The Gimmick Is King
In Album Sales Race

Everything From Super-Sound to Super Packaging Goes In War For Selling Edge

By BEN GREATT

NEW YORK—This is the blowup in the colorful Broadway hit, "Gypsy," "You Gotta Have a Gimmick," a motto which appears to be truing as well as the record books. In the industry, the line between small and large is now on a trite form of sound and packaging, in a continuing effort to come up with the gimmick that will, after all, be the cornerstone of an ever-increasing degree.

In recent years, from various industry sources, the best we've got to throw up on record companies' names for the biggest ring, rather than the biggest talent, to help the pressing plants in a visible fight. In order to make their product stand out on the record shelf, some firms have developed sophisticated marketing techniques based on elaborate book-fold packaging featuring die-cut covers and bound-in books, as well as special album series with emphasis on super sound. Much of the focus, in the latter case, has so far been on percussion-instruments, but even this lack is now being broadened to include many different forms and methods for many types and combinations of instruments, most often related to the stereo medium.

The perhaps least celebrated current trend is the "vocal group" or "super sock sound," having recorded a so-called "Re-Percussion" for Concert-Disc, three years ago.

New Twists

For Talent

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

An example of this approach is the forthcoming album by one of the nation's top social groups. Up until now, the group has been identified with group vocal efforts on rock and roll, but with the new album, the group is to be heard in an entirely different light, and with a new and more mature adult following as well.

Leggi Reaps LP Harvest

"Wildie" Deal Primed Example

RCA Victor's pacing of the original cast rights of "Wildie," the forthcoming Broadway musical starring Lucille Ball, illustrates a recognition of the fact that coin-operated producers can get a large part of the popular appeal by having an understanding record put up between $75,000 and $100,000 on an advance on sales, plus a 10 or 15 per cent bonus for the producers.

AFM ACTS TO COUNTER 'TRACKING'

HOLLYWOOD — American Federation of Musicians is enforcing its long-standing rule that no union member can be charged with fraud in his band for recording a disk track which was later used in the production of a record.

Label involved was Kent Records, a subsidiary of Associated American Records. In a decision last month, the label was found guilty of this practice against the participating band, The Leader clave, led by Hank Levine.

Gerry Herman has warned his union is "determined to proceed against own members and against the recording companies who employ them." The label outlawed getting an instrumental track in advance of a vocal dubbing for a member of its contracting labels, the record was not strictly enforced. A number of labels openly enjoyed the freedom of vocal-orchestral accompaniment without the stipulation.

In his latest record, labeled tracking as a "quick-buck" operation. Fact of the matter is that labels have used this as a method of holding down costs. Rather than tie up a full band during a vocal track, some labels feature a different group of artists each week, while other labels have a single vocal act who should the singer need re-recording labels can save money by tapping new takes and Away from the vocalists.

The situation may not benefit

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 facing a paradox in the network TV field this season. Although more TV musical shows are scheduled than in some time, practically all of the programming is in the form of records. But the media is making it virtually impossible for a disk and/or program to be plugged consistently on a weekly basis.

Among record artists, only Dinah Shore and Tony Martin, stars of Dinah Shore and Tony Martin, and "The Andy Williams Show" (ABC-TV) have weekly shows, and, technically, none of the five have been hit in the singles field lately. Corso has even had a new single release since last February.

There are a few additional weekly TV shows which spotlight music in their formulas—CBS-TV's "The Garry Moore Show" and "The Ed Sullivan Show," and NBC-TV's "The Telephone Hour" and "Saturday Night Primetime" and ABC-TV's "American Bandstand," "Dick Clark's Monday Three Friday Shows." In all cases, the features keep the artists working just as long as the show needs the star and the program is geared to showcase new waxing and new acts, and apart from the vocalists.

(Continued on page 54)

NEWS OF THE WEEK

WHIZZER Wins ASCAP Acceptance

Attack New Distribution Formula

Scrutinizing the original ASCAP distribution payment last week caused an uproar from record execs across the nation. In the view of many executives, the 30 per cent "recognized artist" clause in the distribution formula was the cause of the confusion in the industry. Backed with a letter and publisher income in many circles. Current Writers Committee members put in a frame proposal for amending the ASCAP payment method.

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

CASHING IN

Decca Beats Gun With 2d Brenda Album

NEW YORK — RCA Victor's position in the capital city of the phonograph business has proved to be an asset in the show LP field. RCA producers have been able to secure many of the top names in the show business and they have been able to capture the top producers. RCA has also been able to secure many of the top producers in the show business and they have been able to capture the top producers.

The new release features the headline of the hit records of the last month and the new release features the headline of the hit records of the last month and the new release features the headline of the hit records of the last month.

Luboff Signs With Victor

HOLLYWOOD — Norman Luboff, who has been with RCA Victor for many years, has signed a contract with Victor to become the head of the company's new recording department. Luboff was formerly associated with the Columbia Records Department, where he was in charge of the company's recording and publicity activities.

It is understood that Luboff will be responsible for all phases of the company's recording and publicity operations, including the supervision of the company's recording studios, as well as the promotion of the company's artists and recordings.

Cosmat Opens New Branch in Los Angeles

NEW YORK — Cosmat Distributors have opened a new branch in Los Angeles. This is the second sales office for the company. The first branch was opened in New York City.

Oertgen Sees New Value to O'sea Stars

NEW YORK — The European affiliates and distributors of O'sea Stars have been granted a major role in decisions affecting the company's business operations. The European affiliates have been granted the right to appoint a representative to the company's board of directors, and the right to participate in the company's management and decision-making processes.

Ten Ears on the Air

Air Upheaval Cues N.Y. Jock Exodus

NEW YORK — The retirement of veteran deejay Martin Block from his position as deejay and program director of WABC radio has set the stage for a major upheaval in the New York radio scene. The departure of Block and his close associates from the station has created a new blend of programming and has opened up new opportunities for other radio professionals.

Solid Sales on Compatible Stereo LPs

WILLIAMSBURG, N.Y. — The sales of compatible stereo LPs have continued to grow in recent weeks. The sales of these records have been increasing steadily, and dealers have been able to sell a large number of these records.

Unfair Competition 1rks Rack Jobbers

WASHINGTON — The National Association of Record Merchandisers has filed a suit against a number of rack jobbers, alleging that they are engaging in unfair competition with the members of the association. The group is seeking an injunction against the rack jobbers, and has asked for a court order requiring them to cease and desist from their activities, as well as awarding damages to the members of the association.

The rack jobbers are accused of engaging in unfair competition with the members of the association, as well as with other rack jobbers, by engaging in activities that are considered to be unfair or deceptive.

The association claims that the rack jobbers are engaging in unfair competition by offering records at prices lower than those charged by the association's members, and by offering records that are not comparable in quality to those offered by the association's members.

The association is seeking an injunction against the rack jobbers, as well as an order requiring them to cease and desist from their activities, and an order requiring them to pay damages to the members of the association.

The association is also seeking an order requiring the rack jobbers to pay attorneys' fees and court costs.

PayPal: 

2020-10-19T15:00:00Z
ASCAP Writers in Arms Over Drop in Loot Checks

NEW YORK — ASCAP has won the race to be the first American organization to make a move to protect the interests of its members. ASCAP has issued a call for a boycott of the Victor record company, which it says has been selling records without paying royalties.

Many record dealers are答复 the question that with the news of the boycott, it is likely that the Victor record company will be forced to raise their prices. However, some dealers are responding by lowering their prices to try to stay competitive.

The ASCAP boycott is expected to have a significant impact on the music industry, as it is estimated that the company accounts for 40% of all record sales in the United States.

Legal Eagle Pipeline

Private Eye Planted
SORD Meetings

NEW YORK — Ainteresting case of espionage in the music business: the American Society of Composers, Authors, and Publishers (ASCAP) has revealed that it had a secret agent working for it.

The secret agent is said to have been working to gain information about the company's competitors, including the American Society of Composers, Authors, and Publishers (ASCAP). The agent is said to have been working for several years and was caught by the company.

The case has raised questions about the ethics of the music industry and the role of secret agents in business.

Coast Scribes
Note 'Goof' in ASCAP Count

HOLLYWOOD — "Somebody goofed" was the general reaction among the Coast Scribes yesterday when they looked at their quarterly report from ASCAP. The Coast Scribes, who are in charge of all ASCAP's activities on the West Coast, had expected a 5% increase in their report, but instead found a decrease of 3%.

L.A. likes, unlike centralized New York, has no Brilli Building or central office, and Coast Scribes met to compare notes. In this wide area, any inaccuracy in the scattered scribbles reflects the feeling that their ASCAP station is the eyes and ears of the Coast Scribes, and the decrease was made in reporting the performance credits.

When Monday (24), ASCAP posted a 3% decrease, Adams was hit with a series of Coast mail, if a spot check by The Bill-

Kapp Distribut

FOR PUEBLA

NEW YORK — A new old friend has come to town. Adams is opening a new, full line of Kapp records and singles.

The new line will feature a variety of artists, including some of the hottest names in the business today.

The store will be located at 1234 Main Street, and will be open Monday through Saturday, 10am to 10pm.

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 desk that in some way Stengel is to baseball, and his departure from the local radio scene marks the end of an era.

On Saturday, October 25, Block, who pioneered the depression format some 27 years ago, will make his last visit to the area.

The veteran broadcaster will continue to comment on events in the sports section which will extend well into 1961.

Commenting on an earlier retirement report, Block said: "After all, we want to see Paris and the Eiffel Tower from a wheelchair."

Block's long-time producer, Bob Griffin, who will be retiring in May, radio, to operate his own radio and TV stations in the Virgin Islands.

The program, a report that his retirement was sparked by WABC's recent programming changes, where his deixis now pay more emphasis on a "200" disk. However, he's still at the spot where I don't think I know what this thing is doing.

To say that rock and roll is not ready for the new Top 40 formats with the "Top 40" formats are chugging high-rails across the

BLOCK added: "The deck's too big for me to handle. I don't have to meet. A disk is already in play."

The report, however, is a big question. You have to take your hat off to a deck that can be "able to choose his own records."

(Continued on page 16)
Culture Now Aware of Grass Roots Heritage

WASHINGTON—Country and western music's newfound vitality into American popular music has been a discussed topic in broadcast circles. The National Cultural Council, with concern for the performance and appearance for tourists and foreign visitors, plans to promote the music into all its forms and audiences.

In one of the manyined, the Music Library Association of America has made a disk recording history of American "grass music" now wants to expand the history of great ballads, country and even local music.

The idea of presenting America's musical background in full flavor, according to D. T. Smith, who directed the recordings of performances and performances in the nation's cultural history, has been suggested by Carleton Sprague Smith, well-known musicologist. Smith proposed, that besides the Center holding continuously with regional music, song and dance in a preliminary report for the Center trustees. The report was leaked to a Washington newspaper recently, and the final publication and approval are not due until near the end of October. Center staffers say that the Center will be housed in an American regional music and dance center and will provide everything from the sound of America to the Texas Kent County Rodeo, of the grand music of the Kentucky colonials, the miner, the railroadman, the cowboy. Some of the performances are in song and dance by the professional and regional talent from all parts of the country.

The musical treasure trove would be turned into a center, with radio and television, the Center, and reciprocal performances by country. American presentations slated for airing will be aired nationally from the Center.

Of more interest to the recording industry is the report of the American Recordings Project committee of the MLA to extend the originally proposed history of American music to include recordings of grass roots country, folk, and even commercial music. Not only individual rec-...
ELLA HAS HAPPENED TO CHRISTMAS!

Far-and-away happiest holiday album ever conceived... ever released!

Including: Ella's HIT HIT HIT rendition of JINGLE BELLS!

Here it is...with an unprecedented pile-up of air time to trigger record Gift Traffic...the album you want before you've even heard it! An absolute natural for your windows, counters and racks!

FOR GIVING...FOR GETTING...
WHO WOULDN'T WANT ELLA FOR CHRISTMAS?
**BRITISH News notes**

**By MIKE HELLICAR**

New Musical Express

Roy Orbison, hit recordor of "Only the Lonely," is being lined up to star in a musical version of "The Jazz Singer" that Sheb Wooley, TV actor-star of the "Rawhide" Western series will star in. Roy has been in London for several days with the "Jazz From Britain" package, which spotlighted the Vic Lewis Boys and the Teddy Hayes bands. Roy is due back in Los Angeles next week, where he will record for his coming London tour next May at Harry James. Negotiations are under way for series of London and provincial concert dates and if talks are successful, Orbison will be taking his British debut.

Some of the additional new series of the Perry Como shows returns to home screens on November 19. The first of Bing Crosby specials brought by the BBC to be worked out on January 16. The other two Crosby spectaculars-"For U. S. A. It's a year ago will be shown here on December 9 and January, Crosby, who also sings in London before a recording session and golf...most likely in January." Perry plans to make "Road To Hong Kong" with Bob Hope in Britain.

The winter battle for supremacy in the recording field is beginning. (Continued on page 55)

**German News notes**

**Northern Germany**

By BRIGITTE KEEL

New Musical Express

Brockhuisen, Germany

Metronome Records has taken over the labels Sonet and Stoppvlg with artist Pop Bo and his Viking Jazz Band as part of the new Metronome Records list of German style numbers here. Platz & Comp., manager of the Metronome Records, announced that they will report many published songs, including Fascinators, but no Rock and roll songs being on the list.

**Southern Germany**

By JIMMY JUNGERMANN

Produced, Munich

Charles Wildman, composer of "Swedish Rhapsody," and his publishers Felix Schäul 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 Brunhilde band, 

- **Belgium News notes**

**By JAN TORSIE**

Juke Box Magazine

Well-known music publisher Herman Braun died suddenly on October 18. Braun was one of the most important people in the Belgian record industry and his death is a great loss to the Belgian trade. A large number of enthusiastic young artists and groups are expected to be announced on November 14. A large number of eager enthusiasts gather in Plaza, Brussels, October 16 to announce the launching of the first record by the American group." **High Fidelity**

**High Fidelity Adds 2 Editors**

NEW YORK — High Fidelity magazine's editorial department is being expanded under the direction of editor Roland Gelatt who has named Norman Eisenberg as the technical editor and Editor Out-umber as managing editor. Osborne will direct the editorial staff. Fred Keller's new department, High Fidelity reviewing staff for the past year. He replaces Max Mangel as assistant to the editor in the birth of a child.
OCTOBER 24, 1960

ANOTHER SMASH!

PERFIDIA BY THE VENTURES
b/w "No Trespassing"...Dolton #28

and their hot, hot LP

WALK-DON'T RUN

BRAND NEW SINGLES
YOU'RE SIXTEEN
Johnny Burnette #55285

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

CURRENT HOT SINGLES
BALLAD OF THE ALAMO
Bud & Travis #55284

THEME FROM THE SUNDOWNERS
Felix Slatkin #55282

BLUE VELVET
The Statues #55245

DEVIL OR ANGEL
Bobby Vee #55270

Distributed in Canada by London Records.
Here We Come Again!

Following "Honest I Do"
with

"GEE WHIZ"

b/w "PLEASE MR. SUN" #111

The Innocents

(This is THE follow up!)

Watch for the NEW Innocents' Album on Indigo

INDIGO RECORDS, INC
STILL #1 in So. Calif!!

35,000 in Los Angeles -- ALONE!!
(Call A. & A. Distributors DU 3-2128)

"A THOUSAND STARS"
b/w "EDDIE MY DARLING" #108

Kathy Young

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**NEW AVAILABLE TO ALL BROADCASTERS**

**5 BIG NEW RECORD AND ALBUM SERVICES**

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### 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
  - DANCE ORCHESTRA .......... 25 L.P.'s $25.00
  - EASY LISTENING .......... 100 L.P.'s $100.00
  - CLASSICAL ........... 50 LIGHT CLASSICS .......... 50
  - OPERA EXCEPTS .......... 25 BAND, CONCERT, MARCH .......... 25
  - POPULAR HIT PARADE .......... 25 INTERNATIONAL .......... 25

**THEatre** .......... 25 L.P.'s $25.00

**LATIN AMERICAN** .......... 25

**FOIL** .......... 25

**CHILDREN'S** .......... 25

**RHYTHM AND BLUES** .......... 25

**JAZZ** .......... 30

**CHORAL** .......... 25

**SPECIALTY** .......... 25

---

### 2 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.

- 2 Popular
  - 10 new albums per month for 12 months
  - $120.00 total

- 3 Classical
  - 5 new albums per month for 12 months
  - $60.00 total

---

### 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 $120.00 per year via regular mail. $140.00 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 50 of the new releases, with a minimum order for 50 albums. Write for catalog of album listings.

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**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. This firm, which has until now concerned itself mainly with the manufacture of magnetic audio tapes, has entered the classical music field with this first issue, with arrangements by Mozart, Haydn, Bach, Handel, Vivaldi and Telemann, among others.

Recordings were produced at The Little Carrie's, Hall by Hall in New York by a number of instrumental groups: Saldenberg's Little Symphony Orchestra and the Gotham Baroque Ensemble. All were under the direction of Daniel Saldenberg. The set is decorated with six previously unreproduced Picasso drawings, and is available for $53.70. Individual tapes will go for $9.95 each.
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.
By now everyone knows MGM STARPOWER means NAMEPOWER, PROMOTIONPOWER, SALESPOWER 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 6E3869 83689
Connie means business—and WHAT business! This is a smash!

STereo 6E2971 83871
The had-to-be sensational follow-up to a sensational seller.

STereo 6E3871 83871
Meeting at the summit—of entertainment! An MGM “first.”

STereo 6E3873 83873
And just wait'ill you hear 'em! Even Old Dad is pleased at this one.

LOOK FOR MORE STARPOWER FROM MGM RECORDS
TOP 10

1. JONI JAMES
   BE MY LOVE
   packaged in 4 color sleeve
   K 12948

2. CONWAY TWITTY
   WHOLE LOTTAM’ SHAKIN’ GON’ ON
   K 12962

3. RAY ELLIS
   MIDNIGHT LACE
   From the U.I. (Arwin Production)
   K 12942

4. Charles Walcott
   conducting the MGM Studio Orchestra
   Ruby Duby Du
   From Key Witness
   K 12944

5. Clyde McPhatter
   THIS IS NOT GOODBYE
   K 12949

6. RONNIE SAVOY
   AND THE HEAVENS CRIED
   K 12950

7. BING CROSBY AND SATCHMO 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

M-G-M RECORDS - THE STARPOWER LABEL
FOUR GREAT HITS ELECTED BY A LANDSLIDE!

BEAUTIFUL DREAMER
THE PASSIONS
Audicon 108

SHINING STAR
THE CHAPERONES
Josie 885

OL' MAN RIVER
Eddie Barnes
Jubilee 5395

JEZEBEL
Bobby Comstock
Jubilee 5396

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315 West 47th Street, New York 36, N.Y.
*Exclusive National Distributors

Liberty Buys Dolton Label

HOLLYWOOD — Liberty Records bought Sexton'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 pres Bob Resnikoff is moving to Los Angeles to head Liberty's Dolton division. According to Liberty pres Al Bennett, Dolton product last year represented 15 per cent of Liberty's total sales. Liberty has served as national distributor for the Dolton line. Acquisitions of the Dolton label brings with it 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 Edye Arnold, have handed talent coordinating responsibilities to E. E. (Bill) 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, Lane Carter, the Collins Kids and Minnie Pearl.

The Arnold program originates in Chicago at 6 a.m. CDT 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 Bloch, well-known local funeral director and an active TV producer and director. Earlier this year Bloch formed Universal Talent Management, with offices in Chicago, New York, Beverly Hills and here.

The label kicks off with three singles. These get by Roy Layne, formerly of Mercury; Barbara Lintz, formerly on Big Top, and newcomer, Roger Douglas. Sessions were produced by Stan Applebaum Promotion cats, Jerry Simon, George Tews, Dave Fox and Dick Rait, have been hired to cover New York, Cleveland, Detroit and Chicago respectively. Dick Gerth 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.d.w. music station in the U. S. with a full-time musical director. Further, the director, WARL seeks "a graduate of a recognized musical conservatory." WARL says response 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.d.w. field.
THE AMES BROTHERS

sing

"WHERE THE HOT WIND BLOWS"

and

"SUZIE WONG"

Two great new hits from two great new motion pictures!

(47/7801)

RCA VICTOR
Country & Western Swinging

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 cooperation 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.S.R. outlets. 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 feel that with jazz settled into a "classic" status as a recognized American music form, the grassroots music may be next in line on the roster as a second major factor in America's musical heritage.

Additionally, the role of the Cultural Center, as envisioned by Carl Van 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 hpied claims of getting the Center off the ground before its dwindling five-year charter 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-ball project. From this core, the Center would expand to co-host the regional music museum, the library and radio and TV broadcast facilities.

ARRIVING NEXT WEEK!

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

MAKE YOUR PLANS TO GET ON BOARD NOW.

AD DEADLINE IS OCTOBER 26

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

*On what label is the big new hit

"FORTUNE COOKIE"

by Eddie Baxter · K357

KAPP RECORDS OF COURSE
Cleffers Mull Amendment:

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 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 member of the writers group, 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 executive secretary, Miriam Stern, said: "We cannot comment on this matter until after our Council has its regular meeting next Tuesday."

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 concludes, to be held at the Waldorf Astoria Hotel next Thursday afternoon, meanwhile, takes on new interest and importance. In the view of some trashdancers, the ASCAP Room will quickly become an arena where dissipates, armed with their tales of reduced ASCAP revenue, may be expected to verbally dig it out with older-line elements, before any sort of compromise is reached.

DISTRIUB PAY-OFF DRAWS HOWLS

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 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 is to writers in this distribution, was due to the fact that there was $45,000 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 payoffs. Also writers had five per cent of their distribution set aside for ASCAP’s "Special Award Fund," a fund of serious music writers who do not get many performances of their works.

Some Confusion

Abo writes communicated briefly about the size of their checks, they appeared to be confusion on what to do about it. Some writers felt that they were penalized because of the 30 per cent cut of the total distribution. These writers appeared to desire that the new 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 reported 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 keep the pay-off value down further. But other writers felt that the new logging system, which is expected to pay more attention to hits stations rather than put the major stress on network performances, would help hit writers get more performances on hit songs.
5 CANDIDATES TO WATCH
—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)

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by

TOBIN MATTHEWS

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"THE MUSIC OF OUR AMERICAN HERITAGE"

THE FIRST ANNUAL FALL HARVEST OF VALUES!
ON THE ENTIRE LIST OF BARBARY COAST TITLES MONOURAL AND STEREOPHONIC INCLUDING...

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take your pick from a delightful crop of unusual music and comedy for the discriminating adult!

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A COLORFUL AND HIGHLY SALABLE LINE OF CHILDREN'S LP’S... EYE-CATCHING, FULL COVER COLORS AND BEST-LOVED SELECTIONS THAT FIND A READY... AND STEADY... MARKET!!

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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 Vladimir 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 then the pianist is making his American debut, a tribute to the reputation which can be built solely today from recordings. From here on in, the several record labels on which Richter has appeared 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 Gliede stripe, nor sweeping romanticist of the Cliburn school, and even less like so many young American pianists who stress machine-guns technique, Richter stands as a solitary figure. His approach and interpretation 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 his music or big movement. But Richter took them apart and put them together before the audience and showed what lay at their vials. His technique is fantastic and secure, although 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 color is quite limited, unlike within those limits Richter was able to bring out some surprising contrasts. But with all his obvious understanding and sympathy, with all his great technical skill, a little more emotion would not have amiss. The "Appassionata" might have used a little 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 emotionalism is something we will learn from the charts a year or so from now.

Bob Refforst.

**

Bikel Folk Fost 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 (10) 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. Bikel ventured widely in his presentation. He also sang "Moonshine" sorts of Irish and American hill country origin; children's songs, some 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 Vogelson assisting the star on guitar and doing some singing himself.

Jack Mahler.

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.d.w., pop, polka, r.&e, 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.; Mathey Seiger, many years with WWVA's "World's Original Jamboree," Wheeling, W. Va., and daughter, Sharon, and Dave Osbora. Last mentioned 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 — Abbe it's far too hard 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 Hair") 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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The teenage rage from coast to coast

"THE MADISON TWIST"

a dansational TWIST on the MADISON

"The Madison Twist"
c/w "The Raunchy Twist"
Charlie Hoss and the Ponies
Single 33 3-41855 Single 45 4-41855

EXCLUSIVELY ON COLUMBIA RECORDS
NOW... less than 6 months and 25 issues after its May 2, 1960, introduction,

1,016 PAID* SUBSCRIPTIONS IN WESTERN EUROPE!

Thus, in record-breaking time, a major part of the West European market for music, records and automatics is getting all of the important U. S. news, reviews and chart data—and at the very same time that it is being read by American readers in the regular domestic issue of The Billboard.

*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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TEN MILLION SELLERS . . . . AND NOW ANOTHER !!!

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LOUIS PRIMA

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WONDERLAND BY NIGHT

(Wunderland bei Nacht) and
OL' MAN MOSE
with Sam Butera and The Witnesses

"THE NATION'S BEST SELLING RECORDS"
**By ROBERT SCOTT**

Generally speaking, the higher-priced phonograph sets are the bigger the profit you stand to make in selling them. The smaller customer, behind all this talk of persuading your customers to spend more, will still wind up spending less than they’d planned to spend, and get something a lot less for it.

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, without paying a lot more. The salesman can even add on a better已达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, with a piece of junk that brings assurance that the store stands behind the sale.”

**Individual Approach**

Most dealers are agreed that selling up means more money in the long run, but not quite so many are agreed on how to go about it, or whether it’s worth the effort in the long run. “It takes a lot of selling,” said one salesman, “to make the sale for an hour or so, with the customer who will not return. I will not walk out without buying something, so you’d better convince me with what you’re offering. On the other hand, if we simply sell him what he wants when he’s here, we don’t have to spend the next ten minutes, and we can go on to the next customer.”

“Sure,” agreed another, “but our customers become astute when they discover that the salesman is really trying to sell 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 right to show the customer what is available at the store, but don’t sell him something he hasn’t asked for, and don’t spend more time with him than he plans to spend. But, if that salesman will take all that time to show him there’s no problem. When a customer walks into this showroom, it’s natural that he should look around the store, but the salesmen asks first if the customer is there to see anything before he shows him whether he wants a radio-phonograph combination, a portable, or a combination.”

**EIA Sets Radio Meet**

WASHINGTON — Sympathy, N.Y., is the place to be selected for the annual Fall Radio Meeting of the Electronic Industries Association. The meet will be held October 31 thru November 2 at the Sheraton-Biltmore Hotel.

The conference will be sponsored by the Radio Products Division of the EIA. Program arrangements have been made with professional groups from the Institute of Radio Engineers.

The meeting, which has been held annually since 1929, will contain talks on the latest developments in areas of circuitry, and the applications and rating of entertainment and communication sets and electronic devices consumed in the industry. The program will be held at the Sheraton-Biltmore Hotel and will be open to all members of the EIA.

**NEW AUDIO PRODUCTS**

**Double Length Tape**

Minnesota Mining and Manufacturing Co. of Minneapolis, Minn., has announced the issuance of a new Tartan Series of double length recording tapes. The tape, Scotch Brand No. 144, is designed to provide added strength, made of polyester with terrilight binder, which has been specifically made for stereo and recorders, will sell for 100 feet at $7.50, 200 feet at $16.00 and is being sold thru 3M dealers.

**Table Radio With Hi-Speaker**

A table model radio with hi-characteristics has been introduced by the Curtis Mathes Company of Dallas, Texas. It is AM only, contains 4 tubes with rectifier, has a slide rule dial, ferrite antenna, and a six-inch Hi-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 Desk**

“With an eye to simplifying the distribution system and maintaining a stock of Artistic Commercial Audio Cabinets, Curtis Mathes, the company, which is based in Comasta, O., has developed a ‘Hi-Grade’ Stock.”

The new line includes a custom designed stock cabinet for each package, needle desk, price tag, information in leaflet, and complete field service for distributors is made of steel. A high-impact plastic cabinet for dealers is compartmentalized for each part to simplify inventory control.

**Scope Reveals Stylus Wear**

The Sylo-A-Scope, a new product introduced by the Stewart Instruments of Flushing, N. Y., shows stylus wear. The instrument is composed of contours of the stylus by reflecting the image upon an illuminated screen. It can be used to determine the type of wear of the stylus from the tone arm.

The unit which has been tagged as ‘the most important development in phonography’ is conveniently and retail for $19.95.

**New Stereo Booklet**

A new 22-page booklet has been published by the Bell Sound Division of the Thompson Radio Corporation. The booklet is entitled “All About Stereo.” The book, written by John Connolly, has been designed for non-technical readers, and describes the ways and means of reproducing better music in the home through stereo equipment.

The program and it is being offered to dealers for 25 cents at Bell dealers, and by mail from the company headquarters in Columbus, Ohio.

**Firms Move Into Blank Tape Field**

CHICAGO — The important manufacturing entities, both extensively reported by The Billboard as doing considerable expansion into the making of blank magnetic recording tapes, this week confirmed that they will be releasing their various lines before the end of the year. Sarkes Tarzian, Inc., in the field of broadcast equipment, announced that it will begin producing manufacturing, will bow a line of one-and-one-half millimeter tape on 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 Illinois. While the initial announcement by the firm in November, 1949, 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 wiring of the distribution was being planned thru reps to distributors and to dealers.

In Chicago, president of Bur- gess Battery Company, Freight, Inc., announced that his company will debut a tape line sometime in 1950, the product, to be marketed under the Burgess company name, will be priced competitively, whereas Tarzian, who emphasized, originally researched penetration of the magnetic recording tape field because of their years of scientific exploration of audios and television recording tapes. Those years of research have been invested into production of the very finest in coatings for the magnetic recording tape. Burgess will point out their new field sales staff to distributors and dealers.

**Clock Radio & TV Tie Boosts Sales of Both**

**By ROBERT LATIMER**

PUEBLA, Colo., — Combining a grant of professional promotion of radio and television merchandising, and playfulness, the results of the two has nearly doubled sales of table radios in the past year, for Victor Talking Machine Company, in this Southern Colorado city.

“A table-top radio in combination with a television set gives a very solid appeal to the traveler,” Lou Mathis, head of the big firm indicated. For example, radio carries news about the weather, whereas even the most active television channels carry only two or three with their radio supporting the television set, which is much easier to keep up with news.

Having a portable radio located in the hotel or cabins, sedan- vables for music, and entertaining radio programs when the house wife or home owner is too busy, gives them entertainment without the television, but wants to pass the time with music.

Music, news, dramatic shows, etc., none of which are available from the television. When the housewife or home owner is too busy, gives them entertainment without the television, but wants to pass the time with music.

Music, news, dramatic shows, etc., none of which are available from the television. When the housewife or homemaker wants to pass the time with music.
ANOTHER WINNER!

Fats Domino

"Natural Born Lover"

b/w

"My Girl Josephine"

#5704

IMPERIAL RECORDS


IN CANADA • LONDON RECORDS, Ltd.
North Carolina Dealer Shies From Discounts

ByAlbert S. Keshen

"We sell strictly list price. The cut-rate stuff is for the birds. That kind of phony 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 harassed—minded customers with basement shop and a few other specialty establishments, than appearing to be highly selective.

Bradley's contends to this degree with a store that is sumptuously outfitted and impression a visitor as he walked 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 merchandise. Several room-size listening rooms have been formed shopper.

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A D.J. FAVORITE FROM COAST TO COAST

THINGS I DIDN'T SAY

b/w POLLY PLAYS THE KETTLE DRUM  Jamie #1169

THE JORDAN BROTHERS

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SHAPIRO-BERNSTEIN

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VOX JOX
by JUNE BUNNY

DEE JAY 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. If you haven't yet voted, please let us know (utilizing station letterhead paper) as soon as possible. Deadline date is November 20. All mail-in ballots for the DeeJay Poll, The Billboard, 1564 Broadway, New York 16, N. Y.

THIS 'N THAT: Mary Clinton, who was thrown Betty Johnson's girl Friday before the Miss Clinton went into recent weeks with a new set of hair and the addition of Jock to her repertoire with Jack Ferra in Chicago. Interestingly Clinton & Ferra have been part of the same Jock & Jinx team, with who also started as a sacred singer, Clinton & Ferra service Midwestern radio and TV stations, decoys and record hops. Their new set of hair will be handled by Tompeter-Blatt and mailing service from artists to jocks.

CHANGE OF THEME: Allen Coles is new program director at KOMG, Tafta, O. K., while Phil Laude, formerly program director of CHUM, Toronto, Canada, has crossed the border and is now programming for WOND, Peasaville, N. J. ... Eddie Galle, formerly with KELP, El Paso, Tex., has joined WPLO, Atlanta, an early morning spinner and promotion director while another ex-KELP, Al Johnson, has taken the morning slot at WPLO, also. New at wplo—In the afternoon time slot—is Ron (Wade) Bowen from WBRG, Birmingham.

Henry Carr is ensnaring a new weekend jazz show on KMBF, Knoxville, Tennessee, giving the station a thoroughly diversified programming picture. Joe Anthony handles rhythm andMore Eddie (E.D.) Daniels, "Top Ten" pop and Charlie Walker, country and western. The boys report: "We try to please all audiences down here in Texas...."

Carl Anderson, the face on the jazz scene in Chicago, has started his third consecutive year this month as ancee of "Spaceman," the Chicago police department's "Beat the Blues" show, which is heard weekly over the 15-16 p.m. jazz record show, Ferhan handles public relations for the Fred Gretchen Manufacturing Company, leading musical instrument manufacturer and distributor.

Larry Jazy (Jazzy) is pop jock at WDRV, New Irene, Ky., station, Jazy, 22, was formerly with WXLB, Austin, Tex., until his departure for his draft call. He has been the mainstay in the station's R&B types music—especially c&w.... Errol Gamer has taped a series of spots which will be aired over CBS's "This Week in Music.".... Ted Hallman, formerly with WPMJ, Youngstown, O., is now affiliated with WGN, Chicago, emceeing "Saturday Night" a disk-interview show. His guests have included Lewis Jordan, Harry Tobias and Blossom Dearie. Justin Ludow has replaced Dotty Abbott as manager of WIST's Honolulu's all-fan station. For personal reasons, Miss Abbott must return to the mainland. Miss Ludow went to Hawaii earlier this year as assistant to the radio-TV director at a large advertising agency in the Midwest. She started as an announcer/newswriter in New Orleans, and has since served as public relations head of KFI, Los Angeles, and a writer-newswriter at KABC, Los Angeles. As one of the West Coast's leading newscasters she is a now favorite there.

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 station's personality show on Saturday nights. McCurdy, manager of KFMB-PM, San Diego, Calif., is James E. Fox, who has been assistant sales manager of that outlet since 1959.... Bruce Monroe, former "Mr. Saturday Night" in the 7-11 p.m. time slot on WNZ, 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 at the Hartford branch of the American Banking Institute.... Bob Catlan, WMCA, New York, did an appearance on Martha's Painter Store in Levittown, Long Island, N. Y., marking the store's grand opening.... Jerry McCarthy, WHOU, Huntington, W. Va., has moved into a new time period—7-11:15 p.m.... Randy Hall, KDKA, Pittsburgh, is now handling the 4-7:45 a.m. slot.... San Antonio's newly named newsmaster has joined in the format as a regular stay-at-home.... Al Newman is new production/assistant coordinator of program department at KSFD, San Francisco.

GIMMIX: Gary Lawrence, WNOR, Norfolk, Va., sponsored a "Stars on the Rails" party on the northbound train 130 at the age of nine for his church choir.... The young charter has been a regular member of the choir, she has been singing in local church choirs. Beans, was a "Beatle at the Nine" on the Legrand label and has banded out on the "Hot 100" and after quitting the chart.... Many jockeys are using the artist's name in connection with promoting to have teenagers buy more United States Bond Corporation Bonds. "Teenagers are buying more Bonds of course."....

YESTERDAY'S TOPS—The national report as reported in The Billboard

U.S. Bonds Selling More Than Records

U.S. (Ulises Samuel) Bonds is 21 years old and was born in Jacksonville, Fls. He started singing at the age of nine for his church choir. The young charter has been a regular member of the choir, she has been singing in local church choirs. Beans, was a "Beatle at the Nine" on the Legrand label and has banded out on the "Hot 100" and after quitting the chart.... Many jockeys are using the artist's name in connection with promoting to have teenagers buy more United States Bond Corporation Bonds. "Teenagers are buying more Bonds of course."....

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. In 1929, at the age of 10, he was a concert violinist playing recitals all over the U.S. Slatkin graduated from the Institute of Music in Philadelphia, where he studied under such noted teachers as Efren Zinflaeb and Fritz Reiner, he returned home as assistant conductor of the St. Louis Symphony Orchestra. During the time he was with the orchestra, he gave a solo to 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.

New York

Jazz editor and writer Leonard Feather moves to the West Coast for a new home, Los Angeles, E. R. B., is keeping a watchful eye on both Brook and Eastrock Music, two publishing firms specializing in jazz and rhythm and blues. Fisher. Gershwin is still in charge of his own firm, Rodgers & Hammerstein. Frank_Simon, now manager of the RCA Victor pop albums club, and recording exec icye Kenny... The Mal Berrerman office is now handling Rodgers & Hammerstein's business. "The Rodgers - Hammerstein trademark is living in the Five-Seat area of Texas, Louisiana, Oklahoma, New Mexico, Arkansas and South Dakota," the office says. "Oliver Cass, Jr., has been named as head..." started a new label, Rainbow. Artists set for the label, with initial release due in January, 1960, are: The Highlanders, Russell Durden, Sharon Jones, and George Jesel.

George Jesel is making appearances at department stores in the cities he visits to promote his new album on Parade. "I don't record that much," he says. "Tommy Russell, long a personal manager, has been named president of a new label, Dwan Records. First release on the label will be the late Bill Romantic's Jass Jordan, who has brought over to the States English vocal star Kathy Keegan, who is now a member of club "The Blue Heaven" in New York. "The Terrence Warthe, singer of the Trestyone, entered the Ohio Tuberculosis Hospital, in Columbus, Ohio, last week. He would appreciate a note from friends. Gloria Lynne opens at the Lake Show at Chicago on October 26. "... Jimmy Moody is now on the Kapp label.... "... Every artist is now a new album. "... Jim Mitchell at the Starway is the new subsidiary label of Melvin Mills Make-A-Tune farm. First artist is Andy Thomas.... Errol Garner opens at the Allegro from November 4 to November 9. Four girls that spring concert tour.

Dave Wyshock is the new branch manager of the Los Angeles office of Columbia Records Distributing. Edward Shermak has been appointed the new field sales representative for RCA Custom Records. The Tex Benner ezechienen the score of the flick "The Almanac" for Camden Records. Ray Martin did the arrangements.... Salesman Sy Lerner of the RCA office in Chicago, who has been the parents of a daughter, Liza, two weeks ago.... Adam Wade will now be handling the recording end for RCA in Hollywood.... The well-known law firm of Aibel and Bernstein has been dissolved. The firm opened an office in Madison Avenue, while Julian T. Aibele will continue his office at the old office in the Squib Building in New York. Adam Wade, a former perch in the New York office shown was appointed the new director for the U.S. Army and U.S. Air Force recruiting service for the past eight years and has produced many of the services national spots.

Johnny and the Hurricanes are on a 10-day tour of Canada. "... Mills Music has garnered exclusive representation of the entire catalog of Johnny and the Hurricanes...." Victor Records. Catalog contains editions of Donald Francis Tovey's Bach Brahms' piano works, 11 chamber works, and "... Richard LeNoir, a French songwriter, open their tour in doing well. Last week Sahl and the Limelight closed 5,000 to the Northrup Auditorium in Minneapolis. Sahl and the singing group played in a big crowd at the 1,000-seat theater on Saturday (22). "... The Juillet String Quartet will cut the first waxing of Elbert Carton's Second Quatre for RCA Victor." Violinist Jaime Laredo has recorded two Prokofiev Sonatas accompanied by his wife, Ruth, for RCA Victor.... "... the newly appointed manager of RCA Custom Sales for the Eastern region...."

Nashville

RCA Victor Studio's popular Juneita 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 Canada's Eddie Jackson, recuperating after a recent operation for appendicitis. Jackson has been in for recent sessions at the Bradley Studio. "... Owen Brown, who was recently married, is "... Miss Jones had a breakdown. "... Bobby Wright, etching, "... Tree Miss's Buddy Hilton has just returned home from the West Coast. "... Sam phased the Sessions RCA Victor release, "I Missed Me," reportedly going strong for the artist. "... Teddy and Doyle Wilburn are excused over their "... Sara and Dolly's Break Down "... Decca's Bill Monroe cut sessions recently at the Bradley Studio, and Mountain Music Discography.

Bradley Studio's Harold Bradley, Sid O'Barry and6 Coffee have been busy hunting and shooting series of U. S. Army recruiting ads. "... Acras-Rose Publications" Joe Lucas has been on a promo trip in the Eastern States. "... RCA Victor why, P. W. W. Ballou, was in last week for a visit with Chester Barnum and Elmo Metz...."

"... Bobby Boyd will open offices here January 1 to promote Artists & Talent Productions, Inc., and Boyd Records.

Copyrighted material
Bill Black
DONT'T BE CRUEL
HI RECORDS #2026

Roy Orbison
BLUE ANGEL
MONUMENT #425

Mantovani
IRMA LA DOUCE

Frank Chacksfield
THEME FROM
DARK AT
THE TOP
OF THE
STAIRS
#1946

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

The Clippers
GOOD NIGHT
IRENE
#210
BEACON RECORDS

Pat O'Day
HEAVENLY
HAWAII
#1007
GIVESTED RECORDS

The Flairs
JUMP AND
BUMP
#10
SEVILLE RECORDS

Bucky Brown
DREAM DATE
#4014
XYZ RECORDS

Teen Queens
POLITICIAN
#4015
ANTLER RECORDS

Dick Flood
CARITA
#437
MONUMENT RECORDS

Bill Black: SOLID and RAUNCHY
HI RECORDS

LONDON RECORDS, INC. 539 WEST 25TH STREET, NEW YORK 1, NEW YORK
Jeanne Black, the petite, ravishing young Romance novel author, has been the subject of a new novelization called "Little Bird," her latest album release and has been a star of the music world in recent weeks. The author's personal experience, which has made her a role model for all female writers, is being ushered in at the world's largest music festival, Cannes. Bobby Davis is the pianist who has been playing at a sold-out concert in preparation for his new album, "Bobby Davis, Vol. 2." His performance is one of the highlights of the国际在线 Square at the festival. She plans to release a new album in the fall, "Bugle Call." The album's release will mark her return to the music scene after a long break.

Johnny Everett is one of the few faces of music who has managed to stay in the spotlight as an accomplished electric guitarist and singer. His personal relationship, which has made him a role model for young artists, is being unfolded in a series of albums for the independent record label, "Bobby Davis, Vol. 2." His performance is one of the highlights of the国际在线 Square at the festival. He plans to release a new album in the fall, "Bugle Call." The album's release will mark his return to the music scene after a long break.

Steve Lawrence & Eydie Gorme: The affairs of love and supper clubs have captured the hearts of this popular husband and wife team as they find their way around the night clubs of New York. Since their discharge from the Army in May, they have been rehearsing for a new album, "Bobby Davis, Vol. 2." This month, they are scheduled to appear at the Cafe Carlyle in New York, then they will go to San Francisco in July, and finally to Miami in September. Steve Lawrence & Eydie Gorme, married actors, are looking forward to their first album release in the fall, "Bugle Call." The album's release will mark their return to the music scene after a long break.

The New Year's Eve special this year marks a new era in the music world, with the emergence of artists like Johnny Cash, Loretta Lynn, and Tom Petty, among others. The New Year's Eve special will be featured on American Radio History, a website dedicated to preserving the history of American music. The special will feature performances from some of the biggest names in the industry, including Johnny Cash, Loretta Lynn, and Tom Petty, among others.

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“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.”

—Atlanta World-Tel & Sun

“MAURICE EVANS IS PERFECTLY AT HOME IN THE WORLD OF MUSICAL COMEDY.”

—Milwaukee Journal

“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.”

—Jubilee, Times

“ZIP, SPARKLE & AN INFECTIOUS SCORE.”

—Cleveland Advance Press

“ATTRACTION songs by Jerry Bock and Sheldon Harnick, charming period sets and costumes by Cecil Beaton, brisk and imaginative expert direction by George Abbott.”

—Warren, Post

“A ROWDY MUSICAL ABOUT THE SIN BELT IN THE 1890’S.”

—Globe, S.F.

“One of the surest hits that’s ever come to town!”

—Benett, News

“The Town’s New Musical Hit! A delight—with the performers all absolute perfection.

GET TICKETS NOW, DON’T WAIT.”

—Elgin, St. Louis.

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.”
IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS
1. SIXTY YEARS OF SONG HITS, VOL. 1 Assorted Artists, RCA Victor LM 6074
2. LAMZA 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 ODYSSEY: CAPIAPIO ITALIANO Minneapolis Symphony Orchestra (Doral), Mercury MG 50304
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
2. Grofe: GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
3. TARANTOUB Tebaldi, Nilsson, Bjorling, Tozzi, Opera House Orchestra, Leinsdorf, RCA Victor LSC 6149
4. Tchaikovsky: Piano Concerto No. 1 Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
5. LAZKA 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 2255
9. ARTHUR FIELDER CONDUCTS A BOSTON POPS CONCERT (Everything But the Horn) Boston Pops Orchestra (Fielder), RCA Victor LSC 6082
10. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

Reviews of THIS WEEK'S LP'S

In order to spend 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.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK:

Low Price Pop

BROADWAY COCKTAIL PARTY

Folk

ODETTA AT CARNEGIE HALL
Vanguard VSR 9706 - 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, 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 "Galway Pike" are outstanding. Set was taped live at Odetta's spring concert at New York's Town Hall.

Low Price Children's

MAURICE EVANS INTRODUCTIONS TO SHAKESPEARE
Golden 58 - All this package is aimed at the children's field, it should also attract sales from adult theater goers and dramatic students. Evans in his small unpretentious form in a dramatic narration of "The Witch," will make up. "Julius Caesar," etc. May Rodgers has written some delightful music as accompaniment for nine of the Bard's songs.

(ALBUM COVERS OF THE WEEK)

(Continued on page 49)
ATLANTIC MAN OF Disk (LW) of YEAR issue ARTIST this your OLDIES! folks the OCT. 1768 LP (LW S. Music (kW nie 1959's Harmony -price LP's ** Albums Da www.americanradiohistory.com "Dobie albums -A- o his VERY 13100-0ne warbles "Ballad" Philharmonic collector. It proves 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 scribes and illustrates the latest stereo equipment.

Your customers will know far more about the advancing art of stereo when they read STEREO 1961 Edition acts as a powerful sales tool. You can afford to give it to your best customers and prospects, which is what plenty of dealers did with last year's edition. Cover Price $1. Liberal trade discount. Pay in 30 days. Send your order to High Fidelity, Great Barrington, Mass.
COLUMBIA RECORDS
IS PROUD TO PRESENT
THE ORIGINAL SOUND TRACK RECORDING-
★ OF THE GREAT SCORE FROM THE SPECTACULAR NEW FILM ★ ★ ★
★ JOHN WAYNE'S ★ ★ ★
"THE ALAMO" ★ ★ ★
MUSIC COMPOSED ★ ★ ★
★ AND CONDUCTED BY FOUR-TIME ACADEMY ★ ★ ★
★ ★ AWARD WINNER ★ ★ ★
★ DIMITRI TIOMKIN ★ ★ ★
★ ★ ★ LYRICS BY PAUL FRANCIS WEBSTER ★

THE ALAMO

- An Original Sound Track Recording -

JOHN WAYNE, RICHARD WIDMARK, LAURENCE HARVEY, RICHARD BOONE

The Music That Brought a Nation The Music That Brought a Nation

www.americanradiohistory.com
Here is Elvis' newest album!
It's the original Soundtrack of "G. I. Blues," his new Paramount Picture. Get set for a hit! Order today! Living Stereo or regular L.P.

Paramount Presents
ELVIS PRESLEY
IN
G. I. BLUES
A HAL WALLIS PRODUCTION
Co-starring 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
**THE BILLBOARD'S MUSIC POPULARITY CHART OCTOBER 24, 1960**

**REVIEWS AND RATINGS OF NEW ALBUMS**

**LOW-PRICED CHILDREN'S***

1. "SACRED SONGS FROM THE STABLES" (LP)
   - "The Stable Brothers, Barbershop SLP 125 -- describes the collection of "Choir of the Stable Children's Choirs" for the Glencoe Masonic Boys. This sets features compositions by famous composers such as Bach, Beethoven, and Mozart. The record features a "Benedicta" section, written only a few years ago by Verdi. However, there are only a few tracks recorded from the album and the music is very similar to the popular music of the time."

2. "GROSSMAN, THE ORIGINALS" (LP)
   - "The cover art of this LP by the Grossman Originals is simply stunning. It features a picture of the band members. The blue background and golden letters make it very attractive. The album content is also outstanding, with many traditional Christmas carols and some original compositions."

3. "PARKS & GODFREY'S "TEN TUNES OF CHRISTMAS" (LP)
   - "This LP by Parks & Godfrey features ten traditional Christmas songs, including "Jingle Bells" and "Silent Night." The recording quality is excellent, with clear and vibrant sounds. The vocals are harmonious and the arrangements are creative."

**RELIGIOUS***

1. "ANNE GODFREY'S SONGS OF CHRISTMAS" (LP)
   - "This LP by Anne Godfrey features a collection of religious songs, including traditional Christmas carols and some original compositions. The vocals are beautiful and the music is uplifting. The cover art features a depiction of the Nativity scene."

2. "GOOD SOUNDS OF CHRISTMAS" (LP)
   - "This LP features a variety of Christmas carols sung by different vocal groups. The arrangements are creative and the recordings are of high quality. The cover art features a picture of the Three Wise Men."

**JAZZ***

1. "JAZZ FOR THE PEOPLE" (LP)
   - "This LP by Anthony Godfrey and His Orchestra features a collection of jazz standards. The arrangements are creative and the performances are dynamic. The cover art features a picture of the band members performing."

2. "THE JAZZ AGE" (LP)
   - "This LP features a collection of jazz classics from the 1920s and 1930s. The musicians are top-notch and the recordings are of high quality. The cover art features a picture of a jazz club scene from that era."

**POPULAR***

1. "CHONO ALLEY PRESENTS BOB DYLAN'S REGULAR" (LP)
   - "This LP by Bob Dylan features a collection of his most popular songs. The performances are dynamic and the arrangements are creative. The cover art features a picture of Dylan performing."

2. "MALI'S MAGIC" (LP)
   - "This LP features a collection of African music performed by Mali's Magic. The vocals are beautiful and the music is rich and vibrant. The cover art features a picture of Mali's Magic in traditional dress."

**LATIN AMERICAN***

1. "MAYAN DANCES" (LP)
   - "This LP features a collection of traditional Mayan dances performed by a group of Mayan dancers. The music is vibrant and the performances are dynamic. The cover art features a picture of the dancers in traditional Mayan clothing."

2. "LATIN AMERICAN SONGS" (LP)
   - "This LP features a collection of Latin American music performed by various artists. The recordings are of high quality and the arrangements are creative. The cover art features a picture of Latin American musicians performing."

**GOOD SALES POTENTIAL***

1. "THE SINGING LADY" (LP)
   - "This LP features a collection of songs performed by a popular female singer. The vocals are beautiful and the music is vibrant. The cover art features a picture of the singer performing."

2. "THE RHYTHM MACHINE" (LP)
   - "This LP features a collection of rhythm and blues music performed by various artists. The recordings are of high quality and the arrangements are creative. The cover art features a picture of rhythm and blues performers."

**LOW PRICED CLASSICAL***

1. "CHORUS OF SONGS OF GOOD TIDINGS" (LP)
   - "This LP features a collection of Christmas carols performed by a chorus. The recordings are of high quality and the arrangements are creative. The cover art features a picture of the chorus performing."
DESIGN ANNOUNCES "PHASE II" PROGRAM FOR ITS "COMPATIBLE TWO-WAY" RECORDS

(The only records that play on any phonograph: Monophonic or Stereophonic—Eliminates Your Double Inventory Problem)

TREMENDOUS CONSUMER AD CAMPAIGN: In one 30 day period we will have ads (most of them in color) in the following publications:

- Saturday Evening Post
- schwann
- Reader's Digest
- The New York Times

plus newspaper ads and local radio spots.

INTRODUCTORY OFFER: "BUY THREE, GET ONE FREE" A coupon is in each and every "Compatible" LP album. Three coupons which must be filled out (each with a place for the name and address of the store that sold the LP) are redeemable for one free album of the consumer's choice. The consumer mails the coupons in three's or multiples thereof, to Pickwick Sales Corp. Pickwick Bldg., LIC, N.Y. For every three coupons received we will send any Compatible LP the buyer requests. This offer starts Oct. 1 and will be mentioned in all of the above advertising.

CO-OP AD BUDGET: We will supply participating stores with ample supplies of display material: Counter Cards, Streamers, Window Gits, etc. In order to qualify for the Co-Op Ad Budget and the dealer aids, the store must have a "Compatible" window for at least seven days, minimum inventory and good inside display space.

DEALER AND DISTRIBUTOR CONTEST: The dealer who is mentioned on the coupons mailed to Pickwick Sales Corp. (In the "Buy Three, Get One Free" offer) will be eligible for an all-expense paid, two week trip to Mexico for two, or a custom built Fairchild Stereo Hi-Fi unit valued at $2,000. Second and third prizes are as Bm, Fairchild phonophonic sound camera and projector. The distributor's salesman who services the winning dealer is eligible for duplicate prizes.

NEW PACKAGING: Each album is sealed in a brand new revolutionary skin-tight vinyl. And of course, all records are pure vinyl pressings, and all album covers are printed in full color.

20 GREAT NEW DESIGN "COMPATIBLE" ALBUMS:

- REF 1031 AMERICAN, THE HILLS of the U.S. Coast Guard Academy
- REF 1032 JIMMY & MALDEN, SOPHISTICATION...by L. Charles
- REF 1033 THE N.Y. SYMPHONY, ORCHESTRA...play George Gershwin
- REF 1034 THE ENGLISH OPERA GROUP, play "The Magic Flute"
- REF 1035 THE FUTURE OF THE ORCHESTRA, play also two
- REF 1036 SWING IN PRETTY & ALL THAT JAZZ Jet Hollow
- REF 1037 THE WORLD'S GREATEST BALLETS Nikolaev Symphony
- REF 1038 ARTE FROM THE WORLD'S GREAT OPERAS

(For a complete list of our inventory, ask your nearest Pickwick Sales Corp. office.)

We acknowledge with pride the overwhelming acceptance of "Phase I" by the 1,342,518 customers who purchased our records, the 14,316 people who wrote to us requesting a copy of our "technical brochure," the "New York Times," "Kiplinger Report," U.P.I. A.P. and the 117 local newspapers across the nation which applauded this revolutionary process.

NOW $298

FOR FURTHER INFORMATION ON THIS GREAT PROGRAM WRITE, WIRE OR PHONE TODAY!

PICKWICK SALES CORP.
PICKWICK BLDG.
LONG ISLAND CITY 1, N.Y.
a haunting instrumental, breaking from coast to coast...

WONDERLAND BY NIGHT

BERT KAEMPFERT

and his orchestra

31141

a New World of Sound... DECCA Records

DECCA Records
Lanie Exciting at Empire Room

Frankie Laine pulls out all stops for his current season at the Waldorf-Astoria, with the opening of his first 45-minute powerpacked 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. Lanie's great senses of timing and vocal expression, combined with physical exaction which characterized his stage work when he first achieved championship status, can overcome the realistic patchwork. His improvisations on the likes of "I Hear Music," Can't Get Started," "Out of Nowhere," "Perfidia" 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 brush. Jack Mahler.

LEGITIMATE REVIEW

That Ole Devil Book Trouble Again!

When the music is playing and the chorus is singing or dancing, the old song book at the 46th Street Theater in New York, is a bright, tuneful, and eye-filling show. But when the music is of the kind to copy with the involved book, with its plots and sub-plots, "Tenderloin" is a far from the bright and breezy score that Jerry Bock and Sheldon Harnick presented, last week. The new musical is nothing but a 45-minute power-packed 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. Lanie's great senses of timing and vocal expression, combined with physical exaction which characterized his stage work when he first achieved championship status, can overcome the realistic patchwork. His improvisations on the likes of "I Hear Music," Can't Get Started," "Out of Nowhere," "Perfidia" 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 brush. Jack Mahler.

THE NATIONAL'S TOP TUNES

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.

RECORDING AVAILABLE

Top Selling Record (Listed by Sales)
1. TWEET—Bing Crosby and the Nightingales, King 7171
2. I WANT TO BE WANTED—Bud, Decca 21492
3. THE LAST DANCE FOR ME—Dinah, Atlantic 3731
4. I WANT TO BE WANTED—Bud, Decca 21492
5. CHAIN GANG—Sun Coté, Vit 5191
6. FROM THE APARTMENT—Ferrante and Teicher, United Artists 3154, Jeron Records, BIP 3997
7. LET'S THINK ABOUT LIVIN'—Joe, Decca 21375
8. THE MILLION TO ONE—Jimmy Chart, Prove 182
9. NEVER ON SUNDAY—Don Costa, United Artists 3194, Mary Gold and Ray Martin, Vit 5189, Petie Bros.
10. GUITAR BLUES—Andy, RCA-Victor, Kapp 3446, Raymond Levine, June 1184; Mako Productions, Patric 5690; Nice Productions, Dino, Columbia 3070; Groove Productions, Gaydon 5781
11. YOU CALLED TOO MUCH—Frankie Ford, Imperial 5087; Joe Jones, Mercury 1330
12. I DO—Book, Riva 502
13. ARTIFICIAL FLOWERS—Bob and Dick Swenson—Pablo Music World (BMI)
14. THE SUMMERS GONE—Paul Anka, Imperial 1181
15. PINEAPPLE PRINCESS—Annette, Vito 302
16. POETRY IN MOTION—Johanne, Warner 503
17. SOMETIMES—I DO, Imperial 1181
18. THE SUMMERS GONE, Imperial 1181
19. PINEAPPLE PRINCESS—Annette, Vito 302
20. POETRY IN MOTION—Johanne, Warner 503
21. SOMETIMES—I DO, Imperial 1181
22. THE SUMMERS GONE, Imperial 1181
23. PINEAPPLE PRINCESS—Annette, Vito 302
24. POETRY IN MOTION—Johanne, Warner 503
25. SOMETIMES—I DO, Imperial 1181
26. THE SUMMERS GONE, Imperial 1181
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 information. (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
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, BMD) (2:03) — The Ventures have a strong follow-up to their hit "Walk, Don't Run," with this exciting instrumental version of the Latin standard. Flip is the slow-tempo version of the same song, with a Latin flavor. (Epic, BMD) (1:58)

**BOBBY RYDELL**

GROOVY TONGUE (Love, ASCAP) (2:08) — Sway towards the beat and you're in, bags on, with Bobby Rydell. Top side is faster, in the "Wild One" groove with solid vocal support. Flip is the tune recently recorded by Dean Martin and this also moves. Either way with a possible nod to "Groovy." (Cumann 182)

**CARL SMITH**

YOU MAKE ME LIVE AGAIN (Cedarwood, BMI) (2:57) — I don't hurt now (Cedarwood, BMI) (1:45) — A pair of potent sides for Smith. Both are weepers and equally strong, and they're sold with plenty of verve and fourth against bright backings. Both also have high pop potential. (Columbia 41819)

**HANK SNOW**

THE MAN BEHIND THE GUN (Rondo, BMI) (2:22) — Asking for a Friend (Diamond, ASCAP) (2:45) — Two fine efforts by the great Canadian country singer. Top side is an upbeat three-beater, not an easy工委 in its approach while the flip is a slow, plushy weeper. Both sides have what it takes. (RCA Victor 7603)

**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 additional notice.

- Pop

JO BASILE

AHL DIS DONCH (Chappell, ASCAP) (2:51) — IMA LA DOUCE (Chappell, ASCAP) (2:51) — Audio Fidelity 079 (See full review elsewhere this issue.)

-VERY STRONG SALES POTENTIAL

**POPULAR★★★★★**

**RAY COOK**

**Hi, Hello Away** — KENN (2:13) — The traditional tutorial is updated on this attractive noodle. Group has the pull factor with this. This side could be big. (Heritage, BMI) (2:26)

**JIMMY ZANG**

**With Love (for You)** — HUCK (2:13) — The formula is good but the weak point is "Pillow" which has been fashioned up with new lyrics, and Tommy Nelson's handling has resulted in a side that could be big. (Acclivis, BMI) (2:26)

**LLOYD SIMS**

**For Sentimental Reasons** — AT (2:06) — The attractive side is sponsored and sound is attractive. "Memories" is a good ballad style and sounds with smooth vocal work. (Acclivis, BMI) (2:06)

**TOMMY BOWE**

**Here I Am** — HICKORY (1:51) — The attractive side is sponsored and sound is attractive. "Memories" is a good ballad style and sounds with smooth vocal work. (Acclivis, BMI) (2:06)

**KEVIN ENDLEY**

**Me and My Heart** — DOT (5:16) — Slick backing side on the rhythmic side. Strong side. (Mellin, BMI) (3:19)

**KEVIN STUART CONRO**

**Cold, Cold Heart** — ASCAP 57—**I Don't Love You Anymore** — ASCAP 57 — A pair of potent sides for Smith. Both are weepers and equally strong, and they're sold with plenty of verve and fourth against bright backings. Both also have high pop potential. (Cumann 182)

**JOHNNY WATSON**

**Unforgettable** — ABER 3501—**Here's an interesting tune about the TV hit show "Singer." Vocal is well done. Sound is spacious. (Abbey, BMD) (1:55)

**Johnny Col spaghetti — Another good effort, this time in the blues vein. Writer and the group behind him have a sound that can catch on. Two good sides. (Armen, BMD) (1:45)

**THE AMES BROTHERS**

**Where the Hot Wind Blows** — RCA (1:29) — This tune is a step up in the quality of their work. They have the same appeal. (Lissie-Michael, ASCAP) (1:29)

**Zula Wampa** — From the flick "Star Wars." "Zula Wampa" is a theme tune features a voice, tender reading by the Ames brothers. It has the same quality. (Armen, BMD) (1:29)

**EVELYN QUATRE**

**I Will Follow You** — ASCAP PARA- MOUNT 8013 — First-rate reading by the Quatro group. Tops the hit "I Will Follow You." It has the same appeal. (Armen, BMD) (1:29)

**Be So Sure You Love** — System — Another good effort, this time in the blues vein. Writer and the group behind him have a sound that can catch on. Two good sides. (Armen, BMD) (1:45)

**RAE ANNE COLE**

**In the Chapel** — MGM 1906 — Excellent treatment of classic "In the Chapel." Sound is much stronger than the one on Capitol. (Hollywood, BMI) (1:50)

**When You Get What You Want** — ENSIGN (2:30) — "Ass'n's" treatment of "When You Get What You Want" is an exciting side. Sound is good. (Cheslar, BMI) (2:30)

**HOLLYWOOD FLAMES**

**My Heart's on Fire** — ATV (2:11) — A strong backing by the ATV label with the label which has occurred recently. (MGM, BMI) (1:50)

**VAL E. FORGE**

**Oh Susanna** — STRAND (2:12) — A good side on the label with the label which has occurred recently. (MGM, BMI) (1:50)

**BILLY Mc FAY**

**My Heart's on Fire** — ATV (2:11) — A strong backing by the ATV label with the label which has occurred recently. (MGM, BMI) (1:50)

**Past Review** — An interesting side that figures as a follow-up to "General Electric" and "Memories" with some very smooth work. (MGM, BMI) (2:11)

**LAMMY FEITH**

**For the First Time** — ASCAP PARA- MOUNT 8014 — This is a very nice treatment of "For the First Time" on the label with the label which has occurred recently. (MGM, BMI) (2:11)

**Margaret's好象 — The debut effort on the label with the label which has occurred recently. (MGM, BMI) (2:11)

**LENNY WELCH**

**I'm So Lonesome I Could Cry** — ASCAP (2:11) — A strong side, as the group have a good side and the flip is smoother. (Lissie-Michael, ASCAP) (2:11)

**DALE BAWKINS**

**Who's Checkerboard** — A very strong effort and a very good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**The FUGITIVES**

**Fingers** — ARGO (2:12) — A very good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**TOMMY BOGERS**

**PARKWAY 114** — A very good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**BILLY ROBERTS**

**Let's Love** — SINGALONG (2:12) — A good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**NOEL NORD**

**This Is My Love** — NOMAR (2:11) — A strong effort and a very good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**LINK Wray and the WRAHAYMEN**

**Feathered Fingers** — SINGALONG (2:12) — A good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**MARY ANNE**—Some attention

**THE LETTERMEN**

**The Magic Sound** — WARNER (2:00) — A very good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**BOB and ROY**

**CHERITONE 4114** — Two boys who sing in harmony, do a good job on this ballad. (Aladdin, BMI) (2:11)

**I Don't Have Nothing More** — The debut side for the group. They also have a good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

**ARTHUR COBHAM**

**This Is a BIG-GENX**

**Dove** — CHERRY (2:12) — A very good side, with a good side and a smooth sound. (MGM, BMI) (2:11)

(Continued on page 51)
FOLK TALENT & TUNES

BILL NACHIS

Around the Horn

Bill Streng spent four days in the San Francisco sector last week, playing dates for Blackjerk Womantone and making radio and TV personal appearances on KFRC, KRON, and KMBX. His tour is being kicked off with a new 12-inch release, "Another Man's Game," which will make the country music scene in Nashville November 4-5, after which he plays dates in Washington and Phoenix. With Melhe Travis, booked by Ray- mond Frazer, of Nashville, Calif., which also handles Skeets McDonald, Joe Maglin, Eddie Delgrosso, John- son Brothers, and Rose Maddox. . . . Cowboy Howard of "The Howard Family" session at Del-Ray Records to cut three new records, written by Larry Wells, for- merly of Nashville but now of Corps Center, Atlanta. Vokes' new Del-Ray release couple "From
Ever," and "The Love I Once Had" which is following a seven-week road trek thru the Northern U. S. and parts of Canada, has returned in San Diego, Calif., where he is appearing with the Swenson Brothers at Sother- tonia Ballroom while double on personal appearances.

Hank Thompson and his Beavers Boys flew out of "Meetin' On The Farm," Fort Dix, N. J., Monday (31) for New England appearances; they are set for 15 days of personal appearances at the Harmon Air Force Base in New Hampshire. On his return to the States, Hank works another set of dates for promoter Norman Kingdell and one day for Mel Price in the Manhattan Biltmore Hotel. . . . "Town Hall Party," Los Angeles, noted for its TV show (29) celebrates Halloween with a special performance featuring sounds of southern music and Texas Ritter as special guest. Sounds from the occasion will be used "Town Hall" regulars as Lefty Frizzel, Freddie Hart, Joe Maglin and Rose Lee, Johnny O'Neill, Sheets McDonald and Fiddlin' Kate. Billy Mize, Cliff Crofoot, Big Bill George, G. E. Moore, Mandrell, Ronnie Sloans, George Sterling, Fiddlin' Wes Adams, Johnnie Miller, Pat Stewart, Sally Holmes and Quinnto Groosd.

Wanda Jackson and her newly formed band, Wanda Jackson and the Coonskins, 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 1964. . . . The Robbins-Loes-Slim Wilson unit, featuring Mercury Records' Margie Singleton, does its stuff Tuesday (25) in Oakland, Wash; Wednesday (26) in San Jose, Calif.; Thursday (27) in Burlington, Iowa. . . . Spiritual singer Martha Carson, whose home base is Van Nuys, Calif., where her hubby-manager, O. C. Carson, handles a number of movie, TV and recording sessions, is busy starting (22) on NBC-TV's "Today." . . . The Blackwood Brothers' new Ha- waiian album (27) is in the stores, in addition to featuring the voices of the four- hunkers, has an excellent guitar work by Jerry Byrd.

Rose Maddox has returned to Sun Diego, Calif., after a 10-day stand at the Ali'to Club, Anchorage, Alaska. Paul Weaver, her band's salver, holds forth at the Ali'to, . . . Decca Records has bought from Dolly Records the master of "Choo Beverly's "Here I Am, Drunk Again," and plans an immediate release. Beverly is deerey on WRKO, Waysenbro, Ga., where he doubles as studio manager. . . . The Jim Dandy, out, Nashville, is a pack- aging 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 Stoney Jackson, Jimmy Newman and Warren Smith set to make a 10-day swing thru Southern States and Martin Payne.

Dawn Duke and Jeffrey Pickle, back home in Calabasas, Calif., after 16 weeks on the road, are talking of doing a month's personal appearances thru Ohio and Pennsylvania. They have got out a new LP on some 10 records and plan to devote more of their time to writing and re-recording new material. . . . In Wells, Johnson and Jack and the Tennessee Mountain Boys show their faces Friday (21) in both performances at the State Theater. . . . In Augusta Falls, N. Y., local deejay Ramblin' Lou promoting. . . Roger Miller left Nashville last week for a three-week road jaunt to promote his new RCA Victor release. "You Don't Own Love." Hawkshaw Hawkins has what he describes as a "new set of emotions" for his new Columbia release. "You Know Me When I'm Well." Jim Small, c.w. promoter-manager and owner of the A-B-S Records label, Harrington, Pa., is back in a hairbrush after spending several weeks in a hospital in break-down 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 had him on a rigid diet that he'll have to stick with from now on.

Newest member of the Virginia Boys, Buck Ashle, from Shelton, is down from Virginia way, who replaces banjo-picker Bobby Calvin, whom the band recently fired for the Armed Services. Another addition to the band is Jim and Jesse show is former canary Carol Johnson. . . Ray Driscoll, from Salem, Tenn., October 25; Charleston, S. C., and Nashville, Tenn., October 26. . . . Billy Grammer is on tour this week with Waylon Jennings' Lonnie and Oscar and Johnny and the Eight-Fifty. . . . Travis Edmonds winds up a week's stand Thursday (27) at the Columbia Theater, Toronto, . . . The Wilson Brothers, after dates at Asheville, Tenn., October 26, and Albuquerque, N. M., Oct. 29, head to the Snowbird Ballroom, Las Vegas, for a three-week stay beginning November 1.

Bessy King and Her Kentuckians, all-girl blue-grammer trio, are playing for western dancing each Saturday night at Newark Pavilion, Newark, N. J. . . . Ventura Lakest, interna- tional Downie Darts is featured by each radio station in its "Downie Darts of the Week" TV, Oakland, Calif., Elton Auten and His Western Melodeers Trio is playing the night club circuit in the Santa Rosa, Calif., city, . . . Delia and slender Southern Rogers, of KHEM, Big Springs, Tex., have joined Pacific Beach talent roster with their first release "Lynn Lips and Cheeks" featuring some good backing, with the White Cats. . . . Bob Wrack and Elton Auten's Back- shots (Bad Caddie, Jack Bole, the Rogers and Bing Sullins) are doing the dance-and-show shows at Smoky Robert's Restaurant Ballroom, El Cajon, Calif. . . . Tall Paul Chatron appears on the Sunday shows at the Botin.

GIVE TO DAMON RUNYON CANCER FUND

All About Billboard's BIG COUNTRY & WESTERN SPECIAL: LEE'S, SITTING OR THE OCTOBER 31 EDITION


Make your plans to board now, AD DEADLINE is Oct. 26.
**Reviews of New Pop Records**

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*Continued from page 49*

**NEW YORK** — Upon the successful closing of its 12th annual convention, and exhibit, the American Society announced that it had elected new officers for 1960-61. The new organization is Dr. Harry F. Olson of RCA Laboratories. The outgoing president, B.F. Copeland, former chairman, continues on as a governor for a term of two years.

On the other side of the new officers are Executive Vice-President, J. W. Scudder, board of the firm of the same name; L. N. Burroughs, of Electronic Voice, Central Vice-President, and Western Vice-President Joel Korb, both of RCA, are re-elected.

Among the exhibitors for the first time were three divisions of RCA, Texas Instruments; Minneap Diving and Manufacturing and Begon-Preston.

**AES Elects Execs; Show A Success**

EVRTIME b/w OH HOW I MISS YOU TONIGHT BOB CREWE Warwick M619 Oliver M618

United Telacup Records, Inc.

104 West 46th Street, New York 36, N.Y.

**Annette's Gold One**

**PINEAPPLE PRINCES**

**LIU CHA CHA CHA**

F-362

From "HAWAIIANITE" BY-3303

**The New Address for Addit Recording Corp.**

"The House of Hits"

165 WEST 46TH STREET

NEW YORK 36, N. Y.
THE CAPITAN

**FARON Young**

*The Part - CAPITOL 4463. - The story of the love of a life time with a small group reading from the singer on this single dating. Could hop up to (#15).*

**ZACKERY**

*Coolie Little-MONIQUE 6779. - The coolie little man and his band. This is a very exciting spiritual. (Monique, BMI) (14)

**THE ARMOS BROTHERS**

*Somebody Done Wrong Me - CAPITOL 5186. - Does your conscience hurt with these diamant on your hands? May unto the act. The boys have a fine sound of vitality as they turn their mind to this great concern. This one assure a hit on the hill hills. (Carish, BMI) (2:30)

**F. W. BORLAND**

*111 - EASTERN 4518. - A bright, beginner-symphonic instrument. The song has vitality and quite work. Jokes in the traditional area can draw every one in. (Eastern, BMI) (2:30)

**WB STONE**

*Brother's Love - EASTERN 4516. - A bright, teeny-symphonic instrument. This song has vitality and quite work. Jokes in the traditional area can draw every one in. (6:00)

**Ralph Wood**

*We've Got Every Bit of Me - MONIQUE 6792. - A very exciting spiritual. With fine harmony and pickin' ability. (Monique, BMI) (2:00)

**BOBBY ANDREWS**

*A Picture of You - EDDIE 154. - To the song this is a very exciting spiritual. Pickin' and harmony will assure a hit. (Kern-Rich, BMI) (2:15)

**CARL JENKINS**

*My Father's Song - CAPITOL 6769. - The song has vitality and quite work. Jokes in the traditional area can draw every one in. (2:30)

**JERRY HILL**

*You're Wrong - CAPITOL 5186. - Does your conscience hurt with these diamant on your hands? May unto the act. The boys have a fine sound of vitality as they turn their mind to this great concern. This one assure a hit on the hill hills. (Carish, BMI) (2:30)

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DISK ARTISTS IN HOT DEMAND FOR TV SHOWS

* Continued from page 1

ers—Kern, Rodgers, Gershwin, sta—

and sophistication. Eddy Mitchell

weekly October 23 CBS-TV show.

New Musicals

Seven original musicals are on

"Emmy Loco" with Frankie Avalon (playing himself)

The Reluctant Dragon" (music


Dave Garveral's special on

Duke and his New York ensemble

Frank Sinatra will guest on Dean

NBC's "Something Special,"

which is subtitled "The Frank

Penn's musical for the holidays.

NBC-TV's film series, "Dan

Kaye" is also utilizing young

re-cuing them in dramatic roles and lip-synching

Kaye's Sophisticated Stage." To date

Kaye, Bobbi Darin, Bobby Rydell, Bob

and also to set up two video specials

Among shows planned by NBC-

TV's "Bell Telephone Hour" are

an American" with special

Gordon Jenkins; "And

"Sunny Side Up," with Muddy

Barbara Cook, Genevieve

and Gisele Mackenzie portraying in

four different U. S. wars. An

origin" on location in New York

on Broadway---"Shangri-La" will be

known as "The Hall of Fame," Monday (24) with

and score by Harry War-

CBS-TV Line-Up

The CBS-TV line-up of musicals

new television fare, which includes a

January 8 (9-30 p.m.) with top Broadway and

Hollywood personalities and musical numbers

from Gershwin's legt musical and

from the Herge gallery, a

five-part series based on the

hit characters from the

live music and lip

weber and Auckland

with Edward Mulhare as

"Europe and the

starting October 10; "Belmonte,

"First Night," first of two

Belmonte specials. November 20

(10-11 p.m.) with the Modern

"Red, White and

November 10 Special,

30. November 20 (8:30-9:30

Bobbe Image and

And

"An Hour With"

Kaye, October 20 (8-9 p.m.) with

"Christmas Stars" with

Leonard Bernstein and

December 25 (5-6 p.m.); "The White House

continued for page 2

Unfair Competition Hurts

To the manufacturer at the original

purchase price.

In reference to the first

rule, the board members decided to

establish a $50 a month assessment

on each regular member of the

association to help pay for the

cost of the study. The board also

increased dues and initiation

fees for regular members from

$35 to $50. NARM will continue its

awards in 1961 for the most outstanding

artists in both the vocal and instrumental

categories. The 1961 NARM convention,

at which time the award will be given,

will be held in Miami Beach in

Miami. According to the NARM board

of directors there are now more than

200 NARM members. The board has

recognized 29 associate members.

New regular members are Alton

Hunters, of Monroe, New

County, and members of the National

Montreal. New associate member is

20th Fox Records.

example in Rank Records' Noble

label, featuring "Previews in

Studying the lower price, those

of the Air Recording Workshop series, while

Can-" has virtually all living

Another change: the "Sanitary

the record business, the

A change in the result that

bution job. On the other hand,

some feel that eventually, all prod-

ucts worthy of any attention at

all will be noted, they feel the

At any rate, it all reminds

other traders of the big band era,

and others high officials of RCA, in de-

nated, pointed out that it's not

enough to have a good, solid band

anymore. "Now, you've got to have

a gimmick—like "swinging" and "sway" because

music knowledge to sell a band to a radio net-

they declared, "you got to have more names—

Dorsey, Miller and Goodman."
BRITISH Newsnotes

earned. Opening gun was the re-release of the sequel to "Tell Laura I Love Her" — "Tell Tommy I Must Love You," with the commercial newcomer to the disc scene, written and recorded by Mario N. "Anjelica Jones" behind them, re-recorded the number with a 300 girls chorus. It is in a slightly different form. This version is in competition with the Manhattan transfer of "Tell Laura I Love Her" on RCA. Unfortunately, Decca, who released RCA here, suffered a slight drop in sales. Therefore, this song is to be sent back to America for an appraisal.

Frankie Avalon's "Togetherness" was released here by HMV from the Columbia label. He is a very good copy of "Ich Liebe Dich." Polydor riders Terry Mosley and Jerry L. Him. In OCTOBER Jane Robic sang a Polk-a-Dot Polka in Paris.

GERMAN Newsnotes

Northern Germany

stars of former years into the pop biz. Rudy is signed to Polythere where he made his smash hit "Eins & Zwei" in connection with "Ich Liebe Dich." Benny Waters, who has become very popular in the European jazz scene during the last few years, has moved from Paris to Hamburg — Bremen — Hamburg. And Rudy's presence will make up together with America's Gunther Schuller, George Maycock — Jazzcorn (U.S.), Mayfair Distributors in Hamburg Musiktheater.

Jane Morgan appears to be following Connie Francis in starting a German career by singing "Come into My Life" in the German "Deine Liebe und meine Liebe" (Your Love and My Love) lyric. Peter Gunn had this hit record in the U.K. and the U.S. with "Ich Habe Neunzehn Nach der Sonne." It's Home sweet home for the Sonny Gun music by Fred Olsberg.

Ivo Robbi has finished his first film in Yugoslavia entitled "Love and Fashion" in which he will star again with Edith Scob and Edith Scob.

Trinidad trumpeter and singer Joe Arroyo regaled a cheering audience of little girl fans — "Teresa Laura. Ihre Liebe von Liebe" (Your Love and My Love) has a German version. "Das Leben Liebe wie Liebe Liebe" (Life and Love like Love like Life) never heard "Ich Komenne Wieder" sung by Greg Butcher on Disc. "Das Leben Liebe wie Liebe Liebe" is released by Polydor. Singer is Jack Treasure and band leader is "Ist Erst Zettel der Neueste." "Das Leben Liebe wie Liebe Liebe" is released by Polydor. Singer is Jack Treasure and band leader is "Ist Erst Zettel der Neueste." This new version is to be sent back to America for an appraisal.

Southern Germany

Modern Combo: Charlie Mingus, Best Arrangement: Quincy Jones, Best Production: Bill Helms ("I'm a Tass Orbit"). A Special Award went to Ornette Coleman's "Shape of Things to Come." The award for "Best Improvisation" was awarded to Billie Holiday and Memphis Slim. "Charles Mingus's "Best in Gospel was Gospel Train.""

"The Original Glenn Miller Orchestra" is featured on a new RCA album with two LP's covering six months of his career at a Basin Street, new RCA album with two LP's covering six months of his career at a Basin Street. The album was generously reviewed by the Press, and sold in the last chart, fairly successful.

CLASICAL

"THE CONNORSHANDLE ORCHESTRA," (Germany, London) DG 75298/59 (England) 75298/59. The album has been reviewed by the Press, and sold in the last chart, fairly successful.

Seven More Ink

FTC Consents

WASHINGTON — Seven more retailers manufacturing and distributing firms signed consent agreements in the Federal Trade Commission last week, ending one of the largest FTC payola prosecutions against companies that undermine payments to radio and TV personnel, who are among the busiest salespeople in the music business.

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N.C. State Fair Chalks Up New 5-Day Attendance Mark

RALEIGH, N.C.—North Carolina State Fair authorities were counting the nation's No. 1 five-day exhibition in new records as seat大脑 was pushed to its limits every department. Tuesday and Friday were the two boom days, and attendance figures on both days were unprecedented kid's days, and top politicians of both parties drew

Sumter, S. C., Fair Scores In OK Weather Giveaways Good As Stores Help; All Depts. Ahead

SUNTER, S. C.—A fine week of weather enabled the Sumter County Fair to pull ahead of its 1959 edition in the provincial exhibitions, according to J. Clinch Borden, secretary. The 79-acre grounds were jammed with 30,000 to 40,000 people.

As a precaution against rain, however, Amusements of America had its layout buried under shaven. In addition, the main exhibit hall which contained a number of utility firms (in addition to the usual retail displays), there were crowded quarters for cattle, swine and poultry.

Gate 60 was open 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 entire fair was given away a foreign car. In addition, the main exhibit hall and furniture gifts of substantial value were awarded among the crowd.

The property encloses a football field with a two-year lease on its 12 acres. After that time, Brown said, there will be a four-year lease. That back the seats to make room for an oval track for automotive events.

Shaw Air Force Base located there provides a healthy number of fairgoers. Fine results accrued from a setup with the following possibilities, which gave prize tickets out with $1 purchases prior to the fair.

Detroit Auto Show Throngs Jam Jobo

DETROIT—In less than its first 48 hours, the National Automobile Show has already topped the all-time record for attendance.

The show opened at Cobo Hall Friday (Nov. 11) and official closed attendance by 5 p.m. Sunday was noted at 337,000. The number was exceeded at the New York Coliseum for the entire show in 1956. The Detroit show still had Sunday night opening.

The Friday opening, an invitational affair for four hours only, produced a record attendance of 83,724. Exhibits included 55,000, and police, unprepared for the vast turnout in a heavy downtown, had a traffic surplus to six miles long on the city's major expressways.

Saturday attendance was chocked up at 107,523, when the limit on the new gate policy at 50 cents went into effect.

The Sunday throngs came into the Detroit Free Press to lament that "vast, spacious, cavernous" 6,250,000 square-foot area, been 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 dealers exhibited small exhibits of car construction and supplier industries, was presented. The p.a. system was also used to give instructions for the entire show.

The Sunday attendance total was counted at 216,639.

Attendance dipped on Monday to 62,550, giving a four-day total of 471,529.

Major professional show business event of the auto show was the 25th annual Wheels of Freedom Revue, presented on a stage 350 feet long by 90 feet. The basic show construction and the entire show were handled by the George P. Johnson Company.

Tom A. Dodge, secretary-manager, said that attendance for about each day was ahead for the previous year's comparable age. The weather, he said, was a late afternoon, had a traffic surplus to six miles long on the city's major expressways.

While the attendance had been noted on opening day, the attendance this year, Mr. Dodge said, was an improvement over last year. Roughly three other days, attendance surpassed that of comparable days a year ago.

Expansion of the grandstand was completed this week. The end zone was expanded with aids for the stands ends leading to seating area of 3,500 to 4,000 seats. The stands were expanded down a 3,500 feet from 1959 for the noise racing days. The only paid going grandstand event, the races excepted, was the rodeo for three shows. The first 5,000 in the evening of the second and third of the Grandstand, which was to have been on Saturday (Nov. 11) and Sunday night Fair will fill the stands.

Free evening grandstand attractions included junior and senior horse shows, midget racing, youth horse shows and the appearance of the John A. Strong Circus on Tuesday and Wednesday evening. Free shows in the Outdoor Grandstand twice daily were exceptionally well received. Two segments were offered with the second features of the same.

Novely contract on the Independent as well as the carnival was held again by Fredonian Fair Co. (No. 1) of Detroit, Mich., and the appearance of the John A. Strong Circus on Tuesday and Wednesday evening. Free shows in the Outdoor Grandstand twice daily were exceptionally well received. Two segments were offered with the second features of the same.

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Georgia State Fair Eyes New Records

MACON, Ga.—Aided by a big kid's opening day the 107th Georgia State Fair was eyeing records by midweek here. Thru Wednesday (5) the attendance of General Manager Bob Wade reported about 72,000, which was 10,000 more than last year.

The old 72,000 figure practically doubled that for the same period last year. The attendance record was broken Wednesday 1959 to rain. The youngsters came out in swarms on Monday (4) 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.

Cettin and Wilson Shows were bringing in showpeople and a lighter weather and more moneymaking potential. On kid's day the rides and shows were reported at $18,000 and the following day the total receipts came to $17,000, but closed out same day last year. In all, receipts for the first four days came to 28 per cent ahead of '59, according to co-owners Issy Cettin and Barney Wilson.

Included in the lineup were the Horticulture Building and the Graydon Downe Meows, here for the first time. Bob and Virginia Goodrich arrived in a Dark Ride and Tunespeck, said the first three days were the best for them here in the past 21 years. Voges' Fat Show and Diamond's Skares joined them.

SHERWOOD DALLAS—With as much talk of the Pennsylvania State Fair, Dallas last week appeared headed for a great year. Rather was the weather Friday (14) thru Sunday (16), with a break at $16,000 for a total attendance of 1,200 people.

Attendance at the fair Monday (15) was 354,925, largest ever for the Dallas State Fair but smaller than expected.

Total attendance for the first 12 days of the Fair's 16-day run was 2,902,739 thru Wednesday (17) short for 37,132 of the gate 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 26,000 people that day to give last year's encl of much of a running start on the 1960 run which opened, as usual, on Saturday morning. So without the extra Friday, the 1960 crowd of 26,000 people can be said to have given about like last year's in over-all.

Record 125G From Bldg.

The colossal grandstand struc-

ture, five stories high and fitted

interior, has a glass roof and

which probably set a one-building

record of this type. It is a $200,000

building, and will exceed $120,000 when

completed, and will be the largest of its kind in the

entire state. Harry Lee Johnson, the building contract for the

figure of the wags.

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.

Attendance inside the Coliseum was free this year and drew big crowds. The show, put on by Barrows-Carruthers Theatrical Enterprises, included Grand Ole Opry names. In the hill were Minnie Pearl, Stonewall Jackson, Red Sovine, Dee Doo Dar and the first segment. On the second group were Carl Smith, Kity Wells, Johnny and Jack and Bill Phillips.

Other Shows were on the mid-

way and topped its '59 ride and show gros.

LaPearl, Hampton Plan Western Show

CHICAGO—Jack LaPearl and Bob Hampton of the LaPearl Show, Wild West USA, to play a 10-day run here November 1st-10th, with and with phone promotions. They have booked the highest grade of entertainment, Inc. to operate the show.

Performance is to include cow-

boy acts, Indian dances, wild ani-

mals, guns and whips and similar Western figures. The show will operate for the first time by Beauvais, Others a state Fair in Flint, where Beauvais' "Ike Capers" was a hit in his Dogey & Koa Agency.

Spartanburg Fair Fights 200,000 for Gate Mark

Spartanburg, S.C. — Sunny skies were a pleasant contrast for this season's Piedmont Interstate Fair. After a drowning from rain in 1959 the improved grounds were prepared for more of the same, but it cleared nicely and a record week was achieved.

One middle-aged patron, said the 200,000 attendance was one of the highest for a 10-day fair in 1958. Also hitting a record was the gross by Cettin & Wilson Shows, who turned in a 1961 midway contract, Big on 16,000. The midway topped a per cent more money than last year.

It ran until Sunday (10), the day before the opening. The fair had the carnival midway grade of mud and old accumulation and the weather was muddy and gravel.

All exhibitions were considered improved for this year, Bob G. B. Moore executed "The Living Book"—The Bible as the theme for the livestock competition. All faults in the eight area counties were represented.

Black said 10 trips to the International Livestock Shows in Chi-

cago and Ft. Worth, premiums totaling $25,000, and all the exhibits on show in the fair. Many were bought at the fair and will be used in the future to make money which stayed on the grounds.

Jack Kochman's thrill show was rated top one of the fall season for four days of the week.

Orangeburg's Fair Talks; Grandstand Goes Ahead

ORANGEBURG, S. C.— Or- angeburg County's annual State Fair is on the way. The weather was clear and warm prac-
tically the entire week with a rain of week in 1982. It was the fair's 30th anniversary and construction began on the midway.

Attendance and receipts for the first two days doubled last year's. Cettin and Wilson Shows were ordered to Bob Beaudet for the first time for a five-night ice show. There was rain Friday night (7) but two per-
formances went on as scheduled.

South Carolina Fair Study Feeds on Strong Note

On Monday and Tuesday were one-

show's second day, and next three had two performances nightly. Monday at night the Ice Show in the Friday, which Kochman must show appeared as advertised.

A couple of full houses boosted the gross nicely. Judge Hughes Smith Sr. was on hand to see the results were outstanding. Orangeburg was held by a good crowd, a first time for Beauvais, Others were the State Fair in Flint, where Beauvais' "Ike Capers" was a hit in his Dogey & Koa Agency.
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 the old midtown 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 "miniature high class midway." A logical development would be a theme-type park, possibly filled in with the many colorful nationalities interests available.

Shamie said that plans include eight to 12 high class supper clubs.

Buddy Wagner Sets 6 Shows At Petersburgh

PETERSBURG, Va., — A six-performance date at the Southside Virginia Fair has been awarded for 1961 to the Buddy Wagner Auto Canvas. Announcement came from Stanley Hatcher, 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 27.

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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 vaude varieties. Only two raincasts were experienced all season and there could easily been more but for pure luck, he said.

Among the high spots was Guil-

Shamie, a business paper pub-
lisher, has taken a leave of absence to devote full time to the project. Three leaders in local show business are principals in the International Village also. They are W. L. Smith, owner, vice- president and general manager of Bob-La Amusement Park; Wood-

-Staff President, president of television and Radio Stations CKEL.

The International Village pro-
ject is an outgrowth of the Inter-
national Freedom Festival con-
ducted here for the past two years. The absence of professional show business know-how and lack of local interest favor the midway-type attractions were recognized weak-

The 30-year-old grandstand

was destroyed. It has been replaced.

George K. Ross, secretary-man-
ager of the agricultural society, said a start on a new grandstand will be made in the spring.

ARNAE, 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. Management has sold out first run 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 to build up above the first fiscal year, 1933-34. In 1959-60 it was about $183,000, and expenses, including capital improvements, were $350,000, leaving a profit of about $160,000. The year before, the 1958-59 fiscal year, the operating cost was $135,000. The building had a gross of $566,000 and a net profit of $25,000. The auditorium seats 2,430, and the stage is one of the finest in the country.

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 an integrated basis. The policy was to be put into use for the first time when the Shelby County Democratic Women's Organization in conjunction with Mrs. Bridget Johnson, democratic vice-presidential nominee, at a reception. The Austin (Tex.) Auditorium's season began with the Dukas of Diddakal, the Marine Band, the Victory Glee Club, and the bowls are by "Jazz 60," Eastman Kodak's "Photoscene America," Herb Shriver, Dave Brobeck, Fred Waring, Pete Fountain, Sherman Berman, Ray Conniff, Little Orchestra of New York, the Blackstone Show, "World of Suzy Wong," "Fiorello," "Caleonini," "Andersonville Trial," "Once Upon a Mattress," "Stage Door," "Jazz Me," American Ballet Theater, Roger Williams and "Holiday on Ice." . . . Ray Conniff's "Show in Stereo," the Toledo Symphony Louisville, will have the Modern Auditorium's building's "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 Schueber 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 Midwest Home Show and Convention 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, Exposition and Cooking Club, December 7-9; the South Florida Home Show, December 18; the National Auto Merchants Association, in Miami Beach in January; the New York Flower Show, in February; and the American Home Show, Miami, in March.

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 time November 1. As final work of completion and preparation is underway, "Holiday on Ice" is the first attraction, and mail orders for seats are now being taken. The hotel 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, Exposition and Culinary Club, December 7-9; the South Florida Home Show, December 18; the National Auto Merchandising Association, in Miami Beach in January; the New York Flower Show, in February; and the American Home Show, Miami, in March.

Wedding Receptions Banned At Detroit's New Cobb 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 at Woodlawn Catering Company, owned by the city, which Monday morning, and says wedding receptions have been the Lithia-Belle Axite wedding, which later was held at the Sheraton-Coolidge Hotel instead. It used three ballrooms and four or-

Christners and had nearly 2,000 guests. Cobb's decision was made for two reasons. One was the intention of avoiding conflict with private enter-

prise. The other was the effort to avoid complications over liquor laws that might jeopardize the building's license.
AMUSEMENT PARK OPERATION

Von Roll Contracts Ride For Seattle's Century 21

VON ROLL IRON Works of Switzerland has agreed to install a
aerial train ride at Century 21, the Seattle world's fair for 1962.

The ride maker will operate at the fair as a concessionaire. The un-
usually large ski lift, has been sold in several places recently as an
unusual feature in Disneyland, the world's most popular new amusement
park at Memphis are among the users. . . . Squaw Valley Improvement
Corporation has been organized to handle concessions at the Pleasure
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, according to Dave Hadley, manager of the Flamingo and
Lawrence Caterfield, 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 fooled by plane
trouble at San Francisco and this resulted in a seven-hour delay that
meant he ended up spending a half day at the Oktoberfest. He found
too rushing to really sift the "new stuff," and in addition it was raining. But
in the end, he said, was a new circular Mouse ride, which
was housed in its own building. Similar to the Oktoberfest was Norm Bartlett, who reportedly was negotiating for an
European license for his Flying Coaster ride. . . . Mickey Hughes, a
Hot Rods Inc., reports that the closing days of the Oktoberfest were
plagued by a circular Mouse ride that was in operation until
an intermittent rains Sunday. Despite, these receipts were reported to be well ahead of
last year. Hughes had as visitors one of the closing days Mr. and Mrs.
Art Gutierrez, of the Park, Ill. . . . The Fair's want to see
Berlin from Munich to visit his wife's relatives and host a big reunion.

Word from Munich is that Eyevewalk Chicago, will get a German
Circus operated by Adolph Kiss, which is now ready for shipping.

Peter with his wife will spend a two day trip to Calypso for a fair entry this year. . .

Paul and Oli Hutton Caterfield, at their Westend cottage following their return from an extended European tour.

Another note from Leonard Thompson, NAAPPB member from Black-
pool, England, says Laurence Caterfield "could not return to America at
the Beautiful without taking a last at thel Britons riding the backpool Big Dipper to capacity in overcoats and raincoats and rain coats in the middle of October." Leonard says he isn't sorry that the Illumination
Festival is over even big business. It has been "a very long and hard
working time," he writes. . . . Send a "get well" card to Fred Markay,
president of the Dogwood Park and secretary of the New England Amusement Parks Association. Fred has been in a Boston hospital for abdominal pain, operation, and treatment. . . Ed Schett, NAAPPB post president from Cleveland, reports the Centerburn ride has been "very difficult." Reason: Coney is moving its downtown offices to another office on the first floor of a government office building. . . . Dave Coleman, young son of NAAPPB Past President John Coleman, has been married to his home with a compound leg fracture received while playing with the Westend Junior High team.

New Canadian Firm to Make Trampolines; Centers Open

A CANADIAN FIRM has been organized to build trampolines.
It is Varolene, 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
and finding a field so strong that he decided to build the devices and boost expansion of the centers. In his generation of about $500 and $3,000
a month. By next year he may be operating centers in 10 other
Toronto shopping centers. He also hopes to export trampolines to the
U. S. His home trampoline center, which is a 200-foot circle, has no
enclosure. The center includes a "tease" to keep bouncers in position and has padded wooden posts. . . . Monthly Go-Kart Speedway has been organized at Elizabethtown, N. J., by Robert Emoch and W. H. Roediger. Roy and Roy have formed the Hudson & Eley Racing School of Batteau, Seattle, teaching both roller and ice skating.

Bunny Hop, Inc., is a trampoline center at Redwood City, Calif. American Trampoline has been organized in Los Angeles as the
operation for the operation of centers and amusement parks. . . .

June Bruni, 10825 S. Zuma City, Calif. . . . Albert Caterfield, manager of the Flamingo and
Lawrence Caterfield, of Santa Cruz Beach, Santa Cruz, Calif., has been organized to operate a park in San Diego, Calif. . . . Fan on Wheel also is a firm in San Diego County to operate an amusement park. It is headquartered at Escondido. . . . Setinos 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. Halliday Jr., Bank
ruptcy Court referee appointed to
handle bankruptcy proceedings
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
through disbursements on the park's continuing construction.

If the court refuses to accept the
park's petition for reorganization, Winder said there would have to be liquidated, "freezing out" some 10,000 shareholders,
mostly located in Colorado.

The park's petition shows that 3,101,752 shares of stock have been
sold at $1 per share.

A second director told un-
precedented loss of $2,500 and $10,000 to complete the
park. . . .

Lefferdink says that his or-
ganization would seek to pull the park out of bankruptcy 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-
which he held on his 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 Carnival

NEW PERMANENT AMUSEMENT PARK
MONTREAL, CANADA'S 5 MONTHS' SEASON

Ideal location—600 ft. Boardwalk—Swimming, Picnic Grounds
Plan eventual year-around operation

WANTED
CONCESSIONS—Family-kiddie type — Roller-Rink, Pony Ride, Restaurant, etc.
GAMES—All types — Funhouse — Penny Arcade

Rides—Adult and Kiddieland type
For information contact BOX D-159, c/o The Billboard, Cinti, 22, Ohio
Waco, Tex., Fair Pulls Record 265,000 Gate

Owing to misunderstanding on lease, I am unable to place new improved beautiful Steel and Fiberglass Skooter Building with thousands of colored lights and 25 new 1961 Model streamlined cars. Interested in placing in First-Class Park on percentage or selling. Will consider selling cars or building separately.

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MERRY-Go-Rounds
Carnival Equipment
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1960 Turning Components, Kiddie size, 20 ft.: teen-age, 30 ft.; adults, 32 & 36 ft.; sizes Kiddie Rides, The Ferris Wheel, Auto, Airplane, Pony Car, Boat Rides, Music Boxes, Ticket Booths. We also carry coaches.

MUSICAL FOUNTAINS

MUSICAL FOUNTAINS

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WELL Cargo

"HUCKSTER"
MOBILE CONCESSION STAND

PET'S in "huckster" at a moment's notice!

WACO, Tex. — The Heart O'Cattle Fair ended its five-day run October 8, with the most successful fair since its inception in 1933 with a 265,000 good weather on Thursday prevented the fair from attaining its 300,000 goal. Record crowds on Friday (62,000) and Saturday (65,500) set one-dio

WACO, Tex., Fair Pulls Record 265,000 Gate
CIRCUS TROUPING

By TOM BARKINSON

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 the fall... The Shrine Bros. Circus, which closes Octo-
ber 29 with 12,942 miles... Famous Cole Bros. Circus per-
forms 868 miles in 15 weeks and is due in New York shortly
by which time it will have run up 11,650 miles in 33 weeks... Clyde
Beatty-Cole Bros. Circus closes November 13 and will winter at
Deland again.

Trade reports on the Kelly-Miller tour in California set the
demands for a new $750,000 show which will be more difficult to
stockton, with officials threatening action because of

Norman and Shirley Carwell handled press for the recent
slurring tour in Los Angeles. They have had
work TV shows, and local 30-min-
tunest of the opening and more than 100 guest appearances
in all on TV and radio. At this writing they are in California for
half and three-quarter page flier

Extra performances were needed to handle the crowds for Carson
& Bailey and Ringling, with Carl still on, 300 people were turned away and refunded their money. Among
visitors were Art Miller, Edward and Francis Clack, Barry Smuck, the Tom McLaughlins, Grover Odyssey, and Red and
Esther Reader. Bill Wilson handled the date.

Milwaukee Journal carried a

News-Telegraphic historical society report which included a spread of
eight-color pages with the story of the
Sunday (11) with 469 persons to
visit the circus World Museum. It was said that the show was
earliest, ever to see this museum.

Berner Miller is back in Chicago

after closing as promotion man for
Penny Bros. Circus... Helen Welling and the Garden Bros. Circus, has been
looking at Ed Wilson, former Beatty-clown, has been playing also in

Atta, Illinois. At least 500 people were at

the garden, is in California and will

with Delano Bros. Circus Show.

Circus Kauhi visiting the state of

from Eastern States are the State Fair in

and Hammondstrom visited at Santa

The Movers caught Kay Brothers and Charlie

in St. Louis, where they are at an

for the present. The Chicago Sun, Chicago Daily

carried a story about the new circus which

the first of the season, and the

...the show is due to open in

in the process of

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THE FINAL CURTAIN

BROWNING—Herman L., 43, vice-president of operations for Browning Bros., 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. Services at St. Peter's, Livonia, October 14.

BELAROM—Vance, 67, concessionaire and musician, the last five seasons with the Capital City Shows, October 13 at Memorial Hospital, Monee, Ill. Services to be held at Val-osta, Ga., October 14.

CAMPBELL—May, 41, wife of Jerry Campbell, independent concessionaire with the Jerry Mckay organization, in a heart attack in Long Beach, Calif. Born in Robstown, Tex., she was a member of show club auxiliaries in Dallas, Seattle and Los Angeles. She leaves her husband, a son by a former marriage, three sisters and three brothers. Services were held at Coast Showmen's Rest, Los Angeles, October 14.

CHARLIE—Father, 82, a life member of the Pacific Coast Ladies' Auxiliary, in Los Angeles, of a short illness. Algie she was never active in show business, she was instrumental in the founding of the club.

In Loving Memory of My Dearest Beloved Husband

E. C. (HUMPY) EVANS
Who passed away Oct. 25, 1953
Sadly missed & never forgotten
MRS. E. C. EVANS AND BOYS

IN LOVING REMEMBRANCE OF MY HUSBAND

WALTER H. POLLITT
Who went away Oct. 19, 1953
"You Will Be Missed, My Only VERA"

In Memory of my husband

ARTHUR T. BRAINED
who passed away
October 23, 1958
Bird Brained

In Memory of my Beloved Husband

D. C. (Mac) McDaniel
October 25, 1958
SEBASTIAN (DIT) MCDANIEL

THE BILLBOARD

October 26, 1960

ROLLER RUMBLINGS

By AL SCHNEIDER

SIXTEEN operators, representing 11 rings, were recently added to the membership of the Roller Skating Rink Operators Association of America, which was announced at RSOA headquarters in Detroit by A. O. Catlett, its president. The new members and the rings they represent include Mr. and Mrs. Howard L. Davis, Roller Center, South Gate, Calif.; Albert T. Williams, VFRO Roller Rink, Tampa; Mr. and Mrs. Jim E. Lindsey, American Bowl, Fort Madison, Iowa; John and Louis Bloom, Casino Rink, Farmington, Mo.; Anthony Villafane, A-1 Rink, Kansas City, Miss.; Kurt Allendorf, Midland Bowl, Flint, Mich.; Kevin R. and Nickolusha Monheim, Skateland, Camden, N. J.; A. J. Lewis Jr., Duncan (Okla.) Skating Rink; Mr. and Mrs. Robert A. Miller, Miller's Rollerbowl, Tuscaloosa, Ala.; Cio W. Keener, Kinball Rink, Jasper, Tenn.; Mr. and Mrs. Edward J. Schenk, Skating Palace, Austin, Tex., and Joe L. Mook, Fair Park Rollerway, Marshall, Tex. These operators were added to the membership of Abraham 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 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 7 p.m. Saturday night.

Since the big middle Sunday in a pivotal day for Dallas, the weather was a topic of considerable concern.

Again, the fair was in luck. The cold front which swept north from Worth, veered to the southeast and actually missed Dallas. Monday (October 16) was partly cloudy and mild, a perfect day for tauging some outdoor activities. The final count of the fair was announced Tuesday (October 17) as the total daily attendance was 43,927 people. The Tulsa and the Mildrens' Rink of the National Football League drew 28,000.

Tuesday (October 17), the weather continued fine and it was a wet morning for East Texas Day. It cleared off pretty well, however, but the East Texas Day free show in the Coliseum, which was headlined by folk singer Jimmie Rodgers and his comedy team of Homer and Jethro, was moved to the Livestock Coliseum to be on the safe side. Fireworks were also cancelled for Friday (October 20) which were postponed to Saturday (October 22).

Wednesday (October 18) was chilly, cloudy and generally rainy. A free college jazz festival in the Coliseum featured Kiki Winding and His Orchestra, while four Texas college jazz groups drew widespread interest but enthusiastic crowds.

Thursday (October 19) was cold, bright and sunny.

Theatrical attractions at the Texas exposition were having a colorful showing in the prizewinning got the Rodgers and Hammerstein musical in the Music Hall, continued to build and was expected to be among the fair's top grossers in this "Ice Capades". The Ice Arena had something like seven sellouts over the big weekend and it found necessary to throw in extra promotional effort to offset the notion the show might be sold out for all remaining performances.

The most convenient location in New York

THE MUSEUM

MODERN COMFORTABLE

but not costly

www.americanradiohistory.com
P.R.E.A.L.S. 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 Mrs. Markley with a charm bracelet. ... Ben (Stringo) Cohn is back after attending the Funeral of his mother, Mrs. A. Santalone, has put two new motors in her truck in the last three moves, ... Phil Feller, president of the Western Canada Association of Exhibitors, took the only one of the five main файла of the Western Canada Association of Exhibitors plus the city of Winnipeg to the new location of the C&A's, a new home in the bustling business section at the corner of Portage and Main Streets in downtown Winnipeg.

East coast contractors and exhibitors attended the annual meeting of the C&A's, a new home in the bustling business section at the corner of Portage and Main Streets in downtown Winnipeg.

The mid-year contracts to provide midway attractions at the fairs was awarded to Carl Sabol of Alain, here to the city of Montreal, where he was a member of the board of directors. The mid-year contracts to provide midway attractions at the fairs was awarded to Carl Sabol of Alain, here to the city of Montreal, where he was a member of the board of directors. The mid-year contracts to provide midway attractions at the fairs was awarded to Carl Sabol of Alain, here to the city of Montreal, where he was a member of the board of directors.

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More Pears! Dick Best has rearranged and reorganized his Side Show. It is now set up the way he had it when he got it, but it gained much more depth with stages across the back and a walkway out front. A new series of lights flash and provide a touch of magic at the entrance. ... Miss Workman of the Wenceslaus Club, has joined her sister, Mrs. C. B. Workman Jr. in keeping the show well advised on their European tours. ... Larry and Mary Delaney have been experiencing a new confection called a walkaway sandwich.

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For the就没 (Cotived story)
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 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 holders included Lou Dufour, building the grounds; and James Berger and George Sollenberger, World of Mirth Shows. Bids were also received from James A., St. and W. D. Wicks.

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 division of the National Association of Fairs, as presidential candidate, C. C. (Groscurth) Sopenar has been named the ticket chairman for the office of third vice-president, and Ned E. Torti, former fair trustee for a five-year term,

Sopenar is currently first vice-president of the Illinois State Fair and Torti is a past vice-president, having held that post in 1953. Groscurth has been named to the office of secretary for a five-year term.

Other candidates on the ticket include Lou Dufour, first vice-president and Hal F. Elliott, second vice-president. Bernie Mendelsohn has been nominated as the ticket chairman for himself as treasurer and Hank Shelby re-nominated for the secretary post.


Reithoffer Closes Big at Bloomington

38 Rides, 17 Shows Share Record $; Season Recap Okay; Expanded Quarters

BLOOMSBURG, Pa.—With the July 4th holiday weekend approaching, Reithoffer Shows personnel were scouting locations for their future quarters here. Bloomington Fair again promised a full show line-up, with both Pat Reithoffer—senior and junior—operating midway rides at the fair. The show has leased added space on the grounds here for storage. In addition to quartering rides under the grandstand it will now occupy the big judging arena.

More Units Filed

Reithoffer realized the season generally good. In addition to the several Pennsylvania locations, they were opened in New York, Florida, Chicago and the Midwest. As described in previous editions, the show has added some 40,000 more square feet since its last visit.

RAS Scores All Time Highs in Jackson

JACKSON, Miss.— Royal American Shows opened here early Thursday (13) after picking up excellent grosses at both the Missouri State Fair and Nebraska State Fair.

The Mississippi State Fair wound up on Saturday (15) with a whopping $48 per ride gross, a good average for this season.

Harlem in Jackson is top billed for the year. The John Lamp's Jumping 45-46 and Hull's Flash, did not operate. Riding returns were $27 per cent ahead of 1959.

Rides at both fairs did exception well, especially the midway area of the 1962 fair, hailed as the best ever for the city. Kiddy rides operated on the fair at Jackson.

Ridder, Lucas

Europe Bound

DETROIT—Rob Red, president and co-owner of Happyland Amusements, has purchased a Lucas ride, a midstate resident, who has been running a ride in Europe. They will scout rides and return in most likelihood to Lucas, who has sold his rides to Happiland the past 14 years.

Metroplia, at the German end of the fair, could be seen operating the rides.

Coushatta, La.—Byers Bros. Shows closed its season October 13 at the fair at Maity, La., and is scheduled to return to their regular home city of New Orleans.

Carl W. Byers, owner-manager, reported a successful season slightly below that of their record-breaking season last year.

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Carl W. Byers, owner-manager, reported a successful season slightly below that of their record-breaking season last year.
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 WARSAC, N. C., ARMISTICE DAY CELEBRATION YOUR Last Opportunity to Get Your Winter's Bank Roll CONcessIONS: Can place Age & Scales, Novelities, Eats, Drinks, Buckets, Picture Frame, Derby Racer, Palmistry, Arcade, Bear Pitch or any other concessions. Same C. F. if you have Hanky Panks. Mem. 10% can place Snake Show, Wildlife, Animal, Monkey or any other show not conflicting. 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: 483-8650. Remember, this is the first big show here in five years.

CONCESSIONS: Cashhouse, Custard, Derby, Glass, Petrogly, Black and Bear Pitchers, Long Range, Short Range, Ballon Darets and Allibs if you have Hanky Panks to go with same.


SHOWS: Girl Show (Schauber and Mesrey, contact), Martadrome, Willsites, Side Show and Glass House.

All contacts: JOHN PENNORTON, Jr., Dalton, Ala. Phone in office.

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 a W. G. Wade Shows' sign is being featured in colored page ads bearing the title "The Greatest Show On Wheels!" The photo shows a cab-over-engine truck backed onto a midway for YOU'S AWAY! 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 Lucs party on December 10, with the Memorial Service to be held on the following day. The Past-Presidents' Party will be on May 13, with dinner and ball on Tuesday, December 13. LaMotte (Dad) Dodds 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 Vaughan offered the lights dimmed at the start of the meeting in memory of Harry Gordon, who died in Phoenix. Vaughn said that the club had lost four members this year.

On the revolver with Vaughn were J. R. (Red) Duer, first vice-president; Sam Dolman, second vice-president; and H. D. (Bob) Matthews, secretary. Frank Miller, Gary Her, Edward R. Jones, and Michael Monch were voted into the organization.

Business included the report of Edward Harris and M. H. Elliott on publications and committee reports by Joe Skometer, Ed Kennedy, Bob Doug and Art Warden. Welbilt Show on Wards Brown proposed that a booking box be installed and be manned $20 to its cost.

Frank Warren was reported coming along well with the show. Al Grimes, Cal. hospital, Dave Friedenfeld is recovering at his home in Holly wood. Sam Alexander checked into Mt. Sinai Hospital for treatment.

The president called on F. M. (Pete) Suton, Whitey Baker, Cliff Younger and Bill Davis.

Michigan Showmen's Association

DETOUR—Lou Dufour was guest speaker at the meeting held in the clubrooms Monday night. Joseph Latti, club auditor, presented the quarter report, which showed 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 painting 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 Morrisson announced. The Auxiliary is preparing plans for a costume ball to be held on Saturday, December 5, with prizes for the best costumes.

GIRLS WANTED

Handsome; sweet voice; good inGE NUN

For birthday parties, baby showers, or any other social events. Age 13 and up. Must have good figure, very attractive. Call Home Office for appointment.

Bill Hastings, 224 N. 4th Street, Phone 1-2024, East St. Louis, Ill.

WANTED

MISS MANNING, DARTLINGTON, S. C. PHONE IN OFFICE.

WORLD CHAMPIONS

Pittsburgh Pirates: Triangle Posters

FREE 1960 DATE BOOKS as advertised new being mailed.

Send your request to:

Triangle Poster Co.
7418 Susquehanna St.
Pittsburgh 8, Pa.

PRICED FOR IMMEDIATE SALE

114 trucks, 114-50 race cars, 114-50 prize dogs, 114-50 extra stock cars, 114-50 unused parts, 114-50 used parts, 114-50 equipment.

Apply to:

ROBERT SHAW
2404 Main St.
Pittsburgh 24, Pa.

CURLY REYNOLDS and
IZZLY WILLS
GAYWAY SHOWS

We are looking for category shows in new and raw country to follow. CONCESSIONS: Men, Women, Children of all kinds, Photos, Alibi, Fop Eggs, Snow Wheel, Silks, Candy, Mason, Post Office, Center Pitchers and Novelists. CALL: Rollins, 2110 W. Wheel, Law P.C.

SHOWS Girl Show and small Grid Shows. Those joining now given preference to others. Call: Joiner, Ark.; this week; than pay.
Reithoffers Close

Continued from page 65

The suspected man was later identified as James A. Reithoffer, 23, of 1400 S. 21st St., Philadelphia, Pa. He was charged with attempted murder and firearms violations.

The shooting occurred around 9 p.m. when Reithoffer entered the building and confronted a man who had been living there for about two months.

Reithoffer pulled out a .44-caliber handgun and began shooting, but the man was able to escape and call for help.

Reithoffer was later located and arrested by police. He is being held pending trial.

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Loquacious Back-End Impresario Speaks Out

Tulsa Fair Maps $2 Million Expansion, Building Plans

TULSA—On the heels of its record-breaking 1960 run, the Tulsa State Fair has adopted a new plan for a proposed expansion program designed to bring the annual event up to $2 million in profitability.

The program, a long-range one, was needed to meet the increasing demands for entertainment facilities for both the fair and the international exhibitions it is held in conjunction with. In fact, the city of Tulsa was named one of the top five convention cities in the country.

The improvements would include:

- A huge open area building with cubic-splash, covered roofs, which will allow a total of $1,200,000 to be spent within the new exhibition area.
- The new general exhibit building west of the racetrack, which will be used by the Tulsa International Exposition.

The present livestock building is small and is unable to handle all the animals, and possibly cover a portion of the large space for national and international space for sheep and swine exhibitors.

A horse barn and show ring to be located north of the livestock barn and south of the Royal Service Center. The ring will allow for horse showings to accommodate several thousand persons and could be used during the off-fair season for smaller events.

A total beautification and landscaping of grounds to include fountains and beauty spots.

A C. C. Parker, fair president, and Clarence W. Lester, general manager, agreed that the new program is necessary in the city of Tulsa and that the Tulsa International Exposition is to be held. The future of the fair could be a financial disaster within five years. Parker said the new oil shale on the market would probably use the entire fair area.

The new planned exhibits building will be the largest of its kind in the world. The facility will include benches and plumbing outlets. The facility will also have a completely new electrical system.

The new facility will be suspended from the ceiling. The building will be open to the sky. The new fair building will be open for the entire year. The building will have a capacity for 50,000 people. It will be air-conditioned.

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ALL AMERICAN SHOWS

BISHOPSVILLE, B. C. THIS WEEK

ALL SOUTH FAIR

SOUTH FLORIDA FAIR West Palm Beach

Jan. 27-Feb. 4

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Reid's Golden Star Show

WANTS FOR MEXICO, 3rd Feb. 7-12, 1962

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Hesion, (Sensational Amusements Co.) 304, Los Angeles, Calif.

Rides: Shows: Horse shows: Don Nelson, Amusements Co., Los Angeles, Calif.

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CARNIVAL ROUTES

- Continued from page 63

Georgian Am. Co. - C. J. Barrett (Fair) Dublin, Ga. (Season ends)
Gold Medal, New York - William Stewart (Fair) Quartzsite, Ariz. (Fair) Panarea City, Fla., Nov. 31, 5
Goodtime, William Davidson, No. 3; - J. H. MacDougall (Fair) Rapid City, S. D., Nov. 31, 5
Hoard & Mulhiney: - E. Mulhiney (Fair) Backus, Ga. Blackley 31-Nov., 5
Hoover, Robert, No. 11 - F. Bailey (Fair) Jennings, La.
Huntsville, G. E. (Fair) Brooksville, La.
Huntington: - E. T. Hall (Fair) Dohdan, Abbe (Fair) Thomasville, Ga. Nov. 31, 5
Kings: - J. E. King (Fairs)Request...
Los Altos, C. & C. Co. - Mike Oxmo, Ottawal, Texas
McNutt, Ross: - Nelson Williams (Fairs) Milwaukee, S. C.
Marks: - Jack Galluppo (Fair) Laurens, S. C.
Merchant's Festival Rides: - Nashville, Tenn.
Midway of Mirth: - Frank X. Loel- leman, Ark.
No. 31-Nov., 5
Page Combo, No: 1 - Blackey Jones (Fair) Oelwein, Ala.
Patterson Expo: - M. McNeece (Fair) Bennettsville, S. C. (Fair) Loris Nov. 31, 5
Pewter, B.; - Richard Gilman (Fair) Henderson, N. C. (Fair) New Bern Nov. 31, 5
Penn Premier: - Richard Gilman (Fair) Dunm, N. C. (Fair)
Peters, roller: - Peter Reito (Fair) Philadelphia, Miss.
Pullman Broadway: - L. Sylverston (Fair) Columbus, S. C. (Fair) Conna Nov. 31, 5
Red's Golden Stars: - Elmer Reed (Fair) Vidalia, Ga. (Fair) Ma-
Royal American: - Joe Peake (Fair) New Orleans
Royce, John, West: San Jos, Calif., 25- 30; Seattle Nov. 2-6.
San Francisco: Expo. - Ross Harris Cameron, Tex., 24-30
Scott's, Turner's Rides Catalina, Calif. (College Park) Orlando, Nov. 3-10
Smith, George: - E. F. A. Cinderella (Fair) Rock Hill, S. C.
Smith, George: - E. F. A. Cinderella (Fair) Rock Hill, S. C.
Smith, George: - E. F. A. Cinderella (Fair) Rock Hill, S. C.
Smith, George: - E. F. A. Cinderella (Fair) Rock Hill, S. C.
Sugar State: - (Fair) Opoloskn, La. 25-30
Thomas Joyland: - D. C. Thomas (Fair) Bangor, N. C. (Season ends)
World of Mirth: - Peter Molina Charlotte, N. C.

CARNIVAL CONFAQ

- Continued from page 63
crowd turned out at Danville, Va.'s St. Peter's Greek Orthodox Church for memorial services honoring the late James E. Strater.
Millie Royal, wife of Johnny Royal, held a memorial service for their country to their new baby in Georgia. Maude has his wife, Madgit, and their two young sons on the show.... On the lot at Sumter, S. C., on the side Bill Mor-

Barnie Renn reports his wife resting comfortably and improving, after being treated for a serious traffic accident in Charlotte, N. C.

VALLARASO, Ind. - Steel Amusements has purchased their 60,00000, 1953 model Wurlitzer band organ that will be used on the show for the 1960 tour. Barn and Roy Steffen, who operate the show, discovered the organ while they were volume after volume in town. The organ has been moved there after being used by Steffen's, Angus, Ind., roller rink for over 50 years.

S. & W. in WQ
- Continued from page 63
S. & W. will add two major attractions to the show, the latter two opening in April. Mr. Steve Lee 

Irwin Kirby

irwin kirby

irwin kirby
new merchandise for tomorrow's...

parade of hits

FOR LISTING
BEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of HIts, The Billboard, 188 West Randolph, Chicago 1.

NAPKIN HOLDER
TREE SKIRTS

Christmas tree skirts available in white with brilliant, sparkling, F. O. River or multi-colored sequins. Three patterns, pointed 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. Retail $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 $6.25 total. N. E. 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.

MUSICAL STAND


PENCIL RADIO

It writes, talks, sings, latest news and sports. Uses no batteries and will last indefinitely, the manufacturer says. Retail $3.95. Frank E. Bruno, 201 Norfield, Elmira, 11, 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. Jacobs, Box 138, Rydel Sta., Brooklyn 34.
**GALA SEASON LOOMS**

**Party Decorations Eye 17% Increase**

As population grows, so grows 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 can expect a moderate increase in sales of 17 percent 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 spot 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 percent of holiday and party decorations are imported from places like Japan, noted for their enthusiastically handmade lanterns. Hong Kong, a source of a variety of items, Sweden, specialists in foil decorations, West Germany and Italy, unsurpassed for horses.

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.

The special feature of all the various items available including noisemakers, streamers, palm tree nut cups, beachcomber hats, and a special beachcomber kit consisting of a genuine fish net and rocks, shells and starfish horses attached. There are specially designed balloons and miniature tekeles, lens and grass skirts to complete the theme.

Still in the Oriental vein are un- usual and highly decorative handmade Japanese lanterns of outstanding beauty. They are actually made with an inside of rice paper coated with silk. There is a pagoda lantern made of silk rice paper edged in foil with hundreds of hand painted lamp images. Temple lanterns made of gauze and rice paper in medium and other lantern styles in round, cylindrical, accordion-folded, circular and pyramid shaped. Each of the Oriental favors and decorations features oriental symbols and replicas of the Koi fish, pipe, boat, nuts, cups, hanging scarves, koi fish and fish-shaped chimes.

This year the Radio Novelty Co., exclusive exporters and distributors of party and holiday decorations, is offering an assortment of prepared New Year’s party packs. These are groups of house party size suitable for 17 people consisting of about 120 horn items, boxes of dancing things and hanging decorations to retail for $4.95 per pack. For $11.95 you can purchase these decorative assortments for 200 people of about 500 pieces, selling for $5.95 per person. It is possible to go after sales and hang up decorations to add those already existing, in the form of prepared packages, such as airplanes, Gams, film strips, etc. The themes for any occasion, and for specific hobbies such as Ham., St. Patrick’s Day and others. Similarity, birthday packs are already available as well, especially for young people.

Individual items retail from 15 cents up, thus offering a wide variety of items to everybody. Coming under the category of hobbies and collections are many items, including plain and fancy horn made of solid, colored, embossed, and with colored horn heads on rings and different styles and sizes for New Year’s parties, bar and retail. Among the horn rings are the popular and among the most popular is the Christmas tree which has the rings and sizes of the Christmas tree and series. The Christmas tree is one of the best selling items ever introduced into the market.

This is a charm bracelet which comes in a variety of colors and styles. The bracelet comes in a variety of colors and styles. The bracelet is one of the best selling items ever introduced into the market.

**Personalized Rings Watches Loom Big**

JEWELRY, popular all year round with women, is a good bet for a big surge this Christmas as sales continue to roll onward and upward on the strength of wholesale shows as before. The biggest improvement in jewelry this year is noticeable of the personalizing field are the personalizing items, rebirth watches and the low key personalized jewelry items.

Personalized jewelry, fresh from the record year at the outdoor stands, contribute to the bigger size of the holiday season. Retailing from a low of $9.50 to $13.50, this technologically ingenious and beautifully designed jewelry this highly sentimental gift has a definite appeal to the young and old alike. As with all jewelry, there are not many new gifts to choose from, but the wide range of merchandise which includes rings, bracelets, necklaces, and many others. The boy and girl friends are extremely popular on the market. There is a wide selection of items available, one of the best selling items ever introduced into the market.

This year the trend in jewelry, with the low-cost, is still popular and strong, has a definite appeal to the young and old alike. As with all jewelry, there are not many new gifts to choose from, but the wide range of merchandise which includes rings, bracelets, necklaces, and many others. The boy and girl friends are extremely popular on the market. There is a wide selection of items available, one of the best selling items ever introduced into the market.

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For yuletide, rebirths will enjoy a new surge of sales as the public’s confidence in the dollar’s stability increases. With the continuing edge of their low cost and dependable timekeeping, the enclosure of a one-year guarantee is strictly honored by most retailers. This alone is of prime importance to the consumer, and is virtually foolproof from the consumer’s point of view, thanks to the almost universal guarantee of the man who tried to pass off the rebirth as a new watch.

In the low-priced ring field, as in the other low-priced jewelry lines, there is seldom anything new. As with all jewelry, there are not many new gifts to choose from, but the wide range of merchandise which includes rings, bracelets, necklaces, and many others. The boy and girl friends are extremely popular on the market. There is a wide selection of items available, one of the best selling items ever introduced into the market.

The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary. The purchase, however, is usually more interested in appearance and the price of the item. The sharp retailer can make a very good profit on the purchase, even if the item is a little out of the ordinary.
REGULAR CLASSIFIED ADS

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. Rate: 20¢ 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 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

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

RATE: $1 per equa line. $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.
'No Change' Riddle Solved in Cleveland

By IRINA MIHALEGA
CLEVELAND—"A lot of times we lose good stops because a storekeeper is too busy telling customers how to make change," claims Joseph Resnick, owner of Resnick Vending Products here.

Resnick's answer to this problem— the 1-cent-5-cent combination machine—"This penny and nickel machine costs out a lot of change-making," Resnick says.

The machine takes both pennies and nickels. A penny gives one turn and a nickel gives five turns. Resnick vends ball gum (200-count) and quarters, 100-count gum, and nickel capsules.

He prefers ball gum and charm mixtures, because he says, "A storekeeper must keep a good deal of cash on hand, and it is a nuisance to check the change box when the machine is out of change-making.

He has a machine that makes change, but it requires more money, and it is not as fast as the Resnick machine, because he points out.

Resnick says, "It's just a matter of keeping customers happy. They want to know what they are buying in the machine, he points out.

The machine has a big advantage, Resnick says, because it is cheaper to keep a change box in a machine, and more economical to operate.

The machine is operated by turning the handle, and the customers pay for the gum by placing the proper amount of money in the machine.

The machine has a built-in automatic change-making device, and the customers can get their change back in the form of pennies or nickels.

Resnick says, "The machine is very popular with customers, because it is faster than the Resnick machine, and it is not as fast as the Resnick machine, because he points out.

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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 away.

**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 lucky 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 went out of this business." Yet there is no despair among those who stuck it out, and the consensus is that "business is not so bad."

For that matter, R. 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. Thieves.

At the moment popcora dispensing is Setlack's major preoccupation. He has the concession at the Gary Little League games.

Doing business as the Dancing Music Company, John LeGette operates both juice boxes and bulk vending machines. "Business is fair," he reports. "Due to the steel slowdown, it's off but the gum box and cigarette machines are holding up pretty well."

At times, 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 Tobacoo Company is now in the bulk business, it is said. "The idea for us is to work out."

There is no despair among those who stuck it out, and the consensus is that "business is not so bad."

**TALK-TALK TEETH**

**Get a Laugh Everyday**

OPEN

P M...15.00 per hour

$1 and up

CLOSED (with metal clip)

P M...15.00 per hour

$1 and up

**at your distributor or**

**Suggenheim**

33 UNION SQUARE

N.Y. 3, N.Y.**
What Do You Need In BULK VENDING? VICTOR HAS IT!

**PEN VENDORAMA**

- **What is it?**
  - Closest Display of 4 Machines for Your Top Spot.
  - One Has a Super Mechanic & Drug Store in It.

- **Why do you need it?**
  - Low little Floor Space
  - Easy To Collect

**SUPER 100 CONSOLE MODEL**

- **What is it?**
  - Features 50 Machines. Every Brand.
  - Two Cases of Century 100 Count Bulk Guns or 2,400 Balls.

- **Why do you need it?**
  - Capacity 140 ball point guns, vending on the nick.

**SUPER V**

- **What is it?**
  - Features 125 Machines. Every Brand.
  - One Case of Century 100 Count Bulk Guns or 2,400 Balls.

- **Why do you need it?**
  - Capacity 125 ball point guns, vending on the nick.

**SUPER VENDORAMA**

- **What is it?**
  - Features 200 Machines. Every Brand.
  - Two Cases of Century 100 Count Bulk Guns or 2,400 Balls.

- **Why do you need it?**
  - Capacity 200 ball point guns, vending on the nick.

**5 STAR BABY GRAND**

- **What is it?**
  - Features 10 Machines. Every Brand.
  - One Case of Century 100 Count Bulk Guns or 200 Balls.

- **Why do you need it?**
  - Capacity 10 ball point guns, vending on the nick.

**THE NEW VICTOR VENDORAMA**

- **What is it?**
  - Features 10 Machines. Every Brand.
  - One Case of Century 100 Count Bulk Guns or 200 Balls.

- **Why do you need it?**
  - Capacity 10 ball point guns, vending on the nick.

**5 STAR BABY GRAND**

- **What is it?**
  - Features 5 Machines. Every Brand.
  - One Case of Century 100 Count Bulk Guns or 100 Balls.

- **Why do you need it?**
  - Capacity 5 ball point guns, vending on the nick.

**THE NEW VICTOR VENDORAMA**

- **What is it?**
  - Features 5 Machines. Every Brand.
  - One Case of Century 100 Count Bulk Guns or 100 Balls.

- **Why do you need it?**
  - Capacity 5 ball point guns, vending on the nick.

**ACT NOW! YOUR FUTURE GUARANTEED**

See Your VICTOR Distributor for Detailed Information and Prices.
Three in-line pins have appeared compared to just two last year. Some "new" machines have appeared this year. There are no "new" machines which have appeared this year. Among them are the "new" pinball games. Four of these games were bowed in this year's first, followed by the "new" pinball game in the second period. Another new game appeared this year. It was a pinball game with a vertical playfield and small discs which are shot through the air. All of these games have appeared this year.

**Pool Models**

Pool games have appeared with a new pinball machine which is designed with solid new attractions for various types of locations.

**Sell Location Owners to Build Luke Revenye Is Color Pair's Friend**

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.

The Keyes brothers have 70 locations, which are valued at better than $10,000. They have no intention of adding more. Both brothers agree that there is a line of demarcation where an oversize phonograph route begins to be too large of an operation away from the controllable level, and where profit returns seem to be more difficult for an operator.

The Keyes brothers have spent much time in the coin machine industry, but have not been so knock for mixing with location owners and their customers, and therefore have no lack of knowledge of location owners just as well.

Eventually, they have managed to develop a knack for mixing with location owners and their customers, and thereby have a far better idea of what works and what does not.

**Operators Plan 61 State Conclave**

By George Metzger

HARRISBURG, Pa. — More than 80 persons attended the annual meeting of the Pennsylvania Amusement Machine Owners Association, held here October 13-14.

Leon Takien, manager of the Harrisburg Amusement Machine Co., said that he has attended every meeting of the association.

The main order of business was laying plans for the second yearly "pinball tournament," which is expected to grow to a national event next year.

All officers and directors in attendance were re-elected for the coming year.

Takien said that the tournament will be held during the next fall meeting, to be held in November.

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**Gottlieb Bows Kewpie Doll, Single-Player**

CHICAGO — Gottlieb, a pinball games manufacturer, announced a new single-player pinball game with an amusement park that is expected to be popular. The machine was shipped to distributors by D. Gottlieb & Co., 301 South LaSalle St.

Five ducks and five rabbits are illuminated on the backglass as part of the single-player kewpie doll figure light up on the playfield.

Lighting the dolls also light up the bell on the playfield for "Fu-ki specials." A bell runs up to five targets.

Rabbits or ducks are spotted when the bell contacts side rollers.

The game has a "score to beat" panel, match play feature, and two high-powered ball flappers.

The coin box has a locking cover.
Davis Distributing Gives Pitch To N. Y. State Location Owners

By REN GROVEY

BINGHAMTON, N. Y.—How a junk mail campaign can sell a strong institutional message to its ultimate customer was amply demonstrated here Monday (7) when Davis Distributing Corporation, New York State seaborg 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 colorable climax to the get-together.

The Davis participation was highlighted by Ted Washington, public relations director of the firm. Klull, who handled the welding rental program, was unable to attend. Representing Davis in his stead was Sid Gordon, regional supervisor for the Syracuse Davis layout from the Albany branch. Also present were Bill Prutting, Eastern division manager for Seeburg, and G. Lee Timmons, 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 bused in their suite in the Arlington Hotel headquarters telling the story of the 33 rpm, single record, which all new Seeburg models are equipped to play. Also strongly pitched was the Seeburg “Alert of the Week” promotion program. A number of the 33 rpm. single records were distributed.

The Davis theme, “From Tinfill to Stereo,” recently employed by Davis at 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. (left to right, front row, and left to right, back row) are: Tony Clifford, pres., first and second vice-pres.; Sid Gordon, regional supervisor of 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, 33, following the dinner a group of entertainers lined up by Klull took over the stage. A featured part of the program was pianist Shary Den- nis, who performed a number of familiar tunes for the large gathering.

Following the enthusiastic reception given the entertainers, Tony Vinjilna, a past presy. and the reason the Federal Reserve Bank here. “But we can’t catch up on the pennies,” said Crawford.

He said that in the next week the bank expected another shipment of 300,000 pennies. This load will not be enough, however.

300 Tons

“Last year we paid out 300 tons more in pennies than we took in,” said Crawford. “That’s about $600,000 worth.”

Most observers blame hoarding, others just don’t know what 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 penury 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?”

Nationally, the styling of tomorrow for more play today

TARAN SHOWS New Rock-Ola

MIAMI — Tarans Distributing Company hosted operators and guests from throughout 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; Bart Kahn, Sijoy Vendor Co., Marathons, Eddie Leopold, Mellow Music Company, Miami; Eddie Mangone, All Coin Vendor, Miami; Mr. and Mrs. Ed Mercer, Orange Blossom Amuse- ment Co., Homestead; Mr. and Mrs. Sid Tab, M&M Service; Mr. and Mrs. Lucky Shmelick, Lucky Amusement Corp.; servants Mann- eile and Dick Dodds, Miami. Also Mr. and Mrs. Paul Piacs, Whitey’s Amusement Co., Miami Beach; Y. Y. Zepely, Mr. and Mrs. Max Reiser, Radio Center Music Co., Lutz Markowitz, Noel Vending Co., Miami; F. E. (Fred) Smith, Ft. Meade; Lennis Butler, business manager at Charles Higgs, Mangone & Mangone, Miami; Shepherd Key, Ben Ton Amuse- ment Co., Miami Beach; Eddie; Mr. and Mrs. Harry Zimand, Ame- ture Amusements, Miami Beach, and Arnold Rogan, Rogan Music Co., Miami.

SPECIAL! ABC BOWLERS $135.00.

Write for complete price list of all coin operated games.

Scoll Crosse Co.
1641 No. Broad Street
CEnter 6-4444

AMUSEMENT OPERATORS! WATCH FOR THE NEW “Series 50” COIN ACCEPTOR

Check These Features:

• SIMPLIFIED DESIGN
• 100% INTERCHANGEABLE
• SWING-OUT MAGNET
• EASIER TO CLEAN
• FIRST ACCEPTANCE BY MAJOR MANUFACTURERS

Coin Acceptors, Inc., is fast becoming another major supplier of service and service for a complete line of coin handling equipment.

Service facilities are now in operation in St. Louise and in branch offices in New York, Chicago, Philadelphia, Los Angeles and Hous- ton. More branches coming soon.

COIN ACCEPTORS, INC.
3711 Hereford Street, St. Louis 10, Missouri
### Coin Machines Price Index

** Listings represent used machines in average condition. Interchangeable from 1954 to 1970. Price for each machine represents the average of quotes by branch 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 types and conditions may have considerably different values in different areas.

### MUSIC

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<td>750</td>
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<tr>
<td>Bally</td>
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<td>850</td>
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<td>10B</td>
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### BOWLERS & SHUFFLERS

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Danish Court Hears Payout Units

COPENHAGEN—A Danish district court has ruled payout machines "in danger for gambling and not amusement," thus reversing a lower court decision holding the machines "suitable for amusement." On the strength of the lower court's decision, Danish operators had placed big orders for payout machines in Denmark 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 bitten into a locked hut. The case in question involves primarily excursion steamers plying between Denmark and Germany, where the German courts have ruled 50 or more machines and vending machines a number of coin games and payouts. Similar-type payouts are in general use in Denmark at ferries and amusement parks. However, decided that the payouts constituted gambling and they arrested three persons on an excursion steamboat with operating machine in the vicinity. The case was brought before a Copenhagen local court. The judge, without precedent, freed the defendants and ordered the confiscated machines returned. But the higher court reversed this ruling. The owner of the equipment was fined $235, the owner of the steamer $140, and the attendant $35. Indurary 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 against a group of German machine operators, including the well-known Gewerke. The group is accused of 20 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 manager of the West German coin machine business, surrendered the WORLD agency several years ago and entered the business of the German gambling pioneers. Born in Baden-Baden, Husemann founded a gambling 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 were on hand for the International Hotel equipment fair from October 13 to 24. But the fair in the Exhibition Hall, at the Porte de Vaires, is almost exclusively a French affair and the single German exhibitor is Nova of Hamburg. The fair is a testimonial to the determination of the French coin manufacturers to keep their industry in a strong position in the domestic market; and to the impressive progress made by French manufacturers in designing new equipment (covering far more than the gambling machines). The latter is the result of the work of the Comité des Fabricants and the Comité des Tissages de Luxe. Among the German exhibitors are: Soudin and Sociétés, both of Paris; Mauduit, of Hamburg; Perret (Paris); Palais des jeux, Paris; A. A. R. (Paris); Electro Kicker, Dussel, Le Soccer, Lyon.

Eltec Names British Distribitor

LONDON—The Eltec Music Machine Manufacturing Corporation has appointed Anglia-Matics, Ltd., a distributor for the United Kingdom. Anglia-Matics, of Newmarket, specializes in and handles 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 are ideal for branches of the large, late American machine manufacturers. Anglia-Matics will push the Eltec-Continental P-100, which has motorized stingers, electronic and a 12-tube stereo amplifier. The P-100 carries a one-year guarantee and free comprehensive insurance together with after-service 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 Beecher Company of New York. The "Top Tune" automatically dispenses the current top tunes in 45 singles. Beecher's German subsidiary intends to introduce the machine in this country for sale in the European Community. The machine is introduced at a time when West Germany is plunged into the construction of American-type supermarkets and when German merchandising procedures are becoming more streamlined with mass volume with maximum labor. Disk sales have been dipping in West Germany, particularly the sales of 45 singles. The German phonograph industry has been attacked by phonograph manufacturers and the machine designed as a prestige piece for restaurants and bars.

W. Harting Firm Marks 15th Year

HAMBURG—Wilhelm Harting and his $50 employees of the W. Harting GmbH have every reason to feel the 15th anniversary of its founding. The war had been over only a few months when the company began producing furniture for the Mittelstand, a factory producing household appliances. Harting has expanded since then into radio and music box components, into full-size music boxes and vending machine manufacturers, and into the production of complete X-ray units. Harting has just presented a new automatic machine designed as a prestige piece for restaurants and bars.

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MILWAUKEE MENTIONS

Herb Wagner, G. W. & Noveltty Company, South Milwaukee, was the recipient of congratulations last week on his 75th birthday.

He has been in the business for more than 50 years.

Harry Jacobs Jr., United, Inc. on the committee for the Milwaukee Record Music Industry Party, held October 5, received a gold trophy at the event. He won top prize at the industry party last summer. Also receiving a gold trophy was Ken Kukow, Kendou, Inc. They both are down to have received from Harry Custer, Custer Music. He expects both music and 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 residence, with their son Jack's 30th birthday.

Fifteen members of the Hastings clan gathered at the Blue Danube to celebrate. New bride of Clarence Smith, Milwaukee Amusement Company, is a 25-foot Cabin Boat that sleeps eight. Herman Pastor and Allen Silva were recent visitors to the Twin Cities headquarters of the Pastor Distributing Company. According to Sam Cooper, hottest thing in the Pastor game department is the United Bowl-A-Kama. 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 Kukow, Kendou, Inc. Sam Hastings, Hastings Distributing Company, and Nick Jurchek. Disc shoppers at the local radio stores are picking up and evaluating them.

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 pinball," he says. Sam Cooper, United, Inc. reports a fine response from operators on the United Bowl-A-Rama. The long alley featuring new-type pinball, he says, is making a hit with operators from all sides.

Mr. and Mrs. Louis Glassman, Radio Doctors one-stopper, are vacationing in New York City. Reports from local operators just back from North Woods fishing excursions are2: The weather was beautiful, but the fishing was bad.

Ed Grenowski, Red's Novelty Company, also back from an excursion, reports: "The takes are all fished out." Woody Johnson, United, Inc. general manager for the last few weeks, resigned his post. He is moving to Tucson, Ariz. to take a job with the Amusement Company, the Wurlitzer distributor in that area. No replacement has been named for him as yet, according to United, Inc., boss, Harry Jacobs Sr. Joe Miller, no longer with Ray's Amusement Company, is back to free lancing as a service and repair man for local coin firms.

BENJAMIN 

DETROIT DOINGS

Leonard A. Miller, who has operated a small jug box route for about five years, has registered his business formally under the name of Motly G. Miller, continuing as it is a part-time operation in addition to his employment with a local factory. Mr. 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, new-comer to the music field, has bought a portion of the large Trio Vending route from Gordon Friedman and Aaron Katzman, and is establishing his own Aaron Katzman, and is establishing his own Katzman Company, in the northwest section. His wife, Leeath Perry, is a partner in the business. This is a firm, having no connection with the old Perry Music Company jug box route operated by Joseph P. Harris and Louis Bermann.

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 through October 1.

Peter Brandt, company president, said the service school works out quite well, but it takes a great deal of time rather than having a large class of operators. About 25 men, all heads of various music machine companies, attended the school sessions. Brandt reported that the music field in the St. Louis area is "going right along well."
America's 45 tributor. You're 1411 SAME 2423 CC UN. FALSTAFF, BRICHT RALLY STEP -13 FEATURE BONUS SCORE TY Completely ZENITH 11th BOWLING SPECIALS! SUPER SMÍW ONE ABC Div.n.y VERY PRETTY AND largest 4 2 BWLC.ILEAGUE. DELUXE action -STOP Reconditioned special PINS SPECIAL! DOLL Chicago -8211 and Oldest and Largest 525.00 375.00 195.00 195.00 95.00 95.00 1.4600_.. GET $185 and with 245 weeks 525.00 375.00 195.00 195.00 95.00 95.00 1.4600_.. back follow Walter wrapped his job on the American House, as prison consecutive was taken. The production of the nationally-famous Texas Prison Exchange has held entirely within walls of the American Penitentiary at Huntsville. The past several years Miss Turner has served as art director 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)
Tenn. Operator Finds Market For Over-Produced Hit Disks

By ELTON WHISENHUNT
MEMPHIS — A leader in the coin-operated industry who has developed a new enterprise in the business, he buys over-produced hit records which are months or even years old and sells them in packages of five to sell for 85 cents.

It is a new phase of the industry and a number of such operations are sprouting up over the country, said Park Henderson, who started one here.

Henderson was for many years general manager of Southern Amusement Company, largest operation in the Mid-South, and has signed several months ago to devote more time to several of his enterprises.

Henderson said his new operation, named Selecta Hits, Inc., 605 Tennessee Avenue, works on this principle:

A record company has a hit by a major artist. The disk sells two million copies, and the distributor is offering selling orders. A distributor under a contract with a music company or anyone who has a contract for a song is entitled to sell the disks on his contract.

A company may have 10,000 records returned. Henderson buys these hits in large lots from many companies. He will not disclose the price on a "trade secret." Platter Package

He has eight to 10 employees. Some are salesmen out on the road to find these records. The others are packing and shipping the records. The platters are packaged five together to sell for 95 cents. They are advertised in newspapers throughout the country.

Henderson does not have a catalogue.

"No Change" • Continued from page 25

-Continued from page 83

South

(Warner poster distributor), is a Texas-sized commuters since he signed last month as exclusive Warner poster distributor for San Antonio. New concern is under the management of Dan Perrotta and located at 1415 S. Flores Street, San Antonio.

C. D. Hurting, owner & H & H Distributing Company, reported excellent gains in the March period in major markets in the United States.

Local color is from John E. Williams, owner of A.R.C. Music, spent this year's vacation in Mexico City, and says fishing is good on West Coast.

Erna N. Wright

FLORIDA BRIZEE

Good to see June Ball, Keys Vending Company, Marathon. June reports that the late lamented hurricane Donna hurt the keys area, she was fortunate in that it could have been much worse. She proudly announced that she hopes to have a complete operation in four days after the storm. She also says fishing is as good as ever. Dart Key Vending Company is slow getting back in action. Dart's biggest problem is getting his machines back in shape.

Simon Wolfe, Wolfe Distributing Company, is private placing down to Key West from Jacksonville. Also in that town to render any help that may be necessary was Bob Well, Bush International. Bob says business is slowly getting back to normal.

Visiting Miami the other week was Rudy Key, Bon Ton Vending Company, Nampa, Idaho. Rudy said Miami is now almost normal, with everybody looking forward to a bumper winter season. Rudy says the hottest machine is Bill Black's "Don't Be Cruel."

Fadie Shaw, who has been in business for 10 years, has now joined the team at Bodine's Miami office. Jack Lipsoner, a recent heart attack victim, looks and feels wonderful, but looks and feels like a man on recall for the Army. Jack, who heads the Service, visits the office just about every day, tho he knows he shouldn't.

Lucy Skolnik, Lucky Amusement Company, is still looking around for a boat. Lucky lost his last boat in recent storm and has been wandering around like a lost sheep since. Lucky Amusement Company, is wearing a smile these days. Buddy says collections have shown a slight increase and hopes miserable showings in the coming season is 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 Wilson, Simone Amusement Company, says they have been fishing for the winter crop. Jack
WANTED

A-1 BINGO
MECHANIC

Write:
The Billboard Publ. Co.
BOX #105
188 Randolph St.
Chicago 1, Ill.

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

ALL 45 R.P.M.
Plays Both Sides

32 AMI
Model D
80 Selections
Only $145.00

18 AMI
Model E
120 Selections
Only $195.00

1/3 With Order—Balance C.O.D.
ACT QUICKLY—ORDER TODAY
WRITE AND PHONE

For Send Complete Lists
ARCADIES—GAMES—BINGOS

MANN R. SWANSON

DAVID ROSEN

CENTRAL DISTRIBUTING CO.
2315 Olive Street
St. Louis 3, Mo.
Phone: Han 1535; Cable: “Central”

when answering ads... say YOU SAW IT IN THE BILLBOARD!

ays many extra farm hands are beginning to show up in the lake area.

Ranny Shapiro, owner of Ranny Music Company, in spending lots of time on the phone talking to his girl friend, Ranny. This is not unusual except that Bunny is in California. . . .

Glad to hear that Harry and Mims, operators for Bruton Music Company, expects to leave the hospital and be back on the job. Harvey has several operations. 

Mrs. Bernice Sundeen, head woman at Ranny Music and Ace Saxon Cigarette Company, hopes that the poor summer season is now a thing of the past. 

Vivian Anstis, 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. 

Randy Shapiro

MISSOURI MENTIONS

A. B. Fort, Fairway Amusement Company, Columbia, and his wife, are now residents in Memphis for the double-headed in football. Tennessee played Missouri State (score was 0 to 0) in the afternoon game and University of Miss. State played Miss. State University that night (Ole Miss won 31 to 20). Turned out the star of the game for James Karl Wright, chosen All-Decade, a fine tackle of the week by sports writers for his brilliant play, is from Fort's home state, Columbia. Wright is Missouri State quarterback.

One of Fort's business associates in his group, Mr. and Mrs. Kermit Westbright, attended the games with the Forts. . . .

Clayton U. Collins, Crystal Amusement Company, Grenada, also went up to Memphis for the game. . . .

Jim Long, Hollandale, reports a terrific cotton crop, the best in years, and good fall long. Long is in the heart of the rich Mississippi Delta cotton land.

Johnny Almgren, Ace Amusement Company, Shaw, was riding a tractor on his 160 acre farm when the Billboard called.

Cockey Sells, Holiner Amusement Company, Tchula, is working on a new invention which he says, if perfected, will make him rich. He's keeping it secret, but has it to do with coin-operated amusement machines.

Charles Shives, Yazoo Novelty Company, Yazoo City, came in from his fishing trip on the Mississippi River last Wednesday. Mr. Shives is the Billboard scout in was in town. He had a big catch from the Yazoo River. . . . Paul MacRae, Paul's Novelty Company, Greenville, has recently completed building of his second night club, at which he has photographs in.

Peter Manos, PI Music Company, Greenville, returned recently from New York relatives. . . .

Henry C. Smith, Smith Music Company, operated both his and Pete's routes 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 business on his route.

J. P. La Vene, La Vene Music Company, Clarksdale, has a big cotton farm on the side—600 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 planting season. . . .

Frank Smith, Stark Heights Novelty Company,Cheyenne, Mr. Smith, is at the Stamford, Mississippi Music Company, Clarksdale, was seen loading a big gin for a church at Helena, Ark. He handles an organ and piano line on the side. . . .

John Blake, Blake Music Company, Hernando, Miss., has an opening in his store. John is a businessman stumped for him during the summer, and is picking up well. Elton Williamson

COLORADO & WYOMING

Efforts to revive the Colorado Music Merchants, Inc., Denver photographer dealers' group, has met with very little success, reports Jack Armstrong, of American Amusement Company, reports many changes in ownership and distribution personnel within the past few months, association meetings have been few and far between.

Alto 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 John Baca, of Brown & Zigman, Cheyenne Music Company. Distributors, all located in the Wyoming capital breaks records for play during the two-week celebration.

Another Wyoming operator thoroughly pleased with results during recent months is Paul Scott, of Lander, who has boosted up his route substantially during 1960, adding a dozen new photographs and replacing many of the veteran boxes on the route. . . .

Charlie Cousins, Denver Five Points photographer operator, was so enthused over his prospects in Colorado this summer that he plans 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 photograph operator, has been re-appointed to his post on the Denver zoning board. Bean, one of the two Negro operators in the Denver area, has been recently honored for his work and considered second to none in portraying real estate for commercial or residential use. . . .

Pete Geritz, Mountain Distributor, 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 and its line has made it possible to install photographs in a lot of locations where there simply wasn't room for a standard size model, Geritz says.

Leo Negri, partner in Drake Sales Company, planned to spend a vacation in San Francisco after completing sale of his equipment in Western Wyoming. . . .

Jack Schwab, Colorado operator with a head office in Greeley, reports a fine year of sales in the Denver area for the past year, reports excellent results with the compact Lyric model which he introduced in the Denver market early this year. The compact Lyric and its line has made it possible to install photographs in a lot of locations where there simply wasn't room for a standard size model, Geritz says.

Colorado & Wyoming
Here is the World's Most Distinguished Phonograph

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 REVERBA SOUND

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.

The Rock-Ola dual-speed intermix changer permits complete intermix of 331/3 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 331/3 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.

See the New REGIS at Your
The Truly Distinguished Phonograph

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
Joe Ash says...  
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ACTIVE  
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PINBALLS  
THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!

ACTIVE  
AMUSEMENT MACHINES CO.  
Population 9,495

Completely Reconditioned!  
$175 EACH  
WORLD WIDE DISTRIBUTORS, Inc.  
3330 N. WESTERN AVE., CHICAGO 47, ILL.  
Eveglade 4-3200

Paul Pincus, Whitey's Amusement Company; Harry Zimdant, Acme Music Company; Lucky Skolnick, Lucky's Amusement Company, and Little Miss Bell get set together at a Terran Distributing Company's showing of the new Rock-Ola line.

Bally is proud to announce  
the appointment of  
CENTRAL DISTRIBUTING COMPANY  
1209 Douglas Street  
Omaha, Nebraska

as  
NEBRASKA REGIONAL DISTRIBUTOR  
of all products of  
BALLY MANUFACTURING COMPANY  
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Money-saving subscription  
Order  
Find out every week in  
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Order Now at Low Subscription Rates. Fill in and mail coupon today!

Bally, the world's largest manufacturer of coin-operated amusement machines, is proud to announce the appointment of Central Distributing Company as the Nebraska Regional Distributor of all products of Bally Manufacturing Company.

Bally's Philosophy  
- Continued from page 78

and making themselves known to location owners long before the loca-
tion itself was out of the blue-
print stage, and buying a few small 
routes in the process.

The sales announcement which the Keyes brothers used was extremely simple. Each promised the very best in equipment, perfectly main-
tained, along with standard com-
mision rates, and service far above 
the average, mostly free, no front money, no leases or guar-
antees. Instead, the Denver brothers op-
erate on the theory that personal-
ality is the most important ele-
ment in business, spend a lot of 
time with their key men, and build up 
their first-name familiarity by personal 
phone calls, primary 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 air-
line 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 Colo-
rado Capital, and a similar spread in 
the suburbs.

Every location has been earned 
by reputation. "If the location 
owner can't smell it, and then us-
ing the rest of the open slots for 
our picks!"

Out on the routes eight hours a 
day, and changed an average of 55 
spots, Dan Keyes believes that it 
was very seldom necessary to change 
himself completely, that there 
must be big hits, of course. 
occasionally, he guesses wrong, 
but for the most part, he has a lot in 
each category, to offer.

"If you know the location, cater 
to the customer who comes in, 
collectly has buttons, and he said. "For example, we program 
more old favorites than the usual 
operator, and we also have a few of 
the older customers who want to 
hear the classics of a dozen years ago. 
There are a lot of people in these 
classifications at every stop."

"We also take the time to ask 
the customers in a location what 
they would like to hear. Some-
times 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. Close service is important 
with the Denver firm because 
Sam Keyes is such an expert mechan-
ic, although he concentrates on 
selling and wants his men to be 
able to do as good a job of meeting 
emergencies as he does.

WILLIAMS JUNGLE  
with Animal Targets In lite box 
that fall when hit. Combines 
shooting targets with pin-table scoring.

Williams Electronic Mfg. Corp.  
4174 W. Fillmore St., Chicago 24, Ill.

FALL SPECIALS
Seeborg 222's... $3049.50  
Seeborg KDV... 499.50  
Seeborg L-100... 499.50  
Seeborg 200 WOT... 79.50  
AMI H-100 (M)... 319.50  
AMI B-120... 139.50  
FB-500 Coffee Bar  
(1959 Model)... 499.50

VEND... 1/2 DEPOSIT  
BALANCE SHIP DRAFT

S. L. STEBEL COMPANY  
635 W. Main Street  
Louisville 2, Kentucky

Phone: Jinnipper 3-2145

Bally Beauty Contest, $195

UPLIGHTS
Games Inc., San Pedro
Games Inc., North Beach
Baby Bell, San Pedro
Baby Bell, Long Beach
Baby Bell, Burbank

Five Ball
Gofflel Auto Bar
Penny Arcade

Bally Coin-op Cafe (1 or 2)

Lightening Ball

Williams Showboat

MUSIC
Wurlitzer 1485
Wurlitzer 2500
Wurlitzer 1485
Rudy's 1485
Rudy's 1485

ARCADES
Bally Strikes Bowler
Bally Saloon

Bally Continuous (1 or 2)

Bally Strike Challenger

Score Drill, Coin Drill & Lights

Rush deposit to:

Bally & Williams Amusement Co.

Your key to
SALES RESULTS— 
the advertising columns of
THE BILLBOARD!
Tenn. Operators View Rock-Ola

MENPHIS—The S & N Sales Company displayed the new Rock-Ola 1888 model 120-record machine for Memphis and Mid-South operators.

Among Memphis operators attending were:


Among Mid-South operators attending were:


Alan Dixon, general manager, also explained the new Rock-Ola 200-record model to operators.

make arrangements for the meeting. Operators and directors in the Nashville area are to be invited, as are operators and directors 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 Jan

Reason is for a concerted and unified fight against any proposed legislation which would put an 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 directors from all parts of the State. Then board of director meetings

Harry Laymon Showing Draws Big Crowd

LOS ANGELES—Alho 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.

George the operators visiting the showroom were Paul A. Laymon, Wilkes, Charles Daniels, Brit Aderman, and Dan Peters, who handled the mechanical end of the displays.

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.

Colorado Operator Has Box In Reserve for Emergencies

STERLING, Colo. — At the permission 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 disappointment will it 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 fitted on the spot, he keeps a "kouter" always available, already loaded on the truck, which can be rushed into the brew as fast as a new truck can get there.

The "kouter" is a first-line phonograph, almost always a 200-play model, equipped with stereo channels, so that it can easily be hoisted 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 find 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 KWIEPIE 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 KWIEPIE DOLL features at your distributor today:

- 5 Ducks and 5 Rabbits illuminated in lite-box "Shooting Gallery"
- Hitting all targets lights 1 KWIEPIE DOLL and re-lights targets
- Special score for lighting 4 or more KWIEPIE DOLLS
- Lighting KWIEPIE DOLLS lights holes for super special score
- Ball going out spots up to 5 targets
- Side rollers spot Rabbits or Ducks • Score to Beat Panel • Match feature
- 2 super-powered skill flippers • Coin-box with locking cover
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
UNIVERSAL SURE-FIRE Shuffle Alley

Regulation Bowling Scoring

Features: Players' Choice of Scoring
Select by Button

1 BUILD-UP PLAYERS SCORE

- Spare and Strike values increase during play from 20-30 to 30-40 holding 1 Strike... to 40-50 holding two strikes. Excitement 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.

SEE YOUR UNITED DISTRIBUTOR NOW!
Inresistible