roy Morris, Morris Music Co., Somerville, Tenn.; Elgie Foster, Foster Amusement Co., Bolivar, Tenn.

M. L. Armstrong, Armstrong Amusement Co., Brinkley, Ark.; Lloyd Barber, B & C Amusement Company, Forrest City, Ark.; Cy Puckett, Puckett Music Co., Lambert, Miss., and Albert Uttz, Dixie Novelty Company, Covington, Tenn.

Alan Dixon, general manager, also explained the new Rock-Ola 200-record model to operators.

Laymon Showing Draws Big Crowd

LOS ANGELES—Altho competing with the World Series, the showing of the new Regis model Rock-Ola phonograph at Paul A. Laymon, Inc., drew a large and steady flow of operators.

Ed Wilkes, Laymon manager, said he was exceptionally well pleased with the reception given the new model.

Greeting the operators visiting the showrooms were Paul A. Laymon, Wilkes, Charles Daniels, Britt Adelman, and Don Peters, who handled the mechanical end of the displays.

Branson Plans Ky. Showings

LOUISVILLE.—G. K. (Gil) Brawner, vice-president of H. M. Branson Distributing Company here, will unveil the new Rock-Ola phonographs and Bally's new Jamboree to Kentucky operators in a series of showings to be held around the State.

The first showing is slated for the Holiday Inn Motel, Lexington, Ky., October 24-26, followed by the Grossland Motel, Bowling Green, Ky., October 27, and Imperial Motel, Owensboro, Ky., October 28. Accompanying Brawner is Howard Miller, Branson mechanic, and Paul Calamari, Bally engineer. Refreshments will be served at the showings.

Colorado Operator Has Box In Reserve for Emergencies

STERLING, Colo. — As the perversities of operating luck will have it, juke box breakdowns usually occur just when they are needed most—and any delay in getting the phonograph back into action registers itself in disappointed ill will at the location, according to Stan Bennett, head of Roundup Music Company here.

With locations scattered over long distances in Northeast Colorado, Bennett must show as much play as possible on his scattered locations. Consequently, instead of following the usual repair procedures, bringing the phonograph into the shop where it cannot be fixed on the spot, he keeps a "loaner" always available, already loaded on the truck, which can be rushed into the breach as fast as a new truck can get there.

The "loaner" is a first-line phonograph, almost always a 200-play model, equipped with stereo channels, so that it can be easily hooked up to existing stereo equipment if necessary. Well padded, the phonograph is driven to the location as soon as the service call comes in, as part of the service truck, and if the malfunction in the phonograph is something which cannot be quickly rectified on the spot, the serviceman simply switches machines.

Bennett must often fall to himself and lend a hand to whichever serviceman is posted to emergency call duty each evening, but has never found that the time he takes off for this purpose is wasted. Customer appreciation always makes it worth while.

GOTTLIEB'S KEWPIE DOLL

"Step Right Up—Try Your Skill" ...

... "everyone's a winner", profit winner, that is. Amusement Park flavor coupled with "knock 'em down again" appeal spells repeat play time after time.

See these KEWPIE DOLL features at your distributor today:

- 5 Ducks and 5 Rabbits illuminated in lite-box "Shooting Gallery"
- Hitting all targets lights 1 KEWPIE DOLL and re-lights targets
- Special score for lighting 4 or more KEWPIE DOLLS
- Lighting KEWPIE DOLLS lights holes for super special score
- Ball going out spots up to 5 targets
- Side rollovers spot Rabbits or Ducks • Score to Beat Panel • Match feature
- 2 super-powered skill flippers • Coin-box with locking cover

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

New fast-play skill-game

WITH EXCITING

HORSE-RACE ACTION

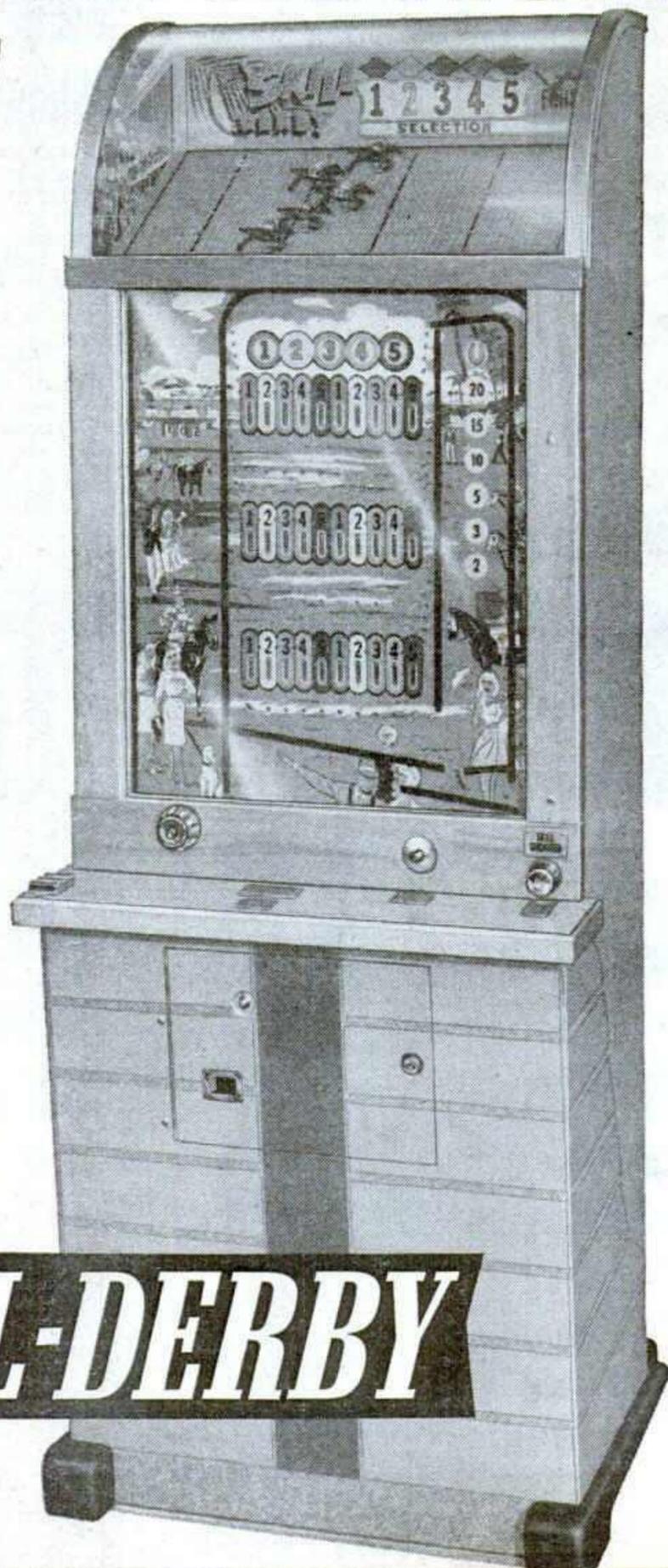
FASTEST
SINGLE-COIN
SKILL-GAME
EVER BUILT

DESIGNED
FOR
BUSY, CROWDED
LOCATIONS
REQUIRES ONLY
22 IN. BY 27 IN.
FLOOR SPACE

2 MODELS
1. REPLAY
2. NON-REPLAY
AVAILABLE WITH
DIME OR NICKEL
COIN CHUTE

SMARTLY STYLED
UPRIGHT CABINET
WITH
VISTA-DOME
TRACK-TOP

Now Bally engineers combine race-track thrills and skill-shot play-appeal in a fast, fascinating, smartly styled game, requiring only 22 in. by 27 in. floor space. Result is a single-coin skill-game that actually rivals multiple equipment in earning-power. Location tests prove SKILL-DERBY brings the slowest spot back to life in a hurry... ups average collections to levels novelty operators have not enjoyed in years. Get your share of the big SKILL-DERBY profit purse.



Bally **SKILL-DERBY**

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

SURE-FIRE Shuffle Alley



**Regulation
Bowling
Scoring**
TOP SCORE
300

Features
**PLAYERS
CHOICE
of
SCORING**
SELECT BY
BUTTON

**1 BUILD-UP
PLAYERS SCORE**

Spare and Strike values in-
crease during play from 20-30
to 30-40 holding 1 Strike... to
40-50 holding two strikes. Ex-
citement increases each frame.

2 BONUS SCORE

Profit-proved Bonus Score
is also featured. Builds up
during game and collects
when player makes strikes
or spares in 11th frame.

CHOICE OF
EASY STRIKE or NORMAL STRIKE

SEE UNITED'S
BOWL-A-RAMA
and
TIP-TOP
BOWLING ALLEY
NOW AT
YOUR
DISTRIBUTOR

**1 to 6
Can Play**

★
NATIONAL REJECTOR

★
SIZE:
**8½ FT. LONG
2½ FT. WIDE**

★
SHIPPING WEIGHT
(CRATED)
430 lbs.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR UNITED DISTRIBUTOR NOW!

ROBERTSON

